

The Use of Consumer Data to Explore Geographic and Social Variations in Online Gambling

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**Gamble
Aware**

Intro › Research Aim › Methods › Results › Further Questions

Context:

Online gambling in GB – an under researched issue

- › Gambling harm known to disrupt health and wellbeing of not only the individuals but also people around them
- › Harms are known to be socially and geographically uneven in its occurrence and impacts
- › Anywhere, anytime
- › Lack of empirical evidence

Novelty:

› **Survey Data**

- Health Survey for England (HSE); Annual GB Treatment and Support Survey
- High cost → small sample → small sampling fraction

› **vs Consumer Data**

- From world's largest providers of online sports betting and gaming
- Customer ID; home address; revealed behaviours
- Updated frequently (real-time) & Spatially granular (postcode)

Research Aim

- › To generate empirical insights on the **‘prevalence’** of disordered online gambling in Great Britain

Is there any **geographic** or **social** pattern to
(a) online gambling and (b) self-exclusion from it?

Customer Types

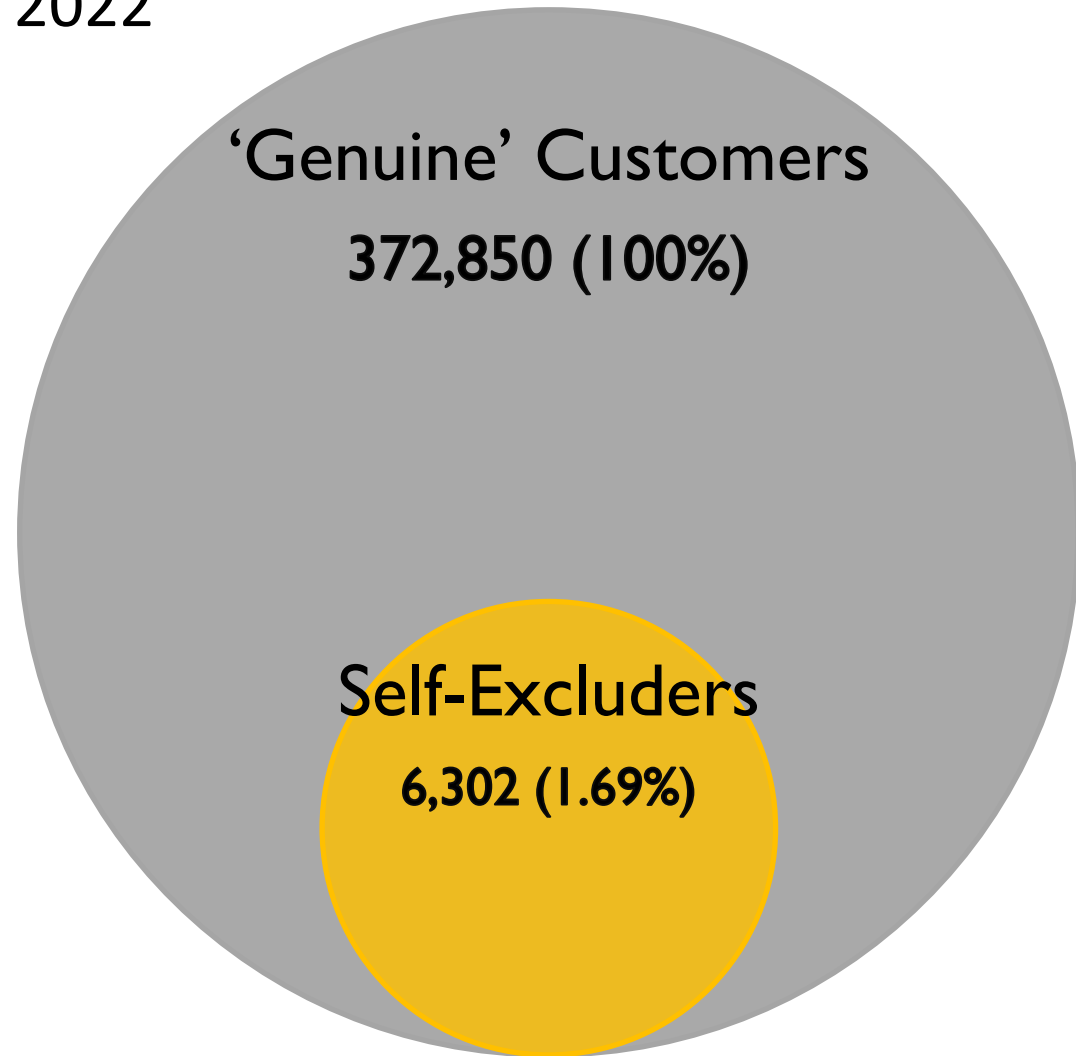
› Study period: 1st Jan 2022 – 31st Dec 2022

› ‘Genuine’ Customers:

