

November 2015

# The Prevalence of Underage Gambling

A research study among 11-15 year olds on behalf of the Gambling Commission

Young People Omnibus 2015

**GAMBLING  
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# 1 Introduction

Ipsos MORI, on behalf of the Gambling Commission, conducted research among 11-15 year olds to identify the prevalence of underage gambling in various forms of gambling.

The findings are based on data from a representative sample of 2,275 11-15 year olds attending academies<sup>1</sup> and maintained<sup>2</sup> schools in England and Wales. The research was conducted in a sample of schools, with pupils filling out paper self-completion questionnaires under supervision by Ipsos MORI's interviewers.

This report focuses on children, under the age of 16, who are not legally old enough to play the National Lottery, but also draws on results from 16 year olds<sup>3</sup> for comparative purposes. Respondents aged 11-15 are referred to throughout the report as 'children' and those aged 16 as 'young people'. Where possible, comparisons are made with previous studies examining the prevalence of underage gambling conducted via the Ipsos MORI Young People Omnibus in 2014, 2013, 2012, 2011 and 2007, and the 2008/09 British Survey of Children, the National Lottery and Gambling

## 1.1 Objectives

The overall aim of this research study was to explore gambling behaviours and attitudes, focusing on:

- Children's rates of gambling on different types of games;
- Where and when children gamble, and who they are with at the time;
- Experiences of online gambling; and,
- Attitudes to gambling and awareness of gambling advertisements.

The survey also utilised the DSM-IV-MR-J problem gambling screener to identify at-risk and problem gamblers<sup>4</sup>.

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<sup>1</sup> Academies (including free schools) are publically funded, independent schools, held accountable through a legally binding 'funding agreement'.

<sup>2</sup> Maintained schools are overseen, or 'maintained' by the Local Authority.

<sup>3</sup> In addition to the overall sample of 2,275 participating pupils, a sample of 213 16 year olds were included in the research study. A break down of the age profile can be found in the Appendices.

<sup>4</sup> A revised version of the adult DSM-IV screening instrument as developed by Dr S. Fisher, 2000. Further details can be found in Chapter 5.

## 1.2 Acknowledgements

It is clear that schools are increasingly working under great pressure from a number of different sources. They also receive numerous requests to participate in surveys such as this. We would like to thank the many schools that took part, in particular the pupils and staff who made this survey possible. Ipsos MORI would also like to thank the Gambling Commission for their help and involvement in the project.

## 1.3 Presentation and interpretation of data

The Young People Omnibus study is a self-completion survey in which the respondents read the question and select a response by themselves without researcher interference. Self-report studies have many advantages, particularly for this type of research, which asked respondents to report illegal or socially undesirable behaviour. In fact, experiments have shown that in-school self-report studies generate more accurate data on illegal /underage behaviour among young people than other methodologies<sup>5</sup>. The main disadvantages are the inability to generate in-depth responses to open-ended questions, and item non-response caused by pupils not answering questions.

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. Consequently, results are subject to sampling tolerances, and not all differences between sub-groups are statistically significant. A guide to statistical significance is included in the Appendices of this report.

## 1.4 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.

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<sup>5</sup> See Aquilino et al, 'Response Effects Due to Bystander Presence in CASE and Paper-and-Pencil Surveys of Drug Use and Alcohol Use' (2000).

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# Executive Summary

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## 2 Executive Summary

**Overall, the incidence of gambling among 11-15 year olds and patterns of behaviour in relation to gambling activities have remained steady year-on-year. Among children who gamble this typically takes the form of fruit machine play in a family arcade, placing a private bet or playing cards for money with friends.**

- Overall, 17% of children spent their own money on a gambling activity in the *week* prior to taking part in the study – a figure that has remained constant since 2012.
- The most popular forms of gambling activity continue to be fruit machines (six per cent), placing a private bet with friends (six per cent) and playing cards for money with friends (five per cent).
- Overall National Lottery play continues to fall; just five per cent of 11-15 year olds have spent their own money on a draw-based game or scratchcards in the past seven days.
- Amongst children who say they play the National Lottery, tickets or scratchcards are typically bought in the company of a parent/guardian who hands the money over at the point of purchase, from a corner shop or newsagent at the weekend.
- The proportion of children classified as ‘problem’ gamblers<sup>6</sup>, using the youth-adapted problem gambling screen DSM-IV-MR-J<sup>7</sup>, has remained unchanged (at 0.6%).



<sup>6</sup> Please note that throughout this report reference is made to ‘problem’ and ‘social’ gamblers as defined by the American Psychiatric Association. Further details can be found in the Problem Gambling section.

<sup>7</sup> Problem gambling behaviour was assessed using the DSM-IV-MR-J problem gambling screen. The DSM-IV-MR-J screen is an established standard used to assess whether a gambler is a problem gambler. It consists of nine components that tap into different behaviours indicative of problem gambling.

## 3 Key findings

### 3.1 The prevalence of underage gambling

- Overall 17% of 11-15 year olds have gambled with their own money in the *past week*. When asked to think back over *the past year*, the figure for gambling participation increases to 30% of children.
- Looking at all gambling in commercial premises compared to all gambling in private, children are just as likely to gamble with friends, for example place a private bet or play cards for money, as they are to gamble on commercial premises such as arcades, bingo halls or betting shops (eight per cent, compared with nine per cent).
- The incidence of problem, at risk and social gambling among 12-15<sup>8</sup> year olds, as defined by the DSM-IV-MR-J<sup>9</sup> screen, is in line with 2014: In total 0.6% are classified as 'problem' gamblers (0.7% in 2014), 1.2% are at risk gamblers (1.2% in 2014) and 13% are social gamblers (12% in 2014).

### 3.2 Playing the National Lottery

- Four per cent of children say they bought a National Lottery scratchcard and four per cent say they bought a Lotto ticket in the week prior to taking part in the survey.
- As shown in previous studies in this series, children typically buy National Lottery tickets or scratchcards in corner shops/newsagents (mentioned by 46% of those claiming to play), while supermarkets and other retailers continue to be used less.

### 3.3 Other forms of gambling

- Fruit machines remain one of the most common gambling activities participated in during the past week (six per cent of 11-15's), typically played in a family arcade (61% of those claiming to play). However, 25% of children who have played on fruit machines were in a pub the last time they did so.

