



CASINOTEMPEN

Survey Study of the Swedish Casino Market 2024

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About the Survey



Collection Method and Analysis

The fieldwork and analysis of the survey were conducted by Reflect Företagsutveckling AB - an independent research institute. The study was carried out in a nationally representative web panel provided by Norstat, in which 3 871 individuals chose to respond to the survey. Among these, 444 had played both casino and betting, 175 had played casino games but not placed bets, and 407 had played betting but not casino. Finally, 522 individuals chose to respond to the survey regarding casinos, and 504 to the betting survey, totaling 1 026 respondents.

To ensure the most accurate estimation of the proportion of online casino players in Sweden, the proportions were weighted according to gender and age to correct any biases on differences in propensity to click on the survey link (participate in the survey).

The screening revealed that 22% of Swedes are betting players ($851 / 3\,871 = 22\%$) and that 16% are casino players ($619 / 3\,871 = 16\%$).

About the Survey



Background

Raketech's **CasinoFeber** aims to gain increased knowledge about the online casino market and its players. The goal is to make the market more transparent and honest by learning more about the target audience, while also addressing existing issues. A similar survey was conducted by them in 2022.

Target Population

The target population of the survey consisted of individuals aged 18 to 75, who in the past 12 months have done any of the following:

- 1) Played online casino
- 2) Placed bets online

Time period

The fieldwork was conducted 2024-04-03 – 2024-04-20.

Facts About the Survey

- A total of 1 026 individuals participated in the survey, of whom 444 had played both casino and placed bets in the past 12 months, 175 had played casino but not betting, and 407 had placed bets but not played casino games.
- The survey was conducted by Reflect Företagsutveckling AB – an independent research institute.
The survey was carried out in a nationally representative web panel, with 522 individuals responding to the part of the survey regarding casinos and 504 to the part regarding betting.
- The fieldwork (data collection) was conducted over 17 days, 2024-04-03 – 2024-04-20.

Alternative Languages

- [Swedish Version](#)



ONLINE CASINO PLAYERS

Target Group 1: Individuals who play online casino (have played in the last 12 months)

Online Casino Players Overview

Target Group 1: Individuals who play online casino (have played in the last 12 months).

1 in 6 Swedes Play
Online Casino

54% play online casino at least once a month.
30% play for less than 100 SEK per month, while 18%
play for 1 000 - 10 000 SEK per month



68% **LeoVegas** is the most well-known
online casino

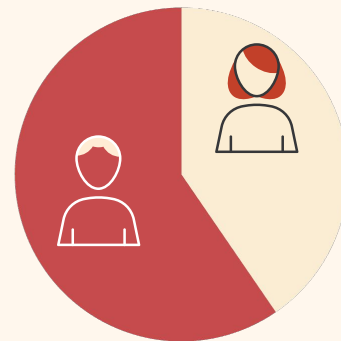


29% **Svenska Spel** has the most Swedish
players



4.06 **ATG** has the highest user rating

60%
of the players are men



"Good chances of winning"

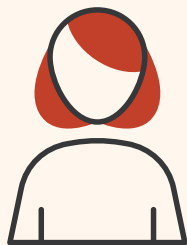
Is the most important factor for casino players when
choosing where to play

43% sometimes or often suspect that
the outcomes at Swedish casinos are
manipulated

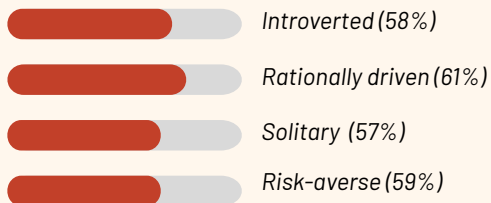
48% of Swedish players prefer slots



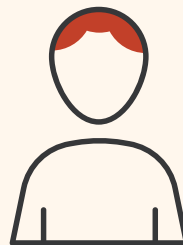
The Online Casino Player



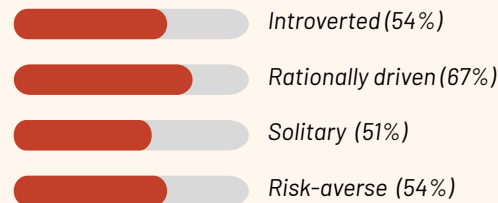
Personality



Average Age: 39 years
Marital Status: Living with a partner (31%)
Education: College/University (48%)
Employment: Full-time (57%)
Monthly Income: 20 - 30 000 SEK (27%)



Personality



Average Age: 42 years
Marital Status: Married/Registered partnership (30%)
Education: College/university (48%)
Employment: Full-time (67%)
Monthly Income: 30 - 40 000 SEK (34%)

About Online Casino Players



Gender	%	Amount
Female	40%	211
Male	60%	311

Age Group	%	Amount
18-35	41%	214
36-49	29%	152
50-75	30%	156

Education	%	Amount
College or university, at least 3 years	31%	157
College or university, less than 3 years	17%	89
High school education	45%	231
Primary school education or lower	7%	36

Income (Monthly Salary)	%	Amount
0 - 10 000 SEK	6%	30
10 001 - 20 000 SEK	12%	64
20 001 - 30 000 SEK	19%	98
30 001 - 40 000 SEK	26%	136
40 001 - 50 000 SEK	15%	76
50 001 - 70 000 SEK	7%	38
70 001 - 90 000 SEK	2%	9
90 001 +	1%	3
Unknown/Prefer to not disclose	13%	68

About Online Casino Players



Economy	%	Amount
I can afford to buy what I want and still have money left to spend	17%	90
I have a good economy and can sometimes indulge myself	33%	171
My financial situation isn't bad, but not good either	20%	105
I have a strained financial situation, but I manage if I plan my budget	17%	89
My expenses are often bigger than my income and I constantly struggle to make ends meet	8%	42
Unknown/Prefer to not disclose	5%	25

Employment	%	Amount
Full-time employed	63%	327
Part-time employed	9%	48
Studying	9%	45
Retired / Disability pensioner	9%	45
Self-employed	5%	25
Job seeker	3%	15
Long-term sick leave	1%	6
Other	1%	5
Homemaker	1%	3
Prefer to not disclose	1%	3

About Online Casino Players



Extroverted <-> Introverted	%	Amount
Extroverted	44%	232
Introverted	56%	290

Social <-> Solitary	%	Amount
Social	46%	242
Solitary	54%	280

Rationally <-> Emotionally driven	%	Amount
Rationally	64%	336
Emotionally	36%	186

Risk-seeking <-> Risk-averse	%	Amount
Risk-seeking	44%	230
Risk-averse	56%	292

About Swedish Online Casino Players



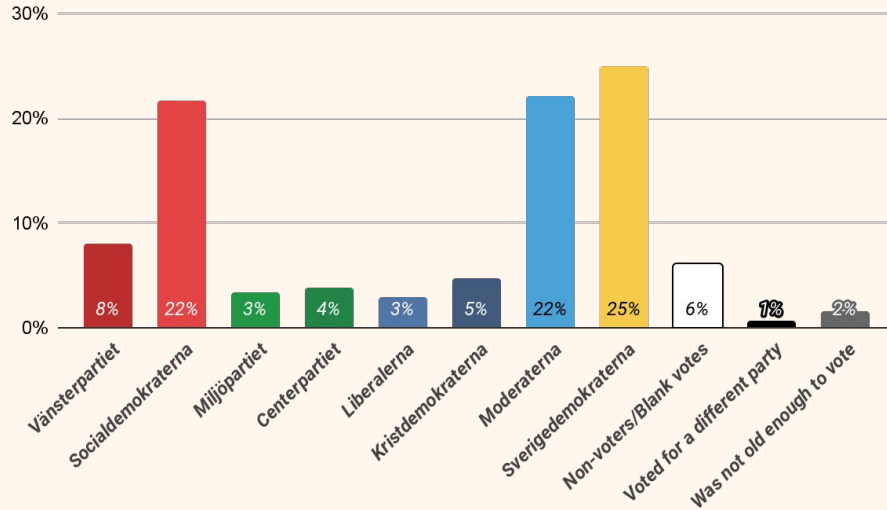
Marital Status	%	Amount
Single	29%	150
Married / Registered partnership	29%	150
Living with a partner	28%	148
In a relationship	11%	56
Prefer to not disclose	2%	8
Widow / Widower	1%	5
Other	1%	5

Children at Home	%	Amount
No children	56%	291
1 child	19%	101
2 children	17%	90
3 children	6%	29
4 or more children	2%	11

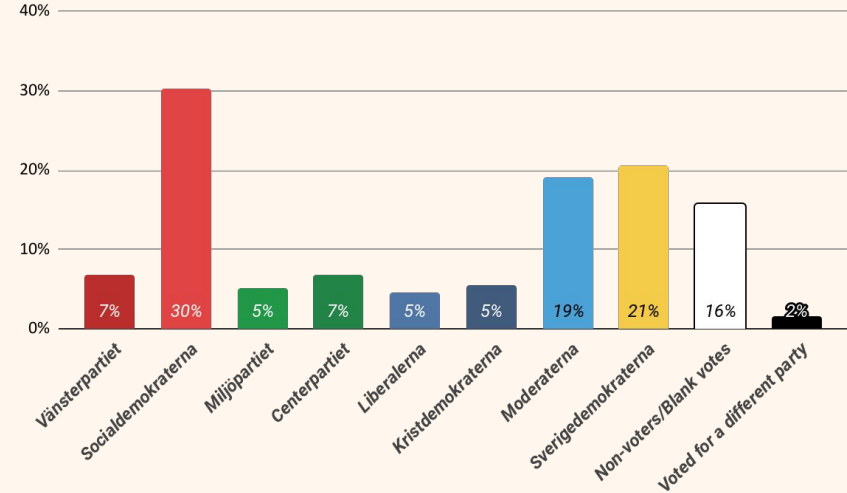
About Swedish Online Casino Players



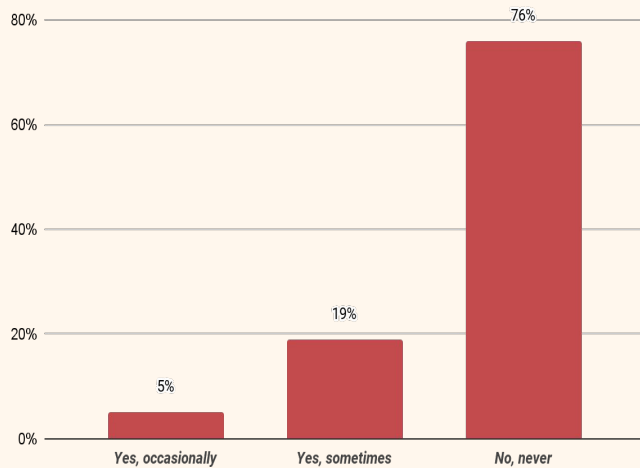
Party Affiliation According to Our Survey



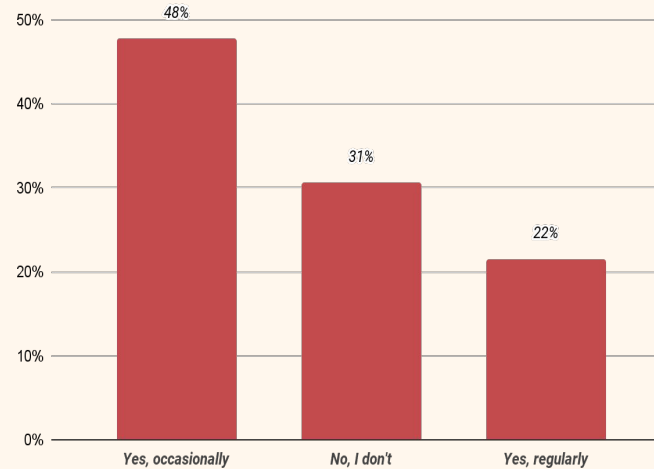
The 2022 General Election Results



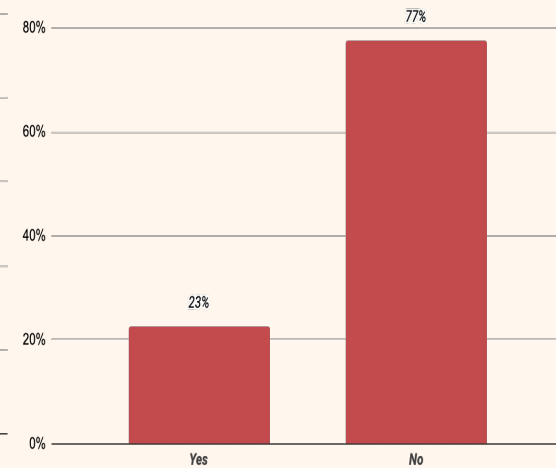
Personal Questions for Casino Players



Do you play online casino games during working hours? (Excluding unpaid lunch breaks)



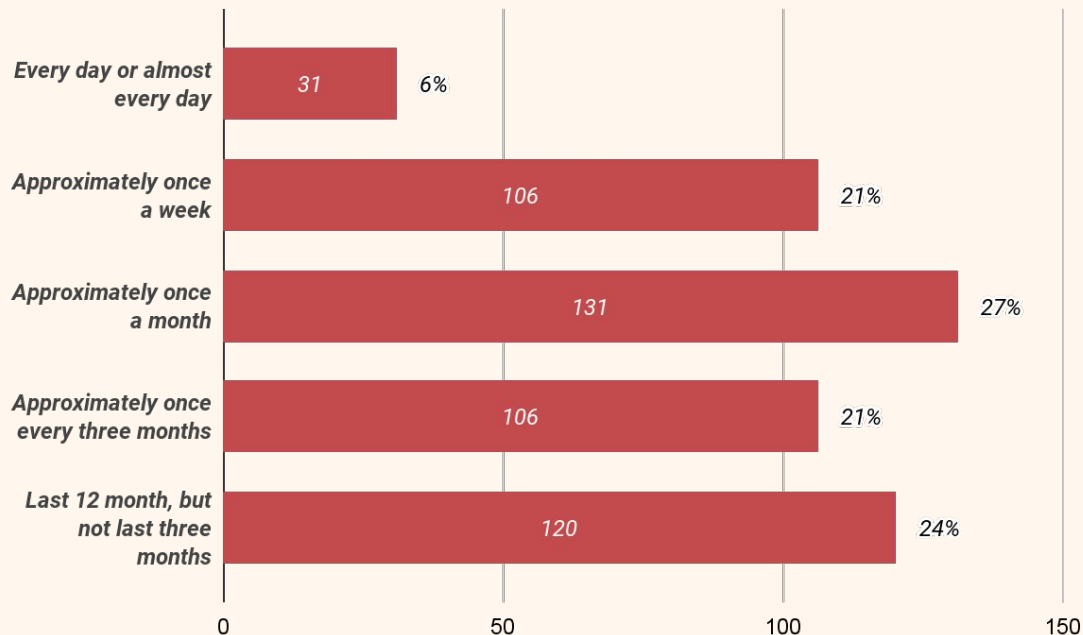
Do you donate money to charity?



Have you ever been diagnosed with any type of mental illness in your life?

Gaming Frequency

Approximately, how often do you play online casino games (such as roulette, blackjack or slot machines)?



More Details

Among the online casino players, 54% play at least once a month.

8% of the men and 5% of the women play every day.

In the age group 50 - 75 years, 10% stated that they play every day. However, in the same age group, it was also the highest number who stated that they had not played in the last quarter.

More men than women play online casino, but among those who play, the gaming frequency does not differ significantly between the genders.

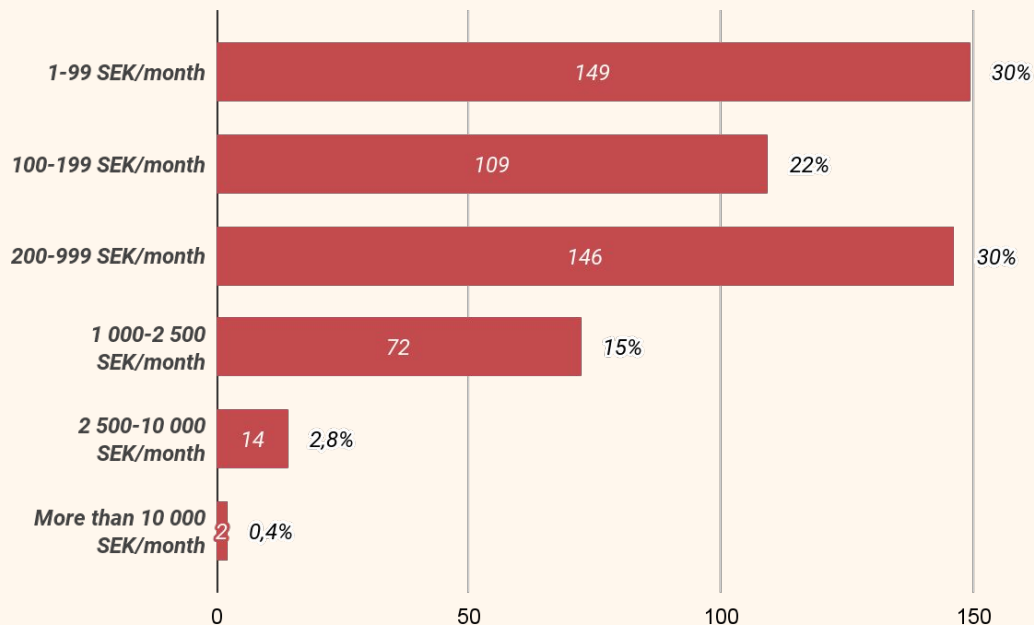
Response Options: Single choice

Number of Responses: 522 - of which 28 responded "Unknown / Prefer to not disclose"

Target Group: 1 - Online casino players

Monthly Wagering

How much do you typically wager on online casino games per month?



More Details

The most common sum to gamble for is less than 99 SEK per month or between 200 - 999 SEK per month. Only about 18% indicated that they gambled for 1 000 SEK or more per month.

Individuals over 50 years of age generally gamble for larger amounts than the younger participants of the survey. In the age group 50 - 75, it is most common to gamble for 200 - 999 SEK per month, while the younger age groups gamble for less than 100 SEK.

Among the women, most gamble for less than 100 SEK, while it was more common among the men to wager 200 - 999 SEK per month.

