A Classification of Online Gambling Behaviour in Great Britain

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Research Question › Conceptualising 'Problem Gambler' › Next Steps

Research Question

How can <u>consumer</u> and <u>survey</u> data be **reconciled** to produce a more comprehensive and nuanced picture of prevalence of '**problem gambling**'?

YouGov definition of a 'Problem Gambler'

The 9 items are listed below (Gunstone et al. 2019):

- Have you bet more than you could really afford to lose?
- Have you needed to gamble with larger amounts of money to get the same excitement?
- When you gambled, did you go back another day to try and win back the money you lost?
- Have you borrowed money or sold anything to get money to gamble?
- Have you felt that you might have a problem with gambling?
- Has gambling caused you any mental health problems, including stress or anxiety?
- Have people criticised your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true?
- Has your gambling caused any financial problems for you or your household?
- Have you felt guilty about the way you gamble or what happens when you gamble?

Category	PGSI score [range: 0-27]
Non-problem gambler	0
Low-risk gambler	1 to 2
Moderate-risk gambler	3 to 7
Problem gambler	**8 +**

Recommended cutoffs for gambler subtypes

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**Top-down
Expert view**
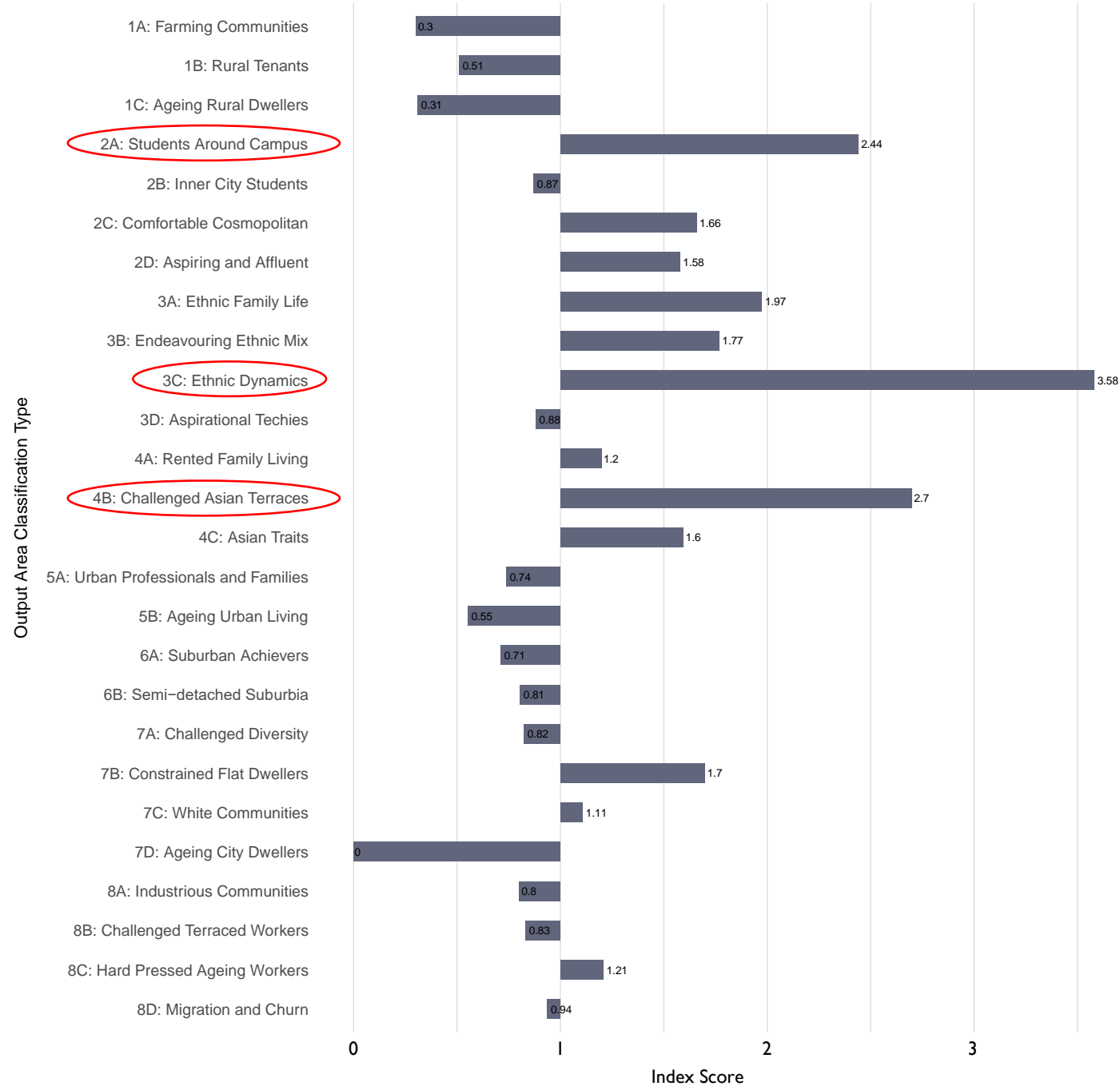
Stated behaviour

