

Gambling business data on gambling during Covid-19 [Updated October 2020]

Data tables for operator data^[1]

Table 1: Total number of active players per vertical

Data from the biggest operators, covering approximately 80% of the online gambling market showing the number of active players on each vertical.

Note: a player may be active in more than one product, so these columns must not be summarised to give an overall total number of players.

	March 2019	March 2020	April 2020	May 2020	June 2020	July 2020	August 2020
Slots	2,095,824	2,618,165	2,559,242	2,443,130	2,458,305	2,473,813	2,421,051
Other gaming (incl. casino)	1,712,986	1,930,885	2,032,685	1,946,024	1,807,668	1,790,054	1,708,111
Betting (Real event)	5,200,165	4,635,552	2,073,998	2,237,619	4,041,427	4,193,052	3,788,151
Betting (Virtual)	206,664	388,786	558,067	287,777	244,219	224,054	203,561
Poker	266,294	408,316	626,304	557,317	418,260	350,541	314,315

Table 2: Total number of bets placed per vertical

Data from the biggest operators, covering approximately 80% of the online gambling market showing the number of bets placed on each vertical.

	March 2019	March 2020	April 2020	May 2020	June 2020	July 2020	August 2020
Slots	3,855,521,261	4,476,762,381	5,169,466,187	5,301,752,620	5,025,562,135	4,911,111,111	4,811,111,111
Other gaming (incl. casino)	250,562,248	257,311,436	322,283,690	314,964,935	282,817,505	281,111,111	281,111,111
Betting (Real event)	276,386,174	191,807,193	78,101,454	104,043,293	255,476,612	261,111,111	261,111,111
Betting (Virtual)	14,813,552	20,758,180	28,493,528	24,397,134	19,383,209	16,111,111	16,111,111
Poker	96,202,170	133,078,469	226,548,896	202,073,092	138,712,018	101,111,111	101,111,111

Table 3: Session length

Data from the biggest operators, covering approximately 80% of the online gambling market showing average session length in minutes and the number of sessions that lasted an hour or longer.

	March 2019	March 2020	April 2020	May 2020	June 2020	July 2020	August 2020
Av. session length (minutes)	26	22	22	22	21	21	21
Sessions >1hr	1,573,926	1,923,646	2,274,521	2,327,818	2,215,931	2,181,919	2,030,110

Table 4: Gross Gambling Yield^[1]

Data from the biggest operators, covering approximately 80% of the online gambling market showing the GGY from each vertical.

Note: March data includes the Cheltenham Festival

	March 2019	March 2020	April 2020	May 2020	June 2020	July 2020	August 2020
Slots	£162,345,550	£186,659,624	£169,033,423	£184,276,776	£166,468,891	£166,468,891	£166,468,891
Other gaming (incl. casino)	£60,749,253	£57,829,567	£76,952,429	£77,891,649	£68,527,685	£68,527,685	£68,527,685
Betting (Real Event)	£85,516,233	£160,950,242	£61,938,466	£101,352,941	£217,468,648	£217,468,648	£217,468,648
Betting (Virtual)	£6,618,687	£9,063,796	£12,818,108	£11,276,994	£9,560,200	£9,560,200	£9,560,200
Betting (eSports)	£50,223	£1,517,548	£3,393,637	£4,616,610	£3,472,951	£3,472,951	£3,472,951
Poker	£8,070,102	£12,069,504	£20,068,939	£18,335,269	£11,675,197	£11,675,197	£11,675,197
Other	£4,965,236	£4,684,760	£1,783,987	£1,815,272	£1,760,994	£1,760,994	£1,760,994

Licensed betting operator data

Absolute values are not directly comparable between these periods for several reasons including:

- Retail not in operation for a full month in March and June
- Phased openings; times and premises
- Local restrictions
- Impact of restrictions on other retail gambling sectors

Please be mindful of the date ranges in the tables below, where the 2020 periods cover a different number of days each time to reflect times premises were open.

Table 5: Number of bets/spins

Data from the biggest operators, covering approximately 85% of the retail betting market showing the number of bets/slips across available products.

	15-30 June 2019	1-20 March 2020	15-30 June 2020	1-31 July 2020	1-31 August 2020	% change from July 2020 to August 2020
Over the counter	35,272,619	37,441,423	15,475,557	57,115,911	59,884,966	5%
SSBT	3,887,440	5,604,738	2,630,472	7,155,888	7,194,518	1%
Machines	627,616,390	771,662,386	490,568,791	981,232,162	958,046,182	-2%

Table 6: GGY

Data from the biggest operators, covering approximately 85% of the retail betting market showing GGY across available products.

	15-30 June 2019	1-20 March 2020	15-30 June 2020	1-31 July 2020	1-31 August 2020	% change from July 2020 to August 2020
Over the counter	£45,627,400	£48,830,471	£21,458,870	£62,491,387	£71,204,098	14%
SSBT	£9,531,445	£15,971,095	£9,632,832	£23,150,370	£16,368,805	-29%
Machines	£45,067,634	£59,453,732	£41,571,866	£81,635,461	£79,939,968	-2%

Table 7: Machine sessions

Data from the biggest operators, covering approximately 85% of the retail betting market showing machines data.

	15-30 June 2019	1-20 March 2020	15-30 June 2020	1-31 July 2020	1-31 August 2020	% change from July 2020 to August 2020
Total number of sessions	5,915,334	6,815,675	3,462,297	7,762,246	7,670,923	-1%
# sessions >1hr	160,694	168,911	121,497	247,394	223,118	-10%

^[1] This should not be directly compared to GGY published in our Industry Statistics because this data is taken from a sample of approximately 80% of the online market.