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National Centre *for* Social Research

Who uses the internet to gamble?

Findings from the British Gambling Prevalence Survey 2007

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Britain's leading independent social research institute

Internet Gambling – UK context

"[Development of] remote gambling has provided the biggest cultural shift in gambling in the past decade"

(Griffiths et al, 2006)

- Estimated approx 1 million regular online gamblers
(DCMS, 2006)
- Relatively little empirical evidence about who gambles online in the UK

British Gambling Prevalence Survey 2007

- Random sample of the British Population aged 16 and over
- Over 9000 respondents
- Questionnaire domains included:
 - Past year gambling participation
 - Past week gambling participation
 - DSM-IV & PGSI problem gambling screens
 - Attitudes to gambling
 - Socio-demographic correlates

Definitions and caveats

- Internet gamblers defined as:

“any gambling online, betting online or using a betting exchange”

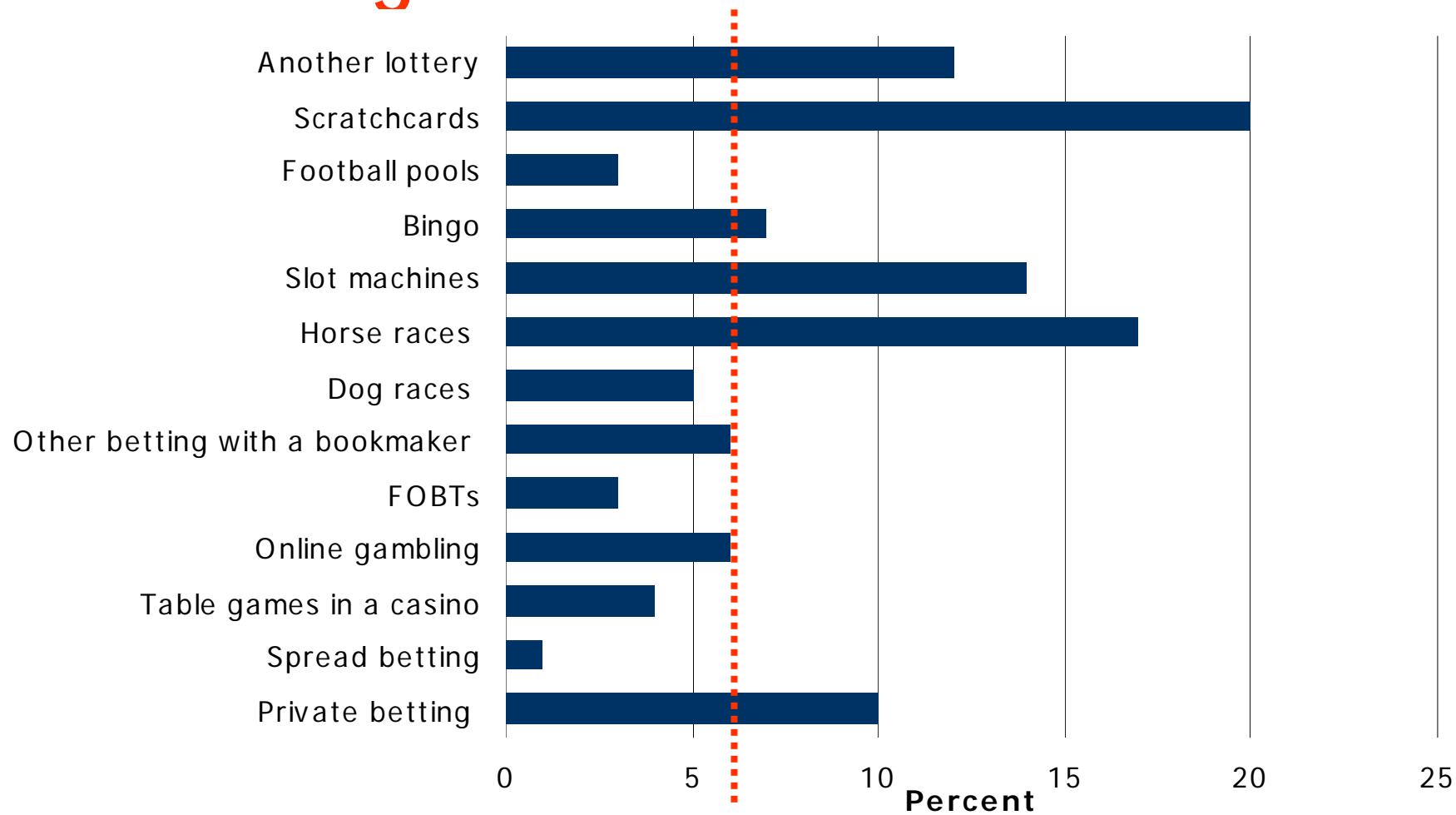
Includes: use of WAP enabled technology

Excludes: Playing the National Lottery and related products online

Analyses

- What is the socio-demographic profile of those using the internet to gamble?
- How does this differ from other/offline gamblers?
- Does the overall gambling behaviour of online gamblers differ from offline gamblers?

