

14th European Conference on Gambling Studies and Policy Issues

Is There a 'Right Time' to Interact with Players Based on How Long They Play?

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Background & Objective

- Casino venue staff required to interact with players after a specific length of play.
- Little research on effectiveness of using time-based thresholds to provide support to players most likely to be experiencing harm.
- Need for real-world data sets to inform policy and practice.

Is there a 'right time' to interact with players based on how long they play?

Does break length help to identify higher risk play?

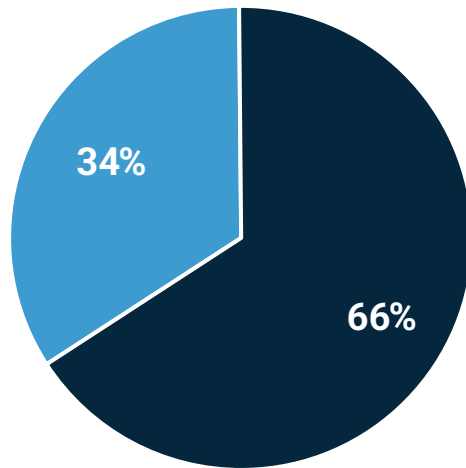
Design

- Secondary analyses of real-world casino player data.
- **Regular slot machine players** (n=1,360) with a loyalty card membership completed the Problem Gambling Severity Index (PGSI) in March 2022.
- **Carded EGM session data** (n=41,867) recorded between March 2021 and February 2022 linked to player PGSI scores.
- Not a representative sample.

Why Regular Players?

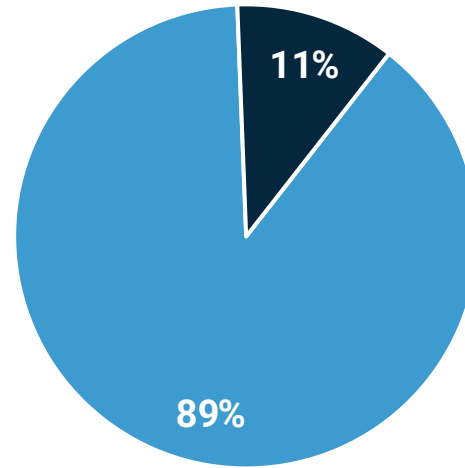
Regular players account for most carded EGM session activity.

Proportion of Loyalty Player Base



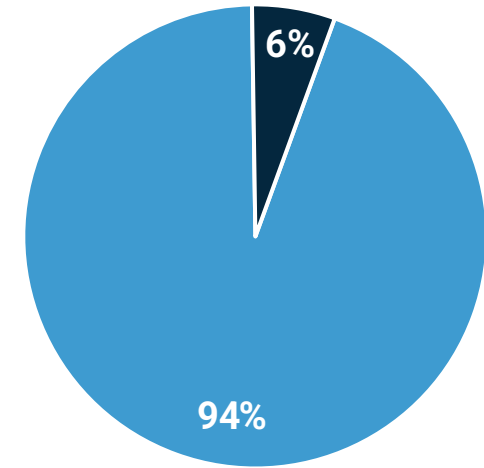
- Regular Players (6+ days)
- Casual Players (1-5 days)

Proportion of Carded Sessions



- Regular Players (6+ days)
- Casual Players (1-5 days)

