

The other top three priorities for consumers when making online gaming purchases or placing online bets are privacy, security, and control:

- 76% think privacy is important when making online gaming payments, with 78% thinking it's important when placing online bets
- 67% prefer not to reveal their financial details when making online gaming payments, with 68% preferring not to when placing online bets
- 76% think it's important to have spending controls when making online gaming purchases, and 78% of those who have made online gambling purchases also think it's important

Changes in spending compared to before the cost-of-living crisis

