

Young people and gambling 2017

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

December 2017

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1 Headline findings

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

Gambling participation

- 12% of 11-16 year olds had spent their own money on gambling in the past week (that is, the seven days prior to completing the survey), down from 16% in 2016
- This compared to 16% who had drunk alcohol in the past week, 5% who had smoked cigarettes and 3% who had used drugs
- The most prevalent forms of gambling in the past week are fruit machines (4%), private bets with friends (3%) and National Lottery scratchcards (3%)
- 9% of 11-16 year olds had spent their own money on licenced gambling (i.e. where the either the operator or the premises requires a licence) in the past week
- Young people who have gambled in the past week spent an average of £10 on gambling during this period

Online participation

- 3% of 11-16 year olds have ever spent their own money on online gambling (no change since 2016) while 7% have gambled online using a parent's account
- 11% have ever played free gambling-style social games online
- 11% have ever bet with in-game items when playing computer or app-based games

Initial experience of gambling

- On average, young people were 12 years old when they gambled for the first time
- Among those who had ever gambled for money who could remember the first activity they gambled on, the most common initial activities were fruit machines (24%), National Lottery scratchcards (21%) and placing a private bet for money (11%)

Gambling advertising and social media

- 80% of young people have seen gambling adverts on TV, 70% on social media and 66% on other websites
- 10% follow gambling companies on social media

Problem gambling and gambling-related harm

- 0.9% of 11-16 year olds are classified as 'problem' gamblers, 1.3% as 'at risk' and 15.5% as non-problem gamblers¹
- 62% agree that gambling is dangerous, but only 8% agree that gambling is an easy way to make money and only 3% agree that most people their age gamble
- Among 11-16 year olds who stated that they had gambled in the past 12 months, 13% had felt bad due to their own gambling at some stage during this period
- Among 11-16 year olds who live with family or household members who gamble, 28% had felt bad as a result of this behaviour at some point during the past 12 months
- 39% of young people stated that their parents had discussed the problems that gambling can lead to with them

¹ Problem gambling behaviour was assessed using the DSM-IV-MR-J problem gambling screen; an established standard used to assess whether a gambler is a problem gambler. Further details can be found in the Problem Gambling section.

2 Executive summary

Gambling participation

The latest annual survey by the Gambling Commission to explore gambling behaviour among young people in Great Britain found that 12% of 11-16 year olds had spent their own money on a gambling activity in the week prior to taking part in the study. This is 4 percentage points lower than in 2016, and represents a continuation of the longer-term decline seen since 2011, when 23% of 11-15 year olds in England and Wales had gambled in the past week.²

When grossed up to population figures, the 12% of young people who have gambled in the past week equates to approximately 370,000 11-16 year olds.³ Gambling in the past week continues to be twice as prevalent among boys (15%) as among girls (7%).

The most common activities are gambling on fruit machines (4% having spent money on this in the past week), private bets with friends (3%) and National Lottery scratchcards (3%).

It is worth noting that much of the gambling activity among this age group takes place in locations that do not require a gambling premises licence (for example, playing on fruit machines in pubs or private bets at school or at home).⁴ Underage gambling activity is less prevalent at licensed premises such as betting shops, bingo halls and casinos.

The majority of 11-16 year olds who have gambled spent a relatively modest amount of £5 or less on gambling in the past seven days (64%), however a minority spent substantially more, with 8% claiming to have spent more than £40. Among those who had gambled in the past week, the average spend on gambling activities was £10 from an average disposable income of £28 (money given to them as pocket money or money earned in the past week).

Amongst 11-16 year olds who have gambled in the past week, boys tend to spend more (an average gambling spend of £13) than girls (average spend of £5) during this period.

Compared to other potentially harmful activities, gambling in the past week is more prevalent among young people than smoking cigarettes (5% of 11-16 year olds had done so in the past week) and using drugs (3%) but is less prevalent than drinking alcohol (16%).

Online participation

Similar to 2016, 3% of 11-16 year olds have ever spent their own money on online gambling, with a larger proportion (7%) having gambled online using their parents' accounts (either with or without permission).

Just over one in ten young people (11%) have ever played gambling-style social games (which are often free to play and offer no cash prizes), with the majority of these playing via apps on smartphones or tablets (73%).

11% of 11-16 year olds claim to have personally ever participated in 'skins' betting, that is betting with in-game items when playing computer games or apps. This emerging phenomenon is much more common among boys (20%) than among girls (3%).

² It should be noted that the survey approach was altered in 2017 to include Scotland as part of the sample and incorporate 16 year olds into the reporting, while the decision has also been taken to exclude 'not stated' responses from the 2017 gambling incidence data. Therefore, the 2017 figures are not directly comparable with previous years of the study that were based on 11-15 year olds in England and Wales. However, when the 2017 figures are filtered on 11-15 year olds in England and Wales, including not stated responses as in previous years, this also gives an overall past week gambling participation rate of 12%.

³ Population estimates have been calculated using the following sources of numbers of school pupils in England, Scotland and Wales:

- Department for Education – [Schools, Pupils and their Characteristics: January 2017](#)
- [Scottish Government Pupil Census: December 2016 – supplementary data](#)
- [Welsh Government Schools' Census Results](#)

⁴ Information about the [types of gambling licences that business owners may need](#) can be found on the Gambling Commission website.

The National Lottery

Overall, 4% of 11-15 year olds⁵ had played any National Lottery game in the past seven days, a slight decrease from 5% in 2016. Scratchcards (3%) and Lotto (2%) were the most popular forms of play.

Amongst 11-15 year olds who say they play the National Lottery, tickets/scratchcards are typically bought in the company of a parent/guardian (86%) and a parent/guardian hands over the money at point of purchase on the majority of occasions (79%).

Initial experience of gambling

The most common routes into gambling, in terms of the first activity that young people who gamble had ever spent money on, were fruit machines (24%), National Lottery scratchcards (21%) and placing a private bet for money (11%). The average age for respondents to have first participated in gambling was 12 years.

Young people mentioned a wide variety of reasons for having gambled for the first time, with the top three motivations being excitement (41%), to make money (40%) and that they thought it would be fun/entertaining (33%).

Gambling advertising and social media

Young people continue to be exposed to gambling advertising via a variety of channels, with 80% having ever seen gambling advertisements on TV, 70% on social media and 66% on other websites. More than half of 11-16 year olds (55%) had seen gambling advertisements on TV at least once per week.

One in ten 11-16 year olds (10%) follow gambling companies on social media such as Facebook, YouTube and Instagram.

Problem gambling

The survey indicates that 0.9% of 11-16 year olds are problem gamblers, 1.3% are 'at risk' gamblers and 15.5% are non-problem gamblers. These percentages are based on the youth-adapted problem gambling screen DSM-IV-MR-J⁶.

The problem gambling rate among 11-16 year olds is similar to the rates among adults. According to combined data from the Health Survey for England 2015, the Scottish Health Survey 2015 and the Wales Omnibus in 2015, the problem gambling rate for 16-24 year olds was 1.1%, while it was 0.8% among all adults aged 16 and over.

Further insights

Six in ten young people (62%) agree or strongly agree that gambling is dangerous but only 8% agree or strongly agree that gambling is an easy way to make money and only 3% agree or strongly agree that most people their age gamble.

Although almost three quarters of 11-16 year olds know the minimum age to gamble where a minimum age exists (the survey used the examples of placing a bet in a betting shop and playing online poker), a higher proportion of respondents were able to correctly identify the minimum age for drinking alcohol or smoking cigarettes. Around 1 in 10 young people think you can place a bet in a betting shop or play online poker legally if you are aged 16 or under.

This suggests that more needs to be done to educate young people about the legal age to participate in different gambling activities.

⁵ The majority of the report is based on 11-16 year olds, however the National Lottery section is based on 11-15 year olds only (in keeping with previous years of the survey) as it is legal to play the National Lottery from the age of 16.

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

Awareness of gambling-related organisations is relatively low, with only 17% of young people aware of GambleAware, 7% aware of the National Gambling Helpline and 3% aware of GamCare, compared to, for example, 37% who are aware of Drinkaware. This suggests more could be done to engage with children and young people so they know who to talk to if they need support in relation to their gambling behaviour.

Four in ten 11-16 year olds could recall their parents/guardians ever speaking to them about the potential problems that gambling can lead to (39%), while only 18% could recall a teacher having done so.

Parents play an important role in restricting their children's gambling behaviour. Among respondents who could recall who had stopped them from gambling due to being too young, 59% had been stopped by their parents.

In addition to young people's own gambling, when their parents/other family or household members gamble this can also cause them harm. More than a quarter (28%) of 11-16 year olds who lived with gamblers said the gambling of these individuals had made them feel bad at one time or another, compared to 13% of young people who had gambled who felt bad as a result of their own gambling.

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Data source:
Sample:
Method:
Fieldwork dates:

Ipsos MORI Young People Omnibus
2,881 11-16 year olds drawn from 115 academies and maintained secondary and middle schools in Great Britain
Self-completion pen and paper surveys conducted with whole classes under supervision
6 February - 17 May 2017

Gambling participation

12%

have spent their own money on gambling in the past week

c.370,000

11-16 year olds



15%
of boys



7%
of girls

Past week gambling participation: trend



Most common past week gambling activities



Fruit machines
4%



Private bets
3%



Scratchcards
3%



Playing cards
2%



Lotto
2%

Online gambling



3%

spend their own money on online gambling at least once a year



7%

have used a parent's account to gamble online

Of this 7%,

88%
have done so with permission



22%
have done so without permission



Online gambling-style games



11%

have played online gambling-style games



12%
of boys



10%
of girls

Social media



10%

follow gambling companies on social media



In-game items (in computer games/apps)



Ever bet with in-game items:



20%
of boys



3%
of girls

Seen gambling advertising



80%
on TV



70%
on social media



66%
on other websites

Problem gambling



0.9%
are problem gamblers



1.3%
are at-risk gamblers

3 Introduction

This report presents the findings of the latest in a series of annual surveys by the Gambling Commission on the subject of Young People and Gambling in Great Britain.

The findings are based on a sample of 2,881 11-16 year olds in Great Britain who were surveyed between 6 February – 17 May 2017.

The research was conducted using Ipsos MORI's Young People Omnibus, a representative survey of pupils attending academies⁷ and maintained schools⁸ in England and Wales, with an additional booster sample of school pupils in Scotland. The research was conducted in a sample of schools, with pupils filling out paper self-completion questionnaires while under supervision.⁹

Previous iterations of the survey had focused on 11-15 year olds in England and Wales only, but the addition of Scotland and the inclusion of 16 year olds in 2017 allows this latest report to present a more complete picture of young people's gambling behaviour across the whole of Great Britain.¹⁰

The expansion of the sample in 2017 means that the results are not fully comparable with previous iterations of the survey, but despite their differences the two samples are similar enough that major changes from the 2016 results can be discerned and selected trend data is included in the report where appropriate. Readers are strongly advised to bear in mind the changes to the sample definition when comparing results to previous years.

Objectives

Key topics covered in the survey include:

- Rates of gambling on different types of games (including the National Lottery)
- Experiences of online gambling and 'gambling-style games'
- Perceptions of gambling and reasons for gambling for the first time
- The role of gambling advertising and social media
- The incidence of 'problem' and 'at risk' gamblers
- Further insights on participation in National Lottery games.

New questions for 2017

The core of the 2017 questionnaire remained unchanged from 2016, enabling us to continue to report key metrics in a consistent manner. However, a number of new questions were also introduced to the survey to provide fresh insights on topics of interest to the Gambling Commission and the industry as a whole, including:

- The amount of their own money which young people have spent on gambling in the past week, in the context of their disposable income (i.e. how much money they had received as pocket money or had earned in the past week)
- Participation in other potentially harmful activities in the past week (drinking alcohol, taking drugs, smoking cigarettes)
- Awareness of and participation in betting with in-game items on computer games/apps (i.e. 'skins' betting)
- The first activity that young people ever gambled their own money on

⁷ Academies (including free schools) are publically funded, independent schools, held accountable through a legally binding 'funding agreement'.

⁸ Maintained schools are overseen or 'maintained' by the Local Authority.

⁹ A detailed explanation of the research, including notes on the presentation, interpretation and publication of data, is given in Ipsos MORI's Technical Note that accompanies this report.

¹⁰ The majority of the report is based on 11-16 year olds, however the National Lottery section is based on 11-15 year olds only (in keeping with previous years of the survey) as it is legal to play the National Lottery from the age of 16.

- How old young people were when they first gambled for money
- Awareness of gambling-related organisations such as GambleAware, GamCare, and the National Gambling Helpline (in the context of awareness of other organisations)
- Awareness of the legal age to participate in different forms of gambling (in the context of other activities)
- Who has spoken to young people about the potential harmful effects of gambling
- Whether young people have ever been stopped from gambling because they were too young, and if so, by whom
- Whether young people have felt bad as a result of their own or a family/household member's gambling.

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

4 Gambling participation

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

Looking more broadly at the prevalence of gambling beyond only those who have gambled in the past seven days, this section also provides information about the frequency of participation in various activities, and reports on the location where young people last played on fruit machines.

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

The survey found that 12% of 11-16 year olds in Great Britain had spent their own money on one or more of the listed gambling activities in the past seven days. This equates to approximately 370,000 young people aged 11-16 who have gambled in the past week.¹¹

As shown in the chart below, this figure is 4 percentage points lower than the 16% recorded in 2016 with the fall representing a continuation of a longer-term decline seen since 2011, when 23% of 11-15 year olds in England and Wales had gambled in the past week.

