

Sociological study

Moldavian citizens perception of lotteries and sports betting

April 2022



iData

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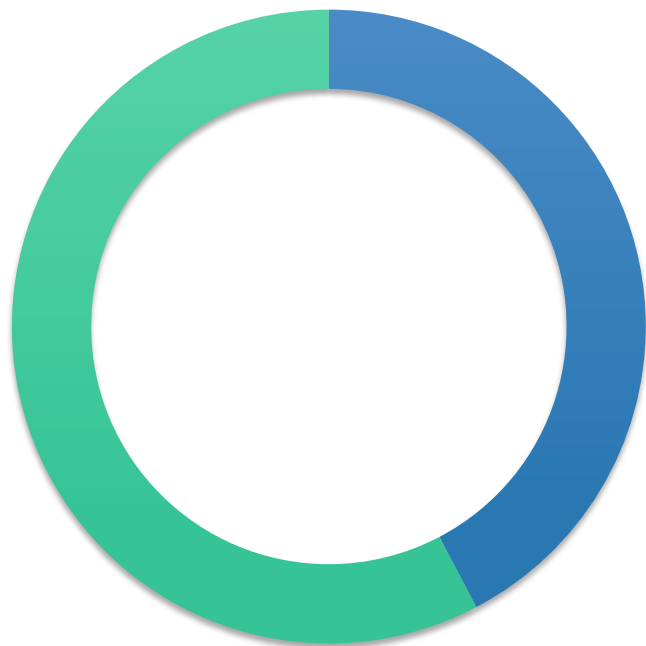
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Methodology

- ▶ **About the survey**
- ▶ Representative sample at **national level**
- ▶ Data collection method: 68% CATI, 30% CAPI, 2% CAWI
- ▶ Total sample : 1053 respondents
- ▶ Allowable margin of error : $\pm 3\%$
- ▶ Number of settlements : 342
- ▶ Data collection period : 7-18 April 2022

