



Understanding and Managing Gaming Behaviour:

A comprehensive Safer Gambling Guide

Approved by Executive Management and Board of Directors

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I.

The Importance of Safer Gambling

In today's rapidly evolving gambling landscape, the importance of safer gambling practices cannot be overstated. With the increasing accessibility of gambling through digital platforms and traditional venues, understanding and maintaining control over gambling behaviour has become crucial for player wellbeing. Recent statistics from the UK Gambling Commission indicate that approximately 0.7% of the population experiences problem gambling, with a further 1.5% at moderate risk.

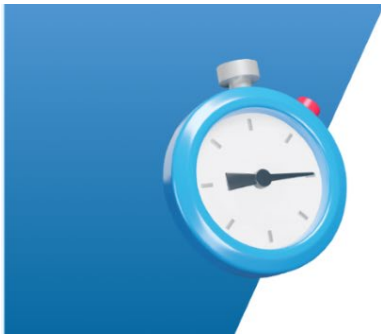
Safer gambling practices serve multiple essential purposes:

- Protection of vulnerable individuals from gambling-related harm
- Early identification of potentially problematic gambling patterns
- Prevention of financial difficulties associated with excessive gambling
- Maintenance of gambling as an entertainment activity rather than a compulsive behaviour
- Support for individuals in maintaining control over their gambling activities

The implementation of safer gambling measures benefits not only individual players but also their families and the broader community. By promoting responsible gambling practices and providing tools for self-assessment and control, we can help ensure that gambling remains an enjoyable leisure activity while minimising its potential negative impacts.

iGamingCare Self-Assessment Test

Our self-assessment test has been developed based on established screening tools from leading responsible gambling organisations, including GamCare, GambleAware, and The National Council on Problem Gambling (NCPG). It is designed to help you understand your gambling behaviour and identify potential risks.



Check in with yourself in 2 minutes.

Are you starting to worry about your gambling habits? This quick self-assessment quiz will give you a better understanding of where you stand and point you towards helpful resources.

[Take Test](#)

Test Structure and Methodology

The assessment consists of 10 questions about your gambling habits and behaviours. Each question can be answered with:

- Never (0 points)
- Sometimes (1 point)
- Most of the time (2 points)
- Always (3 points)

iGamingCare Self-Assessment Test

1. Do you ever feel worried about your gambling?
2. Sometimes I lose track of time when I am gambling."
3. Have there ever been periods when you needed to gamble with increasing amounts of money or with larger bets than before to get the same feeling of excitement?
4. Sometimes, I gamble more money than I intend to."
5. After losing money, do you return another day to try to win it back?
6. Have you ever felt restless or irritable when trying to stop, cut down, or control your gambling?
7. Have you tried and not succeeded in stopping, cutting down, or controlling your gambling three or more times in your life?
8. Have you ever gambled to escape from personal problems or to relieve uncomfortable feelings such as guilt, anxiety, helplessness, or depression?
9. People close to me think that I gamble too much."
10. Have you ever taken money that didn't belong to you from family members, friends, or anyone else in order to pay for your gambling?

Scoring Categories and Interpretation

Low-Risk Result (0-10 points): This score suggests your gambling behaviour appears to be under control. However, it is important to continue monitoring your habits and maintain responsible gambling practices. Remember to set clear limits on both time and money spent gambling. Consider gambling as entertainment rather than a way to make money.

At-Risk Result (11-30 points): This score indicates signs of problematic gambling behaviour that may require attention and support from gambling support services. Early intervention allows you to regain control before the situation becomes more serious. Consider speaking with a counsellor or reaching out to a gambling support

helpline. You're not alone in this, and many people have successfully overcome similar challenges with proper support.

Important Considerations

- This test serves as a guide only and does not constitute professional advice
- All responses are confidential
- Be honest with your answers for the most accurate assessment
- If you are concerned about your gambling, regardless of your score, we encourage you to seek support



You're showing clear signs of problematic gambling behavior.

Your responses suggest you may be experiencing some negative impacts from gambling. This is important to address now, as gambling problems can escalate quickly. You're not alone – many people face similar challenges, and help is available:

- Find [a treatment facility near you](#).
- Consider [self-excluding from gambling](#) venues and online platforms.
- Talk to a trusted friend or family member about your concerns.

Remember: Seeking help is a sign of strength, not weakness. Many people have overcome gambling problems with proper support. Take action now to prevent further harm to your financial and personal well-being.

Post-Assessment Support and Resources

Based on your results, we provide tailored recommendations and resources for maintaining healthy gambling habits or seeking additional support if needed. Remember, reaching out for help is a sign of strength, not weakness.