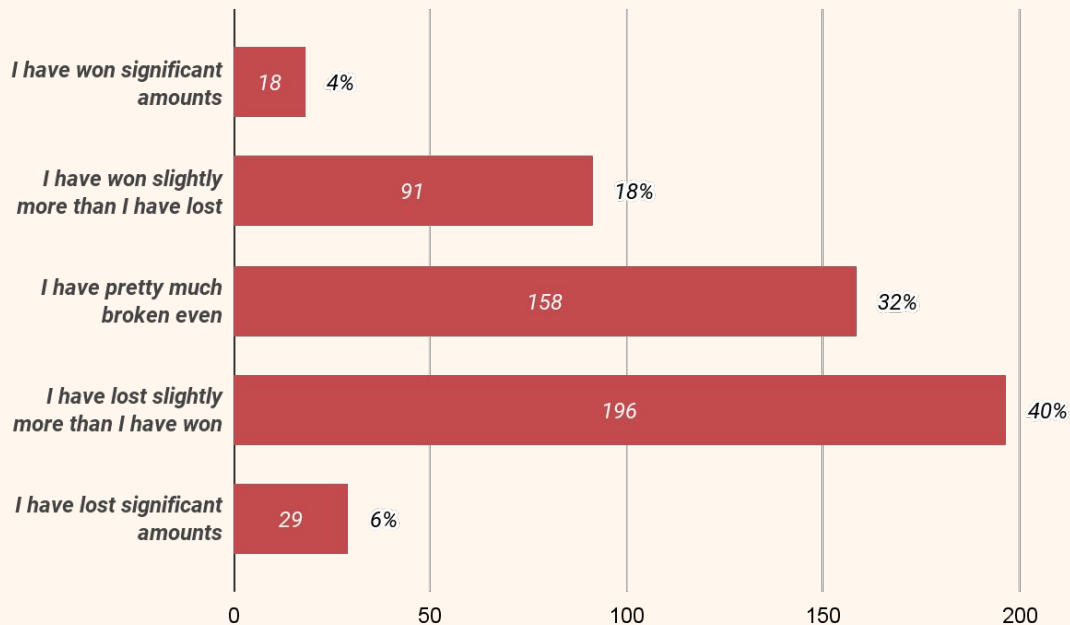
Response Options: Single choice

Number of Responses: 522 - of which 30 responded "Unknown/Prefer to not disclose"

Target Group: 1 - Online casino players

Winning or Losing

Thinking about the past 12 months, what best describes your combined wins and losses at online casinos?



More Details

Most indicate their losses being slightly larger than their winnings during their last 12 months of online gambling.

About a third have experienced breaking even, while only 4% claim to have won significant amounts.

Among the women, however, it is more common to feel as if they have broken even.

It is however important to remember that these answers are based on the players beliefs and experiences. Statistics show that most lose more than they win.

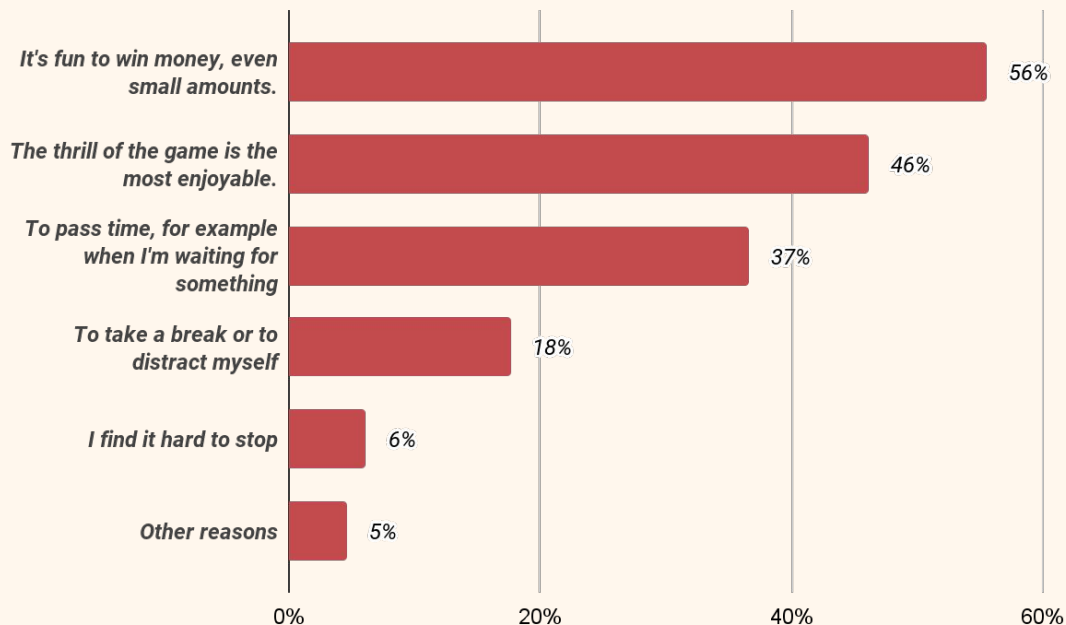
Response Options: Single choice

Number of Responses: 522 - of which 30 responded "Unknown/Prefer to not disclose"

Target Group: 1 - Online casino players

Motivation

What would you say are the main reasons for playing casino online? You may select three options.



More Details

The most common reason for playing casino online is the enjoyment of winning money, even if it's in smaller amounts. However the thrill is also a common motivation behind online casino gambling.

Those choosing "other" stated, among other things, that they wanted to try it out or found it fun to play alongside others.

The motivation behind online gambling varied slightly between different age groups. In the age group of 36 - 49, excitement was the main reason.

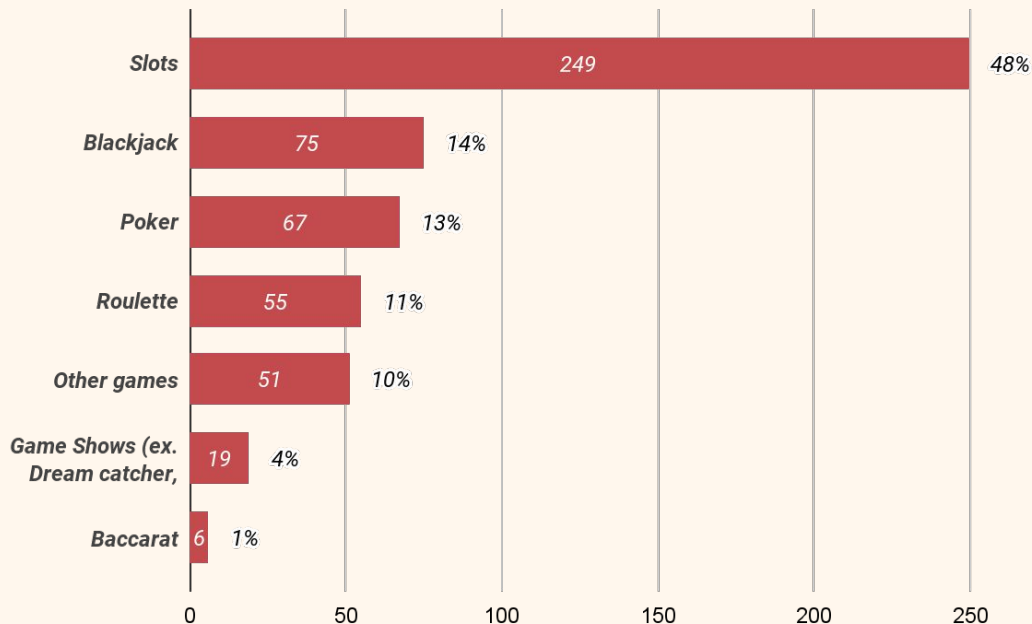
Response Options: Multiple choice

Number of Responses: 522

Target Group: 1 - Online casino players

Favorite Casino Game

Which type of casino game do you prefer to play?



More Details

Slots, with or without jackpots, are undoubtedly the most preferred game among casino players. 28% prefer regular slot machines, while 20% prefer slot machines with jackpots.

For the classic table games, the results presented here are for both the live versions and the computerized versions.

Women prefer slot machines more so than men. Among women, 54% chose slot machines as their favorite game, while among men, it was 43%.

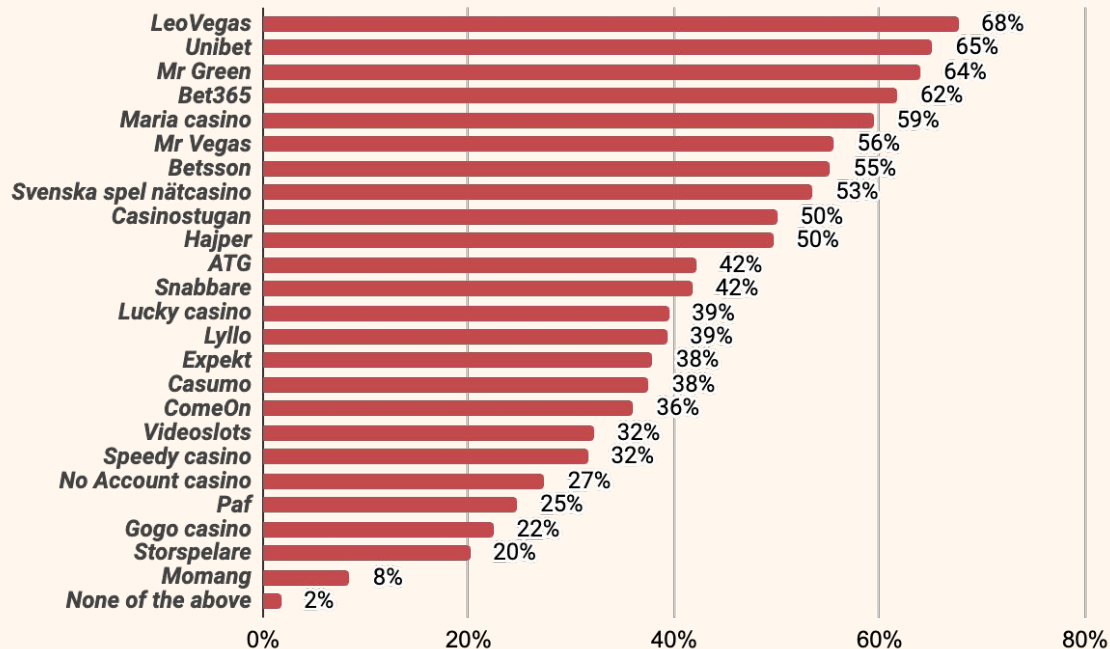
Response Options: Single choice

Number of Responses: 522

Target Group: 1 - Online casino players

Site Awareness

Which of these casino sites have you heard of?



More Details

Leo Vegas is the casino most of the participants in our survey had heard of. Close behind are Unibet, Mr Green, Bet365, and Maria Casino.

50% of respondents say that they are aware of 10 or more sites. 3.4% say they are familiar with all 24 casino sites.

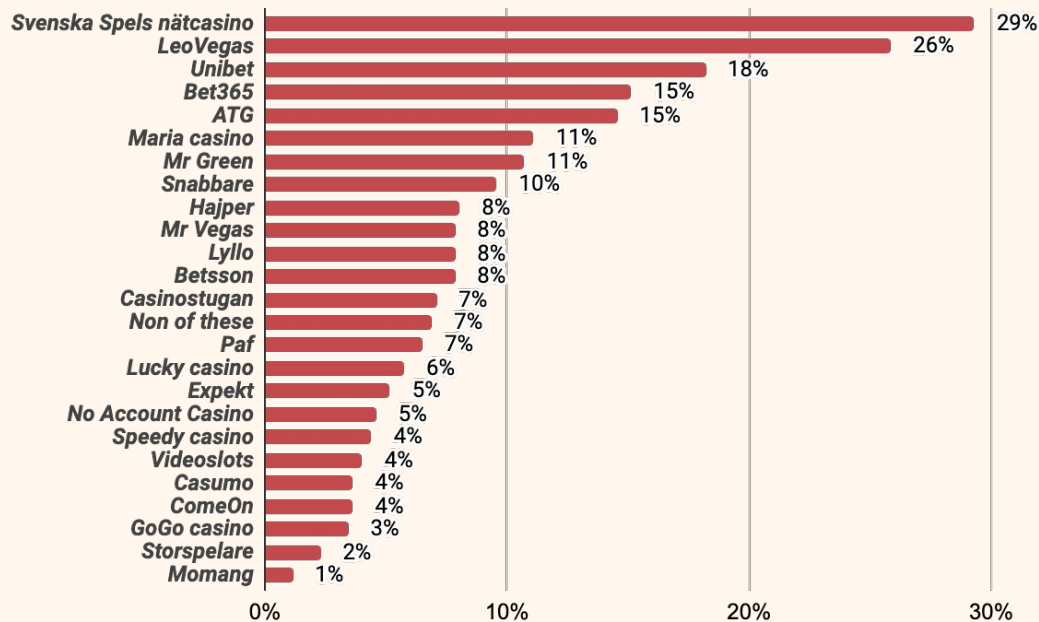
Response Options: Multiple choice, hence the graph exceeds 100%

Number of Responses: 522

Target Group: 1 - Online casino players

Site Gaming

Which of these online casino sites have you played at during the last 12 months?



More Details

Svenska Spels online casino is where most people have played, shortly after comes LeoVegas. Momang casino, also owned by Svenska Spel, ended up at the very bottom of the list.

Most casino players (just over 60%) gamble on only one site. Others have played multiple casinos in the last 12 months.

2 sites - 16%

3 sites - 8%

5 or more - 11%

10 or more - 3%

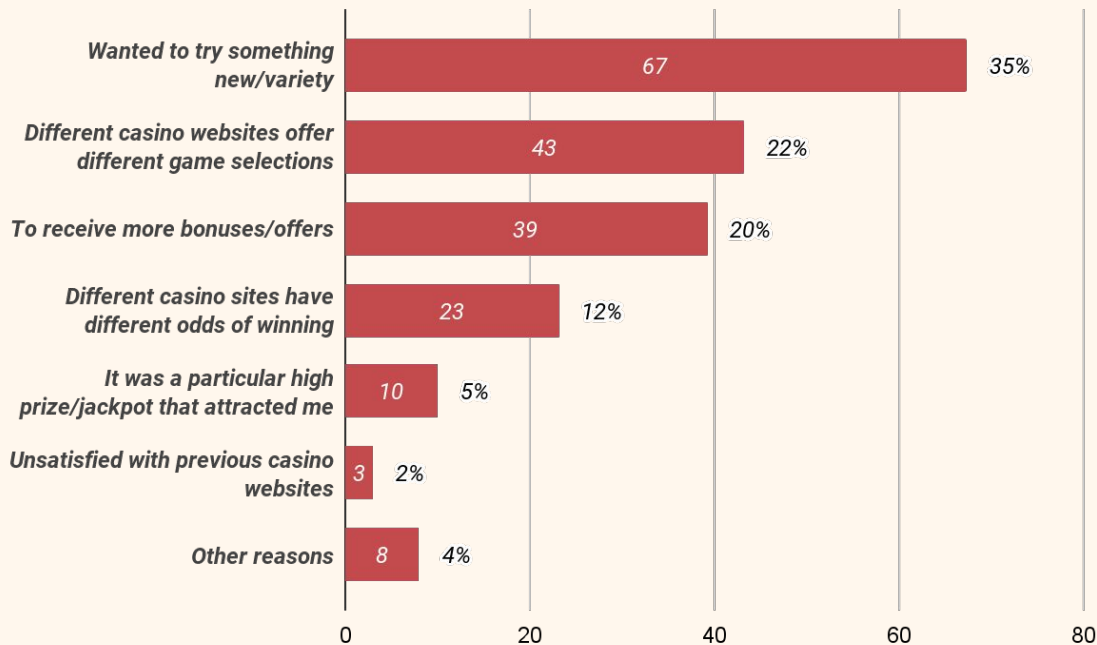
Response Options: Multiple choice, hence the graph exceeds 100%

Number of Responses: 522

Target Group: 1 - Online casino players

Multiple Casino Accounts

What is the primary reason for playing at multiple casino sites?



More Details

203 participants stated that they had been playing at more than one site in the last 12 months. The most common reason for this was variety or to try something new.

It was more common among men than women to try out new sites for the sake of receiving bonuses.

Among the younger players, bonuses were a big reason to play at new sites, while few of the older players selected bonuses as a reason.

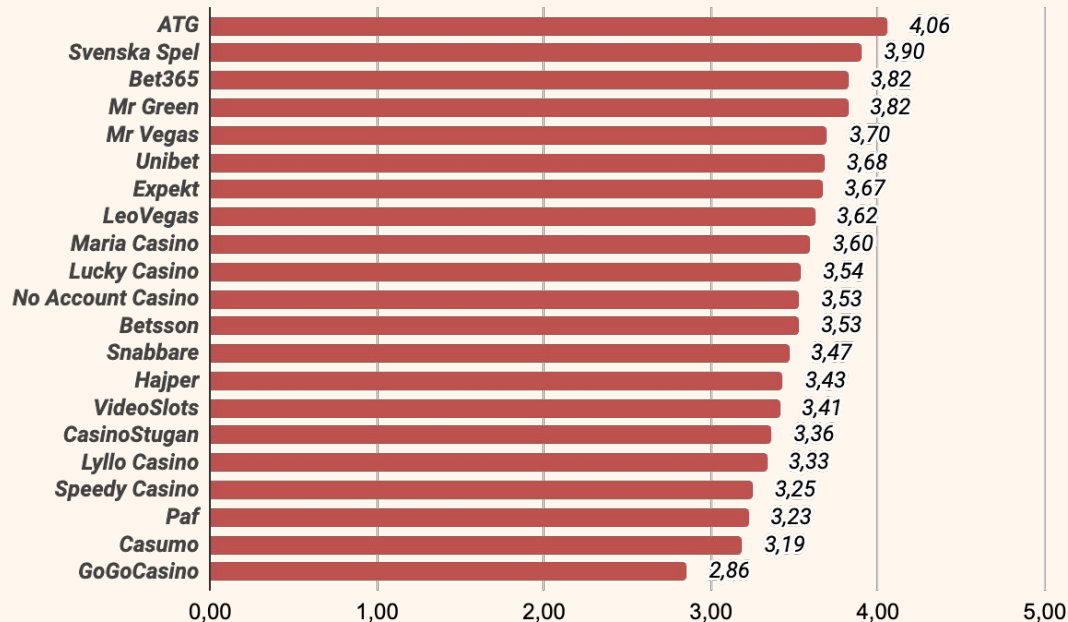
Response Options: Single choice

Number of Responses: 203 - of which 10 responded "Unknown / Prefer to not disclose"

Target Group: 1 - Online casino players

Site Ranking

We would now like you to rate some of the casino sites you have played on. Please rate the casinos on a scale from 1 to 5, where 5 is very good and 1 is very poor.



More Details

In this graph, sites with fewer than 10 ratings have been excluded.

When all casinos were included, Momang received the highest rating with 4.75. However, since only six individuals had played there and could provide a rating, we chose to exclude Momang to present a more accurate picture.

In our previous survey, Maria Casino received the highest rating. This time however, Maria Casino ranked 13th.