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Index Score for each
Output Area Classification Type

Output Area Classification Type	Index Score
1A: Farming Communities	0.3
1B: Rural Tenants	0.51
1C: Ageing Rural Dwellers	0.31
2A: Students Around Campus	2.44
2B: Inner City Students	0.87
2C: Comfortable Cosmopolitan	1.66
2D: Aspiring and Affluent	1.58
3A: Ethnic Family Life	1.97
3B: Endeavouring Ethnic Mix	1.77
3C: Ethnic Dynamics	3.58
3D: Aspirational Techies	0.88
4A: Rented Family Living	1.2
4B: Challenged Asian Terraces	2.7
4C: Asian Traits	1.6
5A: Urban Professionals and Families	0.74
5B: Ageing Urban Living	0.55
6A: Suburban Achievers	0.71
6B: Semi−detached Suburbia	0.81
7A: Challenged Diversity	0.82
7B: Constrained Flat Dwellers	1.7
7C: White Communities	1.11
7D: Ageing City Dwellers	0
8A: Industrious Communities	0.8
8B: Challenged Terraced Workers	0.83
8C: Hard Pressed Ageing Workers	1.21
8D: Migration and Churn	0.94

Concentration of problem online gamblers across the 26 OAC types.
Index score calculated in relative to the average GB online gamblers.

