The State of Online Gambling in Great Britain

2024 Report

Online-Casinos.com

Online Gambling in Great Britain in 2024

The British gambling industry is a major player in the entertainment sector, generating a staggering **£15.1 billion in gross gambling yield (GGY) between April 2022 and March 2023**. This reflects a 6.8% increase compared to the previous year and a 6.6% increase in the last pre-lockdown period[1], highlighting the industry's resilience and continued growth.

The online gambling market stands out as a particularly dynamic segment, boasting a **GGY of £6.5 billion for the Remote Casino, Betting, and Bingo sectors** during the same period. This figure represents a 2.8% increase compared to the previous year and a 13.3% surge compared to pre-pandemic levels2. With millions of active players engaging in a diverse array of online gambling activities, the online market's impact on the overall industry is undeniable.

[1] *Source: Gambling Commission, 2024. Annual report and accounts 2023 to 2024.*
Available from:
https://www.gamblingcommission.gov.uk/report/annual-report-and-accounts-2023-to-2024/annual-report-23-to-24-performance-report-overview-of-the-british-gambling

However, this booming online sector also faces mounting scrutiny. Concerns about problem gambling, the pervasive nature of advertising, and the need for robust consumer protections have intensified in recent years. This underscores the need for a nuanced understanding of the factors that influence online gambling behaviour in Great Britain.

A comprehensive understanding of the diverse demographics that engage with online gambling is crucial for several key reasons:

- **Developing Effective Responsible Gambling Strategies:** By identifying the unique characteristics and vulnerabilities of different gambler segments, operators and regulators can develop targeted interventions and support services.

- **Crafting Tailored Marketing Campaigns:** Insights into the preferences and motivations of specific demographic groups enable operators to create marketing campaigns that resonate with their target audiences while promoting responsible gambling practices.

- **Informing Policy Decisions:** Robust demographic data provides policymakers insights to inform evidence-based decisions regarding gambling regulation, licensing, and consumer protection.

This report aims to highlight the complex landscape of online gambling behaviour in Great Britain by examining the influence of key demographic factors on attitudes, participation rates, and preferences. By analysing the data through a demographic lens, we gain a deeper understanding of the diverse needs and experiences of British gamblers, providing valuable insights for stakeholders.

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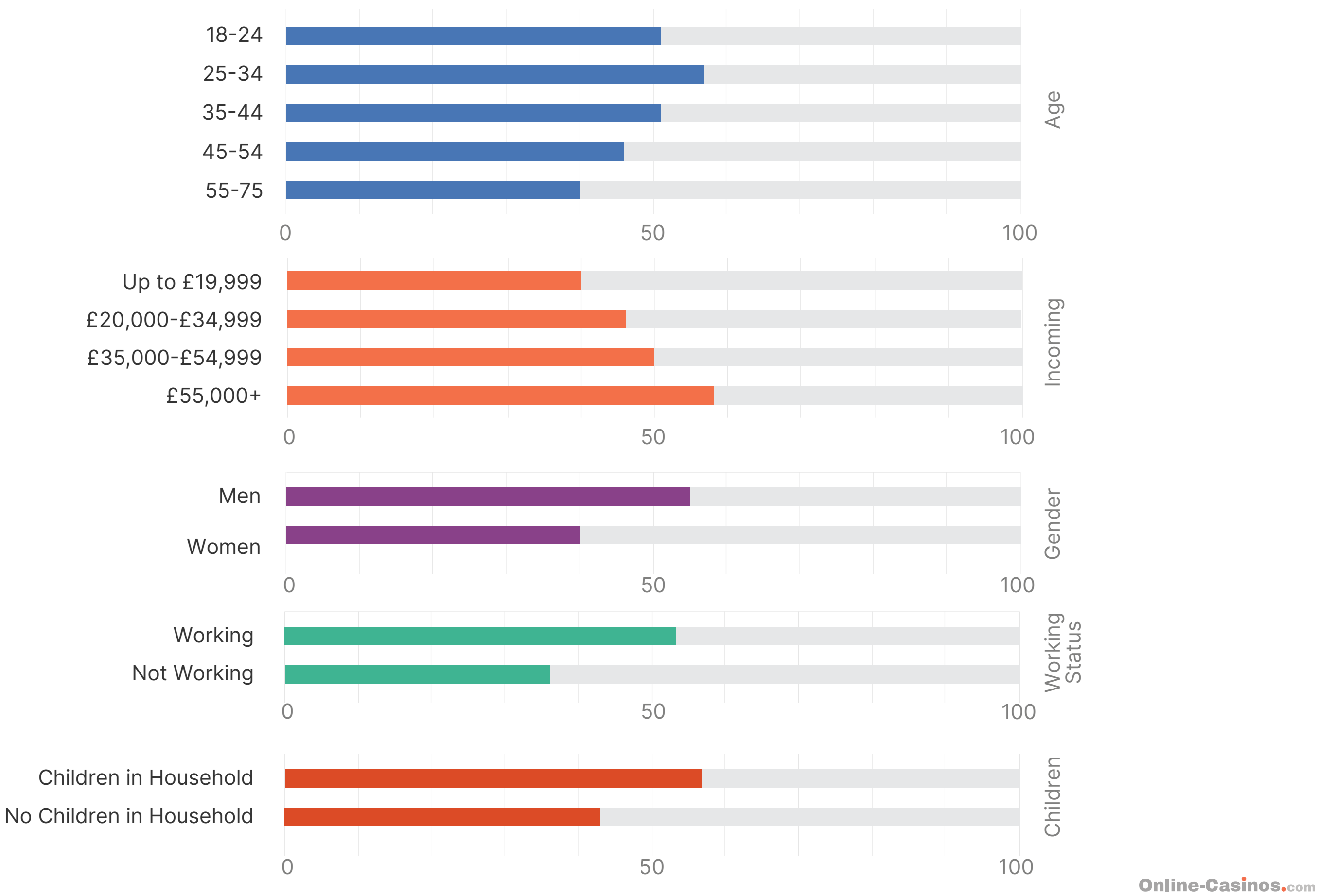
Report Highlights: Key Trends in Online Gambling in Great Britain

Great Britain's online gambling market is driven by a diverse player base. Our chief goals are to present data and highlight emerging trends in gambling activity, behaviours, opinions and preferences based on an online survey completed by 4167 adults aged 18-75 in Great Britain.

In terms of online gambling activity, the 25-34 age group has the highest percentage of people who spent money on any online gambling at least once in the past 12 months (57%), while the oldest age group (55-75) is significantly lower than all other age groups (40%). Those with the highest annual household income bracket of £55,000 or more are the most likely to participate, with 58% having personally spent money on any online gambling in the past 12 months. Based on the same metric, the percentage of those who have spent money on any online gambling in the past 12 months is higher among men (55%) vs women (40%), and past 12-month spending is also higher among working individuals (53%) compared to those that are not working (36%). In our respondent group, individuals with children aged 17 and under in the household (57%) also show a higher tendency to engage in at least some sort of gambling activity in the past 12 months than those without children (43%).

Individuals in Great Britain Who Spent Money on Any Online Gambling at least Once in the Past 12 Months.



Q12 - Which, if any, of these have you personally spent any money on in the past 12 months online?
Base: Total=4167 all adults aged 18-75 in Great Britain n=1,944 all adults aged 18-75 in Great Britain who have spent money on at least one online gambling activity in the past 12 months

Respondents aged 18-75 in Great Britain who have spent money on at least one online gambling activity in the past 12 months (n=1,944) were presented with seven rules and rights that apply to gambling online in Great Britain as follows:

1. Online gambling websites need to publish their terms, rules and odds and abide by them

2. You can seek compensation in cases of an online gambling company's website not abiding by their own terms, rules and odds when gambling online

3. Online gambling websites are obligated to store and protect any personal information you provide them

4. You are allowed to withdraw your deposit balance at any time, including when a bonus is pending or active

5. Online gambling websites are obliged to provide you with responsible gambling tools and assistance (e.g. deposit limits, time limits, check in, etc.)

6. Online gambling websites are obliged to store your funds separately from their operational accounts

7. In case an online gambling website cannot resolve your complaint, you can seek ADR (Alternative Dispute Resolution)

When it comes to regulation and player rights awareness, we can highlight some demographic profiles that return a higher or lower rate of positive responses. While you might want to check the relevant section for a more detailed breakdown, we can summarise the key findings in the following way:

- The oldest demographic (55-75) shows a lower level of awareness on most topics when compared to other age groups.

- Men show a higher level of awareness on most topics when compared to women.

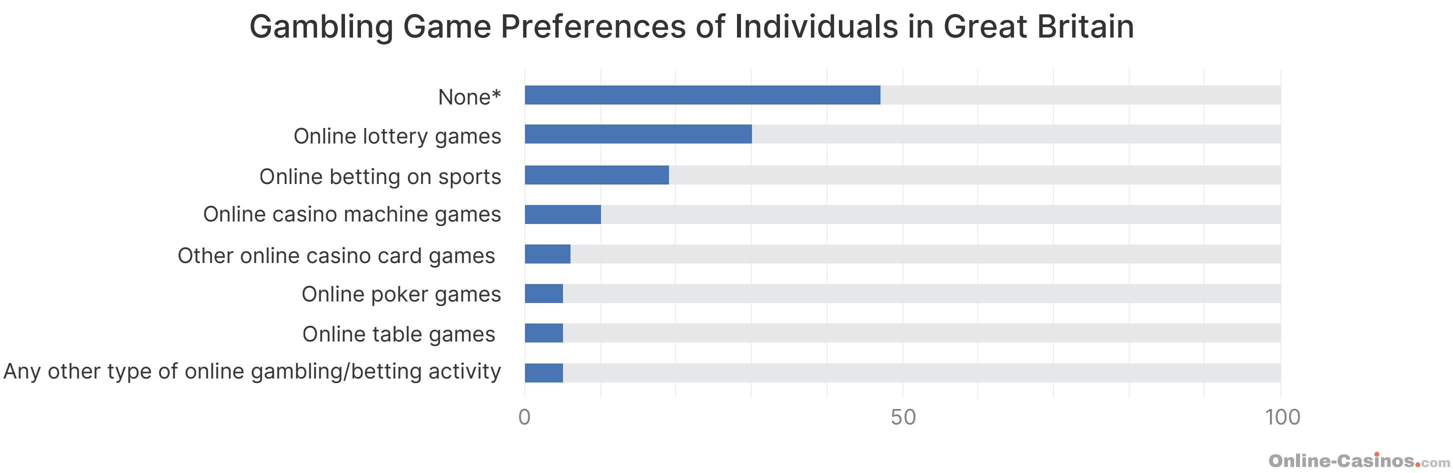
- The highest income group (£55,000+) shows a higher level of awareness on most topics when compared to other income groups.

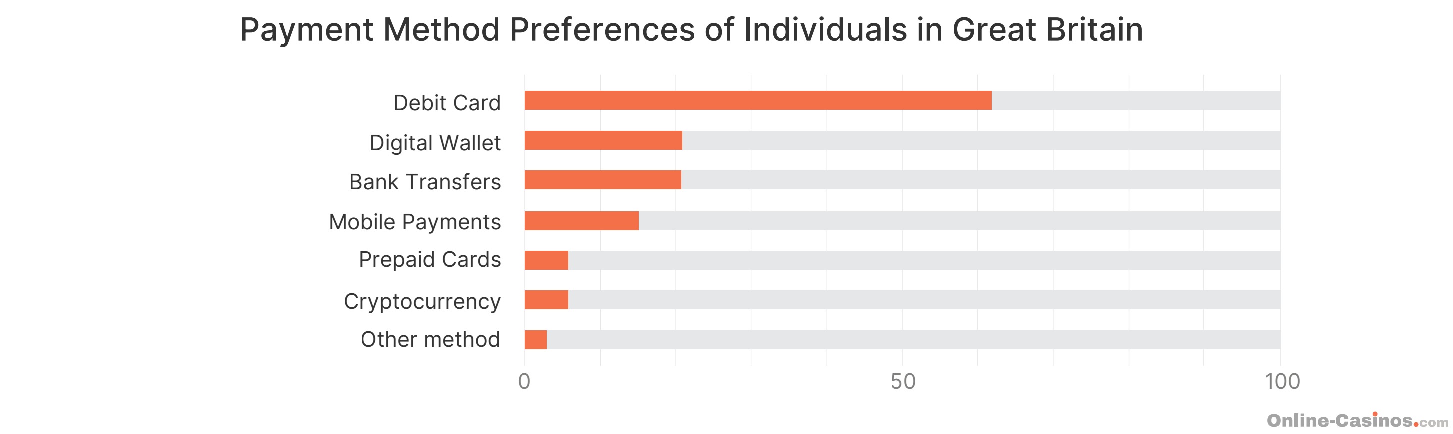
- Graduates show a higher level of awareness on most topics when compared to non-graduates.

- Respondents of the AB social grade show a higher level of awareness on most topics when compared to other social grades.

- Working individuals show a higher level of awareness on most topics when compared to non-working ones.