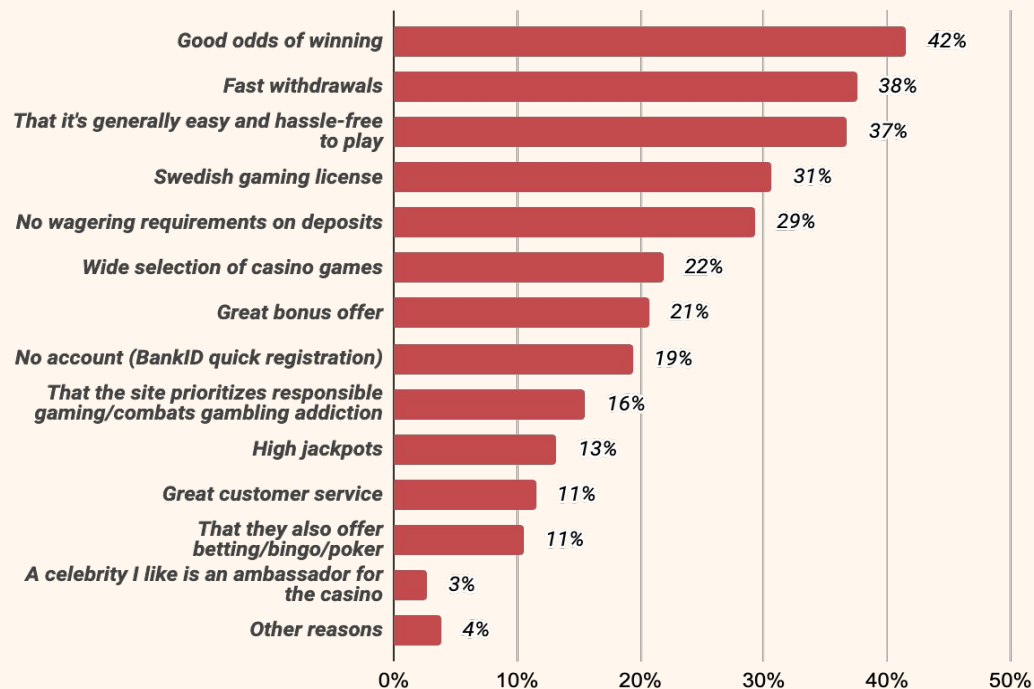
Response Options: Rating (1-5), and Don't know

Number of Responses: 522 - sites with less than 10 ratings are excluded

Target Group: 1 - Online casino players

Site Selection Criteria

What are the most important factors when choosing an online casino site to play on? You may select up to five options.



More Details

Good odds of winning are the most important criteria for Swedish online casino players. Which is interesting data since these odds are the same at all Swedish casinos.

Among men, a Swedish gaming license was the third most important factor on the list, whereas among women, it ranked fifth.

Among those who stated "other reasons", it was most common that there were no particular reason.

Response Options: Multiple choice

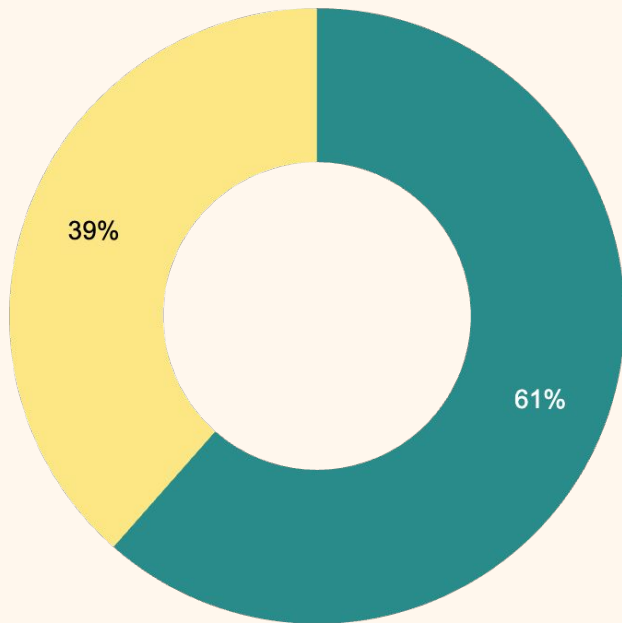
Number of Responses: 522

Target Group: 1 - Online casino players

Checking for License

Do you know how to check if an online casino site has a Swedish gaming license?

- No
- Yes



More Details

The majority (61%) of online casino players do not know how to check whether or not an online casino has a Swedish gaming license. In the age group 50 - 75 years, as many as 72% answered no.

Among those who stated that they played for 2 500 SEK or more per month, however, more (56%) knew how to see if the site had a Swedish license.

In Spelinspektionen's report on the public gaming, only 9% knew how to check this. Therefore, casino players seem to be more informed than those who gamble in general.

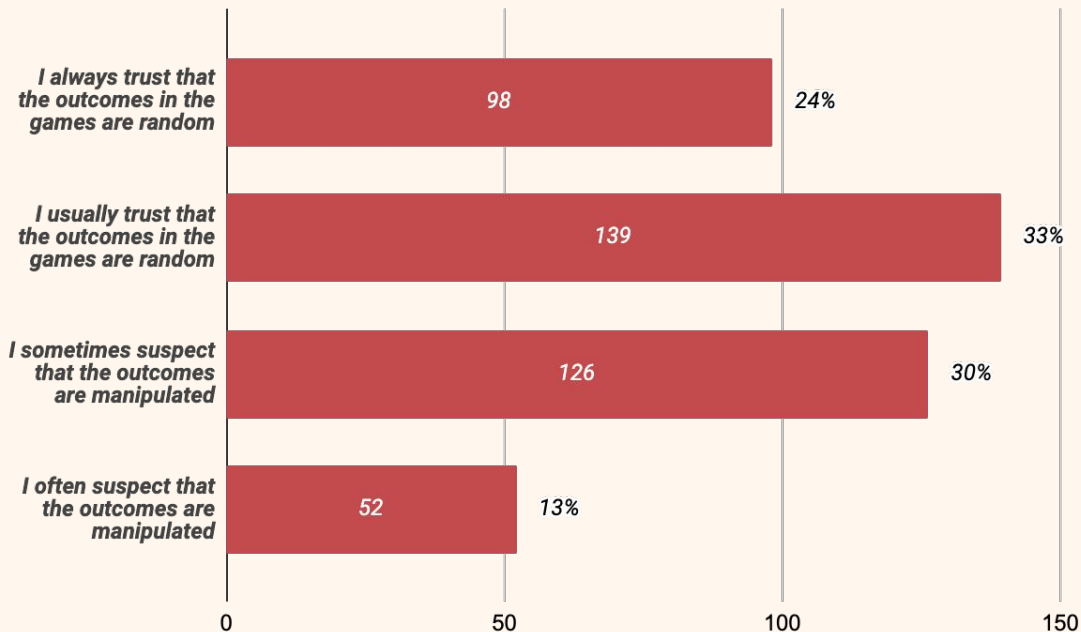
Response Options: Single choice

Number of Responses: 522

Target Group: 1 - Online casino players

Credibility

How do you view the credibility of casinos with a Swedish license when you have won or lost money?



More Details

One third trust that the outcomes of the games are usually random, while 30% indicated that they sometimes suspect the outcomes have been manipulated.

More men (28%) than women (17%) always trust that the outcomes are random.

Among those who play every day, 45% always trust that the outcomes were random.

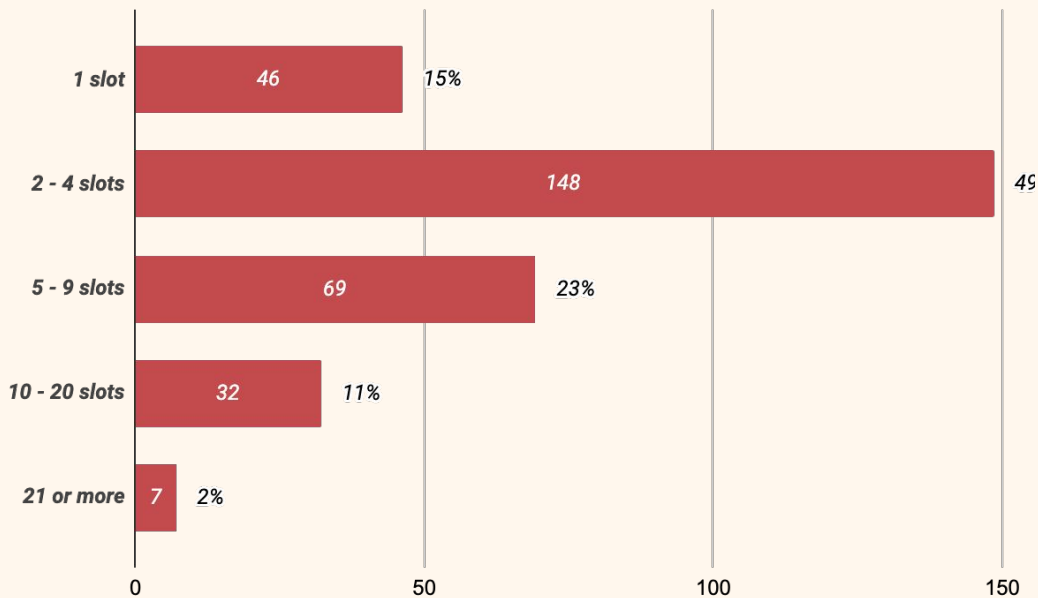
Response Options: Single choice

Number of Responses: 522 - of which 107 answered "Don't know/Prefer to not disclose"

Target Group: 1 - Online casino players

Number of slots played

Approximately how many different slots would you say you play regularly?



More Details

Among those who responded that they play slots, 49% stated that they usually play between 2 - 4 different slots regularly.

The more frequently respondents played at the casino, the more slots they also played regularly.

Additionally, those who wager larger amounts per month played more slots regularly.

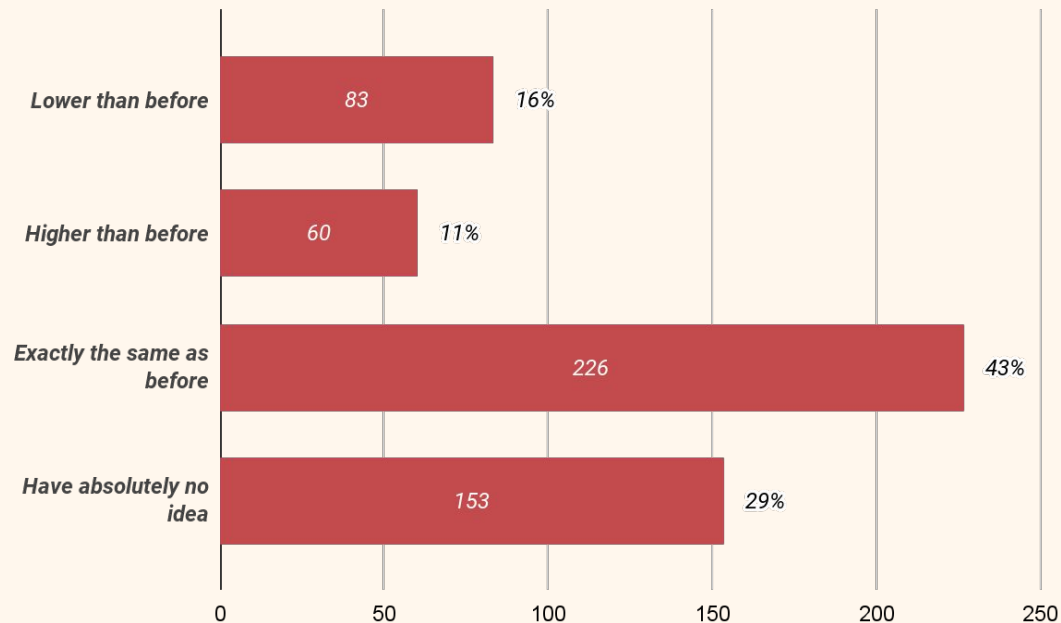
Response Options: Single choice

Number of Responses: 522 - of which 87 answered "Don't know" and 133 answered "Do not play slots"

Target Group: 1 - Online casino players

Probability Awareness

Suppose you play a slot at a company with a Swedish gaming license and lose ten times in a row.
How likely are you to win on the eleventh try?



More Details

The correct answer to the question is "exactly the same as before", which 43% answered.

Answering otherwise may indicate uncertainty about how probability is calculated, or a lack of knowledge/belief that the outcomes at Swedish casinos are truly random.

There was no significant difference between those who play frequently and those who play more seldom.

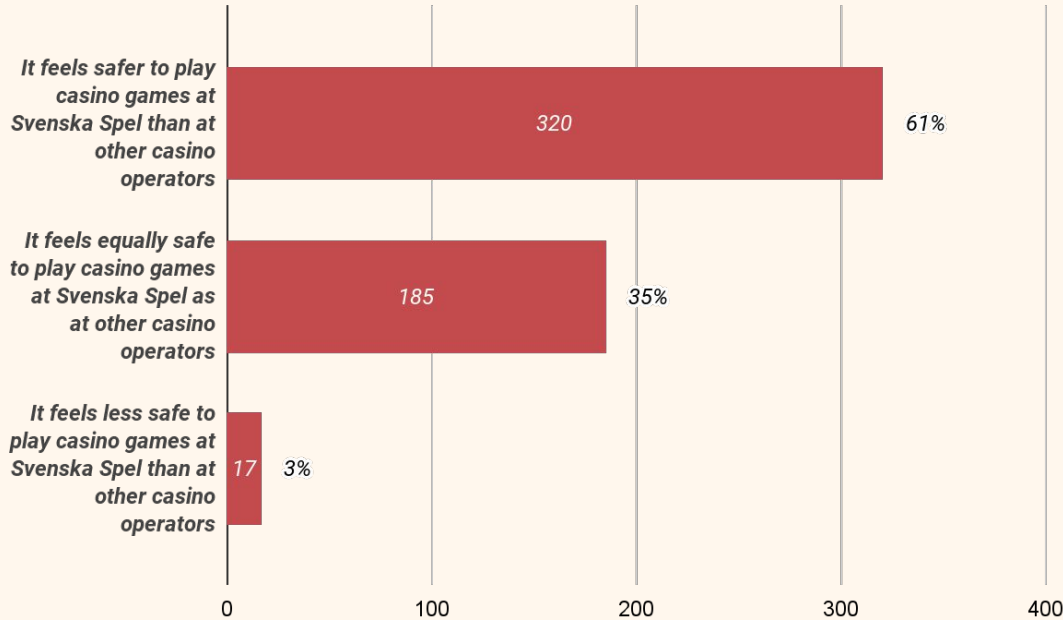
Response Options: Single choice

Number of Responses: 522

Target Group: 1 - Online casino players

Svenska Spel

In Sweden there are many different companies and sites with Swedish gaming licenses that offer online casinos. One of these is Svenska spel. Of the following, which matches your thoughts or feelings best?



More Details

The majority of Swedish players (61%) believe that Svenska Spel is safer than other casinos with a Swedish gaming license.

Older players are more likely to feel that it is safer to play at Svenska Spel. Among younger players (18-35 years), 42% think that Svenska Spel is as safe as other gaming companies.

Among older players, 67% believe that Svenska Spel is safer.

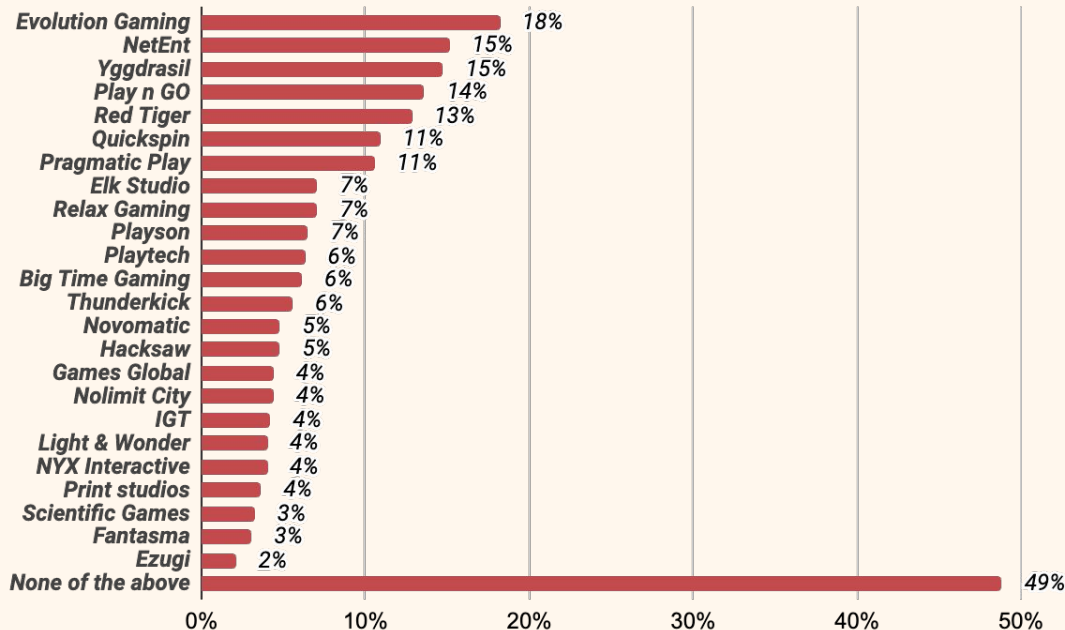
Response Options: Single choice

Number of Responses: 522

Target Group: 1 - Online casino players

Awareness of Game Providers

The games featured on various casino sites are developed by specialized game developers who then sell the games to the casino sites. Which of these game developers are you familiar with?



More Details

Nearly half of the respondents stated that they are unfamiliar with the names of any of the major game providers.

The most recognized game provider out of those listed was Evolution Gaming, well-known for their live casino games. Second to Evolution was NetEnt, responsible for popular games like Starburst.

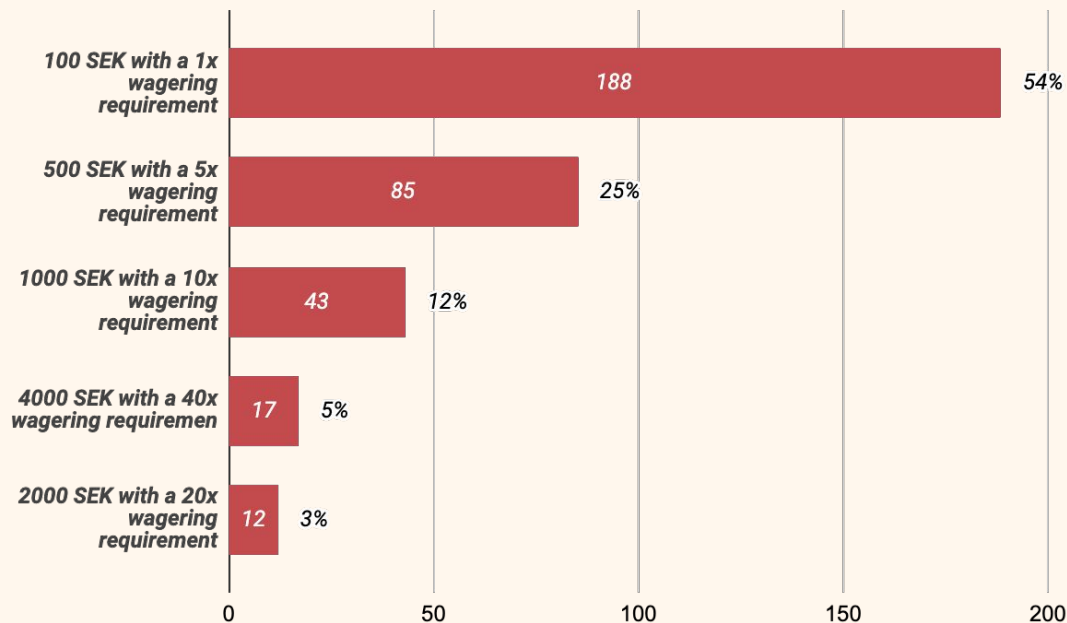
Response Options: Multiple choice

Number of Responses: 522

Target Group: 1 - Online casino players

Bonus Preferences

Which type of bonus do you prefer, if you can choose between these options?



