

## ONLINE GAMBLING BEHAVIOUR

This report contains statistics relating to the gambling industry in Great Britain. The information contained in this document covers betting, bingo, casinos, arcades and gaming machines, lotteries and remote gambling

Data is drawn from four quarterly online surveys conducted during 2016 totalling 8,000 interviews.

# GAMBLING COMMISSION



**55%**  
of online gamblers use a laptop

6% decrease from 2015



**43%**  
of online gamblers use a mobile phone or tablet

10% increase from 2015

Men are more likely to use mobile phones



Women are more likely to use tablets



**6%**  
of gamblers have ever self-excluded

no change from 2015



whilst awareness of self-exclusion in non-excluders is increasing

**37%**

8% increase from 2015

**97%**  
of online gamblers play at home

no change from 2015



Under 45s are more likely to also gamble outside of the home



Gambling in multiple locations, using multiple devices, is more likely in betting activities



**18-24 year olds**

are more likely to be prompted to gamble by adverts and posts on social media



26% of gamblers like gambling companies on Facebook



15% of gamblers follow gambling companies on Twitter

**23%** of gamblers have read terms and conditions



Women and those aged 65+ are less likely to read terms and conditions

