

Young People Omnibus 2008 (Wave 14)

A Research Study Among 11-16 Year Olds carried out by Ipsos MORI on behalf of The National Lottery Commission



**National Lottery
Commission**

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Introduction

This report presents findings from the 2008 Young People Omnibus, a survey of secondary school pupils in England and Wales, carried out by Ipsos MORI Social Research Institute on behalf of the National Lottery Commission. The computer tabulations can be found in a separate volume.

Objectives

The overall aim of this study was to gather information regarding young people's perceptions, experiences and habits using the Internet and online gambling. Specifically, the survey set out to cover the following key issues:

- Patterns of past-week Internet use;
- Preferred websites and online activities, including online spending;
- Parental monitoring of Internet use;
- Rates and spending on past-week gambling; and
- Rates, reasons and methods of using the National Lottery website.

Methodology

The sample of schools drawn to take part in the Young People Omnibus comprised 350 middle and secondary state schools in England and Wales. The sampling universe included LEA, voluntary aided/controlled and foundation schools, but excluded special schools and sixth form colleges. This sampling frame was stratified by Government Office Regions (GORs) and, within each stratum, schools were selected proportional to the size of the school register, thus producing a nationally representative sample of secondary and middle school pupils.

The age groups included in the survey were 11-16 year olds in curriculum years 7 to 11. Each school was randomly allocated one of these curriculum years, from which Ipsos MORI interviewers selected one class at random (using a random number grid) to be interviewed. Interviewing was carried out through self-completion questionnaires with the whole class in one classroom period. An Ipsos MORI interviewer was present to explain the survey to pupils, to reassure them about the confidentiality of the survey, to assist them in completing the questionnaire, and to collect completed questionnaires. In classes where four or more children were absent during the self-completion session, up to two follow-up visits were arranged to interview absent pupils.

Fieldwork for the study was conducted between 11th January and 28th March 2008. Of the 350 schools approached, 39 declined to participate at the invitation stage (a letter sent to the headteacher), while a further 194 declined during the fieldwork period. In total, 100 schools participated, giving a response rate of 32%. Overall, fully completed questionnaires were obtained from 2,387 pupils, an average of 24 pupils per class. Of this sample, 2,140 were aged 11-15 years old.

Data were weighted by gender, age and region. The weights were derived from data supplied by the Department for Children Schools and Families and the Welsh Office. The effect of weighting is shown in the sample profile in the Appendices and in the computer tables.

Questions were divided into two sections and split across the body of the questionnaire. One section dealt with young people's Internet use, while the second section looked at participation in the National Lottery. Sections of questions on unrelated topics appeared between the two sections, to ensure we captured views about Internet use and gambling separately.

Acknowledgements

It is clear that schools are increasingly working under great pressure from a number of different sources. They also receive numerous requests to participate in surveys such as this. Consequently, we wish to record our gratitude to the many schools that took part and we are indebted to all pupils and staff who made this survey possible.

Ipsos MORI would also like to thank Deborah Hawkes, John Lepper and Ben Haden at the National Lottery Commission for their help and involvement in the project.

Presentation and interpretation of data

When interpreting the findings it is important to remember that the results are based on a sample of the maintained school population, and not the entire population. Consequently, results are subject to sampling tolerances, and not all differences between sub-groups are therefore statistically significant. A guide to statistical significance is included in this document.

In tables where percentages do not add up to 100% this is due to multiple answers, to computer rounding, or to the exclusion of 'Don't know' or 'No response' categories. Throughout the tables an asterisk (*) denotes a value greater than zero, but less than 0.5%.

Where appropriate, trends are reported based on findings from the National Lottery Commission questions in Ipsos MORI's Young People Omnibus 2007.

Conventions used in this report

The Young People Omnibus interviews pupils aged 11-16 years. However, throughout the report we have based results on the responses of pupils aged 11-15 (i.e. those young people younger than the legal gambling age). In some sections, we also report findings from 16 year olds separately.

When referring to results based on pupils aged 11-15 years, we refer to respondents as ‘children’. When referring to results based on pupils aged 16 years we refer to ‘young people’.

Publication of data

As with all our studies, these results are subject to our Standard Terms and Conditions of Contract. Any publication of results requires the prior approval of Ipsos MORI. Such approval will only be refused on the grounds of inaccuracy and misrepresentation.

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Checked & Approved:

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Key Findings

This report presents findings from the 2008 Young People Omnibus carried out on behalf of the National Lottery Commission. The survey covered children (aged 11-15) and young people's (aged 16) perceptions, experiences and habits using the Internet and online gambling. Below we draw out the key findings from the research.

- Nine in ten (88%) children aged 11-15 have used the Internet outside lesson time in the past week, either at school, at home or in another location¹. This represents no change from the usage figures collected in 2007.
- On average, children aged 11-15 spend just under five and a half hours per week on the Internet compared with just under four and a half hours in 2007.
- Children who use the Internet for more than 10 hours per week (high-volume users) tend to differ from their peers in terms of their experience of the Internet, as described in the rest of this report to be engaging in online and gambling activities.
- Two in five (40%) children report that their parents block or restrict them from using certain websites; up from 35%. The most common type of parental 'block', reported by a quarter (24%) of children, involves parents simply asking their children not to visit certain websites. Just over two in five children (43%) admit that they have visited websites their parents do not want them to look at – defined as 'rebellious' Internet users. In common with high-volume Internet users, these 'rebellious' Internet users tend to differ from their peers in terms of their Internet use and gambling behaviour. As described in the rest of this report, they are more likely to spend money online and to participate in underage gambling.
- Three-quarters of children aged 11-15 (75%) have some experience of online spending by helping someone else to spend money, or by spending money themselves (either their own or someone else's money). Spending habits are similar, irrespective of whether they are helping someone else to spend money, spending someone else's money themselves, or spending their own money – the top four products purchased are consistently music, clothes, computer games and DVDs. Only five percent have spent money on National Lottery or spent money on other gambling websites.
- One in five (19%) children aged 11-15 report taking part in some form of gambling in the past week. The most common form of gambling is placing a private bet for money (8%), rather than formal or regulated forms of gambling. One in twenty young people (6%) have played a

¹ Questions related specifically to time young people had spent on the Internet outside of lesson time. This referred to Internet use in any location, including after-school clubs, school break-times etc. as well as use at home.

National Lottery game. Online gambling is less common than buying tickets or placing bets in person – for example five percent of children have bought Lotto tickets in a shop and two percent have done so online.

- Encouragingly, rates of any form of gambling among all age groups are slightly lower than in 2007 (a drop from 22% of those aged 11-15 in 2007 to 19% in 2008).
- Six in ten children (62%) aged 11-15 correctly identified pictures of Instant Win games on the Internet.
- The average spend on Lotto in the last week is £7.34. However, there is a small but significant group of young people gambling over £20 per week which significantly contributes towards the high overall mean expenditure figure.
- Twelve per cent of children aged 11-15 say they have visited the National Lottery website, an increase of three percentage points since 2007. Among those who have visited the National Lottery website, nearly half (47%) say they have done so to check their parents' or guardians' Lotto numbers; only 14% have visited the website to gamble with their own or someone else's money.
- A third (34%) of children have found themselves thinking about or planning to make a bet for money with friends, and almost a quarter have found themselves thinking about or planning to play on fruit machines (24%) and play scratchcards (23%).
- The same three forms of gambling are also most commonly lied about: one in ten children (8%) have lied to family or friends about making a bet for money with friends, and one in twenty have lied about playing on fruit machines (6%) and playing scratchcards (4%).
- One in seven children (15%) have tried to stop, cut down or control how much they make bets for money with friends, and one in ten (12%) to cut down playing on fruit machines and playing scratchcards (10%).
- High volume Internet users and rebellious Internet users are found to be the groups of children more likely than others to be engaging in online and gambling activities. They are more likely than other children to:
 - *Spend money online* (80% of high-volume Internet users and 76% of those who ignore the blocks or restrictions their parents put in place have spent either their own or someone else's money online compared with 65% overall);
 - *Spend money on gambling* (24% of high-volume internet users and 35% of rebellious Internet users have engaged in some sort of gambling in the past week compared with 19% overall);
 - *Visit the National Lottery website* (20% of high-volume Internet users have visited the website compared with eight percent of those who have spent less than four hours online; and 21% of

children who ignore parental blocks compared with ten percent of those who abide by the controls their parents set);

- *Spend time thinking about or planning to gamble* (6% of high volume Internet users compared with 1% overall spend quite a lot of time thinking about gambling on the Internet). Similarly, those who ignore parental blocks are more likely than average to be thinking about or planning to play all types of game; for example eight percent spend quite a lot of time thinking about or planning to place a bet in betting shop compared with three percent of children overall; and
 - *Lie about gambling* (five percent of high-volume Internet users have lied to family or friends about playing on fruit machines compared with one percent of children who use the Internet for less than 4 hours per week; and 10% of rebellious Internet users have lied compared to 2% of those without parental blocks).
- However, despite being more likely to be thinking about gambling and lying to family and friends about gambling, rebellious Internet users and high-volume Internet users are no more likely to be trying to cut down their gambling than other children.

