

Young People & Gambling 2018

A research study among 11-16 year olds in Great Britain

November 2018

Contents

1	Headline findings	4
2	Executive summary	5
3	Introduction	9
4	Gambling participation	10
	Gambling participation in the past 7 days	10
	Participation in different gambling activities in the past 7 days	11
	Past 7 days gambling participation by gender	12
	Past 7 days gambling participation by age	12
	Gambling participation in the past 12 months	13
	Amount of own money spent on gambling	14
	Past 7 days gambling participation in the context of other activities	16
	First activity ever gambled own money on	17
	Frequency of participation in gambling activities	17
	Who young people were with the last time they gambled	18
	Fruit machines: where played and who with	19
	Reasons for gambling in the past 12 months	20
	Reasons for not gambling	21
5	The National Lottery	22
	Why do young people buy National Lottery draw tickets?	22
	Why do young people spend money on scratchcards/online instant win games?	23
	Who is with young people when they buy tickets or scratchcards	23
	Who hands the money over at the till	24
6	Online participation	25
	Online gambling where young people spent their own money	25
	Online gambling using parents' or guardians' accounts	25
	Participation in online gambling-style games	26
	Ways of playing online gambling-style games	27
	Awareness and usage of in-game items	27

7	Problem gambling	29
	Problem gambler criteria from the DSM-IV-MR-J screen	29
	Prevalence of non-problem, at risk or problem gambling	30
	Problem gambling by gender and age	30
	Comparison with previous years	31
8	Attitudes and influences	33
	Young people’s attitudes towards gambling	33
	Awareness of gambling adverts and sponsorships	34
	Whether ever prompted to gamble by gambling adverts/ sponsorships	35
	Gambling companies followed on social media	36
	Who has spoken to young people about the problems that gambling can lead to?	37
	Have young people ever been stopped from gambling because they were too young, and if so, by whom?	38
	Awareness of gambling-related organisations	39
9	The role of parents/guardians	40
	How often parents gamble	40
	Parental attitudes to their children gambling	40
	Parental rule setting about gambling	41
	Parental agreement about their children’s gambling behaviour	42
10	Other indicators	43
	Gambling where individuals were unable to prove their age	43
	Underage test purchasing for the five largest betting operators	44
	Confidential Helpline data	45
	Compliance data on operators’ capacity to exclude underage activity	45
	LCCP data on underage access licence breaches	46
	Shared regulation and local risk assessments	46

1 **Headline findings**

The headline findings of the survey (based on 11-16 year olds in Great Britain unless stated otherwise) are:

Gambling participation

- 14% of 11-16 year olds had spent their own money on gambling in the past week (that is, the seven days prior to completing the survey), up from 12% in 2017 but still lower than rates seen prior to 2017
- This compared to 13% who had drunk alcohol in the past week, 4% who had smoked cigarettes and 2% who had taken illegal drugs
- The principal forms of gambling in the past week are placing a private bet for money with friends (6%), National Lottery scratchcards (4%)¹, fruit/slot machines (3%) and playing cards for money with friends (3%)
- Young people who have gambled in the past week spent an average of £16 on gambling during this period
- Over the past 12 months, 39% of 11-16 year olds have spent their own money on gambling

Online participation

- 5% of 11-16 year olds have spent their own money on online gambling in the past 12 months, but only 1% have done so in the past week
- 6% have gambled online using a parent or guardian's account
- 13% have ever played gambling-style games online
- 31% have ever opened loot boxes in a computer game or app, to try to acquire in-game items, while 3% claim to have ever bet with in-game items (so called 'skins' gambling)

Problem gambling

- 1.7% of 11-16 year olds are classified as 'problem' gamblers, 2.2% as 'at risk' and 32.5% as non-problem gamblers²
- Boys continue to have a higher rate of problem gambling (2.0%) than girls (1.3%)

Attitudes and influences

- 59% agree that gambling is dangerous and only 14% agree that it is OK for someone their age to gamble
- Almost half of young people (49%) said that someone had spoken to them about the problems gambling may lead to
- 66% of young people have seen gambling adverts on TV, 59% on social media and 53% on other websites
- 49% had seen or heard TV or radio programmes sponsored by a gambling company and 46% had encountered gambling sponsorships at sports venues
- 7% claimed that they had been prompted to gamble by a gambling advert or sponsorship
- More than one in ten young people (12%) follow gambling companies on social media

The role of parents and guardians

- 26% of young people have seen their parents or guardians gamble
- 60% of young people think their parents would prefer them not to gamble at all, however only 19% stated that their parents set strict rules about gambling with no negotiation

¹ Among the 4% of 11-16 year olds who had purchased National Lottery scratchcards, 54% were aged 16 and so playing legally

² Problem gambling behaviour was assessed using the DSM-IV-MR-J problem gambling screen; an established standard used to assess whether a gambler is a problem gambler. Further details can be found in the Problem Gambling section.

2 Executive summary

Gambling participation

The latest annual survey by the Gambling Commission to explore gambling behaviour among young people in Great Britain found that 14% of 11-16 year olds had spent their own money on a gambling activity in the week prior to taking part in the study. This is 2 percentage points higher than in 2017 but is still relatively low by historical standards: in 2011, 23% of 11-15 year olds in England and Wales had gambled in the past week.³

When grossed up to population figures, the 14% of young people who have gambled in the past week equates to approximately 450,000 11-16 year olds.⁴ Gambling in the past week continues to be twice as prevalent among boys (18%) as among girls (9%).

The most common gambling activities that young people have spent their own money on in the past week are placing a private bet for money with friends (6%), followed by playing National Lottery scratchcards (4%), fruit/slot machines in an arcade, pub or club (3%) and cards for money with friends (3%).

Overall, the pattern of young people's participation in different gambling activities remains broadly similar to previous years. Much of the gambling activity among this age group takes place in locations that do not require a gambling premises licence (for example, playing on fruit machines in pubs or private bets at school or at home).⁵ Underage gambling activity is less prevalent at licensed premises such as betting shops, bingo halls and casinos.

Among those who had gambled in the past week, the average spend on gambling activities was £16 from an average disposable income of £28 (money given to them as pocket money or money earned in the past week).

Compared to other potentially harmful activities, the rate of gambling in the past week among young people (14%) is higher than the rates of drinking alcohol (13%), smoking cigarettes (4%) and taking illegal drugs (2%).

When gambling participation beyond the past seven days is taken into account, the survey found that almost four in ten children (39%) had gambled in the past 12 months, with the most common types of gambling over this period being fruit/slot machines (17%) and private betting with friends (16%).

Children who had gambled in the past 12 months largely did so to try to win money (46%) and because it is fun (44%). On the other hand, children who had never gambled were most likely to state this was because it is illegal at their age (57%), it is not something they are interested in (55%), and it may lead to future problems (41%).

³ It should be noted that from 2017, the survey approach was altered to include Scotland as part of the sample and incorporate 16 year olds into the reporting, while the decision has also been taken to exclude 'not stated' responses gambling participation data from 2017 onwards. The 2017 and 2018 figures are therefore not directly comparable with previous years of the study that were based on 11-15 year olds in England and Wales.

⁴ Population estimates have been calculated using the following sources of numbers of school pupils in England, Scotland and Wales:

- Department for Education – Schools, Pupils and their Characteristics: January 2017
<https://www.gov.uk/government/statistics/schools-pupils-and-their-characteristics-january-2017>
- Scottish Government – School Level Pupil Numbers by Stage 2017
<https://www2.gov.scot/Topics/Statistics/Browse/School-Education/RollsByStage/PupilNumbers2017>
- Welsh Government Schools' Census Results
<https://stats.wales.gov.wales/Catalogue/Education-and-Skills/Schools-and-Teachers/Schools-Census/Pupil-Level-Annual-School-Census/Pupils/pupils-by-school-yeargroup>

⁵ Information about the types of gambling licences that business owners may need can be found on the Gambling Commission website: <http://www.gamblingcommission.gov.uk/for-gambling-businesses/Do-I-need-a-licence/Types-of-operating-licence.aspx>

The National Lottery

The National Lottery section of the report differs from the rest of the report in being based on 11-15 year olds, i.e. excluding 16 year olds who may legally play the National Lottery. Overall, 3% of 11-15 year olds had played any National Lottery game in the past seven days, a slight decrease from 4% in 2017, and 10% had played any National Lottery game in the past 12 months.

The main reasons cited by 11-15 year olds for participating in National Lottery draws were the chance to win a jackpot or big prize (46%) and that it is fun to play (40%). For National Lottery scratchcards and online instant win games, the fact that these games are fun to play was the main reason to take part, mentioned by 58% of participants.

Amongst 11-15 year olds who say they play the National Lottery, tickets/scratchcards are typically bought in the company of someone aged 16 or older (73%) and a parent/guardian usually hands over the money at the till (62%).

Online participation

Rates of online gambling remain relatively low, with only 1% of 11-16 year olds spending their money to gamble online in the past seven days, and only 5% having done so in the past 12 months.

However, not all online gambling among young people involves them spending their own money: 6% of young people have ever gambled online using a parent or guardian's account (either with or without permission).

13% of 11-16 year olds have ever played online gambling-style games (which are often free to play and offer no cash prizes), with the majority of these playing via apps on smartphones or tablets (54%).

Three in ten young people (31%) claim to have ever paid money or used in-game items to open loot boxes to get other in-game items, within a computer or app-based game, while 3% claim to have ever bet with in-game items on websites outside the game or privately (e.g. with friends).

Problem gambling

The survey indicates that 1.7% of 11-16 year olds are problem gamblers, 2.2% are 'at risk' gamblers and 32.5% are non-problem gamblers. These percentages are based on the youth-adapted problem gambling screen DSM-IV-MR-J⁶.

These figures represent an increase compared to the rates of problem and at risk gambling seen in the 2017 survey (0.9% and 1.3% respectively). The differences can largely be attributed to a larger number of respondents qualifying for the screening questions than in previous years, due to the addition of a question which enabled us to identify past 12 month gamblers more accurately than before.⁷

⁶ Problem gambling behaviour was assessed using the DSM-IV-MR-J problem gambling screen; an established standard used to assess whether a gambler is a problem gambler. Further details are given in the Problem Gambling section.

⁷ For a detailed explanation and discussion of the changes surrounding the DSM-IV-MR-J screen, please see the accompanying Technical Report.

Attitudes and influences

In keeping with previous years, the majority of 11-16 year olds agree that gambling is dangerous (59%), with a similarly high level of agreement that they 'feel well informed about the risks of gambling' (62%). In contrast, comparatively few agree that it is OK for someone their age to gamble (14%).

Young people continue to be exposed to gambling advertising via a variety of channels, with 66% having ever seen gambling adverts on TV, 59% on social media and 53% on other websites. In addition to adverts, 49% had seen or heard TV or radio programmes sponsored by a gambling company, and 46% had seen gambling sponsorships at sports venues (including on players' shirts). Some 7% of young people who had seen such adverts or sponsorships claimed that this had prompted them to gamble when they were not otherwise planning to.

More than one in ten 11-16 year olds (12%) follow gambling companies on social media such as Facebook, YouTube and Instagram.

Around half (49%) of respondents said that someone had spoken to them about the problems that gambling can lead to, with the conversation typically taking place with a parent (40%) or teacher (21%).

Beyond conversations, almost one in ten young people (9%) had ever been stopped from gambling because they were too young. Among those who had been stopped, it was typically a parent or guardian who took preventative measures (53%).

As in 2017, awareness of gambling-related organisations is relatively low, with only 23% of young people aware of GambleAware, 10% aware of the National Gambling Helpline and 4% aware of GamCare, compared to, for example, 36% who are aware of Drinkaware.

The role of parents and guardians

Overall, a quarter of young people (26%) ever see their parents gamble. 19% of children who had seen their parents gamble had gambled in the past 7 days themselves, compared to the overall rate of 14%.

Most young people (60%) thought that their parents would prefer them not to gamble for money at all, but only 19% stated that their parents set strict rules about gambling with no negotiation.

Young People and Gambling 2018

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Data source: Ipsos MORI Young People Omnibus
 Sample: 2,865 11-16 year olds drawn from 86 academies and maintained secondary and middle schools in Great Britain
 Method: Self-completion online and pen and paper surveys conducted with whole classes under supervision
 Fieldwork dates: 5 February - 2 July 2018

Gambling participation

14% have spent their own money on gambling in the past week

c.450,000
11-16 year olds

Compared to:

- 13% who've drunk alcohol
- 4% who've smoked cigarettes
- 2% who've taken illegal drugs

18% of boys  9% of girls 

Online behaviour



- 6% have used a parent's account to gamble online
- 13% have played online gambling-style games
- 12% follow gambling companies on social media

Seen gambling advertising

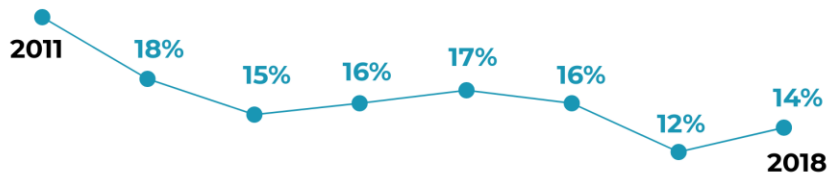
66% on TV



59% on social media

53% on other websites

23% Past week gambling participation: trend



Most common past week gambling activities



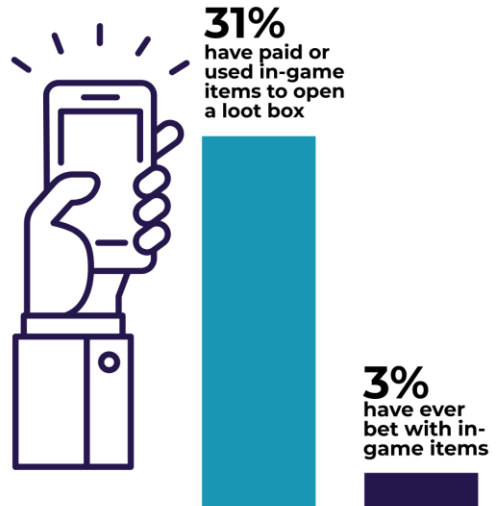
Parents

- 26% have seen their parents gamble
- 60% think that their parents would prefer them not to gamble

only **19%** of parents set out strict rules on gambling



In-game items (in computer games/apps)



Problem gambling

- 1.7%** are problem gamblers
- 2.2% are at-risk gamblers
- 32.5% are non-problem gamblers
- 63.6% don't gamble at all

c.55,000 problem gamblers

3 Introduction

This report presents the findings of the latest in a series of annual surveys by the Gambling Commission on Young People and Gambling in Great Britain. The findings are based on a sample of 2,865 11-16 year olds⁸ in Great Britain who were surveyed between 5 February – 2 July 2018.

