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Online gambling in France in 2012

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How many people gamble online? What is their profile and how do these people behave? Two surveys provide us with an overview since the new legislation in the area was promulgated in 2010.

Given more intense illegal online gambling and in response to high European demand to open the gambling market to competition, on 12 May 2010 France opened "a controlled online gambling market to competition" in three areas: sports betting, horse race betting and poker. The 2010 law required all operators to take different measures for preventing excessive gambling and promote "responsible gambling". Two years after the promulgation of the law, in the fourth quarter of 2012, the French Monitoring Centre for Drugs and Drug Addiction (OFDT) and the Monitoring Centre for Gambling (ODJ) worked together to carry out two surveys on these activities. It was necessary to carefully document these online gambling practices by comparing the results with the initial study conducted on all gambling in 2010, prior to the legislative changes. This issue of *Tendances* presents the results of these two surveys. The first (Prévalence-e-JEU 2012) was conducted on a representative sample of the French adult population so that the prevalence of online gambling in the general population could be determined. The second (e-ENJEU 2012) surveyed a sample of Internet users. The sociodemographic structure of this sample was based on the sociodemographic structure of all French Internet users. This enabled the profiles of gamblers, their gambling practices and the effects of such practices to be determined (see the "methodological reference points").

■ Two million online gamblers in France in 2012

The Prévalence-e-JEU 2012 helped establish an initial overview of the online gambling level (or prevalence) in the French population: 3.7% of people aged 18 or older (approximately 2 million people) stated having gambled in the 12 months prior to the survey (Table 1).

Due to the recent emergence of the online gambling sector, there is still very little epidemiological data on online gambling practices. Subsequently, in France, the only countrywide data available comes from the online gambling operators or from the French Regulatory Authority for Online Games (ARJEL). These data only shed light on one side of gambling, i.e., legal gambling. In its 2012 report, the ARJEL mentioned, 1,700,000 "active gambler accounts" that could represent 1.2 million gamblers based on the assumption that each player has an average of 1.4 gambling account (ARJEL, 2013). In 2012, *la Française des jeux* (the French national lottery's operator, also known as the "FDJ") announced on its Internet "multimedia channel" that it had counted 900,000 active gamblers (FDJ, 2012). Finally, the first national survey on gambling in France, which was conducted in 2010, estimated that 9.1% of intensive gamblers (i.e., people who had gambled at least 52 times and/or bet €500 in the last year, which represented one out of every four gamblers) had gambled at least once on an illegal site in the year prior to the survey (Costes et al., 2011).

■ One quarter of online gamblers only use the Internet to gamble

The second survey (e-ENJEU 2012), which described the profiles of the people in question, indicated that the types of gambling most often played by Internet gamblers were, in descending order: lottery and instant win and scratch card games, poker, sports betting and horse race betting. Slot machines and casino games (except for poker), which are prohibited online, were played by less than 10% of gamblers.

Online gamblers were also questioned about their offline gambling practices: 72.1% (Figure 1) stated that they had engaged in offline gambling in the last 12 months and only one quarter is exclusive online gamblers. Offline gambling tended to precede online gambling: 70.4% of

Table 1 - Prevalence of online gambling in France in 2012

French population (age 18 and over)	Estimate	95 % confidence intervals	
		Lower endpoint	Upper endpoint
Prevalence in the last 12 months	**3.7 %**	2.9 %	4.5 %

Source: Prévalence-e-JEU 2012 survey, ODJ - N = 2,761

online gamblers had frequented offline gambling points of sale before playing online.

Internet abolishes the physical distance and provides instant access to a wide range of games, therefore one would think that gamblers would be more inclined to step up these activities. Yet, a significant proportion of online gamblers only engage in one type of gambling (i.e., are "exclusive gamblers")[1]. Fans of the FDJ's lottery or instant win and scratch card games were the most "exclusive gamblers": 59.7% of them only played those games and 43.0% of poker players claimed that they do not engage in any other type of gambling. In contrast, gamblers who played casino games and slot machines, or who engaged in sports or horse race betting, had more of a tendency to be "multi-gamblers".