When we look beyond demographics, we can highlight some of the chief preferences of our respondents in terms of online gambling games, with lottery games leading the way. Meanwhile, debit cards remain the most popular payment choice





Q12 - Which, if any, of these have you personally spent any money on in the past 12 months online?
Base: Total=4167 all adults aged 18-75 in Great Britain
**None indicates answer "None - I have not spent money on any online gambling/betting activities in the past 12 months"*
Not included in visualisation:
Don't know (3%)
Prefer not to say (2%)
Q14 - What, if any, are your preferred payment method(s) for your online gambling?
Base: Total=1944, all adults aged 18-75 in Great Britain who have spent money on at least one online gambling activity in the past 12 months
Not included in visualisation:
Don't know (2%)
Prefer not to say (1%)

Methodology for Understanding Online Gambling Behaviour in Great Britain

This comprehensive study of online gambling behaviour among a representative sample of adults aged 18-75 in Great Britain employed an online methodological approach. Understanding the data collection process and the demographic framework used for analysis is crucial for interpreting the results and appreciating the robustness of the findings.

The report draws upon accurate and reliable data collected through a comprehensive online survey. **The survey, conducted by Ipsos between August 30th and September 2nd, 2024, interviewed a representative sample of 4,167 adults aged 18-75 in Great Britain.** This representative sample, encompassing a broad spectrum of perspectives and experiences, ensures statistically significant findings that can inform responsible gambling initiatives, operator strategies, and future policy decisions.

Methodology:

- **Survey Design and Data Collection:** The survey questionnaire was carefully designed to capture a wide range of information about respondents' demographics, gambling habits, attitudes towards online gambling, awareness of regulations, and preferences for gambling-related content.

- **Sample Size and Sampling Strategy:** The research was carried out by Ipsos on behalf of iGaming Group. Ipsos interviewed a representative quota sample of 4,167 adults aged 18-75 in Great Britain using an online omnibus approach. Within that, a sample of 1944 adults aged 18-75 who report having spent money on at least one online gambling activity in the past 12 months. The data has been weighted to the known offline population proportions for interlocking cells of gender within age and working status, as well as region, social grade and education, to reflect the adult population of Great Britain.

- **Demographic Categorisation Criteria:** The ten key demographic categories selected for this study were:

    - **All adults aged 18-75 in Great Britain (n=4,167):**

    - **Age:** 18-24 (n=518), 25-34 (n=785), 35-44 (n=683), 45-54 (n=817), and 55-75 (n=1,365)

    - **Gender:** The survey categorises respondents into two categories: Men (n=1,972) and Women (n=2,145). There were an additional n=50 respondents who identified as Non-binary, their gender was not listed or preferred not to say. Whilst these respondents have been included in the total, this is too few to analyse separately.

- **Income:** The survey categorises respondents into four categories based on total annual household income: Up to £19,999 (n=870), £20,000 - £34,999 (n=1,100), £35,000 - £54,999 (n=957), and £55,000+ (n=949).

- **Education Level:** The survey categorises respondents into two groups: Graduates (n= 2,082) and Non-Graduates (2,085).

- **Social Grade:** The survey categorises respondents into four groups: AB (Upper Middle and Middle Class) (n=1,263), C1 (Lower Middle Class) (n=1,126), C2 (Skilled Working Class) (n=685), and DE (Working Class and Economically Inactive) (n=1,093).

- **Working Status:** The survey categorises respondents into two categories: Working (n=2,712) and Non-working (n=1,455).

- **Marital Status:** The survey categorises respondents into three categories: Single (n=1,375), Married/Living as married (n=2,342), and Widowed, Divorced/Separated (n=450).

- **Children in Household:** The survey categorises respondents into two groups based on whether there is a child aged 17 and under living in the household to which the respondent is a parent or guardian: Yes (n=1,352) and No (n=2,815).

- **Region:** The survey categorises respondents into eleven categories based on Government Office Regions: North East (n=178), North West (n=476), Yorkshire and the Humber (n=354), East Midlands (n=318), West Midlands (n=378), East of England (n=398), London (n=573), South East (n=591), South West (n=369), Wales (n=194), and Scotland (n=338).

- **Urban vs. Rural:** The survey categorises respondents into two categories: Urban (n=3,542) and Rural (n=625).

All adults aged 18-75 in Great Britain who have spent money on at least one online gambling activity in the past 12 months:

- **Age:** 18-24 (n=518), 25-34 (n=785), 35-44 (n=683), 45-54 (n=817), and 55-75 (n=1,365)

- **Gender:** The survey categorises respondents into two categories: Men (n=1,055) and Women (n=873).
- **Income:** Up to £19,999 (n=339), £20,000 - £34,999 (n=493), £35,000 - £54,999 (n=470), and £55,000+ (n=548).
- **Education Level:** Graduates (n=997) and Non-Graduates (n=947).
- **Social Grade:** AB (n=649), C1 (n=495), C2 (n=340), and DE (n=460).
- **Working Status:** The survey categorises respondents into two categories: Working (n=1,417) and Non-working (n=527).
- **Marital Status:** Single (n=616), Married/Living as married (n=1,145), and Widowed, Divorced/Separated (n=183).
- **Children in Household:** Child aged 17 and under living in the household to which the respondent is a parent or guardian: Yes (n=767) and No (n=1,177).
- **Region:** North East (n=90*), North West (n=218), Yorkshire and the Humber (n=162), East Midlands (n=140), West Midlands (n=166), East of England (n=187), London (n=305), South East (n=279), South West (n=147), Wales (n=95*), and Scotland (n=155). *indicates low base size
- **Urban vs. Rural:** Urban (n=1,650) and Rural (n=294).

Key Findings: A Demographic Breakdown

By examining participation rates, frequency of play, attitudes towards regulation, and awareness of responsible gambling initiatives across different demographic groups, this report aims to provide a nuanced understanding of the diverse factors shaping the online gambling landscape.

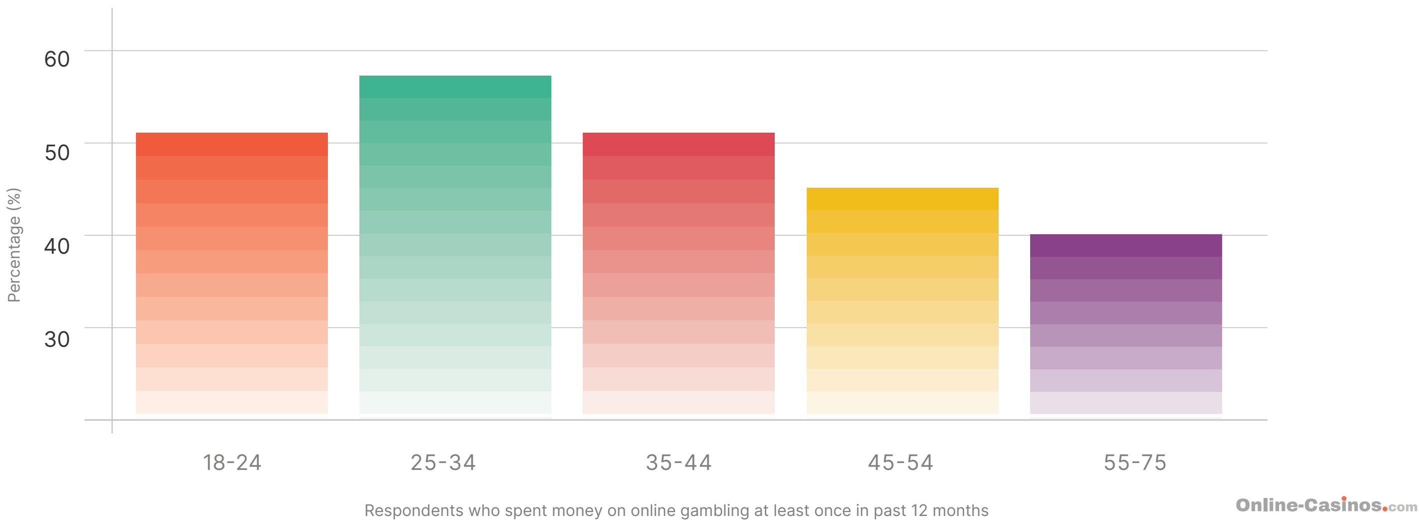
Impact of Age

This section focuses on the differences in online gambling behaviours, regulation awareness and legislation attitudes based on age. All respondents are split into 5 categories: 18-24, 25-34, 35-44, 45-54, and 55-75.

The 25-34 Age Group Shows the Highest proportion of those who have spent money on at least one Online Gambling Activity in the past 12 months. When queried whether they have personally spent money on any form of online gambling in the past 12 months, 57% of respondents aged 25-34 selected at least one online gambling activity. In contrast, the 55-75 age group is the least involved (40%).

However, there are differences in behaviour of frequency based on the gambling game involved, with 57% of the 55-75 age group spending money on online lottery games weekly, the highest of all age groups.

Gambling Online by Age Group

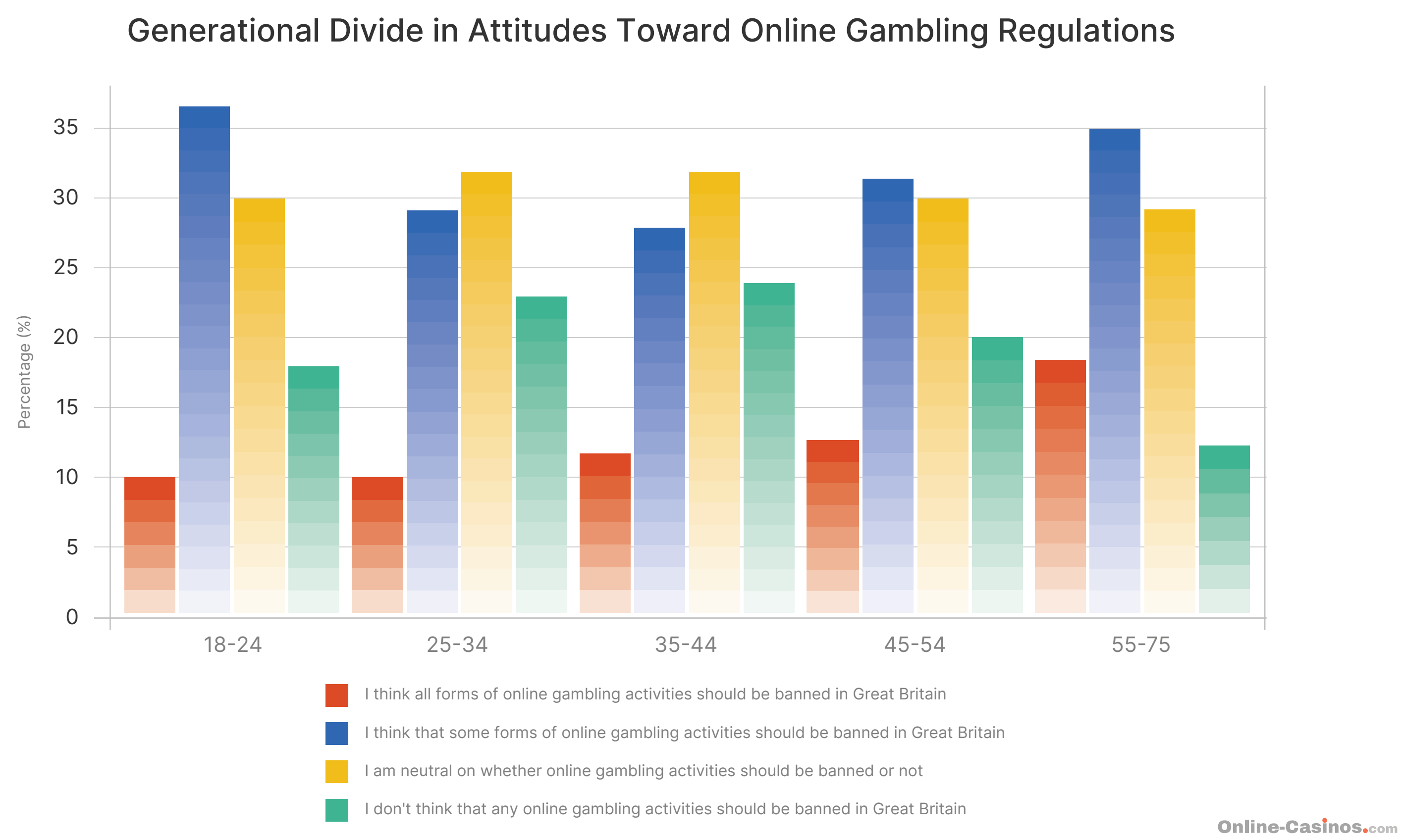


Q12 - Which, if any, of these have you personally spent any money on in the past 12 months online?
Base: Total=4167 all adults aged 18-75 in Great Britain, n=1944, all adults aged 18-75 in Great Britain who have spent money on at least one online gambling activity in the past 12 months

Older Demographics More Supportive for Complete Gambling Ban

There is a clear pattern where the oldest age group 55-75 is the most inclined to think there should be a ban on all forms of online gambling activities in Great Britain (18%).
However, the trends are less pronounced when partial bans are concerned, with 36% of the youngest demographic (18-24) thinking that only some forms of gambling activities should be banned in Great Britain compared to 29% of 25-34 age group and 27% of the 35-44.

