



TGM International Sports Betting Survey 2022

The world's largest independent survey about Sports betting behaviours.

Country report

TGM International Sports Betting Survey 2022.

Sports betting is seeing a surge in popularity. The digitalisation of bookmakers has made it easier for them to offer their services online, contributing to the global spread of this activity.

To keep up with this trend, we polled a representative sample of over 28,000 respondents from 44 countries about their perceptions, attitudes, and behaviours toward this form of entertainment. This edition of TGM International Sports Betting Survey 2022 will provide you with an inside look at the world of "speculative investment."

Let's look at how sports fans worldwide make money from their knowledge of these various athletic competitions.



Disclaimer:

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We discuss gambling on our website solely for editorial purposes. We do not participate in or encourage gambling. We also make no claim to understand the local laws governing sports betting in our readers' jurisdictions. All visitors to our website must conduct their own research into local laws in their respective countries.

We are a market research firm that only provides information for educational purposes. Readers should be aware that they are solely responsible for their betting choices. We oppose gambling and betting.

TGM Research is not responsible for our readers' actions after they leave our site. Our sports betting data is only provided for editorial purposes. By visiting our website, you agree that TGM Research will not be held liable for your gambling/betting decisions or any losses that may result from those decisions and activities after you leave our site

About the survey:

TGM Research has conducted an independent international survey across 44 countries to understand participation in sports betting. The survey reveals attitudes towards betting and interest in gambling worldwide.

44

countries studied

28,800+

football fans asked

1.3B+

consumers represented
in the survey





Participation in sports betting

What is the interest and participation in sports betting?



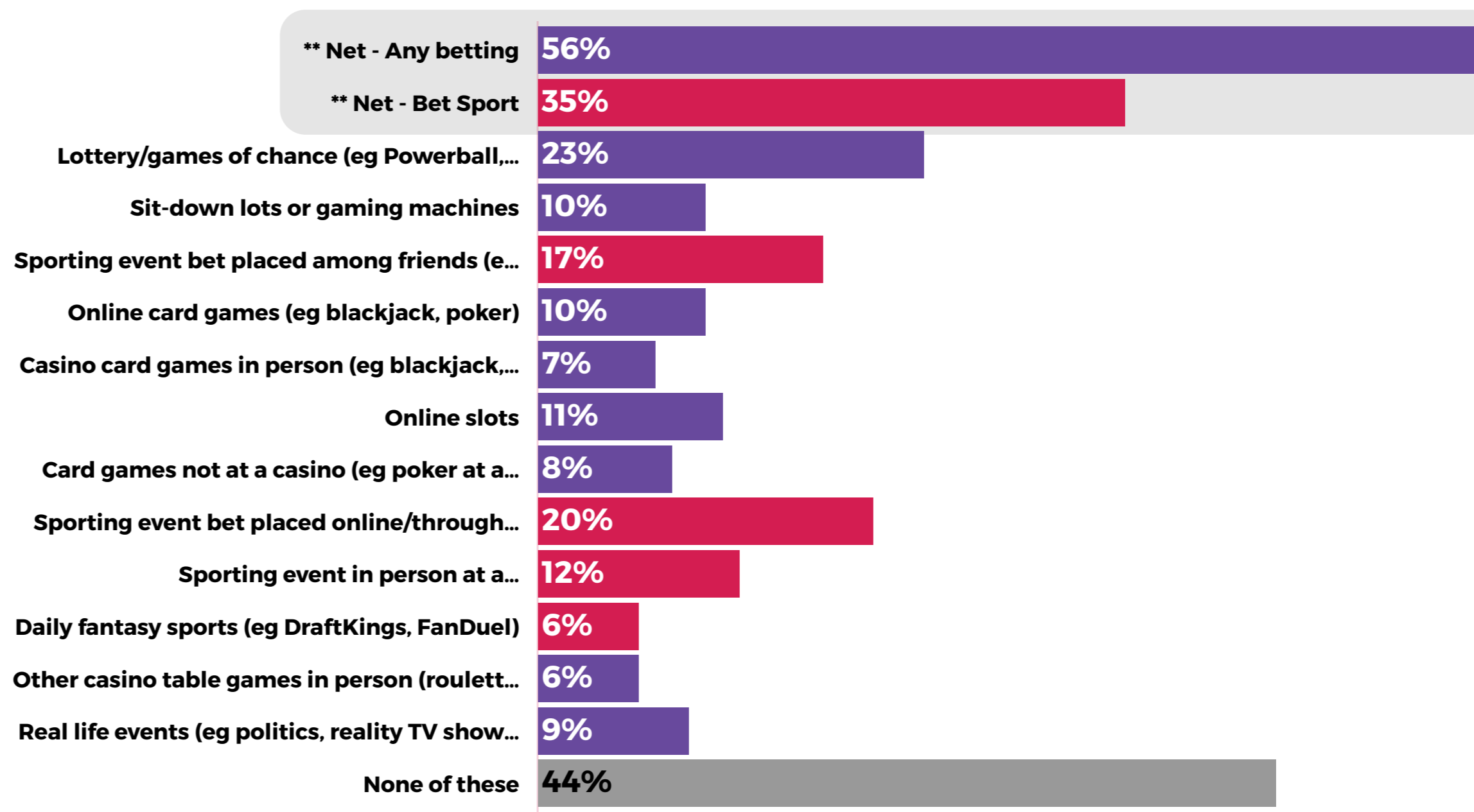
What is the level of interest in betting activities?:

Worldwide

Bookmakers were once exclusively found at racetracks, but now we can bet on a variety of different games from anywhere in the world, from a casino to an internet betting site. The types of bets we can place change as technology advances, from traditional spectator sports to more interactive ones like casino games and fantasy sports.

According to our survey, 56% of participants had engaged in at least one betting activity, and 35% had placed bets on sports in the previous year. The majority of bettors prefer lucky games, with 23% preferring lottery and games of chance. When it comes to sports betting, 20% do it online, and 17% do it with their friends.

Which of the following have you bet on in the past 12 months?



Q:'Which of the following have you bet on in the past 12 months?'; Total N=28846



What is the level of interest in sports betting?

Worldwide

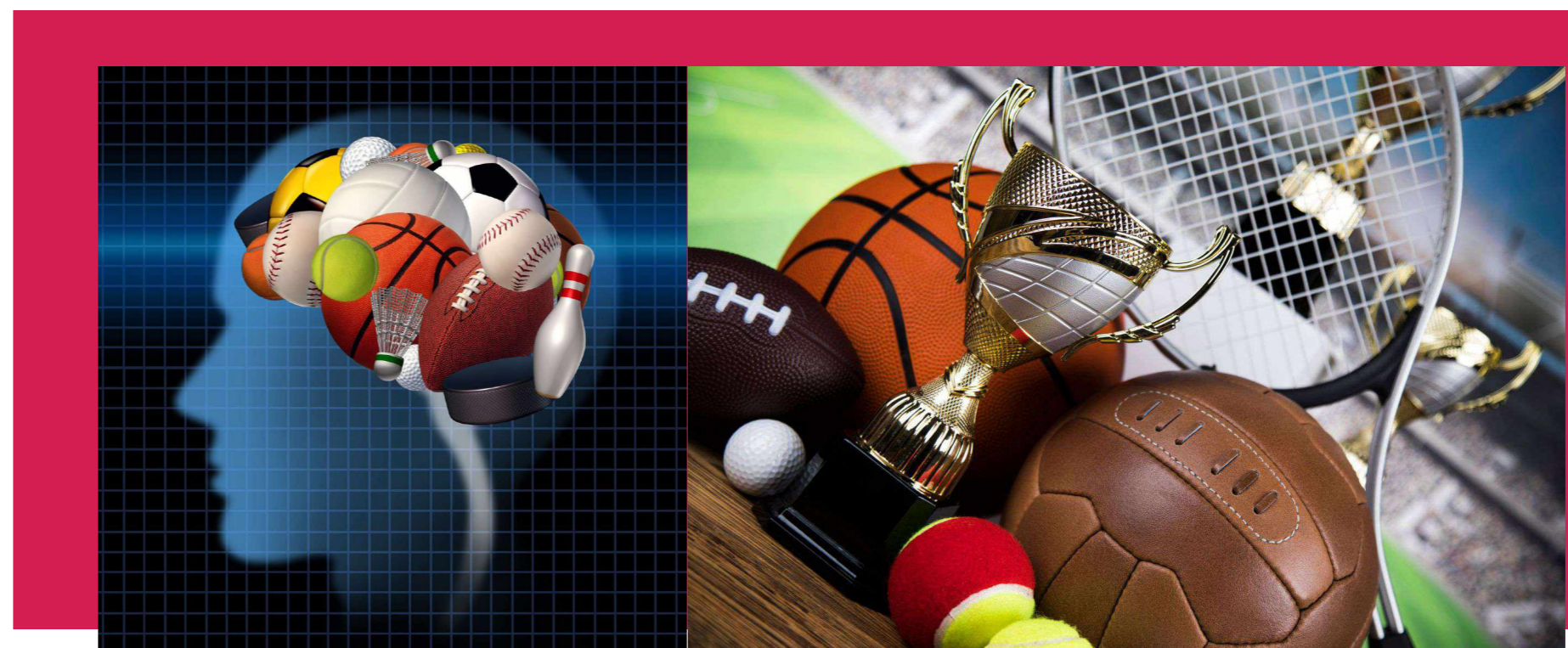
Sport is woven into the cultural fabric of many countries around the world, and sports betting is finding its way into our daily lives as technology advances.

Just about all the sports betting categories are experiencing high levels of interest in Africa, with online betting accounting for the lion's share (34%). On this continent, 23% said they were interested in wagering between friends, making it the second most popular form of betting among Africans. These figures exceed those in Europe, where sports betting has been popular for a long time.

Sports betting incidence in last 12M (% , region):

	Total	EU	APAC	MENA	AFRICA	N. AMERICA	LATAM
** Net - Bet Sport	35%	31%	32%	35%	48%	23%	40%
Sporting event bet placed among friends	17%	13%	17%	19%	23%	10%	20%
Sporting event bet placed online/through apps	20%	18%	17%	18%	34%	10%	21%
Sporting event in person at a casino/sportsbook	12%	11%	11%	10%	14%	9%	14%
Daily fantasy sports (eg DraftKings, FanDuel)	6%	4%	7%	8%	4%	8%	8%
None of these	44%	47%	47%	50%	40%	48%	36%

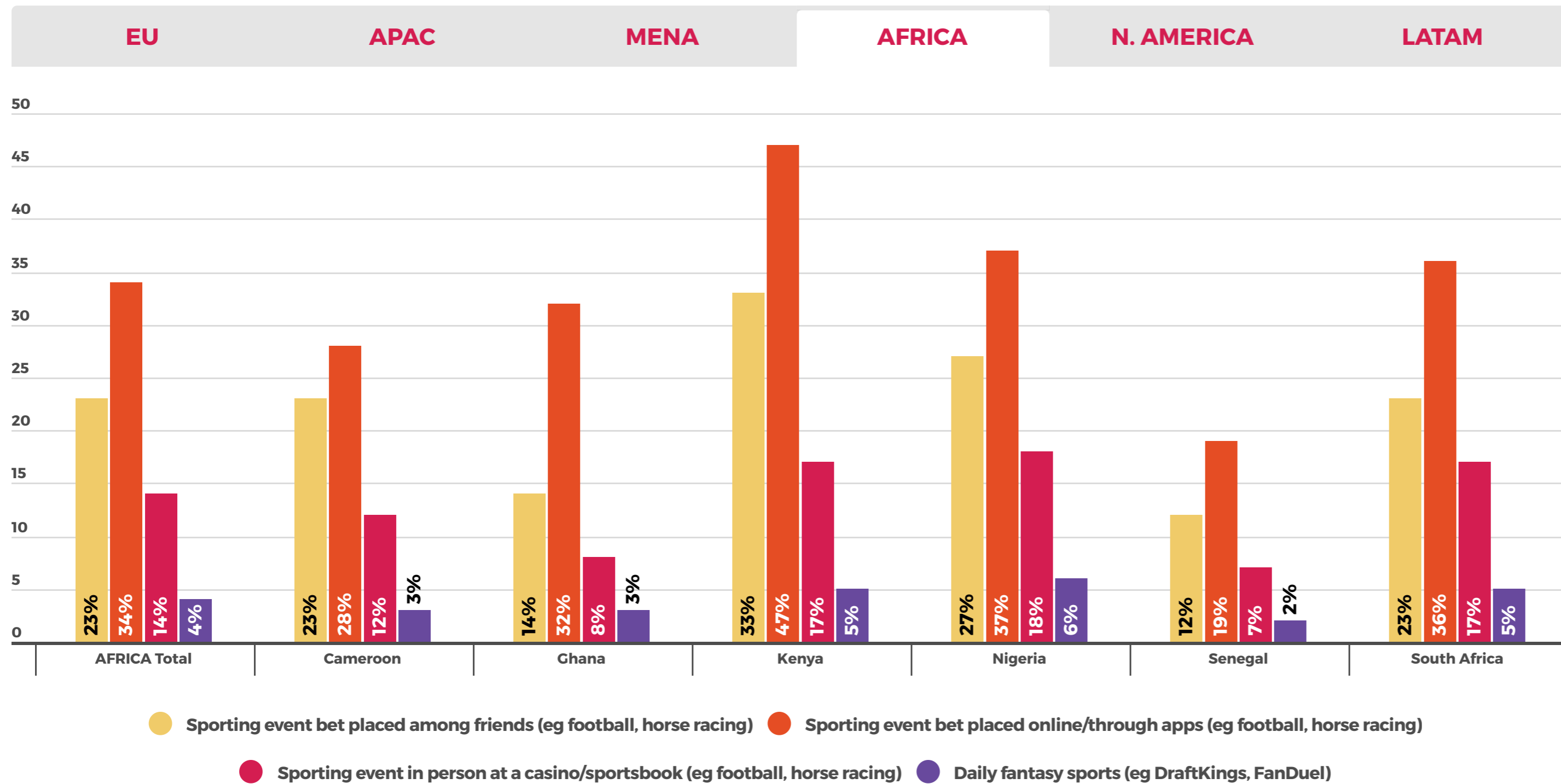
Q:'Which of the following have you bet on in the past 12 months?'; Total N=28846



