



GAMBLING HABITS OF ONLINE PLAYERS [IN THE USA]

OnlineUnitedStatesCasinos Survey

— ONLINE —
UNITED STATES
★ CASINOS ★



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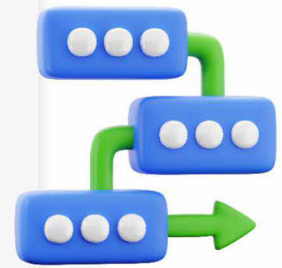


BEFORE WE START

This is our comprehensive summary of the Gambling Habits Survey, which delves into the online gambling behaviors of our participants. With this survey, we aim to provide valuable insights into how various aspects of this demographic impact factors such as online gambling frequency, spending habits, and game selection. We will cross-examine how gender, age, and employment status can influence the gambling decisions of our respondents.

Methodology

We gathered our data from 300 residents across the United States aged 18 and older via a Typeform survey conducted between August 5, 2024, and August 8, 2024. With a large sample size such as this, the estimated margin of error is +/-6%.



Who Is Our Audience?

This survey is intended for online gamblers who want to know more about their community, gambling researchers, online casino operators looking for insights about their users, media outlets, and anyone interested in gambling demographics.

Our Objectives

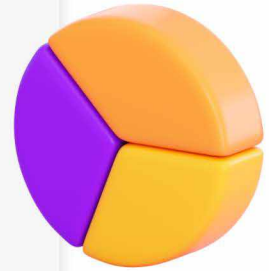
- Understanding our demographic and its characteristics.
- Analyzing gambling behaviors and looking for trends or patterns in our group.
- Evaluating player motivations and influences to better grasp what drives their online gambling choices.
- Assessing online gamblers' awareness of responsible gaming, how it applies to their player experience, and the accessibility of available resources.



SURVEY HIGHLIGHTS

Demographics

Most of our participants are in their 30s and 40s, with a nearly equal balance of genders and a diverse ethnic background. Most participants are employed full-time, and their preferred social media platforms are YouTube, Reddit, Instagram, and Facebook.



Gambling Behaviors

Respondents mostly gamble online for 1-2 hours a day, predominantly in the evening. Slots are the most popular game, and most of our group plays at online casinos. They commonly deposit no more than \$50 at a time.



Motivations and Influences

Winning money and entertainment are the primary reasons for participants to gamble online, and most report choosing online casinos based on friends and family's recommendations.



Responsible Gambling

The majority of respondents feel knowledgeable about responsible gambling but feel online casinos could be doing more to promote safe practices.





1 DEMOGRAPHICS

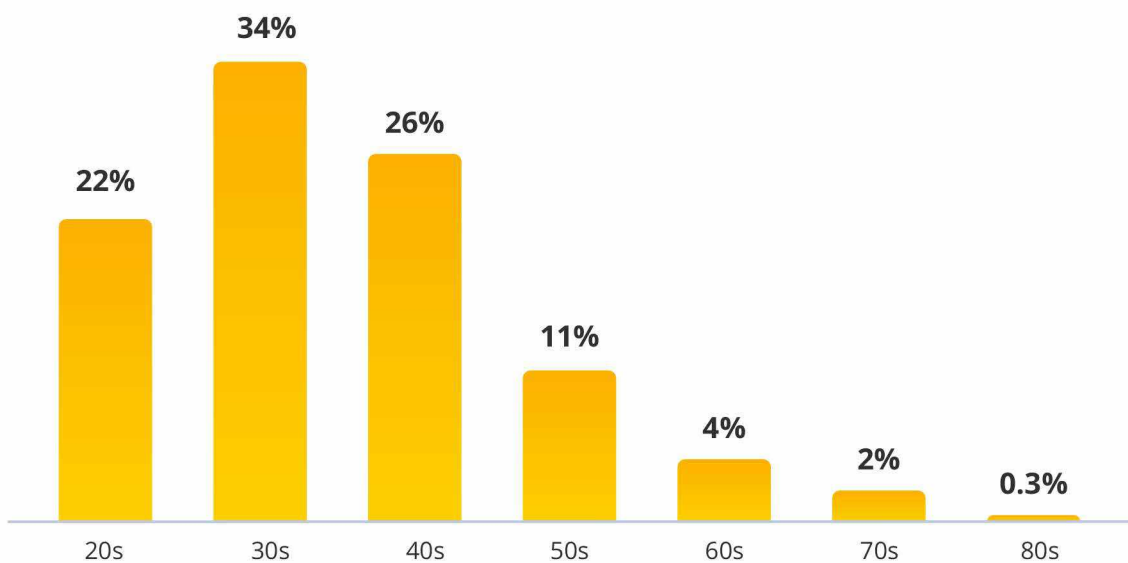
The first step in our survey was to break down the demographics of our participants. We asked about their age, gender, ethnicity, nationality, employment status, and social media use. Knowing these details gives us a baseline when examining the results of the rest of our questions about online gambling habits.

1.1 What Is Your Age?

Our participants shared their ages so we could analyze how gambling habits may vary among different age groups. Using this information, we can examine patterns in behavior and preferences and how they relate to each generation.

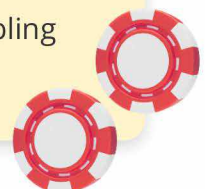
The majority of respondents were in the 30-50 age range, with most between 30 and 39. The second-largest subset was in their 40s, and a smaller percentage were in their 20s or over 50.

Age of Respondents



Key Takeaway

Most online casino players in this group are Millennials in their 30s, followed by those in their 40s. However, this survey captures a broad spectrum, including players in their 20s and 80s, which indicates that online gambling appeals to a diverse age range.

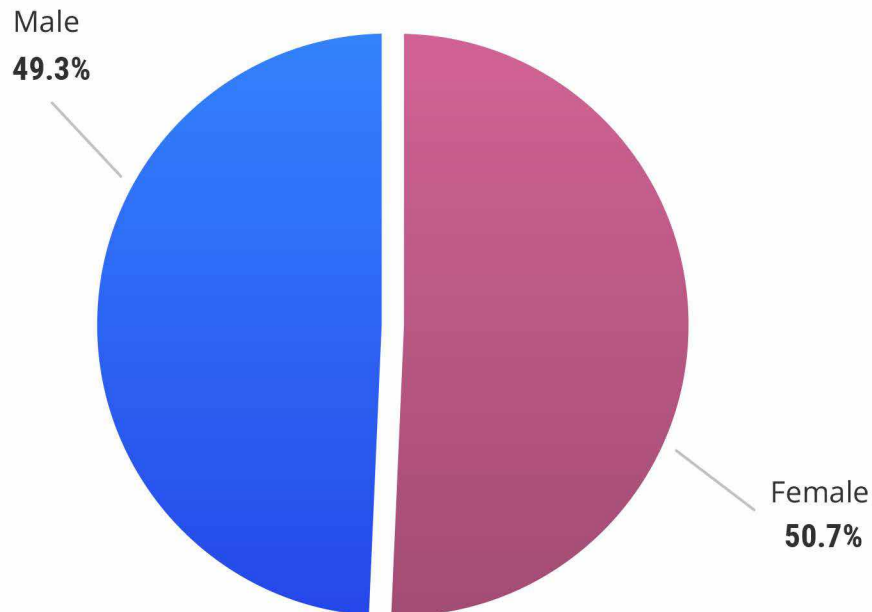


1.2 What Is Your Gender?

Gender can influence many gambling preferences, like game selection, duration of play, and risk tolerance. We asked participants to identify their gender to help give us insight into gender-based differences in gambling choices.

