

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 1
Q1. Age of respondent
Base: All respondents

	Gender			Age						Social Grade		Live football matches			Live cricket matches			
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	1025	472	553	339	686	168	171	137	297	252	680	345	225	419	373	34	235	744
Weighted base	1025	526	499	403	622	200	203	203	208	211	668	357	242	417	359	38*	234	740
14	200 20%	102 19%	97 20%	200 50%dfghi	-	200 100%cdfgh i	-	-	-	-	117 18%	82 23%j	45 19%	81 20%	72 20%	10 28%	42 18%	145 20%
15	203 20%	105 20%	98 20%	203 50%deghe	-	-	203 100%cddegh i	-	-	-	119 18%	84 24%j	57 24%lm	64 15%	79 22%lm	5 14%	37 16%	157 21%
16	203 20%	105 20%	98 20%	-	203 33%cefhi	-	-	203 100%cdefh i	-	-	131 20%	72 20%	52 21%	84 20%	67 19%	9 24%	42 18%	148 20%
17	208 20%	107 20%	101 20%	-	208 33%cefgi	-	-	-	208 100%cdefg i	-	154 23%k	54 15%	53 22%	86 21%	68 19%	5 13%	61 26%q	142 19%
18	211 21%	108 20%	104 21%	-	211 34%cefgh	-	-	-	-	211 100%cdef gh	146 22%	65 18%	35 15%	101 24%l	73 20%	8 21%	52 22%	148 20%
Mean	16.03	16.02	16.03	14.50e	17.01ce fg	14.00	15.00ce	16.00ce	17.00ce fg	18.00cd efgh	16.14k	15.82	15.90	16.15l	15.97	15.85	16.18	15.99
Standard deviation	1.42	1.42	1.42	0.50	0.82	*	0.00	0.00	0.01	0.01	1.40	1.42	1.33	1.45	1.42	1.50	1.41	1.41
Standard error	0.04	0.07	0.06	0.03	0.03	*	0.00	0.00	*	*	0.05	0.08	0.09	0.07	0.07	0.26	0.09	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base**

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Absolutes/col percents

Table 2
Q1. Age of respondent
Base: All respondents

	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling	Gambling advertising on TV seems to be focused at young people like me	In general, gambling companies advertise in a socially responsible way	Gambling advertising on television has encouraged me to take up gambling in the future	Gambling seems to be a good way to make money						
	Total	Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree		
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Unweighted base	1025	265	299	453	48	388	578	362	442	683	342	252	535	295	368	259	389	99	783	114	750
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736
14	200 20%	52 18%	59 20%	87 20%	11 23%	73 19%	112 20%	85 24%h	59 14%	109 16%	90 26%i	54 21%l	73 14%	41 14%	83 22%m	42 17%	61 16%	19 19%	136 17%	27 22%	132 18%
15	203 20%	71 25%b	48 16%	81 19%	11 23%	57 15%	133 23%e	78 22%	69 16%	124 18%	79 22%	48 19%	97 19%	54 19%	82 22%	34 13%	73 19%	16 16%	157 20%	34 27%t	130 18%
16	203 20%	58 20%	62 21%	83 19%	7 14%	84 22%	108 19%	66 18%	84 20%	142 21%	61 17%	44 17%	111 21%	64 22%	69 19%	49 19%	71 19%	16 16%	161 21%	27 22%	147 20%
17	208 20%	60 21%	66 22%	82 19%	11 21%	90 23%	106 19%	71 20%	104 24%	146 22%	62 18%	54 21%	117 22%	62 21%	74 20%	64 26%	90 24%	21 21%	160 21%	19 16%	158 22%
18	211 21%	44 15%	63 21%	101 23%a	10 20%	87 22%	111 20%	61 17%	111 26%g	152 23%j	59 17%	53 21%	123 24%	71 24%n	64 17%	62 25%	81 22%	27 27%	163 21%	17 14%	168 23% s
Mean	16.03	15.90	16.09	16.06	15.92	16.15f	15.95	15.84	16.32g	16.16j	15.77	16.02	16.23	16.23n	15.87	16.29	16.15	16.21	16.08	15.73	16.14s
Standard deviation	1.42	1.34	1.42	1.45	1.47	1.41	1.41	1.42	1.38	1.39	1.44	1.45	1.37	1.37	1.41	1.41	1.39	1.49	1.39	1.34	1.42
Standard error	0.04	0.08	0.08	0.07	0.21	0.07	0.06	0.07	0.07	0.05	0.08	0.09	0.06	0.08	0.07	0.09	0.07	0.15	0.05	0.13	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t

* small base

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Absolutes/col percents

Table 3
Q2. Gender of respondent
Base: All respondents

	Gender			Age							Social Grade		Live football matches			Live cricket matches		
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	1025	472	553	339	686	168	171	137	297	252	680	345	225	419	373	34	235	744
Weighted base	1025	526	499	403	622	200	203	203	208	211	668	357	242	417	359	38*	234	740
Male	526	526	-	207	319	102	105	105	107	108	351	175	186	234	102	27	159	330
	51%	100% ^b	-	51%	51%	51%	52%	52%	51%	51%	53%	49%	77% ^{mn}	56% ⁿ	28%	72% ^q	68% ^q	45%
Female	499	-	499	196	303	97	98	98	101	104	316	183	56	183	257	11	74	410
	49%	-	100% ^a	49%	49%	49%	48%	48%	49%	49%	47%	51%	23%	44% ^l	72% ^{lm}	28%	32%	55% ^{op}

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

* small base

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Absolutes/col percents

Table 4
Q2. Gender of respondent
Base: All respondents

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money	
		Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Unweighted base	1025	265	299	453	48	388	578	362	442	683	342	252	535	295	368	259	389	99	783	114	750
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736
Male	526	221	162	140	41	249	230	159	236	347	179	147	248	159	188	144	176	70	374	78	359
	51%	78% ^{bc}	55% ^c	32%	81% ^{ef}	64% ^f	40%	44%	55% ^g	51%	51%	58% ^l	48%	54%	50%	58% ^p	47%	71% ^r	48%	63% ^t	49%
Female	499	64	135	295	10	143	342	202	191	328	172	106	272	133	184	107	199	29	403	46	376
	49%	22%	45% ^a	68% ^{ab}	19%	36% ^d	60% ^{de}	56% ^h	45%	49%	49%	42%	52% ^k	46%	50%	42%	53% ^o	29%	52% ^q	37%	51% ^s

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t

* small base

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Absolutes/col percents

Table 5
Q3. Which of the following describes where you live?
Base: All respondents

	Gender			Age							Social Grade		Live football matches			Live cricket matches		
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	1025	472	553	339	686	168	171	137	297	252	680	345	225	419	373	34	235	744
Weighted base	1025	526	499	403	622	200	203	203	208	211	668	357	242	417	359	38*	234	740
Scotland	102 10%	52 10%	50 10%	34 8%	69 11% ⁱ	16 8%	17 9%	31 15% ^{ci}	24 12% ⁱ	14 7%	72 11%	30 8%	31 13%	39 9%	32 9%	1 2%	17 7%	83 11%
North East	43 4%	21 4%	22 4%	18 4%	26 4%	11 5%	7 3%	11 5%	9 4%	6 3%	32 5%	11 3%	9 4%	17 4%	17 5%	1 4%	12 5%	30 4%
North West	116 11%	59 11%	57 11%	46 11%	70 11%	21 10%	25 12%	26 13%	18 9%	26 12%	77 11%	39 11%	36 15%	43 10%	36 10%	2 5%	31 13%	82 11%
Yorkshire and the Humber	92 9%	42 8%	50 10%	34 8%	58 9%	20 10%	14 7%	17 8%	19 9%	22 10%	54 8%	38 11%	14 6%	27 6%	51 14% ^{lm}	1 2%	13 5%	78 10% ^p
West Midlands	106 10%	49 9%	57 11%	46 11%	60 10%	17 9%	28 14%	20 10%	20 10%	21 10%	54 8%	52 15% ^j	20 8%	43 10%	42 12%	7 19%	22 9%	76 10%
East Midlands	94 9%	56 11%	39 8%	40 10%	54 9%	19 10%	21 10%	18 9%	20 10%	16 8%	63 10%	31 9%	25 10%	39 9%	30 8%	4 12%	20 9%	69 9%
Wales	36 4%	14 3%	22 4%	15 4%	21 3%	6 3%	10 5%	4 2%	9 4%	8 4%	23 3%	13 4%	8 3%	14 3%	15 4%	- -	9 4%	27 4%
East of England	81 8%	41 8%	40 8%	40 10% ^h	41 7%	20 10%	20 10%	18 9%	11 5%	12 6%	54 8%	27 8%	16 7%	34 8%	30 8%	2 5%	21 9%	58 8%
London	112 11%	54 10%	58 12%	33 8%	79 13% ^{cf}	21 10%	12 6%	20 10%	26 13% ^f	33 15% ^{cf}	79 12%	33 9%	29 12%	53 13% ⁿ	29 8%	12 31% ^{pq}	28 12%	72 10%
South East	130 13%	72 14%	59 12%	48 12%	82 13%	27 14%	21 10%	26 13%	25 12%	30 14%	92 14%	39 11%	24 10%	67 16% ^{ln}	39 11%	3 8%	33 14%	91 12%
South West	83 8%	49 9%	34 7%	36 9%	47 7%	15 7%	21 10% ^g	8 4%	23 11% ^g	16 7%	52 8%	30 8%	22 9%	29 7%	29 8%	4 9%	23 10%	52 7%
Northern Ireland	30 3%	17 3%	12 2%	14 3%	16 3%	7 4%	6 3%	6 3%	3 1%	8 4%	15 2%	15 4%	8 3%	12 3%	9 3%	1 3%	5 2%	23 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

* small base

Prepared by Populus

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Absolutes/col percents

Table 6
Q3. Which of the following describes where you live?
Base: All respondents

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money	
		Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Unweighted base	1025	265	299	453	48	388	578	362	442	683	342	252	535	295	368	259	389	99	783	114	750
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736
Scotland	102	35	25	41	7	49	45	35	47	74	28	21	64	39	35	20	49	14	79	11	82
	10%	12%	8%	9%	14%	13%f	8%	10%	11%	11%	8%	8%	12%	13%	9%	8%	13%o	14%	10%	9%	11%
North East	43	13	11	19	1	22	20	14	20	27	16	10	23	8	17	10	13	5	31	8	29
	4%	5%	4%	4%	3%	6%	4%	4%	5%	4%	5%	4%	4%	3%	5%	4%	4%	6%	4%	6%	4%
North West	116	37	33	45	3	43	70	30	53	76	40	27	59	47	35	22	54	11	86	17	74
	11%	13%	11%	10%	6%	11%	12%	8%	12%	11%	11%	11%	11%	16%n	9%	9%	14%	11%	11%	13%	10%
Yorkshire and the Humber	92	16	19	56	2	26	63	34	32	62	30	26	46	25	39	21	36	9	70	16	64
	9%	6%	6%	13%ab	5%	7%	11%e	9%	7%	9%	8%	10%	9%	9%	10%	8%	10%	9%	9%	13%	9%
West Midlands	106	24	32	50	4	34	68	37	45	65	41	27	60	29	38	29	39	12	78	12	74
	10%	8%	11%	12%	8%	9%	12%	10%	10%	10%	12%	10%	12%	10%	10%	12%	10%	12%	10%	9%	10%
East Midlands	94	29	26	40	8	32	54	31	40	63	31	23	39	27	34	25	31	9	66	12	61
	9%	10%	9%	9%	16%	8%	10%	8%	9%	9%	9%	9%	8%	9%	9%	10%	8%	9%	8%	10%	8%
Wales	36	10	10	16	2	22	12	14	13	26	10	8	19	10	11	7	18	3	30	3	28
	4%	3%	3%	4%	4%	6%f	2%	4%	3%	4%	3%	3%	4%	3%	3%	3%	5%	4%	4%	2%	4%
East of England	81	20	27	34	3	24	52	42	28	48	33	22	33	14	36	21	28	5	63	8	58
	8%	7%	9%	8%	7%	6%	9%	12%h	7%	7%	9%	9%	6%	5%	10%m	8%	7%	5%	8%	6%	8%
London	112	35	35	41	6	34	69	35	49	66	46	26	57	33	38	27	37	13	88	17	81
	11%	12%	12%	9%	11%	9%	12%	10%	11%	10%	13%	10%	11%	11%	10%	11%	10%	13%	11%	13%	11%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
 * small base

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Table 6

Q3. Which of the following describes where you live?

Base: All respondents

	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
	Total	Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736
South East	130	35	45	50	6	49	74	51	53	91	40	31	69	30	50	42	35	9	99	11	95
	13%	12%	15%	12%	12%	13%	13%	14%	12%	13%	11%	12%	13%	10%	13%	17%p	9%	9%	13%	9%	13%
South West	83	21	26	33	5	40	34	27	36	60	23	21	37	23	33	21	24	7	65	7	67
	8%	7%	9%	8%	10%	10%f	6%	7%	8%	9%	7%	8%	7%	8%	9%	8%	6%	7%	8%	6%	9%
Northern Ireland	30	10	9	10	2	16	11	12	12	17	13	10	15	7	5	6	11	3	23	4	23
	3%	4%	3%	2%	4%	4%	2%	3%	3%	3%	4%	4%	3%	3%	1%	2%	3%	3%	3%	3%	3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t

* small base

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Table 7
Q4. Social Grade
Base: All respondents

	Gender			Age							Social Grade		Live football matches			Live cricket matches		
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	1025	472	553	339	686	168	171	137	297	252	680	345	225	419	373	34	235	744
Weighted base	1025	526	499	403	622	200	203	203	208	211	668	357	242	417	359	38*	234	740
A	119 12%	64 12%	55 11%	44 11%	75 12%	15 8%	28 14%	24 12%	25 12%	26 12%	119 18%k	-	32 13%	53 13%	34 9%	5 12%	36 15%	78 11%
B	234 23%	125 24%	109 22%	79 20%	155 25%	36 18%	43 21%	57 28%e	53 26%	45 21%	234 35%k	-	52 21%	109 26%	72 20%	8 22%	61 26%	165 22%
C1	315 31%	163 31%	153 31%	114 28%	202 32%f	66 33%f	47 23%	50 25%	76 37%cfg	75 36%fg	315 47%k	-	83 35%	120 29%	110 31%	8 22%	79 34%	222 30%
C2	171 17%	83 16%	88 18%	81 20%dhi	90 15%	49 24%dhi	32 16%	34 17%	29 14%	28 13%	- 48%j	171	36 15%	64 15%	70 19%	6 16%	33 14%	128 17%
D	129 13%	60 11%	69 14%	64 16%dh	65 11%	25 13%	39 19%dhi	27 13%	16 8%	22 11%	- 36%j	129	25 10%	51 12%	51 14%	10 28%pq	15 6%	103 14%p
E	57 6%	32 6%	25 5%	22 6%	34 6%	9 4%	14 7%	11 5%	9 4%	14 7%	- 16%j	57	13 5%	19 5%	22 6%	-	10 4%	44 6%
NET: ABC1	668 65%	351 67%	316 63%	236 59%	432 69%cef	117 59%	119 58%	131 65%	154 74%cfg	146 69%cef	668 100%k	-	167 69%n	282 68%n	217 60%	21 56%	176 75%oq	465 63%
NET: C2DE	357 35%	175 33%	183 37%	167 41%dhi	190 31%	82 41%dhi	84 42%dhi	72 35%h	54 26%	65 31%	- 100%j	357	75 31%	135 32%	142 40%lm	16 44%p	58 25%	275 37%p

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q
 * small base

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Absolutes/col percents

Table 8
Q4. Social Grade
Base: All respondents

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money	
		Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Unweighted base	1025	265	299	453	48	388	578	362	442	683	342	252	535	295	368	259	389	99	783	114	750
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736
A	119 12%	38 13%	35 12%	46 10%	9 18%	55 14%f	54 10%	44 12%	54 13%	87 13%	32 9%	23 9%	75 14%	36 12%	37 10%	26 10%	53 14%	10 10%	91 12%	8 6%	99 13% ^s
B	234 23%	65 23%	81 27% ^c	88 20%	9 17%	114 29%f	110 19%	99 27% ^h	90 21%	161 24%	73 21%	61 24%	120 23%	80 27% ⁿ	70 19%	59 24%	90 24%	17 17%	191 25%	32 26%	177 24%
C1	315 31%	98 34%	81 27%	134 31%	15 29%	122 31%	175 31%	109 30%	132 31%	211 31%	104 30%	79 31%	161 31%	84 29%	134 36%	86 34%	113 30%	32 33%	241 31%	34 28%	233 32%
C2	171 17%	40 14%	45 15%	85 20%	7 14%	54 14%	106 18%	57 16%	71 17%	108 16%	62 18%	38 15%	83 16%	47 16%	67 18%	43 17%	60 16%	20 20%	124 16%	27 22%	112 15%
D	129 13%	29 10%	43 14%	56 13%	6 12%	34 9%	88 15% ^e	43 12%	49 11%	77 11%	53 15%	38 15%	59 11%	30 10%	50 13%	27 11%	39 10%	13 13%	90 12%	13 11%	80 11%
E	57 6%	14 5%	14 5%	26 6%	5 9% ^e	12 3%	38 7% ^e	10 3%	32 8% ^g	31 5%	26 7%	14 6%	24 5%	16 5%	14 4%	9 4%	21 6%	8 8%	39 5%	10 8%	34 5%
NET: ABC1	668 65%	201 70% ^c	196 66%	268 62%	32 64%	291 74%f	339 59%	252 70%	275 64%	458 68% ^j	209 60%	163 65%	355 68%	199 68%	242 65%	172 68%	256 68%	59 59%	524 67%	74 60%	509 69%
NET: C2DE	357 35%	84 30%	101 34%	167 38% ^a	18 36%	100 26%	232 41% ^e	110 30%	152 36%	216 32%	141 40% ⁱ	90 35%	165 32%	93 32%	130 35%	79 32%	120 32%	41 41%	253 33%	49 40%	226 31%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t

* small base

The Chadlington Consultancy: Gambling Advertising Survey
ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 9

Q5. Approximately how often do you watch the following on television?**Base: All respondents****Summary table**

	Live football matches	Live cricket matches	Football highlights shows	Live rugby matches
Unweighted base	1025	1025	1025	1025
Weighted base	1025	1025	1025	1025
Every day	10 1%	6 1%	18 2%	7 1%
A few times a week	138 13%	25 2%	140 14%	18 2%
Once a week	93 9%	6 1%	127 12%	26 3%
A few times a month	93 9%	34 3%	94 9%	62 6%
Once a month	51 5%	14 1%	41 4%	37 4%
A few times a year	156 15%	85 8%	84 8%	171 17%
Once a year	42 4%	26 3%	13 1%	45 4%
Less frequently than yearly	75 7%	74 7%	66 6%	77 8%
Never	359 35%	740 72%	435 42%	571 56%
Don't know/ rather not say	7 1%	14 1%	7 1%	12 1%

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 10
Q5. Approximately how often do you watch the following on television?
Base: All respondents
Live football matches

	Gender			Age							Social Grade		Live football matches			Live cricket matches		
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	1025	472	553	339	686	168	171	137	297	252	680	345	225	419	373	34	235	744
Weighted base	1025	526	499	403	622	200	203	203	208	211	668	357	242	417	359	38*	234	740
Every day	10 1%	10 2%b	-	5 1%	5 1%	3 1%	3 1%	2 1%	2 1%	2 1%	8 1%	2 1%	10 4%mn	-	-	6 17%pq	3 1%	2 *
A few times a week	138 13%	110 21%b	28 6%	55 14%	83 13%	23 12%	32 16%	27 13%	34 16%	22 11%	97 14%	41 12%	138 57%mn	-	-	18 47%pq	63 27%q	54 7%
Once a week	93 9%	66 13%b	27 5%	41 10%i	52 8%	19 9%	22 11%i	23 11%i	18 8%	11 5%	62 9%	31 9%	93 39%mn	-	-	5 14%	34 14%q	54 7%
A few times a month	93 9%	60 11%b	33 7%	38 9%	55 9%	26 13%f	12 6%	17 8%	18 9%	20 9%	58 9%	35 10%	-	93 22%ln	-	1 2%	35 15%oq	54 7%
Once a month	51 5%	37 7%b	14 3%	23 6%	28 4%	11 6%	12 6%	7 3%	10 5%	11 5%	33 5%	17 5%	-	51 12%ln	-	-	13 6%	37 5%
A few times a year	156 15%	89 17%	67 13%	49 12%	108 17%c	23 12%	25 12%	37 18%	33 16%	37 18%	101 15%	55 15%	-	156 37%ln	-	3 9%	39 17%	114 15%
Once a year	42 4%	18 3%	24 5%	13 3%	29 5%	7 3%	6 3%	10 5%	6 3%	13 6%	33 5%	9 2%	-	42 10%ln	-	-	9 4%	33 4%
Less frequently than yearly	75 7%	30 6%	45 9%	24 6%	51 8%	14 7%	10 5%	12 6%	19 9%	20 9%	56 8%	19 5%	-	75 18%ln	-	-	20 9%	55 7%
Never	359 35%	102 19%	257 51%a	151 38%	207 33%	72 36%	79 39%	67 33%	68 32%	73 34%	217 32%	142 40%j	-	-	359 100%lm	4 11%	17 7%	337 46%op
Don't know/ rather not say	7 1%	3 1%	4 1%	4 1%	4 1%	1 1%	2 1%	-	1 1%	2 1%	2 *	6 2%j	-	-	-	-	-	1 *

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q
*** small base**

The Chadlington Consultancy: Gambling Advertising Survey ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 11
Q5. Approximately how often do you watch the following on television?
Base: All respondents
Live football matches

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money	
		Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Unweighted base	1025	265	299	453	48	388	578	362	442	683	342	252	535	295	368	259	389	99	783	114	750
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736
Every day	10 1%	10 4%bc	-	-	6 12%ef	3 1%	1 *	1 *	5 1%	5 1%	5 1%	5 2%	4 1%	7 2%n	2 *	5 2%p	1 *	4 4%r	4 1%	7 5%t	2 *
A few times a week	138 13%	132 46%bc	5 2%	2 *	19 38%ef	83 21%f	34 6%	26 7%	90 21%g	104 15%j	34 10%	50 20%l	64 12%	58 20%n	42 11%	47 19%p	46 12%	29 29%r	92 12%	31 25%t	92 12%
Once a week	93 9%	72 25%bc	19 6%c	2 *	11 22%ef	41 10%	41 7%	22 6%	49 11%g	71 11%j	22 6%	31 12%l	37 7%	29 10%	34 9%	26 10%	40 11%	14 14%	64 8%	11 9%	59 8%
A few times a month	93 9%	33 11%c	54 18%ac	6 1%	4 7%	56 14%f	33 6%	21 6%	52 12%g	63 9%	30 9%	26 10%	45 9%	33 11%	30 8%	31 12%	29 8%	16 16%r	69 9%	17 14%	64 9%
Once a month	51 5%	14 5%c	35 12%ac	2 *	-	26 7%	25 4%	21 6%	22 5%	33 5%	17 5%	10 4%	26 5%	10 3%	19 5%	11 5%	17 4%	3 3%	40 5%	6 4%	34 5%
A few times a year	156 15%	18 6%	107 36%ac	31 7%	2 4%	80 20%df	74 13%	56 15%	68 16%	112 17%	45 13%	33 13%	95 18%	45 15%	67 18%	30 12%	56 15%	10 10%	124 16%	15 13%	121 17%
Once a year	42 4%	1 *	24 8%ac	17 4%a	1 2%	21 5%	20 4%	20 6%	17 4%	28 4%	13 4%	11 4%	22 4%	14 5%	17 4%	10 4%	15 4%	4 4%	30 4%	4 3%	30 4%
Less frequently than yearly	75 7%	4 1%	35 12%a	35 8%a	2 3%	34 9%	38 7%	33 9%	27 6%	51 8%	24 7%	14 5%	40 8%	22 7%	24 7%	22 9%	29 8%	6 6%	57 7%	3 2%	61 8% ^s

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
* small base

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 11
Q5. Approximately how often do you watch the following on television?
Base: All respondents
Live football matches

	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money			
	Total	Watch at least weekly		Never watch	Watch at least weekly		0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree		Bottom 3 box dis-agree		Top 3 Box agree		Bottom 3 box dis-agree		Top 3 Box agree		Bottom 3 box dis-agree	
		(a)	Watch rarely (b)		(c)	(d)					Watch rarely (e)	(f)	(g)	(h)	(i)	(j)	(k)	3 box dis-agree (l)	(m)	3 box dis-agree (n)	(o)	(p)
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736	
Never	359	2	18	339	5	47	304	160	98	204	155	73	187	73	136	69	139	13	292	28	270	
	35%	1%	6%a	78%ab	11%	12%	53%de	44%h	23%	30%	44%i	29%	36%	25%	37% ^m	27%	37% ^o	13%	38% ^q	23%	37% ^s	
Don't know/ rather not say	7	-	1	-	-	1	1	2	1	3	5	2	2	2	1	-	3	-	5	2	4	
	1%	-	*	-	-	*	*	*	*	*	1%	1%	*	1%	*	-	1%	-	1%	2%	*	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
 * small base

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 12
Q5. Approximately how often do you watch the following on television?
Base: All respondents
Live cricket matches

	Gender			Age							Social Grade		Live football matches			Live cricket matches		
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	1025	472	553	339	686	168	171	137	297	252	680	345	225	419	373	34	235	744
Weighted base	1025	526	499	403	622	200	203	203	208	211	668	357	242	417	359	38*	234	740
Every day	6 1%	4 1%	2 *	4 1%	2 *	2 1%	1 1%	- -	1 *	2 1%	5 1%	1 *	4 2% _m	- -	2 *	6 17% _{pq}	- -	- -
A few times a week	25 2%	17 3%	8 2%	8 2%	17 3%	7 3%	1 1%	9 4% _f	3 1%	5 2%	12 2%	13 4%	19 8% _{mn}	3 1%	3 1%	25 67% _{pq}	- -	- -
Once a week	6 1%	5 1%	1 *	4 1%	2 *	1 1%	3 1%	- -	2 1%	1 *	4 1%	2 1%	5 2% _{mn}	1 *	- -	6 16% _{pq}	- -	- -
A few times a month	34 3%	22 4%	12 2%	7 2%	27 4% _c	4 2%	4 2%	9 5%	11 5% _c	7 3%	25 4%	9 2%	23 9% _{mn}	11 3% _n	1 *	- -	34 15% _{oq}	- -
Once a month	14 1%	11 2%	3 1%	3 1%	11 2%	- -	3 1%	5 2%	3 1%	4 2%	11 2%	3 1%	6 2% _n	8 2% _n	- -	- -	14 6% _q	- -
A few times a year	85 8%	65 12% _b	20 4%	29 7%	56 9%	13 7%	16 8%	19 9%	17 8%	20 10%	64 10% _k	21 6%	44 18% _{mn}	37 9% _n	4 1%	- -	85 36% _{oq}	- -
Once a year	26 3%	18 3%	8 2%	7 2%	18 3%	5 3%	2 1%	2 1%	11 5% _{cf}	6 3%	20 3%	6 2%	5 2%	20 5% _n	1 *	- -	26 11% _q	- -
Less frequently than yearly	74 7%	44 8%	30 6%	32 8%	42 7%	20 10% _g	12 6%	7 4%	20 9% _g	15 7%	55 8%	19 5%	23 9% _n	41 10% _n	11 3%	- -	74 32% _{oq}	- -
Never	740 72%	330 63%	410 82% _a	301 75%	439 71%	145 72%	157 77% _h	148 73%	142 68%	148 70%	465 70%	275 77% _j	109 45%	293 70% _l	337 94% _{lm}	- -	- -	740 100% _{op}
Don't know/ rather not say	14 1%	9 2%	5 1%	6 2%	7 1%	3 1%	4 2%	4 2%	1 *	3 1%	6 1%	8 2%	4 1% _n	3 1%	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q
 * small base

The Chadlington Consultancy: Gambling Advertising Survey ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 13
Q5. Approximately how often do you watch the following on television?
Base: All respondents
Live cricket matches

	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
	Total	Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Unweighted base	1025	265	299	453	48	388	578	362	442	683	342	252	535	295	368	259	389	99	783	114	750
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736
Every day	6 1%	4 2% ^b	-	2 *	4 9% ^{ef}	-	2 *	1 *	5 1%	5 1%	1 *	4 2%	2 *	4 2%	1 *	3 1%	1 *	3 3% ^r	4 *	3 2% ^t	3 *
A few times a week	25 2%	19 7% ^{bc}	3 1%	3 1%	10 21% ^{ef}	10 3% ^f	3 *	3 1%	17 4% ^g	21 3%	4 1%	9 3%	11 2%	9 3%	4 1%	10 4% ^p	4 1%	5 5%	16 2%	8 6% ^t	10 1%
Once a week	6 1%	4 1% ^c	2 1%	-	2 4% ^f	4 1% ^f	-	1 *	4 1%	5 1%	1 *	2 1%	1 *	2 1%	3 1%	3 1%	2 1%	1 1%	2 *	-	5 1%
A few times a month	34 3%	23 8% ^{bc}	9 3% ^c	2 1%	3 6% ^f	25 7% ^f	6 1%	10 3%	25 6% ^g	24 4%	10 3%	13 5%	17 3%	13 5%	12 3%	15 6%	11 3%	11 11% ^r	20 3%	4 3%	21 3%
Once a month	14 1%	9 3% ^c	4 1% ^c	1 *	2 4% ^f	10 3% ^f	2 *	3 1%	7 2%	10 1%	4 1%	2 1%	11 2%	9 3% ⁿ	1 *	5 2%	4 1%	1 1%	11 1%	4 3%	9 1%
A few times a year	85 8%	44 16% ^c	34 12% ^c	6 1%	10 20% ^f	62 16% ^f	13 2%	23 6%	53 12% ^g	66 10% ^j	19 6%	24 10%	42 8%	36 12%	29 8%	24 9%	34 9%	12 13%	61 8%	13 10%	61 8%
Once a year	26 3%	8 3%	15 5% ^c	4 1%	-	21 5% ^f	5 1%	10 3%	12 3%	16 2%	10 3%	8 3%	12 2%	12 4%	7 2%	12 5% ^p	7 2%	7 7% ^r	16 2%	4 3%	20 3%
Less frequently than yearly	74 7%	27 9% ^c	33 11% ^c	14 3%	4 8% ^f	61 16% ^f	9 2%	25 7%	41 10%	57 8%	18 5%	23 9%	38 7%	26 9%	24 7%	25 10%	29 8%	7 7%	53 7%	10 8%	57 8%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
* small base

The Chadlington Consultancy: Gambling Advertising Survey ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 13
Q5. Approximately how often do you watch the following on television?
Base: All respondents
Live cricket matches

	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
	Total	Watch at least weekly		Never watch (c)	Watch at least weekly		0-2 (g)	3+ (h)	Too much (i)	About right/ don't know/ not enough (j)	Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
		(a)	Watch rarely (b)		(d)	Watch rarely (e)					Top 3 Box agree (k)	Bottom 3 box dis-agree (l)	Top 3 Box agree (m)	Bottom 3 box dis-agree (n)	Top 3 Box agree (o)	Bottom 3 box dis-agree (p)	Top 3 Box agree (q)	Bottom 3 box dis-agree (r)	Top 3 Box agree (s)	Bottom 3 box dis-agree (t)	
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736
Never	740	141	196	404	14	193	532	284	261	463	277	164	379	176	286	151	279	50	585	77	540
	72%	49%	66%a	93%ab	28%	49%d	93%de	78%h	61%	69%	79%i	65%	73%k	60%	77%m	60%	74%o	50%	75%q	62%	73%s
Don't know/ rather not say	14	6	1	-	-	5	-	3	3	8	6	3	7	4	4	4	4	2	9	3	9
	1%	2%c	*	-	-	1%f	-	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	3%	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
* small base

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 14
Q5. Approximately how often do you watch the following on television?
Base: All respondents
Football highlights shows

	Gender			Age							Social Grade		Live football matches			Live cricket matches		
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	1025	472	553	339	686	168	171	137	297	252	680	345	225	419	373	34	235	744
Weighted base	1025	526	499	403	622	200	203	203	208	211	668	357	242	417	359	38*	234	740
Every day	18 2%	16 3%b	2 *	8 2%	10 2%	5 3%	3 1%	3 2%	4 2%	4 2%	12 2%	6 2%	17 7%mn	1 *	-	7 18%pq	6 3%q	5 1%
A few times a week	140 14%	113 22%b	27 5%	67 17%di	73 12%	22 11%	45 22%degh i	25 12%	28 13%	20 9%	104 16%k	36 10%	118 49%mn	21 5%n	-	15 40%q	56 24%q	67 9%
Once a week	127 12%	92 17%b	35 7%	49 12%	78 13%	25 12%	24 12%	30 15%	29 14%	20 10%	85 13%	42 12%	79 33%mn	46 11%n	2 *	6 16%	48 20%q	69 9%
A few times a month	94 9%	63 12%b	31 6%	45 11%	49 8%	19 9%	26 13%	18 9%	16 8%	15 7%	58 9%	36 10%	20 8%n	73 17%ln	1 *	2 6%	31 13%q	59 8%
Once a month	41 4%	25 5%	16 3%	11 3%	30 5%f	10 5%f	1 1%	13 6%f	11 5%f	6 3%	31 5%	9 3%	-	39 9%ln	2 1%	-	18 8%q	23 3%
A few times a year	84 8%	46 9%	39 8%	27 7%	57 9%	18 9%	10 5%	19 9%	19 9%	18 9%	52 8%	32 9%	3 1%	75 18%ln	5 1%	3 7%	23 10%	59 8%
Once a year	13 1%	5 1%	8 2%	-	13 2%c	-	-	4 2%cc	3 2%cc	5 2%cef	10 1%	3 1%	-	13 3%ln	-	-	2 1%	10 1%
Less frequently than yearly	66 6%	23 4%	43 9%a	24 6%	42 7%	13 6%	11 6%	8 4%	15 7%	19 9%	45 7%	21 6%	-	55 13%ln	11 3%l	-	21 9%	45 6%
Never	435 42%	140 27%	295 59%a	169 42%	266 43%	87 44%	81 40%	83 41%	82 39%	101 48%h	268 40%	167 47%	4 2%	92 22%l	339 94%lm	5 13%	26 11%	404 55%op
Don't know/ rather not say	7 1%	3 1%	5 1%	4 1%	4 1%	1 1%	2 1%	-	1 *	3 1%	3 *	5 1%	-	1 *	-	-	1 *	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q
*** small base**

The Chadlington Consultancy: Gambling Advertising Survey ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 15
Q5. Approximately how often do you watch the following on television?
Base: All respondents
Football highlights shows

	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
	Total	Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Unweighted base	1025	265	299	453	48	388	578	362	442	683	342	252	535	295	368	259	389	99	783	114	750
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736
Every day	18 2%	18 6%bc	-	-	6 12%ef	8 2%	4 1%	-	12 3%g	14 2%	4 1%	9 4%l	7 1%	9 3%	6 2%	12 5%p	2 *	7 7%r	9 1%	6 5%t	9 1%
A few times a week	140 14%	140 49%bc	-	-	17 34%f	82 21%f	40 7%	32 9%	83 19%g	105 16%j	35 10%	47 19%l	64 12%	53 18%n	43 12%	39 16%	51 14%	28 28%r	92 12%	28 22%t	93 13%
Once a week	127 12%	127 45%bc	-	-	12 24%f	61 16%f	50 9%	31 9%	64 15%g	90 13%	37 11%	49 19%l	55 10%	40 14%	45 12%	43 17%p	39 10%	19 19%	94 12%	27 21%t	83 11%
A few times a month	94 9%	-	94 32%ac	-	6 12%	51 13%f	37 7%	28 8%	50 12%	66 10%	28 8%	13 5%	48 9%	31 10%	32 9%	24 10%	33 9%	11 11%	73 9%	8 7%	68 9%
Once a month	41 4%	-	41 14%ac	-	1 1%	24 6%f	16 3%	18 5%	19 4%	30 4%	11 3%	11 4%	23 4%	7 2%	20 5%	13 5%	15 4%	3 3%	29 4%	5 4%	29 4%
A few times a year	84 8%	-	84 28%ac	-	-	45 12%df	39 7%	35 10%	34 8%	58 9%	26 7%	21 8%	48 9%	30 10%	36 10%	17 7%	28 7%	5 5%	65 8%	8 7%	62 8%
Once a year	13 1%	-	13 4%ac	-	-	5 1%	8 1%	6 2%	5 1%	7 1%	5 1%	-	9 2%k	7 2%	2 1%	1 *	6 2%	1 1%	10 1%	2 1%	9 1%
Less frequently than yearly	66 6%	-	66 22%ac	-	2 4%	35 9%f	28 5%	30 8%	27 6%	43 6%	23 7%	15 6%	30 6%	11 4%	23 6%	18 7%	25 7%	4 4%	50 6%	4 3%	47 6%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
* small base

