

# **Greeks and Gambling**

## **Volume II**

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National Survey Results

May 2024

# We will examine the following..

In this report - Volume II - the findings of the second section, “Views and Behaviors Regarding Betting on Sporting Events”, are included, with a focus on the male audience

## Volume I. Gambling habits and attitudes

## **Volume II. Views and Behaviors Regarding Betting on Sporting Events**



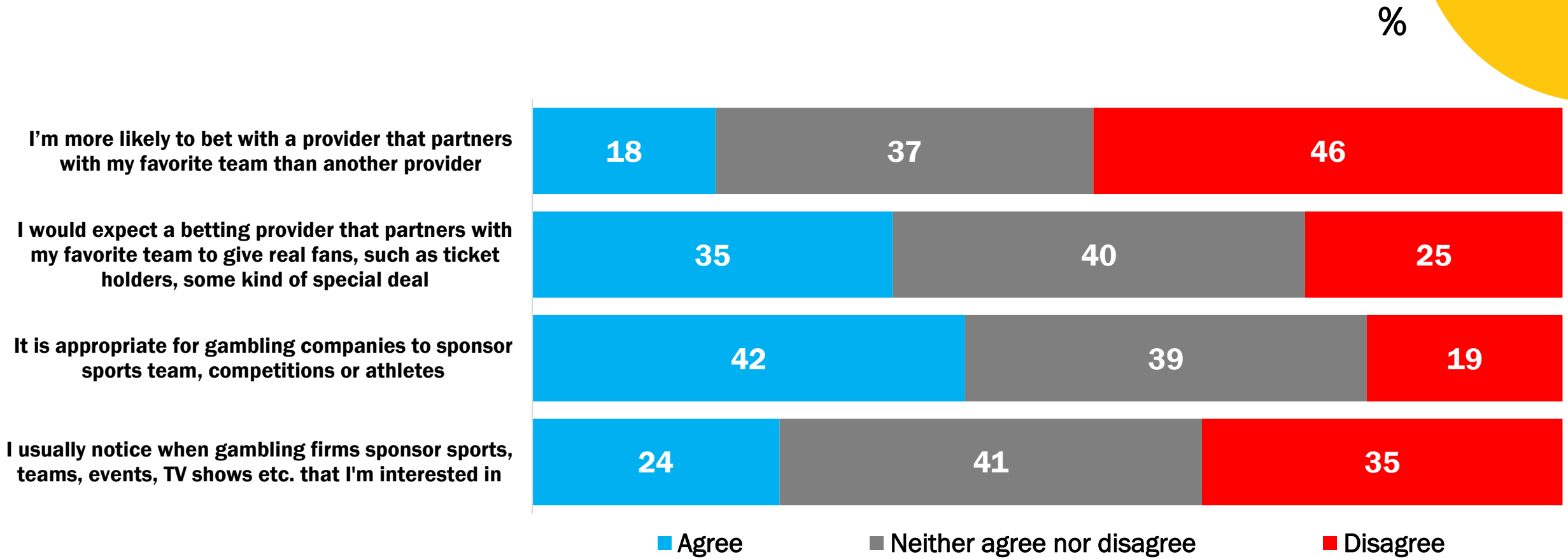
# Basic Research Specs

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- Online interviews via YouGov panel
- Structured questionnaire
- Population: men-women 18+ Nationally
- Representative sample: 1001 people
- Fieldwork: 24 – 29 April 2024

