

Understanding trends between online gambling content, and gambling attitudes and behaviours among children and young people

September 2025

socialfinance.org.uk

Contents

| | |
|---|-----------|
| List of figures | 3 |
| Executive Summary | 4 |
| <hr/> | |
| 1. Introduction | 7 |
| <hr/> | |
| 1.1 What is gambling-related influencer marketing? | 8 |
| 1.2 Context of the research programme | 10 |
| <hr/> | |
| 2. Methodology, research aims and approach | 12 |
| <hr/> | |
| 2.1 Overview of the study | 12 |
| 2.2 Use of language and terminology | 12 |
| 2.3 Survey design | 13 |
| 2.4 Informed consent | 15 |
| 2.5 Survey distribution | 16 |
| 2.6 Analysis approach | 17 |
| 2.7 Limitations | 17 |
| <hr/> | |
| 3. Insights and findings | 19 |
| <hr/> | |
| 3.1 Exposure | 19 |
| 3.2 Impact on attitudes and behaviours | 27 |
| 3.3 Gender disparities in gambling exposure online and activities | 35 |
| <hr/> | |
| 4. Conclusion and recommendations | 39 |
| 5. Appendices | 41 |
| <hr/> | |
| 5.1 Survey questions | 41 |
| 5.2 Respondent demographics | 46 |
| 5.3 References | 49 |
| <hr/> | |

List of figures

Figure 1. Types of gambling content respondents are exposed to

Figure 2. Following creators with a gambling focus by time spent gaming

Figure 3. Exposure to gambling content online by time spent gaming

Figure 4. Whether respondents follow gambling creators by time spent on social media

Figure 5. Exposure to gambling content online by time spent on social media

Figure 6. How engaging with gambling content impacts saturation of gambling content online

Figure 7. Feeling control of seeing gambling content from content creators (N=620)

Figure 8. How much gambling content respondents want to see online (N=620)

Figure 9. Attitudes and experiences related to normalisation of gambling

Figure 10. Attitudes towards gambling being harmless fun and engagement with gambling-focused content creators

Figure 11. Content creators and positive attitudes towards gambling and engagement with gambling-focused content creators

Figure 12. Normalisation of gambling by content creators and engagement with gambling-focused content creators

Figure 13. Following gambling-focused creators and being influenced to gamble by creators

Figure 14. Following gambling-focused creators and using gambling promo codes from creators

Figure 15. Following gambling-focused creators and visiting gambling websites content creators speak about

Figure 16. Following gambling-focused creators and gambling activities taken part in

Figure 17. Following gambling-focused creators and regulated vs unregulated gambling-like activities taken part in

Figure 18. Gender and gambling/gambling-like activities taken part in

Figure 19. Gender and following gambling-focused content creators

Executive Summary

This report summarises the insights and findings from a survey conducted by Social Finance as part of a broader research programme looking into children and young people's (CYP's) engagement with gambling-related influencer content. A total of 634 CYP from across the UK took part in the survey and survey responses reveal concerning insights in how online gambling content, particularly through influencer marketing, shapes the attitudes and behaviours towards gambling of CYP. While the survey sample is not nationally representative, the insights have important implications for policy-makers and educators and provide useful avenues for further research.

High exposure to gambling content among survey respondents

Among survey respondents, 87% of respondents had been exposed to gambling content online. The most commonly reported content they were exposed to were 'advertisements from gambling companies for specific types of gambling platforms or online games' and secondly 'advertisements from gambling companies offering promotions like free bets/spins or £5 free', with roughly half of all survey respondents reporting they have been exposed to these advertisements. More than 1 in 6 respondents reported seeing content creators advertise gambling and almost 1 in 5 reported seeing content creators talk about themselves gambling.

The data also revealed a notable link between the time young people spend playing video or online games and their exposure to gambling-related content online. Specifically, those who engage in gaming for longer periods were more likely to encounter gambling content, particularly through creators who focus on or frequently discuss gambling. This suggests a potential link between gaming and heightened exposure to gambling material, though further research is needed to establish causality and explore the underlying mechanisms.

In contrast, the link between social media usage and gambling exposure appears less straightforward among survey respondents. While increased time on social media was not consistently reflected in higher exposure to gambling content, there was a marked spike among those spending over ten hours daily on these platforms, with 1 in 3 following gambling-related creators and 1 in 4 reporting very frequent exposure.

Reflecting on their exposure to gambling-related influencer content, many CYP feel they have little to no control over the gambling content they encounter, with more than half reporting that the amount of gambling content they see feels out of their control to some degree. Two thirds of CYP expressed a desire to see less gambling-related material online. This suggests that many young people recognise this content's potential harms or at least feel overwhelmed by its prevalence in online spaces, but with only 1 in 5 of respondents feeling 'completely in control' over the gambling content they see, they lack the tools to effectively avoid it; a gap policy makers and platforms must address.

Respondents demonstrate a range of different attitudes towards gambling

Assessing whether gambling is generally normalised among CYP, the data suggests that the majority of respondents do not view gambling as harmless fun (59%) or as something widely accepted by their friends and family (56%). However, looking specifically at respondents who follow gambling-focused content creators, they were more likely to report positive attitudes towards gambling. Higher proportions reported they believe gambling to be "harmless fun", a concerning finding as normalising gambling as "harmless" could have dangerous implications for CYP's risk awareness and ability to assess whether they are engaging in activities that can lead to gambling harms. Additionally, respondents who followed gambling creators were more likely to report content creators talking about and promoting gambling led to them thinking more positively about gambling, indicating a

potential link between this type of content and attitudes towards gambling that could lead to potential harms.

Those who follow gambling-focused content creators were also more likely to believe gambling is becoming more normal because of its promotion by these creators. These results point to content creators potentially playing a key role in shaping attitudes and potentially contributing to the normalisation of gambling among their followers. While this is concerning, there is a silver lining to this finding as the “power” of content creators in driving attitudes could potentially also be leveraged for educational interventions by using similar techniques to promote critical awareness and resistance to gambling-related content online.

Respondents are aware of the potential impact of gambling-related influencer content on their own behaviours

Finally, the survey looked at the impact of gambling-focused content creators on CYP’s behaviours. Almost half of the respondents who follow these creators believed themselves to be influenced by them, and some reported acting on this influence by using promotional codes and visiting gambling websites mentioned by the creators. This suggests influencer marketing does not merely expose young people to gambling but actively cultivates engagement and curiosity.

Comparing the responses of those who follow gambling-focused and those that don’t follow said creators, the data showed that those who follow gambling-focused content creators have engaged in more gambling and gambling-like activities across all categories. This difference is particularly striking in relation to higher-risk activities such as cryptocurrency trading and online casinos. Additionally, this group reported greater involvement in both regulated and unregulated gambling-like activities. This is a concerning trend, as unregulated gambling-like activities, such as crypto casinos and fantasy sports, lack the protective measures found in regulated environments and may expose young people to greater harm.

The involvement of young people in unregulated gambling-like activities raises questions about the types of products that content creators are promoting. However, as the survey did not examine the nature of the gambling content being promoted, further research is needed to explore this issue in greater depth. Understanding the balance of regulated and unregulated gambling promotion is essential in determining whether current policies sufficiently address the risks posed by the changing landscape of gambling-related content online.

Gender disparities

Non-binary respondents reported the highest levels of gambling activity across all categories, though due to the small sample size results should be viewed with caution. Males engaged in more gambling activities than females, particularly in areas associated with male-dominated communities, such as crypto trading¹, esports betting², and fantasy sports³. Within our sample:

- Males were **6x** more likely to participate in **crypto trading** (*unregulated*)
- Males were **3x** more likely to participate in **esports betting** (*regulated*)
- Males were **8x** more likely to participate in **fantasy sports** (*unregulated*)

¹ Delfabbro, P., King, D., & Williams, J. (2021). Cryptocurrency trading, gambling and problem gambling. *Addictive Behaviors*, 122, 107021. <https://doi.org/10.1016/j.addbeh.2021.107021>

² Mangat, H. S., Griffiths, M. D., Yu, S., Katalin Felvinczi, Ngetich, R., Zsolt Demetrovics, & Czakó, A. (2023). Understanding Esports-related Betting and Gambling: A Systematic Review of the Literature. *Journal of Gambling Studies*, 40. <https://doi.org/10.1007/s10899-023-10256-5>

³ Martin, R. J., & Nelson, S. (2014). Fantasy sports, real money: Exploration of the relationship between fantasy sports participation and gambling-related problems. *Addictive Behaviors*, 39(10), 1377–1382. <https://doi.org/10.1016/j.addbeh.2014.05.017>

Conversely, females showed a higher prevalence in traditional, lower stakes gambling forms such as bingo and the lottery. Within our sample:

- Females were **1.4x** more likely to participate in **bingo** (*regulated*)
- Females were **1.1x** more likely to participate in the **lottery** (*regulated*)

Gambling exposure followed a similar pattern, with non-binary respondents encountering the most gambling content online, followed by males and then females. These findings could imply that gambling participation is influenced by higher exposure to gambling-related content as well as broader cultural differences between genders.

Conclusion and Recommendations

Overall, the findings underscore an urgent need for action. The convergence of gaming, social media and gambling marketing creates potent risks that require coordinated responses from policymakers, educators and platform operators to safeguard young people's wellbeing in digital spaces.

Additionally, with only 1 in 5 of survey respondents feeling "completely in control" of the gambling content they encounter and the majority wanting to see less on their feeds, there is clear demand for greater transparency in content recommendation systems and stronger protections for young people online from young people themselves. Three key areas we have identified for intervention to protect young people from gambling-related harms online are:

- **A comprehensive review and mapping of the regulatory landscape** is urgently needed for influencer marketing, gambling, gaming, and online safety to understand the extent to which influencer marketing is able to fall through regulatory gaps and what could be done to address this. This mapping exercise should inform stronger, coordinated safeguards across gambling, regulatory, and online safety frameworks
- **Gambling prevention strategies must evolve** to address the clear link between gaming, social media, exposure to gambling content online and participation in gambling activities. Guidance around tackling gambling harms should take into account these crossovers and the impact of gambling content online and build it into existing programmes such as education or prevention interventions and treatment measures.
- **Professionals and parents require better support to navigate this complex landscape.** Within a wider gambling harms educational module, targeted training should equip teachers and youth workers to educate CYP on online marketing techniques and the impact it can have. Parents should be equipped to understand the dangers of this content and implement effective safeguards. Resources should include practical strategies for discussing influencer content critically, with particular attention given to vulnerable groups like non-binary youth and gamers who show disproportionately high engagement with gambling content.

1. Introduction

Social media has transformed how children and young people (CYP) consume online content. In the UK, mobile phone ownership among 12- to 15-year-olds is widespread, with 98% owning a device and spending around 3–4 hours daily on social media⁴. The digital age has fundamentally reshaped how young people consume information and entertainment, with social media platforms and influencers playing a pivotal role in shaping their attitudes and behaviours. Influencers, perceived as relatable and authentic, wield considerable power in promoting products, services, and lifestyles, often bypassing traditional advertising filters⁵. This is particularly relevant given the algorithms on social media platforms, which are designed to amplify content that generates engagement, potentially increasing young people's exposure to specific influencer-driven messages^{6,7}.

While these platforms provide opportunities for learning and connection, they also come with risks. Research⁸ shows that time spent on social media is linked to risky behaviours that can harm young people's health. A growing concern is the exposure of CYP to gambling-related content on social media. Research shows that up to 66% of CYP in the UK have come across gambling adverts on social media platforms⁹. New digital trends, such as play-to-earn games and crypto-trading, incorporate gambling-like features that appeal to younger audiences¹⁰. Early encounters with gambling increase the risk of developing gambling issues later in life¹¹, highlighting the need for more research. Additionally, gambling ads on social media are shown to be highly effective in shaping young people's views - greater exposure to these ads is linked to a higher intention to gamble¹²; a strong predictor of future gambling behaviour¹³.

One of the most worrying developments in the rise of gambling related content and marketing online is the use of content creators (who produce videos, images, audio, visuals for social media; this includes for example YouTubers, streamers and influencers) to promote gambling. Social media platforms like Instagram, TikTok, YouTube, Twitch, and Kick have become primary sources of information and entertainment for young people. Influencers on these platforms, through their perceived authenticity and direct engagement with their audience, hold significant sway over young people's perceptions and behaviours. Gambling companies collaborate with influencers, many of whom are followed by CYP, to distribute advertisements.

⁴ Ofcom. (2024, April 19). *A window into young children's online worlds*. [www.ofcom.org.uk](https://www.ofcom.org.uk/media-use-and-attitudes/media-habits-children/a-window-into-young-childrens-online-worlds). <https://www.ofcom.org.uk/media-use-and-attitudes/media-habits-children/a-window-into-young-childrens-online-worlds>

⁵ Han, J., & Balabanis, G. (2023). Meta-analysis of social media influencer impact: Key antecedents and theoretical foundations. *Psychology & Marketing*, 41(2). <https://doi.org/10.1002/mar.21927>

⁶ Costello, N., Sutton, R., Jones, M., Almassian, M., Raffoul, A., Ojumu, O., Salvia, M., Santoso, M., Kavanaugh, J. R., & Austin, S. B. (2024). ALGORITHMS, ADDICTION, AND ADOLESCENT MENTAL HEALTH: An Interdisciplinary Study to Inform State-level Policy Action to Protect Youth from the Dangers of Social Media. *American Journal of Law & Medicine*, 49(2-3), 135–172. <https://doi.org/10.1017/amj.2023.25>

⁷ Millii, S., Carroll, M., Wang, Y., Pandey, S., Zhao, S., & Dragan, A. D. (2025). Engagement, user satisfaction, and the amplification of divisive content on social media. *PNAS Nexus*, 4(3). <https://doi.org/10.1093/pnasnexus/pgaf062>

⁸ Purba AK, Thomson RM, Henery PM, Pearce A, Henderson M, Katikireddi SV. Social media use and health risk behaviours in young people: systematic review and meta-analysis. *BMJ*. 2023;383. <https://doi.org/10.1136/bmj-2022-073552>.

⁹ Kitson, H., & Ginnis, S. (2020, March 27). *The effect of gambling advertising on children, young people and vulnerable adults*. Ipsos. <https://www.ipsos.com/en-uk/effect-gambling-advertising-children-young-people-and-vulnerable-adults>

¹⁰ Delfabbro P, King D. The evolution of young gambling studies: Digital convergence of gaming, gambling and cryptocurrency technologies. *International Gambling Studies*. 2023;23:3. <https://doi.org/10.1080/14459795.2023.2171469>.

¹¹ Singer J, Wöhr A, Otterbach S. Gambling operators' use of advertising strategies on social media and their effects: a systematic review. *Curr Addict Rep*. 2024;15:1–10. <https://doi.org/10.1007/s40429-024-00560-4>.

¹² Hing N, Vitartas P, Lamont M, Fink E. Adolescent exposure to gambling promotions during televised sport: an exploratory study of links with gambling intentions. *International Gambling Studies*. 2014;14:3374– 93. <https://doi.org/10.1080/14459795.2014.902489>.

¹³ Wang X, Won D, Jeon HS. Predictors of sports gambling among college students: the role of the theory of planned behavior and problem gambling severity. *International Journal of Environmental Research and Public Health*. 2021;18:4. <https://doi.org/10.3390/ijerph18041803>

These promotions often feature music, humour, and celebrity endorsements, making gambling more appealing to CYP¹⁴. Themes like sports, financial rewards, and luxury lifestyles are also used to further glamorise gambling. To compound this, CYP often find it hard to understand the complexities of gambling odds¹⁵, making them more susceptible to these messages compared to adults¹⁶. They also have a lesser capacity to critically evaluate advertisements compared to adults, and can have high trust levels in the influencers they follow, meaning they are more likely to believe and act on the messages being promoted, increasing their vulnerability to harmful gambling-related content^{17,18}. Understanding the dynamics between young people and influencer content is crucial, especially when considering CYP's high exposure to content by influencers and the potential risks associated with the promotion of harmful activities such as gambling.

1.1 What is gambling-related influencer marketing?

Influencer marketing is a form of social media marketing where brands collaborate with content creators (individuals who post content to online platforms, such as images, videos, live streams to platforms such as Instagram, TikTok, YouTube, Twitch), to promote products or services to their audience.

Gambling-related influencer marketing involves content creators promoting gambling products or services to their audience. This can take a variety of forms, including the content creator showing themselves playing a gambling game, offering promo-codes to play the game, giving tips on how to win at the game in question, and more.

Some examples of gambling-related influencer content are:

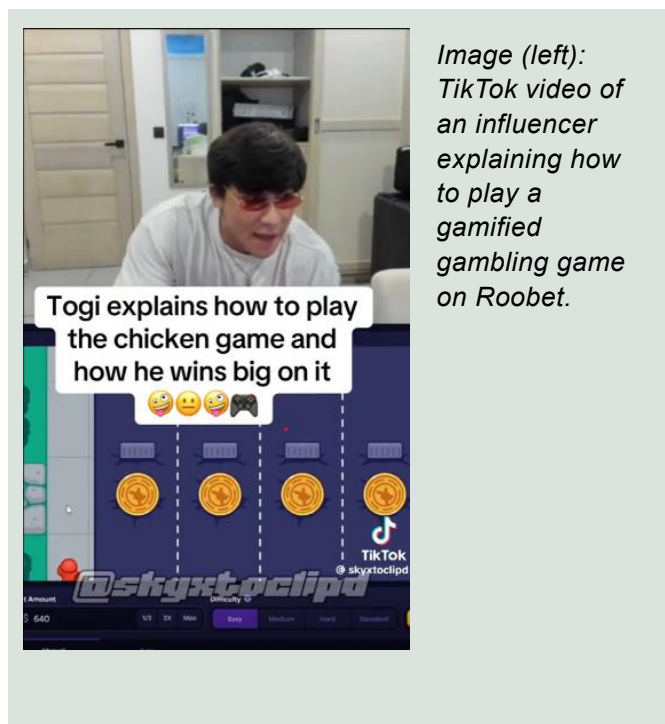


Image (left): TikTok video of an influencer explaining how to play a gamified gambling game on Roobet.

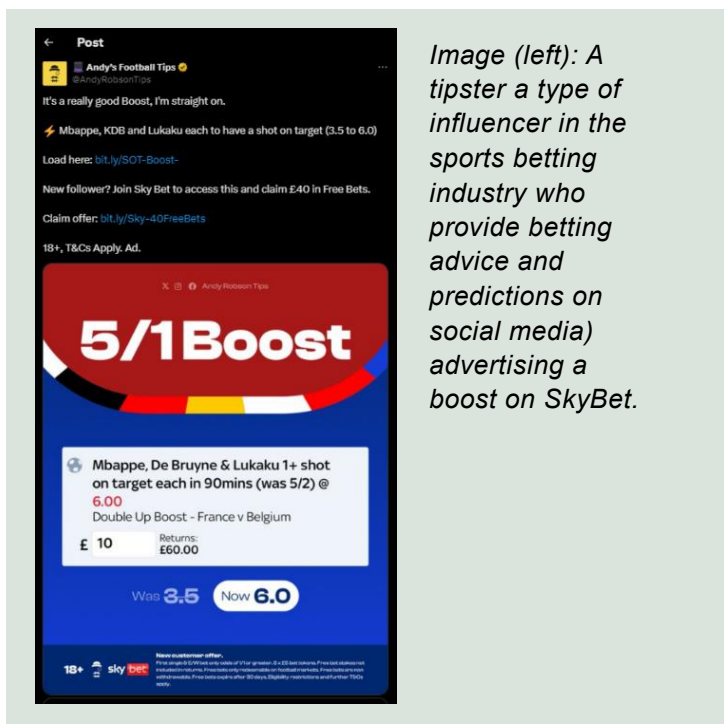


Image (left): A tipster a type of influencer in the sports betting industry who provide betting advice and predictions on social media) advertising a boost on SkyBet.