The Chadlington Consultancy: Gambling Advertising Survey ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 15
Q5. Approximately how often do you watch the following on television?
Base: All respondents
Football highlights shows

	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money			
	Total	Watch at least weekly		Never watch	Watch at least weekly		0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree		Bottom 3 box dis-agree		Top 3 Box agree		Bottom 3 box dis-agree		Top 3 Box agree		Bottom 3 box dis-agree	
		(a)	(b)		(c)	(d)					(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736	
Never	435	-	-	435	6	78	348	181	132	258	176	86	234	104	164	84	173	21	351	34	333	
	42%	-	-	100%ab	12%	20%	61%de	50%h	31%	38%	50%i	34%	45%k	35%	44%m	34%	46%o	21%	45%q	27%	45%s	
Don't know/ rather not say	7	-	-	-	-	1	1	2	2	4	4	2	2	2	1	-	3	-	4	2	4	
	1%	-	-	-	-	*	*	*	*	1%	1%	1%	*	1%	*	-	1%	-	1%	2%	*	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
 * small base

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 16
Q5. Approximately how often do you watch the following on television?
Base: All respondents
Live rugby matches

	Gender			Age							Social Grade		Live football matches			Live cricket matches		
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	1025	472	553	339	686	168	171	137	297	252	680	345	225	419	373	34	235	744
Weighted base	1025	526	499	403	622	200	203	203	208	211	668	357	242	417	359	38*	234	740
Every day	7 1%	6 1% ^b	1 *	5 1%	2 *	3 1%	3 1%	- -	1 *	1 *	3 *	4 1%	6 3% ^{mn}	- -	1 *	5 13% ^{pq}	- -	2 *
A few times a week	18 2%	14 3% ^b	4 1%	6 2%	11 2%	1 1%	5 3%	4 2%	5 2%	3 1%	15 2%	2 1%	14 6% ^{mn}	2 *	2 *	8 22% ^{pq}	6 3% ^q	3 *
Once a week	26 3%	21 4% ^b	5 1%	11 3%	15 2%	7 4%	4 2%	4 2%	5 2%	6 3%	14 2%	12 3%	16 7% ^{mn}	7 2%	3 1%	4 10% ^q	13 6% ^q	9 1%
A few times a month	62 6%	47 9% ^b	15 3%	22 5%	40 6%	12 6%	9 5%	16 8%	12 6%	11 5%	44 7%	18 5%	33 14% ^{mn}	26 6% ⁿ	3 1%	4 10% ^q	36 15% ^q	22 3%
Once a month	37 4%	27 5% ^b	10 2%	15 4%	22 4%	8 4%	6 3%	4 2%	12 6%	7 3%	29 4%	8 2%	17 7% ⁿ	17 4% ⁿ	1 *	2 5%	21 9% ^q	13 2%
A few times a year	171 17%	113 21% ^b	58 12%	56 14%	115 18%	25 13%	31 15%	38 19%	38 18%	39 18%	128 19% ^k	43 12%	52 21% ⁿ	89 21% ⁿ	30 8%	3 8%	71 30% ^{oq}	94 13%
Once a year	45 4%	22 4%	23 5%	13 3%	32 5% ^f	12 6% ^f	1 1%	7 4%	12 6% ^f	12 6% ^f	36 5% ^k	9 2%	5 2%	36 9% ^{ln}	3 1%	1 2%	19 8% ^q	25 3%
Less frequently than yearly	77 8%	41 8%	36 7%	25 6%	52 8%	15 8%	9 5%	19 9%	16 8%	17 8%	54 8%	23 6%	20 8% ⁿ	48 12% ⁿ	9 3%	5 12%	33 14% ^q	39 5%
Never	571 56%	230 44%	342 68% ^a	246 61% ^{dhi}	326 52%	112 56%	133 66% ^{dghi}	108 53%	106 51%	111 53%	339 51%	232 65% ^j	76 32%	190 46% ^l	304 85% ^{lm}	4 12%	34 15%	532 72% ^{op}
Don't know/ rather not say	12 1%	6 1%	5 1%	4 1%	8 1%	3 1%	1 1%	4 2%	1 1%	3 1%	5 1%	7 2%	2 1%	2 1%	2 1%	2 5% ^{pq}	1 *	1 *

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q
*** small base**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 17
Q5. Approximately how often do you watch the following on television?
Base: All respondents
Live rugby matches

	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
	Total	Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Unweighted base	1025	265	299	453	48	388	578	362	442	683	342	252	535	295	368	259	389	99	783	114	750
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736
Every day	7 1%	5 2% ^c	1 *	1 *	7 14% ^{ef}	-	-	1 *	5 1%	4 1%	3 1%	3 1%	2 *	5 2% ⁿ	1 *	3 1%	2 1%	3 3% ^r	2 *	1 1%	3 *
A few times a week	18 2%	14 5% ^{bc}	2 1%	2 *	18 35% ^{ef}	-	-	2 1%	14 3% ^g	12 2%	5 2%	8 3%	6 1%	10 3%	4 1%	10 4% ^p	3 1%	5 5% ^r	12 2%	6 5% ^t	11 2%
Once a week	26 3%	17 6% ^{bc}	6 2%	4 1%	26 52% ^{ef}	-	-	6 2%	17 4%	19 3%	8 2%	9 3%	9 2%	12 4% ⁿ	2 1%	7 3%	13 3%	6 6% ^r	14 2%	3 2%	18 2%
A few times a month	62 6%	37 13% ^{bc}	17 6% ^c	7 2%	-	62 16% ^{df}	-	10 3%	43 10% ^g	47 7%	15 4%	22 9%	33 6%	28 10% ⁿ	17 4%	21 8%	24 6%	10 10% ^r	40 5%	7 5%	47 6%
Once a month	37 4%	24 8% ^{bc}	10 3% ^c	2 *	-	37 9% ^{df}	-	6 2%	21 5% ^g	31 5% ^j	6 2%	12 5%	19 4%	20 7% ⁿ	4 1%	10 4%	15 4%	8 8% ^r	24 3%	9 8% ^t	24 3%
A few times a year	171 17%	61 21% ^c	68 23% ^c	42 10%	-	171 44% ^{df}	-	64 18%	85 20%	127 19% ^j	44 12%	35 14%	101 19%	47 16%	67 18%	46 18%	65 17%	21 21%	135 17%	21 17%	132 18%
Once a year	45 4%	8 3%	26 9% ^{ac}	11 2%	-	45 11% ^{df}	-	15 4%	22 5%	32 5%	13 4%	10 4%	24 5%	13 4%	18 5%	17 7%	16 4%	5 5%	31 4%	7 6%	34 5%
Less frequently than yearly	77 8%	22 8% ^c	39 13% ^c	16 4%	-	77 20% ^{df}	-	29 8%	39 9%	53 8%	24 7%	25 10%	39 7%	19 7%	31 8%	16 7%	22 6%	9 9%	59 8%	8 6%	57 8%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
 * small base

The Chadlington Consultancy: Gambling Advertising Survey ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 17
Q5. Approximately how often do you watch the following on television?
Base: All respondents
Live rugby matches

	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
	Total	Watch at least weekly		Never watch (c)	Watch at least weekly		0-2 (g)	3+ (h)	Too much (i)	About right/ don't know/ not enough (j)	Top 3	Bottom 3	Top 3	Bottom 3	Top 3	Bottom 3	Top 3	Bottom 3	Top 3	Bottom 3	
		(a)	Watch rarely (b)		Watch rarely (d)	Box agree (k)					Box dis-agree (l)	Box agree (m)	Box dis-agree (n)	Box agree (o)	Box dis-agree (p)	Box agree (q)	Box dis-agree (r)	Box agree (s)	Box dis-agree (t)		
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736
Never	571	94	128	348	-	-	571	226	180	341	230	124	285	134	229	116	213	32	452	58	404
	56%	33%	43% ^a	80% ^{ab}	-	-	100% ^{de}	63% ^h	42%	51%	66% ⁱ	49%	55%	46%	61% ^m	46%	57% ^o	32%	58% ^q	47%	55%
Don't know/ rather not say	12	3	1	2	-	-	-	3	3	8	4	5	2	5	-	2	2	2	7	3	5
	1%	1%	*	1%	-	-	-	1%	1%	1%	1%	2% ^l	*	2% ⁿ	-	1%	1%	2%	1%	3%	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
*** small base**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 18

Q6. On average, approximately how many adverts for gambling and gambling companies do you think you see on television each day? If you are not sure, please try and provide a reasonable estimate.

Base: All respondents

	Gender			Age						Social Grade		Live football matches			Live cricket matches			
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	1025	472	553	339	686	168	171	137	297	252	680	345	225	419	373	34	235	744
Weighted base	1025	526	499	403	622	200	203	203	208	211	668	357	242	417	359	38*	234	740
None	83 8%	34 6%	49 10%	37 9%	46 7%	17 9%	20 10%	19 9%	13 6%	14 7%	54 8%	28 8%	3 1%	20 5%l	59 16%lm	-	4 2%	78 11%p
1-2	279 27%	126 24%	153 31%a	127 31%di	152 24%	68 34%dgi	59 29%	47 23%	58 28%	47 22%	197 30%k	82 23%	46 19%	131 31%l	101 28%l	5 14%	66 28%	206 28%
3-4	217 21%	121 23%	96 19%	69 17%	149 24%ce	32 16%	36 18%	43 21%	49 24%c	56 26%cef	135 20%	82 23%	60 25%n	100 24%n	56 16%	5 13%	71 30%oq	138 19%
5-6	128 13%	66 13%	62 12%	39 10%	89 14%c	19 10%	19 10%	27 13%	32 15%c	30 14%	79 12%	49 14%	47 19%mn	55 13%n	27 7%	12 31%q	41 17%q	76 10%
7-8	15 1%	9 2%	6 1%	1 *	14 2%ce	-	1 1%	4 2%	6 3%ce	4 2%	10 1%	5 1%	5 2%	8 2%	2 1%	1 4%	2 1%	11 2%
9-10	43 4%	26 5%	17 3%	13 3%	30 5%	4 2%	9 4%	7 4%	9 4%	14 6%ce	33 5%	9 3%	19 8%n	17 4%	7 2%	4 11%q	19 8%q	20 3%
11-12	2 *	2 *	-	-	2 *	-	-	-	1 *	1 *	2 *	-	1 *	1 *	-	1 2%pq	-	1 *
13-15	5 1%	2 *	4 1%	2 1%	3 1%	1 1%	1 1%	-	1 *	2 1%	4 1%	2 1%	3 1%	1 *	2 *	-	2 1%	4 *
16+	17 2%	12 2%	6 1%	5 1%	12 2%	3 1%	2 1%	3 2%	5 2%	4 2%	13 2%	4 1%	9 4%mn	4 1%	4 1%	3 7%q	3 1%	11 2%
Don't know/ rather not say	236 23%	130 25%	106 21%	111 28%dhi	125 20%	55 28%dhi	55 27%dhi	53 26%h	33 16%	40 19%	141 21%	96 27%	50 21%	80 19%	101 28%lm	7 18%	26 11%	196 26%p
Mean	3.76	4.22b	3.29	3.16	4.11ce	2.97	3.34	3.88	4.08ce	4.34cef	3.89	3.48	5.65mn	3.51n	2.69	8.40	4.27q	3.31
Standard deviation	4.72	5.64	3.52	3.91	5.11	3.84	3.98	5.85	4.81	4.71	5.33	3.16	6.94	3.49	3.55	11.17	4.76	3.92
Standard error	0.17	0.29	0.17	0.25	0.22	0.35	0.36	0.57	0.30	0.33	0.23	0.20	0.51	0.19	0.22	2.07	0.33	0.17

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base**

Prepared by Populus

The Chadlington Consultancy: Gambling Advertising Survey ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 19

Q6. On average, approximately how many adverts for gambling and gambling companies do you think you see on television each day? If you are not sure, please try and provide a reasonable estimate.

Base: All respondents

	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
	Total	Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/don't know/not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Unweighted base	1025	265	299	453	48	388	578	362	442	683	342	252	535	295	368	259	389	99	783	114	750
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736
None	83 8%	4 1%	16 5%a	62 14%ab	-	10 2%	72 13%de	83 23%h	-	22 3%	61 17%i	19 7%	39 8%	10 3%	30 8% _m	13 5%	27 7%	1 1%	70 9% _q	4 3%	65 9% _s
1-2	279 27%	58 21%	101 34%a	119 27%	8 16%	115 29%	154 27%	279 77% _h	-	171 25%	107 31%	75 30%	152 29%	57 20%	137 37% _m	72 29%	98 26%	25 26%	220 28%	31 25%	203 28%
3-4	217 21%	60 21%	78 26% _c	77 18%	14 28%	103 26% _f	97 17%	-	217 51% _g	171 25% _j	46 13%	62 25%	121 23%	83 28% _n	74 20%	72 29%	88 23%	28 28%	159 20%	33 27%	155 21%
5-6	128 13%	61 21% _{bc}	31 11%	36 8%	13 26% _f	63 16% _f	52 9%	-	128 30% _g	112 17% _j	16 5%	32 13%	75 14%	51 18% _n	38 10%	43 17%	51 14%	23 23% _r	92 12%	21 17%	96 13%
7-8	15 1%	7 2% _c	6 2%	2 1%	2 4%	4 1%	9 2%	-	15 4% _g	14 2% _j	1 *	5 2%	9 2%	5 2%	4 1%	6 2%	6 2%	4 4% _r	9 1%	1 1%	13 2%
9-10	43 4%	18 6% _c	13 4%	12 3%	4 8% _f	26 7% _f	12 2%	-	43 10% _g	42 6% _j	1 *	9 4%	25 5%	19 6% _n	9 2%	9 4%	21 6%	4 4%	33 4%	3 3%	36 5%
11-12	2 *	1 *	1 *	-	-	2 *	-	-	2 *	2 *	-	1 *	1 *	1 *	-	1 *	1 *	-	2 *	-	2 *
13-15	5 1%	3 1%	1 *	2 *	1 2%	3 1%	2 *	-	5 1% _g	5 1%	-	-	5 1%	2 1%	-	-	4 1%	2 2% _r	2 *	1 1%	4 *

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
* small base

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 19

Q6. On average, approximately how many adverts for gambling and gambling companies do you think you see on television each day? If you are not sure, please try and provide a reasonable estimate.

Base: All respondents

	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling	Gambling advertising on TV seems to be focused at young people like me	In general, gambling companies advertise in a socially responsible way	Gambling advertising on television has encouraged me to take up gambling in the future	Gambling seems to be a good way to make money						
	Total	Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736
16+	17 2%	9 3% ^c	4 1%	4 1%	2 4%	7 2%	8 1%	-	17 4% ^g	16 2% ^j	2 *	3 1%	11 2%	7 2%	7 2%	3 1%	11 3%	2 2%	13 2%	4 3%	13 2%
Don't know/ rather not say	236 23%	64 22%	47 16%	122 28% ^b	7 14%	58 15%	166 29% ^{de}	-	-	120 18%	116 33% ⁱ	47 19%	82 16%	56 19%	73 20%	32 13%	68 18%	10 10%	178 23% ^q	25 20%	149 20%
Mean	3.76	5.37 ^{bc}	3.55 ^c	2.80	6.52 ^{ef}	4.24 ^f	3.08	1.24	5.89 ^g	4.53 ^j	1.93	3.52	3.98	4.67 ⁿ	3.35	3.64	4.28	4.73 ^r	3.61	4.91 ^t	3.74
Standard deviation	4.72	6.56	3.95	3.25	9.52	4.65	3.81	0.80	5.54	5.25	2.27	3.84	5.07	4.84	5.08	2.96	5.10	4.93	4.71	7.43	4.35
Standard error	0.17	0.45	0.25	0.18	1.47	0.25	0.19	0.04	0.26	0.22	0.15	0.27	0.24	0.31	0.29	0.20	0.28	0.52	0.19	0.77	0.18

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t

*** small base**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 20

Q7. Which of the following statements do you think best describes your view of adverts for gambling and gambling companies you see on television?

Base: All respondents

	Gender			Age							Social Grade		Live football matches			Live cricket matches		
	Total (a)	Male (b)	Female (c)	14-15 (d)	16-18 (e)	14 (f)	15 (g)	16 (h)	17 (i)	18 (j)	ABC1 (k)	C2DE (l)	Watch at least weekly (m)	Watch rarely (n)	Never watch (o)	Watch at least weekly (p)	Watch rarely (q)	Never watch (r)
Unweighted base	1025	472	553	339	686	168	171	137	297	252	680	345	225	419	373	34	235	744
Weighted base	1025	526	499	403	622	200	203	203	208	211	668	357	242	417	359	38*	234	740
NET: Too much gambling advertising on television	675 66%	347 66%	328 66%	234 58%	441 71% ^{cef}	109 55%	124 61%	142 70% ^{ce}	146 70% ^{cef}	152 72% ^{cef}	458 69% ^k	216 61%	180 74% ⁿ	287 69% ⁿ	204 57%	31 82% ^q	173 74% ^q	463 63%
There is definitely too much gambling advertising on television (+2)	239 23%	123 23%	117 23%	84 21%	155 25% ^e	34 17%	50 25%	51 25%	54 26% ^e	50 24%	158 24%	81 23%	81 34% ^{mn}	77 19%	80 22%	13 33%	51 22%	175 24%
There is probably a bit too much gambling advertising on television (+1)	435 42%	224 43%	211 42%	150 37%	285 46% ^{cf}	76 38%	74 37%	91 45%	92 44%	102 48% ^{cef}	301 45% ^k	135 38%	99 41%	210 50% ^{ln}	124 35%	18 48%	122 52% ^q	288 39%
The amount of gambling advertising on television is probably about right (0)	192 19%	103 20%	89 18%	85 21% ^g	107 17%	50 25% ^{dg}	35 17%	26 13%	44 21% ^g	36 17%	117 18%	75 21%	36 15%	87 21%	68 19%	5 14%	43 18%	143 19%
There is probably not enough gambling advertising on television (-1)	4 *	1 *	3 1%	2 1%	2 *	1 1%	1 1%	- -	- -	2 1%	2 *	2 1%	2 1%	1 *	1 *	- -	2 1%	2 *
There is definitely not enough gambling advertising on television (-2)	7 1%	4 1%	3 1%	1 *	6 1%	1 1%	- -	2 1%	- -	4 2% ^{cfh}	4 1%	3 1%	3 1%	2 *	2 *	- -	3 1%	4 *
NET: Not enough gambling advertising on television	11 1%	5 1%	6 1%	3 1%	8 1%	2 1%	1 1%	2 1%	- -	6 3% ^h	5 1%	6 2%	5 2%	3 1%	3 1%	- -	5 2%	5 1%
Don't know/ rather not say	148 14%	72 14%	76 15%	81 20% ^{dhi}	67 11%	39 19% ^{dhi}	42 21% ^{dhi}	33 16% ^{hi}	17 8%	17 8%	87 13%	61 17%	21 8%	40 10%	84 23% ^{lm}	2 5%	13 6%	128 17% ^p

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

* small base

Prepared by Populus

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 20

Q7. Which of the following statements do you think best describes your view of adverts for gambling and gambling companies you see on television?

Base: All respondents

	Gender		Age							Social Grade		Live football matches			Live cricket matches			
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Weighted base	1025	526	499	403	622	200	203	203	208	211	668	357	242	417	359	38*	234	740
Mean	1.02	1.02	1.03	0.97	1.05e	0.87	1.08e	1.12e	1.05e	0.99	1.04	0.97	1.15m	0.96	1.02	1.21	0.98	1.03
Standard deviation	0.76	0.76	0.77	0.76	0.76	0.77	0.74	0.73	0.72	0.82	0.73	0.81	0.81	0.70	0.78	0.68	0.76	0.76
Standard error	0.03	0.04	0.04	0.05	0.03	0.07	0.06	0.07	0.04	0.05	0.03	0.05	0.06	0.04	0.05	0.12	0.05	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

* small base

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 21

Q7. Which of the following statements do you think best describes your view of adverts for gambling and gambling companies you see on television?

Base: All respondents

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling	Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
		Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Unweighted base	1025	265	299	453	48	388	578	362	442	683	342	252	535	295	368	259	389	99	783	114	750
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736
NET: Too much gambling advertising on television	675 66%	208 73% ^c	204 69% ^c	258 59%	35 69%	290 74% ^f	341 60%	193 53%	361 84% ^g	675 100% ^j	-	134 53%	423 81% ^k	239 82% ⁿ	217 58%	128 51%	331 88% ^o	78 78% ^r	518 67%	75 60%	522 71% ^s
There is definitely too much gambling advertising on television (+2)	239 23%	82 29% ^{bc}	61 20%	95 22%	19 38% ^{ef}	90 23%	126 22%	42 12%	152 36% ^g	239 35% ^j	-	34 14%	169 33% ^k	97 33% ⁿ	60 16%	21 9%	168 45% ^o	26 26%	190 24%	19 15%	200 27% ^s
There is probably a bit too much gambling advertising on television (+1)	435 42%	126 44%	143 48% ^c	163 38%	16 31%	200 51% ^{df}	215 38%	151 42%	209 49%	435 65% ^j	-	100 40%	254 49% ^k	142 48%	157 42%	107 43%	163 43%	52 52%	329 42%	56 45%	321 44%
The amount of gambling advertising on television is probably about right (0)	192 19%	51 18%	62 21%	79 18%	13 26%	69 18%	110 19%	98 27% ^h	57 13%	-	192 55% ⁱ	87 35% ^l	55 11%	38 13%	109 29% ^m	98 39% ^p	20 5%	17 17%	146 19%	29 23%	117 16%
There is probably not enough gambling advertising on television (-1)	4 *	1 *	1 *	2 *	-	2 1%	2 *	3 1%	-	-	4 1% ⁱ	4 2% ^l	-	1 *	3 1%	2 1%	-	-	4 *	1 1%	2 *

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t

*** small base**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 21

Q7. Which of the following statements do you think best describes your view of adverts for gambling and gambling companies you see on television?

Base: All respondents

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money	
		Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736
There is definitely not enough gambling advertising on television	(-2) 7 1%	3 1%	1 *	2 *	-	4 1%	2 *	3 1%	1 *	-	7 2%i	3 1%	3 1%	2 1%	4 1%	4 1%p	-	1 1%	6 1%	4 3%t	3 *
NET: Not enough gambling advertising on television	11 1%	5 2%	2 1%	3 1%	-	6 2%	4 1%	6 2%h	1 *	-	11 3%i	6 3%l	3 1%	3 1%	7 2%	5 2%p	-	1 1%	10 1%	5 4%t	5 1%
Don't know/ rather not say	148 14%	22 8%	29 10%	94 22%ab	3 5%	26 7%	116 20%de	65 18%h	8 2%	-	148 42%i	25 10%	40 8%	12 4%	40 11% m	19 8%	25 7%	4 4%	102 13% q	15 12%	92 12%
Mean	1.02	1.07	0.97	1.02	1.13	1.02	1.01	0.76	1.22g	1.35j	-0.09	0.70	1.22k	1.18n	0.80	0.61	1.42o	1.06	1.03	0.78	1.11s
Standard deviation	0.76	0.80	0.72	0.76	0.82	0.74	0.76	0.74	0.68	0.48	0.39	0.79	0.68	0.72	0.78	0.73	0.60	0.73	0.78	0.86	0.73
Standard error	0.03	0.05	0.04	0.04	0.12	0.04	0.04	0.04	0.03	0.02	0.03	0.05	0.03	0.04	0.04	0.05	0.03	0.07	0.03	0.09	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
* small base

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 22

Q8. To what extent do you agree or disagree with the following statements?

Base: All respondents

Summary table

		Gambling advertising on television include enough warnings about the dangers of addiction and the risks of gambling	Gambling advertising on television seems to be focused at young people like me	In general, gambling companies advertise in a socially responsible way	Gambling advertising on television has encouraged me to take up gambling in the future	Gambling seems to be a good way to make money
Unweighted base		1025	1025	1025	1025	1025
Weighted base		1025	1025	1025	1025	1025
Completely agree	(7)	34 3%	23 2%	20 2%	5 *	16 2%
Strongly agree	(6)	42 4%	65 6%	37 4%	23 2%	24 2%
Tend to agree	(5)	176 17%	205 20%	194 19%	72 7%	83 8%
Neither agree nor disagree	(4)	151 15%	268 26%	271 26%	109 11%	126 12%
Tend to disagree	(3)	248 24%	252 25%	234 23%	175 17%	233 23%
Strongly disagree	(2)	150 15%	66 6%	67 7%	170 17%	203 20%
Completely disagree	(1)	122 12%	54 5%	74 7%	432 42%	300 29%
NET: Top 2 box agree		77 7%	87 9%	56 6%	27 3%	41 4%
NET: Top 3 box agree		253 25%	292 29%	251 24%	99 10%	124 12%
NET: Bottom 2 box disagree		272 27%	120 12%	141 14%	602 59%	503 49%
NET: Bottom 3 box disagree		520 51%	372 36%	375 37%	777 76%	736 72%
Don't know/ rather not say		101 10%	92 9%	128 13%	39 4%	40 4%
Mean		3.40	3.85	3.71	2.30	2.62

The Chadlington Consultancy: Gambling Advertising Survey
ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 22

Q8. To what extent do you agree or disagree with the following statements?

Base: All respondents

Summary table

	Gambling advertising on television include enough warnings about the dangers of addiction and the risks of gambling	Gambling advertising on television seems to be focused at young people like me	In general, gambling companies advertise in a socially responsible way	Gambling advertising on television has encouraged me to take up gambling in the future	Gambling seems to be a good way to make money
Weighted base	1025	1025	1025	1025	1025
Standard deviation	1.57	1.33	1.34	1.46	1.49
Standard error	0.05	0.04	0.04	0.05	0.05

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 23

Q8. To what extent do you agree or disagree with the following statements?**Base: All respondents****Summary table: Top 3 Box Agree**

	Gender			Age							Social Grade		Live football matches			Live cricket matches		
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	1025	472	553	339	686	168	171	137	297	252	680	345	225	419	373	34	235	744
Weighted base	1025	526	499	403	622	200	203	203	208	211	668	357	242	417	359	38*	234	740
Gambling advertising on television include enough warnings about the dangers of addiction and the risks of gambling	253 25%	147 28%b	106 21%	102 25%	151 24%	54 27%	48 24%	44 22%	54 26%	53 25%	163 24%	90 25%	85 35%mn	93 22%	73 20%	15 41%q	70 30%q	164 22%
Gambling advertising on television seems to be focused at young people like me	292 29%	159 30%	133 27%	95 24%	197 32%ce	41 21%	54 27%	64 32%e	62 30%e	71 33%ce	199 30%	93 26%	94 39%mn	124 30%n	73 20%	15 41%q	97 42%q	176 24%
In general, gambling companies advertise in a socially responsible way	251 24%	144 27%b	107 21%	75 19%	175 28%cf	42 21%	34 17%	49 24%	64 31%cef	62 30%cef	172 26%	79 22%	78 32%n	104 25%	69 19%	16 42%q	80 34%q	151 20%
Gambling advertising on television has encouraged me to take up gambling in the future	99 10%	70 13%b	29 6%	35 9%	64 10%	19 9%	16 8%	16 8%	21 10%	27 13%	59 9%	41 11%	47 20%mn	39 9%n	13 4%	9 24%q	39 17%q	50 7%
Gambling seems to be a good way to make money	124 12%	78 15%b	46 9%	61 15%dhi	63 10%	27 13%	34 17%dhi	27 13%	19 9%	17 8%	74 11%	49 14%	48 20%mn	45 11%	28 8%	10 28%q	33 14%	77 10%
None of these	406 40%	184 35%	221 44%a	182 45%dhi	223 36%	90 45%dhi	92 45%dhi	79 39%	71 34%	72 34%	255 38%	151 42%	61 25%	155 37%l	187 52%lm	11 29%	52 22%	338 46%p

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q*** small base**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 24

Q8. To what extent do you agree or disagree with the following statements?

Base: All respondents

Summary table: Top 3 Box Agree

	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
	Total	Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Unweighted base	1025	265	299	453	48	388	578	362	442	683	342	252	535	295	368	259	389	99	783	114	750
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736
Gambling advertising on television include enough warnings about the dangers of addiction and the risks of gambling	253 25%	105 37%bc	60 20%	86 20%	20 39%f	104 27%	124 22%	93 26%	112 26%	134 20%	119 34%i	253 100%l	-	65 22%	109 29%	139 55%p	44 12%	35 35%r	186 24%	51 41%t	158 22%
Gambling advertising on television seems to be focused at young people like me	292 29%	102 36%c	85 29%	104 24%	26 52%ef	128 33%f	134 23%	67 19%	169 40%g	239 35%j	54 15%	65 26%	182 35%k	292 100%n	-	56 22%	155 41%o	60 61%r	186 24%	49 40%t	206 28%
In general, gambling companies advertise in a socially responsible way	251 24%	94 33%bc	72 24%	84 19%	21 41%f	111 28%f	116 20%	85 24%	134 31%g	128 19%	122 35%i	139 55%l	74 14%	56 19%	125 34%m	251 100%p	-	42 42%r	177 23%	38 31%	169 23%
Gambling advertising on television has encouraged me to take up gambling in the future	99 10%	54 19%bc	24 8%	21 5%	13 26%ef	52 13%f	32 6%	27 7%	63 15%g	78 11%j	22 6%	35 14%l	46 9%	60 21%n	20 5%	42 17%p	38 10%	99 100%r	-	37 30%t	41 6%
Gambling seems to be a good way to make money	124 12%	60 21%bc	28 9%	34 8%	10 21%f	52 13%	58 10%	35 10%	63 15%g	75 11%	49 14%	51 20%l	42 8%	49 17%	44 12%	38 15%p	25 7%	37 37%r	65 8%	124 100%t	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
* small base

Prepared by Populus

The Chadlington Consultancy: Gambling Advertising Survey ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 24
Q8. To what extent do you agree or disagree with the following statements?
Base: All respondents
Summary table: Top 3 Box Agree

	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
	Total	Watch at least weekly		Never watch (c)	Watch at least weekly		0-2 (g)	3+ (h)	Too much (i)	About right/ don't know/ not enough (j)	Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
		(a)	Watch rarely (b)		Watch rarely (e)	Never watch (f)					Top 3 Box agree (k)	Bottom 3 box dis-agree (l)	Top 3 Box agree (m)	Bottom 3 box dis-agree (n)	Top 3 Box agree (o)	Bottom 3 box dis-agree (p)	Top 3 Box agree (q)	Bottom 3 box dis-agree (r)	Top 3 Box agree (s)	Bottom 3 box dis-agree (t)	
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736
None of these	406	67	125	211	7	134	261	167	116	262	144	-	255	-	176	-	178	-	340	-	328
	40%	24%	42%a	48%a	15%	34%d	46%de	46%h	27%	39%	41%	-	49%k	-	47%m	-	48%o	-	44%q	-	45%s

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
*** small base**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 25

Q8. To what extent do you agree or disagree with the following statements?**Base: All respondents****Summary table: Bottom 3 Box Disagree**

	Gender			Age							Social Grade		Live football matches			Live cricket matches		
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	1025	472	553	339	686	168	171	137	297	252	680	345	225	419	373	34	235	744
Weighted base	1025	526	499	403	622	200	203	203	208	211	668	357	242	417	359	38*	234	740
Gambling advertising on television include enough warnings about the dangers of addiction and the risks of gambling	520 51%	248 47%	272 55%a	169 42%	351 56%cef	73 36%	97 48%e	111 55%ce	117 56%ce	123 58%cef	355 53%k	165 46%	105 43%	227 54%l	187 52%l	14 37%	120 51%	379 51%
Gambling advertising on television seems to be focused at young people like me	372 36%	188 36%	184 37%	165 41%di	207 33%	83 42%di	82 41%i	69 34%	74 36%	64 30%	242 36%	130 36%	77 32%	157 38%	136 38%	8 22%	73 31%	286 39%
In general, gambling companies advertise in a socially responsible way	375 37%	176 33%	199 40%a	134 33%	241 39%	61 31%	73 36%	71 35%	90 43%ce	81 38%	256 38%	120 34%	87 36%	146 35%	139 39%	7 19%	85 37%	279 38%o
Gambling advertising on television has encouraged me to take up gambling in the future	777 76%	374 71%	403 81%a	292 73%	485 78%e	136 68%	157 77%	161 79%e	160 77%e	163 77%e	524 78%k	253 71%	161 66%	320 77%l	292 81%l	22 59%	161 69%	585 79%op
Gambling seems to be a good way to make money	736 72%	359 68%	376 75%a	262 65%	474 76%cef	132 66%	130 64%	147 73%	158 76%cef	168 79%cef	509 76%k	226 63%	153 63%	310 74%l	270 75%l	18 48%	169 73%o	540 73%o
None of these	78 8%	44 8%	34 7%	52 13%dghi	26 4%	29 15%dghi	23 11%dhi	13 6%	6 3%	8 4%	34 5%	44 12%j	26 11%lm	21 5%	29 8%	10 27%pq	12 5%	51 7%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q*** small base**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 26

Q8. To what extent do you agree or disagree with the following statements?

Base: All respondents

Summary table: Bottom 3 Box Disagree

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money	
		Watch at least weekly (a)	Watch rarely (b)	Never watch (c)	Watch at least weekly (d)	Watch rarely (e)	Never watch (f)	0-2 (g)	3+ (h)	Too much (i)	About right/ don't know/ not enough (j)	Top 3 Box agree (k)	Bottom 3 box dis-agree (l)	Top 3 Box agree (m)	Bottom 3 box dis-agree (n)	Top 3 Box agree (o)	Bottom 3 box dis-agree (p)	Top 3 Box agree (q)	Bottom 3 box dis-agree (r)	Top 3 Box agree (s)	Bottom 3 box dis-agree (t)
Unweighted base	1025	265	299	453	48	388	578	362	442	683	342	252	535	295	368	259	389	99	783	114	750
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736
Gambling advertising on television include enough warnings about the dangers of addiction and the risks of gambling	520 51%	125 44%	159 53%a	234 54%a	17 34%	215 55%d	285 50%d	191 53%	247 58%	423 63%j	97 28%	- -	520 100%k	182 62%n	188 50%	74 30%	290 77%o	46 46%	420 54%	42 34%	424 58% ^s
Gambling advertising on television seems to be focused at young people like me	372 36%	94 33%	113 38%	164 38%	7 14%	137 35%d	229 40%d	167 46%h	133 31%	217 32%	155 44%i	109 43%	188 36%	- -	372 100%m	125 50%p	100 27%	20 20%	313 40%q	44 36%	281 38%
In general, gambling companies advertise in a socially responsible way	375 37%	92 32%	108 36%	173 40%	18 35%	143 36%	213 37%	125 35%	182 43%g	331 49%j	45 13%	44 17%	290 56%k	155 53%n	100 27%	- -	375 100%o	38 38%	299 38%	25 21%	321 44% ^s
Gambling advertising on television has encouraged me to take up gambling in the future	777 76%	194 68%	227 76%a	351 81%a	29 57%	289 74%d	452 79%d	290 80%h	309 72%	518 77%	258 74%	186 74%	420 81%k	186 64%	313 84%m	177 71%	299 80%o	- -	777 100%q	65 52%	629 86% ^s
Gambling seems to be a good way to make money	736 72%	185 65%	214 72%	333 77%a	32 63%	294 75%	404 71%	268 74%	318 74%	522 77%j	214 61%	158 63%	424 82%k	206 70%	281 76%	169 67%	321 85%o	41 41%	629 81%q	- -	736 100% ^s

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t

* small base

Prepared by Populus

The Chadlington Consultancy: Gambling Advertising Survey ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 26

Q8. To what extent do you agree or disagree with the following statements?

