

Gambling Harms

The Commercial Determinants of Health

Highland Alcohol and Drugs Partnership (HADP) Webinar
Tuesday, 18 March 2025



GambleAware



Gambling with Lives – some statistics ...

(<https://www.gamblingwithlives.org/>)



- **£15.1 billion** gross annual profit for the gambling industry
- **£1.5 billion** spent by the industry on advertising each year
- **35%** of people suffering “problem gambling” receive daily incentives to gamble, compared to 4% of those not suffering gambling harm
- **86%** of gross online betting profits come from just 5% of customers
- **190,000 GB children** suffering from or at risk of “problem gambling”

Gambling in Great Britain

Scotland

58% of people gambled in 2021
0.4% were considered “problem gamblers”
6% were at risk of “problem gambling”

England

50% of people gambled in 2021
0.4% identified as “problem gamblers”
2.5% were at risk of “problem gambling”

Wales

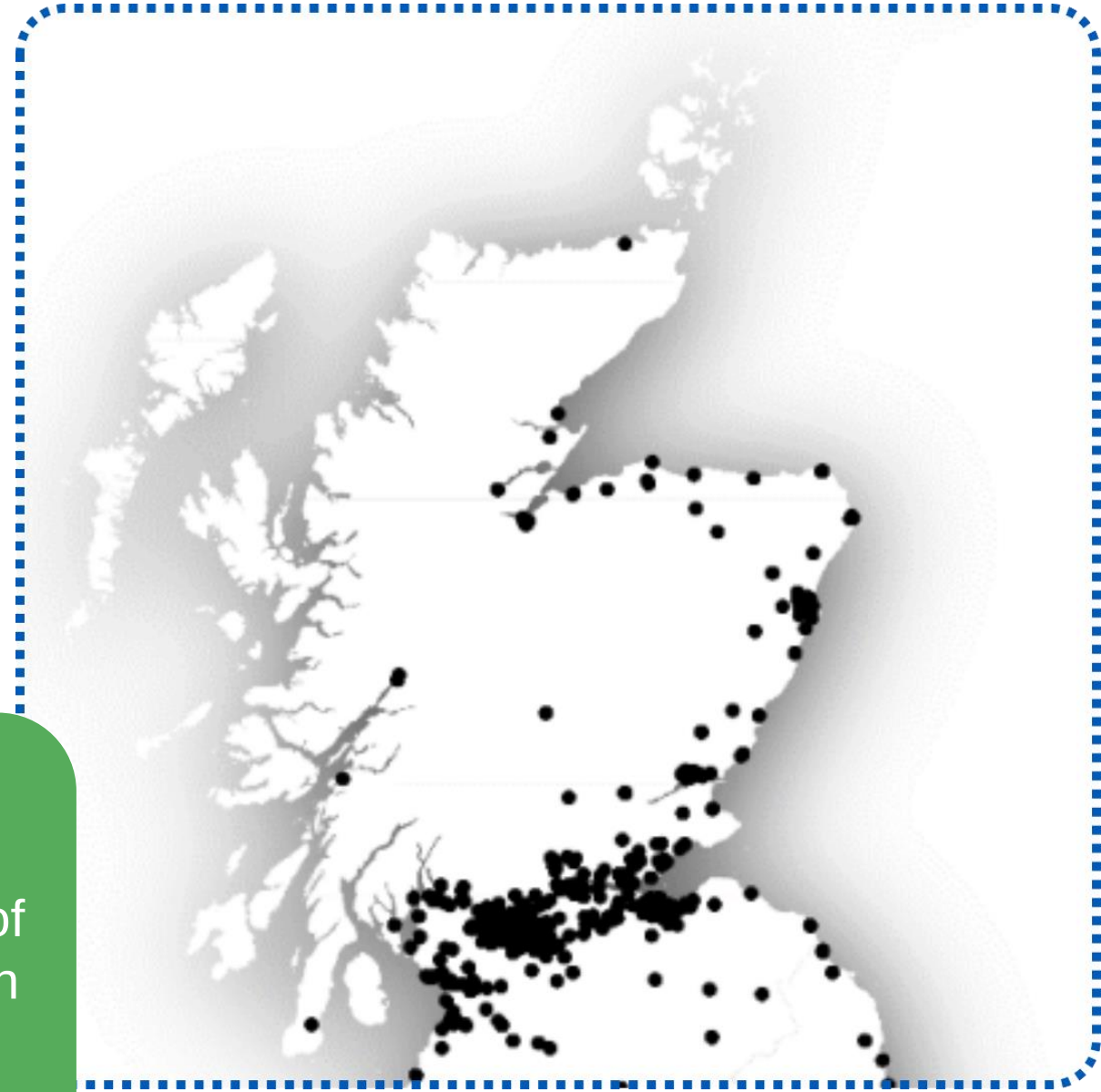
63% of people gambled in the year to March 2023
0.7% identified as “problem gamblers” in 2018
2.9% were at risk of “problem gambling”

Gambling in Scotland ...

The Scottish Health Survey (2021) found that:

Over **1 in 16** adults in Scotland are estimated to have, or be at risk of having, gambling problems.

11% of people living in the most deprived areas in Scotland have, or are at risk of having, gambling problems. In the least deprived areas this drops to **2%**.

