

December 2025

# Young People's Reflections on Gambling Marketing: A Survey of 11-24-Year-Olds in Great Britain

# Context and methodology



# Introduction

## Who did this research?

- This research was conducted by YouGov on behalf of GambleAware, drawing on academic expertise from Dr Raffaello Rossi (University of Bristol) and Dr Glen Dighton (Swansea University).

## Why was this research done?

- Exposure to gambling at scale and early onset of gambling behaviours in youth are associated with an elevated risk of developing gambling-related harms later in life.<sup>1</sup>
- Official statistics from the UK Gambling Commission (2025) show that 49% of 11–17-year-olds have gambled in the past year. Around 1.2% of children are experiencing gambling problems, with a further 2.2% at risk.<sup>2</sup>
- Although marketing is widely understood to influence gambling behaviour, large-scale, nationally representative studies on children's views and attitudes towards gambling marketing are largely missing.

Accordingly, this research aimed to understand children and young people's views and attitudes towards gambling marketing in Great Britain, using survey data from 3,260 participants aged 11–24.

1. Perez (2024). Too Young to Gamble: Long-term Risks from Underage Gambling. Available at: <https://ouci.dntb.gov.ua/en/works/7W3ObPD7/>

2. Gambling Commission (2025), Young People and Gambling 2025: Official statistics. Available at: <https://www.gamblingcommission.gov.uk/statistics-and-research/publication/young-people-and-gambling-2025-official-statistics>

# Methodology

## Phase 1: Background research

- **28 Aug – 18 Sept 2025:** A consultation phase captured responses from 12 relevant stakeholders. It identified priority areas to address in the survey, with insights sourced from a short online survey distributed by GambleAware. Responses were gathered anonymously from respondents including researchers, charities and those with lived experience.
- The survey included 3 open-ended questions exploring what people wanted to ask children or young people about gambling, what else the survey should cover and any specific groups to focus on.
- **16 Sept 2025:** A focus group conducted with five young people between the ages of 19 and 23 sought their input on important topics to cover and how the target group may engage in or interpret different aspects of the survey. The age range reflects the fact that younger participants did not opt-in to the focus group.
  - Participants were recruited via Ygam, a charity working to prevent gaming and gambling harms among young people.
  - The session entailed a general introduction/warm-up, thoughts about research on gambling, attitudes to and perceptions of gambling, awareness of gambling brands and advertising, safer gambling messaging and policies, and final thoughts or comments

## Phase 2: Cognitive interviews

- **1 – 8 Oct 2025:** Nine individual cognitive interviews were conducted with children and young people between the ages of 11 and 24 to explore their understanding of specific survey questions, ensure appropriate language was being used throughout, and capture any angles or answer options that had been missed.
- The survey was refined based on their feedback e.g. wording simplified, examples added.
- Whilst nine cognitive interviews offered solid refinement insight, it is recognised that nuanced interpretations or colloquial framing of gambling-adjacent content by children and young people could have still been missed

# Methodology

## Phase 3: Quantitative research

- The final phase involved surveying 3,260 children and young people on their experience and perception of gambling marketing.
- The survey was informed by findings from the consultation phase, focus group, and cognitive interviews.
- The sample was sourced from YouGov's online panel and was designed to be representative of children and young people (aged 11 to 24) in Great Britain (GB) by age, gender, region, and ethnicity.
- Fieldwork was undertaken between the 20th October and 5th November 2025, including a pilot stage to ensure everything was working as intended.

## Notes for interpretation

- Throughout the report significant differences have been noted. Significant testing has been done to the 95% confidence interval.
- In the analysis, we have focused on the differences between children aged 11-17 and young people aged 18-24 due to laws permitting gambling in GB for those aged 18 and over only.
- We acknowledge the limitations of online recruitment, including issues of digital exclusion and the under-representation of low-income children and young people.
- We have also focused analysis on the following groups who are at greater risk of gambling problems, according to GambleAware analysis<sup>3</sup>:
  - People from Black backgrounds
  - People from South Asian backgrounds
  - People who are 'Affected Others' (affected negatively by someone else's gambling)
  - People living in the most deprived areas (IMD deciles 1-2)
  - People who are neurodivergent

3. GambleAware (2025), The gambling harms inequalities framework: extended executive summary. Available at: <https://www.gambleaware.org/our-research/publication-library/articles/the-gambling-harms-inequalities-framework-extended-executive-summary/>

# Key findings & recommendations

02

# Key findings (1)

## Awareness of gambling brands and exposure to gambling content is high among 18-24s and 11-17s

- 35% of 18-24s and 20% of 11-17s could mention three or more gambling brands unprompted (e.g. Bet365, Paddy Power, Betfred).
- When shown gambling logos (including Sky Bet, the National Lottery), 77% of 18-24s and 58% of 11-17s could recognise three or more logos.
- Most 18-24s (81%) and 11-17s (66%) recall being exposed to gambling marketing (e.g. adverts on TV or social media or shop/window displays) in the past month.

## Young people are most frequently exposed to gambling ads online – on phones, computers and tablets

- Around 2 in 5 (38%) young people say this, higher than on TV (27%), in public places (15%) or on the radio (3%).
- 18-24s are more likely than 11-17s (45% vs. 31%) to say they see online advertising most often.

## Gaming and sports sponsorship drive high awareness and interaction among young people

- Over 1 in 3 (37%) young people say they've seen games that feel like gambling, and over 1 in 4 (27%) of these have interacted with them. A similar proportion (36%) have seen sports or gaming footage featuring gambling logos on clothing, with almost 1 in 4 (23%) of this group engaging with it.
- Adverts for online casinos or online betting see the biggest gap between those aware and those interacting with the content.



# Key findings (2)

## **Most say that gambling ads make gambling seem harmless, with not enough warning of the risks**

- Around 3 in 5 (64%) young people say gambling ads make gambling seem harmless, slightly higher among 18-24s (67%) vs. 11-17s (61%).
- A similar proportion (60%) say gambling ads do not give enough warning about potential risks, again slightly higher among 18-24s (65%) vs. 11-17s (55%).

## **Alternative messages previously identified in research<sup>4</sup> such as 'gambling comes at a cost' and 'gambling is addictive' are seen as more effective than the current industry strapline 'Take Time To Think'**

- 1 in 3 young people say that 'gambling comes at a cost' is the message that most shows the potential risks of gambling, higher than Take Time to Think (33% vs. 6%).
- A similar pattern exists for the message most likely to prevent someone gambling before they turn 18 (24% for 'gambling comes at a cost' vs. 9% for 'Take Time To Think').

## **There is strong support for tighter regulatory restrictions – many back banning or restricting gambling ads across all platforms**

- The majority (84%) of young people think adverts should be banned or restricted on social media popular with children, with high proportions also saying this for the TV/radio (79%), video games (78%) and in shop windows (74%).
- 3 in 5 (59%) young people support a complete ban on gambling adverts on social media popular with children.

## **Most want clear risk warnings on ads and websites, with gambling advertising seen as hard to avoid**

- The majority of 18-24s (73%) and 11-17s (64%) agree that it's difficult to avoid gambling advertising and content.
- Similar majorities say that more should be done to reduce the amount of gambling advertising/content they see (73% of 11-24s) and there should be messages about the risk of gambling on gambling adverts and websites (84% of 11-24s).



# Recommendations (1)

*Produced by Dr Raffaello Rossi and Dr Glen Dighton*

Around 15% of children (11–17-year-olds) in this study said they gambled because of advertising, which promotes an illegal activity for under-18s. Regulators should treat this as a priority harm. We recommend that the following changes be implemented via statutory regulation rather than self-regulation. At present, Great Britain is a global outlier in relying primarily on industry self-regulation for gambling advertising<sup>5</sup>.

## 1. Policy and Legislation

### **Limit the volume of gambling advertising**

Children's exposure to gambling ads is high, and current rules in Great Britain focus on content rather than volume. Statutory limits or bans on when and where gambling ads can appear are increasingly introduced across Europe. We suggest the following to reduce the exposure to children:

- **Watershed ban**
  - Similar to the forthcoming fast-food advertising restrictions, introduce a statutory watershed on gambling advertising – for example 6 a.m. to 9 p.m. – on television, radio and paid-for online advertising to reduce children's exposure.
- **Ban gambling content marketing**
  - Over one-third of young people engaged with content marketing such as memes or jokes about gambling, and previous research shows this is particularly appealing to children<sup>6</sup>. Gambling content marketing (e.g. influencer reel, TikTok challenges) should be banned.
- **Reduce child-facing sponsorship and branding**
  - Phase out prominent gambling branding in youth-heavy environments, such as during major sporting events, on public transport or around schools.
  - Sports or gaming footage with gambling logos on clothing has high awareness and high engagement amongst young people online. A land-based policy will be impactful in reducing exposure to gambling logos online.

5. Ipsos (2024), Drivers of Gambling Marketing Restrictions – An International Comparison. Available at: <https://www.gambleaware.org/our-research/publication-library/articles/drivers-of-gambling-marketing-restrictions-an-international-comparison/>

6. Rossi, R & Nairn, A (2024), Clearly (not) identifiable – The recognisability of gambling content marketing. Available at: <https://journals.sagepub.com/doi/full/10.1177/14707853241292953>

# Recommendations (2)

*Produced by Dr Raffaello Rossi and Dr Glen Dighton*

## 2. Regulations and Enforcement

### **Introduce online-specific rules for gambling marketing**

Smartphones and online platforms are the main source of gambling ads for children, yet we do not have specific rules for this form of advertising. However, current rules are poorly equipped to deal with targeted, data-driven and shareable content. We recommend:

- **Create a central repository for online gambling ads**
  - As part of the UK Gambling Commission Licencing Conditions, all online gambling marketing should be mandated to be logged in a publicly accessible repository, enabling independent scrutiny of creative content, targeting and spend.
- **Default opt-out setting for under-25s**
  - Social media platforms already offer controls to limit gambling ads, but these are hidden in settings. For users under 25 - who are found to be particularly perceptible to gambling marketing<sup>7</sup> - the default should be to opt out of gambling marketing, with an active choice required to opt in.
- **Stronger duties on platforms and independent audits (e.g. algorithmic ad-serving checks, repeat breach penalties)**
  - Place a legal duty on platforms not to serve gambling ads to under-18s, backed by independent audits of age-gating, targeting and enforcement.

## 3. Public Health, Messaging, and Education

### **Mandate strong, youth-tested safer gambling messaging**

Children and young people rated messages such as “Gambling comes at a cost” and “Gambling is addictive” as most effective:

- **Standardised, prominent health warnings on all gambling messaging**
  - Require clear, prominent and standardised evidence-based health warnings on all gambling marketing and branded communications, including adverts, sponsorship, and in-app promotions.
- **Independent, youth-tested campaigns**
  - Develop safer gambling campaigns independently of industry and test them with young people to ensure that messages are salient, understandable and more prominent than brand or promotional content.

7. Rossi, R & Nairn, A (2024). Priming Young Minds. Available at: <https://www.journals.uchicago.edu/doi/abs/10.1086/729290>

# Suggestions for further research (1)

*Produced by Dr Raffaello Rossi and Dr Glen Dighton*

Despite growing evidence that children and young people are widely exposed to gambling marketing, significant gaps remain in our understanding of how this exposure affects different groups, how new digital and social formats shape behaviour, and how well regulatory and platform-level systems function in practice. To support evidence-based policymaking, we recommend the following areas for further research:

## 1. The impact of content marketing on children and young people

Given that over one-third of children and young people engaged with gambling-related content marketing (e.g., memes, jokes, influencer content), further research should examine:

- how these formats influence risk perceptions, normalisation of gambling, and early intentions to gamble
- the relative influence of humour, virality, short form vs. long-form content, and peer-sharing on under-18 audiences

## 2. Exposure pathways and targeting systems on online platforms

As smartphones and social platforms are the primary source of gambling advertising for children, research is needed to understand:

- how platform advert delivery and recommendation systems (including feeds, suggested content, and promoted posts) show gambling ads to under-18s despite age restrictions
- the accuracy and limitations of age-verification, interest-inference, and profiling and recommendation algorithms used in advert targeting
- the role of cross-platform data sharing, recommendation optimisation, and third-party ad networks in unintentionally reaching minors

## 3. Developmental vulnerability and high-risk groups

The findings highlight that neurodivergent young people, those in more deprived areas, and those affected by someone else's gambling show higher exposure and interaction. Research should explore:

- how overlapping vulnerabilities (e.g., neurodivergence, socio-economic deprivation, high gaming consumption) intersect to increase exposure to gambling marketing
- whether current marketing practices disproportionately impact or reach by these groups
- tailored harm-prevention strategies that account for intersecting developmental, social, and digital risk factors.