As previously noted, the survey approach was altered in 2017 to cover 11-16 year olds across the whole of Great Britain, so the 2017 figures are not fully comparable with previous years which were based on 11-15 year olds in England and Wales only. However, when the 2017 data is filtered on the same base of 11-15 year olds in England and Wales, a significant decline in gambling participation is apparent.¹²

¹¹ Population estimates have been calculated using the following sources of numbers of school pupils in England, Scotland and Wales:

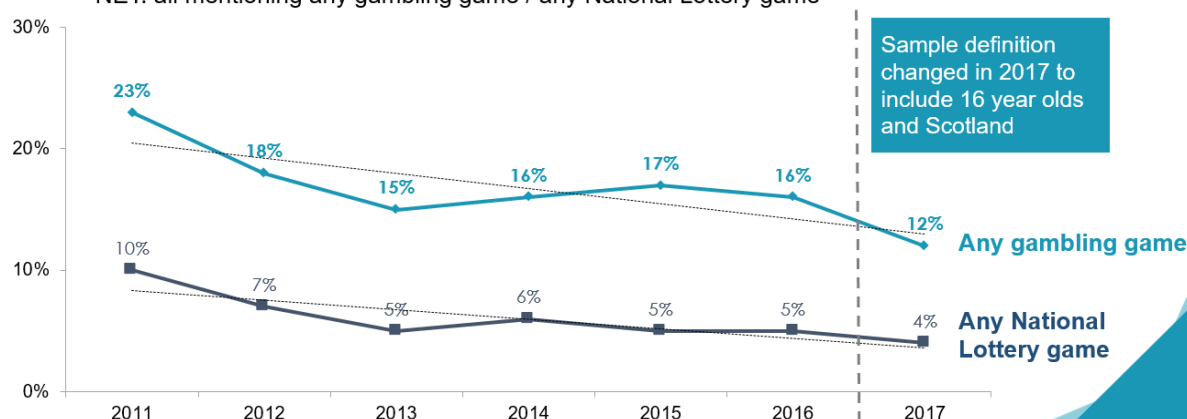
- Department for Education – [Schools, Pupils and their Characteristics: January 2017](#)
- [Scottish Government Pupil Census: December 2016 – supplementary data](#)
- [Welsh Government Schools' Census Results](#)

¹² Where a direct comparison is made between 11-15 year olds in England and Wales in the 2016 and 2017 surveys, the overall gambling participation rate drops from 16% in 2016 to 12% in 2017.

Gambling in the past 7 days: trend series

Have you spent any of YOUR money on any of the following in the past 7 days?
We want to know about games you played yourself.

NET: all mentioning any gambling game / any National Lottery game



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

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To place these figures in context compared to the adult population of Great Britain, Gambling Commission data¹³ shows that in the year to September 2017, 46% of adults aged 16 and over have taken part in at least one form of gambling in the past four weeks. Despite a decline in popularity over recent years, National Lottery draws are still the most common form of gambling among adults, with 27% having played in the past four weeks, followed by scratchcards (11%) and other lotteries (11%).

Types of gambling participated in

In the 2017 survey, 6% of 11-16 year olds had participated in gambling in the past week on a commercial premises (such as arcades or betting shops), while 5% had gambled with friends/ placed private bets, 4% had played any National Lottery game, and only 1% had gambled their own money online. 9% of 11-16 year olds had spent their own money on licenced gambling (i.e. where the either the operator or the premises requires a licence) in the past week.

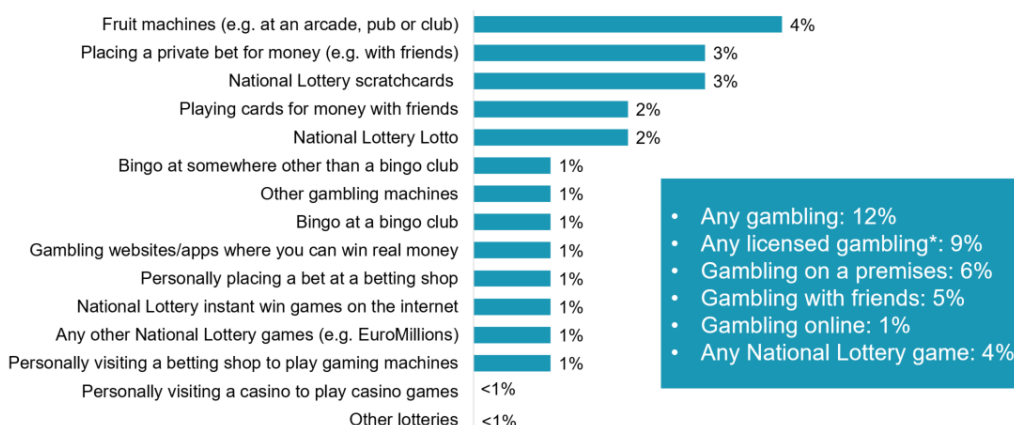
The pattern of young people's participation in different gambling activities remains similar to previous years. As previously noted, much of this activity is legal (such as private bets with friends or playing on certain machines on certain types of premises) and takes place on premises that do not require a gambling licence. The most common form of gambling among 11-16 year olds is fruit machines (at an arcade, pub or club) with 4% of this age group having spent their own money on this in the past week. The next most common forms of gambling are placing a private bet for money (e.g. with friends) (3%) and National Lottery scratchcards (3%).

Overall, 4% of 11-16 year olds had played any National Lottery game, one percentage point lower than in 2016 and continuing the longer-term downward trend from the 10% recorded in the 2011 survey. In addition to scratchcards (3%), in the past week young people had also played Lotto (2%), National Lottery instant win games on the internet (1%) and other National Lottery games such as EuroMillions (1%).

¹³ Gambling Commission (2017). [Survey data on gambling participation - October 2017](#)

Gambling participation in the past 7 days

Have you spent any of YOUR money on any of the following in the past 7 days?
We want to know about games you played yourself.



Base: All participants – 11-16 year olds in England, Scotland and Wales, excluding not stated (2,766)
*Where operator and/or premises licensed
Source: Ipsos MORI Young People Omnibus 2017

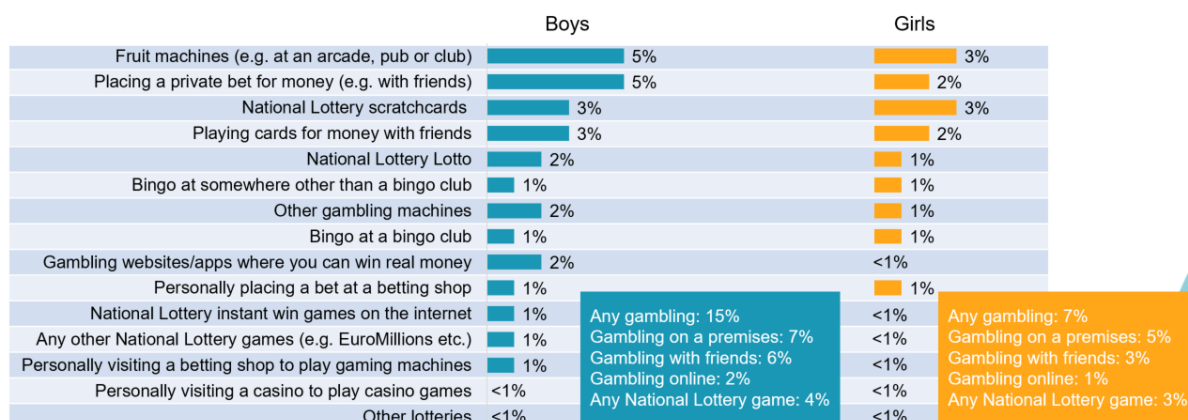
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Gambling participation by gender

Boys aged 11-16 were around twice as likely as girls of the same age group to have gambled for money in the past week. Some 15% of boys had spent money on gambling in the past seven days compared to 7% of girls. In terms of types of gambling, the disparity between the sexes was greatest for placing a private bet for money, with 5% of boys having done so compared to 2% of girls. The prevalence of playing National Lottery scratchcards was similar for both genders, with an equal 3% of boys and girls having purchased scratchcards in the last week.

Gambling participation by gender

Have you spent any of YOUR money on any of the following in the past 7 days?
We want to know about games you played yourself.



Base: All participants - 11-16 year olds in England, Scotland and Wales, excluding not stated (1,318 boys / 1,413 girls)
Source: Ipsos MORI Young People Omnibus 2017

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Gambling participation by age

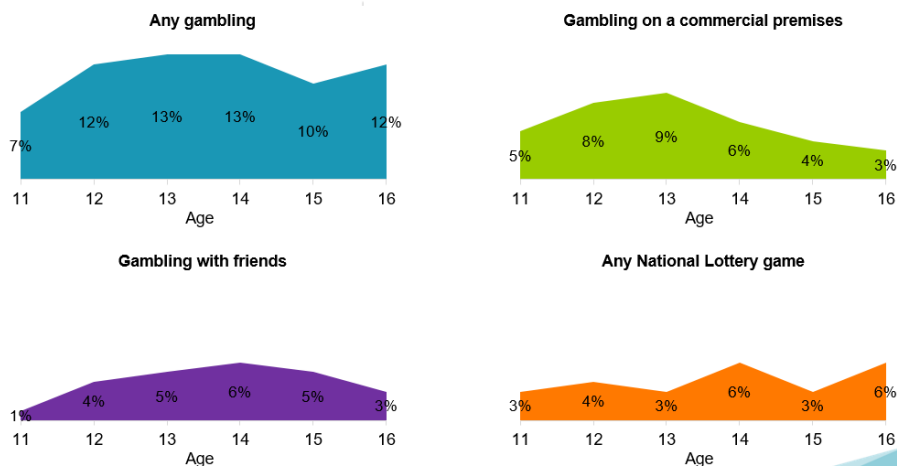
Rates of gambling participation showed some variation by age. Overall participation in any gambling activity was lowest among 11 year olds at 7% and highest among 13-14 year olds, at 13%. In terms of school year, the highest participation rates equate to Years 8 and 9.

Gambling on a commercial premises was most prevalent among 12 and 13 year olds (8% and 9% respectively) but least common among 16 year olds (3%). While this finding may initially appear odd, it was primarily driven by the fact that 12-13 year olds have the highest levels of participation in gambling on fruit machines (data about the location of fruit machines play is given later in this section).

The level of participation in any National Lottery game among 16 year olds, who can play the Lottery legally, was 6%. Interestingly, the same proportion of 14 year olds had played National Lottery games in the past week. The nature of underage National Lottery play is explored further in the National Lottery section of the report.

Gambling participation by age

Have you spent any of YOUR money on any of the following in the past 7 days?
We want to know about games you played yourself.



Base: All participants - 11-16 year olds in England, Scotland and Wales, excluding not stated (2,766)
Source: Ipsos MORI Young People Omnibus 2017

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Amount of own money spent on gambling

Young people who stated that they had spent their own money on gambling were asked how much of their own money they had spent in total on all the listed activities in the past seven days (unfortunately there was not sufficient space in the survey to ask about the amounts spent on individual types of gambling).

When viewing the data on spend, it should be noted that the question did not specifically mention whether any winnings as a result of this spend should be taken into account or not, so this was left open to respondents' interpretation. Whilst it is difficult to obtain a completely accurate measure of gambling spend, the survey data nonetheless provides an approximation of spend levels among young people and is helpful in highlighting the differences in spend among various sub-groups of 11-16 year olds.

Among young people who had spent their own money on gambling in the past week, 62% stated an amount that they had spent, while the remaining 32% either stated 'don't know' or did not supply an answer.

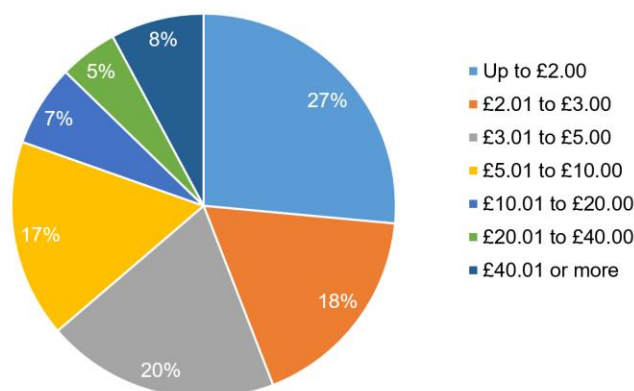
Among those who stated an amount spent, the majority (64%) had spent a relatively modest amount of £5 or less, however 17% had spent £5-£10, 7% had spent £10-£20, 5% had spent £20-£40 and 8% claimed an outlay of more than £40.

The average amount of their own money which young people had spent on gambling in the past seven days was £10 (to the nearest pound)¹⁴. The figure was higher among boys who had gambled (£13) than among girls who had done so (£5). The survey suggests that the average amount spent increases for at risk and problem gamblers (as defined by the DSM-IV screen), although this data should be viewed with great caution due to low sample sizes.¹⁵ While non-problem gamblers had spent an average of £7 of their own money on the listed activities in the past week, this increased to an average of £15 for at risk gamblers and £37 for problem gamblers.

Amount of own money spent on gambling

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

Among young people who had spent their own money on gambling activities in the past week, 62% stated the amount spent. The chart shows the breakdown of spent among this 62%.



Base: All aged 11-16 who have spent their own money on gambling activities in the past 7 days, excluding 'don't know' and not stated (185)
Source: Ipsos MORI Young People Omnibus 2017

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

Respondents were asked to state the amount of money that they had been given in the past seven days (including pocket money and any money they earned themselves, but excluding money they may have been given for travel, school dinners or their birthday). The average amount that 11-16 year olds who had spent their own money on gambling in the past seven days were given was £28¹⁶. This was considerably higher than the average amount given to all 11-16 year olds (including those who had not gambled), which was £16. The data does therefore suggest a relationship between the amount of income young people receive and the amount of money they spend on gambling.

Based on those who have gambled in the past week, it is interesting to note that the amount of money given to boys and girls is similar (£27 for boys and £29 for girls), but girls' average gambling spend (£5) is much lower than that of boys (£13).

