

What are the effects and consequences of gambling advertising?

New Swedish data in the light of previous research

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Gambling advertising: A critical research review

Report prepared by

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for the

Responsible Gambling Trust
London

responsible
gamblingtrust

Binde, P. (2014). Gambling Advertising: A Critical Research Review. London: The Responsible Gambling Trust.
Bibliography update: [available here](#).

Content of presentation

Effects and consequences of gambling advertising for society and harm to individuals – but not possible benefits for consumers and gambling companies

1. Macro dimension – population level
2. Micro dimension – individual level
3. Concluding discussion – previous research & areas for future study

Why is this topic important?

- Concerns about the harmful impacts of gambling advertising
- Should advertising be regulated? In what way?
- Research is limited, although growing (about 50 empirical studies)

Annons: 4

NYKUNDS BONUS

Casino Heroes

Let the games begin!

SÄTT IN 200kr

120 BONUS-SPINS

Åldersgräns 18 år - www.spelstiftelsen.se
Vinsten delar bonusar och kampanjer har 40 årsgräns för spelare

badvakten ser? ×

THRILLS

EPIC SUMMER GAMES

Välkommen till 40 dagar av olika utmaningar och priser tillsammans. Vad sägs om:

- Del i ett 25 000 kr kontant-lotteri?
- En veckas golf och sol! Varje insättning du gör ger dig 1 chans i dragningen av en 50 000 kr golfresa till Costa del Sol!

Gäller endast 20:e juli - 28:e augusti. Börja redan idag. Öka dina chanser!

ÖPPNA ETT KONTO OCH SÄTT IGÅNG!

1 / 18

V75 BÅDE LÖRDAG OCH SÖNDAG!

Guldägel

SVENSKA POSTKOD LOTTERIET

100 MILJONER

i årets största GrannYra

800kr PRESENTKORT

Just nu på köpet

Spelautomater Roulette Blackjack Jackpotar Odds

Mr Green
The Amazing Journey

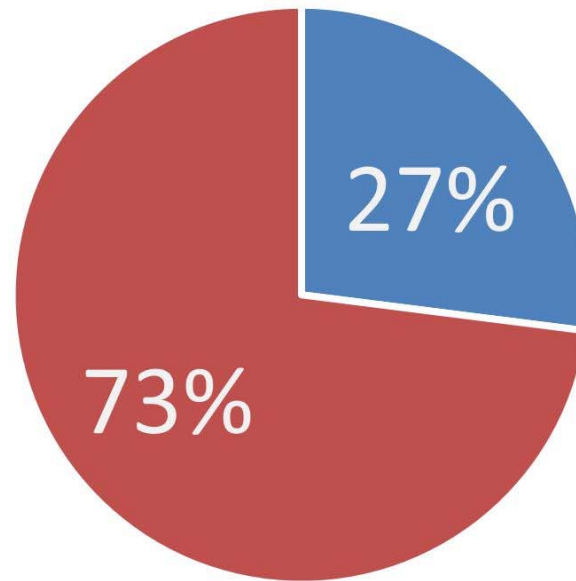
Ditt äventyr hos ett prisbelönt casino börjar här
200 Freespins & upp till 1 000 kr i bonus
vid din första insättning

Gå med nu

Ditt äventyr har bara börjat...
Läs upp ytterligare 220 Freespins
Sätt in och spela för ytterligare 200+ kr och läs upp 20 dagar med 5 Freespins varje dag. PLUS roliga "uppslag" fyllda med överraskningar och ännu fler Freespins!