What is the level of interest in sports betting?

Regional focus: Africa

AFRICA



Insights: [AFRICA]

- 34%** used online betting apps
- 14%** visited offline sportbooks/casino
- 23%** bet on sports events amongst friends

Q:'Which of the following have you bet on in the past 12 months?'; AFRICA N=4169

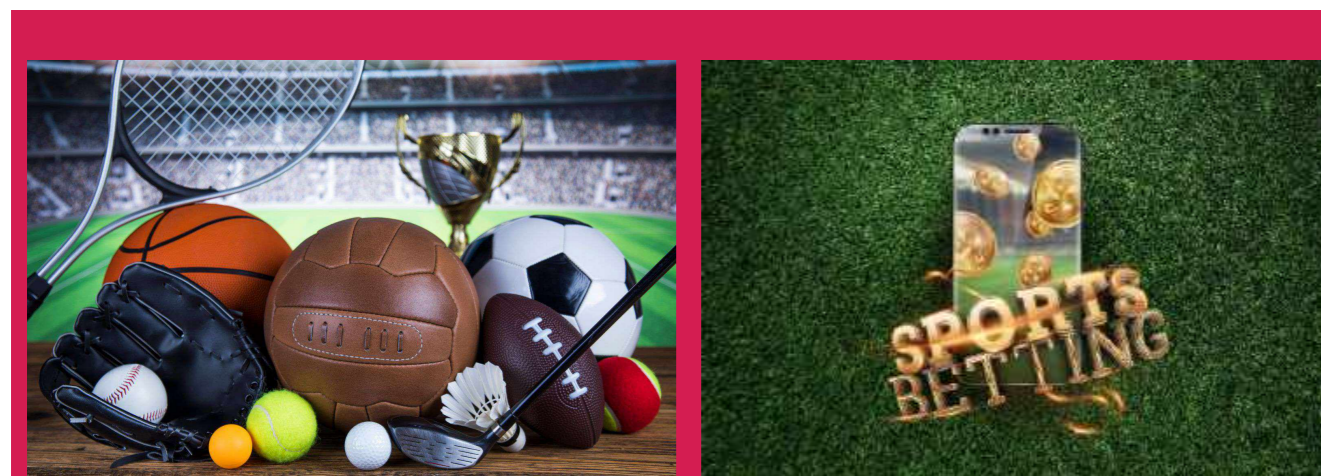


Frequency of betting:

Worldwide

Sports betting popularity is at an all-time high and shows no signs of slowing down. Betting is now more accessible than ever before, thanks to the advancement of the internet, mobile devices, and the conversion of bookmakers to digital technology.

According to our survey, Africa has the highest rate of sports betting, with approximately 52% claiming to wager at least once a week and 24% claiming to wager at least once a month. These figures are also significant in the Middle East and North America, with 42% and 27%, respectively, reporting that they bet weekly and monthly.



Sports betting frequency (% , region):

	Total	EU	APAC	MENA	AFRICA	N. AMERICA	LATAM
Every day	7%	5%	7%	9%	10%	7%	5%
A few times a week	19%	16%	17%	20%	31%	12%	17%
Once a week	13%	16%	13%	13%	11%	8%	11%
A few times a month	18%	16%	18%	17%	19%	15%	20%
Once a month	8%	10%	7%	10%	5%	7%	9%
A few times a year	14%	14%	15%	13%	11%	13%	17%
Once a year	5%	5%	5%	6%	4%	5%	5%
Less than once a year	16%	18%	17%	13%	10%	32%	16%

Q: 'How often do you typically bet on sports?'; Worldwide N=16133

Sports betting activities in last 12M (% , region):

	TOTAL	EU	APAC	MENA	AFRICA	N. AMERICA	LATAM
more often in the past 12 months	26%	20%	25%	30%	36%	16%	28%
the same amount in the past 12 months	30%	42%	28%	25%	20%	39%	25%
less often in the past 12 months	22%	24%	27%	21%	28%	22%	12%
first time in the past 12 months	21%	14%	20%	24%	15%	23%	34%

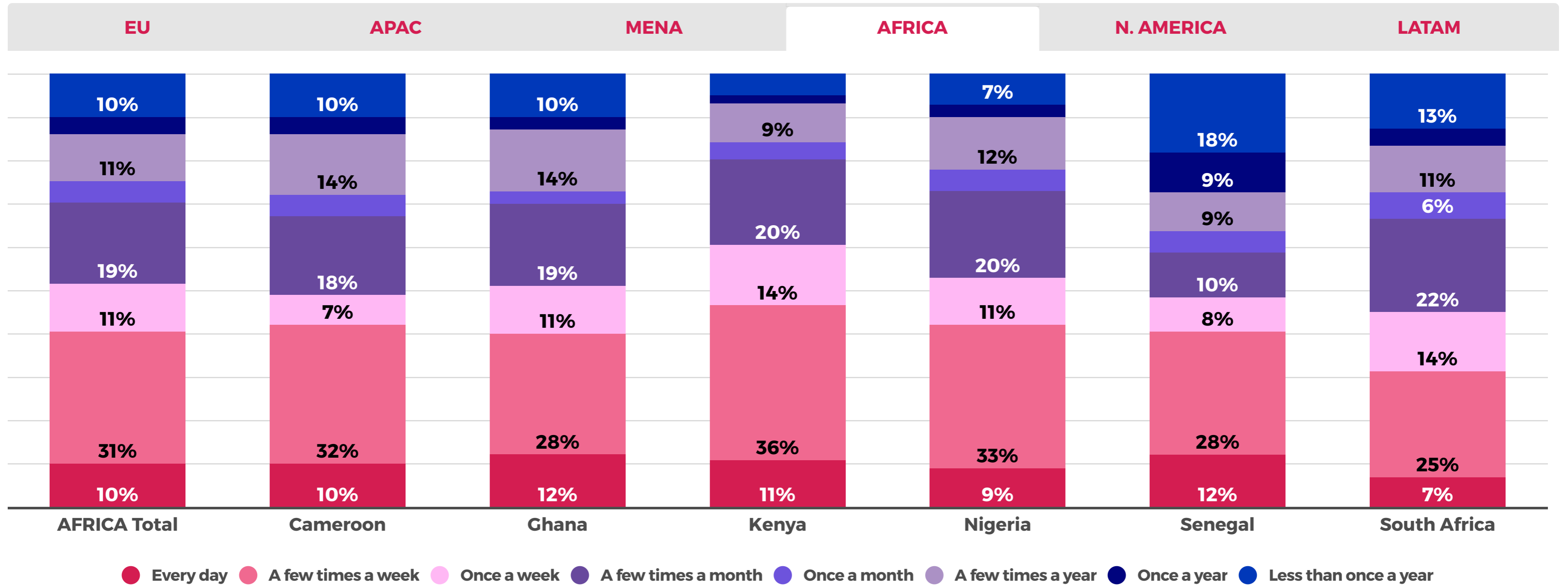
Q: "Which statement best describes your betting activities?"; Worldwide N=16133



Frequency of betting:

Regional focus: Africa

'How often do you typically bet on sports?'



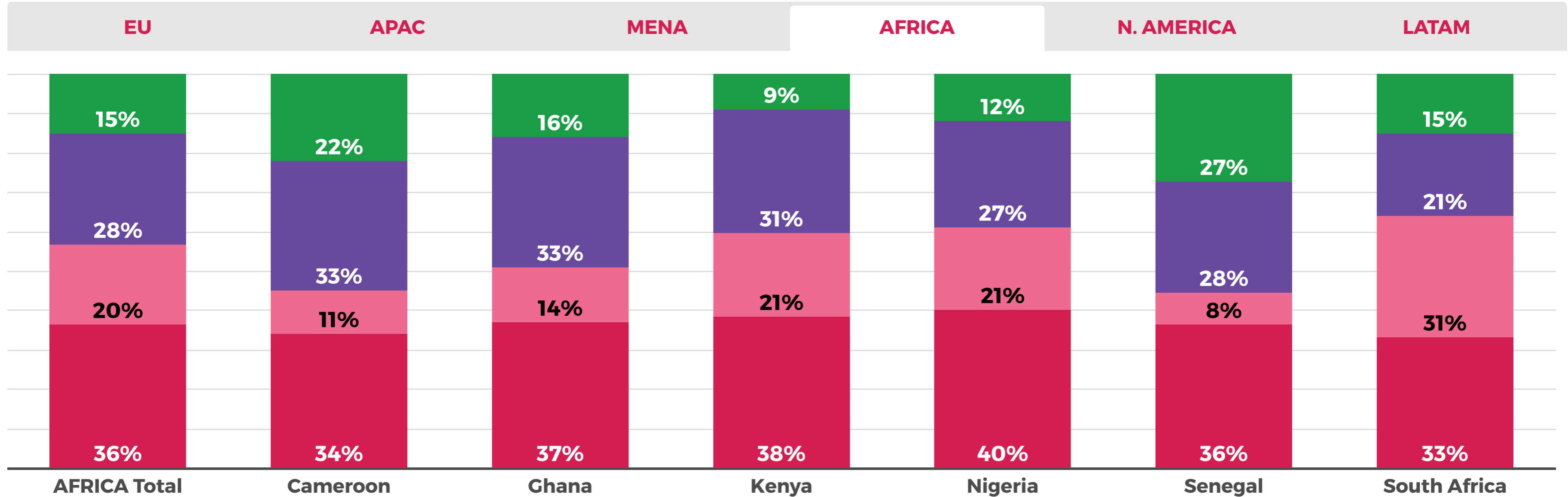
Q:'How often do you typically bet on sports?'; AFRICA N=2546



Frequency of betting:

Regional focus: Africa

Which statement best describes your betting activities?



