

## Survey Data on Remote Gambling Participation

June 2007

---

### 1 Key findings

- Over the four quarters to June 2007 (i.e. an average of figures for September 2006, December 2006, March 2007 and June 2007), 8.6% per cent 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. This compares with the revised 2006 calendar year figure of 7.4%<sup>1</sup>. The remaining 91.4% of respondents said they had not participated in any form of remote gambling.
- Those participating in remote gambling remain more likely to be male than female, and are more likely to be aged 18 - 34.
- If those only playing the National Lottery remotely are excluded, 5.9% of respondents had participated in remote gambling. Overall, 6.3% of respondents said they had gambled remotely on the National Lottery in the previous month (either only or in addition to other types of gambling activity).
- Remote gambling via a computer, laptop or handheld device was most popular (6.7% of all adult respondents), followed by gambling via mobile phone (2.9%) and interactive/digital TV (under 2%).

### 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 have been included in this survey since 2001. However, to reflect the developments in the methods of accessing remote gambling, additional questions were added to the survey in December 2005 (see annex B). These additional questions ask whether respondents have participated in remote gambling via a computer, mobile phone or interactive television. The two sets of questions are asked of two different sets of respondents.

---

<sup>1</sup> A data entry error has been discovered in the previously published figures for 2006. This has resulted in changes to the figures. Overall participation in some form of remote gambling is now estimated at 7.4% for 2006 (previously 7.9%) whilst participation excluding those only playing the National Lottery has reduced from 5.8% to 5.2%. The percentage of respondents gambling in poker rooms/tournaments in 2006 has been revised upwards by 0.1% to 2.2%. Reported participation in remote gambling in the quarter to June 2006 was uncharacteristically low which had an effect on the overall 2006 figures.

### 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 18s). 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.
- 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.

### 4 The findings

- 4.1 In December 2005, the Commission introduced additional questions into the survey to reflect the changes in available methods of remote gambling and the gambling activities offered remotely. Respondents were asked: 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;
  - WAP/internet or text (SMS) on a mobile phone; and
  - interactive/digital TV.
- 4.3 Table 1 shows that during the year to June 2007, an average of 8.6% of respondents said they had participated in at least one form of remote gambling in the previous month. Correspondingly, an average of 91.4% 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; 11.3% of males and 6.1% of females. Those participating in remote gambling are more likely to be aged between 18-24 (13.8% of respondents in the age range), or 25-34 (12.7%) The next most likely to have participated are aged 35-44 with 12.1% of this age range having participated in remote gambling. Respondents aged 55-64 and 65+ remain least likely to have participated.

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

All methods of remote gambling	2006	Year to June 2007
Percentage of respondents participating in at least one form of remote gambling	7.4% <sup>1</sup>	8.6%
% of male respondents	9.8%	11.3%
% of female respondents	5.1%	6.1%
% of 18-24 year olds	11.6%	13.8%
% of 25-34 year olds	11.7%	12.7%
% of 35-44 year olds	9.6%	12.1%
% of 45-54 year olds	5.4%	7.1%
55-64	4.6%	5.2%
65+	2.7%	1.5%

Base = 8,000 adults

**Gambling Commission – Remote gambling participation**

**4.4** Of those participating in at least one form of remote gambling, 38% had gambled only on the National Lottery. As a result, and as Table 2 shows, if those only playing the National Lottery remotely are excluded the proportion of respondents participating in at least one form of remote gambling in the previous month falls to 5.9%.

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

<b>All methods of remote gambling</b>	<b>2006</b>	<b>Year to June 2007</b>
Percentage of respondents participating in at least one form of remote gambling (excluding those only playing the National Lottery remotely)	5.2% <sup>1</sup>	5.9%

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 four quarters to June 2007 an average of 6.7% 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 Wireless Application Protocol (WAP) or Short Message Service (SMS) on mobile phones and 1.8% had gambled via interactive digital television.

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

<b>Different methods of remote gambling</b>	<b>2006</b>	<b>Year to June 2007</b>
Internet through a PC, laptop or handheld device	5.2%	6.7%
WAP/internet or text (SMS) on a mobile phone	2.2%	2.9%
Interactive/digital TV	1.7%	1.8%

Percentages add to more than 8.6% as multiple responses permitted. Base = 8,000 adults

**4.6** If those only gambling on the National Lottery 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 the National Lottery remotely**

<b>Different methods of remote gambling</b>	<b>2006</b>	<b>Year to June 2007</b>
Internet through a PC, laptop or handheld device	3.1 %	3.9%
WAP/internet or text (SMS) on a mobile phone	1.7%	2.2%
Interactive/digital TV	1.3%	1.3%