¹⁴ Tisdall, E. K. M. (2019). Interim Synthesis Report The effect of gambling marketing and advertising on children, young people and vulnerable adults. *Www.research.ed.ac.uk*. <https://www.research.ed.ac.uk/en/publications/interim-synthesis-report-the-effect-of-gambling-marketing-and-adv>

¹⁵ McGee D. *On the normalisation of online sports gambling among young adult men in the UK: a public health perspective*. Public Health. 2020;184:89–94. <https://doi.org/10.1016/j.puhe.2020.04.018>

¹⁶ Smith M, Chambers T, Abbott M, Signal L. *High stakes: children's exposure to gambling and gambling marketing using wearable cameras*. International Journal of Mental Health and Addiction. 2020;18:1025–47. <https://doi.org/10.1007/s11469-019-00103-3>

¹⁷ Feijoo, B., Zozaya, L., & Sádaba, C. (2023). Do I question what influencers sell me? Integration of critical thinking in the advertising literacy of Spanish adolescents. *Humanities and Social Sciences Communications*, 10(1). <https://doi.org/10.1057/s41599-023-01872-y>

¹⁸ Han, J., & Balabanis, G. (2023). Meta-analysis of social media influencer impact: Key antecedents and theoretical foundations. *Psychology and Marketing*, 41(2), 394–426. <https://doi.org/10.1002/mar.21927>

Image (below): Twitch stream of Drake gambling on Stake, demonstrating how much he has won, how to play the games, whilst engaging in drinking and smoking with others.

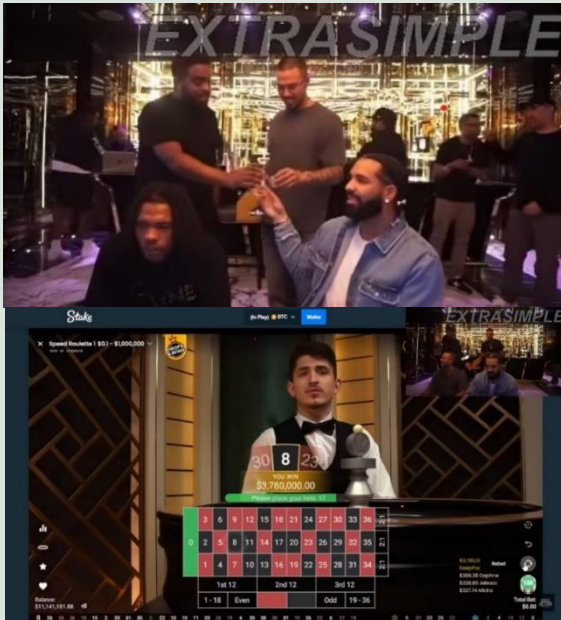
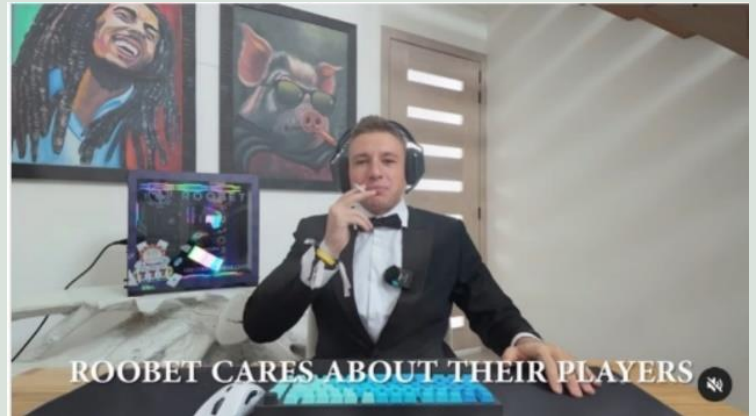


Image (below): High production, exciting James Bond style Instagram reel of an influencer advertising Roobet with very positive framing of the company and ease of winning; example given here stating that Roobet 'cares about their players'.



1.2 Context of the research programme

The survey results presented within this paper are part of a broader research programme led by Social Finance, and in collaboration with Bournemouth University, the University of Sussex, GamCare and Ygam. It was an independent research project commissioned by GambleAware with research conducted between April 2024 and March 2025. The research consisted of 6 stages across primary and secondary research:

- Desk research
- Literature review
- Primary interviews with sector experts
- Survey with CYP
- Exploratory research and scenario testing with CYP
- Co-design workshops with CYP to formulate solutions to tackle gambling-related influencer marketing

The research aims for this research project were:

Research aims

1. **Measure exposure:** understanding the level of exposure young people have to gambling-related influencer content by quantifying the level and frequency of CYP's exposure to gambling-related influencer content across various digital platforms.
 2. **Assess persuasive impact:** understanding the extent to which CYP are persuaded by this type of marketing by investigating how such content influences young people's attitudes towards gambling and their likelihood of engaging in gambling-related behaviours.
 3. **Explore critical evaluation skills:** understanding whether CYP are able to critically evaluate gambling-related influencer content by examining whether CYP are able to recognise gambling-related influencer content as a form of marketing and critically assess its intent and potential harm.
 4. **Co-design interventions:** understanding the most effective solutions by collaboratively designing and evaluating intervention strategies with CYP, aimed at enhancing their media literacy and reducing susceptibility to gambling-related marketing.
-

It is a critical time for this research to be conducted. With the rapid evolution of the online landscape we need to focus efforts towards understanding how newly emerging online harms intersect with other types of harms, including gambling harms. This is in fact especially crucial when considering gambling harms, given the exponential rise in the online gambling industry through online casinos, betting apps, crypto casinos and other online gambling mechanisms^{19,20}.

Existing research suggests that CYP are especially at risk to this emerging intersection between the online world and gambling. As it's harder to enforce age restrictions online with many websites relying on self-reported data without robust age verification mechanisms, the rapid expansion of the

¹⁹ UK Gambling Commission Reports Surge in Online Gambling and Betting Growth in Q4 2024 | The Amusement Network. (2024). Amusementnetwork.co.uk. <https://www.amusementnetwork.co.uk/n/n383/uk-gambling-commission-reports-surge-in-online-gambling-and-betting-growth-in-q4-2024>

²⁰ Carrins, D. (2024, September 11). *Global rise of crypto casinos*. *Trafficology*. *Gambling Insider*. Retrieved from <https://www.gamblinginsider.com/trafficology/212/global-rise-of-crypto-casinos>

online gambling market brings exposure to CYP who otherwise would not have access to gambling products, services and materials under the age of 18.

This is further compounded by the use of influencer marketing. CYP are spending more and more time online, and this includes on social media sites where they consume content made by influencers^{21,22}. Using influencers to promote gambling creates a whole new avenue for exposure for CYP to harmful gambling material. Adding to this, even if the CYP in question doesn't gamble under the age of 18, this new avenue of exposure can still lead to gambling harms down the line. This has been evidenced in work by the Gambling Commission – 'exposure to the positive and negative extremes of gambling (for example witnessing big wins or big losses, or being exposed to very positive or very negative attitudes about gambling) at an early age can lead to an increased interest in gambling in later life, and in some cases riskier or more harmful gambling behaviour'²³. Research conducted by Alma Economics also showed CYP's exposure to gambling advertisements to be the most prominent environmental factor associated with increased risk of gambling²⁴.

This research project aims to address the gaps in what we know about how CYP are exposed to gambling content through influencer marketing. The insights will help us understand why they may be increasingly vulnerable to gambling-related harm and support the development of better prevention strategies.

The focus of this report are the findings from the survey with CYP. A separate research report provides a summary of the overall research programme.

²¹ ITV News. (2024, April 19). *Almost a quarter of children aged five-to-seven have smartphones, Ofcom says*. ITV News. <https://www.itv.com/news/2024-04-19/almost-a-quarter-of-children-aged-five-to-seven-have-smartphones-ofcom-says>

²² Ofcom. (2023). *Children and Parents: Media Use and Attitudes*. <https://www.ofcom.org.uk/siteassets/resources/documents/research-and-data/media-literacy-research/children/childrens-media-use-and-attitudes-2023/childrens-media-use-and-attitudes-report-2023.pdf>

²³ Gambling Commission. (2021, August 5). *Exploring the gambling journeys of young people*. Gambling Commission. <https://www.gamblingcommission.gov.uk/statistics-and-research/publication/exploring-the-gambling-journeys-of-young-people>

²⁴ *Inequalities, vulnerabilities, and risk factors for gambling harms among children and young people: a scoping study*. (2023). Alma Economics. <https://www.gambleaware.org/our-research/publication-library/articles/inequalities-vulnerabilities-and-risk-factors-for-gambling-harms-among-children-and-young-people-a-scoping-study/>

2. Methodology, research aims and approach

2.1 Overview of the study

The overall research project used both qualitative and quantitative methods. We ran a survey with 634 children and young people (CYP) to measure how often they see gambling content from influencers and how it affects them (quantitative). As part of the qualitative research, we conducted 3 in-person focus groups across 3 schools to hear directly about their personal experiences and gain additional insights into the language they are using to discuss their experiences. CYP who completed qualitative research were also asked to take part in the survey. This mixed-methods approach allowed us to combine broad, more representative patterns in exposure to and impact of gambling content online (quantitative) with individual perspectives that capture the context and meaning behind young people's experiences (qualitative). Within this report we discuss the quantitative findings from the survey conducted.

2.2 Use of language and terminology

In the design of the survey and our overall research approach, we carefully considered our use of language to ensure its accessibility for CYP and to reflect the language young people themselves use to describe their experiences. We put the survey through a 'check and challenge' process with young people, charities that specialise in gambling harms in CYP (Ygam and GamCare) and regularly engage with CYP, Bournemouth University and The University of Sussex. We used simple language and provided a list of definitions at the outset of the survey, reflecting some of the terminology used in the survey:

In addition to making sure the language in the survey was accessible, we also carefully balanced ethical concerns when choosing certain language or terminology in the survey. We ensured we were not exposing young people to new language or terminology and potentially harmful concepts, while on the other hand, we had to be explicit and direct enough in our language for young people to understand what the individual survey questions were referring to. For this we worked closely with Ygam²⁵ and GamCare²⁶ given their expertise in working directly with CYP around gambling harms. They reviewed the language and visuals used in all research materials. We also consulted GamCare's Youth Advisory Board and they provided feedback on the initial survey drafts. This helped us ensure the language used in the survey was adequate, accessible and safe for young people completing the survey.

At the outset of the survey, we provided a list of definitions:

²⁵ **Ygam** is an award-winning charity with a mission to prevent young people from experiencing gaming and gambling harms through awareness raising, education and research. Through a portfolio of evidence-based programmes, they develop and deliver training and resources for a range of groups who have influence over young people. They also have a student advisory board (18+) who provided key insight and feedback on the research design of this project.

²⁶ **GamCare** is the leading provider of information, advice and support for anyone affected by gambling harms. They operate the National Gambling Helpline, provide structured support for anyone who is harmed by gambling, create awareness about safer gambling and treatment, and encourage an effective approach to safer gambling within the gambling industry. They provide a range of different services to support young people ranging from in person workshops, digital tools and resources to online support and indirect support for professionals and parents. They also provide age-appropriate treatment as part of the Young People's Service.

2.3 Survey design

The survey aimed to address the first two research aims of the broader research project:

Gambling Involves betting money or other things of value (for example, skins betting in games, objects you own, whether you do a task you don't necessarily want to do) on the outcome of something where there is a chance you might lose, or, possibly, win something back of more value than you bet. There are lots of ways to gamble, for example on the results of sports, playing card games, lotteries, scratch cards raffles, bingo and sweepstakes, as well as placing bets with friends and using online and offline casinos

Gambling-like activities Refers to activities that share characteristics with traditional gambling but may not always involve betting real money or be classified as gambling under legal definitions. Some examples of this are items you pay for in video games where you don't know what you will receive when you buy it, apps and games that simulate gambling experiences like slot machines or poker but without money winnings, crypto-trading, fantasy sports leagues, stock market trading, mystery boxes, Gacha games

Influencer content Media created by content creators on social media platforms. This may involve TikToks, Instagram reels/posts/stories, Snapchat stories, tweets, live streams, YouTube videos, etc.

Content creator/influencer Content creators produce videos, images, audio, visuals for social media. This includes for example YouTubers, Streamers, influencers.

1. **Measure exposure:** understanding the level of exposure young people have to gambling-related influencer content by quantifying the level and frequency of CYP's exposure to gambling-related influencer content across various digital platforms.
2. **Assess persuasive impact:** understanding the extent to which CYP are persuaded by this type of marketing by investigating how such content influences young people's attitudes towards gambling and their likelihood of engaging in gambling-related behaviours.

As a first step when designing the survey, we defined our hypotheses as well as the independent and dependent variables.

Our hypotheses were informed by our previously conducted literature review and content analysis, as well as first insights from the exploratory research with young people:

- **Hypothesis 1:** Young people interested in gaming have more exposure/ to gambling content than those not interested in gaming

- **Hypothesis 2:** Algorithms²⁷ create echo chambers of gambling content on social media sites which increases exposure to gambling content
- **Hypothesis 3:** The more time young people spend on social media the higher their exposure to gambling content
- **Hypothesis 4:** Seeing content about gambling online increases interest in gambling
- **Hypothesis 5:** Gambling is normalised, in general, among CYP and this is further exacerbated by online gambling content

Based on our hypotheses, we identified our independent and dependent variables:

- **Influencer-generated content (IGC)** refers to the images, videos, and other creative outputs that are produced by social media influencers (in partnership with gambling industry). As a by-product of influencer marketing, IGC is authentic, high-performing and can be a game-changer for gambling operators looking to raise awareness of their products, and increase sales and engagement.
- **Perceived impact** of gambling refers to the individual or collective beliefs and perceptions regarding the consequences and effects that gambling has on oneself, others, or society as a whole. These perceptions can be both positive and negative and can significantly influence attitudes and behaviours towards gambling. Key aspects of perceived impact include: impact of advertising, descriptive norms for gambling, peer-based gambling²⁸, family/peer approval of gambling.
- **Behavioural changes** in CYP after influencers promote gambling refer to the shifts in attitudes, habits, and actions among CYP that occur due to the influence of social media personalities and other influential figures promoting gambling activities.

Survey questions were designed to capture enough data on each of the variables. The full survey can be found in the appendix with examples in the table below to show how each of the variables was operationalised in the survey:

| Variable | Example Survey Question |
|----------|-------------------------|
|----------|-------------------------|

²⁷ Algorithms are a set of rules or calculations used by social media platforms to decide what content to show users by analysing factors like user preferences, behaviour, and engagement to prioritise posts, videos, or ads that they deem most relevant or interesting to each person

²⁸ Peer-based gambling, also known as social gambling or player-to-player (P2P) gambling, refers to gambling activities where individuals bet directly against each other, rather than against a casino or house. The platform (often online) typically acts as an intermediary, facilitating bets and taking a small commission or fee, but does not participate as a player.

| | |
|-------------------------------------|--|
| Influencer Generated Content | <ul style="list-style-type: none"> • What top three apps/websites do you see the most content relating to gambling on? • What best describes the gambling-related content you see? • Do you find that engaging with some gambling content, e.g. watching, liking or commenting on a post, leads to seeing more on your feed? |
| Perceived Impact | <ul style="list-style-type: none"> • Content creators promoting gambling have increased my knowledge of gambling companies (<i>1 strongly disagree – 6 strongly agree</i>) • I think gambling is becoming more normal given lots of content creators talk about and promote it (<i>1 strongly disagree – 6 strongly agree</i>) • Gambling is common among people my age (<i>1 strongly disagree – 6 strongly agree</i>) |
| Behaviour | <ul style="list-style-type: none"> • I have gambled using a promo code I got from an influencer • After watching content on gambling by a content creator I have gone to the website the content creator was talking about/playing on • I have an online betting account |

The survey included a total of 26 questions with a mix of closed questions, 6-point Likert scale questions and one open ended question. We decided to choose a 6-point instead of a 5-point Likert scale as CYP are known to have a tendency to choose a neutral point when this is offered²⁹.

We limited the use of open-ended questions due to the anonymity of the survey and potential disclosures in an open text field. If a young person had disclosed a potential concern in response to an open-ended question there would have been no possibility for us to follow up with the individual to ensure their wellbeing. Instead we opted for disclaimers at the beginning of the survey and a question to ask how young people were feeling at the beginning and the end of the survey.

Schools involved in the distribution of the survey were offered to review/comment on the survey. No schools flagged any safeguarding concerns about their students partaking in the survey or asked for refinements to be made to the survey.

2.4 Informed consent

Schools acted in loco parentis, i.e. in place of a parent, to gain informed consent to complete the survey. Additionally, the survey was entirely voluntary so respondents participated of their own volition. The two schools with pupils under the age of 16 either aimed the survey at students who had signed consent forms as part of the in-person workshops, or sent a letter offering students/parents the opportunity to learn more about the research and opt out, with no individuals choosing to opt out. The third school posted the link to the survey on their that took part in the research was a 16+ institution so all those the survey was sent out to were of legal age to consent to the survey. They posted the link to the survey on their internal website and participation was optional for students with parents being informed about the research project and survey via the termly newsletter.

In this instance, it was deemed additional informed consent from parents was not necessary. Whilst gambling as a broad subject matter can be a high-risk topic, the material included in the survey was not deemed to be high-risk. No materials displaying gambling were included or linked, or names of gambling operators CYP could then seek out information on, or names of influencers related to

²⁹ Borgers, N., Hox, J., & Sikkel, D. (2004). Response Effects in Surveys on Children and Adolescents: The Effect of Number of Response Options, Negative Wording, and Neutral Mid-Point. *Quality & Quantity*, 38(1), 17–33. <https://doi.org/10.1023/b:ququ.0000013236.29205.a6>

gambling CYP could then seek out, etc. We also did not collect any identifiable personal data as part of the survey.

This approach was informed by Social Finance's ethical research procedures and extensive experience in safeguarding through conducting work related to and with CYP and at-risk groups, including those with lived experience, across issue areas such as domestic abuse, dementia patients, care leavers, LGBTQ+ youth in care, school exclusions, online safety, mental health and relationships and sex education (RSE).

2.5 Survey distribution

The target population for this survey was secondary school age CYP in the UK. A total of 634 young people completed the survey between 24/10/2024 and 19/12/2024. The survey was conducted via Microsoft Forms and distributed via school networks. The schools involved in survey distribution were the same three schools involved in qualitative research, and this was the determining factor in selecting them for survey distribution. All three schools agreed to disseminate the survey. Schools used different channels for distributing the survey with the majority relying on their school newsletters for distribution. The survey was shared with students who took part in the qualitative research sessions but also more broadly. The survey was designed to maximise anonymity and therefore we did not record which school respondents came from. However, the schools we distributed the survey to included a mix of:

- School types: private selective secondary school, multi-academy trust and a further education college
- Geographical areas: South West, South East, West Midlands

We are unable to determine response rate for this survey due to the main channel of distribution being school newsletters; we don't have access to information on how many students read the school newsletter in question or whether they accessed the newsletter but did not view the survey within it.

Average completion time for the survey was 14mins 14secs.

The age distribution was reasonably balanced, with no single group dominating the sample, but 16-year-olds making up 23% of the sample and 17-year-olds making up 21% of the sample. In terms of ethnicity, while the majority identified as White British (60.8%), the sample included representation from a variety of ethnic backgrounds, including Asian (Indian, Bangladeshi, Pakistani, Chinese, and other), Black (African, Caribbean, British, and other), and Mixed ethnic groups.

Tables with sample distributions can be found in the appendix.