Internet gamblers

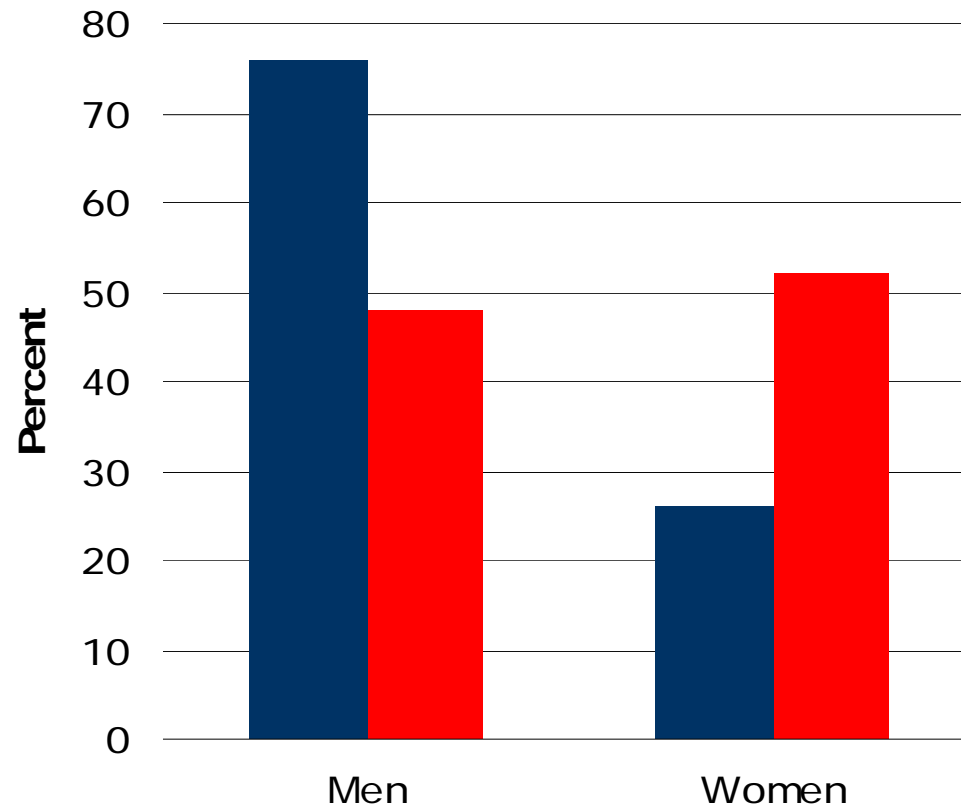


Profile: gender

Base: Past year gamblers

■ Online gamblers
