

Y O U G O V   S T U D Y :

# What is influencing **sports bettors** during significant sports events?

UEFA Champions League Final 2022 UK betting activity



YouGov®

# The data behind this study

**YouGov** Re-Contact



## Pre & Post

YouGov wanted to gain insight into betting behaviors surrounding the UEFA Champions League Final 2022

Rather than just rely on predicted activity, we wanted to shine a light on whether reality met expectations and if not, what changed?



## Market

Online survey on YouGov's UK panel



## Sample

Monthly online sports bettors



## Frequency

2 waves -

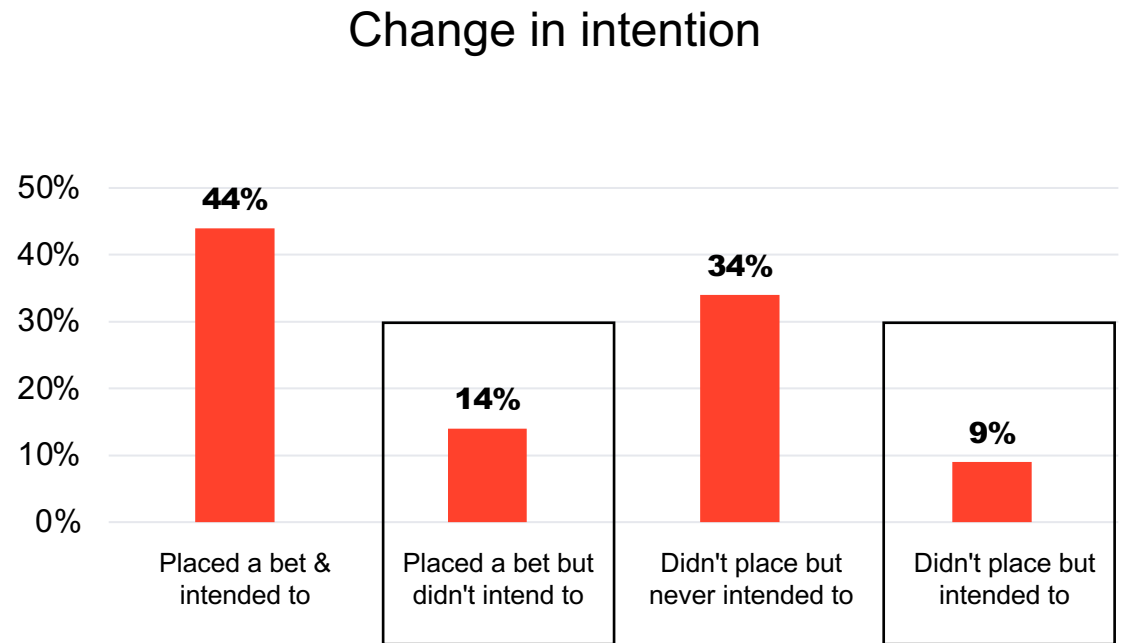
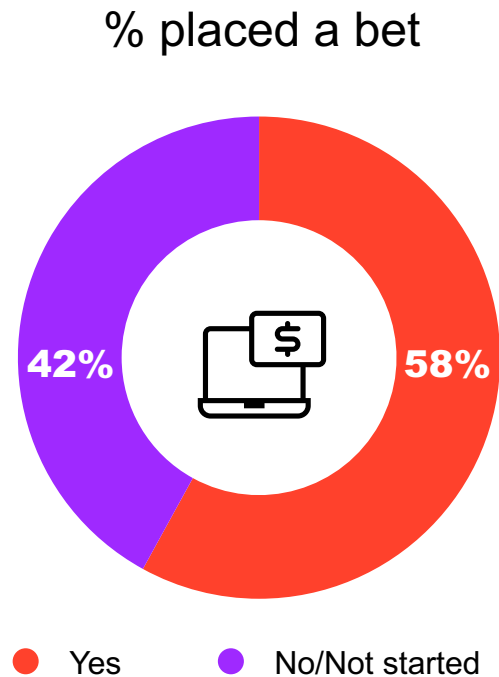
- Pre and Post Champions League Final 2022
- Pre: 17th – 22nd May
- Post (re-contact): 30th May – 1st June

TO BET OR NOT TO BET?