The results for this question were almost split down the middle, with 50.7% identifying as female and 49% identifying as male.

Gender of Respondents



Key Takeaway

The demographics are split almost 50/50 between male and female genders, which gives us a near-even playing field when considering the answers to this survey.



1.3 What Is Your Ethnicity, Race, and Nationality?

Participants disclosed their race, ethnicity, and nationality to help further dissect the demographics. Over half of the people surveyed were White, making up the most significant portion of participants, while the second-largest group was Black. Asians and other races/ethnicities also comprised a large portion of the pool.



Key Takeaway

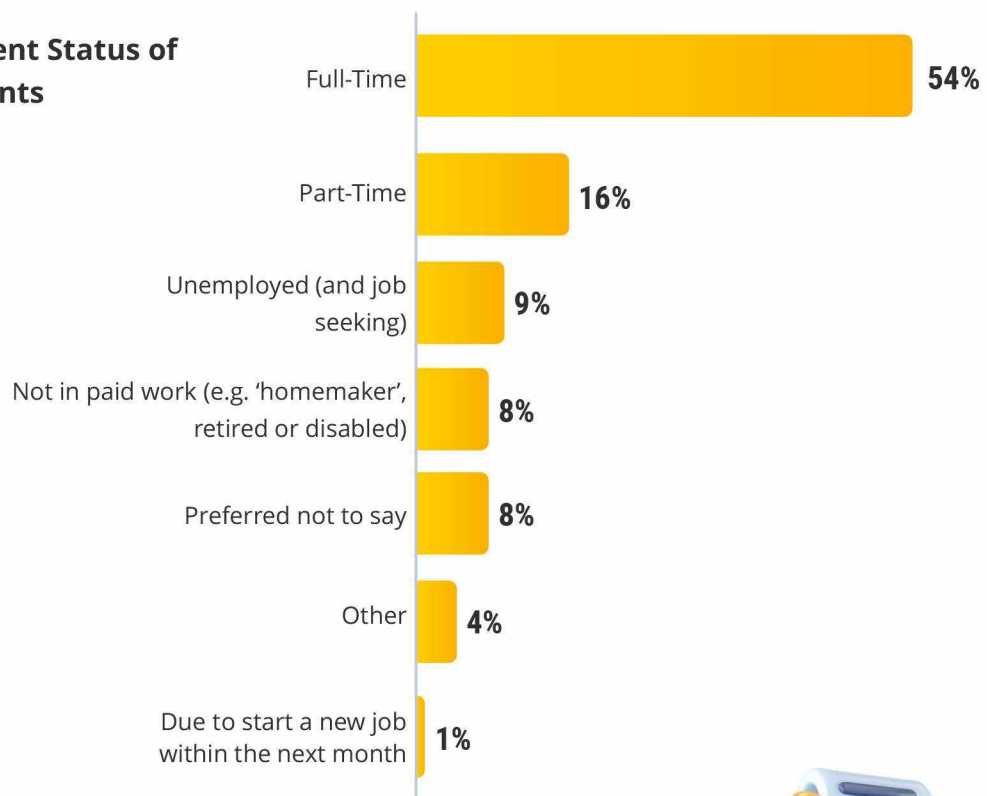
While most of the group surveyed was White, the other participants came from a diverse range of backgrounds. This can help identify cultural factors that may influence gambling behaviors.



1.4 What Is Your Employment Status?

We examined our participants' employment status. With the data they provided, we can examine their financial stability in relation to their gambling habits. We found that 54% of respondents work full-time, while part-time employees make up 16%. Of those we surveyed, 9% are unemployed, and 8% are not in paid work, which includes homemakers and retirees.

Employment Status of Respondents



Key Takeaway

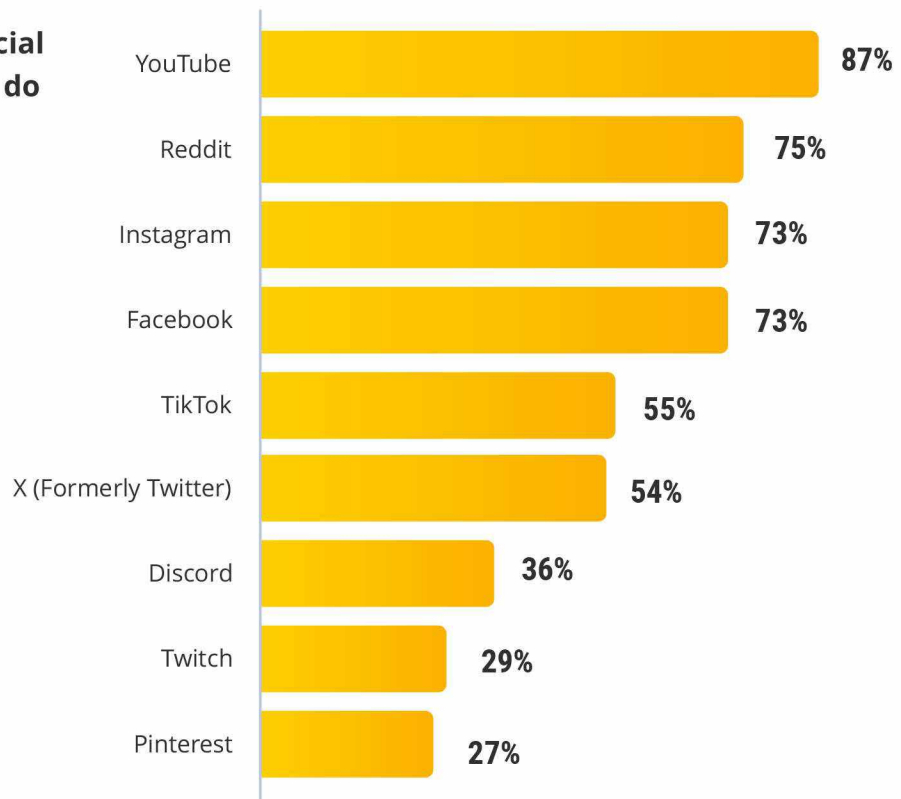
Most participants are employed full-time. This data can be helpful in understanding the relationship between financial stability and gambling behaviors.



1.5 What Social Media Platforms Do You Use?

Social media can influence gamblers through targeted ads and related content. This question allows us to examine what social media outlets participants prefer and how that might affect their gambling habits. YouTube was the most-used platform at 87%, followed closely by Reddit (75%), Instagram (73%), and Facebook (73%). There was a steep drop-off after that, with TikTok at only 55%.