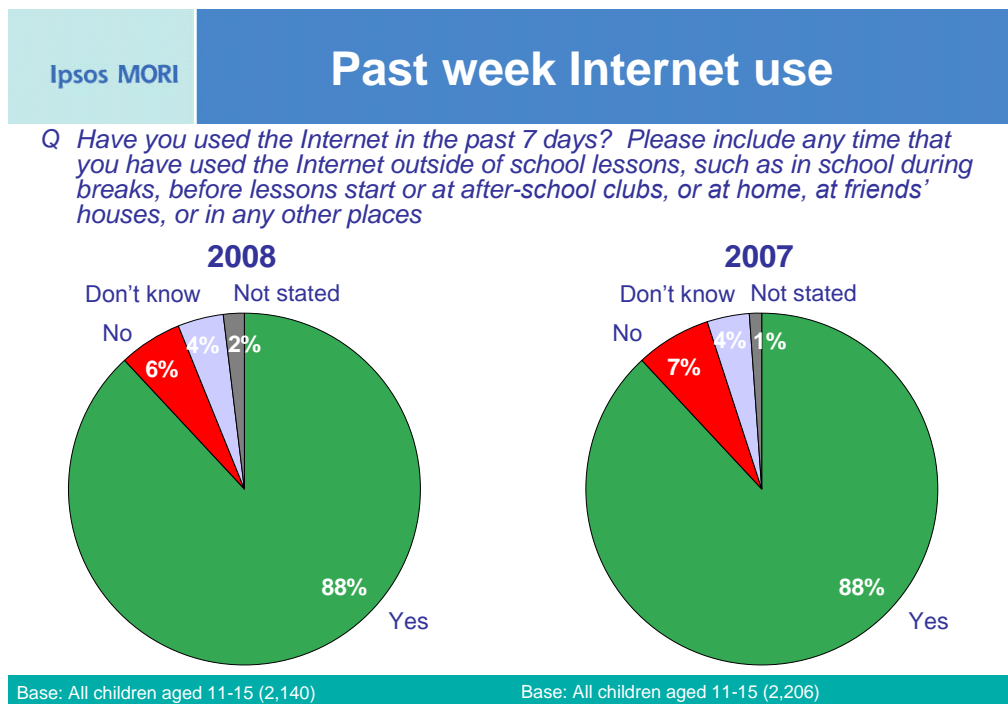
1. Internet use

This section looks at rates of Internet use among children, and at the amount of time children typically spend online. It also looks at children's experiences of spending money online, and the types of products purchased. Finally, it looks at children's awareness of any parental blocking or restriction of their Internet access, and the effectiveness of this monitoring.

Past-week Internet use

Nine in ten (88%) children aged 11-15 have used the Internet outside lesson time in the past week, either at school, at home or in another location². This represents no change from the usage figures collected in 2007.

This consistently high level of use corresponds with recent Ipsos MORI data³ indicating that almost two-thirds (63%) of the British population have Internet access from home and indicates that Internet use appears to be a normal part of life for the majority of children in England and Wales. Furthermore, previous studies into Internet access among young people have found that three-quarters (75%) of 9-19 year olds have access to the Internet at home, and a fifth (19%) from their own bedroom⁴.



² Questions related specifically to time young people had spent on the Internet outside of lesson time. This referred to Internet use in any location, including after-school clubs, school break-times etc. as well as use at home.

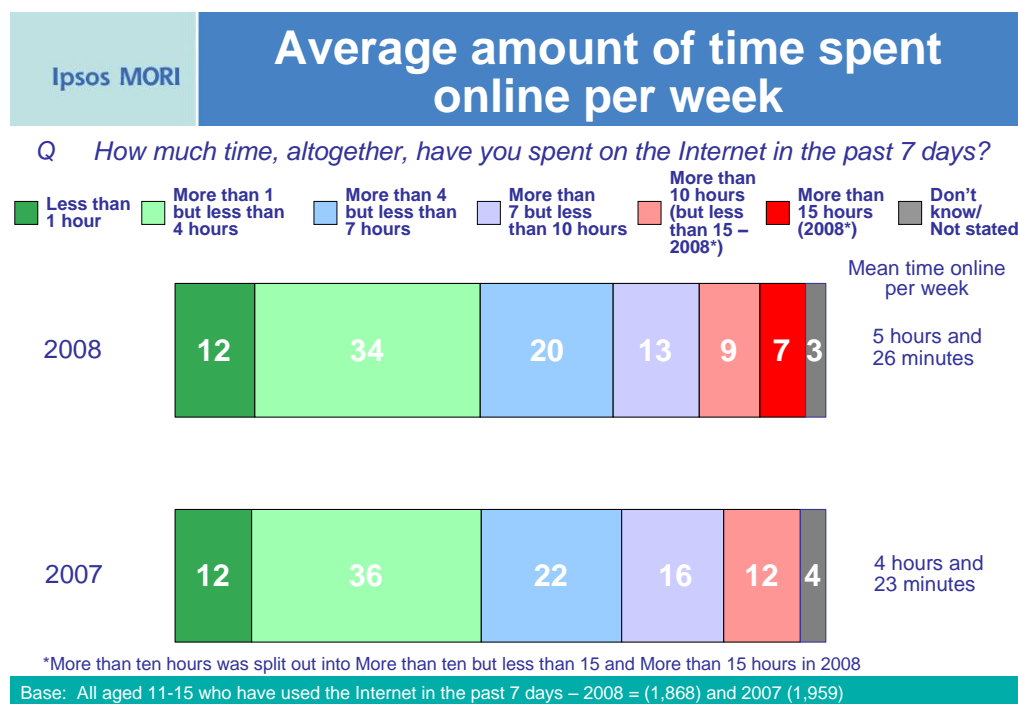
³ Data from the Ipsos MORI Public Affairs Monitor, Wave 7 (April 2008).

⁴ *Surveying the experiences of young people and their parents* (Sonia Livingstone, Magdalena Bober) July 2004. <http://personal.lse.ac.uk/bober/UKCGOsurveyreport.pdf>

Although Internet use is widespread, there are some groups of children more likely to access it than others:

- Use is higher among older children, with those aged 15 (93%) more likely than those aged 11-12 (87%) to have used the Internet in the past week;
- Girls are slightly more likely than boys to have used the Internet in the past week (90% compared with 86%);
- Linking in with theories of a ‘Digital Divide’, children living in deprived areas (as measured by the Index of Multiple Deprivation) are significantly less likely to have used the Internet in the past week than those living in more affluent areas (82% in high IMD areas versus 91% in low IMD areas); and
- Perhaps related to this, children living in households where both parents work are also more likely to have used the Internet in the past week (91%) than those in households where one parent works (86%) or where no parent works (79%).

On average, children aged 11-15 spend just under five and a half hours per week on the Internet compared with just under four and a half hours in 2007. This increase in the average time spent online can be attributed to an increase in the number of children spending long periods of time (i.e. more than 10 hours) online: one in six children (17%) say they spent more than ten hours on the Internet in the past seven days, with more than one in twenty (7%) saying they spent more than 15 hours online.



The amount of time spent online tends to increase with age – a quarter (23%) of children aged 14-15 spend ten or more hours per week on the Internet,

compared with one in six (16%) children overall, and whereas 15 year olds spend on average 6 hours and 40 minutes on the Internet, 11 year olds typically spend just under 5 hours online.

Furthermore, although they are less likely to have used the Internet, children from more deprived areas who have been online in the past week (21%) are more likely than average (16%) to have spent more than ten hours on the Internet in the past seven days. Perhaps unsurprisingly, those children who have no parental blocks on Internet usage (23%) are also more likely than average to spend more than ten hours per week online.

The small group of children who use the Internet for more than 10 hours per week – defined here as ‘high-volume’ users – tend to differ from their peers in terms of their experience of the Internet. As described in the rest of this report, high-volume users of the Internet are more likely than other young people to have spent money online, to gamble online on both National Lottery and other gaming websites, and appear to find gambling more appealing than their peers. These findings may link with findings from other research reported by UK Children Go Online⁵, which identified a group of highly proficient users of the Internet who gain more than the average young person from their online experiences – for example, they tend to visit a larger range of websites rather than visiting a few known sites, are better able to search for information on the Internet and have better Internet skills. However, this group, through their more frequent use of the Internet, also expose themselves to greater risks when online such as bullying, identity fraud and pornography.

Parental restrictions on website access

Two in five (40%) children aged 11-15 report that their parents block or restrict them from using certain websites; almost half (46%) say that their parents do not block them from viewing certain websites. However, it is possible that some children are unaware that their parents have set up controls or blocks.

In line with a rise in recent years of media coverage of Internet risk (for example, exposure to paedophilia, promotion of self-harm and the risk of identity theft, particularly for young people using social networking sites), the percentage of children aged 11-15 reporting parental restrictions on access to the Internet has gone up from 35% in 2007 to 40% in 2008.

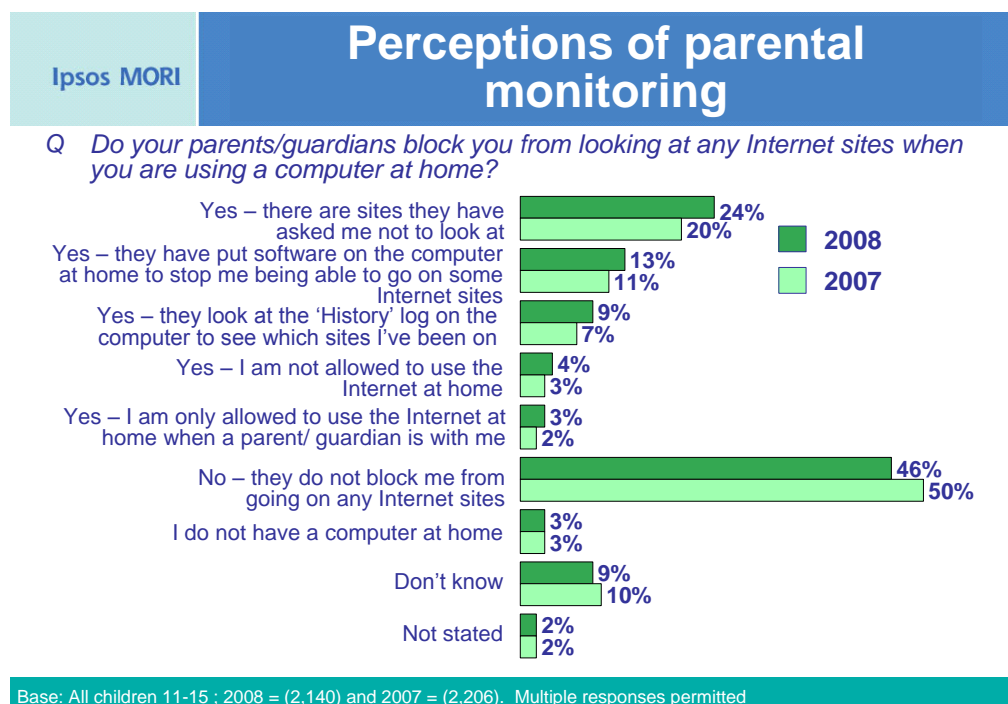
The UK Children Go Online research suggests that many parents lack the technical expertise to police their children’s Internet use effectively⁶. This corresponds with the finding that the most common type of parental ‘block’, reported by a quarter (24%) of children, involves parents simply asking their children not to visit certain websites.

