

GambleAware

Freuds



Key findings

6 September 2022

Project details

PROJECT NUMBER	OPUK22021
PROJECT NAME	Freuds
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SAMPLE	1,606 women aged 18-49 who have gambled in the last month
FIELDWORK DATES	11 th - 18 th August 2022

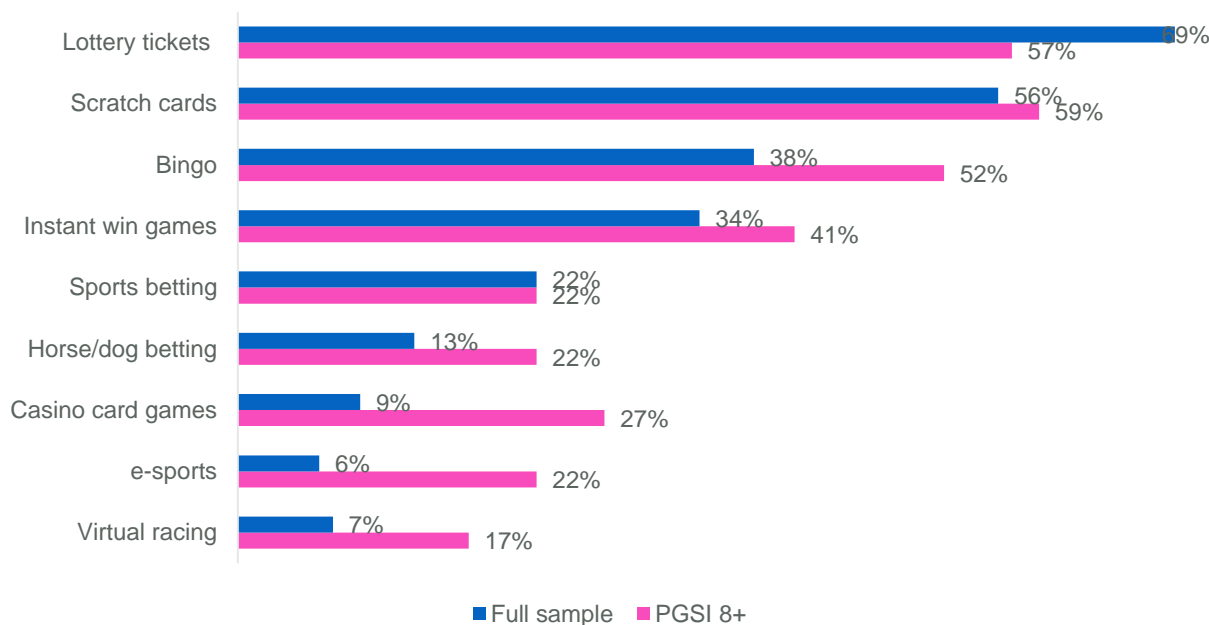
GambleAware

After lottery tickets, scratch cards are the most common form of gambling

The most common gambling activities women who gamble regularly spend money on are Lottery tickets (69%), scratch cards (56%), Bingo (38%), instant win games (34%), and betting on sports (22%).

Those with a PSGI score of 8+ are most likely to spend on scratch cards (59%), and are more likely than average to spend on bingo (52% vs. 38%), instant win games (41% vs. 34%), and casino card games (27% vs. 9%)

Gambling activities played in the last 4 weeks



Half (48%) of these women gamble at least once a week, with just under one in ten (7%) saying they gamble daily, amongst those with a PSGI score of 8+ this rises to a quarter (22%) gamble at least once a day.

Three-in-five gamble in the hope of winning

When asked to think about why they gamble, three in five (60%) say they do it in the hope of winning money, two in five (40%) say they find it fun or exciting, a quarter (25%) enjoy the anticipation and feeling of winning, and one in seven do it when they are bored, or as a social activity (both 14%).

Alarming, around one-in-ten (12%) do so to supplement household income.