The research was conducted using Ipsos MORI's Young People Omnibus, a representative survey of pupils attending academies⁹ and maintained schools¹⁰ in England and Wales, with an additional booster sample of school pupils in Scotland. The research was conducted in schools, with pupils filling out either paper self-completion questionnaires under supervision by Ipsos MORI's interviewers or online self-completion surveys in class.¹¹

A detailed explanation of the research methodology and notes on the presentation, interpretation and publication of data are given in Ipsos MORI's Technical Note which accompanies this report.

Objectives

The overall aim of the study is to explore gambling behaviours and attitudes. The survey covers the following key topics:

- Young people's rates of gambling on different types of activities
- Behaviour patterns of young people in relation to gambling, for example where they gamble and who they are with at the time
- Participation in online activities including gambling-style games and skins betting
- Awareness of gambling adverts and social media activity
- Rates of at-risk and problem gambling among young people

New questions for 2018

The core of the 2018 questionnaire remained unchanged from 2017, enabling us to continue to report key metrics in a consistent manner. However, several new questions were also introduced to the survey to provide fresh insights on topics of interest to both the Gambling Commission and the gambling industry, including:

- Improved questions on gambling participation to assess not only whether young people have gambled on certain activities in the past week, but also whether they have done so in the last 12 months or longer ago
- Reasons for gambling and for not gambling
- Who young people were with the last time they gambled
- Reasons for playing National Lottery games
- Awareness of sponsorships by gambling companies
- Awareness and usage of loot boxes
- A series of questions on parental gambling activity and attitudes

The results of all these new questions are included in the report alongside the findings from the longer-standing survey metrics.

⁸ The survey is designed to represent pupils in Curriculum Years 7-11, but provides a means of capturing the behaviour, views and experiences of 11-16 year olds.

⁹ Academies (including free schools) are publicly funded, independent schools, held accountable through a legally binding 'funding agreement'.

¹⁰ Maintained schools are overseen or 'maintained' by the Local Authority.

¹¹ In previous years, the study has been run using pen and paper questionnaires, administered during interviewer-supervised classroom sessions. For the first time in 2018, Ipsos MORI also offered schools the option for pupils to complete the survey online. A total of 818 pupils completed the survey on paper, and 2047 completed the survey online.

4 Gambling participation

This section examines the proportion of young people who have spent their own money on different gambling activities in the past seven days (that is, the week prior to participating in the survey). It also reports on the amount of money young people spend on gambling and places past-week gambling participation rates in the context of other potentially harmful activities such as drinking alcohol, smoking cigarettes and illegal drug use.

Looking more broadly at the prevalence of gambling beyond only those who have gambled in the past seven days, this section covers gambling participation rates over the past 12 months, the first activity that children ever gambled on, and provides information about the frequency of participation in various activities.

The section also covers who children were with when they gambled, the locations where they gambled on fruit machines, and closes by examining the reasons why young people choose to gamble or not to gamble.

Online gambling and National Lottery participation are explored in more depth in separate sections.

Gambling participation in the past 7 days

The survey found that 14% of 11-16 year olds in Great Britain had spent their own money on one or more of the listed gambling activities in the past seven days. This equates to approximately 450,000 young people aged 11-16 who have gambled in the past week.¹²

This figure is 2 percentage points higher than the 12% recorded in 2017 but is lower than all gambling participation rates in the Young People surveys prior to 2017¹³. The chart below indicates that there appears to be a long-term downward trend in the level of gambling participation among young people. It will be interesting to see in the 2019 study whether the increase in participation in 2018 marks the start of a reversal of this trend.

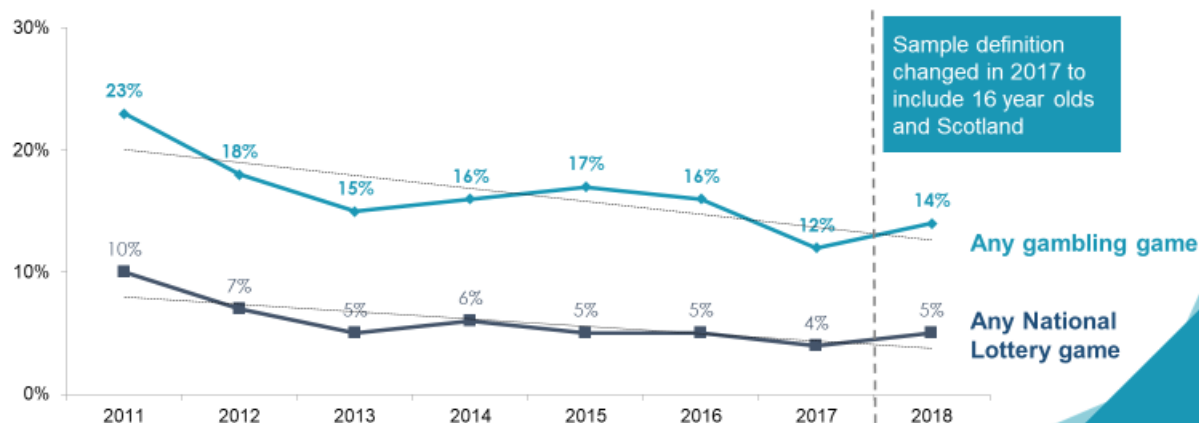
¹² The approximate number of 11-16 year old secondary school pupils affected have been calculated using the following sources of numbers of school pupils in England, Scotland and Wales:

- Department for Education – Schools, Pupils and their Characteristics: January 2017
<https://www.gov.uk/government/statistics/schools-pupils-and-their-characteristics-january-2017>
- Scottish Government – School Level Pupil Numbers by Stage 2017
<https://www2.gov.scot/Topics/Statistics/Browse/School-Education/RollsByStage/PupilNumbers2017>
- Welsh Government Schools' Census Results
<https://stats.wales.gov.wales/Catalogue/Education-and-Skills/Schools-and-Teachers/Schools-Census/Pupil-Level-Annual-School-Census/Pupils/pupils-by-school-yeargroup>

¹³ As previously noted, the survey approach was altered in 2017 to cover 11-16 year olds across the whole of Great Britain, so the 2017 figures are not fully comparable with previous years which were based on 11-15 year olds in England and Wales only.

Gambling in the past 7 days: trend series

Have you spent any of YOUR money on any of the following in the past 7 days?
NET: all mentioning any gambling game / any National Lottery game



Base: 2011-2016: 11-15 year olds in England and Wales: 2016 (2,411), 2015 (2,275), 2014 (2,522), 2013 (2,332); 2012 (2,531), 2011 (2,487)
Base: 2017-2018: 11-16 year olds in England, Scotland and Wales, excluding not stated: 2018 (2,716), 2017 (2,766)
Source: Ipsos MORI Young People Omnibus 2011-2018

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Participation in different gambling activities in the past 7 days

The pattern of young people's participation in different gambling activities in the past 7 days remains similar to previous years. Much of this activity is legal (such as private bets with friends, playing on certain machines on certain types of premises or 16 year olds who take part in National Lottery games) or takes place on premises that do not require a gambling licence.

The headline past week gambling participation figure of 14% reflects the fact that young people are engaged in a variety of different gambling activities, including both regulated and unregulated forms of gambling.

The most common form of gambling that young people have spent money on in the past week is private betting for money (e.g. with friends), with 6% of 11-16 year olds having done so. The next most common forms of gambling are National Lottery scratchcards (4%), fruit/slot machines at an arcade, pub or club (3%) and playing cards for money with friends (3%).

Taking all responses account, 6% of respondents had gambled on gambling premises while 7% had gambled privately with friends and 5% had played a National Lottery game¹⁴. All these figures are comparable to the rates recorded in 2017.

¹⁴ Among the 5% of 11-16 year olds who had participated in a National Lottery game in the past 7 days, 41% were aged 16 and therefore taking part legally

Gambling participation: past 7 days

Have you spent any of your money on any of the following activities in the past 7 days?



Base: All 11-16 year olds, excluding not stated (2,716)
Source: Ipsos MORI Young People Omnibus 2018

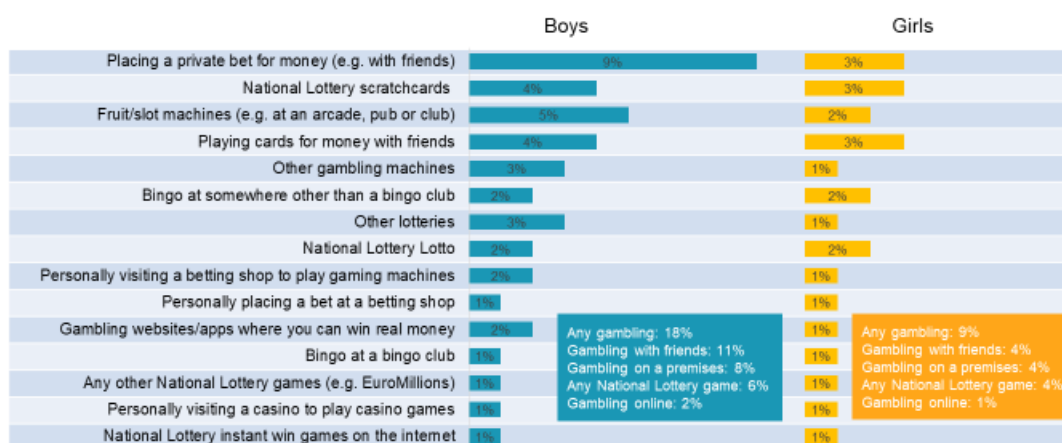
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Past 7 days gambling participation by gender

Boys aged 11-16 were twice as likely as girls of the same age group to have gambled for money in the past week. Some 18% of boys had spent money on gambling in the past seven days compared to 9% of girls. The disparity between the sexes was greatest for placing a private bet for money, with 9% of boys having done so compared to 3% of girls.

Past 7 days gambling participation by gender

Have you spent any of your money on any of the following in the past 7 days?



Base: All 11-16 year olds, excluding not stated (1,232 boys / 1,452 girls)
Source: Ipsos MORI Young People Omnibus 2018

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Past 7 days gambling participation by age

Gambling participation rates were higher among older children, with 22% of 16 year olds having gambled in the past week compared to fewer than one in ten 11-12 year olds.

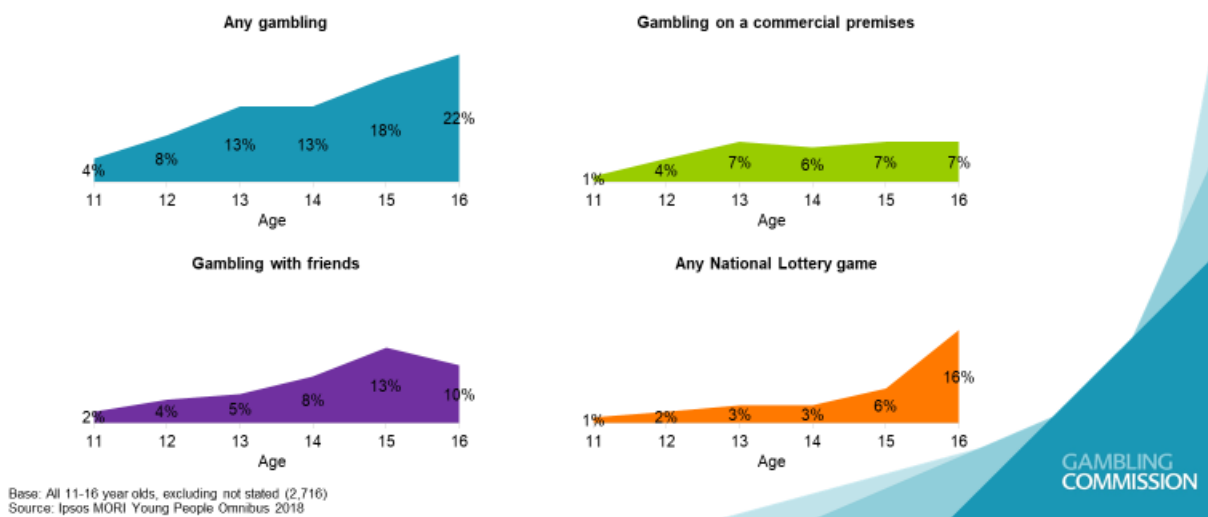
Rates of gambling on commercial premises were lowest among 11 year olds, with only 1% having done so in the past week, but rose to 4% among 12 year olds and were relatively consistent across 13-16 year olds, with between 6-7% of these age groups having gambled on commercial premises.

Gambling with friends was also more common among older children, with 13% of 15 year olds and 10% of 16 year olds having spent money on this in the last week, compared to only 2% of 11 year olds.

National Lottery play was understandably notably higher among 16 year olds (16%) than the younger age groups. Only 1% of 11 year olds had spent their money on a National Lottery game in the past week, but participation grew steadily through the advancing age groups. The nature of underage National Lottery play is explored further in the National Lottery section of the report.

Past 7 days gambling participation by age

Have you spent any of your money on any of the following in the past 7 days?



Gambling participation in the past 12 months

For the first time in 2018, the survey asked respondents which gambling activities they had spent their own money on in the past 12 months, as well as in the past 7 days.

When the time period was extended to the past 12 months, the survey found that almost four in ten 11-16 year olds in Great Britain (39%) had spent their own money on one or more of the listed gambling activities.

Over the past 12 months, the most popular individual gambling activities were playing on fruit/slot machines (17%), placing a private bet for money (16%), playing cards for money with friends (11%), National Lottery scratchcards (10%) and playing bingo at somewhere other than a bingo club (also 10%).

Gambling participation: past 12 months

Have you spent any of your money on any of the following activities in the past 12 months?



Base: All 11-16 year olds, excluding not stated (2,716)
Source: Ipsos MORI Young People Omnibus 2018

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The rate of 39% for 11-16 year olds having gambled in the past 12 months compares to 46% among 16-24 year olds, and 57% among all adults aged 16+, using data from the 'Gambling Behaviour in Great Britain 2016' report.¹⁵

Amount of own money spent on gambling

Young people who stated that they had spent their own money on gambling were asked how much of this they had spent in total on all the listed activities in the past seven days.

When viewing the data on spend, it should be noted that the question did not specifically mention whether any winnings should be considered or not, and this was left open to respondents' interpretation. Whilst it is difficult to obtain a completely accurate measure of gambling spend, the survey data nonetheless provides an approximation of spend levels among young people and is helpful in highlighting the differences in spend among various sub-groups.

In terms of total gambling spend in the past week, the largest proportion (39%) had spent £2 or less, however 12% had spent £2-5, 17% had spent £5-10, 14% had spent £10-20, 3% had spent £20-50 and 15% claimed to have spent more than £50.

