

Survey data on remote gambling participation

Year to September 2009

1 Key findings

- Over the year to September 2009 (ie an average of figures for December 2008, March 2009, June 2009 and September 2009), 10.6% of the 8,000 adults surveyed said they had participated in at least one form of remote gambling (through a computer, mobile phone or interactive/digital TV) in the previous month. Around half of these had participated just in National Lottery games.
- This figure of 10.6% compares with the 2008 calendar year figure of 9.7%, the 2007 calendar year figure of 8.8% and the 2006 calendar year figure of 7.2%. 89.3% of respondents said they had not participated in any form of remote gambling.
- The growth in participation in remote gambling is explained very largely by increased online participation in the National Lottery. If those only playing National Lottery games remotely are excluded, 5.7% of respondents had participated in remote gambling in the year to September 2009, compared with 5.6% in 2008, 5.2% in 2007 and 5.1% in 2006.
- Overall, in the year to September 2009, 8.2% of respondents said they had gambled remotely on tickets for the National Lottery draw in the previous month (either only or in addition to other types of gambling activity).
- Those participating in remote gambling remain more likely to be male than female, and are more likely to be aged 18-44.
- Remote gambling via a computer, laptop or handheld device was most popular (9.0% of all respondents), followed by gambling via mobile phone (2.9%) and interactive/digital TV (2.1%).

2 Introduction

- 2.1** This paper provides information on participation in remote forms of gambling. It sets out the findings from questions asked through an omnibus survey conducted by ICM Research.
- 2.2** Initial questions asking whether respondents had gambled for money on the internet in the previous month were included in this survey from 2001. However, to reflect the developments in the methods of accessing remote gambling, revised questions were added to the survey in December 2005 (see Annex A). These questions ask whether respondents have participated in remote gambling via a computer, mobile phone or interactive television. The old questions were discontinued after December 2007; the results from them can be found in Annex A of the 'Survey data on remote participation' (December 2007) available in the research section of the Gambling Commission (the Commission) website.

3 Methodology

- 3.1** Each wave of the survey is conducted once a quarter (in March, June, September and December) with a nationally representative sample (in terms of age, gender, social classification and region) of 2,000 adults (over 18-year-olds). The survey takes place mid-

week and at weekends and respondents are interviewed by telephone. The overall sample size is relatively robust, especially when measured on a regular basis over time. For instance, the margin of error for the main aggregated results is between (+/-) 0.5% and (+/-) 1%. However, when analysing specific forms or methods of gambling, the sample numbers are lower, with consequential increased margins of error in the percentages given. Where figures do not add to 100% it is because respondents refused to answer or answered ‘don’t know’ etc.

3.2 In order to minimise sample volatility, the data contained within this report are all shown as annual figures by averaging the results for four quarterly surveys. A sample of 2,000 respondents is interviewed each quarter. Therefore the four quarter average figures are based on a sample size of 8,000 respondents.

3.3 The Commission made some changes to the categories of remote gambling identified in the survey from March 2008. The ‘National Lottery’ participation questions have now been split into ‘Tickets for the National Lottery draw’ and ‘National Lottery scratchcards’. Before March 2008, respondents were simply asked whether they had gambled on the National Lottery and may or may not have included scratchcards when responding. An additional category for ‘betting exchanges’ has also been added.

4 The findings

4.1 Respondents are asked in the survey: “Have you gambled (including on the National Lottery or other lotteries) for money using any of the following methods in the last month?”

4.2 Respondents are able to give multiple responses. The methods of remote gambling included are:

- internet through a PC, laptop or handheld device
- Wireless Application Protocol (WAP)/internet or text (Short Message Service (SMS)) on a mobile phone
- interactive/digital TV.

4.3 Table 1 shows that during the year to September 2009 an average of 10.6% of respondents said they had participated in at least one form of remote gambling in the previous month. This compares with 9.7% in the calendar year 2008, 8.8% in the calendar year 2007 and 7.2% in 2006. Over the same period to September 2009, an average of 89.3% of respondents said they had not participated in any remote gambling in the previous month. A larger proportion of male than female respondents had participated: 13.7% of males and 7.8% of females. Those participating in remote gambling are more likely to be aged between 18-24, 25-34 or 35-44 (13.3%, 16.3% and 13.7% respectively of respondents in the age range). Respondents aged 55-64 and 65+ remain least likely to have participated.

Table 1: Proportion of respondents participating in at least one form of remote gambling by gender and age

All methods of remote gambling	2006	2007	2008	Year to Sept 2009
Percentage of respondents participating in at least one form of remote gambling	7.2%	8.8%	9.7%	10.6%
<i>% of male respondents</i>	9.6%	11.7%	11.7%	13.7%
<i>% of female respondents</i>	5.0%	6.0%	7.8%	7.8%
<i>% of 18-24 year olds</i>	11.5%	14.1%	13.7%	13.3%
<i>% of 25-34 year olds</i>	11.5%	13.1%	15.7%	16.3%
<i>% of 35-44 year olds</i>	9.6%	11.3%	12.5%	13.7%
<i>% of 45-54 year olds</i>	5.2%	8.4%	8.4%	10.4%
<i>% of 55-64 year olds</i>	4.5%	6.0%	6.4%	8.9%
<i>% of 65+ year olds</i>	2.7%	2.2%	3.4%	3.5%

Base = 8,000 adults

4.4 Of those participating in at least one form of remote gambling in the year to September 2009, 46.3% had gambled only on National Lottery games. As a result, and as Table 2 shows, if those only playing National Lottery games remotely are excluded, the proportion of respondents participating in at least one form of remote gambling in the previous month falls to 5.7%. Indeed, as the table also indicates, the overall rise in participation in remote gambling is largely a consequence of an increase in those gambling remotely only on the National Lottery.