▶ **Who or what drove betting on the Champions League Final 2022, in the UK?**



# Almost **6** in **10** monthly sport bettors placed a bet on the Champions League Final, but an additional **9%** missed out

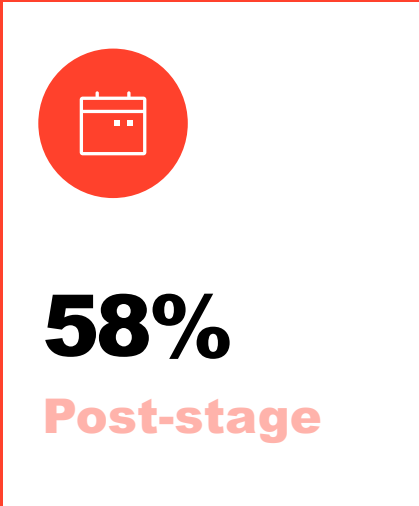
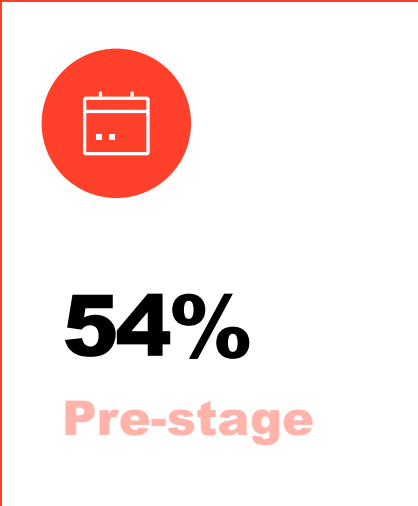


Base: Pre-Stage: On Saturday 28th May, Liverpool and Real Madrid will play in the 2022 Champions League Final. Which of the below statements fits closest to you regarding your likelihood to place a bet on this football match?

Base: Post-Stage: On Saturday 28th May, Liverpool played Real Madrid in the 2022 Champions League Final. Which of the below statements fits closest to you regarding placing a bet on this football match?

# The overall proportion of players placing bets on the match exceeded pre-match hypotheses

Proportion placing a bet on the Champions League Final



	% Intending to bet	% who placed a bet	% Change
ABC1	54%	58%	+4%
C2DE	54%	55%	+1%
Male	55%	58%	+3%
Female	48%	52%	+4%

Base: Pre-Stage: All (1203)  
Base: Post-Stage: All (890)

▲ Significantly different than Pre-Stage at 95% CI

**Want insights on these consumers? Launch your own survey**

# Offers and reminders from providers influenced the majority of bettors, and boosted match engagement

Agreement with betting statements (All who placed a bet)



**57%**

Engaged

“Betting on the match made me feel more engaged with the game”



**54%**

Reminder

“Receiving information and special offers from my online betting provider helped remind me to place a bet”



**57%**

Holding out

“I was waiting to see if my existing online providers offered a free bet or special offer before placing a bet”



**20%**

Fear of missing out

“I bet more on this match than normal, knowing it would be the last big match for a few months”

