

# Young People and Gambling Survey 2019

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

October 2019



GAMBLING  
COMMISSION

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## Executive summary

This survey is the latest in a series conducted by Ipsos MORI on behalf of the Gambling Commission. The aim of the survey is to explore young people's attitudes towards gambling and their participation in different types of gambling activities, designed to provide a means of tracking these perceptions and behaviours over time. The survey looks at those forms of gambling and gambling style games that children and young people legally take part in along with gambling on age restricted products.

The research was conducted using Ipsos MORI's Young People Omnibus, a representative online survey of pupils attending academies and maintained schools in England, Scotland and Wales (excluding fee-paying and other establishments covering 11-16 year olds). In total 2,943 11-16 year olds participated in the research across 124 schools. Data have been weighted to the known profile of the population, in order to provide a representative sample.

### Gambling participation

The Gambling Commission's annual survey of young people found that 11% had spent their own money on a gambling activity in the 7 days prior to taking part in the study. This finding suggests a decrease in gambling participation since 2018, when 14% indicated that they had gambled in the past week. This is consistent with the downward trend in gambling over the time span of the research series (from 23% of 11-15 year olds in England and Wales in 2011<sup>1</sup>). The decline in gambling among young people in the past 7 days is mirrored in the reported trends of gambling participation in the past 12 months; decreasing from 39% in 2018, to 36% in 2019.

The 11% of young people in 2019 who say they have gambled in the past 7 days, equates to approximately 350,000<sup>2</sup> 11-16 year olds in England, Scotland and Wales. Participation in gambling remains higher among boys (13%), compared with girls (7%) and older children (12% of 14-16 year olds, compared with 9% of 11-13 year olds).

The most common gambling activities that young people have spent their money on in the past 7 days are placing a private bet for money (5%) and fruit/slot machines (4%). Overall the pattern of young people's participation is consistent with previous years in terms of the activities they choose, who they are with (typically their parents/ guardians) and where it takes place (usually fruit machines in a family arcade or private bets with friends). However, there is a small but significant increase in online gambling since 2018 (from 1% of 11-16 year olds, to 3%<sup>3</sup> in 2019).

On average, 11-16 year olds who had gambled in the past 7 days spent £17<sup>4</sup>. The overall amount of money this group was given (as pocket money, birthday money or money earned) over the same period was £34; which is higher than that given to all 11-16 year olds (£26).

The rates of gambling in the past week (11%) are lower than drinking alcohol (16%), but higher than using e-cigarettes (7%), smoking tobacco cigarettes (6%) or taking illegal drugs (5%). As

<sup>1</sup> Throughout this document readers are advised to bear in mind that comparisons made over time are indicative due to changes in methodology and sample frame, alongside adaptations to the question structure. A note on all changes made to the research design over time is included in the main body of the report.

<sup>2</sup> Population estimates have been calculated by the Gambling Commission using the following sources of numbers of school pupils in the relevant year groups in England, Scotland and Wales. For England, the Department for Education; for Wales, StatsWales; for Scotland, Scottish Government's school contacts database. It is important to note that we are reporting an approximate number of 11-16 year olds who gamble based on national figures for the year groups eligible for the survey and that participation rates among *all* 11-16 year olds in the population may be different as not all school types were eligible for the survey (e.g. fee-paying, special schools and Pupil Referral Units were excluded). In addition, all population estimates suffer from sampling errors and the standard biases which occur, such as non-response from schools and pupils. Further information and the confidence intervals for this estimate can be found in the Appendices.

<sup>3</sup> As noted, caution should be taken in making comparisons over time due to changes in methodology and sample frame, alongside adaptations to the question structure. This is particularly important to note when the number of individuals answering a specific question or providing a particular answer is small, as is the case with online gambling.

<sup>4</sup> Mean calculations for responses involving money are given to the nearest pound.

observed in the 2017 and 2018 surveys, the findings suggest a relationship between these potentially harmful activities and gambling, with those who have spent their own money on gambling in the past 7 days more likely to have drunk alcohol (41%), taken drugs (21%) or smoked either a tobacco cigarette (25%) or an e-cigarette (27%), compared with 11-16 year olds who have not gambled.

The first experience of gambling for most young people is playing on fruit/slot machines, mentioned by 23% of 11-16 year olds who have ever gambled, which is a consistent finding year-on-year. The main reason given for gambling in the past 12 months is 'because it's fun' (55%). Among those who do not gamble, the main reason given for not doing so is the fact that it's illegal and they are too young to take part (56%).

## The National Lottery

National Lottery participation, in the past 7 days, among 11-15 year olds is now at its lowest level. The research shows that the proportion of 11-15 year olds who have played National Lottery games in the past week has decreased over time, from 10% in 2011, to 3% in 2019.

Just over one in ten (13%) 11-15 year olds have played one or more National Lottery games at some point; either in the past 7 days, 4 weeks, 12 months or more than 12 months ago, which is consistent with the findings from the 2018 survey.

National Lottery scratchcards remain the most popular National Lottery product among under 16s who have ever played (mentioned by 10%), compared with Lotto, the main National Lottery draw (6%), National Lottery online instant win games (4%) and other National Lottery games (5%).

Most 11-15 year olds who purchase a National Lottery product are in the company of a parent/guardian (67%) and a parent typically hands over the money at the till (73%). As such, it's perhaps not surprising that although 11-15 year olds spend money on National Lottery tickets for a range of different reasons, the influence of their parents/ family members own play is as important as the likelihood of having fun; one quarter (24%) cite both reasons. In contrast, 'it's fun to play' is the main reason why under 16s spend money on National Lottery scratchcards or instant win games on the internet (mentioned by 33%).

## Online gambling

Participation in online gambling, compared with in-person gambling, is low: 3% of 11-16 year olds have spent their own money on online gambling in the past 7 days. This figure indicates a slight increase since 2018.<sup>5</sup> However, it is important to consider this in the context of the time young people are spending online; the survey findings illustrate how chatting online with friends and using social media are two of the most popular spare time activities.

The way that young people play online has remained consistent with previous years; 12% have ever played an online gambling-style game and fruit/slot machines are most commonly mentioned in this context (30%). Young people who play online continue to be more likely to use their parent'/guardians' accounts with their permission (5%), than without (2%).

52% of 11-16 year olds have heard of in-game items (e.g. weapons, power-ups and tokens). Of those who have heard of in-game items, 44% have paid money to open loot boxes/crates/packs to get other in-game items within the game they were playing and 6% have bet with in-game items on websites outside of the game or privately (e.g. with friends). For the most part, the money young people use to open loot boxes/ crates/ packs, comes from money they have received as a birthday or Christmas present or from their pocket money.

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<sup>5</sup> Comparisons made over time are indicative due to changes in research design from 2017 onwards, and specifically the move to an online methodology in 2019. In addition, these figures are based on very small base sizes (less than 100) so caution should be taken in interpreting these findings.

## Problem gambling

Overall, 1.7% of 11-16 year olds are classified as problem gamblers, 2.7% as at risk gamblers and 31.5% as non-problem gamblers (as defined by the youth-adapted problem gambling screen DSM-IV-MR-J screen<sup>6</sup>). These figures are consistent with the findings from the 2018 survey. However, comparisons over time are indicative due to changes in the research design, specifically, in this context, the move to an online methodology for part of the sample in 2018 and the full sample in 2019 allowed for the addition of a question which identified past 12 months gamblers more accurately, hence increasing the number of respondents who qualify for the gambling screen.

When grossed up to population figures, the 1.7% of young people classified as problem gamblers equates to approximately 55,000<sup>7</sup> 11-16 year olds in England, Scotland and Wales.

Boys are more likely to be classified as problem gamblers (2.0%) than girls (0.7%), which is in line with comparative research studies among adults and underlines the higher prevalence of gambling among boys noted throughout the main report.

## Attitudes and influences

The majority of young people think that gambling is dangerous and feel well informed about the risks (59% and 60%, respectively). Furthermore, 11-16 year olds don't think that gambling is normal among their age group: Less than one in ten agree that most people their age gamble, and that it is OK for someone their age to gamble once a week (7% in both cases).

Exposure to gambling advertising and sponsorships is high. 69% of young people have seen or heard some form of gambling adverts or sponsorships, most commonly on the TV. While most young people (83%) report that gambling adverts have not prompted them to spend money on gambling when they were not otherwise planning to, 7% say that adverts have had an effect. Boys are more likely to say that gambling adverts influence them than girls (9%, compared with 4%).

Around one in ten young people follow gambling companies on social media (12%) and have received direct marketing from gambling companies (11%).

Half (50%) of young people have been spoken to about the potential problems that gambling can lead to, and three quarters (74%) know who they would go to for help if they had problems related to gambling.

## The role of parents/ guardians

The survey findings draw attention to the role of parents/ guardians within the context of gambling; highlighting how they are typically present when a young person gambles (mentioned by 67% of 11-16 year olds who have ever spent their money on gambling) but are also regarded as the first port of call for help if they had problems with gambling (mentioned by 53%).

Two in five young people (39%) say that someone in their immediate family has spent money on gambling in the past 12 months, most commonly the National Lottery, which is in line with findings

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<sup>6</sup> The DSM-IV-MR-J screen is applied to assess whether respondents who gamble are problem or non-problem gamblers. For more information see: 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.

<sup>7</sup> Population estimates have been calculated by the Gambling Commission using the sources outlined in the Appendices (Section 8.1). As with past 7 days gambling rates it is important to note that we are reporting an approximate number of 11-16 year olds who are classified as problem gamblers based on national figures and that participation rates among *all* 11-16 year olds in the population may be different as not all school types were eligible for the survey. In addition, in this instance, the number of individuals from which the grossed-up figure is derived is very small (less than 50), as such the findings are indicative, at best. Further information and the confidence intervals for this estimate can be found in the Appendices.

from adult gambling participation research<sup>8</sup>. Gambling among family members has a negative impact for some young people, with 14% of those who say someone in their family or household gambles feeling bad as a result.

Most young people (57%) say their family would discourage them from gambling if they started/found out they gambled. However, 23% of young people say that their parents/guardians set rules about gambling.

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<sup>8</sup> <https://www.gamblingcommission.gov.uk/PDF/survey-data/Gambling-participation-in-2018-behaviour-awareness-and-attitudes.pdf>

# YOUNG PEOPLE AND GAMBLING SURVEY 2019

Data source: Ipsos MORI Young People Omnibus 2019.

Sample: 2,943 young people aged 11-16, from 124 academies and maintained secondary, and middle-deemed secondary, schools in Great Britain.

Methodology: Self-completion online survey between 12<sup>th</sup> February and 19<sup>th</sup> June 2019.


## Context

'Gambling' can relate to both legal and illegal activities. Legal activity reported here includes private bets for money, playing cards for money with friends, 16 year olds playing the National Lottery and gambling that takes place on premises that do not require a gambling licence.

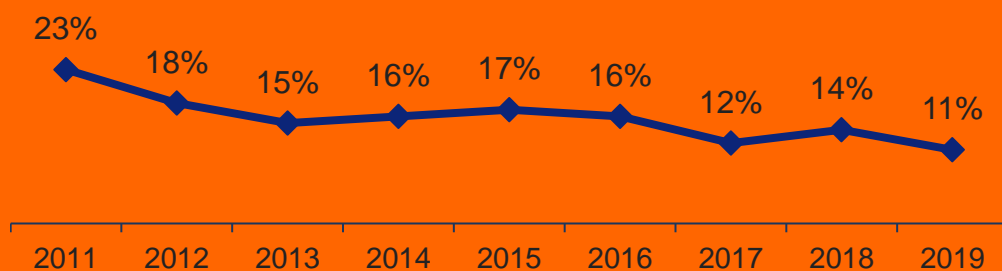
# 11%

of 11-16 year olds have spent their own money on gambling in the past 7 days.

 **7%**  
of girls.

 **13%**  
of boys.

## Past week gambling participation trend<sup>1</sup>



## Parents



# 67%

of 11-16 year olds who gamble are with their parents at the time.

## Support



# 50%

of 11-16 year olds say that someone has spoken to them about the potential problems gambling can lead to.

## Problem gambling<sup>2</sup>

# 1.7%

of 11-16 year olds are classified as 'problem gamblers'.

# 2.7%

of 11-16 year olds are classified as 'at risk gamblers'.

## Online behaviour

**7%** have ever spent their own money on online gambling.

**6%** have ever used their parent's account to gamble online.

**12%** have ever played online gambling-style games.

Of those who have played online gambling-style games, **47%** did so via an app.

## In-game items



**52%** have heard of in-game items.

Of those who have heard of in-game items, **6%** have bet with in-game items on websites outside of the game or privately.

<sup>1</sup> Comparisons made over time are only indicative due to changes in methodology, sample frame and question structure (further detail can be found in the introduction of the Young People & Gambling 2019 report).

<sup>2</sup> The DSM-IV-MR-J screen is used to assess whether respondents to the survey are problem, at risk or non-problem gamblers. The proportions classified as 'problem' and 'at risk' gamblers are **not** significantly different compared with 2018.



# 1. Introduction

This report draws together the findings from the annual Young People and Gambling Survey, conducted in 2019 by Ipsos MORI, on behalf of the Gambling Commission. The research was conducted across Great Britain among 11-16 year olds to identify the prevalence of gambling, to explore gambling behaviour and to understand attitudes among young people.

The findings are based on data from a representative sample of 2,943 pupils in curriculum years 7 to 11<sup>9</sup> in Great Britain. The research was conducted in schools, with young people completing online surveys in class.

## 1.1 Background

For the past six years, the Gambling Commission and Ipsos MORI have conducted an annual survey into the gambling behaviours of young people aged 11-16 in Great Britain. This report delivers the results from the 2019 survey, which not only explores young people's current rates of participation in gambling but draws on data from the past decade to illustrate how gambling behaviours and attitudes have changed over time.

Specifically, the survey covered the following key issues:

- young people's rates of gambling on different types of games
- behaviour patterns of young people in relation to gambling, for example where and when they gamble, who they are with at the time and reasons for gambling
- experience of online gambling and 'gambling-style' games
- perceptions and awareness of gambling advertisements/ sponsorships, and
- attitudes towards risk-taking behaviour.

The study included a series of questions relating to potential issues associated with gambling and utilised the DSM-IV-MR-J problem gambling screen<sup>10</sup> to define typologies of gamblers.

## 1.2 Research design

### Methodological changes and improvements over time

Ipsos MORI has delivered the Young People and Gambling survey using the Ipsos MORI Young People Omnibus (YPO) since 2013<sup>11</sup>. Between 2013 and 2017 the survey was wholly administered using paper self-completion questionnaires. In 2018, the survey trialled a split methodology<sup>12</sup> of online and paper self-completion questionnaires. Given the success of the online approach in schools in 2018, the decision was taken to administer the Young People Omnibus fully online in 2019, to ensure better data quality and survey routing control. Throughout the report, in instances where data is compared with previous years, reference will be made to the possible impact of the switch from paper to online self-completion questionnaires.

Figure 1.1 illustrates changes in the way the survey has been conducted since 2011 in order to improve our approach to data collection.

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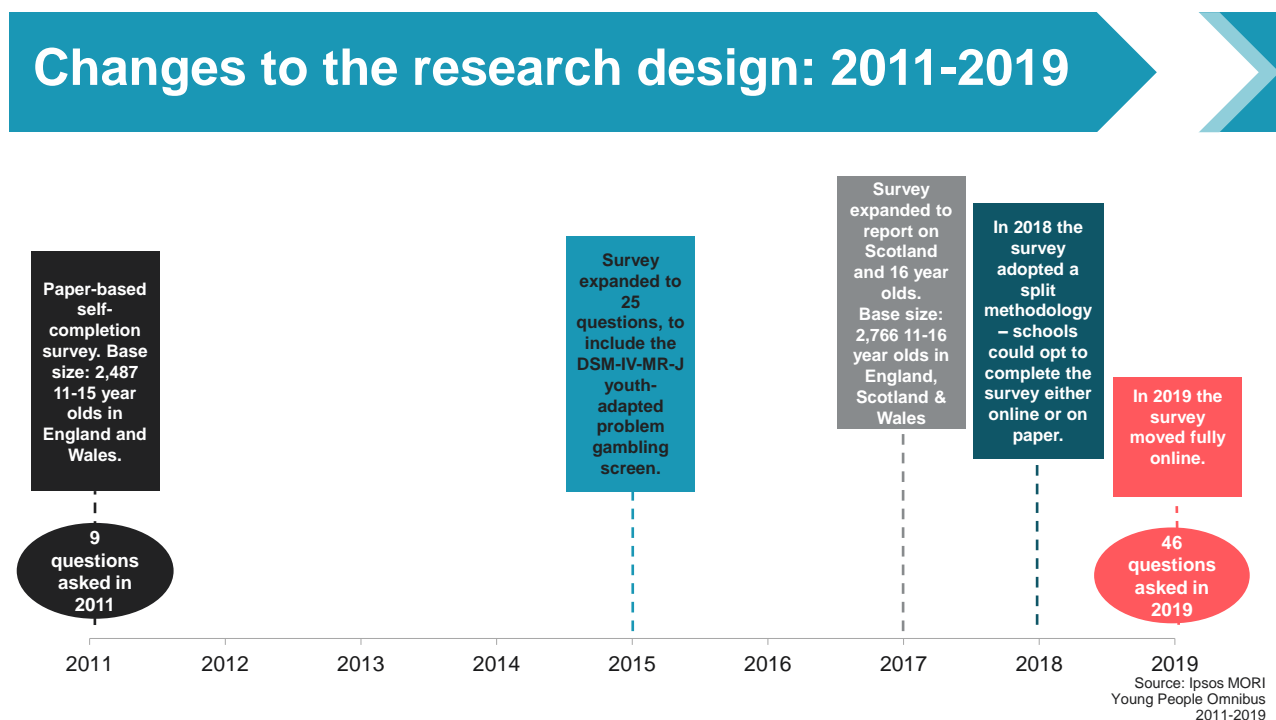
<sup>9</sup> Years S1 to S5 in Scotland.

<sup>10</sup> The DSM-IV-MR-J screen is applied to assess whether respondents who gamble are problem or non-problem gamblers. For more information see: 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.

<sup>11</sup> In 2011 and 2012 a small number of questions relating to gambling participation were included on the Ipsos MORI Young People Omnibus, on behalf of the National Lottery Commission. The data from the 2011 and 2012 surveys are referenced in reporting of gambling participation over time.

<sup>12</sup> In 2018, most schools preferred online surveying sessions rather than pen and paper administration, with the result that 70% of responding pupils completed online and 30% on paper.

Figure 1.1: Changes to the research design over time (2011-2019)



## Sampling

The Ipsos MORI YPO survey aims to represent pupils in curriculum years 7 to 11 (S1 to S5 Scotland) attending secondary schools in England, Wales and Scotland. To enable this, a sample of schools for England and Wales is drawn from the DfE’s ‘Get Information About Schools’ database and in Scotland, a sample is selected from the Scottish Government’s school contacts database. In each participating school one curriculum year group (Year 7-Year 11<sup>13</sup>) is selected at random to take part, and within that year group, one mixed ability class or form group. All members of the randomly-selected class group within the nominated curriculum year are then asked to complete the survey.

Further details on the sampling can be found in the Appendices.

## Response rate

In total, from a sample frame of 606 schools in Great Britain, 124 took part in the 2019 Young People Omnibus survey, giving a school response rate of 21%. Overall, fully completed online questionnaires were obtained from 2,943 pupils aged 11-16 years across 128 class groups<sup>14</sup>; an average of 23 pupils per class.

## Fieldwork

Ipsos MORI provided each class teacher with a unique survey link for their school, a short introductory presentation to use at the start of the session and a short survey for the class teacher to provide details about the group completing the survey. If more than four pupils were absent on the day of interview, the class teacher was asked to conduct a ‘mop up’ session with those pupils on another day.

Fieldwork for the study was conducted from 12<sup>th</sup> February to 19<sup>th</sup> June 2019.

<sup>13</sup> Years S1 to S5 in Scotland.

<sup>14</sup> In total, four schools across England, Wales and Scotland provided responses from two classes, rather than one; reflecting pupil absence or other circumstances on the day that the survey took place.

## **Weighting**

Data are weighted by gender, age and region. The weights were derived from data supplied by the Department for Education, StatsWales and Scottish Government's school contacts database. The effect of weighting is shown in the sample profile, which can be found in the Appendices.

Further details on the sampling process are also included in the Appendices of this report along with details of the sample profile for the 2019 study; covering all 11-16 year olds who participated in the Young People Omnibus and providing comparisons with the previous six studies (2013-2018).

### **1.3 Presentation and interpretation of data**

When interpreting the findings, it is important to remember that results are based on a sample of the maintained school population, and not the entire population of 11-16 year olds in England, Scotland and Wales. The survey data reported has been weighted to ensure the findings are nationally representative of young people at secondary schools in England, Scotland and Wales (see appendices for more detail on weighting). Applying weights to the data, while tending to make the quoted figures more representative of the population of interest, also reduces the statistical reliability of the data.

Results from any survey are estimates, and there is a margin of error associated with each figure quoted. Essentially, the smaller the sample size, the greater the uncertainty. Only findings with sufficient sample sizes have been reported. It has been noted where base sizes are relatively small and caution should be taken when interpreting results.

Differences between subgroups have been tested at the 95 per cent significance level, which means that, if the survey was carried out 100 times (each with its own sample), a finding of a similar nature would be found on at least 95 occasions. A guide to statistical significance is included in the Appendices of the report.

Where the same question has been asked to the same audience in previous waves, we have reported the trends across waves. It has been noted throughout the report where questions have changed and are no longer comparable, or where caution should be taken in looking at changes over time.

Where percentages for a question do not add up to 100%, this is due to multiple answers, to computer rounding, or to the exclusion of 'Don't know' or 'Prefer not to say' categories.

Reported combinations (e.g. combined figure for 'strongly agree' and 'agree') have been calculated using the data. This means the reported combinations may not equal the sum of the responses presented on a chart/in a table due to rounding.

Where an asterisk (\*) is displayed on a chart or in a table, this means the value for that response is greater than zero, but less than 0.5%.

### **1.4 Acknowledgements**

It is clear that schools are increasingly working under great pressure from several different sources and that they receive numerous requests to participate in surveys such as this. We would like to thank the many schools that took part and we are indebted to all pupils and staff who made this survey possible.

## **1.5 Publication of data**

As with all our studies, these results are subject to our Standard Terms and Conditions of Contract. Any publication of results requires the prior approval of Ipsos MORI. Such approval will only be refused on the grounds of inaccuracy and misrepresentation.

## **1.6 Further research**

Separately, Gamble Aware commissioned Ipsos MORI to carry out research to pilot questions about harms experienced by children and young people resulting from their own gambling and from the gambling of others. A report focusing on the analysis of the pilot results is due to be published later in 2019.

## **1.7 Tell us what you think**

If you have any feedback about this report or how it could be improved in the future, please take five minutes to complete our short survey by clicking [here](#). Thank you for your help.

## 2. Gambling Participation

*The overall aim of the Young People and Gambling survey is to explore gambling behaviours. This section of the report provides the context, detailing young people's rates of gambling on different activities in the seven days prior to taking part in the research study and the amount of money they spent during that period. The survey looks at those forms of gambling and gambling style games that children and young people legally take part in along with gambling on age restricted products*

*This section also looks more broadly at gambling participation over the past twelve months; setting the scene by exploring the reasons why young people gamble. It highlights the types of gambling that young people try first, who they gamble with and the reasons why young people choose not to gamble, alongside the location of gambling on fruit machines.*

*To provide context to the level of gambling participation among young people, this section reports on the types of activities young people do in their spare time and the rates of smoking, drinking and drug taking.*

### 2.1 Overall gambling participation in the past 7 days

In 2019, 11% of 11-16 year olds in Great Britain reported spending their own money on one or more gambling activities<sup>15</sup> in the seven days prior to participating in the survey. When grossed up to population figures this equates to approximately 350,000 11-16 year olds<sup>16</sup>.

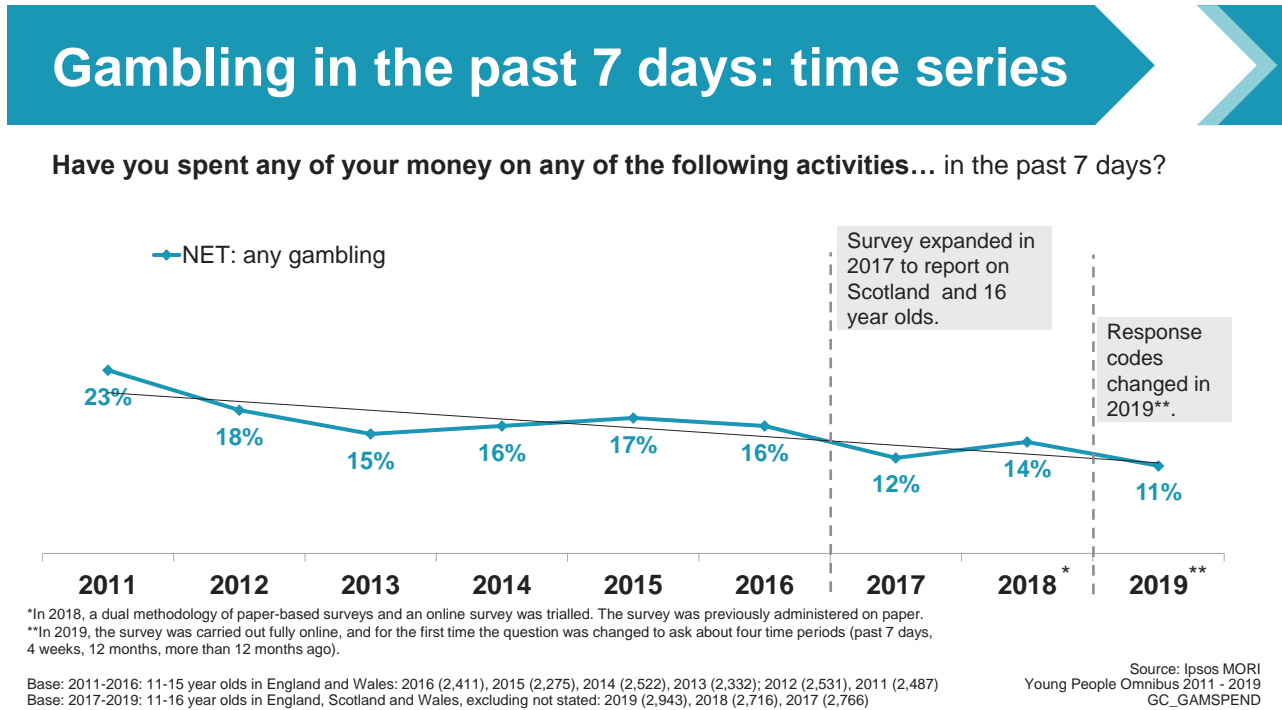
Figure 2.1 highlights the long-term downward trend in gambling participation among young people, with the 2019 findings suggesting the lowest level of activity over the time span of the research series. However, caution should be taken when comparing the results over time given the change in the method of data collection (gradually shifting from a paper-based self-completion approach to an online self-completion survey in 2018-2019) and the broadening of the scope of the research (incorporating the views of 16 year olds and pupils in Scotland from 2017 onwards). In addition, previously young people were only given three options to report gambling participation; past 7 days, past 12 months and more than 12 months ago. In the current wave, young people were also given the option of the past 4 weeks, which could impact on the proportion of young people who record their gambling in the past 7 days.

