More in Common

What Next for Gambling Reform: Time for a New Act?

Introducing the Seven Segments of Britain

Introducing the Seven Segments

The British Seven Segments were developed to move beyond traditional left-right or party-based analysis by exploring the deeper psychological, cultural, and value-driven foundations that shape public opinion.
This approach helps explain why political loyalties have fractured and offers a more nuanced understanding of what drives attitudes on issues like immigration, climate, and the economy—enabling more effective engagement with the public across a fragmented political and social landscape.



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Progressive Activists



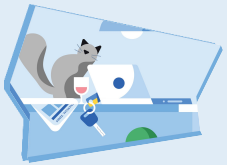
...an outspoken group that is politically engaged and globally minded, championing social justice but feeling alienated from mainstream politics

Incrementalist Left



...a group that leans left and trusts institutions, often stepping back from the news and avoiding politically fraught debates

Established Liberals



... a prosperous group that is confident in institutions, values expertise, and believes the system broadly works

Sceptical Scrollers



...a disengaged group that has lost trust in mainstream institutions and increasingly looks online for sources of truth

Rooted Patriots



...a patriotic group that feels overlooked by elites and wants leaders with common sense to protect local identity

Traditional Conservatives



... a nostalgic group that respects tradition, authority and personal responsibility, while remaining sceptical of rapid change

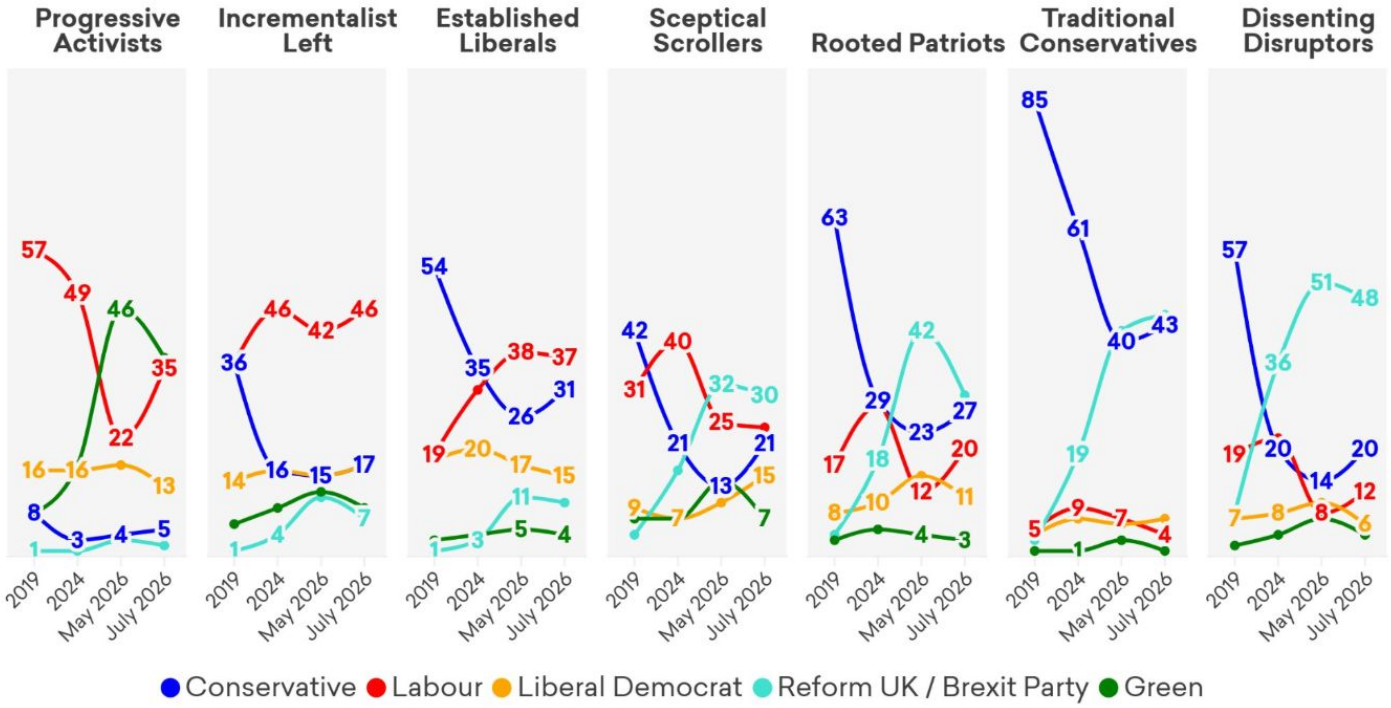
Dissenting Disruptors



... a frustrated group that craves radical change and backs strong leaders who promise to shake up a broken system

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How would the Seven Segments vote today?