Agreement by those who bet but **didn't** intend to

**48%**

**65%** ▲

**64%**

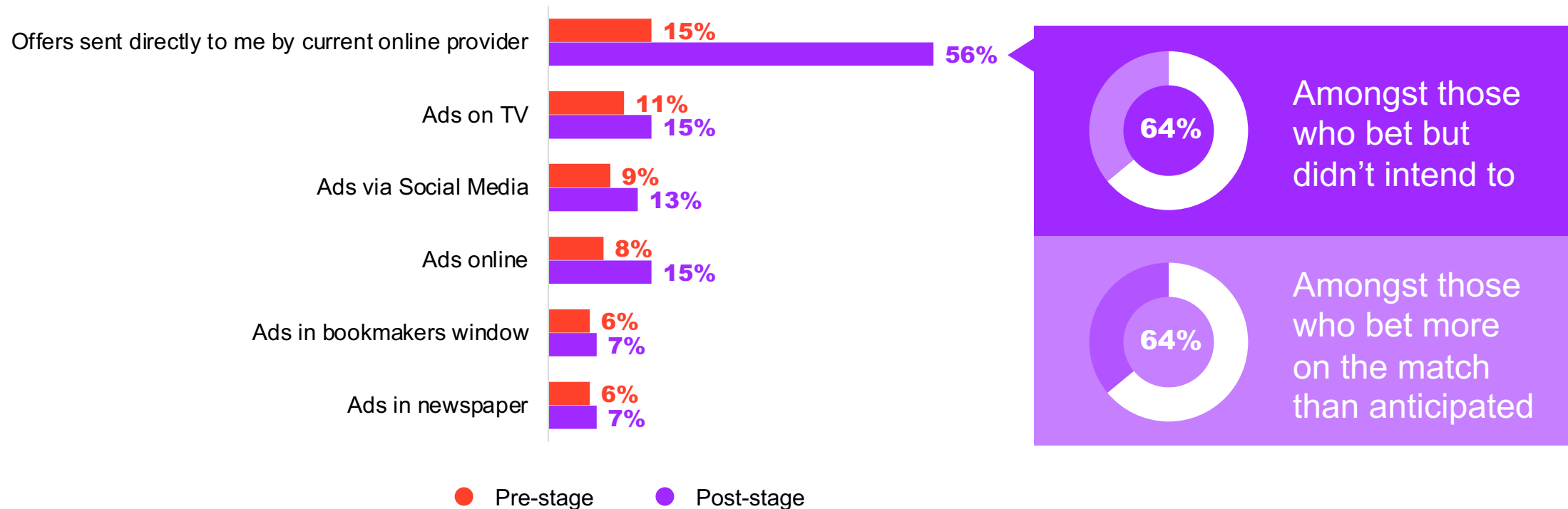
**9%** ▼

▲ ▼ Significantly different than Total at 95% CI

Base: Post-Stage: All who placed a bet (509) Those who bet but didn't intend to (121) Thinking about betting on the 2022 Champions League final, how much do you agree or disagree with the following statements?

# A substantial increase in those receiving direct offers closer to the match was seen, driving usage

## Communications seen/heard about betting on Champions League Final



## Offers may increase brand usage but perhaps limit bet scope

### ✓ Bet restrictions

Offers available to anyone placing a standard single bet

### ✓ Alternative offer

Use a free **£5** bet via Bet Builder tool

## What drives bettors?

More than half of all monthly sports bettors who placed a bet on the UCL final (**57%**) stated that betting on the match helped them feel more engaged with the game.

More than half (**54%**) indicated that receiving adverts and other communication is a useful reminder to place their bets, helping them act on their intention. Three out of five bettors (**65%**), who didn't intend to, potentially placed a bet due to such promotions.

Good value for money also holds considerable sway, with 57% of bettors motivated by special offers, so many a keen on holding out on placing their bet until receiving these offers. This rose to 64% amongst those who didn't set-out to place a bet, showcasing the impact on impulse behaviours

