



What people think,
feel and do

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GambleAware

**Football fans gambling
harms prevention
campaign**



Key findings

14 November 2022

Project details

PROJECT NUMBER	OP22453
PROJECT NAME	Football fans gambling harms prevention campaign
CLIENT COMPANY NAME	GambleAware
PROJECT MANAGER NAME	Oliver White & Mike Burgess
SAMPLE	2,000 British football fans weighted to be nationally representative
FIELDWORK DATES	18/10/22 to 25/10/22

Football Fans

A quarter of football fans to feel the pressure to bet during the World Cup

One in four (25%) football fans feel at least a little pressured to bet on the upcoming world cup and a similar number (24%) think they may regret spending too much money on gambling on the World Cup this winter.

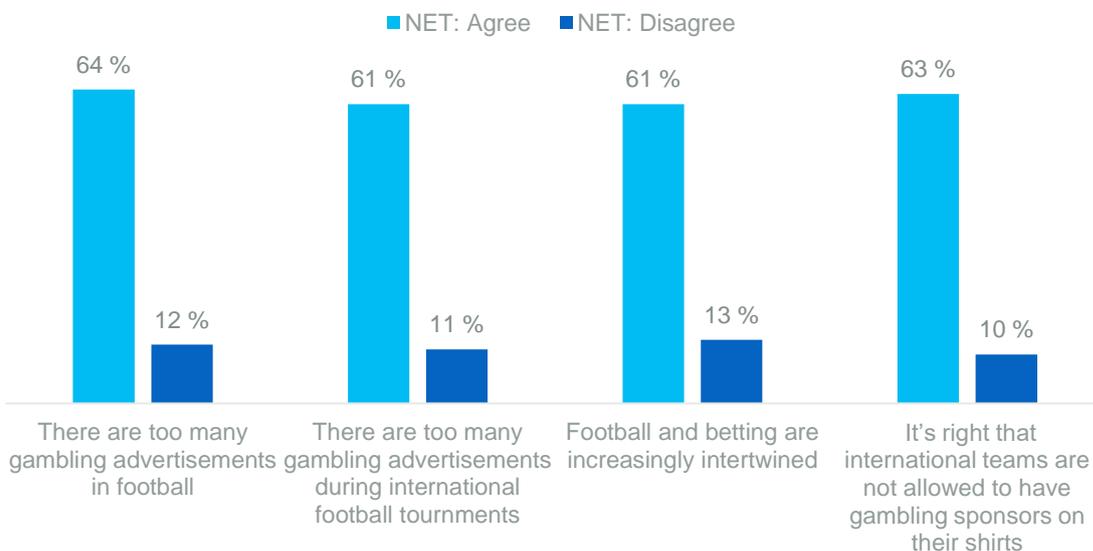
Almost three in ten (28%) of football fans feel at least a little anxious thinking about how much they might lose betting on the World Cup. The same number (28%) feel like they can't enjoy the football World Cup without placing a bet. A third of (34%) of football fans wish betting on football during the World Cup wasn't allowed.

Three in ten (29%) football fans have bet on football within the last 12 months, though more, two in five (43%) say they are likely to place a bet on the World cup this month. Those aged 18 to 34 are even more likely to place a bet during the World Cup (58%). The majority (70%) of football fans will watch most of the World Cup from their home.

The majority of football fans are concerned by the relationship between football and gambling

Two in three (64%) football fans believe there are too many gambling advertisements in football, with six in ten (61%) agreeing that football and betting are increasingly intertwined. More than half (56%) agree it's easy to lose more money than intended whilst betting during a big football event like the World Cup.

Football fans attitudes towards gambling advertising within the sport



Most (67%) of football fans are aware of at least one gambling-related support service, with betting support groups such as Gamblers anonymous (34%) and National Gambling Helpline (27%) the most well-known.