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2019 and 2024 is recalled General Election vote

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The Seven Segments on gambling

 **Progressive Activists**	The least likely to gamble, and judge the industry the hardest. The only segment which sees addiction as a primarily systemic, rather than individual, failure
 **Incrementalist Left**	Gamble as much as the average Briton, but are also the most supportive of greater regulation. A quarter have been affected by problem gambling, either personally or someone close to them
 **Established Liberals**	Treat gambling as a legal market which adults have to navigate for themselves – hesitant about further regulation, and most trusting of the frameworks already in place to prevent harm
 **Sceptical Scrollers**	Younger and more disengaged, Sceptical Scrollers have fewer fixed views on the gambling sector and the role of regulation – but lean towards blaming systemic causes of addiction
 **Rooted Patriots**	The most protective segment, and the most in favour of regulation to prevent harm. But they also fundamentally blame individuals for addiction, rather than gambling companies
 **Traditional Conservatives**	The least affected by problem gambling, or to gamble themselves, and are generally the most hesitant about stricter regulation
 **Dissenting Disruptors**	Gamble more than any other segment and are the most likely to be affected by problem gambling, but are also more likely to be opposed to state intervention

Gambling in Britain today

Close to two in five Britons gamble

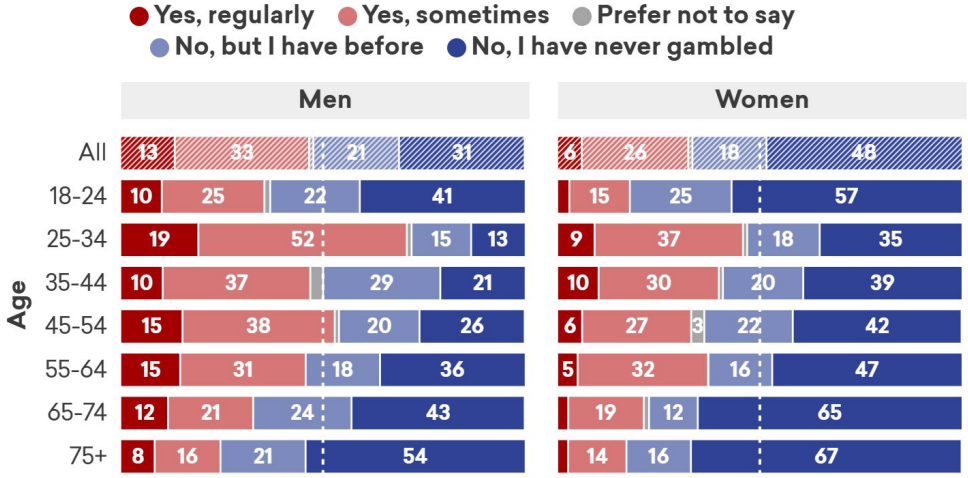
Nine per cent of Britons describe themselves as regular gamblers, while another 30 per cent say they place the occasional bet. A fifth say that they used to gamble but have since stopped.

Gambling is much more popular among younger generations, and men - the vast majority of males aged 25-34 gamble from time to time, one in five doing so regularly.

Younger gamblers also appear especially more receptive to newer, online modes of gambling - sports betting, slots/poker apps and websites, and unlicensed gambling sites.

Gambling is most popular among 25-34s, particularly among men

Do you gamble? This can be online or in-person.



Addiction and the ease of gambling online worry the public most

However, Britons' biggest concerns about gambling relate to how it can cause harm: the rates of addiction/problem gambling, and the ease at which people can place bets online vs. more traditional methods of gambling in shops and casinos.

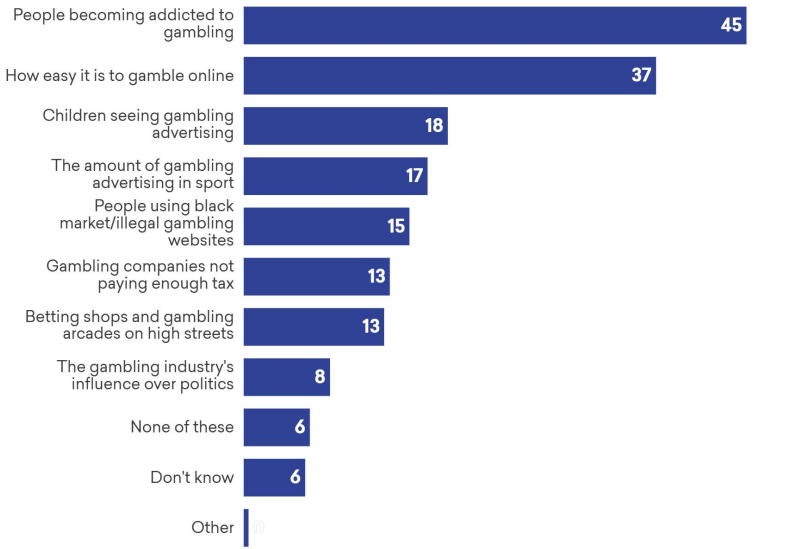
Even those who don't gamble are aware of how cashless/online shopping makes it difficult to track their spending, and worry about how the same technologies can cause harm to gamblers.

Because they're so accessible and it takes two minutes to load it and you can do it anytime... it's just so easy to access.

Nicola, betting shop employee, Newmarket

Addiction and the ease of gambling online dominate the public's concerns

Which of the following, if any, are you most concerned about when it comes to gambling in Britain? Select up to two.



That's what always made me laugh about the ads for gambling – they say things about being responsible, that little sign. But then they'll offer you the free bet.

John, plumber, Brent

One in five Britons has been affected by problem gambling

One in five says that they, or someone close to them, have been affected by problem gambling, rising to more than a quarter among those who are struggling financially.

