

Sample Size: 1013 UK Gamblers (online, past 12 months)

Fieldwork: 5th - 9th April 2019

	Gen	der		Age								
Total	Male	Female	18-24	25-34	35-44	45-54	55+					

Have you participated in any of the following activities in the past 12 months? (Please select all that apply)

(Flease select all that apply)								
Base	1013	764	249	11	97	149	200	556
Placed a bet at an online bookmaker or via mobile	100%	100%	100%	100%	100%	100%	100%	100%
Visited the cinema	54%	52%	59%	73%	67%	72%	58%	44%
Visited a bingo club	4%	3%	8%	-	9%	3%	5%	3%
Smoked cigarettes	16%	16%	16%	27%	24%	25%	18%	11%
Drank alcohol	90%	92%	84%	82%	95%	90%	92%	89%
Visited a restaurant	87%	87%	88%	100%	96%	91%	87%	85%
Bought a Lotto/National Lottery ticket	67%	67%	68%	36%	62%	77%	74%	64%
None of these	-		-	-	-		-	-
Can't remember	-	-	-	-	-	-	-	-

For the following question, by 'vice', we mean a behaviour, or habit generally considered immoral and *l*or taboo.

If you had to choose, which ONE, do you think is the worst vice

that a person can have?

that a person can have?								
Base: Those who have placed a bet at an online bookmaker or via mobile	1013	764	249	11	97	149	200	556
Gambling	20%	18%	25%	9%	26%	22%	15%	20%
Smoking	58%	61%	50%	82%	61%	58%	64%	55%
Drinking	12%	11%	15%	9%	5%	11%	11%	14%
Don't know	10%	10%	11%	-	8%	8%	11%	12%

For the following question, a 'fixed odd betting terminal', is a type of electronic gaming machine on which players may bet on the outcome of various simulated games and events (such as roulette, blackjack, bingo, and horse races).

Since the 1st April 2019, the maximum bet available at a fixed-

odds betting terminal was decreased from £100 to £2. To what extent do you support or oppose this change?

Base:	Those	who	have	placed	а	bet	at	an	online	boo	kmake	er	•

e bookmaker or via mobile		764	249	11	97	149	200	556
Strongly support	58%	59%	55%	36%	49%	52%	57%	62%
Tend to support	27%	27%	30%	27%	39%	26%	27%	26%
Tend to oppose	7%	8%	6%	18%	4%	7%	9%	7%
Strongly oppose	2%	2%	0%	9%	1%	1%	3%	2%
Don't know	6%	5%	9%	9%	6%	13%	6%	4%
Net: Support	85%	85%	85%	64%	89%	78%	84%	88%
Net: Oppose	9%	10%	6%	27%	5%	9%	11%	9%

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Sample Size: 1013 UK Gamblers (online, past 12 months)

		Social	Grade					Region				
	Total	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland	Northern Ireland
Have you participated in any of the following activities in the												
past 12 months? (Please select all that apply) Base	1013	716	297	268	155	95	83	222	823	39	135	16
Placed a bet at an online bookmaker or via mobile	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Visited the cinema	54%	58%	42%	51%	58%	51%	71%	50%	54%	41%	56%	50%
Visited a bingo club	4%	3%	6%	6%	3%	5%	2%	1%	4%	3%	6%	6%
Smoked cigarettes	16%	14%	21%	15%	14%	12%	24%	17%	16%	8%	16%	19%
Drank alcohol	90%	93%	84%	91%	88%	92%	90%	90%	90%	92%	88%	88%
Visited a restaurant	87%	92%	77%	86%	91%	86%	92%	88%	88%	74%	87%	81%
Bought a Lotto/National Lottery ticket	67%	67%	67%	68%	72%	64%	67%	66%	68%	77%	60%	69%
None of these	-	-	-	-	-	-	-	-	-	-	-	-
Can't remember	-					-				-		
If you had to choose, which ONE, do you think is the worst vice that a person can have?												
that a person can have? Base: Those who have placed a bet at an online bookmaker or via mobile Gambling Smoking Drinking Don't know For the following question, a 'fixed odd betting terminal', is a the outcome of various simulated games and events (such as	1013 20% 58% 12% 10%	716 20% 60% 10% 11%	297 19% 55% 17% 10%	268 21% 57% 12% 10%	155 23% 55% 14% 8%	95 18% 57% 15% 11%	83 22% 58% 13% 7%	222 19% 61% 7% 13%	823 20% 58% 11% 10%	39 23% 64% 13%	135 14% 56% 16% 13%	16 13% 69% 13% 6%
that a person can have? Base: Those who have placed a bet at an online bookmaker of via mobile Gambling Smoking Drinking Don't know For the following question, a 'fixed odd betting terminal', is a type of electronic gaming machine on which players may bet on the outcome of various simulated games and events (such as roulette, blackjack, bingo, and horse races). Since the 1st April 2019, the maximum bet available at a fixed-odds betting terminal was decreased from £100 to £2. To what extent do you support or oppose this change?	20% 58% 12%	20% 60% 10%	19% 55% 17%	21% 57% 12%	23% 55% 14%	18% 57% 15%	22% 58% 13%	19% 61% 7%	20% 58% 11%	23% 64% 13%	14% 56% 16%	13% 69% 13%
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that a person can have? Base: Those who have placed a bet at an online bookmaker of via mobile Gambling Smoking Drinking Don't know For the following question, a 'fixed odd betting terminal', is a type of electronic gaming machine on which players may bet on the outcome of various simulated games and events (such as roulette, blackjack, bingo, and horse races). Since the 1st April 2019, the maximum bet available at a fixed-odds betting terminal was decreased from £100 to £2. To what extent do you support or oppose this change?	20% 58% 12% 10%	20% 60% 10% 11%	19% 55% 17% 10%	21% 57% 12% 10%	23% 55% 14% 8%	18% 57% 15% 11%	22% 58% 13% 7%	19% 61% 7% 13%	20% 58% 11% 10%	23% 64% 13% -	14% 56% 16% 13%	13% 69% 13% 6%
that a person can have? Base: Those who have placed a bet at an online bookmaker or via mobile Gambling Smoking Drinking Don't know For the following question, a 'fixed odd betting terminal', is a type of electronic gaming machine on which players may bet on the outcome of various simulated games and events (such as roulette, blackjack, bingo, and horse races). Since the 1st April 2019, the maximum bet available at a fixed-odds betting terminal was decreased from £100 to £2. To what extent do you support or oppose this change? Base: Those who have placed a bet at an online bookmaker or via mobile	20% 58% 12% 10%	20% 60% 10% 11%	19% 55% 17% 10%	21% 57% 12% 10%	23% 55% 14% 8%	18% 57% 15% 11%	22% 58% 13% 7%	19% 61% 7% 13%	20% 58% 11% 10%	23% 64% 13% -	14% 56% 16% 13%	13% 69% 13% 6%
Base: Those who have placed a bet at an online bookmaker or via mobile Gambling Smoking Drinking Don't know For the following question, a 'fixed odd betting terminal', is a type of electronic gaming machine on which players may bet on the outcome of various simulated games and events (such as roulette, blackjack, bingo, and horse races). Since the 1st April 2019, the maximum bet available at a fixed-odds betting terminal was decreased from £100 to £2. To what extent do you support or oppose this change? Base: Those who have placed a bet at an online bookmaker or via mobile Strongly support	20% 58% 12% 10%	20% 60% 10% 11% 716 60%	19% 55% 17% 10%	21% 57% 12% 10%	23% 55% 14% 8%	18% 57% 15% 11% 95	22% 58% 13% 7%	19% 61% 7% 13%	20% 58% 11% 10%	23% 64% 13% - 39 54%	14% 56% 16% 13%	13% 69% 13% 6%
that a person can have? Base: Those who have placed a bet at an online bookmaker or via mobile Gambling Smoking Drinking Drinking Don't know For the following question, a 'fixed odd betting terminal', is a type of electronic gaming machine on which players may bet on the outcome of various simulated games and events (such as roulette, blackjack, bingo, and horse races). Since the 1st April 2019, the maximum bet available at a fixed-odds betting terminal was decreased from £100 to £2. To what extent do you support or oppose this change? Base: Those who have placed a bet at an online bookmaker or via mobile Strongly support Tend to support	20% 58% 12% 10%	20% 60% 10% 11% 716 60% 27%	19% 55% 17% 10%	21% 57% 12% 10% 268 61% 24%	23% 55% 14% 8%	18% 57% 15% 11% 11%	22% 58% 13% 7% 83 52% 39%	19% 61% 7% 13% 222 60% 26%	20% 58% 11% 10%	23% 64% 13% - - 39 54% 31%	14% 56% 16% 13% 135 58% 25%	13% 69% 13% 6% 16 38% 50%
that a person can have? Base: Those who have placed a bet at an online bookmaker or via mobile Gambling Smoking Drinking Don't know For the following question, a 'fixed odd betting terminal', is a type of electronic gaming machine on which players may bet on the outcome of various simulated games and events (such as roulette, blackjack, bingo, and horse races). Since the 1st April 2019, the maximum bet available at a fixed-odds betting terminal was decreased from £100 to £2. To what extent do you support or oppose this change? Base: Those who have placed a bet at an online bookmaker or via mobile Strongly support Tend to support	20% 58% 12% 10% 1013 58% 27% 7%	20% 60% 10% 11% 716 60% 27% 6%	19% 55% 17% 10%	21% 57% 12% 10% 268 61% 24% 7%	23% 55% 14% 8% 155 56% 29% 9%	18% 57% 15% 11% 95 57% 27% 9%	22% 58% 13% 7% 83 52% 39% 6%	19% 61% 7% 13% 222 60% 26% 7%	20% 58% 11% 10% 823 58% 27% 7%	23% 64% 13% - - 39 54% 31% 10%	14% 56% 16% 13% 135 58% 25% 5%	13% 69% 13% 6% 16 38% 50% 6%
that a person can have? Base: Those who have placed a bet at an online bookmaker or via mobile Gambling Smoking Drinking Don't know For the following question, a 'fixed odd betting terminal', is a type of electronic gaming machine on which players may bet on the outcome of various simulated games and events (such as roulette, blackjack, bingo, and horse races). Since the 1st April 2019, the maximum bet available at a fixed-odds betting terminal was decreased from £100 to £2. To what extent do you support or oppose this change? Base: Those who have placed a bet at an online bookmaker or via mobile Strongly support Tend to support Tend to oppose Strongly oppose	20% 58% 12% 10% 1013 58% 27% 7% 2%	20% 60% 10% 11% 716 60% 27% 6% 2%	19% 55% 17% 10% 297 54% 29% 9% 1%	21% 57% 12% 10% 268 61% 24% 7% 2%	23% 55% 14% 8% 155 56% 29% 9% 2%	18% 57% 15% 11% 11%	22% 58% 13% 7% 83 52% 39% 6%	19% 61% 7% 13% 222 60% 26% 7% 1%	20% 58% 11% 10% 823 58% 27% 7% 2%	23% 64% 13% - - 39 54% 31% 10%	14% 56% 16% 13% 135 58% 25% 5% 2%	13% 69% 13% 6% 16 38% 50% 6%



