



CASINO**TEMPEN**

Survey Study of the Swedish Casinomarket 2025

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About the Survey



Collection Method and Analysis

The fieldwork and analysis were conducted by Reflect Företagsutveckling AB, an independent research institute.
The study was carried out through Norstat's nationally representative web panel, where 3,463 respondents chose to participate.

Of these:

473 had played both casino and betting

160 had played casino but not betting

372 had played betting but not casino

In total, 501 respondents completed the casino survey and 503 completed the betting survey – resulting in 1,004 participants overall.
To ensure that the share of online casino players in Sweden was estimated as accurately as possible, the results were weighted by gender and age to correct for any potential bias caused by differences in willingness to participate (clicking on the survey link).

The screening showed that 24 % of Swedes are betting players ($844 / 3,463 = 24\%$) and 18% are casino players ($632 / 3,463 = 18\%$).

About the Survey



Background

Raketech's CasinoFeber aims to gain an increased knowledge of the online casino market and its players. This is to be able to make the market more transparent and honest, by learning more about the target group but also paying attention to problems that actually exist. Also in 2024, they conducted a similar survey.

Target Population

The target population for the study consisted of people aged 18 - 75 who in the past 12 months have done one of the following:

- 1) Played online casino
- 2) Playing betting online

Time Period

The fieldwork was conducted 2025-07-03 - 2025-07-17.

Facts About the Survey

- A total of 1,004 people participated in the survey, of which 372 had played both casino and betting in the past 12 months, 160 had played casino but not betting and 372 had played betting but not casino.
- The survey was conducted by Reflect Företagsutveckling AB – an independent research institute.
The survey was conducted in a nationally representative web panel, where 501 people responded to a casino survey and 503 to a betting survey.
- The fieldwork (collection of responses) was carried out over 14 days, 2025-07-03 - 2025-07-17.

Alternative Languages

- [Swedish Version](#)



ONLINE CASINO PLAYERS

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

Online Casino Players Overview

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

1 av 6 Swedes Play Online Casino

53% play online casino at least once a month

28% play for less than SEK 100 a month and **17%** play for SEK 1,000 - 10,000 a month



69% **LeoVegas** is the most well-known online casino

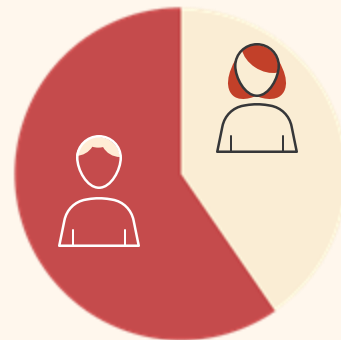


69% **Leo Vegas** has the most Swedish players



3.84 **Expekt** has the highest user rating

55%
Of the players are men



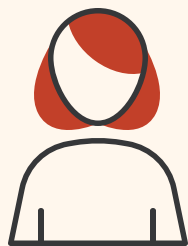
"Good chances of winning"
is most important for players when choosing a casino site

34% sometimes or often suspect that the outcomes at Swedish casinos are manipulated

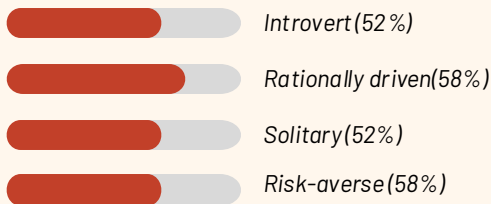
49% of Swedish players prefer slots



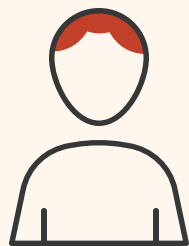
The Online Casino Player



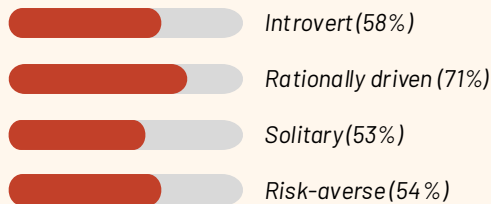
Personality



Average Age: 39 years
Civil status: Cohabiting or Single (31%)
Education: High school education (44%)
Employment: Full-time employed (61%)
Monthly Income: 30 - 40 000 SEK (27%)