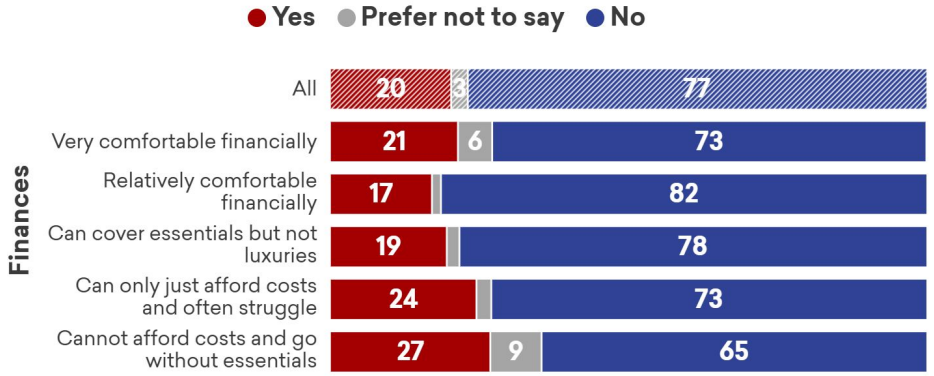
Half of all Britons expect problem gambling to get worse in the coming years; even among people who gamble regularly, four in ten think things will get worse.

I have a family member who's a gambler and impulsive addict and their gambling is very, very, very dangerous... somebody who spends 23,000 pound in one night.

Alison, nurse, Clacton

Problem gambling is more common among those struggling financially

Have you, or someone close to you, ever been affected by problem gambling?



Gambling in towns and public places

Gambling is more noticeable than it was, on television, online and in sport

Britons say that they are coming across gambling more and more often: online, on TV and on their local high streets.

Even though the number of betting shops in the UK has declined in recent years, Britons say they seem more noticeable than before, perhaps because of the emergence of Adult Gaming Centres (AGCs).

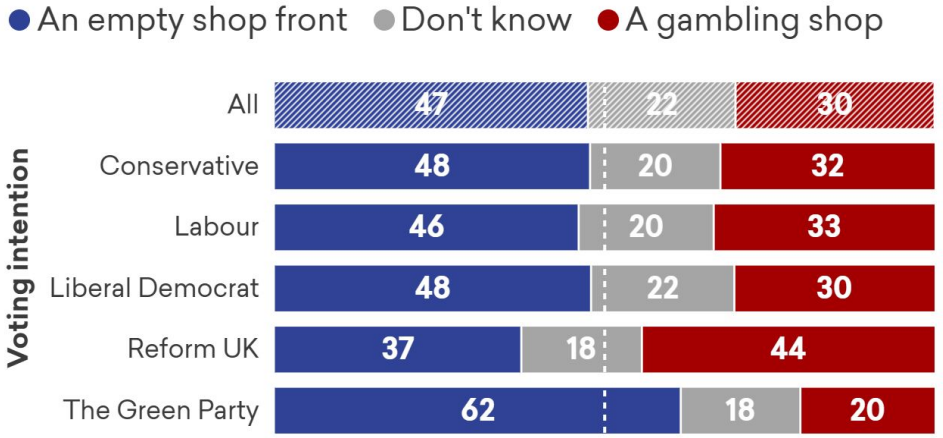
As a result, the public would rather see an empty shop front on their local high street than a gambling shop.

One thing I've just never understood, I don't get why there's so many betting shops within 500 metres?

Aiden, quantity surveyor, Brent

Britons would rather see an empty shop on their high street than a gambling shop

Which would you rather see on your high street?



Children and young people being introduced to gambling is a third rail for much of the public

Not everyone is as level-headed... and so there'll be 18-, 19-year-olds that think they're grown up and it's only when you get older and you look back and you think, God, I thought I was so grown up. You're still sort of susceptible to stuff.

Natalie, dance teacher, Clacton

We don't allow under eighteens into the shop to gamble. They're not allowed into the shop to watch the matches. So why should they be subject to it on TV? Or on their phones or anywhere else.

Nicola, betting shop employee, Newmarket

Recently there was a shop that opened in the high street and everyone was talking about it because of how it was.. you could see inside the shop, you could see all the machines and everything and then I think that the younger generation might be looking at that and all the lights and all the lights going and it makes it sound a bit appealing or exciting to be in there... it might make some of the younger generation be thinking when I'm 18 I'm going to get in that shop.

Andreia, self-employed, Newmarket

I think they're more tech savvy... they're more used to using their cards online, the money's there and they can get their payday loans. They can get Klarna, they can get all these things to borrow money and they can just borrow, borrow, borrow. And then all of a sudden they can't borrow anymore and they've got nowhere to go.