■ Offline gamblers

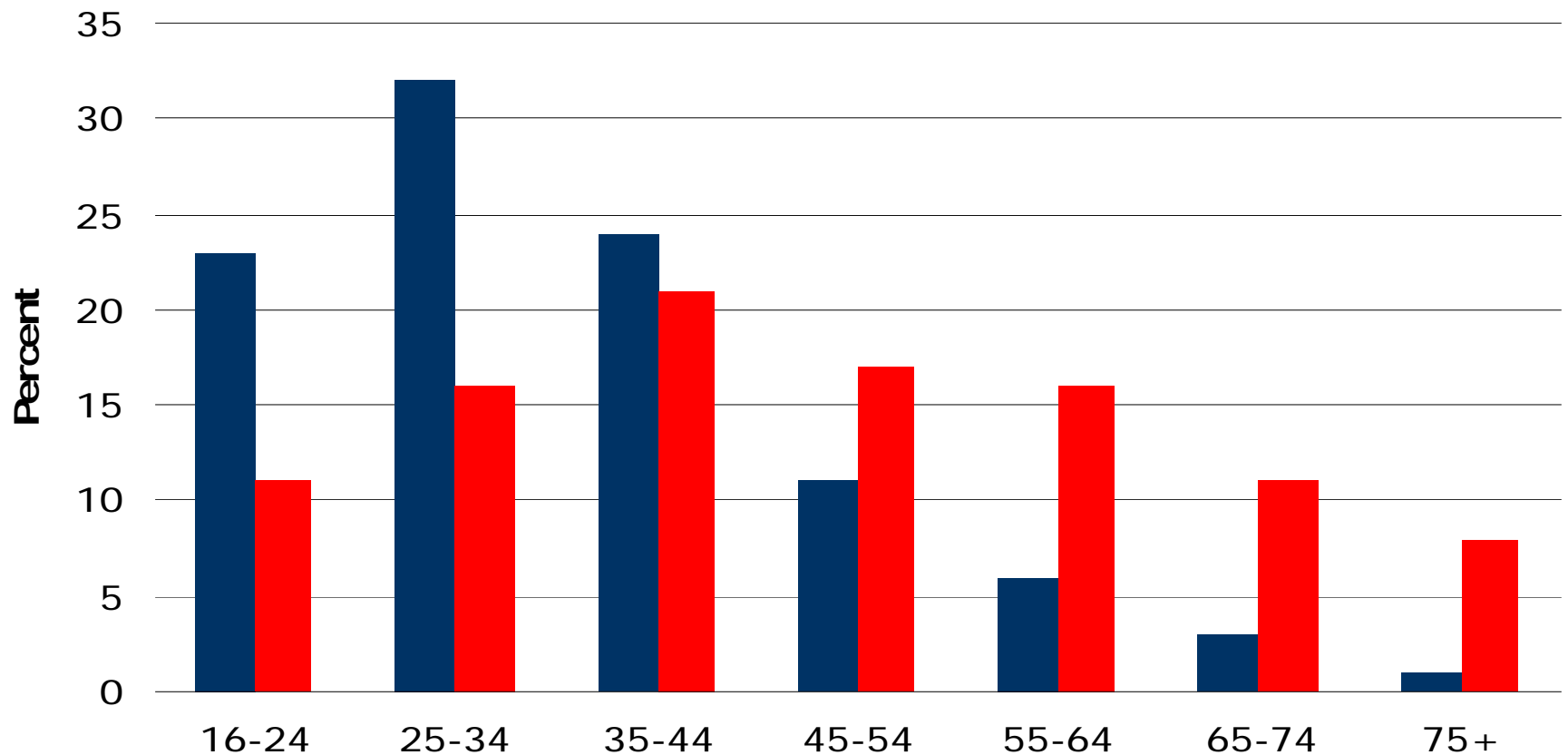
Men more likely than women to gamble online



