Improving safer gambling messaging on operator advertising
– full report

YouGov

This research was commissioned by GambleAware and conducted by a consortium including:
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Executive summary

Introduction

Who did this research?

- This research was commissioned by GambleAware with qualitative research conducted by specialist communications agency The Outsiders and quantitative research conducted by global survey experts YouGov. The research was supported by expert consultants from the Behavioural Insights Team and the University of Bristol and was peer reviewed by a leading academic with subject matter expertise.

Why was this research done?

- With the gambling industry spending an approximated 1.5 billion each year on advertising, it is important to leverage the messaging on gambling adverts to make the environment safer. This can be achieved by being clearer about the risks involved in gambling, and more clearly signposting GambleAware as a source of advice, tools and support.

- The background research (phase 1) was conducted to understand the problem that needed to be solved, learn from best practice, and shape a programme of research within a GB context that could help solve the identified problems.

- The primary research was commissioned to explore improvements to safer gambling messaging on gambling adverts. Specifically, how to signpost to GambleAware more effectively and whether other messages could be more impactful than the industry-led Take Time To Think (TTTT) strapline.

  - Qualitative testing (phase 2) aimed to help us understand what messages resonated and why, and to streamline messages for phase 3.

  - Quantitative testing (phase 3) aimed to test the strongest recommendations from the qualitative research at scale.

What does this report show?

- This report collates the findings from three phases of research exploring improvements to existing safer gambling messaging on gambling adverts.

Methodology

Phase 1: Background research

- Desk-based research looking at key materials relevant to this project (e.g. legal requirements of operators, current usage of the GambleAware brand on operator adverts, academic papers on the topic)

- Data synthesised from GambleAware's Annual Brand Tracking online survey conducted by YouGov (among a sample of over 3,000 members of the GB public, fieldwork conducted between 27 Feb – 10 Mar 2023)

Phase 2: Qualitative research

- The qualitative phase was conducted by The Outsiders via 1 hour online interviews between 27 Sept – 6 Oct 2023. Research was conducted with 53 people through small focus groups and in-depth interviews with a wide range of experiences from non-gamblers to those experiencing problems.

Phase 3: Quantitative research

- The quantitative phase was an online survey conducted by YouGov (among a sample of over 7,000 members of the GB public, fieldwork conducted between 10 Nov – 22 Nov 2023). This included three studies:

  1. A randomised control trial to measure the impact of the current industry-led strapline (TTTT) alongside potential alternatives

  2. A conjoint analysis exploring the optimal positioning and design of the GambleAware logo and messaging

  3. A/B testing of the current industry-led video endframe (TTTT) compared to an alternative

Key findings (Phase 1)

GambleAware signposting on operator adverts

- The GambleAware logo on operator ads does not tend to get much notice (AI eye-tracking software found the relative attention for the logo in the range of 0%-9% and often below 5%, with 5% being a minimum target for achieving cut-through). This means that when looking at a gambling advert, 5% of someone's attention should focus on the logo (as a minimum).

- Supporting this, public awareness of the GambleAware brand on gambling ads is low, with just 28% recall.

- There are positives and negatives for having the GambleAware brand on operator ads. Positives include raising awareness of GambleAware and of gambling harms, and driving traffic to the website, while negatives include some people mistakenly feeling GambleAware is controlled by the industry or endorsing the adverts which contain the logo. Overall, the benefits seem to outweigh the drawbacks.

Take Time to Think messaging

- GambleAware was often mistakenly cited as creating When The Fun Stops Stop, and more recently is sometimes incorrectly associated with ownership of Take Time To Think (TTTT).

- Having both TTTT and BeGambleAware on ads can cause confusion for the public.

- Wider academic research has suggested a lack of effectiveness of TTTT in encouraging people to take action.

- Experts have also highlighted the importance of a pool of messages rather than just one, with other jurisdictions like Australia utilising multiple messages on rotation.

Key findings (Phases 2 and 3)

GambleAware signposting on operator adverts

- People are not always sure what GambleAware does; adding a short message or call to action next to the logo gives a clear and instant indication of the help and support they will get there.

- Changing adverts from having only the GambleAware logo on them to *'Worried? Search GambleAware'* or *'GambleAware. Advice. Tools. Support'* would have a positive impact on the likelihood to search for GambleAware.

- The GambleAware logo / safer gambling message gets lost when included on the actual advert, suggesting it is better located within a wider safer gambling band.

- The use of a band as a visual aid clarifies that the safer gambling message is from GambleAware and not the operator. This in turn amplifies the authenticity of the message. Some people can assume if the message is from the operator it is placed there under obligation and does not necessarily come with support.

- The top left is the preferred position for the GambleAware logo.

- There is a preference for the safer gambling band on ads to be one colour (rather than splitting the banner up to separate GambleAware and TTTT sections). Since association between GambleAware and TTTT is undesirable, this suggests the need to replace the TTTT message.

Take Time to Think (TTTT) messaging

- Messaging needs to be non-judgmental and not make statements that do not fit with people's experiences, and therefore can be more easily dismissed.

- Three messages stand out (especially when compared to TTTT):

    1. *Gambling comes at a cost,* which is seen as more impactful than other messages on gambling adverts (22% of people who gamble say this vs. 12% for TTTT). The implication that cost is more than financial is understood.

    2. *Gambling can be addictive,* which had high recall (46% of people who gamble vs. 35% for TTTT), and also is the one for which people who gamble set the lowest deposit limit.

    3. *Gambling can grip anyone* also performs well across various metrics.

- A band is an important mechanism to make a clear distinction between messaging and the operator ad (which helps credibility of the message). However, after the first exposure there were minimal shifts in perceptions, suggesting that making the band bigger could draw more attention to the message.

- Results were mixed on band colour, with white/black preferred within the qualitative research as it cut through the noisy/colourful gambling ads and yellow working more effectively within the quantitative testing.

- The GambleAware safer gambling clip at the end of a 30-second gambling advert was stronger than the TTTT version for telling people where to get support (72% vs. 30% agree) alongside being seen as empathetic and effective at getting the message across.

Recommendations

Alternatives to Take Time To Think

There are improvements to the current industry-created safer gambling messaging slogan (Take Time To Think):

- **Messaging:** There is evidence to replace TTTT with the following messages on rotation:

  1. Gambling comes at a cost
  2. Gambling can be addictive
  3. Gambling can grip anyone

- **Sizing:** Make the band bigger to draw more attention to the message and place the band at the top of adverts to help cut-through.

- **Colour:** The safer gambling band should be one consistent colour across adverts.

GambleAware signposting on operator adverts

There are improvements when signposting to GambleAware on gambling ads:

- **Messaging:** Add a short message alongside the GambleAware logo to better demonstrate their role, such as:

  1. *GambleAware. Advice. Tools. Support*
  2. *Worried? Search GambleAware*

- **Positioning:** Only include the GambleAware logo within a wider safer gambling band, with the logo located in the top left of adverts.

Safer gambling messaging on video adverts

There are improvements to safer gambling messages shown at the end of video adverts in the following areas:

- **Length:** Increase the length of the safer gambling message at the end of the video.

- **Audio:** Include a voiceover whilst the safer gambling message is on screen.

- **Messaging:** Use content similar to that used within the GambleAware version (e.g. empathetic, signpost to support).

Overall, the findings suggest a need for clearer guidelines around safer gambling messaging on operator adverts that are tailored to different media channels

Recommendations (example visual)

More effective signposting of GambleAware offer

GambleAware – approved safer gambling strapline

Black banner to cut through colour on ad

White border to separate band from gambling advert

Bigger bar to take up 20% space (more than current)

GambleAware
Advice | Tools | Support

NEW SAFER GAMBLING MESSAGE

WIN THE JACKPOT

When you bet £10 we'll give you £5.

18+

LOGO

18+ logo on ad rather than safer gambling banner

Note. Full guidelines to be produced and published by GambleAware in 2024.
The above are subject to change within the final guidelines based on continued stakeholder engagement.

Opportunities for future research

- For future experiments researchers could consider including repeated exposure to explore message impact over time.

- If a similar experiment to the deposit limit were to be used again, this might be more effective placed after the second exposure (i.e. after respondents' attention is specifically called to the banners).

- Messages could be tested in-play (e.g. the message as a banner while participants play a slot machine simulation) to get closer to a more interactive / realistic environment, however it is important to consider where this messaging will be used (predominantly on marketing on TV / social media etc. which is outside of the gambling environment).

- If conducting a similar study in the future, researchers could consider asking the same questions pre- and post-exposure to measure any uplift (although this does have the potential to prime / bias respondents seeing stimulus). It could also be useful to measure claimed action-taking as a result of seeing the safer gambling adverts (e.g. impact on gambling urges, intention to reduce / stop gambling).

- The research did not confirm whether more people associated GambleAware with Take Time to Think if a separator was included or not – future research could test this using a split sample approach.

- Future research could further explore the colour of the banner, as well as its size and potentially other visual factors.

- National lottery adverts could be an interesting area to begin exploring, since they are not legally obliged to carry the GambleAware logo.

- Most messages still place slightly more responsibility on individuals than gambling companies, so further research could explore other messages that ensure an exact balance.

Methodological considerations

- The qualitative testing asked participants to review and consider messaging in a way that they would not naturally come across it in their everyday lives.

  - We tried to mitigate this fact in various ways, including: rotating the range of stimulus; not giving too much time to each piece of stimulus but seeking top-of-mind reactions, and having small numbers in each group (in this case 4) to allow for instant reactions and reduce the change of groupthink.

  - Despite these measures, it is inevitable that the research environment does not exactly replicate the real environment in which ads might be seen.

- The first exposure to the gambling advert with the safer gambling banner did not impact perceptions; it was necessary to ask respondents to look specifically at the banners before seeing shifts.

- Causal effects of how different forms of marketing affect behaviour are challenging to measure. This research attempted to create a quasi-experimental measure by using a deposit limit question, but other methods could also prove useful.

- Given the same respondents were exposed to different types of stimulus materials, and asked questions about those, this may have had an impact on their responses to the other materials.

Phase 1: Background research into safer gambling messaging on operator advertising

Objectives and method

Objectives

- GambleAware wanted to investigate perceptions of signposting to GambleAware on the advertising of gambling companies, and explore whether there was any confusion between the roles of BeGambleAware.org and TakeTimeToThink on advertising.

- Knowing this would result in further research on how to more effectively use safer gambling messaging on operator adverts.

Method

Background research (Phase 1) drew together existing insights from various sources:

- **Phase 1A:** Desk research conducted by GambleAware in July 2024 to explore legal requirements of operators, examples of current usage of the brand on operator adverts, key academic papers in the sector and previous commissioned projects that tested communications

- **Phase 1B:** Findings from GambleAware's 2023 Annual Brand Tracking survey (used to monitor awareness and perceptions towards GambleAware over time and investigate key brand challenges). This survey was conducted by YouGov, details of which are below:

  - Fieldwork was undertaken between 27th February and 10th March 2023.

  - The sample was sourced from YouGov's proprietary online panel in the UK with a total sample of 3,113 adults in the general public aged 16-65 (including 478 PGSI 1+ respondents and 260 affected others).

  - The figures have been weighted and are representative of the UK adult population by age, gender, social grade and region.

Phase 1A: Desk research

What are the legal requirements of gambling operators when advertising?

- The Gambling Commission's [Licence Conditions and Codes of Practice](#) (LCCP) requires all marketing of gambling products and services to be undertaken in a 'socially responsible manner'.

- In particular, Licensees must comply with the advertising codes of practice issued by the Committee of Advertising Practice (CAP) and the Broadcast Committee of Advertising Practice (BCAP).

- The Gambling Commission also states that Licensees should follow any relevant industry code on advertising, notably the Industry Group for Responsible Gambling (IGRG) [code for Socially Responsible Advertising](#).