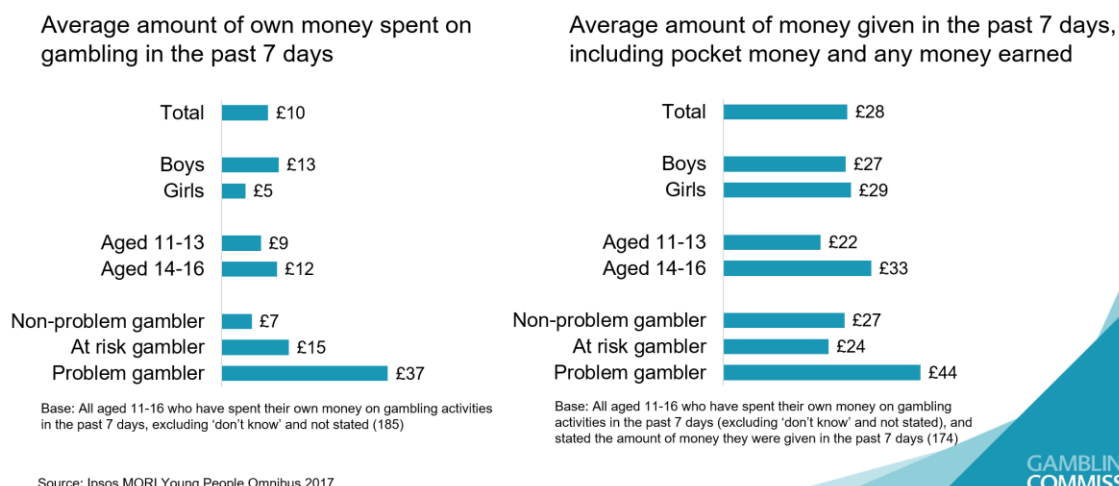
¹⁴ The mean amount spent was calculated using the mid-points of the spend ranges included in the questionnaire

¹⁵ Sample sizes by gambler type for 11-16 year olds who had spent their own money on gambling in the past seven days and stated an amount: Non-problem gamblers: n=151, At risk gamblers: n=15, Problem gamblers: n=16

¹⁶ The mean amount of money given to respondents was calculated using the mid-points of the value ranges

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

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



Gambling participation in the context of other activities

This year's survey included, for the first time, a question about whether respondents had participated in other potentially harmful activities in the past week (namely, smoking cigarettes, drinking alcohol and taking drugs). The responses to this question enable us to place the level of gambling participation among young people in the wider context of other activities young people may engage in.¹⁷

Across the total survey sample of 11-16 year olds, in comparison to the overall gambling participation rate of 11% in the past week, a larger proportion of young people had drunk alcohol in the same period (16%), but the percentages who had smoked cigarettes (5%) or taken drugs (3%) were both considerably lower.

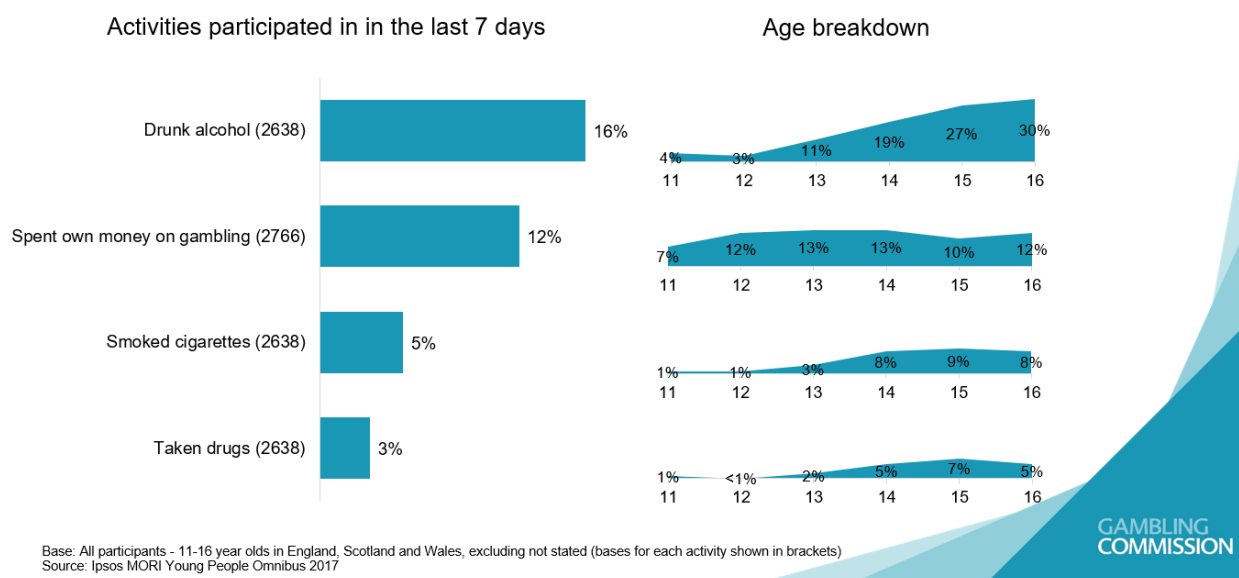
When the results are broken down by age (as in the chart below), gambling in the past week is revealed to be more common among 11-13 year olds than drinking alcohol, smoking cigarettes and taking drugs.

The rate of participation in gambling remains fairly constant across the 11-16 age range: 7% of 11 year olds have gambled in the past week while amongst 12-16 year olds the proportion ranges from between 10% to 13%.

On the other hand, past week rates of participation in drinking alcohol, smoking cigarettes and taking drugs are comparatively low among 11-13 year olds but rates grow considerably within the 14-16 years age range. For example, while only 4% of 11 year olds and 3% of 12 year olds have drunk alcohol in the past week, the proportion increased steadily with age such that 29% of 16 year olds have consumed alcohol in the past week.

¹⁷ In the 2016 report, we had compared the rate of gambling to smoking, drinking alcohol and drug use using separate research by the Health & Social Care Information Centre (2015). This report revealed lower rates of participation for each of these other activities compared to the prevalence of gambling in the past week indicated by our own study.

Gambling participation in context of other activities



It is interesting to note the relationship between these other 'risky' activities and gambling. Compared to the overall gambling prevalence of 12% among all 11-16 year olds, 34% of this age group who had taken drugs had spent their own money on gambling in the past week, while 31% of those who had smoked cigarettes and 21% of those who had drunk alcohol had gambled during the same period.

Frequency of participation in gambling activities

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

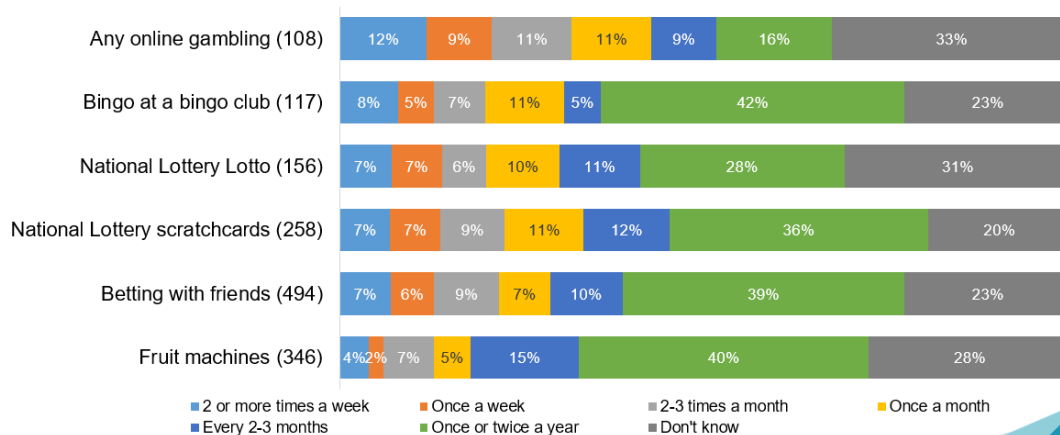
Frequency of participation in the different types of games generally remained similar to last year, with the most common frequency for each activity being once or twice a year. The large proportion of young people taking part in gambling activities less often than weekly indicates that the overall incidence of gambling is considerably higher than the 12% who have gambled in the last week, once less frequent and occasional play is taken into account.¹⁸

Of the activities asked about, online gambling is participated in most frequently, with more than a fifth of young online gamblers (20%) stating that they spend their own money on this once a week or more often (compared to 15% in the 2016 survey).

¹⁸ The current focus of the survey is on gambling prevalence in the past seven days and it is not possible to provide an overall prevalence figure based on the past month, past year etc. since the full list of gambling activities is not presented at the frequency question.

Frequency of participation

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



Base: All aged 11-16 who have participated in each activity, excluding not stated (sample sizes shown in brackets)
Source: Ipsos MORI Young People Omnibus 2017

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Fruit machines: location of play

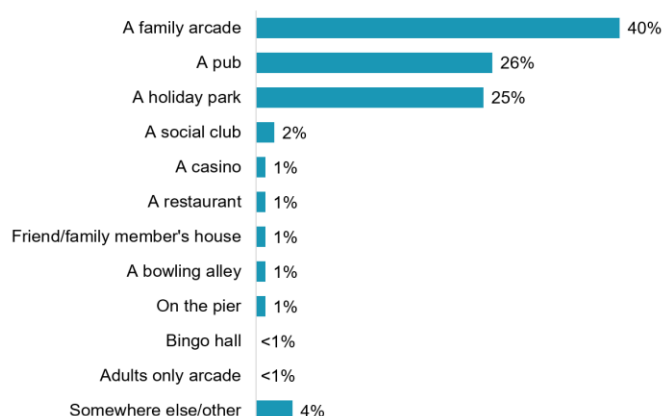
The most popular form of gambling among 11-16 year olds is playing on fruit machines, with 4% having spent their own money on fruit machines in the last week. Among those who remembered where they were when they last played on fruit machines, the most common location was a family arcade (40%), followed by a pub (26%) and a holiday park (25%).

Among young people who could remember where they had last played on fruit machines, playing in family arcades was more prevalent among girls (44%) than among boys (37%). Younger children also tended to be more likely to have played fruit machines in family arcades on the last occasion, with 49% of 11-13 year olds having done so compared to 34% of 14-16 year olds.

On the other hand, playing on fruit machines in pubs was more common among boys (33%) than among girls (19%). Older respondents were more likely to have played on fruit machines in pubs, with 32% of 14-16 year olds having done so compared to 21% of 11-13 year olds.

Location where played on fruit machines

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



Base: All 11-16 year olds in England, Scotland and Wales who can remember where they last played on fruit machines (546)
Source: Ipsos MORI Young People Omnibus 2017

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5 Online participation

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

- Online gambling where young people spent their own money
- Online gambling where young people used their parents' or guardians' accounts (either with or without the account holder's permission)
- Participation in online-gambling-style games (games which look and play like gambling games such as roulette or poker but are free to play, without a prize and without age restrictions)
- For the first time, we also report on awareness and participation rates for gambling with in-game items when playing computer games or apps (an activity often referred to as 'skins betting').

Online gambling where young people spent their own money

As seen in the previous section, the prevalence of young people spending their own money on online gambling in the past week is low, at only 1% of all 11-16 year olds. However, the survey also found, via the frequency of gambling question, that 3% of all 11-16 year olds spend their own money on any form of online gambling at least once or twice per year (4% of boys compared to 1% of girls).

Online gambling using parents' or guardians' accounts

Consistent with the results from previous years, a larger proportion of young people have ever gambled online using their parents' or guardians' accounts (7%) than spend their own money on gambling online at least once or twice a year (3%).¹⁹

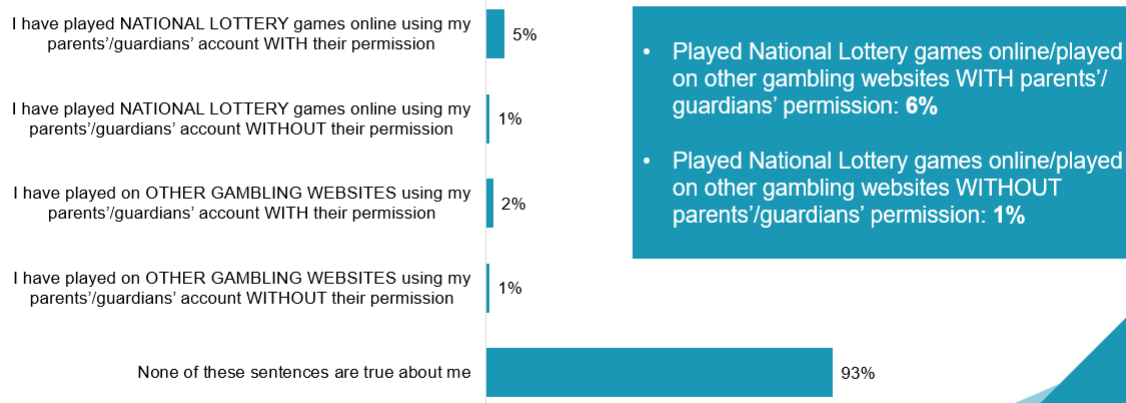
By far the most common form of online gambling using a parent or guardian's account is on National Lottery games. 5% of 11-16 year olds have played National Lottery games online using their parents' or guardians' accounts with their permission, and 1% have done so without permission. The incidence of this behaviour on other gambling websites (not the National Lottery) is lower, 2% doing so with permission and 1% doing so without permission.

Of the 11-16 year olds who have gambled online using their parents'/guardians' accounts (either on the National Lottery or on other forms of gambling), 88% had used the account with permission, however more than a fifth (22%) had done so without permission at one time or another.

¹⁹ There is overlap between the groups: among those who have ever spent their own money gambling online, 43% have gambled online using a parent's account with permission, and 11% have gambled online using a parent's account without permission.

Gambling online using parents' accounts

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



Base: All participants - 11-16 year olds in England, Scotland and Wales, excluding not stated (2,759)
Source: Ipsos MORI Young People Omnibus 2017

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When the results of this question are filtered on those who have spent their own money on gambling in the last seven days, 19% have ever used their parents'/guardians' accounts to play on National Lottery or other gambling websites, either with or without permission.

Participation in online gambling-style games

Online gambling-style games are games which look and play like gambling games such as roulette or poker but are free to play, do not offer any prizes and do not have any age restrictions. Such games are not considered as gambling by law but can have many similar characteristics to games that involve real money being lost/won, and are of interest as they represent a possible route into gambling for money, particularly for young people.

The proportion of 11-16 year olds who have ever played online gambling-style games stands at 11% (compared to 9% in 2016). Boys (12%) were only slightly more likely to have played online gambling-style games than girls (10%), with the difference between the sexes considerably less marked for this type of activity than for spending money on gambling in the past week.

Of those 11-16 year olds who have ever played online gambling-style games, the most popular type of gambling-style game played in the last seven days was bingo, played by 16%, followed by casino games (15%), slot/fruit machine games (14%), and poker (13%). Taking all these types of games into account, this equates to 4% of all 11-16 year olds having played a gambling-style game in the last week.

There were differences between the sexes with 24% of girls who had ever played an online gambling-style game having played bingo-style games within the last seven days, compared to 8% among boys. The most popular type of online gambling-style game among boys was casino games (20%), but casino-style games had only been played by 8% of the girls who ever participated in online-gambling style games.

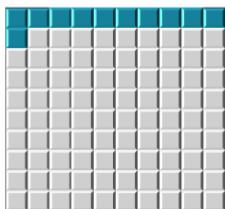
Among young people who have ever played online gambling-style games, a quarter (25%) had spent their own money on any gambling activity in the past week, significantly higher than the average of 12% among all 11-16 year olds.

