# Experience with global mandatory loss limits

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2019

Norsk Tipping

**1** Do mandatory loss limits prevent problem gambling?

**2** What is the effect for the company?

# AGENDA

**1** ABOUT & WHY

**2** FACTS & NUMBERS

**3** DOES IT WORK?

# Norsk Tipping AS
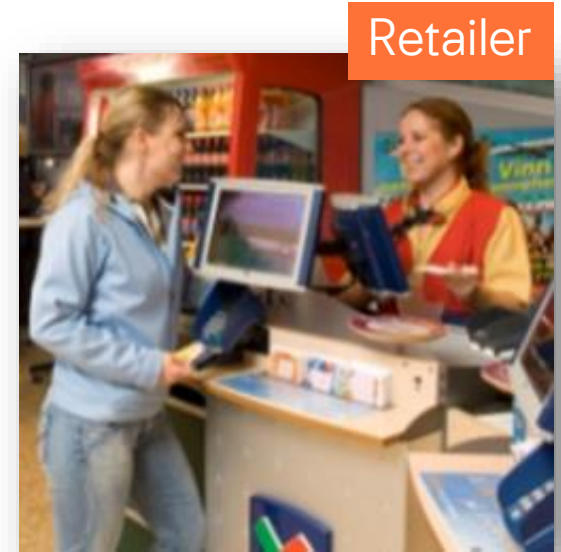The Norwegian State Lottery

Prevent problem gambling

2
millions players

65%
of the market

# Mandatory registered/identified play

**Web**

**Mobile**

**60%**

**40%**
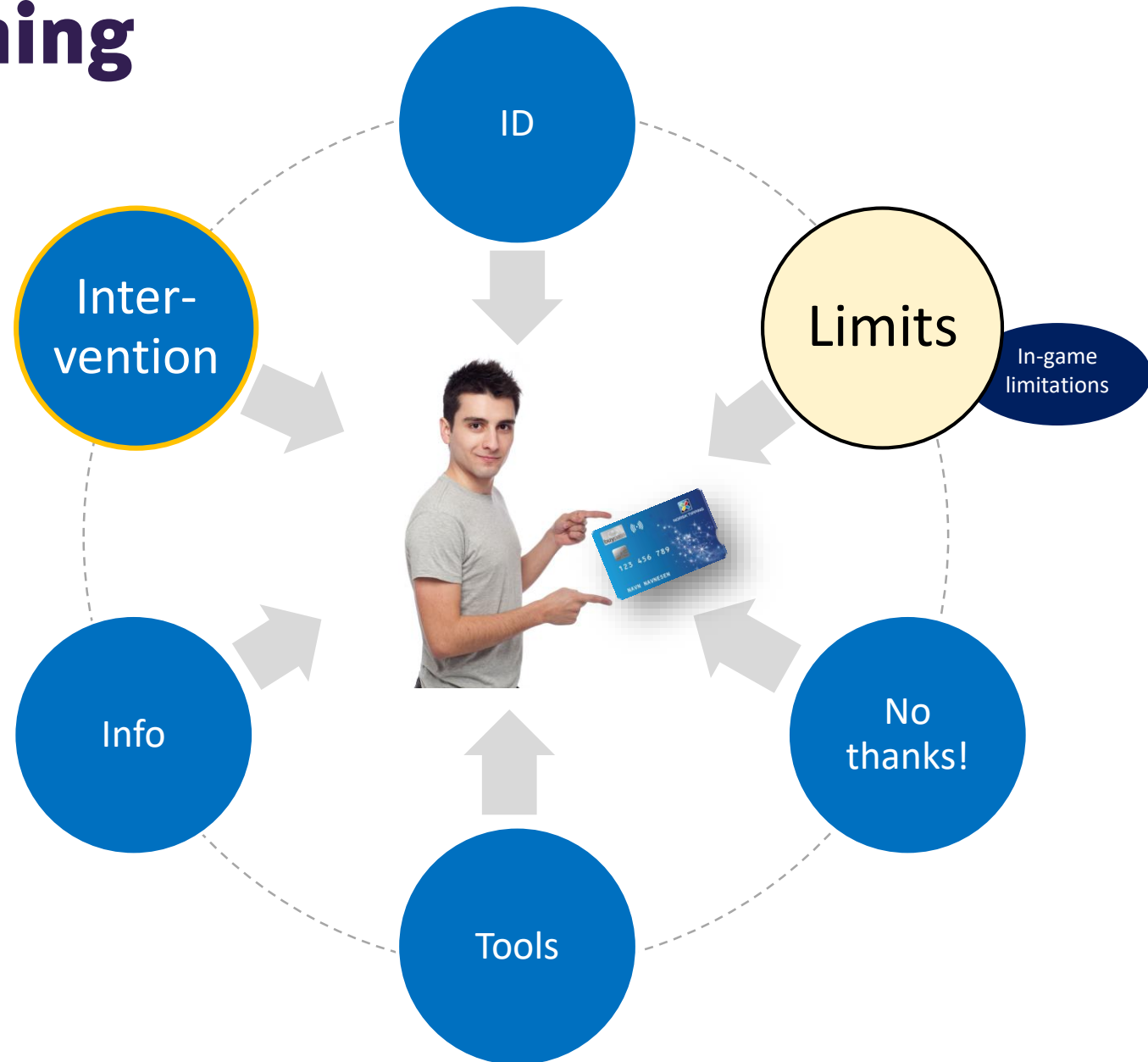
**VLT**

**Retailer**

**Games:** Lottery | Sports | Casino (Internet) | VLT/EGM | Scratch cards

# Responsible Gaming Framework

Jonsson, J., Hodgins, D. C., Munck, I., & Carlbring, P. (2019). **Reaching out to big losers: A randomized controlled trial of brief motivational contact providing gambling expenditure feedback.** *Psychology of Addictive Behaviors, 33*(3), 179-189 https://psycnet.apa.org/fulltext/2019-11517-001.html

ID

Inter-vention

Limits

In-game limitations

Info

No thanks!

Tools

# Why mandatory loss limits?

- Prevention
  - Mandatory to set loss limit before playing (Pre-commitment)

- Minimum protection
  - Max amount on limits
    NOK 20 000 (€ 2 000 pr month)
    (Harm minimization)

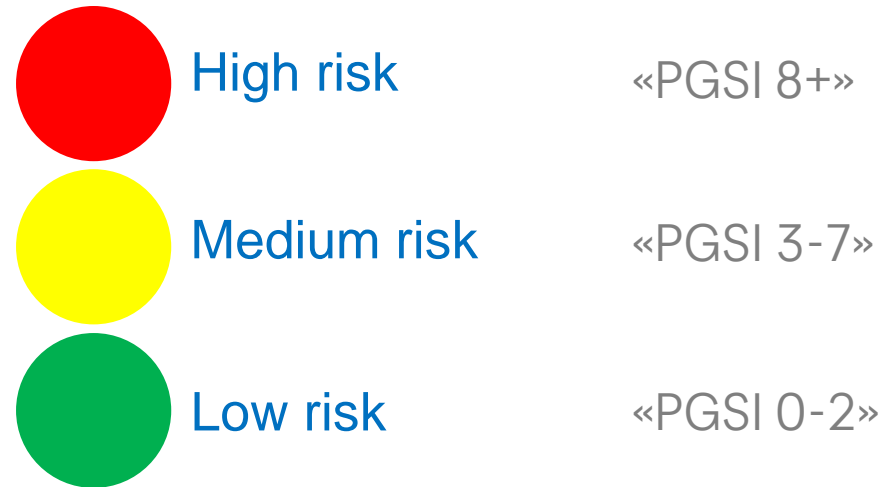# Introduction

Mandatory loss limits

- 2008: VLT                                (Max NOK 4 400 (€ 440))

- 2014: Internet casino               (Max NOK 10 000 (€ 1 000))

- 2016: Mandatory global loss limit, all games
  (for all identified play)          (Max NOK 20 000 (€ 2 000))

