



NATIONAL  
BETTING  
AUTHORITY



Responsible  
Gaming

# Survey on eSports

INSIGHTS MARKET RESEARCH  
**IMR**  
UNIVERSITY OF NICOSIA

**15 YEARS**  
EST. 2002  
Providing Insights™



UNIVERSITY of NICOSIA



# Research Profile

**CONDUCTED BY**  
IMR/UNIVERSITY OF NICOSIA

**ASSIGNED BY**  
NATIONAL BETTING AUTHORITY OF CYPRUS

**CONDUCTED DURING**  
JANUARY 2018

**METHODOLOGY**  
QUANTITATIVE SURVEY

**SAMPLE SIZE**  
1000 INDIVIDUALS

**SAMPLE COVERAGE**  
CYPRUS - NATIONWIDE

**SAMPLE CHARACTERISTICS**  
MEN AND WOMEN BETWEEN  
THE AGES OF 18-40 YEARS OLD

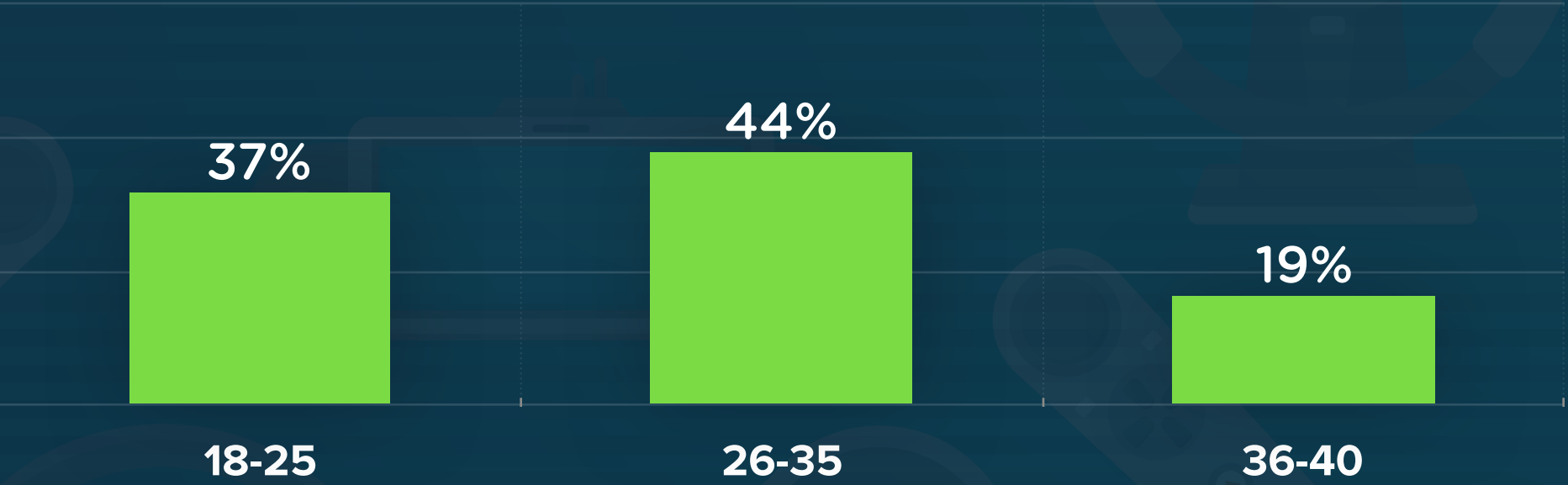
# Research Specifications

## SAMPLE SIZE

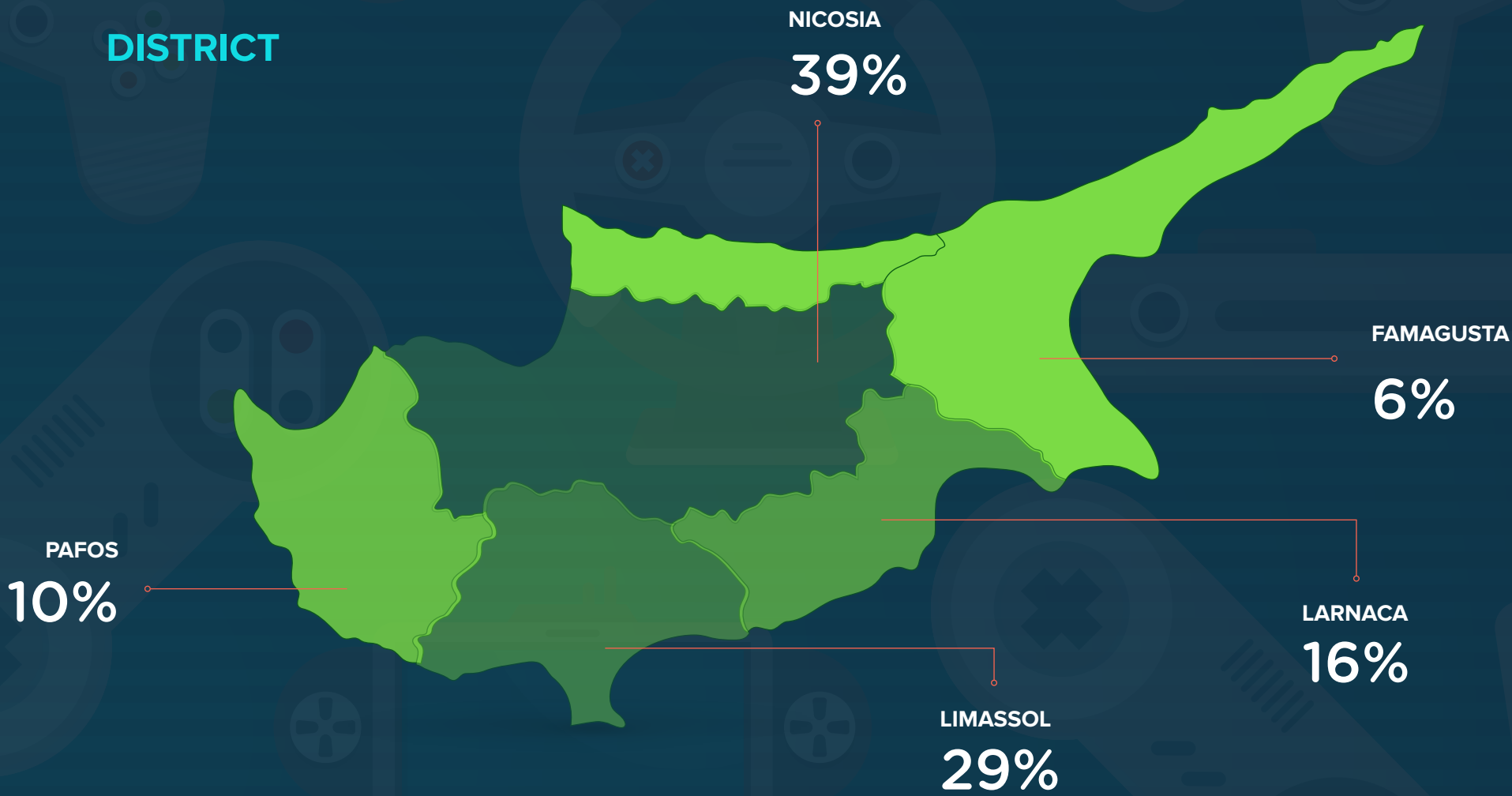
1000 INDIVIDUALS



## AGE



## DISTRICT



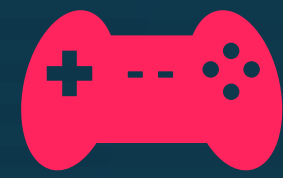
## GENDER



# Research Objectives



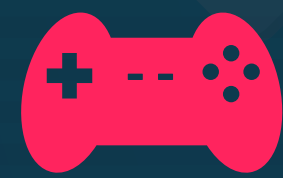
An overview of individual's typical habits with regards to video games and eSports



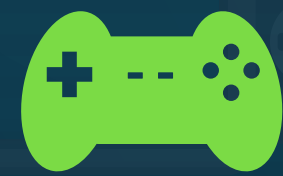
A measurement of the awareness of eSports tournaments among the Cypriots



