

# Young People and Gambling 2024: Official statistics

Gambling Commission report produced by Ipsos on young people and their gambling behaviour, attitudes and awareness in 2024.

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# Executive summary

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## Introduction

This report contains the findings from the Gambling Commission's annual study, produced by Ipsos, exploring gambling behaviours among young people in Great Britain.

The survey examined gambling experience and behaviours, such as where young people gamble and with whom, perceptions of gambling and awareness of gambling advertising. The survey also asked a series of questions relating to potential consequences associated with gambling and utilised the problem gambling screen Diagnostic and Statistical Manual of Mental Disorders Fourth Edition - Multiple Response Juvenile (DSM-IV-MR-J) to classify young people experiencing problem gambling.

The research was conducted in schools, with pupils completing online self-completion surveys in class. The study collected data from a sample of 3,869 pupils in Years 7 to 12 (or Years S1 to S5 in Scotland) attending academies, maintained and independent schools in England, Scotland, and Wales. The majority of the participants were aged 11 to 17 years old, with a small number of 18 year olds (24 in total) included in the sample this year. Fieldwork took place between February and June 2024. Whilst the survey asked about involvement with gambling in the past 7 days, 4 weeks and 12 months, this report focuses on the past 12 months. Further details of the methodology, sampling and weighting processes, and sample profiles are included in the [appendices](#) of this report.

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## Headline statistics

Of young people, 27 percent spent their own money on gambling in the 12 months prior to taking part in the survey.

During that period, the most common types of gambling activity that young people spent their own money on were legal or did not feature age restricted products, namely:

- playing arcade gaming machines such as penny pusher or claw grab machines (20 percent)
- placing a bet for money between friends or family (11 percent)
- playing cards for money (5 percent).

The survey found 21 percent of young people were spending their own money on regulated forms of gambling (which includes some activities that are legal and played within licensed premises), and 15 percent on unregulated forms of gambling (gambling activities which fall outside the remit of the Gambling Commission).

When removing arcade gaming machines, which are legally accessible to young people, 6 percent spent their own money on regulated forms of gambling. This is an increase from 4 percent in 2023.

A total of 1.5 percent of young people scored 4 or more on the youth-adapted problem gambling screen (DSM-IV-MR-J), 1.9 percent scored 2 or 3, and 23.2 percent scored 0 or 1. The proportion of young people overall scoring 4 or more on the DSM-IV-MR-J has risen from 0.7 percent in 2023 to 1.5 percent in 2024.

Just over 1 in 10 (11 percent) said that their own gambling had led them to talk to their parents about how they felt while 9 percent said that gambling had made them feel uncomfortable around their friends (such as feeling embarrassed or feeling friends would not approve), at least sometimes.

A quarter of young people (26 percent) had seen family members they live with gamble, and of that 26 percent, 9 percent indicated that it had resulted in more arguments or tension at home.

Awareness of advertising and marketing has increased between 2023 and 2024 but remains in line with where it was in 2022.

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## Presentation and interpretation of data

When interpreting the findings, it is important to remember that results are based on a sample of the maintained and independent school population, and not the entire population of 11 to 17 year olds in England, Scotland, and Wales. The survey data reported here has been weighted to ensure the findings are nationally representative of young people at secondary schools in England, Scotland and Wales (see [appendices](#) for more detail on weighting). Applying weights to the data, while tending to make the quoted figures more representative of the population of interest, also reduces the statistical reliability of the data. Results from any survey are estimates, and there is a margin of error associated with each figure quoted. Essentially, the smaller the sample size, the greater the uncertainty.

Throughout this report, unless specified, findings with sufficient sample sizes have been included and all differences noted between subgroups are significant at the 95 percent significance level. A guide to statistical significance is included in the [appendices](#) of the report.

Please note that when different response categories are combined (for example 'strongly agree' and 'agree') then the combined figure may sometimes differ slightly from the total that would be obtained by summing the 2 separate percentage figures. This is due to the rounding of figures to the nearest whole number.

## Key terms used in the report

Prior to 2022, young people were asked one question to find out whether they had used their own money to gamble and when they had done so. The [development work](#) that took place before the 2022 survey noted that it was cognitively challenging for young people to remember the types of gambling activities they had participated in whilst keeping in mind if, and when, they had spent their own money on these activities.

Taking on board recommendations relating to the questionnaire design, meant that a different approach was adopted in 2022, with 3 questions included in order to understand, firstly, whether a young person had any experience of gambling, secondly, if they had ever gambled using their own money and thirdly, when they did so. As a result, we have 2 possible ways of interpreting gambling behaviour which are referenced throughout this report:

**Active involvement in gambling** – Young people who spent their own money (defined as any pocket money, birthday money or money they earned themselves) on gambling.

**Experience of gambling** – Young people who have gambled, but not necessarily spending their own money on doing so. For example, they may have been involved in picking lottery numbers with family or friends or choosing horses in a horse race.

The Gambling Commission regulates gambling operators and key individuals. Regulation is designed to ensure children and young people are unable to gamble on age-restricted products licensed by the Commission. In addition to products licensed by the Commission, this report also covers a number of gambling activities which sit outside the Commission's remit and are legally available to children and young people. In order to distinguish between these different types of gambling we refer in this report to regulated and unregulated forms of gambling:

**Regulated forms of gambling** – Those gambling activities which are licensed and regulated by the Commission including betting or casino gaming provided by a licensed operator online or from premises, playing the National Lottery or other lottery products. This categorisation could also include illegal gambling websites which young people are unaware are illegal. This categorisation also includes playing gaming machines in betting shops, bingo premises, casinos or arcades. Due to different categories and requirements relating to gaming machines this report may include some gaming machine play which is not directly regulated by the Commission and in some incidences can be legally played by children and young people.

**Unregulated forms of gambling** – Those gambling activities which fall outside the remit of the Commission such as non-commercial gambling between friends and family or playing bingo somewhere other than a bingo club.

**The Diagnostic and Statistical Manual of Mental Disorders Fourth Edition - Multiple Response Juvenile (DSM-IV-MR-J)** screen was applied to assess whether respondents who gamble are defined as experiencing problems with their gambling. Scores are then grouped into these categories:

- young people who have never gambled
- young people scoring 0 or 1 on the DSM-IV-MR-J, representing a young person who does not experience any 'problems' with their gambling
- young people scoring 2 or 3 on the DSM-IV-MR-J, representing a young person who is 'at-risk'
- young people scoring 4 or more on the DSM-IV-MR-J, representing a young person experiencing 'problems' with their gambling.

For further information on terms used throughout this report and their definitions see the [appendices](#).

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# Acknowledgements

We are indebted to all pupils and staff who made this survey possible during a time when schools are managing heavy workloads. Without their support, this survey would not have been possible.

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# Young people's active involvement in gambling

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## Summary

This section covers young people's active involvement in gambling, based on self-reported experiences of spending their own money on gambling activities in the past 12 months. It includes analysis of the demographic profile of those who reported gambling with their own money over this period.

Findings are compared with previous years of the survey to identify trends. Statistically significant differences are highlighted across the years 2022, 2023 and 2024, though the 2022 sample did not include year 12 pupils or independent schools and so comparisons with this year are indicative only.

Just over a quarter of young people (27 percent) reported having gambled using their own money in the 12 months preceding the survey. Playing arcade gaming machines remained the most frequent gambling activity among 11 to 17 year olds (20 percent had spent their own money on this in the past year). There was no significant change overall in young people's levels of active gambling since 2023, though there was a statistically significant increase in the proportion of young people actively involved in regulated gambling excluding arcade gaming machines (6 percent in 2024, compared to 4 percent in 2023).

The youth-adapted problem gambling screen: the Diagnostic and Statistical Manual of Mental Disorders, Fourth Edition – Multiple Response Juvenile (DSM-IV-MR-J) was used to identify gambling behaviours among young people that participated in the survey. A total of 1.5 percent of young people scored 4 or more on the DSM-IV-MR-J, 1.9 percent scored 2 or 3, and 23.2 percent scored 0 or 1. The proportion of young people scoring 4 or more on the DSM-IV-MR-J increased from 0.7 percent in 2023 to 1.5 percent in 2024.

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## Definitions

### Active involvement in gambling

Young people who participated in the survey were first asked if they had ever done any of the following list of 17 activities:

- National Lottery draw, for example Lotto, EuroMillions or Set for Life, either with a physical ticket or playing online
- National Lottery Scratchcards (not free Scratchcards)
- National Lottery online instant win games
- other lotteries (for example The Health Lottery, People's Postcode Lottery, or other smaller lotteries)
- arcade gaming machines (for example penny pusher or claw grab machine)
- fruit or slot machines (for example at an arcade, pub or social club)
- gambling machines in a betting shop
- cards for money (for example with friends or family)
- bingo at a bingo club
- bingo at somewhere other than a bingo club (for example social club or holiday park)
- bingo online (for example Foxy Bingo, Gala Bingo or Tombola)
- bet for money between friends or family
- bet on esports (electronic sports such as playing video games competitively) online
- bet at a betting shop or bookies (for example on football or horse racing)
- bet on a betting website and/or app (for example on football or horse racing)
- game inside a casino
- casino games online (for example online poker or online roulette for money).

Those who selected at least one of these activities were then asked if they had ever spent their own money on these activities, with 'own money' noted as meaning pocket money, birthday money or any money they earned themselves or got as a reward. Those who had spent their own money on at least one of the 17 listed activities were asked when they last spent their own money on the activities. Those who cited having spent their own money on any of these activities within the last 12 months are defined as being actively involved in gambling.

## Experience of gambling

Young people who had ever done any of the 17 gambling activities listed previously, but not necessarily spending their own money on doing so, are described as having some experience of gambling.

## Regulated and unregulated gambling

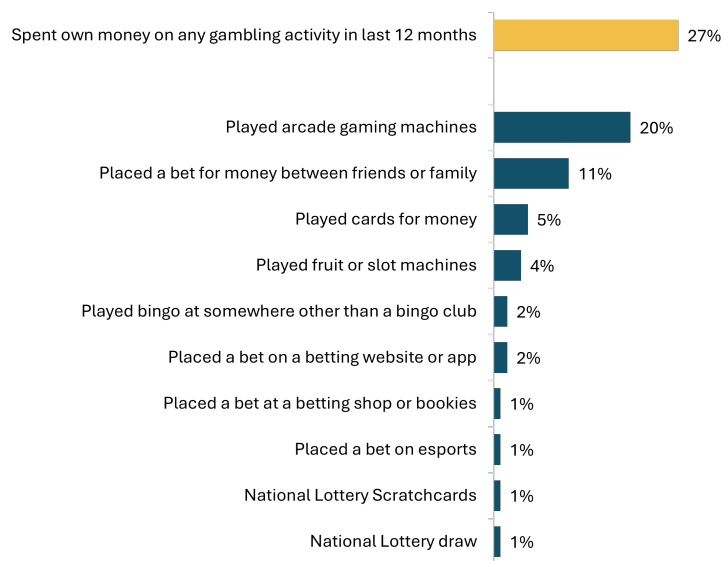
Regulated gambling activities are those which are licensed and regulated by the Gambling Commission, including betting or casino gaming provided by a licensed operator online or from premises, playing the National Lottery or other lottery products. This categorisation could also include illegal gambling websites which young people are unaware are illegal. This categorisation also includes playing gaming machines in betting shops, bingo premises, casinos or arcades. Due to different categories and requirements relating to gaming machines this report will include some gaming machine play which is not directly regulated by the Commission and in some incidences can be legally played by children and young people. Unregulated forms of gambling are those gambling activities which fall outside the remit of the Commission such as non-commercial gambling between friends and family or playing bingo somewhere other than a bingo club.

# Young people's active involvement in gambling

Within the past 12 months, just over a quarter (27 percent) of young people spent their own money on some form of gambling activity. They were most likely to have spent their own money on activities that are legal or do not feature age restricted products such as arcade gaming machines, for example penny pushers or claw grab machines (20 percent), followed by placing bets for money with friends or family (11 percent), and playing cards for money (5 percent).

Almost three quarters (73 percent) of young people had never gambled via any of the activities listed.

Figure 1.1: Top 10 gambling activities that young people spent their own money on within the past 12 months



## Figure 1.1 information

GAMSPEND4. And when did you last spend money on [this activity or these activities]? Was it ...?  
Base: All answering (3,869).

Note: multiple response question, therefore answers do not sum to 100 percent.



Figure 1.1: Top 10 gambling activities that young people spent their own money on within the past 12 months

Top 10 gambling activities young people spent their own money on within the past 12 months	Percentage (multiple response question, therefore answers do not sum to 100 percent)
Spent money on any gambling activity in last 12 months (from across all 17 listed activities)	27%
Played arcade gaming machines	20%
Placed a bet for money between friends or family	11%
Played cards for money	5%
Played fruit or slot machines	4%
Played bingo at somewhere other than a bingo club	2%
Placed a bet on a betting website and/or app	2%
Placed a bet at a betting shop or bookies	1%
Placed a bet on esports	1%
National Lottery scratchcards	1%
National Lottery draw	1%

In terms of trends from previous years, the proportions of young people actively involved in gambling has remained consistent with the 2023 findings (26 percent in 2023 and 27 percent in 2024, which represents no statistically significant change). This follows a decrease that was observed between 2022 and 2023 in levels of active involvement in gambling (31 percent in 2022, compared with 26 percent in 2023 and 27 percent in 2024), though as noted previously, the 2022 sample did not include year 12 pupils or independent schools and so comparisons with this year are indicative. This drop was mainly driven by a decrease in the proportion of young people who had placed a bet for money between friends or family (15 percent in 2022, compared with 11 percent in both 2023 and 2024).

# Table 1.1: Top 10 gambling activities young people spent their own money on within the past 12 months, in 2022, 2023 and 2024

## Table 1.1 information

GAMSPEND4. And when did you last spend money on [this activity or these activities]? Was it ...?  
Base: All answering 2022 (2,559), 2023 (3,453), 2024 (3,869).  
Note: multiple response question, therefore answers do not sum to 100 percent.

Table 1.1: Top 10 gambling activities young people spent their own money on within the past 12 months, in 2022, 2023 and 2024

<b>Top 10 gambling activities young people spent their own money on within the past 12 months</b>	<b>2022 (percentage)</b>	<b>2023 (percentage)</b>	<b>2024 (percentage)</b>	<b>differences 2024 compared to 2022</b>	<b>differences 2024 compared to 2023</b>
<b>Spent money on any gambling activity in last 12 months</b>	31%	26%	27%	Significant decrease	No significant differences
<b>Played arcade gaming machines</b>	22%	19%	20%	No significant differences	No significant differences
<b>Placed a bet for money between friends or family</b>	15%	11%	11%	Significant decrease	No significant differences
<b>Played cards for money</b>	5%	5%	5%	No significant differences	No significant differences
<b>Played fruit or slot machines</b>	4%	4%	4%	No significant differences	No significant differences
<b>Played bingo at somewhere other than a bingo club</b>	2%	1%	2%	No significant differences	Significant increase
<b>Placed a bet on a betting website and/or app</b>	1%	1%	2%	Significant increase	Significant increase
<b>Placed a bet at a betting shop or bookies</b>	1%	1%	1%	No significant differences	No significant differences
<b>Placed a bet on esports</b>	2%	1%	1%	Significant decrease	No significant differences
<b>National Lottery scratchcards</b>	1%	1%	1%	No significant differences	No significant differences
<b>National Lottery draw</b>	1%	1%	1%	No significant differences	No significant differences

Young people were more likely to have spent their own money in the past year on regulated forms of gambling, that is those gambling activities which are licensed and regulated by the Gambling Commission, than on unregulated forms of gambling (21 percent, compared to 15 percent). However, excluding arcade gaming machines, which are legally accessible to young people, the proportion of young people who were actively involved in regulated gambling activities drops to 6 percent overall.

There has been a small but statistically significant increase since 2023 in the proportion of young people actively involved in regulated gambling excluding arcade gaming machines (6 percent in 2024, compared to 4 percent in 2023), though the trends are fairly stable over time (the figure was 5 percent in 2022). This was driven mainly by boys (4 percent in 2023, compared to 6 percent in 2024), young people who have seen family members gamble (8 percent in 2023, compared to 13 percent in 2024), and 14 to 17 year olds (4 percent in 2023, compared to 6 percent in 2024).

# Table 1.2: Engagement in regulated and unregulated gambling activities, in 2022, 2023 and 2024

## Table 1.2 information

Base: All answering 2022 (2,559), 2023 (3,453), 2024 (3,869).

Table 1.2: Engagement in regulated and unregulated gambling activities, in 2022, 2023 and 2024

Engagement in regulated and unregulated gambling activities, in 2022, 2023 and 2024	2022 (percentage)	2023 (percentage)	2024 (percentage)	Statistical differences 2024 compared to 2022	Statistical differences 2024 compared to 2023
Regulated gambling	23%	19%	21%	No significant differences	No significant differences
Regulated gambling without arcade machines	5%	4%	6%	No significant differences	Significant increase
Unregulated gambling	18%	14%	15%	Significant decrease	No significant differences

## The Diagnostic and Statistical Manual of Mental Disorders, Fourth Edition – Multiple Response Juvenile (DSM-IV-MR-J) problem gambling screen

The Diagnostic and Statistical Manual of Mental Disorders Fourth Edition - Multiple Response Juvenile (DSM-IV-MR-J) screen consists of 9 items which assess whether respondents who gamble are defined as experiencing problems with their gambling.

## The 9 DSM-IV-MR-J items are:

- thinking about gambling or planning to gamble
- gambling to help you escape from problems or when you are feeling bad
- feeling bad or fed up when trying to cut down on gambling
- needing to gamble with more and more money to get the amount of excitement you want
- spending much more than you planned to on gambling
- taking 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, money from somewhere else
- gambling ever leading to arguments with family and/or friends or others, or missing school
- gambling ever leading to telling lies to family and/or friends or others
- after losing money by gambling, returning another day to try to win back the money you lost.

The DSM-IV-MR-J is asked of all young people who have spent their own money on at least one gambling activity in the past 12 months. Answer options were 'never', 'once or twice', 'sometimes' or 'often'. Responses to the 9 questions are summed and a score ranging between 0 and 9 is computed. Scores are grouped into the following categories:

## DSM-IV-MR-J score 0 or 1:

Representing a young person who does not experience any 'problems' with their gambling.

## DSM-IV-MR-J score 2 or 3:

Representing a young person who is 'at-risk'.

## DSM-IV-MR-J score 4 or more:

Representing a young person experiencing 'problems' with their gambling.

The youth-adapted screen (DSM-IV-MR-J) is not comparable to the Problem Gambling Severity Index (PGSI) used for adult screen.

Within the survey analysis, young people were classified as having different gambling risk profiles using categories based on the DSM-IV-MR-J problem gambling screen, developed by [Fisher \(2000\) \(opens in new tab\)](#). This screen is specifically adapted for youth, incorporating adolescent-specific behaviours such as using dinner money for gambling or experiencing conflicts with peers. It is important to note that this youth-adapted screen is not directly comparable to adult problem gambling screens, which assess impacts on household finances among other factors. Information on how the screen is applied for the purpose of

this survey can be found in the [appendices](#).

A total of 1.5 percent of young people scored 4 or more on the DSM-IV-MR-J, 1.9 percent scored 2 or 3, and 23.2 percent scored 0 or 1. Nearly three quarters of young people (72.7 percent) are not actively involved in gambling. Decimal places were used in the analysis to provide a more granular breakdown across categories.

Figure 1.2: DSM-IV-MR-J Youth Adapted problem gambling screen

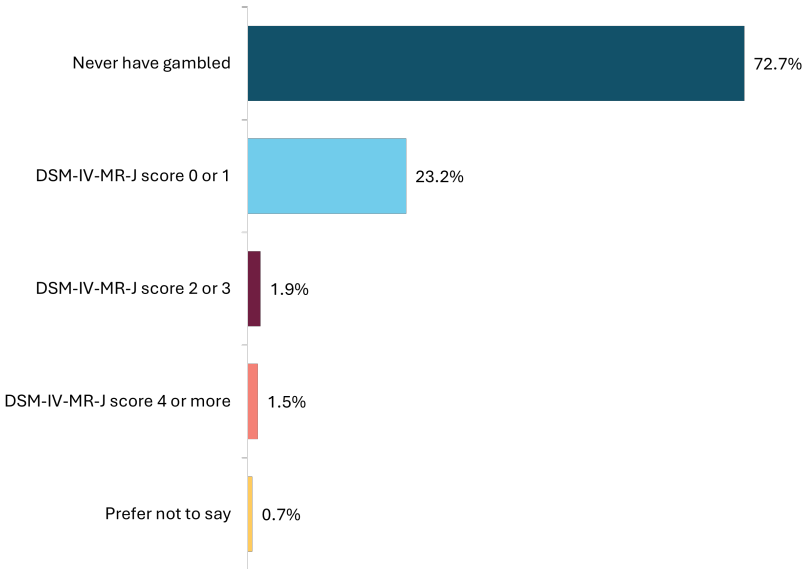


Figure 1.2 information

Chart shows types of young people’s gambling risk profile as defined by the DSM-IV-MR-J youth-adapted problem gambling screen.  
Base: All answering (3,869).

DSM-IV-MR-J Youth Adapted problem gambling screen	
DSM-IV-MR-J Youth Adapted problem gambling screen	2024 (percentage)
Never have gambled	72.7%
DSM-IV-MR-J score 0 or 1	23.2%
DSM-IV-MR-J score 2 or 3	1.9%
DSM-IV-MR-J score 4 or more	1.5%
Prefer not to say	0.7%

Young people aged 14 to 17 years were slightly more likely to score 4 or more on the DSM-IV-MR-J than 11 to 13 year olds, (1.9 percent of 14 to 17 year olds, compared to 0.8 percent of 11 to 13 year olds). Boys

were more likely than girls to score 4 or more on the DSM-IV-MR-J (1.7 percent, compared to 0.6 percent). Young people in Scotland were comparatively more likely to score 4 or more in the DSM-IV-MR-J (3.0 percent, compared to 1.5 average across all nations), as were those who have seen members of their family gamble (2.6 percent, compared to 0.7 percent of those who have not been exposed to gambling within their family).

The proportion of young people overall scoring 4 or more on the DSM-IV-MR-J has risen from 0.7 percent in 2023 to 1.5 percent in 2024. This is driven mainly by 5 of the 9 DSM-IV-MR-J items:

- the proportion of young people who often found themselves thinking about gambling or planning to gamble has increased from 3 percent in 2023 to 7 percent in 2024
- the proportion of young people who often needed to gamble with more and more money to get the amount of excitement they want has increased from 2 percent in 2023 to 4 percent in 2024
- the proportion of young people who have ever taken money without permission to spend on gambling has increased from 6 percent in 2023 to 11 percent in 2024
- the proportion of young people who have often lied to family and/or friends or others because of gambling has increased from 1 percent in 2023 to 3 percent in 2024
- the proportion of young people who, after losing money by gambling, have every time returned another day to try to win back the money they lost has increased from 2 percent in 2023 to 4 percent in 2024.

# Table 1.3: DSM-IV-MR-J Youth Adapted problem gambling screen, in 2022, 2023 and 2024

## Table 1.3 information

Types of young people’s gambling risk profile as defined by the DSM-IV-MR-J youth-adapted problem gambling screen.  
Base: All answering 2022 (2,559), 2023 (3,453), 2024 (3,869).

Table 1.3: DSM-IV-MR-J Youth Adapted problem gambling screen, in 2022, 2023 and 2024

Gambling risk profile	2022 (percentage)	2023 (percentage)	2024 (percentage)	Statistical differences 2024 compared to 2022	Statistical differences 2024 compared to 2023
DSM-IV-MR-J score 0 or 1	27.3%	23.0%	23.2%	Significant decrease	No significant differences
DSM-IV-MR-J score 2 or 3	2.4%	1.5%	1.9%	No significant differences	No significant differences
DSM-IV-MR-J score 4 or more	0.9%	0.7%	1.5%	Significant increase	Significant increase
Never have gambled	68.9%	74.0%	72.7%	Significant increase	No significant differences
Prefer not to				No significant	No significant

**say**

0.5%

0.8%

0.7%

differences

differences

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# The impacts of gambling on young people

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## Summary

This section of the report examines the impacts experienced by young people as a result of their own or someone else's gambling, including impacts on relationships, emotions, engagement in school life and levels of sleep. It includes findings from questions relating to harm as well as individual statements from the youth adapted problem gambling screen (DSM-IV-MR-J).

Findings are compared with previous years of the survey to identify trends. Statistically significant differences are highlighted across the years 2022 to 2024, though the 2022 sample did not include year 12 pupils or independent schools and so comparisons with this year are indicative only.

Nearly 1 in 10 young people (9 percent) who had gambled with their own money in the past 12 months reported that their gambling had resulted in them telling lies to family members or friends, whilst a similar proportion (8 percent) noted that it had led to arguments with family or friends.

Around 1 in 10 (9 percent) of young people noted that spending their own money on gambling had made them feel uncomfortable around their friends at least sometimes, and 11 percent reported that gambling activities had led them to talk to their parents about how they feel.

Regarding how gambling makes young people feel, 5 percent of young people who have actively gambled agreed that gambling made them feel sad and 8 percent agreed that it made them feel guilty. Just over a quarter (26 percent) agreed that they felt happy when gambling.

When asked about young people's engagement with school, 1 in 17 young people (6 percent) who had actively gambled in the last 12 months noted it sometimes made it hard for them to put effort into their schoolwork, homework, or personal study. A similar proportion (5 percent) reported that it had led them to miss school.

A minority (2 percent) of those young people who were actively involved in gambling noted having lost some sleep in the past year due to worrying about their own gambling, whilst 1 in 20 (5 percent) had lost sleep through going to bed late because they were gambling.

Around 1 in 14 (7 percent) of young people who had seen family members gamble noted that it had made them feel worried within the past 12 months, at least sometimes. 1 in 20 (5 percent) reported that it had made them feel sad. A similar proportion of young people noted that gambling had resulted in more arguments or tension at home (9 percent), their parents or guardians having less time to spend with them (7 percent) or stopped them from having enough food (4 percent).



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## **The impact of gambling on relationships**

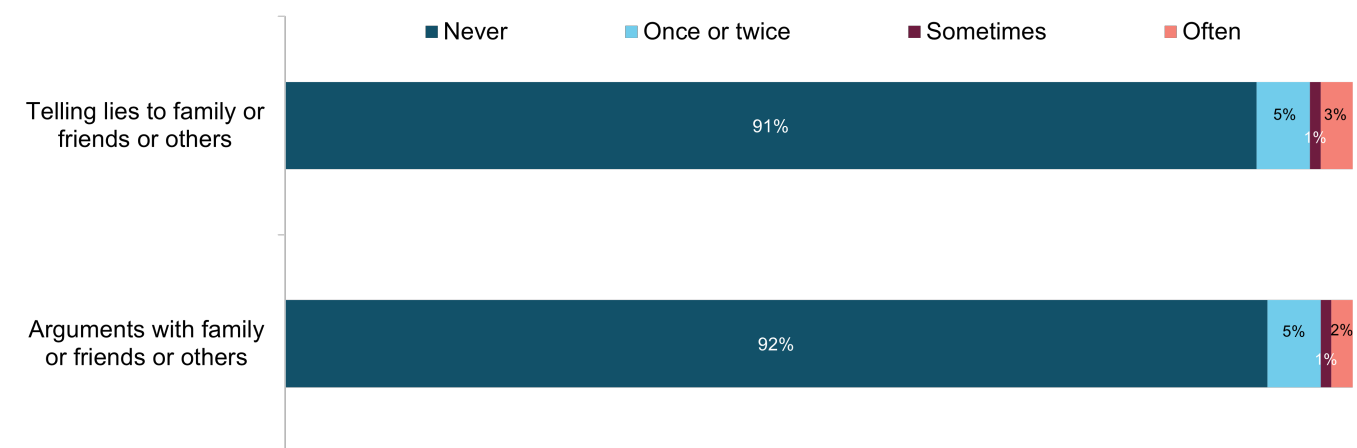
### **Extent to which gambling had led to lying and arguing with family and/or friends or others**

The following 2 questions form part of the youth-adapted problem gambling screen, the Diagnostic and Statistical Manual of Mental Disorders Fourth Edition – Multiple Response Juvenile (DSM-IV-MR-J). Young people who had gambled with their own money in the past 12 months were asked whether gambling had affected their relationships with family and friends. The majority of these young people indicated that they had not told a lie to family or friends (91 percent) nor had arguments with family, friends or others (92 percent) as a result of their active involvement in gambling over the past year.