Meanwhile, between 29% and 31% of all age groups take a neutral stance on whether online gambling activities should be banned or not. The 55-75 age group are least likely to answer they don't think that any online gambling activities should be banned in Grear Britain with 12%, compared to 18% for 18-24 age group, 20% for 45-54 age group, 23% for 25-34 age group and 24% for 35-44 age group.



Q1 - Which of the following, if any, best describes your attitude towards online gambling/betting activities in Great Britain?
Base: Total n= 4,167 all adults aged 18-75 in Great Britain
Not included in visualisation:
Don't know (5%)
Prefer not to say (2%)

Older Demographics Less Likely to Know Where to Check if an Online Gambling Website Company Was Licensed or Not

Younger individuals demonstrate higher levels of awareness regarding the checking of licensing for online gambling platforms. Of those who have spent money on at least one online gambling activity in the past 12 months, 64% of respondents aged 18-24 and 62% aged 25-34 reported that they would definitely or probably know where to check if an online gambling website is licensed or not, in contrast to only 26% of those aged 55-75.

The older age groups are also the least likely to check whether the company operating an online gambling website is licensed or not, with 50% of those aged 45-54 and 54% of the 55-75 group stating that they never do that.

Younger Demographics More Aware About Some of Their Rights

Younger age groups show more awareness about their rules and rights in relation to online gambling compared to older age groups. When asked if they are aware that online gambling websites need to publish their terms, rules and odds, and abide by them, 72% of those aged 25-34, 66% aged 18-24 and 59% aged 35-44 report some level of knowledge (a great deal/ fair amount/a little), compared to 49% of those aged 45-54 and 47% aged 55-75.

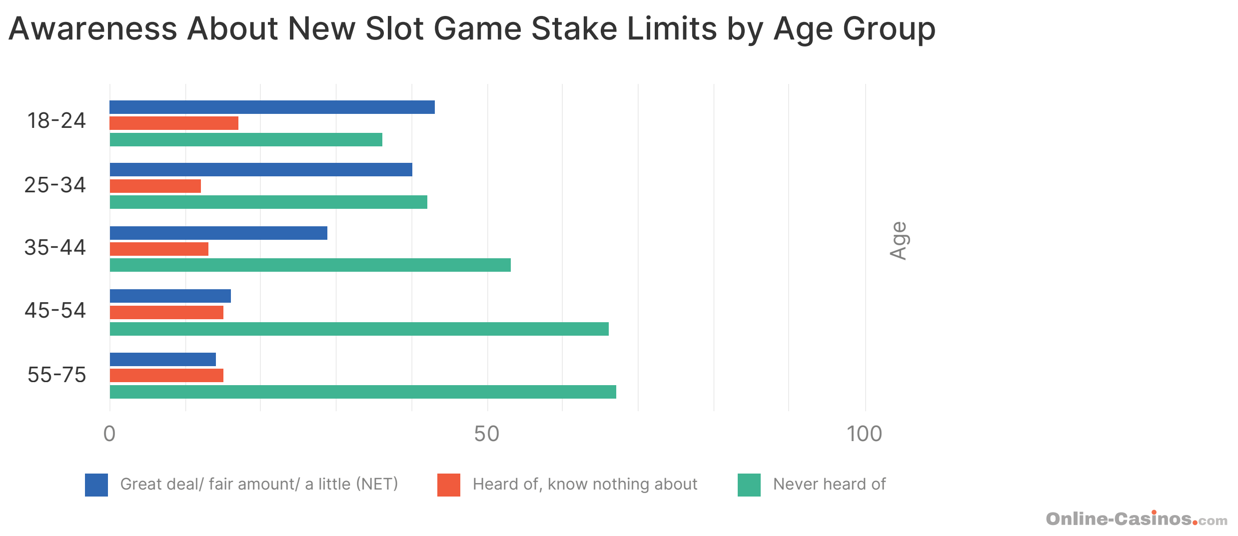
There are similar patterns in other topics, with the 55-75 group being the least aware of their right to seek compensation if the online gambling company doesn't abide by their own terms, rules and odds. Only 23% of this age group reported some knowledge of the topic, while 46% replied that they had never heard about it.

The right of players to withdraw their deposit balance at any time, including when a bonus is active or pending, is a major initiative in Great Britain. The younger demographics are more aware of that, with 71% of those aged 18-24 and 68% aged 25-34 reporting some level of knowledge. In contrast, 39% of those aged 55-75 and 43% aged 45-54 claim to have the same level of knowledge.

Younger Demographics More Aware of the Proposed Online Gambling Regulation Changes

When asked whether they had heard about the proposed stake limit changes for online slot games by the UK Government, the 18-24 and 25-34 age groups gave the highest percentage of hearing (great deal/fair amount/a little about the changes), with 43% and 40% respectively. Respondents aged 35-44 are also more aware than the older age groups, with 29%, contrasting with 16% of those aged 45-54 and 14% of those aged 55-75.

66% of respondents aged 55-75 and 66% of those aged 45-54 say that they have never heard of the proposed changes.



Q11 - Before today, how much, if at all, have you heard about these stake limit changes for online slot games by the UK Government?
Base: Total=4,167 all adults aged 18-75 in Great Britain

Keypoints and Takeaways

The research highlights some differences in generational attitudes towards online gambling. However, it is important to note that these patterns vary greatly when you delve into data subsets based on gaming preferences. Here are some of the main conclusions we at Online-Casinos.com can draw:

- The 25-34 age group is the most likely to engage in some forms of online gambling at least once a year.
- Younger individuals, particularly in the 18-24 and 25-34 age groups, are more aware of where to check if an online gambling website company is licenced or not.
- Those in the younger demographics are generally more aware of the rules and rights that apply to gambling online in Great Britain than the older age groups.
- Those in the younger demographics are more aware of the proposed slot stakes limit changes by the UK Government.

Please note that the proposed changes did not go ahead at the time. Refer to ***page 43*** *for additional details.*

Impact of Gender

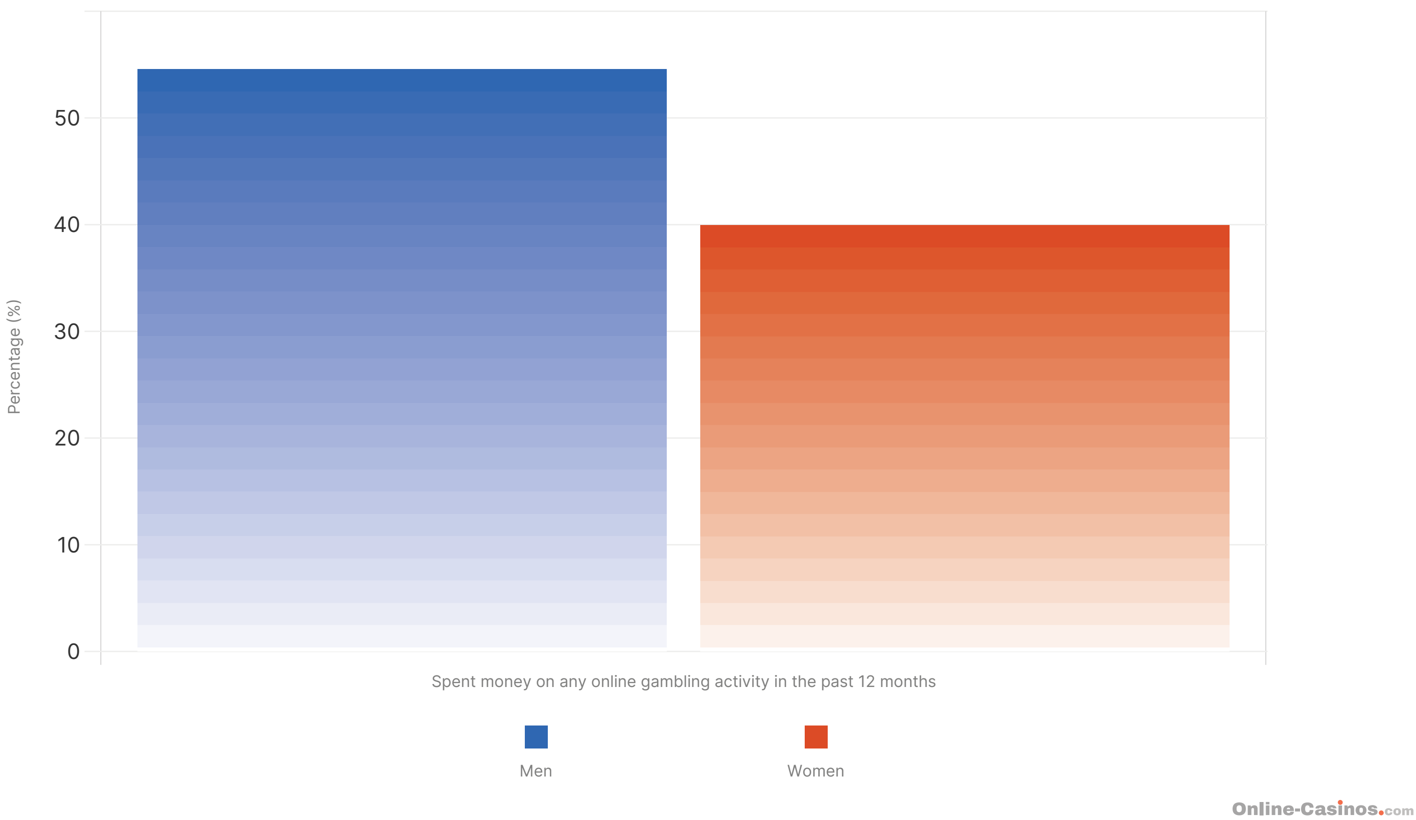
Gender emerges as a key differentiator within the UK online gambling landscape, shaping not only participation levels and risk appetite but also attitudes towards regulation and awareness of responsible gambling resources.

Men More Likely to Spend Money on Any Online Gambling Activity in the Past 12 Months

Men are more likely than women to engage in online gambling in the past 12 months. Data reveals that 55% of men spent money on some form of online gambling in the past 12 months, compared to 40% of women.

This gender gap is consistent across various online gambling activities, though the extent of the difference varies. 32% of men spent money on online lottery games during the past 12 months, compared to 28% of women. The gap grows for online casino machine games (13% for men compared to 7% for women). The biggest difference in online gambling activity is in sports betting, where 28% of men reported participation in the last 12 months, compared to only 11% of women.

Respondents Who Gambled Online at Least Once in the Last Year



Q12 - Which, if any, of these have you personally spent any money on in the past 12 months online?
Base: Total=4167 all adults aged 18-75 in Great Britain, men n= 1,972, women n=2,145

Attitudes Towards Gambling Regulations Differ

Women express a greater degree of caution towards the regulation of online gambling, with a higher proportion (65%) agreeing that gambling in Great Britain should be more strictly regulated by the government, compared to 57% of men.

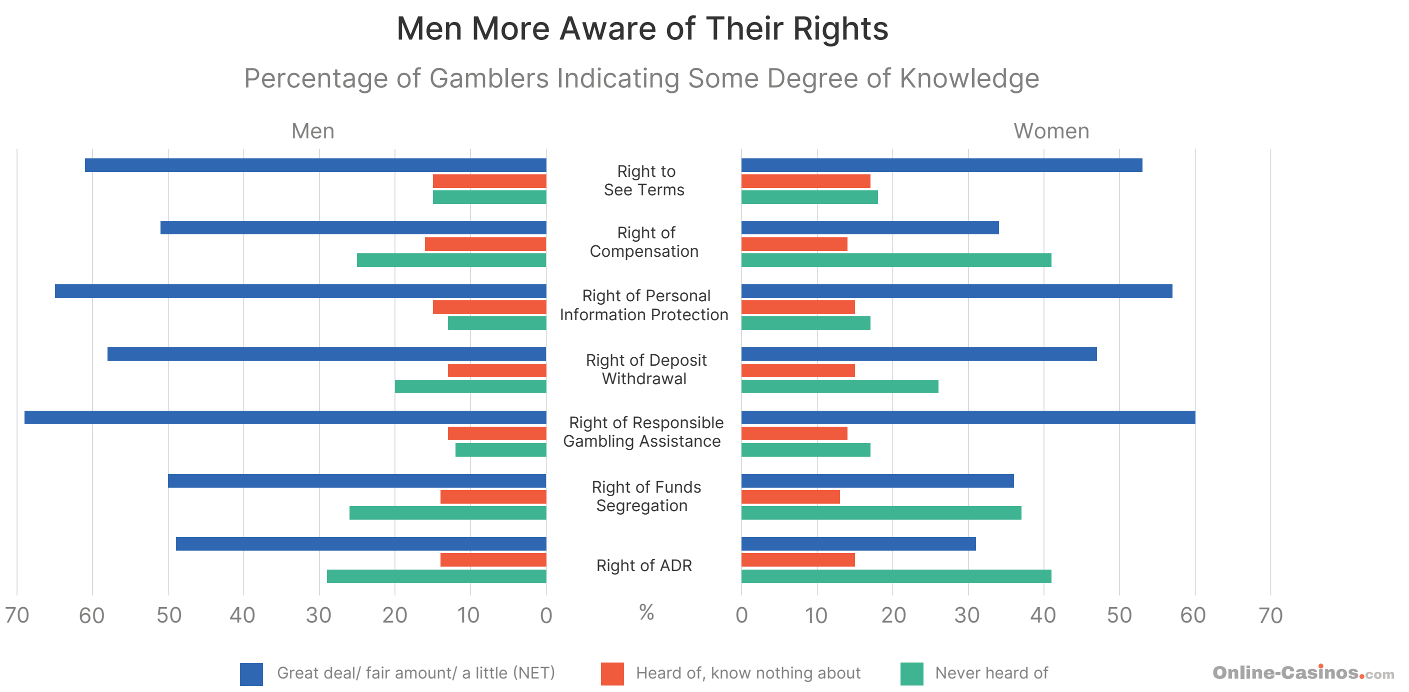
Women are less likely than men to agree that gambling has a positive impact on the economy in Great Britain (19% vs. 32%). A smaller proportion % of women (44%) than men (51%) agree that gambling is a form of entertainment.

