

December 2014

# The Prevalence of Underage Gambling

A research study among 11 to 16 year-olds on behalf of the Gambling Commission

Young People Omnibus 2014

**GAMBLING  
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# Introduction

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# 1 Introduction

Ipsos MORI, on behalf of the Gambling Commission, conducted research among 11 to 16 year-olds to identify the prevalence of underage gambling and the incidence of problem gambling within this age group.

All major forms of gambling were covered in the research, with additional detail on how and where National Lottery tickets are bought, how much young players spend on Lotto and the extent to which parents play a role in children's exposure to the National Lottery.

The findings are based on data from a representative sample of 2,796 11 to 16 year-olds attending maintained schools in England and Wales. The research was conducted in a sample of schools, with pupils filling out paper self-completion questionnaires under supervision by Ipsos MORI's interviewers.

This report focuses on children aged 11 to 15 who are not legally old enough to play the National Lottery, but also draws on results from children aged 16 for comparative purposes. Respondents aged 11 to 15 are referred to throughout the report as 'children' and those aged 16 as 'young people'. Where possible, comparisons are made with previous studies examining the prevalence of underage gambling conducted in 2013, 2012, 2011, 2008 and 2007.

This is the first report to be published by the Gambling Commission following the merger of the organisation with the National Lottery Commission in October 2013. The research project itself was commissioned separately by the two organisations, with the bulk of the set-up completed prior to the merger and the focus of the research centred on addressing National Lottery play.

## 1.1 Objectives

The overall aim of this research study was to explore young people's gambling behaviours, focusing specifically amongst those aged 11 to 15 who are not legally entitled to buy National Lottery products. In addition, where previous data could be drawn upon, the study looked to analyse gambling trends over time. The survey covered the following key issues:

- Young people's rates of gambling on different types of games;
- Behaviour patterns of underage players of the National Lottery;

- Gambling within the family;
- Use of the National Lottery website and gambling online.

## 1.2 Methodology

The Young People Omnibus aims to represent pupils attending state secondary and middle schools in England and Wales.

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

Fieldwork for the study was conducted between 3<sup>rd</sup> February and 10<sup>th</sup> April 2014. Of the 574 schools approached, 114 schools participated, giving an unadjusted school response rate of 20%. Overall, fully completed questionnaires were obtained from 2,796 pupils, an average of 25 pupils per class.

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

## 1.3 Acknowledgements

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

Ipsos MORI would also like to thank the Gambling Commission for their help and involvement in the project.

## 1.4 Presentation and interpretation of data

When interpreting the findings, it is important to remember that results are based on a sample of the maintained school population, and not the entire population. Consequently, results are subject to sampling tolerances, and not all differences between sub-groups are statistically significant. A guide to statistical significance is included in this document.

In tables and charts, where percentages do not add up to 100%, this is due to multiple answers, to computer rounding, or to the exclusion

of 'Don't know' or 'No response' categories. Throughout the tables an asterisk (\*) denotes a value greater than zero, but less than 0.5%.

## 1.5 Publication of data

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



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# Executive Summary

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## 2 Executive summary

### 2.1 Summary of findings

**The overall claimed rate of gambling among 11 to 15 year-olds has remained relatively static over time, with no evidence of a rise in problem gambling levels.**

- Around one in six children claim to have spent their own money on a gambling activity in the last week - a rate which has been consistent since 2012.
- There is no indication of the incidence of Problem, At Risk and Social Gamblers among 12 to 15 year-olds is rising versus 2008/9 data<sup>1</sup>.
- In line with this overall stability, there is limited movement in claimed play across most gambling activities over time:
  - Fruit machines remain most commonly played (6%), followed by placing a private bet for money and playing cards for money with friends. Levels of claimed participation in activities such as betting in shops, using gambling websites and visiting casinos remain notably low (1%).
  - Overall National Lottery play (draw based games and scratchcards) is flat over time (6%); however, echoing broader participation levels, Lotto play among 11 to 15 year-olds has eroded (4% in 2012 to 2% in 2014). As a result, scratchcards are now the National Lottery product most likely to be bought by this age group (4%).
- Most National Lottery purchases are made when accompanied by a person aged 16 or over, and in the majority of cases parents are handing over the money at the till.
- Unaccompanied National Lottery purchases peak among 15 year-olds, who are nearing the legal age for participation.

Comparisons between 2008 and 2014 studies to be treated with caution – both self-completion but slight variations in sample size, no. of sessions per school, study type and age ranges (p.21 for more detail)

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## Key Findings & Implications

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## 3 Key findings

### 3.1 The prevalence of underage gambling

- One in six 11 to 15 year-olds (16%) report having gambled in the seven days prior to taking part in the research, which is in line with previous findings and indicates that the drop in gambling since 2012 has held.
- The incidence of problem and social gambling among children as defined by the DSM-IV-MR-J screen has continued to fall: In 2008/9 2% of young people were identified as 'problem gamblers', compared with 0.7% in 2014. 1.2% of children were classified as 'at risk gamblers' in 2014; compared with 3.4% in 2008/9.

### 3.2 Profiling children who gamble

- Boys are more likely to gamble than girls (20%, compared with 12%). Rates of play on free or practice gambling games are also higher amongst boys, compared with girls (12%, compared with 7%). The only exception to this is the play of fruit machines, where there are no significant differences by gender.
- Overall rates of gambling are similar across the 11 to 15 age range, but 15 year-olds are more likely than younger children to have played a National Lottery game in the week prior to the survey (8% of 15 year-olds, compared with 5% of 11 year-olds).
- Children who do not feel they are doing well at school are more likely to gamble than those without similar concerns.

### 3.3 Which gambling activities are most prevalent?

- In line with overall stability, there is limited movement in claimed play across most gambling activities compared with 2013; fruit machines remain most commonly played (6%), followed by placing a private bet for money (5%) and playing cards for money with friends (4%).
- Echoing broader participation levels, Lotto play among under-16-year-olds has eroded over time (moving from 4% in 2012 to 2% in 2014). As a result, scratchcards are now the National Lottery product most likely to be bought by this age group

(4%, growing 1% versus last year). Lotto play now sits alongside Bingo (at 2%).

- Levels of claimed participation in activities such as betting in shops, using gambling websites and visiting casinos remain notably low, along with playing the Health Lottery (all at 1%).

### 3.4 How do children play the National Lottery?

- Of 11 to 15 year-olds, 6% bought a National Lottery ticket (including Lotto, Euromillions, Thunderball and Hotpicks) or scratchcard in the week prior to the study - a figure that is in line with the findings from the 2013 survey.
- Looking at National Lottery games in more detail: rates of Lotto play have continued to drop; from 4% of all 11 to 15 year-olds in 2012 to 2% in 2014. However, the proportion buying Scratchcards has remained broadly consistent over the last three years (4% in 2012, 3% in 2013 and 4% in 2014).
- Half of the children (51%) who said they had bought tickets or Scratchcards had gone to a corner shop or newsagent. A figure that has remained unchanged since 2012.
- Despite a drop in claimed participation, the proportion of children handing over the money themselves when buying a National Lottery ticket or scratchcard has risen very slightly over the past few years (11% in 2014, 9% in 2013 and 5% in 2012). However, as a proportion of the whole population this is not a significant trend (2% in 2014, 1% in 2013, 1% in 2012).
- Independent National Lottery purchases peak among 15 year-olds, who are nearing the legal age for participation.