Cost of living crisis could encourage fans to gamble more in a bid to supplement their income

While for more than a third (35%) of football fans the cost-of-living crisis means they'll be gambling less in the next 6 months, around one in six (16%) say they will gamble more. One in three (33%) football fans admit that they have used betting to supplement their income including 14% who have used it to cover basic living costs.

But realistically gambling can have an adverse effect on fans finances, 15% have been unable to put money into savings due to spending too much on betting, one in ten (10%) have lacked money for basic living costs due to gambling and 9% have been unable to buy for gifts for special occasions such as Christmas.

Football Bettors

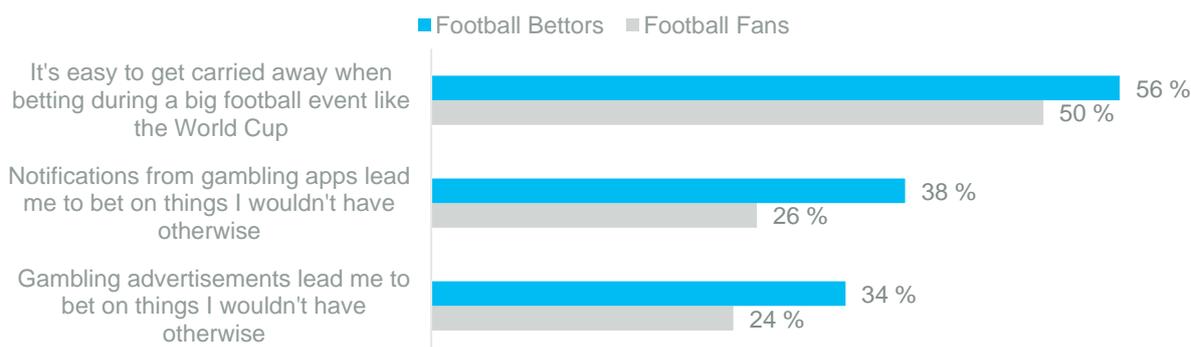
One in three concerned they'll regret betting too much during the World Cup

Four in five (80%) football bettors are likely to place a bet on the World Cup this winter, including 43% of football bettors who believe they will spend more during the world cup month compared the previous month.

More than half (56%) of football bettors acknowledge it's easy to get carried away when betting during a big football event like the World Cup, with more than fifth (22%) of football bettors often finding themselves focusing on their own bet over the actual football on display. So it's unsurprising one in three (33%) believe they may regret spending too much money on betting during the World Cup.

Football bettors attitudes towards gambling

(As a % of those who agree with the statement)



Additionally, one third (34%) of football bettors agree gambling advertisements lead them to bet on things they wouldn't have otherwise, an even higher percentages (38%) say notifications from gambling apps have led them to bet on things they wouldn't have otherwise too.

Of those who have placed a bet on football in the last 12 months around one in six (16%) gamble daily on sports, with two in three (67%) gambling weekly and nine in ten (93%) betting at least once a month.

Two in five feel they won't enjoy the World Cup without betting

Two in five (42%) football bettors feel like they can't enjoy the World Cup without placing a bet on it, and a similar number (40%) are anxious thinking about how much they might lose betting on the World Cup.

Furthermore, nearly three quarters (72%) say they have, at some point, felt annoyed at themselves for making a bet they shouldn't have. Similarly three in four (73%) have spent more than they intended and have felt stressed, anxious or worried about losing money (62%)

Seven in ten (69%) football bettors say they have previously experienced bet regret and are more likely to experience bet regret when they are bored (47%), chasing losses (44%) or drunk (44%).

More than half (54%) have at some point felt like they wanted advice on how to bet safely. Even more worryingly, 51% have previously wanted to stop betting but felt like they couldn't and the same number (51%) express wanting support to help stay in control of your betting. Perhaps this explains why 38% of football bettors wish betting on football during the World Cup wasn't allowed.