Profile: age

Base: Past year gamblers

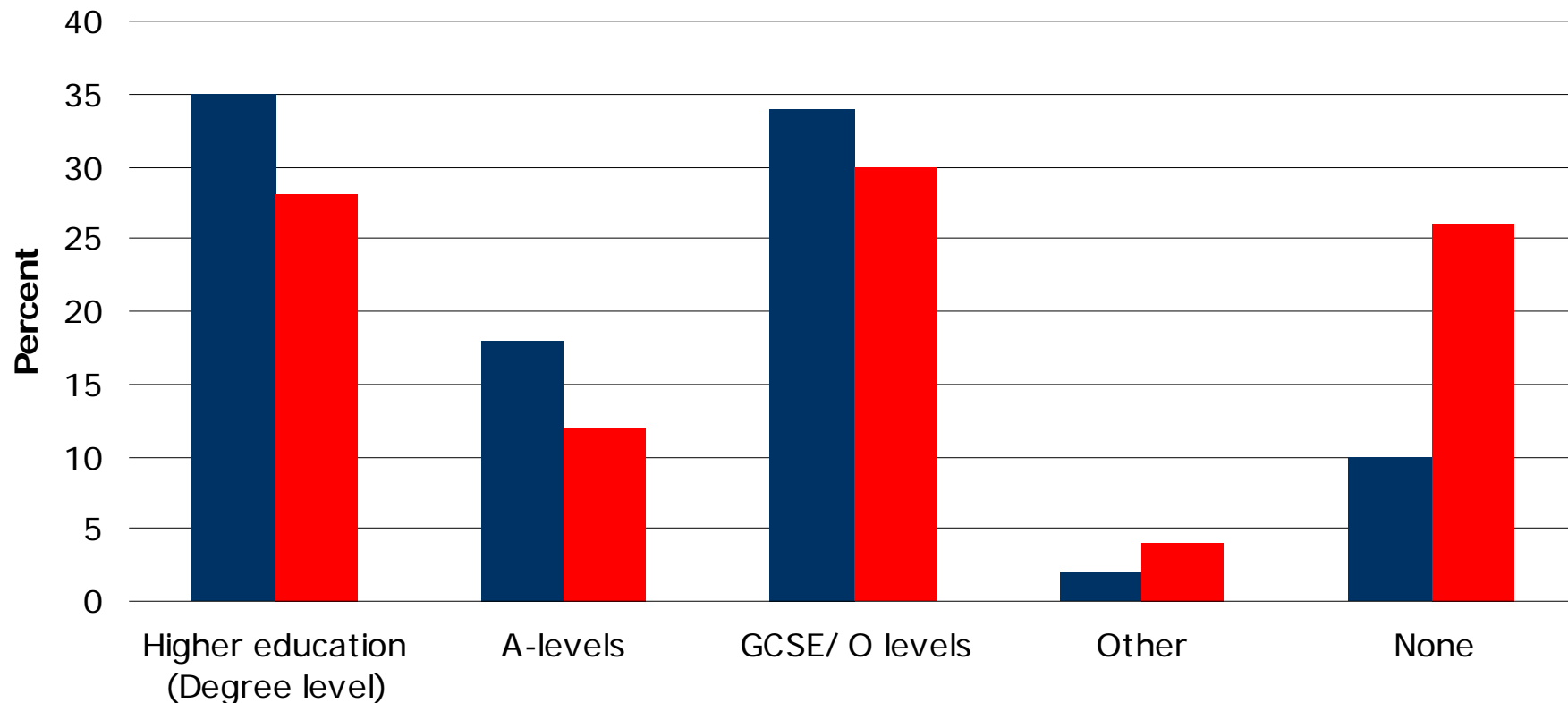
■ Online gamblers
■ Offline gamblers



Profile: educational qualifications

Base: Past year gamblers

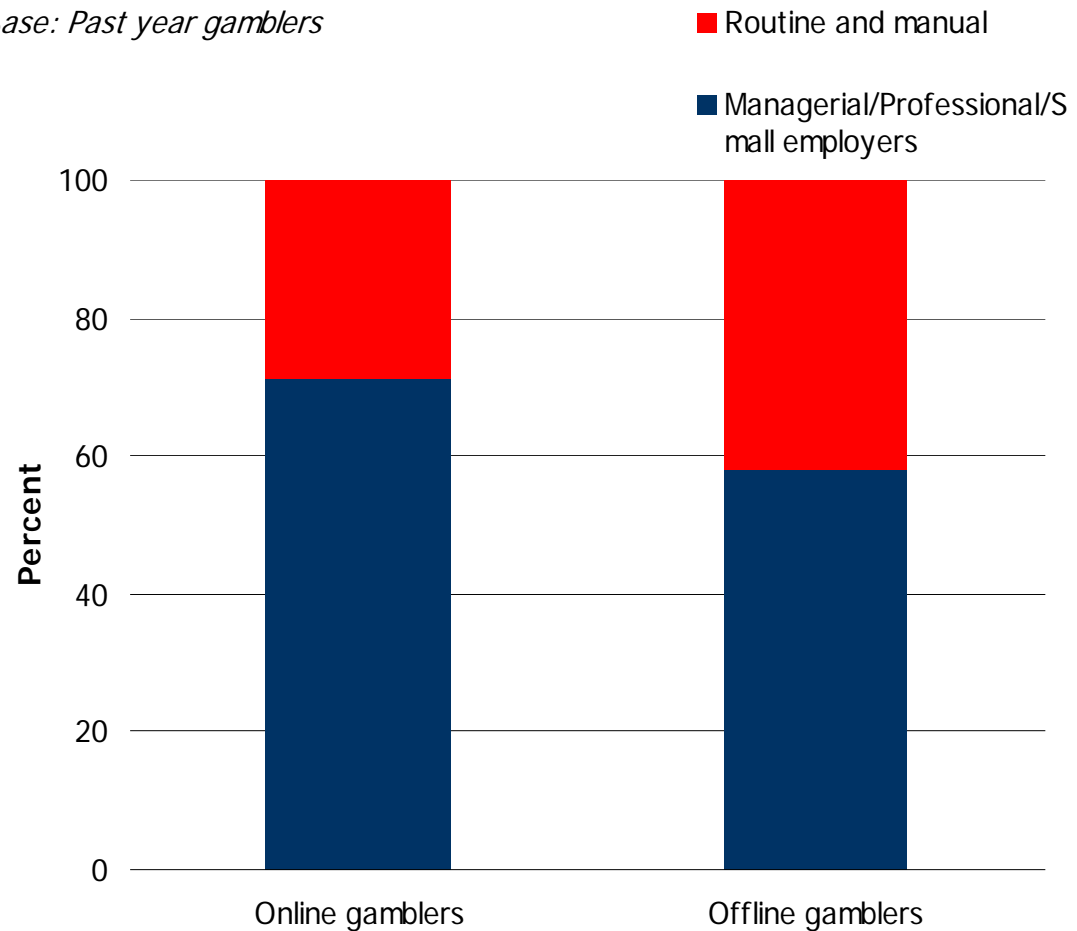
■ online gamblers
■ offline gamblers



Profile: Socio-economic status