Base: All respondents

Summary table: Bottom 3 Box Disagree

	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
	Total	Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736
None of these	78 8%	26 9%	16 6%	33 8%	10 21% ^{ef}	18 5%	45 8%	18 5%	25 6%	32 5%	47 13% ⁱ	26 10% ^l	-	29 10% ⁿ	-	24 10% ^p	-	27 27% ^r	-	28 23% ^t	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t

*** small base**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 27

Q8. To what extent do you agree or disagree with the following statements?

Base: All respondents

Gambling advertising on television include enough warnings about the dangers of addiction and the risks of gambling

	Total	Gender		Age						Social Grade		Live football matches			Live cricket matches			
		Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	1025	472	553	339	686	168	171	137	297	252	680	345	225	419	373	34	235	744
Weighted base	1025	526	499	403	622	200	203	203	208	211	668	357	242	417	359	38*	234	740
Completely agree	(7) 34 3%	16 3%	18 4%	17 4%	17 3%	6 3%	10 5%	5 2%	6 3%	7 3%	18 3%	16 5%	12 5%	12 3%	11 3%	2 6%	6 3%	24 3%
Strongly agree	(6) 42 4%	27 5%	15 3%	16 4%	26 4%	10 5%	7 3%	5 2%	12 6%	9 4%	28 4%	15 4%	14 6%	17 4%	11 3%	5 13%q	11 5%	26 4%
Tend to agree	(5) 176 17%	104 20%b	72 14%	69 17%	108 17%	38 19%	31 15%	34 17%	36 17%	37 18%	118 18%	58 16%	59 25%mn	63 15%	51 14%	8 21%	52 22%q	114 15%
Neither agree nor disagree	(4) 151 15%	78 15%	72 15%	77 19%di	74 12%	40 20%dgi	36 18%di	24 12%	29 14%	21 10%	90 13%	61 17%	35 14%	67 16%	48 13%	6 17%	34 14%	110 15%
Tend to disagree	(3) 248 24%	129 24%	119 24%	82 20%	166 27%ce	34 17%	48 24%	48 24%	56 27%ce	61 29%ce	173 26%	75 21%	50 21%	124 30%ln	73 20%	6 16%	63 27%	175 24%
Strongly disagree	(2) 150 15%	61 12%	89 18%a	37 9%	114 18%cef	21 10%	16 8%	34 17%cf	41 20%cef	39 18%cef	105 16%	45 13%	29 12%	57 14%	64 18%	5 13%	35 15%	110 15%
Completely disagree	(1) 122 12%	58 11%	64 13%	50 13%	71 11%	18 9%	33 16%h	29 15%	19 9%	23 11%	77 11%	45 13%	25 10%	46 11%	49 14%	3 8%	22 9%	94 13%
NET: Top 2 box agree	77 7%	43 8%	34 7%	33 8%	43 7%	16 8%	17 8%	10 5%	17 8%	16 8%	45 7%	31 9%	26 11%	30 7%	22 6%	7 20%pq	18 8%	50 7%
NET: Top 3 box agree	253 25%	147 28%b	106 21%	102 25%	151 24%	54 27%	48 24%	44 22%	54 26%	53 25%	163 24%	90 25%	85 35%mn	93 22%	73 20%	15 41%q	70 30%q	164 22%
NET: Bottom 2 box disagree	272 27%	119 23%	153 31%a	87 22%	185 30%ce	38 19%	49 24%	63 31%ce	61 29%ce	61 29%ce	182 27%	90 25%	55 23%	103 25%	113 32%lm	8 21%	57 24%	205 28%
NET: Bottom 3 box disagree	520 51%	248 47%	272 55%a	169 42%	351 56%cef	73 36%	97 48%e	111 55%ce	117 56%ce	123 58%cef	355 53%k	165 46%	105 43%	227 54%l	187 52%l	14 37%	120 51%	379 51%
Don't know/ rather not say	101 10%	53 10%	48 10%	55 14%dhi	46 7%	33 16%dhi	22 11%h	24 12%h	9 4%	14 7%	60 9%	41 12%	17 7%	30 7%	51 14%lm	2 5%	10 4%	87 12%p

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q
 * small base

Prepared by Populus

The Chadlington Consultancy: Gambling Advertising Survey
ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 27

Q8. To what extent do you agree or disagree with the following statements?

Base: All respondents

Gambling advertising on television include enough warnings about the dangers of addiction and the risks of gambling

	Gender		Age					Social Grade		Live football matches			Live cricket matches					
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Weighted base	1025	526	499	403	622	200	203	203	208	211	668	357	242	417	359	38*	234	740
Mean	3.40	3.54b	3.26	3.55dg	3.31	3.69dgi	3.43	3.19	3.40	3.34	3.36	3.48	3.72mn	3.38	3.20	4.01	3.53	3.32
Standard deviation	1.57	1.56	1.57	1.61	1.54	1.54	1.66	1.55	1.52	1.55	1.53	1.64	1.63	1.49	1.58	1.71	1.51	1.57
Standard error	0.05	0.08	0.07	0.09	0.06	0.13	0.13	0.14	0.09	0.10	0.06	0.09	0.11	0.08	0.09	0.30	0.10	0.06

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 28

Q8. To what extent do you agree or disagree with the following statements?

Base: All respondents

Gambling advertising on television include enough warnings about the dangers of addiction and the risks of gambling

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
		Watch at least weekly (a)	Watch rarely (b)	Never watch (c)	Watch at least weekly (d)	Watch rarely (e)	Never watch (f)	0-2 (g)	3+ (h)	Too much (i)	About right/ don't know/ not enough (j)	Top 3 Box agree (k)	Bottom 3 box dis-agree (l)	Top 3 Box agree (m)	Bottom 3 box dis-agree (n)	Top 3 Box agree (o)	Bottom 3 box dis-agree (p)	Top 3 Box agree (q)	Bottom 3 box dis-agree (r)	Top 3 Box agree (s)	Bottom 3 box dis-agree (t)	
Unweighted base	1025	265	299	453	48	388	578	362	442	683	342	252	535	295	368	259	389	99	783	114	750	
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736	
Completely agree	(7)	34 3%	16 5% ^b	6 2%	13 3%	2 4%	14 4%	16 3%	11 3%	15 4%	18 3%	17 5%	34 14% ^l	-	10 3%	13 4%	24 10% ^p	6 1%	11 11% ^r	23 3%	11 9% ^t	19 3%
Strongly agree	(6)	42 4%	19 7% ^c	10 3%	13 3%	6 11% ^{ef}	16 4%	19 3%	15 4%	25 6%	20 3%	22 6% ⁱ	42 17% ^l	-	11 4%	18 5%	34 13% ^p	4 1%	11 11% ^r	26 3%	15 12% ^t	23 3%
Tend to agree	(5)	176 17%	70 25% ^{bc}	44 15%	60 14%	12 24% ^e	74 19%	89 16%	68 19%	72 17%	97 14%	80 23% ⁱ	176 70% ^l	-	44 15%	77 21%	81 32% ^p	34 9%	13 13%	136 18%	25 20%	116 16%
Neither agree nor disagree	(4)	151 15%	32 11%	57 19% ^a	60 14%	12 24% ^e	49 13%	88 15%	47 13%	51 12%	91 13%	60 17%	-	-	42 14%	48 13%	28 11%	36 10%	16 16%	102 13%	14 12%	98 13%
Tend to disagree	(3)	248 24%	66 23%	82 28%	99 23%	9 19%	113 29% ^f	123 22%	82 23%	116 27%	201 30% ^j	47 13%	-	248 48% ^k	81 28%	90 24%	44 18%	105 28% ^o	29 29%	196 25%	23 19%	198 27%
Strongly disagree	(2)	150 15%	32 11%	42 14%	77 18% ^a	4 8%	59 15%	88 15%	62 17%	72 17%	124 18% ^j	26 7%	-	150 29% ^k	55 19%	53 14%	21 8%	95 25% ^o	13 14%	122 16%	9 7%	126 17% ^s
Completely disagree	(1)	122 12%	27 9%	35 12%	58 13%	4 8%	43 11%	75 13%	47 13%	58 14%	97 14% ^j	25 7%	-	122 23% ^k	45 16%	45 12%	9 4%	89 24% ^o	4 4%	102 13% ^q	10 8%	100 14%
NET: Top 2 box agree		77 7%	35 12% ^{bc}	16 5%	26 6%	8 15% ^f	30 8%	35 6%	26 7%	41 10%	38 6%	39 11% ⁱ	77 30% ^l	-	21 7%	31 8%	58 23% ^p	10 3%	22 22% ^r	50 6%	26 21% ^t	42 6%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t

* small base

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 28

Q8. To what extent do you agree or disagree with the following statements?

Base: All respondents

Gambling advertising on television include enough warnings about the dangers of addiction and the risks of gambling

	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money				
	Total	Watch at least weekly		Watch rarely		Never watch		0-2 (g)	3+ (h)	Too much (i)	About right/ don't know/ not enough (j)	Top 3 Box agree		Bottom 3 box dis-agree		Top 3 Box agree		Bottom 3 box dis-agree		Top 3 Box agree		Bottom 3 box dis-agree	
		(a)	(b)	(c)	(d)	(e)	(f)					(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)		
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736		
NET: Top 3 box agree	253 25%	105 37%bc	60 20%	86 20%	20 39%f	104 27%	124 22%	93 26%	112 26%	134 20%	119 34%i	253 100%l	-	65 22%	109 29%	139 55%p	44 12%	35 35%r	186 24%	51 41%t	158 22%		
NET: Bottom 2 box disagree	272 27%	59 21%	77 26%	135 31%a	8 16%	102 26%	162 28%	109 30%	130 30%	222 33%j	51 14%	-	272 52%k	101 34%n	97 26%	30 12%	184 49%o	17 17%	224 29%q	18 15%	226 31%s		
NET: Bottom 3 box disagree	520 51%	125 44%	159 53%a	234 54%a	17 34%	215 55%d	285 50%d	191 53%	247 58%	423 63%j	97 28%	-	520 100%k	182 62%n	188 50%	74 30%	290 77%o	46 46%	420 54%	42 34%	424 58%s		
Don't know/ rather not say	101 10%	22 8%	21 7%	55 13%ab	1 3%	23 6%	73 13%de	29 8%h	17 4%	26 4%	75 21%i	-	-	4 1%	28 7%m	10 4%	6 2%	3 3%	69 9%q	17 13%t	56 8%		
Mean	3.40	3.79bc	3.31	3.21	4.00ef	3.43	3.31	3.35	3.35	3.15	4.00i	5.44l	2.24	3.20	3.49m	4.44p	2.64	4.02r	3.31	4.18t	3.22		
Standard deviation	1.57	1.65	1.44	1.56	1.54	1.55	1.56	1.59	1.62	1.49	1.59	0.72	0.81	1.56	1.60	1.57	1.38	1.68	1.56	1.75	1.52		
Standard error	0.05	0.10	0.09	0.08	0.22	0.08	0.07	0.09	0.08	0.06	0.10	0.05	0.03	0.09	0.09	0.10	0.07	0.17	0.06	0.17	0.06		

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t

* small base

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 29

Q8. To what extent do you agree or disagree with the following statements?

Base: All respondents

Gambling advertising on television seems to be focused at young people like me

	Total	Gender		Age						Social Grade		Live football matches			Live cricket matches			
		Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	1025	472	553	339	686	168	171	137	297	252	680	345	225	419	373	34	235	744
Weighted base	1025	526	499	403	622	200	203	203	208	211	668	357	242	417	359	38*	234	740
Completely agree	(7) 23 2%	17 3% ^b	6 1%	10 2%	13 2%	2 1%	7 4%	3 2%	4 2%	5 3%	15 2%	8 2%	11 5% ^{mn}	7 2%	5 1%	2 6% ^q	11 5% ^q	10 1%
Strongly agree	(6) 65 6%	35 7%	30 6%	23 6%	42 7%	11 5%	12 6%	8 4%	14 6%	21 10% ^g	42 6%	23 6%	26 11% ^{mn}	19 4%	19 5%	7 19% ^q	19 8%	39 5%
Tend to agree	(5) 205 20%	107 20%	98 20%	63 16%	142 23% ^{ce}	28 14%	35 17%	53 26% ^{ce}	44 21%	45 21%	143 21%	62 17%	56 23% ⁿ	99 24% ⁿ	49 14%	6 16%	67 29% ^q	128 17%
Neither agree nor disagree	(4) 268 26%	136 26%	132 26%	103 26%	165 27%	52 26%	51 25%	48 24%	56 27%	61 29%	170 26%	98 27%	58 24%	110 26%	97 27%	9 25%	55 23%	201 27%
Tend to disagree	(3) 252 25%	145 28% ^b	107 22%	103 26%	149 24%	52 26%	52 25%	44 22%	55 26%	50 24%	170 25%	82 23%	58 24%	109 26%	85 24%	3 8%	58 25% ^o	188 25% ^o
Strongly disagree	(2) 66 6%	22 4%	44 9% ^a	26 7%	39 6%	15 8%	11 5%	15 8%	14 7%	10 5%	42 6%	23 7%	9 4%	33 8%	24 7%	5 14% ^p	9 4%	52 7%
Completely disagree	(1) 54 5%	21 4%	33 7%	35 9% ^{dhi}	19 3%	16 8% ^{dhi}	19 10% ^{dhi}	9 5%	5 3%	4 2%	30 4%	25 7%	10 4%	16 4%	27 8% ^m	- -	6 3%	47 6% ^p
NET: Top 2 box agree	87 9%	52 10%	36 7%	33 8%	55 9%	13 7%	19 10%	11 5%	18 9%	26 12% ^{eg}	57 8%	31 9%	37 15% ^{mn}	25 6%	24 7%	9 25% ^q	30 13% ^q	48 7%
NET: Top 3 box agree	292 29%	159 30%	133 27%	95 24%	197 32% ^{ce}	41 21%	54 27%	64 32% ^e	62 30% ^e	71 33% ^{ce}	199 30%	93 26%	94 39% ^{mn}	124 30% ⁿ	73 20%	15 41% ^q	97 42% ^q	176 24%
NET: Bottom 2 box disagree	120 12%	43 8%	77 15% ^a	62 15% ^{dhi}	58 9%	31 16% ^{di}	31 15% ^{di}	25 12%	20 9%	14 7%	72 11%	48 13%	19 8%	48 12%	51 14% ^l	5 14%	15 7%	98 13% ^p
NET: Bottom 3 box disagree	372 36%	188 36%	184 37%	165 41% ^{di}	207 33%	83 42% ^{di}	82 41% ⁱ	69 34%	74 36%	64 30%	242 36%	130 36%	77 32%	157 38%	136 38%	8 22%	73 31%	286 39%
Don't know/ rather not say	92 9%	43 8%	50 10%	39 10%	53 9%	23 12%	16 8%	21 11%	15 7%	16 8%	56 8%	36 10%	13 5%	26 6%	52 15% ^{lm}	5 12% ^p	9 4%	78 11% ^p

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q
*** small base**

Prepared by Populus

The Chadlington Consultancy: Gambling Advertising Survey
ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 29

Q8. To what extent do you agree or disagree with the following statements?

Base: All respondents

Gambling advertising on television seems to be focused at young people like me

	Gender		Age								Social Grade		Live football matches			Live cricket matches		
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Weighted base	1025	526	499	403	622	200	203	203	208	211	668	357	242	417	359	38*	234	740
Mean	3.85	3.95b	3.73	3.66	3.97cef	3.58	3.73	3.87	3.92ce	4.10cef	3.88	3.78	4.16mn	3.83	3.63	4.42	4.19q	3.70
Standard deviation	1.33	1.30	1.35	1.42	1.26	1.35	1.48	1.28	1.24	1.24	1.30	1.38	1.39	1.24	1.35	1.52	1.31	1.30
Standard error	0.04	0.06	0.06	0.08	0.05	0.11	0.12	0.12	0.08	0.08	0.05	0.08	0.09	0.06	0.08	0.27	0.09	0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 30

Q8. To what extent do you agree or disagree with the following statements?

Base: All respondents

Gambling advertising on television seems to be focused at young people like me

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
		Watch at least weekly (a)	Watch rarely (b)	Never watch (c)	Watch at least weekly (d)	Watch rarely (e)	Never watch (f)	0-2 (g)	3+ (h)	Too much (i)	About right/ don't know/ not enough (j)	Top 3 Box agree (k)	Bottom 3 box dis-agree (l)	Top 3 Box agree (m)	Bottom 3 box dis-agree (n)	Top 3 Box agree (o)	Bottom 3 box dis-agree (p)	Top 3 Box agree (q)	Bottom 3 box dis-agree (r)	Top 3 Box agree (s)	Bottom 3 box dis-agree (t)	
		Unweighted base	1025	265	299	453	48	388	578	362	442	683	342	252	535	295	368	259	389	99	783	114
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736	
Completely agree	(7)	23 2%	13 4%bc	4 1%	6 1%	2 4%	10 2%	11 2%	5 1%	9 2%	20 3%j	3 1%	6 2%	16 3%	23 8%n	-	6 3%	14 4%	7 7%r	13 2%	6 5%	15 2%
Strongly agree	(6)	65 6%	28 10%b	12 4%	25 6%	7 13%	24 6%	34 6%	12 3%	41 10%g	50 7%	15 4%	25 10%	36 7%	65 22%n	-	20 8%	34 9%	19 19%r	40 5%	19 16%t	40 5%
Tend to agree	(5)	205 20%	61 21%	70 23%c	72 17%	17 34%f	94 24%f	89 16%	50 14%	119 28%g	169 25%j	36 10%	34 13%	129 25%k	205 70%n	-	30 12%	106 28%o	34 35%r	133 17%	24 20%	150 20%
Neither agree nor disagree	(4)	268 26%	75 26%	75 25%	114 26%	16 31%	109 28%	139 24%	97 27%	115 27%	188 28%	80 23%	69 27%	131 25%	-	-	61 24%	105 28%	17 17%	216 28%q	26 21%	192 26%
Tend to disagree	(3)	252 25%	66 23%	85 29%	101 23%	2 5%	104 27%d	146 26%d	107 29%h	92 22%	155 23%	97 28%	71 28%	131 25%	-	252 68%m	84 33%p	71 19%	15 15%	203 26%q	30 24%	189 26%
Strongly disagree	(2)	66 6%	13 5%	19 6%	33 8%	4 7%	21 5%	41 7%	34 9%	25 6%	35 5%	30 9%i	21 8%	34 6%	-	66 18%m	23 9%p	13 3%	5 5%	59 8%	8 7%	51 7%
Completely disagree	(1)	54 5%	14 5%	8 3%	30 7%b	1 2%	11 3%	42 7%e	26 7%h	15 3%	27 4%	27 8%i	17 7%	23 4%	-	54 15%m	18 7%	16 4%	1 1%	52 7%q	6 5%	42 6%
NET: Top 2 box agree		87 9%	41 14%bc	15 5%	31 7%	9 17%f	33 9%	45 8%	17 5%	50 12%g	70 10%j	18 5%	31 12%	52 10%	87 30%n	-	26 10%	48 13%	26 26%r	53 7%	25 20%t	56 8%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
 * small base

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 30

Q8. To what extent do you agree or disagree with the following statements?

Base: All respondents

Gambling advertising on television seems to be focused at young people like me

	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
	Total	Watch at least weekly		Never watch (c)	Watch at least weekly		0-2 (g)	3+ (h)	Too much (i)	About right/ don't know/ not enough (j)	Top 3 Box agree (k)	Bottom 3 box dis-agree (l)	Top 3 Box agree (m)	Bottom 3 box dis-agree (n)	Top 3 Box agree (o)	Bottom 3 box dis-agree (p)	Top 3 Box agree (q)	Bottom 3 box dis-agree (r)	Top 3 Box agree (s)	Bottom 3 box dis-agree (t)	
		(a)	Watch rarely (b)		Watch rarely (e)	Never watch (f)															
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736
NET: Top 3 box agree	292 29%	102 36% ^c	85 29%	104 24%	26 52% ^{ef}	128 33% ^f	134 23%	67 19%	169 40% ^g	239 35% ^j	54 15%	65 26%	182 35% ^k	292 100% ⁿ	-	56 22%	155 41% ^o	60 61% ^r	186 24%	49 40% ^t	206 28%
NET: Bottom 2 box disagree	120 12%	28 10%	27 9%	63 15% ^b	5 9%	32 8%	83 15% ^e	60 17% ^h	40 9%	62 9%	58 16% ⁱ	37 15%	57 11%	-	120 32% ^m	41 17% ^p	29 8%	5 6%	110 14% ^q	14 12%	92 13%
NET: Bottom 3 box disagree	372 36%	94 33%	113 38%	164 38%	7 14%	137 35% ^d	229 40% ^d	167 46% ^h	133 31%	217 32%	155 44% ⁱ	109 43%	188 36%	-	372 100% ^m	125 50% ^p	100 27%	20 20%	313 40% ^q	44 36%	281 38%
Don't know/ rather not say	92 9%	14 5%	25 8%	53 12% ^a	2 4%	18 5%	70 12% ^e	30 8% ^h	10 2%	31 5%	62 18% ⁱ	11 4%	20 4%	-	9 3%	15 4%	2 2%	62 8%	5 4%	56 8%	
Mean	3.85	4.07 ^{bc}	3.84	3.69	4.50 ^{ef}	3.97 ^f	3.67	3.51	4.10 ^g	4.04 ^j	3.42	3.75	3.97	5.38 ⁿ	2.53	3.60	4.20 ^o	4.69 ^r	3.69	4.13 ^t	3.80
Standard deviation	1.33	1.41	1.18	1.35	1.27	1.23	1.38	1.28	1.29	1.30	1.30	1.40	1.34	0.63	0.74	1.39	1.31	1.33	1.32	1.51	1.32
Standard error	0.04	0.09	0.07	0.07	0.19	0.06	0.06	0.07	0.06	0.05	0.08	0.09	0.06	0.04	0.04	0.09	0.07	0.13	0.05	0.14	0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t

*** small base**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 31
Q8. To what extent do you agree or disagree with the following statements?
Base: All respondents
In general, gambling companies advertise in a socially responsible way

	Total	Gender		Age						Social Grade		Live football matches			Live cricket matches			
		Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	1025	472	553	339	686	168	171	137	297	252	680	345	225	419	373	34	235	744
Weighted base	1025	526	499	403	622	200	203	203	208	211	668	357	242	417	359	38*	234	740
Completely agree	(7) 20 2%	14 3%	6 1%	6 1%	14 2%	1 1%	5 2%	2 1%	6 3%	6 3%	13 2%	7 2%	8 3%	8 2%	4 1%	3 7%q	6 3%	11 1%
Strongly agree	(6) 37 4%	19 4%	18 4%	21 5%	16 3%	13 6%dh	8 4%	5 3%	5 2%	6 3%	24 4%	13 4%	16 7%n	14 3%	7 2%	5 13%q	15 7%q	15 2%
Tend to agree	(5) 194 19%	112 21%	83 17%	49 12%	145 23%cef	28 14%	21 10%	42 20%cf	53 26%cef	50 24%cef	134 20%	60 17%	54 22%	82 20%	58 16%	8 22%	59 25%q	125 17%
Neither agree nor disagree	(4) 271 26%	143 27%	128 26%	120 30%h	150 24%	62 31%h	59 29%h	54 26%	43 21%	54 26%	166 25%	105 29%	53 22%	130 31%ln	86 24%	12 31%	52 22%	205 28%
Tend to disagree	(3) 234 23%	105 20%	128 26%a	90 22%	144 23%	44 22%	46 23%	37 18%	54 26%	53 25%	157 24%	76 21%	49 20%	103 25%	81 23%	4 10%	52 22%	176 24%
Strongly disagree	(2) 67 7%	37 7%	31 6%	16 4%	52 8%ce	6 3%	10 5%	14 7%	21 10%cef	17 8%ce	52 8%k	16 4%	21 9%	20 5%	24 7%	2 5%	17 7%	47 6%
Completely disagree	(1) 74 7%	34 6%	40 8%	28 7%	46 7%	11 6%	17 8%	20 10%	16 8%	11 5%	46 7%	28 8%	18 7%	23 5%	34 9%am	2 5%	17 7%	56 7%
NET: Top 2 box agree	56 6%	32 6%	24 5%	26 7%	30 5%	14 7%	12 6%	7 4%	11 5%	12 6%	37 6%	19 5%	23 10%an	22 5%	11 3%	7 20%q	21 9%q	26 4%
NET: Top 3 box agree	251 24%	144 27%b	107 21%	75 19%	175 28%cf	42 21%	34 17%	49 24%	64 31%cef	62 30%cef	172 26%	79 22%	78 32%an	104 25%	69 19%	16 42%q	80 34%q	151 20%
NET: Bottom 2 box disagree	141 14%	71 13%	71 14%	44 11%	98 16%ce	17 9%	26 13%	34 17%e	36 17%ce	28 13%	98 15%	43 12%	38 16%am	43 10%	58 16%am	4 9%	33 14%	102 14%
NET: Bottom 3 box disagree	375 37%	176 33%	199 40%a	134 33%	241 39%	61 31%	73 36%	71 35%	90 43%ce	81 38%	256 38%	120 34%	87 36%	146 35%	139 39%	7 19%	85 37%	279 38%o
Don't know/ rather not say	128 13%	62 12%	66 13%	73 18%dhi	55 9%	35 18%dhi	38 19%dhi	30 15%dhi	11 5%	14 7%	75 11%	53 15%	24 10%	36 9%	65 18%lm	3 8%	16 7%	106 14%p

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q
 * small base

Prepared by Populus

The Chadlington Consultancy: Gambling Advertising Survey
ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 31
Q8. To what extent do you agree or disagree with the following statements?
Base: All respondents
In general, gambling companies advertise in a socially responsible way

	Gender			Age						Social Grade		Live football matches			Live cricket matches			
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Weighted base	1025	526	499	403	622	200	203	203	208	211	668	357	242	417	359	38*	234	740
Mean	3.71	3.81b	3.60	3.70	3.71	3.80	3.61	3.62	3.69	3.81	3.70	3.72	3.84n	3.80n	3.50	4.39	3.87q	3.61
Standard deviation	1.34	1.35	1.32	1.31	1.36	1.24	1.36	1.37	1.40	1.32	1.35	1.33	1.47	1.24	1.34	1.47	1.43	1.29
Standard error	0.04	0.07	0.06	0.08	0.05	0.11	0.12	0.13	0.08	0.09	0.05	0.08	0.10	0.06	0.08	0.26	0.10	0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 32

Q8. To what extent do you agree or disagree with the following statements?

Base: All respondents

In general, gambling companies advertise in a socially responsible way

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling	Gambling advertising on TV seems to be focused at young people like me	In general, gambling companies advertise in a socially responsible way	Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money					
		Watch at least weekly (a)	Watch rarely (b)	Never watch (c)	Watch at least weekly (d)	Watch rarely (e)	Never watch (f)	0-2 (g)	3+ (h)	Too much (i)	About right/ don't know/ not enough (j)	Top 3 Box agree (k)	Bottom 3 box dis-agree (l)	Top 3 Box agree (m)	Bottom 3 box dis-agree (n)	Top 3 Box agree (o)	Bottom 3 box dis-agree (p)	Top 3 Box agree (q)	Bottom 3 box dis-agree (r)	Top 3 Box agree (s)	Bottom 3 box dis-agree (t)	
		Unweighted base	1025	265	299	453	48	388	578	362	442	683	342	252	535	295	368	259	389	99	783	114
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736	
Completely agree	(7)	20 2%	10 3%c	5 2%	5 1%	3 7%ef	6 2%	10 2%	4 1%	13 3%	7 1%	13 4%i	3 1%	5 2%	10 3%	20 8%p	-	5 5%r	14 2%	4 3%	10 1%	
Strongly agree	(6)	37 4%	19 7%c	9 3%	9 2%	6 11%f	17 4%	12 2%	8 2%	26 6%g	20 3%	17 5%	26 10%l	9 2%	15 5%	14 4%	37 15%p	-	16 16%r	16 2%	17 14%t	15 2%
Tend to agree	(5)	194 19%	66 23%c	58 19%	71 16%	12 23%	88 23%f	94 17%	74 20%	95 22%	102 15%	92 26%i	62 12%	36 12%	100 27%m	194 77%p	-	20 21%	148 19%	17 14%	144 20%	
Neither agree nor disagree	(4)	271 26%	70 24%	93 31%	107 25%	12 24%	109 28%	148 26%	108 30%h	98 23%	172 26%	99 28%	55 22%	129 25%	69 24%	106 29%	-	-	13 14%	209 27%q	38 30%	176 24%
Tend to disagree	(3)	234 23%	55 19%	73 24%	105 24%	8 16%	96 24%	128 22%	77 21%	118 28%g	205 30%j	29 8%	31 12%	170 33%k	92 31%n	66 18%	-	234 62%o	28 28%	179 23%	18 15%	191 26%s
Strongly disagree	(2)	67 7%	16 6%	19 6%	30 7%	6 12%	29 7%	32 6%	24 7%	29 7%	60 9%j	8 2%	9 4%	54 10%k	30 10%n	13 3%	-	67 18%o	7 7%	57 7%	5 4%	60 8%
Completely disagree	(1)	74 7%	20 7%	17 6%	37 9%	3 7%	18 5%	53 9%e	24 7%	35 8%	66 10%j	8 2%	4 2%	66 13%k	34 11%n	22 6%	-	74 20%o	3 3%	62 8%	2 1%	69 9%t
NET: Top 2 box agree		56 6%	29 10%bc	14 5%	13 3%	9 18%ef	23 6%	22 4%	39 9%g	26 4%	30 9%i	41 16%l	12 2%	20 7%	25 7%	56 23%p	-	21 22%r	30 4%	21 17%t	25 3%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
 * small base

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 32

Q8. To what extent do you agree or disagree with the following statements?

Base: All respondents

In general, gambling companies advertise in a socially responsible way

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money	
		Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736
NET: Top 3 box agree	251 24%	94 33%bc	72 24%	84 19%	21 41%f	111 28%f	116 20%	85 24%	134 31%g	128 19%	122 35%i	139 55%l	74 14%	56 19%	125 34%m	251 100%p	-	42 42%r	177 23%	38 31%	169 23%
NET: Bottom 2 box disagree	141 14%	37 13%	35 12%	67 15%	9 19%	47 12%	84 15%	48 13%	64 15%	125 19%j	16 5%	13 5%	120 23%k	63 22%n	35 9%	-	141 38%o	10 10%	119 15%	7 6%	129 18% s
NET: Bottom 3 box disagree	375 37%	92 32%	108 36%	173 40%	18 35%	143 36%	213 37%	125 35%	182 43%g	331 49%j	45 13%	44 17%	290 56%k	155 53%n	100 27%	-	375 100%o	38 38%	299 38%	25 21%	321 44% s
Don't know/ rather not say	128 13%	29 10%	24 8%	71 16%ab	-	29 7%	95 17%de	43 12%h	14 3%	43 6%	85 24%i	15 6%	28 5%	13 4%	40 11% m	-	-	6 6%	93 12%	23 18% t	70 10%
Mean	3.71	3.94c	3.75c	3.52	4.05f	3.81f	3.58	3.69	3.77	3.43	4.36i	4.56l	3.22	3.39	4.01m	5.30p	2.43	4.18r	3.62	4.28t	3.53
Standard deviation	1.34	1.45	1.24	1.31	1.60	1.26	1.36	1.25	1.43	1.30	1.20	1.24	1.28	1.40	1.31	0.61	0.80	1.52	1.33	1.29	1.34
Standard error	0.04	0.09	0.07	0.07	0.23	0.07	0.06	0.07	0.07	0.05	0.07	0.08	0.06	0.08	0.07	0.04	0.04	0.16	0.05	0.13	0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t

*** small base**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 33

Q8. To what extent do you agree or disagree with the following statements?

Base: All respondents

Gambling advertising on television has encouraged me to take up gambling in the future

		Gender			Age						Social Grade		Live football matches			Live cricket matches			
		Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base		1025	472	553	339	686	168	171	137	297	252	680	345	225	419	373	34	235	744
Weighted base		1025	526	499	403	622	200	203	203	208	211	668	357	242	417	359	38*	234	740
Completely agree	(7)	5 *	5 1%b	- -	1 *	3 1%	- -	1 1%	2 1%	1 *	1 *	1 *	3 1%	4 2%n	1 *	- -	1 4%pq	- -	2 *
Strongly agree	(6)	23 2%	17 3%b	6 1%	11 3%g	11 2%	5 3%	6 3%g	- -	4 2%	7 3%g	13 2%	10 3%	12 5%n	9 2%n	1 *	7 18%pq	7 3%	9 1%
Tend to agree	(5)	72 7%	49 9%b	23 5%	23 6%	49 8%	14 7%	9 4%	14 7%	16 8%	19 9%	44 7%	28 8%	31 13%mn	29 7%n	11 3%	1 2%	32 14%q	39 5%
Neither agree nor disagree	(4)	109 11%	64 12%	45 9%	47 12%	63 10%	27 14%	19 10%	20 10%	24 12%	19 9%	65 10%	44 12%	31 13%	47 11%	31 9%	7 18%	31 13%	71 10%
Tend to disagree	(3)	175 17%	94 18%	81 16%	81 20%i	94 15%	35 18%	46 22%di	33 16%	37 18%i	24 11%	125 19%	50 14%	54 22%n	84 20%n	38 10%	7 18%	56 24%q	112 15%
Strongly disagree	(2)	170 17%	79 15%	91 18%	64 16%	106 17%	30 15%	34 17%	33 16%	37 18%	36 17%	108 16%	62 17%	37 15%	72 17%	61 17%	1 3%	39 17%	128 17%o
Completely disagree	(1)	432 42%	201 38%	231 46%a	147 37%	285 46%ce	70 35%	77 38%	95 47%ce	86 41%	103 49%cef	291 44%	141 39%	69 29%	164 39%l	193 54%lm	14 37%	65 28%	345 47%p
NET: Top 2 box agree		27 3%	21 4%b	6 1%	13 3%	15 2%	5 3%	7 4%	2 1%	5 2%	8 4%	14 2%	13 4%	16 7%mn	10 2%n	1 *	8 21%pq	7 3%	11 1%
NET: Top 3 box agree		99 10%	70 13%b	29 6%	35 9%	64 10%	19 9%	16 8%	16 8%	21 10%	27 13%	59 9%	41 11%	47 20%mn	39 9%n	13 4%	9 24%q	39 17%q	50 7%
NET: Bottom 2 box disagree		602 59%	280 53%	322 65%a	211 52%	391 63%ce	100 50%	111 55%	128 63%ce	123 59%	139 66%cef	399 60%	203 57%	107 44%	236 57%l	254 71%lm	15 40%	105 45%	473 64%op
NET: Bottom 3 box disagree		777 76%	374 71%	403 81%a	292 73%	485 78%e	136 68%	157 77%	161 79%e	160 77%e	163 77%e	524 78%k	253 71%	161 66%	320 77%l	292 81%l	22 59%	161 69%	585 79%op
Don't know/ rather not say		39 4%	18 3%	22 4%	29 7%dhi	11 2%	18 9%dghi	11 5%dhi	6 3%	3 1%	2 1%	20 3%	19 5%	3 1%	11 3%	23 6%lm	- -	3 1%	34 5%p

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q
* small base

Prepared by Populus

The Chadlington Consultancy: Gambling Advertising Survey
ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 33

Q8. To what extent do you agree or disagree with the following statements?

Base: All respondents

Gambling advertising on television has encouraged me to take up gambling in the future

	Gender			Age						Social Grade		Live football matches			Live cricket matches			
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Weighted base	1025	526	499	403	622	200	203	203	208	211	668	357	242	417	359	38*	234	740
Mean	2.30	2.51b	2.07	2.39	2.24	2.45	2.34	2.14	2.33	2.24	2.24	2.40	2.87mn	2.35n	1.84	3.13q	2.76q	2.10
Standard deviation	1.46	1.57	1.29	1.44	1.46	1.46	1.43	1.38	1.45	1.55	1.41	1.54	1.64	1.42	1.19	2.01	1.49	1.34
Standard error	0.05	0.07	0.06	0.08	0.06	0.12	0.11	0.12	0.08	0.10	0.05	0.08	0.11	0.07	0.06	0.34	0.10	0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 34

Q8. To what extent do you agree or disagree with the following statements?