- These guidelines are created by representatives from gambling companies and co-ordinated by the Betting and Gaming Council. These set out 'good practice' but do not have the status of operator licence conditions (i.e. operators do not have to follow them if they are putting other measures in place to be socially responsible).

- The IGRG code includes the specific requirement to include GambleAware or gambleaware.org in advertising of gambling products and services. The latest code includes a requirement for most operators to direct 20% of all eligible advertising (broadcast and digital) to safer gambling messaging.

There is a lack of consistency on how operators signpost to GambleAware

Beyond inconsistent usage, what are the potential issues with the current approach?

- **Clarity of what to do next:** Multiple call to actions (i.e. two websites) make signposting unclear for the end user.

- **BeGambleAware logo:** Outdated brand usage (GambleAware is the sole brand now after research showing it was stronger than BeGambleAware; the removal of 'Be' reduces emphasis on individuals and prevents investment in two separate brands).

- **Clarity of GambleAware offer:** There is limited information on the advice and support available, alongside the benefit it brings.

- **18+ logo positioning:** Implies GambleAware advice only applies to those aged 18+, rather than gambling being an activity only allowed among over 18s.

- **Clarity of strapline ownership:** Implies GambleAware are behind TakeTimeToThink

- **Band:** Helpfully separates safer gambling messaging and main advert for cut-through. However, there are questions over optimal size and colour for the band.

- **Wallpaper:** The messaging is the same across ads so becomes less likely to cut through over time (i.e. wallpaper effect).

Multiple research papers and adjacent jurisdictions have suggested potential improvements to safer gambling messaging on gambling advertisements

Academic findings on current messaging

When The Fun Stops Stop: Academics have highlighted concerns about a lack of impact[1], with some suggesting it is a 'dark nudge'.[2]

Take Time To Think: Recent academic reviews point to a lack of effectiveness in encouraging people to take action.[3]

Gamble responsibly: Questions have been raised about this language stigmatising people experiencing gambling harms by labelling them 'irresponsible'[4] and a need to shift away from messages that place all responsibility on the individual.[5]

Some alternatives have been developed in other international jurisdictions

Australia: Research[6,7] has produced seven messages mandated for usage on ads from government-led guidelines[8]. Most have been shown to be more effective than TTTT in a UK context[9] whilst research has highlighted the importance of a pool of messages rather than just one.[10]

Belgium & Netherlands: Research found 'What does gambling cost you? Stop in time' more effectively communicated the harms of gambling than messages like 'play smart' or 'play responsibly', whilst the message 'gamble in moderation' increased intentions to gamble (i.e. backfire effect).[11]

Canada: There is potential for usage of the Lower Risk Gambling Guidelines[12], although these may need to be adapted for usage in above the line communications in a UK context.[13]

Sources
1. "When the Fun Stops, Stop": An analysis of the provenance, framing and evidence of a 'responsible gambling' campaign. Accessible here.
2. Impact of the "when the fun stops, stop" gambling message on online gambling behaviour: a randomised, online experimental study. Accessible here.
3. Evaluation of the 'take time to think' safer gambling message: a randomised, online experimental study. Accessible here.
4. 'Odds Are: They Win': a disruptive messaging innovation for challenging harmful products and practices of the gambling industry. Accessible here.
5. Editorial: Gambling, stigma, suicidality, and the internalization of the 'responsible gambling' mantra. Accessible here.
6. Consistent Gambling Messaging. Phase 1: Development and Refinement. Accessible here.
7. Gambling Tagline Research. Phase 2: Implementation and Market Testing. Accessible here.
8. Gambling Administration Guidelines. Authorised Betting Operations Act 2000. Accessible here.
9. 'Chances are you're about to lose': new independent Australian safer gambling messages tested in UK and USA bettor samples. Accessible here.
10. How do academics, regulators, and treatment providers think that safer gambling messages can be improved? Accessible here.
11. An Experimental Study to Examine Whether and How Flemish and Dutch Harm Prevention Messages on Gambling Advertising Affect Consumers' Gambling-Related Beliefs and Intentions. Accessible here.
12. Developing Lower-Risk Gambling Guidelines. Accessible here.
13. Lower-risk gambling guidelines. Accessible here.

Wider GambleAware research shows it is crucial to use space on gambling adverts to highlight harms

Gambling companies spend 1.5bn a year on marketing that positions gambling as 'fun, exciting and harmless'.[1]

This significantly outweighs the spend of marketing campaigns that raise awareness of gambling harms.
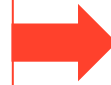
As such, there needs to be messaging on operator ads that shift perceptions from gambling being a 'harmless bit of fun' towards 'gambling is an activity that can lead to harm among anyone'.

Previous research commissioned by GambleAware[2] has shown this type of harms-based messaging works two-fold:

1. It leads to different perceptions towards gambling among broader society (i.e., gambling is addictive and something that can harm anyone, even me) which contributes to a reduction of stigma towards those who gamble and experience harms
2. It encourages behaviour change by giving people a reason to self-appraise (i.e., more relevant to me / something I need to keep an eye on) rather than messaging that solely focuses on encouraging self-appraisal (e.g. 'Take Time To Think') but doesn't provide a reason for doing so.

Sources
1. Gambling advertising and marketing spend in Great Britain, 2014-17. Accessible here
2. Prevention campaign strategic testing December 2023. Conducted by Define. Key findings to be released as part of wider campaign background synopsis at a later date, see example campaign synopsis here.

Phase 1B: Brand tracking

AI eye-tracking software found the relative attention for the 'GambleAware' logo captures in the range of 0% and 9% visual attention

AI eye tracking* result examples

How much of an issue is this?

It is recommended logos / brand names have at least 5% attention in order to cut through – meaning that 5% of someone's attention should focus on the logo/brand name.

In the case of most gambling industry advertising analysed (20 adverts), 'BeGambleAware.org' received less than 5%.

This mirrors public recall of the GambleAware (GA) brand on gambling ads, with just 3 in 10 of the public reporting to have seen the logo on gambling ads. GA is sometimes incorrectly associated with ownership for 'Take Time To Think' (TTTT), after previously being misassociated with 'When The Fun Stops Stop'.

Which straplines/ websites have you ever noticed?

- General Public
- PGSI 1+

BeGambleAware.org
- 28%
- 38%

TakeTimeToThink.co.uk
- 7%
- 14%

When The Fun Stops Stop
- 56%
- 61%

None of the above
- 22%
- 12%

Don't know
- 13%
- 8%

58% of the general public, and 54% of those PGSI 1+ associated this with GambleAware in the 2022 Brand Tracking Survey

Who do people think is responsible for running 'Take Time To Think'?

	GambleAware	Gambling Commission	The Betting and Gaming Council	Don't know
General Public	13%	8%	9%	70%
PGSI 1+	20%	15%	15%	49%

The correct answer

Some of the public think the GambleAware logo is on adverts for virtue signaling; it being a licensing requirement; to signpost support, and to inform the risk of harm when gambling

Why do people think the GambleAware brand is on operator adverts?

To look like companies want the best for their customers	They are required to	To signpost help to those experiencing problems	To signpost the risk of harm when gambling
'To give some credibility to the company.' *'Maybe because they are trying to give people the impression that they support safe gambling.'* *'Because gambling companies have to appear to care about people.'*	*'Government requirements.'* *'I'd assume its a legal or regulatory thing. I sincerely doubt its voluntary.'* *'They are legally required to explain the risk.'*	*'To let people know that there is help available for people addicted to gambling.'* *'To help anyone who is addicted to gambling seek help.'* *'To show there's help with gambling if needed.'*	*'To raise awareness the potential harms linked with advertising gambling companies (like how cigarette packets show the harms of smoking).'* *'To highlight the risks of gambling and as a reminder to the gambler that they don't have to gamble.'* *'Because gambling carries health risks that should be warned of before partaking in that activity.'*

There are positives and negatives to having the GambleAware brand on operator ads, but overall the benefits of raising awareness of the risks involved and support services like GambleAware outweigh the minority of those feeling GA are endorsing gambling companies

% think that having the GambleAware logo on gambling ads makes…

■ General Public

■ PGSI 1+

You more likely to be aware of GA
- General Public: 59%
- PGSI 1+: 64%

People more aware of the risks involved in gambling
- General Public: 50%
- PGSI 1+: 56%

You more likely to visit the GA site
- General Public: 24%
- PGSI 1+: 37%

Benefits of having GambleAware brand on operator adverts

It seem like GA are controlled by the gambling industry
- General Public: 26%
- PGSI 1+: 36%

It seem like GA are endorsing gambling advertisements
- General Public: 25%
- PGSI 1+: 31%

Drawbacks of positioning, which could be mitigated through increased distancing of brand and having more control over 'Take Time To Think' messaging

Having both TTTT and GA on ads causes confusion on where to go for information and advice, although most will go to GA there is a sizable portion going to TTTT (which could increase as the strapline is relatively new)

Whether more likely to go to GambleAware.org (GA) or Take Time To Think (TTTT) for…

| General public | PGSI 1+ |

■ GA ■ TTTT

General public

information about gambling harms
- GA: 26%
- TTTT: 5%

information about safer gambling
- GA: 25%
- TTTT: 6%

advice, tools and support for gambling
- GA: 25%
- TTTT: 6%

PGSI 1+

information about gambling harms
- GA: 39%
- TTTT: 12%

information about safer gambling
- GA: 38%
- TTTT: 14%

advice, tools and support for gambling
- GA: 38%
- TTTT: 13%
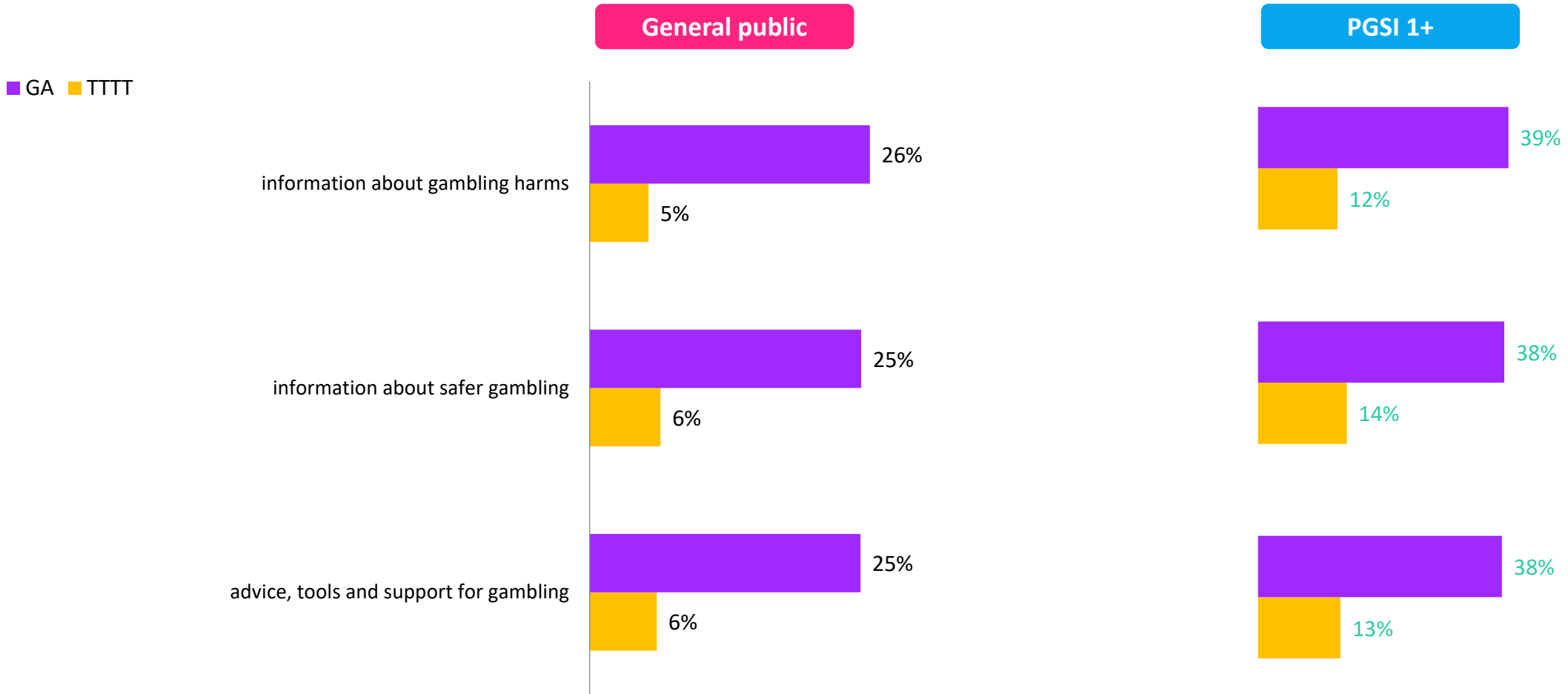
Statistically significantly higher than general public
Statistically significantly lower than general public

