

# Testing of the appeal of celebrity ambassadors to children and young people

---

Call for Proposals  
September 2024

## Introduction to GambleAware

GambleAware is the leading charity working to keep people safe from gambling harms. As a commissioner we deliver prevention and treatment services for gambling harms in Great Britain.

GambleAware commissions the National Gambling Support Network (NSGN) which provides, free confidential treatment, as well as the National Gambling Helpline which takes around 44,000 calls or online chats a year<sup>1</sup>. Anyone experiencing gambling harms can access free and confidential advice, tools and support, by searching GambleAware or contacting the National Gambling Helpline, available 24/7, on 0808 8020 133.

We work in close collaboration with the NHS, clinicians, local and national government, gambling treatment providers, as well as other services like mental health, drug and alcohol services, and criminal justice, to ensure that the whole system works together to help people suffering from gambling harms.

We have 5 key outcomes we work towards as a charity (see diagram below). To contribute towards outcomes 1-3 directly (and 4-5 indirectly), we have set up a multidisciplinary prevention programme of work which focusses on the following:

- Reducing risk factors of harm: To create an environment where everyone is safer from gambling harm
- Increasing protective factors against harm: Increasing resilience and capability to reduce and prevent experiences of gambling harm

This project fits within the first workstream to reduce risk factors of harm (directly support objectives 2 and 3), as it's policy ask it for tighter regulation of gambling marketing to protect children and young people, and prevent gambling harms (or escalation of harms) amongst this cohort.



**01**

**Increase the awareness and understanding** of the risks of gambling and its harm (*across the general population*).



**02**

**Prevent gambling harm** amongst individuals and communities at greater risk of experiencing it.



**03**

**Prevent the escalation** of gambling harm.



**04**

Ensure individuals and communities receive **a broad range of appropriate services**.



**05**

**Reduce the legacy** of gambling harm.

### Our vision

A society where people are safe from gambling harm.



<sup>1</sup> Trustees' Annual Report and Financial Statements

<https://d1ygf46rsya1tb.cloudfront.net/prod/uploads/2023/10/GamCare-Annual-Report-2023.pdf>

## Context to project

### The broad legislative context

A White Paper was recently released by the Department for Culture Media and Sport (DCMS) which marked the largest proposed changes to policy and regulation in the gambling sector since the 2005 Gambling Act<sup>2</sup>. The 2005 Act resulted in the liberalisation of gambling in Great Britain, and resulted in a generation of children being "bombarded" by gambling marketing. Despite the high levels of exposure among children and young people (CYP) the White Paper did little to address this, due to "a lack of conclusive evidence on the relationship between advertising and harm". Specifically, the paper argued that "the limited high-quality evidence we received shows a link between exposure to advertising and gambling participation, but there was little evidence of a causal link with gambling harms or the development of gambling disorder". The White Paper also takes a position that the 'normalisation' of gambling by advertising is not inherently harmful, a position also held by the Advertising Standards Association (ASA).

GambleAware feels that a lack of greater regulation on gambling advertising and marketing is a missed opportunity, particularly in regard to protecting CYP, and have called for further restrictions in this domain<sup>3</sup>. This sentiment has been echoed by leading academics<sup>4</sup> and parliamentarians<sup>5</sup> who stated that the "government should have taken a more precautionary approach to gambling advertising in general – particularly to minimise children's exposure". A recent study gathered widespread consensus from international experts on effective interventions to prevent gambling harms, with many interventions being related to tighter regulations on marketing.<sup>6</sup> This works by reducing exposure to products linked with harm to everyone in the population, rather than focusing responsibility on individuals to take extra precautions.

To continue to build the evidence in this area and encourage debate, GambleAware have commissioned several projects (e.g., a [scoping study](#) looking at the "tipping points" leading to marketing regulation in adjacent harms / jurisdictions, alongside a grant looking into the impact of influencer marketing among CYP). However, this specific brief is a more targeted approach to minimise harm by testing which ambassadors or celebrities appeal to CYP.