- (a) Deposit multiple times a year
- (b) Played with real money over multiple days within a year

› Self-Excluders:

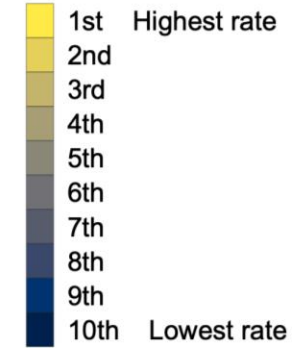
- (a) Self-excluded from at least one of their accounts at any point in a year



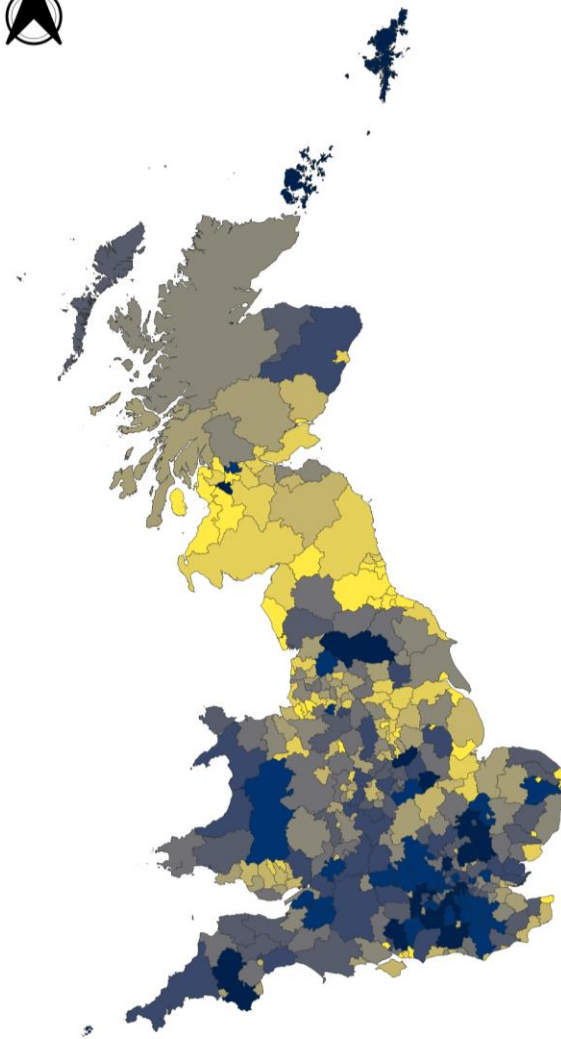
Prevalence of Online Gambling in Great Britain