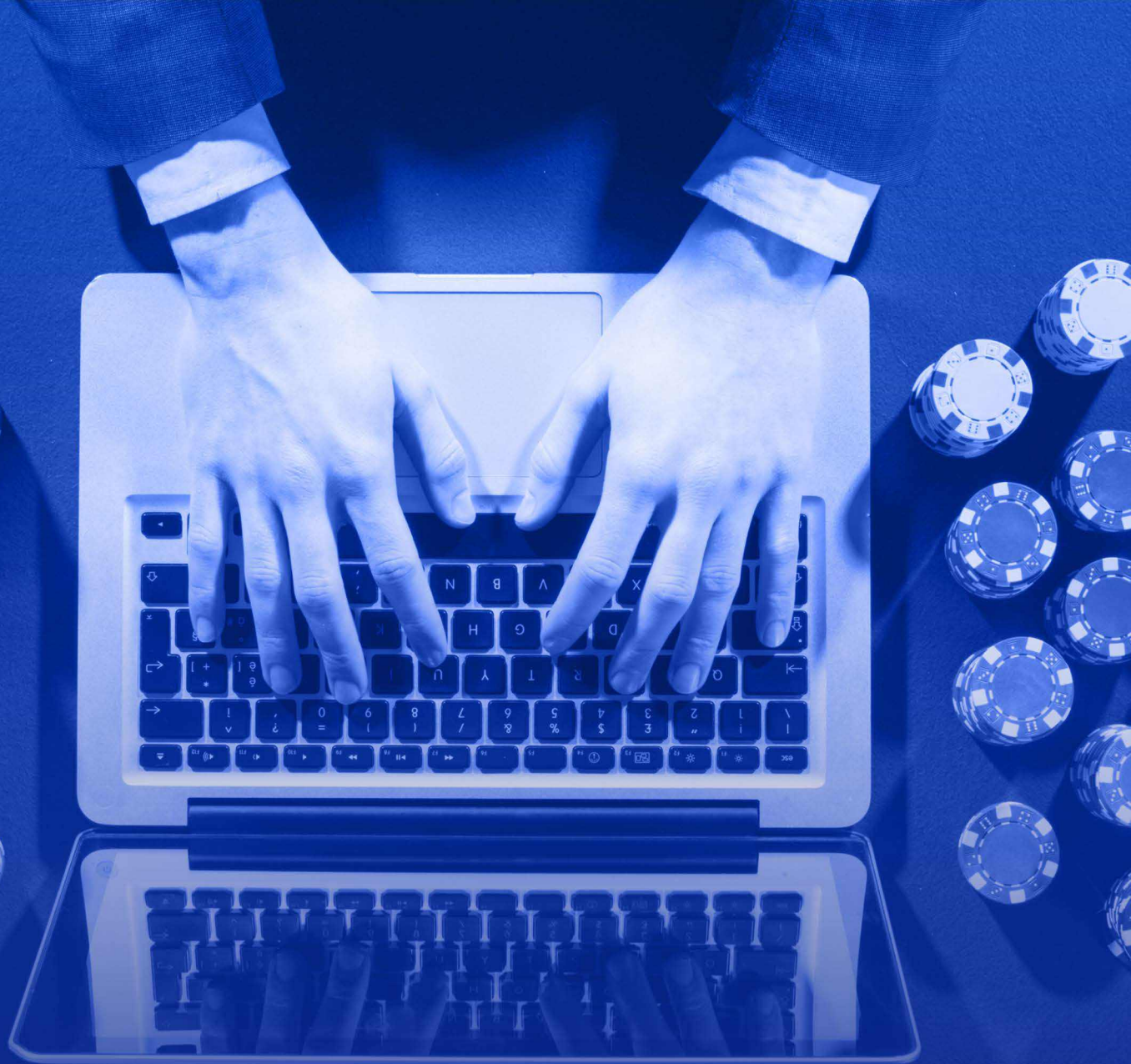
What kind of social media channels do you use?



Key Takeaway

YouTube, Reddit, Instagram, and Facebook were the most-used social media outlets in our group. These platforms are more strongly associated with Millennials and Gen X, making up most of our respondents.



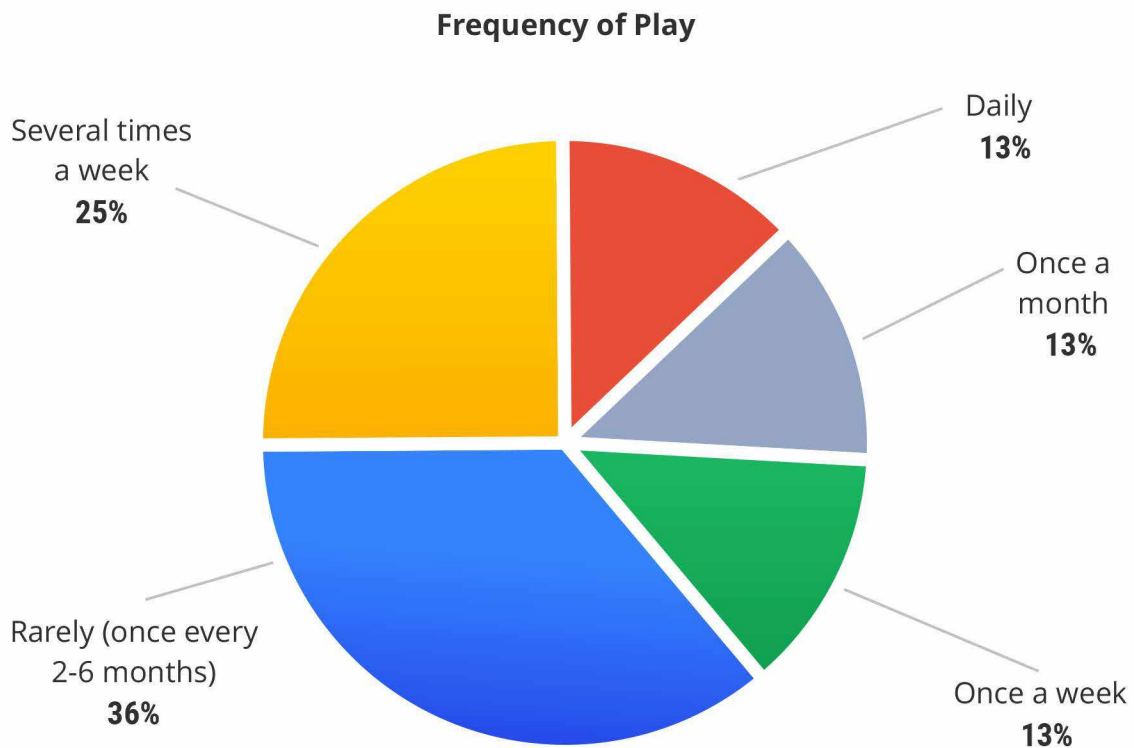


2 ONLINE CASINO BEHAVIORS

Next, we wanted to explore the behaviors of online casino gamblers closely. We explored how often they play, the typical length of their gambling sessions, what time of day they prefer, their game selection, and their spending habits. Here's what we found.

2.1 How Often Do You Gamble Online?

Knowing how often people gamble online can tell us about the intensity of their habits. This question breaks down whether the participants play daily, weekly, monthly, or rarely. We found that about 38% of respondents are frequent players gambling daily or several times a week. On the other hand, 36% play only once every two to six months. Monthly and weekly gamblers each make up 13% of the group, showing a steady but moderate level of play.