# **Views and Behaviors Regarding Betting on Sporting Events**

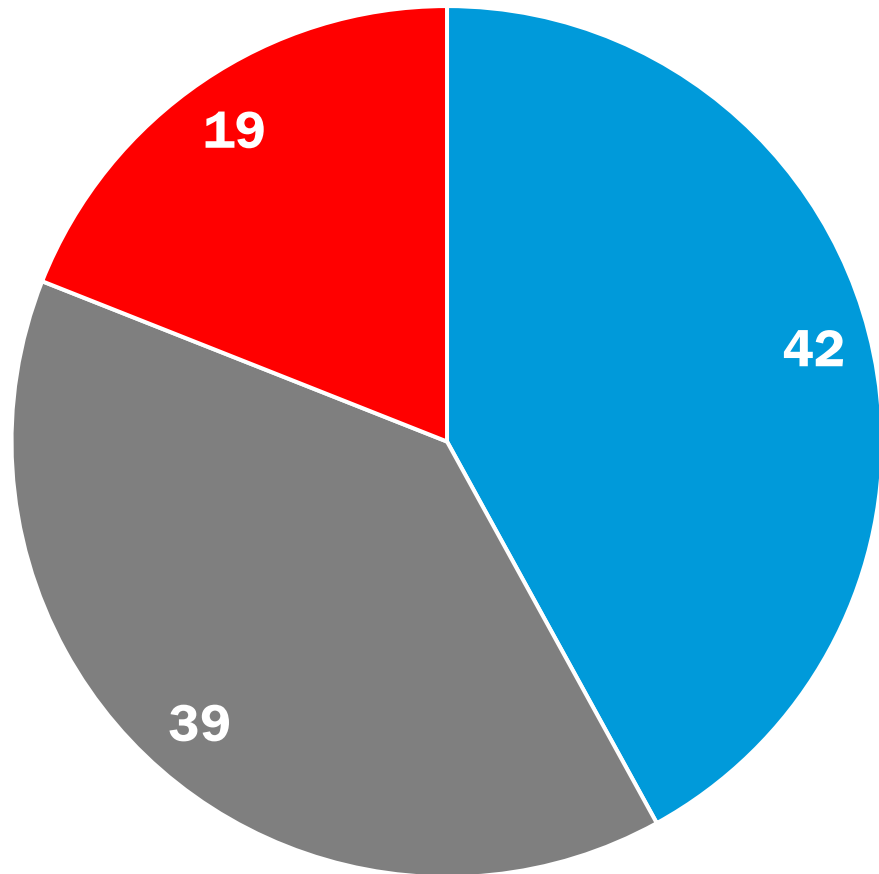
# Greek fans expect support and sponsorships for their favorite sports and teams, anticipating benefits and special offers



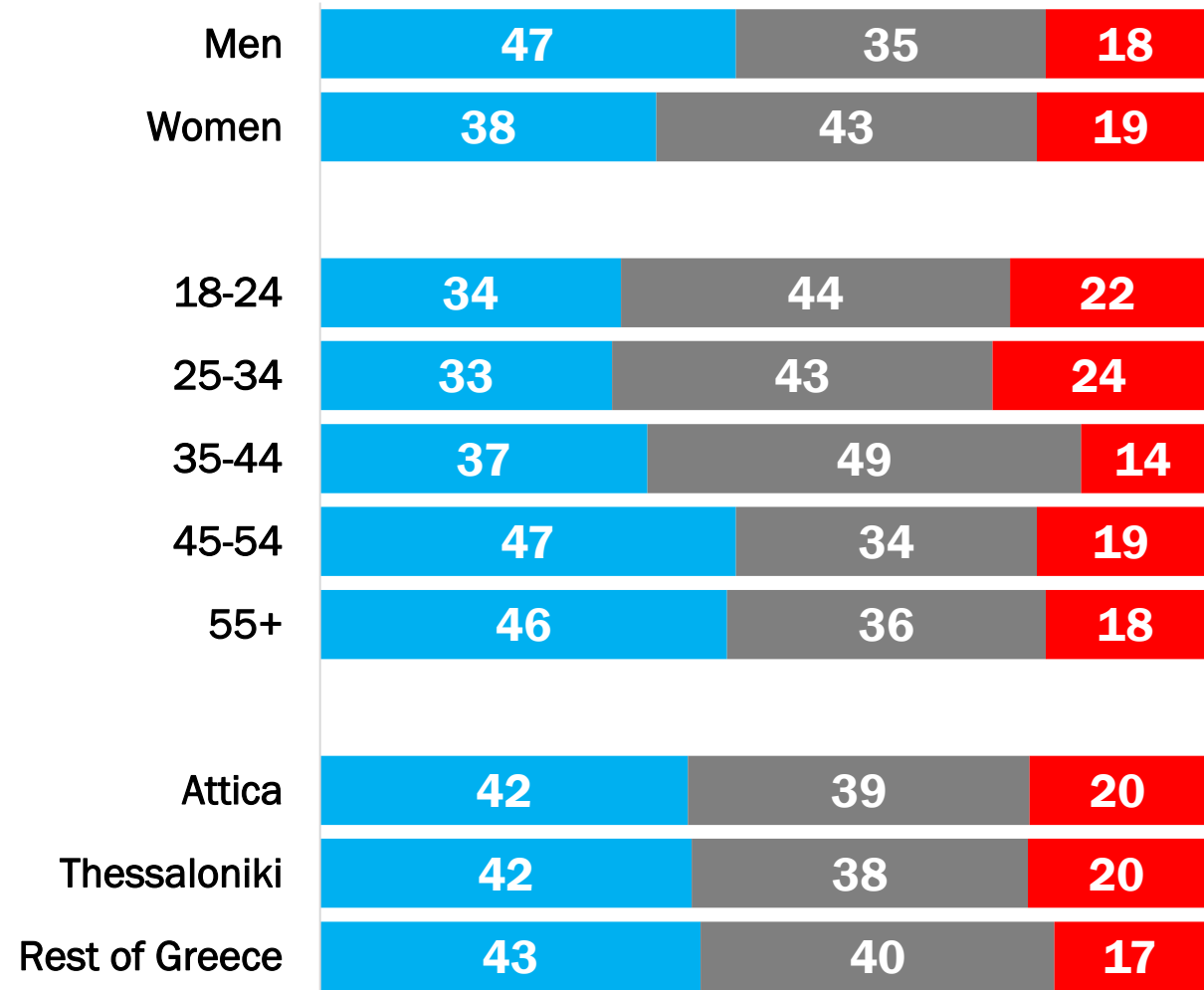
# Men and older age groups are more positive towards the sponsorships of betting companies to teams and athletes