Variable gambling frequencies and amounts bet

The majority of online gamblers played on an occasional basis (55.0% played at least once a week). However, the proportion of gamblers who gambled regularly was much higher than what was observed in 2010 among all gamblers (45.0% played at least once a week versus 22.8% of all gamblers) (Costes et al., 2011). Horse race betting (70.4%), casino gambling (66.0%), slot machines (64,2%) and poker playing (60.4%) had the highest proportion of regular gamblers, whereas FDJ game players were fewer (42.4%).

In the 12 months preceding the survey, half of the online gamblers had spent[2] more than €208, one quarter had spent more than €520 and 10% had spent more than €1,200. To analyse these expenditures by gambling category, only exclusive gamblers were taken into consideration for each specific gambling type. The median expenditure by gambling type could then be compared with the median expenditure for all exclusive gamblers, which was €144. Slot machines and casino games were by far the activities that led to the highest expenditures; half of the people who had played slot machines in the last year had spent more than €480, whereas casino game players had spent over €360. Horse race betters also had relatively high expenditures, with a median budget of €260. FDJ game and poker players spent a median of €180; those who bet on sports stated spending less, with a median of €120. Finally, half of gamblers who engaged in other types of gambling had spent less than €50 per year.

A primarily young, male, educated, well-integrated population

Like for offline gambling practices, online gambling is male-dominated. Proportionally fewer women gambled online than offline (42.8% of women versus 47.7% in the INPES 2010 Health Barometer survey). Some activities varied widely by sex. Fewer than one out of five sports betters was female (football being the sport most frequent in online gambling); one out of four horse race betters was a woman. The mix was more balanced for casino games and slot machines. Finally, certain activities involved more women than men; six out of ten non-FDJ lottery and scratchcard gamblers were women.

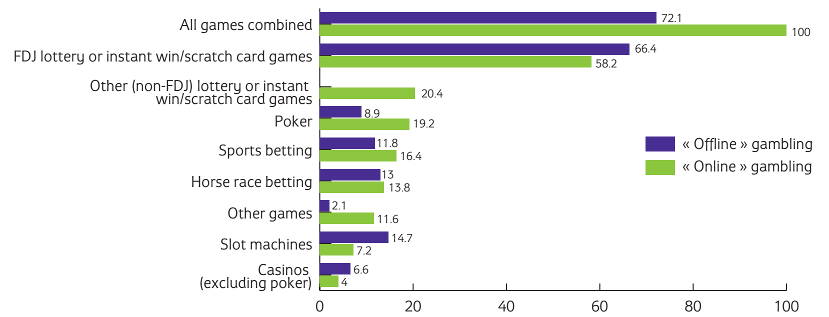
Younger generations more frequently use the Internet in general. As a result, the online gambling population tends to be younger. There were marked differences in age observed according to the type of gambling under consideration: Poker players tended to be the youngest: half of them were under the age of 33, while three quarters of them were under the age of 41. Slot machine and casino game gamblers were also relatively young: overall, half of these gamblers were under the age of 35. Horse race betting involved an older population: three quarters of them were over the age of 35. Half of lottery and instant win and scratch card gamblers were also over the age of 42.

A study of the age at which gambling began confirmed these observations. The median age for the first gambling experience was 33 for all online gamblers. Poker players tended to start the earliest: at the age of 26, one out of two players had already played poker online at least once in their life. It was not until the age of 38 that one out of two gamblers had bet online on horse racing at least once in their life.

Online gamblers were relatively well educated: 53.0% of them had a post-Baccalaureate diploma. Furthermore, the level of education seemed to have an incidence on the type of gambling practised. Poker, sports betting and FDJ games attracted more educated gamblers, while non-regulated games tended to attract less-educated gamblers (see the "Legal status of types of gambling" box).

In total, by comparing the sociodemographic profile of online gamblers to that of all gamblers (INPES 2010 Health Barometer survey) and to that of the general population (INSEE, or National Institute for Statistics and Economic Studies), it was observed that online gamblers are predominantly male, younger, better educated and in a higher social stratum (Table 2).