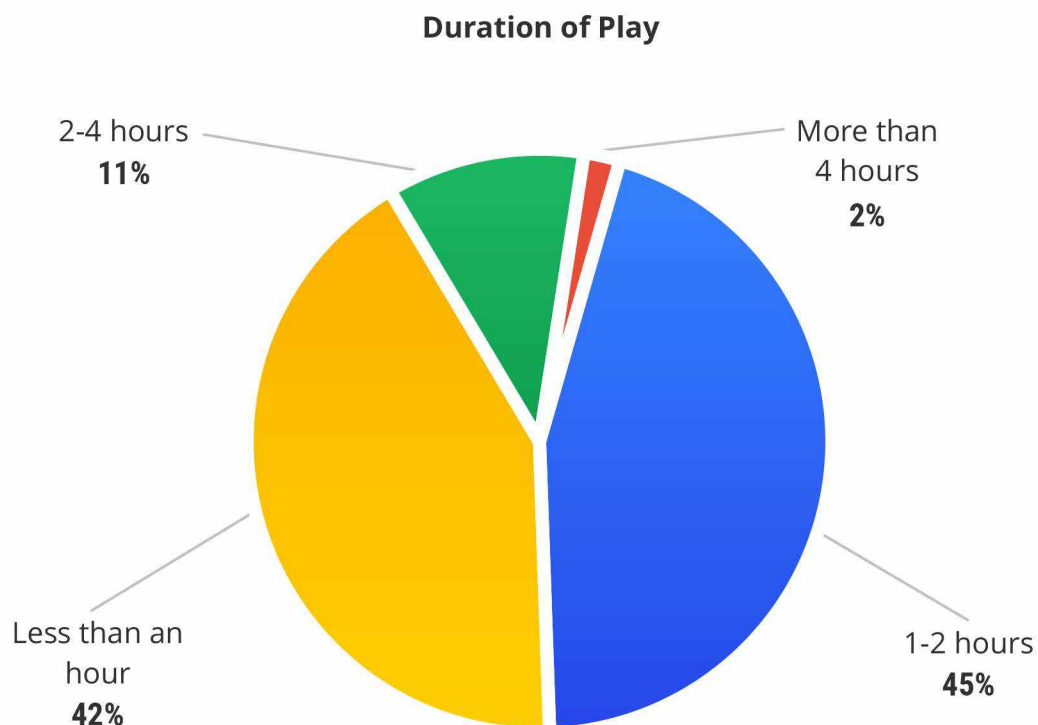
Key Takeaway

While many players are casual visitors, a dedicated segment of frequent users plays an important role in the online casino audience.



2.2 How Long Do Your Gambling Sessions Typically Last?

Learning about the length of our participants' gambling sessions can help assess how engaged they are and how much time they dedicate to this activity. We found the majority spend 1-2 hours gambling, followed closely by the second-largest group that gambles less than an hour. A smaller but notable portion spends 2-4 hours, while very few dedicate more time than that.



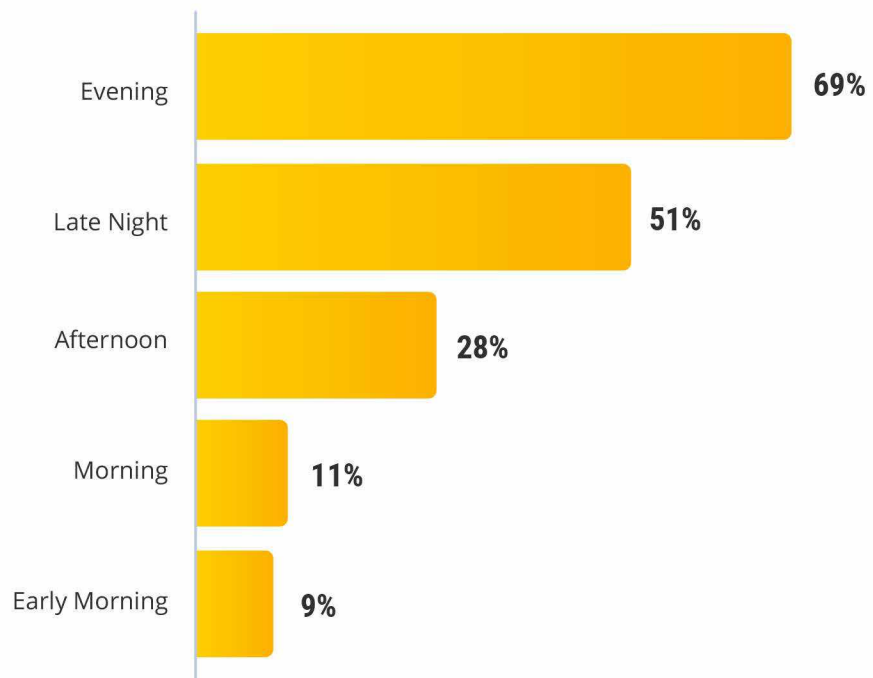
Key Takeaway

Most participants in this survey spend less than two hours at a time gambling online, while a significant portion spends less than an hour.

2.3 What Time of Day Do You Usually Play?

We examined the time of day respondents were most likely to gamble, which helped us understand their routines and habits. The most popular times for gambling were in the evening (69%) and late at night (51%). Only 28% of participants indicated that they gambled in the afternoon, while even fewer reported playing in the morning (11%) or early morning (9%).

Preferred Times to Play



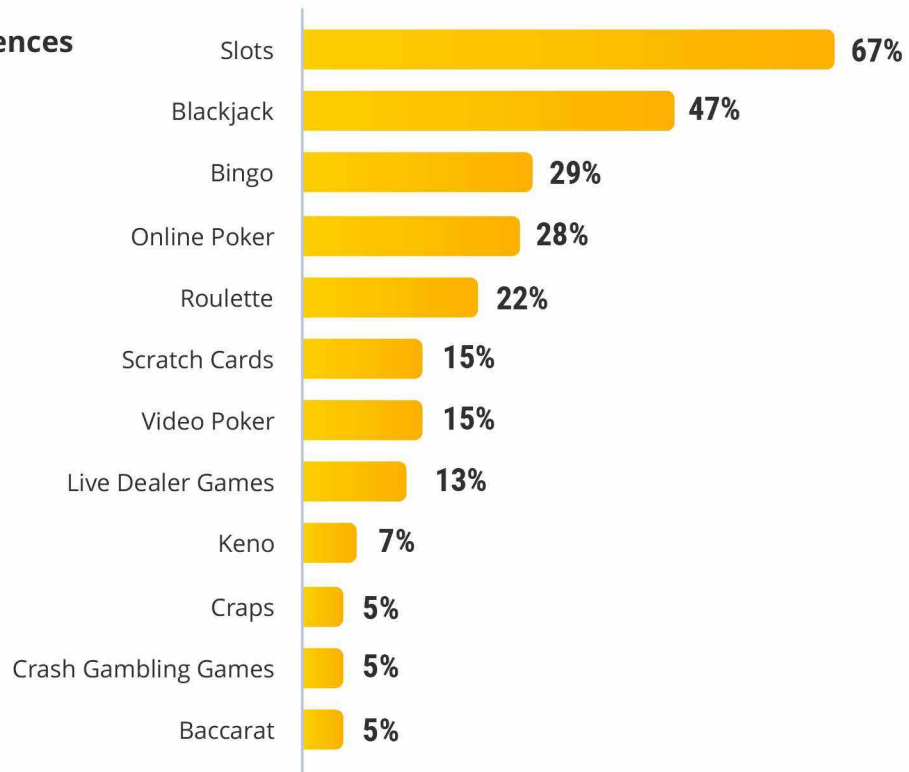
Key Takeaway

Most respondents likely gamble after work, which might indicate they view it as a recreational activity. The second-largest portion gambles in the afternoon, with the least amount of people finding time to gamble in the morning.

2.4 Game Preferences and Cross-Game Engagement

Game preferences include the types of games respondents like to play, the number of games they select, and where they typically play them. This gives us a window into the kind of decisions they make when they gamble.