- I have sports bet more often in the past 12 months
- I have sports bet the same amount in the past 12 months compared to the previous 12 months
- I have sports bet less often in the past 12 months
- I sports bet for the first time in the past 12 months

Q: "Which statement best describes your betting activities?"; AFRICA N=2546

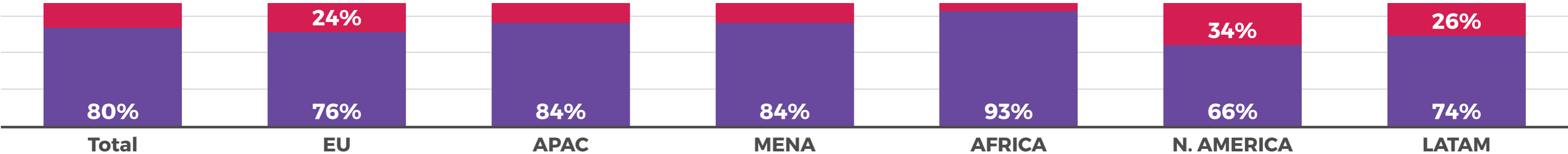
Betting channels:

Regional focus: Africa

AFRICA

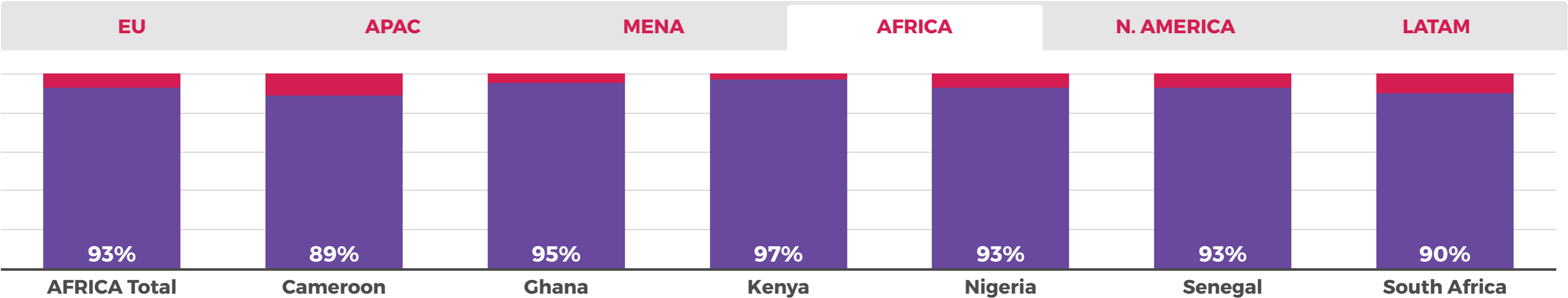


Betting preferences (% total):



Q: "Which statement best describes your betting preferences?"; AFRICA N=2546

Betting preferences (% region):



● I primarily bet on sports via the internet/mobile apps ● I primarily bet on sports in person at sportsbooks/casinos

Q: "Which statement best describes your betting preferences?" - Ghana N=311

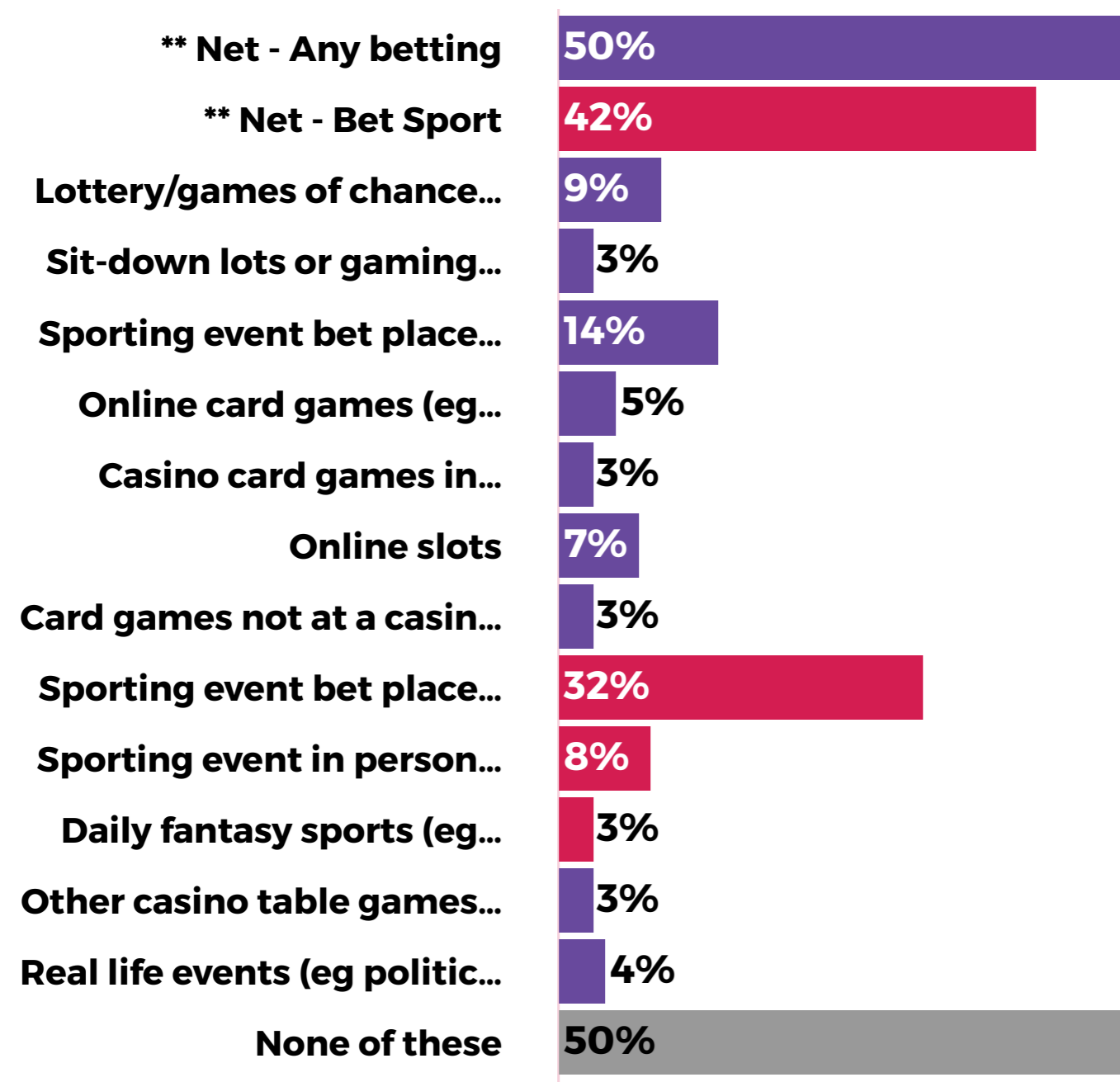
Betting incidence (12M):

Country focus: Ghana

Ghana



Betting in last 12M; country total results:



Betting in last 12M; age and gender:

	Male	Female	18-24 yo	25-34 yo	35-44 yo	45-54 yo	55-64 yo
** Net - Any betting	57%	36%	56%	57%	47%	45%	35%
** Net - Bet Sport	34%	14%	30%	39%	25%	20%	12%
Lottery/games of chance (eg Powerball, bingo)	25%	18%	12%	16%	25%	24%	26%
Sit-down lots or gaming machines	12%	7%	8%	15%	12%	9%	4%
Sporting event bet placed among friends (eg football, horse racing)	14%	5%	14%	18%	8%	6%	5%
Online card games (eg blackjack, poker)	9%	3%	14%	5%	5%	6%	4%
Casino card games in person (eg blackjack, poker)	4%	4%	8%	6%	3%	2%	1%
Online slots	14%	3%	11%	16%	7%	8%	3%
Card games not at a casino (eg poker at a friend's house)	7%	5%	9%	5%	7%	6%	4%
Sporting event bet placed online/through apps (eg football, horse racing)	18%	7%	11%	22%	13%	11%	7%
Sporting event in person at a casino/sportsbook (eg football, horse racing)	14%	5%	12%	14%	16%	6%	3%
Daily fantasy sports (eg DraftKings, FanDuel)	4%	2%	4%	3%	5%	3%	1%
Other casino table games in person (roulette, craps)	6%	2%	10%	5%	5%	4%	1%
Real life events (eg politics, reality TV show outcomes)	7%	4%	12%	8%	5%	4%	1%
None of these	42%	64%	44%	41%	53%	55%	65%

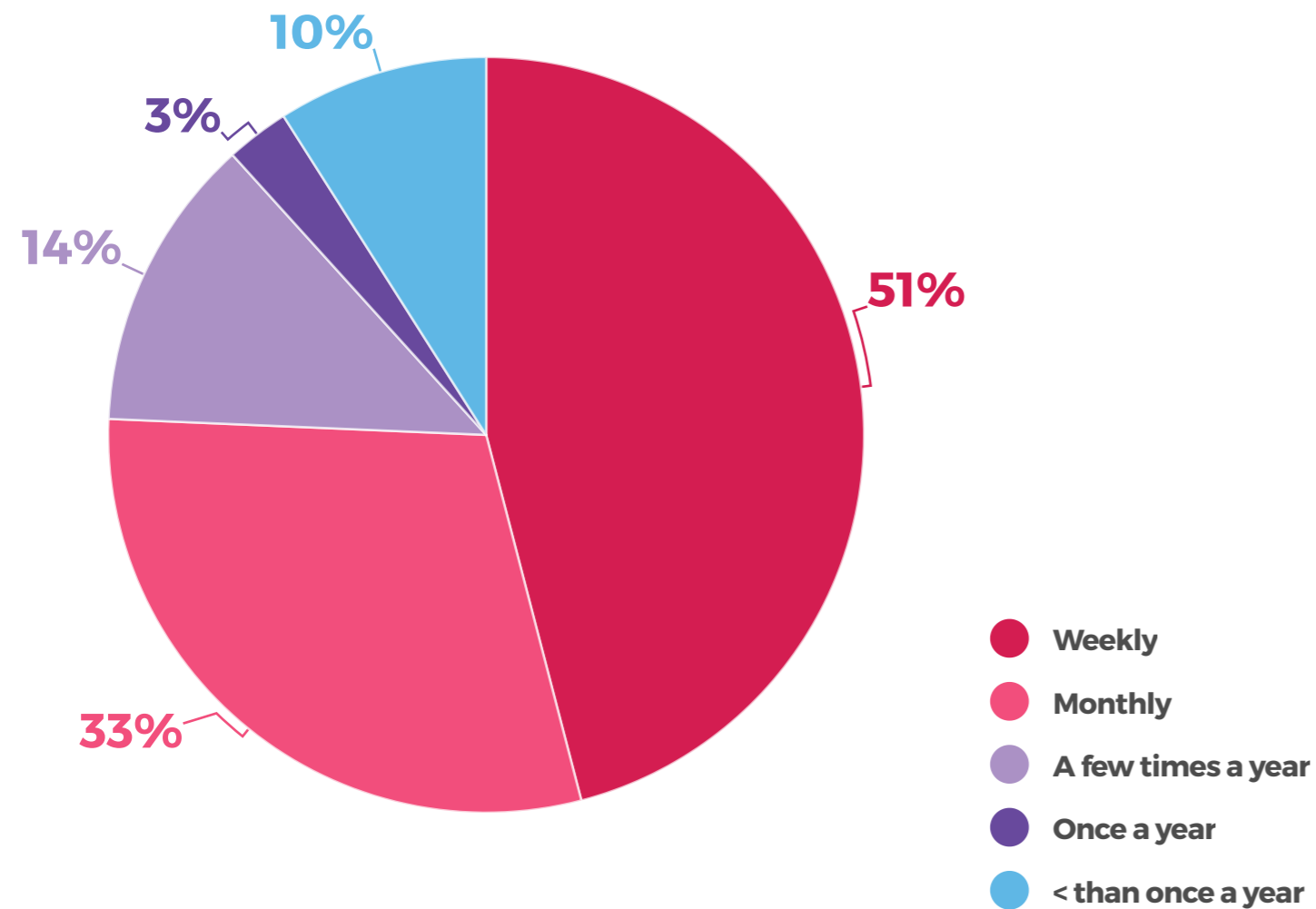
Q: 'Which of the following have you bet on in the past 12 months?' - Ghana N=661



Betting frequency:

Country focus: Ghana

Frequency of sports betting; (country total, %):



Frequency of sports betting; (country age and gender, %):

	Total	Male	Female	18-24 yo	25-34 yo	35-44 yo	45-54 yo	55-64 yo
Every day	6%	6%	7%	10%	9%	8%	5%	0%
A few times a week	11%	13%	7%	22%	14%	7%	8%	7%
Once a week	16%	20%	11%	10%	14%	25%	9%	23%
A few times a month	13%	12%	15%	18%	13%	12%	16%	7%
Once a month	14%	15%	13%	16%	18%	18%	12%	5%
A few times a year	9%	9%	9%	4%	9%	7%	9%	13%
Once a year	5%	3%	9%	6%	5%	3%	6%	7%
Less than once a year	25%	22%	28%	14%	16%	20%	34%	38%

