



**University of Salford**  
A Greater Manchester University

# An Exploratory Investigation into the Attitudes and Behaviours of Internet Casino and Poker Players

**COMMISSIONED BY eCOGRA (e-COMMERCE and ONLINE GAMING REGULATION AND ASSURANCE)**

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# Method Summary:

## Focus Groups and Survey

### Survey Participants

Representation	Number
Total Respondents	10865
<i>Males</i>	6246
<i>Females</i>	4517
Countries	96
Employment Sectors	37

### Focus Group Participants

Country	Participants	Gender	Mean Age	Age Range
USA	11	All male	31	19 - 56
UK	23	All male	27	18 - 43
Canada	18	1 female, 17 male	37	21 - 60
Germany	17	7 female, 10 male	28	20 - 45
Sweden	25	4 female, 21 male	32	17 - 60

# *Results - Internet Casino*

## **Most Typical Player Profile**

*The typical Internet casino player is likely to:*

- **Be female (54.8%)**
- **Be aged 46-55 (29.5%)**
- **Play 2-3 times per week (37%)**
- **Have visited > 6 casinos in the preceding three months (25%)**
- **Have played for 2-3 years (22.4%)**
- **Play for between 1-2 hours per session (26.5%)**
- **Wager between \$30-\$60 per session (18.1%)**

# *Results - Internet Casino*

## **Motivation**

- **Winning money is considered to be most important factor in making Internet casino play enjoyable:**
  - It was often considered as a secondary intrinsic motivation
  - The least common motivation for gambling was to socialise
  - Some support for traditional gender differences in motivation
- **Important factors in determining the where players choose to play:**
  - Bonuses (76.6%)
  - Game Variety (62.1%)
  - Deposit Method (56.8%)
  - Trust (Focus Groups)

# *Results - Internet Poker*

## **Most Typical Player Profile**

The typical Internet poker player is likely to:

- Be male (73.8%)
- Be aged 26-35 (26.9%)
- Play 2-3 times per week (26.8%)
- Have visited > 6 poker sites in the preceding three months (25%)
- Have played for 2-3 years (23.6%)
- Play for between 1-2 hours per session (33.3%)
- Play one (24.1%) or two (24%) poker tables at a time
- Play both cash games and tournaments (34%)
- Play at big-blind (minimum stake) levels of \$0.50 to \$2.00 (61.2%)
- Play with 6-10% of their bankroll at a table at anyone time (23%)



# Results - Internet Poker

## Other Findings

- **Around 12% of Internet poker players gender swap**
  - Those who do - significantly poorer financial performance

"I am male, and other players perceive females as weaker/not as good as men. Also when a woman player makes a big bet, a male player is more likely to perceive that she is bluffing, and he will call, and so when playing as a woman, I make big bets when I have it, hoping the male player will think I'm bluffing."  
*(Male, United States)*