Personlighet



Average Age: 42 years
Civil status: Cohabiting (31%)
Education: High school education (46%)
Employment: Full-time employed (70%)
Monthly Income: 30 - 40 000 SEK (26%)

About Online Casino Players



Gender	%	Amount
Female	44%	221
Men	55%	276

Age Group	%	Amount
18-35	50%	248
36-49	28%	138
50-75	23%	115

Education	%	Amount
College or university, at least 3 years	31%	153
College or university, less than 3 years	17%	87
High school education	45%	225
Primary education or lower	6%	31

Income (Monthly Salary)	%	Antal
0 - 10 000 SEK	4%	18
10 001 - 20 000 SEK	11%	53
20 001 - 30 000 SEK	15%	77
30 001 - 40 000 SEK	26%	131
40 001 - 50 000 SEK	17%	85
50 001 - 70 000 SEK	11%	53
70 001 - 90 000 SEK	3%	15
90 001 +	1%	5
Unknown/Prefer not to disclose	13%	64

About Online Casino Players



Economy	%	Amount
I can buy most things I want and still have money left over	21%	105
I have a good economy and can sometimes treat myself to things	30%	150
My financial situation is not bad, but neither is it good	20%	105
I have a strained financial situation, but I manage if I plan my budget	21%	104
My expenses are often bigger than my income and I constantly struggle to make ends meet	8%	40
Unknown/Prefer not to disclose	6%	31

Employment	%	Amount
Full-time employed	66%	329
Part-time employed	10%	50
Studying	7%	37
Pensioner / Disability pensioner	7%	37
Self-employed	4%	18
Job seeker	2%	12
Long-term sick leave	2%	10
Other	1%	3
Homemaker	0%	1
Prefer not to disclose	1%	3

About Online Casino Players



Extroverted<-> Introverted	%	Amount
Extroverted	45%	220
Introverted	56%	277

Social <-> Solitary	%	Amount
Social	46%	230
Solitary	53%	267

Rationally <-> Emotionally driven	%	Amount
Rationally	65%	324
Emotionally	35%	173

Risk-seeking <-> Risk-averse	%	Amount
Risk-seeking	42%	211
Risk-averse	57%	286

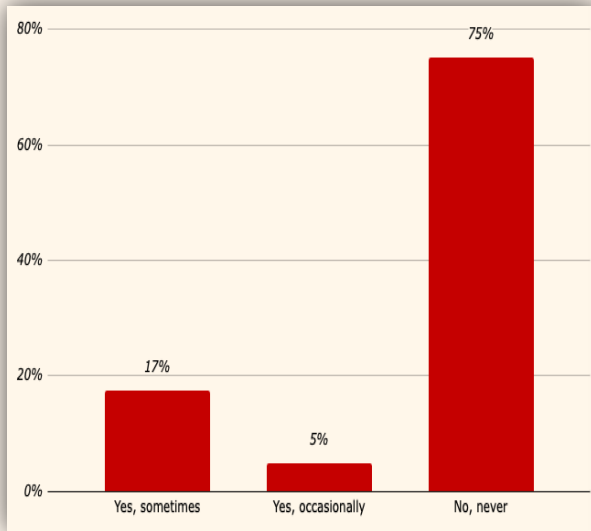
About Swedish Online Casino Players



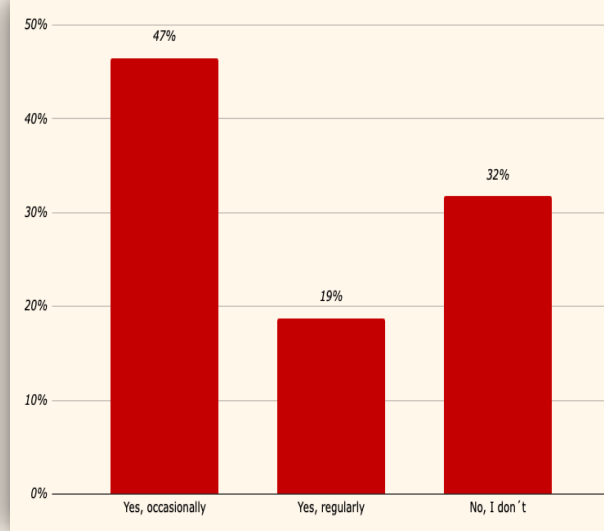
Martial Status	%	Antal
Single	31%	153
Married/Registered Partnership	27%	135
Living with a partner	31%	154
In a relationship	9%	47
Prefer not to disclose	1%	4
Widow / Widower	1%	4
Other	1%	4