However, almost 1 in 10 (9 percent) of those actively involved in gambling noted that this had led to them telling lies to family and/or friends or others at least once or twice within the past year, and around 1 in 12 (8 percent) cited their gambling as having led to arguments with family and/or friends or others over the same period.

Most of those who had told lies or argued with friends and/or family and/or others noted that it had happened once or twice, though small proportions cited it having happened more frequently. Figure 2.1 summarises the responses amongst all those who had gambled with their own money in the past 12 months.

### **Figure 2.1: Extent to which gambling had led to lying and arguing with family and/or friends or others**



## Figure 2.1 information

GC\_LEDLYING GC\_LEDRIKEDFAM. In the past 12 months has your gambling ever led to the following?  
Base: All answering who have spent their own money gambling in the last 12 months 'Telling lies to family and/or friends or others' (n=935), 'Arguments with family and/or friends' (n=939).

Extent to which gambling had led to lying and arguing with family and/or friends or others

Impact of young people's gambling on negative behaviours	Never (percentage)	Once or twice (percentage)	Sometimes (percentage)	Often (percentage)
Telling lies to family and/or friends or others	91%	5%	1%	3%
Arguments with family and/or friends or others	92%	5%	1%	2%

Boys were more likely than girls to report that their active involvement in gambling had led to arguments with family and/or friends or others over the past 12 months (9 percent of boys compared to 5 percent of girls). There were no statistically significant differences by age group or by ethnic background.

In terms of comparisons with previous years, there has been an increase in the proportion of young people actively involved in gambling who noted that this has led to them lying to family and/or friends or others, up from 5 percent in 2023 to 9 percent in 2024 (it was previously 6 percent in 2022).

## Table 2.1: Extent to which gambling had led to lying and arguing with family and/or friends or others in 2022, 2023 and 2024

### Table 2.1 information

GC\_LEDLYING GC\_LEDRIKEDFAM. In the past 12 months has your gambling ever led to the following?  
Base: All answering who have spent their own money gambling in the last 12 months 'Telling lies to family and/or friends or others' 2022 (727), 2023 (814), 2024 (935), 'Arguments with family and/or friends or others' 2022 (727), 2023 (814), 2024 (939).

Table 2.1 Extent to which gambling had led to lying and arguing with family and/or friends or others in 2022, 2023 and 2024

Telling lies to family and/or friends or others	2022 (percentage)	2023 (percentage)	2024 (percentage)	Statistical differences 2024 compared to 2022	Statistical differences 2024 compared to 2023
My gambling has never led to this	94%	95%	91%	Significant decrease	Significant decrease
Once or twice	4%	3%	5%	No significant difference	No significant difference
Sometimes	0%	1%	1%	Significant increase	No significant difference
Often	2%	1%	3%	No significant difference	Significant increase
Done so at least once in the past 12 months	6%	5%	9%	Significant increase	Significant increase
Arguments with family and/or friends or others	2022 (percentage)	2023 (percentage)	2024 (percentage)	Statistical differences 2024 compared to 2022	Statistical differences 2024 compared to 2023
My gambling has never led to this	93%	94%	92%	No significant difference	No significant difference
Once or twice	5%	4%	5%	No significant difference	No significant difference
Sometimes	1%	0%	1%	No significant difference	No significant difference
Often	2%	1%	2%	No significant difference	Significant increase
Done so at least once in the past 12 months	7%	6%	8%	No significant difference	No significant difference

# Impact on how young people felt around friends and how they communicated with parents

Young people who had gambled with their own money in the past 12 months were asked how often, if at all, their gambling had led them to feel uncomfortable around their friends (for example, embarrassed, or feeling that friends would not approve) or to talk to their parents about how they feel. Throughout this

section a combination figure for ‘sometimes’, ‘often’, or ‘all of the time’ has been used to report the impact that gambling can have, unless specified otherwise.

Around 1 in 10 of these young people (9 percent) noted that their gambling had made them feel uncomfortable around their friends at least sometimes. Just 3 percent felt uncomfortable all the time. A slightly higher proportion, 11 percent, noted that their gambling had led them to talk to their parents about how they feel, at least sometimes. 5 percent of young people said it had happened all of the time.

Figure 2.2: Impact on how young people felt around friends and communicated with parents

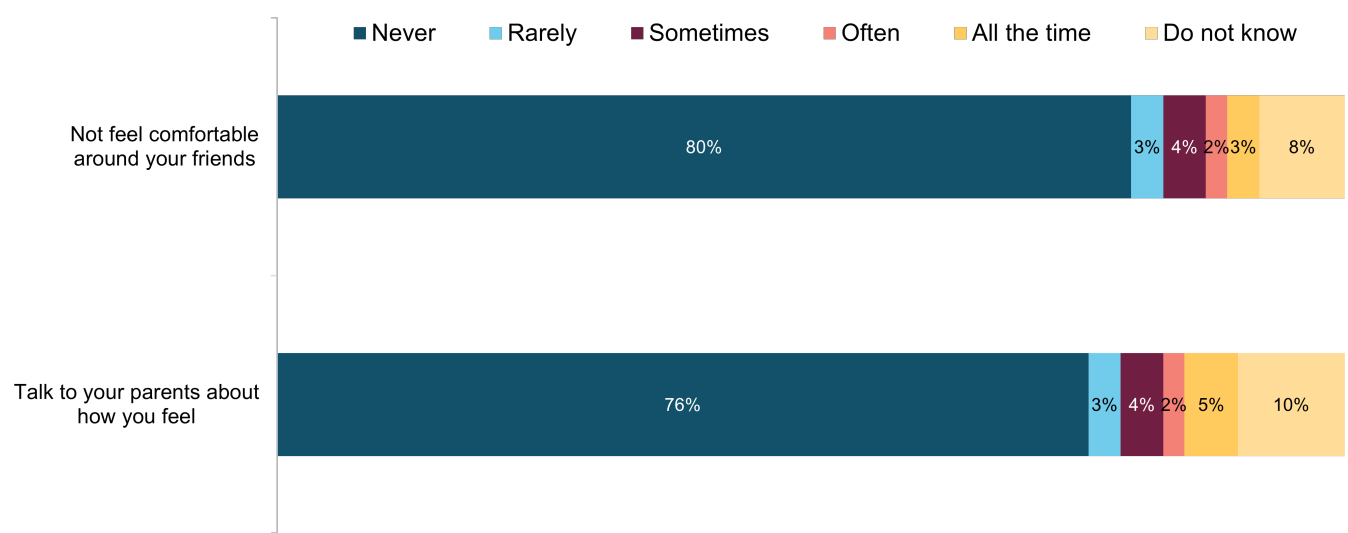


Figure 2.2 information

GC\_GAMLEDCOM GC\_GAMLEDTLK. Thinking about the last 12 months, how often, if at all, has your own gambling led you to...  
Base: All answering who have spent their own money gambling in the last 12 months 'Not feel comfortable around your friends' (n=941), 'Talk to your parents about how you feel' (n=942).

Impact on how young people felt around friends and communicated with parents						
The impact of young people’s gambling around family and friends	Never (percentage)	Rarely (percentage)	Sometimes (percentage)	Often (percentage)	All the time (percentage)	Do not know (percentage)
Not feel comfortable around your	80%	3%	4%	2%	3%	8%

<b>friends (such as feeling embarrassed, or feeling friends would not approve)</b>	80%	3%	4%	2%	3%	8%
<b>Talk to your parents about how you feel</b>	76%	3%	4%	2%	5%	10%

Young people aged 11 to 13 who actively gambled in the past 12 months were more likely than those aged 14 to 17 to note that their gambling had led them to talk to their parents about how they felt (14 percent, compared to 9 percent). Young people who were actively involved in gambling in the last 7 days (16 percent) and those who have been actively involved in the last 4 weeks (14 percent) were more likely to talk to their parents about how they feel compared to young people that were actively involved in gambling in the last 12 months (9 percent).

No significant differences were identified between 2022, 2023 and 2024 in terms of the proportions of young people actively involved in gambling who noted that their gambling had led them to feel uncomfortable around their friends or to talk to their parents about how they feel.

# Young people’s feelings when gambling

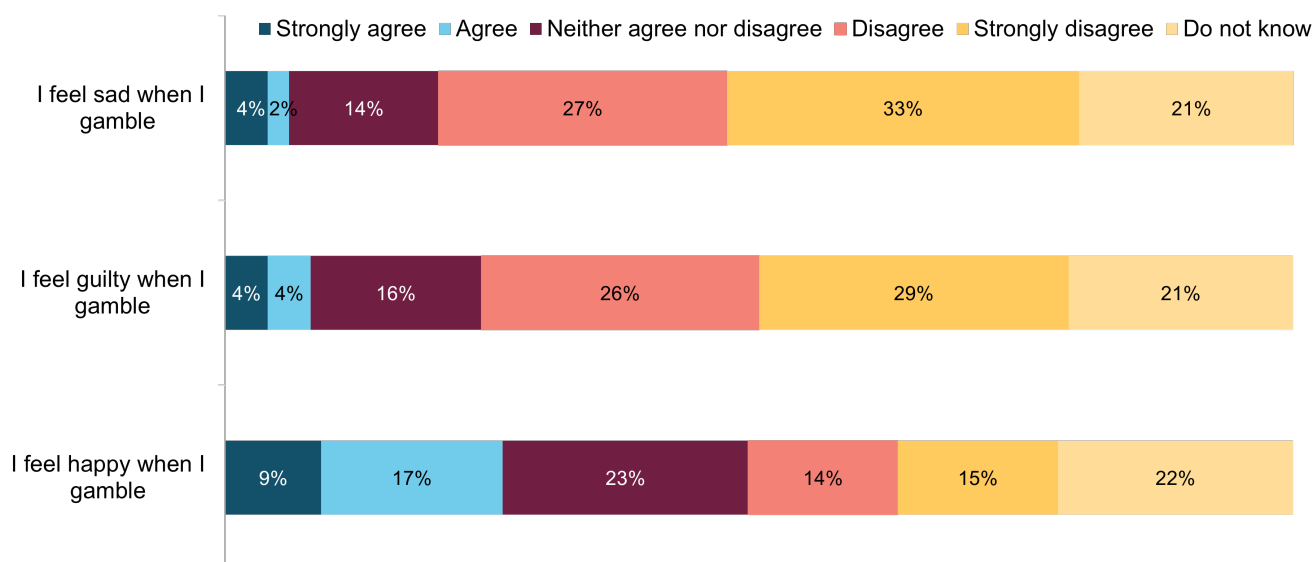
Young people who had spent their own money on gambling in the last 12 months were asked the extent to which they agreed or disagreed that they felt sad, guilty and/or happy when gambling.

1 in 20 young people who had spent their own money on gambling in the past 12 months (5 percent) either agreed or strongly agreed that they felt sad when gambling. This compares to 6 in 10 (60 percent) who either disagreed or strongly disagreed that they had felt sad when gambling. A further 14 percent neither agreed nor disagreed, whilst 21 percent stated they did not know.

Around 1 in 12 young people who had spent their own money on gambling in the last 12 months (8 percent) agreed or strongly agreed that they felt guilty when gambling. This compared to 55 percent who disagreed or strongly disagreed that they had felt guilty.

Just over a quarter of young people (27 percent) agreed or strongly agreed that they felt happy when gambling, which was around the same proportion as those who disagreed or strongly disagreed (28 percent). Figure 2.3 shows a detailed breakdown of responses.

**Figure 2.3: How young people felt when gambling**



## Figure 2.3 information

GC\_EXPHAP GC\_EXPGUIL GC\_EXPSAD. Thinking about your experiences of gambling, how much do you agree or disagree with the following statements?

Base: All answering who have spent their own money gambling in the last 12 months 'I feel sad when I gamble' (919), 'I feel guilty when I gamble' (918), 'I feel happy when I gamble' (922).

How young people felt when gambling

How young people felt when gambling	Strongly agree (percentage)	Agree (percentage)	Neither agree nor disagree (percentage)	Disagree (percentage)	Strongly disagree (percentage)	Do not know (percentage)
I feel sad when I gamble	4%	2%	14%	27%	33%	21%
I feel guilty when I gamble	4%	4%	16%	26%	29%	21%
I feel happy when I gamble	9%	17%	23%	14%	15%	22%

Boys were significantly more likely than girls to agree or strongly agree that they felt happy when they gamble (32 percent, compared to 21 percent) and were also more likely to have felt guilty when gambling (10 percent, compared to 5 percent).

Young people aged 14 to 17 years old were more likely than those aged 11 to 13 years old to agree or strongly agree that they had felt happy when gambling (31 percent, compared to 19 percent), though were no more or less likely to have felt sad or guilty when gambling.

Young people from black and minority ethnic backgrounds were more likely than those from white ethnic backgrounds to agree or strongly agree that they had felt happy when gambling (35 percent, compared to 25 percent), though there were no statistically significant differences with regards to feeling sad or guilty.

Trends over time were fairly stable across 2022, 2023 and 2024, though there was an increase in the

proportion of young people who had actively gambled who agreed or strongly agreed that they feel guilty when gambling in 2024 compared to 2022 (8 percent compared to 5 percent). There was also an increase over the same period in the proportion who agreed or strongly agreed that they felt happy when gambling (26 percent in 2024, compared to 21 percent in 2022 and 17 percent in 2023).

## Table 2.3: How young people felt when gambling in 2022, 2023 and 2024

### Table 2.3 information

GC\_EXPHAP GC\_EXPGUIL GC\_EXPSAD. Thinking about your experiences of gambling, how much do you agree or disagree with the following statements?  
Base: All answering who have spent their own money gambling in the last 12 months 'I feel sad when I gamble' 2022 (692), 2023 (803), 2024 (919), 'I feel guilty when I gamble' 2022 (692), 2023 (802), 2024 (918), 'I feel happy when I gamble' 2022 (690), 2023 (805), 2024 (922).

Table 2.3 How young people felt when gambling in 2022, 2023 and 2024

I feel sad when I gamble	2022 (percentage)	2023 (percentage)	2024 (percentage)	Statistical differences 2024 compared to 2022	Statistical differences 2024 compared to 2023
Strongly agree	2%	3%	4%	Significant increase	No significant difference
Agree	1%	1%	2%	No significant difference	No significant difference
Neither agree or disagree	15%	14%	14%	No significant difference	No significant difference
Disagree	28%	27%	27%	No significant difference	No significant difference
Strongly disagree	33%	29%	33%	No significant difference	No significant difference
Do not know	20%	26%	21%	No significant difference	Significant decrease
Agree and strongly agree	3%	4%	6%	No significant difference	No significant difference
Disagree and strongly disagree	61%	56%	60%	No significant difference	No significant difference
I feel guilty when I gamble	2022 (percentage)	2023 (percentage)	2024 (percentage)	Statistical differences 2024 compared to 2022	Statistical differences 2024 compared to 2023
Strongly agree	3%	3%	4%	No significant difference	No significant difference
Agree	2%	3%	4%	Significant increase	No significant difference

<b>Neither agree or disagree</b>	18%	15%	16%	No significant difference	No significant difference
<b>Disagree</b>	26%	25%	26%	No significant difference	No significant difference
<b>Strongly disagree</b>	32%	28%	29%	No significant difference	No significant difference
<b>Do not know</b>	20%	25%	21%	No significant difference	No significant difference
<b>Agree and strongly agree</b>	5%	6%	8%	Significant increase	No significant difference
<b>Disagree and strongly disagree</b>	58%	53%	55%	No significant difference	No significant difference
<b>I feel happy when I gamble</b>	<b>2022 (percentage)</b>	<b>2023 (percentage)</b>	<b>2024 (percentage)</b>	<b>Statistical differences 2024 compared to 2022</b>	<b>Statistical differences 2024 compared to 2023</b>
<b>Strongly agree</b>	3%	4%	9%	Significant increase	Significant increase
<b>Agree</b>	18%	13%	17%	No significant difference	No significant difference
<b>Neither agree or disagree</b>	29%	28%	23%	Significant decrease	Significant decrease
<b>Disagree</b>	13%	13%	14%	No significant difference	No significant difference
<b>Strongly disagree</b>	15%	16%	15%	No significant difference	No significant difference
<b>Do not know</b>	22%	26%	22%	No significant difference	No significant difference
<b>Agree and strongly agree</b>	21%	17%	26%	Significant increase	Significant increase
<b>Disagree and strongly disagree</b>	28%	29%	29%	No significant difference	No significant difference

## The impact of gambling on young people's engagement with school and homework

Two questions asked about the impact of gambling on aspects relating to young people and school; firstly, whether young people felt that their active involvement in gambling had ever led to them missing school

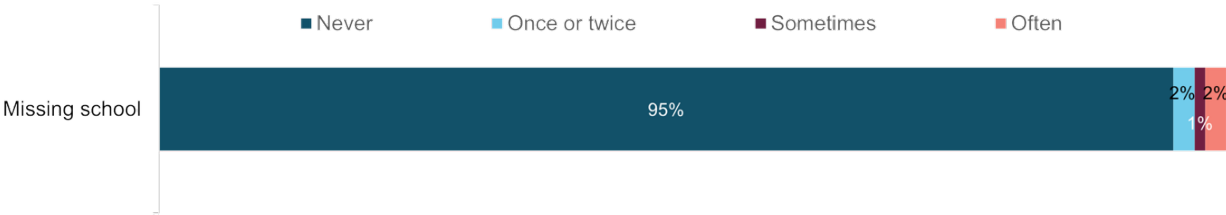


(this question was asked as part of the youth adapted problem gambling screen (DSM-IV-MR-J)) and, secondly, whether it had made it hard for them to put effort into their schoolwork, homework or personal study.

## Impact on school attendance

1 in 20 (5 percent) of those who had spent their own money on gambling in the last 12 months noted that this had led them to miss school. Figure 2.4 summarises the extent to which young people who were actively involved in gambling noted that they had missed school as a result.

Figure 2.4: The impact of gambling on school attendance



### Figure 2.4 information

GC\_LEDRIKEDSCHL. In the past 12 months has your gambling ever led to the following?  
Base: All answering who have spent their own money gambling in the last 12 months 'Missing school' (935).

The impact of gambling on school attendance				
Impact on school attendance	Never (percentage)	Once or twice (percentage)	Sometimes (percentage)	Often (percentage)
Missing school	95%	2%	1%	2%

There were no statistically significant differences by gender, age or ethnic background in terms of the proportions of young people actively involved in gambling who noted that their gambling had led them to miss school.

Young people with an active involvement in gambling were more likely in the 2024 survey to say that their gambling had led to them missing school at least once (5 percent), than in 2022 and 2023 (2 percent in each year).

Table 2.4: The impact of gambling on

# school attendance in 2022, 2023 and 2024

Table 2.4 information

GC\_LED RISKED SCHL. In the past 12 months has your gambling ever led to the following?  
Base: All answering who have spent their own money gambling in the last 12 months 'Missing school' 2022 (728), 2023 (814), 2024 (935).

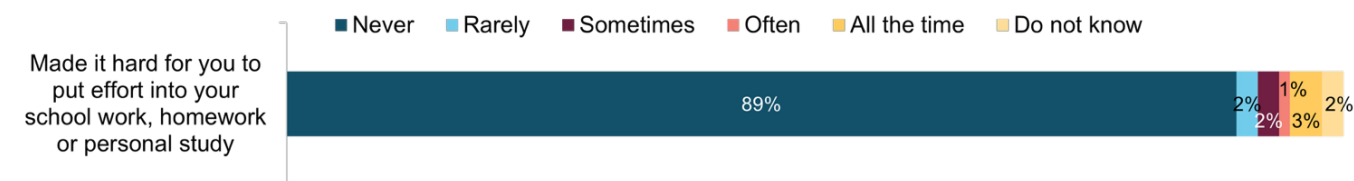
Table 2.4 The impact of gambling on school attendance in 2022, 2023 and 2024

Missing school	2022 (percentage)	2023 (percentage)	2024 (percentage)	Statistical differences 2024 compared to 2022	Statistical differences 2024 compared to 2023
Never	98%	95%	95%	Significant decrease	Significant decrease
Once or twice	1%	1%	2%	No significant difference	No significant difference
Sometimes	0%	0%	1%	Significant increase	Significant increase
Often	1%	1%	2%	No significant difference	No significant difference
Done so at least once in the past 12 months (once or twice, sometimes, often)	2%	2%	5%	Significant increase	Significant increase

## The impact of gambling on engagement with schoolwork

Just over 1 in 20 young people (6 percent) who spent their own money on gambling in the past 12 months noted that their gambling had made it hard for them to put effort into their schoolwork, homework, or personal study, at least sometimes. The breakdown of responses is shown in Figure 2.5.

Figure 2.5: The impact of gambling on engagement with schoolwork



## Figure 2.5 information

GC\_HARDEFF. Thinking about the last 12 months, how often, if at all, has your own gambling led to any of the following things?

Base: All answering who have spent their own money gambling in the last 12 months 'Made it hard for you to put effort into your schoolwork, homework or personal study' (960).

The impact of gambling on engagement with schoolwork						
Impact on schoolwork	Never (percentage)	Rarely (percentage)	Sometimes (percentage)	Often (percentage)	All the time (percentage)	Do not know (percentage)
Made it hard for you to put effort into your schoolwork, homework or personal study	89%	2%	2%	1%	3%	2%

There were no statistically significant differences by gender, age or ethnic background in the proportions of young people who cited their gambling as having made it hard for them to put effort into their schoolwork, homework, or personal study.

The percentage of young people who reported that their gambling had made it hard for them to put effort into their schoolwork, homework or personal study at least sometimes has shown an increase from previous years (from 3 percent in 2022 and 2023, up to 6 percent in 2024).

## Table 2.5: The impact of gambling on engagement with schoolwork in 2022, 2023 and 2024

### Table 2.5 information

GC\_LEDRIKEDSCHL. In the past 12 months has your gambling ever led to the following?

Base: All answering who have spent their own money gambling in the last 12 months 'Made it hard for you to put effort into your schoolwork, homework or personal study' 2022 (722), 2023 (852), 2024 (960).

Table 2.5 The impact of gambling on engagement with schoolwork in 2022, 2023 and 2024

Made it hard for you to put effort into your schoolwork, homework or personal study	2022 (percentage)	2023 (percentage)	2024 (percentage)	Statistical differences 2024 compared to 2022	Statistical differences 2024 compared to 2023
Never	93%	92%	89%	Significant decrease	No significant difference
Rarely	1%	2%	2%	No significant difference	No significant difference
Sometimes	1%	0%	2%	No significant difference	Significant increase
Often	1%	1%	1%	No significant difference	No significant difference
All the time	1%	2%	3%	Significant increase	No significant difference
Do not know	3%	3%	2%	No significant difference	No significant difference
Sometimes, often and all the time	3%	3%	6%	Significant increase	Significant increase

## The impact of gambling on young people's sleep

Young people who had spent their own money on gambling in the past 12 months were asked whether their gambling had impacted on their sleep, either due to worrying about their own gambling or going to bed late because they were gambling. A combination figure for 'sometimes', 'often', or 'all of the time' has been used to report the impact that gambling can have on young people's sleep, unless specified otherwise.

Over half of young people (55 percent) report experiencing a loss of sleep due to worrying about something over the past year (not including gambling). However, a minority of young people who were actively involved in gambling had lost sleep at night because gambling meant that they went to bed late (5 percent), or because they were worrying about their own gambling (2 percent), at least sometimes.

## Figure 2.6: The impact of gambling on

# sleep

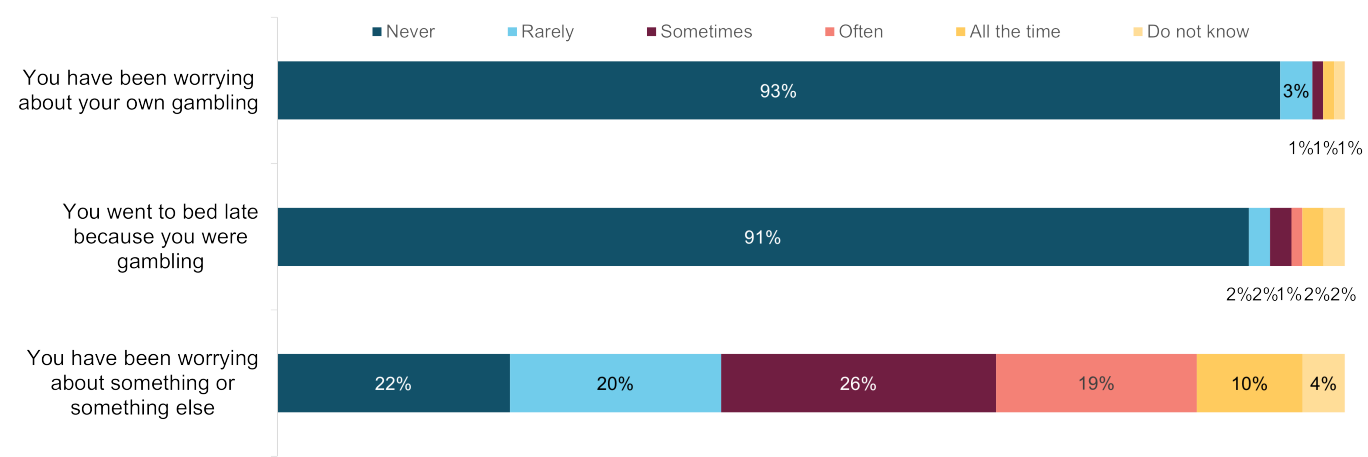


Figure 2.6 information

GC\_SLEEPLATE GC\_SLEEPWRYGAM GC\_SLEEPWRYELSE. Over the past year, how often, if at all, have you lost sleep at night because...  
Base: All answering who have spent their own money gambling in the last 12 months answering, 'You have been worrying about your own gambling' (978), 'You went to bed late because you were gambling' (976), 'You have been worrying about something or something else' (3,402).

The impact of gambling on sleep						
The impact of gambling on sleep	Never (percentage)	Rarely (percentage)	Sometimes (percentage)	Often (percentage)	All the time (percentage)	Do not know (percentage)
You have been worrying about your own gambling	93%	3%	1%	0%	1%	1%
You went to bed late because you were gambling	91%	2%	2%	1%	2%	2%
You have been worrying about something or something else	22%	20%	26%	19%	10%	4%

There were no statistically significant differences by gender, age or ethnic background in the likelihood of young people citing having lost sleep through either worrying about their gambling or staying up late to gamble.

