

Gambling Visualized

Final Documentation

Group assignment, group 14

Data Visualization

Data: from the Sources to the Senses, Creative Technology

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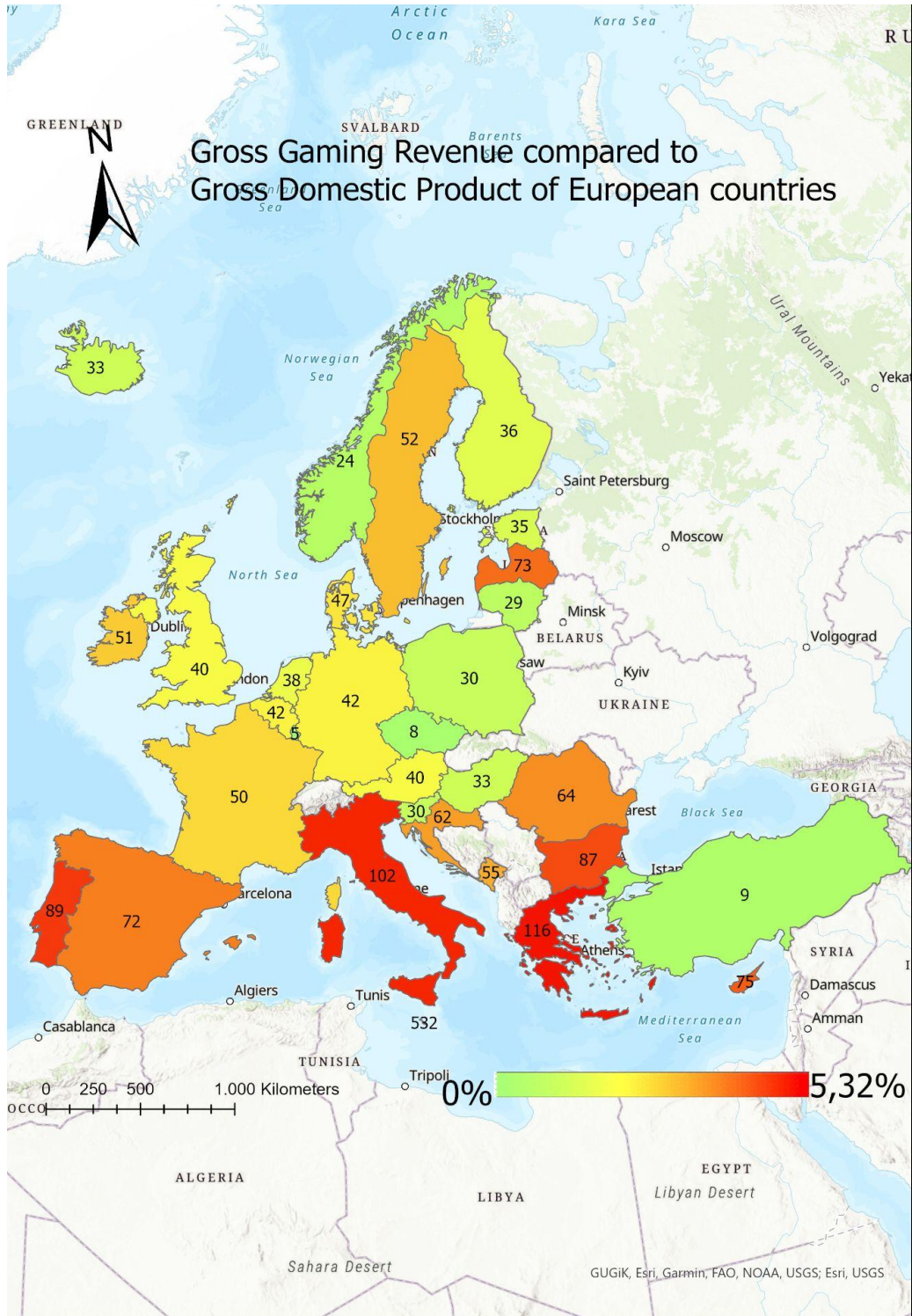
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Gambling demographics

Milan Arling



Subtext

This visualization displays the Gross Gaming Revenue as a percentage of the Gross Domestic Product of a number of European countries. It has to be mentioned that the numbers should be divided by hundred to get the actual percentage. In the figure, it can be seen that the mediterranean countries have the highest share.

Sources

<https://datasetsearch.research.google.com/search?src=0&query=gambling%20revenue%20per%20country&docid=L2cvMTFuZI9kdjN6NQ%3D%3D>

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Czech republic

<https://www.statista.com/statistics/545559/casino-gaming-revenue-czech-republic/>

Estonia

<https://g3newswire.com/wp-content/uploads/2022/02/G3Feb22EstoniaOnline.pdf>

Finland

<https://poliisi.fi/en/development-gambling-market-mainland-finland#:~:text=Veikkaus%20Oy%20has%20the%20exclusive,compared%20to%20the%20previous%20year.>

Croatia

<https://www.statista.com/outlook/dmo/eservices/online-gambling/croatia>

Hungary

<https://fr.statista.com/outlook/dmo/eservices/online-gambling/hungary>

<https://www.statista.com/statistics/545639/casino-gaming-revenue-hungary/>

Iceland

[https://investinreykjavik.com/key-industries/iceland-game-industry/#:~:text=The%20industry%20averages%20around%20%2484.ISK%20\(~%24843m\)%20in%20revenue.](https://investinreykjavik.com/key-industries/iceland-game-industry/#:~:text=The%20industry%20averages%20around%20%2484.ISK%20(~%24843m)%20in%20revenue.)