Online gamblers more likely to come from managerial and professional households than offline gamblers

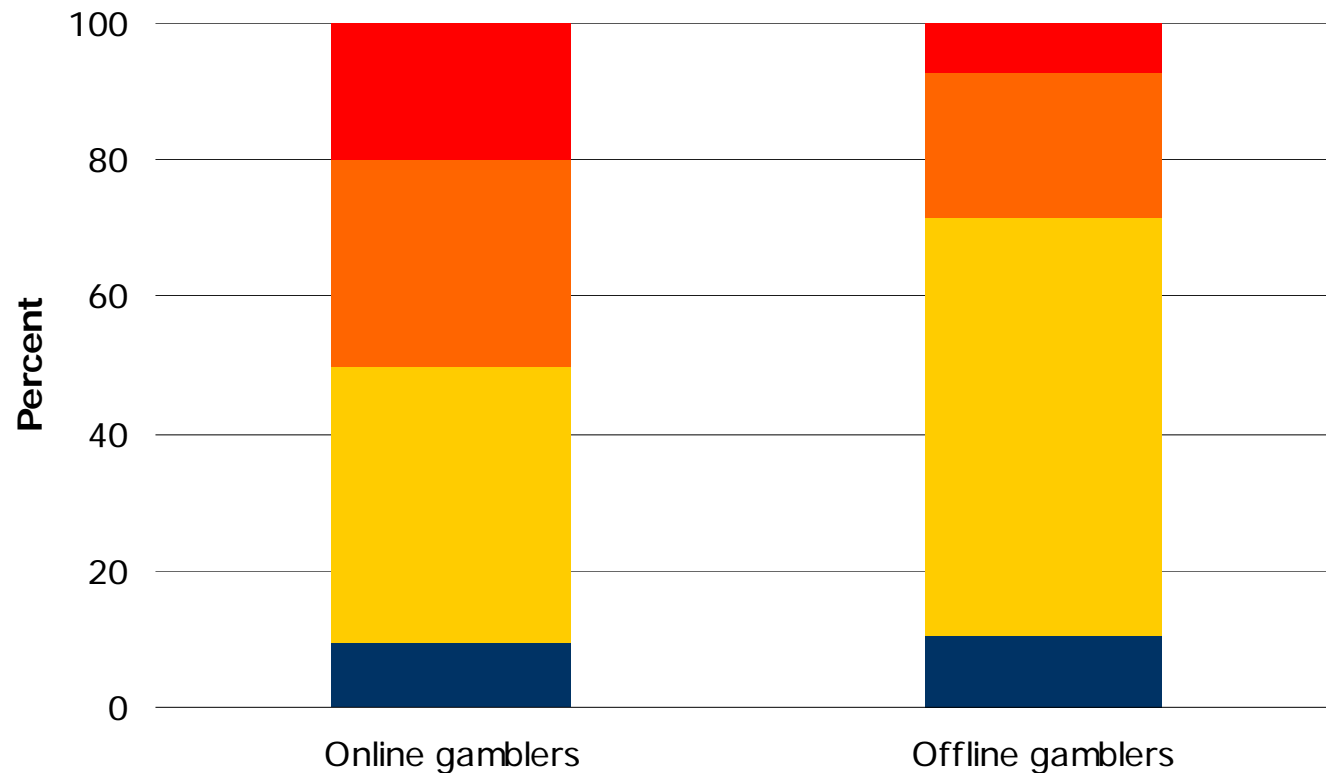
Base: Past year gamblers



Lifestyle behaviours: alcohol consumption

Base: *Past year gamblers*

- Drank more than double daily guidelines
- Drank in excess of daily guidelines
- Drank within daily guidelines
- Did not drink in last 7 days