Share of gambling advertising expenses

licensed and unlicensed companies in Sweden, 2014

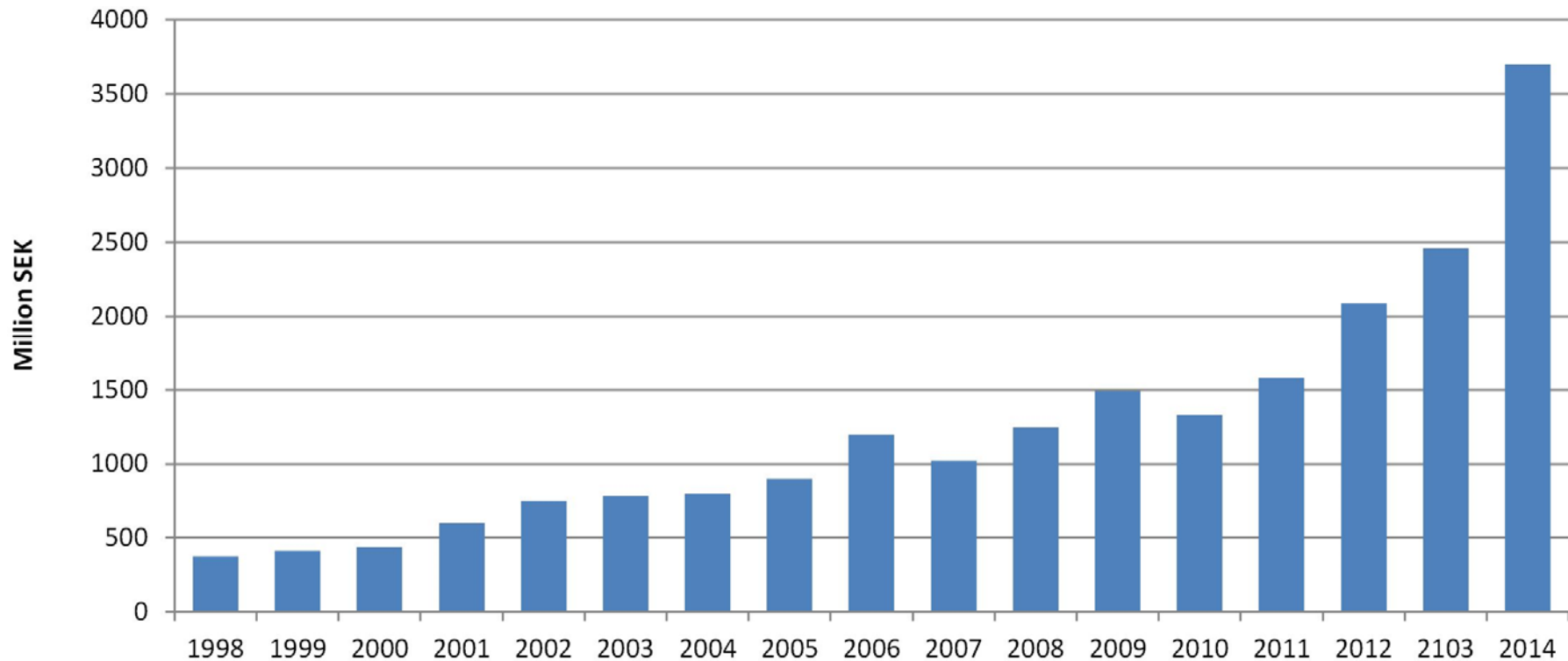


- Licensed in Sweden (offering online and traditional gambling)
- Unlicensed in Sweden (offering only online gambling)

Source: The Swedish Gambling Authority

1. Macro dimension

Gambling advertising expenses in Sweden

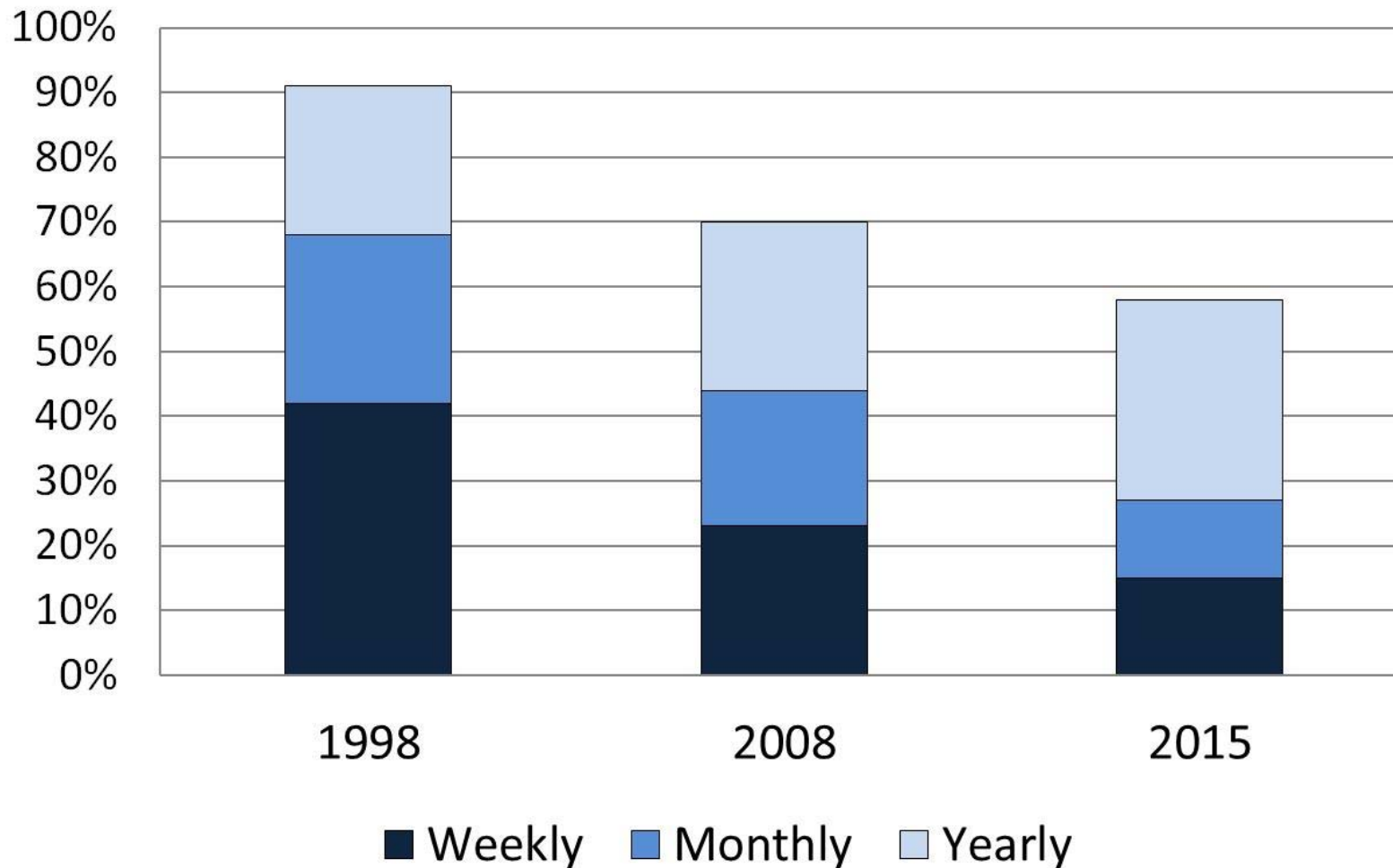


Million SEK, gross expenses (before rebates)