Table 2: Proportion of respondents participating in remote gambling in the last month, excluding those only playing National Lottery games

All methods of remote gambling	2006	2007	2008	Year to Sept 2009
Percentage of respondents participating in at least one form of remote gambling (excluding those only playing National Lottery games)	5.1%	5.2%	5.6%	5.7%

Base = 8,000 adults

4.5 Table 3 sets out the proportion of respondents gambling via each of the different methods of remote gambling. The most popular method of remote gambling was via personal computer, laptop computer or handheld device such as a Personal Digital Assistant (PDA). In the year to September 2009 an average of 9.0% of respondents had accessed gambling in this way. A lower proportion had accessed gambling by other remote methods. An average of 2.9% had gambled via WAP or SMS on mobile phones and 2.1% had gambled via interactive/digital television.

Table 3: Proportion of respondents gambling using different remote methods in the last month

Different methods of remote gambling	2006	2007	2008	Year to Sept 2009
Internet through a PC, laptop or handheld device (PDA)	5.2%	6.9%	7.8%	9.0%
WAP/internet or text (SMS) on a mobile phone	2.2%	2.5%	2.9%	2.9%
Interactive/digital TV	1.7%	1.8%	2.1%	2.1%

Percentages add to more than the annual totals as multiple responses permitted. Base = 8,000 adults

4.6 If those only gambling on National Lottery games remotely are excluded, the proportions of respondents gambling via the different remote methods are lower. This is set out in Table 4 below.

Table 4: Proportion of respondents gambling using different remote methods in the last month excluding those only playing National Lottery games

Different methods of remote gambling	2006	2007	2008	Year to Sept 2009
Internet through a PC, laptop or handheld device (PDA)	3.1%	3.8%	4.4%	4.5%
WAP/internet or text (SMS) on a mobile phone	1.7%	2.0%	2.0%	2.2%
Interactive/digital TV	1.3%	1.2%	1.4%	1.6%

Percentages add to more than the annual totals as multiple responses permitted. Base = 8,000 adults

4.7 Table 5 shows the types of remote gambling activity that respondents had undertaken in the previous month. Over the year to September 2009 the most popular remote gambling activity was 'Tickets for the National Lottery draw' (8.2% of respondents). 'Betting (for example on horses, greyhounds and football)' and 'National Lottery Scratchcards' were the next most popular with an average of 3.0% and 2.5% of respondents participating in these activities respectively. 'Poker rooms and tournaments' were next (2.0%), then 'other lotteries' (1.7%), followed by casino type games (1.1%), 'Bingo' (1.0%) and 'Football pools' (1.0%). For all other activities, participation was less than 1%.

Table 5: Proportion of respondents gambling by type of gambling activity (all methods of remote gambling)

All methods of remote gambling	2006	2007	2008	Year to Sept 2009
National Lottery	5.3%	6.2%	n/a	n/a
Tickets for the National Lottery draw	n/a	n/a	7.1%	8.2%
Betting (eg horses, greyhound, football)	1.9%	2.4%	2.4%	3.0%
National Lottery Scratchcards	n/a	n/a	2.4%	2.5%
Poker rooms/tournaments	2.2%	1.6%	1.7%	2.0%
Other lotteries	1.3%	1.2%	1.7%	1.7%
Casino type games (eg roulette, blackjack)	1.1%	1.1%	1.0%	1.1%
Bingo	0.7%	1.1%	1.1%	1.0%
Football pools	0.7%	0.8%	0.7%	1.0%
Gaming machines (slots)	1.2%	0.8%	0.9%	0.9%
Keno/virtual sports & other games	0.5%	0.5%	0.5%	0.9%
Betting exchange	n/a	n/a	0.7%	0.8%
Other	0.6%	0.6%	0.7%	0.6%
Don't know/can't remember	0.3%	0.4%	0.3%	0.3%

Percentages add to more than the annual totals as multiple responses permitted. Base = 8,000 adults

5 Future publications

- 5.3** This data is published quarterly, based on an updated annual sample of 8,000 interviews. For example, the next publication will include average figures for the four quarters up to December 2009 (ie an average of March 2009, June 2009, September 2009 and December 2009).

Gambling Commission, October 2009

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Annex A

Survey questions

- Q1 Have you gambled (including on the National Lottery or other lotteries) for money using any of the following methods in the last month?
The internet through a PC, laptop or hand held device (PDA)
WAP/internet or text (SMS) on a mobile phone
Interactive/digital television
- Q2 Thinking specifically about the internet through a PC, laptop or hand held device (PDA) on which of the following have you gambled in the last month?
The National Lottery (replaced in March 2008)
Tickets for the National Lottery draw (added March 2008)
National Lottery scratchcards (added March 2008)
Betting (eg horses, greyhound, football)
Betting exchange (added March 2008)
Other lotteries
Poker rooms/tournaments
Casino type games (eg roulette, blackjack)
Gaming machines (slots)
Bingo
Keno/Virtual Sports and other games
Football pools
Other
- Q2 Thinking specifically about the internet through WAP/internet or text (SMS) on a mobile phone on which of the following have you gambled in the last month?
(repeat list)
- Q2 Thinking specifically about the internet through interactive/digital television which of the following have you gambled in the last month?
(repeat list)

Confidence levels

At a 95% confidence level the margin of error for the main figure within the 8,000 sample is between (+/-) 0.5% and (+/-) 1%.

ICM Research interviewed a random sample of 2,000 adults aged 18+ by telephone in each survey wave. Interviews were conducted across the country and the results have been weighted to the profile of all adults. ICM is a member of the British Polling Council and abides by its rules. Further information is available at www.icmresearch.co.uk.