---

<sup>2</sup> High Stakes: Gambling Reform for the Digital Age  
[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/1153228/1286-HH-E02769112-Gambling\\_White\\_Paper\\_Book\\_Accessible1.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1153228/1286-HH-E02769112-Gambling_White_Paper_Book_Accessible1.pdf)

<sup>3</sup> Gambling marketing in Great Britain: What needs to change and why?  
<https://www.gambleaware.org/sites/default/files/2024-06/Gambling%20marketing%20in%20Great%20Britain%20-%20What%20needs%20to%20change.pdf>

<sup>4</sup> 'No evidence of harm' implies no evidence of safety: Framing the lack of causal evidence in gambling advertising research  
<https://onlinelibrary.wiley.com/doi/10.1111/add.16369>

<sup>5</sup> MPs call for cut to football gambling adverts to shield children from exposure  
<https://committees.parliament.uk/committee/378/culture-media-and-sport-committee/news/199092/mps-call-for-cut-to-football-gambling-adverts-to-shield-children-from-exposure/>

<sup>6</sup> Policies and interventions to reduce harmful gambling: an international Delphi consensus and implementation rating study  
[https://www.thelancet.com/pdfs/journals/lanpub/PIIS2468-2667\(22\)00137-2.pdf](https://www.thelancet.com/pdfs/journals/lanpub/PIIS2468-2667(22)00137-2.pdf)

## The impact of advertising on children and young people

GambleAware research has shown that just 4% aged 11-24 haven't seen any marketing advertisements in the last month.<sup>7</sup> Many children have a strong social media presence which can increase their exposure to gambling related marketing,<sup>8</sup> which in turn leads to increased participation and as such a greater risk of harm.<sup>9</sup> Further, research commissioned by Ofcom demonstrates that despite the fact that many platforms have a minimum age requirement of 13 years old to sign up, 6 in 10 (60%) children aged 8 to 12 years old have their own social media profile.<sup>10</sup> This shows that underage children are at risk of viewing age-inappropriate content online, and that the social media data the ASA relies on may be inaccurate. Children in this age bracket may be particularly vulnerable to persuasive content, as gambling marketing often uses similar visual and tonal expressions as those used in content specifically targeting children (e.g., cartoon graphics, bright colours and sounds).<sup>11</sup> For vulnerable children, such as those with any special educational needs, sensory needs, or disabilities (SEND), this risk is increased. The use of music, colours, celebrities or characters within advertising may therefore be highly persuasive to children, regardless of whether the individual is recognisable to the specific cohort.<sup>12</sup>

## The regulation of ambassadors representing gambling companies

Multiple bodies share the responsibility for regulating gambling advertising and marketing communications within GB. The Advertising Standards Authority (ASA) is the frontline regulator<sup>13</sup>, and co-regulates broadcast advertising under contract with Ofcom. The Committees of Advertising Practice (CAP), which set the rules which the ASA enforces, maintain and periodically update a dedicated broadcast<sup>14</sup> and non-broadcast<sup>15</sup> code (which also applies to out-of-home advertising e.g. posters and billboards). The most recent change in this area was an ASA change to B/CAP code. This stated that advertising and marketing communications (including for lotteries) must not "be likely to be of strong appeal to children or young persons, especially by reflecting or being associated with youth culture. They must not include a person or character whose example is likely to be followed by those aged under 18 years or who has a strong appeal to those aged under 18." This prevents some celebrities (e.g., current top-flight footballers) from appearing in gambling adverts.<sup>16</sup>

The ASA outlines criteria<sup>17</sup> on using individuals to represent companies into three categories (high, moderate and low risk). If the ASA receives a complaint they are required to judge if an individual is appealing to CYP using previous

---

<sup>7</sup> The effect of marketing and advertising on children, young people and vulnerable people Quantitative Research Report [https://www.begambleaware.org/sites/default/files/2020-12/the-effect-of-gambling-marketing-and-advertising\\_quants-report.pdf](https://www.begambleaware.org/sites/default/files/2020-12/the-effect-of-gambling-marketing-and-advertising_quants-report.pdf)

<sup>8</sup> The impact of gambling marketing and advertising on children, young people and vulnerable adults <https://www.ipsos.com/sites/default/files/ct/publication/documents/2020-03/gambling-marketing-advertising-effect-young-people-final-report.pdf>

<sup>9</sup> What is the evidence that advertising policies could have an impact on gambling-related harms? A systematic umbrella review of the literature <https://www.sciencedirect.com/science/article/pii/S0033350622003420>

<sup>10</sup> Children's Online User Ages Quantitative Research Study [Children's Online User Ages Quantitative Research Study \(ofcom.org.uk\)](https://www.ofcom.gov.uk/consult/condocs/childrens-online-user-ages/childrens-online-user-ages-quantitative-research-study/)