Online gambling-style games

Among those 11% who have ever played online gambling-style games:

Have you ever played online gambling-style games?

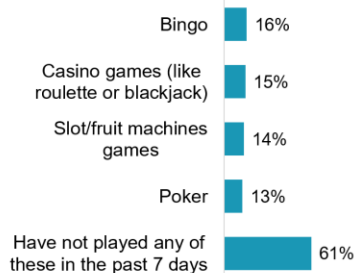
Yes: **11%**



Base: All participants - 11-16 year olds in England, Scotland and Wales, excluding not stated (2,673)

Source: Ipsos MORI Young People Omnibus 2017

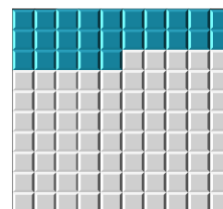
Have you played any of the following online gambling-style games in the past 7 days?



Base: 11-16 year olds in England, Scotland and Wales who have ever played an online gambling-style game, excluding 'don't know' and not stated (270)

Spent own money on any gambling activity in the past week:

25%



Base: 11-16 year olds in England, Scotland and Wales who have ever played an online gambling-style game (290)

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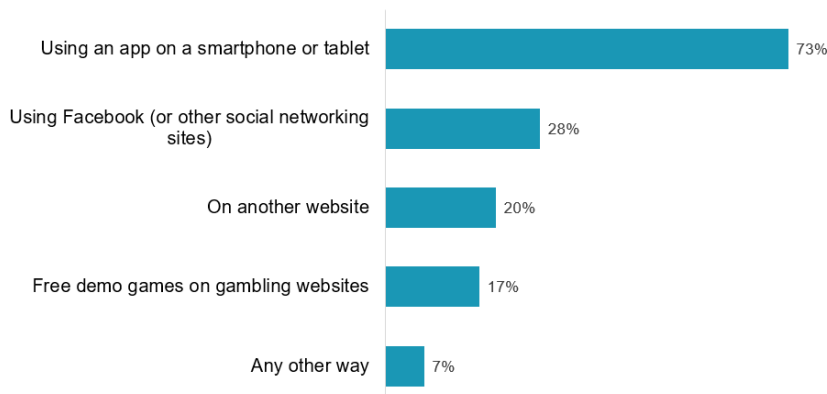
Ways of playing online gambling-style games

The most common way of playing an online gambling-style game is using an app on a smartphone or tablet, with 73% of those who have played an online gambling-style game and who mentioned the game they played having used this mode of play.

Social networking sites such as Facebook remain the second most common method of play (28%), followed by free demo games on gambling websites (17%) and other websites (20%).

Online gambling-style games: how played

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



Base: 11-16 year olds in England, Scotland and Wales who have played an online gambling-style game in the past week and mentioned the type of game played, excluding 'don't know' and not stated (74)
Source: Ipsos MORI Young People Omnibus 2017

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Betting with in-game items on computer games/apps

This section is a new addition to the 2017 survey to explore awareness of and participation in 'skins betting' among young people²⁰. 'Skins' are in-game items, used within some of the most popular video game titles. They provide cosmetic alterations to a player's weapons, avatar or equipment used in the game. Skins betting sites allow video gamers to wager cosmetic items rewarded in-game or purchased for real money on a digital marketplace, accessible from the UK for several years.

The Gambling Commission takes the view that the ability to convert in-game items to cash, or to trade them (for other items of value) means they attain a real-world value and become articles of money or money's worth. Where gambling facilities are offered to British consumers, including with the use of in-game items that can be converted into cash or traded (for items of value), a gambling licence is required. Tackling operators making gambling facilities available to children is one of the Gambling Commission's priorities. This has been demonstrated by action taken against unlicensed websites providing facilities for gambling using in-game items as methods for payment.²¹

For the purposes of this survey, with the aim of ensuring as much comprehension of the activity as possible, the topic was introduced to young people as follows: 'When playing computer games/apps it is sometimes possible to collect in-game items (eg weapons, power-ups and tokens). For some games, it is possible to bet these in-game items for the chance to win more of them.'

Young people were first of all asked if they ever play computer games or apps these days. Those who answered 'yes' were then asked if they were aware of betting with in-game items and if they had personally done so (and if so, how recently).

Overall, based on the description provided within the questionnaire, 45% of 11-16 year olds were aware that it is possible to bet with in-game items when playing computer games or app-based games. Almost six in ten boys (59%) knew about this activity compared to less than a third of girls (31%).

The survey found that 11% of 11-16 year olds claimed to have personally ever bet with in-game items. The activity was more prevalent among boys (20%) than girls (3%). Older respondents were more likely to have bet with in-game items: only 3% of 11 year olds had done so compared to 14% of 14-16 year olds. The incidence of betting with in-game items was higher than average among young people who had spent their own money on gambling in the past week (24%) and those who had played online gambling-style games (30%).

Of the 11% of 11-16 year olds who had ever bet with in-game items, more than a third (36%) had done so in the past seven days, 23% within the past month, and 41% more than one month ago.

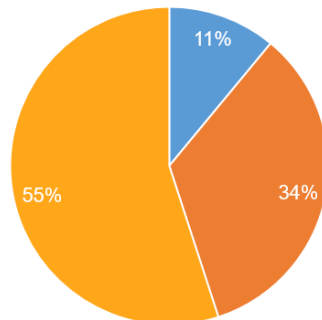
²⁰ As 2017 is the first year that questions on this topic have been included, the questions may be subject to refinement in future iterations of the survey, to improve respondents' comprehension of the activity being asked about

²¹ More information on this topic is given in the Gambling Commission's recent position paper on [Virtual currencies, eSports and social casino gaming – March 2017](#).

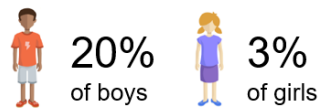
Gambling with in-game items

Have you ever personally bet with in-game items when playing computer games/apps?

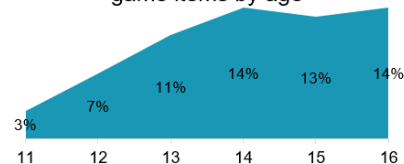
- Have bet with in-game items
- Aware can bet with in-game items but have not done this/can't remember
- Not aware you can bet with in-game items/don't know



Prevalence of gambling with in-game items by gender



Prevalence of gambling with in-game items by age



Base: All participants - 11-16 year olds in England, Scotland and Wales, excluding not stated responses at any part of the question (2,621)
Source: Ipsos MORI Young People Omnibus 2017

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6 The National Lottery

This section of the report focuses on The National Lottery, detailing when and where young people buy National Lottery tickets (eg for Lotto or EuroMillions) or scratchcards, who they are with at the time, and who actually hands over the money at the till.

Although the majority of this report is based on data from 11-16 year olds, in keeping with previous years, this section predominantly uses data from 11-15 year olds due to the fact that National Lottery play is legal at the age of 16 and including 16 year olds in the aggregated data would produce very different results for certain questions.

When interpreting the findings, it is important to note that the results are based on 11-15 year olds who have participated in National Lottery play, rather than this entire age group.

When National Lottery tickets or scratchcards are bought

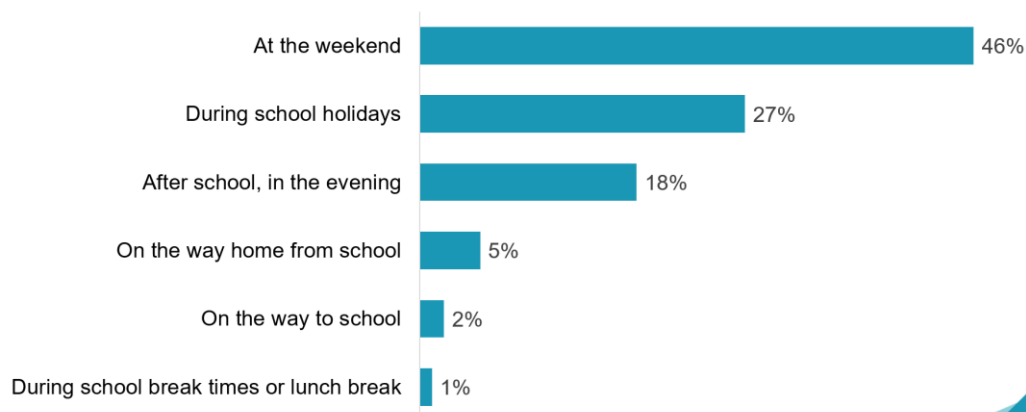
Young people aged 11-15 who ever play National Lottery games are most likely to have last bought a ticket for a draw (eg for Lotto or EuroMillions) or a scratchcard at the weekend (46%), followed by during the school holidays (27%) and after school, in the evening (18%). These top three times for purchasing tickets or scratchcards remained the same as in last year's survey, although there was a notable decline in purchases during school holidays (down by 6 percentage points from 33% in 2016).

The fourth most common occasion to purchase National Lottery tickets or scratchcards was on the way home from school (5%), which increased from only 1% in 2016. Interestingly, 9% of boys stated that they made their last purchase specifically on the way home from school, compared to only 1% of girls. On the other hand, girls (23%) were more likely than boys (13%) to have last bought National Lottery tickets/scratchcards 'after school, in the evening'.

Young people who had spent their own money on National Lottery games in the past seven days were more likely than average to have bought tickets or scratchcards on the way to school (7%) than those who had not played National Lottery games in the past week (1%).

When do 11-15 year olds buy National Lottery tickets or scratchcards?

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



Base: All aged 11-15 who have bought a National Lottery ticket/ scratchcard in the past and remember when it was bought (285)
Source: Ipsos MORI Young People Omnibus 2017

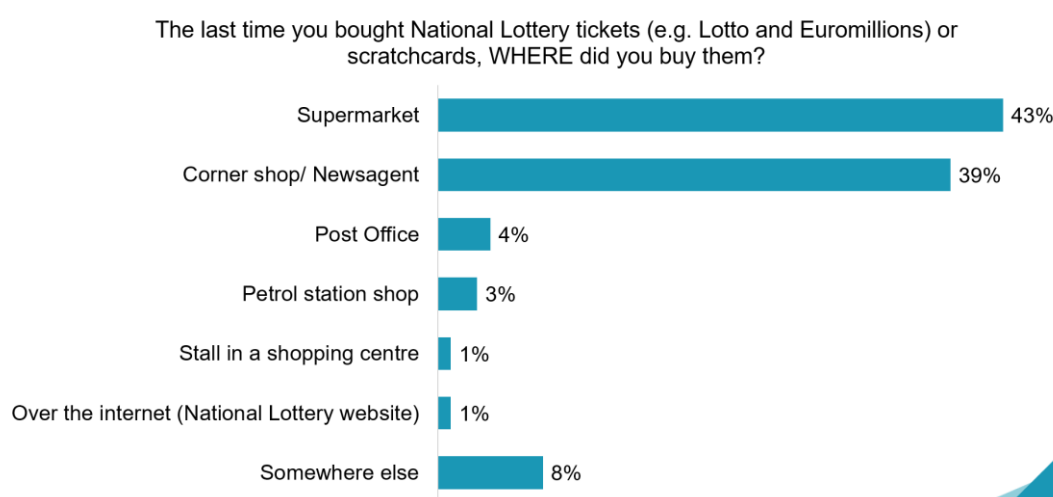
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Where National Lottery tickets or scratchcards are bought

Amongst 11-15 year olds who have played National Lottery games at any time, the highest proportion (43%) last bought National Lottery tickets or scratchcards from a supermarket, followed closely by from a corner shop or newsagent (39%).

The proportion buying from a supermarket increased by 8 percentage points from the 2016 survey, while the percentage stating that they bought from a corner shop or newsagent declined by 3 percentage points compared to last year. 2017 is the first year that buying tickets or scratchcards from a supermarket has superseded buying them from a corner shop or newsagent and probably reflects the rise in the number of small 'local' and 'express' style supermarkets which may be more accessible to young people.

Where do 11-15 year olds buy National Lottery tickets or scratchcards?



Base: All aged 11-15 who have bought a National Lottery ticket/ scratchcard in the past and remember where it was bought (328)
Source: Ipsos MORI Young People Omnibus 2017

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This finding is reversed if one narrows down the group of 11-15 year olds who have participated in National Lottery play to those who have spent their own money on the National Lottery in the last seven days. Of this relatively small subset²², only 27% last bought National Lottery tickets or scratchcards from a supermarket, whilst 44% last bought them from a corner shop or newsagent. In contrast, amongst those who had not spent their own money on the National Lottery in the last seven days, 47% last bought tickets or scratchcards from a supermarket, whilst only 38% did so from a corner shop or newsagent.

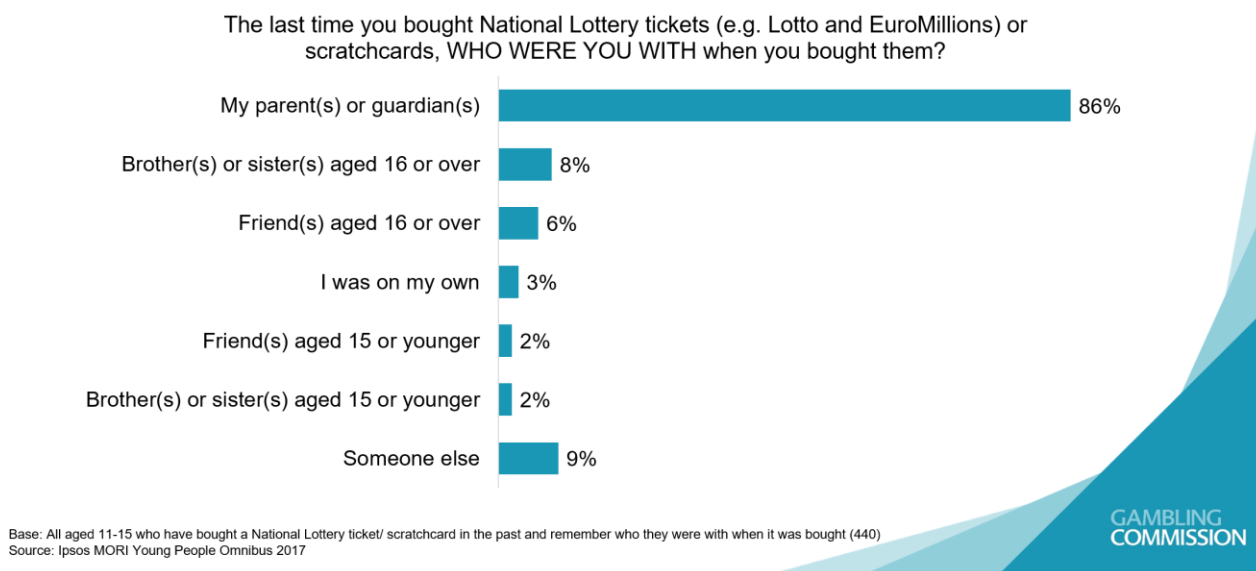
Who is with young people when they buy National Lottery tickets or scratchcards

The 2017 survey shows very similar results to the 2016 study in terms of who was with young people when they last purchased a National Lottery product. The latest data indicates that the vast majority of 11-15 year olds who had ever bought National Lottery tickets or scratchcards were with someone aged 16 or older (93%) on their last purchase occasion. Typically, this older individual was a parent or guardian (86%), with a much smaller proportion being accompanied by siblings aged 16 or older (8%) or friends aged 16 or older (6%).