An evaluation of the confidence level of eSports' fans about predicting an eSports tournament's outcome



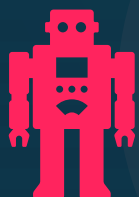
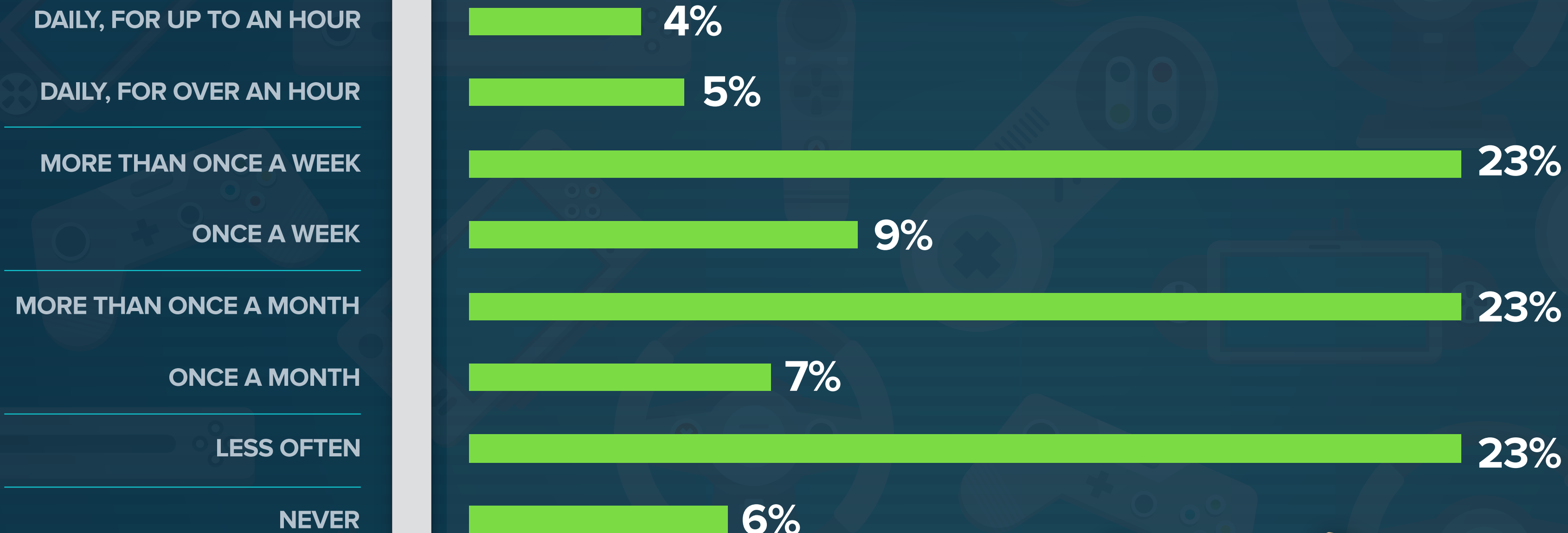
An overview of individual's gambling habits with regards to eSports



An investigation of the main reasons for avoiding gambling on eSports tournaments



# How often do you play video games / Playstation / XBOX?



Total Sample

Loading

1000

# How often do you play video games / Playstation / XBOX?



## AGE

## GENDER

### 18-25

### 26-35

### 36-40

### MALE

### FEMALE

DAILY, FOR UP TO AN HOUR

5%

2%

3%

5%

1%

DAILY, FOR OVER AN HOUR

8%

1%

3%

6%

3%

MORE THAN ONCE A WEEK

31%

15%

7%

26%

16%

ONCE A WEEK

6%

15%

5%

10%

9%

MORE THAN ONCE A MONTH

23%

27%

6%

25%

20%

ONCE A MONTH

4%

9%

12%

5%

9%

LESS OFTEN

21%

25%

25%

17%

35%

NEVER

2%

6%

39%

6%

7%

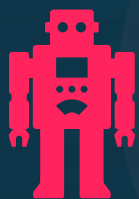
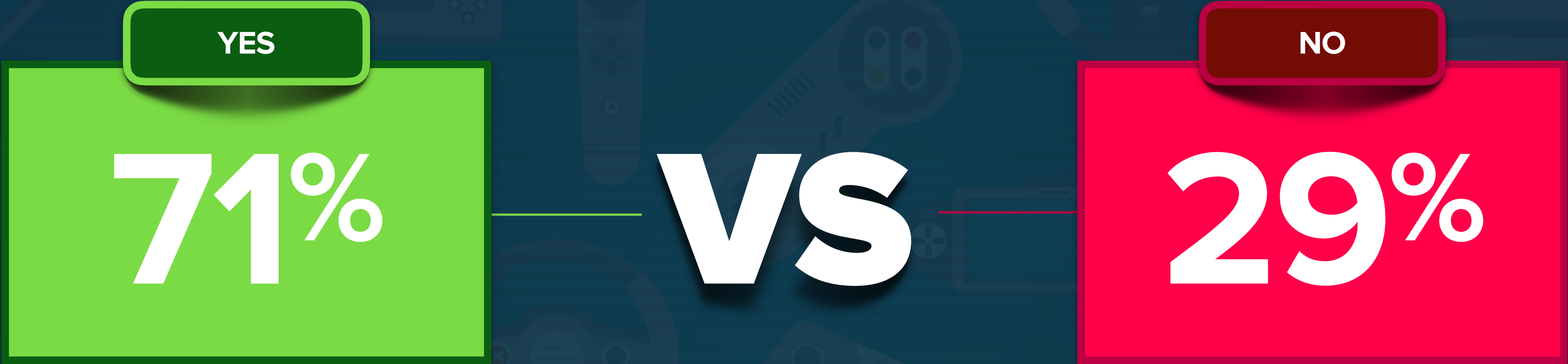


Total Sample

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1000

Are you aware of eSports tournaments?