<sup>11</sup> Qualitative Research on the Lived Experience and Views of Gambling among Children and Young People [Exploring the Lived Experience and Views of Gambling among Children and Young People.pdf \(gambleaware.org\)](https://www.begambleaware.org/sites/default/files/2020-03/exploring-the-lived-experience-and-views-of-gambling-among-children-and-young-people.pdf)

<sup>12</sup> The effect of gambling marketing and advertising on children, young people and vulnerable adults [Normal dot \(Rev02 January 2009\) \(gambleaware.org\)](https://www.begambleaware.org/sites/default/files/2020-03/normal-dot-rev02-january-2009.pdf)

<sup>13</sup> ASA guidance on advertising rules for gambling ads <https://www.asa.org.uk/topic/gambling.html>

<sup>14</sup> 17 Gambling BCAP Code [https://www.asa.org.uk/type/broadcast/code\\_section/17.html](https://www.asa.org.uk/type/broadcast/code_section/17.html)

<sup>15</sup> 16 Gambling CAP Code [https://www.asa.org.uk/type/non-broadcast/code\\_section/16.html](https://www.asa.org.uk/type/non-broadcast/code_section/16.html)

<sup>16</sup> <https://www.asa.org.uk/news/tough-new-rules-to-curb-broad-appeal-of-gambling-ads-and-better-protect-under-18s.html>

<sup>17</sup> Gambling and lotteries advertising: protecting under-18s [Gambling-consultation-guidance-annex-2022.pdf \(asa.org.uk\)](https://www.asa.org.uk/gambling-consultation-guidance-annex-2022.pdf)

research, previous rulings, and any other bespoke data that can help to make a decision (e.g., social media data). GambleAware feels that the ASA's criteria of what appeals to CYP could be refined to more effectively prevent harm, with this project needing to produce evidence to shape this guidance.

Specifically, GambleAware have identified the following issues with the current regulations:

- When the ASA receives complaints, the ruling is often decided on using social media data rather than testing the influence of these individuals on CYP. Alongside excluding the voice of the audience this impacts, it is also severely limited by the number of CYP that lie about their age on social media (32% of children aged 8 to 17 have a social media age of 18+).<sup>18</sup>
- GambleAware-funded research has already shown how celebrity endorsements appeal to CYP, with the research specifically mentioning former stars and current pundits on popular sport shows (e.g., Harry Redknapp, Chris Kamara and Jeff Stelling)<sup>19</sup>. Despite this, they are currently considered "low-risk" within the guidelines, leading to several high-profile pundits being able to represent gambling companies (e.g., Peter Crouch).<sup>20</sup>
- More broadly, the requirement of 'appeal' requires further consideration, as other variables (e.g., trust in an individual) can also have a strong impact on perceptions towards an activity and changes in behaviour. For example, our latest research showed how some children felt that seeing people they admired or looked up to engaging in gambling and gambling like activities would encourage/influence them to do so.<sup>21</sup>
- Several European countries have already introduced stricter bans on gambling sponsorship of sports events, clubs or public figures.<sup>22 23 24</sup> Likewise, some countries have explicitly banned ex-sports as a result of GambleAware research in order to protect CYP.<sup>25</sup>

---

<https://www.asa.org.uk/static/d9dd9d06-00e7-4630-81d460b598c7d976/Protecting-children-and-young-people-gambling-guidance-2022.pdf>

<sup>18</sup> Children's Online User Ages Quantitative Research Study

<https://www.ofcom.org.uk/siteassets/resources/documents/research-and-data/online-research/keeping-children-safe-online/childrens-online-user-ages/children-user-ages-chart-pack.pdf?v=328540>

<sup>19</sup> The impact of gambling marketing and advertising on children, young people and vulnerable adults

[https://www.begambleaware.org/sites/default/files/2020-12/the-effect-of-gambling-marketing-and-advertising-synthesis-report\\_final.pdf](https://www.begambleaware.org/sites/default/files/2020-12/the-effect-of-gambling-marketing-and-advertising-synthesis-report_final.pdf)

<sup>20</sup> ASA Ruling on PPB Counterparty Services Ltd t/a Paddy Power

<https://www.asa.org.uk/rulings/ppb-counterparty-services-ltd-g22-1176149-ppb-counterparty-services-ltd.html>

<sup>21</sup> Qualitative Research on the Lived Experience and Views of Gambling among Children and Young People