In fact, relatively low numbers of children report that their parents use more technical means of monitoring their Internet use such as installing security

⁵ *UK Children Go Online*, Sonia Livingstone (April 2005), www.children-go-online.net

⁶ <http://personal.lse.ac.uk/bober/UKCGOsurveyreport.pdf>

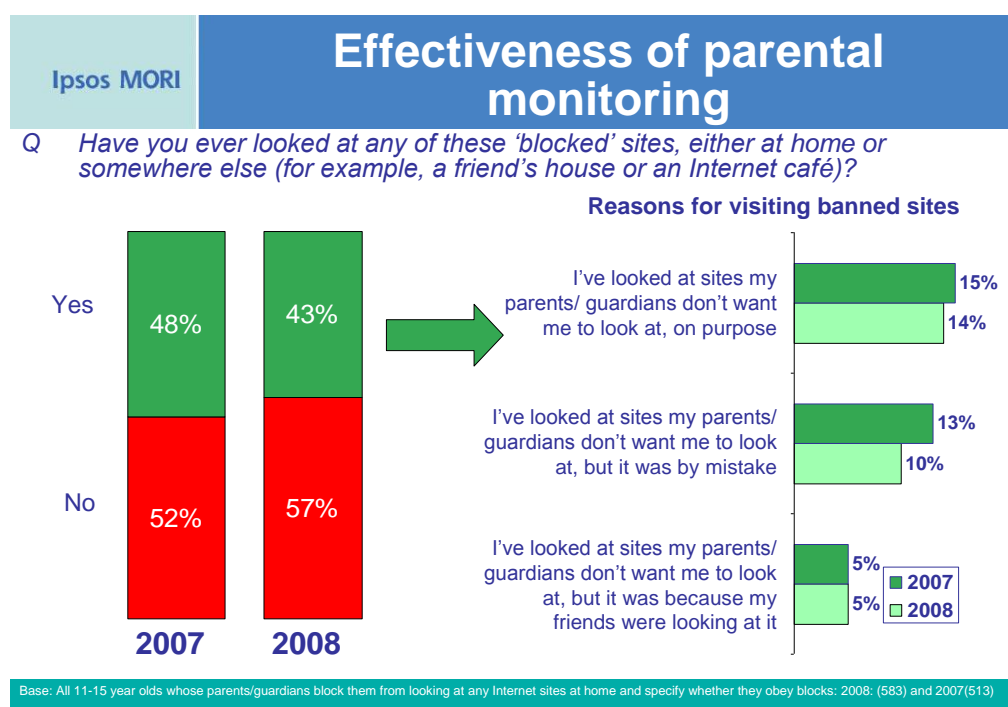
software (13%) or checking the computer's History log (9%), although slightly more are using these methods than in 2007 (11% and 7% respectively).



Subgroup differences suggest that some children are more likely than others to be blocked by their parents from accessing websites:

- Rates of parental monitoring and control are higher among **younger children**. Half of those aged 11-12 say they are subject to some form of Internet block (49%) compared with less than a quarter (22%) of 15 year olds;
- **Girls** are more likely than boys to say that their parents have installed software to block some Internet sites (14% compared with 11%);
- Children in households where there are two working parents are less likely to have restrictions in place (50% compared with 46% overall); those in households where there are **no working parents** are more likely than average to have been asked not to look at certain sites and are more likely only to be allowed to use the Internet when a parent is present; and
- Despite similar rates of Internet use, young people living in urban areas are less likely than those based in **rural areas** to be subject to parental controls (46% have no parental blocks in place compared with 36% in rural areas). However **London** stands out in contrast to this. Whereas two in five (40%) children across England and Wales are subject to parental controls when using the Internet, this rises to half (50%) of children in London.

Among those children whose parents do restrict or supervise their Internet use, almost six in ten say they *never look at blocked sites* (57%) whereas just over two in five (43%) admit that they *have visited websites their parents do not want them to look at*⁷. This equates to a tenth (11%) of all 11-15 year olds having visited banned websites. Among those who had looked at banned sites, a fifth (21%) said this was *on purpose*, one in seven (15%) *by accident* and 8% *because friends were looking at it* (the equivalent of six percent, four percent, and two percent of *all* 11-15 year olds, respectively). Overall, significantly fewer have looked at banned web pages than in 2007 when half (48%) of children whose parents restricted Internet access looked at sites their parents had blocked. Perhaps again this increase in caution can be linked to the rise in media interest in the potential risks posed to children online.



Among children aged 11-15 whose parents block some Internet sites, some groups are more likely to ignore the blocks or restrictions that their parents put in place are:

- Boys (36% have looked at blocked websites compared with 22% of girls);
- Children aged 15 (41% compared with 13% of 11-15 year olds);
- Those of White ethnic origin (31% compared with 23% of children from minority ethnic backgrounds); and

⁷ These figures are based on those who stated whether or not they had visited banned sites. Overall, 26% did not state whether or not they had visited banned sites, 29% said they had visited banned sites, and 38% said they had not.

- Children who spend seven to ten hours on the Internet per week (42% compared with 29% overall). Those who spend over ten hours on the Internet each week and whose parents block certain websites are no more likely than average to ignore these blocks, however.

In common with high-volume Internet users, these ‘rebellious’ Internet users who ignore the restrictions that their parents put in place tend to differ from their peers in terms of their Internet use and gambling behaviour. As described in the rest of this report, they are more likely to spend money online and to participate in underage gambling.

Who spends money online?

Children were asked three questions about spending money online: whether they had ever *helped* someone else to spend money online, whether they *had spent someone else’s money* online, and whether they had ever *spent their own money* online. Three-quarters of children aged 11-15 (75%) have some experience of online spending via one of these routes. While three in five children (58%) have helped someone else to spend money online, a smaller proportion has spent money online themselves: 55% have spent their own money and 41% have spent someone else’s money.

High rates of helping other people with online spending ties in with findings from other research highlighting that many parents rely on their children to make online purchases because they lack the technical expertise and know-how to make purchases themselves. That more than half of children (55%) have spent their own money online is perhaps surprising given the limited availability of banking facilities for children under 16; furthermore, the proportion of those aged 16 that has spent their own money is not significantly higher (60%). However, these findings may reflect that children’s money will usually come directly from their parents, and they may classify money that their parents spend on them (or their parents money that they have spent) as their own money.

Spending online among children aged 11-15 has slightly increased since 2007 from 52% who had spent their own money to 55% who spend their own money currently. However, spending of someone else’s money has decreased from 49% to 41% over the same period.

Groups who are more likely to spend money online, or help someone else to, include:

- 15 year olds, of whom eight in ten (81%) have spent money online (their own or someone else’s) or helped someone else to, compared with an average of three-quarters (75%). This may reflect the greater financial independence of this group, who may be more likely to have part-time jobs than their younger peers;
- A higher proportion of boys than girls have spent money online or helped someone else to (79% of boys compared with 71% of girls have

spent their own or someone else's money, or helped someone else to spend money online);