Q: 'How often do you typically bet on sports?'; Ghana N=391

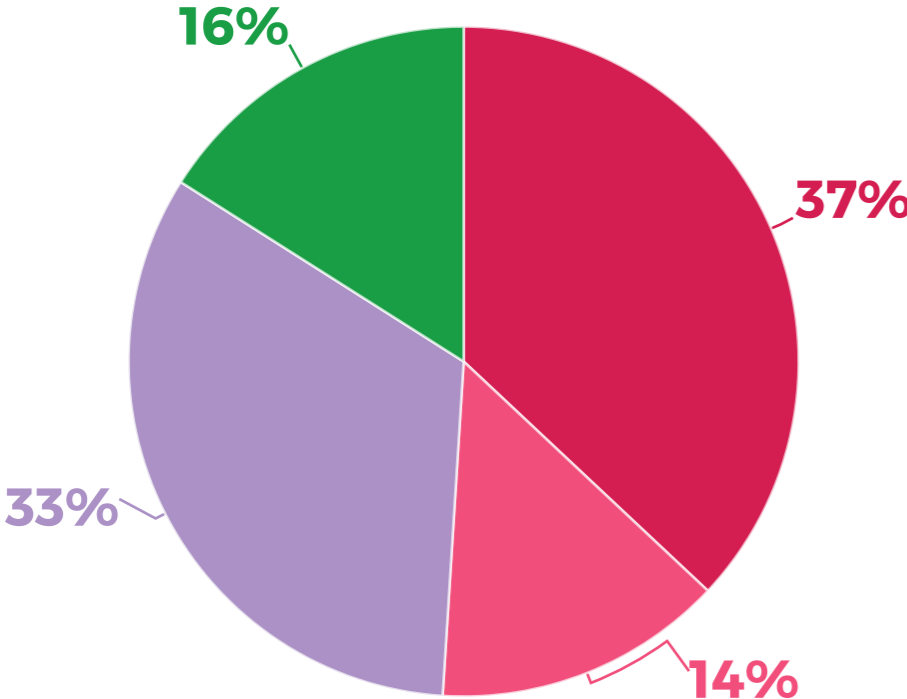
Betting audiences: frequency

Country focus: **Ghana**

Ghana



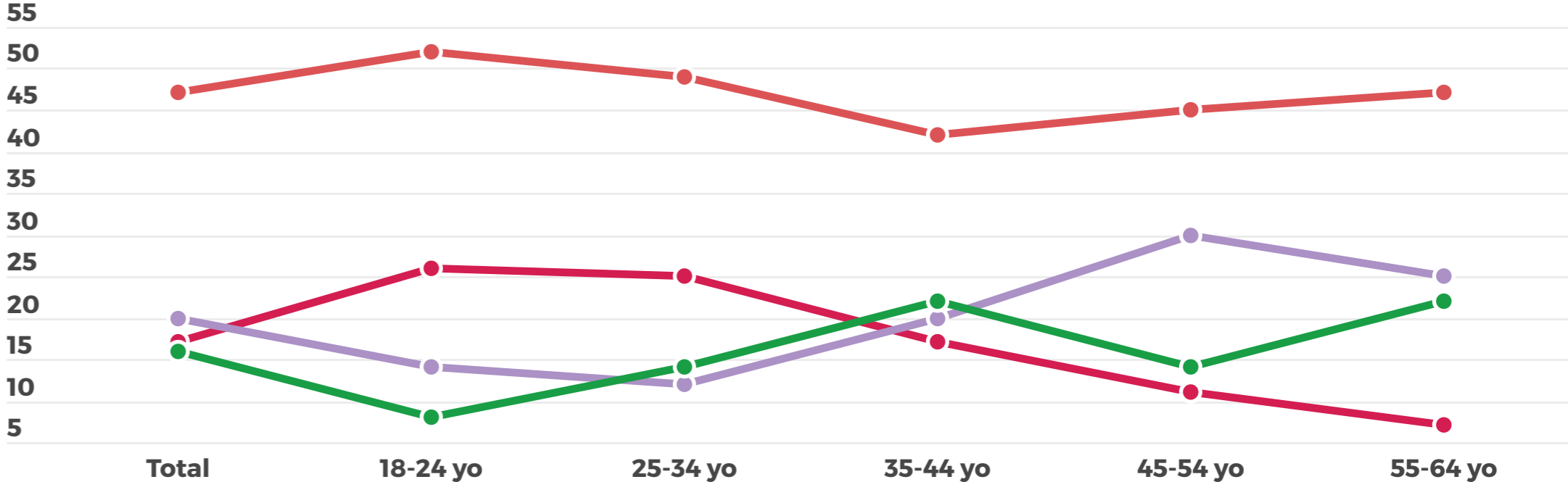
Which statement best describes your betting activities?



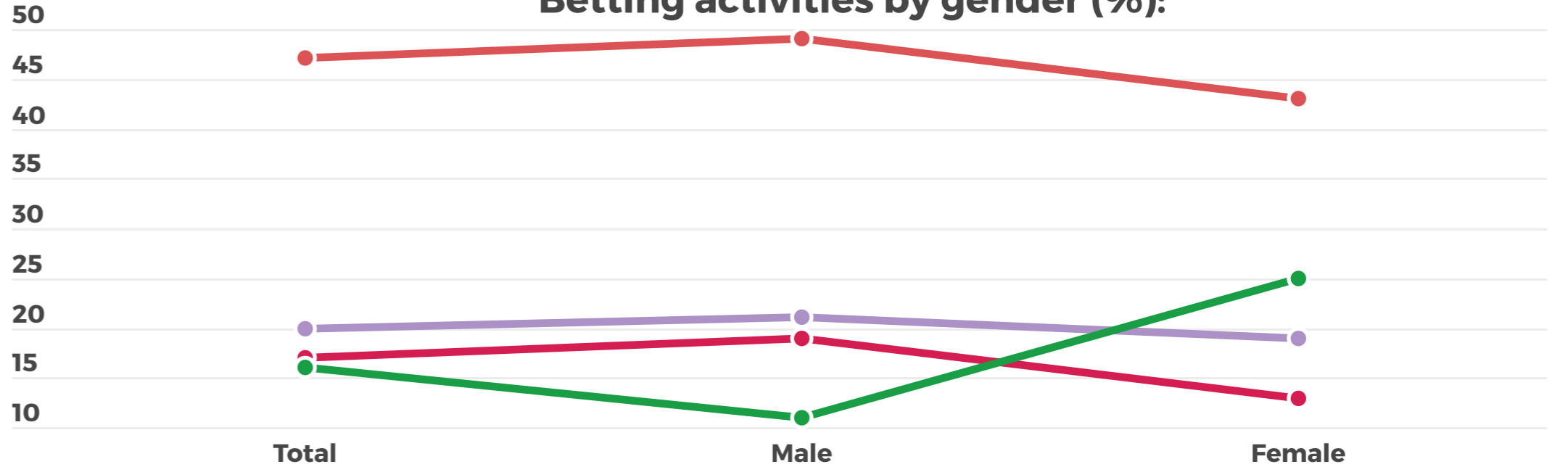
Q:"Which statement best describes your betting activities?"; Ghana N=391

- I have sports bet more often in the past 12 months compared to the previous 12 months
- I have sports bet the same amount in the past 12 months compared to the previous 12 months
- I have sports bet less often in the past 12 months compared to the previous 12 months
- I sports bet for the first time in the past 12 months

Betting activities by age (%):



Betting activities by gender (%):





World Cup predictions and bets:

Africa

Sports games also arouse a great deal of emotion. Watching competitions and making winning predictions for the games is more exciting.

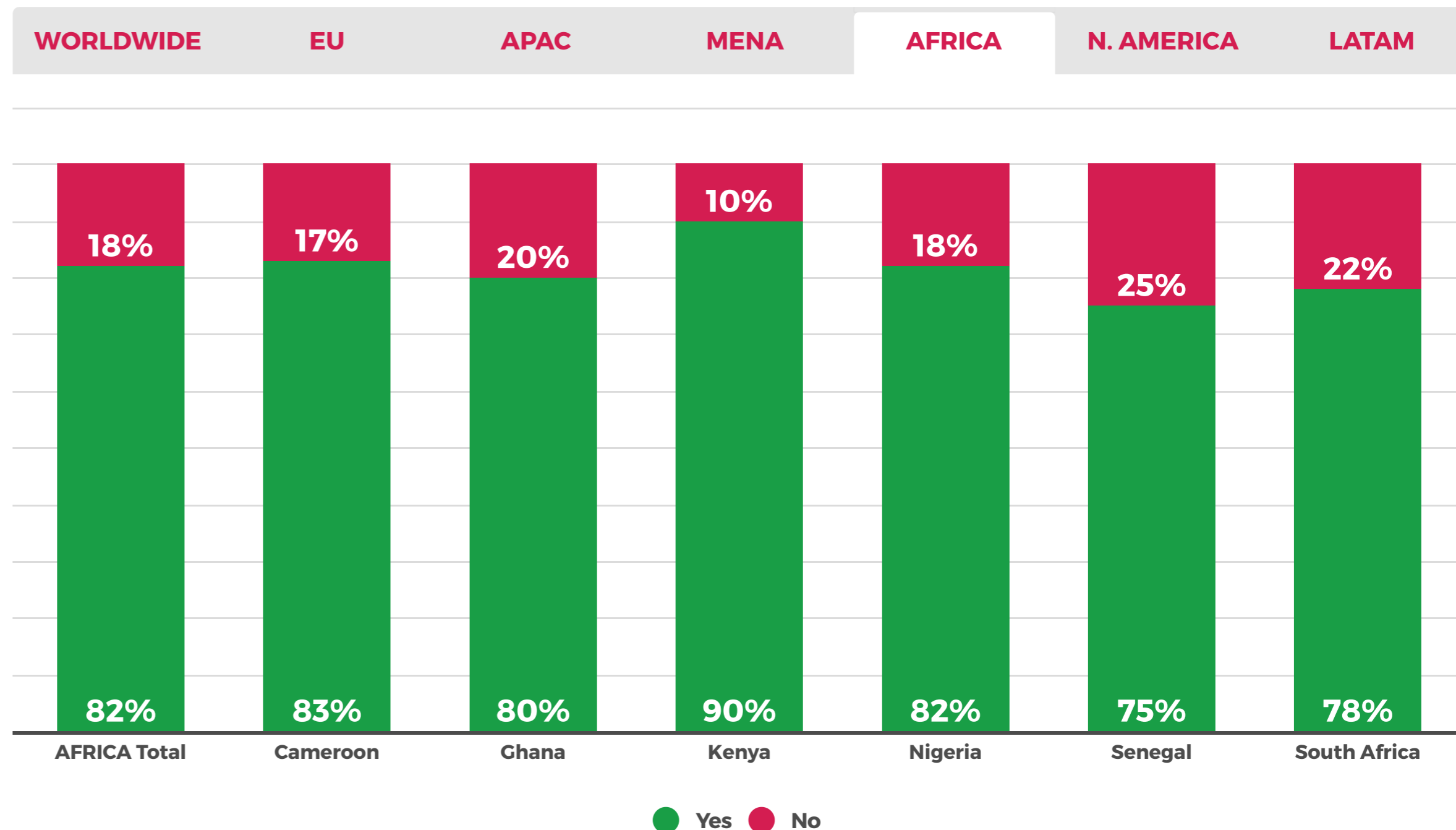
Many sports fans wager on the outcomes of the contests. Since many people are tempted to try betting on the results for the first time, it is traditionally when online booking agents are attracting a new pool of users.



82%
of people in AFRICA
planning to bet on the
results of the World
Cup

Q: "Do you plan to bet on the results of the FIFA World Cup Football 2022?"; AFRICA N=2546

% planning to bet on results of the World Cup tournament:



Q: "Do you plan to bet on the results of the FIFA World Cup Football 2022?"; AFRICA N=2511



Betting audiences: frequency

Country focus: Ghana



Frequency of sports betting by age and gender (%):

	Total	Male	Female	18-24 yo	25-34 yo	35-44 yo	45-54 yo	55-64 yo
Every day	6%	6%	7%	10%	9%	8%	5%	0%
A few times a week	11%	13%	7%	22%	14%	7%	8%	7%
Once a week	16%	20%	11%	10%	14%	25%	9%	23%
A few times a month	13%	12%	15%	18%	13%	12%	16%	7%
Once a month	14%	15%	13%	16%	18%	18%	12%	5%
A few times a year	9%	9%	9%	4%	9%	7%	9%	13%
Once a year	5%	3%	9%	6%	5%	3%	6%	7%
Less than once a year	25%	22%	28%	14%	16%	20%	34%	38%

Q: '15_How often do you typically bet on sports?' - Ghana N=311

Betting activities - last 12M by age and gender (%):

	Total	Male	Female	18-24 yo	25-34 yo	35-44 yo	45-54 yo	55-64 yo
I have sports bet more often in the past 12 months compared to the previous 12 months	17%	19%	13%	26%	25%	17%	11%	7%
I have sports bet the same amount in the past 12 months compared to the previous 12 months	47%	49%	43%	52%	49%	42%	45%	47%
I have sports bet less often in the past 12 months compared to the previous 12 months	20%	21%	19%	14%	12%	20%	30%	25%
I sports bet for the first time in the past 12 months	16%	11%	25%	8%	14%	22%	14%	22%

Q: "Which statement best describes your betting activities?"; Ghana N=391



Attitude towards betting

How engaging will the games be?



