



Fair Play – Brazilians' Perception of Gambling Transparency Reveals Industry Challenges

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The online gambling sector in Brazil is under a magnifying glass. Growing concerns about its **integrity** are almost physiological in a young market and persistent rumors that games can be manipulated reflect public **skepticism** about the industry's fairness.

In light of this, our study explores **original survey data** that reveals the **perception of fairness** that **617** Brazilian adult respondents have about gambling.

The survey questions outline a demographic profile – location, age, gender, and relative gaming experience – but focus on the players' **awareness** and **beliefs** about **fairness control mechanisms**. We also explore the public opinion about the Brazilian **institutional capacity** to impact and improve the integrity of real-money games.

The findings of this report are contextualized within the ongoing debate on **gambling regulation** in Brazil. They identify the current **sentiment** of Brazilians and provide industry stakeholders with **actionable insights** into the Brazilian gambling market. Such

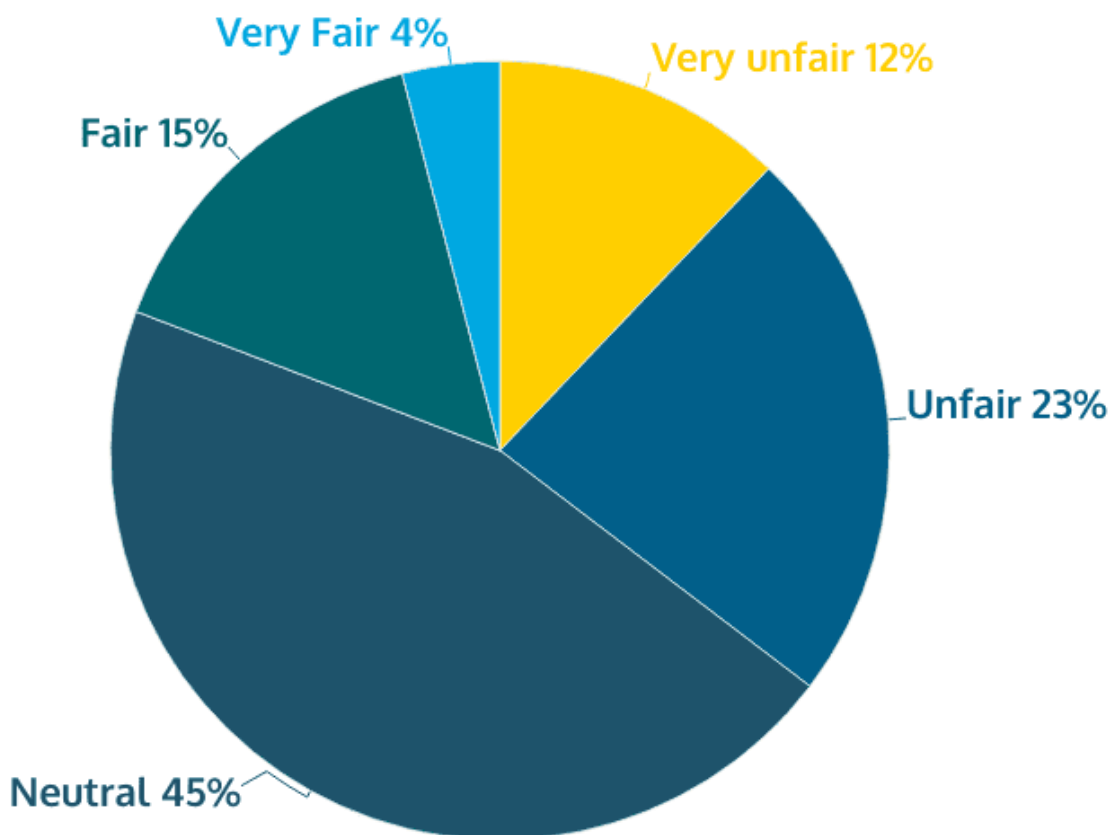
an approach paves the way for an **informed discussion** on future regulatory improvements.

Are Online Gambling Platforms “Unfair” in Brazil?

Part of analyzing the Brazilian gambling market is understanding how its players perceive it. The **safety of players** has always been a **concern** (of reputable operators) in the industry, prompting a discussion on the integrity of gambling in general.

In this scenario, issues concerning **health** and **addiction** have been constantly highlighted by researchers, regulators, and the media. They all seek common ground with operators on how to ensure the **fairness and sustainability** of the market. Since the legalization of real-money games in Brazil, the debate has been more heated than ever.

When asked about **how fair** casino games and sports betting are, **35%** of our respondents replied ‘**very unfair**’ or ‘**unfair**’, whereas **only 19%** stated ‘**very fair**’ or ‘**fair**’.