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							G	overnment Reg	jion					
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland
Have you participated in any of the following activities in the past 12 months? (Please select all that apply)														
Base	1013	54	125	89	84	71	95	83	140	82	823	39	135	16
Placed a bet at an online bookmaker or via mobile	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Visited the cinema	54%	46%	46%	60%	56%	61%	51%	71%	55%	40%	54%	41%	56%	50%
Visited at bingo club	4%	7%	2%	10%	2%	3%	5%	2%	1%	1%	4%	3%	6%	6%
Smoked cigarettes	16%	15%	17%	13%	12%	15%	12%	24%	16%	20%	16%	8%	16%	19%
Drank alcohol	90%	93%	90%	92%	87%	90%	92%	90%	91%	87%	90%	92%	88%	88%
Visited a restaurant	87%	87%	84%	89%	93%	89%	86%	92%	89%	88%	88%	74%	87%	81%
Bought a Lotto/National Lottery ticket	67%	74%	68%	64%	73%	72%	64%	67%	68%	63%	68%	77%	60%	69%
None of these	-	7470	-	0478	-	1270	-	-	-	-	-	-	0078	0370
Can't remember	-		-	-	-	-	-				-	-		-
hat a person can have? Base: Those who have placed a bet at an online bookmaker or via mobile Gambling Smoking Drinking Don't know for the following question, a 'fixed odd betting terminar', is a ype of electronic gaming machine on which players may bet on he outcome of various simulated games and events (such as oulette, blackjack, bingo, and horse races). Since the 1st April 2019, the maximum bet available at a fixed-idds betting terminal was decreased from £100 to £2.	1013 20% 58% 12% 10%	54 24% 59% 11% 6%	125 22% 54% 14% 10%	89 16% 62% 8% 15%	84 23% 56% 13% 8%	71 23% 55% 14% 8%	95 18% 57% 15% 11%	83 22% 58% 13% 7%	140 20% 62% 7% 11%	82 18% 59% 6% 17%	823 20% 58% 11% 10%	39 23% 64% 13%	135 14% 56% 16% 13%	16 13% 69% 13% 6%
Base: Those who have placed a bet at an online bookmaker or via mobile	1013	54	125	89	84	71	95	83	140	82	823	39	135	16
Strongly support	58%	57%	65%	58%	58%	54%	57%	52%	62%	56%	58%	54%	58%	38%
Tend to support	27%	22%	22%	26%	30%	28%	27%	39%	27%	23%	27%	31%	25%	50%
Tend to oppose	7%	9%	5%	8%	7%	11%	9%	6%	4%	11%	7%	10%	5%	6%
Strongly oppose	2%	2%	3%	1%	2%	1%	2%	-	1%	1%	2%	-	2%	6%
Don't know	6%	9%	5%	7%	2%	6%	4%	4%	5%	9%	5%	5%	10%	-
Net: Support	85%	80%	87%	84%	88%	82%	84%	90%	89%	79%	86%	85%	83%	88%
												00/0		
Net: Oppose	9%	11%	8%	9%	10%	13%	12%	6%	6%	12%	9%	10%	7%	13%



Sample Size: 1013 UK Gamblers (online, past 12 months)

					Working status						Marital Status		
	Total	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Have you participated in any of the following activities in the past 12 months? (Please select all that apply)													
Past 12 months (Flease select all that apply) Base	1013	473	120	593	9	315	20	76	548	134	102	34	195
Placed a bet at an online bookmaker or via mobile	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Visited the cinema	54%	62%	63%	62%	89%	39%	40%	47%	55%	56%	46%	38%	54%
Visited a bingo club	4%	4%	2%	4%	22%	3%	10%	5%	4%	4%	2%	12%	4%
3													
Smoked cigarettes	16%	19%	20%	19%	11%	8%	15%	20%	15%	17%	12%	6%	19%
Drank alcohol	90%	94%	88%	93%	89%	86%	75%	87%	91%	92%	81%	82%	91%
Visited a restaurant	87%	92%	88%	91%	100%	84%	55%	79%	90%	91%	76%	79%	84%
Bought a Lotto/National Lottery ticket	67%	72%	66%	71%	56%	63%	70%	57%	70%	68%	66%	62%	61%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-
Can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-
Base: Those who have placed a bet at an online bookmaker or via mobile Gambling Gambling Smoking Drinking Don't know For the following question, a 'fixed odd betting terminar', is a type of electronic gaming machine on which players may bet on the outcome of various simulated games and events (such as roulette, blackjack, bingo, and horse races).	1013 20% 58% 12% 10%	473 18% 61% 11% 10%	120 23% 49% 16% 13%	593 19% 59% 12% 10%	9 11% 89% - -	315 22% 56% 12% 10%	20 30% 55% 10% 5%	76 14% 59% 11% 16%	548 20% 61% 10% 9%	134 20% 54% 12% 14%	102 23% 44% 19% 15%	34 18% 50% 26% 6%	195 16% 63% 10% 11%
Since the 1st April 2019, the maximum bet available at a fixed- odds betting terminal was decreased from £100 to £2.													
To what extent do you support or oppose this change?													
Base: Those who have placed a bet at an online bookmaker or via mobile	1013	473	120	593	9	315	20	76	548	134	102	34	195
Strongly support	58%	56%	57%	56%	78%	62%	55%	51%	59%	61%	55%	62%	53%
Tend to support	27%	29%	33%	30%	11%	23%	25%	26%	27%	25%	28%	29%	28%
Tend to oppose	7%	7%	3%	6%	-	9%	5%	11%	7%	7%	8%	3%	9%
Strongly oppose	2%	1%	1%	1%	-	2%	10%	3%	1%	1%	2%	6%	3%
Don't know	6%	6%	8%	7%	11%	3%	5%	9%	6%	5%	7%	-	7%
	85%	85%	89%	86%	89%	86%	80%	78%	86%	87%	83%	91%	81%
Net: Support													
Net: Support Net: Oppose	9%	8%	3%	7%	-	11%	15%	13%	8%	8%	10%	9%	12%



Sample Size: 1013 UK Gamblers (online, past 12 months)

				Children in	Household						Parent/ (Guardian			
	Total	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 year
ve you participated in any of the following activities in the						, ,									
st 12 months? (Please select all that apply)	1010	801	98	81	26	005	7	655	358	71	110	81	33	217	476
Base	1013					205									
Placed a bet at an online bookmaker or via mobile	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100% 64%	100%	100%
Visited the cinema	54%	51%	61%	70%	58%	64%	14%	54%	53%	63%	69%	75%		68%	48%
Visited a bingo club	4%	4%	4%	5%	-	4%	-	4%	4%	4%	4%	7%	6%	4%	4%
Smoked cigarettes	16%	14%	24%	20%	38%	24%	-	15%	17%	25%	25%	30%	21%	23%	12%
Drank alcohol	90%	90%	85%	95%	85%	89%	86%	89%	93%	86%	89%	93%	82%	89%	88%
Visited a restaurant	87%	87%	88%	91%	88%	89%	100%	87%	88%	89%	87%	93%	88%	88%	86%
Bought a Lotto/National Lottery ticket	67%	65%	70%	75%	88%	75%	86%	69%	65%	70%	80%	79%	73%	74%	67%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Can't remember the following question, by 'vice', we mean a behaviour, or	-	-	-	-	-	-	-		-	-	-	-	-	-	-
				1				1							
at a person can have? Base: Those who have placed a bet at an online bookmaker or via mobile Gambling	1013	801 19%	98 18%	81 19%	26 31%	205	7 29%	655 20%	358 18%	71	110 22%	81 25%	33 12%	217	476 19%
Base: Those who have placed a bet at an online bookmaker or via mobile															
ase: Those who have placed a bet at an online bookmaker or via mobile Gambling	20%	19%	18%	19%	31%	20%	29%	20%	18%	30%	22%	25%	12%	22%	19%
iase: Those who have placed a bet at an online bookmaker or via mobile Gambling Smoking Drinking Don't know	20% 58%	19% 58%	18% 61%	19% 57%	31% 65%	20% 60%	29% 57%	20% 57%	18% 60%	30% 58%	22% 56%	25% 59%	12% 64%	22% 60%	19% 56%
tase: Those who have placed a bet at an online bookmaker or via mobile Gambling Gambling Smoking Drinking Don't know the following question, a 'fixed odd betting terninal', is a e of electronic gaming machine on which players may bet on outcome of various simulated games and events (such as elette, blackjack, bingo, and horse races). ce the 1st April 2019, the maximum bet available at a fixed-is betting terminal was decreased from £100 to £2. what extent do you support or oppose this change?	20% 58% 12%	19% 58% 12%	18% 61% 14%	19% 57% 14%	31% 65% 4%	20% 60% 13%	29% 57% 14%	20% 57% 13%	18% 60% 10%	30% 58% 10%	22% 56% 14%	25% 59% 11%	12% 64% 12%	22% 60% 11%	19% 56% 14%
use: Those who have placed a bet at an online bookmaker or via mobile Gambling Gambling Smoking Drinking Drinking Don't know the following question, a 'fixed odd betting terminal', is a of electronic gaming machine on which players may bet on butcome of various simulated games and events (such as ette, blackjack, bingo, and horse races). e the 1st April 2019, the maximum bet available at a fixeds betting terminal was decreased from £100 to £2. what extent do you support or oppose this change?	20% 58% 12% 10%	19% 58% 12% 11%	18% 61% 14% 6%	19% 57% 14% 11%	31% 65% 4% -	20% 60% 13% 7%	29% 57% 14% -	20% 57% 13% 10%	18% 60% 10% 11%	30% 58% 10% 3%	22% 56% 14% 8%	25% 59% 11% 5%	12% 64% 12% 12%	22% 60% 11% 7%	19% 56% 14% 11%
se: Those who have placed a bet at an online bookmaker or via mobile Gambling Smoking Drinking Smoking Drinking Don't know he following question, a 'fixed odd betting terminal', is a of electronic gaming machine on which players may bet on utcome of various simulated games and events (such as stee, blackjack, bingo, and horse races). bethe 1st April 2019, the maximum bet available at a fixed-betting terminal was decreased from £100 to £2. hat extent do you support or oppose this change?	20% 58% 12% 10%	19% 58% 12% 11% 801 58%	18% 61% 14% 6%	19% 57% 14% 11%	31% 65% 4% -	20% 60% 13% 7% 205	29% 57% 14% - 7 57%	20% 57% 13% 10%	18% 60% 10% 11% 358	30% 58% 10% 3%	22% 56% 14% 8%	25% 59% 11% 5% 81	12% 64% 12% 12% 12%	22% 60% 11% 7% 217 59%	19% 56% 14% 11%
se: Those who have placed a bet at an online bookmaker or via mobile Gambling Smoking Drinking Drinkin	20% 58% 12% 10%	19% 58% 12% 11% 801 58% 27%	18% 61% 14% 6% 98 50% 35%	19% 57% 14% 11% 81 57% 27%	31% 65% 4% -	20% 60% 13% 7% 205 56% 30%	29% 57% 14% -	20% 57% 13% 10% 655 61% 26%	18% 60% 10% 11% 358 358 53% 30%	30% 58% 10% 3% 71 63% 24%	22% 56% 14% 8% 110 63% 23%	25% 59% 11% 5% 81 62% 32%	12% 64% 12% 12%	22% 60% 11% 7% 217 59% 29%	19% 56% 14% 11% 476 61% 26%
ise: Those who have placed a bet at an online bookmaker or via mobile Gambling Gambling Smoking Drinking Drinking Don't know the following question, a 'fixed odd betting terminal', is a of electronic gaming machine on which players may bet on outcome of various simulated games and events (such as stete, blackjack, bingo, and horse races). ethe 1st April 2019, the maximum bet available at a fixed-shetting terminal was decreased from £100 to £2. 'Ahat extent do you support or oppose this change?' ise: Those who have placed a bet at an online bookmaker or via mobile Strongly support	20% 58% 12% 10%	19% 58% 12% 11% 801 58% 27% 7%	18% 61% 14% 6%	19% 57% 14% 11%	31% 65% 4% -	20% 60% 13% 7% 205 56% 30% 8%	29% 57% 14% - 7 57%	20% 57% 13% 10% 655 61% 26% 7%	18% 60% 10% 11% 358 53% 30% 8%	30% 58% 10% 3%	22% 56% 14% 8%	25% 59% 11% 5% 81 62% 32% 2%	12% 64% 12% 12% 12%	22% 60% 11% 7% 217 59% 29% 6%	19% 56% 14% 11%
se: Those who have placed a bet at an online bookmaker or via mobile Gambling Gambling Smoking Drinking Don't know he following question, a 'fixed odd betting terminal', is a of oterchoic gaming machine on which players may bet on utcome of various simulated games and events (such as tte, blackjack, bingo, and horse races). the 1st April 2019, the maximum bet available at a fixed-betting terminal was decreased from £100 to £2. hat extent do vou support or oppose this channe? se: Those who have placed a bet at an online bookmaker or via mobile Strongly support Tend to support	20% 58% 12% 10% 1013 58% 27% 7% 2%	19% 58% 12% 11% 801 58% 27% 27% 2%	18% 61% 14% 6% 98 50% 35% 8%	19% 57% 14% 11% 81 57% 27% 10% 1%	31% 65% 4% - - 26 73% 19%	20% 60% 13% 7% 205 56% 30% 8% 0%	29% 57% 14% - 7 57% 14%	20% 57% 13% 10% 655 61% 26% 7% 1%	18% 60% 10% 11% 358 53% 30% 8% 3%	30% 58% 10% 3% 71 63% 24% 6%	22% 56% 14% 8% 110 63% 23% 7%	25% 59% 11% 5% 81 62% 32% 2% 1%	12% 64% 12% 12% 12%	22% 60% 11% 7% 217 59% 29% 6% 0%	19% 56% 14% 11% 476 61% 26% 7% 1%
ase: Those who have placed a bet at an online bookmaker or via mobile Gambling Smoking Don't know the following question, a 'fixed odd betting terminal', is a e of electronic gaming machine on which players may bet on outcome of various simulated games and events (such as lette, blackjack, bingo, and horse races). ce the 1st April 2019, the maximum bet available at a fixed-is betting terminal was decreased from £100 to £2. what extent do you support or oppose this change? ase: Those who have placed a bet at an online bookmaker or via mobile Strongly support Tend to oppose	20% 58% 12% 10% 1013 58% 27% 7% 2% 6%	19% 58% 12% 11% 801 58% 27% 7% 2% 5%	18% 61% 14% 6% 98 50% 35% 8%	19% 57% 14% 11% 81 57% 27% 10% 1% 5%	31% 65% 4% - 26 73% 19% - - 8%	20% 60% 13% 7% 205 56% 30% 8% 0% 6%	29% 57% 14% - 7 57% 14% - - 29%	20% 57% 13% 10% 10%	18% 60% 10% 11% 358 53% 30% 8% 3% 7%	30% 58% 10% 3% 71 63% 24% 6% - 7%	22% 56% 14% 8% 110 63% 23% 7% - 7%	25% 59% 11% 5% 81 62% 32% 2% 1% 2%	12% 64% 12% 12% 33 64% 33% - - 3%	22% 60% 11% 7% 217 59% 29% 6% 0% 6%	19% 56% 14% 11% 476 61% 26% 7% 11%
tase: Those who have placed a bet at an online bookmaker or via mobile Gambling Gambling Smoking Drinking Drinking Drinking Don't know the following question, a 'fixed odd betting terminal', is a e of electronic gaming machine on which players may bet on outcome of various simulated games and events (such as lette, blackjack, bingo, and horse races), ce the 1st April 2019, the maximum bet available at a fixed-is betting terminal was decreased from £100 to £2. what extent do you support or oppose this change? lase: Those who have placed a bet at an online bookmaker or via mobile Strongly support Tend to support Tend to oppose Strongly oppose	20% 58% 12% 10% 1013 58% 27% 7% 2%	19% 58% 12% 11% 801 58% 27% 27% 2%	18% 61% 14% 6% 98 50% 35% 8%	19% 57% 14% 11% 81 57% 27% 10% 1%	31% 65% 4% - - 26 73% 19%	20% 60% 13% 7% 205 56% 30% 8% 0%	29% 57% 14% - 7 57% 14%	20% 57% 13% 10% 655 61% 26% 7% 1%	18% 60% 10% 11% 358 53% 30% 8% 3%	30% 58% 10% 3% 71 63% 24% 6%	22% 56% 14% 8% 110 63% 23% 7%	25% 59% 11% 5% 81 62% 32% 2% 1%	12% 64% 12% 12% 12%	22% 60% 11% 7% 217 59% 29% 6% 0%	19% 56% 14% 11% 476 61% 26% 7% 1%



