

## Bosnia-Herzegovina

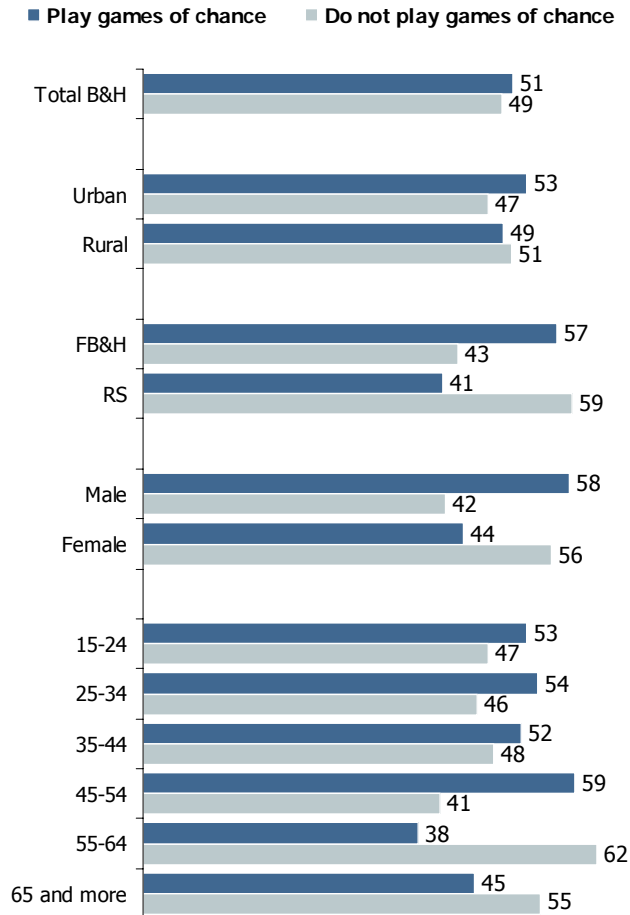
### Games of chance

**According to the latest results from GfK BH – Centre for Market Research, half of B&H's citizens play games of chance, at least occasionally. This type of entertainment is rather more popular in the Federation of B&H than in the Republic of Srpska, and more popular among men than women. The most popular games of chance are TV Bingo and sport betting. It is a rather disturbing fact, however, that betting shops are visited by almost one in three of the generation of 15 to 25 year olds.**

Some call them "fool's taxes", others may tell you that those who play are irrational - but even more irrational are those who do not play because that's the only sure way never to win. Whatever your attitude towards them, games of chance are part of many people's lives, and the desire to become rich overnight with the lucky combination of lottery numbers or the right bet has been around for a long time. Every now and then newspapers or TV tell the story of some lucky man or woman who has gained enormous riches by buying, totally by accident or without any expectations, the card with a combination of numbers which has changed their life - although not necessarily for the better. The citizens of B&H are not immune from this "infection" which, according to the sociologists, is worse amongst poorer societies. Research conducted by the GfK BH – Centre for Market Research, in March of 2007, with a representative sample of 1,000 respondents across the whole of B&H (persons over the age of 15), has shown that half of our population (51%) plays games of chance, at least from time to time. Residents of FB&H find this entertainment more attractive (57% of them) than those in RS (41%) and this does not fit with the thesis that these games are played more in economically weaker areas. Bearing in mind the availability of a wider variety of games to urban populations, the people living there are more likely to play than those living in rural areas (53% vs. 49%). This kind of fortune is more likely to be sought by men than by women – 58% of men play games of chance from time to time compared with 44% of women. And if you thought that people become less convinced they will become rich this way as they get older – you were wrong, for a majority of those trying to achieve that goal in this way are between 45 and 54 years of age (59%). The association of age and the inclination towards games of chance reveals one not at all positive fact: the youngest players, 15 to 25 years of age, prefer betting shops most of all. As many as 29%, nearly one third of them, invest their money in betting: some data that deserves particular attention, for it says something about the beliefs of the coming generations. However, the interest in betting shops falls off almost linearly with age, so that a very low percentage of persons over 65 visits them.