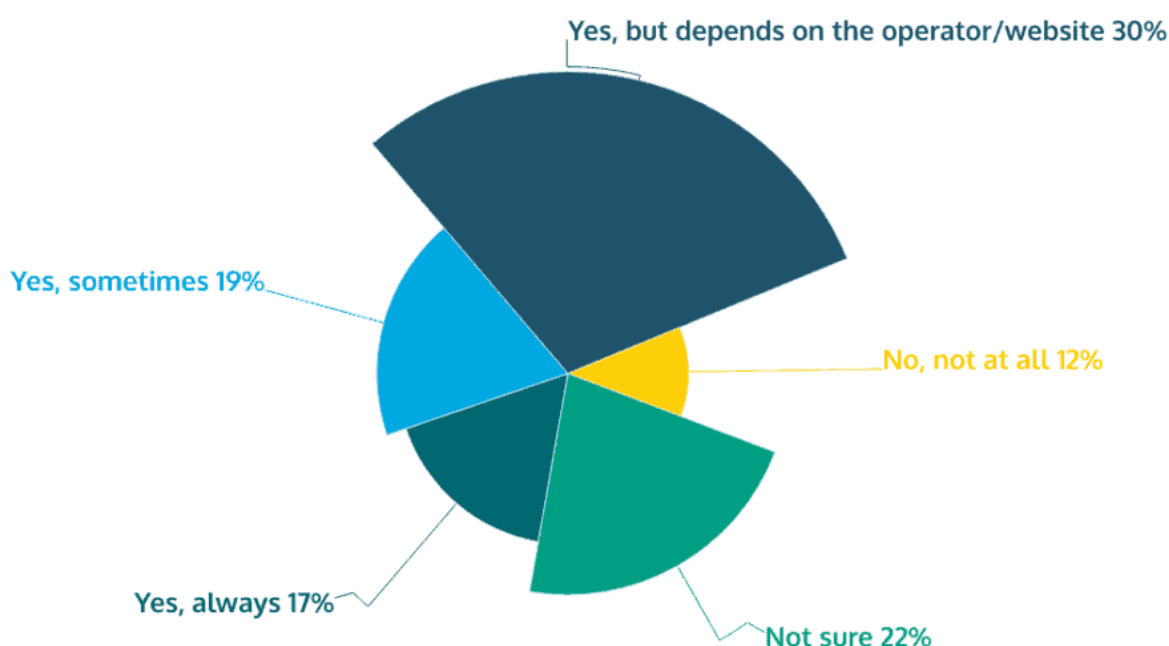


How fair do you consider online casino gambling and sports betting to be?

Interestingly, **45%** assumed a **neutral position** when it comes to the fairness of online gambling in general. This reflects the gap of knowledge among Brazilians on what safe and fair gambling is; dealing with this unfamiliarity can be a more complex scenario because it requires consistent efforts in **education** and awareness.

Curiously (and unfortunately), the public opinion of Brazilians is based on the idea that most **operators** are interested in **perpetuating scams** and **fraud**. This, among other factors, contributes ultimately to their perception of gambling as mostly **unfair**.

A prime example of this stance is the answer to the question of whether 'casino and sports betting platforms pay out winnings correctly'. There were mixed feelings among the respondents, to say the least.



Do you think that casino and sports betting platforms pay out winnings correctly?

30% answered 'it depends on the operator/website', while **17%** answered 'always', and **19%** 'sometimes'.

On the other hand, **22%** said they were 'not sure', while **12%** stated the correct payment 'never happens'.

This shows that many illegal platforms are still competing with licensed ones – which inevitably affects the players' sentiment towards the trustworthiness of casinos in general – as we will see in more detail next.

How Are Casinos Games Controlled for Fairness?

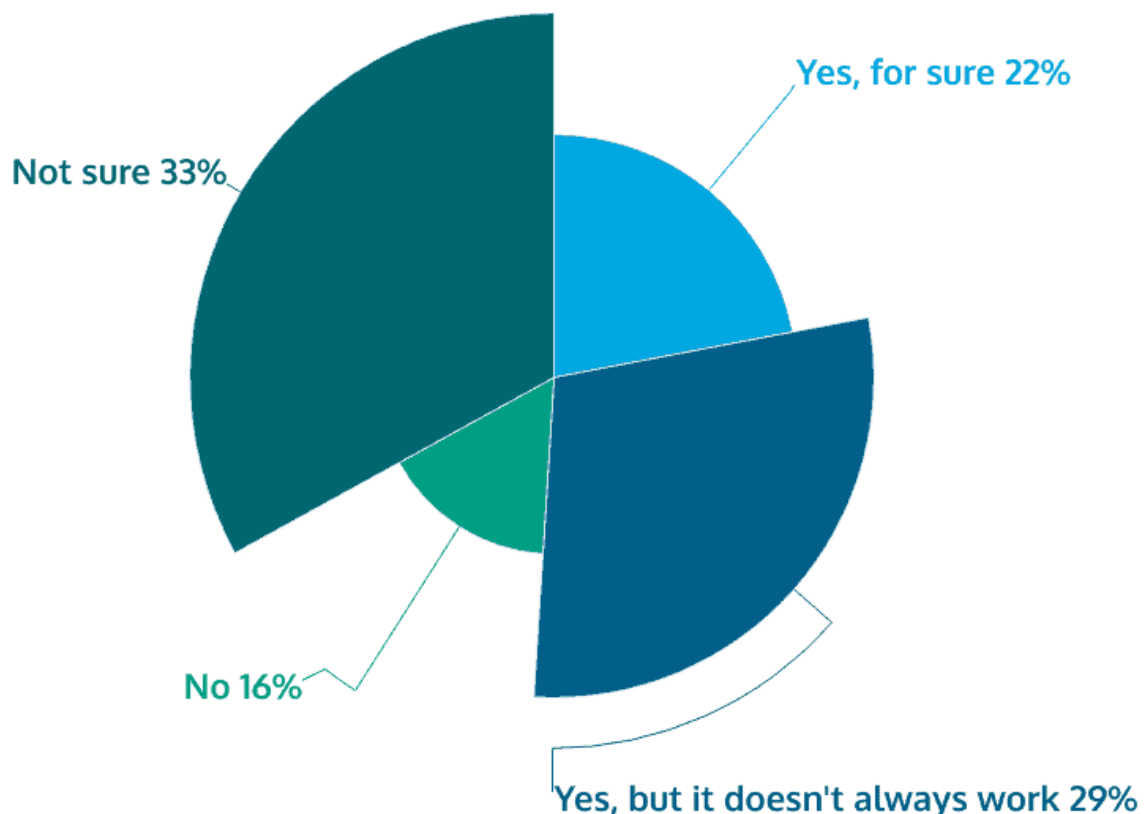
To address every aspect of the gamers' point of view, we asked them if they knew **how casino games' fairness is controlled**.

An overwhelming **74% didn't know** how to respond, while **11%** claimed that **'they are tested'** and **15%** said **'they are tested and monitored'**. The lack of knowledge on how such testing and monitoring is conducted is clear and emphatic, as revealed further in the next responses.

Can Casino Games Be Manipulated?

The two following questions might be the most intriguing part of this survey. First, we asked respondents if they 'believe it's possible to manipulate the game **in their favor** by following strategies published online'.

As we can see below, the conviction that **casinos can be manipulated somehow** in the players' favor **prevails**.