<sup>8</sup> To enable comparisons to previous studies only data collected from 12-15 year olds, rather than 11-15 year olds, was included in the problem gambler analysis.

<sup>9</sup> Developing the DSM-IV DSM-IV Criteria to Identify Adolescent Problem Gambling in Non-Clinical Populations, Journal of Gambling Studies Volume 16 No.; 2/3. Fisher, 2000. Further details can be found in Chapter 6.



### 3.4 Conclusions

The overall trends in patterns of behaviour and incidence of problem gambling among children are either consistent or dropping:

- Since 2007, overall rates of participation in gambling activities have dropped from 22% to 17% in 2015. Likewise, the proportion of children buying a National Lottery ticket or scratchcard has fallen, from nine per cent in 2007 to five per cent this year.
- The proportion of children visiting commercial premises such as a bingo clubs, betting shops or casinos remains low.
- The majority of children (91%) who play the National Lottery do so in the company of someone aged 16 or older, typically their parent or guardian.

Confirming previous research, and reflecting the gender profile of adult gambling<sup>10</sup>, boys are more likely to have played any gambling game in the past week than girls (21%, compared with 13%). This follows for National Lottery play, playing a gambling game with friends and playing a gambling game on commercial premises. Boys are also more likely to be identified as problem gamblers, than girls are.

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<sup>10</sup> The British Gambling Prevalence Survey, 2010.

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## Main findings

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## 4 Main Findings

### 4.1 Gambling prevalence overview

*This section of the report examines rates and patterns of past-week gambling amongst children. It also looks at the frequency of gambling and experiences of gambling online. For the first time in this series of studies, the prevalence of past-year gambling is explored.*

Overall, 17% of 11-15 year olds have spent money on gambling in the past week. This figure is in line with reported rates of gambling in 2014, as shown in the chart below.

#### Gambling in the past seven days: Trend series 2007-2015

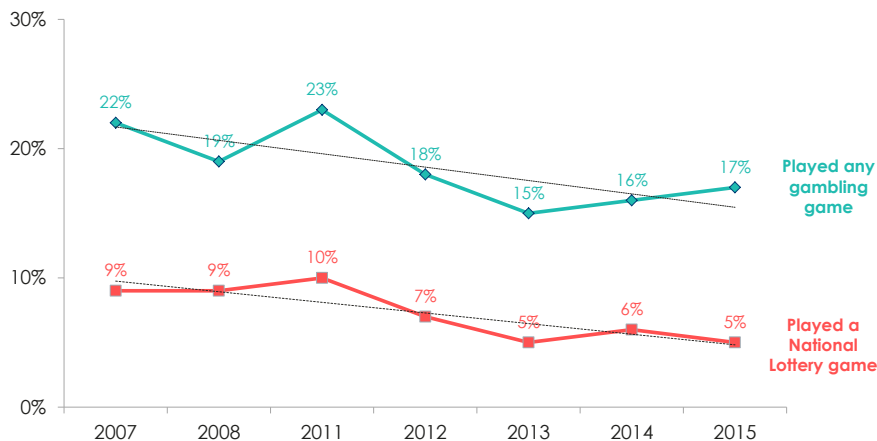
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17%



17% of children participated in at least one form of gambling in the past week

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



Base: All children aged 11-15 : 2015 (2,275), 2014 (2,522), 2013 (2,332), 2012 (2,531), 2011 (2,487), 2008 (2,169), 2007 (2,206).  
Note word change in 2007 and 2011 when the code for Scratchcard was worded as 'Scratchcards', rather than 'National Lottery Scratchcards', as in all other years.

Source: Ipsos MORI

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### 4.2 Individual game play in the past week

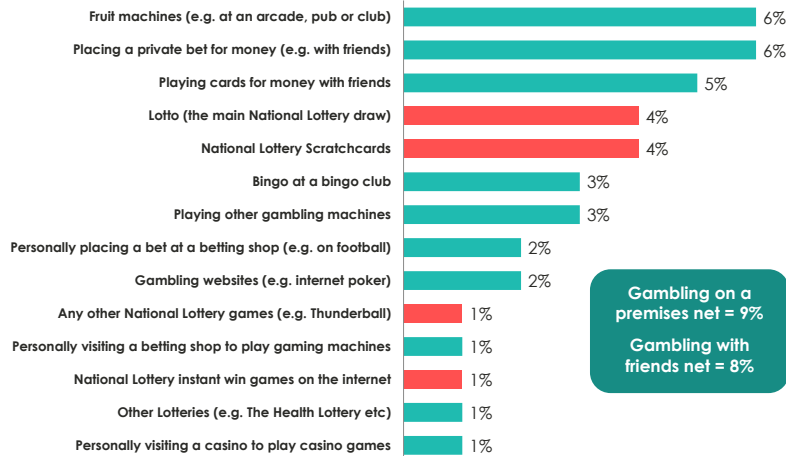
Fruit machines, placing a private bet with friends and playing cards for money with friends were the most popular gambling activities in the past seven days, as shown in the chart below. This replicates findings from previous survey waves.

Overall, nine per cent of children have participated in a gambling activity in the past week on commercial premises<sup>11</sup>, such as arcades or betting shops. The same proportion of children has gambled with friends<sup>12</sup> (eight per cent).

### Gambling activities in the past seven days

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



Base: All children aged 11-15 (2,275).

Source: Ipsos MORI

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## 4.3 Gambling profile

The following chart profiles past-week gambling on any game, National Lottery games overall, games that are played with friends and games that are played on commercial premises<sup>13</sup>. It illustrates that characteristics associated with one form of gambling are often prevalent in other forms of gambling.

For example, boys are more frequently associated with gambling than girls. These findings mirror the results of other studies within this series that have shown that boys are much more likely to gamble for money than girls.

<sup>11</sup> This net figure includes six possible responses: fruit machine play (at an arcade, pub or club), bingo at a bingo club, placing a bet at a betting shop, visiting a betting shop to play gambling machines, playing other gambling machines and visiting a casino. <sup>12</sup> This net figure includes two possible responses: placing a private bet for money (e.g. with friends) and playing cards for money with friends.

<sup>13</sup> These four categories were selected to represent different forms of gambling: National Lottery and non-National Lottery gambling; gambling on commercial premises and gambling with friends. In addition, combinations/ 'nets' with over 100 cases were included to allow for sub-group analysis.

