

GambleAware Stigma Polling

Key findings
April 2023

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Stigma Polling: Key Findings

Introduction

GambleAware commissioned Ipsos to undertake survey research to inform the launch of their stigma reduction campaign. The questions explore the prevalence of stigma and discrimination around gambling harms, and the impact of stigma among those experiencing harm. This is an important area as stigma is a significant barrier to accessing support among those experiencing gambling harms¹.

Technical note

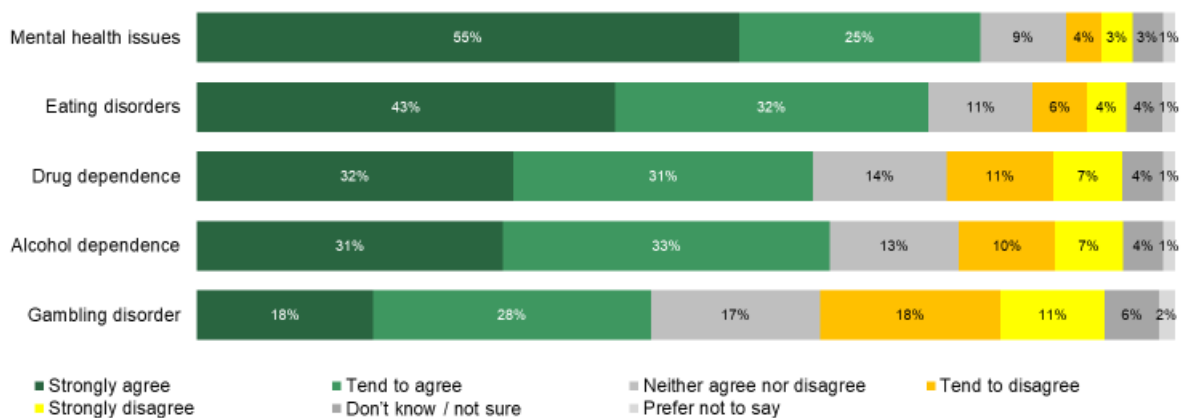
Ipsos surveyed 2,142 adults aged 18-75 across Great Britain through the, Ipsos iSay online panel. The fieldwork dates were 27th - 29th January 2023. Data were weighted to the known adult population of Great Britain, by age, gender and work status.

Gambling and Society

1.1 Public are less likely to associate gambling disorder as a health issue compared to other health issues

Just under half (46%) class ‘gambling disorder’ as a health issue. However, a significant minority (29%) disagree with this. In comparison, six in ten (63%) classify drug dependence as a health issue, two thirds (65%) for alcohol dependence, three quarters (75%) for eating disorders, and eight in ten (80%) for mental health issues.

Q16 To what extent do you agree, or disagree, that each of the following are “health issues”?



Q16 All Adults aged 18-75 in Great Britain, Base=2,142

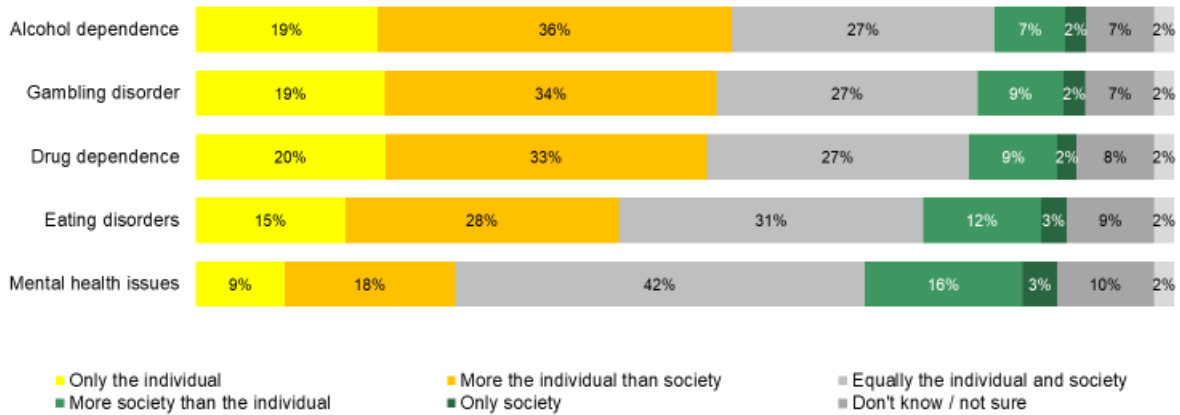
1.2 There is also less acknowledgement of wider society’s contribution to the development of ‘gambling disorders’

Overall, people place most responsibility with individuals, over society, for the development of gambling disorders. Over half of all adults (53%) believe that an individual is more to blame than society for

gambling disorders, including almost one in five (19%) people that believe the individual is exclusively to blame. Roughly one in ten adults (11%) believe that society is more to blame.