Luxembourg

<https://choicecasino.com/luxembourg>

Latvia

<https://www.dcnewsnow.com/business/press-releases/globenewswire/8855535/sia-player-media-latvias-path-to-safer-gambling-the-nations-success-in-eradicating-illegal-online-gambling/#:~:text=The%20growth%20trend%20is%20already,over%20the%20past%20three%20years.>

Montenegro

<https://www.ceicdata.com/en/montenegro/general-government-revenue-and-expenditure-consolidated/general-govt-revenue-cons-fees-gambling>

Malta

<https://igamingbusiness.com/legal-compliance/regulation/number-of-players-on-malta-licensed-sites-hits-record-high-in-h1-2022/#:~:text=In%20addition%2C%20the%20Malta%20gaming,more%20than%20a%20year%20earlier.>

Lithuania

<https://focusgn.com/lithuanian-gambling-revenue-rises-by-over-40-in-2022>

Norway

<https://2020.norsk-tipping.no/en/the-gaming-market/>

Romania

<https://www.statista.com/statistics/1116872/romania-revenue-in-the-gambling-industry/>

Slovenia

<https://sloveniatimes.com/gambling-revenue-almost-halved-in-2020/#:~:text=Gross%20gaming%20revenue%20%E2%80%93%20all%20payments,a%20few%20millions%20each%20year.>

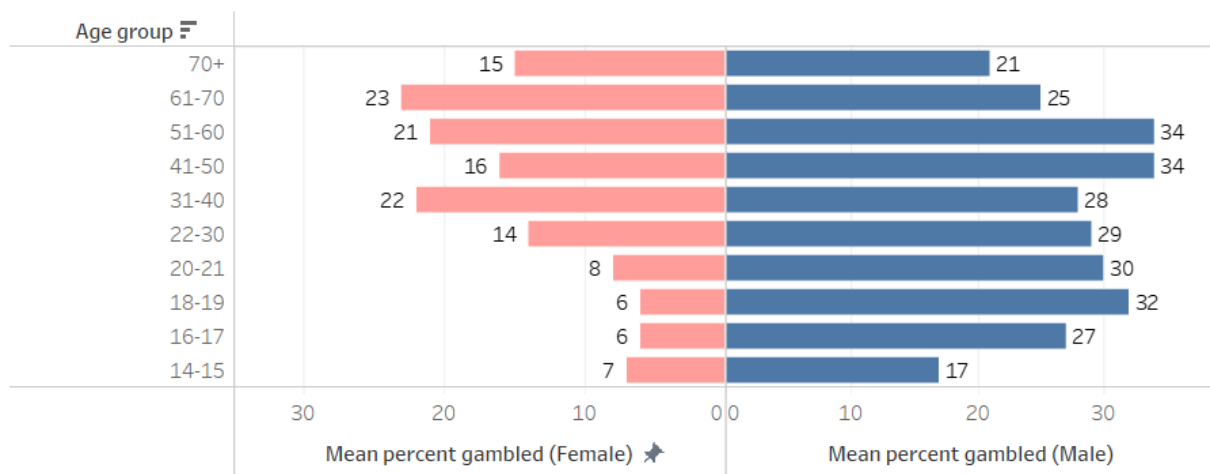
Turkey

<https://www.statista.com/outlook/dmo/app/games/turkey#:~:text=Total%20revenue%20in%20the%20Games.US%241%2C200.00m%20by%202027.>

GDP:

DataComms | Place explorer. <https://datacommons.org/place>

Age distribution of gamblers of both genders in the US



Subtext

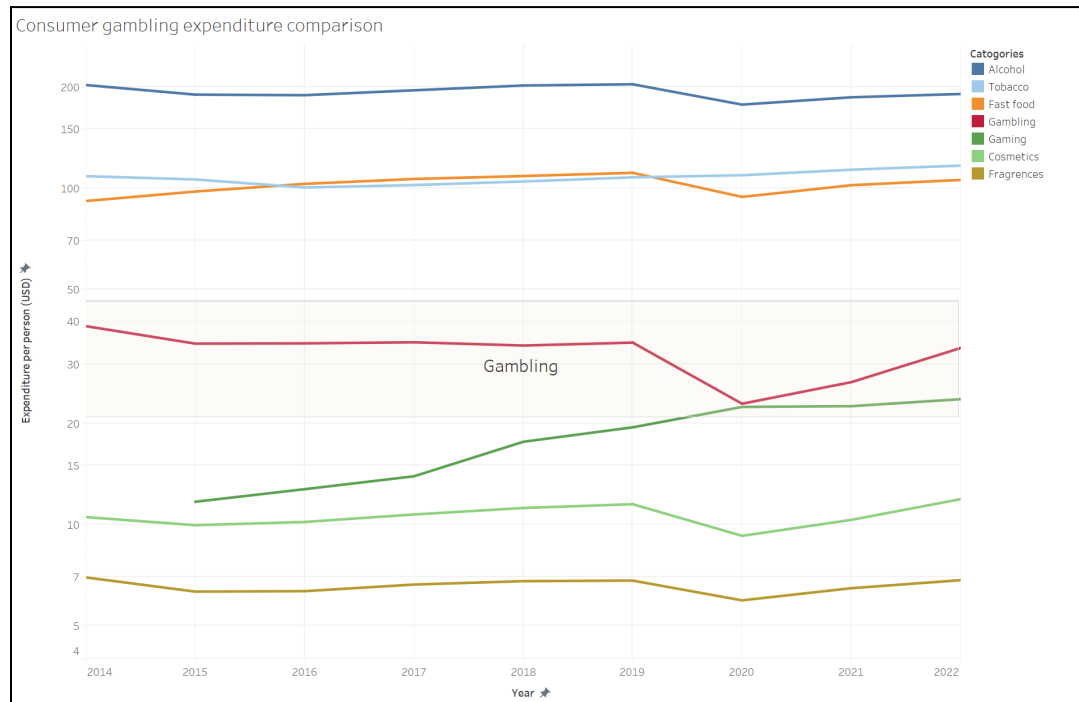
The second chart of this topic relates to the age distribution of male and female gamblers in the US. This data represents the percentage of people within each age group that have gambled at least 52 times in that year (2000). It can be concluded that males gamble more frequently than females. Females tend to gamble at an older age as opposed to males, whom start at a young age.

Source

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4383132/>

Consumer gambling expenses

Jasper van der Werf



Subtext

This chart is intended to give a feeling for the importance of gambling relative to other, nonessential expenses. It shows the average worldwide consumer expenditure in different categories plotted over the years. The expenses bigger than gambling, up to 10 times as large, are alcohol, tobacco and fast food; the expenses smaller than gambling, up to 8 times smaller, are gaming, cosmetics and fragrances.

Sources

<https://www.statista.com/statistics/1186231/casino-and-online-gambling-industry-market-size-global/>

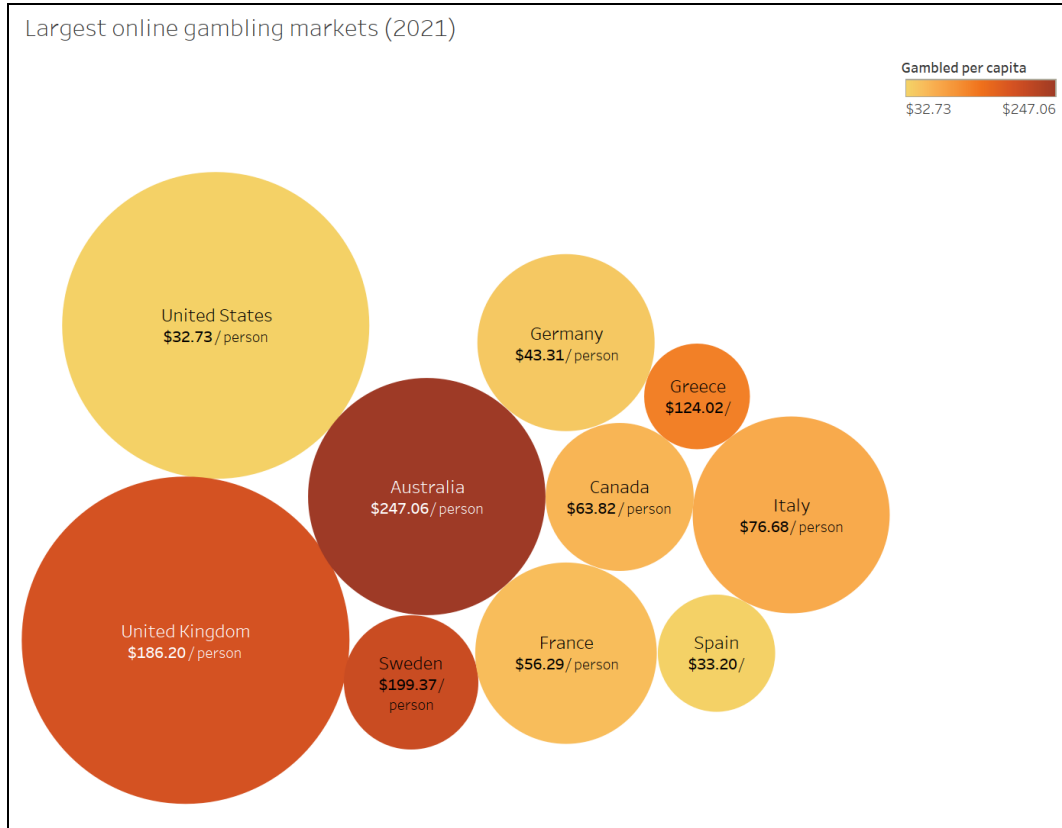
<https://www.statista.com/forecasts/696641/market-value-alcoholic-beverages-worldwide>

