

GambleAware

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ANNOUNCEMENT

New research funded by GambleAware to analyse patterns of play in online casino gaming in Great Britain

London, 8 January: GambleAware has commissioned Professor Ian McHale and Professor David Forrest of the University of Liverpool to provide a descriptive statistical analysis of key characteristics of online casino players and their behaviour in Great Britain.

The research will aim to broaden the understanding of how customers of online casino sites gamble. To facilitate analysis, a group of operators has provided the Gambling Commission with an anonymous data set detailing such metrics as stake size and net expenditure on slots and non-slots products.

The researchers will seek to draw out what can be learned from the data provided by the operators, and will offer, if appropriate, suggestions as to what additional data would enable richer insights to be obtained. They will highlight both average behaviour and extreme behaviour, in terms of length of play, and player losses.

-ENDS-

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Chair: Kate Lampard CBE

Trustees • Henry Birch • Annette Dale-Perera • Professor Sian Griffiths • Alan Jamieson • Professor Anthony Kessel
• Jim Mullen • Chris Pond • Brigid Simmonds • Professor Patrick Sturgis • Professor Jonathan Wolff

Chief Executive: Marc Etches

About GambleAware:

- Guided by the [National Responsible Gambling Strategy](#), GambleAware is an independent charity tasked to fund research, education and treatment services to help minimise gambling-related harm in Great Britain.
- GambleAware is a commissioning and grant-making body, not a provider of services. The charity's strategic aim is to broaden public understanding of gambling-related harm as a public health issue and to help those that do develop problems get the support and help that they need quickly and effectively. For more information, please go to: <http://about.gambleaware.org/>
- GambleAware's programme of treatment, education, harm prevention and research is guided by the National Responsible Gambling Strategy, which is defined by the independent Responsible Gambling Strategy Board (RGSB) and endorsed by the Gambling Commission. The RGSB, the Gambling Commission and GambleAware work together under the terms of an agreement in place since 2012: <http://about.gambleaware.org/media/1216/statementofintent.pdf>. Research is conducted under the terms of a 'Research Commissioning and Governance Procedure' agreed in 2016 by the RGSB, the Gambling Commission and GambleAware: <http://about.gambleaware.org/media/1270/research-commissioning-and-governance-procedure-may-2016-final.pdf>.
- GambleAware requires a minimum of £10 million annually to deliver its current responsibilities, and looks to all those that profit from commercial gambling to support the charity. This donation-based system was proposed under the Gambling Act 2005 and is prescribed by the Gambling Commission in its Licence Conditions and Codes of Practice. The RGSB endorsed GambleAware's £10m funding goal in January 2017: <http://www.rgsb.org.uk/press-releases/responsible-gambling-strategy-board-publishes-assessment-of-the-quantum-of-funding-required-to-deliver-the-national-responsible-gambling-strategy.html>
- GambleAware funds the *Gordon Moody Association*, the *NHS National Problem Gambling Clinic*, *GamCare* and a network of charities across Great Britain to provide a full range of free treatment for problem gamblers and support for those affected by them. GambleAware also runs the website **BeGambleAware.org** which helps 2.7 million visitors a year, and supports the **National Gambling Helpline – 0808 8020 133**.

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