2.6 Analysis approach

Before conducting any data analysis, Bournemouth University first followed a robust data cleaning and quality assurance process. This included assessing the dataset for indicators of low-quality responses, including the potential for flatlining behaviour. As part of this process, we reviewed the response patterns across grid and matrix questions to identify whether any participants had selected the same option throughout in a way that appeared disengaged or unnatural. We also analysed completion times to identify responses that were submitted too quickly to be considered thoughtful or reliable.

Based on these checks, Bournemouth University did not identify any cases of consistent or concerning flatlining. Overall, the dataset showed appropriate variation in responses and no signs of systematic disengagement.

We conducted the quantitative data analysis using excel to produce descriptive graphs and examine trends across responses related to each other. We started by organising the data according to the initial research hypotheses and linking data points back to the research questions. We then reviewed data tables for patterns and produced graphs to visualise the relationship between different data points. By linking the analyses back to our initial research hypotheses, we were able to ground our interpretations in the key research questions.

2.7 Limitations

This study has a few important limitations to keep in mind.

1. **Snapshot:** As the data was collected at one point in time we cannot determine causality between factors and trends in the data. We can only describe existing patterns. Adolescence is also a time of big changes, and since we only looked at one moment in time, we might have missed shifts in behaviour or attitudes that happen as CYP grow older.
2. **Self-reported nature of questions:** Our findings are based on what CYP told us about themselves. While the questions were carefully designed with input from experts, there is always a chance that some responses were influenced by what participants thought they should say, or they may have misunderstood a question or not remembered something accurately. Similarly, the Likert scales used in the survey did not include a “I don’t know” option to avoid CYP using this as a default. However, this means that if CYP genuinely did not know the answer or understand the question, they were likely to guess, limiting the validity of the data.
3. **Outside influences:** We know that a CYP’s environment, like their friends or school culture, can affect how they respond, and it was not possible to control for those outside influences.
4. **Triangulation of data:** Qualitative data was gathered and analysed as part of the broader research programme but within this report only quantitative, survey data is discussed. Meaning, analysis is not linked to more in-depth insights and data. Combined findings of quantitative and qualitative findings can be found in the overarching project synthesis support
5. **Limited sample:** One significant limitation of this study is the restricted and potentially unrepresentative nature of the participant sample. The survey included 634 CYP from the UK, distributed largely through school networks in specific regions (South West, South East, and West Midlands). While the age distribution was reasonably balanced, the sample lacked diversity in key areas:
 - i) **Geographical representation:** The survey was limited to a few regions, which may not capture the full spectrum of gambling attitudes and behaviours across the UK. Rural-urban divides or regional cultural differences could influence exposure to gambling content and participation in gambling activities, but these nuances were not explored due to the narrow geographical scope.

- ii) **Gender and ethnicity:** Although the sample included a mix of genders and ethnicities, the limited sample size of certain demographic groups mean that the findings are not representative of the wider UK population. For example, the sample of non-binary respondents was only 15. Similarly, as the majority of respondents identified as White British (60.8%, n=441), the sample sizes for minority ethnic groups are much smaller and may not be representative of the broader experiences of those ethnic groups.
- iii) **School-based sampling:** The reliance on school networks for recruitment may exclude vulnerable populations, such as those not attending school or those in alternative education settings, who might have different exposure levels to gambling content or higher-risk behaviours.
- iv) **Self-selection bias:** Participants were recruited via school newsletters, which could introduce bias if those who chose to respond were more or less interested in gambling topics than their peers. This self-selection may skew the results, particularly regarding attitudes and behaviours related to gambling.
- v) **Small subgroup sizes:** Certain analyses, such as those focusing on certain demographic groups or extreme gaming habits (e.g., 10+ hours/day), involved small subgroups. This reduces the reliability of findings for these groups and limits the generalisability of findings and ability to draw robust conclusions. Findings for these groups are therefore exploratory and more research with larger sample sizes is required to validate insights and ensure insights drawn are accurate.

The limited sample may affect the external validity of the study, making it difficult to generalise the results to the broader UK CYP population. For instance, the observed trends in gender disparities or gaming-related gambling exposure might differ in a more diverse or representative sample. Future research should aim for a larger, more geographically and demographically balanced sample to enhance the robustness and applicability of the findings.

While the data from the survey provides interesting insights for this sample and emphasises opportunities for further research, this limitation highlights the need for caution when interpreting the results and emphasises opportunities for more targeted or nationally representative research in future studies.

3. Insights and findings

3.1 Exposure

In this section we discuss how the survey responded to **research aim 1**:

Measure exposure: understanding the level of exposure young people have to gambling-related influencer content by quantifying the level and frequency of children and young people's (CYP) exposure to gambling-related influencer content across various digital platforms.

And hypotheses 1-3:

- **Hypothesis 1:** Young people interested in gaming have more exposure/ to gambling content than those not interested in gaming
- **Hypothesis 2:** Algorithms³⁰ create echo chambers of gambling content on social media sites which increases exposure to gambling content
- **Hypothesis 3:** The more time young people spend on social media the higher their exposure to gambling content

3.1.1 Types of gambling content CYP are exposed to

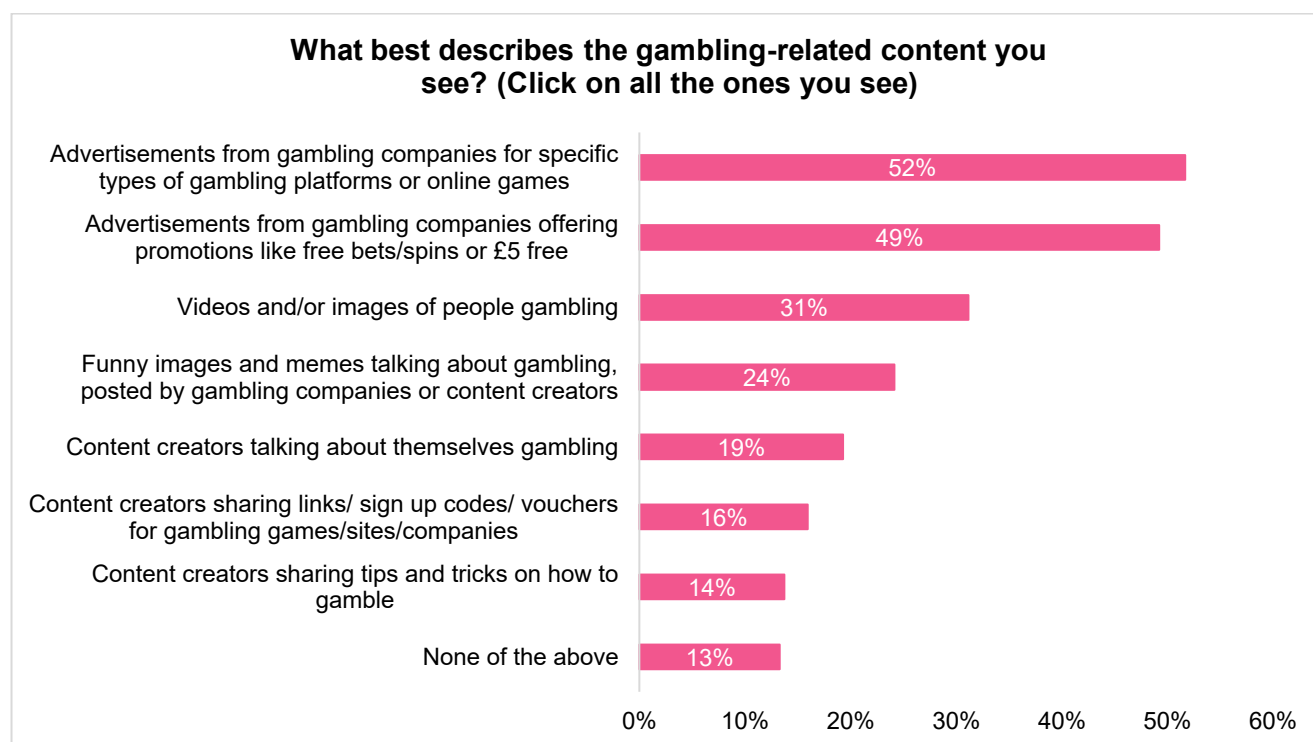
We looked to understand the types of gambling content respondents were being exposed to (figure 1). Among respondents, the most commonly reported type of content exposed to was 'advertisements from gambling companies for specific types of gambling platforms or online games', with 52% of respondents reporting seeing these advertisements. The second highest type of content was 'advertisements from gambling companies offering promotions like free bets/spins or £5 free', at 49%.

With reference to specifically content creators, 16% reported seeing content creators sharing links, sign up codes etc. for gambling operators, 14% reported seeing content creators sharing tips and tricks on how to gamble and 19% reported seeing content creators talk about themselves gambling. Interestingly, the least reported category was 'none of the above' at 13%, meaning 87% of the sample had been exposed to at least one form of gambling content listed.

This has important policy implications as it shows current attempts to direct online paid media to over 25s are not working. It also relates to wider issues around content on social media not being adequately addressed by ASA's current restrictions.

³⁰ Algorithms are a set of rules or calculations used by social media platforms to decide what content to show users by analysing factors like user preferences, behaviour, and engagement to prioritise posts, videos, or ads that they deem most relevant or interesting to each person

Figure 1. Types of gambling content respondents are exposed to (N=414)



3.1.2 Gaming and gambling exposure

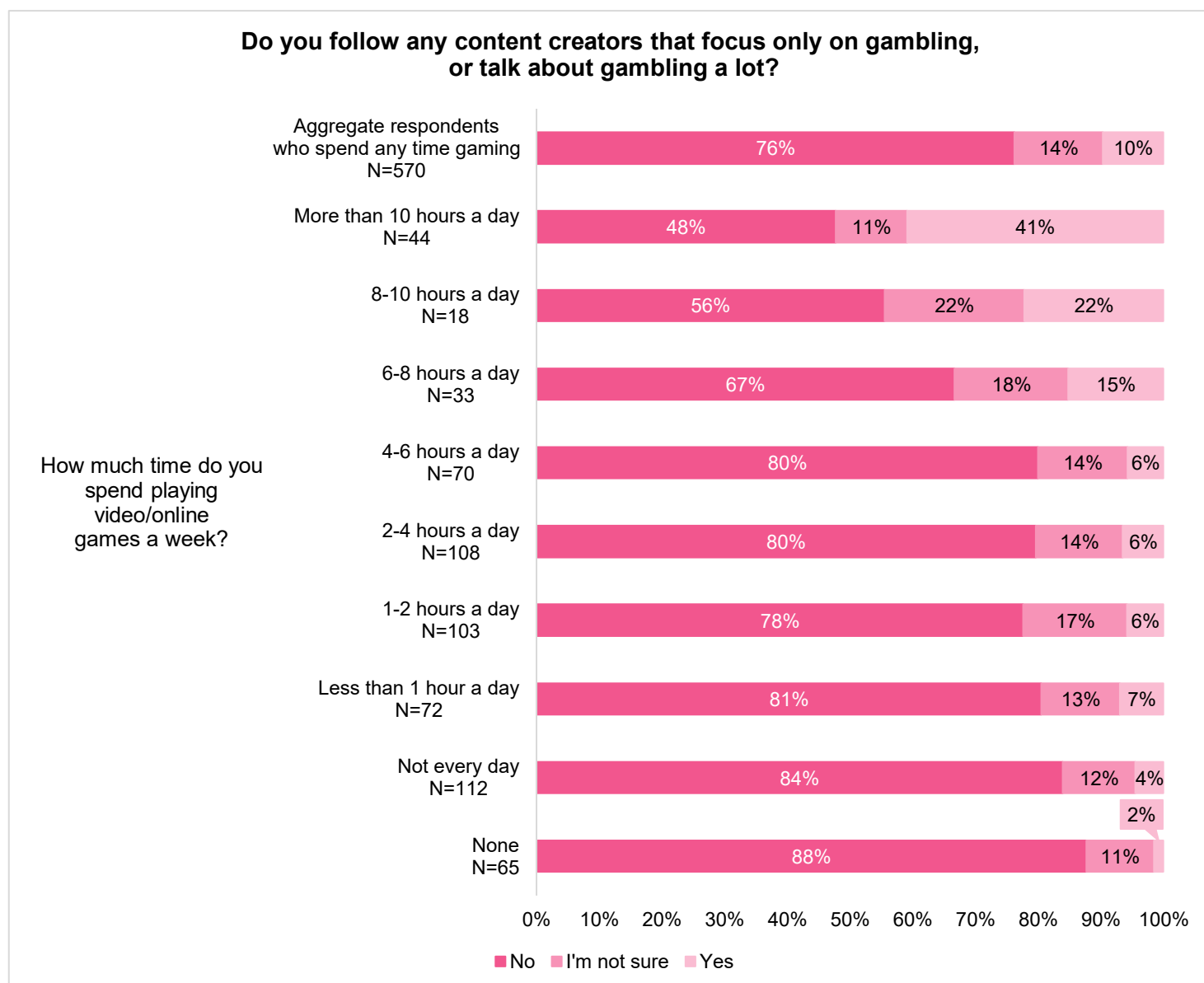
To gain insights into our hypothesis that CYP who game have more exposure to gambling content than those who do not game, we examined how frequently respondents play video games alongside their reported exposure to gambling-related material. This analysis provides insight into whether gaming may be serving as a gateway to gambling exposure among young people; though additional research is needed to determine causal relationships.

We examined exposure to gambling content related to video game activity by asking whether CYP follow any creators that focus only on gambling, or talk about gambling a lot, and analysing this alongside reported time gaming. Out of those who responded 'none' to how much time they spend gaming, 2%, of individuals who reported no gaming activity still follow content creators focused on gambling. This figure sees a marginal increase (4-7%) among those who game for up to 6 hours a day. However, for those gaming 6 to more than 10 hours a day, the percentage of individuals following gambling-focused creators rises sharply. Most notably, 41% of respondents who game for 10+ hours a day report following creators with a gambling focus.

Overall, 10% of those who spend any time gaming³¹) report following creators with a gambling focus, 8 percentage points more than those who spend no time gaming. When comparing the aggregate data for all those who spend any time gaming vs those who do not, we can see the proportion of those who follow gambling-focused creators is higher, with 10% reporting 'yes' in comparison to 2% of those who do not game. This shows a trend that the more time a young person reported playing video/online games, the more likely they were to follow creators whose content has a gambling focus – indicating the existence of a link between gaming and gambling.

³¹ combining 'not every day' up to 'more than 10 hours a day'

Figure 2. Following creators with a gambling focus by time spent gaming

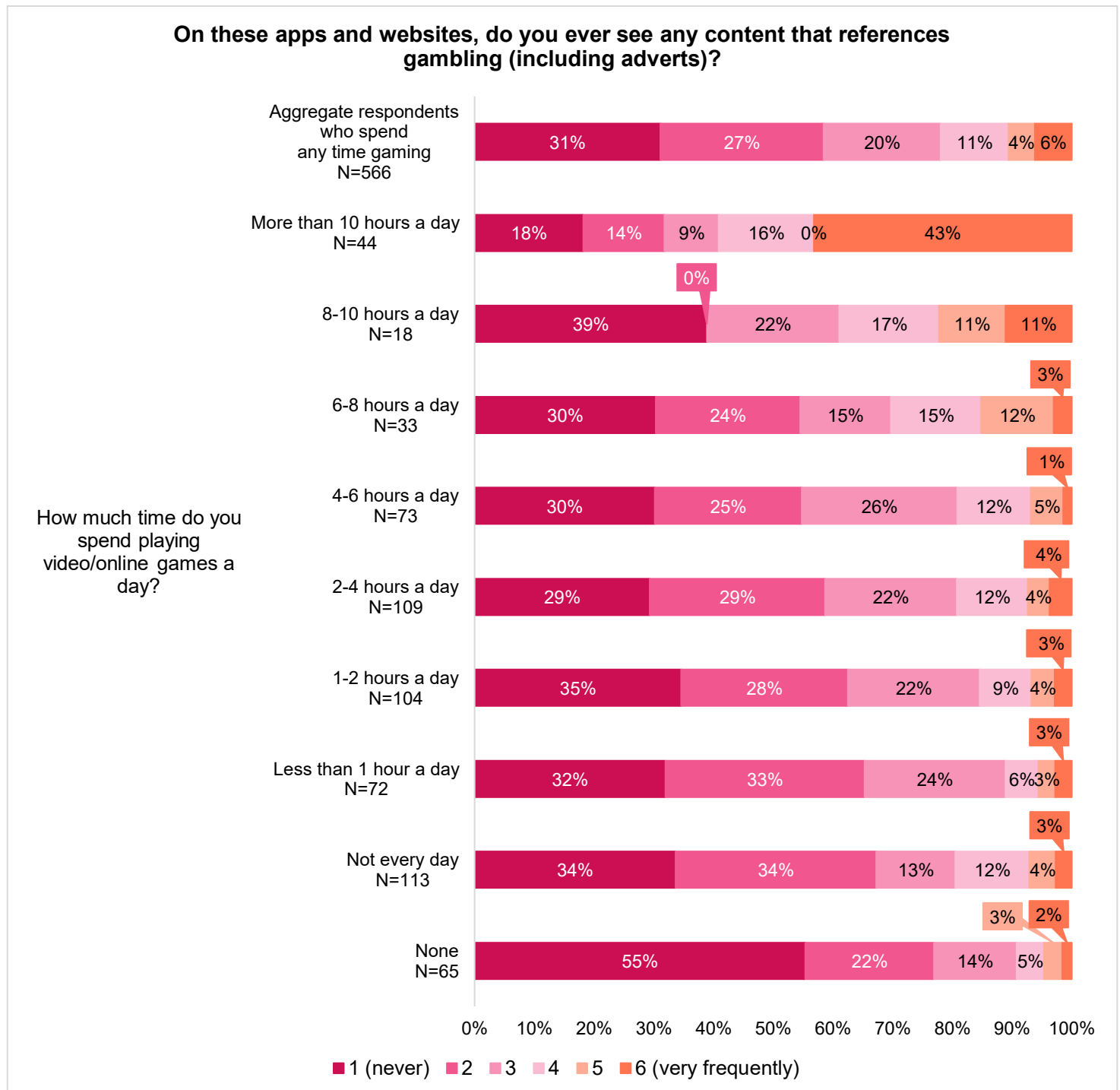


We also examined how much generalised gambling content CYP are exposed to relative to the amount of time they spend gaming (figure 3). We found that those who game for more than 8 hours a day are exposed to significantly more gambling-related content. Of the young people who spend 8 to 10 hours a day gaming, 39% report frequent to very frequent exposure to gambling content (rating 4-6 on the Likert scale). Of those who game for 10 or more hours a day, 59% report frequent to very frequent exposure to gambling content.

Conversely, while for the 'none' to '6-8 hours a day' gaming categories there aren't huge differences in extreme exposure (with between 1-4% rating their gambling exposure as a '6'), there is a notable difference in CYP who report 'never' seeing gambling content between those who do not game and those who do. 55% of respondents who spend no time gaming report 'never' seeing gambling content online, whereas between 18-39% of those who game report 'never' seeing gambling content. This is also reflected when looking at aggregate data for all respondents who game; overall 31% of respondents who game report 'never' seeing gambling content. This suggests that, whilst it might not be to an extreme level, there is a trend between spending any time gaming and increased exposure to gambling content online.

When comparing figure 2 and figure 3, we noted that figure 2 appears to have a more linear trend between exposure (via content creators) and time spent gaming. This may be because it is easier for CYP to answer a straightforward ‘yes’ or ‘no’ question about whether they follow gambling-related content creators, rather than quantifying how much gambling content they see on a scale of 1 to 6; a question that involves a degree of subjectivity.

