

GambleAware

7 Henrietta St • London • WC2E 8PS

T: +44 (0)20 7287 1994

info@gambleaware.org

about.gambleaware.org

ANNOUNCEMENT

GambleAware publishes report into whether behavioural insights can be used to reduce risky play online by the Behavioural Insights Team

London, 14 December: GambleAware has published a report from researchers at the Behavioural Insights Team (BIT) which looked into the ways of reducing risky play online. As part of GambleAware's remote gambling research programme, this study used a variety of research methods including semi-structured interviews, a mystery shopping exercise, and analysis operator data to explore ways of reducing risky play in online environments. The study showed that gamblers felt that the nature of online sites can encourage them to become engrossed in their play, and that money spent online doesn't 'feel real'. These findings were also supported by the mystery shopping exercise, in which our researchers engaged in low stakes gambling, on six operator websites, over a period of two weeks. As part of this study, BIT also worked with Sky Betting & Gaming and Bet365 to test behavioural science informed messages for those identified as at-risk with the aim of increasing uptake of Responsible Gambling tools. This was done by making them easier to access (i.e. reducing "friction") and by informing the player that their gambling behaviour is riskier than other people's (i.e. "social norms"). On both websites, they found that reducing friction increased the number of players setting deposit limits and setting a cool-off period, compared with 'business as usual' messages.

The Behavioural Insights Team said:

"The rise of online gambling means that placing a bet is only ever a few clicks away. This increased accessibility has been a boon for the majority of gamblers who play safely. However, for those that are negatively affected by gambling, increased accessibility poses a risk of financial, social or health-related harm. This project has made strides to better understand behaviours related to risky play online. There are simple actions operators can take: for example, simply reducing steps to access responsible gambling tools increased take-up. However, there is still a lot to learn. To make real progress in preventing harm, we need operators to test ambitious and impactful solutions that protect at-risk gamblers. These solutions need to be rigorously tested and scaled across

the industry. This will be the core objective of our second phase of work with GambleAware.”

-ENDS-

Contact:

Sarah Evans

+44 7523 609 413

gambleaware@atlas-partners.co.uk

NOTES

- Read the report [here](#) and a summary of the report [here](#).
- 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.
- GambleAware published a [5-year strategy](#) in November 2016, and in July 2018 published a [Strategic Delivery Plan](#) that sets out how the charity proposes to broaden the range of services and activities it funds, supports and works with between 2018 and 2020.
- Guided by the [National Responsible Gambling Strategy](#), 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 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/>
- The current National Responsible Gambling Strategy was published in April 2016 by the Responsible Gambling Strategy Board (RGSB) and endorsed by the Gambling Commission. GambleAware develops its commissioning plans in collaboration with the RGSB and the Gambling Commission. These arrangements are underpinned by an 'assurance and governance framework' 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 between the RGSB, the Gambling Commission and GambleAware: <https://about.gambleaware.org/media/1332/research-commissioning-and-governance-procedure-september-2016-final.pdf>. A revised [RGSB and Gambling Commission research programme](#) was published in September 2018 and sets out priorities for research to be commissioned from 2018 to 2022.

- 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.**