Geography of online 'problem gambling' defined by PGSI score

Composite Risk Index

Less than 0
0 to 2
2 to 3
3 to 4
4 or more

Glasgow

Liverpool

Greater London
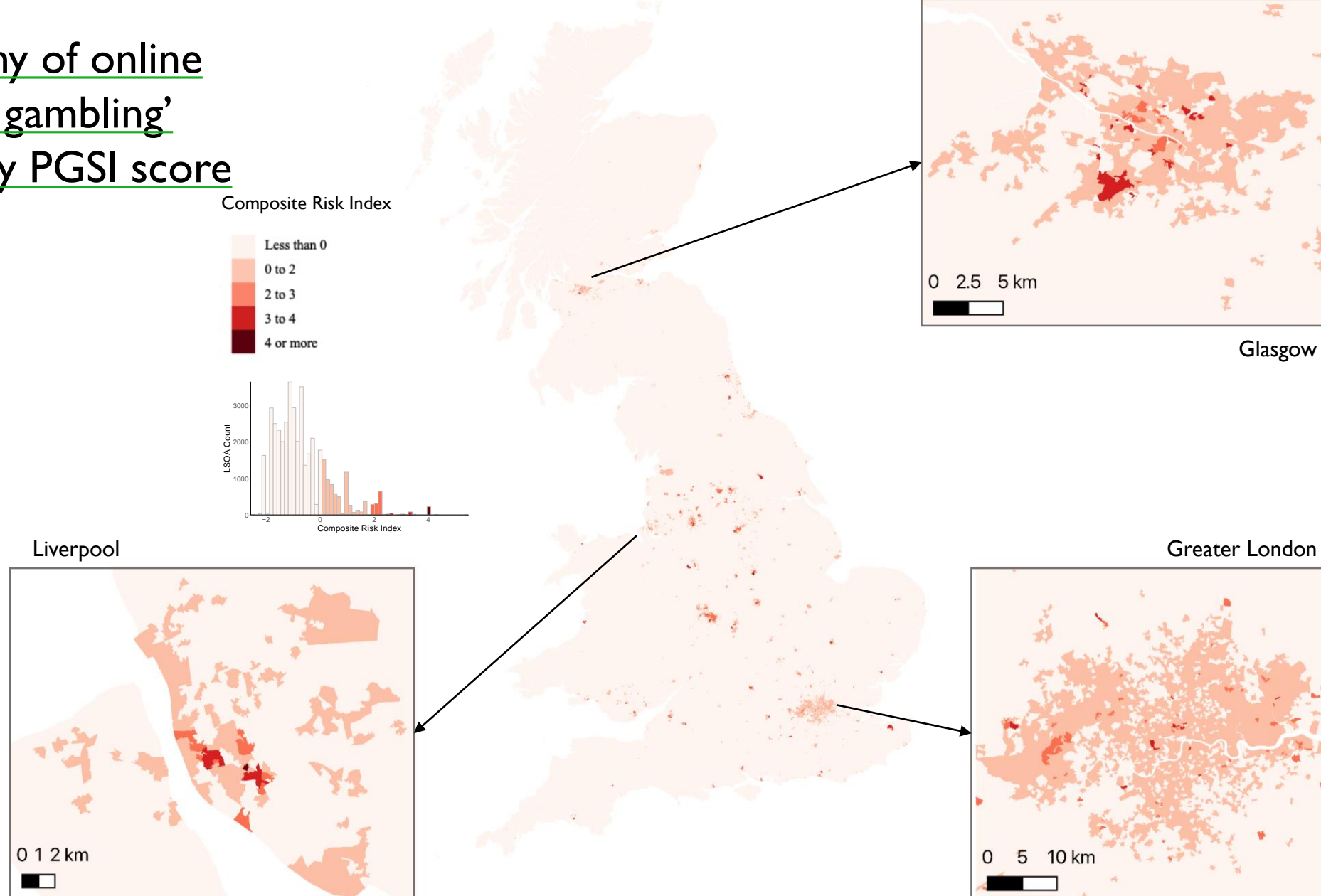
Geographical variation in the prevalence of problem online gambling.
Sum of z-scores are reprojected onto LSOAs/Data Zones

Alternative definitions of a 'Problem Gambler'