Figure 3. Exposure to gambling content online by time spent gaming*



*The previous survey question asks what apps/sites the respondent uses, so ‘these apps’ is in reference to those the respondents use

3.1.3 Social media use and gambling exposure

To examine whether spending increased amounts of time on social media has a pattern with exposure to gambling content, we analysed whether respondents follow creators that focus on gambling and how much gambling-related material young people perceive themselves to see in relation to their social media usage.

The results from both analyses on social media usage and exposure to gambling content online (figure 4, figure 5) did not reveal a clear trend, i.e. there isn't a steady pattern in the amount of exposure to gambling content reported as social media usage increases; suggesting, for our respondents, spending more time on social media does not result in higher saturation of gambling content in social media feeds. That said, there is a notable jump for those that reported spending more than 10 hours a day on social media and exposure to gambling content in both graphs: 34% reported following creators with a gambling focus and 27% reported 'very frequently' seeing gambling content online (rating '6' on the Likert scale). This implies that very high amounts of time spent on social media trends with increased exposure to gambling content online.

Figure 4. Whether respondents follow gambling creators by time spent on social media

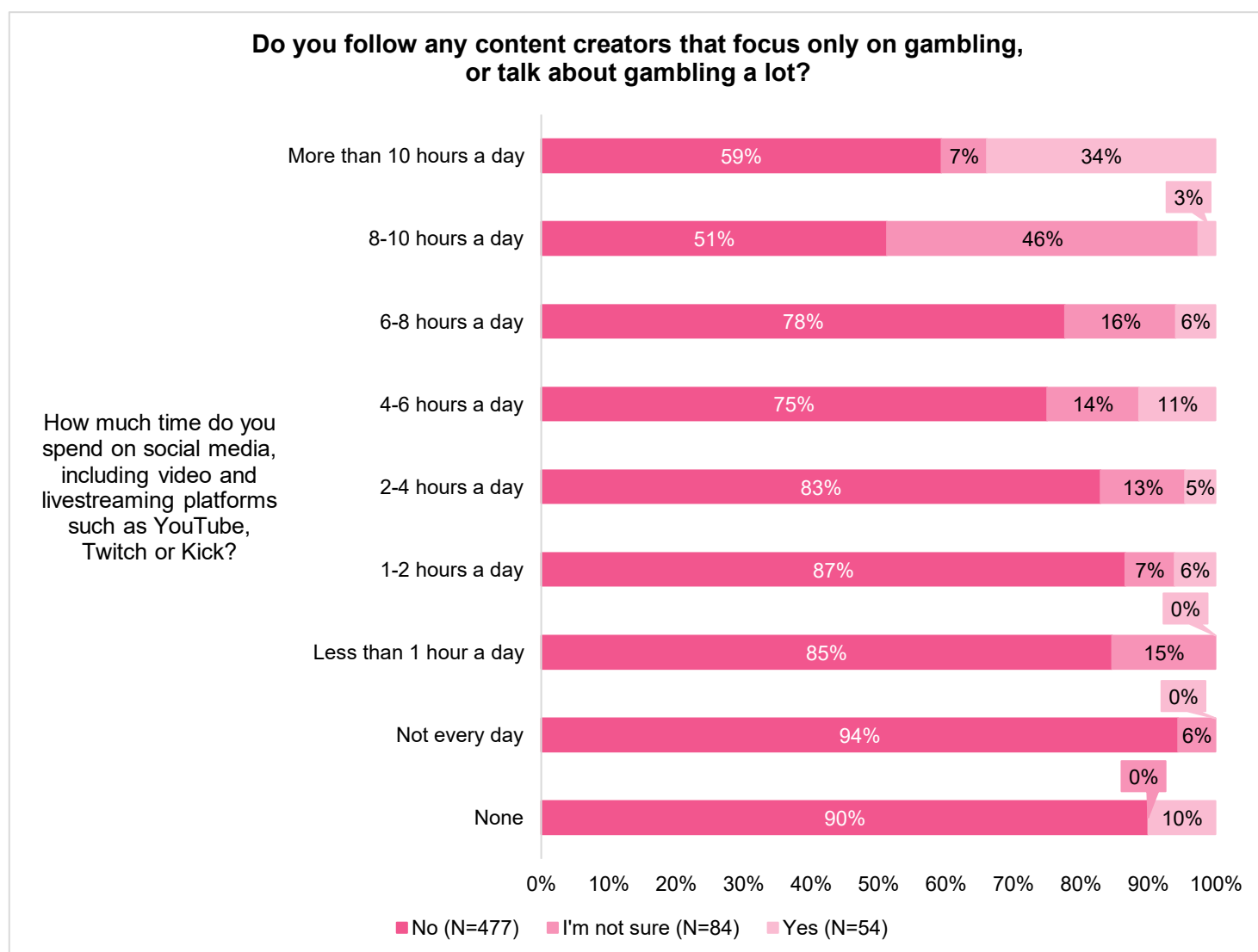
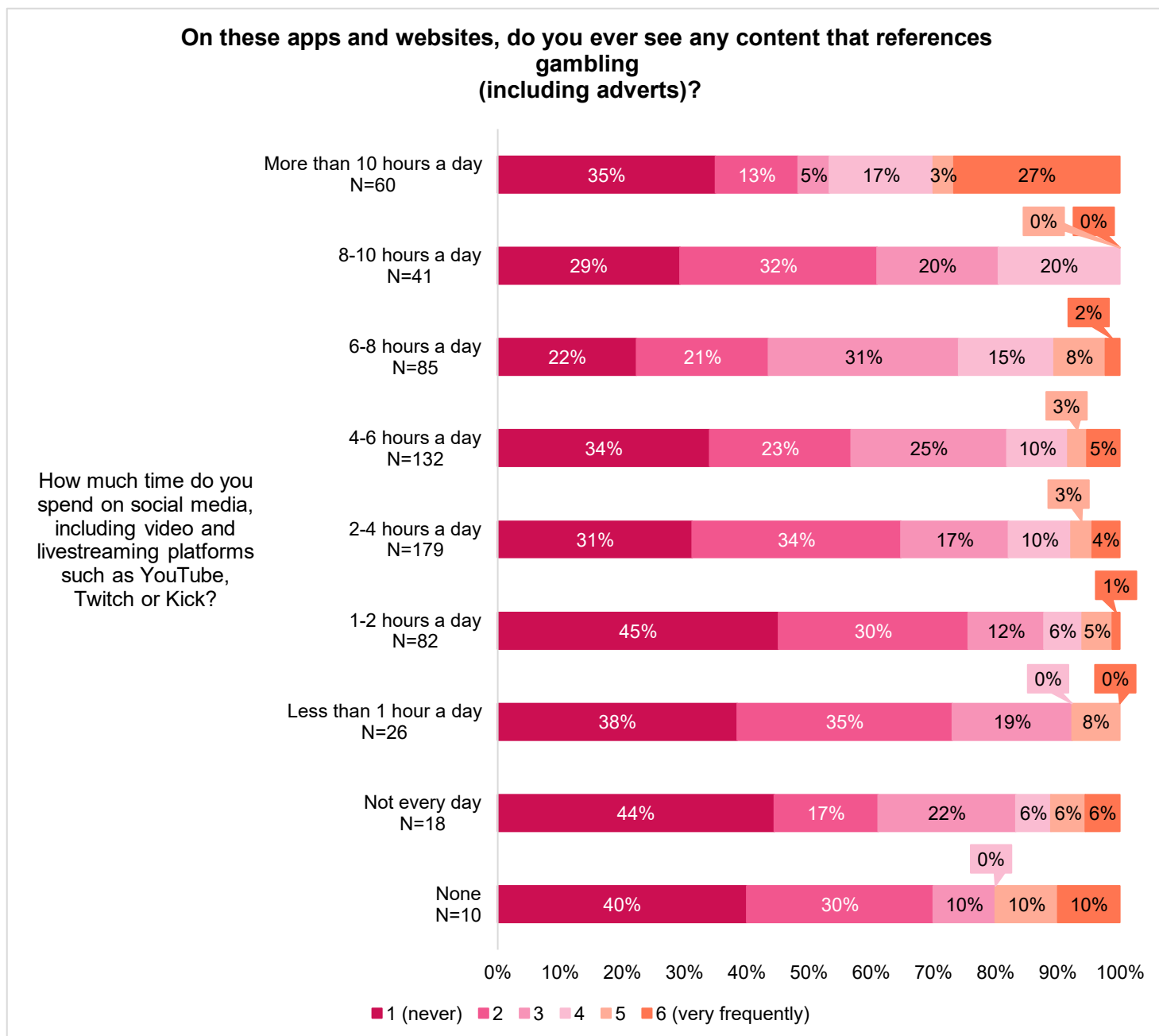


Figure 5. Exposure to gambling content online by time spent on social media*



*The previous survey question asks what apps/sites the respondent uses, so 'these apps' is in reference to those the respondent uses.

3.1.4 Control over and preference on exposure to gambling content

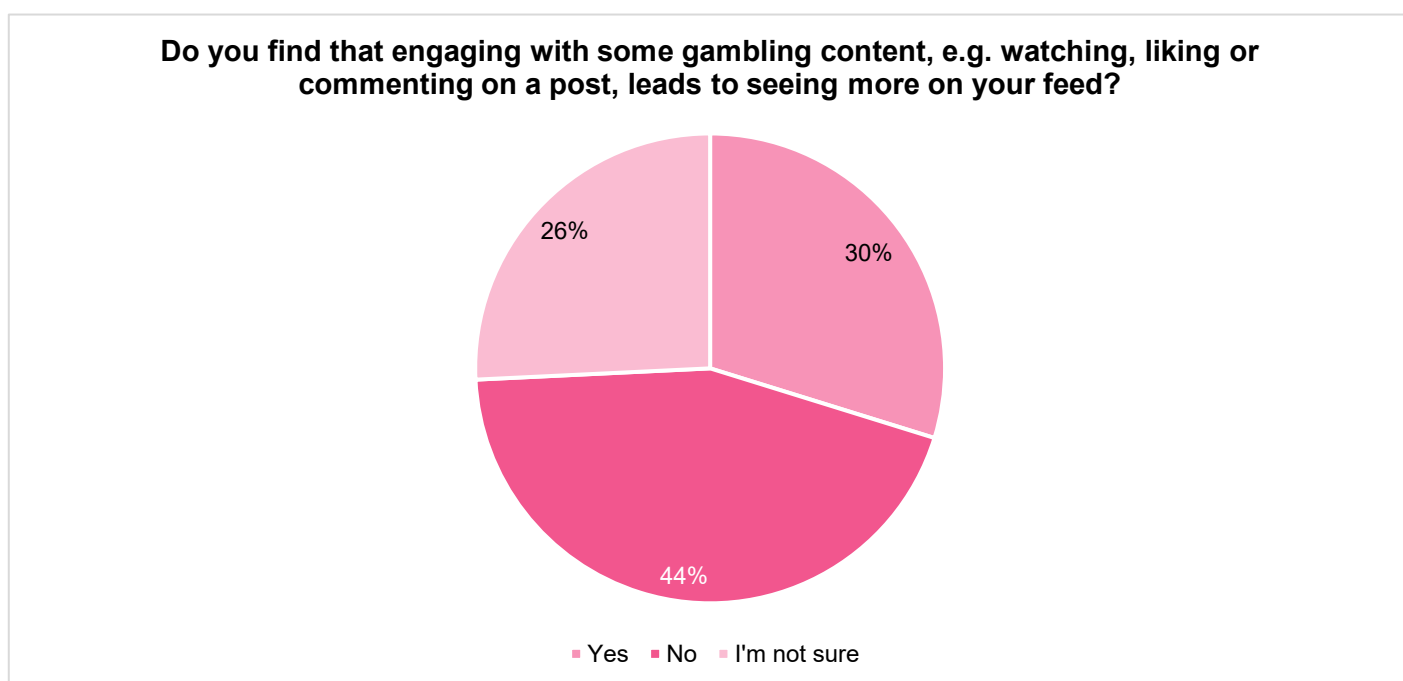
In the context of social media, algorithms are a set of rules embedded in the programming of social media sites that impact what content the users are shown. They primarily work to show the user content they have calculated the user is most likely to interact with. For example, if the user likes or comments on multiple cooking videos on TikTok, the algorithm may serve them similar cooking related content³². We wanted to understand whether CYP felt in control over the amount of gambling content they see.

³² TikTok. (2024). *How TikTok recommends content* | TikTok Help Center. Support.tiktok.com. <https://support.tiktok.com/en/using-tiktok/exploring-videos/how-tiktok-recommends-content>

To examine this, we asked about experiences with gambling content appearing on social media pages and how in control respondents feel over what they see. We analysed responses to direct questions about whether engaging with gambling-related content leads to more of it appearing in their feeds and whether they feel they can control the gambling content they encounter.

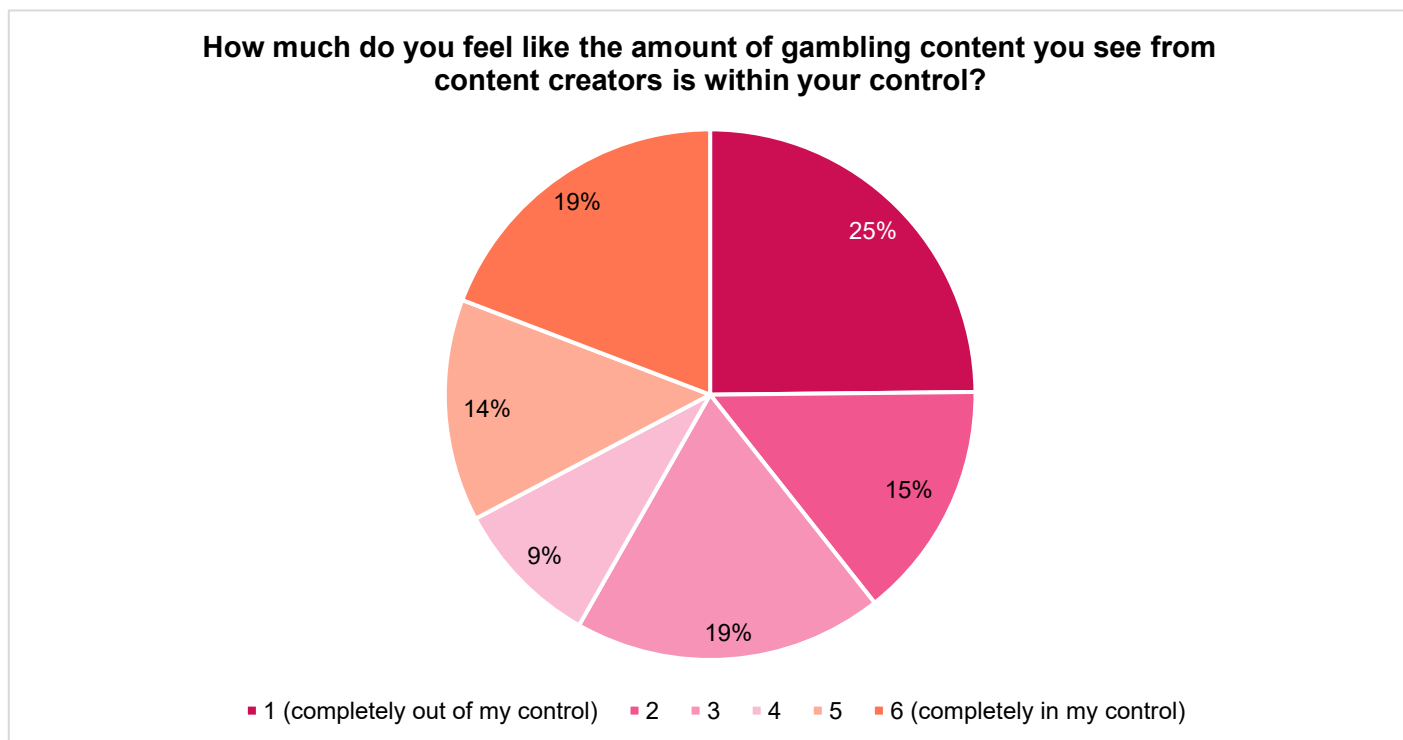
When asked directly about whether engaging with some content leads to more gambling content on respondents' feed, CYP respond differently (figure 6). While roughly one-third (30%) of CYP report seeing more gambling content if they engage with it, 44% report not experiencing this. However, over a quarter (26%) of CYP are unsure about whether engaging with some gambling content leads to seeing more in their feeds. A potential reason for this is CYP having difficulty in distinguishing whether content they're seeing is or isn't gambling; therefore being unable to confirm whether it leads to seeing more gambling content.

Figure 6. How engaging with gambling content impacts saturation of gambling content online (N=621)



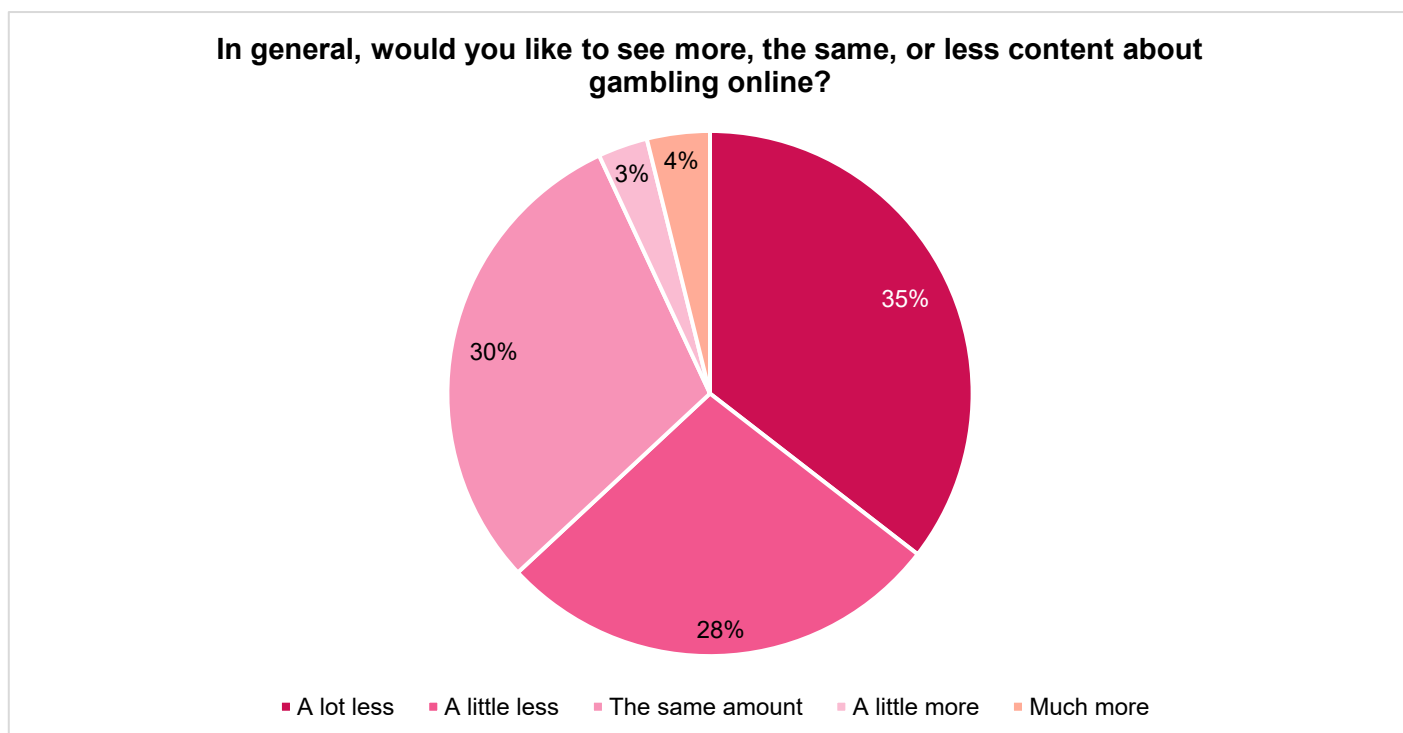
We also looked to understand how in control CYP feel over the amount of gambling content that appears in their feeds (figure 7). The findings show that a quarter of CYP feel that the amount of gambling content they see online is completely out of their control (25%), and a total of 59% of CYP reported low levels of control over the amount of gambling content they see (rating 1-3 on the Likert scale of 1 (completely out of my control) to 6 (completely within my control)). Less than a fifth (19%) of CYP feel that the amount of gambling content they see is completely within their control. This suggests that algorithms or other mechanisms may be pushing gambling content towards the majority of CYP, regardless of whether they choose to have it on their feeds.

