



## Press Release

### NCiF - Prevalence Study Response

#### UK land based casinos are still the safest place to gamble

15<sup>th</sup> February 2011

The members of NCiF welcome the findings of this study as they relate to the land-based casino gaming industry.

The study once again reinforces - the now widely acknowledged view - that the land based British casino industry is amongst the most effective in the world in offering customers a safe and enjoyable gaming environment and in the way it deals with issues of social responsibility and customer care.

The findings show that, whilst the number of people enjoying gambling as a mainstream leisure activity is steadily growing and now includes almost three quarters of the UK population, the incidence of people having *any* problems with gambling in casinos has not increased, remains extremely low and is amongst the lowest of any gambling sector in the UK or elsewhere in the world. This reflects the industry's own findings and underscores its commitment to continue its efforts.

*(The graph at Figure 6.2 on page 95 which illustrates the prevalence of gambling activities undertaken by individuals who have been identified as 'problem gamblers' does not include any activity in casinos whatsoever. )*

These findings should now provide the necessary confidence to allow government to safely rebalance regulations and allow the casino industry to more safely meet the demand for gambling and to fully participate in growing the British leisure and tourist sector by providing more jobs, increased tax revenue and help to revitalise the tourist sector across the UK.

#### Notes to Editors:

- I. The National Casino Industry Forum represents over 90% of the UK's casino operators, including all the major companies, a number of independent operators, suppliers, professionals, academics and others interested in the casino gaming industry.
- II. Particular care needs to be taken in interpreting the results to ensure that the distinction between 'casino games' and 'gaming in casinos' is properly understood. Outside licensed casinos, 'casino games' are also widely available in betting shops, on-line and in arcades. (A specific request by the land based casino industry to clarify this distinction was declined during the planning of the research.)
- III. The highest increase in the incidence of problem gambling identified by the report is in 'poker in pubs and clubs'. This does NOT include poker in casinos, but does include poker in unlicensed and illegal venues.
- IV. The prevalence of the use slot machines has fallen by 1% since 2007 and the prevalence of problem gambling associated with slot machines, for example B1 casino slot machines, is less than half that associated with any other similar gaming machines.