

Underage Gambling in England and Wales

A research study among 11-16 year olds
on behalf of the National Lottery
Commission

June 2011

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Introduction

This report presents findings from the 2011 Young People Omnibus Survey of secondary school pupils, carried out by the Ipsos MORI Social Research Institute on behalf of the National Lottery Commission.

Objectives

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

- Children's rates of gambling on different types of game.
- Gambling patterns and behaviours of underage players of the National Lottery.
- Use of the National Lottery website.
- Awareness of legal age restrictions for the National Lottery and other age-limited activities.

Methodology

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

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

Edubase – a comprehensive listing of secondary schools in England and Wales – was used as the sampling frame. Special schools and sixth form colleges were excluded from the sampling frame. The frame was stratified by Government Office Region (GOR) and, within each stratum, schools were selected proportional to the number of pupils attending the school. A total sample of 575 middle and secondary state schools in England and Wales was drawn. One curriculum year (Year 7-Year 11) was randomly allocated to each sampled

school: interviewers attempted to secure interviews with one randomly-selected class group from that year group. Interviewers were instructed to select only mixed ability class groups for interview.

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

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

Fieldwork for the study was conducted between 23rd January – 15th April 2011. Of the 575 schools approached, 113 schools participated, giving an unadjusted school response rate of 20%. Overall, fully completed questionnaires were obtained from 2,739 pupils, an average of 24 pupils per class.

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

The computer tabulations can be found in a separate volume along with further technical details of the study.

Acknowledgements

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

Ipsos MORI would also like to thank Ben Haden and Sean Bevis at the National Lottery Commission for their help and involvement in the project.

Presentation and interpretation of data

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

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

Report conventions

The Young People Omnibus interviews children and young people aged 11-16. However, throughout the report findings are mostly based on those who are below the legal age to play National Lottery games (pupils aged 11-15). We refer to this group throughout the report as 'children'. When describing pupils aged 16 we refer to them as 'young people'.

Trends are reported based on findings from previous National Lottery Commission studies into secondary school age gambling behaviour conducted in 2008, 2007 and 2005/6. During these studies the following number of questionnaires were completed: 2008 (2,387); 2007 (2,417) and 2005/6 (8,017). Findings from 2005/6 are based on research conducted amongst those in school years 8 and 10. As such, comparisons with 2005/6 have been made using results from school years 8 and 10 only.

Publication of data

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

Executive summary

Executive summary

This report presents findings from the Young People Omnibus which was conducted on behalf of the National Lottery Commission. The survey looked at children (aged 11-15) and young people's (aged 16) stated gambling participation and behaviours. Results are based on data from 2,739 11-16 year olds, of which 2,487 were aged 11-15. Where possible, comparisons are made with previous National Lottery Commission underage gambling prevalence studies conducted in 2009, 2008 and 2005/6.

- A quarter (23%) of children aged 11-15 report having gambled for money in the past week, which – following a slight dip in gambling levels in 2008 when 19% children had spent money on gambling – is in line with gambling rates in 2007 (22%).
- One in ten (10%) children aged 11-15 report playing a National Lottery game in the past week. This is in line with levels of National Lottery play across the five years that this survey has been conducted: overall rates of playing National Lottery games was 9% in both 2008 and 2007. Similarly, levels of spending on National Lottery games among players have not increased over time.
- Boys are more likely than girls to have gambled in the past week. They are more likely to have played a National Lottery game (14% compared with 7% of girls), placed a private bet (12% compared with 3%) and to have played a free or practice gambling game (21% compared with 9%). These findings are in line with recent research on adult gambling, where prevalence is greater amongst men.
- Around one in seven (15%) children aged 11-15 have played free or practice gambling games in the past week. The most popular form of practice gaming is through the Facebook social network website.
- National Lottery participation rates increase once young people are legally entitled to play: the prevalence of National Lottery gambling is around twice as high among 16 year olds as among 11-15 year olds (22% aged 16 had played National Lottery games in the week preceding their interview compared with 10% aged 11-15). The findings suggest there is a latent demand to play the National Lottery among children, but that the current age restrictions are relatively successful. Illegal gambling – buying tickets without the presence of an adult – appears to be more prevalent amongst those on the cusp of becoming legal National Lottery players, in that a higher proportion of 15 year olds report buying tickets independently (16% compared with 2% overall).

- Awareness of the legal age to buy National Lottery products is less widespread than other age-restricted activities like smoking cigarettes or drinking alcohol. Less than half of children (47%) know the legal age for buying a Lottery ticket is 16, while two-thirds (65%) know the legal age for buying cigarettes and three in five are aware of the purchasing ages for alcohol (62%) and placing a bet in a shop (60%). This is perhaps a reflection of the relatively high level of public attention given to the risks of drinking alcohol and smoking, and the subsequent emphasis parents place on these dangers to their children.
- Children aged 11-15 are most likely to buy National Lottery tickets from a corner shop or newsagent (46%), while a third (29%) buy tickets from a supermarket.
- Tickets purchased by children aged 11-15 are most likely to be done so at the weekend (49%). This is in line with purchasing times of young people aged 16.
- Isolating children's gambling behaviour from that of their parents is a challenging exercise. However the results indicate some parental involvement in the gambling activities that children report. The majority of children aged 11-15 (79%) report that an adult was present on the most recent occasion they purchased a ticket. In addition, child visits to the National Lottery website are usually made to check their parent's numbers (79%). This indicates that a great deal of underage National Lottery play seems to be part of family life.
- Over one in ten (13%) children aged 11-15 have ever visited the National Lottery website, which represents a slight increase in visitor numbers since 2007 (9%). While the vast majority of website visits are to check parents' numbers (73%), there is nevertheless evidence to link previous visits with a greater likelihood of playing the National Lottery (17% versus 8% who have not visited the website in the past).

Discussion and implications

- **The results indicate that various forms of gambling appeal to the same children; as such, they reinforce the importance of collective regulatory action to tackle underage gambling,** as well as action against individual forms of gambling. Those who play National Lottery games, for example, are also more likely than average to gamble on other types of game. Likewise, children who play online trial gambling games show a greater propensity to engage in 'real' gambling for money, suggesting that children may get the same buzz from playing free games as

gambling for money. **The findings suggest that monitoring children's access to free games, and ensuring they do not encourage gambling for money among under 16s, will continue to be important.**