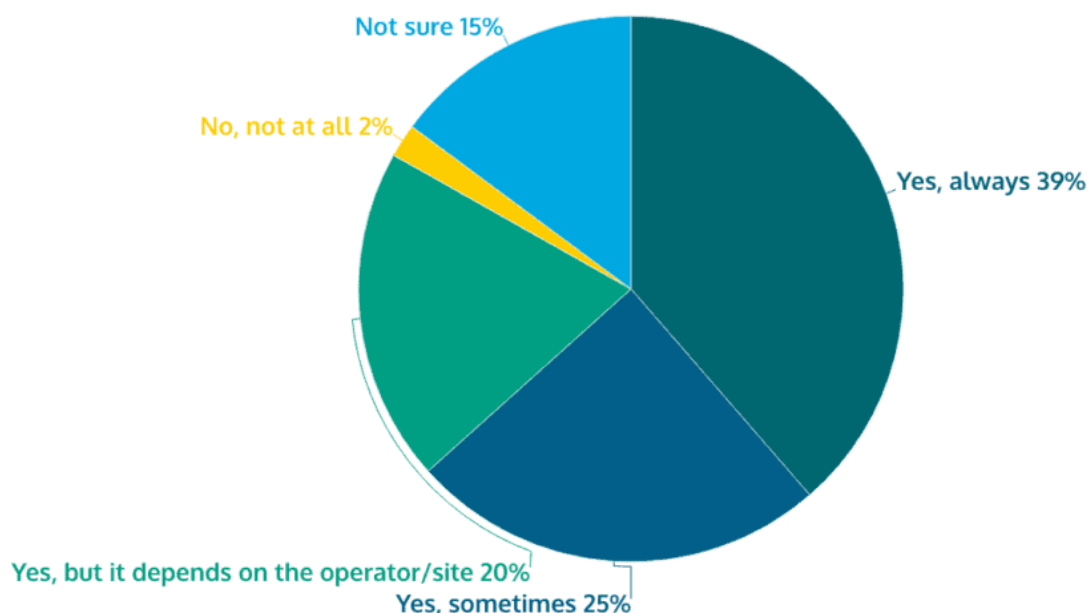


Do you believe it's possible to manipulate the game in your favor by following strategies published online?

A combined **51%** believe that they can manipulate the results of a casino game in their favor by following certain **strategies** – even if it doesn't always work. Furthermore, **33%** are not sure if this is possible or not. Only **16%** agree that **cheating the house** is impossible.

Again, this raises a concern about **misinformation** on gambling, which can jeopardize the players' well-being and, in certain cases lead to **problem gaming**

This brings us to the question if they 'think games can be manipulated **by the casino**'.



Do you think casino games can be manipulated by the casino?

Similar to the previous results, the majority think that operators **can manipulate** games; **39%** believe this happens **always**, while **25%** state this only happens **sometimes**.

It is also interesting how **20%** claim **manipulation depends on the operator**. Indeed, casino websites have been accused of operating illegally or even proven to [not pay out winnings](#) in the past.

The Key Message – Casino Game Outcomes Are Random!

In this scenario, it is important to highlight how real money games are **certified** for fairness.

Game providers use a combination of complex **algorithms**, like [Random Number Generators \(RNG\)](#) or a "[Provably Fair](#)" game technology based on **random hash codes**.

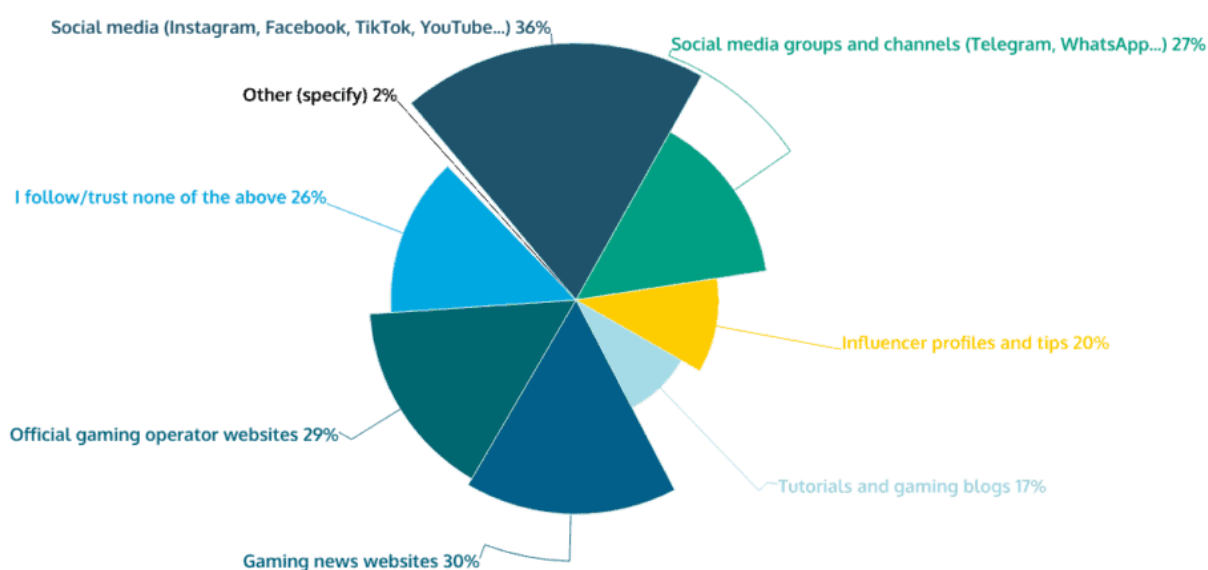
RNG is the **foundation** of online gambling because it helps providers and operators implement **provable transparency** in the game outcomes. These random results are meticulously [tested and certified](#) by laboratories approved by Government **regulators**, according to official **standards**. The process validates and verifies the **trustworthiness** of online gambling platforms and – when passed – should leave no doubt in players.

Simply put, the RNG is a way to ensure **nothing affects the games' results**, but **luck**. In this way, the game outcomes are **unpredictable** and therefore equally **fair** to all participants, making them **not liable to manipulation**.

Evidently, most Brazilian players are **not familiar** with this concept and don't really know if and how casinos guarantee game fairness. It is not mainstream knowledge how online casinos get their operational licenses or how they comply with financial safety, data security or legal standards. This **information gap** naturally contributes to their **skepticism** about real-money game fairness.