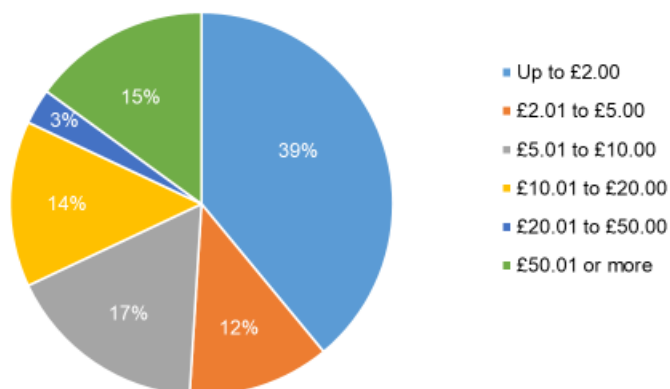
The average amount of their own money which young people had spent on gambling in the past seven days was £16 (to the nearest pound), with little variation by gender and age. The survey does however suggest that average spend increases for at risk and problem gamblers (as defined by the DSM-IV screen), although this data should be viewed with great caution due to low sample sizes.¹⁶ While non-problem gamblers had spent an average of £9 of their own money on the listed activities in the past week, this increased to an average of £29 for those who were classified as either at risk or problem gamblers.

¹⁵ <https://www.gamblingcommission.gov.uk/PDF/survey-data/Gambling-behaviour-in-Great-Britain-2016.pdf>

¹⁶ Sample sizes by gambler type for 11-16 year olds who had spent their own money on gambling in the past seven days and stated an amount: Non-problem gamblers: n=154, At risk/problem gamblers: n=50

Amount of own money spent on gambling

How much of your own money, if any, did you spend on the games listed in the past 7 days in total?



Base: All 11-16 year olds who have spent their own money on gambling activities in the past 7 days, excluding 'don't know' and not stated (215)
Source: Ipsos MORI Young People Omnibus 2018

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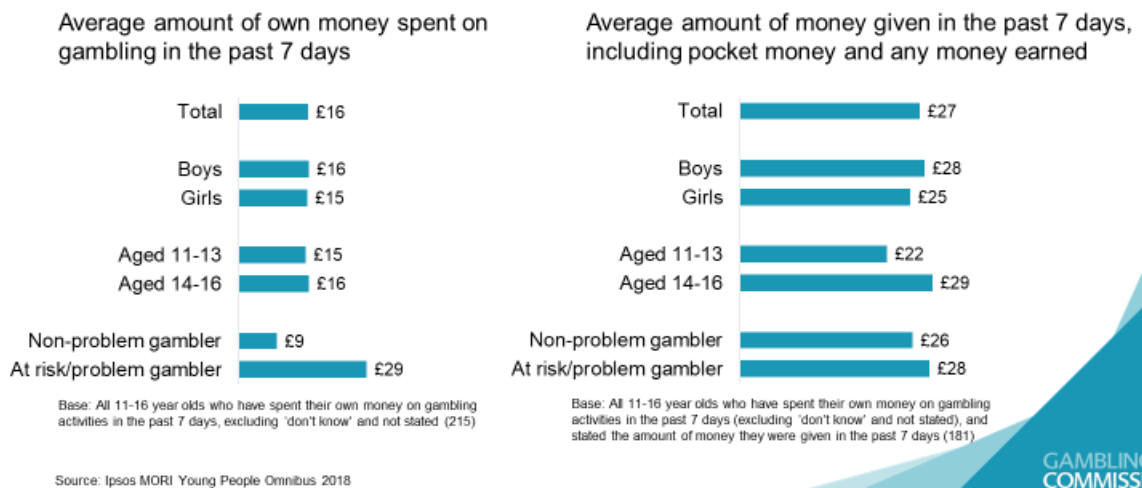
The survey also included a question designed to obtain an approximate measure of respondents' disposable income, so that their gambling spend could be placed in the context of the amount of money they had been given or had earned. The data makes it clear that for many young people, their gambling spend represents a sizeable proportion of their disposable income.

Respondents were asked to state the amount of money that they had been given in the past seven days (including pocket money and any money they earned themselves, but excluding money they may have been given for travel, school dinners or their birthday). The average amount that 11-16 year olds who had spent their own money on gambling in the past seven days were given was £27. This was considerably higher than the average amount given to all 11-16 year olds (including those who had not gambled), which was £16. The data does therefore suggest a relationship between the amount of income young people receive and the amount of money they spend on gambling.

Based on those who have gambled in the past week, it is interesting to note that the amount of money given to boys and girls is similar (£28 for boys and £25 for girls), and girls' average gambling spend (£15) is also similar to that of boys (£16).

Amount of own money spent on gambling / amount of money given in the past week

Among those who have gambled in the past 7 days and stated an amount spent:

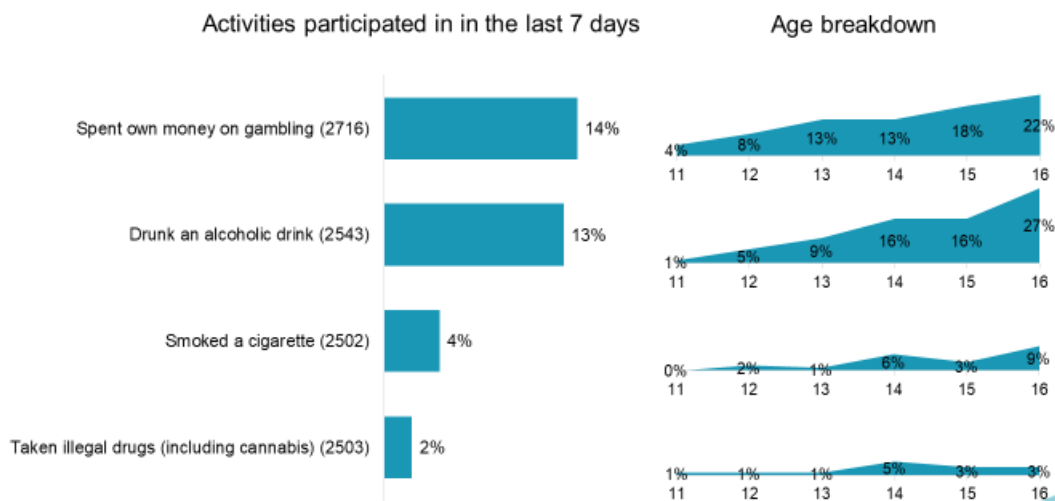


Past 7 days gambling participation in the context of other activities

As in 2017, the 2018 survey included a question about whether respondents had participated in other potentially harmful activities in the past week (namely, smoking cigarettes, drinking alcohol and taking illegal drugs). The responses to this question enable us to place the level of gambling participation among young people in the wider context of other activities young people may engage in.

Across the total survey sample of 11-16 year olds, in comparison to the overall gambling participation rate of 14% in the past week, a similar proportion had drunk alcohol in the same period (13%), but the percentages who had smoked cigarettes (4%) or taken illegal drugs (2%) were both considerably lower.

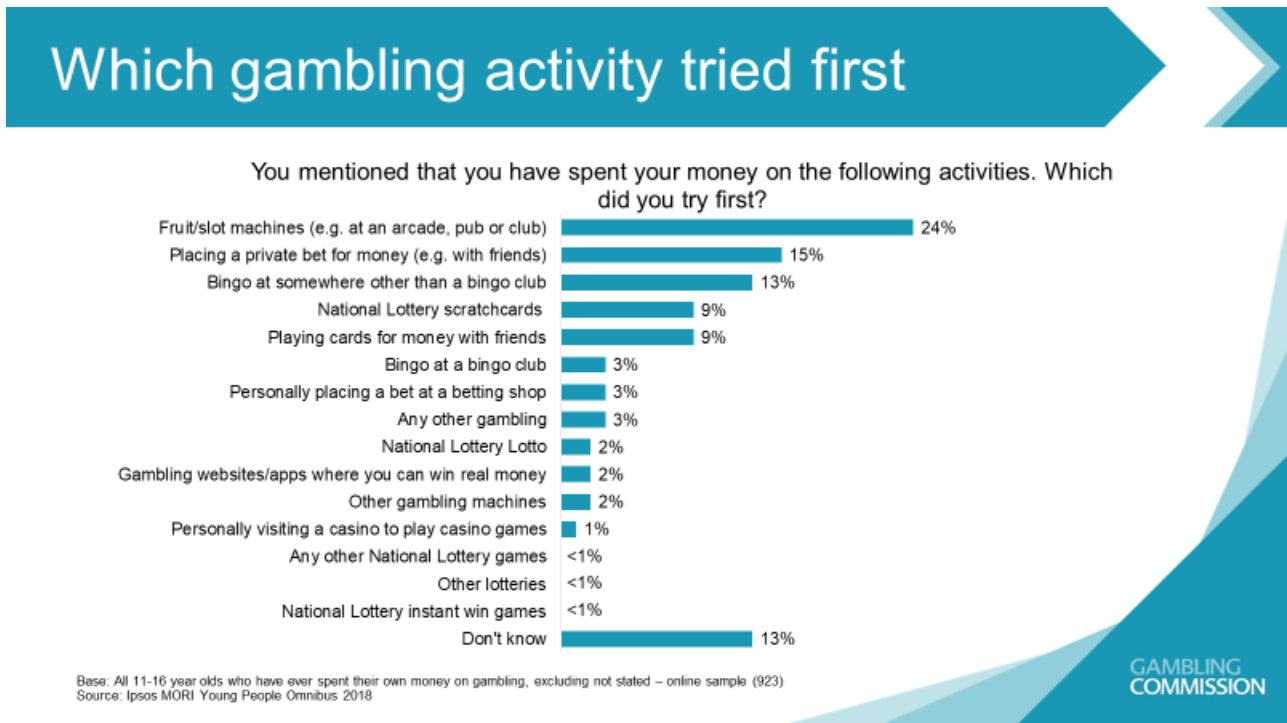
Past 7 days gambling participation in context of other activities



It is interesting to note the relationship between these other 'risky' activities and gambling. Compared to the overall past week gambling rate of 14% among all 11-16 year olds, 49% of those who had taken illegal drugs and 49% of those who had smoked cigarettes had spent their own money on gambling in the past week, while 29% of those who had drunk alcohol had gambled during the same period.

First activity ever gambled own money on

Participants who had ever gambled for money were asked which gambling activity they had tried first. In keeping with last year's results, the most common route into gambling was playing on fruit machines (24%). This was followed by placing private bets (15%), bingo at somewhere other than a bingo club (13%), National Lottery scratchcards (9%) and playing cards for money.



Frequency of participation in gambling activities

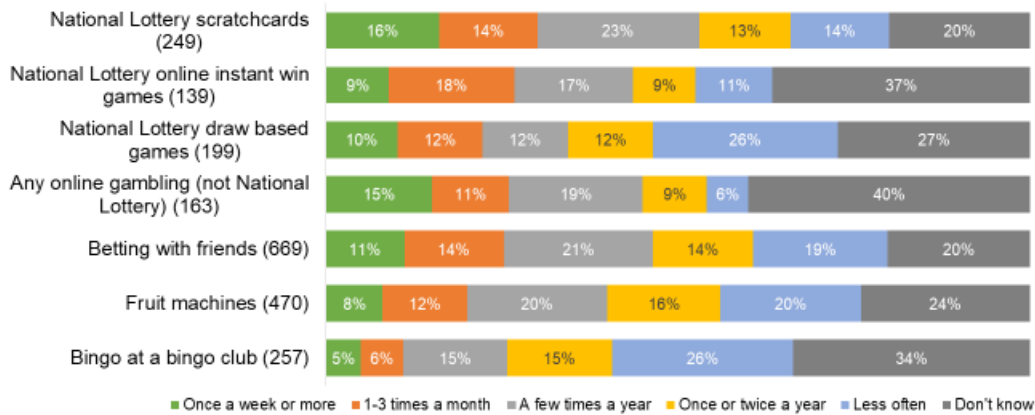
Young people were asked how frequently they have spent their own money on a range of gambling activities: National Lottery draw based games, scratchcards and online instant win games; fruit machines, bingo at a bingo club, any other online gambling (not from the National Lottery) and betting with friends.

Among those young people who had ever participated in each activity, the form of gambling that was taken part in most often was National Lottery scratchcards (16% of scratchcard players taking part once a week or more often). It should be noted that among this 16%, those aged 16 and who could play scratchcards legally constituted the majority (67%) of players.

Despite more children having ever played on fruit machines than any other gambling activity, the frequency of fruit machine play was relatively low, with 8% of 11-16 year olds spending money on fruit machines once a week or more often.

Frequency of participation

Can you please tell us how often, if at all, you spend your OWN money on the following games?



Base: All 11-16 year-olds who have participated in each activity, excluding not stated (sample sizes shown in brackets)
Source: Ipsos MORI Young People Omnibus 2018

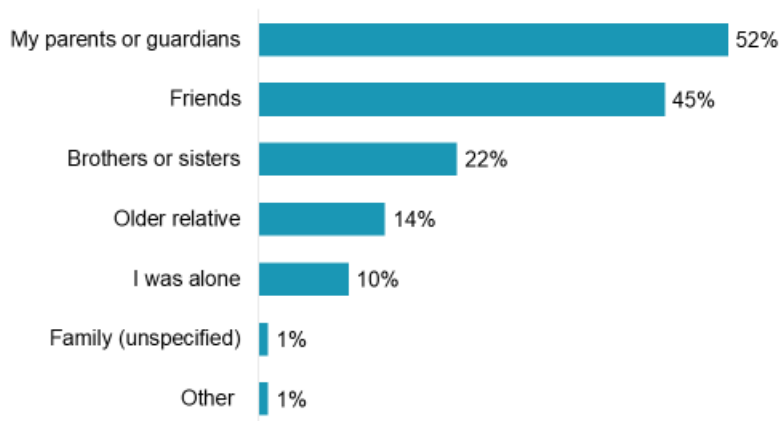
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Who young people were with the last time they gambled

Young people who had ever spent their own money on gambling were asked who they were with on the last occasion that they gambled. More than half (52%) of the children surveyed were with their parents or guardians on the last gambling occasion, while 45% were with friends, 22% were with their brothers or sisters, 14% were with an (other) older relative and only one in ten (10%) were alone.

Who children were with when they gambled

Thinking about the last time you spent your money on gambling, who were you with?



Base: All 11-16 year olds who have ever spent their own money on gambling, excluding not stated (926)
Source: Ipsos MORI Young People Omnibus 2018

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Fruit machines: where played and who with

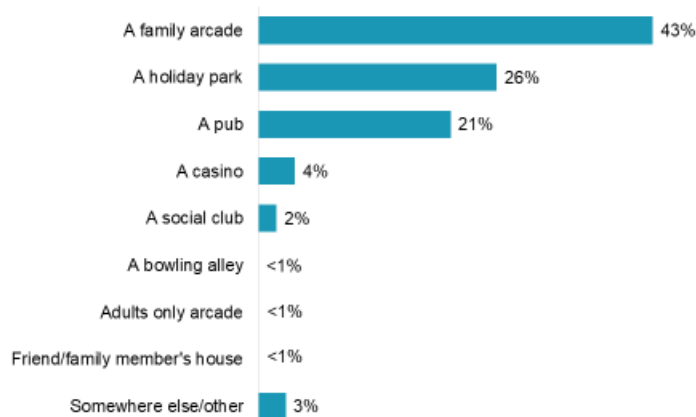
We have seen that a quarter of young people claim to have ever spent their own money on fruit or slot machines, with 3% having played on them in the past week.

