

Consumer analysis



60% of gamblers have seen or received gambling related information from an operator



Financial limits are the most popular gambling management tool with 10% of online gamblers using them

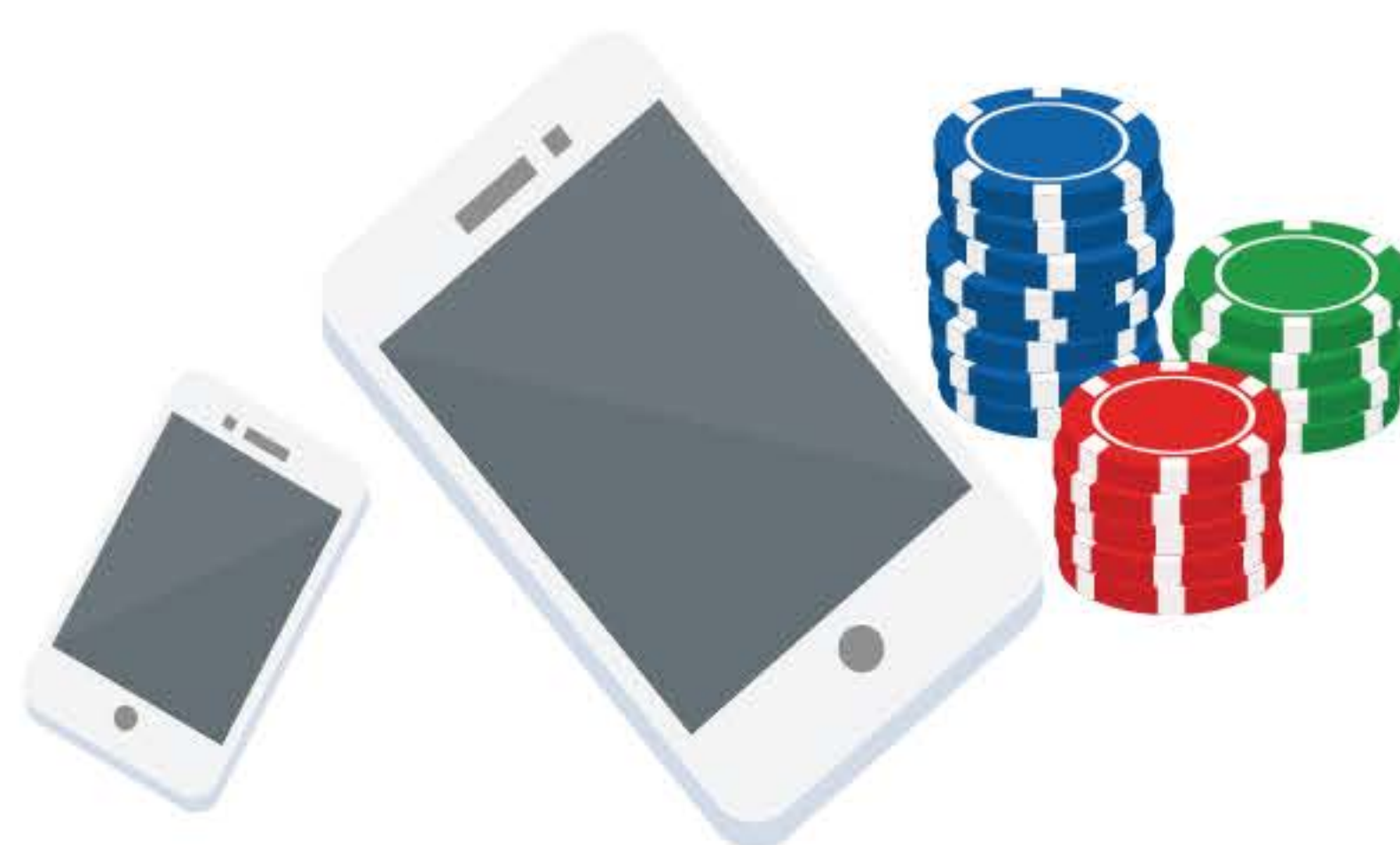


6% of gamblers have ever self-excluded

Awareness or use of self-exclusion has risen since 2015 from 35% to 41%



22% of gamblers have read terms and conditions



24% of people have played online gambling-style games



8% of gamblers have made a complaint about a personal gambling experience



51% of people have seen a gambling advert on TV in the past week



53% of gamblers have been prompted to gamble by adverts



20% of gamblers like gambling companies on Facebook

-6% from 2016



12% of gamblers follow gambling companies on Twitter

-3% from 2016