Source data: SIFO

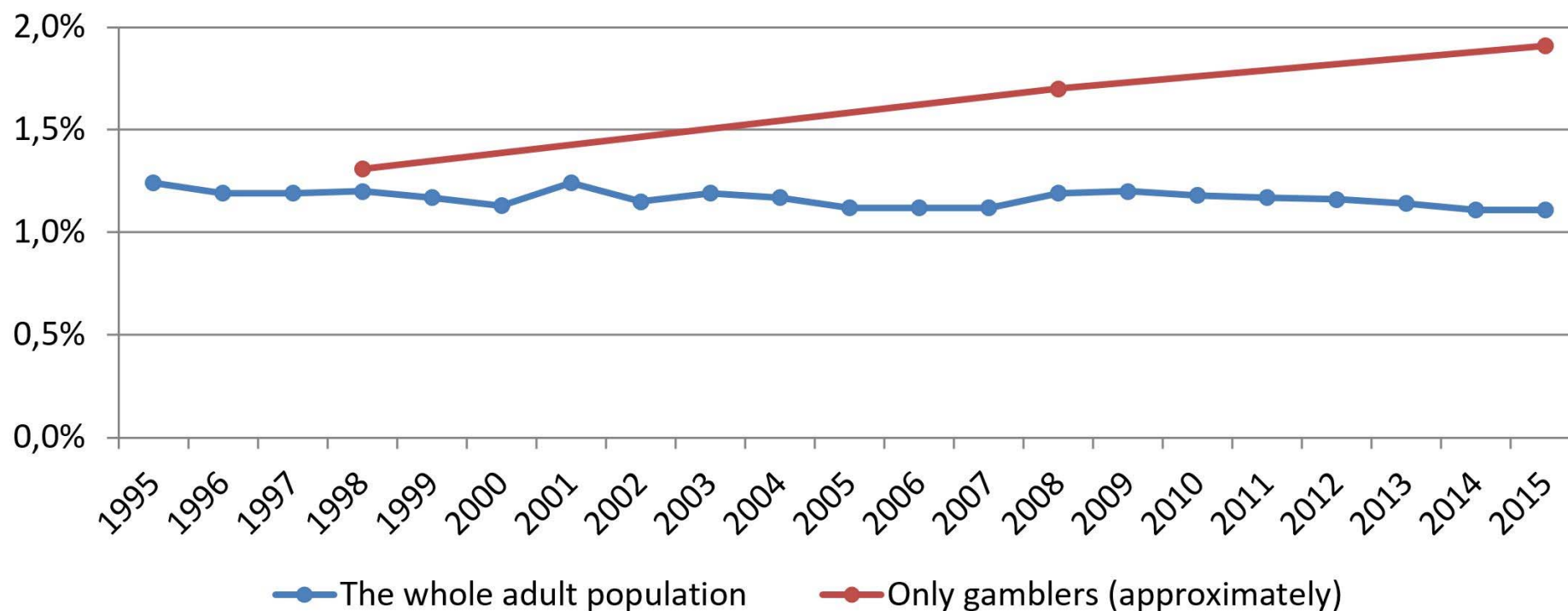
Gambling participation

In Sweden



Participation at least yearly, monthly and weekly. Source: Swegs and Swelogs population studies. The Public Health Agency of Sweden

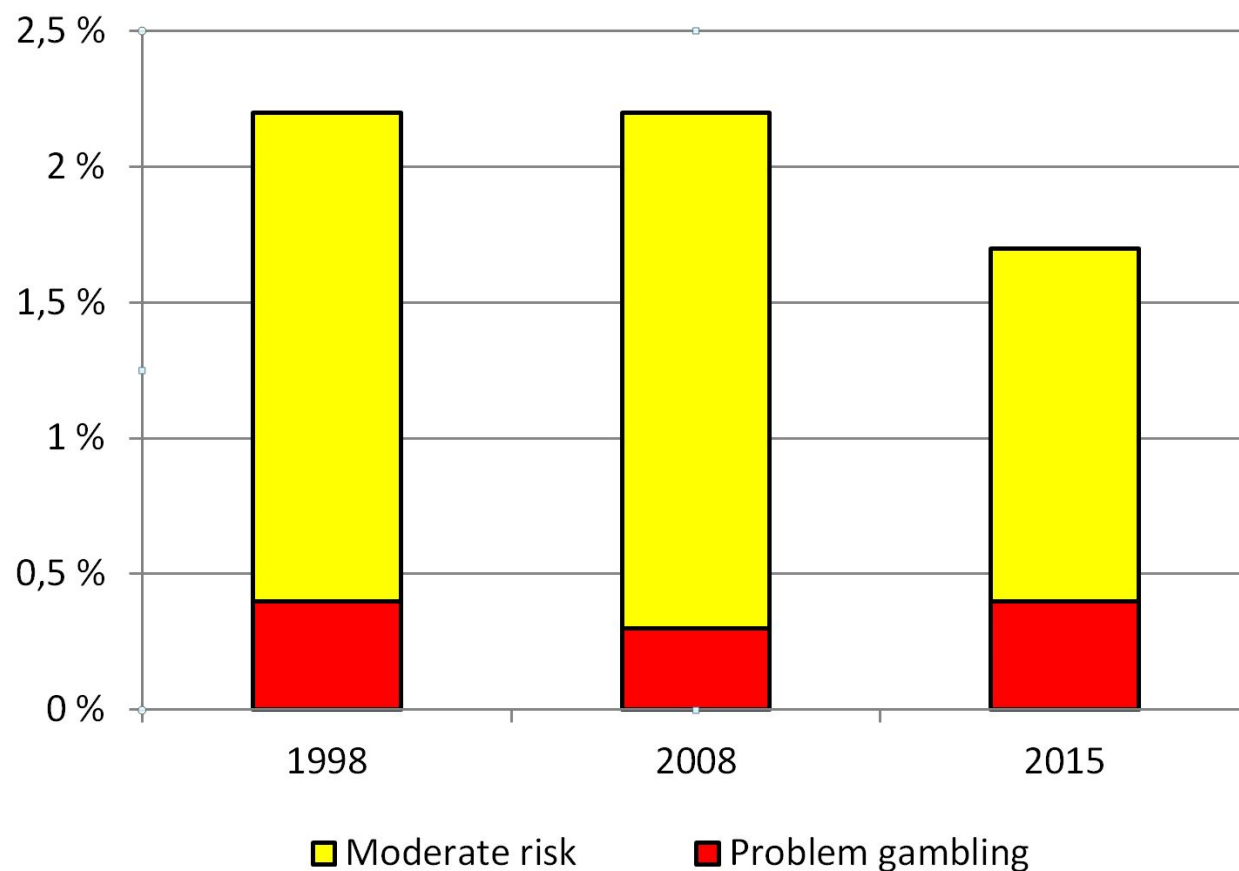
Gambling expenses (net loss), percent of disposable income In Sweden



Gambling expenses: The Swedish Gambling Authority; data on yearly gambling participation from the 1998, 2008 and 2015 Swegs and Swelogs population studies (Public Health Agency of Sweden), see previous slide; expenses for “only gamblers” are calculated on the basis of the population average, not from individual data (unavailable), and are therefore approximate.

