

PRESS RELEASE

LARGEST NATIONAL SAFER GAMBLING CAMPAIGN, “BET REGRET”, LAUNCHES DURING MAN UTD VS LIVERPOOL GAME

- **Bet Regret aims to support 2.4m young men, the group at highest risk, to avoid developing a gambling problem by driving self-reflection about their gambling**
- **From betting while drunk or bored to chasing losses, the campaign highlights the sinking feeling of placing a bet that they immediately regret**
- **Multi-layered, public health-based campaign identifies the environments and situations that can lead sports bettors to make impulsive bets they know they shouldn't**
- **First advert, featuring former footballers Dean Saunders and Danny Gabbidon, plus BT Sport's Matt Smith, to air during the Manchester United v Liverpool Premier League match on 24th February**

London, 21st February: GambleAware, the independent charity tasked with reducing gambling harms in Great Britain, has launched 'Bet Regret', a safer gambling campaign designed to raise awareness of impulsive betting in order to encourage moderation and reduce gambling-related harm.

The 'Bet Regret' campaign is one of a number of commitments to come out of the Government's Gambling Review to ensure that the sector is socially responsible and doing all it should to protect consumers and communities.

Bet Regret describes the universal feeling of remorse sports bettors often get when they make an impulsive bet – the kind of bet that bettors say they will know they will kick themselves for the moment they made it.

Targeted at the audience estimated at 2.4m young men aged 16-34 who gamble regularly on sport, mainly online, the campaign aims to drive self-reflection, as well as help their friends and partners recognise the warning signs of Bet Regret. The campaign was developed after extensive research, consultations with academic experts and several waves of focus groups with frequent sports bettors.

Around 2 million adults suffer some level of harm related to gambling, including 340,000 that are considered to be problem gamblers.

A survey conducted by Ipsos MORI on behalf of GambleAware provides a snapshot of the current attitudes and behaviours of younger male sports bettors. 63% of respondents also said that there are too many opportunities to bet nowadays, with 67% agreeing that it is easy to get drawn in to make impulsive bets (*see notes for sample details, questions and data tables*).

Minister for Sport and Civil Society Mims Davies said: "This groundbreaking joint campaign will make people think hard about their betting habits, assist to remove the stigma around gambling addiction and give people more courage to say they need help. It is crucial that we both focus on prevention as well as cure and this campaign will help to educate people to recognise risky play. I am determined to deliver more collaborative work to help to change behaviours to reduce the threat of problem gambling."

Professor Sian Griffiths, GambleAware Trustee and Deputy Chair, Public Health England (interim) said: "The Bet Regret campaign is about raising awareness of behaviours that people might not always recognise as impulsive or risky, such as sports betting when drunk, bored or chasing losses. We want people to identify with the campaign, realise they too have those kick-yourself moments when betting and reflect on their behaviours, thus preventing future ill-considered bets which are so often the pathway towards harm."

The three adverts at the centrepiece of the Bet Regret campaign identify the environments and situations that can lead sports bettors to make the type of impulsive bets that they immediately regret in a relatable way that will invite gamblers to think twice before placing such bets.

The first advertisement reveals a bettor furtively moving from sofa to kitchen as a bet he has made is lost. As he seeks to win back his money by chasing his losses, he finds himself pitch-side at QPR's Loftus Road stadium, facing questions about his decision to do so from BT Sport's Matt Smith and former international footballers Dean Saunders and Danny Gabbidon.

GambleAware established the Safer Gambling Board, which is made up of representatives from Public Health England, the Department for Digital, Culture, Media and Sport, the London South Bank University Centre for Addictive Behaviours Research and GambleAware itself, after being

invited by the Minister responsible for gambling policy to design and deliver a campaign, based on best practice in public health education. The campaign is being funded through specific, additional donations to the charity, in line with a commitment given to the government by the broadcasting, advertising and gambling industries. It is one part of GambleAware's wide-ranging actions to reduce gambling-related harm by considering individuals, the products and the environment in which they are found.

The new campaign will run in parallel with ongoing advertising and outreach activities to promote the help and support available for those who experience problem gambling, and their friends and family, through BeGambleAware.org and the National Gambling Helpline 0808 8020 133.