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<sup>15</sup> A full list of the gambling activities that young people could choose from is included in the Appendices. Young people were asked to consider whether they spent their own money in the last 7 days, 4 weeks, 12 months or more than 12 months ago.

<sup>16</sup> See footnote 2 for guidance on how population estimates are calculated. It is important to note that we are reporting an approximate number of 11-16 year olds who gamble based on national figures for the year groups eligible for the survey and that participation rates among *all* 11-16 year olds in the population may be different as not all school types were eligible for the survey (e.g. fee-paying, special schools and Pupil Referral Units were excluded).

Figure 2.1: Gambling in the past 7 days over time (2011-2019)



## 2.2 Gambling activities that young people spend money on

The most common gambling activities that young people have spent their own money on in the past seven days are placing a private bet for money (mentioned by 5%) and playing on fruit or slot machines (4%).

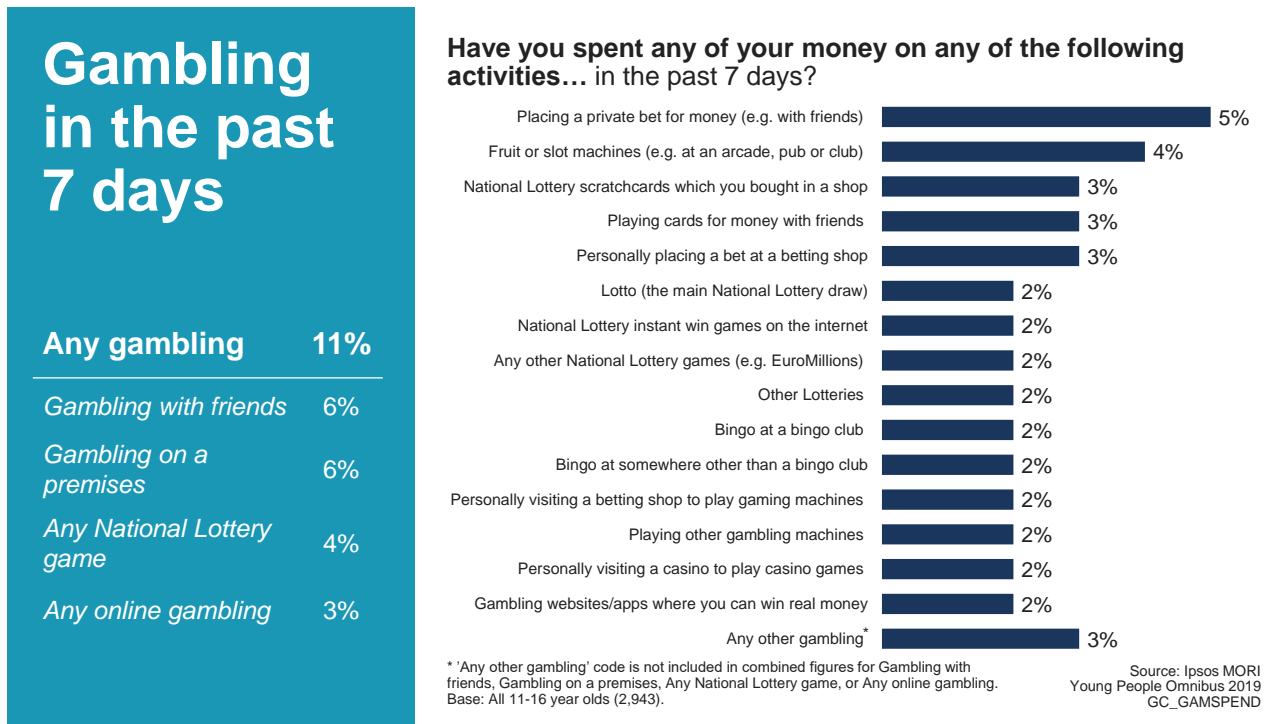
3% of 11-16 year olds bought a National Lottery scratchcard from a shop, played cards for money with friends or placed a bet at a betting shop in the past 7 days. Fewer still spent money on Lotto (the main National Lottery draw) or National Lottery instant win games on the internet (2% in both cases).

This reflects the pattern of previous years and suggests that much of the activity that young people continue to take part in is legal; such as private bets, playing cards for money with friends, 16 year olds playing the National Lottery or that it takes place on premises that do not require a gambling licence.

The only noticeable change in activity is the slight increase in online gambling. Taken as an aggregated figure, participation in gambling that takes place online has increased from 1% of 11-16 year olds in Great Britain in 2018, to 3% in 2019. However, all comparisons made over time should be interpreted with caution given the change in methodology and, in this instance, the very small numbers involved in this form of gambling<sup>17</sup>.

<sup>17</sup> Note that this finding is based on a small number of 11-16 year olds who gamble online in the past 7 days (2019: n=81, 2018: n=40).

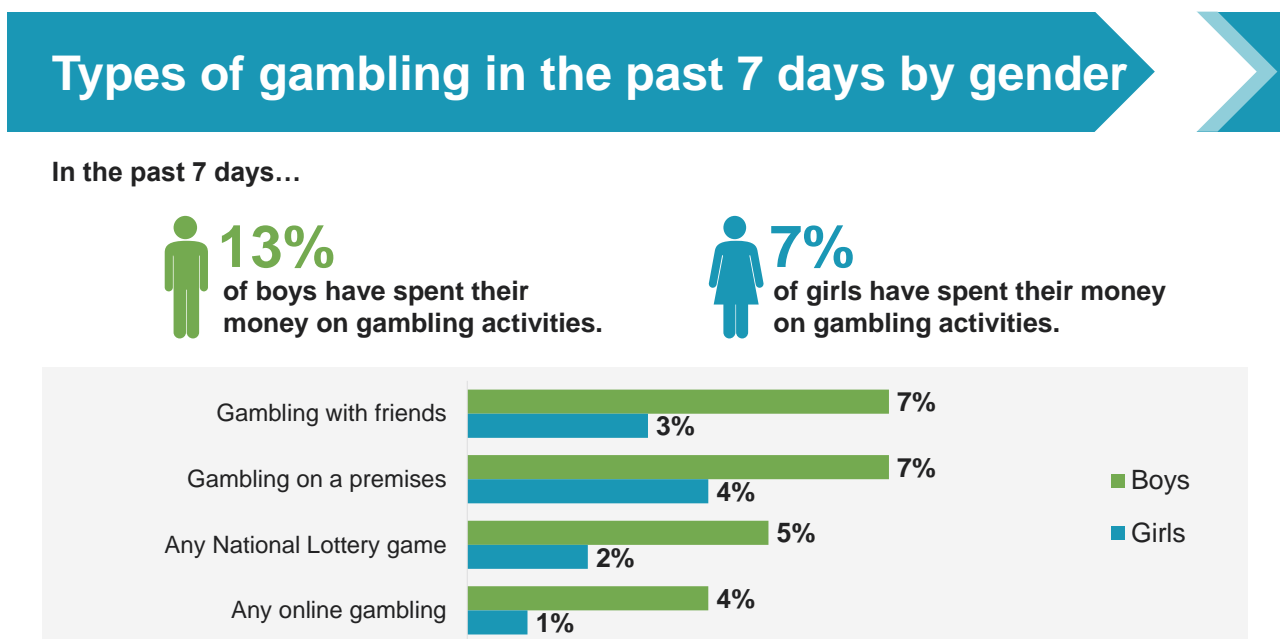
Figure 2.2: Individual gambling activities in the past 7 days



### 2.3 Past 7 days gambling participation by gender

Participation in gambling over the past 7 days remains higher among boys (13%) than girls (7%). Looking across all individual activities listed, there are no forms of gambling that girls are more likely to take part in than boys. As in 2018, the greatest variation in participation continues to be placing a private bet for money (6% of boys, compared with 2% of girls).

Figure 2.3: Gambling in the past 7 days by gender



Base: All 11-16 year olds who described themselves as a boy or girl (1,541 boys and 1,312 girls). Respondents in 2019 were also given the option to say they identify 'in another way' or 'prefer not to say' (90).

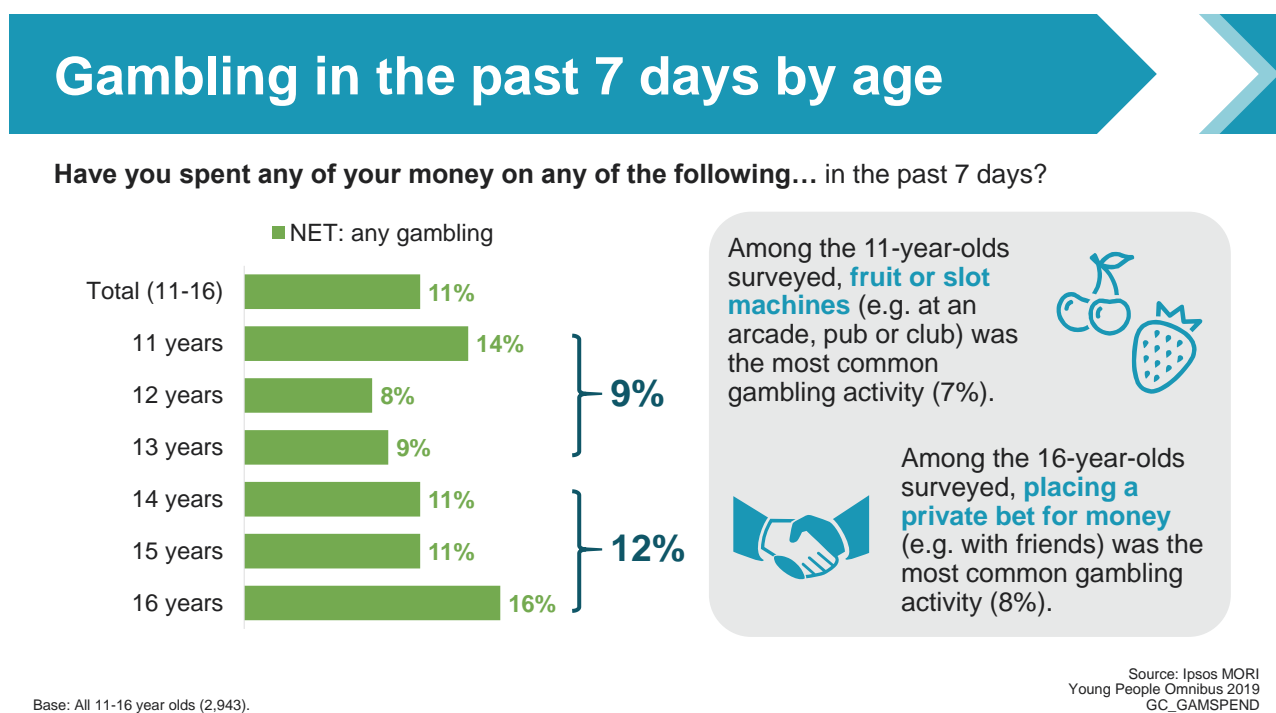
Source: Ipsos MORI Young People Omnibus 2019 GC\_GAMSPEND

## 2.4 Past 7 days gambling participation by age

Consistent with previous years, gambling rates are higher among 16 year olds; with 16% indicating that they have spent money on at least one gambling activity in the past 7 days.

The findings also suggest that gambling with friends continues to be more popular with the older age groups (7% of 14-16 year olds, compared with 4% of 11-13 year olds). In contrast, 11 year olds are more likely to have played fruit or slot machines in the 7 days prior to taking part in the survey, than other forms of gambling (7%, compared with 4% overall).

Figure 2.4: Gambling in the past 7 days by age



## 2.5 Young people's disposable income and spending on gambling

Young people who indicated they had gambled in the past 7 days on any activity listed were then asked how much they had spent in total. On average, 11-16 year olds who had gambled in the 7 days prior to the survey, had spent £17<sup>18</sup> (to the nearest pound). However, it is worth noting that half (49%) of 11-16 year olds who had gambled in the past 7 days spent less than £5.00.

The findings are broadly consistent with the 2018 survey. However, in interpreting the findings caution should be taken in comparing the two datasets, as there was a change to the way the question was asked in 2019<sup>19</sup>. In addition, it is also important to note that the question did not specify whether any winnings should be considered and this was left open to respondents' interpretation.

<sup>18</sup> All means cited in this document – in reference to money - are given to the nearest pound.

<sup>19</sup> In a change to previous years, in 2019 young people were automatically routed to this question if they indicated that they had gambled in the past 7 days at the first question in this section. The list of gambling activities they had taken part in were reiterated to jog their memory to gain a clearer picture of their spending. In addition, the response categories were changed from 2018.



Figure 2.5: Own money spent on gambling in the past 7 days



Base: All 11-16 year olds who have spent their own money on gambling in the past 7 days, excluding those who 'don't know' and 'prefer not to say' (232).

Source: Ipsos MORI  
Young People Omnibus 2019  
GC\_SPEND

The survey is regarded as a good approximation of spend levels among young people who gamble and sub-groups of gamblers. In 2019, the research illustrates that spending is higher among boys (a mean of £18), compared with girls (a mean of £7), which correlates with their higher levels of gambling. In addition, the mean amount spent on gambling in the past 7 days is higher among the older age groups (a mean spend of £21 amongst 16 year olds, compared with a mean spend of £7 by 11 year olds).

For the past two years, the Young People and Gambling Survey has also collected data on the amount of money 11-16 year olds earn or receive in the week prior to taking part in the research (including pocket money, birthday money and any money they earned for themselves). As highlighted in 2018, for many young people their gambling spend represents a sizeable proportion of their disposable income (as shown in Figure 2.6).

Overall, the average amount of money that all 11-16 year olds were given in the past 7 days was £26. This is lower than the mean for 11-16 year olds who had gambled in the past 7 days, which was £34. Furthermore, the amount of money which at risk and problem gamblers (as defined by the DSM-IV screen) were given in the past 7 days (£39) is higher than non-problem gamblers (£30). In turn, the average amount that at risk and problem gamblers spend on gambling activities (£32) is far higher than non-problem gamblers (£11).

Taken across the two measures the data continues to suggest that there is a relationship between the amount of money young people were given and the amount of money they spend on gambling. The exception to this is the similarity in the disposable income available to boys and girls (a mean of £32 for boys and £33 for girls), as opposed to the disparity in their gambling spend in the past 7 days (a mean of £18 for boys and £7 for girls).

**Figure 2.6: Money young people who have gambled in that past 7 days were given compared with how much they spent on gambling**

# Money given vs. spent on gambling

How much money were you given vs. how much money did you spend on gambling in the past 7 days?



\*Low base size: subgroup size shown in brackets.

Base GC\_MONEY: All 11-16 year olds who have gambled in the past 7 days, excluding those who 'don't know/can't remember' (268).

Base GC\_SPEND: All 11-16 year olds who have gambled in the past 7 days, excluding those who 'don't know/can't remember' and 'prefer not to say' (232).

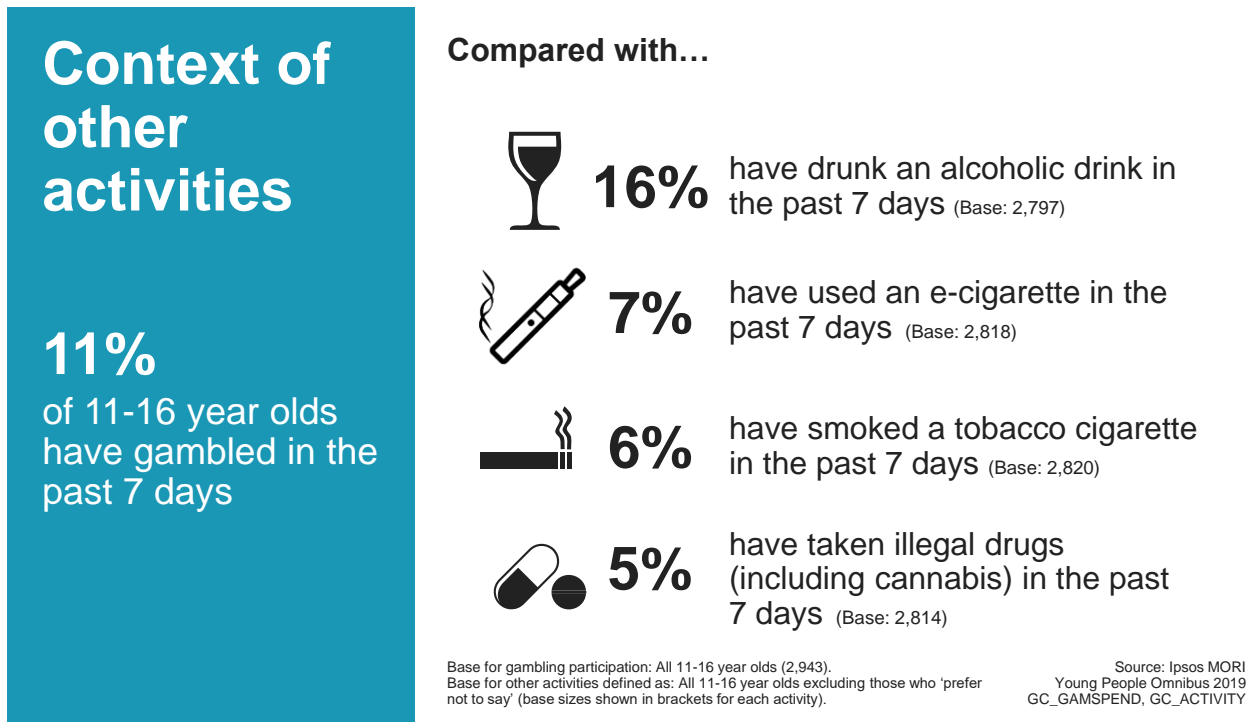
Source: Ipsos MORI Young People Omnibus 2019 GC\_MONEY; GC\_SPEND

## 2.6 Setting gambling in the context of other activities

To set the findings for gambling participation in context, young people were asked about their involvement in other potentially harmful activities, such as drinking, drug-taking and smoking, over the past 7 days.

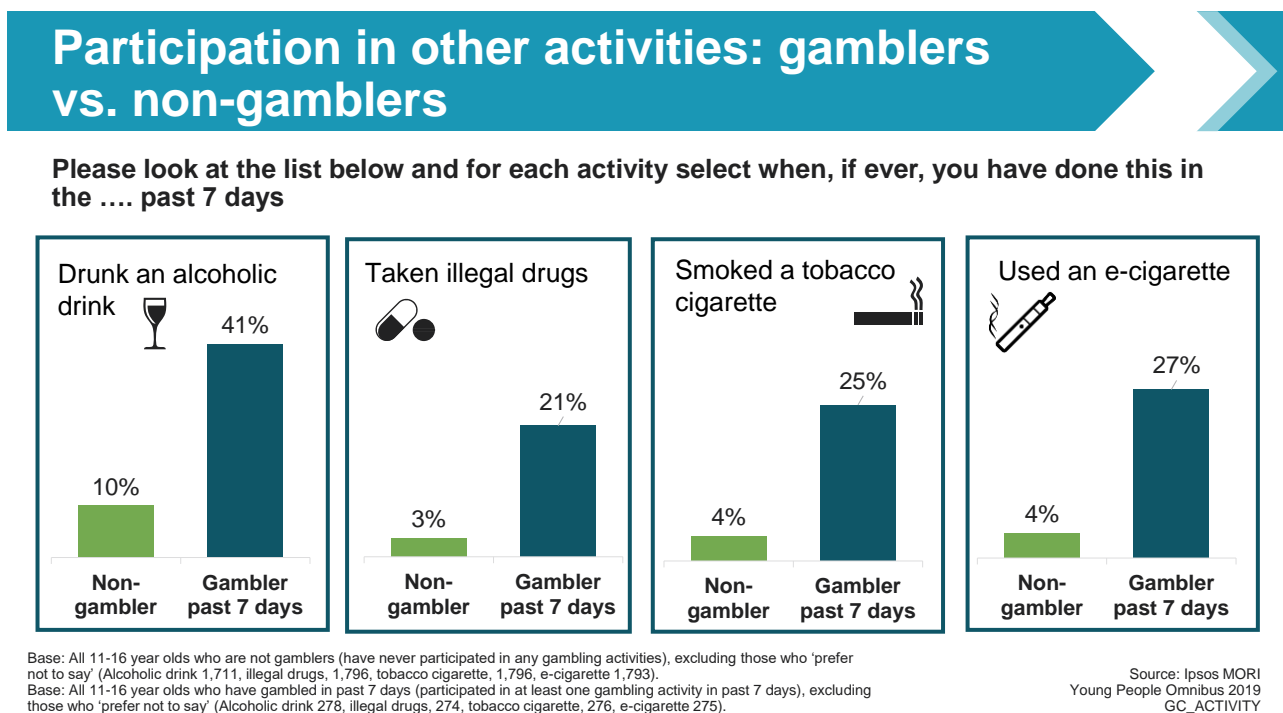
As illustrated in Figure 2.7, gambling is less prevalent among young people than drinking alcohol (11% have gambled in the past 7 days, compared with 16% who have drunk an alcoholic drink). However, gambling in the past week is more common than smoking tobacco cigarettes (6%), e-cigarettes (7%) or drug taking (5%).

Figure 2.7: Gambling in the context of other activities



As observed in the 2017 and 2018 surveys, the findings suggest a relationship between these potentially harmful activities and gambling. Looking at Figure 2.8, those who have spent their own money on gambling in the past 7 days are more likely to have drunk alcohol (41%), taken drugs (21%) or smoked either a tobacco cigarette (25%) or an e-cigarette (27%), compared with 11-16 year olds who have not gambled.

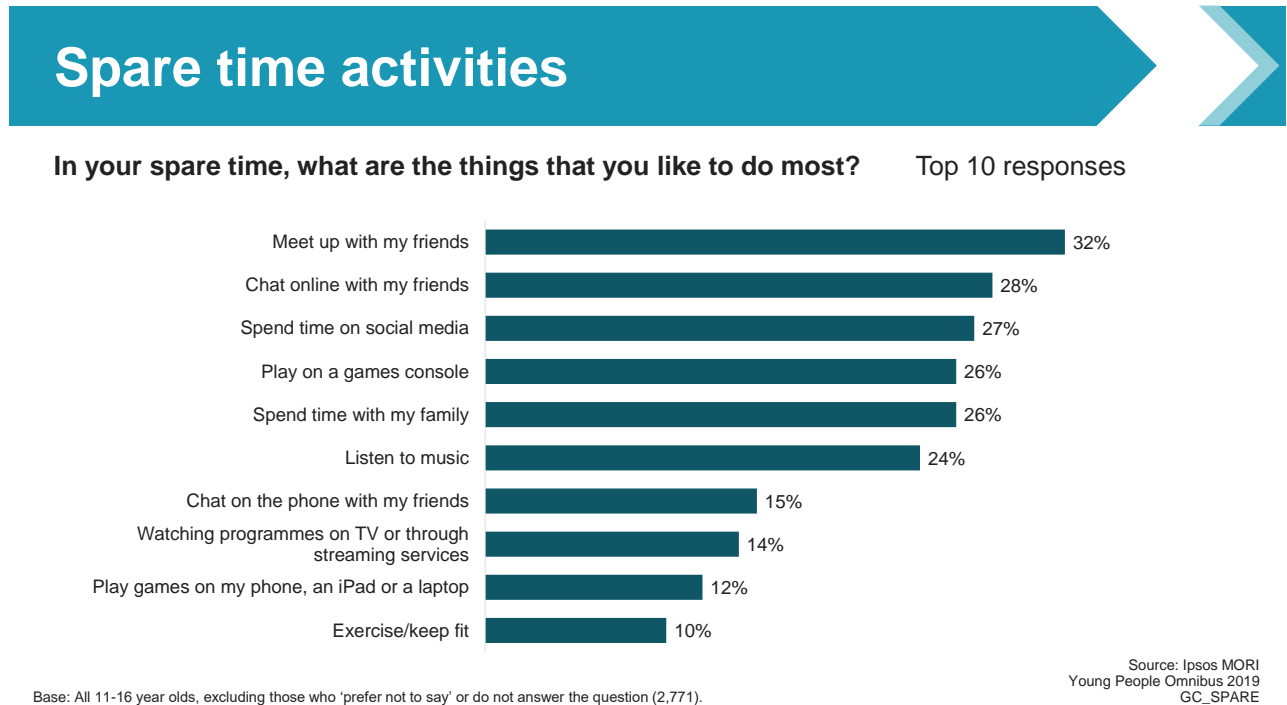
Figure 2.8: Participation in other activities for gamblers compared with non-gamblers



Young people were also asked to think about the types of activities they most like to do in their spare time. Meeting up with friends is the most common response (mentioned by 32%). However, the use of devices tends to dominate the way in which young people use their spare time; 28% say they chat online with friends, 27% prefer to spend their time on social media and 26% play on a games console. In addition, 12% play games on their phone, iPad or laptop.

The top ten spare time activities mentioned by young people are shown in the Figure 2.9.