Decile Rank

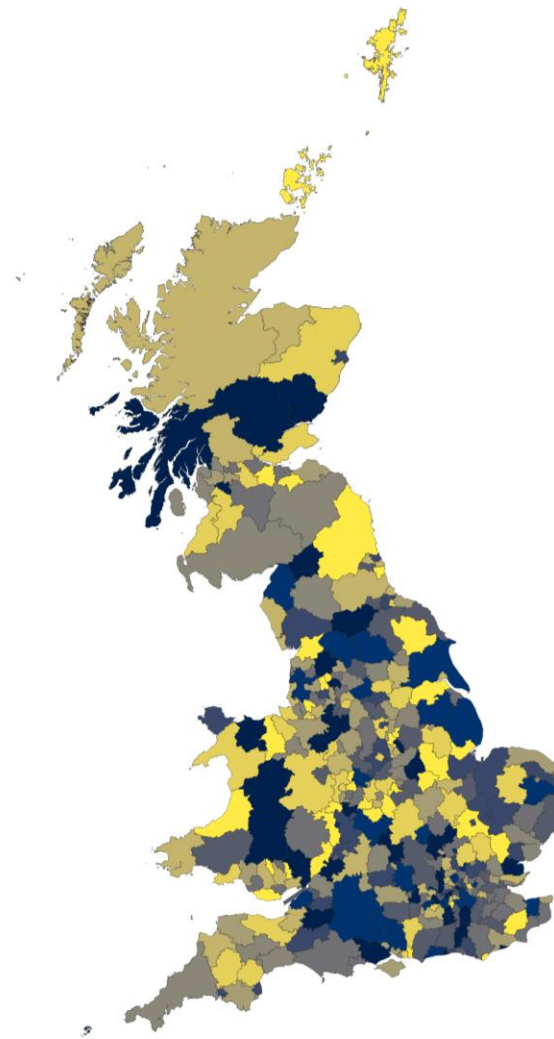


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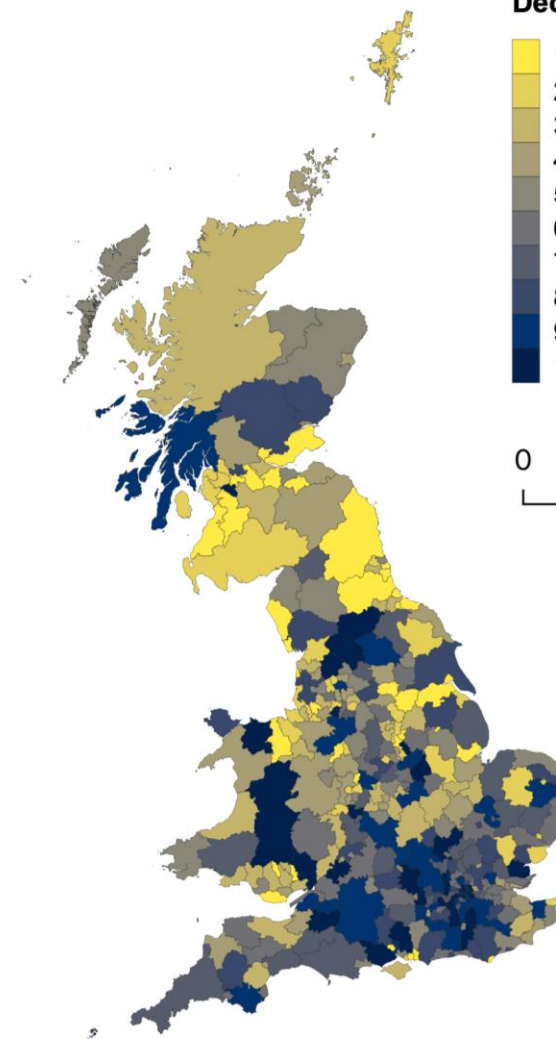
Map 1: % of 'Genuine' Customers per Adult Population

Moran I statistic: 0.45 (p-value < 0.05)



Map 2: % of Self-Exclusion amongst 'Genuine' Customers

Moran I statistic: 0.03 (p-value = 0.12)



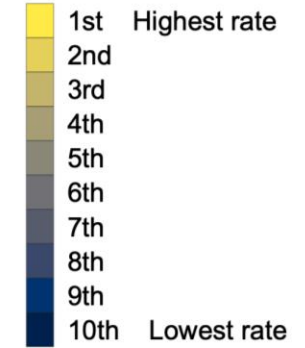
Map 3: % of Self-Exclusion amongst Adult Population

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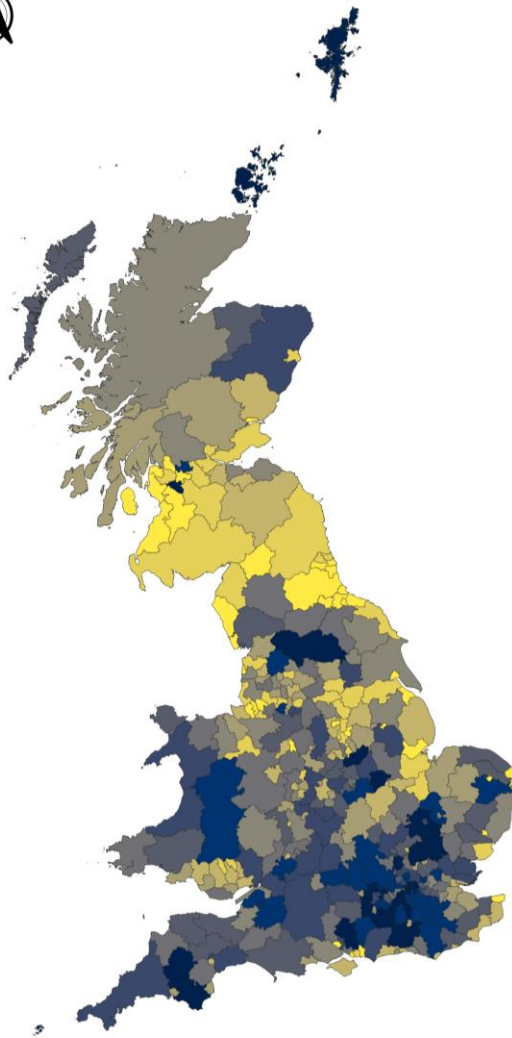
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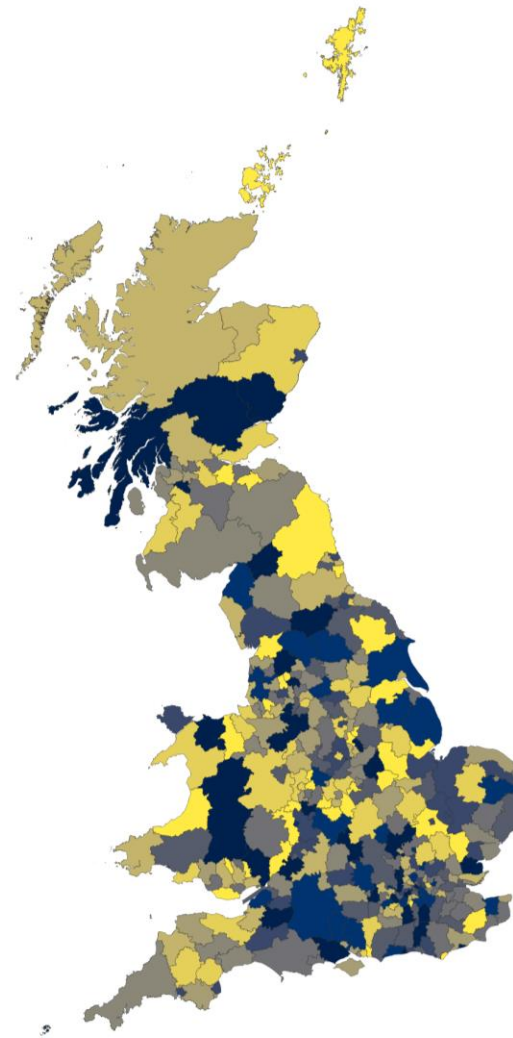


