

YouGov / Betting and Gaming Council Survey Results

Sample Size: 2094 GB Adults
Fieldwork: 24th - 25th March 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	
Weighted Sample	2094	377	538	193	226	112	735	748	1013	1081	220	865	517	492	710	469	626	1811	101	182	
Unweighted Sample	2094	345	549	209	251	120	810	751	885	1209	176	798	566	554	818	429	541	1771	118	205	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How often, if at all, do you personally place bets with a bookmaker or betting or gaming company (including online or in-person)?

Very often	2	3	3	0	2	0	2	3	4	1	0	2	3	2	2	3	2	2	1	4
Fairly often	6	4	8	3	10	2	5	5	10	2	6	6	8	3	5	5	8	6	6	5
TOTAL VERY / FAIRLY OFTEN	8	7	11	3	12	2	7	8	14	3	6	8	11	5	7	8	10	8	7	9
Not very often	16	16	16	12	23	18	16	17	18	14	11	18	18	12	18	14	16	16	20	13
Never	74	77	72	82	62	79	76	74	67	81	77	70	71	83	75	77	71	74	71	74
TOTAL NOT VERY OFTEN / NEVER	90	93	88	94	85	97	92	91	85	95	88	88	89	95	93	91	87	90	91	87
Don't know	2	0	1	2	3	1	1	1	1	2	5	3	0	0	1	2	2	2	3	3

The Gambling Commission are considering requiring betting and gaming companies to carry out more detailed financial checks on some betting customers. This could result in asking you for documents such as bank statements or payslips.

To what extent, if at all, would you be willing to provide this kind of information in order to continue betting?

[Asked only to those who ever bet; n=483]

Very willing	9	14	10	4	10	2	8	11	9	9	8	9	10	8	10	5	11	9	13	7
Fairly willing	19	19	26	14	14	30	23	13	19	18	26	23	11	16	18	18	18	18	12	24
TOTAL WILLING	28	33	36	18	24	32	31	24	28	27	34	32	21	24	28	23	29	27	25	31
Not very willing	25	24	28	48	17	21	29	19	27	22	31	28	19	23	29	19	22	25	27	23
Not at all willing	40	40	32	26	47	36	34	48	41	38	23	33	50	49	36	52	41	39	48	43
TOTAL NOT WILLING	65	64	60	74	64	57	63	67	68	60	54	61	69	72	65	71	63	64	75	66
Don't know	8	4	5	7	13	11	6	9	5	12	12	7	10	4	7	7	8	9	0	2

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

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	Region in England				Gambling frequency		
	Total	North	Midlands	London	Rest of South	TOTAL VERY / FAIRLY OFTEN	TOTAL NOT VERY OFTEN / NEVER
Weighted Sample	2094	496	343	253	718	168	1886
Unweighted Sample	2094	522	354	122	773	148	1912
	%	%	%	%	%	%	%

How often, if at all, do you personally place bets with a bookmaker or betting or gaming company (including online or in-person)?

Very often	2	2	4	0	1	26	0
Fairly often	6	7	7	5	5	74	0
TOTAL VERY / FAIRLY OFTEN	8	9	11	5	6	100	0
Not very often	16	22	15	13	13	0	18
Never	74	67	72	81	78	0	82
TOTAL NOT VERY OFTEN / NEVER	90	89	87	94	91	0	100
Don't know	2	2	2	1	2	0	0

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To what extent, if at all, would you be willing to provide this kind of information in order to continue betting?

[Asked only to those who ever bet; n=483]

Very willing	9	10	13	0	7	7	10
Fairly willing	19	19	17	21	18	30	13
TOTAL WILLING	28	29	30	21	25	37	23
Not very willing	25	20	28	29	27	22	26
Not at all willing	40	44	29	36	41	37	41
TOTAL NOT WILLING	65	64	57	65	68	59	67
Don't know	8	7	12	14	7	4	10

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