<https://www.statista.com/forecasts/1098876/tobacco-global-market-value>

<https://www.statista.com/statistics/1186194/fast-food-restaurant-industry-market-size-global/>

<https://www.statista.com/statistics/539572/games-market-revenue-by-region/>

<https://www.statista.com/statistics/550657/beauty-market-value-growth-worldwide-by-country/>



Subtext

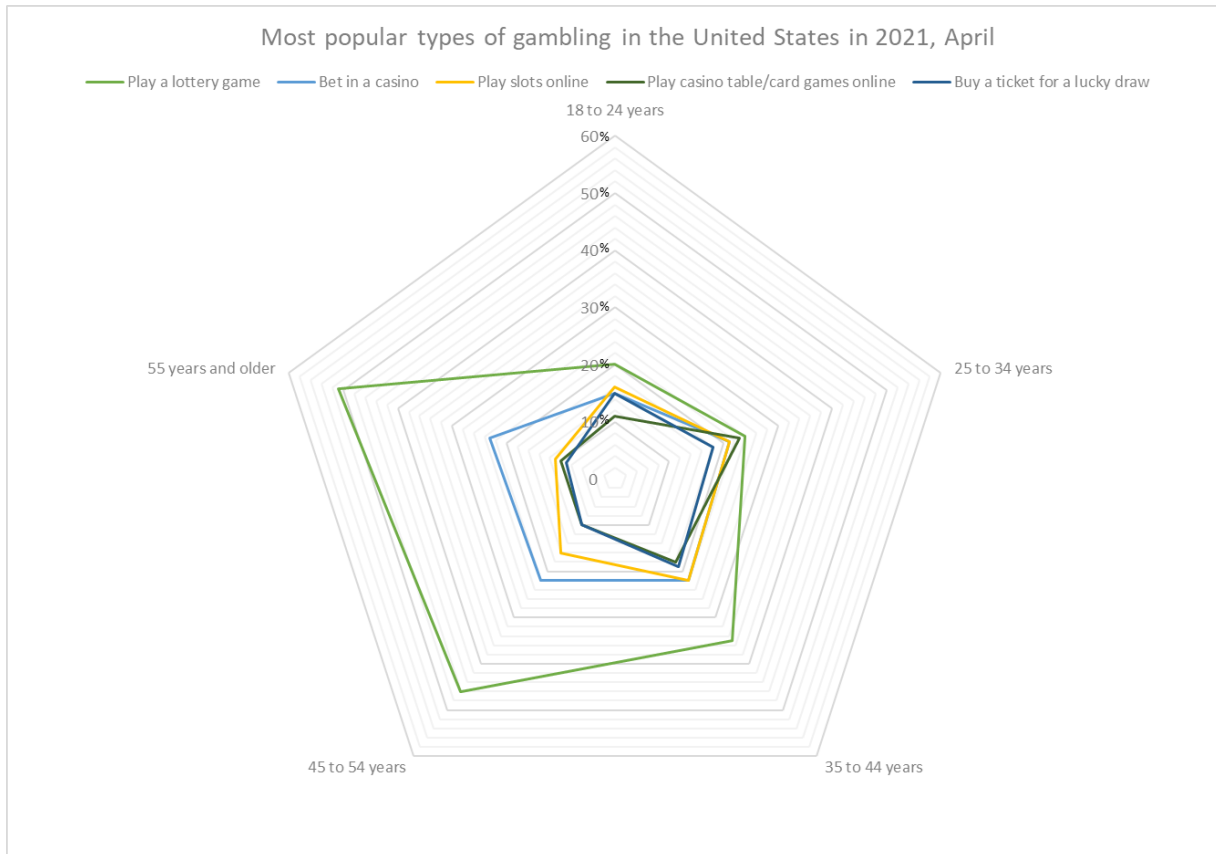
This chart shows the biggest online gambling markets in the world with a bubble chart. The size of the bubble indicates market size, while the color indicates the amount of money gambled per capita. We can see from this that Australia has by far the highest expenditure per capita, resulting in the third largest market. The United States however, has the lowest per capita expenditure, but still creates the second largest online gambling market in the world due to their population size.

Sources

<https://www.visualcapitalist.com/cp/visualized-the-largest-online-gambling-markets/>
https://en.wikipedia.org/wiki/List_of_countries_and_dependencies_by_population