# Player data analysis

- Playscan
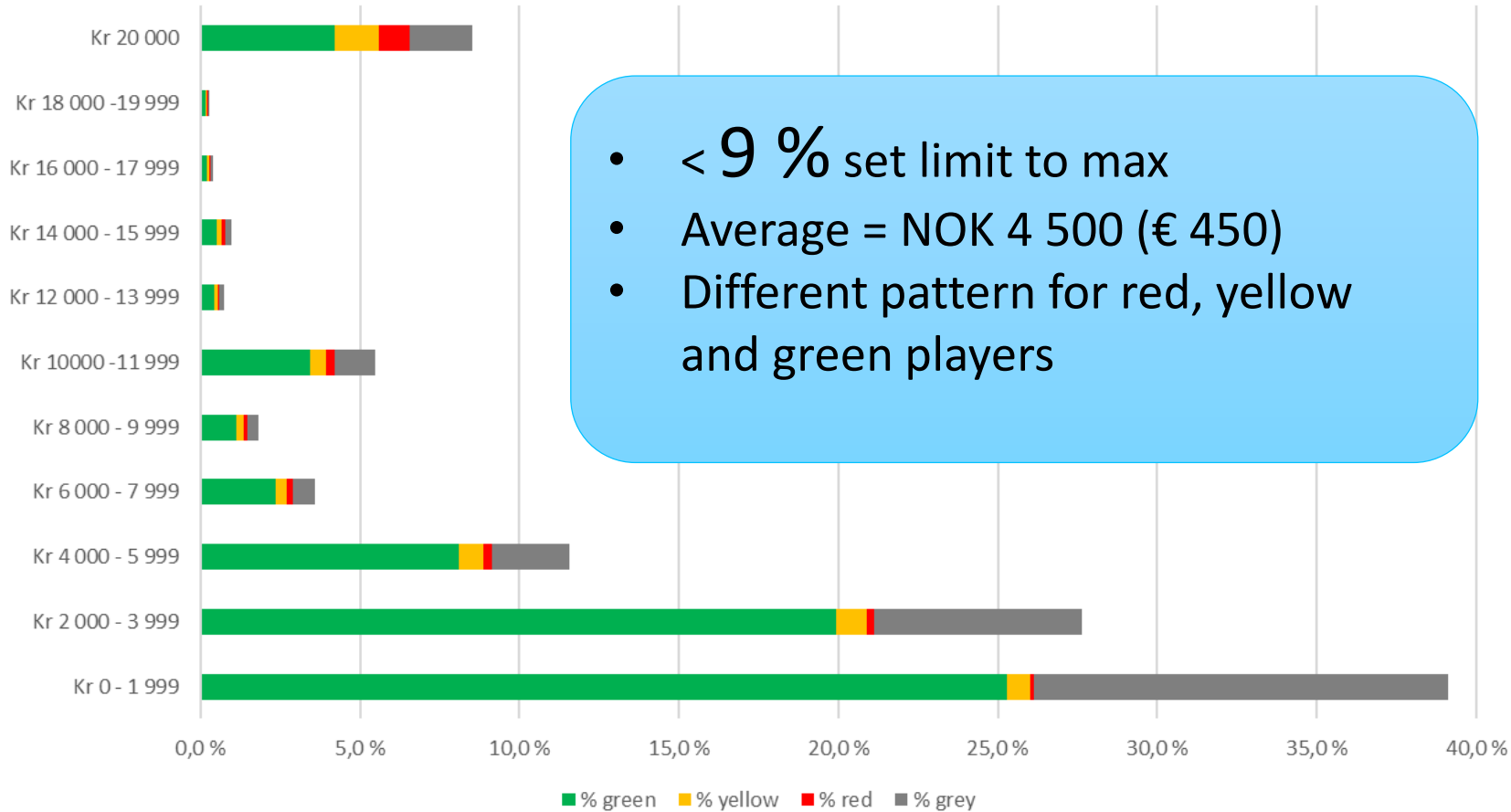  - Analyse the behaviour of all players and categorize them in risk levels

🔴 **High risk** «PGSI 8+»

🟡 **Medium risk** «PGSI 3-7»

🟢 **Low risk** «PGSI 0-2»

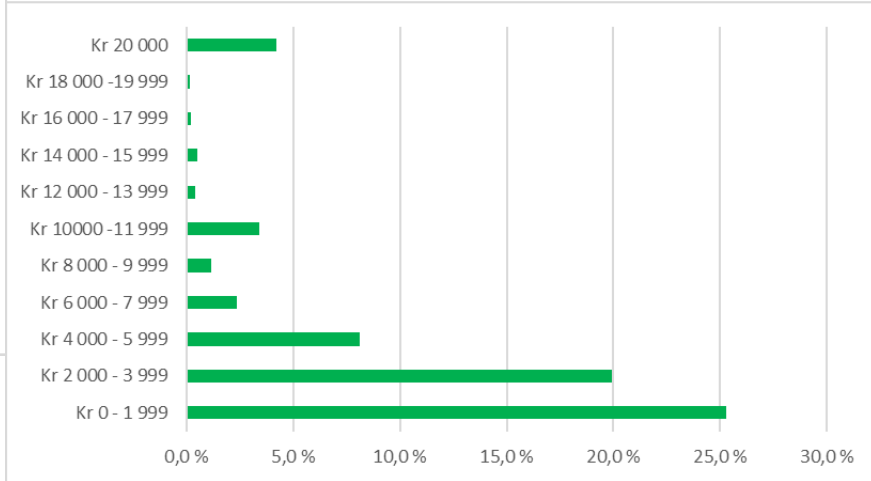# AGENDA

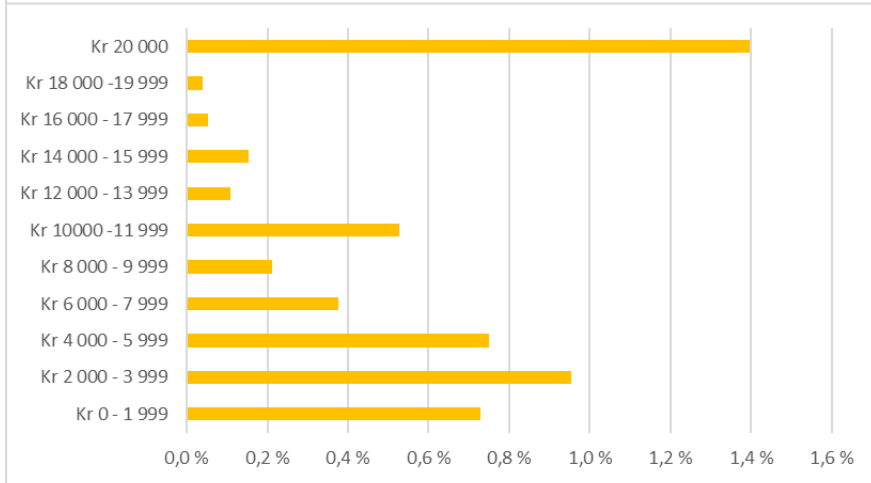**1** ABOUT & WHY

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# Limit distribution



Distribution Global Loss Limit (month) (790 000 players April 2019)

- < **9 %** set limit to max
- Average = NOK 4 500 (€ 450)
- Different pattern for red, yellow and green players

■ % green  ■ % yellow  ■ % red  ■ % grey
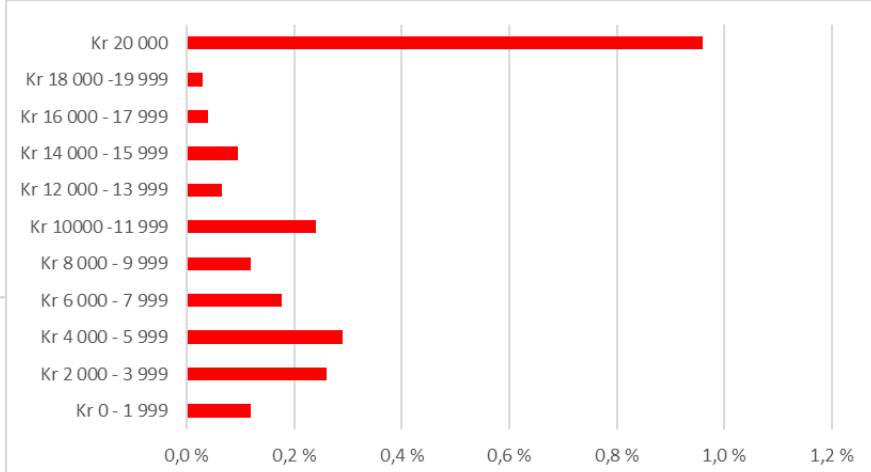
# Limit consumption



