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Rank Participation in Industry Research

Forrest & McHale (2016) investigated the behaviour of casino gaming machine players using data from 850,000 loyalty card holders within Rank-owned Grosvenor Casinos. Data set over 6 years. Key findings include:

- About 28% of casino visits involved the use of gaming machines and in about 21% of visits the only gambling was on machines
- Female visits were much more likely than male visits to include use of machines
- A large majority of users visit only very occasionally, often only once
- Significant numbers gamble at the casino regularly. For example, in 2014, more than 1,200 customers were recorded as gambling at the casino on more than 100 occasions (i.e. twice a week or more)
- Levels of play are usually modest. The median duration of play on gaming machines is close to or a little below one hour
- In half of all visits, the player either wins money on the machines or loses an amount up to the range £20-£25
- More than 11% of machine visits include more than three hours of play on the machines and more than 7% of visits end up with the player losing more than £200.
- Given the return-to-player offered by the machines (which is very likely to be close to a player's return from several hours of play), duration of continuous play even at maximum stake and maximum speed would have to be very long indeed for losses to go beyond the high hundreds of pounds
- Typical behaviour exhibits loss-aversion rather than loss-chasing, and that extreme behaviour is often self-correcting
- Just over 2% of the approximately 15,000 players studied showed a statistically significant tendency to return to play sooner than usual after losing more than their typical loss. These 'chronic loss chasers' were disproportionately likely to be young, male and 'heavy' players (in terms of how much they usually spent on a machine visit)
- However, Forrest & McHale warn that this does not imply that much harm has not been experienced in the meantime. Indeed they argue that heavy play may be self-correcting just because it proves to be unsustainable in terms of its impact on players' lives

Research Participation cont:

- Wardle (2015), using the same data as Forrest and McHale, but evaluating the effects at player level of new stakes and prizes limits for B1's introduced in 2013.
- Focal Research (ongoing): Rank has contributed machine loyalty data to look at propensity modelling. Funded by the Canadian Government, NCF and several member companies participating.
- Collins, Green, d'Ardenne, Wardle & Williams (2014) study of return-to-player messages ('Understanding of Return to Player Messages: Findings from User Testing'). More about access to customers than access to data.