Nearly half have used betting to supplement their income

Considering the increase in the cost of living, one in five (21%) football bettors are likely to gamble more within the next 6 months and nearly half (48%) of football bettors admit to using betting to supplement their income, including more than a fifth (22%) who have used it for money to cover basic living costs. Given the timing of the World Cup, it is also relevant that 18% have used it for money to cover special occasions such as Christmas.

Almost a quarter (23%) of football bettors have been unable to put money into savings due to spending too much on gambling. While it's also curbed 19% from "going out", more seriously for around one in seven (15%) they have lacked money to cover living costs due to spending excessive money on gambling.

World Cup Bettors

World Cup bettors plan to set themselves a limit

Three in five (59%) who say they are likely to bet on the World Cup say they will set themselves a limit, while almost three in ten (28%) won't. For two thirds (66%) of those planning to set a limit, they

aim to spend less than £100 including 43% who aim to spend less than £50. Conversely one in twenty (6%) will have a limit of £500 or more. The majority (89%) of those likely to bet on the world Cup and setting themselves a limit believe they will stick to it, but 4% are concerned they will not.

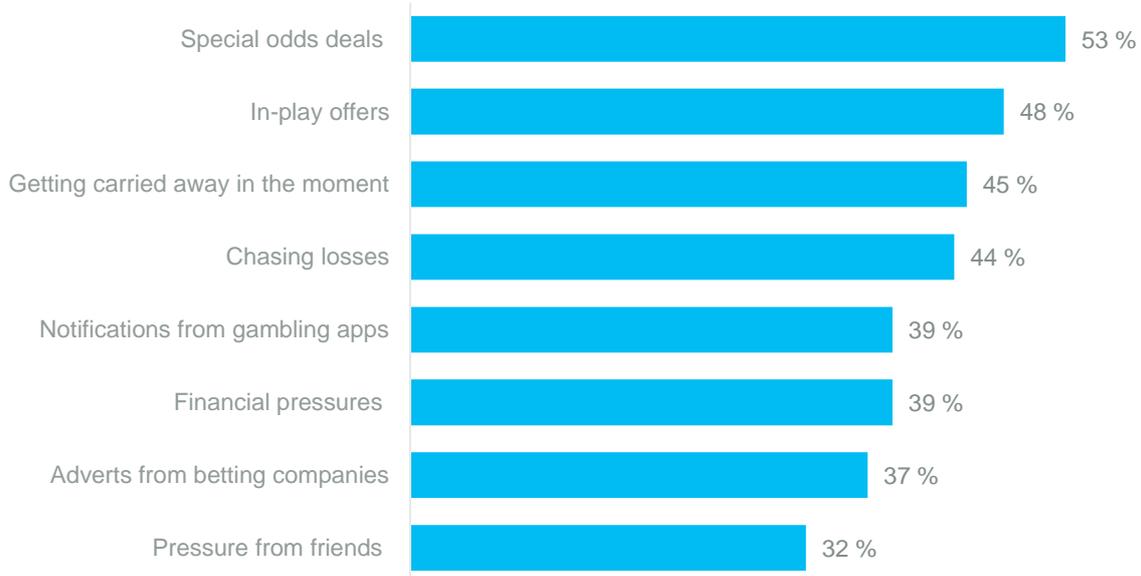
Deals, losses, and financial pressures encourage bettors to spend more than intended

For those likely to bet on the World Cup, special odds deals (53%), in-play offers (48%) and notifications from gambling apps (39%) could all make them all likely to gamble more than they intended.

But it's not just bookmakers' actions which make them more likely spend more money than intended, 45% say they more likely to spend more if they get carried away in the moment and 44% say they are likely to spend more if they are chasing losses. Additionally, two in five (39%) say they are more likely to spend more when facing financial pressure such as Christmas and the increase cost of the living.

Factors which increase World Cup bettors likelihood of betting

(As a % of those who say it would make them more likely to gamble)



About Opinium

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