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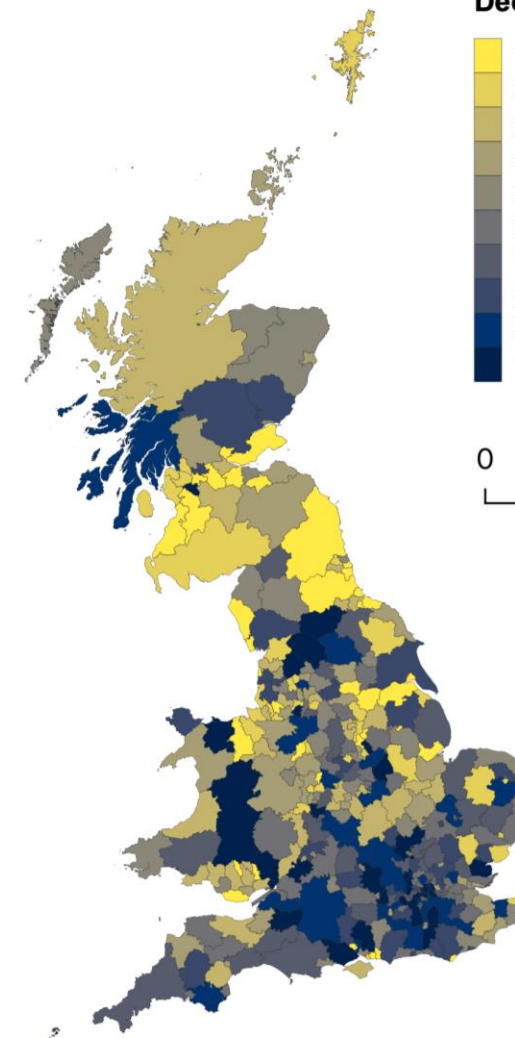
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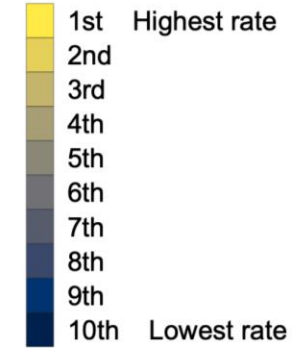
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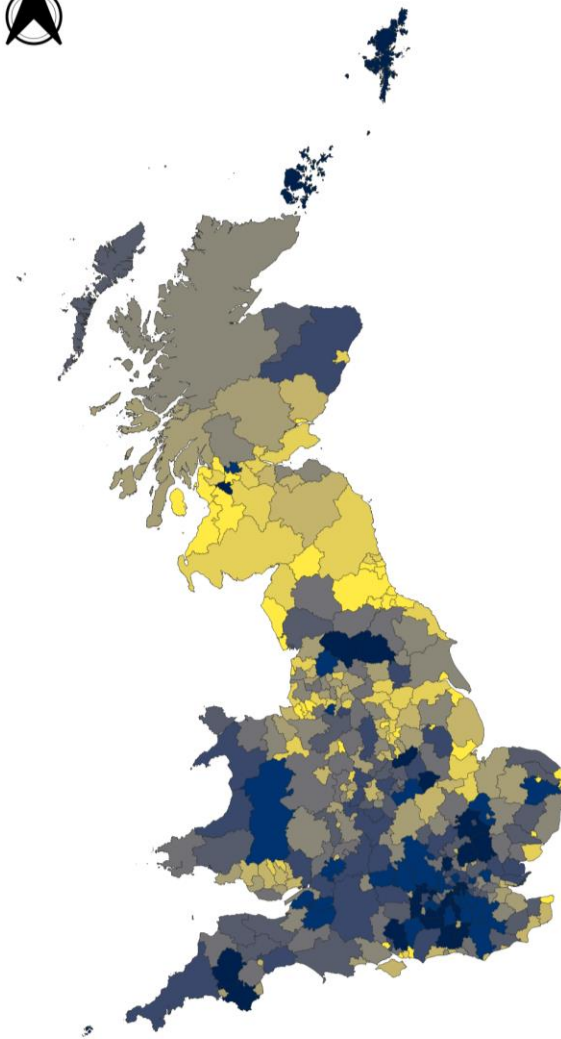
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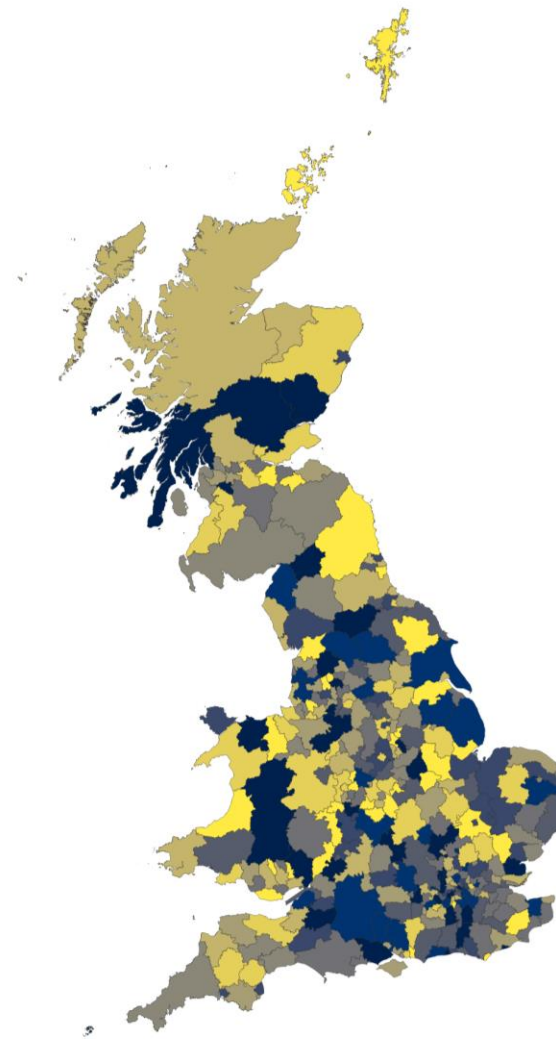