Figure 7. Feeling control of seeing gambling content from content creators (N=620)



Additionally, when asked directly whether they would like to see less, the same or more gambling content online (figure 8), the vast majority of CYP reported that they would like to see less gambling content online (63%), and only 7% reported wanting to see more gambling content. This demonstrates that CYP are being presented with gambling content online that they do not want to see.

Figure 8. How much gambling content respondents want to see online (N=620)



3.2 Impact on attitudes and behaviours

In this section we discuss how the survey responded to **research aim 2**:

Assess persuasive impact: understanding the extent to which CYP are persuaded by this type of marketing by investigating how such content influences young people's attitudes towards gambling and their likelihood of engaging in gambling-related behaviours.

And hypotheses 4-5:

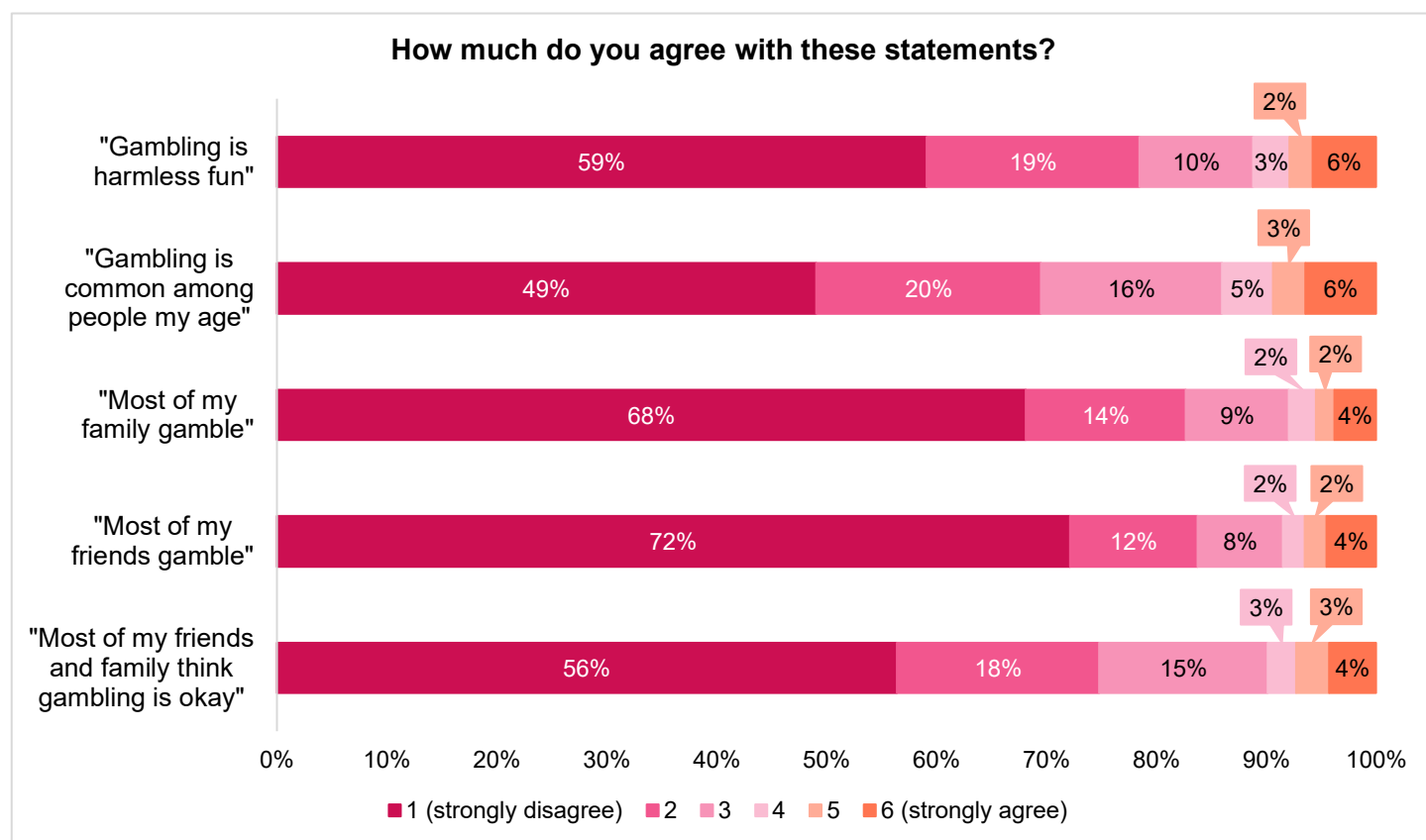
- **Hypothesis 4:** Seeing content about gambling online increases interest in gambling
- **Hypothesis 5:** Gambling is normalised, in general, among CYP and this is further exacerbated by online gambling content

3.2.1 Attitudes towards gambling

To test whether gambling is normalised among CYP we asked a series of questions relating to attitudes towards gambling both from CYP and from their network, i.e. friends and family. We also examined how CYP perceive content creators to influence the normalisation of gambling and their perception of whether gambling is harmless fun, and analysed this information against exposure to gambling content online to understand if increased exposure is related to increased normalisation.

The survey data shows that the majority of respondents (59%) do not believe gambling to be harmless fun, or that it is an activity most of their friends and family do or think is “okay” (56%) (figure 9). We used these questions to indicate levels of normalisation among respondents, and so by our measures this data does not indicate gambling to be normalised for the majority of respondents. That said, an important limitation of these data points is the interpretation of “most” in the survey question wording, which might have led to different interpretations among CYP. Additionally, normalisation is multi-faceted and complex, and more thorough investigation should be done to rigorously examine normalisation among CYP.

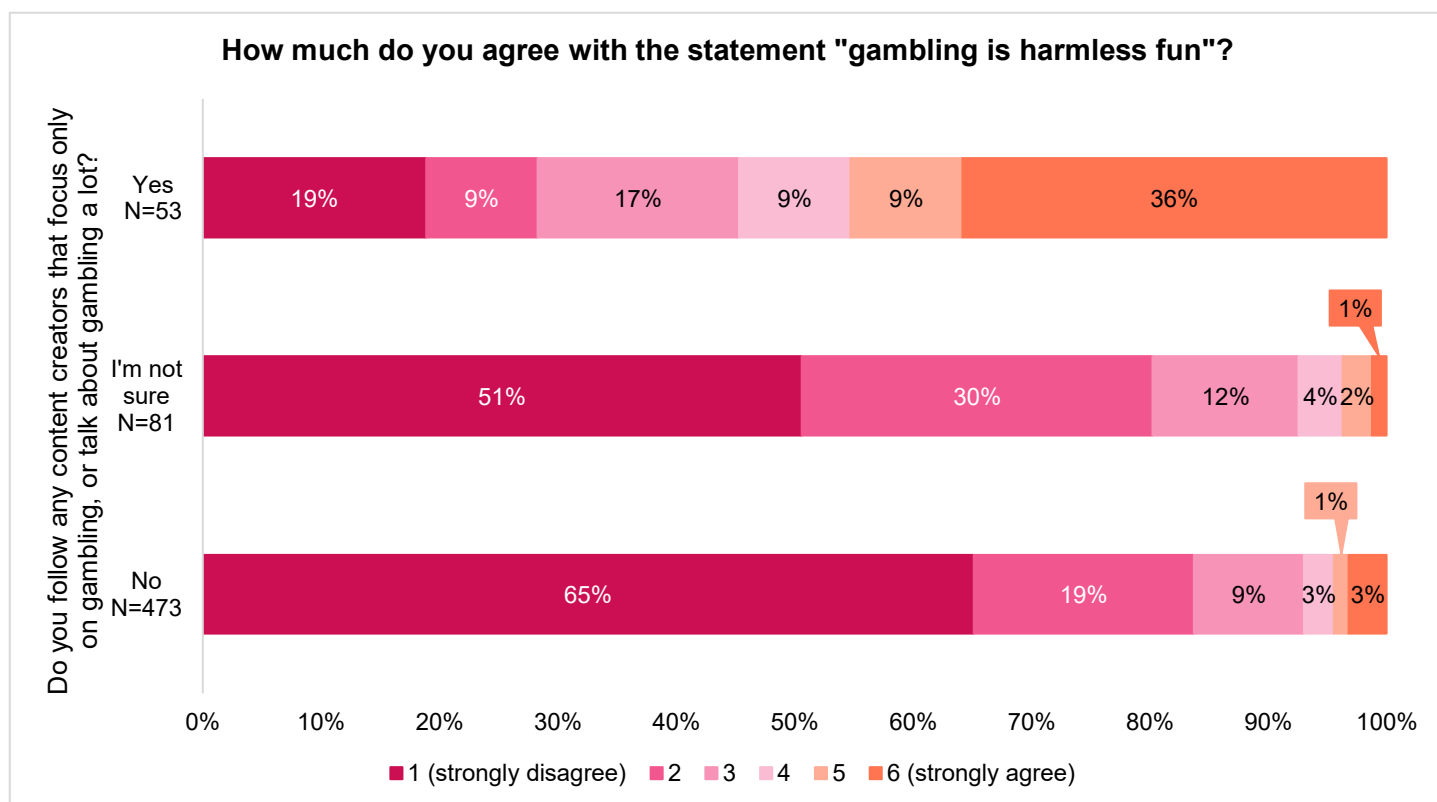
Figure 9. Attitudes and experiences related to normalisation of gambling



For the purpose of this research however, we wanted to compare these indicators of normalisation between those who engage with gambling-focused content creators and those that do not. Whilst we cannot draw definitive conclusions on normalisation for the CYP population, this comparison allows us to see differences in attitudes and normalisation of gambling within our sample.

The data (figure 10) shows the most common response (36%) to whether gambling is harmless fun among those that follow gambling-focused content creators to be "6", strongly agreeing to the statement, with over half (54%) responding on the upper end of the Likert scale (4-6). These attitudes among survey respondents who follow gambling-focused creators are particularly concerning as they indicate a limited awareness of the risks gambling can pose, which could have implications for how able these young people are to protect themselves from gambling harms.

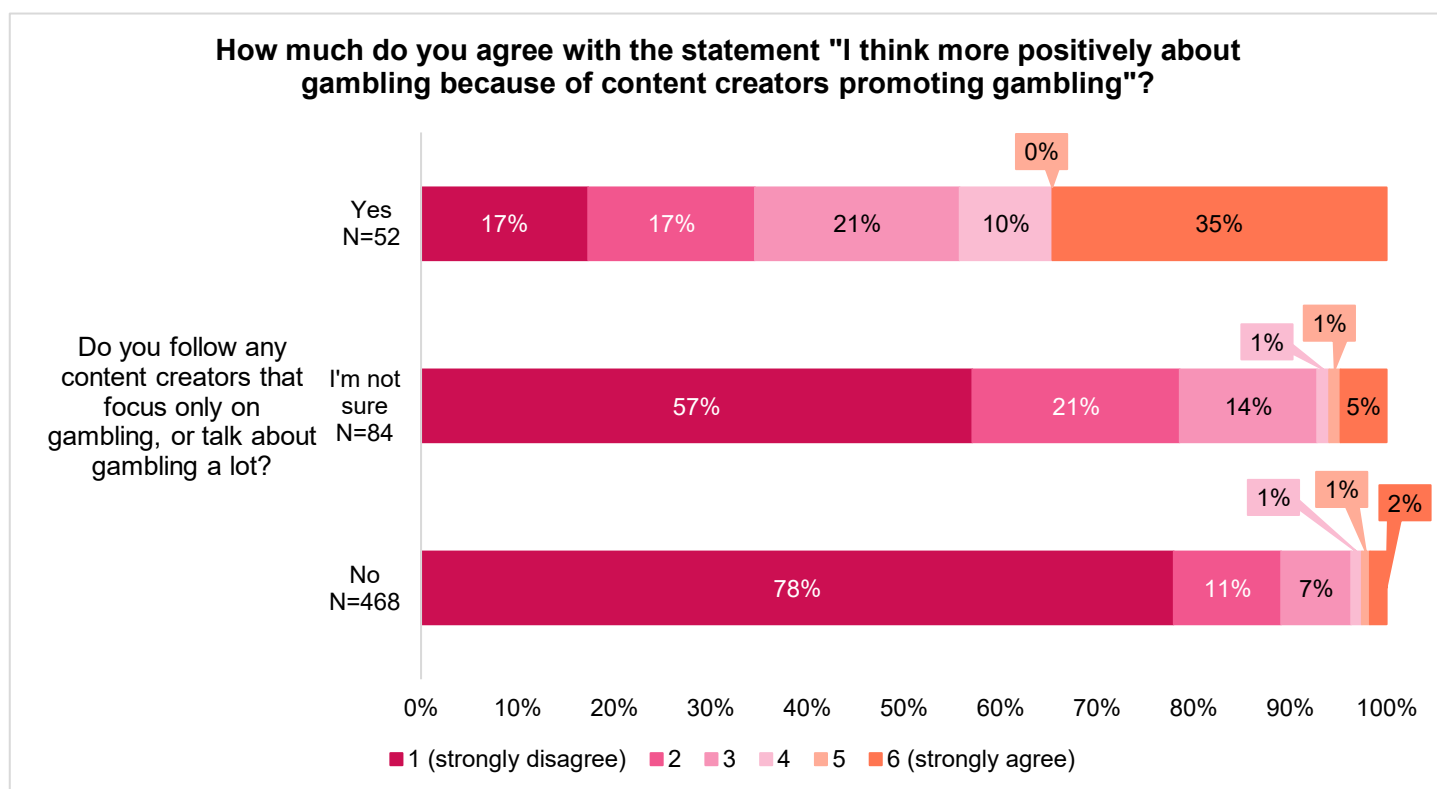
Figure 10. Attitudes towards gambling being harmless fun and engagement with gambling-focused content creators



We also asked respondents directly whether they perceive themselves to think about gambling more positively because of content creators promoting gambling (figure 11). For those that follow gambling creators, the largest response (35%) was “strongly agreeing” that content creators promoting gambling has led to them thinking more positively about gambling. On the inverse, only 17% of these respondents “strongly disagreed” (rating “1” on the Likert scale) that content creators promoting gambling has led to them thinking more positively about gambling. This suggests content creators can be effective in shaping positive attitudes towards gambling among their audience.

Only a small proportion of those who reported not following gambling-focused content creators felt content creators have made them think more positively about gambling, with 4% of this group reporting a 4-6 on the Likert scale and the majority (78%) responding “1”. This suggests non-followers remain largely unaffected and the potential harms of this content are concentrated within the population that actively engage with and follow gambling-focused content creators. That said, though a small proportion, 4% of this group reporting more positive attitudes towards gambling through content creators indicates these creators can have a harmful impact beyond their direct orbit, and for some CYP continuous engagement with said creators is not necessary for development of potentially harmful attitudes.

Figure 11. Content creators and positive attitudes towards gambling and engagement with gambling-focused content creators

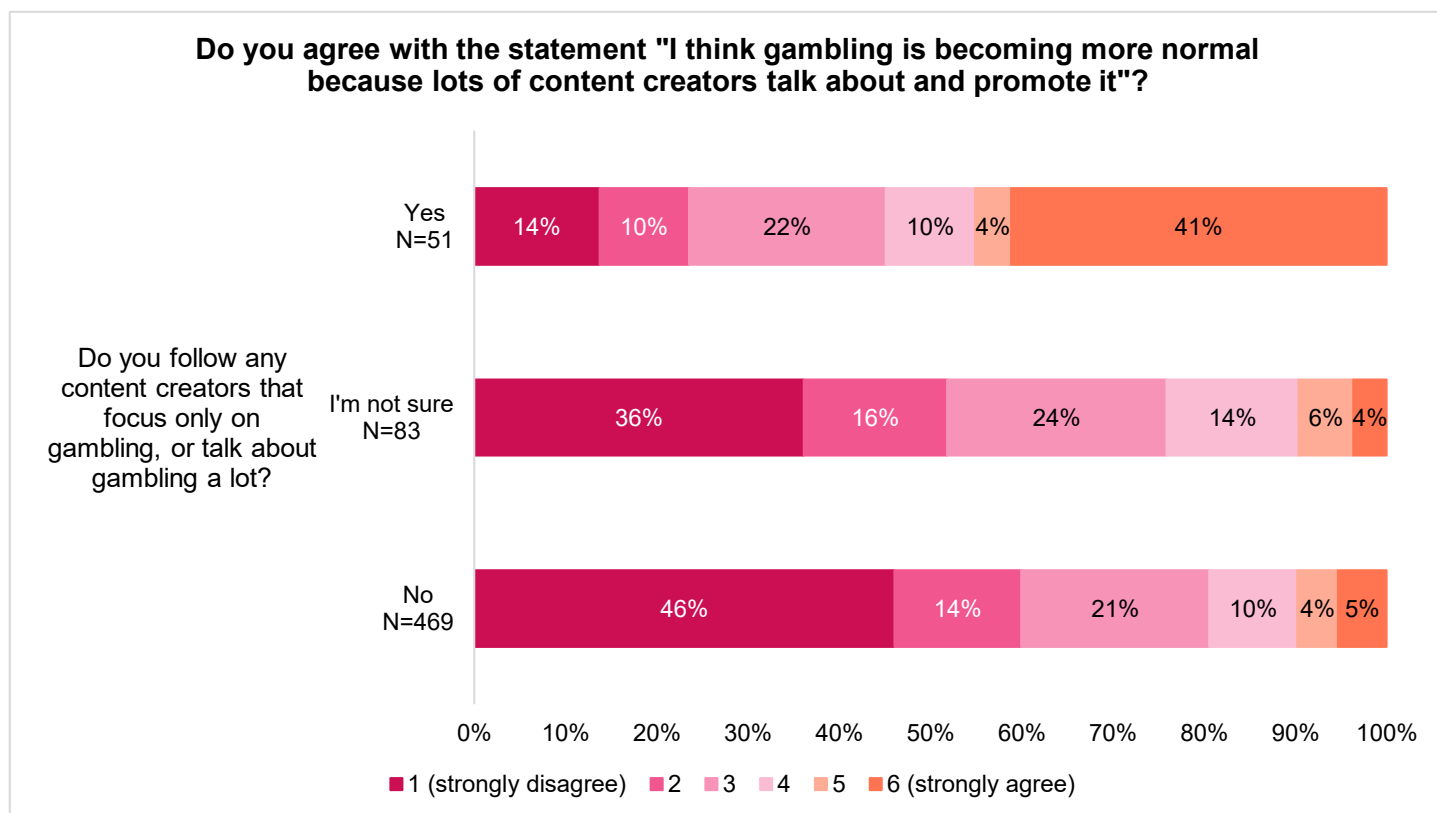


Finally, we examined the normalisation of gambling by content creators alongside whether respondents follow gambling-focused content creators, by asking level of agreement to the statement “I think gambling is becoming more normal because lots of content creators talk about and promote it” and combining this with data on whether respondents follow gambling-focused creators.