Andreia, self-employed, Newmarket

More betting shops on the high street reads to the public as a sign of decline

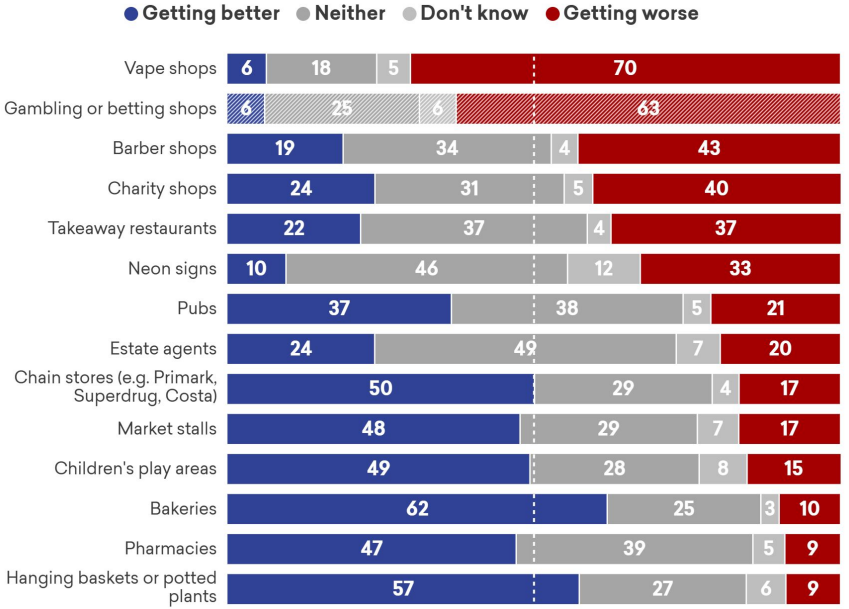
Britons feel that gambling and betting shops are one of the biggest indicators of their high street going downhill, almost as much as the much-maligned vape shop, and more so than barber shops, charity shops and takeaways.

"It defies logic why you need six betting shops and I think it's just the antisocial behaviour that comes with it... it just brings the area down."

Zahid, account manager, Brent

After vape shops, gambling shops are seen as the biggest sign of decline of the British high street

If there were more of each of the following on your local high street, would that be a sign that things in your local area are getting better, getting worse, or neither?



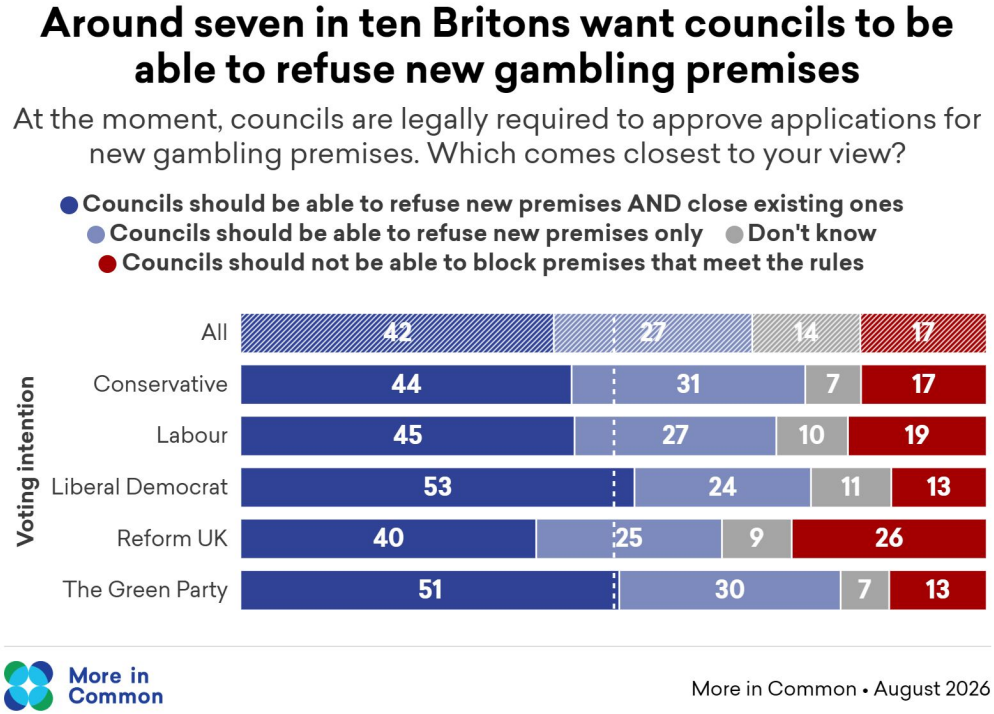
Around seven in ten Britons want councils to be able to refuse new gambling premises

In focus group conversations last year, the public did not seem to be aware of the “aim to permit” provision in the Gambling Act, and they could not understand why it existed.

Now the Government has removed this provision, the public is strongly supportive of the change, with four ir ten saying it should go further and allow councils to close existing gambling premises as well.

"There is one already in Harlesden and they're proposing to open quite a larger space just around the corner... it feels wrong to me."

Pete, graphic designer, Brent



Perceptions of the industry

Britons see problem gambling as a personal weakness

Perceptions of the gambling industry are negative, but that does not mean that the public places all the blame for gambling harm at the feet of gambling companies.

