

GambleAware

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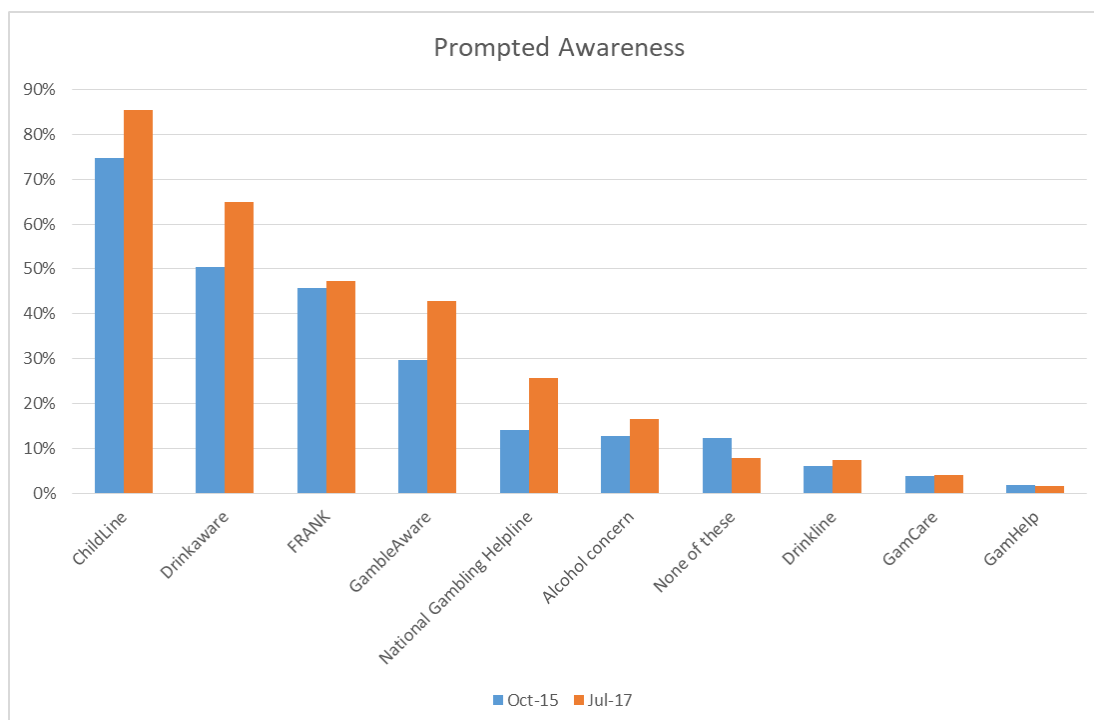
PRESS RELEASE

Awareness of GambleAware amongst British adults rises to 43%

London, 14 August: Polling by YouGov Plc has 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. Similarly, the proportion of people recognising the National Gambling Helpline had also nearly doubled in the same period, rising from just 14% recognition, to 26%.

In comparison to other similar awareness and support based organisations, recognition for GambleAware comes after well-known charities, ChildLine, Drinkaware and FRANK:



Iain Corby, Deputy Chief Executive of GambleAware, said:

“Our first priority is to prevent gambling-related harm. To do this, we need to make sure people know where to find help if they need it. We are pleased to see our efforts to raise awareness of **BeGambleAware.org** have paid off – but we know we still have more to do to equal other leading advice services.”

Over 4,000 adults were surveyed online by YouGov, across the two years from 2015 to 2017.

-ENDS-

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NOTES

- GambleAware is the leading charity in the UK committed to minimising gambling-related harm. As an independent national charity funded by donations from the gambling industry, GambleAware funds education, prevention and treatment services and commissions research to broaden public understanding of gambling-related harm. The aim is to stop people getting into problems with their gambling, and ensure that those that do develop problems receive fast and effective treatment and support. For more information, please go to: <http://about.gambleaware.org/>
- GambleAware aims to raise a minimum of £10 million each year in voluntary contributions from the gambling industry operating in Great Britain. 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.
- 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>.
- 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**.

- All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2103 (2015) and 2034 (2017) adults. Fieldwork was undertaken between between 15th-16th October 2015 and 26th-27th July 2017. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).
 - YouGov is registered with the Information Commissioner
 - YouGov is a member of the British Polling Council
- The survey was conducted using an online interview administered to members of the YouGov Plc UK panel of 800,000+ individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "GB adult population" or a subset such as "GB adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.
- The surveys can be viewed on the GambleAware website [here](#) and [here](#).
- YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.
- For further information about the results in this spreadsheet, please contact YouGov Plc (+44)(0)207 012 6231 or email omnibus@yougov.com quoting the survey details