

School Briefing #5

Gambling Findings

The Born in Bradford Age of Wonder research study surveyed over 7,000 young people aged 12–15 across Bradford's secondary schools to understand their gambling activities, in-game spending, and gambling-like behaviours. Your school's participation made these important findings possible. The findings are based on data collected over 2023/2024 academic year.

Key Findings

- 1 Nearly 1 in 3 pupils (29%) spent their own money on gambling at some point.** These results are broadly in line with national evidence showing that gambling among young people is common.
- 2 The most common gambling activities are fruit machines, private bets among friends, and card games for money.**
- 3 More than half of pupils (56%) have spent real money inside online games such as video games or apps.**
- 4 Reported gambling prevalence was similar across Years 8, 9, and 10,** suggesting that conversations about gambling risk should start early in secondary school.
- 5 White British pupils were almost three times more likely to report gambling than Pakistani British pupils (46% vs 16%), and more likely to report spending money in online games (67% vs 46%).**

Why this matters

Young people who gamble can be at greater risk of financial difficulties, mental health problems, and disruption to their education.

Schools are well placed to understand the risks, including the blurring line between gaming and gambling.

Next steps for schools

- 1 Share the findings with relevant staff**
Share this briefing with pastoral, safeguarding and PSHE/RSHE leads, and discuss what the findings may mean for your school.
- 2 Access support and resources**
Consider how the findings can inform your school's approach to gambling related harms. Schools can access support, advice and educational resources through the Youth Education Service (Living Well Schools) [HERE](#). Schools can sign up for a free PSHE Association membership [HERE](#)
- 3 Use existing support pathways**
Consider how pupils affected by gambling, either directly or through family members, can be identified and signposted through existing pastoral, safeguarding and wellbeing support, including:
 - NHS Northern Gambling Service
 - Chapter One
 - NECA (North East Council on Addictions)

Contact us

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Thank you to the schools and students for their ongoing participation!