Sample Size: 1013 UK Gamblers (online, past 12 months)

					Social Media	a/ Messaging se	ervice (within the	e last month)			
	Total	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype
Have you participated in any of the following activities in the past 12 months? (Please select all that apply)											
Base	1013	718	422	178	60	84	217	87	538	589	115
Placed a bet at an online bookmaker or via mobile	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Visited the cinema	54%	59%	60%	65%	55%	67%	68%	69%	59%	61%	64%
Visited a bingo club	4%	4%	4%	3%	7%	4%	5%	14%	5%	5%	3%
Smoked cigarettes	16%	17%	17%	16%	22%	17%	20%	28%	18%	15%	23%
Drank alcohol	90%	90%	91%	94%	97%	86%	93%	90%	91%	93%	95%
Visited a restaurant	87%	89%	92%	97%	92%	90%	96%	95%	91%	93%	95%
Bought a Lotto/National Lottery ticket	67%	70%	68%	74%	63%	71%	74%	72%	71%	70%	69%
None of these	-	-	-	-	-	-	-	-	-	-	-
Can't remember	-	-	-	-	-	-	-	-	-	-	-
Base: Those who have placed a bet at an online bookmaker or via mobile	1013	718	422	178	60	349/	217	87	538	589	115
Gambling	20%	21%	18%	21%	22%	24%	21%	18%	20%	20%	22%
Smoking	58%	57%	62%	61%	55%	49%	60%	66%			62%
9									57%	60%	
Drinking	12%	12%	11%	10%	12%	14%	9%	10%	13%	11%	10%
Drinking Don't know											
Drinking	12%	12%	11%	10%	12%	14%	9%	10%	13%	11%	10%
Drinking Don't know or the following question, a 'fixed odd betting terminal', is a pe of electronic gaming machine on which players may bet on the outcome of various simulated games and events (such as pulette, black, jaingo, and horse races), ince the 1st April 2019, the maximum bet available at a fixed- dds betting terminal was decreased from £100 to £2. what extent do you support or oppose this channe?	12%	12%	11%	10%	12%	14%	9%	10%	13%	11%	10%
Drinking Don't know or the following question, a 'fixed odd betting terminat', is a pe of electronic gaming machine on which players may bet on e outcome of various simulated games and events (such as ulette, blackjack, bingo, and horse races). nce the 1st April 2019, the maximum bet available at a fixed- ids betting terminal was decreased from £100 to £2. b what extent do you support or oppose this change? Base: Those who have placed a bet at an online bookmaker of	12% 10%	12% 10%	11% 9%	10% 8%	12% 12%	14% 13%	9% 9%	10% 6%	13% 9%	11% 9%	10% 7%
Drinking Don't know or the following question, a 'fixed odd betting terminal', is a pe of electronic gaming machine on which players may bet on e outcome of various simulated games and events (such as ulette, black, jango, and horse races). nce the 1st April 2019, the maximum bet available at a fixed- idds betting terminal was decreased from £100 to £2. o what extent do you support or oppose this change? Base: Those who have placed a bet at an online bookmaker or via mobile	12% 10%	12% 10%	11% 9% 422	10% 8%	12% 12%	14% 13%	9% 9% 217	10% 6% 87	13% 9% 538	11% 9%	10% 7%
Drinking Don't know or the following question, a 'fixed odd betting terminal', is a pe of electronic gaming machine on which players may bet on e outcome of various simulated games and events (such as ulette, black, singo, and horse races). nee the 1st April 2019, the maximum bet available at a fixed-lds betting terminal was decreased from £100 to £2. what extent do you support or oppose this change? Base: Those who have placed a bet at an online bookmaker or via mobile Strongly support	12% 10% 1013 58%	12% 10% 718 58%	11% 9% 422 59%	10% 8% 178 63%	12% 12% 12%	14% 13% 84 57%	9% 9% 217 62%	10% 6% 87 57%	13% 9% 538 60%	11% 9% 589 59%	10% 7% 115 54%
Drinking Don't know or the following question, a 'fixed odd betting terminal', is a pe of electronic gaming machine on which players may bet on e outcome of various simulated games and events (such as ulette, blackjack, bingo, and horse races). nce the 1st April 2019, the maximum bet available at a fixed- ids betting terminal was decreased from £100 to £2. what extent do you support or oppose this change? Base: Those who have placed a bet at an online bookmaker or via mobile Strongly support Tend to support	12% 10% 1013 58% 27%	12% 10% 718 58% 27%	11% 9% 422 59% 27%	10% 8% 178 63% 24%	12% 12% 60 55% 33%	14% 13% 84 57% 27%	9% 9% 217 62% 24%	10% 6% 87 57% 29%	13% 9% 538 60% 26%	11% 9% 589 59% 28%	10% 7% 115 54% 33%
Drinking Don't know or the following question, a 'fixed odd betting terminal', is a ype of electronic gaming machine on which players may bet on the outcome of various simulated games and events (such as sulatet, black, bingo, and horse races). ince the 1st April 2019, the maximum bet available at a fixed- dds betting terminal was decreased from £100 to £2. o what extent do you support or oppose this change? Base: Those who have placed a bet at an online bookmaker or via mobile Strongly support Tend to support Tend to oppose	12% 10% 1013 58% 27% 7%	12% 10% 718 58% 27% 5%	11% 9% 422 59% 27% 5%	10% 8% 178 63% 24%	12% 12% 60 55% 33% 2%	14% 13% 84 57% 27% 5%	9% 9% 217 62% 24% 4%	87 57% 29% 5%	13% 9% 538 60% 26% 5%	589 59% 59% 59%	10% 7% 115 54% 33% 4%
Drinking Don't know or the following question, a 'fixed odd betting terminat', is a ppe of electronic gaming machine on which players may bet on the outcome of various simulated games and events (such as oulette, blackjack, bingo, and horser acces), since the 1st April 2019, the maximum bet available at a fixed- dds betting terminal was decreased from £100 to £2. o what extent do you support or oppose this chanae? Base: Those who have placed a bet at an online bookmaker or via mobile Strongly support Tend to support Tend to oppose Strongly oppose	12% 10% 1013 58% 27% 7% 2%	12% 10% 718 58% 27% 5% 2%	11% 9% 422 59% 27% 5% 2%	10% 8% 178 63% 24% 5%	12% 12% 60 55% 33% 2% 3%	14% 13% 84 57% 27% 5% 4%	9% 9% 217 62% 24% 4% 2%	10% 6% 87 57% 29% 5% 2%	13% 9% 538 60% 26% 5% 1%	589 59% 28% 28% 29%	10% 7% 115 54% 33% 4% 1%



Sample Size: 1013 UK Gamblers (online, past 12 months)

Fieldwork: 5th - 9th April 2019

	Gen	nder			Age		
Total	Male	Female	18-24	25-34	35-44	45-54	55+

6%

47%

35%

4%

7%

4%

46%

42%

1%

5%

3%

11%

56%

30%

2%

2%

9%

45%

18%

18%

9%

556

8%

51%

34%

0%

2%

5%

Which ONE, if any, of the following do you think should have the MAIN responsibility to stop customers from placing bets that they cannot afford? (Please select the option that bets applies. If you think no one should have the main responsibility for protecting customers from placing bets they cannot afford, please select the 'Not applicable' option)

Base: Those who have placed a bet at an online bookmaker or via mobile
The UK government
The customer (i.e. gambler)

Other

Don't know

8%

51%

34%

0%

3%

4%

8%

51%

34%

0%

2%

4%

Not applicable - no one should have the main responsibility for protecting customers from placing bets they cannot afford Currently the minimum legal age for gambling in the UK is 18. This applies to adult gaming centres, betting shops, bingo halls,

casinos, racetracks and online gambling.

Do you think the minimum legal age for gambling in the UK

should be increased, decreased, or remain at 18 years?

Base: Those who have placed a bet at an online bookmaker or 1013 11 556 764 249 97 149 200 via mobile 9% 22% It should be increased from 18 21% 20% 23% 20% 21% 19% It should remain at 18 75% 76% 75% 91% 79% 71% 77% 75% It should be decreased from 18 5% 1% 2% 3% 1% 4% 1% 1% 3% 1% 2%

6%

50%

34%

0%

4%

5%

Thinking in general about gambling companies in the UK...
How serious, if at all, do you think gambling companies are

when they say they want people to gamble responsibly?
Base: Those who have placed a bet at an online bookma

OUISIDIY r								
ine bookmaker or via mobile	1013	764	249	11	97	149	200	556
Very serious	3%	3%	5%	-	4%	5%	4%	3%
Fairy serious	23%	21%	26%	9%	24%	31%	21%	21%
Not very serious	46%	46%	45%	73%	49%	39%	44%	48%
Not at all serious	25%	26%	20%	18%	19%	22%	29%	26%
Don't know	3%	3%	3%	-	4%	3%	4%	2%
Net: Serious	26%	24%	31%	9%	28%	36%	24%	24%
Net: Not serious	71%	73%	66%	91%	68%	61%	73%	73%

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Sample Size: 1013 UK Gamblers (online, past 12 months)

