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Gambling Alert - September 9, 2022



Wager small, lose big?

The rapid rise of micro betting raises concerns about gambling addiction increasing

ATLANTIC CITY, N.J. — With legal sports betting in its fifth year in much of the U.S., things are getting much more intense, with increasing ways to bet and more opportunities to rapidly win — and lose — money.

When the defending Super Bowl champion Rams kick off the NFL season Thursday night against the Bills, 31 U.S. states plus Washington, D.C., will offer legal sports betting. A record 46.6 million Americans say they plan to bet on the upcoming NFL season, up 3% from last year, according to the American Gaming Association.

This is due to the rapid rise of so-called microbetting, the ability to place wagers on outcomes as narrowly targeted as whether the next play will be a run or a pass, how many yards will it gain, or whether the drive results in a punt, a touchdown, a turnover or something else.

It's the fastest-growing segment of legal sports betting, and while it encourages sportsbooks, it has those who treat compulsive gambling worried that the opportunity to make rapid-fire bets, one after the other

over the course of a three-hour game, will create new problems for gamblers or worsen the addiction of those who already have a problem.

Micro betting is an incredibly fast way to rack up wins —and losses.

Keith Whyte, executive director of the National Council on Problem Gambling, said people placing micro bets are at higher risk of developing a gambling disorder.

“The ability to place more bets, more quickly is a risk factor for any type of gambling,” he said. “Now with micro betting, impulsivity and instant gratification is promoted as a selling point.” [READ](#)

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Illinois Church Action on Alcohol and Addiction Problems | 1132 West Jefferson, Springfield, IL 62702

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