



NEW UK STUDY REVEALS ALARMING ONLINE GAMBLING TRENDS AMONG CHILDREN

“The figures show that new technology is providing children with opportunities to experience gambling behaviors through products, such as free-to-play casino games, social media or within some computer games, which do not have the same level of protections or responsible gambling messages as regulated gambling products.”

The Vast Majority Of 11-16 Year Old Kids Have Seen Gambling Ads on Television, Social Media, And Other Websites

A December 2017 study on the gambling behaviors of children in England, Scotland, and Wales found that **80% of 11-16 year olds have seen gambling advertising on TV** ([The Gambling Commission, 12/12/17](#))

- **“70% on social media and 66% on other websites”**

The survey, conducted by UK based Ipsos Mori, also found that **10% of 11-16 year olds follow gambling companies on social media**

22% Of Kids Who Used A Parent’s Account To Gamble Online Did So Without Permission

“The most common forms of gambling amongst children...are happening in locations that do not need to be regulated to provide gambling” ([The Gambling Commission, 12/12/17](#))

3% of 11-16 year olds “spend their own money on online gambling at least once a year”

- “7% used a parent’s account to gamble online”
 - Of that 7%, “22% have done so without permission”
- “11% of 11-16 year olds have played free gambling-style social games online”
- “11% of 11-16 year olds have bet with in-game items when playing computer or app-based games”

Kids Are Spending Their Own Money On Gambling More Frequently Than Smoking Cigarettes And Using Drugs – Combined

“12% of 11-16 year olds spent their own money on gambling in the past week”

- “This compares to...5% [who had] smoked cigarettes and 3% who had used drugs (in past week)”
- 0.9% are “classified as ‘problem’ gamblers, 1.3% as ‘at risk’”