

RGC

Attitudes and perceptions around gambling marketing and advertising.

September 12, 2024



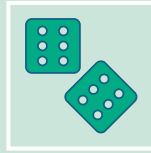
Gambling Marketing & Advertising Study



- RGC has responded to a need for evidence informed guidance for a policy framework and operator roadmap.
- Three Phase study including a global jurisdictional scan and literature review, follow by testing best and better practice framework and operator roadmap, and a final report with recommendations.
- Flutter International has funded RGC's independent research study on Gambling Marketing and Advertising.

Phase 1 Methodology

Jurisdictional Scan: Document Analysis



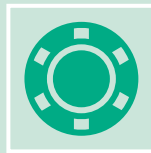
Rapid search of online websites to identify grey literature around GMA standard

Jurisdictional Scan: Key-Informant Interview



Interviews with regulators and operators in key jurisdictions

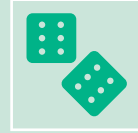
Literature Review



Literature Review

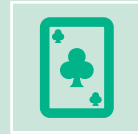
Phase 2 Methodology

Document Review



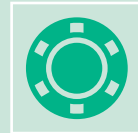
Review of Ontario and New Jersey regulatory websites and Internal operator documents

Key-Informant Interviews



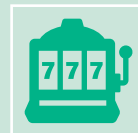
Interviews with regulators and operators in Ontario and New Jersey