Total Sample

Loading

1000



# Are you aware of eSports tournaments?

YES

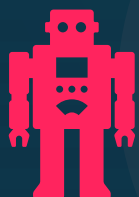
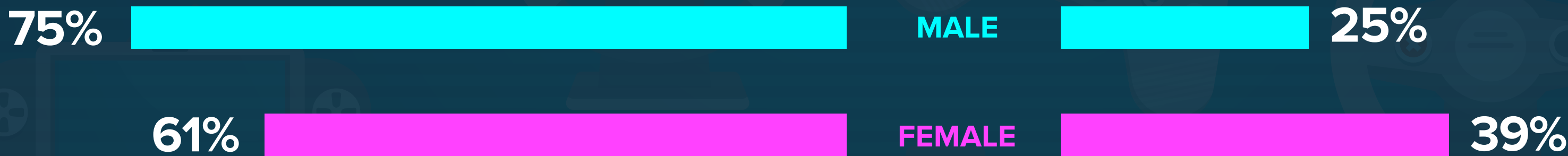


NO

## AGE



## GENDER



Total Sample

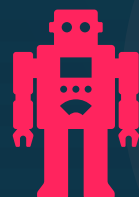
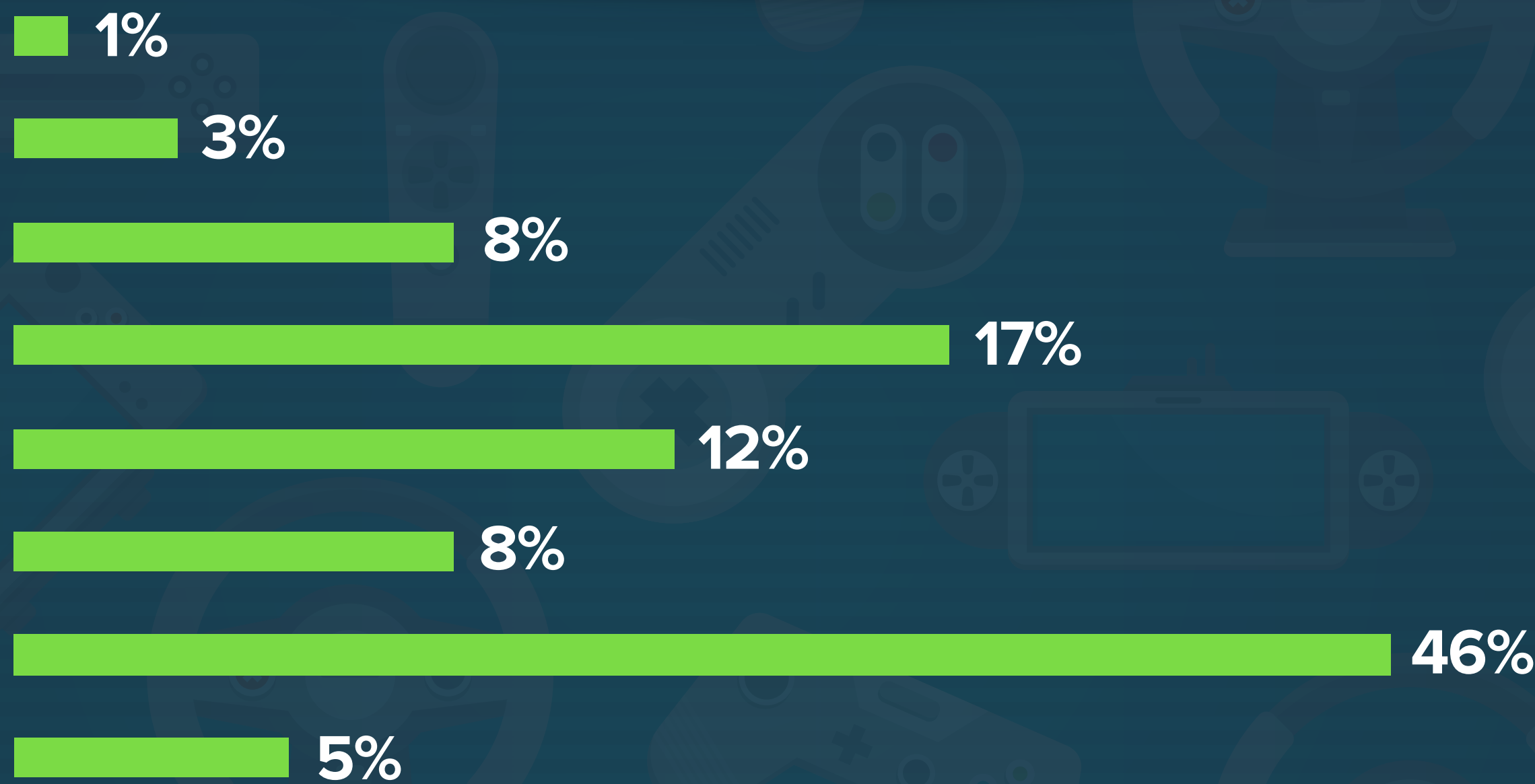
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1000



# How often do you watch eSports tournaments?

- DAILY, FOR UP TO AN HOUR
- DAILY, FOR OVER AN HOUR
- MORE THAN ONCE A WEEK
- ONCE A WEEK
- MORE THAN ONCE A MONTH
- ONCE A MONTH
- LESS OFTEN
- NEVER