**Figure 2.9: Activities young people like to do most in their spare time**

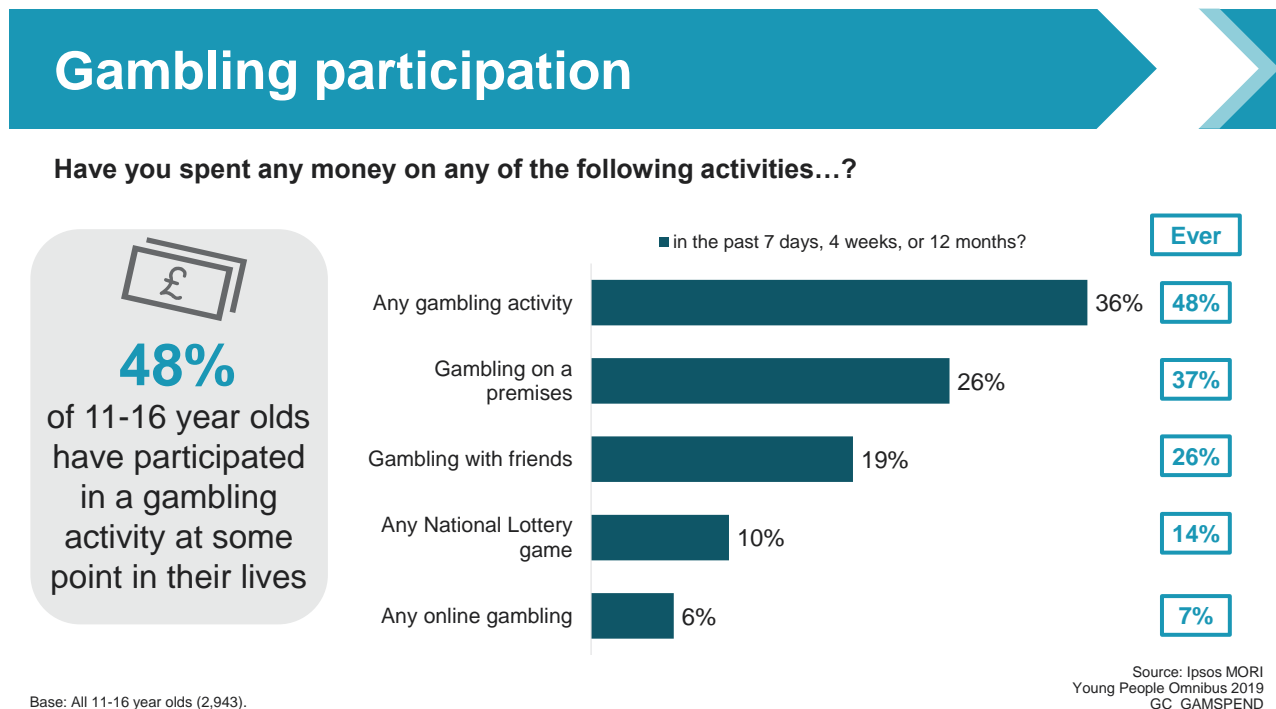


## 2.7 Overall experience of gambling

The findings show that approaching half (48%) of 11-16 year olds have spent their own money on gambling at least once in their lifetime. Looking at the past 12 months, 36%<sup>20</sup> of young people have gambled with their own money at some point during that period, which represents a slight drop in comparison to the 2018 survey (39%)<sup>21</sup>, in line with the decrease in gambling participation in the past week.

Figure 2.10 illustrates gambling participation over the past 12 months and young people's experience of gambling at any time.

Figure 2.10: Gambling participation at any time in the last 12 months



The 2019 Young People and Gambling survey has sought to broaden the scope of the research to examine the gambling behaviours of young people over the past four weeks, in addition to past week gambling and activities they have taken part in over 12 months ago. In doing so, it allows for comparisons to be drawn with the adult participation and prevalence survey<sup>22</sup>, which found that 46% of respondents aged 16+ and 36% of 16-24 year olds had participated in at least one form of gambling in the past four weeks. In comparison, 20% of 11-16 year olds had spent their own money on at least one gambling activity during the four weeks prior to the survey.

## 2.8 First activity ever gambled own money on

Among those who have participated in more than one type of gambling, fruit/slot machines are the most common gambling activity tried first; mentioned by 23% as the very first gambling activity they ever spent money on. This is followed by placing a private bet for money (e.g. with friends), mentioned by 13% of young people as the first gambling activity they tried.

The top five activities which 11-16 year olds with experience of gambling first try are consistent year-on-year, as shown in Figure 2.11. However, there are small, but notable decreases in the

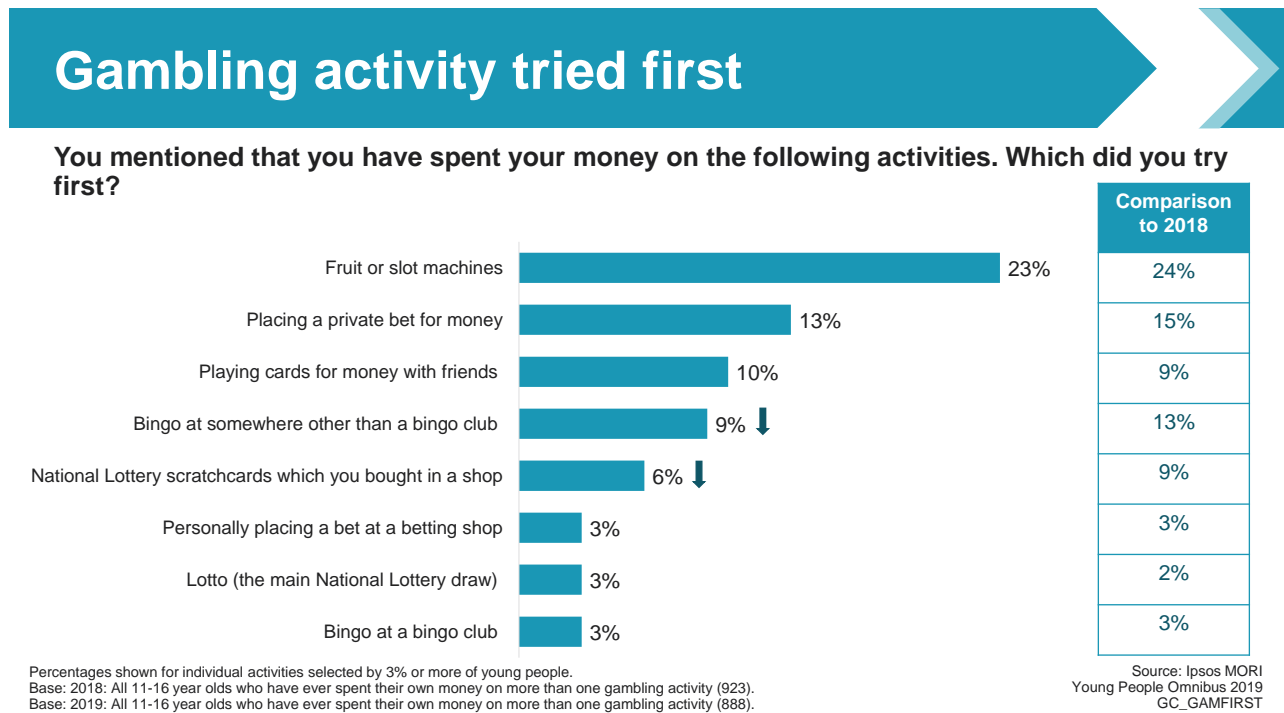
<sup>20</sup> This figure combines the proportion of young people who indicate that they gamble in the past 7 days and /or 4 weeks and/or 12 months, rather than those who only spent money on gambling in the past 12 months.

<sup>21</sup> In 2019, for the first time, the survey asked 11-16 year olds to separate out their gambling participation in the past 4 weeks and in the past 12 months. As such, any comparisons made in the data on gambling over the past 12 months should be made with care.

<sup>22</sup> <https://www.gamblingcommission.gov.uk/PDF/survey-data/Gambling-participation-in-2018-behaviour-awareness-and-attitudes.pdf>

proportion who say that their first taste of gambling came by playing bingo at somewhere other than a bingo club (9% in 2019, compared with 13% in 2018) or through buying National Lottery scratchcards (6% in 2019, compared with 9% in 2018).

Figure 2.11: First gambling activity tried



## 2.9 Why young people gamble

Young people who have ever spent their own money on gambling activities, other than National Lottery products, were asked to consider why they had done so<sup>23</sup>. The most common response is that they did so for fun (55%)<sup>24</sup>. Fewer (31%) did so with the intention of winning money, although this is the second most common response, followed by 'it gives me something to do' (also 31%).

One in five young people (19%) gamble because they find it exciting; to get 'a buzz', while 13% do so because they like to take risks. One in ten gambled in the past 12 months because they think they are likely to win money (12%) or because they perceive gambling to be 'cool' (11%). A similar proportion (10%) cite their parents'/ guardians' gambling behaviour as a reason why they gamble.

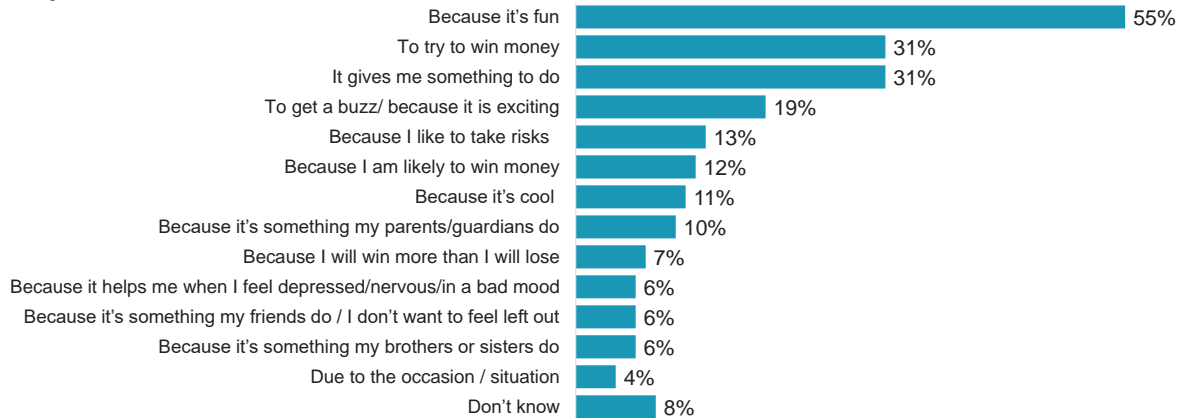
<sup>23</sup> Separate questions were asked to understand why young people spend money on National Lottery tickets, scratchcards or instant win games on the internet. The findings are included in Section 3.

<sup>24</sup> This question is not comparable with previous years for several reasons: In 2019, the question was asked for each gambling activity that young people had participated in during the past 7 days, 4 weeks or 12 months, except for National Lottery products. In previous years a catch-all question was asked of all young people who gambled in the past 7 days or 12 months (the 4 weeks option was not included), including National Lottery products.

Figure 2.12: Reasons for gambling

# Reasons for gambling

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



\*In 2019, the question was asked for each gambling activity which young people had participated in during the past 7 days, 4 weeks or 12 months, with the exception of National Lottery products which are asked about separately. Responses shown if 3% or more. Base: All 11-16 year olds who have spent money on gambling in the last 12 months and asked this question, excluding those who 'prefer not to say' (992).

Source: Ipsos MORI  
Young People Omnibus 2019  
GC\_SPENDWHY

There are variations in reasons why 11-16 year olds gamble by the different types of activities<sup>25</sup> they have taken part in across the past 12 months. Young people who gamble 'because it's fun' are more likely to be gambling on fruit/slot machines (53%) or playing cards for money with friends (55%), than placing a bet at a betting shop (38%). Similarly, those who say they are trying to win money are more likely to be placing a private bet (34%), than playing on gambling machines (23%). Gambling just for something to do is more likely to be cited as a reason among those who play on fruit/slot machines (29%), than those who visit a betting shop to place a bet (16%).

Reasons for gambling in the past 12 months differ most notably by age, with a steady increase in the proportion of young people who gamble to win money; from 23% of 11 year olds<sup>26</sup> to 44% of 16 year olds. Boys are also more likely to gamble to win money than girls (36%, compared with 24%).

<sup>25</sup> Analysis based on activities with a base size of 100 or more individuals.

<sup>26</sup> Note: small base size for those who are 11 years old who have spent their own money on any activity at some point in the past 12 months (n=54, excluding those who say 'Prefer not to say').

Figure 2.13: Reasons for gambling by gender

# Reasons for gambling by gender

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

	Boys	Girls
Because it's fun	53%	58%
To try to win money	36%	24%
It gives me something to do	32%	29%
To get a buzz/ because it is exciting	20%	16%
Because I like to take risks	17%	7%
Because I am likely to win money	14%	8%
Because it's cool	13%	7%
Because it's something my parents/guardians do	8%	12%
Because I will win more than I will lose	7%	5%
Because it helps me when I feel depressed/nervous/in a bad mood	6%	5%
Because it's something my friends do / I don't want to feel left out	6%	5%
Because it's something my brothers or sisters do	5%	5%
Due to the occasion / situation	4%	6%
Don't know	8%	8%

\*In 2019, the question was asked for each gambling activity which young people had participated in during the past 7 days, 4 weeks or 12 months, with the exception of National Lottery products which are asked about separately.  
 Responses shown if 3% or more.  
 Base: All 11-16 year olds who have spent money on gambling in the last 12 months and asked this question and who described themselves as a boy or girl, excluding those who 'prefer not to say' (563 boys and 387 girls). Respondents in 2019 were also given the option to say they identify 'in another way' or 'prefer not to say' (42).

Source: Ipsos MORI  
 Young People Omnibus 2019  
 GC\_SPENDWHY

## 2.10 Why young people don't gamble

The most common reasons cited by young people as to why they do not spend money on gambling<sup>27</sup> remain consistent over time: because it is illegal/they are too young (56%), it is not something they are interested in (49%) and concern about future problems that gambling could lead to (35%).

However, as shown in Figure 2.14, there have been changes in the proportions who give each answer since the 2018 survey<sup>28</sup>. There has been a decrease in the proportion who say 'It's not something I am interested in' (49% in 2019, compared with 55% in 2018) and 'It might lead to future problems' (35% in 2019, compared with 41% in 2018). This change can be partly explained by the introduction of a new code 'I don't agree with gambling', and partly the increase in 11-16 year olds who say 'I don't want to play with real money/ would rather play free games' (29% in 2019, compared with 23% in 2018).

<sup>27</sup> Based on activities listed at the start of the questionnaire. See Appendices for full list.

<sup>28</sup> Note: Caution should be taken in drawing comparisons with the 2018 data, given the inclusion of a new code in 2019 and the method used to filter responses from the first question in the survey which establishes gambling participation.



Figure 2.14: Reasons for not gambling



Reflecting the differences by gender relating to reasons *for* gambling, boys are more likely to focus on the possibility of financial loss than girls: 31% of boys who have never gambled say that it is because they will lose more money than they will win, compared with 21% of girls. On the other hand, 55% of girls who never gamble say that it's simply not something they are interested in, compared to 43% of boys.

The main reason for not gambling among older age groups is their lack of interest (53% of 14-16 year olds, compared with 45% of 11-13 year olds). In comparison, 11-13 year olds focus on gambling being illegal for their age group (61% of 11-13 year olds, compared with 50% of 14-16 year olds) and their parents not allowing it (36% of 11-13 year olds, compared with 29% of 14-16 year olds). Interestingly, younger people are more likely to say they don't agree with gambling (39% of 11-13 year olds, compared with 31% of 14-16 year olds).

### 2.11 Who young people were with the last time they gambled

Young people are typically with their parents/ guardians when they gamble; a finding that has remained consistent year-on-year<sup>29</sup>. In 2019, 67% of 11-16 year olds who have ever spent their money on gambling last did so with their parents or guardians. In contrast, 2% say they were alone at the time.

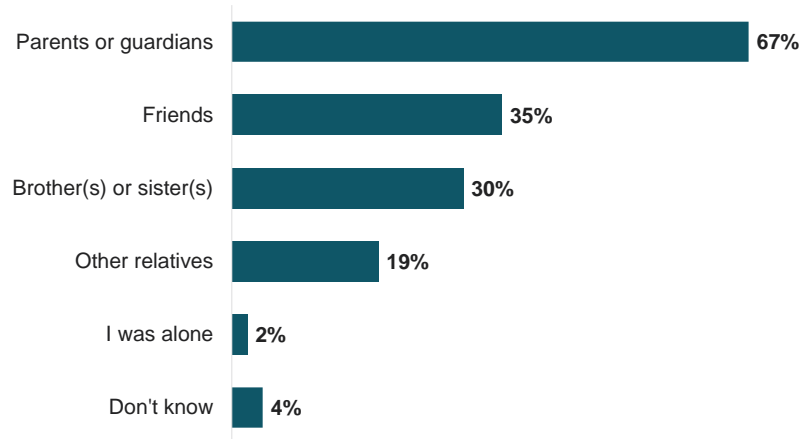
Just over one third (35%) were with their friends, three in ten (30%) were with a sibling and two in ten (19%) were with another relative.

<sup>29</sup> In 2019, alongside the switch to the online methodology, the codes for this question were changed to enable further analysis by age of sibling and friend. As such direct response data comparisons with previous waves of the research are not possible. However, 'parents or guardians' is the most common response year-on-year.

Figure 2.15: Who young people are with when they have gambled

# Who young people gamble with

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



Base: All 11-16 year olds who have ever spent their money on a gambling activity and answered this question, excluding those who 'prefer not to say' (1,386).

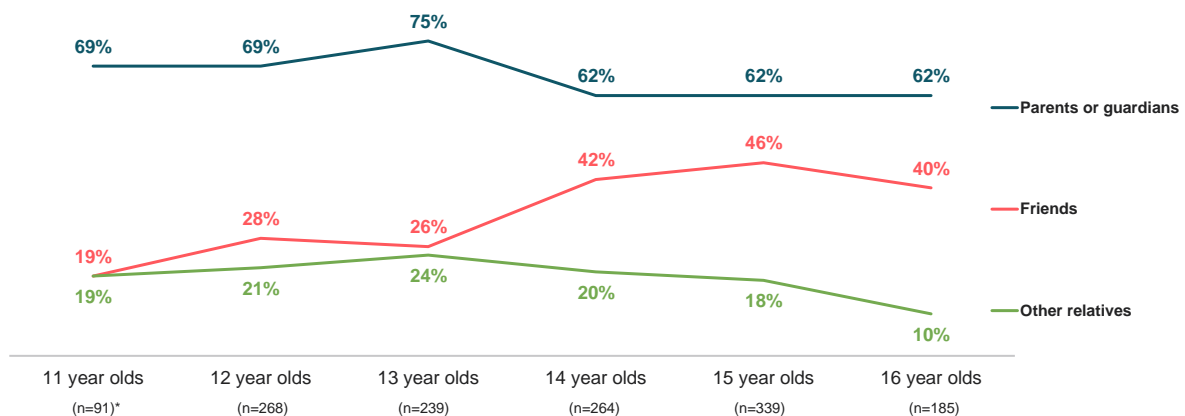
Source: Ipsos MORI  
Young People Omnibus 2019  
GC\_LASTWHO

As shown in Figure 2.16, the findings do vary by age with the older groups (14-16 year olds) less likely to be with their parents/guardians, than younger groups (11-13 year olds). In contrast, gambling with friends is less common among 11-13 year olds, compared with 14-16 year olds.

Figure 2.16: Who young people are with when they have gambled by age

# Who young people gamble with by age

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



Categories shown where there are significant age differences.  
\* Low base size.

Base: All 11-16 year olds who have ever spent their money on a gambling activity and answered this question, excluding those who 'prefer not to say' (1,386). Base size for age groups indicated within chart.

Source: Ipsos MORI  
Young People Omnibus 2019  
GC\_LASTWHO

Across most of the activities that young people were asked about, they are more likely to have spent money on gambling in the company of their parents/ guardians, than friends, siblings or other family members. However, this does not hold true for placing a private bet for money: 58% were with friends; 28% were with their parents/ guardians.

## 2.12 Where young people are and who they are with when they played fruit machines

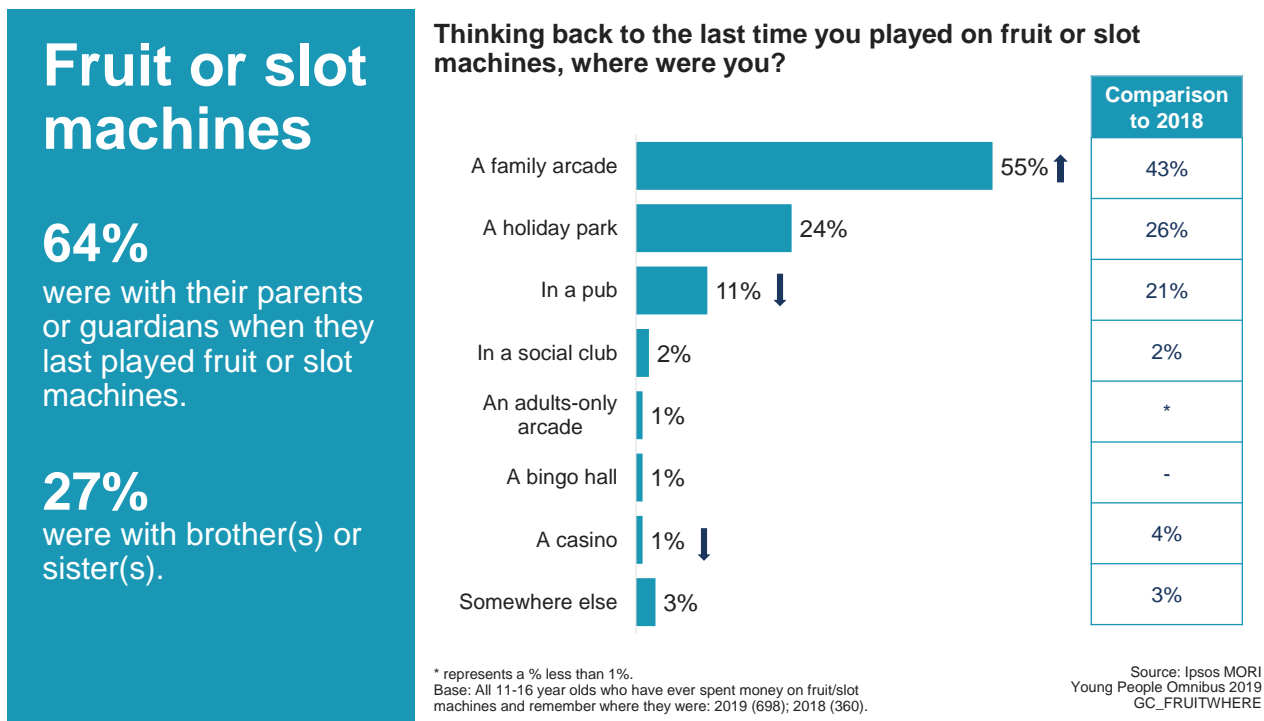
Gambling on fruit machines has retained its popularity, with participation rates not changing significantly between 2011 and 2019 (6% and 4%, respectively). The current survey findings indicate that one quarter (26%) of 11-16 year olds have at some point spent their own money on fruit or slot machines.

To explore this type of gambling further, young people were asked where they were when they last played on fruit or slot machines. The most common location is a family arcade; mentioned by 55% of 11-16 year olds who remember where they were at the time. This is consistent with the finding that nearly two-thirds of young people (64%) were with their parents/ guardians the last time they spent money on fruit machines.

One quarter (24%) were at a holiday park the last time they played on fruit machines and one in ten (11%) were in a pub.

Looking at Figure 2.17, the findings indicate that the proportion of young people who play on fruit/slot machines in a family arcade has increased over the past year (43% in 2018, compared with 55% in 2019); with a corresponding decrease in young people playing on fruit/slot machines in pubs (from 21% in 2018 to 11% in 2019). There is also a decrease, albeit small, in play in casinos (4% in 2018, compared with 1% in 2019).

**Figure 2.17: Where young people are and who they are with when they have played fruit or slot machines**



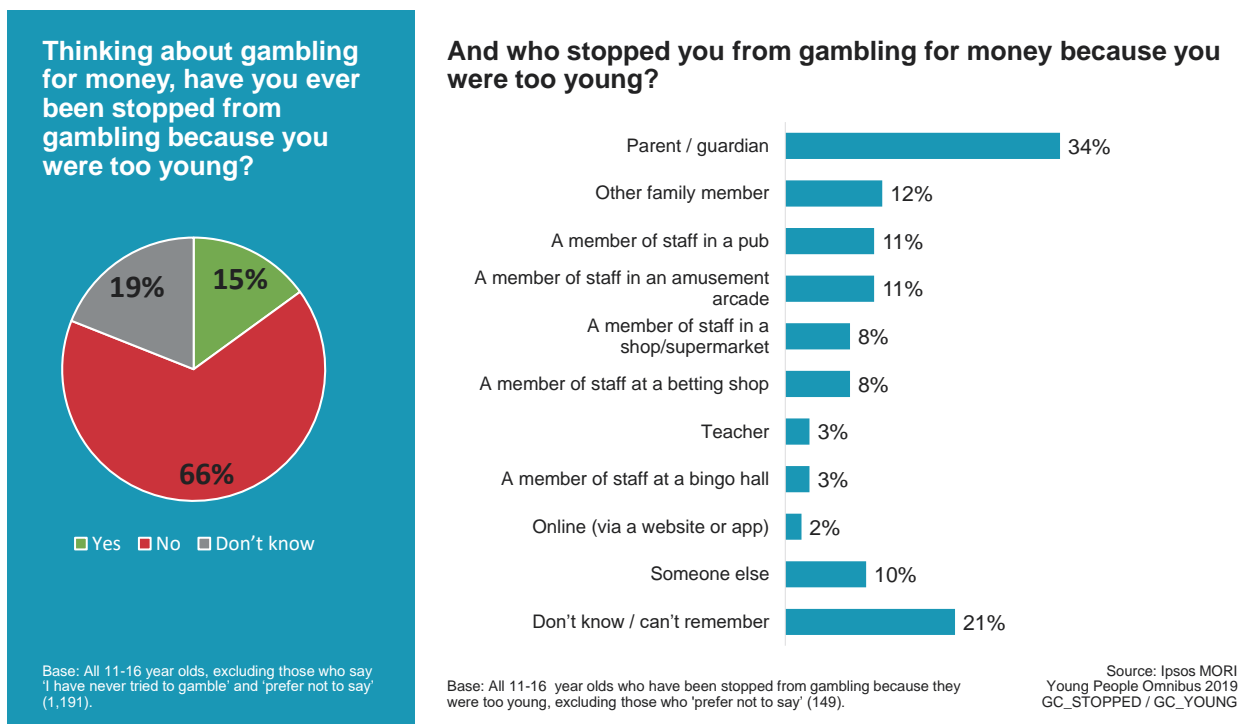
## 2.13 Experiences of being stopped from gambling

Among those who have tried to gamble, 15% say they have ever been stopped from gambling because they were too young. Looking at this another way, two thirds (66%) of 11-16 year olds say they have *not* been stopped.

These figures are similar across age and gender. However, young people who have ever played a National Lottery game and those who have played online gambling games are most likely to say they have been stopped from gambling because they were too young (25% and 33%<sup>30</sup> respectively).

When asked who stopped them from gambling money because they were too young, the most common response was their parent or guardian, mentioned by 34% of those who have been stopped for this reason. Some young people have been stopped by another family member (12%) and others by a member of staff in a pub (11%) or in an arcade (11%).

**Figure 2.18: Being stopped from gambling for being too young**



<sup>30</sup> Note: small base size for those who have 'ever' gambled online (n=149).

## Summary

Overall, 11% 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 finding suggests a decrease in gambling participation over the past year (down from 14% in 2018), which is consistent with the downward trend in gambling over the time span of the research series (from a high of 23% of 11-15 year olds in England and Wales in 2011).