More Details

More than half of the respondents prefer a lower bonus with low wagering requirements, over a higher bonus that comes with high wagering requirements.

This preference is clear regardless of age, gender and frequency of play. However, we noticed a trend where the preference for larger bonuses tended to increase among those who play for larger amounts per month.

Response Options: Single choice

Number of Responses: 522, with 177 responding

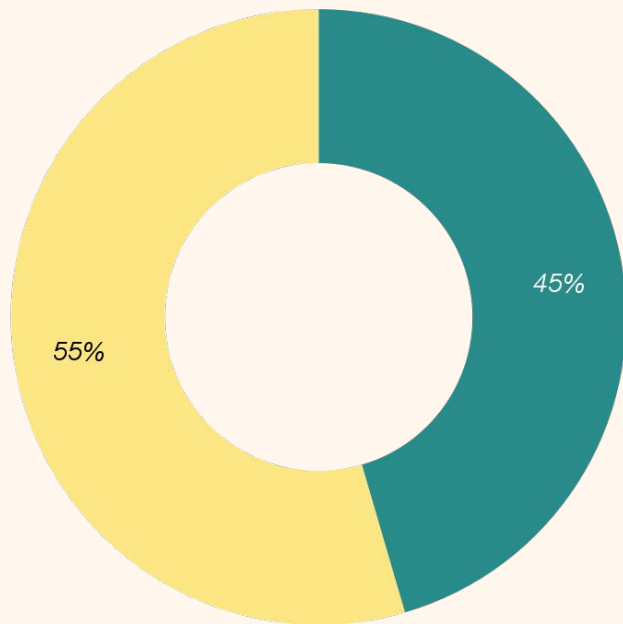
“Unknown/Doesn’t matter/Prefer to not disclose”

Target Group: 1 - Online casino players

Free Spins Preferences

Free Spins are another type of bonus. Which type of free spins bonus would you prefer?

- 100 free spins worth 1 SEK each
- 20 free spins worth 5 SEK each



More Details

When it comes to free spins, opinions were more divided. There was however a slight preference for fewer free spins with a higher value.

There was no significant difference based on age, gender or frequency of play, nor on the amount played for per month. The majority preferred 20 free spins.

26% responded that they either do not know or that it does not matter.

Response Options: Single choice

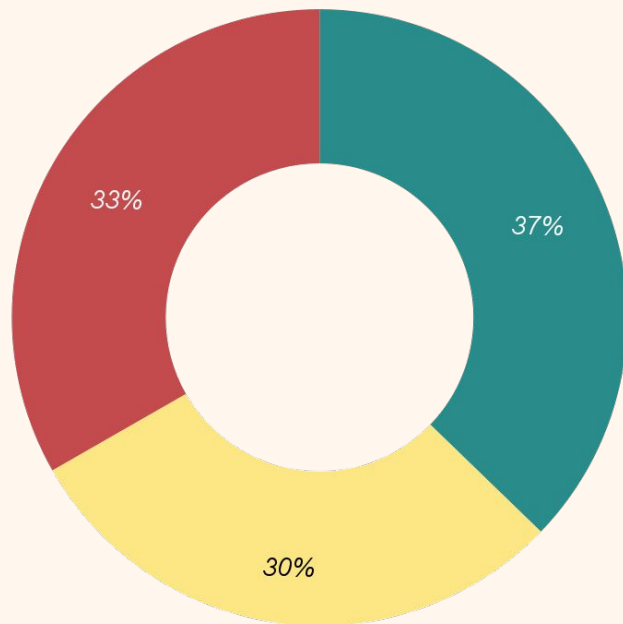
Number of Responses: 522, with 135 responding "Unknown/Doesn't matter/Prefer to not disclose"

Target Group: 1 - Online casino players

Utilized Bonus

Thinking about the casinos you mentioned earlier, have you utilized any casino bonus associated with terms and conditions?

- Yes
- No
- Don't know/can't remember



More Details

37% of respondents stated that they have utilized a casino bonus.

Interestingly, one third mentioned that they do not know or do not remember if they have used a bonus.

Among those who play once a week or more, approximately 50% stated that they had utilized a bonus.

Response Options: Single choice

Number of Responses: 522, with 17 responding

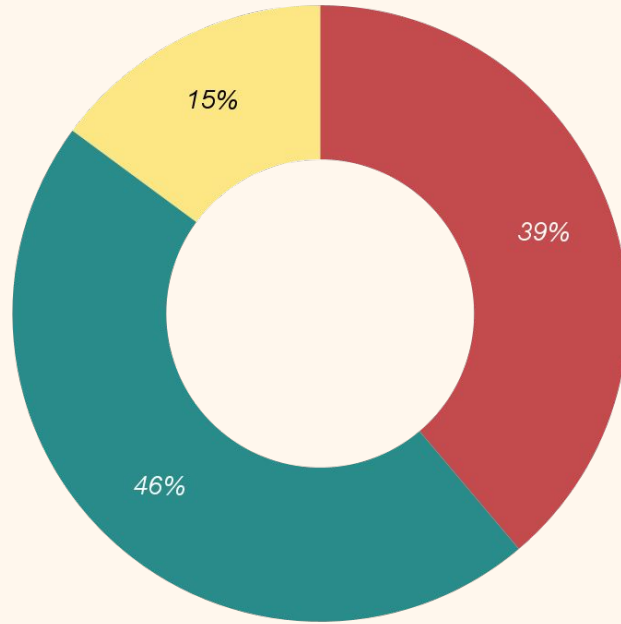
"Prefer to not disclose"

Target Group: 1 - Online casino players

Bonus Issues

Have you ever experienced any kind of issues with the bonuses you've utilized, or have you never experienced any issues?

- Yes, I have experienced issues
- No, it has been problem-free
- Don't know/can't remember



More Details

Four out of ten of those who had used a bonus had also experienced some type of issue with their bonus.

15% stated that they couldn't recall if there had been any issues, but not even half (46%) of all those who had used a bonus reported that it had been entirely problem-free.

Individuals who have played on multiple sites also appear to have experienced bonus issues to a greater extent.

Response Options: Single choice

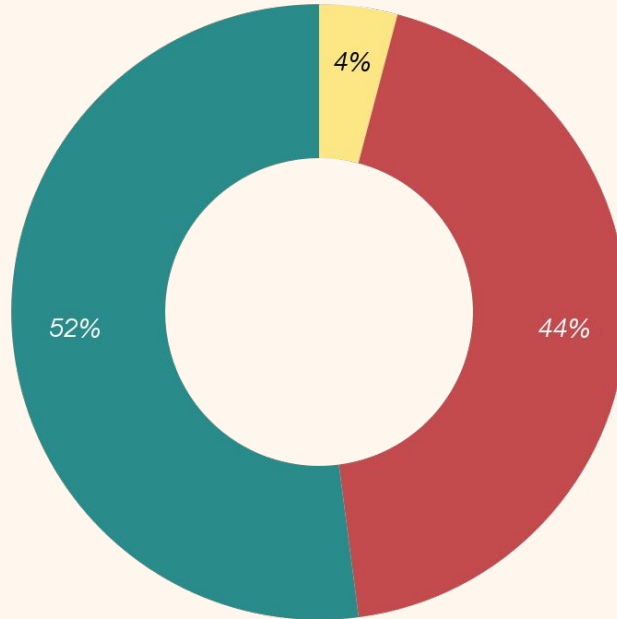
Number of Responses: 188

Target Group: 1 - Online casino players

Types of Bonus Issues

What type of problem did you primarily experience?

- Other problems
- I had trouble withdrawing the money or winnings
- I found the terms to be unclear



More Details

The most common issue that players encountered (52%) was that the player found the terms and conditions to be unclear.

44% stated that they had encountered difficulties in withdrawing funds or winnings.

Among those who responded "other", the issues mainly involved wagering requirements or the bonus disappearing.

Response Options: Single choice

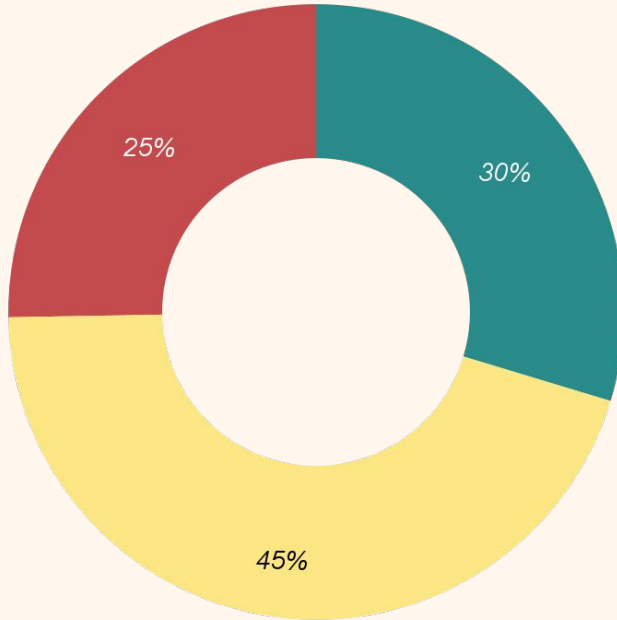
Number of Responses: 73

Target Group: 1 - Online casino players

Read Terms and Conditions

How often would you say you read through the terms and conditions of a bonus before using it?

- *I usually read through the terms very carefully*
- *Sometimes I read the terms carefully, but other times I read them less thoroughly*
- *I rarely go through the terms very carefully*



More Details

The majority responded that they read the terms and conditions, more or less carefully. Meanwhile, a quarter answered that they rarely read the terms and conditions thoroughly.

There was no difference in the statistics between those who reported experiencing issues and those who had not.

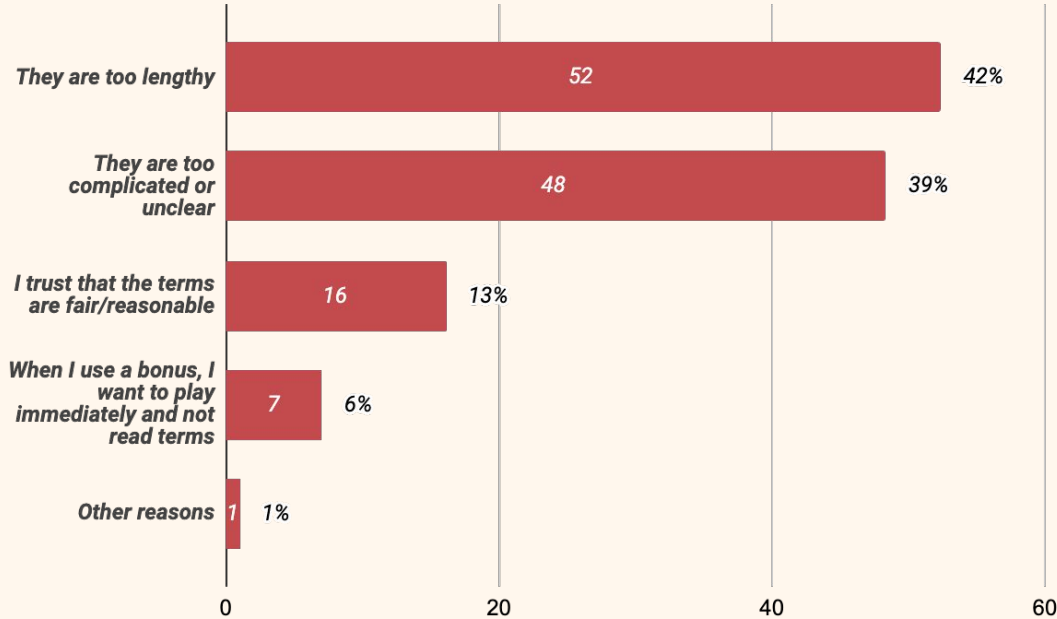
Response Options: Single choice

Number of Responses: 188, of which 8 responded "Unknown/Do not remember"

Target Group: 1 - Online casino players

Unread Terms and Conditions

What is the main reason you don't always read the terms and conditions carefully?



More Details

The main reason for not reading the terms and conditions is that they often are unclear or too long, with a total of 81% citing these reasons.

13% stated that they do not read the terms and conditions out of trust, believing them to be reasonable. Among those who experienced issues with bonuses, a mere 4% responded that they trusted the terms and conditions to be reasonable.

Response Options: Single choice

Number of Responses: 128, of which 4 responded

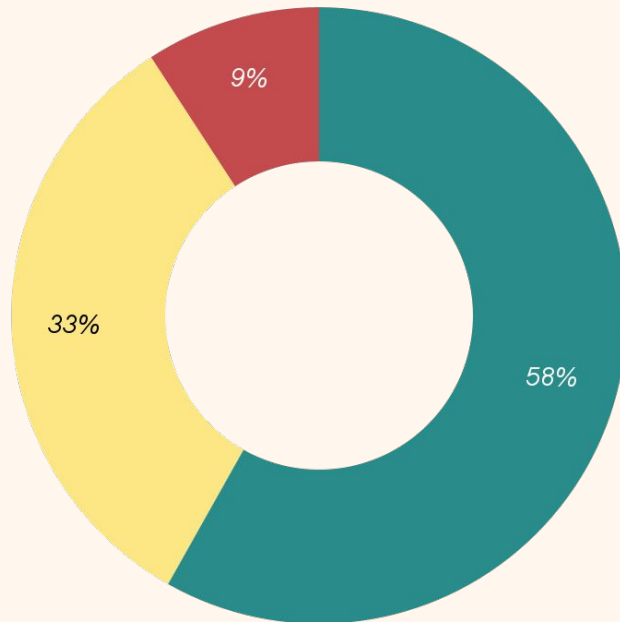
"Unknown/Do not remember"

Target Group: 1 - Online casino players

Withdrawal Issues

With the mentioned casinos in mind, how would you describe your experience making withdrawals?

- *It's usually easy and smooth*
- *Sometimes it's straightforward, but other times it's a bit more complicated*
- *It's rarely smooth and mostly complicated*



More Details

The majority of players (58%) stated that they usually found it easy and smooth to make withdrawals, while 9% found it usually difficult.

A third of players reported that they sometimes find it difficult to withdraw winnings.

The responses were similar regardless of how often or how much one played.

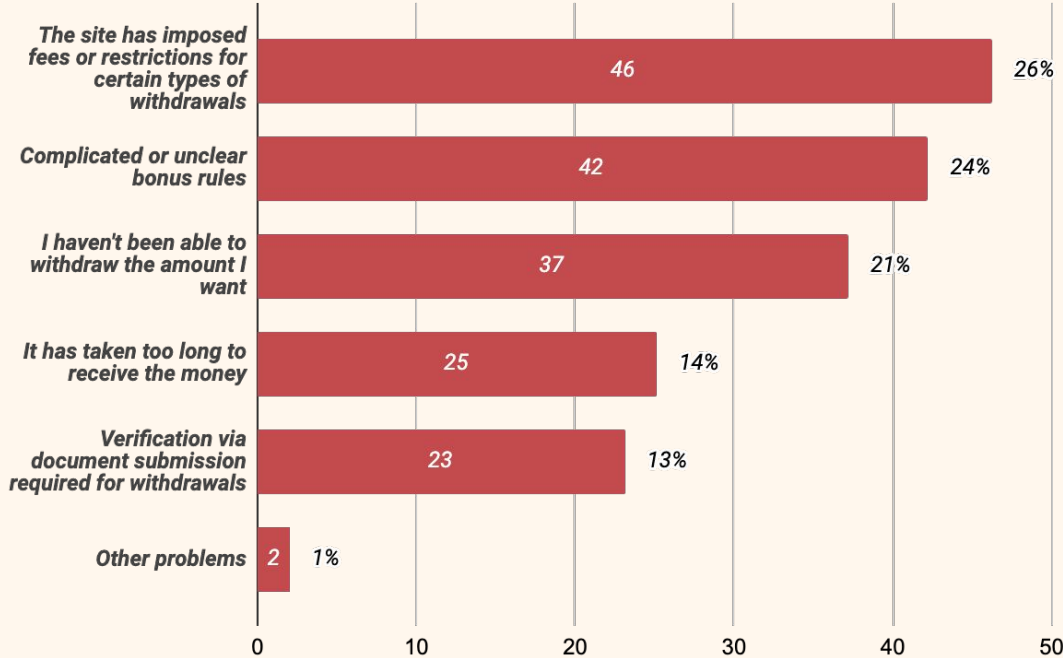
Response Options: Single choice

Number of Responses: 522, of which 53 responded "Don't know/Don't recall" and 34 responded "I've never attempted a withdrawal from an online casino"

Target Group: 1 - Online casino players

Types of Withdrawal Issues

What has primarily posed a problem?



More Details

Most commonly mentioned as an issue (26%) was that the site had withdrawal restrictions or fees associated with withdrawals, however, nearly as many (24%) stated that the problems were due to complicated bonus rules.

Among male players, complex bonus terms and conditions were the most common issue (29%).

Response Options: Single choice

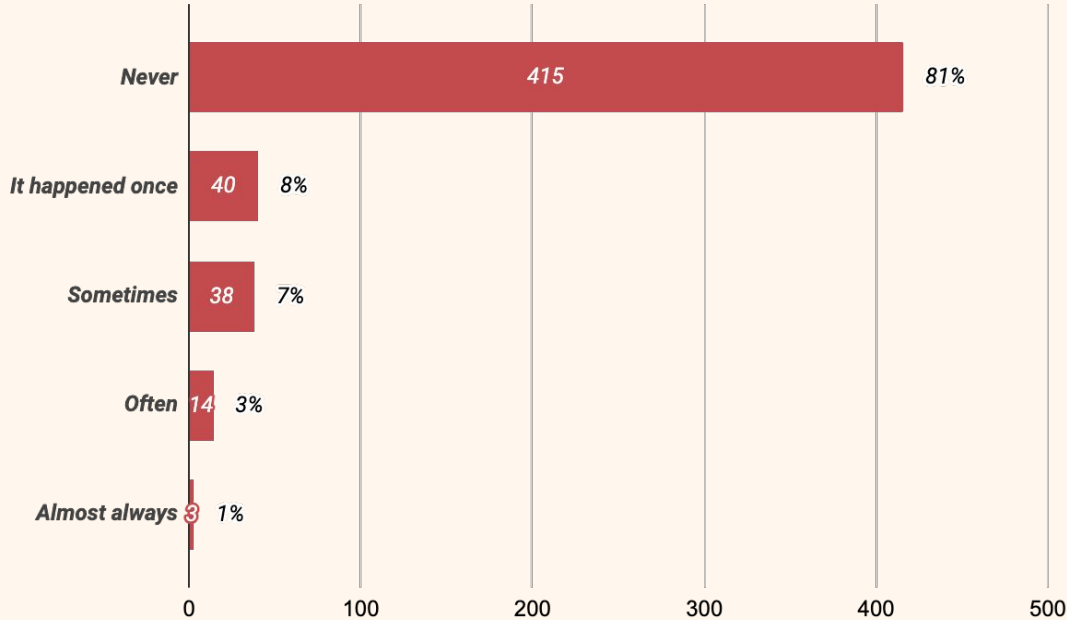
Number of Responses: 182, of which 7 responded

"Unknown/Do not remember"

Target Group: 1 - Online casino players

Loans for Gambling

Have you ever borrowed money to gamble, and if so, how often has it happened in the last 12 months?