In keeping with previous years, respondents were asked where they were the last time they played on fruit machines. The most common location was a family arcade (43%), followed by a holiday park (26%) and a pub (21%), a similar set of results to the 2017 survey.

Among those who could remember where they had last played on fruit machines, boys were significantly more likely than girls to have done so in pubs (28% of boys compared to 14% of girls).

Location where played on fruit machines

Thinking back to the last time you played on fruit machines, where were you?



Base: All 11-16 year olds who can remember where they last played on fruit machines – online sample (360)
Source: Ipsos MORI Young People Omnibus 2018

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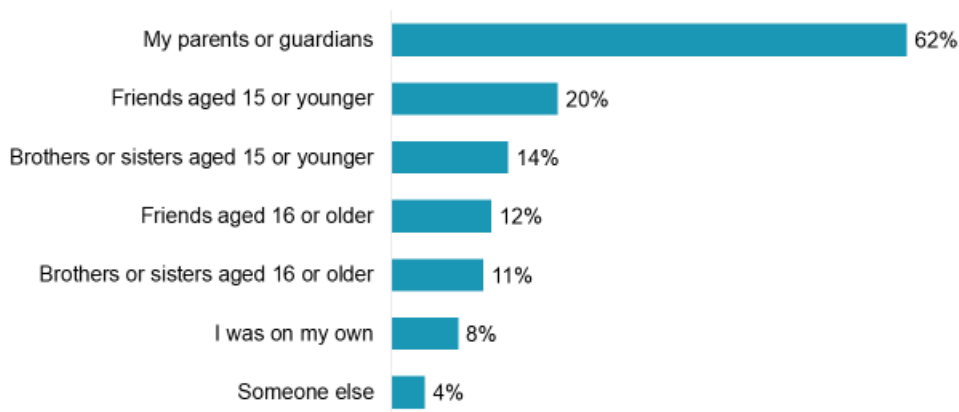
The last time young people played on fruit machines, 62% of them were with their parents or guardians but a notable proportion were with friends aged 15 or younger (20%) or brothers/sisters aged 15 or younger (14%).

Younger children aged 11-13 were significantly more likely to have been with their parents (78%) than their 14-16 year old counterparts (for whom only 52% were accompanied by a parent or guardian).

Only 8% of respondents played fruit machines on their own, although this significantly more commonplace among 14-16 year olds (12%) than 11-13 year olds (1%).

Who with when played fruit machines

The last time you played on fruit machines, who were you with?



Base: All 11-16 year olds who have ever spent their own money on fruit/slot machines, who remember who they were with- online sample (351)
Source: Ipsos MORI Young People Omnibus 2018

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Reasons for gambling in the past 12 months

The main reasons why 11-16 year olds had chosen to gamble in the past 12 months were to try to win money (46%) and because it's fun (44%).

Reasons for gambling

Thinking about when you have spent money on gambling in the past 12 months, why did you do this?



Base: All 11-16 year olds who have spent their own money on gambling in the past 12 months, excluding not stated (885)
Source: Ipsos MORI Young People Omnibus 2018

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Interestingly, boys were significantly more likely than girls to have gambled because it gave them something to do (24% of boys compared to 15% of girls) and to get a buzz (17% of boys compared to 9% of girls). Older children aged 14-16 were more likely to state that they gambled to try to win money, because it's fun, because it gave them something to do and to get a buzz than the younger 11-13 age group.

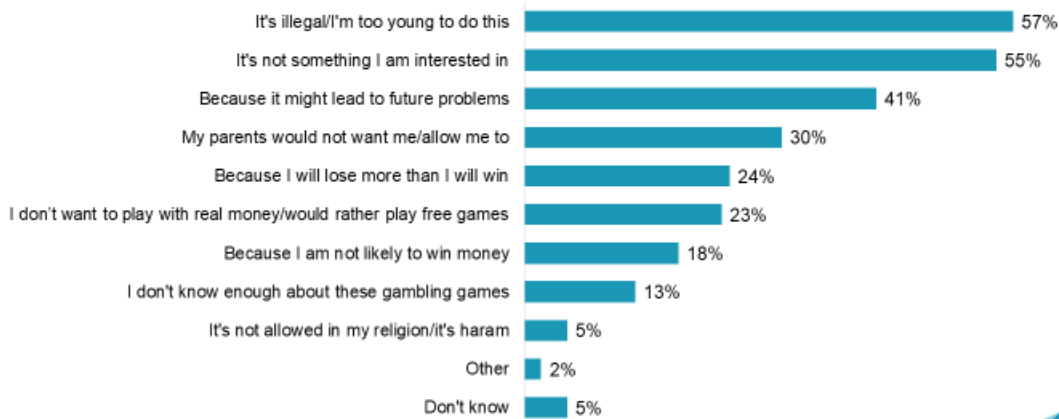
Reasons for not gambling

Young people who indicated they had never spent their own money on any of the listed gambling activities were asked why they don't gamble.

The main reasons stated were that it's illegal/they are too young to do this (57%), that it is not something they are interested in (55%), because it might lead to future problems (41%) and that their parents would not want/allow them to (30%).

Reasons for not gambling

You have said you have never spent your money on gambling. Why don't you gamble?



Base: All 11-16 year olds who have never spent their own money on gambling, excluding not stated – online sample (1062)
Source: Ipsos MORI Young People Omnibus 2018

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Boys were more likely than girls to state that they don't gamble because they will lose more than they will win (31% of boys compared to 17% of girls) and because they are not likely to win money (25% of boys; 11% of girls). It is also interesting to note that BAME children were significantly more likely to state that they didn't gamble because it was against their religion (16%) than white children, for whom this was a factor for less than 1%.

5 The National Lottery

This section of the report focuses on The National Lottery, detailing why young people spend money on National Lottery draw tickets and scratchcards/online instant win games, who they are with when they purchase National Lottery tickets or scratchcards, and who actually hands over the money at the till.

In keeping with previous years, the findings in this section are based on 11-15 year olds who have spent money on National Lottery games and, unlike the figures presented in Section 4, excludes 16 year olds who are legally allowed to play the National Lottery.

Why do young people buy National Lottery draw tickets?

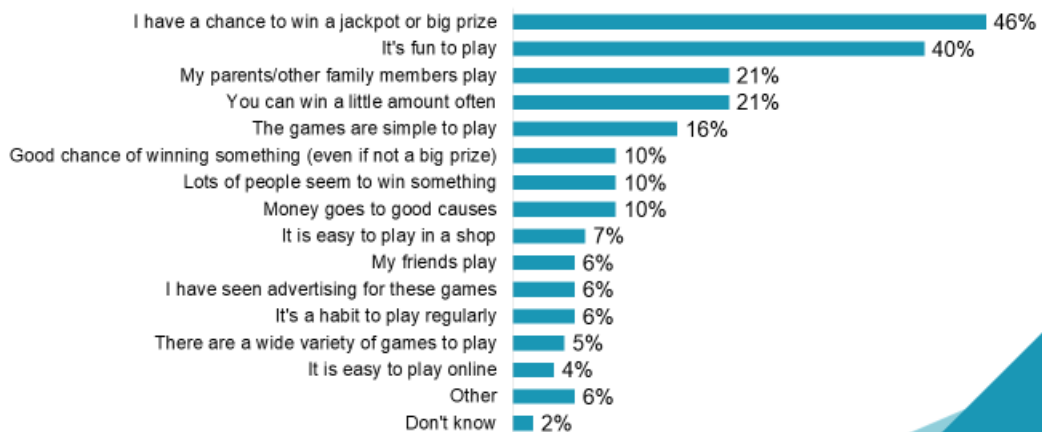
11-15 year olds who had ever spent their own money on tickets for National Lottery draws such as Lotto or EuroMillions, were asked why they had chosen to do this. The principal reasons mentioned were that they felt they had a chance to win a jackpot or a big prize (46%) and that it is fun to play (40%).

More than one in five (21%) of 11-15 year olds had bought National Lottery draw tickets because their parents or other family members play, while the same percentage had done so because they felt they could win a little amount often. The relative simplicity of lottery games also seems to play a role, with 16% citing that National Lottery draw games are simple to play.

Interestingly, only one in ten (10%) 11-15 year olds indicated that the National Lottery's association with good causes influenced their decision to play, and only 6% had been influenced to take part by advertising for these draw-based games.

Why bought National Lottery draw tickets

You mentioned that you have spent your money on National Lottery tickets (e.g. Lotto or EuroMillions). Which if any of the following are reasons why you choose to do this?



Base: All 11-15 year olds who have ever spent money on a National Lottery draw ticket, excluding not stated (157)
Source: Ipsos MORI Young People Omnibus 2018

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Why do young people spend money on National Lottery scratchcards/online instant win games?

The study also explored the reasons why young people spend money on National Lottery scratchcards and online instant win games. Among 11-15 year olds who ever participate in these games, the overwhelming reason for doing so was that it is fun to play, mentioned by 58%. This was followed by the chance to win a jackpot or big prize (34%), and a perceived good chance of winning something (even if not a big prize) (25%).

Why bought National Lottery scratchcards/online instant win games

You mentioned that you have spent your money on National Lottery scratchcards or instant win games on the internet. Which if any of the following are reasons why you choose to do this?



Base: All 11-15 year olds who have ever spent money on National Lottery scratchcards or online instant win games, excluding not stated (223)
Source: Ipsos MORI Young People Omnibus 2018

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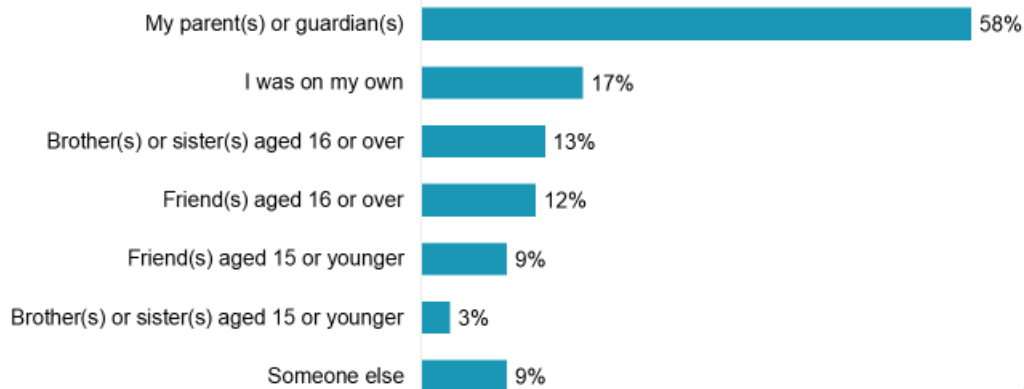
Who is with young people when they buy National Lottery tickets or scratchcards

Almost three-quarters (73%) of 11-15 year olds who had ever bought National Lottery tickets or scratchcards were with someone aged 16 or older on their last purchase occasion. Typically, this older individual was a parent or guardian (58%).

17% of 11-15 year olds who had bought National Lottery tickets or scratchcards were alone the last time they purchased, and 10% were with someone else aged 15 or younger. Boys (29%) were significantly more likely than girls (9%) to be on their own when purchasing National Lottery tickets or scratchcards.

Who is with 11-15 year olds when they buy National Lottery tickets or scratchcards?

The last time you bought National Lottery tickets (e.g. Lotto and EuroMillions) or scratchcards, WHO WERE YOU WITH when you bought them?



Base: All 11-15 year olds who have bought a National Lottery ticket/ scratchcard in the past and remember who they were with when it was bought (221)
Source: Ipsos MORI Young People Omnibus 2018

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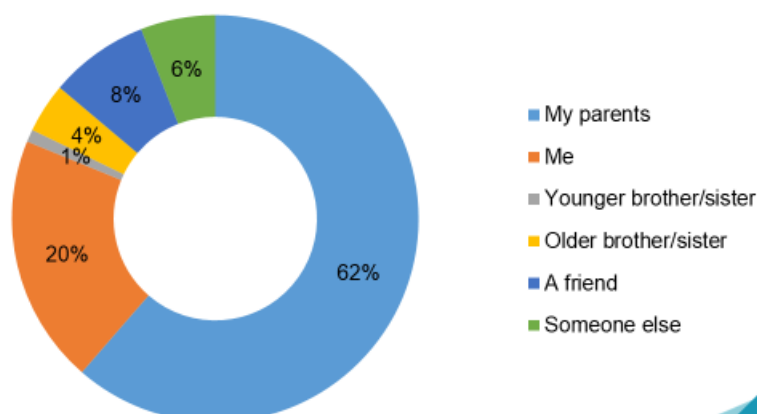
Who hands the money over at the till

In order to explore the circumstances around the point of purchase, 11-15 year olds who stated that they had bought a National Lottery ticket or scratchcard were asked who handed over the money at the till on the last occasion. Consistent with the results showing that 58% of young purchasers were with parents or guardians, a parent or guardian handed over the money on 62% of occasions. This proportion was higher among younger, 11-13 year old children, at 77%.

A fifth (20%) of 11-15 year olds who have bought a National Lottery ticket or scratchcard handed the money over themselves on the last purchase occasion. For 15 year olds, the proportion was closer to two-fifths, with 38% handing over the money themselves.

Who hands the money over at the till when a National Lottery ticket or scratchcard is bought?

The last time you bought National Lottery tickets (e.g. Lotto and EuroMillions) or scratchcards, who actually handed over the money at the till?



Base: All 11-15 year olds who have bought National Lottery tickets or scratchcards and remember who handed over the money at the till (208)
Source: Ipsos MORI Young People Omnibus 2018

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6 Online participation

This section examines young people's participation in online activities from a variety of perspectives:

- Online gambling where young people spent their own money
- Online gambling where young people used their parents' or guardians' accounts (either with or without the account holder's permission)
- Participation in online-gambling-style games (games which look and play like gambling games such as roulette or poker but are free to play, without a prize and without age restrictions)
- Awareness and participation rates for 'skins gambling' activity (described in the survey as 'gambling with in-game items when playing computer games or apps')

Online gambling where young people spent their own money

The survey results continue to demonstrate that among 11-16 year olds, rates of online gambling remain relatively low compared to in-person gambling. Only 1% of 11-16 year olds had gambled online in the past week, and only 5% in the past 12 months. However, as with many forms of gambling, past 12 month participation rates were significantly higher among boys (7%) than among girls (3%), and higher among 14-16 year olds (6%) than 11-13 year olds (3%).

