

Children and Young People Marketing

11-17s

Exposure to gambling marketing



66% had been exposed to gambling marketing in the past month

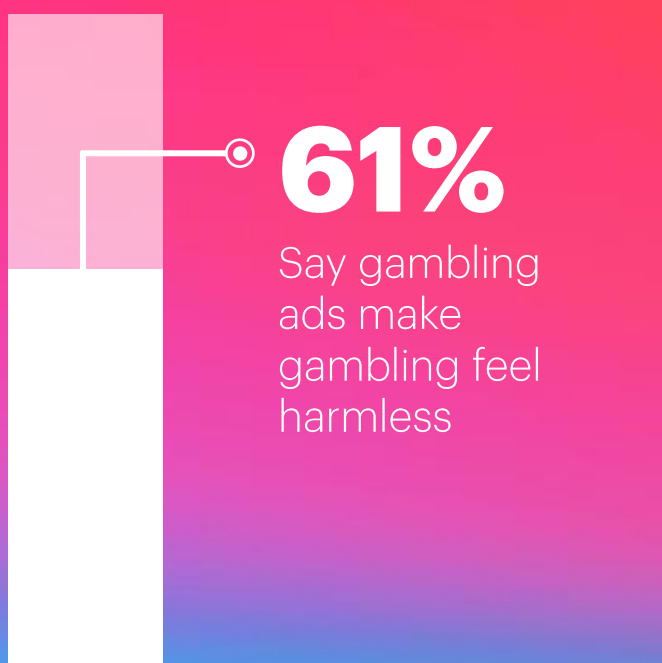
Support for social media ban



60% support a complete ban of gambling ads on social media popular with children



Perceptions of gambling advertising



Regulation Agreement

There should be messages about the risk of gambling on gambling adverts and gambling websites



More should be done to reduce the amount of gambling advertising and content I see



It's difficult to avoid gambling content



For more information, visit business.yougov.com

These findings are from GambleAware's survey by YouGov. Results were published in December 2025. The total sample size of the research was 3,260 11-24-year-olds and the data has been weighted to ensure representativeness. The data in this infographic has been filtered to those aged 11-17 (1,645 respondents).