### 3.5 Implications

- From 2007 to 2011 rates of playing the main National Lottery draw (Lotto) ranged from 5% to 6%, this figure fell to 4% in 2012, 3% in 2013 and in 2014 only 2% of 11 to 15 year-olds had spent money on Lotto in the past week. *The findings indicate that the gradual decline in underage participation in Lotto has continued.*
- The proportion of 11 to 15 year-olds who play independently (i.e. hand over the money at the till themselves) continues to increase (11% in 2014, 9% in 2013 and 5% in 2012). *Retailers – particularly newsagents and corner shops – need to continue to maintain vigilance when verifying the age of young people.*

- Iterations of the survey have consistently shown that gambling for money is closely associated with free or practice gambling. As such it is interesting to find that *there appears to be a continuous decline in the proportion of children playing one of the free or practice gambling games on the internet* (from 15% in 2011 to 10% in 2014).
- As highlighted in previous studies within the series, the age restriction on playing the National Lottery is generally successful. Where children report playing the National Lottery they are usually accompanied by an adult. However, there is a significantly higher rate of participation amongst 16 year-olds; indicating that *while age restrictions are generally successfully enforced, there may be latent demand to play the National Lottery among the under-16s*.

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# Main Findings

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## 4 Gambling Prevalence

### 4.1 Gambling for money

*This section covers rates of gambling among children in the past week. It assesses gambling for money, previous experiences of online and offline gambling and free or practice gambling. In addition it profiles the characteristics of children who gamble.*

Children were asked to think back over the past seven days and state what gambling games they may have spent money on from a list of options provided. Overall 16% of 11 to 15 year-olds had played some form of gambling game in the past week. That figure that is in line with the reported rate of gambling in 2013 (15%) and does not represent a statistically significant increase.

Across all types of gambling games the pattern for participation is largely in line with 2013: The most common forms are playing fruit machines (6%), placing a private bet (5%) or playing cards for money with friends (4%) and scratchcards (4%).

Looking specifically at National Lottery games the findings indicate that the gradual decline in underage participation in the main National Lottery draw (Lotto) has continued. In 2008 and 2011 the rate of playing the National Lottery was 6%, falling to 4% in 2012 and 3% in 2013. In 2014 only 2% of 11 to 15 year-olds had spent money on Lotto in the past week.

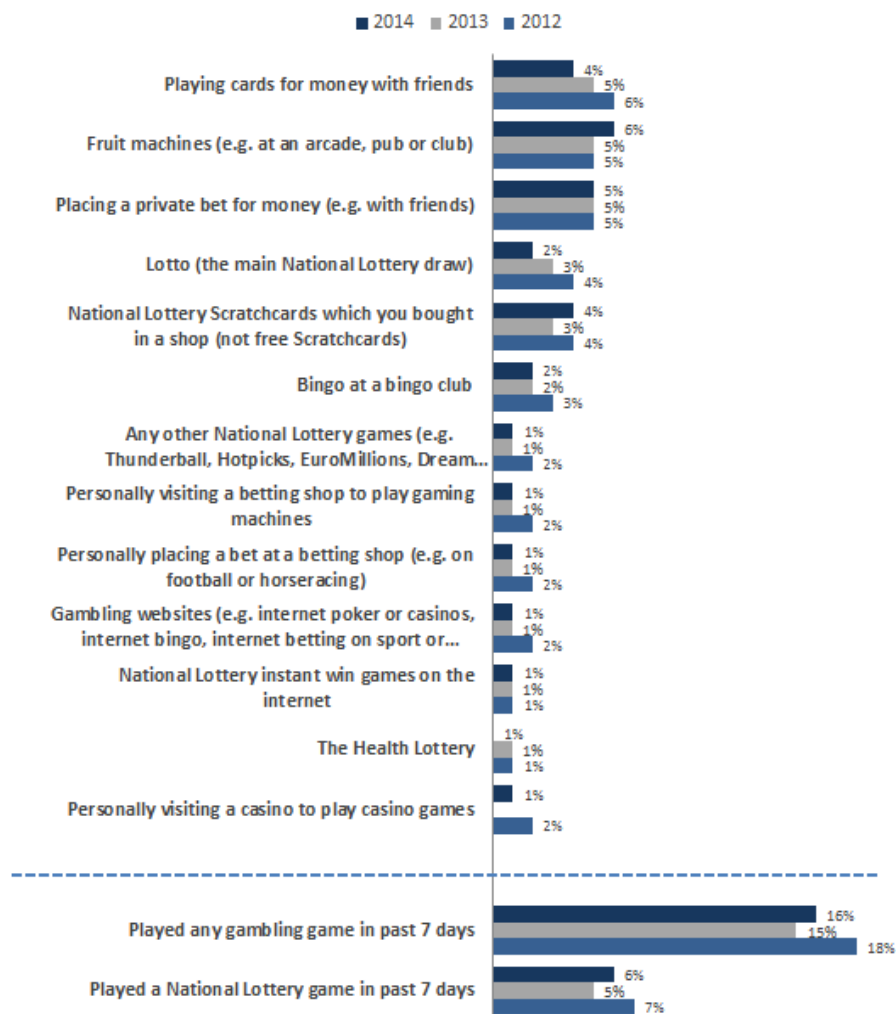


The proportion of 11 to 15 year-olds gambling



## Rates of gambling

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Base - All children aged 11-15: 2014 (2,522); 2013 (2,382); 2012 (2,531)  
 Q. Have you spent any of your money on any of the following in the past 7 days?

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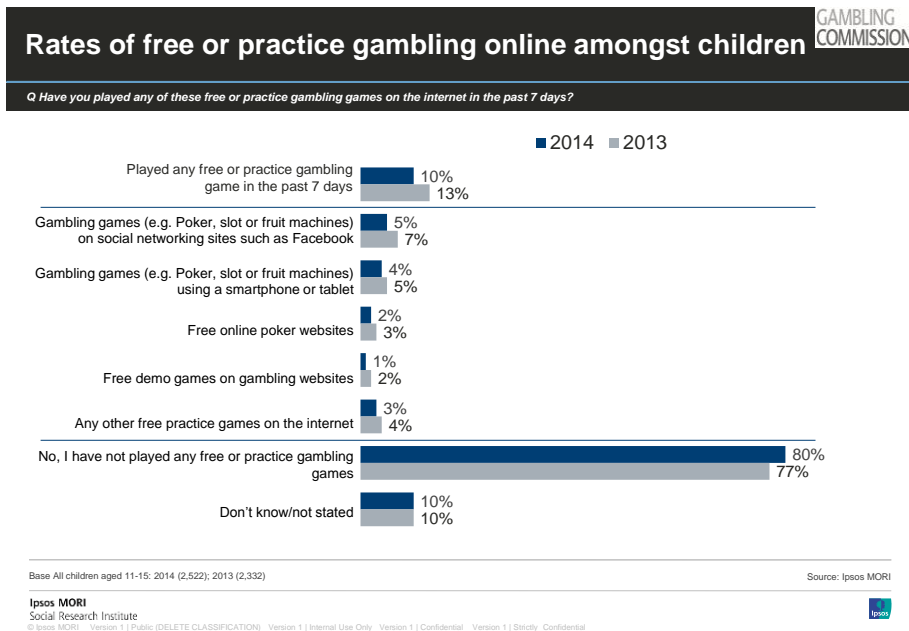


### 4.2 Gambling for practice or for free

Children were asked which, if any, forms of free or practice gambling they had participated in during the past week from a list of options provided.

Overall one in ten (10%) mention playing one of the free or practice gambling games on the internet, indicating a small drop in comparison to previous years (13% in 2013 and 2012, and 15% in 2011).

The most popular forms of free or practice games are those such as poker or fruit machines on either social networking sites (5%) or apps via smartphones or tablets (4%).