Children living at home	%	Antal
No children	58%	584
1 child	18%	178
2 children	17%	175
3 children	5%	54
4 or more children	1%	13

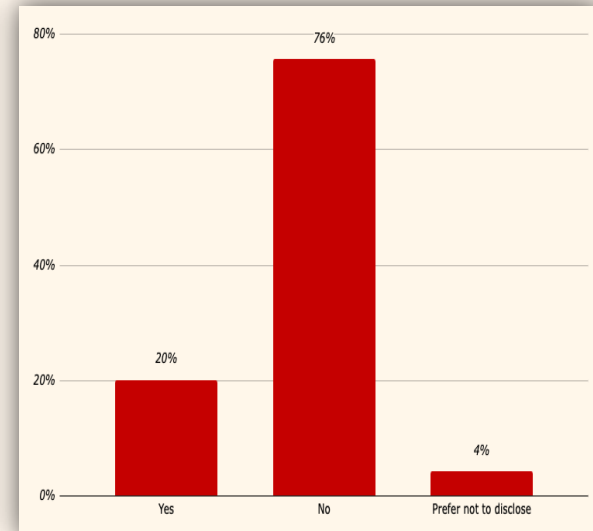
Personal Questions Casino Players



Do you play online casino during working hours?



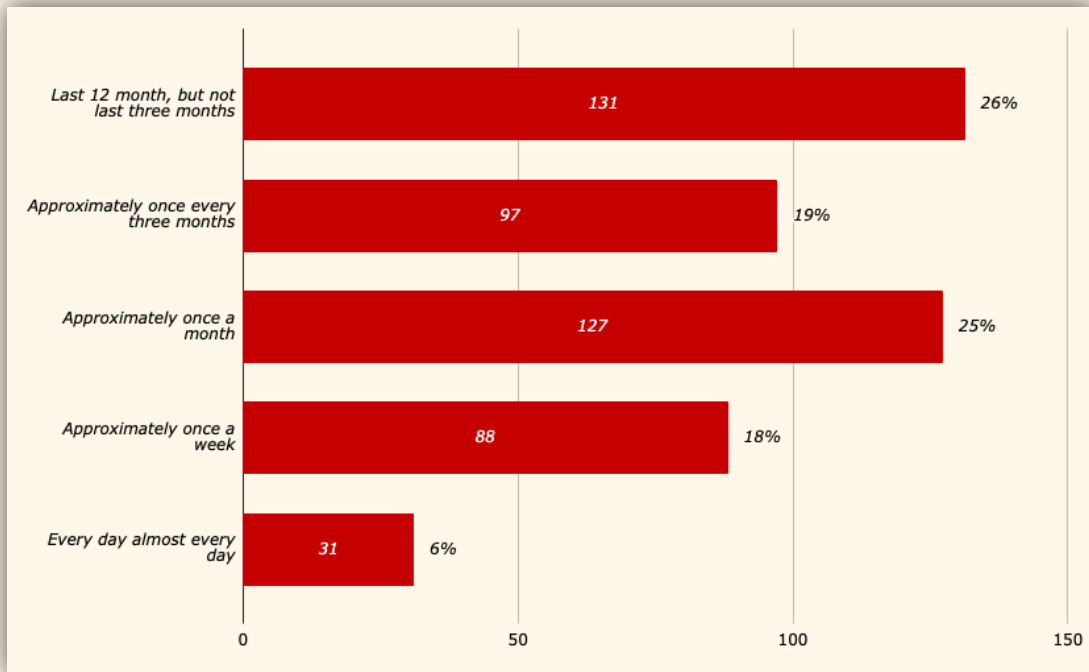
Do you ever donate money to charity?



Have you ever been diagnosed with some type of mental illness?