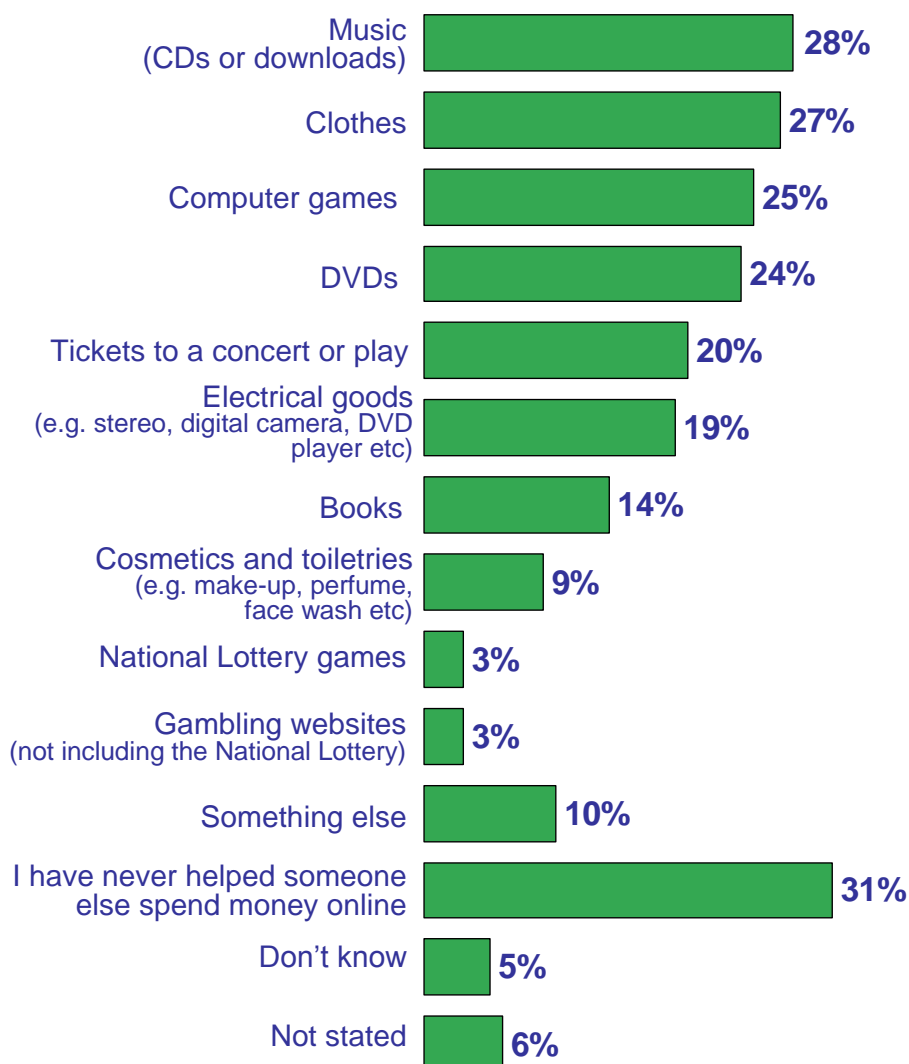
- White children (77%) are more likely than those from minority ethnic groups (61%) to report spending any money online (their own or someone else's) or helping someone else to spend money;
- The incidence of spending increases with the amount of time spent online per week. Thus, high-volume Internet users (spending more than ten hours online per week) are more likely to have helped someone else to spend money online (68% compared with 58% overall) and even more likely to have spent either their own or someone else's money online (80%) than overall (65%); and
- Those whose parents do *not* restrict or monitor their Internet use (81%) are more likely than those whose parents do (and who obey their wishes) (74%) to have spent money online or helped someone else to. Those who ignore the blocks or restrictions their parents put in place are more likely than anyone else to have spent money online themselves (76% compared with 65% overall) but are no more likely to have helped someone else to.

What do young people buy online?

The next two charts illustrate children's typical purchasing habits online. Spending habits are similar, irrespective of whether they are helping someone else to spend money, spending someone else's money themselves, or spending their own money – the top four products purchased are consistently music, clothes, computer games and DVDs. This is perhaps predictable, as most young people in this age group will be reliant on money from parents or guardians, and may not differentiate clearly between their own and their parents' money. National Lottery products and online gambling are consistently cited by much smaller proportions than other types of online purchases.

Helping someone spend money online

Q If you have ever helped someone spend their money online, what did they spend it on?



Base: All children aged 11-15 (2,140)

Children are significantly more likely to spend their own money than someone else's on all types of product with the exception of gambling websites and National Lottery games where the proportion of children aged 11-15 spending their own money is the same as the proportion spending other people's money (2% have spent their own money on online gambling and 1% on National Lottery games, and the same proportion has spent someone else's money).

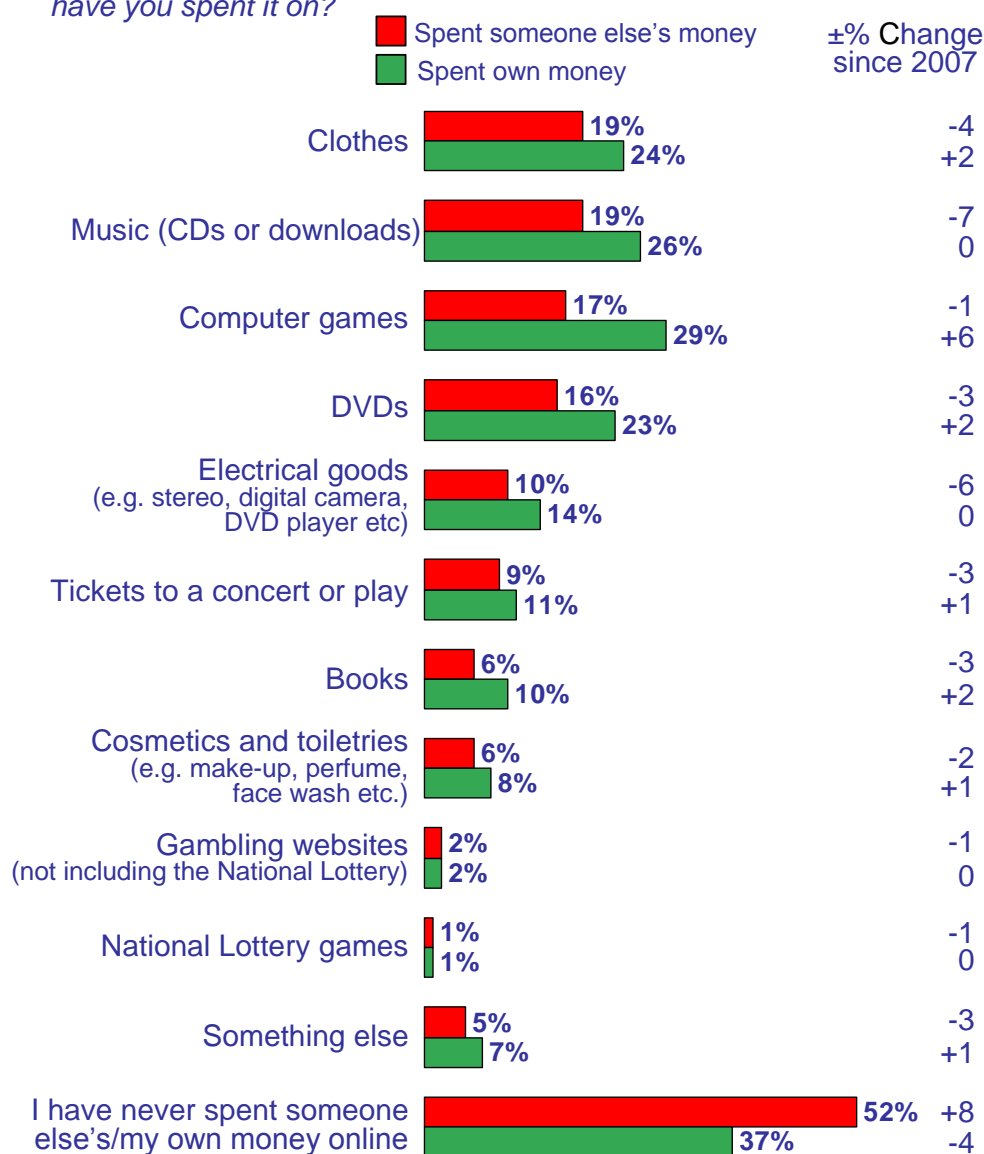
In comparison with 2007, fewer children are now spending someone else's money and this is visible across all types of product. A slightly higher proportion

than in 2007 are now spending *their own money* online, which is reflected in slightly increased numbers spending money on computer games and books online. However, children's spending of their own money on other items – such as music, electrical goods and online gambling through the National Lottery website and other sites – remains unchanged from 2007 and as such the number of children spending (their own or other people's) money online on these things overall is lower than in 2007.

Ipsos MORI **Spending money online**

Q *If you have ever spent someone else's money on the Internet, what have you spent it on?*

Q *And if you have ever spent your own money on the Internet, what have you spent it on?*



Base: 2008 All children aged 11-15 (2,140), 2007 (2,206)

As with their overall likelihood of spending money online, what children spend money on varies among different groups of children. These differences are

generally seen regardless of whether they are spending their own or someone else's money.

- Boys' and girls' spending habits are distinctly different: girls are more likely than boys to spend money on clothes and cosmetics, while boys are more likely than girls to purchase computer games, DVDs, and electrical goods. Boys are also more likely to say they have spent either their own or someone else's money on National Lottery games online (3% compared with 1% of girls), and on other online gambling sites (5% of boys and 1% of girls);
- Spending on almost all items, particularly music and clothes, increases with age. However, whilst there were more older children spending (either their own or someone else's) money on National Lottery games in 2007, this age difference is no longer apparent;
- Asian children aged 11-15 are more likely than average to spend their own money on the National Lottery website or other gambling websites (5% have spent their own money on each compared with 1% and 2% respectively overall). However, this difference does not apply to spending someone else's money;
- Although there are no differences between children from more and less deprived areas in terms of spending their own money, there is in terms of spending other people's money. Whereas children in relatively affluent areas are more likely to spend someone else's money on music (22% compared with 19% overall), children in deprived areas are more likely to spend other people's money on both the National Lottery and other gambling websites than those in wealthier areas (3% compared with 1% for both);
- Spending on almost all items increases with the amount of time spent on the Internet⁸ - including spending on gambling. Those who spent ten or more hours online in the last seven days are more likely to have spent their own money or someone else's on gambling websites (6% compared with 3% overall). However, rates of spending on the National Lottery do not significantly increase with the amount of time spent online; and
- Children whose parents have *not* blocked them from looking at certain websites are more likely than other children to spend their own money on music, clothes and DVDs. Those who have chosen to ignore parental blocks on the Internet are more likely than average to spend their own money on everything except clothes. These children are also significantly more likely to spend money (either their own or someone else's) on online gambling (8% have spent their own money or someone else's compared with 3% overall) and the National Lottery (6% have spent their own money compared with 2% overall). This may tie in with other trends showing that rates of traditional

⁸ The only exception is spending on books, which does not change irrespective of the amount of time spent online.

gambling are higher among those who engage in other errant and risk-taking activities, such as illegal drug-taking and smoking⁹.

⁹ See *Under 16s and the National Lottery* (June 2006) <http://www.natlotcomm.gov.uk/CLIENT/index.asp>. Please follow this pathway to the report: 'Publications and Research' > 'Research Programme' > 'Underage Play'

2. National Lottery and the National Lottery Online

This section looks at rates of past-week gambling among children aged 11-15 on a range of traditional and online gambling games. Rates of participation in National Lottery games are examined alongside other forms of gambling, and compared with rates recorded among this age group in 2007. It goes on to describe rates of use, and reasons for visiting the National Lottery website.