Critical Content Analysis



Analysis of social media GMA in Ontario

Online Survey



Survey of 4000 (2000 Ontario & 2000 New Jersey) participants

Demographics



N=4009

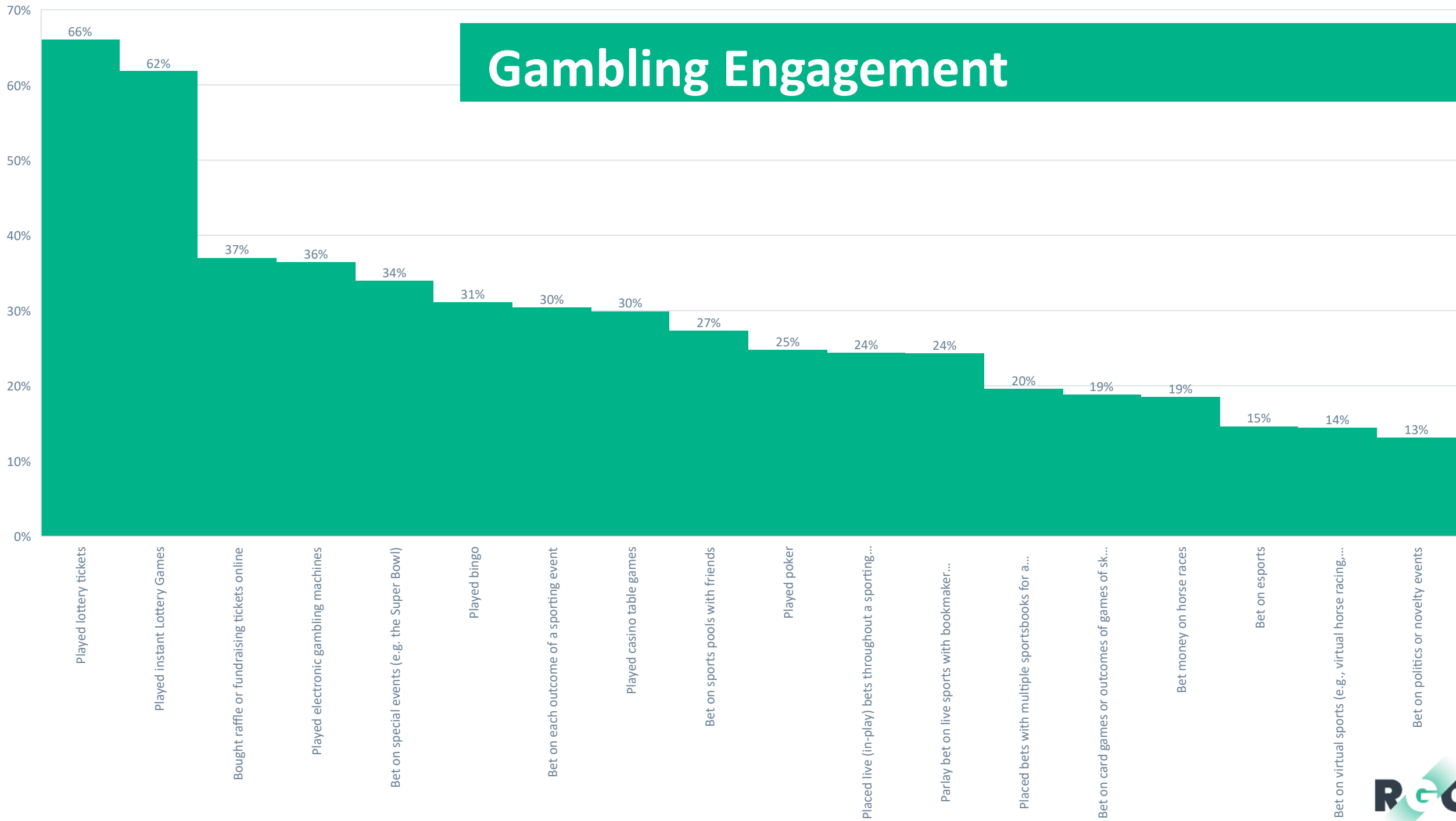


47.9% Male



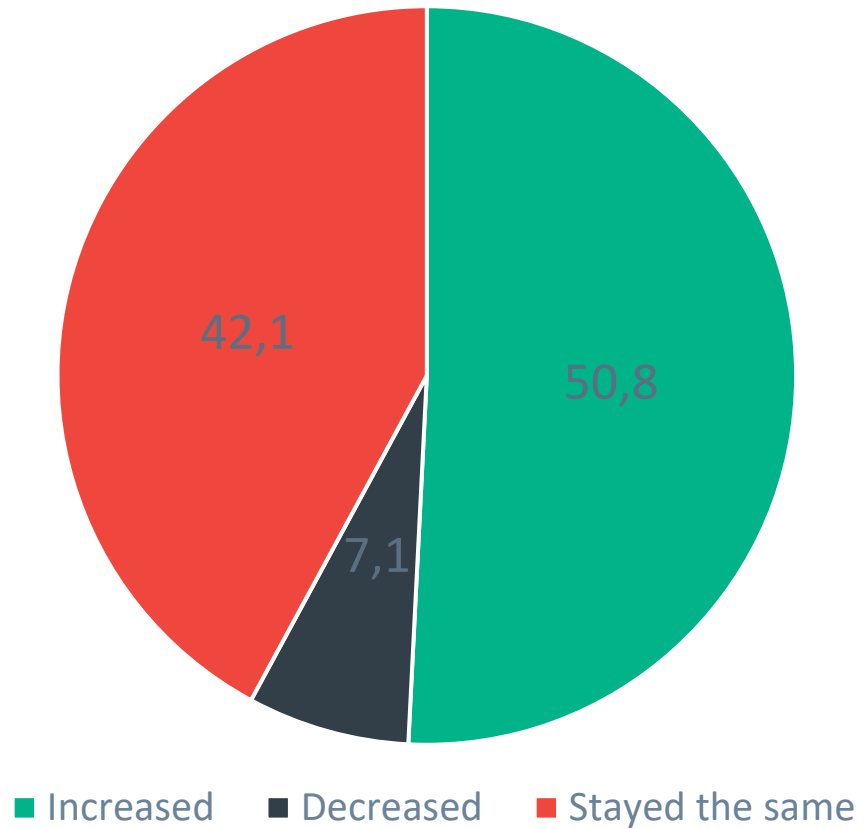
**Disabilities in
19.4%**

Gambling Engagement

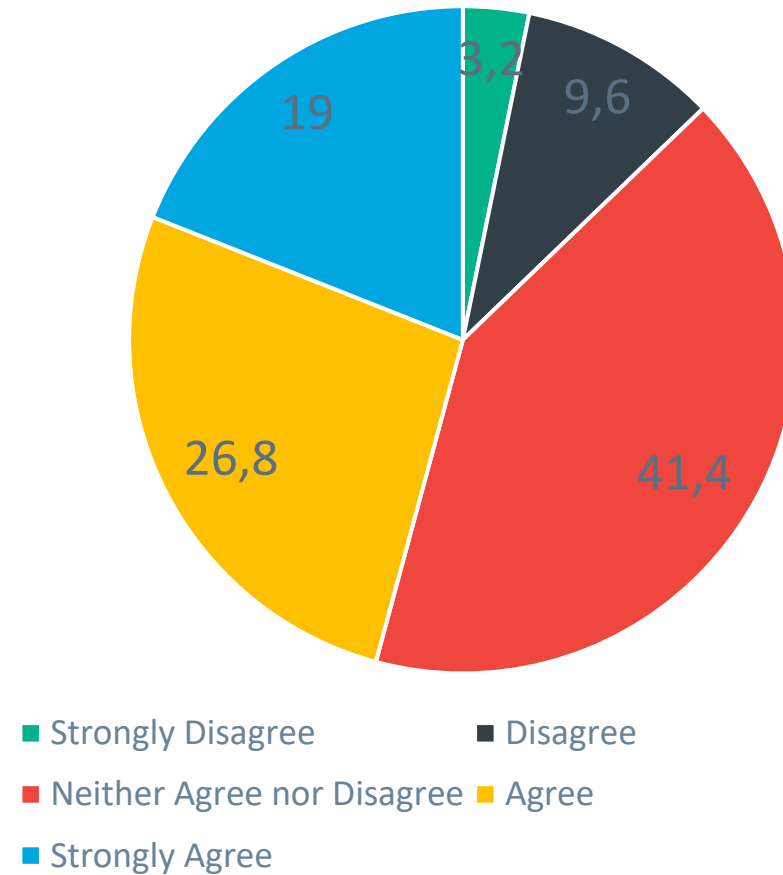


Advertisement Volume