The data (figure 12) showed the highest level of agreement to this statement in those that follow gambling-focused creators, with 41% “strongly agreeing” (reporting a “6”) and 55% responding a 4-6 on the Likert scale overall. This suggests not only that content creators have a role in normalising gambling for a proportion of CYP, but also that CYP can have a critical awareness of how this material can impact and shape their attitudes. This is a promising finding when considering interventions that will assist CYP in recognising and rejecting harmful gambling-related content online.

For those that don’t follow gambling focused creators or are unsure on if they do, the proportion that agreed these creators normalise gambling is lower, with 19% responding 4-6 and 24% responding 4-6 on the Likert scale, respectively. This once more indicates the most at-risk group to this content being those who actively follow gambling-focused creators.

Figure 12. Normalisation of gambling by content creators and engagement with gambling-focused content creators



3.2.2 Impact on gambling and gambling-like behaviours

To understand whether exposure to gambling-related influencer content has an impact on gambling or gambling-like behaviours, we asked specific questions about CYP's engagement with these types of activities and linked those back to their exposure to gambling-related influencer content. We also asked young people directly for their self-assessment on whether they think they have been influenced to explore gambling activities due to an influencer.

Figure 13 shows that 43% of survey respondents who follow gambling-focused content creators, perceive themselves to be influenced to gamble by creators. Looking at how this translates into actual activities, 37% of those who follow gambling-focused content creators indicate they have gambled using a promo code from creators (Figure 14) and 43% have visited a website content creators talk about (Figure 15). This suggests that the influencer's techniques seem to be effective and a considerable proportion of young people who follow content creators have acted in line with influencer's intentions by using promo codes and visiting advertised website used promo codes offered. While young people seem to show a certain self-awareness over the influence of content creators on them, this does not translate into them rejecting the content shared by influencers.

Figure 13. Following gambling-focused creators and being influenced to gamble by creators

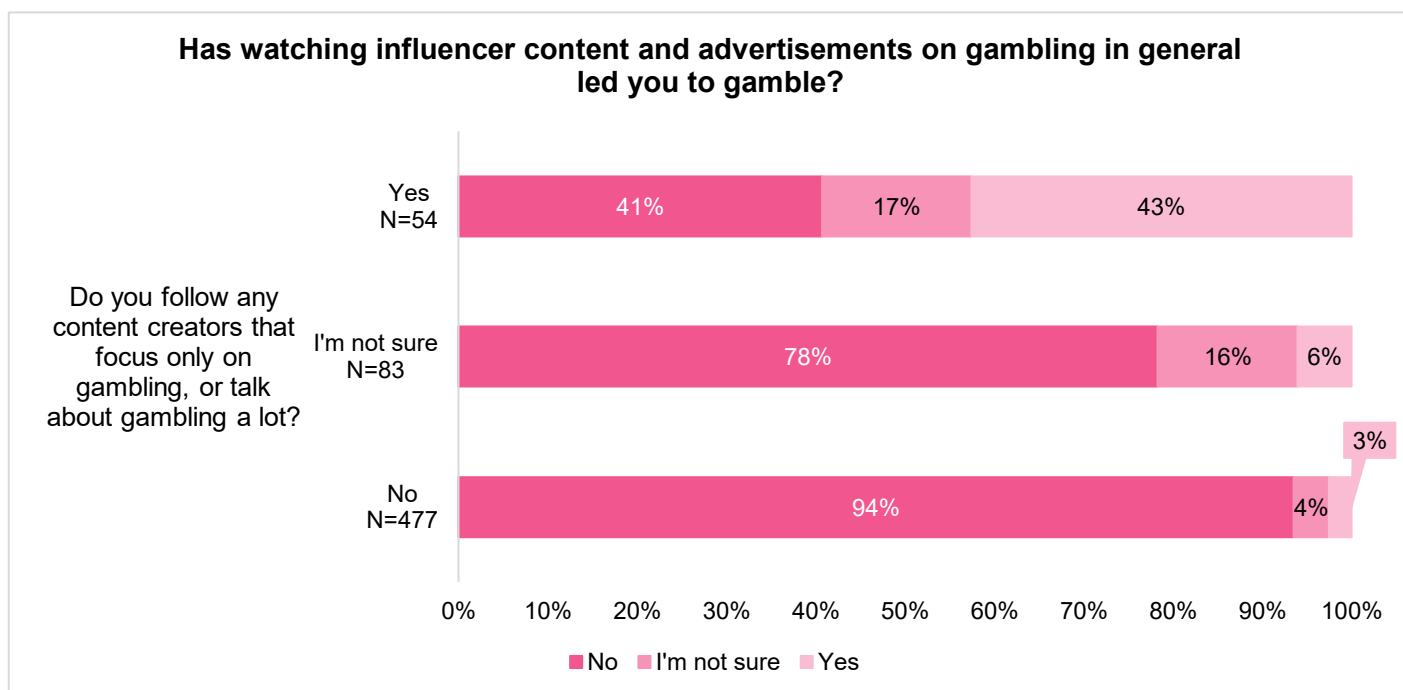


Figure 14. Following gambling-focused creators and using gambling promo codes from creators

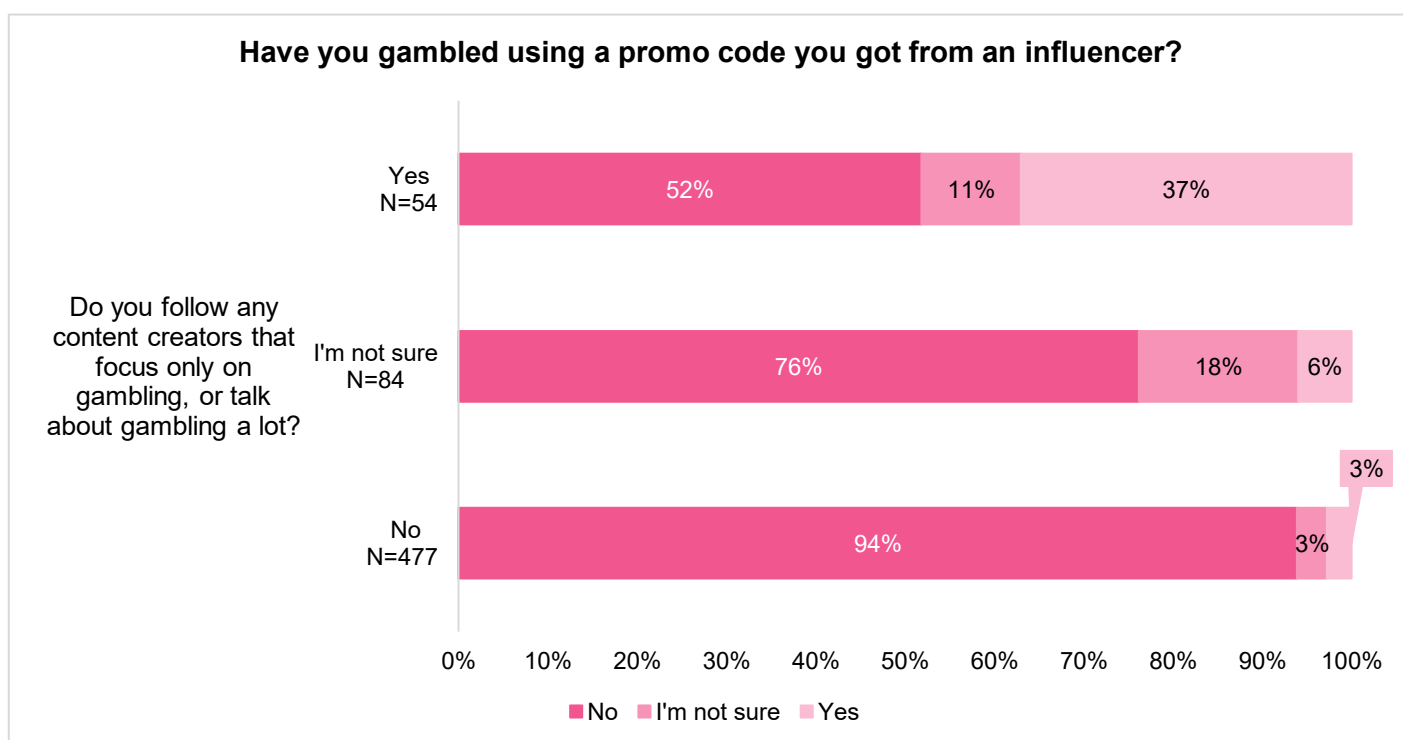
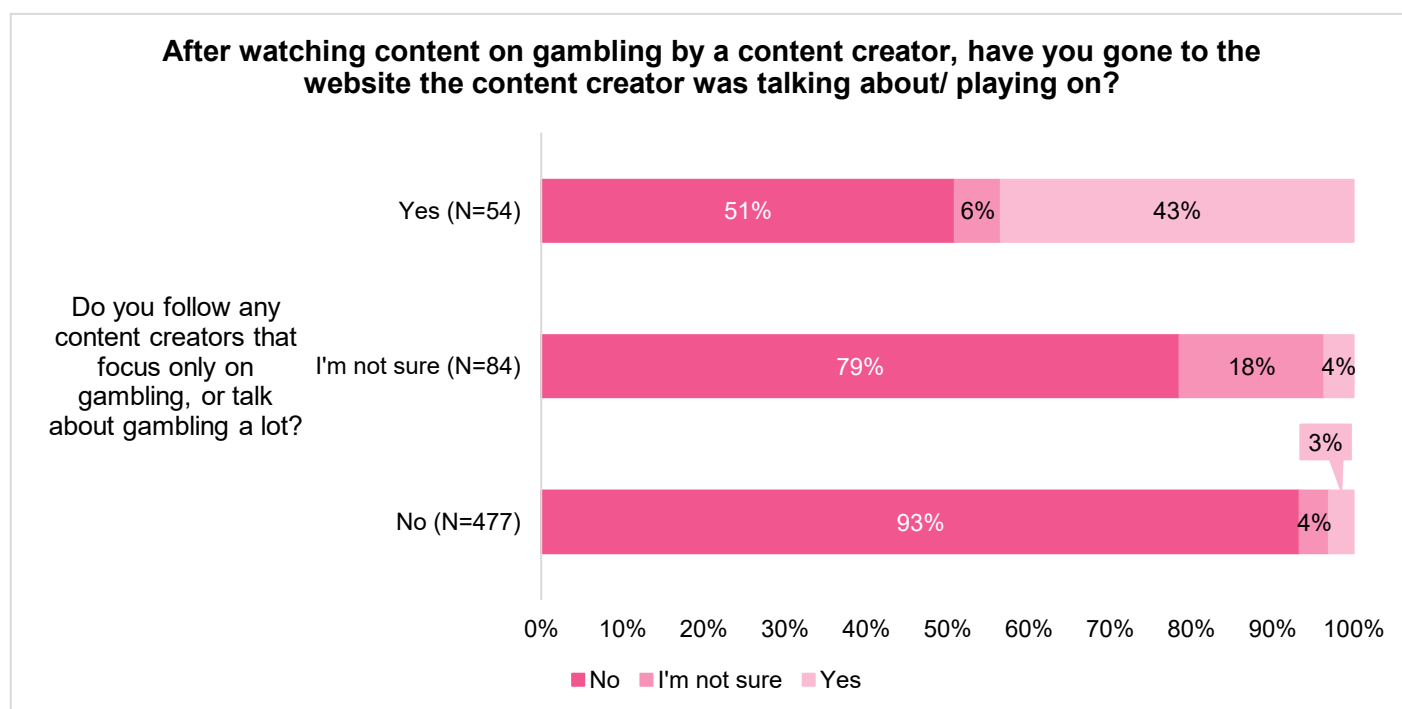


Figure 15. Following gambling-focused creators and visiting gambling websites content creators speak about



As part of the survey, we also looked at young people's engagement with specific gambling activities.

Figure 16 shows that across all gambling or gambling-like activities listed within the survey, a higher proportion of those who follow gambling-focused content creators indicate to have taken part in those activities compared to their peers. The difference is especially marked for higher risk activities such as crypto trading and online casinos with 40% and 36% respectively of those who follow content creators stating they have taken part in such activities compared to 2% and 5% of those who do not follow gambling-focused content creators.

We also grouped activities into those that are regulated gambling activities and those that are unregulated gambling-like activities³³, given potential policy implications. When looking at regulated gambling activities and unregulated gambling-like activities, the survey data shows that CYP who follow content creators that focus on gambling have taken part in more regulated and unregulated activities on average (figure 17). Additionally, they are the only group to report taking part in more unregulated activities than regulated. This is particularly concerning, as unregulated gambling-like activities (such as crypto casinos, fantasy sports, day trading) have the potential to cause harm to CYP as well as regulated activities, but don't have the same regulatory measures in place to create/manage mechanisms that will protect CYP from harms associated with these products.

One hypothesis as to why this group of CYP have taken part in more unregulated activities is that content creators are promoting more unregulated gambling products than regulated; but as we didn't test for this in the survey we are unable to confirm this. More research should be conducted into the types of gambling that is being promoted to CYP by content creators so we are able to understand if current regulatory measures are adequate in tackling the evolving world of gambling-like activities.

³³ Regulated activities include: placing bets in an in-person betting shop, bingo, games on an online casino, the lottery/ scratchcards, sweepstakes, games in an in-person casino, online sports betting, esports betting. Unregulated gambling-like activities include: placing bets with a friend, games on a crypto casino, crypto trading, loot boxes, fantasy sports, day trading, blind bags

Figure 16. Following gambling-focused creators and gambling activities taken part in

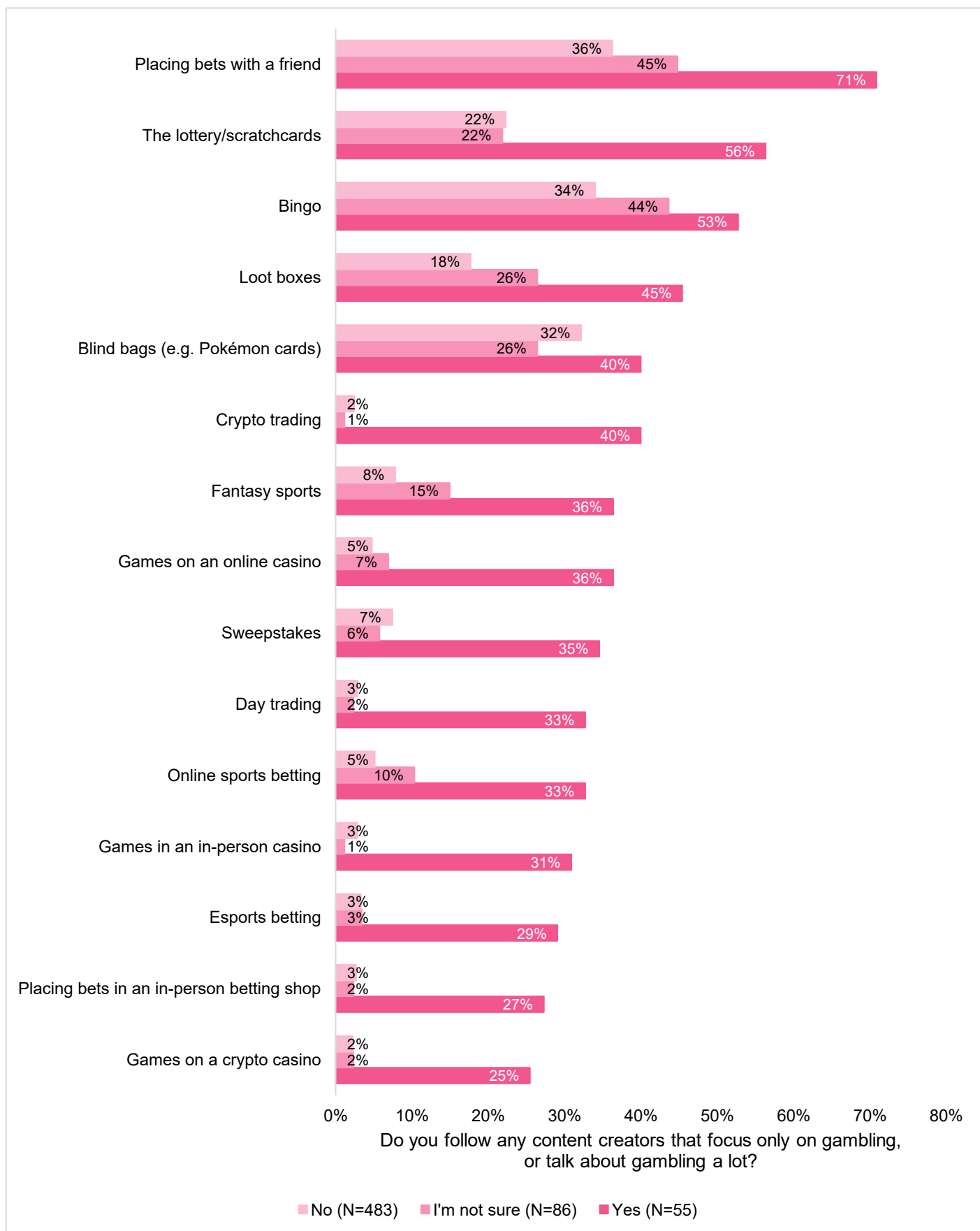
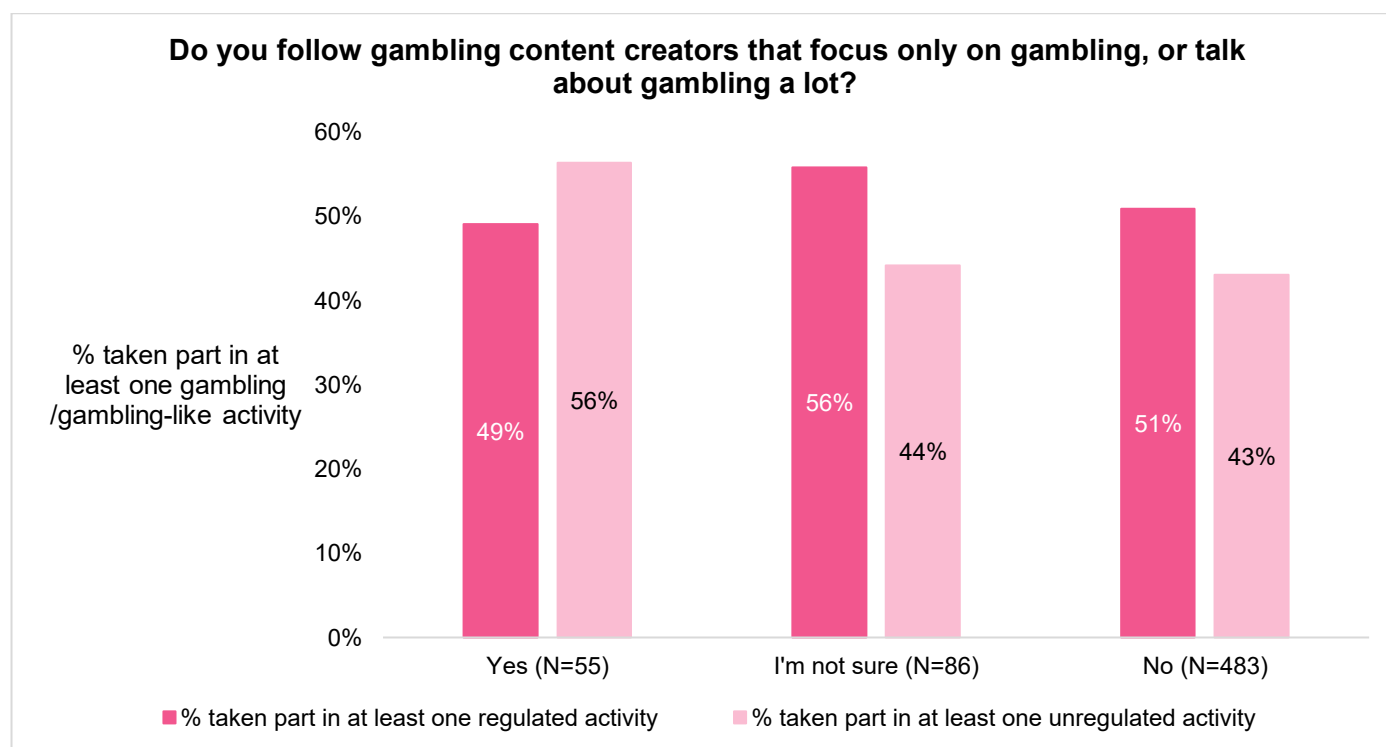


Figure 17. Following gambling-focused creators and regulated vs unregulated gambling-like activities taken part in



3.3 Gender disparities in gambling exposure online and activities

While we didn't have specific hypotheses related to demographics, we looked to understand whether there is a gendered difference between gambling exposure and activities amongst males, females and the non-binary community in our survey sample.