## Characteristics of past-week gamblers

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

<p>Played any gambling game in past 7 days (17%)</p>	<ul style="list-style-type: none"> <li>• Gender: 21% boys vs. 13% of girls</li> <li>• Ethnicity: 18% white children vs. 12% BME</li> <li>• Being lucky: 21% say it's important vs. 16% who say it's not</li> <li>• More gamble / better chance of winning: 34% agree vs. 14% disagree</li> </ul>
<p>Played any National Lottery game in past 7 days (5%)</p>	<ul style="list-style-type: none"> <li>• Gender: 8% boys vs. 4% of girls</li> <li>• Age: 10% of 11 year olds vs. 5% of 15 year olds</li> <li>• More gamble / better chance of winning: 9% agree vs. 4% disagree</li> </ul>
<p>Played a gambling game with friends (8%, net)</p>	<ul style="list-style-type: none"> <li>• Gender: 11% boys vs. 5% of girls</li> <li>• More gamble / better chance of winning: 16% agree vs. 6% disagree</li> </ul>
<p>Played a gambling game on commercial premises (9%, net)</p>	<ul style="list-style-type: none"> <li>• Gender: 11% boys vs. 8% of girls</li> <li>• Ethnicity: 10% white children vs. 5% BME</li> <li>• More gamble / better chance of winning: 18% agree vs. 8% disagree</li> </ul>

Base: All children aged 11-15, 2012 (2,272)

Source: Ipsos MORI

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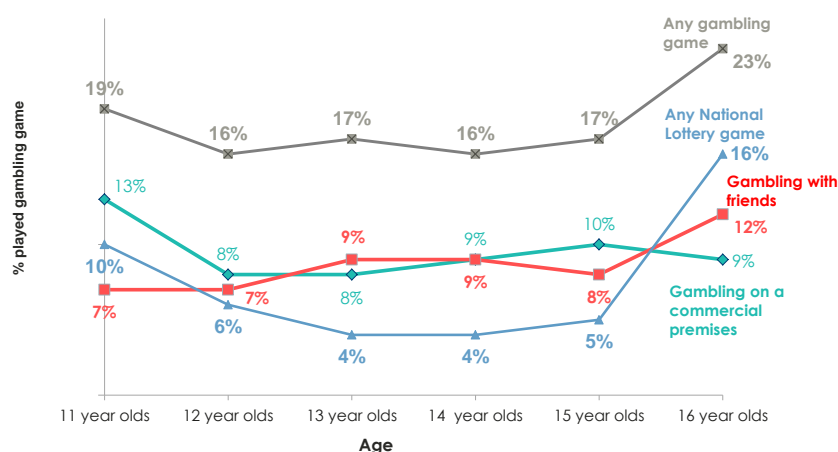


Although this report focuses on the gambling activity of children aged 11-15, data was also collected from 16 year olds who can legally play the National Lottery and other lotteries. The following chart outlines differences in rates of playing any gambling game and National Lottery games (including scratchcards, Lotto and other National Lottery games) amongst each age group.

## Gambling participation by age

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



Base: All 11 year olds (228), 12 year olds (493), 13 year olds (497), 14 year olds (563), 15 year olds (494), 16 year olds (213)

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The findings show that there is little or no variation in gambling activity between the ages of 12 and 15.

The overall increased participation in gambling at the age of 16 is driven by increased National Lottery play, but this reflects the fact that at 16 you can legally play. The higher figure for 11 year olds is in line with the higher proportion of children in this age band who are in the company of a parent/ guardian when they participate in the National Lottery draw.

#### 4.4 Frequency of play

Children were asked how frequently they have spent their own money on a range of gambling activities: Lotto, National Lottery scratchcards, fruit machines, bingo played at a bingo club and any online gambling.

Three per cent of children have ever spent their own money on online gambling with 21% (n=23) having done so in the past week.

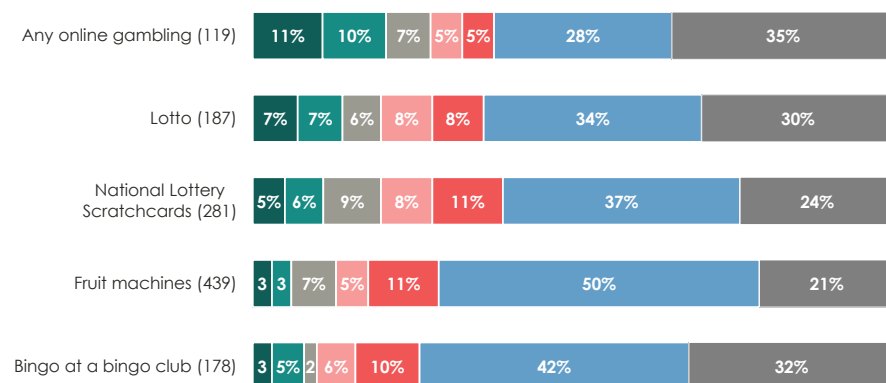
One in seven of those who have played Lotto (14%) do so at least once a week (n=24), 11% of children who have bought National Lottery scratchcards have done so at least once a week (n=28) and eight per cent of children (n=12) who have played bingo play it at least once a week.

#### Frequency of play

GAMBLING  
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Q. Can you tell us how often, if at all, you spend your own money on the following games?

■ 2 or more times a week ■ Once a week ■ 2-3 times a month ■ Once a month ■ Every 2-3 months ■ Once or twice a year ■ Don't know



Base: All children aged 11-15 who have played... (individual bases for each gambling activity shown in brackets)

Source: Ipsos MORI

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#### 4.5 Fruit machines gambling

Of those who play fruit machines they typically do so in a family arcade (61%), which offer the lowest category of gaming machine (category D) and the only type which children and young people are legally allowed to play.

A quarter of 11-15 year olds who have played fruit machines last played in a pub (25%); venues which usually provide category C or D gaming machines.

A small minority played on a fruit machine in a social club (three per cent), a casino (two per cent) or an adult-only arcade (one per cent).

