

Safer Gambling 2020 Brief

Background

The safer gambling campaign Bet Regret was launched in February 2019 as part of a broader public health approach to prevent risky impulsive betting behaviours that can lead to gambling related harm. The campaign objective at this initial phase was primarily to shift attitudes and provoke conversation on the moderation of sports betting, through the avoidance of impulsive risky behaviours (including chasing losses, drunk and bored).

With two main bursts of activity and a low weight digital always on strategy accruing to just 2.6% share of voice of sports betting advertising, campaign recognition is relatively high (67%) well targeted to those most at risk (77%) who rate the campaign as engaging, relevant and message outtake is strong. However, and although not an objective of the campaign in year one, there is already a willingness to change and the campaign has seen some positive upward trend in people reporting they are 'changing their gambling habits' (37% vs 31%) or have recently started to cut down their gambling (36% vs 32%) with a reduction in reported risky behaviours such as betting when drunk (17% vs 20%), bored (33% vs 37%) or chasing losses (17% vs 20%).

Scores on several elements of the Logic Model are already fairly high, in particular when prompted including:

- Knowledge of the potential risks of gambling
- Self-awareness of making sometimes impulsive, ill-considered bets
- Intention or desire to cut down
- In principle knowledge of how they might cut down

As with other public health areas, many of the conditions for change are in place, but there is inertia to overcome and the main area where the campaign can make a difference is to trigger behaviour change amongst those ready to change, thereby turning **intention into action**.

In addition to this primary change objective (targeting those ready to cut down), the secondary prevention objective is to keep the risks of gambling, and in particular risky, impulsive bets top of mind amongst the broader campaign audience; mindful that not all need to cut down or bet impulsively (a level that risks harms) at any given time.

As a result, behaviour change will be the primary focus in 2020, with the broader awareness of the risks of impulsive betting to avoid Bet Regret – an important secondary objective.

Overall Policy Objectives

The overall public health objective for the campaign is: **To help prevent risky, impulsive sports betting behaviours that result in harms.**

More broadly the campaign contributes to a broader 'whole system' approach to reset the behavioural and social norm towards moderation, helping to prevent the harms that can result from frequent gambling; specifically:

- To help moderate the gambling behaviour of frequent bettors
- To change attitudes more broadly, increasing societal consciousness and conversation around the risks of excessive, often impulsive betting.

Campaign Objectives – 2020

1. To help frequent sports bettors ready to change to cut down by avoiding risky, impulsive bets – both via their own devices and specific moderation techniques and aids. i.e. focusing on the behaviour change audience, to nudge them to pause and reconsider before placing a bet – and thereby, avoiding making risky and impulsive bets, leading to fewer incidents of impulsive betting and fewer 'Bet Regret' moments.
2. To continue to shift attitudes and prompt conversation on the moderation of frequent sports betting and the need to avoid risky, impulsive betting behaviours – i.e. keep the risks of impulsive betting and avoiding Bet Regret top of mind amongst the broader Campaign Audience

Specific Campaign Principles (EAST)

1. Make it **easy** for sports bettors to think twice before placing a bet and resist impulsiveness
2. Make pausing before betting **attractive** to sports bettors with communication that is highly distinctive and captures their attention through emotion (e.g. a meme or device such as 'Staying Alive' by the British Heart Foundation)
3. Make interventions **timely**, make sure people can do what you ask them to do whenever they might bet and remind them at crucial points in time
4. Make it **social** – become the pause device part of the younger male conversation, create positive peer pressure

Target Audiences

Primary audience: Behaviour change audience – specifically those (two thirds approx. who already have some readiness to change/ cut down. Demographically men aged 16-34, predominantly from segments A, B and C of the You Gov segmentation, bet on sports regularly (at least 2x week, most much more frequently) who have in common: frequent betting behaviours (with online football betting their most frequent activity, often in play); a high prevalence of risky behaviours/ high PGSI; a tendency to impulsive behaviours, such as chasing losses and gambling when drunk) (see Appendix for fuller segment summaries).

Campaign Audience: broader audience of frequent male sports bettors aged 16-34 yrs old (mainly online, mainly football). To them, it's not about gambling, which they recognise as high risk, but about betting based more on knowledge of the sport/ activity. Their friends bet too; it's part of their social banter, but although they talk about the wins and the near misses, they never reveal their losses, or how much they are actually spending. They do not have gambling disorder but they may be making 'dysfunctional bets' when not paying attention and betting impulsively. They have some motivation to cut down their betting and avoid Bet Regret, but it is important to make it easy and socially 'acceptable' for them to do so.

Secondary audiences: The wider gambling population as well as friends, family and peers and the wider sports industry.

Campaign Strategy:

We immediately regret the bets we make when we don't think them through so make it a habit to tap out of your betting app so you can (pause and) reconsider before making a final decision and avoid bet regret.

KPIs/Measurement (may be refined in light of specific campaign development)

Key focuses based on the Logic Workshop (revisited):

Salience – maintain high levels of BR campaign awareness, engagement and clarity of communication.

Salience – make the pause nudge a widely known meme.

Knowledge – nudge specific knowledge about how to pause and avoid bets you'll regret.

Action – reporting actions to cut down, both nudge specific and general.

Maintain – stick with it, make it a habit.

While the main focus for action is the BC audience, we want to maintain good levels of salience and knowledge amongst the broader Campaign Audience.