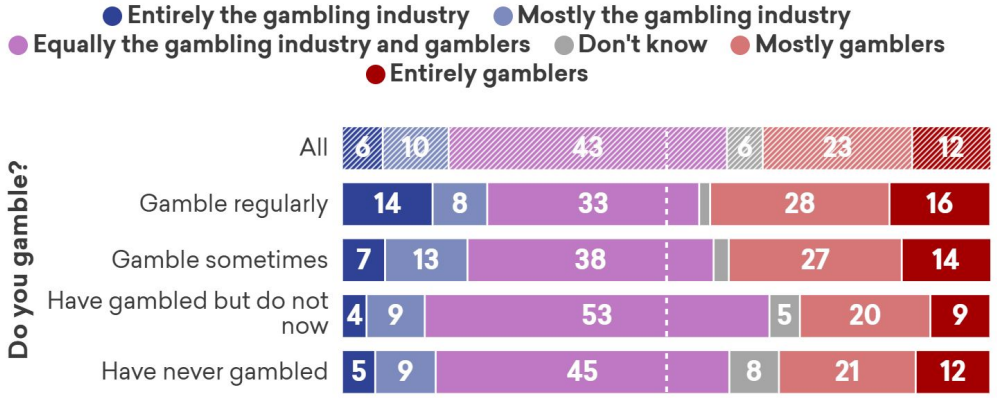
When asked who is at fault when someone loses large amounts of money, or develops an addiction, Britons tend to point towards the individuals themselves rather than towards the industry.

I think it all depends on the character of the person. I think some people can have an addictive personality, whereas I've learned to have some self-control.

Bryan, retired, Newmarket

More Britons blame gamblers than the industry, whether they gamble themselves or not

Problem gambling is gambling behaviour that is damaging to a person or their family, often disrupting their daily life and career. Who is more responsible for problem gambling?



The industry is believed to take advantage of those prone to addiction

At the same time, Britons tend to think that gambling (as it currently exists) exploits those who are vulnerable in the name of profit.

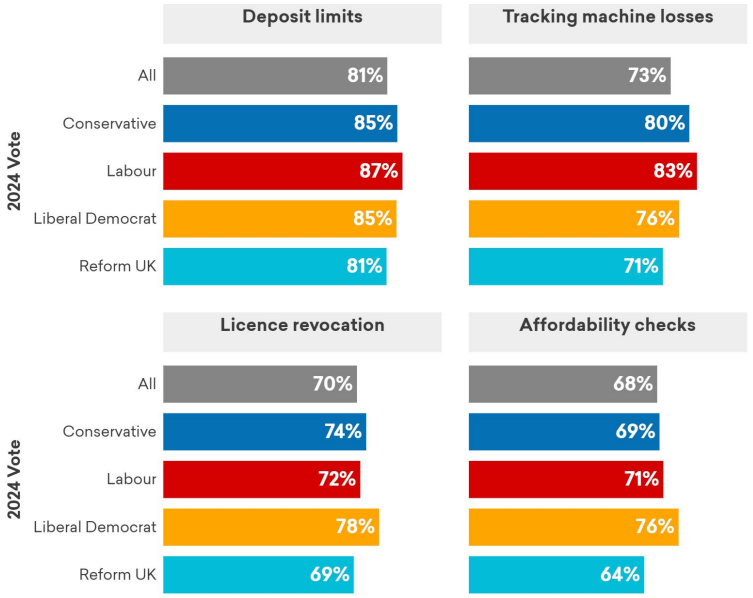
As a result, Britons are strongly supportive of measures to track punters' losses, set limits on deposits, check whether they can afford to play, and revoke company licenses when rules are broken.

There's so many clever people working out what makes our brains tick and they are using that for the benefit of their client to encourage them to gamble, to push those buttons that there needs to be some sort of, yeah, there needs to be an ethical consideration.

Andreia, self-employed, Newmarket

Every party's voters want gambling companies to be made to check on their customers

Share supporting each measure



A majority of Britons want to see the gambling industry shrink

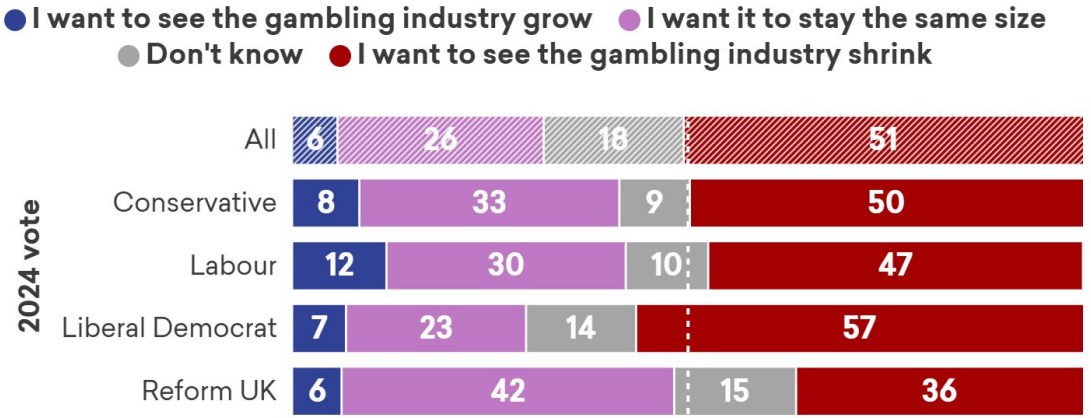
The public still views gambling companies unfavourably. Half of the country say they want the industry to get smaller, while just six per cent would like it to continue to grow.

I think a lot of them don't pay taxes in the UK. A lot of them are registered in Gibraltar and stuff like that... if they do tax 'em more, I think it should go probably 50% to the NHS because all the mental health issues that stem from it.