Percentages add to more than 5.9% 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 June 2007 the most popular remote gambling activity was the National Lottery (6.3% of respondents). Poker rooms and tournaments were the next most popular with an average of 2.6% of respondents participating in this activity. Betting (for example, on horses, greyhounds and football) was nearly as popular with 2.4% participating. Other lotteries, (1.3%) gaming machine (slots) (1.3%), casino type games (1.3%), and bingo (1.2%) were next most popular. 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	Year to June 2007
National Lottery	5.3%	6.3%
Poker rooms / tournaments	2.2% <sup>1</sup>	2.6%
Betting (e.g. horses, greyhound, football)	1.9%	2.4%
Gaming machines (slots)	1.2%	1.3%
Other lotteries	1.3%	1.3%
Casino type games	1.1%	1.3%
Bingo	0.7%	1.2%
Football pools	0.7%	0.8%
Other	0.6%	0.8%
Keno / virtual sports & other games	0.5%	0.6%
Don't know / can't remember	0.2%	0.3%

Percentages add to more than 8.6% as multiple responses permitted. Base = 8,000 adults

## 5 Future publications

- 5.1** These data are 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 September 2007 (i.e. an average of December 2006, March 2007, June 2007 and September 2007).

**Gambling Commission, June 2007**

---

The Gambling Commission regulates gambling in the public interest. It does so by keeping crime out of gambling, by ensuring that gambling is conducted fairly and openly, and by protecting children and vulnerable people from being harmed or exploited by gambling. The Commission also provides independent advice to government on gambling in Britain.

For further information or to register your interest in the Commission please visit our website at: [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

Gambling Commission  
Victoria Square House  
Victoria Square  
Birmingham B2 4BP

T 0121 230 6500

F 0121 230 6720

E [info@gamblingcommission.gov.uk](mailto:info@gamblingcommission.gov.uk)

## Annex A Original questions

The original questions contained within this survey provide annual trend data back to 2001. Respondents were asked: Have you gambled for money on the internet in the last month, other than on stocks and shares?

A subsequent question asks which types of gambling activity have been undertaken via the internet in the last month. This includes casino type games, betting, gaming machines, bingo, football pools, and other.

Table 6 sets out the increase in reported participation in internet gambling over a six year period. There was an increase in the proportion of respondents gambling via the internet in the previous month from 1.0% in 2001 to 3.2% in 2006.

**Table 6: Proportion of respondents gambling for money on the internet in the last month?**

	2001	2002	2003	2004	2005	2006	Year to Jun 2007
Percentage gambling for money on the internet in the last month	1.0%	1.3%	1.4%	1.7%	2.0%	3.2%	3.5%

Annual figures for 2001, 2002, and 2004 are based on five waves of 2,000 respondents = 10,000 respondents. Figures for 2003, 2005 and 2006 are based on four waves of 2,000 respondents = 8,000 respondents.

### Understanding the two sets of questions

There is a difference between the figures produced by the two sets of questions. To understand the two sets of data it is important to note that:

- the new questions consist of the numbers of respondents who had participated in one of three methods of remote gambling. The old questions ask about gambling on the internet and it is thought that many respondents respond to this by reference just to internet gambling undertaken via a computer and not other remote methods;
- the two figures which can better be compared are:
  - New questions – proportion participating in remote gambling via a PC, laptop or handheld device (5.2% in 2006)
  - Old questions – proportion participating in gambling on the internet (3.2% in 2006); and
- the old question does not specifically ask respondents about gambling on the National Lottery. The categories for this question were defined before National Lottery products became available via the internet. It is thought therefore that the old question is an under-representation as some respondents will not include gambling solely on the National Lottery. To demonstrate this if we take the proportion of new question respondents gambling via a PC, laptop and handheld device and exclude those only playing the National Lottery the figure reduces from 5.2% to 3.1%, almost exactly the same as the figure shown by the old questions.

## Annex B Survey questions

### Old questions (asked since 2001)

- Q1 Have you gambled for money on the internet in the last month, other than on stocks and shares?
- Q2 What have you gambled for money on the internet on in the last month?
- Lotteries
  - Casino type games (e.g. roulette. Poker, blackjack)
  - Betting (horse, greyhound or other)
  - Gaming machines
  - Bingo
  - Football pools
  - Other

### New questions (asked since December 2005)

- 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
  - Betting (e.g. horses, greyhound, football)
  - Other lotteries
  - Poker rooms/tournaments
  - Casino type games (e.g. 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 (+/-) 0.6%.

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](http://www.icmresearch.co.uk).