



THE YOUTH AND GAMBLING

The findings of the research conducted by Nomisma in collaboration with the University of Bologna and the Unipol Group have been presented.

- 48% of young people between the ages of 14 and 19 have approached gambling and, among these, 6% have developed problem gambling behaviour.
- Just under one in two (46%) minors had at least one gambling opportunity in 2018.
- The first three reasons why young people are led to gambling are: "Curiosity" (26%), "Fun" (23%) and "Chance" (20%).
- 8% of young gamblers identify advertising (seen on TV, in newspapers or other media/free vouchers found online) as the reason for their gambling initiation.
- Advertising mostly affects children under the age of 15 who attend vocational schools (11%) and regularly (at least once a week in the last month) take addictive substances (14%) or energy drinks (12 %).

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In 2018, **48%** of young people between the ages of 14 and 19 had at least one gambling opportunity, a tendency that unequivocally signals the appeal of gambling. This is a magnitude that shows that gambling is widely spread even among the very young, suggesting the importance of monitoring the phenomenon so as to set up effective prevention and awareness-raising actions. The work of **Osservatorio Nomisma** was born with this spirit - created with the support of **Unipol** and in collaboration with three departments of the **University of Bologna**, whose findings were presented in Milan this morning at the event "*Gioco & giovani. Abitudini, motivazioni e approccio*" (Gambling and the youth. Habits, causes and approach), in which, among others, **Pierluigi Stefanini, Chairman of the Unipol Group**, and **Luca Dondi, Chief Executive Officer of Nomisma**, participated.

Osservatorio is a watchdog organisation that considers crucial the interaction with schools that actively participate each year thanks to the involvement of a large sample set of students between 14 and 19 years of age; **over 10,000 young people** took part in the activities of Osservatorio in the past school year (2017-2018).

Many young people (**26%**) start gambling out of curiosity, for fun (**23%**) or by chance (**20%**); others because their group of friends or family members are regular gamblers (**13%**). Further causes are the hope of winning cash (**11%**) and the incentive deriving from advertising or free vouchers (**5%**).

Gambling is not fun for everyone; the study conducted by Nomisma reveals that **6%** of young people has developed problem gambling practices. In this segment of young players, one may detect symptoms capable of producing negative effects deriving from gambling both on their psycho-emotional sphere (anxiety, nervousness, loss of control) and on relationships (family, friends, school).

A problem gambler is predominantly male, of legal age, attends a technical or vocational school, has a poor school performance and lives in southern Italy. Among the students of Lombardy, the portion of problem gamblers is **4%**, lower than the national average, but in line with that of other northern Italian regions.

Problem gambling is not the only factor to be reckoned with: access of minors to gambling is, too; Osservatorio Nomisma reports that **46%** of minors had at least one gambling opportunity in the past 12 months.

Many are the data useful for outlining gambling behaviour provided by Osservatorio: **10%** of students in upper secondary schools are frequent gamblers (have been gambling once a week or even more often). However, gambling is mostly an occasional pastime and has a limited impact on everyday life. **6%** of students have been gambling on a monthly basis, another **32%** less often.

For **75%** of gamblers, the average weekly gambling expenditure is less than **€ 3** and **58%** of students would not spend their money on gambling if they unexpectedly came into possession of **€ 100**.

In 2018, Osservatorio also proposed a study to assess to what extent advertising leads young people to trying gambling for the first time.

The study showed the profile of subjects that are the most sensitive to this factor: younger kids (**10%** of those under 15 started gambling because they were attracted as a result of advertisements seen on communication media or free vouchers found online), who attend vocational schools (**11%**), believe that winning at gambling is a question of skill (**13%**), and have a lifestyle that includes the habitual use of addictive substances (**14%**).

An examination of the average weekly expenditure on gambling and betting games of young advertising-sensitive gamblers shows that the average amount being spent is € 9.10 over a total of € 28 at their disposal, i.e. the pocket money given to them every week for personal needs.

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Nomisma

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