Game Preferences

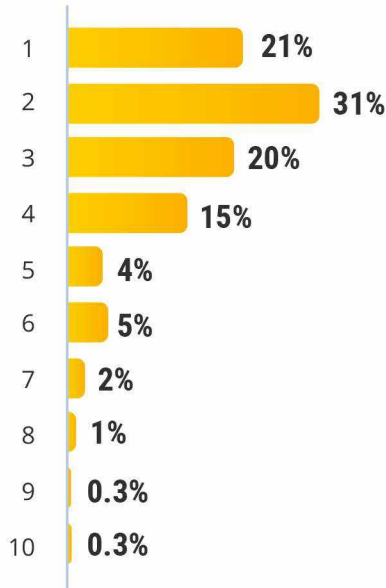


What Are Your Game Preferences?

Slots are the game of choice for 67% of participants, followed by blackjack at 47%. Bingo and poker interested a decent amount of respondents at 29% and 28%, while roulette came in at 22%. The rest of the games, such as scratch cards, video poker, and live dealers, have smaller followings.



Number of Games Selected

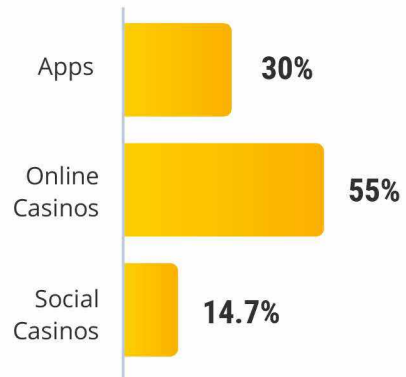


How Many Games Do You Play?

The number of games selected can tell us more about participants' cross-game engagement. The majority, or 31%, like to play two games per session, while 21% and 20% prefer to play one and three, respectively. Closely behind at 15% are respondents who typically play four games. There are very few who play more than that in one session.

Where Do You Typically Play Online?

We asked where our demographic likes to play when they gamble online to gain insight into their choices. A significant majority responded that they prefer online casinos, while apps are the next best option. A small percentage uses social casinos.



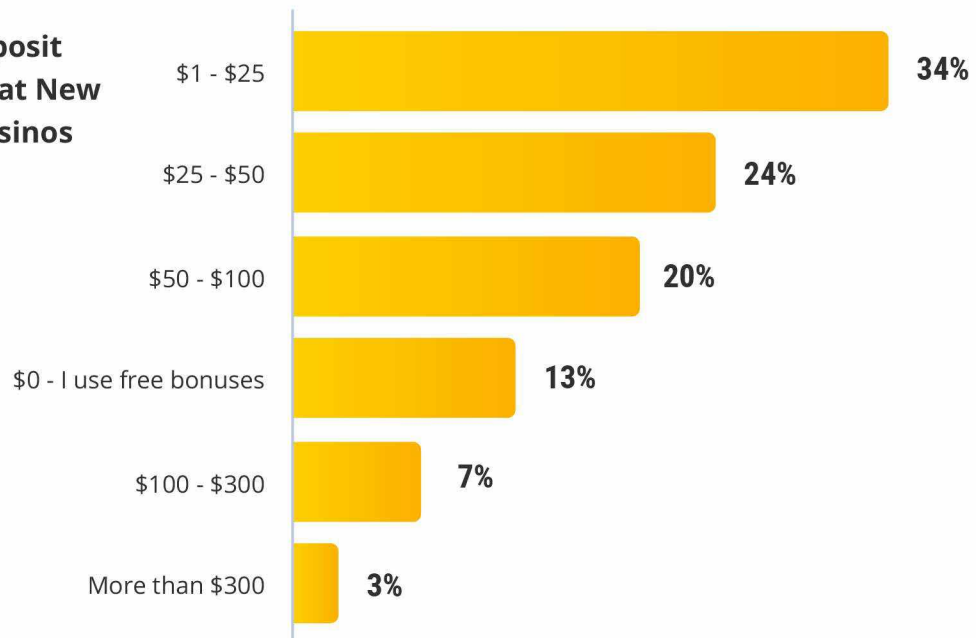
Key Takeaway

Slots are the most popular casino game, but many respondents like to play several different types of games. Gambling sites are the number one outlet for those who wager online. The second-largest percentage used apps, while very few used social casinos.

2.5 How Much Money Do You Spend on Online Gambling?

Understanding spending habits reveals how much participants are willing to invest in their online gambling activities and may indicate a pattern of responsible behavior. We asked the amount they typically deposit at new online casinos and what they generally spend a month. Most (34%) deposit small amounts when at sites they're unfamiliar with, between \$1 and \$50. The majority (38%) also spend a maximum of \$50 a month, while 20% of those surveyed spend more.

Initial Deposit Amounts at New Online Casinos



Key Takeaway

Most people in our survey spend less than \$50 a month when they gamble online, pointing to a casual habit and responsible budgeting.



3 BROADER GAMING ACTIVITIES AND INTERESTS

In this section, we explore how other gaming activities and interests fit into the broader online gambling landscape and uncover what motivates participants to gamble. We also dive into the factors influencing how they select online casinos.

3.1 What Other Games Are You Interested in?

Our survey found that online gamblers are interested in a range of gaming activities. Some participants enjoyed playing non-gambling card games like Solitaire and Gin Rummy, revealing their activity extends beyond wagering for money. While this survey didn't cover sports betting specifically, other studies have shown that online gamblers are frequent sports betting enthusiasts.



Key Takeaway

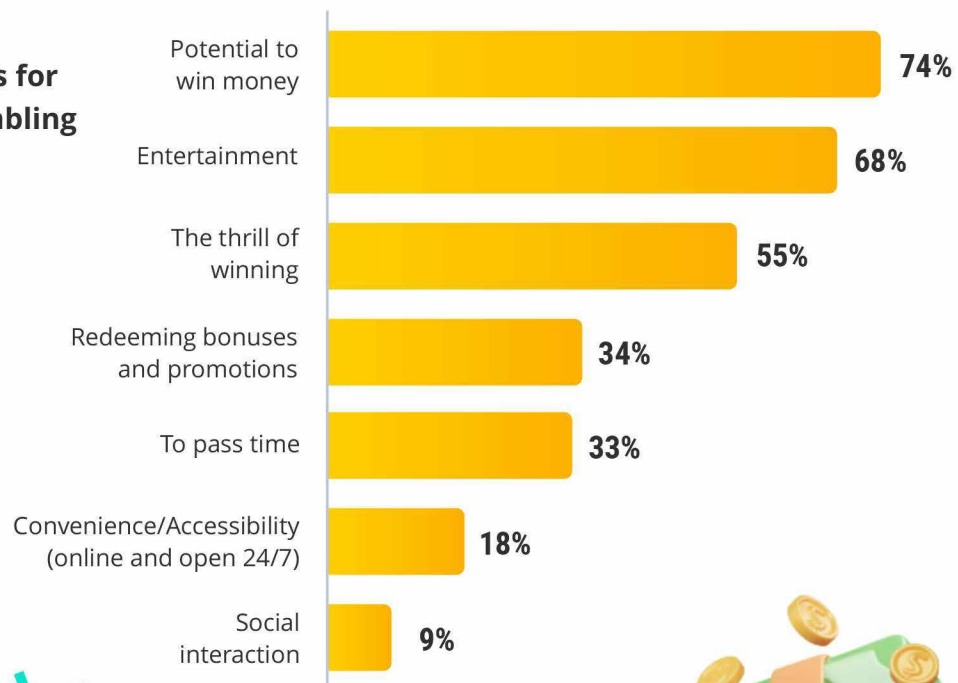
Participants are active in a diverse range of online entertainment, including non-gambling games and sports betting, suggesting their gaming interests go beyond the casino.



