

# Parents. Children. Gambling.

Vicki Shotbolt,  
Founder and CEO



# Parent Zone are experts in digital family life.

We provide support and information to parents, children and schools, working globally to help families navigate the internet safely and confidently.

We do all this to improve outcomes for young people online.

# Why did we get involved?

- 1 in 10 Children had tried Skin Gambling
- Spending on skin gambling was estimated to be £10 billion in 2018 up from £6 billion in 2017
- 93% of children in the UK play 'video games'
- Gamers spent approximately \$30 billion on loot boxes in 2018
- Two-fifths of 11- to 16-year-olds have gambled in the past year according to 2017 School Health Research Network Student Health and Wellbeing Survey.

**Q2. Which of the following online gambling-style games, if any, have you ever played?**  
**All children aged 13-18 in the United Kingdom who have heard of gambling style games**

		Gender of Child		Age of child				
	Total	Male	Female	13-14	15-16	17-18	13-15	16-18
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
<b>Unweighted base</b>	<b>739</b>	<b>355</b>	<b>384</b>	<b>238</b>	<b>263</b>	<b>238</b>	<b>364</b>	<b>375</b>
<b>Weighted base</b>	<b>737</b>	<b>384</b>	<b>354</b>	<b>231</b>	<b>266</b>	<b>241</b>	<b>356</b>	<b>381</b>
<b>Bingo</b>	<b>131</b> <b>18%</b>	<b>56</b> <b>15%</b>	<b>75</b> <b>21%</b> B	<b>27</b> <b>12%</b>	<b>47</b> <b>18%</b> G	<b>56</b> <b>23%</b> DG	<b>42</b> <b>12%</b>	<b>89</b> <b>23%</b> DEG
<b>Lottery</b>	<b>115</b> <b>16%</b>	<b>56</b> <b>15%</b>	<b>59</b> <b>17%</b>	<b>16</b> <b>7%</b>	<b>48</b> <b>18%</b> DG	<b>51</b> <b>21%</b> DG	<b>29</b> <b>8%</b>	<b>85</b> <b>22%</b> DG
<b>Poker</b>	<b>65</b> <b>9%</b>	<b>41</b> <b>11%</b>	<b>24</b> <b>7%</b>	<b>10</b> <b>4%</b>	<b>26</b> <b>10%</b> DG	<b>30</b> <b>12%</b> DG	<b>21</b> <b>6%</b>	<b>44</b> <b>12%</b> DG
<b>Slots</b>	<b>55</b> <b>7%</b>	<b>30</b> <b>8%</b>	<b>25</b> <b>7%</b>	<b>14</b> <b>6%</b>	<b>25</b> <b>9%</b>	<b>16</b> <b>7%</b>	<b>22</b> <b>6%</b>	<b>33</b> <b>9%</b>

'I've got a friend who tried one of the websites. He has a huge collection of skins for a game... £1,000 worth. He put £1 on it just to try it out and he wanted to do a bit more cos he lost and wanted to get it back. He lost again and wanted to get his £10 back. He ended up winning £750, but he's really addicted to it. He's 15.'

Boy Age 14

‘I sold my whole skin collection to gamble on the website but didn’t make money... I lost all my skins and left with worse skins.’

Boy 13

‘I’ve got my own bank account so whatever money is in there I don’t really ask – I just spend it. There’s loads of £2/£3 micro-transactions that I do all the time, that can sum up to a lot, but they don’t really know about that. They know that I’m spending it, just they don’t know what on.’

Boy 13

“Do come and speak to our pupils but I think you’ll find that none of them gamble.”

Headmaster, independent school.



“No-one has any idea what they spend the money on. Their other grandma gives them money all the time - they only have to ask and she has no idea what they spend it on. It’s not that XXXX and XXXX (*parents names*) don’t care it’s just they don’t see any harm and how can you watch two boys all the time? If they’re on their games and happy no-one worries - why would you?”