Base: All respondents

Gambling advertising on television has encouraged me to take up gambling in the future

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling	Gambling advertising on TV seems to be focused at young people like me	In general, gambling companies advertise in a socially responsible way	Gambling advertising on television has encouraged me to take up gambling in the future	Gambling seems to be a good way to make money						
		Watch at least weekly (a)	Watch rarely (b)	Never watch (c)	Watch at least weekly (d)	Watch rarely (e)	Never watch (f)	0-2 (g)	3+ (h)	Too much (i)	About right/ don't know/ not enough (j)	Top 3 Box agree (k)	Bottom 3 box dis-agree (l)	Top 3 Box agree (m)	Bottom 3 box dis-agree (n)	Top 3 Box agree (o)	Bottom 3 box dis-agree (p)	Top 3 Box agree (q)	Bottom 3 box dis-agree (r)	Top 3 Box agree (s)	Bottom 3 box dis-agree (t)	
		Unweighted base	1025	265	299	453	48	388	578	362	442	683	342	252	535	295	368	259	389	99	783	114
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736	
Completely agree	(7)	5 *	4 1%c	1 *	- -	1 3%ef	- -	2 *	- -	4 1%	3 1%	1 *	3 1%	2 *	4 1%n	- -	4 2%	1 *	5 5%r	- -	4 3%t	1 *
Strongly agree	(6)	23 2%	17 6%bc	2 1%	4 1%	6 11%ef	13 3%f	4 1%	11 3%	16 2%	6 2%	13 5%l	7 1%	12 4%n	5 1%	13 5%p	8 2%	23 23%r	- -	8 7%t	11 2%	
Tend to agree	(5)	72 7%	33 11%c	22 7%	18 4%	6 12%f	40 10%f	26 5%	16 4%	48 11%g	58 9%j	14 4%	19 8%	37 7%	44 15%n	15 4%	24 10%	29 8%	72 72%r	- -	25 20%t	29 4%
Neither agree nor disagree	(4)	109 11%	34 12%	38 13%	36 8%	8 17%	43 11%	57 10%	37 10%	50 12%	70 10%	39 11%	31 12%	44 8%	43 15%n	33 9%	30 12%	32 8%	- -	- -	18 15%t	54 7%
Tend to disagree	(3)	175 17%	63 22%c	62 21%c	50 11%	10 19%	88 22%f	77 14%	62 17%	80 19%	123 18%	52 15%	49 19%	93 18%	49 17%	76 21%	49 20%	52 14%	- -	175 23%q	25 20%	124 17%
Strongly disagree	(2)	170 17%	44 15%	56 19%	70 16%	7 14%	64 16%	97 17%	67 19%	69 16%	105 16%	65 19%	58 23%l	79 15%	42 14%	66 18%	48 19%	50 13%	- -	170 22%q	15 12%	137 19%
Completely disagree	(1)	432 42%	88 31%	109 37%	231 53%ab	12 24%	137 35%	277 48%de	161 45%	161 38%	290 43%	141 40%	79 31%	248 48%k	95 32%	171 46%m	80 32%	197 52%o	- -	432 56%q	25 20%	368 50%r
NET: Top 2 box agree		27 3%	21 7%bc	3 1%	4 1%	7 14%ef	13 3%f	6 1%	11 3%	15 4%	20 3%	8 2%	16 6%l	9 2%	16 6%n	5 1%	17 7%p	9 2%	27 28%r	- -	12 10%t	12 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t

* small base

Prepared by Populus

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 34

Q8. To what extent do you agree or disagree with the following statements?

Base: All respondents

Gambling advertising on television has encouraged me to take up gambling in the future

	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling	Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money			
	Total	Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736
NET: Top 3 box agree	99 10%	54 19%bc	24 8%	21 5%	13 26%ef	52 13%f	32 6%	27 7%	63 15%g	78 11%j	22 6%	35 14%l	46 9%	60 21%n	20 5%	42 17%p	38 10%	99 100%r	-	37 30%t	41 6%
NET: Bottom 2 box disagree	602 59%	132 46%	165 55%a	301 69%ab	19 38%	201 51%	374 66%de	229 63%h	229 54%	395 59%	207 59%	137 54%	327 63%k	137 47%	237 64%m	128 51%	247 66%o	-	602 77%q	40 32%	505 69% s
NET: Bottom 3 box disagree	777 76%	194 68%	227 76%a	351 81%a	29 57%	289 74%d	452 79%d	290 80%h	309 72%	518 77%	258 74%	186 74%	420 81%k	186 64%	313 84%m	177 71%	299 80%o	-	777 100%q	65 52%	629 86% s
Don't know/ rather not say	39 4%	3 1%	7 3%	26 6%ab	-	6 2%	30 5%e	7 2%	5 1%	8 1%	31 9%i	1 *	10 2%	4 1%	6 2%	1 1%	7 2%	-	-	3 3%	11 1%
Mean	2.30	2.81bc	2.37c	1.90	3.25ef	2.54f	2.03	2.18	2.54g	2.34	2.20	2.62l	2.16	2.83n	2.10	2.71p	2.12	5.32r	1.67	3.36t	2.00
Standard deviation	1.46	1.65	1.36	1.25	1.79	1.48	1.31	1.38	1.56	1.49	1.37	1.56	1.40	1.67	1.27	1.63	1.46	0.57	0.82	1.73	1.27
Standard error	0.05	0.10	0.08	0.06	0.26	0.08	0.06	0.07	0.07	0.06	0.08	0.10	0.06	0.10	0.07	0.10	0.07	0.06	0.03	0.16	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t

*** small base**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 35

Q8. To what extent do you agree or disagree with the following statements?

Base: All respondents

Gambling seems to be a good way to make money

	Total	Gender		Age							Social Grade		Live football matches			Live cricket matches		
		Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	1025	472	553	339	686	168	171	137	297	252	680	345	225	419	373	34	235	744
Weighted base	1025	526	499	403	622	200	203	203	208	211	668	357	242	417	359	38*	234	740
Completely agree	(7) 16 2%	10 2%	6 1%	7 2%	9 1%	3 2%	3 2%	2 1%	2 1%	5 3%	11 2%	5 1%	6 2%	6 1%	5 1%	3 8%q	6 2%	7 1%
Strongly agree	(6) 24 2%	14 3%	10 2%	12 3%i	13 2%	6 3%i	6 3%i	8 4%i	3 2%	1 *	15 2%	10 3%	16 7%mn	4 1%	5 1%	6 16%pq	5 2%	14 2%
Tend to agree	(5) 83 8%	54 10%b	29 6%	42 10%di	41 7%	18 9%	24 12%di	16 8%	14 7%	11 5%	49 7%	34 10%	26 11%n	36 9%	19 5%	1 4%	23 10%	56 8%
Neither agree nor disagree	(4) 126 12%	70 13%	56 11%	57 14%	70 11%	28 14%	28 14%	19 9%	27 13%	24 11%	71 11%	55 16%j	35 14%	54 13%	37 10%	7 20%	30 13%	89 12%
Tend to disagree	(3) 233 23%	122 23%	111 22%	101 25%	132 21%	55 28%	45 22%	41 20%	46 22%	45 21%	162 24%	70 20%	63 26%	90 22%	79 22%	6 17%	68 29%q	155 21%
Strongly disagree	(2) 203 20%	97 18%	106 21%	59 15%	143 23%cef	29 15%	30 15%	51 25%cef	43 21%c	49 23%cef	135 20%	68 19%	38 16%	99 24%l	65 18%	3 9%	45 19%	154 21%
Completely disagree	(1) 300 29%	141 27%	159 32%	102 25%	198 32%ce	47 24%	55 27%	55 27%	70 33%ce	74 35%ce	212 32%k	88 25%	51 21%	120 29%l	126 35%l	8 22%	57 24%	231 31%
NET: Top 2 box agree	41 4%	24 5%	17 3%	19 5%	22 4%	9 5%	10 5%	10 5%	6 3%	6 3%	26 4%	15 4%	22 9%mn	9 2%	9 3%	9 24%pq	10 4%	21 3%
NET: Top 3 box agree	124 12%	78 15%b	46 9%	61 15%dhi	63 10%	27 13%	34 17%dhi	27 13%	19 9%	17 8%	74 11%	49 14%	48 20%mn	45 11%	28 8%	10 28%q	33 14%	77 10%
NET: Bottom 2 box disagree	503 49%	238 45%	265 53%a	162 40%	341 55%cef	76 38%	85 42%	106 52%ce	113 54%cef	123 58%cef	347 52%k	156 44%	89 37%	220 53%l	190 53%l	11 31%	102 44%	385 52%op
NET: Bottom 3 box disagree	736 72%	359 68%	376 75%a	262 65%	474 76%cef	132 66%	130 64%	147 73%	158 76%cef	168 79%cef	509 76%k	226 63%	153 63%	310 74%l	270 75%l	18 48%	169 73%o	540 73%o
Don't know/ rather not say	40 4%	19 4%	21 4%	24 6%dhi	16 3%	13 7%dhi	11 5%hi	10 5%i	4 2%	2 1%	14 2%	26 7%j	6 2%	7 2%	24 7%lm	2 5%p	1 *	35 5%p

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base**

Prepared by Populus

The Chadlington Consultancy: Gambling Advertising Survey
ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 35

Q8. To what extent do you agree or disagree with the following statements?

Base: All respondents

Gambling seems to be a good way to make money

	Gender		Age							Social Grade		Live football matches			Live cricket matches			
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Weighted base	1025	526	499	403	622	200	203	203	208	211	668	357	242	417	359	38*	234	740
Mean	2.62	2.76b	2.47	2.84dhi	2.48	2.84dhi	2.84dhi	2.61	2.47	2.39	2.54	2.79j	3.08mn	2.56	2.38	3.58	2.80q	2.51
Standard deviation	1.49	1.54	1.43	1.54	1.45	1.50	1.58	1.50	1.42	1.43	1.47	1.53	1.63	1.42	1.41	2.00	1.49	1.44
Standard error	0.05	0.07	0.06	0.09	0.06	0.12	0.12	0.13	0.08	0.09	0.06	0.09	0.11	0.07	0.08	0.35	0.10	0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 36
Q8. To what extent do you agree or disagree with the following statements?
Base: All respondents
Gambling seems to be a good way to make money

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
		Watch at least weekly (a)	Watch rarely (b)	Never watch (c)	Watch at least weekly (d)	Watch rarely (e)	Never watch (f)	0-2 (g)	3+ (h)	Too much (i)	About right/ don't know/ not enough (j)	Top 3 Box agree (k)	Bottom 3 box dis-agree (l)	Top 3 Box agree (m)	Bottom 3 box dis-agree (n)	Top 3 Box agree (o)	Bottom 3 box dis-agree (p)	Top 3 Box agree (q)	Bottom 3 box dis-agree (r)	Top 3 Box agree (s)	Bottom 3 box dis-agree (t)	
Unweighted base	1025	265	299	453	48	388	578	362	442	683	342	252	535	295	368	259	389	99	783	114	750	
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736	
Completely agree	(7)	16 2%	10 3%bc	2 1%	5 1%	2 4%	6 2%	8 1%	2 1%	9 2%	11 2%	5 2%	8 3%	7 1%	10 3%n	2 *	8 3%p	3 1%	9 9%r	6 1%	16 13%t	-
Strongly agree	(6)	24 2%	17 6%bc	2 1%	5 1%	4 8%f	11 3%	9 2%	6 2%	14 3%	17 2%	8 2%	15 6%l	4 1%	11 4%	10 3%	11 4%p	3 1%	10 10%r	11 1%	24 20%t	-
Tend to agree	(5)	83 8%	34 12%c	23 8%	24 5%	4 8%	35 9%	41 7%	27 7%	41 10%	47 7%	36 10%	29 11%l	30 6%	29 10%	33 9%	19 8%	19 5%	18 18%r	48 6%	83 67%t	-
Neither agree nor disagree	(4)	126 12%	36 13%	50 17%c	41 9%	8 17%	40 10%	78 14%	47 13%	42 10%	67 10%	59 17%i	39 16%l	46 9%	37 12%	41 11%	41 16%p	24 6%	21 21%r	70 9%	-	-
Tend to disagree	(3)	233 23%	80 28%c	63 21%	89 21%	14 27%	109 28%f	109 19%	82 23%	103 24%	152 23%	81 23%	56 22%	114 22%	61 21%	101 27%	78 31%p	63 17%	18 18%	186 24%	-	233 32%s
Strongly disagree	(2)	203 20%	40 14%	70 24%a	91 21%a	8 16%	88 22%	106 19%	76 21%	95 22%	142 21%	60 17%	50 20%	121 23%	60 21%	73 20%	51 20%	83 22%	15 15%	170 22%	-	203 28%s
Completely disagree	(1)	300 29%	65 23%	80 27%	152 35%ab	10 20%	98 25%	189 33%e	110 30%	120 28%	227 34%j	73 21%	52 21%	189 36%k	84 29%	107 29%	40 16%	175 47%o	9 9%	273 35%q	-	300 41%s
NET: Top 2 box agree		41 4%	26 9%bc	4 1%	10 2%	6 12%ef	17 4%	17 3%	8 2%	22 5%g	27 4%	13 4%	22 9%l	11 2%	21 7%n	12 3%	19 8%p	7 2%	19 19%r	17 2%	41 33%t	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
 * small base

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 36

Q8. To what extent do you agree or disagree with the following statements?

Base: All respondents

Gambling seems to be a good way to make money

	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling	Gambling advertising on TV seems to be focused at young people like me	In general, gambling companies advertise in a socially responsible way	Gambling advertising on television has encouraged me to take up gambling in the future	Gambling seems to be a good way to make money						
	Total	Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736
NET: Top 3 box agree	124 12%	60 21%bc	28 9%	34 8%	10 21%f	52 13%	58 10%	35 10%	63 15%g	75 11%	49 14%	51 20%l	42 8%	49 17%	44 12%	38 15%p	25 7%	37 37%r	65 8%	124 100%t	-
NET: Bottom 2 box disagree	503 49%	105 37%	151 51%a	244 56%a	18 36%	186 48%	295 52%d	186 51%	215 50%	370 55%j	133 38%	102 40%	310 60%k	145 49%	181 49%	91 36%	258 69%o	24 24%	443 57%q	-	503 68% ^s
NET: Bottom 3 box disagree	736 72%	185 65%	214 72%	333 77%a	32 63%	294 75%	404 71%	268 74%	318 74%	522 77%j	214 61%	158 63%	424 82%k	206 70%	281 76%	169 67%	321 85%o	41 41%	629 81%q	-	736 100% ^s
Don't know/ rather not say	40 4%	4 1%	7 2%	27 6%ab	-	5 1%	31 5%e	11 3%h	4 1%	11 2%	29 8%i	4 2%	9 2%	1 *	5 1%	3 1%	5 1%	1 1%	13 2%	-	-
Mean	2.62	3.08bc	2.59c	2.33	3.18ef	2.70	2.51	2.52	2.68	2.48	2.90i	3.07l	2.31	2.78	2.61	3.05p	2.06	3.91r	2.36	5.46t	1.91
Standard deviation	1.49	1.66	1.36	1.38	1.69	1.46	1.48	1.39	1.54	1.48	1.48	1.64	1.37	1.65	1.42	1.50	1.31	1.73	1.36	0.72	0.85
Standard error	0.05	0.10	0.08	0.07	0.24	0.07	0.06	0.07	0.07	0.06	0.08	0.10	0.06	0.10	0.07	0.09	0.07	0.18	0.05	0.07	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t

*** small base**

The Chadlington Consultancy: Gambling Advertising Survey
ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 37
Video Advert shown
Base: All respondents

	Gender			Age							Social Grade		Live football matches			Live cricket matches		
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	1025	472	553	339	686	168	171	137	297	252	680	345	225	419	373	34	235	744
Weighted base	1025	526	499	403	622	200	203	203	208	211	668	357	242	417	359	38*	234	740
PaddyPower	511	256	255	202	309	99	103	98	104	106	332	179	113	213	183	17	104	385
	50%	49%	51%	50%	50%	50%	51%	49%	50%	50%	50%	50%	47%	51%	51%	44%	44%	52%
bet365	514	270	244	201	313	101	100	104	104	105	336	178	129	204	176	21	130	355
	50%	51%	49%	50%	50%	50%	49%	51%	50%	50%	50%	50%	53%	49%	49%	56%	56%	48%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

* small base

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 38
Video Advert shown
Base: All respondents

	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
	Total	Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Unweighted base	1025	265	299	453	48	388	578	362	442	683	342	252	535	295	368	259	389	99	783	114	750
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736
PaddyPower	511	137	149	222	20	194	291	186	204	341	169	117	272	144	191	132	184	51	385	53	362
	50%	48%	50%	51%	39%	50%	51%	52%	48%	51%	48%	46%	52%	49%	51%	53%	49%	51%	49%	43%	49%
bet365	514	148	149	213	31	197	280	175	223	333	181	136	248	149	181	119	191	49	392	71	373
	50%	52%	50%	49%	61%	50%	49%	48%	52%	49%	52%	54%	48%	51%	49%	47%	51%	49%	51%	57%	51%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t

* small base

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert
Table 39

Q10. Please indicate whether or not you think each of the following statements applied to the advert that you have just been shown.

Base: All respondents seeing advert

Summary table

		I have seen this advert before taking part in this survey	The advert included warnings about the risks of gambling and/or the need to gamble responsibly	The advert makes me more likely to gamble in future	The advert makes gambling look fun	The advert makes gambling look like a good way to make money
Unweighted base		513	513	513	513	513
Weighted base		511	511	511	511	511
NET: Does apply		154 30%	136 27%	62 12%	317 62%	242 47%
Definitely does apply	(4)	117 23%	35 7%	9 2%	85 17%	56 11%
Probably does apply	(3)	37 7%	101 20%	53 10%	233 46%	186 37%
Probably does not apply	(2)	28 6%	121 24%	137 27%	73 14%	111 22%
Definitely does not apply	(1)	301 59%	197 39%	273 54%	99 19%	128 25%
NET: Does not apply		330 65%	318 62%	410 80%	171 34%	240 47%
Don't know/ rather not say		27 5%	56 11%	39 8%	22 4%	29 6%
Mean		1.94	1.94	1.57	2.62	2.35
Standard deviation		1.29	0.98	0.76	0.99	1.00
Standard error		0.06	0.05	0.04	0.04	0.05

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert

Table 40

Q10. Please indicate whether or not you think each of the following statements applied to the advert that you have just been shown.**Base: All respondents seeing advert****I have seen this advert before taking part in this survey**

	Total	Gender		Age							Social Grade		Live football matches			Live cricket matches		
		Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	513	230	283	170	343	84	86	67	149	127	339	174	107	214	190	15	104	389
Weighted base	511	256	255	202	309	99*	103*	98*	104	106	332	179	113*	213	183	17**	104*	385
NET: Does apply	154 30%	77 30%	77 30%	54 27%	99 32%	32 32%	23 22%	35 35%	34 33%	30 28%	102 31%	52 29%	64 57% ^{mn}	53 25%	36 20%	9 54%	41 39% ^q	102 27%
Definitely does apply (4)	117 23%	63 25%	54 21%	37 18%	80 26% ^f	22 22%	15 15%	28 28% ^f	27 26% ^f	26 24%	73 22%	44 25%	54 48% ^{mn}	40 19%	23 13%	6 38%	33 32% ^q	77 20%
Probably does apply (3)	37 7%	14 5%	23 9%	18 9%	19 6%	10 10%	8 8%	7 7%	7 7%	5 4%	29 9%	9 5%	10 9%	13 6%	13 7%	3 16%	8 8%	25 7%
Probably does not apply (2)	28 6%	18 7%	11 4%	16 8%	12 4%	5 5%	11 11% ^{dgh}	2 3%	4 3%	6 6%	21 6%	8 4%	5 5%	16 8%	6 4%	3 20%	9 9% ^q	15 4%
Definitely does not apply (1)	301 59%	146 57%	156 61%	120 59%	182 59%	60 60%	60 59%	54 55%	64 61%	64 60%	196 59%	106 59%	32 28%	138 65% ^l	132 72% ^l	2 15%	52 50%	247 64% ^p
NET: Does not apply	330 65%	163 64%	166 65%	136 67%	194 63%	64 65%	71 70%	57 58%	67 64%	70 66%	216 65%	113 63%	37 33%	154 72% ^l	138 76% ^l	6 35%	61 59%	261 68%
Don't know/ rather not say	27 5%	16 6%	11 4%	12 6%	15 5%	3 3%	8 8%	7 7%	3 3%	6 6%	14 4%	13 7%	12 11% ^m	5 3%	9 5%	2 11%	2 2%	21 5%
Mean	1.94	1.97	1.90	1.85	1.99	1.94	1.76	2.09	1.98	1.92	1.93	1.94	2.85 ^{mn}	1.78	1.58	2.87	2.21 ^q	1.81
Standard deviation	1.29	1.31	1.27	1.22	1.34	1.28	1.15	1.37	1.33	1.31	1.27	1.33	1.36	1.21	1.09	1.18	1.36	1.25
Standard error	0.06	0.09	0.08	0.10	0.07	0.14	0.13	0.17	0.11	0.12	0.07	0.10	0.14	0.08	0.08	0.32	0.13	0.07

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert
Table 41

Q10. Please indicate whether or not you think each of the following statements applied to the advert that you have just been shown.

Base: All respondents seeing advert

I have seen this advert before taking part in this survey

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling	Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
		Watch at least weekly (a)	Watch rarely (b)	Never watch (c)	Watch at least weekly (d)	Watch rarely (e)	Never watch (f)	0-2 (g)	3+ (h)	Too much (i)	About right/ don't know/ not enough (j)	Top 3 Box agree (k)	Bottom 3 box dis-agree (l)	Top 3 Box agree (m)	Bottom 3 box dis-agree (n)	Top 3 Box agree (o)	Bottom 3 box dis-agree (p)	Top 3 Box agree (q)	Bottom 3 box dis-agree (r)	Top 3 Box agree (s)	Bottom 3 box dis-agree (t)
		Unweighted base	513	130	152	228	20	196	292	186	213	343	170	115	278	145	187	138	191	49	390
Weighted base	511	137	149	222	20**	194	291	186	204	341	169	117	272	144	191	132	184	51*	385	53*	362
NET: Does apply	154 30%	63 46%bc	43 29%	47 21%	10 53%	71 36%f	72 25%	35 19%	87 43%g	108 32%	46 27%	41 35%	80 29%	59 41%n	51 27%	51 39%	56 30%	21 41%	108 28%	23 44%	109 30%
Definitely does apply	(4) 117 23%	51 37%bc	33 22%	32 15%	7 36%	57 29%f	53 18%	26 14%	72 35%g	82 24%	35 21%	31 27%	67 25%	45 31%n	40 21%	42 32%	42 23%	15 30%	85 22%	18 33%	86 24%
Probably does apply	(3) 37 7%	12 8%	9 6%	15 7%	3 17%	13 7%	19 7%	9 5%	15 7%	26 8%	11 7%	10 8%	13 5%	15 10%	10 5%	9 7%	14 8%	5 11%	23 6%	6 11%	23 6%
Probably does not apply	(2) 28 6%	13 10%c	7 5%	8 4%	4 18%	13 7%	10 4%	10 5%	15 8%	20 6%	8 5%	6 5%	18 7%	13 9%n	4 2%	7 6%	11 6%	3 7%	19 5%	2 3%	20 5%
Definitely does not apply	(1) 301 59%	50 37%	96 65%a	154 69%a	6 29%	105 54%	190 65%e	136 73%h	96 47%	197 58%	104 62%	66 56%	165 61%	66 46%	129 67%m	69 52%	114 62%	24 48%	238 62%	25 47%	222 61%
NET: Does not apply	330 65%	64 46%	103 69%a	162 73%a	9 47%	118 61%	200 69%	146 78%h	111 54%	217 64%	113 67%	72 62%	183 67%	80 55%	133 70%m	76 58%	125 68%	28 55%	258 67%	27 50%	242 67% _s
Don't know/ rather not say	27 5%	11 8%b	3 2%	13 6%	- -	6 3%	19 7%	6 3%	6 3%	16 5%	11 6%	4 3%	9 3%	5 3%	7 4%	5 4%	3 2%	2 4%	19 5%	3 6%	11 3%
Mean	1.94	2.51bc	1.86	1.65	2.60	2.12f	1.76	1.58	2.32g	1.98	1.85	2.05	1.93	2.27n	1.80	2.19	1.91	2.24	1.88	2.32	1.93
Standard deviation	1.29	1.37	1.28	1.14	1.28	1.36	1.22	1.10	1.39	1.30	1.26	1.34	1.30	1.34	1.27	1.38	1.28	1.36	1.28	1.40	1.30
Standard error	0.06	0.12	0.10	0.08	0.29	0.10	0.07	0.08	0.10	0.07	0.10	0.13	0.08	0.11	0.09	0.12	0.09	0.20	0.07	0.20	0.07

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Populus

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert
Table 42

Q10. Please indicate whether or not you think each of the following statements applied to the advert that you have just been shown.

Base: All respondents seeing advert

The advert included warnings about the risks of gambling and/or the need to gamble responsibly

	Gender			Age							Social Grade		Live football matches			Live cricket matches		
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	513	230	283	170	343	84	86	67	149	127	339	174	107	214	190	15	104	389
Weighted base	511	256	255	202	309	99*	103*	98*	104	106	332	179	113*	213	183	17**	104*	385
NET: Does apply	136 27%	72 28%	64 25%	57 28%	79 25%	30 30%	27 26%	27 27%	24 23%	28 26%	82 25%	54 30%	38 33%	53 25%	45 25%	9 56%	28 27%	98 25%
Definitely does apply (4)	35 7%	14 6%	21 8%	11 6%	24 8%	6 6%	5 5%	9 9%	8 8%	7 7%	18 5%	17 10%	10 9%	13 6%	13 7%	1 4%	6 6%	28 7%
Probably does apply (3)	101 20%	58 23%	43 17%	46 23%	55 18%	24 24%	22 22%	18 19%	16 15%	20 19%	64 19%	36 20%	28 25%	40 19%	32 18%	9 52%	22 21%	70 18%
Probably does not apply (2)	121 24%	68 27%	53 21%	51 25%	70 23%	33 33%fgi	18 17%	17 17%	31 30%fi	22 21%	81 24%	40 23%	27 24%	59 28%gn	35 19%	2 9%	29 28%	89 23%
Definitely does not apply (1)	197 39%	83 33%	114 45%a	62 31%	135 44%ce	22 22%	40 39%e	44 45%ce	41 39%e	50 48%ce	136 41%	61 34%	36 32%	80 37%	81 44%l	4 24%	39 38%	152 40%
NET: Does not apply	318 62%	151 59%	167 65%	113 56%	206 67%c	55 55%	58 56%	61 62%	72 69%ce	73 68%c	216 65%	102 57%	63 56%	139 65%	116 63%	5 33%	68 66%	241 63%
Don't know/ rather not say	56 11%	32 13%	24 10%	32 16%dhi	24 8%	14 14%i	18 17%dhi	10 10%	9 8%	6 5%	33 10%	23 13%	12 11%	21 10%	22 12%	2 11%	7 7%	46 12%
Mean	1.94	2.01	1.87	2.04	1.88	2.17di	1.90	1.90	1.91	1.85	1.88	2.06	2.11	1.93	1.85	2.40	1.95	1.92
Standard deviation	0.98	0.94	1.01	0.95	1.00	0.90	0.98	1.05	0.96	0.99	0.95	1.04	1.01	0.94	1.00	0.96	0.94	0.99
Standard error	0.05	0.07	0.06	0.08	0.06	0.11	0.12	0.13	0.08	0.09	0.05	0.08	0.10	0.07	0.08	0.26	0.10	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert
Table 43

Q10. Please indicate whether or not you think each of the following statements applied to the advert that you have just been shown.

Base: All respondents seeing advert

The advert included warnings about the risks of gambling and/or the need to gamble responsibly

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money	
		Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Unweighted base	513	130	152	228	20	196	292	186	213	343	170	115	278	145	187	138	191	49	390	50	369
Weighted base	511	137	149	222	20**	194	291	186	204	341	169	117	272	144	191	132	184	51*	385	53*	362
NET: Does apply	136 27%	46 33%	33 22%	56 25%	10 50%	52 27%	74 25%	39 21%	62 30%g	87 25%	49 29%	53 46%l	42 16%	39 27%	53 28%	39 30%	37 20%	17 33%	93 24%	19 36%	85 24%
Definitely does apply	(4) 35 7%	12 9%	8 6%	15 7%	1 7%	11 6%	22 8%	15 8%	11 5%	20 6%	15 9%	19 16%l	8 3%	8 6%	18 10%	16 12%	12 7%	3 7%	27 7%	4 8%	26 7%
Probably does apply	(3) 101 20%	34 25%	25 17%	42 19%	8 42%	40 21%	52 18%	24 13%	50 25%g	67 20%	34 20%	35 30%l	35 13%	31 21%	35 18%	23 18%	25 13%	13 26%	66 17%	15 28%	59 16%
Probably does not apply	(2) 121 24%	36 26%	42 29%	43 19%	5 24%	53 27%	62 21%	57 31%	45 22%	86 25%	35 21%	24 21%	75 28%	32 22%	47 25%	27 21%	49 27%	11 23%	93 24%	13 24%	88 24%
Definitely does not apply	(1) 197 39%	43 31%	56 38%	97 44%a	5 27%	75 39%	116 40%	69 37%	85 41%	143 42%j	54 32%	26 22%	139 51%k	64 45%	72 38%	53 40%	86 47%	18 36%	157 41%	18 34%	158 44%
NET: Does not apply	318 62%	78 57%	99 66%	141 63%	10 50%	128 66%	178 61%	126 68%	129 63%	229 67%j	89 53%	50 43%	215 79%k	96 67%	119 62%	80 61%	135 74%o	30 59%	250 65%	31 58%	246 68%
Don't know/ rather not say	56 11%	13 9%	17 11%	25 11%	- -	14 7%	39 13%e	21 11%	13 6%	26 7%	31 18%i	13 11%	15 5%	9 6%	19 10%	13 10%	12 7%	4 8%	42 11%	3 5%	31 8%
Mean	1.94	2.12c	1.89	1.87	2.30	1.94	1.92	1.91	1.94	1.88	2.07	2.44i	1.65	1.87	2.00	2.02	1.78	2.04	1.89	2.11	1.86
Standard deviation	0.98	1.00	0.93	1.00	0.97	0.95	1.01	0.97	0.97	0.95	1.04	1.06	0.82	0.97	1.02	1.09	0.94	1.00	0.98	1.01	0.98
Standard error	0.05	0.09	0.08	0.07	0.22	0.07	0.06	0.07	0.07	0.05	0.09	0.10	0.05	0.08	0.08	0.10	0.07	0.15	0.05	0.15	0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Populus

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert
Table 44

Q10. Please indicate whether or not you think each of the following statements applied to the advert that you have just been shown.

Base: All respondents seeing advert

The advert makes me more likely to gamble in future

	Gender			Age							Social Grade		Live football matches			Live cricket matches		
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	513	230	283	170	343	84	86	67	149	127	339	174	107	214	190	15	104	389
Weighted base	511	256	255	202	309	99*	103*	98*	104	106	332	179	113*	213	183	17**	104*	385
NET: Does apply	62 12%	43 17%b	19 7%	26 13%	35 11%	13 13%	14 13%	10 10%	12 11%	14 13%	33 10%	29 16%	23 20%n	26 12%	13 7%	5 32%	16 15%	39 10%
Definitely does apply (4)	9 2%	5 2%	4 1%	4 2%	5 2%	1 1%	2 2%	1 1%	1 1%	3 2%	4 1%	5 3%	6 5%mn	2 1%	1 *	1 8%	5 5%q	2 1%
Probably does apply (3)	53 10%	38 15%b	15 6%	23 11%	30 10%	11 12%	11 11%	8 9%	10 10%	11 11%	29 9%	24 14%	17 15%n	24 11%	12 7%	4 24%	11 10%	37 10%
Probably does not apply (2)	137 27%	72 28%	65 25%	59 29%	78 25%	25 26%	33 32%	23 23%	29 27%	27 25%	85 26%	51 29%	31 27%	65 31%n	39 22%	3 19%	36 35%	96 25%
Definitely does not apply (1)	273 54%	119 47%	154 61%a	96 47%	178 58%c	49 49%	47 46%	59 60%	57 55%	61 58%	194 58%k	80 45%	45 40%	107 50%	121 66%lm	5 28%	44 43%	223 58%p
NET: Does not apply	410 80%	191 75%	219 86%a	154 76%	256 83%	74 75%	80 78%	82 83%	86 82%	88 83%	279 84%k	131 73%	76 68%	173 81%l	160 88%l	8 46%	80 78%	319 83%
Don't know/ rather not say	39 8%	21 8%	17 7%	21 10%i	18 6%	12 12%di	9 9%	7 7%	6 6%	4 4%	20 6%	19 11%	14 12%n	15 7%	10 5%	4 22%	7 7%	26 7%
Mean	1.57	1.70b	1.44	1.64	1.53	1.60	1.67	1.47	1.55	1.56	1.50	1.71j	1.83mn	1.60n	1.38	2.16	1.76q	1.50
Standard deviation	0.76	0.82	0.68	0.78	0.75	0.78	0.79	0.72	0.74	0.79	0.72	0.83	0.92	0.74	0.64	1.06	0.86	0.71
Standard error	0.04	0.06	0.04	0.06	0.04	0.09	0.09	0.09	0.06	0.07	0.04	0.07	0.09	0.05	0.05	0.30	0.09	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert
Table 45

Q10. Please indicate whether or not you think each of the following statements applied to the advert that you have just been shown.