Watch outs

- Target the 'I shouldn't really moment', not the bettor
- Don't be didactic or too instructional, ask questions to prompt self-reflection and trial. This audience is unlikely to respond when they are being 'told what to do'. This campaign
- must not feel like a governmental prevention campaign that is lecturing you – research indicates that emotional messages have the greatest impact on our audience
- This needs to feel like it is for everyone – a 'why wouldn't you do that' sentiment – not just something you do if you are a high-risk gambler.
- Avoid 'othering' – keep the campaign 'aperture' wide and be relevant to a broad audience of ordinary gamblers at risk to low-level gambling harms, not 'people with problems' (= not me)
- Don't stigmatise people with gambling-related problems (counterproductive).
- Shock tactics or an over-serious or bleak tone unlikely to connect (activates 'othering')
- Unintended consequences – inadvertently making gambling more attractive to our target audience or others seeing communications around live sport (e.g. young adolescents).
- Specifically, we need to avoid any outtake that gambling is bad/ risky, but betting is OK/ not risky; in reality (if not perception) sports betting is very much gambling with the risk of attendant harms
- Unintended consequences – inadvertently making gambling more attractive to our target audience – particularly among the high-risk end of this audience that is very sensitive to gambling cues

Expectations for the response

- Changing people's behaviour is never an easy task and in particular as we need to seek to embed a new habit. Given a limited budget delivering less than 3% SOV of sports betting advertising, we need a joined-up communications plan covering message, activations and media, all working towards one goal and cut through.
NB Creative ideas to include activation as part of a collective response. Please note that in this context, activation is defined as consumer action (trial of the nudge)
- Additional insight from the 2019 campaign indicates that using people who are well known and popular among our audience (ie David James) can be highly effective
- The creative idea should be consistent with the existing Bet Regret campaign and BeGambleAware branding.

APPENDIX – SEGMENT SUMMARY

More detailed analysis and profiling is underway, but here we summarise the defining characteristics of each segment, based on the survey sample of 2097 male aged 16-45 who gamble on football (online or in person) or online casino games at least every 4 weeks .

There are 13.3m males aged 16-45 in the UK population, of whom 28% gamble online at least every 4 weeks = 3.8m (estimated from the Gambling Participation Survey).

The YouGov survey was based on this universe of 3.8m 4 week online bettors (plus in person sports bettors) aged 16-45, reducing to 2.6m when looking at our core focus of those aged 16-34.

Our 'bullseye' for behaviour moderation is segments A, B, and C. These 3 segments together comprise 32% of all monthly online bettors aged 16-45 (= 1.2m bettors), but account for 70% of time spend gambling of the total group, probably more in terms of money staked. As such they represent the majority of the immediate 'risk pool'.

When looking at our core focus of 16-34 year-old men, segments A, B, and C account for 33% of monthly online bettors in this group (= c.0.85m). NB. in terms of key behaviours and attitudes, age differences are in fact quite small – the segment profile of 35-45s is very similar to that for 16-34s.

While each of the 3 segments have their own characteristics, there are a number of key common factors to build on:

- Much more frequent bettors than the average (and strong embracers of in-play)
- While they gamble more broadly, online football betting is their most frequent gambling activity
- High prevalence of risky behaviours/ high PGSI scores
- Tendency to impulsive behaviours, low self-efficacy, low ability to delay gratification, often find it hard to manage household income (especially Segments A & B)
- Awareness that they probably gamble too much and readiness to consider behaviour moderation

Segments A and B traits are most pronounced in these terms, and would be our main focus in terms of insights for communications. Segment C bettors are heavy bettors and still exhibit significant risks, but are more considered and in control of their decision making and finances.

Segment summaries follow – please note that the segment names are working titles for the moment.

A – Escapists (10%)

- Spend most time gambling of all segments – much higher on all types, not just football, and although mainly online, the heaviest group in terms of in person betting. Have an average of 3.5 accounts.
- 71% bet in-play.
- Display a range of risky gambling behaviours; the highest PGSI score among the segments.
- Gamble for all reasons but score particularly highly on ‘it helps when I’m feeling tense’ and ‘to relax’.
- Feel they gamble too much and say they are doing something about it; open to moderation methods.
- Mixed attitudes to gambling in society.
- Low self-efficacy; low ability to delay gratification; see themselves as bad with money, find it difficult to manage household income, slightly younger than average.

B – Strugglers (10%)

- Spend second highest amount of time gambling, other sports online and online casino games, average 3.3 accounts.
- 64% bet in-play.
- Display a range of risky gambling behaviours, particularly betting while bored. The second highest PGSI score among the segments.
- Gamble to make money, escape boredom and because they worry about not winning. Aware they gamble more and spend more than average.
- Feel they gamble too much and are doing something about it; some openness to moderation methods.
- Generally negative attitudes to gambling in society: agree gambling should be discouraged; it’s dangerous for family life; there are too many opportunities to gamble. Disagree most people who gamble do so sensibly, gambling good for society.
- Life generally tends to be a bit of a struggle: low self-efficacy; low ability to delay gratification; see themselves as can’t be trusted with money; find it very difficult to manage household income. Lower social grade.

C – In-The-Know(12%)

- Gamble more than average (for survey respondents). Online football and other sports. Have joint most (3.5) gambling accounts. Gamble as regularly as Segment A, but for shorter duration per session.
- 73% bet in-play – highest among the segments.
- Display a range of risky gambling behaviours (broadly similar to segs A and B) but much lower PGSI score than those segments.
- Above average on all motivations to gamble but particularly for the sense of achievement.
- Aware they gamble a bit more than average and have some concerns about their gambling.
- Generally positive attitudes to gambling in society (agree people have the right to gamble, it is good for society and it livens up life. Disagree it should be discouraged).
- Reasonably high self-efficacy; middle-high ability to delay gratification. No problems managing household income.