10%

Played a free or practice gambling game on the internet

### 4.3 Gambling online using parent's accounts

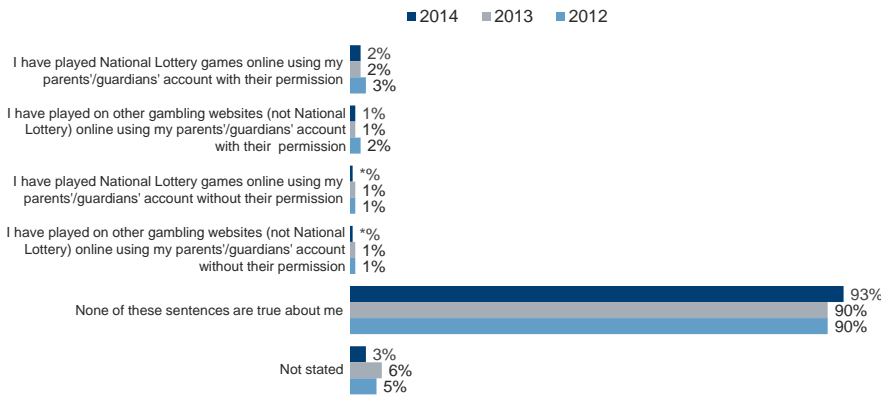
Mirroring the findings from 2013 and 2012, a very small minority of children have participated in online gambling using their parents' accounts.

Just 2% of 11 to 15 year-olds have played National Lottery games online using a parents' account with their permission. And of the 2,522 young people interviewed only ten respondents say they played National Lottery games online using a parents' account without their permission.

### Past experiences of gambling online



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



Base: All children aged 11-15: 2014 (2,522); 2013 (2,332); 2012 (2,442)

Source: Ipsos MORI

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## 4.4 Gambling profile

The following table profiles gambling on any game, National Lottery games overall, free or practice games online, playing cards for money with friends and playing fruit machines. It illustrates that characteristics associated with one form of gambling are often prevalent in other forms of gambling.

For example, boys are more frequently associated with gambling in different forms than girls. These findings mirror the results of other studies within this series which have shown that boys are much more likely to gamble than girls, for money or practice. Iterations of the survey have also consistently shown that gambling for money is closely associated with free or practice gambling.

In 2014 rates of gambling do not vary significantly according to measures of deprivation mapped to the school area the child attends. Instead the child’s own perception of how well they are doing at school is a characteristic of gambling activities.

Table 1 – Gambling Profile

Overall findings	Any gambling game (16%)	National Lottery games (6%)	Free/ practice game (10%)	Playing cards for money with friends (4%)	Fruit machines (6%)	Scratchcards (4%)
<b>Gender</b>	Boys more likely than girls (20% vs. 12%)	Boys more likely than girls (8% vs. 4%)	Boys more likely than girls (12% vs. 7%)	Boys more likely than girls (5% vs. 3%)	No statistical difference	Boys more likely than girls (6% vs. 3%)
<b>Free/ practice gambling</b>	Those who have played free/practice gambling games in the past week are more likely than those who have not (43% vs. 13%)	Those who have played free/practice gambling games in the past week are more likely than those who have not (16% vs. 5%)	-	Those who have played free/practice gambling games in the past week are more likely than those who have not (16% vs. 3%)	Those who have played free/practice gambling games in the past week are more likely than those who have not (17% vs. 5%)	Those who have played free/practice gambling games in the past week are more likely than those who have not (11% vs. 4%)
<b>Academic achievement</b>	Those who are not doing well at school more likely than those who are (22% vs. 15%)	Those who are not doing well at school more likely than those who are (12% vs. 5%)	No statistical difference	Those who are not doing well at school more likely than those who are (8% vs. 4%)	Those who are not doing well at school more likely than those who are (10% vs. 6%)	Those who are not doing well at school more likely than those who are (9% vs. 4%)
<b>Age</b>	16 year olds more likely than 11 to 15 year-olds (22% vs. 16%)	16 year olds more likely than 11 to 15 year-olds (14% vs. 6%)	No statistical difference	No statistical difference	No statistical difference	16 year olds more likely than 11 to 15 year-olds (11% vs 4%)

#### 4.5 Age and gambling

The following chart outlines differences in rates of playing any gambling game, National Lottery gambling games and free or practice games by the age of young people.

As a comparison we also looked at figures for 16 year-olds who took part in the research study. These show that young people aged 16 are more likely to have played a National Lottery game than all other ages in the past week. One in seven 16 year olds (14%) spent money on National Lottery tickets or Scratchcards in the week preceding the survey, compared with 6% of 11 to 15 year-olds. This higher rate of participation amongst 16 year-olds (for whom play is legal) has been highlighted in previous studies within the series; indicating that while age restrictions are generally successfully enforced, there may be latent demand to play the National Lottery among the under-16s.

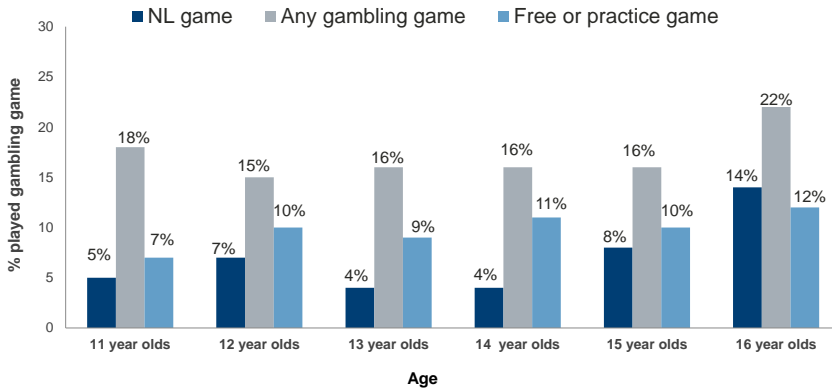
Overall, the proportion of young people who have played *any* gambling game in the past week is higher among 16 year-olds than all other ages (22%, compared with 18% of 11 year-olds; 15% of 12 year-olds; 16% of 13 year-olds; 16% of 14 year-olds; and 16% of 15 year-olds). This is largely driven by the fact that they are more likely to buy National Lottery tickets or Scratchcards than younger children

as opposed to playing higher levels of play of non-National Lottery gambling games (most of which are illegal before the age of 18).

Rates of playing free or practice games are statistically consistent across the age ranges.

**Gambling by age** GAMBLING COMMISSION

*Q Have you spent any of your money on any of the following in the past 7 days?*  
*Q Have you played any of these free or practice games on the internet in the past 7 days?*



Base: All 11 year olds (249), 12 year olds (590), 13 year olds (592), 14 year olds (577), 15 year olds (514), 16 year olds (274)

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## 5 Problem Gambling

### 5.1 Problem gambling screen definitions

Problem gambling behaviour was assessed using the DSM-IV-MR-J problem gambling screen (Fisher, 2000)<sup>1</sup>, in order to identify children who are 'problem', 'at risk' and 'social' gamblers. A person who confirmed that they had undertaken four or more of the behaviours asked about in the past year was considered a problem gambler, a score of two or three was used to identify an at risk gambler and a score of zero or one indicated a social gambler<sup>2</sup>.

The table below details how the sample differs since the problem gambling screen was last employed in the British Survey of Children, the National Lottery and Gambling 2008/9.