Factors associated with using the internet to gamble

- **Multivariate logistic regression used to examine factors associated with online gambling**
- **Comparator group was offline gamblers**
- **Non-gamblers excluded from the analyses to detect factor associated with choosing this method rather showing factors associated with gambling alone.**
- **Range of socio-demographic variables entered into the model**

Factors associated with using the internet to gamble: results

Factors associated with online gambling are:

- **Gender**
 - Odds for men 2.75 times higher than for women
- **Age**
 - Those aged 35 and over significantly less likely to gamble online (odds 0.62 times lower for those aged 35-44 than those aged 16-24)
- **Educational qualifications**
 - Those with no educational qualifications have odds for gambling online 0.54 times lower than those with a degree

Cont...

Factors associated with online gambling are:

- **Socio-economic status**
 - Those in routine and manual household less likely to gamble online than managerial and professional households (odds 0.68 lower)

Alcohol consumption...

- Odds of gambling online 2.4 times higher among “double bingers” than non-drinkers

Factors associated with using the internet to gamble: results

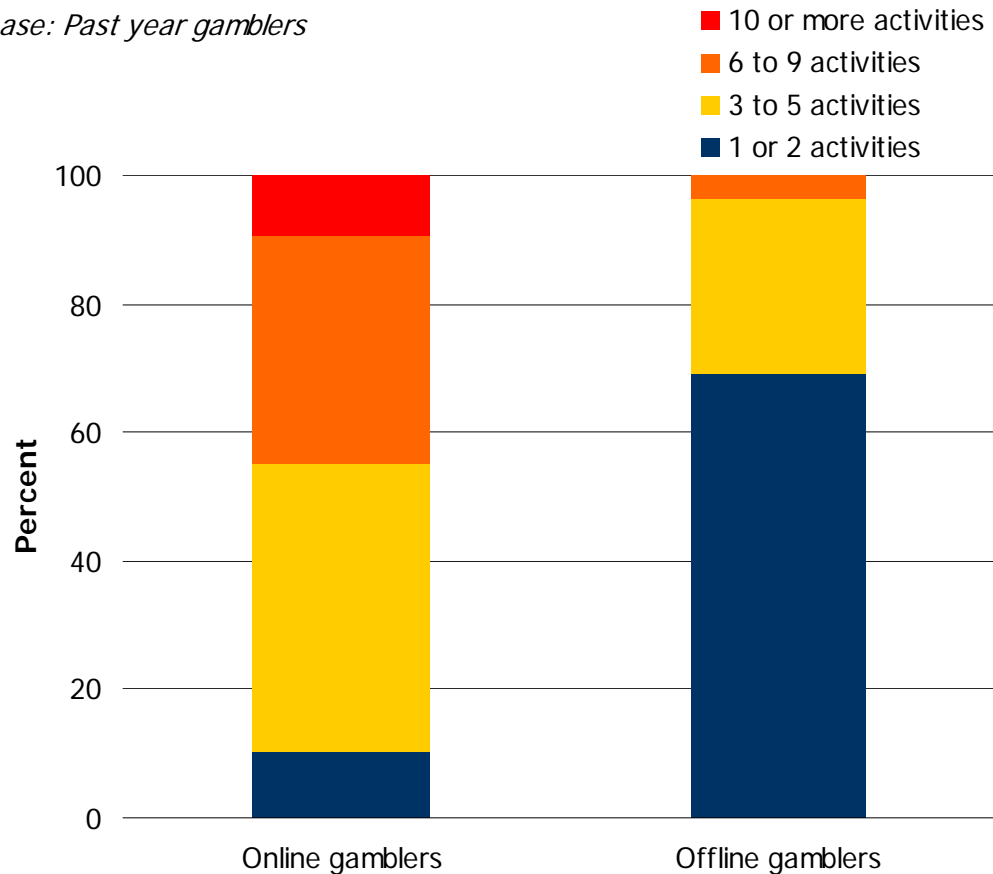
Factors NOT associated with online gambling are:

- **General Health Status**
- **Cigarette Smoking**
- **Marital Status**
- **Income**
- **Ethnicity**

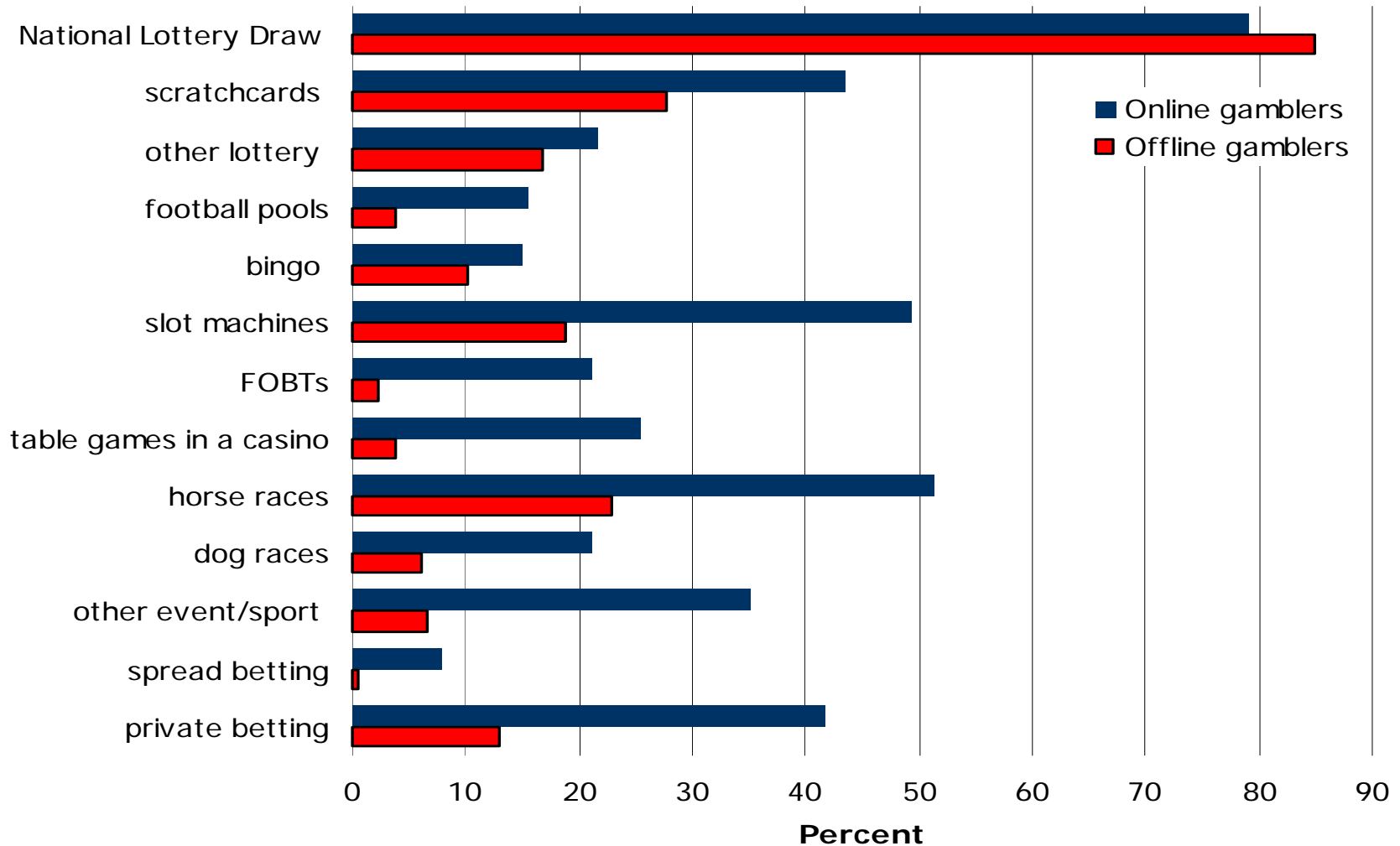
Gambling behaviour of online gamblers...

Online gamblers more likely to be 'multiple Interest' gamblers...