# 61%

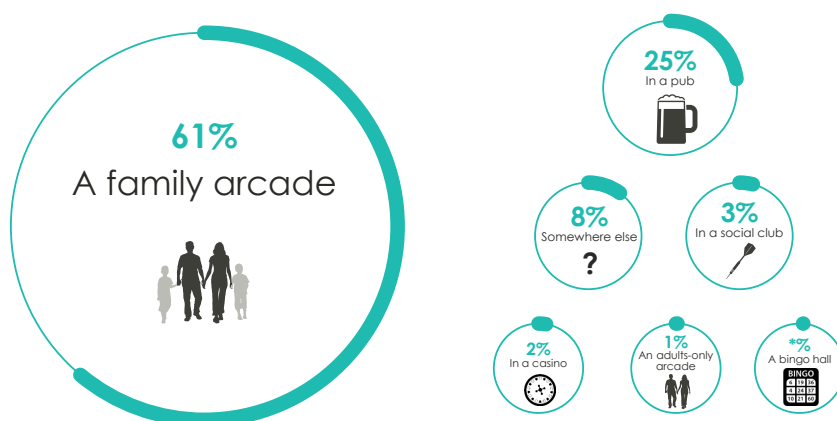


Family arcades are the most common locations for fruit machines play

## Location of playing fruit machines

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



Base: All children aged 11-15 who remember where they played on fruit machines: 2015 (547)

Source: Ipsos MORI

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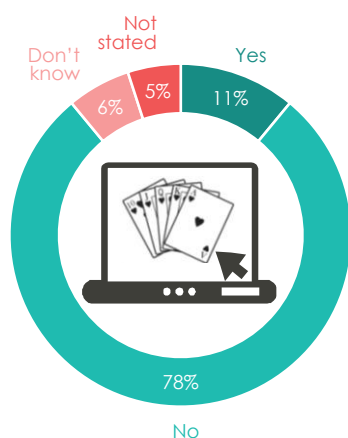
## 4.6 Prevalence of online gambling-style games

Gambling-style games refers to online games which look and play like gambling games e.g. Roulette or Poker, but are free to play, you cannot win a prize and they can be played at any age. Overall, 11% have played online gambling-style games at some point, with older children more likely to do so (12% of 15 year olds, compared with six per cent of 11 year olds).

## Online gambling-style games

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Q Have you ever played online gambling-style games?



Base: All children aged 11-15: 2015 (2,275)

Source: Ipsos MORI

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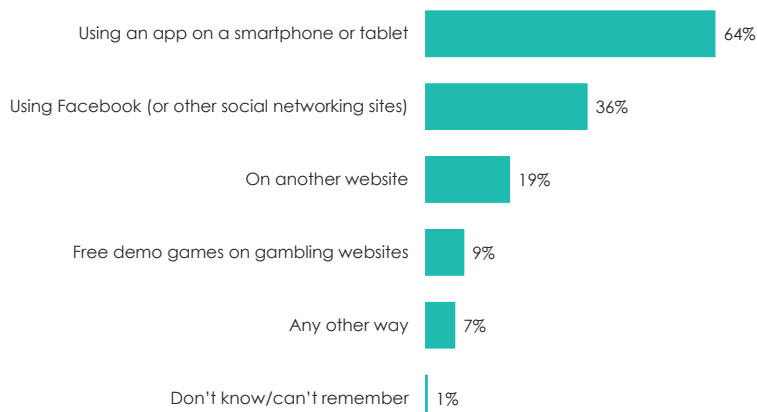
The most common online gambling-style games played are bingo (16%), slot/ fruit machine-style games and poker (both 15%), although it should be noted that the base sizes are very small (for example just 39 children have played bingo-style games online in the past week).

A third of children who stated that they had played an online gambling-style game had done so within the past week (34%). The chart below shows how children played online gambling style games:

## Ways of playing online gambling-style games

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Q Still thinking about the past 7 days, how did you play these online gambling-style games?



Base: All children aged 11-15 who have played an online gambling-style game and mentioned game played: 2015 (87)

Source: Ipsos MORI

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## 4.7 Problem gambling overview

*This section examines problem gambling in children using the DSM-IV-MR-J problem gambling screen (Fisher, 2000)<sup>14</sup>. The DSM-IV-MR-J screen, an established standard used internationally by academics and researchers, consists of nine components tapping into different behaviours, feeling or actions indicative of problem gambling. The screen has been used in all ad hoc tracking*

## 4.8 Indications of problem gambling

The table below outlines the DSM-IV-MR-J problem gambling screen components. In the first section of this chapter, we examine responses from all 11-15 year olds to each of the components.

**Table 1: Components of the DSM-IV-MR-J screen**

DSM-IV criteria	Question wording
Preoccupation	Have you found yourself thinking about gambling or planning to gamble
Tolerance	Have you needed to gamble with more and more money to get the amount of excitement you want
Withdrawal	Have you felt bad or fed up when trying to cut down on gambling
Loss of control	Have you ever spent much more than you planned to on gambling
Escape	Have you gambled to escape from problems or when you were feeling bad
Chasing	After losing money on gambling have you returned another day, try to win back the money you lost
Lying	Has your gambling ever led to the following: telling lies to family/friends or others
Illegal acts	Have you ever taken money from any of the following without permission to spend on gambling: <ul style="list-style-type: none"> <li>- Dinner money or fare money</li> <li>- Money from family</li> <li>- Money from things you've sold</li> <li>- Money from outside the family</li> <li>- Somewhere else</li> </ul>
Risked relationships	Has your gambling ever led to the following: <ul style="list-style-type: none"> <li>- Arguments with family/friends or others</li> <li>- Missing school</li> </ul>

Source: Ipsos MORI

### Component 1: Preoccupation

The majority of children (83%) never find themselves thinking about gambling or planning to gamble. However, five per cent are 'often' or 'sometimes' in this situation. Children who indicate that they have spent money on gambling in the past-week are more likely to demonstrate a preoccupation with gambling, compared with those who have not gambled in the past-week (18% vs. two per cent).

<sup>14</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.

#### Component 2: Tolerance

One per cent of children sometimes or often need to gamble with more money to get the amount of excitement they want.

#### Component 3: Withdrawal

One per cent of 11-15 year olds also indicate that they have felt bad or fed up when trying to cut down on gambling.

#### Component 4: Loss of control

Loss of control in regards to spending on gambling is attributed to one per cent of the overall sample.

#### Component 5: Escape

One per cent of children gamble to help them escape from problems or from when they are feeling bad.

#### Component 6: Chasing

One per cent of all 11-15 year olds are identified as returning to win their money back more than half the time or every time after losing money by gambling.