Data trends across the various years remained fairly stable, however there has been a significant decrease in the proportion of young people that indicated that they have been worried about their gambling all the time (1 percent in 2022 compared to 0 percent in 2024). More young people also indicated that they were more likely to go to bed late because they were gambling in 2024 (5 percent sometimes, often and all

the time) compared to 2 percent in 2022.

## Table 2.6: The impact of gambling on sleep in 2022, 2023 and 2024

### Table 2.6 information

GC\_SLEEPLATE GC\_SLEEPWRYGAM GC\_SLEEPWRYELSE. Over the past year, how often, if at all, have you lost sleep at night because...  
Base: All answering who have spent their own money gambling in the last 12 months answering, 'You have been worrying about your own gambling' 2022 (737), 2023 (854), 2024 (978), 'You went to bed late because you were gambling' 2022 (738), 2023 (851), 2024 (976), 'You have been worrying about something or something else' 2022 (2,348), 2023 (2,808), 2024 (3,402).

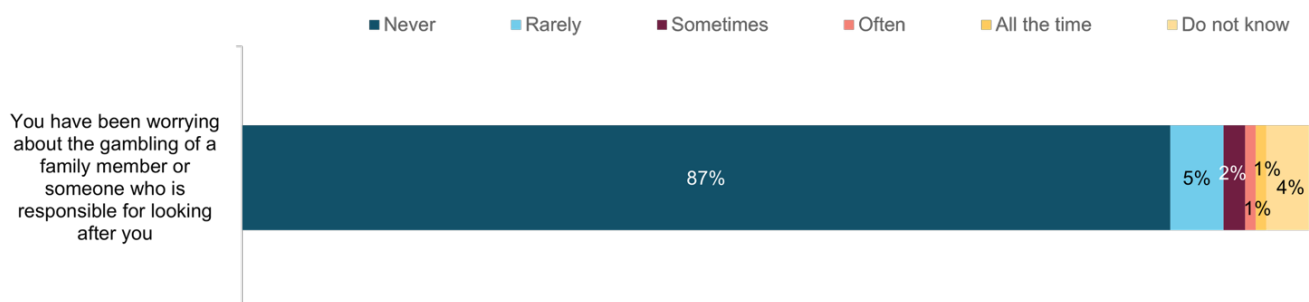
Table 2.6 The impact of gambling on sleep in 2022, 2023 and 2024

You have been worrying about your own gambling	2022 (percentage)	2023 (percentage)	2024 (percentage)	Statistical differences 2024 compared to 2022	Statistical differences 2024 compared to 2023
Never	95%	95%	93%	No significant difference	No significant difference
Rarely	2%	2%	3%	No significant difference	No significant difference
Sometimes	1%	1%	1%	No significant difference	No significant difference
Often	0%	0%	0%	No significant difference	No significant difference
All the time	0%	1%	1%	Significant decrease	No significant difference
Do not know	1%	2%	1%	No significant difference	No significant difference
Sometimes, often and all the time	2%	2%	2%	No significant difference	No significant difference
You went to bed late because you were gambling	2022 (percentage)	2023 (percentage)	2024 (percentage)	Statistical differences 2024 compared to 2022	Statistical differences 2024 compared to 2023
Never	94%	92%	91%	Significant decrease	No significant difference
Rarely	3%	3%	2%	No significant difference	No significant difference
	0%	1%	2%	Significant	No significant

<b>Sometimes</b>				increase	difference
<b>Often</b>	1%	1%	1%	No significant difference	No significant difference
<b>All the time</b>	1%	1%	2%	No significant difference	No significant difference
<b>Do not know</b>	1%	1%	2%	No significant difference	No significant difference
<b>Sometimes, often and all the time</b>	2%	3%	5%	Significant increase	No significant difference
<b>You have been worrying about something or something else</b>	<b>2022 (percentage)</b>	<b>2023 (percentage)</b>	<b>2024 (percentage)</b>	<b>Statistical differences 2024 compared to 2022</b>	<b>Statistical differences 2024 compared to 2023</b>
<b>Never</b>	17%	19%	22%	Significant increase	Significant increase
<b>Rarely</b>	18%	18%	20%	No significant difference	No significant difference
<b>Sometimes</b>	26%	27%	26%	No significant difference	No significant difference
<b>Often</b>	20%	19%	19%	No significant difference	No significant difference
<b>All the time</b>	15%	13%	10%	Significant decrease	Significant decrease
<b>Do not know</b>	3%	4%	4%	No significant difference	No significant difference
<b>Sometimes, often and all the time</b>	61%	59%	55%	Significant decrease	Significant decrease

All young people who have ever seen family members gamble were asked if worrying about the gambling of a family member or someone else who is responsible for looking after them resulted in them losing sleep due to worrying about this person. Only 4 percent of young people indicated that they have lost sleep, at least sometimes, because they were worrying about the gambling of a family member or someone who is responsible for looking after them.

## Figure 2.7: The impact that family members' gambling can have on young people's sleep due to worry



## Figure 2.7 information

GC\_SLEEPPFAMGAM. Over the past year, how often, if at all, have you lost sleep at night because...  
Base: All answering (3,186).

The impact that family members' gambling can have on young people's sleep due to worry

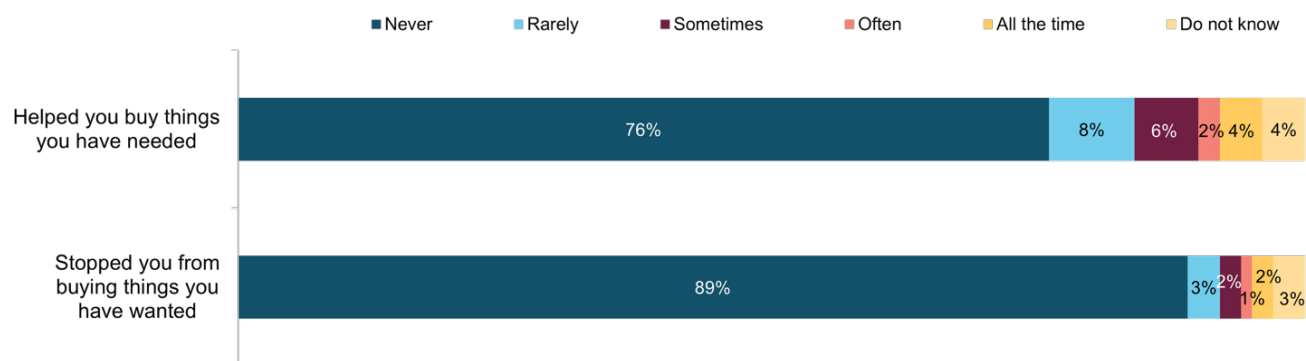
The impact of gambling on sleep	Never (percentage)	Rarely (percentage)	Sometimes (percentage)	Often (percentage)	All the time (percentage)	Do not know (percentage)
You have been worrying about the gambling of a family member or someone who is responsible for looking after you	87%	5%	2%	1%	1%	4%

## The impact of gambling on spending

Young people who had spent their own money on gambling in the past 12 months were asked whether their gambling had helped them buy things that they needed or stopped them buying things that they wanted. Young people were most likely to highlight that gambling had helped them to buy things that they needed either all of the time, often or sometimes (12 percent). They were less likely to say that their own gambling stopped them from buying things that they wanted (6 percent).

## Figure 2.8: The impact of gambling on spending





## Figure 2.8 information

GC\_GAMBSTBUY GC\_GAMBHPBUY. Thinking about the last 12 months, how often, if at all, has your own gambling led to any of the following things?

Base: All answering who have spent their own money gambling in the last 12 months 'Helped you buy things you have needed' (961). 'Stopped you from buying things you have wanted' (962).

The impact of gambling on spending

The impact of gambling on spending	Never (percentage)	Rarely (percentage)	Sometimes (percentage)	Often (percentage)	All the time (percentage)	Do not know (percentage)
Helped you buy things you have needed	76%	8%	6%	2%	4%	4%
Stopped you from buying things you have wanted	87%	4%	2%	1%	3%	3%

Boys were more likely than girls to say that gambling has sometimes helped them buy things they needed (14 percent compared to 9 percent). Boys were also more likely to say that their gambling has sometimes stopped them from buying things they needed (14 percent boys compared to 9 percent girls).

Young people from black and other minority ethnic backgrounds (17 percent) were more likely than young people from white ethnic backgrounds (11 percent) to say that their gambling has sometimes helped them buy things they needed.

Young people that were actively involved in unregulated gambling (13 percent) were also more likely to indicate that their gambling has helped them buy things that they needed compared to those that were actively involved in regulated gambling (8 percent).

Data trends across the various years remained fairly stable, with no significant changes between the various years in terms of young people indicating that their gambling has helped them to buy things they needed. However, more young people indicated that their gambling helped them buy things they needed all the time (4 percent in 2024 compared to 2 percent in 2022).

# Table 2.8: The impact of gambling on spending

## Table 2.8 information

GC\_GAMBSTBUY GC\_GAMBHPBUY. Thinking about the last 12 months, how often, if at all, has your own gambling led to any of the following things?  
 Base: All answering who have spent their own money gambling in the last 12 months 'Helped you buy things you have needed' 2022 (720), 2023 (850), 2024 (961). 'Stopped you from buying things you have wanted' 2022 (721), 2023 (850), 2024 (962).

Table 2.8 The impact of gambling on spending

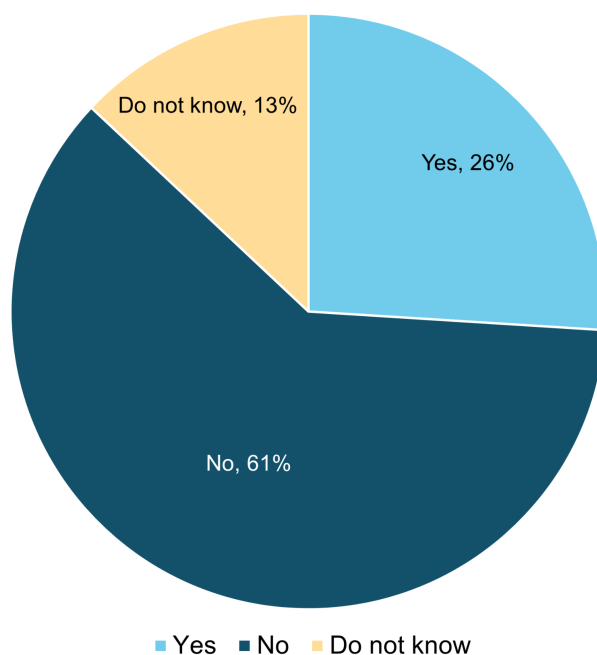
Helped you buy things you have needed	2022 (percentage)	2023 (percentage)	2024 (percentage)	Statistical differences 2024 compared to 2022	Statistical differences 2024 compared to 2023
Never	76%	82%	76%	No significant difference	Significant decrease
Rarely	7%	5%	8%	No significant difference	Significant increase
Sometimes	6%	5%	6%	No significant difference	No significant difference
Often	4%	2%	2%	Significant decrease	No significant difference
All the time	2%	3%	4%	Significant increase	No significant difference
Do not know	4%	4%	4%	No significant difference	No significant difference
Sometimes, often and all the time	12%	10%	12%	No significant difference	No significant difference
Stopped you from buying things you have wanted	2022 (percentage)	2023 (percentage)	2024 (percentage)	Statistical differences 2024 compared to 2022	Statistical differences 2024 compared to 2023
Never	88%	89%	87%	No significant difference	No significant difference
Rarely	4%	3%	4%	No significant difference	No significant difference
Sometimes	2%	2%	2%	No significant difference	No significant difference
Often	1%	1%	1%	No significant difference	No significant difference
All the time	1%	2%	1%	No significant difference	No significant difference

<b>Do not know</b>	3%	3%	3%	No significant difference	No significant difference
<b>Sometimes, often and all the time</b>	5%	5%	6%	No significant difference	No significant difference

# Experience of ever seeing a family member gambling

A quarter of young people (26 percent) have seen a family member they live with gamble. However, 3 out of 5 (61 percent) have not.

**Figure 2.9: Experience of ever seeing family members gambling**



## Figure 2.9 information

GC\_FAMGAM. Have you ever seen any of the family members that you live with gambling? When we talk about gambling, we mean any activity which involves risking money (or something of value) in a game or a bet in the hope of winning money or a prize.

Base: All participants (answering) (3,396).

Experience of ever seeing family members gambling	
Experience of family members gambling	2024 (percentage)
Yes	26%
No	61%
Do not know	13%

Boys were more likely than girls to have seen their family members gamble (29 percent compared to 23 percent).

Young people from white ethnic groups (31 percent) were more likely than young people from black and other minority ethnic backgrounds (15 percent) to have seen a family member gamble.

Young people that have experienced gambling in the last 7 days (42 percent) or 4 weeks (40 percent) were

more likely to have seen a member of their family gamble compared to young people that have experienced gambling in the last 12 months (36 percent).

The proportion of young people who have seen family members gambling remains consistent across the surveys in 2022, 2023, and 2024.

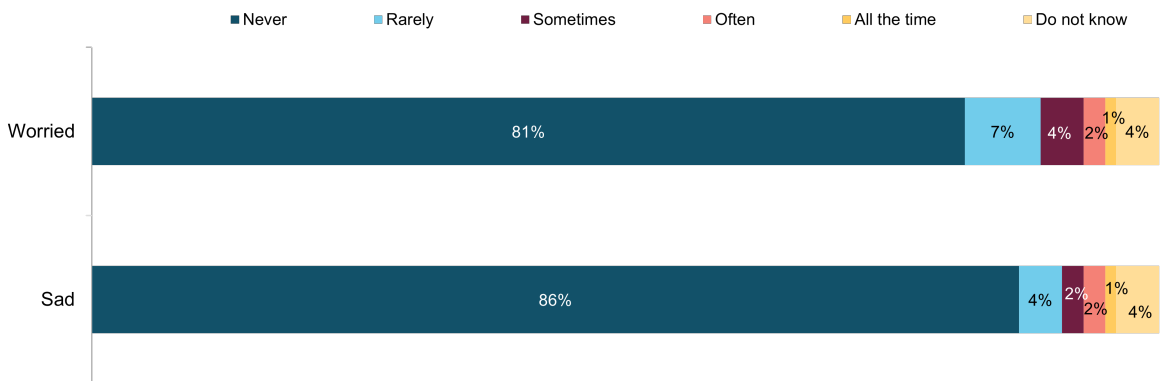
## The impact of family members’ gambling on young people

## The impact of family members’ gambling on young people’s emotions

Young people who noted in the survey that they had ever seen family members in their household gamble were asked the extent to which this had made them feel worried and/or sad.

Over 1 in 15 young people (7 percent) who had seen family members gamble noted that it had made them feel worried within the past 12 months, at least sometimes. 1 in 20 (5 percent) reported that it had made them feel sad, at least sometimes. Figure 2.10 shows the breakdown of responses.

Figure 2.10: The impact of family members’ gambling on young people’s emotions



## Figure 2.10 information

GC\_NEWFELTBADFAMSAD GC\_NEWFELTBADFAMWOR. In the past 12 months how often, if at all, would you say that gambling among your family members and/or people you live with has made you feel...  
Base: All answering who have seen family members live with gamble 'Worried' (868), 'Sad' (868).

The impact of family members' gambling on young people's emotions						
The impact of family members' gambling on young people's emotions	Never (percentage)	Rarely (percentage)	Sometimes (percentage)	Often (percentage)	All the time (percentage)	Do not know (percentage)
Worried	81%	7%	4%	2%	1%	4%
Sad	86%	4%	2%	2%	1%	4%

Young people from black and other minority ethnic backgrounds were more likely than those from white ethnic groups to say that family members gambling had made them feel worried, at least sometimes (14 percent, compared to 6 percent).

The proportions of young people reporting having felt worried and/or sad due to other people in their household gambling have remained consistent across the surveys in 2022, 2023 and 2024.

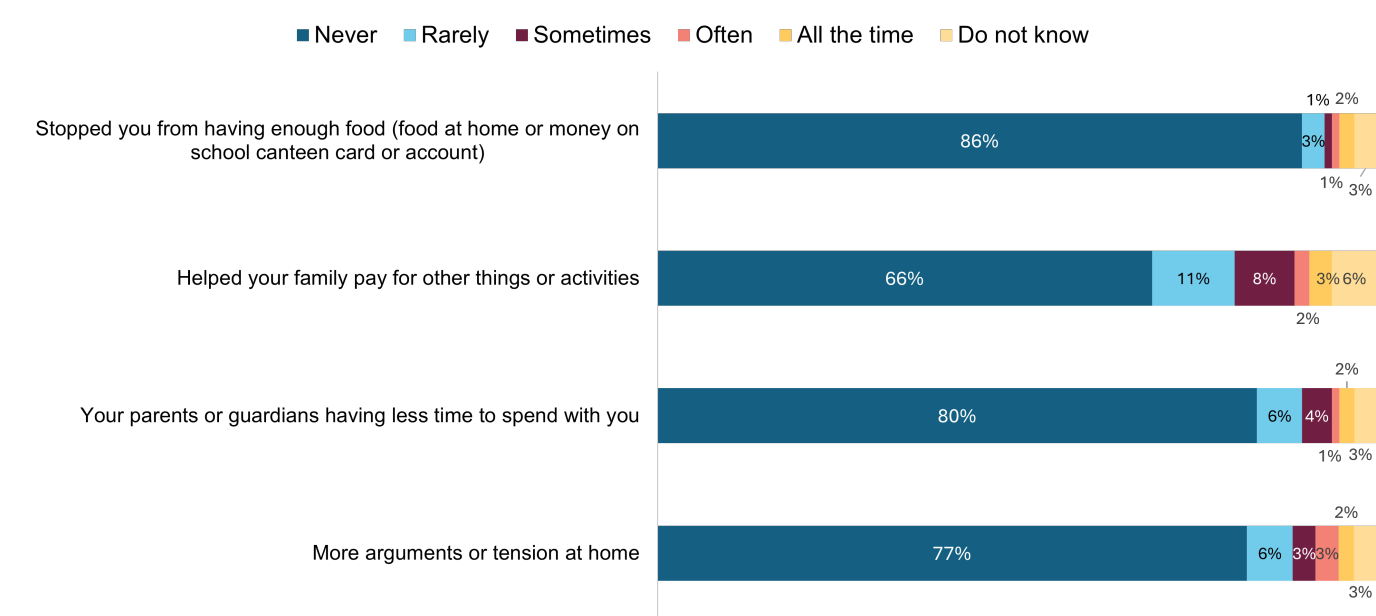
## The impact of family members' gambling on young people's well-being

Young people who had ever seen family members gamble were asked if this had affected specific aspects of their lives either sometimes, often, all of the time or never. A combination figure for 'sometimes', 'often', or 'all of the time' has been used to the report the impact that gambling can have on young people's well-being, unless specified otherwise.

The most common impact of gambling by a family member, as shown in Figure 2.11 was that it helped to pay for other things or activities for example holidays, trips, clubs. Just over 1 in 10 (13 percent) said that this happened either sometimes, often, or all of the time.

Family members gambling impacted less on parents or guardians having time to spend with young people (7 percent) or the availability of food at home or money on school canteen card or account (mentioned by 4 percent). However, 9 percent of young people felt that it had resulted in more arguments or tension at home.

## Figure 2.11: The impact of family members' gambling on young people's well-being



## Figure 2.11 information

GC\_FAMGAMFOOD, GC\_FAMGAMPAY, GC\_FAMLEDTME, GC\_FAMLEDARG. Thinking about the last 12 months, how often, if at all,

Base: All participants (answering) who have seen family members live with gamble – 'Stopped you from having enough food (food at home or money on school canteen card and/or account' 2024 (889); 'Helped your family pay for other things or activities' 2024 (890); 'Your parents or guardians having less time to spend with you' 2024 (888); 'More arguments or tension at home' 2024 (891).

The impact of family members' gambling on young people's well-being

The impact of family members' gambling on young people's well-beings	Never (percentage)	Rarely (percentage)	Sometimes (percentage)	Often (percentage)	All the time (percentage)	Do not know (percentage)
Stopped you from having enough food (food at home or money on school canteen card and/or account)	86%	3%	1%	1%	2%	3%
Helped your family pay for other things or activities	66%	11%	8%	2%	3%	6%
Your parents or guardians having less time to spend with you	80%	6%	4%	1%	2%	3%

<b>More arguments or tension at home</b>	77%	6%	3%	3%	2%	3%
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There were no statistically significant differences by gender, age or ethnic background in the likelihood of young people citing not having enough food, having parents or guardians spending less time with them or noting an increase in the number of arguments or tension at home. However, young people that have experienced gambling in the last 7 days were more likely than those having experienced gambling in the last 4 weeks or 12 months to have reported that gambling helped their family pay for other things or activities (21 percent compared to 13 percent and 12 percent), stopped them from having enough food (11 percent compared to 4 percent and 2 percent), led to their parents or guardians having less time to spend with them (13 percent compared to 4 percent and 5 percent) and more arguments or tension at home (14 percent compared to 6 percent and 5 percent), at least sometimes.

The proportion of young people indicating that their family’s gambling never led to not having enough food decreased from 90 percent in 2022 to 86 percent in 2024. Similarly, the proportion of young people indicating that their family’s gambling never led to their parents or guardian having less time to spend with them or more arguments or tension at home decreased between 2022 and 2024 (from 85 to 80 percent and from 82 percent to 77 percent respectively).

# Table 2.11: The impact of family members' gambling on young people's well-being in 2022, 2023 and 2024

## Table 2.11 information

Base: All participants (answering) who have seen family members live with gamble – 'Stopped you from having enough food (food at home or money on school canteen card and/or account' 2022 (652), 2023 (774), 2024 (889); 'Helped your family pay for other things or activities' 2022 (651), 2023 (772), 2024 (890); 'Your parents or guardians having less time to spend with you' 2022 (651), 2023 (774), 2024 (888); 'More arguments or tension at home' 2022 (652), 2023 (773), 2024 (891).

Table 2.11 The impact of family members' gambling on young people's well-being in 2022, 2023 and 2024

Stopped you from having enough food (food at home or money on school canteen card and/or account)	2022 (percentage)	2023 (percentage)	2024 (percentage)	Statistical differences 2024 compared to 2022	Statistical differences 2024 compared to 2023
Never	90%	87%	86%	Significant decrease	No significant difference
Rarely	2%	4%	3%	No significant difference	No significant difference
				No	No



	Sometimes	1%	1%	1%	significant difference	significant difference
	Often	0%	1%	1%	Significant increase	No significant difference
	All the time	1%	1%	2%	No significant difference	No significant difference
	Do not know	2%	2%	3%	No significant difference	No significant difference
	Sometimes, often and all the time	3%	3%	4%	No significant difference	No significant difference
	Helped your family pay for other things or activities	2022 (percentage)	2023 (percentage)	2024 (percentage)	Statistical differences 2024 compared to 2022	Statistical differences 2024 compared to 2023
	Never	68%	68%	66%	No significant difference	No significant difference
	Rarely	12%	10%	11%	No significant difference	No significant difference
	Sometimes	7%	7%	8%	No significant difference	No significant difference
	Often	2%	3%	2%	No significant difference	No significant difference
	All the time	2%	2%	3%	No significant difference	No significant difference
	Do not know	6%	6%	6%	No significant difference	No significant difference
	Sometimes, often and all the time	11%	12%	13%	No significant difference	No significant difference
	Your parents or guardians having less time to spend with you	2022 (percentage)	2023 (percentage)	2024 (percentage)	Statistical differences 2024 compared to 2022	Statistical differences 2024 compared to 2023
	Never	85%	82%	80%	Significant decrease	No significant difference

<b>Rarely</b>	4%	4%	6%	No significant difference	No significant difference
<b>Sometimes</b>	3%	3%	4%	No significant difference	No significant difference
<b>Often</b>	2%	2%	1%	No significant difference	No significant difference
<b>All the time</b>	2%	2%	2%	No significant difference	No significant difference
<b>Do not know</b>	2%	2%	3%	No significant difference	No significant difference
<b>Sometimes, often and all the time</b>	6%	7%	7%	No significant difference	No significant difference
<b>More arguments or tension at home</b>	<b>2022 (percentage)</b>	<b>2023 (percentage)</b>	<b>2024 (percentage)</b>	<b>Statistical differences 2024 compared to 2022</b>	<b>Statistical differences 2024 compared to 2023</b>
<b>Never</b>	82%	77%	77%	Significant decrease	No significant difference
<b>Rarely</b>	5%	7%	6%	No significant difference	No significant difference
<b>Sometimes</b>	2%	4%	3%	No significant difference	No significant difference
<b>Often</b>	3%	3%	3%	No significant difference	No significant difference
<b>All the time</b>	2%	3%	2%	No significant difference	No significant difference
<b>Do not know</b>	3%	3%	3%	No significant difference	No significant difference
<b>Sometimes, often and all the time</b>	7%	9%	9%	No significant difference	No significant difference

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# Wider experience of gambling

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## Summary

This section explores young people's wider experience of gambling, which is taking part in gambling but not necessarily with their own money.

Findings are compared with previous years of the survey to identify trends. Statistically significant differences are highlighted across the years 2022 to 2024, though the 2022 sample did not include year 12 pupils or independent schools and so comparisons with this year are indicative only.

## Definitions

### Experience of gambling

Young people were asked whether they have engaged in any of 17 different gambling activities which, for analysis purposes, are grouped within the following 5 categories:

#### Lotteries or lottery style games

Includes:

- National Lottery draws (for example Lotto, EuroMillions or Set for Life) either with a physical ticket or playing online
- National Lottery Scratchcards (not free Scratchcards)
- National Lottery online instant win games
- other lotteries (for example The Health Lottery, People's Postcode Lottery, or other smaller lotteries).

#### Games and gaming machines

Includes:

- arcade gaming machines (for example penny pusher or claw grab machine)
- fruit or slot machines (for example at an arcade, pub or social club)
- gambling machines in a betting shop
- cards for money (for example with friends or family).

## **Bingo**

Includes:

- bingo at a bingo club
- bingo at somewhere other than a bingo club (for example social club or holiday park)
- bingo online (for example Foxy Bingo, Gala Bingo or Tombola).

## **Placing a bet**

Includes activities such as:

- placing a bet for money between friends or family
- placing a bet on eSports (electronic sports such as playing video games competitively) online
- placing a bet at a betting shop or bookies (for example on football or horse racing)
- placing a bet on a betting website and/or app (for example on football or horse racing).

## **Casino games**

Includes:

- playing a game inside a casino
- playing casino games online (for example online poker or online roulette for money).

In total, just over half (52 percent) of all 11 to 17 year olds had some experience of gambling, with 44 percent having experienced some form of gambling activity in the last 12 months.

Games and gaming machines are the most common category of gambling activity, with playing arcade gaming machines (for example penny pusher or claw grab machine) being the most frequently experienced type of gambling amongst young people (30 percent experiencing within the last year).

When experiencing gambling activities, around three quarters of young people (73 percent) said they were with a parent, carer or guardian. 1 in 10 (10 percent) reported being alone on the most recent occasion they had gambled.

Of those who had ever experienced gambling, 15 percent reported having been stopped because they were too young.