Around half of people with PGSI score of 1+ wouldn't know whether to go to TTTT or GA first for advice, tools and support, whilst a similar amount feel TTTT messaging should be run by a charity like GA

Agreement with each of the following

- ■ General Public
- ■ PGSI 1+

% disagree
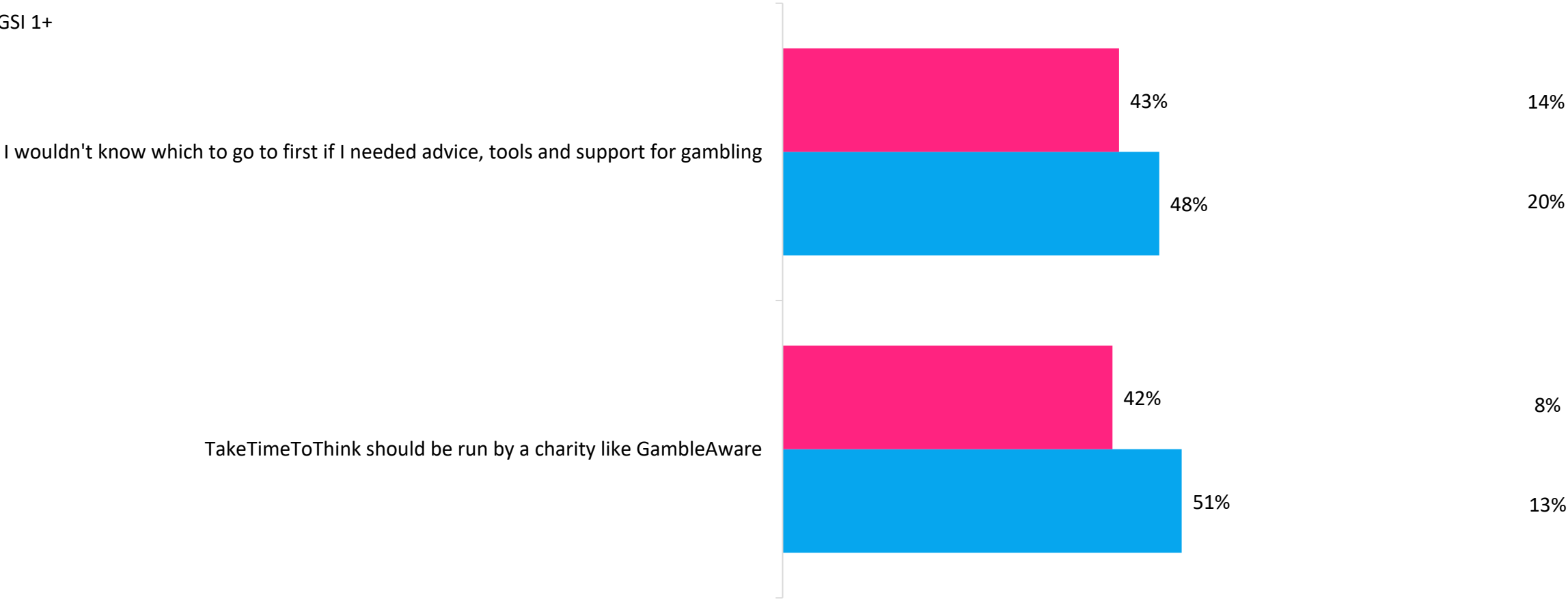
I wouldn't know which to go to first if I needed advice, tools and support for gambling

43% — 14%

48% — 20%

TakeTimeToThink should be run by a charity like GambleAware

42% — 8%

51% — 13%

Phase 2: Qualitative research into safer gambling messaging on operator advertising

Objectives and method

Objectives

- GambleAware wanted to commission this research to build on the insights collected and:

  - Explore if there could be more effective alternatives to existing safer gambling messaging (e.g. GambleAware logo positioning and 'Take Time To Think' messaging)

- These findings allowed GambleAware to understand why some messaging works, and to streamline messages tested within the next phase of quantitative research.

Method

- The qualitative phase (Phase 2) of research was conducted by The Outsiders and tested initial messages (amongst other elements) via Zoom interviews between 27 Sept – 6 Oct 2023.

  - Research was conducted with 53 people with a wide range of experiences from non-gamblers to those experiencing problems. This involved 12 Quads (i.e. mini-focus groups with 4 respondents in each) with non-gamblers (2); affected others (2); those with a PGSI of 0 (3) and PGSI 1-2 (5). 5 in depth interviews (IDIs) were conducted with PGSI 3-7 (3) and PGSI 8+ (2).

- Within each quad a number of elements were tested within a one hour interview (see appendix for full breakdown of stimulus). These were purposely fast-paced to better reflect people's automatic, subconscious responses to the stimuli. In each the following were tested:

  - The GambleAware logo with messages which are calls to action – both short messages and slightly longer ones (see full list within the appendix)

  - Potential replacements for 'Take Time To Think' (TTTT) messaging (e.g. 'gambling comes at a cost' or 'gambling can grip anyone')

  - Positioning of messaging and logo on operator ads

  - A video and radio endframe. Two versions of each were used, each group were shown one each.

Key findings from the qualitative phase

- GambleAware messaging needs to work hard to stand out visually against gambling advertisements. If there is not a clear distinction between the messaging and the operator's advertisement the credibility of the message is undermined. This works best where the messaging is in a clear banner, preferably across the whole page.

- While awareness of GambleAware was relatively high, there was very little awareness of what GambleAware does. Including a call-to-action message alongside the logo gives a clearer indication of GambleAware's offer. The preferred messages clearly state what is there, e.g. 'Advice, Tools, Support' or let you know they can help in a non-dramatic way, e.g. 'Worried? Search GambleAware'.

- The 'Take Time to Think' message was the one that resonated least. It is too generic and does not necessarily relate to gambling.

- Messages around loss were more likely to make people self-appraise their gambling, particularly non-gamblers or those not experiencing harms, e.g. 'What are you prepared to lose today…' and 'You win some, you lose more'. But both of these statements run the risk of being stigmatising.

- 'Gambling comes at a cost' and 'Gambling can grip anyone' both encourage self-appraisal and make people think differently about gambling while also hitting the right tone. 'Gambling know the harm' landed particularly well with non-gamblers and affected others.

- Statements that had included wordplay around betting and odds ran the risk of being seen as an inviting challenge to those gambling more heavily, e.g. 'Odds are they win'.

Key findings from the qualitative phase

- The statements need to fit with people's experiences of gambling, or they risk being easily dismissed (e.g. 'Gambling kills').

- Gambling behaviours influence how people respond to the messaging:

  - Those who gamble but don't experience harm tend to be resistant to the messaging that gambling is bad for you, and less empathetic to gamblers experiencing harms.

  - Affected others and non-gamblers are responsive to messaging which highlights the harms, e.g. 'Gambling can be addictive'.

  - Those who experience harms are more likely to reflect on their own gambling behaviour when presented with messaging which highlights the harms caused by gambling empathetically , such as 'Gambling can grip anyone' and 'GambleAware can help'.

- There are also slight gender differences, as women tend to feel guilt about the money and time they spend on their gambling, whereas men are more likely to feel they deserve the time out. Men are resistant to feeling 'nagged' by a campaign.

- The video and radio ads are the most effective at getting the message across, especially with a tone change which helped grab attention and was seen as empathetic.

Suggestions for statements to take to the quant stage were:

GambleAware logo replacements:

- **GambleAware:** The norm to test against

- **'Worried? Search GambleAware':** This has a clear CTA for those who may need support and made people self-appraise.

- **'GambleAware. Advice. Tools. Support':** This gives clear guidance on what to expect from GambleAware in a non-judgemental way.

- **'GambleAware can help':** Supportive tone that focuses on GambleAware's offer

'Take Time To Think' messaging replacements:

- **'Take Time To Think':** The norm to test against, seen as generic and did not make people think about their gambling behaviour or gambling in general

- **'Gambling comes at a cost':** Made people stop and think about gambling because of the play on words of 'cost' which was easily to understand but took a moment to work out

- **'Gambling can grip anyone':** Again, made people stop and think about their own gambling, that anybody could be vulnerable

- **'Gambling can be addictive':** While some said this was stating the obvious, for others this was attention-grabbing about gambling more generally than personal behaviour

- **'Gambling. Know the harm':** Again made some people think, but more likely to be dismissed by those who gamble and do not experience harms. Affected others drawn by this.

Note: 'Worried about gambling? Search GambleAware for advice, tools and support' was also added to the quantitative element to see if this could cover both the signposting to GambleAware and the objectives of a wider safer gambling message

The
OUTSIDERS

Phase 3: Quantitative research into safer gambling messaging on operator advertising

YouGov

Objectives and method

Objectives

- GambleAware wanted to commission this research to build on the insights collected and:

  - Explore if there could be more effective alternatives to existing safer gambling messaging (e.g. GambleAware logo positioning and 'Take Time To Think' messaging)

- This would result in updated and evidence-led guidelines to more effectively use safer gambling messaging on operator adverts.

Method

- The quantitative phase (Phase 3) utilised an online survey to draw more robust conclusions with fieldwork conducted by YouGov between the 10th – 22nd November 2023.

- The figures have been weighted and are representative of the UK adult population by age, gender, social grade and region.

- The online survey sampled 7,087 adults and included three experiments (full survey in appendix):

1. **Phase 3A:** A randomised control trial (RCT) to measure the impact (on measures such as recognition, memorability and deposit limit behaviours) of 6 messages (including TTTT), plus a control group who saw no message. This was to explore if there could be more effective alternatives to existing safer gambling messaging (i.e. 'Take Time To Think').

2. **Phase 3B:** A conjoint exercise to explore the importance of positioning and design of the GambleAware logo and messaging

3. **Phase 3C:** Video endframe testing to measure the impact of 2 different endframes for adverts (TTTT vs new). This was to explore the impact of different aspects of gambling ads on likelihood to search for GambleAware.

Survey respondents participated in all 3 experiments.

Any differences reported on with a * are statistically significant at 95% confidence level (using t-tests).