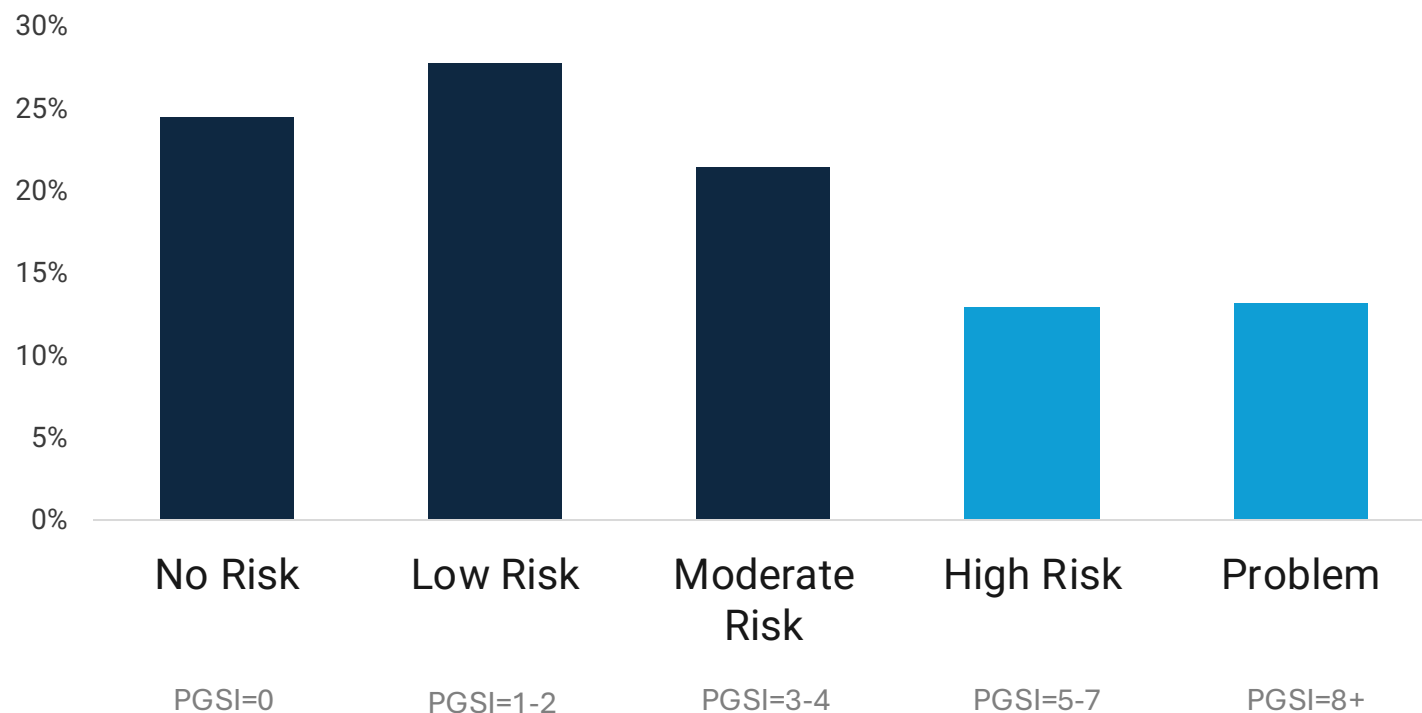
Proportion of Annual Member Revenue



- Regular Players (6+ days)
- Casual Players (1-5 days)