	Social Grade Reg					Region	Region					
	Total	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland	Northern Ireland
Which ONE, if any, of the following do you think should have the MAIN responsibility to stop customers from placing bets that they cannot afford? (Please select the option that best applies. If you think no one should have the main responsibility for protecting customers from placing bets they cannot afford, please select the 'Not applicable' option.												
Base: Those who have placed a bet at an online bookmaker or	1013	716	297	268	155	95	83	222	823	39	135	16
via mobile The UK government	8%	7%	9%	10%	5%	4%	8%	7%	7%	15%	9%	
The customer (i.e. gambler)	51%	51%	50%	47%	51%	63%	51%	51%	51%	62%	42%	81%
Betting companies	34%	35%	33%	34%	37%	29%	37%	36%	35%	21%	37%	13%
Other	0%	0%	0%	-	-	-	1%	0%	0%		-	-
Don't know	3%	2%	4%	3%	3%	-	2%	4%	3%	-	5%	-
Not applicable - no one should have the main responsibility for protecting customers from placing bets they cannot afford	4%	4%	4%	6%	4%	3%	-	3%	4%	3%	7%	6%
This applies to adult gaming centres, betting shops, bingo halls, casinos, racetracks and online gambling.												
casinos, racetracks and online gambling. Do you think the minimum legal age for gambling in the UK	1013	716	297	268	155	95	83	222	823	39	135	16
casinos, racetracks and online gambling. Do you think the minimum legal age for gambling in the UK should be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker or	1013	716 19%	297 25%	268 20%	155 25%	95 21%	83 16%	222	823 21%	39 13%	135	16 13%
casinos, racetracks and online gambling. Do you think the minimum legal age for gambling in the UK should be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker or via mobile It should be increased from 18 It should remain at 18	21% 75%	19% 77%	25% 70%	20% 75%	25% 71%	21% 76%	16% 78%	23% 76%	21% 75%	13% 82%	20% 74%	
casinos, racetracks and online gambling. Do you think the minimum legal age for gambling in the UK should be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker or via mobile it should be increased from 18 It should remain at 18 It should remain at 18 It should be decreased from 18	21% 75% 2%	19% 77% 2%	25% 70% 2%	20% 75% 4%	25% 71% 3%	21% 76% 1%	16% 78% 1%	23% 76% 0%	21% 75% 2%	13%	20% 74% 2%	13% 81% -
casinos, racetracks and online gambling. Do you think the minimum legal age for gambling in the UK should be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker or via mobile It should be increased from 18 It should remain at 18 It should be decreased from 18 Don't know	21% 75%	19% 77%	25% 70%	20% 75%	25% 71%	21% 76%	16% 78%	23% 76%	21% 75%	13% 82%	20% 74%	13% 81%
casinos, racetracks and online gambling. Do you think the minimum legal age for gambling in the UK should be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker or via mobile It should be increased from 18 It should be decreased from 18 Don't know Thinking in general about gambling companies in the UK How serious, if at all, do you think gambling companies are	21% 75% 2%	19% 77% 2%	25% 70% 2%	20% 75% 4%	25% 71% 3%	21% 76% 1%	16% 78% 1%	23% 76% 0%	21% 75% 2%	13% 82% 5%	20% 74% 2%	13% 81% -
asinos, racetracks and online gambling. Do you think the minimum legal age for gambling in the UK chould be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker or via mobile It should be increased from 18 It should be decreased from 18 Don't know Thinking in general about gambling companies in the UK tow serious, if at all, do you think gambling companies are	21% 75% 2%	19% 77% 2%	25% 70% 2%	20% 75% 4%	25% 71% 3%	21% 76% 1%	16% 78% 1%	23% 76% 0%	21% 75% 2%	13% 82% 5%	20% 74% 2%	13% 81% -
asinos, racetracks and online gambling. o you think the minimum legal age for gambling in the UK hould be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker of via mobile It should be increased from 18 It should be decreased from 18 Don't know hinking in general about gambling companies in the UK ow serious, if at all, do you think gambling companies are hen they say they want people to gamble responsibly? Base: Those who have placed a bet at an online bookmaker of	21% 75% 2% 2%	19% 77% 2% 2%	25% 70% 2% 2%	20% 75% 4% 1%	25% 71% 3% 1%	21% 76% 1% 2%	16% 78% 1% 5%	23% 76% 0% 1%	21% 75% 2% 1%	13% 82% 5% -	20% 74% 2% 4%	13% 81% - 6%
asinos, racetracks and online gambling, to you think the minimum legal age for gambling in the UK hould be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker of via mobile. It should be increased from 18 It should remain at 18 It should remain at 18 It should be decreased from 18 Don't know hinking in general about gambling companies in the UK tow serious, if at all, do you think gambling companies are then they say they want people to gamble responsibly? Base: Those who have placed a bet at an online bookmaker of via mobile	21% 75% 2% 2%	19% 77% 2% 2%	25% 70% 2% 2%	20% 75% 4% 1%	25% 71% 3% 1%	21% 76% 1% 2%	16% 78% 1% 5%	23% 76% 0% 1%	21% 75% 2% 1%	13% 82% 5% -	20% 74% 2% 4%	13% 81% - 6%
asinos, racetracks and online gambling. lo vo u think the minimum legal age for gambling in the UK hould be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker or via mobile. It should be increased from 18 It should remain at 18 It should be decreased from 18 Don't know hinking in general about gambling companies in the UK lower-lower in the UK lower-lower way they want people to gamble responsibly? Base: Those who have placed a bet at an online bookmaker or via mobile Very serious.	21% 75% 2% 2% 1013 3%	19% 77% 2% 2% 716	25% 70% 2% 2% 297 3%	20% 75% 4% 1% 268 3%	25% 71% 3% 1%	21% 76% 1% 2% 95	16% 78% 1% 5%	23% 76% 0% 1%	21% 75% 2% 1%	13% 82% 5% -	20% 74% 2% 4%	13% 81% - 6%
asinos, racetracks and online gambling. to you think the minimum legal age for gambling in the UK thould be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker of via mobile It should be increased from 18 It should be decreased from 18 Don't know Thinking in general about gambling companies in the UK tow serious, if at all, do you think gambling companies are then they say they want people to gamble responsibly? Base: Those who have placed a bet at an online bookmaker of via mobile Very serious Fairy serious	21% 75% 2% 2% 2% 1013 3% 23% 46% 25%	19% 77% 2% 2% 716 4% 22% 47% 25%	25% 70% 2% 2% 297 3% 23%	20% 75% 4% 1% 268 3% 24%	25% 71% 3% 1% 155 5% 48% 23%	21% 76% 1% 2% 95 6% 28%	16% 78% 1% 5% 83 2% 19%	23% 76% 0% 1% 222 3% 20%	21% 75% 2% 1% 823 4% 23%	13% 82% 5% - 39 5% 23% 51% 18%	20% 74% 2% 4% 135 1% 20%	13% 81% - 6% 16 6% 25%
asinos, racetracks and online gambling. Do you think the minimum legal age for gambling in the UK chould be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker or via mobile It should be increased from 18 It should remain at 18 It should remain at 18 Don't know Thinking in general about gambling companies in the UK tow serious, if at all, do you think gambling companies are when they say they want people to gamble responsibly? Base: Those who have placed a bet at an online bookmaker or via mobile Very serious Fairy serious Not very serious Not very serious	21% 75% 2% 2% 1013 3% 23% 46%	19% 77% 2% 2% 716 4% 22% 47%	25% 70% 2% 2% 297 3% 23% 45%	20% 75% 4% 1% 268 3% 24% 45%	25% 71% 3% 1% 155 5% 25% 48%	21% 76% 1% 2% 95 6% 28% 41%	16% 78% 1% 5% 83 2% 19% 52%	23% 76% 0% 1% 222 3% 20% 45%	21% 75% 2% 1% 823 4% 23% 46%	13% 82% 5% - 39 5% 23% 51% 18% 3%	20% 74% 2% 4% 135 1% 20% 49%	13% 81% - 6% 16 6% 25% 44% 25%
casinos, racetracks and online gambling. Do you think the minimum legal age for gambling in the UK should be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker or via mobile It should be increased from 18 It should remain at 18 It should be decreased from 18 It should be decreased from 18 Don't know Thinking in general about gambling companies in the UK How serious, if at all, do you think gambling companies are when they say they want people to gamble responsibly? Base: Those who have placed a bet at an online bookmaker or via mobilie Very serious Falty serious Not very serious Not very serious Not at all serious	21% 75% 2% 2% 2% 1013 3% 23% 46% 25%	19% 77% 2% 2% 716 4% 22% 47% 25%	25% 70% 2% 2% 2% 297 3% 45% 25%	20% 75% 4% 1% 268 3% 24% 45% 24%	25% 71% 3% 1% 155 5% 48% 23%	21% 76% 1% 2% 95 6% 28% 41% 18%	16% 78% 1% 5% 83 2% 19% 52% 25%	23% 76% 0% 1% 222 3% 20% 45% 30%	21% 75% 2% 1% 823 4% 23% 46% 25%	13% 82% 5% - 39 5% 23% 51% 18%	20% 74% 2% 4% 135 1% 20% 49% 27%	13% 81% - 6% 16 6% 25% 44%



Sample Size: 1013 UK Gamblers (online, past 12 months)

