15 July 2020

Treatment and support needs among women
Topline debrief

GambleAware®
## Introduction and method

### Phase 1 survey
- Nationally representative
- 12,161 GB adults (6,190 women)
- Conducted online
- Fieldwork from Sept-Oct 2019
- To explore behaviour and trends at overall population level

### Phase 2 survey
- Targeted survey of PGSI 1+ gamblers and affected others
- 3,001 respondents (1,407 women)
- Conducted online
- Fieldwork from Oct-Nov 2019
- To explore issues in more detail among this group
Female 1+ gamblers: profile and behaviour
One in ten women qualified as PGSI 1+ gamblers in the survey - less than the proportion of men that did.

**PGSI score category**

- **Non gambler**: 41%
- **Score 0**: 49%
- **Score 1-2**: 5.6%
- **Score 3-7**: 2.1%
- **Score 8+**: 1.9%

10% of women qualified as 1+ gamblers

Compares to 17% of men
Female 1+ gamblers are more likely to be...

- One in five (20%) female gamblers with a PGSI score of 1+ are from a BAME background.
  - And a third (35%) of female problem gamblers are BAME.
  - Compared to 12% of women overall.

- Over a third (36%) of female gamblers with a PGSI score of 1+ are aged 18-34.
  - Over half (53%) of female problem gamblers are 18-34.
  - Compared to 27% of women overall.

- Over half (55%) of female gamblers with a PGSI score of 1+ are from social grade C2DE, compared to 47% of women overall.
Lotteries, scratch cards and bingo dominate among female 1+ gamblers, but there is also significant participation in other activities including online casino games.

- **Tickets for the National Lottery Draw, including Thunderball and EuroMillions and tickets bought online**: 49% (female) vs. 52% (male). 
- **Scratch cards**: 22% (female) vs. 29% (male). 
- **Bingo (including online)**: 14% (female) vs. 13% (male). 
- **Tickets for any other lottery, including charity lotteries**: 12% (female) vs. 13% (male). 
- **Sports betting - online**: 9% (female) vs. 35% (male). 
- **Online casino games (slot machine style, roulette, poker, instant wins)**: 8% (female) vs. 9% (male). 
- **Fruit or slot machines**: 4% (female) vs. 7% (male). 
- **Sports betting - in person**: 3% (female) vs. 11% (male). 
- **Gambling in a casino (any type)**: 2% (female) vs. 3% (male). 
- **Gaming machines in a bookmakers**: 1% (female) vs. 4% (male). 
- **Any other type of gambling**: 2% (female) vs. 2% (male). 
- **Don't know**: 1% (female) vs. 1% (male). 
- **None of the above**: 12% (female) vs. 19% (male).

80% of female 1+ gamblers have participated in the last 4 weeks.

Male 1+ gamblers have much higher participation in all types of sports betting, casinos, fruit/slot machines and gaming machines.

Female 1+ gamblers have higher participation in Scratchcards and bingo.

Participation in National Lottery, other/charity lotteries and online casino games is roughly equal.
One in six female 1+ gamblers have used some form of treatment, support or advice in the last 12 months

<table>
<thead>
<tr>
<th></th>
<th>All female 1+ gamblers</th>
<th>Score 1-2</th>
<th>Score 3-7</th>
<th>Score 8+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used any treatment</td>
<td>11%</td>
<td>1%</td>
<td>6%</td>
<td>47%</td>
</tr>
<tr>
<td>Used any support/advice</td>
<td>12%</td>
<td>2%</td>
<td>14%</td>
<td>40%</td>
</tr>
<tr>
<td>Used any treatment/ support/advice</td>
<td>16%</td>
<td>2%</td>
<td>16%</td>
<td>57%</td>
</tr>
<tr>
<td>Have not used any</td>
<td>84%</td>
<td>98%</td>
<td>84%</td>
<td>43%</td>
</tr>
</tbody>
</table>

Younger women are more likely than older women to have used any form of treatment/support (41% of 18-24s vs. 9% of 55+). This is also much higher than the proportion of young men (23%) that have used treatment/support.
Demand mirrors usage, with one in six female 1+ gamblers saying they would want any form of treatment, support or advice

<table>
<thead>
<tr>
<th></th>
<th>All female 1+ gamblers</th>
<th>Score 1-2</th>
<th>Score 3-7</th>
<th>Score 8+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Want any treatment</td>
<td>11%</td>
<td>1%</td>
<td>7%</td>
<td>47%</td>
</tr>
<tr>
<td>Want any support/advice</td>
<td>12%</td>
<td>1%</td>
<td>14%</td>
<td>43%</td>
</tr>
<tr>
<td>Want any treatment/support/advice</td>
<td>16%</td>
<td>1%</td>
<td>16%</td>
<td>58%</td>
</tr>
<tr>
<td>Do not want any</td>
<td>84%</td>
<td>99%</td>
<td>84%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Younger women are also more likely to say that they would like any form of treatment or support (39% of 18-24s vs. 12% of 55+). This is also much higher than the proportion of young men (26%) that say they want it.
For female gamblers who would not want treatment or support, barriers tend to relate to the perception that their gambling is not extensive or risky enough. Stigma is a key barrier for gamblers experiencing high levels of harm.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not considering gambling a problem (e.g. not risky, only betting small amounts)</td>
<td>44%</td>
</tr>
<tr>
<td>Don't think treatment or support is relevant or suitable</td>
<td>29%</td>
</tr>
<tr>
<td>Gambling has positive impacts (e.g. part of social life, make money)</td>
<td>17%</td>
</tr>
<tr>
<td>Stigma (e.g. feeling embarrassed, not wanting people to find out)</td>
<td>14%</td>
</tr>
<tr>
<td>Think that accessing treatment or support would be inaccessible (e.g. cost, location, time)</td>
<td>9%</td>
</tr>
<tr>
<td>Don't think treatment or support would be helpful</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>23%</td>
</tr>
</tbody>
</table>