*Table 2: Sample composition*

Survey Year	Sample definition	Age range	Curriculum Year
2008/9	Children in curriculum year 8 and curriculum year 10 only	12-15 year olds	8 and 10
2014	Children aged 12-15 years	12-15 year olds	7, 8, 9 and 10

The decision to base the analysis on an age band (12 to 15 year-olds) this year, rather than year group (e.g. curriculum year eight and ten pupils) was made with the dual purpose of allowing broad comparison with previous studies in the series; whilst also ensuring the resultant base size for the problem gambling screen did not fall below ten respondents for any individual gambling type.

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

Our findings indicate that 0.7% of children aged 12 to 15 were identified as problem gamblers (15 respondents), 1.2% as 'at risk' gamblers (27 respondents) and 12.0% as social gamblers.

<sup>1</sup> Fisher, S (2000) Developing the DSM-IV DSM-IV Criteria to Identify Adolescent Problem Gambling in Non-Clinical Populations, *Journal of Gambling Studies* Volume 16 No.; 2/3.

<sup>2</sup> Children who indicate at any point in the Problem Gambler Screen that they have not gambled in the past 12 months (code 1 at QF2-F5 and QF7-F8) are excluded from the analysis.

As in 2008/9, the data suggests that there are variations by gender, with boys more likely than girls to be classified as problem, social or 'at risk' gamblers (see Table 3 below).

The differences observed are statistically significant at a 95% level, and mirror those from previous studies. However, given the very small base sizes for problem and 'at risk' gamblers the findings should be interpreted with caution<sup>3</sup>.

*Table 3: Prevalence of social, at risk or problem gambling amongst key sub-groups*

	<i>Type of gambler<sup>4</sup></i>			
	<b>2014</b>	<b>Social</b>	<b>At risk</b>	<b>Problem</b>
<b>Total</b>	2,273	12.0% (n=273)	1.2% (n=27)	0.7% (n=15)
<b>Gender</b>				
Boys	1,143	14.7%	1.7% (n=19)	1.1% (n=13)
Girls	1,110	9.2%	0.7% (n=8)	0.2% (n=2)
<b>Age</b>				
12	590	11.4%	1.0%	0.3%
13	592	11.5%	1.5%	0.5%
14	577	12.7%	0.4%	1.0%
15	514	12.7%	1.9%	0.8%

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

### 5.3 Changes over time

The findings indicate that there are fewer problem and 'at risk' gamblers now, than in 2008/9. As shown in the chart below, 2008/9 2% were defined as problem gamblers, compared with 0.7% in 2014, and 3.4% as 'at risk' gamblers, compared with 1.2% today.

The proportion of children defined as social gamblers in 2014 fell from 13.3% in 2008/9 to 12.0%. However, this figure does not represent a statistically significant difference over time.

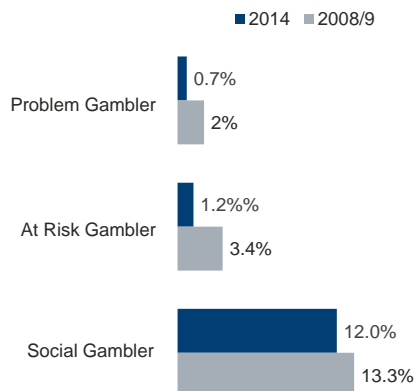
<sup>3</sup> Small base sizes preclude analysis of 'At risk' and 'Problem' Gamblers by index of multiple deprivation and other factors such as area.

<sup>4</sup> Respondents classified irrespective of whether they completed all nine elements of screen.

## Types of gamblers

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Q DSM-IV screen to identify gambler types from nine components. Respondents classified irrespective of whether they completed all nine questions.



Base: All children aged 12-15: 2014 (2,273); All children in curriculum years 8 and 10: 2008/9 (8,958).

Source: Ipsos MORI

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Any comparisons drawn between the 2008 and 2014 studies should be treated with caution. Whilst the methodology of self-completion paper questionnaires, in class is common to both studies; there are significant differences in regards to many elements of the two studies:

- **Sample size:** In 2008/9 8,958 children participated in the study, compared with 2,522 in 2014;
- **Number of sessions per school:** Whilst the methodology of in-school self-completion sessions was replicated in 2014, only one class per school was invited to take part for the current study; compared with one or two classes per year group in 2008/9.
- **Type of study:** For many years the National Lottery Commission has used the Ipsos MORI multi-client Young People's Omnibus to conduct the Underage Gambling Prevalence Study. However, this is the first time that the Omnibus has been used to run the DSM-IV-MR-J problem gambling screen questions.
- **Age range:** As noted in the Appendices, only children in school years eight (ages 12/13) and ten (ages 14/15) were invited to take part in the 2008/9 study; children in school years seven through to eleven were surveyed in 2014 – although 11 and 16 year-olds are excluded from the analysis in this report.

Tables showing the results of the DSM-IV-MR-J problem gambling screen questions for the full sample (11 to 16 year-olds), for curriculum year eight and ten pupils, and 11 to 15 year-olds



(i.e. excluding 16 year-olds who are legally old enough to play the National Lottery) are included in the Appendices.

# 6 How young people play the National Lottery

6%



Of 11 to 15 year-olds were unaccompanied when they last bought National Lottery tickets or Scratchcards

*This section focuses on how children play the National Lottery. It considers how much money children spend on the main National Lottery draw game (Lotto), where children buy tickets, who children buy tickets with and who hands over the money at the till.*

## 6.1 Past experiences of buying National Lottery tickets with adults or alone

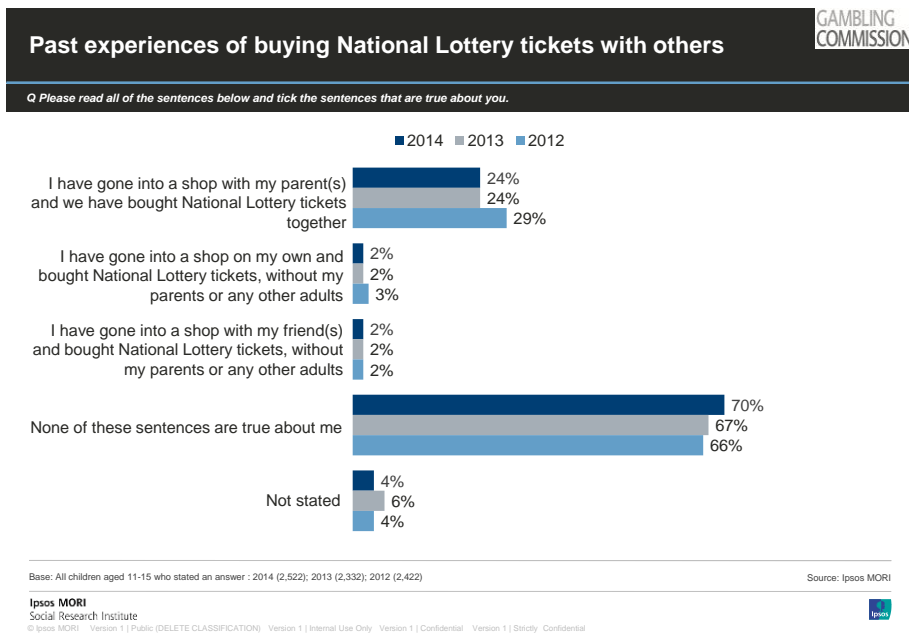
Children are more likely to say they have bought a National Lottery ticket in a shop with a parent (24%) than with a friend (2%) or on their own (2%). These figures mirror the findings from 2013; as shown in the chart below.

24%



The proportion of children who bought National Lottery tickets with a parent

Seven in ten children (70%) have no experience of buying National Lottery tickets either alone, with friends or another adult.