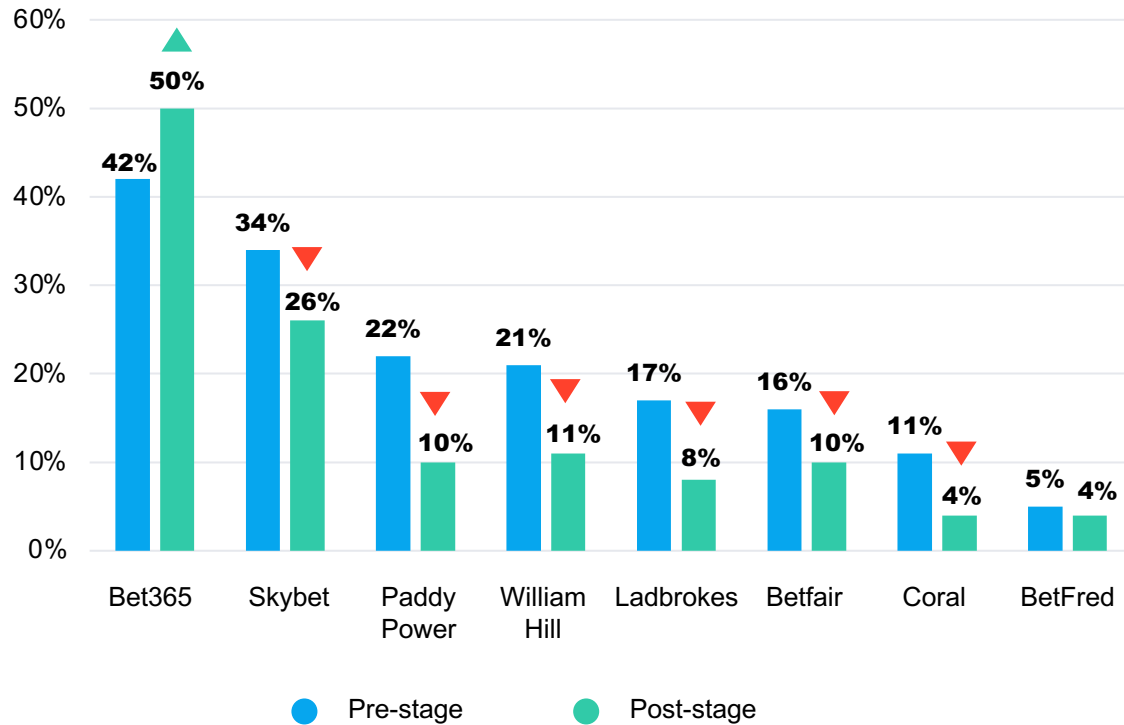
An increase in TV ads (**15%**), social media ads (**13%**), online ads (**15%**), and window & newspaper ads (**7%**) in the lead-up to the final game is also a key factor in influencing bettor behaviour.

Offers may increase brand usage but there could be an argument to say that it limits the scope of betting activity!