The survey also measured young people's self-reported involvement in a range of other risk-taking behaviours; 37 percent of young people had drunk alcohol in the past 12 months, 15 percent had used an e-cigarette or vape, 8 percent noted having smoked a tobacco cigarette, and 7 percent reported having taken illegal drugs (including cannabis).

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# **Wider experience and active involvement in gambling**

In total, just over half (52 percent) of all 11 to 17 year olds had some experience of gambling, with 44 percent having experienced some form of gambling activity in the last 12 months. This experience of gambling does not necessarily entail spending their own money. The overall proportion of young people who were actively involved with gambling (such as spent their own money on it) within the last 12 months was 27 percent, decreasing to 14 percent within the last 4 weeks, and to 6 percent within the last 7 days.

Experience of gambling within the last 12 months was more prevalent among young people from white ethnic groups than those from black and other minority ethnic backgrounds (49 percent, compared to 33 percent). Those who had seen their family members gamble were also more likely to have experienced gambling in the last 12 months compared with those who had not had such exposure (60 percent, compared to 40 percent).

Figure 3.1: Wider experience and active involvement in gambling



Figure 3.1 information

Base: All answering (3,869).  
Note: The chart shows results for different questions asked in the survey, so the responses shown will not add up to 100 percent.

Wider experience and active involvement in gambling	
Wider experience and active involvement in gambling	Percentage (answers do not sum to 100 percent as chart shows more than one question)
Ever gambled	52%
Gambled in last 12 months	44%
Spent money on gambling in last 12	

months	27%
Spent money on gambling in last 4 weeks	14%
Spent money on gambling in last 7 days	6%

There has been an increase from 2023 to 2024 in the total number of young people having experienced gambling (48 percent in 2023, compared to 52 percent in 2024) and in those experiencing gambling in the last 12 months (40 percent in 2023, compared to 44 percent in 2024). However, the proportions who have experienced gambling remain lower than those recorded in 2022.

The levels of active involvement in gambling within the last 12 months, 4 weeks and 7 days have not shown any statistical variation from 2023 (though like overall experience, are lower than in 2022).

# Table 3.1: Experience of gambling activities in the last 12 months, in 2022, 2023 and 2024

## Table 3.1 information

Base: All 11 to 17 year olds answering 2022 (2,559), 2023 (3,453), 2024 (3,869).  
Note: The chart shows results for different questions asked in the survey, so the responses shown will not add up to 100 percent.

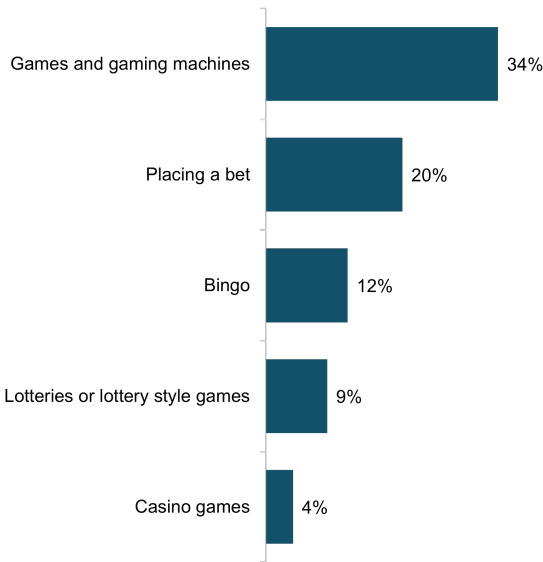
Table 3.1: Experience of gambling activities in the last 12 months, in 2022, 2023 and 2024

Experiences of gambling	2022 (percentage)	2023 (percentage)	2024 (percentage)	Statistical differences 2024 compared to 2022	Statistical differences 2024 compared to 2023
Ever gambled	60%	48%	52%	Significant decrease	Significant increase
Gambled in last 12 months	50%	40%	44%	Significant decrease	Significant increase
Spent money on gambling in last 12 months	31%	26%	27%	Significant decrease	No significant differences
Spent money on gambling in last 4 weeks	18%	13%	14%	Significant decrease	No significant differences
Spent money on gambling last 7 days	7%	5%	6%	No significant differences	No significant differences

# Experience of different gambling activities

Young people were shown a list of gambling activities and asked if they had experienced any in the last 12 months. The activities have been grouped into categories for analysis purposes (see [definitions](#) at the beginning of the chapter). The category that young people were most likely to have experience of was playing games and gaming machines, with just over a third (34 percent) having done so within the past 12 months. This was followed by placing a bet (20 percent), playing bingo (12 percent), playing lotteries or lottery style games (9 percent), and playing casino games (4 percent).

## Figure 3.2: Experience of gambling activities, by category, in the last 12 months



### Figure 3.2 information

GC\_GAMSPENDWHEN. When did you last do this activity? Was it...? Summary of gambling in last seven days or four weeks or 12 months.  
Base: All answering (3,869).  
Note: This is a multiple response question, therefore answers do not sum to 100 percent.

Experience of gambling activities, by category, in the last 12 months	
Experience of gambling activities, by	2024 percentage (answers do not sum to 100 percent as

category, in the last 12 months	chart shows more than one question)
Games and gaming machines	34%
Placing a bet	20%
Bingo	12%
Lotteries or lottery style games	9%
Casino games	4%

Boys were comparatively more likely than girls to have placed a bet (22 percent, compared to 17 percent) and to have played casino games (5 percent, compared to 2 percent). In contrast, girls were more likely than boys to have played bingo (13 percent, compared to 10 percent).

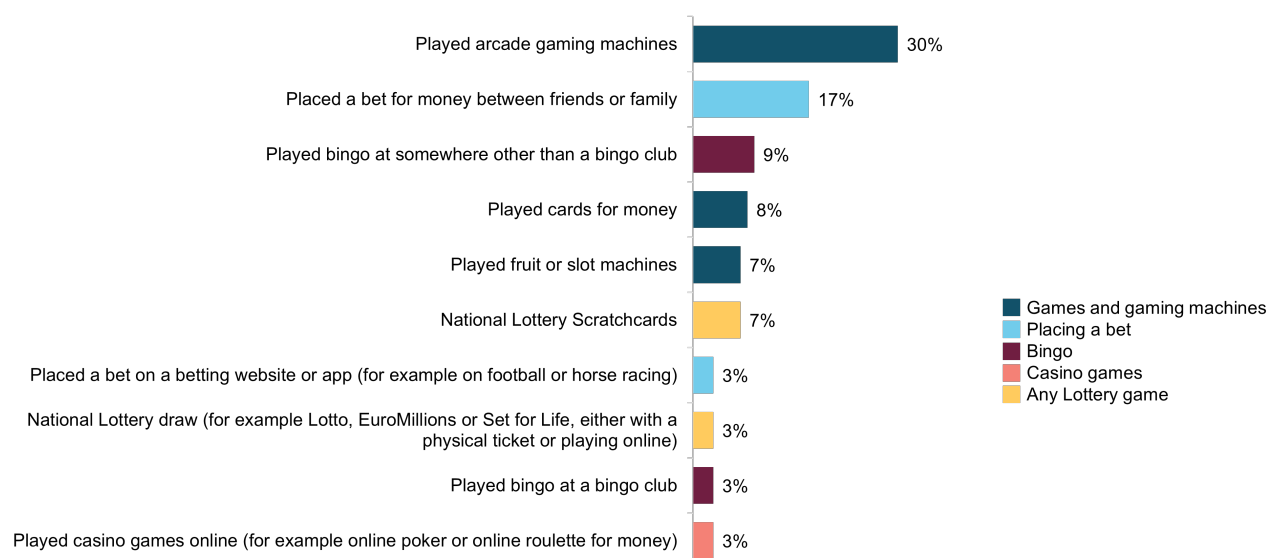
In terms of differences by age, 11 to 13 year olds were more likely than 14 to 17 year olds to have played games or gaming machines (37 percent, compared to 33 percent), while 14 to 17 year olds were more likely than 11 to 13 year olds to have placed a bet (21 percent, compared to 17 percent).

Young people from white ethnic groups were more likely than those from black and other minority ethnic backgrounds to have experience of all categories, except for casino games (where there is no statistically significant difference). Young people from white ethnic groups were more likely than those from black and other minority ethnic backgrounds to have played games and gaming machines (39 percent, compared to 26 percent), to have placed a bet (22 percent, compared to 15 percent), to have played bingo (14 percent, compared to 8 percent), and to have played lotteries or lottery style games (10 percent compared to 6 percent).

Each category of gambling had individual activities listed within it (see [definitions](#) at the beginning of the chapter). The most popular activity was arcade gaming machines (for example penny pushers or claw grab machines), with 30 percent of young people having experienced them within the past year. The next most frequently cited activities were placing a bet for money between friends or family (17 percent), playing bingo somewhere other than a bingo club (9 percent), playing cards for money (8 percent), playing fruit or slot machines (7 percent), and National Lottery scratchcards (7 percent).

**Figure 3.3: Experience in gambling activities in the last 12 months, top 10 individual activities**





## Figure 3.3 information

GC\_GAMSPEND. Have you ever done any of the following activities?

Base: All answering (3,869).

Note: This is a multiple response question, therefore answers do not sum to 100 percent.

Figure 3.3 Experience in gambling activities in the last 12 months, top 10 individual activities

Experience in gambling activities in the last 12 months, top 10 individual activities	2024 percentage (multiple response question, therefore answers do not sum to 100 percent)
Played arcade gaming machines	30%
Placed a bet for money between friends or family	17%
Played bingo at somewhere other than a bingo club	9%
Played cards for money	8%
Played fruit or slot machines	7%
National Lottery scratchcards	7%
Placed a bet on a betting website and/or app (for example on football or horse racing)	3%
National Lottery draw (for example Lotto, EuroMillions or Set for Life, either with a physical ticket or playing online)	3%
Played bingo at a bingo club	3%
Played casino games online (for example online poker or online roulette for money)	3%

Young people who were more likely to have experienced arcade gaming machines included 11 to 13 year olds (34 percent), those from white ethnic groups (34 percent), and those who had previously seen family members gamble (42 percent).

The proportions of young people who had played arcade gaming machines and who had placed a bet for money between friends or family (the 2 most frequent gambling activities) did not change significantly between 2023 and 2024, and so remained lower than the levels previously recorded in 2022 (experience of arcade gaming machines decreasing from 35 percent in 2022 to 30 percent in 2024, and placing bets for money between friends and/or family decreasing from 21 percent in 2022 to 17 percent in 2024).

The proportion of young people who had experienced some of the regulated gambling activities has increased from 2023 to 2024. There were small but statistically significant increases in the proportions who had placed a bet on a betting website and/or app (2 percent in 2023, compared to 3 percent in 2024), played the National Lottery draw (2 percent in 2023, compared to 3 percent in 2024), played bingo at a bingo club (2 percent in 2023, compared to 3 percent in 2024), and played casino games online (1 percent in 2023, compared to 3 percent in 2024). The proportion of young people who had experienced bingo at somewhere other than a bingo club also increased, from 7 percent in 2023 to 9 percent in 2024.

# Table 3.2: Experience of gambling activities in the last 12 months, in 2022, 2023 and 2024

## Table 3.2 information

GC\_GAMSPENDWHEN. When did you last do this activity? Was it...?  
 Base: All 11 to 17 year olds answering 2022 (2,559), 2023 (3,453), 2024 (3,869). Note: This is a multiple response question, therefore answers do not sum to 100 percent.

Table 3.2: Experience of gambling activities in the last 12 months, in 2022, 2023 and 2024

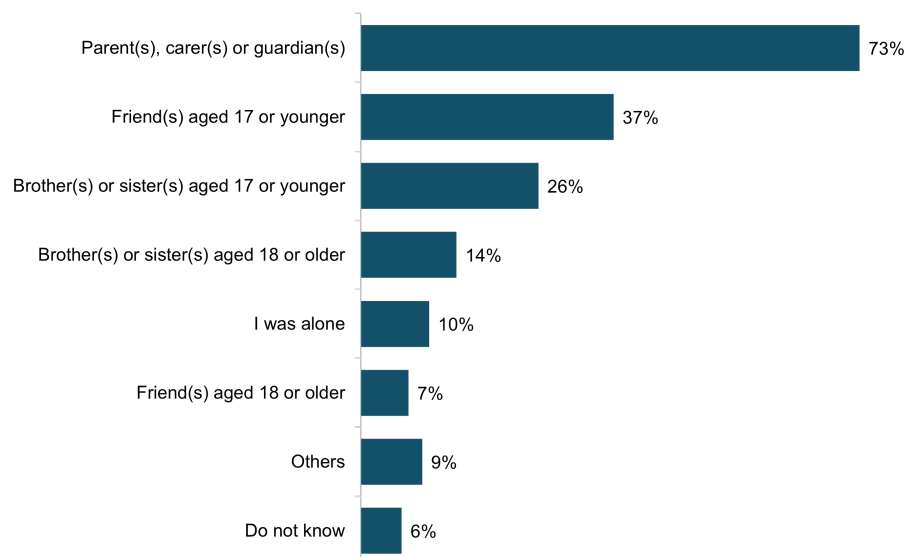
Experience in gambling activities, top 5 individual activities in the last 12 months	2022 (percentage)	2023 (percentage)	2024 (percentage)	Statistical differences 2024 compared to 2022	Statistical differences 2024 compared to 2023
Played arcade gaming machines	35%	30%	30%	Significant decrease	No significant differences
Placed a bet for money between friends or family	21%	15%	17%	Significant decrease	No significant differences
Played bingo at somewhere other than a bingo club	8%	7%	9%	No significant differences	Significant increase
Played cards for money	9%	7%	8%	No significant differences	No significant differences
Played fruit or slot machines	6%	6%	7%	No significant	No significant

				differences	differences
<b>National Lottery scratchcards</b>	8%	6%	7%	No significant differences	No significant differences
<b>Placed a bet on a betting website and/or app</b>	3%	2%	3%	No significant differences	Significant increase
<b>National Lottery draw</b>	3%	2%	3%	No significant differences	Significant increase
<b>Played bingo at a bingo club</b>	2%	2%	3%	Significant increase	Significant increase
<b>Played casino games online</b>	2%	1%	3%	Significant increase	Significant increase

## Who young people were with when they experienced gambling activities

Young people were asked who they were with the last time they had experienced different gambling activities. Across the different types of activities, around three quarters of young people (73 percent) said they were with a parent, carer or guardian, whilst just over a third (37 percent) said they were with a friend who was aged 17 or younger. Exactly 4 in 10 (40 percent) young people said they were with a sibling, including just over a quarter overall who were with a brother or sister aged 17 or younger (26 percent). 1 in 10 (10 percent) young people reported being alone on the most recent occasion they experienced the gambling activity.

### Figure 3.4: Who young people were with when they experienced gambling activities



## Figure 3.4 information

GAMSPEND2. Last time you did [this activity or these activities] who were you with?

Base: All who selected any activity 1 to 17 at GAMSPEND (2,331).

Note: This is a multiple response question, therefore answers do not sum to 100 percent.

Who young people were with when they experienced gambling activities

Who young people were with when they experienced gambling activities	2024 (percentage)
Parent(s), carer(s) or guardian(s)	73%
Friend(s) aged 17 or younger	37%
Brother(s) or sister(s) aged 17 or younger	26%
Brother(s) or sister(s) aged 18 or older	14%
I was alone	10%
Friend(s) aged 18 or older	7%
Others	9%
Do not know	6%

The pattern of who young people were with when they last experienced gambling is very similar to that reported in the 2023 survey, with the only change being an increase in the proportion of young people who were with friend(s) aged 18 and older (increasing from 5 percent in 2023 to 7 percent in 2024).

## Table 3.3: Who young people were with when they experienced gambling activities, in 2022, 2023 and 2024

## Table 3.3 information

GAMSPEND2. Last time you did [this activity or these activities] who were you with?  
Base: All who selected any activity 1 to 17 at GAMSPEND 2022 (1,736), 2023 (1,969), 2024 (2,331).  
Note: In 2022 the options for selecting friends and siblings were not separated out. In the 2022 questionnaire, 'Brothers or sisters aged 17 or younger' and 'Friends aged 17 or younger' were combined as one category response as well as 'Brothers or sisters aged 18 or older' and 'Friends aged 18 or older' were combined into one category. In 2023 and 2024, these responses were presented as separate statements. Therefore, the results are not comparable.

Table 3.3: Who young people were with when they experienced gambling activities, in 2022, 2023 and 2024

Who young people were with when they experienced gambling activities	2023 (percentage)	2024 (percentage)	Statistical differences 2024 compared to 2023
Parent(s), carer(s) or guardian(s)	74%	73%	No significant differences
Friend(s) aged 17 or younger	39%	37%	No significant differences
Brother(s) or sister(s) aged 17 or younger	27%	26%	No significant differences
Brother(s) or sister(s) aged 18 or older	14%	14%	No significant differences
Friend(s) aged 18 or older	5%	7%	Significant increase
I was alone	8%	10%	No significant differences
Others	9%	9%	No significant differences
Do not know	6%	6%	No significant differences

## Being stopped from gambling for being too young

All young people, regardless of gambling experience, were asked whether they had ever been stopped from gambling because they were too young. Excluding those young people who noted they had never tried to gamble, 15 percent overall reported having been stopped from gambling because they were too young.

Boys were more likely than girls to report having been stopped from gambling for being too young (19 percent, compared with 9 percent).

There have been no overall changes across survey years in the proportions of young people reporting having been stopped from gambling because they were too young.

## Figure 3.5: Being stopped from gambling

# for money due to being too young

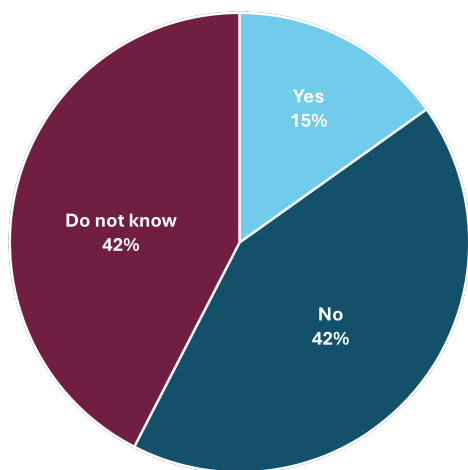


Figure 3.5 information

GC\_STOPPED. Thinking about gambling for money, have you ever been stopped from gambling because you were too young?  
Base: All who did not say they had never tried to gamble (1,045).

Being stopped from gambling for money due to being too young	
Being stopped from gambling due to being too young	2024 (percentage)
Yes	15%
No	42%
Do not know	42%

## Setting gambling in the context of other risk taking behaviours

The survey also measures young people’s self-reported involvement in a range of other risk-taking behaviours which means trends in gambling activity can be compared with other risk-taking behaviours, such as smoking, drinking, and drug-taking.

Over the last 12 months, young people were more likely to have experienced some form of gambling activity (44 percent) than other risk-taking activities listed (though these were asked about in slightly different ways and so comparisons are to some extent indicative). Just over a third (37 percent) of young people had drunk alcohol and 27 percent had spent their own money on gambling. This is followed by 15 percent who cited using an e-cigarette or vape, 8 percent having smoked a tobacco cigarette, and 7 percent having taken illegal drugs (including cannabis).

Figure 3.6: Risk-taking behaviours in the past 12 months

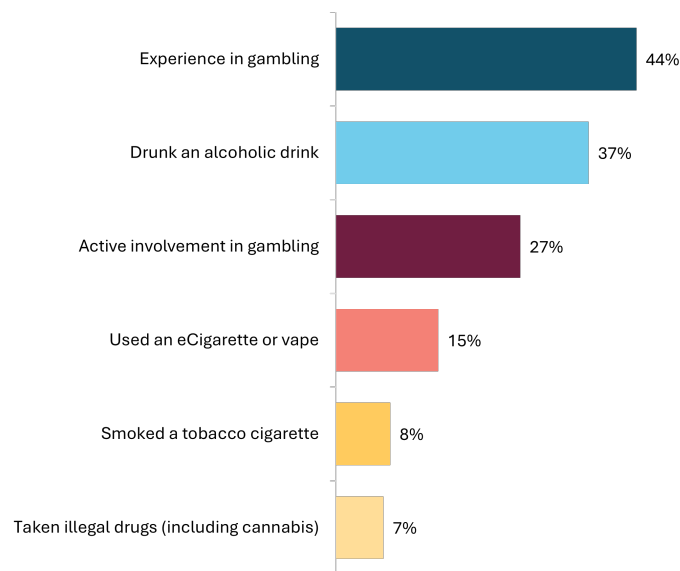


Figure 3.6 information

GC\_ACTIVITY. Please look at the list below and for each activity, select when, if ever, you have done this.  
Base: All answering who have drunk alcoholic drink (3,152), used an e-cigarette and/or vape (3,163), smoked tobacco cigarette (3,198), taken illegal drugs (3,190).

GC\_GAMSPENDWHEN. When did you last do this activity? Was it...? Summary of gambling in last 7 days or 4 weeks or 12 months.  
Base: All answering (3,869).

GAMSPEND4. And when did you last spend money on [this activity or these activities]? Was it ...?  
Base: All answering (3,869).

Risk-taking behaviours in the past 12 months	
Risk-taking behaviours in the past 12 months	2024 (percentage)
Experience in gambling	44%
Drunk an alcoholic drink	37%

Active involvement in gambling	27%
Used an e-cigarette and/or vape	15%
Smoked a tobacco cigarette	8%
Taken illegal drugs (including cannabis)	7%

Those young people who had seen family members gamble were more likely than those without such exposure to have engaged in all the listed risk-taking behaviours within the past 12 months. They were more likely to have drunk an alcoholic drink (53 percent, compared to 31 percent), used an e-cigarette and/or vape (21 percent, compared to 12 percent), smoked a tobacco cigarette (12 percent, compared to 6 percent), and taken illegal drugs (11 percent, compared to 5 percent).

There are higher levels of experience of some risk-taking behaviours among young people who have actively gambled. Over half (53 percent) of young people who gambled with their own money in the 12 months prior to the survey had also consumed an alcoholic drink during the same period. This compares to 37 percent of the total sample. Similarly, 21 percent of those who gambled with their own money in the same period had used e-cigarettes, compared to 15 percent of the total sample.

The likelihood of young people having experienced the most common risk-taking behaviours – gambling and drinking alcohol - has declined since 2022 (44 percent reported having experienced gambling in the 2024 survey, compared to 50 percent in 2022; whilst 37 percent in 2024 noted they had drunk alcohol, compared to 41 percent in 2022).

# Table 3.4: Risk-taking behaviours in the past 12 months, in 2022, 2023 and 2024

## Table 3.4 information

GC\_ACTIVITY. Please look at the list below and for each activity, select when, if ever, you have done this. Base: All answering who have drunk alcoholic drink in 2024 (3,152), 2023 (2,622), 2022 (2,198), used an e-cigarette and/or vape in 2022 (2,202), 2023 (2,637), 2024 (3,163), smoked tobacco cigarette in 2022 (2,224), 2023 (2,665), 2024 (3,198), taken illegal drugs in 2022 (2,213), 2023 (2,662), 2024 (3,190).

GC\_GAMSPENDWHEN. When did you last do this activity? Was it...? Summary of gambling in last 7 days or 4 weeks or 12 months. Base: All answering in 2022 (2,559), 2023 (3,453), 2024 (3,869).

GAMSPEND4. And when did you last spend money on [this activity or these activities]? Was it ...? Base: All answering in 2022 (2,559), 2023 (3,453), 2024 (3,869).

Table 3.4: Risk-taking behaviours in the past 12 months, in 2022, 2023 and 2024

Risk-taking behaviours in the past 12 months	2022 (percentage)	2023 (percentage)	2024 (percentage)	Statistical differences 2024 compared to 2022	Statistical differences 2024 compared to 2023
Experience in gambling	50%	40%	44%	Significant decrease	Significant increase



<b>Drunk an alcoholic drink</b>	41%	42%	37%	Significant decrease	Significant decrease
<b>Active involvement in gambling</b>	31%	26%	27%	Significant decrease	No significant differences
<b>Used an e-cigarette and/or vape</b>	17%	20%	15%	No significant differences	Significant decrease
<b>Smoked a tobacco cigarette</b>	7%	9%	8%	No significant differences	No significant differences
<b>Taken illegal drugs (including cannabis)</b>	5%	8%	7%	Significant increase	No significant differences

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# Games and gaming machines

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## Summary

This section focuses on young people's active involvement in and experience with games and gaming machines in the last 12 months. It highlights the most popular forms of gaming machines, many of which are legal activities for this age group, as well as who young people were with when playing games and the extent to which they have been played in adults-only areas of venues such as holiday parks and arcades.

Findings are compared with previous years of the survey to identify trends. Statistically significant differences are highlighted across the years 2022 to 2024, though the 2022 sample did not include year 12 pupils or independent schools and so comparisons with this year are indicative only.

## Definitions

### Games and gaming machines

This includes the following activities:

- played arcade gaming machines (for example penny pusher or claw grab machine)
- played fruit or slot machines (for example at an arcade, pub or social club)
- played gambling machines in a betting shop
- played cards for money (for example with friends or family).

### Accessing adults-only areas

Young people who recalled playing arcade gaming machines were asked if they had ever done so in an adults-only area, for example an adults (18 years old and above) only section of an amusement arcade, bowling alley, holiday park or pub.

Exactly 1 in 5 (20 percent) young people had spent their own money on arcade gaming machines such as penny pushers or claw grab machines in the last 12 months. In comparison, 4 percent of young people had spent their own money playing fruit or slot machines and 1 percent on playing gambling machines in a betting shop. Exactly 1 in 20 (5 percent) had spent their own money playing cards for money in the past year.

When broadening the scope to look at overall experiences amongst young people (regardless of whether or not they spent their own money on them), arcade gaming machines continued to be the most common type of gambling activity amongst young people, with 3 in 10 (30 percent) having played them in the last 12 months. Fewer young people (7 percent) had played fruit or slot machines in the last 12 months, whilst 1 percent reported having played gambling machines in a betting shop. Around 1 in 12 (8 percent) had played cards for money (for example with friends or family).

Just over half of young people were with a parent or guardian when they last played a gaming machine (56 percent when playing arcade gaming machines and 52 percent when playing fruit and slot machines). Around 1 in 20 (4 percent) noted that when they last played an arcade gaming machine, they were alone, rising to around 1 in 10 (9 percent) who were alone when they last played a fruit or slot machine.

In terms of specific types of arcade games machines, penny pusher machines and claw grab machines were, by some distance, the most likely types of games machine to be played, with both having been played by 7 in 10 (70 percent) young people who had some experience of playing gaming machines.

Of young people, 1 in 10 with experience of arcade gaming machines reported having played a machine within an adults-only area (10 percent), with boys more likely than girls (13 percent, compared to 6 percent).

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## **Young people spending their own money on games and gaming machines**

1 in 5 (20 percent) young people had spent their own money on arcade gaming machines such as penny pushers or claw grab machines in the last 12 months. This was more prevalent among young people from white ethnic groups (23 percent) than those from black and other minority ethnic backgrounds (12 percent).

In comparison, 4 percent of young people had spent their own money playing fruit or slot machines and 1 percent on playing gambling machines in a betting shop. Again, there was a difference in active involvement by ethnic background, with young people from white ethnic groups more likely than those from black and other minority ethnic backgrounds to have spent their own money playing fruit or slot machines within the past year (4 percent, compared to 2 percent).

