

## YouGov Survey Results

Sample Size: 2061 GB Adults  
Fieldwork: 8th - 9th April 2014

	Voting intention					2010 Vote			Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	UKIP		Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>2061</b>	X	X	X	X	609	483	428	1000	1061	245	521	705	589	1175	886	264	670	441	507	179	
Unweighted Sample	2061	471	605	127	258	579	488	410	1021	1040	265	360	776	660	1331	730	265	660	423	455	258	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In general, do you think there should be tighter or looser regulations for the gambling industry?

Much tighter	36	33	40	38	38	37	40	40	33	38	17	26	37	50	35	37	32	36	33	39	38
A little tighter	26	29	25	33	14	25	26	28	25	27	28	27	27	23	26	26	25	27	25	27	22
<b>TOTAL TIGHTER</b>	<b>62</b>	<b>62</b>	<b>65</b>	<b>71</b>	<b>52</b>	<b>62</b>	<b>66</b>	<b>68</b>	<b>58</b>	<b>65</b>	<b>45</b>	<b>53</b>	<b>64</b>	<b>73</b>	<b>61</b>	<b>63</b>	<b>57</b>	<b>63</b>	<b>58</b>	<b>66</b>	<b>60</b>
The current balance is about right	26	30	25	17	36	31	24	22	30	23	26	32	27	20	27	25	21	27	30	24	29
A little looser	2	2	2	0	3	1	2	2	3	0	7	2	1	1	2	2	4	1	2	1	2
Much looser	1	1	1	2	1	0	1	2	3	0	4	2	1	0	1	2	3	0	2	2	1
<b>TOTAL LOOSER</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>4</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>6</b>	<b>0</b>	<b>11</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>7</b>	<b>1</b>	<b>4</b>	<b>3</b>	<b>3</b>
Don't know	9	4	7	10	8	6	8	6	6	12	17	11	8	6	9	9	15	9	8	7	8

Do you ever gamble?

Yes, frequently	7	4	10	4	8	5	11	5	11	3	6	10	7	4	6	8	9	5	9	6	7
Yes, but not frequently	44	51	44	48	48	48	44	47	48	41	38	47	47	42	46	42	42	43	46	47	45
No, never	47	45	45	48	42	46	43	48	40	53	49	42	44	53	46	48	47	50	43	46	46
Don't know	2	1	1	0	1	1	1	1	1	2	6	1	1	1	1	2	2	2	2	1	2

And do you ever use betting shops to gamble?

Yes, frequently	3	2	4	1	4	2	4	1	5	1	6	3	3	3	2	4	5	3	2	3	5
Yes, but not frequently	22	21	24	26	29	22	29	21	26	19	15	24	27	18	22	23	25	18	19	27	26
No, never	74	77	71	72	68	75	67	77	67	80	72	73	70	79	75	72	68	78	78	69	69
Don't know	1	0	0	0	0	0	0	0	1	1	7	0	0	0	1	2	2	1	1	1	0

Do you know anyone with a serious gambling problem?

Yes, I do	15	13	18	16	14	14	17	14	16	13	11	15	17	13	14	16	10	13	14	15	24
Yes, and that person is me	1	1	1	1	0	1	1	1	2	1	4	2	1	0	1	2	3	1	2	1	0
No, I don't	82	84	78	83	84	83	80	83	80	84	79	82	80	85	84	80	83	84	82	82	74
Don't know	2	2	2	0	2	1	1	2	3	2	6	1	2	2	2	3	4	2	2	2	2

Thinking back over the last few years, to what extent do you think the number of betting shops on your local highstreet has increased, decreased or stayed about the same?

Has greatly increased	25	20	29	22	30	24	29	23	28	22	15	20	29	29	24	27	36	18	20	29	35
Has slightly increased	31	31	33	25	32	28	32	34	34	29	34	32	31	29	34	27	30	33	30	32	27
<b>TOTAL INCREASED</b>	<b>56</b>	<b>51</b>	<b>62</b>	<b>47</b>	<b>62</b>	<b>52</b>	<b>61</b>	<b>57</b>	<b>62</b>	<b>51</b>	<b>49</b>	<b>52</b>	<b>60</b>	<b>58</b>	<b>58</b>	<b>54</b>	<b>66</b>	<b>51</b>	<b>50</b>	<b>61</b>	<b>62</b>
Has stayed about the same	27	30	25	34	26	30	26	29	25	29	31	30	25	26	27	27	20	31	27	26	26
Has slightly decreased	5	6	4	10	2	4	4	7	3	6	3	6	4	6	4	6	2	6	6	4	3
Has greatly decreased	1	1	1	2	0	2	1	0	1	2	1	2	1	1	1	2	1	1	4	1	0
<b>TOTAL DECREASED</b>	<b>6</b>	<b>7</b>	<b>5</b>	<b>12</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>7</b>	<b>4</b>	<b>8</b>	<b>4</b>	<b>8</b>	<b>5</b>	<b>7</b>	<b>5</b>	<b>8</b>	<b>3</b>	<b>7</b>	<b>10</b>	<b>5</b>	<b>3</b>
Don't know	11	11	9	7	10	12	8	7	9	12	16	11	10	10	10	11	11	11	13	8	9