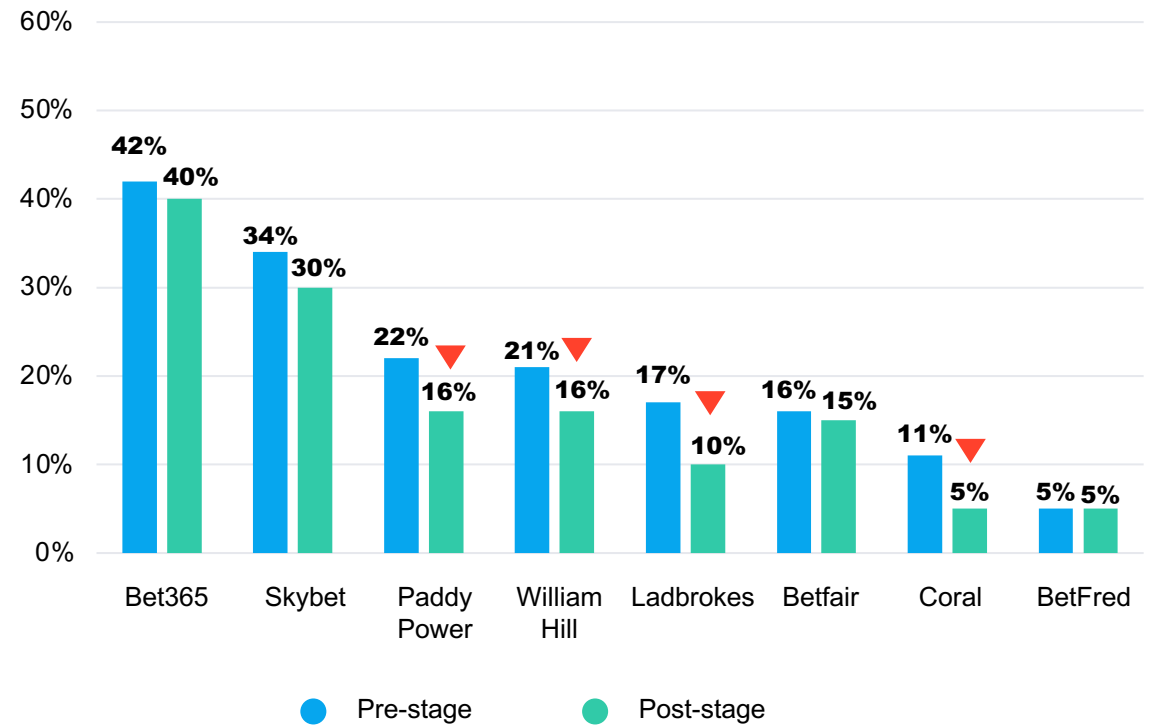


# Bet365 appears to be the winner for final brand choice, but change in usage appears driven by low value bets

Brand Choice – Expectations vs. Reality All bet spends



Brand Choice – Expectations vs. Reality Those spending more than £5



Base: Pre-Stage: All likely/already placing a bet (654) Base: Post-Stage: All who placed a bet (509) All who placed a bet of more than £5 (270)

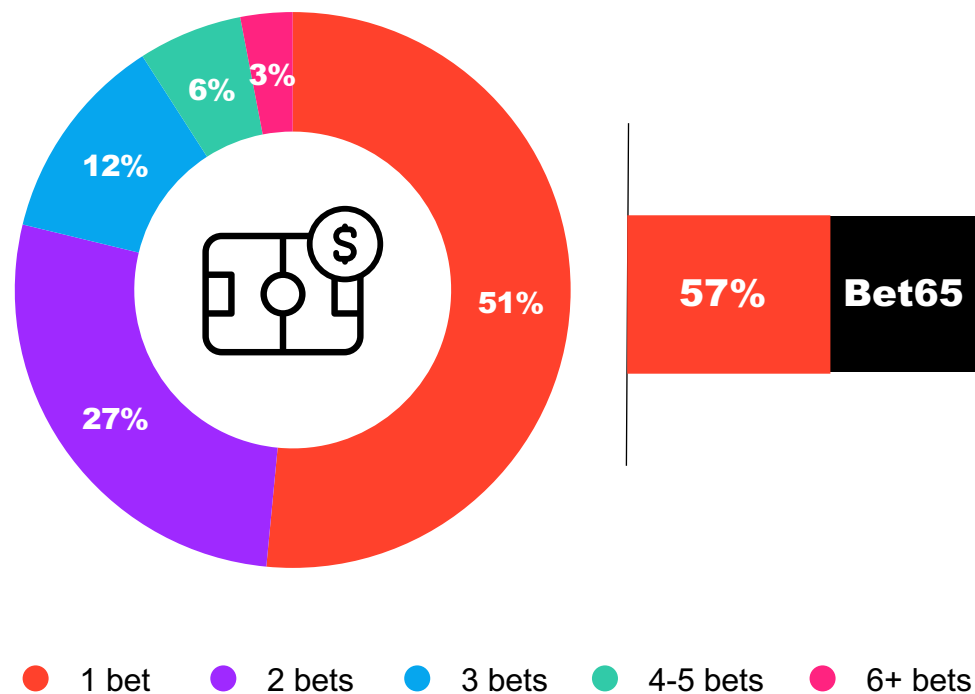
Q: If you were to place an online bet on the 2022 Champions League Final. Which companies would you be most likely to use, or if you have already placed a bet then which did you use?

Q: When placing an online bet on the 2022 Champions League Final, which companies did you use?

Significantly different than Pre-Stage at 95% CI

# Placing a single bet was preferred. This is a key driver of Bet365 usage, a component of their pre-match offer YouGov

Number of bets



**9%** agreed they ended up betting more on the match than anticipated

Those placing multiple bets significantly increased		
1 bet	<b>9%</b>	▼
2 bets	<b>46%</b>	▲
3 bets	<b>23%</b>	▲
4-5 bets	<b>14%</b>	▲
6+ bets	<b>7%</b>	▲

▲ ▼ Significantly different than Total at 95% CI

Base: Post-Stage: All who placed a bet (509) All who agree they bet more than anticipated (116) Q: And how many separate bets do you expect you will place, including any in-play during the match?  
Q: And how many separate bets did you place altogether, including any in-play during the match?