Overview of phase 3 quantitative research (exact questions shown in appendix)

Phase 3A	Phase 3B	Phase 3C

Shown ad with message on bottom

Attention re-set task

Re-exposure to message

Attention re-set task

Sample split randomly into 7 (each shown different message for Randomised Control Trial)

1. *No message (CONTROL)*
2. *Take Time To Think (CONTROL 2)*
3. *Gambling comes at a cost*
4. *Gambling can grip anyone*
5. *Gambling can be addictive*
6. *Gambling. Know the harm*
7. *Worried about gambling? Search GambleAware for advice, tools and support*

Follow up questions asked about whole advert

Subjective affective ratings using Self-Assessment Manikin (SAM)
Question probing message cut through (inc. Safer gambling message shown)
Battery of questions to probe general attitudes towards whole advert

Behavioural experiment

Testing to see whether respondents would set a deposit limit (having seen a safer gambling message) and the size of the limit

Follow up questions asked about safer gambling message

Open question probing safer gambling message takeout
Questions to probe attitudes towards safer gambling message
Questions to determine wider perceptions towards gambling

Conjoint

Pairs of gambling ads with variations across four attributes on outcome of likelihood to search GambleAware

Additional A/B testing

Questions to probe metrics of band colour, graphic device, and endframe Colour of band

START
Screener questions

e.g. age, gender, region, ethnicity

END
Screener questions

Gambling behaviour
PGSI score
Affected other status
Exposure to adverts
Perception of gambling ads
Disposable income

Phase 3A:
Summary of key findings

Summary slide: Which messages perform more strongly than TTTT?

Letter = higher than 'Take Time To Think' (underlined = statistically significantly higher)
P = General public
G = Those who gamble
1+ = Those scoring 1+ on the PGSI

Metric (full questions below)	Gambling comes at a cost	Gambling can grip anyone	Gambling can be addictive	Gambling. Know the harm	Worried about gambling? Search GA for AST
Better message cut-through (% recognising message)	P G 1+	P G 1+	P G 1+	G	G
More impactful (% more impactful)	P G 1+	P G 1+	P G 1+	P G 1+	
More memorable (% agree memorable)	P G 1+	P G 1+	P G	P G 1+	G
Challenges perceptions of gambling (% disagree gambling is harmless fun)	P G 1+	P G 1+	P G 1+	P G 1+	P G 1+
More setting deposit limit (% setting limit in behavioural trial)	P G 1+	P G 1+	G 1+	P G 1+	G 1+

Phase 3A: Alternatives to 'Take Time To Think'

- RCT (First exposure)

In the first exposure, respondents were shown one of the below (full advert)

1 (control) No message	**2 (control)** Current message	**3** Gambling comes at a cost	**4** Gambling can grip anyone

5 Gambling can be addictive	**6** Gambling know the harms	**7** Search GambleAware for ATS

After seeing the advert initially, there aren't differences using the affective slider based on the safer gambling message seen

This indicates that, based on a single exposure with the wider advert, safer gambling messaging does not have a statistically significant impact on feelings of pleasure or arousal

Control message *Control message 2*

Pleasure & Arousal*

No message	Take Time to Think	Gambling comes at a cost	Gambling can grip anyone	Gambling can be addictive	Gambling. Know the harm	Worried about gambling? Search GambleAware for advice, tools and support.

➝ Pleasure   ➝ Arousal

Pleasure: 40.90 | 40.63 | 41.49 | 41.92 | 41.54 | 41.05 | 41.15

Arousal: 39.05 | 38.42 | 38.75 | 37.60 | 36.83 | 38.09 | 37.71

*Pleasure and arousal are two key emotional responses to advertising measured in academic literature; the former refers to the level of positive emotion an advert evokes, and the latter the intensity of emotion activated.

Results on the pleasure and arousal scales are denoted here as a score from 0-100, with scores less than 50 indicating more negative emotions, and over 50 more positive.

Quantitative online survey 2023: Conducted by YouGov
AQ2. Please rate the advert using the sliders below. Don't think too much about it, just rate how you feel after seeing it. (*Two metrics measured here: pleasure and arousal, based on a 0-100 scale*).
Base: All (n=7,087).

'Gambling can be addictive' performs well for message cut-through / recognition, especially among people who gamble

'Gambling comes at a cost' also performs relatively well here. Note some of the differences between the messages are marginal.

Message recognition

■ All ■ All people who gamble ■ PGSI 1+

	Take Time to Think	Gambling comes at a cost	Gambling can grip anyone	Gambling can be addictive	Gambling. Know the harm	Worried about gambling? Search GambleAware for advice, tools and support
All	37%	40%	38%	45%*	36%	37%
All people who gamble	35%	41%	38%	46%*	38%	37%
PGSI 1+	33%	40%	41%	40%	31%	31%
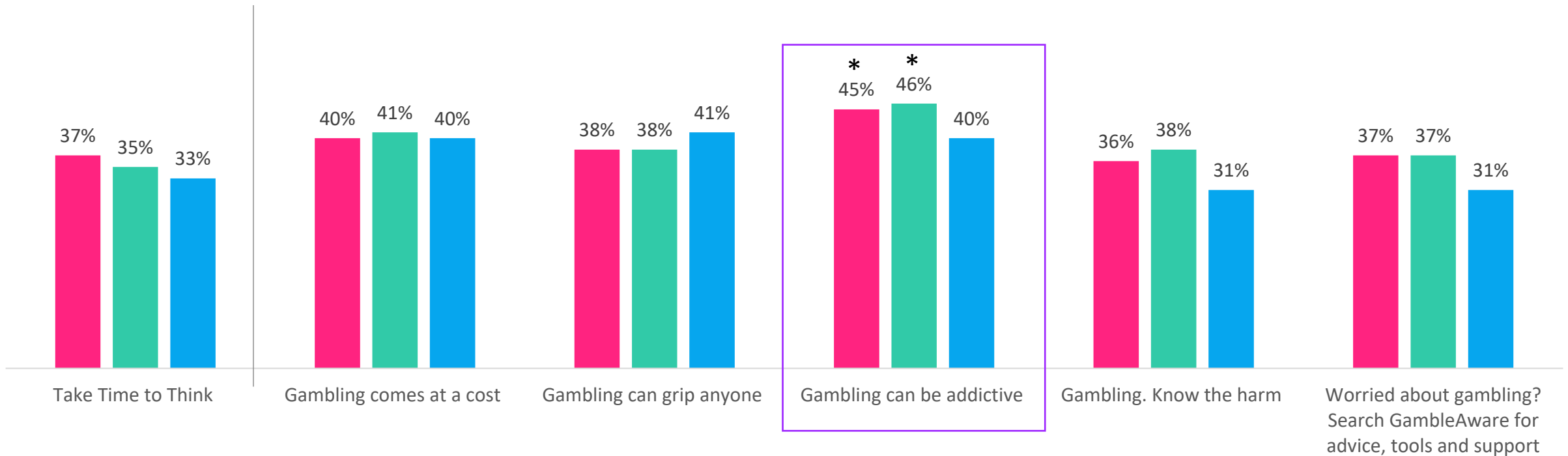
Quantitative online survey 2023: Conducted by YouGov
AQ3. Thinking about the advert you have just seen... What, if anything, do you remember seeing? Please select all that apply.
Base: All (n=6,056), all people who gamble (n=3,857) and PGSI 1+ (n=1,723) who saw a message.

A * indicates a figure is statistically significantly higher than Take Time to Think

There is minimal difference in <u>advert</u> perceptions across messages, though the ad itself is more memorable with TTTT (potentially due to its current usage by operators)

Note that these results are based on respondents' first exposure to the full adverts during the experiment (i.e. results show memorability of the whole advert rather than the safer gambling message)

YouGov

Agree the advert is memorable

■ All   ■ All people who gamble   ■ PGSI 1+

Take Time to Think
17% / 20% / 37%

Gambling comes at a cost
14% / 18% / 27%

Gambling can grip anyone
14% / 17% / 28%

Gambling can be addictive
* 12% / 16% / 26%

Gambling. Know the harm
* 13% / 16% / 28%

Worried about gambling? Search GambleAware for advice, tools and support
* 12% / 16% / 29%

No message
* 13% / 17% / 30%
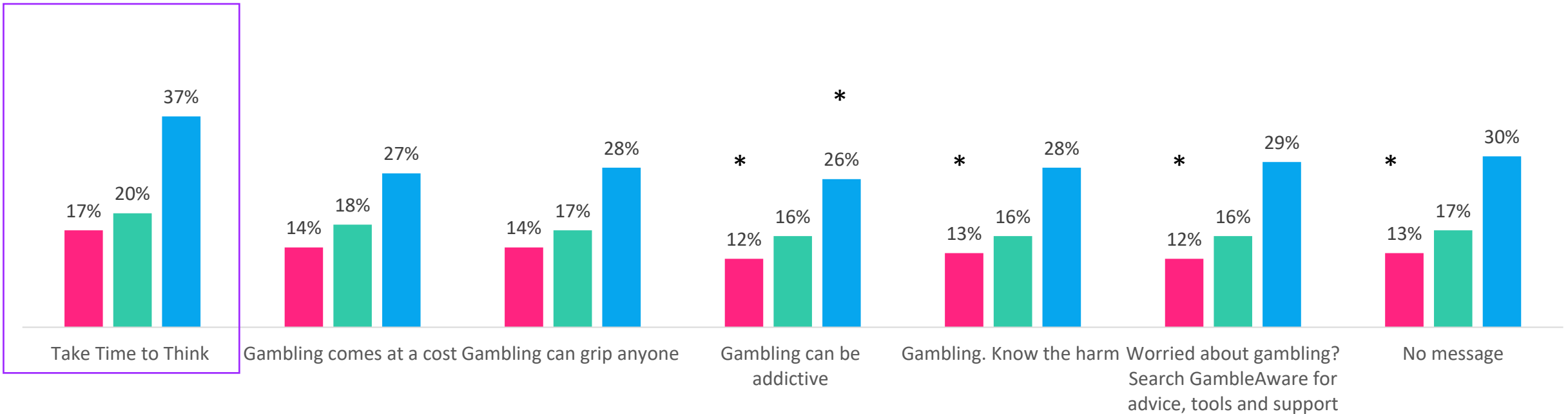
Quantitative online survey 2023: Conducted by YouGov
AQ4. Thinking still about the advert, to what extent do you agree or disagree that the advert…
Base: All (n=7,087), all people who gamble (n=4,513) and PGSI 1+ (n=2,005).

A * indicates a figure is statistically significantly lower than Take Time to Think

Phase 3A: Alternatives to 'Take Time To Think'

- RCT (Behavioural experiment)

After seeing their assigned message in the survey, participants were given a simulated decision-making scenario and then asked to use a deposit limit page, followed by further questions
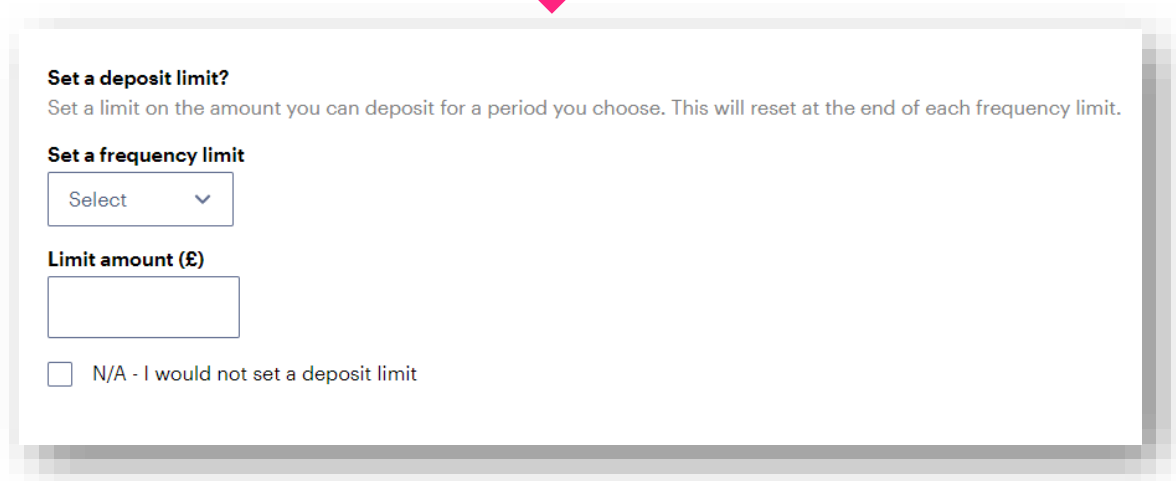
We set the scene by asking people:

Imagine that you have opened a betting account from the ad you just saw.