Base: All respondents seeing advert

The advert makes me more likely to gamble in future

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money	
		Watch at least weekly (a)	Watch rarely (b)	Never watch (c)	Watch at least weekly (d)	Watch rarely (e)	Never watch (f)	0-2 (g)	3+ (h)	Too much (i)	About right/ don't know/ not enough (j)	Top 3 Box agree (k)	Bottom 3 box dis-agree (l)	Top 3 Box agree (m)	Bottom 3 box dis-agree (n)	Top 3 Box agree (o)	Bottom 3 box dis-agree (p)	Top 3 Box agree (q)	Bottom 3 box dis-agree (r)	Top 3 Box agree (s)	Bottom 3 box dis-agree (t)
		Unweighted base	513	130	152	228	20	196	292	186	213	343	170	115	278	145	187	138	191	49	390
Weighted base	511	137	149	222	20**	194	291	186	204	341	169	117	272	144	191	132	184	51*	385	53*	362
NET: Does apply	62 12%	30 22%bc	17 11%	16 7%	4 18%	29 15%	28 10%	23 12%	28 14%	46 13%	16 10%	19 16%	37 13%	38 26%n	17 9%	20 15%	27 14%	27 54%r	21 6%	15 29%t	30 8%
Definitely does apply	(4) 9 2%	7 5%bc	1 1%	1 *	1 7%	5 3%	3 1%	5 3%	4 2%	9 3%j	- -	2 2%	7 3%	6 4%n	1 *	5 4%	3 2%	7 13%r	1 *	4 8%t	5 1%
Probably does apply	(3) 53 10%	23 16%c	16 11%	15 7%	2 11%	24 12%	26 9%	18 10%	24 12%	37 11%	16 10%	17 14%	30 11%	32 22%n	16 8%	15 12%	24 13%	21 41%r	21 5%	11 21%t	25 7%
Probably does not apply	(2) 137 27%	36 26%	48 32%	52 23%	9 46%	58 30%	68 24%	53 28%	59 29%	86 25%	51 30%	31 26%	74 27%	37 25%	55 29%	39 29%	47 26%	14 28%	94 25%	20 39%t	86 24%
Definitely does not apply	(1) 273 54%	60 44%	70 47%	142 64%ab	6 29%	94 49%	172 59%e	103 55%	104 51%	186 54%	88 52%	63 54%	148 54%	59 41%	113 59%m	70 53%	105 57%	4 7%	246 64%q	12 23%	233 64% <i>s</i>
NET: Does not apply	410 80%	96 70%	118 80%	194 87%a	15 75%	153 79%	241 83%	156 84%	163 80%	272 80%	138 82%	94 80%	222 82%	96 67%	168 88%m	108 82%	152 83%	18 36%	341 89%q	33 61%	318 88% <i>s</i>
Don't know/ rather not say	39 8%	11 8%	14 9%	13 6%	1 7%	13 7%	22 8%	7 4%	13 6%	24 7%	15 9%	4 4%	13 5%	10 7%	7 3%	4 3%	5 3%	5 10%	22 6%	5 9%	14 4%
Mean	1.57	1.82c	1.61c	1.40	1.95	1.67f	1.47	1.58	1.62	1.59	1.54	1.63	1.60	1.88n	1.48	1.65	1.58	2.67r	1.38	2.16t	1.43
Standard deviation	0.76	0.93	0.72	0.64	0.87	0.81	0.71	0.78	0.78	0.80	0.68	0.81	0.80	0.92	0.67	0.83	0.78	0.84	0.60	0.91	0.69
Standard error	0.04	0.08	0.06	0.04	0.20	0.06	0.04	0.06	0.06	0.04	0.05	0.08	0.05	0.08	0.05	0.07	0.06	0.12	0.03	0.13	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert

Table 46

Q10. Please indicate whether or not you think each of the following statements applied to the advert that you have just been shown.**Base: All respondents seeing advert****The advert makes gambling look fun**

	Gender			Age							Social Grade		Live football matches			Live cricket matches		
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	513	230	283	170	343	84	86	67	149	127	339	174	107	214	190	15	104	389
Weighted base	511	256	255	202	309	99*	103*	98*	104	106	332	179	113*	213	183	17**	104*	385
NET: Does apply	317 62%	162 63%	155 61%	121 60%	196 63%	58 58%	64 62%	61 62%	63 60%	72 68%	203 61%	114 64%	87 77% _{mn}	136 64% _n	93 51%	11 65%	77 74% _q	225 58%
Definitely does apply (4)	85 17%	45 17%	40 16%	30 15%	54 18%	13 13%	17 17%	18 18%	17 17%	19 18%	48 15%	36 20%	27 24% _n	38 18%	20 11%	4 25%	25 24% _q	55 14%
Probably does apply (3)	233 46%	117 46%	115 45%	91 45%	142 46%	44 45%	47 45%	43 44%	46 44%	52 50%	155 47%	77 43%	60 53% _n	98 46%	73 40%	7 40%	52 50%	170 44%
Probably does not apply (2)	73 14%	34 13%	38 15%	31 15%	42 14%	14 15%	17 16%	9 9%	18 17%	14 14%	52 16%	20 11%	11 10%	35 17%	26 14%	1 8%	9 9%	62 16%
Definitely does not apply (1)	99 19%	47 18%	52 20%	38 19%	61 20%	21 22%	16 16%	25 25%	20 19%	16 16%	65 20%	33 19%	10 9%	35 16%	54 30% _{lm}	2 10%	16 16%	81 21%
NET: Does not apply	171 34%	81 32%	90 35%	68 34%	103 33%	36 36%	33 32%	34 35%	38 36%	31 29%	118 35%	54 30%	21 19%	70 33% _l	80 44% _{lm}	3 18%	26 25%	143 37% _p
Don't know/ rather not say	22 4%	13 5%	9 4%	12 6%	10 3%	6 6%	6 6%	3 3%	4 3%	3 3%	11 3%	11 6%	5 4%	7 3%	9 5%	3 16%	1 1%	17 5%
Mean	2.62	2.66	2.59	2.60	2.63	2.53	2.67	2.56	2.60	2.73	2.58	2.70	2.96 _{mn}	2.67 _n	2.34	2.96	2.83 _q	2.54
Standard deviation	0.99	0.99	1.00	0.98	1.00	1.00	0.96	1.07	0.99	0.95	0.98	1.03	0.85	0.96	1.04	0.97	0.98	0.99
Standard error	0.04	0.07	0.06	0.08	0.06	0.11	0.11	0.13	0.08	0.09	0.05	0.08	0.08	0.07	0.08	0.27	0.10	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert
Table 47

Q10. Please indicate whether or not you think each of the following statements applied to the advert that you have just been shown.

Base: All respondents seeing advert

The advert makes gambling look fun

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling	Gambling advertising on TV seems to be focused at young people like me	In general, gambling companies advertise in a socially responsible way	Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money				
		Watch at least weekly (a)	Watch rarely (b)	Never watch (c)	Watch at least weekly (d)	Watch rarely (e)	Never watch (f)	0-2 (g)	3+ (h)	Too much (i)	About right/ don't know/ not enough (j)	Top 3 Box agree (k)	Bottom 3 box dis-agree (l)	Top 3 Box agree (m)	Bottom 3 box dis-agree (n)	Top 3 Box agree (o)	Bottom 3 box dis-agree (p)	Top 3 Box agree (q)	Bottom 3 box dis-agree (r)	Top 3 Box agree (s)	Bottom 3 box dis-agree (t)
		Unweighted base	513	130	152	228	20	196	292	186	213	343	170	115	278	145	187	138	191	49	390
Weighted base	511	137	149	222	20**	194	291	186	204	341	169	117	272	144	191	132	184	51*	385	53*	362
NET: Does apply	317 62%	97 70%c	103 69%c	116 52%	15 77%	135 69%f	165 57%	117 63%	144 70%	221 65%	96 57%	88 76%l	176 65%	112 78%n	117 61%	95 72%	122 66%	42 82%r	233 61%	47 89%t	220 61%
Definitely does apply	(4) 85 17%	34 25%c	25 17%	26 12%	6 31%	33 17%	45 16%	24 13%	49 24%g	63 19%	21 13%	23 20%	54 20%	37 25%	32 17%	27 20%	38 21%	19 38%r	49 13%	16 31%t	57 16%
Probably does apply	(3) 233 46%	63 46%	78 52%c	90 41%	9 46%	101 52%f	120 41%	93 50%	95 47%	158 46%	75 44%	65 56%	122 45%	75 52%	85 44%	68 51%	84 46%	23 45%	184 48%	31 58%	163 45%
Probably does not apply	(2) 73 14%	16 11%	18 12%	39 17%	3 15%	26 14%	43 15%	31 16%	26 13%	43 13%	29 17%	12 10%	41 15%	10 7%	31 16% m	17 13%	24 13%	4 9%	58 15%	3 6%	51 14%
Definitely does not apply	(1) 99 19%	20 15%	21 14%	58 26% ab	2 8%	29 15%	68 23% e	34 18%	30 15%	65 19%	34 20%	14 12%	53 20%	20 14%	40 21%	19 15%	36 20%	2 3%	82 21% q	2 3%	83 23% s
NET: Does not apply	171 34%	36 26%	40 27%	96 43% ab	4 23%	56 29%	111 38% e	65 35%	56 27%	108 32%	63 37%	25 22%	94 35% k	30 21%	71 37% m	36 27%	61 33%	6 12%	140 37% q	5 9%	134 37% s
Don't know/ rather not say	22 4%	5 4%	6 4%	10 4%	- -	4 2%	15 5%	4 2%	5 2%	12 4%	10 6%	3 3%	2 1%	2 1%	3 1%	2 1%	2 1%	3 5%	11 3%	1 3%	8 2%
Mean	2.62	2.84c	2.75c	2.40	3.01	2.73f	2.52	2.59	2.82g	2.67	2.52	2.86	2.65	2.91n	2.58	2.79	2.67	3.23r	2.53	3.20t	2.55
Standard deviation	0.99	0.98	0.92	1.01	0.91	0.93	1.04	0.94	0.97	1.00	0.97	0.88	1.01	0.94	1.01	0.93	1.02	0.77	0.98	0.68	1.02
Standard error	0.04	0.09	0.08	0.07	0.20	0.07	0.06	0.07	0.07	0.06	0.08	0.08	0.06	0.08	0.07	0.08	0.07	0.11	0.05	0.10	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Populus

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert
Table 48

Q10. Please indicate whether or not you think each of the following statements applied to the advert that you have just been shown.

Base: All respondents seeing advert

The advert makes gambling look like a good way to make money

	Gender			Age							Social Grade		Live football matches			Live cricket matches		
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	513	230	283	170	343	84	86	67	149	127	339	174	107	214	190	15	104	389
Weighted base	511	256	255	202	309	99*	103*	98*	104	106	332	179	113*	213	183	17**	104*	385
NET: Does apply	242 47%	131 51%	111 44%	93 46%	150 48%	43 43%	50 48%	46 47%	49 47%	55 51%	153 46%	89 50%	66 58% _n	102 48%	73 40%	9 56%	56 54%	174 45%
Definitely does apply (4)	56 11%	31 12%	25 10%	12 6%	44 14% _{ce}	3 3%	9 8%	15 15% _{ce}	13 12% _{ce}	16 15% _{ce}	32 10%	24 13%	17 15%	21 10%	18 10%	2 11%	17 17% _q	37 10%
Probably does apply (3)	186 37%	100 39%	86 34%	81 40%	106 34%	39 40%	41 40%	31 31%	37 35%	38 36%	121 36%	65 37%	49 43% _n	81 38%	56 30%	7 45%	39 37%	137 36%
Probably does not apply (2)	111 22%	52 21%	59 23%	41 20%	70 23%	21 21%	21 20%	20 21%	22 21%	27 26%	77 23%	34 19%	30 27%	50 23%	32 17%	4 23%	24 23%	82 21%
Definitely does not apply (1)	128 25%	55 22%	73 29%	55 27%	73 24%	29 30%	26 25%	28 29%	26 25%	19 18%	88 26%	40 23%	14 12%	50 23% _l	65 35% _{lm}	2 10%	21 21%	105 27%
NET: Does not apply	240 47%	108 42%	132 52% _a	97 48%	143 46%	50 51%	47 45%	48 49%	48 46%	46 44%	165 50%	74 42%	44 39%	99 47%	96 53% _l	5 33%	46 44%	187 49%
Don't know/ rather not say	29 6%	17 7%	12 5%	13 6%	16 5%	6 6%	6 6%	4 4%	7 7%	5 5%	13 4%	15 9% _j	3 3%	12 5%	13 7%	2 11%	2 2%	24 6%
Mean	2.35	2.45	2.26	2.26	2.41	2.18	2.33	2.35	2.37	2.51 _{ce}	2.31	2.44	2.63 _{mn}	2.36	2.16	2.64	2.51	2.29
Standard deviation	1.00	0.99	1.00	0.95	1.02	0.93	0.98	1.08	1.01	0.98	0.99	1.02	0.90	0.97	1.05	0.87	1.01	1.00
Standard error	0.05	0.07	0.06	0.08	0.06	0.10	0.11	0.13	0.09	0.09	0.05	0.08	0.09	0.07	0.08	0.23	0.10	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert
Table 49

Q10. Please indicate whether or not you think each of the following statements applied to the advert that you have just been shown.

Base: All respondents seeing advert

The advert makes gambling look like a good way to make money

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling	Gambling advertising on TV seems to be focused at young people like me	In general, gambling companies advertise in a socially responsible way	Gambling advertising on television has encouraged me to take up gambling in the future	Gambling seems to be a good way to make money					
		Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree		
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Unweighted base	513	130	152	228	20	196	292	186	213	343	170	115	278	145	187	138	191	49	390	50	369
Weighted base	511	137	149	222	20**	194	291	186	204	341	169	117	272	144	191	132	184	51*	385	53*	362
NET: Does apply	242 47%	81 59%bc	68 45%	92 42%	10 49%	106 55%f	124 42%	85 46%	116 57%g	181 53%j	62 36%	67 57%	136 50%	87 60%n	83 43%	64 48%	106 57%	37 74%r	172 45%	42 79%t	158 44%
Definitely does apply	(4) 56 11%	23 17%bc	13 9%	20 9%	2 9%	24 12%	30 10%	20 11%	30 15%	48 14%j	8 5%	8 7%	42 16%k	22 16%n	16 8%	11 8%	34 18%o	11 21%r	39 10%	12 23%t	39 11%
Probably does apply	(3) 186 37%	57 42%	55 37%	73 33%	8 40%	82 42%f	94 32%	65 35%	86 42%	133 39%	54 32%	58 50%l	93 34%	64 45%	67 35%	53 40%	72 39%	27 53%r	133 34%	30 56%t	119 33%
Probably does not apply	(2) 111 22%	32 24%	39 26%	40 18%	6 29%	45 23%	61 21%	47 25%	42 21%	66 19%	45 27%	25 21%	58 21%	27 19%	52 27%	36 27%	33 18%	8 15%	91 24%	9 17%	83 23%
Definitely does not apply	(1) 128 25%	22 16%	32 21%	75 52%ab	4 23%	38 20%	85 29%e	50 27%	40 20%	81 24%	48 28%	21 18%	71 26%	25 17%	54 28%m	31 23%	44 24%	4 9%	105 27%q	2 4%	111 31% s
NET: Does not apply	240 47%	54 40%	70 47%	115 52%a	10 51%	83 43%	146 50%	97 52%h	82 40%	147 43%	93 55%i	46 40%	129 47%	51 36%	105 55%m	67 50%	77 42%	12 24%	196 51%q	11 21%	194 54% s
Don't know/ rather not say	29 6%	2 2%	11 7%a	15 7%a	- -	5 3%	21 7%e	4 2%	7 3%	14 4%	15 9%	4 3%	7 3%	6 4%	3 2%	2 2%	2 1%	1 3%	16 4%	- -	10 3%
Mean	2.35	2.61bc	2.35	2.18	2.35	2.48f	2.25	2.30	2.54g	2.45j	2.14	2.47	2.40	2.61n	2.24	2.34	2.52	2.88r	2.29	2.99t	2.24
Standard deviation	1.00	0.96	0.94	1.03	0.95	0.96	1.02	0.99	0.98	1.02	0.92	0.88	1.05	0.96	0.96	0.93	1.05	0.85	1.00	0.75	1.02
Standard error	0.05	0.08	0.08	0.07	0.21	0.07	0.06	0.07	0.07	0.06	0.07	0.08	0.06	0.08	0.07	0.08	0.08	0.12	0.05	0.11	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert
Table 50

Q11. You indicated that the advert you were shown included warnings about the risks of gambling. In the box below, please describe the warning that you were shown including any text that you can remember from that warning.

Base: All respondents seeing advert and recalled warnings about the risks of gambling

	Gender			Age						Social Grade		Live football matches			Live cricket matches			
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	133	64	69	48	85	26	22	18	34	33	82	51	34	54	45	8	29	95
Weighted base	136	72*	64*	57*	79*	30**	27**	27**	24*	28*	82*	54*	38*	53*	45*	9**	28**	98*
Correct/ reasonable recollection	88 65%	45 62%	43 68%	27 48%	61 77% _c	14 46%	13 49%	20 73%	20 82% _c	22 78% _c	52 63%	36 67%	26 69%	35 66%	27 59%	7 74%	16 59%	64 65%
Very limited recollection	19 14%	12 16%	7 11%	11 20%	8 10%	5 15%	7 25%	1 5%	2 9%	4 15%	13 16%	6 10%	5 13%	7 14%	7 15%	-	7 24%	12 12%
False/ no recollection	29 21%	16 22%	13 21%	19 33% _{dhi}	10 13%	12 39%	7 26%	6 23%	2 9%	2 7%	17 20%	12 23%	7 18%	10 20%	11 26%	2 26%	5 17%	22 22%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert
Table 51

Q11. You indicated that the advert you were shown included warnings about the risks of gambling. In the box below, please describe the warning that you were shown including any text that you can remember from that warning.

Base: All respondents seeing advert and recalled warnings about the risks of gambling

	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
	Total	Watch at least weekly		Watch at least weekly		0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree
		(a)	Watch rarely (b)	Never watch (c)	(d)																
Unweighted base	133	43	33	57	9	50	74	41	60	86	47	52	44	38	52	40	39	16	92	18	86
Weighted base	136	46*	33*	56*	10**	52*	74*	39*	62*	87*	49*	53*	42*	39*	53*	39*	37*	17**	93*	19**	85*
Correct/ reasonable recollection	88 65%	30 64%	27 80% ^c	32 56%	7 73%	37 71%	44 60%	28 71%	46 75%	63 73% ^j	25 51%	31 58%	37 88% ^k	27 68%	34 63%	25 63%	30 81%	12 72%	63 68%	13 69%	60 70%
Very limited recollection	19 14%	9 19%	2 7%	8 13%	1 14%	9 18%	8 11%	6 16%	6 9%	9 10%	10 20%	10 18%	2 5%	5 13%	8 15%	6 16% ^p	1 2%	-	15 16%	1 4%	14 16%
False/ no recollection	29 21%	8 17%	4 12%	17 30%	1 14%	6 11%	22 29% ^e	5 13%	10 16%	15 17%	14 29%	13 24% ^l	3 7%	7 19%	12 22%	8 21%	6 17%	5 28%	15 16%	5 27%	12 14%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
* small base; ** very small base (under 30) ineligible for sig testing

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert

Table 52

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling

Summary table

		The advert included warnings that clearly and transparently described the risks of gambling and the potential for losing money	The advert's warnings about the risks of gambling were strong enough	The advert's warnings about the risks of gambling were clear enough	The advert placed enough emphasis on the risks of gambling and the need to gamble responsibly
Unweighted base		133	133	133	133
Weighted base		136	136	136	136
Completely agree	(7)	6 4%	7 5%	4 3%	3 2%
Strongly agree	(6)	8 6%	9 7%	10 7%	10 7%
Tend to agree	(5)	16 12%	15 11%	35 26%	21 16%
Neither agree nor disagree	(4)	37 27%	27 20%	26 19%	27 20%
Tend to disagree	(3)	29 21%	42 31%	35 26%	39 29%
Strongly disagree	(2)	17 12%	23 17%	16 12%	14 10%
Completely disagree	(1)	17 13%	9 7%	7 5%	18 13%
NET: Top 2 box agree		14 10%	16 11%	14 10%	13 9%
NET: Top 3 box agree		30 22%	30 22%	49 36%	34 25%
NET: Bottom 2 box disagree		34 25%	32 24%	23 17%	32 23%
NET: Bottom 3 box disagree		63 46%	74 55%	58 43%	71 52%

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert

Table 52

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling

Summary table

	The advert included warnings that clearly and transparently described the risks of gambling and the potential for losing money	The advert's warnings about the risks of gambling were strong enough	The advert's warnings about the risks of gambling were clear enough	The advert placed enough emphasis on the risks of gambling and the need to gamble responsibly
Weighted base	136	136	136	136
Don't know/ rather not say	6 5%	4 3%	3 2%	4 3%
Mean	3.50	3.52	3.84	3.47
Standard deviation	1.58	1.51	1.43	1.53
Standard error	0.14	0.13	0.12	0.13

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert
Table 53

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling

The advert included warnings that clearly and transparently described the risks of gambling and the potential for losing money

	Gender			Age							Social Grade		Live football matches			Live cricket matches			
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)	
Unweighted base	133	64	69	48	85	26	22	18	34	33	82	51	34	54	45	8	29	95	
Weighted base	136	72*	64*	57*	79*	30**	27**	27**	24*	28*	82*	54*	38*	53*	45*	9**	28**	98*	
Completely agree	(7)	6 4%	6 8% ^b	- -	6 7%	- -	- -	2 7%	3 13% ^c	1 3%	2 3%	3 6%	4 11%	1 1%	1 2%	- -	1 3%	5 5%	
Strongly agree	(6)	8 6%	5 6%	3 5%	3 6%	5 6%	- -	3 13%	3 11%	2 6%	- -	5 6%	3 6%	3 7%	2 6%	2 5%	- -	2 7%	6 6%
Tend to agree	(5)	16 12%	6 9%	10 16%	10 18%	6 8%	7 22%	4 14%	- -	3 14%	2 9%	8 10%	8 15%	5 13%	4 7%	8 17%	1 12%	5 17%	10 11%
Neither agree nor disagree	(4)	37 27%	19 27%	17 27%	17 30%	19 25%	10 33%	7 27%	7 27%	5 23%	7 24%	22 27%	14 27%	11 29%	15 28%	10 23%	- -	8 29%	28 28%
Tend to disagree	(3)	29 21%	12 16%	17 27%	13 22%	16 20%	7 22%	6 23%	4 14%	6 27%	6 21%	18 22%	10 19%	5 13%	14 26%	10 22%	2 17%	4 15%	23 24%
Strongly disagree	(2)	17 12%	9 12%	8 13%	6 10%	11 14%	6 19%	- -	1 5%	2 9%	8 28% ^c	12 15%	5 9%	6 12%	6 13%	6 33%	3 17%	5 17%	9 9%
Completely disagree	(1)	17 13%	11 15%	7 10%	4 7%	13 17%	1 4%	3 10%	8 29%	1 6%	4 15%	10 12%	7 13%	4 10%	8 16%	5 12%	4 39%	2 6%	12 12%
NET: Top 2 box agree	14 10%	10 14%	3 5%	3 6%	10 13%	- -	3 13%	5 18%	5 19% ⁱ	1 3%	7 9%	7 12%	7 18%	4 7%	3 7%	- -	3 9%	11 11%	
NET: Top 3 box agree	30 22%	17 23%	13 21%	14 24%	16 21%	7 22%	7 27%	5 18%	8 33% ⁱ	3 12%	15 19%	15 27%	11 30%	8 14%	11 24%	1 12%	7 27%	22 22%	
NET: Bottom 2 box disagree	34 25%	19 27%	15 23%	10 17%	25 31%	7 23%	3 10%	9 34%	4 15%	12 43% ^{ch}	22 27%	12 22%	8 22%	15 28%	11 25%	7 72%	6 23%	21 22%	
NET: Bottom 3 box disagree	63 46%	31 43%	32 50%	22 39%	40 51%	14 45%	9 33%	13 48%	10 41%	18 64% ^c	41 50%	22 41%	13 35%	29 54%	21 47%	8 88%	10 37%	44 45%	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Populus

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert

Table 53

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling

The advert included warnings that clearly and transparently described the risks of gambling and the potential for losing money

	Gender		Age							Social Grade			Live football matches			Live cricket matches		
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Weighted base	136	72*	64*	57*	79*	30**	27**	27**	24*	28*	82*	54*	38*	53*	45*	9**	28**	98*
Don't know/ rather not say	6 5%	4 6%	2 3%	4 7%	2 3%	-	4 14%	2 7%	1 3%	-	4 5%	2 5%	2 5%	2 3%	2 5%	-	2 7%	4 4%
Mean	3.50	3.58	3.42	3.65i	3.39	3.50	3.85	3.27	4.03i	2.98	3.38	3.69	3.92	3.23	3.48	2.13	3.71	3.58
Standard deviation	1.58	1.77	1.35	1.30	1.75	1.16	1.46	1.98	1.70	1.44	1.51	1.67	1.76	1.46	1.51	1.33	1.47	1.58
Standard error	0.14	0.23	0.16	0.19	0.19	0.23	0.33	0.48	0.30	0.25	0.17	0.24	0.31	0.20	0.23	0.47	0.28	0.16

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert
Table 54

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling

The advert included warnings that clearly and transparently described the risks of gambling and the potential for losing money

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
		Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	
Unweighted base	133	43	33	57	9	50	74	41	60	86	47	52	44	38	52	40	39	16	92	18	86	
Weighted base	136	46*	33*	56*	10**	52*	74*	39*	62*	87*	49*	53*	42*	39*	53*	39*	37*	17**	93*	19**	85*	
Completely agree	(7)	6 4%	4 9%	1 2%	1 2%	3 6%	2 3%	2 4%	2 3%	4 5%	2 3%	5 9%	-	2 5%	2 3%	4 10%	1 2%	3 15%	2 2%	3 13%	2 2%	
Strongly agree	(6)	8 6%	3 7%	2 7%	2 4%	1 8%	2 4%	5 7%	2 5%	3 4%	6 7%	2 5%	1 2%	2 5%	5 10%	4 10%	3 8%	-	5 6%	1 4%	7 8%	
Tend to agree	(5)	16 12%	6 13%	2 5%	9 15%	1 8%	8 15%	8 11%	6 15%	7 11%	7 8%	10 16%	3 6%	4 11%	7 14%	6 16%	3 9%	2 13%	11 12%	3 18%	10 12%	
Neither agree nor disagree	(4)	37 27%	13 27%	10 31%	14 24%	3 32%	17 32%	17 22%	9 24%	13 21%	17 20%	19 39% ⁱ	16 31%	6 15%	10 26%	9 17%	6 14%	7 20%	3 16%	21 23%	5 26%	20 23%
Tend to disagree	(3)	29 21%	8 18%	8 25%	12 21%	2 20%	9 18%	17 23%	8 21%	15 24%	19 22%	9 19%	10 19%	11 25%	7 18%	15 28%	9 22%	6 16%	2 13%	24 26%	4 22%	17 19%
Strongly disagree	(2)	17 12%	5 12%	4 12%	8 14%	1 14%	8 15%	8 11%	6 15%	11 18%	15 17% ^j	2 4%	6 11%	10 24%	9 22%	5 10%	5 14%	8 22%	7 39%	10 10%	1 7%	10 12%
Completely disagree	(1)	17 13%	4 9%	6 18%	7 12%	2 18%	3 5%	13 17%	6 15%	9 15%	15 18% ^j	2 4%	2 3%	11 27% ^k	2 6%	9 17%	3 9%	8 22%	1 5%	14 15%	2 9%	14 16%
NET: Top 2 box agree		14 10%	7 16%	3 9%	3 6%	1 8%	6 11%	7 10%	3 8%	4 7%	10 11%	4 8%	11 21% ^l	1 2%	4 9%	7 13%	8 21%	4 10%	3 15%	7 8%	3 17%	9 10%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
* small base; ** very small base (under 30) ineligible for sig testing

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert
Table 54

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling

The advert included warnings that clearly and transparently described the risks of gambling and the potential for losing money

	Football highlights shows		Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money			
	Total	Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Weighted base	136	46*	33*	56*	10**	52*	74*	39*	62*	87*	49*	53*	42*	39*	53*	39*	37*	17**	93*	19**	85*
NET: Top 3 box agree	30 22%	13 29%	5 14%	12 21%	2 15%	13 26%	15 21%	9 23%	11 18%	17 19%	14 28%	19 36%l	3 8%	8 21%	14 26%	15 37%	7 19%	5 28%	18 20%	7 35%	19 22%
NET: Bottom 2 box disagree	34 25%	10 21%	10 30%	14 26%	3 32%	10 20%	21 28%	12 30%	20 33%	30 35%j	4 8%	8 14%	21 50%k	11 28%	14 27%	9 23%	16 43%	7 43%	23 25%	3 16%	24 28%
NET: Bottom 3 box disagree	63 46%	18 39%	18 55%	26 47%	5 52%	20 38%	38 51%	20 51%	35 57%	50 57%j	13 27%	18 33%	32 75%k	18 46%	29 55%	18 45%	22 59%	10 57%	47 51%	7 38%	40 47%
Don't know/ rather not say	6 5%	2 4%	-	4 7%	-	2 4%	4 6%	1 2%	2 4%	3 4%	3 6%	-	1 2%	3 8%	1 2%	1 3%	1 2%	-	6 7%	-	6 7%
Mean	3.50	3.84	3.22	3.40	3.20	3.79	3.34	3.38	3.20	3.23	4.00i	4.15l	2.55	3.52	3.42	3.91p	3.05	3.54	3.35	4.02	3.39
Standard deviation	1.58	1.69	1.54	1.48	1.55	1.49	1.63	1.61	1.54	1.68	1.23	1.55	1.31	1.52	1.66	1.81	1.67	1.89	1.53	1.74	1.61
Standard error	0.14	0.26	0.27	0.20	0.52	0.22	0.19	0.25	0.20	0.18	0.19	0.21	0.20	0.25	0.23	0.29	0.27	0.47	0.16	0.41	0.18

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert
Table 55

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling

The advert's warnings about the risks of gambling were strong enough

	Gender			Age							Social Grade		Live football matches			Live cricket matches			
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)	
Unweighted base	133	64	69	48	85	26	22	18	34	33	82	51	34	54	45	8	29	95	
Weighted base	136	72*	64*	57*	79*	30**	27**	27**	24*	28*	82*	54*	38*	53*	45*	9**	28**	98*	
Completely agree	(7)	7 5%	5 7%	2 2%	- -	7 9% _c	- -	2 7%	2 6% _c	3 12% _c	4 5%	3 5%	3 9%	2 3%	2 4%	- -	1 3%	6 6%	
Strongly agree	(6)	9 7%	5 7%	4 6%	1 2%	8 10%	- -	1 4%	3 11%	2 9%	2 9%	5 7%	3 6%	4 11%	3 6%	2 3%	- -	3 10%	6 6%
Tend to agree	(5)	15 11%	7 10%	8 12%	11 19% _d	4 5%	5 15%	6 23%	- -	1 6%	2 9%	8 10%	6 12%	3 9%	4 7%	8 17%	- -	3 12%	11 11%
Neither agree nor disagree	(4)	27 20%	18 25%	9 14%	15 26%	12 15%	10 32%	5 20%	3 11%	6 27%	3 9%	12 15%	15 27%	9 23%	12 22%	6 14%	- -	5 19%	22 22%
Tend to disagree	(3)	42 31%	18 26%	24 37%	18 31%	25 31%	9 31%	8 31%	7 25%	7 28%	11 40%	32 39% _k	10 19%	9 24%	20 38%	13 28%	4 41%	9 31%	29 30%
Strongly disagree	(2)	23 17%	11 15%	12 19%	7 12%	16 20%	5 15%	2 9%	7 27%	4 17%	4 15%	13 16%	9 18%	4 12%	7 13%	11 25%	4 39%	3 11%	16 16%
Completely disagree	(1)	9 7%	5 7%	4 7%	5 8%	5 6%	2 7%	3 10%	3 11%	1 3%	1 3%	5 6%	4 8%	4 10%	4 7%	2 4%	2 19%	3 11%	5 5%
NET: Top 2 box agree	16 11%	10 14%	5 8%	1 2%	14 18% _c	- -	1 4%	5 18%	4 16% _c	6 21% _c	9 11%	6 11%	8 20%	5 9%	3 7%	- -	3 13%	12 12%	
NET: Top 3 box agree	30 22%	17 24%	13 20%	12 21%	18 23%	5 15%	7 27%	5 18%	5 22%	8 30%	18 22%	12 23%	11 29%	8 16%	11 24%	- -	7 24%	23 24%	
NET: Bottom 2 box disagree	32 24%	16 22%	16 26%	12 21%	20 26%	7 22%	5 19%	10 39%	5 20%	5 18%	18 22%	14 26%	8 22%	11 20%	13 29%	5 59%	6 22%	21 21%	
NET: Bottom 3 box disagree	74 55%	34 48%	40 63%	29 51%	45 57%	16 53%	13 49%	17 64%	12 49%	16 58%	50 61%	24 45%	17 46%	31 59%	26 58%	9 100%	15 53%	49 50%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert

Table 55

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling

The advert's warnings about the risks of gambling were strong enough

	Gender		Age							Social Grade		Live football matches			Live cricket matches			
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Weighted base	136	72*	64*	57*	79*	30**	27**	27**	24*	28*	82*	54*	38*	53*	45*	9**	28**	98*
Don't know/ rather not say	4 3%	3 4%	2 3%	1 2%	3 4%	-	1 4%	2 7%	1 3%	1 3%	2 2%	3 5%	1 2%	2 3%	2 4%	-	1 3%	4 4%
Mean	3.52	3.67	3.34	3.41	3.60	3.33	3.50	3.24	3.71	3.84	3.47	3.58	3.80	3.40	3.42	2.22	3.52	3.65
Standard deviation	1.51	1.59	1.40	1.24	1.69	1.14	1.36	1.79	1.53	1.72	1.48	1.57	1.74	1.37	1.45	0.79	1.56	1.50
Standard error	0.13	0.20	0.17	0.18	0.19	0.22	0.30	0.43	0.27	0.30	0.17	0.22	0.30	0.19	0.22	0.28	0.29	0.16

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert
Table 56

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling
The advert's warnings about the risks of gambling were strong enough

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
		Watch at least weekly (a)	Watch rarely (b)	Never watch (c)	Watch at least weekly (d)	Watch rarely (e)	Never watch (f)	0-2 (g)	3+ (h)	Too much (i)	About right/ don't know/ not enough (j)	Top 3 Box agree (k)	Bottom 3 box dis-agree (l)	Top 3 Box agree (m)	Bottom 3 box dis-agree (n)	Top 3 Box agree (o)	Bottom 3 box dis-agree (p)	Top 3 Box agree (q)	Bottom 3 box dis-agree (r)	Top 3 Box agree (s)	Bottom 3 box dis-agree (t)	
Unweighted base	133	43	33	57	9	50	74	41	60	86	47	52	44	38	52	40	39	16	92	18	86	
Weighted base	136	46*	33*	56*	10**	52*	74*	39*	62*	87*	49*	53*	42*	39*	53*	39*	37*	17**	93*	19**	85*	
Completely agree	(7)	7 5%	3 7%	1 2%	3 5%	1 8%	3 5%	3 5%	1 2%	3 6%	1 2%	3 7%	2 5%	4 11% n	-	2 5%	3 8%	3 15%	3 3%	3 13%	3 4%	
Strongly agree	(6)	9 7%	5 11%	2 7%	2 3%	-	4 7%	5 7%	3 7%	4 7%	6 7%	3 6%	2 4%	3 9%	5 9%	6 14%	2 7%	2 10%	5 6%	1 4%	7 9%	
Tend to agree	(5)	15 11%	3 7%	1 2%	10 19% b	-	3 6%	11 15%	5 12%	5 9%	4 4%	11 22% i	7 14% l	-	2 6%	6 11%	8 19% p	-	-	10 11%	2 12%	10 12%
Neither agree nor disagree	(4)	27 20%	8 17%	10 30%	9 16%	2 23%	11 22%	13 18%	9 23%	7 11%	9 10%	18 37% i	15 28% l	3 6%	10 19%	8 20%	5 14%	1 8%	17 18%	2 11%	12 14%	
Tend to disagree	(3)	42 31%	15 32%	11 34%	16 29%	4 43%	17 33%	21 28%	15 38%	16 26%	31 36%	11 22%	15 29%	13 29%	12 31%	14 27%	8 21%	14 38%	7 41%	31 33%	6 33%	27 31%
Strongly disagree	(2)	23 17%	7 16%	4 13%	11 19%	-	12 23%	11 15%	5 13%	16 25%	20 23% j	3 6%	3 6%	16 37% k	6 16%	11 20%	7 18%	6 17%	4 25%	16 17%	1 7%	16 19%
Completely disagree	(1)	9 7%	4 8%	4 11%	2 3%	2 18%	2 4%	6 8%	1 3%	8 13%	9 11% j	-	2 3%	8 18% k	3 9%	5 10%	-	6 15% o	-	6 7%	4 19%	6 7%
NET: Top 2 box agree		16 11%	8 18%	3 9%	4 7%	1 8%	6 12%	8 11%	3 9%	8 12%	12 14%	4 8%	10 19%	4 9%	8 20%	5 9%	7 19%	5 15%	4 25%	9 9%	3 17%	11 12%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert
Table 56

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling
The advert's warnings about the risks of gambling were strong enough

	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling	Gambling advertising on TV seems to be focused at young people like me	In general, gambling companies advertise in a socially responsible way	Gambling advertising on television has encouraged me to take up gambling in the future	Gambling seems to be a good way to make money						
	Total	Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree		
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Weighted base	136	46*	33*	56*	10**	52*	74*	39*	62*	87*	49*	53*	42*	39*	53*	39*	37*	17**	93*	19**	85*
NET: Top 3 box agree	30 22%	12 25%	4 12%	15 26%	1 8%	10 19%	20 26%	8 21%	13 21%	16 18%	14 29%	17 32% _l	4 9%	10 26%	11 20%	15 38% _p	5 15%	4 25%	19 20%	6 30%	21 24%
NET: Bottom 2 box disagree	32 24%	11 25%	8 25%	13 22%	2 18%	14 26%	17 23%	6 16%	24 38% _g	29 33% _j	3 6%	5 10%	23 55% _k	10 25%	16 30%	7 18%	12 33%	4 25%	22 24%	5 26%	22 25%
NET: Bottom 3 box disagree	74 55%	26 56%	19 58%	29 51%	6 62%	31 59%	38 51%	21 54%	40 65%	60 70% _j	14 29%	20 38%	36 84% _k	21 55%	30 57%	15 39%	26 71% _o	11 67%	53 57%	11 59%	48 57%
Don't know/ rather not say	4 3%	1 2%	-	4 6%	1 8%	-	4 5%	1 2%	2 3%	2 2%	3 5%	1 1%	-	2 5%	3 5%	1 2%	-	-	4 5%	-	4 5%
Mean	3.52	3.61	3.29	3.58	3.18	3.47	3.59	3.57	3.20	3.23	4.04 _i	4.06 _l	2.67	3.66	3.29	4.04 _p	3.20	3.74	3.43	3.56	3.49
Standard deviation	1.51	1.68	1.39	1.44	1.63	1.46	1.55	1.29	1.68	1.63	1.08	1.46	1.52	1.79	1.44	1.49	1.70	1.83	1.44	1.95	1.54
Standard error	0.13	0.26	0.24	0.20	0.58	0.21	0.18	0.20	0.22	0.18	0.16	0.20	0.23	0.29	0.21	0.24	0.27	0.46	0.15	0.46	0.17