²² Base: 113 respondents

The survey also indicates that 3% of 11-15 year olds were on their own when they last bought National Lottery tickets or scratchcards²³ and a further 3% were with someone aged 15 or under (and not also accompanied by someone over 16). Despite these not being high proportions, they still suggest that the age restriction of 16 and above for playing National Lottery games is not always successful.

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



Young people who were on their own when they last purchased National Lottery tickets or scratchcards tended to be at the higher end of the survey age group, with 6% of 14-15 year olds being unaccompanied compared to only 1% of 11-13 year olds purchasing the ticket or scratchcard alone.

Black and minority ethnic (BME) young people were more likely than average to have been unaccompanied when they last bought National Lottery tickets or scratchcards. Specifically, 8% of BME respondents who remembered who they were with when they last bought tickets or scratchcards bought them when they were on their own, compared to the average of 3% among all 11-15 year olds who remembered who they were with.

Other sub-groups which were more likely than average to have been alone when they last bought National Lottery tickets or scratchcards included those who have spent their own money on the National Lottery in the last seven days (9%), those who agreed that 'the more you gamble, the better chance of winning' (11%), those who follow gambling companies on social media (9%), and those who have ever smoked cigarettes (9%).

Who hands the money over at the till

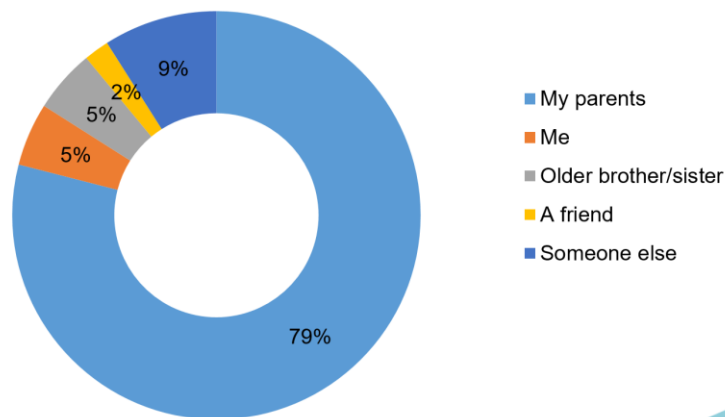
In order to explore the circumstances around the point of purchase, 11-15 year olds who stated that they had bought a National Lottery ticket or scratchcard were asked who handed over the money at the till on the last occasion. Consistent with previous years, the vast majority stated that it was their parents who handed over the money at the till, with 79% responding that this was the case (84% of girls and 76% of boys).

²³ For 16 year olds, the picture is unsurprisingly different, as 36% of 16 year olds were on their own the last time they bought National Lottery tickets or scratchcards

A small but notable minority (5%) of 11-15 year olds who have bought a National Lottery ticket or scratchcard handed the money over themselves on the last purchase occasion, with 6% of boys having done so compared to 3% of girls, suggesting that retailers can still do more to stop underage play.²⁴

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

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



Base: All aged 11-15 who bought a ticket and remember who handed over the money at the till: 2017 (438)
Source: Ipsos MORI Young People Omnibus 2017

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Groups who were more likely than average to have handed the money over themselves included those who had spent their own money on gambling in the past seven days (11%), those who had ever taken drugs (11%) and those who had ever drunk alcohol (9%).

²⁴ When looking at 16 year olds who had bought National Lottery tickets or scratchcards, a far higher proportion (62%) handed over the money at the till themselves.

7 Initial experience of gambling

This section examines young people's initial experience of gambling, including the first activity they ever gambled on (if any), how old they were at the time, and their reasons for doing so.

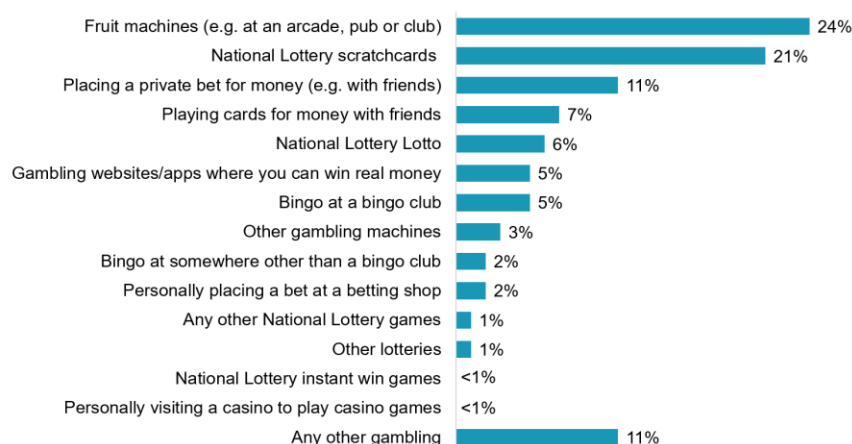
First activity ever gambled own money on

Participants who had ever gambled for money were asked to state the first activity that they had ever gambled their own money on. Excluding those who could not remember, the most common initial activities were forms of gambling that in many cases take place where at locations where premises licences are not required: playing on fruit machines (24%), National Lottery scratchcards (21%), placing a private bet for money (11%), playing cards for money with friends (7%) and National Lottery Lotto (6%).

The activities that young people most commonly gambled on first were similar to the activities they were most likely to have gambled on in the past week, which also saw fruit machines, National Lottery scratchcards and placing a private bet for money come out on top.

First activity gambled own money on

What was the first activity that you ever gambled your own money on?



Base: All participants - 11-16 year olds in England, Scotland and Wales, except those who have never gambled for money, who can remember the first activity that they ever gambled their own money on (272)
Source: Ipsos MORi Young People Omnibus 2017

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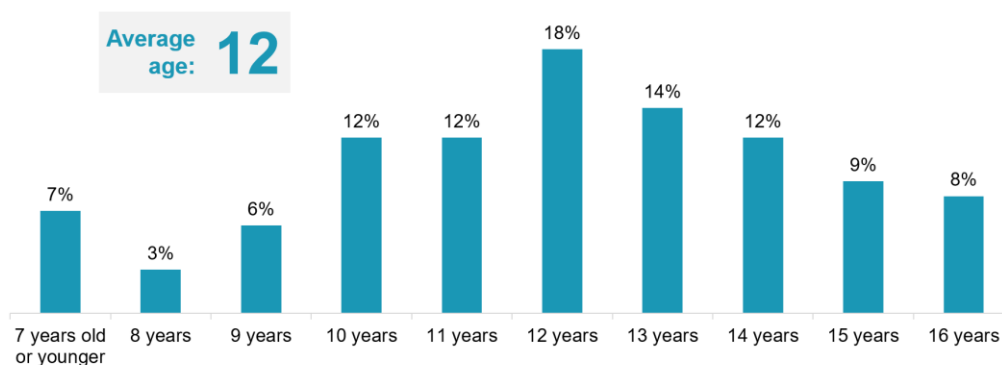
Age when first gambled for money

Participants were asked to recall how old they were when they first gambled for money. The most common age when 11-16 year olds first gambled for money was 12 years (18%). Excluding those who did not give their age, the mean age of the survey sample at the time of their first gambling experience was 12.0 years, with no significant difference between boys (12.1 years) and girls (11.9 years).

Interestingly, the average age of gambling for money for the first time for those who have played online gambling-style games is 11.5 years, compared to 12.4 years among those who have not played these types of games.

Age when first gambled for money

Please think back to when you first gambled for money. How old were you?



Base: All participants - 11-16 year olds in England, Scotland and Wales, except those who have never gambled for money, who can remember their age when they first gambled for money (316)
Source: Ipsos MORI Young People Omnibus 2017

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Reasons for gambling for money for the first time

Young people mentioned a wide variety of reasons for having gambled for the first time. Excluding those who did not give any reasons, the top three factors were:

1. 'I thought it would be exciting' (41%)
2. 'To make money' (40%)
3. 'I thought it would be fun/entertaining' (33%)

Curiosity also played a part with 26% of 11-16 year olds stating 'I wanted to see what it was like', as did boredom (20%) and family influence (20%).

There was no statistically significant difference between the proportion of boys and girls stating most of these reasons, with exceptions being 'because my family were doing it' (mentioned by 40% of girls compared to only 13% of boys) and 'to make money' (mentioned by 44% of boys compared to only 33% of girls).

Reasons for gambling for the first time

Thinking about the first time you ever gambled for money, what made you try it?



Base: All participants - 11-16 year olds in England, Scotland and Wales, except those who have never gambled for money, who gave a reason for gambling for the first time (322)
Source: Ipsos MORI Young People Omnibus 2017

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The potential for analysing reasons for gambling for the first time against the first activity ever gambled on are limited due to low sample sizes for the majority of the activities, however it is possible to make some observations for the two most common initial types of gambling: fruit machines and National Lottery scratchcards²⁵.

The main motivations for playing on fruit machines for the first time were to make money (36%) followed by, 'I thought it would be fun/entertaining' (30%) and 'I thought it would be exciting' (28%). On the other hand, for National Lottery scratchcards, the most common reason for trying them was 'I thought it would be exciting' (50%), followed by 'I wanted to see what it was like' (39%) and 'to make money' (37%).

²⁵ The sample size for 11-16 year olds who first gambled on fruit machines is 69 and for National Lottery scratchcards is 60.

8 Gambling advertising and social media

The study also set out to explore the extent to which young people are exposed to gambling advertising via different channels, and how they interact with gambling companies on social media.

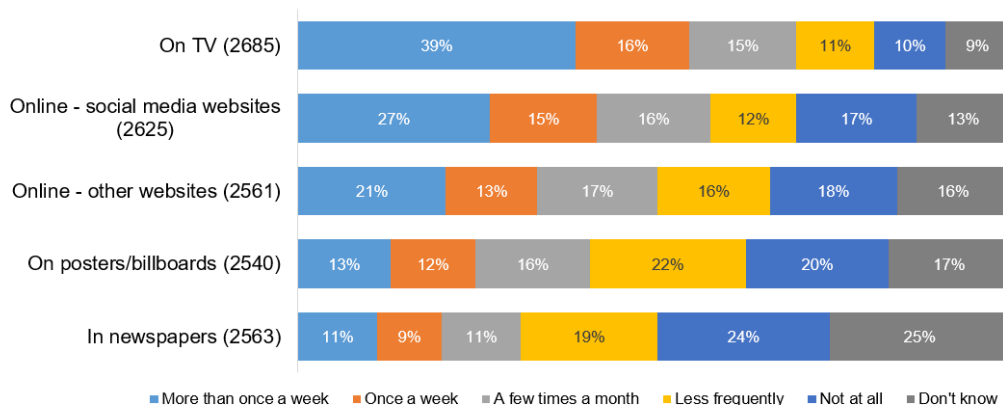
Awareness of gambling advertising

As in the 2016 survey, 11-16 year olds were most likely to have seen gambling advertisements on the TV, with 80% ever having done so, and 39% having seen TV adverts for gambling more than once per week.

Exposure to gambling advertising via online channels (separated into 'social media websites' and 'other websites') remained higher than via posters/billboards and newspapers. 70% of young people had ever seen gambling adverts on social media (27% having seen them more than once a week) and 66% on other websites (21% more than once a week). In contrast, 62% had ever seen gambling adverts on posters/billboards (13% more than once a week) and only 50% had seen them in newspapers (11% more than once a week).

Awareness of gambling advertising

How often would you say you see gambling advertisements in the following places?

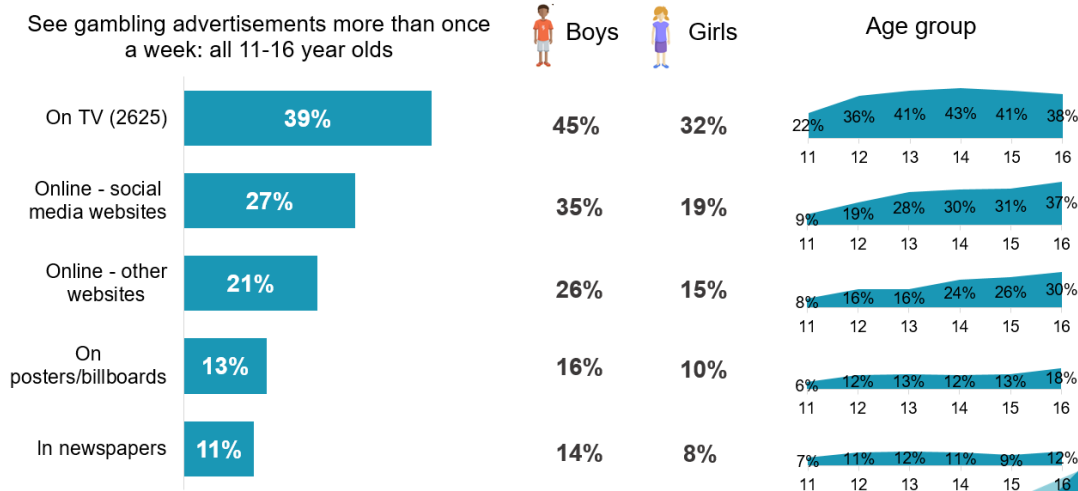


Base: All participants - 11-16 year olds in England, Scotland and Wales, excluding not stated (sample sizes shown in brackets)
Source: Ipsos MORI Young People Omnibus 2017

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There were some differences in awareness of gambling advertising by gender and age. Boys tended to have seen gambling advertisements via each of the channels more often than girls had done, for each of the media channels. For example, 45% of boys had seen gambling adverts on TV more than once a week compared to only 32% of girls. In terms of age, 11 year olds were less likely to have seen gambling advertising more than once a week than those aged 12-16. Awareness of online gambling advertising (either via social media or other websites) increased progressively with age.

