What's the Most Effective Way to Promote Responsible Gambling?

LinkedIn poll results and insights

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Poll Overview

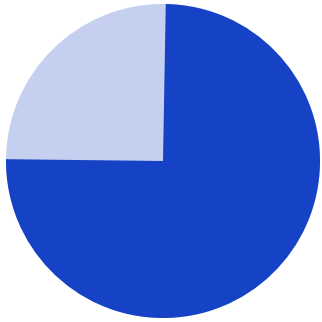**Question**: What's the most effective way to promote responsible gambling?
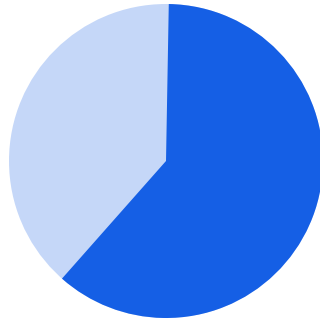
Total Votes: 49

Impressions: 1,299

Purpose: To understand which methods people believe are best for encouraging safe gambling behaviour.

Poll Results (%)

39%

29%

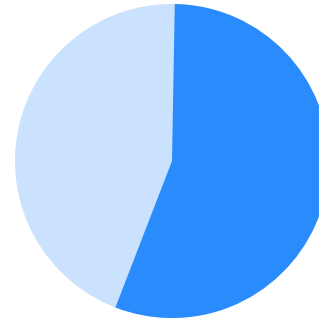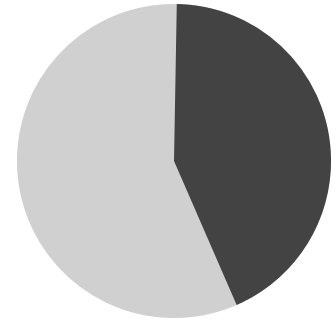**24%**

8%

In-game messaging and limits

Educational content

Stronger regulation

Player self-exclusion tools

Most voters prefer real-time reminders and limits inside games to prevent risky behaviour.

What This Tells Us

1   Real-time action is preferred: Gamblers and stakeholders want tools that work while the game is being played.

2   Education still matters: Nearly 1 in 3 believe teaching people about gambling risks is essential.

3   Policy is important: Regulations are seen as useful, but less so than direct intervention.

4   Self-exclusion tools may need more awareness or improvement.

What's Next?

For operators and educators	Include clear in-game alerts and spending limits. Share easy-to-understand educational content. Work with regulators to enforce fair play. Improve access and visibility of self-exclusion tools.
A Key Question for Future Research	Why do so few people believe in self-exclusion tools (only 8%)? Are they hard to access? Do users lack trust in them? Are they poorly promoted?
In Conclusion	Promoting responsible gambling needs a mix of smart tools, good education, and a deep understanding of player behaviour.