Problem gambling

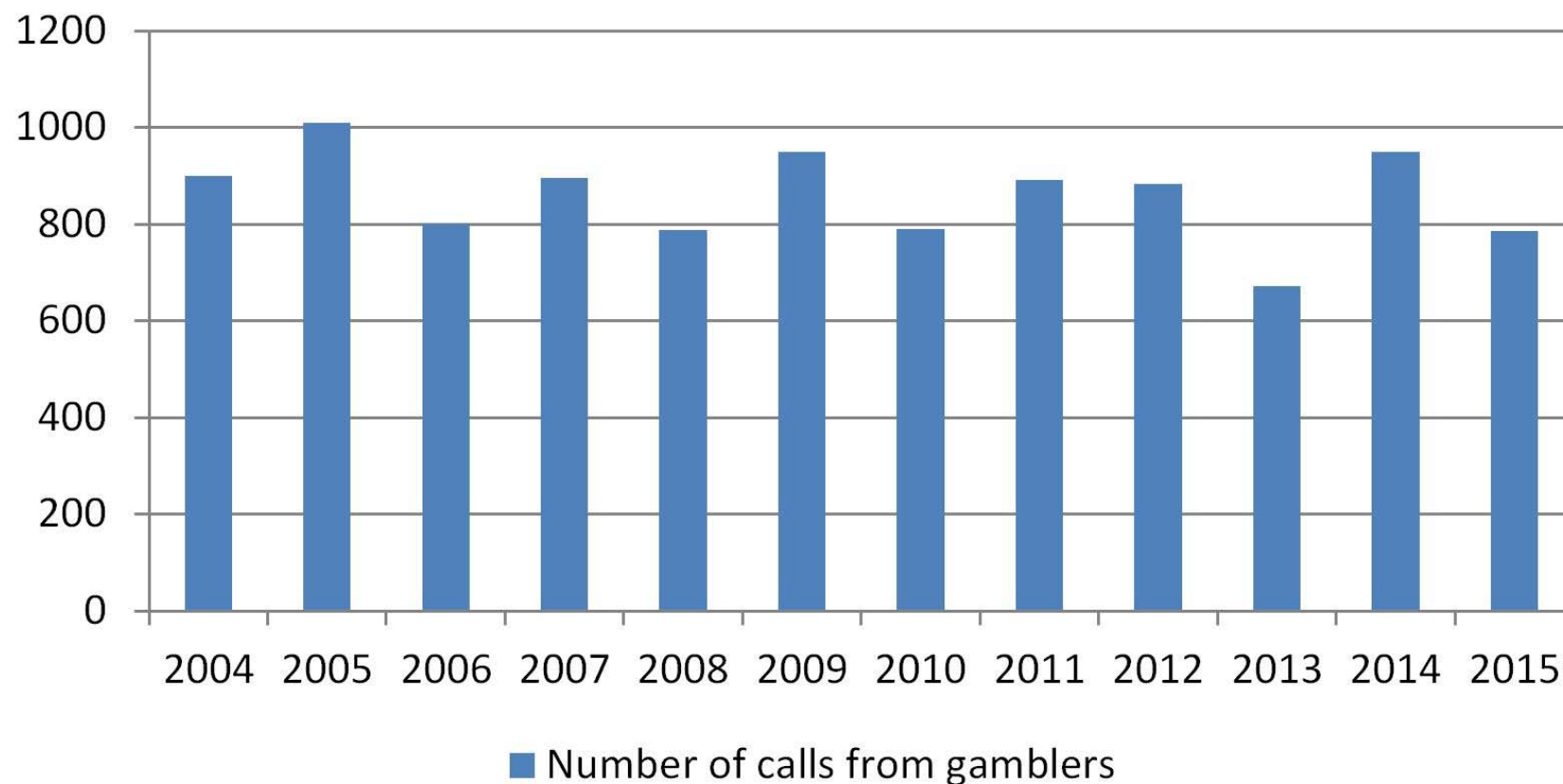
In Sweden



1998: data from Swegs (DSM-IV and SOGS, converted to PGSI according to conversion rates in Williams, et al. 2012);
2008 and 2015: data from Swelogs (PGSI), The Public Health Agency of Sweden