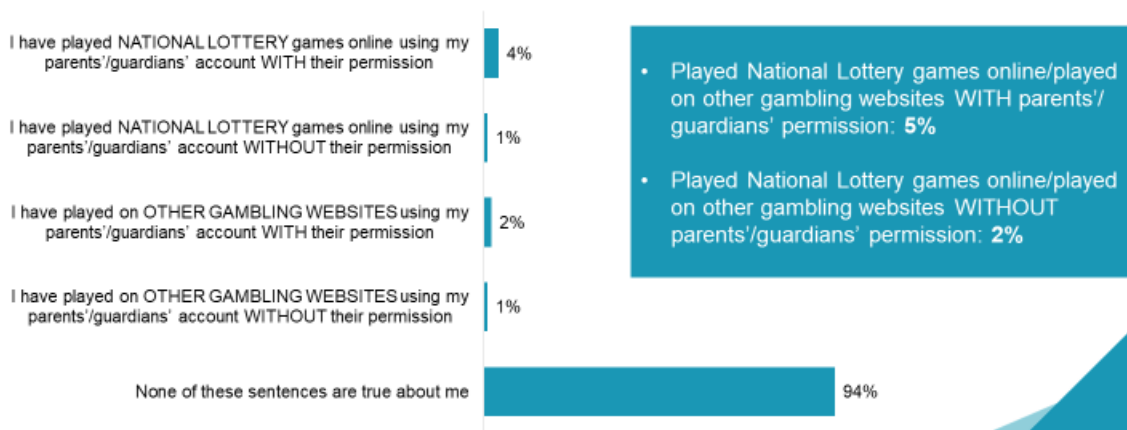
Online gambling using parents' or guardians' accounts

The survey reveals a similar rate of young people gambling online using their parents' or guardians' accounts to previous years, with 6% of respondents having done so compared with 7% in the 2017 study.

The most common form of online gambling using a parent or guardian's account is on National Lottery games, 4% having done so with parental permission and 1% without permission. Away from the National Lottery, 3% of 11-16 year olds claimed to have gambled online using a parental account on other gambling websites, 2% with permission and 1% without permission.

Gambling online using parents' accounts

Please read all of the sentences below and tick the sentences that are true about you



Base: All 11-16 year olds, excluding not stated (2,496)
Source: Ipsos MORI Young People Omnibus 2018

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Participation in online gambling-style games

Online gambling-style games are games which look and play like gambling games such as roulette, poker, slot machines or bingo. Such games can be played at any age. They may be free to play or you may pay to play, but players cannot win a real money prize. Such games are not considered as gambling by law, but they often have similar characteristics to games that involve real money being lost/won. These types of games are of interest as they represent a possible route into gambling for money, particularly for young people.

The proportion of 11-16 year olds who have ever played online gambling-style games stands at 13% (compared to 11% in 2017). Boys (17%) were significantly more likely to have played online gambling-style games than girls (10%), with this mirroring the difference seen between the sexes in terms of gambling in the last seven days (18% of boys compared to 9% of girls).

In terms of recency of play, 3% of young people had played online gambling-style games in the past seven days, 2% had played in the past 4 weeks, 4% in the past 12 months and 4% longer ago.

Young people who have ever played online gambling-style games had played a range of types of such games, most notably slot/fruit machine-style games (32%) but also games with bingo (28%), casino (26%), and poker (25%) characteristics.

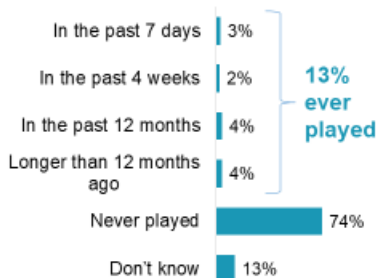
There were differences between the sexes with girls more likely to have played slot/fruit machine and bingo gambling-style games (each played by 44% of girls who had ever played gambling style games) and boys more likely to have played casino games such as roulette or blackjack (29%). A much larger proportion of boys (47%) than of girls (21%) answered don't know/can't remember then asked which types of online gambling-style games they had played.

Among young people who had ever played online gambling-style games, 40% had played these types of games first, before gambling for money, whereas only 25% had gambled for money first. Boys (33%) were significantly more likely than girls (10%) to have gambled for money first, with girls significantly more likely than boys to have not gambled at all (56% of girls compared to 24% of boys).

Online gambling-style games

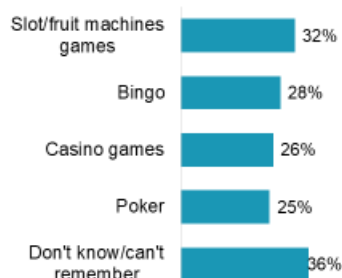
Among those 13% who have ever played online gambling-style games:

When, if ever, did you last play an online gambling-style game?



Base: All 11-16 year olds, excluding not stated (2,568)

Have you ever played any of the following online gambling-style games?



Base: All 11-16 year olds who have ever played an online gambling-style game, excluding not stated (273)

Which, if any, of the following statements are true about you?



Base: All 11-16 year olds who have ever played an online gambling-style game, excluding not stated (181)

Source: Ipsos MORI Young People Omnibus 2018

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Ways of playing online gambling-style games

In total, 54% of those who had played online gambling-style games had done so via some kind of app. 39% simply stated that they had done so using an app (not a social networking app), while a further 18% had played using Facebook or other social networking apps and 13% had accessed free demo games via gambling apps.

In addition to access via apps, some 15% had played online gambling-style games via social media websites, 9% via free demo games on gambling websites (9%) and 16% had done so using some other kind of website.

Online gambling-style games: how played



Base: All 11-16 year olds who have ever played an online gambling-style game and mentioned the type of game played, excluding not stated (274)
Source: Ipsos MORI Young People Omnibus 2018

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Social media appears to play a greater role for 14-16 year olds in accessing online gambling-style games than it does for younger children. For instance, 25% of 14-16 year olds who had played online gambling-style games used Facebook or other social networking apps to do this, compared to only 7% of 11-13 year olds.

Awareness and usage of in-game items

'Skins' are in-game items, used within some of the most popular video game titles. They provide cosmetic alterations to a player's weapons, avatar or equipment used in the game. Skins betting sites allow video gamers to wager cosmetic items rewarded in-game or purchased for real money on a digital marketplace, accessible from the UK for several years.

The Gambling Commission takes the view that the ability to convert in-game items to cash, or to trade them (for other items of value) means they attain a real-world value and become articles of money or money's worth. Where gambling facilities are offered to British consumers, including with the use of in-game items that can be converted into cash or traded (for items of value), a gambling licence is required. Tackling operators making gambling facilities available to children is one of the Gambling Commission's priorities. This has been demonstrated by action taken against unlicensed websites providing facilities for gambling using in-game items as methods for payment.¹⁷

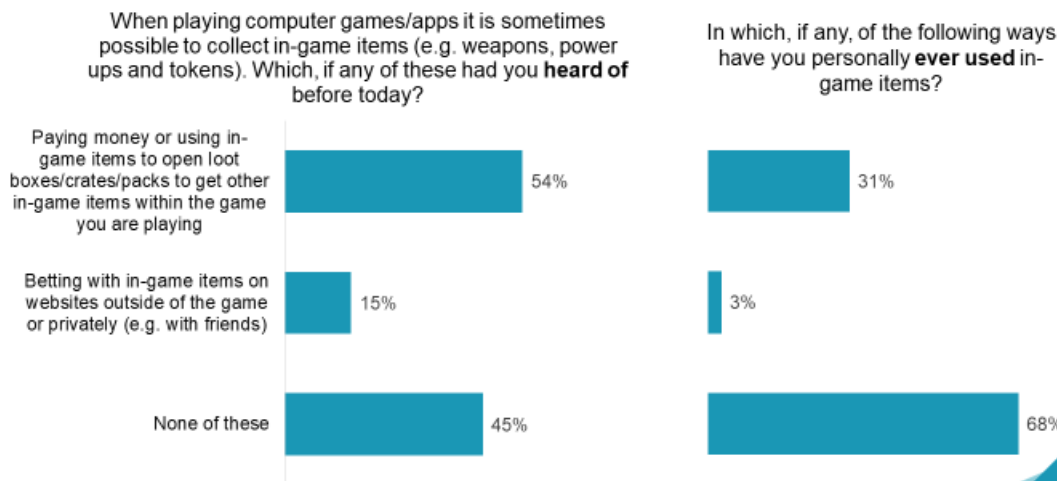
¹⁷ More information on this topic is given in the Gambling Commission's recent position paper on Virtual currencies, eSports and social casino gaming – March 2017 <http://www.gamblingcommission.gov.uk/PDF/Virtual-currencies-eSports-and-social-casino-gaming.pdf>

For the purposes of this survey, with the aim of ensuring as much comprehension of the activity as possible, the topic was introduced to young people as follows: 'When playing computer games/mobile apps it is sometimes possible to collect in-game items (e.g. weapons, power-ups and tokens)'. Respondents were then asked if they were aware of different ways of using in-game items and if they had ever personally used in-game items in these ways.

Overall, based on the description provided, 54% of 11-16 year olds were aware that it is possible to pay money or use in-game items to open loot boxes/crates/packs to get other in-game items within the game you are playing, and 31% had ever used in-game items in this way. Boys (64%) were significantly more likely than girls (43%) to be aware of this type of usage.

Somewhat fewer young people (15%) were aware that it is possible to bet with on-game items on websites outside of the game or privately (e.g. with friends), and only 3% claimed to have ever done this. Boys were also significantly more likely than girls to be aware of this way of using in-game items (18% of boys compared to 11% of girls).

Awareness and usage of in-game items



Base: All 11-16 year olds, excluding not stated (2,520)
Source: Ipsos MORI Young People Omnibus 2018

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7 Problem gambling

This section examines problem gambling among 11-16 year olds using the DSM-IV-MR-J problem gambling screen (Fisher, 2000).¹⁸ The DSM-IV-MR-J screen, an established standard used internationally by academics and researchers, consists of nine components that tap into different behaviours, feelings or actions indicative of problem gambling.

Problem gambler criteria from the DSM-IV-MR-J screen

Using the DSM-IV-MR-J screen, a child who confirmed that they had undertaken four or more of the behaviours / actions (from the overall screen of nine components) is considered a problem gambler, a score of two or three is used to identify an at-risk gambler and a score of zero or one indicates a non-problem gambler.

Points were awarded to each respondent based on the answers they gave to the screening questions. The table below indicates how the questions mapped onto the DSM-IV-MR-J problem gambling screen components and the percentage of children who gave the required answers to each question when the scoring system was applied to the data.

DSM-IV criteria	Question wording: 'In the past 12 months ...'	If any of the following answer criteria are ticked, that qualifies as 1 point	% children scoring
Preoccupation	How often have you found yourself thinking about gambling or planning to gamble	'Often'	2.3%
Escape	How often have you gambled to help you escape from problems or when you were feeling bad	'Sometimes' or 'often'	2.1%
Withdrawal	Have you felt bad or fed up when trying to cut down on gambling	'Sometimes' or 'often'	1.8%
Tolerance	Have you needed to gamble with more and more money to get the amount of excitement you want	'Sometimes' or 'often'	2.0%
Loss of control	Have you ever spent much more than you planned to on gambling	'Sometimes' or 'often'	1.2%
Illegal acts	Have you ever taken money from any of the following without permission to spend on gambling: Dinner money or fare money Money from family Money from things you've sold Money from outside the family Somewhere else	If any one or more of these options are ticked, then qualifies for one point in total	3.9%
Risked relationships	Has your gambling ever led to the following: a) Arguments with family/friends or others d) Missing school	If any of the following are ticked, then qualifies for one point in total: 'once or twice', 'sometimes' or 'often'	2.7%
Lying	Has your gambling ever led to the following: b) Telling lies to family/friends or others	'Once or twice' 'sometimes' or 'often'	2.4%
Chasing	After losing money by gambling, have you returned another day to try to win back the money you lost	'More than half the time' or 'every time'	1.9%
Base: 11-16 year olds who were eligible for screening (n=2,619)			

Small base sizes mean that these findings should be viewed with caution, and prevent sub-group analysis of the young people defined under each component as having a problem with gambling.

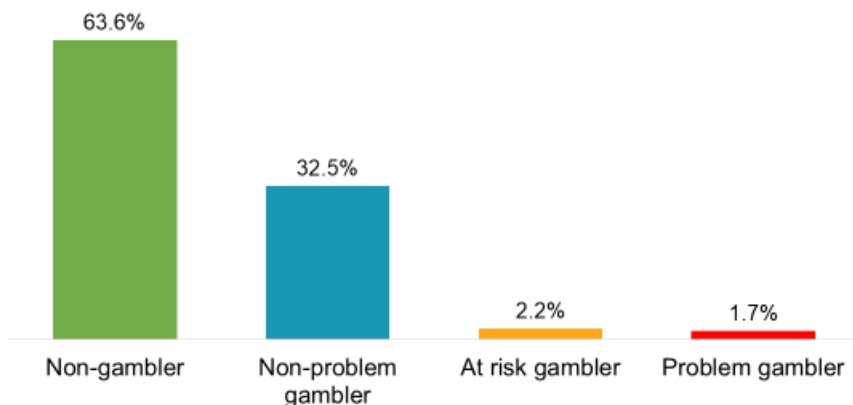
¹⁸ Fisher, S (2000). Developing the DSM-IV Criteria to Identify Adolescent Problem Gambling in Non-Clinical Populations, Journal of Gambling Studies Volume 16 No. 2/3.

Prevalence of non-problem, at risk or problem gambling

Our findings indicate that 1.7% of 11-16 year olds are problem gamblers, 2.2% are ‘at-risk’ gamblers and 32.5% are non-problem gamblers.

Types of gamblers

DSM-IV-MR-J screen to identify problem gamblers from nine components



Base: All 11-16 year olds, excluding those who did not state if they had gambled in the past 12 months or did not answer any of the DSM-IV screening questions (2,619)
Source: Ipsos MORI Young People Omnibus 2018

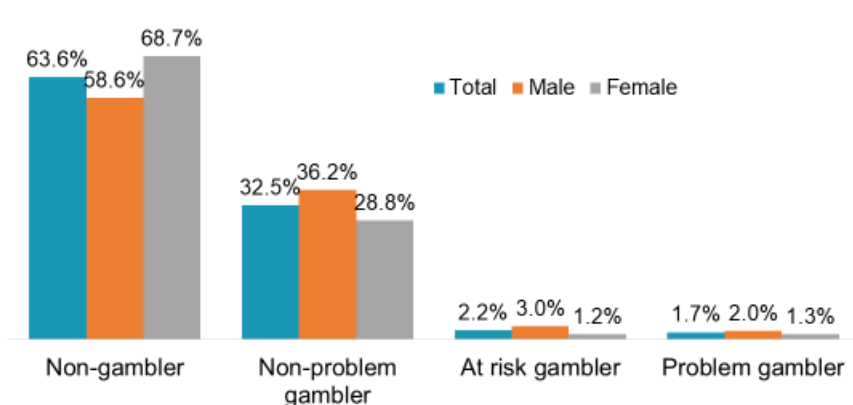
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Problem gambling by gender and age

In keeping with previous years of the survey, boys are much more likely than girls to be classified as problem gamblers. According to the DSM-IV-MR-J screen, 2.0% of boys aged 11-16 are problem gamblers compared to 1.3% of girls, and 3.0% of boys are at risk gamblers compared to 1.2% of girls.

