

Gambling among teenagers: Evidence from the Born in Bradford Age of Wonder Study 2023 - 24

Overview

The Born in Bradford Age of Wonder study is one of the largest, most comprehensive longitudinal research studies with teenagers in the UK. This summary presents findings from a large-scale survey of over 7,000 secondary school pupils aged 12–15 in Bradford area about gambling activities, in-game spending, and gambling-like behaviours.

Methodology Note

A cross-sectional analysis of information reported by pupils in a survey conducted during the 2023/24 academic year. The survey included questions about gambling activity, spending, and online gaming, as well as behaviours that overlap gaming and gambling.

Sample characteristics

62% Living in the most deprived quintile of neighbourhoods nationally

Asian/Asian British **47%**

White British **40%**

Other ethnicity **13%**

Significance of Research

These results are broadly in line with national evidence showing that gambling among young people is happening across the UK and not just in Bradford. This suggests the **issues identified here may have wider policy relevance.**

Differences in reported gambling between ethnic groups suggest that **prevention work should be culturally sensitive** and should reflect the different social, cultural and religious contexts of Bradford's communities

The study's large, community-based sample and demographic diversity provide useful evidence to **inform local prevention work and wider discussions** about gambling-related harm among young people.

Key Findings

Gambling



These results are broadly in line with national evidence. The [2025 Gambling Commission](#) (30% of 11–17-year-olds)



99%

reported to never spend money on gambling websites/apps where you can win real money

Boys were more likely to report:

- National Lottery games
- Private bets
- Playing cards for money



Girls were more likely to report:

- Fruit or slot machines
- Bingo



Common forms of reported gambling

Fruit or slot machines **17%**

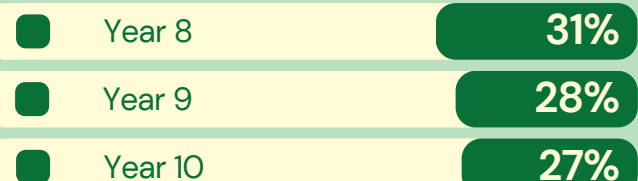
Private bets **8%**

Playing cards **7%**

Ethnic differences



Gambling is similar across age groups



In-game and gambling-like activities

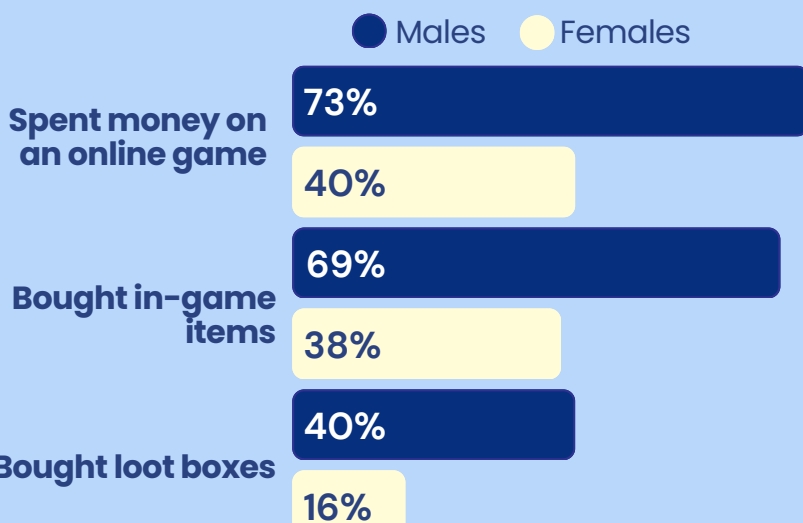
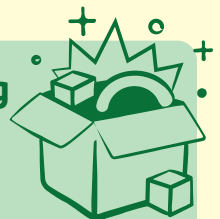


56% Have spent real money in at least one online game

In game spending

At least once bought "loot boxes" or similar randomised reward packs

27%



Have spent real money in at least one online game

