

Super Casino Shares Mobile Trend Insights

Submitted by: Super Casino

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The online gambling specialists at Super Casino have explored the Commercial Intelligence survey, Awareness, Attitudes and Motivation- UK Mobile Gambling 2013.

The report saw Clarion Events Customer Insights team and research company, Vivid Interface, team up to survey 2,000 mobile gamblers in July 2013. The study examined sports betting, casino, poker and bingo players as well as the 15% they indulge in all 4 activities. One of the areas investigated was awareness of brands, revealing that overall, male gamblers had higher awareness of the mobile casino brands available than female gamblers. The findings also suggested that the older the gambler, the more likely they are to be aware of each of the brands.

Renowned for their vast collection of online casino games (<http://www.supercasino.com/>), Super Casino take a strong interest in industry trends and developments, regularly pursuing research of this nature. With this in mind, a representative from the firm shares their thoughts on the results of the survey.

“Although female gambling is becoming more popular, it is probably fair to say that more males partake in online gambling on a regular basis so we’re not surprised to see that they have a higher level of awareness when it comes to brands. Through exploring studies like this we can gain a better understanding of our consumer base as well as what customers want and expect when they visit an online casino.”

With live roulette games (<http://www.supercasino.com/games/roulette>) broadcast on Channel 5 and Sky channel 862, Super casino is the longest running and most popular online TV casino in the world. Famous for providing a realistic gaming experience online, Supercasino.com offers games to suit a variety of tastes, including roulette, blackjack, card games, table and video poker as well as a selection of Super Casino slot games and arcade games.

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