Regular Player Risk Profile

Risk Profile of Regular Loyalty Member Sample



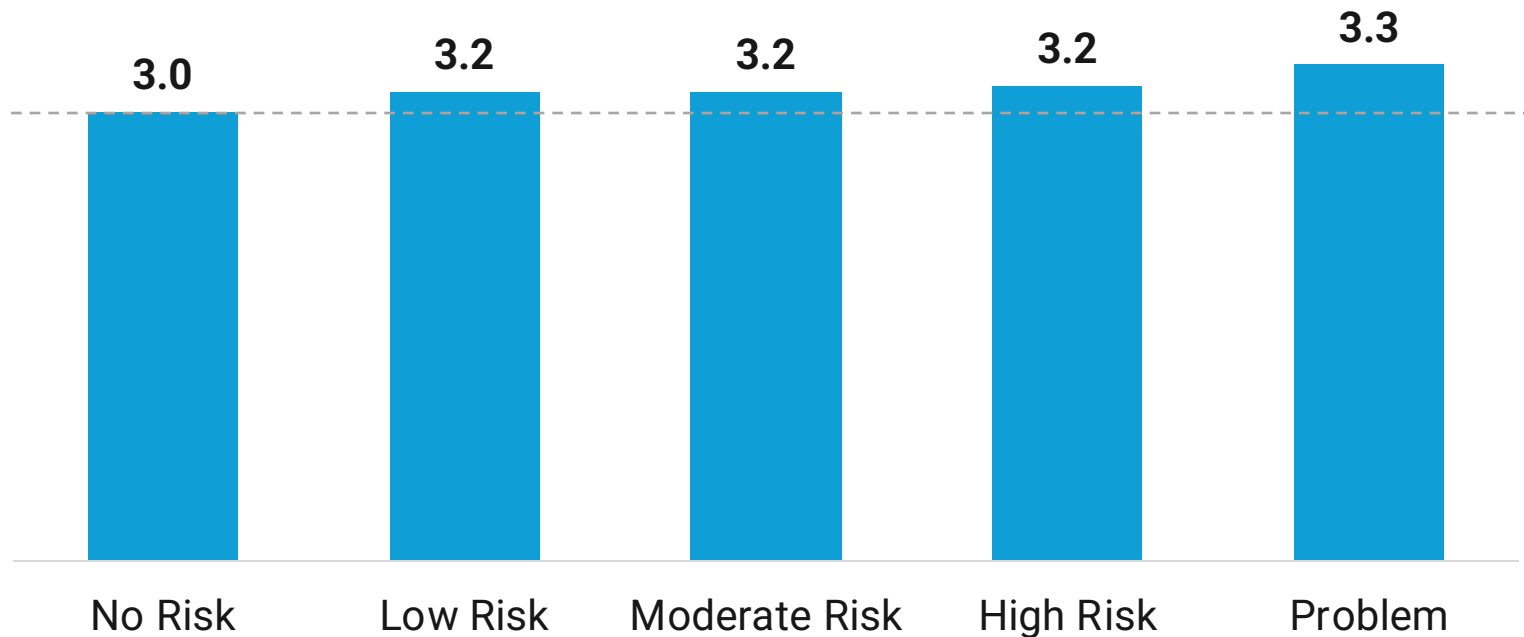
Most (74%) regular players scored at no, low, or moderate risk (PGSI 0–4) of harm.



Is Player Risk Associated with Session and Break Length?