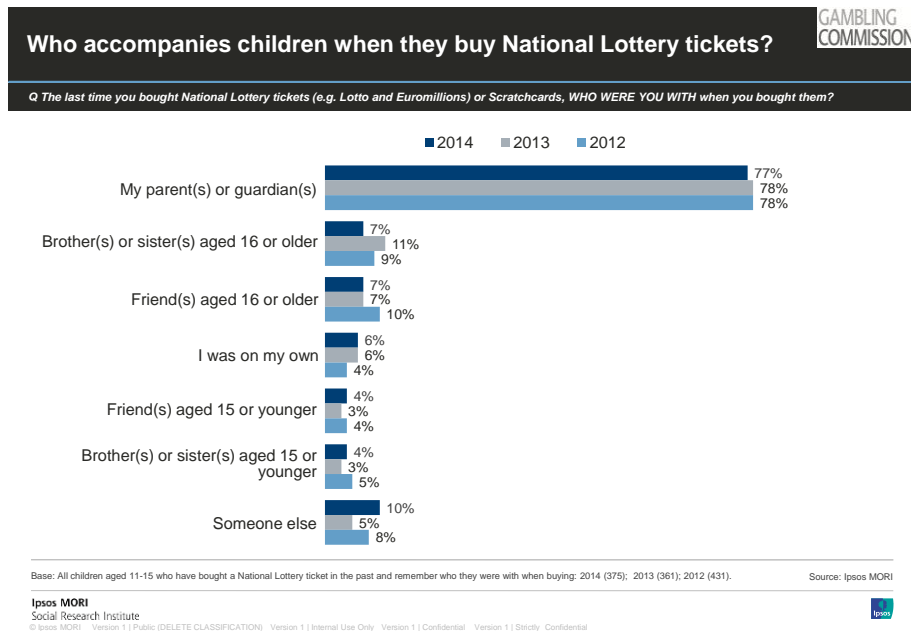


### 6.2 Who were children with when they last bought a ticket?

Children were asked who they were with when they last bought National Lottery tickets or Scratchcards. Year-on-year the research has consistently shown that the majority of 11 to 15 year-olds are accompanied by a parent/ guardian or sibling/ friend who is 16 years of age or older when they buy a ticket or Scratchcard (86%).

Only one in twenty (6%) children say they are unaccompanied.

Children in the younger age groups (11 to 12) rarely buy National Lottery tickets or Scratchcards without an adult present (5% say they were with someone aged 15 or younger and 2% say they were on their own). In contrast, 30% of 16 year-olds say they were on their own the last time they bought National Lottery tickets or Scratchcards.



### 6.3 Handing over money at the till

In line with previous surveys children were asked who handed the money over at the till to understand whether their parent/s, siblings or friends make the actual transaction when a National Lottery ticket or scratchcard is bought, or whether they do so themselves.

Only one in ten 11 to 15 year-olds (11%) who have bought a ticket and remember the purchase say they handed the money over themselves. While this figure does not represent a statistical change compared with 2013, it does indicate a continued, albeit slight, increase in the proportion of children who are handing over the money themselves at the point of purchase year-on-year.



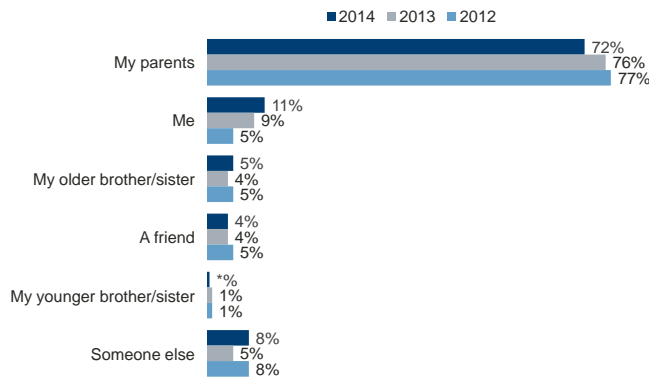
Proportion of children who handed the money over at the till themselves

Nevertheless for the majority of purchases a parent handed over the money (72%). There appears to be a slight fall in tickets or Scratchcards being bought by parents (72% in 2014, compared with 76% in 2013), although this does not represent a statically significant change.

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



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



Base: All children aged 11-15 who bought a ticket and remember who handed over the money at the till: 2014 (385), 2013 (367); 2012 (435)

Source: Ipsos MORI

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Social Research Institute

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Although the base sizes are small the findings suggest that children who handed over the money at the till themselves are more likely to be boys (12%, compared with 9% of girls), those who have spent their own money on playing the National Lottery in the last seven days (21%) and those who have visited the National Lottery website (18%).

**6.4 How much money do young people spend on Lotto?**

Children were asked how much money they have spent on the main National Lottery draw game (Lotto) in the seven days leading up to the research study taking place.

Just over half of 11 to 15 year-olds (54%) who had played Lotto in the past week had spent between £1 and £2. A further 25% between £2-£5 and a fifth (18%) spent more than £5 on playing Lotto.

The 2013 Underage Gambling survey report discussed the need to monitor spend on Lotto given the increase in ticket cost which took effect in October 2013. However, our findings suggest that the increase has not led to children spending more. As shown in Table 2 overleaf, in 2014 25% of young people who played Lotto in the seven days prior to the research had spent between £2.01-£5.00 on tickets, compared with 18% in 2013. This does not represent a statistically significant increase year-on-year, given the small base sizes involved.



Of players spent between £1-£2 on Lotto in the past week

Similarly small base sizes mean that it is not possible to profile high spend Lotto players with statistical confidence. However, the findings indicate that they are more likely to be boys, rather than girls.

*Table 4: Amount of money spent on Lotto in the seven days preceeding survey completion<sup>5</sup>  
Q And how much of your own money did you spend on Lotto in the past 7 days?*

(Base: All those who played lotto in the last seven days and specified an amount)	2014 (44)	2013 (47)	2012 (61)	2011 (85)
	%	%	%	%
<b>£1.00-£2.00</b>	54	60	51	49
<b>£2.01-£5.00</b>	25	18	14	32
<b>More than £5.00</b>	18	21	35	18

## 6.5 When and where do young people buy tickets?

Children were asked where and when they last bought a National Lottery ticket (e.g. Lotto and Euromillions) or Scratchcard. In line with previous survey findings, half of all children who play National Lottery games last bought a ticket or Scratchcard from a corner shop or newsagent (51% in 2014, 51% in 2013, 49% in 2012 and 46% in 2011).

The proportion of 11 to 15 year-olds who buy tickets or Scratchcards from a supermarket has also remained the same (34% in 2014 and 2013). Whilst the slight fall in tickets bought at post offices has remained steady (4% in 2014 and 2013, compared with 9% in 2012).

Fifteen year olds are more likely to buy National Lottery tickets from newsagents or corner shops than younger children (67% of 15 year olds, compared with 46% of 11 to 14 year-olds). Similarly 68% of 16 year-olds used newsagents or corner shops the last time they played the National Lottery.

51%



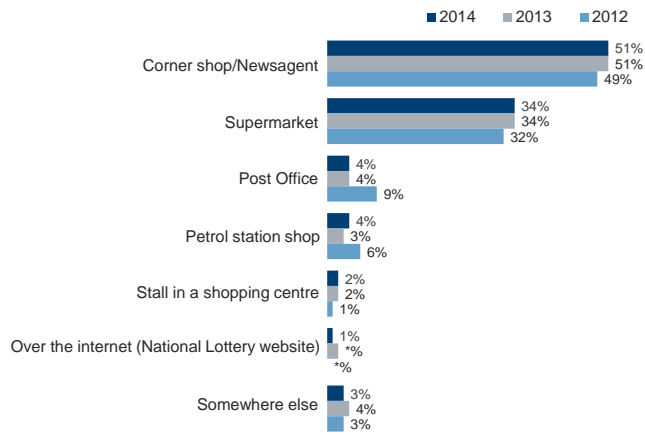
The proportion of 11 to 15 year-olds buying a ticket or scratchcard at a corner shop/newsagent

<sup>5</sup> Where columns do not sum to 100% it is due to rounding. This is the case with 2008 figures where the percentages add up to 103%.