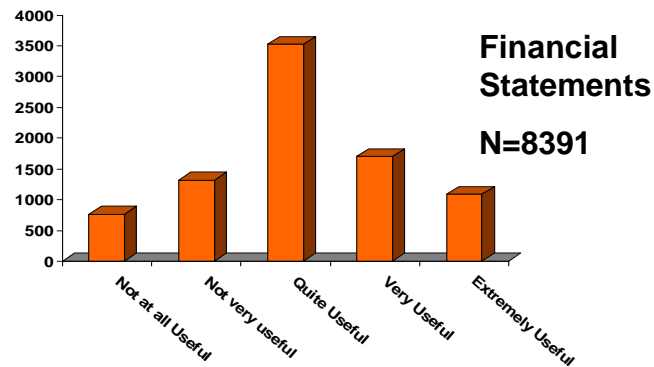
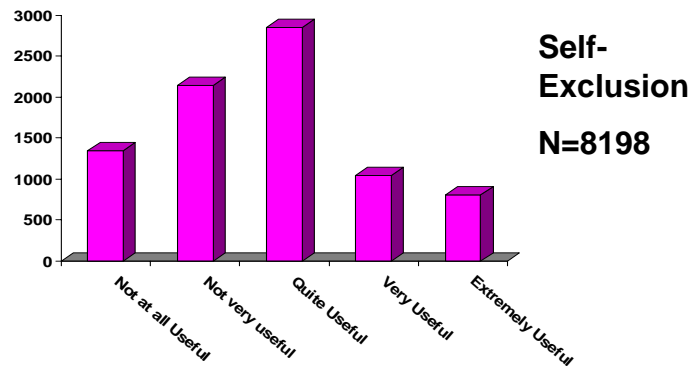
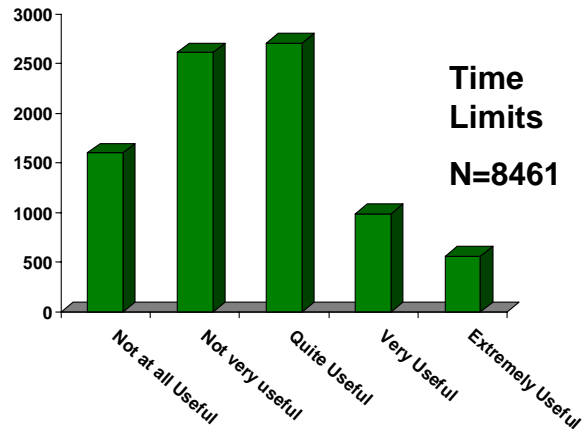
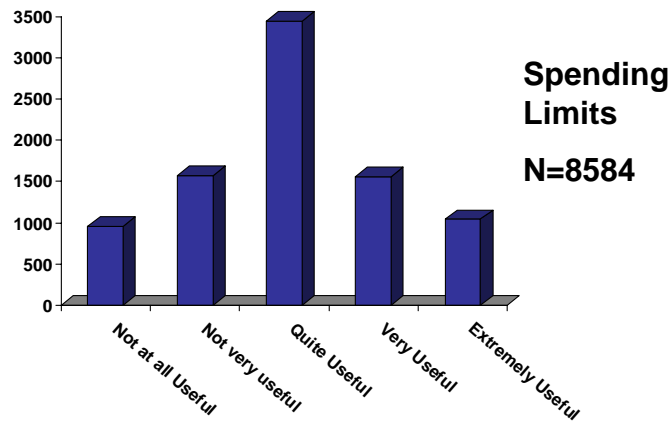
"...to avoid players that feel they can intimidate me with large raises because I'm female, and to avoid sexual harassment."  
*(Female, Canada)*

"Women aren't usually respected at a table full of men. So I just want to avoid "sweetheart" and "darlin" and if I win a hand I want to avoid seeing (to the other guy) "you let a girl beat you."  
*(Female, United States)*



# Responsible Gambling

## Value Placed on CSR Measures (N=8584)



# Responsible Gambling – Open Ended Responses

## *Example 1 – Understanding Payout Percentages*

I would really like to have more wins compared to the amount of money I spend. For instance, the first year I started online gambling, I spent about \$46,000 of which I only won about \$22,000, and it has only gotten worse since then. I rarely win, winning meaning if I bet anywhere from \$50 to \$100, I consider it a win of \$1500 to \$2500. I would really like to win more. Last 2 years I think I only won 1-2 times where I cashed out and had my winnings sent to me. Also, I would really like to have more clarification on when you say "Payout Percentages". What does the casino and the powers that be consider as "payouts". How do you figure it and what do you base your information on? Does payout percentages mean actual money that people cashed out with from what they spent or what the casino paid out over and above what was spent at the casinos? That is not clear and therefore "payout percentages" has no meaning for me because that could mean anything. ***Female, aged 46-55, USA, Retired***



# Responsible Gambling – Open Ended Responses

## *Example 2 – Case Against Responsible Gaming*

If you can't control yourself, you deserve to be broke. We've sold ourselves as a society on the idea that individuals aren't responsible for anything that happens to them. If they're alcoholic, it's because they were abused, or their genes dispose them to it. If they're fat, it's not the gallon of ice cream they're eating, it's because Kraft forced them to get fat. If they slip and fall in a restaurant, it's not because they were walking around blabbing on a cell phone without any clue what's going on, it's because there was a tiny wet patch on the floor that the owner negligently failed to clean up. Ridiculous. Will power is dead. I'm sure these controls are useful for people that can't help themselves, though. I just don't feel any pity for those who need it.