Consumption Global Loss Limit (month) (April 2019)
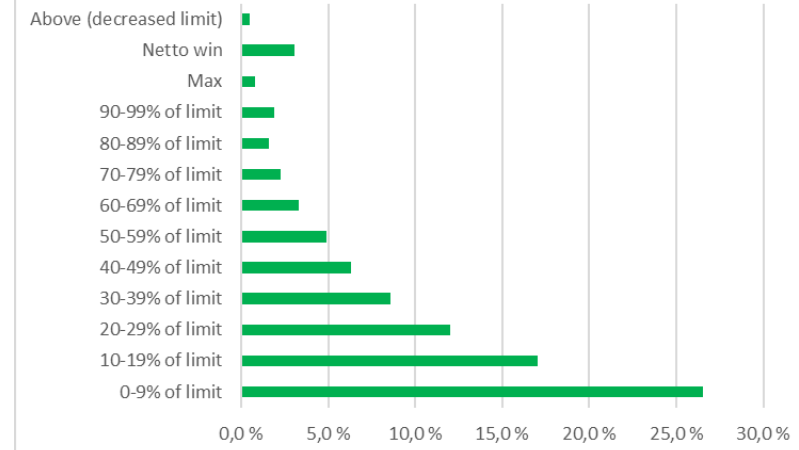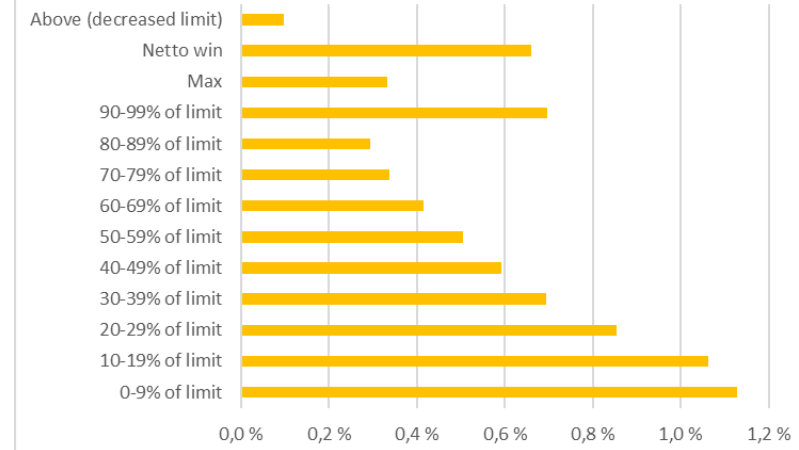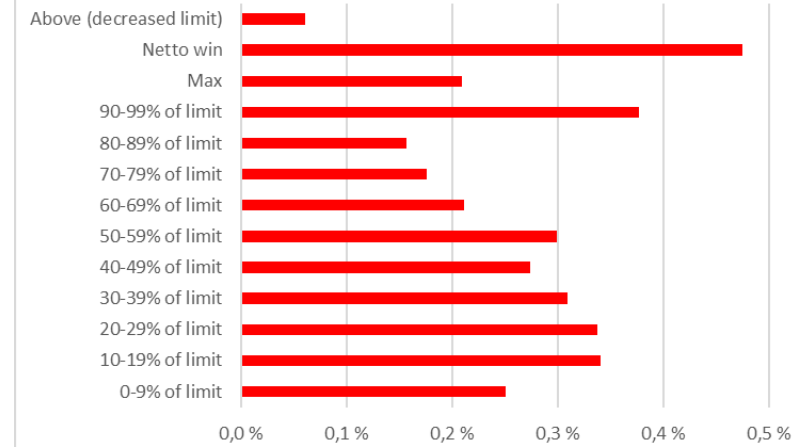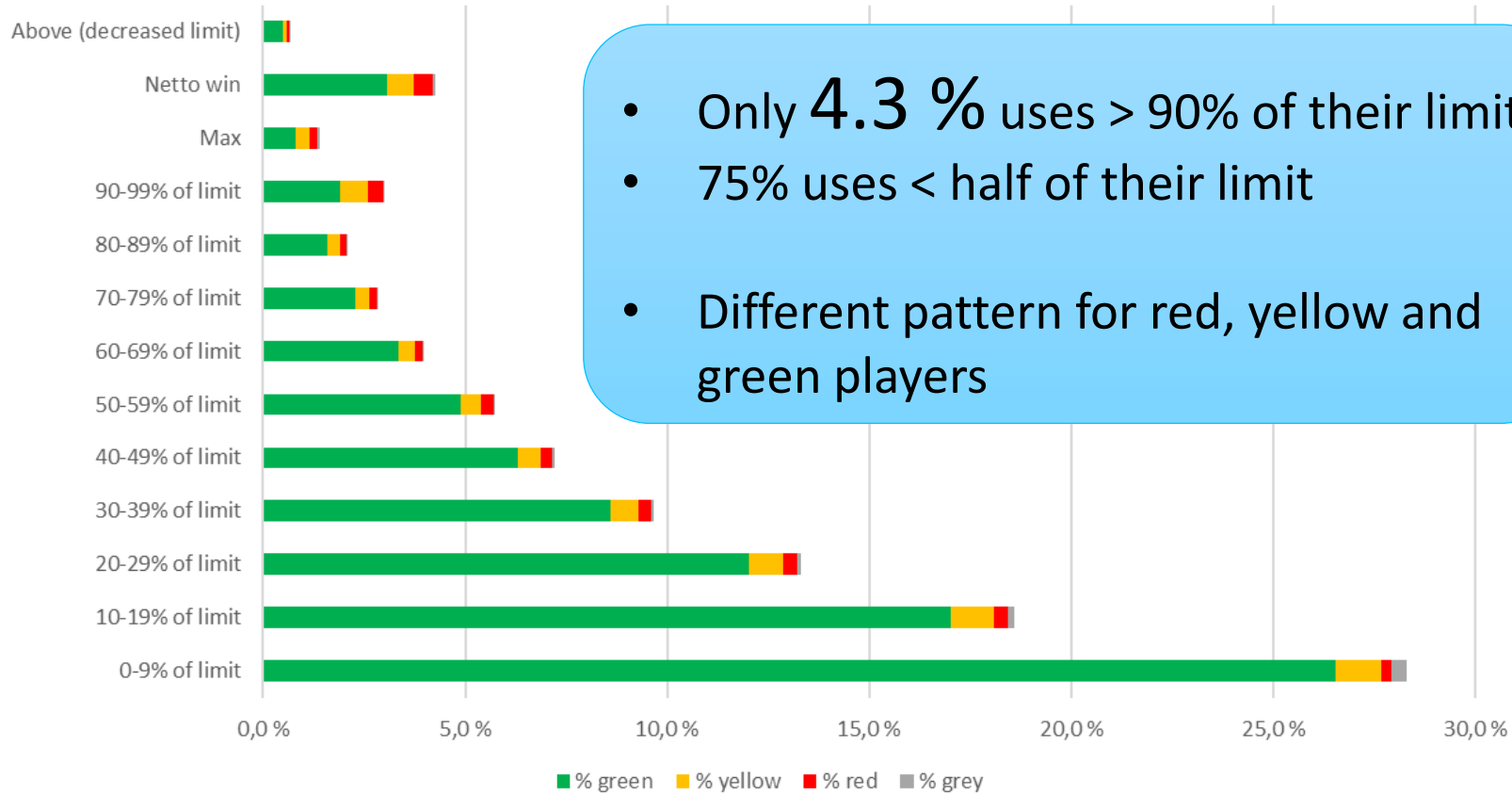
- Only **4.3 %** uses > 90% of their limit
- 75% uses < half of their limit

- Different pattern for red, yellow and green players

■ % green   ■ % yellow   ■ % red   ■ % grey

# AGENDA

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RESEARCH

Dr. Mark Griffiths (NTU)
Dr. Michael Auer (neccton)

# Global Limit Analysis
## (Commissioned research)

Auer, M., Reiestad, S.H. & Griffiths, M. D. (2018).   Global limit setting as a responsible gambling tool: what do players think?  *International Journal of Mental Health and Addictions*,1-13 (https://link.springer.com/article/10.1007/s11469-018-9892-x)

Auer, M., Hopfgartner, N., & Griffiths, M. D. (2018). The effect of loss-limit reminders on gambling behavior: *A real-world study of Norwegian gamblers. Journal of Behavioral Addictions, 7(4),* 1056-1067.