› Conceptualised through **revealed** behaviour

    a) Customers who chose to self-exclude

    b) Customers flagged by various behavioural markers

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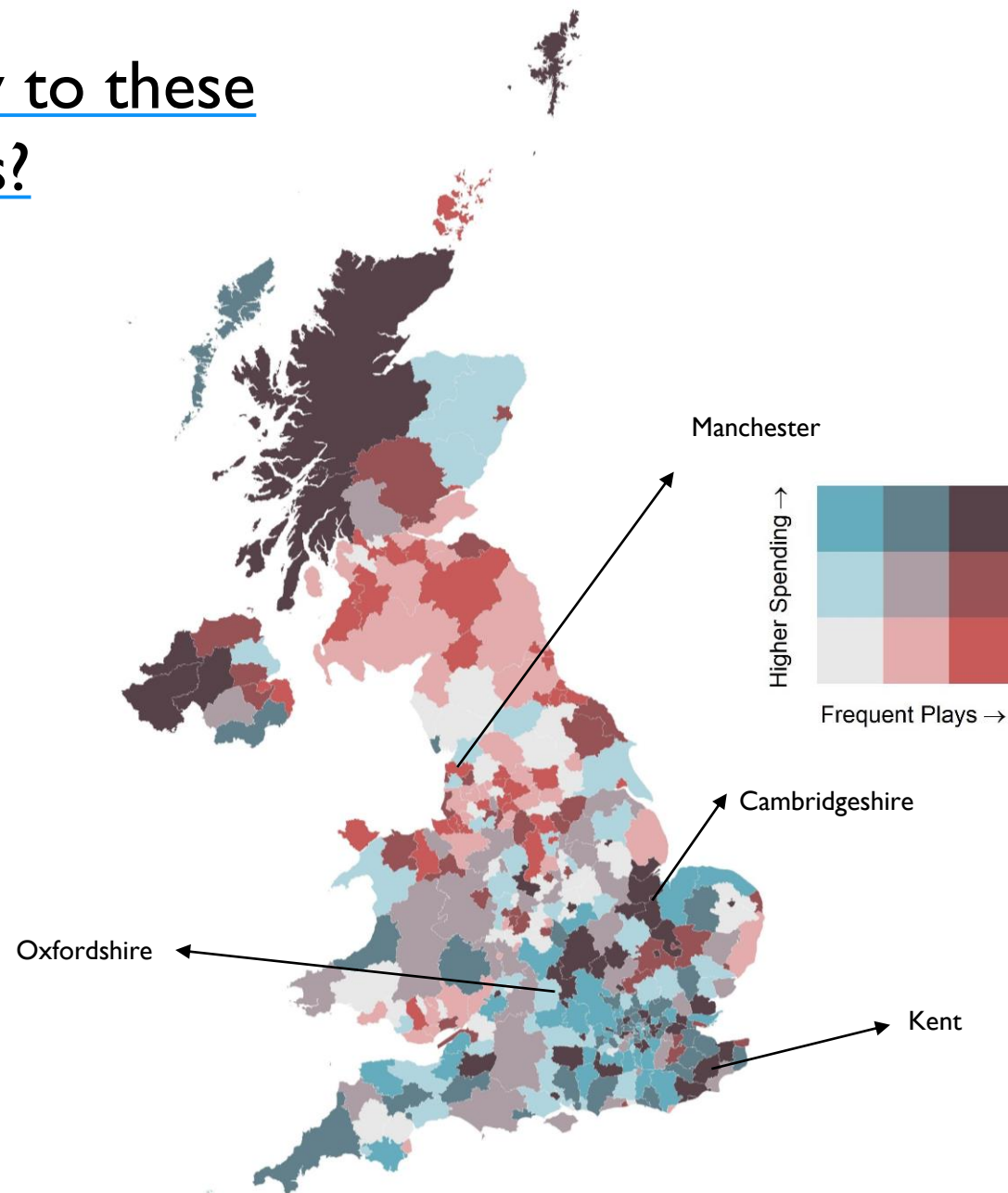
    a) Customers who chose to self-exclude

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**Bottom-up
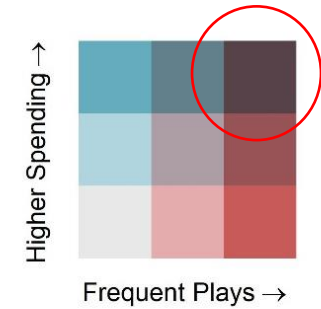Data driven**

Revealed behaviour

Is there a geography to these behavioural markers?

Manchester

Cambridgeshire

Oxfordshire

Kent

Higher Spending →

Frequent Plays →

Average frequency of play vs daily bet amount per local authority districts in the UK.

Break down of the patterns of play

Higher Spending →
Frequent Plays →

› On average plays 16 minutes longer than the typical session length

› The proportion of games played on slot games is 10% higher than the entire customer average

› Prefers to play around midnight

Next Steps:

1. Conduct **comparisons** of the geodemographic characteristics and geographies of 'problem gamblers' conceptualised in three ways:

   - a) YouGov identified
   - b) Self-excluded customers
   - c) Behavioural markers

2. **Identify behavioural markers** that best represent drivers of differentiation of online gambling behaviours

3. **Create spatial typologies** of different types of problem gambling that can be updated regularly

   - Geodemographic classification

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Questions?