Danny, car salesman, Wigan

Almost no one in Britain wants the gambling industry to grow

Which of the following is closest to your view?



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Britons are not receptive to arguments that gambling is a net contributor to the economy

Nearly two-thirds say the government should accept lower economic growth in order to reduce the risks and harms around gambling.

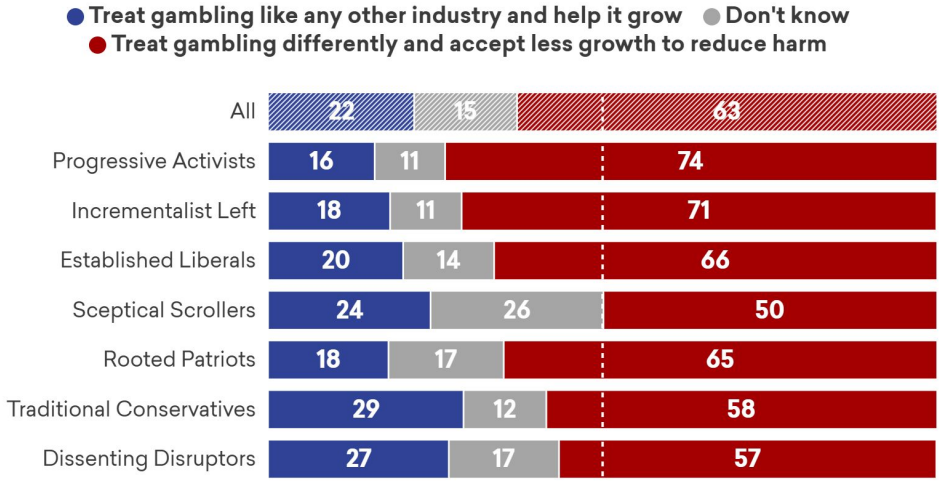
Even regular gamblers tend to think that gambling is essentially a vice, like tobacco and alcohol, and should be taxed in the same way.

*They're low-paying jobs [in betting shops] – it's not very much they pay the workers – so it's bullsh*t. It's what a lot of companies say, and it's not true.*

Harini, council worker, Brent

Every segment would accept less growth in gambling in order to reduce harm

Which of the following comes closer to your view, even if neither is exactly right?



Who's regulating whom?

Gambling companies are trusted nearly as little as tobacco companies

Measures which require gambling companies to self-regulate are believed to be ineffective.

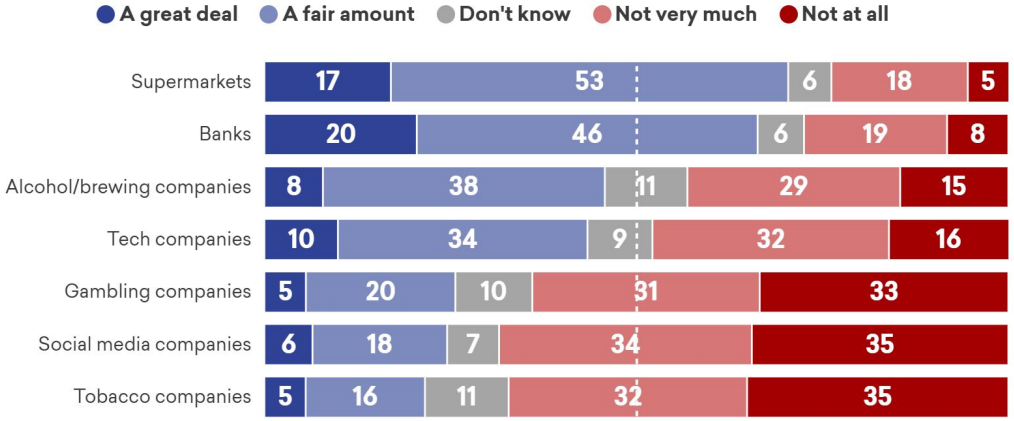
In focus group conversations, disclaimers such as “when the fun stops, stop” were looked on with derision.

Gambling companies are thought not to care about looking after their customers.

> *It's do as I say, not as I do, isn't it constantly... the gambler is being told not to gamble by the gambling institution. So they're never going to be that hard-hitting or make the strong enough message because they don't want people to stop gambling. And not a lot of people know that.*
>
> **Ann, teacher, Brent**

Gambling companies are one of the least trusted types of large company in Britain

How much, if at all, do you trust each of the following industries to act responsibly towards their customers?



