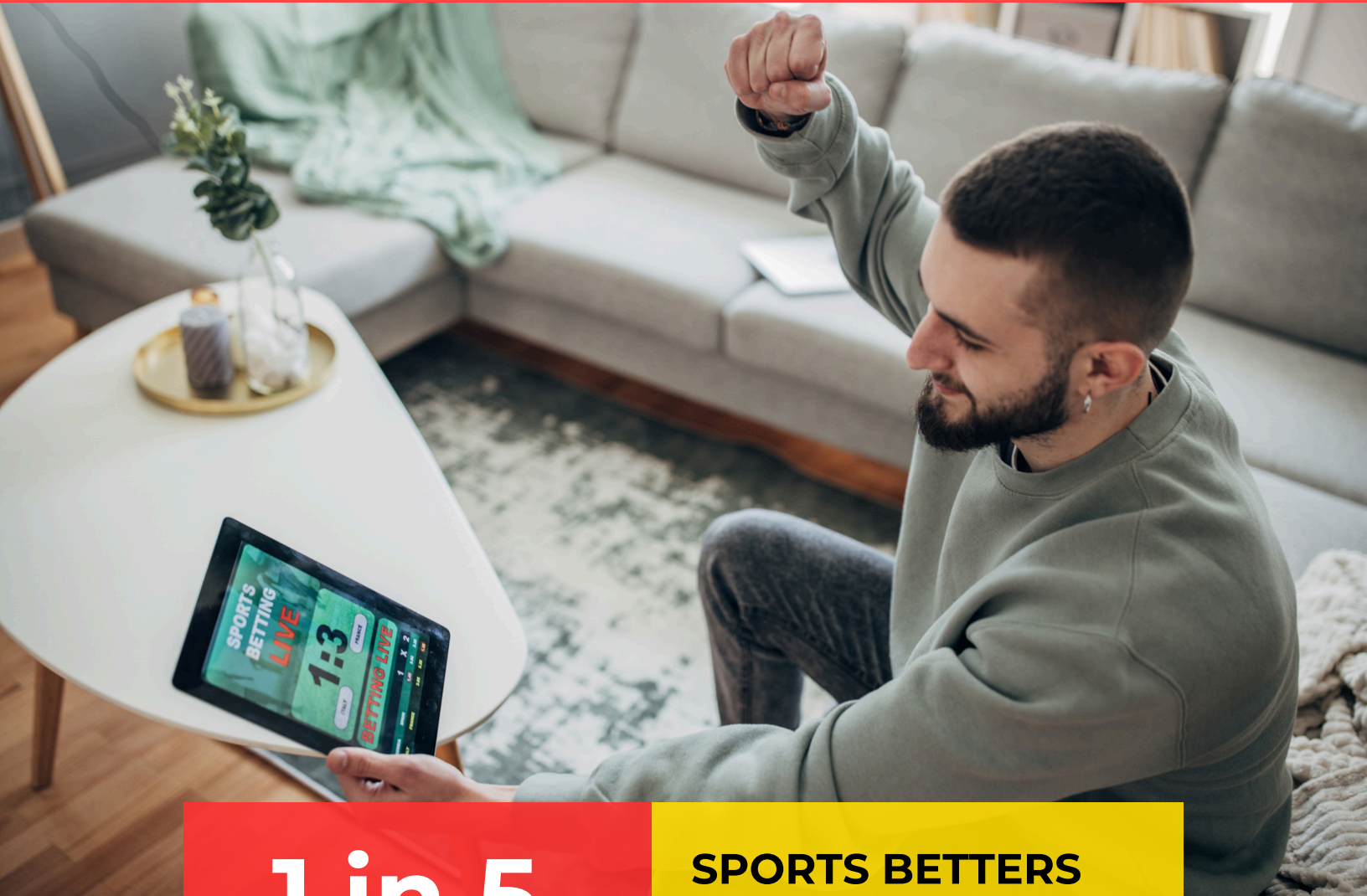


SPORTS BETTING HARM IN YOUNG MEN: THE IMPACT OF ADVERTISING



1 in 5

**SPORTS BETTERS
ARE MEN UNDER 30**

- 💡 1 in 4 men bet on sports several times a week
- 💡 77% see advertisements weekly
- 💡 60% say responsible gambling ads did NOT help reduce betting
- 💡 60% say advertisements influence their betting
- 💡 51% of young men drink alcohol while betting

Our study found that...

YOUNG MEN ARE MORE VULNERABLE

1 In 3

BET SEVERAL TIMES A WEEK

1 In 2

BET WEEKLY

9 In 10

BET MONTHLY

Young men under 30 are more likely to bet on sports, and to bet more frequently. This high level of engagement creates more opportunities for harm and exposure to gambling advertising.

ADVERTISING EXPOSURE



77% SEE ADVERTISEMENTS WEEKLY



54% SEE LIVE ODDS WEEKLY



37% MORE SPORTS BETTING

Young men are frequently exposed to sports betting advertisements. In particular, live odds advertisements, which are especially harmful as they encourage spur of the moment and continuous betting. Exposure to advertisements multiple times a week is linked to more frequent sports betting.

YOUNG MEN WHO BET ON SPORTS

25% +

GAMBLING PROBLEMS

52% +

GAMBLING HARMS

44% +

ANXIETY

Young men experience more negative outcomes compared to the general sports betting population. They have higher rates of gambling problems, experience more harm related to their gambling, and have greater anxiety.

Our Study:

We surveyed over 1800 residents of Ontario and Alberta who had bet on sports in the past 3 months. We asked questions about how participants were exposed to sports betting advertisements, their sports betting, their substance use and psychological factors, such as mental health.

Young Men Face Higher Risks

Young men under 30 represent one in five sports bettors but face disproportionately higher risks: 25% more gambling problems, 52% more gambling-related harms, and 44% higher anxiety compared to the general sports betting population in our sample. These figures represent real consequences, including financial problems, damaged relationships, and mental health struggles.

High-Frequency Betting Increases Risks

One in two young men bet weekly, and one in three bets several times per week. This high-frequency engagement creates more opportunities for losses and negative consequences resulting from sports betting. Those betting four or more times weekly spend an average of \$500 per month, over three times the overall average.

Most Young Men See Advertisements Frequently

77% of young men see sports betting advertisements weekly, and half are exposed to live odds during sporting events. These advertisements appear across social media, television, and websites, normalizing and attempting to influence betting behaviour, and 60% say that advertisements are having their intended effect. Our research found significant associations between advertising exposure and gambling severity, with email and website advertisements showing the strongest relationships to problem gambling.

Drinking While Betting Increases Risk

Half of young men who bet on sports drink alcohol while betting, and this group also has 15% higher levels of problem gambling. Young men who bet on sports also show higher rates of depression, anxiety, and stress. These mental health challenges both contribute to and result from problem gambling, creating a harmful cycle.

Advertisements Are Winning Your Attention

Current responsible gambling advertisements appear ineffective, while promotional advertisements continue to saturate media environments. Importantly, these advertisements appear to have a real impact on increasing sports betting.

Policymakers should consider restrictions on advertising frequency and placement during live sports, as well as on promotional offers, to protect vulnerable populations.

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