Seen gambling advertising more than once per week by gender and age



Base: All participants - 11-16 year olds in England, Scotland and Wales, excluding not stated (sample sizes shown in brackets)
Source: Ipsos MORI Young People Omnibus 2017

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Gambling companies followed on social media

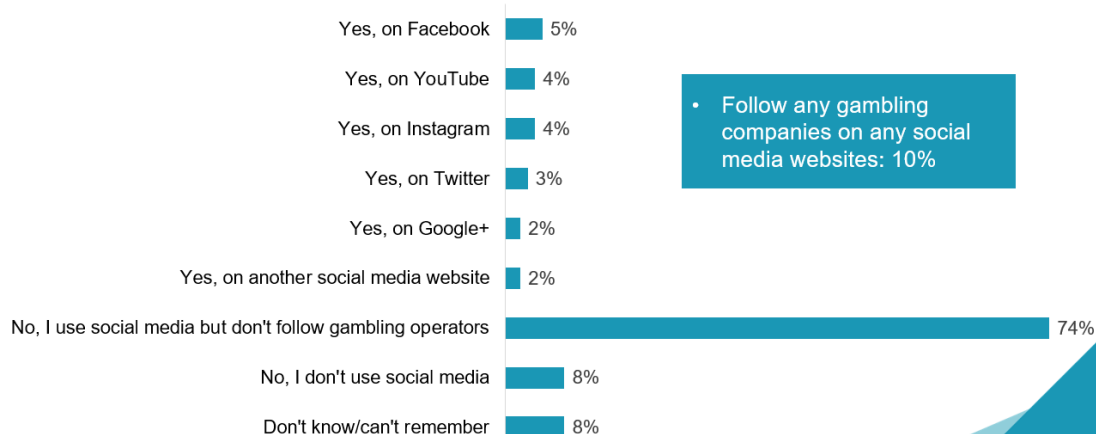
In addition to the majority (70%) of young people having seen gambling advertisements on social media, the survey found that one in ten (10%) follow gambling companies on social media, with the most popular individual sites for this being Facebook (5%), YouTube (4%), and Instagram (4%). These results were similar to the 2016 survey.

Among 11-16 year olds who follow gambling companies on social media, 30% had spent their own money on gambling in the last seven days, making them more than three times as likely to have done so as those who do not follow any gambling companies on social media (9%).

The survey also reveals that 22% of 11-16 year olds who have ever played online gambling-style games follow gambling companies on social media, whilst the figure is only 8% amongst those who have never played online gambling-style games.

Gambling companies followed on social media

Do you follow any gambling companies on social media websites?



Base: All participants - 11-16 year olds in England, Scotland and Wales, excluding not stated (2,644)
Source: Ipsos MORI Young People Omnibus 2017

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The impact of seeing gambling advertisements and posts on social media by gambling companies

The survey also explored the impact on gambling activity of seeing adverts for gambling companies and posts on social media by gambling companies.

Based on the claims of respondents, there was little evidence of a direct influence on gambling activity, with very similar results to those seen in 2016. When presented with a set of statements describing the impact on their gambling activity, for both gambling adverts and social media posts, only 1% of all 11-16 year olds selected 'It prompted me to start gambling for the first time' or 'It made me increase the amount that I gamble'. The majority indicated that they had not gambled/not seen gambling adverts or social media content.

Impact of gambling advertisements / social media

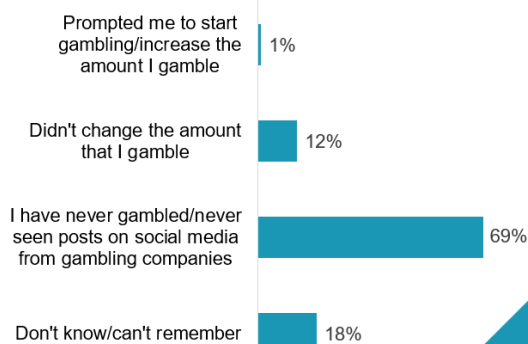
Which of the following statements best describes your gambling activity after seeing adverts for gambling companies?



Base: All participants - 11-16 year olds in England, Scotland and Wales, excluding not stated (2,639)

Source: Ipsos MORI Young People Omnibus 2017

Which of the following statements best describes your gambling activity after seeing posts on social media by gambling companies?



Base: All participants - 11-16 year olds in England, Scotland and Wales, excluding not stated (2,601)

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9 Problem gambling

This section examines problem gambling among 11-16 year olds using the DSM-IV-MR-J problem gambling screen (Fisher, 2000).²⁶ The DSM-IV-MR-J screen, an established standard used internationally by academics and researchers, consists of nine components that tap into different behaviours, feelings or actions indicative of problem gambling.

Problem gambling screen components

Points were awarded to each respondent based on the answers they gave to the screening questions. The table below indicates how the questions mapped onto the DSM-IV-MR-J problem gambling screen components.

Components of the DSM-IV-MR-J screen		
DSM-IV criteria	Question wording: <i>During the past 12 months. . .</i>	If any of the following answer criteria are ticked, that qualifies as 1 point
Preoccupation	Have you found yourself thinking about gambling or planning to gamble	'Often'
Tolerance	Have you needed to gamble with more and more money to get the amount of excitement you want	'Sometimes' or 'often'
Withdrawal	Have you felt bad or fed up when trying to cut down on gambling	'Sometimes' or 'often'
Loss of control	Have you ever spent much more than you planned to on gambling	'Often' ²⁷
Escape	Have you gambled to escape from problems or when you were feeling bad	'Sometimes' or 'often'
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'
Lying	Has your gambling ever led to the following: telling lies to family/friends or others	'Once or twice', 'sometimes' or 'often'
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
Risked relationships	Has your gambling ever led to the following: Arguments with family/friends or others Missing school	If any of the following are ticked, then qualifies for one point in total: 'once or twice', 'sometimes' or 'often'

Using the DSM-IV-MR-J screen, a child who confirmed that they had undertaken four or more of the behaviours / actions (from the overall screen of nine components) is considered a problem gambler, a score of two or three is used to identify an at-risk gambler and a score of zero or one indicates a non-problem gambler.²⁸

²⁶ 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.

²⁷ The 2017 study returns to Fisher's original recommendation that a score of 1 is given to those who say they spent more money than planned 'often', whereas the preceding studies had applied a score of 1 to those who said they had spent more money than planned 'sometimes' or 'often'.

²⁸ Respondents who did not answer any of the DSM-IV questions were coded as missing and excluded from the problem gambling analysis. If respondents stated they had not gambled in the past 12 months at any one of the DSM-IV questions where this is an answer option but have spent their own money on any gambling activity in the past 7 days and have a DSM-IV score of 0 or more, we have retained their data.

Results for each of the nine gambling screen components are given below. The results are based on 11-16 year olds in Great Britain and exclude respondents who did not state an answer to each of the components.

DSM-IV criteria	Results
1. Preoccupation	Only 1% of 11-16 year olds have often found themselves thinking about gambling or planning to gamble. The vast majority (87%) have never found themselves in this situation in the past 12 months. The majority of 11-16 year olds (87%) have not found themselves thinking about gambling or planning to gamble in the past 12 months.
2. Tolerance	Only 1% of 11-16 year olds needed to sometimes/often gamble with more money to get the amount of excitement they want.
3. Withdrawal	Only 1% of 11-16 year olds indicate that they have sometimes/often felt bad or fed up when trying to cut down on gambling.
4. Loss of control	1% of 11-16 year olds have often spent much more than they planned to on gambling in the past 12 months.
5. Escape	1% of 11-16 year olds state that they have sometimes/often gambled to help them escape from problems or from when they are feeling bad, during the past 12 months.
6. Chasing	The level of 'chasing' among 11-16 year olds is also very low, with only 1% returning to win their money back more than half the time or every time after losing money by gambling.
7. Lying	2% of 11-16 year olds state that in the past 12 months, their gambling has led to them telling lies to family/friends or others, either once or twice, sometimes or often.
8. Illegal acts	<p>Overall, 3% of 11-16 year olds have taken money without permission, either from their family or outside of their family, out of their dinner/fare money, from things they have sold or from somewhere else, to spend on gambling.</p> <p>Boys (4%) are more likely than girls (2%) to have done this. Other groups of young people that are more likely to have taken money without permission include those who have spent their own money on gambling in the past week (15%) and those who have taken drugs in the past week (14%).</p>
9. Risked relationships	<p>2% of 11-16 year olds say their gambling has led to arguments with family/friends or others once or twice, sometimes or often.</p> <p>1% of 11-16 year olds say their gambling has led to them missing school once or twice, sometimes or often.</p>

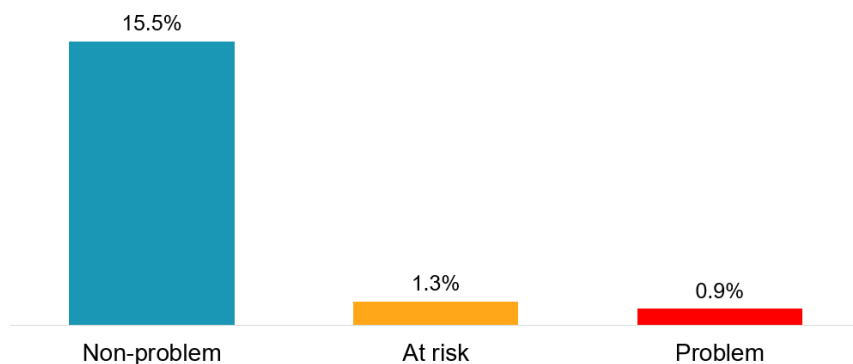
Small base sizes mean that these findings should be interpreted with caution, and prevent sub-group analysis of the young people defined under each component as having a problem with gambling. However, taken together, past week gamblers, either on the National Lottery or in general, and those who have played online gambling-style games, are more likely to exhibit the characteristics outlined above.

Prevalence of non-problem, at risk or problem gambling

Our findings indicate that 0.9% of 11-16 year olds are problem gamblers, 1.3% are 'at-risk' gamblers and 15.5% are non-problem gamblers.

Types of gamblers

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



Base: 11-16 year olds in England, Scotland and Wales, excluding those who did not answer any of the DSM-IV screening questions (2,803)
Source: Ipsos MORI Young People Omnibus 2017

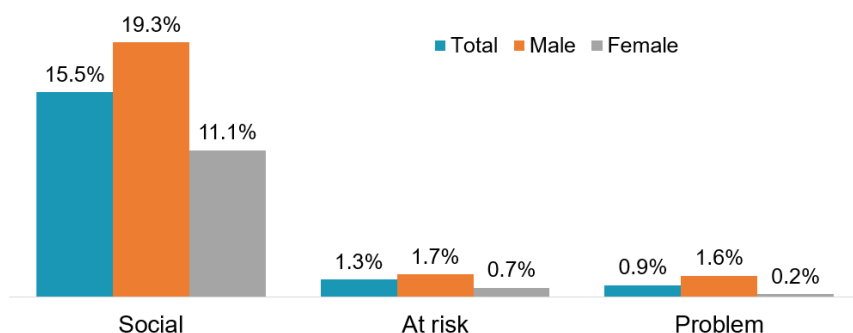
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Problem gambling by gender and age

In keeping with previous years of the survey, boys are much more likely than girls to be classified as problem gamblers. According to the DSM-IV-MR-J screen, 1.6% of boys aged 11-16 are problem gamblers compared to only 0.2% of girls, and 1.7% of boys are at risk gamblers compared to 0.7% of girls.

Types of gamblers: by gender

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



Base: 11-16 year olds in England, Scotland and Wales, excluding those who did not answer any of the DSM-IV screening questions (2,803)
Source: Ipsos MORI Young People Omnibus 2017

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In terms of age, the 2017 survey indicates that 14 year olds are most likely to be problem gamblers, with a rate of 1.7%, although the difference is not statistically significant compared to other age groups. A full breakdown of social, at risk and problem gambling rates by age and gender is shown in the table below.

Prevalence of non-problem, at risk or problem gambling amongst key sub-groups				
	2017	Type of gambler (sample sizes shown in brackets)		
		Non-problem	At risk	Problem
Total	2,803	15.5% (n=428)	1.3% (n=34)	0.9% (n=25)
Gender				
Boys	1,339	19.3% (n=252)	1.7% (n=21)	1.6% (n=22)
Girls	1,427	11.1% (n=162)	0.7% (n=9)	0.2% (n=3)
Age				
11	239	12.4% (n=28)	1.5% (n=4)	0.0% (n=0)
12	640	15.8% (n=96)	0.7% (n=4)	0.2% (n=1)
13	557	16.9% (n=96)	1.8% (n=9)	0.9% (n=6)
14	639	18.0% (n=109)	1.0% (n=7)	1.9% (n=12)
15	469	12.5% (n=58)	1.5% (n=6)	1.1% (n=5)
16	259	15.3% (n=41)	1.9% (n=4)	0.5% (n=1)
<i>Base: 11-16 year olds in England, Scotland and Wales, excluding 'missing' values (n=2,803)</i>				

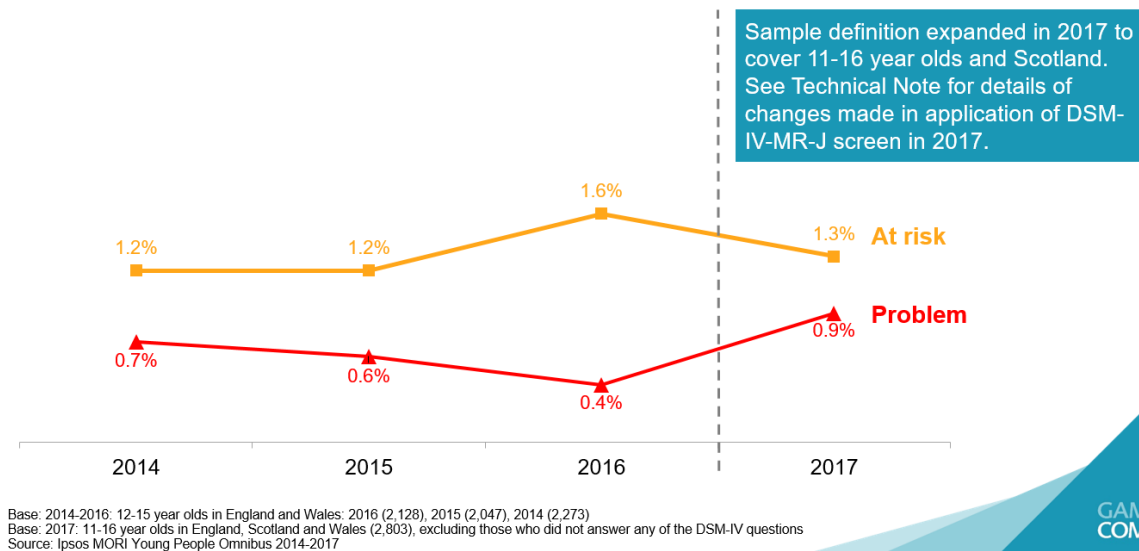
Comparison with previous years

As shown in the chart below, the 2017 incidence of problem gamblers (0.9%) is 0.5 percentage points higher than in 2016 (0.4%), but in keeping with previous years, remains below 1%. The incidence of at risk gamblers is slightly lower in 2017, at 1.3%, compared to 1.6% in 2016.