							G	overnment Red	ion					
								overnment reg	1011					
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland
Which ONE, if any, of the following do you think should have the MAIN responsibility to stop customers from placing bets that they cannot afford? (Please select the option that best applies. If you think no one should have the main responsibility for protecting customers from placing bets they cannot afford, please select the "Not applicable" orbing														
Base: Those who have placed a bet at an online bookmaker or via mobile	1013	54	125	89	84	71	95	83	140	82	823	39	135	16
The UK government	8%	11%	13%	7%	5%	4%	4%	8%	8%	5%	7%	15%	9%	-
The customer (i.e. gambler)	51%	43%	48%	49%	52%	49%	63%	51%	55%	44%	51%	62%	42%	81%
Betting companies	34%	39%	30%	36%	35%	41%	29%	37%	31%	43%	35%	21%	37%	13%
Other	0%	-	-	-	-	-	-	1%	-	1%	0%	-	-	-
Don't know	3%	-	5%	1%	4%	3%	-	2%	4%	4%	3%	-	5%	-
Not applicable - no one should have the main responsibility for	4%	7%	4%	7%	5%	3%	3%	_	2%	4%	4%	3%	7%	6%
protecting customers from placing bets they cannot afford	4 /0	1 /0	4 /0	1 /0	3 /6	3 /0	376		2 /0	4 /0	4 /0	370	1 /0	070
This applies to adult gaming centres, betting shops, bingo halls,														
This applies to adult gaming centres, betting shops, bingo halls, casinos, racetracks and online gambling. Do you think the minimum legal age for gambling in the UK	1013	54	125	89	84	71	95	83	140	82	823	39	135	16
	1013	54 17%	125	89 21%	84 24%	71 27%	95 21%	83 16%	140	82 21%	823 21%	39 13%	135 20%	16 13%
This applies to adult gaming centres, betting shops, bingo halls, casinos, racetracks and online gambling. Do you think the minimum legal age for gambling in the UK should be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker or via mobile														
This applies to adult gaming centres, betting shops, bingo halls, casinos, racetracks and online gambling. Do you think the minimum legal age for gambling in the UK should be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker or via mobile It should be increased from 18	21%	17%	20%	21%	24%	27%	21%	16%	24%	21%	21%	13%	20%	13%
This applies to adult gaming centres, betting shops, bingo halls, casinos, racetracks and online gambling. Do you think the minimum legal age for gambling in the UK should be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker or via mobile It should be increased from 18 It should remain at 18	21% 75%	17% 76%	20% 74%	21% 76%	24% 70%	27% 72%	21% 76%	16% 78%	24% 75%	21% 78%	21% 75%	13% 82%	20% 74%	13% 81%
This applies to adult gaming centres, betting shops, bingo halls, cashos, racetracks and online gambling. Do you think the minimum legal age for gambling in the UK should be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker or via mobile It should be increased from 18 It should be decreased from 18 Ont know Thinking in general about gambling companies in the UK How serious, if at all, do you think gambling companies are	21% 75% 2%	17% 76% 6%	20% 74% 4%	21% 76% 2%	24% 70% 5%	27% 72% 1%	21% 76% 1%	16% 78% 1%	24% 75%	21% 78% 1%	21% 75% 2%	13% 82% 5%	20% 74% 2%	13% 81% -
This applies to adult gaming centres, betting shops, bingo halls, casinos, racetracks and online gambling. Do you think the minimum legal age for gambling in the UK should be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker or via mobile It should be increased from 18 It should remain at 18 It should be decreased from 18 Don't know Thinking in general about gambling companies in the UK How serious, if at all, do you think gambling companies are	21% 75% 2%	17% 76% 6%	20% 74% 4%	21% 76% 2%	24% 70% 5%	27% 72% 1%	21% 76% 1%	16% 78% 1%	24% 75%	21% 78% 1%	21% 75% 2%	13% 82% 5%	20% 74% 2%	13% 81% -
This applies to adult gaming centres, betting shops, bingo halls, casinos, racetracks and online gambling. Do you think the minimum legal age for gambling in the UK should be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker or via mobile It should be increased from 18 It should remain at 18 It should be decreased from 18 Don't know Thinking in general about gambling companies in the UK. How serious, if at all, do you think gambling companies are when they say they want people to gamble responsibly? Base: Those who have placed a bet at an online bookmaker or	21% 75% 2% 2%	17% 76% 6% 2%	20% 74% 4% 2%	21% 76% 2%	24% 70% 5% 1%	27% 72% 1% -	21% 76% 1% 2%	16% 78% 1% 5%	24% 75% - 1%	21% 78% 1% -	21% 75% 2% 1%	13% 82% 5% -	20% 74% 2% 4%	13% 81% - 6%
This applies to adult gaming centres, betting shops, bingo halls, reashors, racetracks and online gambling. Do you think the minimum legal age for gambling in the UK should be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker or via mobile It should be increased from 18 It should be increased from 18 Don't know Thinking in general about gambling companies in the UK How serious, if at all, do you think gambling companies are when they say they want people to gamble responsibly? Base: Those who have placed a bet at an online bookmaker or via mobile	21% 75% 2% 2%	17% 76% 6% 2%	20% 74% 4% 2%	21% 76% 2% -	24% 70% 5% 1%	27% 72% 1% -	21% 76% 1% 2%	16% 78% 1% 5%	24% 75% - 1%	21% 78% 1% -	21% 75% 2% 1%	13% 82% 5% -	20% 74% 2% 4%	13% 81% - 6%
This applies to adult gaming centres, betting shops, bingo halls, casinos, racetracks and online gambling. Do you think the minimum legal age for gambling in the UK should be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker or via mobile It should be increased from 18 It should be decreased from 18 It should be decreased from 18 Don't know Thinking in general about gambling companies in the UK How serious, if at all, do you think gambling companies are when they say they want people to gamble responsibly? Base: Those who have placed a bet at an online bookmaker or via mobile Very serious	21% 75% 2% 2% 1013 3%	17% 76% 6% 2% 54	20% 74% 4% 2%	21% 76% 2% -	24% 70% 5% 1%	27% 72% 1% - 71 4%	21% 76% 1% 2% 95 6%	16% 78% 1% 5%	24% 75% - 1%	21% 78% 1% - 82 5%	21% 75% 2% 1% 823 4%	13% 82% 5% -	20% 74% 2% 4%	13% 81% - 6%
This applies to adult gaming centres, betting shops, bingo halls, casinos, racetracks and online gambling. Do you think the minimum legal age for gambling in the UK should be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker or via mobile It should be increased from 18 It should be decreased from 18 It should be decreased from 18 Don't know Thinking in general about gambling companies in the UK. How serious, if at all, do you think gambling companies are when they say they want people to gamble responsibly? Base: Those who have placed a bet at an online bookmaker or via mobile Very serious Fairy serious	21% 75% 2% 2% 1013 3% 23%	17% 76% 6% 2% 54 7% 30%	20% 74% 4% 2% 125 2% 26%	21% 76% 2% - - 89 2% 17%	24% 70% 5% 1% 84 5% 24%	27% 72% 1% - 71 4% 25%	21% 76% 1% 2% 95 6% 28%	16% 78% 1% 5% 83 2% 19%	24% 75% - 1% 140 2% 24%	21% 78% 1% - 82 5% 13%	21% 75% 2% 1% 823 4% 23%	13% 82% 5% - 39 5% 23%	20% 74% 2% 4% 135 1% 20%	13% 81% - 6% 16 6% 25%
This applies to adult gaming centres, betting shops, bingo halls, caising pines, racetracks and online gambling. Do you think the minimum legal age for gambling in the UK should be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker or via mobile It should be increased from 18 It should be decreased from 18 Don't know Thinking in general about gambling companies in the UK How serious, if at all, do you think gambling companies are when they say they want people to gamble responsibly? Base: Those who have placed a bet at an online bookmaker or via mobile Very serious Fairy serious Not very serious	21% 75% 2% 2% 1013 3% 23% 46%	17% 76% 6% 2% 54 7% 30% 30%	20% 74% 4% 2% 125 2% 26% 49%	21% 76% 2% - - 89 2% 17% 48%	24% 70% 5% 1% 84 5% 24% 46%	27% 72% 1% - 71 4% 25% 49%	21% 76% 1% 2% 95 6% 28% 41%	16% 78% 1% 5% 83 2% 19% 52%	24% 75% - 1% 140 2% 24% 41%	21% 78% 1% - - 82 5% 13% 51%	21% 75% 2% 1% 823 4% 23% 46%	13% 82% 5% - 39 5% 23% 51%	20% 74% 2% 4% 135 1% 20% 49%	13% 81% - 6% 16 6% 25% 44%
This applies to adult gaming centres, betting shops, bingo halls, casinos, racetracks and online gambling. Do you think the minimum legal age for gambling in the UK should be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker or via mobile. It should be increased from 18 It should be increased from 18 It should be decreased from 18 Don't know Thinking in general about gambling companies in the UK How serious, if at all, do you think gambling companies are when they say they want becople to gamble responsibly? Base: Those who have placed a bet at an online bookmaker or via mobile Very serious Fairy serious Not var all serious Not var all serious	21% 75% 2% 2% 1013 3% 46% 25%	17% 76% 6% 2% 54 7% 30% 30% 28%	20% 74% 4% 2% 125 2% 49% 21%	21% 76% 2% - - 89 2% 17% 48% 27%	24% 70% 5% 1% 84 5% 24% 46% 24%	27% 72% 1% - 71 4% 25% 49% 21%	21% 76% 1% 2% 95 6% 28% 41% 18%	16% 78% 1% 5% 83 2% 19% 52% 25%	24% 75% - 1% 140 2% 24% 41% 31%	21% 78% 1% - 82 5% 13% 51% 29%	21% 75% 2% 1% 823 4% 23% 46% 25%	13% 82% 5% - 39 5% 23% 51% 18%	20% 74% 2% 4% 135 1% 20% 49% 27%	13% 81% - 6% 16 6% 25% 44% 25%



Sample Size: 1013 UK Gamblers (online, past 12 months)

	Working status									Marital Status			
	Total	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Which ONE, if any, of the following do you think should have the MAIN responsibility to stop customers from placing bets that they cannot afford? (Please select the option that best applies. If you think no one should have the main responsibility for protecting customers from placing bets they cannot afford, please select the 'Not applicable' option)													
Base: Those who have placed a bet at an online bookmaker or via mobile	1013	473	120	593	9	315	20	76	548	134	102	34	195
The UK government	8%	8%	8%	8%	33%	8%	5%	7%	9%	7%	5%	6%	7%
The customer (i.e. gambler)	51%	49%	53%	49%	33%	50%	65%	62%	51%	47%	51%	44%	54%
Betting companies	34%	36%	31%	35%	11%	35%	30%	28%	34%	40%	32%	38%	30%
Other	0%	-	1%	0%	-	0%	-	-	0%	-	-	-	1%
Don't know	3%	3%	3%	3%	11%	3%	_	4%	2%	1%	5%	3%	5%
Not applicable - no one should have the main responsibility for													
protecting customers from placing bets they cannot afford	4%	5%	5%	5%	11%	4%	-	-	3%	4%	7%	9%	4%
casinos, racetracks and online gambling. Do you think the minimum legal age for gambling in the UK should be increased, decreased, or remain at 18 vears? Base: Those who have placed a bet at an online bookmaker or via mobile	1013	473	120	593	9	315	20	76	548	134	102	34	195
It should be increased from 18	21%	19%	19%	19%	11%	24%	15%	21%	22%	19%	21%	21%	18%
It should remain at 18	75%	76%	79%	77%	89%	71%	85%	78%	74%	76%	72%	74%	80%
It should be decreased from 18	2%	3%	2%	3%	-	2%	-	-	2%	4%	5%	3%	1%
Don't know	2%	2%	-	1%	-	3%	-	1%	2%	-	3%	3%	1%
Thinking in general about gambling companies in the UK How serious, if at all, do you think gambling companies are when they say they want people to gamble responsibly?													
Base: Those who have placed a bet at an online bookmaker or	1013	473	120	593	9	315	20	76	548	134	102	34	195
via mobile													
via mobile Very serious	3%	3%	3%	3%	11%	3%	5%	4%	3%	5%	3%	-	3%
	3% 23%	3% 22%	3% 26%	3% 23%	11% 11%	3% 22%	5% 20%	4% 29%	3% 23%	5% 22%	3% 22%	- 24%	3% 23%
Very serious													
Very serious Fairy serious	23%	22%	26%	23%	11%	22%	20%	29%	23%	22%	22%	24%	23%
Very serious Fairy serious Not very serious	23% 46%	22% 48%	26% 46%	23% 48%	11% 33%	22% 47%	20% 55%	29% 30%	23% 47%	22% 44%	22% 43%	24% 47%	23% 48%
Very serious Fairy serious Not very serious Not at all serious	23% 46% 25%	22% 48% 23%	26% 46% 23%	23% 48% 23%	11% 33% 44%	22% 47% 26%	20% 55% 15%	29% 30% 32%	23% 47% 24%	22% 44% 25%	22% 43% 30%	24% 47% 21%	23% 48% 24%
Very serious Fairy serious Not very serious Not at all serious Don't know	23% 46% 25% 3%	22% 48% 23% 3%	26% 46% 23% 3%	23% 48% 23% 3%	11% 33% 44%	22% 47% 26% 2%	20% 55% 15% 5%	29% 30% 32% 5%	23% 47% 24% 3%	22% 44% 25% 4%	22% 43% 30% 2%	24% 47% 21% 9%	23% 48% 24% 3%



Sample Size: 1013 UK Gamblers (online, past 12 months)

