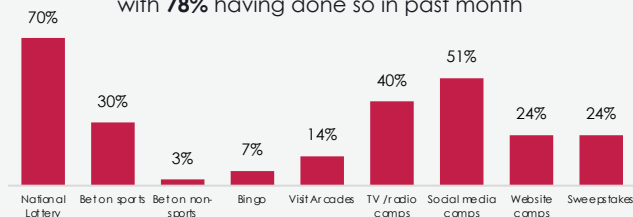


Competitions, Betting & Lottery

This month we explored our 21+ Northern Ireland insight community's opinions & habits on a whole host of sub-topics related to competitions, betting, and lottery. Things like TV prize competitions and giveaways, quiz shows, sports betting, lottery, sweepstakes, bingo and more! Really anything where you have the opportunity to win something. Here's a snapshot of what they told us...

Activities taken part in

89% take part in some form of competitions, betting or lottery, with 78% having done so in past month



Lottery play profiling

16%

play the National Lottery every week and use the same numbers whilst 21% play regularly saying "if you're not in, you can't win!"

48%

say they only play the Lottery once in a while and when the notion takes them with 12% playing only when there's a big jackpot

40%

Euromillions is the most popular Lottery game played by 2in5 whilst Lotto is played by 34% & 11% play scratch cards most often

Spending lottery winnings

72% would treat friends & family if they won big on the lottery

69% would buy a new home / second home if they won big on the lottery

68% would go on a dream holiday if they won big on the lottery

46% would donate winnings to charity if they won big on the lottery

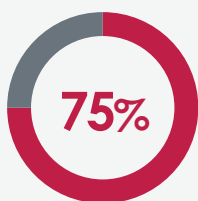
Lottery: Share or secret?

34%

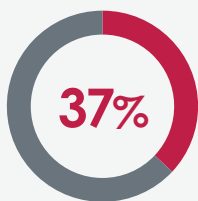
said they if they won big on the Lottery, they would only tell their immediate family whilst 14% wouldn't tell a soul!



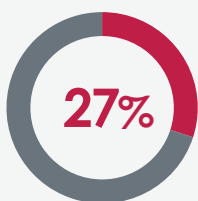
Betting behaviours



say their reason for betting is to win, whilst 65% bet for fun & entertainment

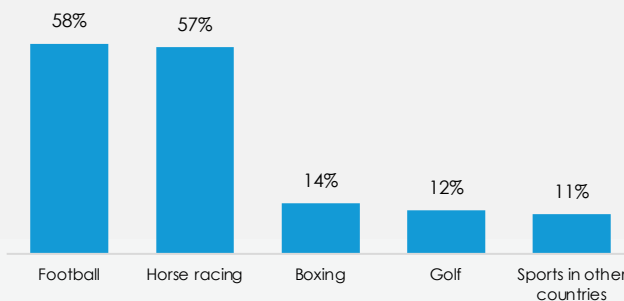


bet online using a smartphone app whilst 27% prefer to do so in-person



bet at least once a week whilst 26% only bet during major events

Top 5 betting interests and preferences



GAMESHOW GAINS

13% have applied / or taken part in a TV quiz / game show with 25% knowing someone who has

ON THE LOOKOUT: WAYS TO WIN

41% are looking out for more opportunities and ways to win nowadays than a year ago

PRIZE MONEY EQUALS PLEASURE

63% said that they think winning the lottery would make them happy with only 9% saying it wouldn't!

For more insights and opinions visit:

workshopplay.ie/opinions