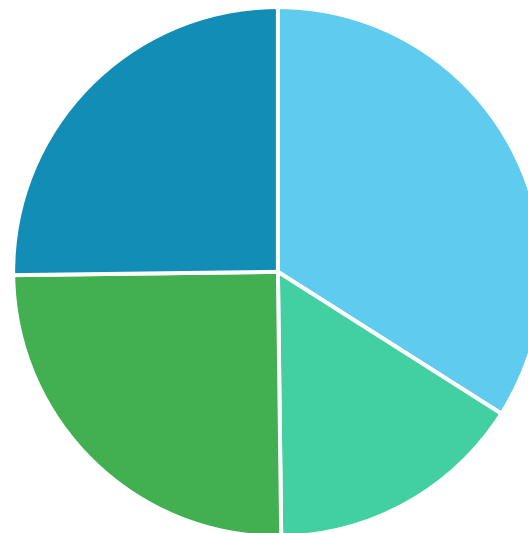
Structure of respondents

Sex



■ Men ■ Women

42,3% 57,7%

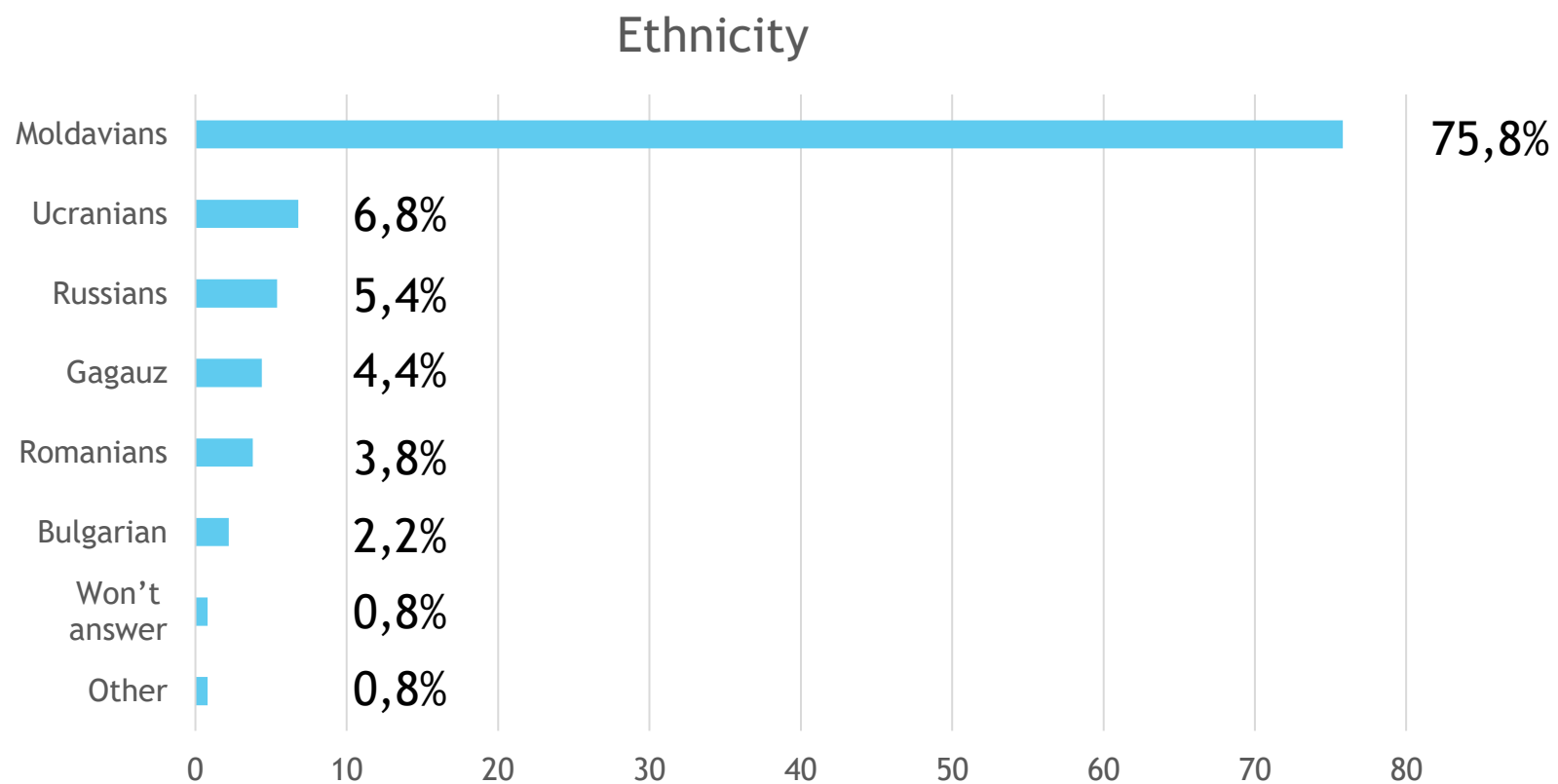


■ 60+ years ■ 18-29 years
■ 45-60 years ■ 30-44 years

34% 15,8% 25% 25,2%

Age

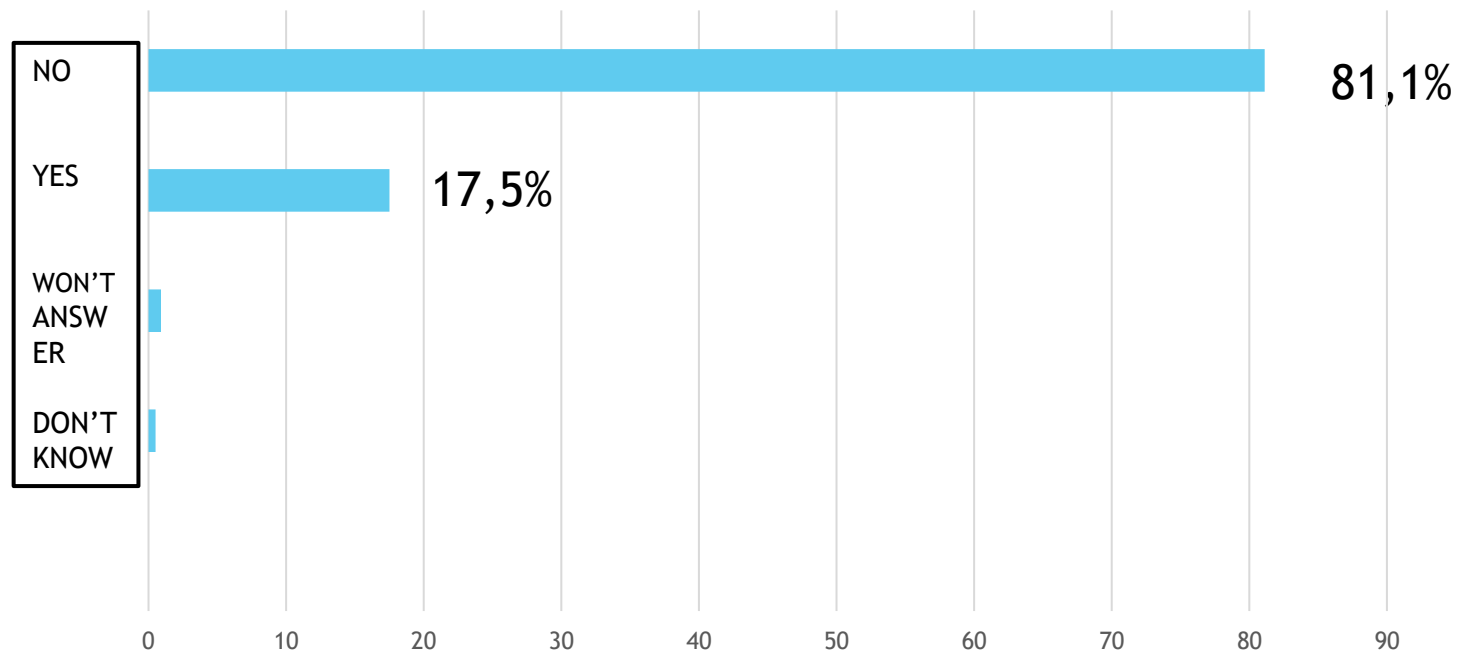
Structure of respondents



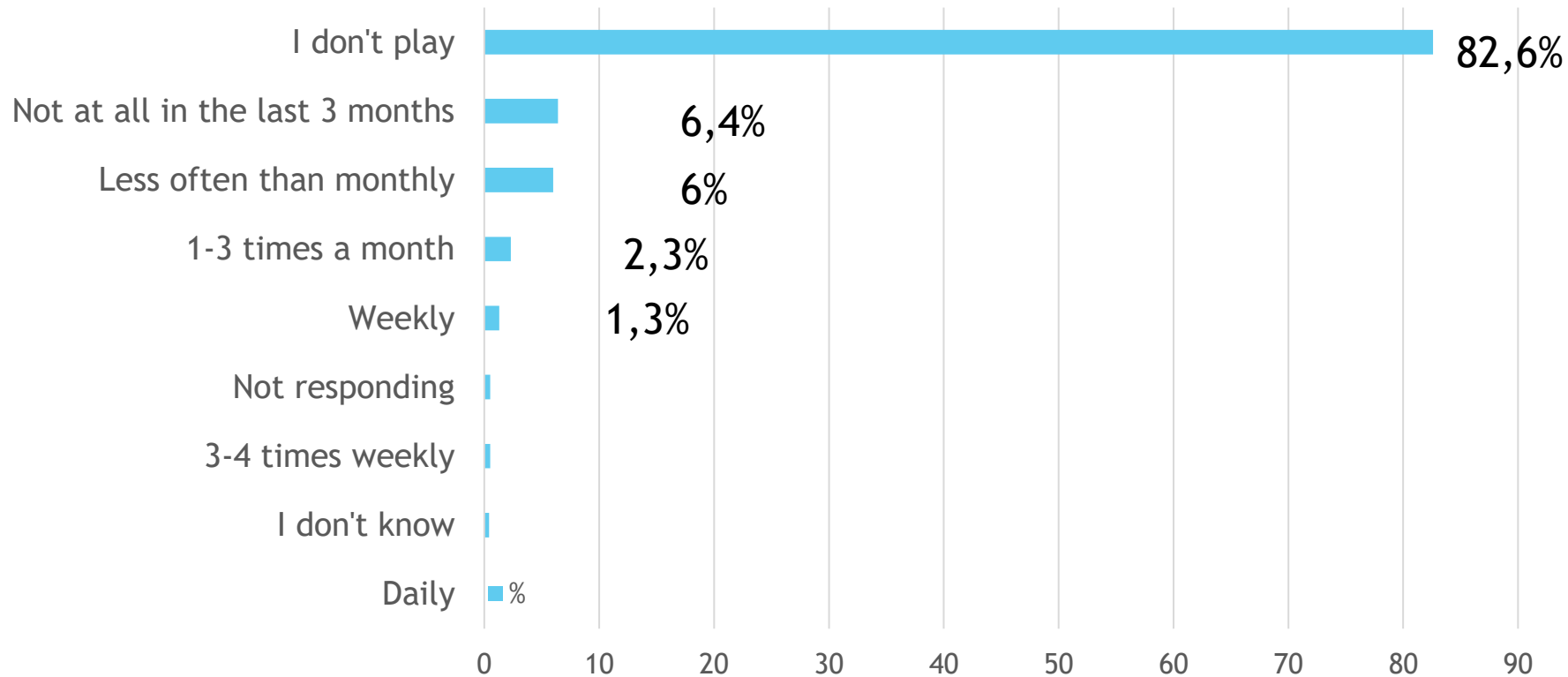
Purpose of the survey

- ▶ To know the perception of the citizens of the Republic Of Moldova towards gambling with low social risk (lotteries and sports betting)
- ▶ To understand to what extent this phenomenon is widespread among citizens of the country