3.3.1 Gender and participation in gambling activities

Female/male gender disparities in gambling participation revealed pronounced differences in activity preferences, with males having notably higher participation rates in most categories except traditional forms of gambling like bingo and lottery/scratchcards than females. Males reported participating in more gambling activities across all categories listed, except for bingo and the lottery/scratchcards. There are particularly strong discrepancies in:

- Males were **8x** more likely to participate in **fantasy sports** (*unregulated*)
- Males were **6x** more likely to participate in **day trading** (*unregulated*)
- Males were **6x** more likely to participate in **crypto trading** (*unregulated*)
- Males were **4x** more likely to participate in **sweepstakes** (*regulated*)
- Males were **3.5x** more likely to participate in **loot boxes** (*unregulated*)
- Males were **3x** more likely to participate in **esports betting** (*regulated*)

These activities where there are particularly strong discrepancies are often linked to male-dominated communities, i.e. investing, crypto³⁴, gaming and sports³⁵, suggesting broader cultural differences in gender may feed into the types of gambling activities female and male CYP take part in.

³⁴ Delfabbro, P., King, D., & Williams, J. (2021). Cryptocurrency trading, gambling and problem gambling. *Addictive Behaviors*, 122, 107021. <https://doi.org/10.1016/j.addbeh.2021.107021>

³⁵ Martin, R. J., & Nelson, S. (2014). Fantasy sports, real money: Exploration of the relationship between fantasy sports participation and gambling-related problems. *Addictive Behaviors*, 39(10), 1377–1382. <https://doi.org/10.1016/j.addbeh.2014.05.017>

The fact that traditional, lower-stakes gambling activities like bingo and lotteries show greater female participation may reflect gender divides in risk preferences^{36,37} and gendered marketing strategies³⁸. The two activities with a higher prevalence of females reporting they participate in (bingo and the lottery/scratchcards) are more traditional, lower stakes and socially accepted forms of gambling³⁹.

This could suggest younger males more actively seek out different means to engage in gambling with and are more interested in engaging in activities that are riskier and have higher stakes. It could also be a reflection of marketing tactics; sports, gaming and day/crypto trading gambling activities tend to be marketed towards men whereas bingo and the lottery have more neutral and wide-reaching marketing that may be more appealing to women⁴⁰. More research is required to validate these hypotheses.

Figure 18 also shows non-binary respondents reported significantly higher participation in gambling activities than both males and females, across all activities listed, which implies a trend between the non-binary community and higher than average gambling participation. However, the survey had only 15 non-binary respondents so these results should be interpreted with high caution and further research is required to ascertain their accuracy.

Figure 18. Gender and gambling/gambling-like activities taken part in

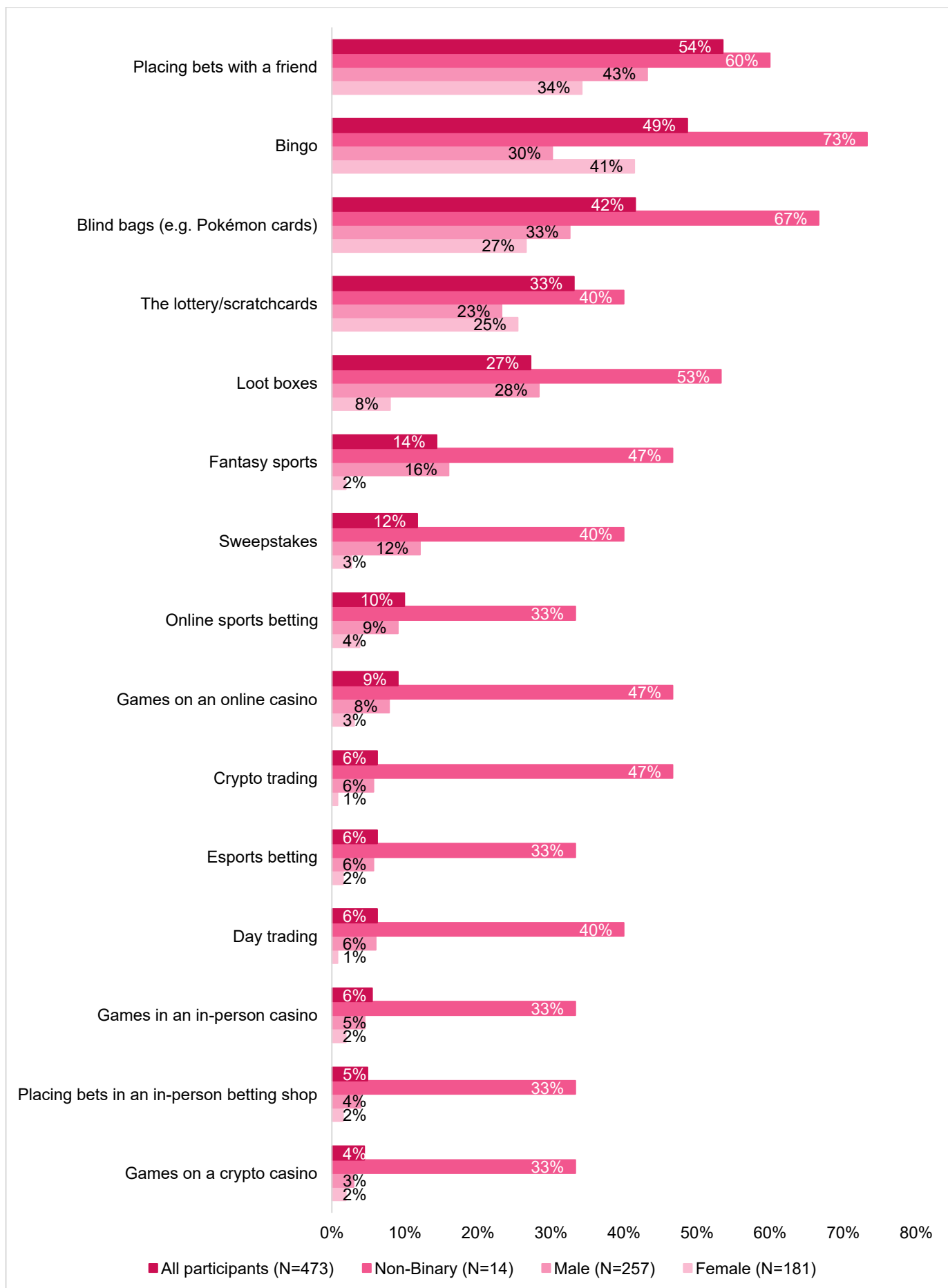
³⁶ Harris, C. R., & Jenkins, M. (2023). Gender Differences in Risk Assessment: Why do Women Take Fewer Risks than Men? *Judgment and Decision Making*, 1(1), 48–63. Cambridge University Press. <https://doi.org/10.1017/S1930297500000346>

³⁷ Dawson, C. (2023). Gender differences in optimism, loss aversion and attitudes towards risk. *British Journal of Psychology*, 114(4). <https://doi.org/10.1111/bjop.12668>

³⁸ Collard, S., Davies, S., Fannin, M. (2022). Women's experiences of gambling and gambling harm: A Rapid Evidence Assessment, University of Bristol. <https://www.gambleaware.org/our-research/publication-library/articles/women-s-experiences-of-gambling-and-gambling-harm-a-rapid-evidence-assessment/>

³⁹ Delfabbro, P., & Parke, J. (2021). Empirical evidence relating to the relative riskiness of scratch-card gambling. *Journal of Gambling Studies*. Advance online publication. <https://doi.org/10.1007/s10899-021-10033-2>

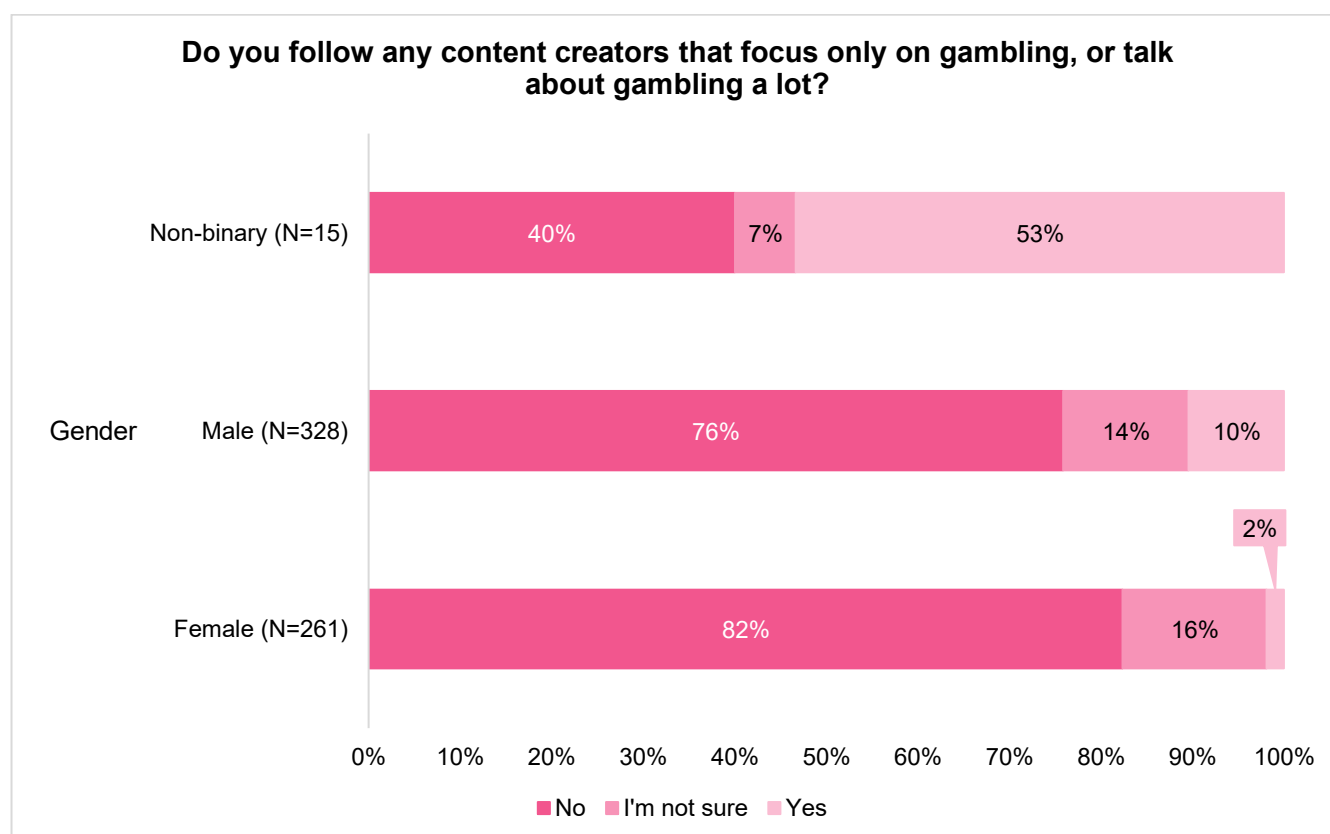
⁴⁰ Guillou-Landreat, M., Gallopel-Morvan, K., Lever, D., Le Goff, D., & Le Reste, J.-Y. (2021). Gambling Marketing Strategies and the Internet: What Do We Know? A Systematic Review. *Frontiers in Psychiatry*, 12(1). <https://doi.org/10.3389/fpsy.2021.583817>



3.3.2 Gender and gambling exposure online

When examining gender disparities in exposure to gambling content online via content creators, the non-binary community had the highest exposure (53%) to gambling content by a significant margin, followed by males (10%) and then females (2%). The gender discrepancies between gambling exposure mirror that of gambling activities taken part in. These analyses align with trends in figure 19 between gender and gambling activities, which showed non-binary respondents to engage in the most gambling activities by a strong margin, with males following and females participating the least. This alignment provides further evidence that there may be a link between exposure to gambling content online and greater engagement in gambling activities.

Figure 19. Gender and following gambling-focused content creators



4. Conclusion and recommendations

The findings highlight the pervasive nature of gambling-related content in online spaces, with a significant majority of young people (87%) reporting having been exposed to this material at least once. A potential high-risk group identified was gamers; those who spend extended periods gaming were more likely to follow gambling-focused creators and encounter gambling content online. While social media usage did not trend with higher exposure to gambling content, there is a concerning spike among heavy users. A crucial finding was that many young people feel they have little control over the gambling content they see (59%), and a substantial proportion express a desire to encounter less of it (63%). This underscores the need for policymakers and platforms to implement stronger safeguards, ensuring young users can better manage their exposure to potentially harmful material.

The data also reveals a troubling trend between exposure to gambling-focused content creators and more positive attitudes towards gambling. Young people who follow these creators are more likely to perceive gambling as "harmless fun", report that said creators have led them to think more positively about gambling and believe that it is becoming increasingly normal. This increase in positive attitudes and normalisation poses risks, as it may diminish awareness of the potential harms associated with gambling. However, the recognition that content creators influence perceptions could serve as a foundation for educational interventions aimed at fostering critical thinking and resilience among young audiences. Addressing these attitudes early is crucial in mitigating the risks of problem gambling developing later in life.

The survey highlighted trends between gambling-related content and young people's gambling-related behaviours, with those following gambling creators more likely to engage in both regulated and unregulated gambling activities. The higher engagement in high-risk and unregulated activities, such as cryptocurrency trading and online casino use, is particularly concerning, especially where it concerns unregulated activities given the lack of protective measures in these spaces.

Gender disparities in exposure, attitudes and behaviours were identified in the data, with non-binary respondents reporting the highest exposure and participation in gambling and gambling-like activities, followed by males then females. Findings related to the non-binary community should be interpreted with caution due to the small sample size (15) but highlight the need for more research in this area.

Overall, these findings emphasise the need for interventions and policy change to manage how gambling intersects with young people's experiences of the online world, including stricter regulation of influencer marketing and greater scrutiny of the gambling-like products being promoted to young audiences. Without improvements to policy and practice, the current digital landscape risks exacerbating gambling-related harms among young people. Three key areas we have identified for intervention to protect young people from gambling-related harms online are:

- **A comprehensive review and mapping of the regulatory landscape** is urgently needed for influencer marketing, gambling, gaming, and online safety to understand the extent to which influencer marketing is able to fall through regulatory gaps and what could be done to address this. This mapping exercise should inform stronger, coordinated safeguards across gambling, regulatory, and online safety frameworks
- **Gambling prevention strategies must evolve** to address the clear link between gaming, social media, exposure to gambling content online and participation in gambling activities. Guidance around tackling gambling harms should take into account these crossovers and the impact of gambling content online and build it into existing programmes such as education and prevention interventions and treatment measures.

- **Professionals and parents require better support to navigate this complex landscape.** Within a wider gambling harms educational module, targeted training should equip teachers and youth workers to educate young people on online marketing techniques and the impact it can have. Parents should be equipped to understand the dangers of this content and implement effective safeguards. Resources should include practical strategies for discussing influencer content critically, with particular attention given to vulnerable groups like non-binary youth and gamers who show disproportionately high engagement with gambling content.

These measures would provide much-needed protection against the risks posed by the convergence of the online world and gambling; a growing concern as young people spend increasing time in digital spaces.

5. Appendices

5.1 Survey questions

Demographics

1. How are you feeling today?
 - a. 😊
 - b. 😄
 - c. 😌
 - d. 😐
 - e. 😞
 - f. 😓
2. Do you identify as...
 - a. Female
 - b. Male
 - c. Non-binary
 - d. Prefer not to say
 - e. None of these (other)
3. How old are you?
 - a. 13
 - b. 14
 - c. 15
 - d. 16
 - e. 17
 - f. Under 13
 - g. Over 17
4. What is your ethnicity?
 - a. White British
 - b. White – any other White background
 - c. Black British
 - d. Black African
 - e. Black Caribbean
 - f. Black – any other Black background
 - g. Asian – Pakistani
 - h. Asian – Indian
 - i. Asian – Chinese
 - j. Asian – Bangladeshi
 - k. Asian – any other Asian background
 - l. Mixed – Asian and White
 - m. Mixed – Black and White
 - n. Mixed – Any other Mixed background
 - o. Other ethnic group
 - p. Prefer not to say
 - q. I don't know

5. What religion are you?
- a. Christian
 - b. Muslim
 - c. Hindu
 - d. Sikh
 - e. Jewish
 - f. Buddhist
 - g. Other
 - h. I don't have a religion
 - i. Prefer not to say
6. Do you get free meals at school, or do your parents/carers pay for your meals?
- a. I get free meals
 - b. My parents/carers pay for my school meals or I have a packed lunch
 - c. I don't know
 - d. Prefer not to say

Online Activity

7. How much personal time do you spend on social media, including video and livestreaming platforms such as YouTube, Twitch or Kick?
- a. More than 10 hours a day
 - b. 8-10 hours a day
 - c. 6-8 hours a day
 - d. 4-6 hours a day
 - e. 2-4 hours a day
 - f. 1-2 hours a day
 - g. Less than 1hr a day
 - h. Not every day
 - i. None
8. How much time do you spend playing video/online games a week?
- a. More than 10 hours a day
 - b. 8-10 hours a day
 - c. 6-8 hours a day
 - d. 4-6 hours a day
 - e. 2-4 hours a day
 - f. 1-2 hours a day
 - g. Less than 1hr a day
 - h. Not every day
 - i. None
9. What apps and sites do you regularly use? (Click on all the ones you use)
- a. Instagram
 - b. TikTok
 - c. Snapchat
 - d. Discord
 - e. Reddit
 - f. Twitch
 - g. YouTube
 - h. Kick
 - i. Facebook

- j. Rumble
- k. X (formerly Twitter)
- l. Spotify
- m. Roblox
- n. I don't go on any of these websites or apps
- o. Prefer not to say

10. Are there any other social media or streaming apps/sites you use?

- a. Yes
- b. No

11. [If tick yes to above] What are the name/names of other apps/sites you use?

- a. [open text]

Exposure to gambling-related influencer content

Gambling: involves betting money or other things of value (for example, skins betting in games, objects you own, whether you do a task you don't necessarily want to do) on the outcome of something where there is a chance you might lose, or, possibly, win something back of more value than you bet. There are lots of ways to gamble, for example on the results of sports, playing card games, lotteries, scratch cards raffles, bingo and sweepstakes, as well as placing bets with friends and using online and offline casinos.

Gambling-like activities: refer to activities that share characteristics with traditional gambling but may not always involve betting real money or be classified as gambling under legal definitions. Some examples of this are items you pay for in video games where you don't know what you will receive when you buy it, apps and games that simulate gambling experiences like slot machines or poker but without money winnings, crypto-trading, fantasy sports leagues, stock market trading, mystery boxes, Gacha games

12. On these apps and websites, do you see any content that references gambling (including adverts)? [if click never, skips to Q15]

- a. 1 (never) – 6 (very frequently)

13. What are the top three apps/sites you see the most content relating to gambling on? Please select at most three options.