This is mirrored by the drop in the proportion of respondents who say they have spent their own money on gambling in the past 12 months; 39% in 2018 compared with 36% in 2019.

The 11% of young people who have gambled in the past 7 days, equates to approximately 350,000 11-16 year olds in England, Scotland and Wales. Participation in gambling remains higher among boys (13%), compared with girls (7%) and older children (12% of 14-16 year olds, compared with 9% of 11-13 year olds).

The most common gambling activities that young people have spent their money on in the past 7 days are placing a private bet for money (5%) and fruit/slot machines (4%). Overall the pattern of young people's participation is consistent with previous years in terms of the activities they choose, who they are with (typically their parents/ guardians) and where it takes place (fruit machines in a family arcade or private bets with friends).

While there is a marginal increase in online gambling since 2018 (from 1% of 11-16 year olds, to 3%<sup>31</sup> in 2019), it is important to consider this in the context of the time young people are spending online. The survey findings highlight how the use of the internet tends to dominate the way in which young people use their spare time; with chatting online with friends and using social media as two of the most popular activities.

The first experience of gambling for most young people is playing on fruit/slot machines, mentioned by 23% of 11-16 year olds who have ever gambled, which is a consistent finding year-on-year. The main reason given for gambling in the past 12 months is 'because it's fun' (55%). Among those who do not gamble, the main reason given for not doing so is the fact that it's illegal and they are too young to take part (56%).

On average, 11-16 year olds who had gambled in the past 7 days spent £17<sup>32</sup>. The overall amount of money this group was given (as pocket money, birthday money or money earned) over the same period was £34; which is higher than that given to all 11-16 year olds in the past 7 days (£26).

The rates of gambling in the past week (11%) are lower than drinking alcohol (16%), but higher than using e-cigarettes (7%), smoking tobacco cigarettes (6%) or taking illegal drugs (5%). As observed in the 2017 and 2018 surveys, the findings suggest a relationship between these potentially harmful activities and gambling, with those who have spent their own money on gambling in the past 7 days more likely to have drunk alcohol (41%), taken drugs (21%) or smoked either a tobacco cigarette (25%) or an e-cigarette (27%), compared with 11-16 year olds who have not gambled.

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<sup>31</sup> Throughout this document readers are advised to bear in mind changes in methodology and sample frame, alongside adaptations to the question structure, when making comparisons in the data over time. This is particularly important when the number of individuals answering a specific question or providing a particular answer is small, as is the case with online gambling.

<sup>32</sup> Mean calculations for responses involving money are given to the nearest pound.

### 3. National Lottery

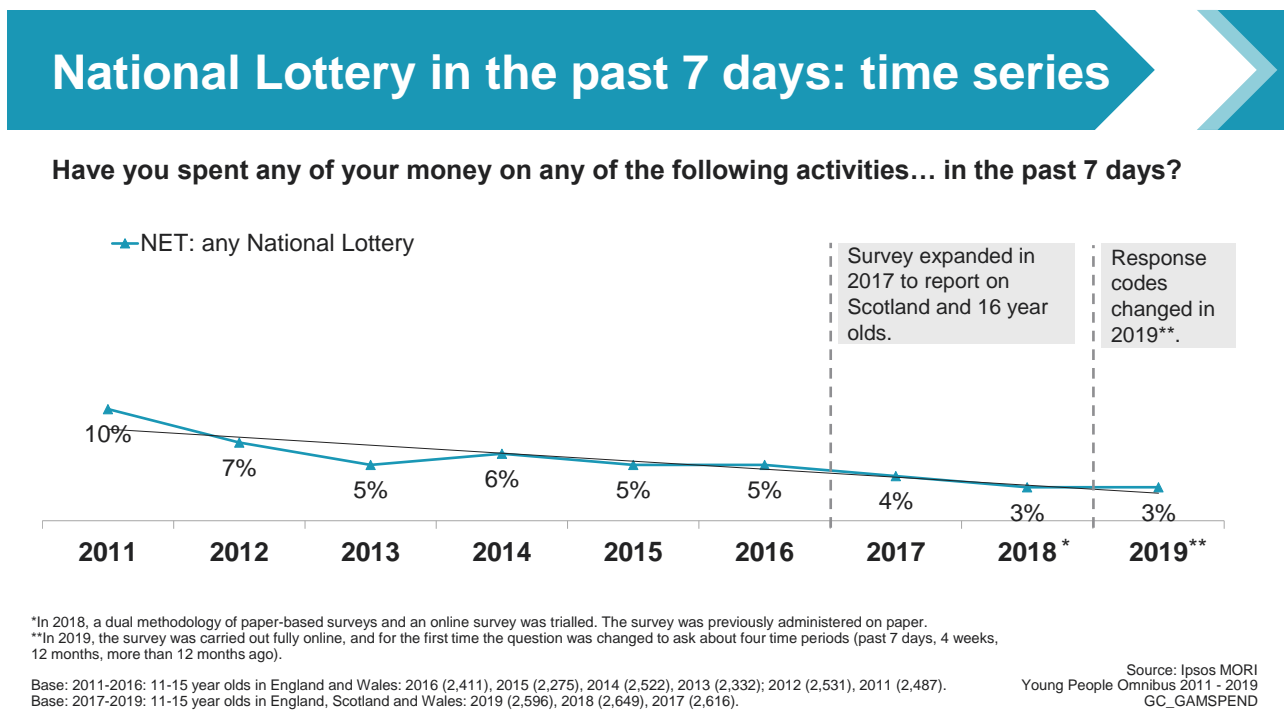
The focus of this section of the report is the National Lottery, examining the reasons why young people buy National Lottery draw tickets, scratchcards or online National Lottery instant win games, who they are with when they do so and who hands the money over at the point of purchase.

The current minimum age to play the National Lottery is 16, as such the findings in this section are based on 11-15 year olds who have spent money on National Lottery games.

#### 3.1 Participation in National Lottery games

The research shows that participation in any National Lottery game by 11-15 year olds over the past 7 days is far lower than for 16 year olds (3% of 11-15 year olds, compared with 9% of 16 year olds). Looking back across previous waves of the research, National Lottery participation among 11-15 year olds is now at one of its lowest points, having decreased steadily over time.<sup>33</sup>

Figure 3.1: Participation of 11-15 year olds in any National Lottery games over time (2011-2019)



However, 13% of 11-15 year olds have played one or more National Lottery game at some point; either in the past 7 days, 4 weeks, 12 months or longer ago. This is consistent with the findings from 2018, which showed that 14% of 11-15 year olds had ever played a National Lottery game.

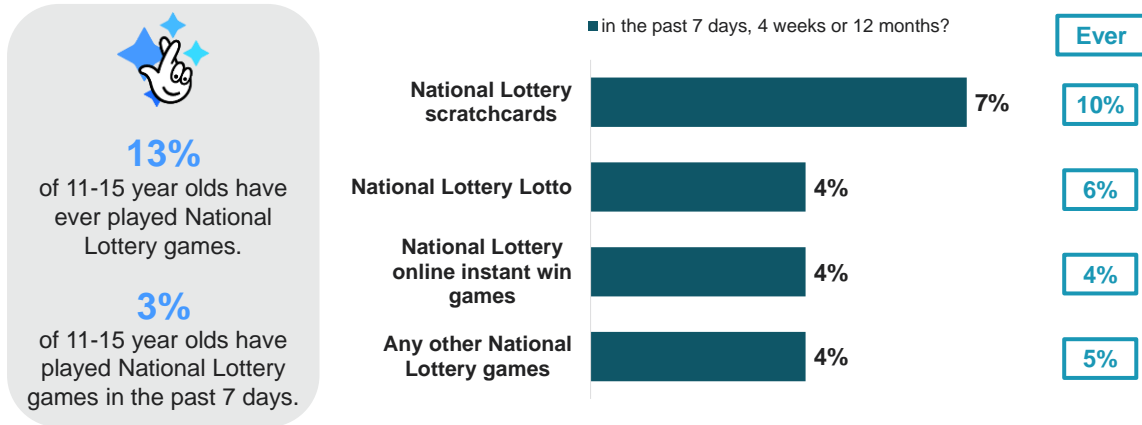
National Lottery scratchcards remain the most popular activity 'ever' taken part in among the 11-15s in the survey, which is consistent with previous waves of the survey. One in ten 11-15 year olds (10%) have bought National Lottery scratchcards at some point, compared with one in five who have bought tickets for Lotto, the main National Lottery draw (6%), National Lottery online instant win games (4%) and other National Lottery games (5%).

<sup>33</sup> As previously noted, when comparing data over time it is important to bear in mind changes in methodology and sample frame, alongside adaptations to the question structure.

Figure 3.2: Participation of 11-15 year olds in National Lottery games at any time in the past 12 months

# National Lottery games

Have you spent any money on any of the following activities...



Base: All 11-15 year olds (2,596).

Source: Ipsos MORI  
Young People Omnibus 2019  
GC\_GAMSPEND

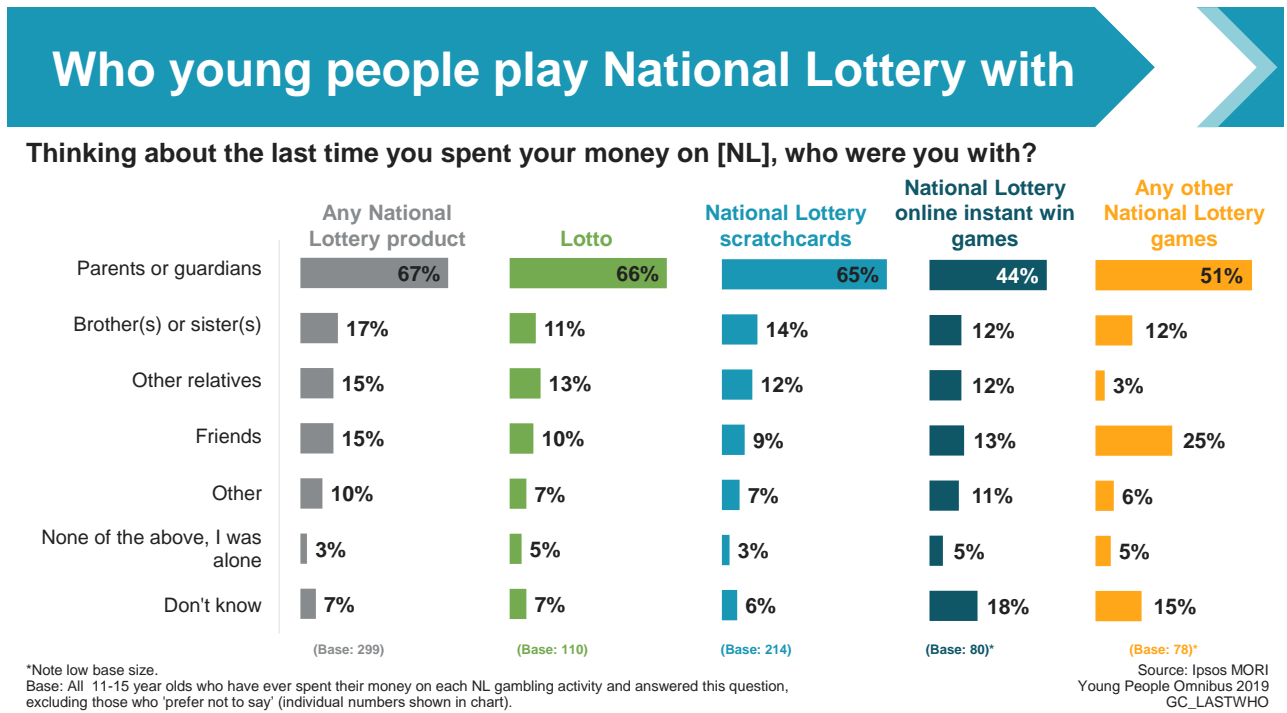
## 3.2 Who is with young people when they buy National Lottery tickets or scratchcards

In understanding the context in which 11-15 year olds participate in the National Lottery, it's important to note that most are in the company of their parents/guardians.

Two-thirds of 11-15 year olds (67%) say that when they last spent money on **any** National Lottery game they were with their parents/guardians, and 15% say they were with other relatives. The findings are similar if you look at individual games such as Lotto or scratchcards.

While 11-15 year olds are also more likely to be with their parents/guardians than anyone else when they spend money on National Lottery online instant win games, the proportion is lower (44%). The findings also suggest that a significant minority of 11-15 year olds who play other National Lottery games are doing so with friends (25%). However, these findings should be interpreted with some caution given the small numbers of under 16s who are spending money on these games.

Figure 3.3: Who 11-15 year olds are with when they have played National Lottery games



### 3.3 Who hands the money over at the till

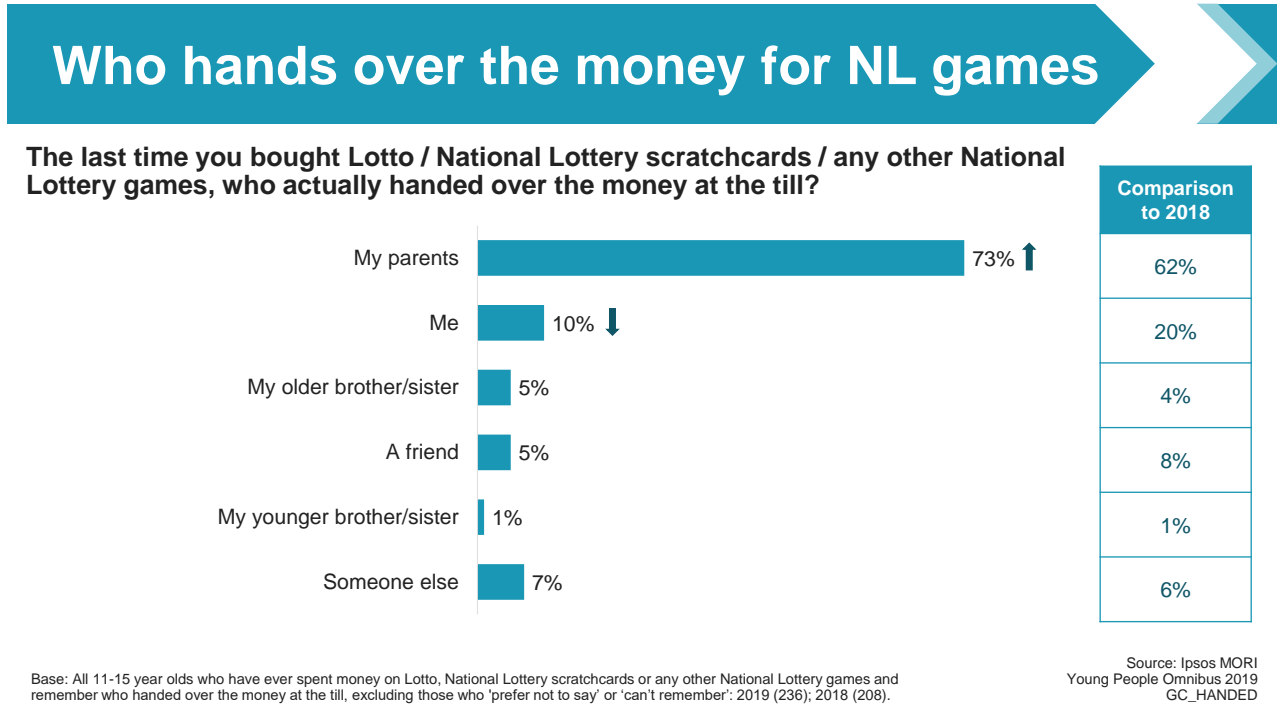
In most cases, it is parents/guardians who hand the money over when National Lottery draw tickets (e.g. Lotto), scratchcards or other National Lottery games are bought by 11-15 year olds. Almost three-quarters (73%) said that this happened at the point of purchase, which is consistent with the finding that most 11-15 year olds are with their parents/guardians when they last spent money on a National Lottery game (as shown in Figure 3.4).

One in ten 11-15 year olds (10%) say they handed the money over themselves when they last bought a National Lottery draw ticket, scratchcard or other game; a figure that has declined since 2018, alongside a comparative increase in young people who are with their parents at the point of purchase<sup>34</sup>.

<sup>34</sup> As previously noted, when comparing data over time it is important to bear in mind changes in methodology and sample frame, alongside adaptations to the question structure.



**Figure 3.4: Who hands over the money at the till when 11-15 year olds have bought National Lottery games**



### 3.4 Why young people buy National Lottery draw tickets

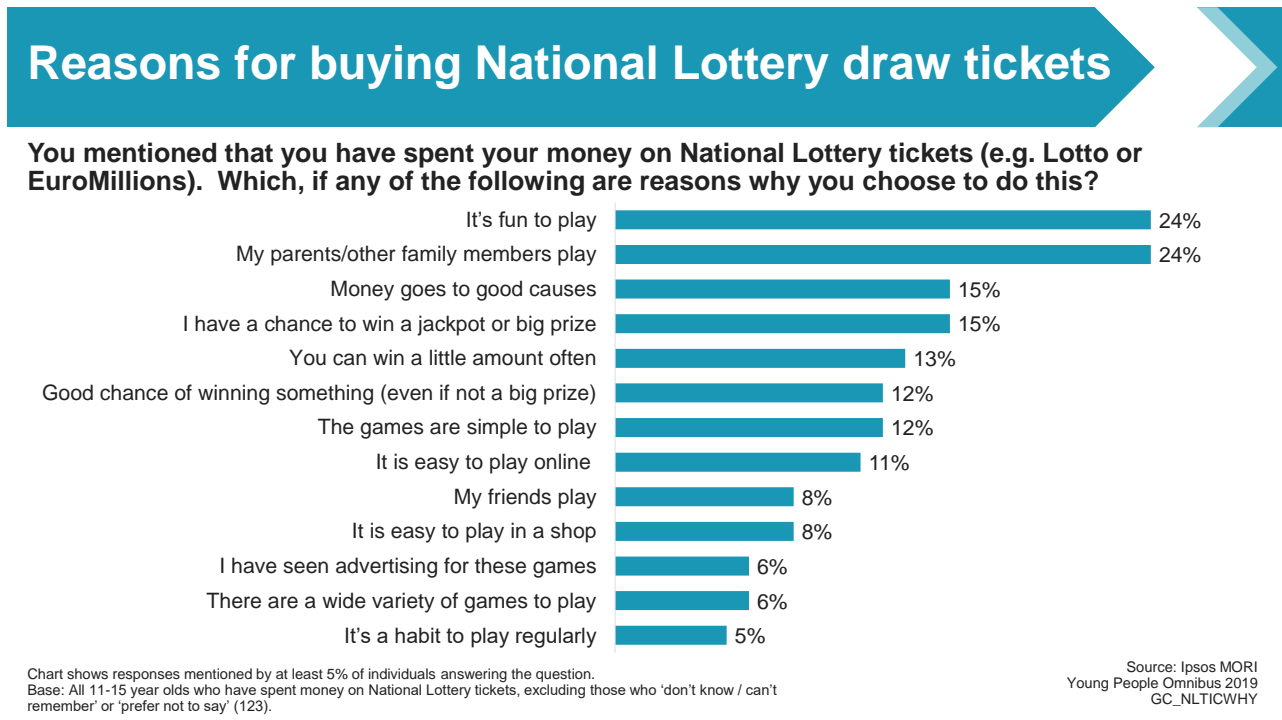
Under 16s in the survey who indicated that they had ever spent their own money on National Lottery draw tickets ('Lotto') or other National Lottery draw games (e.g. EuroMillions, Thunderball, Hotpicks<sup>35</sup>) were asked why they had chosen to do so.

The primary reasons are that 'It's fun to play' and 'My parents/other family members play'; both mentioned by 24% of 11-15 year olds. The association with good causes as a reason is mentioned by 15% of 11-15 year olds and the same proportion play because they feel they have a chance to win a jackpot or big prize. Interestingly, in 2018, the possibility of winning a jackpot was the principal reason for buying National Lottery tickets, indicating that this is no longer top-of-mind.<sup>36</sup>

<sup>35</sup> The examples of 'Other National Lottery draw games' do not include 'Set for Life' which is a new draw based game introduced in March 2019, after the survey had launched in schools.

<sup>36</sup> As previously noted, when comparing data over time it is important to bear in mind changes in methodology and sample frame, alongside adaptations to the question structure. In addition, for this question, the overall sample size is relatively small (n=123 in 2019 and 157 in 2018).

Figure 3.5: Reasons 11-15 year olds buy National Lottery draw tickets



### 3.5 Why young people buy National Lottery scratchcards or online instant win games

Young people aged 11-15 are primarily buying National Lottery scratchcards or online instant win games because 'It's fun to play' (mentioned by 33%). Whilst also being one of the main reasons why young people buy National Lottery draw tickets, it's more likely to be mentioned in the context of scratchcards and online instant win games.

One in five 11-15 year olds (19%) say that National Lottery scratchcards or online instant win games are simple to play, and mention this as their reason for choosing these activities. The same proportion mention having a 'Good chance of winning something' as a reason or that their parents/family members play (18% in both cases).

**Figure 3.6: Reasons why 11-15 year olds buy National Lottery scratchcards or online instant win games**

## Reasons for buying National Lottery scratchcards or 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?



Chart shows responses mentioned by at least 5% of individuals answering the question.  
 Base: All 11-15 year olds who have spent money on National Lottery scratchcards or instant win games on the internet, excluding those who 'don't know/can't remember' or 'prefer not to say' (193).

Source: Ipsos MORI  
 Young People Omnibus 2019  
 GC\_NLCARDINSTANTWHY

### Summary

National Lottery participation, in the past 7 days, among 11-15 year olds is now at one of its lowest points. The research shows that the proportion of 11-15 year olds who have played National Lottery games has decreased over time, from 10% in 2011 to 3% in 2019.

However, 13% of 11-15 year olds have played one or more National Lottery games at some point; either in the past 7 days, 4 weeks, 12 months or longer ago, which is consistent with the findings from 2018. National Lottery scratchcards remain the most popular National Lottery product among under 16s in the survey (10% have ever played), compared with Lotto, the main National Lottery draw (6%), National Lottery online instant win games (4%) and other National Lottery games (5%).

11-15 year olds spend money on National Lottery tickets for a range of different reasons, with the influence of their parents/ family members own play as important as the likelihood of having fun; one quarter (24%) cite both reasons. In contrast, 'It's fun to play' is the main reason why the under 16s in the survey spend money on National Lottery scratchcards or instant win games on the internet (mentioned by 33%).

Most 11-15 year olds who gamble using a National Lottery product are in the company of a parent/guardian (67%), and a parent typically hands over the money at the point of purchase (73%).

## 4. Online gambling participation

Over the last few years there has been a significant growth in online gambling; technological changes have transformed the way that players interact with online gambling games, with the remote (online) sector now the largest sector according to Gross Gambling Yield (GGY)<sup>37</sup>. Against this backdrop, the Young People and Gambling survey in 2019 has broadened the set of questions it asks regarding participation in online activities to improve understanding of how 11-16 year olds fund play.

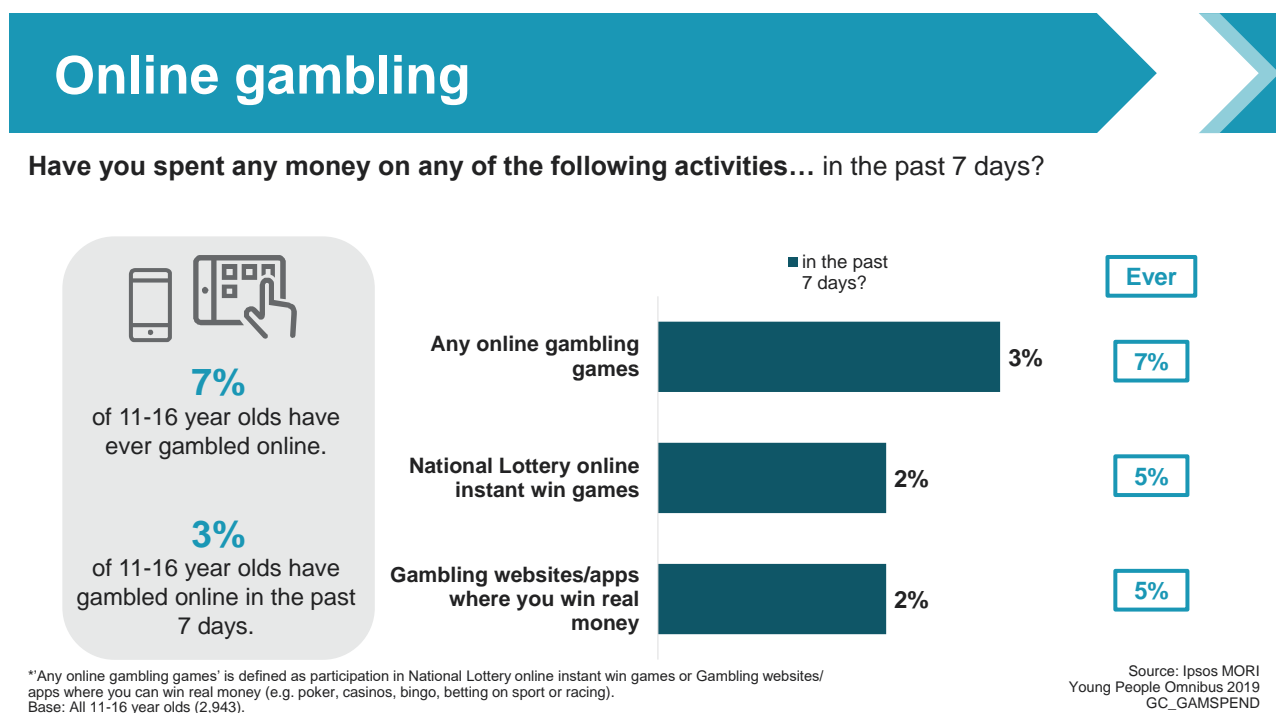
In addition, this section of the report examines young people's awareness of 'skins' gambling and online gambling-style games in the context of current rates of online gambling.

### 4.1 Online gambling where young people have spent their own money

Participation in online gambling<sup>38</sup>, compared with in-person gambling, among 11-16 year olds is low; 3% have gambled online in the past 7 days. Very few say they spent money on National Lottery online instant win games in the past 7 days (2%) or have spent money on gambling websites where you can win real money in the same period (also 2%).

Given these low rates of online gambling it is difficult to draw comparisons over time, but the data suggests that there has been a small, but significant increase in online gambling between 2017 and 2019; from 1% of 11-16 year olds gambling online in the past 7 days in 2017 and 2018, to 3% in 2019<sup>39</sup>.

Figure 4.1: Online gambling in the past 7 days



<sup>37</sup> <https://www.gamblingcommission.gov.uk/PDF/survey-data/Gambling-industry-statistics.pdf>

<sup>38</sup> 'Online gambling' is a combination category, drawing on responses to participation in National Lottery online instant win games and gambling websites/apps where you can win real money (e.g. poker, casinos, bingo, betting on sport or racing).