Types of gambling

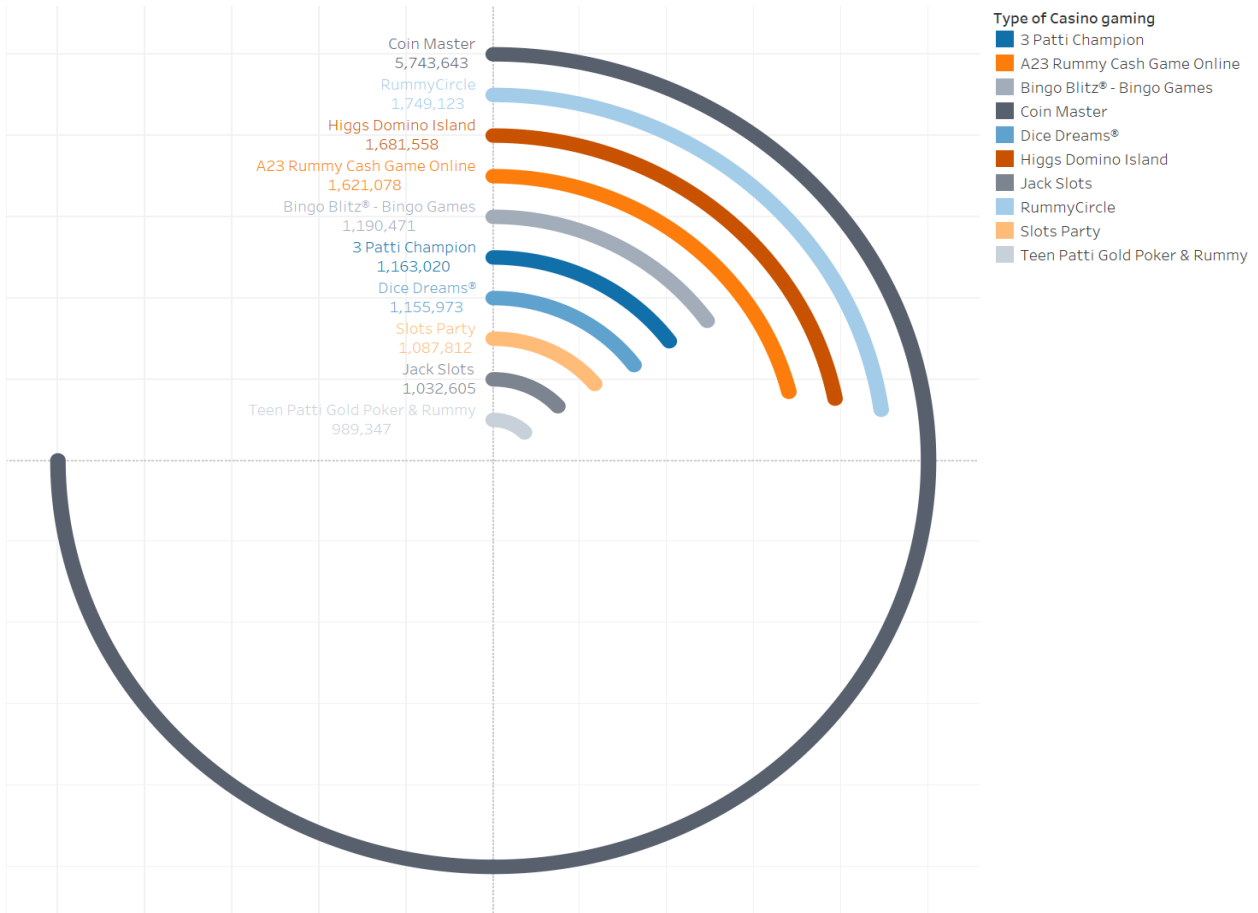
Seokho Jeong



Subtext: 5 types of gambling on each vertex and the color lines are shown with percentage of each gambling by age group in the graph. We can easily compare which age group prefers which type of gambling more.

Source: <https://www.statista.com/statistics/1313291/top-types-of-gambling-by-age-us/>

<Most Popular Gambling App worldwide in 2023, April>



Y vs. X. Color shows details about Type of Casino gaming. The marks are labeled by Type of Casino gaming and sum of The number of download.

Subtext: 9 types of gambling application are shown in the graph with the radial bar chart. Easy to see and compare which application has more users.