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Only a third of Britons think enough is being done to prevent gambling harms

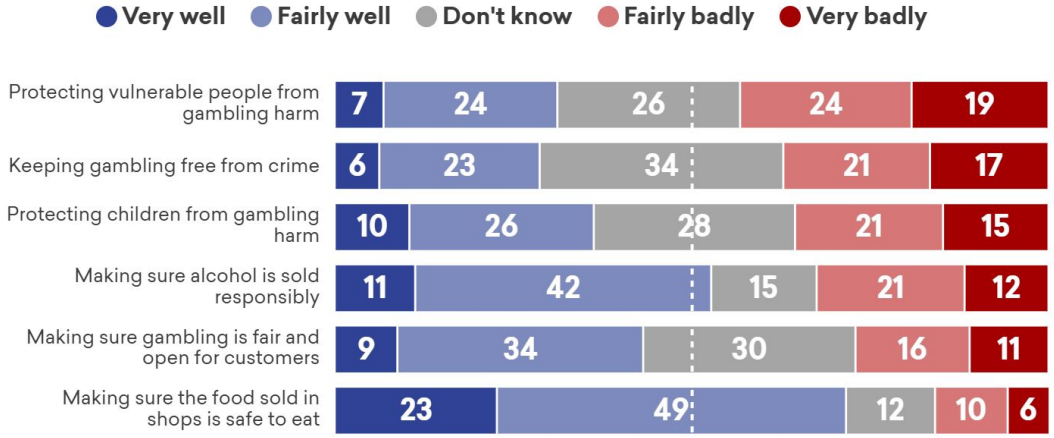
Protecting people, especially children, from harm is one of the public's top priorities for gambling regulation, and they tend to say that it is not being achieved..

When you're watching a football game that's supposed to be a family match and gambling really isn't legal for children that they have no choice about seeing these. Now McDonald's had to stop their adverts for junk food and so why isn't it the same for gambling?

Mary, retired, Clacton

Britons say protecting vulnerable people from gambling harm is being done badly

How well or badly do you think each of the following is currently being achieved in Great Britain?



Britons want gambling regulation to be made stricter

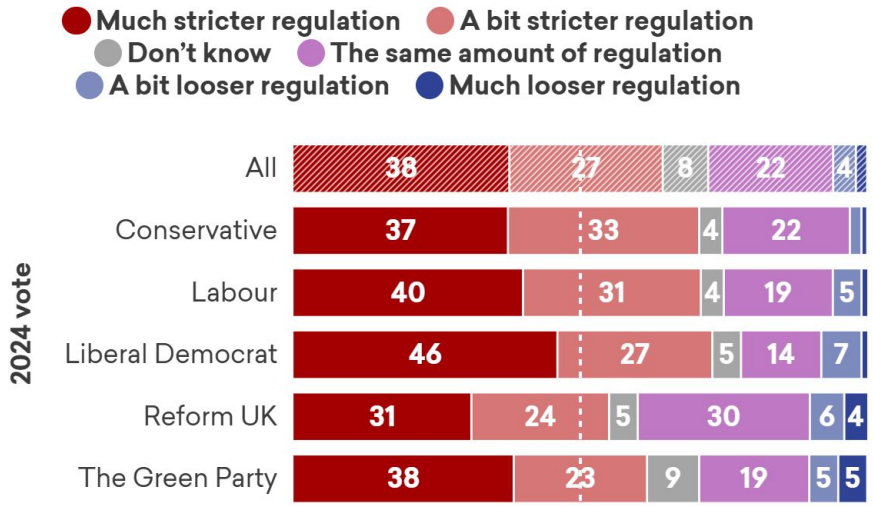
Across supporters of all major parties, Britons tend to want more regulation to be placed on the gambling industry.

Even among those who tend to be sceptical of "nanny state" interventions, such as Conservative and Reform supporters, a majority still express support for stronger gambling regulation.

> *I think it needs to be regulated better than it currently is, and they should be putting a lot more money into addiction issues... they put these meaningless posters outside which says something around be responsible, "know when to stop" type of thing, which I think are just nonsense.*
>
> **Zahid, manager at a school, Brent**

For each of the following industries, indicate whether you would like to see the government apply stricter, looser or the same amount of regulation as they are currently under

The gambling industry



Fixing the odds

A “war on fun”?

Britons are not in favour of banning gambling outright – the public tends to think overall that it is possible for most people to “have a flutter” from time to time without developing dangerous habits.

In focus groups, participants leaned towards restrictions and support for addicts, but believed complete bans would be ineffective for people who will always seek out ways to gamble.

If you're an addict they're not going to mean anything to anybody. And I think it's fine if you're just having a flutter, which most if you're going to have it, it's just a bit of fun. But I think if you're an addict you're going to lose that sensation of what's fun and what's just chasing your losses.

Zahid, manager, Brent

Voters tend to hold gamblers, not the industry, responsible for losing money

Problem gambling is gambling behaviour that is damaging to a person or their family, often disrupting their daily life and career. Who is more responsible for problem gambling?

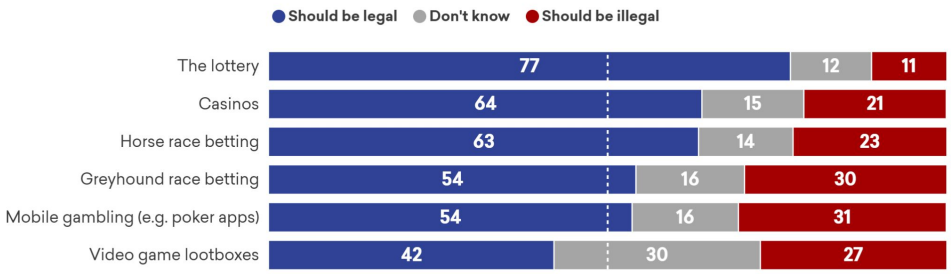


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Britons would keep every mainstream form of gambling legal

For each of the following, do you think that...