For tips on how to keep betting in check, visit [BeGambleAware.org/BetRegret](https://www.begambleaware.org/betregret)

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NOTES:

Ipsos MORI Baseline Survey Key Findings – November 2018:

- The main research sample was representative of men in the UK aged 16-44 who gamble regularly on sport, mainly online, with 57% of these gambling 2 or more times a week. Fieldwork was conducted online, with a total of 600 respondents, on 22-29 November 2018. Data are weighted by age, gender, work status and region.
- Many respondents are making impulsive bets that they often know they will regret – 58% agreeing that they 'sometimes make impulsive bets in the heat of the moment', while 47% agree that they make 'bets I know I shouldn't' and many report recent gambling behaviours such as betting while not paying full attention, while drunk or late at night.
- 65% of the campaign target audience show signs of risk of suffering harms from gambling according to Problem Gambling Severity Index (PGSI) indicators, due to risky behaviours such as betting more than they could afford to lose or chasing losses
- 37% agree that they 'sometimes think that they should cut down their gambling,' and a similar number 'intend to cut down their gambling in the future'.

About GambleAware:

- Guided by the [National Responsible Gambling Strategy](#), GambleAware is an independent charity tasked to fund research, education and treatment services to help to reduce gambling-related harms in Great Britain.
- GambleAware is a commissioning and grant-making body, not a provider of services. The charity's strategic aims are to: broaden public understanding of gambling-related harms, in particular as a public health issue; advance the cause of harm-prevention so as to help build resilience, in particular in relation to the young and those most vulnerable to gambling-related harms; and help

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those who do develop gambling-related harms get the support that they need quickly and effectively. For more information, please go to: <http://about.gambleaware.org/>

- 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>.
- GambleAware requires a minimum of £10 million annually to deliver its current responsibilities and looks to all those that profit from commercial gambling to support the charity. This donation-based system was proposed after the Gambling Act 2005 and is prescribed by the Gambling Commission’s Social Responsibility Code Provision 3.1.1.(2). 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**.

Ipsos MORI Baseline Data

Q. Thinking generally now, to what extent do agree or disagree with the following statements? “There are too many opportunities to bet nowadays”	
Strongly disagree	3%
Disagree	9%
Neither agree nor disagree	23%
Agree	36%
Strongly agree	27%
Don’t know	2%
NET agree / strongly agree	63%
NET disagree / strongly disagree	12%

Q. Thinking generally now, to what extent do agree or disagree with the following statements? “With more and more opportunities to gamble, it is easy to get drawn in to make impulsive, ill-considered bets”	
Strongly disagree	2%
Disagree	9%
Neither agree nor disagree	21%
Agree	45%
Strongly agree	22%
Don’t know	1%
NET agree / strongly agree	67%
NET disagree / strongly disagree	11%

Q. In a typical week, on how many days would you say you gamble?	
7	6%
6	4%
5	9%
4	11%

3	16%
2	18%
1	18%
Less often than once a week	18%
Don't know	1%
NET 2 or more times a week	64%

Q. To what extent do you agree or disagree with the following statements? "I sometimes make impulsive bets in the heat of the moment"	
Strongly disagree	10%
Disagree	13%
Neither agree nor disagree	18%
Agree	42%
Strongly agree	16%
Don't know	*0%
NET agree / strongly agree	58%
NET disagree / strongly disagree	24%

Q. To what extent do you agree or disagree with the following statements? "I sometimes make bets I know I shouldn't"	
Strongly disagree	12%
Disagree	20%
Neither agree nor disagree	21%
Agree	37%
Strongly agree	10%
Don't know	*0%
NET agree / strongly agree	47%
NET disagree / strongly disagree	32%

Q. The following questions are designed to identify how you personally feel about your gambling right now. Please read each of the questions below carefully, and then decide whether you agree or disagree with the statements. "Sometimes I think I should cut down my gambling"	
Strongly disagree	17%
Disagree	23%
Neither agree nor disagree	22%
Agree	26%
Strongly agree	11%
Don't know	1%
NET agree / strongly agree	37%
NET disagree / strongly disagree	40%

Q. The following questions are designed to identify how you personally feel about your gambling right now. Please read each of the questions below carefully, and then decide whether you agree or disagree with the statements. "I intend to cut down my gambling in the future"	
Strongly disagree	11%
Disagree	25%
Neither agree nor disagree	26%
Agree	25%
Strongly agree	12%
Don't know	1%
NET agree / strongly agree	37%
NET disagree / strongly disagree	36%