**Unlock more key gambling insights**

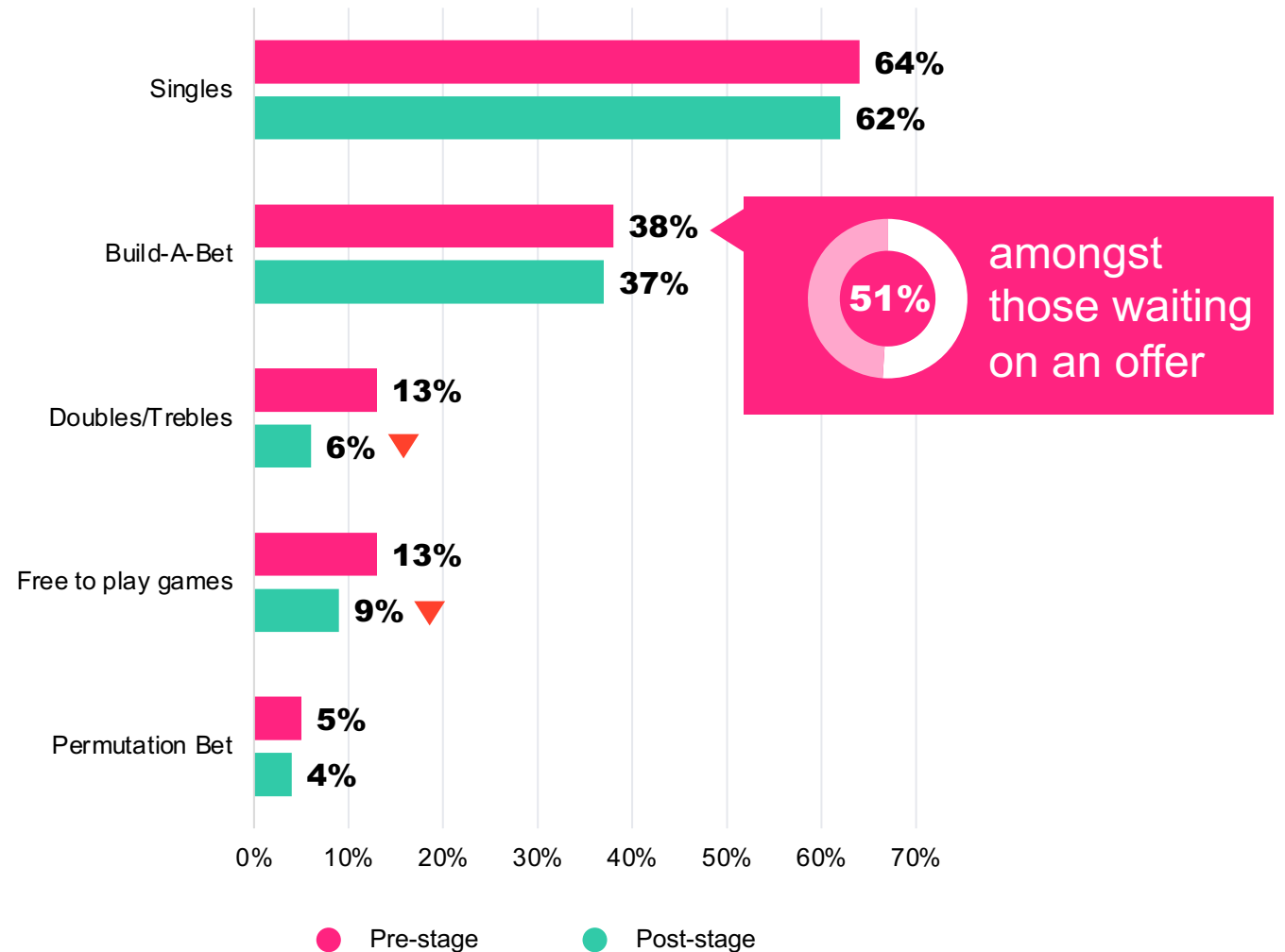
# Bet type usage mostly mirrored predictions