Q. «It is appropriate for gambling companies to sponsor sports team, competitions or athletes»

%

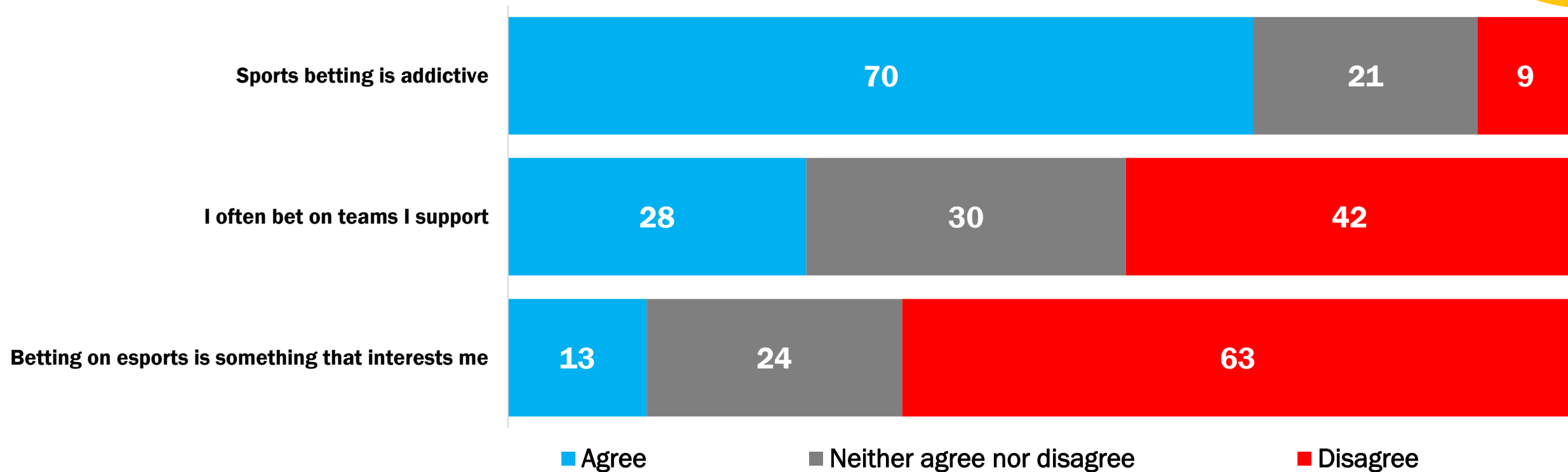


■ Agree ■ Neither agree nor disagree ■ Disagree



# Seven out of ten men admit that betting on sports is addictive, while one in four frequently bets on the teams they support