<sup>39</sup> As previously noted, when comparing data over time it is important to bear in mind changes in methodology and sample frame, alongside adaptations to the question structure.

As shown in Figure 4.1, 7% of 11-16 year olds have spent their own money on online gambling at some point in their lives. The gender profile of young people who gamble online is consistent with most forms of gambling, with a higher proportion of boys 'ever' gambling online, than girls (10%, compared with 4%).

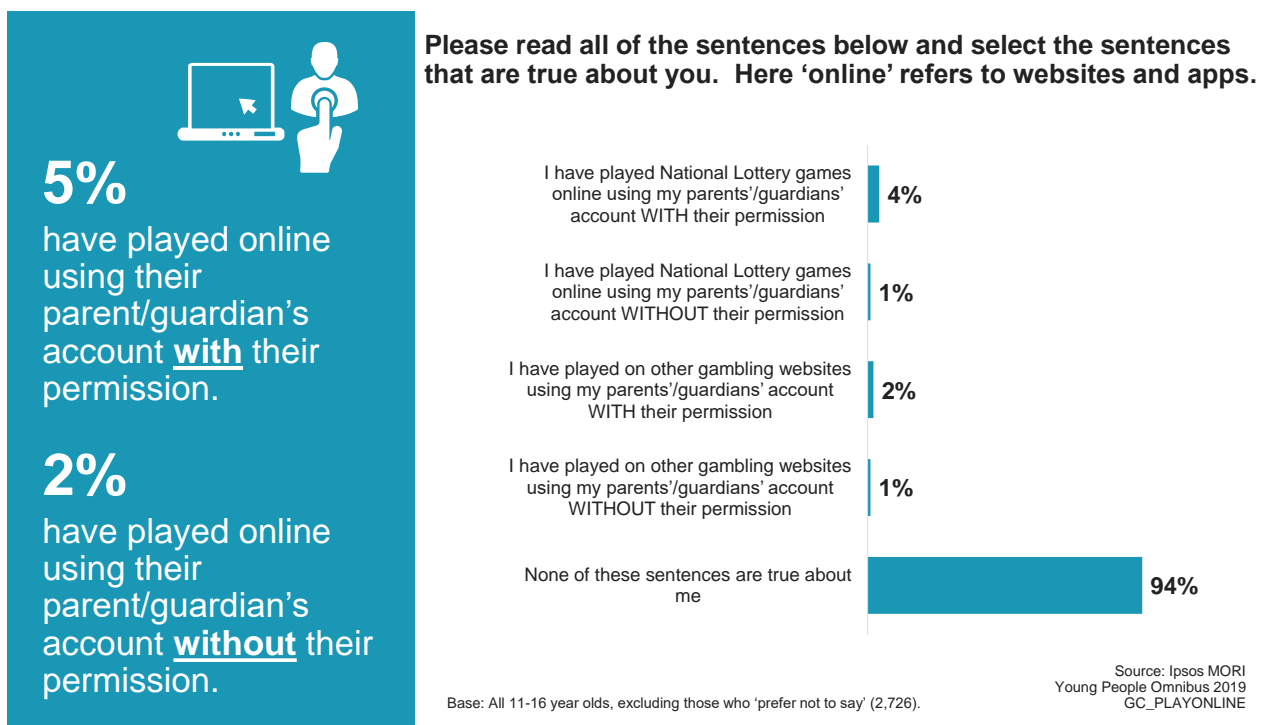
## 4.2 Online gambling using parents' or guardians' accounts

To place these findings in context, young people are asked whether they use their parents'/guardians' accounts to play online, with or without their permission.

Overall, 11-16 year olds are more likely to use their parents'/guardians' accounts with their permission (5%), rather than without (2%), with no change since the same question was asked in 2018.

Young people are more likely to play online National Lottery games using their parents'/guardians' accounts with their permission (4%), than without (1%). Overall 3% play on other gambling websites using their parents'/guardians' accounts; 2% with their permission, while 1% do so without.

Figure 4.2: Gambling online with/without parents' permission



## 4.3 Participation in online gambling-style games

Young people were asked a series of questions about online gambling-style games, to explore their awareness and experiences. They were given the following definition of online gambling-style games to bear in mind when considering participation:

*The next few questions are about online gambling-style games that may be free to play, or you may pay to play, but you cannot win a real prize. Online gambling-style games look and play like normal gambling games – for example roulette, poker, slot machines and bingo – but you cannot win real money.*

Using this definition, 12% of young people indicate that they have ever played an online gambling-style game, demonstrating no significant change in the participation levels, compared with the two previous waves of the research (13% in 2018 and 11% in 2017)<sup>40</sup>.

Three quarters of 11-16 year olds (76%) have never played an online gambling-style game, as shown in Figure 4.3.

**Figure 4.3: Online gambling-style games**



There are, however, variations by gender and age, reflecting overall participation rates in gambling:

- Boys are more likely to have ever played an online gambling-style game, than girls (16%, compared with 8%)
- 14-16 year olds are more likely to have ever played an online gambling-style game, than 11-13 year olds (14%, compared with 10%).

#### 4.4 Types of online gambling-style games played

Among young people who have ever played online gambling-style games, fruit/slot machine games are most commonly mentioned (30%), which is consistent with the 2018 study<sup>41</sup>. Around one quarter have played on casino games (26%), such as roulette or blackjack, and a similar proportion have played poker gambling-style games (24%), again consistent with the previous waves of research.

The findings do suggest a decrease in young people's play on online gambling-style games which resemble bingo (from 28% in 2018 to 21% in 2019). However, the relatively small base size, alongside change in methodology, should be noted in interpreting this change over time.

There are variations by gender and age in play on online gambling-style games:

<sup>40</sup> As previously noted, when comparing data over time it is important to bear in mind changes in methodology and sample frame, alongside adaptations to the question structure.

<sup>41</sup> As previously noted, when comparing data over time it is important to bear in mind changes in methodology and sample frame, alongside adaptations to the question structure.

- Girls are more likely to have ever played online bingo gambling-style games, than boys (35%, compared with 13%), reflecting overall participation rates in bingo at somewhere other than a bingo club.
- 14-16 year olds are more likely to have ever played online casino gambling-style games, than 11-13 year olds (31%, compared with 18%).

Figure 4.4: Types of online gambling-style games



### 4.5 Ways of playing online gambling-style games

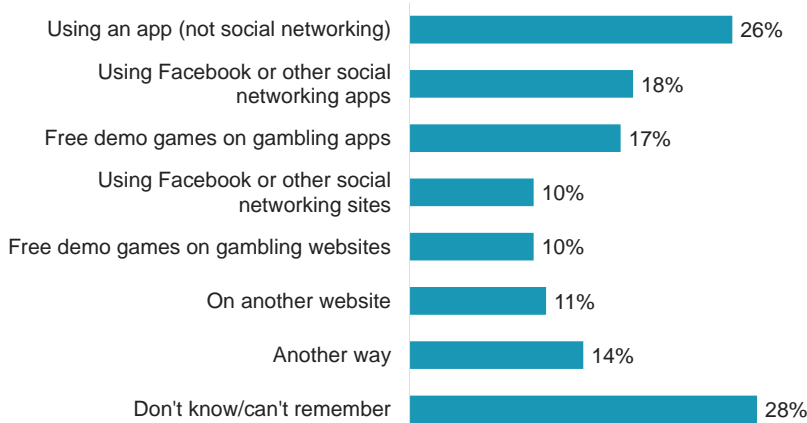
Just under half of 11-16 year olds (47%) who play online gambling-style games do so via apps; 26% using apps which are not related to social networking sites, 18% via Facebook or other social networking apps and 17% via free demo games on gambling apps.

Users also access online gambling-style games via social media websites (10%), other free demo games on gambling websites (10%) and other websites (11%).

Figure 4.5: How young people play online gambling-style games

# How online gambling-style games are played

How did you play these online gambling-style games?



**47%**  
of those who have played online gambling-style games did so within an app

Base: All 11-16 year olds who have ever played an online gambling-style game (390).

Source: Ipsos MORI  
Young People Omnibus 2019  
GC\_HOWONLINE

## 4.6 Order of playing online gambling-style games and gambling for money

To further understand the impact of online gambling-style games, 11-16 year olds who have played these games *and* ever spent their money on gambling, were asked which activity they had done first.

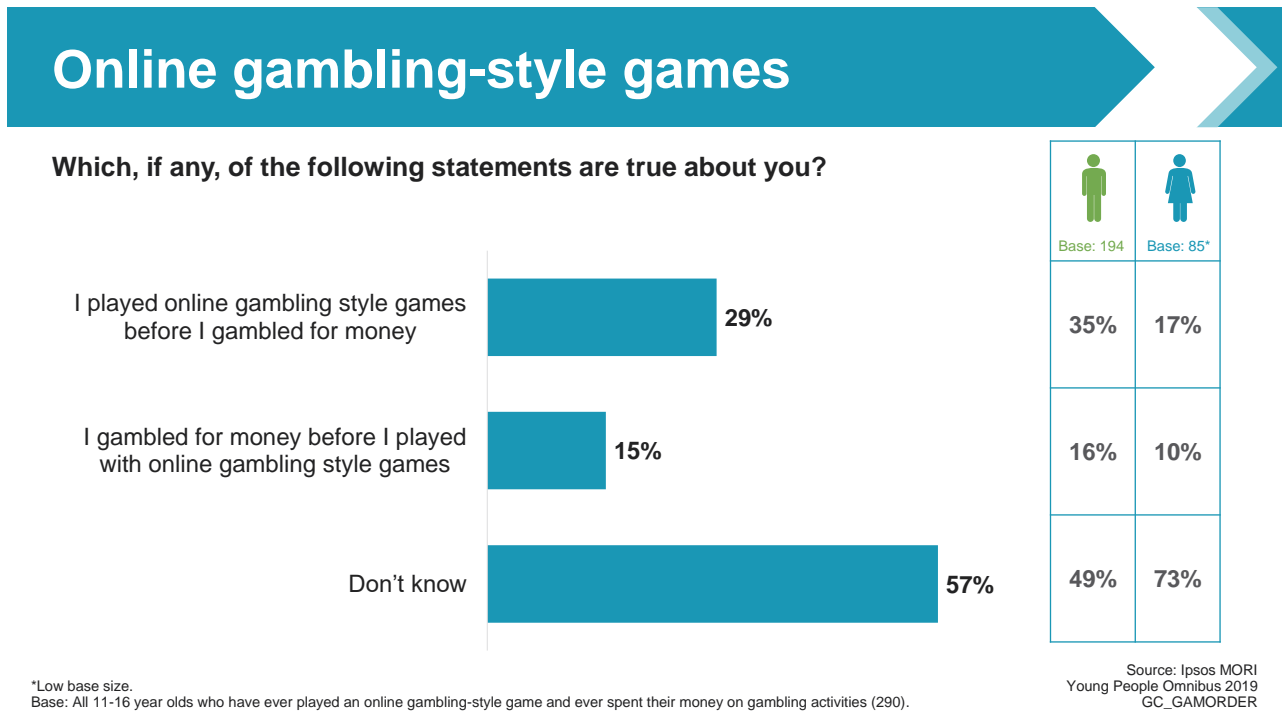
Overall, 29% had played online gambling-style games before gambling for money, and in comparison, 15% had gambled for money first, as illustrated in Figure 4.6.

Boys are significantly more likely, than girls, to have played online gambling-style games first (35%, compared with 17%). For the most part this can be explained by the far greater proportion of girls<sup>42</sup> who are unsure which came first (73% say 'don't know', compared with 49% of boys).

<sup>42</sup> In interpreting these results, it is important to note that the sample size is relatively small for girls (n=85), so caution should be taken in making comparisons by gender.



Figure 4.6: Order of playing online gambling-style games and gambling



#### 4.7 Experience of in-game items

Skins are one example of in-game items which can be won or bought within a video game to change the appearance of a character, avatar or weapon. On some websites (separate to the game itself), players can trade, bet on and sell their skins in exchange for cash. This is called skins gambling.

One commonly used method for players to acquire in-game items is through in-game payments to open loot boxes which contain an unknown quantity and value of in-game items. The use of features which include expenditure and chance has led to concern that loot boxes are akin to gambling.

The Gambling Commission’s view on skins gambling, loot boxes and related issues is as set out in the position paper published in March 2017<sup>43</sup>. Against a backdrop of growing concern about the blurring of lines between video games and gambling<sup>44</sup>, the 2019 survey included additional questions on young people’s experience of playing with in-game items and how they fund spend on virtual items like loot boxes.

All young people were given the following introduction to the section on in-game items:

*When playing computer, console or mobile app games (e.g. Fortnite, Overwatch) it is sometimes possible to collect in-game items (e.g. weapons, power-ups and tokens).*

<sup>43</sup> <https://www.gamblingcommission.gov.uk/PDF/Virtual-currencies-eSports-and-social-casino-gaming.pdf>

<sup>44</sup> <https://publications.parliament.uk/pa/cm201719/cmselect/cmcomeds/1846/184602.htm>

## 4.8 Awareness of in-game items

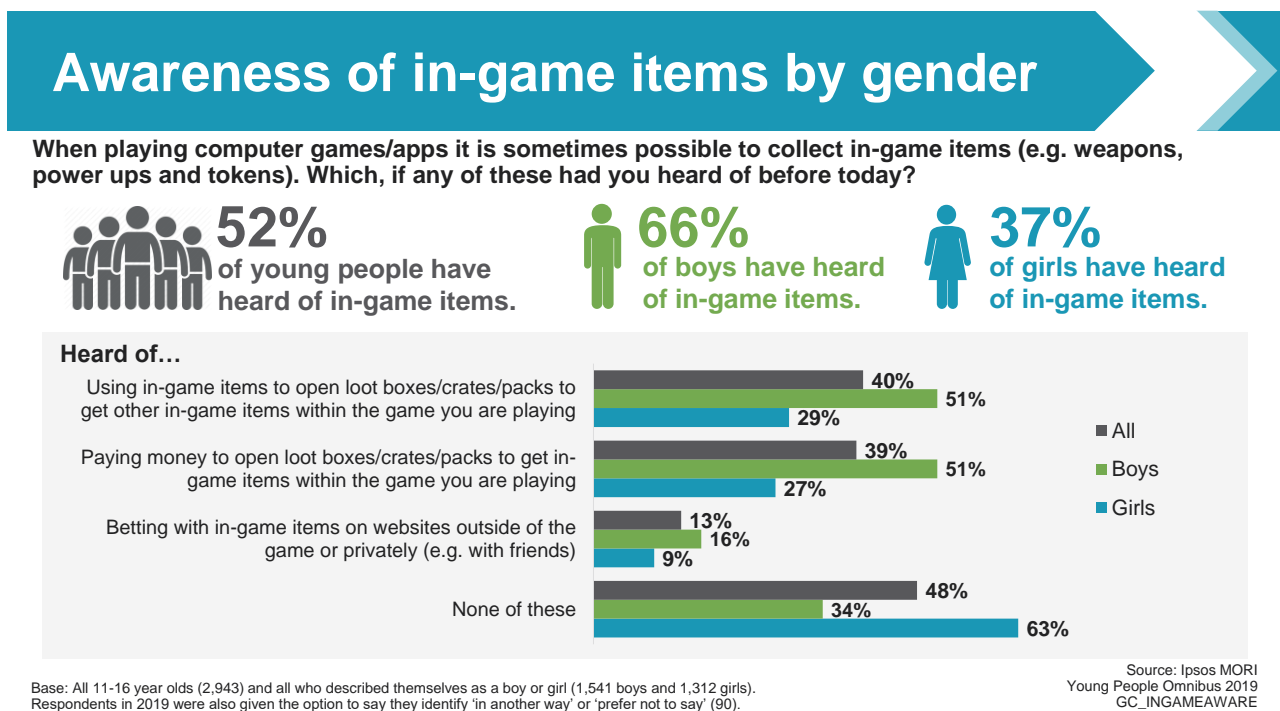
Based on the introduction provided on the previous page, just over half of 11-16 year olds (52%) said that they had heard of in-game items being used to open loot boxes/crates/packs, paying money to open loot boxes/crates/packs or betting with in-game items<sup>45</sup>.

Young people are just as likely to have heard about using in-game items to open loot boxes/crates/packs (40%) as paying money to do so (39%).

While 13% of 11-16 year olds have heard of betting with in-game items on websites outside of the game or privately (e.g. with friends), awareness increases with age (6% of 11 year olds, compared with 17% of 16 year olds).

Almost half (48%) say that they had never heard of collecting in-game items in these ways, with a clear gender split: around two-thirds of girls (63%) say they had heard of none of the options listed, compared to one third of boys (34%). In fact, looking across all options for collecting in-game items, boys' awareness was significantly higher than girls', as shown in Figure 4.7. This reflects their overall higher levels of participation in online gambling.

Figure 4.7: Awareness of in-game items by gender



## 4.9 Use of in-game items

Young people who had heard of in-game items, were then asked whether they have personally ever used them.

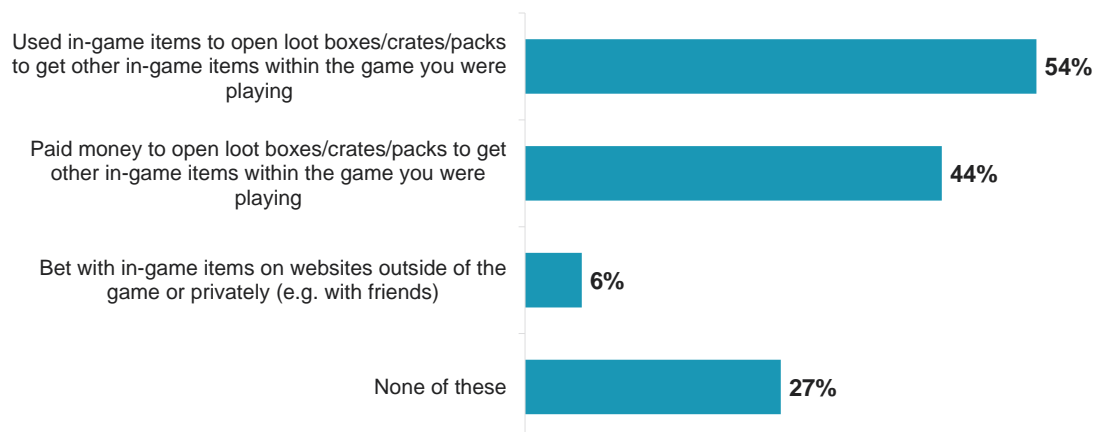
Of those who are aware of in-game items, 54% have used them to open loot boxes/crates/packs to get other in-game items, and 44% have paid money to open loot boxes/crates/packs to get other in-game items within the game they were playing. 6% have bet with in-game items on websites outside of the game or privately (e.g. with friends).

<sup>45</sup> Data is not comparable with 2018 due to changes in the response codes (splitting out awareness of 'paying money' and using in-game items' to open loot boxes/crates/packs).

Figure 4.8: Using in-game items

# In-game items

In which, if any, of the following ways have you personally ever used in-game items?



Base: All 11-16 year olds who have heard of in-game items (1,569).

Source: Ipsos MORI  
Young People Omnibus 2019  
GC\_INGAMEUSED

Differences by gender reflect levels of awareness:

- Boys are more likely to have used in-game items to open loot boxes, than girls (64%, compared with 37%)
- Boys are also more likely to have paid money to open loot boxes, than girls (57%, compared with 20%)
- Betting with in-games items on websites outside of the game is also more common amongst boys (8%, compared with 3% of girls).

However, the starkest difference is in terms of their overall usage: 86% of boys who have heard of in-game items have used them, compared with 48% of girls.

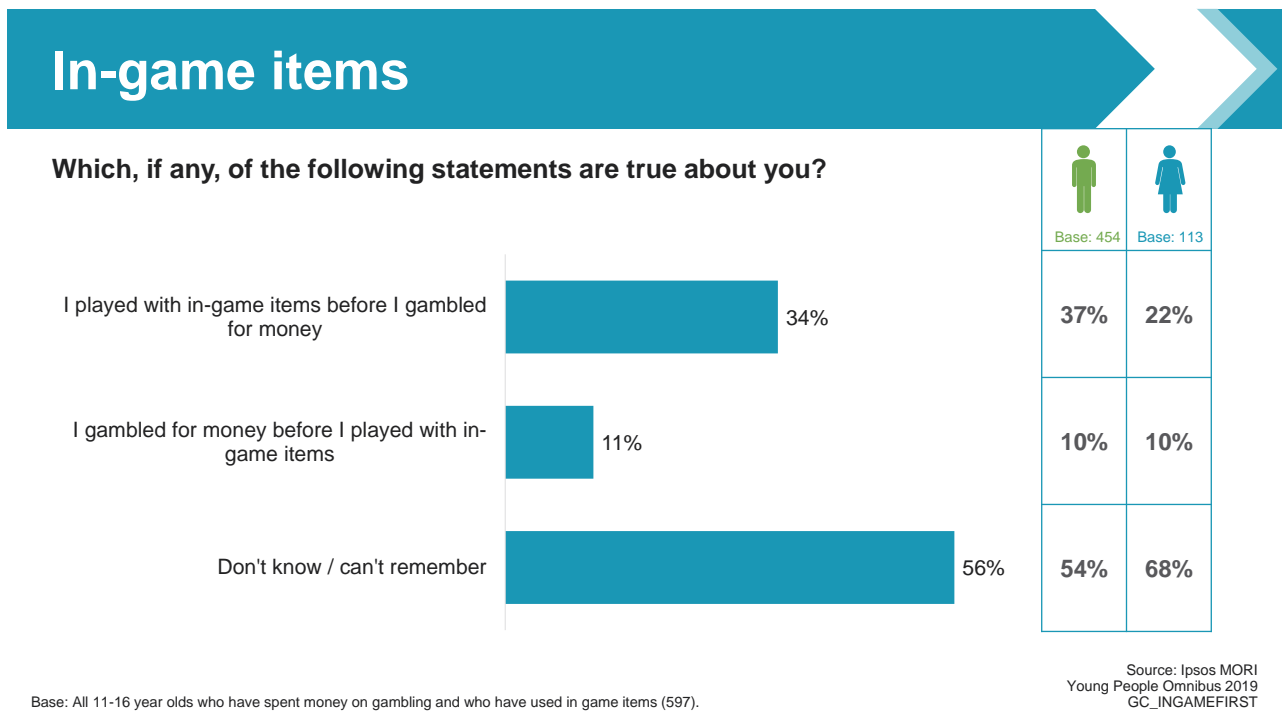
## 4.10 Order of using in-game items and gambling for money

As with online gambling-style games, a new question was asked in 2019 to further understand the impact of the use of in-game items. 11-16 year olds who have personally ever used in-game items *and* ever spent their money on gambling, were asked which activity they had done first.

Consistent with the findings for online gambling-style games, young people are more likely to say they have played with in-game items before gambling for money, than to have gambled for money first (34% and 11%, respectively).

Boys are more likely to say they have played with in-game items before gambling for money than girls (37%, compared with 22%). On the other hand, girls were more likely than boys to say they didn't know what they had done first or simply couldn't remember (68%, compared with 54%).

Figure 4.9: Order of using in-game items and gambling for money



### 4.11 How young people fund in-game item play

A new question was included in 2019 to understand more about young people who had paid money to open loot boxes/crates/packs to get other in-game items, specifically in terms of how they are funding their in-game play.

For the most part, the money young people use to open loot boxes/crates/packs is a birthday or Christmas present (49%) or comes out of their pocket money (48%). However, one third (34%) say they were given the money by parents/relatives to buy loot boxes/crates/packs, suggesting that some parents/guardians knowingly facilitate their children's spending on in-game items.

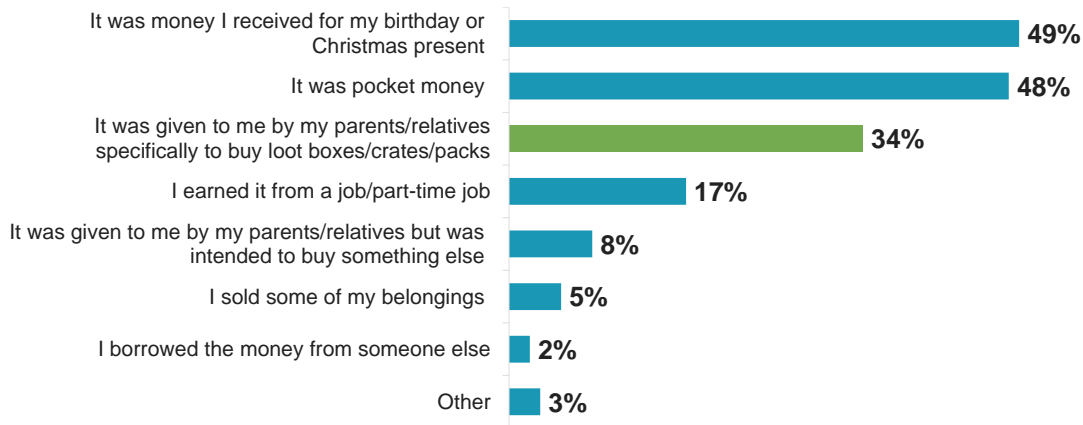
17% say the money they use is earned from a part-time job; a figure that increases to 24% of 14-16 year olds, while 8% say that it was money from their parents/guardians but was intended for another purpose.

There are disparities by gender, with boys equally as likely to use their pocket money (50%) as their birthday or Christmas money (50%), while, girls are most likely to rely on money given to them by parents/ relatives to buy loot boxes/crates/packs (56%).

Figure 4.10: Money used for paying for in-game items

# Money for in-game items

And thinking about the **last time** you paid money to open loot boxes/crates/packs to get other in-game items, where did you get the money from?



Base: All 11-16 year olds who have paid money to open loot boxes/crates/packs who remember where they got the money from (696).

Source: Ipsos MORI  
Young People Omnibus 2019  
GC\_INGAMELAST

## Summary

Participation in online gambling, compared with in-person gambling, is low: 3% of 11-16 year olds have spent their own money on online gambling in the past 7 days. This figure indicates a slight increase since 2018.<sup>46</sup> However, the way that young people play online has remained consistent with previous years; 12% have played an online gambling-style game and fruit/slot machines are most commonly mentioned in this context (30%). Young people who play online continue to be more likely to use their parent'/guardians' accounts with their permission (5%), than without (2%).

Less than one in ten 11-16 year olds (7%) have spent their own money on online gambling at some point in their lives. The gender profile of young people who gamble online is consistent with most forms of gambling, with a higher proportion of boys 'ever' gambling online, than girls (10%, compared with 4%).

52% of 11-16 year olds have heard of in-game items (e.g. weapons, power-ups and tokens). 44% have paid money to open loot boxes/crates/packs to get other in-game items within the game they were playing. For the most part, the money young people use to open these loot boxes/crates/packs comes from money they have received as a birthday or Christmas present or from their pocket money.