1 in 20 (5 percent) young people had spent their own money playing cards for money in the past year. This was more prevalent amongst boys (7 percent, compared to 3 percent of girls), 14 to 17 year olds (6 percent, compared to 4 percent of 11 to 13 year olds) and young people from white ethnic groups (6 percent, compared to 4 percent of young people from black and other minority ethnic backgrounds).

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## **Overall experience of playing games and**

# **gaming machines**

When broadening the scope to look at those young people who have experience of playing games and gaming machines, not just those who have spent their own money on these activities, then arcade gaming machines, such as penny pushers or claw grab machines, continue to be the most common type of gambling activity amongst young people. Exactly 3 in 10 (30 percent) of young people had experienced playing arcade gaming machines in the last 12 months.

Experience was greater amongst those aged 11 to 13 than those aged 14 to 17 (34 percent, compared to 28 percent). Differences were also apparent by ethnicity, with young people from white ethnic groups (34 percent) more likely to have played arcade gaming machines in the last 12 months than young people from black and other minority ethnic backgrounds (23 percent).

Fewer young people overall had experienced playing fruit or slot machines or gambling machines in betting shops. A total of 7 percent of young people had played fruit or slot machines in the last 12 months, whilst 1 percent reported having played gambling machines in a betting shop. There were no statistically significant differences in experience of either fruit or slot machines or gambling machines within betting shops within the past year by gender, age or ethnicity.

Around 1 in 12 (8 percent) young people had played cards for money (for example with friends or family) within the last 12 months. Boys were statistically more likely than girls to have had experience of playing cards for money in the past year (9 percent, compared to 7 percent), whilst those aged 14 to 17 were more likely than those aged 11 to 13 (10 percent, compared to 6 percent).

When looking at figures across the last 3 years, while playing arcade gaming machines has remained the most cited gambling activity amongst young people, the proportion is significantly lower in 2024 (30 percent) than it was in 2022 (35 percent).

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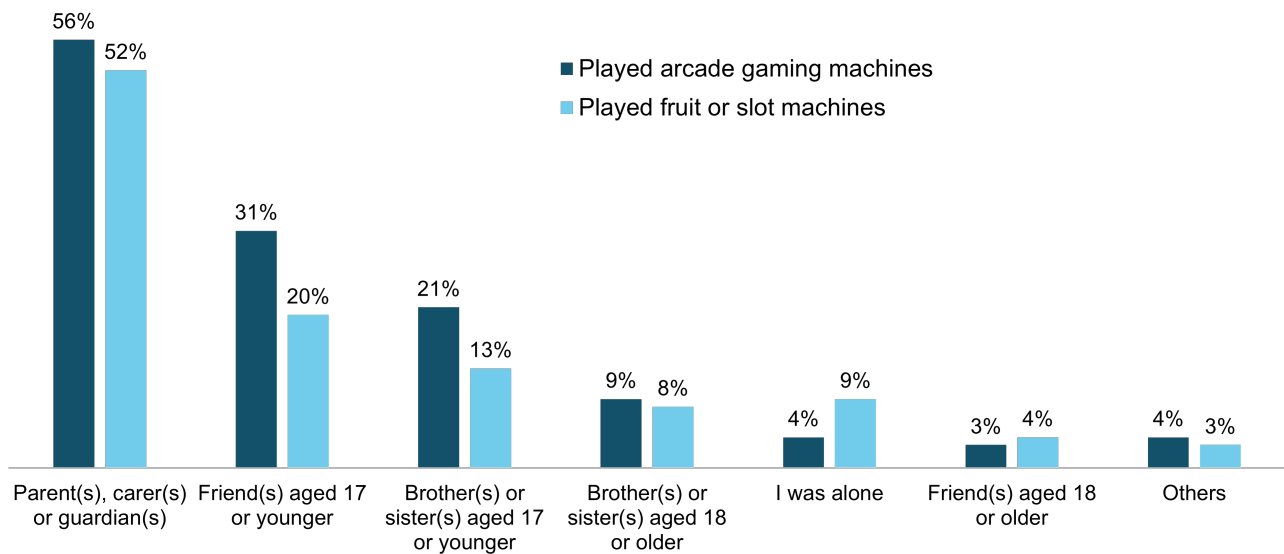
## **Who young people were with when they played gaming machines**

When asked about the last time they played gaming machines, the majority of young people noted that there was someone else present when they played arcade gaming machines (89 percent) or fruit and slot machines (77 percent). In both instances, just over half of young people stated they were with a parent or guardian (56 percent for arcade gaming machines and 52 percent for fruit and slot machines).

Just under 1 in 20 (4 percent) young people indicated that when they last played an arcade gaming machine, they were alone. This rises to just under 1 in 10 (9 percent) who were alone when they last played a fruit or slot machine.

## **Figure 4.1: Who young people were with**

# when they last played gaming machines



## Figure 4.1 information

GC\_GAMSPEND 2. Last time you did [this activity or these activities] who were you with?  
Base: All answering who had played ‘Arcade gaming machines’ (1,640), ‘Fruit or slot machines’ (412).  
Note: This is a multiple response questions, therefore answers do not sum to 100 percent.

Who young people were with when they last played gaming machines		
Who young people were with when they last played gaming machines	Arcade gaming machines 2024 percentage (multiple response question, therefore, answers do not sum to 100 percent)	Fruit or slot machine 2024 percentage (multiple response question, therefore, answers do not sum to 100 percent)
Parent(s), carer(s) or guardian(s)	56%	52%
Friend(s) aged 17 or younger	31%	20%
Brother(s) or sister(s) aged 17 or younger	21%	13%
Brother(s) or sister(s) aged 18 or older	9%	8%
I was alone	4%	9%
Friend(s) aged 18 or older	3%	4%
Others	4%	3%
Do not know or cannot remember	7%	14%

Young people aged 11 to 13 were more likely than 14 to 17 year olds to have been with parents, carers or guardians when they last played arcade gaming machines (67 percent, compared to 48 percent) and fruit and slot machines (59 percent, compared to 49 percent).

Boys were more likely than girls to have been alone when last playing an arcade gaming machine (6 percent, compared to 2 percent) and fruit and slot machines (11 percent, compared to 3 percent).

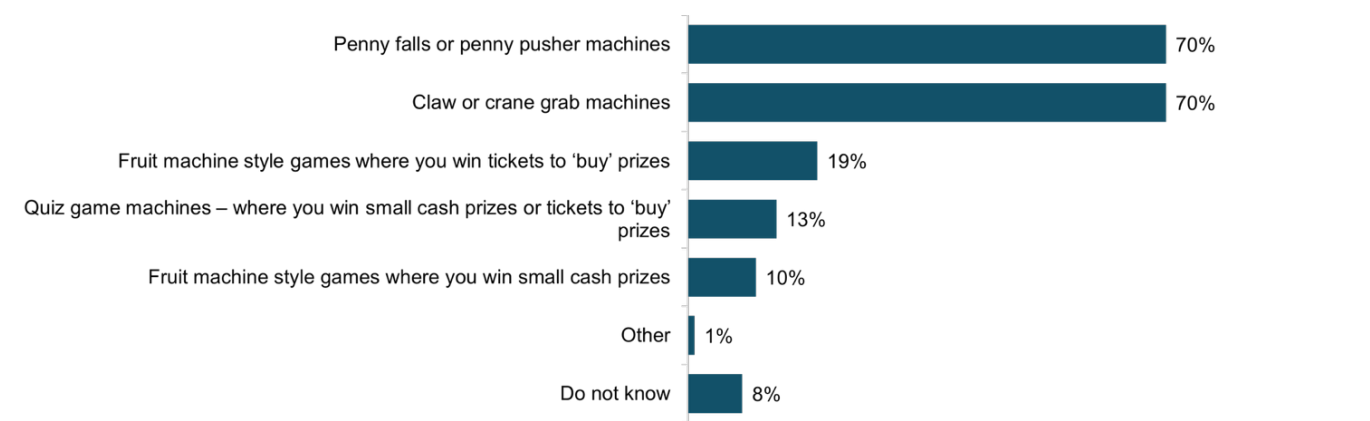
Young people aged 14 to 17 years were comparatively more likely than those aged 11 to 13 years to be accompanied by friends who were aged 17 years and younger when last playing an arcade gaming machine (36 percent of 14 to 17 year olds, compared to 23 percent of 11 to 13 year olds) and when playing fruit and slot machines (25 percent, compared to 12 percent).

There were no statistically significant changes between 2023 and 2024 in terms of who young people reported being with the last time they had played arcade gaming machines and fruit or slot machines.

## Types of gaming machine played

Young people who had ever played on gaming machines were asked about the types of machines they had played. Penny pusher machines and claw grab machines were the most frequently selected, with both having been played by 7 in 10 (70 percent) young people who had some experience of playing gaming machines. Fruit machine style games where you win tickets to 'buy prizes' were cited by nearly 1 in 5 (19 percent), followed by quiz game machines where you win small cash prizes or tickets to 'buy prizes' (13 percent) and fruit machine style games where you win cash prizes (10 percent).

Figure 4.2: Types of gaming machines played



## Figure 4.2 information

GC\_FRUITTYPE. Thinking back to the last time you played ‘Arcade gaming machines’, ‘Fruit or slot machines’, or ‘Other gambling machines’, what sort of machine(s) did you play?  
Base: All answering who have played ‘Arcade gaming machines’ or ‘Fruit and/or slot machines’ (1,889).  
Note: This is a multiple response questions, therefore answers do not sum to 100 percent.

Types of gaming machines played	
Types of gaming machines played	2024 percentage (multiple response question, therefore, answers do not sum to 100 percent)
Penny falls or penny pusher machines	70%
Claw or crane grab machines	70%
Fruit machine style games where you win tickets to ‘buy’ prizes	19%
Quiz game machines – where you win small cash prizes or tickets to ‘buy’ prizes	13%
Fruit machine style games where you win small cash prizes	10%
Racing games	1%
Shooting games	1%
Other	1%
Do not know	8%

Amongst those with experience of gaming machines, girls (75 percent) were more likely than boys (65 percent) to have played claw or crane grab machines when last playing. This variation is consistent with 2022 and 2023. Boys were more likely than girls to play fruit machine style games where you win small cash prizes (12 percent and 8 percent respectively).

Young people from white ethnic groups were more likely than young people from black and other minority ethnic backgrounds to have played penny falls or penny pusher machines (76 percent, compared with 51 percent).

The proportions of young people playing different types of arcade gaming machines, fruit or slot machines, or other gambling machines has remained consistent between 2022 and 2024.

**Table 4.2: Types of arcade gaming machines, fruit or slot machines, or other gambling machines played, in 2022, 2023 and 2024**

### Table 4.2 information

GC\_FRUITTYPE. Thinking back to the last time you played ‘Arcade gaming machines’, ‘Fruit or slot machines’, or ‘Other gambling machines’, what sort of machine(s) did you play?  
Base: All participants (answering) who have played ‘Arcade gaming machines’ or ‘Fruit and/or slot machines’ 2022 (1,438), 2023 (1,651), 2024 (1,889).  
Note: This is a multiple response question, therefore answers do not sum to 100 percent.

Table 4.2: Types of arcade gaming machines, fruit or slot machines, or other gambling machines played, in 2022, 2023 and 2024

Types of gaming machines played	2022 (percentage)	2023 (percentage)	2024 (percentage)	Statistical differences 2024 compared to 2022	Statistical differences 2024 compared to 2023
Penny falls or penny pusher machines	73%	73%	70%	No significant differences	No significant differences
Claw or crane grab machines	72%	70%	70%	No significant differences	No significant differences
Fruit machine style games where you win tickets to ‘buy’ prizes	18%	17%	19%	No significant differences	No significant differences
Quiz game machines – where you win small cash prizes or tickets to ‘buy’ prizes	15%	14%	13%	No significant differences	No significant differences
Fruit machine style games where you win small cash prizes	10%	10%	10%	No significant differences	No significant differences
Other	3%	2%	1%	Significant decrease	Significant decrease
Do not know	8%	8%	8%	No significant differences	No significant differences

## Playing arcade machines in adults-only areas

Young people who had ever played arcade gaming machines were asked if they had ever done so in an adults-only area, for example an adults (18 years old or above) only section of an amusement arcade, bowling alley, holiday park or pub.

1 in 10 young people with experience of arcade gaming machines reported having played a machine



within an adults-only area (10 percent), compared to 8 in 10 who had not (80 percent), and a further 1 in 10 who did not know (10 percent).

Boys were more likely than girls to note having played arcade machines within an adults-only area (13 percent, compared to 6 percent). There were no statistically significant differences by age or ethnic background, though young people who had seen other family members gamble were more likely than those who had not to report having played an arcade machine within an adults-only area (15 percent, compared with 6 percent).

## Table 4.3: Playing arcade machines in an adults-only area

### Table 4.3 information

GC\_FRUITWHERE. As far as you know, have you ever played on any of these machines in an adults-only area. For example, an adult (18 years old or above) only section of an amusement arcade, bowling alley, holiday park or pub.  
Base: All answering who have played 'Arcade gaming machines' or 'Fruit and/or slot machines' (1,687).

Table 4.3: Playing arcade machines in an adults-only area

Playing arcade gaming machines in an adults-only area	2024 (percentage)
Yes	10%
No	80%
Do not know	10%

There are no statistically significant differences across the past 3 years in the proportions of young people playing arcade gaming machines in adults-only areas.

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# Online gambling

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## Summary

This section focuses on online gambling, which includes spending money on eSports, online casino games, betting websites and apps, National Lottery online instant win games<sup>1</sup> and online bingo. It examines in more detail young people's active involvement and experience over the last 12 months, as well as awareness of activities which are akin to gambling, like eSports and in-game items within video games.

Findings are compared with previous years of the survey to identify trends where the questionnaire has remained consistent. Statistically significant differences are highlighted across the years 2022 to 2024, though the 2022 sample did not include year 12 pupils or independent schools and so comparisons with this year are indicative only.

## Definitions

### eSports

Short for electronic sports, eSports is the competitive playing of video games, particularly between professional players, individually or as teams.

### In-game items

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

One commonly used method for players to acquire in-game items is through in-game payments to open loot boxes which contain an unknown quantity and value of in-game items. The use of features which include expenditure and chance has led to concern that loot boxes are akin to gambling. The Gambling Commission's view on skins gambling, loot boxes and related issues is as set out in the position paper published in March 2017 - [Virtual currencies eSports and social casino gaming](#). The government undertook an extensive call for evidence on loot boxes, and published its [response in July 2022 \(opens in new tab\)](#). An update from the government on industry-led measures to improve player protections with regards to loot boxes was published in July 2023 - [Loot boxes in video games: update on improvements to industry-led protections \(opens in new tab\)](#).

A total of 2 percent of young people reported having spent their own money in the past year placing a bet on a betting website or app, whilst fewer had placed a bet on eSports, played casino games online or played bingo online (each cited by 1 percent).

When taking into account any experience of online gambling – regardless of whether or not they spent their own money – a total of 8 percent of young people reported having had some experience. This included 3 percent each who had placed a bet on eSports, placed a bet on a website or an app, and played casino games online. Fewer young people had experienced bingo online (2 percent) or National Lottery online instant win games (1 percent).

Overall, 8 percent of young people had used their parents' or guardians' accounts for these types of online gambling, with most using with their permission (7 percent overall), as opposed to using them without their parents' or guardians' permission (2 percent overall).

A majority of young people were aware they could pay for in-game items and 'mods' (68 percent) and loot boxes or packs or chests (63 percent), with a smaller proportion being aware they could bet with in-game items (37 percent). When asked if they had done each of these, over half had paid for in-game items and 'mods' (57 percent), more than a third had paid for loot boxes or packs or chests (37 percent) while fewer (4 percent) had bet with in-game items. Of those young people who had paid for in-game items or mods, over half did so using gift cards (57 percent), virtual currency bought with money (56 percent) or money from their own bank account (52 percent). Those who had paid to open loot boxes or packs or chests to get in-game items also used a range of payment methods, with the most likely being virtual currency obtained without spending any money (58 percent) or virtual currency bought with money (54 percent).

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<sup>1</sup>The survey also covered National Lottery draws. However, this category includes purchasing physical tickets as well as buying tickets online, and so it has not been included in this online gambling section. This section also does not include in-game betting. These categories are covered separately in other sections of the report.

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## Young people's active involvement in online gambling

Young people were asked if they had spent their own money on different types of online gambling in the last 12 months. A total of 2 percent noted having spent their own money placing a bet on a betting website or app, whilst 1 percent had each placed a bet on eSports, played casino games online or played bingo online.

There were some differences by gender, with boys more likely than girls to spend their own money on betting on eSports and to bet on a website or an app (2 percent compared to less than 1 percent for both) or to bet on casino games online (1 percent of boys compared to less than 1 percent of girls).

The figures for young people's active involvement in placing a bet on eSports, betting on a website or apps

and playing casino games online are in line with the levels seen in 2022 and 2023.

## Overall experience of online gambling

When taking into account any experience of online gambling – regardless of whether or not they spent their own money – a total of 8 percent of young people reported having had some experience. This included 3 percent each who had placed a bet on eSports, placed a bet on a website or an app, and played casino games online. Fewer young people had experience of playing bingo online (2 percent) or National Lottery online instant win games (1 percent).

Boys were more likely than girls to have experienced placing a bet on a website or app (4 percent compared to 1 percent), to have played casino games online (4 percent compared to 1 percent) and to have placed a bet on eSports (3 percent compared to 1 percent). In contrast, girls were more likely than boys to have experienced playing online bingo (3 percent compared to 2 percent).

The proportion of young people who had experienced some form of online gambling in the last 12 months was higher than in 2023 (6 percent in 2023 and 8 percent in 2024). Young people were more likely in 2024 to have placed a bet on eSports, to have placed a bet on a betting website or app (both increasing from 2 to 3 percent) and to have experienced playing casino games online (increasing from 1 to 3 percent).

## Table 5.1: Type of online gambling have experienced in last 12 months, in 2022, 2023 and 2024

### Table 5.1 information

GC\_GAMSPEND. Have you ever done any of the following activities?  
GC\_GAMSPENDWHEN. When did you last do this activity? Was it...?  
Base: All answering 2022 (2,559), 2023 (3,453), 2024 (3,489).

Table 5.1: Type of online gambling have experienced in last 12 months, in 2022, 2023 and 2024

Type of online gambling	2022 (percentage)	2023 (percentage)	2024 (percentage)	Statistical differences 2024 compared to 2022	Statistical differences 2024 compared to 2023
Had experienced online gambling in past year	10%	6%	8%	Significant decrease	Significant increase
Placed a bet on	3%	2%	3%	No significant	Significant

eSports				difference	increase
Placed a bet on betting website and/or app	3%	2%	3%	No significant difference	Significant increase
Played casino games online	2%	1%	3%	Significant increase	Significant increase
Played bingo online	1%	2%	2%	Significant increase	No significant difference
National Lottery instant win games	1%	1%	1%	No significant difference	No significant difference

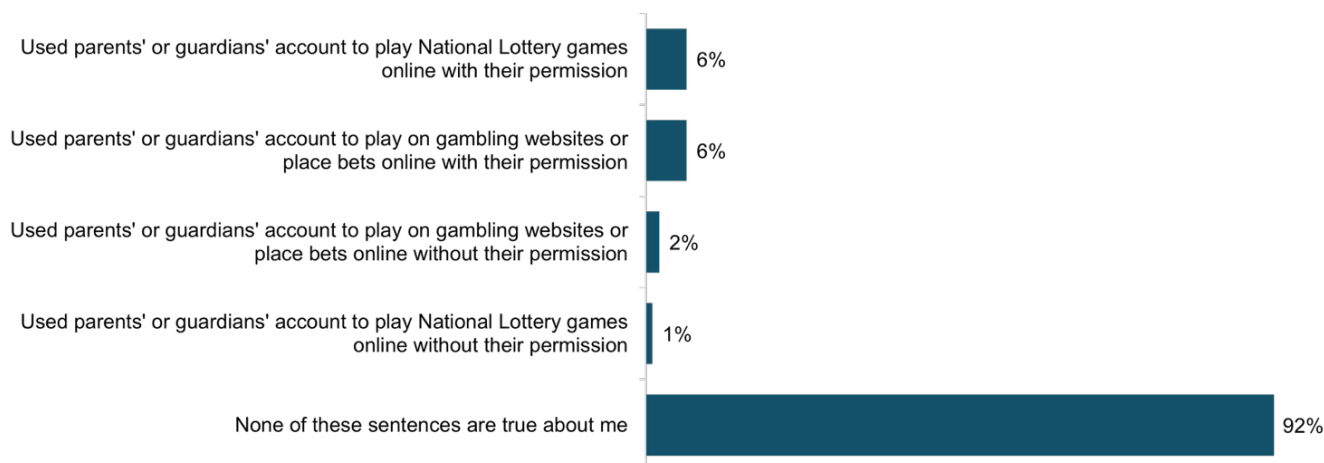
## Online gambling using parents' or guardians' accounts

To understand the context in which young people experience online gambling, all young people in the survey were separately asked if they had ever used their parents' or guardians' accounts to gamble online, with or without their permission. This covered playing National Lottery games online, or playing on gambling websites or to place bets online.

Overall, 8 percent of young people had used their parents' or guardians' accounts for these types of online gambling, with most having their permission (7 percent overall), as opposed to not having their parents' or guardians' permission (2 percent overall). The same patterns are apparent when looking at specific types of online gambling as 6 percent of young people had played National Lottery games online using their parents' or guardians' account with their permission, compared to 1 percent without their permission. Similarly, 6 percent had played on gambling websites or placed bets online via their parents' or guardians' account with permission, compared to 2 percent without permission.

Boys were more likely than girls to have used parents' or guardians' account without their permission. This is the case for both playing National lottery games online and playing on gambling websites and/or placing bets online (2 percent compared to 1 percent respectively).

## Figure 5.1: Online gambling using parents' or guardians' accounts



## Figure 5.1 information

GC\_PLAYONLINE. Please read all of the sentences below and select those that are true about you. Here 'online' refers to websites and apps.

Base: All answering (3,329).

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

Online gambling using a parents or guardians account	Percentage (multiple response question, therefore, answers do not sum to 100 percent)
I have used my parents' or guardians' account to play National Lottery games online with their permission	6%
I have used my parents' or guardians' account to play on gambling websites or to place bets online with their permission	6%
I have used my parents' or guardians' account to play on gambling websites or place bets online without their permission	2%
I have used my parents' or guardians' account to play National lottery games online without their permission	1%
None of these sentences are true about me	92%

The proportion of young people overall who used their parent's or guardian's account to gamble online has remained consistent with figures in 2022 and 2023. Within this, the proportion who used their parents' or guardians' account to play National lottery games online without their permission decreased, to 1 percent in 2024 from 2 percent in 2023, returning to the same figure as in 2022.

## Table 5.2: Online gambling using parents' or guardians' accounts, in 2022, 2023 and

# 2024

## Table 5.2 information

GC\_PLAYONLINE. Please read all of the sentences below and select those that are true about you. Here 'online' refers to websites and apps.  
Base: All answering 2022 (2,295), 2023 (2,750), 2024 (3,329).

Table 5.2: Online gambling using parents' or guardians' accounts, in 2022, 2023 and 2024

Online gambling using a parents or guardians account	2022 (percentage)	2023 (percentage)	2024 (percentage)	Statistical differences 2024 compared to 2022	Statistical differences 2024 compared to 2023
Used parents' or guardians' account to play National Lottery games online with their permission	5%	5%	6%	No significant difference	No significant difference
Used parents' or guardians' account to play on gambling websites or place bets online with their permission	5%	5%	6%	No significant difference	No significant difference
Used parents' or guardians' account to play National lottery games online without their permission	1%	2%	1%	No significant difference	Significant decrease
Used parents' or guardians' account to play on gambling websites or place bets' online without their permission	1%	2%	2%	Significant increase	No significant difference
None of these sentences are true about me	93%	92%	92%	No significant difference	No significant difference

## Paying for and betting with in-game items in video games

Young people were asked if they were aware of being able to pay for in-game items or 'mods' (for example, skins, clothes, weapons, players), pay to open loot boxes, packs or chests to open in-game items (for example, skins, clothes, weapons, or players), and/or being able to bet with in-game items on websites outside of games they are playing. These options include both gaming and gambling activities in

order to explore the interaction between gaming and gambling.

A majority of young people were aware they could pay for in-game items (68 percent) and to open loot boxes, packs or chests (63 percent), with a smaller proportion having paid for it (46 percent and 27 percent respectively). Under 4 in 10 young people (37 percent) were aware they could bet with in-game items, with only 4 percent having gambled with in-game items on websites outside of the game they were playing.

Changes to the questionnaire since 2023 means that findings in this section are not comparable with previous years.

Figure 5.2: Awareness and use of in-game items

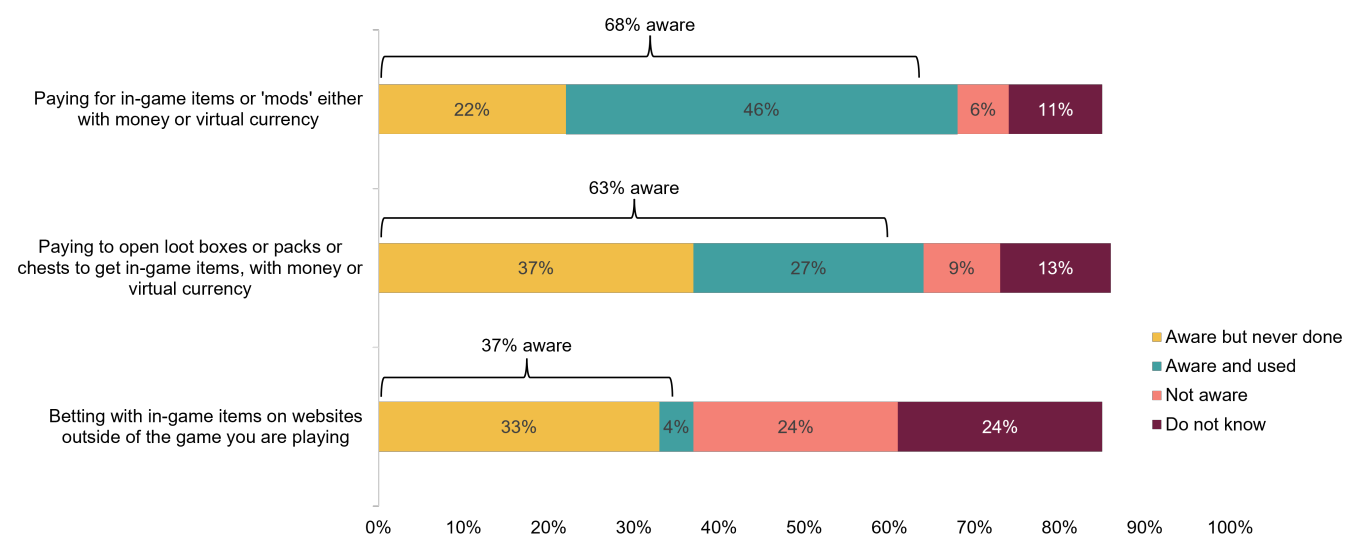


Figure 5.2 information

INGAMEAWARE: Which, if any, of these were you aware of before today?  
INGAMEUSED: Which, if any, of the following have you personally done?  
Base: All answering (3,869).  
Note: This shows responses to 2 separate questions and so totals will not add up to 100 percent.