# Data

- Playerdata: **20% of all active players between Sep 2015 and Sep 2017**

- Survey November 2016
  - 2057 interviews
    - Low risk players (green): 1233
    - Moderate risk players (yellow): 201
    - High risk players (red): 490
  - Random selection of players, but weighted based upon Playscan status

# I feel positive towards the global limit



Legend: agree entirely | agree in part | neither agree nor disagree | disagree in part | disagree entirely

Players divided into groups by total loss pr month

| Group | agree entirely | agree in part | neither agree nor disagree | disagree in part | disagree entirely |
|---|---|---|---|---|---|
| 0 NOK | 73% | 12% | 8% | 2% | 5% |
| (0-500 NOK) | 70% | 12% | 9% | 3% | 5% |
| [500-1,000 NOK) | 71% | 12% | 8% | 4% | 5% |
| [1,000-2,000 NOK) | 68% | 15% | 8% | 4% | 5% |
| [2,000-5,000 NOK) | 55% | 15% | 11% | 7% | 12% |
| [5,000-10,000 NOK) | 48% | 20% | 12% | 8% | 13% |
| [10,000-15,000 NOK) | 51% | 18% | 7% | 12% | 12% |
| >=15,000 NOK | 34% | 15% | 10% | 2% | 39% |
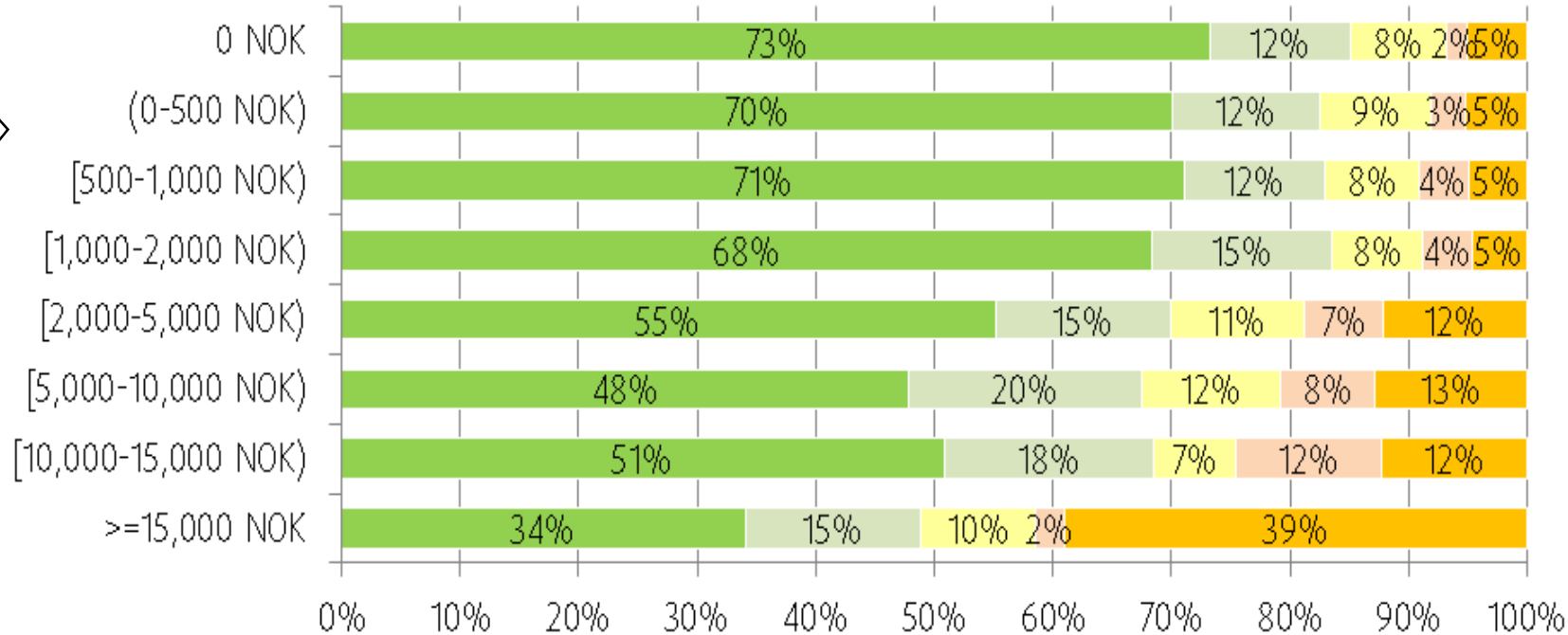
- **80% of all players are positive, 9% neither/nor**

- Even 49% of most intense players feel positive towards the global limit

- Gambling intensity is negatively correlated with a positive attitude

# A global limit is relevant to me



Legend: agree entirely | agree in part | neither agree nor disagree | disagree in part | disagree entirely

| Loss category | agree entirely | agree in part | neither agree nor disagree | disagree in part | disagree entirely |
|---|---|---|---|---|---|
| 0 NOK | 6% | 3% | 13% | 9% | 69% |
| (0-500 NOK) | 12% | 8% | 17% | 10% | 53% |
| [500-1,000 NOK) | 13% | 10% | 12% | 12% | 53% |
| [1,000-2,000 NOK) | 15% | 10% | 22% | 10% | 42% |
| [2,000-5,000 NOK) | 22% | 14% | 19% | 11% | 34% |
| [5,000-10,000 NOK) | 25% | 21% | 18% | 7% | 28% |
| [10,000-15,000 NOK) | 39% | 13% | 14% | 14% | 20% |
| >=15,000 NOK | 27% | 20% | 12% | 10% | 32% |

- 23% of players who lose between NOK 500 and 1,000 feel the global limit is relevant