Support Resources

If you need to talk to someone about your gambling behaviour, these organisations are here to help:

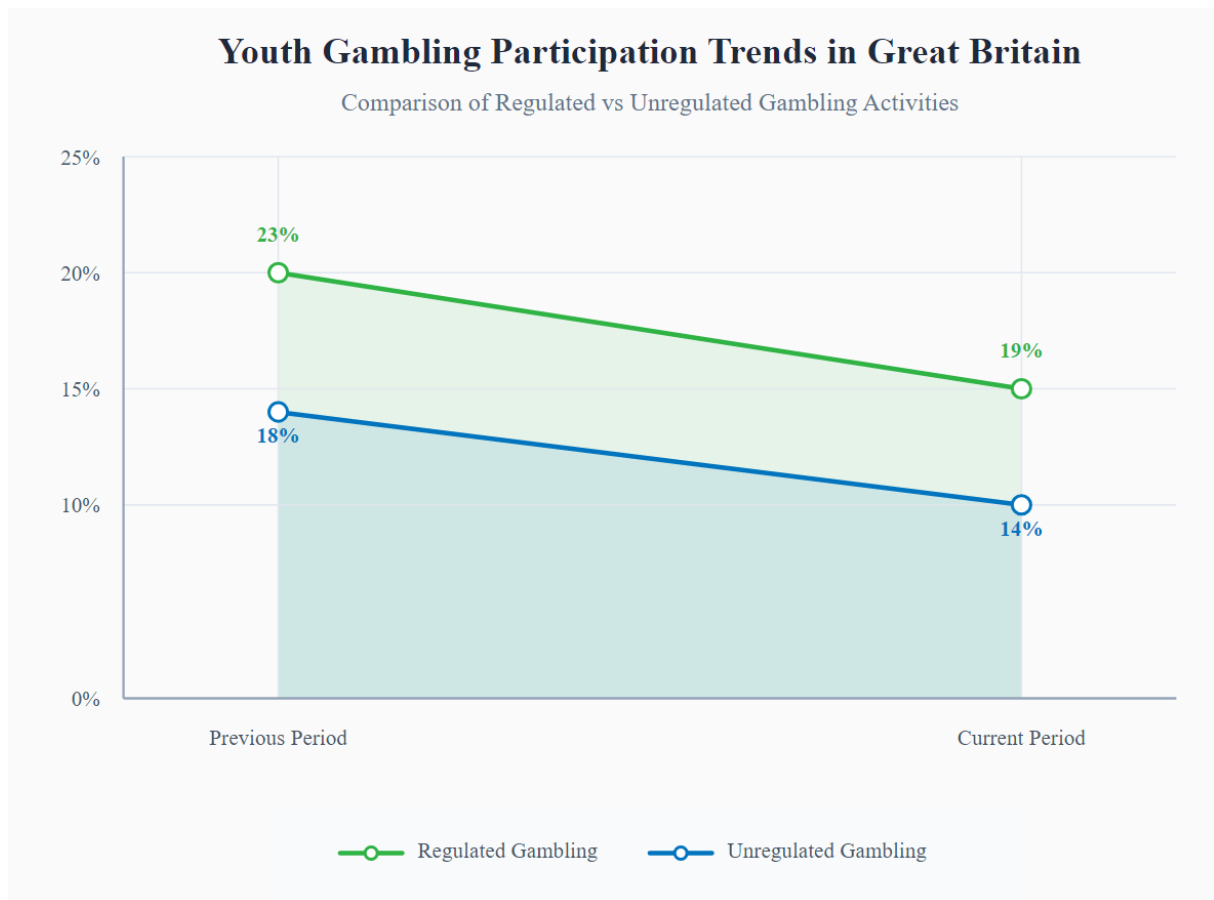
- GamCare: 0808 8020 133 (24/7 helpline)
- NCPG: +1 202 547 9204
- GambleAware: www.gambleaware.org
- Gamblers Anonymous International: www.gamblersanonymous.org
- National Problem Gambling Clinic: For NHS gambling support

Remember, gambling should always be about entertainment, not a way to make money or escape problems. If you ever feel your gambling is becoming problematic, find a [professional gaming help near you](#) and take action immediately.

II.

Understanding the Current Landscape

The gambling landscape, as exemplified by Great Britain's case, reveals a complex tapestry of behaviours, preferences, and market engagements among young people. Recent research conducted through extensive surveys and behavioural analysis in the UK shows that 19% of young people participate in regulated gambling activities, compared to 14% who engage in unregulated gambling. This preference for regulated markets in Britain, while notable, represents a decline from previous years, where regulated gambling stood at 23% and unregulated at 18%.



The significance of this decline cannot be understated. It potentially signals a fundamental shift in youth attitudes toward gambling or may reflect the growing success of safer gambling initiatives. More importantly, it suggests that young people are becoming increasingly discerning in their gambling choices, with a clear preference for environments that offer structure and protection.

The Nature of Market Participation

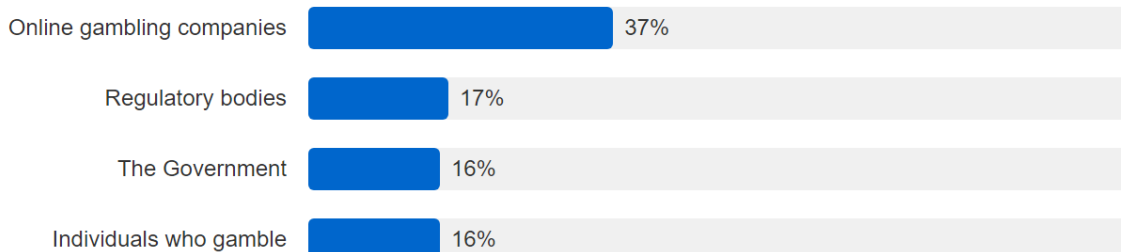
When examining gambling behaviours more closely, the distinction between regulated and unregulated participation proves particularly revealing. The headline figure of 19% participation in regulated gambling activities requires careful interpretation. When arcade gaming machines – which can be legally played by young people – are excluded from the analysis, participation in regulated gambling drops dramatically to just 4%.