- Collectively, the findings suggest that children's responses about their gambling experiences reflect parents' gambling habits as well as children's own. When asked about the details of their most recent purchase of a National Lottery ticket, three quarters of children reported they had been with their parents when buying the tickets; likewise, three quarters of those who had visited the National Lottery website had done so to check their parents' numbers. It is possible that children conflate their own behaviour with their parents' behaviour in their reporting, in the same way that children may say that they have a car or a house. As such, the results strongly suggest that **a proportion of the underage ticket purchases that are reported are likely to be supervised by parents** (if not made by parents on behalf of children). **Tackling underage gambling may therefore involve working with parents as well as children.** Further research to understand how families may gamble together – for example, in buying National Lottery tickets together, and watching the live draws on television – may help to unpick this further.
- **Rates of illegal underage gambling rises with age and peak at age 15, highlighting the need for ongoing vigilance among retailers to verify the age of children who may appear to be 16 when trying to buy tickets.**
- In general, **children's purchasing habits mirror those of adults:** the weekend and evenings are the most popular times for buying tickets. This is possibly because children were often with an adult when they were purchasing tickets. Nevertheless the findings highlight the fact that retailers will need to use constant vigilance, as children's spending habits and patterns echo those of legal players. It is notable, for example, that children seem to rarely buy tickets on the way to or from school, possibly because school uniforms may make retailers more wary of selling to them.
- While cornershops are still the most popular location for children to buy tickets, **it will be important to take local variations in retailing environments into account so that monitoring activities are targeted appropriately.** Children tend to have bought tickets from cornershops and, to a lesser degree, supermarkets. Children in rural areas are more likely than children in urban areas to report buying tickets from post offices, while those in relatively deprived areas are more likely than average to say they bought tickets from cornershops.

- **There may be some value in tackling children's access to free online trial games.** There is a clear link between playing free trial games on the internet and gambling for real money (online and offline). However, **regulators will need to target a range of games and websites to monitor this effectively, as children report playing games on a wide variety of websites.** Beyond the playing of games on Facebook, there is no clear pattern in children's exposure to online trial games.
- **More work to promote the legal age limits for playing the National Lottery may be of some value.** Children were less likely to know the legal age restrictions for playing the National Lottery than for other age-restricted activities like smoking and drinking. Notably, those who had actually played the National Lottery were more likely than average to think it was legal for under 16s to play the National Lottery. The direction of causality is unclear, in that children may be justifying the fact that they had already reported playing the National Lottery by reporting a lower age limit, although it seems possible that if children are accustomed to playing the Lottery with their parents they are unaware that they should not buy tickets independently.

Key Findings

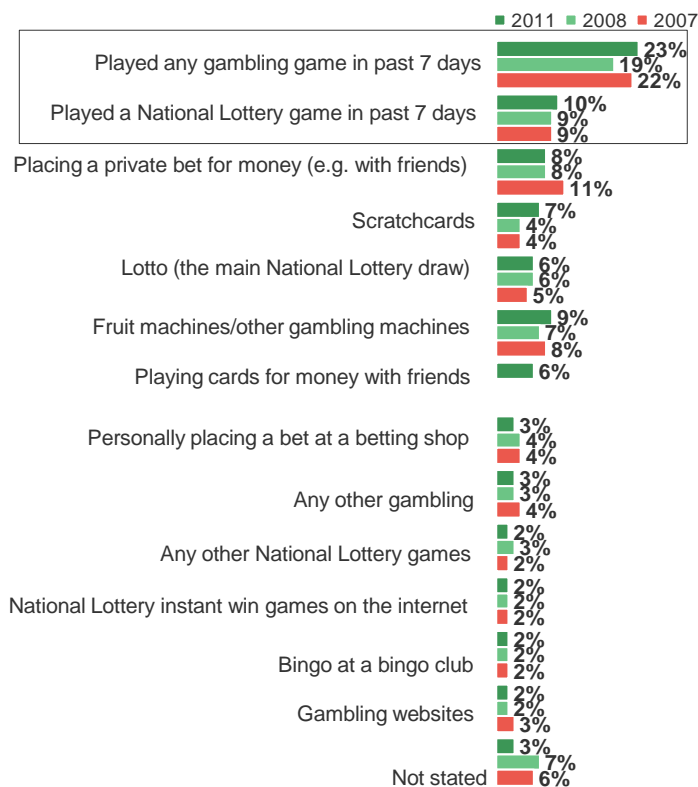
National Lottery and other gambling prevalence

Overall rates of gambling

Young people were asked to indicate which of a list of gambling games they had spent their own money on during the past week. Almost a quarter (23%) of young people aged 11-15 said they had spent money on some form of gambling in the week preceding the survey. This level of underage gambling is in line with 2007 underage gambling rates, following a slight dip in 2008.

Gambling prevalence amongst 11-15 year olds over time

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



Source: Ipsos MORI

1 Ipsos MORI Base: All children aged 11-15 (2,487), 23rd January – 15th April 2011



One in ten (10%) children aged 11-15 report having spent money on a National Lottery game in the past week. In terms of the type of National Lottery game this breaks down to

¹ 'Played any gambling game in past 7 days' includes all those who selected any pre-code gambling activity at this question. 'Played any National Lottery game in past 7 days' includes all those who selected any National Lottery game. This includes 'Scratchcards', 'Lotto (the main National Lottery draw)', 'any other National Lottery games' and 'National Lottery instant win games on the internet'. The code 'fruit machines/other gambling machines' is a combination of two separate codes, where previously just 'fruit machines' was an option.

purchasing of: Scratchcards (7%), Lotto (6%), instant win games online (2%) and other National Lottery games (2%).

Unregulated activity is the most prevalent form of gambling amongst children aged 11-15: one in ten (8%) report having placed an informal private bet for money, and six percent playing cards for money.

The survey also covered 16 year olds, and it is instructive to compare the gambling habits of 16 year olds with underage players. Sixteen year olds are twice as likely as those aged 11-15 to have played a National Lottery game in the past week (22% compared with 10%). There are no significant differences in the rates of other forms of gambling between children aged 11-15 and young people aged 16. The findings suggest there is a latent demand to play the National Lottery among children, but that the current age restrictions are relatively successful among 11-15s.

The proportion of children reporting they have gambled for money on any game has returned to 2007 levels, after a slight dip in 2008 gambling rates (23% in 2011, 19% in 2008 and 22% in 2007). Statistically, overall levels of National Lottery play have generally remained unchanged over the past six years; the proportion of children playing the National Lottery ranges from 9% to 11% but differences are not statistically significant. Looking at specific National Lottery products, rates of playing Lotto, other National Lottery games, and instant win games on the Internet are unchanged in 2011 compared with previous years. While the data suggests that rates of scratchcard play have increased in 2011, there were important changes in the wording of the question used in 2011 which mean that direct comparisons of the scratchcard data should be treated with caution. In 2011, we asked children about 'scratchcards', while in previous years this option explicitly mentioned *National Lottery* scratchcards.² Although questionnaire testing work had suggested that children tend to interpret 'scratchcards' as National Lottery scratchcards, it is possible that the use of a broader 'scratchcard' term in 2011 is linked to the slight increase in prevalence. The fact that the rates of underage play on all other Lottery and non-Lottery games has not increased over time suggests that the appeal of gambling to this age group, and their ability to access gambling games, has not increased for the under 16 group over this period.