Types of gamblers: by gender

DSM-IV-MR-J screen to identify problem gamblers from nine components



Base: All 11-16 year olds, excluding those who did not state if they had gambled in the past 12 months or did not answer any of the DSM-IV screening questions (2,619)
Source: Ipsos MORI Young People Omnibus 2018

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A full breakdown of non-problem, at risk and problem gambling rates by gender and age is shown in the table below.

Prevalence of non-problem, at risk or problem gambling (11-16 year olds) amongst key sub-groups (unweighted n, weighted % shown)

	Base size, 2018 ¹⁹	Type of gambler		
		Non-problem	At risk	Problem
Total	2,619	32.5% (n=812)	2.2% (n=52)	1.7% (n=37)
Gender				
Boys	1,201	36.2%	3.2% (n=34)	2.0% (n=25)
Girls	1,397	28.8%	1.2% (n=17)	1.3% (n=11)
Age				
11	146	29.8%	0.9% (n=2)	0.6% (n=1)
12	649	30.0%	2.5% (n=14)	1.2% (n=8)
13	717	30.2%	1.9% (n=13)	1.2% (n=7)
14	661	33.7%	2.0% (n=14)	1.7% (n=10)
15	380	34.7%	4.2% (n=9)	1.2% (n=9)
16	66	36.7%	0.0% (n=0)	4.6% (n=2)

Base: 11-16 year olds who were eligible for screening

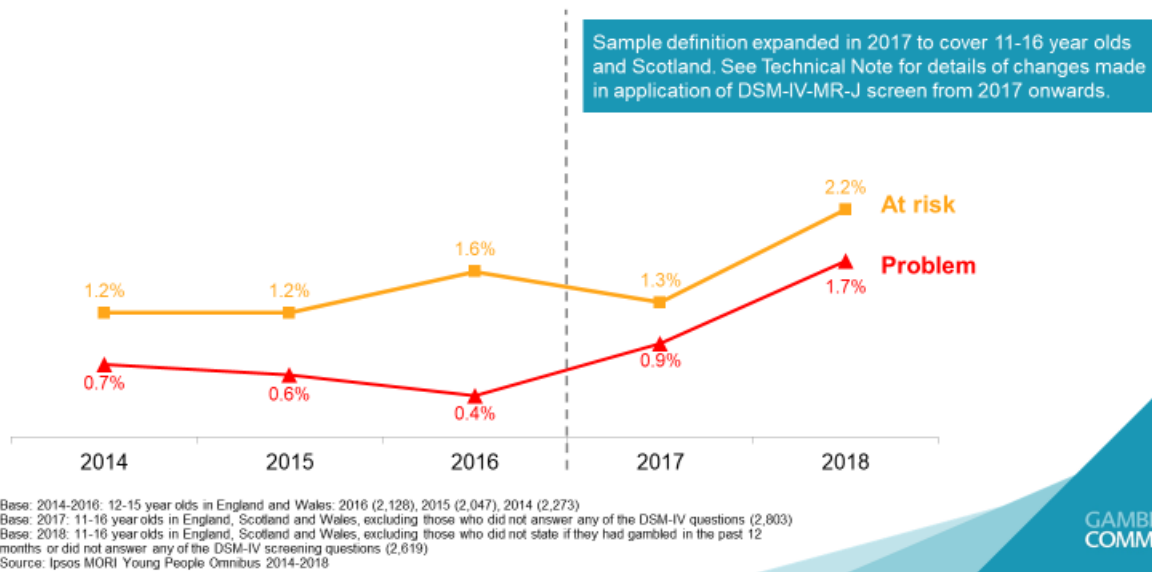
Comparison with previous years

As shown in the chart below, the 2018 incidence of problem gamblers (1.7%) is 0.8 percentage points higher than in 2016 (0.9%). The incidence of at risk gamblers is also higher in 2018, at 2.2%, compared to 1.3% in 2017.

The differences in the problem gambling rates in 2018 can largely be attributed to a greater number of respondents qualifying for the screening questions than in previous years. Please see the Technical Report for a detailed explanation of the screening method, the rationale for changes applied in 2018 and the implications of this for the data.

¹⁹ Note that base sizes are shown for respondents where the demographic information was available *and* who were screened (i.e. excludes those not giving gender, and those classified as ineligible for the DSM). As such, the sum of the categories is smaller than the total base size of 2,865.

At risk and problem gambling: trend series



The pre-2017 trend data should be viewed with caution as the sample definition used from 2017 (11-16 year olds in England, Scotland and Wales) is not directly comparable with the sample definition used for the problem gambling analysis in 2014-2016 (12-15 year olds in England and Wales).

8 Attitudes and influences

The 2018 survey included questions on a range of additional topics that provide further insight into young people's attitudes towards gambling and awareness and levels of engagement with different types of companies and activities which can influence their gambling behaviour.

This section of the report therefore includes findings relating to:

- Young people's attitudes towards gambling
- Awareness of gambling adverts and sponsorships
- Whether ever prompted to gamble by gambling adverts/sponsorships
- Gambling companies followed on social media
- Who has spoken to young people about the potential problems that gambling can lead to?
- Have young people ever been stopped from gambling because they were too young, and if so, by whom?
- Awareness of gambling-related organisations

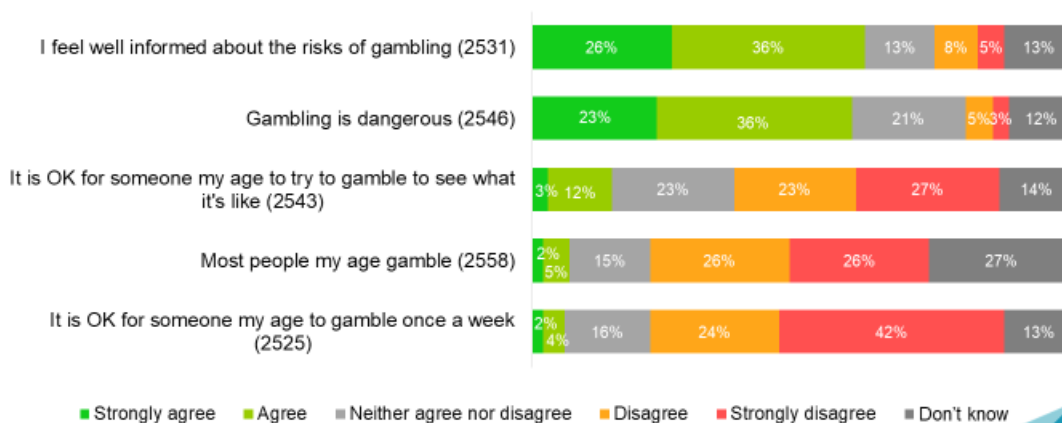
Young people's attitudes towards gambling

The survey found majority agreement with the statements, 'I feel well informed about the risks of gambling' (62% responding 'agree' or 'strongly agree') and 'gambling is dangerous' (59% responding 'agree' or 'strongly agree').

In contrast, only 14% of children agreed or strongly agreed that 'it is OK for someone my age to try to gamble to see what it is like', only 7% agreed or strongly agreed that 'most people my age gamble' and only 6% concurred with the statement, 'it is OK for someone my age to gamble once a week'. For each of these three statements, 50% or more of respondents disagreed or strongly disagreed.

Attitudes towards gambling

Thinking about gambling for money, how strongly do you agree or disagree with the statements below?

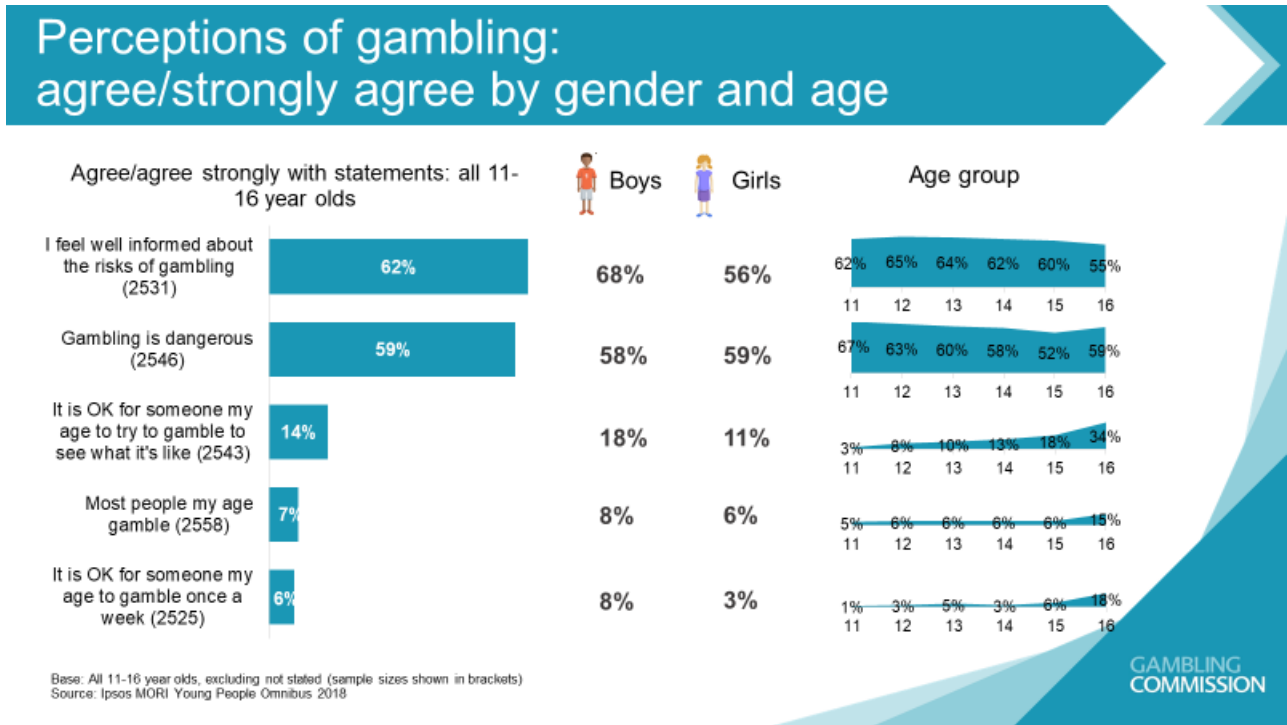


Base: All 11-16 year olds, excluding not stated (sample sizes shown in brackets)
Source: Ipsos MORI Young People Omnibus 2018

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There were some significant differences by gender, with boys more likely than girls to agree or strongly agree that they feel well informed about the risks of gambling, that it is OK for someone their age to try to gamble to see what it is like, and that it is OK for someone their age to gamble

once a week. The chart below shows the differences in perceptions of gambling by gender and age.



Awareness of gambling adverts and sponsorships

The survey also explored the extent to which young people are exposed to advertising, sponsorships and social media activity by gambling companies, and how this influences gambling behaviour.

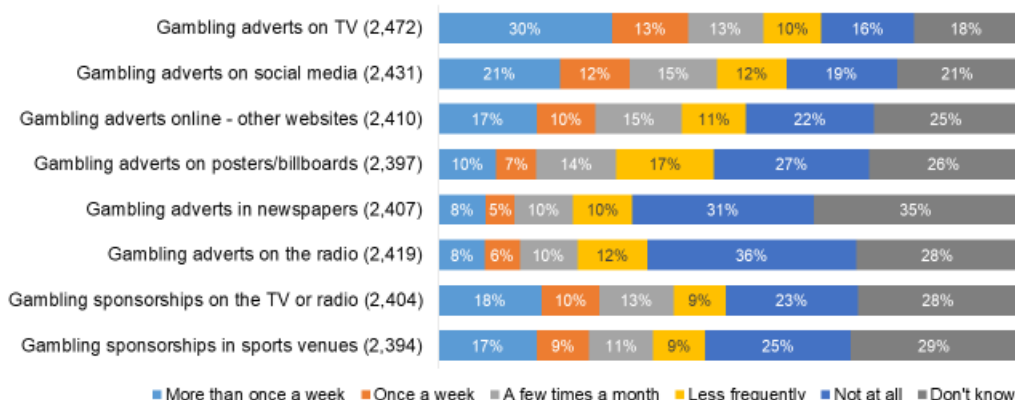
As in previous years, 11-16 year olds were most likely to have seen gambling advertisements on the TV, with 66% ever having done so, and 43% having seen TV adverts for gambling at least once a week.

Exposure to gambling advertising via online channels (separated into 'social media websites' and 'other websites') remained higher than via other media. 59% of young people had ever seen gambling adverts on social media (33% having seen them at least once a week) and 53% on other websites (27% at least once a week). In contrast, 47% had ever seen gambling adverts on posters/billboards, only 33% had seen them in newspapers and only 36% had heard them on the radio.

The 2018 survey also asked about awareness of gambling sponsorships, for the first time. Almost half (49%) of respondents had seen or heard gambling sponsorships on the TV or radio (e.g. a TV or radio programme sponsored by a gambling company, either before or after the programme). Almost as many (46%) had seen gambling sponsorships at sports venues (e.g. at football stadiums, on players' shirts or around the pitch).

Awareness of gambling adverts and sponsorships

How often would you say you see gambling adverts and gambling sponsorships in the following places?

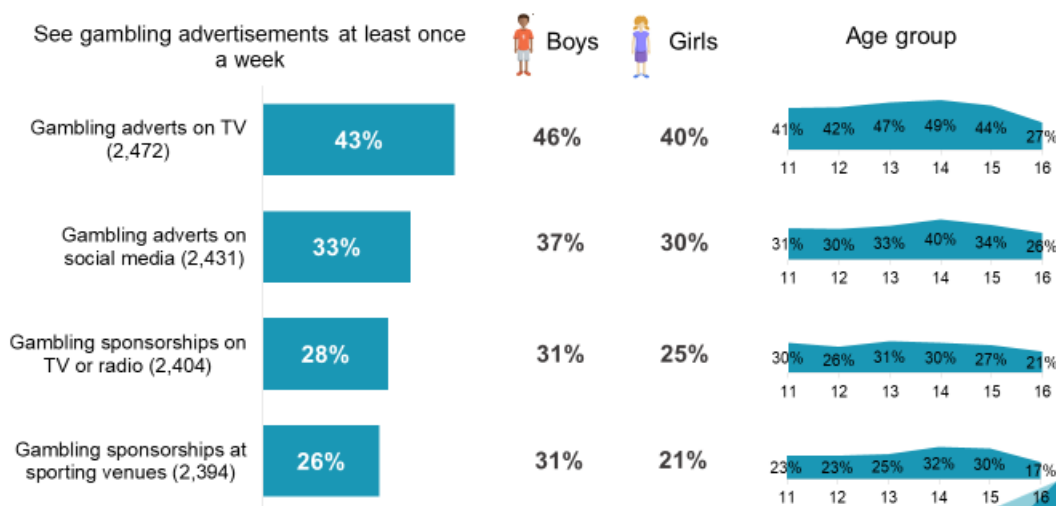


Base: All 11-16 year olds, excluding not stated (sample sizes shown in brackets)
Source: Ipsos MORI Young People Omnibus 2018

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There were some differences in awareness of gambling adverts and sponsorships by gender and age. Boys tended to have seen gambling advertisements via each of the channels more often than girls had done, for each of the media channels. For example, 46% of boys had seen gambling adverts on TV at least once a week compared to 40% of girls. More detail on the variations by gender and age is given in the chart below.