During the signing up process, you are given the option to set up a deposit limit. A deposit limit allows you to control the amount of money you can deposit into your gambling account per month.

Note that we had to use hypothetical wording given the sample included people who don't gamble.

Simulated decision-making scenario

Set a deposit limit?

Set a limit on the amount you can deposit for a period you choose. This will reset at the end of each frequency limit.

Set a frequency limit

Select ∨

Limit amount (£)

☐ N/A - I would not set a deposit limit

Among the general public, those seeing a message were indicatively more likely to set a deposit limit, with an uplift for 'gambling can grip anyone'

YouGov

% setting deposit limit

■ All   ■ All people who gamble   ■ PGSI 1+

	No message	Take Time to Think	Gambling comes at a cost	Gambling can grip anyone	Gambling can be addictive	Gambling. Know the harm	Worried about gambling? Search GambleAware for advice, tools and support
All	55%	58%	59%	60%*	56%	59%	58%
All people who gamble	58%	61%	63%	64%	62%	63%	64%
PGSI 1+	69%	65%	69%	71%	66%	70%	69%

Quantitative online survey 2023: Conducted by YouGov
q_deposit_amount. Set a limit on the amount you can deposit for a period you choose. This will reset at the end of each frequency limit.
Base: All (n=7,087) and PGSI 1+ (n=2,005).

A * indicates a figure is statistically significantly higher than no message

Those seeing 'gambling can be addictive' were more likely to set the lowest limit threshold (less than £5)

YouGov

**Weekly deposit limit
(among those who gamble)**

Legend:
- **>£50** (green)
- **£21-£50** (blue)
- **£6-£20** (purple)
- **<£5** (red)

Category	No message	Take Time To Think	Gambling comes at a cost	Gambling can grip anyone	Gambling can be addictive	Gambling. Know the harm	Worried about gambling? Search GA for ATS
>£50	15%	18%	17%	17%	16%	15%	18%
£21-£50	18%	16%	16%	23%	14%	19%	21%
£6-£20	41%	34%	37%	33%	29%	34%	32%
<£5	27%	32%	30%	27%	41% *	32%	29%

Quantitative online survey 2023: Conducted by YouGov
q_deposit_amount. Set a limit on the amount you can deposit for a period you choose. This will reset at the end of each frequency limit.
Base: All that gamble and set a deposit limit (n=2,937)

A * indicates a figure is statistically significantly higher than no message

Phase 3A: Alternatives to 'Take Time To Think'

- RCT (Second exposure)

In the second exposure, respondents were shown the same advert but zoomed into the safer gambling banner as below and asked a series of questions to follow up

TTTT lacks a wider message around the harms of gambling and while it communicates self-appraisal well, it doesn't provide a reason why it is needed

Top message takeout from straplines among total sample (unprompted open question)

Green = Over 30%
Orange = Between 10% and 30%
Red = Below 10%

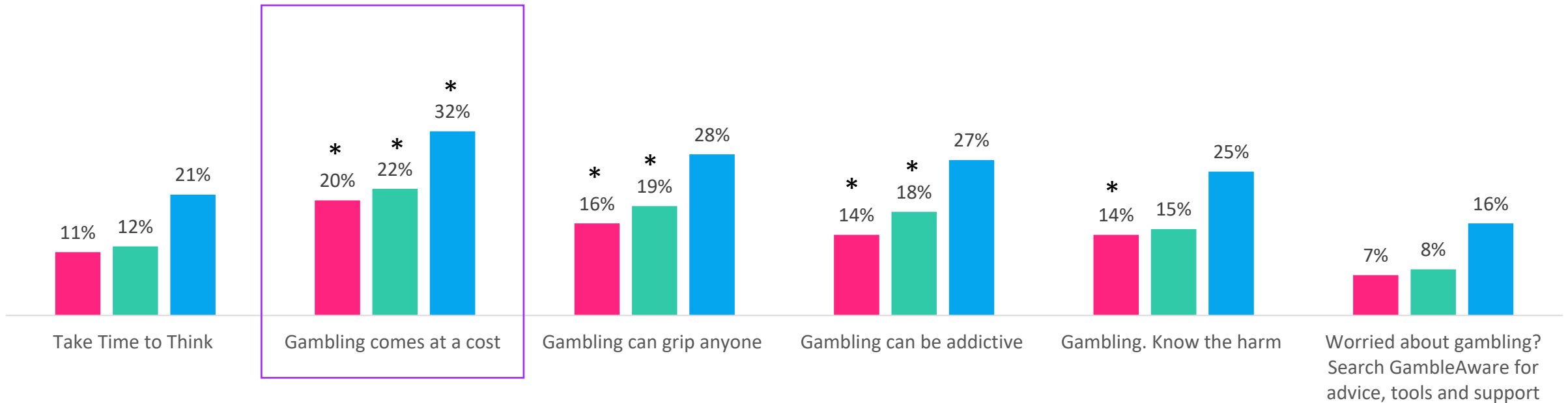|	Take Time To Think	Gambling comes at a cost	Gambling can grip anyone	Gambling can be addictive	Gambling. Know the harm	Worried about gambling? Search GA for ATS
Gambling is addictive/anyone can become addicted to gambling	6%	17%*	64%*	61%*	18%*	9%*
Highlighting the harms associated with gambling	4%	26%*	11%*	10%*	39%*	3%
Be careful when gambling/think before you bet/gamble responsibly	69%	18%	15%	23%	34%	11%
Gambling comes at a cost/you could win or lose money	5%	43%*	2%	7%	6%	1%
Help/support available (including from GambleAware)	11%	6%	6%	9%	11%	63%

Quantitative online survey 2023: Conducted by YouGov
MQ1_coded. In the box below, please tell us what you think the message means, giving your answer in detail.
Base: All who saw a message (n=6,056)

A * indicates a figure is statistically significantly higher than Take Time to Think

'Gambling comes at a cost' stands out for being seen as <u>more impactful</u> than other safer gambling messages

<u>More impactful</u> than other messages

■ All   ■ All people who gamble   ■ PGSI 1+

	Take Time to Think	Gambling comes at a cost	Gambling can grip anyone	Gambling can be addictive	Gambling. Know the harm	Worried about gambling? Search GambleAware for advice, tools and support
All	11%	20% *	16% *	14% *	14% *	7%
All people who gamble	12%	22% *	19% *	18% *	15%	8%
PGSI 1+	21%	32% *	28%	27%	25%	16%

Quantitative online survey 2023: Conducted by YouGov
MQ3. Compared to other safer gambling messages you have seen at the bottom of gambling adverts, does this feel...
Base: All (n=6,056), all people who gamble (n=3,857) and PGSI 1+ (n=1,723) who saw a message.
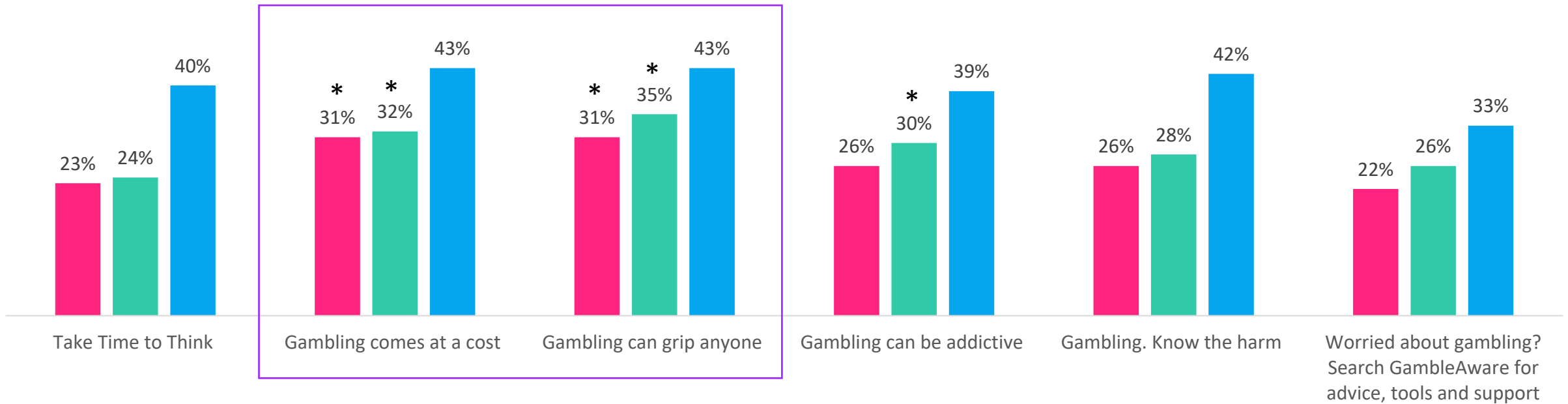
A * indicates a figure is statistically significantly higher than Take Time to Think

'Gambling comes at a cost' is also one of the messages most likely to be seen as <u>memorable</u>, along with 'gambling can grip anyone'

This is the case among the general public and people who gamble, though differences among PGSI 1+ are not statistically significantly different. For 'gambling can be addictive', among the general public and people who gamble, more disagree than agree that it is memorable. This suggests it still could be snappier.

YouGov

> ### Agree the message is <u>memorable</u>
> ■ All   ■ All people who gamble   ■ PGSI 1+

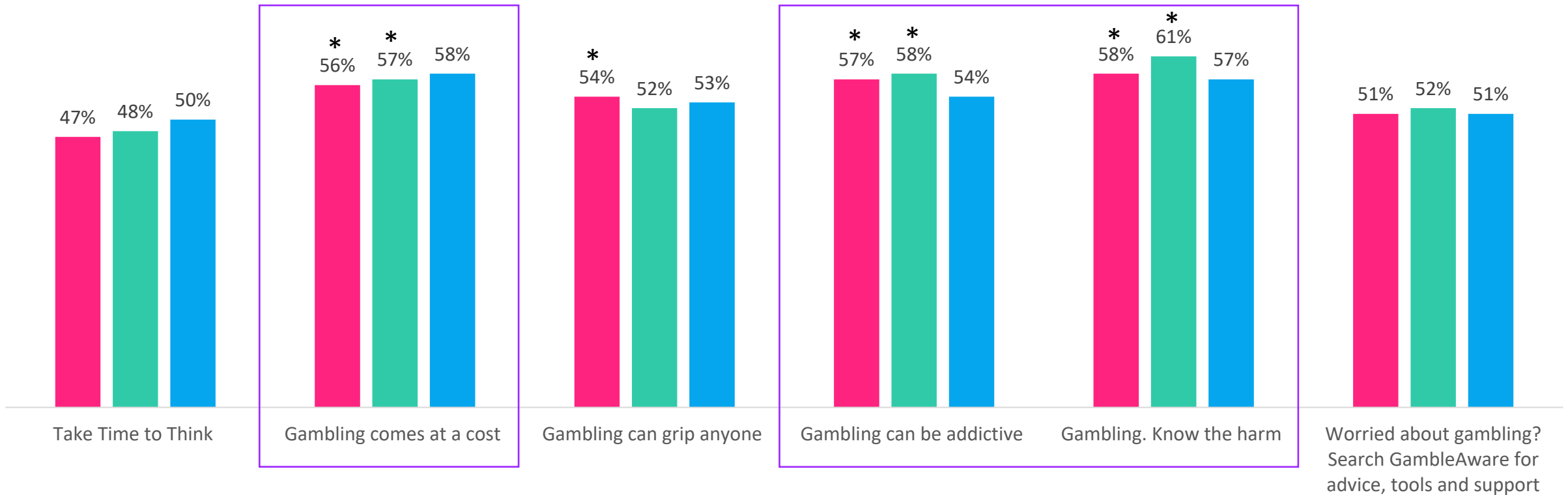|	Take Time to Think	Gambling comes at a cost	Gambling can grip anyone	Gambling can be addictive	Gambling. Know the harm	Worried about gambling? Search GambleAware for advice, tools and support
All	23%	31% *	31% *	26%	26%	22%
All people who gamble	24%	32% *	35% *	30% *	28%	26%
PGSI 1+	40%	43%	43%	39%	42%	33%