More Details

19% of the players have borrowed for gambling more or less frequently, while the vast majority (81%) have never borrowed for gambling.

Among those who gamble once a week or more, however, 38% borrow money for gambling more or less often.

We also observed that those who gamble for larger sums per month more often borrow money for gambling, than those who gamble for smaller amounts.

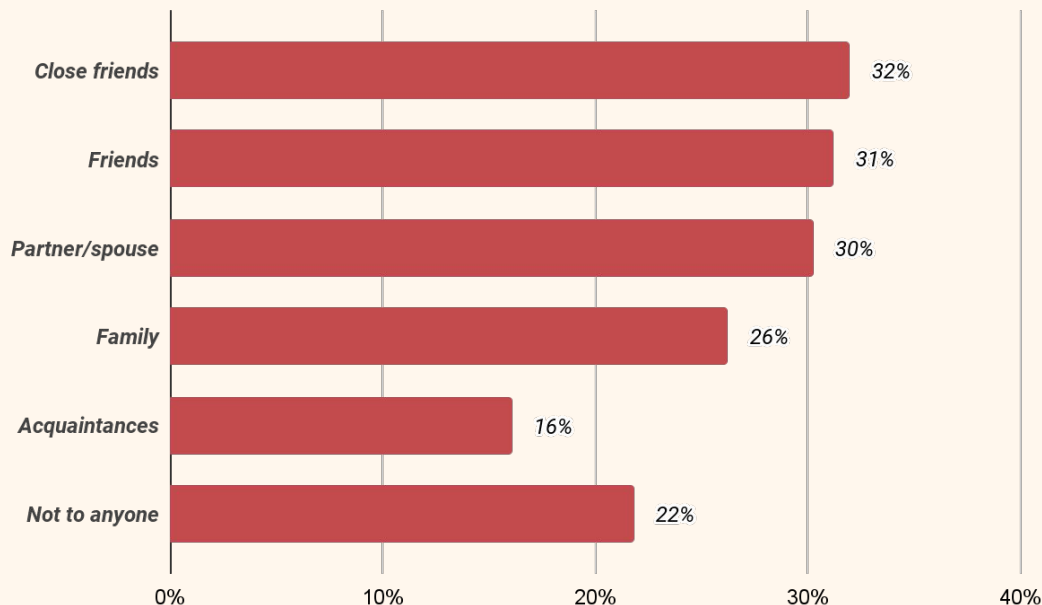
Response Options: Single choice

Number of Responses: 522, of which 12 responded "Prefer to not disclose"

Target Group: 1 - Online casino players

Openness About Gaming

Are you open about your online gambling to friends and acquaintances, or is it something you mostly keep to yourself? Please select those you typically disclose to.



More Details

22% of all casino players stated that they do not tell anyone about their gambling.

What we observed was that those who gamble for the smallest amounts and those who gamble for the largest amounts were the least likely to disclose their gambling to anyone else.

It is, of course, concerning that those who gamble large amounts hide their gambling.

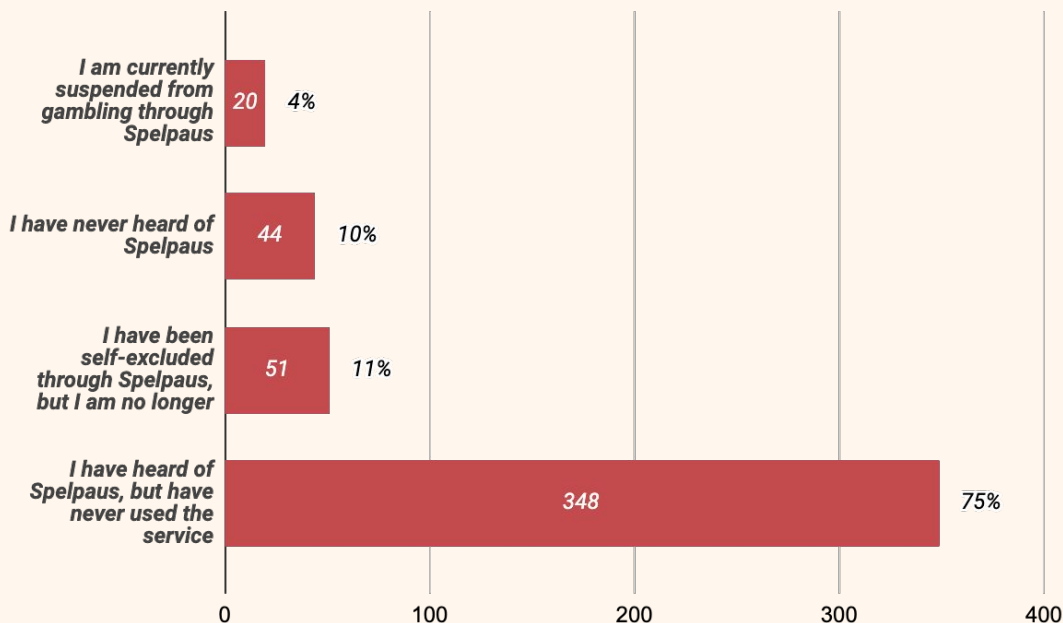
Response Options: Multiple choice, hence the graph exceeds 100%

Number of Responses: 522

Target Group: 1 - Online casino players

Spelpaus

In Sweden, there is an option provided by Spelinspektionen (Swedish Gambling Authority) to self-exclude oneself from all gambling activities involving money (on sites with Swedish licenses) through the service "Spelpaus." Which statement describes your relationship with Spelpaus?



More Details

Three quarters of all players have heard of Spelpaus but have never used the service themselves.

One in six players has previously been or is currently excluded through Spelpaus.

Among those who play every day, 11% state that they are currently excluded via Spelpaus. This means that they are playing at casinos without a Swedish license.

Response Options: Single choice

Number of Responses: 522, of which 59 responded

"Don't know/Prefer to not disclose"

Target Group: 1 - Online casino players



BETTING PLAYERS

Target Group 2: Individuals who have played on sports betting within the last 12 months

Overview of Betting Players

Target Group 2: Individuals who engage in betting (have placed bets in the last 12 months).

1 in 5 Swedes Engage in Betting Online

61% of them bet at least once a month
35% bet less than 100 SEK per month, and 11% bet between 1 000 - 10 000 SEK per month



89% Svenska Spel is the most well-known betting site



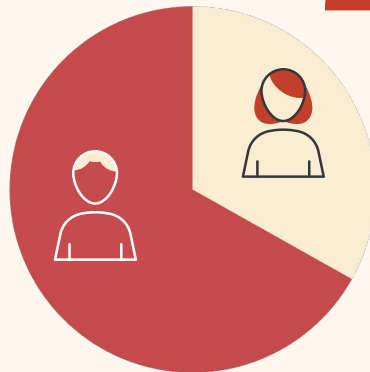
66% Svenska Spel has the most Swedish players



4.26 ATG has the highest customer rating

67%

Of Betting Players are Men



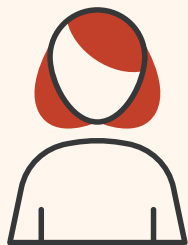
“Simple and hassle-free”

Is most important to players when choosing a betting site

60% of the players have bet on football in the past year

48% would never bet against their favorite team, even if they thought the team would lose

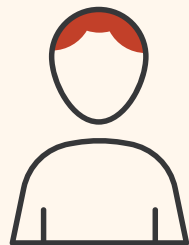
The Betting Player



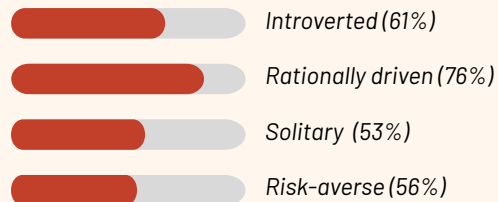
Personality



Average Age: 43
Marital Status: Single (31%)
Education: College/university (60%)
Employment: Full-time (75%)
Monthly Income: 30 - 40 000 SEK (37%)



Personality



Average Age: 48
Marital Status: Married/Registered partnership (41%)
Education: College/university (48%)
Employment: Full-time (66%)
Monthly Income: 30 - 40 000 SEK (26%)

About Betting Players



Gender	%	Amount
Female	33%	166
Male	67%	335

Age Group	%	Amount
18-35	29%	145
36-49	27%	136
50-75	44%	223

Education	%	Amount
College or university, at least 3 years	37%	183
College or university, less than 3 years	16%	82
High school education	43%	215
Primary school education or lower	4%	20

Income (Monthly Salary)	%	Amount
0 - 10 000 SEK	3%	14
10 001 - 20 000 SEK	8%	42
20 001 - 30 000 SEK	16%	82
30 001 - 40 000 SEK	25%	128
40 001 - 50 000 SEK	18%	91
50 001 - 70 000 SEK	13%	64
70 001 - 90 000 SEK	3%	15
90 001 +	1%	6
Unknown/Prefer to not disclose	12%	62

About Betting Players



Economy	%	Amount
I have a good economy and can sometimes indulge myself	39%	195
I can afford to buy what I want and still have money left to spend	22%	109
My financial situation isn't bad, but not good either	20%	100
I have a strained financial situation, but I manage if I plan my budget	12%	62
My expenses are often bigger than my income and I constantly struggle to make ends meet	4%	19
Unknown/Prefer to not disclose	4%	19

Employment	%	Amount
Full-time employed	69%	345
Retired / Disability pensioner	14%	71
Studying	6%	31
Part-time employed	5%	23
Job seeker	3%	13
Self-employed	2%	11
Prefer to not disclose	0,8%	4
Long-term sick leave	0,6%	3
Homemaker	0,4%	2
Other	0,2%	1

About Betting Players



Extroverted <-> Introverted	%	Amount
Introverted	58%	290
Extroverted	42%	214

Social <-> Solitary	%	Amount
Social	48%	241
Solitary	52%	263

Rationally <-> Emotionally driven	%	Amount
Rationally	72%	361
Emotionally	28%	143

Risk-seeking <-> Risk-averse	%	Amount
Risk-seeking	43%	261
Risk-averse	57%	288

About Betting Players



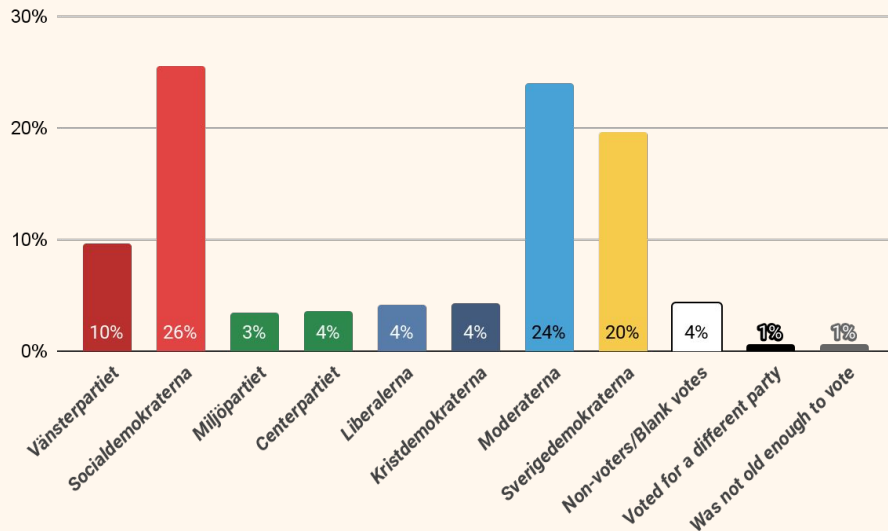
Marital Status	%	Amount
Married / Registered partnership	36%	183
Single	27%	134
Living with a partner	27%	134
In a relationship	9%	44
Other	1%	5
Widow / Widower	1%	3
Prefer to not disclose	0,2%	1

Children at Home	%	Amount
No children	61%	305
1 child	15%	75
2 children	18%	92
3 children	5%	24
4 or more children	2%	8

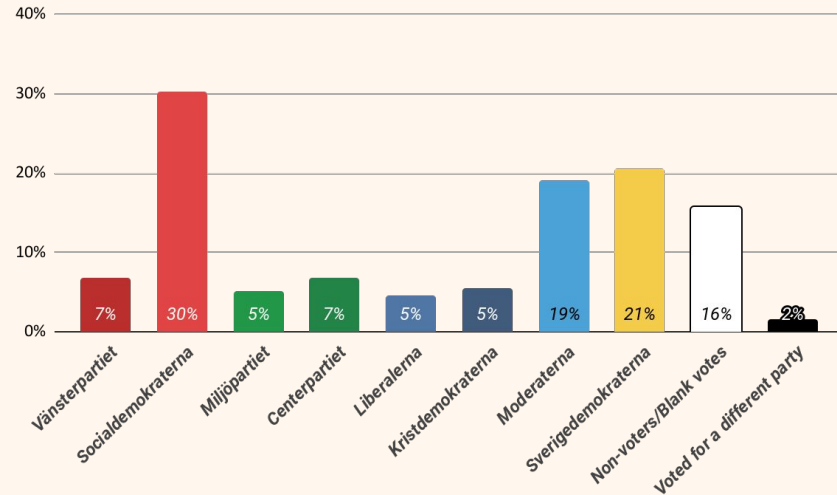
About Betting Players



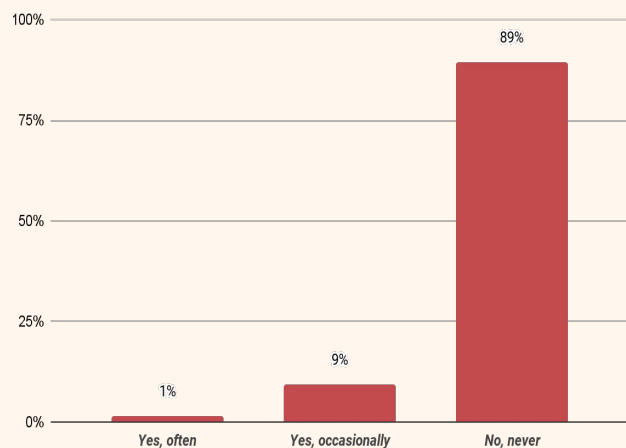
Party Affiliation According to Our Survey



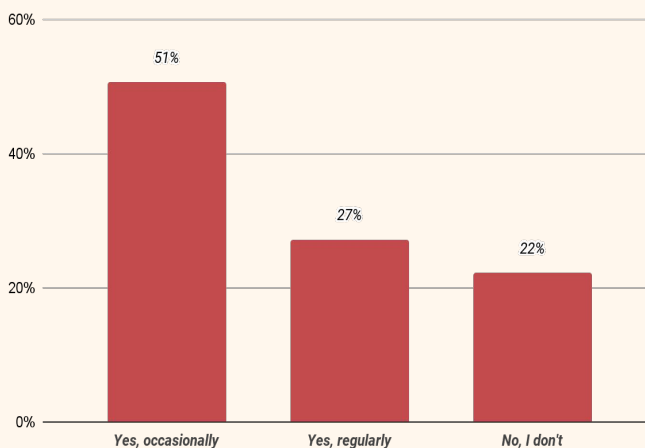
The 2022 General Election Results



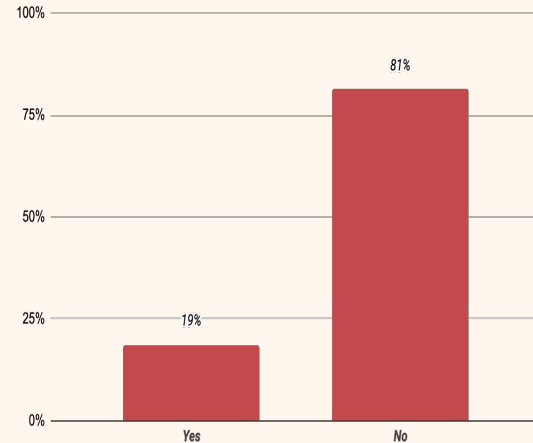
Personal Questions for Betting Players



Do you place bets during working hours? (Excluding unpaid lunch breaks)



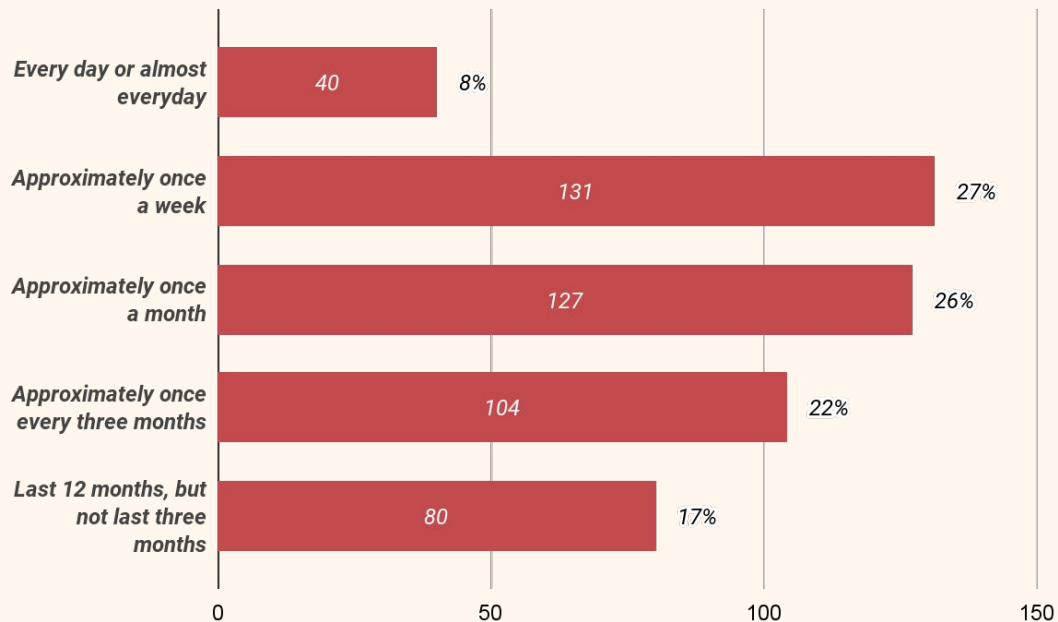
Do you donate money to charity?



Have you ever been diagnosed with any type of mental illness in your life?

Betting Frequency

You previously indicated that you placed bets online on sports, politics, or entertainment in the last 12 months. How often do you do this?



More Details

Among the betting players that participated in the survey, the most common frequency of play was approximately once a week (27%). In total, 62% stated that they play at least once a month.