The opinions of both genders are more aligned on the government providing more resources for gambling addiction, with 53% and 57% of men and women agreeing with this.

Men More Aware of Regulations and Rights

Men who have spent money on at least one gambling activity in the past 12 months show higher awareness about where to check if an online gambling website company was licenced or not, with 51% of male respondents indicating some degree of confidence that they would know where to check (definitely or probably), compared to 37% of women. Men are also more likely to do such a check, with 37% claiming they do it always/sometimes, in contrast to 27% of women.

Gender-impacted differences in levels of awareness can be seen in the degree of knowledge about players' rights. Men tend to be more informed that you can seek compensation in cases of an online gambling company's website not abiding by their own terms, rules and odds when gambling online, also, the right to seek Alternative Dispute Resolution (ADR) in the case where an online, and where gambling website cannot resolve your complaint or where they are obliged to store players' funds separately from their operational accounts.



Based on the following questions:
Q16 - Before today, to what extent do you know about each of the following?
Base: =1944, all adults aged 18-75 in Great Britain who have spent money on at least one online gambling activity in the past 12 months, Men = 1,055, Women = 873

Men More Aware of Proposed Slot Stake Limit Changes

Men demonstrate higher awareness of some of the new legislation changes proposed by the UK Government. When asked how much they know about the planned stake limit changes for online slot games, 33% of men indicate some level of knowledge (great deal, fair amount or a little), compared to 18% of women. 63% of female respondents have never heard about the new legislation, while with men, this figure drops to 49%.

Keypoints and Takeaways

The collected data shows clear gender-based distinctions in regard to online gambling engagement, attitudes and opinions, as well as some knowledge gaps concerning key legislation specifics.

- Men are more likely to engage in online gambling; this is more pronounced with activities such as sports betting but less so in others, like lottery games.
- Women are more likely to agree that gambling in Great Britain should be more strictly regulated by the government.
- Men are more likely to check whether a gambling website is licensed and more confident they know where to check this.
- Men appear more aware of the rights that players hold, such as the right to compensation for online gaming companies that do not abide by their own terms, rules, and odds, as well as the right to seek Alternative Dispute Resolution.
- A higher percentage of men state that they are aware, at least to some degree, of the stake limit changes for online slot games by the UK Government.

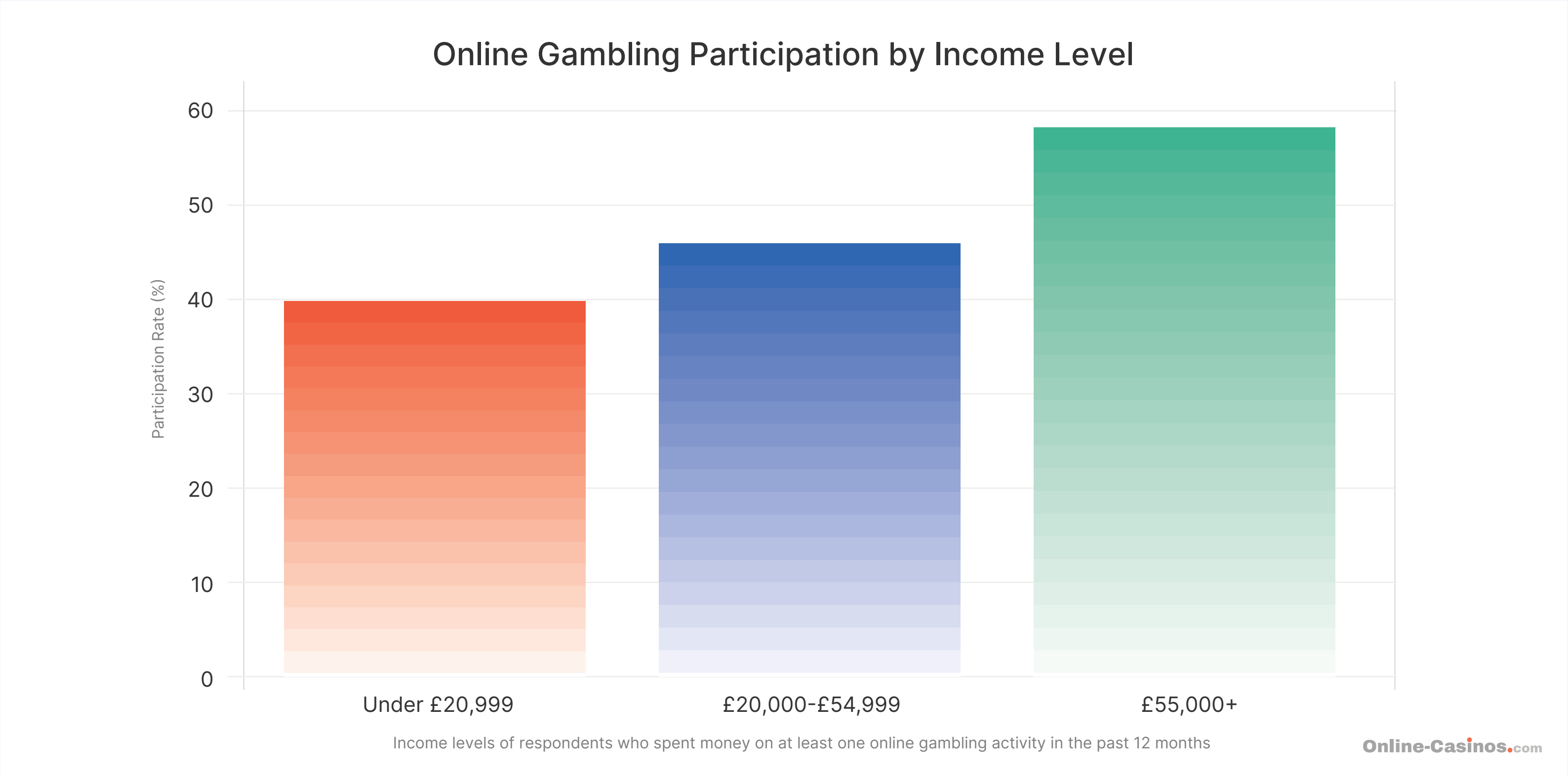
Please note that the proposed changes did not go ahead at the time. Refer to ***page 43*** *for additional details.*

Impact of Annual Household Income

This section looks into the different levels of online gambling activity and knowledge levels based on total annual household income. All respondents are split into four categories based on the annual household income: Up to £19,999, £20,000 - £34,999, £35,000 - £54,999, and £55,000+.

Participation Rises by Total Annual Household Income

Participation in online gambling shows a clear upward trend as income levels increase. 58% of individuals earning £55,000+ annually have spent money on some form of online gambling in the past 12 months, compared to only 40% of those earning under £20,000.



Q12 - Which, if any, of these have you personally spent any money on in the past 12 months online?
Base: Total= all adults aged 18-75 in Great Britain, n=1944, all adults aged 18-75 in Great Britain who have spent money on at least one online gambling activity in the past 12 months

When we examine the data based on the type of online gambling that respondents have spent money on in the last 12 months, the differences by household income are least pronounced with online lottery games. While the lowest household income group (up to £19,999 per annum) is still the least likely to engage (24%), the other three income groups (£20,000 and above per annum) show close values between 31% and 34%.

Highest Household Income Bracket Most Likely to Check Licence

The highest income group (£55000+) stands out as the most confident in their knowledge about licences. When asked if they knew where to check if an online gambling website company was licensed or not, 15% of these respondents replied with 'Yes, definitely', compared to 7-8% across other household income groups.

Respondents from the £55,000+ income group are also the most likely to typically check whether an online gambling company operating a gambling website is licensed or not, with 40% saying they always or sometimes check, compared to 30-31% across other household income groups.

Highest Income Bracket Most Aware of Their Rights

The highest income bracket shows the greatest awareness about the rules and rights shown to them that apply to gambling online in Great Britain. 31% of respondents who have spent money on at least one online gambling activity in the past 12 months, with a £55,000+ household income, said they know a great deal or fair amount when asked how much they knew about their right to seek compensation from online gambling company's websites, not abiding by their own terms, rules, and odds. In contrast, between 22% and 24% across other household income groups (up to £54,999).

The pattern is similar when the right to seek Alternative Dispute Resolutions is concerned – 32% of respondents in the highest income group (£55,000+) said they know a great deal/fair amount about seeking ADR in case an online gambling website cannot resolve their complaint, compared to 18%-25% across other income groups.

However, the spread is much greater when the right to withdraw a deposit balance at any time, including when a bonus is pending or active, is concerned. While a sizable minority in the highest income group (£55,000+) say they know a great deal or fair amount about this(37%), the second-highest household income group (£35,000-£54,999)is comparatively close with 33%.

Keypoints and Takeaways

The gathered data shows some clear patterns regarding online gambling activity, regulation, and licence awareness. Here are the main takeaways we at Online-Casinos.com can make:

- The highest income group (£55,000+) is the most likely to spend money on online gambling based on data for the last 12 months.
- The highest income group is the most likely to check the licence of their gambling website's company.
- The highest income group are comparatively more aware of the chief rights and regulations, though there are some exceptions.

Impact of Education

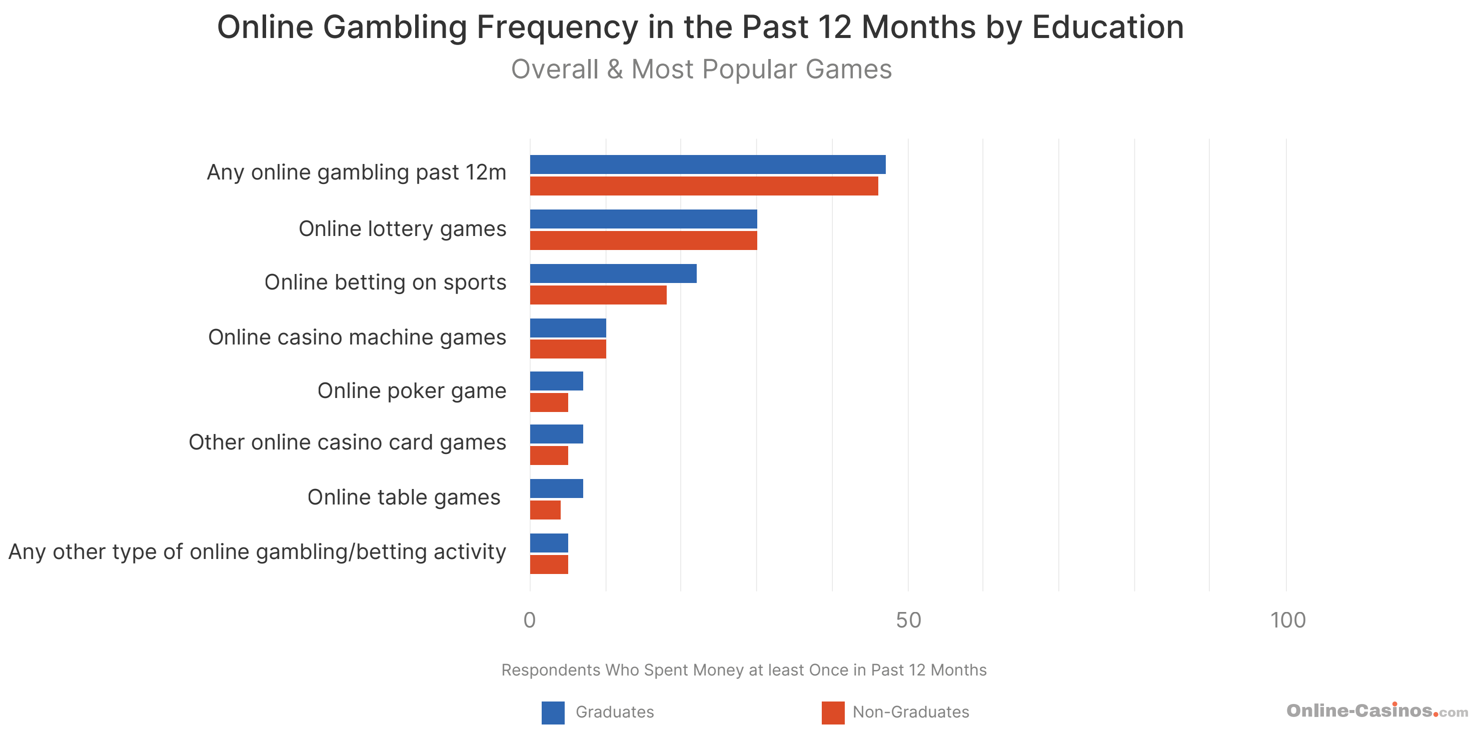
The main focus of this section is to compare the gambling attitudes of people in Great Britain based on their education. For the purposes of the analysis, all respondents are categorised into two groups: Graduates and Non-Graduates.