#### Component 7: Lying

Few children suggest that their gambling results in telling lies to family, friends or others (one per cent).

#### Component 8: Illegal acts

Overall, three per cent of children have taken money without permission, either from their family or outside of their family, out of their dinner/ fare money, from things that they have sold or from somewhere else, to spend on gambling. One in five past-week National Lottery players admit to having done so (19%).

#### Component 9: Risked relationships

Two per cent of 11-15 year olds say their gambling sometimes or often leads to arguments with family, friends or others. One per cent of children suggest that their gambling results in borrowing money from family, friends or others or missing school.

Small base sizes prevent sub-group analysis of the children defined under each component as having a problem with gambling. However, taken together, past-week gamblers, either on the National Lottery or in general, are more likely to be highlighted as exhibiting the characteristics outlined above.

## 4.9 Problem gambling screen definitions

Using the DSM-IV-MR-J screen, a child who confirmed that they had undertaken four or more of the behaviours / actions (from the overall screen of nine components outlined above) is considered a problem gambler, a score of two or three is used to identify an at-risk gambler and a score of zero or one indicated a social gambler<sup>15</sup>.

The core focus of previous ad hoc surveys<sup>16</sup> was to profile 12 to 15 year olds who show a predisposition towards problem gambling behaviours. In order to maximise comparability over time the following analysis is based on responses from 12 to 15 year olds only.

## 4.10 Profiling the social, 'at risk' and problem gambler

Our findings indicate that 0.6% of children aged 12-15 were identified as problem gamblers (n=13), 1.2% as at-risk gamblers (n=25) and 13.0% as 'social' gamblers (n=266).

The incidence of problem gamblers among children appears to be consistent with that for adult groups (0.9%, evaluated using the DSM- IV, according to the 2010 British Gambling Prevalence Survey)

As in 2014, the data suggests that there are variations by gender, with boys more likely than girls to be classified as problem, social or 'at risk' gamblers (see Table 2 below). This concurs with the adult survey<sup>17</sup>, which identified that problem gamblers were more likely to be male.

The differences observed are statistically significant at a 95% level, and mirror those from previous studies. However, given the very small base sizes for problem and at-risk gamblers the findings need to be interpreted with caution<sup>18</sup>.

<sup>15</sup> Children who indicate at any point in the Problem Gambler Screen that they have not gambled in the past 12 months are excluded from the analysis.

<sup>16</sup> 'The British Survey of Children, the National Lottery and Gambling, 2008-2009' Ipsos MORI for the National Lottery Commission, 2009 and 'Under 16s and the National Lottery' MORI for the National Lottery Commission 2006.

<sup>17</sup> The British Gambling Prevalence Survey, 2010.

<sup>18</sup> Small base sizes preclude analysis of 'At risk' and 'Problem' Gamblers by index of multiple deprivation and other factors such as area.

Table 2: Prevalence of social, at risk or problem gambling amongst key sub-groups

	2015	Type of gambler <sup>19</sup>		
		Social	At risk	Problem
<b>Total</b>	2,047	13.0% (n=266)	1.2% (n=25)	0.6% (n=13)
<b>Gender<sup>20</sup></b>				
Boys	1,001	14.7%	1.7% (n=19)	1.1% (n=13)
Girls	984	9.2%	0.7% (n=8)	0.2% (n=2)
<b>Age</b>				
12	493	12.3%	1.4%	0.2%
13	497	10.5%	1.6%	1%
14	563	15.0%	1.2%	0.2%
15	494	13.7%	0.6%	1.2%

Base: All children aged 12-15 (2,047)

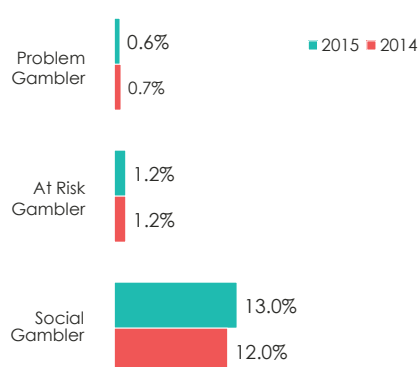
#### 4.11 Changes over time

As outlined in the following chart, the findings indicate that the proportion of problem, at-risk and social gamblers is in line with 2014.

#### Types of gamblers

GAMBLING  
COMMISSION

DSM-IV-MR-J screen to identify gambler types from nine components



Base: All children aged 12-15: 2015 (2,047), 2014 (2,273). Respondents classified irrespective of whether they completed all nine questions.

Source: Ipsos MORI

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<sup>19</sup> Respondents classified irrespective of whether they completed all nine elements of screen.

<sup>20</sup> Figures do not sum to the total sample size due to blank responses.

Looking further back<sup>21</sup>, the findings suggest a general decline in the proportion of children who are defined as 'problem' gamblers; from 3.5% in 2005-06, to 2.0% in 2008-09, 0.7% in 2014 and 0.6% in 2015.

However, comparing prevalence rates to studies prior to 2014 can at best be thought of as illustrative as different survey design and sampling methodologies were used for the ad hoc tracking studies conducted in 2005-06 and 2008-09. In addition, modifications were made to the questions used to identify problem gambling between surveys. Given that problem gambling is a low prevalence activity amongst children, taken in combination with survey design modifications between studies, any changes identified over time need to be treated with caution.

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<sup>21</sup> Prior to 2005-06 the DSM-IV-MR-J screen was applied separately to scratchcard and fruit machine play.

## 4.12 Playing the National Lottery overview

The following section examines children's participation in National Lottery gambling activities, detailing where children buy National Lottery tickets or scratchcards, who they are with and whether they or another person handed over money at the till. Trend data allows for comparisons over time.

Where reference is made to National Lottery play, this includes tickets bought for the main National Lottery draw (Lotto), National Lottery scratchcards, and any other National Lottery draw-based games (e.g. Euromillions, Thunderball, Hotpicks). In interpreting the findings, it is also important to note that the following questions are reported by rates of children who have bought National Lottery tickets or scratchcards, and are not based on all children.