- ✓ Single bets and Build-A-Bets were the leading preference
- ✓ Actual usage of multiple bets amongst our consumers were significantly down on estimates

▶ [CONTACT US FOR MORE INFORMATION](#)

Base: Pre-Stage: All who have or are likely to place a bet on the Champions League Final (653) Base: Post-Stage: All who placed a bet (509)  
Q: And which, if any, of the following features do you think you are likely to use if betting on the 2022 Champions League Final?  
Q: What type of bets did you place on the 2022 Champions League Final?

## Bet-Type - Expectations vs. Reality



▼ Significantly different than Pre-Stage at 95% CI

# The increase in single bets caused many to drop actual spend to **£5** or less from an expected **£6-10** spend

	<b>£5 or less</b>	<b>£6-£10</b>	<b>£11-£20</b>	<b>£21-£30</b>	<b>£30+</b>
Pre-Stage	<b>34%</b>	<b>35%</b>	<b>17%</b>	<b>5%</b>	<b>7%</b>
Post-Stage	<b>46%</b>	<b>27%</b>	<b>14%</b>	<b>5%</b>	<b>7%</b>



Base: Pre-Stage: All who have or are likely to place a bet on the Champions League Final (653) Base: Post-Stage: All who placed a bet (509)  
 Q: If betting on the 2022 Champions League Final, how much do you intend to stake on it in total across all bets you are likely to place? Please include any bets already placed on this match.  
 Q: When betting on the 2022 Champions League Final, how much did you stake on it in total across all bets?



Significantly different than Pre-Stage at 95% CI

# Companies used to place a bet on the UCL Final

## Final brand choice among UCL Final bettors

Our pre-study research showed that Bet365 was the preferred brand choice ahead of UCL Final. **42%** of monthly sports bettors in the UK expected to place a bet with them. Even more, ended up doing so and Bet365 enjoyed the highest levels of bets placed for UCL Final among monthly sports bettors in the UK (**50%**). Sky Bet is a distant second (**26%**) followed by William Hill (**11%**), Betfair (**10%**), Paddy Power (**10%**), and Ladbrokes (**8%**).

The increase in bettors who had not expected to place a bet with Bet365 was mainly driven by low-value bets.

## Bet type usage

Three out of five bettors (**61%**) placed a singles bet, with the next most popular type a Build-A-Bet (**37%**). Significantly fewer bettors opted for free-to-play games (**9%**), doubles and trebles (**6%**), and accumulators (**7%**). The preference for standalone betting is an important factor in Bet365's popularity and offers made available to bettors.

Actual usage of multiple bets amongst our consumers was significantly down on estimates.

## Looking ahead to the FIFA World Cup





Our Champions League Final pre & post findings show how impactful a major event can be on general betting behaviours. While the habitual nature of betting predominates, many bet to boost engagement with the event. Looking ahead to the FIFA World Cup this Autumn, where multiple games take place daily, this desire to engage will be a critical element for providers to capture.

With communications having such a significant impact on betting participation, particularly in driving non-intenders, brands should prepare themselves ahead of the tournament to identify the most efficient ways of targeting their target audiences, whilst trying to avoid churn from customers who are reminded by a competitor offer. By understanding communication channel preferences and attitudes to advertising, brands can establish an efficient marketing mix to connect with potential customers in the most strategic way.



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- ✓ Affiliates
- ✓ Trade bodies
- ✓ Regulators
- ✓ Charities
- ✓ Media agencies
- ✓ Sports leagues/teams

### We know ...

**100,000 UK**  
panellists played Lottery in the past year

**10,000 US**  
panellists interested in betting on esports

**6,000 French**  
panellists gambled in the past month