- 47% of players who lose more than NOK 15,000 feel the global limit is relevant

- **The more players gamble, the more relevant they perceive the limit**

# Played with other companies when stopped
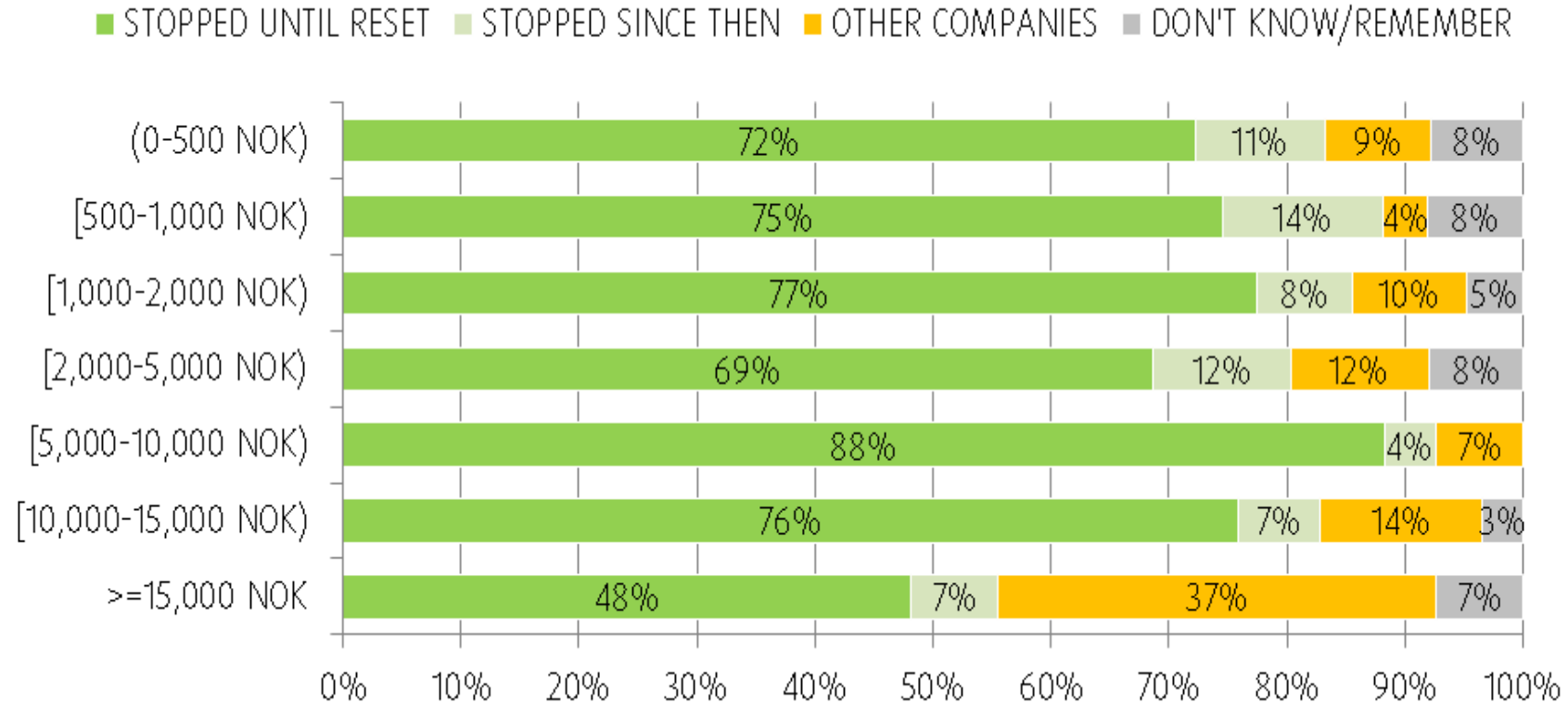


- 4% of players who lose less than NOK 1,000 played with other companies

- 37% of players who lose more than NOK 15,000 played with other companies

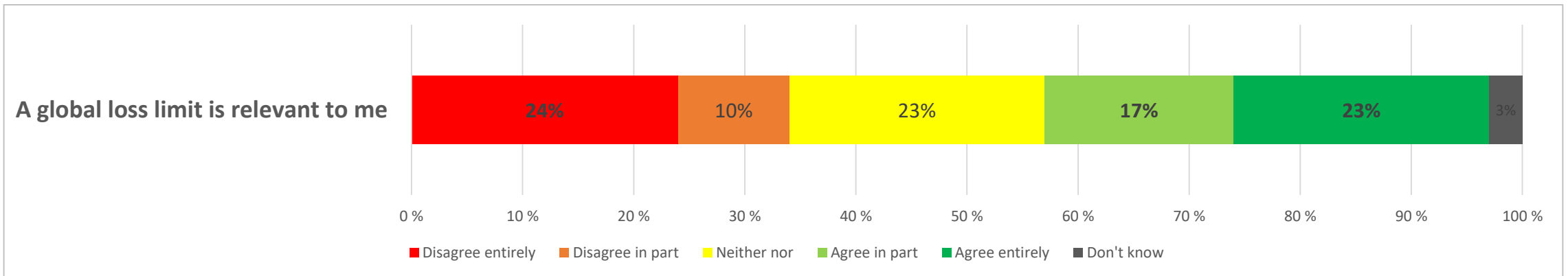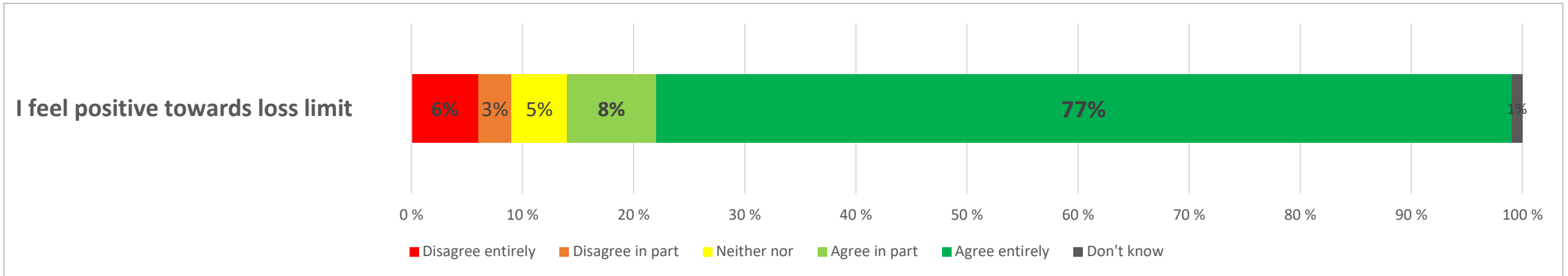- **Only 10% of all players played with other companies**

**UPDATE!**

Can we confirm the findings?

- New survey **May 15th -> onwards** (still in the field)

- Sent to 10 000 players **that reached** their gambling limits in 2018 or 2019

- Preliminary results after one week!
  - 571 respondents
  - (Reminder will be sent)

# How much do you agree or disagree to following statements?

## I feel positive towards loss limit

| | | | | | |
|---|---|---|---|---|---|
| 6% | 3% | 5% | 8% | 77% | 1% |

0 %  10 %  20 %  30 %  40 %  50 %  60 %  70 %  80 %  90 %  100 %

■ Disagree entirely  ■ Disagree in part  ■ Neither nor  ■ Agree in part  ■ Agree entirely  ■ Don't know

## A global loss limit is relevant to me

| | | | | |
|---|---|---|---|---|
| 24% | 10% | 23% | 17% | 23% | 3% |

0 %  10 %  20 %  30 %  40 %  50 %  60 %  70 %  80 %  90 %  100 %

■ Disagree entirely  ■ Disagree in part  ■ Neither nor  ■ Agree in part  ■ Agree entirely  ■ Don't know

BASE: ALL n = 571

# Will they play with other companies if stopped?

**What they say they will do**

Play with other companies IF stopped

76%    4%   7%   5%   6% 0

0 %   10 %   20 %   30 %   40 %   50 %   60 %   70 %   80 %   90 %   100 %

■ Disagree entirely  ■ Disagree in part  ■ Neither nor  ■ Agree in part  ■ Agree entirely  ■ Don't know
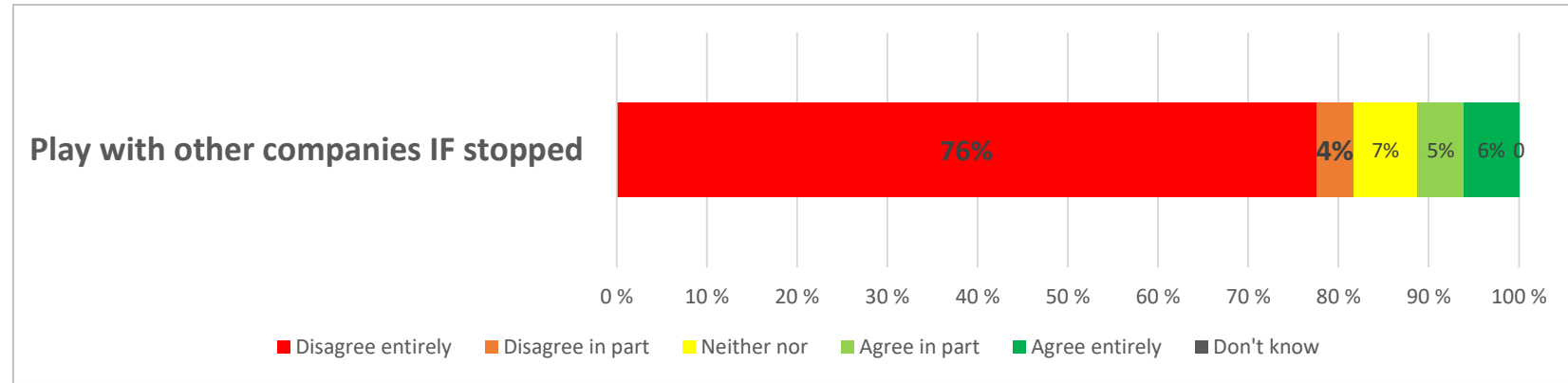
BASE: ALL n = 571

**What they say they did**

What did you do when you were stopped by the loss limit?