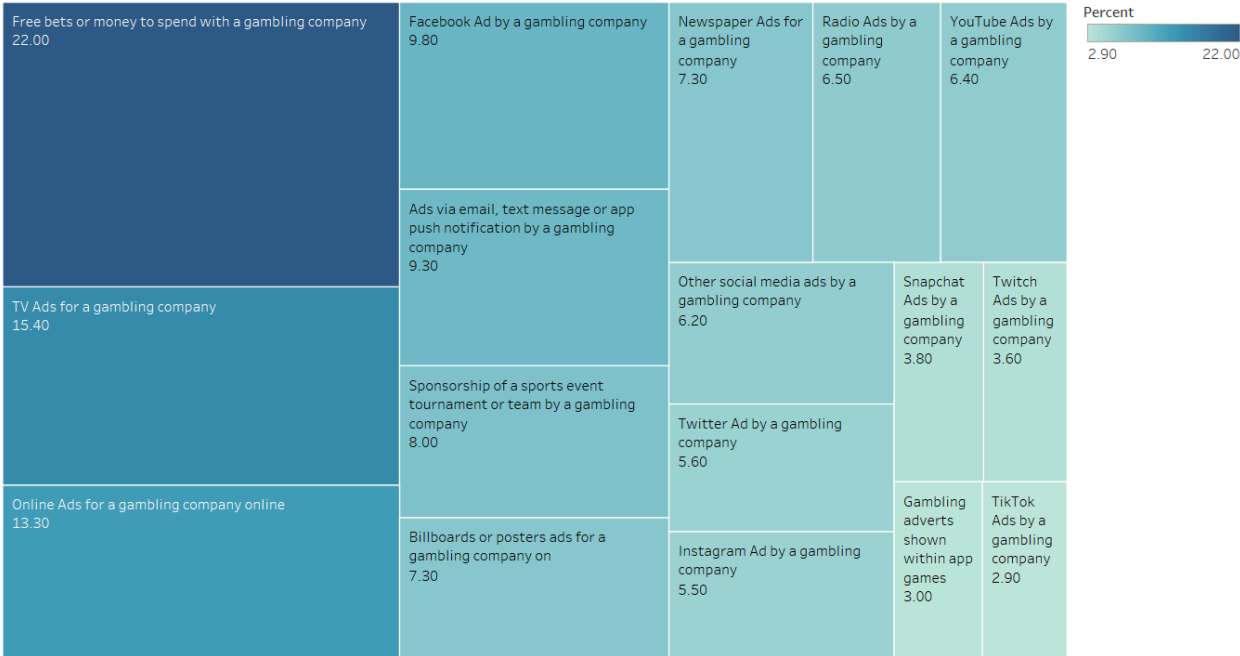
Source

<https://www.statista.com/statistics/249913/us-market-share-of-top-grossing-ios-gaming-apps/>

Gambling & Advertisements

Julia Kersten

Proportions of Answers to the question: "Which, if any, of the following has prompted you to spend money on a gambling activity in the last 12 months?", UK adults 2020



Type of Advertisement and sum of Percent. Color shows sum of Percent. Size shows sum of Percent. The marks are labeled by Type of Advertisement and sum of Percent. The view is filtered on Type of Advertisement, which excludes None of these.

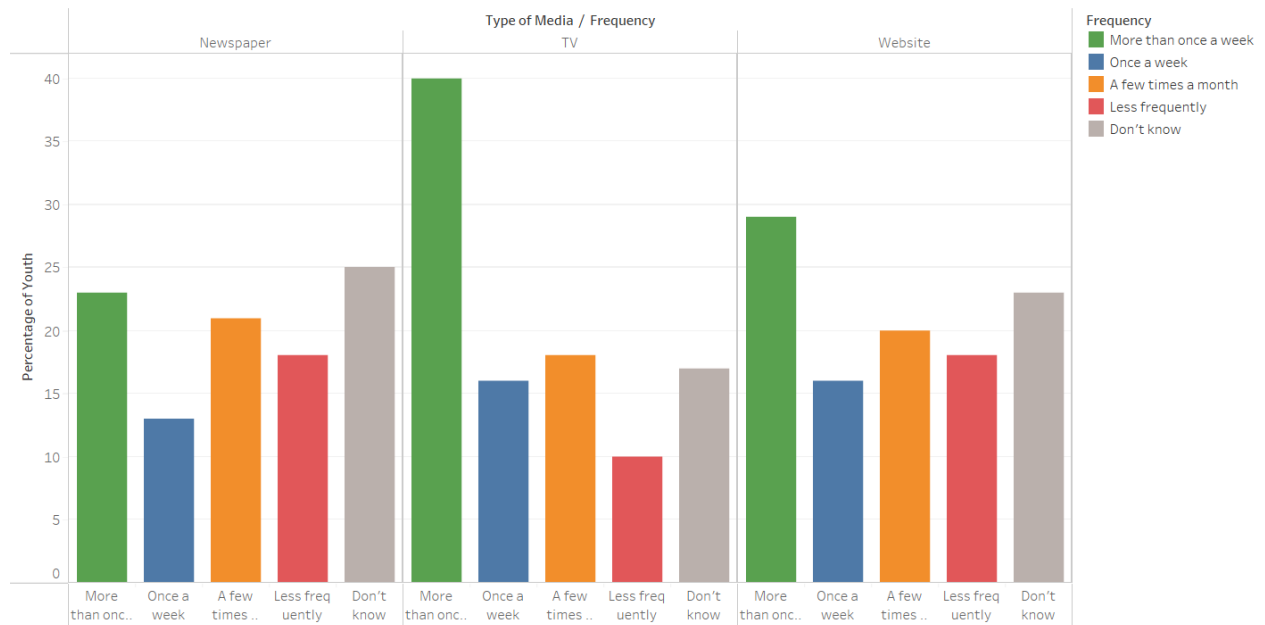
Subtext

The graph above shows the survey result of the gambling commission in the UK that asked whether advertisements or posts on various outlets influenced them into spending money on a gambling activity in the last 12 months. We can see that most people were more likely to gamble when given free bets or money to spend on the gambling company. The second most common are TV ads and thirdly online ads and so on. Hereby we can see that advertisements do have the potential to make people want to gamble. All the percentages combined it would be about one-third of adults who are influenced.

Sources

<https://www.gamblingcommission.gov.uk/statistics-and-research/publication/understanding-how-consumers-engaged-with-gambling-advertising-in-2020>

Level of Youth's (11-16 years) Awareness of Gambling Advertisements in the UK, 2019



Sum of Percentage of Youth for each Frequency broken down by Type of Media. Color shows details about Frequency.

Figure

Subtext

This figure shows the level of awareness youths between 11-16 year old have on gambling advertisements. We can see that almost half of the children notice tv advertisements quite often but not so many recognise it in the newspaper or websites. There are also a lot of children that simply do not know whether they've seen an advertisement for gambling which sounds a little concerning. Apart from awareness this also shows that TV advertisements are very common for gambling though websites are also catching up to it.