# Suggestions for further research (2)

*Produced by Dr Raffaello Rossi and Dr Glen Dighton*

## 4. Early gambling behaviours and the role of marketing

With 15% of 11–17-year-olds reporting direct engagement with gambling companies, and some beginning to gamble before legal age, research should examine:

- the extent to which marketing contributes to early gambling initiation
- longitudinal pathways from exposure, to engagement, to underage gambling, to harm

## 5. Effectiveness of safer-gambling health warnings for young people

Children and young people identified messages such as “Gambling comes at a cost” and “Gambling is addictive” as most effective, yet current warnings remain limited. Research should test:

- which warning messages work best for different age groups (e.g., 11–13 vs 14–17)
- the effectiveness of different formats and delivery mechanisms (e.g., banner overlays, full-screen warnings, pre-rolls, platform-push messages)
- optimal placement, prominence, and frequency of warnings in digital and social contexts

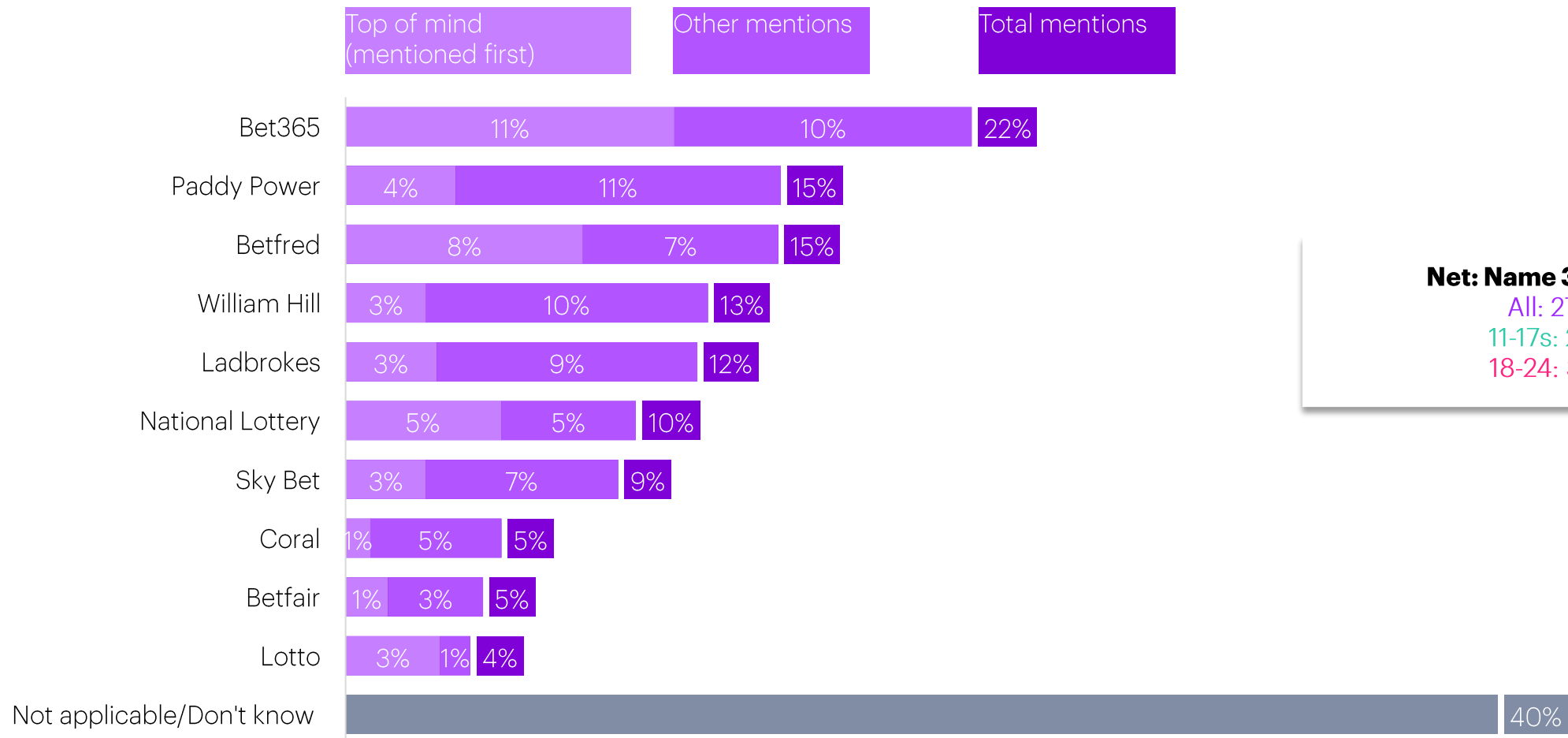
# Awareness of gambling brands

03

# 1 in 5 11–17-year-olds can name 3 or more gambling brands without prompts, indicating brand familiarity is already embedded at early ages

YouGov

Recall of gambling brands  
(Unprompted) – Top 10 shown



Q1a. Which gambling brands, if any, can you think of?  
Base: All children and young people aged 11-24 (n=3,260), 11-17s (n=1645) and 18-24s (n=1615).

# 7 in 10 recognise 3 or more of the logos of gambling/gambling-related companies shown

Those aged 18-24 are more likely than those aged 11-17 to identify all logos.

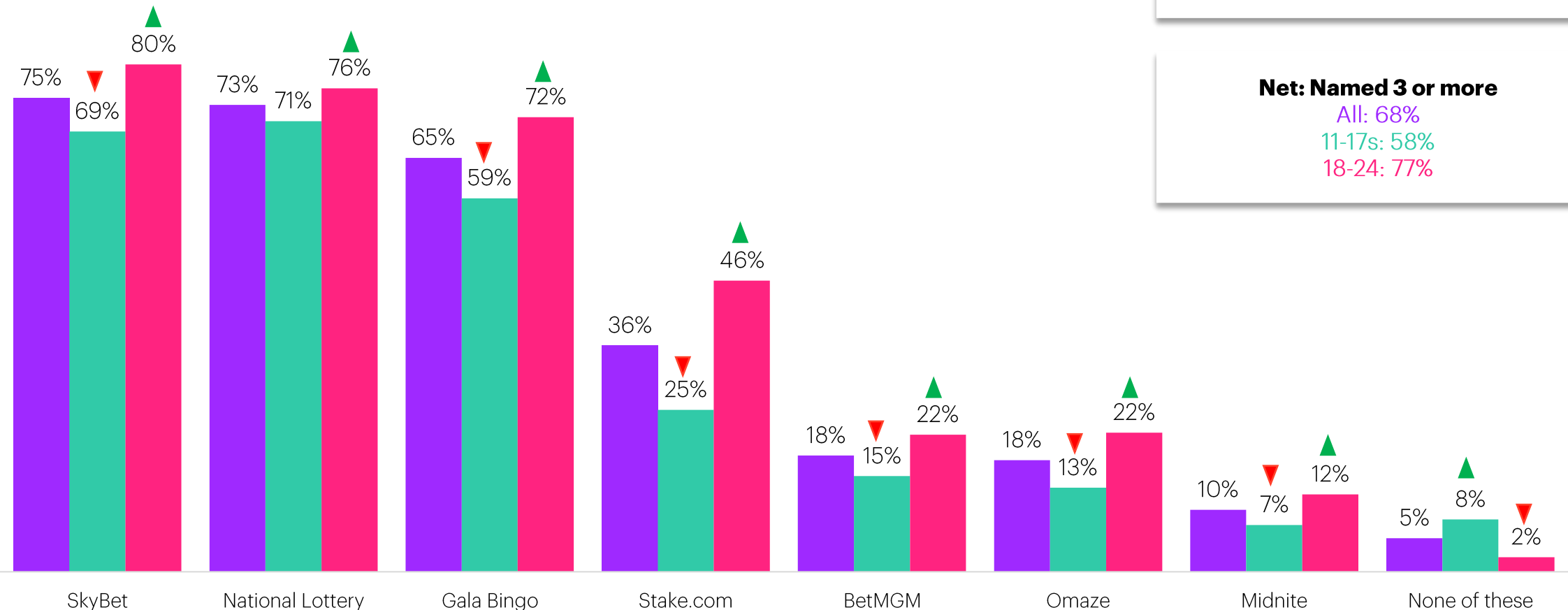
Recognition of gambling logos\*  
(Prompted)

Net: Any gambling or gambling-related company

All: 92%  
11-17s: 89%  
18-24: 95%

Net: Named 3 or more

All: 68%  
11-17s: 58%  
18-24: 77%



Q2. Which of these are gambling brands? You can click as many as you want.

Base: All children and young people aged 11-24 (n=3,260), 11-17s (n=1,645) and 18-24s (n=1,615)

\*Note: Respondents were shown a selection of logos from gambling and gambling-adjacent companies. These were chosen to represent a broad range of brands operating within or closely linked to the gambling sector. Non-gambling brands were also shown, including those for McDonalds, YouTube, Nike, PlayStation, Coca Cola, and Apple. These were mentioned by <8% of young people.

▲ Significantly higher or  
▼ lower than average



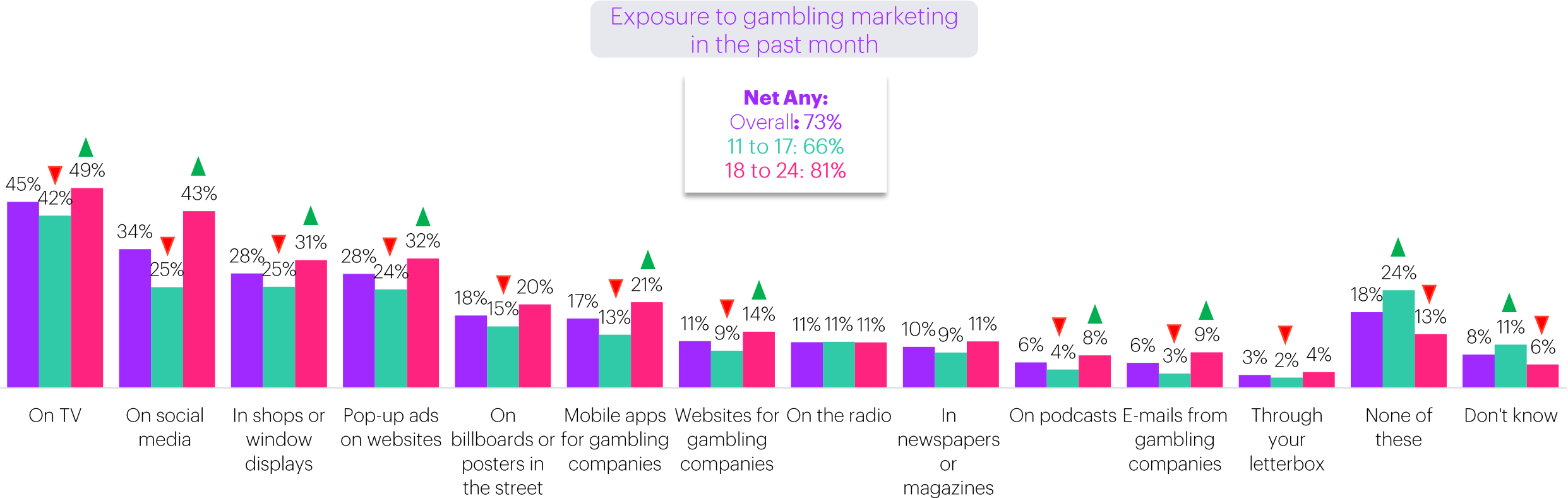
# Exposure to & opinion of gambling content

04

# Almost 3 in 4 young people recall exposure to gambling marketing in the past month

YouGov

Seeing adverts for gambling on TV is most common, followed by on social media. High recall indicates repeated contact and embedded visibility of gambling marketing in youth media environments. This raises concerns given that 11-17s are not legally permitted to gamble.



Q3. In the past month, where have you seen or heard any marketing promoting gambling? Please select all that apply.  
Base: All children and young people aged 11-24 (n=3,260), 11-17s (n=1,645) and 18-24s (n=1,615)

▲ Significantly higher or  
▼ lower than average

# Affected others and 18-24s report the highest past-month exposure to gambling marketing



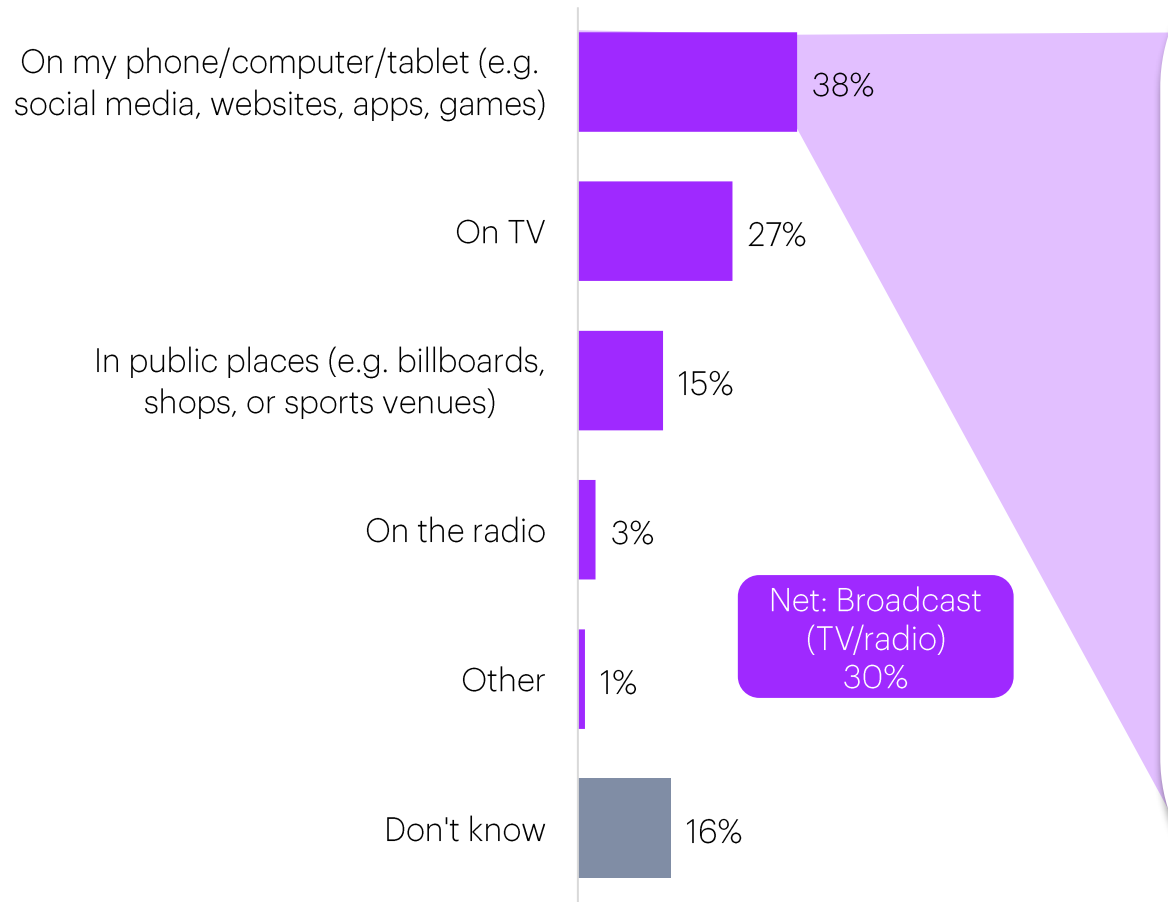
Q3. In the past month, where have you seen or heard any marketing promoting gambling? Please select all that apply. Base: All children and young people aged 11-24 (n=3,260), Men/boys (n=1,621), Women/girls (n=1,639), 11 to 17 (n=1,645), 18 to 24 (n=1,615), England (n=2,613), Wales (n=312), Scotland (n=335), White (n=2,488), Ethnic minority (n=772), Neurodivergent (n=576), Neurotypical (n=2,556), Affected others (n=205), Not affected others (n=2,994)

\*\*Affected others defined as those who say they personally know someone who has been negatively affected by their gambling.

