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## Gambling business data on gambling during Covid-19 [Updated February 2021]

As a result of tightening of lockdown restrictions and the furloughing of many staff we did not request data from land-based operators for December and will restart collecting this data when they reopen.

The data tables below cover online gambling activity. [\[1\]](#)

### 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	September 2020
<b>Slots</b>	2,095,824	2,618,165	2,559,242	2,443,130	2,458,305	2,473,813	2,421,090	2,574,716
<b>Other gaming (incl. casino)</b>	1,712,986	1,930,885	2,032,685	1,946,024	1,807,668	1,790,054	1,708,111	1,647,659
<b>Betting (Real event)</b>	5,200,165	4,635,552	2,073,998	2,237,619	4,041,427	4,193,052	3,788,158	4,315,018
<b>Betting (Virtual)</b>	206,664	388,786	558,067	287,777	244,219	224,054	203,565	204,241
<b>Poker</b>	266,294	408,316	626,304	557,317	418,260	350,541	314,315	295,048

## 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
<b>Slots</b>	3,855,521,261	4,476,762,381	5,169,466,187	5,301,752,620	5,025,562,135	4,956,440,942
<b>Other gaming (incl. casino)</b>	250,562,248	257,311,436	322,283,690	314,964,935	282,817,505	282,947,938
<b>Betting (Real event)</b>	276,386,174	191,807,193	78,101,454	104,043,293	255,476,612	267,219,421
<b>Betting (Virtual)</b>	14,813,552	20,758,180	28,493,528	24,397,134	19,383,209	16,784,887
<b>Poker</b>	96,202,170	133,078,469	226,548,896	202,073,092	138,712,018	108,472,238

### Table 3: Slots session length

Data from the biggest operators, covering approximately 80% of the online gambling market showing average slots 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	September 2020	October 2020
Av. session length (minutes)	26	22	22	22	21	21	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	1,969,995	1,969,995

### Table 4: Gross Gambling Yield[2]

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	Aug 2020
<b>Slots</b>	£162,345,550	£186,659,624	£169,033,423	£184,276,776	£166,468,891	£162,877,179	£162,877,179
<b>Other gaming (incl. casino)</b>	£60,749,253	£57,829,567	£76,952,429	£77,891,649	£68,527,685	£66,048,564	£66,048,564
<b>Betting (Real Event)</b>	£85,516,233	£160,950,242	£61,938,466	£101,352,941	£217,468,648	£209,302,808	£209,302,808
<b>Betting (Virtual)</b>	£6,618,687	£9,063,796	£12,818,108	£11,276,994	£9,560,200	£7,963,419	£7,963,419
<b>Betting (eSports)</b>	£50,223	£1,517,548	£3,393,637	£4,616,610	£3,472,951	£2,591,106	£2,591,106
<b>Poker</b>	£8,070,102	£12,069,504	£20,068,939	£18,335,269	£11,675,197	£9,023,180	£9,023,180
<b>Other</b>	£4,965,236	£4,684,760	£1,783,987	£1,815,272	£1,760,994	£1,351,716	£1,351,716

[1] Changes in data could be due to a variety of factors impacting the market since Mar 2019.

[2] 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.