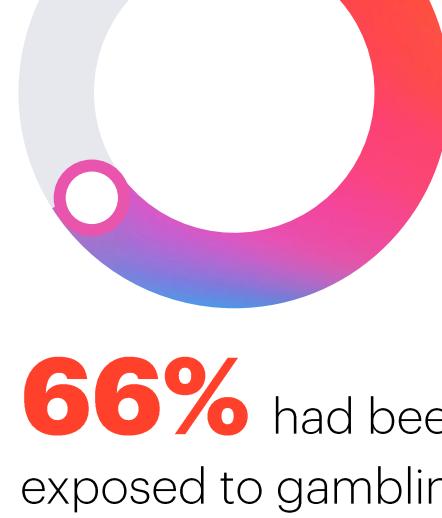


YouGov®

Children and Young People Marketing 11-17s

Exposure to gambling marketing



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

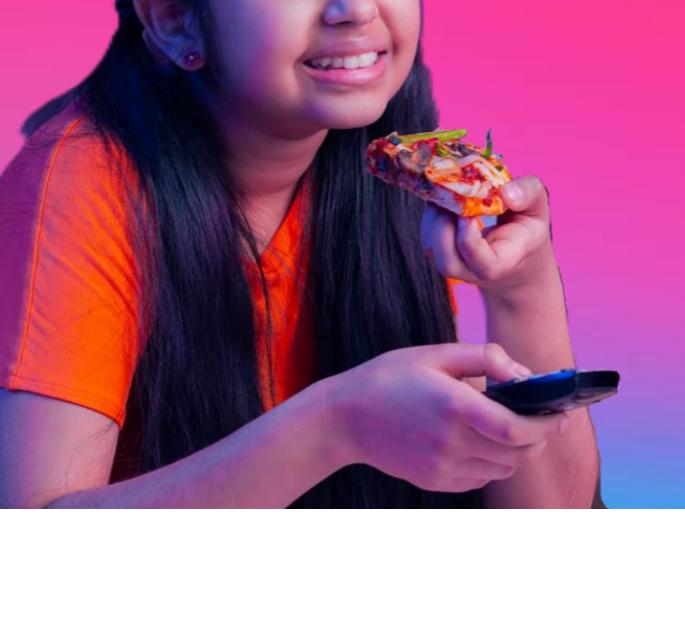


Support for social media ban



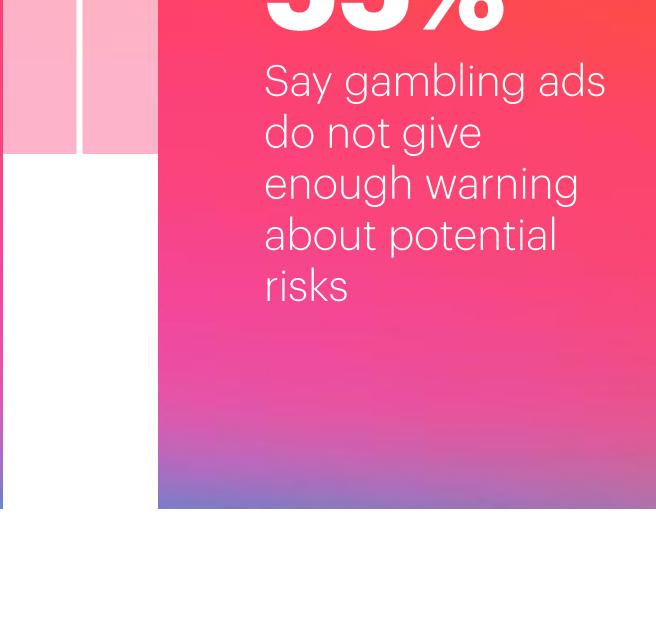
60% support a complete ban of gambling ads on social media popular with children

Perceptions of gambling advertising



61%

Say gambling ads make gambling feel harmless



55%

Say gambling ads do not give enough warning about potential risks

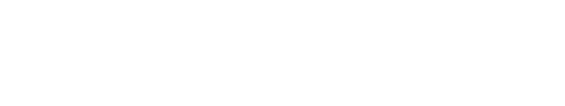
Regulation Agreement

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



83%

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



71%

It's difficult to avoid gambling content



64%



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).