Gaming Frequency

Approximately how often do you play casino online (for example, Roulette, Black Jack or wheel games/slots)?



More Details

Among online casino players, 25% play at least once a month.

8% of men and 4% of women gamble every day.

In the age group 50 - 75 years, 18% stated that they gamble every day. But in the same age category, there was also the highest number of people who stated that they had not played in the last quarter.

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

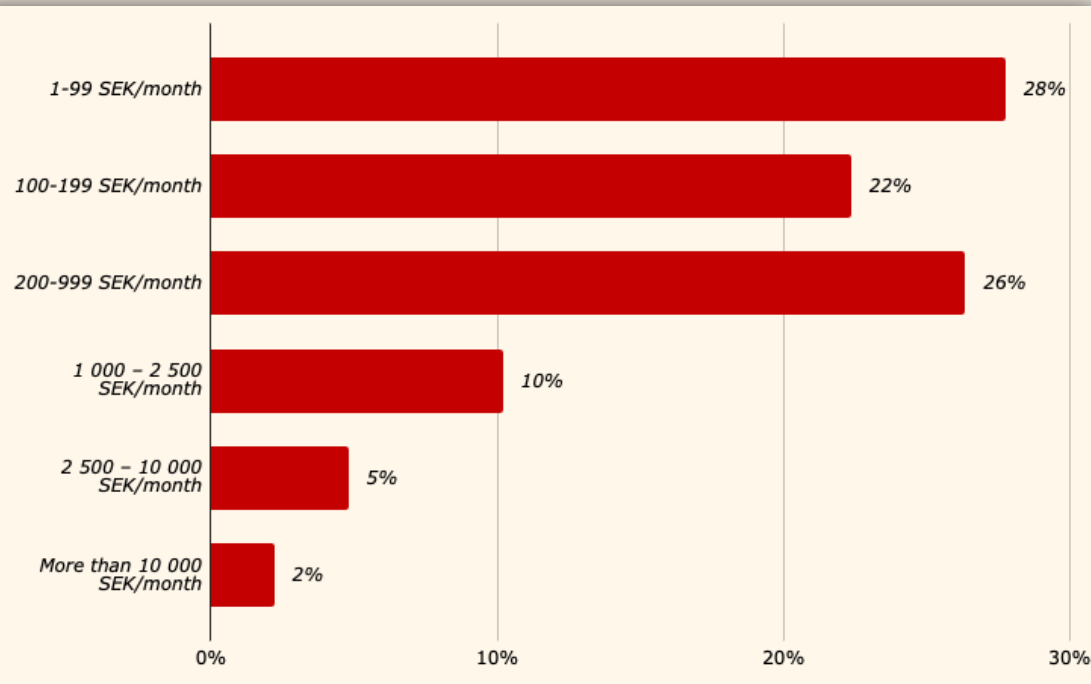
Answer alternatives: Single choice

Number of responses: 501 - of which 5 answered "Don't know/Prefer not to disclose"

Target group: 1 - Online casino players

Monthly Wagering

How much would you say you bet at online casinos in an average month?



More Details

The most common sums to play for are under 99 SEK per month or between 200 – 999 SEK per month. Only about 17% stated that they gamble for SEK 1,000 or more a month.

In the age group 50 – 75 years, it is most common to play for 1 – 99 SEK/month, while in the younger age groups most people play for 200 and more.

Among women, most people play for SEK 200 – 999, while among men it was most common to play for SEK 1 – 99 a month.