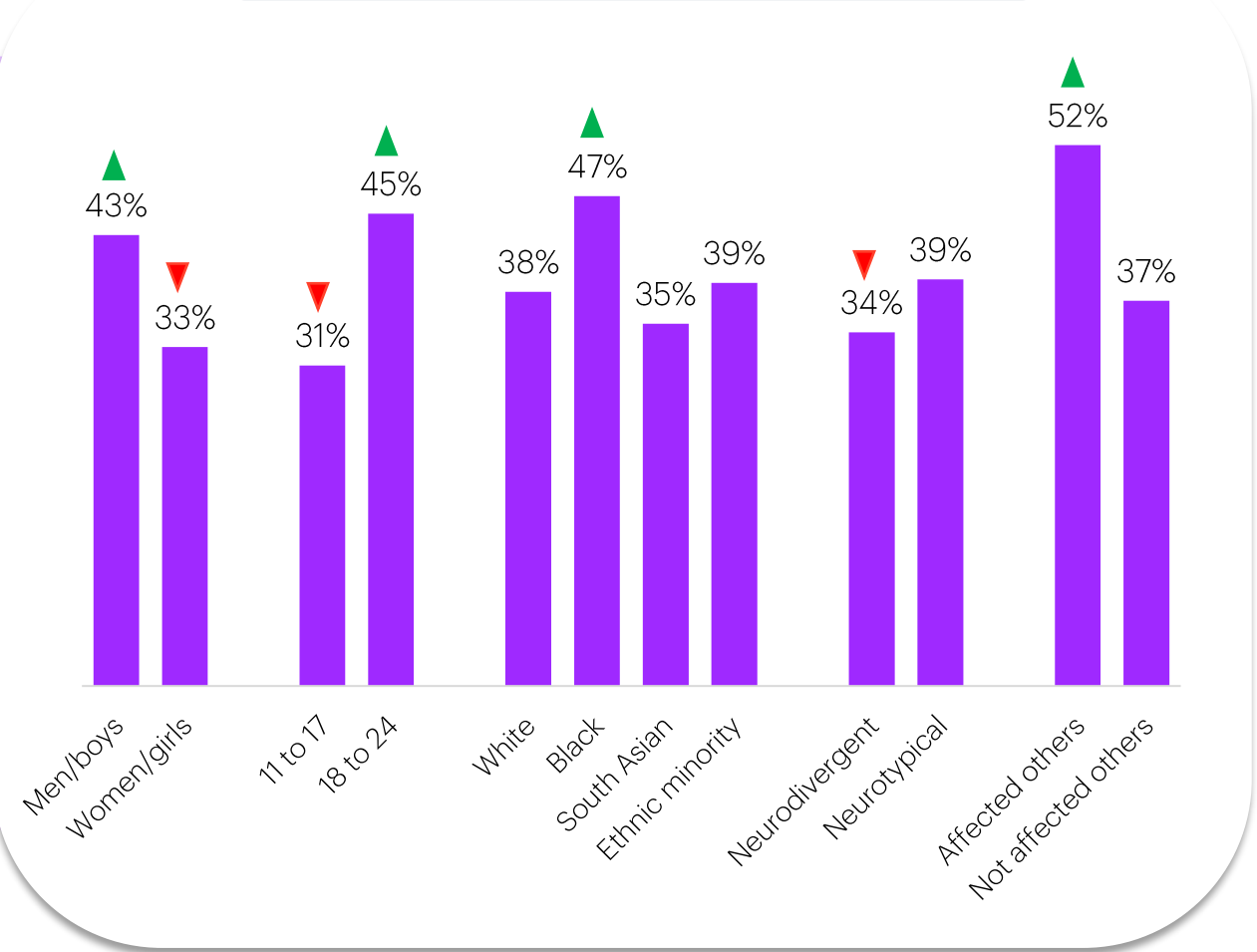
# Almost 4 in 10 recall seeing gambling adverts on their personal devices most often

Men/boys, those 18-24, from Black backgrounds and affected others are more likely to say this.

Where see gambling adverts most often



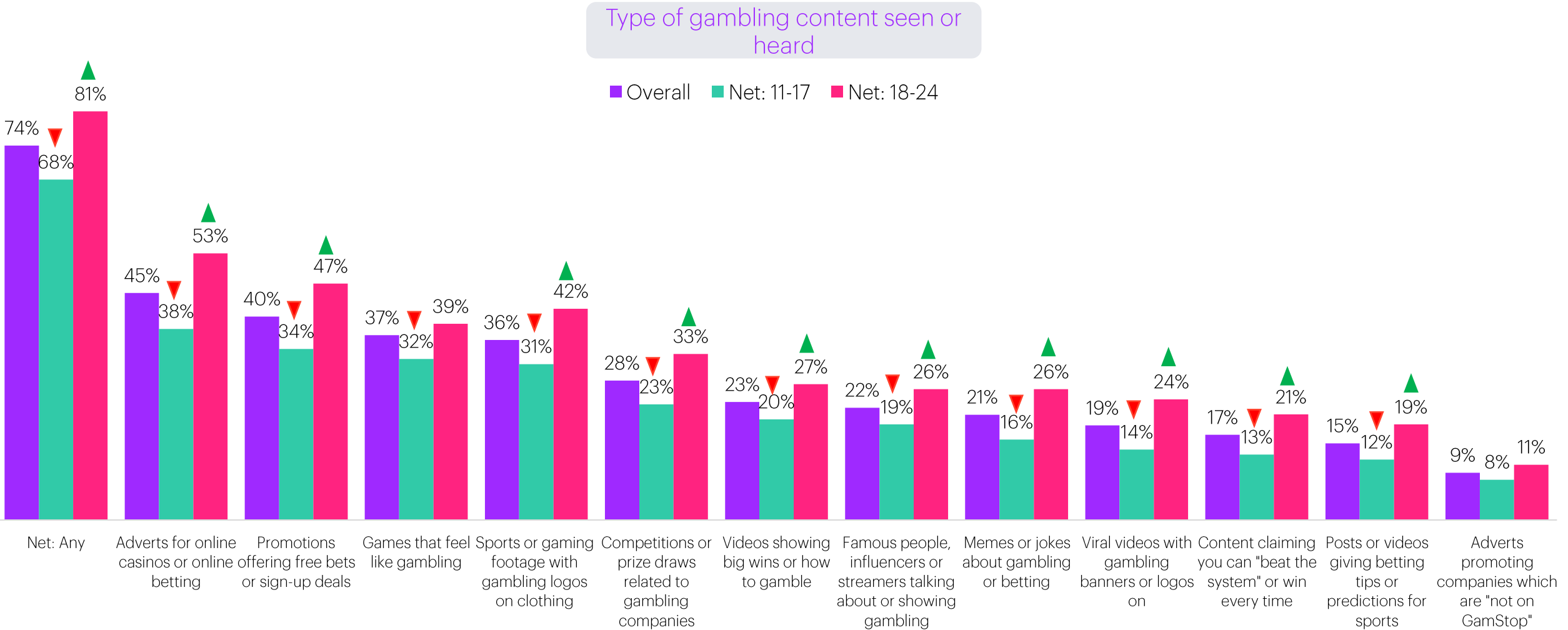
Adverts on phone/computer/tablet by key demographics



Q3b. And, in your everyday life, where do you see gambling adverts most often? Please select one answer. Base: All children and young people aged 11-24 (n=3,260), Men/boys (n=1,621), Women/girls (n=1,639), 11 to 17 (n=1,645), 18 to 24 (n=1,615), White (n=2,488), Black (n=212), South Asian (n=256), Ethnic minority (n=772), Neurodivergent (n=576), Neurotypical (n=2,556), Affected others (n=205), Not affected others (n=2,994)

\*Neurodivergent defined as those who have been diagnosed with ADHD, Autism, Dyscalculia, Dyslexia, Dyspraxia or Developmental Coordination Disorder (DCD)

# 3 in 4 have seen or heard any type of gambling-related content listed, with adverts for online casinos or betting most common

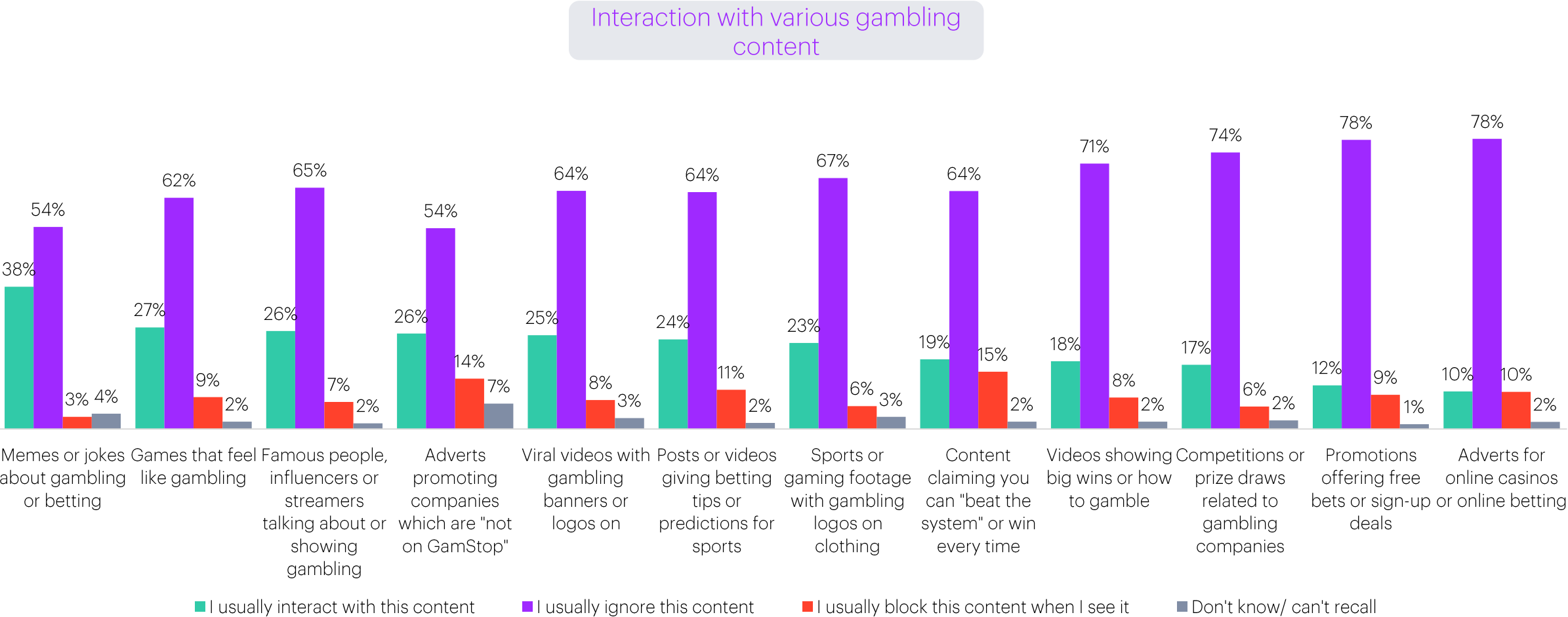


Q4. What kind of gambling content or adverts have you seen or heard? Please select all that apply.  
Base: All children and young people aged 11-24 (n=3,260), 11-17s (n=1,645) and 18-24s (n=1,615)

▲ Significantly higher or lower than average

# Of the various types of gambling content seen or encountered, memes or jokes are most likely to be interacted with

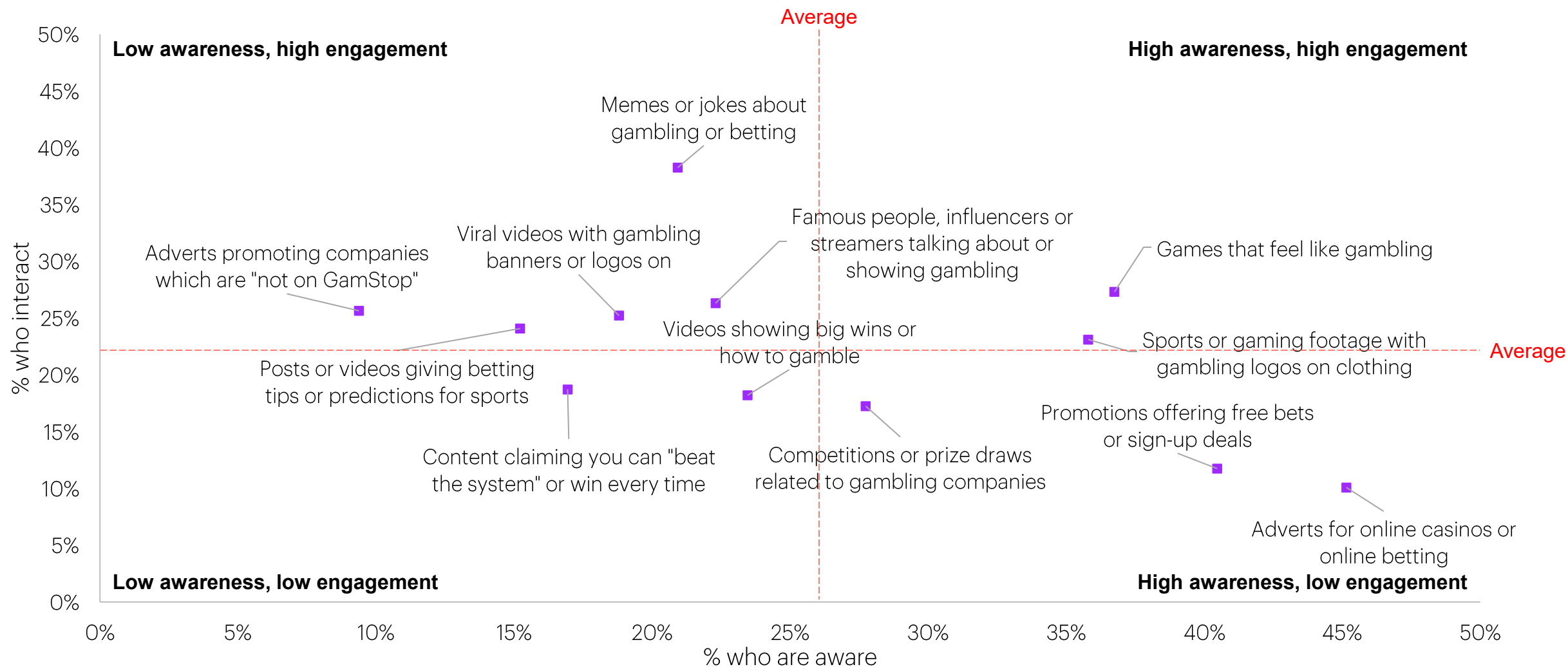
Those aged 18-24 are more likely than 11-17-year-olds to interact with competitions or prize draws (20% vs. 13%), promotions (15% vs. 8%), and adverts promoting companies not on 'GamStop' (31% vs. 19%).



Q6. You said you've seen some gambling content or adverts before. For each one, please say whether you usually interact with it (like watch, click on, like, or share it), block it, or if you usually just ignore it (like scroll past or don't watch).  
Base: All who had seen each type of content (n=1,469 to 297).