Figure 1 - Prevalence of online gambling by type of gambling (N = 4,042), in %



Source: e-ENJEU 2012 survey; OFDT/ODJ

Interpretation: 58.2% online gamblers played online FDJ lottery or instant win/scratch card games in the last 12 months; 66.4% played FDJ lottery or instant win/scratch card games at points of sale

1. An exclusive X gambler is a gambler who only bets on X.

2. The gamblers had been asked the following question: ... how much did you bet or spend?

Table 2 - Profile of online gamblers versus the profile of all gamblers and that of the general population

in %	2012 online gamblers (N = 4,042)	Gamblers (INPES 2010 Health Barometer) (N = 11,655)	2012 INSEE data
Sex			
Men	**57.2**	52.3	49.0
Women	42.8	47.7	51.0
Age			
18-24	12.0	11.0	12.1
25-34	**26.1**	20.4	17.6
35-49	**35.0**	34.2	29.1
50-64	21.0	26.0	27.8
65-75	5.8	8.4	13.4
Education			
Did not complete Baccalaureate	22.2	42.4	59.7
Completed Baccalaureate	24.9	19.0	15.9
Completed Post-Baccalaureate diploma	**53.0**	38.7	24.5
Socio-Professional Category*			
Low SPC	23.8	41.8	31.1
High SPC	**52.5**	31.7	25.9
Inactive	23.7	26.5	43.1

Source: e-ENJEU 2012 survey; OFDT/ODJ; INPES 2010 Health Barometer; INSEE

* Low SPC = employee, worker, farmer; High SPC = manager, mid-level profession, self-employed craftsman, merchant, company director

Table 3 - Legal status of gambling supply

All online gamblers (N = 4,042) in %	
Knows the legal status of the websites used	
yes	75.1
no	24.9
Domain name of gambling websites used	
« .fr »	54.2
« .com »	11.5
« .fr » and « .com »	25.5
Don't know	8.8
Provided identification to gamble	
For all websites	39.7
For some webstites	19.5
Never	40.8

Source: e-ENJEU 2012 survey; OFDT/ODJ

Legal gambling: dominant but not exclusive

One of the purposes of the survey was to attempt to assess the extent to which online gambling practices, existing prior to the 2010 law, had shifted towards legal practice. Methodologically speaking, this question is difficult to document. The survey tested four different approaches.

Firstly, gamblers were asked whether or not they knew the legal status of the type of gambling in which they played. Three out of four gamblers stated that they knew it.

Next, they had to specify the domain name extension of the websites they used (.fr or .com), with the understanding that legal websites only have an ".fr" extension. A majority of gamblers only used websites with an ".fr" extension, and 37% used a website with a ".com" extension, the latter indicating that their online gambling was probably "unregulated" (Table 3). It cannot be excluded that some of the players are directed from this ".com" extension towards a ".fr" one.

Another way to broach this subject was to ask questions about the procedure required to register on the gambling websites. Legal French gambling websites require gamblers to submit a piece of identification to the online game operator. Only four out of ten gamblers stated that they had sent identification to all the websites they used and, even more surprisingly, the same proportion state that they had never been asked to provide identification. When interpreting these results, one must consider that one out of ten gamblers use "free" websites, where they are not required to identify themselves (see the "Free games" box).

Finally, the people surveyed were asked to name the websites they visited most. The responses were analysed and recoded according to the legal status of the named websites. A large majority (75.5%) of respondents mentioned a legal website. However, 8.0% of gamblers mentioned at least one website that was not considered legal as one of those they used most often. Moreover, 11.0% of the gamblers had also mentioned websites that are in a legal "grey area", i.e., websites that offer "free" gambling (or integrate free gambling to an extent) with a view to monetary or other gains. As regards practices on illegal gambling websites, these gambling practices mainly involved casino games, slot machines and other games that are not available on legal websites.

If online gambling legalised in 2010 (sports betting, horse race betting and poker) is examined more closely, only poker was regularly mentioned as being played on illegal websites. Of the exclusive poker players (N = 335), 10.2% stated that they played on illegal websites and 6.0% stated that they played on "free" websites.