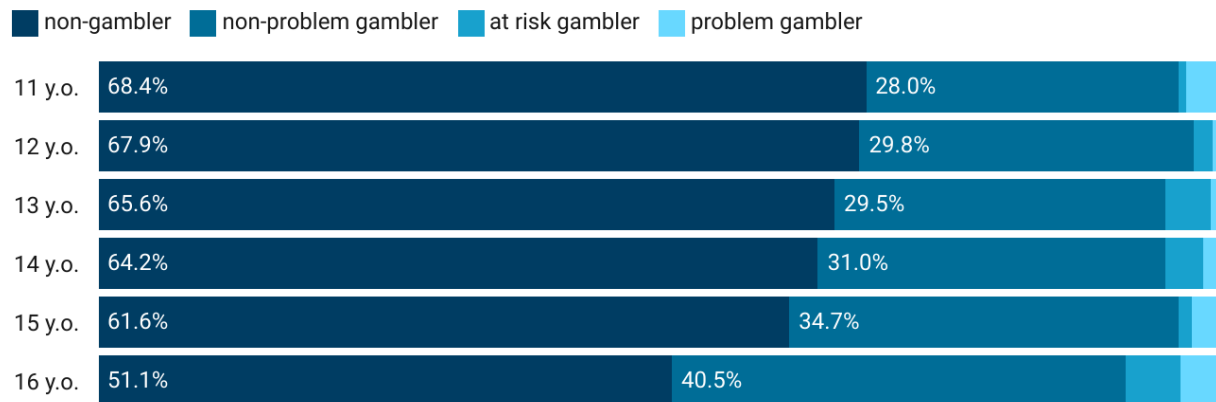
Sources

- <https://www.statista.com/statistics/651412/england-and-wales-gambling-advertising-awareness-in-newspapers-of-youths/>
- <https://www.statista.com/statistics/651390/england-and-wales-gambling-advertising-awareness-by-youths-online/>
- <https://www.statista.com/statistics/651350/england-and-wales-gambling-advertising-awareness-of-youths-by-frequency/>

Underaged Gambling

Darrell Tufto

Survey Results Youth & Gambling (UK) by Age



Created with Datawrapper

[Datawrapper share link](#)

Subtext

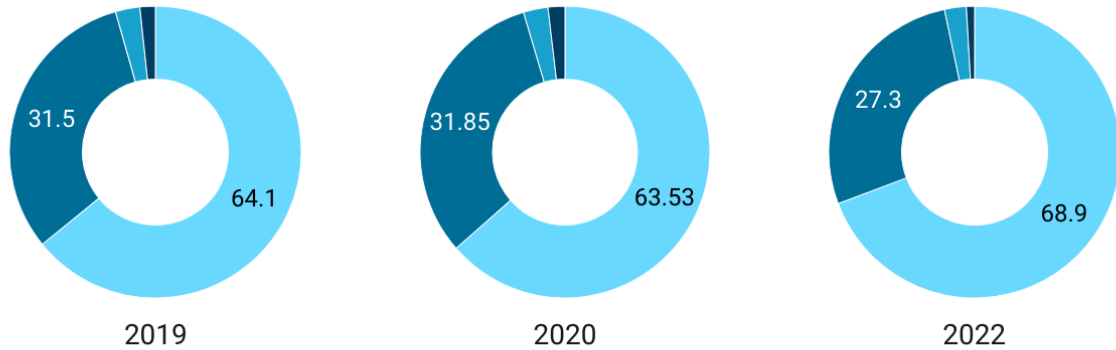
This stacked bar chart shows the spread of different types of gamblers within different age groups in the UK. Most notably, it is clear that when people become older, more people start to gamble. However, the 11 year olds have the second to highest problem gambler rate!

Source

<https://www.gamblingcommission.gov.uk/statistics-and-research/publication/young-people-and-gambling-2020>

Type of Underaged Gamblers throughout the years (UK, %)

■ Non-gambler ■ Non-problem gambler ■ At risk gambler ■ Problem gambler



Created with Datawrapper

[Datawrapper share link](#)

Subtext

This split donut chart shows the differences between multiple different gambling surveys on the same target group in the UK. It's interesting to see that not only the number of non-gamblers in 2022 is lower than in 2019, but that there are fewer problem gamblers as well. Which stayed roughly the same in 2020 compared to 2019, even though there were slightly more gamblers.