# Adverts for online casinos or online betting see the biggest gap between those aware and those interacting with the content

YouGov



Q4. What kind of gambling content or adverts have you seen or heard? Please select all that apply. The answers will appear over two screens, with an option for 'none of these' on the second screen. Please read each answer carefully. Base: All (n=3,260)

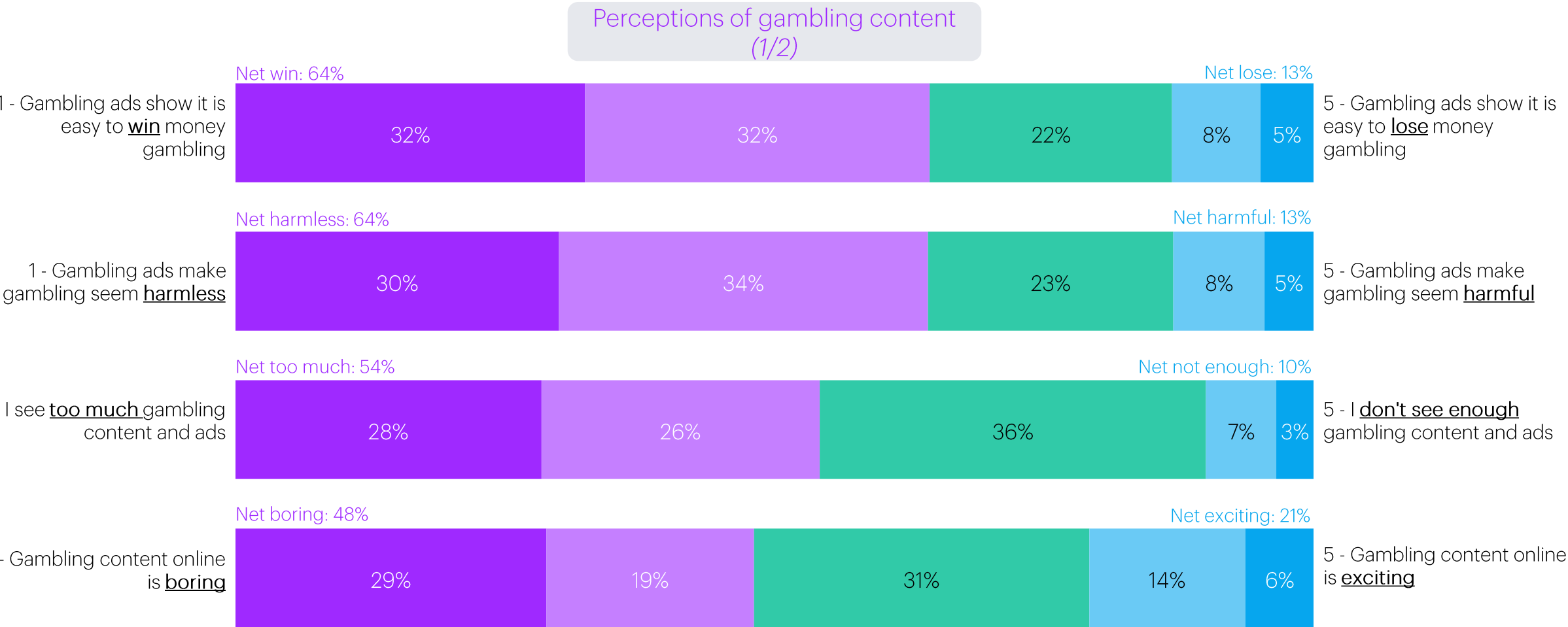
Q6. You said you've seen some gambling content or adverts before. For each one, please say whether you usually interact with it (like watch, click on, like, or share it), block it, or if you usually just ignore it (like scroll past or don't watch). Base: All who had seen each type of content (n=1,469 to 297).



# Children and young people are most likely to think that gambling adverts show it is easy to win money, and that gambling is harmless

YouGov

Those aged 18-24 are more likely to say that gambling ads make gambling seem harmless (67% vs. 61% of 11-17s), that they see too much gambling content (62% vs. 47%), and that gambling content online is exciting (24% vs. 18%).

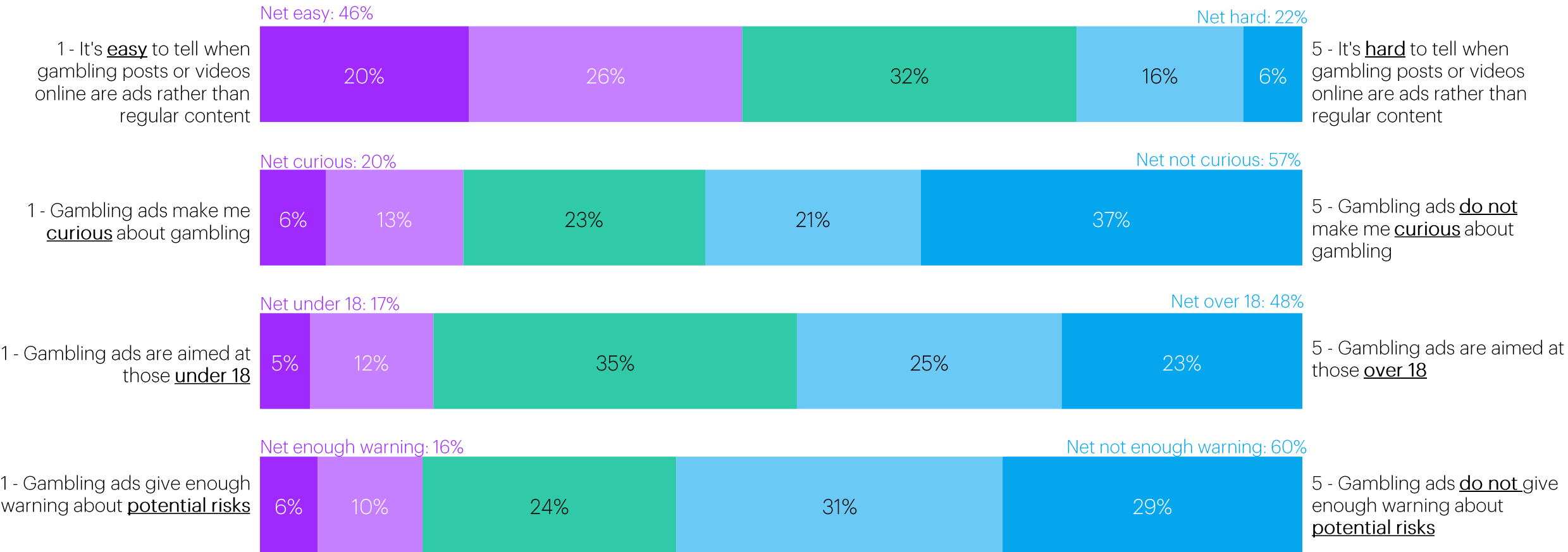


Q7. For each of the statements about gambling adverts and content, please place yourself on the scale below. You can either choose one of the statements at each end, or place yourself somewhere in between.  
Base: All children and young people aged 11-24 (n=3,260)

# 6 in 10 think that gambling adverts do not give enough warning about potential risks

Those aged 18-24 are more likely to say that gambling ads do not give enough warning about potential risks (65% vs. 55% of 11-17s).

Perceptions of gambling content  
(2/2)

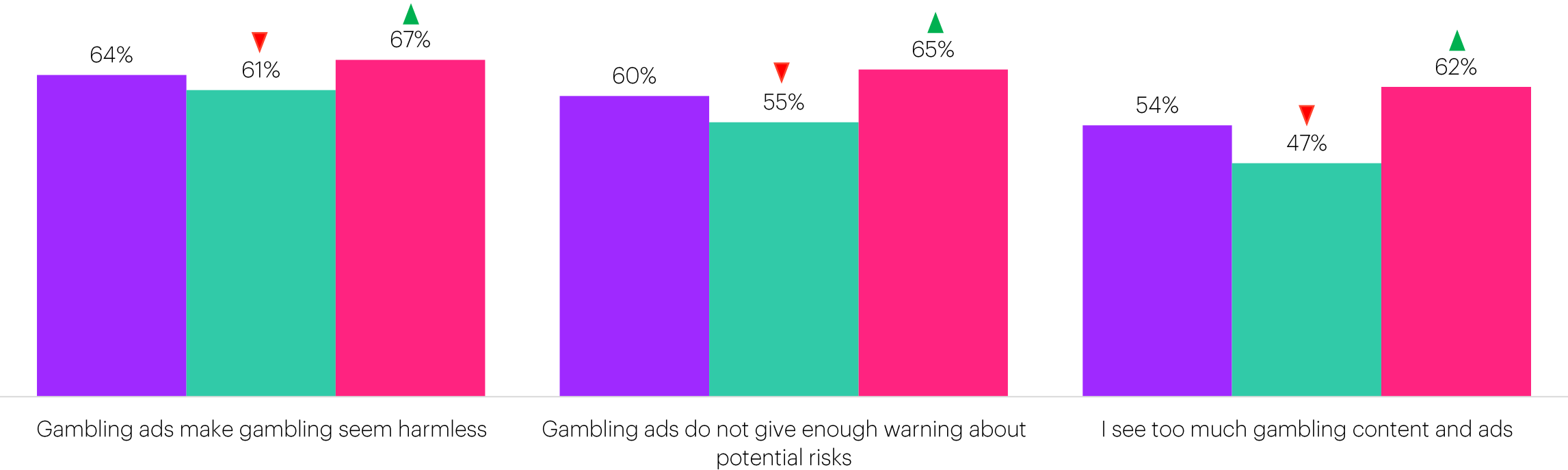


Q7. For each of the statements about gambling adverts and content, please place yourself on the scale below. You can either choose one of the statements at each end, or place yourself somewhere in between.  
Base: All children and young people aged 11-24 (n=3,260)

# Over half of those aged 11-17 think that gambling ads do not give enough warning about potential risks

Perceptions of gambling content  
NETS

Overall 11 to 17 18 to 24



Q7. For each of the statements about gambling adverts and content, please place yourself on the scale below. You can either choose one of the statements at each end, or place yourself somewhere in between.  
Base: All children and young people aged 11-24 (n=3,260), 11 to 17 (n=1,645), 18 to 24 (n=1,615)

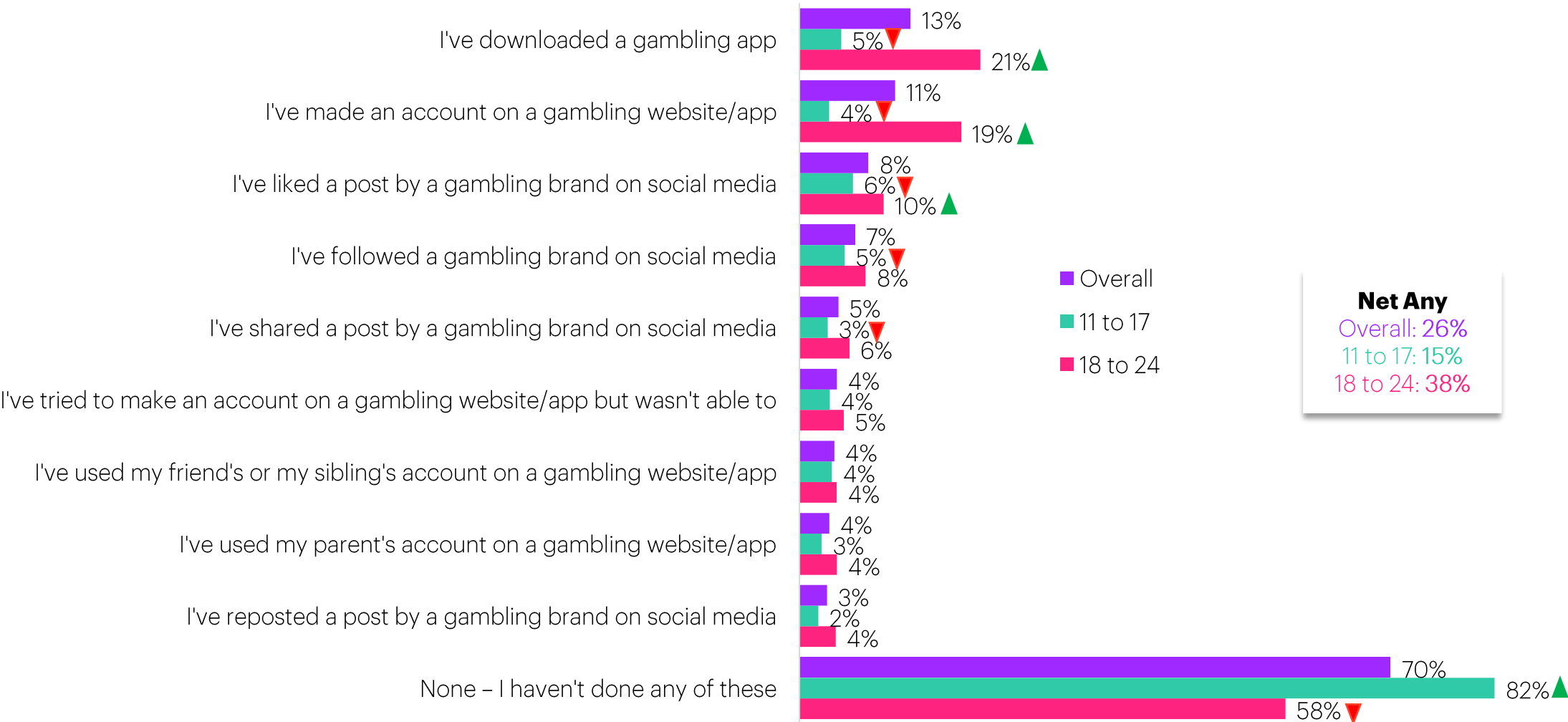
▲ Significantly higher or  
▼ lower than average