² ***National Lottery scratchcards (not free Scratchcards) which you bought in a shop' used in 2008. In 2007 the code wording was 'National Lottery Sctachcards (not free scratchcards)'.*

Table 1: Have you spent any of your money on any of the following in the past 7 days? We want to know about games you've played yourself.

| | 2011 | 2008 | 2007 |
|---|---------|---------|---------|
| Base: all aged 11-16 | (2,739) | (2,387) | (2,417) |
| | % | % | % |
| Played any gambling game | 23 | 19 | 22 |
| Played a National Lottery game | 11 | 10 | 9 |
| Scratchcards* | 8 | 7 | 4 |
| Lotto (the main National Lottery draw) ** | 6 | 6 | 6 |
| Any other National Lottery games (e.g. Thunderball, Hotpicks, EuroMillions, Dream Number, Daily Play) | 2 | 3 | 3 |
| National Lottery instant win games on the internet | 2 | 2 | 2 |
| Placing a private bet for money (e.g. with friends) | 8 | 8 | 11 |
| Playing cards for money with friends | 6 | n/a | n/a |
| Fruit machines/ Other gambling machines | 9 | 7 | 8 |
| Personally placing a bet at a betting shop (e.g. on football or horseracing) | 3 | 4 | 4 |
| Bingo at a bingo club | 2 | 2 | 2 |
| Gambling websites (e.g. internet poker, internet casinos, internet bingo on sport or racing)*** | 2 | 2 | 3 |
| Any other gambling | 3 | 3 | 4 |
| No, none of the above | 73 | 73 | 71 |
| Not stated | 3 | 7 | 6 |

*National Lottery Scratchcards (not free Scratchcards) which you bought in a shop' used in 2008 and 2007. However in 2007 the code did not specify that the Scratchcard was bought in a shop.

**Lotto was broken out into two codes in 2008 (Lotto played online or brought from a shop)

***Other gambling websites used in 2008 and 2007

As in previous waves of this research, the results suggest that different forms of gambling appeal to the same types of children. This finding highlights the importance of linked regulatory activity across different gambling forms to tackle underage play. Specific findings include:

- Children who gamble on one game are more likely than average to gamble on other games. For example, three in ten (30%) children who played National Lottery games also played a fruit machine and a quarter (24%) played cards for money (compared with 6% overall).
- Children who have played free online trial gambling games are more likely than average to gamble for real money. Half (51%) of children who have played free or

practice games in the past week have also gambled for money, compared with a fifth (18%) of those who have not played free or practice games. This pattern continues across all gambling types, including National Lottery game play (26% versus with 8%), private betting (20% versus 6%), placing a bet personally in a betting shop (14% versus 1%) and playing Bingo at a club (14% versus 1%). It is possible that playing free games delivers the same thrill for some children as playing real money.

- The demographic profiles of those involved in gambling on different forms are similar. For example, boys are more likely than girls to spend money on gambling across a number of games. Boys are more likely to have gambled on a National Lottery game (14% compared with 7% of girls); placed a private bet (12% compared with 3%); played fruit machines (8% compared with 4%) and gambled on non-National Lottery websites (3% compared with 1%). This is in line with gambling patterns amongst the adult population where gambling is also more prevalent amongst men³.

Exposure to gambling generally is also linked with higher rates of gambling. For example, children who have visited the National Lottery website are more likely than other children to have gambled in the past week; this is despite the fact that the majority of children visited the website to check their parents' numbers rather than play themselves. Levels of gambling among those who have ever visited the National Lottery site are higher than gambling rates for non-visitors (33% compared with 20%). A fifth (17%) who have visited the National Lottery website have also played the National Lottery (compared with 8% who have not visited).

There are also a number of demographic and attitudinal differences between gamblers and non-gamblers:

- As highlighted above, and in common with all previous waves of this research, boys are more likely than girls to gamble both on National Lottery and non-National Lottery games.
- Those who say they are not doing well at school are more likely to have gambled in the past week (35% compared with 22% of those who say they are doing well).
- Children aged 11-15 who think luck is an important ingredient in getting on well in life are more likely than average to have gambled in the past week (27% versus 23% overall).

³ See 2010 British Gambling Prevalence Survey for the Gambling Commission:
<http://www.gamblingcommission.gov.uk/PDF/British%20Gambling%20Prevalence%20Survey%202010.pdf>

- Previous waves of this research have highlighted a number of other demographic factors that are associated with higher rates of gambling, including living in deprived areas, and having no siblings. However, there were no clear differences on these domains in the current research, possibly due to the fact that smaller numbers were interviewed this year.⁴

Free and practice gambling

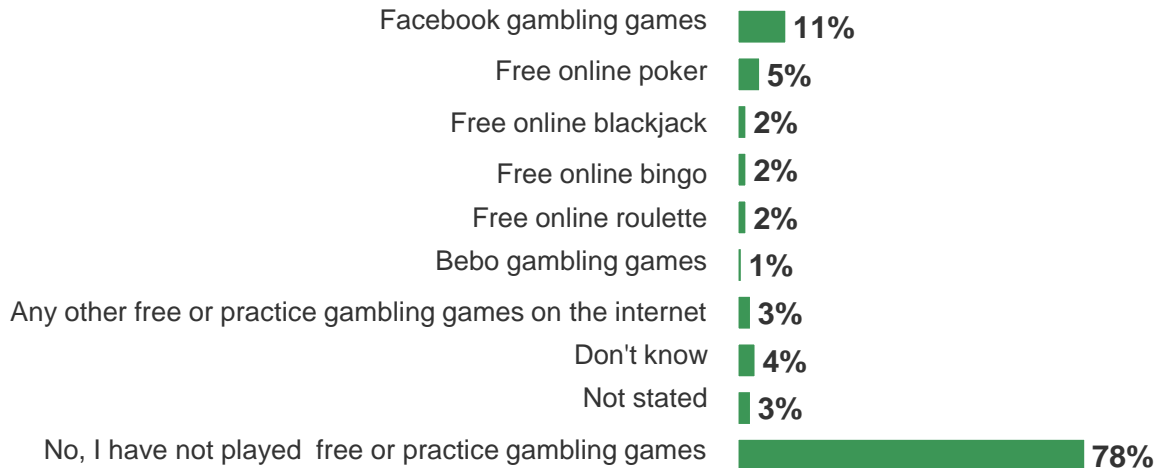
Children were asked whether they had played any free online practice gambling games in the seven days preceding the interviewing session. Fifteen percent have played free games online in the past week; this compares with 3% who say they have gambled online in the past week, and 13% who have ever visited the National Lottery website.

There is a great deal of variety in terms of the websites that children have visited to play games, suggesting that regulatory activity will need to cover a broad range of websites rather than focussing on a few websites that are typically popular with children. Notably, one in ten children (11%) say they have played free games on social networking website Facebook. However, beyond the popularity of Facebook there does not appear to be one website or type of game that has a particular appeal. We should also note that there are non-gambling games available on websites such as Facebook and Bebo, and therefore some of the reported activity here may reflect play on other types of game.

