RESEARCH METHODOLOGY

■ Survey Design

At the start of this study, we set-out with the goal of providing suppliers with a comprehensive view of the online slots player base. We wanted to generate findings that could help on an individual game basis, but also provide guiding principles across different games, as well as suggestions for creating game portfolios. We knew that to create something of this magnitude, we would need to hear from many different players and consolidate their thoughts, behaviours and preferences.

We designed a survey consisting of a maximum of 83 questions. These questions covered a variety of elements that make up an online slot game and also covered player preferences and behaviours. Mechanics, features, themes, visuals, usability, UI, excitement, understanding and playing habits were some of the many topics covered.

This broad range of topics allowed us to generate findings about the overall slot playing experience and find out players' preferences for many different elements.

■ Player Sample

It was important for this study that the player sample gathered was representative of the wider market, reliable through the use of genuine players and holistic, covering a range of player criteria.

For this study we recruited over 1000 online slot players from the UK, playing on 60+ different online casinos. This ensured that we were able to gather a variety of player types that would be representative of the wider slot market as a whole.

To ensure that the players were genuine, there were a series of screening questions that every participant had to pass. By providing correct answers to these questions, we could be certain that the participants involved in the study were genuine players. To further increase our confidence in the player sample, they were also required to play slots at least twice a month, have been playing slots for over 6 months and spend at least £20 each month.

Throughout the 25-minute survey, attention-check questions were implemented to ensure that these players were focusing and providing genuine answers. Any participant that failed these questions was removed from the sample.

To further ensure the accuracy of our data, after all the answers had been submitted, our analysts removed any outliers due to impossible or unrealistic answers. Overall, our final sample consisted of 1040 players.

Whilst this screening process was relatively strict, it allowed us to be completely confident that our sample was comprised of genuine players that could offer real insights into their slot playing habits.

Also, to mitigate the impact of the recruitment method for the research, we implemented specific parameters to the age and gender segmentation criteria, ensuring the sample contained a minimum number of players in each bracket. This enabled us to gather a range of players and not recruit only player segments that may be more likely to take part in online survey research.

By implementing quotas, we were able to gather a range of ages and genders that represents the wider population, whilst still providing us with a large enough sample of people within these different criteria to be able to draw significant conclusions.

Analysis & Findings

When all participant answers had been submitted and the outliers removed, we began extensive analysis of these results to find trends, correlations, differences or similarities that could help in the creation of successful games.

The findings we gathered were broad, covering many aspects of slot games, and with immediately applicable use-cases. There were findings that challenged conventionally held ideas, some that offered more depth to known concepts and others that provided insights that had never been considered before. We explored variables individually as well as looking at how different variables interacted or correlated with each other.

Consistently we saw significant differences in findings based on age, gender and volatility. These three criteria are used extensively in the report to demonstrate how the player base can be segmented and how these different player types can be catered to in different ways.

After the analysis concluded and we had our final set of findings, we began consolidating these findings into easily digestible sections for the report.

How to Apply the Findings

The ultimate goal for the findings in this research is to provide suppliers with the information they need to produce more enjoyable, successful and profitable games. The sample and methodology used here allowed us to generate the most useful findings in order to do this.

Within the report, our focus was to provide suppliers with this information in ways that they could take and use within their own game creation processes. Some information can be taken as-is from the report, with overall finding that could be implemented for all players. Other information is more individual and focused on specific player segments.

Whilst all of the information can lead to more successful games, the information for specific segments should be considered building blocks that a supplier can use, alongside their own targeting or objectives.