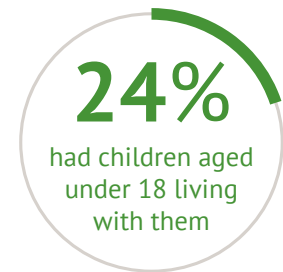
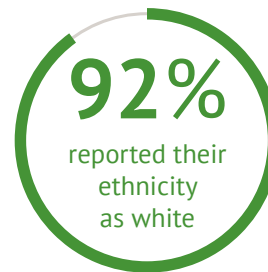


Characteristics of low to moderate online gamblers

We surveyed 168 UK adults who gamble online at least once a week, but whose response to the Problem Gambling Severity Index (PGSI) indicate that they do not currently have a gambling problem.

What does a low-moderate online gambler look like?



Gambling behaviours: What are the odds?



*30% have more than 8 online gambling accounts.

Keeping gamblers safe

Safer gambling tools have the potential to prevent the future development of problematic gambling in those who currently and regularly gamble online responsibly; but over half of players have never engaged with these tools.

The gambling industry should do more to promote use of these tools, including amongst players who do not perceive themselves to be at risk of developing problematic gambling.

It is common for players who are not currently displaying problematic gambling to have multiple accounts across different brands.

This demonstrates the need for player data sharing between gambling operators so that patterns of problematic gambling across accounts can be more easily identified.

A small percentage of people who gamble also play online games that require payment for levelling up, such as loot boxes.

Industry should conduct more research into any potential causal link between online gaming and online gambling.

