

PRESS RELEASE

83 percent of in-play gamblers likely to bet more at home

Fan survey also reveals not being at football grounds to watch games could lead to a rise in gamblers 'betting bored'

GambleAware launches second phase of major public health campaign: Bet Regret telling sports bettors to 'tap out' to avoid Bet Regret

London, 11th September 2020: In new research carried out on behalf of GambleAware by the Football Supporters' Association, 83% of fans who bet in-play said that they are more likely to place an in-play bet while they are watching a match live at home, than if they were watching it in a stadium.

The survey taken by just under 1000 fans, follows the launch of the second phase of GambleAware's Safer Gambling Campaign to help gamblers avoid 'Bet Regret'.

In a bid to encourage punters to pause and reconsider before placing a bet, the advert shows a fierce-looking heavyweight wrestler forcing two unsuspecting gamblers to 'tap out' of their betting app before they place an off the cuff bet.

With the football season set to kick off this weekend, the survey also found that of those who said they will bet more this season, 73 percent said that they will do so because it's easier to bet at home than at the match, while 36 percent admitted that not being at the game could lead to them 'betting bored'.

The public health campaign, which originally launched in February 2019 to raise awareness of impulsive betting in order to encourage moderation and reduce gambling harms, will see the introduction of behaviour change techniques. These are designed to help frequent sports bettors, who want to avoid the feeling of Bet Regret, by encouraging them to 'tap out' of their phones before placing an online bet. The advice for bettors to 'tap out' is part of a strategy to encourage adoption of a new specific and easy to follow behaviour of pausing before gambling, so they can reconsider their bet.

Bet Regret is targeted at an estimated audience of 2.4m men aged 18-34 who gamble frequently on sport. The first advert of the 2020 campaign premieres on Saturday 12th September during the kick-off match of the Premier League – Fulham v Arsenal at 12.30pm. The campaign will consist of two TV adverts alongside a radio and digital campaign.

The advertisements can be viewed [here](#) and [here](#).

For more information on GambleAware and the Bet Regret campaign, visit begambleaware.org/betregret

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About Football Supporters' Association Survey

- Survey was conducted by the Football Supporters' Association (FSA) in September 2020 among a sample of 922 participants

About Safer Gambling Campaign

- GambleAware established the Safer Gambling Board, which is made up of representatives from Public Health England, the Department for Digital, Culture, Media and Sport, the London South Bank University Centre for Addictive Behaviours Research and GambleAware itself, after being invited by the Minister responsible for gambling policy to design and deliver a campaign, based on best practice in public health education. The Board has overseen the campaign throughout its development.
- Bet Regret describes the universal feeling of remorse bettors often get when they make an impulsive bet – the kind of bet that bettors say they will know they will kick themselves for the moment they made it.

About GambleAware

- GambleAware is an independent charity (Charity No. England & Wales 1093910, Scotland SC049433) that champions a public health approach to preventing gambling harms – see <http://about.gambleaware.org/>
- GambleAware is a commissioner of integrated prevention, education and treatment services on a national scale, with over £40 million of grant funding under active management. In partnership with gambling treatment providers, GambleAware has spent several years methodically building structures for commissioning a coherent system of brief intervention and treatment services, with clearly defined care pathways and established referral routes to and from the NHS – a National Gambling Treatment Service.
- The National Gambling Treatment Service brings together a National Gambling Helpline and a network of locally-based providers across Great Britain that works with partner agencies and people with lived experience to design and deliver a system, which meets the needs of individuals. This system delivers a range of treatment services, including brief intervention, counselling (delivered either face-to-face or online), residential programmes and psychiatrist-led care.
- In the 12 months to 31 March 2019, provisional figures show that the National Gambling Treatment Service treated 10,000 people and this is projected to rise to 24,000 people a year

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by 2021. Helpline activity is currently running at about 30,000 calls and on-line chats per annum. GambleAware also runs the website BeGambleAware.org which helps 4.2 million visitors a year and signposts to a wide range of support services.

- GambleAware produces public health campaigns including Bet Regret. A Safer Gambling Board, including representatives from Public Health England, the Department for Digital, Culture, Media and Sport, and GambleAware, is responsible for the design and delivery of a campaign based on best practice in public health education. The Bet Regret campaign is being funded through specific, additional donations to the charity, in line with a commitment given to the government by the broadcasting, advertising and gambling industries. See <https://about.gambleaware.org/prevention/safer-gambling-campaign/>.