This stark difference illuminates several crucial aspects of youth gambling:

- The significant role of arcade gaming in youth gambling experiences
- The potential masking effect of legal youth gambling activities on overall statistics
- The importance of distinguishing between different types of regulated gambling
- The need for a nuanced interpretation of gambling participation data

Responsibility for Online Gambling Support

Survey of adults aged 18-75 in Great Britain



Public opinion regarding responsibility for gambling support is equally revealing. When surveyed, 37% of British adults aged 18-75 believed online gambling companies should bear primary responsibility for providing support to those affected by harmful gambling behaviours. Regulatory bodies (17%), the Government (16%), and individual gamblers (16%) were seen as having significantly less responsibility.

The regulated market environment typically provides:

Professional Oversight

- Trained staff monitoring gambling behaviour
- Regular compliance checks
- Implementation of age verification
- Problem gambling intervention protocols

Consumer Protection

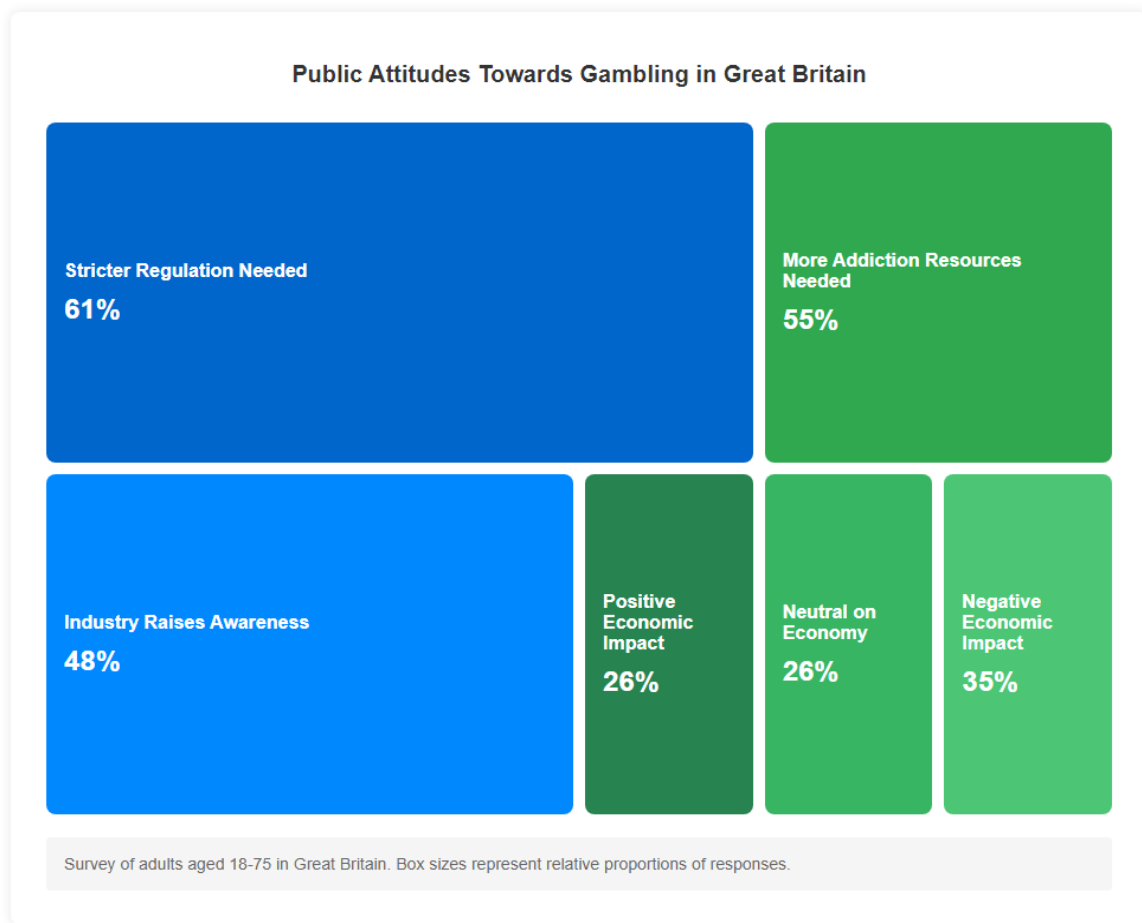
- Clear terms and conditions
- Fair play guarantees
- Transparent odds and payouts
- Secure payment systems

Social Context and Cultural Dimensions

The environment in which young people encounter gambling significantly influences their market engagement. In regulated settings, young people typically experience gambling under structured conditions with professional oversight. These encounters often occur with adult supervision, particularly parental guidance, creating a framework where gambling activities can be monitored and potentially problematic behaviours identified early.

The unregulated gambling landscape tells a different story. Here, young people's experiences are deeply embedded in social and family contexts. Card games at home, informal bets between friends, and family-based gambling activities create a more fluid environment where the lines between entertainment and gambling often blur. While these settings might feel safer due to their familiar nature, they lack the formal safeguards that regulated environments provide.