<sup>46</sup> Comparisons made over time are indicative due to changes in research design from 2017 onwards, and specifically the move to an online methodology in 2019. In addition, these figures are based on very small base sizes (less than 100) so caution should be taken in interpreting these findings.

## 5. Problem gambling

*This section of the report presents the Gambling Commission's official statistics on problem gambling among 11-16 year olds.*

*The DSM-IV-MR-J (Fisher, 2000)<sup>47</sup> screen is one of the most widely used instruments in the adolescent gambling field and has been applied to the Young People and Gambling Survey dataset to assess whether respondents who gamble are problem, at risk or non-problem gamblers.*

### 5.1 Problem Gambler Criteria from the DSM-IV-MR-J screen

The DSM-IV-MR-J screen contains nine components (or questions), which are set out in the Table 5.1. The screen questions use frequency scales of 'Never', 'Once or twice', 'Sometimes' or 'Often'. Each respondent scores a point for each of the nine criteria that they met. If the respondent has undertaken four or more of the behaviours/ actions, they receive a score of four or more and they are classified as a 'problem gambler'. A score of two or three points identifies respondents as 'at risk gamblers' and a score of zero or one indicates a 'non-problem gambler'.

Respondents must indicate that they have participated in at least one gambling activity<sup>48</sup> on at least one occasion in the past 12 months to answer all of nine components of the problem gambling screener<sup>49</sup>.

Table 5.1 indicates how the questions asked in 2019 mapped onto the DSM-IV-MR-J problem gambling screen components and the percentage of young people who gave the required answers to each question when the scoring system was applied to the data.

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<sup>47</sup> 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.

<sup>48</sup> See full list of gambling activities in the Appendices (Table 8.5).

<sup>49</sup> In total 1,083 individuals qualified for the gambling screen. Of these 7 answered 'Prefer not to say' for each of the nine components.

**Table 5.1: Problem and non-problem gambler criteria from the DSM-IV-MR-J screen**

2019 Question Name	DSM-IV criteria	Question wording: 'In the past 12 months ...'	If any of the following answer criteria are ticked, that qualifies as 1 point	Young people scoring <sup>50</sup>	
				%	N
GC_PREOCC	Preoccupation	How often have you found yourself thinking about gambling or planning to gamble	'Often'	1.7%	(53)
GC_ESCAPE	Escape	How often have you gambled to help you escape from problems or when you were feeling bad	'Sometimes' or 'often'	2.0%	(59)
GC_WITHD	Withdrawal	Have you felt bad or fed up when trying to cut down on gambling	'Sometimes' or 'often'	1.2%	(35)
GC_TOLERANCE	Tolerance	Have you needed to gamble with more and more money to get the amount of excitement you want	'Sometimes' or 'often'	1.9%	(55)
GC_LOSSCON	Loss of control	Have you ever spent much more than you planned to on gambling	'Sometimes' or 'often'	1.6%	(48)
GC_ILLEGAL	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	3.8%	(113)
GC_LEDRIKED	Risked relationships	Has your gambling ever led to the following: a) Arguments with family/friends or others c) Missing school	If any of the following are ticked, then qualifies for one point in total: 'once or twice', 'sometimes' or 'often'	2.5%	(72)
GC_LEDLYING	Lying	Has your gambling ever led to the following: b) Telling lies to family/friends or others	'Once or twice' 'sometimes' or 'often'	2.1%	(62)
GC_CHASING	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'	1.6%	(46)

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

## 5.2 Prevalence of non-problem, at risk or problem gambling

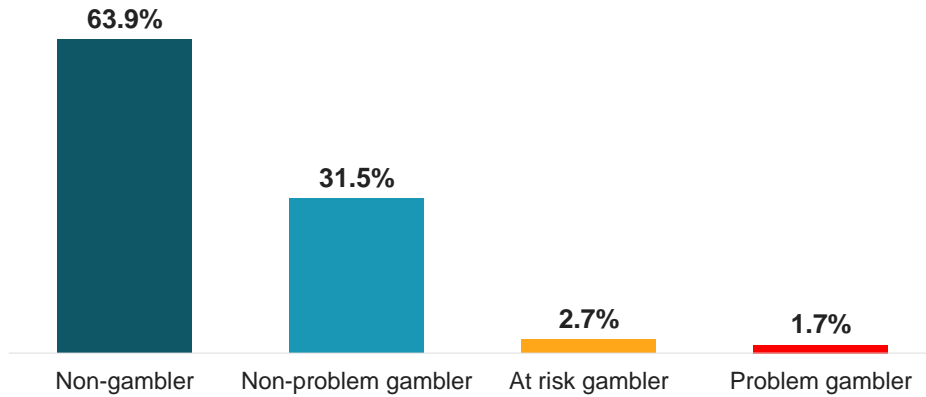
According to the DSM-IV-MR-J screen, 1.7% of 11-16 year olds are classified as problem gamblers, 2.7% as at risk gamblers and 31.5% as non-problem gamblers. These figures are shown in Figure 5.1.

<sup>50</sup> Both % and numerical figures are based on unweighted data.

Figure 5.1: Types of gamblers

# Types of gamblers

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



Base: All 11-16 year olds (2,943).

Source: Ipsos MORI  
Young People Omnibus 2019  
DSM-IV-MR-J screen

### 5.3 Problem gambling by gender and age

In line with previous waves of the research, there is a variation by gender, with boys more likely to be defined as either problem gamblers or at risk gamblers than girls. This confirms a very consistent finding in adolescent and adult gambling studies that males are more likely than females to be problem gamblers<sup>51</sup>.

As shown in the Figure 5.2, 2.0% of boys are defined as problem gamblers, compared with 0.7% of girls, and 3.8% of boys are defined as at risk gamblers, compared with 1.6% of girls.

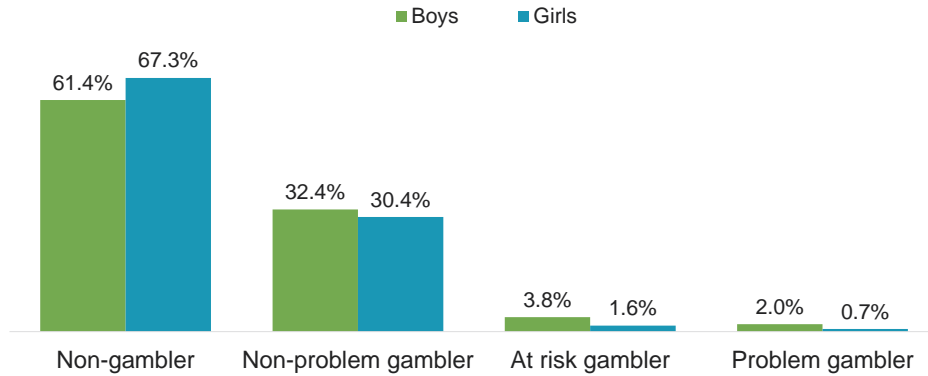
<sup>51</sup> <https://www.gamblingcommission.gov.uk/PDF/survey-data/Gambling-participation-in-2018-behaviour-awareness-and-attitudes.pdf>



Figure 5.2: Types of gamblers by gender

# Types of gamblers by gender

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



Base: All 11-16 year olds who described themselves as a boy or girl (1,541 boys and 1,312 girls). Respondents in 2019 were also given the option to say they identify 'in another way' or 'prefer not to say'.

Source: Ipsos MORI  
Young People Omnibus 2019  
DSM-IV-MR-J screen

It should be noted that differences may not be statistically significant – particularly when comparing at risk gamblers (n=77) and problem gamblers (n=45) across the individual age groups due to low numbers of individuals who fall into these categories.

Figure 5.3: Types of gamblers by age

# Types of gamblers by age

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

Age	Base size	Non-gambler	Non-problem gambler	At risk gambler	Problem gambler
<b>Total (11-16)</b>	2,943	63.9%	31.5%	2.7%	1.7%
<b>11-13 years</b>	1,334	66.2%	29.6%	2.4%	1.6%
<b>14-16 years</b>	1,609	61.7%	33.2%	3.0%	1.7%

Base: All 11-16 year olds (2,943).

Source: Ipsos MORI  
Young People Omnibus 2019  
DSM-IV-MR-J screen

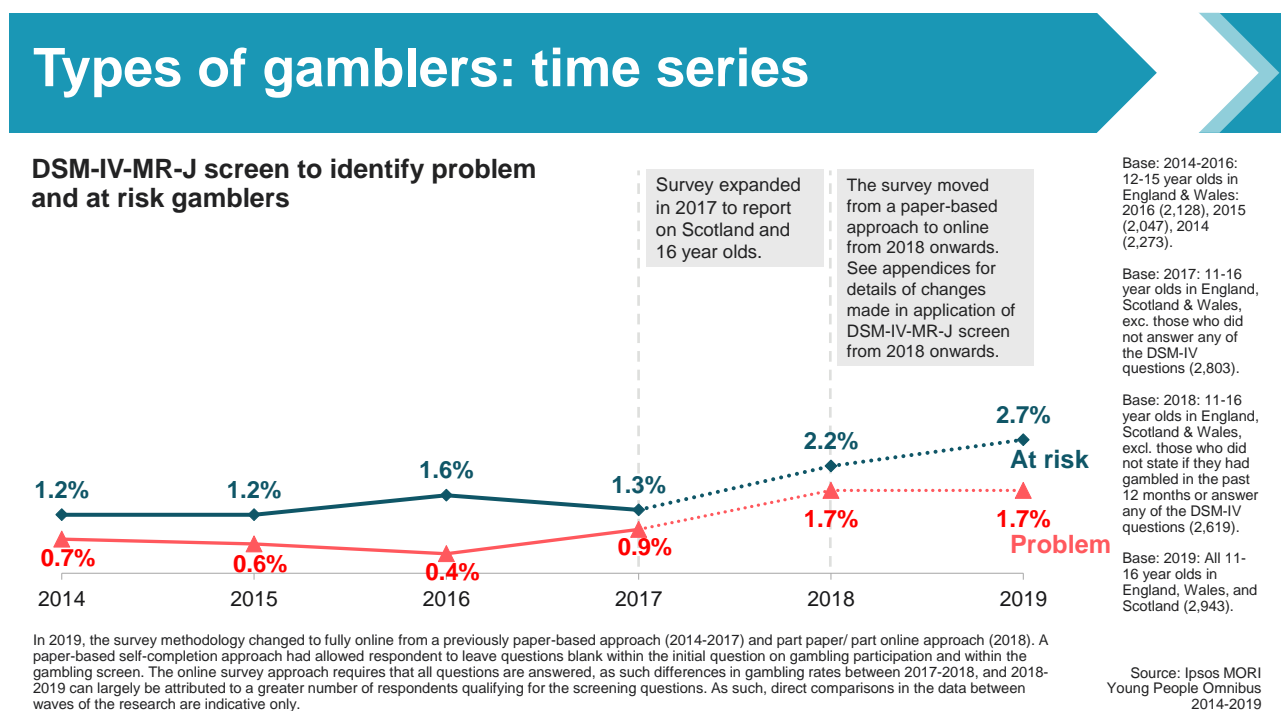
## 5.4 Comparison with previous years

There have been no statistically significant increases in the proportion of 11-16 year olds who are defined as either problem gamblers or at risk gamblers since 2018.

Among 11-16 year olds the DSM-IV-MR-J screen defined 1.7% as problem gamblers in 2018 and 2019. In 2019, the overall figure for at risk gamblers is 2.7%, compared with 2.2% in 2018, which does not represent a significant increase over time.

However, all comparisons over time should be interpreted with caution. In adopting an online, self-completion approach to the Young People and Gambling survey; initially for part of the sample in 2018<sup>52</sup>, and then for the entire sample in 2019, the way in which respondents completed the questionnaire and thus questions pertaining to the DSM-IV-MR-J screen changed. The key difference is that for each question in an online survey the respondent is required to provide an answer (frequently there is a 'prefer not to say' option) and routing controls are applied within the script. As a result, a greater number of young people qualify for the screening questions, which means that observed differences in problem gambling rates over time are indicative only.

Figure 5.4: Types of gamblers over time (2014-2019)



### Summary

Overall, 1.7% of 11-16 year olds are classified as problem gamblers, 2.7% as at risk gamblers and 31.5% as non-problem gamblers (as defined by the DSM-IV-MR-J screen). These figures are consistent with 2018, although comparisons over time are indicative due to changes in the research design.

Boys are more likely to be classified as problem gamblers (2.0%) than girls (0.7%), which is line with comparative research studies among adults and underlines the higher prevalence of gambling among boys noted throughout this report.

<sup>52</sup> In 2018 schools could choose to complete the survey online or using paper questionnaires. Most (71%) preferred the online approach.

## 6. Attitudes and influences

*This section looks at young people’s attitudes towards gambling, including what they think about gambling participation for people their age.*

*It also explores young people’s exposure to gambling advertising and sponsorships, and whether young people think these factors influence their participation in gambling activities.*

*Additionally, young people were asked about their interactions with gambling companies through social media and, for the first time in the research series, various forms of direct marketing.*

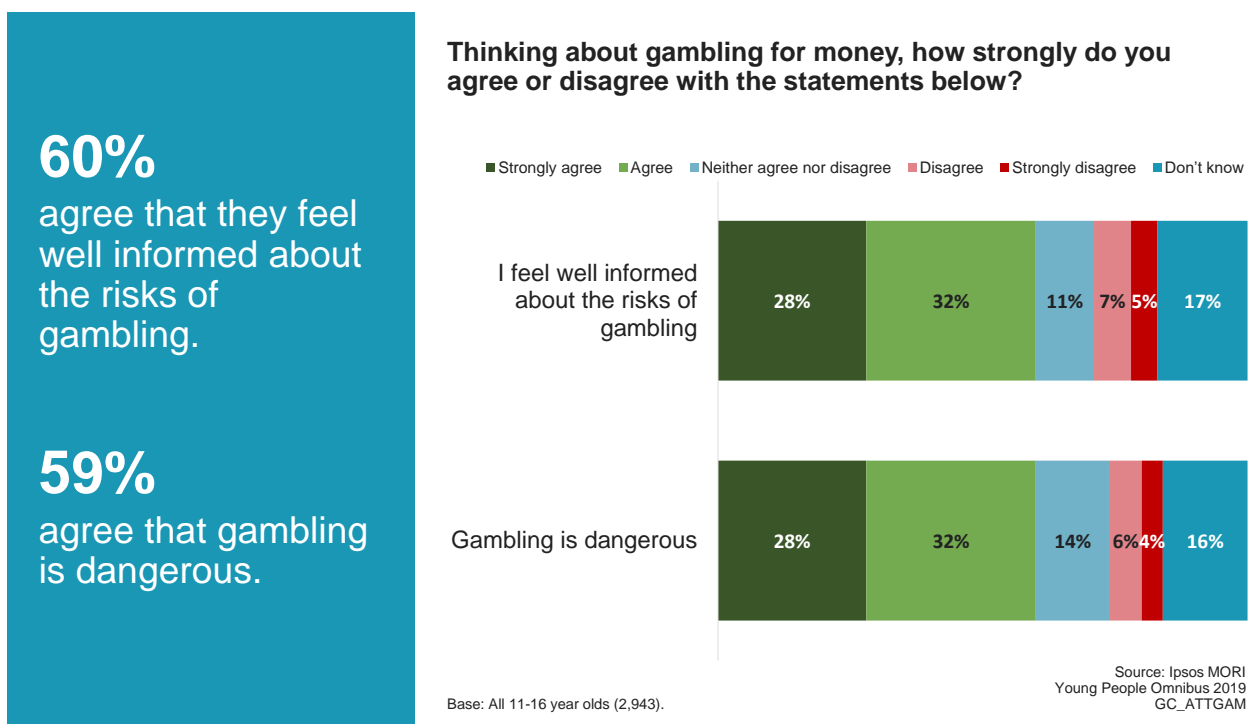
*Lastly, the survey looks at who, if anyone, young people have spoken to about the potential problems gambling can lead to, and who they would go to for help if they had problems with gambling.*

### 6.1 Young people’s attitudes towards gambling

Young people were asked to what extent they agree or disagree with several statements about gambling. They were provided with a prompt list to remind them of the activities included in the definition of ‘gambling’ for the purposes of the survey.

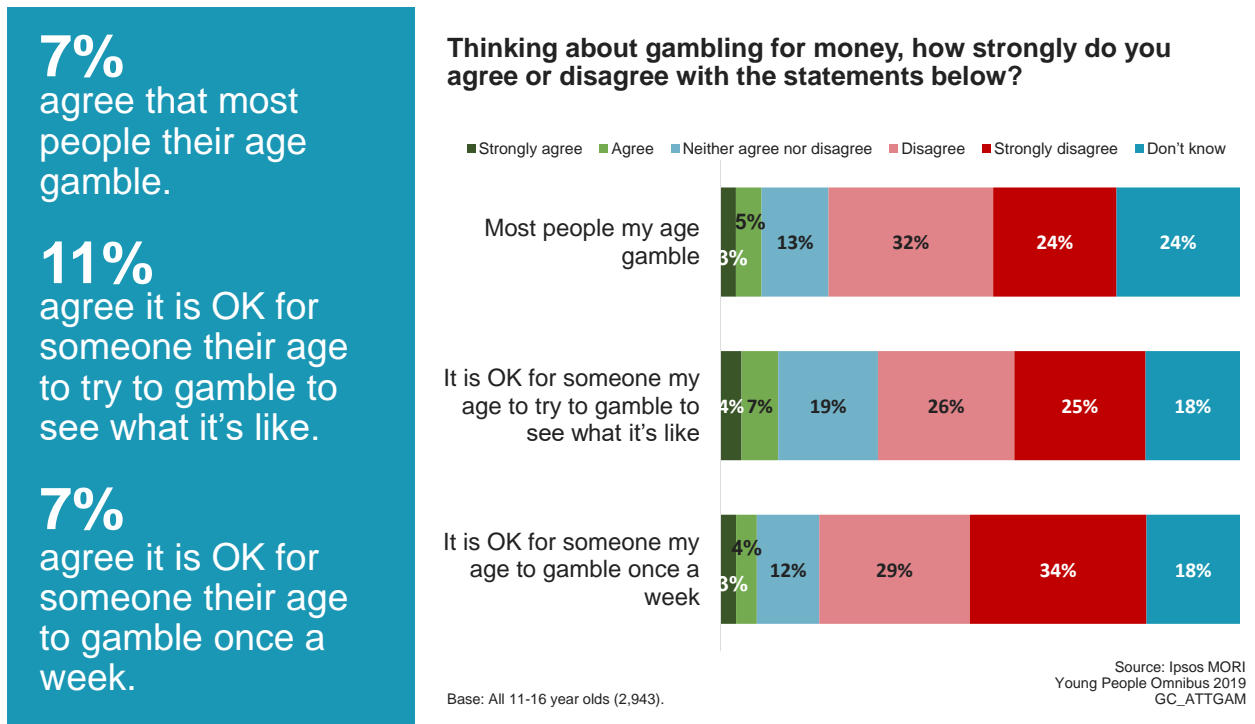
The majority (60%) agree that they feel well informed about the risks of gambling, and a similar proportion (59%) agree that gambling is dangerous.

**Figure 6.1: Young people’s attitudes towards gambling**



As in previous years, young people don’t regard gambling as a normal activity for people their age, 7% think that most people their age gamble. Few young people also agree that it is OK for people their age to gamble, either to see what its’s like (11%), or to do once a week (7% agree this is OK).

Figure 6.2: Young people's attitudes towards gambling continued



Attitudes towards gambling are similar across age groups, apart from the last two statements:

- Older age groups (14-16 years old) are more likely than younger age groups (11-13 years old) to agree that it is OK for someone their age to try to gamble to see what it's like (14% compared with 8%).
- Younger age groups are more likely to disagree that it is OK for someone their age to gamble once a week than older age groups (68% and 58% respectively).

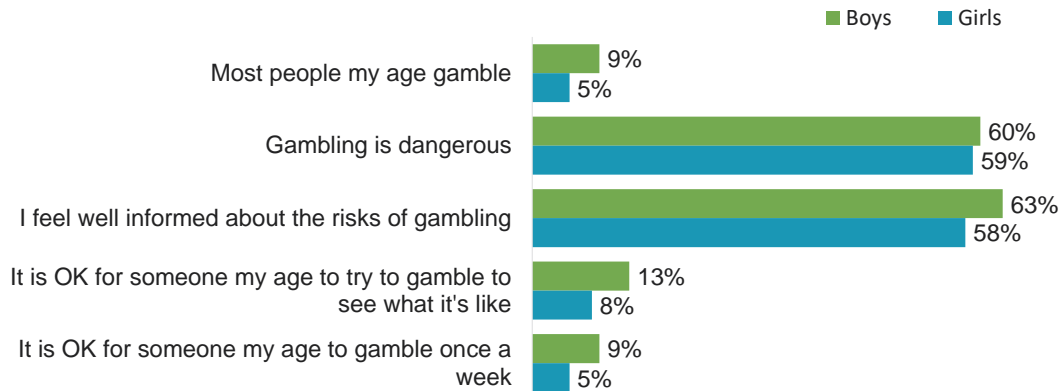
As in previous years, it is interesting to note that despite the higher gambling participation among boys, both sexes showed a similar level of agreement that gambling is dangerous. For the other statements, boys are more likely than girls to agree with the following:

- "I feel well informed about the risks of gambling" (63% of boys vs. 58% of girls);
- "Most people my age gamble" (9% vs. 5%);
- "It is OK for someone my age to gamble to try to see what it's like" (13% vs. 8%);
- "It is OK for someone my age to gamble once a week" (9% vs. 5%).

Figure 6.3: Attitudes towards gambling by gender

# Attitudes towards gambling by gender

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



Base: All 11-16 year olds who described themselves as a boy or girl (1,541 boys and 1,312 girls). Respondents in 2019 were also given the option to say they identify 'in another way' or 'prefer not to say'.

Source: Ipsos MORI  
Young People Omnibus 2019  
GC\_ATTGAM

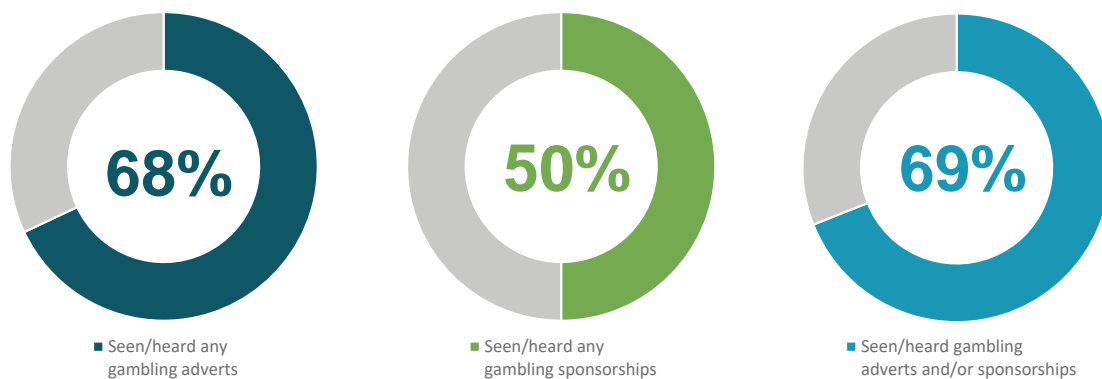
## 6.2 Young people's exposure to gambling adverts and sponsorships

The survey also explored the extent to which young people are exposed to gambling advertising, sponsorships, social media activity and direct marketing.

The majority of 11-16 year olds (69%) have seen or heard gambling adverts or gambling sponsorships. More than two thirds (68%) have seen or heard gambling adverts, and 50% have seen or heard gambling sponsorships.

Figure 6.4: Awareness of gambling adverts and sponsorships

# Awareness of gambling adverts and sponsorships



Base: All 11-16 year olds (2,943).

Source: Ipsos MORI  
Young People Omnibus 2019  
GC\_ADAWARE

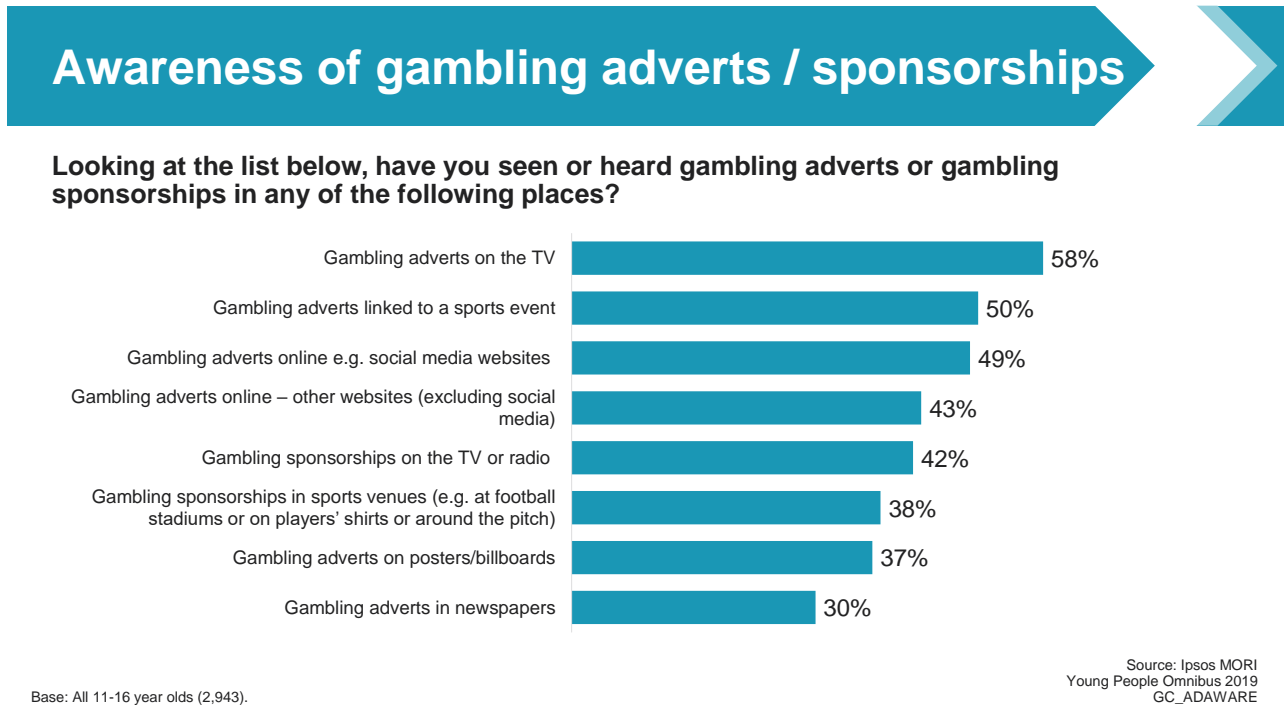
As in previous years, young people are most likely to have been exposed to adverts on the TV (58%), followed by adverts linked to a sports event (50%).