Awareness and use of in-game items					
Awareness and use of in-game items	Aware of (percentage) answers do	Aware of and have personally done (percentage)	Aware of but have not personally done (percentage)	Not aware (percentage) answers do	Do not know (percentage) answers do



	not sum to 100 percent	answers do not sum to 100 percent	answers do not sum to 100 percent	not sum to 100 percent	not sum to 100 percent
<b>Paying for in-game items or mods (for example skins, clothes, weapons, players) either with money or virtual currency</b>	68%	46%	22%	6%	11%
<b>Paying to open loot boxes, packs or chests to get in-game items (for example skins, clothes, weapons, players) either with money or virtual currency</b>	63%	27%	37%	9%	13%
<b>Betting with in-game items on websites outside of the game you are playing</b>	37%	4%	33%	24%	24%

Boys were more likely than girls to be aware that they can pay for in-game items or mods (75 percent compared to 61 percent) and to open loot boxes, packs or chests (72 percent compared to 54 percent) and also more likely to have paid for those options (57 percent compared to 35 percent and 37 percent compared to 16 percent).

Boys were also more likely than girls to be aware that they can bet with in-game items on websites outside of the games they were playing (43 percent compared to 30 percent) and were also more likely to have done so (5 percent compared to 1 percent for having done). To some extent this will reflect the fact that they are more likely to play video games.

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## Methods of paying for in-game items and to open loot boxes

Young people who said they had paid for in-game items or 'mods' (for example skins, clothes, weapons, or players) or to open loot boxes, packs or chests to get in-game items were asked how they had paid for these items. When paying for in-game items or 'mods' young people know what they are buying, unlike when they are paying for a loot box which has an unknown prize inside it.

### Paying for in-game items or 'mods'

Of those young people who had paid for in-game items or mods, over half did so using gift cards (57 percent), virtual currency bought with money (56 percent) or money from their own bank account (52 percent). Just under half had used virtual currency obtained without spending any money (49 percent),

while just over a third had used money from someone else’s bank account (36 percent).

Figure 5.3: How young people paid for in-game items or mods



Figure 5.3 information

GC\_PAY. You said that you have paid for in-game items or to open loot boxes, packs or chests to get in-game items. How did you pay for these items?  
Base: All participants (answering) who have paid for In-game items or 'mods' (for example skins, clothes, weapons, players) (1,736).

How young people paid for in-game items or mods	
How young people paid for in-game items or mods	2024 (percentage) (multiple response question, therefore, answers do not sum to 100 percent)
Gift card	57%
Virtual currency bought with money	56%
Using money from my own bank account	52%
Virtual currency obtained without spending any money (for example coins or tokens earned in the game)	49%
Using money from someone else's bank account	36%
Do not know	3%

Boys were more likely than girls to have paid for in-game items or mods through a range of different payment methods, which may reflect greater frequency of experience. They were more likely than girls to have paid with a gift card (64 percent, compared to 45 percent), by using money from their own bank account (57 percent, compared to 43 percent) and with virtual currency obtained without spending any money (55 percent, compared to 37 percent).

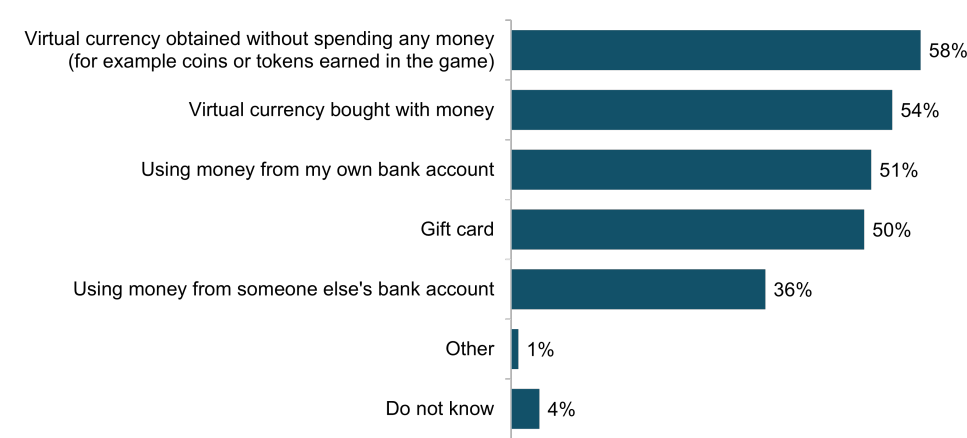
Young people aged 11 to 13 were more likely than those aged 14 to 17 to have paid for in-game items or mods with gift cards (62 percent compared to 54 percent). In contrast, those aged 14 to 17 were comparatively more likely to have paid with money from their own bank account (56 percent compared to 45 percent of 11 to 13 year olds), which is in line with this age group having more access to their own money through part time jobs.

Young people from white ethnic groups were more likely than those from black and other minority ethnic backgrounds to have paid for in-game items or mods with money from their own bank account (55 percent compared to 43 percent).

## Paying to open loot boxes, packs and chests

Half or more of young people who had paid to open loot boxes, packs or chests to get in-game items had done so with virtual currency obtained without spending any money (58 percent), virtual currency bought with money (54 percent), money from their own bank account (51 percent), or a gift card (50 percent). Just over a third (36 percent) had used money from someone else's bank account.

### Figure 5.4: How young people paid to open loot boxes, packs or chests to get in-game items



### Figure 5.4 information

GC\_PAY. You said that you have paid for in-game items or to open loot boxes, packs or chests to get in-game items. How did you pay for these items?  
Base: All participants (answering) who have paid for loot boxes, packs or chests to get in-game items

(1,004).

How young people paid to open loot boxes, packs or chests to get in-game items

<b>How young people paid to open loot boxes, packs or chests to get in-game items</b>	<b>Percentage (multiple response question, therefore, answers do not sum to 100 percent)</b>
<b>Virtual currency obtained without spending any money (for example coins or tokens earned in the game)</b>	58%
<b>Virtual currency bought with money</b>	54%
<b>Using money from my own bank account</b>	51%
<b>Gift card</b>	50%
<b>Using money from someone else's bank account</b>	36%
<b>Other</b>	1%
<b>Do not know</b>	4%

As with paying for in-game items or mods, boys were again more likely than girls to have paid to open loot boxes, packs or chests through a range of different payment methods, which again may reflect greater frequency of experience. Boys were more likely than girls to have paid to open loot boxes, packs or chests to get in-game items with virtual currency bought with money (60 percent, compared to 40 percent), a gift card (54 percent, compared to 37 percent) and money from their own bank account (53 percent, compared to 44 percent).

As was the case regarding payment for in-game items or mods, young people aged 11 to 13 were comparatively more likely to have paid to open loot boxes, packs or chests with gift cards (57 percent, compared to 46 percent of 14 to 17 year olds), whereas those aged 14 to 17 were comparatively more likely to have paid with money from their own bank account (54 percent, compared to 45 percent of 11 to 13 year olds).

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# Lotteries and lottery style games

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## Summary

This section focuses on young people's active involvement and experiences with lotteries and lottery style games. When interpreting findings within this section, it should be noted that legislation changed in 2021 to increase the [minimum age that people can purchase National Lottery products \(opens in new tab\)](#) from 16 to 18 years old, and so the majority of respondents to this survey are below this minimum age.

### Definitions

#### Experience of lotteries and lottery style games

Lotteries and lottery style games includes National Lottery Draws, National Lottery scratchcards, National Lottery Instant win games and other lotteries such as The Health Lottery and the People's Postcode Lottery. Experience of these includes both spending their own money to play lotteries and lottery style games, as well as experiencing without spending their own money, which might potentially include picking lottery numbers for others or scratching off the numbers on someone else's ticket or card.

Overall, just under 1 in 10 (9 percent) young people had experience of some form of lottery or lottery style game in the past 12 months. In this context, 'experience' could mean getting involved with picking lottery numbers or scratching off the numbers on someone else's ticket or card. However, only 2 percent of young people had spent their own money on lotteries and lottery style games within this time, with just 1 percent having spent their own money on a National Lottery scratchcard or draw.

It is important to note that most young people were in the company of their parent, carer, or guardian when purchasing a National Lottery scratchcard or draw, and in most cases, they did not make the purchase themselves.

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# Active involvement with lotteries and lottery style games

Overall, 2 percent of young people had spent their own money on lotteries and lottery style games within the last 12 months, with boys more likely than girls (3 percent, compared to 1 percent).

In terms of specific types of product, 1 percent overall had spent their own money on a National Lottery draw (for example Lotto, EuroMillions or Set for Life, either with a physical ticket or playing online) and 1 percent had spent their own money on National Lottery scratchcards (not free scratchcards) within the past year.

Smaller numbers (fewer than half of 1 percent overall) had spent their own money on National Lottery online instant win games or other lotteries (for example The Health Lottery, People's Postcode Lottery, or other smaller lotteries).

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# Wider experience of lotteries and lottery style games

Taking into account all experiences over the past 12 months, just under 1 in 10 (9 percent) of young people had experience of some form of lottery or lottery style game. The most common was National Lottery scratchcards (played by 7 percent), followed by National Lottery draw games (3 percent), and National Lottery online instant win games (1 percent).

Boys were more likely than girls to have had experience of lotteries and lottery style games in the past 12 months (10 percent compared with 7 percent). Young people who had seen family members gamble (16 percent) and those from white ethnic groups (10 percent) were also comparatively more likely to have had experience in the last 12 months.

When looking across the last 3 years, the proportion of young people who had experienced lotteries and lottery style games was higher in 2024 (9 percent) than in 2023 (7 percent).

## Table 6.1: Overall experience of lotteries and lottery style games

# Table 6.1 information

GAMSPENDWHEN: When did you last do [this activity or these activities]?  
Base: All answering in 2022 (2,559), 2023 (3,453), 2024 (3,869).

Table 6.1: Overall experience of lotteries and lottery style games

Lotteries and lottery style games	2022 (percentage)	2023 (percentage)	2024 (percentage)	Statistical differences 2024 compared to 2022	Statistical differences 2024 compared to 2023
Any lottery or lottery style game	10%	7%	9%	No significant difference	Significant increase
National Lottery scratchcards (not free scratchcards)	8%	6%	7%	No significant difference	No significant difference
National Lottery draw	3%	2%	3%	Significant increase	No significant difference
National Lottery online instant win games	1%	1%	1%	No significant difference	No significant difference
Other Lotteries (for example The Health Lottery, People's Postcode Lottery, or other smaller lotteries)	1%	Less than 0.5%	1%	No significant difference	Significant increase

In this context, ‘experience’ of lotteries and lottery style games could entail spending their own money to play National Lottery games, or it could mean being involved without spending their own money, which might potentially include picking lottery numbers or scratching off the numbers on someone else’s ticket or card.

## Buying a National Lottery draw ticket or scratchcard

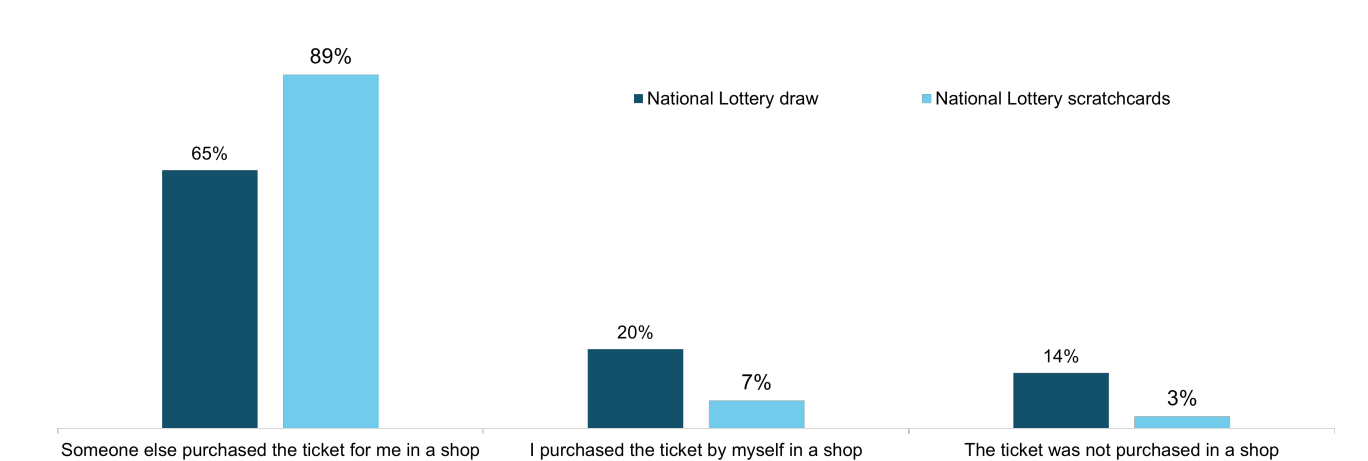
Young people who had ever experienced a National Lottery draw-based game (for example, Lotto, EuroMillions, or Set for Life) or National Lottery scratchcards were asked how the ticket or scratchcard was purchased on the most recent occasion they played. It is important to note that the number of young people who self-reported experiencing National Lottery draw-based games (117) is fairly small, so these figures should be interpreted with caution.

Among those who had experience of National Lottery scratchcards, 89 percent said someone else had

purchased the scratchcard for them in a shop, whilst 7 percent noted that they had personally made the purchase (a further 3 percent indicated that it had not been purchased from a shop).

Around two-thirds of those who had experience of National Lottery draws noted that someone else had purchased the ticket for them in a shop (65 percent), compared to 20 percent who purchased it themselves (and a further 14 percent who said it was not purchased in a shop).

**Figure 6.1: How National Lottery draw tickets and scratchcards were purchased**



**Figure 6.1 information**

GC\_HANDED. Thinking about the last time you played National Lottery draw which statement best describes how you purchased and paid for the item?  
Base: All answering who have played National Lottery (117).

How National Lottery draw game tickets were purchased	
How National Lottery draw game tickets were purchased	Percentage
Someone else purchased the ticket for me in a shop	65%
I purchased the ticket by myself in a shop	20%
The ticket was not purchased in a shop	14%

GC\_HANDED. Thinking about the last time you played National Lottery scratchcard which statement best describes how you purchased and paid for the item?  
Base: All answering who have played National Lottery scratchcards (300).



#### How National Lottery scratchcards were purchased

How National Lottery scratchcards were purchased	Percentage
Someone else purchased the scratchcard for me in a shop	89%
I purchased the scratchcard by myself in a shop	7%
The scratchcard was not purchased in a shop	3%

When looking at findings across the last 2 years, the proportion of young people who cited someone else as having purchased a ticket or scratchcard for them was significantly lower in 2024 than in 2023 for both National Lottery draws (65 percent in 2024, compared to 83 percent in 2023) and National Lottery scratchcards (89 percent in 2024, compared to 96 percent in 2023). The proportion who purchased a National Lottery draw ticket themselves in a shop was higher in 2024 than in 2023 (20 percent in 2024, compared to 8 percent in 2023). The answer options to this question were different in 2022 so do not allow for direct comparisons.

## Table 6.2: How National Lottery draw tickets and scratchcards were purchased; 2023 and 2024

### Table 6.2 information

GC\_HANDED. Thinking about the last time you played National Lottery draw or scratchcard which statement best describes how you purchased and paid for the item?

Base: All answering who have played National Lottery 2023 (116), 2024 (117). All answering who have played National Lottery scratchcards 2023 (260), 2024 (300).

Table 6.2: How National Lottery draw tickets and scratchcards were purchased; 2023 and 2024

How the National Lottery draw ticket was purchased	2023 (percentage)	2024 (percentage)	Statistical differences 2024 compared to 2023
Someone else purchased the ticket for me in a shop	83%	65%	Significant decrease
I purchased the ticket by myself in a shop	8%	20%	Significant increase
It was not purchased in a shop	9%	14%	No significant difference
How the National Lottery scratchcard was purchased	2023 (percentage)	2024 (percentage)	Statistical differences 2024 compared to 2023
Someone else purchased the scratchcard for me in a shop	96%	89%	Significant decrease
I purchased the scratchcard by myself in a shop	3%	7%	No significant difference
It was not purchased in a shop	1%	3%	No significant difference

# Who young people were with when playing lotteries and lottery style games

Young people who had experienced any lotteries and lottery style games within the past year were asked who they were with when they last played them.

Those who had played National Lottery scratchcards were most likely to have been with a parent, carer or guardian (79 percent) when they last played. Girls were more likely than boys (85 percent, compared with 77 percent) and young people from white ethnic groups were more likely than those from black and other minority ethnic backgrounds (82 percent, compared with 68 percent) to have been with a parent or guardian. Around 1 in 20 young people were alone when playing National Lottery scratchcards (6 percent).

Young people who had experienced National Lottery draws were most likely to have been with a parent, carer or guardian (65 percent), whilst 14 percent were alone when they last played. The proportion of young people playing National Lottery instant win games is too small to allow robust analysis (base of 65), but the findings indicate that most were with someone at the time.

Figure 6.2: Who young people were with when playing lotteries and lottery style games

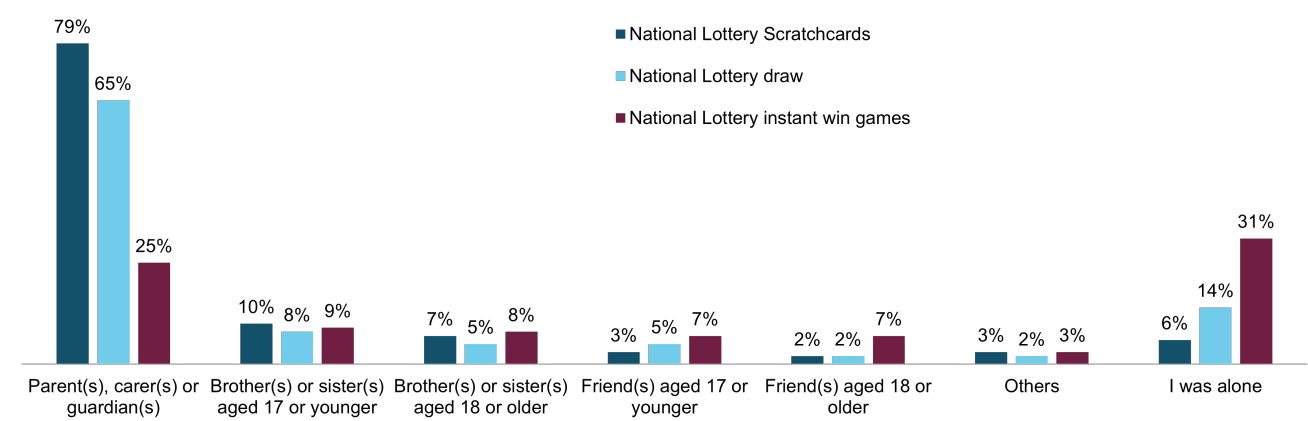


Figure 6.2 information

GC\_GAMSPEND2. Last time you did [this activity or these activities] who were you with?

Base: All answering who have played National Lottery scratchcards (403), National Lottery draw (162, National Lottery Instant win games (65)

Note: This chart shows responses to 3 separate questions, so the total will not add up to 100 percent.

Who young people were with when playing lotteries and lottery style games

<b>Who young people were with when playing National Lottery games</b>	<b>National Lottery scratchcards (percentage) (multiple response question, answers do not sum to 100 percent)</b>	<b>National Lottery draw (percentage) (multiple response question, answers do not sum to 100 percent)</b>	<b>National Lottery instant win games (percentage) (multiple response question, answers do not sum to 100 percent)</b>
<b>Parent(s), carer(s) or guardian(s)</b>	79%	65%	25%
<b>Brother(s), or sister(s) aged 17 or younger</b>	10%	8%	9%
<b>Brother(s), or sister(s) aged 18 or older</b>	7%	5%	8%
<b>Friend(s) aged 17 or younger</b>	3%	5%	7%
<b>Friend(s) aged 18 or older</b>	2%	2%	7%
<b>Others</b>	3%	2%	3%
<b>I was alone</b>	6%	14%	31%

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# Attitudes towards gambling and reasons for gambling

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## Summary

This section provides an overview of the motivations behind young people's experience of gambling activities, as well as the reasons for abstaining from such activities. Additionally, this section will look at young people's self-reported levels of feeling informed about gambling.

Findings are compared with previous years of the survey to identify trends. Statistically significant differences are highlighted across the years 2022 to 2024, though the 2022 sample did not include year 12 pupils or independent schools and so comparisons with this year are indicative only. Tables and analysis are only included where significant differences between 2024 and 2022 or 2024 and 2023 were identified.

The main reason young people experience and spend their own money on gambling activities is because they believe it to be fun (80 percent), a trend consistent across recent years (2024, 2023 and 2022). The desire to win money also motivates young people, with over a third (37 percent) indicating they experience gambling activities because they feel they have a good chance of winning or because they want to win money (34 percent).

In contrast, young people who do not experience gambling activities tend not to be interested in these activities (36 percent) or acknowledge that it is illegal to do so based on their age (36 percent).

About 4 out of 5 young people (82 percent) feel well informed about the risks of gambling, with a smaller proportion, 2 out of 3 (66 percent) stating they have had conversations with other people about the potential problems associated with gambling.

The proportion of young people feeling well informed increased from 70 percent in 2022 to 81 percent in 2024. However, the proportion of those who felt uninformed also rose from 8 percent in 2022 to 10 percent in 2024. Additionally, the proportion of young people reporting having had people speak to them about gambling risks increased from 50 percent in 2022 to 66 percent in 2024.

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## Reasons why young people gamble

For the purpose of this study 'gambling' includes things like buying Lottery tickets, placing a private bet, playing cards for money and playing on fruit machines.

8 out of 10 young people (80 percent) who spent their own money gambling in the last 12 months, did so because they regard it as 'fun'. This is by far the most common reason for active gambling. However, the prospect of winning money is a key driver for some young people. Over one third (37 percent) gambled because they felt they had a good chance of winning something (even if not a big prize); whilst another third (34 percent) indicated that they did so with the intention of winning money.

Around 3 out of 10 (33 percent) young people indicated their reason for gambling was the simplicity of the games they played. A similar proportion cited that it gave them something to do (29 percent). For more detail, please refer to as per Figure 7.1.

Figure 7.1: Reasons why young people gamble

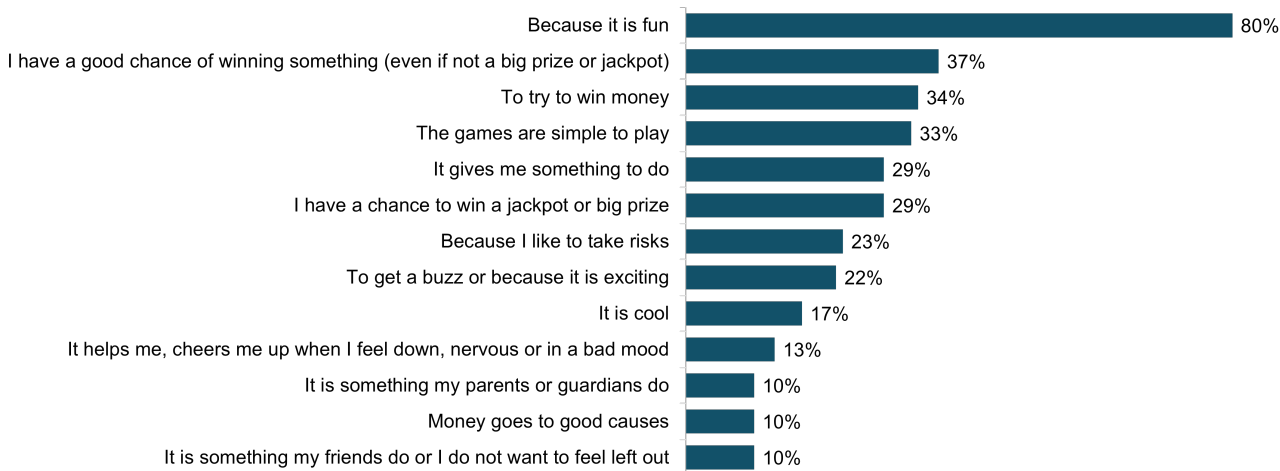


Figure 7.1 information

GC\_SPENDWHY: Thinking about when you have spent your money on [gambling activity], why did you do this?

Base: All participants (answering) who spent their own money in the last 12 months on... (1,015)

Note: This is a multiple response questions, therefore answers do not sum to 100 percent.

Reasons why young people gamble	
Reasons for gambling	Percentage (multiple response question, therefore, answers do not sum to 100 percent)
Because it is fun	80%
I have a good chance of winning something (even if not a big prize or jackpot)s	37%

To try to win money	34%
The games are simple to play	33%
It gives me something to do	29%
I have a chance to win a jackpot or big prize	29%
Because I like to take risks	23%
To get a buzz or because it is exciting	22%
Because it is cool	17%
It helps me or cheers me up when I feel down, nervous or in a bad mood	13%
It's something my parents or guardians do	10%
Money goes to good causes	10%
It is something my friends do or I do not want to feel left out	10%

The proportion of young people who said that gambling gave them something to do decreased from 35 percent in 2022 to 29 percent in 2024. However, the proportion of young people who said that they gamble to have a chance to win a jackpot or big prize increased from 24 percent in 2022 to 29 percent in 2024.

# Table 7.1: Reasons why young people gamble in 2022, 2023 and 2024

## Table 7.1 information

GC\_SPENDWHY: Thinking about when you have spent your money on [gambling activity], why did you do this

Base: All participants (answering) who spent their own money in the last 12 months on... 2022 (789), 2023 (879), 2024 (1,015)

Note: This is a multiple response questions, therefore answers do not sum to 100 percent.

Table 7.1: Reasons why young people gamble in 2022, 2023 and 2024

Reasons for gambling	2022 (percentage) (multiple response question, therefore, answers do not sum to 100 percent)	2023 (percentage) (multiple response question, therefore, answers do not sum to 100 percent)	2024 (percentage) (multiple response question, therefore, answers do not sum to 100 percent)	Statistical differences 2024 compared to 2022	Statistical differences 2024 compared to 2023
Because it is fun	78%	80%	80%	No significant difference	No significant difference
I have a good chance of winning				No	No

<b>something (even if not a big prize or jackpot)</b>	34%	36%	37%	significant difference	significant difference
<b>To try to win money</b>	32%	34%	34%	No significant difference	No significant difference
<b>The games are simple to play</b>	34%	31%	33%	No significant difference	No significant difference
<b>It gives me something to do</b>	35%	30%	29%	Significant decrease	No significant difference
<b>I have a chance to win a jackpot or big prize</b>	24%	27%	29%	Significant increase	No significant difference
<b>Because I like to take risks</b>	23%	21%	23%	No significant difference	No significant difference
<b>To get a buzz or because it is exciting</b>	24%	22%	22%	No significant difference	No significant difference
<b>Because it is cool</b>	13%	13%	17%	No significant difference	No significant difference
<b>It helps me or cheers me up when I feel down, nervous or in a bad mood</b>	16%	15%	13%	No significant difference	No significant difference
<b>It is something my parents or guardians do</b>	10%	9%	10%	No significant difference	No significant difference
<b>Money goes to good causes</b>	10%	9%	10%	No significant difference	No significant difference
<b>It is something my friends do or I do not want to feel left out</b>	8%	9%	10%	No significant difference	No significant difference

## Reasons why young people do not gamble

About half of young people (48 percent) indicated that they do not gamble. We explored the reasons why they do not gamble in the survey.