Social Media Influence on Casino Gamers – The "Proven" Manipulation Strategies

We asked our respondents 'where they get **reliable information** on casino games', and their answers showed us the predominance of **social media** as the main source of information.

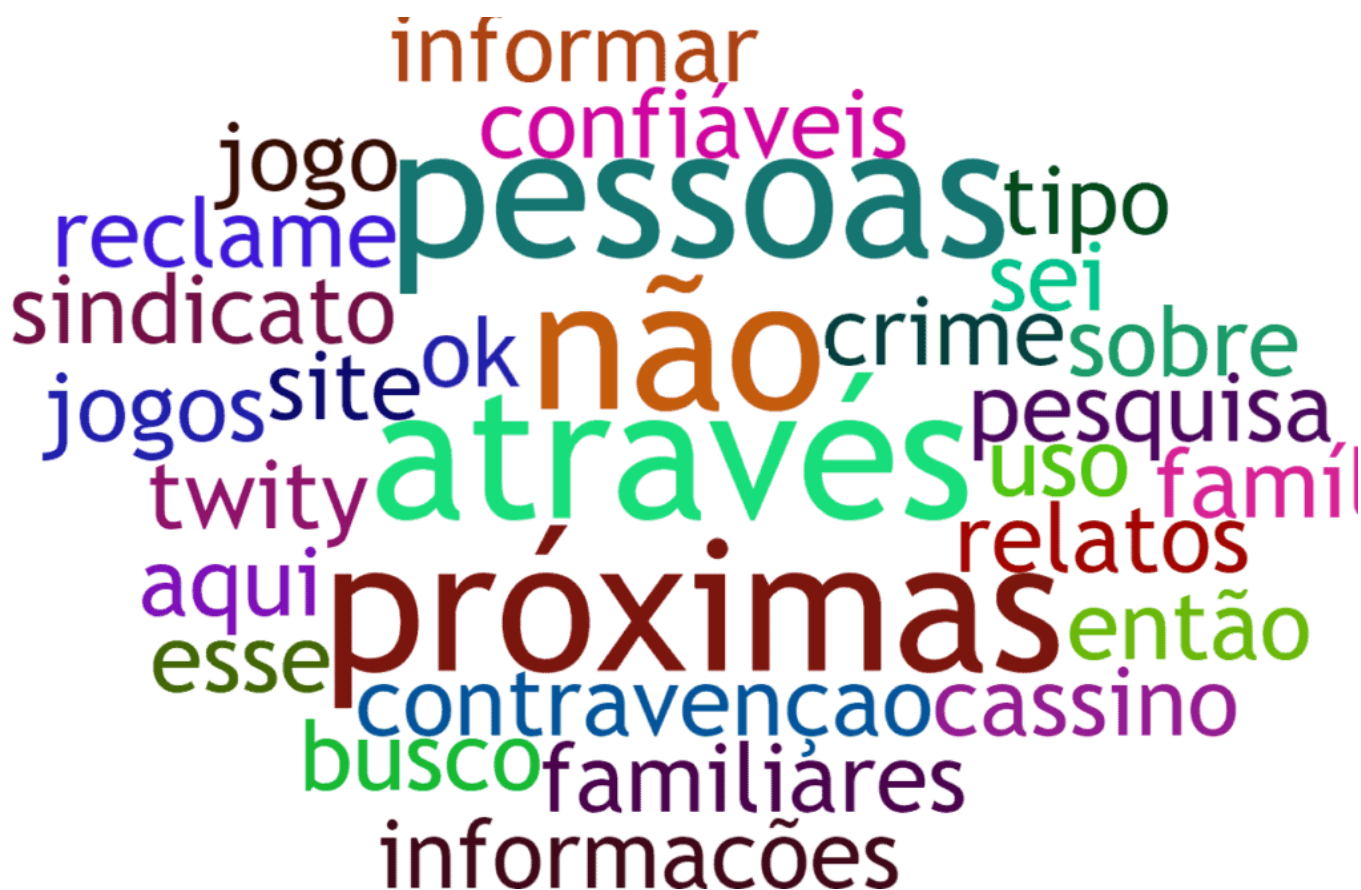


Where do you get reliable information on casino games?

As we can see, **63%** of the respondents use some type of social media to get the information they consider reliable about online betting and casino games – with yet another **20%** going to **influencer profiles** for **tips**.

Compared to these figures, the **gaming news websites** (**30%**) and **official gaming operator websites** (**29%**) hold less sway among Brazilians.

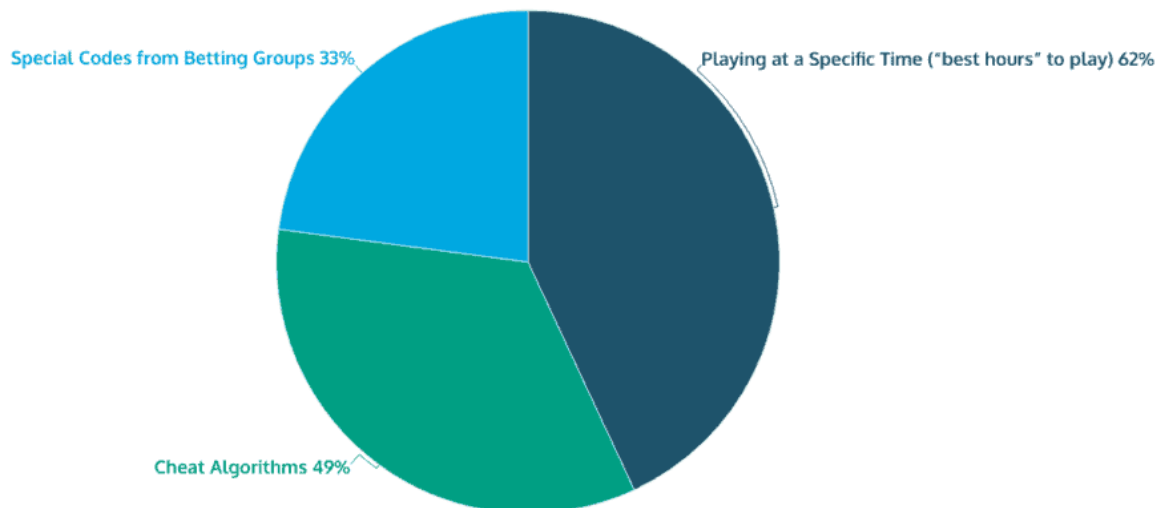
Among the 'other ways' (**2%**) the players mentioned as sources of trustworthy information about casinos, the most common are '**family**', '**friends**', '**reliable people close to me**', and '**online research**'.