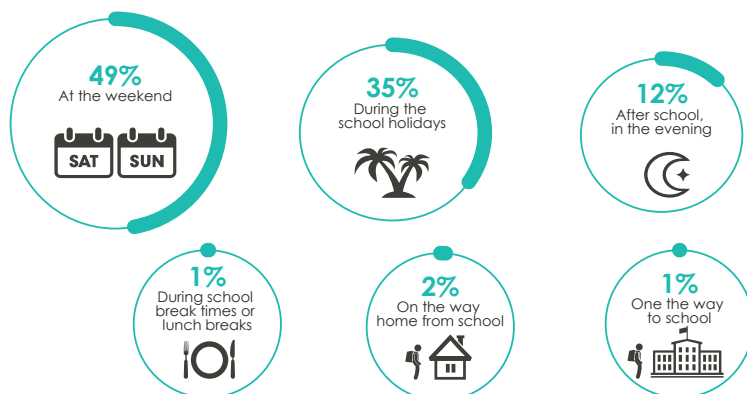
## 4.13 When the National Lottery is played

Children who play the National Lottery are most likely to buy a ticket (for example Lotto or Euromillions) or a National Lottery scratchcard at the weekend (49%).

### When do children buy National Lottery tickets or Scratchcards?

GAMBLING  
COMMISSION

Q The last time you bought National Lottery tickets (e.g. Lotto and Euromillions) or Scratchcards, WHEN did you buy them?



49%



Children are most likely to buy National Lottery tickets or scratchcards at the weekend

Base: All children aged 11-15 who have bought a National Lottery ticket/ scratchcard in the past and remember when it was bought: 2015 (322)

Source: Ipsos MORI

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As highlighted in the chart above, very few children are buying tickets or scratchcards during, before or after school.

While one in ten (12%) mentioned after school in the evening, it is unlikely to indicate that the tickets were bought on the way home from school.

Year-on-year the survey demonstrates that National Lottery play is most likely to happen at the weekend (mentioned by 49% in 2015 and 2014, 50% in 2013 and 51% in 2012). This correlates with the finding that children are typically with their parents when a National Lottery ticket or scratchcard is bought, as discussed later on in this chapter.

#### 4.14 Where National Lottery tickets or scratchcards are bought

Children who play the National Lottery were asked where they last bought a National Lottery ticket or scratchcard. Almost half did so from a corner shop/newsagent (46%) and just over a third bought a ticket or scratchcard from a supermarket (36%).

As shown in the chart below, over the last four years the study has shown a slight increase in the proportion of National lottery tickets or scratchcards bought from a supermarket, and a corresponding dip in purchases from newsagents, and to a lesser extent Post Offices. This may partly be a function in a rise in local and smaller stores run by supermarkets in recent years.

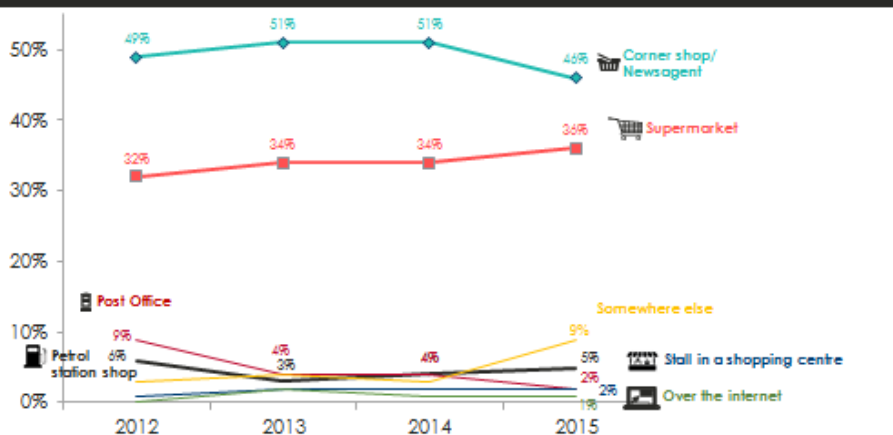
# 46%



Children who play the National Lottery are most likely to buy tickets or scratchcards from corner shops/ newsagents

#### Where do children buy National Lottery tickets and scratchcards? GAMBLING COMMISSION

Q The last time you bought National Lottery tickets (e.g. Lotto and Euromillions) or Scratchcards, WHERE did you buy them?



Base: All children aged 11-15 who have bought a National Lottery ticket in the past and remember where it was bought 2012 (987), 2014 (944), 2015 (944); 2012 (600). Source: Ipsos MORI

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The findings for point of purchase remain consistent across sub-groups, including gender and age.

#### 4.15 Who children play the National Lottery with

The vast majority of 11-15 year olds who have bought a National Lottery ticket or scratchcard were with someone aged 16 or older when they last did so (91%); typically a parent/ guardian (82%).

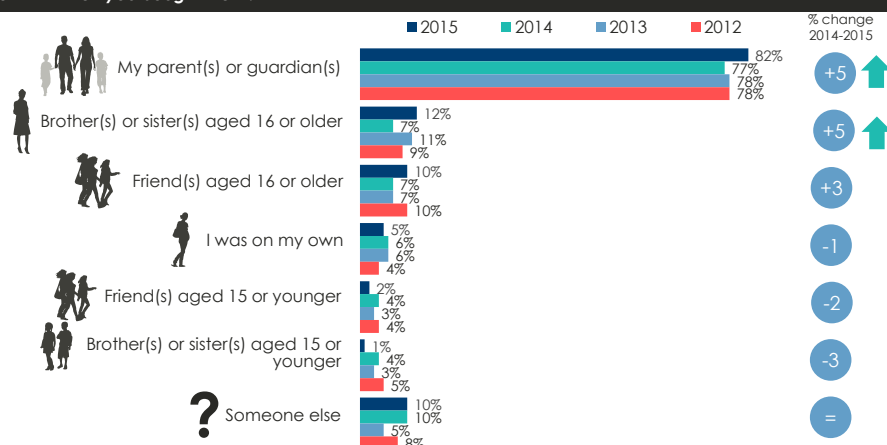
Only one in twenty children who buy National Lottery tickets or scratchcards are unaccompanied (five per cent).

The following chart outlines who children are with when they buy a National Lottery ticket or scratchcard, and highlights changes over time - most notably the shift in the past year towards being with a parent/guardian or an elder brother/sister.

### Who accompanies children when they buy National Lottery tickets and scratchcards?

GAMBLING  
COMMISSION

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



Base: All children aged 11-15 who have bought a National Lottery ticket or scratchcard in the past and remember who they were with when buying: 2015 (416), 2014 (375); 2013 (361); 2012 (431).