Cultural factors and public sentiment play vital roles in shaping market dynamics. Research reveals that young people from white ethnic backgrounds demonstrate higher participation rates in both regulated and unregulated gambling (27%) compared to those from minority ethnic backgrounds (21%). This disparity suggests deep-rooted cultural influences on gambling behaviour. Public opinion strongly favours enhanced oversight, with 61% of British adults aged 18-75 supporting stricter government regulation of gambling activities.



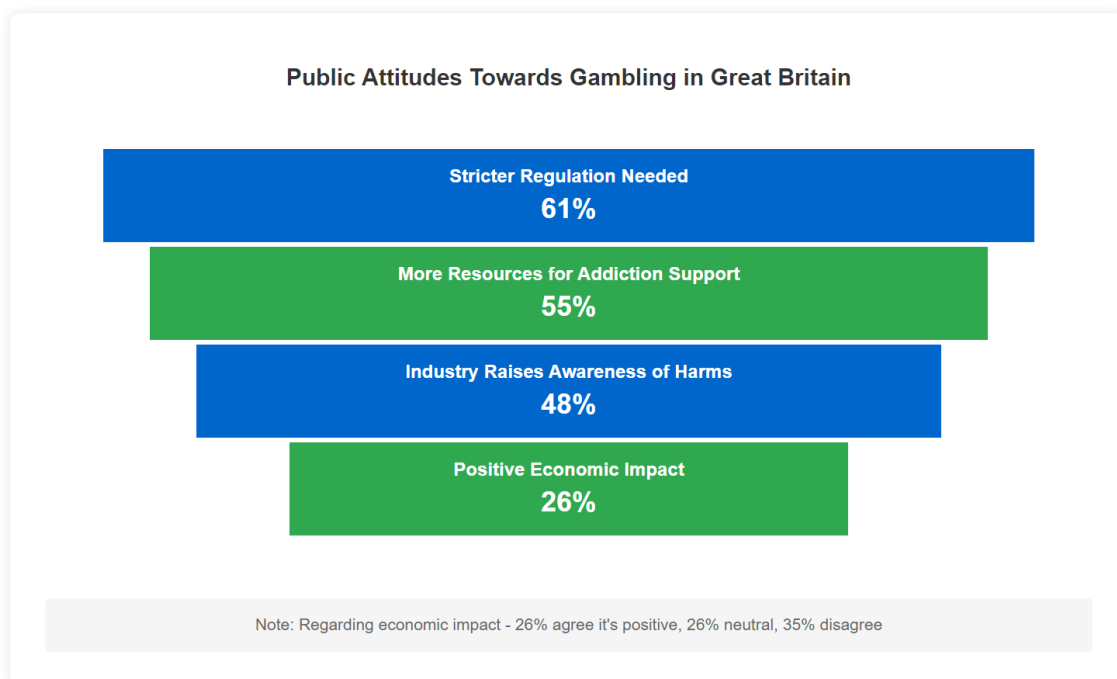
The public's view on gambling's broader impact remains complex. While almost half (48%) acknowledge the gambling industry's efforts to raise awareness about excessive gambling harms, opinion is divided on its economic benefits - 26% see a positive impact on the British economy, 35% disagree, and 26% remain neutral. Notably, 55% of adults believe the Government should allocate more resources to addressing gambling addiction, highlighting a clear public mandate for enhanced support services.

These findings emphasize the need for both culturally sensitive approaches to safer gambling initiatives and a stronger regulatory framework that reflects public concerns while maintaining economic balance.

The Influence of Family and Peer Groups

The profound influence of family life on gambling behaviours emerges clearly from the research data. More than a quarter of young people have observed gambling within their family circle, creating early exposure to these activities that shape their perceptions and future behaviours.

This exposure manifests in complex ways – while one in seven young people report experiencing tensions at home related to gambling activities, highlighting potential strain on family relationships, others note perceived benefits. Roughly one in eight young people indicate that gambling has helped finance family activities.



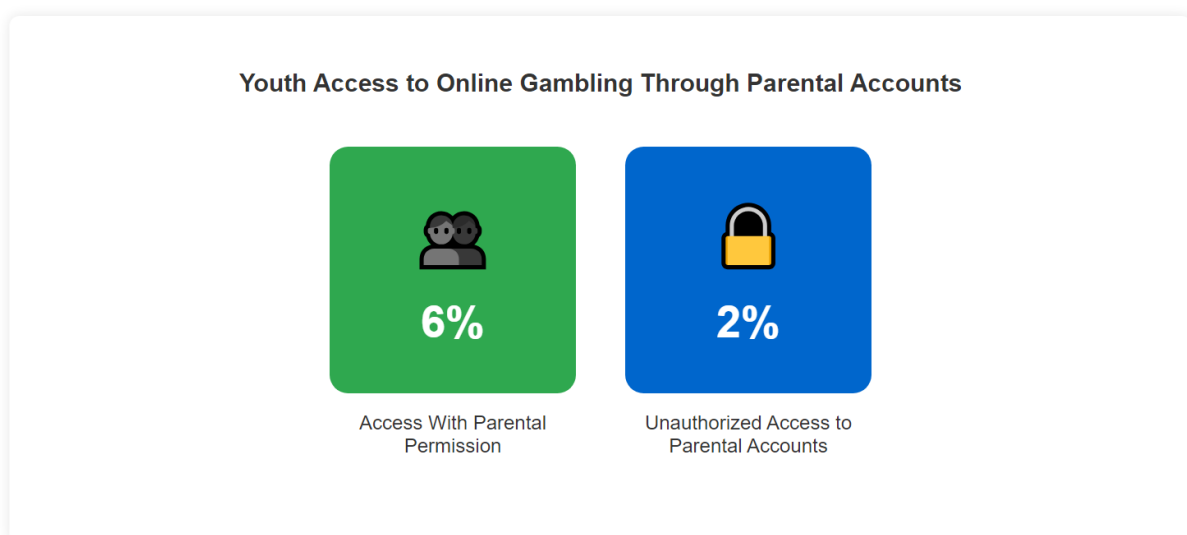
This complexity is further reflected in broader public sentiment, where three in five British adults (61%) support stricter government regulation, while opinions remain divided on gambling's economic impact – 26% see it as positive, 35% as negative, and 26% remain neutral.