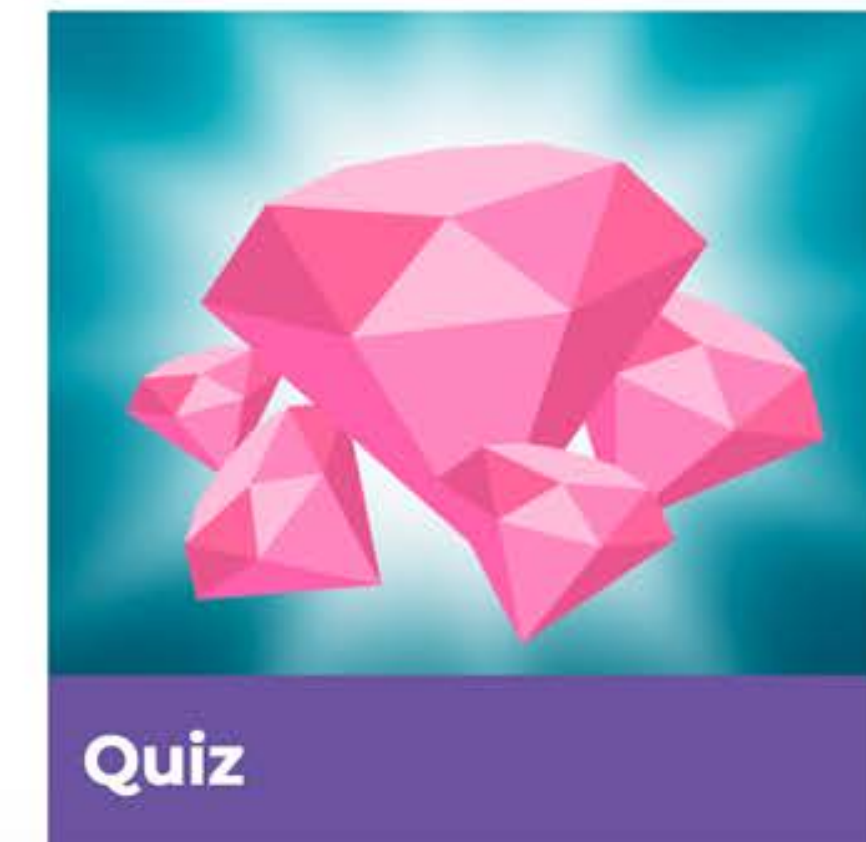
Grandmother of 2 boys aged 8 and 10.

# Parents of Younger Children



Parent Zone and GambleAware have partnered up to help families learn about the gambling-like risks children may face when playing online games - and simple practical things parents and carers can do to keep gaming fun and safer.

Schools and organisations working with families can download all of the resources as worksheets along with copies of the videos and a lesson plan  
[Find out more...](#)