Similarities in Overall Online Gambling Activity

Both graduates and non-graduates show similar levels of engagement, with 49% and 46% of adults aged 18-75 in Great Britain reporting that they spent money on some form of online gambling at least once in the past 12 months.

When looking into the type of online gambling they spent money on in the past 12 months, the similarities are particularly visible in online lottery (30% for both groups) and online casino machine games (10% for both groups).

There are some differences, with graduates showing higher levels of engagement in online poker (7% compared to 5%), other online casino card games (7% compared to 5%), online table games (7% compared to 4%), and online sports betting (22% compared to 18%) in the past 12 months.



Q13 Which of the following describes how often you typically spend money on?
Base: Total=1,944 all adults aged 18-75 in Great Britain who have spent money at least one online gambling activity in the past in the past 12m
Not included in visualisation:
None - I have not spent money on any online gambling/betting activities in the past 12 months (45% Graduates and 49% Non-Graduates)
Don't know (3% Graduates and 3% Non-Graduates)
Prefer not to say (2% Graduates and 2% Non-Graduates)

Graduates More Aware of Licences

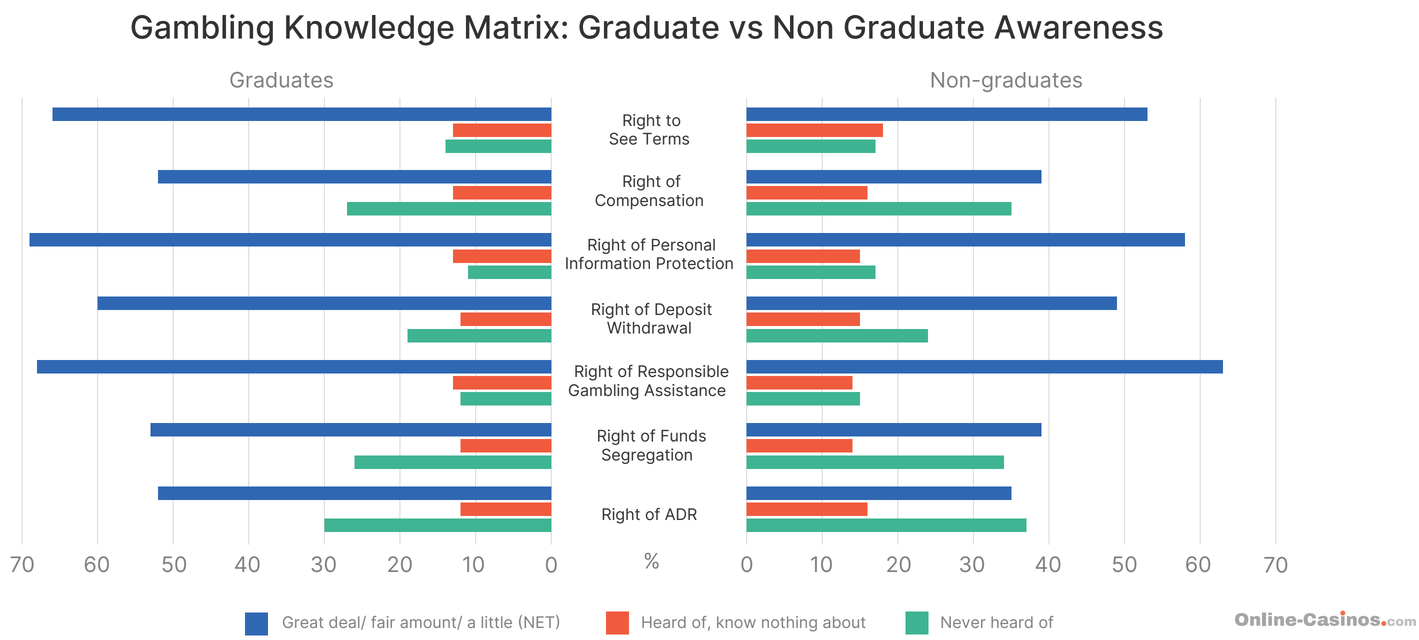
Graduates who have spent money on at least one online gambling activity in the past 12 months show much higher awareness about gambling website licences, with 52% of respondents saying they would definitely or probably know where to check if an online gambling website is licensed or not. In contrast, only 41% of non-graduates gave this response.

When asked to what extent they typically check whether an online gambling company operating a gambling website is licensed or not, 42% of graduates responded that they do this always or at least sometimes, compared to only 27% of non-graduates. 41% of non-graduate respondents answered that they never checked the licence.

Knowledge Gap About Important Players' Rights

Graduates show a higher awareness of some of the rules and rights that apply to gambling online in Great Britain and the recent legislation changes. 52% of graduates are aware to some degree (a great deal/ fair amount/a little) that they can seek compensation in cases where an online gambling company's website is not abiding by their own terms, rules and odds when gambling online, with 12% claiming a great deal of awareness and 20% - a fair amount.

In contrast, 39% of non-graduate respondents show some level of knowledge degree (a great deal/ fair amount/a little) on this right, with 7% claiming a great deal of awareness and 14% - a fair amount. Similar patterns can be observed about other online gambling rights, like the gambling websites' obligation to store and protect any personal information, the players' right to withdraw their deposit balance at any time, including when a bonus is pending or active, and the gambling websites' obligation to store funds separately from their operational accounts.



Based on the following questions:
Q16 - Before today, to what extent do you know about each of the following?
Q16_1 Online gambling websites need to publish their terms, rules and odds and abide by them
Base: =1944, all adults aged 18-75 in Great Britain who have spent money on at least one online gambling activity in the past 12 months, Graduates (n=997) and Non Graduates (n=947)
Q16_2 - You can seek compensation in cases of an online gambling company's website not abiding by their own terms, rules and odds when gambling online
Base: =1944, all adults aged 18-75 in Great Britain who have spent money on at least one online gambling activity in the past 12 months, Graduates (n=997) and Non Graduates (n=947)
Q16_3 - Online gambling websites are obligated to store and protect any personal information you provide them
Base: =1944, all adults aged 18-75 in Great Britain who have spent money on at least one online gambling activity in the past 12 months, Graduates (n=997) and Non Graduates (n=947)
Q16_4 - You are allowed to withdraw your deposit balance at any time, including when a bonus is pending or active
Base: =1944, all adults aged 18-75 in Great Britain who have spent money on at least one online gambling activity in the past 12 months, Graduates (n=997) and Non Graduates (n=947)
Q16_5 - Online gambling websites are obliged to provide you with responsible gambling tools and assistance
Base: =1944, all adults aged 18-75 in Great Britain who have spent money on at least one online gambling activity in the past 12 months, Graduates (n=997) and Non Graduates (n=947)
Q16_6 - Online gambling websites are obliged to store your funds separately from their operational accounts
Base:=1944, all adults aged 18-75 in Great Britain who have spent money on at least one online gambling activity in the past 12 months Graduates (n=997) and Non Graduates (n=947)
Q16_7 - In case an online gambling website cannot resolve your complaint, you can seek ADR
Base: =1944, all adults aged 18-75 in Great Britain who have spent money on at least one online gambling activity in the past 12 months Graduates (n=997) and Non Graduates (n=947)
Not included in visual:
Don't know
Prefer not to say

Graduates More Aware of New Slot Stake Limits

Graduates across Great Britain appear to be more aware of the new slot stake limits that were going to be introduced by the government for the first time in Great Britain in September 2024, with 31% indicating that they have some level of knowledge (a great deal, a fair amount or a little), compared to 22% of non-graduates.

Key Points and Takeaways

The education level appears to be a distinguishing factor in online gambling awareness, but not so much in activity levels. Here are the main takeaways from Online-Casinos.com based on available data:

- Graduates and non-graduates show a similar level of online gambling interest based on spending money in the last 12 months.
- Graduates are more engaged in some forms of gambling, like casino card and table games or online sports betting.
- Graduates show a higher awareness of gambling website licences and are more likely to check whether they are playing at licenced websites.
- Graduates show a higher awareness of their chief rights and of gambling websites' obligations.

Please note that the proposed changes did not go ahead at the time. *Refer to **page 43** for additional details.*

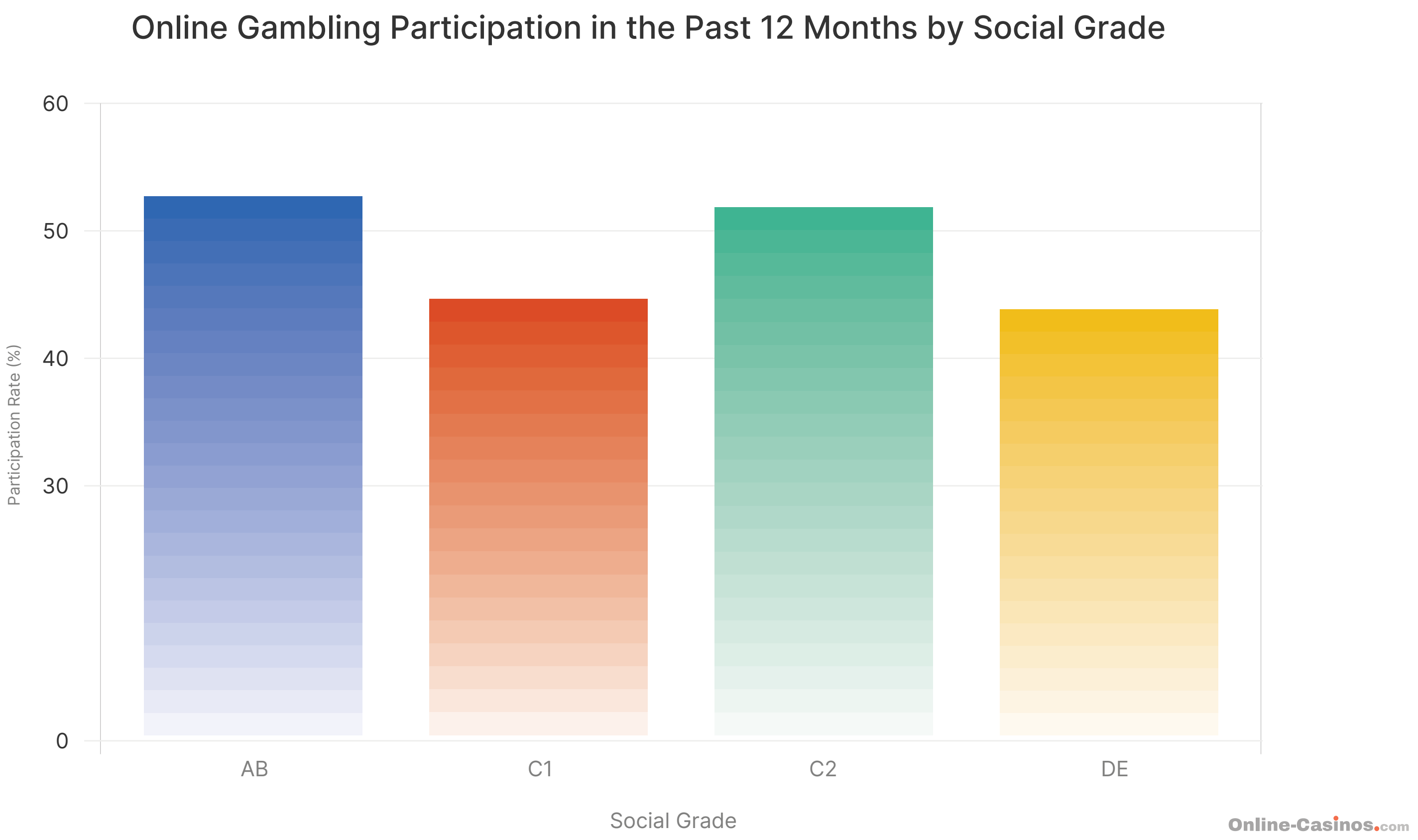
Impact of Social Grade

This section looks into the impact of social grades of respondents from Great Britain on their gambling activity and overall attitudes towards regulations and chief rights. All respondents are classified into four groups based on occupation – AB (Upper Middle and Middle Class), C1 (Lower Middle Class), C2 (Skilled Working Class), and DE (Working Class and Economically Inactive).