The public is just as likely to perceive that individuals are to blame for gambling disorders (53%), compared to alcohol dependence (55%) and drug dependence (52%).

Q15 To what extent do you feel that an individual is responsible for experiencing each of the following, or that society is responsible?

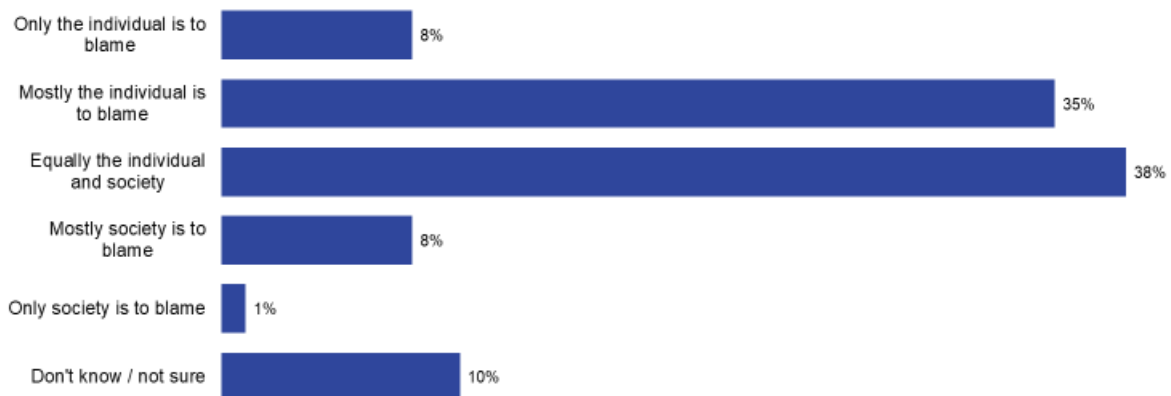


Q15 All Adults aged 18-75 in Great Britain, Base=2,142

1.3 Over four in ten of all adults believe that ‘gambling harms’ are more the individual’s fault than society

Over four in ten adults (43%) believe that ‘gambling harms’ are more the fault of individuals and not wider society. Conversely approximately one in ten (9%) believe that society is more to blame than the individual, with 38% saying individuals and society are equally at fault.

Q17. To what extent do you feel that harms from gambling are the individual’s fault, or society’s fault (by society we mean regulation of gambling companies, wider structural inequalities etc.), or are both equally to blame?



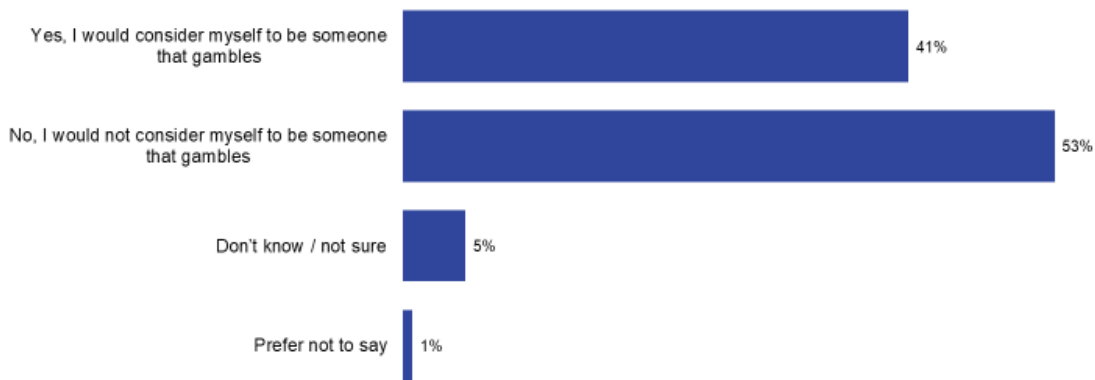
Q17 All Adults aged 18-75 in Great Britain, Base=2,142

Experience of Gambling Harms

1.4 Over half of all adults that have gambled recently wouldn't consider themselves to be 'someone who gambles'

Amongst all adults, half (52%) have taken part in gambling activities in the past month. Amongst this group, half (53%) wouldn't consider themselves to be 'someone who gambles'; although this is higher amongst those who play the lottery (71% of whom don't consider themselves to be 'someone who gambles'). More than a third (36%) of those scoring 8+ on the Problem Gambling Severity Index (PGSI)³ scale also don't consider themselves to be a gambler, and this is relatively similar to those in the low risk group (43%).