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
* small base; ** very small base (under 30) ineligible for sig testing

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert
Table 57

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling
The advert's warnings about the risks of gambling were clear enough

	Gender			Age							Social Grade		Live football matches			Live cricket matches			
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)	
Unweighted base	133	64	69	48	85	26	22	18	34	33	82	51	34	54	45	8	29	95	
Weighted base	136	72*	64*	57*	79*	30**	27**	27**	24*	28*	82*	54*	38*	53*	45*	9**	28**	98*	
Completely agree	(7)	4 3%	4 5%	- -	4 5%	- -	- -	- -	3 13% ^c	1 3%	3 4%	1 2%	2 6%	1 1%	1 2%	- -	2 5%	2 2%	
Strongly agree	(6)	10 7%	6 9%	3 5%	3 6%	1 4%	2 9%	5 18%	2 6%	- -	4 5%	6 11%	4 12%	2 4%	3 8%	- -	1 3%	9 9%	
Tend to agree	(5)	35 26%	18 25%	17 26%	18 31%	17 22%	8 26%	10 37%	5 18%	4 18%	8 30%	15 24%	9 28%	15 25%	11 25%	2 21%	6 22%	26 27%	
Neither agree nor disagree	(4)	26 19%	14 20%	12 19%	14 24%	12 15%	10 33%	4 15%	2 9%	5 22%	4 15%	15 18%	11 21%	7 19%	9 19%	- -	5 18%	21 21%	
Tend to disagree	(3)	35 26%	12 17%	23 36% ^a	13 22%	23 29%	7 22%	6 22%	7 25%	7 29%	9 33%	23 28%	12 23%	7 18%	16 31%	12 27%	3 35%	10 37%	22 22%
Strongly disagree	(2)	16 12%	12 17%	4 6%	5 8%	11 14%	4 12%	1 4%	4 13%	3 12%	4 16%	13 15%	3 6%	3 17%	7 15%	4 44%	2 6%	10 10%	
Completely disagree	(1)	7 5%	3 4%	4 7%	4 7%	3 4%	1 4%	3 10%	2 9%	- -	1 3%	4 4%	3 6%	1 3%	5 9%	1 2%	- -	2 8%	5 5%
NET: Top 2 box agree	14 10%	10 14%	3 5%	3 6%	10 13%	1 4%	2 9%	5 18%	5 19% ⁱ	1 3%	7 8%	7 13%	7 18%	3 5%	4 10%	- -	2 8%	11 12%	
NET: Top 3 box agree	49 36%	29 40%	20 32%	21 37%	28 35%	9 29%	12 46%	10 36%	9 37%	9 33%	27 33%	22 41%	16 42%	17 33%	16 35%	2 21%	8 30%	38 38%	
NET: Bottom 2 box disagree	23 17%	15 21%	8 12%	9 15%	14 18%	5 16%	4 14%	6 23%	3 12%	5 19%	16 20%	6 12%	8 20%	8 14%	7 17%	4 44%	4 14%	15 15%	
NET: Bottom 3 box disagree	58 43%	27 38%	31 48%	21 37%	37 47%	11 38%	10 36%	13 48%	10 41%	14 51%	39 48%	19 35%	14 38%	24 45%	20 44%	7 79%	14 51%	36 37%	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Populus

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert
Table 57

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling

The advert's warnings about the risks of gambling were clear enough

	Gender			Age						Social Grade		Live football matches			Live cricket matches			
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Weighted base	136	72*	64*	57*	79*	30**	27**	27**	24*	28*	82*	54*	38*	53*	45*	9**	28**	98*
Don't know/ rather not say	3 2%	2 3%	1 2%	1 2%	2 2%	-	1 4%	2 7%	-	-	1 1%	2 3%	-	2 3%	1 2%	-	-	3 3%
Mean	3.84	3.97	3.69	3.84	3.84	3.75	3.95	3.72	4.15	3.67	3.72	4.03	4.04	3.70	3.84	2.99	3.70	3.95
Standard deviation	1.43	1.54	1.28	1.32	1.51	1.19	1.47	1.66	1.55	1.33	1.43	1.42	1.57	1.38	1.35	1.20	1.47	1.41
Standard error	0.12	0.19	0.15	0.19	0.16	0.23	0.32	0.40	0.27	0.23	0.16	0.20	0.27	0.19	0.20	0.43	0.27	0.15

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert
Table 58

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling
The advert's warnings about the risks of gambling were clear enough

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
		Watch at least weekly (a)	Watch rarely (b)	Never watch (c)	Watch at least weekly (d)	Watch rarely (e)	Never watch (f)	0-2 (g)	3+ (h)	Too much (i)	About right/ don't know/ not enough (j)	Top 3 Box agree (k)	Bottom 3 box dis-agree (l)	Top 3 Box agree (m)	Bottom 3 box dis-agree (n)	Top 3 Box agree (o)	Bottom 3 box dis-agree (p)	Top 3 Box agree (q)	Bottom 3 box dis-agree (r)	Top 3 Box agree (s)	Bottom 3 box dis-agree (t)	
Unweighted base	133	43	33	57	9	50	74	41	60	86	47	52	44	38	52	40	39	16	92	18	86	
Weighted base	136	46*	33*	56*	10**	52*	74*	39*	62*	87*	49*	53*	42*	39*	53*	39*	37*	17**	93*	19**	85*	
Completely agree	(7)	4 3%	2 5%	1 2%	1 8%	1 1%	2 3%	2 4%	1 1%	2 2%	2 5%	3 6%	-	-	2 3%	2 6%	1 2%	1 4%	2 2%	-	2 3%	
Strongly agree	(6)	10 7%	5 11%	1 4%	3 6%	1 8%	3 6%	6 8%	2 5%	4 7%	6 7%	3 7%	8 15%l	1 2%	3 7%	6 12%	6 15%	3 8%	2 11%	5 6%	3 13%	7 9%
Tend to agree	(5)	35 26%	13 27%	7 21%	16 27%	2 19%	16 31%	17 23%	14 36%	13 21%	12 14%	23 47%i	4 8%	7 17%	13 25%	14 37%p	3 9%	1 8%	28 30%	6 29%	23 27%	
Neither agree nor disagree	(4)	26 19%	8 18%	8 25%	9 16%	1 14%	10 19%	15 20%	5 12%	10 15%	17 20%	9 18%	8 14%	7 16%	9 22%	6 11%	2 6%	9 24%o	3 18%	14 16%	2 10%	13 15%
Tend to disagree	(3)	35 26%	10 22%	11 33%	14 25%	2 20%	16 32%	17 23%	9 24%	20 32%	27 31%	8 17%	9 17%	17 39%k	14 36%	14 26%	10 26%	11 30%	4 27%	27 29%	4 23%	21 25%
Strongly disagree	(2)	16 12%	6 14%b	-	9 16%b	3 32%	4 8%	8 11%	5 13%	10 16%	16 18%j	-	5 9%	10 24%	4 11%	8 15%	3 8%	5 15%	5 32%	9 9%	5 24%	9 10%
Completely disagree	(1)	7 5%	1 3%	5 15%c	1 1%	-	1 2%	6 8%	2 6%	3 5%	5 5%	2 5%	1 2%	5 11%	1 3%	4 7%	1 3%	5 13%	-	4 5%	-	7 8%
NET: Top 2 box agree		14 10%	7 16%	2 6%	4 8%	2 15%	4 7%	8 11%	3 9%	5 8%	8 9%	6 12%	11 21%l	1 2%	3 7%	8 15%	8 21%	4 10%	3 15%	7 8%	3 13%	10 11%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
* small base; ** very small base (under 30) ineligible for sig testing

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert
Table 58

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling
The advert's warnings about the risks of gambling were clear enough

	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
	Total	Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Weighted base	136	46*	33*	56*	10**	52*	74*	39*	62*	87*	49*	53*	42*	39*	53*	39*	37*	17**	93*	19**	85*
NET: Top 3 box agree	49 36%	20 43%	9 27%	20 35%	3 34%	20 39%	25 34%	18 45%	18 29%	20 23%	29 59% ⁱ	31 58% ^l	4 10%	9 23%	21 39%	23 58% ^p	7 19%	4 23%	35 38%	8 42%	33 38%
NET: Bottom 2 box disagree	23 17%	8 17%	5 15%	10 18%	3 32%	5 10%	14 19%	7 19%	13 22%	20 24% ^j	2 5%	6 11%	15 35% ^k	5 14%	12 22%	4 10%	10 27%	5 32%	13 14%	5 24%	16 19%
NET: Bottom 3 box disagree	58 43%	18 39%	16 48%	24 43%	5 52%	22 42%	31 42%	17 43%	33 54%	48 55% ^j	10 21%	15 28%	31 74% ^k	19 50%	25 47%	14 36%	21 57%	10 59%	40 43%	9 47%	37 43%
Don't know/ rather not say	3 2%	-	-	3 5%	-	-	3 4%	-	1 2%	2 2%	1 2%	-	-	2 5%	1 2%	-	-	-	3 3%	-	3 3%
Mean	3.84	4.06	3.58	3.81	3.73	3.94	3.78	3.89	3.57	3.49	4.46 ⁱ	4.43 ^l	2.92	3.61	3.80	4.35 ^p	3.33	3.52	3.85	3.84	3.82
Standard deviation	1.43	1.50	1.46	1.34	1.70	1.24	1.53	1.50	1.39	1.39	1.28	1.43	1.16	1.21	1.59	1.50	1.49	1.54	1.38	1.45	1.52
Standard error	0.12	0.23	0.25	0.18	0.57	0.17	0.18	0.23	0.18	0.15	0.19	0.20	0.18	0.20	0.22	0.24	0.24	0.39	0.15	0.34	0.17

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert
Table 59

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling

The advert placed enough emphasis on the risks of gambling and the need to gamble responsibly

	Gender			Age							Social Grade		Live football matches			Live cricket matches			
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)	
Unweighted base	133	64	69	48	85	26	22	18	34	33	82	51	34	54	45	8	29	95	
Weighted base	136	72*	64*	57*	79*	30**	27**	27**	24*	28*	82*	54*	38*	53*	45*	9**	28**	98*	
Completely agree	(7)	3 2%	3 4%	- -	3 4%	- -	- -	- -	2 9% ^c	1 3%	2 3%	1 2%	2 4%	1 1%	1 2%	- -	1 3%	2 2%	
Strongly agree	(6)	10 7%	6 9%	3 5%	5 8%	1 4%	3 13%	4 13%	2 6%	- -	4 4%	6 11%	4 12%	2 3%	3 8%	- -	2 7%	8 8%	
Tend to agree	(5)	21 16%	7 10%	14 22%	14 24% ^d	7 9%	8 26%	6 23%	1 5%	3 11%	8 12%	13 24% ^j	4 11%	7 13%	10 23%	1 7%	2 7%	18 19%	
Neither agree nor disagree	(4)	27 20%	17 23%	10 16%	13 22%	14 18%	6 20%	6 24%	3 11%	6 26%	5 18%	15 19%	12 22%	10 26%	12 23%	5 11%	1 10%	7 25%	19 20%
Tend to disagree	(3)	39 29%	17 23%	22 35%	13 23%	26 33%	8 27%	5 18%	9 35%	8 32%	9 33%	28 34%	11 20%	10 25%	15 29%	14 32%	3 36%	9 32%	26 27%
Strongly disagree	(2)	14 10%	12 16% ^b	2 4%	5 9%	9 11%	4 12%	1 5%	2 7%	4 15%	4 13%	11 13%	3 6%	5 8%	6 9%	- -	3 11%	11 11%	
Completely disagree	(1)	18 13%	8 11%	10 15%	6 10%	12 15% ^h	2 7%	4 14%	6 23%	- -	6 21% ^h	11 14%	6 12%	6 15%	8 15%	4 9%	4 47%	4 15%	9 9%
NET: Top 2 box agree		13 9%	10 13%	3 5%	5 8%	8 11%	1 4%	3 13%	4 13%	4 16%	1 3%	6 7%	7 13%	6 16%	3 5%	4 10%	- -	3 9%	10 10%
NET: Top 3 box agree		34 25%	17 23%	17 27%	18 32%	15 20%	9 29%	10 36%	5 18%	6 27%	4 15%	14 17%	20 37% ^j	10 26%	9 18%	15 32%	1 7%	5 16%	29 29%
NET: Bottom 2 box disagree		32 23%	20 28%	12 19%	11 19%	21 26%	6 19%	5 19%	8 29%	4 15%	9 34%	23 27%	9 17%	9 23%	10 25%	4 23%	7 27%	20 20%	
NET: Bottom 3 box disagree		71 52%	37 51%	34 54%	24 42%	47 60%	14 47%	10 37%	17 64%	11 47%	19 67% ^c	51 62% ^k	20 38%	18 48%	28 53%	24 55%	8 83%	16 59%	46 47%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert

Table 59

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling

The advert placed enough emphasis on the risks of gambling and the need to gamble responsibly

	Gender		Age							Social Grade			Live football matches			Live cricket matches		
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Weighted base	136	72*	64*	57*	79*	30**	27**	27**	24*	28*	82*	54*	38*	53*	45*	9**	28**	98*
Don't know/ rather not say	4 3%	2 3%	2 3%	2 4%	2 2%	1 4%	1 4%	2 7%	- -	- -	2 3%	2 3%	- -	3 5%	1 2%	- -	- -	4 4%
Mean	3.47	3.50	3.43	3.67i	3.32	3.58	3.78	3.09	3.90i	3.01	3.22	3.85j	3.59	3.27	3.58	2.29	3.27	3.64
Standard deviation	1.53	1.62	1.43	1.44	1.58	1.32	1.59	1.66	1.49	1.49	1.46	1.56	1.66	1.44	1.52	1.41	1.51	1.50
Standard error	0.13	0.20	0.18	0.21	0.17	0.26	0.35	0.40	0.26	0.26	0.16	0.22	0.29	0.20	0.23	0.50	0.28	0.16

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert
Table 60

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling

The advert placed enough emphasis on the risks of gambling and the need to gamble responsibly

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling	Gambling advertising on TV seems to be focused at young people like me	In general, gambling companies advertise in a socially responsible way	Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money					
		Watch at least weekly (a)	Watch rarely (b)	Never watch (c)	Watch at least weekly (d)	Watch rarely (e)	Never watch (f)	0-2 (g)	3+ (h)	Too much (i)	About right/ don't know/ not enough (j)	Top 3 Box agree (k)	Bottom 3 box dis-agree (l)	Top 3 Box agree (m)	Bottom 3 box dis-agree (n)	Top 3 Box agree (o)	Bottom 3 box dis-agree (p)	Top 3 Box agree (q)	Bottom 3 box dis-agree (r)	Top 3 Box agree (s)	Bottom 3 box dis-agree (t)	
		Unweighted base	133	43	33	57	9	50	74	41	60	86	47	52	44	38	52	40	39	16	92	18
Weighted base	136	46*	33*	56*	10**	52*	74*	39*	62*	87*	49*	53*	42*	39*	53*	39*	37*	17**	93*	19**	85*	
Completely agree	(7)	3 2%	2 3%	1 2%	1 2%	- 1%	1 3%	2 4%	- -	2 2%	2 3%	2 4%	- -	- -	1 1%	2 4%	1 2%	1 4%	2 2%	- -	2 2%	
Strongly agree	(6)	10 7%	5 11%	1 3%	3 6%	1 8%	3 6%	6 8%	3 7%	4 7%	8 9%	2 4%	8 15%l	1 2%	4 9%	5 9%	6 15%	3 8%	2 11%	5 5%	3 13%	7 8%
Tend to agree	(5)	21 16%	6 12%	2 7%	13 23%	1 7%	7 13%	14 19%	9 23%	6 10%	5 6%	16 32%i	2 4%	2 5%	12 24% <i>m</i>	10 25% <i>p</i>	2 5%	- -	17 18%	2 12%	16 19%	
Neither agree nor disagree	(4)	27 20%	9 20%	11 34% <i>c</i>	6 11%	1 9%	15 29%	11 15%	6 16%	12 19%	13 15%	14 28%	10 19%	5 12%	8 20%	8 15%	7 18%	5 15%	3 17%	17 18%	2 9%	11 13%
Tend to disagree	(3)	39 29%	13 29%	10 29%	16 29%	4 44%	15 29%	20 27%	10 24%	19 30%	28 33%	11 22%	17 32%	14 32%	11 29%	13 25%	7 18%	14 40% <i>o</i>	6 37%	27 29%	9 47%	24 28%
Strongly disagree	(2)	14 10%	5 11%	3 8%	6 11%	1 14%	6 12%	7 9%	5 12%	8 12%	13 14%	2 3%	3 6%	8 20%	6 16%	5 9%	5 12%	4 10%	3 16%	11 11%	1 4%	10 12%
Completely disagree	(1)	18 13%	6 13%	6 17%	6 11%	2 18%	5 10%	11 15%	5 14%	12 19%	15 18% <i>j</i>	2 5%	3 6%	12 27% <i>k</i>	7 16%	7 12%	3 7%	8 21%	2 15%	12 13%	3 13%	13 15%
NET: Top 2 box agree		13 9%	7 14%	2 5%	4 8%	1 8%	4 7%	8 11%	4 11%	4 7%	9 10%	4 8%	10 19% <i>l</i>	1 2%	4 9%	6 11%	7 18%	4 10%	3 15%	6 7%	3 13%	9 10%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
* small base; ** very small base (under 30) ineligible for sig testing

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing PaddyPower advert
Table 60

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling

The advert placed enough emphasis on the risks of gambling and the need to gamble responsibly

	Football highlights shows						Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money	
	Total	Watch at least weekly		Never watch (c)	Watch at least weekly		Never watch (f)	0-2 (g)	3+ (h)	Too much (i)	About right/ don't know/ not enough (j)	Top 3 Box agree (k)	Bottom 3 box dis-agree (l)	Top 3 Box agree (m)	Bottom 3 box dis-agree (n)	Top 3 Box agree (o)	Bottom 3 box dis-agree (p)	Top 3 Box agree (q)	Bottom 3 box dis-agree (r)	Top 3 Box agree (s)	Bottom 3 box dis-agree (t)		
		(a)	Watch rarely (b)		Watch rarely (d)	Watch rarely (e)																	
Weighted base	136	46*	33*	56*	10**	52*	74*	39*	62*	87*	49*	53*	42*	39*	53*	39*	37*	17**	93*	19**	85*		
NET: Top 3 box agree	34 25%	12 27%	4 12%	17 31%	1 14%	10 20%	22 30%	13 34%	11 18%	14 16%	20 40% ⁱ	20 37% ^l	2 6%	5 14%	18 34% ^m	17 44% ^p	5 15%	3 15%	23 25%	5 26%	25 29%		
NET: Bottom 2 box disagree	32 23%	11 24%	8 25%	13 22%	3 32%	11 22%	17 23%	10 26%	19 31%	28 32% ^j	4 8%	6 12%	20 47% ^k	13 33%	11 22%	8 20%	11 31%	5 30%	22 24%	3 17%	23 27%		
NET: Bottom 3 box disagree	71 52%	24 53%	18 54%	29 51%	7 76%	26 51%	37 50%	20 50%	38 62%	56 65% ^j	15 30%	23 44%	34 79% ^k	24 62%	25 46%	15 38%	26 71% ^o	11 68%	49 53%	12 65%	47 55%		
Don't know/ rather not say	4 3%	-	-	4 7%	-	-	4 5%	-	1 2%	3 3%	1 2%	-	1 3%	2 5%	2 4%	-	-	-	4 4%	-	3 3%		
Mean	3.47	3.55	3.25	3.53	2.95	3.46	3.54	3.59	3.12	3.11	4.09 ⁱ	3.99 ^l	2.51	3.09	3.65	4.01 ^p	3.04	3.22	3.41	3.44	3.42		
Standard deviation	1.53	1.61	1.42	1.53	1.46	1.37	1.65	1.65	1.48	1.55	1.28	1.51	1.25	1.48	1.58	1.61	1.54	1.65	1.49	1.52	1.60		
Standard error	0.13	0.25	0.25	0.21	0.49	0.19	0.20	0.26	0.19	0.17	0.19	0.21	0.19	0.24	0.22	0.25	0.25	0.41	0.16	0.36	0.17		

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert

Table 61

Q10. Please indicate whether or not you think each of the following statements applied to the advert that you have just been shown.**Base: All respondents seeing advert****Summary table**

		I have seen this advert before taking part in this survey	The advert included warnings about the risks of gambling and/or the need to gamble responsibly	The advert makes me more likely to gamble in future	The advert makes gambling look fun	The advert makes gambling look like a good way to make money
Unweighted base		512	512	512	512	512
Weighted base		514	514	514	514	514
NET: Does apply		241 47%	276 54%	78 15%	329 64%	259 50%
Definitely does apply	(4)	140 27%	85 17%	12 2%	93 18%	55 11%
Probably does apply	(3)	100 19%	191 37%	66 13%	236 46%	203 40%
Probably does not apply	(2)	33 6%	114 22%	120 23%	86 17%	110 21%
Definitely does not apply	(1)	200 39%	98 19%	284 55%	76 15%	110 21%
NET: Does not apply		232 45%	212 41%	404 78%	162 31%	220 43%
Don't know/ rather not say		41 8%	26 5%	33 6%	23 5%	35 7%
Mean		2.38	2.54	1.60	2.70	2.43
Standard deviation		1.30	1.00	0.82	0.95	0.97
Standard error		0.06	0.05	0.04	0.04	0.04

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert

Table 62

Q10. Please indicate whether or not you think each of the following statements applied to the advert that you have just been shown.**Base: All respondents seeing advert****I have seen this advert before taking part in this survey**

	Gender			Age							Social Grade		Live football matches			Live cricket matches		
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	512	242	270	169	343	84	85	70	148	125	341	171	118	205	183	19	131	355
Weighted base	514	270	244	201	313	101*	100*	104*	104	105	336	178	129	204	176	21**	130	355
NET: Does apply	241 47%	143 53%b	98 40%	87 43%	154 49%	43 42%	44 44%	55 52%	51 49%	48 46%	164 49%	76 43%	92 71%mn	100 49%n	47 27%	13 63%	82 63%q	141 40%
Definitely does apply (4)	140 27%	87 32%b	53 22%	36 18%	104 33%cef	22 21%	15 15%	39 37%cef	33 32%cf	32 30%cf	99 30%	41 23%	56 44%mn	60 30%n	24 14%	6 30%	50 39%q	82 23%
Probably does apply (3)	100 19%	56 21%	44 18%	50 25%di	50 16%	21 21%	29 29%dghi	16 15%	18 18%	16 15%	65 19%	35 20%	36 28%n	40 20%	24 13%	7 33%	32 24%	59 17%
Probably does not apply (2)	33 6%	22 8%	11 5%	15 8%	18 6%	8 8%	7 7%	10 9%	5 5%	2 2%	22 7%	11 6%	8 6%	16 8%	6 4%	3 15%	9 7%	19 5%
Definitely does not apply (1)	200 39%	84 31%	115 47%a	78 39%	122 39%	44 44%	33 33%	33 31%	42 41%	47 45%	128 38%	71 40%	17 13%	74 36%l	107 61%lm	2 11%	32 25%	165 46%p
NET: Does not apply	232 45%	106 39%	127 52%a	93 46%	140 45%	52 52%	41 41%	42 41%	48 46%	50 47%	150 45%	82 46%	26 20%	90 44%l	113 64%lm	5 26%	41 31%	183 52%p
Don't know/ rather not say	41 8%	22 8%	20 8%	22 11%	20 6%	6 6%	16 16%deh	7 7%	5 5%	8 7%	21 6%	20 11%	11 9%	14 7%	15 9%	2 11%	7 6%	31 9%
Mean	2.38	2.59b	2.16	2.25	2.46	2.21	2.30	2.63c	2.43	2.33	2.43	2.29	3.11mn	2.46n	1.78	2.93	2.82q	2.18
Standard deviation	1.30	1.28	1.28	1.21	1.34	1.25	1.17	1.31	1.34	1.36	1.30	1.28	1.07	1.29	1.17	1.02	1.23	1.29
Standard error	0.06	0.09	0.08	0.10	0.07	0.14	0.14	0.16	0.11	0.13	0.07	0.10	0.10	0.09	0.09	0.25	0.11	0.07

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert
Table 63

Q10. Please indicate whether or not you think each of the following statements applied to the advert that you have just been shown.

Base: All respondents seeing advert

I have seen this advert before taking part in this survey

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling	Gambling advertising on TV seems to be focused at young people like me	In general, gambling companies advertise in a socially responsible way	Gambling advertising on television has encouraged me to take up gambling in the future	Gambling seems to be a good way to make money					
		Watch at least weekly (a)	Watch rarely (b)	Never watch (c)	Watch at least weekly (d)	Watch rarely (e)	Never watch (f)	0-2 (g)	3+ (h)	Too much (i)	About right/ don't know/ not enough (j)	Top 3 Box agree (k)	Bottom 3 box dis-agree (l)	Top 3 Box agree (m)	Bottom 3 box dis-agree (n)	Top 3 Box agree (o)	Bottom 3 box dis-agree (p)	Top 3 Box agree (q)	Bottom 3 box dis-agree (r)	Top 3 Box agree (s)	Bottom 3 box dis-agree (t)
		Unweighted base	512	135	147	225	28	192	286	176	229	340	172	137	257	150	181	121	198	50	393
Weighted base	514	148	149	213	31**	197	280	175	223	333	181	136	248	149	181	119	191	49*	392	71*	373
NET: Does apply	241 47%	101 68%bc	80 53%c	59 28%	23 75%	118 60%f	97 35%	60 34%	138 62%g	180 54%j	60 33%	70 51%	118 47%	86 58%	84 47%	66 56%	101 53%	33 68%r	170 43%	37 52%	182 49%
Definitely does apply	(4) 140 27%	62 42%c	48 32%c	31 14%	13 43%	71 36%f	54 19%	28 16%	98 44%g	110 33%j	30 17%	42 31%	73 29%	52 35%	50 27%	42 36%	65 34%	22 46%r	99 25%	19 28%	106 28%
Probably does apply	(3) 100 19%	38 26%c	32 22%c	28 13%	10 32%	47 24%f	43 15%	33 19%	41 18%	70 21%	30 17%	28 20%	44 18%	34 23%	35 19%	24 20%	36 19%	11 22%	71 18%	17 25%	76 20%
Probably does not apply	(2) 33 6%	9 6%	11 7%	11 5%	1 4%	15 7%	15 5%	8 5%	12 6%	22 7%	11 6%	11 8%	15 6%	10 7%	11 6%	6 5%	10 5%	1 3%	29 7%	8 11%	21 6%
Definitely does not apply	(1) 200 39%	24 16%	50 34%a	125 59%ab	4 14%	48 24%	146 52%e	93 53%h	59 27%	104 31%	96 53%i	50 37%	94 38%	42 28%	81 45%m	42 36%	59 31%	12 25%	162 41%q	24 34%	143 38%
NET: Does not apply	232 45%	33 23%	61 41%a	135 64%ab	6 19%	63 32%	161 57%e	100 57%h	72 32%	126 38%	106 59%i	61 45%	109 44%	51 35%	91 51%m	49 41%	69 36%	14 28%	191 49%q	32 45%	164 44%
Don't know/ rather not say	41 8%	14 9%	9 6%	18 9%	2 7%	16 8%	22 8%	14 8%	13 6%	27 8%	14 8%	5 4%	21 9%	11 8%	5 3%	4 3%	21 11%o	2 3%	31 8%	2 3%	27 7%
Mean	2.38	3.03bc	2.55c	1.82	3.11	2.78f	2.02	1.97	2.84g	2.61j	1.97	2.47	2.43	2.70n	2.30	2.58	2.63	2.92r	2.30	2.47	2.42
Standard deviation	1.30	1.12	1.29	1.18	1.07	1.22	1.26	1.21	1.28	1.28	1.22	1.29	1.31	1.26	1.30	1.32	1.30	1.26	1.29	1.24	1.30
Standard error	0.06	0.10	0.11	0.08	0.21	0.09	0.08	0.10	0.09	0.07	0.10	0.11	0.09	0.11	0.10	0.12	0.10	0.18	0.07	0.16	0.07

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert

Table 64

Q10. Please indicate whether or not you think each of the following statements applied to the advert that you have just been shown.**Base: All respondents seeing advert****The advert included warnings about the risks of gambling and/or the need to gamble responsibly**

	Gender			Age							Social Grade		Live football matches			Live cricket matches		
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	512	242	270	169	343	84	85	70	148	125	341	171	118	205	183	19	131	355
Weighted base	514	270	244	201	313	101*	100*	104*	104	105	336	178	129	204	176	21**	130	355
NET: Does apply	276 54%	147 54%	129 53%	111 55%	165 53%	51 50%	61 60%i	54 51%	63 61%i	48 46%	183 54%	93 52%	76 59%	103 50%	97 55%	13 64%	76 58%	187 53%
Definitely does apply (4)	85 17%	56 21%b	30 12%	32 16%	54 17%	15 15%	17 17%	20 19%	18 17%	16 15%	59 18%	27 15%	21 16%	35 17%	29 16%	6 31%	26 20%	53 15%
Probably does apply (3)	191 37%	91 34%	99 41%	80 40%	111 35%	36 36%	44 43%	34 32%	45 43%i	33 31%	124 37%	67 38%	55 42%	67 33%	68 39%	7 33%	50 38%	134 38%
Probably does not apply (2)	114 22%	62 23%	52 21%	46 23%	68 22%	23 23%	23 23%	24 23%	19 18%	25 24%	73 22%	41 23%	30 23%	44 22%	37 21%	2 11%	30 23%	77 22%
Definitely does not apply (1)	98 19%	47 17%	51 21%	28 14%	70 22%cf	18 18%	11 11%	24 23%f	19 18%	28 26%cf	65 19%	33 18%	18 14%	47 23%	34 19%	4 19%	21 16%	72 20%
NET: Does not apply	212 41%	109 40%	103 42%	74 37%	138 44%	40 40%	34 34%	48 46%	37 36%	53 50%cfh	139 41%	74 41%	47 37%	91 45%	71 40%	6 30%	51 39%	149 42%
Don't know/ rather not say	26 5%	14 5%	12 5%	15 8%d	11 3%	10 10%d	6 6%	3 3%	3 3%	4 4%	15 4%	11 6%	6 4%	10 5%	8 5%	1 6%	3 3%	20 6%
Mean	2.54	2.61	2.46	2.62i	2.49	2.52	2.71i	2.49	2.62i	2.36	2.55	2.52	2.64	2.47	2.54	2.81	2.64	2.50
Standard deviation	1.00	1.02	0.97	0.94	1.03	0.98	0.90	1.06	0.99	1.05	1.01	0.98	0.93	1.05	1.00	1.13	0.99	1.00
Standard error	0.05	0.07	0.06	0.08	0.06	0.11	0.10	0.13	0.08	0.10	0.06	0.08	0.09	0.08	0.08	0.27	0.09	0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert
Table 65

Q10. Please indicate whether or not you think each of the following statements applied to the advert that you have just been shown.

Base: All respondents seeing advert

The advert included warnings about the risks of gambling and/or the need to gamble responsibly

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling	Gambling advertising on TV seems to be focused at young people like me	In general, gambling companies advertise in a socially responsible way	Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money					
		Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree			
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	
Unweighted base	512	135	147	225	28	192	286	176	229	340	172	137	257	150	181	121	198	50	393	64	381	
Weighted base	514	148	149	213	31**	197	280	175	223	333	181	136	248	149	181	119	191	49*	392	71*	373	
NET: Does apply	276	87	79	110	18	101	156	95	127	182	94	99	105	77	102	74	86	36	203	48	185	
	54%	59%	53%	52%	59%	51%	56%	54%	57%	55%	52%	73% ^l	42%	52%	56%	63% ^p	45%	73% ^r	52%	68% ^t	49%	
Definitely does apply	(4)	85	29	21	36	6	36	43	22	50	49	36	38	26	22	38	36	22	13	65	20	53
		17%	19%	14%	17%	19%	18%	15%	13%	23% ^g	15%	20%	28% ^l	11%	15%	21%	30% ^p	12%	27%	17%	28% ^t	14%
Probably does apply	(3)	191	59	58	74	13	65	114	73	76	133	58	61	79	55	64	39	64	22	138	28	131
		37%	40%	39%	35%	40%	33%	41%	41%	34%	40%	32%	45% ^l	32%	37%	35%	33%	34%	46%	35%	40%	35%
Probably does not apply	(2)	114	33	34	43	9	47	54	37	47	73	41	22	60	34	36	27	48	7	91	13	90
		22%	22%	23%	20%	28%	24%	19%	21%	21%	22%	23%	16%	24%	23%	20%	22%	25%	14%	23%	18%	24%
Definitely does not apply	(1)	98	23	28	48	2	42	54	40	39	66	33	12	76	35	38	14	48	4	80	7	81
		19%	15%	19%	22%	6%	22%	19%	23%	17%	20%	18%	9%	31% ^k	23%	21%	12%	25% ^o	8%	20% ^q	9%	22% ^s
NET: Does not apply		212	56	63	91	10	90	108	77	86	138	74	34	136	69	74	40	97	11	171	19	171
		41%	38%	42%	43%	34%	46%	39%	44%	39%	41%	41%	25%	55% ^k	46%	41%	34%	51% ^o	23%	44% ^q	27%	46% ^s
Don't know/ rather not say		26	5	7	12	2	7	16	4	10	13	13	3	6	3	6	4	8	2	18	3	18
		5%	3%	5%	6%	7%	3%	6%	2%	5%	4%	7%	2%	3%	2%	3%	3%	4%	4%	5%	5%	5%
Mean	2.54	2.65	2.51	2.49	2.78	2.50	2.55	2.45	2.65	2.52	2.58	2.94 ^l	2.23	2.44	2.58	2.84 ^p	2.33	2.96 ^r	2.50	2.91 ^t	2.44	
Standard deviation	1.00	0.97	0.98	1.04	0.85	1.04	0.99	0.99	1.04	0.99	1.03	0.90	1.01	1.02	1.05	1.00	1.00	0.89	1.01	0.94	1.00	
Standard error	0.05	0.09	0.08	0.07	0.17	0.08	0.06	0.08	0.07	0.05	0.08	0.08	0.06	0.08	0.08	0.09	0.07	0.13	0.05	0.12	0.05	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Populus

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert

Table 66

Q10. Please indicate whether or not you think each of the following statements applied to the advert that you have just been shown.**Base: All respondents seeing advert****The advert makes me more likely to gamble in future**

	Gender			Age							Social Grade		Live football matches			Live cricket matches		
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	512	242	270	169	343	84	85	70	148	125	341	171	118	205	183	19	131	355
Weighted base	514	270	244	201	313	101*	100*	104*	104	105	336	178	129	204	176	21**	130	355
NET: Does apply	78 15%	62 23%b	16 7%	29 14%	50 16%	15 15%	13 13%	18 17%	18 18%	14 13%	53 16%	26 14%	34 26%mn	29 14%	15 8%	7 31%	29 22%q	40 11%
Definitely does apply (4)	12 2%	8 3%	4 2%	3 2%	9 3%	2 2%	1 1%	3 3%	2 1%	4 4%	8 2%	5 3%	6 5%	4 2%	2 1%	3 15%	2 2%	6 2%
Probably does apply (3)	66 13%	54 20%b	12 5%	25 12%	41 13%	13 13%	12 12%	15 14%	17 16%	9 9%	45 13%	21 12%	28 22%mn	24 12%	12 7%	3 16%	27 21%q	34 10%
Probably does not apply (2)	120 23%	63 23%	57 23%	54 27%	66 21%	27 27%	27 26%	18 17%	24 23%	24 23%	79 24%	40 23%	29 23%	57 28%n	33 19%	1 6%	37 28%	81 23%
Definitely does not apply (1)	284 55%	128 47%	156 64%a	100 50%	184 59%	47 47%	53 53%	62 60%	57 55%	65 62%ce	186 55%	98 55%	58 45%	102 50%	120 68%lm	11 51%	57 44%	212 60%p
NET: Does not apply	404 78%	191 71%	213 87%a	154 77%	250 80%	74 74%	79 79%	80 77%	81 78%	89 84%	266 79%	138 77%	87 68%	159 78%	153 87%lm	12 57%	94 72%	293 82%p
Don't know/ rather not say	33 6%	17 6%	16 6%	18 9%di	14 5%	11 11%di	8 8%	7 6%	5 5%	2 2%	18 5%	15 8%	8 6%	16 8%	9 5%	2 11%	7 6%	23 6%
Mean	1.60	1.77b	1.41	1.63	1.58	1.68	1.58	1.57	1.63	1.55	1.60	1.59	1.85mn	1.63n	1.38	1.95	1.79q	1.50
Standard deviation	0.82	0.90	0.67	0.79	0.84	0.82	0.76	0.86	0.82	0.83	0.82	0.82	0.94	0.80	0.68	1.23	0.84	0.75
Standard error	0.04	0.06	0.04	0.06	0.05	0.10	0.09	0.11	0.07	0.08	0.05	0.07	0.09	0.06	0.05	0.30	0.08	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert
Table 67

Q10. Please indicate whether or not you think each of the following statements applied to the advert that you have just been shown.