To summarise the diverse information available in the survey on the legality of gambling supply, a composite indicator based on previously described variables was created. It enables all online gamblers to be classified based on the legal status of the gambling in which they partake: 54.4% of gamblers partook in their activities exclusively on legal websites, 19.1% exclusively on unregulated websites and 26.5% on both kinds of websites (see the "Legal status of types of gambling" box).

The people who gambled on unregulated websites were predominantly women (64.5% of those who gamble on unregulated sites were women compared to 33.9% of women who gambled on legal sites), younger (40.1% under the age of 30 vs. 18.5%) and less educated (42.1% with a post-Baccalaureate diploma vs. 57.6%). However, gambling on unregulated websites did not seem to be correlated with social status. This particular profile can be explained in part by the people who frequent the so-called, "free" websites (see the "Free games" box).

An activity practised at home and mainly during the day

Gamblers who stated having gambled online in the last 12 months mainly gambled from their home (97.5%), and few (6.1%) gambled from the workplace or school. Very few gamblers gambled online in public places (cybercafés, shopping centres) or on public transport.

Of the different types of devices used by online gamblers (computers, cell phones, tablets), the computer was most often mentioned (97.3%, of which 82.1% used their computer only). More than one out of ten gamblers also used their cell phone and 7.5% a tablet. Online gambling apps for smartphones are becoming increasingly widespread, but they still tended to be used at home. However, tablets tended to be used both in public transport and at home.

Gambling mainly took place during the day: 52.7% of gamblers gambled during the day (and 9.1% did so in the morning), while 42.9% played in the evening and 4.4% did at night. It was mainly people over the age of 55 who gambled during the day and in the morning, while those who gambled in the evening tended to be younger.

Advertising or information in the media (not on the Internet) were the main ways in which people learned about gaming websites (47.3% of the gamblers). The Internet (surfing or forums) was the next most frequent vehicle (45.0%) for informing gamblers about gaming websites, followed by friends or family (19.2%), and some discovered online gambling websites after having been sent information directly by email (16.6%).

Before beginning to play online, half of the gamblers had first practised on free versions offered by online sites to help people become familiar with these websites and/or allow them to gain experience (49.1%). This free use was mainly for games that require a certain level of skill, like poker (81.2%). Making a free version available is also a technique for recruiting new gamblers, as was demonstrated by the proportion of gamblers who had first played free versions of slot machines (80.1%) and other online casino games (83.9%).

■ 24/7 availability: an essential advantage

Of the list of advantages for online gambling suggested during surveys, the environment and setting are predominant: six out of ten gamblers (63.0%) stated 24/7 availability as the main advantage and four out of ten gamblers (45.3%) emphasised the fact that they could gamble online in the comfort and quiet of their own home. One out of five gamblers sought privacy and anonymity (21.4%). With respect to game-related advantages, 15.9% stated the ability to take advantage of promotional offers, 28.4% saw it as a way to attain more transparency with respect to bets, wins and losses, and 12.3% appreciated the variety of ways to bet.

In contrast, regarding the disadvantages related to online gambling, four out of ten gamblers (42.4%) stated spending more money online than when using offline gambling methods and three out of ten (34.0%) indicated a risk for addictive gambling related to the quickness of the gambling and/or the loss of control. There was a certain reticence among 20.5% of gamblers who mentioned the "difficulty in verifying the honesty of the games" as a drawback to online gambling. A lower proportion had concerns about security: 16.4% believed that the websites were not secure enough and 16.6% thought that the security of the deposits was not guaranteed. This proportion was higher for non-regulated websites.

■ Illegal websites: more problem gambling

The levels of risk were measured using the Canadian Problem Gambling Index (CPGI) tool (Ferris & Wynne, 2001). The CPGI was already used in the 2010 national survey. This measurement can be compared with the statements made by gamblers on the games in which they invested, i.e., the games in which they stated having spent the most time or having spent the most money.

According to estimates based on the CPGI, of the people who stated having gambled online in the last 12 months, six out of ten (59.2%) were non-problem gamblers, one out of four (23.8%) were low-risk gamblers, one out of ten (10.4%) were moderate-risk gamblers and 6.6% were probable pathological gamblers. The problem gamblers, who were the grouping of moderate-risk gamblers and probable pathological gamblers, represented 17.0% of people who had gambled in the year prior to the survey.

