

## Returning to the virtual casino: A contemporary study of actual online casino gambling

As online casinos expand and regulations loosen, the need for understanding internet casino gambling behavior increases.

Because self-report of gambling is often unreliable, studying records of actual casino gambling behavior provides a clearer picture.

### The Study

Summarized **individual bettor behaviors** on a **single casino site** over a 2-year period, with regards to their:

Gambling | Depositing | Withdrawing

The researchers also assessed whether there were **sub-groups of more involved bettors** on key gambling metrics:



Number of bets



Total stake



Net loss

This study followed a similar design, and used data from the same online casino site as a prior study (LaBrie et al., 2008) to determine whether trends have changed as the gambling environment evolves.

### Key Findings

The majority of bettors gambled modestly.

About **5% of bettors were highly involved** on **each key metric**:



Median of **34,501.5 bets placed**  
Compared to a median of 546.0 bets placed by the majority of bettors



Median **total stake of 138,662.9 euros**  
Compared to a median total stake of 1,091.8 euros for the majority of bettors



Median **net loss of 4,433.5 euros**  
Compared to a median net loss of 70.6 euros for the majority of bettors

Notably, when comparing the results of this study to LaBrie et al. (2008) **few differences were found.**

### More involved bettors:



Gambled more frequently and with larger amounts of money



Experienced a higher net loss



Deposited more frequently with larger amounts of money



Were more likely to use a credit card to deposit



Withdrew more frequently with larger amounts of money



Reversed more withdrawals

### Key Takeaway

This study provides evidence that online casino gambling behaviors on a single website have remained relatively stable over the past 10 years.

Though most bettors gamble within relatively safe ranges, a few gamblers are disproportionately involved and may be at risk for gambling harms.

**It is especially important for operators to monitor highly involved bettors for potential intervention.**