				Children in	Household						Parent/	Guardian			
	Total	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 year
Which ONE, if any, of the following do you think should have the MAIN responsibility to stop customers from placing bets that they cannot afford? (Please select the option that best applies. If you think no one should have the main responsibility for protecting customers from placing bets they cannot afford, please select the 'Not applicable' option).															
Base: Those who have placed a bet at an online bookmaker or via mobile	1013	801	98	81	26	205	7	655	358	71	110	81	33	217	476
The UK government	8%	7%	13%	6%	8%	10%	-	9%	6%	7%	12%	10%	9%	10%	8%
The customer (i.e. gambler)	51%	51%	52%	47%	42%	49%	57%	49%	53%	49%	46%	44%	45%	47%	49%
Betting companies	34%	34%	28%	41%	50%	36%	14%	35%	33%	38%	36%	40%	42%	36%	35%
Other	0%	0%	-	-	-	-	-	0%	0%	-	-	-	-	-	0%
Don't know	3%	3%	4%	1%	-	2%	14%	2%	4%	1%	5%	2%	3%	3%	2%
Not applicable - no one should have the main responsibility for protecting customers from placing bets they cannot afford	4%	4%	3%	5%	-	3%	14%	5%	3%	4%	1%	4%	-	3%	5%
Do you think the minimum legal age for gambling in the UK should be increased, decreased, or remain at 18 years?		801													
Base: Those who have placed a bet at an online bookmaker or	1013	801	98	81	26	205	7	655	358	71	110	81	33	217	476
via mobile					26 31%		7 14%								
	1013 21% 75%	21% 75%	98 20% 77%	81 17% 79%		205 20% 76%		655 21% 75%	358 20% 76%	71 21% 73%	110 18% 76%	81 22% 74%	33 21% 76%	217 20% 76%	476 22% 75%
. via mobile It should be increased from 18	21%	21%	20%	17%	31%	20%	14%	21%	20%	21%	18%	22%	21%	20%	22%
via mobile It should be increased from 18 It should remain at 18	21% 75%	21% 75%	20% 77%	17% 79%	31% 62%	20% 76%	14% 86%	21% 75%	20% 76%	21% 73%	18% 76%	22% 74%	21% 76%	20% 76%	22% 75%
via mobile It should be increased from 18 It should be decreased from 18 It should be decreased from 18 Don't know Thinking in general about gambling companies in the UK How serious, if at all, do you think gambling companies are when they say they want people to gamble responsibly?	21% 75% 2%	21% 75% 2%	20% 77% 2%	17% 79% 4%	31% 62% 4%	20% 76% 3%	14% 86% -	21% 75% 2%	20% 76% 3%	21% 73% 4%	18% 76% 4%	22% 74% 2%	21% 76% 3%	20% 76% 4%	22% 75% 1%
via mobile It should be increased from 18 It should be more as the should be increased from 18 It should be decreased from 18 Don't know Thinking in general about gambling companies in the UK How serious, if at all, do you think gambling companies are	21% 75% 2%	21% 75% 2% 2%	20% 77% 2% 1%	17% 79% 4% -	31% 62% 4% 4%	20% 76% 3% 1%	14% 86% -	21% 75% 2% 2%	20% 76% 3% 2%	21% 73% 4% 1%	18% 76% 4% 2%	22% 74% 2% 1%	21% 76% 3% -	20% 76% 4% 1%	22% 75% 1% 2%
via mobile It should be increased from 18 It should be electroased from 18 It should be decreased from 18 Don't know Thinking in general about gambling companies in the UK How serious, if at all, do you think gambling companies are when they say they want people to gamble responsibly? Base: Those who have placed a bet at an online bookmaker or in a mobile Very serious	21% 75% 2% 2% 1013	21% 75% 2% 2% 801 3%	20% 77% 2% 1%	17% 79% 4% - 81 2%	31% 62% 4% 4% 26	20% 76% 3% 1%	14% 86% - - 7	21% 75% 2% 2% 655 3%	20% 76% 3% 2% 358	21% 73% 4% 1%	18% 76% 4% 2%	22% 74% 2% 1%	21% 76% 3% -	20% 76% 4% 1%	22% 75% 1% 2% 476 3%
via mobile It should be increased from 18 It should be increased from 18 It should be decreased from 18 Don't know Thinking in general about gambling companies in the UK. How serious, if at all, do you think gambling companies are when they say they want people to gamble responsibly? Base: Those who have placed a bet at an online bookmaker or via mobile Very serious Fairy serious	21% 75% 2% 2% 1013 3% 23%	21% 75% 2% 2% 801 3% 21%	20% 77% 2% 1% 98 3% 24%	17% 79% 4% - 81 2% 36%	31% 62% 4% 4% 26 15% 15%	20% 76% 3% 1%	14% 86% - - - 7	21% 75% 2% 2% 655 3% 23%	20% 76% 3% 2% 358 4% 22%	21% 73% 4% 1%	18% 76% 4% 2% 110 5% 27%	22% 74% 2% 1% 81 4% 25%	21% 76% 3% - - 33 3% 27%	20% 76% 4% 1% 217 4% 27%	22% 75% 1% 2% 476 3% 21%
via mobile It should be increased from 18 It should be menain at 18 It should be decreased from 18 Don't know Thinking in general about gambling companies in the UK How serious, if at all, do you think gambling companies are when they say they want people to gamble responsibly? Base: Those who have placed a bet at an online bookmaker or via mobile Very serious Fairy serious Not very serious	21% 75% 2% 2% 1013 3% 23% 46%	21% 75% 2% 2% 2% 801 3% 21% 48%	20% 77% 2% 1% 98 3% 24% 41%	17% 79% 4% - 81 2% 36% 36%	31% 62% 4% 4% 4% 26 15% 15% 38%	20% 76% 3% 1% 205 4% 28% 39%	14% 86% - - 7 - 57% 29%	21% 75% 2% 2% 2% 655 3% 23% 46%	20% 76% 3% 2% 358 4% 22% 46%	21% 73% 4% 1% 71 8% 24% 42%	18% 76% 4% 2% 110 5% 27% 42%	22% 74% 2% 1% 81 4% 25% 35%	21% 76% 3% - 33 33 3% 27% 27%	20% 76% 4% 1% 217 4% 27% 40%	22% 75% 1% 2% 476 3% 21% 48%
via mobile It should be increased from 18 It should be increased from 18 It should be decreased from 18 It should be decreased from 18 Don't know Thinking in general about gambling companies in the UK How serious, if at all, do you think gambling companies are when they say they want people to qamble responsibly? Base: Those who have placed a bet at an online bookmaker or via mobile Very serious Fairy serious Not very serious Not very serious Not very serious	21% 75% 2% 2% 1013 3% 46% 25%	21% 75% 2% 2% 2% 801 3% 21% 48% 25%	20% 77% 2% 1% 98 3% 24% 41% 26%	17% 79% 4% - 81 2% 36% 36% 22%	31% 62% 4% 4% 4% 26 15% 15% 38% 31%	20% 76% 3% 1% 205 4% 28% 39% 25%	14% 86% - - - 7 - 57% 29% 14%	21% 75% 2% 2% 2% 655 3% 46% 25%	20% 76% 3% 2% 358 4% 22% 46% 24%	21% 73% 4% 1% 71 8% 24% 42% 23%	18% 76% 4% 2% 110 5% 27% 42% 23%	22% 74% 2% 1% 81 4% 25% 35% 32%	21% 76% 3% - 33 3% 27% 27% 33%	20% 76% 4% 1% 217 4% 27% 40% 25%	22% 75% 1% 2% 476 3% 21% 48% 26%
via mobile It should be increased from 18 It should be ecreased from 18 It should be decreased from 18 It should be decreased from 18 Don't know Thinking in general about gambling companies in the UK How serious, if at all, do you think gambling companies are when they say they want people to qamble responsibly? Base: Those who have placed a bet at an online bookmaker or via mobile Very serious Fairy serious Not very serious Not very serious Don't know	21% 75% 2% 2% 1013 3% 23% 46% 25% 3%	21% 75% 2% 2% 2% 801 3% 21% 48% 25% 3%	20% 77% 2% 1% 98 3% 24% 41% 26% 6%	17% 79% 4% - 81 2% 36% 36% 22% 4%	31% 62% 4% 4% 4% 26 15% 15% 38% 31%	20% 76% 3% 1% 205 4% 28% 39% 25% 4%	14% 86% - - - 7 - 57% 29% 14%	21% 75% 2% 2% 655 3% 23% 46% 25% 3%	20% 76% 3% 2% 358 4% 22% 46% 24% 3%	21% 73% 4% 1% 71 8% 24% 42% 23% 3%	18% 76% 4% 2% 110 5% 27% 42% 23% 3%	22% 74% 2% 1% 81 4% 25% 35% 32% 5%	21% 76% 3% - 33 33 3% 27% 27% 33% 9%	20% 76% 4% 1% 217 4% 27% 40% 25% 4%	22% 75% 1% 2% 476 3% 21% 48% 26% 3%
via mobile It should be increased from 18 It should be increased from 18 It should be decreased from 18 It should be decreased from 18 Don't know Thinking in general about gambling companies in the UK How serious, if at all, do you think gambling companies are when they say they want people to gamble responsibly? Base: Those who have placed a bet at an online bookmaker or via mobile Very serious Fairy serious Not very serious Not very serious Not very serious	21% 75% 2% 2% 1013 3% 46% 25%	21% 75% 2% 2% 2% 801 3% 21% 48% 25%	20% 77% 2% 1% 98 3% 24% 41% 26%	17% 79% 4% - 81 2% 36% 36% 22%	31% 62% 4% 4% 4% 26 15% 15% 38% 31%	20% 76% 3% 1% 205 4% 28% 39% 25%	14% 86% - - - 7 - 57% 29% 14%	21% 75% 2% 2% 2% 655 3% 46% 25%	20% 76% 3% 2% 358 4% 22% 46% 24%	21% 73% 4% 1% 71 8% 24% 42% 23%	18% 76% 4% 2% 110 5% 27% 42% 23%	22% 74% 2% 1% 81 4% 25% 35% 32%	21% 76% 3% - 33 3% 27% 27% 33%	20% 76% 4% 1% 217 4% 27% 40% 25%	22% 75% 1% 2% 476 3% 21% 48% 26%



Sample Size: 1013 UK Gamblers (online, past 12 months)

		Social Media/ Messaging service (within the last month)									
	Total	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype
Which ONE, if any, of the following do you think should have the AAIN responsibility to stop customers from placing bets that hey cannot afford? (Please select the option that best applies. If ou think no one should have the main responsibility for rotecting customers from placing bets they cannot afford, please select the 'Not applicable' option)											
Base: Those who have placed a bet at an online bookmaker or via mobile	1013	718	422	178	60	84	217	87	538	589	115
The UK government	8%	7%	8%	10%	5%	15%	11%	8%	8%	8%	4%
The customer (i.e. gambler)	51%	49%	46%	47%	45%	51%	47%	47%	48%	49%	46%
Betting companies	34%	37%	37%	35%	40%	27%	35%	39%	37%	37%	39%
Other	0%	-	0%	-	-	-	-	-	-	0%	2%
Don't know	3%	3%	4%	6%	5%	5%	3%	1%	3%	3%	4%
nis applies to adult gaming centres, betting shops, bingo halls, asinos, racetracks and online gambling.	4%	4%	5%	2%	5%	1%	3%	5%	4%	4%	4%
protecting customers from placing bets they cannot afford urrently the minimum legal age for gambling in the UK is 18. which is applies to adult gaming centres, betting shops, bingo halls, asinos, racetracks and online gambling. or you think the minimum legal age for gambling in the UK nould be increased, decreased, or remain at 18 years?	1013	718	5%	178	5%	1%	217	5% 87	538	4% 589	115
protecting customers from placing bets they cannot afford urrently the minimum legal age for gambling in the UK is 18. as applies to adult gaming centres, betting shops, bingo halls, sinos, racetracks and online gambling. you think the minimum legal age for gambling in the UK bould be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker or											115
protecting customers from placing bets they cannot afford urrently the minimum legal age for gambling in the UK is 18. is applies to adult gaming centres, betting shops, bingo halls, sinos, racetracks and online gambling. you think the minimum legal age for gambling in the UK tould be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker or via mobile	1013	718	422	178	60	84	217	87	538	589	115
protecting customers from placing bets they cannot afford urrently the minimum legal age for gambling in the UK is 18. his applies to adult gaming centres, betting shops, bingo halls, asinos, racetracks and online gambling. o you think the minimum legal age for gambling in the UK hould be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker of via mobile It should be increased from 18	1013	718	422 19%	178 20%	60 20%	84 31%	217 18%	87 18%	538 22%	589 21%	115
protecting customers from placing bets they cannot afford urrently the minimum legal age for gambling in the UK is 18. his applies to adult gaming centres, betting shops, bingo halls, asinos, racetracks and online gambling. o you think the minimum legal age for gambling in the UK hould be increased, decreased, or remain at 18 vears? Base: Those who have placed a bet at an online bookmaker or via mobile lt should be increased from 18. It should remain at 18.	1013 21% 75%	718 21% 74%	422 19% 77%	178 20% 75%	60 20% 73%	84 31% 64%	217 18% 78%	87 18% 80%	538 22% 74%	589 21% 76%	115 20% 72%
protecting customers from placing bets they cannot afford urrently the minimum legal age for gambling in the UK is 18. his applies to adult gaming centres, betting shops, bingo halls, asinos, racetracks and online gambling. oyou think the minimum legal age for gambling in the UK nould be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker of via mobile. It should be increased from 18. It should remain at 18. It should remain at 18. It should remain at 18. Onn't know thinking in general about gambling companies in the UK ow serious, if at all, do you think gambling companies are hen they say they want people to qamble responsibly?	1013 21% 75% 2%	718 21% 74% 3%	422 19% 77% 2%	178 20% 75% 3%	60 20% 73% 3%	84 31% 64% 5%	217 18% 78% 3%	87 18% 80% 1%	538 22% 74% 2%	589 21% 76% 2%	115 20% 72% 3%
protecting customers from placing bets they cannot afford urrently the minimum legal age for gambling in the UK is 18. Is applies to adult gaming centres, betting shops, bingo halls, isinos, racetracks and online gambling. you think the minimum legal age for gambling in the UK lould be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker or via mobile. It should be increased from 18 It should remain at 18. It should remain at 18. It should be decreased from 18. Don't know minking in general about gambling companies in the UK ow serious, if at all, do you think gambling companies are then they say they want people to gamble responsibly? Base: Those who have placed a bet at an online bookmaker or via mobile	1013 21% 75% 2% 2%	718 21% 74% 3% 2%	422 19% 77% 2% 2%	178 20% 75% 3% 2%	60 20% 73% 3% 3%	84 31% 64% 5% -	217 18% 78% 3% 0%	87 18% 80% 1% -	538 22% 74% 2% 2%	589 21% 76% 2% 2%	115 20% 72% 3% 4%
protecting customers from placing bets they cannot afford remtly the minimum legal age for gambling in the UK is 18. is applies to adult gaming centres, betting shops, bingo halls, sinos, racetracks and online gambling. you think the minimum legal age for gambling in the UK ould be increased, decreased, or remain at 18 years? asse: Those who have placed a bet at an online bookmaker or via mobile. It should be increased from 18. It should be decreased from 18. It should be decreased from 18. On't know inking in general about gambling companies in the UK w serious, if at all, do you think gambling companies are en they say they want people to gamble responsibly? Base: Those who have placed a bet at an online bookmaker or via mobile. Very serious	1013 21% 75% 2% 2% 1013 3%	718 21% 74% 3% 2%	422 19% 77% 2% 2% 422 3%	178 20% 75% 3% 2%	60 20% 73% 3% 3% 3%	84 31% 64% 5% -	217 18% 78% 3% 0%	87 18% 80% 1% -	538 22% 74% 2% 2% 538	589 21% 76% 2% 2% 589 3%	115 20% 72% 3% 4%
protecting customers from placing bets they cannot afford trently the minimum legal age for gambling in the UK is 18. Is applies to adult gaming centres, betting shops, bingo halls, sinos, racetracks and online gambling. You think the minimum legal age for gambling in the UK ould be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker or via mobile. It should be increased from 18 It should be decreased from 18 It should be decreased from 18 Don't know who was a strength of the UK ould be decreased from 18 Don't know was serious, if at all, do you think gambling companies are ten they say they want poople to gamble responsibly? Base: Those who have placed a bet at an online bookmaker or via mobile Very serious Fairy serious	1013 21% 75% 2% 2% 1013 3% 23%	718 21% 74% 3% 2% 718 4% 24%	422 19% 77% 2% 2% 422 3% 22%	178 20% 75% 3% 2%	60 20% 73% 3% 3% 36 60 3% 27%	84 31% 64% 5% - - 84 7% 25%	217 18% 78% 3% 0%	87 18% 80% 1% - - 87 7% 26%	538 22% 74% 2% 2% 538 4% 24%	589 21% 76% 2% 2% 589 3% 25%	115 20% 72% 3% 4% 115 2% 21%
protecting customers from placing bets they cannot afford rrently the minimum legal age for gambling in the UK is 18. is applies to adult gaming centres, betting shops, bingo halls, sinos, racetracks and online gambling. you think the minimum legal age for gambling in the UK ould be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker or via mobile. It should be increased from 18 it should remain at 18 lt should remain at 18 lt should remain at 18 lt should be decreased from 18 Don't know inking in general about gambling companies in the UK we serious, if at all, do you think gambling companies are en they say they want people to gamble responsibly? Base: Those who have placed a bet at an online bookmaker or via mobile Very serious Fairy serious Not very serious	1013 21% 75% 2% 2% 1013 3% 23% 46%	718 21% 74% 3% 2% 718 4% 44% 45%	422 19% 77% 2% 2% 422 3% 422% 49%	178 20% 75% 3% 2% 178 3% 19% 47%	60 20% 73% 3% 3% 36 60 3% 27% 40%	84 31% 64% 5% - - 84 7% 25% 46%	217 18% 78% 3% 0% 217 4% 26% 45%	87 18% 80% 1% - - 87 7% 26% 49%	538 22% 74% 2% 2% 538 4% 44%	589 21% 76% 2% 2% 589 3% 25% 45%	115 20% 72% 3% 4% 115 2% 21% 42%
protecting customers from placing bets they cannot afford currently the minimum legal age for gambling in the UK is 18. its applies to adult gaming centres, betting shops, bingo halls, sinos, racetracks and online gambling. you think the minimum legal age for gambling in the UK ould be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker or via mobile It should be increased from 18 It should be decreased from 18 It should be decreased from 18 It should be decreased from 18 On't know clinking in general about gambling companies in the UK w serious, if at all, do you think gambling companies are ten they say they want people to qamble responsibly? Base: Those who have placed a bet at an online bookmaker or via mobile yery serious Fairy serious Not very serious Not explain the serious	1013 21% 75% 29% 20% 1013 3% 23% 46% 25%	718 21% 74% 3% 2% 718 4% 24% 45% 24%	422 19% 77% 2% 2% 422 3% 22% 49% 24%	178 20% 75% 3% 2% 178 3% 19% 47% 29%	60 20% 73% 3% 3% 3% 60 3% 27% 40% 27%	84 31% 64% 5% - 84 7% 25% 46% 19%	217 18% 78% 3% 0% 217 4% 26% 45% 22%	87 18% 80% 1% - 87 7% 26% 49%	538 22% 74% 2% 2% 2% 538 4% 24% 45% 24%	589 21% 76% 2% 2% 2% 589 3% 25% 45% 25%	115 20% 72% 3% 4% 115 2% 21% 42% 34%
protecting customers from placing bets they cannot afford urrently the minimum legal age for gambling in the UK is 18. his applies to adult gaming centres, betting shops, bingo halls, asinos, racetracks and online gambling. you think the minimum legal age for gambling in the UK ould be increased, decreased, or remain at 18 years? Base: Those who have placed a bet at an online bookmaker or via mobile. It should be increased from 18. It should be decreased from 18. Don't know hinking in general about gambling companies in the UK we serious, if at all, do you think gambling companies are hen they say they want people to gamble responsibly? Base: Those who have placed a bet at an online bookmaker or via mobile. Very serious Fairy serious Not very serious	1013 21% 75% 2% 2% 1013 3% 23% 46%	718 21% 74% 3% 2% 718 4% 44% 45%	422 19% 77% 2% 2% 422 3% 422% 49%	178 20% 75% 3% 2% 178 3% 19% 47%	60 20% 73% 3% 3% 36 60 3% 27% 40%	84 31% 64% 5% - - 84 7% 25% 46%	217 18% 78% 3% 0% 217 4% 26% 45%	87 18% 80% 1% - - 87 7% 26% 49%	538 22% 74% 2% 2% 538 4% 44%	589 21% 76% 2% 2% 589 3% 25% 45%	115 20% 72% 3% 4%