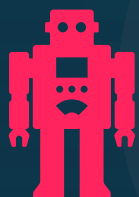
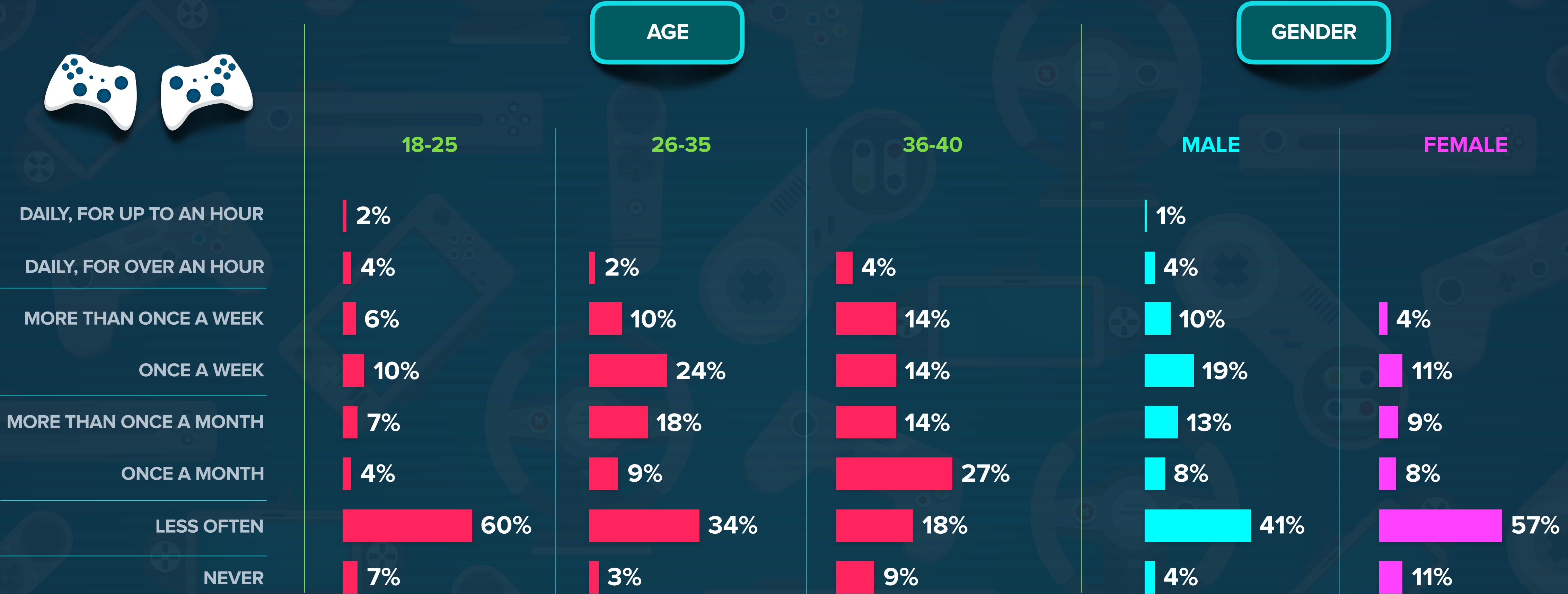


Base: All those who are aware of eSports

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# How often do you watch eSports tournaments?



Base: All those who are aware of eSports

Loading

712



# How often do you watch eSports-related material?

DAILY, FOR UP TO AN HOUR

DAILY, FOR OVER AN HOUR

MORE THAN ONCE A WEEK

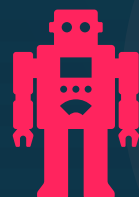
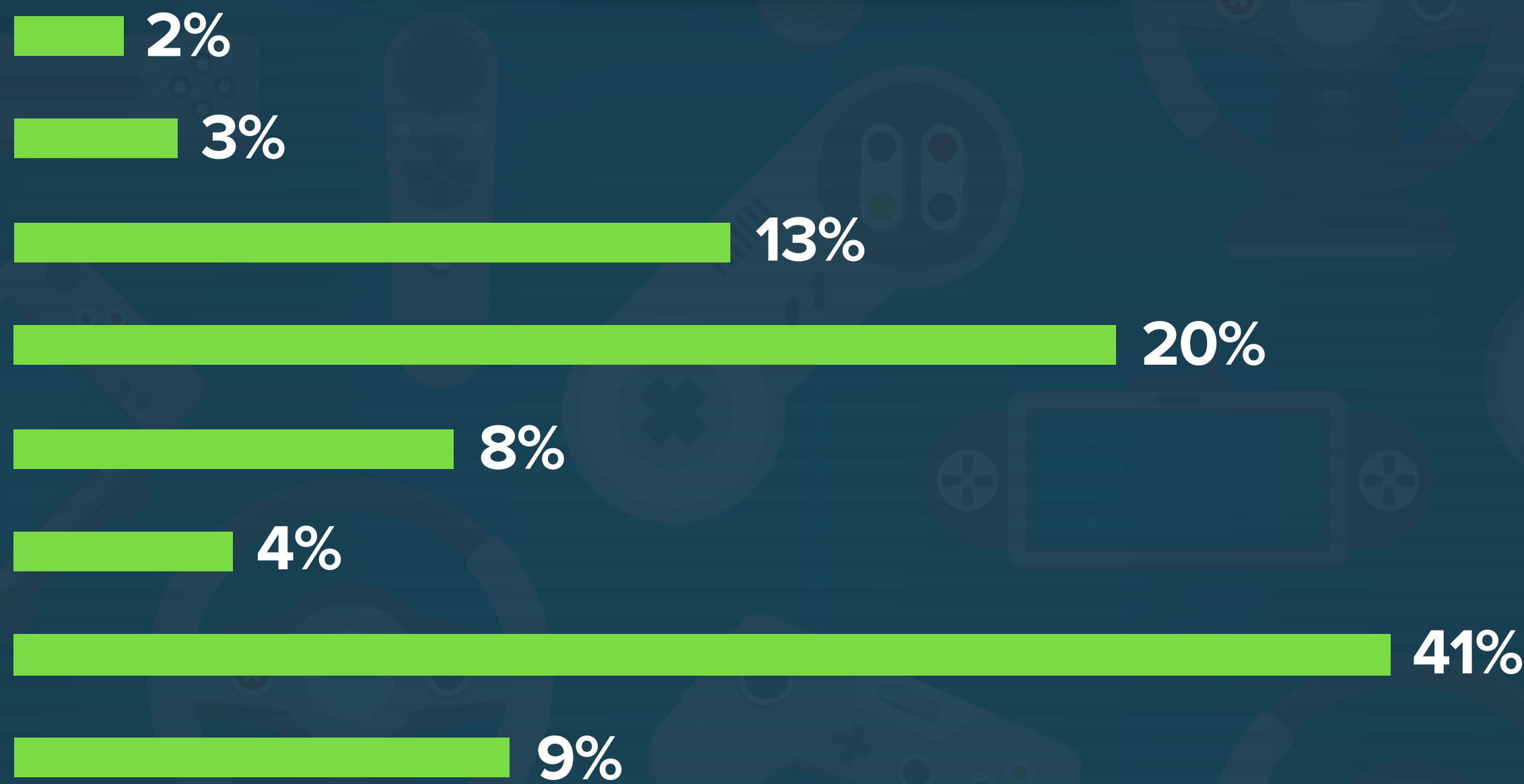
ONCE A WEEK