The trend series data should be viewed with caution as the expanded sample definition used in this year's survey (11-16 year olds in England, Scotland and Wales) is not directly comparable with the sample definition used for the problem gambling analysis in 2014-2016 (12-15 year olds in England and Wales).²⁹

²⁹ Further amendments were made to the application of the DSM-IV-MR-J screen in 2017, detailed in the Technical Note which accompanies this report

At risk and problem gambling: trend series



Comparison with adult problem gambling data

The problem gambling rate of 0.9% among 11-16 year olds is very similar to the latest available figure of 0.8% for adults aged 16 and over in Great Britain, taken from combined data from the Health Survey for England 2015, the Scottish Health Survey 2015 and the Wales Omnibus in 2015. In common with the results for young people, the adult data also indicates a higher problem gambling rate among men (1.5%) than women (0.2%).³⁰

³⁰ NatCen for the Gambling Commission (2017). [Gambling Behaviour in Great Britain in 2015](#)
 The adult figures quoted are derived from a combination of the DSM-IV and PGSI problem gambling screens.

10 Additional insights

The 2017 survey included questions on a range of additional topics that provide further insight into the following areas:

- Young people's perceptions of gambling
- Awareness of the legal age to participate in different forms of gambling
- Awareness of gambling-related organisations such as GambleAware, GamCare and the National Gambling Helpline (benchmarked against organisations that offer help and support to young people in other areas)
- The extent to which parents and other adults are having conversations with children and young people about gambling: specifically, who has spoken to 11-16 year olds about this?
- Rates of prevention: whether young people have ever been stopped from gambling because they were too young, and if so, by whom
- The impact of exposure to gambling: specifically, whether young people have felt bad as a result of their own or a family/household member's gambling.

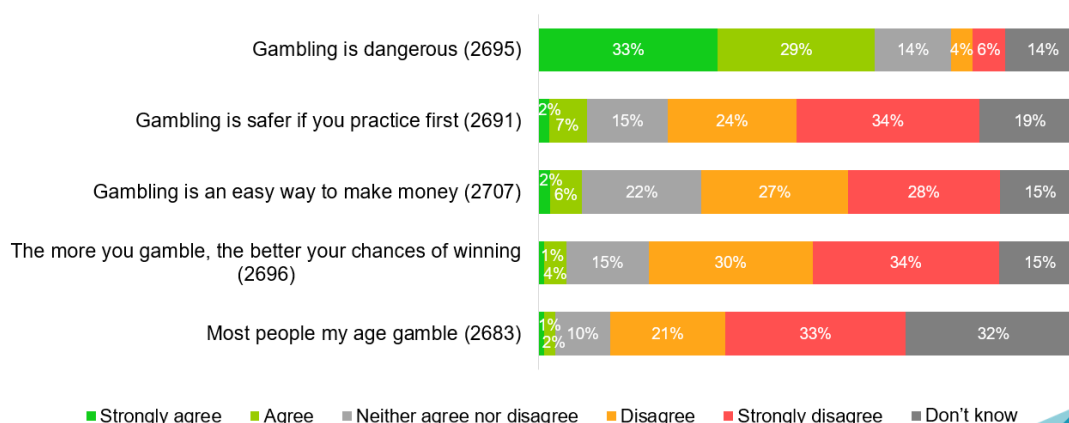
Perceptions of gambling

As in previous years, the survey found that six in ten 11-16 year olds (62%) agree or strongly agree that 'gambling is dangerous', while only 10% disagree or strongly disagree.

Reflecting last year's results, fewer than one in ten 11-16 year olds agree or strongly agree with the statements, 'gambling is safer if you practice it first', 'gambling is an easy way to make money', 'the more you gamble, the better your chances of winning' and 'most people my age gamble'. The majority of young people disagree with these statements, with 'the more you gamble, the better your chances of winning' having the highest level of disagreement (64% disagree or strongly disagree).

Perceptions of gambling

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



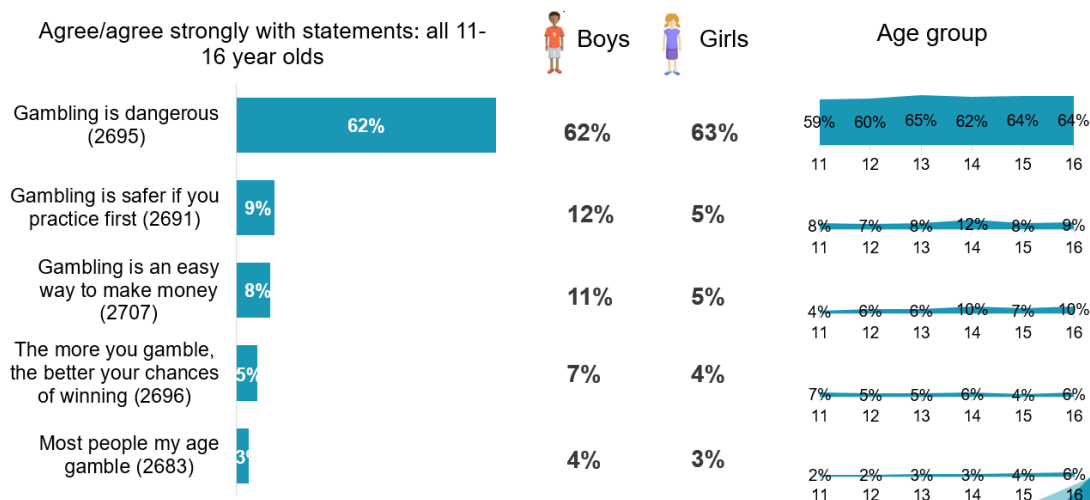
Base: All participants - 11-16 year olds in England, Scotland and Wales, excluding not stated (sample sizes shown in brackets)
Source: Ipsos MORI Young People Omnibus 2017

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As with last year's survey, it is interesting to note that despite the higher prevalence of gambling among boys, both sexes showed a similar level of agreement that gambling is dangerous. For the other statements, boys were around twice as likely as girls to agree or strongly agree.

The aggregate figures for agreement with each statement did not vary greatly by age. For 'gambling is dangerous' there was a remarkably consistent level of agreement across age groups from 11 up to 16 years old.

Perceptions of gambling: agree/strongly agree by gender and age



Base: All participants - 11-16 year olds in England, Scotland and Wales, excluding not stated (sample sizes shown in brackets)
Source: Ipsos MORI Young People Omnibus 2017

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Young people who had been spoken to by a parent or guardian about the potential problems that can arise from gambling were significantly more likely to agree with the statement 'gambling is dangerous', with 75% of this sub-group responding 'agree' or 'agree strongly' compared to 55% who had not been spoken to by a parent/guardian.

Awareness of the legal age to participate in different forms of gambling

We were interested to check to what extent 11-16 year olds are aware of the legal age to participate in different forms of gambling. The survey asked participants how old they think you have to be to legally buy National Lottery tickets or scratchcards, play poker online (for real money), and place a bet in a betting shop. To help put awareness of the legal age for gambling in context, other activities, namely buying alcohol, buying cigarettes and driving a car on the road, were also asked about.

The majority of 11-16 year olds were able to correctly identify that 18 is the legal age to play poker online (73%) and to place a bet in a betting shop (74%). Respondents who were not able to state the actual legal age were most likely to incorrectly state the ages of 16 or of 21. Of some concern, 11% of respondents believed it was legal to play online poker at the age of 16, while a similar proportion, 8%, believed that 16 year olds could legally place bets in betting shops.

Compared to the gambling activities asked about, young people were only slightly more successful in identifying that 18 is the legal age to buy alcohol (77%) and cigarettes (76%).

There was a very different result when it came to identifying the legal age to buy National Lottery tickets or scratchcards. Only 46% of 11-16 year olds knew that National Lottery play is legal from the age of 16, but a similar proportion (45%) believed that the minimum legal age is 18.

Awareness of legal age of participation in gambling and other activities

How old do you think you have to be to do each of these things by law?

Activity	Age <16	Age 16	Age 17	Age 18	Age 19	Age 20	Age 21	Age 22+
Place a bet in a betting shop (2621)	1%	8%	1%	74%	1%	3%	10%	2%
Play poker online for real money (2616)	2%	11%	1%	73%	1%	3%	8%	2%
Buy National Lottery tickets or scratchcards (2641)	3%	46%	1%	45%	1%	1%	3%	1%
Buy alcohol (2669)	1%	6%	1%	77%	1%	1%	10%	3%
Buy cigarettes (2654)	1%	12%	2%	76%	1%	2%	6%	1%
Drive a car on the road (2658)	1%	10%	56%	30%	1%	<1%	<1%	1%

Base: All participants - 11-16 year olds in England, Scotland and Wales, excluding not stated (sample sizes in brackets)
Source: Ipsos MORI Young People Omnibus 2017

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Among 11-15 year olds who had played the National Lottery in the last week, 9% believed that the legal age to do so was under 16, compared to only 3% of non-past week players who believed this was the case. Awareness that 16 is the legal age to play the Lottery rose by age group, from 38% among 11 year olds up to 71% among 16 year olds.

Awareness of gambling-related organisations

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

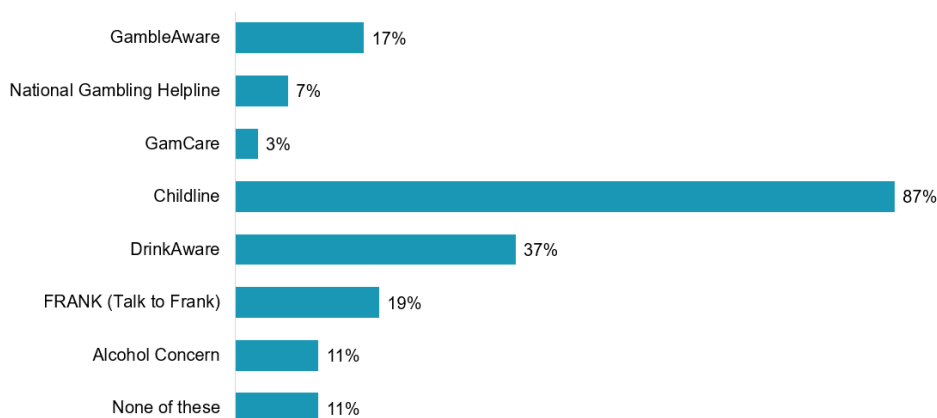
- **GambleAware** - an independent charity tasked to fund research, education and treatment services to help minimise gambling related harm in Great Britain
- **GamCare** - the leading provider of information, advice, support and free counselling for the prevention and treatment of problem gambling
-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

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

Among 11-16 year olds in Great Britain, 17% were aware of GambleAware, 7% were aware of the National Gambling Helpline, and 3% were aware of GamCare. A higher proportion of young people were aware of Drinkaware (37%) and FRANK (19%) but by far the greatest level of awareness was for Childline, which 87% of respondents had heard of.

Awareness of organisations

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



Base: All participants - 11-16 year olds in England, Scotland and Wales, excluding not stated (2,666)
Source: Ipsos MORI Young People Omnibus 2017

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Boys were significantly more likely than girls to be aware of gambling 'help' organisations, with 22% of boys aware of GambleAware compared to 13% of girls, and 9% of boys aware of the National Gambling Helpline compared to 6% of girls.

Young people who had gambled in the last week were more likely to be aware of GambleAware, GamCare and the National Gambling Helpline than young people who had not gambled (for example, 14% of past week gamblers were aware of the National Gambling Helpline compared to 7% of those who had not gambled in the past week).

Young people who had played online gambling-style games, who follow gambling companies on social media or who had seen gambling advertising were also among the groups more likely to be aware of gambling 'help' organisations.

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

Overall, 46% of 11-16 year olds claimed to have been spoken to about the potential problems that gambling can lead to (based on a list of types of people given in the questionnaire).

Parents/guardians are the group most likely to speak with their children about the potential problems associated with gambling, as 39% of 11-16 year olds stated that this had ever taken place. A smaller proportion had been spoken to by an older brother or sister (9%), another family member (18%) or a teacher (18%).

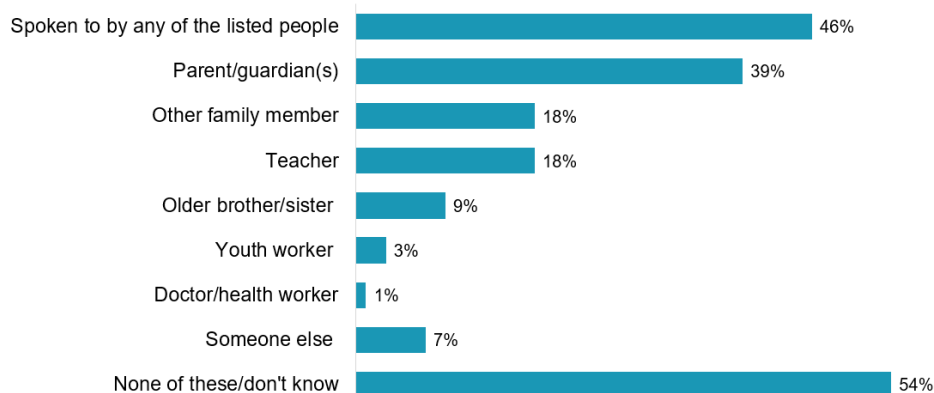
It is interesting to note that 11-16 year olds who had been spoken to about the potential risks of gambling by any of the listed people were more likely to regard gambling as dangerous (74% responding 'agree' or 'agree strongly' to this statement) than those who had not been spoken to (53% agreeing or agreeing strongly that gambling is dangerous).