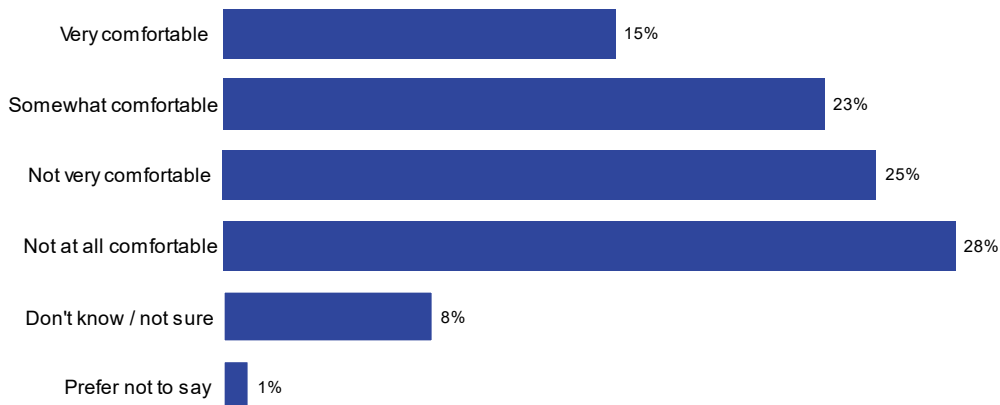
Q2. Would you consider yourself to be someone who gambles?



Q2 All Adults who have taken part in gambling activity in the past 4 weeks, Base=1,106

Furthermore, over half of people who have gambled recently are uncomfortable with being described as a 'gambler' (53%); and this includes a significant minority (36%) of those scoring 8+ on the PGSI scale.

Q3. How comfortable, or not, would you be at being described as a 'gambler'?



Q2 All Adults who have taken part in gambling activity in the past 4 weeks, Base=1,106

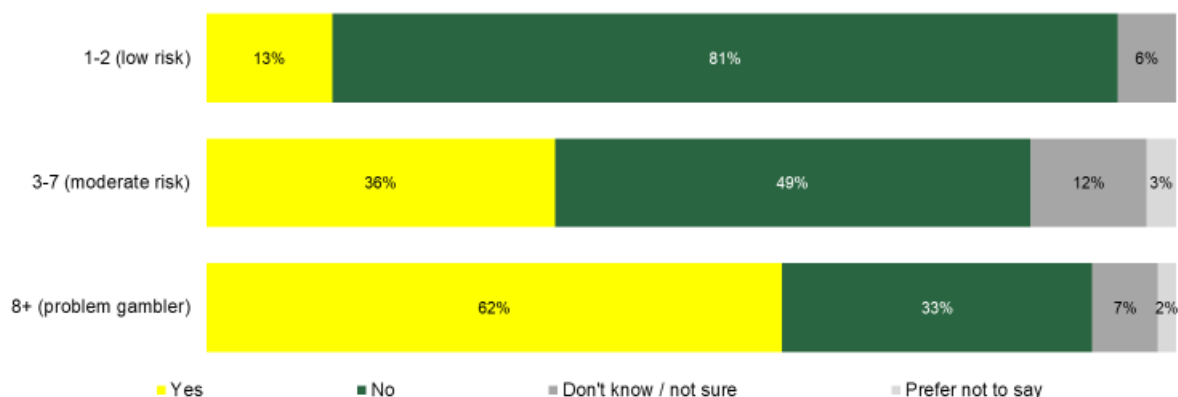
1.5 There is a disparity in perceptions of gambling harm: although over half of those in the PGSI 8+ group agree that gambling harms could affect them, a significant minority disagree.

Just over one in ten of all adults (13%) have self-reported that they have experienced harm from their own or someone else’s gambling. Overall, three in ten adults (29%) think gambling harms could affect them personally; however, six in ten (59%) agree that gambling harms could affect anyone.