When the problem gambling was analysed by type of game in which the gamblers were most invested, the prevalence of problem gambling was highest among those who played online slot machines and casino games – games that are illegal online (Figure 2). Poker was in third position and, in contrast, lottery and instant win and scratch card games generated the lowest number of problem gamblers.

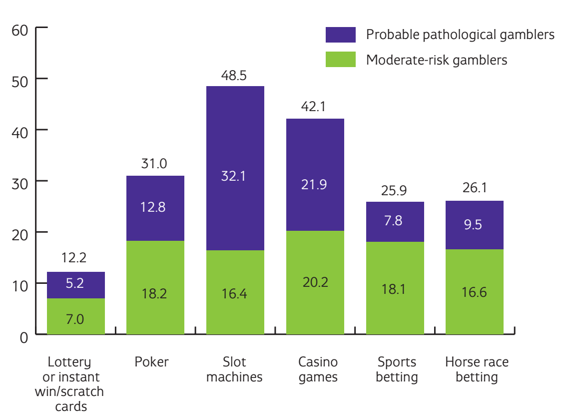
Even though the online problem gamblers had a higher percentage of men, the proportion of women was much higher than what was observed for offline gamblers (40.7% online vs. 24.1% of gamblers identified as problem gamblers by the INPES 2010 Health Barometer survey). This is due in part to the fact that the structure of the games played by men and women was not the same: the games most frequently played by women on the Internet (which are illegal, for the most part, and include non-FDJ lottery and scratchcard games, slot machines and casino games) were those for which the prevalence of problem gamblers is the highest.

Problem gamblers were also younger than all gamblers in the last year (Table 4), and were more often single. They also had lower income than all people who had gambled in the previous year.

■ Discussion

Online gambling represents a significant economic sector that is rapidly developing worldwide. In 2010, online gross gambling revenue (GGR = bets minus gains) was 23 billion euros, which represents 8.5% of the entire gambling market (European Commission, 2011).

Figure 2 - Percentage of problem gamblers by type of online game in which they are most invested



Source: e-ENJEU 2012 survey; OFDT/ODJ

Interpretation: Of the people who had gambled online in the last 12 months, 5.2% of those who played lottery or instant win/scratch card games were probable pathological gamblers and 12.2% were problem gamblers.

Table 4 - Socioeconomic characteristics of online gamblers

	Men	Mean age	Income < € 1,200	Lives alone
Gambled in the last year (N=4,042)	57.3 %	40.6 yrs	22.0 %	32.8 %
Moderate risk gamblers (N=418)	61.7 %	39.9 yrs	31.2 %	33.2 %
Probable pathological gamblers (N=267)	55.6 %	35.0 yrs	32.9 %	37.9 %
Problem gamblers (N=685)	59,3 %	38.0 yrs	25.8 %	35.1 %

Source: e-ENJEU 2012 survey; OFDT/ODJ

The range of online gambling sites and products is massive. Approximately 800 companies from 70 countries offer over 4,000 virtual slot machine websites, 600 online casino websites, 300 online Bingo websites, 260 sports betting websites and 240 online poker websites (Casino City website).

The European market, which is one of the three main markets, along with North America and Asia (the latter is enjoying the highest rate of growth) represents 29% of global GGR and 44% of online gamblers. In 2008, it was estimated that there were 7 million online gamblers in Europe. Within Europe, France is the second largest online gambling market, far behind the United Kingdom (European Commission, 2011).

The initial estimates for these practices seem to be consistent with international data. An online gambling prevalence (online gambling in the last 12 months in a population aged 18 and older) of 3.7% (i.e., approximately 2 million French people) places France somewhere in the middle compared with the rare few countries that have similar national surveys: 1 to 2% in the United States (where online gambling is prohibited), 2 to 3% in the Netherlands, 2.1% in Canada, and up to 14% in the United Kingdom (Wardle, 2011; Wood, 2009).