# Experience of gambling

05

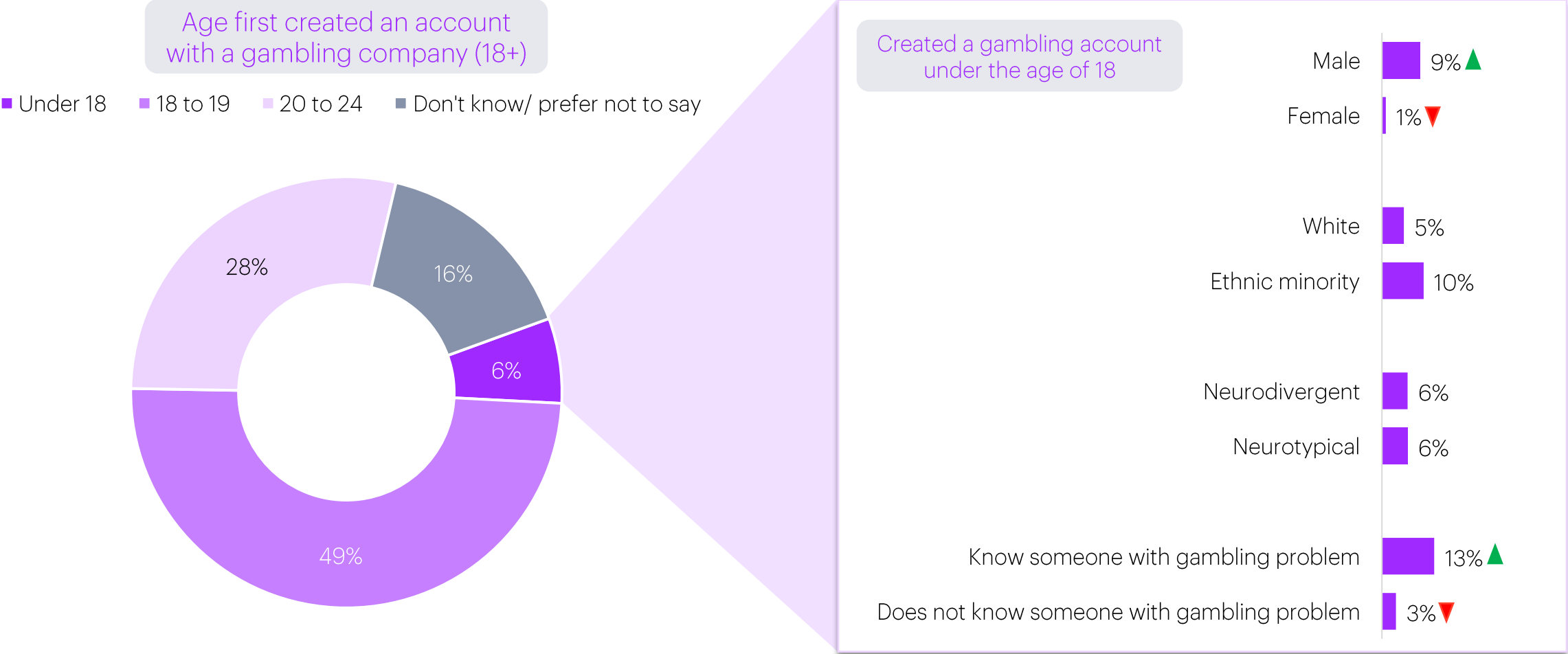
# Around 1 in 4 young people have engaged with gambling companies in some capacity online, most frequently by downloading a gambling app

## Engagement with gambling companies



Q8. Have you done any of these with gambling companies? Please select all that apply.  
Base: All children and young people aged 11-24 (n=3,260), 11-17s (n=1645) and 18-24s (n=1615).  
Don't know and prefer not to say have been excluded from the slide

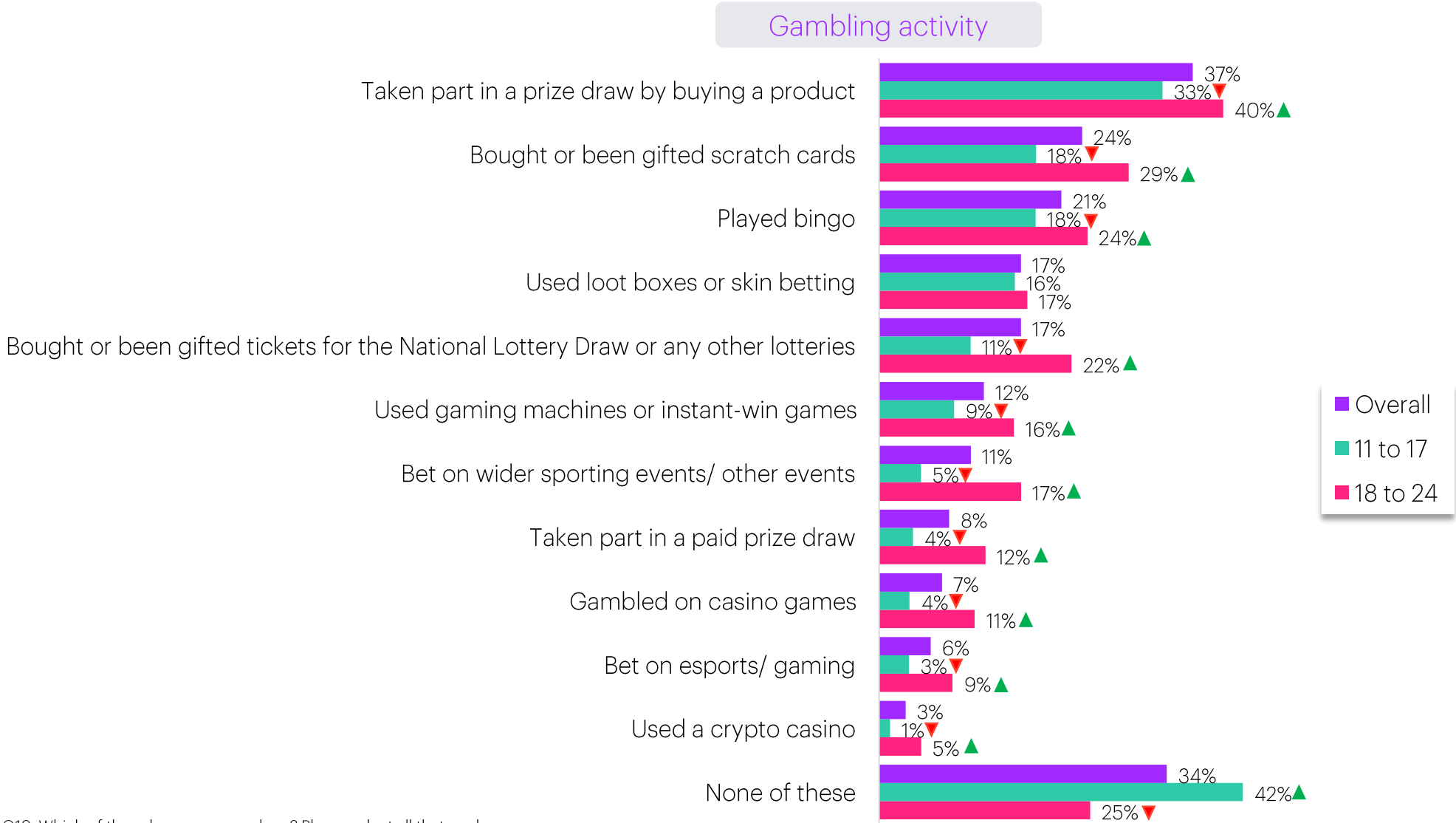
# Six percent of 18-24s first created a gambling account under the age of 18 – more likely to be men and those who know someone with a gambling problem



Q9\_rcx. How old were you when you first created an account with a gambling company?  
Base: All 18+ who have made an account (n=320)

▲ Significantly higher or  
▼ lower than average

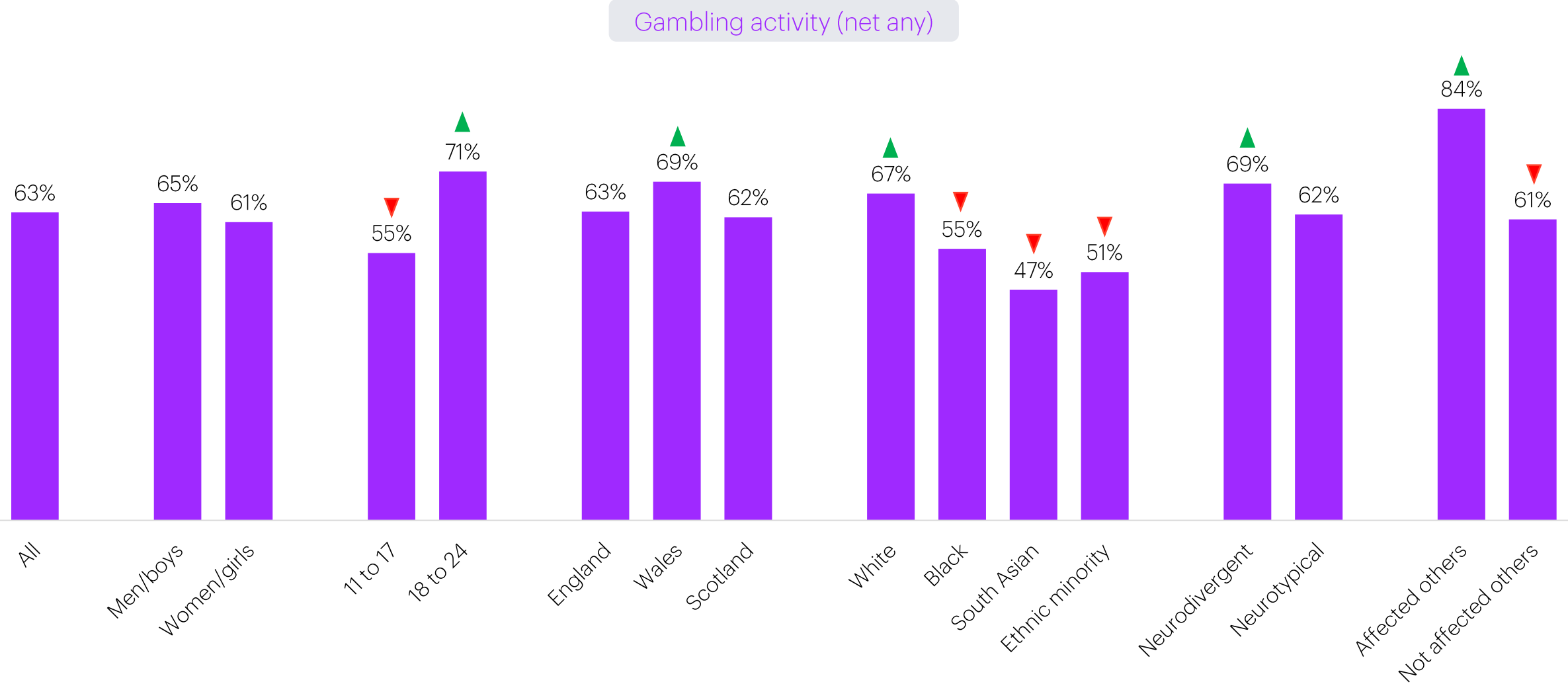
# 18-24s are more likely to engage in all gambling activities, except loot boxes and skin betting



Q10. Which of these have you ever done? Please select all that apply.  
Base: All children and young people aged 11-24 (n=3,260), 11-17s (n=1,645) and 18-24s (n=1,615).  
Don't know and prefer not to say have been excluded from the slide



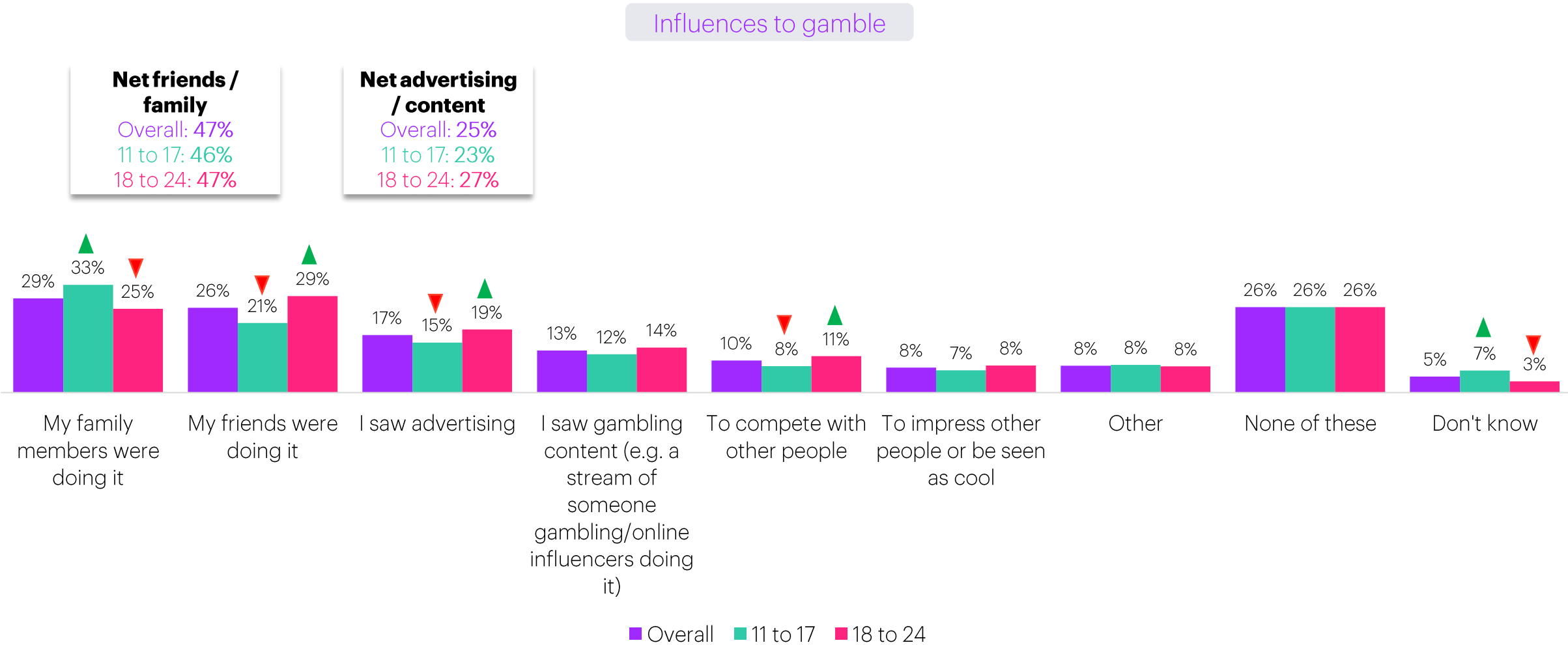
# Young people most likely to have taken part in any form of gambling or gambling-like activity include men/boys, those aged 18-24, those who are neurodivergent, and affected others



Q10. Which of these have you ever done? Please select all that apply. Base: All children and young people aged 11-24 (n=3,260), Men/boys (n=1,621), Women/girls (n=1,639), 11 to 17 (n=1,645), 18 to 24 (n=1,615), England (n=2,613), Wales (n=312), Scotland (n=335), White (n=2,488), Black (n=212), South Asian (n=256), Ethnic minority (n=772), Neurodivergent (n=576), Neurotypical (n=2,556), Affected others (n=205), Not affected others (n=2,495)