Source: Ipsos MORI

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Children who bought National Lottery tickets or National Lottery scratchcards with a parent/ guardian present were more likely to be:

- Girls (86% of girls, compared with 77% of boys).
- Younger (86% of those aged 11, compared with 68% of those aged 15).

Older children are more likely to be in the company of their elder sibling when they play the National Lottery (18% of 15 year olds, compared with three per cent of 11 year olds) or with friends aged 16 or above (20% of 15 year olds, compared with six per cent of 11 year olds).

Past week gamblers are also more likely to have been with an elder sibling when they last bought National Lottery tickets or scratchcards (20%, compared with seven per cent of children who have not gambled recently).



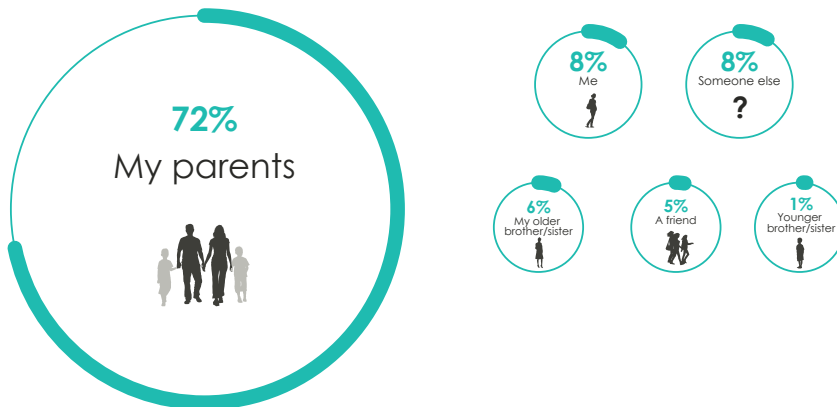
## 4.16 Handing over money at the point of purchase

In order to explore the circumstances around the point of purchase further children, who stated they had bought a National Lottery ticket or scratchcard, were asked who handed over the money at the till. In line with previous years, the vast majority of children state that their parent handed over the money at the till (72%).

### Who hands the money over at the till when a ticket is bought?

GAMBLING  
COMMISSION

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



Base: All children aged 11-15 who bought a ticket and remember who handed over the money at the till: 2015 (404).

Source: Ipsos MORI

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However, as shown in the chart above, one in twelve children who buy a National Lottery ticket or scratchcard hand the money over themselves (eight per cent).

Fifteen year olds were more likely to hand over the money themselves than younger children (16% of 15 year olds, compared with one per cent of 11 year olds).

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# Appendices

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# 5 Appendices

## 5.1 Methodology

The Young People Omnibus is a representative survey of pupils attending state secondary and middle schools in England and Wales.

### Sampling

A three-stage sampling method was used, with (i) a sample of schools selected from Edubase, (ii) one curriculum year group selected at random for each school, and (iii) all members of a randomly-selected class group within the nominated curriculum year selected to fill out the self-completion survey.

Edubase – a comprehensive listing of secondary schools in England and Wales – was used as the sampling frame. Special schools and sixth form colleges were excluded from the sampling frame. The frame was stratified by Government Office Region (GOR) and, within each stratum, schools were selected proportional to the number of pupils attending the school.

A total sample of 574 middle and secondary state schools in England and Wales was drawn. One curriculum year (Year 7-Year 11) was randomly allocated to each sampled school: interviewers attempted to secure interviews with one randomly-selected class group from that year group. Interviewers were instructed to select only mixed ability class groups for interview.

Interviewers attempted to secure interviews from all pupils in selected classes. If more than four pupils were absent on the day of interview, interviewers returned to the class to conduct ‘mop up’ sessions at a later date.

### Fieldwork

Interviewing was carried out through self-completion questionnaires with the whole class during one classroom period. An Ipsos MORI interviewer was present to explain the survey to pupils, to reassure them about the confidentiality of the survey and to collect completed questionnaires.

Fieldwork for the study was conducted from 19<sup>th</sup> January – 8<sup>th</sup> May 2015. A number of in-school self-completion sessions took place after the Easter holidays. While this is not uncommon - due to the varying dates of Easter holidays and the availability of schools to participate – the proportion taking part after the Easter break was notably higher than in 2014. Some questions were about gambling in the past week, meaning that children answering the survey immediately after the Easter holidays were answering about a time period outside of school hours.

### Response rates

Of the 586 schools approached, 99 schools participated, giving an unadjusted school response rate of 17%. Overall, fully completed questionnaires were obtained from 2,488 pupils in curriculum years 7 - 11, an average of 25 pupils per class.

### Weighting

Data are weighted by gender, age and region. The weights were derived from data supplied by the Department for Education. Further technical details of the study can also be found in the appendix.

### Presentation of the data

In tables and charts, where percentages do not add up to 100%, this is due to multiple answers, to computer rounding, or to the exclusion of 'Don't know' or 'No response' categories. Throughout the tables an asterisk (\*) denotes a value greater than zero, but less than 0.5%.

## 5.2 Sample profile

The following table outlines the details of the profile for the achieved sample of 11-16 year olds in the 2015 study. The subsequent table compares the sample profile for the current project with the previous three studies (2014, 2013 and 2012) which are frequently mentioned throughout this report.

Sample profile: 2015	Number	Unweighted %	Weighted %
<b>Total</b>	2488	100	100
<b>Gender of Pupils</b>			
Male	1237	50	50
Female	1228	49	49
<b>Age of Pupils</b>			
11	228	9	9
12	493	20	19
13	497	20	19
14	563	23	21
15	494	20	21
16	213	9	11
<b>Year of Pupils</b>			
7	574	21	19
8	622	22	20
9	535	19	20
10	581	21	20
11	484	17	21
<b>Ethnic Origin</b>			
White	2046	82	82
BME	421	17	17
<b>Household Composition</b>			
Two parents in household	1894	76	76
Single parent in household	535	22	22
Sibling in household	2308	83	83
<b>Work Status of Household</b>			
Two parents work	1561	63	63
One parent works	710	29	28
No parent works	217	9	9
<b>Region</b>			
London	277	11	14
South East	413	17	15
South West	155	6	9
North East	180	7	5
North West	333	13	12
East of England	341	14	11
East Midlands	354	14	9
West Midlands	97	4	11
Yorkshire & Humberside	152	6	10
Wales	186	7	6