Change in GMA

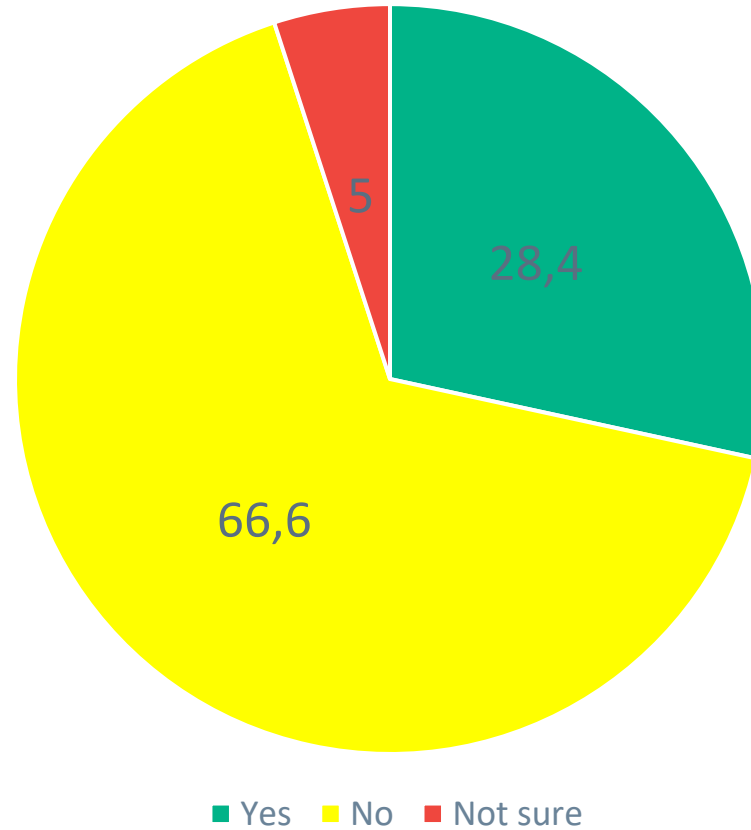


Volume of Ads

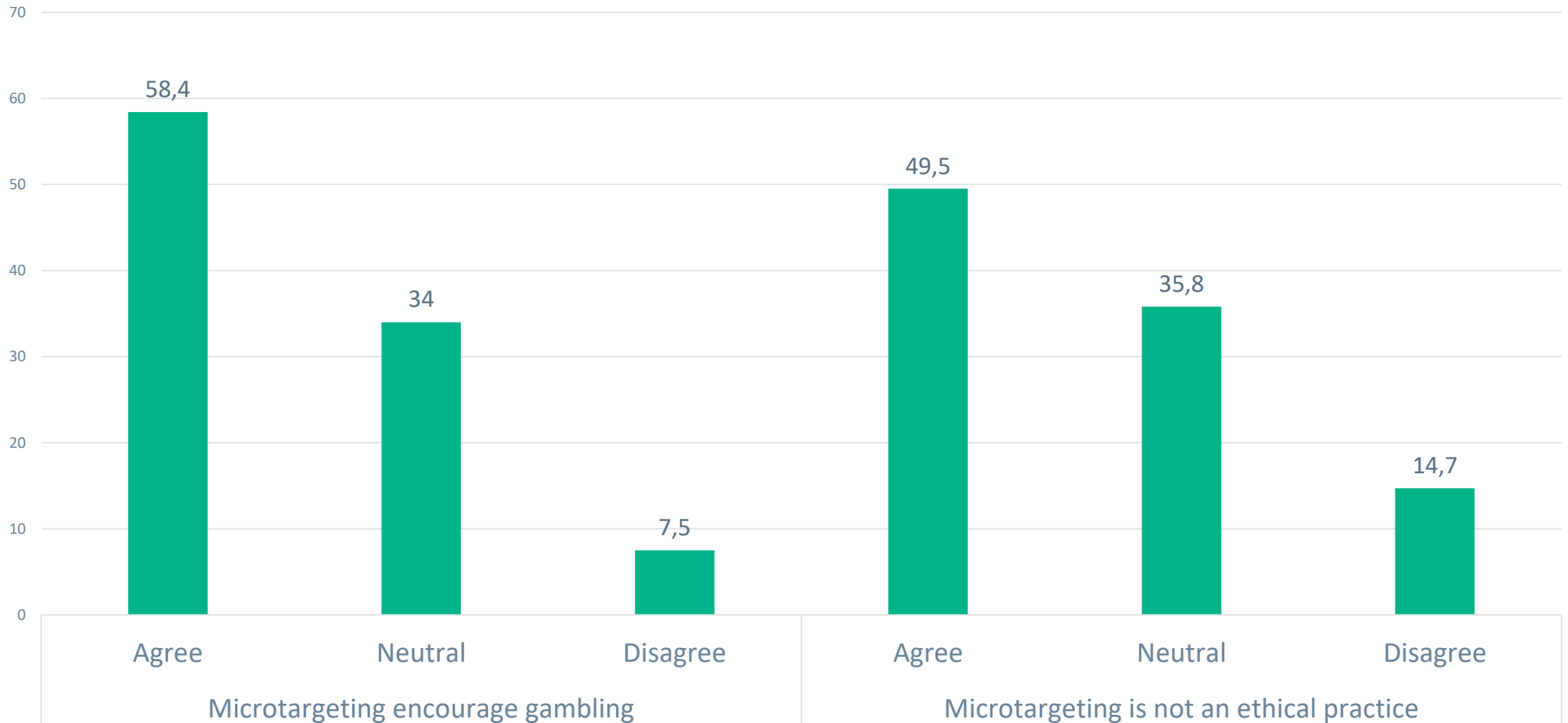


Influencer Marketing

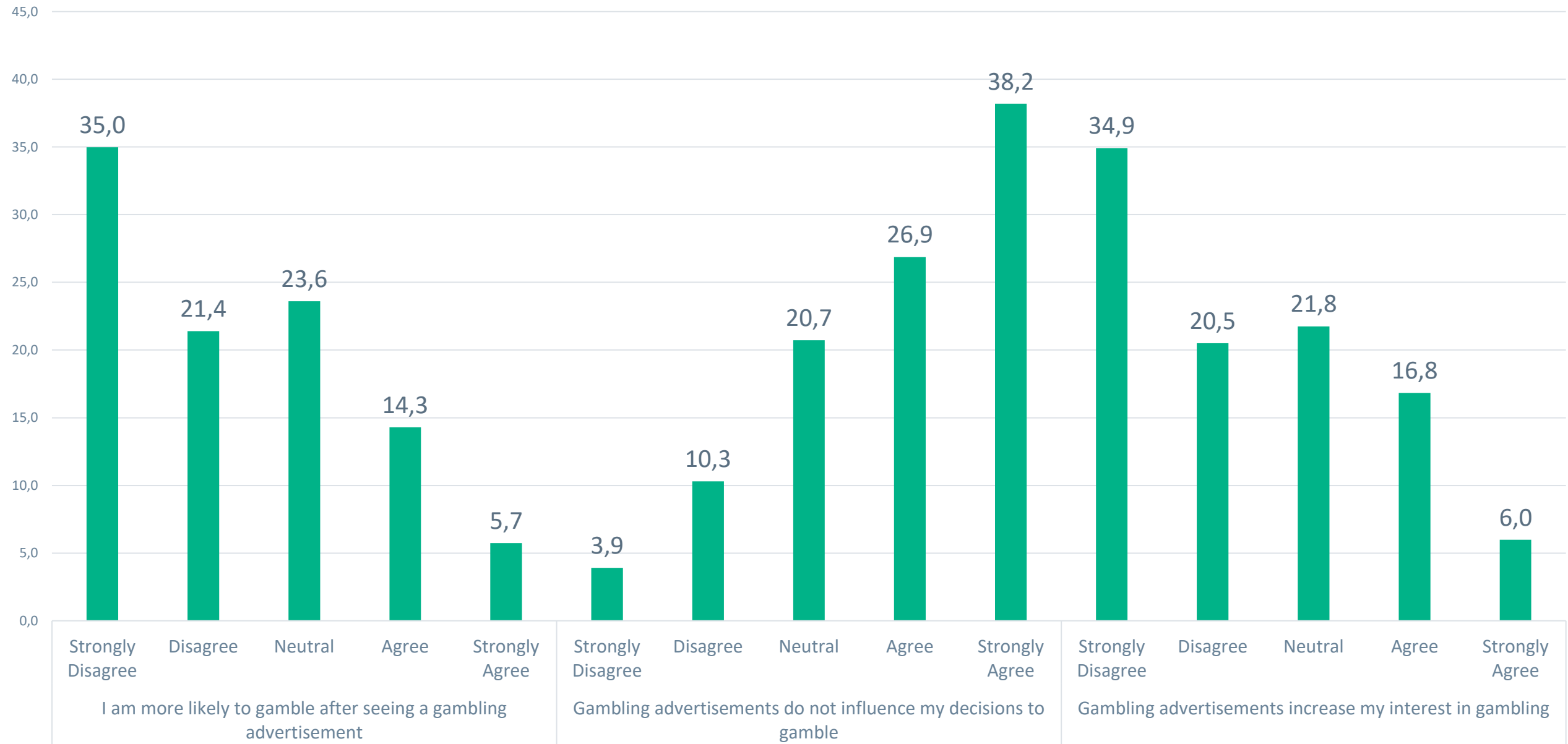