Among those who score 8+ on the PGSI:

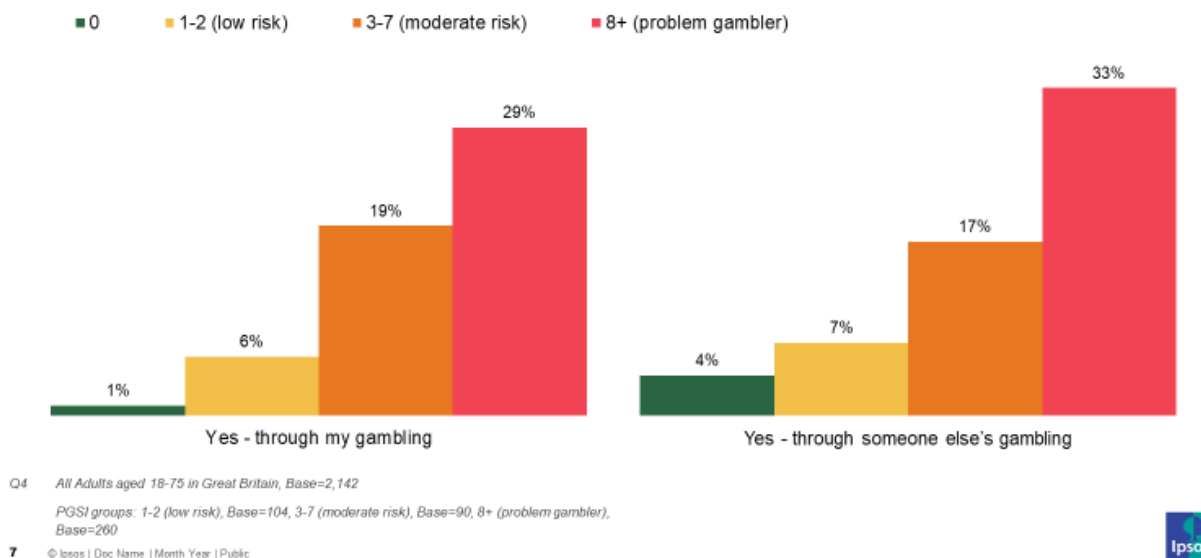
- one in five (20%) disagree that gambling harms could affect them;
- nearly six in ten (58%) feel they have ever experienced gambling harms.

Q4. Do you feel you personally have ever experienced harms from gambling, either from your own gambling or someone else’s gambling? / PGSI score



Q16 All Adults aged 18-75 in Great Britain, Base=2,142

Q4. Do you feel you personally have ever experienced harms from gambling, either from your own gambling or someone else's gambling? / PGSI score



Among those reporting that they have ever experienced gambling harms, the most commonly mentioned harm was financial strain (50%), with roughly four in ten reporting emotional or psychological distress (42%) or relationship issues (39%).

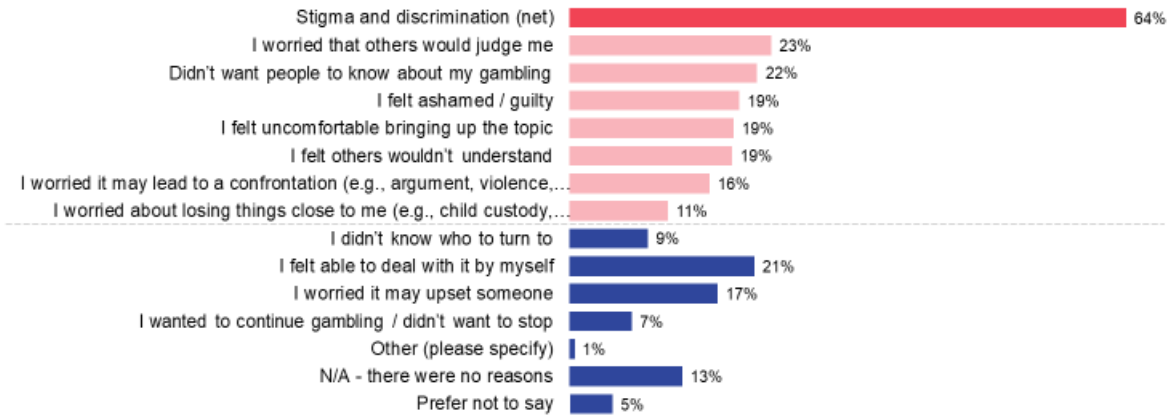
Approximately three in ten people (32%) that report to have ever experienced gambling harms state that they're still currently experiencing any form of harm from gambling, either from their own (18%) or someone else's (14%).

1.7 Two in ten adults that have experienced gambling harms don't want to discuss these issues with other people as they felt ashamed/guilty

Just under half of all adults (48%) that self-report having experienced gambling harms have discussed these issues with other people; compared to approximately four in ten adults (36%) that haven't told anybody. On average the people within this group have told 3 other people about the issues that they face with gambling.

A multitude of reasons were given as to why people that self-report having ever experienced gambling harms didn't want to tell other people. The most common reasons were cited by around two in ten and included worrying that they'd be judged (23%), not wanting people to know about their gambling (22%), feeling able to deal with the issues themselves (21%), or feeling ashamed/guilty (19%).