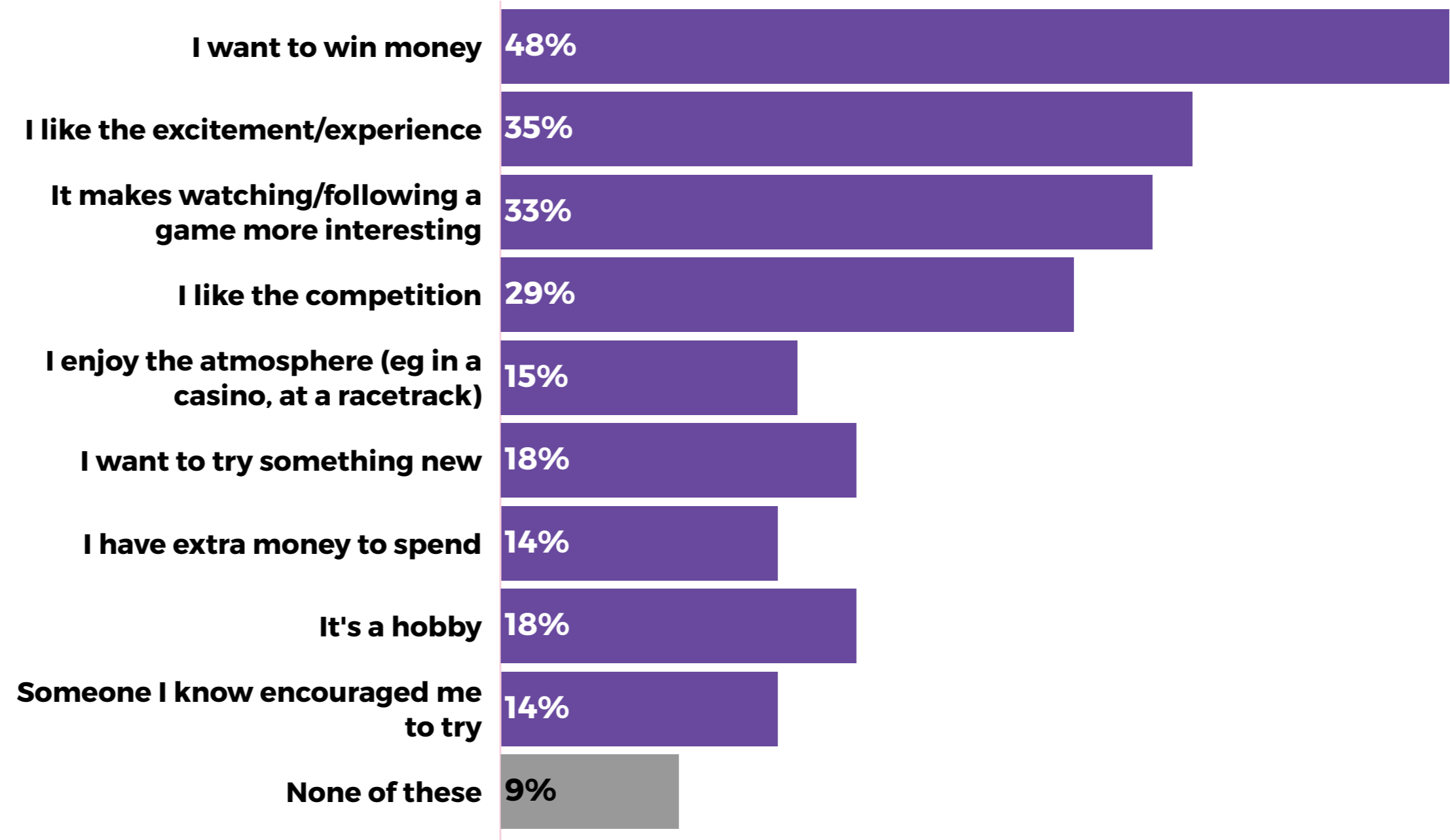
Betting motivations:

Worldwide

Sports betting is one of the oldest forms of entertainment. Understanding the strategies, carefully examining the teams, and then correctly placing the bets are all critical aspects of this endeavour. However, some people come here specifically for the thrill that only this type of activity can provide.

Approximately half of our survey participants bet to make money. This provides an environment for sports fans to hone their skills and earn extra money by following their favorite games. 35% of people gamble on sports for the sheer joy of it, a slightly higher percentage than those who believe betting makes watching a game more interesting.

Reasons to bet on sports (%):



Q:'Which of the following are reasons you would bet on sports?'; Worldwide N=16133 | Multiple



Betting motivations:

Worldwide

The legalisation of sports betting has made headlines in recent years. It is fundamentally changing how we watch sports and what it means to be a professional sports fan. With billions of dollars wagered on sporting events each year, the motivation for people's betting habits is more than just monetary gain.

According to our survey, the primary motivation for betting is to win money. Africa had the highest percentage, at 68%, and Latin America had the lowest, at 51%. Latin America and Asia Pacific are at the top of the list, with 40% and 39% of bets placed by those seeking excitement and pleasure, respectively. In comparison, the Asia Pacific region has the highest percentage of residents who enjoy the atmosphere at gambling establishments, have extra money to spend, and are willing to try new things, making it one of the most lucrative markets for the gambling industry.

Reasons to bet on sports (%; region):

	Total	EU	APAC	MENA	AFRICA	N. AMERICA	LATAM
I want to win money	48%	46%	37%	41%	68%	42%	51%
I like the excitement/experience	35%	28%	39%	36%	36%	27%	40%
It makes watching/following a game more interesting	33%	28%	38%	32%	44%	27%	30%
I like the competition	28%	22%	28%	34%	37%	21%	31%
I enjoy the atmosphere (eg in a casino, at a racetrack)	15%	12%	21%	17%	10%	16%	14%
I want to try something new	18%	13%	24%	21%	17%	15%	21%
I have extra money to spend	14%	10%	20%	13%	15%	18%	16%
It's a hobby	18%	19%	19%	22%	17%	16%	14%
Someone I know encouraged me to try	14%	10%	17%	17%	15%	12%	15%
None of these	9%	12%	9%	7%	4%	19%	7%

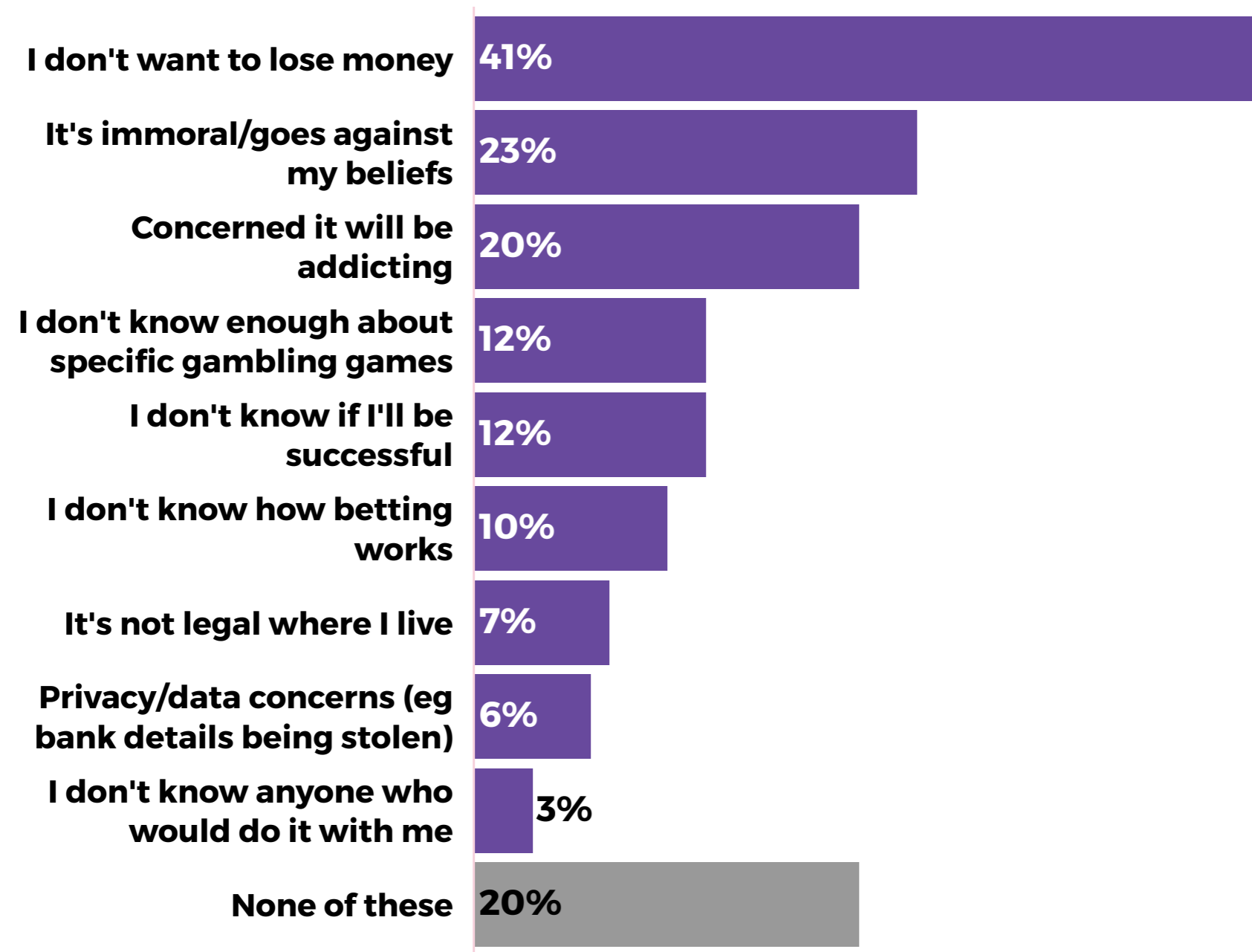
Q:'Which of the following are reasons you would bet on sports?'; Worldwide N=16133 | Multiple



What are the betting detractors:

Worldwide

Gambling \ sports betting detractors (%; total):



Gambling \ sports betting detractors (%; regions):

	EU	APAC	MENA	AFRICA	N. AMERICA	LATAM
I don't want to lose money	54%	40%	25%	29%	53%	39%
It's immoral/goes against my beliefs	11%	27%	55%	30%	8%	8%
Concerned it will be addictive	19%	21%	15%	29%	16%	17%
I don't know enough about specific gambling games	11%	11%	8%	13%	13%	16%
I don't know if I'll be successful	10%	13%	7%	13%	14%	16%
I don't know how betting works	7%	7%	7%	16%	8%	17%
It's not legal where I live	1%	18%	13%	3%	3%	3%
Privacy/data concerns (eg bank details being stolen)	5%	8%	5%	5%	6%	7%
I don't know anyone who would do it with me	2%	2%	2%	2%	2%	5%
None of these	25%	22%	14%	14%	25%	20%

Q:'Which of the following are the reasons you are not open to gambling \ sports betting?' Worldwide N=12.707 | Multiple select|

Betting detractors?:

Africa

AFRICA



Gambling \ sports betting detractors (%; regions):