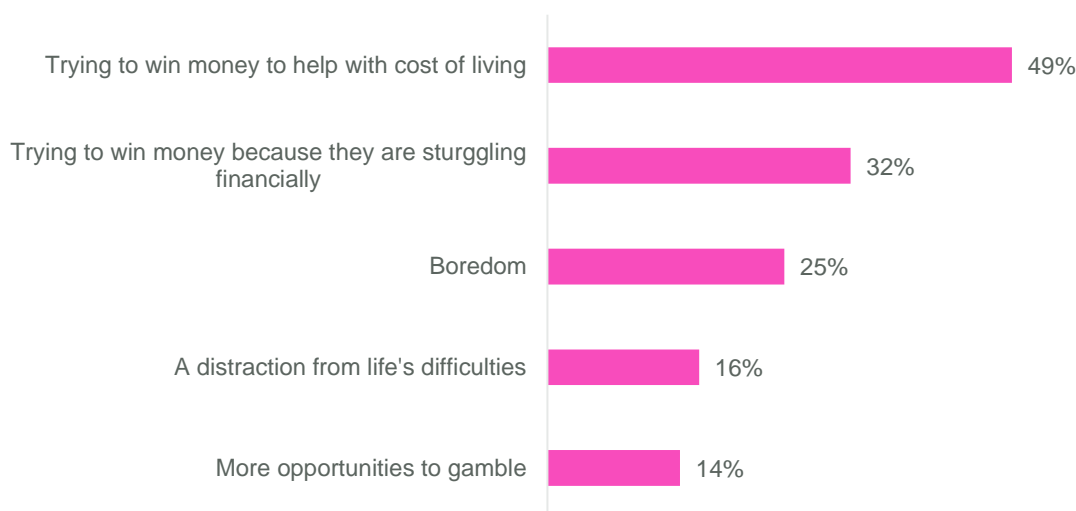
Half (48%) say that the frequency at which they gamble has stayed about the same over the past year, whereas almost three in ten (28%) say this has decreased, and a quarter (23%) say this has increased. Amongst those with a PSGI score of 8+, more than two in five (44%) say that their gambling frequency has increased over the past year.

Half of those who are gambling more this year say it is in the hope of winning money to help with the cost of living

Almost half (49%) of those who have been gambling more over the past year say that this is because they have been trying to win money to help with the increased cost of living. Beyond this, three in ten (32%) say that they are struggling financially and are trying to win some money.

A quarter (25%) are gambling more to deal with boredom, and one in six (16%) are trying to distract from difficult things that are happening in their life.

Top 5 reasons for gambling more among those whose gambling has increased in the last year



Half (52%) of those who are gambling less over the past year say that this is because the increased cost of living means they have less money to gamble with, whilst almost half (46%) say that they can't afford to gamble as much as they used to. A fifth (22%) say that their priorities have changed, and one in seven (13%) say that they have less free time.

More than a third (36%) of women who frequently gamble say that in the last year, they have gone back another way to try to win back money that they lost, while 34% have felt guilty about their gambling. Just under three in ten (27%) have bet more than they could really afford to lose.

One-in-five say gambling has led to health problems

A fifth (21%) say that gambling has caused them health problems, including stress or anxiety, whilst almost the same proportion have felt that they might have a problem with gambling (19%), or have felt that they needed to gamble with larger amounts of money to get the same feeling of excitement (18%).

Thinking about their experiences with gambling overall, a third (34%) say they have felt guilty at least something about the way they gamble or what happens when they gamble.

Similarly, 36% have chased their losses by going back another day to try and win back lost money.

BEHAVIOUR	% WHO HAVE DONE THIS SOMETIMES, MOST OF THE TIME OR ALWAYS
Went back another day to try to win back the money they lost	36%
Felt guilty about the way they gamble	34%

Have bet more than they could really afford to lose	27%
Gambling caused them any health problems, including stress or anxiety	21%
Felt that they might have a problem with gambling	19%
Needed to gamble with larger amounts of money to get the same feeling of excitement	18%
People have criticised their betting or told them that they had a gambling problem	17%
Caused financial problems	16%
Borrowed money or sold anything to get money to gamble	13%

Two-in-five have found they spent more than intended when gambling

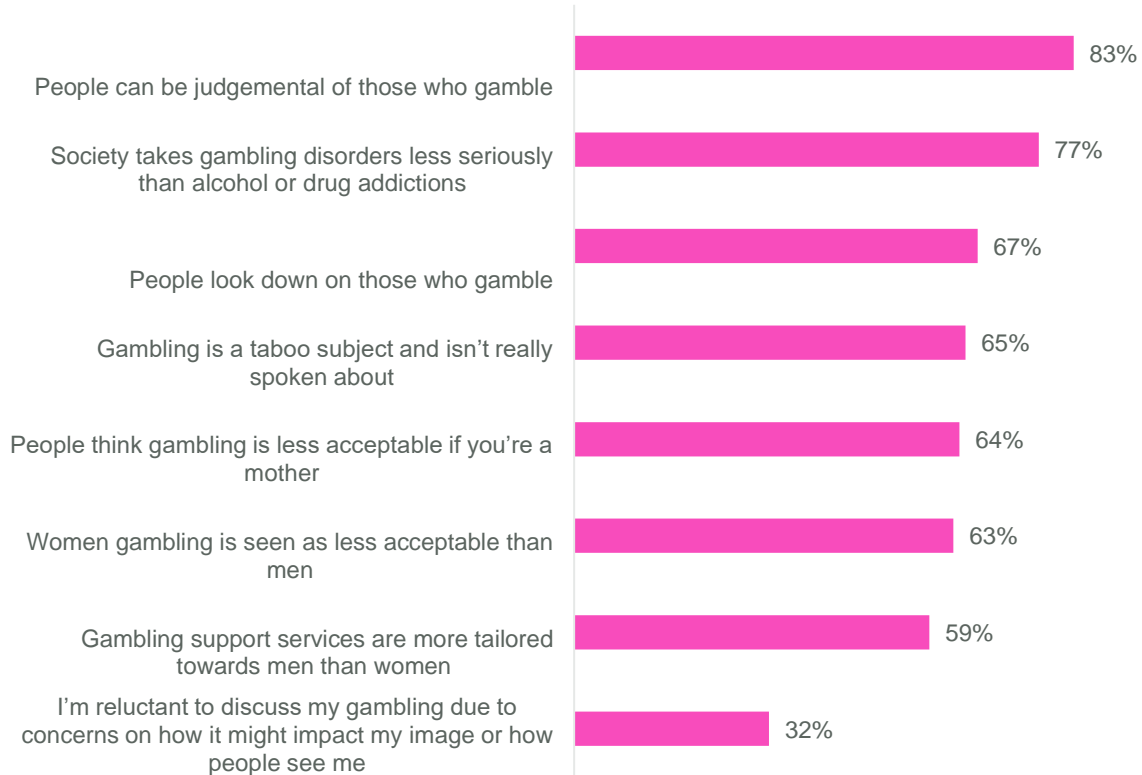
When it comes to various experiences when gambling, 38% have found they spent a bit more money than intended. This is followed by 27% who say they have felt anxious or worried about money they've lost and 21% who chased money they've lost.