Online Gambling Activity Based on Social Class

There are no linear patterns based on social grade when it comes to money spent on online gambling activities in the past 12 months. 52% of respondents from AB grade and 51% of respondents from C2 grade have spent money on some form of online gambling at least once in the past 12 months, compared to lower values for C1 grade (44%) and DE grade (43%).

Similar mixed patterns can be observed for individual forms of gambling; between 28% and 31% of all social grades have spent money on the lottery online in the past 12 months, while in terms of sports betting, the AB grade has a comparatively larger proportion of respondents, with 24%, contrasting to 17-20% for all other grades.



Q12 - Which, if any, of these have you personally spent any money on in the past 12 months online?
Base: Total=4167 all adults aged 18-75 in Great Britain, AB (=1,263), C1 (n=1,126), C2 (n=685), DE (n=1,093)

Licence Awareness

Respondents from the AB grade are more likely to know where to check if an online gambling website company was licensed or not, with 55% saying they would definitely or probably know; they are followed by the C2 grade with 47%, while C1 and DE respondents are generally more uncertain, with 38% and 36% respectively.

Those in the AB social grade group (43%) are more likely than those in other social grade groups to say they always or sometimes typically check whether an online gambling company operating a gambling website is licensed or not – with those in the other social grades showing lower levels of checking at between 25% and 30%.

AB Social Grade More Aware of Some Regulations and Rights

Respondents who have spent money on at least one form of online gambling activity in the past 12 months from different social grades generally show similar levels of knowledge of the rules and rights shown to them in the survey. Those in the AB social group tend to have a larger proportion of respondents indicating at least some level of knowledge (great deal/fair amount/a little) across the rules and regulations shown compared to those in other social grade groups.

An example of this is the obligation of online gambling websites to store players' funds separately from their operational accounts. 56% of respondents from the AB social grade indicate some level of knowledge about this, compared to 48% from the C2 social grade, 38% from the C1 grade and 30% from DE grades.

A similar trend can be seen on the topic of the players' right to seek ADR Alternative Dispute Resolutions) in cases where an online gambling website cannot resolve their complaints. 53% of AB respondents indicate some level of knowledge, compared to 43% of C2, 35% of C1 and 16% of DE.

As far as recent regulations are concerned, when asked how much they knew about the planned slot stake limits that the UK Government is rolling out in Great Britain for online slot games6, 36% of AB social class displayed some level of knowledge (great deal/fair amount/a little), followed by 25% of C2; meanwhile this was20% and 18% among C1 and DE classes respectively.

Keypoints and Takeaways

The collected data shows some patterns in terms of online gambling engagement and regulation knowledge but doesn't support any common linear patterns from "lower" to "higher" social grades. Here are the main conclusions the team at Online-Casinos.com can draw:

- Respondents from AB and C2 grades give some indications for higher online gambling engagement.

- AB social grade respondents show the highest level of knowledge about online gambling website licences and are more likely to check them. They are followed by C2 grade, with smaller proportions for those in the C1 and DE social grades.

- Those in the AB social grade show the highest awareness of some of the rights and recent government regulations.

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*Please note that the proposed changes did not go ahead at the time. Refer to **page 43** for additional details.*

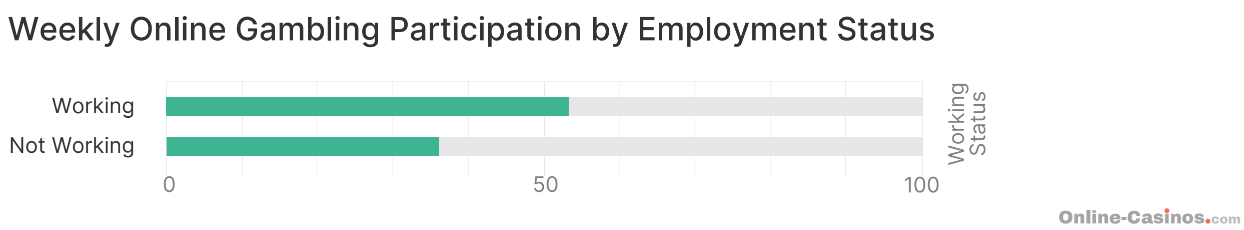
Impact of Working Status

This section will examine the impact of an individual's working status on their overall gambling behaviour, opinions and level of knowledge. For the purposes of the analysis, all respondents are split into two groups: working and not-working.

Working Individuals Show Indications of Higher Gambling Engagement

Working respondents exhibit higher engagement with online gambling than non-working individuals in the past 12 months. 53% of working adults aged 18-75 in Great Britain have spent money on a form of online gambling in the past 12 months, compared to 36% of non-working individuals.

This trend is confirmed when we break the data by the online gambling activity, with 32% of working respondents having spent money on online lottery games in the past 12 months compared to 25% of non-working respondents. With online sports betting, the gap becomes wider, with 23% of working respondents and 12% of non-working respondents spending money on this activity in the past 12 months.



Q12 - Which, if any, of these have you personally spent any money on in the past 12 months online?
Base: Total=4167 all adults aged 18-75 in Great Britain, Working (=2,712), Non-working (n=1,455)

Similar Attitude Towards Online Gambling in Great Britain

When asked about their attitude towards online gambling/betting activities in Great Britain, 31% of working respondents and 27% of non-working respondents say they are neutral on whether there should be a ban on online gambling. Likewise, 31% of the working and 34% of the non-working individuals agree that some forms of gambling activities should be banned in Great Britain.

However, in regard to more severe measures, 11% of working respondents say they think all forms of online gambling activities should be banned in Great Britain, compared to 18% of non-working respondents. 20% of working respondents and 14% of non-working respondents say they don't think any online gambling gambling activities should be banned in Great Britain.

Knowledge Gap Regarding Players' Rights

Non-working individuals demonstrated significantly lower awareness of players' rights relating to online gambling than their working counterparts when shown some rules and rights that apply to online gambling in Great Britain. For example, only 27% of non-working individuals, compared to 39% of working individuals, knew (a great deal/ fair amount) that gambling websites need to publish their terms, rules and odds and abide by them. Similar disparities were found regarding awareness of the right to seek compensation in cases of an online gambling company's website not abiding by their own terms, rules and odds when gambling online (15% non-working vs. 28% working respondents) and the obligation for online gambling websites to store and protect any personal information you provide them (31% vs. 38%).

Working Individuals More Aware of New Slot Stake Limits

Working individuals show a higher degree of awareness about the planned stake limit charges that the UK Government is introducing for online slot games. 30% of working respondents indicate some level of knowledge (a great deal/fair amount/a little), compared to 16% of those not working. In fact, 65% of non-working respondents answered that they had never heard about these new regulations, compared to 51% of working respondents.

Keypoints and Takeaways

The collected data highlights some differences between working and non-working adults aged 18-75 in Great Britain. According to Online-Casinos.com, here are the main takeaways from the data:

- A larger percentage of working individuals have spent money on some form of online gambling at least once in the past 12 months.
- Both groups share similar attitudes towards online gambling.
- Working respondents are more aware of their chief rights in online gambling.
- Working individuals are more aware of the new slot stake limits.

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*Please note that the proposed changes did not go ahead at the time. Refer to **page 43** for additional details.*

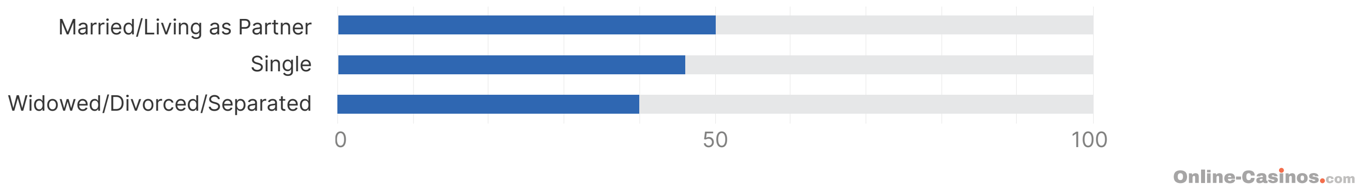
Impact of Marital Status

This section will look into the impact of an individual's marital status on their overall online gambling behaviour, opinions and level of knowledge. For the purposes of the analysis, all respondents are split into three groups: Married/Living as married, single, and widowed/divorced/separated.

Respondents Who Are Married/Living as Married More Engaged in Online Gambling Activities in the Past 12 Months

Adults aged 18-75 in Great Britain who say they are Married/Living as married are more likely to participate in online gambling activities in the past 12 months. 50% of those Married/Living as married reported spending money on at least one online gambling activity in the past 12 months, compared to 46% of single respondents and 40% of those who are widowed/divorced/separated.

Individuals in Great Britain Who Spent Money on Online Gambling in the Past 12 Months by Marital Status



Q12 - Which, if any, of these have you personally spent any money on in the past 12 months online?
Base: Total=4167, Gambled in the Past 12 Months =1976

Married/Living as Married Individuals Display Increased Awareness of Regulations

44% of adults aged 18-75 in Great Britain who are Married/Living as married and 42% of singles reported some knowledge (great deal/fair amount/a little) of the Gambling Commission, compared to 32% of widowed/divorced/separated respondents.

This knowledge extends to players' rules and rights.

59% of both Married/Living as married and single respondents are aware to some extent (a great deal/ fair amount/ a little)that online gambling websites need to publish their terms, rules and odds and abide by them, compared to 47% of widowed/divorced/separated respondents.

Additionally, 62% of Married/Living as married and 65% of singles say they know (a great deal/ fair amount/ a little) of online gambling websites obligations to store and protect any personal information provided to them, versus 52% of widowed/divorced/separated respondents.

Keypoints and Takeaways

According to Online-Casinos.com, this analysis reveals a complex interplay between relationship status and online gambling behaviour.

- Married/living as partner respondents and singles showed some indications for higher online gambling engagement, but overall, the rates are relatively similar.

- Married/living as partner respondents and single respondents show the highest level of knowledge about the obligation of gambling websites to publish and adhere to their terms and conditions. Widowed/divorced/separated individuals have lower results.

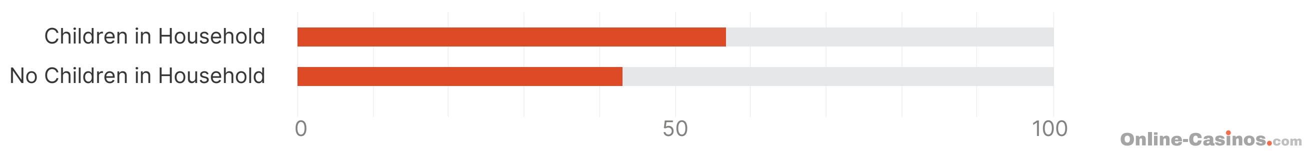
- Married/living as partner respondents and singles showed the highest knowledge of the Gambling Commission.

Impact of Children in the Household

This section will look into the impact of children in the household on their overall gambling behaviour, opinions and level of knowledge. For the purposes of the analysis, all respondents are split into two groups: parents/guardians with children aged under 18 living in the household and parents/guardians without children aged under 18 living in the household.

Parents/guardians with Children aged under 18 living in the household are more likely to have spent money on online gambling in the past 12 months

British adults aged 18-75 who are parents/guardians of children under 18 living in the household, are more likely to have spent money on in online gambling, with 57% of these respondents reporting to have spent money on at least one online gambling activity in the past 12 months. In comparison, only 43% of these respondents without children living in the household.



Q12 - Which, if any, of these have you personally spent any money on in the past 12 months online?
Base: Total=4167 all adults aged 18-75 in Great Britain, Children <18in household (n=1352), No Children <18 in household (n=2,815)

Knowledge Gap Regarding Players' Rights

Awareness of their players' rights and rules among parents/ guardians with children under 18 living in the household is higher. When shown some rules and rights that apply to online gambling in Great Britain, 47% of the respondents with children under 18 in the household know (a great deal, a fair amount) that online gambling sites need to publish their terms, rules and odds, and abide by them, whereas 29% of the respondents without children know of this.

Similarly, 38% of these parents/ guardians with children under 18 living in the household say they have heard (a great deal/ fair amount/ a little) of the introduction of the stake limit changes for online slot games by the UK government, compared to just 19% of individuals without children.

Key Points and Takeaways

According to Online-Casinos.com, the data reveals some differences between parents/ guardians with and without children under 18 living in the household.

- A larger percentage of individuals with children have spent money on some form of online gambling at least once in the past 12 months.
- Both groups show low support for a complete gambling ban.
- Respondents with children are more aware of their players' rights.
- Respondents with children are more aware of the new slot stake limits.