Does the education level have any influence on the number of players? The answer to this is not unambiguous as the smallest numbers playing games of chance are to be found in two diametrically opposed groups: those who have only completed primary school (36%) and those who have completed a university education (45%), while the bulk of players are to be found amongst those who have completed high school (55%). On the other hand, things are rather more clear when it comes to personal income – those who earn less than 500 BAM a month are rarely inclined to believe in unexpected winnings with only about a half of them

ever playing games of chance. Amongst the group of those who earn more, 60% will, from time to time, indulge in a flutter on the lottery, bingo or in the betting shop.



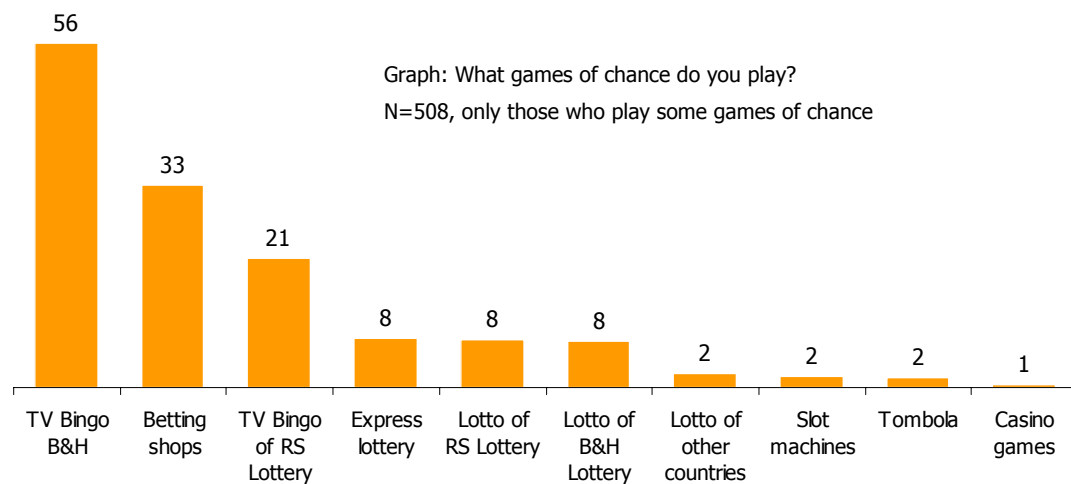
An interesting fact is that 60% of the group who are not in employment but are actively seeking a job, play games of chance, which is quite similar to the percentage of those in full or part time employment. On the other hand, the non-working who are not seeking employment (mostly housewives and the retired) indulge less in games of chance, but there are still some 45% of them who spend a proportion of the funds available to them on some game of chance.

The most common reasons given by those who do not play games of chance for not doing so are that they are not lucky (mostly people under 54), that they do not believe in such games, that they do not like them (people under 24), or simply that they do not have the money (mostly the elderly population). People over 45 years of age are more likely than others to believe the games of chance are fixed.

## The most popular games of chance

According to GfK BH research, the most popular game of chance amongst the citizens of B&H is TV Bingo (15 out of 90), played by 28% of the population. The popularity of this game is best illustrated by data showing that 56% of players of games-of-chance play TV Bingo from time to time. Neither age, education nor profession are factors in determining the TV Bingo players. The only indicative fact is that more married persons decide to play this game. The parallel of this game in RS, TV lottery of RS, attracts some 11% of citizens, or if only the part of the population actually living in RS is considered, the percentage is 27%, thus making this game the most popular of the games of chance in the smaller of the two regions.

In terms of number of players, betting shops come next after TV Bingo with 17% of the B&H population as a whole practising this kind of activity, or 33% if we take into account only those who play any game of chance. Amongst the citizens of FB&H it is more likely you will meet someone who goes to betting shops, and in 87% of cases they will be male. A somewhat larger proportion of those who bet in betting shops is to be found amongst the 15 to 44 year olds, amongst the not married and those with a completed high school education and in full time employment.



The most common frequencies of placing a bet is once a week (62% of all those who do bet) or two to three times a week (23% of those who bet). TV Bingo of Lottery of Republic of Srpska is played only by citizens in the smaller region who are older than 45 and who have lower incomes. The low popularity of the lottery (Lotto) games, played by only 16% of those who play games of chance or 8% of the total population, does seem to be surprising. One of the most likely reasons for this is the fact that the prize funds for Lotto games are much lower than those of TV Bingo games. Other types of games of chance are of less interest, with the lowest figures being for visits to casinos. However there are not many casinos to begin with.



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