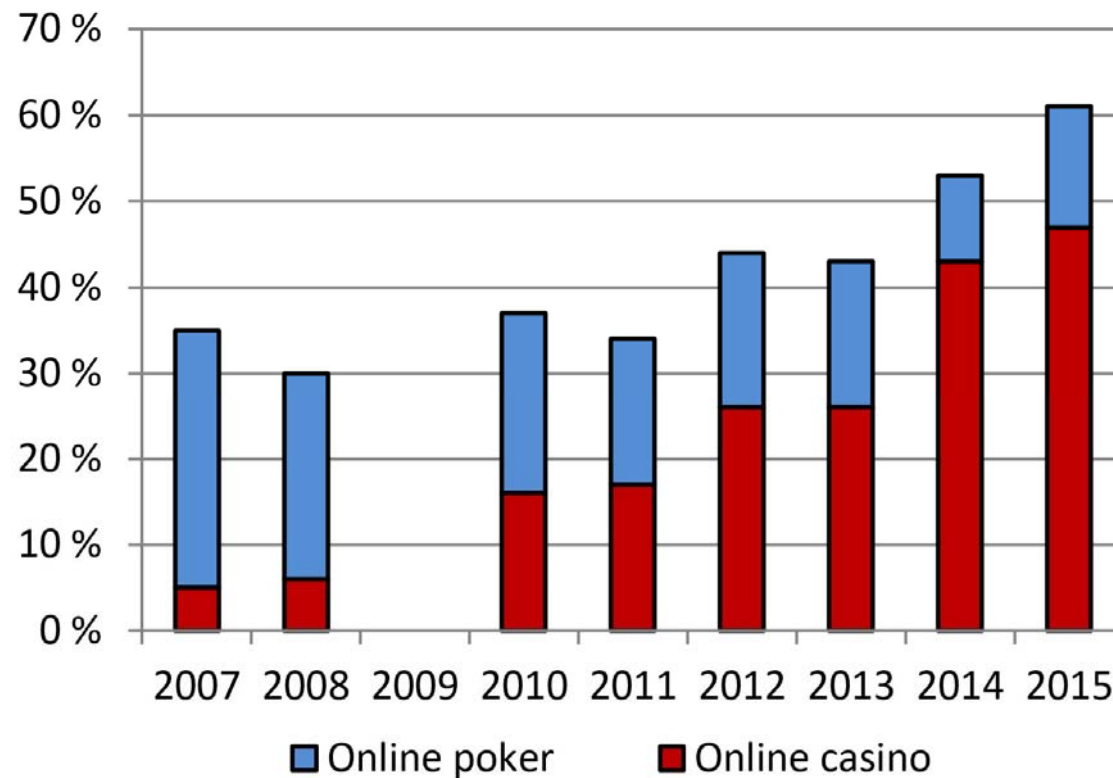
Calls to national helpline

In Sweden



Statistics from the Swedish national problem gambling helpline.

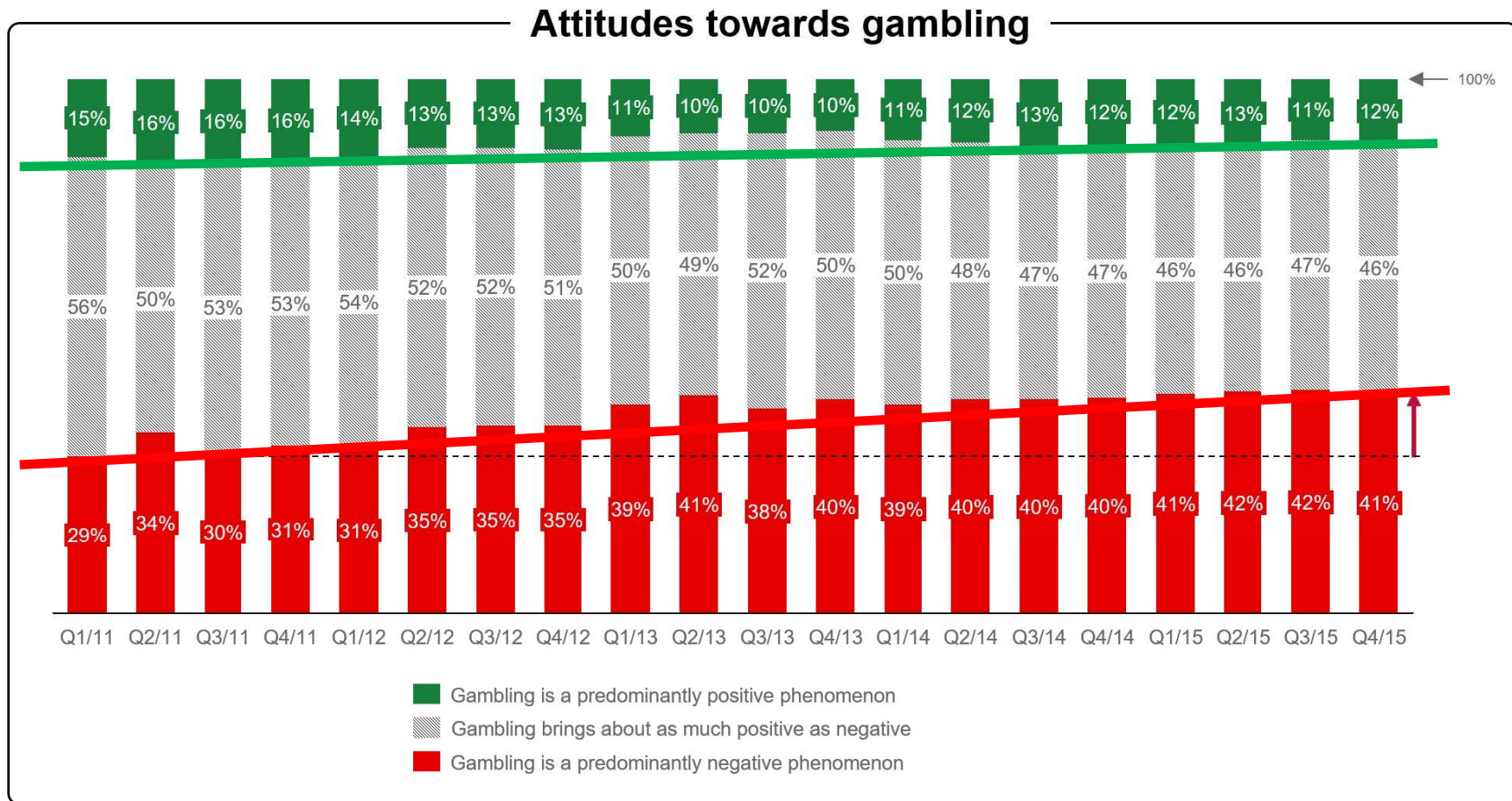
Helpline callers' main form of gambling In Sweden



Statistics from the Swedish national problem gambling helpline.