▲ Significantly higher than average  
▼ Significantly lower than average

# Of those who have gambled, a quarter say that advertising and/or content influenced them to gamble



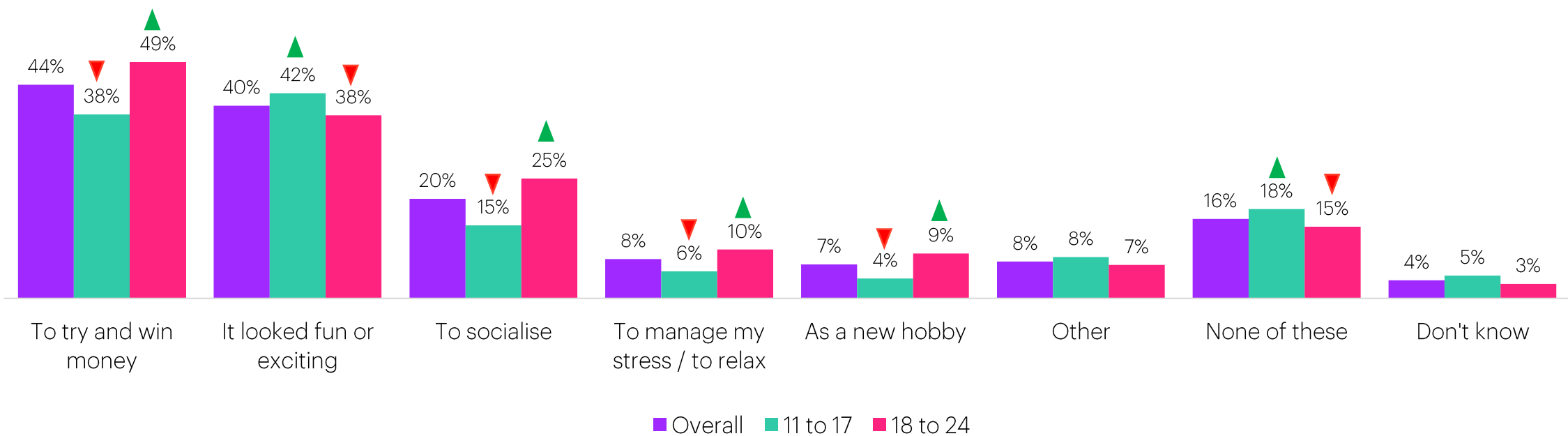
Q11. Thinking about why you first took part in gambling... Which of the following influenced you? By influenced, we mean encouraged you to gamble. Please select all that apply. Base: All who have gambled (n=2,058)

▲ Significantly higher or lower than average

# Those aged 11-17 are most likely to say they took part in gambling or gambling-like activities because it looked fun or exciting, whilst 18-24s are most likely to have tried to win money

YouGov

## Reasons for gambling



Q11a. And thinking about your own reasons for gambling... Why did you take part? Please select all that apply. Base: All who have gambled (n=2,058)

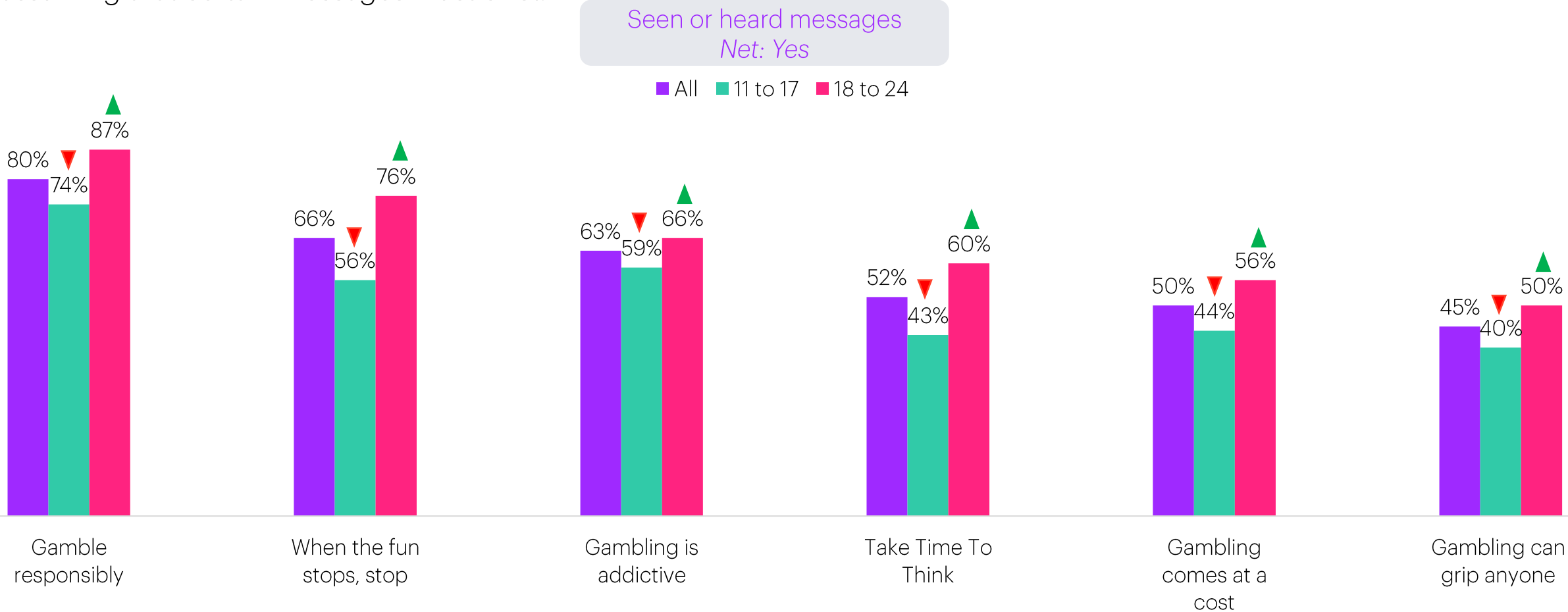
▲ Significantly higher or  
▼ lower than average

# Perceptions of safer gambling messaging on gambling adverts



# Most young people recognise ‘Gamble responsibly’, with around half recalling ‘Take Time To Think’

Overall recall of the wider set of messages is relatively high, despite some not being widely used in adverts or on websites. This indicates that young people may be drawing on phrases they have encountered more generally, or assuming that certain messages must exist.



Q14a. Have you seen or heard of any of the following messages related to gambling (e.g. on gambling adverts or websites)?  
Base: All children and young people aged 11-24 (n=3,260), 11-17s (n=1,645) and 18-24s (n=1,615).

▲ Significantly higher or  
▼ lower than average

# 'Gambling comes at a cost' and 'Gambling is addictive' are seen as the most effective messages for highlighting the risks of gambling and discouraging underage gambling

YouGov

These messages also performed strongly in GambleAware's Safer Gambling Messaging Study. In contrast, *Take Time to Think* is viewed as the message most likely to be ignored by people their age, reinforcing the need for more effective safer gambling messaging.

Messages most likely to...



Q15a. Which one of the messages you've just seen do you think is most likely to...

Base: All children and young people aged 11-24 (n=3,260)

An oversight in the setup meant that 'Gamble responsibly' was asked at Q14a but not Q15a.

\* Indicates message performed within top 2 preferred for that statement.

# Those aged 11-17 and 18-24 are most divided on which message will best show the potential risks of gambling

Those aged 11-17 are more likely to think that ‘gambling is addictive’ will show the potential risks, whilst 18-24s are more likely to select most other messages asked about.

Messages most likely to...  
By age

	Prevent someone gambling before they turn 18		Show the potential risks of gambling		Be ignored by people your age	
Message	11-17	18-24	11-17	18-24	11-17	18-24
Take time to think	8%	10%	5%▼	8%▲	<b>24%</b>	<b>26%</b>
When the fun stops, stop	10%	11%	11%▼	14%▲	16%▼	20%▲
Gambling comes at a cost	<b>23%</b>	<b>25%</b>	<b>32%</b>	<b>34%</b>	10%	12%
Gambling can grip anyone	11%	13%	9%▼	14%▲	12%	14%
Gambling is addictive	22%▲	17%▼	26%▲	20%▼	16%	14%

Q15a. Which one of the messages you've just seen do you think is most likely to...  
Base: All children and young people aged 11-24 (n=3,260), 11-17s (n=1,645) and 18-24s (n=1,615).  
An oversight in the setup meant that ‘Gamble responsibly’ was asked at Q14a but not Q15a.

▲ Significantly higher or  
▼ lower than average  
\*Bold numbers indicate best performing message.



# Perceptions of harm reduction policies

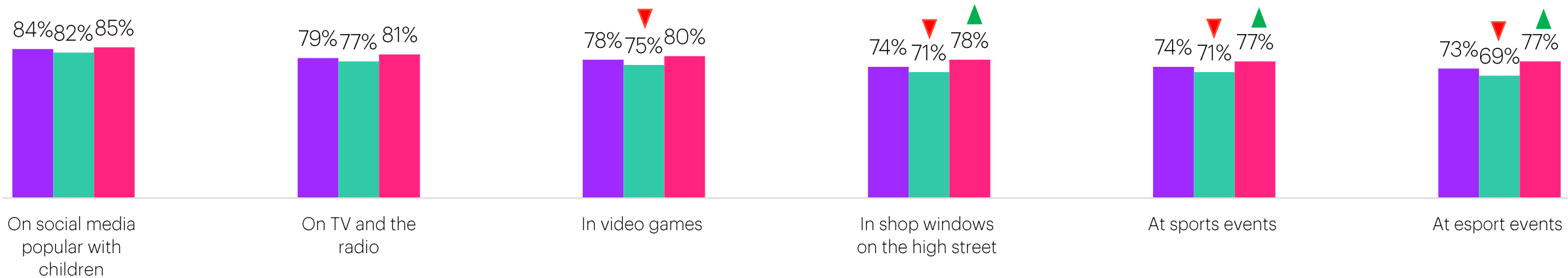
07

# Most are in favour of banning and restricting gambling advertising YouGov across all platforms/places asked about

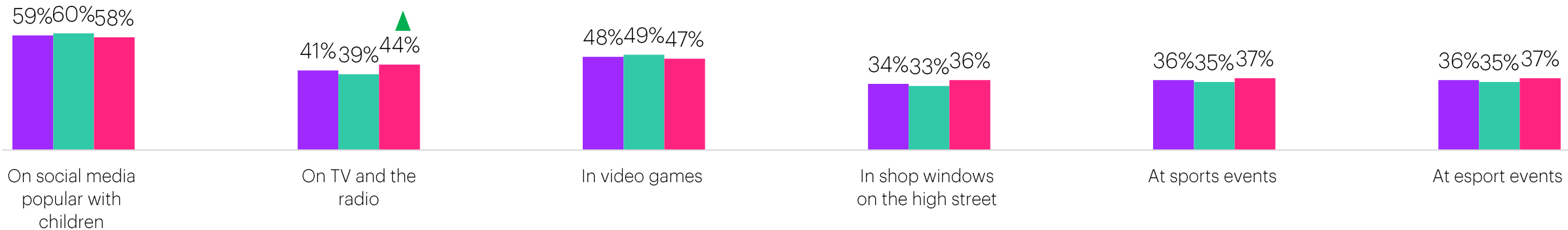
Three in five (59%) young people support a ban on adverts on social media popular with children. Opinions do not tend to differ by age.

## Adverts should be banned or restricted

■ All ■ 11 to 17 ■ 18 to 24



## Adverts should be banned completely

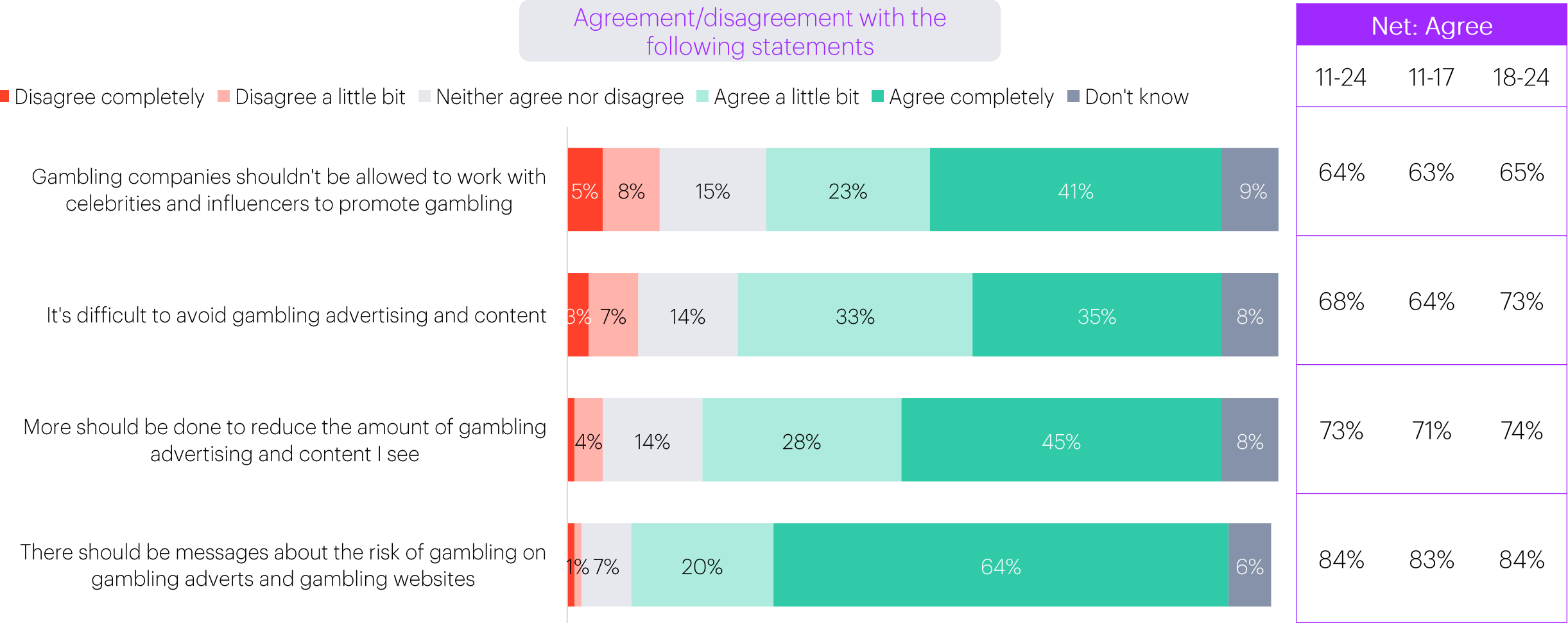


Q16a. What do you think should be done about gambling adverts in each of the following places?  
Base: All children and young people aged 11-24 (n=3,260), 11-17s (n=1,645) and 18-24s (n=1,615).

▲ Significantly higher or  
▼ lower than average

# Most think there should be messages about the risk of gambling on adverts/websites, with gambling advertising seen as hard to avoid

These findings are consistent among 11-17s and 18-24s.