80%    6%    9%    5%

0 %   10 %   20 %   30 %   40 %   50 %   60 %   70 %   80 %   90 %   100 %

■ Stopped until reset  ■ Stopped since then  ■ Other companies  ■ Don't know
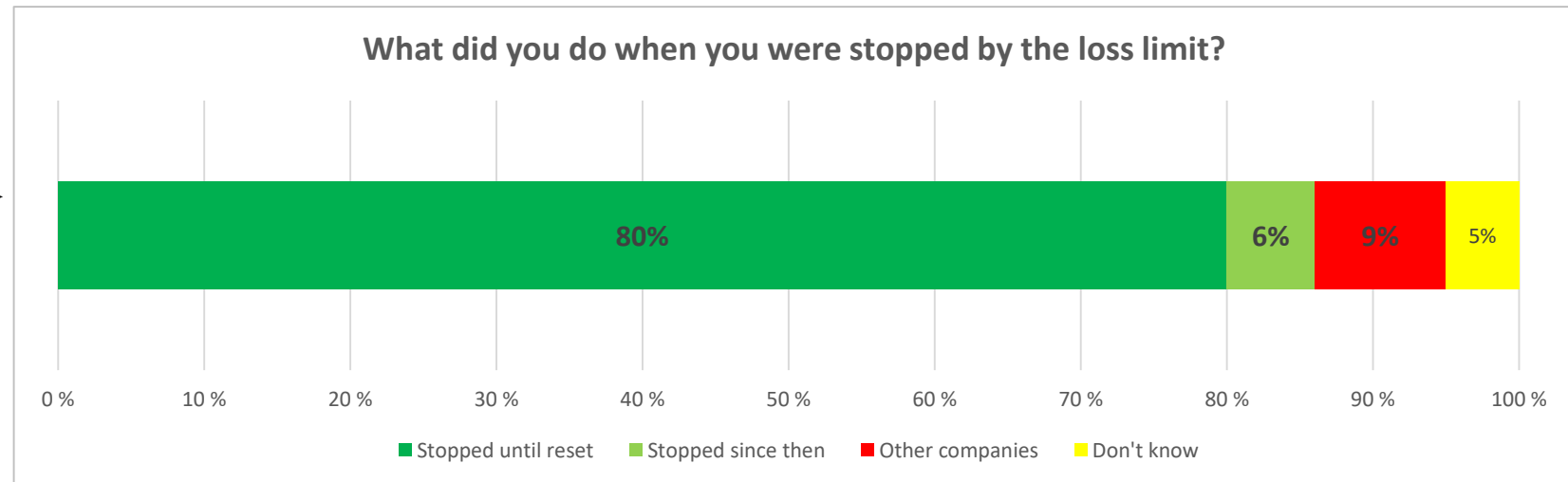
BASE: Limit hit n = 347

# Motivation (1)

## What is the or the most important reason(s) why you set personal limits?



| Reason | Percentage |
|---|---|
| I set the limit because some games require me to set personal limits | 17% |
| I set the limit to have better control over my consumption | 48% |
| I set the limit because I thought I had to do it to play | 23% |
| I have not set any personal limit | 9% |
| Other, please note | 4% |
| Don't know | 5% |
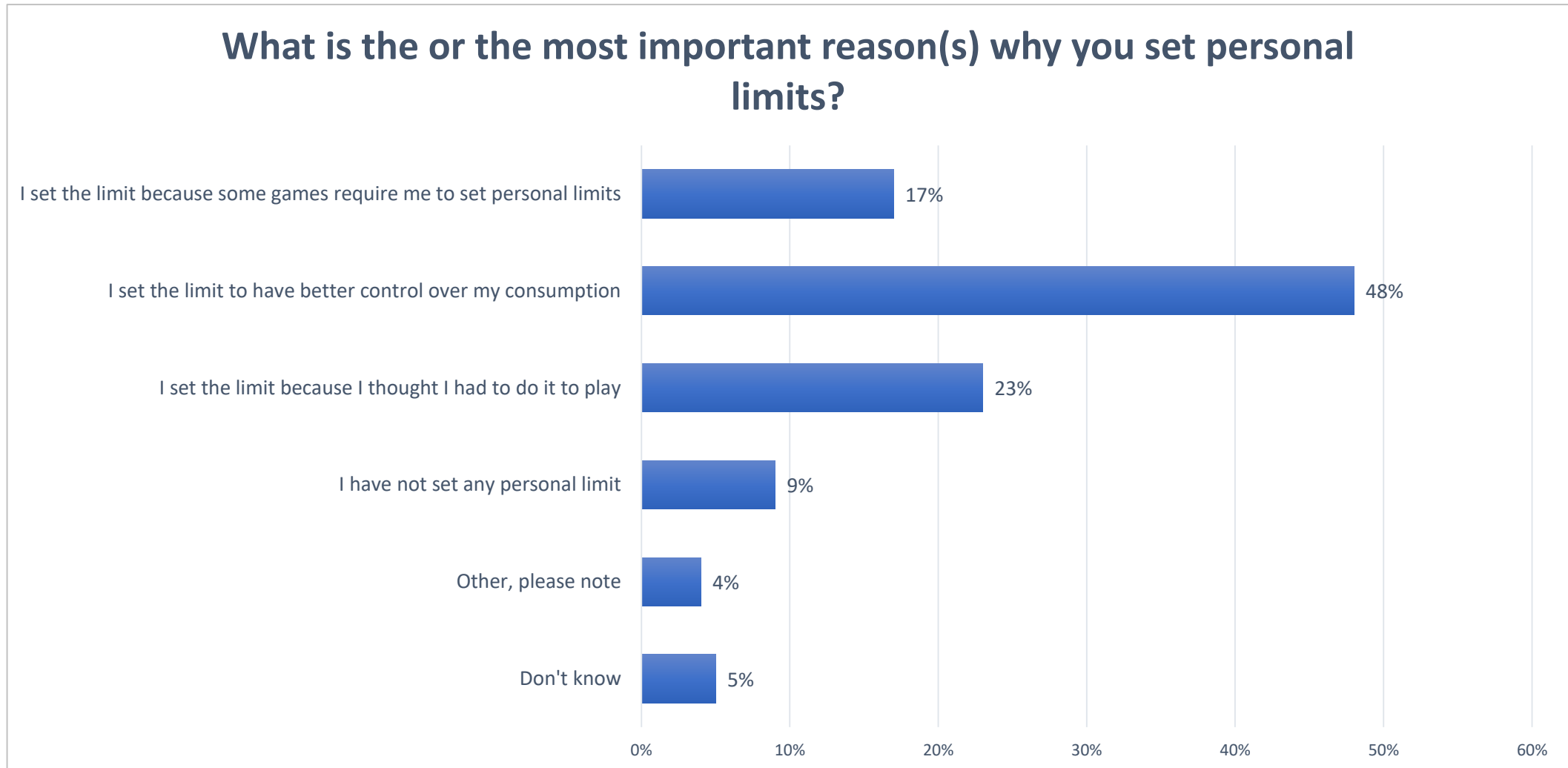
BASE: n = 545

# Motivation (2)

## What is the reason why you chose the amount you set your limit to?

| Category | Percentage |
|---|---|
| I set the limit on how much I can afford to lose on gaming | 34% |
| I set the limit on how much I usually play for | 29% |
| Random choice | 34% |
| Other, please note | 3% |

BASE: n = 494

**1** Do mandatory loss limits prevent problem gambling?

Do the Players like them?