A * indicates a figure is statistically significantly higher than Take Time to Think

Individuals were more likely to disagree that most TTTT replacements showed 'gambling is harmless fun'

'Gambling comes at a cost', 'Gambling can be addictive' and 'Gambling. Know the harm' saw highest levels of disagreement (i.e. are stronger at challenging the current discourse around gambling being harmless fun)

YouGov

Disagree presents gambling as **harmless fun**

■ All ■ All people who gamble ■ PGSI 1+

	Take Time to Think	Gambling comes at a cost	Gambling can grip anyone	Gambling can be addictive	Gambling. Know the harm	Worried about gambling? Search GambleAware for advice, tools and support
All	47%	56%*	54%*	57%*	58%*	51%
All people who gamble	48%	57%*	52%	58%*	61%*	52%
PGSI 1+	50%	58%	53%	54%	57%	51%

51

A * indicates a figure is statistically significantly higher than Take Time to Think

Those seeing 'gambling can be addictive' and 'gambling can grip anyone' were more likely to feel the responsibility of gambling harms is on gambling companies compared to those seeing 'Take Time To Think'

Note these are marginal differences and overall there is a greater leaning towards individuals

YouGov

Responsibility of harms (among all respondents)

% responsibility on gambling companies - individuals	* -12%	-15%	* -12%	* -5%	* -9%	-14%	-16%
Leaning towards gambling companies	20%	17%	20%	22% *	23% *	19%	18%
Equally the individual and gambling companies	45%	46%	44%	46%	41%	45%	45%
Leaning towards individuals	32%	33%	32%	28%	31%	33%	34%
Don't know							
	No message	Take Time To Think	Gambling comes at a cost	Gambling can grip anyone	Gambling can be addictive	Gambling. Know the harm	Worried about gambling? Search GA for ATS

Quantitative online survey 2023: Conducted by YouGov
MQ5. Thinking about those experiencing problems with their gambling...To what extent do you think an individual themself is responsible, or that gambling companies are responsible? Base: All (n=7,087).

A * indicates a figure is statistically significantly higher than Take Time to Think

Phase 3B: GambleAware signposting on operator adverts

– Conjoint analysis

To explore the impact of different aspects of gambling ads on likelihood to search for GambleAware, we conducted a conjoint exercise where respondents were shown different variations of the attributes (the current TTTT messaging was used within this portion of the survey to prevent any bias)

| 3 ads (sports/bingo/casino) | 3 messages and without message | 2 locations (top and bottom left) | With/without graphic separator |

How this looked to respondents on screen

In the following questions, you will see two different gambling adverts and be asked which one would make you more likely to search for GambleAware. **GambleAware are an independent charity that offers advice, tools and support for those experiencing problems with their gambling, or someone else's.**

The adverts will be relatively similar, with small changes to the messaging and positioning of various parts.
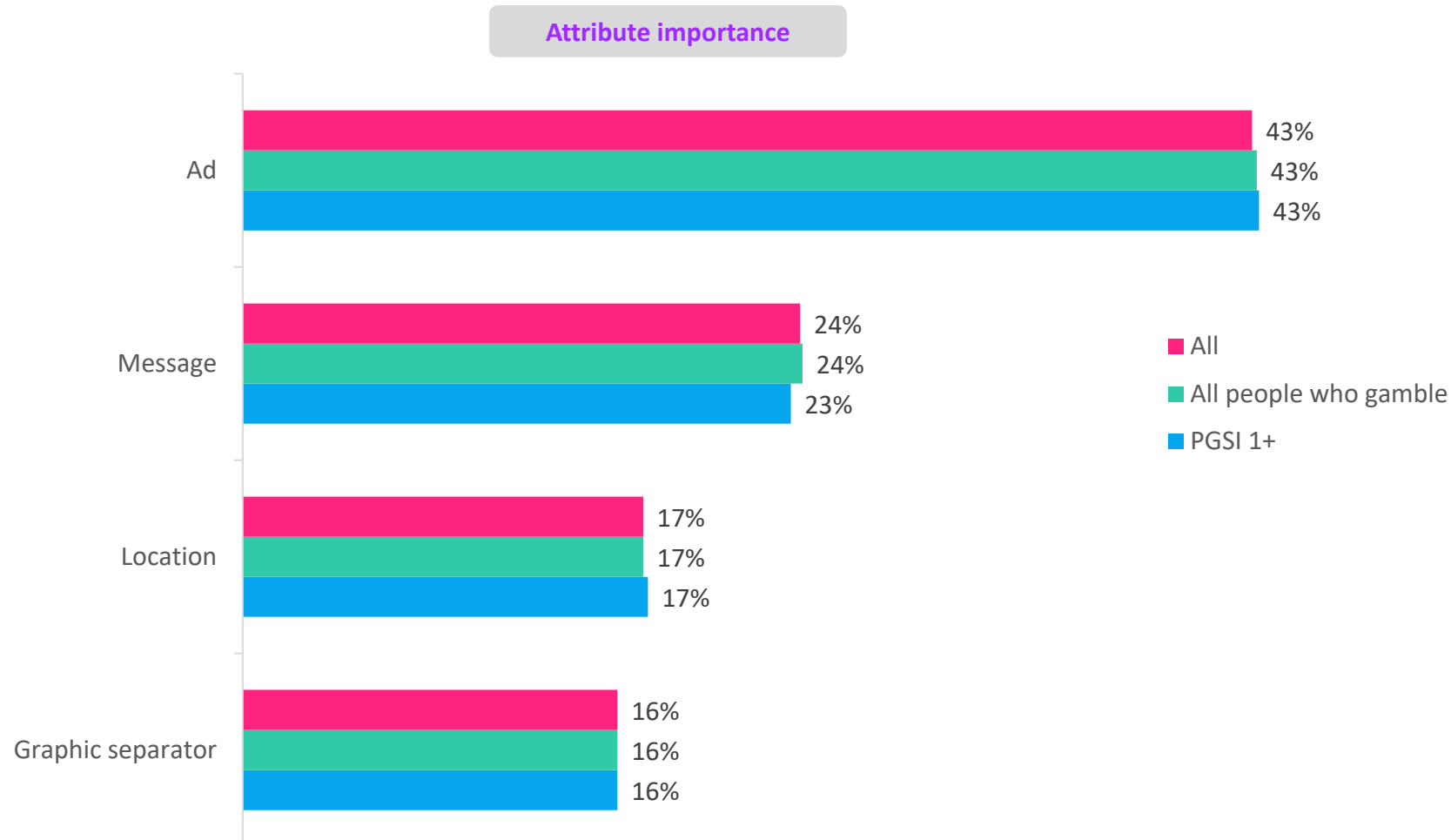
Which of these would make you more likely to search for GambleAware?
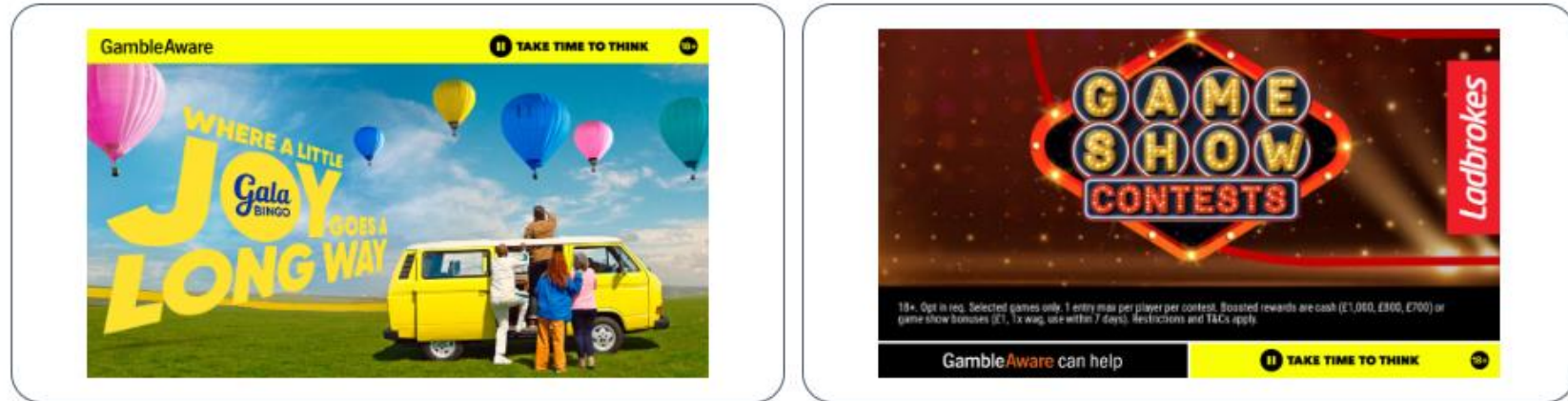
Each respondent saw a random 4 screens (similar to the screenshot above), seeing a total of 8 adverts

The type of ad has the biggest impact on likelihood to search for GambleAware, followed by the message

This is consistent across all 3 audiences

Attribute importance

	All	All people who gamble	PGSI 1+
Ad	43%	43%	43%
Message	24%	24%	23%
Location	17%	17%	17%
Graphic separator	16%	16%	16%

CBC_Random. Which of these would make you more likely to search for GambleAware?
Base: All (n=7,087), all people who gamble (n=4,513) and PGSI 1+ (n=2,005)

56

The elements most likely to lead to search were the bingo ad, 'Worried? Search GambleAware' tagline, top left position and the full yellow bar

This is relatively consistent across all 3 audiences. The difference across adverts could be due to the bingo ad having less content to distract from the safer gambling banner compared to the casino ad (which had detailed T&Cs) and betting ad (which had odds information)

Element	1st position	2nd position	3rd position	4th position
Ad	Bingo	Casino	Betting	-
GA logo	Worried? Search GambleAware	GambleAware. Advice. Tools. Support	GambleAware can help	GambleAware
Position	Top left	Bottom left	-	-
Separator	None*	Black	White	-

CBC_Random. Which of these would make you more likely to search for GambleAware?
Base: All (n=7,087)

It is worth noting that the 'no graphic separator' option was a full yellow bar. Given yellow performed better than other colours for standing out, the data could just suggest yellow is best (not no separator).

What does this actually mean?

