

The British Gambling Prevalence Survey 2010 - Overview of main themes

January 2009

General approach

The British Gambling Prevalence Survey (BGPS) 2010 will build on previous prevalence surveys published in 2000 and 2007. It is essential that these three surveys can be compared because it will show how the gambling market is developing over time.

The Commission is currently looking at what lessons could be learnt from the previous surveys and whether there is scope for improvements to the BGPS 2010. We will consider carefully any changes to the methodology in the context of comparability with previous surveys, cost and the length of the questionnaire.

Scope of the BGPS

The Commission will assess systematically the usefulness of all elements covered by the previous prevalence surveys. For example, there may be scope to remove areas from the questionnaire that did not prove as useful as expected and/or include further elements. In particular we will seek to update categories of gambling in order to reflect recent market developments.

Sampling

The sample of the prevalence survey should be representative of the population in Great Britain. The Commission will consider the optimum size of the sample in terms of meeting the general aims of the survey and costs.

We will also consider if all there are merits in asking different questions from sub-samples where results do not have to be statistically representative of the whole population. This may potentially provide insight into more areas of interest.

Response rate

High response rate is a key to a success of the survey leading to better quality and cost efficiency. One of the ways the Commission will look to improve this rate is to have efficient and transparent arrangements for incentives to respondents.

Data collection method

The previous prevalence surveys mainly used paper based questionnaires. The Commission expects that majority of the questionnaires of the 2010 survey will be computer based. Computer aided interviewing has several advantages, including more efficient identification of problems during fieldwork and improved ease of use for respondents.

Problem gambling screens

Both previous surveys used two problem gambling screens. As different instruments tend to complement each other, the Commission will aim to take a similar approach for the 2010 survey. We will be able to make comparisons with previous surveys if the same screens will be retained.

Scope of analyses

The Commission will also consider how to improve the range and depth of analyses. For example we will seek to employ a range of statistical techniques and take into account the recommendations made in the BGPS 2007 secondary analyses projects.

Stakeholder engagement

We will continue to engage with our main stakeholders through the Prevalence Survey Advisory Group throughout the survey. The Commission is keen to use the expertise of the stakeholders in the development of the questionnaire.

The Commission will also keep abreast of the research initiatives in other jurisdictions and, where possible, seek input from academic experts. This will include a regular liaison with the academic team of the contractor as well as peer reviewers of the proposed methodology and the final report.

Contact

If you have any comments on the above or would like more information, please contact Kati Virtaal, k.virtaal@gamblingcommission.gov.uk or 0121230 6551

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