Attitudes towards gambling

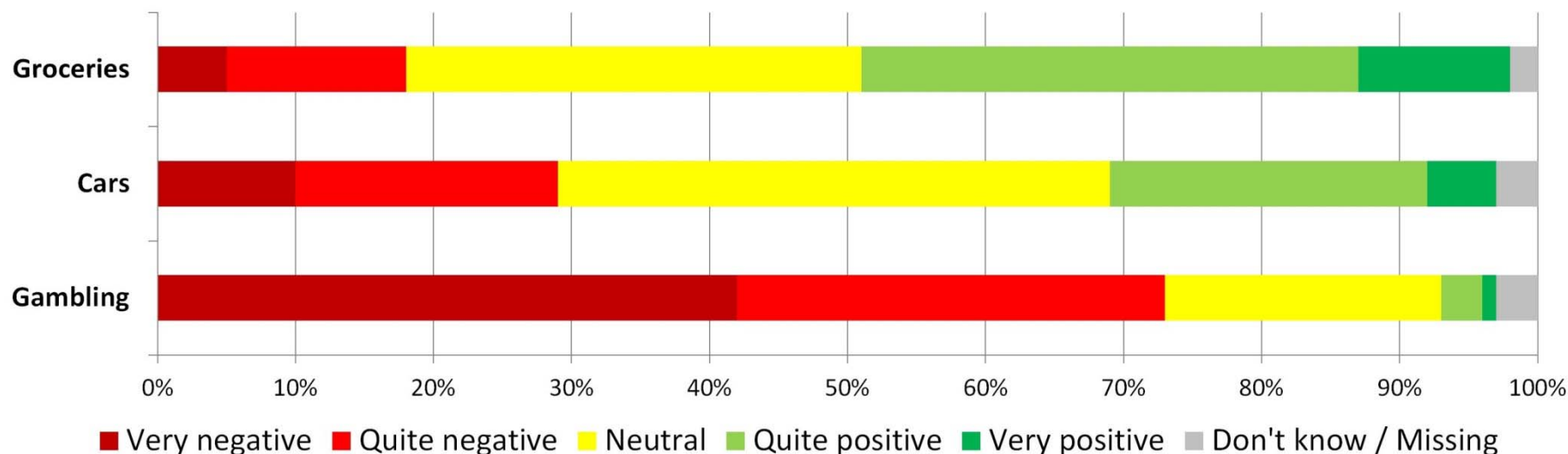
2011- 2015, Svenska Spel survey*



* Image tracking 2011-2015 (Swedes 18-75 years); unpublished data; figure translated to English by P. Binde

Attitudes towards gambling advertintg*

In Sweden, 2014

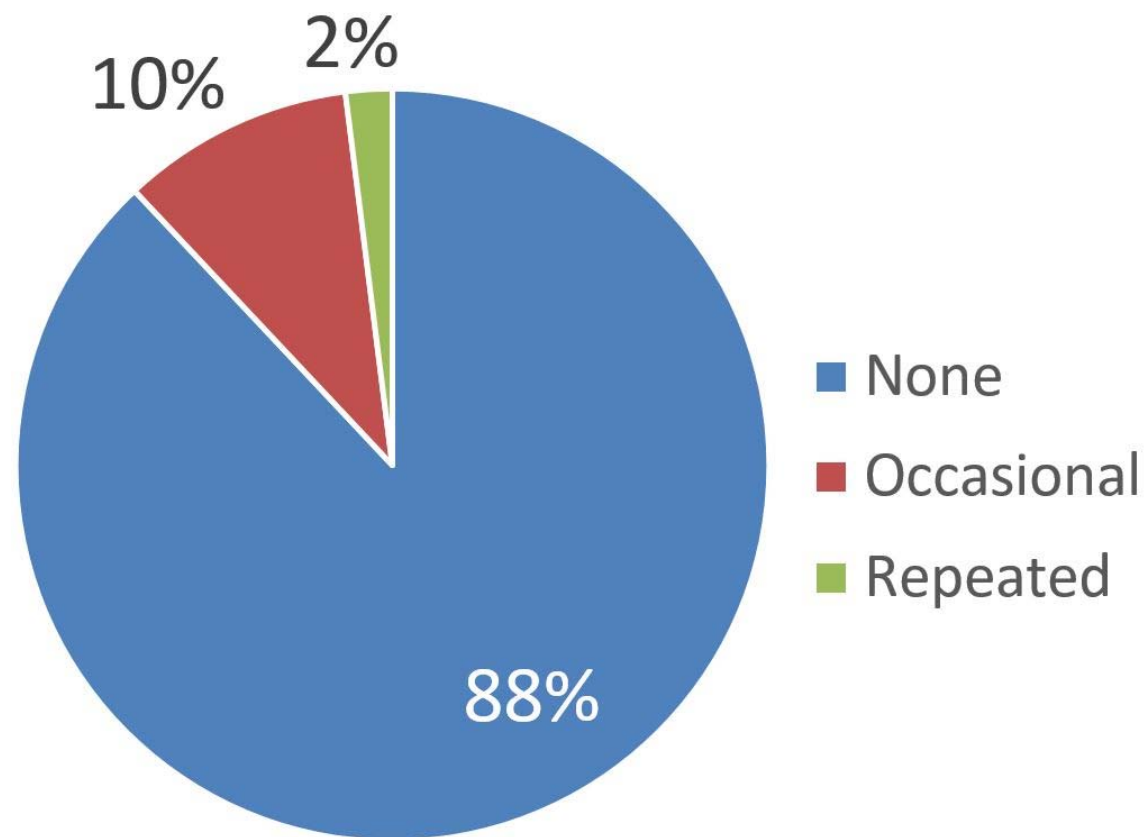


* Adapted from J. Orbe, 2014. Attityder till spelreklam. Survey commissioned by SPER (Spelbranschens Etiska Råd). Presented at Spelakademin, Visby, 2014.

2. Micro dimension

(Swelogs EP4, 2014)