***Male, aged 18-25, USA, Legal profession***

# Results - Luck in Online Gambling

## Perceptions of Luck

Lucky Item		Male	Female	Total Responses
Do you have a lucky number?	Yes	1867 (35.3%)	2006 (49.7%)	9331
	No	3427 (64.7%)	2031 (50.3%)	
Do you have a lucky charm?	Yes	328 (6.2%)	370 (9.2%)	9320
	No	4963 (93.8%)	3659 (90.8%)	
Do you have a lucky item of clothing ?	Yes	211(4%)	107 (2.7%)	9216
	No	5010 (96%)	3888 (97.3%)	

# Results - Luck in Online Gambling

## Lucky Charms

Rank	Charm	Number of Responses
1	Photo of Pet or Loved One	48
2	Buddha Statue	43
3	Casino Chip	39
4	Coin	36
5	Rock/Stone	36

### Other lucky charms reported included:

Statue of Jesus; A cross; Dice; Stuffed animals (usually dogs); Lots of plastic frogs; Some had lucky music; Jewellery (mostly rings); A piece of a tree that was struck by lightning; Singing figurines; Underwear; or elephants; getting one's partner to rub their head for luck.

# Top Ten Best Things About Online Gambling

Based on answers from the open-ended question “what is the best thing about gambling online” N = 6654

- 1 Convenience and Accessibility (N = 3925)
- 2 Fun and Excitement (N = 1075)
- 3 Winning and Financial Reward (N = 893)
- 4 Anonymity and Privacy (N = 427)
- 5 Relaxation (N = 329)
- 6 Better Value and Lower Stakes (N = 186)
- 7 Relieves Boredom (N = 157)
- 8 Speed (N = 153)
- 9 No Need for Staff (N = 148)
- 10 Variety - games; blinds; players (N = 144)

# Top Ten Worst Things About Online Gambling

Based on answers from the open-ended question “what is the worst thing about gambling online” N = 6654

- 1 Losing and Financial Implications (N = 1668)
- 2 Payment Issues (N = 1075)
- 3 Addiction and Vulnerable Populations (N = 781)
- 4 Cheating and Low Level of Trust (N = 646)
- 5 Convenience and Accessibility (N = 530)
- 6 Barriers to Playing (N = 350)
- 7 Technological Problems (N = 345)
- 8 Nothing [Love it] (N = 295)
- 9 Other Irritating People (N = 159)
- 10 Poor Customer Service (N = 132)