Q7. Why didn't you tell anyone about the harms you experienced from gambling?

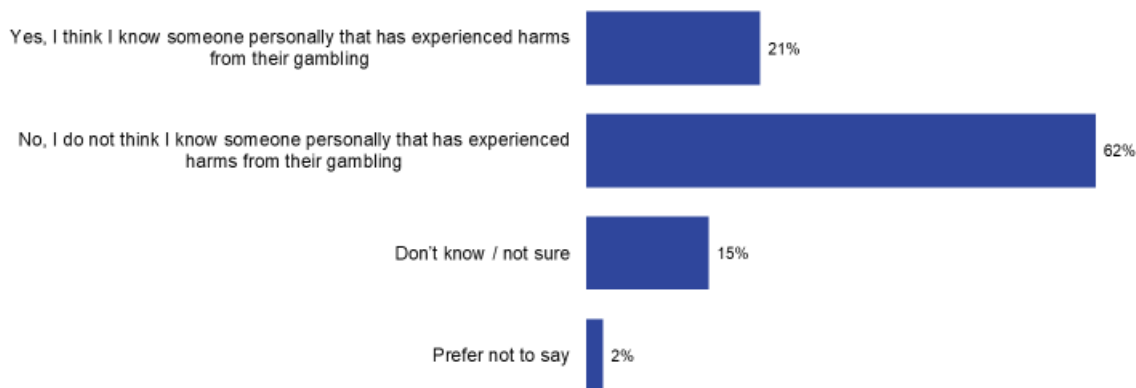


Q7 All Adults who have experienced harms from gambling and not told anyone, Base=104

1.8 Two in ten adults think they know someone experiencing harm from gambling – but approximately three in ten within this group would be put off from starting a conversation about it due to feeling uncomfortable bringing up the topic

Two in ten (21%) adults think that they personally know someone who has experienced harms from their gambling.

Q9. Do you think anyone you know personally has ever experienced harms from their own gambling?

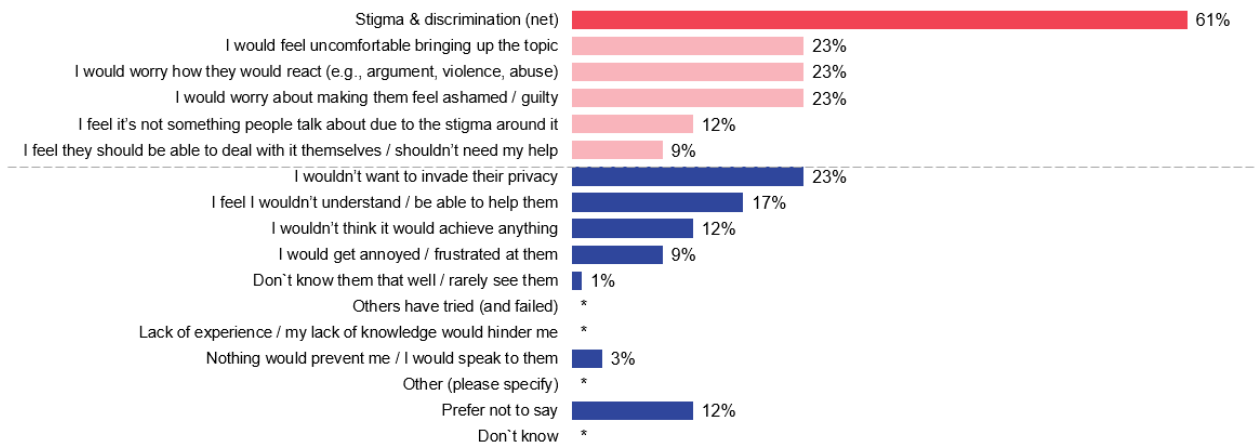


Q9 All Adults aged 18-75 in Great Britain, Base=2,142

Within this group half of the individuals (50%) have spoken to the person that they suspect is struggling with the impacts of gambling. In the group of people that haven't spoken to the people that they suspect are experiencing harms from gambling (39%); the most commonly indicated reasons included feeling uncomfortable bringing up the subject (34%), seeking to avoid invading their privacy (28%), and worrying about how they would react (21%).

This question was also asked as a hypothetical question across all UK adults, including those who may not know someone who has experienced gambling harms. The combined findings show that the most commonly cited barriers that prevent people from talking to those experiencing gambling harms, both hypothetically and in reality, are related to stigma and discrimination (61%).

Q11. What has prevented you from talking to them about it?