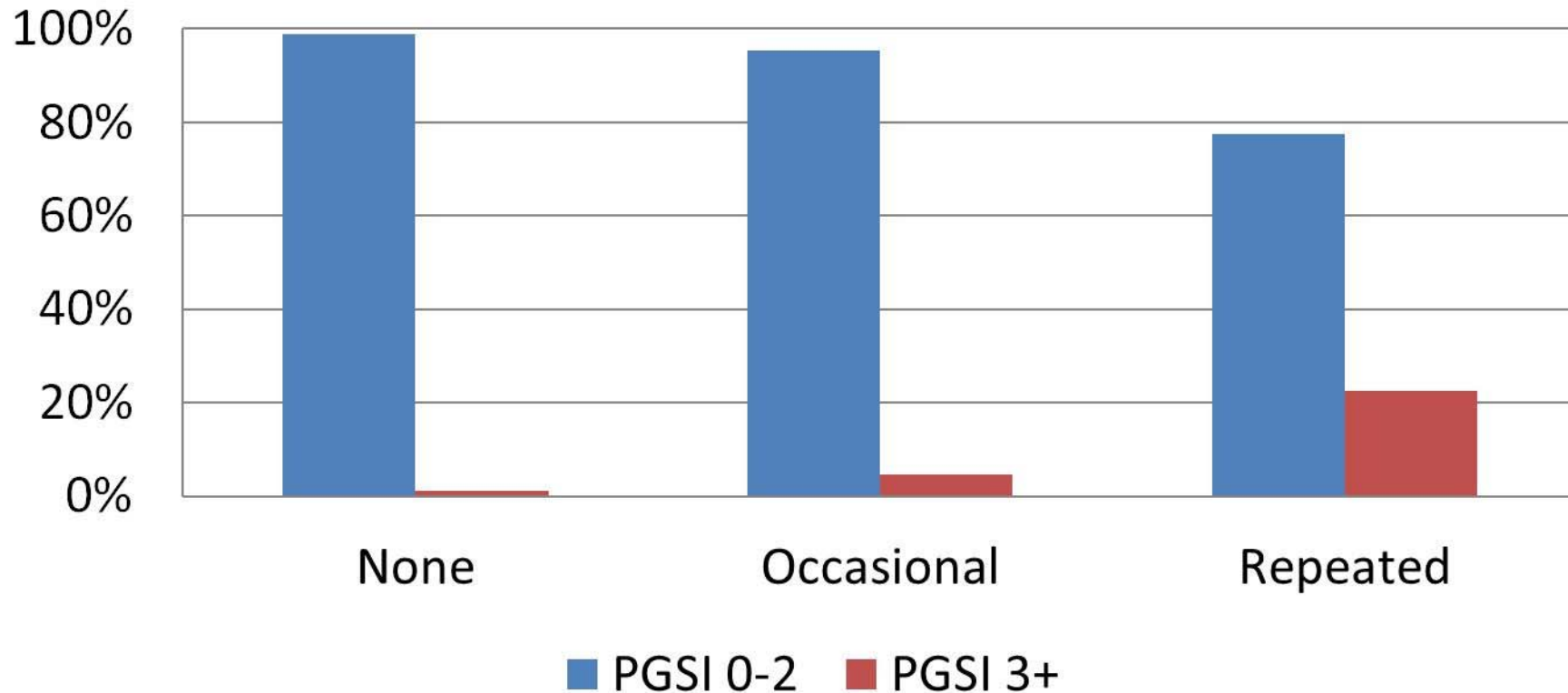
Self-perceived negative influence of gambling advertising



Data: Swelogs EP4 (2014), n=3,559. Negative influence: “ ... to gamble more often or for more money than you intended ...”

Self-perceived negative influence

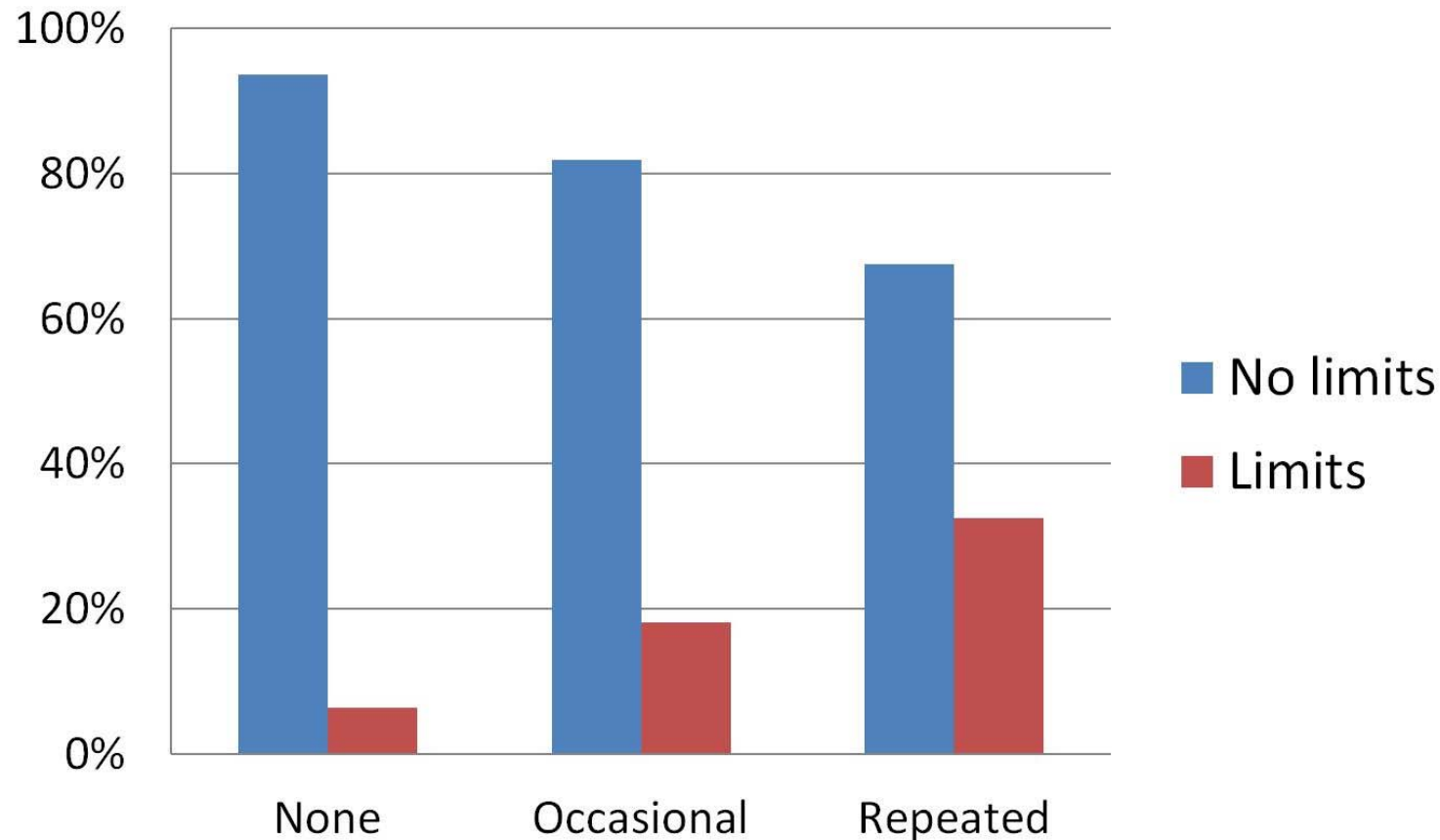
of gambling advertising – PGSI scores



Data: Swelogs EP4 (2014), n=3,559. Negative influence: “ ... to gamble more often or for more money than you intended ...”