Overall, 49% of those who had gambled in the past week had been spoken to about the risks of gambling, compared to 45% among those who had not gambled in the past week. Past-week gamblers aged 11-16 were significantly more likely than non-gamblers to have been spoken to by an older sibling (15% vs 8%), another family member (24% vs 18%), a doctor/health worker (4% vs 1%) or a youth worker (6% vs 3%).

Despite boys being significantly more likely than girls to have gambled in the past week, boys were only slightly more likely to have been spoken to by anyone about the risks of gambling, with 47% of boys having been spoken to, compared to 43% of girls.

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

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



Base: All participants - 11-16 year olds in England, Scotland and Wales, excluding not stated to all parts of question (2724)
Source: Ipsos MORI Young People Omnibus 2017

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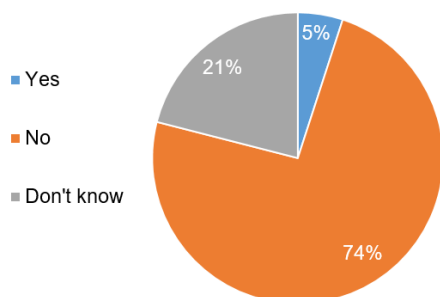
Have young people ever been stopped from gambling because they were too young, and if so, by whom?

Overall, 5% of 11-16 year olds had ever been stopped from gambling because they were too young. 6% of boys had been stopped compared to 4% of girls. As would be expected, the figures varied by age, rising from 1% among 11 year olds up to 6% among 13-15 year olds. Based only on those young people who had gambled in the last week, the proportion who had ever been stopped rose to 11%.

Among those who had ever been stopped who could remember who they had been stopped by, 59% had been stopped by a parent or guardian, 37% had been stopped online (via a website or app) and 24% by another family member. Relatively few had been prevented from gambling by a member of staff at a premises, as the chart below shows.

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

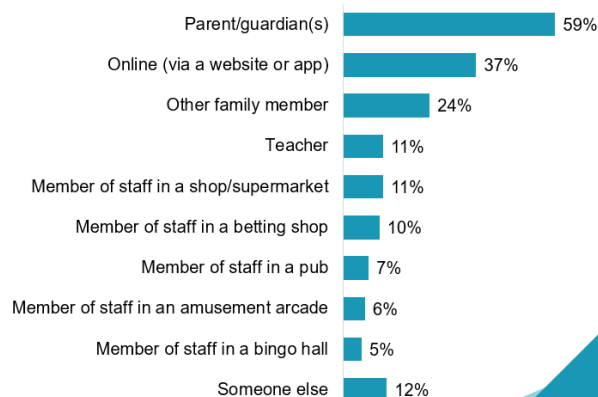
Thinking about gambling for money (this could be anywhere, including on the internet/apps), have you ever been stopped from gambling because you were too young?



Base: All participants - 11-16 year olds in England, Scotland and Wales, excluding not stated (2,611)

Source: Ipsos MORI Young People Omnibus 2017

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



Base: All aged 11-16 who have ever been stopped from gambling because they were too young and can remember who stopped them (84)

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How often have young people felt bad as a result of gambling?

A significant body of evidence exists to show that family members can expose young people to gambling behaviour and in doing so can help to normalise gambling and make it part of everyday life. New questions were therefore added to the research in 2017 to measure the negative consequences felt by 11-16 year olds not only as a result of either their own gambling, but also as a result of the gambling of family members/other people that they live with. The addition of these questions allows us to compare the influence of young people's own gambling and that of family members and others close to them on the young person.

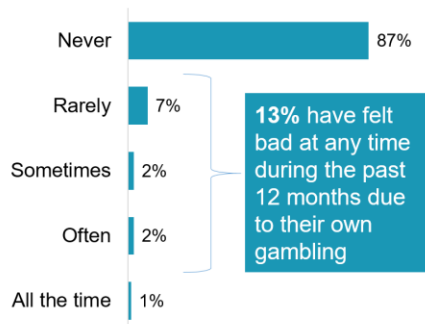
In order to define the negative outcomes of gambling in a way which would be clear and comprehensible to all young people participating in the survey, the questions were phrased to ask simply how often respondents had *felt bad* as a result of their own or of others' gambling. There was unfortunately not sufficient space in the questionnaire to explore different types of harm, or harms experienced in association with different types of gambling.

Among 11-16 year olds who stated that they had gambled in the past 12 months and who stated a frequency, the majority (87%) said they had never felt bad as a result of their own gambling. However, 13% had felt bad at some stage during the last 12 months due to their own gambling, and 5% had done so either sometimes, often or all the time. 17% of boys who had gambled had felt bad as a result of this, compared to only 3% of girls who had gambled.

The prevalence of 'feeling bad' as a result of gambling among family/household members was greater than that felt due to a child's own gambling behaviour. Among respondents who live with family or household members who gamble, 28% had felt bad as a result of this behaviour at some point during the past 12 months.

Frequency of 'feeling bad' as a result of own or family members' gambling

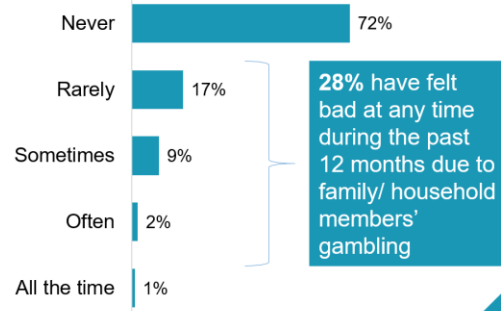
In the past 12 months how often have you felt bad as a result of **your own** gambling?



Base: All 11-16 year olds who have gambled in the past 12 months, excluding don't know and not stated (541)

Source: Ipsos MORI Young People Omnibus 2017

In the past 12 months how often have you felt bad as a result of gambling among your **family/people you live with?**



Base: All 11-16 year olds who live with family/other people who have gambled in the past 12 months, excluding don't know and not stated (969)

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11 Other indicators

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

- data on underage challenges on licenced premises
- test purchase results
- confidential helpline data
- compliance data on operators' capacity to exclude underage activity
- records of underage access breaches
- information about our work in the area of shared regulation and local risk assessments.

Gambling where individuals were unable to prove their age

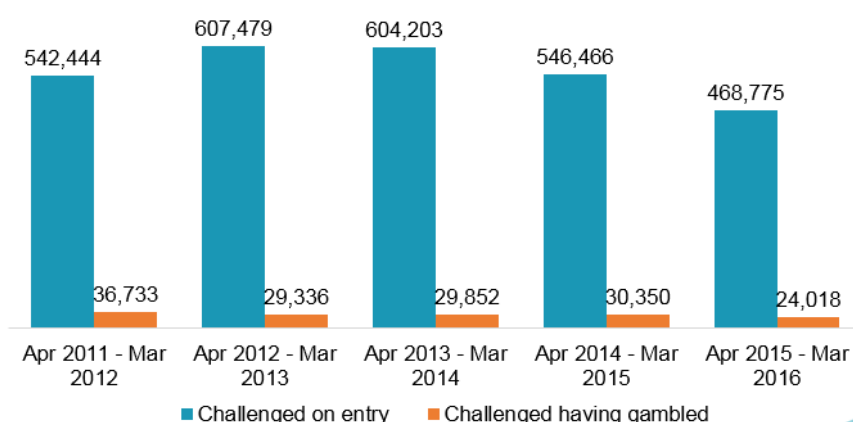
The Gambling Commission publishes authoritative statistics on the regulated gambling industry in Great Britain³¹, including a measure of the number of underage challenges carried out on gambling premises where the individual was unable to prove their age. For licensed premises, data is available both for challenges upon entry and challenges after the individual has gambled.

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

During the period April 2015 – March 2016, 492,793 individuals were challenged on the basis of their age; 468,775 (95%) on entry and 24,018 (5%) having gambled. The total number of reported challenges decreased by 15% based on the previous year.

Underage challenge data: 2011-2016

Underage challenges 2011-2016: sum of non-remote betting, arcade, casino and bingo sectors



Source: Industry Statistics April 2011 to March 2016, Gambling Commission

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³¹ [Industry Statistics April 2011 to March 2016](#), Gambling Commission.

The data shows that the vast majority of underage challenges were carried out in the non-remote betting sector, with 457,880 challenges (where the individual was unable to prove their age) made at betting premises in the period from April 2015 to March 2016. This volume reflects the fact that (as of March 2016) there were 8,914 betting shops in Great Britain (which is significantly more premises than any other sector). The second highest number of underage challenges (where the individual was unable to prove their age) were made in the arcade sector, with 34,499 challenges over the same 12 month period.

In addition, in the online gambling sector, the number of individuals challenged having gambled but unable to prove their age (in the period April 2015 - March 2016) was 51,481. This is the first full-year period for which this data is available for the online gambling sector so historical comparisons are not yet possible.

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

Underage test purchasing for the five largest betting operators

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

Licence Conditions and Codes of Practice (LCCP)³² require all casinos and other operators in fee category C and above to conduct regular test purchasing as a means of assuring the Gambling Commission that their policies and procedures to prevent underage gambling are robust. Furthermore, LCCP sets out a 'best practice' provision that staff are trained to ask for ID from anyone who appears to be aged under 21.

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

The Commission has collated 'Think 21' test purchase results for the five largest betting operators in Great Britain (William Hill, Coral, Ladbrokes, Betfred and Paddy Power³³) which currently account for over 90% of betting premises. These indicate that in 2016 testers were challenged before they were able to gamble in 78% of cases, and a challenge was made at any time (including challenges made when the tester was playing a gaming machine or placing a bet at the counter) on 89% of occasions. In the first 6 months of 2017, both figures show a slight decrease, with a challenge made before gambling in 76% of tests and a challenge at any point during 87% of tests.³⁴

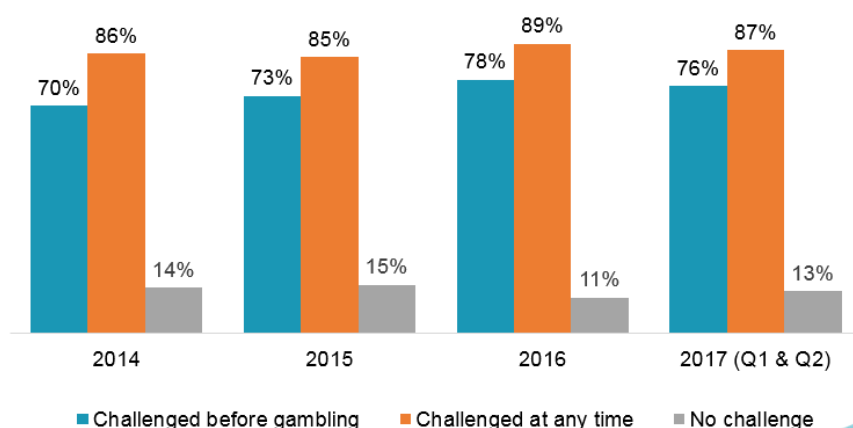
³² [LCCP](#) is a significant part of the framework by which the Gambling Commission upholds the licensing objectives set out in the Gambling Act 2015.

³³ Each of the operators included in these figures tests each of their premises at least once a year. There will also be a number of premises that are chosen for extra testing on the basis of risk and/or previous test failures.

³⁴ This figure includes some tests we would regard as a 'fail' because the challenge happened too late in the test.

Underage test purchasing for the five largest betting operators

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



Source: Gambling Commission

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Confidential Helpline data

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

Analysis of confidential helpline data for the 12 months from October 2016-September 2017 reveals that only 3% of calls received (out of a total of 303 calls) were categorised as 'underage gambling', compared with 8% of calls in the previous 12 month period.

The cases of underage gambling reported to the Confidential Helpline from October 2016-September 2017 were spread across sectors, including gaming machines, bingo, betting and lotteries. Interestingly, none of the calls were in relation to online gambling.

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

Compliance data on operators' capacity to exclude underage activity

The Gambling Commission conducts a variety of activities to ensure that operators are complying with the conditions of their operating licences and relevant codes of practice. These include assessing the capacity of operators to exclude those aged under 18 (under 16 for lotteries) from gambling or attempting to gamble. Compliance Managers use a set of Operational Guidance Notes (OGN)³⁵ to assist them in recording accurate and consistent gradings for compliance assessments of gambling operators or premises. The outcomes of the assessments are recorded as 'good', 'adequate', 'just adequate', or 'inadequate'.

From October 2016 to September 2017, the Commission conducted 492 assessments of an operator's capacity to exclude underage persons. Of these, 3% (15 operators or premises) were recorded as 'inadequate' – the same percentage as recorded in the previous 12 month period (October 2015 to September 2016).

³⁵ The OGNs are currently being reviewed to ensure they account for the complexity of issues they assess.

Whilst only a sample of operators are represented by these figures, they show that most of the operators assessed had functioning processes in place. When viewed against other compliance activity (eg age verification test purchasing), this data provides an indication of the level of robustness of controls put in place by operators to prevent underage gambling.

Licence conditions and codes of practice (LCCP) data on underage access licence breaches

LCCP data for October 2016 – September 2017 shows 43 breaches relating to underage access at gambling premises, representing 4% of all recorded breaches³⁶. In the previous 12 month period, from October 2015 – September 2016, there were 49 underage breaches which was 6% of the total number of LCCP breaches reported to the Commission in that period.

Shared regulation and local risk assessments

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

As part of its commitment to ensure a more local approach to regulation, the Commission requires premises licensees to assess the local risks to the licensing objectives posed by the provision of gambling facilities at each of their premises, and have policies, procedures and control measures to mitigate those risks. Licensees are also required to undertake a local risk assessment when applying for a new premises licence.³⁷

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

Risk considerations in relation to underage sales include:

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

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

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³⁶ The data is based on licence breaches reported to the Gambling Commission and may not accurately reflect the actual number of breaches.

³⁷ These requirements are set out in the Gambling Commission's [Guidance to licensing authorities](#).