The findings suggest that if TTTT messaging remains (not recommended), placing the GambleAware logo in the top left with a short message would make people more likely to search for support at GambleAware

YouGov

Current approach
GambleAware logo on its own bottom left

Preference share can be interpreted as the number in 100 people who say they are likely to search for GambleAware after seeing each advert

Option A: 'Worried? Search GambleAware'
Preference share:*
- 74% (option A)
- 26% (current approach)

Option B: 'GambleAware Advice, Tools, Support.'
Preference share:*
- 70% (option B)
- 30% (current approach)

CBC_Random. Which of these would make you more likely to search for GambleAware?
Base: All (n=7,087)

Phase 3C: Safer gambling messaging on video adverts

– A/B testing

The replacement video stands out for telling those scoring 1+ on the PGSI where to get support
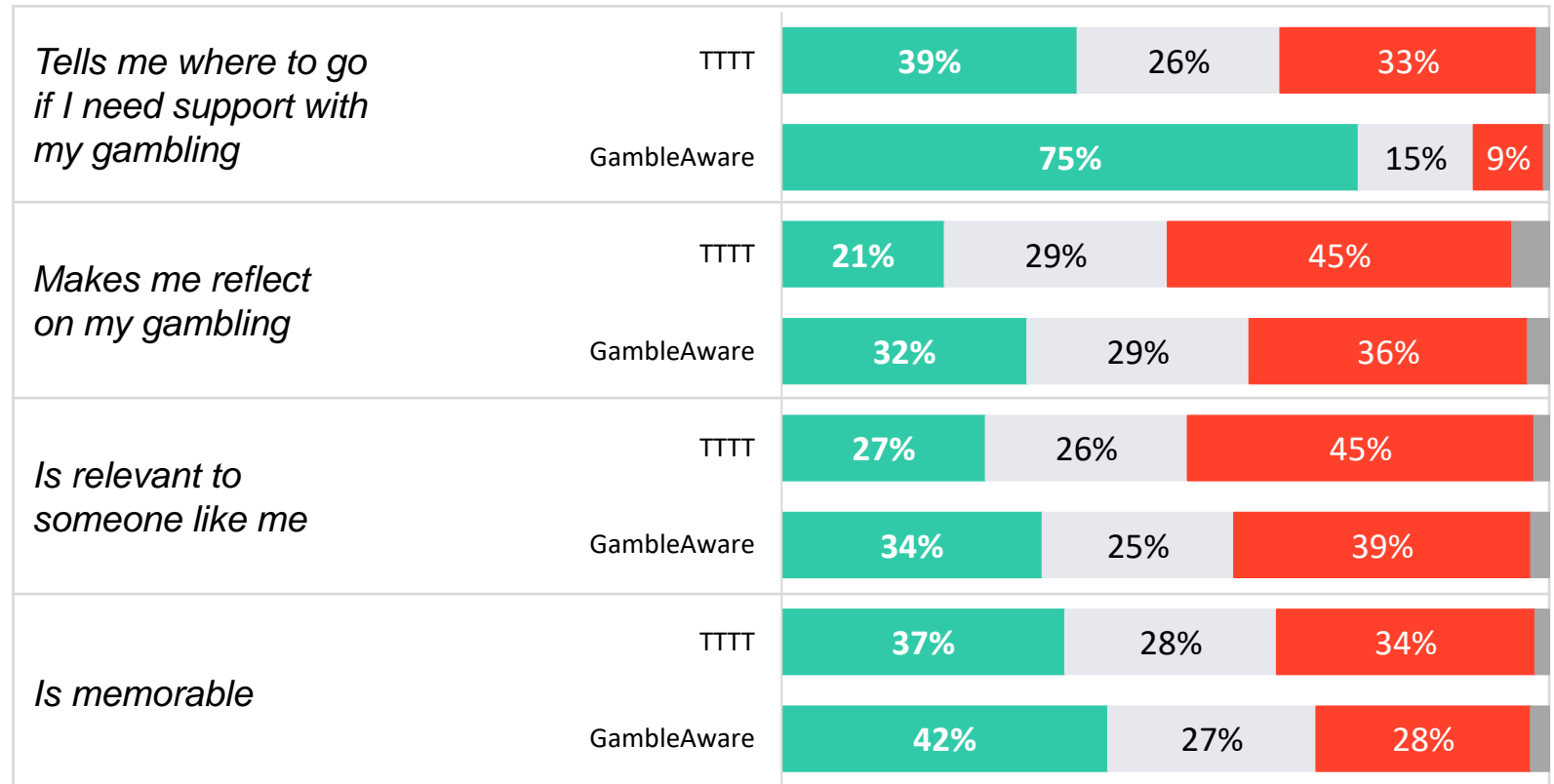
*Perceptions of the other statements are less pronounced, but the replacement video performs better across all of them.
The same is true for all people who gamble.*

Respondents saw one video end frame (sample split into two)

TAKE TIME TO THINK
taketimetothink.co.uk BeGambleAware.org 18+

If you're worried about how gambling makes you feel, search
GambleAware
Advice | Tools | Support

Then asked agreement with each of the following (results shown among PGSI 1+)

■ Agree ■ Neither ■ Disagree ■ Don't know/N/A

Statement	Group	Agree	Neither	Disagree
Tells me where to go if I need support with my gambling	TTTT	39%	26%	33%
	GambleAware	75%	15%	9%
Makes me reflect on my gambling	TTTT	21%	29%	45%
	GambleAware	32%	29%	36%
Is relevant to someone like me	TTTT	27%	26%	45%
	GambleAware	34%	25%	39%
Is memorable	TTTT	37%	28%	34%
	GambleAware	42%	27%	28%

VQ1. To what extent do you agree or disagree that the video...
Base: All PGSI 1+ (n=506) who saw a video.
Note the sample was split and people saw either a standard end frame (TTTT shown for 1 second, as shown in a typical gambling ad) or a new, longer end frame (lasting 5 seconds, with a voiceover that reads the content on the slide).

Appendix

Appendix 1

Phase 2: Qualitative research into safer gambling messaging on operator advertising

The follow messages were probed upon within the qualitative phase

Respondents were then shown the following messages	
GambleAware logo small message inclusion (i.e. up to three extra words around logo)	**Take Time To Think potential replacements**
Worried? Search GambleAware	Gambling comes at a cost
GambleAware Advice. Tools. Support.	Chances are you're about to lose
Search GambleAware	Gambling: you're likely to lose
Reach out to GambleAware	You win some, you lose more
Get help – GambleAware	Imagine what you could be buying instead
GambleAware can help	What are you prepared to lose today? Set a deposit limit
Get support at GambleAware	Gambling may lead to harm
GambleAware logo larger message inclusion (i.e. more than three extra words around logo)	Gambling. Know the harm
Worried about gambling? Search GambleAware	Gambling. You could get addicted
If you're worried about gambling, search GambleAware	Gambling can be addictive
Odds are: they win. Search GambleAware	Gambling can escalate
Gambling can be addictive. Search GambleAware	Gambling can grip anyone
Gambling can escalate. Search GambleAware	Gambling kills
For advice, tools and support, search GambleAware	
Gambling. Know the harms. Search GambleAware	

Numerous stimulus were also probed upon within the qualitative research

The below ad was shown to probe around perceptions towards the current approach to safer gambling messaging

We also showed assets with GambleAware signposting within the gambling advert (rather than within the safer gambling banner)

Some assets had the safer gambling slogan being at the top of the page, (rather than bottom)

Video assets were produced as different potential endframes

Some assets had messaging with a red exclamation mark to draw attention

Lastly, some assets had a hazard-style tape around the message to draw focus

Appendix 2

Phase 3: Quantitative research into safer gambling messaging on operator advertising

Summary slide <u>by age</u>: Which messages perform more strongly than TTTT?

YouGov

Letter = higher than Take Time To Think (<u>underlined</u> = statistically significantly higher)
Y = Youngest age bracket (aged 18-34)
M = Middle age bracket (35-54)
O = Oldest age bracket (55+)

Metric (full questions below)	Gambling comes at a cost	Gambling can grip anyone	Gambling can be addictive	Gambling. Know the harm	Worried about gambling? Search GA for AST
Better message recall (% recalling message)	Y M O	M O	<u>Y</u> M O	M	Y
More impactful (% more impactful)	<u>Y</u> <u>M</u> <u>O</u>	Y M <u>O</u>	Y <u>M</u> O	Y M O	
More memorable (% agree memorable)	<u>Y</u> <u>M</u> O	<u>Y</u> <u>M</u> <u>O</u>	Y M O	Y M O	O
Challenges perceptions of gambling (% disagree gambling is harmless fun)	<u>Y</u> <u>M</u> O	Y <u>M</u> O	Y <u>M</u> <u>O</u>	<u>Y</u> <u>M</u> O	Y M O
More setting deposit limit (% setting limit in behavioural trial)	Y M O	O		Y O	O

AQ3. Thinking about the advert you have just seen... What, if anything, do you remember seeing? Please select all that apply. Message
MQ3. Compared to other safer gambling messages you have seen at the bottom of gambling adverts, does this feel...
MQ2_1. Still thinking about the message you have just seen, to what extent do you agree or disagree that the message... Is memorable
MQ2_4. Still thinking about the message you have just seen, to what extent do you agree or disagree that the message... Presents gambling as harmless fun
Weekly_deposit_limit_db. Deposit limit (Y/N)

Summary slide by gender: Which messages perform more strongly than TTTT?

Letter = higher than Take Time To Think (underlined = statistically significantly higher)
M = Male
F = Female

Metric (full questions below)	Gambling comes at a cost	Gambling can grip anyone	Gambling can be addictive	Gambling. Know the harm	Worried about gambling? Search GA for AST
Better message recall (% recalling message)	M	M	M F		M
More impactful (% more impactful)	M F	M F	M F	M F	
More memorable (% agree memorable)	M F	M F	M F	M F	M
Challenges perceptions of gambling (% disagree gambling is harmless fun)	M F	M F	M F	M F	M F
More setting deposit limit (% setting limit in behavioural trial)	M F	M F		M	

AQ3. Thinking about the advert you have just seen... What, if anything, do you remember seeing? Please select all that apply. Message
MQ3. Compared to other safer gambling messages you have seen at the bottom of gambling adverts, does this feel...
MQ2_1. Still thinking about the message you have just seen, to what extent do you agree or disagree that the message... Is memorable
MQ2_4. Still thinking about the message you have just seen, to what extent do you agree or disagree that the message... Presents gambling as harmless fun
Weekly_deposit_limit_db. Deposit limit (Y/N)

RCT – sample split for each strand

In the RCT, the 7 different sample splits were given equal weights to ensure that differences based on message seen were not due to the sample composition. The approximate sample split for each of the 7 strands is given below.

Group	Proportion
Gender	
Male	49%
Female	51%
Age	
18-34	28%
35-54	33%
55+	38%
Social grade	
ABC1	53%
C2DE	47%
Ethnicity	
White	89%
Ethnic minorities	11%

Group	Proportion
Region	
North East	4%
North West	11%
Yorkshire and the Humber	8%
East Midlands	8%
West Midlands	9%
East	10%
London	13%
South East	14%
South West	9%
Wales	5%
Scotland	9%

Questionnaire (RCT – First exposure)

Welcome to this survey about advertising. Your YouGov account will be credited with **50 points** for completing the survey.

We have tested the survey and found that, on average, it takes around **12 minutes to complete**.
To continue please click the arrow below.

[Split_Sample] **SHOWN IN TEST MODE**
 RCT Sample Assignment :
<1>   No message
<2>   Take Time To Think
<3>   Gambling comes at a cost
<4>   Gambling can grip anyone
<5>   Gambling can be addictive
<6>   Gambling. Know the harm
<7>   Worried about gambling? Search GambleAware for advice, tools and support
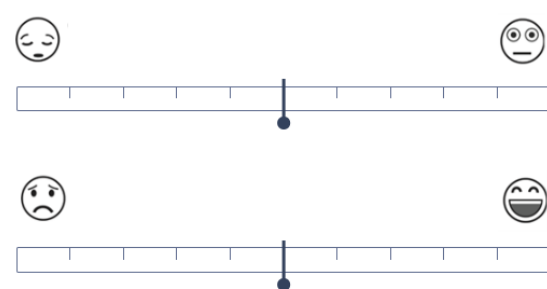
Please look at the following advert, taking your time to look at all parts of the advert.

Following this, we will ask you some questions on your reactions to it.

$RCTImage.raw

Please rate the advert using the sliders below.

Don't think too much about it, just rate how you feel after seeing it.

Question type: Multiple
#row order: randomize
[AQ3] Thinking about the advert you have just seen...