Seen gambling adverts/sponsorships at least once per week by gender and age: selected media



Base: All 11-16 year olds, excluding not stated (sample sizes shown in brackets)
Source: Ipsos MORI Young People Omnibus 2018

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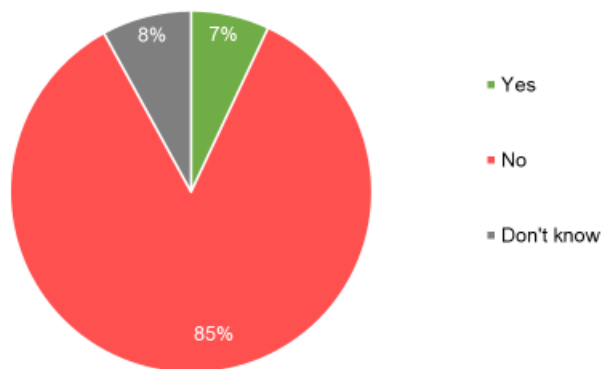
Whether ever prompted to gamble by gambling adverts/sponsorships

The survey also explored the impact of seeing gambling adverts or sponsorships on gambling behaviour. Among all young people who had ever seen any gambling adverts or sponsorships, 7% claimed that this had ever prompted them to spend money on gambling when they were not otherwise planning to.

The influence of gambling adverts and sponsorships appears to be stronger on boys, with 9% of males aged 11-16 stating that such activity had ever prompted them to gamble compared to 5% of girls.

Impact of gambling advertisements / social media

Has a gambling advert or sponsorship ever prompted you to spend money on gambling when you were not otherwise planning to?



Base: All 11-16 year olds who have ever seen any gambling adverts or sponsorships, excluding not stated (1,827)
Source: Ipsos MORI Young People Omnibus 2018

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Gambling companies followed on social media

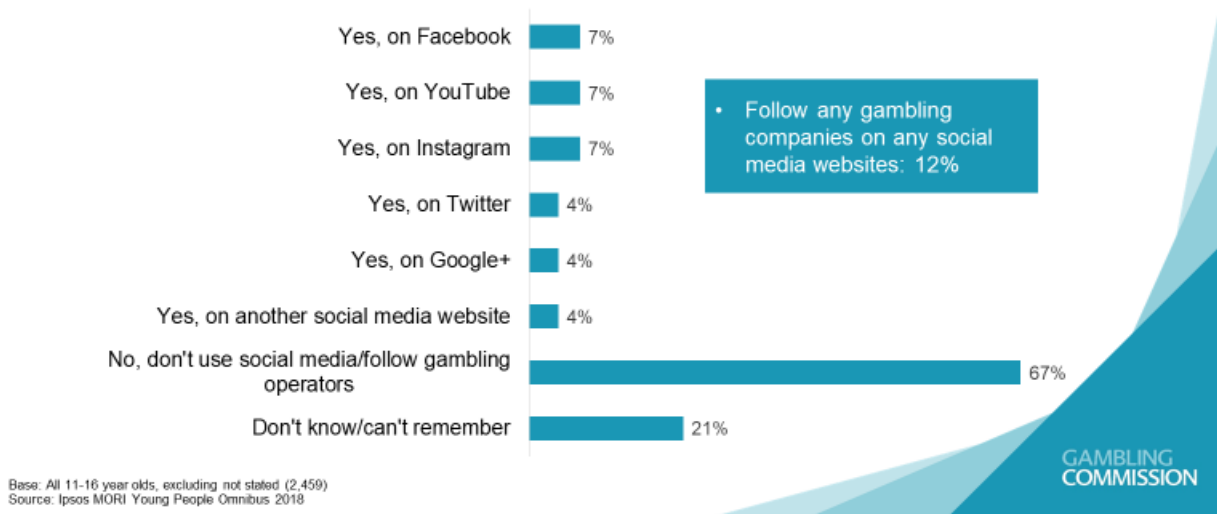
In addition to the majority (60%) of young people having seen gambling advertisements on social media, the survey found that 12% follow gambling companies on social media (up from 10% in 2017), with the most popular individual sites for this being Facebook, YouTube, and Instagram, each being followed by 7% of respondents. Boys (14%) were more likely than girls (10%) to follow gambling companies on social media.

Among 11-16 year olds who follow gambling companies on social media, 34% had spent their own money on gambling in the last seven days, making them more than three times as likely to have done so as those who do not follow any gambling companies on social media (48%).

The survey also reveals that 24% of 11-16 year olds who have ever played online gambling-style games follow gambling companies on social media, whilst the figure is only 9% amongst those who have never played online gambling-style games.

Gambling companies followed on social media

Do you follow any gambling companies on social media websites?



Who has spoken to young people about the problems that gambling can lead to?

Overall, around half of 11-16 year olds (49%) claimed that someone had spoken to them about the potential problems that gambling can lead to.

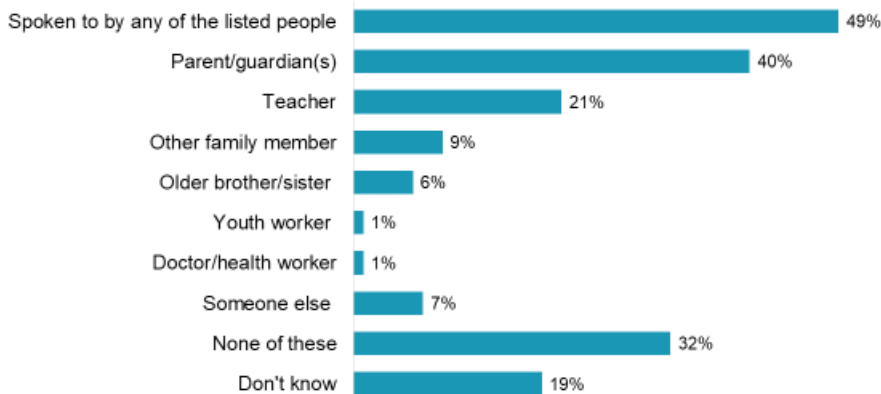
Young people were most likely to have been spoken to by a parent or guardian (40%), followed by a teacher (21%) – both similar proportions to last year.

Children from more affluent family backgrounds were more likely to have been spoken to by their parents about gambling (44%) than those from medium or low affluence families (36% and 29% respectively).

Respondents who recalled having seen gambling advertising and sponsorship were also more likely to have been spoken to about the potential risks of gambling. This was particularly the case for young people who had seen gambling sponsorships in sports venues, for whom 50% had been spoken to by a parent or guardian.

Who has spoken to 11-16 year olds about the potential problems that gambling can lead to?

For each of the people listed below, can you say whether they have ever spoken to you about the potential problems that gambling can lead to?



Base: All 11-16 year olds, excluding not stated (2,511)
Source: Ipsos MORI Young People Omnibus 2018

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Have young people ever been stopped from gambling because they were too young, and if so, by whom?

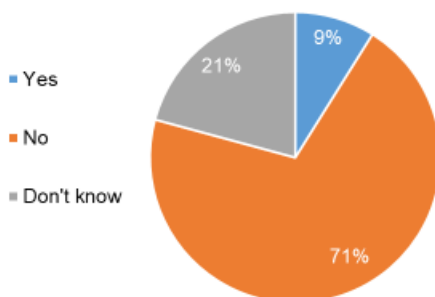
Overall, 9% of 11-16 year olds had ever been stopped from gambling because they were too young. 10% of boys had been stopped compared to 7% of girls.

Among those who had ever been stopped who could remember who they had been stopped by, 53% had been stopped by a parent or guardian, 15% had been stopped by a member of staff in a shop or supermarket, and 12% had been stopped by another family member.

Relatively few had been prevented from gambling by a member of staff at a premises, as the chart below shows.

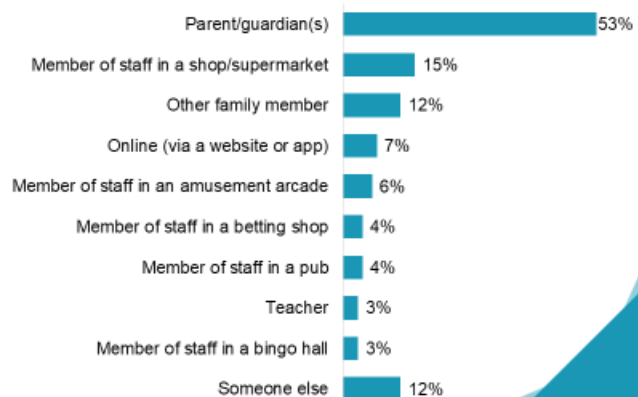
Whether 11-16 year olds have ever been stopped from gambling because too young

Thinking about gambling for money (this could be anywhere, including on the internet/apps), have you ever been stopped from gambling because you were too young?



Base: All 11-16 year olds, excluding not stated (2,633)
Source: Ipsos MORI Young People Omnibus 2018

Who stopped you from gambling for money because you were too young?



Base: All 11-16 year olds who have ever been stopped from gambling because they were too young, excluding not stated (240)

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Awareness of gambling-related organisations

As in 2017, the survey also measured young people's awareness of organisations and services that offer help and support in the field of gambling, namely:

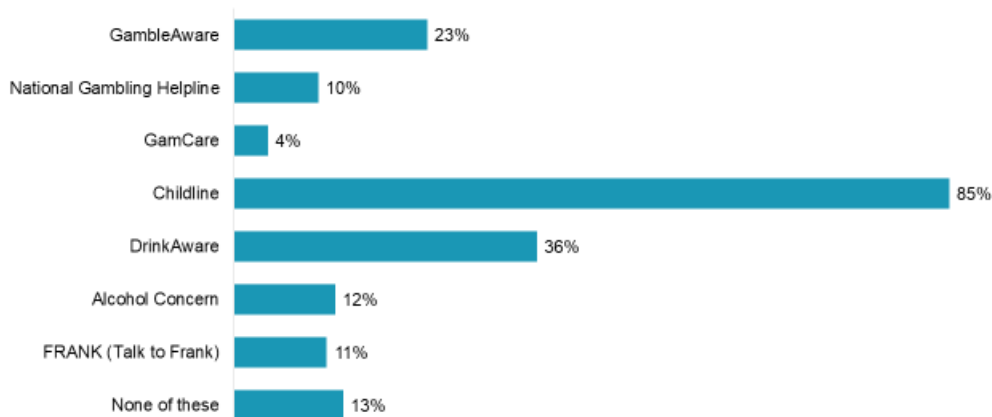
- **GambleAware** - an independent charity tasked to fund research, education and treatment services to help minimise gambling related harm in Great Britain
- **GamCare** - the leading provider of information, advice, support and free counselling for the prevention and treatment of problem gambling
- **The National Gambling Helpline** – a telephone helpline operated by GamCare which provides confidential advice, information and emotional support throughout Great Britain to anyone experiencing problems with gambling

To provide context for the levels of awareness of these organisations and services which provide gambling-related support, the survey also measured awareness of other organisations such as Childline, Drinkaware, Alcohol Concern and FRANK.

Among 11-16 year olds in Great Britain, 23% were aware of GambleAware, 10% were aware of the National Gambling Helpline, and 4% were aware of GamCare. A higher proportion of young people were aware of Drinkaware (36%) but by far the greatest level of awareness was for Childline, which 85% of respondents had heard of.

Awareness of organisations

Looking at this list, which of the following organisations, if any, have you heard of?



Base: All 11-16 year olds, excluding not stated - online sample (1,857)
Source: Ipsos MORI Young People Omnibus 2018

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Boys were significantly more likely than girls to be aware of gambling 'help' organisations, with 31% of boys aware of GambleAware compared to 16% of girls, 15% of boys aware of the National Gambling Helpline compared to 6% of girls, and 7% of boys aware of GamCare compared to 2% of girls. It is also notable that 26% of white children were aware of GambleAware compared to 19% of those from BAME backgrounds.

9 The role of parents/guardians

For the first time, the 2018 survey included a series of questions to explore the role of parents and guardians. The questions asked young people about their parents' own gambling behaviour, their attitudes to gambling in relation to their children and if they set rules about this, whether both parents agree in their views on gambling, and what parents have told their children about gambling.

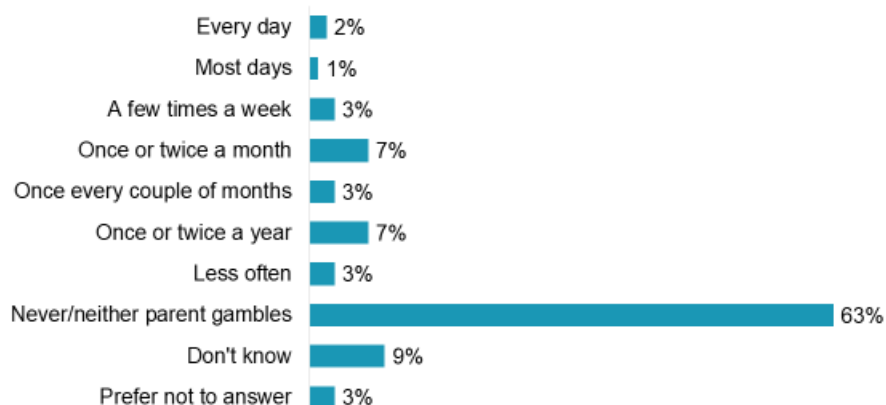
How often parents gamble

A quarter of young people (26%) stated that they ever see one of their parents or guardians gamble, with 2% responding that they see them gambling every day. Boys (28%) were more likely than girls (23%) to have seen their parents ever gamble.

While only 25% of children who had not themselves gambled in the past 7 days had ever seen their parents gamble, almost four in ten (38%) of children who had gambled in the past 7 days had ever seen their parents gamble.

How often do your parents/guardians gamble?

Thinking about your parents/guardians, how often do you see either of them gamble? If both of them gamble, please think about who gambles the most.



Base: All 11-16 year olds, excluding not stated - online sample (1,848)
Source: Ipsos MORI Young People Omnibus 2018

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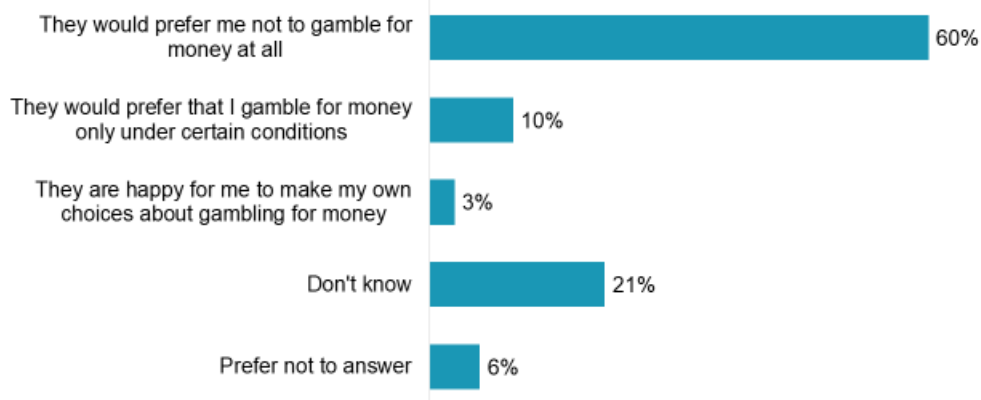
Parental attitudes to their children gambling

Respondents were asked how they thought their parents/ guardians would feel if they knew their child had decided to gamble for money. Most young people (60%) thought that their parents would prefer them not to gamble for money at all. Comparatively few thought their parents would prefer that they gamble for money only under certain conditions (10%) and even fewer (3%) thought their parents would be happy for them to make their own choices about gambling for money.