17% had played in the past year, but not in the past quarter, and 8% play almost every day.

More men than women engage in betting, and men also play more frequently than women. Especially men over 50 years old play most frequently.

Response Options: Single choice

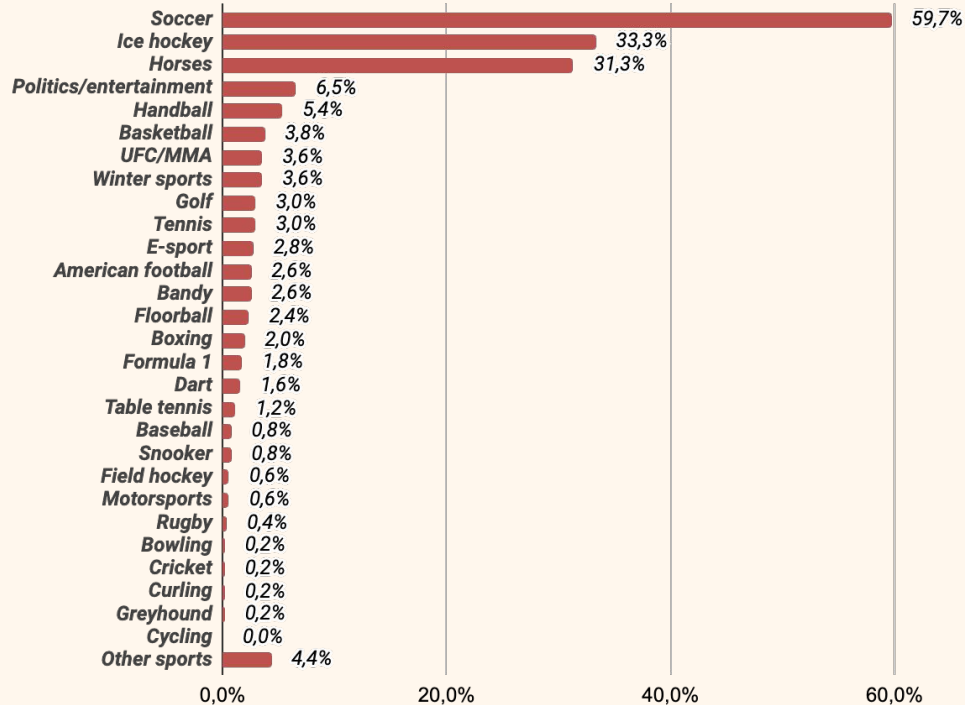
Number of Responses: 504, of which 22 responded

“Unknown/Prefer to not disclose”

Target Group: 2 - Betting players

Betting on Various Sports

Which of the following sports and events have you placed bets on online in the last 12 months?



More Details

According to the survey, the most common sport to bet on is football. Nearly 60% of all respondents had placed bets on football in the past year.

Second most common (31.3%) was betting on horses, namely trotting and thoroughbred racing.

In third place was politics and entertainment, at 6.5%. This includes events like the Eurovision Song Contest and political elections.

The only sport that received no votes was cycling.

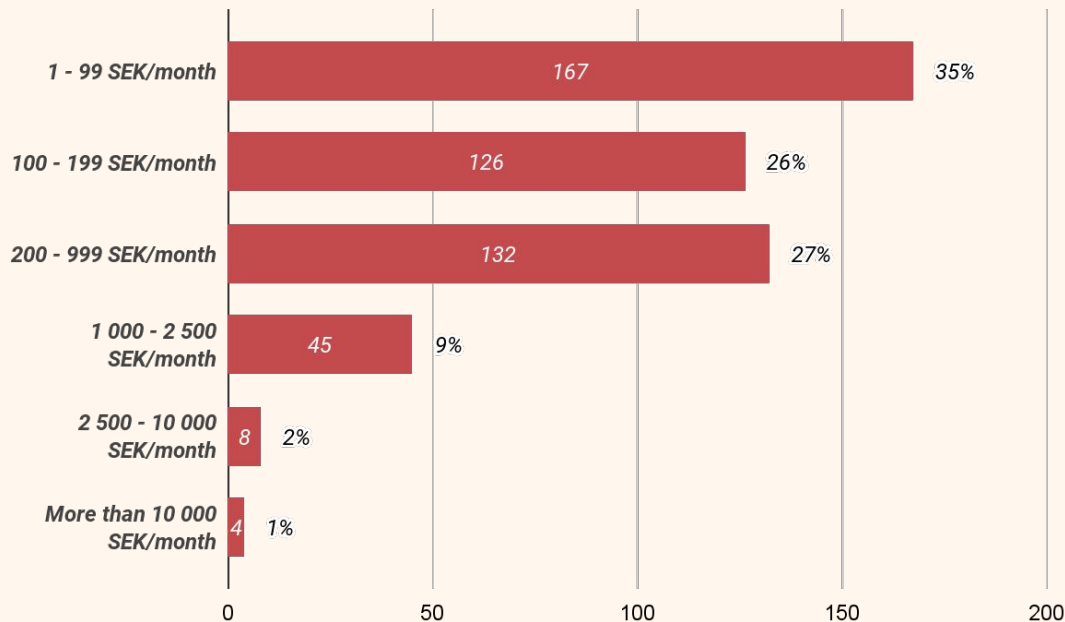
Response Options: Multiple choice, hence the graph exceeds 100%

Number of Responses: 504

Target Group: 2 - Betting players

Monthly Betting Amount

Approximately how much do you bet on online sports, politics, or entertainment betting in an average month?



More Details

The most common amount to bet is up to 99 SEK per month. However, betting up to 999 SEK per month was also relatively common among respondents. Only 12% stated that they bet 1 000 SEK or more per month.

Most women (51%) bet less than 100 SEK per month, while the most common amount for men (33%) was 200 - 999 SEK.

Generally, older players bet larger amounts per month than younger players.

Response Options: Single choice

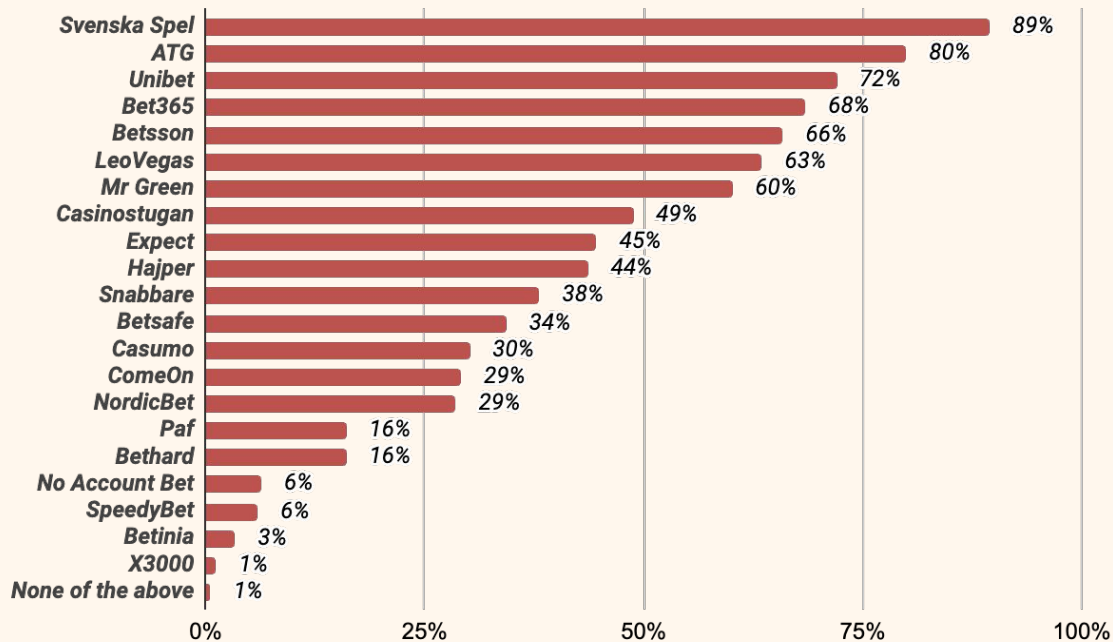
Number of Responses: 504, of which 22 responded

“Unknown/Prefer to not disclose”

Target Group: 2 - Betting players

Site Awareness

Which of these betting sites have you heard of?



More Details

The betting site that most people are familiar with is Svenska Spel, with 89% of all respondents stating that they have heard of them.

In second place is ATG with 80%, and in third place is Unibet with 72%.

Only 2 participants are familiar with all 21 sites, and 44% are familiar with 10 or more.

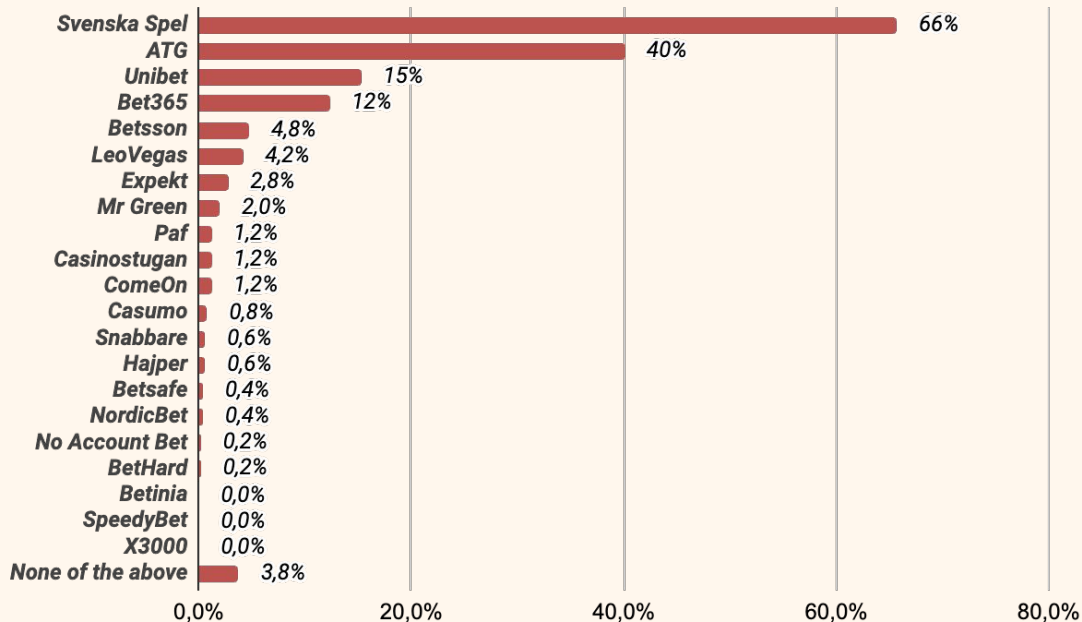
Response Options: Multiple choice, hence the graph exceeds 100%

Number of Responses: 504

Target Group: 2 - Betting players

Site Betting

At which of these betting sites have you placed bets online on sports, politics, or entertainment at some point in the last 12 months?



More Details

The betting site that the majority had played on was Svenska Spel, where a grand total of 65.7% of all respondents had played. The gap to second place was significant, with ATG at 40.1%.

On three of the betting sites, none of the respondents had played.

Most betting players (60%) only play on one site. Others

have accounts on several different sites:

2 sites - 31%

3 sites - 7%

4 or more - 3%

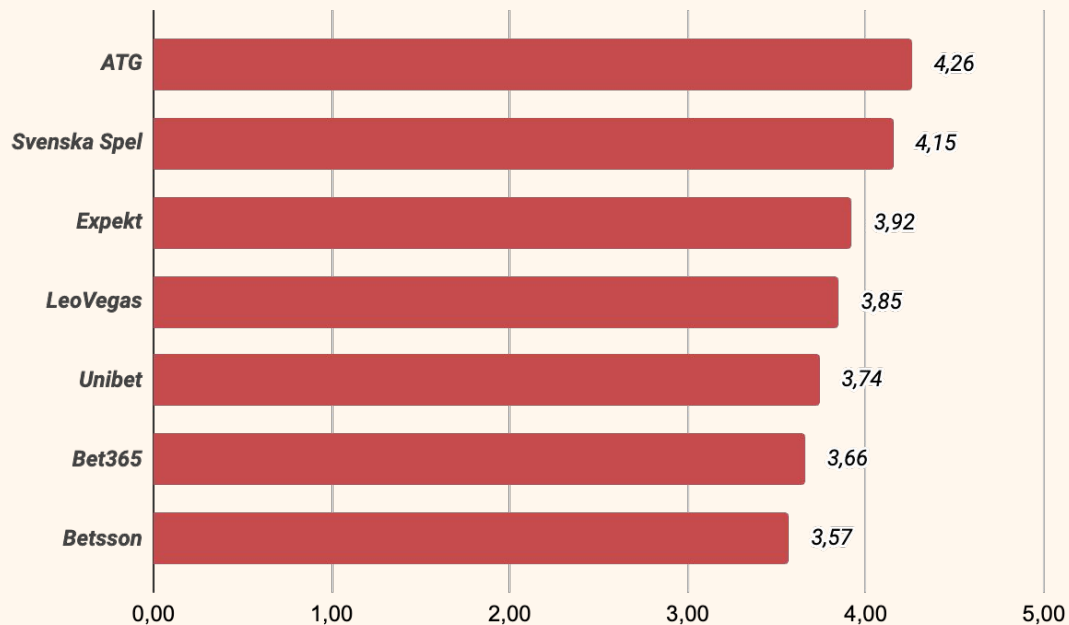
Response Options: Multiple choice, hence the graph exceeds 100%

Number of Responses: 504

Target Group: 2 - Betting players

Betting Site Ranking

Now we would like you to rate some of the betting sites you have played on. You can respond on a scale from 1 to 5, where 5 is very good and 1 is very poor.



More Details

Betting players were asked to rate the sites they have played on, and ATG received the highest rating with an average of 4.26. Shortly after came Svenska Spel with 4.15.

In the graph, we have excluded sites that received fewer than 10 ratings. This is to provide the most fair and accurate representation possible.

The betting site with the lowest ratings, including those with few votes, received an average of 3.

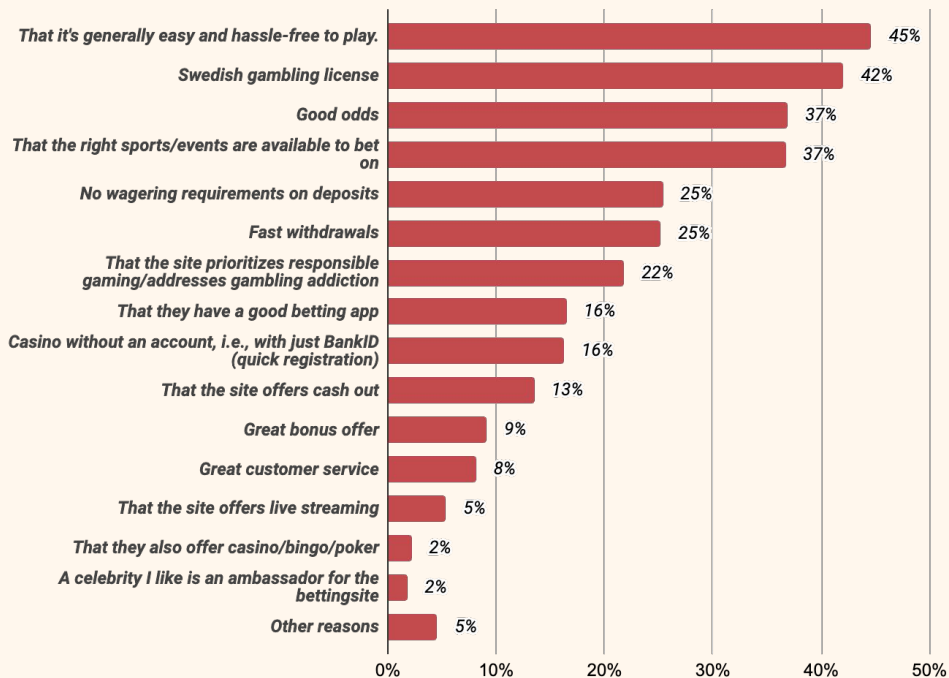
Response Options: Rating (1-5), as well as "Don't know"

Number of Responses: 504 - sites with fewer than 10 ratings are excluded

Target Group: 2 - Betting players

Site Selection Criteria

What are the most important factors when choosing an online betting site to play on? You may select up to five options.



More Details

The most important criteria while selecting a betting site was that it's easy to use, but also that the site has a Swedish license ranked high on the list.

Good bonus offers received only 9% of the votes, a significant difference compared to casino players where bonuses received as much as 21%.

Among those who chose "other", it was most common that either someone they knew played there or that the winnings would go to the state/good causes.

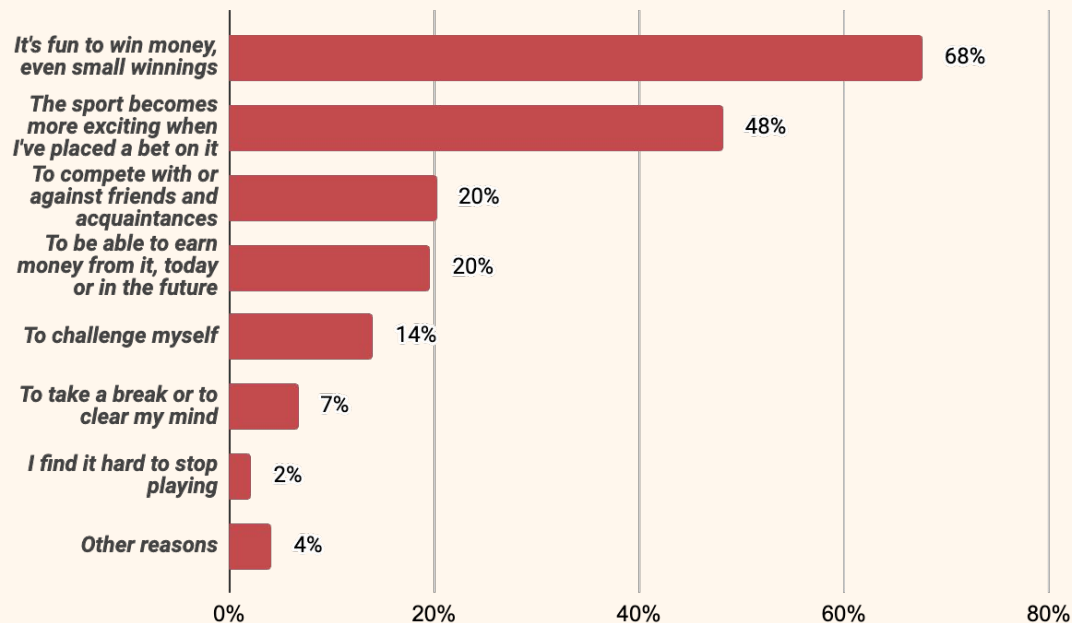
Response Options: Multiple choice

Number of Responses: 504

Target Group: 2 - Betting players

Motivation

What would you say are the main reasons for betting on sport, politics, or entertainment? You may select three options.