- ▶ To detect the existence or lack of addiction to gambling with reduced social risk
- ▶ To understand how much money the citizens of the Republic of Moldova spend on lottery and/or sports betting
- ▶ To determine to what extent the advertising of lotteries and/or sports betting influences the decision of the citizens of the Republic Of Moldova to engage in gambling with low social risk

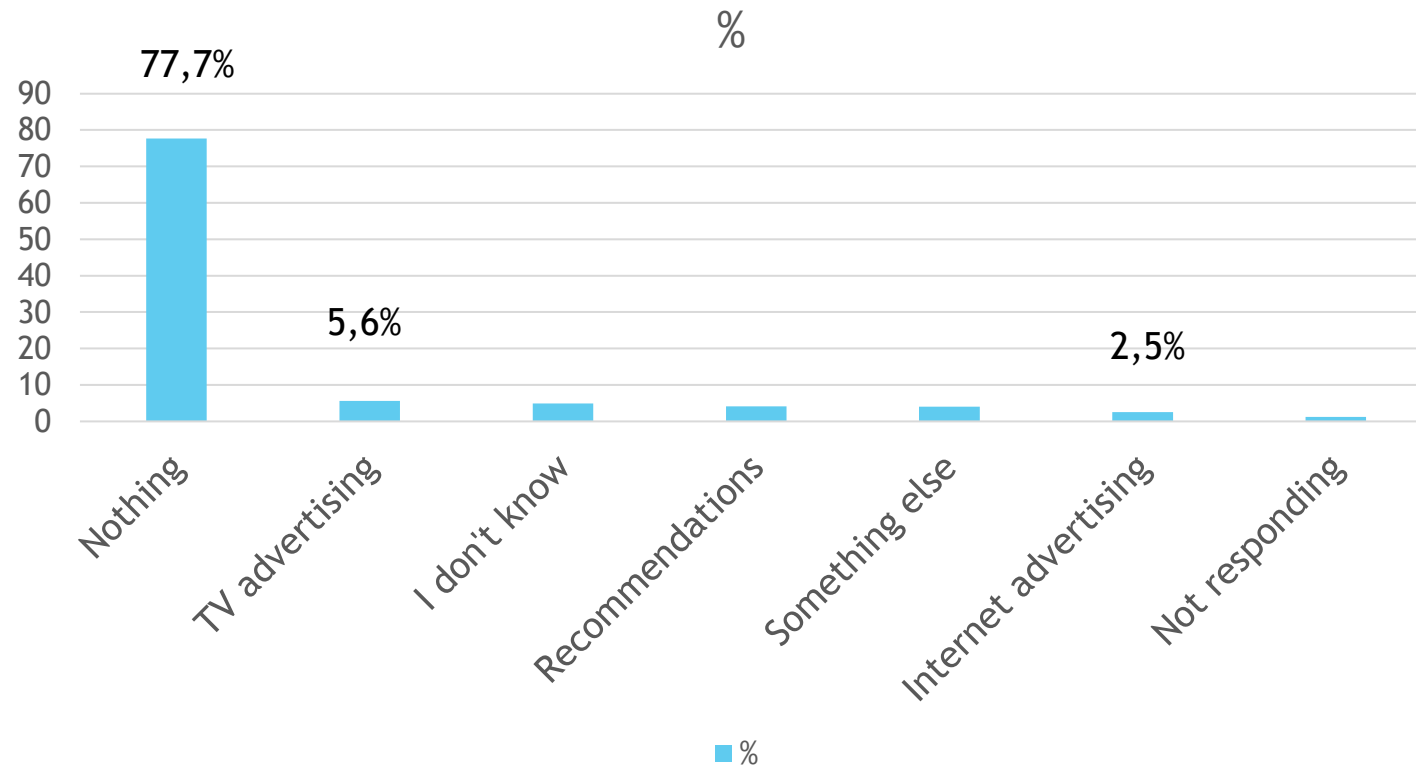
Have you personally participated or not in gambling such as lotteries and/or sports betting?



