

YouGov / Betting and Gaming Council Survey Results

Sample Size: 2024 adults in GB
Fieldwork: 17th - 18th January 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	South	
Weighted Sample	2024	662	490	172	713	754	980	1044	212	836	500	476	1154	870	1747	101	176	488	336	245	678	
Unweighted Sample	2024	706	492	182	834	771	842	1182	168	760	529	567	1251	773	1767	107	150	490	334	199	744	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How frequently, if at all, do you personally bet through a bookmakers, gaming or betting company?

Very frequently	2	3	1	1	1	3	3	1	4	2	2	1	2	2	2	1	4	2	2	1	2
Fairly frequently	7	5	8	5	5	7	10	3	5	10	6	2	6	7	7	5	5	9	5	10	5
TOTAL FREQUENTLY	9	8	9	6	6	10	13	4	9	12	8	3	8	9	9	6	9	11	7	11	7
Not very often	16	15	18	18	18	14	18	14	16	21	16	8	17	15	16	16	16	19	15	16	15
Not at all	72	77	71	74	74	74	63	79	63	62	76	88	73	70	71	75	73	66	73	68	76
TOTAL NOT VERY OFTEN / NOT AT ALL	88	92	89	92	92	88	81	93	79	83	92	96	90	85	87	91	89	85	88	84	91
Don't know	4	1	2	2	1	3	5	3	12	5	1	1	3	5	4	2	3	4	5	5	3

If, in the future, you were asked to supply private financial documents in order to place a bet, which out of the following options would you be more likely to choose:

[Asked to those who bet; n=465]

I would supply private financial documents to keep my online betting account open	12	11	15	7	11	9	13	10	23	12	7	7	12	12	13	10	0	13	9	16	13
I would consider betting with a different bookmaker who did not require private financial documents	70	71	71	71	70	72	72	65	59	69	80	62	72	67	68	74	81	70	72	65	66
Don't know	19	18	14	22	19	19	15	25	17	19	13	31	16	21	19	16	19	16	19	19	21

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		How frequently do you personally bet through a bookmakers, gaming or betting company?		
		Total	Frequently	Not very often/not at all
Weighted Sample	2024	171	1777	
Unweighted Sample	2024	145	1825	
		%	%	%

How frequently, if at all, do you personally bet through a bookmakers, gaming or betting company?

Very frequently	2	23	0
Fairly frequently	7	77	0
TOTAL FREQUENTLY	9	100	0
Not very often	16	0	18
Not at all	72	0	82
TOTAL NOT VERY OFTEN / NOT AT ALL	88	0	100
Don't know	4	0	0

If, in the future, you were asked to supply private financial documents in order to place a bet, which out of the following options would you be more likely to choose:

[Asked to those who bet; n=465]

I would supply private financial documents to keep my online betting account open	12	20	8
I would consider betting with a different bookmaker who did not require private financial documents	70	67	71
Don't know	19	13	21

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	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How likely or unlikely, if at all, do you think increased restrictions placed on people to bet would result in people moving to unregulated websites where there are no limits?

Very likely	19	21	17	16	17	21	23	16	19	22	18	16	20	19	20	22	13	24	18	20	18
Fairly likely	39	41	40	42	43	39	37	42	36	37	42	41	41	37	39	39	44	35	37	35	44
TOTAL LIKELY	58	62	57	58	60	60	60	58	55	59	60	57	61	56	59	61	57	59	55	55	62
Fairly unlikely	10	10	12	11	10	9	12	9	15	11	9	8	11	10	10	14	14	10	9	15	8
Very unlikely	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	5	2
TOTAL UNLIKELY	13	13	15	13	13	12	15	12	18	14	12	11	14	13	13	17	17	13	13	20	10
Don't know	28	25	28	29	27	27	26	30	27	27	28	31	25	32	29	22	26	28	31	26	28

*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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	%	%	%

How likely or unlikely, if at all, do you think increased restrictions placed on people to bet would result in people moving to unregulated websites where there are no limits?

Very likely	19	39	18
Fairly likely	39	40	41
TOTAL LIKELY	58	79	59
Fairly unlikely	10	7	11
Very unlikely	3	0	3
TOTAL UNLIKELY	13	7	14
Don't know	28	13	27

*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.