MORE THAN ONCE A MONTH

ONCE A MONTH

LESS OFTEN

NEVER



Base: All those who are aware of eSports

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712

# How often do you watch eSports-related material?



## AGE

## GENDER

18-25

26-35

36-40

MALE

FEMALE

DAILY, FOR UP TO AN HOUR

3%

1%

3%

DAILY, FOR OVER AN HOUR

3%

3%

9%

4%

2%

MORE THAN ONCE A WEEK

9%

18%

18%

17%

3%

ONCE A WEEK

10%

29%

23%

21%

17%

MORE THAN ONCE A MONTH

5%

9%

18%

8%

6%

ONCE A MONTH

3%

4%

9%

3%

6%

LESS OFTEN

59%

26%

14%

37%

52%

NEVER

8%

10%

9%

7%

14%



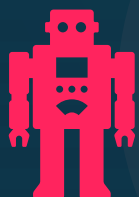
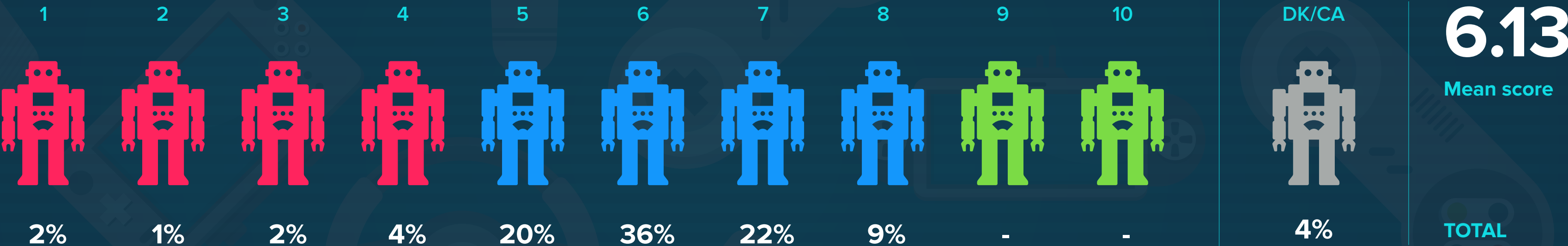
Base: All those who are aware of eSports

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# How confident do you feel that you can predict the outcome of an eSports tournament?



Base: All those who are aware of eSports

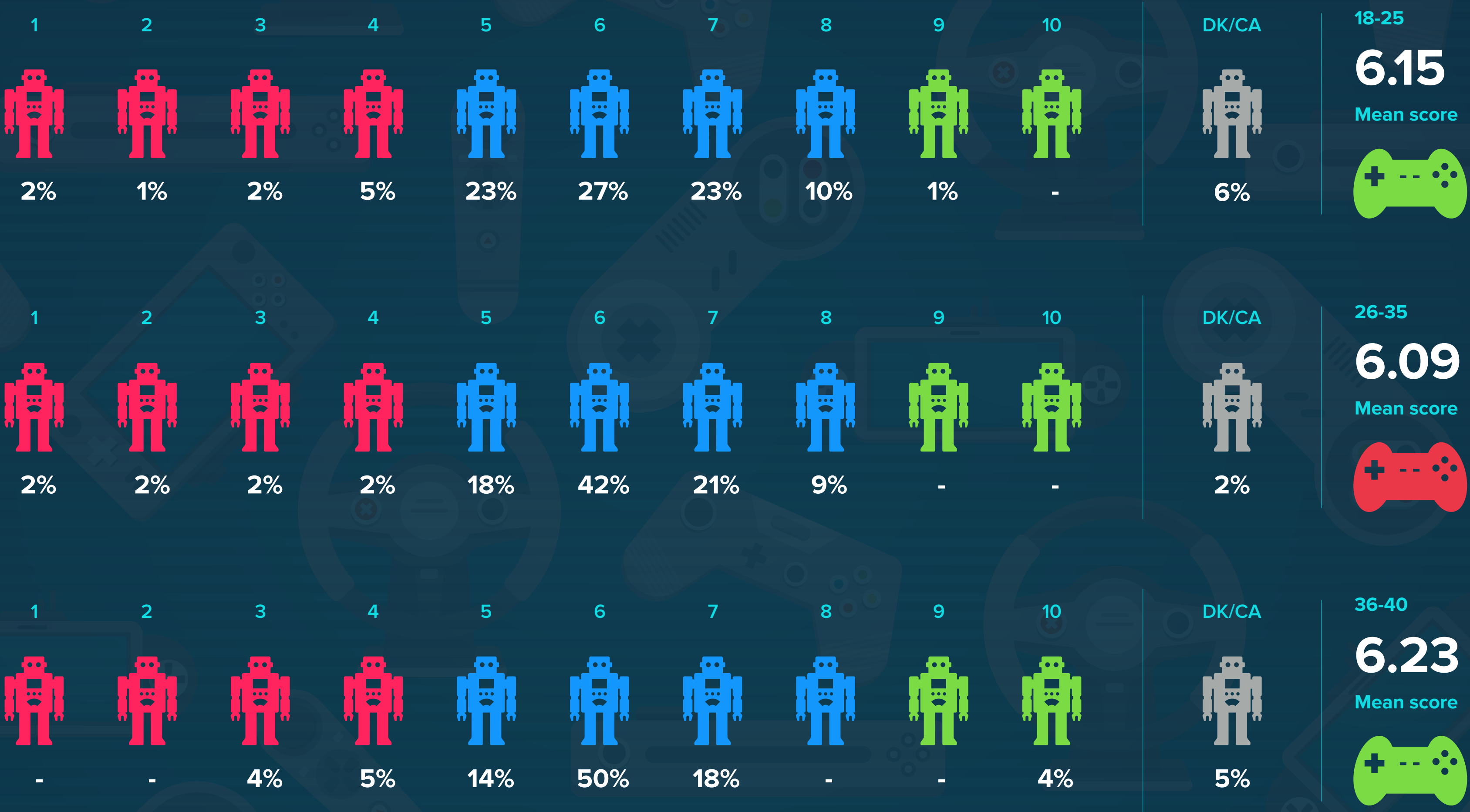
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10 POINT SCALE: 1 = NOT AT ALL CONFIDENT AND 10 = VERY CONFIDENT