Base: Past year gamblers

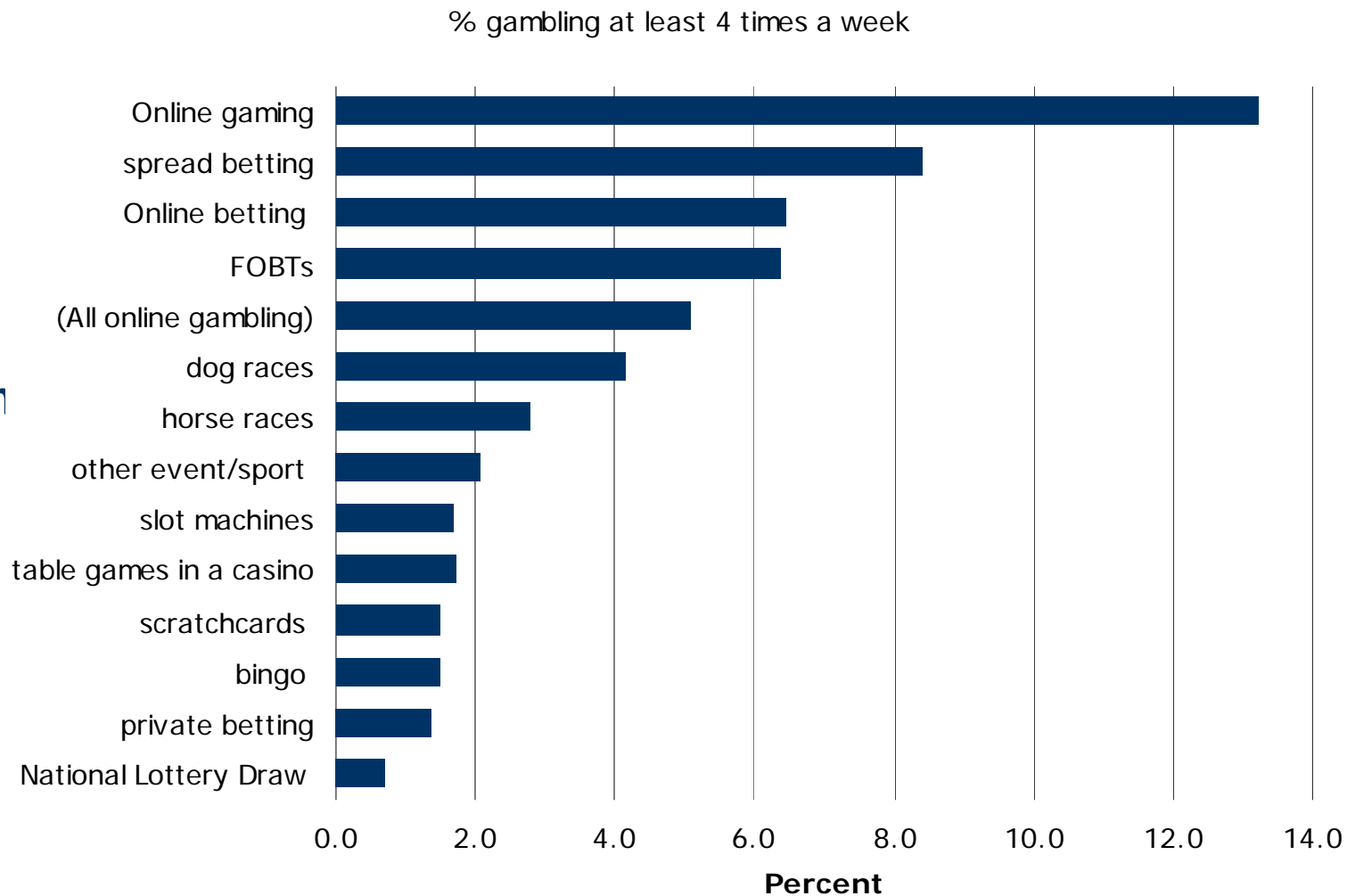


Gambling behaviour of online gamblers...



Frequency of play...

Online gamblers report gambling more often than those gambling on most other activities...



Problem gambling

- Problem gambling prevalence among online gambler = 5.0% (DSM-IV)
- Problem gambling prevalence among offline gamblers = 0.5% BUT represents a disparate group
- Online gamblers are more likely to answer positively to problem gambling items
 - 15% of online gambler answer positively to at least 1 DSM-IV item and endorsed a greater number of items than offline gamblers

Who uses the internet to gamble?

In Great Britain, associations with...

- Men;
- Those aged under 35;
- Those with higher educational attainment and those with a managerial and professional occupation;
- Those who drink excessively;
- Multi interest gamblers who gamble on a range of activities;
- Those who like to gamble frequently;



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