Perhaps most tellingly, when young people do engage in gambling activities, they rarely do so alone – three-quarters are accompanied by parents or guardians, suggesting that gambling often functions as a family activity rather than a solitary pursuit.

This parental presence, while potentially providing supervision, also normalises gambling behaviour and may influence young people's future gambling patterns. Against this backdrop, almost half of adults (48%) acknowledge the industry's efforts to raise awareness about excessive gambling harms, while 55% advocate for increased government resources for addiction support, highlighting the complex interplay between family dynamics and broader societal responses to gambling-related challenges.

Digital Transformation and Market Access

The digital revolution has fundamentally transformed how young people access and engage with gambling markets. Online platforms have created new pathways to both regulated and unregulated gambling opportunities, though current participation rates suggest young people's engagement with digital gambling remains relatively low. Only 1% of young people participate in eSports betting, with similar percentages engaging with online betting websites and casino games.



More concerning is the emergence of parental account usage as a gateway to online gambling. While 6% of young people report using their parents' accounts with permission, a smaller but significant 2% admit to accessing these accounts without authorisation.

These figures highlight a new challenge in the digital age: how traditional family dynamics and supervision translate into the online space, where boundaries can become blurred and parental oversight may inadvertently enable access to age-restricted gambling activities.

Market Evolution and Future Implications

The gambling landscape continues to undergo dramatic transformation, driven by twin forces of technological advancement and social change. Today's young people approach gambling with different attitudes than previous generations, shaped by their experiences as digital natives and influenced by evolving cultural norms.

Social media plays an increasingly central role in shaping perceptions and behaviours around gambling while changing family structures and peer group dynamics influence how young people engage in gambling activities.

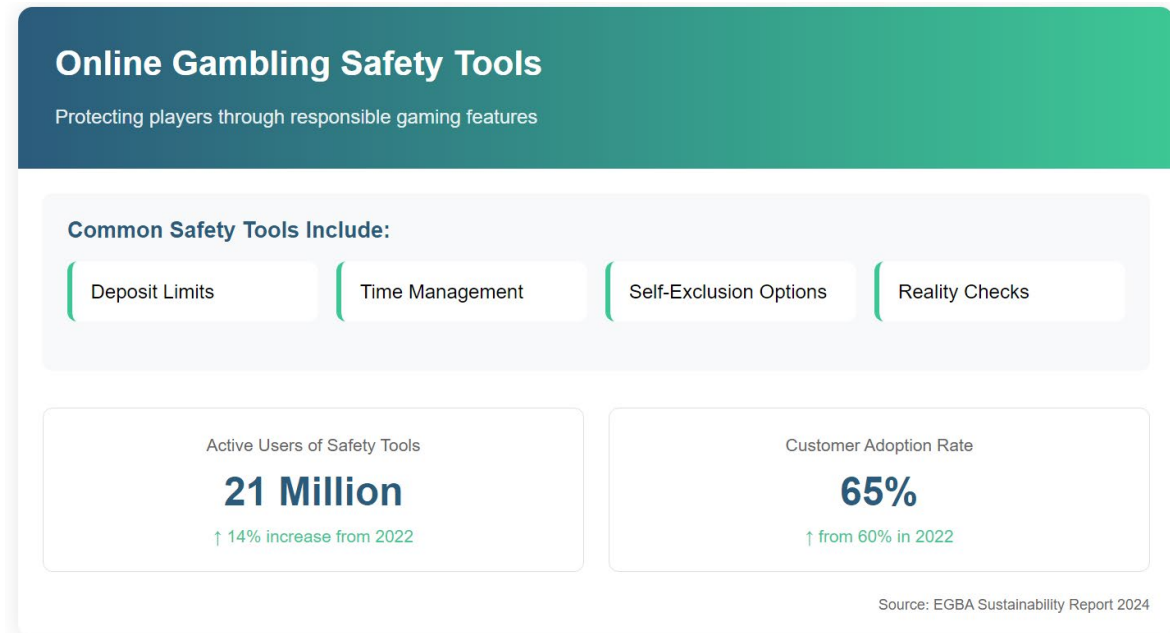
Understanding these market preferences helps inform more effective policies and interventions. It suggests that successful safer gambling initiatives must balance protection with the reality of how young people encounter and engage with gambling in their daily lives. This understanding becomes particularly crucial as new forms of gambling emerge and traditional boundaries between markets continue to evolve.