### Where do children buy National Lottery tickets?



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



Base: All children aged 11-15 who have bought a National Lottery ticket in the past and remember where it was bought: 2014 (364), 2013 (344); 2012 (400).

Source: Ipsos MORI

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Would buy a ticket from a corner shop/ newsagent

Consistent with previous research, half (49%) of the 11 to 15 year-olds interviewed said they bought National Lottery tickets or Scratchcards at the weekend. A quarter (25%) said they did so during the school holidays and a further 22% after school in the evening.

Very few children report buying tickets or Scratchcards around school times. These patterns have held since 2012 and are consistent across different characteristics of children and age group (including 16 year-olds).

### 6.6 Where children choose to buy Lottery tickets

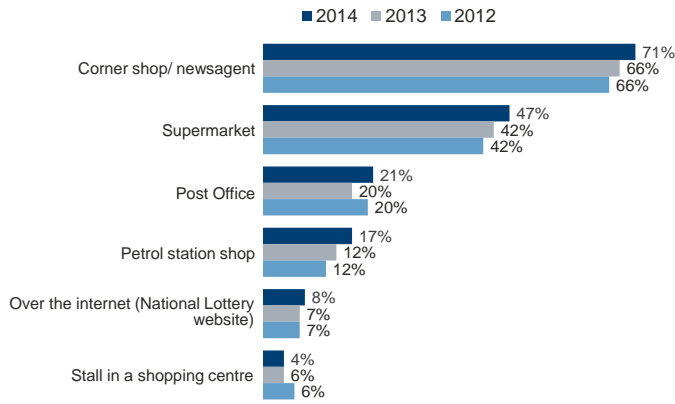
Children were asked where they would go to buy a National Lottery ticket if they wanted to buy one. The choices selected by 11 to 15 year-olds reflect the locations children report buying a ticket from; corner shops/ newsagents (71%) and supermarkets (47%). Around one in five mention post offices (21%) and petrol station shops (17%). Less than one in ten (8%) would consider buying a National Lottery ticket or scratchcard online (via the National Lottery website) or from a stall in a shopping centre (4%).

As shown in the chart below, the proportion of children choosing each location is consistent year-on-year.

**Where would children go to buy National Lottery tickets if they wanted to buy them?**



Q If you wanted to buy National Lottery tickets or National Lottery Scratchcards, where would you go to buy them?



Base: All children aged 11-15: 2014 (1,032); 2013 (899); 2012 (1,058) who stated an answer

Source: Ipsos MORI

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# 7 Exposure to the National Lottery

This section focuses on the ways in which children are exposed to the National Lottery other than buying tickets or Scratchcards. This includes visiting the National Lottery website, checking National Lottery ticket numbers and watching the National Lottery draw on television.

## 7.1 Online exposure to the National Lottery

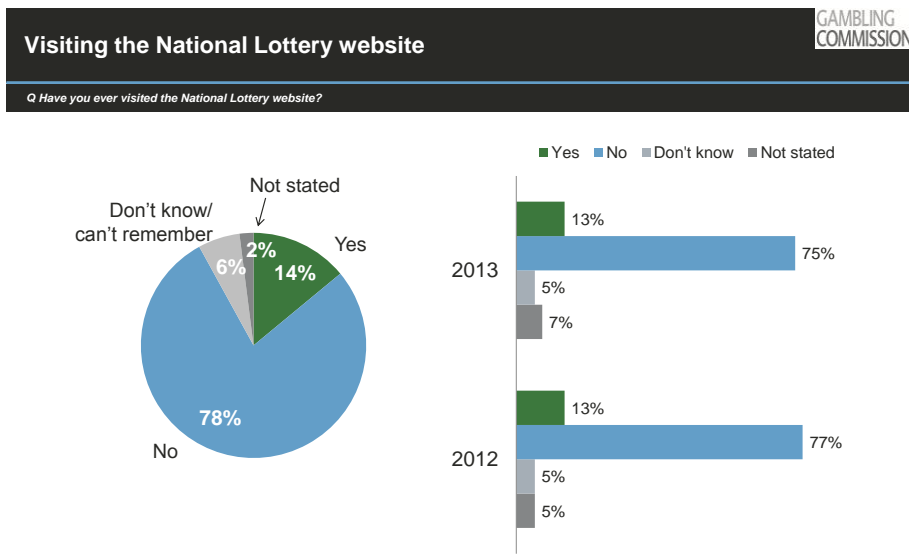
One in seven (14%) 11 to 15 year-olds have visited the National Lottery website: A figure that has remained consistent year-on-year, since 2008.

Older children (13 to 15 year-olds) are more likely to visit the website than children in the younger age groups (15%, compared with 10% of 11 to 12 year-olds). We also find that children who come from families of high affluence are more likely to say they have visited the website (15%, compared with 8% of children from low affluence families). These patterns mirror findings from previous studies.



**14%**

Visit the National Lottery website



Base: All children aged 11-15, 2014 (2,522); 2013 (2,332); 2012 (2,531).

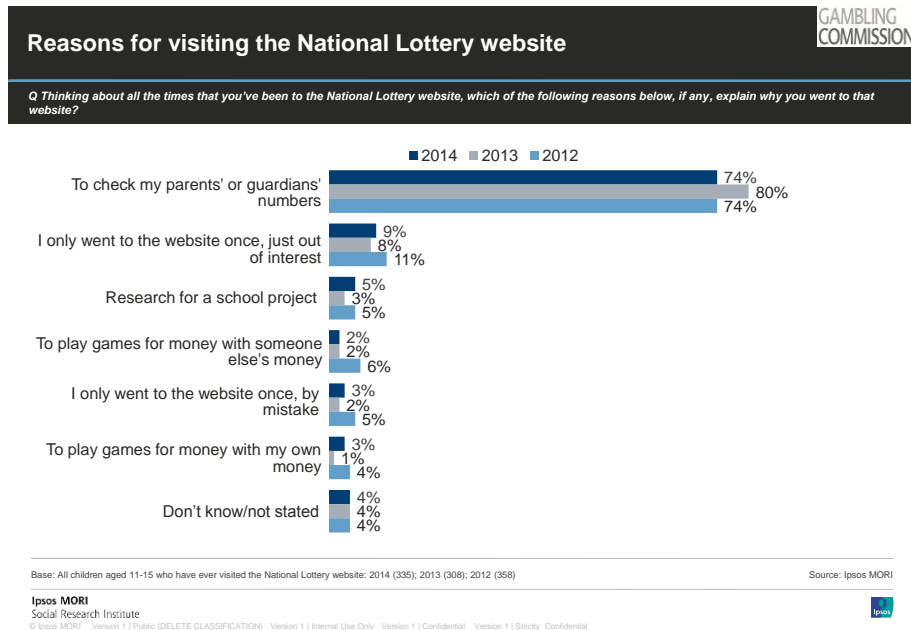
Source: Ipsos MORI

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The reasons offered for visiting the National Lottery website have remained consistent since 2012, the most popular by far being 'To check my parents' or guardians' numbers' (74%).



Less than one in ten children mention any other reason, as illustrated in the chart below.