Given the difficulty and cost involved in conducting the surveys among populations with rare behaviours, the decision to survey the French population about their online gambling practices was made possible by the Internet. This method has advantages: email solicitation is less intrusive than by telephone or face-to-face interviews, and the sample obtained is larger and enables gambler subgroups to be analysed. However, there are also disadvantages, such as bias in the representativeness of the sample and the fact that prevalence values cannot be extrapolated to the general population.

The prevalence of problem gambling among online gamblers, which was estimated by the second survey (excessive gambling = 6.6%; moderate risk gambling = 10.4%) is much higher than what was measured using the same tool (CPGI) on a sample of gamblers in 2010: 0.4% of excessive gambling and 0.9% of moderate-risk gambling among all gamblers, corresponding to 0.9% of excessive gambling and 1.9% of moderate-risk gambling among all people who had gambled in the last year (Costes et al., 2011). This can be explained in part by the fact that the large majority of offline gamblers, who are far more numerous than online gamblers, partake in this activity occasionally and on types of games that do not carry a high risk of addiction, such as the majority of lottery games. It also appears that online gambling carries a higher risk than all gambling combined. This observation is consistent with what has been established by other foreign surveys. A problem gambling prevalence (excessive + moderate risk) of 17.0% of French online gamblers is similar to what was determined by the Canadians (17.1%) on a sample of gamblers of different nationalities (16.6%). The United Kingdom's national survey also documented a significantly high risk with online gambling: the prevalence of "problem gambling" (DSM-IV criteria) was 5.3% for online games and 1.3% for all games (Wardle, 2011; Wood, 2009). The results of the 2009 national survey of Quebec show this as well: online gamblers engage in more intensive and more "at-risk" gambling practices (according to the CPGI) than offline gamblers (Kairouz et al., 2011).

The next national gambling survey, which is planned for late 2013, should confirm (or refute) the main findings of these surveys and provide more detail on some of the issues that these surveys raise. However, the limited number of online gamblers that can be reached through a representative sample of the general population does not provide sufficient statistical power to reproduce all analyses conducted in both 2012 surveys.
Three questions deserve in particular to be explored:
- What are the online gambling prevalence and the percentage of problem gamblers?
- What are the proportion and nature of the problems encountered by female gamblers?
- How significant is this "grey area" around the so-called "free gambling" revealed by these surveys in the experience of problem gamblers?

Conclusion

Two years after the promulgation of the regulatory framework, these two surveys provide an overview of online gambling behaviours.
This practice is carried out by 3.7% of the French population. Although it is primarily regulated, the line between legal and illegal websites is not fixed

« Free games »

When asked to specify the three main websites on which they play (games for which they bet money they can win or lose), 11% of online gamblers mentioned sites that are presented as "free" websites. Of those online gamblers who mentioned "free" websites, 65% only mentioned this kind of website, which falsely appears to be "free", as confirmed by visiting them. Moreover, this is the perception of the people surveyed who mentioned their activities on these websites within the scope of the survey: games of chance for which you bet money you can win or lose.

A hundred of these websites were mentioned among those cited by gamblers as being the most frequently used, which demonstrates just their large number and how easily accessible they are on the Net. These are websites with a wide Internet audience; they attract millions of different visitors each month, and billions of pages are visited.

These websites (or mobile applications) generally offer a wide range of games: games of skill or thinking games, as well as games of chance whose interface is similar to that of slot machines or lottery games. The home pages systematically emphasise two things: that the games are free and that you can win money, gift certificates or gifts, such as communication terminals. The specific methods for winning are often unclear or masked. The "free" aspect of these websites is very quickly called into question, since players are encouraged to "pay" according to different modalities, including through expensive text messages.

In the survey, the public in question was predominantly female, i.e., twice as many women as men gambled on these websites. This is a population that mainly plays online non-FDJ lottery games (whereas the FDJ has the monopoly on these types of games) and slot machines. ■

Legal status of types of gambling

The 12 May 2010 law (Loi n°2010-476, JORF n° 110 of the 13 May 2010) opened three different areas of gambling up to competition: sports betting, horse race betting and poker. The law entrusted the regulation of this market to an independent administrative authority, the ARJEL, or the French Regulatory Authority for Online Games, which grants approvals to operators and controls their activity.