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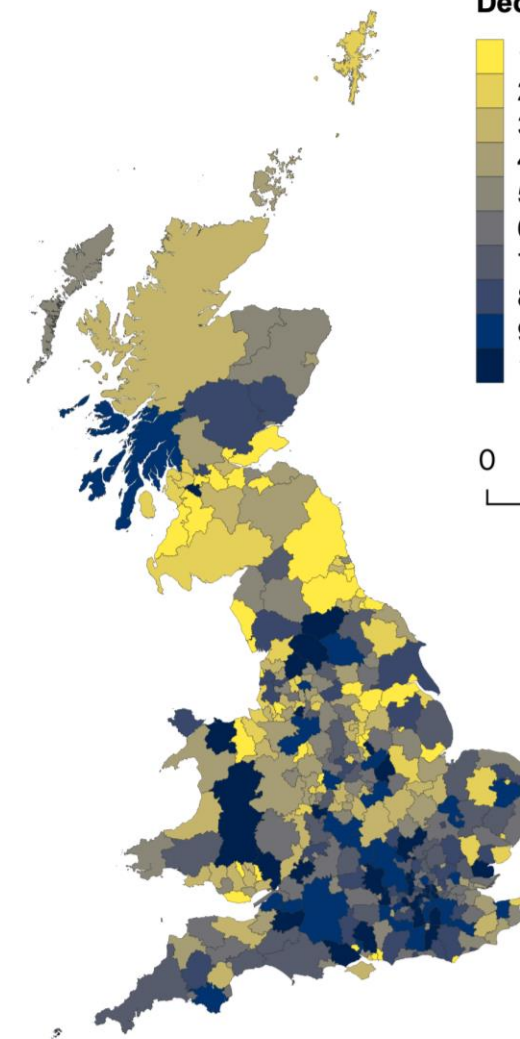
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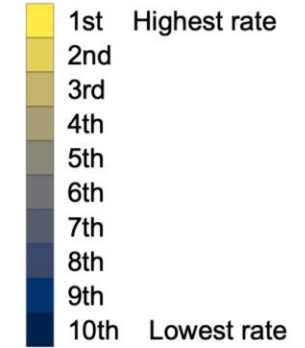
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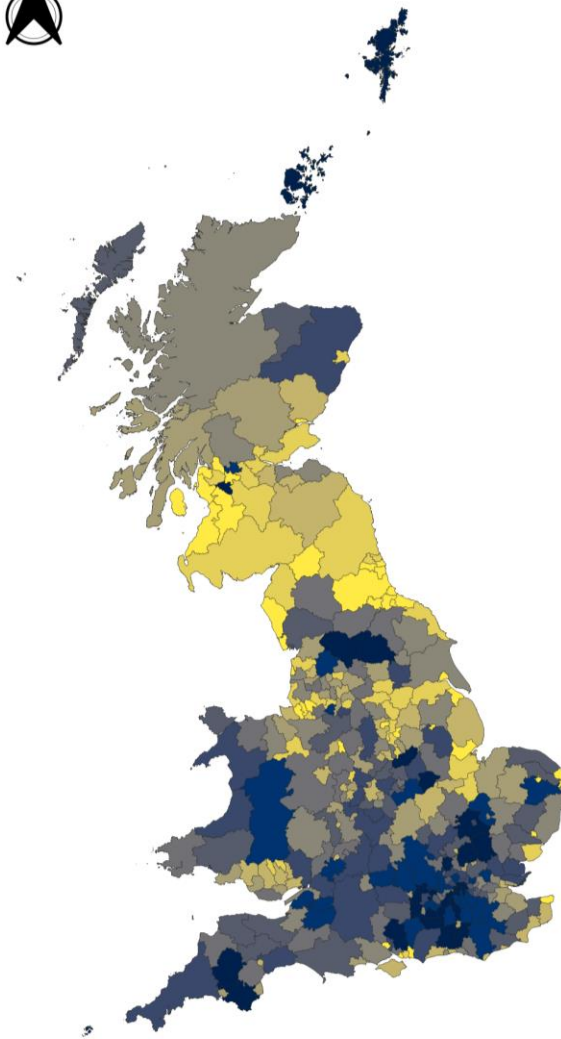
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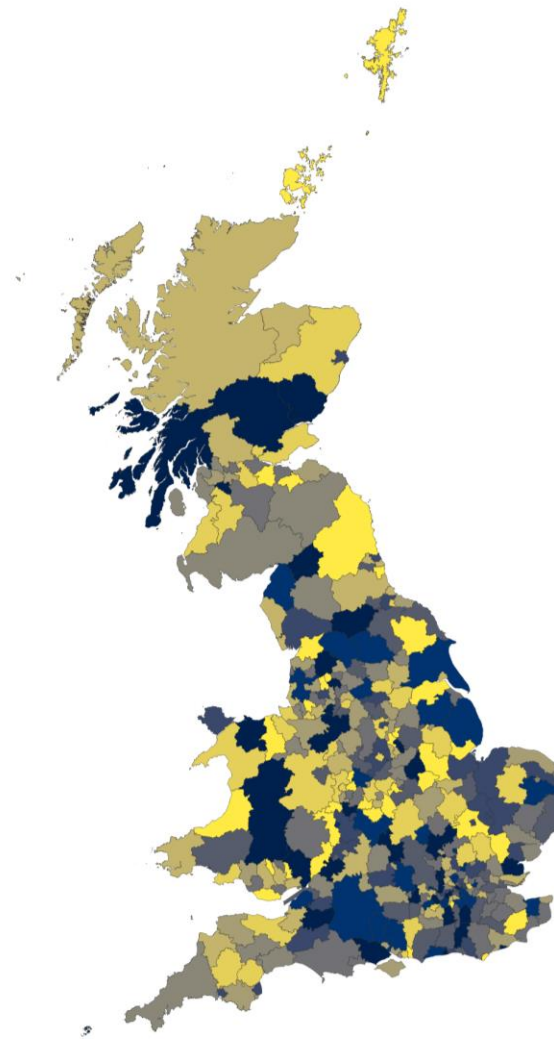