Over a third of young people (36 percent) indicated that gambling is not something they are interested in, whilst another third (36 percent) did not gamble because it is illegal, or they thought they were too young. Almost a quarter of young people indicated that they did not want to play with real money and/or that they would rather play free games (23 percent) and that their parents would not want to them or allow them to gamble (22 percent). Figure 7.2 provides a more detailed look at the various reasons.

Figure 7.2: Reasons for not gambling

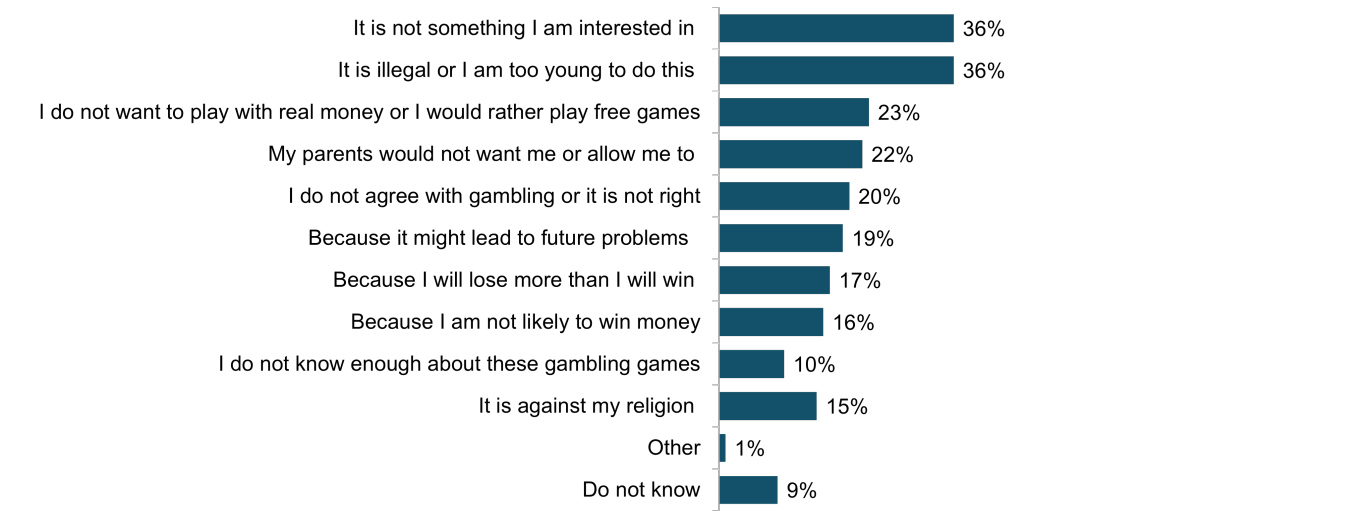


Figure 7.2 information

GC\_NEVER: You said that you have never gambled or never spent your own money on gambling. Why is that?

Base: All participants (answering) who have never spent their own money on gambling (2,075).

Note: This is a multiple response questions, therefore answers do not sum to 100 percent.

Reasons for not gambling	
Reasons for not gambling	Percentage (multiple response question, therefore, answers do not sum to 100 percent)
It is not something I am interested in	36%
It is illegal or I am too young to do this	36%
I do not want to play with real money or I would rather play free games	23%
My parents would not want to me or allow me to	22%
I do not agree with gambling or it is not right	20%



Because it might lead to future problems	19%
Because I will lose more than I will win	17%
Because I am not likely to win money	16%
It is against my religion	15%
I do not know enough about these gambling games	10%
Other	1%
Do not know	9%
Prefer not to say	26%

More boys (18 percent) than girls (13 percent) indicated that they do not gamble since they are not likely to win money. Boys were also more likely to believe that gambling might lead to future problems than girls (21 percent compared to 16 percent). However, girls (41 percent) were more likely than boys (31 percent) to indicate that gambling is not something that they are interested in.

Several shifts were identified when looking at the reasons why young people have not gambled in 2024 compared to 2022 and 2023. When comparing 2024 to 2022, the proportion of young people indicating that they did not gamble because they would lose more than they would win decreased from 21 percent in 2022 to 17 percent in 2024. Similarly, the proportion of young people who said ‘not likely to win money’ decreased from 19 percent in 2022 to 16 percent in 2024. The proportion of young people stating that gambling is against their religion increased from 10 percent in 2022 to 15 percent in 2024.

# Table 7.2: Reasons for not gambling in 2022, 2023 and 2024

## Table 7.2 information

GC\_NEVER: You said that you have never gambled or never spent your own money on gambling. Why is that?  
Base: All participants (answering) who have never spent their own money on gambling 2022 (1,137), 2023 (1,674), 2024 (2,075).  
Note: This is a multiple response questions, therefore answers do not sum to 100 percent.

Table 7.2: Reasons for not gambling in 2022, 2023 and 2024

Reasons for not gambling	2022 (percentage) (multiple response question, therefore, answers do not sum to 100 percent)	2023 (percentage) (multiple response question, therefore, answers do not sum to 100 percent)	2024 (percentage) (multiple response question, therefore, answers do not sum to 100 percent)	Statistical differences 2024 compared to 2022	Statistical differences 2024 compared to 2023
It is not something I am interested in	39%	44%	36%	No significant difference	Significant decrease

<b>It is illegal or I am too young to do this</b>	37%	37%	36%	No significant difference	No significant difference
<b>I do not want to play with real money or I would rather play free games</b>	25%	27%	23%	No significant difference	Significant decrease
<b>My parents would not want to me or allow me to</b>	24%	22%	22%	No significant difference	No significant difference
<b>I do not agree with gambling or it is not right</b>	21%	20%	20%	No significant difference	No significant difference
<b>Because it might lead to future problems</b>	22%	23%	19%	No significant difference	Significant decrease
<b>Because I will lose more than I will win</b>	21%	24%	17%	Significant decrease	Significant decrease
<b>Because I am not likely to win money</b>	19%	21%	16%	Significant decrease	Significant decrease
<b>It is against my religion</b>	10%	8%	15%	Significant increase	Significant increase
<b>I do not know enough about these gambling games</b>	11%	13%	10%	No significant difference	Significant decrease
<b>Other</b>	2%	4%	1%	Significant decrease	Significant decrease
<b>Do not know</b>	9%	11%	9%	No significant difference	No significant difference
<b>Prefer not to say</b>	7%	36%	26%	Significant increase	Significant decrease

## Feeling informed about gambling

Most young people (82 percent) agreed that they feel well informed about the risks of gambling. Almost 2 out of 3 young people (66 percent) indicated that people have spoken to them about the potential problems that gambling can lead to.

Figure 7.3: Feeling informed about gambling

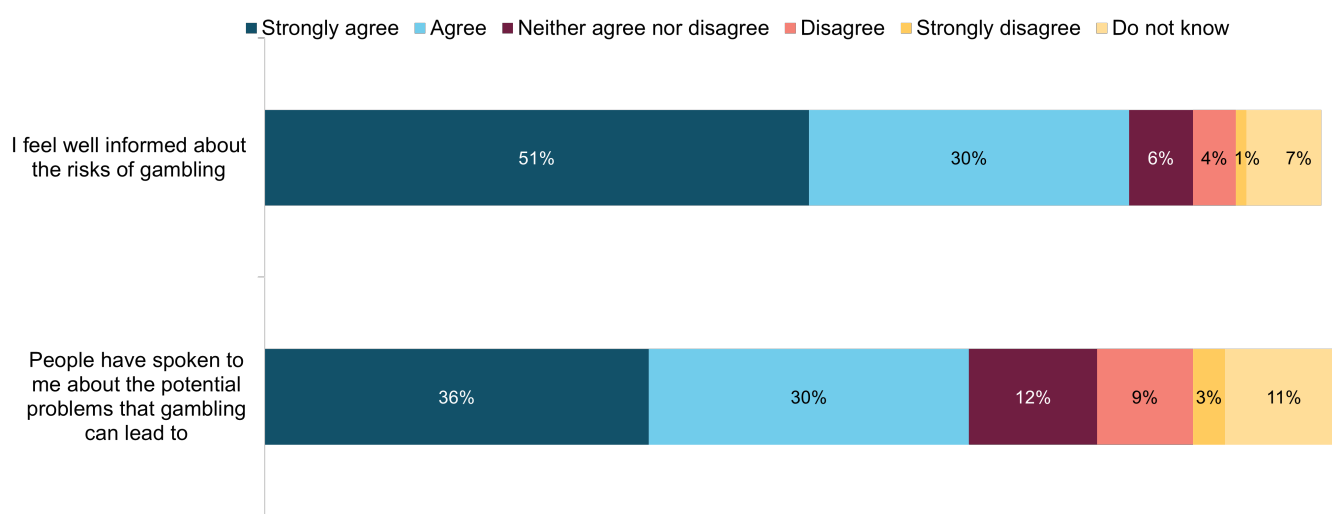


Figure 7.3 information

GC\_ATTINF and GC\_ATTSPOKEN. Thinking about gambling for money, how strongly do you agree or disagree with the statements below?  
Base: All participants answering 'I feel well informed about the risks of gambling' (3,203). 'People have spoken to me about the potential problems that gambling can lead to' (3,199).

Feeling informed about gambling		
Feeling informed about gambling	I feel well informed about the risks of gambling (percentage)	People have spoken to me about the potential problems that gambling can lead to (percentage)
Strongly agree	51%	36%
Agree	30%	30%
Neither agree nor disagree	6%	12%
Disagree	4%	9%
Strongly disagree	1%	3%
Do not know	7%	11%

Boys were more likely than girls to feel well informed about the risks of gambling (84 percent compared to 79 percent) and have people speak to them about potential problems it can lead to (68 percent compared to 63 percent).

A higher proportion of 14 to 17 year olds compared to 11 to 13 year olds also reported feeling well informed about the risks of gambling (84 percent compared to 78 percent) and people having spoken to them about potential problems it can lead to (69 percent compared to 61 percent). Conversely, young people from black and ethnic minority backgrounds are more likely to disagree that people have spoken to them about the problems gambling can lead to than young people from white ethnic backgrounds (14 percent compared to 11 percent).

Young people who had experienced gambling activities in the last 12 months were more likely to agree that that someone had spoken to them about the potential problems that gambling can lead to than young people overall (71 percent compared with 66 percent) and felt more informed (87 percent compared with 82 percent).

The proportion of young people that feel well informed increased from 70 percent in 2023 and 2022 to 82 percent in 2024. However, the same trend was identified for the proportion of young people that do not feel well informed (from 8 percent in 2022, to 7 percent in 2023, to 10 percent in 2024).

The proportion of young people saying that people have spoken to them about the potential problems that gambling can lead to increased from 50 percent in 2022 to 66 percent in 2024.

# Table 7.3: Feeling informed about gambling in 2022, 2023 and 2024

## Table 7.3 information

GC\_ATTINF. and GC\_ATTSPOKEN. Thinking about gambling for money, how strongly do you agree or disagree with the statements below?  
Base: All participants answering 'I feel well informed about the risks of gambling' 2024 (3,203), 2023 (2,667), 2022 (2,203).  
Base: All participants answering 'People have spoken to me about the potential problems that gambling can lead to' 2024 (3,199), 2023 (2,655), 2022 (2,215).

Table 7.3 Feeling informed about gambling in 2022, 2023 and 2024

I feel well informed about the risks of gambling	2022 (percentage)	2023 (percentage)	2024 (percentage)	Statistical differences 2024 compared to 2022	Statistical differences 2024 compared to 2023
	(multiple response question, therefore, answers do not sum to 100 percent)	(multiple response question, therefore, answers do not sum to 100 percent)	(multiple response question, therefore, answers do not sum to 100 percent)		
Strongly agree	32%	31%	51%	Significant increase	Significant increase
Agree	38%	39%	30%	Significant decrease	Significant decrease
Neither agree or disagree	10%	11%	6%	Significant decrease	Significant decrease

Disagree	6%	5%	4%	Significant increase	Significant increase	
Strongly disagree	2%	2%	1%	Significant decrease	Significant decrease	
Do not know	12%	13%	7%	Significant decrease	Significant decrease	
Net agree	70%	70%	82%	Significant increase	Significant increase	
Net disagree	8%	7%	5%	Significant increase	Significant increase	
People have spoken to me about the potential problems that gambling can lead to	2022 (percentage)	2023 (percentage)	2024 (percentage)	Statistical differences 2024 compared to 2022	Statistical differences 2024 compared to 2023	
	(multiple response question, therefore, answers do not sum to 100 percent)	(multiple response question, therefore, answers do not sum to 100 percent)	(multiple response question, therefore, answers do not sum to 100 percent)			
	Strongly agree	18%	21%			36%
	Agree	32%	33%			30%
	Neither agree or disagree	12%	12%			12%
	Disagree	13%	11%			9%
	Strongly disagree	6%	6%			3%
	Do not know	19%	18%			11%
	Net agree	50%	54%			66%
	Net disagree	19%	17%			12%

---

# Recall of gambling adverts and promotion

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## Summary

This section covers young people's recall of seeing or hearing gambling adverts, including the frequency and perceived impact of exposure, as well as their experiences of following gambling related content on social media or streaming platforms.

Findings are compared with previous years of the survey to identify trends. Statistically significant differences are highlighted across the years 2022 to 2024, though the 2022 sample did not include year 12 pupils or independent schools and so comparisons with this year are indicative only. Tables and analysis are included where significant differences were identified between 2024 and either 2022 or 2023.

Around 7 in 10 young people (69 percent) recalled having seen or heard adverts or promotion about gambling through at least one online or offline source. Around two-thirds cited an offline source (64 percent), with a similar proportion overall, 62 percent, citing an online source. TV, apps and social media were the most frequently cited sources (54 percent, 52 percent and 49 percent respectively).

These 3 sources were also those most likely to be cited by young people as channels through which they had seen or heard gambling-related adverts at least weekly (46 percent of those who had seen adverts via social media noting they had done so at least once a week; with comparative figures of 45 percent via apps and 44 percent via TV).

Young people who recalled having seen a gambling-related advert or promotion were asked if these adverts or promotions had ever prompted them to spend money on gambling that they were not otherwise planning to. About 1 in 12 of these young people (8 percent) noted that they had been prompted by these adverts to spend money on gambling.

Almost 1 in 6 (17 percent) young people highlighted that they followed gambling companies through at least one social media and/or streaming platform, with the most frequently cited platforms being TikTok (cited by 10 percent of young people), YouTube (9 percent), Instagram (6 percent) and Snapchat (6 percent).

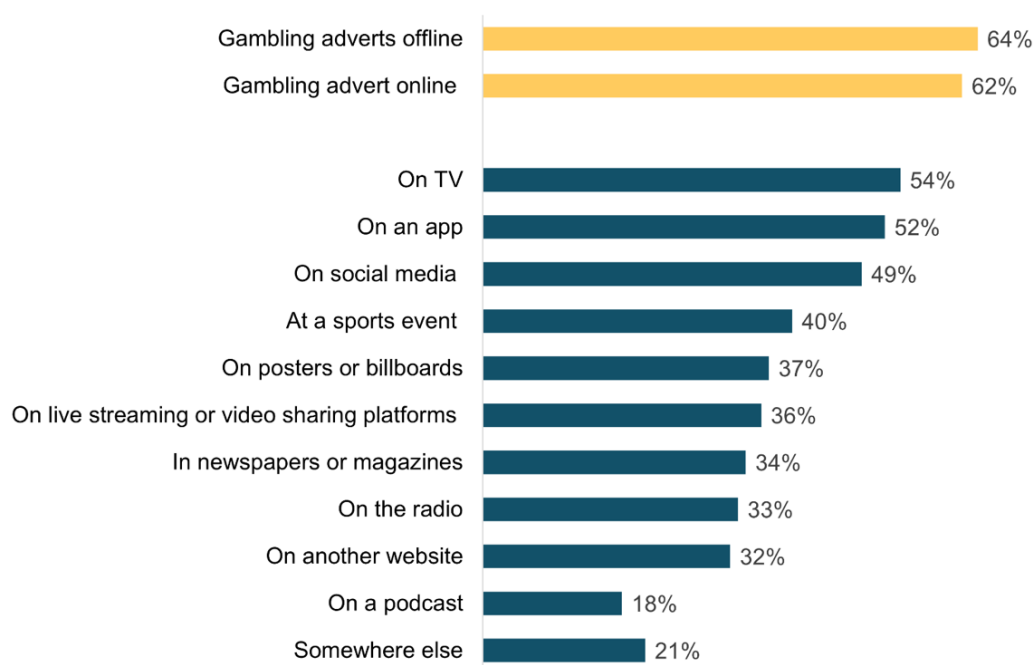
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## Recall of gambling advertising or

## promotions

Around 7 in 10 young people (69 percent) recalled having seen or heard adverts or promotion about gambling through at least one online or offline source. Around two-thirds cited an offline source (64 percent), with TV the most common (54 percent), followed by sport events, including on players' shirts or around pitches (40 percent) and posters or billboards (37 percent). A similar proportion overall (62 percent) cited an online source, with apps (52 percent), social media (49 percent) and video sharing platforms (36 percent) the most frequently noted.

### Figure 8.1: Recall of sources of gambling adverts or promotion



### Figure 8.1 information

GC\_ADAWARE. Have you seen or heard adverts or promotion about gambling in any of the following places?  
 Base: All participants 2024 (3,869).  
 Note: This is a multiple response question, so the responses shown will not add up to 100 percent.

Recall of sources of gambling adverts or promotion	
Recall of sources of gambling adverts or promotion	2024 (percentage) (multiple response question, answers do not sum to 100 percent)
Gambling adverts offline	64%
Gambling advert online	62%
On TV	54%
On an app	52%
On social media (including Snapchat, Facebook, Twitter, Instagram, TikTok)	49%
At a sports event (for example at football stadiums or on players' shirts or around the pitch)	40%
On posters or billboards	37%
On live streaming or video sharing platforms (including Twitch and YouTube)	36%
In newspapers or magazines	34%
On the radio	33%
On another website	32%
On a podcast	18%
Somewhere else	21%

Young people aged 14 to 17 were more likely than those aged 11 to 13 to recall having seen adverts or promotion about gambling both offline (68 percent, compared to 58 percent) and online (67 percent, compared to 55 percent).

There were also variations by ethnicity. Young people from white ethnic groups were more likely than those from black and other minority ethnic backgrounds to recall seeing or hearing adverts or promotion about gambling via both offline sources (66 percent, compared to 59 percent) and online channels or platforms (64 percent, compared to 59 percent).

Young people in Scotland were more likely than those in England to recall seeing or hearing gambling related adverts or promotion both offline (71 percent, compared to 63 percent offline) and online (70 percent, compared to 61 percent).

Overall, the 2024 recall figures are more in line with the 2022 findings, than they are with the 2023 survey which had previously shown a decrease in recall across all sources. It may be that the 2023 figures were an anomaly in overall trends. However, since 2022 there has been a decrease in the proportion of young people who recall seeing or hearing gambling related adverts or promotions on the TV (from 57 percent to 54 percent), while the proportion who recall seeing or hearing these on both social media and at a sports event has increased (from 44 percent to 49 percent and from 37 percent to 40 percent).

**Table 8.1: Exposure to gambling**



# advertising or promotion in 2022, 2023 and 2024

## Table 8.1 information

GC\_ADAWARE. Have you seen or heard adverts or promotion about gambling in any of the following places?

Base: All participants. 2022 (2,559), 2023 (3,453) 2024 (3,869).

Note: This is a multiple response question, so the responses shown will not add up to 100 percent.

Table 8.1: Exposure to gambling advertising or promotion in 2022, 2023 and 2024

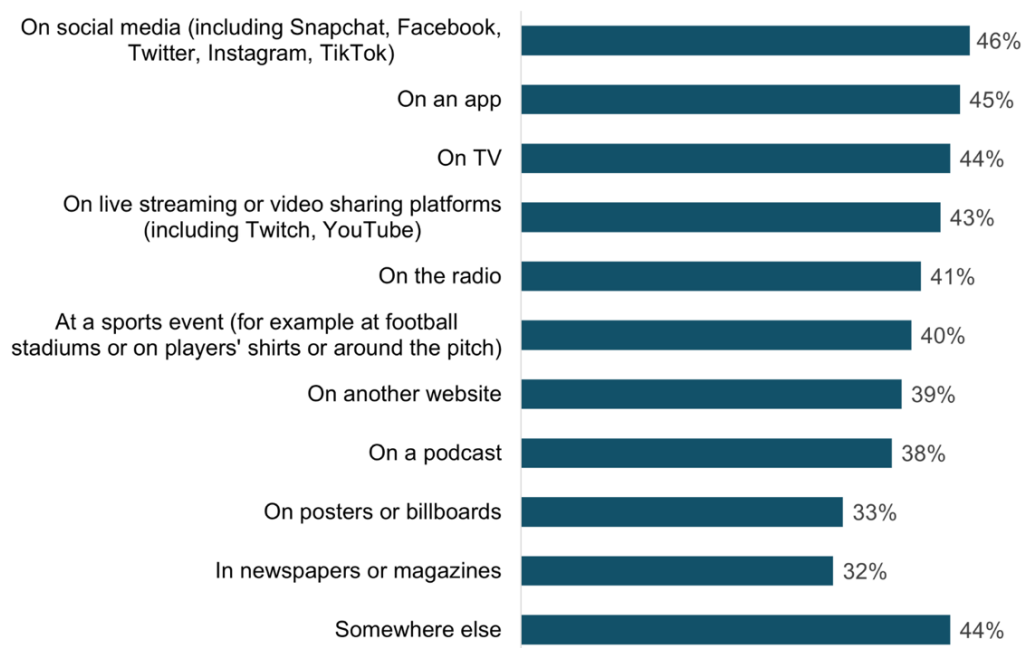
Exposure to gambling adverts	2022 (percentage (multiple response question, therefore, answers do not sum to 100 percent))	2023 (percentage (multiple response question, therefore, answers do not sum to 100 percent))	2024 (percentage (multiple response question, therefore, answers do not sum to 100 percent))	Statistical differences 2024 compared to 2022	Statistical differences 2024 compared to 2023
Gambling adverts offline	66%	55%	64%	No significant difference	Significant increase
Gambling adverts online	63%	53%	62%	No significant difference	Significant increase
On TV	57%	47%	54%	Significant decrease	Significant increase
On an app	54%	45%	52%	No significant difference	Significant increase
On social media	44%	40%	49%	Significant increase	Significant increase
At a sports event	37%	35%	40%	Significant increase	Significant increase
On posters or billboards	36%	32%	37%	No significant difference	Significant increase
On live streaming or video sharing platforms	36%	30%	36%	No significant difference	Significant increase
In newspapers or magazines	33%	30%	34%	No significant difference	Significant increase
On the	33%	29%	33%	No significant	Significant

radio				difference	increase
On another website	35%	28%	32%	Significant decrease	Significant increase
On a podcast	Not asked	13%	18%	Not applicable	Significant increase
Somewhere else	22%	19%	21%	No significant difference	No significant difference

## Frequency of seeing or hearing gambling adverts or promotions

When young people who recalled having seen or heard a gambling-related advert or promotion were asked how often they had seen or heard such adverts, between a third and a half noted seeing or hearing them at least once a week through the different channels or sources cited. Young people were most likely to cite social media, apps and TV as channels through which they had seen or heard these adverts at least weekly (by 46 percent, 45 percent and 44 percent of those young people who had cited these as a source of the adverts they recalled).

### Figure 8.2: Frequency of seeing or hearing gambling adverts or promotions (proportion who had seen or heard at least once a week)



## Figure 8.2 information

GC\_ADFREQ. And how often, do you see or hear adverts or promotion about gambling in the following places?

Base: All participants answering 'On social media' 2024 (1,843). 'On an app' 2024 (1,989). 'On TV' 2024 (2,055). 'On the radio' 2024 (1,218). 'On live streaming or video sharing platforms' 2024 (1,323). 'At a sports event' 2024 (1,513). 'On another website' 2024 (1,206). 'On a podcast' 2024 (634). 'On posters or billboards' 2024 (1,429). 'In newspapers or magazines' 2024 (1,295). 'Somewhere else' 2024 (775).

Note: This is a multiple response question, so the responses shown will not add up to 100 percent.

Frequency of seeing or hearing gambling adverts or promotions (proportion who had seen or heard at least once a week)

Frequency of seeing or hearing gambling promotions or adverts at least once a week	2024 (percentage) (multiple response question, answers do not sum to 100 percent)
On social media (including Snapchat, Facebook, Twitter, Instagram, TikTok)	46%
On an app	45%
On TV	44%
On live streaming or video sharing platforms (including	

<b>Twitch and YouTube)</b>	<b>43%</b>
<b>On the radio</b>	<b>41%</b>
<b>At a sports event (for example at football stadiums or on players' shirts or around the pitch)</b>	<b>40%</b>
<b>On another website</b>	<b>39%</b>
<b>On a podcast</b>	<b>38%</b>
<b>On posters or billboards</b>	<b>33%</b>
<b>In newspapers or magazines</b>	<b>32%</b>
<b>Somewhere else</b>	<b>44%</b>

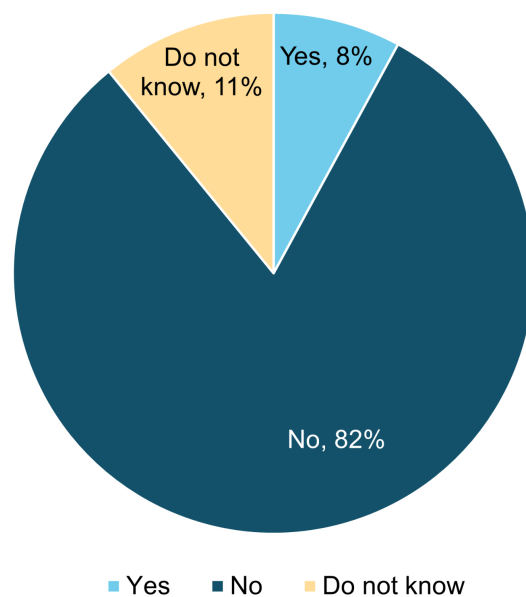
There were variations by gender, with boys more likely than girls to recall having seen or heard gambling adverts or promotions at least once a week via all of the different channels listed.

The proportions of young people who recall having seen adverts or promotion of gambling-related adverts at least weekly are consistent across the 2022, 2023 and 2024 surveys.

# Perceived impact of gambling adverts on unplanned spending

Young people who recalled having seen a gambling-related advert or promotion were asked if these adverts or promotions had ever prompted them to spend money on gambling that they were not otherwise planning to. Around 1 in 12 of these young people (8 percent) noted that they had been prompted by these adverts to spend money on gambling.

**Figure 8.3: The perceived impact of adverts on unplanned spending on gambling**



## Figure 8.3 information

GC\_ADSPEND. Have adverts or promotion about gambling ever prompted you to spend money on gambling when you were not otherwise planning to?

Base: All participants answering who have seen or heard any gambling adverts or promotions (2,592).

Note: Responses do not add up to 100 percent due to rounding.

The perceived impact of adverts on unplanned spending on gambling

Response		2024 (percentage)
Yes		8%
No		82%
Do not know		11%

There were no differences by gender, age or ethnicity in terms of whether or not young people felt they had been prompted to spend money on gambling after seeing or hearing an advert, though those young people who had seen a family member gamble were more likely than those who had not seen a family member gamble to feel they had been influenced by gambling-related adverts (11 percent, compared to 6 percent).