La Française des jeux (FDJ, France's national lottery operator) also offers people the possibility to play some of its lottery and instant win and scratch card games online. FDJ has exclusive rights to this activity. The FDJ opened its website to such practices prior to the 2010 law.

The gambling activities that take place within the aforementioned scope are described as "legal" gambling practices.

Nevertheless, recreational gambling can take place on illegal websites (i.e., sites offering activities not opened to competition by the 2010 law, such as casino games and slot machines or gambling websites offering legal games but that have not been certified by the ARJEL) or websites that are illegal ("free gambling" websites, even though in reality, some of their visitors claim that they spend money in hopes of winning). These gambling activities are grouped under the term "unregulated gambling". ■

and is uncertain, depending on the perception of the gamblers. Despite the fact that online gambling is generally characterised by recreational, non-problematic activity, it can generate significant addiction risks in some gamblers (10.4% of online gamblers engage in moderate-risk gambling) or clear problems that undoubtedly require health and social treatment care (6.6% are "probable pathological gamblers"). These data confirm that online gambling is of a higher risk than offline gambling. This risk is further exacerbated for certain game categories, such as those that are not regulated by law. Moreover, it seems that legal online gambling, although predominant, is far from being exclusive.

These observations should lead to:

- monitoring of online gambling trends and the prevalence of problem gambling through regular, targeted surveys;
- developing prevention measures that are appropriate for certain, specific online gambling populations, such as women, young people and high socioeconomic status individuals;
- reinforcing actions to prevent illegal gambling websites and reflecting on the actions to be taken against the "free" websites.

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methodological reference points

In 2012, the French Monitoring Centre for Drugs and Drug Addiction (OFDT) and the Monitoring Centre for Gambling (ODJ)* conducted two coordinated surveys to help determine online gambling behaviours among French people.

An initial telephone prevalence survey (Prévalence-e-JEU survey, ODJ) was conducted as part of the "*Observatoire des usages Internet*" (Internet use survey) conducted by Médiamétrie among a random sample of the Metropolitan French population using CATI (Computer-assisted telephone interview). Two questions intended to measure the prevalence of online gambling were asked of 2,761 French people aged 18 and older during three survey periods (from September to November 2012).

A second, self-administered survey on gambling practices and gambler profiles (e-ENJEU survey, OFDT/ODJ) was conducted on the Internet using Médiamétrie's "*Carré des médias*" database of Web user addresses. This second survey was conducted weekdays for a period of four weeks. From 12 November to 11 December 2012, 20,000 Internet users aged 18 to 75 were surveyed about their online gambling using CAWI (Computer-assisted web interview).

Médiamétrie's "*Carré des médias*" database includes 830,000 Web users and is mainly used for studies. These Web users are recruited according to various methods and from several sources: telephone surveys, face-to-face studies and Web studies. A rating-point system was implemented for each fully completed questionnaire. These points could be converted into gift certificates with a minimum of five thousand points.

The operating procedure involved sending an invitation with an announcement mentioning the survey to a sample of Internet users selected according to quotas that come from the results of the last quarter of the "*Observatoire des usages Internet*" (Internet use survey) by sex, age, socio-professional category and region. The response rate to all emails sent and opened was approximately 40%. Follow-ups were performed on people who did not open their email and who did not click on the link for responding to the questionnaire. The procedures for controlling the quality of the data collected enabled questionnaires that were completed too quickly or whose responses were too inconsistent to be excluded.

In total, 4,236 Internet users stated having gambled on the Internet. Following quality and consistency controls of the responses, 194 questionnaires were ruled out. The final sample of analysed questionnaires included 4,042 online gamblers.

The results were compared with the latest data from the Internet use survey on Internet users with consideration for sex, age group, region and socio-professional category.

* The Monitoring Centre for Gambling (ODJ) is an expert public body created in 2010 as part of the Gambling consultative committee, a structure that provides advice on and coordinates the actions of the public authorities in the area of gambling. The mission of the ODJ is to provide decision-makers and professionals of the sector, as well as the public, with factual, objective, reliable information in the area of gambling. The ODJ is comprised of eight members who are specialists in various thematics of the gambling field.

credits

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