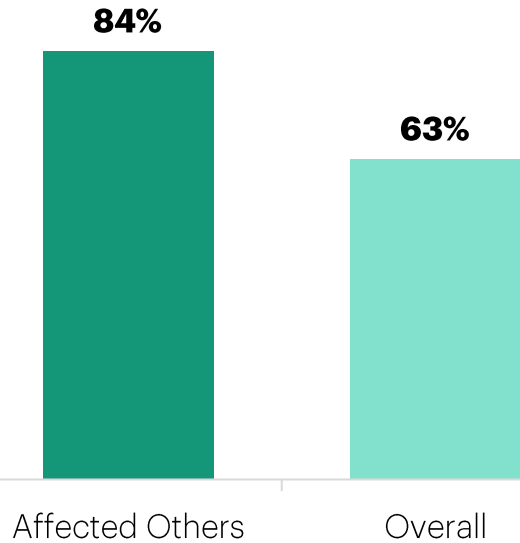
Q17a. Do you agree or disagree with the following?  
Base: All children and young people aged 11-24 (n=3,260), 11-17s (n=1,645) and 18-24s (n=1,615).

# Marginalised community spotlight

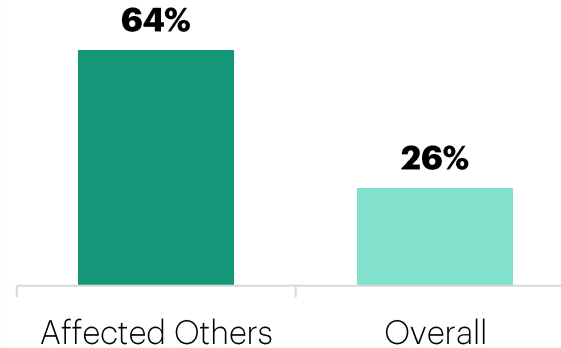
08

# Spotlight on Affected Others

## Any gambling behaviour



## Interacted with gambling companies



39%

Affected Others



26%

Overall

were influenced to gamble because their friends were doing it

52%

Affected Others

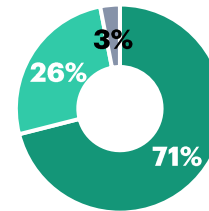
38%

Overall

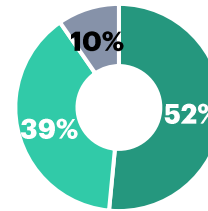


most often see gambling adverts on their personal device

## Recognise message 'Take Time to Think'



Affected Others



Overall

■ Yes ■ No ■ Don't know



24%

think that gambling ads make gambling seem **harmful** (vs 13% overall)

31%

say gambling ads make them **curious** about gambling (vs 20% overall)

42%

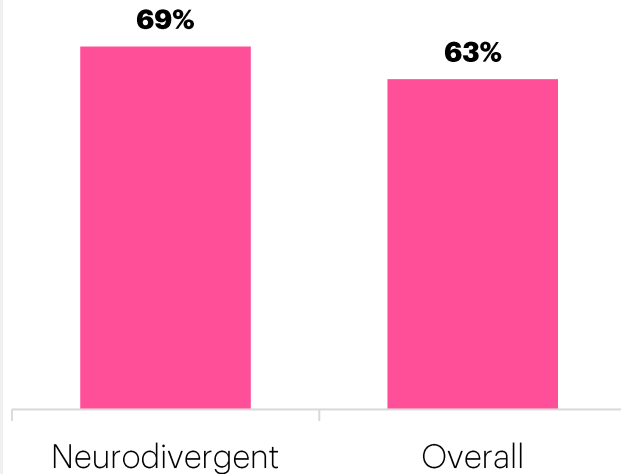
say that gambling content online is **exciting** (vs 21% overall)

83%

agree it is **difficult** to avoid gambling advertising and content (vs 68% overall)

# Spotlight on Neurodivergence

## Any gambling behaviour



Perceptions of those diagnosed with a neurodivergence are fairly similar to young people overall



**62%**

say they see **too much** gambling content/ads  
(vs 54% overall)

**47%**

have taken part in a prize draw  
(vs 40% overall)

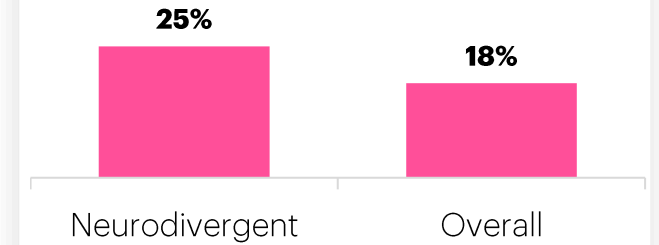
**70%**

say that gambling adverts should be **banned** on social media popular with children  
(vs 59% overall)

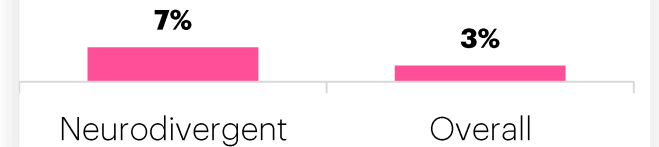
**71%**

agree gambling companies shouldn't be allowed to work with celebrities and influencers to promote gambling  
(vs 64% overall)

## Know someone with a gambling problem

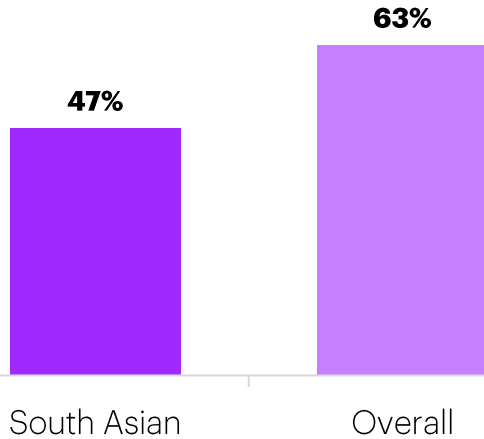


## Parent has a gambling problem

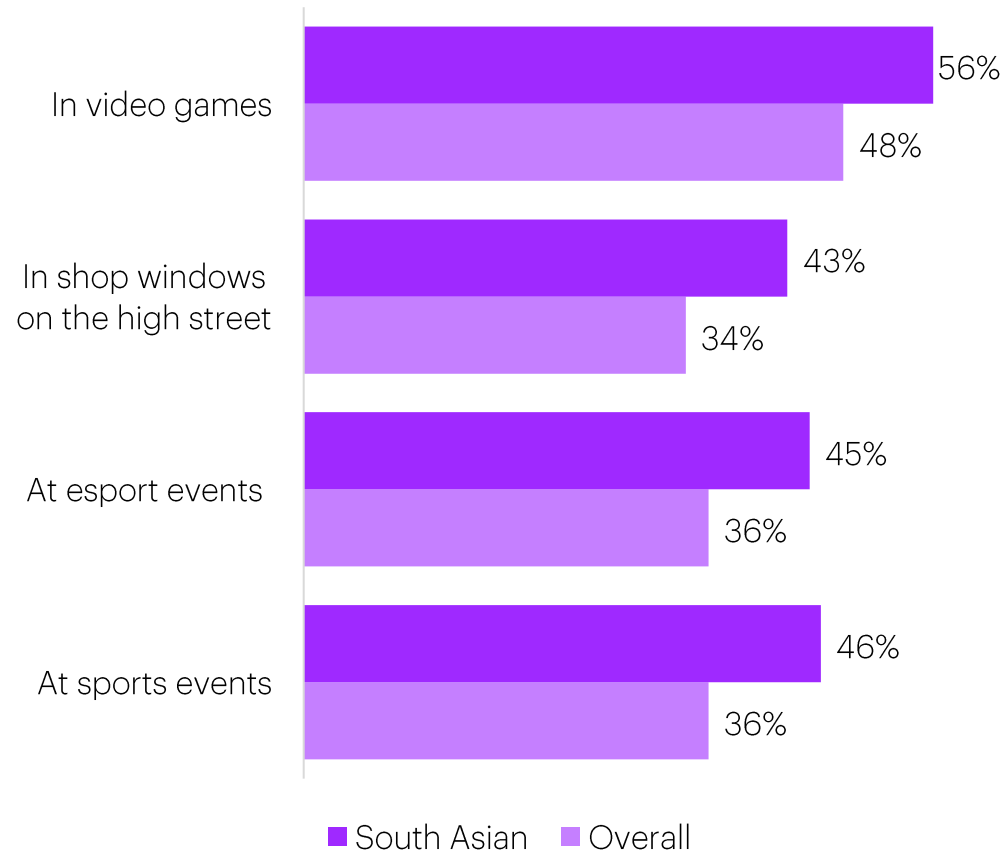


## Spotlight on South Asians

### Any gambling behaviour



% who think gambling ads should be banned in the following locations:



**16%**

say that they **don't see** enough gambling content (vs 10% overall)

**19%**

think gambling ads show that it is easy to **lose money** (vs 13% overall)

**22% 27%**

South Asians Overall



less likely to see gambling adverts most often on TV

**20% 15%**

South Asians Overall

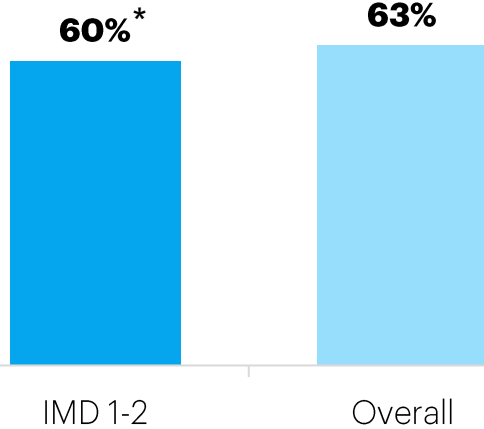


more likely to see gambling adverts most often in public places

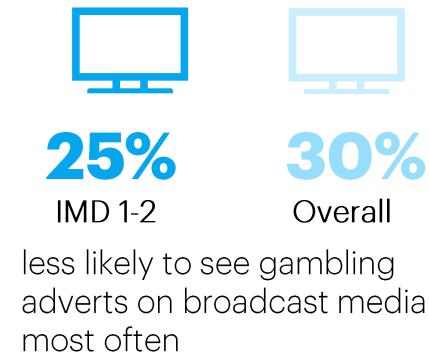
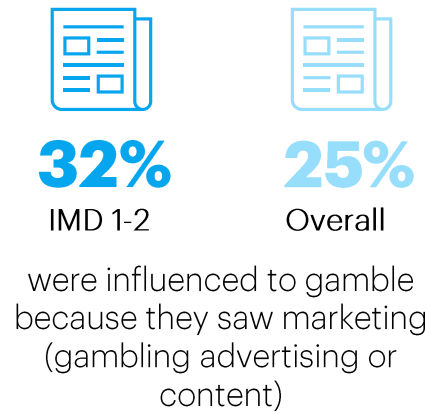
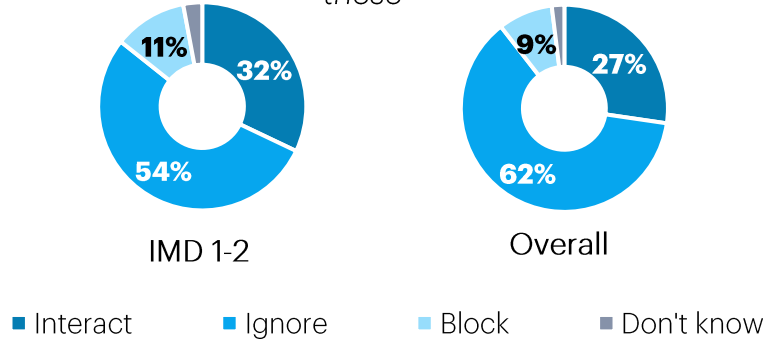
# Spotlight on IMD Deciles 1-2

*Young people living in the  
most deprived areas of the  
UK*

## Any gambling behaviour



Reaction to games that  
feel like gambling:  
IMD 1-2 less likely to ignore  
these



**54%**  
think that  
gambling ads  
are aimed at  
those **over 18**  
(vs 48% overall)

**17%**  
say gambling  
ads make  
gambling seem  
**harmful**  
(vs 13% overall)

**10%**  
say **nothing**  
should be done  
about gambling  
ads on social  
media popular  
with children  
(vs 7% overall)

**14%**  
disagree it is  
**difficult to**  
**avoid** gambling  
advertising and  
content  
(vs 10% overall)



# Appendix

09

# **Appendix 1**

## **Questionnaire**

# Stakeholder questionnaire

[Q1] {open} If you could ask CYP one question about gambling – related to their experiences and/or perceptions of gambling marketing – what would you ask?

[Q2] {open} Is there anything else you think a survey about CYP and gambling marketing should cover?

[Q3] {open} Are there particular groups of CYP you think the research should focus on or include in the analysis?

## Ygam discussion guide

Warm-up (5 mins)

- Quick round of intros

Research on gambling (15 minutes)

- Task: If you were designing research about gambling with young people, what would you want to find out?
- What's the one most important thing you want adults/decision-makers to understand about gambling and young people?
- Do you think there are any types of young people that we should make sure we hear from? Probe: people of a certain age, ethnicity etc.
- If you've done surveys before – what have you liked/disliked about them?
- Do you have any tips or suggestions for this research, and how we can keep it interesting

Section 1 – Social media and online content (5 mins)

- There is a lot of research about social media and young people so this would really be used to analyse the data as opposed to being a key theme
- For example – we could look at what social media sites young people use and which sites they notice gambling content on
- Do you use social media – which sites?
- Can you think of any influencers that stand out?
- Is there anything in particular we should cover here?

Section 2 – Awareness of gambling content/brands (10 mins)

- The next section will look at awareness of gambling content and brands – for example awareness of brands, whether people have seen gambling ads/content and where, and how easy it is to tell when something is an advert vs. just content.
- The types of questions we might include are:
- When you hear “gambling brands”, what comes to mind?

- Have you ever seen gambling ads or content online? Where? (e.g., YouTube, TikTok, Twitch, sport)
- Do you notice gambling in gaming or streaming (loot boxes, betting on matches, casino streams)?
- How easy or difficult is it to tell when something is an advert vs. just content?
- Have you come across a gambling advert before? Where?
- How easy or difficult do you find telling whether something is an advert vs. content?
- Can you think of any examples where it has been hard to tell?
- What do you think feels most important to cover within this section?
- And does anything feel less relevant?