Session Length by Player Risk

Average Session Length (Hours) by Risk Level

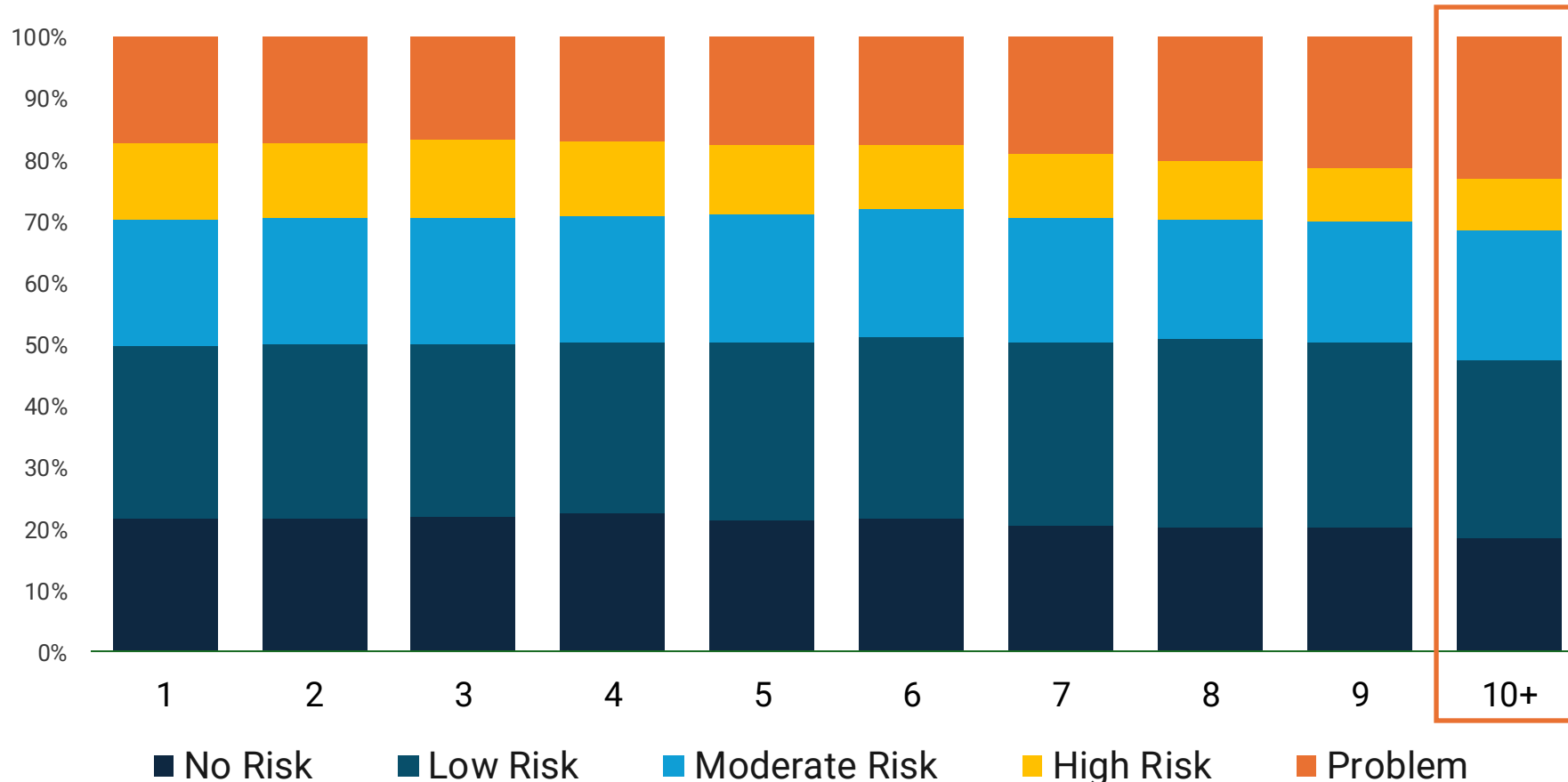


Average session length among regular players is **3 hours**.

Average session length **did not differ by risk level**.