Impact of Government Office Region

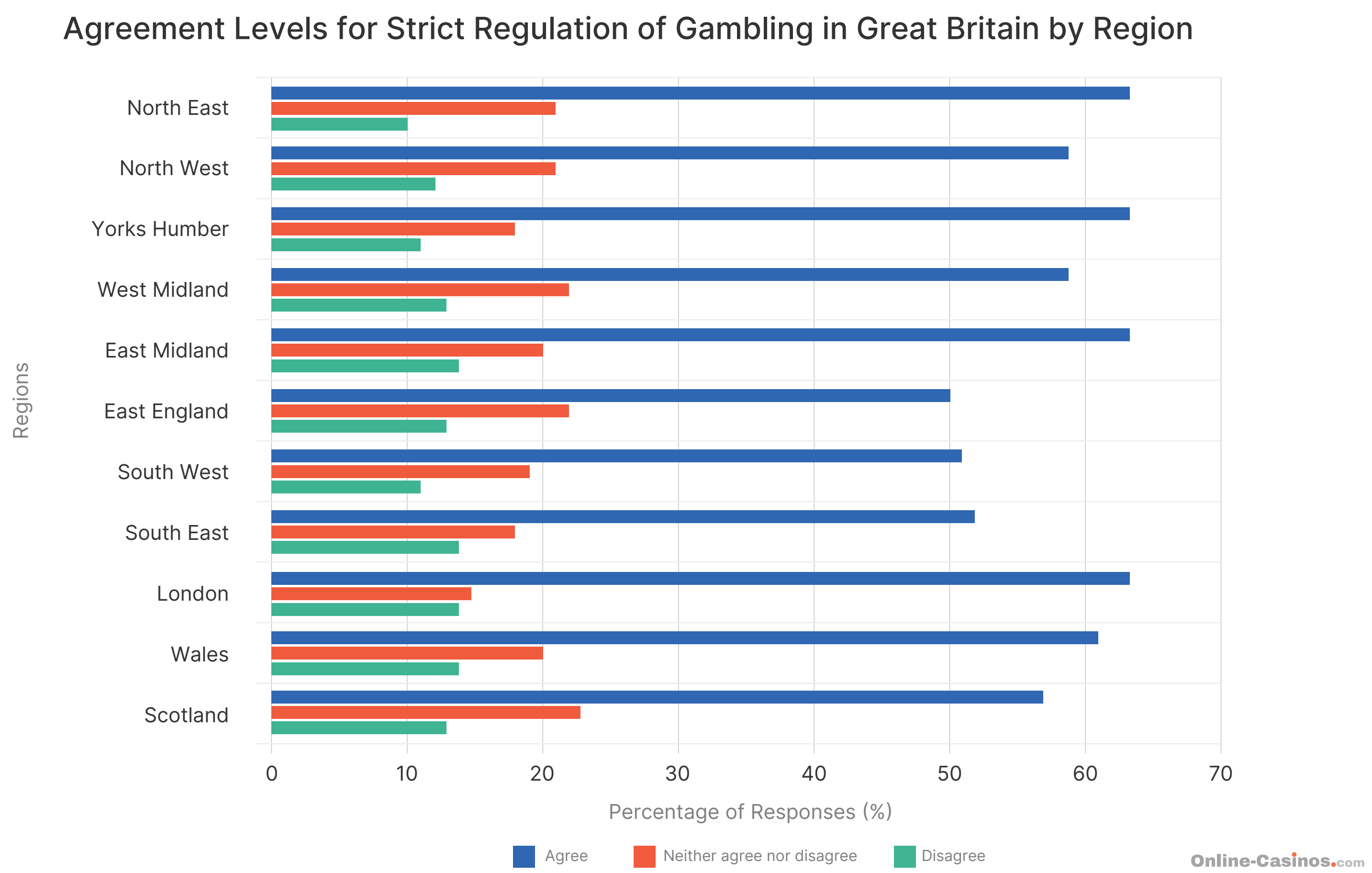
This section will focus on the online gambling behaviour, attitudes and knowledge of people from Great Britain based on their government office region. For the purposes of the analysis, all respondents are split into eleven categories: North East, North West, Yorkshire and the Humber, East Midlands, West Midlands, East of England, London, South East, South West, Wales, and Scotland.

Similarities in Attitude Towards Online Gambling

Based on spending money on online gambling at least once in the past 12 months, respondents in London (53%) are more likely to spend money than respondents living in some other regions, like the South West (40%), East Midlands (44%), West Midlands (44%), and East of England (46%).

The similarities in attitudes are distinctly seen in the levels of agreement for a need for more strict regulation on gaming in Great Britain by the government. While there are some regional differences, very few of them hold any significant difference.

When looking at the amount of gambling adverts on TV these days, we can observe some small patterns, like respondents from East Midlands being more likely to claim that there is too much gambling adverts on TV these days (62%) than people from Scotland (52%), Yorkshire and the Humber (52%) or London (46%). Other regions of interest include West Midlands (58%), East of Englang (57%), North West (56%), South East (55%) and South West (55%).



Q3_1 - To what extent do you agree or disagree with each of the following statements about gambling in Great Britain? Gambling in Great Britain should be more strictly regulated by the government.
Base: Total = 4167 all adults aged 18-75 in Great Britain, North East (n=178), North West (n=476), Yorks & Humber (n=354), West Midlands (n=378), East Midlands (n=318), East of England (n=398), South West (n=369), South East (n=591), London (n=573), Wales (n=194), Scotland (n=338).
Agree includes Strongly Agree/Tend to Agree
Disagree includes Tend to Disagree/Strongly Disagree
Not included in visualisation: Don't know/Prefer not to say

Londoners Lead in Regulation Awareness

There are some indications that respondents living in the London government region have a higher awareness of the Gambling Commission. When asked how much they know about the Gambling Commission, 50% of respondents from London indicated some level of knowledge (great/fair amount/a little). For most other regions, these values vary between 34% and 44%, with Yorkshire and the Humber being the only other outlier at 47%.

Knowledge about the new stake limit changes for online slot games planned by the UK Government is generally low across all governmental regions. Respondents living in London have indicated a higher level of at least a little knowledge (great deal/ fair amount/ a little) (36%) compared to all other regions (19%-27%).

Keypoints and Takeaways

There are some general observations that can be made by Online-Casinos.com:

- There is no proof of significant regional variations in online gambling activity.
- Attitudes towards online gambling show little variations across government regions.
- Residents of the London government region show higher awareness of certain gambling regulations

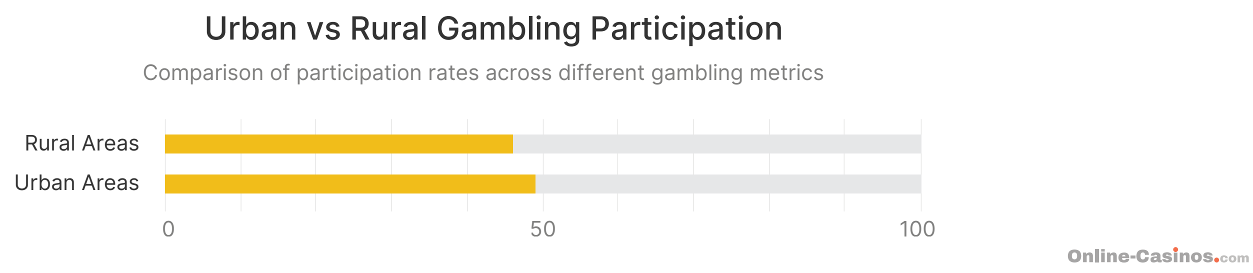
Please note that the proposed changes did not go ahead at the time. Refer to ***page 43*** *for additional details.*

Impact of Urban vs. Rural Residence

This section will focus on the online gambling behaviour, attitudes, and knowledge of people from Great Britain based on their area of residence. For the purposes of the analysis, all respondents are split into two categories: urban and rural.

Similarities in Attitude Towards Online Gambling

The collected data doesn't show any significant differences based on the respondent's area of residence. 47% of the urban residents have spent some money on online gambling in the last 12 months, and similarly, 49% of the rural residents have done the same.



Q12 - Which, if any, of these have you personally spent any money on in the past 12 months online?
Base: Total=4167, Gambled in the Past 12 Months =1976

Greater Awareness of Players' Rights in Urban Areas

While there are some location-type differences, very few of them hold any significant differences. We can observe some small patterns, like urban respondents being more aware that online gambling websites need to publish their terms, rules, and odds and abide by them, with 59% vs 50% for rural residents.

Similarly, 26% of urban respondents are aware that they can seek compensation in cases of an online gambling company's website not abiding by their own terms, rules and odds when gambling online, compared to just 16% of rural respondents.

Keypoints and Takeaways

Data based on area of residence is highly inconclusive due to the low number of respondents in some categories; however, there are some general observations that can be made:

- There is no proof of significant regional variations in online gambling activity.
- Urban residents show a higher awareness of certain players' rights.

Beyond Demographics:
Shaping the Future of Online Gambling in Great Britain

This section moves beyond individual demographic characteristics to explore broader trends and factors that are shaping the future of online gambling in Great Britain. By **examining the evolving payment landscape, and the diverse preferences for different gambling types**, this report aims to provide a holistic understanding of the forces driving innovation and change within the industry.

The Changing Face of Payments

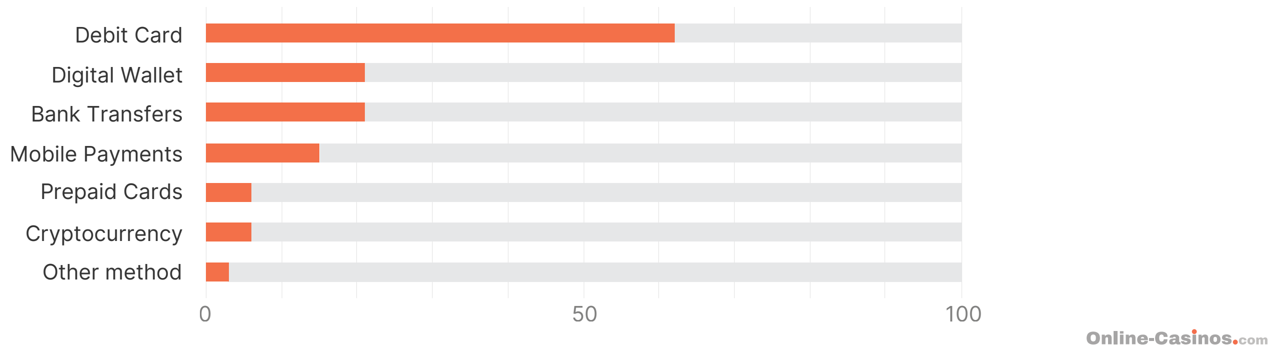
The online gambling market is booming, drawing millions of players to a vast array of games and betting platforms. While the thrill of the game takes centre stage, **the payment landscape plays a critical, behind-the-scenes role** in facilitating transactions and shaping the user experience.

Debit Cards Are the Most Preferred Online Gambling Payment Method

Our survey shows that debit cards are the most preferred online gambling payment method within Great Britain. Out of 1944 adults aged 18-75 in Great Britain, who have spent money on at least one online gambling activity in the past 12 months, 62% state that they prefer to use debit cards for their online gambling transactions.

It is noticeable that they less likely to be preferred by the 18-24 year age group, with only 43% of respondents having debit cards as their preferred choice, compared to 57%-71% for all other age groups. Debit cards are also the most selected preferred method of payment among non-graduates (65%) compared to graduates (58%).

Payment Method Preference for UK Online Gamblers

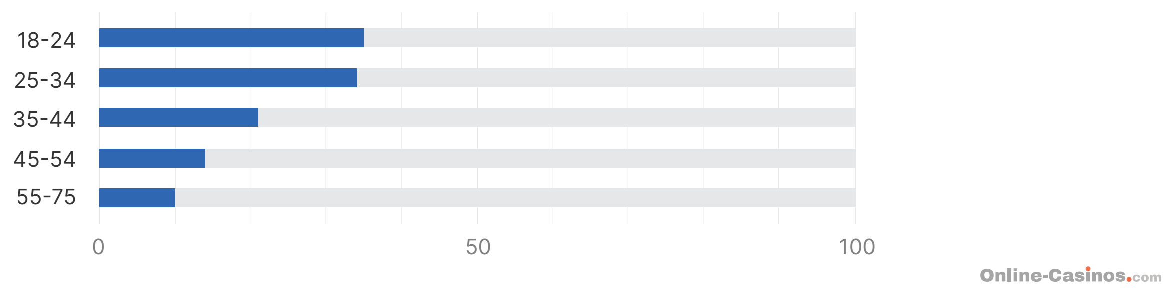


Q14 - What, if any, are your preferred payment method(s) for your online gambling?
Base: Total 1,944 all adults aged 18-75 in Great Britain who have spent money on at least one online gambling activity in the past 12 months
Not included in visualisation:
Don't know → Don't know (2%)
Prefer not to say → Prefer not to say (1%)

Digital Wallets and Bank Transfers Rise in Popularity with Younger Demographics

Digital wallets (PayPal, Apple Pay, etc.) are another preferred payment method, mentioned by 21% who have spent money on at least one online gambling activity in the past 12 months. Preference for this payment method is higher among younger demographics, being selected by 35% of respondents aged 18-24 and 34% of respondents aged 25-34. Digital wallets are also more likely to be preferred among respondents from the AB social grade, where 28% have selected them, and more preferred by graduates (26%), compared to non-graduates (19%).