Sample Size: 1013 UK Gamblers (online, past 12 months)

Fieldwork: 5th - 9th April 2019

	Gen	der						
Total	Male	Female	18-24	25-34	35-44	45-54	55+	

Please read the following statement, before answering the question that follows.

Politicians have proposed an introduction of limits to spend, stakes and speed of online bets to prevent customers placing large amounts on each bet and in rapid succession. This would be in addition to the current set stakes and maximum prizes for gambling machines in physical premises.

After reading this statement, to what extent, if at all, would you

support or oppose these proposed new safeguards?

Base: Those who have placed a bet at an online books

n online bookmaker or via mobile		764	249	11	97	149	200	556
Strongly support	33%	31%	37%	27%	29%	19%	33%	37%
Tend to support	41%	41%	42%	36%	47%	41%	38%	41%
Tend to oppose	13%	14%	9%	18%	9%	19%	14%	12%
Strongly oppose	6%	7%	3%	9%	3%	9%	9%	5%
Don't know	8%	7%	8%	9%	11%	12%	8%	6%
Net: Support	74%	72%	79%	64%	76%	60%	70%	78%
Net: Onnose	19%	21%	12%	27%	12%	28%	23%	16%

When, if at all, was the last time you made a bet you could not afford pay for comfortably? (Please select the option that best

applies)								
Base: Those who have placed a bet at an online bookmaker or via mobile	1013	764	249	11	97	149	200	556
Within the last week	6%	6%	6%	18%	4%	5%	8%	5%
Longer than a week ago, but within the last month	1%	0%	2%	-	-	2%	1%	0%
Longer than a month ago, but within the last 3 months	1%	1%	1%	-	1%	1%	-	1%
Longer than 3 months ago, but within the last 6 months	0%	1%	-	-	1%	1%	-	1%
Longer than 6 months ago, but within the last year	0%	1%	-	-	-	1%	-	0%
Longer than a year ago, but within the last 2 years	1%	1%	-	-	1%	1%	1%	1%
Longer than 2 years ago	9%	11%	3%	18%	6%	7%	11%	9%
Never	80%	79%	85%	64%	86%	79%	78%	81%
Don't know/ can't recall	1%	1%	2%	-	-	3%	1%	2%
Prefer not to say	0%	-	0%	-	1%	-	-	-

Have you ever worried that you might be addicted to gambling?

Have you ever worried that you might be addicted to gambling?									
Base:Those who have placed a bet at an online bookmaker or via mobile	1013	764	249	11	97	149	200	556	
Yes, I have	10%	11%	7%	55%	13%	12%	10%	7%	
No, I haven't	89%	88%	93%	36%	85%	87%	89%	92%	
Don't know/ can't recall	1%	1%	0%	-	2%	1%	1%	1%	
Prefer not to say	0%	0%		9%		_	_		



Sample Size: 1013 UK Gamblers (online, past 12 months)

Fieldwork: 5th - 9th April 2019

	Social	Grade					Region				
Total	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland	Northern Ireland

Please read the following statement, before answering the question that follows.

Politicians have proposed an introduction of limits to spend, stakes and speed of online bets to prevent customers placing large amounts on each bet and in rapid succession. This would be in addition to the current set stakes and maximum prizes for gambling machines in physical premises.

After reading this statement, to what extent, if at all, would you

support or oppose these proposed new safeguards?
Base: Those who have placed a bet at an online boo

ine bookmaker or via mobile		716	297	268	155	95	83	222	823	39	135	16
Strongly support	33%	32%	33%	36%	30%	31%	25%	36%	33%	33%	30%	25%
Tend to support	41%	43%	35%	38%	46%	41%	46%	41%	41%	41%	40%	31%
Tend to oppose	13%	12%	15%	13%	14%	12%	14%	12%	13%	21%	13%	13%
Strongly oppose	6%	6%	6%	4%	6%	9%	8%	5%	6%	-	7%	19%
Don't know	8%	6%	10%	9%	5%	7%	6%	7%	7%	5%	10%	13%
Net: Support	74%	76%	68%	74%	76%	72%	71%	77%	74%	74%	70%	56%
Net: Oppose	19%	18%	21%	17%	19%	21%	23%	16%	18%	21%	19%	31%

When, if at all, was the last time you made a bet you could not afford/ pay for comfortably? (Please select the option that best

Base:

<u> </u>												
e: Those who have placed a bet at an online bookmaker or via mobile	1013	716	297	268	155	95	83	222	823	39	135	16
Within the last week	6%	6%	6%	7%	5%	7%	5%	5%	6%	10%	5%	6%
Longer than a week ago, but within the last month	1%	1%	1%	0%	-	1%	1%	0%	0%	5%	-	-
Longer than a month ago, but within the last 3 months	1%	1%	2%	1%	1%	-	1%	0%	1%	-	2%	-
Longer than 3 months ago, but within the last 6 months	0%	1%	0%	0%	1%	1%	-	0%	0%	-	-	6%
Longer than 6 months ago, but within the last year	0%	0%	1%	-	-	1%	1%	-	0%	-	1%	6%
Longer than a year ago, but within the last 2 years	1%	1%	1%	1%	1%	-	1%	0%	1%	-	1%	-
Longer than 2 years ago	9%	9%	10%	6%	8%	9%	8%	10%	8%	8%	17%	-
Never	80%	82%	77%	83%	85%	78%	80%	82%	82%	77%	73%	69%
Don't know/ can't recall	1%	1%	2%	1%	-	2%	2%	2%	1%	-	1%	13%
Prefer not to say	0%	-	0%	0%	-	-	-	-	0%	-	-	-

Ha

Have you ever worried that you might be addicted to gambling?												
Base:Those who have placed a bet at an online bookmaker or via mobile	1013	716	297	268	155	95	83	222	823	39	135	16
Yes, I have	10%	10%	10%	8%	10%	13%	8%	9%	9%	5%	10%	25%
No, I haven't	89%	90%	89%	90%	88%	85%	90%	90%	89%	95%	90%	75%
Don't know/ can't recall	1%	1%	1%	1%	1%	1%	1%	0%	1%	-	-	-
Prefer not to say	0%	0%	-	-	-	1%	-	-	0%	-	-	-



Sample Size: 1013 UK Gamblers (online, past 12 months)