Source: Ipsos MORI

<b>Sample profile: 2012-2015</b>	<b>2012 Weighted %</b>	<b>2013 Weighted %</b>	<b>2014 Weighted %</b>	<b>2015 Weighted %</b>
<b>Total</b>	100	100	100	100
<b>Gender of Pupils</b>				
Male	50	50	50	50
Female	49	49	49	49
<b>Age of Pupils</b>				
11	18	9	8	9
12	19	20	19	19
13	19	20	20	19
14	19	20	21	21
15	26*	19	20	21
16		12	11	11
<b>Year of Pupils</b>				
7	30	19	19	19
8	16	20	20	20
9	22	20	20	20
10	18	21	20	20
11	15	20	21	21
<b>Household Composition</b>				
Two parents	75	74	77	76
Single parent	22	24	21	22
Sibling	82	83	82	83
<b>Work Status of Household</b>				
Two parents work	61	56	54	63
One parent works	29	33	33	28
No parent works	10	11	13	9
<b>Region</b>				
London	9	13	14	14
South East	17	15	15	15
South West	9	9	9	9
North East	5	5	5	5
North West	13	13	12	12
East of England	12	11	11	11
East Midlands	8	8	9	9
West Midlands	11	10	11	11
Yorkshire & Humberside	9	10	10	10
Wales	8	7	6	6

Source: Ipsos MORI

\* Represents 15-16 year olds in 2012.

### 5.3 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. The table below illustrates the predicted ranges for different sample sizes and percentage results at the 95% confidence interval.

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
2,796 interviews ( <i>Young People Omnibus children aged 11-16</i> )	1	2	2

Source: Ipsos MORI

For example, with a sample of 2,796 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 “95% confidence interval”, the differences between the two sample results must be greater than the values given in the table below:

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*

## 5.4 Gambler screen additional analysis

The 2014 and 2015 research studies asked a series of questions relating to potential issues associated with gambling and utilised the DSM-IV-MR-J problem gambling screener to define typologies of gamblers<sup>22</sup>.

<sup>22</sup> A revised version of the adult DSM-IV screening instrument as developed by Dr S. Fisher, 2000. Further details can be found in Chapter 6.



The table below indicates how the questions asked in 2015 mapped onto the DSM-IV-MR-J problem gambling screen components.

**Table A1: Problem and social gambler criteria from the DSM-IV-MR-J screen**

2015 Question No.	DSM-IV criteria	'During the past 12 months' if any of the following answer criteria are ticked, that qualifies as 1 point	
F10	Preoccupation	Have you found yourself thinking about gambling or planning to gamble	'Often'
F13	Tolerance	Have you needed to gamble with more and more money to get the amount of excitement you want	'Sometimes' or 'often'
F12	Withdrawal	Have you felt bad or fed up when trying to cut down on gambling	'Sometimes' or 'often'
F14	Loss of control	Have you ever spent much more than you planned to on gambling	'Sometimes' or 'often'
F11	Escape	Have you gambled to escape from problems or when you were feeling bad	'Sometimes' or 'often'
F17	Chasing	After losing money on gambling have you returned another day, try to win back the money you lost	'More than half the time' or 'every time'
F16b	Lying	Has your gambling ever led to the following: telling lies to family/friends or others	'Once or twice' 'sometimes' or 'often'
F15	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
F16a F16d	Risked relationships	Has your gambling ever led to the following: 30a) Arguments with family/friends or others 30d) Missing school	If any of the following are ticked, then qualifies for one point in total: 'once or twice', 'sometimes' or 'often'

Source: Ipsos MORI

The table below indicates the percentage of children who gave the required answers to each question when the scoring system was applied to the data.

**Table A2: Problem and social gambler criteria from the DSM-IV-J screen**

2015 Question No.	DSM-IV criteria	'During the past 12 months' if any of the following answer criteria are ticked, that qualifies as 1 point	
F10	Preoccupation	Have you found yourself thinking about gambling or planning to gamble	1.2% (n=27)
F13	Tolerance	Have you needed to gamble with more and more money to get the amount of excitement you want	1.1% (n=24)
F12	Withdrawal	Have you felt bad or fed up when trying to cut down on gambling	0.5% (n=11)
F14	Loss of control	Have you ever spent much more than you planned to on gambling	0.8% (n=18)
F11	Escape	Have you gambled to escape from problems or when you were feeling bad	0.8% (n=19)
F17	Chasing	After losing money on gambling have you returned another day, try to win back the money you lost	0.5%(n=11)
F16b	Lying	Has your gambling ever led to the following: telling lies to family/friends or others	0.5%(n=11)
F15	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	1.6% (n=36)
F16a F16d	Risked relationships	Has your gambling ever led to the following: 30a) Arguments with family/friends or others 30d) Missing school	0.8% (n=18)

*Base: All children aged 12-15 year (2,273)*

The table below illustrates the number of children (aged 12-15 years) who were classified as having a gambling score of 0 or above using the methodology outlined above.

**Table A3: Gambling scores using DSM-IV problem gambling screen**

Score <sup>23</sup>	Number of respondents	Cumulative number of respondents	Cumulative % of respondents
0	225	225	11%
1	41	277	13.5%
2	15	292	14.3%
3	10	302	14.8%
4	6	308	15%
5	0	308	15%
6	1	309	15.1%
7	3	312	15.2%
8	1	313	15.3%

<sup>23</sup> Scores based on all answering, irrespective of whether all nine elements of screen completed. Children who indicate at any point in the Problem Gambler Screen that they have not gambled in the past 12 months (code 1 at QF2-F5 and QF7-F8) are excluded from the analysis.

Jane Stevens  
Research Director  
Ipsos MORI Public Affairs  
jane.stevens@ipsos.com

Will Dawes  
Research Manager  
Ipsos MORI Public Affairs  
will.dawes@ipsos.com

## For more information

Ipsos MORI  
79-81 Borough Road  
London SE1 1FY

t: +44 (0)20 7347 3000  
f: +44 (0)20 7347 3800

[www.ipsos-mori.com](http://www.ipsos-mori.com)  
[www.twitter.com/IpsosMORI](https://www.twitter.com/IpsosMORI)

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