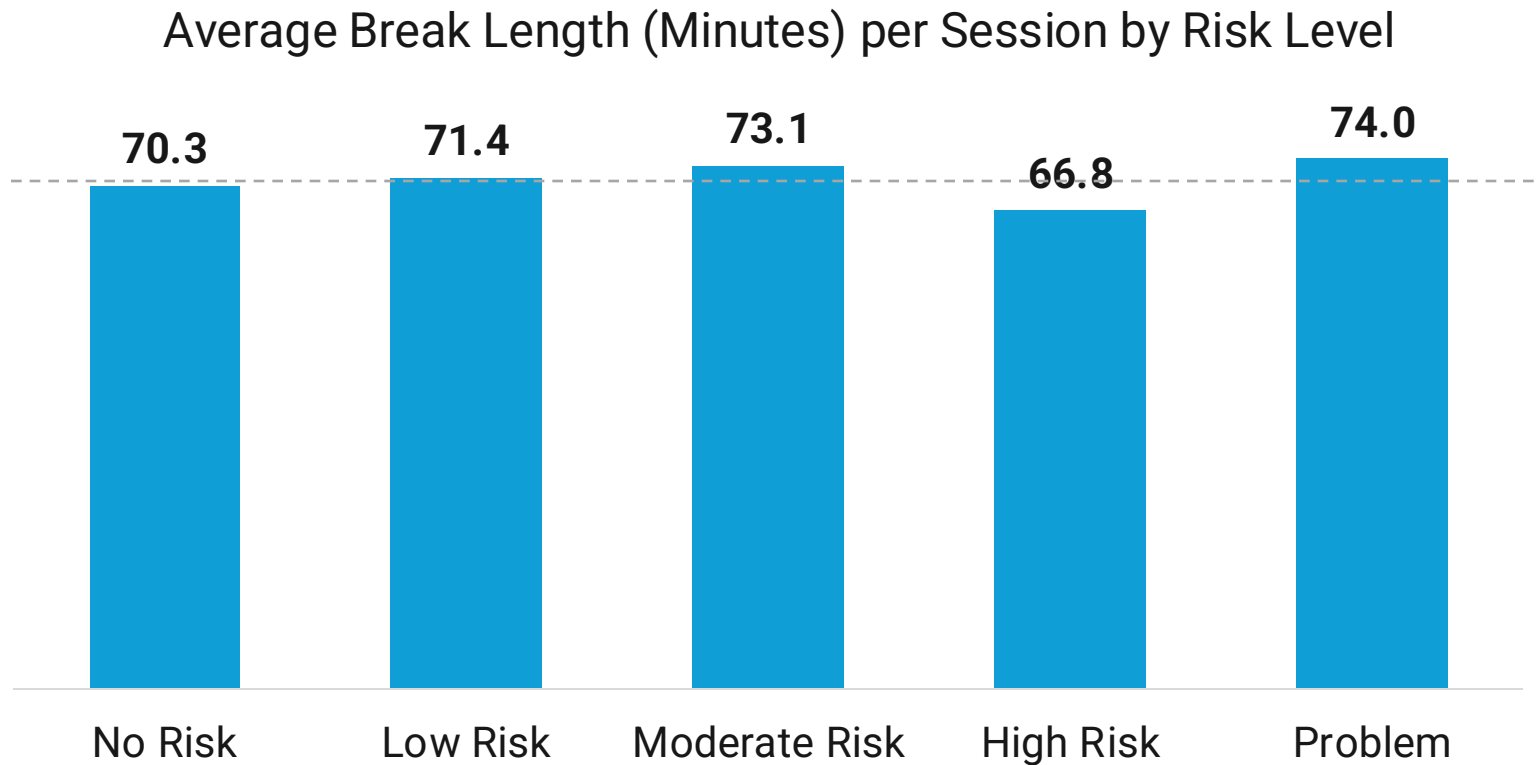
Finding Risky Play by Session Length

Risk Level by Session Length



Proportion of sessions belonging to higher risk players appears to increase by 10+ hours of play, regardless of breaks.

Break Length by Player Risk



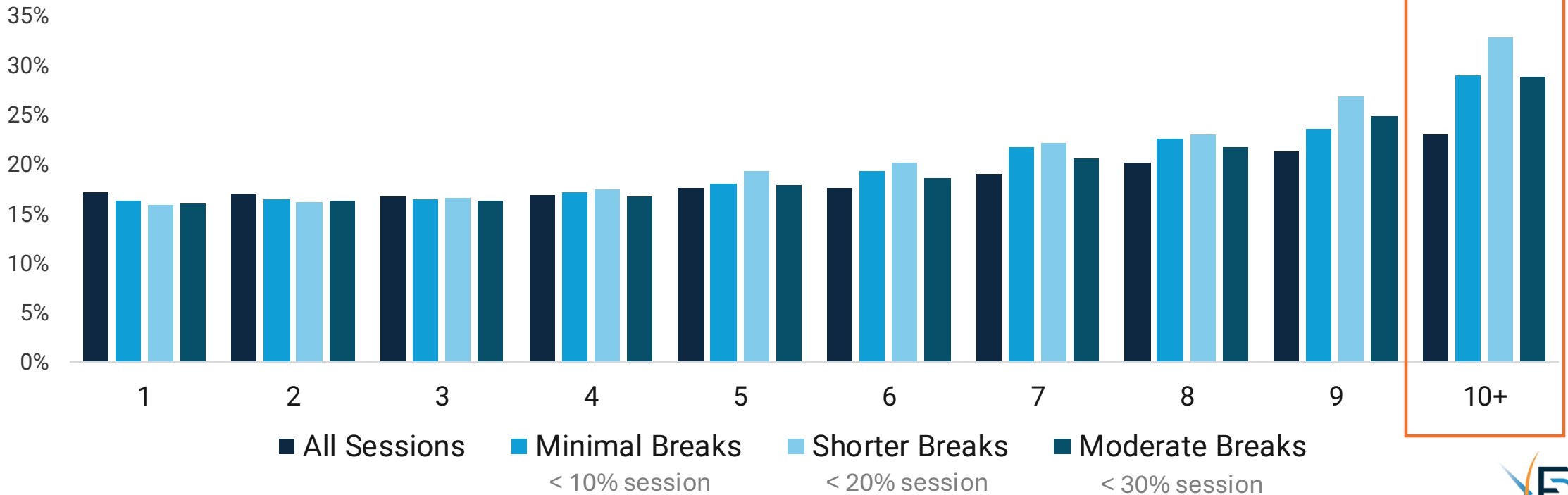
Average break length per session among regular players is **71 minutes**.