III.

Introduction to Safety Tools Adoption

The landscape of online gambling has witnessed a remarkable transformation in recent years, particularly in the implementation and adoption of safety tools.

According to the [EGBA Sustainability Report 2024](#), the industry has reached a significant milestone in 2023, with 21 million customers now utilising one or more safety tools in their gambling accounts. This represents a substantial 14% increase from the previous year and encompasses 65% of total customers, up from 60% in 2022.



Voluntary Adoption Trends

Perhaps one of the most encouraging developments in safer gambling is the increasing voluntary adoption of safety tools. The EGBA data reveals that 12.1 million customers, representing 37% of all users, chose to implement safety tools voluntarily in 2023. This marks a significant increase from 30% in 2022, suggesting growing awareness and acceptance of responsible gambling measures among players.

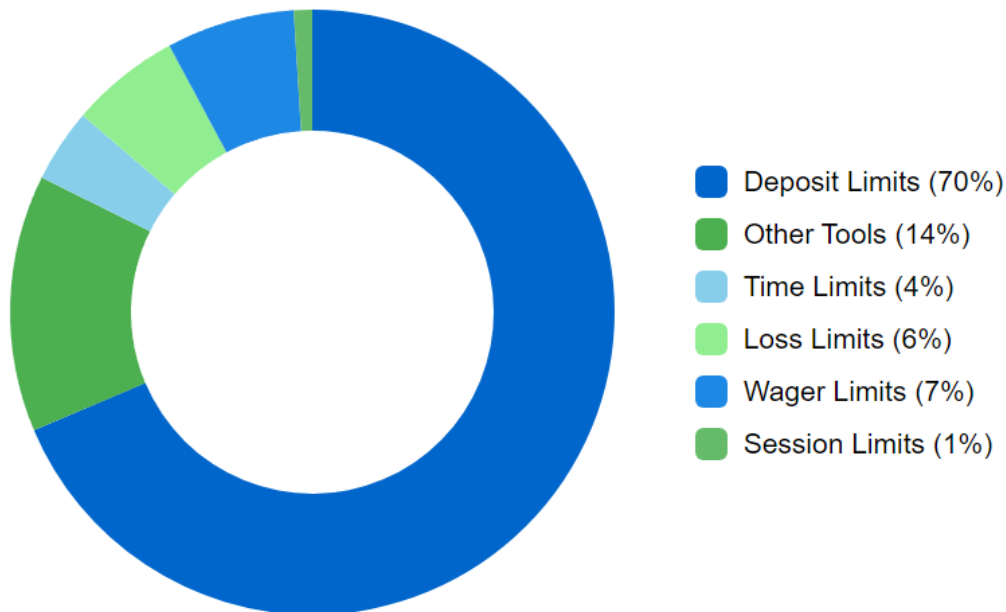
Deposit Limits and Their Impact

The data shows a clear preference among users for specific safety tools. Deposit limits emerge as the overwhelmingly popular choice, with 70% of customers who voluntarily use safety tools opting for this feature in 2023, up from 67% in 2022. This trend aligns with the broader industry push toward financial responsibility in gambling activities.

The adoption of deposit limits has shown remarkable growth over the past three years. Starting from a modest 16% of customers implementing these limits in 2021, the industry witnessed a significant jump to 23% in 2022.

This upward trajectory continued into 2023, when 27% of customers chose to set deposit limits on their accounts. This steady year-over-year increase demonstrates not only growing player awareness of responsible gambling tools but also suggests an evolving culture of self-regulation within the online gambling community.

Safety Tools Distribution 2023



Diverse Protection Measures

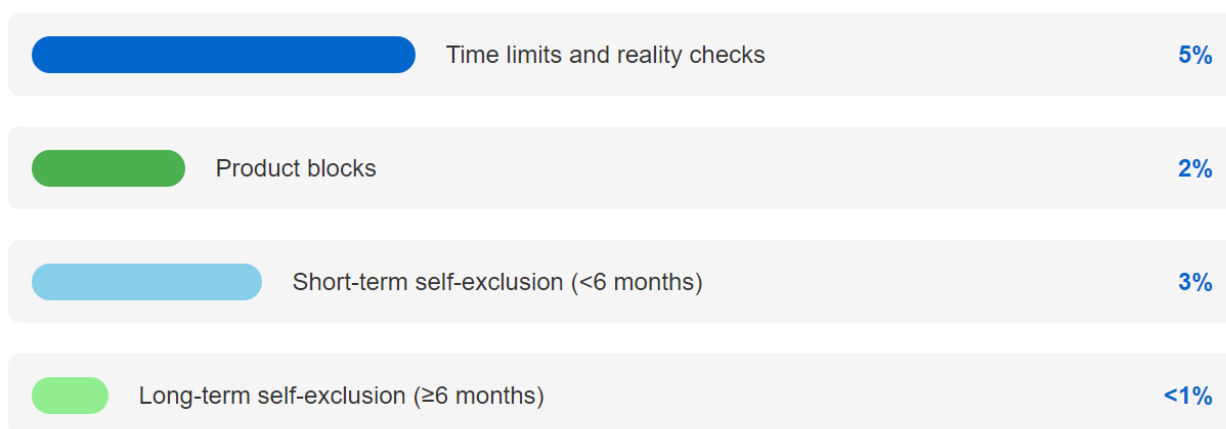
While deposit limits remain the frontrunner in safer gambling tools, the industry recognises that effective player protection requires a diverse array of options to address different aspects of gambling behaviour.