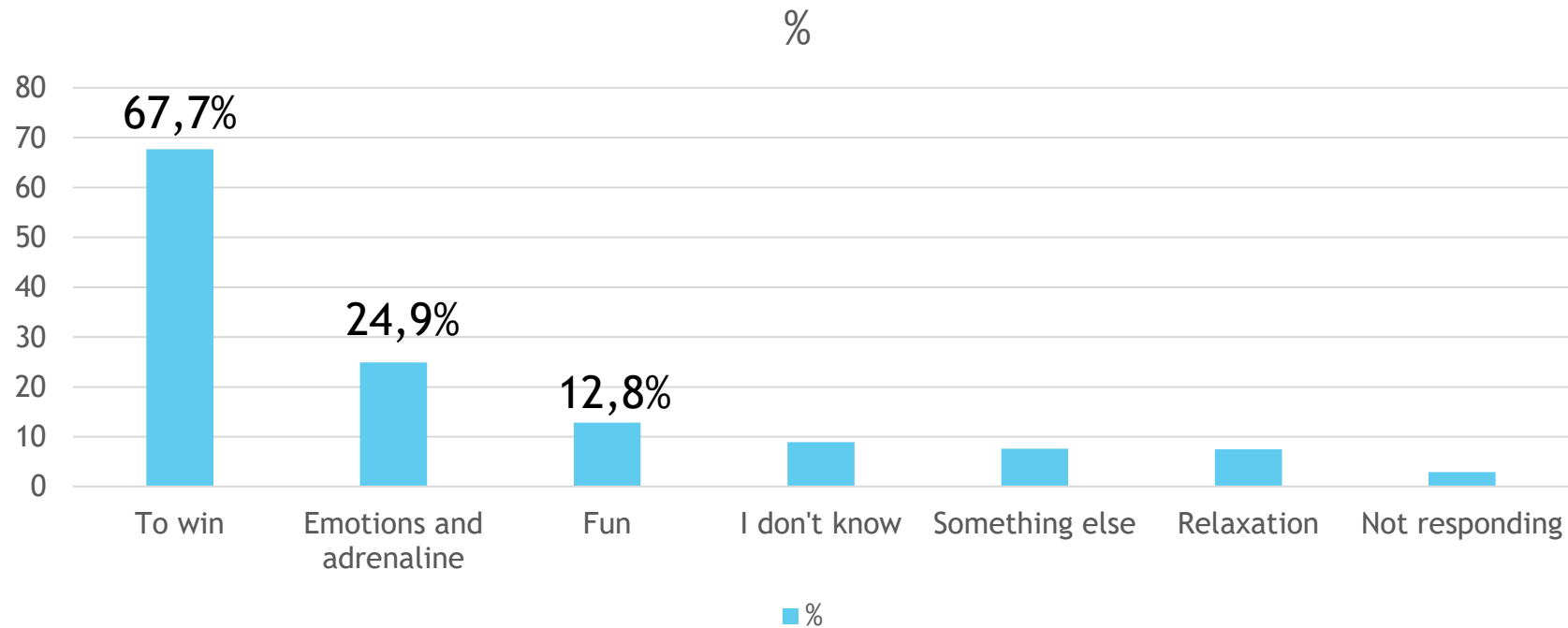
How often do you participate in lotteries and/or sports betting?



What led or could lead you to participate in lottery games and/or sports betting?



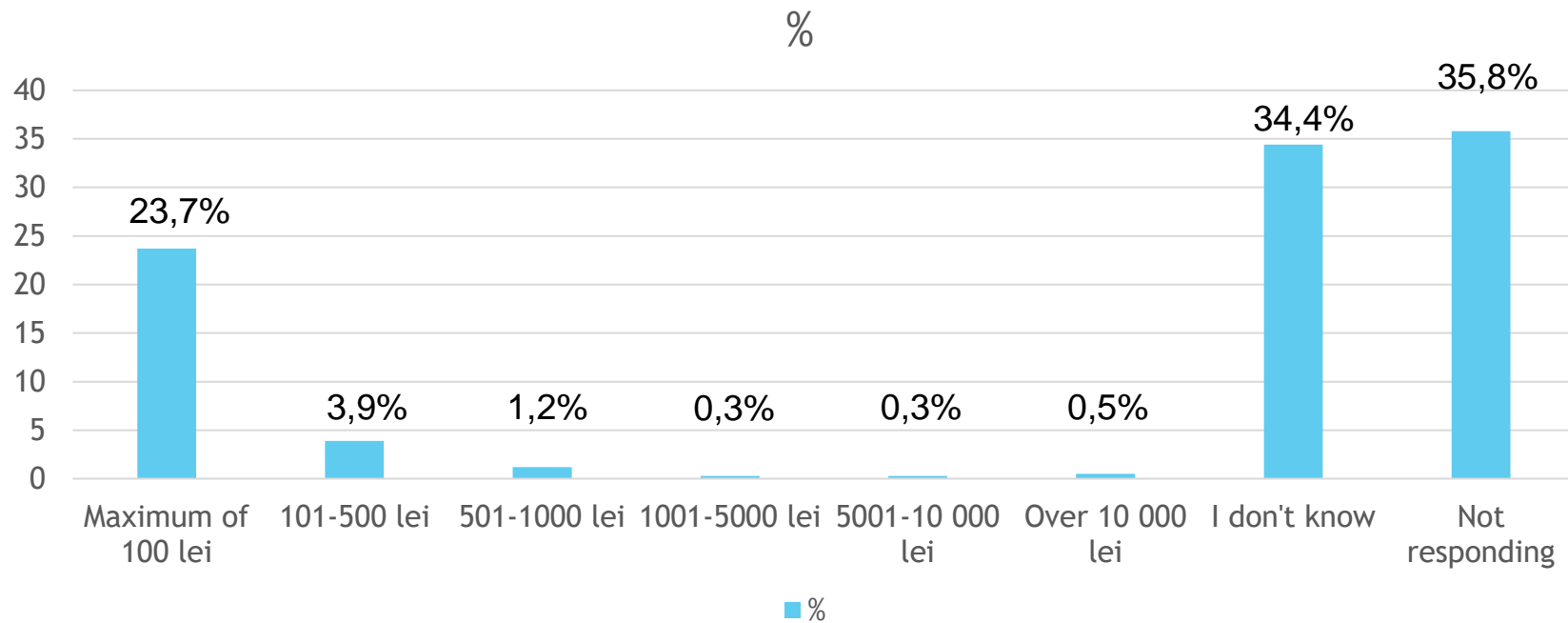
How do you think, why do people participate in gambling?