Average break length **did not differ by risk level**.

Finding Risky Play Using Break Length

Proportion of problem gambling increases in longer sessions (10+ hours) when players take shorter breaks.

Problem Gambling Sessions by Session Length and Break Length



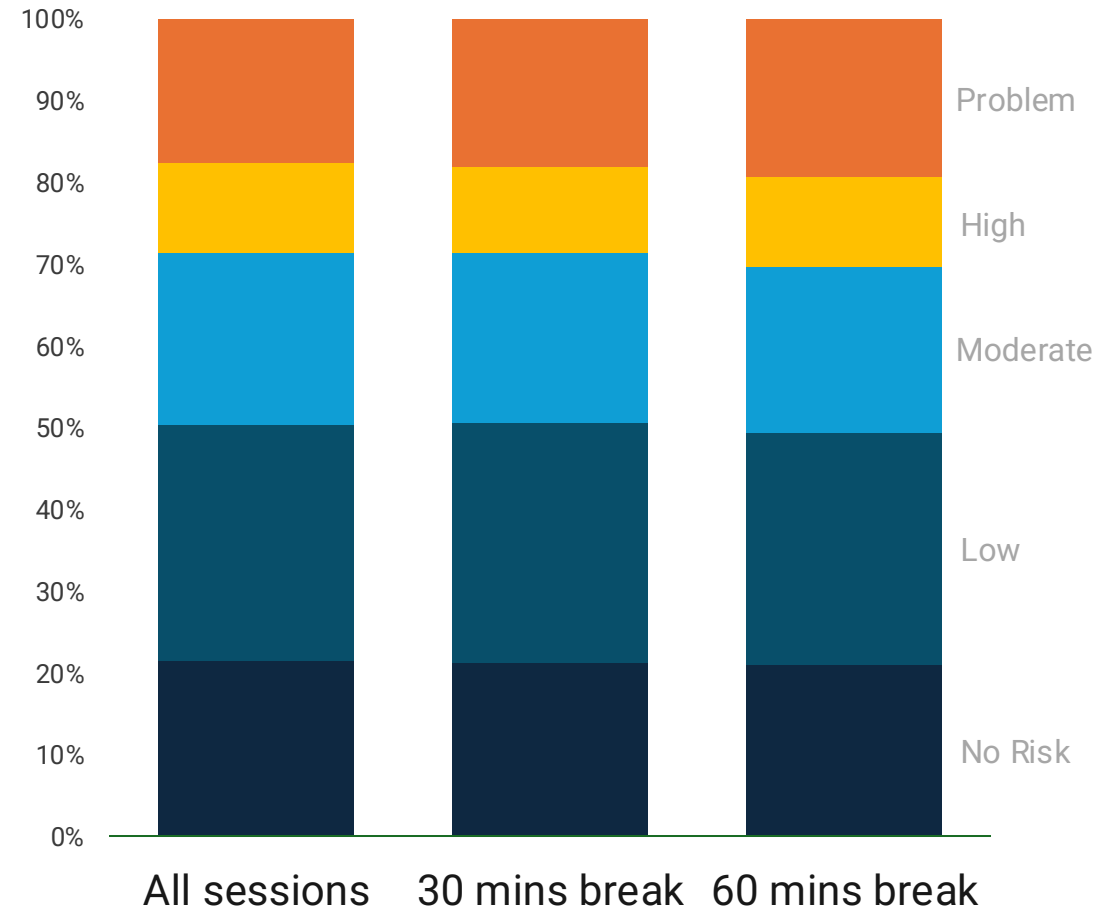


Is There a 'Right Time' to Interact?