⁴<http://www.natlotcomm.gov.uk/assets-uploaded/documents/Children%20and%20gambling%20-FINAL%20VERSION%20140709.pdf>

Free or practice gambling games

Have you played any of these free or practice gambling games on the internet in the past 7 days?



Base: Children aged 11-15 (2,487), 23rd January – 15th April 2011

Source: Ipsos MORI

Ipsos MORI



Children aged 11-15 who gamble on more than one type of game, including the National Lottery, are substantially more likely to have also used free or practice games in the past week (48% multi-mode gamblers versus 15% on average). In line with the gender differences seen among those who gamble for money, boys are more likely than girls to have played practice and free games in the past week (21% compared with 9% of girls).

Awareness of legal age restrictions

Knowledge of the legal age for purchasing a National Lottery ticket is relatively low compared with most other legal age restrictions. Less than half (47%) of children know the legal restriction for the purchase of a National Lottery ticket is 16. This is similar to levels of awareness about the legal age of driving (49%). Comparatively, two thirds (65%) know the purchasing age for cigarettes, while three in five are aware of the purchasing age for purchasing alcohol and placing a bet in a shop (62% and 60% respectively).⁵

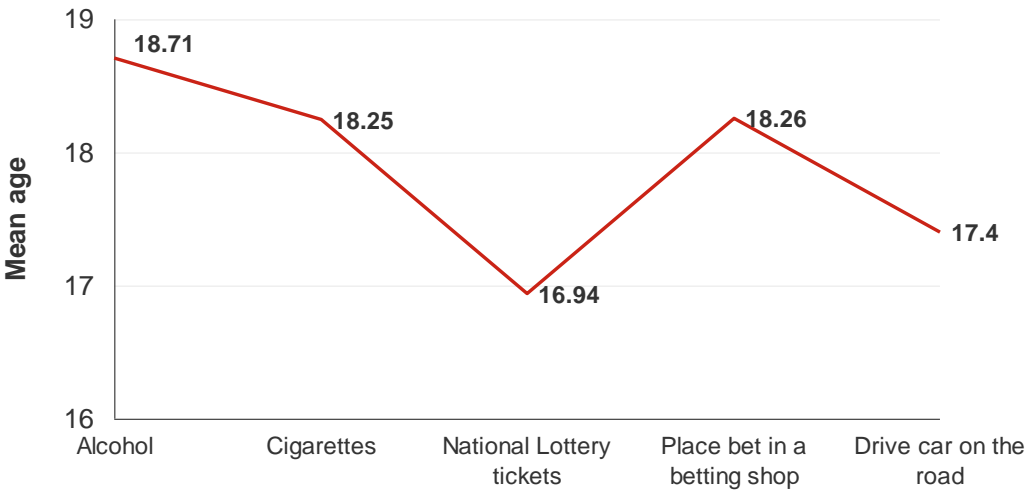
Children, on average, tend to think the legal age restrictions are higher than they are in reality. Notably, however, those who have actually played the National Lottery in the past

⁵ The legal age for buying each product is: a National Lottery ticket (16); cigarette, alcohol or placing a bet (18) and to drive a car (17).

week are more likely than others to think the legal age limit is under 16 (10% compared with 6% overall). The direction of causality is unclear here: those who have played the National Lottery may have been unaware that they were too young to buy tickets legally, or those who had admitted to playing the National Lottery earlier in the survey may have tried to justify their behaviour by stating a lower age limit. The following chart shows the mean 'legal age' estimates for each type of activity.

Knowledge of legal age restrictions

How old do you think you have to be to do each of these things, by law?
(mean ages shown)



Base: All children aged 11-15 (2,487)

Source: Ipsos MORI

Ipsos MORI



National Lottery gambling behaviour

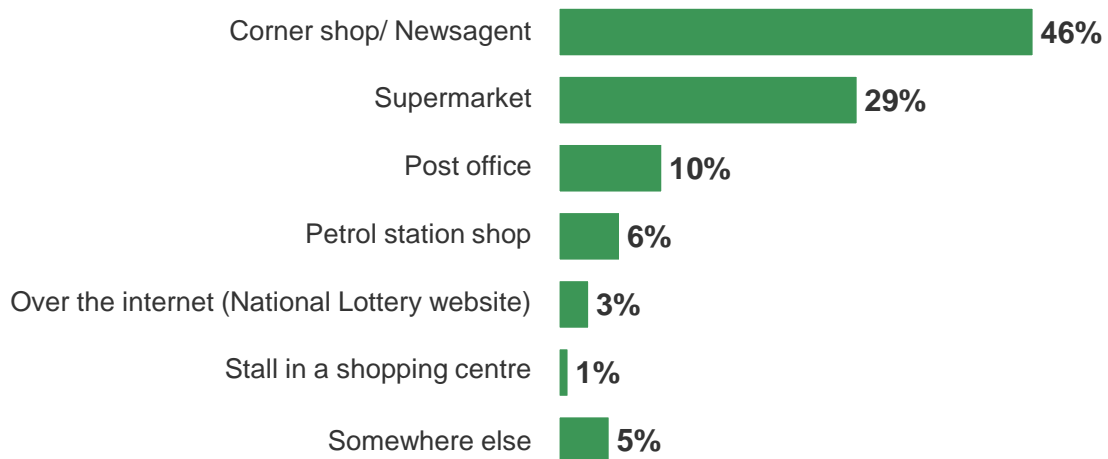
Where children buy National Lottery tickets

Children were asked to specify the details of their most recent purchase of a National Lottery ticket, including where they bought tickets, who they were with when buying, and how much they spent on tickets.

The pattern of findings about the location of ticket purchases are broadly consistent with previous waves of the research. Children who have ever bought tickets most commonly purchased them at cornershops (46%), with supermarkets also used by a substantial minority (29%). Other retail outlets are also used including post offices (10%), petrol station shops (6%) and the National Lottery website (3%).

Location of last National Lottery ticket purchase

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



Base: All children aged 11-15 who have bought a National Lottery ticket in the past and remember where it was bought (358) 23rd January – 15th April 2011

Source: Ipsos MORI

Ipsos MORI



There are some differences in the profile of children using the main ticket outlets:

- Corner shop purchases are more likely to be made by those attending schools in deprived areas⁶ (57% compared with 46% overall) and by those attending a school in a town or city (50% versus 25% of those living in a rural location).
- Those living in rural locations are more likely than others to purchase tickets from post offices (24% compared 7% of those living in urban locations). This may be explained to some extent by relative volume of post offices in rural areas and that the premises are often combined with newsagents.

When are National Lottery tickets purchased?