 What, if anything, do you remember seeing? Please select all that apply.
<1>   The gambling company the advert was for
<2>   The type of activity the advert was for
<3>   GambleAware logo
<4> $RCTMessage.raw
<5>   That you need to be 18+ to gamble
<6>   The odds of winning
<7>   An offer for a free bet
<99 fixed xor>   None of these
<96 fixed xor>   Don't know/can't recall

Question type: Dyngrid
#row order: randomize
[AQ4] Thinking still about the advert$RCTImage.raw, to what extent do you agree or disagree that the advert...
-[AQ4_1]   Is memorable
-[AQ4_2]   Is relevant to someone like me
-[AQ4_3]   Makes me reflect on my gambling
-[AQ4_4]   Presents gambling as harmless fun
-[AQ4_5]   Makes me want to gamble

<1>   Strongly agree
<2>   Agree
<3>   Neither agree nor disagree
<4>   Disagree
<5>   Strongly disagree
<96>   Don't know
<99>   Not applicable

Questionnaire (RCT – Behavioural experiment)

Imagine that you have opened a betting account from the ad you just saw.

During the signing up process, you are given the option to set up a deposit limit. A deposit limit allows you to control the amount of money you can deposit into your gambling account per month.

On the next page, please think about whether you would set a deposit limit, and if so how much you would set it for.

Set a deposit limit?

Set a limit on the amount you can deposit for a period you choose. This will reset at the end of each frequency limit.

[qfrequency] Set a frequency limit
Select
<1>   Daily
<2>   Weekly
<3>   Monthly

[qdeposit_amount] Limit amount (£)
N/A - I would not set a deposit limit

Questionnaire (RCT – Second exposure)

Question type: Text
Now please look at the message included at the bottom of the advert in the black bar.
$MessageImg.raw

[MQ1] In the box below, please tell us what you think the message means, giving your answer in detail.

Question type: Dyngrid
#row order: randomize
[MQ2] Still thinking about the message you have just seen, to what extent do you agree or disagree that the message...
-[MQ2_1]   Is memorable
-[MQ2_2]   Is relevant to someone like me
-[MQ2_3]   Makes me reflect on my gambling
-[MQ2_4]   Presents gambling as harmless fun
-[MQ2_5]   Makes me want to gamble

<1>   Strongly agree
<2>   Agree
<3>   Neither agree nor disagree
<4>   Disagree
<5>   Strongly disagree
<96>   Don't know
<99>   Not applicable

Question type: Single
[MQ3] Compared to other safer gambling messages you have seen on gambling adverts, does this feel...
<1>   Much more impactful
<2>   A little more impactful
<3>   About the same
<4>   A little less impactful
<5>   A lot less impactful
<96>   Don't know/can't recall
<99>   N/A – I haven't seen messages like this on gambling adverts before

Question type: Text
Moving on...

Question type: Scale
#row order: randomize
[MQ4] Please place yourself on the scale below based on how you perceive gambling.
Range: 0 ~ 10
-[MQ4_1] Gambling is not at all harmful | Gambling is very harmful
-[MQ4_2] Gambling is not at all addictive | Gambling is very addictive
-[MQ4_3] Gambling is not at all risky | Gambling is very risky
Don't know

Question type: Single
[MQ5] Thinking about those experiencing problems with their gambling...

To what extent you think the _responsibility_ falls on the individual themselves versus gambling companies.
<1>   Individuals are solely responsible
<2>   Individuals and gambling companies are equally responsible
<3>   Gambling companies are solely responsible
<96>   Don't know

Questionnaire (Conjoint)

Question type: Text
In the following questions, you will see two different gambling adverts and be asked which one would make you more likely to search for GambleAware. GambleAware are an independent charity that offers advice, tools and support for those experiencing problems with their gambling, or someone else's.

The adverts will be relatively similar, with small changes to the messaging and positioning of various parts.

Question type: Dropdown
q_conjoint_version] **SHOWN IN TEST MODE**
 Conjoint version:
<1>   1   <11>   11
<2>   2   <12>   12
<3>   3   <13>   13
<4>   4   <14>   14
<5>   5   <15>   15
<6>   6   <16>   16
<7>   7   <17>   17
<8>   8   <18>   18
<9>   9   <19>   19
<10>   10   <20>   20

Question type: Text
SHOWN IN TEST MODE
Version : $q_conjoint_version

Screen 1 Concept A : $q_attr5_concept1_task1
Screen 1 Concept B : $q_attr5_concept2_task1
Screen 2 Concept A : $q_attr5_concept1_task2
Screen 2 Concept B : $q_attr5_concept2_task2
Screen 3 Concept A : $q_attr5_concept1_task3
Screen 3 Concept B : $q_attr5_concept2_task3
Screen 4 Concept A : $q_attr5_concept1_task4
Screen 4 Concept B : $q_attr5_concept2_task4

Question type: Text
Concept A   Concept B $img1Tsk1.raw $img2Tsk1.raw

Question type: Single-Colorpicker
#Columns: 2
[CBC_Random1] Which of these would make you more likely to search for GambleAware?
Response Option List: conj_opts

Question type: Text
Concept A   Concept B $img1Tsk2.raw $img2Tsk2.raw

Question type: Single-Colorpicker
#Columns: 2
[CBC_Random2] Which of these would make you more likely to search for GambleAware?
Response Option List: conj_opts

Question type: Text
Concept A   Concept B $img1Tsk3.raw $img2Tsk3.raw

Question type: Single-Colorpicker
#Columns: 2
[CBC_Random3] Which of these would make you more likely to search for GambleAware?
Response Option List: conj_opts

Question type: Text
Concept A   Concept B $img1Tsk4.raw $img2Tsk4.raw

Question type: Single-Colorpicker
#Columns: 2
[CBC_Random4] Which of these would make you more likely to search for GambleAware?
Response Option List: conj_opts

Questionnaire (Extra testing)

Question type: Single
[Q_Split_Sample] **SHOWN IN TEST MODE**
 Questions Sample Assigment :
<1>   FQ1
<2>   FQ2
<3>   VQ1
<4>   VQ2

Question type: Dyngrid
#row order: randomize #column order: randomize #Columns: 2
[FQ1] Please look at the 4 images, focussing on the message at the bottom of the advert. In which of the images do you think the message...
-[FQ1_1]   Stands out the most
-[FQ1_2]   Is easiest to read
-[FQ1_3]   Feels separate from the gambling ad

<1> $BlackImg.raw
<2> $OrangeImg.raw
<3> $WhiteImg.raw
<4> $YellowImg.raw

Question type: Dyngrid
#row order: randomize #column order: randomize #Columns: 2
[FQ2] Please look at the 2 images, focussing on the message at the bottom of the advert. In which of the images do you think the message...
-[FQ2_1]   Stands out the most
-[FQ2_2]   Presents gambling as the most harmful

<1> $RedImg.raw
<2> $StandardImg.raw

Question type: Single
[Split12] **SHOWN IN TEST MODE**
 Video Sample Assignment (VQ1/VQ2) :
<1>   Video 1 (VQ1)/Image 1 (VQ2)
<2>   Video 2 (VQ1)/Image 2 (VQ2)

Question type: Text
Please watch the following video.

Question type: Video
file name: New video (replacement).mp4

Question type: Text
Please watch the following video.

Question type: Single
[Split12] **SHOWN IN TEST MODE**
 Video Sample Assignment (VQ1/VQ2) :
<1>   Video 1 (VQ1)/Image 1 (VQ2)
<2>   Video 2 (VQ1)/Image 2 (VQ2)

Question type: Text
Please watch the following video.

Question type: Video
file name: New video (replacement).mp4
Question type: Text

Please watch the following video.
Question type: Video
file name: Original video (TTTT).mp4

Question type: Dyngrid
#row order: randomize
[VQ1] To what extent do you agree or disagree that the video...
-[VQ1_1]   Is memorable
-[VQ1_2]   Is relevant to someone like me
-[VQ1_3]   Tells me where to get gambling support
-[VQ1_4]   Makes me reflect on my gambling

<1>   Strongly agree
<2>   Agree
<3>   Neither agree nor disagree
<4>   Disagree
<5>   Strongly disagree
<96>   Don't know
<99>   Not applicable

Question type: Dyngrid
#row order: randomize
[VQ2] Please look at the following image, focussing on the message in the image. To what extent do you agree or disagree that the message...
$VQ2Img.raw
-[VQ2_1]   Is memorable
-[VQ2_2]   Is relevant to someone like me
-[VQ2_3]   Tells me where to get gambling support
-[VQ2_4]   Makes me reflect on my gambling

<1>   Strongly agree
<2>   Agree
<3>   Neither agree nor disagree
<4>   Disagree
<5>   Strongly disagree
<96>   Don't know
<99>   Not applicable

Questionnaire (Demographics)

Question type: Multiple
[Q1] Which, if any, of these have you spent money on in the _past 12 months?_ Please tick all that apply.

<1>	Tickets for the National Lottery Draw, including Thunderball and EuroMillions and tickets bought online	<10>	Betting on horse or dog races – in person
<2>	Tickets for any other lottery, including charity lotteries	<11>	Betting on football – online
<3>	Scratch cards	<12>	Betting on football – in person
<4>	Gaming machines in a bookmakers	<13>	Betting on other sports – online
<5>	Fruit or slot machines	<14>	Betting on other sports – in person
<6>	Bingo (including online)	<18>	Loot boxes
<7>	Gambling in a casino (any type)	<15>	Any other type of gambling
<16>	Online casino games (slot machine style, roulette, instant wins)	<99 xor>	None of the above
<17>	Online poker	<98 xor>	Don't know
<9>	Betting on horse or dog races – online		

Question type: Dyngrid
#row order: randomize
[Q5] Thinking about the last 12 months:
-[Q5_1]   Have you bet more than you could really afford to lose?
-[Q5_2]   Have you needed to gamble with larger amounts of money to get the same excitement?
-[Q5_3]   When you gambled, did you go back another day to try and win back the money you lost?
-[Q5_4]   Have you borrowed money or sold anything to get money to gamble?
-[Q5_5]   Have you felt that you might have a problem with gambling?
-[Q5_6]   Has gambling caused you any mental health problems, including stress or anxiety?
-[Q5_7]   Have people criticised your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true?
-[Q5_8]   Has your gambling caused any financial problems for you or your household?
-[Q5_9]   Have you felt guilty about the way you gamble or what happens when you gamble?

<1>   Never
<2>   Sometimes
<3>   Most of the time
<4>   Almost always

Question type: Single
[AO1] Do you think anyone you know has or previously had a problem with their gambling? This could include family members, friends, work colleagues or other people you know.
<1>   Yes
<2>   No
<3>   Not sure
<4>   Prefer not to say

Question type: Single
[AO2] And do you feel you have _personally_ been negatively affected in any way by this person / these people's gambling behaviour? This could include financial, emotional or practical impacts.
<1>   Yes
<2>   No
<4>   Prefer not to say

Question type: Text
Moving on...
Question type: Single
[D1] How often, if at all, do you see adverts promoting gambling products or brands? (By gambling we mean all forms such as lottery, betting, bingo, slot-style games, scratch cards and casino games).
<1>   All the time
<2>   Often
<3>   Sometimes
<4>   Rarely
<5>   Never
<98>   Don't know

Question type: Single
[D2] In general, how do you feel towards adverts promoting gambling products or brands?
<1>   Very positively
<2>   Positively
<3>   Neutral
<4>   Negatively
<5>   Very negatively
<98>   Don't know

Question type: Text
Moving on...

Question type: Single
[S2] After paying for your essential bills (like housing costs, utility bills and food), how much do you have left over each month? (If unsure, please provide your best estimate.)

<1>	£0	<8>	£1,001 - £1,500
<2>	£1 - £50	<9>	£1,501 - £2,000
<3>	£51 - £100	<10>	More than £2000
<4>	£101 - £250	<99>	Not applicable
<5>	£251 - £500	<96>	Don't know
<6>	£501 - £750	<999>	Prefer not to say
<7>	£751 - £1,000		

Question type: Text
Thank you for taking part in this survey. If you've been affected by this topic and would like any more information, need advice, or support, you can go to any of the following places for help:

Thank you!

For more information please contact:
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