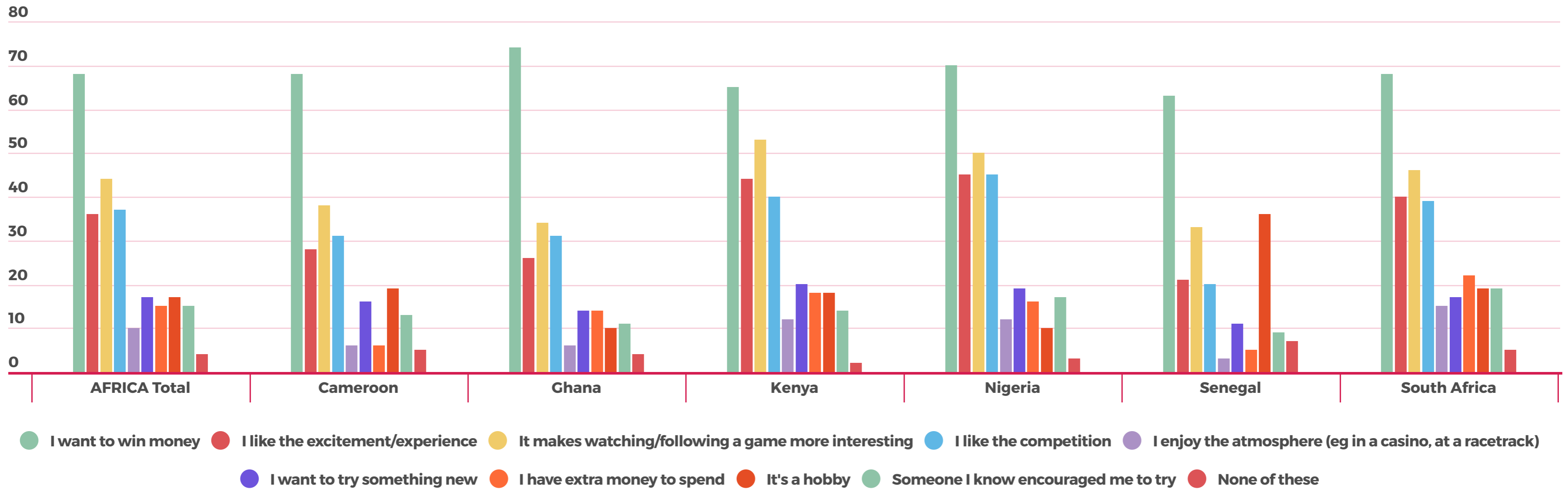
	EU	APAC	MENA	AFRICA	N. AMERICA	LATAM				
				AFRICA Total	Cameroon	Ghana	Kenya	Nigeria	Senegal	South Africa
It's immoral/goes against my beliefs				30%	28%	28%	19%	42%	34%	26%
Concerned it will be addictive				28%	23%	27%	39%	36%	27%	28%
I don't want to lose money				28%	28%	26%	38%	27%	23%	43%
I don't know how betting works				16%	18%	15%	18%	16%	14%	16%
None of these				14%	15%	20%	8%	9%	16%	10%
I don't know enough about specific gambling games				13%	10%	12%	19%	15%	8%	19%
I don't know if I'll be successful				13%	14%	12%	20%	10%	13%	12%
Privacy/data concerns (eg bank details being stolen)				5%	4%	3%	7%	7%	5%	3%
It's not legal where I live				3%	2%	3%	3%	5%	5%	2%
I don't know anyone who would do it with me				2%	1%	2%	4%	2%	1%	2%

Q:'Which of the following are the reasons you are not open to gambling \ sports betting?' Worldwide N=12.707 | Multiple selection question - top2box



Betting motivations:

Regional focus: Africa



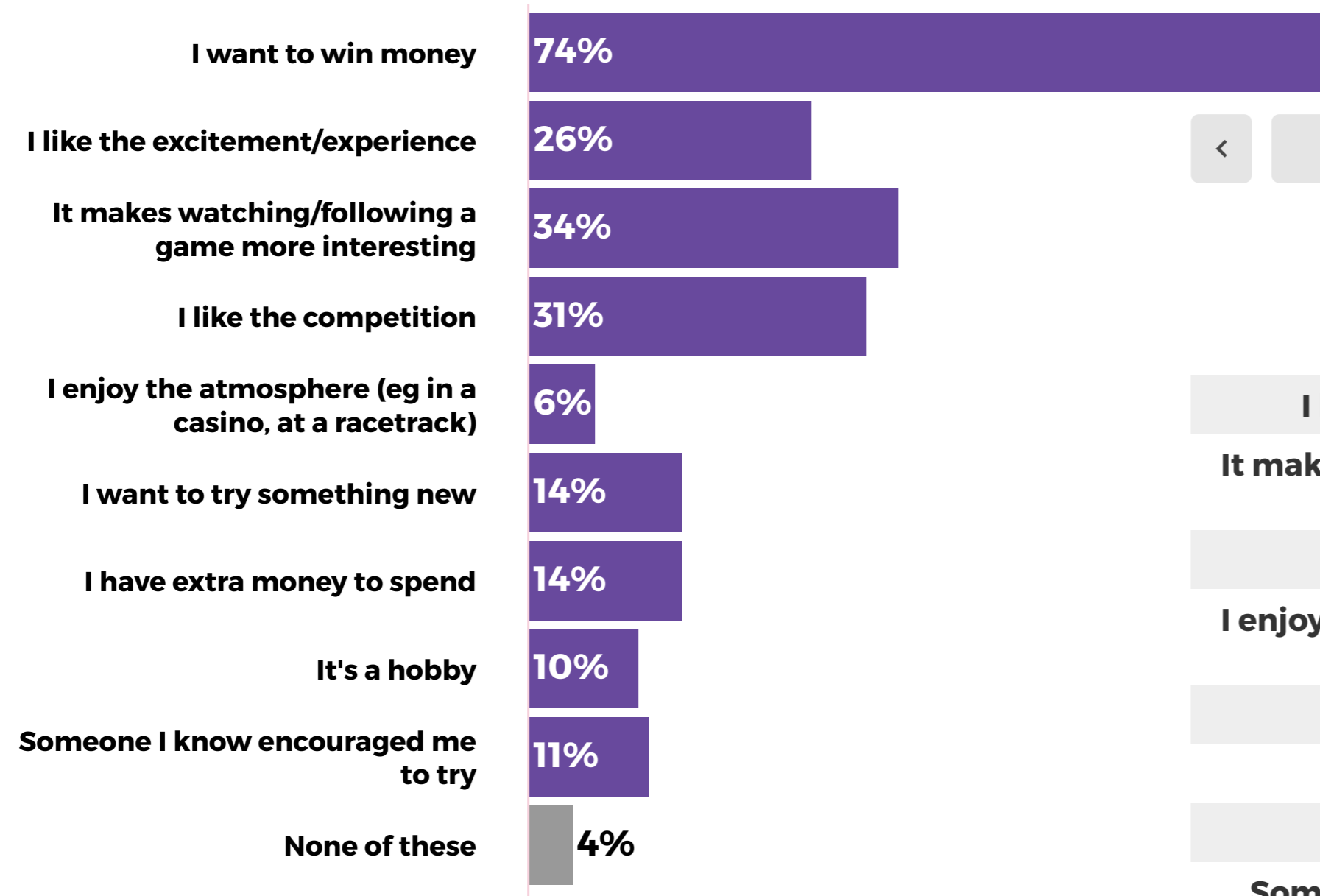
Q: "Which of the following are reasons you would bet on sports?"; AFRICA N=2546



Betting motivations:

Country focus: Ghana

Reasons to bet on sports (country TOTAL):



Q: '17_Which of the following are reasons you would bet on sports?' - Ghana N=311

Which of the following are reasons you would bet on sports?':

	Ghana						
	Male	Female	18-24 yo	25-34 yo	35-44 yo	45-54 yo	55-64 yo
I want to win money	39%	35%	24%	49%	32%	41%	37%
I like the excitement/experience	28%	18%	24%	32%	25%	20%	22%
It makes watching/following a game more interesting	18%	17%	20%	24%	15%	14%	15%
I like the competition	20%	20%	20%	13%	23%	23%	20%
I enjoy the atmosphere (eg in a casino, at a racetrack)	8%	12%	14%	13%	10%	5%	5%
I want to try something new	14%	10%	22%	14%	8%	11%	10%
I have extra money to spend	8%	7%	10%	9%	15%	2%	2%
It's a hobby	25%	16%	22%	28%	27%	13%	18%
Someone I know encouraged me to try	6%	10%	6%	5%	13%	5%	10%
None of these	17%	22%	8%	12%	15%	31%	27%

Betting motivations:

Regional focus: Africa

AFRICA



	EU	APAC	MENA	AFRICA	N. AMERICA	LATAM				
				AFRICA Total	Cameroon	Ghana	Kenya	Nigeria	Senegal	South Africa
Sports betting makes me more interested in following sports				74%	64%	71%	83%	78%	59%	75%
I want to be able to bet on sports in real time/as I watch				78%	72%	75%	84%	81%	78%	76%
I'd be more interested in betting on sports if I could earn rewards for betting (eg sign up bonuses, contest entries for frequent use)				88%	86%	88%	92%	91%	89%	83%
I am interested in learning how to become more successful at betting on sports				80%	78%	77%	85%	84%	77%	77%
I like when sports betting is discussed during games/sports coverage (eg by broadcasters,)				70%	61%	72%	77%	78%	55%	67%
I am familiar with most sports betting terms (eg spreads, money lines)				56%	35%	61%	67%	69%	42%	55%
I like engaging in sports betting content (eg on social media, websites discussing sports betting content)				67%	57%	65%	73%	78%	59%	64%
I would be more interested in betting if my favorite sports team partnered with a betting firm				60%	50%	56%	68%	68%	50%	60%
An advertisement or promotional offer from an online betting company has prompted me to make a bet				60%	53%	59%	68%	70%	45%	55%
I would be more interested in betting if my favorite sports team partnered with a betting firm				60%	50%	56%	68%	68%	50%	60%
An advertisement or promotional offer from an online betting company has prompted me to make a bet				60%	53%	59%	68%	70%	45%	55%

Q:"Which of the following are reasons you would bet on sports?"; AFRICA N=2546

Betting motivations:

Country focus: Ghana

Ghana



< Ghana >

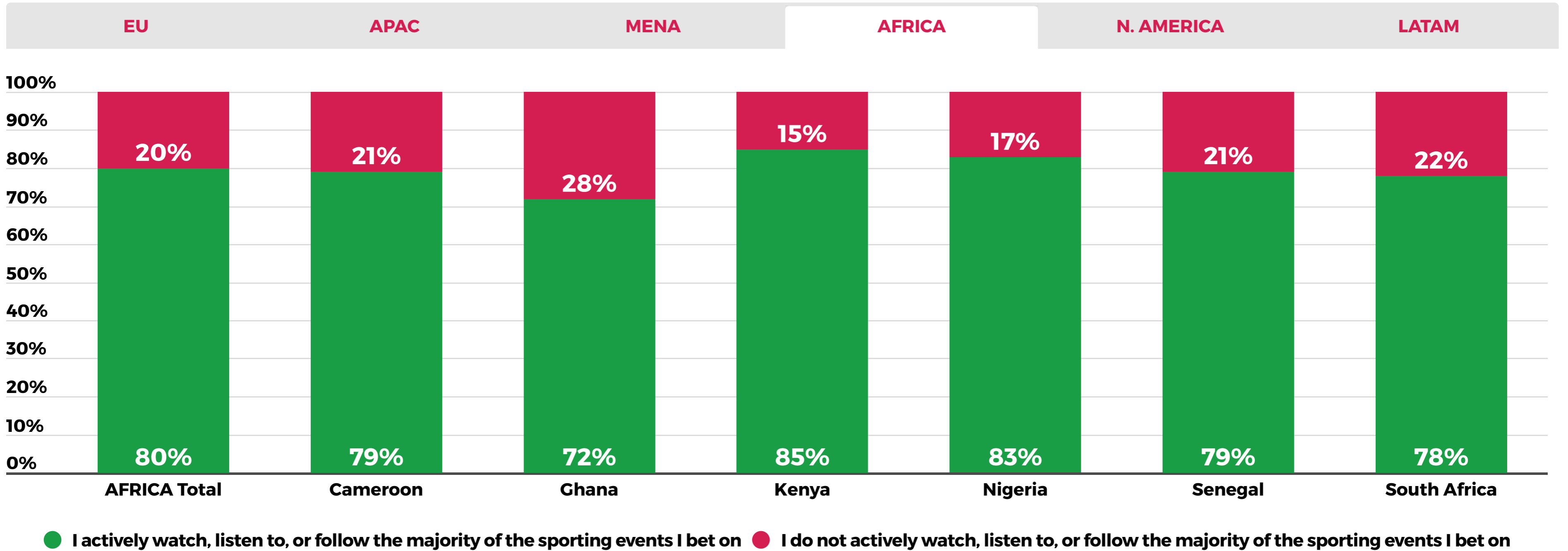
	Total	18-24 yo	25-34 yo	35-44 yo	45-54 yo	55-64 yo
Sports betting makes me more interested in following sports	47%	52%	63%	47%	33%	37%
I want to be able to bet on sports in real time/as I watch	52%	50%	67%	56%	44%	38%
I'd be more interested in betting on sports if I could earn rewards for betting (eg sign up bonuses, contest entries for frequent use)	51%	62%	63%	52%	42%	35%
I am interested in learning how to become more successful at betting on sports	51%	50%	63%	52%	44%	42%
I like when sports betting is discussed during games/sports coverage (eg by broadcasters,)	44%	62%	55%	42%	34%	30%
I am familiar with most sports betting terms (eg spreads, money lines)	36%	46%	47%	45%	22%	20%
I like engaging in sports betting content (eg on social media, websites discussing sports betting content)	46%	56%	55%	56%	39%	23%
I would be more interested in betting if my favorite sports team partnered with a betting firm	41%	56%	49%	45%	31%	28%
An advertisement or promotional offer from an online betting company has prompted me to make a bet	43%	64%	55%	32%	38%	32%