## 7.2 Participating in National Lottery activities with parents

To explore exposure to the National Lottery further 11 to 15 year-olds were asked which National Lottery activities they have participated in with their parents.

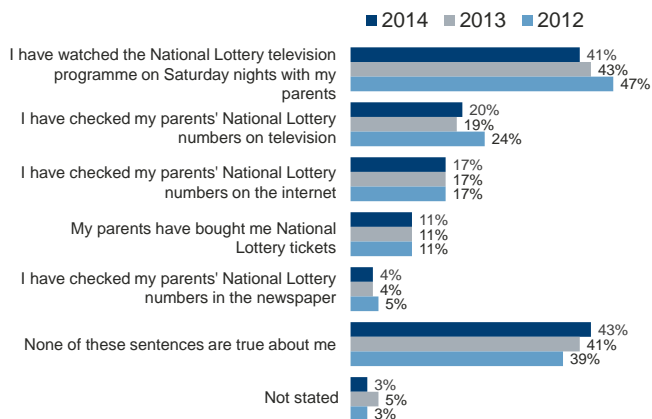
Watching the National Lottery television programme on Saturday nights with their parents is most frequently mentioned (by 41% of children). However, the findings suggest a continued drop in the proportion of 11 to 15 year-olds who are watching the programme; from 47% in 2012 and 43% in 2013.

One in five (20%) mention that they have checked their parents' National Lottery numbers on television or checked their parents' numbers on the internet (17%). In both cases the figures match participation rates noted in 2013.

## Playing the National Lottery with parents

GAMBLING  
COMMISSION

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



Base: All children aged 11-15: 2014 (2,522); 2013 (2,332); 2012 (2,459)

Source: Ipsos MORI

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The 2014 survey identified how participation rates in National Lottery activities vary between children:

- Older children are more likely to check their parents' National Lottery numbers (35% of 14 to 15 year-olds, compared with 24% of 11 to 13 year-olds).
- Similarly, girls are more likely to have checked their parents' National Lottery numbers than boys (33% compared with 25%): A finding that is consistent with previous research.
- Children living in more affluent households are more likely to watch the National Lottery television programme on a Saturday night with their parents (44%, compared with 35% of children from the least affluent families). The findings also suggest that they are more likely to check their parents' National Lottery numbers (31%, compared with 26% of children from the least affluent families). These findings are consistent with the 2013 study.

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# Appendices

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## 8 Appendices

### 8.1 Methodology

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

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

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

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

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

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

Fieldwork for the study was conducted from 3 February – 10 April 2014. Of the 574 schools approached, 114 schools participated, giving an unadjusted school response rate of 20%. Overall, fully completed questionnaires were obtained from 2,796 pupils, an average of 25 pupils per class.

Data are weighted by gender, age and region. The weights were derived from data supplied by the Department for Education. The effect of weighting is shown in the sample profile in the Appendices.

## 8.2 Sample profile

The following table outlines the full details of the sample profile for the 2014 study. The subsequent table compares the sample profile for the current project with the previous two studies (2013 and 2012) which are frequently mentioned throughout this report.

Sample profile: 2014	Number	Unweighted %	Weighted %
<b>Total</b>	2796	100	100
<b>Gender of Pupils</b>			
Male	1402	50	50
Female	1372	49	49
<b>Age of Pupils</b>			
11	249	9	8
12	590	21	19
13	592	21	20
14	577	21	21
15	514	18	20
16	274	10	11
<b>Year of Pupils</b>			
7	574	21	19
8	622	22	20
9	535	19	20
10	581	21	20
11	484	17	21
<b>Ethnic Origin</b>			
White	2244	80	78
BME	532	19	21
<b>Household Composition</b>			
Two parents in household	2136	76	77
Single parent in household	588	21	21
Sibling in household	2308	83	82
<b>Work Status of Household</b>			
Two parents work	1523	54	54
One parent works	899	32	33
No parent works	374	13	13
<b>Region</b>			
London	200	7	14
South East	290	10	15
South West	263	9	9
North East	138	5	5
North West	309	11	12
East of England	198	7	11
East Midlands	340	12	9
West Midlands	624	22	11
Yorkshire & Humberside	342	12	10
Wales	89	3	6

Source: Ipsos MORI

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

Source: Ipsos MORI

\* Represents 15-16 year olds in 2012.

### 8.3 Statistical reliability

The respondents to the questionnaire are only samples of the total population, so we cannot be certain that the figures obtained are exactly those we would have if everybody had been interviewed (the true values). We can, however, predict the variation between the sample results and the true values from knowledge of the size of the

samples on which the results are based and the number of times that a particular answer is given. The confidence with which we can make this prediction is usually chosen to be 95% - that is, the chances are 95 in 100 that the true value will fall within a specified range. The table below illustrates the predicted ranges for different sample sizes and percentage results at the 95% confidence interval.

Size of sample on which survey results is based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or 90%	30% or 70%	50%
	±	±	±
100 interviews	6	9	10
500 interviews	3	4	4
1,000 interviews	2	3	3
2,796 interviews ( <i>Young People Omnibus children aged 11-16</i> )	1	2	2

Source: Ipsos MORI

For example, with a sample of 2,796 where 30% give a particular answer, the chances are 95 in 100 that the “true” value (which would have been obtained if the whole population had been interviewed) will fall within the range of plus or minus 2 percentage points from the sample result.

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

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

Size of sample compared	Differences required for significance at or near these percentage levels		
	10% or 90%	30% or 70%	50%



100 and 100	8	13	14
250 and 100	7	11	12
500 and 250	5	7	8
500 and 500	4	6	6
1,000 and 500	3	5	5
1,000 and 1,000	3	4	4
1,500 and 1,000	2	4	4

Source: Ipsos MORI

#### 8.4 Gambler screen additional analysis

The results of the DSM-IV-MR-J problem gambling screen analysis for the full sample (11-16 year olds), for curriculum year 8 and 10 pupils only, 11 to 15 year-olds (i.e. excluding 16 year olds who are legally old enough to play the National Lottery) and 12-15 year olds (as reported on in Section 5 of this report) are included for comparison in the tables below, along with results from the British Survey of Children, the National Lottery and Gambling 2008/9.

**Table: Base sizes – Total and sub-groups (2008/9 and 2014)**

	2008/9	2014			
	Total	Years 8 & 10	Aged 12-15	Aged 11-15	Aged 11-16
<b>Total</b>	<b>8,958</b>	<b>1,203</b>	<b>2,273</b>	<b>2,522</b>	<b>2,796</b>
<b>Gender</b>					
Boys	4,466	584	1,143	1,269	1,402
Girls	4,447	606	1,110	1,233	1,372
<b>Year group</b>					
8	4,695	622	N/A	N/A	N/A
10	4,263	581	N/A	N/A	N/A
<b>Age</b>					
11	35	N/A	N/A	249	249
12	2,921	265	590	590	590
13	1,725	357	592	592	592
14	3,034	277	577	577	577
15	1,210	304	514	514	514
16	N/A	N/A	N/A	N/A	274

Source: Ipsos MORI

**Table: Social Gamblers – Total and sub-groups (2008/9 and 2014)**

	2008/9	2014			
	Total	Years 8 & 10	Aged 12-15	Aged 11-15	Aged 11-16
<b>Total</b>	<b>13.3%</b>	<b>14.6%</b>	<b>12.0%</b>	<b>12.6%</b>	<b>13.2%</b>
<b>Gender</b>					
Boys	18.2%	18.0%	14.7%	15.1%	15.3%
Girls	8.1%	11.2%	9.2%	10.1%	10.9%
<b>Year group</b>					
8	12.0%	13.5%	N/A	N/A	N/A
10	14.8%	15.8%	N/A	N/A	N/A
<b>Age</b>					
11	N/A	N/A	N/A	18.1%	18.1%
12	N/A	N/A	11.4%	11.4%	11.4%
13	N/A	N/A	11.5%	11.5%	11.5%
14	N/A	N/A	12.7%	12.7%	12.7%
15	N/A	N/A	12.7%	12.7%	12.7%
16	N/A	N/A	N/A	N/A	18.3%