Q11 All adults aged 18-75 in Great Britain, Base=2,142

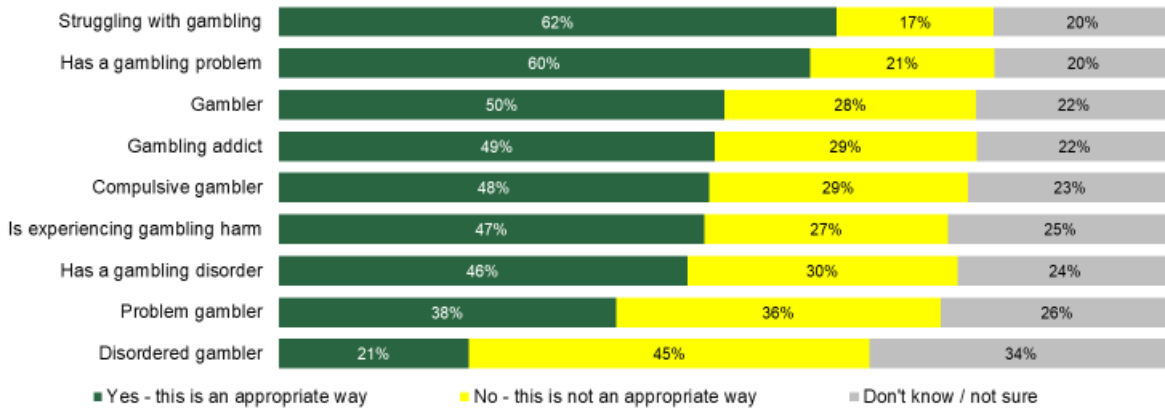
The proportion of all adults that feel confident in identifying the signs of whether someone is experiencing harms from their gambling is evenly split between the amount that do feel confident (44%) and don't feel confident (45%). However, barely one in ten adults (8%) are very confident that they could identify the signs.

Describing Gambling Harm

1.9 Approximately four in ten adults think it's appropriate to refer to individuals as being a 'problem gambler'

Six in ten adults believe that referring to individuals who are experiencing the harms of gambling as 'struggling with gambling' (62%) or having 'a gambling problem' (60%) is appropriate. Conversely, just under four in ten (38%) think it's appropriate to refer to individuals as being a 'problem gambler', and approximately two in ten (21%) think it's appropriate to refer to an individual as being a 'disordered gambler'.

Q12. Which of the following is an appropriate way, or not, to refer to someone who is experiencing harms from their gambling?

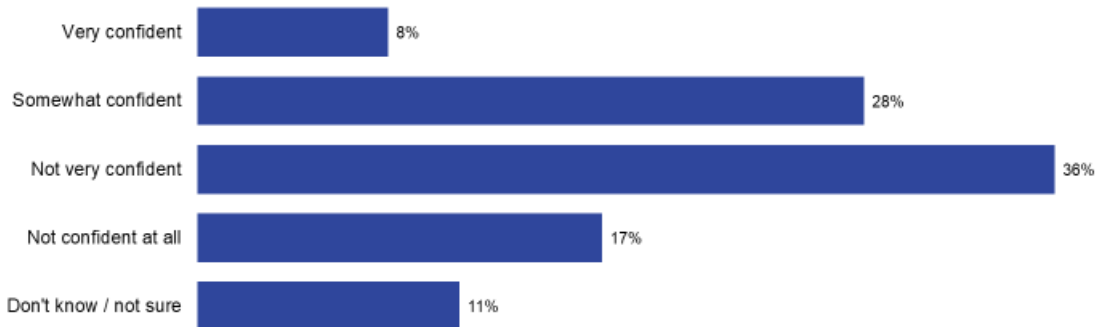


Q12 All Adults aged 18-75 in Great Britain, Base=2,142

1.10 Over half of all adults are not confident about knowing the appropriate words to use when referring to someone experiencing gambling harms

Over half of UK adults (52%) are not confident about what the appropriate language is to use when referring to individuals that have experienced harms from their gambling; with just under four in ten adults (37%) feeling confident.

Q13. How confident, or not, are you about knowing the appropriate words to use to refer to someone who is experiencing harms from their gambling?