# How confident do you feel that you can predict the outcome of an eSports tournament?

AGE



Base: All those who are aware of eSports

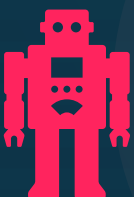
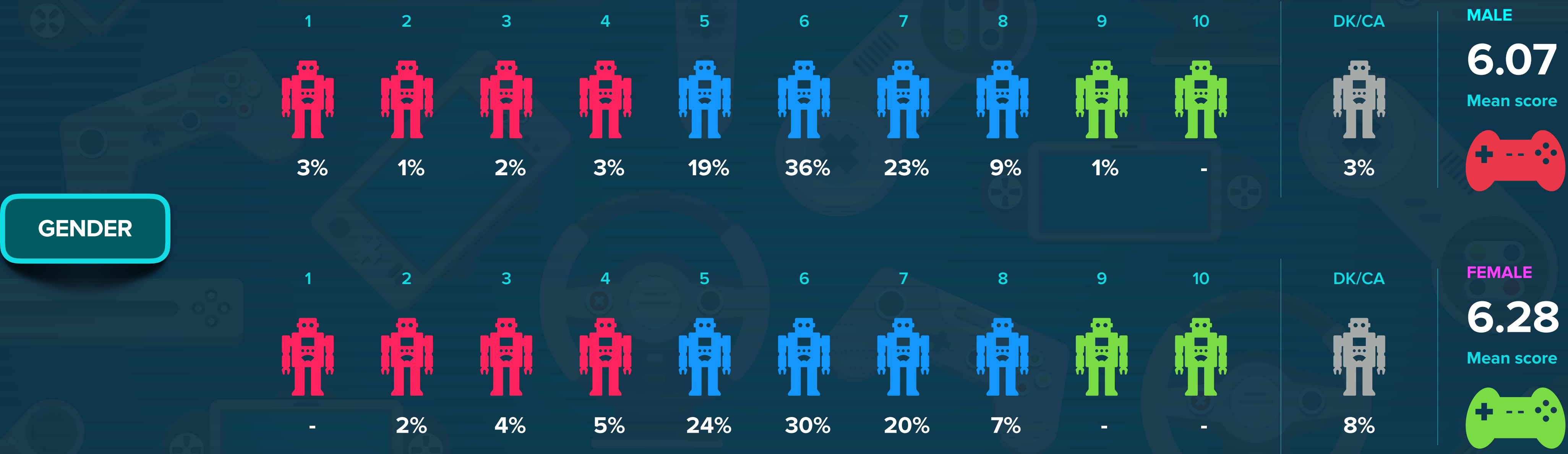
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10 POINT SCALE: 1 = NOT AT ALL CONFIDENT AND 10 = VERY CONFIDENT



# How confident do you feel that you can predict the outcome of an eSports tournament?



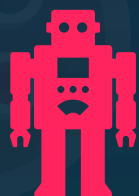
Base: All those who are aware of eSports

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10 POINT SCALE: 1 = NOT AT ALL CONFIDENT AND 10 = VERY CONFIDENT

# Have you ever placed a bet for an eSports tournament?



Base: All those who are aware of eSports

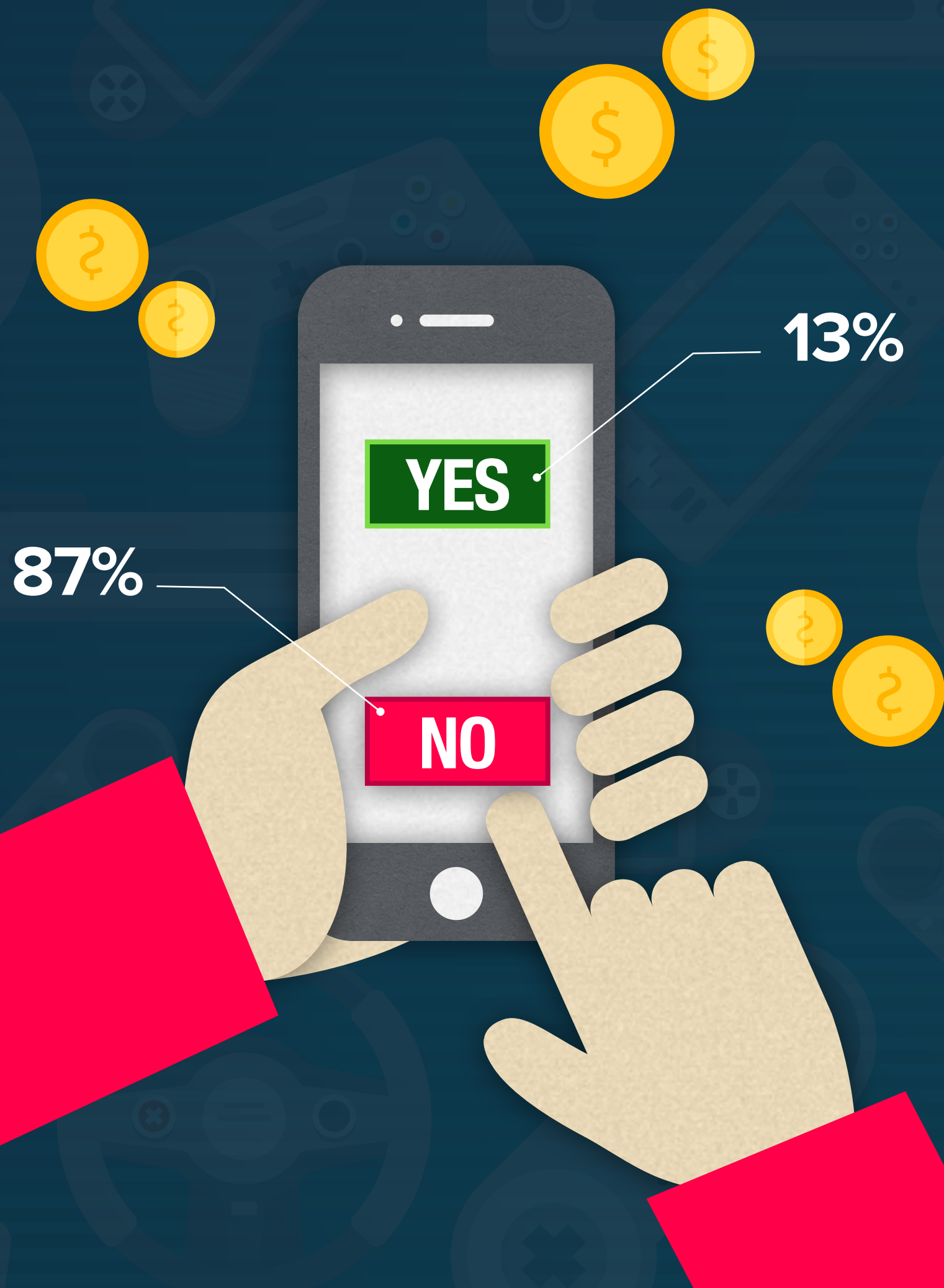
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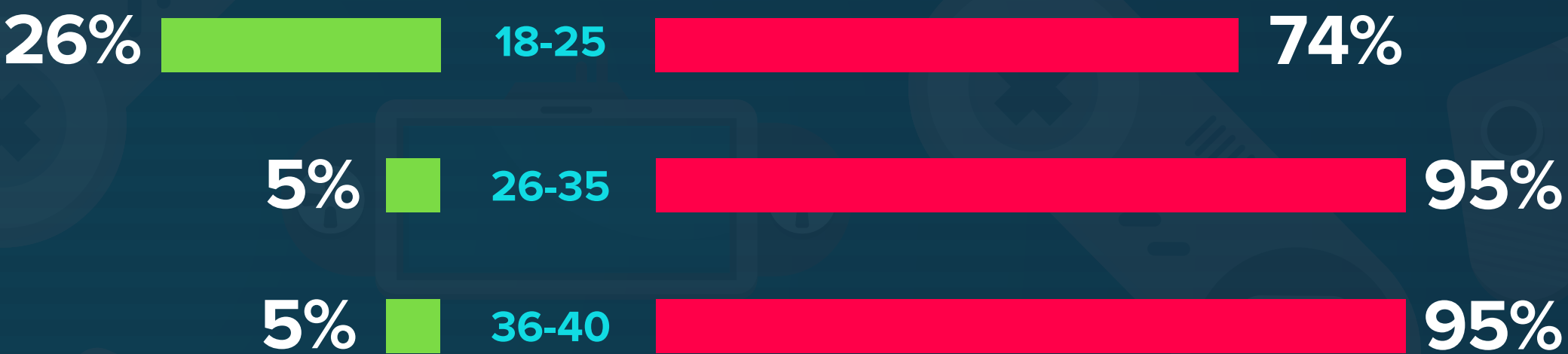
YES



