

Young People and Gambling 2018

GAMBLING
COMMISSION

Data source:
Sample:
Method:
Fieldwork dates:

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

Gambling participation

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

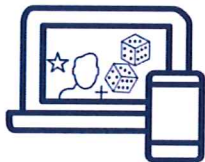
c.450,000
11-16 year olds

Compared to:

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

18% of boys  **9%** of girls 

Online behaviour



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

Seen gambling advertising

66%
on TV



59%
on social media

53%
on other websites

23% Past week gambling participation: trend



Most common past week gambling activities



Private bets
6%



Scratchcards
4%



Fruit/slot machines
in pubs, clubs or arcades
3%



Playing cards
3%

Parents

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

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



In-game items (in computer games/apps)



31%
have paid or
used in-game
items to open
a loot box



3%
have ever
bet with in-
game items

Problem gambling

1.7%
are problem
gamblers

c.55,000
problem
gamblers

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