3.2 What Are Your Primary Motivations for Online Gambling?

We wanted to understand what motivates our group to gamble online, whether it's money, entertainment, or just a way to pass the time. We found that an overwhelming number of participants (74%) gamble for the potential to win money. However, entertainment is also a major factor, with 68% citing it as their main reason for gambling. The thrill of winning excites 55%, while 34% are attracted to redeeming bonuses and promotions. The remainder of the respondents gambled for other reasons like passing the time, accessibility, and socialization.

Primary Motivations for Online Gambling



Key Takeaway

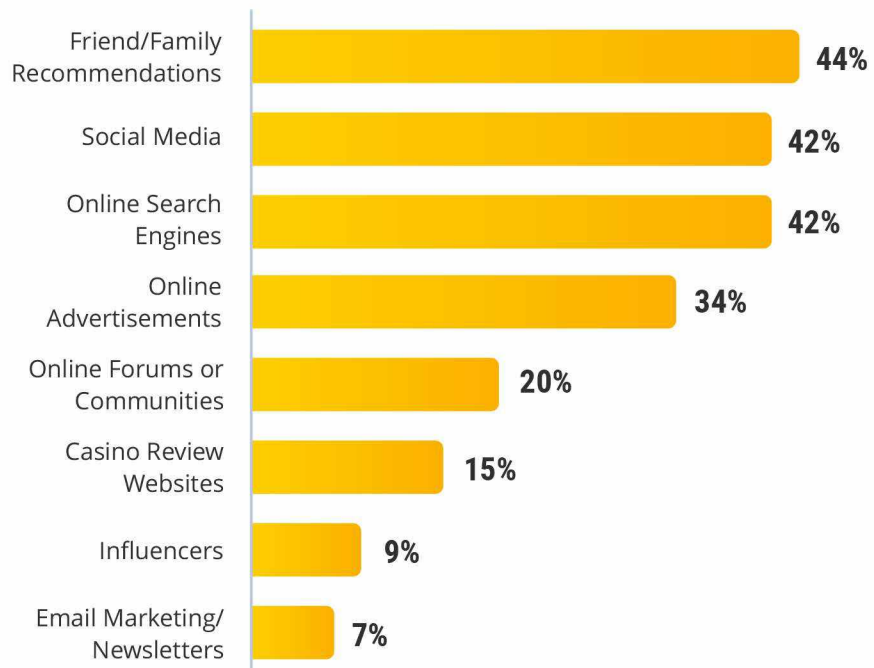
Money is the primary motivator for online gamblers in this survey, though entertainment is also a driving force.



3.3 What Factors Influence Your Online Casino Selection?

We asked our participants how they chose an online casino to better understand how outside forces influence their decision-making process. The largest percentage (44%), albeit not by much, said they make their choice based on family and friends' recommendations. Social media and online search engines were the second determining factors, with 42%, while 34% said online advertisements were their main influence.

Factors Influencing Online Casino Selection



Key Takeaway

Word of mouth is most effective when it comes to influencing online casino selection in this subset. Participants trust the opinions of their friends and family most, but also use social media and their own research to come to a decision.



4 CORRELATIONS AND TRENDS

In this section, we dive into the patterns and trends in online casino behaviors based on age, gender, and employment status. We examine how these factors may influence the amount of time participants spend on gambling sessions, game preferences, and how much they deposit.

4.1 Age and Online Casino Behavior

When comparing participants' ages with their online gambling habits, we discovered that those in their 30s and 40s were the most active in all categories. Let's take a closer look at the correlations.

Amount of Time Spent by Age

Millennials and Gen X gambled online daily and several times a week more so than the rest of the participants, while those in their 20s came in second. In contrast, there was a sharp decline in the 50s age range and anyone older than that gambled online very rarely. When it came to session length, most spend between 1-2 hours gambling, but those in their 30s and 40s are more likely to play for 2-4 hours at a time.

	Under 20	20s	30s	40s	50s	60s	70s	80s
Daily	0	10	11	13	3	0	1	0
Once a week	0	5	11	11	6	3	1	0
Once a month	0	8	10	9	7	4	0	0
Rarely (once every 2-6 months)	1	30	41	22	10	5	2	1
Several times a week	0	12	28	24	8	1	2	0
Totals	1	65	101	79	34	13	6	1

Total 300

	Under 20	20s	30s	40s	50s	60s	70s	80s
1-2 hours	0	26	45	33	19	6	4	0
2-4 hours	0	6	9	14	5	1	0	0
Less than an hour	1	33	44	28	10	6	2	1
More than 4 hours	0	0	3	4	0	0	0	0
Totals	1	65	101	79	34	13	6	1

Total 300

First-Time Deposit Amount by Age

Participants in their 30s and 40s typically make smaller first-time deposits (\$1-\$25). Those in their 20s made more \$50-\$100 deposits than any other group, possibly suggesting a willingness to take bigger risks. Respondents in their 40s made the most \$200-\$300 deposits, which could point to larger disposable incomes in that age bracket. Older generations tend to make smaller deposits, and only several participants might deposit \$1,000 or more their first time.

	20s	30s	40s	50s	60s	70s	80s
\$1 - \$25	19	46	39	12	5	3	0
\$25 - \$50	18	21	3	6	4	1	0
\$50 - \$100	16	12	1	7	2	1	0
\$100 - \$200	6	10	5	6	1	1	0
\$200 - \$300	2	2	18	1	0	0	0
\$300 - \$400	1	7	9	1	0	0	0
\$500 - \$1,000	3	1	1	0	0	0	1
More than \$1,000	1	2	3	0	0	0	0

Monthly Spending by Age

The majority of those that spent smaller amounts per month gambling online (\$1-\$50) were in their 30s and 40s, while most participants that spent \$50-\$100 were in their 20s. The higher spenders (\$100-\$1,000) were comprised of mainly 30 year olds.

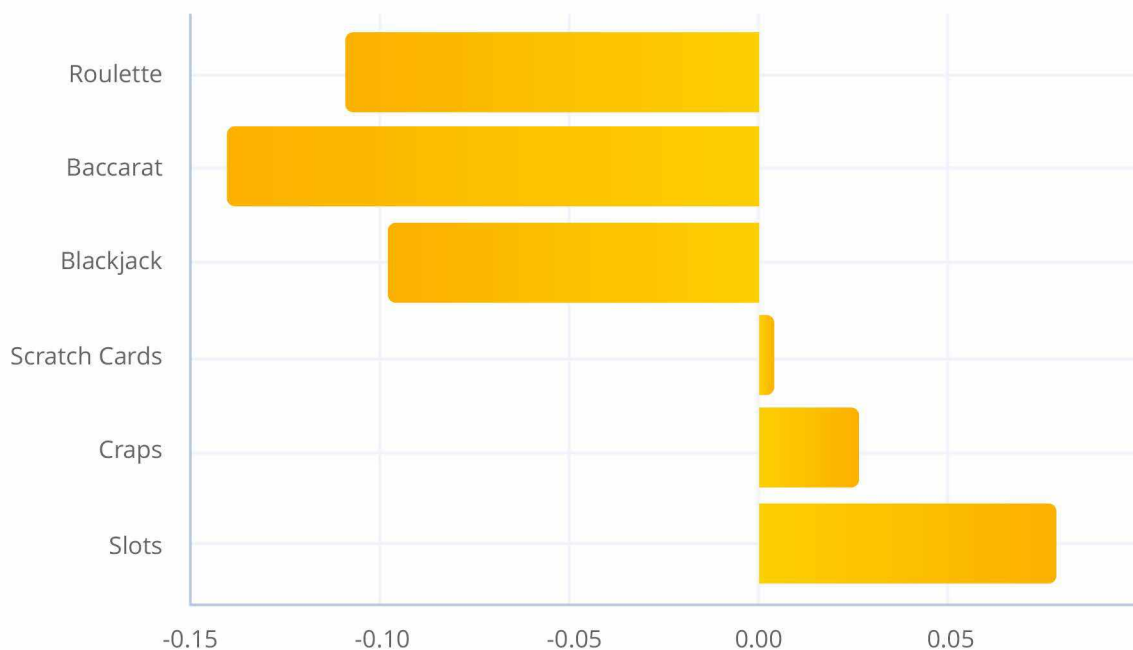
	Under 20	20s	30s	40s	50s	60s	70s	80s
\$0	1	6	13	15	4	3	0	0
\$1 - \$50	0	28	40	22	12	7	4	1
\$100 - \$500	0	10	17	18	8	2	0	0
\$50 - \$100	0	14	24	15	6	0	0	0
\$500 - \$1,000	0	7	3	8	3	1	2	0
More than \$1,000	0	0	4	1	1	0	0	0
Totals	1	65	101	79	34	13	6	1

