

Children's gambling exposure evidence

Adults' exposure to gambling advertising on TV is down by 5% year on year

Adults' exposure to gambling advertising has fluctuated since 2012, with the number of gambling impacts per adult per week down by 10.3% since 2013. In the past year alone, adults' exposure to gambling advertising on TV has decreased by 5%:

¹ Adults 18+	2012	2013	2014	2015	2016
Universe (number of adults aged 18 +)	47,477,544	47,747,124	48,330,043	48,108,879	48,800,177
Days in Year	366	365	365	365	366
Total impacts - all advertising categories (billions)	942.36	955.86	935.69	932.64	943.66
Impacts per adult aged 18+ per week (all advertising categories)	379.6	383.9	371.3	371.8	369.8
Gambling impacts (billions)	30.69	37.08	32.71	35.19	34.10
Gambling Impacts per Adult aged 18+ per Week	12.36	14.89	12.98	14.03	13.36
Gambling impacts as % of total impacts	3.3%	3.9%	3.5%	3.8%	3.6%

The total number of TV gambling impacts amongst adults aged 18+ is now 13.36 per week, which is only 3.6% of the 369.8 TV advertising impacts they see each week across all advertising categories. To put this into context, in 2016 the TV advertising impacts per week for other categories were 31.3 in cosmetics and toiletries, 40.5 in finance, and 49.1 in food.

The updated numbers for 2016 show further double-digit declines in children's already very low exposure to gambling advertising

We now have full year data for 2016 advertising impacts, so below are the updated tables for gambling exposure with the additional year included. As you can see, they show very substantial percentage declines in children's exposure to gambling advertising, from an already low base.

For all children aged 4-15, the number of gambling impacts they see per week has declined by over 11% year-on-year, to 3.09 per week. This is a 25% decline on the amount of exposure in 2012, the year considered in the Ofcom review.

¹ Data throughout is sourced from the new Nielsen AdDynamix TV+ system which has replaced the old Nielsen system used by Ofcom in 2013. Since we last ran the analysis in November, Nielsen has made some marginal changes to the 2015 numbers which reflects the fact that the system is regularly updated and minor mis-classifications are corrected.

Children 4-15	2012	2013	2014	2015	2016	% change 2015-16	% change 2012-16
Universe (number of children aged 4-15)	8,431,440	8,544,419	8,730,127	8,730,004	8,916,732		
Days in Year	366	365	365	365	366		
Total impacts - all advertising categories (billions)	97.97	102.50	94.96	92.31	88.18	-4.5%	-10.0%
Impacts per child aged 4-15 per week (all advertising categories)	222.2	230.1	208.6	202.8	189.1		
Gambling impacts (billions)	1.80	2.00	1.59	1.58	1.44	-8.9%	-20.2%
Gambling Impacts per Child aged 4-15 per Week	4.09	4.48	3.50	3.47	3.09	-11.1%	-24.5%
Gambling impacts as % of total impacts	1.8%	1.9%	1.7%	1.7%	1.6%		

Amongst older children this decline in exposure is even more steep, with impacts amongst 10-15 year olds down 11% year-on-year but 28% since 2012.

Children 10-15	2012	2013	2014	2015	2016	% change 2015-16	% change 2012-16
Universe (number of children aged 10-15)	4,160,154	4,132,215	4,183,393	4,134,553	4,175,983		
Days in Year	366	365	365	365	366		
Total impacts - all advertising categories (billions)	47.96	47.32	42.71	40.10	37.26	-7.1%	-22.3%
Impacts per child aged 10-15 per week (all advertising categories)	220.5	219.6	195.8	186.0	170.7		
Gambling impacts (billions)	1.10	1.17	0.91	0.88	0.80	-9.8%	-27.6%
Gambling Impacts per Child aged 10-15 per Week	5.05	5.41	4.19	4.09	3.64	-10.9%	-27.9%
Gambling impacts as % of total impacts	2.3%	2.5%	2.1%	2.2%	2.1%		

This evidence all indicates that the existing regulatory regime around gambling advertising on television is highly effective, and that the amount of gambling advertising that children see is both very low and diminishing quickly.

As before, if an argument were to be advanced that there is a social issue around rates of problem gambling amongst young adults (notwithstanding that the rates of problem gambling in that group as with all others are low) it would be very hard to argue that exposure to gambling advertising on television was driving this in any way. This is case because the data shows that there has been a significant decline in the number of gambling adverts that age group has seen on television, with the updated 2016 numbers showing the trend is continuing: the total number of gambling impacts

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amongst 16-24 year olds is now down by 8% year-on-year and down by 13% between 2012 and 2016:

16-24s	2012	2013	2014	2015	2016	% change 2015-16	% change 2012-16
Universe (number of adults aged 16-24)	6,628,170	6,640,287	6,695,397	6,520,539	6,431,343		
Days in Year	366	365	365	365	366		
Total impacts - all advertising categories (billions)	92.91	92.75	89.36	77.90	71.39	-8.4%	-23.2%
Impacts per 16-24 year old per week (all advertising categories)	268.1	267.9	256.0	229.1	212.3		
Gambling impacts (billions)	2.86	3.23	2.74	2.64	2.40	-8.9%	-16.0%
Gambling Impacts per 16-24 year old per Week	8.25	9.32	7.86	7.75	7.14	-7.9%	-13.4%
Gambling impacts as % of total impacts	3.1%	3.5%	3.1%	3.4%	3.4%		