							Go	overnment Reg	ion					
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland
Please read the following statement, before answering the question that follows. Politicians have proposed an introduction of limits to spend, stakes and speed of online bets to prevent customers placing large amounts on each bet and in rapid succession. This would be in addition to the current set stakes and maximum prizes for gambling machines in physical premises. After reading this statement, to what extent, if at all, would you support or oppose these proposed new safeguards?														
Base: Those who have placed a bet at an online bookmaker or via mobile	1013	54	125	89	84	71	95	83	140	82	823	39	135	16
Strongly support	33%	43%	38%	29%	33%	27%	31%	25%	36%	35%	33%	33%	30%	25%
Tend to support	41%	31%	41%	38%	42%	51%	41%	46%	45%	34%	41%	41%	40%	31%
Tend to oppose	13%	9%	11%	17%	13%	14%	12%	14%	9%	16%	13%	21%	13%	13%
Strongly oppose	6%	6%	5%	3%	7%	4%	9%	8%	5%	4%	6%	-	7%	19%
Don't know	8%	11%	6%	12%	5%	4%	7%	6%	5%	11%	7%	5%	10%	13%
Net: Support	74%	74%	78%	67%	75%	77%	72%	71%	81%	70%	74%	74%	70%	56%
Net: Oppose	19%	15%	16%	20%	20%	18%	21%	23%	14%	20%	18%	21%	19%	31%
When, if at all, was the last time you made a bet you could not afford/ pay for comfortably? (Please select the option that best applies) Base: Those who have placed a bet at an online bookmaker or via mobile	1013	54	125	89	84	71	95	83	140	82	823	39	135	16
Within the last week	6%	9%	6%	6%	2%	8%	7%	5%	4%	5%	6%	10%	5%	6%
Longer than a week ago, but within the last month	1%	-	1%	-	-	-	1%	1%	1%	-	0%	5%	-	-
Longer than a month ago, but within the last 3 months	1%	2%	2%	1%	1%	-	-	1%	1%	-	1%	-	2%	-
Longer than 3 months ago, but within the last 6 months	0%	-	1%	-	-	1%	1%	-	-	1%	0%	-		6%
Longer than 6 months ago, but within the last year	0%	-	-	-	-	-	1%	1%	-	-	0%	-	1%	6%
Longer than a year ago, but within the last 2 years	1%	-	1%	1%	1%	1%	-	1%	1%	-	1%	-	1%	-
Longer than 2 years ago	9%	6%	7%	3%	8%	7%	9%	8%	11%	9%	8%	8%	17%	-
Never	80%	83%	80%	88%	87%	82%	78%	80%	83%	80%	82%	77%	73%	69%
Don't know/ can't recall	1%	-	2%	1%	-	-	2%	2%	-	5%	1%	-	1%	13%
Prefer not to say	0%	-	1%	-	-	-	-	-	-	-	0%	-	-	-
Have you ever worried that you might be addicted to gambling?														
Base:Those who have placed a bet at an online bookmaker or via mobile	1013	54	125	89	84	71	95	83	140	82	823	39	135	16
Yes, I have	10%	9%	7%	9%	10%	11%	13%	8%	11%	7%	9%	5%	10%	25%
No, I haven't	89%	87%	91%	91%	88%	89%	85%	90%	89%	91%	89%	95%	90%	75%
Don't know/ can't recall	1%	4%	2%	-	2%	-	1%	1%	-	1%	1%	-	-	-
Prefer not to say	0%	-	-	-	-	-	1%	-	-	-	0%	-	-	-



Marital Status

YouGov Survey Results

Sample Size: 1013 UK Gamblers (online, past 12 months)

via mobile Yes, I have

No, I haven't

Prefer not to say

Don't know/ can't recall

10%

89%

1%

11%

88%

1%

0%

9%

91%

11%

89%

1%

0%

Fieldwork: 5th - 9th April 2019

	Total	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Please read the following statement, before answering the question that follows. Politicians have proposed an introduction of limits to spend, stakes and speed of online bets to prevent customers placing large amounts on each bet and in rapid succession. This would be in addition to the current set stakes and maximum prizes for gambling machines in physical premises. After reading this statement, to what extent, if at all, would you support or oppose these proposed new safequards?													
Base: Those who have placed a bet at an online bookmaker or via mobile	1013	473	120	593	9	315	20	76	548	134	102	34	195
Strongly support	33%	30%	31%	30%	44%	38%	25%	32%	33%	33%	35%	44%	28%
Tend to support	41%	41%	43%	41%	44%	40%	55%	41%	43%	43%	34%	35%	39%
Tend to oppose	13%	14%	15%	14%	-	11%	20%	11%	12%	11%	17%	3%	15%
Strongly oppose	6%	6%	5%	6%	-	6%	-	7%	5%	6%	5%	9%	8%
Don't know	8%	9%	7%	9%	11%	5%	-	11%	7%	7%	9%	9%	9%
Net: Support	74%	71%	73%	71%	89%	78%	80%	72%	76%	75%	70%	79%	67%
Net: Oppose	19%	20%	20%	20%	-	17%	20%	17%	17%	17%	22%	12%	24%
When, if at all, was the last time you made a bet you could not afford/ pay for comfortably? (Please select the option that best applies) Base: Those who have placed a bet at an online bookmaker or yia mobile	1013	473	120	593	9	315	20	76	548	134	102	34	195
Within the last week	6%	5%	5%	5%	22%	6%	15%	7%	5%	9%	7%	3%	6%
Longer than a week ago, but within the last month	1%	1%	2%	1%	-	0%	-	-	0%	1%	1%	-	1%
Longer than a month ago, but within the last 3 months	1%	0%	2%	1%	11%	2%	-	-	1%	-	1%	3%	2%
Longer than 3 months ago, but within the last 6 months	0%	1%	1%	1%	-	-	-	1%	1%	-	2%	-	-
Longer than 6 months ago, but within the last year	0%	-	1%	0%	-	1%	-	-	0%	1%	2%	-	-
Longer than a year ago, but within the last 2 years	1%	1%	-	1%	-	1%	-	3%	1%	1%	-	-	2%
Longer than 2 years ago	9%	10%	6%	9%	-	9%	20%	9%	9%	4%	10%	9%	13%
Never	80%	81%	82%	81%	67%	81%	65%	79%	82%	84%	74%	85%	76%
Don't know/ can't recall	1%	2%	2%	2%	-	1%	-	1%	1%	1%	4%	-	1%
Prefer not to say	0%	-	1%	0%	-	-	-	-	0%	-	-	-	-
Have you ever worried that you might be addicted to gambling?													
Base:Those who have placed a bet at an online bookmaker or via mobile	1013	473	120	593	9	315	20	76	548	134	102	34	195

33%

56%

11%

6%

93%

1%

20%

80%

11%

86%

4%

7%

92%

1%

10%

89%

1%

15%

84%

1%

6%

94%

14%

84%

2%

1%

Working status



33

6%

91%

3%

217

11%

89%

0%

476

8%

92%

0%

Parent/ Guardian

YouGov Survey Results

Sample Size: 1013 UK Gamblers (online, past 12 months)

Base:Those who have placed a bet at an online bookmaker or

1013

10%

89%

1%

Yes, I have

No, I haven't

Prefer not to say

Don't know/ can't recall

801

9%

90%

1%

0%

98

9%

91%

81

14%

86%

26

15%

85%

Fieldwork: 5th - 9th April 2019

	Total	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years
Please read the following statement, before answering the question that follows. Politicians have proposed an introduction of limits to spend, stakes and speed of online bets to prevent customers placing large amounts on each bet and in rapid succession. This would be in addition to the current set stakes and maximum prizes for gambling machines in physical premises. After reading this statement, to what extent, if at all, would you support or oppose these proposed new safequards?															
Base: Those who have placed a bet at an online bookmaker or	1013	801	98	81	26	205	7	655	358	71	110	81	33	217	476
via mobile Strongly support	33%	34%	29%	23%	50%	29%	14%	34%	30%	34%	28%	40%	30%	30%	36%
Tend to support	41%	42%	42%	42%	19%	39%	43%	41%	41%	32%	38%	40%	55%	41%	41%
Tend to support	13%	12%	16%	19%	8%	16%	14%	13%	13%	14%	15%	11%	9%	14%	12%
Strongly oppose	6%	6%	6%	7%	4%	6%	-	5%	8%	6%	9%	2%	-	6%	4%
Don't know	8%	7%	7%	9%	19%	9%	29%	7%	8%	14%	10%	5%	6%	9%	7%
Net: Support	74%	75%	70%	65%	69%	68%	57%	75%	71%	66%	66%	81%	85%	71%	78%
Net: Oppose	19%	18%	22%	26%	12%	22%	14%	17%	21%	20%	24%	14%	9%	20%	16%
When, if at all, was the last time you made a bet you could not afford/ pay for comfortably? (Please select the option that best applies) Base: Those who have placed a bet at an online bookmaker of	4040	801	00	81	26	205	7	055	358	71	440	81	00	047	470
via mobile	1013		98				•	655		71	110	81	33	217	476
Within the last week	6%	6%	1%	7%	8%	4%	14%	5%	7%	6%	6%	5%	-	5%	5%
Longer than a week ago, but within the last month	1%	1%	1%	-	4%	1%	-	0%	1%	1%	1%	2%	-	1%	0%
Longer than a month ago, but within the last 3 months	1%	1%	1%	1%	-	1%	-	1%	1%	-	2%	1%	-	1%	1%
Longer than 3 months ago, but within the last 6 months	0%	0%	1%	-	4%	1%	-	1%	0%	3%	2%	2%	3%	1%	0%
Longer than 6 months ago, but within the last year	0%	1%	-	-	-	-	-	0%	0%	1%	-	-	-	0%	0%
Longer than a year ago, but within the last 2 years	1%	1%	-	1%	-	0%	-	0%	1%	1%	1%	1%	-	1%	0%
Longer than 2 years ago	9%	10%	9%	6%		7%	-	9%	9%	1%	6%	5%	6%	6%	11%
Never	80%	80%	85%	81%	81%	83%	86%	82%	78%	86%	80%	80%	85%	83%	81%
Don't know/ can't recall	1%	1%	1%	2%	4%	2%	-	1%	2%	-	1%	2%	6%	1%	1%
Prefer not to say	0%		1%	-	-	0%	-	0%	-	-	1%	-	-	0%	-
Have you ever worried that you might be addicted to gambling?															

205

12%

88%

Children in Household

7

14%

71%

14%

655

9%

91%

0%

358

12%

86%

2%

0%

71

13%

86%

1%

110

10%

89%

1%

81

16%

83%

1%



Sample Size: 1013 UK Gamblers (online, past 12 months)

Fieldwork: 5th - 9th April 2019

	Social Media/ Messaging service (within the last month)										
Total	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype	

Please read the following statement, before answering the question that follows.

Politicians have proposed an introduction of limits to spend, stakes and speed of online bets to prevent customers placing large amounts on each bet and in rapid succession. This would be in addition to the current set stakes and maximum prizes for gambling machines in physical premises.

After reading this statement, to what extent, if at all, would you

support or oppose these proposed new safeguards?

Base: Those who have placed a bet at an online bookmake

line bookmaker or via mobile	1013	718	422	178	60	84	217	87	538	589	115
Strongly support	33%	34%	33%	33%	35%	45%	36%	34%	35%	33%	27%
Tend to support	41%	41%	40%	42%	37%	35%	39%	38%	41%	43%	48%
Tend to oppose	13%	12%	14%	11%	17%	11%	11%	16%	11%	13%	10%
Strongly oppose	6%	5%	5%	6%	-	5%	6%	5%	5%	5%	6%
Don't know	8%	8%	7%	10%	12%	5%	8%	7%	8%	6%	10%
Net: Support	74%	75%	73%	74%	72%	80%	75%	72%	76%	76%	75%
Net: Oppose	19%	17%	19%	16%	17%	15%	17%	21%	16%	18%	16%

When, if at all, was the last time you made a bet you could not afford/ pay for comfortably? (Please select the option that best

applies)											
Base: Those who have placed a bet at an online bookmaker or via mobile	1013	718	422	178	60	84	217	87	538	589	115
Within the last week	6%	6%	5%	7%	8%	8%	5%	9%	7%	5%	7%
Longer than a week ago, but within the last month	1%	1%	0%	1%	2%	1%	0%	1%	1%	0%	1%
Longer than a month ago, but within the last 3 months	1%	1%	0%	-	3%	2%	0%	1%	1%	1%	-
Longer than 3 months ago, but within the last 6 months	0%	1%	1%	1%	-	-	-	-	1%	1%	2%
Longer than 6 months ago, but within the last year	0%	0%	1%	1%	-	-	0%	-	0%	0%	1%
Longer than a year ago, but within the last 2 years	1%	1%	0%	2%	-	1%	0%	-	0%	1%	1%
Longer than 2 years ago	9%	9%	8%	9%	13%	7%	8%	5%	9%	9%	7%
Never	80%	81%	83%	78%	72%	76%	83%	82%	80%	82%	79%
Don't know/ can't recall	1%	1%	1%	3%	2%	4%	2%	1%	1%	1%	3%

Prefer not to say Have you ever worried that you might be addicted to gambling?

Have you ever worried that you might be addicted to gambling?											
Base:Those who have placed a bet at an online bookmaker or via mobile	1013	718	422	178	60	84	217	87	538	589	115
Yes, I have	10%	10%	11%	12%	17%	10%	10%	14%	10%	11%	8%
No, I haven't	89%	89%	88%	85%	82%	89%	90%	84%	89%	88%	90%
Don't know/ can't recall	1%	1%	1%	2%	2%	1%	0%	1%	1%	1%	3%
Prefer not to say	0%	0%	0%	1%	_			1%	0%		_