Many young people were exposed to gambling adverts online, with 49% having seen gambling adverts on social media websites and 43% on websites other than social media.

Despite being the least common type of advertising/sponsorships that they have been exposed to, three in ten young people have seen gambling adverts in newspapers (30%) and 37% have seen adverts on posters/billboards.

Half (50%) of young people have been exposed to gambling sponsorships: 42% have seen or heard these on the TV or radio, and 38% have seen gambling sponsorships in sports venues.

**Figure 6.5: Awareness of different types of gambling adverts/sponsorships**

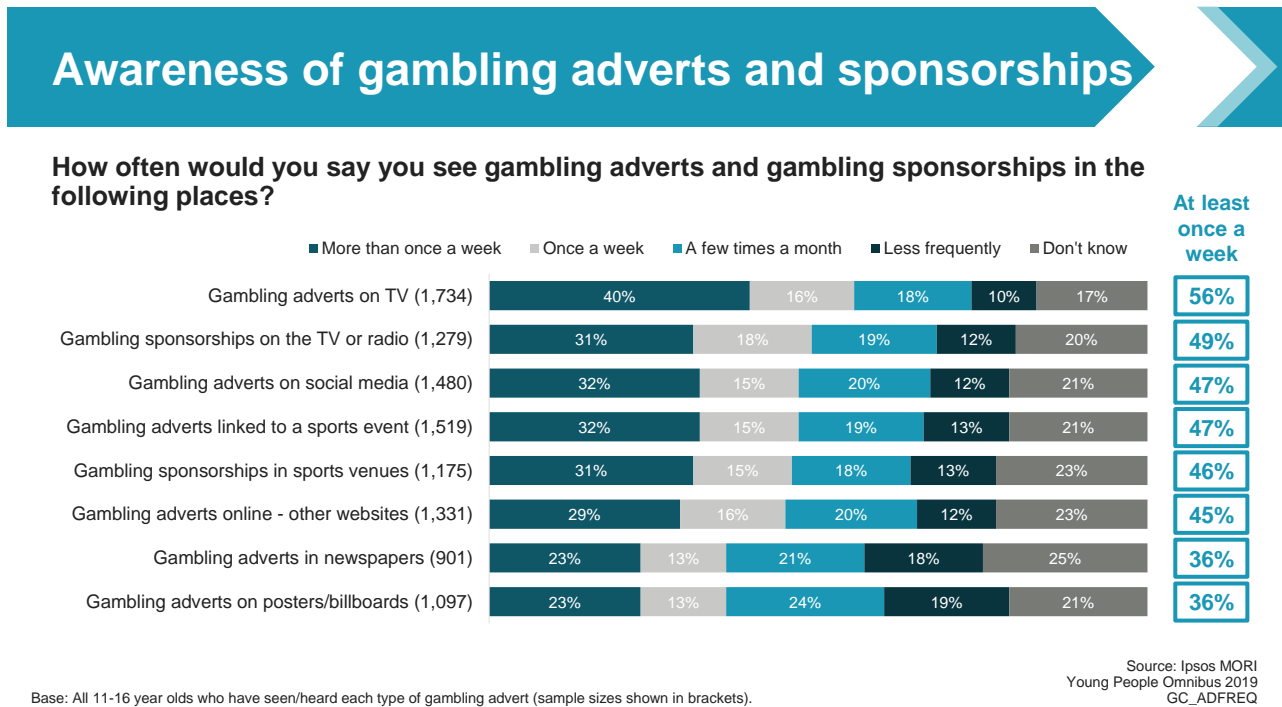


Gambling adverts and sponsorships are seen or heard frequently by young people. All types mentioned are seen at least once a week by at least one third of young people.

Adverts on TV are seen at least once a week by the highest proportion of young people (56%), with two in five (40%) reporting that they see these adverts *more than* once a week. Gambling sponsorships on the TV or radio were seen or heard at least once a week by a similarly high proportion of young people (49%).

Sports events and venues were associated with frequent exposure to gambling advertising: 47% of young people see gambling adverts linked to a sports event at least once a week and 46% see gambling sponsorships in sports venues at least once a week.

Figure 6.6: Frequency of seeing/hearing gambling adverts/sponsorships for those who have seen/heard advertising/sponsorships in each place



In 2019, for the first time, young people were asked to think back to the last time they had seen a gambling advert<sup>53</sup>. Two in five young people (40%) remember the last gambling advert they saw being about a National Lottery draw based game. Slightly fewer (33%) remember the last gambling advert they saw being about a sports event.

There were some differences in awareness of gambling advertising by gender:

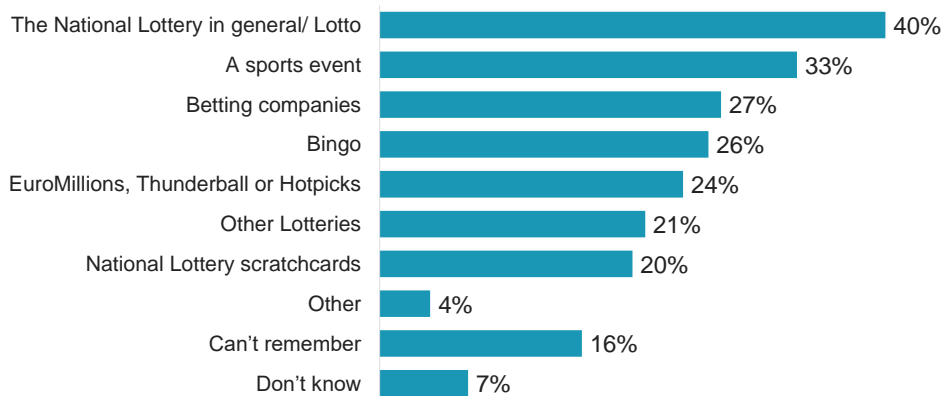
- Boys are more likely than girls to report seeing or hearing a gambling advert about a sports event (39% of boys vs. 28% of girls) or betting company (34% vs. 21%);
- Girls are more likely than boys to remember the last gambling advert they saw was about a National Lottery draw based game (47% of girls vs. 34% of boys) or bingo (33% vs. 20%).

<sup>53</sup> Young people were asked to remember what the last gambling advert they saw or heard was about, and the question included a list of options (shown in Figure 6.7). It should be noted that the National Lottery Set for Life game was not included, as this was launched in March 2019 when the YPO survey was already in field.

Figure 6.7: Content of gambling adverts young people have seen/heard

# Gambling advert content

And thinking about the last time you saw or heard a gambling advert, do you remember what it was about?



Base: All 11-16 year olds who have seen gambling advertising (2,049).

Source: Ipsos MORI  
Young People Omnibus 2019  
GC\_ADABOUT

## 6.3 Whether ever prompted to gamble by adverts / sponsorships

Among young people who have ever seen or heard any gambling advert or sponsorship, the majority (83%) say that it did not prompt them to spend money on gambling when they did not otherwise plan to. However, 7% say that the advert or sponsorship *did* prompt them to do so, and 10% are unsure.

This is consistent with 2018, when 7% said that an advert or sponsorship had prompted them to spend money on gambling when they weren't otherwise planning to. However, caution should be taken when comparing the results over time given the change in the method of data collection and questionnaire changes<sup>54</sup>.

The impact of gambling adverts and sponsorships seems stronger for boys than girls, with 9% of boys who say they have been prompted to spend money on gambling when they otherwise wouldn't have, compared to 4% of girls.

There also appears to be an association between gambling adverts/sponsorships and the types of gambling young people have participated in:

- Those who have ever spent money on online gambling are more likely to report that advertising/sponsorships have influenced them to gamble (27% say yes), compared to those who have never gambled (5%).
- There is a similar pattern for those who have ever played any National Lottery game compared to those who have never gambled (16% and 5%, respectively).

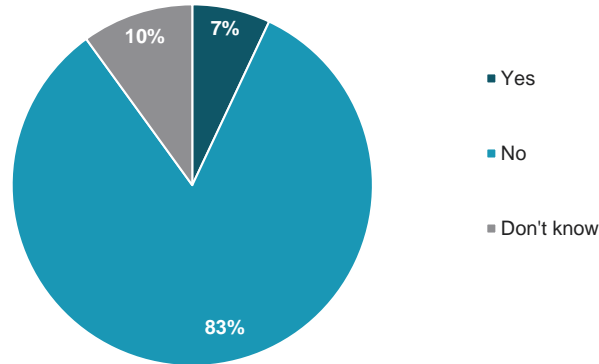
<sup>54</sup> This question is asked only to those who have ever seen or heard any gambling adverts or sponsorships. The previous question on which this routing is based changed in 2019 to ask separately about whether young people had seen/heard each form of advertising, followed by a question about the frequency of exposure. In 2018, young people were asked one question about how frequently, if ever, they seen each form of gambling advertising/sponsorships.



Figure 6.8: Whether gambling adverts/sponsorships have ever prompted young people to gamble when they otherwise weren't planning to

## Impact of gambling adverts or sponsorships

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 or heard any gambling adverts or sponsorships (2,049).

Source: Ipsos MORI  
Young People Omnibus 2019  
GC\_ADSPEND

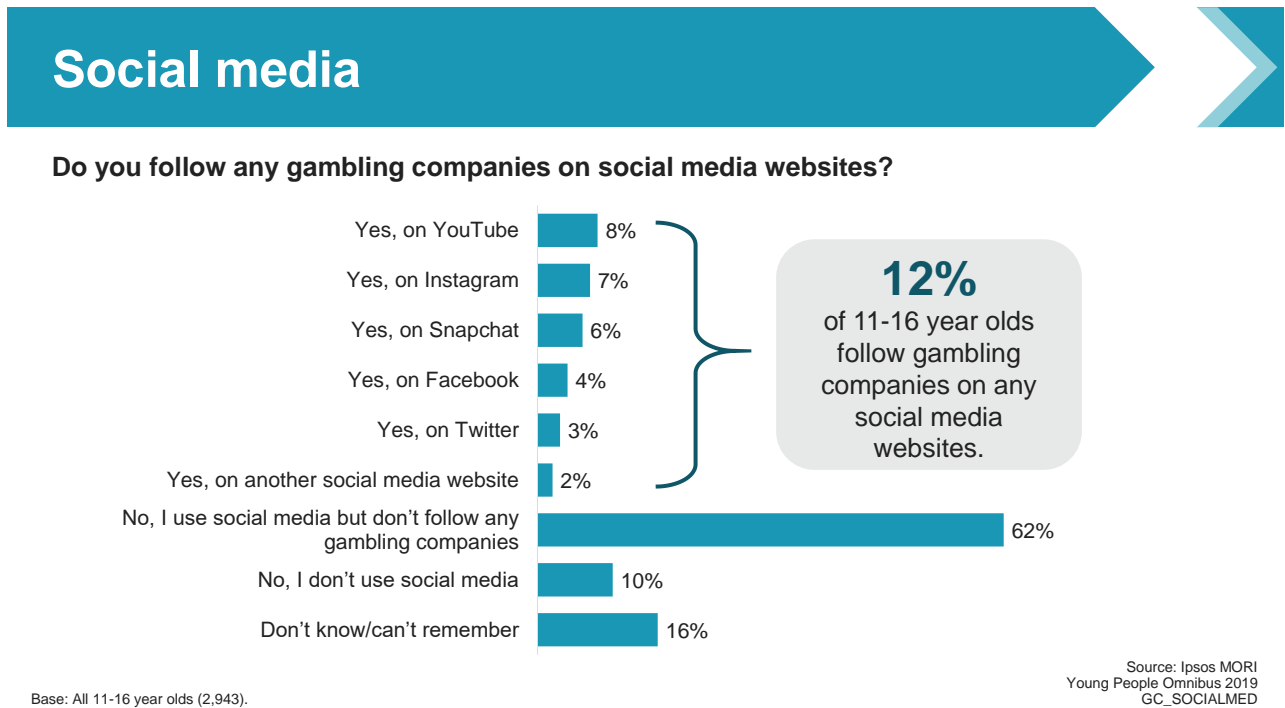
### 6.4 Gambling companies followed on social media

A minority of young people (12%) follow or watch gambling companies on social media websites. The most common platform used to follow gambling companies is YouTube (8%), followed by Instagram (7%) and Snapchat (6%).

In line with differences in rates of gambling, boys are more likely than girls to follow or watch gambling companies on social media (14%, compared with 9%). There are no significant differences by age.

Although the question wording has changed this year to ask about different social media websites, the combined figure of those who follow gambling companies on any social media websites has remained consistent with 2018 (12%).

Figure 6.9: Gambling companies on social media

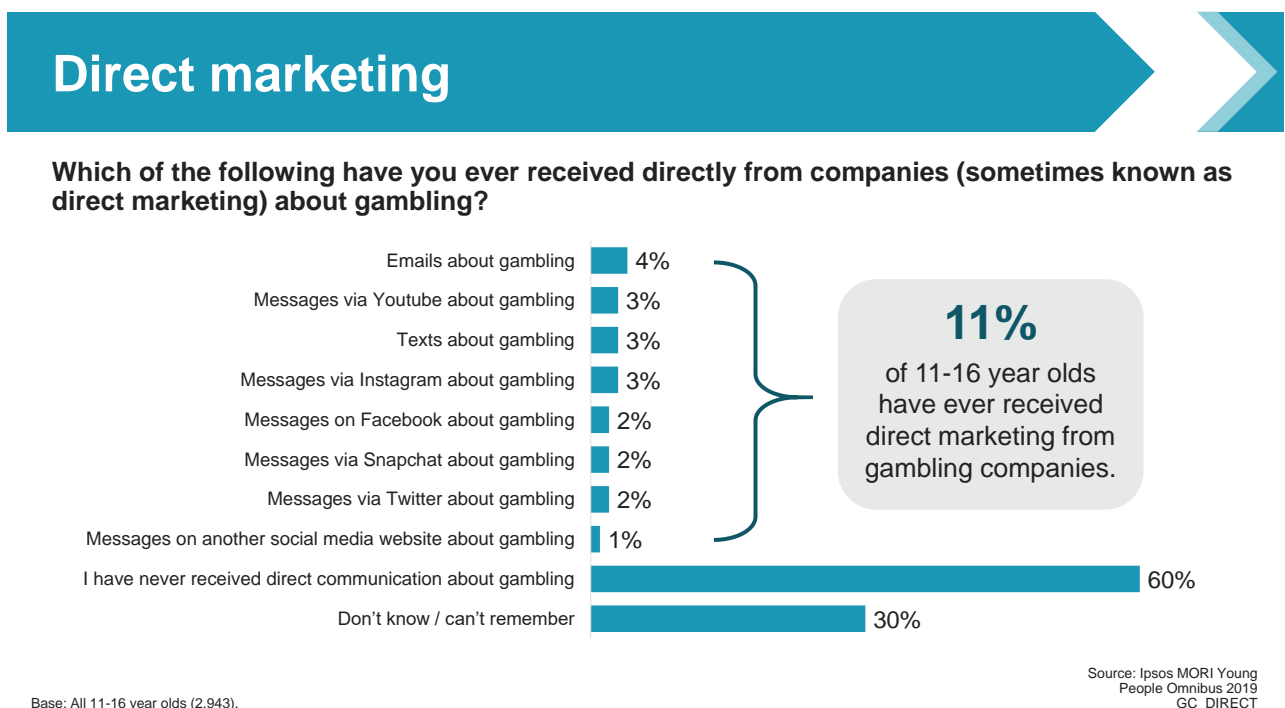


### 6.5 Experience of gambling related marketing

In 2019, for the first time, young people were asked about marketing they may have received directly from gambling companies via emails, online messages or texts. One in ten (11%) have received some form of gambling related marketing. Proportions are low and similar across different channels, with emails about gambling being most common: 4% of young people have received these.

Again, in line with differences in gambling participation, boys are more likely than girls to say they have received any kind of direct marketing from gambling companies (14%, compared with 6%).

Figure 6.10: Direct marketing from gambling companies



## 6.6 Sources of advice about problems related to gambling

Overall, half of the 11-16 year olds who took part in the study have been spoken to about the potential problems gambling can lead to. Most commonly this is by a parent or guardian (34%), or by a teacher (19%). Almost one third (32%) say no one from the list provided has spoken to them about these potential problems.

Although the response options have changed since 2018 and caution should be taken in comparing the results over time, the overall pattern of young people having typically been spoken to by a parent/guardian, teacher, or family member has remained consistent.

Figure 6.11: Who has spoken to young people about the potential problems gambling can lead to



## 6.7 Help for gambling related problems

In 2019, for the first time, young people were asked who they would go to for help if they were to have problems with gambling.

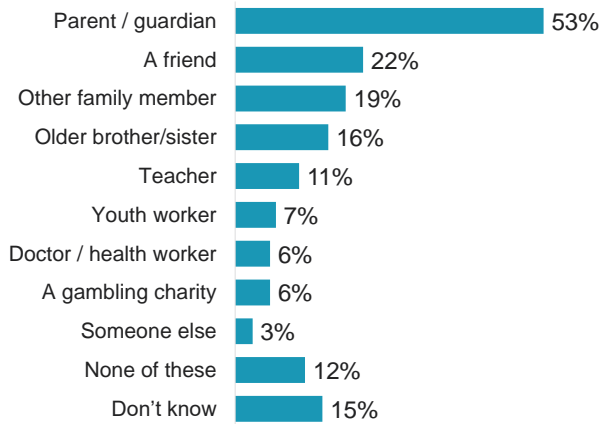
Almost three quarters (74%) of young people know who they would go to for help if they had problems with gambling, typically a family member rather than professional forms of help. As shown in Figure 6.12, half (53%) say they would go to a parent or guardian, 16% say they would go to an older sibling, and 19% say they would go to another family member. Some young people (22%) would also go to a friend for help.

Girls are more likely than boys to know who they would go to for help (76%, compared with 71%).

Figure 6.12: Who young people who go to for help with gambling-related problems

# Sources of support

And if you had problems with gambling, who would you go to for help?



**74%**  
of 11-16 year olds know who they would go to for help if they had problems with gambling.

Base: All 11-16 year olds (2,943).

Source: Ipsos MORI  
Young People Omnibus 2019  
GC\_HELP

## Summary

The majority of young people surveyed think that gambling is dangerous and feel well informed about the risks. Young people also don't think that gambling is normal among their age group. Overall, they disagree that most people their age gamble, they disagree that it is ok for someone their age to try gambling to see what it's like or to do once a week.

Exposure to gambling advertising and sponsorships is high. 69% of young people have seen or heard some form of gambling adverts or sponsorships, most commonly on the TV.

While most young people (83%) report that gambling adverts have not prompted them to spend money on gambling when they were not otherwise planning to, 7% say that adverts have had an influence. The impact seems to be larger on boys than girls (9%, compared with 4%).

Small proportions of young people follow gambling companies on social media (12%) and have received direct marketing from gambling companies (11%).

Half (50%) of young people have been spoken to about the potential problems that gambling can lead to and three quarters (74%) know who they would go to for help if they had problems related to gambling.

## 7. The role of parents/ guardians

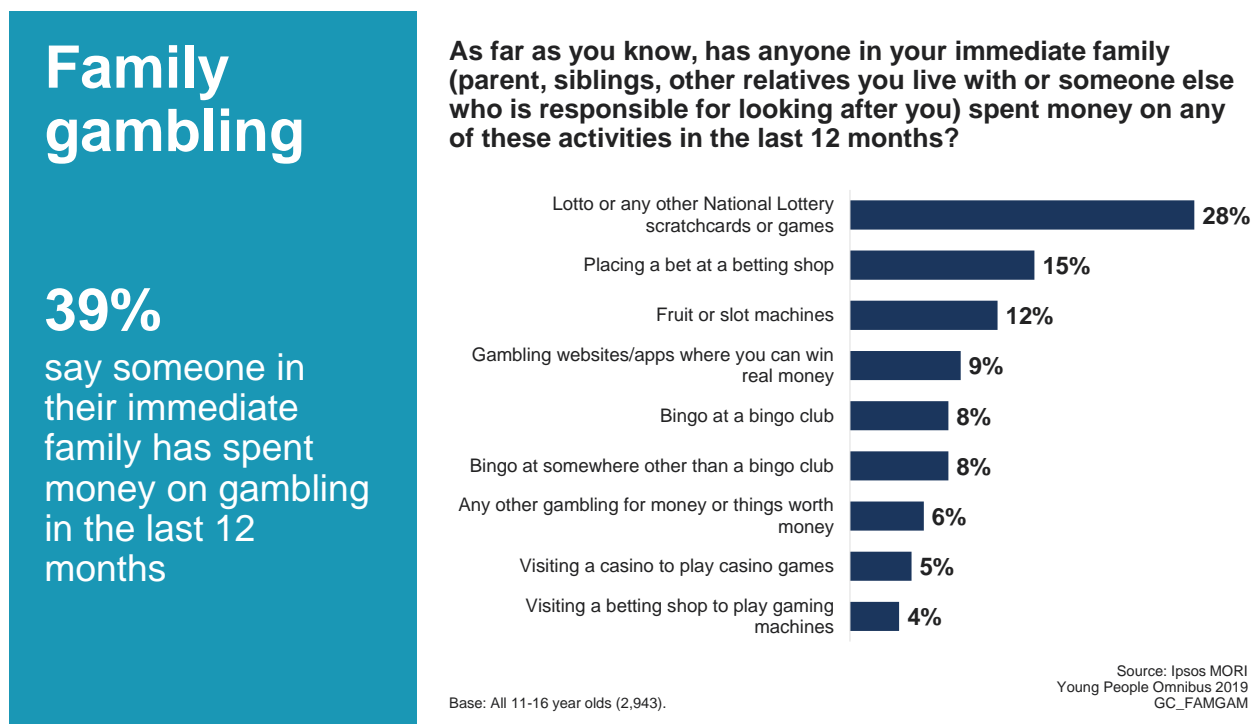
*This section looks at the gambling behaviour young people's immediate family and the impact this gambling may have on the young person. It also explores parents'/guardians' gambling attitudes in relation to their child and their approach to setting rules about gambling.*

### 7.1 Parents/ guardians gambling participation in the last 12 months

In 2019, for the first time, young people were asked if anyone in their immediate family had spent money on gambling in the last 12 months. Nearly two in five (39%) young people say that someone in their immediate family has spent money on gambling, and in line with findings from adult gambling participation research<sup>55</sup>, the majority of these young people say someone in their family has spent money on the National Lottery (28%).

Half of those who have ever gambled say that an immediate family member has gambled in the last 12 months (48%) compared with one third (34%) who have never gambled.

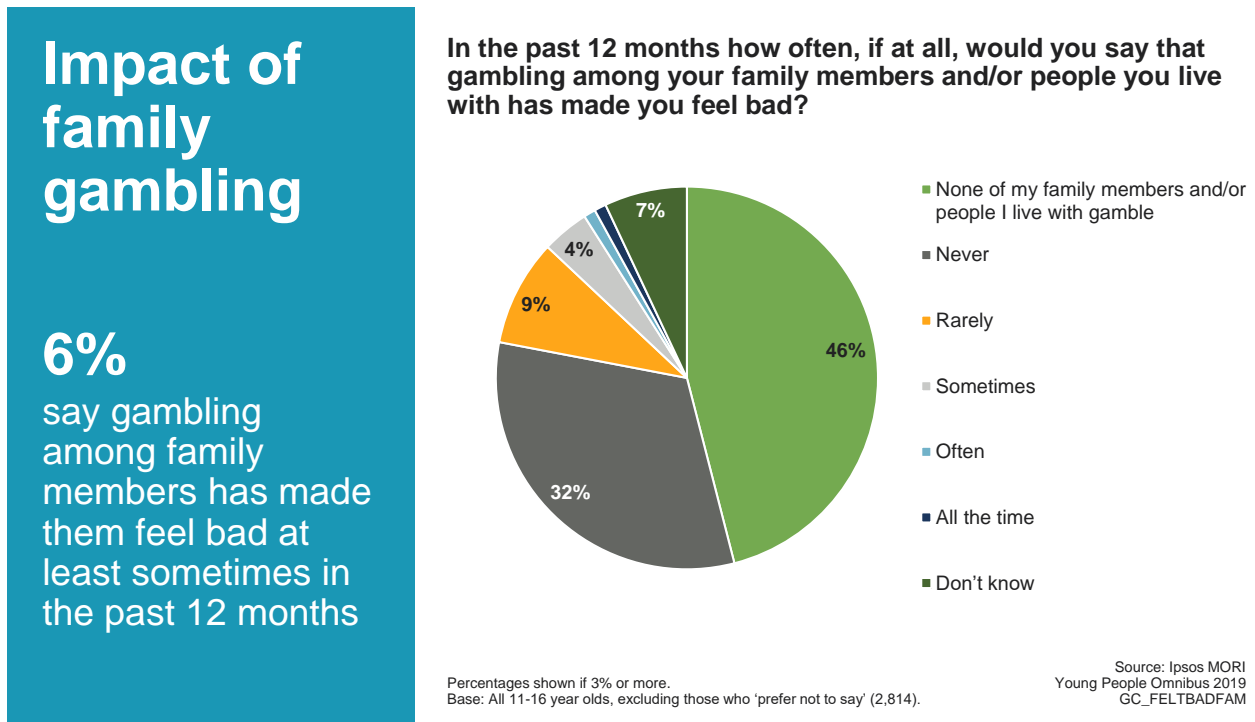
**Figure 7.1: Gambling among young people's family members/people they live with**



One in twenty 11-16 year olds (6%) say that gambling among their family members and/ or people they live with has made them feel bad; either all the time, often or sometimes in the last 12 months. However, one third (32%) have never felt bad as a result of a family or household member gambling and approaching half (46%) say that no one in their household gambles, as shown in Figure 7.2.

<sup>55</sup> <https://www.gamblingcommission.gov.uk/PDF/survey-data/Gambling-participation-in-2018-behaviour-awareness-and-attitudes.pdf>

Figure 7.2: Impact of family/household members' gambling on young people



Among those whose family/household members do gamble, one in ten (14%) have felt bad as a result of this behaviour at least sometimes in the last 12 months. The prevalence of 'feeling bad' as a result of gambling among family/household members was greater than that felt due to a young person's own gambling behaviour (5%).