[https://www.gambleaware.org/sites/default/files/2024-04/Exploring%20the%20Lived%20Experience%20and%20Views%20of%20Gambling%20among%20Children%20and%20Young%20People\\_final\\_0.pdf](https://www.gambleaware.org/sites/default/files/2024-04/Exploring%20the%20Lived%20Experience%20and%20Views%20of%20Gambling%20among%20Children%20and%20Young%20People_final_0.pdf)

<sup>22</sup> Netherlands restrictions on gambling advertising [Netherlands bans gambling ads \(igamingbusiness.com\)](https://www.igamingbusiness.com/news/netherlands-bans-gambling-ads)

<sup>23</sup> Impact of Spanish gambling regulations on online gambling behavior and marketing strategies [Impact of Spanish gambling regulations on online gambling behavior and marketing strategies | Research Square](https://www.researchsquare.com/publication/10.21956/rs.3.rs-2885401/v1)

<sup>24</sup> Regulation of Gambling Advertising both in Ireland and internationally [Regulation of Gambling Advertising \(oireachtas.ie\)](https://www.oireachtas.ie/en/media/2023/08/23/gambling-advertising/)

<sup>25</sup> AGCO to ban athletes in Ontario's gaming advertising to protect minors

<https://www.agco.ca/blog/lottery-and-gaming/aug-2023/agco-ban-athletes-ontarios-gaming-advertising-protect-minors>

---

## Project Scope

### Objectives

This project aims to give a voice to children and young people (CYP) in this area of policy, allowing policy-making decisions to be evidence-led and rooted in the real perceptions of CYP. GambleAware would like to commission research to determine if the ASA's criteria of what appeals to CYP could be refined to more effectively prevent harm.

The objectives of this project are to:

- Primary: Build evidence on the extent to which specific ambassadors / celebrities are trusted and appeal to children, and the likely impact of this on future gambling behaviour.
- Secondary: Build evidence around the online experience of children and their perceptions of gambling marketing.
- Tertiary: Distil insights into concrete, actionable recommendations for policy changes in the regulation of gambling marketing within GB.

The desired outcome from this project is to influence key stakeholders (e.g., operators, policy-makers) to make changes to make the environment safer for everyone that gambles and to ultimately gambling harms.

### Methodology

We propose conducting an online survey/experiment among children (those aged 11-16) and young people (those aged 16-17 as defined in the ASA guidelines)<sup>26</sup> to test awareness, appeal, trust, and level of influence of numerous high profile celebrities that have been stated to not be appealing to CYP based on social media data (e.g., Peter Crouch, Micah Richards, Chris Rock). Early thoughts on the flow of the experiment, or potential questions are included in the appendix. The appointed partner should use their expertise to go beyond these ideas and make the research their own with minimal guidance from GambleAware.

### Sample

We would like a nationally representative sample of children and young people aged under 11 - 17 in Great Britain (for clarity, please ensure samples exclude Northern Ireland as it is not regulated by the Gambling Commission). We would like to ensure that the sample size is enough to draw robust conclusions and recommendations from the results. In terms of sample quotas, we would be looking for the sample frame to quota on age and gender interlocking, region, socioeconomic grade and ethnicity.

### Ethical considerations

As this research involves children it is critical that the research is conducted in an ethical manner. As such, we would welcome any additional thoughts around the ethical considerations within the brief, and require the organisations bidding for this project to demonstrate their safeguarding policy for all CYP involved in the research (e.g., ensuring there is a voluntary opt out for all who take part).

---

<sup>26</sup> [Age-restricted-ads-online-targeting-guidance.pdf \(asa.org.uk\)](https://www.asa.org.uk/age-restricted-ads-online-targeting-guidance.pdf)

## Expected Outputs

The expected core deliverables are as follows, all of which must be shared with GambleAware by the commissioned agency in line with the latest GDPR guidelines.

- A slide deck report in PowerPoint (c. 25 slides) to bring together the core insights together, to include:
  - Background slides (e.g. overview, sampling approach, fieldwork dates)
  - Report split by different audiences where appropriate (e.g., general population, affected others of those who gamble)
  - Limitations of approach and considerations for further research in this area
  - Key findings and recommendations slides (all recommendations must be actionable and practical in line with the objectives, relevant parties within GambleAware can contribute towards their co-creation)
  - Including virtual or London based debrief to run through report
  - Written in accordance with GambleAware's [Research Guidelines](#).
- An executive summary on Word (c. 4 pages) for a policy-facing audience. An example of which can be found for our research on [Improving safer gambling messaging on operator advertising](#) (although for a smaller project such as this, we would expect something closer to 4 pages).
- To organise and host an online webinar to share the findings more widely to a diverse group of external stakeholders.
- Data tables in Excel formatting (with relevant crossbreaks signed off by GambleAware), a weighted SPSS file and a technical report of the analysis so they can be repeated. Quantitative analyses must meet our open code policy [here](#).