Are loss limits relevant for them?

Do they stop gambling when they reach their limits?

Other indicators:
- Help Line statistics
- Internal data

# National Help Line

**(some data from Help Line Statistics Report 2018)**

| Game (main problem) | Calls | % |
|---|---|---|
| Casino on Internet | 286 | 54 % of all calls |
| **Norsk Tipping** | | **5 %** |
| Norsk Tipping and offshore companies | | 15 % |
| **Offshore betting companies** | | **71 %** |

# Reduction in the average loss from high risk and moderate risk players (effect from the 12 first weeks after introduction)
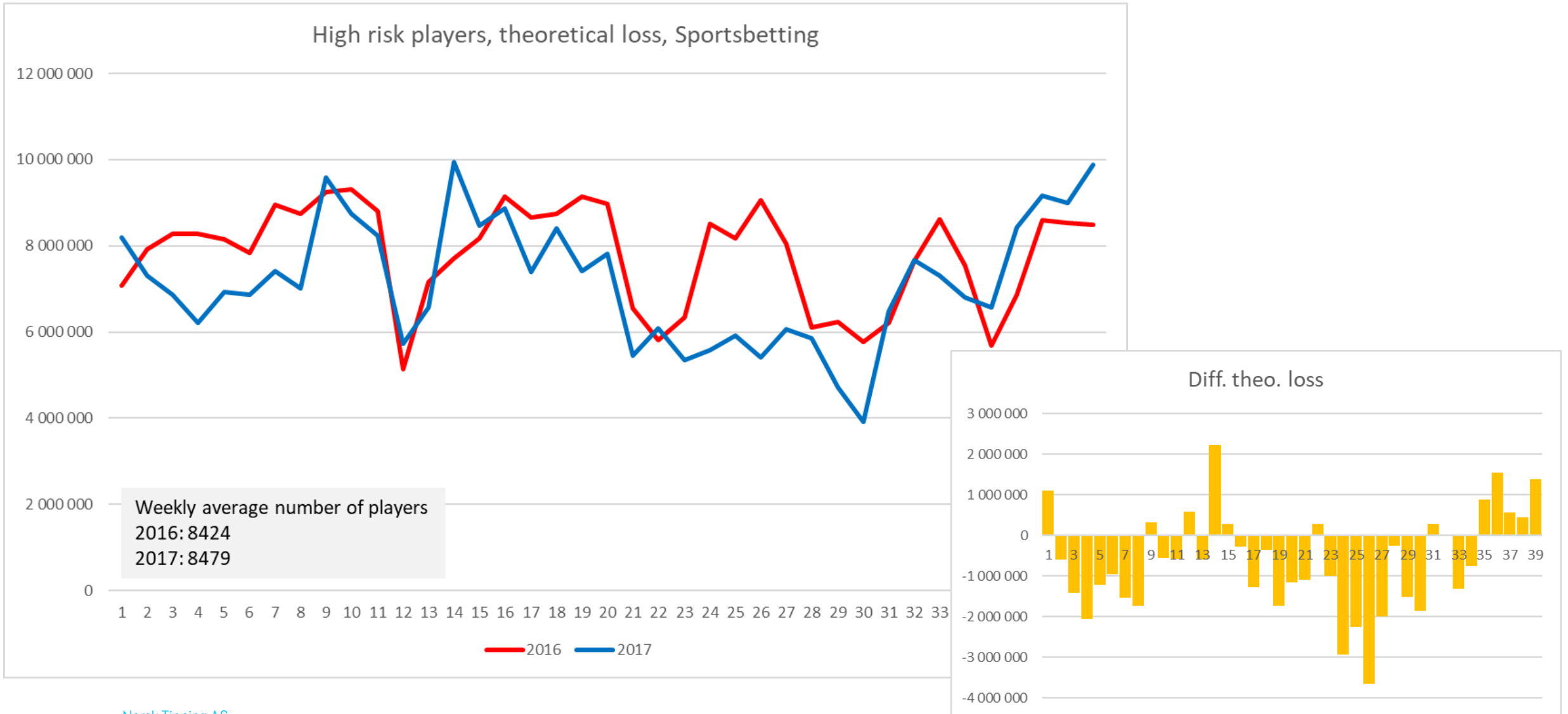
| Distribution of GGR | Change in average weekly GGR |
|---|---|
| Sum high risk players | -11,40 % |
| Sum moderate risk players | -4,90 % |
| Sum low risk players | 0,10 % |
| Total | -2,80 % |

Reduced loss = reduced income (GGR) = ca. € 15 millions yearly

**«Red money»**

# Biggest effect for high risk sports players



High risk players, theoretical loss, Sportsbetting

Weekly average number of players
2016: 8424
2017: 8479

2016   2017

Diff. theo. loss

# OTHER FINDINGS
(no time to og into details)

- Conscious limit-setting is positively correlated with loyalty among online-casino players

- The 80% loss-limit reminder reduces subsequent gambling

**1** Do mandatory loss limits prevent problem gambling?

Do the Players like them?

Are loss limits relevant for them?

Do they stop gambling when they reach their limits?

Other indicators:
- Help Line statistics
- Internal data

Profit and cost ratio

Development of profit and cost ratio

Development in digital customers

Norsk Tipping

Offshore betting companies

2004  2005  2006  2007  2008  2009  2010  2011  2012  2013  2014  2015  2016  2017  2018