Section 3 – Attitudes and perceptions (5 mins)

- The next section will look at perceptions of gambling and what people associate with it, whether young people are interested in it and how it affects people your age. Example questions are:
- What words, emotions or associations come to mind when you think about gambling?
- Does it feel normal, fun, risky, boring, dangerous, harmless?
- How do you think gambling affects people your age?
- Do you think gambling affects people your age? How?
- What do you think feels most important to cover within this section?
- And does anything feel less relevant?

Section 4 – Messaging and policies (10 mins)

- The next section will look at messaging and policies – so whether people are aware of safer gambling messaging or any rules around gambling
- Task: Show real examples of safer gambling taglines/messages - ask them to rate from most to least effective
- Example questions include:
- Can you think of any messaging on gambling adverts encouraging people to gamble in a 'safe' way?
- Are you aware of any rules around gambling advertising? By rules we mean restrictions or practices that gambling companies have to follow in terms of how they do advertising
- Do you think there should be limits on when they can show, who they can sponsor, or what content they appear in?
- If you were in charge, what rules would you set?
- One thing it would be good to get your input on – how easy do you think young people would find it to answer questions around rules? Any ideas of how to make it easy?
- Probe with examples – time limits, spending limits, rules around sponsorship
- What do you think feels most important to cover within this section?
- And does anything feel less relevant?

Outro (5 minutes)

- Do you have any other thoughts on what we have covered today?
- If this research could make one change, what do you hope it would be?

# Main survey

Definition shown:

In this survey, when we say <b>'gambling'</b> this includes activities like:

- scratch cards,
- playing bingo,
- going to the casino,
- slot/fruit machines,
- betting, and
- taking part in a lottery.

These activities can all be done online or in-person.

[Q1a] Which gambling brands, if any, can you think of? Please type your answers in the box(es) below.

[Q2] {multiple} Which of these are gambling brands? You can click as many as you want.

[Q3] {multiple} In the past month, where have you seen or heard any marketing promoting gambling? Please select all that apply.

<1> Adverts for gambling in newspapers or magazines (including leaflets inserted inside them)

<2> Adverts for gambling on TV (including on streaming services)

<3> Adverts for gambling on billboards or posters in the street

<4> Adverts for gambling on the radio

<5> Adverts for gambling on podcasts

<6> Adverts for gambling on social media (e.g. YouTube, Facebook, X/Twitter and other social media websites)

<7> Mobile apps for gambling companies

<8> Websites for gambling companies

<9> E-mails from gambling companies

<10> Pop-up adverts for gambling companies on websites

<11> Shops, window displays or places in shops where you can gamble (e.g. betting shop, or lotteries and scratch cards in newsagents)

<12> Through your letterbox

<98> None of these

<96> Don't know

[Q3b] {single} And, in your everyday life, where do you see gambling adverts \*\*most often\*\*? Please click one answer.

<1> On TV

<2> On my phone/computer/tablet (e.g. social media, websites, apps, games)

<3> In public places (e.g. billboards, shops, or sports venues)

<4> On the radio

<95> Other [Q3bo] {open}

<96> Don't know

[Q4] {multiple} What kind of gambling content or adverts have you seen or heard? Please click as many answers as you like. The answers will appear over two screens, with an option for 'none of these' on the second screen. Please read each answer carefully.

<1> Adverts for online casinos or online betting

<2> Sports or gaming footage with gambling logos on clothing (e.g football shirts or other clothing)

<3> Viral videos with gambling banners or logos on

<4> Competitions or prize draws related to gambling companies

<5> Famous people, influencers or streamers talking about or showing gambling

<6> Posts or videos giving betting tips or predictions for sports

<7> Videos showing big wins or how to gamble

<8> Content claiming you can "beat the system" or win every time

<9> Games that feel like gambling (e.g. spending money (or in-game currency) to get random rewards, such as loot boxes, pack openings, or betting with in-game items like skins)

<10> Promotions offering free bets or sign-up deals

<11> Memes or jokes about gambling or betting

<13> Adverts promoting companies which are "not on GamStop"

<98> None of these

<96> Don't know

[Q6] {grid} You said you've seen some gambling content or adverts before. For each one, please say whether you usually interact with it (like watch, click on, like, or share it), block it, or if you usually just ignore it (like scroll past or don't watch).

Answers from Q4 shown.

<1> I usually interact with this content

<2> I usually ignore this content

<3> I usually block this content when I see it

<96> Don't know/ can't recall

[Q7\_1\_Q] {scale 1 5} For each of the statements about gambling adverts and content, please place yourself on the scale below. You can either choose one of the statements at each end, or place yourself somewhere in between.

-[Q7\_1\_1] Gambling ads make gambling seem harmless|Gambling ads make gambling seem harmful

-[Q7\_1\_2] Gambling ads are aimed at those under 18|Gambling ads are aimed at those over 18

-[Q7\_1\_3] Gambling ads make me curious about gambling|Gambling ads do not make me curious about gambling

-[Q7\_1\_4] Gambling ads give enough warning about potential risks|Gambling ads do not give enough warning about potential risks

-[Q7\_1\_5] Gambling content online is boring|Gambling content online is exciting

-[Q7\_1\_6] It's easy to tell when gambling posts or videos online are ads rather than regular content|It's hard to tell when gambling posts or videos online are ads rather than regular content

-[Q7\_1\_7] Gambling ads show it is easy to win money gambling|Gambling ads show it is easy to lose money gambling

-[Q7\_1\_8] I see too much gambling content and ads|I don't see enough gambling content and ads

# Main survey

[Q8] {multiple} Have you done any of these with gambling companies? Please click as many answers as you like.

- <1> I've followed a gambling brand on social media
- <2> I've liked a post by a gambling brand on social media
- <3> I've shared a post by a gambling brand on social media (e.g. with friends)
- <4> I've reposted a post by a gambling brand on social media
- <5> I've made an account on a gambling website/app
- <6> I've used my parent's account on a gambling website/app
- <7> I've used my friend's or my sibling's account on a gambling website/app
- <8> I've tried to make an account on a gambling website/app but wasn't able to
- <9> I've downloaded a gambling app
- <96> Don't know
- <97> None – I haven't done any of these
- <98> Prefer not to say

18+ only:

[Q9] {single filter\_text="All 18+ who have made an account"} How old were you when you first created an account with a gambling company?

- <1> [Q9\_open] {open-intrange}
- <2> Don't know
- <3> Prefer not to say

[Q10] {multiple} Which of these have you ever done? Please click as many answers as you like.

- <1> Bought or been gifted tickets for the National Lottery Draw or any other lotteries
- <2> Bought or been gifted scratch cards
- <3> Used gaming machines or instant-win games (e.g. online slots, machines in a bookmakers or fruit/slot machines in a pub)
- <4> Played bingo
- <5> Gambled on casino games (e.g. roulette, poker)
- <6> Bet on gaming events
- <7> Bet on wider sporting events/ other events
- <8> Used loot boxes or skin betting (e.g. spending money (or in-game currency) to get random rewards or mystery prizes within a video game)
- <9> Used a crypto casino
- <10> Taken part in a \*\*paid\*\* prize draw (e.g. Omaze)
- <11> Taken part in a prize draw by buying a product (e.g. McDonald's monopoly)
- <97> None of these
- <96> Don't know
- <99> Prefer not to say

[Q11a] {multiple} And thinking about your own reasons for gambling... Why did you take part? Please click as many answers as you like.

- <1> It looked fun or exciting
- <2> To try and win money
- <3> As a new hobby
- <4> To socialise
- <5> To manage my stress / to relax
- <6 > Other [Q11a\_other] {open}
- <97> None of these
- <96> Don't know

[Q11] {multiple} Thinking about why you first took part in gambling... Which of the following influenced you? By influenced, we mean encouraged you to gamble. Please click as many answers as you like.

- <1> I saw advertising
- <2> I saw gambling content (e.g. a stream of someone gambling/online influencers doing it)
- <3> My friends were doing it
- <4> My family members were doing it
- <5> To impress other people or be seen as cool
- <6> To compete with other people
- <7> Other [Q11\_other] {open}
- <97> None of these
- <96> Don't know

[Q12] {single} Thinking about the last time you gambled, how did you pay for it? <br><br>If you got money from multiple people, please choose the one who you got the most money from.

- <1> Money from my parents/ guardians
- <2> Money from other family members
- <3> Money from friends
- <4> I used my own money
- <5> Other [Q12\_other] {open}
- <96> None of these
- <97> Don't know

[Q13] {single} You mentioned you used [someone else's money] for your gambling. Did they know you were using it for gambling?

- <1> Yes
- <2> No
- <96> Don't know

Q2 images

[Q2] {multiple} Which of these are gambling brands? You can click as many as you want.

Gambling brands (regulated in GB)	Gambling brands (unregulated in GB)	Gambling-adjacent brands	Other brands
<div></div>	<div></div>	<div></div>	<div></div>

# Additional profiling variables

[D1\_yp] {multiple} Which of the following conditions, if any, have you been diagnosed with/has your child been diagnosed with? Please select all that apply.

- <1> Attention-deficit hyperactivity disorder (ADHD)
- <2> Autism, or Autism Spectrum Conditions
- <3> Dyscalculia
- <4> Dyslexia
- <5> Dyspraxia, or Developmental Coordination Disorder (DCD)
- <96> None of these
- <95> Prefer not to say

To 18 and under:

[school\_type] {single} Which of the following BEST describes the school you attend/your child attends?

- <1> Local authority maintained school
- <2> Academy
- <3> Grammar school
- <4> Independent/ private school
- <5> Special school
- <6> Pupil Referral Unit
- <7> Free school
- <8> Don't know

To parents of under 16s only:

[pocket\_money\_amount] {single} If you give pocket money/ an allowance to your child, how much do you normally give them in a month? If you're unsure, please give your best estimate.

- <1> I don't give my child pocket money
- <2> Less than £10
- <3> £11 to £15
- <4> £16 to 20
- <5> £21 to £30
- <6> £31 to £40
- <7> More than £40
- <97 fixed> Don't know

Under 16s only:

[D2] {single} Do you make any of your own money? For example, through a part-time job or babysitting.

- <1> Yes I do
- <2> No I do not
- <96> Don't know

[D3] {multiple} In the last month, which of these social media apps or sites have you used? This could be visiting the website, using the app, or sharing something through it.

- <1> Facebook
- <2> X (formerly Twitter)
- <3> LinkedIn
- <5> MySpace
- <6> Pinterest
- <7> Tumblr
- <8> Instagram
- <10> Snapchat
- <13> Reddit
- <17> Meetup
- <18> TikTok
- <21> Youtube
- <49> Threads
- <50> Twitch
- <51> Kick
- <52> WhatsApp
- <53> Telegram
- <54> Discord
- <95> Other
- <96> Don't know
- <99> I don't have any social media accounts
- <97> I haven't used any of my social media accounts in the last month

# Main survey

[Q14a] {grid} Have you seen or heard of any of the following messages related to gambling (e.g. on gambling adverts or websites)?

- [Q14a\_1] Take time to think
- [Q14a\_2] When the fun stops, stop
- [Q14a\_3] Gamble responsibly
- [Q14a\_4] Gambling comes at a cost
- [Q14a\_5] Gambling can grip anyone
- [Q14a\_6] Gambling is addictive

<1> Yes - definitely  
<2> Yes - maybe  
<3> No  
<96> Don't know

[Q15a] {grid} Which **one** of the messages you've just seen do you think is most likely to...

- [Q15a\_1] Prevent someone gambling before they turn 18
- [Q15a\_2] Show the potential risks of gambling
- [Q15a\_3] Be ignored by people your age

<1> Take time to think  
<2> When the fun stops, stop  
<3> Gambling comes at a cost  
<4> Gambling can grip anyone  
<5> Gambling is addictive  
<97> None of these  
<96> Don't know

[Q16a] {grid} What do you think should be done about gambling adverts in each of the following places?

- [Q16a\_1] At sports events (e.g. logos on shirts or stadiums)
- [Q16a\_2] At esport events (e.g. logos on shirts or arenas)
- [Q16a\_3] In shop windows on the high street (e.g. betting shops, arcades)
- [Q16a\_4] In video games (e.g. logos on football games like FIFA or fantasy football)
- [Q16a\_5] On TV and the radio
- [Q16a\_6] On social media popular with children (e.g., Snapchat, Instagram, YouTube)

<1> They should be banned completely  
<2> There should be less of them, but they shouldn't be banned completely  
<3> Nothing should be done  
<96> Don't know

[Q17a] {grid} Do you agree or disagree with the following?

- [Q17a\_1] There should be messages about the risk of gambling on gambling adverts and gambling websites
- [Q17a\_2] It's difficult to avoid gambling advertising and content
- [Q17a\_3] More should be done to reduce the amount of gambling advertising and content I see
- [Q17a\_4] Gambling companies shouldn't be allowed to work with celebrities and influencers to promote gambling

<1> Agree completely  
<2> Agree a little bit  
<3> Neither agree nor disagree  
<4> Disagree a little bit  
<5> Disagree completely  
<96> Don't know

[Q18] {open} What is one thing you would say to someone who is in charge of making gambling adverts? This could include what you think about any adverts you have seen, whether you like them or not, or if you think they need to make changes.



# Affected others

[Q19] {single} Do you think anyone you know has, or has had a gambling problem? This could include family members, friends, or other people you know.

- <1> Yes
- <2> No
- <96> Don't know
- <99> Prefer not to say

To those who say yes:

[Q20] {multiple} Which of the following people had or have a gambling problem? Please click as many answers as you like.

- <1> Spouse or partner (over 18s)
- <13> Mother
- <14> Father
- <15> Brother
- <16> Sister
- <5> Grandparent
- <7> Other family member
- <8> Friend
- <9> My boss/line manager (over 18s)
- <10> Employee /someone that I manage (over 18s)
- <11> Other work colleague (over 18s)
- <12> Housemate / flatmate (over 18s)
- <95> Other [Q20\_open] {open}
- <97> Prefer not to say

[Q21] {single} Do you feel you have personally been negatively affected by their gambling? This could include financially, emotionally, or in practical ways.

- <1> Yes
- <2> No
- <96> Don't know
- <97> Prefer not to say

# **Appendix 2**

## **Sample composition**

# Sample composition

	Demographic group	Unweighted base	Weighted base
Gender	Male	1,621	1,669
	Female	1,639	1,591
Age	11-13	744	730
	14-17	901	905
	18-19	440	456
	20-24	1,175	1,168
	Net: 11-17	1,645	1,635
	Net: 18-24	1,615	1,625
Ethnicity	White	2,488	2,482
	Mixed	208	157
	Asian	333	369
	Black	212	172
	Other	19	80
	Net: South Asian	256	288
	Net: Ethnic minority	772	778
Country	England	2,613	2,831
	Wales	312	154
	Scotland	335	275

# Thank you!

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