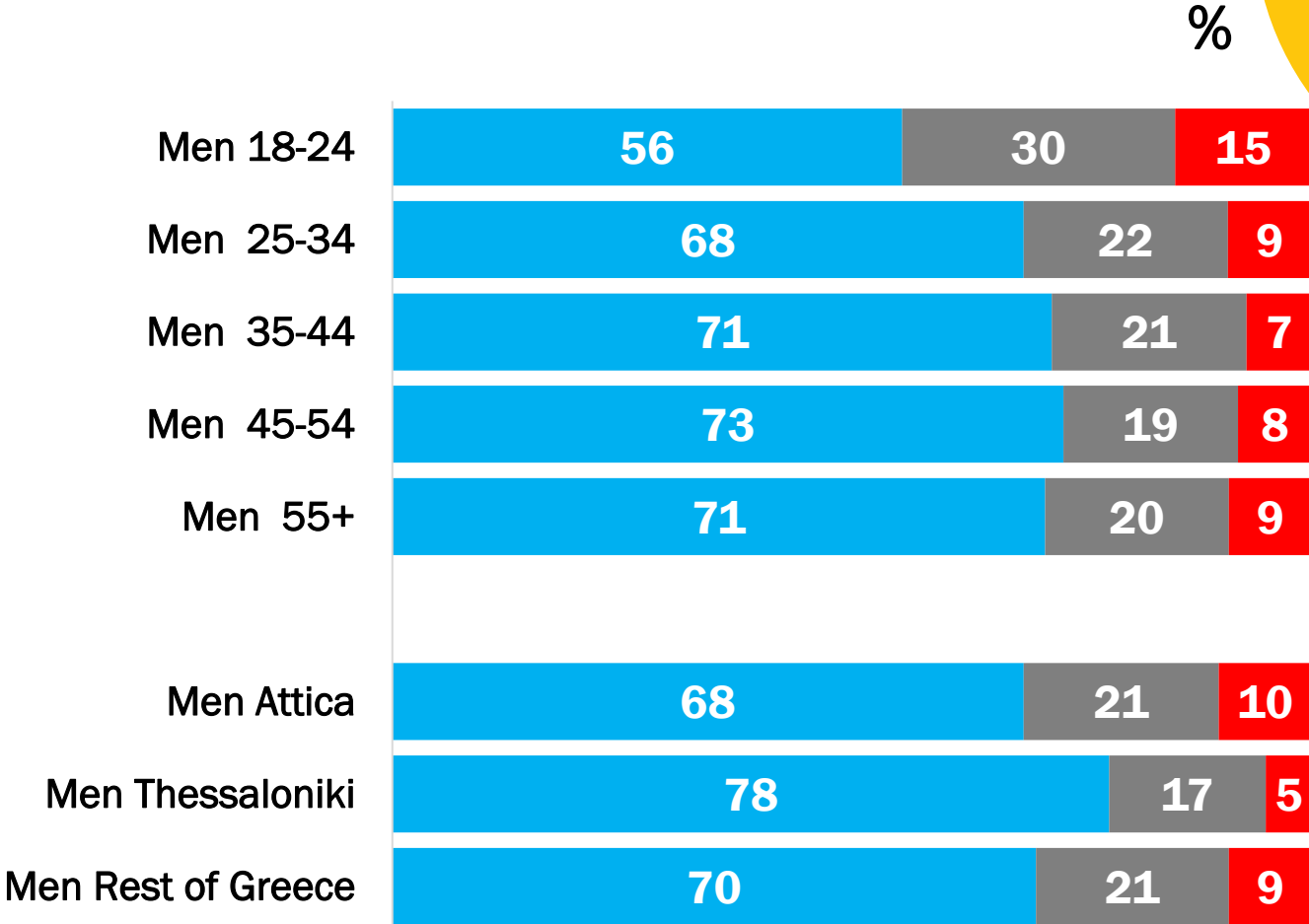
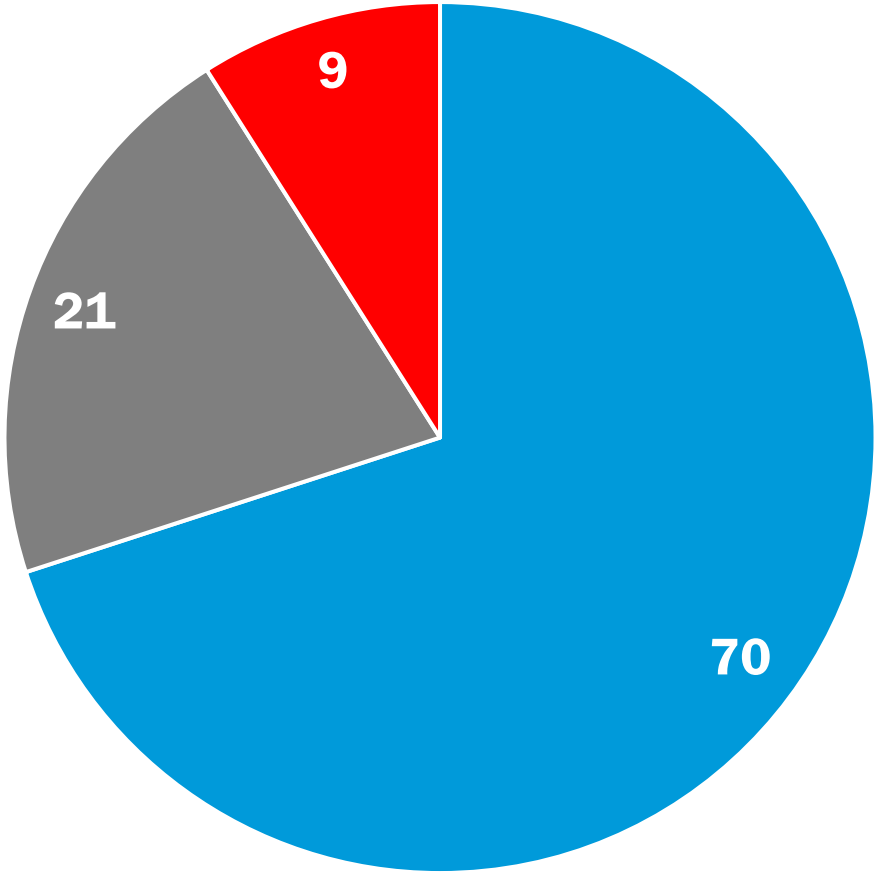
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# The proportion of men who acknowledge how addictive sports betting is, is higher among older age groups and in Thessaloniki