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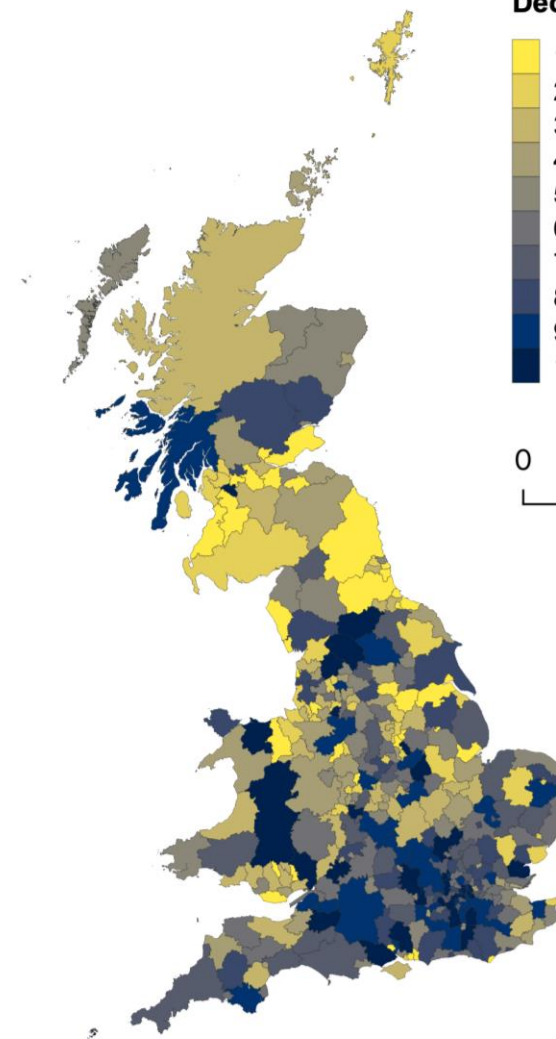
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Calculating the Index Score (IS)