Findings on this question were consistent across the 2022, 2023 and 2024 surveys.

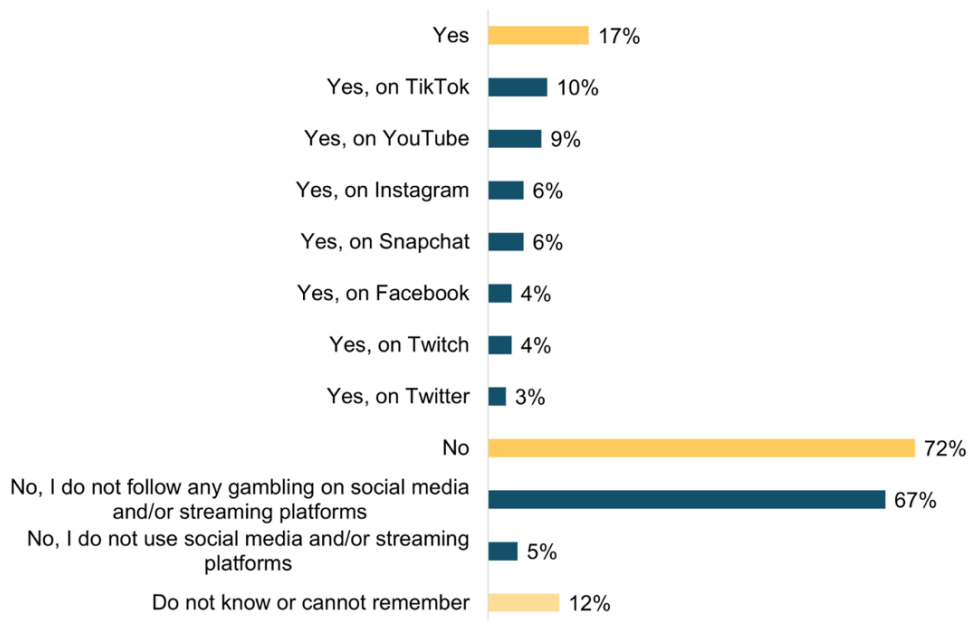
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## **Engagement with gambling related content on social media and streaming platforms**

Almost 1 in 6 (17 percent) young people highlighted that they followed gambling companies (including those who provide betting, bingo and lottery activities and gamblers who stream their gambling or provide content about it) through at least one social media and/or streaming platform.

The most frequently cited platforms were TikTok (cited by 10 percent of young people), YouTube (9 percent), Instagram (6 percent) and Snapchat (6 percent).

### **Figure 8.4: Engagement with gambling related content on social media and streaming platforms**



## Figure 8.4 information

GC\_SOCIALMED. Do you follow any gambling related content on social media or streaming platforms? This includes all gambling companies (betting, bingo and lottery activities), and gamblers who stream their gambling or provide content about it.

Base: All participants answering 2024 (3,178).

Note: This is a multiple response question, so the responses shown will not add up to 100 percent.

### Engagement with gambling related content on social media and streaming platforms

Response	2024 (percentage) (multiple response question, answers do not sum to 100 percent)
Yes	17%
Yes, on TikTok	10%
Yes, on YouTube	9%
Yes, on Instagram	6%
Yes, on Snapchat	6%
Yes, on Facebook	4%
Yes, on Twitch	4%

Yes, on Twitter	3%
No	72%
No, I do not follow any gambling on social media and/or streaming platforms	67%
No, I do not use social media and/or streaming platforms	5%
Do not know or cannot remember	12%

Boys were more likely than girls to follow gambling companies through at least one social media and/or streaming platform (21 percent, compared to 11 percent).

Those young people who had seen a family member gamble were more likely than those who had not to follow gambling companies on social media and/or streaming platforms (24 percent, compared to 13 percent).

There has been an increase between 2022 and 2024 in the proportion of young people who follow gambling companies on social media and/or streaming platforms (from 13 percent to 17 percent). This has been driven by increases on TikTok (increased from 7 percent to 10 percent) and Snapchat (increased from 4 percent to 6 percent).

**Table 8.4: Engagement with gambling related content on social media and streaming platforms in 2022, 2023, and 2024**

**Table 8.4 information**

GC\_SOCIALMED. Do you follow any gambling companies on any of the following social media or streaming platforms?  
 Base: All participants answering 2022 (2,207), 2023 (2,650) 2024 (3,178).  
 Note: This is a multiple response question, so the responses shown will not add up to 100 percent.

Table 8.4: Engagement with gambling related content on social media and streaming platforms in 2022, 2023, and 2024					
Response	2022 (percentage) (multiple response question, therefore, answers do not sum to 100 percent)	2023 (percentage) (multiple response question, therefore, answers do not sum to 100 percent)	2024 (percentage) (multiple response question, therefore, answers do not sum to 100 percent)	Statistical differences 2024 compared to 2022	Statistical differences 2024 compared to 2023
				Significant	No



<b>Yes</b>	13%	15%	17%	increase	significant difference
<b>Yes, on TikTok</b>	7%	9%	10%	Significant increase	No significant difference
<b>Yes, on YouTube</b>	9%	10%	9%	No significant difference	No significant difference
<b>Yes, on Instagram</b>	6%	7%	6%	No significant difference	No significant difference
<b>Yes, on Snapchat</b>	4%	5%	6%	Significant increase	No significant difference
<b>Yes, on Facebook</b>	4%	4%	4%	No significant difference	No significant difference
<b>Yes, on Twitch</b>	3%	4%	4%	Significant increase	No significant difference
<b>Yes, on Twitter</b>	3%	4%	3%	No significant difference	No significant difference
<b>No</b>	75%	72%	72%	Significant decrease	No significant difference
<b>No, I do not follow any gambling on social media and/or streaming platforms</b>	71%	68%	67%	Significant decrease	No significant difference
<b>No, I do not use social media and/or streaming platforms</b>	4%	3%	5%	Significant increase	Significant increase
<b>Do not know or cannot remember</b>	12%	13%	12%	No significant difference	No significant difference

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# Appendices

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## Applying the DSM-IV-MR-J youth adapted problem gambling screen

The Diagnostic and Statistical Manual of Mental Disorders Fourth Edition - Multiple Response Juvenile (DSM-IV-MR-J) screen is applied to assess whether respondents who gamble are defined as experiencing 'problems' with their gambling. In the adolescent gambling field, this is one of the most widely used instruments to assess experience of 'problem' gambling among this age group<sup>1</sup>.

A two-step eligibility criteria were used in applying the DSM-IV-MR-J screen. Firstly, respondents had to indicate that they had spent their own money on at least one gambling activity on at least one occasion in the last 12 months to answer all of 9 components of the problem gambling screener. A full list of gambling activities can be found in Table A.1. Secondly, young people who answered 'prefer not to say' throughout the gambling screen were excluded.

In total 1,048 individuals qualified for the DSM-IV-MR-J screen.

Points were then allocated to each respondent based on the answers they gave to the 9 components (or questions) which are used to define typologies of young people who gamble, as set out in Table A.1.

The screen questions use frequency scales of 'Never', 'Once or twice', 'Sometimes' or 'Often'. Each respondent was allocated a point for each of the 9 criteria that they met. Scores are grouped into the following categories:

**DSM-IV-MR-J score 0 or 1:** Representing a young person who does not experience any 'problems' with their gambling.

**DSM-IV-MR-J score 2 or 3:** Representing a young person who is 'at-risk'.

**DSM-IV-MR-J score 4 or more:** Representing a young person experiencing 'problems' with their gambling.

Table A.1 indicates how the questions asked in 2024 mapped onto the DSM-IV-MR-J screen components and the percentage of young people who gave the required answers to each question when the scoring system was applied to the data.

# Table A.1: Gambling criteria from the DSM-IV-MR-J screen

Table A.1: Gambling criteria from the DSM-IV-MR-J screen

2024 question name	DSM-IV criteria	Question wording: ‘In the past 12 months ...’	If any of the following answer criteria are ticked, that qualifies as 1 point	Percentage	Young people scoring Number of participants
GC_PREOCC	Pre-occupation	How often have you found yourself thinking about gambling or planning to gamble	‘Often’	2%	(65)
GC_ESCAPE	Escape	How often have you gambled to help you escape from problems or when you are feeling bad	‘Sometimes’ or ‘often’	2%	(66)
GC_WITHD	Withdrawal	Have you felt bad or fed up when trying to cut down on gambling	‘Sometimes’ or ‘often’	1%	(35)
GC_TOLERNCE	Tolerance	Have you needed to gamble with more and more money to get the amount of excitement you want	‘Sometimes’ or ‘often’	2%	(71)
GC_LOSSCON	Loss of control	Have you ever spent much more than you planned to on gambling	‘Sometimes’ or ‘often’	2%	(80)
GC_ILLEGAL	Taken money	Have you ever taken money from any of the following without permission to spend on gambling: dinner money or fare money, money from family, money from things you’ve sold, money from outside the family, somewhere else	If any one or more of these options are ticked, then qualifies for one point in total	3%	(98)
GC_LEDRIKEDFAM and GC_LEDRIKEDSCHL	Risked relationships	Has your gambling ever led to the following: a) arguments with family or friends or others, b) missing school	If any of the following are ticked, then qualifies for one point in total: ‘once or twice’,	2% 1%	(71) (46)

			'sometimes' or 'often'		
<b>GC_LEDLYING</b>	Lying	Has your gambling ever led to telling lies to family or friends or others	'Once or twice' 'sometimes' or 'often'	2%	(74)
<b>GC_CHASING</b>	Chasing	After losing money by gambling, have you returned another day to try to win back the money you lost	'More than half the time' or 'every time'	2%	(62)

Sample sizes prevent sub-group analysis of the young people defined under each component.

All percentages shown are based on the full sample of 3,869 11 to 17 year olds (24 were aged 18).

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

# Research design

## Trend data

Since 2011, the Gambling Commission and Ipsos have conducted an annual survey into the gambling behaviours of young people aged 11 to 16 years old in Great Britain. In 2023, we extended this to include 17 year olds. This report delivers the results from the 2024 survey, which explores young people’s current rates of participation in gambling.

## Sampling

The Young People Omnibus (YPO) is an annual survey of young people attending secondary schools in England, Wales and Scotland. The survey covers pupils in curriculum years 7 to 12 (S1 to S6 in Scotland).

The survey invites pupils to take part who are attending academies (public funded schools held accountable through a legally binding ‘funding agreement’ in England) and maintained (overseen, or ‘maintained’ by the Local Authority) secondary and middle-deemed secondary schools in England, Wales and Scotland. From 2023 the survey also invited independent schools (schools who charge fees to attend instead of being funded by the government and do not have to follow the national curriculum) to participate.

To enable this a 3 stage sampling process was used:

1. In England and Wales, a sample of schools was selected from Department for Education's '[Get Information About Schools \(opens in new tab\)](#)' database (a comprehensive listing of secondary schools in England and Wales). Special schools were excluded. The sample frame was stratified by Government Office Region (GOR), and, within each stratum, schools were selected proportional to the number of pupils attending the school. In England and Wales, 620 schools were selected to participate in the survey. In Scotland, a sample of 40 schools was selected from the Scottish Government's school contacts database. The sample was stratified by local authority and school size. Therefore, in total, 660 schools were selected to participate in the survey.
2. Two curriculum year groups (between Year 7 and Year 12 for England and Wales and between S1 and S6 in Scotland) were selected at random for each school.
3. In each specified curriculum year group, schools were asked to nominate one mixed ability class to take part. Schools were also given the opportunity to provide additional classes and year groups. All members of the randomly selected class group were selected to fill out the self-completion survey.

## Recruiting schools

To maintain comparability, the sampling of schools has remained consistent year on year. However, in 2023 Year 12 pupils and independent schools were included for the first time. The way in which schools are recruited has evolved to respond to technological developments and most recently in respect to the demands that were placed on schools during the coronavirus (COVID-19) pandemic.

## Advance packs

All schools in the main sample for England and Wales received an invitation pack across January and February 2024. The pack included a letter informing them about the survey, a leaflet containing more information on how the data is used and contact details for the Ipsos Young People Omnibus team. The packs are addressed to a named head teacher.

In Scotland, the first step was to send a letter to local authorities which contain schools in the sample frame. Local authorities were informed about the survey and given the option to opt out of the research, on behalf of schools in their area. In total 25 Scottish local authorities were contacted, and 8 opted out of the survey. Selected schools in the remaining 17 local authorities were then sent the invitation letter and information sheet.

## Contacting schools

In January 2024, the Ipsos Young People Omnibus research team conducted a briefing via teams to inform recruiters about the survey content, update them of any changes, and share ideas and tips for encouraging participation.

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

Recruiters made contact with all schools in their sample to:

- a. gain headteacher consent for the school to participate
- b. collect contact details for a liaison person within the school (usually the teacher for a selected class)
- c. select one class from each nominated curriculum year group for the school
- d. arrange a time and date when each class will take part in the online survey.

Recruiters managed this process by using an electronic booking system, which the research team also access to monitor the response rates.

Incentives have become an essential addition to protecting the response rates to the survey. They also help encourage schools to choose to participate in the Young People Omnibus over other surveys, which offer cash incentives. In 2024, all schools participating in the Young People Omnibus were offered a £200 cash incentive, with an additional £100 for schools who provided a year 11 or 12 class as these year groups are typically harder to reach. Schools were also given a teaching pack, containing free data and example exercises to use in their classes and a lesson plan and resources developed by the PSHE Association.

Once a school agreed to participate, a confirmation email was sent, providing schools with their individual online survey link, a template for letters to parents and further information to administer the survey.

Fieldwork for the study was conducted from February to June 2024.

## Response rate

In total, from a sample frame of 660 schools in England, Scotland and Wales, 70 took part in the 2024 YPO survey, giving a school response rate of 11 percent.

Overall, 3,869 pupils aged 11 to 17 years old (24 were aged 18) from the 70 schools completed the survey online, representing an average of 55 pupils per school.

Table A.2 provides details of the number of telephone calls that recruiters made to individual schools:

## Table A.2: Number of telephone calls for purposes of school recruitment

Table A.2: Number of telephone calls for purposes of school recruitment.

Number of calls made		Number of schools
Under 5		39
5 to 10		20
Over 10		11

Of the schools who did refuse to take part, the most common reason given was that they were too busy to participate in the survey.

# Weighting

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

- for England, the Department for Education: ‘Schools pupils and their characteristics 2021 – national tables’. See [National statistics: Schools, pupils and their characteristics: January 2021 on GOV.UK \(opens in new tab\)](#)
- for Wales, StatsWales. See [StatsWales: Pupils by year group and sex \(opens in new tab\)](#)
- for Scotland, Scottish Government’s school contacts database. See [Scottish Government: School contact details \(opens in new tab\)](#).

The effect of weighting is shown in the [sample profile section of the Appendices](#).

# 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 percent - that is, the chances are 95 in 100 that the true value will fall within a specified range. Table A.3 illustrates the predicted ranges for different sample sizes and percentage results at the 95 percent confidence interval.

## Table A.3: Approximate sampling tolerances by sample size

Table A.3: Approximate sampling tolerances by sample size.

Size of sample on which survey results is based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10 or 90 percent	30 or 70 percent	50 percent
	Plus or minus	Plus or minus	Plus or minus
100 interviews	6	9	10
500 interviews	3	4	4
1,000 interviews	2	3	3
3,869 interviews (Young People Omnibus respondents, 2024)	1	2	2

For example, with a sample of 3,869 where 30 percent 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 pure 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 - such as if it is 'statistically significant', we again must know the size of the samples, the percentage giving a certain answer and the degree of confidence chosen. If we assume the '95 percent confidence interval', the differences between the 2 sample results must be greater than the values given in the Table A.4.

# Table A.4: Differences required for significance

Table A.4: Differences required for significance.

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

## Sample profile

## Profile of young people

Table A.5 outlines the details of the sample profile for the 2024 study; covering all 11 to 17 year olds (and the small number of 18 year olds) who participated in the Young People Omnibus (YPO).

## Table A.5 - Sample profile 2024



Table A.5: Sample profile 2024

Sample group	Unweighted (number)	Unweighted (percentage)	Weighted (percentage)
<b>Total</b>	3,869	100%	100%
<b>Gender of pupils</b>			
<b>Male</b>	1,767	46%	48%
<b>Female</b>	1,931	50%	47%
<b>Non-binary</b>	46	1%	1%
<b>My gender is not listed</b>	59	2%	2%
<b>Prefer not to say</b>	66	2%	2%
<b>Age of pupils</b>			
<b>11</b>	152	4%	4%
<b>12</b>	674	17%	18%
<b>13</b>	651	17%	19%
<b>14</b>	682	18%	20%
<b>15</b>	828	21%	21%
<b>16</b>	472	12%	12%
<b>17</b>	386	10%	6%
<b>18</b>	24	1%	Less than 0.5%
<b>Year of pupils<sup>1</sup></b>			
<b>7</b>	723	19%	19%
<b>8</b>	665	17%	19%
<b>9</b>	597	15%	19%
<b>10</b>	770	20%	18%
<b>11</b>	609	16%	18%
<b>12</b>	505	13%	7%
<b>Ethnic origin</b>			
<b>White</b>	2,772	72%	69%
<b>Black and Minority Ethnic (BME)</b>	1,039	27%	30%
<b>Region</b>			
<b>London</b>	271	7%	14%
<b>South East</b>	652	17%	14%
<b>South West</b>	216	6%	8%
<b>North East</b>	125	3%	4%
<b>North West</b>	416	11%	11%
<b>East of England</b>	342	9%	10%
<b>East Midlands</b>	721	19%	8%
<b>West Midlands</b>	320	8%	10%
<b>Yorkshire and the Humber</b>	259	7%	9%
<b>Scotland</b>	343	9%	7%
<b>Wales</b>	204	5%	4%

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# Profile of schools

In this section we analyse how the sample of participating schools compares with the population of schools that are eligible for YPO (such as maintained secondary schools in England, Wales and Scotland). The information for England and Wales is drawn from Department for Education's (DfE's) 'Get Information About Schools' database, and the equivalent for Scotland. Less detailed information is available on the sampling frames for schools in Wales and Scotland, and the analysis is based on the information available for each nation for each variable. We analyse the profiles of schools for a range of variables, including school type; regional distribution; urban or rural profile; and proportion of pupils eligible for free school meals.

## Type of establishment

Figures for type of establishment are shown in Table A.6. The proportions in the population and starting sample are similar, except for a higher proportion of academies and a lower proportion of independent schools selected within the sample. For the schools who participated, there is a slight over-representation in the proportion of local authority maintained schools and Scottish schools, and a slight under-representation of independent schools and free schools, which was corrected by weighting the data.

### Table A.6: Profile of school type for school population and YPO starting or participating sample

School type	Percentage of population (all schools eligible to be sampled)	Percentage of all schools sampled for YPO 2024	Percentage of schools participating in YPO 2024
Academies	59%	66%	60%
Free schools	6%	5%	3%
Local authority maintained schools	14%	15%	17%
Independent schools	10%	4%	4%
Welsh schools	5%	4%	6%
Scottish schools	6%	6%	10%

The regional breakdown of the population, starting sample, and participating sample is shown in Table A.7. The participating sample over-represents schools in Scotland compared with the starting sample and

population, and slightly underrepresents schools in London.

## Table A.7: Regional profile for school population and YPO starting or participating sample

Table A.7: Regional profile for school population and YPO starting or participating sample

Region	Percentage of population (all schools eligible to be sampled)	Percentage of all schools sampled for YPO 2024	Percentage of schools participating in YPO 2024
East Midlands	8%	8%	9%
East of England	10%	10%	10%
London	15%	15%	10%
North East	4%	4%	4%
North West	11%	12%	14%
Scotland	6%	6%	10%
South East	15%	15%	13%
South West	9%	8%	7%
Wales	4%	4%	6%
West Midlands	11%	11%	9%
Yorkshire and the Humber	8%	8%	9%

The participating sample slightly over-represents schools in urban areas, and under-represents schools in rural areas, when compared to both the sampled schools and eligible population.

## Table A.8: Rural or urban profile for school population and YPO starting or participating sample

Table A.8: Rural or urban profile for school population and YPO starting or participating sample

Urban or rural	Percentage of population (all schools eligible to be sampled)	Percentage of all schools sampled for YPO 2024	Percentage of schools participating in YPO 2024
All urban	85%	87%	93%

<b>All rural</b>	15%	13%	7%
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Table A.9 shows the proportions eligible for Free School Meals in England. The figures for the population and starting sample are broadly comparable, whereas the figure is lower for the schools who participated.

# Table A.9: School size, and average percent pupils eligible for free school meals for school population and YPO starting or participating sample

Table A.9: School size, and average percent pupils eligible for free school meals for school population and YPO starting or participating sample

Data definitions	Percentage of population (all schools eligible to be sampled)	Percentage of all schools sampled for YPO 2024	Percentage of schools participating in YPO 2024
Average percentage free school meals (England and Wales)	19.99%	19.96%	16.82%

The sample of schools participating in YPO 2024 is broadly representative of the population, with a similar profile in terms of types of establishments, regions, free school meals, and urbanity profile. Differences in the profile of the achieved sample compared with the population are taken into account within the weighting of survey findings.

<sup>1</sup> Or equivalent year groups in Scotland.

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# List of gambling activities and definitions

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## List of gambling activities

The survey contained 4 questions which were designed to identify gambling experience and establish rates of active involvement in gambling among young people during the past 7 days, 4 weeks, 12 months and more than 12 months ago.

All young people were asked whether they had ever experienced a range of 17 gambling activities shown in a list. For each activity they had ever experienced, they were then asked when they last did so, whether they had spent their own money on it and when they last spent their own money.

The list of gambling activities which formed the basis of the gambling prevalence questions is shown in Table A.10.

## Table A.10: List of gambling activities

The list of gambling activities are:

- National Lottery draw for example Lotto, EuroMillions or Set for Life, either with a physical ticket or playing online
- National Lottery Scratchcards (not free Scratchcards)
- National Lottery online instant win games
- other Lotteries (for example The Health Lottery, People's Postcode Lottery, or other smaller lotteries)
- arcade gaming machines (for example penny pusher or claw grab machine)
- fruit or slot machines (for example at an arcade, pub or social club)
- gambling machines in a betting shop
- cards for money (for example with friends or family)
- bingo at a bingo club
- bingo at somewhere other than a bingo club (for example social club or holiday park)
- bingo online (for example Foxy Bingo, Gala Bingo or Tombola)
- bet for money between friends or family
- bet on esports (electronic sports such as playing video games competitively) online
- bet at a betting shop or bookies (for example on football or horse racing)
- bet on a betting website and/or app (for example on football or horse racing)
- game inside a casino
- casino games online (for example online poker or online roulette for money).

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# Definitions

Table A.11 provides definitions for terms referenced throughout the report.

## Table A.11: Definitions of terms used within the report

### Gambling

For the purpose of this study 'gambling' includes things like buying Lottery tickets, placing a private bet, playing cards for money and playing on fruit machines.

### Active involvement in gambling

Young people who participated in the survey were first asked if they had ever done any of the following list of 17 activities:

- National Lottery draw for example Lotto, EuroMillions or Set for Life, either with a physical ticket or playing online
- National Lottery Scratchcards (not free Scratchcards)
- National Lottery online instant win games
- other Lotteries (for example The Health Lottery, People's Postcode Lottery, or other smaller lotteries)
- arcade gaming machines (for example penny pusher or claw grab machine)
- fruit or slot machines (for example at an arcade, pub or social club)
- gambling machines in a betting shop
- cards for money (for example with friends or family)
- bingo at a bingo club
- bingo at somewhere other than a bingo club (for example social club or holiday park)
- bingo online (for example Foxy Bingo, Gala Bingo or Tombola)
- bet for money between friends or family
- bet on esports (electronic sports such as playing video games competitively) online
- bet at a betting shop or bookies (for example on football or horse racing)
- bet on a betting website and/or app (for example on football or horse racing)
- game inside a casino
- casino games online (for example online poker or online roulette for money).

Those who selected at least one of these activities were then asked if they had ever spent their own money on these activities, with 'own money' noted as meaning pocket money, birthday money or any money they earned themselves or got as a reward. Those who had spent their own money on at least one

of the 17 listed activities were asked when they last spent their own money on the activities. Those who cited having spent their own money on any of these activities within the last 12 months are defined as being actively involved in gambling.

## **Experience of gambling**

Young people who had ever done any of the 17 gambling activities listed above, but not necessarily spending their own money on doing so, are described as having some experience of gambling.

## **Regulated forms of gambling**

Those gambling activities which are licensed and regulated by the Gambling Commission including betting or casino gaming provided by a licensed operator online or from premises, playing the National Lottery or other lottery products. This categorisation could also include illegal gambling websites which young people are unaware are illegal. This categorisation also includes playing gaming machines in betting shops, bingo premises, casinos or arcades. Due to different categories and requirements relating to gaming machines this report may include some gaming machine play which is not directly regulated by the Commission and in some incidences can be legally played by children and young people.

## **Unregulated forms of gambling**

Those gambling activities which fall outside the remit of the Commission such as non-commercial gambling between friends and family or playing bingo somewhere other than a bingo club.

## **Lotteries or lottery style games**

Includes National Lottery draws (for example Lotto, EuroMillions or Set for Life) either with a physical ticket or playing online, National Lottery Scratchcards (not free Scratchcards), National Lottery online instant win games, and Other Lotteries (for example The Health Lottery, People's Postcode Lottery, or other smaller lotteries).

## **Experience of lotteries and lottery style games**

Includes both spending their own money to play lotteries and lottery style games, as well as experiencing without spending their own money, which might potentially include picking lottery numbers for others or scratching off the numbers on someone else's ticket or card.

## **Games and gaming machines**

Includes arcade gaming machines (for example penny pusher or claw grab machine), fruit or slot machines (for example at an arcade, pub or social club), gambling machines in a betting shop, and cards for money

(for example with friends or family).

## **Bingo**

Includes bingo at a bingo club, bingo at somewhere other than a bingo club (for example social club, holiday park), and bingo online (for example Foxy Bingo, Gala Bingo or Tombola).

## **Placing a bet**

Includes activities such as placing a bet for money between friends or family, placing a bet on eSports (electronic sports such as playing video games competitively) online, placing a bet at a betting shop or bookies (for example on football or horse racing), and placing a bet on a betting website and/or app (for example on football or horse racing).

## **Casino games**

Includes playing a game inside a casino and playing casino games online (for example online poker or online roulette for money).

## **Accessing adults-only areas**

Young people who recalled playing arcade gaming machines were asked if they had ever done so in an adults-only area, for example an adults (18 years old and over) only section of an amusement arcade, bowling alley, holiday park or pub.

## **eSports**

Short for electronic sports, eSports is the competitive playing of video, particularly between professional players, individually or as teams.

## **In-game items**

Skins are one example of in-game items which can be won or bought within a video game to change the appearance of a character, avatar or weapon. On some websites (separate to the game itself), players can trade, bet on and sell their skins in exchange for cash. This is called skins gambling. One commonly used method for players to acquire in-game items is through in-game payments to open loot boxes which contain an unknown quantity and value of in-game items. The use of features which include expenditure and chance has led to concern that loot boxes are akin to gambling. The Commission's view on skins gambling, loot boxes and related issues is as set out in the position paper published in March 2017 - [Virtual currencies Esports and social casino gaming](#).