Q: '32_How much A or D? - Top 2 boxes Summary table' - Ghana N=311



Behaviour towards games you bet on:

Regional focus: Africa

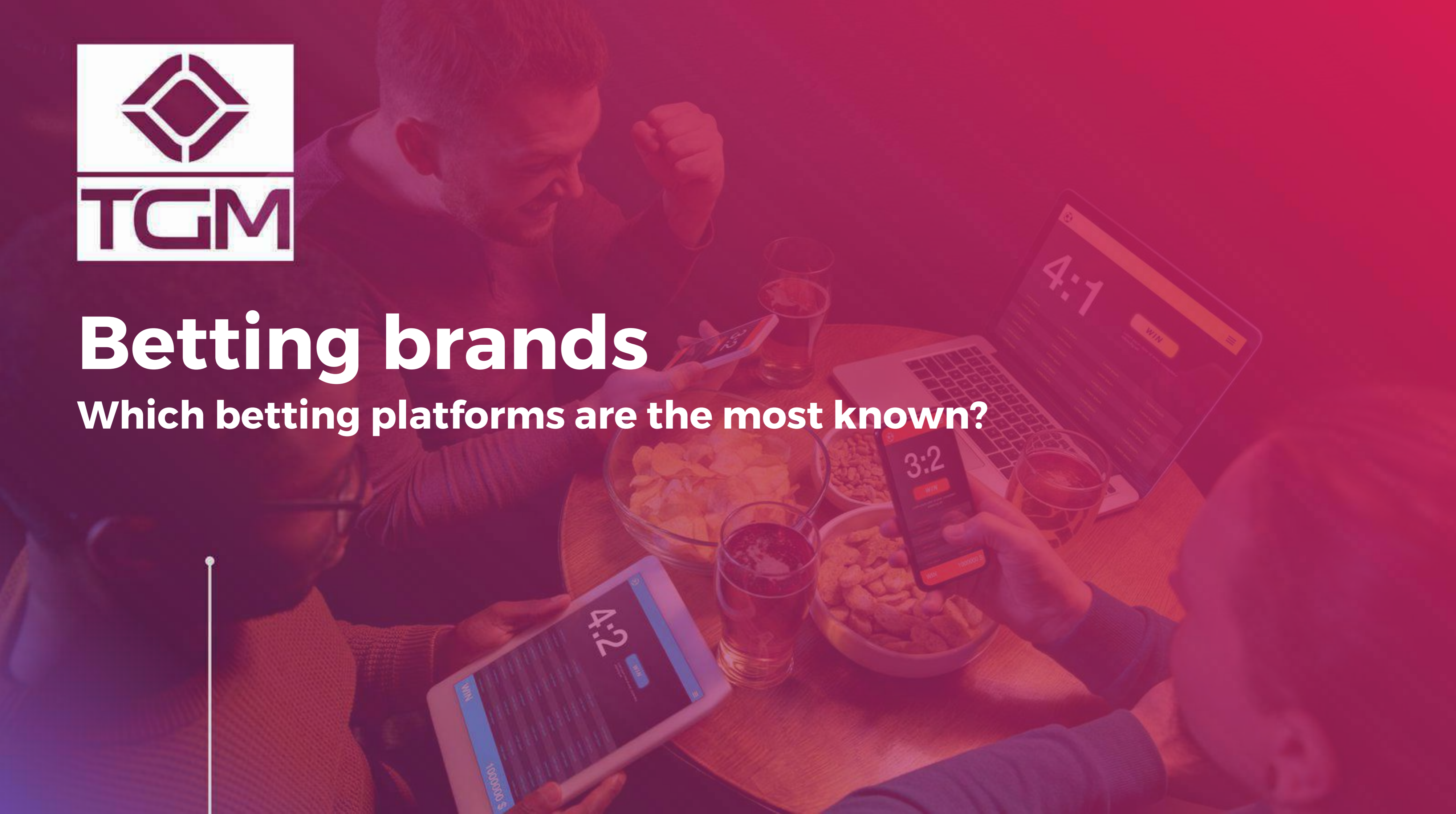


Q: "Which statement best describes your behaviour towards games you bet on?"; AFRICA N=2546



Betting brands

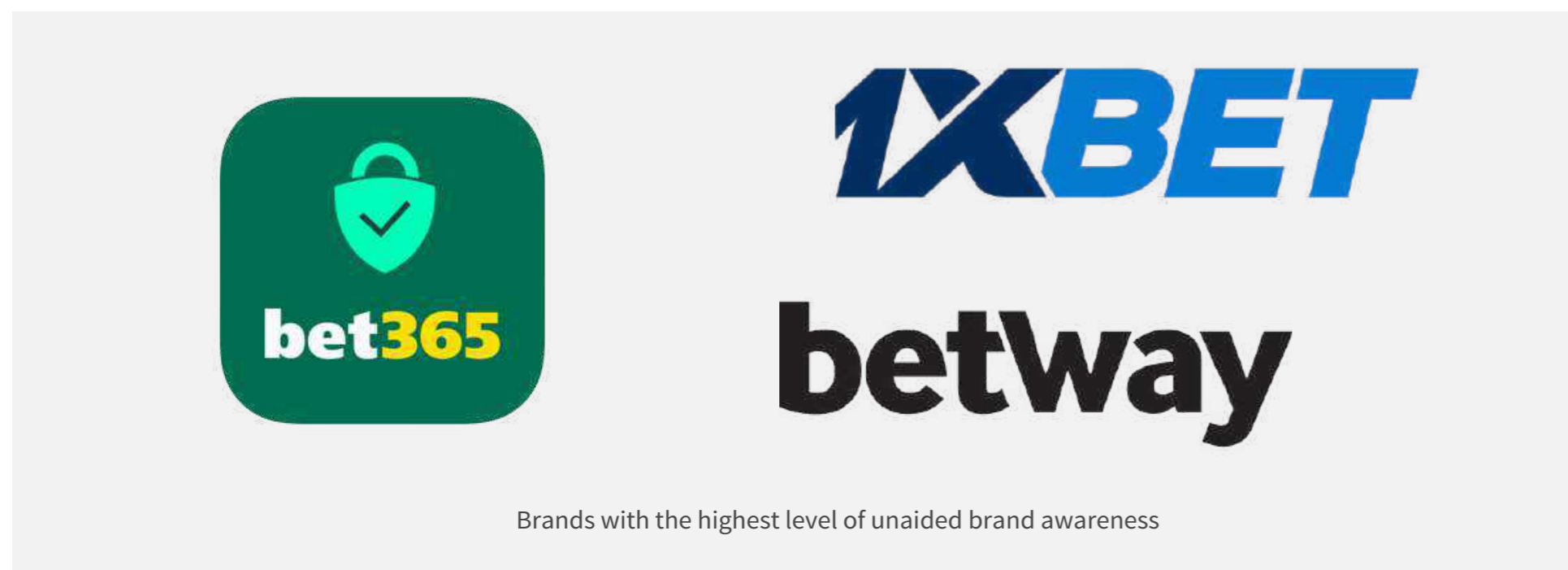
Which betting platforms are the most known?





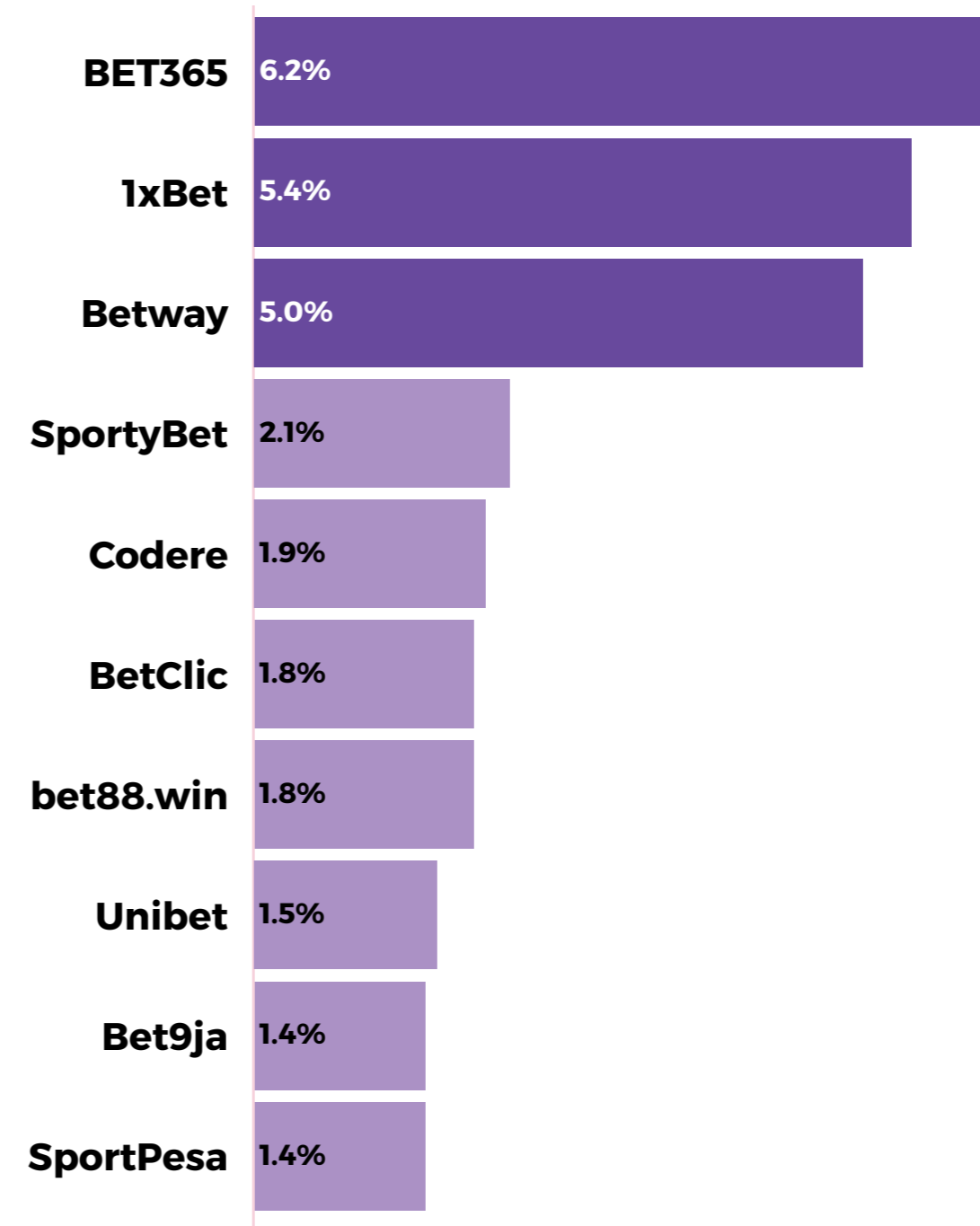
Which betting platform brands are the most known?

Worldwide



There are multiple sports betting platforms. Across the sports betting industry, every platform often touting the same features and offerings. In a sea of sameness, it can be tough to differentiate from the competition. In addition, the difference in the prices of bets and the elasticity of odds between sites is rather negligible. Therefore, investment in brand awareness is one of the key elements of the marketing strategy - to recruit, register and retain active customers over time.

What is the brand awareness of the betting platforms? (All countries, Top10):



Q: 'What sports betting platforms are you aware of?' ;Open ended question coded ; Sample All countries N=16,133
On the chart with darker colors are marked brands top 3 brands.