## 7.2 Parental attitudes towards young people gambling

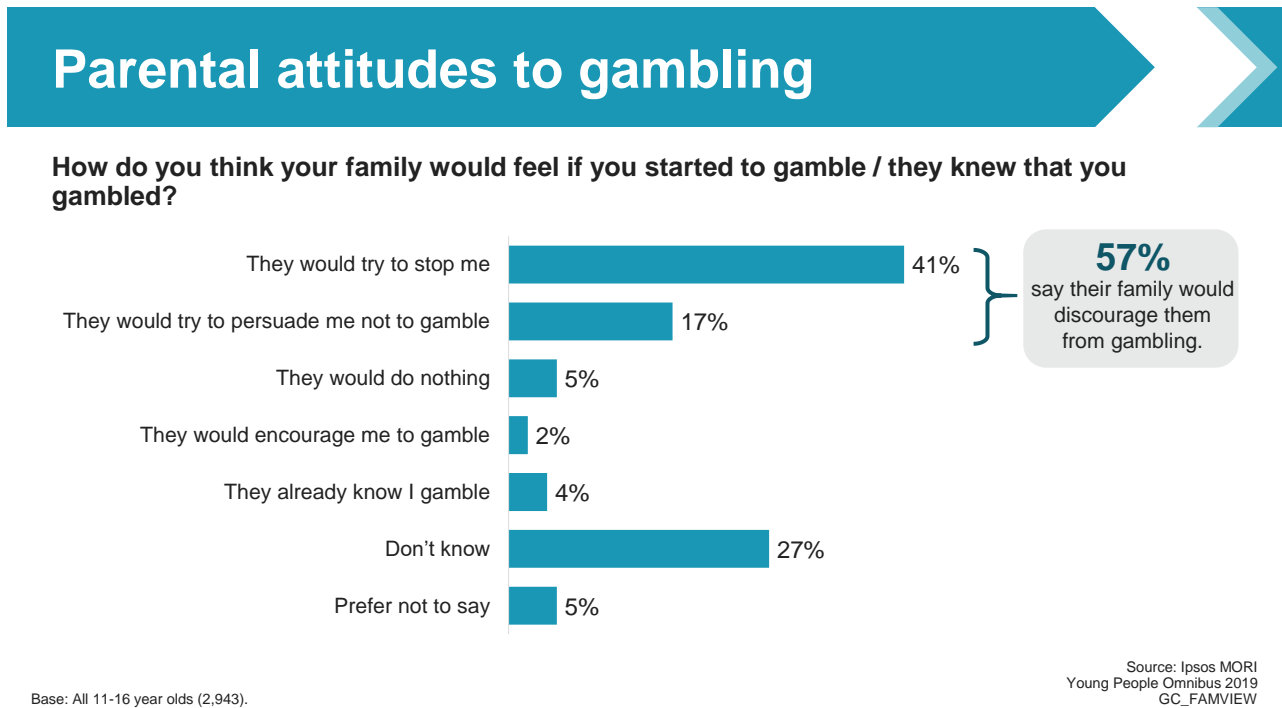
The majority (57%) of young people feel that their family would prefer that they didn't gamble. Two fifths (41%) say their family would try to stop them from gambling or try to persuade them not to (17%) if they knew that they gambled or if they started to gamble. More than one quarter (27%) don't know how their parents would feel in this situation.

11-13 year olds are more likely to say that their family would try to stop them from gambling than 14-16 year olds (43% compared with 38%).

There are also differences in perceived parental attitudes between different types of gamblers:

- 'Problem' gamblers and 'at risk' gamblers are more likely than 'non-problem' and non-gamblers to say that their family would do nothing if they knew they gambled (17% combined compared with 5% respectively).
- 'Problem' gamblers were also more likely to say that their family would encourage them to gamble (22%) compared to the overall figure (2%).

Figure 7.3: Parental attitudes to gambling

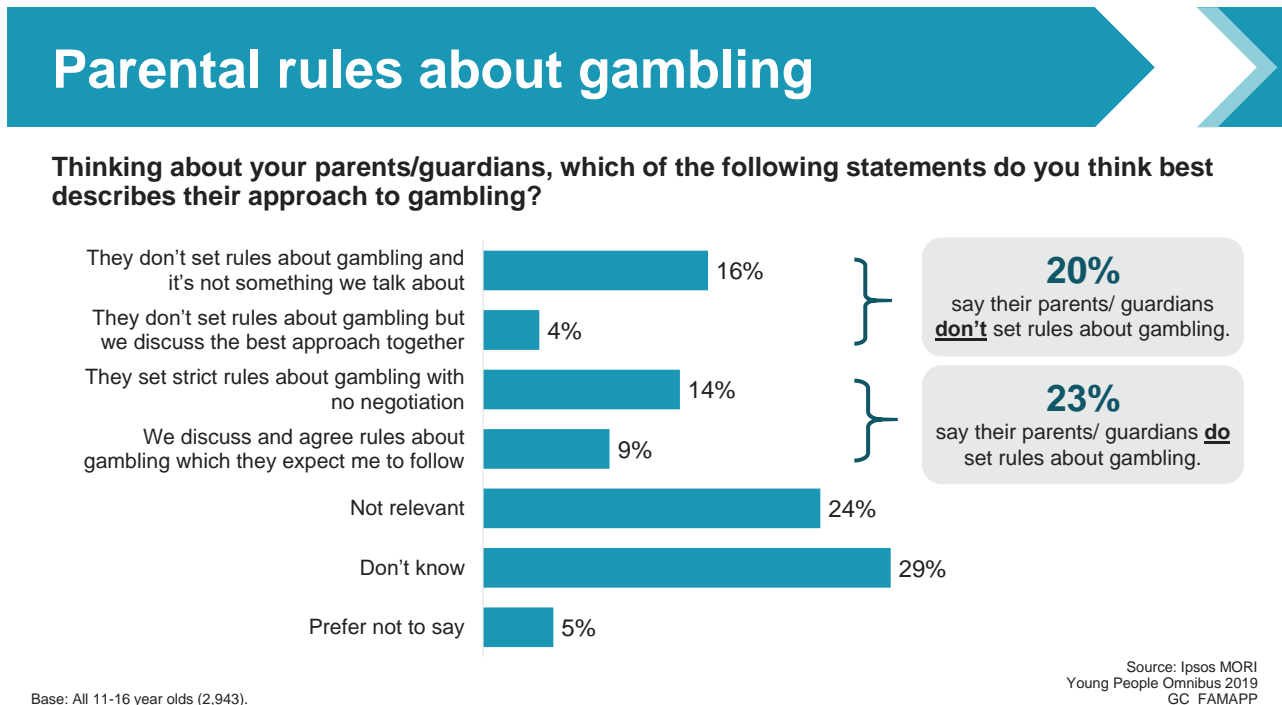


### 7.3 Parental rule setting about gambling

When asked about their parents'/guardians' approach to setting rules about gambling, nearly one quarter (23%) of young people say they have rules in place. For the most part these rules are strict and set without negotiation (for 14% of young people), but some (9%) discuss and agree these rules together.

Unsurprisingly given the large number of young people who don't gamble, 57% don't know their family's approach, feel this question is not relevant to them, or prefer not to say.

Figure 7.4: Parental rules about gambling



## Summary

39% of young people say that someone in their immediate family has spent money on gambling in the past 12 months, most commonly on the National Lottery, which is in line with the findings from adult gambling participation research.

This gambling among family members has a negative impact for some young people, with 14% of those who say someone in their family or household gambles feeling bad as a result.

The majority of young people (57%) say their family would discourage them from gambling if they started/found out they gambled. However, just 23% of young people say their parents set rules about gambling.



## 8. Appendices

### 8.1 Research design

#### Sampling

The Young People Omnibus (YPO) survey aims to represent pupils in curriculum years 7 to 11 (S1 to S5 Scotland) attending academies<sup>56</sup> and maintained<sup>57</sup> secondary and middle-deemed secondary schools in England, Wales and Scotland. To enable this a three-stage sampling process was used:

1. In England and Wales, a sample of schools was selected from Department for Education's 'Get Information About Schools' database (a comprehensive listing of secondary schools in England and Wales). Special schools and sixth form colleges were excluded. The sample frame was stratified by Government Office Region (GOR) and, within each stratum, schools were selected proportional to the number of pupils attending the school. In total 575 schools were selected to participate in the survey. In Scotland, a sample of 33 schools was selected from the Scottish Government's school contacts database<sup>58</sup>. The sample was stratified by LA and school size.
2. One curriculum year group (Year 7-Year 11<sup>59</sup>) was selected at random for each school.
3. In the specified curriculum year group, schools were asked to nominate one mixed ability class group to take part<sup>60</sup>. All members of the randomly-selected class group were selected to fill out the self-completion survey.

#### Schools recruitment

To maintain comparability, the sampling of schools has remained consistent year on year. However, the way in which schools are recruited evolves to respond to technological developments and the increasing demands that are made on schools.

#### Advance packs

All schools in the main sample for England and Wales receive a pack of information in early January. The pack includes: a letter informing them about the survey, a leaflet containing more information on how the data is used and contact details for the Ipsos MORI Young People Omnibus team. The packs are addressed to a named head teacher.

In Scotland, the first step was to send a letter to local authorities which contain schools in the sample frame. Local authorities are informed about the survey and given the option to opt out of the research, on behalf of schools in their area. As Ipsos MORI was completing the SALSUS<sup>61</sup> survey across Scottish schools during January-March 2019, in order not to burden local authorities and their schools further, fieldwork for the Young People Omnibus started slightly later, with sampled schools in Scotland receiving their information packs in April.

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<sup>56</sup> Academies (including free schools) are public funded, independent schools held accountable through a legally binding 'funding agreement'. Note: This definition only applies to schools in England. Schools in Scotland and Wales are sometimes called 'Academies' but do not follow the same system or policies as schools in England.

<sup>57</sup> Maintained schools are overseen, or 'maintained' by the Local Authority.

<sup>58</sup> Two Scottish schools were later excluded on the request of the local authority.

<sup>59</sup> Years S1 to S5 in Scotland.

<sup>60</sup> In total, four schools across England, Wales and Scotland provided responses from two classes, rather than one; reflecting pupil absence or other circumstances on the day that the survey took place.

<sup>61</sup> Scottish Schools Adolescent Lifestyle and Substance Use Survey.

## Recruitment

Schools recruitment at Ipsos MORI is managed by our team of experienced recruiters. At the start of January, the Ipsos MORI Young People Omnibus research team conducted a face-to-face briefing to inform recruiters about the survey content, update them of any changes, and share ideas and tips for encouraging participation.

Recruiters were allocated sample in batches, which contains a mix of regions (to avoid bias). The sample included contact details for the school. Where possible, recruiters sought to enrich this by looking at the school website to try and obtain a named contact or direct email address.

Recruiters made contact with all schools in their sample to a) gain head teacher consent for the school to participate, b) collect contact details for a liaison person within the school (usually the teacher for the selected class), c) select one class from the nominated curriculum year group for the school, and d) arrange a time and date when the class intends to take part in the online survey. Recruiters managed this process by using an electronic booking system, which the research team also access to monitor the response rate.

Over the years incentives have become an essential addition to protecting the response rate, particularly in London. They also help encourage schools to choose to participate in the Young People Omnibus over other surveys, which offer cash incentives. In 2019, all schools participating in the Young People Omnibus were offered a £100 cash incentive. Schools were also given a teaching pack, containing free data and example exercises to use in their classes, and an infographic A3 poster highlighting key findings from YPO surveys to display in class.

Once a school agreed to participate a confirmation email was sent, providing schools with their individual online survey link, a template for letters to parents and further information to administer the survey. Hard copies of the parent letter and information booklets for participating students are sent at the same time by post.

Fieldwork for the study was conducted from 12<sup>th</sup> February to 19<sup>th</sup> June 2019.

## Response rate

In total, from a sample frame of 606 schools in Great Britain, 124 took part in the 2019 YPO survey, giving a school response rate of 21%. Overall, 2,943 pupils aged 11-16 years from 128 class groups completed the survey online; an average of 23 pupils per class.

Of the 575 schools approached in England and Wales, 111 participated, giving an unadjusted school response rate of 19% and providing 2,684 completed online survey responses across 114 class groups; an average of 24 pupils per class.

In Scotland, 33 schools were included in the sample frame, but two were excluded on the request of the local authority. Consequently, 31 schools were approached to participate and 13 agreed to do so, giving an adjusted response rate of 42%. In total, 259 pupils from 14 classes participated in Scotland, an average of 19 pupils per class.

## Weighting

Data are weighted by gender, age and region. The weights were derived from data supplied by the following sources:

- for England, the Department for Education: '*Schools pupils and their characteristics 2018 – national tables*' (Table 1d) and '*Schools pupils and their characteristics 2018 – LA table overall figures*' (Table 7c). See <https://www.gov.uk/government/statistics/schools-pupils-and-their-characteristics-january-2018>
- for Wales, StatsWales. See <https://statswales.gov.wales/Catalogue/Education-and-Skills/Schools-and-Teachers/Schools-Census/Pupil-Level-Annual-School-Census/Pupils/pupils-by-yeargroup-sex>

- for Scotland, Scottish Government's school contacts database. See <https://www2.gov.scot/Topics/Statistics/Browse/School-Education/dspupcensus/dspupcensus18>

The effect of weighting is shown in the sample profile in Section 8.2.

## Grossing up data

Grossing is the process of applying factors to survey sample data so that they yield estimates for the overall population. The simplest grossing system, adopted here, is to use a single factor, e.g. the proportion of individuals in the achieved sample, multiplied by the number in the population.

Population estimates for young people who have gambled in the past 7 days and problem gamblers have been calculated by the Gambling Commission. The following sources of numbers of school pupils in the relevant year groups in England, Scotland and Wales were used:

- for England, the Department for Education: '*Schools pupils and their characteristics 2018* - <https://www.gov.uk/government/statistics/schools-pupils-and-their-characteristics-january-2018>
- for Wales, StatsWales – <https://statswales.gov.wales/Catalogue/Education-and-Skills/Schools-and-Teachers/Schools-Census/Pupil-Level-Annual-School-Census/Pupils/pupils-by-yeargroup-sex>
- for Scotland, Scottish Government's school contacts database – <https://www2.gov.scot/Topics/Statistics/Browse/School-Education/dspupcensus/dspupcensus18>

It is important to note that we are reporting an approximate number of 11-16 year olds who gamble or are classified as problem gamblers based on national figures for the year groups eligible for the survey and that participation rates among all 11-16 year olds in the population may be different as not all school types were eligible for the survey (e.g. fee-paying, special schools and Pupil Referral Units were excluded). In addition, all population estimates suffer from sampling errors and the standard biases which occur, such as non-response from school and pupils.

A confidence interval presents a range within which the true population value is likely to fall. However, this assumes a random sample that is free from systematic bias. It does not allow for any of the systematic biases that are likely to have occurred with these data due to, for example, non-response from schools and pupils, measurement error and mis-reporting. The estimates reported should therefore be treated with caution.

- On page 1, the report states:

The 11% of young people in 2019 who say they have gambled in the past 7 days, equates to approximately 350,000 11-16 year olds in England, Scotland and Wales.

The lower and upper confidence intervals for this figure are 9% and 13%, which equate to 300,000 and 405,000 (rounded to the nearest 5,000).

- On page 3, the report states:

When grossed up to population figures, the 1.7% of young people classified as problem gamblers equates to approximately 55,000 11-16 year olds in England, Scotland and Wales.

The lower and upper confidence intervals for this figure are 1.2% and 2.2%, which equate to 35,000 and 70,000 (rounded to the nearest 5,000).

## 8.2 Sample profile

Table 8.1 outlines the details of the sample profile for the 2019 study; covering all 11-16 year olds who participated in the Young People Omnibus. This is the third year in which Ipsos MORI approached schools in Scotland as part of the study. Table 8.2 that follows compares the sample profile for the current project with the previous six studies (2013-2018).

**Table 8.1: Sample profile 2019**

Sample profile – 2019		Unweighted Number	Unweighted (%)	Weighted (%)
<b>Total<sup>62</sup></b>		2,943	100	100
<b>Gender of Pupils<sup>63</sup></b>				
	Male	1,541	52	49
	Female	1,312	45	48
	In another way	39	1	1
	Prefer not to say	51	2	2
<b>Age of Pupils</b>				
	11	180	6	7
	12	606	21	21
	13	548	19	21
	14	544	18	20
	15	718	24	20
	16	347	12	12
<b>Year of Pupils<sup>64</sup></b>				
	7	598	20	21
	8	569	19	21
	9	454	15	20
	10	753	26	20
	11	569	19	18
<b>Ethnic Origin</b>				
	White	2,308	78	77
	BME	590	20	22
<b>Region</b>				
	London	292	10	14
	South East	445	15	14
	South West	157	5	9
	North East	126	4	4
	North West	259	9	11
	East of England	218	7	10
	East Midlands	363	12	8
	West Midlands	190	6	10
	Yorkshire & Humberside	255	9	9
	Scotland	259	9	7
	Wales	379	13	4

<sup>62</sup> Where responses do not sum to 100% this is due to rounding or some young people selecting 'not stated'.

<sup>63</sup> Young people were also given the option of 'in another way' (n=39, 1% unweighted) and 'prefer not to say' (n=51, 2% unweighted) at this question.

<sup>64</sup> For Scotland the equivalent year groups are S1-S5.

Table 8.2: Sample profile 2013-2019

Sample profile – 2013-2019	2013 Weighted %	2014 Weighted %	2015 Weighted %	2016 Weighted %	2017 Weighted %	2018 Weighted %	2019 Weighted %
<b>Total</b>	100	100	100	100	100	100	100
<b>Gender of Pupils</b>							
Male	50	50	50	51	50	50	49
Female	49	49	49	49	49	49	48
<b>Age of Pupils</b>							
11	9	8	9	10	7	5	7
12	20	19	19	20	21	22	21
13	20	20	19	20	20	22	21
14	20	21	21	19	21	20	20
15	19	20	21	21	18	20	20
16	12	11	11	10	13	11	12
<b>Year of Pupils</b>							
7	19	19	19	20	21	21	21
8	20	20	20	20	21	21	21
9	20	20	20	20	20	20	20
10	21	20	20	20	20	19	20
11	20	21	21	20	19	19	18
<b>Region</b>							
London	13	14	14	14	14	13	14
South East	15	15	15	15	14	16	14
South West	9	9	9	9	9	6	9
North East	5	5	5	5	4	-	4
North West	13	12	12	12	12	-	11
North	-	-	-	-	-	16	-
East of England	11	11	11	11	10	10	10
East Midlands	8	9	9	8	8	8	8
West Midlands	10	11	11	11	10	11	10
Yorkshire & Humberside	10	10	10	10	9	9	9
Wales	7	6	6	5	4	4	4
Scotland	-	-	-	-	7	7	7

### 8.3 Statistical reliability

The respondents to the questionnaire are only samples of the total population, so we cannot be certain that the figures obtained are exactly those we would have if everybody had been interviewed (the true values). We can, however, predict the variation between the sample results and the true values from knowledge of the size of the samples on which the results are based and the number of times that a particular answer is given. The confidence with which we can make this prediction is usually chosen to be 95% - that is, the chances are 95 in 100 that the true value will fall within a specified range. Table 8.3 illustrates the predicted ranges for different sample sizes and percentage results at the 95% confidence interval.

**Table 8.3: Approximate sampling tolerances by sample size**

Size of sample on which survey results is based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or 90%	30% or 70%	50%
	±	±	±
100 interviews	6	9	10
500 interviews	3	4	4
1,000 interviews	2	3	3
2,943 interviews (Young People Omnibus respondents, 2019)	1	2	2

Source: Ipsos MORI

For example, with a sample of 2,943 where 30% give a particular answer, the chances are 95 in 100 that the “true” value (which would have been obtained if the whole population had been interviewed) will fall within the range of plus or minus 2 percentage points from the sample result.

Strictly speaking the tolerances shown here apply only to random samples, although they offer an approximation for the complex design used by the current study.

When results are compared between separate groups within a sample, different results may be obtained. The difference may be “real”, or it may occur by chance (because not everyone in the population has been interviewed). To test if the difference is a real one - i.e. if it is “statistically significant”, we again have to know the size of the samples, the percentage giving a certain answer and the degree of confidence chosen. If we assume the “95% confidence interval”, the differences between the two sample results must be greater than the values given in the Table 8.4.

**Table 8.4: Differences required for significance**

Size of sample compared	Differences required for significance at or near these percentage levels		
	10% or 90%	30% or 70%	50%
	±	±	±
100 and 100	8	13	14
250 and 100	7	11	12
500 and 250	5	7	8
500 and 500	4	6	6
1,000 and 500	3	5	5
1,000 and 1,000	3	4	4
1,500 and 1,000	2	4	4

Source: Ipsos MORI

## 8.4 The impact of moving online

In 2019, the Ipsos MORI Young People Omnibus survey was conducted online. The decision to move from a paper-based methodology to online was made in order to improve data quality, particularly for modules such as those run by the Gambling Commission which involve complex routing. Moreover, evidence from other studies suggest that schools are increasingly able to accommodate online survey sessions and may find it more convenient to take part online, rather than schedule an interviewer to administer a pen and paper survey sessions<sup>65</sup>.

Since the survey started in 1996 the Ipsos MORI Young People Omnibus 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 with the result that 71% of responding pupils completed online, and 29% on paper.

The split methodology approach taken in 2018 allowed the research team to compare several questions, asked on behalf of the Gambling Commission and several other clients who had subscribed to the study, to investigate whether responses were different among young people responding via paper versus online. In the review of the 2018 split methodology survey, although there were a few questions where responses differed by mode, we did not find any consistent differences in responses between different question formats (such as pre-coded list questions, Likert scale questions, or questions using grids), and no consistent differences in respondents in one mode being more likely to report sensitive behaviours. Where trend questions were asked that had been used on previous waves of the study, findings were generally comparable with previous waves. As such, in agreement with our long-standing clients the decision was taken to move the study online.

However, the review of the 2018 dataset identified a handful of cases where online and paper responses appeared to be systematically different, which should be borne in mind when analysing trend data included within the 2019 report.

### **Lessons learnt from comparing answers to online and paper-based completion:**

***Higher proportions saying ‘Don’t know’:*** In the 2018 review, respondents in the online sample were more likely than those responding on paper to say they ‘don’t know’ whether they had seen advertising for several of the media channels asked about. However, this grid appeared towards the end of the survey, and respondent fatigue could have led to satisficing at this question<sup>66</sup>. A similar pattern has been noted in the 2019 survey whereby responses to questions towards the end of the questionnaire using grid layouts were similarly associated with higher proportion of ‘don’t know’ responses, than in previous years. It should be noted that young people taking part in the 2019 online survey could not simply skip a question, but had to provide a response before moving to the next question. In previous paper-based surveys patterns of non-response (blank questions) were common by the end of a long self-completion survey such as this.

## 8.5 Problem gambling overview

### **Problem gambling screen definitions**

The DSM-IV-MR-J problem gambling screen was administered as part of the gambling questions module, and the outputs used to define typologies of gamblers<sup>67</sup>.

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<sup>65</sup> For example, evidence from Ipsos MORI studies for the Welsh Government and Sport England, alongside the Young People Omnibus in 2018, suggested schools prefer online methods.

<sup>66</sup> Satisficing describes the phenomenon by which survey respondents take cognitive short-cuts to answer questions rather than providing an optimal response. At its most extreme this could involve respondents selecting answers at random from those offered or selecting the same option all the way through a grid question. Less extreme forms of satisficing could involve selecting the first answer respondents see that seems to fit their views/experiences, rather than reading the full list of options to make an informed judgement about which best fits them.

<sup>67</sup> A revised version of the adult DSM-IV screening instrument as developed by Dr S. Fisher, 2000.

It is important to note that the switch to an online survey approach has changed the way in which respondents completed the questionnaire and thus questions pertaining to the DSM screen. Previously, surveys were conducted using paper-based self-completion questionnaires<sup>68</sup>, which meant that the survey team had less control over young people at the point of completing their response. Although a teacher and trained interviewer were present, young people were able to leave questions blank and routing instructions were sometimes misunderstood. For each question in an online survey the respondent is required to provide an answer (frequently there is a 'Prefer not to say' option) and routing controls are applied within the script.

As such the steps taken to apply the DSM screen are slightly different in 2019 as they no longer need to consider many of the errors made on paper-based surveys. It is important that the reader is aware of this in interpreting the 2019 results and in terms of making comparisons with previous years. Trend data are included in the main body of the report, with caveats, where necessary.

### **Screening method applied**

The DSM-IV-MR-J screen was applied in three key steps:

- Respondents included in the screen were aged 11-16. In 2018 and surveys prior to that, young people who did not answer any questions across the DSM screen were excluded, as were those who did not indicate they had gambled in the past 12 months. In previous waves respondents could say 'I have not gambled' at each screening question, and those who indicated they had not gambled were excluded from the screen. From 2018, the use of an online mode has meant that only respondents who indicated they had gambled in the past 12 months were asked these questions, and the option to say 'I have not gambled' was removed. In 2019, young people were not able to leave these questions blank. However, seven individuals answered 'prefer not to say' throughout the DSM screen set of questions and were excluded. Those remaining who had indicated that they had gambled in the past 12 months were all included in the screen (1,076 young people were included in the screen altogether; another 1,860 indicated that they had not gambled in the past 12 months so were automatically routed out).
- Points were then awarded to each respondent based on the answers they gave during the screening questions. A full list of the points awarded for each question is shown in Table 8.5.
- Young people included in the screener were then categorised into one of three categories: 'problem' gamblers (for anyone scoring 4 or more points); 'at risk' gamblers for anyone who scored 2-3 points and 'non-problem' gamblers (for anyone who scored 0-1 points).

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<sup>68</sup> In 2018 schools could choose to complete the survey online or using paper questionnaires. Most (71%) preferred the online approach.



## 8.6 List of gambling activities

To establish rates of gambling participation among young people during the past seven days, four weeks, 12 months and more than 12 months ago, the survey listed the following activities. Young people could choose one or more activity for each time period or tick 'No, never'.

**Table 8.5: List of gambling activities**

<b>Have you spent any of your money on any of the following activities? If yes, when did you last spend money on that activity? Was it ... in the last 7 days, last 4 weeks, last 12 months, or more than 12 months ago?</b>
Lotto (the main National Lottery draw)
National Lottery scratchcards which you bought in a shop (not free scratchcards)
National Lottery instant win games on the internet (e.g. National Lottery Gamestore)
Any other National Lottery games (e.g. EuroMillions, Thunderball, Hotpicks)
Other Lotteries (e.g. The Health Lottery, People's Postcode Lottery, or other smaller lotteries available in shops)
Fruit or slot machines (e.g. at an arcade, pub or club)
Placing a private bet for money (e.g. with friends)
Playing cards for money with friends
Bingo at a bingo club
Bingo at somewhere other than a bingo club (e.g. social club, holiday park, etc.)
Personally visiting a betting shop to play gaming machines
Playing other gambling machines
Personally placing a bet at a betting shop (e.g. on football or horseracing)
Personally visiting a casino to play casino games
Gambling websites/apps where you can win real money (e.g. poker, casinos, bingo, betting on sport or racing)
Any other gambling

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