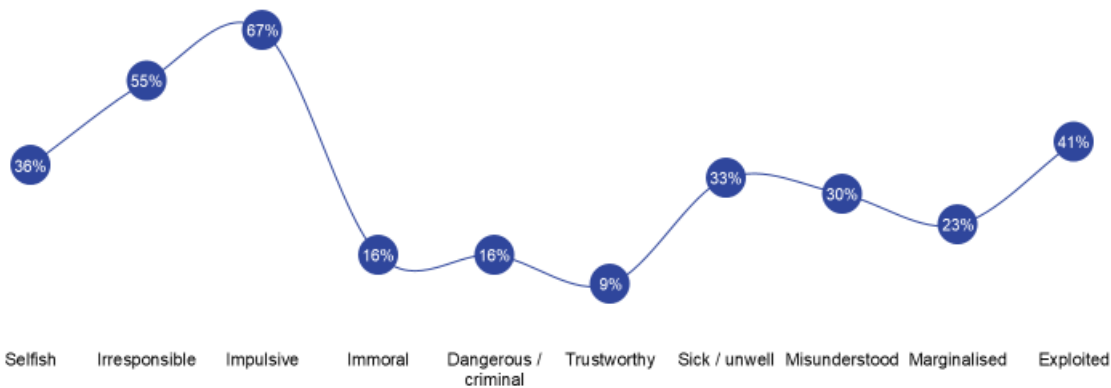


Q19 All Adults aged 18-75 in Great Britain, Base=2,142

1.11 Over half of all adults believe that those who experience harms from their gambling are irresponsible; and only three in ten consider them to be misunderstood.

Two thirds of adults (67%) believe that those experiencing the harms of their own gambling are impulsive. Over half (55%) also believe that these individuals are irresponsible. That said, approximately four in ten of all adults (41%) also believed that these individuals were exploited; and three in ten (30%) consider them to be misunderstood.

Q18. Which of the following words do you, or do you not, associate with people who experience harms from their own gambling?



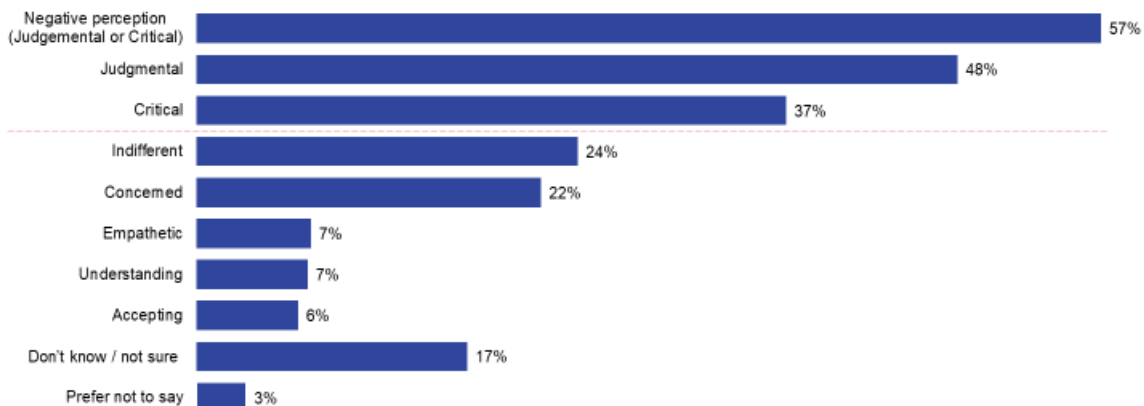
Q18 All Adults aged 18-75 in Great Britain, Base=2,142

1.12 Nearly half of all adults believe that society is judgemental towards those who experience harms from gambling.

Nearly half of all adults (48%) believe that society is judgemental towards those who experience harms from gambling. Almost four in ten adults (37%) also believe that society is critical towards these people.

Under one in ten adults believe that society is empathetic/understanding (7%) towards those that experience negative consequences from gambling.

Q19. Which, if any, words do you feel best represent how society views those who experience harms from their gambling?



