



## How do young adults view sports betting promotions?

### What this research is about

Sports betting advertisements are frequently shown during sports matches. Exposure to these types of advertisements is particularly concerning for young adults, as many engage in sports betting. Young people who bet on sports often receive targeted advertisements from sports betting platforms based on their specific betting preferences. Research suggests that these types of advertisements affect peoples' decisions to make bets. They may cause people to place more bets and spend more money gambling than intended.

This study aims to examine how young people think about different types of sports betting inducements. Betting inducement are offers made by gambling providers to encourage gambling, such as sign-up bonuses. The researchers were specifically interested in which inducements were regarded as the most influential by young people, and which inducements young people believed would increase high-risk gambling behaviours. They also examined whether young people believed that the inducements could worsen problem gambling and what purpose they believed the betting inducements served.

### What the researchers did

The researchers recruited young adults between the ages of 18 and 24 who lived in either the UK, Australia, or New Zealand. Participants had to have experience with sports betting. The final study sample included 130 young adults, who completed an online survey. Most participants were men (71.5%).

First, participants were asked general demographic questions, such as age and gender, and questions about their gambling behaviour. They then filled out

### What you need to know

In this study, the researchers investigated how young people (ages 18–24) viewed different types of sports betting inducements. Participants were presented with fake promotions that mimicked real betting advertisements on social media. These promotions focused on four types of sports betting inducements. The findings suggest that young people with problem gambling are more likely to think that the betting inducements could motivate them to engage in high-risk gambling. Betting promotions with no cost may have the largest impact on young people, which supports the notion that such promotions should be regulated or prohibited.

the Problem Gambling Severity Index (PGSI), which assessed their risk for problem gambling, and the Short UPPS-P Impulsive Behavior Scale (SUPPS-P).

Afterwards, participants were presented with four betting inducements specifically created for the study. These inducements mimicked real betting advertisements on social media. There were four types of inducements presented: sign-up bonuses, bonus bets, increased odds, and stake-back offers.

The researchers developed a new 23-item scale, the Perceptions of Sports Betting Promotions Scale (PSBP), for this study. The scale captures three aspects of beliefs about sports betting inducements: (1) bet placement (how much an inducement influences people to place a bet); (2) value of an inducement (e.g., it reduces cost); and (3) high-risk gambling (extent to which people believe an inducement would influence them to engage in high-risk gambling).

Participants were also asked what purpose they thought each inducement served.

The researchers examined which inducement had the largest effect on bet placement, inducement value, and high-risk gambling. They also determined whether people at higher risk for problem gambling were more likely to think that the inducements could influence their engagement in high-risk gambling.

### What the researchers found

Participants thought the sign-up and bonus bet inducements were more likely to influence them to place a bet and to engage in high-risk gambling behaviours, compared to stake-back and increased odds offers. The young adults also viewed the sign-up and bonus bet offers as having a greater value. This suggests that the perceived impact of a specific betting inducement is linked to its perceived value.

Young people with higher risk for problem gambling (higher PSGI scores) were more likely to think that the inducements could encourage them to engage in higher-risk gambling than those with lower risk. They also found the sign-up inducement the most impactful. In addition, these young adults rated the inducements as having a greater value than young adults with lower risk of problem gambling.

About half of the participants (51.5%) thought that the sign-up inducement would allow them to gamble with less money, and some participants (26.9%) thought it would help them earn more money. Over two-fifths (43.1%) thought the bonus bet offer would reduce the cost of betting, and one-third (32.3%) thought it would help them earn more money when betting. Most participants (77.7%) thought that they could lose less money with the stake-back offer. Half of the participants (50.8%) thought the increased odds offer would increase their winnings, while 37.7% believed it would increase their chances of winning.

The researchers also found that less than half of the participants (46.2%) read the fine print indicating the terms and conditions of the inducements. Over one-fifth (23.1%) did not read any terms and conditions, and one-third (30.8%) reported reading the terms and conditions for some inducements only.

### How you can use this research

The findings from this study can be used by gambling researchers, regulators, and policy makers. They can inform gambling regulations and policies directed towards restricting sports betting inducements.

### About the researchers

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### Citation

Di Censo, G., Delfabbro, P. & King, D. L. (2023). Young people's perceptions of the effects and value of sports betting inducements. *International Journal of Mental Health and Addiction*. Advance online publication. <https://doi.org/10.1007/s11469-023-01173-0>

### Study funding

This study was provided Open Access funding through CAUL and its Member Institutions. This research was conducted as part of a PhD scholarship, awarded to Gianluca Di Censo, funded by the NSW Government's Responsible Gambling Fund, and supported by the NSW Office of Responsible Gambling.

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