Past-week gambling

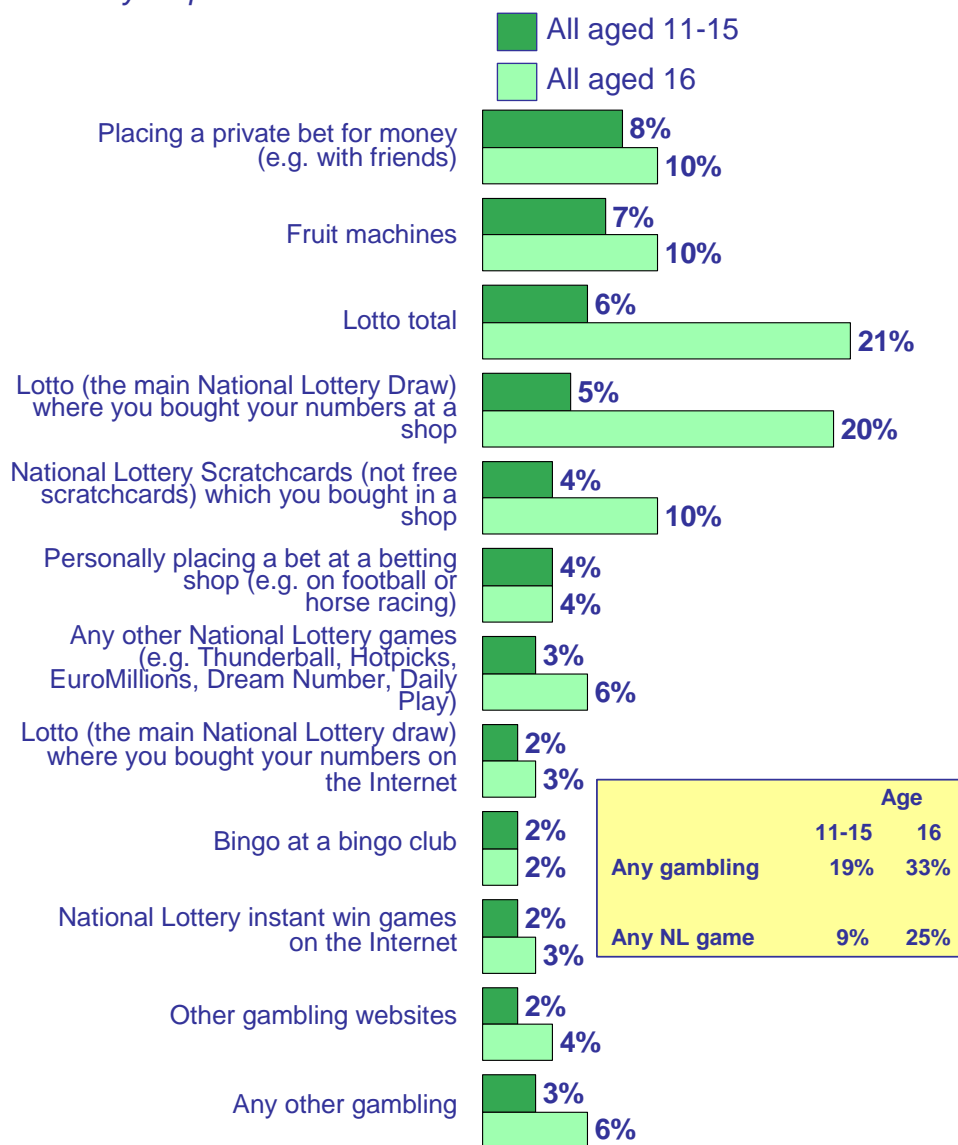
Young people were asked about any gambling (not just online) they had done in the past week using their own money, as distinct from their parents' money.

One in five (19%) children aged 11-15 report taking part in some form of gambling in the past week. However, the most common form of gambling among this age group (8%) is placing a private bet for money, for example with friends, rather than formal or regulated forms of gambling. Fruit machines continue to be the most popular form of regulated gambling: seven per cent of young people have played a fruit machine in the past week. One in twenty young people (6%) have played a National Lottery game, with five percent buying Lotto numbers in a shop and 4% buying National Lottery Scratchcards. Online gambling is less common than buying tickets or placing bets in person; two percent each have bought Lotto numbers online, played National Lottery Instant Win games on the Internet or gambled on other websites.

Unsurprisingly, given the fact that it is legal for young people aged 16 to play National Lottery games, the prevalence of gambling among this age group is significantly higher than among 11-15 year olds. One in four (25%) young people aged 16 have played a National Lottery game compared with one in ten (9%) children aged 11-15. While more young people than children are also taking part in other forms of gambling, the difference is not as marked. In fact there is no difference between the number of young people placing bets in betting shops, or playing bingo than the number of children doing these things (4% and 2% respectively). This indicates that whilst there is an inherent demand to participate in Lottery games among young people, the current age restrictions are on the whole fairly successful in preventing underage play.

Past week gambling

Q Have you spent any of your money on any of the following in the past 7 days? Remember, this is about games you might have played and not your parents.



Base: All children aged 11-15 (2,169) and all young people aged 16 (218)

As well as differences between those aged 16 and aged 11-15, there are also differences in gambling activity between other sub-groups:

- In line with other research¹⁰, **boys** are much more likely than girls to report spending money on gambling in the past week (27% of boys compared with 11% of girls);
- **Children aged 13** are more likely to buy a Lotto ticket at a shop (8%), or to play any other National Lottery games (4%) than average for 11-15 year olds (5% and 3% respectively). It seems likely that it is easier for underage children to get away with gambling face to face than it is for them to do so online where personal bank account details are required;
- **Asian children**¹¹ are more likely than any other ethnic group to play Lotto (13% compared with 6% on average), particularly buying numbers for Lotto online. They are also more likely to play Bingo at a club (7% compared with 2%) or take part in any other form of gambling (8% compared with 3%) than children from other ethnic groups; and
- Those living in **deprived areas** are more likely than those living in more affluent regions to report all types of gambling in the past week (26% compared with 15% report any form of gambling).

As seen with online spending, **high-volume Internet users** and **rebellious Internet users** are more likely than their peers to have spent money on gambling in the last seven days. This ties in with previous research findings highlighting that young people who engage in rebellious or errant behaviours are also more likely to gamble illegally¹².

- Children whose parents have put blocks on the Internet (and who do not ignore them) are less likely than average to have spent money on any form of gambling in the last seven days (13% compared with 19% overall).
- Those children whose parents have not put blocks in place are no more likely to have accessed online gambling, although are more likely to have placed a private bet with friends (10% compared with 4% of those with online restrictions) or played on fruit machines (8% versus 5%). Children who defy parental blocks on Internet use are more likely than all other children to have done both of these things (15% have placed a private bet and 14% played on fruit machines), but also to have bought Lotto numbers on the Internet (5% compared with 2% overall), and played National Lottery Instant Win games online (7% compared with 2% overall).

¹⁰ See *Under 16s and the National Lottery* (June 2006)

<http://www.natlotcomm.gov.uk/CLIENT/index.asp>. Please follow this pathway to the report: 'Publications and Research' > 'Research Programme' > 'Underage Play'

¹¹ Of the 126 Asian children interviewed, 45% were British Asian, 12% Indian, 13% Pakistani, 24% Bangladeshi, five percent Chinese, and one percent East African Asian.

¹² See *Under 16s and the National Lottery* (June 2006)

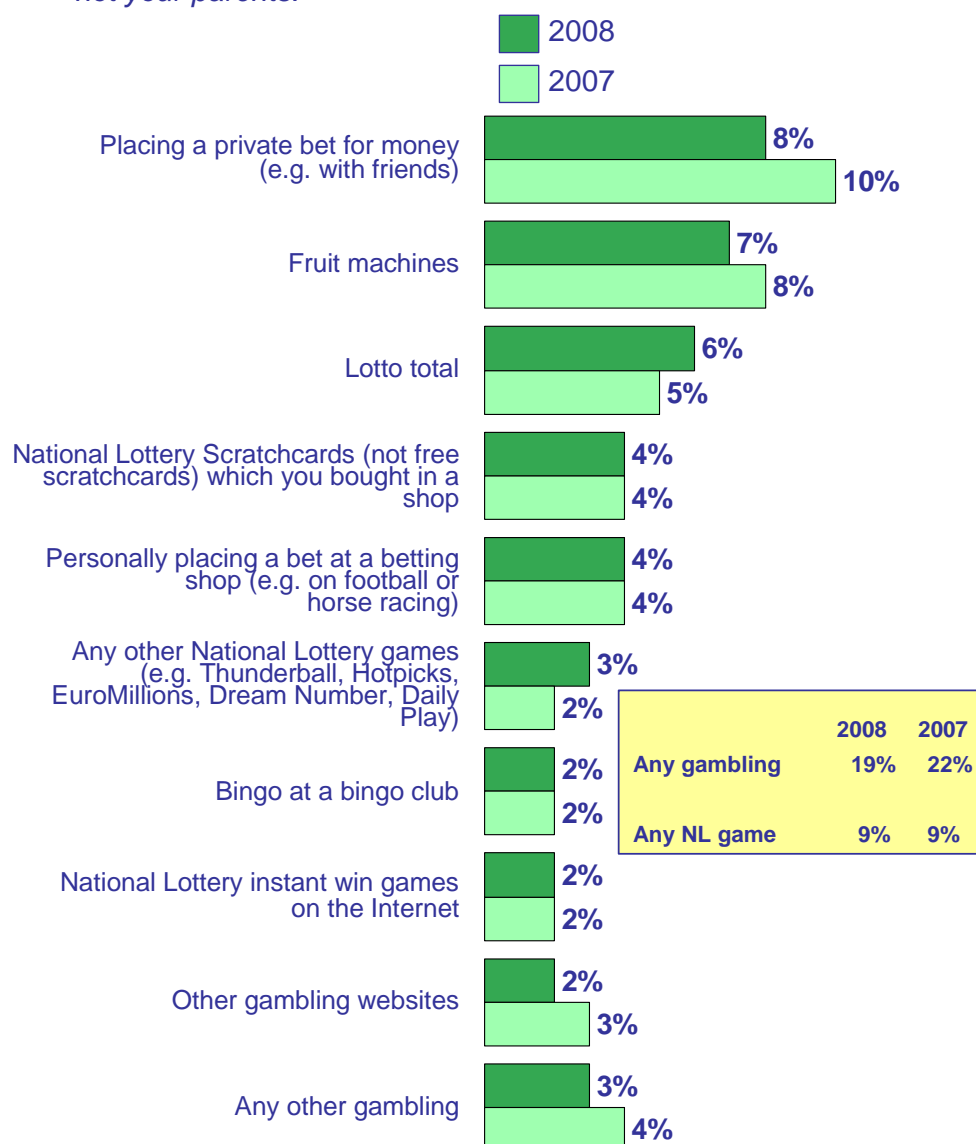
<http://www.natlotcomm.gov.uk/CLIENT/index.asp>. Please follow this pathway to the report: 'Publications and Research' > 'Research Programme' > 'Underage Play'