The most interesting variable in questioning the integrity of casino games is the "**proven manipulation methods**" – usually spread in **social media**.

Given the popularity of social networks, it almost comes as no surprise that **scammy groups** and influencers that promote **fraudulent websites** and "**ways to manipulate the results**" have arisen. They have become the main sources of this type of **misinformation**, contributing to a dangerous phenomenon that has jeopardized player safety and responsible gambling efforts.

That is why we asked our surveyees 'which manipulation methods they had heard of'.



The fact that **62%** have heard that **playing at a specific time** is a strategy to manipulate the outcomes of the games is plain astonishing.

Cheat algorithms (49%) and **special codes (33%)** are also well-known, confirming the concerns about the industry being perceived as susceptible to manipulation and, therefore, unfair.

This also reveals that Brazilians think they know more about manipulation strategies than about how casino games actually work, [get tested](#), and are monitored.

That is why we also asked if they think influencers alert people enough to **gamble responsibly**, and the answer was clear:

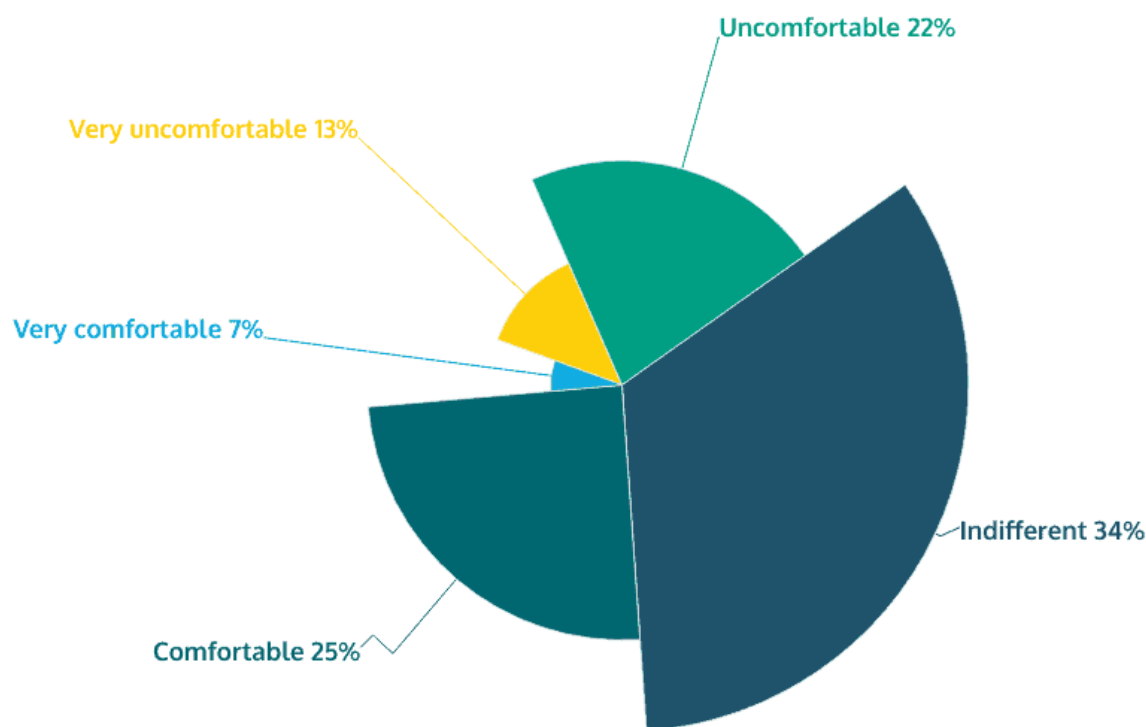
47% think the majority of them **don't alert** people, while **32%** stated that some do, and some don't. At the tail end, few are convinced **they do alert** people (**11%**), while some are **not sure (10%)**.

Ultimately, this shows how the spreading of misinformation makes players more susceptible to falling victim to **online scams**, contributing to an unrealistic perception of gambling fairness.

The Public Sentiment on Gambling Integrity and Safety

To widen our understanding of these players' sentiments, we asked them 'how comfortable they are playing casino games and/or sports betting online'.

The results revealed that the Brazilians have **mixed feelings** about it, with a slight tendency towards being **uncomfortable**.