- a. Instagram
- b. TikTok
- c. Snapchat
- d. Discord
- e. Reddit
- f. Twitch
- g. YouTube
- h. Kick
- i. Facebook
- j. Rumble
- k. X (formerly Twitter)
- l. Spotify
- m. Roblox
- n. Prefer not to say
- o. Other

14. What best describes the gambling-related content you see? (Click on all the ones you see)
- a. Advertisements from gambling companies for specific types of gambling platforms or online games
 - b. Advertisements from gambling companies offering promotions like free bets/spins or £5 free
 - c. Videos and/or images of people gambling
 - d. Content creators talking about themselves gambling
 - e. Content creators sharing tips and tricks on how to gamble
 - f. Content creators sharing links/ sign up codes/ vouchers for gambling games/sites/companies
 - g. Funny images and memes talking about gambling, posted by gambling companies or content creators
 - h. None of the above
15. When you see content from creators that relates to gambling, how often do you...
- a. Find the message interesting?
 - i. 1 (never) – 6 (very frequently)
 - b. Search for more information on the gambling the creator or people in the comments are discussing?
 - i. 1 (never) – 6 (very frequently)
 - c. Look for similar content?
 - i. 1 (never) – 6 (very frequently)
 - d. Send the content or links/websites in the content to others?
 - i. 1 (never) – 6 (very frequently)
 - e. Feel like the content creator is doing something wrong by sharing the content?
 - i. 1 (never) – 6 (very frequently)
 - f. Stop following the content creator?
 - i. 1 (never) – 6 (very frequently)
 - g. Report content because you believe it has broken a platform's rules?
 - i. 1 (never) – 6 (very frequently)
 - h. Find it difficult to work out whether the content is about gambling?
 - i. 1 (never) – 6 (very frequently)
16. Do you follow any content creators that focus only on gambling, or talk about gambling a lot?
- a. Yes
 - b. No
 - c. I'm not sure
17. Do you find that engaging with some gambling content, e.g. watching, liking or commenting on a post, leads to seeing more on your feed?
- a. Yes
 - b. No
 - c. I'm not sure
18. How much do you feel like the amount of gambling content you see from content creators is within your control?
- a. 1 = completely out of my control, 6 = completely in my control
19. In general, would you like to see more, the same, or less content about gambling online?

- a. A lot less
- b. A little less
- c. The same amount
- d. A little more
- e. Much more

Perceived impact of gambling-related influencer content

Impact of influencer content

- 20. Content creators promoting gambling increases my interest in gambling
 - a. 1 (strongly disagree) – 6 (strongly agree)
- 21. Content creators promoting gambling make me think about gambling in the future
 - a. 1 (strongly disagree) – 6 (strongly agree)
- 22. I don't pay attention to content creators promoting gambling
 - a. 1 (strongly disagree) – 6 (strongly agree)
- 23. Content creators promoting gambling has increased my knowledge of different types of gambling and/or different gambling companies
 - a. 1 (strongly disagree) – 6 (strongly agree)
- 24. I think more positively about gambling because of content creators promoting gambling
 - a. 1 (strongly disagree) – 6 (strongly agree)
- 25. I think gambling is becoming more normal because lots of content creators talk about and promote it
 - a. 1 (strongly disagree) – 6 (strongly agree)
- 26. I want to have the same lifestyle as the content creators promoting gambling
 - a. 1 (strongly disagree) – 6 (strongly agree)
- 27. If I gamble or do gambling-like activities (leave blank if you don't), I play with higher risk (use more money/cryptocurrency, etc.) because of content I have seen from creators promoting gambling
 - a. 1 (strongly disagree) – 6 (strongly agree)

Gambling activities and attitudes

- 28. Most of my friends and family think gambling is okay
 - a. 1 = strongly disagree, 6 = strongly agree
- 29. Most of my friends gamble
 - a. 1 = strongly disagree, 6 = strongly agree
- 30. Most of my family gamble
 - a. 1 = strongly disagree, 6 = strongly agree
- 31. Gambling is common among people my age
 - a. 1 = strongly disagree, 6 = strongly agree
- 32. Gambling is harmless fun

- a. 1 = strongly disagree, 6 = strongly agree
33. Some young people lose control over their gambling
- a. 1 = strongly disagree, 6 = strongly agree
34. Please select any of the following activities you have taken part in:
- a. Placing bets with a friend
 - b. Placing bets in an in-person betting shop
 - c. Bingo
 - d. Games on an online casino
 - e. Games on a crypto casino
 - f. Crypto trading
 - g. Loot boxes
 - h. The lottery/scratch cards
 - i. Sweepstakes
 - j. Games in an in-person casino
 - k. Online sports betting
 - l. Fantasy sports
 - m. Day trading
 - n. Esports betting
 - o. Blind bags (e.g. Pokémon cards)
35. Watching influencer content and advertisements on gambling in general has led me to gamble
- a. Yes
 - b. No
 - c. I'm not sure
36. I have gambled using a promo code I got from an influencer
- a. Yes
 - b. No
 - c. I'm not sure
37. After watching content on gambling by a content creator I have gone to the website the content creator was talking about/playing on
- a. Yes
 - b. No
 - c. I'm not sure
38. How do you feel after completing this survey?
- a. 😊
 - b. 😊
 - c. 😊
 - d. 😊
 - e. 😊
 - f. 😊

5.2 Respondent demographics

| Age | | | | | | | | |
|------------------------------------|--------------|--------------|--------------|---------------|---------------|-------------------|--------------------|------------------|
| | 13 n = 86 | 14 n = 86 | 15 n = 63 | 16 n = 146 | 17 n = 133 | 18+ n = 79 | Under 13 n = 41 | |
| Do you identify as... | | | | | | | | |
| Female | 30 (35%) | 29 (34%) | 24 (38%) | 80 (55%) | 50 (38%) | 32 (41%) | 18 (44%) | |
| Male | 48 (56%) | 54 (63%) | 37 (59%) | 55 (38%) | 75 (56%) | 43 (54%) | 19 (46%) | |
| Non-binary | 4 (4.7%) | 2 (2.3%) | 0 (0%) | 4 (2.8%) | 3 (2.3%) | 2 (2.5%) | 0 (0%) | |
| None of these (other) | 2 (2.3%) | 1 (1.2%) | 1 (1.6%) | 3 (2.1%) | 1 (0.8%) | 0 (0%) | 2 (4.9%) | |
| Prefer not to say | 2 (2.3%) | 0 (0%) | 1 (1.6%) | 3 (2.1%) | 4 (3.0%) | 2 (2.5%) | 2 (4.9%) | |
| Age | | | | | | | | |
| | 13 N = 86 | 14 N = 86 | 15 N = 63 | 16 N = 146 | 17 N = 134 | Over 17 N = 79 | 18+ N = 41 | Total (N=634) |
| What is your ethnicity? | | | | | | | | |
| Asian – Bangladeshi | 0 (0.0%) | 2 (2.3%) | 0 (0.0%) | 1 (0.7%) | 1 (0.8%) | 2 (2.5%) | 0 (0.0%) | 6 (0.9%) |
| Asian – Chinese | 2 (2.3%) | 2 (2.3%) | 2 (3.2%) | 0 (0.0%) | 1 (0.8%) | 1 (1.3%) | 1 (2.4%) | 9 (1.4%) |
| Asian – Indian | 16 (18.6%) | 9 (10.5%) | 12 (19.0%) | 13 (8.9%) | 11 (8.3%) | 1 (1.3%) | 1 (2.4%) | 63 (10.0%) |
| Asian – Pakistani | 2 (2.3%) | 1 (1.2%) | 3 (4.8%) | 5 (3.4%) | 0 (0.0%) | 2 (2.5%) | 0 (0.0%) | 13 (2.1%) |
| Asian – any other Asian background | 0 (0.0%) | 2 (2.3%) | 1 (1.6%) | 4 (2.7%) | 2 (1.5%) | 1 (1.3%) | 0 (0.0%) | 10 (1.6%) |
| Black African | 1 (1.2%) | 3 (3.5%) | 2 (3.2%) | 3 (2.1%) | 2 (1.5%) | 5 (6.3%) | 0 (0.0%) | 16 (2.5%) |
| Black British | 1 (1.2%) | 1 (1.2%) | 3 (4.8%) | 1 (0.7%) | 4 (3.0%) | 1 (1.3%) | 1 (2.4%) | 12 (1.9%) |
| Black Caribbean | 0 (0.0%) | 0 (0.0%) | 2 (3.2%) | 4 (2.7%) | 1 (0.8%) | 1 (1.3%) | 1 (2.4%) | 9 (1.4%) |
| Black – any other Black background | 1 (1.2%) | 1 (1.2%) | 0 (0.0%) | 1 (0.7%) | 0 (0.0%) | 0 (0.0%) | 0 (0.0%) | 3 (0.5%) |
| I don't know | 3 (3.5%) | 1 (1.2%) | 1 (1.6%) | 0 (0.0%) | 1 (0.8%) | 0 (0.0%) | 2 (4.9%) | 8 (1.3%) |
| Mixed – Any other Mixed background | 2 (2.3%) | 1 (1.2%) | 1 (1.6%) | 1 (0.7%) | 1 (0.8%) | 0 (0.0%) | 0 (0.0%) | 6 (0.9%) |
| Mixed – Asian and White | 3 (3.5%) | 1 (1.2%) | 2 (3.2%) | 2 (1.4%) | 2 (1.5%) | 0 (0.0%) | 0 (0.0%) | 10 (1.6%) |

| | | | | | | | | |
|------------------------------------|------------|------------|------------|------------|------------|------------|------------|-------------|
| Mixed – Black and White | 3 (3.5%) | 0 (0.0%) | 0 (0.0%) | 4 (2.7%) | 2 (1.5%) | 1 (1.3%) | 1 (2.4%) | 11 (1.7%) |
| Other ethnic group | 0 (0.0%) | 1 (1.2%) | 0 (0.0%) | 4 (2.7%) | 1 (0.8%) | 0 (0.0%) | 0 (0.0%) | 6 (0.9%) |
| Prefer not to say | 1 (1.2%) | 0 (0.0%) | 0 (0.0%) | 2 (1.4%) | 2 (1.5%) | 3 (3.8%) | 2 (4.9%) | 10 (1.6%) |
| White British | 43 (50.0%) | 54 (62.8%) | 31 (49.2%) | 90 (61.6%) | 86 (65.2%) | 55 (69.6%) | 26 (63.4%) | 385 (60.8%) |
| White – any other White background | 8 (9.3%) | 7 (8.1%) | 3 (4.8%) | 11 (7.5%) | 15 (11.4%) | 6 (7.6%) | 6 (14.6%) | 56 (8.8%) |

5.3 References

- Borgers, N., Hox, J., & Sikkels, D. (2004).** Response Effects in Surveys on Children and Adolescents: The Effect of Number of Response Options, Negative Wording, and Neutral Mid-Point. *Quality & Quantity*, 38(1), 17–33. <https://doi.org/10.1023/b:ququ.0000013236.29205.a6>
- Carrins, D. (2024, September 11).** Global rise of crypto casinos. Trafficology. Gambling Insider. Retrieved from <https://www.gamblinginsider.com/trafficology/212/global-rise-of-crypto-casinos>
- Collard, S., Davies, S., Fannin, M. (2022).** Women's experiences of gambling and gambling harm: A Rapid Evidence Assessment, University of Bristol. <https://www.gambleaware.org/our-research/publication-library/articles/women-s-experiences-of-gambling-and-gambling-harm-a-rapid-evidence-assessment/>
- Costello, N., Sutton, R., Jones, M., Almassian, M., Raffoul, A., Ojumu, O., Salvia, M., Santoso, M., Kavanaugh, J. R., & Austin, S. B. (2024).** ALGORITHMS, ADDICTION, AND ADOLESCENT MENTAL HEALTH: An Interdisciplinary Study to Inform State-level Policy Action to Protect Youth from the Dangers of Social Media. *American Journal of Law & Medicine*, 49(2-3), 135–172. <https://doi.org/10.1017/amj.2023.25>
- Dawson, C. (2023).** Gender differences in optimism, loss aversion and attitudes towards risk. *British Journal of Psychology*, 114(4). <https://doi.org/10.1111/bjop.12668>
- Delfabbro, P., & Parke, J. (2021).** Empirical evidence relating to the relative riskiness of scratch card gambling. *Journal of Gambling Studies*. Advance online publication. <https://doi.org/10.1007/s10899-021-10033-2>
- Delfabbro, P., & King, D. (2023).** The evolution of young gambling studies: Digital convergence of gaming, gambling and cryptocurrency technologies. *International Gambling Studies*, 23(3). <https://doi.org/10.1080/14459795.2023.2171469>
- Delfabbro, P., King, D., & Williams, J. (2021).** Cryptocurrency trading, gambling and problem gambling. *Addictive Behaviors*, 122, 107021. <https://doi.org/10.1016/j.addbeh.2021.107021>
- Feijoo, B., Zozaya, L., & Sádaba, C. (2023).** Do I question what influencers sell me? Integration of critical thinking in the advertising literacy of Spanish adolescents. *Humanities and Social Sciences Communications*, 10(1). <https://doi.org/10.1057/s41599-023-01872-y>
- Gambling Commission. (2021, August 5).** Exploring the gambling journeys of young people. Gambling Commission. <https://www.gamblingcommission.gov.uk/statistics-and-research/publication/exploring-the-gambling-journeys-of-young-people>
- Guillou-Landreat, M., Gallopel-Morvan, K., Lever, D., Le Goff, D., & Le Reste, J.-Y. (2021).** Gambling Marketing Strategies and the Internet: What Do We Know? A Systematic Review. *Frontiers in Psychiatry*, 12(1). <https://doi.org/10.3389/fpsyt.2021.583817>
- Han, J., & Balabanis, G. (2023).** Meta-analysis of social media influencer impact: Key antecedents and theoretical foundations. *Psychology and Marketing*, 41(2), 394–426. <https://doi.org/10.1002/mar.21927>
- Harris, C. R., & Jenkins, M. (2023).** Gender Differences in Risk Assessment: Why do Women Take Fewer Risks than Men? *Judgment and Decision Making*, 1(1), 48–63. Cambridge University Press. <https://doi.org/10.1017/S1930297500000346>
- Hing, N., Vitartas, P., Lamont, M., & Fink, E. (2014).** Adolescent exposure to gambling promotions during televised sport: an exploratory study of links with gambling intentions. *International Gambling Studies*, 14, 3374–3393. <https://doi.org/10.1080/14459795.2014.902489>

Inequalities, vulnerabilities, and risk factors for gambling harms among children and young people: a scoping study. (2023). *Alma Economics*. <https://www.gambleaware.org/our-research/publication-library/articles/inequalities-vulnerabilities-and-risk-factors-for-gambling-harms-among-children-and-young-people-a-scoping-study/>

Kitson, H., & Ginnis, S. (2020, March 27). The effect of gambling advertising on children, young people and vulnerable adults. *Ipsos*. <https://www.ipsos.com/en-uk/effect-gambling-advertising-children-young-people-and-vulnerable-adults>

Mangat, H. S., Griffiths, M. D., Yu, S., Katalin Felvinczi, Ngetich, R., Zsolt Demetrovics, & Czakó, A. (2023). Understanding Esports-related Betting and Gambling: A Systematic Review of the Literature. *Journal of Gambling Studies*, 40. <https://doi.org/10.1007/s10899-023-10256-5>

Martin, R. J., & Nelson, S. (2014). Fantasy sports, real money: Exploration of the relationship between fantasy sports participation and gambling-related problems. *Addictive Behaviors*, 39(10), 1377–1382. <https://doi.org/10.1016/j.addbeh.2014.05.017>

Milli, S., Carroll, M., Wang, Y., Pandey, S., Zhao, S., & Dragan, A. D. (2025). Engagement, user satisfaction, and the amplification of divisive content on social media. *PNAS Nexus*, 4(3). <https://doi.org/10.1093/pnasnexus/pgaf062>

McGee, D. (2020). On the normalisation of online sports gambling among young adult men in the UK: a public health perspective. *Public Health*, 184, 89–94. <https://doi.org/10.1016/j.puhe.2020.04.018>

ITV News (2024, April 19). Almost a quarter of children aged five-to-seven have smartphones, Ofcom says. *ITV News*. <https://www.itv.com/news/2024-04-19/almost-a-quarter-of-children-aged-five-to-seven-have-smartphones-ofcom-says>

Ofcom. (2024, April 19). A window into young children's online worlds. www.ofcom.org.uk. <https://www.ofcom.org.uk/media-use-and-attitudes/media-habits-children/a-window-into-young-childrens-online-worlds>

Ofcom. (2023). Children and Parents: Media Use and Attitudes. <https://www.ofcom.org.uk/siteassets/resources/documents/research-and-data/media-literacy-research/children/childrens-media-use-and-attitudes-2023/childrens-media-use-and-attitudes-report-2023.pdf>

Purba, A. K., Thomson, R. M., Henery, P. M., Pearce, A., Henderson, M., & Katikireddi, S. V. (2023). Social media use and health risk behaviours in young people: systematic review and meta-analysis. *BMJ*, 383. <https://doi.org/10.1136/bmj-2022-073552>

Singer, J., Wöhr, A., & Otterbach, S. (2024). Gambling operators' use of advertising strategies on social media and their effects: a systematic review. *Current Addiction Reports*, 15, 1–10. <https://doi.org/10.1007/s40429-024-00560-4>

Smith, M., Chambers, T., Abbott, M., & Signal, L. (2020). High stakes: children's exposure to gambling and gambling marketing using wearable cameras. *International Journal of Mental Health Addiction*, 18, 1025–1047. <https://doi.org/10.1007/s11469-019-00103-3>

TikTok. (2024). How TikTok recommends content | TikTok Help Center. *Support.tiktok.com*. <https://support.tiktok.com/en/using-tiktok/exploring-videos/how-tiktok-recommends-content>

Tisdall, E. K. M. (2019). Interim Synthesis Report: The effect of gambling marketing and advertising on children, young people and vulnerable adults. www.research.ed.ac.uk.

<https://www.research.ed.ac.uk/en/publications/interim-synthesis-report-the-effect-of-gambling-marketing-and-adv>

UK Gambling Commission Reports Surge in Online Gambling and Betting Growth in Q4 2024 | The Amusement Network. (2024). *Amusementnetwork.co.uk*.

<https://www.amusementnetwork.co.uk/n/n383/uk-gambling-commission-reports-surge-in-online-gambling-and-betting-growth-in-q4-2024>

Wang, X., Won, D., & Jeon, H. S. (2021). Predictors of sports gambling among college students: the role of the theory of planned behavior and problem gambling severity. *International Journal of Environmental Research and Public Health*, 18(4). <https://doi.org/10.3390/ijerph18041803>

Social Finance Ltd

87 Vauxhall Walk

London

SE11 5HJ

—

info@socialfinance.org.uk

+44 (0) 20 7770 6836

socialfinance.org.uk**Disclaimer and Terms of Use**

This report is not an offering of any Notes for Sale and is provided by Social Finance solely for information purposes. Neither Social Finance nor any of their respective affiliates, directors, officers, employees or agents makes any express or implied representation, warranty or undertaking with respect to this Document, and none of them accepts any responsibility or liability as to its accuracy or completeness. Social Finance has not assumed any responsibility for independent verification of the information contained herein or otherwise made available in connection to the Document. The text in this Document may be reproduced free of charge providing that it is reproduced accurately and not used in a misleading context. The material must be acknowledged as Social Finance copyright and the title of the document be specified.

Social Finance is authorised and regulated by the Financial Conduct Authority FCA No: 497568