Total 300

Popularity of Games by Age

The chart below shows the correlation between age and game selection. The game preferences of older age ranges are represented by the positive values, where we can see slots, craps, and scratch cards seem to hold the biggest appeal. Younger ages, indicated by the bars in the negative values, show their interests are primarily in blackjack, roulette, and baccarat.

Correlation Between Age and Game Preferences



Key Takeaway

Participants in their 30s spent more time than any other age range gambling online. They also were more likely to make small deposits at new online casinos and spend a minimal amount per month. Participants in their 40s were most likely to make larger first-time deposits, possibly indicating a correlation between age and greater disposable income.



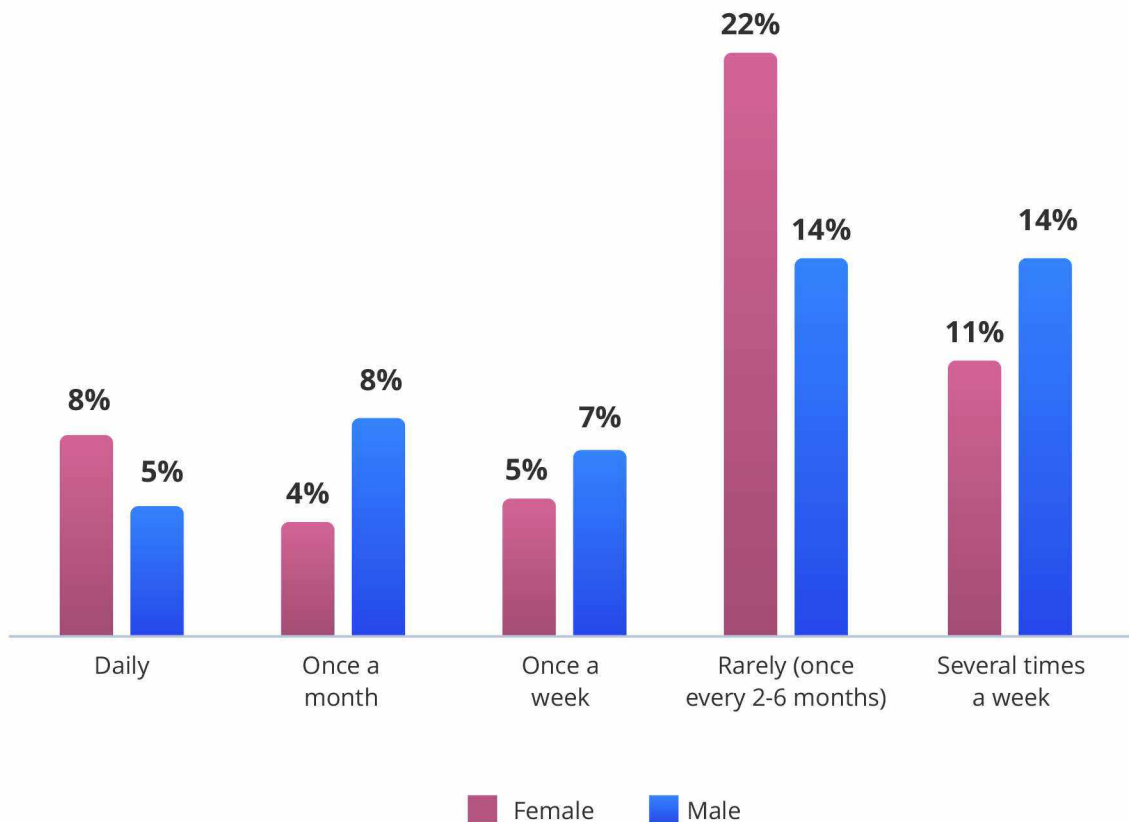
4.2 Gender and Online Casino Behavior

Next, we considered how gender influences online casino behavior. We asked participants how frequently they play, the amount of time they spend gambling and what their online casino platform preferences are.

Frequency of Play by Gender

When it comes to how often genders gamble, most females answered rarely or once every 2-6 months. While the majority of males also play rarely, they have a higher frequency of gambling several times a week. In contrast, women who play daily outnumber men.

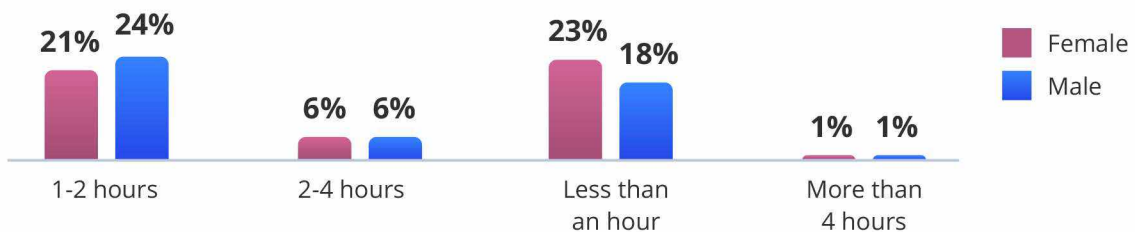
In the last 6 months, how often did you play at an online casino?



Time Spent Playing by Gender

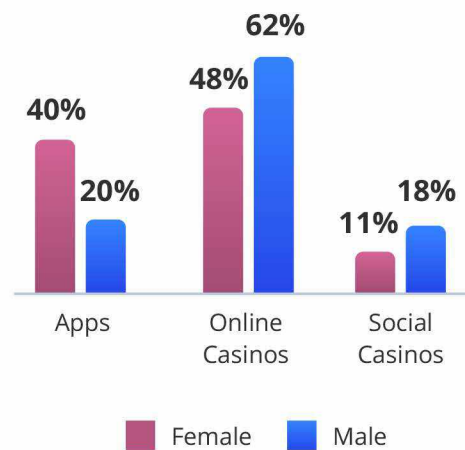
In terms of session length, 23% of women play less than an hour at a time, while 21% play for 1-2 hours. Men, however, tend to spend more time gambling, with 24% playing for 1-2 hours and 18% for less than an hour. Only six percent of both genders spend 2-4 hours gambling, and just one percent of men and women play for more than that.

How many hours do you typically spend on online casinos per session?