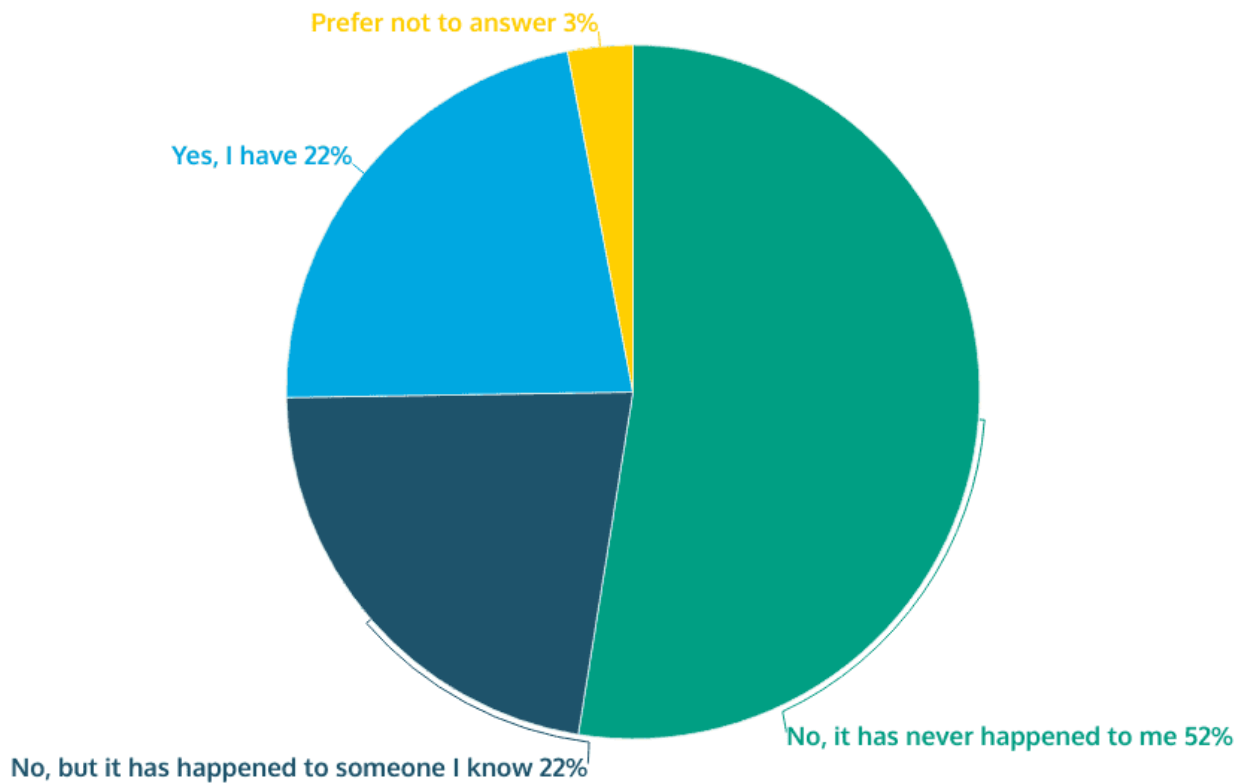
How comfortable you are/would be playing casino games and/or sports betting online?

A combined 35% of the respondents claimed to be 'very uncomfortable' or 'uncomfortable' with it, while 32% (combined) claimed to be 'very comfortable' or 'comfortable' with online gambling. On the other hand, 34% stated that they are **indifferent** to it.

This indicates **low familiarity** of respondents with gambling trustworthiness in general, as well as possibly a **knowledge gap** on the **legal status** or **safety** of online gambling. These can easily lead to a passive or uncertain stance.

As discussed earlier, poor access to **reliable information** makes players **vulnerable** to gambling scams. Media reports or even rumors about those contribute in turn to their skepticism about the fairness of gambling in general.

When asked if they had **ever fallen victim** to a scam involving online games, 52% stated they had **never** been in that position.



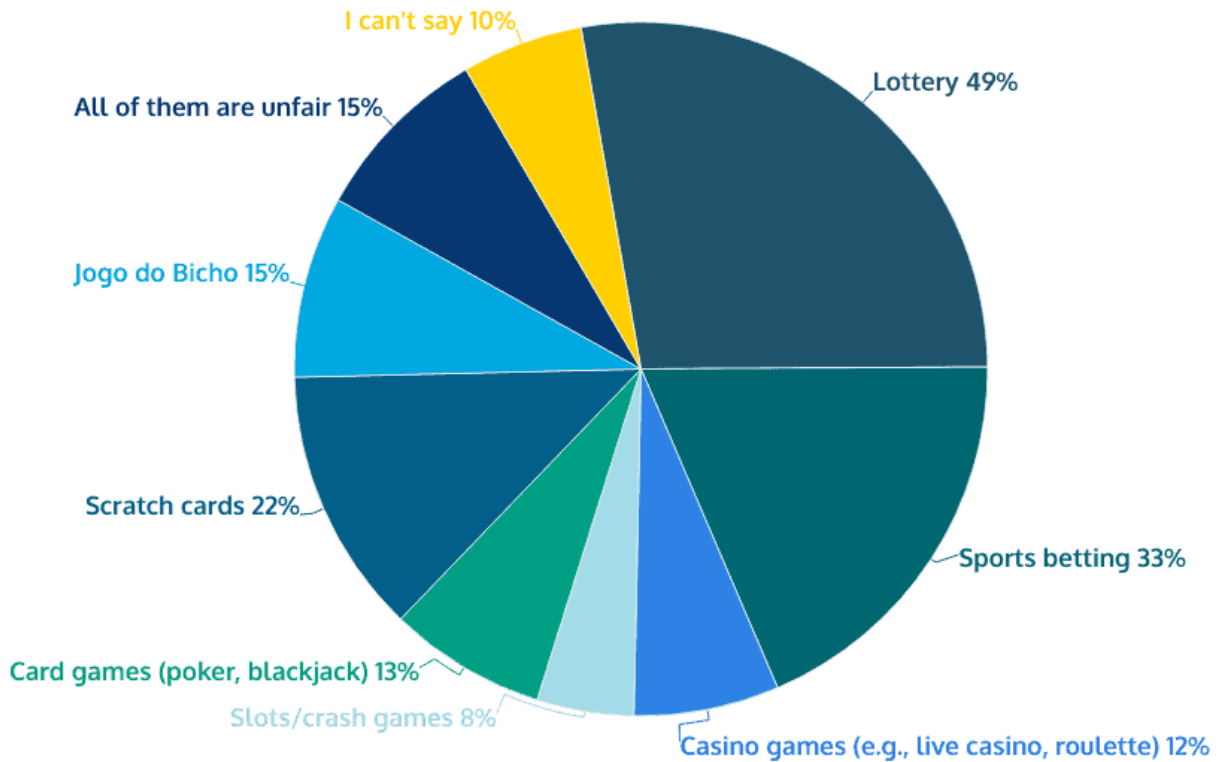
Have you ever fallen victim to a scam involving online games promising substantial profits?

However, **22%** have **been a victim** of a gaming scam, while another **22%** **know someone** who has been a **victim of a scam** or unrealistic promises of significant profits.

The combined **44%** share is not positive news for the industry's reputation, regardless of any actual proof behind these claims. Associating gaming with fraud negatively affects the general perception of the sector's trustworthiness and integrity.

Player Views on Game Fairness

To complete the picture, we asked respondents 'which games they found the fairest, based on their experience'.



Based on your experience, which types of games do you find the fairest?