Influencer Marketing Engagement



Perceptions On Micro-Targeting

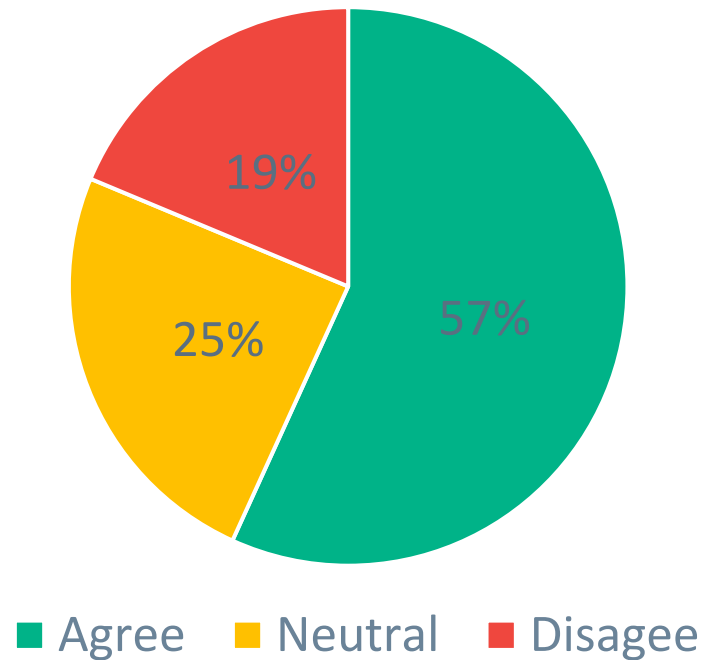


Attitudes and Behavior

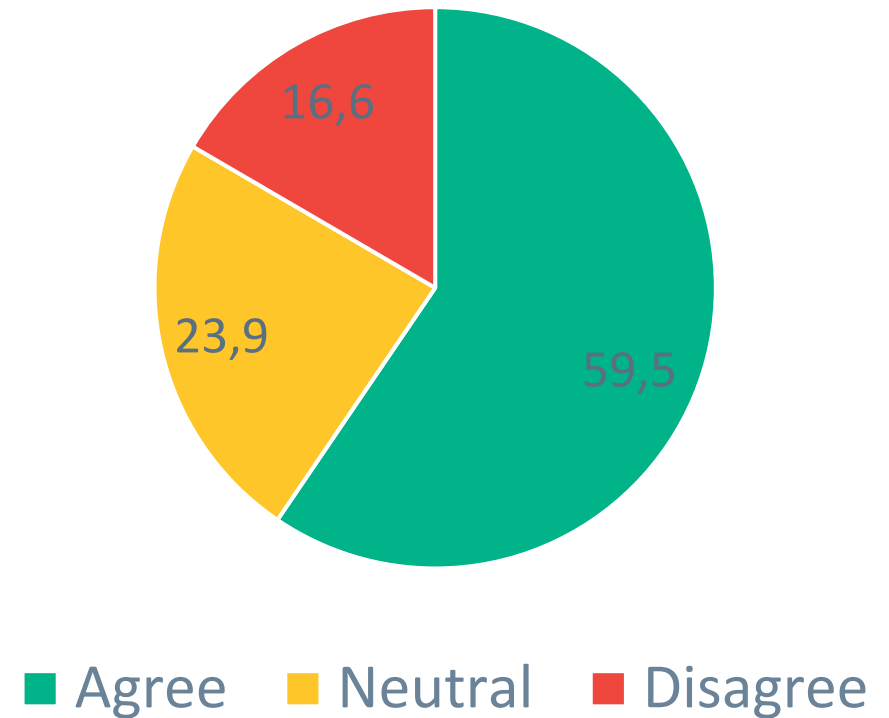


Impact on Self-Exclusion

Watching Gambling ads made me return to play after self-exclusion.



Gambling ads made me want to gamble during my self-exclusion.



Future Research

1

Influencer
Marketing

2

Micro-
Targeting

