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Patterns of online and in-person gambling in Ireland

Online gambling is more prevalent:



77% had gambled online in the previous year, compared with **59% in person. 44% did both.**

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Online gambling is more frequent:



75% of online gamblers placed at least one bet a week, versus 48% of people gambling in person.

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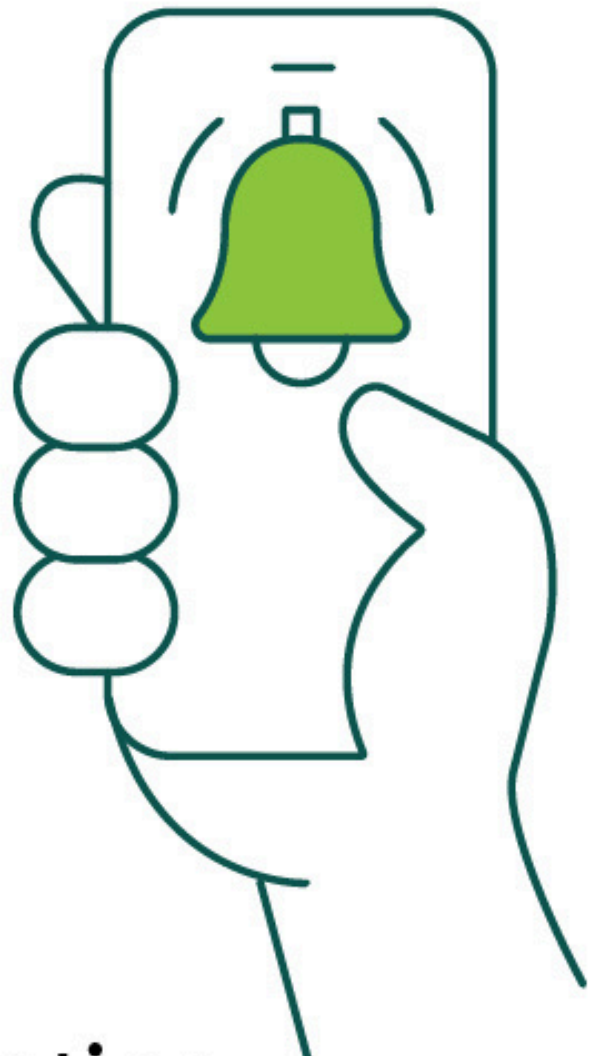
Multiple accounts are common:



54% of those who opened an online gambling account went on to open a second, while **10%** had four or more accounts.

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Operator prompts play a role:



ONE IN SEVEN

said their most recent online gambling session directly followed an email, app notification or gambling ad. Among those receiving app notifications, more than one in four received them at least daily.

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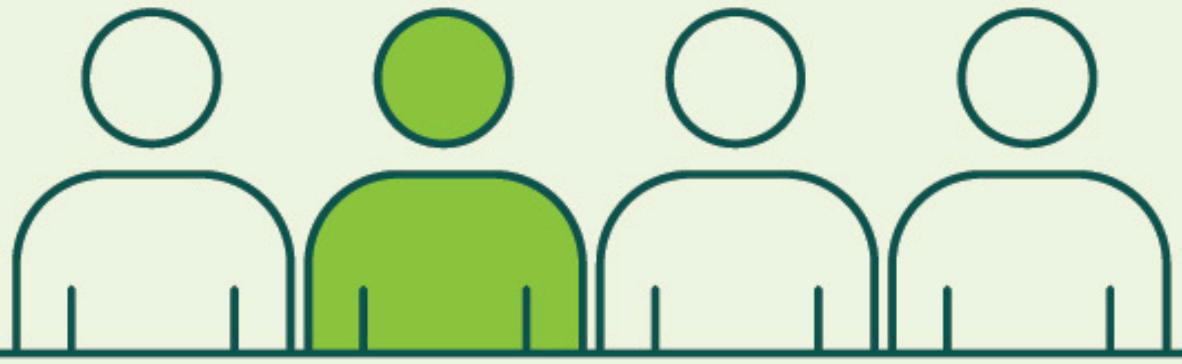
Losing was more common than winning or breaking even:



57% of online gamblers and 50% of in-person gamblers lost money during their most recent session. **26% of online gamblers said they lost “a lot”.**

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One in four want to cut back:



25% said they were trying to reduce their gambling or planned to. Of those already trying, **one in three** were still gambling the same amount or more than a year earlier.

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Gambling can disrupt everyday life:

around **one in five** online gambling sessions interrupted another activity, most frequently work. Around **one in seven** in-person sessions displaced another activity, most commonly time with friends or family.

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