Not surprisingly, the **lottery** is considered the **fairest** by **49%** of the interviewees, followed by **sports betting** at **33%**.

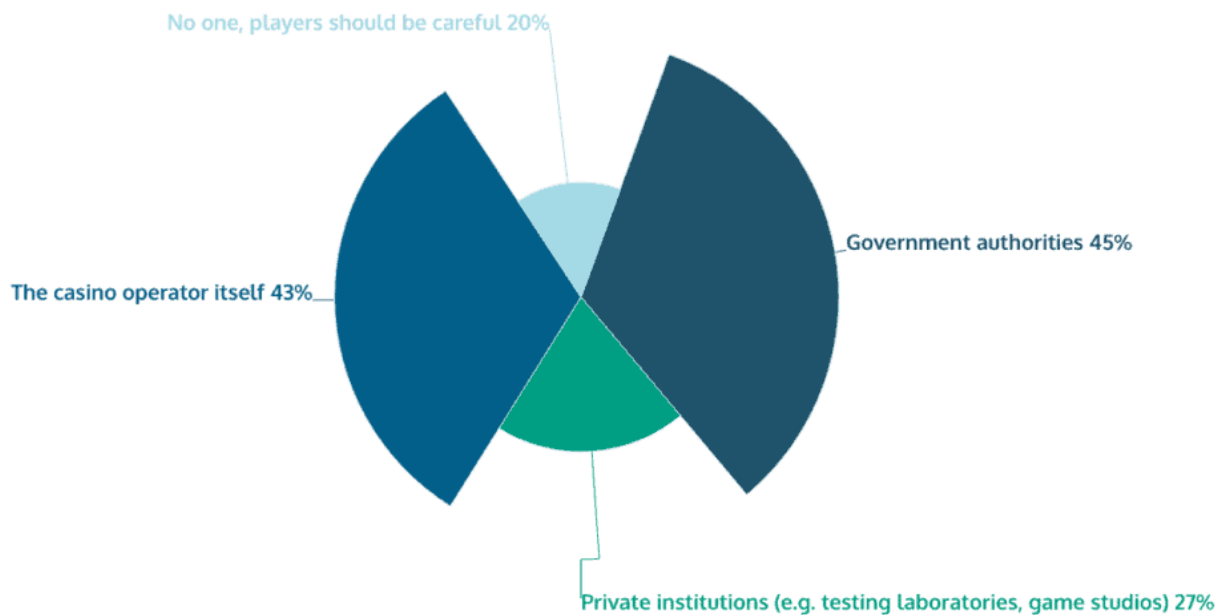
These are also the **most popular verticals** in Brazil (according to our survey, **72%** claimed they bet on lottery and **42%**, on sports betting). They are historically the most **well-known**, with the lottery also considered “traditional” and therefore already **accepted**. Both are already part of Brazilian betting culture – and the lottery is even a government initiative – which contributes to them being perceived as **fairest**.

Although casino games are somewhat less popular among Brazilians, the boom of **slots**, **crash games**, and **live casino** tables has quickly put them on the gaming map.

We see that some respondents used the ‘others’ section to highlight specific game titles – like Aviator and **Fortune Tiger** (this one appeared several times as ‘*jogo do tigrinho*’).

However, as mentioned before, online casino games have been perceived as generally **more risky** by the public – which reveals the challenges for this vertical that industry stakeholders need to address.

Gambling Transparency – Who Is Responsible and How to Improve Game Fairness?



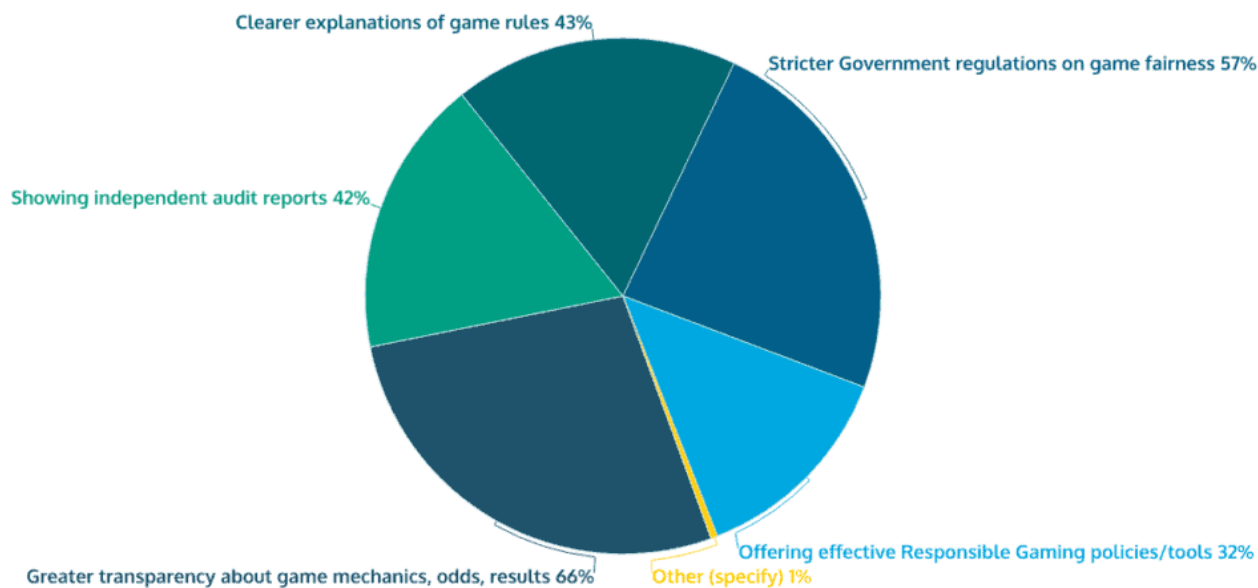
Who do you think is responsible for making casino games fair?

When inquired about whose responsibility it is to make casino games fair, we had a balanced split between **Government authorities (45%)** and **casino operators (43%)**.

Related **private stakeholders (27%** for the likes of testing labs and game studios) are also deemed responsible for ensuring games are fair and trustworthy.