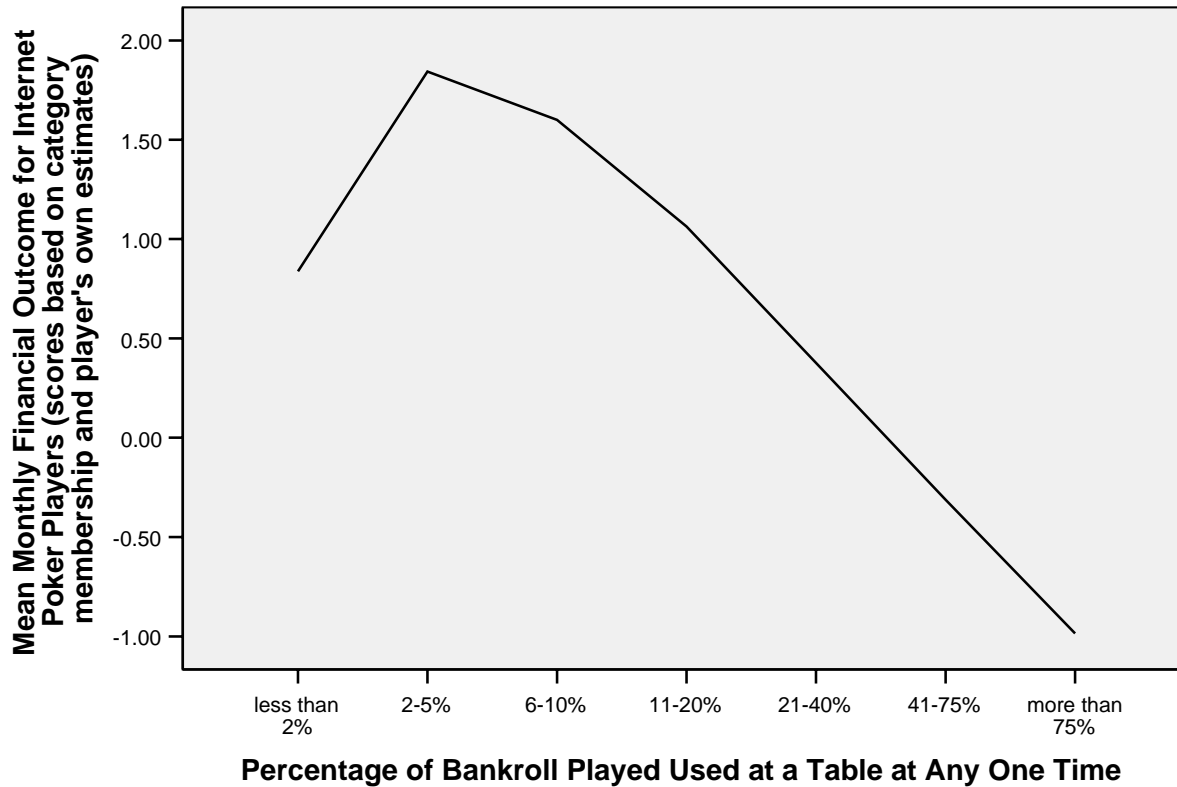
# Conclusions and Future Directions

- Traditional Gender Stereotypes are Changing
- Poker Popularity Among Younger Players – Age or Cohort Effect?
- Internet Gamblers – Complex and Demanding Bunch
- New information regarding one of the most important stakeholders in responsible gambling
- The Evolution of Online Gambling Research
  - **Limitations of the Research**
  - **Behavioural Data**
  - **Expect Exponential Developments in Internet Gambling Research**

# Results - *Internet Poker* (N = 5012)

## *Bankroll Management and Financial Performance*

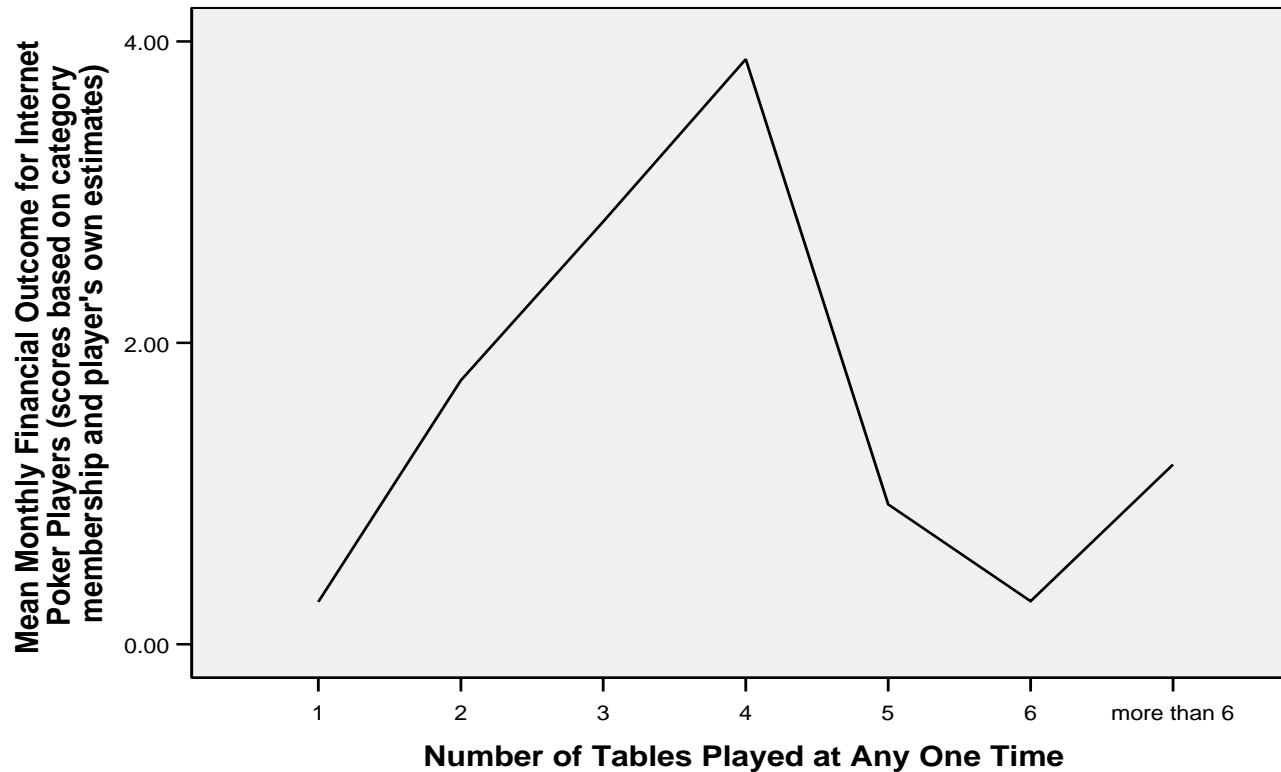
Complex Relationship Between Percentage of Bankroll Played at Any One Table and the Estimated Monthly Financial Outcome