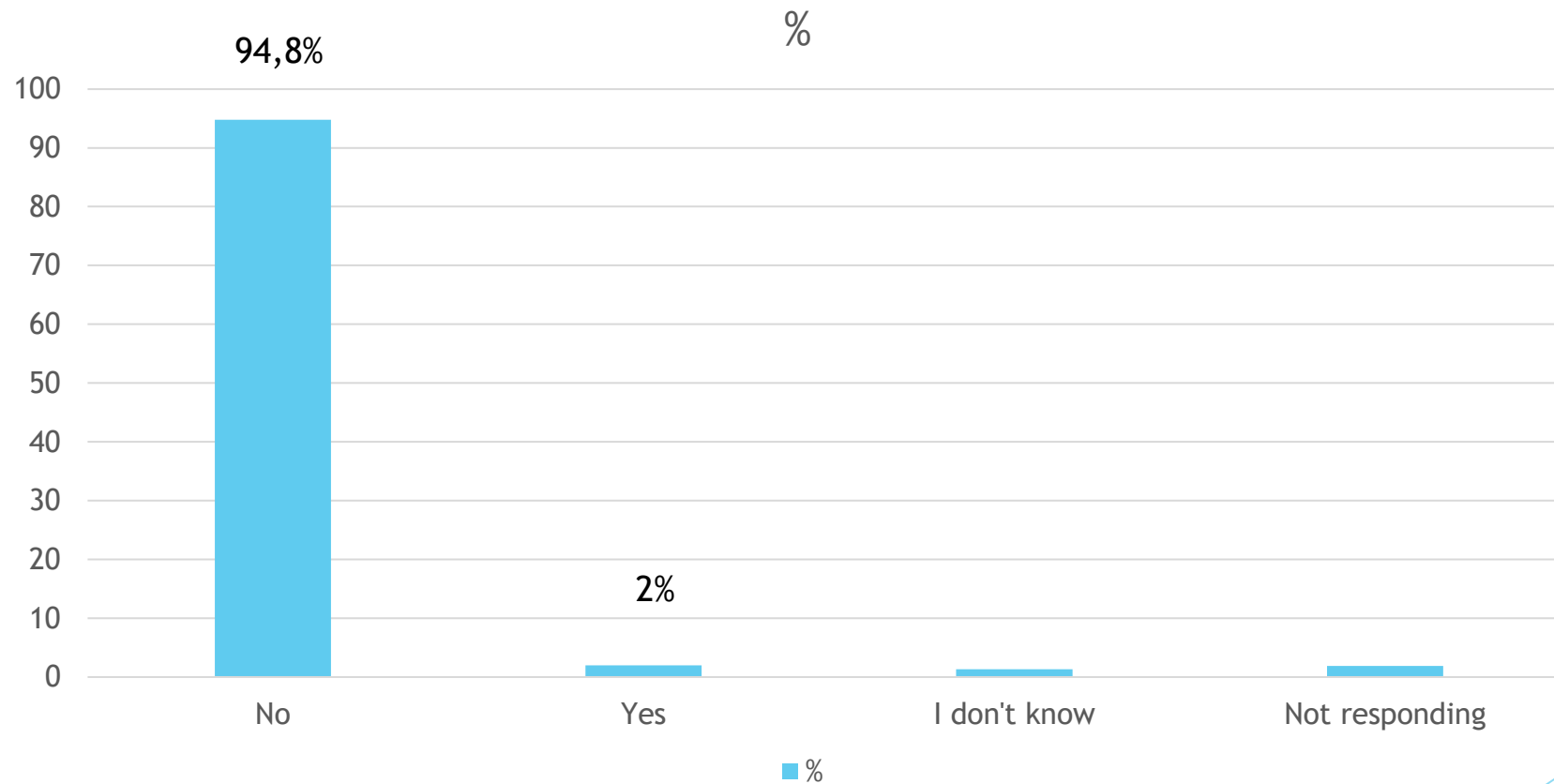
Other answers about the reasons for participation in gambling :

- ▶ Naivety - 1,5%
- ▶ Vice - 1,4%
- ▶ Too much money - 0,7%
- ▶ Greed - 0,5%
- ▶ Poverty - 0,5%
- ▶ A lot of free time - 0,4%
- ▶ Laziness - 0,3%
- ▶ Stupidity - 0,3%
- ▶ Hope - 0,3%
- ▶ Curiosity - 0,3%
- ▶ Hobby - 0,3%
- ▶ Addiction - 0,2%
- ▶ Excitement - 0,2%
- ▶ Misunderstanding - 0,1%
- ▶ They don't believe in god - 0,1%
- ▶ Obsession - 0,1%
- ▶ Something personal - 0,1%
- ▶ Waste of time - 0,1%
- ▶ Scarcity of money - 0,1%
- ▶ Impudence - 0,1%
- ▶ Friends - 0,1%
- ▶ Total other responses - 7,6%