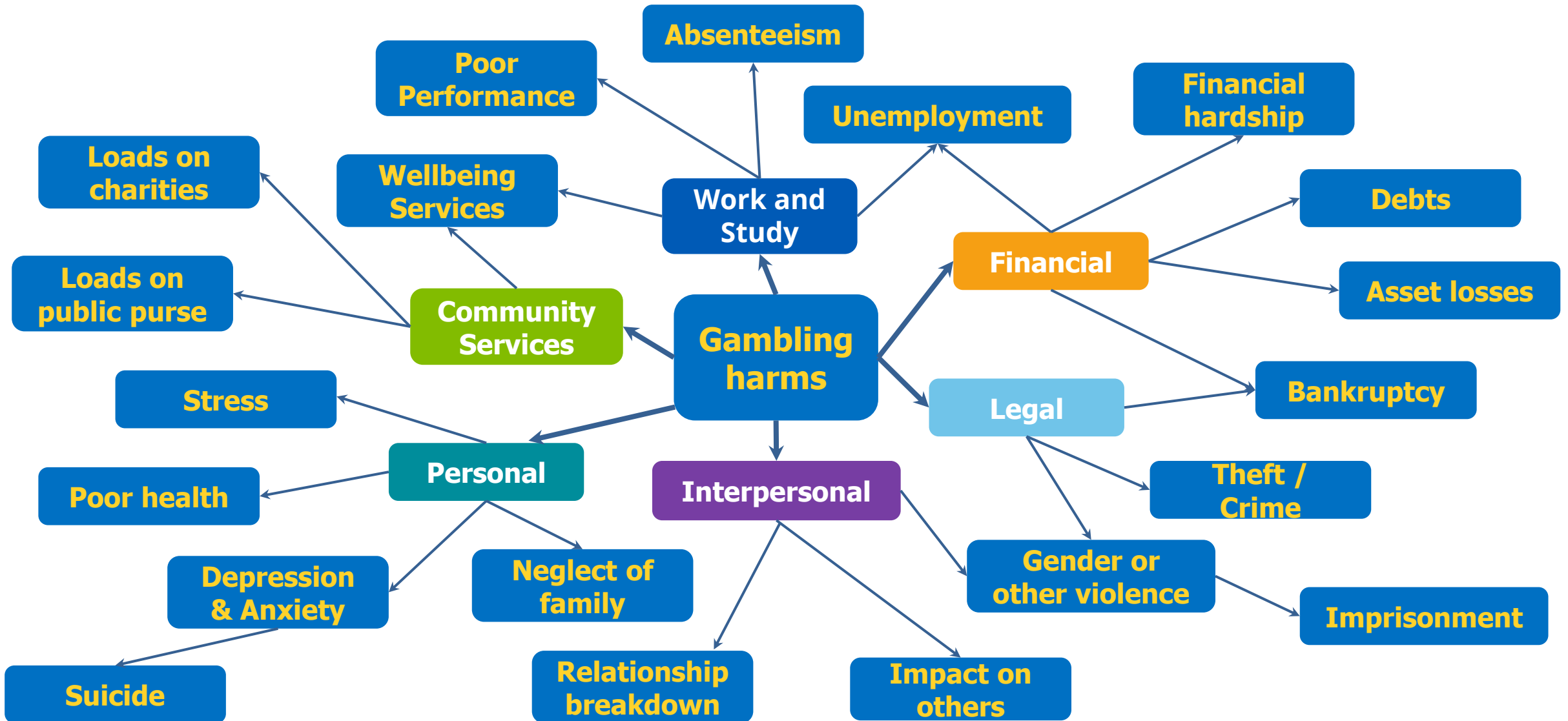


Social Acceptability, Advertising and Marketing

- **Public perception** – seismic change in the industry's image over the years ... greater exposure has desensitized gambling, there are **multiple platforms** to choose from and gamble on at **any time of the day**
- **Marketing (to groups)** - via advertising on TV, internet, social media or newspapers ... *'it's fun - be sociable, come and make friends ...' (FOMO) or 'you can feel safe with x, y, z controls ...'*
- **Marketing (to individual gamblers)** – algorithms analysing gambling behaviours – personalised offers (money, credits, rewards)
- **Younger Person** – social media, social casinos, peer pressure, FOMO ... and via 'gaming' (loot boxes, skin betting, e-sports)
- **Developing industry** – gambling has now become normalised around sport, especially football - though new 'forms' of gambling are constantly being developed (micro-betting, betting exchanges ... cryptocurrency?)



Gambling harms



What is the cost of gambling harm?



It is estimated that the costs associated with harmful gambling could be **£1.77 billion** in England alone (UK Government, 2023) - the figure for Scotland is being calculated.

Support and treatment options for clients

- [The National Gambling Helpline](#) 24/7 on free phone 0808 8020 133
- [GambleAware.org](#) – a website for advice and to speak to an adviser through live chat
- [Find Support Providers in all areas of Great Britain:](#)

Scotland	Rest of the UK
<u>GamCare</u> <u>The RCA Trust</u>	<u>NHS England</u> – Gambling Treatment clinics.
<u>Gam-Anon Scotland</u> (peer support)	<u>Gam-Anon UK & Ireland</u>
<u>Gamblers Anonymous Scotland</u>	<u>Gamblers Anonymous (E&W)</u> ,
<u>GamFam</u> (peer support, affected others support)	<u>GamFam</u> (peer support, affected others support)

Any Questions?



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