Source: Ipsos MORI

**Table: 'At risk' Gamblers – Total and sub-groups (2008/9 and 2014)**

	2008/9	2014			
	Total	Years 8 & 10	Aged 12-15	Aged 11-15	Aged 11-16
<b>Total</b>	<b>3.4%</b>	<b>1.2%</b> (n=14) <sup>6</sup>	<b>1.2%</b> (n=27)	<b>1.2%</b> (n=29)	<b>1.3%</b> (n=35)
<b>Gender</b>					
Boys	5.0%	1.7%	1.7%	1.7%	1.9%
Girls	1.6%	0.7%	0.7%	0.7%	0.7%
<b>Year group</b>					
8	3.0%	1.0%	N/A	N/A	N/A
10	3.8%	1.4%	N/A	N/A	N/A
<b>Age</b>					
11	N/A	N/A	N/A	0.8%	0.8%
12	N/A	N/A	1.0%	1.0%	1.0%
13	N/A	N/A	1.5%	1.5%	1.5%
14	N/A	N/A	0.4%	0.4%	0.4%
15	N/A	N/A	1.9%	1.9%	1.9%
16	N/A	N/A	N/A	N/A	2.2%

Source: Ipsos MORI

<sup>6</sup> Note small base sizes - findings should be treated as indicative only.

**Table: Problem Gamblers – Total and sub-groups (2008/9 and 2014)**

	2008/9	2014			
	Total	Years 8 & 10	Aged 12-15	Aged 11-15	Aged 11-16
<b>Total</b>	<b>2.0%</b>	<b>0.8%</b> (n=9) <sup>7</sup>	<b>0.7%</b> (n=15) <sup>8</sup>	<b>0.6%</b> (n=16) <sup>9</sup>	<b>0.8%</b> (n=21)
<b>Gender</b>					
Boys	2.9%	n=7	1.1%	1.1%	1.4%
Girls	1.0%	n=2	0.2%	0.2%	0.2%
<b>Year group</b>					
8	1.9%	n=3	N/A	N/A	N/A
10	2.0%	n=6	N/A	N/A	N/A
<b>Age</b>					
11	N/A	N/A	N/A	0.4%	0.4%
12	N/A	N/A	0.3%	0.3%	0.3%
13	N/A	N/A	0.5%	0.5%	0.5%
14	N/A	N/A	1.0%	1.0%	1.0%
15	N/A	N/A	0.8%	0.8%	0.8%
16	N/A	N/A	N/A	N/A	1.8%

Source: Ipsos MORI

The table below indicates how the questions asked in 2014 mapped onto the DSM-IV-MR-J problem gambling screen components.

<sup>7</sup> Note small base sizes - findings should be treated as indicative only.

<sup>8</sup> Note small base sizes - findings should be treated as indicative only.

<sup>9</sup> Note small base sizes - findings should be treated as indicative only.

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

2014 Question No.	DSM-IV criteria	'During the past 12 months' if any of the following answer criteria are ticked, that qualifies as 1 point	
F1	Preoccupation	Have you found yourself thinking about gambling or planning to gamble	'Often'
F4	Tolerance	Have you needed to gamble with more and more money to get the amount of excitement you want	'Sometimes' or 'often'
F3	Withdrawal	Have you felt bad or fed up when trying to cut down on gambling	'Sometimes' or 'often'
F5	Loss of control	Have you ever spent much more than you planned to on gambling	'Sometimes' or 'often'
F2	Escape	Have you gambled to escape from problems or when you were feeling bad	'Sometimes' or 'often'
F8	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'
F7b	Lying	Has your gambling ever led to the following: telling lies to family/friends or others	'Once or twice' 'sometimes' or 'often'
F6	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
F7a F7d	Risked relationships	Has your gambling ever led to the following: 30a) Arguments with family/friends or others 30d) Missing school	If any of the following are ticked, then qualifies for one point in total: 'once or twice', 'sometimes' or 'often'

Source: *The Gambling Commission*

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

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

2014 Question No.	DSM-IV criteria	'During the past 12 months' if any of the following answer criteria are ticked, that qualifies as 1 point	
F1	Preoccupation	Have you found yourself thinking about gambling or planning to gamble	1.2% (n=27)
F4	Tolerance	Have you needed to gamble with more and more money to get the amount of excitement you want	1.1% (n=24)
F3	Withdrawal	Have you felt bad or fed up when trying to cut down on gambling	0.5% (n=11)
F5	Loss of control	Have you ever spent much more than you planned to on gambling	0.8% (n=18)
F2	Escape	Have you gambled to escape from problems or when you were feeling bad	0.8% (n=19)
F8	Chasing	After losing money on gambling have you returned another day, try to win back the money you lost	0.5%(n=11)
F7b	Lying	Has your gambling ever led to the following: telling lies to family/friends or others	0.5%(n=11)
F6	Illegal acts	Have you ever taken money from any of the following without permission to spend on gambling: Dinner money or fare money Money from family Money from things you've sold Money from outside the family Somewhere else	1.6% (n=36)
F7a F7d	Risked relationships	Has your gambling ever led to the following: 30a) Arguments with family/friends or others 30d) Missing school	0.8% (n=18)

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

The way in which questions used for the problem gambler screen were asked was modified slightly on the British Survey of Children, the National Lottery and Gambling 2008/9. Previously, the DSM-IV-MR-J problem gambling screen questions related only to fruit machine and scratchcard play, while the 2008/9 study covered all forms of gambling a child had engaged in within the past 12 months. The 2014 study has replicated this approach.

The British Survey of Children, the National Lottery and Gambling 2008/9 also modified the prerequisite that individuals had to complete all of the nine components to be classified in the problem gambler screen. This prerequisite of classifying only respondents who had answered all nine questions inevitably underestimated the true proportion of gamblers in the population, as non-response is treated as a negative outcome on the screen.

For the current survey we have followed the method applied in 2008/9 and removed the prerequisite to complete all nine screener questions. However, if a child left blank all of the questions in the problem gambler screen they are removed from the classification.

Furthermore, following the edits stipulated in previous years, if a child answers 'I have not gambled in the past 12 months' at any point in the screen (QF2-F5, QF7-F8) they are excluded from the classification.

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

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

Score <sup>10</sup>	Number of respondents	Cumulative number of respondents	Cumulative % of respondents
0	236	236	10.4%
1	37	273	12.0%
2	18	291	12.8%
3	9	300	13.2%
4	7	307	13.5%
5	5	312	13.7%
6	1	313	13.8%
7	0	313	13.8%
8	2	315	13.9%

<sup>10</sup> Scores based on all answering, irrespective of whether all nine elements of screen completed. Children who indicate at any point in the Problem Gambler Screen that they have not gambled in the past 12 months (code 1 at QF2-F5 and QF7-F8) are excluded from the analysis.

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### About Ipsos MORI's Social Research Institute

The Social Research Institute works closely with national governments, local public services and the not-for-profit sector. Its c.200 research staff focus on public service and policy issues. Each has expertise in a particular part of the public sector, ensuring we have a detailed understanding of specific sectors and policy challenges. This, combined with our methodological and communications expertise, helps ensure that our research makes a difference for decision makers and communities.