One-in-five (21%) found they were spending more time gambling and 21% found they had spent more than intended.

Two-thirds think that society sees gambling by women as less acceptable

Two-thirds (63%) think that "women gambling is less acceptable than men". Similarly, 64% agree that people think gambling is less acceptable if you're a mother.

% who agree with the following statements



Two-in-five would cut back on their gambling if they were losing more money than they could afford

When we asked women who gamble what would make them consider cutting back the most popular reason was if they lost more money than they could afford (42%). This was followed by 38% who selected getting into debt, and 34% who selected “if it started to affect my daily life”.

Three-in-five (59%) would be likely to talk to a family member about their gambling if they were worried about it. This number is the same (58%) among those with a PGSI score of 8+.

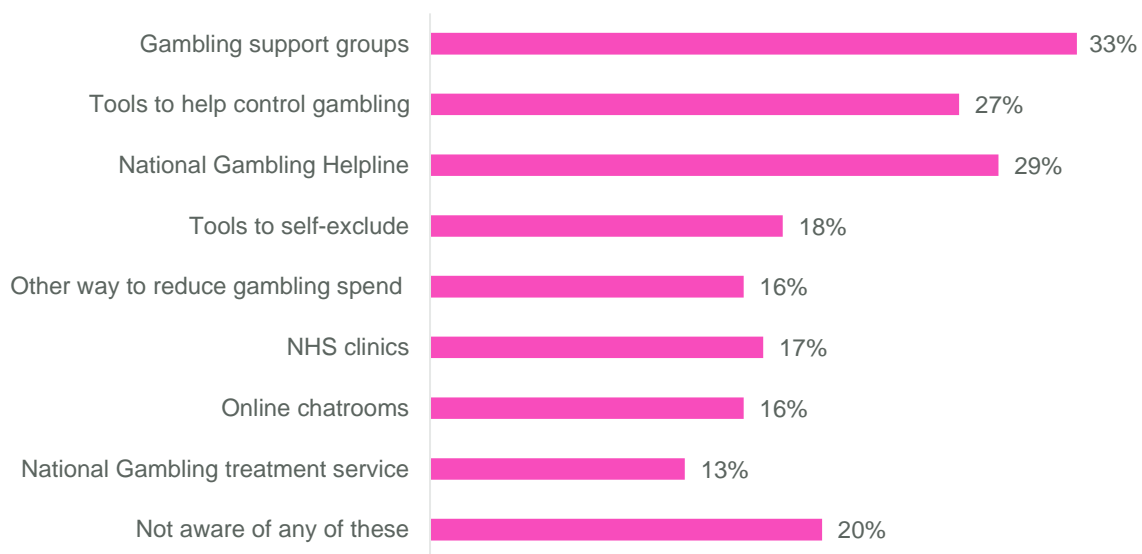
Of those who would be unlikely to speak to a family member the main barrier is shame (49%), followed by fear of upsetting or disappointing them (43%), and feeling uncomfortable bringing it up (32%).

One-in-five aren't aware of any gambling support services

When asked which gambling support services they were aware of, the most well know was generic gambling support groups like gamblers anonymous (33%). This was followed by the National Gambling Helpline (29%), and tools to help control gambling (27%).

One-in-five (20%) said they had not heard of any of those in the list provided.

% aware of the following types of support



Two-in-five say they are less likely to gamble in the next six months sue to the cost of living

The cost of living is a real concern for people and this demographic are no different; 81% say their cost of living has increased over the last year, and 92% are worried about it over the next six months.

Two-in-five (41%) say the cost of living crisis will make them less likely to gamble in the next 6 months. On the other hand, 24% say it will make them more likely.

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