## YouGov Survey Results

Sample Size: 2061 GB Adults  
Fieldwork: 8th - 9th April 2014

	Do you ever gamble?				Do you use betting shops to gamble?				CAMEO 2014 - Group											
	Total	Yes, frequently	Yes, but not frequently	No, never	Don't know	Yes, frequently	Yes, but not frequently	No, never	Don't know	1	2	3	4	5	6	7	8	9	10	11
<b>Weighted Sample</b>	<b>2061</b>	<b>143</b>	<b>916</b>	<b>966</b>	<b>36</b>	<b>64</b>	<b>457</b>	<b>1519</b>	<b>20</b>	<b>118</b>	<b>117</b>	<b>185</b>	<b>214</b>	<b>229</b>	<b>200</b>	<b>318</b>	<b>236</b>	<b>243</b>	<b>157</b>	<b>6</b>
Unweighted Sample	2061	115	874	1043	29	51	402	1591	17	140	131	217	237	221	187	310	220	218	137	7
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In general, do you think there should be tighter or looser regulations for the gambling industry?

Much tighter	36	23	29	45	9	33	24	40	0	31	32	38	38	33	36	40	33	40	30	21
A little tighter	26	25	29	24	22	15	26	26	13	25	33	27	28	24	27	19	34	21	31	45
<b>TOTAL TIGHTER</b>	<b>62</b>	<b>48</b>	<b>58</b>	<b>69</b>	<b>31</b>	<b>48</b>	<b>50</b>	<b>66</b>	<b>13</b>	<b>56</b>	<b>65</b>	<b>65</b>	<b>66</b>	<b>57</b>	<b>63</b>	<b>59</b>	<b>67</b>	<b>61</b>	<b>61</b>	<b>66</b>
The current balance is about right	26	46	34	17	5	41	41	21	0	35	28	28	22	27	26	32	21	21	23	34
A little looser	2	5	2	1	0	8	3	1	0	1	1	1	4	0	3	2	0	2	3	0
Much looser	1	1	1	1	8	3	1	1	14	0	0	0	1	1	1	0	4	1	5	0
<b>TOTAL LOOSER</b>	<b>3</b>	<b>6</b>	<b>3</b>	<b>2</b>	<b>8</b>	<b>11</b>	<b>4</b>	<b>2</b>	<b>14</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>5</b>	<b>1</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>8</b>	<b>0</b>
Don't know	9	1	5	13	56	0	4	10	73	8	6	7	6	15	8	7	8	15	8	0

Do you ever gamble?

Yes, frequently	7	100	0	0	0	82	13	2	0	11	4	5	7	7	8	10	5	5	9	0
Yes, but not frequently	44	0	100	0	0	17	84	34	13	42	41	44	47	46	46	40	49	46	47	31
No, never	47	0	0	100	0	2	2	63	8	46	55	51	47	47	44	48	43	45	43	69
Don't know	2	0	0	0	100	0	1	1	79	1	0	0	0	0	1	2	3	3	2	0

And do you ever use betting shops to gamble?

Yes, frequently	3	36	1	0	0	100	0	0	0	3	2	0	2	2	3	6	1	4	6	0
Yes, but not frequently	22	42	42	1	16	0	100	0	0	17	17	18	24	23	24	19	30	25	23	0
No, never	74	22	57	99	39	0	0	100	0	81	82	82	74	75	73	73	66	70	71	100
Don't know	1	0	0	0	45	0	0	0	100	0	0	0	0	0	0	2	3	1	0	0

Do you know anyone with a serious gambling problem?

Yes, I do	15	20	17	12	3	23	19	13	0	7	11	13	16	10	12	14	23	15	21	43
Yes, and that person is me	1	6	1	0	8	13	2	0	14	2	0	0	1	0	0	3	2	1	0	0
No, I don't	82	71	80	87	44	61	76	86	4	89	89	86	82	89	85	80	70	83	77	57
Don't know	2	3	2	1	45	3	2	1	82	2	1	0	1	2	3	3	5	1	2	0

Thinking back over the last few years, to what extent do you think the number of betting shops on your local highstreet has increased, decreased or stayed about the same?

Has greatly increased	25	30	25	25	3	34	30	24	0	18	19	24	27	30	20	24	25	29	34	21
Has slightly increased	31	35	32	30	14	40	31	31	3	38	31	29	30	31	34	29	34	26	33	0
<b>TOTAL INCREASED</b>	<b>56</b>	<b>65</b>	<b>57</b>	<b>55</b>	<b>17</b>	<b>74</b>	<b>61</b>	<b>55</b>	<b>3</b>	<b>56</b>	<b>50</b>	<b>53</b>	<b>57</b>	<b>61</b>	<b>54</b>	<b>53</b>	<b>59</b>	<b>55</b>	<b>67</b>	<b>21</b>
Has stayed about the same	27	26	29	26	24	20	28	27	14	26	28	30	26	24	31	29	28	29	17	79
Has slightly decreased	5	4	6	4	0	4	6	5	0	3	8	3	5	4	4	3	7	6	5	0
Has greatly decreased	1	1	1	1	3	0	2	1	8	0	4	1	1	1	1	1	1	1	3	0
<b>TOTAL DECREASED</b>	<b>6</b>	<b>5</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>4</b>	<b>8</b>	<b>6</b>	<b>8</b>	<b>3</b>	<b>12</b>	<b>4</b>	<b>6</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>8</b>	<b>7</b>	<b>8</b>	<b>0</b>
Don't know	11	3	7	13	57	2	4	12	75	14	11	12	12	11	10	14	5	8	9	0