More Details

The most common reason for engaging in sports betting, cited by 68% of respondents, was the desire to win money.

In second place, with 48%, was the belief that sports become more exciting when money is at stake.

Responses were similar between men and women, although slightly more men voted for the excitement factor.

The more frequently individuals gamble, the more they regarded the potential to win money as a significant motivator.

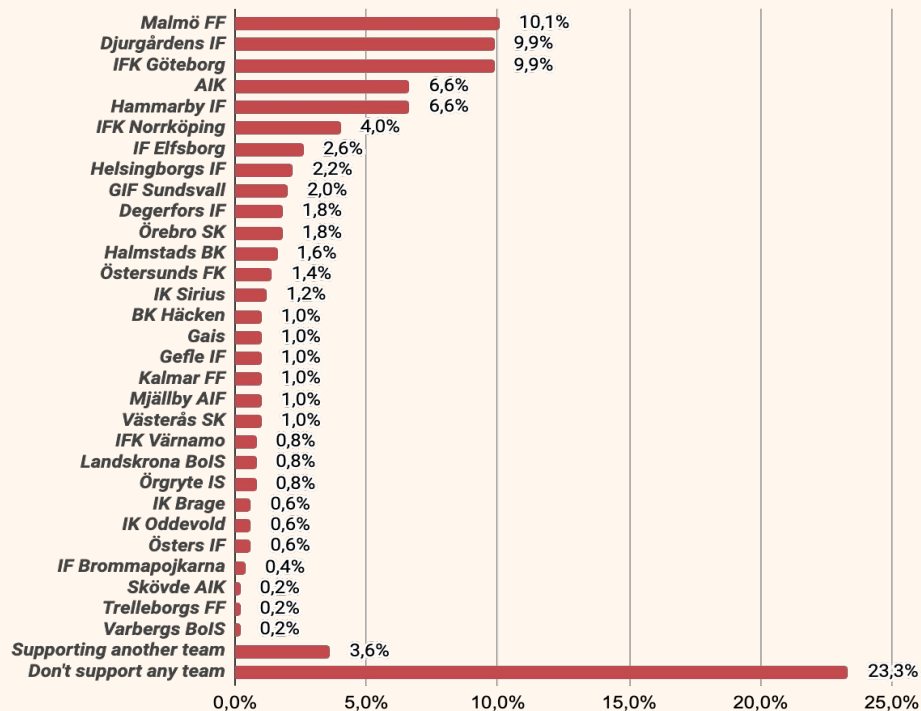
Response Options: Multiple choice

Number of Responses: 504

Target Group: 2 - Betting players

Favorite Football Team

Which of the following teams, if any, would you say you support in football?



More Details

23% of betting players stated that they do not support any team. However, approximately Malmö FF, Djurgårdens IF, and IFK Göteborg each received around 10% of the votes.

Among women, as many as 42% indicated that they do not support any team, while among men, it was only 14%.

Sandviken IF and Utsikten BK received no votes and are therefore not included in the graph.

Response Options: Single choice

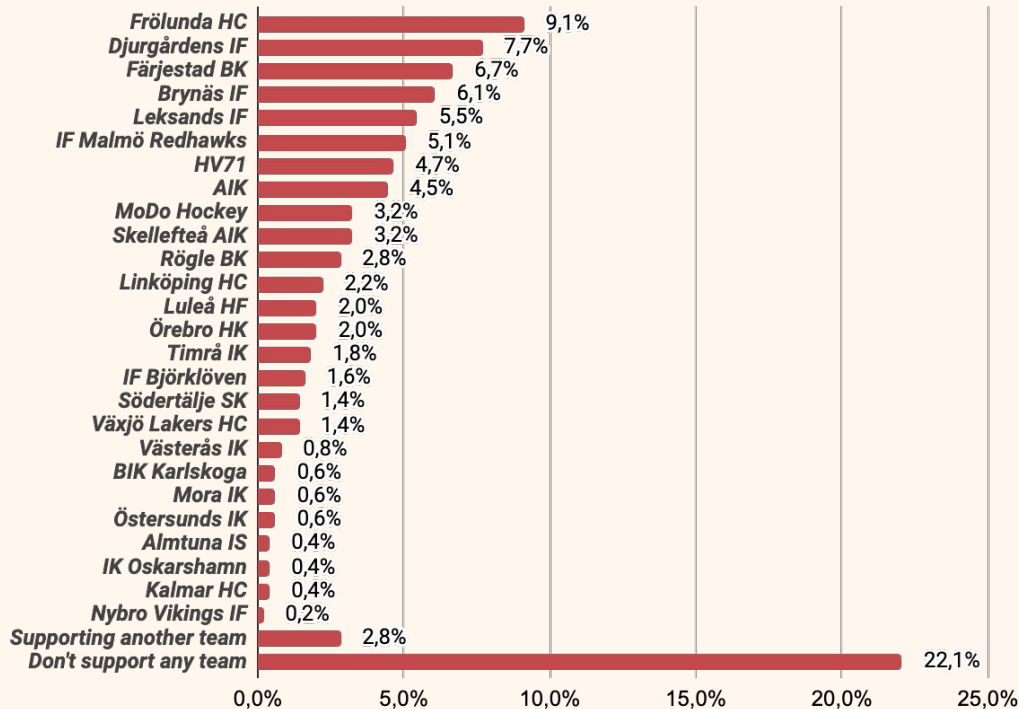
Number of Responses: 504, of which 7 responded

“Don't know”

Target Group: 2 - Betting players

Favorite Ice Hockey Team

Which of the following teams, if any, would you say you support in ice hockey?



More Details

Just like football, a large proportion (22.1%) indicated that they do not support any team.

However, the team with the most supporters is Frölunda HC with 9.1% of votes, followed by Djurgårdens IF (7.7%) and Färjestad BK (6.1%).

Among women, 31.1% do not support any team, while among men, only 17.3% stated that they do not support any team.

Response Options: Single choice

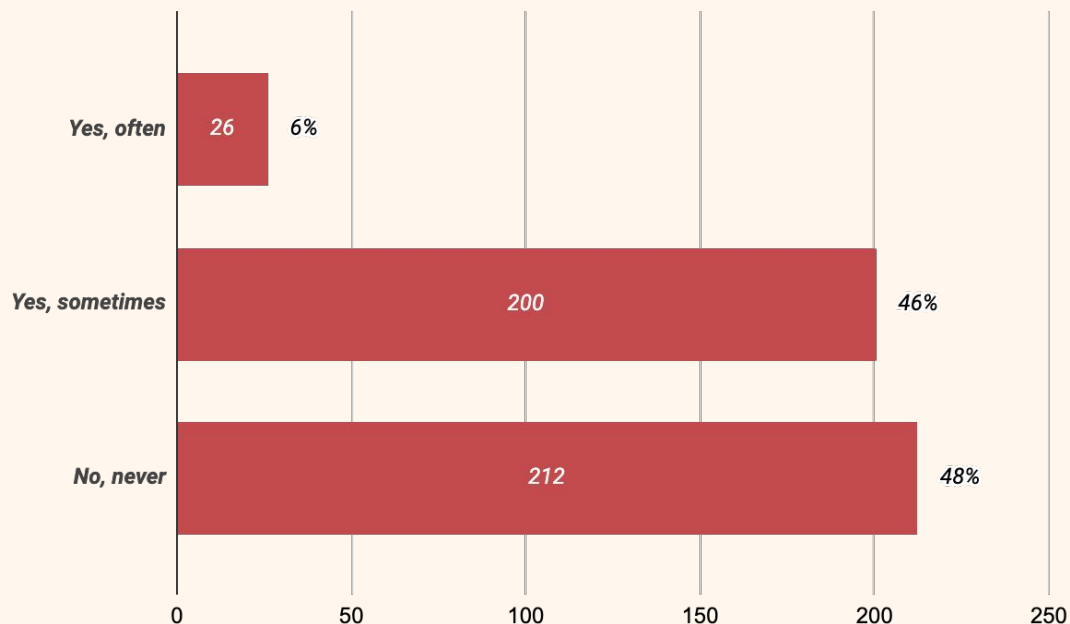
Number of Responses: 504, of which 10 responded

“Don't know”

Target Group: 2 - Betting players

Betting Style 1

Do you ever bet against your favorite team if you think they will lose?



More Details

48% responded that they never bet against their favorite team, even if they believe they will lose, but the majority (52%) stated that they often or sometimes bet against their favorite team.

Those who bet frequently were more inclined to bet against their favorite team than those who rarely engage in betting.

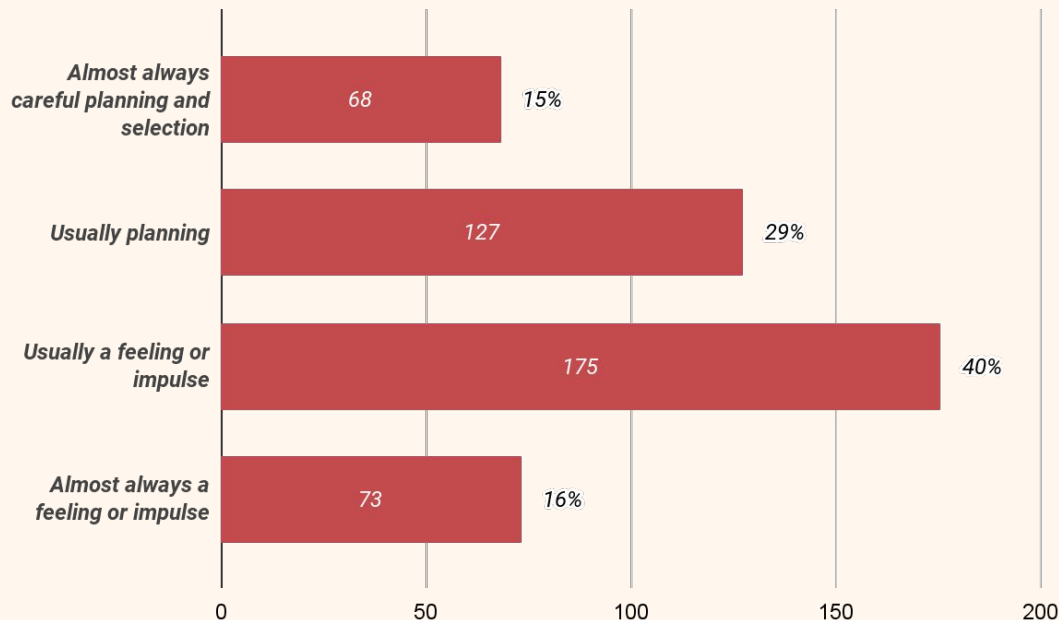
Response Options: Single choice

Number of Responses: 438

Target Group: 2 - Betting players

Betting Style 2

Would you generally say that you carefully plan and choose which matches/events to bet on, or is it more often based on intuition and impulse?



More Details

Most betting players stated that they often rely on intuition or impulse when selecting which matches or events to bet on.

29% reported that they often plan what they will bet on.

Male bettors appear to plan their bets in advance more often than female bettors.

Those who bet once a week or more tend to plan their bets and rely less on impulse than those who bet less frequently.

Response Options: Single choice

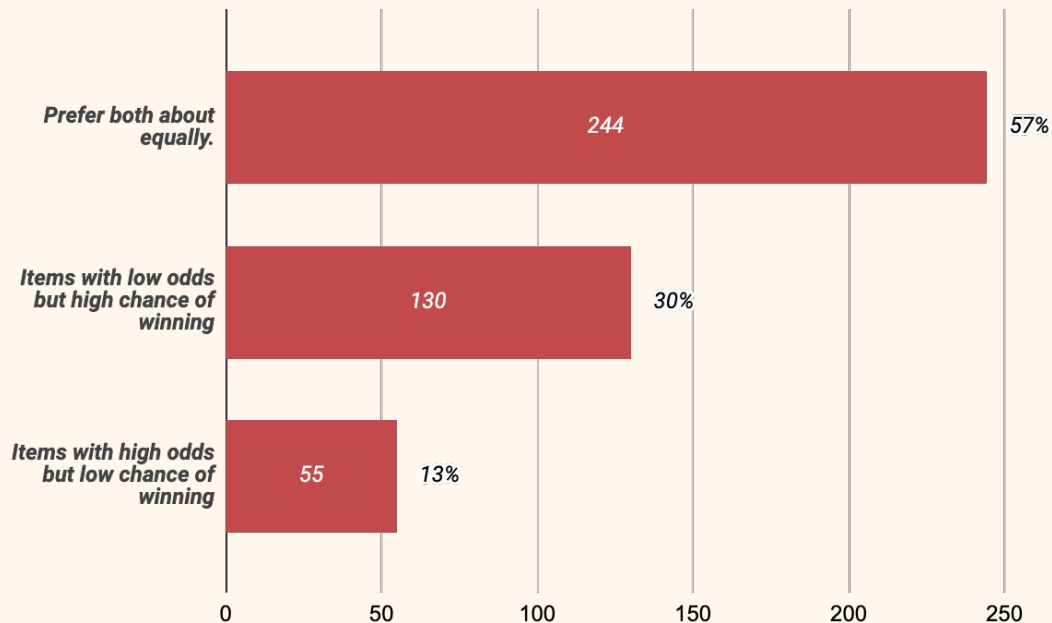
Number of Responses: 504, of which 61 responded

“Don’t know”

Target Group: 2 - Betting players

Betting Style 3

What type of betting options do you generally prefer?



More Details

The majority of betting players have no preference when it comes to betting on options with low odds and high chances of winning or options with high odds and low chances of winning, as they equally prefer both.

Among those who chose one of them, the majority (30%) prefer betting on options with low odds and high chances of winning.

Response Options: Single choice

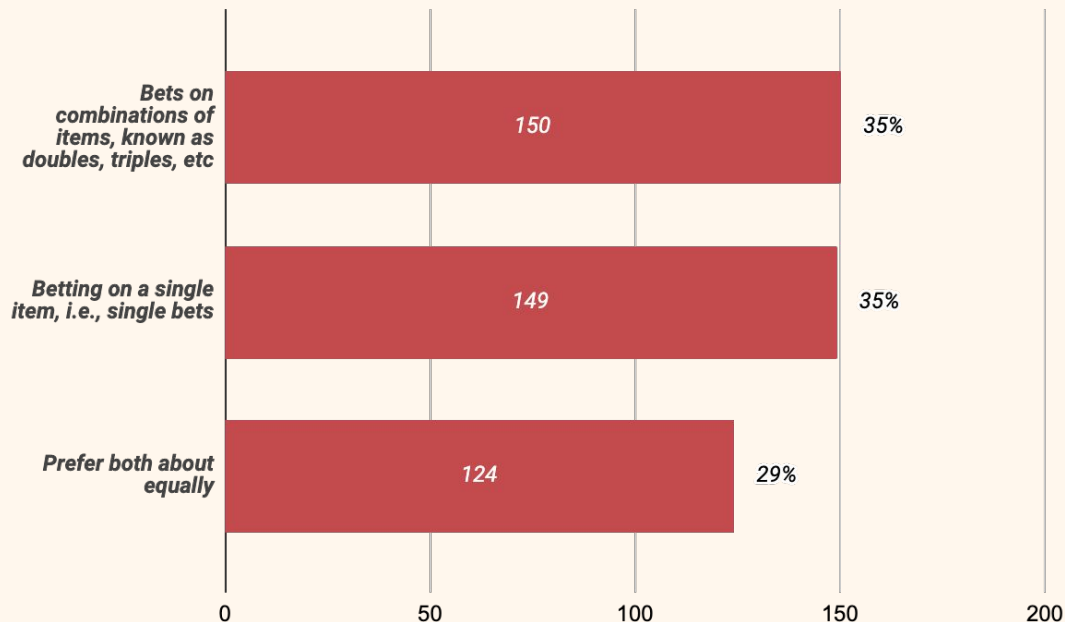
Number of Responses: 504, of which 75 responded

“Don’t know”

Target Group: 2 - Betting players

Betting Style 4

Which style of play do you generally prefer?



More Details

When asked whether they prefer combination of bets or single bets, the responses were divided. Both preferring combinations of betting options and solely betting on individual options received 35% each.

29% stated that they equally prefer both types.

Those who bet once a week or more were more likely to prefer betting on combinations of options.

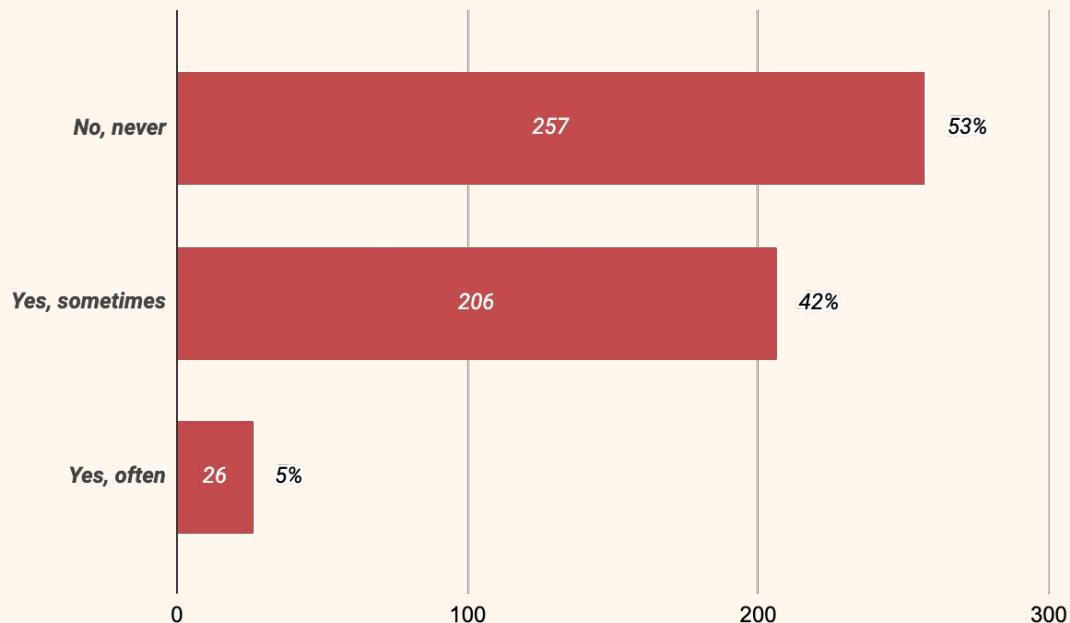
Response Options: Single choice

Number of Responses: 504, of which 81 answered "Don't know"

Target Group: 2 - Betting players

Live Betting

Do you ever bet live, meaning placing bets during an ongoing match/event?



More Details

The majority of betting players reported that they never bet live. However, 47% stated that they sometimes or often bet during ongoing matches/events.

What we did observe is that those who reported betting every day, or almost every day, are much more likely to engage in live betting. A full 20% of these individuals stated that they often engage in live betting.

We also found that those who bet larger amounts each month tend to engage in live betting more frequently.