$$IS_i = \frac{\left(\frac{n_i}{n_{gb}}\right)}{\left(\frac{Pop_i}{Pop_{gb}}\right)}$$

Where:

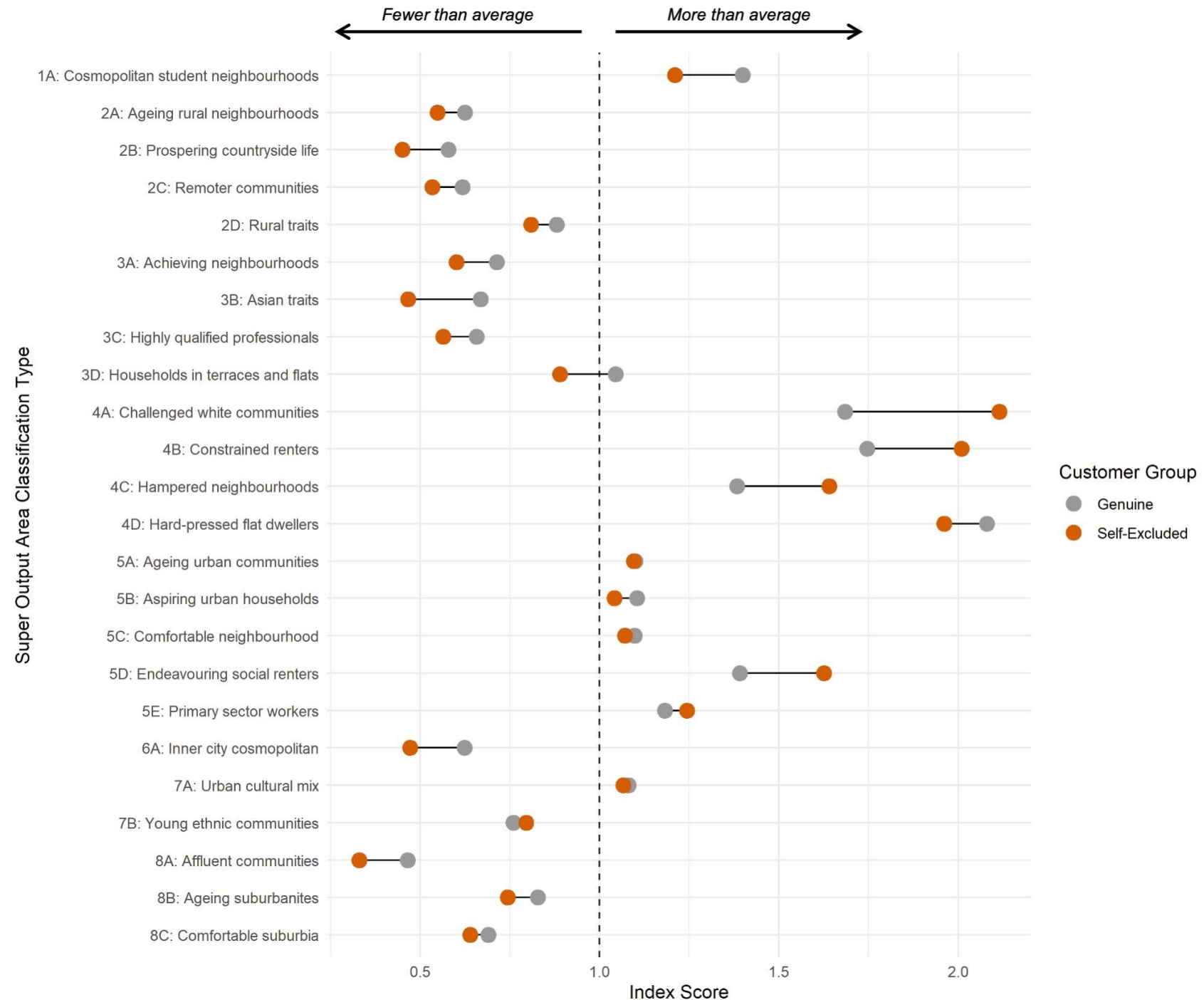
n_i = the number of customers in class i

