IS GAMBLING JUST HARMLESS FUN?

Gambling in the UK
Percentage of adults who gambled over the last year

73% including National Lottery

Too many people experience problems with gambling. And that’s the tip of the iceberg - many more are at risk.

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Men and young people are most at risk.

Men are 10x likelier to have problems with gambling than women.

16-24 year olds are 2x likelier to have problems with gambling than all ages.

430 problem gamblers

2 people at risk of problem gambling

PROBLEM GAMBLING IS A CONSEQUENCE OF MULTIPLE FACTORS

Player
Risk influenced by emotional vulnerability, early experiences of gambling, self-awareness and control.

Environment
Risk influenced by accessibility and constraints – online, mobile, land-based locations.

Product
Risk influenced by product features, speed of play, player rewards, behavioural cues.

When people experience problems with gambling it can damage their lives...

INTERPERSONAL
20% of online divorce petitions cite gambling as a cause.

LEGAL
2x likelier to have been in a physical fight.

COMMUNITY SERVICES
3 in 5 suffered depression as a result of gambling.

PERSONAL
4x likelier to have suicidal thoughts.

WORK AND STUDY
61% missed work to gamble.

FINANCIAL
30% of GamCare helpline callers reported financial difficulties.

...and it’s not just people with gambling problems who suffer

6 people are affected for every person with problem gambling issues.
OUR RESPONSE:

William Hill products cover almost two thirds of the UK gambling market. We can make a real impact.

We're making changes to our products and how we intervene when problems arise.

IT’S OUR AMBITION THAT NOBODY IS HARMED BY GAMBLING

OUR NINE NEXT COMMITMENTS

We’ll test new approaches and will be bold in scaling up what works. We’re listening to key experts, stakeholders and partners – and will share what we learn so we can move faster, together.

IMMEDIATE ACTIONS

1. Pilot mandatory tools such as limits for at-risk customers
2. Give better data to customers to help them make conscious choices
3. Step up training in partnership with responsible gambling experts

LONG-TERM PROGRAMMES

4. New programme for colleagues to work with problem gambling support organisations
5. Create a Responsible Gambling Innovation Fund to pilot new ideas
6. Develop targeted KPIs on responsible gambling

WIDER COLLABORATION

7. Convene experts to crowdsource new ideas and share what works
8. Push for industry-wide adoption of mandatory account-based play
9. Drive change on TV advertising around live sports events

WE KNOW THIS IS CHALLENGING

WE KNOW THIS IS ONLY A START.

But when we say we want nobody harmed by gambling, we mean nobody.