Each tool serves a unique purpose in the safer gambling ecosystem, from managing time spent on platforms to creating barriers for specific products that players find particularly challenging. The EGBA report highlights how operators have developed a comprehensive toolkit that allows players to customise their gambling experience according to their individual needs and risk factors.

These tools reflect the industry's understanding that gambling-related harm manifests in various ways, and no single approach can address all potential issues.

Some players benefit from temporal restrictions, others from product-specific limitations, and some require complete breaks from gambling activities. Current adoption rates show:

Diverse Protection Measures

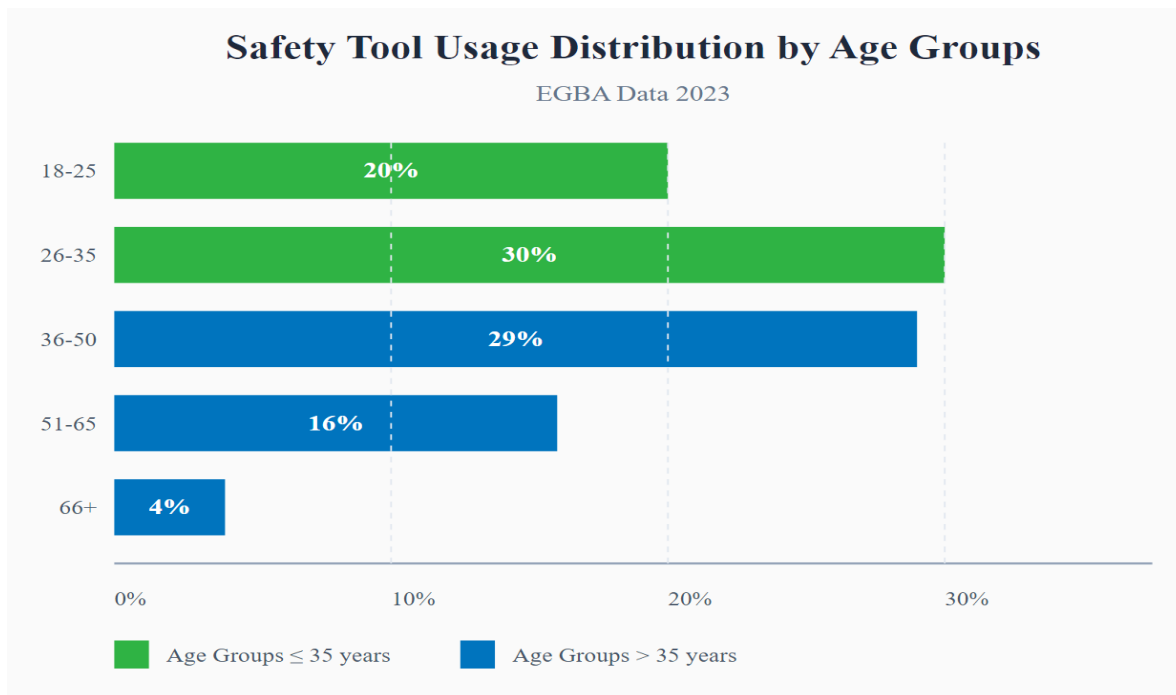


Demographic Analysis of Safety Tool Usage

The EGBA data presents a fascinating picture of safety tool adoption across age groups. In 2023, nearly half (49%) of customers who voluntarily used safety tools were 35 years or younger, revealing a striking generational pattern in responsible gambling practices.

The most notable engagement comes from young adults in their late twenties to mid-thirties, representing 30% of safety tool users. Close behind are those in their prime working years between 36 and 50, accounting for 29% of users.

Perhaps most significantly, one-fifth of all safety tool users were young adults aged 18-25, demonstrating strong early adoption among those new to gambling. Middle-aged players between 51 and 65 made up 16% of users, while seniors over 66 represented a smaller but still notable 4% of the safety tool user base.



Safety Messages and Their Impact

The EGBA report demonstrates a significant increase in safer gambling communication efforts. In 2023, operators sent 67.6 million safety messages to customers, representing a 49% increase from the previous year. Of these communications:

- 23.7 million messages were personalised based on player behaviour
- Personalised messages increased by 9% from 2022
- 35% of all safety messages were personalised