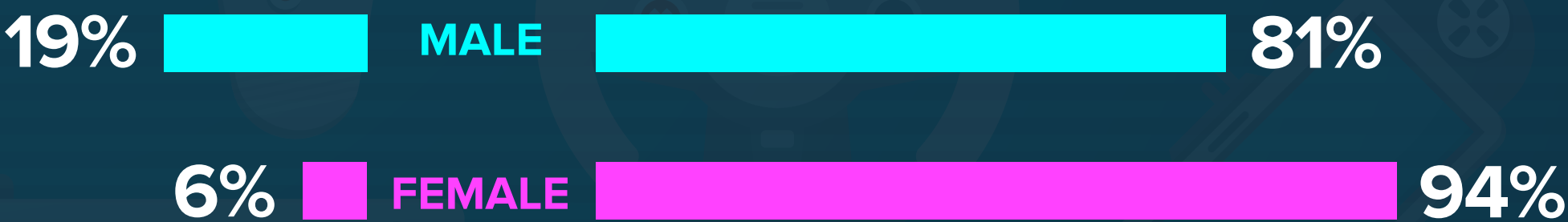
NO



AGE



GENDER





# Why do you not bet on eSports tournaments?

32%  
It does not interest me

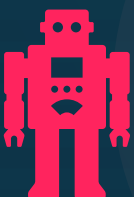
25%  
I did not know that I could place bets for eSports

19%  
I am afraid that eSports tournaments are staged

12%  
I cannot predict the outcome

10%  
I do not place any bets in general / I am against gambling

2%  
I am not financially able to do so

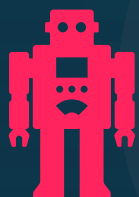
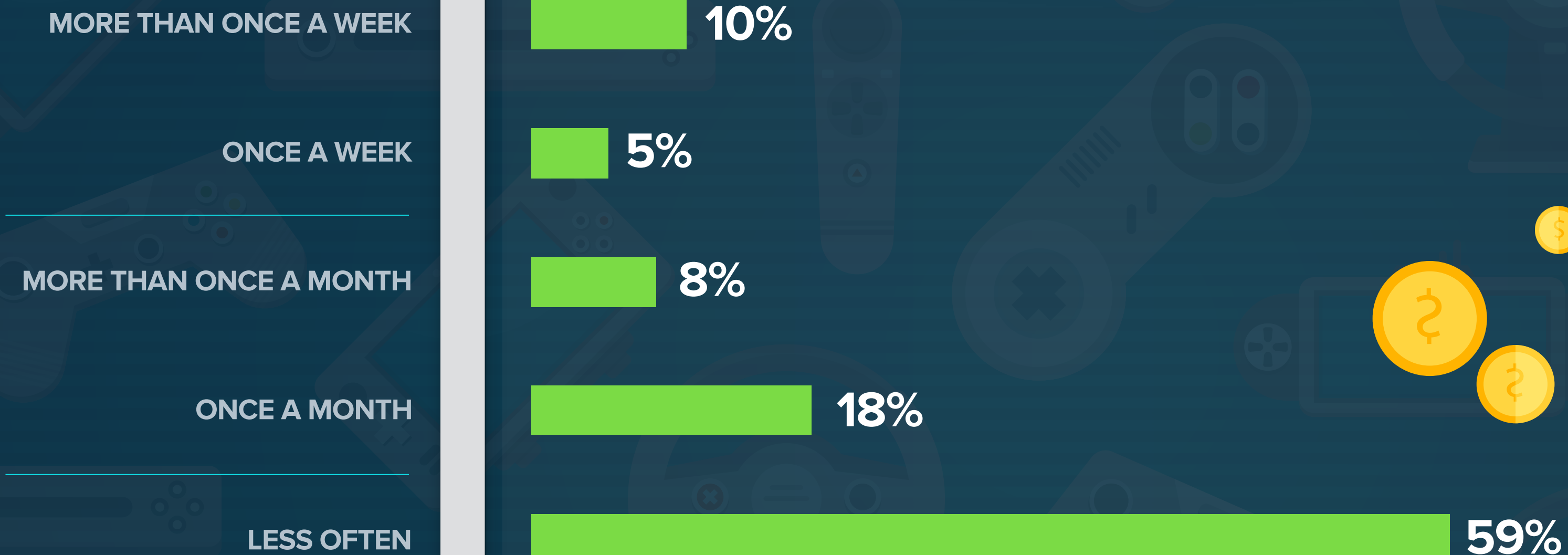


Base: All those who do not bet on eSports

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# How often do you place bets for eSports tournaments?