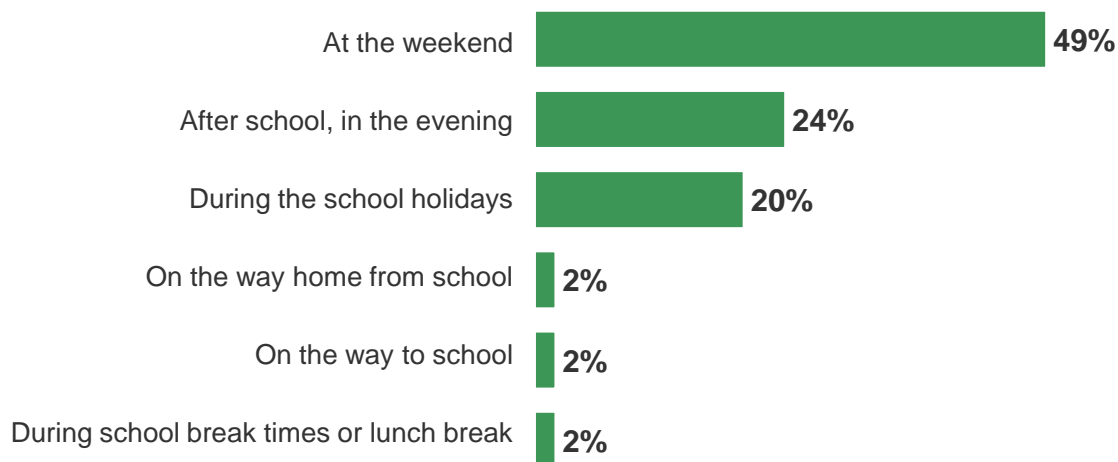
Young people were asked when they last bought a National Lottery ticket. Children aged 11-15 who have previously purchased a ticket most commonly buy them at the weekend (49%). This is in line with adult purchases⁷, most of which occur before the main weekend National Lottery draws. Other popular times to purchase a ticket are in the evening after school (24%) and during the holidays (20%). However most children do not report buying tickets in and around regular school hours with only a very small proportion bought either on the way to school, during breaks or on the way home from school (2% of purchases are made at each of these times). This is probably a reflection of school uniforms providing a clear way for shop-keepers to identify those of school age, and who therefore may be aged under 16.

⁶ This represents the top third of the English IMD

⁷ <http://www.gamblingcommission.gov.uk/PDF/British%20Gambling%20Prevalence%20Survey%202010.pdf>

Time of last National Lottery ticket purchase

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



Base: All children aged 11-15 who have bought a National Lottery ticket in the past and remember where it was bought (311) 23rd January – 15th April 2011

Source: Ipsos MORI

Ipsos MORI



There were few differences between different groups of children in terms of when tickets are purchased. However, there were some small differences:

- Girls are more likely to buy tickets at the weekend compared with boys (57% compared with 49% overall); and
- 16 year olds generally buy tickets at similar times to 11-15s, but are slightly more likely to obtain a ticket on the way home from school (8% compared with 2% of underage gamblers).

Who accompanies children when they purchase a National Lottery ticket?

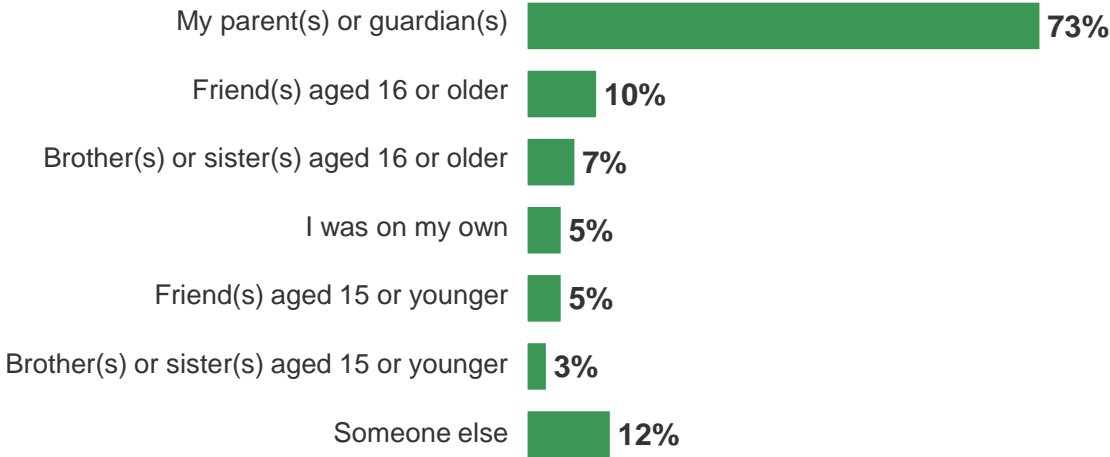
Children were asked who they were with on the most recent occasion they bought National Lottery tickets. The results strongly indicate that a great deal of children's play is done with adults rather than independently or with other underage players. Four in five (79%) tickets purchased were bought accompanied with someone aged 16 or over: 73% were with their parent or guardian and one in ten with a legal aged friend or sibling (12% and 7% respectively). Conversely, one in ten (8%) were bought with someone aged younger than 16

(6% with a friend and 3% with a sibling aged under 16) and one in twenty (5%) were on their own. It is notoriously difficult to isolate legal and illegal purchasing of National Lottery tickets⁸, but the results strongly suggest a proportion of underage play is likely to be done under parental supervision. They also suggest that much underage play that is evident in the results is likely to be legal, rather than illegal play.

Clear illegal purchasing of National Lottery tickets, where children aged 11-15 report buying on their own, is most widespread amongst 15 year olds (16% versus 2% of 11-15 year olds on average). The findings indicate the need for vigilance among retailers among children who appear to be 16 years of age, and the need for identity checks to verify children’s ages.

Who is present when the National Lottery tickets are purchased?

The last time you bought National Lottery tickets (e.g. Lotto and EuroMillions) or Scratchcards, who were you with when you bought them?



Base: All children aged 11-15 who have bought a National Lottery ticket in the past and remember where it was bought (388) 23rd January – 15th April 2011

Source: Ipsos MORI

Ipsos MORI



Parent-accompanied National Lottery play is most widespread amongst younger age groups and decreases as children get older. Almost nine in ten (86%) 11-12 year olds were accompanied by an adult, compared with seven in ten (69%) 13-14 year olds and two in five (40%) 16 year olds. Two in five (43%) of young people aged 16 were on their own when they last bought a National Lottery ticket compared with one in five (18%) 15 year olds.

⁸ It is difficult to ascertain through quantitative means whose money is being spent, who was at the shop counter, and who handed over the money at the counter.

Amount of money spent on purchasing Lotto tickets

Those who had bought tickets in the past week were asked to specify the amount they had spent on them. Almost half of 11-15 year olds (45%) say they spent between £1-£2, a third (32%) spent £2-£5 and one in five (18%) over £5.