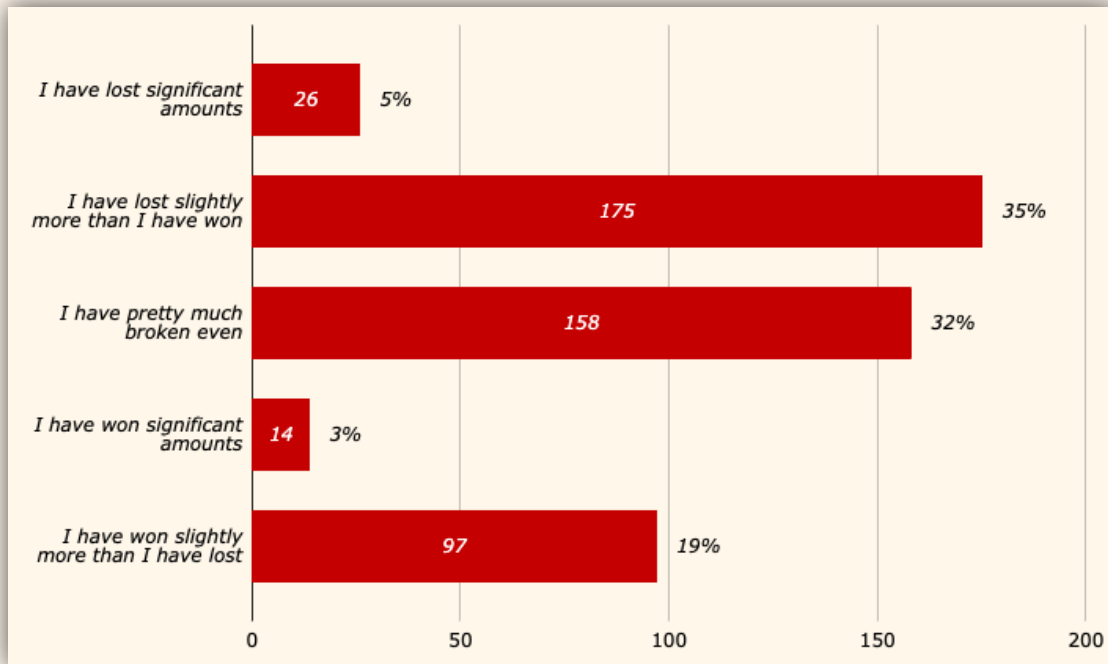
Answer alternatives: Single choice

Number of responses: 501 – of which 32 answered "Don't know/Prefer not to disclose"

Target group: 1 – Online casino players

Winning or Losing

If you think about the last 12 months, what is best suited to your total wins and losses at online casinos?



More Details

Most people state that they have lost a little more than what they have won when playing online casino in the last 12 months.

About a third feel that they have gone plus or minus zero and only 3% that they have won significant sums. Among women, however, it is most common to have gone plus or minus zero.

Important to remember is that this is what players themselves believe/experience. Statistics show that most people lose.

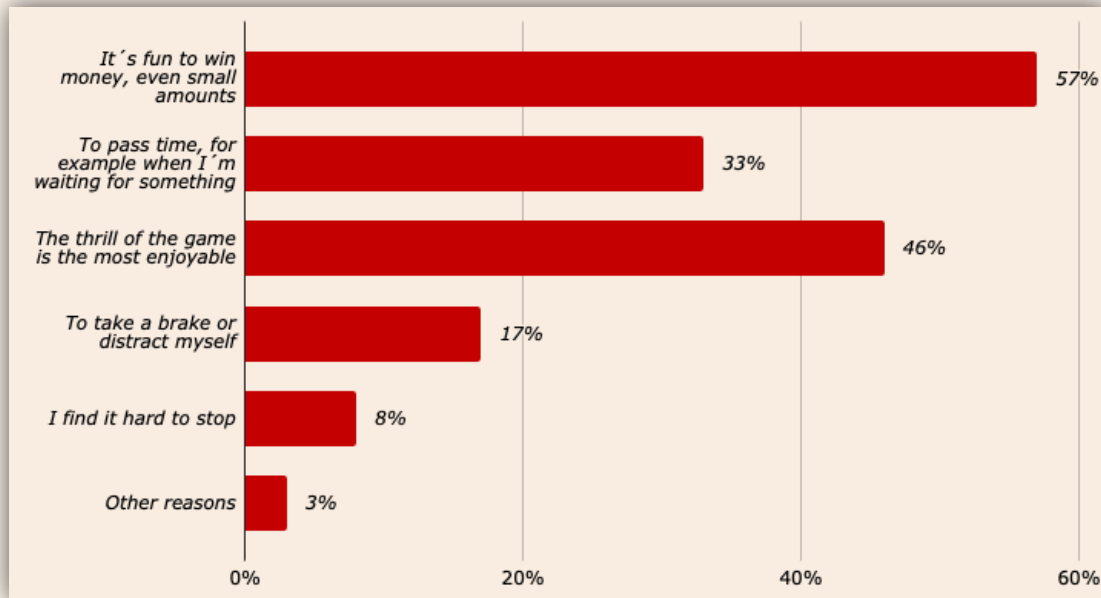
Answer alternatives: Single choice

Number of responses: 501 – of which 31 answered “Don't know/Prefer not to disclose”

Target group: 1 – Online casino players

Motivation

What would you say are the main reasons why you play casino online? You can choose a maximum of three.