# Results - *Internet Poker* (N = 4980)

## *Multi-tabling and Financial Performance*

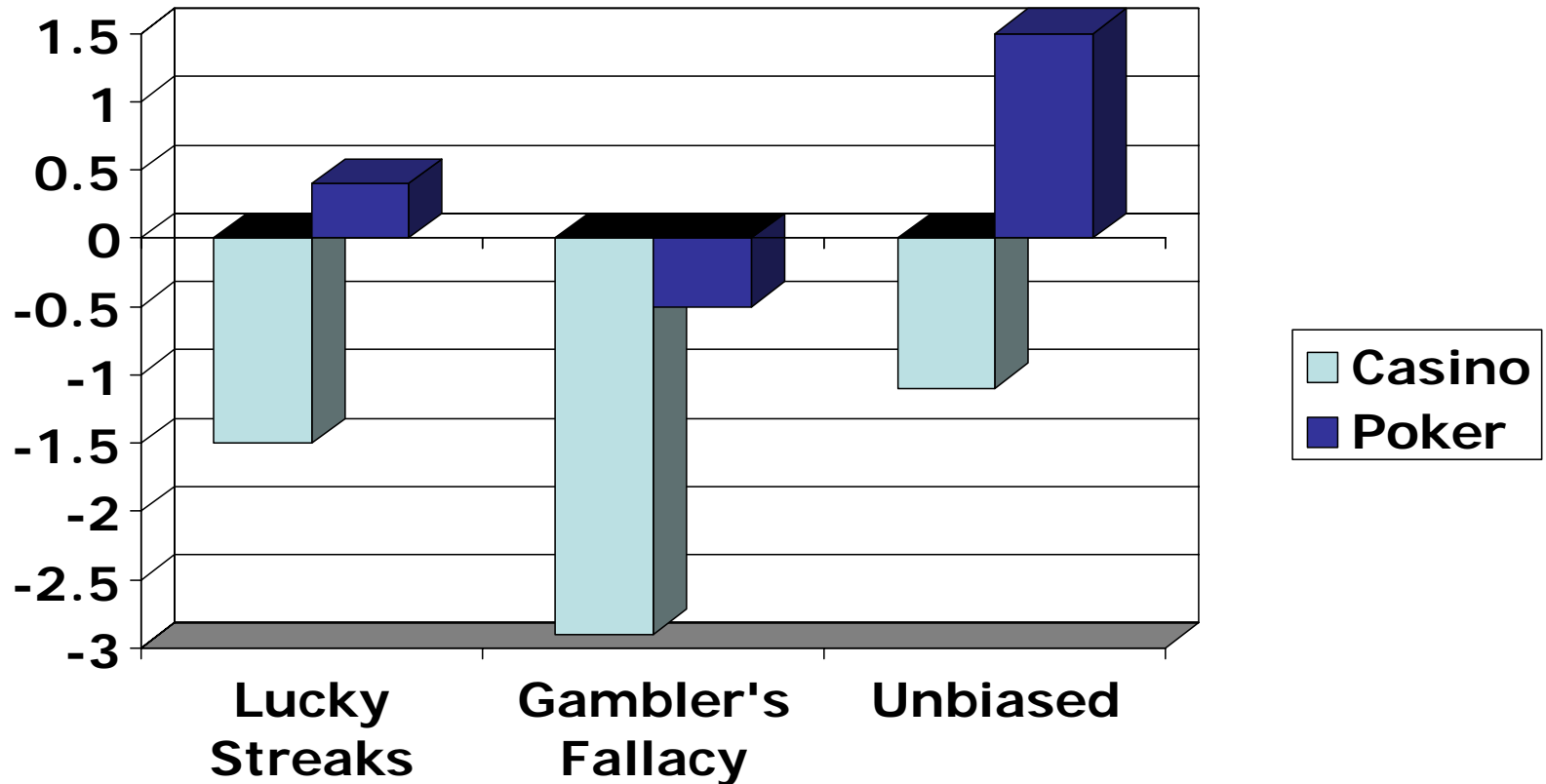
Complex Relationship Between Number of Tables Played at a Time and the Estimated Monthly Financial Outcome





# Results - Luck in Online Gambling

## Perceptions of Luck (Internet Casino)



# Results – *Game by Sex*

## *Internet Poker and Internet Casino*