Q. «Sports betting is addictive»

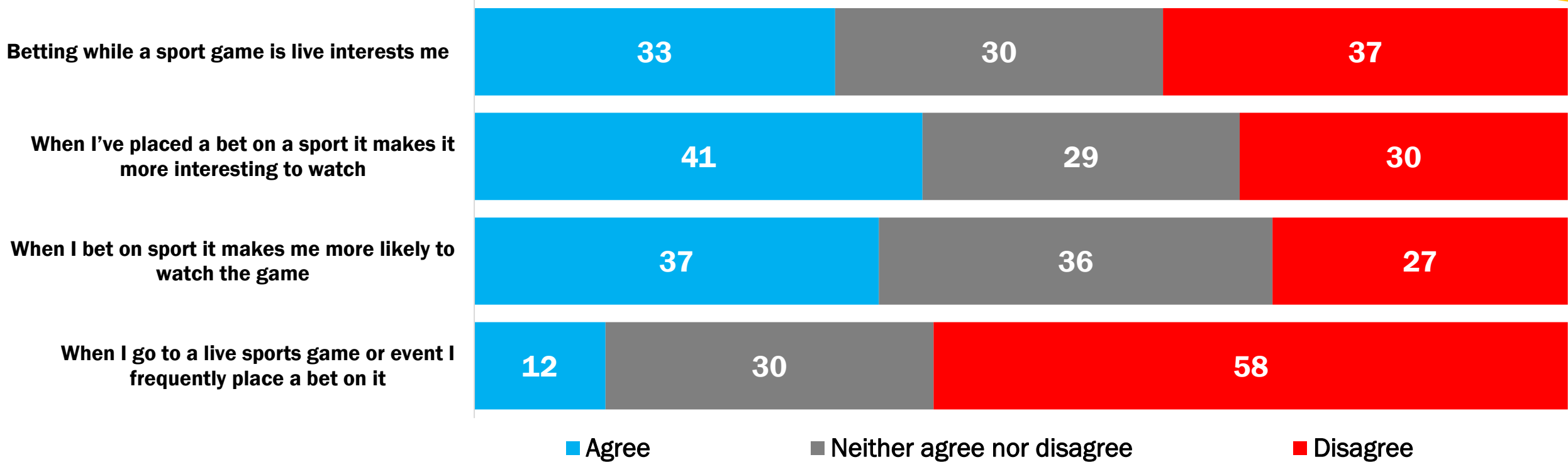


■ Agree   ■ Neither agree nor disagree   ■ Disagree



# The adrenaline rises as a significant proportion of men bet and watch sports events with greater interest while they are in progress

