

GambleAware

7 Henrietta St • London • WC2E 8PS
T: +44 (0)20 7287 1994
info@gambleaware.org

about.gambleaware.org

PRESS RELEASE

A third of young people in the north of England admit a gambling advert has prompted them to place a bet

London, 29 September: More than a third of young people aged 15-24 in the North West, North East, and the Midlands, admit they have been persuaded to place a bet because of a gambling advert.

These results come from research published today, conducted following GambleAware's advertising campaign earlier this year. Adverts shown on YouTube aimed to raise awareness of the risks associated with gambling and sources of help available. Researchers at ICM reviewed the impact of the campaign and found a 5% increase in awareness had been achieved, compared to an 8% drop in the control region.

GambleAware's pilot campaign targeted a hard to reach and at-risk age group. The message was designed to encourage conversation and aimed to provide a distinctive message amongst an otherwise saturated gambling advertising market.

The research also revealed:

- 11¾ is the average age when parents first allow children to regularly watch TV shown after 9pm, either live or recorded, unsupervised
- 35% confirmed that a gambling advert had prompted them to gamble when they were not otherwise planning to
- 1 in 5 believed a member of their immediate family has or previously had a gambling problem.

Iain Corby, Deputy Chief Executive of GambleAware said:

"This was a test exercise to determine if we could raise awareness of the help and advice available through BeGambleAware.org. We aimed for a notoriously hard to reach audience and the hard-hitting style of these ads was designed to capture their attention and provoke them to rethink their views on the risks of gambling addiction. We are pleased with the results and this evaluation gives us confidence that well-aimed

advertising is an effective way to ensure more people know where to go if they are concerned about harms related to gambling.”

Tim Robinson, Associate Director of ICM said:

“The provocative narrative of the adverts helps achieve the ‘shock’ factor other gambling adverts often seek to embody. However, while the results are not statistically significant, they do present a very positive sign that a larger campaign would have a great impact on awareness levels amongst young people.”

The advertisements were given a silver award at the Creative Circle Awards 2017, and won a D&AD Wooden Pencil, while being nominated for three awards at the British Arrows.

-ENDS-

Contact:

Sarah Evans

+447523 609 413

gambleaware@atlas-partners.co.uk

NOTES

About the campaign:

- The advert is available [here](#) and was viewed by 340,000 of the target audience.

About the research:

- These results are from the second survey GambleAware has done connected to this campaign.
- The first round of results which were published in February 2017 found:
 - 69% of young people were with their parents when they had their first experience of gambling.
 - Nearly half of regular gamblers have lied to their family about their gambling.
 - 1 in 5 are more likely to lie about their gambling than drinking or smoking, this rises to over half amongst regular gamblers.
- The advertising agency 18 Feet & Rising hosted two focus groups with young people from the target age range to judge the effectiveness and appropriateness of the campaign.
- The ICM Unlimited Research report can be read in full [here](#), with full data tables for the pre-wave research [here](#) and for the post-wave [here](#).
- In [August](#), polling by YouGov Plc revealed a substantial increase in the level of awareness of GambleAware amongst British adults since 2015. The pollsters found awareness levels had risen from 30% to 43% in just two years.

IT'S NEVER TOO SOON TO BeGambleAware[®]

About GambleAware

- Guided by the [National Responsible Gambling Strategy](#), GambleAware is an independent charity tasked to fund research, education and treatment services to help minimise gambling-related harm in Great Britain.
- GambleAware is a commissioning and grant-making body, not a provider of services. The charity's strategic aim is to broaden public understanding of gambling-related harm as a public health issue and to help those that do develop problems get the support and help that they need quickly and effectively. For more information, please go to: <http://about.gambleaware.org/>
- GambleAware's programme of treatment, education, harm prevention and research is guided by the National Responsible Gambling Strategy, which is defined by the independent Responsible Gambling Strategy Board (RGSB) and endorsed by the Gambling Commission. The RGSB, the Gambling Commission and GambleAware work together under the terms of an agreement in place since 2012: <http://about.gambleaware.org/media/1216/statementofintent.pdf>. Research is conducted under the terms of a 'Research Commissioning and Governance Procedure' agreed in 2016 by the RGSB, the Gambling Commission and GambleAware: <http://about.gambleaware.org/media/1270/research-commissioning-and-governance-procedure-may-2016-final.pdf>.
- GambleAware requires a minimum of £10 million annually to deliver its current responsibilities, and looks to all those that profit from commercial gambling to support the charity. This donation-based system was proposed under the Gambling Act 2005 and is prescribed by the Gambling Commission in its Licence Conditions and Codes of Practice. The RGSB endorsed GambleAware's £10m funding goal in January 2017: <http://www.rgsb.org.uk/press-releases/responsible-gambling-strategy-board-publishes-assessment-of-the-quantum-of-funding-required-to-deliver-the-national-responsible-gambling-strategy.html>
- GambleAware funds the *Gordon Moody Association*, the *NHS National Problem Gambling Clinic*, *GamCare* and a network of charities across Great Britain to provide a full range of free treatment for problem gamblers and support for those affected by them. GambleAware also runs the website **BeGambleAware.org** which helps 2.7 million visitors a year, and supports the **National Gambling Helpline – 0808 8020 133**.