On the other hand, it is interesting to note that **20%** still think **players** should be the **only ones** accountable for their own safety and protection while gambling.

This mentality is also reflected in their answers to 'what actions they believe can improve their perception of fairness in casino games'.



What actions do you believe can improve your perception of fairness in casino games?

66% consider that the **main action** to improve their perception of fairness should be more **transparency** on game mechanics, odds, and results.

Again, this stresses the **knowledge gap** among Brazilians about the very nature of real-money games and the need for **reliable information** that will make the industry be perceived as **trustworthy**.

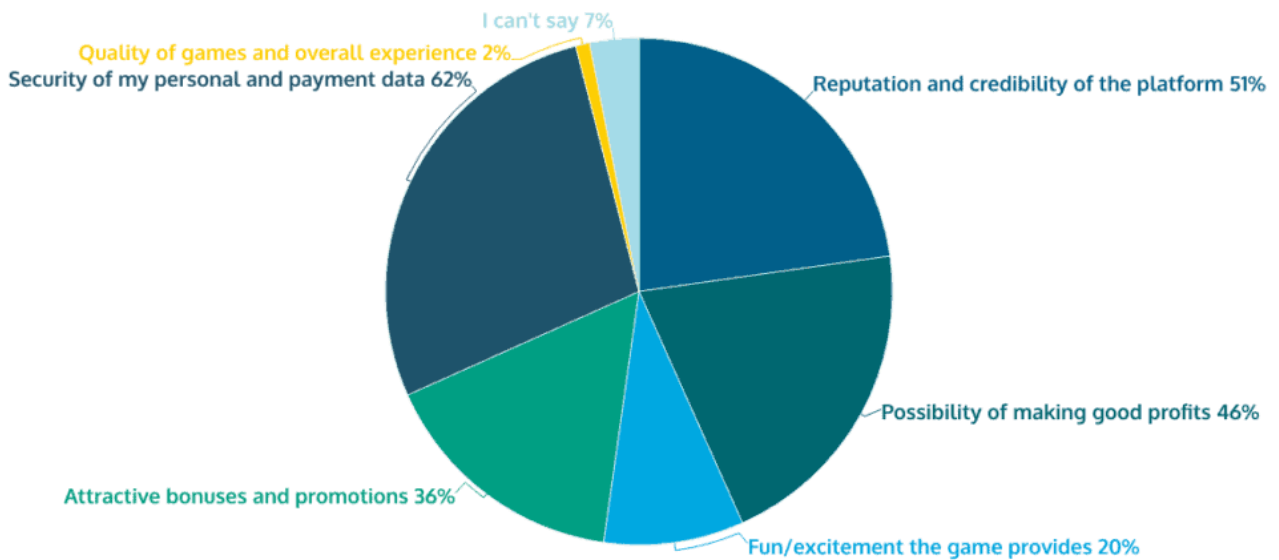
Over half of respondents (**57%**) point to the need for **stricter regulations** by the government, followed by a **clearer explanation** of game rules (**43%**), independent **audit reports** (**42%**), and effective **Responsible Gaming policies** (**32%**). This priority list confirms our previous conclusions about the [gambling regulation](#) that Brazilians, in general, are in favor of a clear and possibly stricter **regulatory framework** for iGaming.

Some interesting points came up in the 'other' (**1%**) measures players see as conducive, such as '**open code**', '**bonus/promotions**', and '**combatting money laundering and results manipulation**'.

All of the above indicate a belief that there is a wide range of tech-based and legislative options on the table. Players are genuinely interested in seeing advancements in the sector that can improve their **gaming experience**, especially if they ensure a **sense of protection** and **fairness**.

Key Qualities of Trusted Online Gaming Platforms

We asked the surveyees 'what is most important to them in an online gaming platform', and **62%** stated it is the **security** of their **personal** and **payment** data.



What is most important to you in an online gaming platform?

Reputation and credibility of the platform were considered important by **51%** of the players, even if that is a very subjective metric, as we have seen so far. Only behind these two, we see the importance of (possibly) making **good profits (46%)**, attractive **bonuses and promotions (36%)**, and **fun/excitement (20%)**.

Payment security was also mentioned a few times in the open-question section, along with 'best **bonuses**', and 'good **gameplay**' – highlighting the value of user-friendly **UX** and the **sense of security** Brazilian gamers perceive.

Brief Profile Overview

The **profile** of survey respondents was very **diverse**. We had **52% female** and **48% male**. All were between **18 to 75 years** old, with a dominant share of those between **25 to 40 years old (37%)**.

In terms of place of residence, the majority of respondents come from the **Southeast (45%)**, with **43%** living in **state capitals**. **São Paulo** was the most represented state (**27%**), followed by **Rio de Janeiro** and **Minas Gerais**, both with **9%** of respondents.

Their educational background tells us that **49%** have **completed a university degree**, while **45%** have completed **high school**.

The above factors also impact the socioeconomic status of interviewees, with the majority being part of **middle-class C (32%)** and **upper-middle-class B (25%)**.

These indicators enrich the **socioeconomic context** of the responses and, ultimately, offer enough evidence that the perceptions we analyzed form a solid pattern across all demographics and social groups.

Lessons on Perceived Fairness and the Challenges Ahead

Since the majority of Brazilian gamblers perceive the real-money gaming sector as not quite fair, the industry struggles to prove and uphold its integrity and trustworthiness.

The challenges come from several angles, as highlighted by our respondents:

- Improving **transparency** on how casino games are **controlled** and **monitored** – including gaming mechanics, rules, and odds;
- Ensuring effective implementation of a gambling **regulation** that **prevents scams** and **fraud** – including social media channels and **advertising standards**;
- Addressing the players' **knowledge gap** about the industry in pragmatic ways;
- Providing more effective tools and initiatives for **responsible gambling**.

To enable this reputational shift, all stakeholders – regulators, operators, and consumer groups – must work together to build public confidence through **transparency** and enhanced **player protection**. Educating the public about concepts like RNG, game certificates, operator licenses, as well as legal safety nets can help lead the **market** toward **maturity** and improve **consumer confidence**.

Promoting responsible gambling practices and combatting misinformation are just as important steps toward reshaping the public perception of fairness in gambling.