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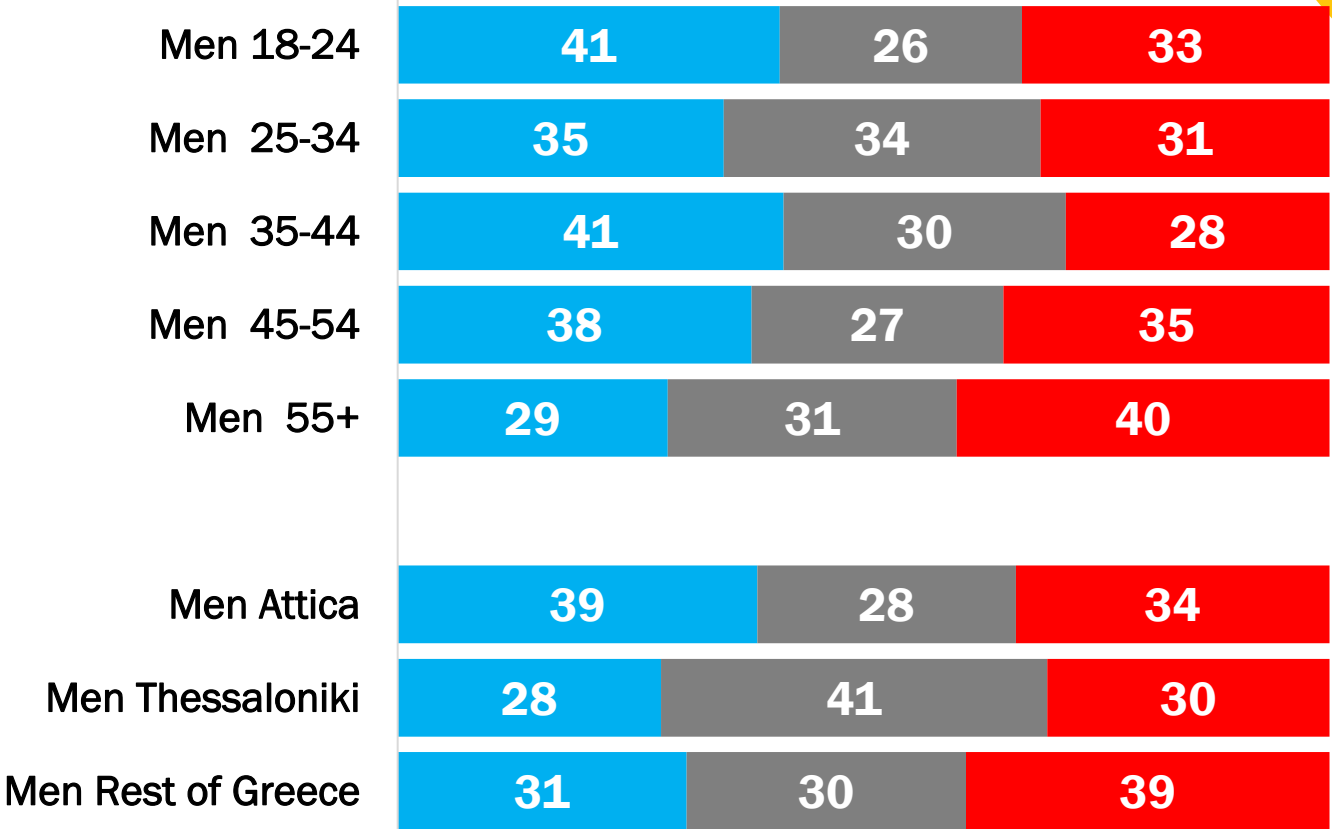
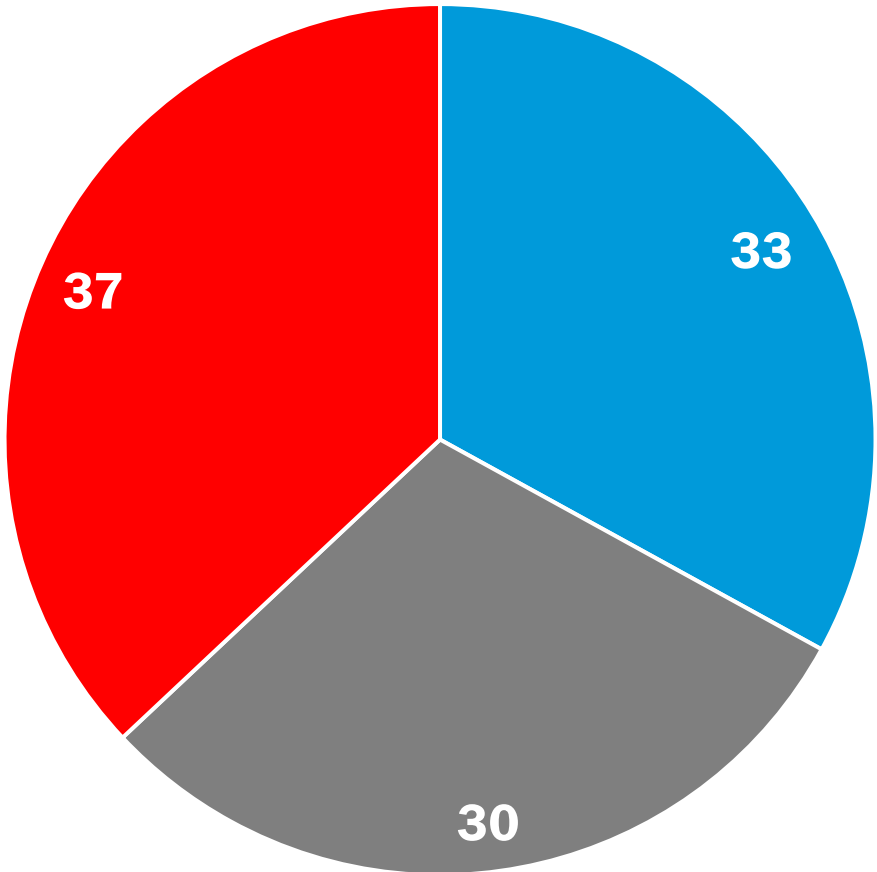