Digital Wallet Usage by Age Group



Q14 - What, if any, are your preferred payment method(s) for your online gambling?
Base: Total 1,944 all adults aged 18-75 in Great Britain who have spent money on at least one online gambling activity in the past 12 months

A similar pattern emerges for bank transfers, which are preferred by 21% of this audience and selected by 30% of the 18-24 age group and 28% of the 25-34 age group. Unlike some other payment methods, men show a higher preference for bank transfers (23%) compared to women (17%).

Alternative Payment Methods

Beyond the main options, a diverse range of payment methods emerges:

- **Mobile payments:** selected by 15% of all respondents who have spent money on at least one online gambling activity in the past 12 months. More popular with respondents from the 25-34 age group (25%) and the AB social grade (22%).
- **Cryptocurrency:** selected by 6% of these respondents. Some data suggest it's more popular with men (8%) than women (3%).
- **Prepaid cards:** selected by 6% of all respondents who have spent money on at least one online gambling activity in the past 12 months.

Keypoints and Takeaways

The payment landscape in the online gambling market is dynamic, driven by technological advancements, shifting consumer preferences, and evolving regulations. Here are the main takeaways Online-Casinos.com can draw from the available data:

- Debit cards are the overall most preferred payment method for online gambling transactions. They are comparatively less preferred by respondents aged 18 to 24.

- Digital wallets are the second most popular payment method, along with bank transfers. They are more preferred by younger age groups, particularly those aged 25-34. There is a tendency for graduates to mention them more often than non-graduates.

- Bank transfers are more favoured by men compared to women.

- Mobile payments, cryptocurrency and prepaid cards are other preferred gambling payment options.

Gambling Popularity and Trends in Great Britain by Game Type

This section will present research data based on respondents' preferred game types on which they have spent money. For the purposes of the analysis, we use seven categories: online lottery games, online poker games, other online casino card games, online table games, online casino machine games, online betting on sports, and any other type of online gambling/betting activity.

The Most Popular Types of Gambling Activities (Spent money on in the past 12 months)

From 4,167 adults aged 18-75 in Great Britain, 1,944 reported having spent money on online gambling activity at least once in the past 12 months. Online lottery games are the most selected type, on which 30% of these respondents have spent some money. The majority of respondents who have spent money on online lottery games in the past 12 months, play this at least once a week (43% from 1,231 respondents).

The second most selected online gambling activity in the past 12 months is online sports betting at 19%, while other types of gambling/betting activities account for 5% of the total responses. 47% of people who spend money on sports betting do this at least weekly, compared to 24% who do it at least once a month.

Looking at the total of all online casino games at 26%. These include online poker games (5%), other online casino card games (6%), online table games (5%) and online casino machine games (10%). Between 70% and 74% of respondents for these categories spend money on such games at least monthly. 48% of respondents for online table games report spending money at least weekly, while the figure stands at 44% for online casino machine games.

Q12 - Which, if any, of these have you personally spent any money on in the past 12 months online?
Base: Total=4167 all adults aged 18-75 in Great Britain
Not included in visualisation:
None - I have not spent money on any online gambling/betting activities in the past 12 months (47%)
Don't know → Don't know (3%)
Prefer not to say → Prefer not to say (2%)

Licence Awareness by Game Type

The data we collected indicated that respondents playing online lottery games in the last 12 months are least likely to know where to check if was if an online gambling website company was licensed or not, with only 37% of these respondents indicating to some degree that they know where to check if an online gambling website is licensed or not. Of these respondents who bet on sports online, this figure rises to 56%, but it's still lower than the casino games categories, where between 64% and 69% claim that they are aware of where to check.

When asked to what extent those who have spent money on online gambling in the past 12 months typically check whether an online gambling company operating a gambling website is licensed or not, we can see similar trends. People playing online lottery games in the past 12 months are the least likely to check, with only 26% indicating that they do that to some degree (always/sometimes). The level of checking differs depending on the type of online game they play - 60% of online poker players, 62% of those playing other online casino card games, and 57% of those playing online table games are most likely to check the licence, followed by people playing online casino machine games (46%) and betting on sports online (41%).

Awareness About New Slot Stake Limits Varies

59% of respondents who have played online casino machine games in the past 12 months indicate at least some level of knowledge (great deal/fair amount/a little) about the proposed new stake take limit changes for online slot games by the UK Government. This is comparatively lower than respondents who play online poker games (74%), other online casino card games (68%) or online table games (69%). Respondents who prefer other types of online gambling/betting activity (51%), online sports betting (47%) or online lottery games (29%) are even less aware of this proposed new legislation.

A similar pattern can be seen when we ask respondents what they know about the Gambling Commission, though the average knowledge level is much higher. People who play poker games, table games or other card games are more likely to indicate some level of knowledge, with 80-81% rate, followed by people who play online casino machine games (71%), and people who bet on sports (67%). Lottery players are again the least aware, with only 49% indicating some knowledge.

Keypoints and Takeaways

A deeper analysis of the respondent groups based on game categories is one of the next goals of the Online-Casinos.com team. At this stage, we can highlight some patterns and trends based on the collected data from respondents in Great Britain:

- Online lottery is the most popular type of gambling activity among respondents, with a preference towards weekly activity.
- The different types of online casino games in their sum come in second place.

- Online sports betting is the third most popular gambling type, with a preference towards weekly activity.

- Gamblers playing online poker games, other online casino card games and online casino table games are more aware of gambling website licences and more likely to double-check them.

- People who play online casino machine games are less aware of the new slot stake limits than people who play online poker games, other online casino card games and online casino table games.

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*Please note that the proposed changes did not go ahead at the time. Refer to **page 43** for additional details.*

About Online-Casinos.com

Online-Casinos.com is one of the leading online platforms dedicated to **providing comprehensive and reliable information about the global online gambling industry**. As part of the iGaming.com Group, the platform leverages decades of combined industry expertise to deliver transparent and informative reviews, helping players find the best gambling sites for their individual needs.

- **Comprehensive Casino Reviews:** A team of experts thoroughly tests and reviews hundreds of online casinos, evaluating their safety, security, game selection, bonus offerings, user experience, and responsible gambling practices.

- **In-Depth Game Guides:** Detailed guides on all popular casino games, including slots, roulette, blackjack, and poker, explain the rules, strategies, and best practices to enhance players' understanding and enjoyment of the games.

- **Transparent Bonus Information:** Online-Casinos.com makes bonus offers easy to understand by clearly explaining the terms and conditions of each promotion, helping players make informed choices about claiming bonuses.

- **Expert Insights and News:** The site keeps players informed about the latest developments in the online casino industry, including regulatory changes, new game releases, and emerging trends.

Relevance to the Report

The findings of this report resonate deeply with **Online-Casinos.com's core values of player satisfaction through safety and transparency**. The platform is committed to promoting responsible gambling practices and empowering users to make informed decisions. Online-Casinos.com provides the tools and resources necessary to:

- **Choose Licensed and Secure Platforms:** The platform's rigorous review process prioritises safety and security, ensuring that only licensed and trustworthy online casinos are recommended. This aligns with the report's findings, which highlight the need for licensing verification and the vulnerability of those unaware of how to check licensing information.

- **Understand Legal Requirements:** Online-Casinos.com clearly explains the legal requirements that govern online gambling, including KYC/AML checks, age verification, and responsible gambling tools. This helps users understand their rights and responsibilities.

- **Make Informed Decisions:** Comprehensive reviews and guides provide players with the knowledge they need to choose the best online casinos for their individual needs and preferences. The platform prioritises transparency, breaking down complex topics to ensure players understand what they are signing up for.

- **Promote Responsible Gambling:** Online-Casinos.com is committed to providing resources for safe gambling, including information about responsible gambling tools and support organisations. The platform's belief is that education and awareness are key to preventing problem gambling and creating a more sustainable online gambling environment.

Online-Casinos.com is a trusted source of information for online gamblers. By providing users with the knowledge and resources they need to make informed decisions, the platform contributes to a safer, more responsible, and ultimately more enjoyable online gambling experience for all.

Technical Note:

Please note that any data concerning the introduction of new slot stake limits by the UK government is based on the assumption that these changes will go through in September 2024, but they were postponed for a later date after the survey took place. All respondents were shown the following text at Q11:

Online slot games are digital versions of traditional slot machines that can be played over the internet. These games are typically hosted on online casino platforms and involve spinning reels with various symbols.
Stake limits for online slot games will be introduced by the government for the first time in Great Britain in September 2024, including lower limits for young adults, as the Government continues to roll out measures to protect people from gambling harms.

The stake limits that will be introduced in September 2024 are:

- Maximum £2 stake for 18 to 24-year-olds for online slot games to be introduced
- £5 limit for adults aged 25 and over brings stakes in-line with physical casinos

Before today, how much, if at all, have you heard about these stake limit changes for online slot games by the UK Government?

Methodology:

- **Survey Design and Data Collection:** The survey questionnaire was carefully designed to capture a wide range of information about respondents' demographics, gambling habits, attitudes towards online gambling, awareness of regulations, and preferences for gambling-related content.
- **Sample Size and Sampling Strategy:** The research was carried out by Ipsos on behalf of iGaming Group. Ipsos interviewed a representative quota sample of 4,167 adults aged 18-75 in Great Britain using an online omnibus approach. Within that, a sample of 1944 adults aged 18-75 who report having spent money on at least one online gambling activity in the past 12 months. The data has been weighted to the known offline population proportions for interlocking cells of gender within age and working status, as well as region, social grade and education, to reflect the adult population of Great Britain.
    - **Demographic Categorisation Criteria:** The ten key demographic categories selected for this study were:
    - **All adults aged 18-75 in Great Britain (n=4,167):**

- **Age:** 18-24 (n=518), 25-34 (n=785), 35-44 (n=683), 45-54 (n=817), and 55-75 (n=1,365)

- **Gender:** The survey categorises respondents into two categories: Men (n=1,972) and Women (n=2,145). There were an additional n=50 respondents who identified as Non-binary, their gender was not listed or preferred not to say. Whilst these respondents have been included in the total, this is too few to analyse separately.

- **Income:** The survey categorises respondents into four categories based on total annual household income: Up to £19,999 (n=870), £20,000 - £34,999 (n=1,100), £35,000 - £54,999 (n=957), and £55,000+ (n=949).

- **Education Level:** The survey categorises respondents into two groups: Graduates (n= 2,082) and Non-Graduates (2,085).

- **Social Grade:** The survey categorises respondents into four groups: AB (Upper Middle and Middle Class) (n=1,263), C1 (Lower Middle Class) (n=1,126), C2 (Skilled Working Class) (n=685), and DE (Working Class and Economically Inactive) (n=1,093).

- **Working Status:** The survey categorises respondents into two categories: Working (n=2,712) and Non-working (n=1,455).

- **Marital Status:** The survey categorises respondents into three categories: Single (n=1,375), Married/Living as married (n=2,342), and Widowed, Divorced/Separated (n=450).

- **Children in Household:** The survey categorises respondents into two groups based on whether there is a child aged 17 and under living in the household to which the respondent is a parent or guardian: Yes (n=1,352) and No (n=2,815).

- **Region:** The survey categorises respondents into eleven categories based on Government Office Regions: North East (n=178), North West (n=476), Yorkshire and the Humber (n=354), East Midlands (n=318), West Midlands (n=378), East of England (n=398), London (n=573), South East (n=591), South West (n=369), Wales (n=194), and Scotland (n=338).

- **Urban vs. Rural:** The survey categorises respondents into two categories: Urban (n=3,542) and Rural (n=625).
  For England and Wales: Postcodes have been assigned to the urban or rural category of the OA into which each one falls. OAs are treated as 'urban' if they were allocated to a 2011 built-up area with a population of 10,000 or more.

For Scotland, the rural-urban classification is consistent with the Scottish Executive's core definition of rurality that defines settlements of 3,000 or less people to be rural. It also classifies areas as remote based on drive times from settlements of 10,000 or more people.

All adults aged 18-75 in Great Britain who have spent money on at least one online gambling activity in the past 12 months:

- **Age:** 18-24 (n=518), 25-34 (n=785), 35-44 (n=683), 45-54 (n=817), and 55-75 (n=1,365)
- **Gender:** The survey categorises respondents into two categories: Men (n=1,055) and Women (n=873).
- **Income:** Up to £19,999 (n=339), £20,000 - £34,999 (n=493), £35,000 - £54,999 (n=470), and £55,000+ (n=548).
- **Education Level:** Graduates (n=997) and Non-Graduates (n=947).
- **Social Grade:** AB (n=649), C1 (n=495), C2 (n=340), and DE (n=460).
- **Working Status:** The survey categorises respondents into two categories: Working (n=1,417) and Non-working (n=527).
- **Marital Status:** Single (n=616), Married/Living as married (n=1,145), and Widowed, Divorced/Separated (n=183).
- **Children in Household:** Child aged 17 and under living in the household to which the respondent is a parent or guardian: Yes (n=767) and No (n=1,177).
- **Region:** North East (n=90*), North West (n=218), Yorkshire and the Humber (n=162), East Midlands (n=140), West Midlands (n=166), East of England (n=187), London (n=305), South East (n=279), South West (n=147), Wales (n=95*), and Scotland (n=155). *indicates low base size
- **Urban vs. Rural:** Urban (n=1,650) and Rural (n=294).