

What influences young people to gamble?

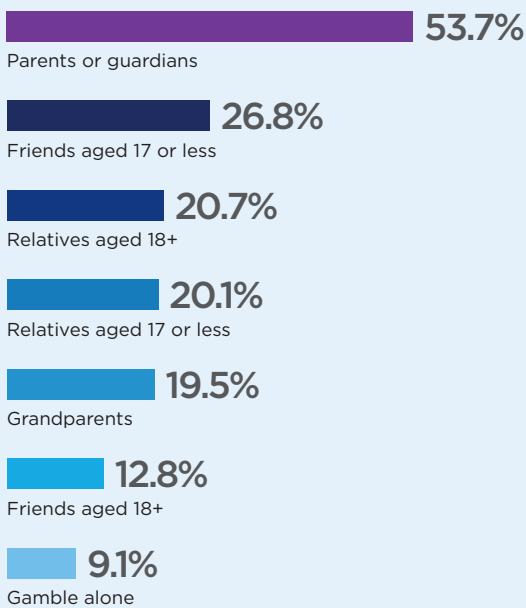
The NSW Youth Gambling Study 2020¹ explored gambling and simulated gambling by young people aged 12-17 years in NSW. The study found young people are influenced to gamble by a range of factors including their parents, peers and advertising.²

Parents are the greatest influence



Young people who had gambled in the last 12 months often did so with adults they knew, most commonly parents.³

Who young people gamble with (n=164)

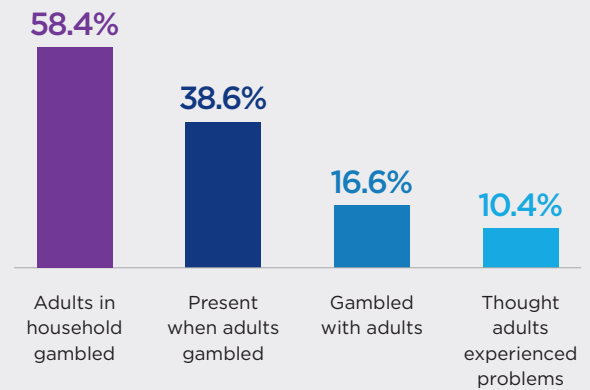


“ I think seeing the ads and your parents being heavy gamblers and stuff contributes, and normalises it for you. ”

- Female, aged 15-17, North Sydney

Some young people are exposed to gambling from a young age, growing up in homes where adults gamble and sometimes gambling with them.

Childhood exposure to gambling (n=551)



Most of the 41 young people who had gambled online in the past year were assisted by adults they knew. Just over half had used their parent's gambling account with their permission.



Used a parent's account with permission (21 young people)



By 'another way' such as paying someone else to gamble for them (19 young people)



Set up an account themselves (15 young people)



Used another person's account with permission (13 young people)



¹ Hing, N., et al., 2020 *NSW Youth Gambling Study 2020*. Sydney: NSW Responsible Gambling Fund.

² Detailed information about gambling influences, including personal factors, can be found in the full report.

³ Based on responses to a survey of young people (n=551) recruited via flyers delivered to household letterboxes. To improve representativeness, survey results were weighted for age, gender and location based on ABS population projections for 2020.

Young people were more likely to be considered a problem or at-risk gambler⁴ if the adults in their household:



- gambled with them
- did not set limits on their online use
- had gambling problems themselves.

Having an adult with a gambling problem in the household when growing up uniquely predicted problem/at-risk gambling amongst survey respondents.⁵

Peers also influence gambling

Although most young people had friends who didn't gamble (58.8%), around one fifth (21.9%) had some friends who gambled and 1.9% reported that most of their friends gambled.

Having peers who gamble and having a greater sense of belonging to an online community were linked to gambling participation, intentions and problems.

“

I feel like when you're in a group, especially if like your mates are going to play something on the pokies or stuff like that, you kind of like go along with them anyway..... ”

- Female, aged 15-17, Coffs Harbour

Frequent exposure to gambling advertising

Young people noticed gambling advertising at least once a week (n=551):



46.1%

on television during sports and racing events



42.9%

on television at other times



34.8%

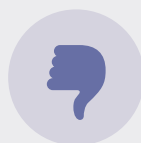
in online and social media

Young people think gambling is normal - especially when it comes to sport.



Nearly one-third think betting on sports is normal (31.2%), and 34.7% reported that gambling ads had increased their knowledge of gambling options.

A number of young people thought that knowing the odds is part of following sport (15.4%) and makes it more exciting (14.9%).



The young people who participated in our focus groups were often annoyed by gambling advertising. They thought it normalised gambling and increased gambling knowledge and the likelihood of gambling now and in the future.



Exposure to gambling advertising in both traditional and digital media and thinking more positively about gambling due to seeing gambling advertisements, were associated with gambling participation, intentions and problems.⁶

⁴ Based on the DSM-IV-MR-J scale. Fisher, S. E. (2000). Developing the DSM-IV-MR-J criteria to identify adolescent problem gambling in non-clinical populations. *Journal of Gambling Studies*, 16, 253-273.

⁵ Based on bivariate and multivariate analysis conducted on the survey responses from young people recruited from a Qualtrics panel (n=826) and Emails & Ad (n=842) as part of the NSW Youth Gambling Study.

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