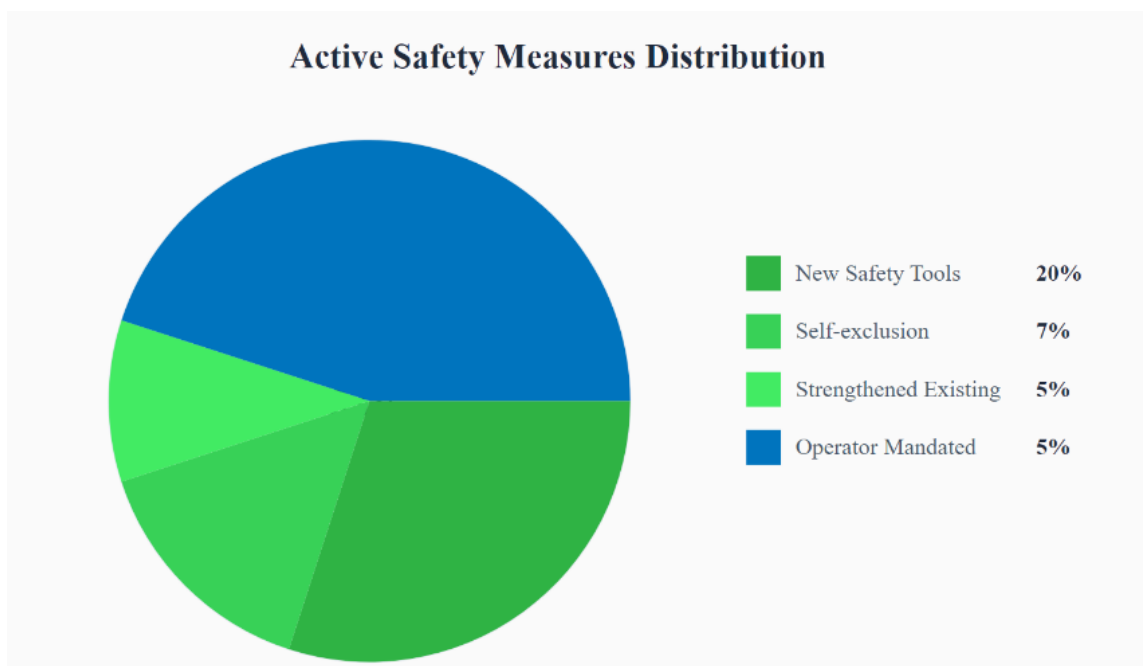
The delivery of safety messages shows clear preferences in methodology:

- 70% through on-screen pop-ups
- 25% via email
- 1% through phone calls (approximately 160,000 calls)
- 4% through other channels including SMS

Effectiveness of Safety Measures

The EGBA data provides encouraging evidence of the effectiveness of safety messages in modifying player behaviour. A significant majority, 65% of customers showing potentially problematic play, demonstrated positive changes following an intervention.

Breaking this down further, nearly half (45%) showed clear improvements in their playing patterns, while equal portions of 10% either completely ceased gambling activities or maintained stable playing patterns. However, the data also reveals ongoing challenges, with 35% of players showing no improvement after receiving safety messages.



Player engagement with safety interventions shows promising results, with nearly a third (32%) of customers taking proactive steps to enhance their gambling safeguards. One in five players activated entirely new safety tools, while 5% chose to strengthen their existing protections.

Additionally, 7% took the significant step of self-excluding from gambling activities. The operators also played an active role, mandatorily implementing safety tools for 5% of customers showing concerning behaviour patterns.

Employee Training and Development

The EGBA report highlights a strong industry commitment to safer gambling through comprehensive employee training initiatives. In 2023, the industry achieved a significant milestone, with 80% of all employees completing dedicated safer gambling training programmes.

This training strategy adopts a multi-tiered approach, ranging from essential refresher courses for general staff to intensive specialised training for dedicated, safer gambling teams. The comprehensive nature of this programme extends beyond just customer-facing roles, ensuring that employees across all corporate functions understand and can support the organisation's safer gambling objectives.

This holistic approach to employee education demonstrates the industry's recognition that effective, safer gambling practices require engagement and understanding at every organisational level. The high participation rate suggests that safer gambling has become deeply embedded in operational standards rather than remaining merely a compliance requirement.

Future Implications and Industry Evolution

The comprehensive data from EGBA's Sustainability Report 2024 suggests several important trends and implications for the future of safer gambling:

Growing Acceptance: The steady increase in voluntary adoption of safety tools indicates growing player acceptance of responsible gambling measures. This trend suggests that safer gambling tools are becoming normalised within the online gambling experience.

Youth Focus: The high proportion of younger users implementing safety tools suggests both increased awareness among this demographic and the importance of continued focus on youth protection measures.

Communication Evolution: The significant increase in safety messages, particularly personalised communications, indicates an industry shift toward more proactive and targeted player protection strategies.

The EGBA Sustainability Report 2024 data presents a comprehensive picture of an industry increasingly focused on player protection and responsible gambling. The growing adoption of safety tools, particularly among younger players, combined with the effectiveness of safety messages and interventions, suggests that safer gambling measures are having a meaningful impact on player behaviour.

The trends identified in this analysis point toward a future where safer gambling tools become an increasingly integral part of the online gambling experience, supported by sophisticated communication strategies and comprehensive employee training programmes. As the industry continues to evolve, these data-driven insights will be crucial in shaping future player protection initiatives and ensuring the continued development of effective, safer gambling measures.

Conclusion

The evolution of safer gambling practices has reached a new milestone with this extensive research and implementation guide. Our proudest achievement, the self-assessment test, developed in collaboration with leading organisations, provides players with a sophisticated yet accessible tool for evaluating their gambling behaviour. This, combined with our detailed market analysis and implementation of cutting-edge safety tools, demonstrates our commitment to creating a safer gambling environment.

The encouraging trends in safety tool adoption, particularly among younger players, and our intervention strategies' effectiveness suggest that the industry is moving in the right direction. As we continue to evolve, our holistic approach – combining assessment, protection, and support – will be crucial in ensuring gambling remains an entertaining and safe activity for all participants.