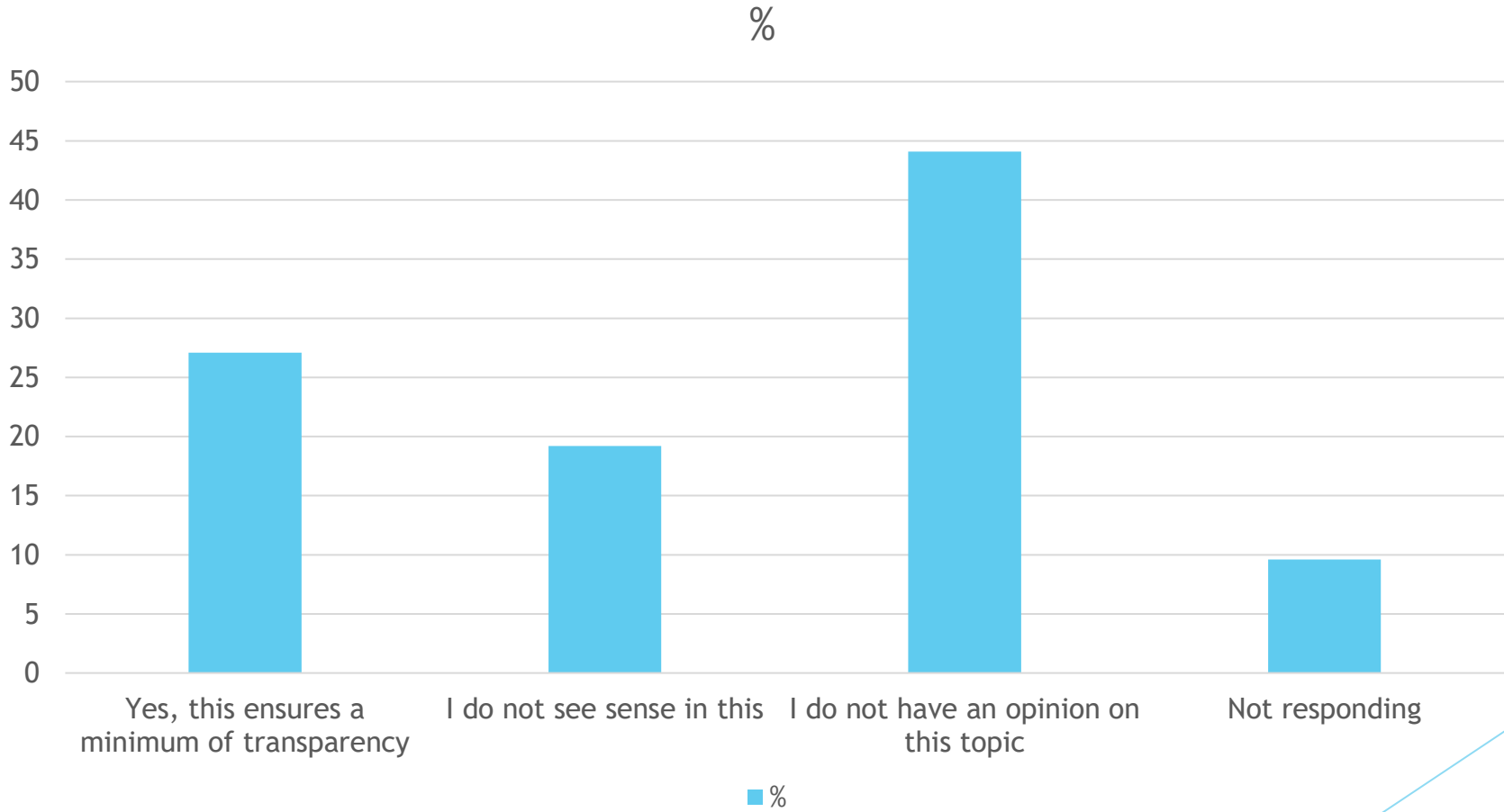
What amount of money you spend or would you be willing to spend monthly on lotteries and/or sports betting?



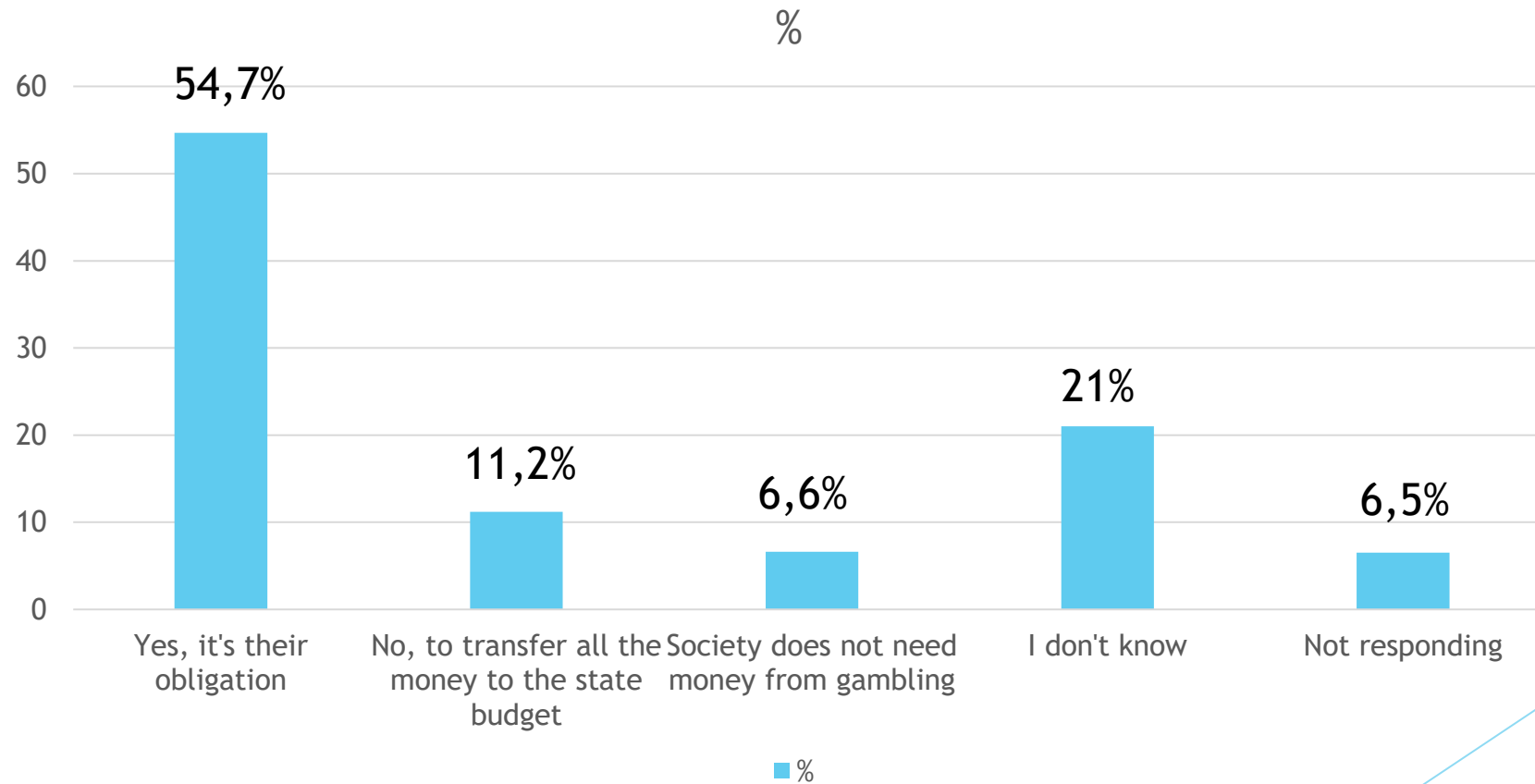
Do you Consider yourself a gambling addict?



