

Annex A: Methodology

A.1 Research design

This research project consisted of:

- A review of the academic and grey literature, and existing policy designed to reduce gambling-related harm
- An online survey of 2,096 people aged 18 and over across the UK, carried out by Populus between 7-10 May 2020, weighed to be nationally representative
- Two surveys and a focus group - carried out in April-June 2020 - of Money and Mental Health's Research Community of people with lived experience of mental health problems.

Further details on each component of the research are provided below.

A mixed methods approach was used to combine quantitative and qualitative insight on people with mental health problems' experience of gambling online, and to gather and test views on how to reduce harm for this group.

We are grateful to all those who supported this research by sharing their personal experience.

A.2 Literature review

Researchers completed a broad desk-based review of grey literature published on gambling-related harm and data on the impact of the coronavirus pandemic on gambling behaviour.

Alongside this, researchers reviewed Gambling Commission policy and guidance on safer gambling, Advertising Standards Authority guidance on gambling advertising, and grey literature related to online gambling regulation and the reduction of gambling-related harm.

A.3 Populus Survey

To understand public attitudes towards online gambling we commissioned Populus to conduct an online survey of 2,096 over 18s across the UK, weighted to be nationally representative. This survey was carried out between 7-10 May 2020. Populus is a founding member of the British Polling Council and abides by its rules. See www.populus.co.uk for more details.

We asked participants "Thinking about before the current coronavirus crisis, how often would you usually gamble online?" and our analysis focused on the 30% of the population that usually do gamble online to some extent. Within this group, we compared experiences and views between those who have and have not experienced a mental health problem:

- 35% had ever experienced a mental health problem

- 59% had never experienced a mental health problem.

Participants were asked a series of closed questions about their experience of online gambling and their attitudes towards measures to reduce gambling-related harm. Participants were also asked whether the amount of time they spent gambling online had changed since the government asked people to stay at home to stop the spread of coronavirus on 23rd March.

A.4 Research Community Surveys

Two surveys were conducted with Money and Mental Health's Research Community, a group of more than 5,000 volunteers with personal experience of living with a mental health problem, or of supporting someone who does.

Where statistics from these surveys are quoted in this report, we also provide sample size and a description of the base. To avoid causing distress to participants, all questions were optional. Where necessary, we also route questions to avoid asking questions which are not relevant to a participant's experiences. This means that the base size for questions varies.

Both surveys contained a number of qualitative questions which were analysed thematically and used to develop the narrative and illustrate the report.

Further details on each survey are provided below.

1. First lived experience survey

A survey was distributed to our Research Community, enquiring about people's experience of online harms. Data was collected between 10 April-7 May 2020 by email, and through the secure online portal to Money and Mental Health's Research Community. In total, 255 people with lived experience of mental health problems completed the survey.

Participants were asked a mix of closed and open survey questions about problems they had experienced online, including some questions asking specifically about online gambling.

2. Second lived experience survey

A second survey was also sent to our Research Community, focusing exclusively on online gambling. Data was collected between 22 May-3 June 2020, by email and the secure online portal to Money and Mental Health's Research Community. In total, 238 people with lived experience of mental health problems completed the survey.

The survey contained a mix of open and closed questions exploring people's experience of online gambling and views about how to prevent harm for people with mental health problems.

A.4 Research Community Focus Group

A focus group was held on 2 June 2020 to explore options for reducing gambling-related harm for people with mental health problems. The five participants all self-identified as experiencing mental health problems and all had at some point felt that they had a problem with online gambling. The focus group considered:

- Participants' experience of harm when gambling online
- The role that gambling companies, financial service providers and others could play in reducing online gambling related harm for people with mental health problems
- How to design effective interventions to support people with mental health problems who are struggling with gambling problems.