More Details

The most common reason to play casino online is that it is fun to win money, even if it is small amounts. But the excitement factor is also a common driving force for online casino games.

Those who chose "other" stated, among other things, that they had wanted to try or have fun playing together with others.

The reason for playing online casino was very similar among both women and men and in all age groups. After winning money, everyone had answered that it is the excitement that attracts.

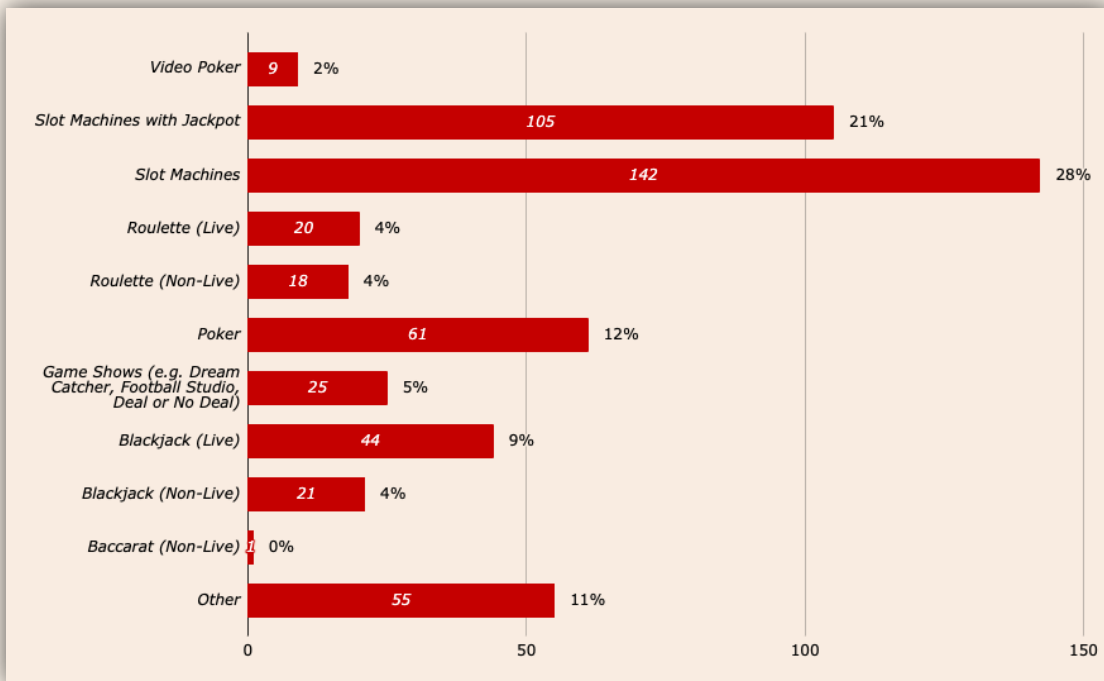
Answer alternatives: Multiple choice

Number of responses: 501

Target group: 1 – Online casino players

Favorite Casino Game

What kind of casino games do you prefer to play?



More Details

Slot machines, with or without jackpots, are undoubtedly the game that most casino players prefer. 28% prefer regular slot machines and 21% slot machines with jackpot.

For the classic table games, the results are presented here for both those who play the live version and those who play in computerized versions.

Women prefer slot machines to a greater extent than men. Among women, 55% stated slot machines as their favorite game, while among men it was 45%.