In your opinion, the results of lotteries/bets should be made public?



Do you think that gambling organizers should sponsor sports, culture, education?



Conclusions: summary of answers

The following analysis was developed by the nongovernmental organization **Legal Business Monitor** based on the results of the social survey, conducted by the **iData** company



iData

Conclusions: summary of answers

Right from the beginning of the survey we notice the lack of interest in gambling. The absolute majority of those surveyed (**81.1%**) answered that they do not participate in lottery games and do not make sports bets. Only **17.5%** answered yes. The survey did not reveal a high level of participation of citizens in lottery games or sports betting. Only **1.3%** do it daily, **2.3%** play **1-3** times a month, **6%** do it less often than once a month. At the same time, **6.4%** did not play at all in the last 3 months. Only **8.1%** of respondents believe that advertising on TV or via the Internet can lead them to play the lottery or make sports bets. At the same time, the Internet share is only **2.5%** in this matter. The absolute majority of survey participants (**77%**) are convinced that their decision (to play) cannot be influenced at all.

Conclusions: summary of answers

The absolute majority of those surveyed (**67.7%**) believe that people participate in gambling in the hope of winning. **24.9%** are convinced that emotions and adrenaline are at the core, while **12.8%** think it is about fun. It is worth mentioning that the degree of negative perception of gambling is considerably lower. So, for example, only **0.2%** of survey participants believe that the reason for participation in gambling is addiction. Speaking of despondency, specialists attract attention not only on the frequency of the game, but also on the amount of money spent. As answer options, in the survey were proposed variants of monthly expenses from "maximum 100 lei" to "**over 10 000 lei**". A quarter of respondents (**23.7%**) opted for the first option. **3.9%** spend up to **500 lei** per month. At the same time, **1.1%** of those surveyed admitted that they spend between **1,000 and 10,000 lei** per month on gambling. At the same time, **2%** of the participants in the study consider themselves gambling addicts.

Conclusions: comparison with the UK

For comparison we propose to examine the situation in the UK, where gambling games are part of the national culture, with a rich history, and market legislation and regulation are among the best in Europe.

Conclusions: comparison with the UK

According to the Research* UK Gambling Commission, published in February 2022, at the time of the survey (December 2021), **42.6%** of respondents were confirmed to have participated in gambling in the past month. Of them, **21.2%** play 2 and more times a week, and **26.9%** - once a week. A third of those surveyed (**33.8%**) say they play once a month. Less often than once a month - **18.1%**.

And according to GamCare data ** , as of March 2022, up to **1.4 million Britons** suffer from gambling addiction. Reported to a population of **67.22 million** people (2020 data), the dependency ratio is about **2.08%**

* [UK Gambling Commission research](#)