Comparisons of spending habits over time are limited by the small numbers of children who have bought National Lottery tickets (and therefore small numbers of respondents answering these questions). However, the proportion of child Lotto players reporting they spent over £5 in the past week appears to have decreased over time.

Table 2: Amount of money spent on Lotto in the seven days preceding survey completion (And how much of your own money did you spend on Lotto in the past 7 days?⁹)

| | 11-16 (2011) | 11-15 (2011) | 11-15 (2008) | 11-15 (2007) |
|--|--------------|--------------|--------------|--------------|
| Base: all those who bought a National Lottery ticket and specified an amount | (119) | (85) | (89) | (81) |
| | % | % | % | % |
| Less than £1 | 3 | 4 | 10 | 6 |
| £1.00 | 32 | 30 | 23 | 25 |
| £1.01 - £2.00 | 20 | 15 | 6 | 24 |
| £2.01 - £3.00 | 11 | 12 | 8 | 8 |
| £3.01 - £4.00 | 8 | 7 | 14 | 3 |
| £4.01 - £5.00 | 11 | 13 | 8 | 9 |
| £5.01 - £10.00 | 3 | 2 | 10 | 9 |
| £10.01 - £20.00 | 4 | 5 | 9 | 3 |
| £20 or more | 9 | 11 | 15 | 13 |
| More than £5 | 15% | 18% | 33% | 23% |

Spending on Lotto appears to differ across sub-groups, although findings are purely indicative and cannot be made with confidence due to very small base sizes. It appears that as with overall gambling prevalence, boys tend to have a greater propensity than girls to spend higher amounts of money on Lotto. In addition high spenders include players of free or practice games and players who gamble on multiple games¹⁰.

⁹ Codes which do not sum to 100% is due to rounding. This is the case with 2008 figures where the percentages add up to 103%.

¹⁰ Findings cannot be provided with statistical confidence due to small base sizes. However looking at raw figures the following sub-groups appear more likely to spend over £5 on Lotto over the course of a week: boys (15 versus 1 girl); players of free or practice gambling (11 versus 5 who have not played a free or practice game in the past week) and players of multiple games (13 versus 3 non-multiple format players).

National Lottery website

Just over one in ten (13%) children aged between 11-15 have visited the National Lottery website.

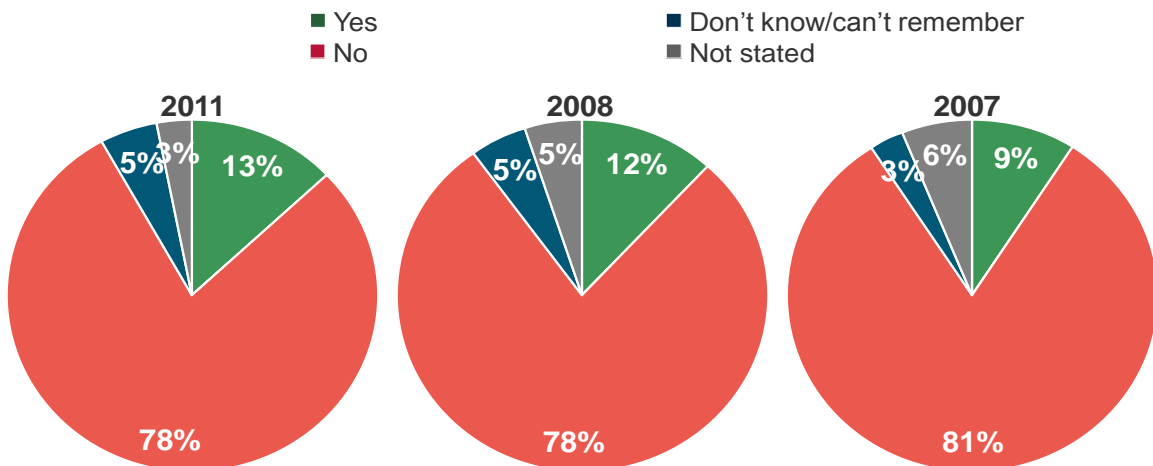
Active gamblers are among those most likely to have visited the website. A fifth (22%) who have spent money on National Lottery games in the past week and almost a quarter (23%) who have played free or practice games in the past week have visited the website (compared with 13% overall).

Furthermore, those attending schools in areas of social deprivation¹¹ are more likely to have visited the website (16% compared with 13% overall).

As illustrated in the following chart, the proportion of children who have visited the National Lottery website has risen slightly since 2007 (13% now report having visited the website compared with 9% in 2007).

Visits to the National Lottery website

Have you ever visited the National Lottery website?



Base: Secondary children aged 11-15 (2,487), 23rd January – 15th April 2011

Ipsos MORI

Source: Ipsos MORI



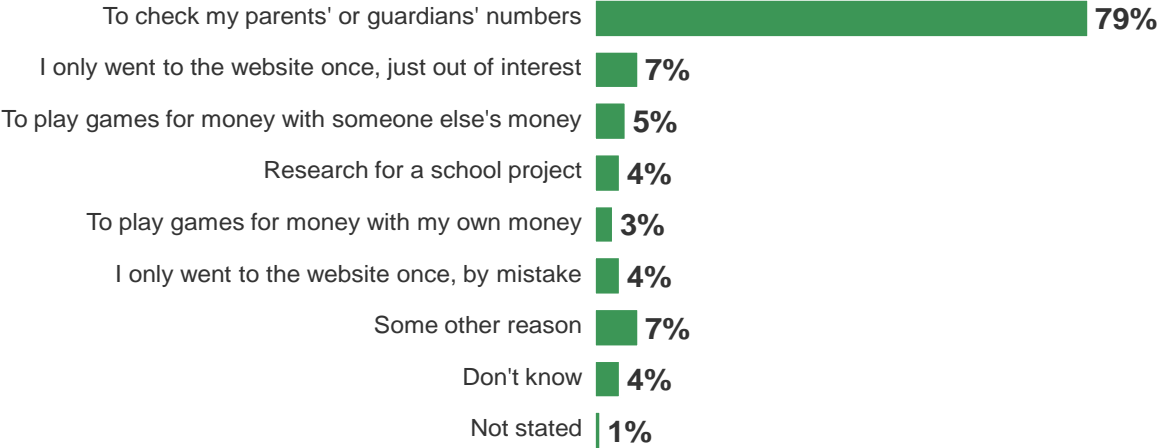
¹¹ Figures based on a high IMD (Index of Multiple Deprivation) rating - the top third most deprived segment - in England. IMD is based on postcode, and in this case, reflects how poor or affluent the area of the school is. Postcodes are given a value between 1 and 100 (1 being the highest level of prosperity and 100 the lowest).

The vast majority (79%) of children say their visit to the National Lottery website was made to check their parent or guardian’s National Lottery numbers, while one in ten (9%) visit to play games for money (5% with someone else’s money and 3% with their own).