Base: All respondents seeing advert

The advert makes me more likely to gamble in future

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling	Gambling advertising on TV seems to be focused at young people like me	In general, gambling companies advertise in a socially responsible way	Gambling advertising on television has encouraged me to take up gambling in the future	Gambling seems to be a good way to make money					
		Watch at least weekly (a)	Watch rarely (b)	Never watch (c)	Watch at least weekly (d)	Watch rarely (e)	Never watch (f)	0-2 (g)	3+ (h)	Too much (i)	About right/ don't know/ not enough (j)	Top 3 Box agree (k)	Bottom 3 box dis-agree (l)	Top 3 Box agree (m)	Bottom 3 box dis-agree (n)	Top 3 Box agree (o)	Bottom 3 box dis-agree (p)	Top 3 Box agree (q)	Bottom 3 box dis-agree (r)	Top 3 Box agree (s)	Bottom 3 box dis-agree (t)
		Unweighted base	512	135	147	225	28	192	286	176	229	340	172	137	257	150	181	121	198	50	393
Weighted base	514	148	149	213	31**	197	280	175	223	333	181	136	248	149	181	119	191	49*	392	71*	373
NET: Does apply	78 15%	38 26%bc	21 14%	18 8%	11 36%	39 20%f	26 9%	23 13%	44 20%	53 16%	25 14%	31 23%l	32 13%	37 25%n	24 13%	35 30%p	23 12%	29 60%r	32 8%	26 36%t	42 11%
Definitely does apply	(4) 12 2%	8 6%bc	1 1%	3 1%	2 8%	5 2%	4 1%	2 1%	8 4%	8 2%	5 3%	8 6%l	2 1%	7 5%	4 2%	9 8%p	2 1%	8 17%r	3 1%	6 9%t	3 1%
Probably does apply	(3) 66 13%	30 20%c	20 14%c	15 7%	9 28%	34 17%f	22 8%	21 12%	36 16%	46 14%	20 11%	23 17%	30 12%	30 20%n	20 11%	26 22%p	21 11%	21 43%r	29 7%	19 27%t	39 11%
Probably does not apply	(2) 120 23%	39 27%	42 28%c	38 18%	3 11%	48 24%	68 24%	40 23%	52 23%	80 24%	40 22%	38 28%	50 20%	37 25%	46 25%	33 28%	35 18%	10 20%	89 23%	19 27%	75 20%
Definitely does not apply	(1) 284 55%	60 41%	75 51%	145 68%ab	15 49%	97 49%	170 61%e	105 60%	114 51%	181 54%	103 57%	61 45%	156 63%k	67 45%	98 54%	46 39%	125 65%o	7 13%	255 65%q	18 26%	239 64%s
NET: Does not apply	404 78%	100 67%	117 79%a	183 86%a	19 60%	145 74%	238 85%e	144 82%	165 74%	260 78%	143 79%	99 73%	206 83%k	104 70%	143 79%	79 66%	159 83%o	16 33%	344 88%q	37 53%	314 84%s
Don't know/ rather not say	33 6%	10 7%	10 7%	12 6%	1 4%	13 7%	17 6%	8 5%	14 6%	20 6%	13 7%	6 4%	11 4%	8 5%	14 7%	5 4%	9 5%	3 6%	16 4%	8 11%t	17 5%
Mean	1.60	1.90bc	1.62c	1.38	1.94	1.71f	1.46	1.53	1.71g	1.62	1.57	1.83l	1.48	1.83n	1.58	1.98p	1.45	2.69r	1.41	2.22t	1.46
Standard deviation	0.82	0.95	0.76	0.69	1.08	0.85	0.71	0.76	0.89	0.82	0.82	0.93	0.74	0.93	0.79	0.98	0.74	0.94	0.66	0.98	0.72
Standard error	0.04	0.08	0.07	0.05	0.21	0.06	0.04	0.06	0.06	0.05	0.06	0.08	0.05	0.08	0.06	0.09	0.05	0.14	0.03	0.13	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Populus

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert
Table 68

Q10. Please indicate whether or not you think each of the following statements applied to the advert that you have just been shown.

Base: All respondents seeing advert

The advert makes gambling look fun

	Gender			Age							Social Grade		Live football matches			Live cricket matches		
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	512	242	270	169	343	84	85	70	148	125	341	171	118	205	183	19	131	355
Weighted base	514	270	244	201	313	101*	100*	104*	104	105	336	178	129	204	176	21**	130	355
NET: Does apply	329 64%	194 72%b	136 56%	111 55%	218 70%cef	54 53%	57 57%	72 69%ce	73 70%cef	73 70%ce	238 71%k	91 51%	98 76%n	143 70%n	88 50%	14 67%	97 75%q	216 61%
Definitely does apply	(4) 93 18%	59 22%b	34 14%	14 7%	79 25%cef	9 8%	6 6%	25 24%cef	26 25%cef	28 26%cef	74 22%k	19 10%	23 18%	46 23%n	23 13%	3 15%	21 16%	66 19%
Probably does apply	(3) 236 46%	135 50%	102 42%	97 48%	140 45%	45 45%	52 52%	47 45%	47 45%	46 43%	164 49%	72 41%	75 58%n	97 48%n	64 36%	11 52%	75 58%q	149 42%
Probably does not apply	(2) 86 17%	31 11%	55 23%a	38 19%	48 15%	21 21%	16 16%	14 14%	17 17%	17 16%	50 15%	36 20%	17 13%	32 16%	34 19%	2 9%	22 17%	59 17%
Definitely does not apply	(1) 76 15%	34 12%	42 17%	34 17%	42 13%	17 17%	17 17%	15 15%	14 13%	12 12%	39 12%	37 21%j	9 7%	23 11%	43 25%lm	4 18%	8 6%	62 17%p
NET: Does not apply	162 31%	64 24%	98 40%a	72 36%	90 29%	38 38%	34 33%	30 28%	31 30%	29 28%	89 26%	73 41%j	26 20%	55 27%	77 44%lm	6 27%	30 23%	121 34%p
Don't know/ rather not say	23 5%	13 5%	11 4%	18 9%dhi	5 2%	9 8%dh	10 10%dhi	2 2%	-	3 2%	9 3%	14 8%j	5 4%	6 3%	12 7%	1 6%	3 3%	19 5%
Mean	2.70	2.85b	2.54	2.50	2.83cef	2.49	2.50	2.81ce	2.82cef	2.86cef	2.84k	2.44	2.91n	2.84n	2.41	2.68	2.87q	2.65
Standard deviation	0.95	0.92	0.95	0.89	0.96	0.91	0.87	0.98	0.96	0.95	0.91	0.97	0.78	0.91	1.03	0.99	0.76	1.00
Standard error	0.04	0.06	0.06	0.07	0.05	0.10	0.10	0.12	0.08	0.09	0.05	0.08	0.07	0.06	0.08	0.23	0.07	0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert
Table 69

Q10. Please indicate whether or not you think each of the following statements applied to the advert that you have just been shown.

Base: All respondents seeing advert

The advert makes gambling look fun

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling	Gambling advertising on TV seems to be focused at young people like me	In general, gambling companies advertise in a socially responsible way	Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money				
		Watch at least weekly (a)	Watch rarely (b)	Never watch (c)	Watch at least weekly (d)	Watch rarely (e)	Never watch (f)	0-2 (g)	3+ (h)	Too much (i)	About right/ don't know/ not enough (j)	Top 3 Box agree (k)	Bottom 3 box dis-agree (l)	Top 3 Box agree (m)	Bottom 3 box dis-agree (n)	Top 3 Box agree (o)	Bottom 3 box dis-agree (p)	Top 3 Box agree (q)	Bottom 3 box dis-agree (r)	Top 3 Box agree (s)	Bottom 3 box dis-agree (t)
		Unweighted base	512	135	147	225	28	192	286	176	229	340	172	137	257	150	181	121	198	50	393
Weighted base	514	148	149	213	31**	197	280	175	223	333	181	136	248	149	181	119	191	49*	392	71*	373
NET: Does apply	329 64%	113 77% ^c	106 71% ^c	109 51%	23 75%	142 72% ^f	161 57%	113 65%	156 70%	225 68% ^j	104 58%	93 68%	173 70%	115 77% ⁿ	114 63%	95 80% ^p	127 67%	44 91% ^r	245 62%	52 74%	244 65%
Definitely does apply	(4) 93 18%	32 22%	29 19%	32 15%	5 16%	42 21%	44 16%	25 14%	55 25% ^g	70 21% ^j	23 13%	25 18%	54 22%	42 28% ⁿ	30 17%	31 26%	43 23%	28 57% ^r	53 14%	21 30% ^t	67 18%
Probably does apply	(3) 236 46%	81 55% ^c	77 52% ^c	77 36%	18 59%	101 51%	116 41%	89 51%	101 45%	155 47%	81 45%	68 50%	119 48%	73 49%	84 46%	64 54%	84 44%	16 34%	191 49%	31 43%	177 47%
Probably does not apply	(2) 86 17%	17 11%	27 18%	40 19%	2 5%	35 18%	47 17%	27 15%	34 15%	50 15%	36 20%	26 19%	35 14%	16 11%	35 19% ^m	15 13%	24 12%	4 7%	71 18%	12 17%	59 16%
Definitely does not apply	(1) 76 15%	13 9%	12 8%	50 24% ^{ab}	5 16%	16 8%	55 20% ^{ee}	30 17%	28 13%	49 15%	27 15%	14 10%	36 15%	15 10%	26 14%	5 4%	37 20% ^{oo}	-	66 17% ^{qq}	5 7%	60 16%
NET: Does not apply	162 31%	30 20%	38 26%	90 42% ^{ab}	7 21%	50 26%	102 36% ^{ee}	57 33%	62 28%	98 29%	64 35%	40 29%	71 29%	31 21%	61 34% ^m	20 17%	61 32% ^{oo}	4 7%	137 35% ^{qq}	17 23%	119 32%
Don't know/ rather not say	23 5%	5 3%	5 3%	14 6%	1 4%	4 2%	18 6%	5 3%	5 2%	10 3%	13 7% ⁱⁱ	4 3%	5 2%	3 2%	6 3%	4 3%	3 1%	1 2%	11 3%	2 3%	11 3%
Mean	2.70	2.93 ^c	2.85 ^c	2.46	2.77	2.87 ^f	2.57	2.63	2.84 ^g	2.76	2.60	2.78	2.78	2.97 ⁿ	2.68	3.05 ^p	2.71	3.51 ^r	2.61	3.00 ^t	2.69
Standard deviation	0.95	0.84	0.83	1.04	0.93	0.84	1.00	0.94	0.95	0.96	0.92	0.87	0.96	0.90	0.93	0.76	1.03	0.64	0.93	0.88	0.96
Standard error	0.04	0.07	0.07	0.07	0.18	0.06	0.06	0.07	0.06	0.05	0.07	0.08	0.06	0.07	0.07	0.07	0.07	0.09	0.05	0.11	0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus



The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert

Table 70

Q10. Please indicate whether or not you think each of the following statements applied to the advert that you have just been shown.**Base: All respondents seeing advert****The advert makes gambling look like a good way to make money**

	Gender			Age							Social Grade		Live football matches			Live cricket matches		
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	512	242	270	169	343	84	85	70	148	125	341	171	118	205	183	19	131	355
Weighted base	514	270	244	201	313	101*	100*	104*	104	105	336	178	129	204	176	21**	130	355
NET: Does apply	259 50%	145 54%	114 47%	88 44%	171 55%ce	42 42%	46 46%	61 58%ce	57 55%ce	53 50%	180 54%	79 44%	78 61%mn	98 48%	83 47%	11 51%	71 55%	175 49%
Definitely does apply (4)	55 11%	31 12%	24 10%	9 5%	46 15%cef	3 3%	6 6%	15 15%ce	16 16%cef	15 14%ce	43 13%	12 7%	18 14%	21 10%	16 9%	1 4%	10 8%	43 12%
Probably does apply (3)	203 40%	114 42%	90 37%	78 39%	125 40%	38 38%	40 40%	46 44%	41 40%	38 36%	137 41%	67 37%	60 46%	77 38%	67 38%	10 48%	61 47%	132 37%
Probably does not apply (2)	110 21%	61 23%	49 20%	50 25%g	60 19%	28 28%g	23 23%	13 12%	23 22%	24 23%	71 21%	39 22%	28 22%	52 25%n	29 16%	3 16%	39 30%q	66 18%
Definitely does not apply (1)	110 21%	48 18%	62 25%a	46 23%	64 20%	23 23%	23 23%	25 24%	18 17%	21 20%	70 21%	40 23%	11 9%	41 20%l	55 31%lm	5 26%	13 10%	89 25%p
NET: Does not apply	220 43%	109 40%	111 46%	96 48%	124 40%	50 50%	46 46%	38 36%	40 39%	46 43%	140 42%	80 45%	39 30%	93 46%l	84 48%l	9 42%	52 40%	155 44%
Don't know/ rather not say	35 7%	16 6%	19 8%	17 9%	18 6%	8 8%	9 9%	6 5%	6 6%	6 6%	15 5%	20 11%j	12 9%	13 6%	10 5%	1 6%	7 5%	26 7%
Mean	2.43	2.51	2.34	2.28	2.52ce	2.25	2.31	2.51	2.57ce	2.47	2.48	2.32	2.72mn	2.41	2.26	2.31	2.55	2.39
Standard deviation	0.97	0.94	1.00	0.90	1.00	0.87	0.93	1.04	0.97	0.99	0.98	0.94	0.84	0.95	1.03	0.94	0.79	1.02
Standard error	0.04	0.06	0.06	0.07	0.06	0.10	0.10	0.13	0.08	0.09	0.05	0.08	0.08	0.07	0.08	0.22	0.07	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert
Table 71

Q10. Please indicate whether or not you think each of the following statements applied to the advert that you have just been shown.

Base: All respondents seeing advert

The advert makes gambling look like a good way to make money

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling	Gambling advertising on TV seems to be focused at young people like me	In general, gambling companies advertise in a socially responsible way	Gambling advertising on television has encouraged me to take up gambling in the future	Gambling seems to be a good way to make money						
		Watch at least weekly (a)	Watch rarely (b)	Never watch (c)	Watch at least weekly (d)	Watch rarely (e)	Never watch (f)	0-2 (g)	3+ (h)	Too much (i)	About right/ don't know/ not enough (j)	Top 3 Box agree (k)	Bottom 3 box dis-agree (l)	Top 3 Box agree (m)	Bottom 3 box dis-agree (n)	Top 3 Box agree (o)	Bottom 3 box dis-agree (p)	Top 3 Box agree (q)	Bottom 3 box dis-agree (r)	Top 3 Box agree (s)	Bottom 3 box dis-agree (t)	
		Unweighted base	512	135	147	225	28	192	286	176	229	340	172	137	257	150	181	121	198	50	393	64
Weighted base	514	148	149	213	31**	197	280	175	223	333	181	136	248	149	181	119	191	49*	392	71*	373	
NET: Does apply	259 50%	87 59% ^c	71 48%	100 47%	17 55%	97 49%	142 51%	86 49%	126 56%	175 53%	84 46%	79 58%	132 53%	102 69% ⁿ	84 47%	69 58%	106 55%	36 75% ^r	186 47%	52 73% ^t	180 48%	
Definitely does apply	(4) 11%	55 14%	21 7%	11 11%	23 7%	2 10%	20 11%	32 11%	19 13%	28 13%	42 13%	14 8%	16 12%	34 14%	27 18% ⁿ	17 10%	16 13%	31 16%	9 18%	37 10%	10 15%	43 12%
Probably does apply	(3) 40%	203 45%	66 41%	61 36%	77 48%	15 39%	77 39%	110 38%	67 44%	97 40%	133 39%	70 46%	63 39%	98 37%	76 51% ⁿ	67 37%	53 45%	75 39%	28 57% ^r	149 38%	41 58% ^t	137 37%
Probably does not apply	(2) 21%	110 24%	35 25%	38 17%	36 25%	8 25%	50 25%	50 18%	37 21%	43 19%	77 23%	34 19%	30 22%	50 20%	18 12%	45 25% ^m	22 19%	38 20%	8 17%	91 23%	9 13%	81 22%
Definitely does not apply	(1) 21%	110 11%	16 19%	28 19%	65 30% ^{ab}	5 16%	35 18%	71 25%	42 24%	42 19%	62 19%	48 26% ⁱ	21 16%	56 22%	23 16%	44 25%	21 18%	41 22%	3 5%	93 24% ^q	4 6%	93 25% ^s
NET: Does not apply	220 43%	51 35%	65 44%	100 47% ^a	13 40%	85 43%	121 43%	79 45%	84 38%	139 42%	82 45%	52 38%	106 43%	41 27%	89 49% ^m	44 37%	79 41%	11 22%	184 47% ^q	13 19%	174 47% ^s	
Don't know/ rather not say	35 7%	9 6%	12 8%	12 6%	1 4%	15 8%	17 6%	10 6%	13 6%	19 6%	16 9%	6 4%	10 4%	6 4%	7 4%	5 5%	6 3%	2 3%	23 6%	6 8%	19 5%	
Mean	2.43	2.67 ^{bc}	2.40	2.29	2.49	2.45	2.39	2.38	2.54	2.49 ^j	2.30	2.57	2.47	2.74 ⁿ	2.33	2.56	2.52	2.90 ^r	2.35	2.89 ^t	2.37	
Standard deviation	0.97	0.88	0.90	1.04	0.87	0.92	1.01	0.99	0.96	0.96	0.98	0.91	1.00	0.95	0.97	0.96	1.02	0.76	0.97	0.74	1.00	
Standard error	0.04	0.08	0.08	0.07	0.17	0.07	0.06	0.08	0.07	0.05	0.08	0.08	0.06	0.08	0.07	0.09	0.07	0.11	0.05	0.10	0.05	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus



The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert
Table 72

Q11. You indicated that the advert you were shown included warnings about the risks of gambling. In the box below, please describe the warning that you were shown including any text that you can remember from that warning.

Base: All respondents seeing advert and recalled warnings about the risks of gambling

	Gender			Age						Social Grade		Live football matches			Live cricket matches			
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	276	134	142	94	182	42	52	36	89	57	188	88	71	105	99	12	76	188
Weighted base	276	147	129	111*	165	51*	61*	54*	63*	48*	183	93*	76*	103*	97*	13**	76*	187
Correct/ reasonable recollection	228 83%	122 83%	106 82%	83 74%	145 88% _{cef}	36 72%	47 77%	45 84%	54 86%	46 95% _{cef}	154 85%	73 79%	60 80%	85 83%	82 85%	10 72%	64 85%	154 83%
Very limited recollection	26 9%	14 9%	12 9%	15 14% _{di}	10 6%	6 12%	10 16% _{di}	4 8%	4 7%	2 4%	16 9%	10 11%	10 13%	10 9%	6 7%	3 20%	8 10%	15 8%
False/ no recollection	22 8%	11 7%	12 9%	13 12% _i	9 6%	9 17% _{di}	5 7%	4 8%	4 7%	1 2%	12 7%	10 11%	6 8%	8 8%	9 9%	1 8%	4 5%	17 9%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert
Table 73

Q11. You indicated that the advert you were shown included warnings about the risks of gambling. In the box below, please describe the warning that you were shown including any text that you can remember from that warning.

Base: All respondents seeing advert and recalled warnings about the risks of gambling

	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money			
	Total	Watch at least weekly		Watch at least weekly		Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree		Bottom 3 box dis-agree		Top 3 Box agree		Bottom 3 box dis-agree		Top 3 Box agree		Bottom 3 box dis-agree	
		(a)	(b)	(c)	(d)						(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Unweighted base	276	81	80	115	15	103	157	93	132	186	90	100	111	78	101	74	90	38	203	45	191	
Weighted base	276	87*	79*	110	18**	101*	156	95*	127	182	94*	99*	105*	77*	102*	74*	86*	36*	203	48*	185	
Correct/ reasonable recollection	228 83%	68 78%	68 86%	92 84%	14 78%	88 87%	126 80%	79 83%	110 87%	161 89% _j	67 71%	77 78%	99 94% _k	64 83%	88 86%	59 79%	74 85%	27 75%	175 86%	36 75%	162 87% _s	
Very limited recollection	26 9%	13 14%	6 7%	8 7%	4 22%	9 9%	12 8%	7 7%	13 10%	11 6%	15 16% _i	12 12% _l	4 4%	7 10%	6 6%	10 13%	7 8%	7 20% _r	15 8%	8 16% _t	10 6%	
False/ no recollection	22 8%	7 8%	6 7%	10 9%	- -	4 4%	18 12% _{ee}	9 10% _h	3 3%	10 5%	13 14% _i	10 10% _l	3 2%	5 7%	8 8%	5 7%	6 7%	2 4%	13 6%	4 9%	13 7%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
* small base; ** very small base (under 30) ineligible for sig testing

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert

Table 74

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling

Summary table

		The advert included warnings that clearly and transparently described the risks of gambling and the potential for losing money	The advert's warnings about the risks of gambling were strong enough	The advert's warnings about the risks of gambling were clear enough	The advert placed enough emphasis on the risks of gambling and the need to gamble responsibly
Unweighted base		276	276	276	276
Weighted base		276	276	276	276
Completely agree	(7)	3 1%	5 2%	7 3%	8 3%
Strongly agree	(6)	11 4%	19 7%	17 6%	16 6%
Tend to agree	(5)	50 18%	45 16%	69 25%	52 19%
Neither agree nor disagree	(4)	50 18%	42 15%	54 20%	55 20%
Tend to disagree	(3)	68 25%	88 32%	76 28%	79 29%
Strongly disagree	(2)	50 18%	46 17%	35 13%	45 16%
Completely disagree	(1)	34 12%	23 8%	15 5%	17 6%
NET: Top 2 box agree		14 5%	24 9%	24 9%	24 9%
NET: Top 3 box agree		64 23%	70 25%	93 34%	76 27%
NET: Bottom 2 box disagree		85 31%	68 25%	49 18%	62 22%
NET: Bottom 3 box disagree		153 55%	156 57%	125 45%	141 51%

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert

Table 74

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling

Summary table

	The advert included warnings that clearly and transparently described the risks of gambling and the potential for losing money	The advert's warnings about the risks of gambling were strong enough	The advert's warnings about the risks of gambling were clear enough	The advert placed enough emphasis on the risks of gambling and the need to gamble responsibly
Weighted base	276	276	276	276
Don't know/ rather not say	10 4%	8 3%	3 1%	5 2%
Mean	3.28	3.45	3.76	3.59
Standard deviation	1.46	1.45	1.40	1.44
Standard error	0.09	0.09	0.08	0.09

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert
Table 75

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling

The advert included warnings that clearly and transparently described the risks of gambling and the potential for losing money

	Gender			Age							Social Grade		Live football matches			Live cricket matches		
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	276	134	142	94	182	42	52	36	89	57	188	88	71	105	99	12	76	188
Weighted base	276	147	129	111*	165	51*	61*	54*	63*	48*	183	93*	76*	103*	97*	13**	76*	187
Completely agree	(7) 3 1%	1 1%	2 2%	3 3% ^d	-	-	3 6% ^d	-	-	-	3 2%	-	1 2%	-	2 2%	1 10%	-	2 1%
Strongly agree	(6) 11 4%	7 5%	4 3%	7 6%	3 2%	5 9% ^{dh}	2 4%	2 3%	1 1%	1 2%	7 4%	4 4%	4 6%	5 5%	1 1%	4 28%	3 4%	3 2%
Tend to agree	(5) 50 18%	30 20%	20 15%	25 22%	25 15%	11 22%	14 23%	8 16%	9 14%	8 16%	29 16%	21 22%	16 22%	21 21%	12 12%	1 8%	13 17%	36 19%
Neither agree nor disagree	(4) 50 18%	21 14%	28 22%	31 28% ^{dgi}	19 11%	13 25% ^{di}	18 30% ^{dgi}	6 10%	11 17% ⁱ	3 6%	33 18%	16 18%	12 16%	16 15%	22 23%	-	14 19%	35 19%
Tend to disagree	(3) 68 25%	38 26%	30 24%	18 16%	50 30% ^{ce}	5 9%	13 22%	22 41% ^{ce}	18 28% ^e	10 22%	46 25%	22 24%	21 28%	22 21%	25 26%	4 29%	19 25%	45 24%
Strongly disagree	(2) 50 18%	28 19%	22 17%	11 10%	39 24% ^{cf}	6 13%	5 8%	7 13%	17 27% ^{cf}	15 32% ^{cefg}	38 21%	12 12%	13 17%	23 22%	14 15%	2 12%	17 22%	32 17%
Completely disagree	(1) 34 12%	16 11%	19 14%	10 9%	24 15%	7 14%	3 5%	7 13%	7 11%	10 21% ^{cf}	19 10%	15 16%	4 5%	13 13%	16 17% ^l	2 13%	6 7%	27 14%
NET: Top 2 box agree	14 5%	8 5%	6 5%	11 10% ^{dh}	3 2%	5 9% ^{dh}	6 10% ^{dh}	2 3%	1 1%	1 2%	10 6%	4 4%	6 8%	5 5%	3 3%	5 38%	3 4%	6 3%
NET: Top 3 box agree	64 23%	38 26%	26 20%	35 32% ^{dh}	28 17%	16 31% ^{dh}	20 32% ^{dh}	10 19%	9 15%	9 18%	39 21%	25 26%	22 29% ⁿ	27 26%	15 15%	6 46%	16 21%	41 22%
NET: Bottom 2 box disagree	85 31%	44 30%	41 32%	22 19%	63 38% ^{cf}	14 27%	8 13%	14 25%	24 38% ^{cf}	25 53% ^{cefg}	58 32%	27 29%	17 22%	36 35%	31 32%	3 25%	22 29%	59 31%
NET: Bottom 3 box disagree	153 55%	81 55%	71 55%	40 36%	113 69% ^{cef}	18 36%	21 35%	35 66% ^{cef}	42 66% ^{cef}	36 74% ^{cef}	103 57%	49 53%	38 50%	58 56%	56 58%	7 54%	42 55%	104 56%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert

Table 75

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling

The advert included warnings that clearly and transparently described the risks of gambling and the potential for losing money

	Gender		Age							Social Grade		Live football matches			Live cricket matches			
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Weighted base	276	147	129	111*	165	51*	61*	54*	63*	48*	183	93*	76*	103*	97*	13**	76*	187
Don't know/ rather not say	10 4%	6 4%	4 3%	5 5%	5 3%	4 8%	1 2%	2 5%	1 2%	1 2%	7 4%	3 4%	3 4%	3 3%	4 4%	-	4 5%	6 3%
Mean	3.28	3.34	3.22	3.79dgh i	2.95	3.60dhi i	3.94dgh i	3.15	2.97	2.70	3.28	3.30	3.59n	3.24	3.11	4.01	3.31	3.22
Standard deviation	1.46	1.46	1.46	1.50	1.33	1.61	1.41	1.33	1.26	1.42	1.45	1.49	1.41	1.48	1.44	2.09	1.34	1.44
Standard error	0.09	0.13	0.12	0.16	0.10	0.26	0.20	0.23	0.14	0.19	0.11	0.16	0.17	0.15	0.15	0.60	0.16	0.11

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert
Table 76

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling

The advert included warnings that clearly and transparently described the risks of gambling and the potential for losing money

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
		Watch at least weekly (a)	Watch rarely (b)	Never watch (c)	Watch at least weekly (d)	Watch rarely (e)	Never watch (f)	0-2 (g)	3+ (h)	Too much (i)	About right/ don't know/ not enough (j)	Top 3 Box agree (k)	Bottom 3 box dis-agree (l)	Top 3 Box agree (m)	Bottom 3 box dis-agree (n)	Top 3 Box agree (o)	Bottom 3 box dis-agree (p)	Top 3 Box agree (q)	Bottom 3 box dis-agree (r)	Top 3 Box agree (s)	Bottom 3 box dis-agree (t)	
Unweighted base	276	81	80	115	15	103	157	93	132	186	90	100	111	78	101	74	90	38	203	45	191	
Weighted base	276	87*	79*	110	18**	101*	156	95*	127	182	94*	99*	105*	77*	102*	74*	86*	36*	203	48*	185	
Completely agree	(7)	3 1%	1 2%	- -	2 7%	1 -	2 1%	1 1%	1 1%	- -	3 4% ⁱ	3 3%	- -	1 2%	1 1%	3 5%	- -	2 7% ^r	1 1%	2 5% ^t	- -	
Strongly agree	(6)	11 4%	5 6%	4 5%	1 1%	3 15%	4 4%	3 2%	1 1%	8 6%	4 2%	7 7%	8 8% ^l	1 1%	4 5%	5 5%	7 10% ^p	1 1%	5 13% ^r	4 2%	4 9% ^t	4 2%
Tend to agree	(5)	50 18%	21 25% ^c	14 18%	14 13%	2 11%	15 15%	33 21%	14 14%	16 13%	32 18%	17 18%	21 21%	13 13%	14 19%	15 15%	15 20%	12 14%	7 21%	33 16%	13 28% ^t	25 14%
Neither agree nor disagree	(4)	50 18%	13 15%	15 20%	21 19%	1 7%	21 21%	28 18%	22 23%	17 14%	28 15%	22 23%	18 19%	13 12%	7 9%	21 21% ^m	16 21%	11 12%	2 6%	39 19%	6 13%	29 16%
Tend to disagree	(3)	68 25%	25 28%	13 16%	31 28%	6 30%	26 26%	37 23%	27 28%	33 26%	47 26%	22 23%	19 19%	29 27%	21 28%	22 21%	11 15%	28 33% ^o	3 8%	54 27% ^q	7 15%	58 31% ^s
Strongly disagree	(2)	50 18%	14 16%	21 27% ^c	15 14%	3 15%	24 24%	22 14%	16 17%	29 23%	38 21%	12 12%	19 19%	26 24%	17 22%	26 26%	14 19%	17 19%	10 27%	37 18%	7 15%	35 19%
Completely disagree	(1)	34 12%	3 4%	10 12%	21 19% ^a	3 15%	6 6%	26 17% ^e	13 13%	15 12%	28 15% ^j	6 7%	7 7%	22 21% ^k	9 11%	8 8%	5 6%	16 18% ^o	7 19%	25 13%	5 11%	28 15%
NET: Top 2 box agree		14 5%	7 8%	4 5%	3 3%	4 22%	4 4%	6 4%	2 2%	10 8%	4 2%	10 11% ⁱ	12 12% ^l	1 1%	5 7%	6 6%	11 14% ^p	1 1%	7 20% ^r	5 3%	7 14% ^t	4 2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
* small base; ** very small base (under 30) ineligible for sig testing

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert
Table 76

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling

The advert included warnings that clearly and transparently described the risks of gambling and the potential for losing money

	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
	Total	Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Weighted base	276	87*	79*	110	18**	101*	156	95*	127	182	94*	99*	105*	77*	102*	74*	86*	36*	203	48*	185
NET: Top 3 box agree	64 23%	28 32% ^c	18 23%	17 16%	6 33%	19 19%	38 25%	16 17%	26 20%	36 20%	27 29%	32 33% ^l	14 14%	19 25%	21 21%	25 34% ^p	13 15%	14 41% ^r	38 19%	20 42% ^t	29 16%
NET: Bottom 2 box disagree	85 31%	17 20%	31 39% ^a	36 33% ^a	5 30%	30 30%	48 31%	29 30%	45 35%	67 37% ^j	18 19%	26 26%	48 45% ^k	25 33%	34 33%	19 25%	33 38%	16 45%	63 31%	13 26%	62 34%
NET: Bottom 3 box disagree	153 55%	42 48%	44 55%	67 61%	11 60%	56 56%	85 54%	55 59%	77 61%	113 62% ^j	39 42%	45 46%	77 73% ^k	47 61%	56 55%	30 40%	61 70% ^o	19 54%	117 58%	20 41%	120 65% ^s
Don't know/ rather not say	10 4%	5 5%	2 2%	4 4%	-	5 5%	5 3%	1 1%	6 5%	5 3%	5 6%	3 3%	2 1%	4 5%	4 4%	4 5%	2 2%	-	9 4%	2 4%	7 4%
Mean	3.28	3.69 ^{bc}	3.20	3.03	3.57	3.29	3.25	3.17	3.17	3.05	3.74 ⁱ	3.67 ^l	2.74	3.25	3.29	3.80 ^p	2.88	3.50	3.17	3.82 ^t	3.00
Standard deviation	1.46	1.38	1.48	1.45	1.89	1.30	1.51	1.34	1.49	1.40	1.48	1.57	1.33	1.52	1.40	1.61	1.33	2.01	1.36	1.73	1.32
Standard error	0.09	0.16	0.17	0.14	0.49	0.13	0.12	0.14	0.13	0.10	0.16	0.16	0.13	0.18	0.14	0.19	0.14	0.33	0.10	0.26	0.10

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert
Table 77

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling
The advert's warnings about the risks of gambling were strong enough

	Gender			Age							Social Grade		Live football matches			Live cricket matches			
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)	
Unweighted base	276	134	142	94	182	42	52	36	89	57	188	88	71	105	99	12	76	188	
Weighted base	276	147	129	111*	165	51*	61*	54*	63*	48*	183	93*	76*	103*	97*	13**	76*	187	
Completely agree	(7)	5 2%	1 1%	4 3%	4 4%	1 1%	3 5%d	-	-	1 2%	4 2%	1 1%	1 1%	1 1%	3 3%	1 8%	-	4 2%	
Strongly agree	(6)	19 7%	13 9%	7 5%	6 6%	13 8%	4 7%	2 4%	6 11%	4 7%	3 6%	13 7%	6 6%	5 9%	9 6%	5 6%	3 20%	7 10%	9 5%
Tend to agree	(5)	45 16%	26 18%	19 15%	22 20%	23 14%	12 23%	10 17%	8 15%	7 10%	9 18%	26 14%	20 21%	17 22%	16 16%	12 28%	4 28%	11 14%	31 16%
Neither agree nor disagree	(4)	42 15%	21 14%	21 17%	25 23% ^{dgi}	17 10%	11 21%	14 24% ^{dgi}	4 7%	9 14%	4 9%	22 12%	20 22% ^j	11 15%	10 10%	21 22% ^m	-	10 13%	33 18%
Tend to disagree	(3)	88 32%	48 33%	39 30%	30 27%	58 35%	11 22%	19 31%	19 36%	25 39% ^e	14 29%	65 36%	23 24%	25 34%	35 34%	27 28%	4 28%	26 35%	57 31%
Strongly disagree	(2)	46 17%	19 13%	26 21%	11 10%	35 21% ^{cf}	5 10%	6 9%	11 21%	12 19%	12 25% ^{cf}	38 21% ^k	8 8%	10 13%	15 20%	1 16%	17 10%	28 22%	28 15%
Completely disagree	(1)	23 8%	13 9%	10 8%	9 8%	14 8%	7 15% ^f	1 2%	6 10%	5 8%	3 7%	10 5%	12 13% ^j	4 5%	7 7%	11 11%	-	3 3%	20 11%
NET: Top 2 box agree		24 9%	14 9%	11 8%	10 9%	14 8%	5 9%	6 9%	6 11%	4 7%	4 8%	17 9%	7 8%	6 8%	10 10%	9 9%	4 28%	7 10%	13 7%
NET: Top 3 box agree		70 25%	40 27%	30 23%	32 29%	37 23%	17 33%	16 26%	14 26%	11 17%	12 26%	43 23%	27 29%	23 30%	26 25%	21 21%	7 56%	18 24%	44 23%
NET: Bottom 2 box disagree		68 25%	32 22%	36 28%	19 17%	49 30% ^{cf}	13 25%	7 11%	17 31% ^f	17 27% ^f	16 32% ^{cf}	48 26%	20 22%	14 18%	28 27%	26 27%	1 10%	19 25%	48 26%
NET: Bottom 3 box disagree		156 57%	80 55%	76 58%	49 44%	107 65% ^{cef}	23 46%	25 42%	36 67% ^{cf}	42 66% ^{cef}	30 62% ^{cf}	113 62% ^k	43 46%	39 52%	62 61%	53 55%	5 39%	46 60%	105 56%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert
Table 77