Which betting platform brand is the most known?

Regional focus: **Africa**

AFRICA



What is the brand awareness of the betting platforms? (Region, Top5):

	EU	APAC	MENA	AFRICA	N. AMERICA	LATAM
	Cameroon	Ghana	Kenya	Nigeria	Senegal	South Africa
1st	1xBet	Betway	SportPesa	Bet9ja	1xBet	Hollywoodbets
2nd	Premier Bet	SportyBet	Betika	SportyBet	Premier Bet	Betway
3rd	BetPawa	1xBet	OdiBets	1xBet	SunBet	Supabets
4th	Parifoot	Msport	Betway	BetKing	Winamax	Sportingbet
5th	Betwinner	BetPawa	Mozzart Bet	Betway	BetClic	Superbet

Q: 'What sports betting platforms are you aware of?' Top 5 mentions per country; Sample All countries N=16,133



Which brand is the strongest locally?

Country focus: **Ghana**

Click on widget above to see the insights for specific surveyed country :



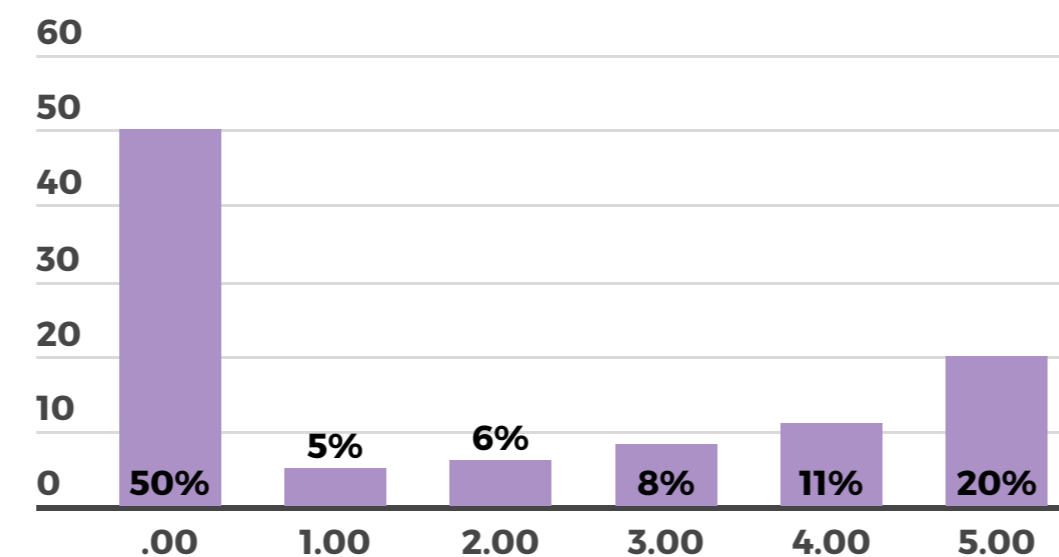
The global sports betting market has got a couple of noticeable international players. However, in many countries, local brands distinguish themselves by setting up local partnerships, securing visibility in the local market, and staying ahead of the competition.

What is noticeable for occasional bettors could not recall any platform brand directly, highlighting that the platforms are considered more from the functional standpoint than from the brand awareness level.

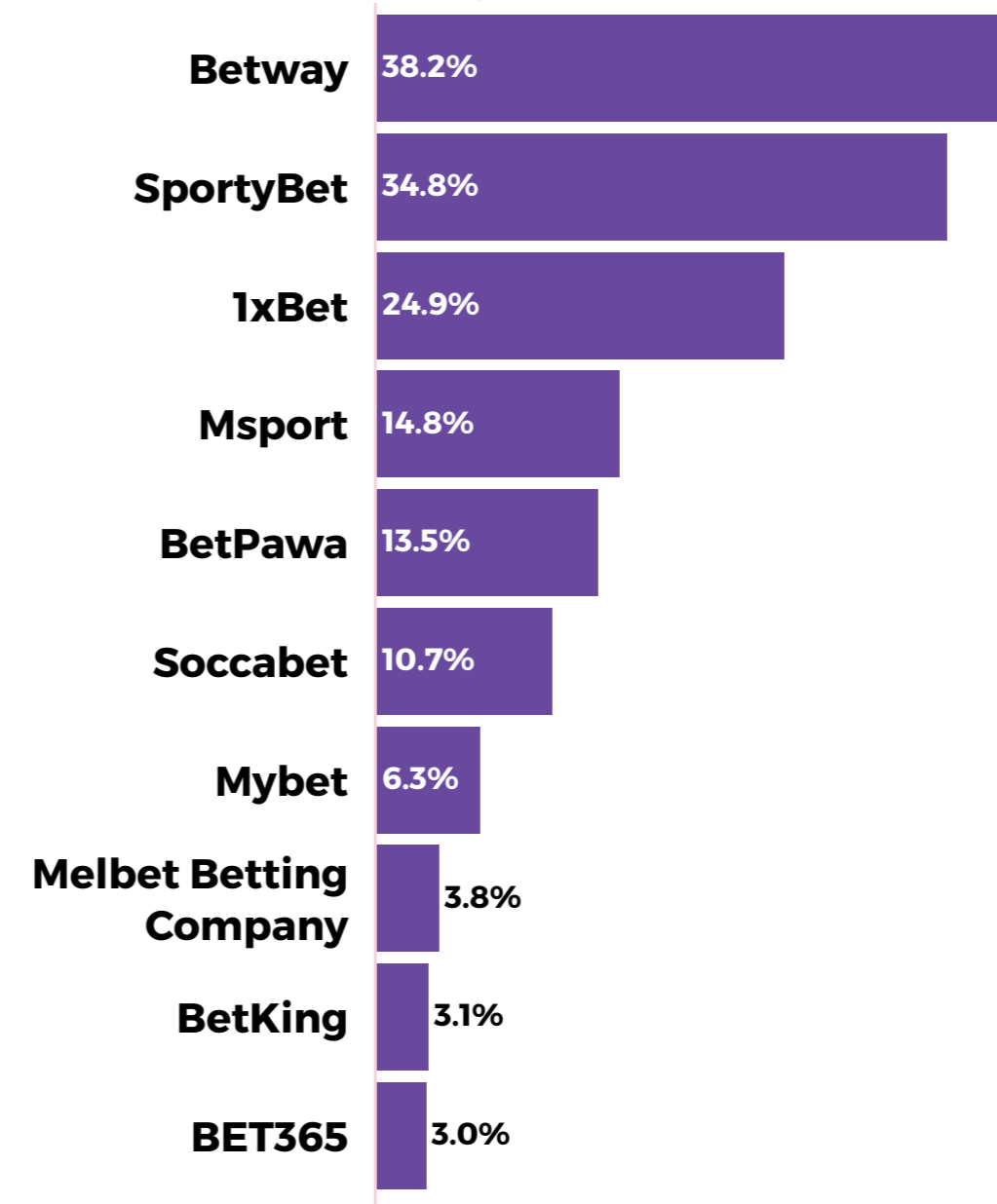
Betway
in Ghana is considered as the most known betting platform



No. of brands mentioned (country results):



What is the brand awareness of the betting platforms? Top10):



Q: 'What sports betting platforms are you aware of?' ;Sample All countries N=16,133



Appendix: Methodology

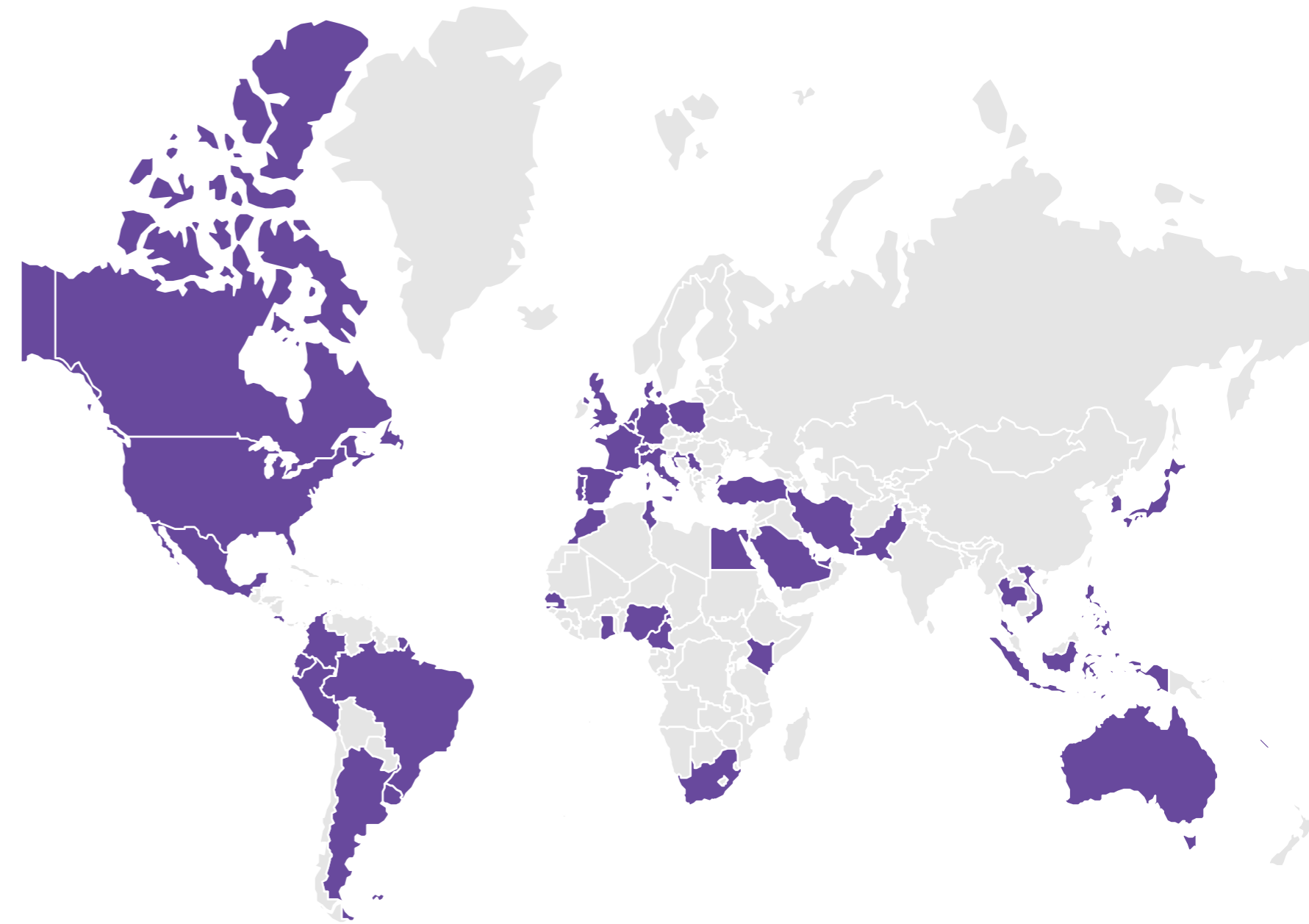
Methodological notes about the
TGM International Sports Betting Survey 2022

About TGM International Sports Betting Survey 2022

The survey was carried out between the 1st and 17th of October, 2022, using the method of online interviews in 44 countries on a nationally representative sample.

The sample is a representative population of the given countries in terms of gender and age (details below).

● Country Surveyed



Schedule: 01st October - 17th October, 2022

Sample: a representative sample of N = 28,800+ of surveyed countries, age: 18-64

Methodology: Internet interviews (CAWI), research project was entirely conducted by TGM Research

Detailed sample information:

EU	APAC		MENA		AFRICA		N. AMERICA	LATAM
	Cameroon	Ghana	Kenya	Nigeria	Senegal	South Africa	Region Total	
POPULATION	26M	30M	53M	201M	16M	59M	385M	
SAMPLE SIZE	705	769	715	754	452	774	4169	
DEMOGRAPHIC	18-44	18-44	18-54	18-64	18-44	18-64		



About TGM Research





TGM Research (TGM) is a technology-driven market research company specialising in global online data collection and innovative survey technology.

TGM provides agile insights for better decisions, using the most comprehensive Res-Tech to spearhead the use of digital for better market research. TGM is a remote-first company with a team of 40+ members, having a presence on five continents.



Agile Research for Better Decisions

With us, you have access to 130+ markets,
3.3 billion consumers, at your fingerprint.