Patterns of website use are broadly in line with 2008 when ‘checking parent’s numbers’ was also the main reason for visiting. However, as a possible result of tighter controls, young people are now less likely to say they visited the website to play games with their own money or someone else’s money (3% and 5%, respectively, compared with 10% and 9% in 2008). Other reasons for visiting the National Lottery website are single visits out of interest (7%) and to do some research for a school project (4%), while some say they visited by mistake (4%).

Reasons for visiting the National Lottery website

Thinking about all the times that you’ve been to the National Lottery website, which of the following reasons below, if any, explain why you went to that website?



Base: All children aged 11-15 who visited the National lottery site2011 (323), 23rd January – 15th April 2011
Ipsos MORI

Source: Ipsos MORI


Appendices

Sample profile

| Table 3: Sample profile | Number | Unweighted % | Weighted % |
|---------------------------------|---------------|---------------------|-------------------|
| Total | 2739 | | |
| Gender of Pupils | | | |
| Male | 1296 | 47 | 50 |
| Female | 1319 | 52 | 49 |
| Age of Pupils | | | |
| 11 | 276 | 10 | 18 |
| 12 | 551 | 20 | 18 |
| 13 | 608 | 22 | 19 |
| 14 | 594 | 22 | 19 |
| 15-16 | 710 | 26 | 26 |
| Year of Pupils | | | |
| 7 | 616 | 22 | 29 |
| 8 | 499 | 18 | 17 |
| 9 | 701 | 26 | 22 |
| 10 | 474 | 17 | 15 |
| 11 | 449 | 16 | 17 |
| Ethnic Origin | | | |
| White | 2213 | 81 | 82 |
| BME | 511 | 18 | 19 |
| Household Composition | | | |
| Two parents in household | 2049 | 75 | 76 |
| Single parent in household | 617 | 23 | 21 |
| Sibling in household | 2236 | 82 | 81 |
| Work Status of Household | | | |
| Two parents work | 1786 | 65 | 67 |
| One parent works | 704 | 26 | 25 |
| No parent works | 249 | 9 | 8 |
| Region | | | |
| London | 390 | 14 | 16 |
| South East | 233 | 9 | 10 |
| South West | 165 | 6 | 9 |
| North East | 101 | 4 | 5 |
| North West | 168 | 6 | 13 |
| Eastern | 837 | 31 | 12 |
| East Midlands | 330 | 12 | 8 |
| West Midlands | 215 | 8 | 11 |
| Yorkshire & Humberside | 137 | 5 | 9 |
| Wales | 163 | 6 | 6 |

Source: Ipsos MORI

Statistical reliability

The respondents to the questionnaire are only samples of the total population, so we cannot be certain that the figures obtained are exactly those we would have if everybody had been interviewed (the true values). We can, however, predict the variation between the sample results and the true values from knowledge of the size of the samples on which the results are based and the number of times that a particular answer is given. The confidence with which we can make this prediction is usually chosen to be 95% - that is, the chances are 95 in 100 that the true value will fall within a specified range. The table below illustrates the predicted ranges for different sample sizes and percentage results at the 95% confidence interval.

| Table 4: Size of sample on which survey results is based | Approximate sampling tolerances applicable to percentages at or near these levels | | |
|--|---|------------|-----|
| | 10% or 90% | 30% or 70% | 50% |
| | ± | ± | ± |
| 100 interviews | 6 | 9 | 10 |
| 500 interviews | 3 | 4 | 4 |
| 1,000 interviews | 2 | 3 | 3 |
| 2,487 interviews (<i>Young People Omnibus children aged 11-15</i>) | 1 | 2 | 2 |

Source: Ipsos MORI

For example, with a sample of 2,487 where 30% give a particular answer, the chances are 95 in 100 that the “true” value (which would have been obtained if the whole population had been interviewed) will fall within the range of plus or minus 2 percentage points from the sample result.

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

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

| Table 5: Size of sample compared | Differences required for significance at or near these percentage levels | | |
|----------------------------------|--|------------|-----|
| | 10% or 90% | 30% or 70% | 50% |
| 100 and 100 | 8 | 13 | 14 |
| 250 and 100 | 7 | 11 | 12 |
| 500 and 250 | 5 | 7 | 8 |
| 500 and 500 | 4 | 6 | 6 |
| 1,000 and 500 | 3 | 5 | 5 |
| 1,000 and 1,000 | 3 | 4 | 4 |
| 1,500 and 1,000 | 2 | 4 | 4 |

Source: Ipsos MORI

Trend gambling activity based on those from years 8 and 10 only

The following table shows overall gambling prevalence figures for children aged 11-15 in 2011, 2008, 2007 and 2005/6 based on school years 8 and 10 only. In 2005/06 only pupils from school years 8 and 10 completed the survey; we have therefore taken results for these year groups only from other survey years to allow comparisons over time.

Table 6: Have you spent any of your money on any of the following in the past 7 days? We want to know about games you've played yourself.

| | 2011 | 2008 | 2007 | 2005/6 |
|---|-------|-------|-------|---------|
| Base: all aged 11-15 | (877) | (825) | (793) | (8,017) |
| | % | % | % | % |
| Played any gambling game | 24 | 20 | n/a | 26 |
| Played a National Lottery game | 10 | 8 | 8 | 8 |
| Scratchcards* | 7 | 4 | 3 | 6 |
| Lotto (the main National Lottery draw) ** | 5 | 6 | 4 | 5 |
| Any other National Lottery games (e.g. Thunderball, Hotpicks, EuroMillions, Dream Number, Daily Play) | 2 | 3 | 2 | 6 |
| National Lottery instant win games on the internet | 2 | 2 | 2 | 1 |
| Placing a private bet for money (e.g. with friends) | 10 | 10 | 10 | 10 |
| Playing cards for money with friends | 9 | n/a | n/a | n/a |
| Fruit machines | 6 | 7 | 9 | 17 |
| Personally placing a bet at a betting shop (e.g. on football or horseracing) | 2 | 4 | 4 | 3 |
| Bingo at a bingo club | 2 | 2 | 3 | 2 |
| Gambling websites (e.g. internet poker, internet casinos, internet bingo on sport or racing)*** | 3 | 2 | 2 | n/a |
| Other gambling machines | 4 | 3 | 3 | 3 |
| Any other gambling | 4 | 3 | 3 | 2 |
| No, none of the above | 73 | 75 | 73 | 71 |
| Not stated | 3 | 5 | 4 | 4 |

*National Lottery Scratchcards (not free Scratchcards) which you bought in a shop' used in 2008 and 2007. However in 2007 the code did not specify that the Scratchcard was bought in a shop. In 2005/6 the code was called 'Scratchcards (not free Scratchcards)'.

**Lotto was broken out into two codes in 2008 (Lotto played online or brought from a shop)

***Other gambling websites used in 2008 and 2007

Letter to schools

The following letter was sent to schools inviting them to take part in the Young People Omnibus.