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling

The advert's warnings about the risks of gambling were strong enough

	Gender		Age							Social Grade		Live football matches			Live cricket matches			
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Weighted base	276	147	129	111*	165	51*	61*	54*	63*	48*	183	93*	76*	103*	97*	13**	76*	187
Don't know/ rather not say	8 3%	6 4%	2 2%	5 5%	3 2%	-	5 8% ^d	-	1 2%	2 4%	5 3%	3 3%	2 3%	4 4%	2 2%	1 6%	2 3%	5 3%
Mean	3.45	3.50	3.39	3.72 ^{dh}	3.27	3.58	3.85 ^{dh}	3.29	3.21	3.32	3.39	3.56	3.63	3.39	3.39	4.45	3.44	3.38
Standard deviation	1.45	1.44	1.47	1.46	1.42	1.59	1.34	1.50	1.31	1.48	1.42	1.51	1.37	1.45	1.50	1.63	1.36	1.46
Standard error	0.09	0.13	0.12	0.15	0.11	0.25	0.19	0.25	0.14	0.20	0.10	0.16	0.17	0.14	0.15	0.49	0.16	0.11

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert
Table 78

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling
The advert's warnings about the risks of gambling were strong enough

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
		Watch at least weekly (a)	Watch rarely (b)	Never watch (c)	Watch at least weekly (d)	Watch rarely (e)	Never watch (f)	0-2 (g)	3+ (h)	Too much (i)	About right/ don't know/ not enough (j)	Top 3 Box agree (k)	Bottom 3 box dis-agree (l)	Top 3 Box agree (m)	Bottom 3 box dis-agree (n)	Top 3 Box agree (o)	Bottom 3 box dis-agree (p)	Top 3 Box agree (q)	Bottom 3 box dis-agree (r)	Top 3 Box agree (s)	Bottom 3 box dis-agree (t)	
		Unweighted base	276	81	80	115	15	103	157	93	132	186	90	100	111	78	101	74	90	38	203	45
Weighted base	276	87*	79*	110	18**	101*	156	95*	127	182	94*	99*	105*	77*	102*	74*	86*	36*	203	48*	185	
Completely agree	(7)	5 2%	1 1%	- -	4 4%	- -	2 2%	3 2%	1 1%	2 2%	1 1%	4 5% ⁱ	- -	1 1%	1 1%	4 6%	1 1%	3 9% ^r	2 1%	2 4%	2 1%	
Strongly agree	(6)	19 7%	7 8%	6 8%	6 6%	3 15%	7 7%	9 6%	3 4%	14 11% ^g	10 6%	9 10%	5 5%	9 11%	7 7%	11 15% ^p	4 5%	4 12%	12 6%	6 12%	8 4%	
Tend to agree	(5)	45 16%	19 22%	14 18%	12 11%	3 15%	16 16%	27 17%	17 18%	18 14%	29 16%	16 17%	22 22% ^l	11 10%	12 15%	21 21%	22 29% ^p	8 9%	7 19%	34 17%	10 20%	27 15%
Neither agree nor disagree	(4)	42 15%	14 16%	8 10%	20 18%	2 10%	13 13%	27 17%	15 16%	13 10%	17 10%	25 26% ⁱ	17 17% ^l	6 5%	7 9%	15 15%	9 12%	10 11%	2 7%	30 15%	6 13%	19 10%
Tend to disagree	(3)	88 32%	34 39%	22 27%	32 29%	8 41%	34 34%	46 29%	35 37%	38 30%	64 35%	24 25%	26 27%	37 35%	23 30%	34 34%	22 29%	27 31%	7 20%	71 35%	13 27%	70 38%
Strongly disagree	(2)	46 17%	8 10%	18 22% ^a	20 18%	2 10%	21 21%	23 15%	17 18%	25 20%	39 21% ^j	7 7%	10 10%	29 28% ^k	17 22%	18 18%	4 5%	22 25% ^o	5 13%	35 17%	5 10%	36 20%
Completely disagree	(1)	23 8%	2 3%	8 10%	12 11% ^a	2 10%	4 4%	17 11% ^e	5 5%	11 9%	16 9%	6 6%	5 5%	14 13%	5 7%	3 3%	3 4%	12 13%	6 16%	15 7%	3 6%	20 11%
NET: Top 2 box agree		24 9%	8 9%	6 8%	10 9%	3 9%	9 8%	12 5%	16 13%	11 6%	13 14% ⁱ	17 17% ^l	5 5%	10 13%	8 8%	15 20% ^p	5 6%	7 21% ^r	14 7%	8 16% ^t	10 5%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
* small base; ** very small base (under 30) ineligible for sig testing

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert
Table 78

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling
The advert's warnings about the risks of gambling were strong enough

	Football highlights shows						Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money	
	Total	Watch at least weekly		Never watch (c)	Watch at least weekly		Never watch (f)	0-2 (g)	3+ (h)	Too much (i)	About right/ don't know/ not enough (j)	Top 3 Box agree (k)	Bottom 3 box dis-agree (l)	Top 3 Box agree (m)	Bottom 3 box dis-agree (n)	Top 3 Box agree (o)	Bottom 3 box dis-agree (p)	Top 3 Box agree (q)	Bottom 3 box dis-agree (r)	Top 3 Box agree (s)	Bottom 3 box dis-agree (t)		
		(a)	Watch rarely (b)		Watch rarely (d)	Watch rarely (e)																	
Weighted base	276	87*	79*	110	18**	101*	156	95*	127	182	94*	99*	105*	77*	102*	74*	86*	36*	203	48*	185		
NET: Top 3 box agree	70 25%	27 31%	21 26%	22 20%	5 29%	25 25%	39 25%	21 23%	34 27%	40 22%	30 32%	39 39%l	16 15%	22 28%	29 29%	37 49%p	13 16%	14 40%r	48 24%	17 36%t	37 20%		
NET: Bottom 2 box disagree	68 25%	11 12%	25 32%a	32 29%a	4 20%	25 24%	40 26%	22 24%	36 29%	55 30%j	13 14%	15 15%	43 41%k	22 29%	21 20%	7 9%	33 38%o	10 29%	50 25%	8 16%	56 30%		
NET: Bottom 3 box disagree	156 57%	45 51%	47 60%	64 58%	11 61%	59 59%	86 55%	57 60%	75 59%	119 65%j	37 39%	42 42%	80 76%k	45 59%	55 54%	29 39%	60 69%o	17 48%	121 60%	21 43%	126 68% s		
Don't know/ rather not say	8 3%	2 2%	3 4%	3 3%	- -	3 3%	4 3%	1 1%	5 4%	5 3%	3 3%	2 2%	4 4%	3 4%	2 2%	- -	4 4%	2 5%	3 2%	3 7%t	2 1%		
Mean	3.45	3.74	3.30	3.33	3.53	3.48	3.42	3.38	3.43	3.21	3.90i	3.98l	2.86	3.46	3.60	4.23p	2.97	3.75	3.39	3.91t	3.16		
Standard deviation	1.45	1.28	1.48	1.53	1.52	1.40	1.48	1.29	1.56	1.38	1.47	1.54	1.33	1.54	1.33	1.50	1.41	1.95	1.37	1.58	1.37		
Standard error	0.09	0.14	0.17	0.14	0.39	0.14	0.12	0.13	0.14	0.10	0.16	0.16	0.13	0.18	0.13	0.17	0.15	0.33	0.10	0.24	0.10		

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
* small base; ** very small base (under 30) ineligible for sig testing

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert
Table 79

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling
The advert's warnings about the risks of gambling were clear enough

	Gender			Age							Social Grade		Live football matches			Live cricket matches			
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)	
Unweighted base	276	134	142	94	182	42	52	36	89	57	188	88	71	105	99	12	76	188	
Weighted base	276	147	129	111*	165	51*	61*	54*	63*	48*	183	93*	76*	103*	97*	13**	76*	187	
Completely agree	(7)	7 3%	5 3%	2 2%	3 3%	3 2%	1 3%	2 3%	- -	1 1%	3 6%	1 3%	2 3%	3 3%	2 2%	1 10%	1 1%	5 3%	
Strongly agree	(6)	17 6%	11 8%	6 5%	8 7%	9 6%	3 7%	5 8%	2 3%	3 4%	5 9%	14 8%	3 4%	8 10%	6 6%	4 4%	4 28%	6 8%	8 4%
Tend to agree	(5)	69 25%	38 26%	31 24%	32 29%h	37 23%	14 28%	18 29%	17 32%	10 16%	10 21%	36 20%	33 35%j	19 24%	26 25%	24 25%	3 25%	17 23%	49 26%
Neither agree nor disagree	(4)	54 20%	29 20%	25 19%	27 24%	27 16%	14 28%	13 21%	7 14%	14 22%	6 12%	33 18%	21 22%	15 20%	17 16%	22 23%	- -	15 19%	39 21%
Tend to disagree	(3)	76 28%	40 27%	37 28%	23 20%	53 32%ce	7 14%	15 25%	19 35%e	22 35%ce	13 26%	59 33%k	17 18%	16 21%	32 31%	28 29%	4 33%	22 28%	50 27%
Strongly disagree	(2)	35 13%	16 11%	19 15%	12 11%	23 14%	7 15%	5 7%	6 10%	10 16%	7 15%	25 14%	10 10%	11 15%	14 13%	9 9%	1 5%	12 16%	22 12%
Completely disagree	(1)	15 5%	7 5%	7 6%	5 4%	10 6%	2 5%	2 3%	3 6%	3 4%	4 9%	7 4%	8 9%	2 3%	4 4%	8 8%	- -	2 2%	13 7%
NET: Top 2 box agree		24 9%	16 11%	8 6%	12 11%	13 8%	5 9%	7 11%	2 3%	3 6%	7 15%	19 11%	5 5%	10 13%	9 8%	6 6%	5 38%	7 9%	12 7%
NET: Top 3 box agree		93 34%	54 37%	39 30%	44 39%h	50 30%	19 38%	24 40%h	19 35%	14 22%	17 36%	56 31%	38 40%	29 38%	35 34%	30 31%	8 63%	24 32%	61 33%
NET: Bottom 2 box disagree		49 18%	23 16%	26 20%	16 15%	33 20%	10 19%	7 11%	9 16%	13 20%	12 24%	32 17%	18 19%	14 18%	17 17%	1 5%	14 18%	35 19%	
NET: Bottom 3 box disagree		125 45%	62 43%	63 49%	39 35%	86 52%cef	17 34%	22 36%	28 51%	35 55%cef	24 50%	91 50%	34 37%	30 40%	50 48%	45 46%	5 37%	35 46%	85 46%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert

Table 79

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling

The advert's warnings about the risks of gambling were clear enough

	Gender		Age							Social Grade		Live football matches			Live cricket matches			
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Weighted base	276	147	129	111*	165	51*	61*	54*	63*	48*	183	93*	76*	103*	97*	13**	76*	187
Don't know/ rather not say	3 1%	1 1%	2 2%	1 1%	2 1%	- -	1 2%	- -	1 2%	1 2%	3 2%	1 1%	2 3%	1 1%	- -	- -	2 3%	1 1%
Mean	3.76	3.88	3.63	3.99dh	3.61	3.92	4.05h	3.65	3.48	3.73	3.73	3.82	3.93	3.74	3.67	4.68	3.74	3.71
Standard deviation	1.40	1.42	1.37	1.38	1.40	1.41	1.36	1.28	1.27	1.67	1.39	1.41	1.45	1.38	1.38	1.58	1.33	1.40
Standard error	0.08	0.12	0.12	0.14	0.10	0.22	0.19	0.21	0.14	0.22	0.10	0.15	0.17	0.14	0.14	0.46	0.15	0.10

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert
Table 80

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling
The advert's warnings about the risks of gambling were clear enough

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
		Watch at least weekly (a)	Watch rarely (b)	Never watch (c)	Watch at least weekly (d)	Watch rarely (e)	Never watch (f)	0-2 (g)	3+ (h)	Too much (i)	About right/ don't know/ not enough (j)	Top 3 Box agree (k)	Bottom 3 box dis-agree (l)	Top 3 Box agree (m)	Bottom 3 box dis-agree (n)	Top 3 Box agree (o)	Bottom 3 box dis-agree (p)	Top 3 Box agree (q)	Bottom 3 box dis-agree (r)	Top 3 Box agree (s)	Bottom 3 box dis-agree (t)	
		Unweighted base	276	81	80	115	15	103	157	93	132	186	90	100	111	78	101	74	90	38	203	45
Weighted base	276	87*	79*	110	18**	101*	156	95*	127	182	94*	99*	105*	77*	102*	74*	86*	36*	203	48*	185	
Completely agree	(7)	7 3%	3 4%	- -	4 7%	1 1%	5 3%	2 2%	4 3%	5 3%	2 2%	6 6%l	1 1%	2 3%	2 2%	5 7%	2 2%	3 9%r	4 2%	2 4%	3 1%	
Strongly agree	(6)	17 6%	9 10%	5 6%	4 3%	3 15%	7 7%	8 5%	3 3%	13 10%g	8 5%	9 9%	11 12%l	4 3%	8 10%	6 6%	11 14%p	4 4%	6 16%r	9 5%	7 14%t	9 5%
Tend to agree	(5)	69 25%	23 26%	21 26%	26 23%	4 21%	24 24%	41 26%	23 25%	21 16%	36 20%	33 35%i	32 33%l	15 14%	15 19%	33 32%	29 39%p	10 11%	5 14%	52 25%	10 20%	40 22%
Neither agree nor disagree	(4)	54 20%	17 19%	13 17%	24 22%	4 20%	19 19%	31 20%	20 21%	24 19%	32 18%	22 23%	12 12%	19 18%	13 16%	12 12%	8 11%	17 19%	5 13%	40 20%	6 13%	38 20%
Tend to disagree	(3)	76 28%	23 27%	21 27%	31 28%	3 18%	31 31%	42 27%	34 36%	32 25%	57 31%	19 21%	20 20%	36 34%k	20 26%	34 34%	12 16%	27 31%o	9 27%	58 28%	16 32%	56 30%
Strongly disagree	(2)	35 13%	11 12%	13 17%	11 10%	2 10%	14 14%	19 12%	9 9%	24 19%g	30 17%j	4 4%	11 11%	22 21%	14 18%	11 11%	9 12%	17 19%	5 15%	26 13%	6 12%	24 13%
Completely disagree	(1)	15 5%	1 1%	3 4%	11 10%a	2 10%	2 2%	11 7%	4 4%	7 5%	11 6%	4 4%	3 3%	9 9%	3 4%	3 3%	- -	10 12%o	3 8%	11 6%	- -	15 8%
NET: Top 2 box agree		24 9%	12 14%	5 6%	7 7%	4 22%	8 8%	12 8%	5 5%	17 14%g	13 7%	11 12%	17 18%l	5 4%	10 13%	8 8%	16 21%p	5 6%	9 25%r	13 6%	9 18%t	12 6%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
* small base; ** very small base (under 30) ineligible for sig testing

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert
Table 80

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling
The advert's warnings about the risks of gambling were clear enough

	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling	Gambling advertising on TV seems to be focused at young people like me	In general, gambling companies advertise in a socially responsible way	Gambling advertising on television has encouraged me to take up gambling in the future	Gambling seems to be a good way to make money						
	Total	Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree		
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Weighted base	276	87*	79*	110	18**	101*	156	95*	127	182	94*	99*	105*	77*	102*	74*	86*	36*	203	48*	185
NET: Top 3 box agree	93 34%	34 39%	26 33%	33 30%	8 43%	32 32%	54 34%	28 30%	38 30%	50 27%	44 46% ⁱ	50 50% ^l	19 18%	25 33%	41 41%	45 60% ^p	15 17%	14 38%	65 32%	19 39%	52 28%
NET: Bottom 2 box disagree	49 18%	11 13%	16 21%	22 20%	4 20%	15 15%	30 19%	13 13%	31 24% ^g	41 23% ^j	8 8%	14 14%	31 29% ^k	17 22%	14 14%	9 12%	27 31% ^o	8 22%	37 18%	6 12%	39 21%
NET: Bottom 3 box disagree	125 45%	35 40%	38 48%	53 48%	7 38%	47 46%	72 46%	47 49%	63 50%	98 54% ^j	27 29%	34 34%	67 63% ^k	37 48%	48 48%	20 28%	54 62% ^o	17 49%	95 47%	21 44%	95 51%
Don't know/ rather not say	3 1%	1 2%	2 3%	- -	3 3%	- -	- -	- -	3 2%	2 1%	1 1%	3 3%	- -	2 3%	- -	1 1%	1 1%	- -	3 2%	2 4% ^t	1 *
Mean	3.76	4.03	3.66	3.63	4.04	3.77	3.73	3.70	3.67	3.54	4.19 ⁱ	4.23 ^l	3.22	3.73	3.86	4.50 ^p	3.19	3.94	3.69	4.06 ^t	3.55
Standard deviation	1.40	1.36	1.34	1.45	1.75	1.27	1.44	1.25	1.52	1.41	1.29	1.52	1.31	1.50	1.34	1.42	1.41	1.79	1.35	1.43	1.38
Standard error	0.08	0.15	0.15	0.14	0.45	0.13	0.11	0.13	0.13	0.10	0.14	0.15	0.12	0.17	0.13	0.17	0.15	0.29	0.10	0.22	0.10

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert
Table 81

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling

The advert placed enough emphasis on the risks of gambling and the need to gamble responsibly

	Gender			Age							Social Grade		Live football matches			Live cricket matches			
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)	
Unweighted base	276	134	142	94	182	42	52	36	89	57	188	88	71	105	99	12	76	188	
Weighted base	276	147	129	111*	165	51*	61*	54*	63*	48*	183	93*	76*	103*	97*	13**	76*	187	
Completely agree	(7)	8 3%	3 2%	5 4%	7 6% ^{dh}	2 1%	2 4%	5 7% ^{dh}	2 3%	- -	7 4%	1 1%	4 6%	1 1%	3 3%	2 18%	3 4%	3 2%	
Strongly agree	(6)	16 6%	11 7%	5 4%	9 8%	7 4%	5 9%	4 6%	2 3%	3 4%	3 6%	4 7%	4 5%	11 10% ⁿ	2 2%	2 15%	5 7%	8 5%	
Tend to agree	(5)	52 19%	30 20%	22 17%	24 22%	28 17%	15 29% ^h	9 15%	10 19%	8 13%	9 19%	26 14%	26 27% ^j	17 22%	17 18%	1 10%	11 15%	39 21%	
Neither agree nor disagree	(4)	55 20%	28 19%	27 21%	29 26% ⁱ	26 16%	11 21%	18 29% ^{di}	10 18%	13 20% ⁱ	4 7%	31 17%	23 25%	16 21%	13 13%	25 26% ^m	2 18%	15 20%	37 20%
Tend to disagree	(3)	79 29%	48 33%	31 24%	22 20%	56 34% ^{ce}	8 16%	14 23%	18 33%	24 39% ^{ce}	15 30%	60 33%	19 21%	22 29%	38 37% ⁿ	20 20%	3 26%	27 35%	48 26%
Strongly disagree	(2)	45 16%	15 10%	30 23% ^a	10 9%	34 21% ^{ce}	3 7%	7 11%	9 17%	10 15%	16 32% ^{cefh}	36 20% ^k	9 9%	17 12%	19 19%	2 14%	9 12%	34 18%	
Completely disagree	(1)	17 6%	10 7%	7 6%	7 6%	10 6%	5 10%	2 3%	3 6%	5 8%	2 4%	7 4%	10 11% ^j	3 4%	4 4%	10 10%	- -	4 5%	13 7%
NET: Top 2 box agree		24 9%	14 9%	10 8%	15 14% ^{dh}	9 5%	7 14%	8 14%	4 7%	3 4%	3 6%	19 11%	5 5%	8 10%	12 11%	5 5%	4 33%	8 11%	12 6%
NET: Top 3 box agree		76 27%	43 29%	33 25%	39 35% ^{dh}	37 22%	22 43% ^{dh}	17 28%	14 26%	11 17%	12 25%	45 25%	30 33%	25 32%	29 28%	22 23%	6 43%	19 26%	51 27%
NET: Bottom 2 box disagree		62 22%	25 17%	37 29% ^a	18 16%	44 27% ^c	9 17%	9 15%	12 23%	15 23%	17 36% ^{cef}	43 24%	19 20%	13 17%	20 20%	29 30%	2 14%	13 17%	47 25%
NET: Bottom 3 box disagree		141 51%	73 50%	67 52%	40 36%	101 61% ^{cef}	17 33%	23 38%	30 56% ^c	39 62% ^{cef}	32 66% ^{cef}	102 56% ^k	38 41%	34 45%	58 56%	48 50%	5 39%	40 52%	95 51%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert

Table 81

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling

The advert placed enough emphasis on the risks of gambling and the need to gamble responsibly

	Gender			Age							Social Grade		Live football matches			Live cricket matches		
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Weighted base	276	147	129	111*	165	51*	61*	54*	63*	48*	183	93*	76*	103*	97*	13**	76*	187
Don't know/ rather not say	5 2%	3 2%	2 2%	4 3%	1 1%	1 3%	2 4%	- -	1 1%	1 2%	3 2%	2 2%	1 2%	3 3%	1 1%	- -	1 2%	4 2%
Mean	3.59	3.67	3.50	3.97dhi	3.35	4.01dhi	3.93dhi	3.52	3.27	3.24	3.55	3.67	3.82	3.60	3.41	4.40	3.65	3.51
Standard deviation	1.44	1.40	1.47	1.52	1.32	1.58	1.48	1.40	1.24	1.35	1.44	1.42	1.45	1.39	1.47	1.78	1.42	1.40
Standard error	0.09	0.12	0.13	0.16	0.10	0.25	0.21	0.23	0.13	0.18	0.11	0.15	0.17	0.14	0.15	0.51	0.16	0.10

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert
Table 82

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling

The advert placed enough emphasis on the risks of gambling and the need to gamble responsibly

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money		
		Watch at least weekly (a)	Watch rarely (b)	Never watch (c)	Watch at least weekly (d)	Watch rarely (e)	Never watch (f)	0-2 (g)	3+ (h)	Too much (i)	About right/ don't know/ not enough (j)	Top 3 Box agree (k)	Bottom 3 box dis-agree (l)	Top 3 Box agree (m)	Bottom 3 box dis-agree (n)	Top 3 Box agree (o)	Bottom 3 box dis-agree (p)	Top 3 Box agree (q)	Bottom 3 box dis-agree (r)	Top 3 Box agree (s)	Bottom 3 box dis-agree (t)	
Unweighted base	276	81	80	115	15	103	157	93	132	186	90	100	111	78	101	74	90	38	203	45	191	
Weighted base	276	87*	79*	110	18**	101*	156	95*	127	182	94*	99*	105*	77*	102*	74*	86*	36*	203	48*	185	
Completely agree	(7)	8 3%	4 5%	1 1%	3 7%	4 4%	3 2%	1 1%	5 4%	2 1%	7 7% ⁱ	7 7%	2 2%	2 3%	2 2%	7 9%	2 2%	3 10% ^r	5 2%	3 7% ^t	3 2%	
Strongly agree	(6)	16 6%	4 5%	8 10%	3 3%	1 7%	6 6%	9 6%	2 2%	11 9% ^g	9 5%	6 7%	10 10% ^l	2 2%	5 6%	7 7%	10 13% ^p	3 4%	4 13%	9 5%	5 10%	8 5%
Tend to agree	(5)	52 19%	20 23%	12 16%	19 18%	4 24%	13 13%	34 22%	17 18%	18 14%	31 17%	21 22%	23 24%	14 13%	11 15%	20 20%	21 29% ^p	13 15%	5 14%	43 21%	6 12%	33 18%
Neither agree nor disagree	(4)	55 20%	16 18%	14 18%	24 22%	1 7%	22 22%	31 20%	23 24% ^h	16 13%	30 16%	25 27%	17 17%	13 12%	12 15%	20 20%	11 15%	10 11%	4 11%	36 18%	8 17%	33 18%
Tend to disagree	(3)	79 29%	31 36%	23 29%	25 23%	5 28%	36 36% ^f	37 24%	27 29%	43 34%	56 30%	23 25%	28 28%	34 33%	27 35%	31 31%	16 22%	32 37% ^o	11 30%	60 30%	15 30%	62 33%
Strongly disagree	(2)	45 16%	9 10%	14 17%	22 20%	3 16%	16 16%	26 17%	19 20%	22 17%	38 21% ^j	7 7%	9 9%	27 26% ^k	13 17%	17 17%	7 9%	14 16%	4 11%	34 17%	8 17%	29 16%
Completely disagree	(1)	17 6%	1 2%	5 6%	11 10% ^a	2 10%	2 2%	13 9% ^e	4 5%	9 7%	14 8%	2 3%	3 3%	12 11% ^k	5 7%	2 2%	2 3%	12 13% ^o	4 11%	12 6%	1 3%	16 8%
NET: Top 2 box agree		24 9%	9 10%	9 11%	7 6%	3 15%	10 9%	12 8%	3 3%	17 13% ^g	11 6%	13 14% ⁱ	16 16% ^l	4 4%	7 9%	10 9%	16 22% ^p	5 6%	8 22% ^r	14 7%	8 17% ^t	11 6%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
* small base; ** very small base (under 30) ineligible for sig testing

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

FILTER: Respondents seeing bet365 advert
Table 82

Q12. You indicated that the advert you were shown included warnings about the risks of gambling. To what extent do you agree or disagree with the following statements?

Base: All respondents seeing advert and recalled warnings about the risks of gambling

The advert placed enough emphasis on the risks of gambling and the need to gamble responsibly

	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling	Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money			
	Total	Watch at least weekly		Never watch (c)	Watch at least weekly		Never watch (f)	0-2 (g)	3+ (h)	Too much (i)	About right/ don't know/ not enough (j)	Top 3 Box agree (k)	Bottom 3 box dis-agree (l)	Top 3 Box agree (m)	Bottom 3 box dis-agree (n)	Top 3 Box agree (o)	Bottom 3 box dis-agree (p)	Top 3 Box agree (q)	Bottom 3 box dis-agree (r)	Top 3 Box agree (s)	Bottom 3 box dis-agree (t)
		(a)	Watch rarely (b)		Watch rarely (e)	Top 3 Box agree (k)						Bottom 3 box dis-agree (l)	Top 3 Box agree (m)	Bottom 3 box dis-agree (n)	Top 3 Box agree (o)	Bottom 3 box dis-agree (p)	Top 3 Box agree (q)	Bottom 3 box dis-agree (r)	Top 3 Box agree (s)	Bottom 3 box dis-agree (t)	
Weighted base	276	87*	79*	110	18**	101*	156	95*	127	182	94*	99*	105*	77*	102*	74*	86*	36*	203	48*	185
NET: Top 3 box agree	76 27%	29 33%	21 27%	26 24%	7 39%	23 23%	46 29%	20 21%	34 27%	42 23%	34 36% ⁱ	40 40% ^l	18 17%	19 24%	30 30%	38 51% ^p	18 21%	13 36%	58 28%	14 29%	44 24%
NET: Bottom 2 box disagree	62 22%	10 12%	18 23%	33 30% ^a	5 26%	18 17%	39 25%	24 25%	31 24%	53 29% ^j	9 10%	12 12%	39 37% ^k	19 24%	19 19%	9 12%	26 30% ^o	8 23%	46 23%	9 19%	44 24%
NET: Bottom 3 box disagree	141 51%	41 47%	41 52%	58 53%	10 54%	54 53%	77 49%	51 54%	74 59%	108 59% ^j	32 35%	40 40%	73 70% ^k	45 59%	51 50%	26 34%	58 67% ^o	19 53%	107 52%	24 50%	106 57%
Don't know/ rather not say	5 2%	1 2%	3 3%	1 1%	-	2 2%	2 2%	1 1%	2 2%	2 1%	3 3%	3 3%	1 1%	1 2%	1 1%	-	1 1%	-	3 1%	2 4%	2 1%
Mean	3.59	3.87 ^c	3.58	3.38	3.72	3.63	3.55	3.41	3.53	3.33	4.11 ⁱ	4.08 ^l	3.04	3.46	3.69	4.32 ^p	3.18	3.81	3.56	3.81	3.41
Standard deviation	1.44	1.34	1.45	1.47	1.75	1.33	1.47	1.25	1.55	1.38	1.40	1.50	1.37	1.45	1.35	1.55	1.45	1.83	1.41	1.58	1.38
Standard error	0.09	0.15	0.17	0.14	0.45	0.13	0.12	0.13	0.14	0.10	0.15	0.15	0.13	0.17	0.13	0.18	0.15	0.30	0.10	0.24	0.10

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey

ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 83

Q13. Please indicate whether you have seen the following images used in television advertising.

Base: All respondents

	Gender			Age							Social Grade		Live football matches			Live cricket matches		
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	1025	472	553	339	686	168	171	137	297	252	680	345	225	419	373	34	235	744
Weighted base	1025	526	499	403	622	200	203	203	208	211	668	357	242	417	359	38*	234	740
<u>When the Fun Stops, Stop</u>																		
Yes	512	283	229	171	341	98	73	117	116	108	343	169	163	205	141	29	141	336
	50%	54% ^b	46%	42%	55% ^{cf}	49% ^f	36%	58% ^{cf}	56% ^{cf}	51% ^{cf}	51%	47%	67% ^{mn}	49% ⁿ	39%	77% ^q	60% ^q	45%
No	439	204	234	191	247	82	109	79	78	90	285	154	62	181	190	7	77	348
	43%	39%	47% ^a	48% ^{dh}	40%	41%	54% ^{degh}	39%	38%	43%	43%	43%	26%	43% ^l	53% ^{lm}	19%	33%	47% ^{op}
Not sure/ rather not say	74	39	36	41	34	20	21	7	13	14	39	35	16	30	28	1	16	56
	7%	7%	7%	10% ^{dg}	5%	10% ^{dg}	10% ^{dg}	3%	6%	6%	6%	10% ^j	7%	7%	8%	4%	7%	8%
<u>BeGambleAware.org</u>																		
Yes	318	180	138	111	206	57	54	54	75	77	217	101	89	141	87	16	89	210
	31%	34% ^b	28%	28%	33%	29%	27%	27%	36% ^{cf}	37% ^{cf}	33%	28%	37% ⁿ	34% ⁿ	24%	43%	38% ^q	28%
No	549	262	287	224	325	109	115	122	93	110	364	185	112	218	213	12	109	417
	54%	50%	57% ^a	56% ^h	52% ^h	55% ^h	57% ^h	60% ^h	45%	52%	54%	52%	46%	52%	59% ^l	32%	47%	56% ^{op}
Not sure/ rather not say	158	84	74	67	91	33	34	27	40	24	87	71	42	58	59	10	35	114
	15%	16%	15%	17%	15%	17%	17%	13%	19% ⁱ	11%	13%	20% ^j	17%	14%	16%	25%	15%	15%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

* small base

The Chadlington Consultancy: Gambling Advertising Survey

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Absolutes/col percents

Table 84

Q13. Please indicate whether you have seen the following images used in television advertising.

Base: All respondents

	Total	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling		Gambling advertising on TV seems to be focused at young people like me		In general, gambling companies advertise in a socially responsible way		Gambling advertising on television has encouraged me to take up gambling in the future		Gambling seems to be a good way to make money	
		Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ don't know/ not enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Unweighted base	1025	265	299	453	48	388	578	362	442	683	342	252	535	295	368	259	389	99	783	114	750
Weighted base	1025	285	298	435	51*	391	571	361	427	675	350	253	520	292	372	251	375	99*	777	124	736
When the Fun Stops, Stop																					
Yes	512	173	154	184	33	225	249	153	274	369	143	165	249	164	180	161	198	63	380	61	382
	50%	61%bc	52%c	42%	65%f	57%f	44%	42%	64%g	55%j	41%	65%l	48%	56%	48%	64%p	53%	63%r	49%	49%	52%
No	439	93	124	216	15	144	274	185	132	268	171	72	246	108	178	76	154	27	348	55	314
	43%	33%	42%a	50%ab	29%	37%	48%de	51%h	31%	40%	49%i	28%	47%k	37%	48%m	30%	41%o	27%	45%q	45%	43%
Not sure/ rather not say	74	19	20	36	3	23	48	24	21	38	37	16	25	21	14	14	23	9	49	7	40
	7%	7%	7%	8%	6%	6%	8%	7%	5%	6%	11%i	6%	5%	7%	4%	6%	6%	9%	6%	6%	5%
BeGambleAware.org																					
Yes	318	103	101	113	23	139	155	100	162	216	102	99	153	103	119	90	118	39	238	47	225
	31%	36%c	34%c	26%	45%f	36%f	27%	28%	38%g	32%	29%	39%l	29%	35%	32%	36%	31%	39%	31%	38%	31%
No	549	136	156	251	21	199	320	209	200	352	197	112	297	145	207	120	205	37	428	57	408
	54%	48%	52%	58%a	41%	51%	56%	58%h	47%	52%	56%	44%	57%k	50%	56%	48%	55%	37%	55%q	46%	55%
Not sure/ rather not say	158	46	41	71	7	53	96	52	66	107	52	42	70	44	46	41	52	23	111	20	103
	15%	16%	14%	16%	14%	14%	17%	15%	15%	16%	15%	17%	13%	15%	12%	16%	14%	23%r	14%	16%	14%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t
 * small base

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Absolutes/col percents

Table 85

Q14. You indicated that you have seen the image/logo below in television advertising. Please describe what you believe this image/ logo means or what it is asking you to do.

Base: All respondents who have seen When the Fun Stops, Stop image/ logo

	Gender			Age						Social Grade		Live football matches			Live cricket matches			
	Total	Male (a)	Female (b)	14-15 (c)	16-18 (d)	14 (e)	15 (f)	16 (g)	17 (h)	18 (i)	ABC1 (j)	C2DE (k)	Watch at least weekly (l)	Watch rarely (m)	Never watch (n)	Watch at least weekly (o)	Watch rarely (p)	Never watch (q)
Unweighted base	513	261	252	144	369	83	61	78	164	127	348	165	154	208	148	26	142	340
Weighted base	512	283	229	171	341	98*	73*	117*	116	108	343	169	163	205	141	29**	141	336
Don't know	512	283	229	171	341	98	73	117	116	108	343	169	163	205	141	29	141	336
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k - l/m/n - o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

The Chadlington Consultancy: Gambling Advertising Survey ONLINE Fieldwork: 12th - 17th January 2018

Absolutes/col percents

Table 86

Q14. You indicated that you have seen the image/logo below in television advertising. Please describe what you believe this image/ logo means or what it is asking you to do.

Base: All respondents who have seen When the Fun Stops, Stop image/ logo

	Football highlights shows			Live rugby matches			No. of Gambling adverts Seen		View of Gambling Adverts on TV		Gambling advertising on TV include enough warnings about the dangers of addiction and the risks of gambling	Gambling advertising on TV seems to be focused at young people like me	In general, gambling companies advertise in a socially responsible way	Gambling advertising on television has encouraged me to take up gambling in the future	Gambling seems to be a good way to make money						
	Total	Watch at least weekly	Watch rarely	Never watch	Watch at least weekly	Watch rarely	Never watch	0-2	3+	Too much	About right/ not know/ enough	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree	Top 3 Box agree	Bottom 3 box dis-agree		
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Unweighted base	513	165	156	190	31	225	253	153	282	373	140	165	255	164	181	165	203	64	381	58	386
Weighted base	512	173	154	184	33**	225	249	153	274	369	143	165	249	164	180	161	198	63*	380	61*	382
Don't know	512	173	154	184	33	225	249	153	274	369	143	165	249	164	180	161	198	63	380	61	382
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t

*** small base; ** very small base (under 30) ineligible for sig testing**