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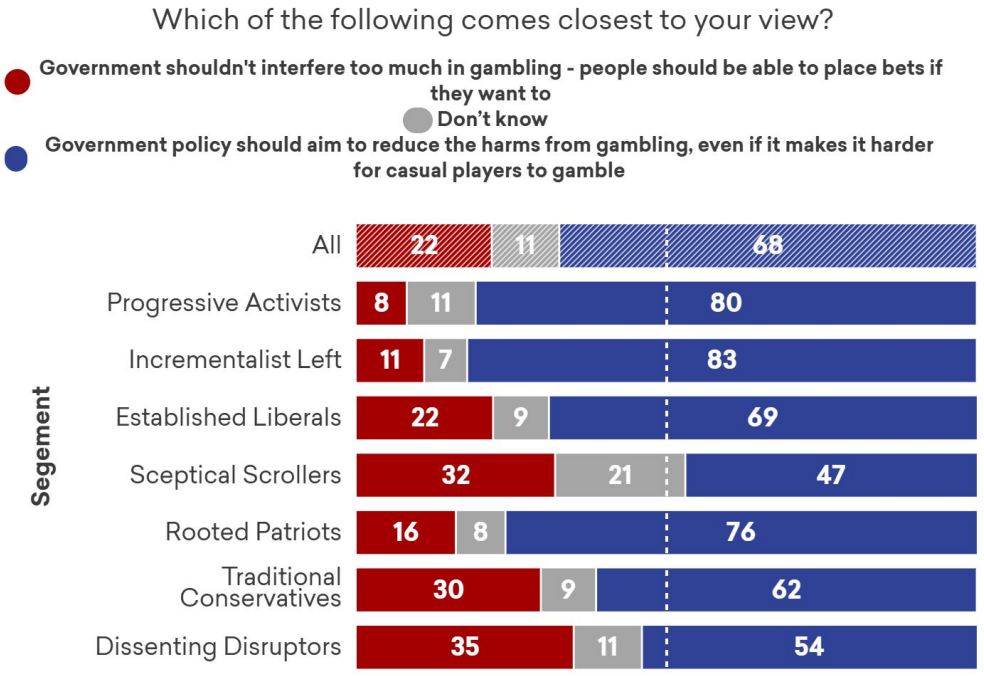
The segments that delivered Labour's majority are the most supportive of action on gambling

There is a strong political case for more intervention on gambling.

Among the segments, Labour's base (the Incrementalist Left) and its defectors (Progressive Activists to the Greens; Rooted Patriots to Reform) are the most supportive of stronger state intervention to reduce gambling harms.

I think there should be restrictions. I think there should be restrictions per 24 hours that they're allowed to spend. But I also think the banks hold a lot of responsibility...

Alison, nurse, Clacton, Reform voter



Britons don't see any party as being "in the pocket of" the gambling sector

Gambling is not as sharply partisan an issue as those that dominate the political landscape - immigration, the cost of living, housing, etc.

There is room for the parties to act, and Britons have an appetite for more action being taken. Showing more interest in the issue would have broad appeal with the public.

You never see, well, I've never even heard the Government bring up in parliament about how much money people spend on gambling and stuff like that. It's a never-said topic. I've never really thought about it until now. But you never hear.

Tom, carpenter, Clacton, Reform voter

The public are not clear on what the major parties' stances on gambling are

For each of the following parties, state whether you think they are on the side of, or against, the gambling industry.



Taxing gambling without regulating it carries a risk for the government

The public is supportive of increasing taxes on gambling companies, but believes that doing so without also tightening regulation risks the perception that the government relies on tax revenue from gambling.

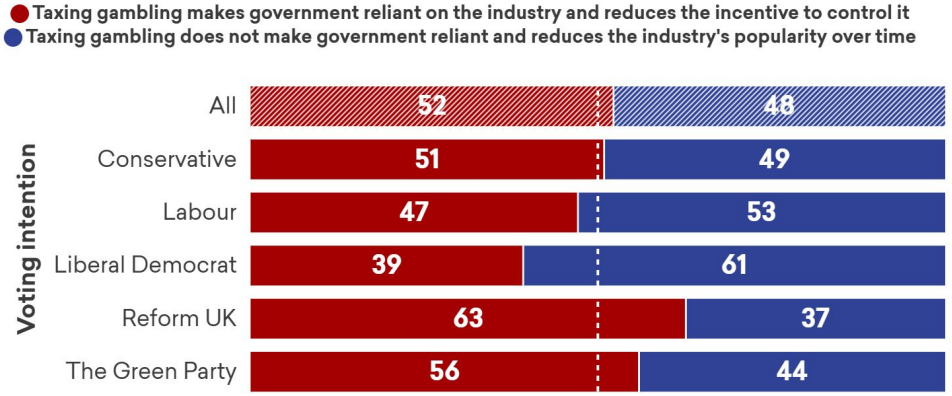
To avoid this perception, efforts to reduce harms must accompany any tax rises; this is especially the case for Reform supporters.

"The government do nothing because it's tax money... They're not going to do anything to protect the gamblers and protect the vulnerable."

Alison, nurse, Clacton, Reform voter

Half of the public think that taxing gambling makes the government more reliant on the industry

Which comes closest to your view? Forced choice with no don't know option offered.



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Thank you

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