Self-perceived negative influence

of gambling advertising – self-imposed limits on gambling



Data: Swelogs EP4 (2014), n=3,559. Negative influence: “...to gamble more often or for more money than you intended...” Self-imposed limits: “... do anything particular to limit the amount of money or time that you spend on gambling.”

3. Concluding discussion

Micro dimension

– quantitative population study –

Results confirm the conclusions from previous studies.

- Problem gamblers react more strongly to gambling advertising than others
- Gambling advertising make things worse for some problem gamblers
- Gambling advertising makes it harder for some problem gamblers to control their gambling

Macro dimension (1)

– empirical observations –

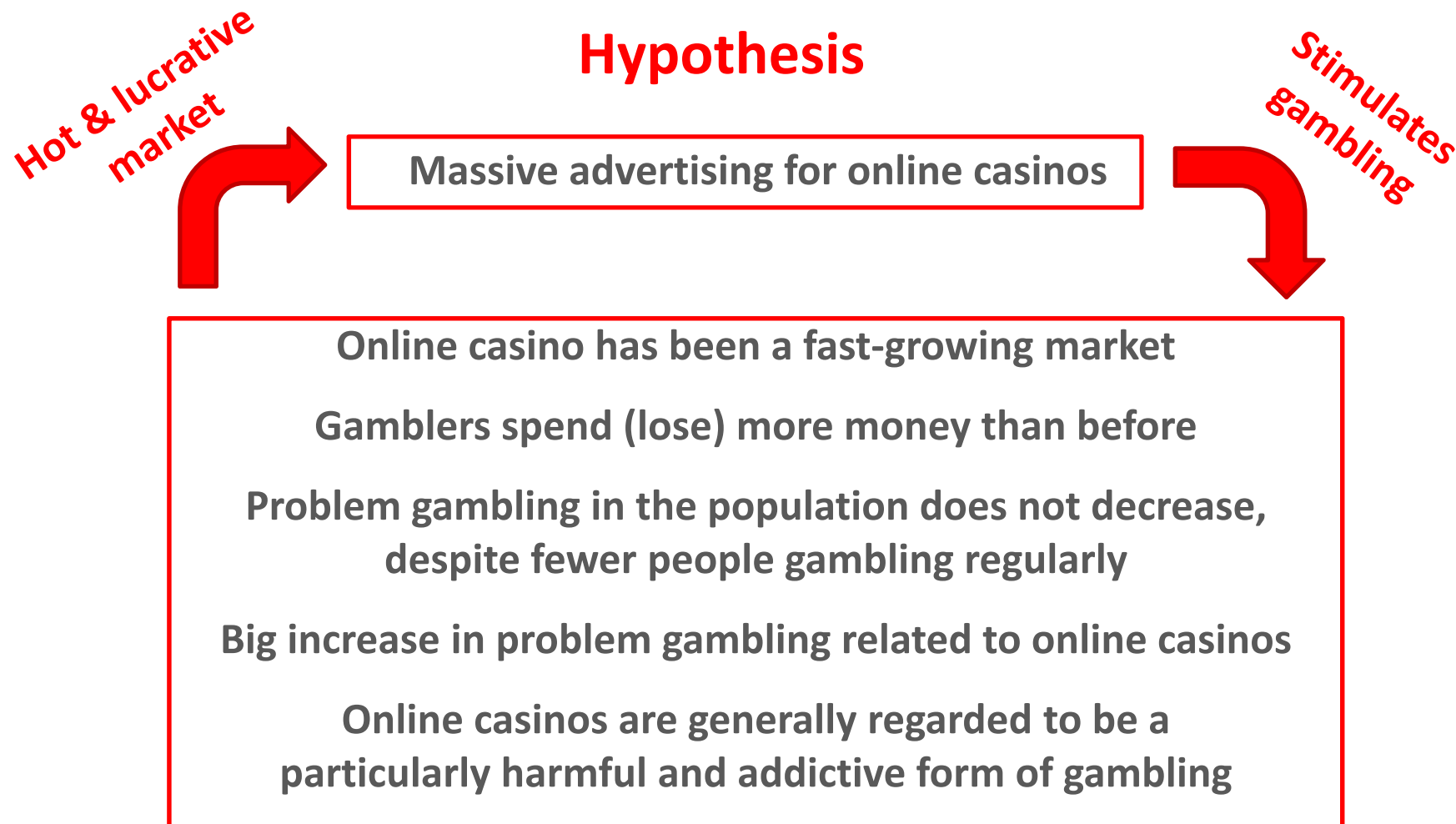
Contrary to what might be assumed, massive gambling advertising is not necessarily associated with ...

- ... a greater number of people gambling
- ... increasing problem gambling prevalence
- ... increasingly positive attitudes towards gambling
(might be the opposite, gambling advertising is much more disliked than other forms of advertising)

Little previous research on these issues; some studies show a link on the individual level between advertising recall and positive attitude towards gambling

Macro dimension (2)

– a cluster of co-occurring phenomena –



How much do advertising contribute to problem gambling?

Conclusion from previous research and empirical observations:

In general, the impact of advertising on the prevalence of problem gambling is likely to be relatively small ...

... but not insignificant and greater in some specific circumstances.

Very difficult to measure.

Closing comments

- The effects and consequences of gambling advertising are complex – e.g., bidirectional influence on attitudes
- There is a need in research to capture the big picture (individual & population) - multi-method studies are recommended
- What groups are especially vulnerable (problem gamblers, youth ...)?
- What messages have the most negative impact? Bonuses, jackpots, etc.?
- Good prospects of gaining more knowledge!



The anthropology of gambling

www.ongambling.org

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