- Children who are high-volume users of the Internet are also more likely than average to engage in underage gambling (24% have done any sort of gambling compared with 19% overall).

Among those who have played Lotto in the past week, rates of playing all other gambling games asked about are higher than average. For example, two-fifths (39%) of Lotto players played fruit machines (compared with 7% overall), a third (33%) of Lotto players also bought Scratchcards (compared with 4% overall) or played other National Lottery games such as Thunderball and Hotpicks (34% compared with 3% overall).

Gambling now and in 2007

Q Have you spent any of your money on any of the following in the past 7 days? Remember, this is about games you might have played and not your parents.



Base: All children aged 11-15 in 2008 (2,169) and in 2007 (2,206)

Encouragingly, rates of any form of gambling among all age groups are slightly lower than in 2007 (a drop from 22% of those aged 11-15 in 2007 to 19% in 2008). Two in five 16 year olds (38%) reported gambling in 2007 which has decreased to one in three (33%) currently.

While the number of children and young people overall that engage in gambling has fallen, there are few significant drops in the proportion of children taking part in each type of game. The most significant fall has been in the proportion of those who have placed a private bet for money (10% down to 8%), while the number playing Lotto and other National Lottery games is very unchanged (6%

and 3% of children played Lotto and other National Lottery games in the last week compared with 5% and 2% in 2007).

Instant Win games on the Internet

In terms of Instant Win games only two percent of children report they have taken part in this form of gambling in the last week: this proportion remains unchanged from 2007. However, when presented with two pictures of Instant Win Internet games (see appendix) a much larger proportion of children were able to correctly identify the two pictures presented to them in the questionnaire: six in ten children (62%) aged 11-15 recognised them as Instant Win games on the Internet.



Base: All children aged 11-15 (2,140)

In contrast to those who are most likely to have played Instant Win games in the last week (as described in the previous section, this includes boys, Asian children, those from deprived areas, high-volume Internet users and rebellious Internet users) those most likely to correctly identify the pictures are:

- **Girls**, of whom two-thirds (66%) recognised the pictures as Instant Win games compared with three in five (58%) boys;
- Children **aged 13-15** (67% identified the pictures correctly compared with 54% of children aged 11-12);
- Those from more **affluent areas** (66%) compared to those from more deprived areas (52%);
- Children who **spend 7-10 hours online** (72% recognised the pictures as Instant Win games compared with 62% overall); and

- Children whose **parents have not put any blocks or restrictions** on their Internet use in place, two-thirds (68%) of whom recognised the pictures compared with slightly more than half (54%) of those who ignore the blocks their parents have set up.

Spending on Lotto

Rates of spending on Lotto are illustrated in Table 1. Among those who spent money on Lotto in the past week, and specified the amount they spent, the average spend is £7.34 which compares to an average of £6.83 in 2007¹³. Table 1 also illustrates the proportion of all 11-15 year olds spending money on Lotto.

¹³ This difference may be due to inflation and to some extent may be due to the change in question wording – whereas in 2007 the question referred to spending on the Main Lottery Draw, this was changed to refer specifically to spending on Lotto to avoid respondents interpreting this to mean any National Lottery product

Table 1 *And how much of your own money did you spend on Lotto in the past 7 days?*

<i>Base:</i>	<i>All aged 11-15 who spent money on Lotto in past 7 days and specified amount spent</i>	<i>All 11-15 year olds</i>
	(203)	(2,140)
	%	%
Less than £1	10	1
£1.00	23	2
£1.01-£2.00	5	1
£2.01-£3.00	8	1
£3.01-£4.00	14	1
£4.01-£5.00	8	1
£5.01-£10.00	10	1
£10.01-£20.00	9	1
£20.01-£30.00	13	1
Over £30	2	1
Mean	£7.34	

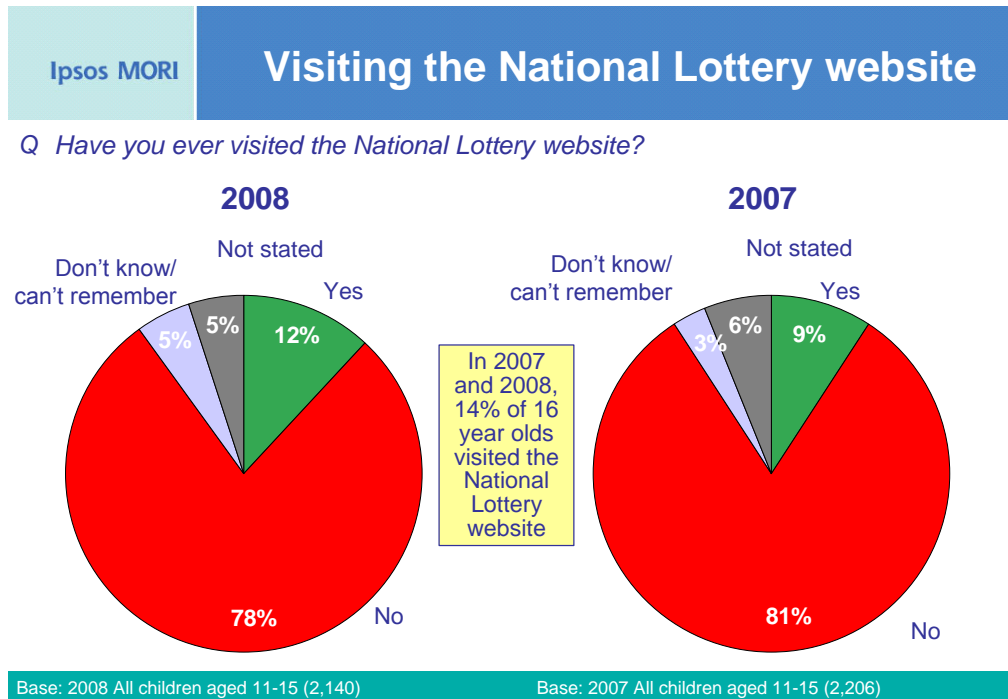
Source: Ipsos MORI

In line with other research among underage gamblers, there is a small but significant group of young people who claim to gamble large amounts of money on Lotto. Two per cent of Lotto players who specified how much of their own money they had spent on Lotto tickets claimed to have spent over £30 in the past 7 days, and one in eight (13%) to have spent between £20 and £30, thus contributing significantly towards the high overall mean expenditure figure.

Spending on Lotto appears to differ across various groups, although because the base sizes are small the findings below should be treated as indicative rather than definitive. Those who appear to spend more than average include boys, Asian children, children in urban areas and children who ignore blocks on Internet use.

National Lottery Website

Twelve per cent of children aged 11-15 say they have visited the National Lottery website, an increase of three percentage points since 2007. The proportion of 16 year olds who say they have visited the website however, is unchanged at 14%.



Those most likely to have visited the National Lottery website are:

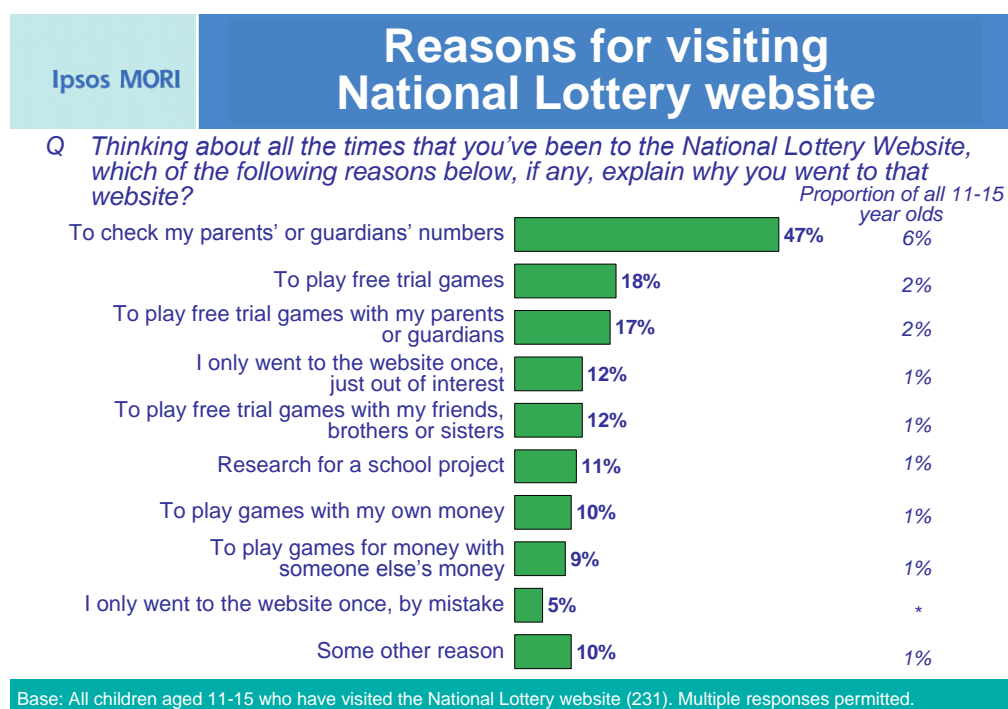
- Young people aged 16, who can legally use the National Lottery website, compared with children aged 11-15. However older children (those aged 14-15) are no more likely to have done so than their younger peers;
- Boys (14% have done so compared with 9% of girls); and
- Those who live in London are more likely than average to have visited the site (19% compared with 12% on average).