Q19 All adults aged 18-75 in Great Britain, Base=2,142

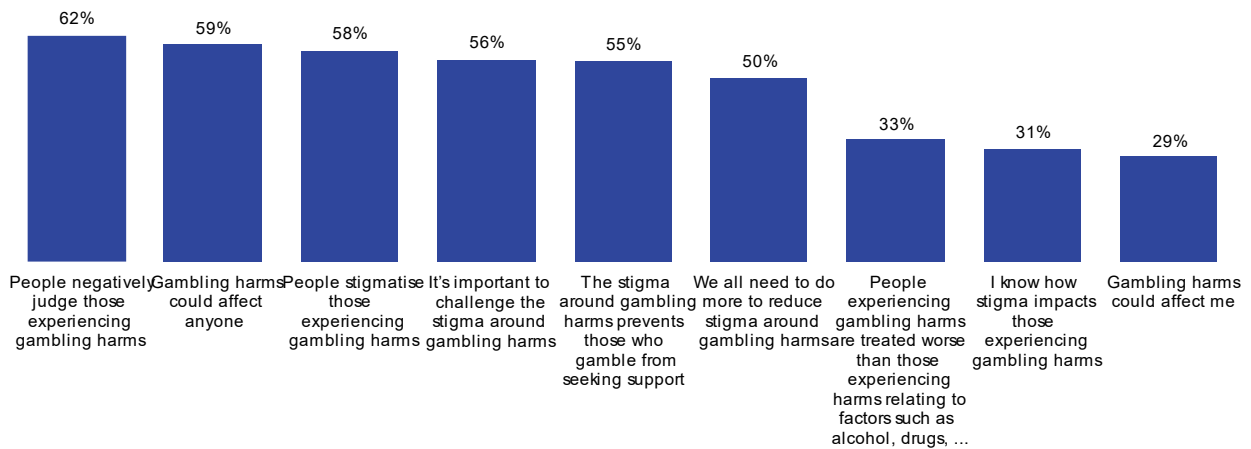
Stigma

1.13 Six in ten adults believe that people stigmatise those experiencing gambling harms; but just three in ten understand how stigma impacts those experiencing gambling harms

A majority of the public are supportive of challenging the stigma around gambling harms, however more understanding is needed on how stigma impacts those experiencing the harms. For example;

- Six in ten (58%) believe that people stigmatise those experiencing gambling harms.
- Over half (55%) believe that the stigma around gambling harms prevents those who gamble from seeking support.
- Over half (56%) also believe that it’s important to challenge the stigma around gambling harms.
- Half of all adults (50%) believe we all need to do more to reduce stigma around gambling harms.
- Just three in ten (31%) believe that they understand how stigma impacts those experiencing gambling harms.

Q20. To what extent do you agree or disagree with each of the following statements in relation to harms from gambling?



Q20 All Adults aged 18 -75 in Great Britain, Base=2,142

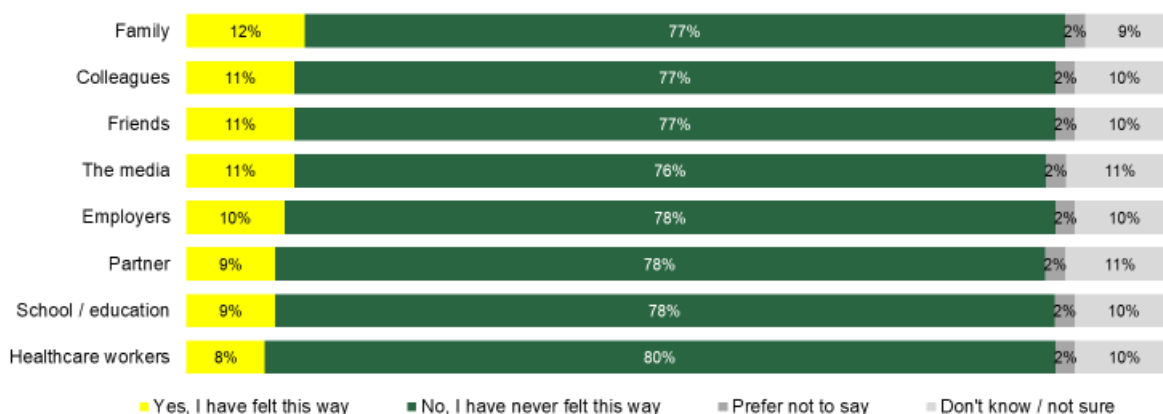
1.14 Approximately one in ten adults that have gambled recently feel that they are treated differently by friends, family, and healthcare workers

A total of 18% of all adults who have gambled recently said they have felt judged or treated differently by anyone, from a list of groups/types of people.

Friends (12%), family (11%), and healthcare workers (8%) were the most commonly cited group that were thought to have treated people differently.

One in ten adults that have gambled recently feel ashamed about their gambling whilst going about their everyday lives, including when they're at home with family (11%), while out with friends (10%), or in healthcare settings (9%).

Q21. Have you, or have you not, ever felt judged or treated differently by any of the following, as a result of your gambling?



Q21 All Adults who have taken part in gambling activity in the past 4 weeks, Base=1,105

Bibliography

- ¹ Annual GB treatment and support survey 2021 – GambleAware, 2022. Available at:
https://www.begambleaware.org/sites/default/files/2022-03/Annual%20GB%20Treatment%20and%20Support%20Survey%20Report%202021%20%28FINAL%29_0.pdf
- ² New research shows up to 1.4 million people in Britain experiencing gambling harms – GambleAware, 2022. Available at: <https://www.begambleaware.org/news/new-research-gambling-harms>
- ³ Statistics and research - Gambling Commission. Available at:
<https://www.gamblingcommission.gov.uk/statistics-and-research/publication/problem>

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