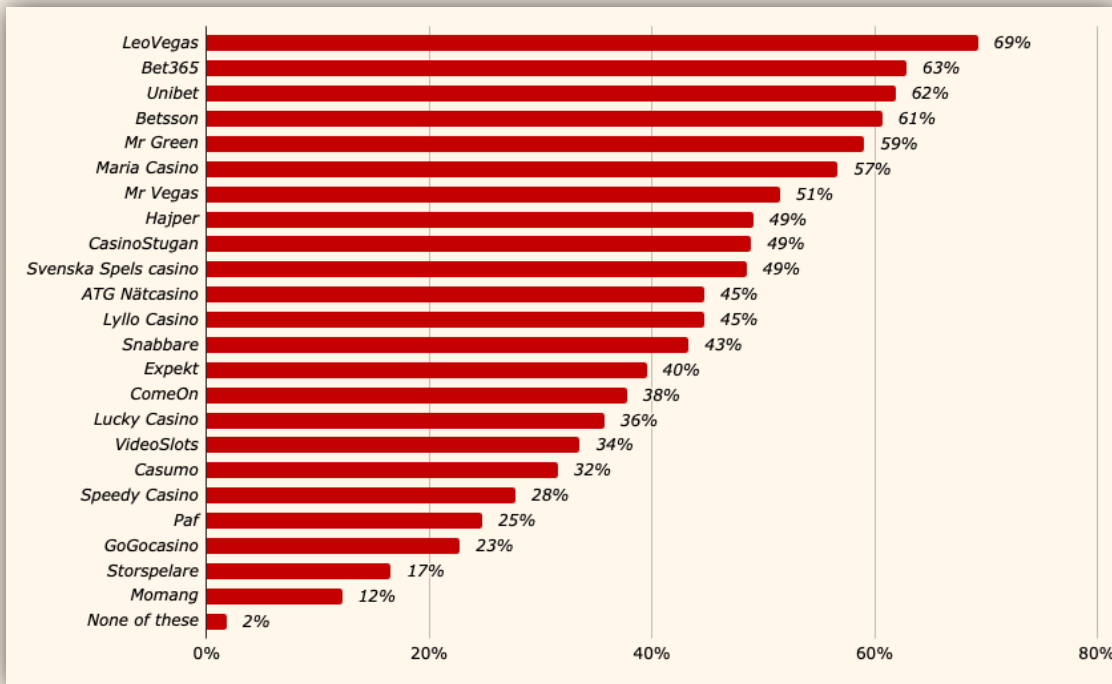
Answer alternatives: Single choice

Number of responses: 501

Target group: 1 – Online casino players

Site Awareness

Which of these casino sites have you heard of?



More Details

Leo Vegas is the casino site most people in our survey have heard of. Close behind are Bet365, Unibet and Betsson.

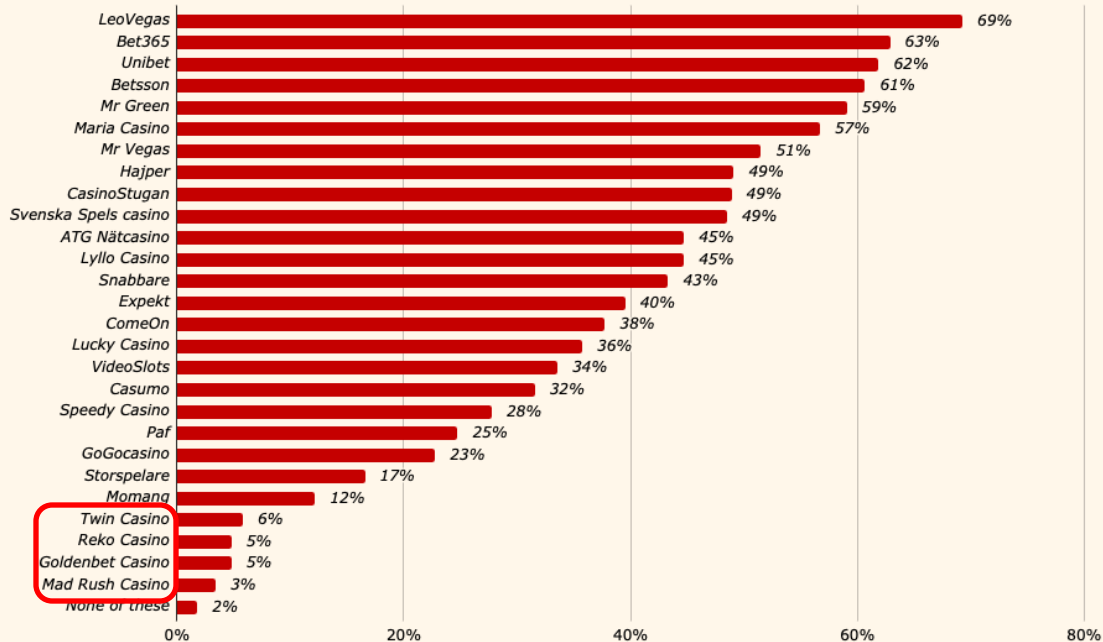
Answer alternatives: Multiple choice, therefore the graph exceeds 100 %