We are keen for the appointed partner to be actively engaged in the topic area and wanting to engage with key senior stakeholders (e.g., policymakers, politicians) to turn the results into actions. Ideally the partner would also have the capability to produce an article for submission into a journal or is willing to partner with an academic institution in order to do this.

Please note that this project will be required to be reviewed by two internal GambleAware colleagues, and peer reviewed by one external subject matter expert prior to publication. GambleAware will find and pay for peer reviewers separately from this contract.

## Budget

**£36,500 excluding VAT (£43,800 including VAT).** Please note, if this is awarded as a grant, it is outside the scope of VAT. In terms of invoicing, 50% of the budget will be paid on commission of the project (upon signing the relevant statement of work / contract being in place) whilst 50% of the budget will be paid on delivery of the final report.

## Timelines

The research (and associated dissemination activities) will be undertaken over a maximum of 6 months from the signing of contracts. The guideline timings for this research programme are below:

Milestone	Deadline
Request for proposal set live	5pm Monday 16th September

Questions and / or an expression of interest to receive question answers	5pm Friday 27th September
Answers distributed	5pm Wednesday 2nd October
Proposal deadline	5pm Monday 14th October
Scoring will be completed	w/c 14th October
Award of successful bid and project kick off call	w/c 21st October
Survey	November/ December/ January
1st draft of report	End January 2025
2nd draft of report	End February 2025
Final report published on GambleAware website	End March 2025

## Evaluation criteria, process for appointment, publications and references

The evaluation criteria for this work can be found below. The proposal for each phase must be submitted within a maximum of 8 sides of A4 (approximately 4000 words). If there are any issues with the suggested word count given the requirements below, or any questions, please contact us at [procurement@gambleaware.org](mailto:procurement@gambleaware.org).

Framework Evaluation Criteria	Framework Criteria Weighting	Criteria	Criteria weighting
		Confirmation that you have not received any funds directly from gambling industry operators in the past 12 months .	Pass/Fail
<b>Quality</b>	50%	1. Demonstration of understanding of research aims and requirement	20%
		2. Provision of a robust methodological response to the brief	20%
		3. Overview of the proposed research team members, their relevant expertise and experience, and roles in delivering the analysis	10%
<b>Delivery</b>	30%	4. Ability to meet the timetable and deliver the proposed outputs (please provide specific breakdown of timings)	15%
		5. Ability to deliver proposed outputs within budget (please provide an estimated breakdown of costs including number of hours for each level of staff on the project)	15%
<b>Innovation</b>	20%	6. Going “beyond the brief” to build on the current analysis plan based on the research theme (please note that these ideas must be within budget envelope allocated to the project)	20%
<b>TOTAL</b>	<b>100%</b>		100%

*\*Please provide specific breakdown of timing and costs, including number of hours for each level of staff on the project*

Please include with your proposal the following (these do not contribute towards the word count):

- A list of no more than three recent relevant publications by research team members and a short overview of each publication/piece of research.



- The names and contact details of two clients whom you would be content for us to contact if you are shortlisted.
- GambleAware's work centres around the principles of equality, inclusion, and diversity at all levels of governance, human resources, policy, and commissioning. Please set out separately, how equality, inclusion, and diversity inform and support your proposal at all stages of design and delivery.

## Terms and Conditions

To ensure expediency, we ask that any questions or clarifications regarding our Terms and Conditions are sent to [procurement@gambleaware.org](mailto:procurement@gambleaware.org) by **Friday 27th September at 17:00**. Bidders are unable to make amendments to the Terms and Conditions post tender award. If there is no correspondence received by **Friday 27th September at 17:00** GambleAware will take this as acceptance to the Terms and Conditions.

Below are attachments of both our Service Agreement Terms and Grant Agreement terms. Upon award, we will determine which agreement is most suitable for use.