# The increased interest generated by the relationship between betting and watching a game is observed across all ages and regions



Q. «Betting while a sport game is live interests me»

%



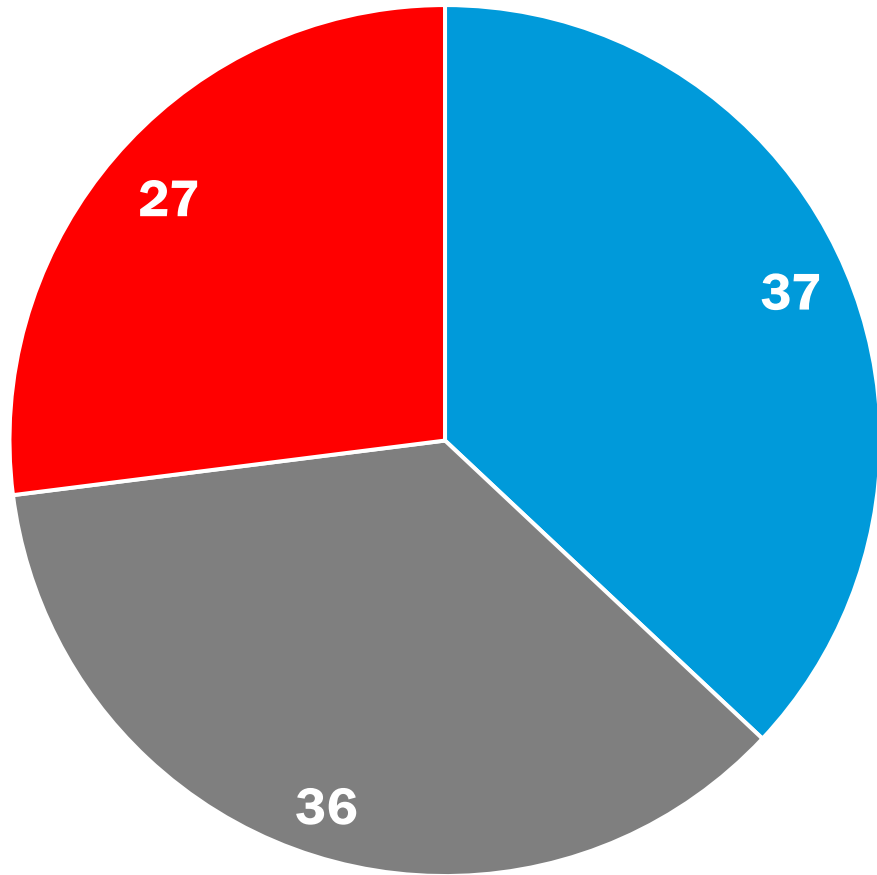
■ Agree    ■ Neither agree nor disagree    ■ Disagree