n_{gb} = the total number of customers in GB

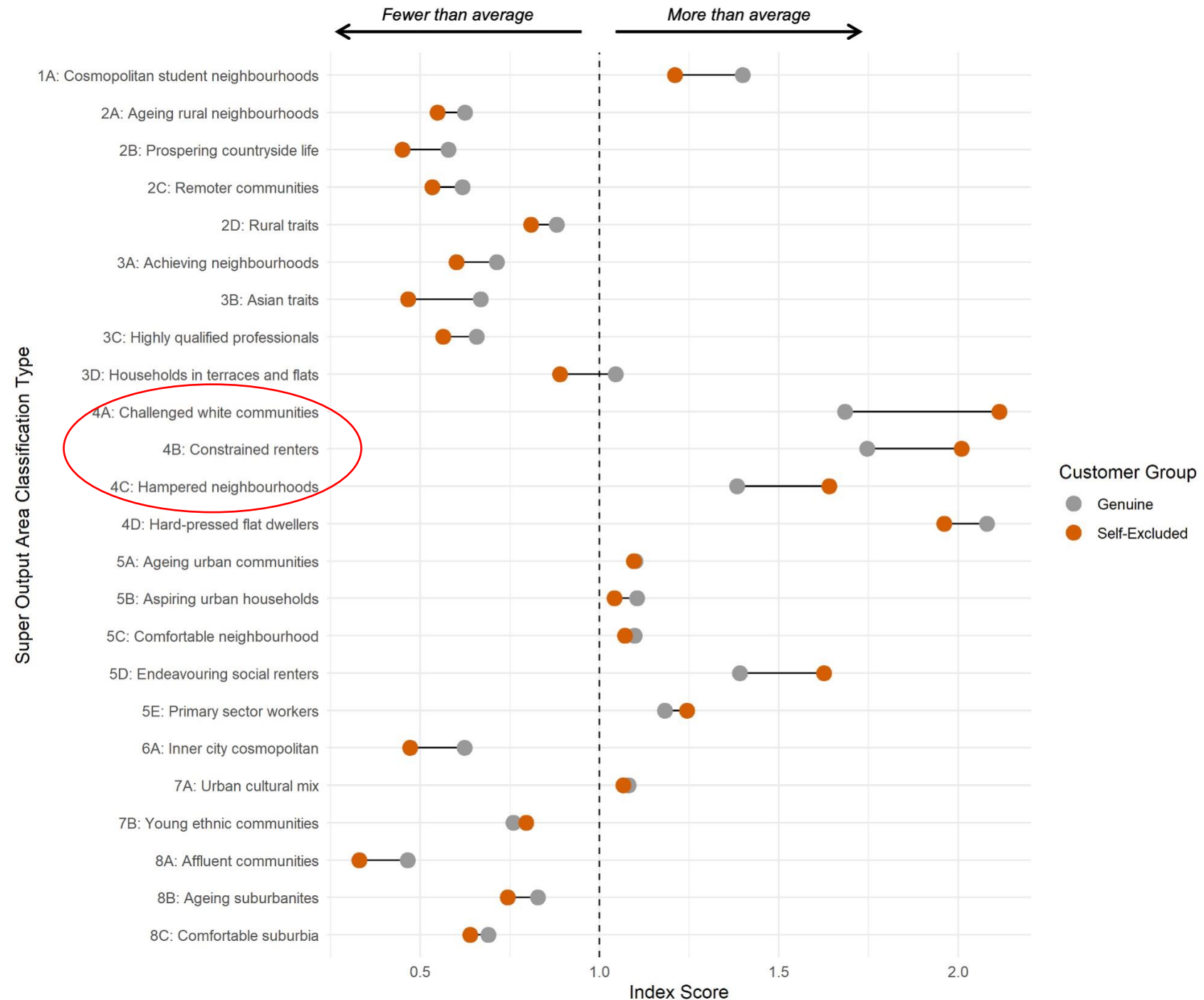
Pop_i = the adult population in class i

Pop_{gb} = the adult population in GB

Index Scores for Each Super Output Area Classification Type



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What Next?

› Socio-demographic Characteristics

- Age
- Gender
- Deprivation levels by domains
- Proximity to gambling outlets
- Etc.

› Patterns of Play

- Frequency of play
- Stake amount
- Win/loss amount
- Maximum Bet Return
- Frequency of deposit
- Deposit amount
- Time of the day/week/month/year played
- Number of products played
- Number of accounts held
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End Point

- › Can we create our own conceptualisation of 'risk of gambling harm'?

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 - Devise a geodemographic classification to create a GB-wide typology of online gambling behaviour
 - Highlight the spatial prevalence of risk which can be used by public health actors

Questions?

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