



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.

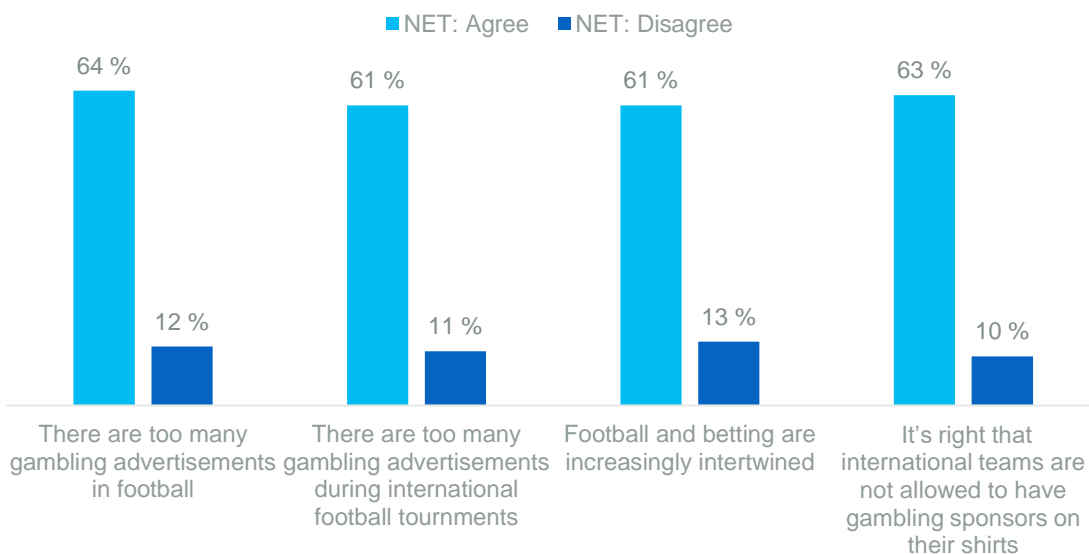
Almost three in ten (28%) of football fans feel at least a little anxious thinking about how much they might lose betting on the World Cup. The same number (28%) feel like they can't enjoy the football World Cup without placing a bet. A third of (34%) of football fans wish betting on football during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

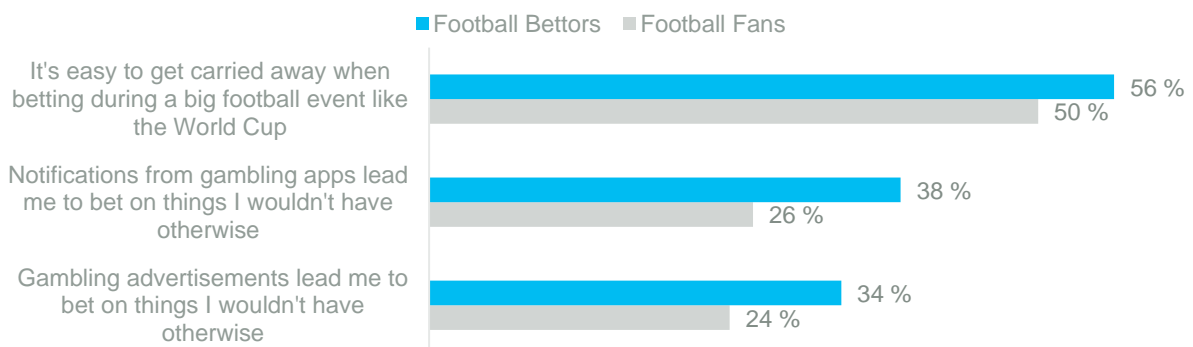
### One in three concerned they'll regret betting too much during the World Cup

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 of 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.

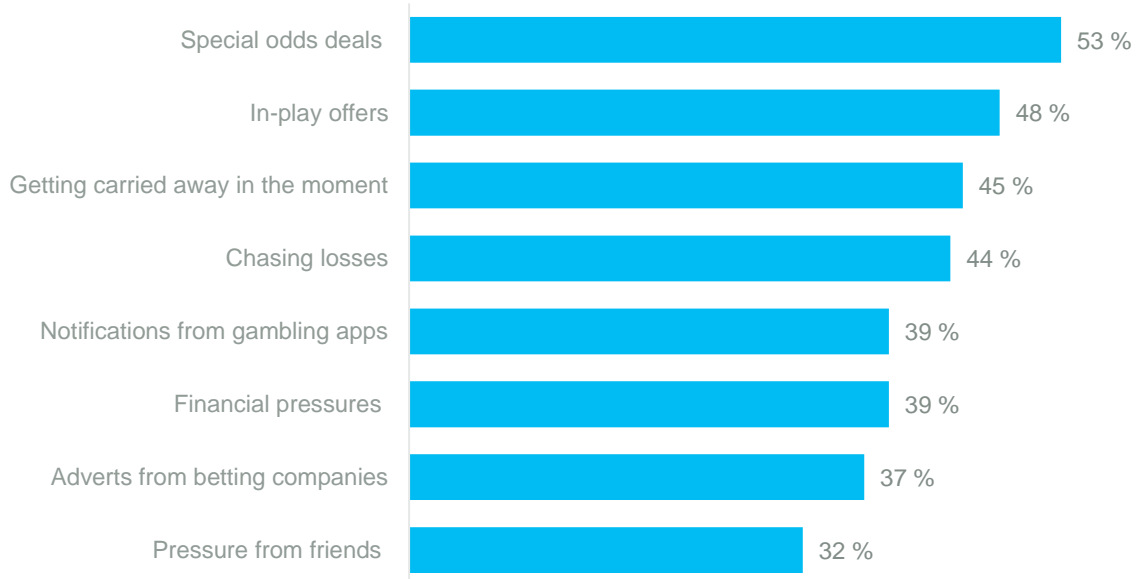
## Deals, losses, and financial pressures encourage bettors to spend more than intended

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)



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