Source:
Norsk Tippings kundetall – Norsk Tipping
Offshore betting– Lotteritilsynet og rapporten Grenselausepengespel
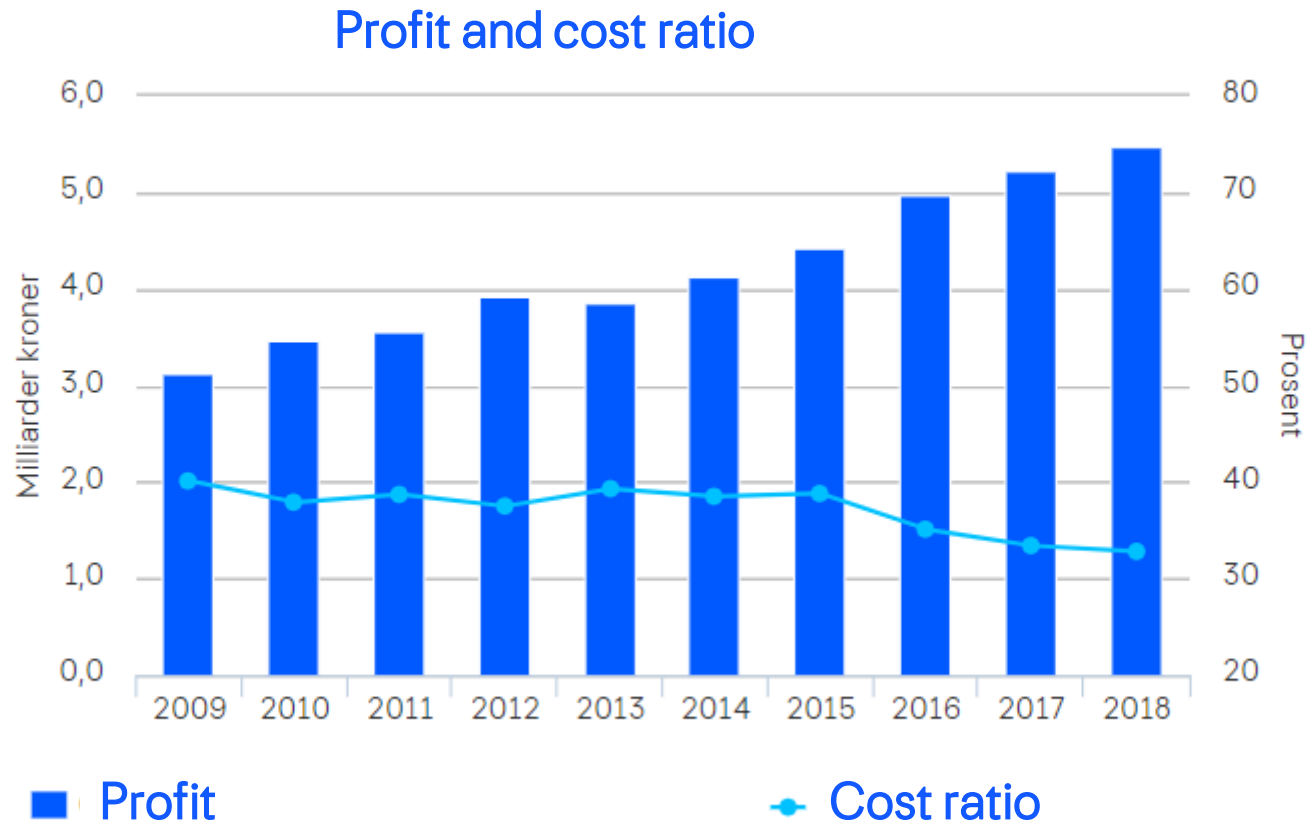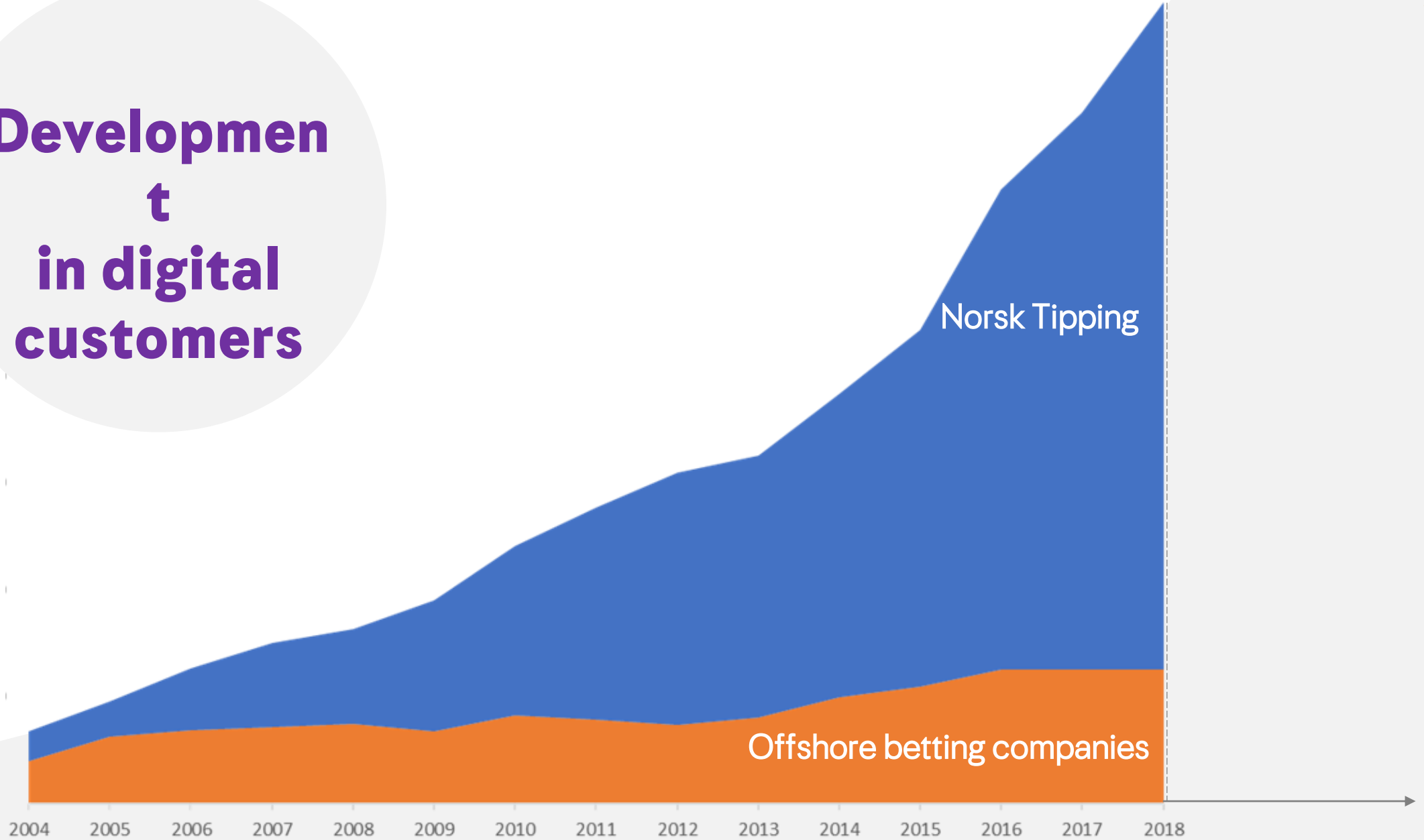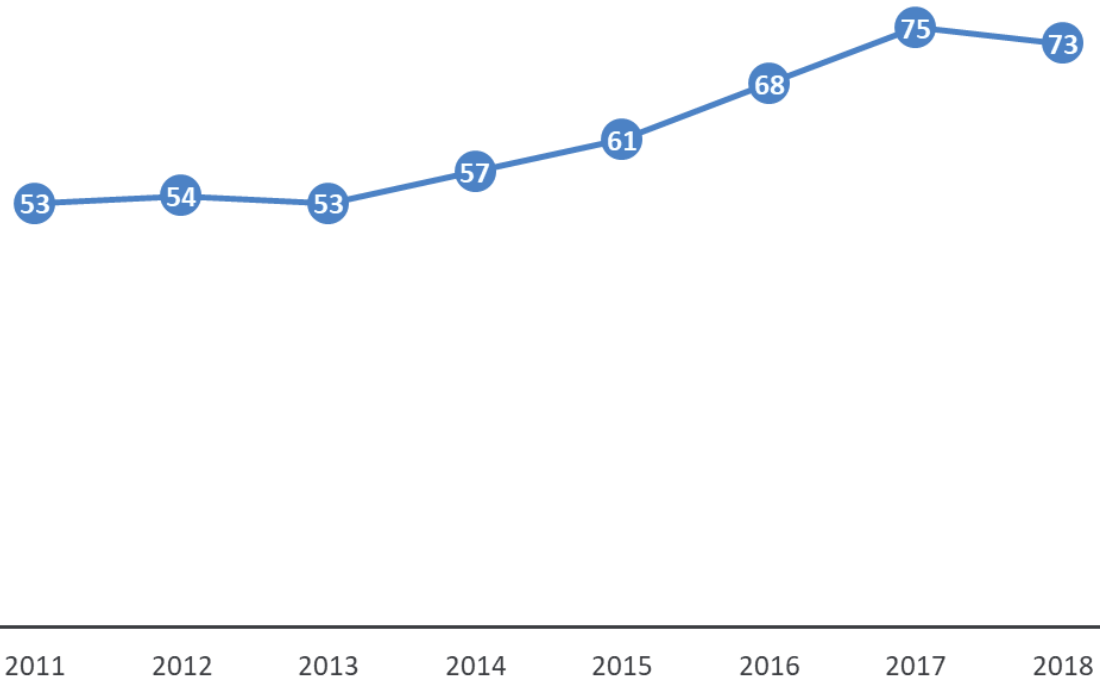
Top 5

Corporate image
in Norway -2018

| 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 53 | 54 | 53 | 57 | 61 | 68 | 75 | 73 |

**1** Do mandatory loss limits prevent problem gambling? **Yes**

**2** What is the effect for the company? **Positive**

# Summary

## Safety

Mandatory loss limit **prevents problem gambling** and contributes to sustainable growth and **increased trust** from the players and the society

# CONTACT INFORMATION

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**Norsk Tipping**