# Almost one in two men aged 18-54 will watch the game they are betting on

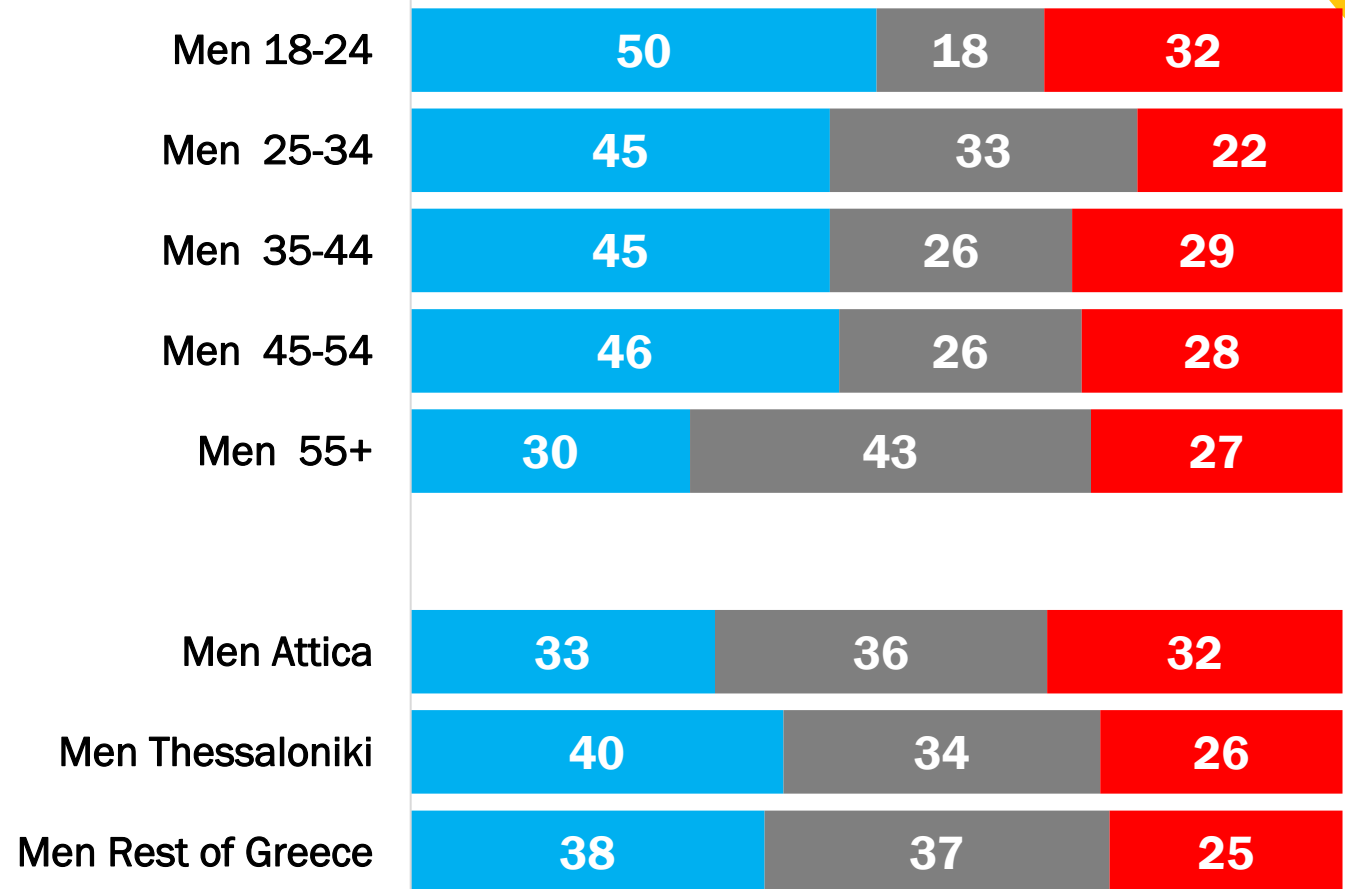


Q. «When I bet on sport it makes me more likely to watch the game»

%



■ Agree ■ Neither agree nor disagree ■ Disagree



Thank you!

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