Gender-Based Preferences in Online Casino Selection

In our group, 62% of men choose to gamble at online casinos, whereas only 48% of women said the same. Men also play more at social casinos (18%) than women (11%). Interestingly, 40% of women preferred apps, compared to just 20% of men.



Key Takeaway

While the overall amount of time spent gambling is similar between genders, platform preferences vary greatly. Both genders prefer online casinos, though a significant percentage of women (40%) use apps to gamble.

4.3 Employment Status and Time Spent Gaming

In this section, we investigated how our participants' employment status affected the amount of time they spent gambling. We found that most full-time employees gambled either rarely or several times a week. Part-timers, those not in paid work, and the unemployed also gambled rarely.

Employment Status	Daily (%)	Once a Month (%)	Once a Week (%)	Rarely (%)	Several Times a Week (%)	Total (%)
Full-Time	5.3	6.3	9	17	16	53.7
Part-Time	1.7	1.3	1.7	7.3	4	16
Not in paid work	2.7	0	0	4	1.3	8
Unemployed (and job seeking)	1	1.3	1.3	4	1.7	9.3
Due to start a new job within the next month	0	0.3	0	0.3	0.3	1
Other	0.3	1.7	0.3	1.3	0.7	4.3



Key Takeaway

Full-time employees are more likely to gamble several times a week, while part-time and those not working gamble rarely.





5 RISK ASSESSMENT

In this final section, we wanted to assess our participants' knowledge of responsible gambling and how they felt about the way online casinos promote safe gambling practices. We also examined how age and gender might affect their opinions.

5.1 Do You Think You're Knowledgeable About Responsible Gambling?

An overwhelming majority of participants (80.33%) feel they are knowledgeable about responsible gambling practices. A small percentage are unsure (10.67%), and 9% don't feel up to speed on the topic.

Do you consider yourself knowledgeable about responsible gambling practices?



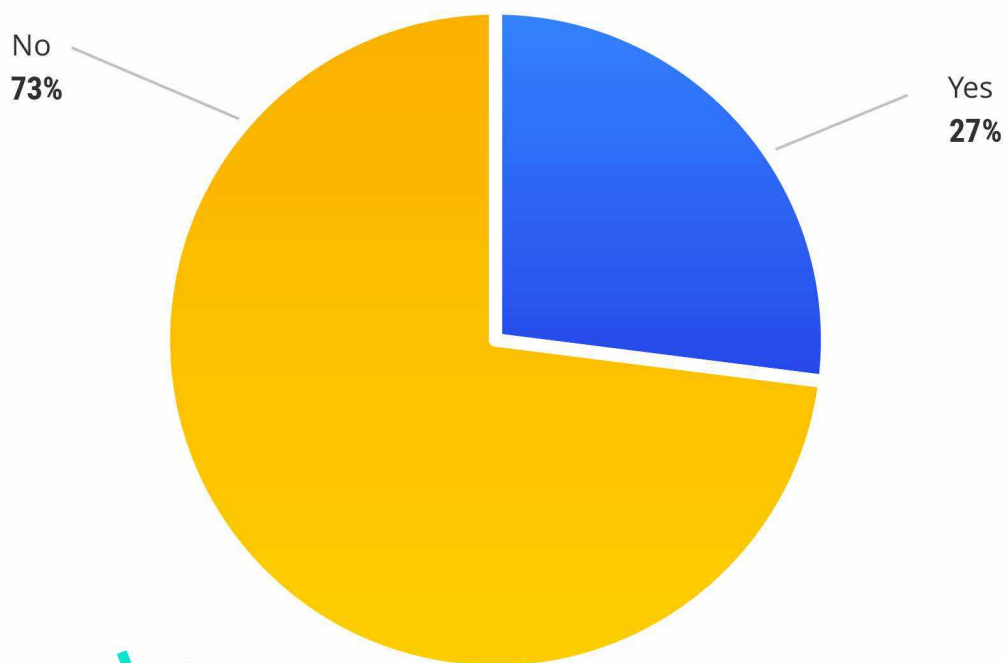
Key Takeaway

The majority of the people we surveyed believe they are well-informed about responsible gambling.

5.2 Have You Felt Any Negative Impacts From Online Gambling?

We asked the group if they felt gambling had ever negatively impacted their lives. Most participants (72.82%) did not feel that gambling has had any adverse effects on them financially, emotionally, or socially. However, 27.18% reported that they have experienced damaging ramifications from their gambling habits.

Have you ever felt that gambling has had a negative impact on your life? (Financially, emotionally, socially)



Key Takeaway

While most of our group reported gambling has never had a negative impact on their lives, nearly 30% said that it has.

5.3 Do Online Casinos Promote Responsible Gambling Well?

Opinions are mixed on whether online casinos do enough to promote responsible gambling. A slight majority (55.67%) feel the answer is no, and they could be doing more. On the other hand, 44.33% believe online casinos handle the matter well.

Do you think online casinos do enough to promote responsible gambling?



Key Takeaway

A little over half of our group thinks online casinos should improve their responsible gambling practices, while the rest feel they're already doing enough.

5.4 Age Group Insights for Impact of Gambling

Age may influence how participants perceive responsible gambling. The 18-34 age group generally feels more knowledgeable on the subject and says they experience fewer negative impacts. Ages 35 and up have more mixed opinions on their responsible gambling knowledge and have experienced adverse effects on their lives. When it comes to how participants feel about online casinos' responsible gambling practices, age doesn't appear to be a factor, with opinions split on the matter across the board.



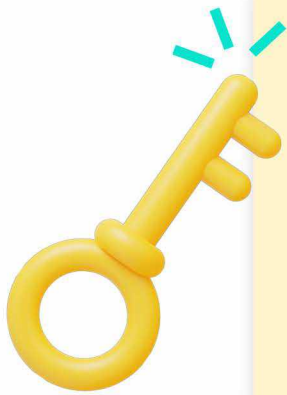
Key Takeaway

Younger individuals feel that they are more knowledgeable about responsible gambling and experience fewer negative impacts. Ages 35 and older have varying opinions on their knowledge and experience negative impacts at a greater rate. All age groups are split on whether online casinos do enough to promote responsible gambling.



5.5 Gender Insights for Responsible Gambling

Men and women equally report feeling knowledgeable about responsible gambling, although men tend to be slightly more confident. However, more men report experiencing negative impacts on their lives than women. Both genders are split on whether they're satisfied with online casinos' responsible gambling practices, with a slight majority feeling they could do better.



Key Takeaway

For the most part, gender doesn't affect the way participants perceive their responsible gambling knowledge, but more men say they experience negative impacts from gambling than women. Both genders feel online casinos could improve their responsible gambling tactics.



FINAL INSIGHTS

Our survey has provided a wealth of information about online gambling behaviors, motivations, and perceptions across a diverse demographic. We can conclude that among our group, online gambling is most popular among individuals in their 30s and 40s, equally entertaining to men, women, and numerous ethnicities, and likely responsibly enjoyed by those of differing employment statuses.



Online gamblers tend to spend just a few hours playing at a time and make small deposits. Their primary motivations are the potential to win money and entertainment, and most prefer to gamble at online casinos. The majority feel they are well-informed about responsible gambling and would like to see casinos put more effort into promoting safe practices.

Overall, our Gambling Habits survey revealed a group of engaged online gamblers with a variety of preferences and tendencies. Understanding the data can educate various audiences, from online gamblers looking to learn more about their personal habits to online casino operators trying to gain insight into their customer base.



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