Sources

<https://www.gamblingcommission.gov.uk/statistics-and-research/publication/young-people-and-gambling-2019>

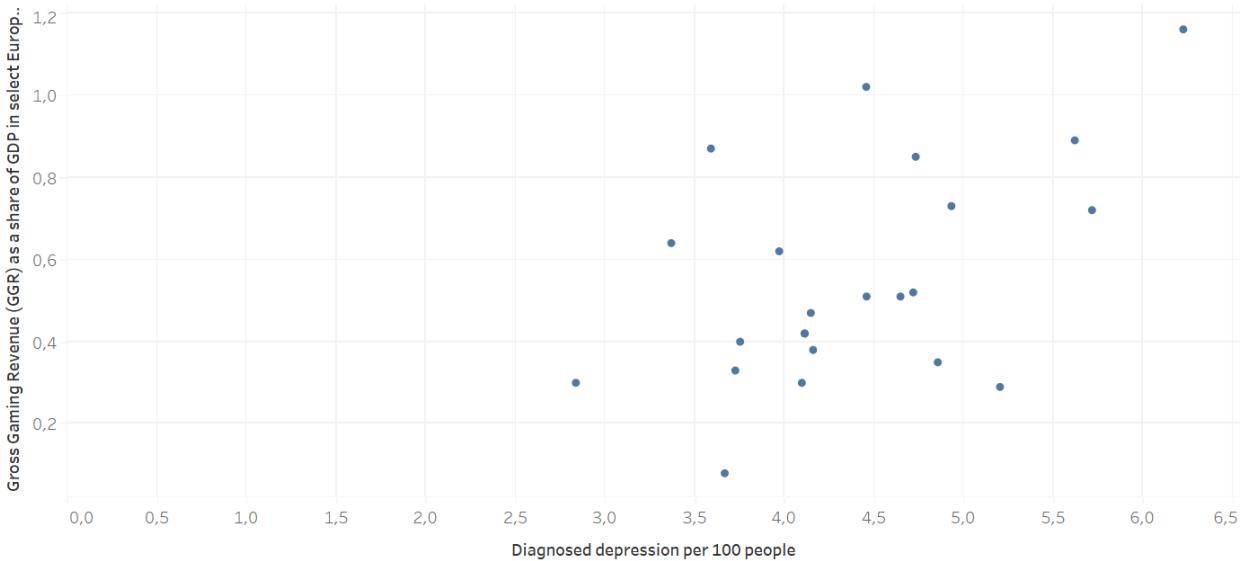
<https://www.gamblingcommission.gov.uk/statistics-and-research/publication/young-people-and-gambling-2020>

<https://www.gamblingcommission.gov.uk/statistics-and-research/publication/young-people-and-gambling-2022>

Mental Consequences of Gambling

Marloes Collewijn

Depression per country compared to the GGR per country



Subtext

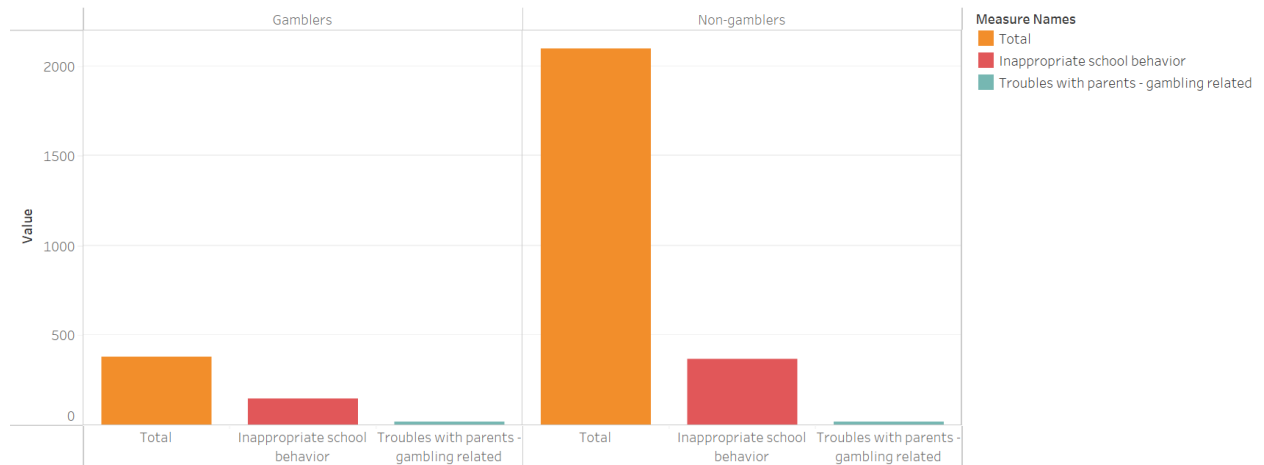
This scatter plot visualizes the correlation between the rate that people have been diagnosed with depression per country against the Gross Gaming Revenue per country. As can be seen, there is a weak positive correlation between these two variables, which means that an increase in gambling can be linked to more depression in a country.

Sources

<https://www.statista.com/statistics/1230616/depression-prevalence-in-europe/>

<https://datasetsearch.research.google.com/search?src=0&query=gambling%20revenue%20per%20country&docid=L2cvMTFuZI9kdjN6NQ%3D%3D>

Behaviour of gambling vs non-gambling children



Subtext

This bar chart indicates the rate at which children display certain behaviors. Shown next to each other are the results of children who gamble and children who do not gamble. What this visualization makes clear is that there is a much higher likelihood for children who gamble to engage in inappropriate school behavior in comparison to their non-gambling counterparts.

Sources

https://frontiersin.figshare.com/articles/dataset/Data_Sheet_1_Gambling_Behavior_and_Risk_Factors_in_Preadolescent_Students_A_Cross_Sequential_Study_PDF/8260457/1