Again, key differences relate to high-volume and rebellious Internet use:

- One in five high-volume Internet users (20%) has visited the National Lottery website compared with only eight percent of those who spent less than four hours online in the last seven days; and
- Children who ignore the restrictions their parents impose on their Internet use are more likely to have visited the National Lottery website (21%), compared with ten percent of those who abide by the controls their parents set, and 13% whose parents do not set restrictions at all.

Among those who have visited the National Lottery website, nearly half (47%) say they have done so to check their parents' or guardians' Lotto numbers. Previous research has found that the second most common way young people purchase National Lottery tickets and Scratchcards is through their parents buying the tickets for them¹⁴. These findings therefore support a hypothesis that parental involvement and collusion is a key influence in underage gambling. Among those aged 11-15 who have visited the National Lottery website, around one in six (16%) say they have done so to play games for money, not significantly more than had done so in 2007 (14% of those who had visited the site). This equates to two percent of all children and young people aged 11-16 saying they visited the National Lottery website to play games for money (either their own or someone else's).

Although young people aged 16 are legally entitled to play National Lottery games and are more likely to have visited the site than children aged 11-15, they are no more likely than children to have played games for money (17% of young people aged 16 who have visited the National Lottery website have played games for money, compared with 14% of children).



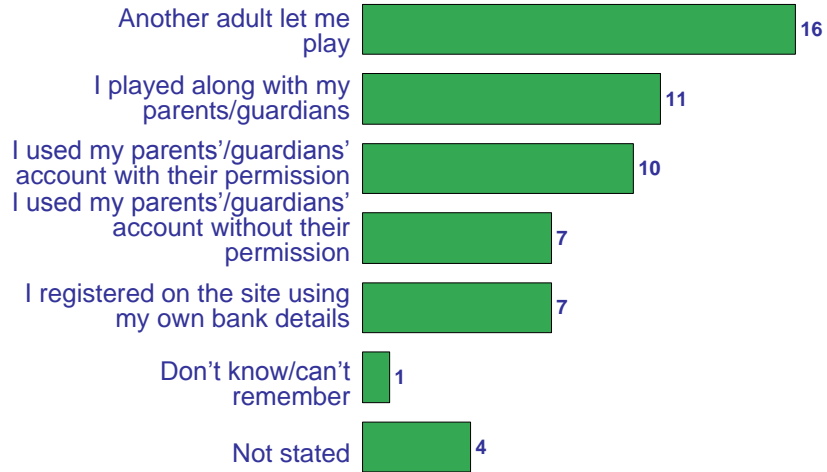
Among those who have played National Lottery games online for money, sixteen¹⁵ have been allowed to do so by an adult, eleven played along with a parent or guardian and ten used their parent/guardian's account with permission.

¹⁴ See *Under 16s and the National Lottery* (June 2006) http://www.natlotcomm.gov.uk/UploadDocs/Contents/Documents/Under%2016s%20and%20the%20National%20Lottery_Final%20report.pdf

¹⁵ It should be noted that just 40 children have played National Lottery games online for money so these results are purely indicative.

Playing National Lottery games for money online

Q Which, if any, of the statements below describe how you played National Lottery games for money on the internet?*



Base: All children aged 11-15 who have visited the National Lottery website and have ever played National Lottery games for money online (40)

* Findings reported in whole numbers due to small base size

Due to the small numbers of young people who say they have played games for money on the National Lottery website, it is not possible to classify these users.

3. Gambling behaviour

This section looks at some of the typical ‘problem behaviours’ that may be associated with gambling.

Gambling and planning to gamble

As shown in the chart below, in the past year, the majority of children aged 11-15 have not found themselves thinking about playing or planning to play any of the games asked about. However, a third (34%) have found themselves thinking about or planning to *make a bet for money with friends*, and almost a quarter have found themselves thinking about or planning to *play on fruit machines* (24%) and *play scratchcards* (23%) – three of the four most common forms of gambling among children (the other being playing Lotto).

However, as reported in the previous section, far fewer children have actually spent money on these forms of gambling in the past week than say they have found themselves thinking about or planning to play (8% spent money on a private bet with friends, 7% on fruit machines and 4% on scratchcards).



Base: All children aged 11-15 (2,140)

There are certain groups of children for whom gambling appears to hold more of an interest. Across all types of game asked about the following groups of children were more likely to say they found themselves thinking about playing or planning to play games either sometimes or quite a lot:

- **Boys** are consistently more likely to be thinking about all types of gambling than girls. For example 13% of boys say they think about or plan to gamble on the Internet sometimes or quite a lot compared with 3% of girls;

- **Children aged 15** are more likely than children aged 11-14 to be thinking about playing or planning to play all types of gambling except placing a bet in a betting shop and playing scratchcards. For example, a third of 15 year olds (31%) think about or plan to play on fruit machines at least sometimes compared with a quarter overall (24%);
- **High-volume Internet users** (i.e. those who use the Internet for more than 10 hours per week) are more likely to spend quite a lot of time thinking about or planning to *gamble on the Internet* compared with children using the Internet for less than 4 hours per week (6% versus 1%). They are also more likely to be thinking about playing or planning to play off-line games;
- Those who **ignore parental blocks** are more likely than average to be thinking about or planning to play all types of game; for example eight percent spend quite a lot of time thinking about or planning to place a bet in betting shop compared with three percent of children overall;
- Similarly, those **living in deprived areas** tend to spend more time thinking about or planning online gambling (5%) and playing fruit machines (8%) than those in more affluent areas (2% and 5% respectively); and
- Specifically with Internet gambling, **Asian** children are more likely to be thinking about or planning to gamble on a website than children from other ethnic backgrounds (7% compared with 3% overall).

These children who say they spend quite a lot of time thinking about or planning to gamble also tend to be those who have **spent someone else's money online** and have **played Lotto in the last seven days**.

Lying about gambling

Around three-quarters of children have not lied to family or friends about gambling, for each type of gambling asked about. However, around one in six children did not respond to these questions. The type of gambling for children to lie about most commonly is making a bet for money with friends (8%).

Lying to family and friends about gambling

Q *In the past year, have you lied to family members, friends, or others about how much you do any of the following things?*

■ % Quite a lot ■ % Only sometimes ■ % Not at all ■ % Don't know ■ % Not stated



Base: All children aged 11-15 (2,140)

The same sub-groups tend to lie about their gambling activities as spend time thinking about and planning to gamble. These are:

- **Boys** – are more likely to lie than girls about all forms of gambling (5% have lied about making a bet for money with friends compared with 1% of girls);
- Those **living in deprived areas** (4% have lied to family or friends about playing National Lottery games compared with 1% of children in more affluent areas);
- High-volume Internet users are no more likely to have lied about gambling on an Internet website, but are more likely to have lied about off-line forms of gambling. For example five percent of **high-volume Internet users** have lied to family or friends about playing on fruit machines compared with one percent of children who use the Internet for less than 4 hours per week; and
- Those who **ignore parental blocks** are more likely to have lied to family or friends about gambling on an Internet website (10% compared to 2% of those without parental blocks);
- Ten percent of **Asian children** have lied to family or friends about gambling on an Internet website compared with 3% of children from other ethnic backgrounds.

Whereas children aged 15 tend to spend quite a lot of time thinking about or planning to gamble, this age group is no more likely to lie to family or friends about how much they take part in gambling activities.

Stopping and cutting down gambling

For each of the types of gambling or games asked about, around six in ten children aged 11-15 have not tried to stop, cut down or control how much they do it. However, once again a significant proportion of children (around a third for each type) answered *Don't know* or did not respond to these questions. The types of gambling that have the highest number of children who have tried to stop, cut down or control their use in the last year are *making a bet for money with friends* (15%) and *playing on fruit machines* (12%), in accordance with what children also reported as the most common types of gambling. Less than one in ten (8%) children have tried to stop or cut down *gambling on the Internet*, or *playing National Lottery games*.



Those children who tend to spend more time thinking about or planning to gamble and also tend to be those who are trying to reduce their gambling across all types of game.

- Six percent of **boys** have tried quite a lot to stop, cut down or control how much they play National Lottery games in the last year compared with three percent of girls;
- Nine percent of children living in **deprived areas** have tried quite a lot in the last year to stop, cut down or control how much they play scratchcards compared with five percent overall; and

- **Asian children** are more likely than average to say they have sometimes tried to stop, cut down or control their gambling on Internet websites in the past year (6% compared with 3% overall).

Whereas children aged 15 are more likely to be thinking about and lying about their gambling than average, it is children in **Year 7** who are more likely than those of any other year group to be trying to stop, cut down or control their gambling (7% have tried quite a lot in the past year to stop, cut down or control how much they play National Lottery games compared with 5% overall).