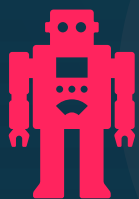
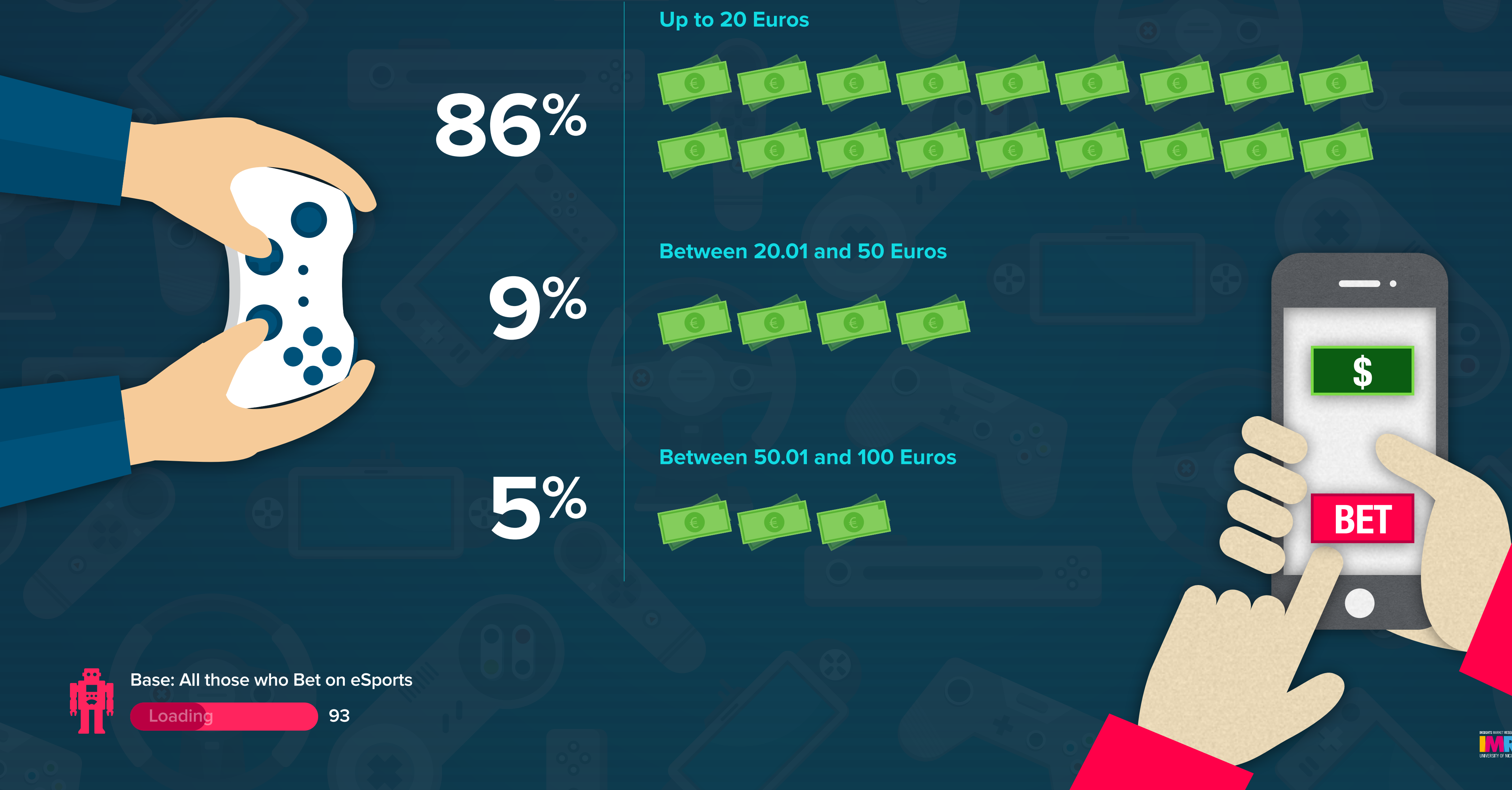
Base: All those who Bet on eSports

Loading

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# On a monthly basis, how much money do you spend for eSports?



Base: All those who Bet on eSports

Loading

93



# For which game do you spend more money on bets?

Call of Duty



18%

LoL / League of Legends



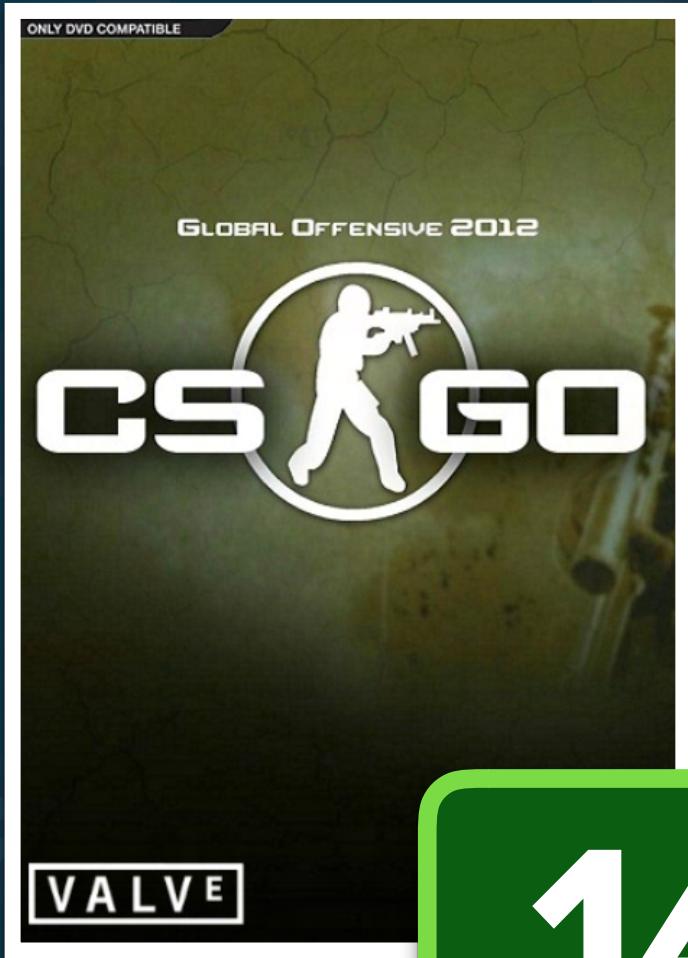
41%

Dota 2



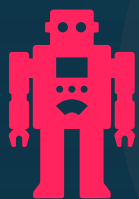
23%

CS: GO



14%

OTHER  
4%



Base: All those who Bet on eSports

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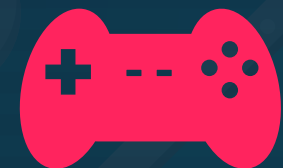
93



# Main Findings



More than 7 out of 10 Cypriots aged between 18 to 40 years old are nowadays aware of eSports tournaments. Even higher is the proportion among males between 26 and 35 years old.



The eSports fans feel that the outcome of an eSports tournament is rather predictable than unpredictable, although their confidence level about the outcome remains still low.

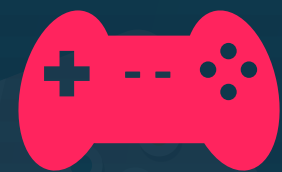


In spite of the high awareness of eSports, the proportion of eSports gamblers reaches only the 13%, with the young male gamblers being the majority.

# Main Findings



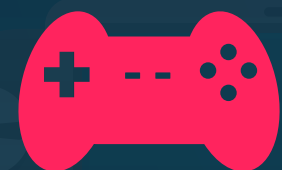
The most popular game for the Cypriot eSports' gamblers is the League of Legends (LoL).



Almost 20% of those who bet on eSports, they do so on a monthly basis, whereas the largest majority bet on eSports less often. Interesting is although, that a significant proportion of 10% use to bet on eSports more than once during the week.



The largest majority of Cypriots eSports gamblers are limited nowadays to relative small amounts (not exceeding €20 per month).



It is worth noting that 1 out of 4 participants who don't bet on eSports declare that they weren't aware of the possibility to bet for eSports.





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