Response Options: Single choice

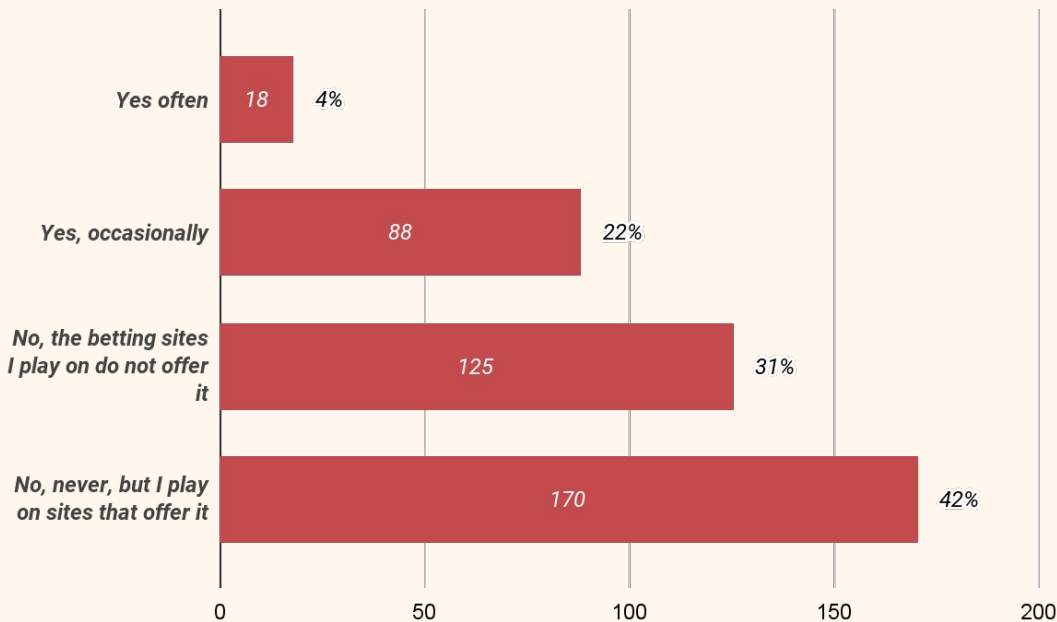
Number of Responses: 504, of which 15 responded

“Don’t know”

Target Group: 2 - Betting players

Live Streaming

Do you ever use live streaming on betting sites?



More Details

Most betting players do not use live streaming on betting sites. The largest proportion (42%) plays on sites that offer it, but never use it.

A total of 26% stated that they sometimes or often use live streaming.

Those who reported never engaging in live betting also indicated, to a greater extent, that they do not use live streaming.

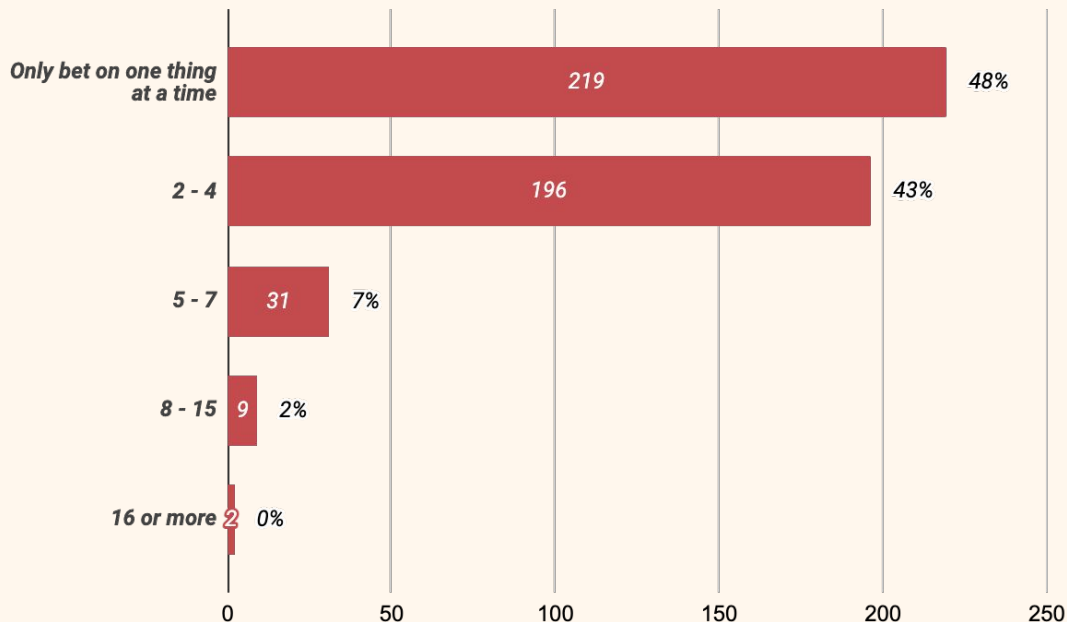
Response Options: Single choice

Number of Responses: 504, of which 103 answered "Don't know"

Target Group: 2 - Betting players

Number of Bets

When you are playing the most, approximately how many bets do you have going on simultaneously?



More Details

The majority of betting players stated that they only bet on one thing at a time, but many also reported betting on 2-4 things simultaneously.

As with many other questions, we observed that those who bet more frequently also tend to have multiple bets going on at the same time.

There was also a difference between genders. Among women, it was most common (64%) to have one bet at a time, while among men, it was most common (50%) to have 2-4 bets simultaneously.

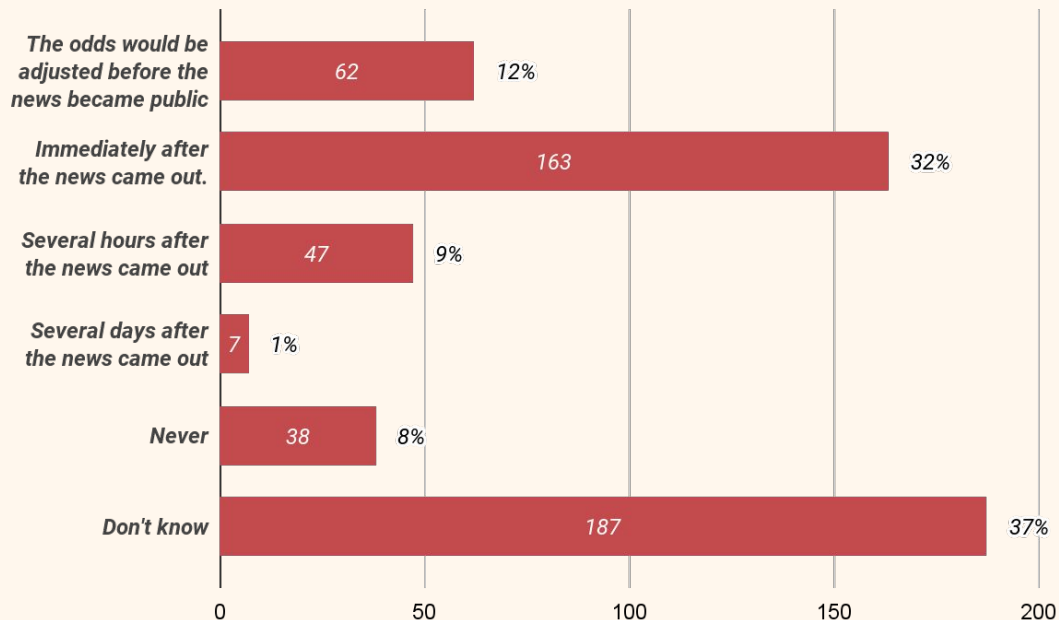
Response Options: Single choice

Number of Responses: 504, of which 47 answered "Don't know"

Target Group: 2 - Betting players

Edge

If it is reported in the media (or social media) that a key player in a team has been injured, how quickly do you think the odds for that team's matches are adjusted by the betting companies?



More Details

The most common response was "don't know."

Among those who did provide an answer, most believe that the odds change immediately after the news is released. There is no definitive answer to this question, as it can vary depending on the significance of the match.

If it involves a match with major teams, the odds are adjusted almost immediately.

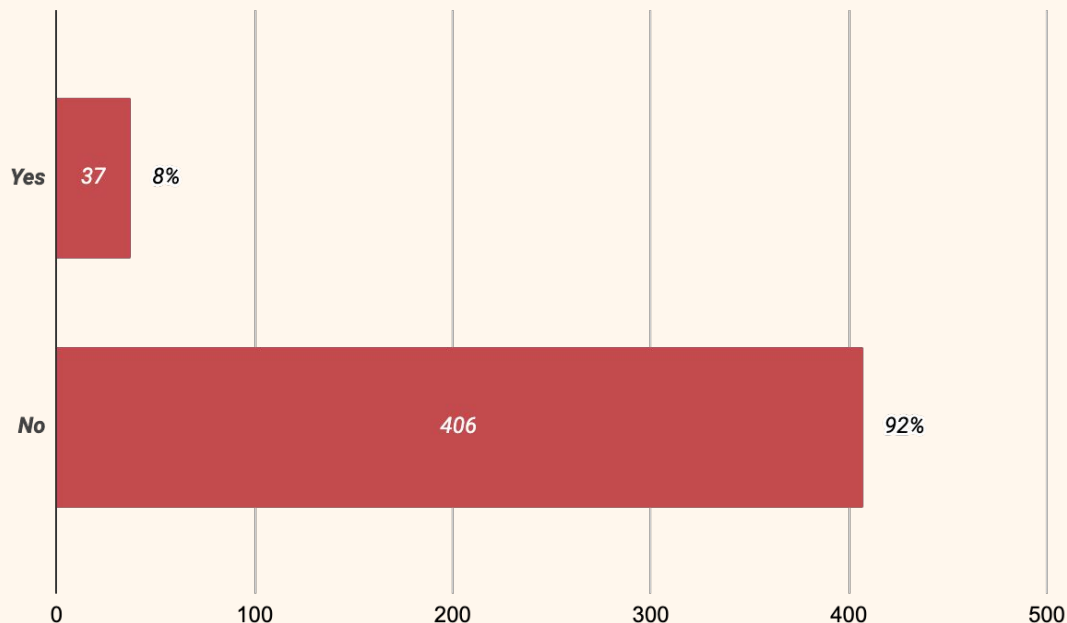
Response Options: Single choice

Number of Responses: 504, of which 187 responded "Don't know"

Target Group: 2 - Betting players

Limitation

Have you ever experienced being “limited” by a betting company as a result of winning too much or too often? A “limitation” can include restrictions on stakes, reduced odds, or being temporarily or permanently banned from betting.



More Details

The vast majority of bettors in our survey reported that they have not been limited.

Limitation primarily occurs for advanced bettors who frequently win large amounts. This aligns with our responses, as those who bet daily were much more likely (22%) to report having been limited.

The same applies to those who bet larger amounts. Among those who reported betting 1 000 SEK or more per month, 29% had been limited.

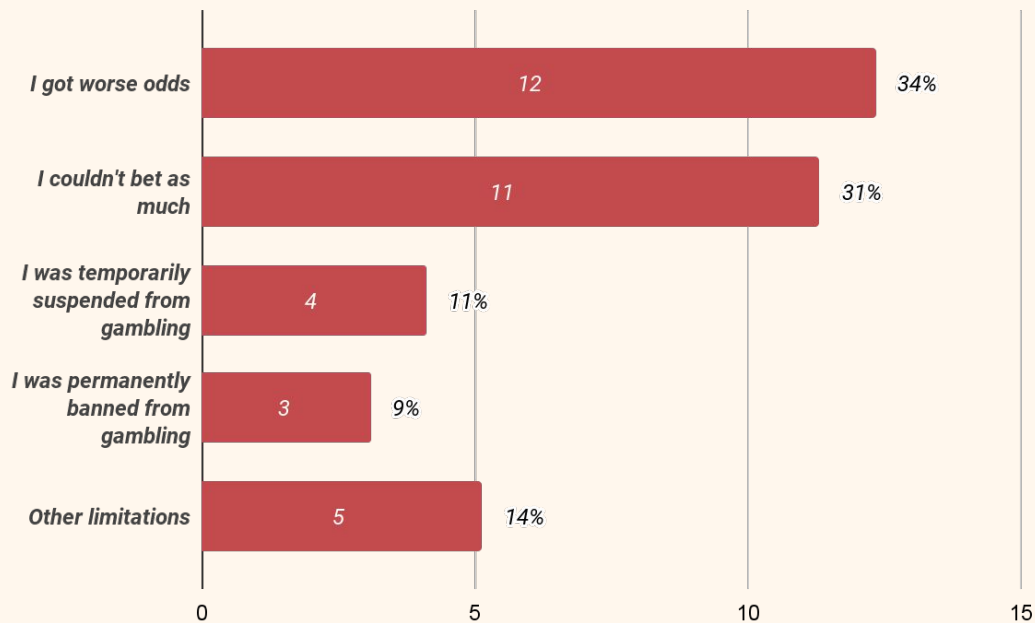
Response Options: Single choice

Number of Responses: 504, of which 61 answered “Don’t know”

Target Group: 2 - Betting players

Type of Limitation

What type(s) of "limitation" did you experience?



More Details

Among those who have been limited, the most common type was receiving worse odds. The next most common response was "I was not allowed to place as large bets."

Response Options: Single choice

Number of Responses: 37, of which 2 responded

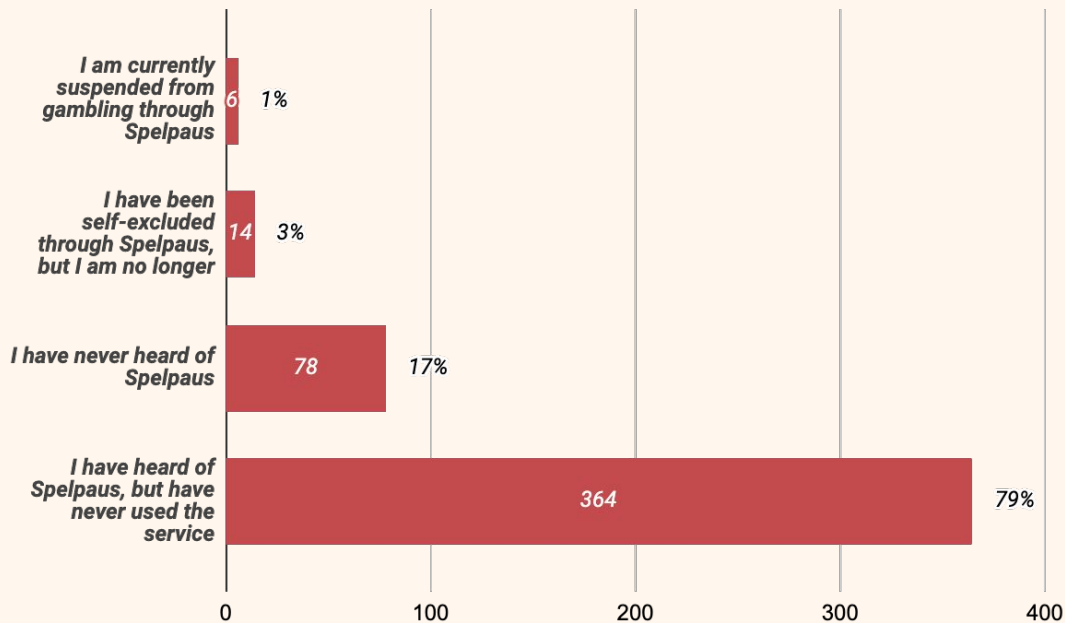
"Don't know"

Target Group: 2 - Betting players

Spelpaus (Self-exclusion)

In Sweden, the Gambling Authority Spelinspektionen offers a service called "Spelpaus" that allows individuals to exclude themselves from all gambling activities (on sites with a Swedish license).

Which of the following statements best describes your experience with Spelpaus?



More Details

A clear majority of players (79%) have heard of Spelpaus but have never used the service. More betting players than casino players have never heard of Spelpaus, 17% compared to 11%.

Only 1% of betting players reported that they are currently self-excluded through Spelpaus.

Among female betting players, only 67% had heard of Spelpaus, while among male players, the figure was 83%.

Response Options: Single choice

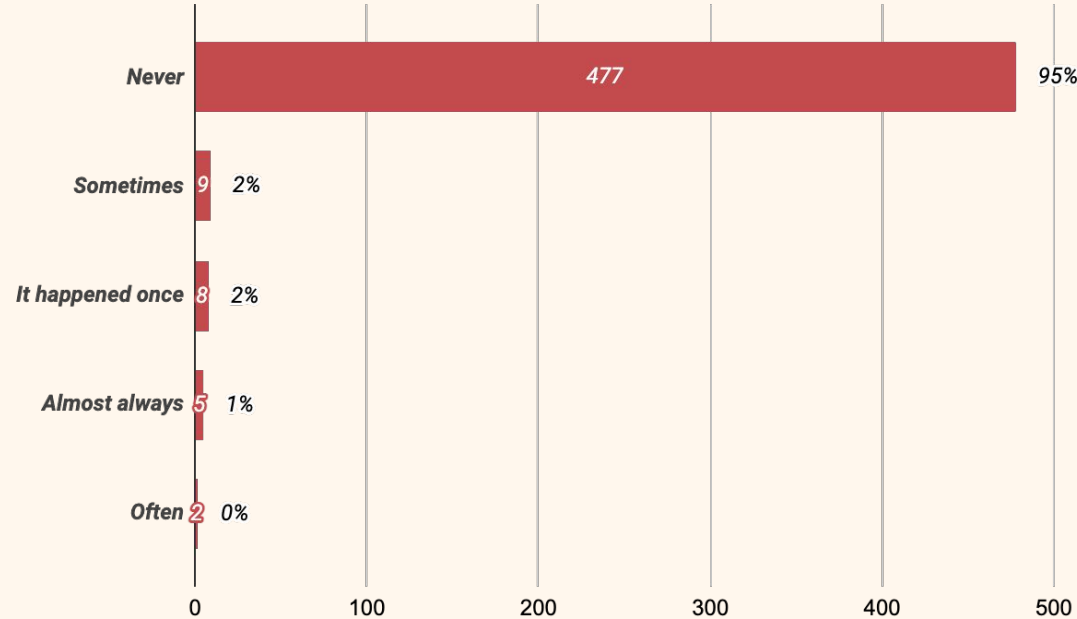
Number of Responses: 504, of which 42

responded "Don't know/Prefer to not disclose"

Target Group: 2 - Betting players

Loans for Betting

Have you ever borrowed money to be able to gamble, and if so, how often has it happened in the past 12 months?



More Details

The majority (95%) have never borrowed money for gambling, a figure that differs from casino players, where only 81% have never borrowed for gambling.

Among those who gamble for 1000 SEK or more per month, 84% reported that they have never borrowed for gambling.

Response Options: Single choice

Number of Responses: 504, of which 3 responded "Prefer to not disclose"

Target Group: 2 - Betting players

About Us



Martin Johansson
VD / CEO
Reflect Företagsutveckling AB

Martin Johansson is a statistician with 25 years of experience in market research, both as a client and a provider, and 20 years of experience in the gaming industry - including as Research Director at Svenska Spel.

Martin now leads the analysis and research company Reflect Företagsutveckling AB, which is responsible for the methodology and fieldwork for this study.



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