Ipsos MORI National Young People Omnibus 2011

December 2010

ID:

Dear

I'm writing to invite your pupils to take part in our Young People Omnibus survey. Building on the success of previous years, this is the 18th wave of an annual study, and we would very much welcome your school's participation.

What is the Young People's Omnibus?

The Young People Omnibus is a large-scale survey of pupils aged 11-16 in England and Wales. A range of public and voluntary sector organisations use the survey as a way of finding out what young people think about a range of social and personal issues. For example, questions on this year's survey aim to discover what young people think about their future education, training and career pathways.

Previous clients on the survey have included the DfE, Ofsted, QCDA, the Scouts and Girl Guides, and the young people's volunteering charity vInspired. To prevent any potential bias in the results, we cannot currently reveal this year's clients to you; instead, our interviewer will provide these details to a member of staff at the end of the survey session.

How does it work?

The survey is taking place in the run up to Easter (**Jan-April 2011**) and will last **20-30 minutes** in total. We are very conscious of the heavy demands placed on pupils and teachers and hope to minimise any disruption to the school routine by randomly selecting just one class to participate in the survey. An experienced Ipsos MORI interviewer will attend the class, explain the survey process and hand out a self-completion questionnaire. (S)he will be on hand to answer any queries and to collect the completed questionnaires. We also offer a Welsh language version of the questionnaire should this be appropriate.

Participation in the survey is completely confidential: school and pupil names will not be revealed to any of the sponsors, or identified in any analysis.

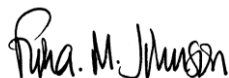
Why should my school take part?

This is an important opportunity for your pupils' opinions to be heard on a range of issues with an impact on their lives. As a thank you for taking part, participating schools will receive a resource pack in at the end of the study (June) to assist with the planning and teaching of modules relating to citizenship or PSHE. The pack will contain some of the overall findings from the survey (schools will not be individually identified). Pupils will also be given an Ipsos MORI pen to complete the survey and as a thank you for taking part.

An Ipsos MORI representative will contact you soon to explain the process in more detail. If your school does not wish to participate in the survey, please just tell our interviewer when they call – there's no need for you to let us know in advance.

We very much hope that your school will want to take part in this research.

Yours faithfully,



Fiona Johnson
Research Director
Head of Education Research

Questions

The following questions were asked on behalf of the National Lottery Commission on the Young People Omnibus:

The next few questions are about the National Lottery. The National Lottery includes games such as the Lotto, Dream Number and Thunderball, as well as Scratchcards. Remember, everything you tell us is confidential; no-one at school will see your answers.

Q1. Have you spent any of YOUR money on any of the following in the past 7 days? We want to know about games you played yourself. PLEASE TICK ALL THAT APPLY

Lotto (the main National Lottery draw)

Scratchcards

National Lottery instant win games on the internet

Any other National Lottery games (e.g. Thunderball, Hotpicks, EuroMillions, Dream Number, Daily Play)

Fruit machines

Bingo at a bingo club

Personally placing a bet at a betting shop (e.g. on football or horseracing)

Placing a private bet for money (e.g. with friends)

Playing cards for money with friends

Gambling websites (e.g. internet poker, internet casinos, internet bingo, internet betting on sport or racing)

Other gambling machines

Any other gambling

No, none of the above

Q2. And how much of your own money did you spend on Lotto in the past 7 days? PLEASE TICK ONE BOX ONLY

Nothing, I have not played Lotto in the past 7 days

Less than £1

£1.00

£1.01 - £2.00

£2.01 - £3.00

£3.01 - £4.00

£4.01 - £5.00

£5.01 - £10.00

£10.01 - £20.00

£20.01 - £30.00

£30.01 or more IF YOU SPENT OVER £30, PLEASE WRITE IN HOW MUCH YOU SPENT BELOW

The next few questions are about buying National Lottery tickets and Scratchcards. Please think about the last time you bought a National Lottery ticket or Scratchcard, even if it was more than 7 days ago.

Q3a The last time you bought National Lottery tickets (e.g. Lotto and Euromillions) or Scratchcards, WHERE did you buy them?

Please think about times when you spent your own money.
PLEASE TICK ✓ ONE BOX ONLY

I have never bought National Lottery tickets or Scratchcards

Supermarket

Corner shop/ Newsagent

Stall in a shopping centre

Petrol station shop

Post office

Over the internet (National Lottery website)

Somewhere else

Can't remember/ don't know

Q3b The last time you bought National Lottery tickets (e.g. Lotto and EuroMillions) or Scratchcards, WHEN did you buy them?

PLEASE TICK ONE BOX ONLY

I have never bought National Lottery tickets or Scratchcards

On the way to school

During school break-times or lunch break

On the way home from school

After school, in the evening

At the weekend

During the school holiday

Don't know

Q3c The last time you bought National Lottery tickets (e.g. Lotto and EuroMillions) or Scratchcards, WHO WERE YOU WITH when you bought them?

PLEASE TICK ALL THAT APPLY

I have never bought National Lottery tickets or Scratchcards

I was on my own

My parent(s) or guardian(s)

Friend(s) aged 16 or older

Friend(s) aged 15 or younger

Brother(s) or sister(s) aged 16 or older

Brother(s) or sister(s) aged 15 or younger

Someone else

Don't know

Q4. Have you ever visited the National Lottery website?

PLEASE TICK ONE BOX ONLY

Yes

No

Don't know/can't remember

IF YOU HAVE EVER VISITED THE NATIONAL LOTTERY WEBSITE, PLEASE ANSWER QUESTION 5. EVERYONE ELSE, PLEASE GO TO QUESTION 7

Q5. Thinking about all the times that you've been to the National Lottery website, which of the following reasons below, if any, explain why you went to that website?

PLEASE TICK ALL THE BOXES THAT APPLY

Research for a school project

To check my parents' or guardians' numbers

To play games for money with my own money

To play games for money with someone else's money

I only went to the website once, just out of interest

I only went to the website once, by mistake

Some other reason PLEASE WRITE IN BELOW

Don't know

Q6 Have you played any of these free or practice gambling games on the internet in the past 7 days?

PLEASE TICK ✓ ALL BOXES THAT APPLY

No, I have not played any free or practice gambling games

Bebo gambling games (e.g. Blackjack, Roulette, Poker or Bingo)

Facebook gambling games (e.g. Blackjack, Roulette, Poker or Bingo)

Free online blackjack

Free online bingo

Free online roulette

Other free online poker websites

Any other free or practice gambling games on the internet

Don't know

Q7 How old do you think you have to be to do each of these things by law? If you aren't sure please write in your best guess.

PLEASE WRITE IN ✎ ONE ANSWER ON EACH LINE

- a) Buy alcohol years old
- b) Buy cigarettes years old
- c) Buy National Lottery tickets years old
- d) Place a bet in a betting shop years old
- e) Drive a car on the road years old