[STANDARD Template Grant Agreement.pdf \(begambleaware.org\)](#)

[STANDARD Template Services Agreement.pdf \(gambleaware.org\)](#)

## Process for appointment

Review and scoring of proposals against the above evaluation criteria by the Review Panel (made up of two to three internal reviewers from the GambleAware Team)

Final moderation with funding awarded to the highest scoring proposal. Each section is scored with the following:

- 0 - Did not provide a substantive response in relation to the criterion
- 1 - Provided an adequate response to the criterion, displaying a good level of knowledge
- 2 - Provided a good response to the criterion, setting out clear examples
- 3 - Provided a comprehensive response to the criterion, including examples, and articulating real context and clarity

All bidders will be notified of the outcome, and offered feedback on the scoring of their proposal by the Review Panel, and the successful bidder will be awarded the contract.

## Appendix

### Methodology (Additional thoughts)

#### Section 1: Demographics

Going into the survey we would like to ask standard demographics (e.g., age, gender, ethnicity, region).

#### Section 2: Exposure to ambassador alongside potential impact

We would then like to share an image (or images) of individuals that have been defined as not appealing to CYP based on social media data, alongside other celebrities that currently represent gambling companies (for example, Chris Rock and Peter Crouch who have had complaints overruled by the ASA). After this we want to ask a series of questions about the individuals, and would like to discuss with the research partner appointed how many different individuals we should show (e.g., split sample) and if we want to do any experiments within this (e.g., only half receive the definition of the individual).

How much, if at all, do you know about this person?

- Know a lot about them
- Heard of them and know a bit about them
- Heard of them, but don't know anything about them
- Never heard of them

Then we would like to provide a short definition, to mimic the experience many young people will have by being able to ask their parents/guardians/friends/relatives who individuals on TV are. For example, Peter Crouch is an ex-professional football who played for England. He now is a popular pundit commentating on football games etc.

Knowing what you know now. To what extent, if at all, do you trust this person?

- A great deal
- Quite a lot
- Not very much
- Not at all

To what extent, if at all, does this person appeal to you?

- A great deal

- Quite a lot
- Not very much
- Not at all

To what extent, if at all, does what this person do for a living, or previously did for a living, appeal to you?

- A great deal
- Quite a lot
- Not very much
- Not at all

If this celebrity was to endorse gambling, what impact if any would that have on you?

Note, by gambling we are referring to all types of gambling such as lottery, bingo, betting, slot machines, casino games and online instant win games

- Make me feel gambling is harmless
- Make me feel gambling is something that everyone does
- Make me want to gamble before turning 18
- Make me want to gamble when I'm older
- Make me talk to my friends about gambling
- Make me talk to my parents/guardians about gambling
  
- Much more likely
- More likely
- No change
- Less likely
- Much less likely

Section 3: Perceptions towards the impact of ambassadors more broadly
---

More generally, how much do you trust celebrity ambassadors that you see on gambling adverts?

- A great deal
- Quite a lot
- Not very much
- Not at all

More generally, how much do celebrity ambassadors that you see on gambling adverts appeal to you?

- A great deal
- Quite a lot
- Not very much
- Not at all

Have you ever considered trying gambling because a celebrity ambassador was promoting it?

- Yes

- No
- Don't know

Have you ever gambled because a celebrity ambassadors was promoting it?

- Yes
- No
- Don't know

## Section 4: Perceptions towards advertising and regulations

Are you aware of any restrictions or rules about what gambling products celebrity ambassadors can and can't promote?

- Yes, I'm aware
- I've heard a little
- No, I'm not aware

How much would you agree or disagree with the following statements?

- I feel like I can't escape adverts about gambling
- I wish I could easily block all adverts about gambling on social media
- Famous individuals, celebrities or influencers should not be allowed to advertise on behalf of gambling companies
- There should be more regulation around gambling advertising on social media
- There should be more regulation around gambling-related content (e.g., content marketing such as gambling GIFs and memes, videos/streams of people gambling) on social media

- | Strongly agree
- | Tend to agree
- | Neither agree nor disagree
- | Tend to disagree
- | Strongly disagree
- | Don't know

## Section 5: Classification questions

We would like to add some final categorisation around online social media usage, social media platforms most commonly used, and affected other status.

Which, if any, of the following have you used in the last month?

1. YouTube
2. Instagram
3. Snapchat
4. TikTok

5. WhatsApp
6. Facebook
7. Twitter
8. Reddit
9. BeReal
10. Pinterest
11. None of the above
12. Don't know