There was an interesting difference between the sexes, with girls more likely to state that their parents would prefer them not to gamble at all (64%) than boys (56%). On the other hand, boys were more likely to think their parents would prefer that they gamble under certain conditions (14%) than girls (5%). BAME respondents were more likely to state that their parents would prefer them not to gamble at all, with 67% stating this compared to 57% of white children.

Parental attitudes to their children gambling

If you decided to gamble for money, how do you think your parents/guardians would feel?



Base: All 11-16 year olds, excluding not stated – online sample (1,826)
Source: Ipsos MORI Young People Omnibus 2018

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Parental rule setting about gambling

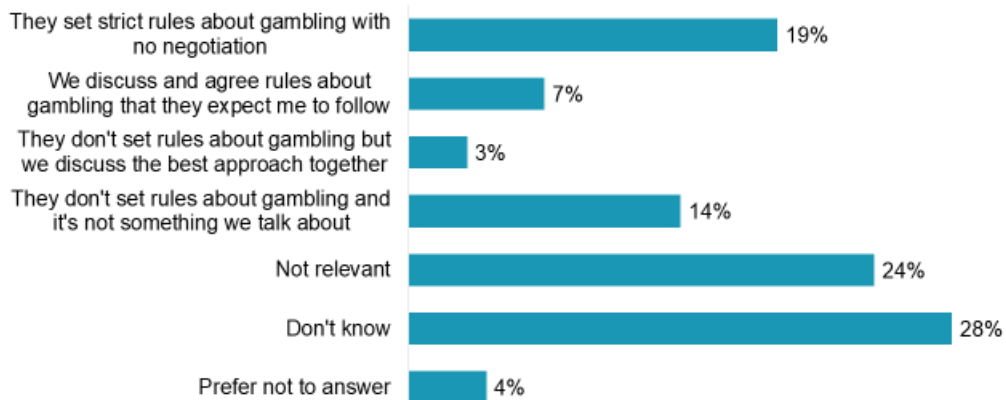
The survey also asked young people what approach their parents take to gambling, in terms of rule setting etc. One in five 11-16 year olds (19%) stated that their parents set strict rules about gambling with no negotiation, and a further 7% said that they discussed and agreed rules with their parents that they were expected to follow.

Having to abide by strict rules about gambling was more common among 11-3 year olds (24%) than 14-16 year olds (14%) and among BAME children (26%) compared to those from white backgrounds. Additionally, a third (33%) of children in London stated that their parents set strict rules, making it significantly more likely than for children living elsewhere in Britain.

Unsurprisingly given the large number of 11-16 year olds who do not gamble, over half the sample responded that the question was not relevant to them, that they didn't know, or that they preferred not to answer.

Parental rule setting about gambling

Thinking about your parents/guardians, which of the following statements do you think best describes their approach to gambling?



Base: All 11-16 year olds, excluding not stated - online sample (1,794)
Source: Ipsos MORI Young People Omnibus 2018

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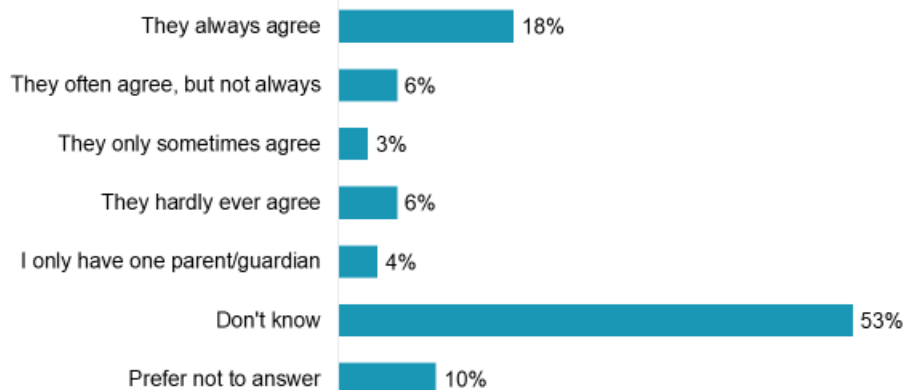
Parental agreement about their children's gambling behaviour

The final question in the section about the role of parents in relation to their children gambling asked to what extent the two parents agree in their views about whether or not, and how the young person gambles. A range of responses were received, with 18% stating that their parents always agree but others expressing differing levels of agreement, as shown in the chart below.

Almost two-thirds of respondents (63%) stated don't know or that they preferred not to answer.

Parental agreement about their children's gambling behaviour

Thinking about both your parents/guardians, how much would you say they agree in their views about whether or not, and how you gamble?



Base: All 11-16 year olds, excluding not stated - online sample (1,739)
Source: Ipsos MORI Young People Omnibus 2018

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10 Other indicators

This section brings together various sources of data held by the Gambling Commission which provide relevant contextual information to the Young People and Gambling survey results. These include:

- data on underage challenges on licensed premises
- test purchase results
- confidential helpline data
- compliance data on operators' capacity to exclude underage activity
- records of underage access breaches
- information about shared regulation and local risk assessments

Gambling where individuals were unable to prove their age

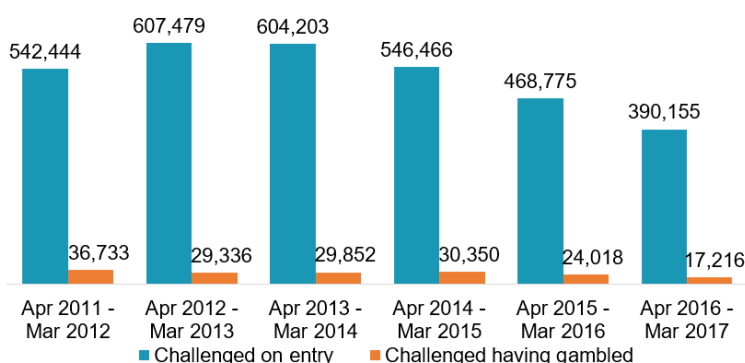
The Gambling Commission publishes authoritative statistics on the regulated gambling industry in Great Britain²⁰, including a measure of the number of underage challenges carried out on gambling premises where the individual was unable to prove their age. For licensed premises, data is available both for challenges upon entry and challenges after the individual has gambled.

While being unable to prove age is not necessarily an indicator of underage activity, these figures and how they have changed over time provide useful context for the prevalence data collected in the survey.

During the period April 2016 – March 2017, 407,421 individuals were challenged based on their age; 390,155 (96%) on entry and 17,216 (4%) having gambled. The total number of reported challenges decreased by 17% based on the previous year.

Underage challenge data: 2011-2017

Underage challenges 2011-2017: sum of non-remote betting, arcade, casino and bingo sectors



Source: Industry Statistics April 2011 to March 2017, Gambling Commission

The data shows that most underage challenges were carried out in the non-remote betting sector, with 366,028 challenges (where the individual was unable to prove their age) made at betting premises in the period from April 2016 to March 2017. This volume reflects the fact that (as of March 2017) there were 8,811 betting shops in Great Britain (which is significantly more premises

²⁰ [Industry Statistics April 2011 to March 2017](#), Gambling Commission

than any other sector). The second highest number of underage challenges (where the individual was unable to prove their age) were made in the arcade sector, with 40,848 challenges over the same 12-month period.

In addition, in the online gambling sector, the number of individuals challenged having gambled but unable to prove their age (in the period April 2016 - March 2017) was 55,567. The total number of reported challenges has increased by nearly 8% since last year.

More detailed information on underage challenge data can be found in the Gambling Commission's Industry Statistics report.

Underage test purchasing for the five largest betting operators

Under the licensing objectives set out in the Gambling Act, operators are required to ensure they protect children and other vulnerable persons from being harmed or exploited by gambling.

Licence Conditions and Codes of Practice (LCCP)²¹ require all casinos and other operators in fee category C and above to conduct regular test purchasing as a means of assuring the Gambling Commission that their policies and procedures to prevent underage gambling are robust. Furthermore, LCCP sets out a 'best practice' provision that staff are trained to ask for ID from anyone who appears to be aged under 21.

By way of example, 'Think 21' test purchasing at betting premises is carried out by 'mystery visitors' aged 18 or 19 who attempt to play a gaming machine (after a defined 'browsing' period) and if they have not been challenged up to that point, will then approach the counter to attempt to place a bet. All the mystery visitors are of a legal age to gamble, so no criminal activity takes place, even in the case of a failed test.

The Commission has collated 'Think 21' test purchase results for the five largest betting operators in Great Britain (William Hill, Coral, Ladbrokes, Betfred and Paddy Power²²) which currently account for over 86% of betting premises. These indicate that in 2017 testers were challenged before they were able to gamble in 77% of cases, and a challenge was made at any time (including challenges made when the tester was playing a gaming machine or placing a bet at the counter) on 88% of occasions. In the first 6 months of 2018, both figures show a slight increase, with a challenge made before gambling in 81% of tests and a challenge at any point during 89% of tests²³.

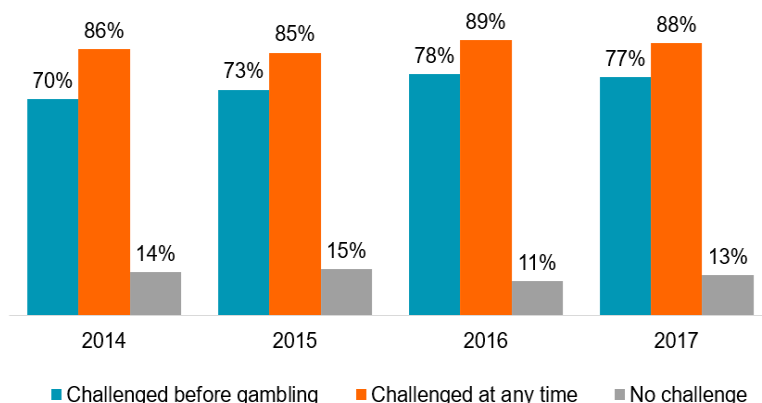
²¹ [LCCP](#) is a significant part of the framework by which the Gambling Commission upholds the licensing objectives set out in the Gambling Act 2015.

²² Each of the operators included in these figures tests each of their premises at least once a year. There will also be a number of premises that are chosen for extra testing on the basis of risk and/or previous test failures.

²³ This figure includes some tests we would regard as a 'fail' because the challenge happened too late in the test.

Underage test purchasing for the five largest betting operators

Percentage of occasions on which underage challenges made based on visits to the five largest betting operators



Source: Gambling Commission

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Confidential Helpline data

The Gambling Commission runs a confidential intelligence line which allows operators and members of the public to call the Commission about non-compliance with licence conditions and codes of practice and illegal gambling-related activity, including underage gambling.

From October 2017-September 2018 only 2% of calls received (out of a total of 347 calls) were categorised as 'underage gambling', compared with 3% of calls in the previous 12 month period.

The cases of underage gambling reported to the Confidential Helpline from October 2017-September 2018 were spread across betting, bingo and gaming machines.

It is important to note that the Gambling Commission is not able to verify all of the claims made in calls to the confidential intelligence line, however this data provides some further evidence of the prevalence of underage gambling, particularly in bookmakers, bingo premises and arcades.

Compliance data on operators' capacity to exclude underage activity

The Gambling Commission conducts a variety of activities to ensure that operators are complying with the conditions of their operating licences and relevant codes of practice. These include assessing the capacity of operators to exclude those aged under 18 (under 16 for lotteries) from gambling or attempting to gamble. Compliance Managers use a set of Operational Guidance Notes (OGN) to assist them in recording accurate and consistent gradings for compliance assessments of gambling operators or premises. The outcomes of the assessments are recorded as 'good', 'adequate', 'just adequate', or 'inadequate'.

From October 2017 to September 2018, the Commission conducted 300 assessments of an operator's capacity to exclude underage persons. Of these, 9% (27 operators or premises) were recorded as 'inadequate'. This figure was 3% in the previous 12 month period (October 2016 to September 2017).

Whilst only a sample of operators are represented by these figures, they show that most of the operators assessed had functioning processes in place. When viewed against other compliance

activity (e.g. age verification test purchasing), this data provides an indication of the level of robustness of controls put in place by operators to prevent underage gambling.

Licence Conditions and Codes of Practice (LCCP) data on underage access licence breaches

LCCP data for October 2017 – September 2018 shows 21 breaches relating to underage access at gambling premises, representing 4% of all recorded breaches²⁴. In the previous 12 month period, from October 2016 – September 2017, there were 43 underage breaches which was also 4% of the total number of LCCP breaches reported to the Commission in that period.

Shared regulation and local risk assessments

The Gambling Commission works in partnership with Licensing Authorities (LAs), law enforcement bodies and others to develop and maintain a shared regulatory framework for the delivery of the licensing objectives.

As part of its commitment to ensure a robust local approach to regulation, the Commission requires gambling operators to assess the local risks to the licensing objectives posed by the provision of gambling facilities at each of their premises. They are required to have policies, procedures and control measures to mitigate those risks. Licensees are also required to undertake a local risk assessment when applying for a new premises licence or a variation to the premises licence.²⁵

Local risk assessments are required to ensure that premises are properly staffed and prepared to manage any risks arising from the local landscape, including the demographic profile of the surrounding community and the presence of vulnerable groups, and such things as the proximity of local treatment centres and hostel accommodation.

Risk considerations in relation to underage sales include:

- Whether there is a school nearby
- Line of sight from the counter to gambling machines
- How close any machines are to the entrance door
- Staffing levels when a local college closes and the students come out
- Using a Think 21 or Think 25 policy

LAs take a variety of actions in relation to underage risk. For example, when a gambling premises fails underage testing on more than one occasion, imposing conditions on the premises licence obliging the operator to employ a third party tester for a period of time, to provide reports to the LA of progress and to evidence staff training in relation to underage sales.

²⁴ The data is based on licence breaches reported to the Gambling Commission and may not accurately reflect the actual number of breaches.

²⁵ These requirements are set out in the Gambling Commission's Guidance to Licensing Authorities document: <http://www.gamblingcommission.gov.uk/PDF/GLA5-updated-September-2016.pdf>

Keeping gambling fair and safe for all

www.gamblingcommission.gov.uk