

Relative risk of gambling products within Great Britain

Bournemouth University (BU) was commissioned by GambleAware to explore the relative harm of different types of gambling. BU analysed the combined data from the Treatment and Support Survey for 2020, 2021 and 2022 (an online survey conducted by YouGov¹). This gave researchers a dataset of over 40,000 adults who gamble in Great Britain, allowing for bespoke analysis per individual gambling product.

GambleAware and Bournemouth University are calling for the following actions by policy-makers based on five key findings from the research:

1. Online casino games

KEY FINDING

25% of those **only** using online casino games were experiencing 'problem gambling' (PGSI 8+).



This suggests a high level of harm from this group of products, and was the second most harmful in the analysis.

RECOMMENDATION

Further **restrictions and protections** are needed for online casino games.

This is especially true with new data showing that in just three months there were almost **10million**² online slots sessions lasting over an hour.

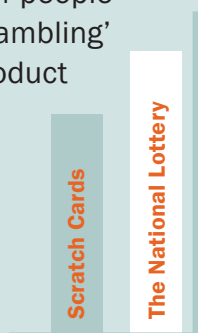


2. National Lottery

KEY FINDING

The estimated number of people experiencing 'problem gambling' (PGSI 8+) using each product was highest for:

1. **The National Lottery**
(**600,000**)
2. **Scratch Cards**
(**500,000**).



This shows the potential reach of the National Lottery's products and marketing among those experiencing harms.

RECOMMENDATION

The National Lottery should **signpost** to GambleAware (as was recently recommended within a select committee enquiry.³)



The National Lottery should also introduce independent **health warnings** on marketing materials.



3. Gaming machines

KEY FINDING

Three quarters of people (**76%**) that **only** used gaming machines were experiencing 'problem gambling'.



This suggests a high level of harm from this group of products, and was the most harmful in the analysis.

RECOMMENDATION

Further **restrictions and protections** are needed on gaming machines (especially due to land-based relaxations within the White Paper⁴ which are likely to lead to an increase of these machines)



4. Loot boxes



KEY FINDING

Half (**50%**) of those using loot boxes are at any level of risk (PGSI 1+), demonstrating the **clear link** between gambling harms and loot boxes.

RECOMMENDATION

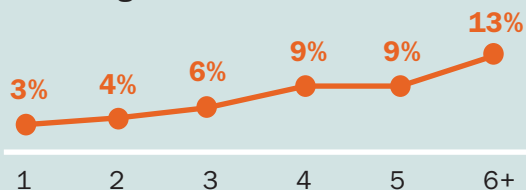
More needs to be done to restrict loot boxes among **under 18s**.⁵ Further evidence is needed on the effectiveness of self-regulatory measures to reduce harm from loot boxes.



5. Lower Risk Gambling Guidelines

KEY FINDING

The level of 'problem gambling' (PGSI 8+) increases in line with the number of overall **activities** participated in, increasing more after 2 activities:



RECOMMENDATION

There is a need for **shared customer databases** to identify those at an increased risk of gambling harms from multiple activities.



It also shows that the Lower Risk Gambling Guidelines⁶ could be adopted by gambling companies in Great Britain to **flag risk**.

REFERENCES

¹The latest treatment and support survey can be found on the GambleAware website. **Annual GB Treatment and Support Survey 2023**
<https://www.gambleaware.org/our-research/publication-library/treatment-and-support-survey>
²Market overview - operator data to March 2024 (published April 2024)
<https://www.gamblingcommission.gov.uk/statistics-and-research/publication/market-overview-operator-data-to-september-2024-published-october-2024>
³What next for the National Lottery?
<https://committees.parliament.uk/work/1430/what-next-for-the-national-lottery/publications>

⁴High stakes: gambling reform for the digital age
<https://www.gov.uk/government/publications/high-stakes-gambling-reform-for-the-digital-age/high-stakes-gambling-reform-for-the-digital-age>
⁵Loot boxes in video games: update on improvements to industry-led protections
<https://www.gov.uk/guidance/loot-boxes-in-video-games-update-on-improvements-to-industry-led-protections>
⁶Developing Lower-Risk Gambling Guidelines
<https://gamblingguidelines.ca/app/uploads/2023/06/LRGG-Developing-Lower-Risk-Gambling-Guidelines-Report-2021-en.pdf>