Whilst rebellious Internet users (those who ignore parental blocks on Internet use) are more likely than average to be thinking about and lying about their gambling activities, they tend not to be those most likely to be trying to cut down their gambling. Only five percent of children whose parents have restricted their access but ignore these restrictions are trying to stop, cut down or control how much they play on fruit machines, whereas eight percent of children who abide by parental restrictions are doing the same.

Similarly, high-volume Internet users are no more likely to be trying to cut down their gambling than less frequent users, despite being more likely to be thinking about gambling and lying to family and friends about gambling.

Appendices

Sample Profile

	Number	Unweighted %	Weighted %
Total	2,387	100	100
Gender of Pupils			
Male	1,214	51	51
Female	1,173	49	49
Age of Pupils			
11	332	14	19
12	559	23	19
13	454	19	19
14	382	16	19
15	413	7	15
16	247	10	9
Year of Pupils			
7	641	27	31
8	488	20	16
9	427	18	20
10	337	14	14
11	494	21	18
Ethnic Origin			
White	2,086	87	83
BME	296	12	17
Household Composition			
Two parents in household	1,837	77	77
Single parent in household	515	22	22
Sibling in household	2,002	84	85
Work Status of Household			
Two parents work	1,482	62	61
One parent works	642	27	28
No parent works	263	11	11
Region			
London	105	4	9
South East	192	8	17
South West	222	9	9
North East	199	8	5
North West (incl. Merseyside)	248	10	14
Eastern (incl. Anglia)	337	14	10
East Midlands	191	8	8
West Midlands	194	8	11
Yorkshire & Humberside	267	11	10
Wales	432	18	6

Source: Ipsos MORI

List of Local Education Authorities by Government Office Region

Eastern: Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Luton, Norfolk, Peterborough, Southend, Suffolk, Thurrock.

East Midlands: Derby, Derbyshire, Leicester, Leicestershire, Lincolnshire, Northamptonshire, Nottingham, Nottinghamshire, Rutland.

London: Barking, Barnet, Bexley, Brent, Bromley, Camden, Croydon, Ealing, Enfield, Greenwich, Hackney, Hammersmith and Fulham, Haringey, Harrow, Havering, Hillingdon, Hounslow, Islington, Kensington and Chelsea, Kingston on Thames, Lambeth, Lewisham, Merton, Newham, Redbridge, Richmond upon Thames, Southwark, Sutton, Tower Hamlets, Waltham Forest, Wandsworth, Westminster.

North East: Darlington, Durham, Gateshead, Hartlepool, Middlesbrough, Newcastle upon Tyne, North Tyneside, Northumberland, Redcar & Cleveland, South Tyneside, Stockton-on-Tees, Sunderland.

North West (incl. Merseyside): Blackburn, Blackpool, Bolton, Bury, Cheshire, Cumbria, Halton, Knowsley, Lancashire, Liverpool, Manchester, Oldham, Rochdale, St Helens, Salford, Sefton, Stockport, Tameside, Trafford, Warrington, Wigan, Wirral.

South East: Bracknell Forest, Brighton and Hove, Buckinghamshire, East Sussex, Hampshire, Isle of Wight, Kent, Medway, Milton Keynes, Newbury, Oxfordshire, Portsmouth, Reading, Slough, Southampton, Surrey, West Berkshire, West Sussex, Windsor and Maidenhead, Wokingham.

South West: Bath and North-East Somerset, Bournemouth, Bristol, Cornwall, Devon, Dorset, Gloucestershire, Isles of Scilly, , North Somerset, Plymouth, Poole, Somerset, South Gloucestershire, Swindon, Torbay, Wiltshire.

Wales: Anglesey, Blaenau Gwent, Bridgend, Caerphilly, Cardiff, Carmarthenshire, Ceredigion, Conwyn, Denbighshire, Flintshire, Gwynedd, Merthyr Tydfil, Monmouthshire, Neath Port Talbot, Newport, Pembrokeshire, Powys, Rhondda Cynon Taff, Swansea, Torfaen, Wrexham, Vale of Glamorgan.

West Midlands: Birmingham, Coventry, Dudley, Herefordshire, Sandwell, Shropshire, Solihull, Staffordshire, Stoke-on-Trent, Telford and Wrekin, Walsall, Warwickshire, Wolverhampton, Worcestershire.

Yorkshire and Humberside: Barnsley, Bradford, Calderdale, Doncaster, East Riding of Yorkshire, Kingston-upon-Hull, Kirklees, Leeds, North East Lincolnshire, North Lincolnshire, North Yorkshire, Rotherham, Sheffield, Wakefield, York.

Statistical Reliability

The respondents to the questionnaire are only samples of the total “population”, so we cannot be certain that the figures obtained are exactly those we would have if everybody had been interviewed (the “true” values). We can, however, predict the variation between the sample results and the “true” values from a knowledge of the size of the samples on which the results are based and the number of times that a particular answer is given. The confidence with which we can make this prediction is usually chosen to be 95% - that is, the chances are 95 in 100 that the “true” value will fall within a specified range. The table below illustrates the predicted ranges for different sample sizes and percentage results at the “95% confidence interval”.

Size of sample on which survey results is based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or 90%	30% or 70%	50%
	±	±	±
100 interviews	6	9	10
500 interviews	3	4	4
1,000 interviews	2	3	3
2,387 interviews (<i>Young People Omnibus</i>)	1	2	2

Source: Ipsos MORI

For example, with a sample of 2,140 11-15 year olds where 30% give a particular answer, the chances are 19 in 20 that the “true” value (which would have been obtained if the whole population had been interviewed) will fall within the range of plus or minus 2 percentage points from the sample result.

When results are compared between separate groups within a sample, different results may be obtained. The difference may be “real”, or it may occur by chance (because not everyone in the population has been interviewed). To test if the difference is a real one - i.e. if it is “statistically significant”, we again have to know the size of the samples, the percentage giving a certain answer and the degree of confidence chosen. If we assume “95% confidence interval”, the differences between the two sample results must be greater than the values given in the table overleaf:

Size of sample compared	Differences required for significance at or near these percentage levels		
	10% or 90%	30% or 70%	50%
100 and 100	8	13	14
250 and 100	7	11	12
500 and 250	5	7	8
500 and 500	4	6	6
1,000 and 500	3	5	5
1,000 and 1,000	3	4	4
1,500 and 1,000	2	4	4

Source: Ipsos MORI

Letter to Schools

NAME
ADDRESS
ADDRESS
ADDRESS,
ADDRESS,

December 2007

Ipsos MORI ID:

Dear TITLE SURNAME,

Ipsos MORI National Young People Omnibus 2008

Ipsos MORI has been commissioned by a range of public and voluntary sector organisations to undertake a large-scale survey of pupils in compulsory secondary education (aged 11 to 16) throughout England and Wales. The survey will aim to discover what pupils think about a number of educational and social issues, including for example, global issues, entry into higher education and Internet usage.

I am writing to ask you for your school's participation in this important survey, due to begin on the 11th January 2008. Your school is one of 300 randomly selected to produce a nationally representative sample of schools in England and Wales. We aim to keep disruption to the school routine to an absolute minimum by randomly selecting **only one class** to participate. During one school period an Ipsos MORI interviewer will attend the class, explain the survey process and hand out a self-completion questionnaire. She/he will be on hand to answer any queries and will then collect the completed questionnaires at the end of the session. Each pupil will be given an Ipsos MORI Young People Omnibus pen in order to complete the survey, but also as a thank you for taking part.

Participation in the survey is completely confidential and your school and pupils will not be revealed to the organisations who have commissioned the survey, nor identified in any analysis.

The survey is due to start on the 11th January and continue until early March 2008. We are extremely conscious of the heavy demands currently placed on pupils and teachers. We are therefore anxious to stress that **all the administration connected with the survey will be carried out by representatives from Ipsos MORI**. As a thank you for taking part, participating schools will receive a resource pack to assist with the planning and teaching of modules relating to citizenship issues.

An Ipsos MORI interviewer will be contacting you in the near future to explain the process to you in more detail. In the meantime, we would be grateful if you could complete the enclosed fax-back reply form to let us know whether or not you would be able to take part in the study.

I should stress that Ipsos MORI will endeavour not to contact your school again in the current school year.

I very much hope that your school is able to take part in the study. A summary of the findings will be available on the Ipsos MORI web site (www.ipsos-mori.com/youngpeopleomnibus) after the survey has been completed. If you have any queries or would like any further information, please do not hesitate to contact Ali Ziff, Amy Lee or myself at Ipsos MORI on 020 7347 3000.

Yours sincerely



Adél Várnai

Ipsos MORI Young People Omnibus Director

Instant Win game pictures

Cowboy Cash Capers - Try Game

WIN UP TO £100,000
COWBOY CASH CAPERS
3 GAMES TO PLAY

Game 1
CLEAR UP THE TOWN

Game 2
WANTED

Game 3
THE GETAWAY

Choose which game you would like to play. Once you have finished that game you will return here and choose the next game. You play all 3 games.

Select a poster to continue

[How to Play](#) Play No. 00000000X9XN [Game Procedures](#)

Christmas Presents £70k - Try Game

Click finish to complete this game

Rolls Left You rolled a 2

Instant Wins £0

£70,000	Carrot, Elf, Boot, Hat, Apple, Pig
£10,000	Carrot, Elf, Boot, Hat, Apple, Pig
£1,000	Carrot, Elf, Boot, Hat, Apple, Pig
£500	Carrot, Elf, Boot, Hat, Apple, Pig
£100	Carrot, Elf, Boot, Hat, Apple, Pig
£20	Carrot, Elf, Boot, Hat, Apple, Pig
£2	Carrot, Elf, Boot, Hat, Apple, Pig
£25	Tree, Snowman
£5	Tree, Snowman

[How to Play](#) Play No. 000000016WAI [Game Procedures](#)