** [GamCare - was created in 1997, is one of the most important support organizations for those addicted to gambling](#)

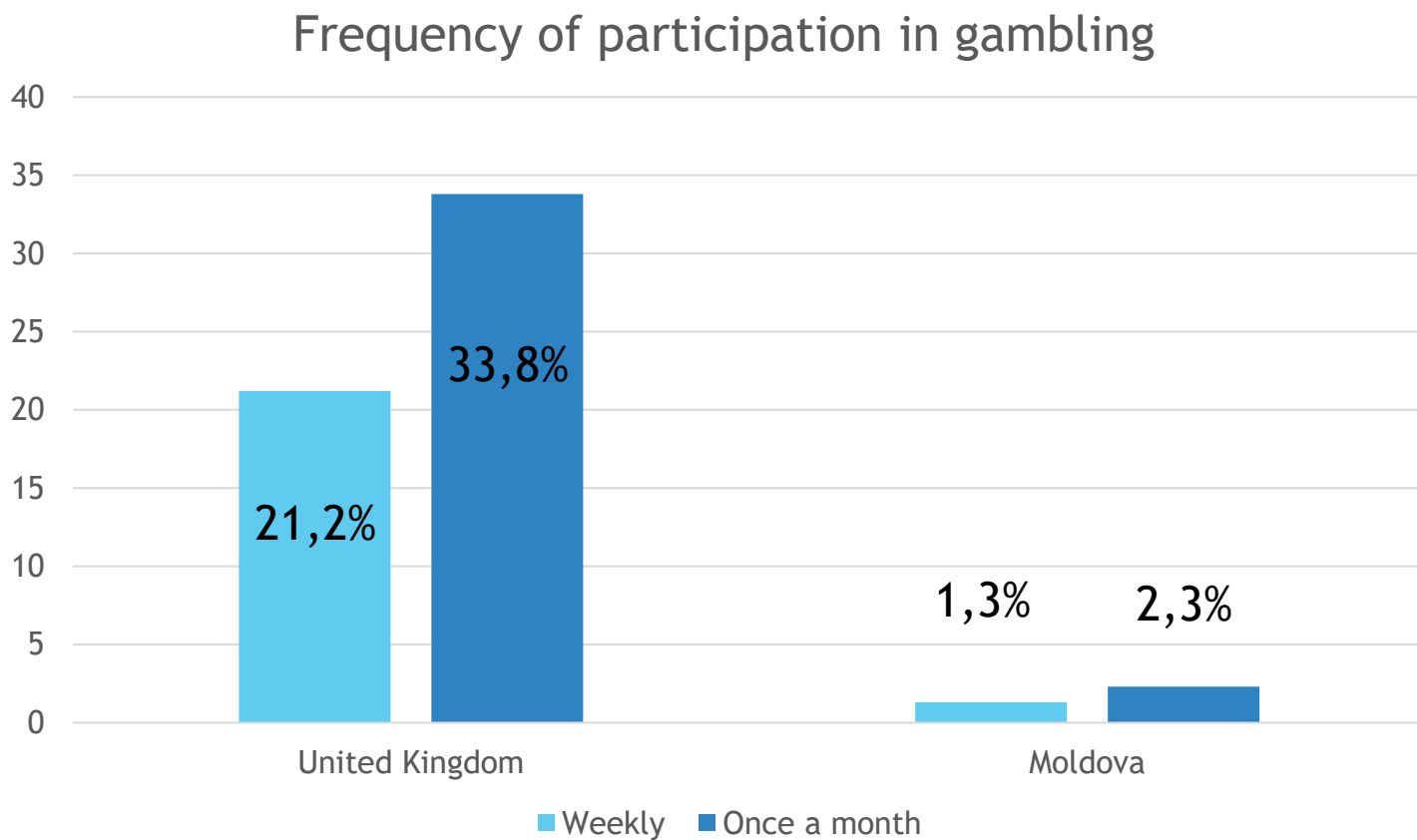


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Graphic comparison



Graphic comparison



Conclusions: gambling advertising in the UK

Annually, UK regulators tighten standards, providing additional protection in the field of advertising. However, in the UK there is no ban on advertising gambling and sponsorships from the sector. There are only some restrictions. Thus, for example, the committee for advertising practices* announced that, from October 2022, gambling companies will be prohibited from using the image of celebrities in the promotion of gambling to avoid targeting minors. The new rules say that advertising sports betting and lotteries "must not be very attractive to children and young people, especially by reflecting or associating with youth culture". In 2019, the ban on the broadcasting of gambling advertising during sports broadcasts was introduced until 21:00.

[*The Committee for Advertising Practice \(CAP\)](#)

Conclusions: gambling advertising in the UK

In recent years, the UK Government has tightened gambling requirements, including limiting maximum stakes at the terminal, introduced stricter age and identity verification measures for online gambling, and increased measures to support people addicted to gambling.

However, the regulatory structures in the UK are acting prudently and balanced in order not to allow the migration of the gambling sector into the dark area of the business.

Conclusions: European practices

According to another complex study*, banning advertising benefits operators in offshore jurisdictions and can make any law ineffective. The danger for jurisdictions that are overregulated or prohibit the advertising of gambling products and services is that in a short period the reverse effect may occur, as offshore companies will fill the advertising vacuum. This will be best seen on modern alternative platforms, such as those dedicated to online advertising, where monitoring and limiting is much more difficult than on traditional advertising channels. "Despite different approaches, the general international practice boils down to the Prohibition of advertising within certain limits, taking into account the interests of consumers and authorized operators, which allows the development of the market. The result is directly connected to taxation. However, responsible advertising is the key component, if we want to ensure the viability of the market" conclude international experts.

[*H2 Gambling Capital and International Betting Integrity Association \(IBIA\)](#)

Conclusions

Since 1.01.2022, the amendments to the law on the organization and conduct of gambling entered into force in Moldova, which prohibits any form of advertising in this field and restrictions related to sponsorship.

The basis for amending the law, according to the analysis of its effects*, was the "increase in the number of dependent persons". But at that time, there were no studies in Moldova that would reflect :

- Number of people addicted to gambling
- Dynamics of increase or decrease of the phenomenon

As a result, the subjective perception of the authors of the draft amendment was based on the rectification of the law, without any factual support.

- [* Analysis of the effects of amendments to the law on the organization and conduct of the gambling games, made by the authors of the project to change it](#)

Conclusions

The analysis made by us based on the first profile sociological survey in Moldova cannot prove the dynamics related to gambling addicts, as there is no starting point for comparison.

However, the comparative analysis with the situation in the UK shows that at a higher share of people who participate in gambling, but also at an addiction rate of 2.08%, the regulators do not see grounds to ban the advertising of gambling altogether.

Efforts and restrictions are aimed at :

- responsible advertising;
- reducing the impact on minors;
- creating conditions that facilitate state control.

References

- ▶ [iData](#) - data collection and processing company, official website
- ▶ [Legal Bussines Monitor](#) - non-commercial organization, official website
- ▶ [UK Gambling Commission study](#) - official website
- ▶ [GamCare](#) - important organization to support people suffering from gambling addiction, official website
- ▶ [The Committee for Advertising Practice](#) - UK Advertising Practices Committee, official website
- ▶ [H2 Gambling Capital and International Betting Integrity Association \(IBIA\)](#) - optimal sports betting market research, official website of the European Betting Association
- ▶ [Analysis of the effects of amendments to the law on the organization and disengagement of gambling](#) - Parliament of the Republic Of Moldova, official website