Stigma is a barrier for two in five (39%) female problem gamblers (score 8+). This compares with one in five (22%) men in the same category.

One in five (20%) female problem gamblers say knowing that support / treatment would be confidential would motivate them to seek help, compared with 9% of all female 1+ gamblers.

*Phase 2: Q13. Which, if any, of the following are reasons why you would not currently want treatment, support or advice to cut down your gambling? Please tick all that apply. Base: All 1+ gamblers who would not want to receive treatment, advice or support (n=640)
Female affected others: profile and behaviour
8% of women qualified as ‘affected others’.

This proportion increases with PGSI score, showing the inter-relationship between gamblers and affected others.

**Phase 1: Q11 rb. And do you feel you have personally been negatively affected in any way by this person / these people’s gambling behaviour? This could include financial, emotional or practical impacts.**

Base: All GB women (n=6,190); non gambler (n=2,576); Score 0 (n=3,021); Score 1-2 (n=345); Score 3-7 (n=130); Score 8+ (n=118)

**Proportion qualifying as affected others**

- **All women**: 8%
- **Non gambler**: 7%
- **Score 0**: 7%
- **Score 1-2**: 12%
- **Score 3-7**: 18%
- **Score 8+**: 19%

Women (8%) are more likely than men (6%) to qualify as affected others.

14% of female 1+ gamblers also qualified as affected others.
Female affected others are more likely to be... 

16% of female affected others are from a BAME background. Compared to 12% of women overall.

Female affected others have a similar age profile to the overall female population. They are slightly younger (36% are aged 55+ compared with 40% of women overall) but the difference is modest.

Over half (53%) of female affected others are from social grade C2DE, compared to 47% of women overall.
Female affected others are most likely to be negatively affected by the gambling problem of a spouse/partner. This is in contrast to men, who are more affected by friends and work contacts.

Reflecting the profile of problem gamblers, women are much more likely to be negatively affected by a spouse/partner (35% vs. 9% of male affected others).

Men are more likely to be affected by a friend or flatmate (33% vs. 9%) or a work contact (11% vs. 3%)

The two parties that women are most likely to be affected by – spouse/partner and mother/father – are also those whose gambling problem has the greatest negative impact.

Women generally reported a greater impact than men affected by the same person, e.g. 52% of women affected by a spouse/partner reported a severe impact vs 23% of men.
Close to half of female affected others had sought advice/support – either on behalf of the gambler or for themselves – and a similar proportion would like advice/support

<table>
<thead>
<tr>
<th></th>
<th>Received any</th>
<th>Would like any</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any advice/support from a professional/treatment service</td>
<td>19%</td>
<td>26%</td>
</tr>
<tr>
<td>Any support/advice from less formal sources</td>
<td>36%</td>
<td>34%</td>
</tr>
<tr>
<td>Any support/advice overall</td>
<td>45%</td>
<td>46%</td>
</tr>
</tbody>
</table>

Women aged 18-34 expressed greater appetite for support from various sources including mental health services and an online forum.

Overall, 57% of 18-34s would like any advice/support, compared with 37% of 35-54s and 45% of 55+.
Summary of key headlines

Female gamblers experiencing harm are more likely to be from a BAME background
- One in five (20%) female gamblers with a PGSI score of 1+ are from a BAME background, compared with 12% of women overall. A third (35%) of female problem gamblers are BAME. The same pattern is seen among men.

Among gamblers with a PGSI score 1+, participation in online casino games among men and women is similar
- 8% of female gamblers with a PGSI score of 1+ have participated in online casino games in the past 4 weeks – this is comparable with 9% of male gamblers.

For female gamblers, stigma is a key barrier to accessing treatment, support or advice to cut down their gambling
- Two in five (39%) female problem gamblers (PGSI score 8+) perceive stigma as a barrier, compared to 22% of men.

There is an overlap between gamblers and affected others
- 8% of women qualify as ‘affected others’ (vs 6% of men). This proportion increases with PGSI score, showing the inter-relationship.

Female affected others tend to be closer to the gambler than male affected others, and experience greater impacts
- Female affected others tend to be affected by a spouse/partner or parent – these are also the parties whose gambling has the most impact. Women generally reported a greater impact than men even when affected by the same person.