# Older young people

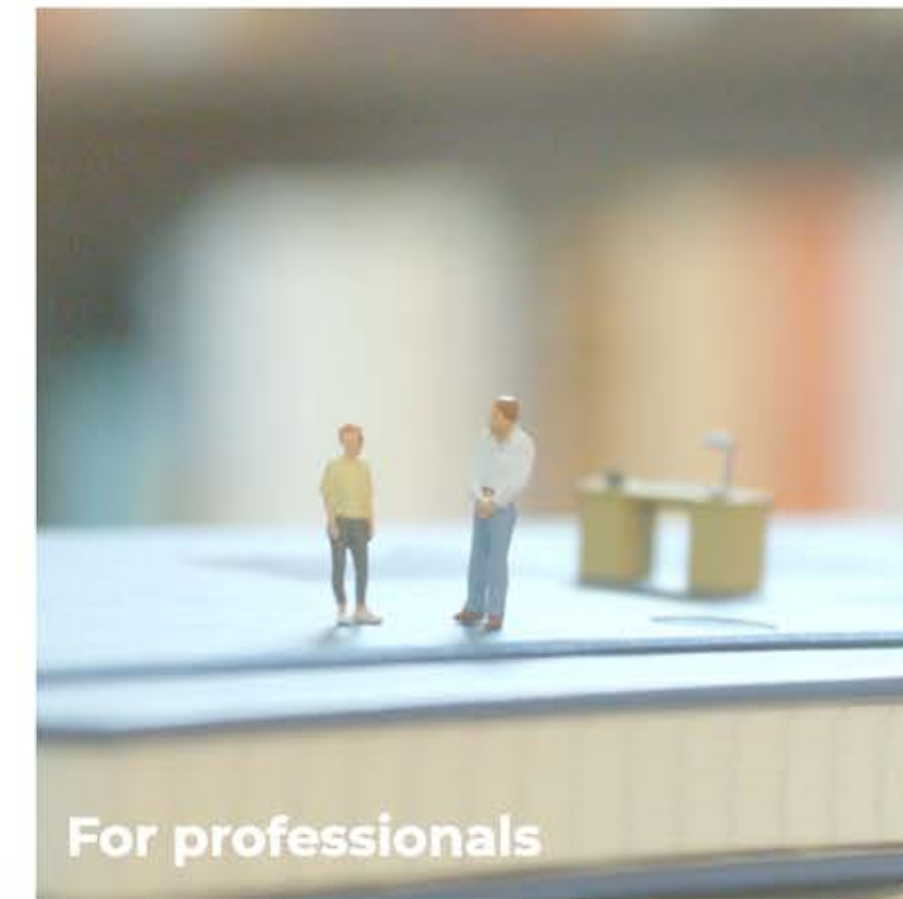
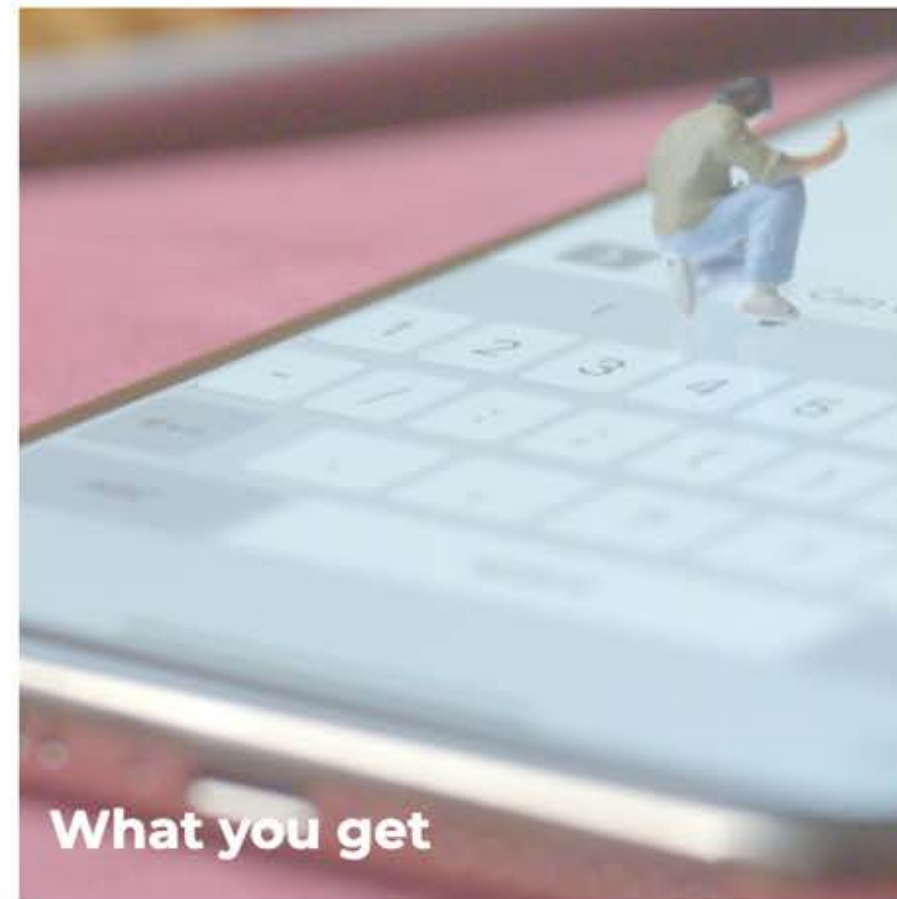
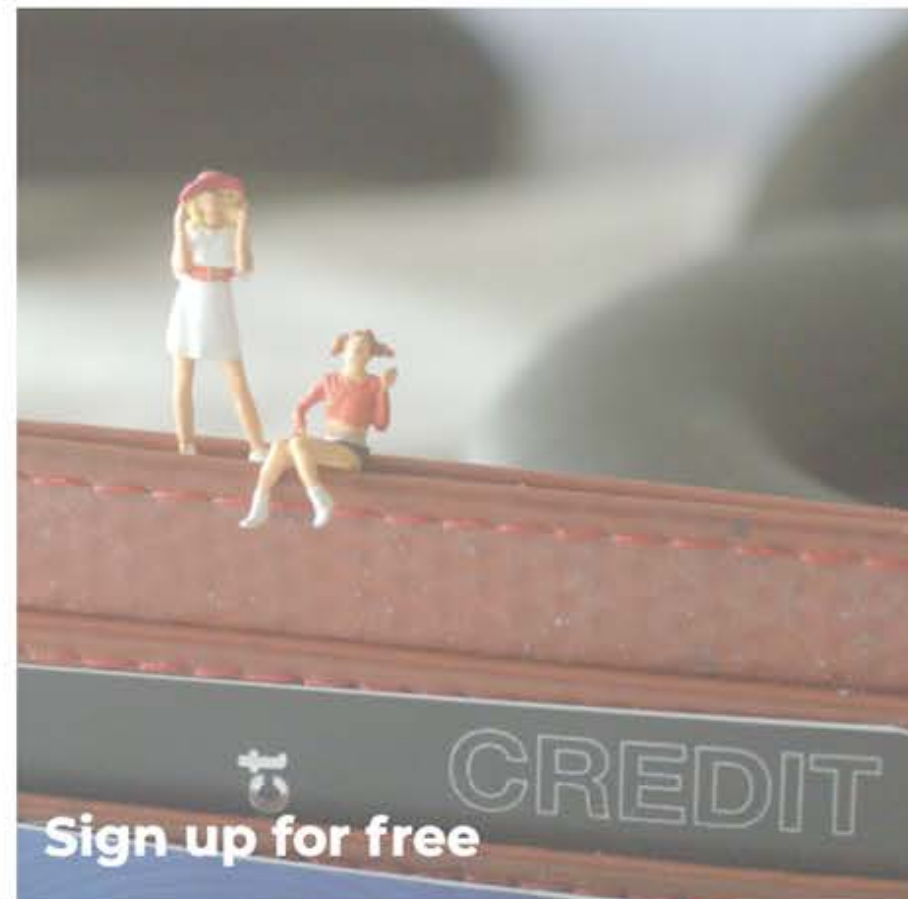
## Know the Stakes – Parent resources



For young people in their late teens, looking after money might be difficult and gambling could cause harms.

Parent Zone and GambleAware have created a new resource pack for parents, carers and professionals, so they can support young people to stay in control of their finances and understand the risks of gambling.

[Download your free pack](#)



‘Players want to feel that sense of progress, they want it visualised – they want to see that they’re stronger....[Games companies] justify it with regurgitated slogans like “these items are only cosmetic and do not affect gameplay”. But psychologically they do, they affect the players’ perceptions of themselves.’ Death13, on gamequitters.