At 5 Hours of Play

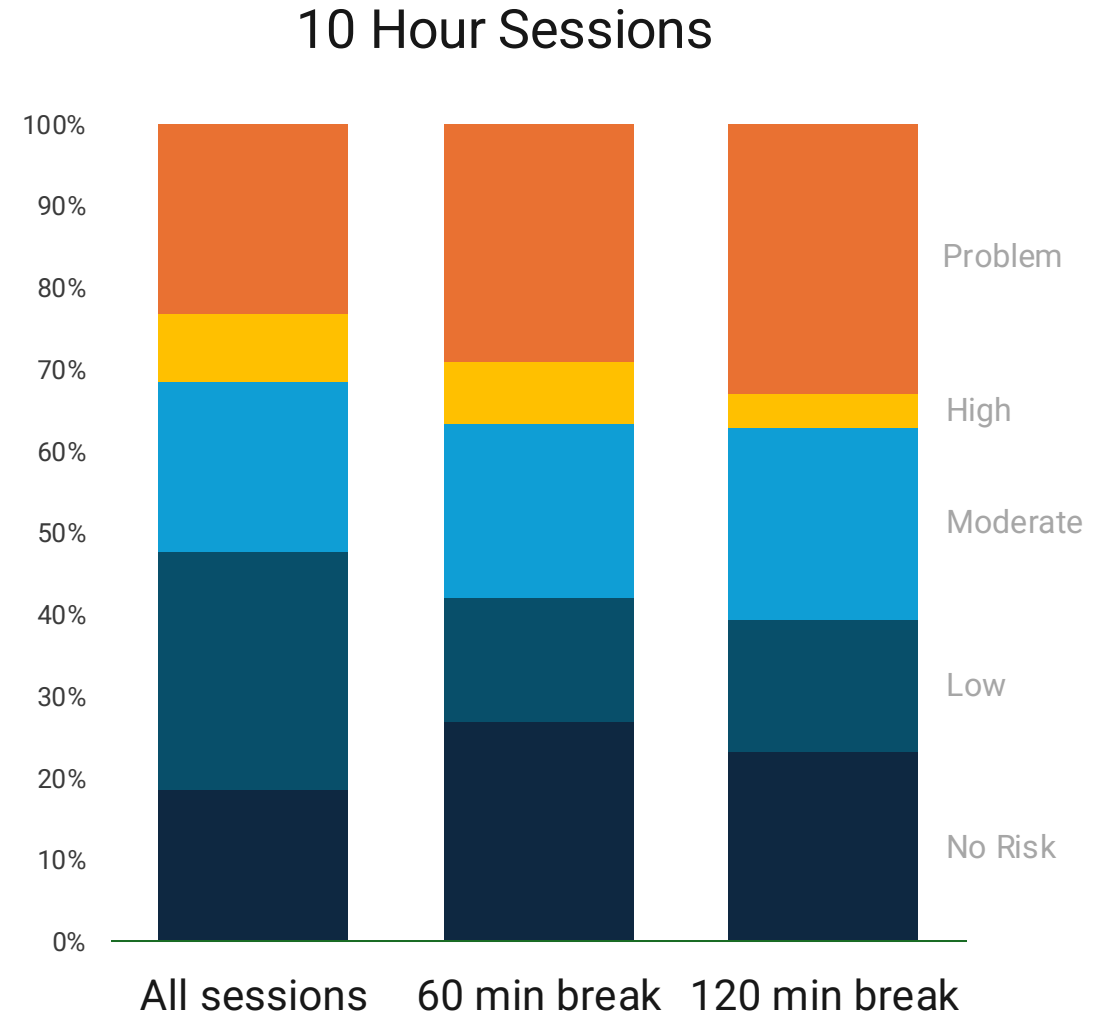
- No difference in proportion of sessions belonging to those at high risk or experiencing problem gambling, regardless of breaks taken.
- Half (~50%) of players interacted with will be at low or no risk.
- Unlikely to target host responsibility resources efficiently (harm reduction).

5 Hour Sessions



At 10 Hours of Play

- More likely to find players at higher risk in long, continuous sessions.
- After 10 hours of play, higher proportion of problem gambling in sessions with shorter break time.
- However, two in five (~40%) players interacted with will be at low or no risk in more continuous sessions.



Key Takeaways

- Highest proportion of players scoring for problem gambling in long (10+ hour) sessions with shorter breaks.
- Time-based thresholds for player interactions may be most efficient if used for extreme lengths of play (harm reduction).
- Interacting with players earlier on can instead be automated to free up host responsibility resources or reframed as customer care.



Implications & Next Steps



- Simple vs. complex rules for player identification and interactions.
- Intended outcomes and unintended consequences of time-based alerting.
- Replication and collaboration.

Thank you.

Questions or comments?

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