Number of responses: 501

Target group: 1 - Online casino players

Site Awareness 2

Which of these casino sites have you heard of?



More Details

In this year's CasinoTempen, we have for the first time measured awareness of unlicensed sites – and the results are surprising.

Large Swedish sites are still best known, but more and more people are now aware of unlicensed casinos that do not have a Swedish license or Spelpaus protection.

The four casino sites within the red marking do not have a Swedish gaming license. These four sites have been selected as they have a high search volume in Sweden.

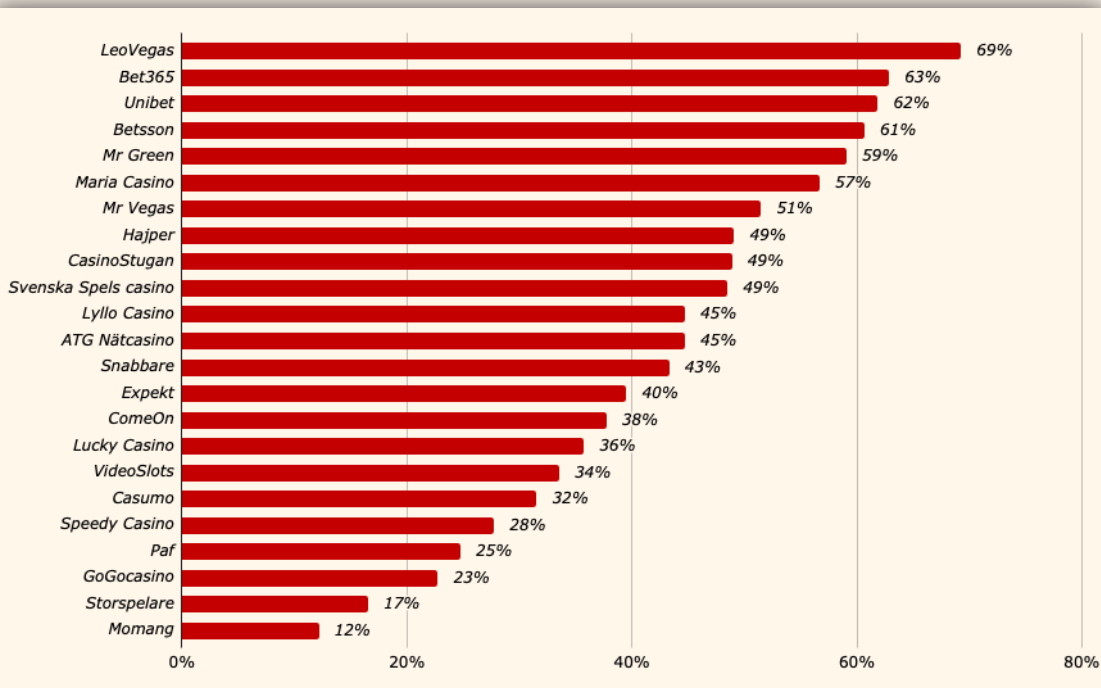
Answer alternatives: Multiple choice, therefore the graph exceeds 100 %

Number of responses: 501

Target group: 1 – Online casino players

Site Gaming

Which of these casino sites have you played casino at any point in the last 12 months?



More Details

Leo Vegas is the casino site most people have played at, but soon after come Bet365, Unibet and Betsson.

Svenska Spel's casino, which topped the list in 2024, slips down to 10th place.

Most casino players (just over 60%) only play on one site. The others have played at several casinos in the last 12 months.

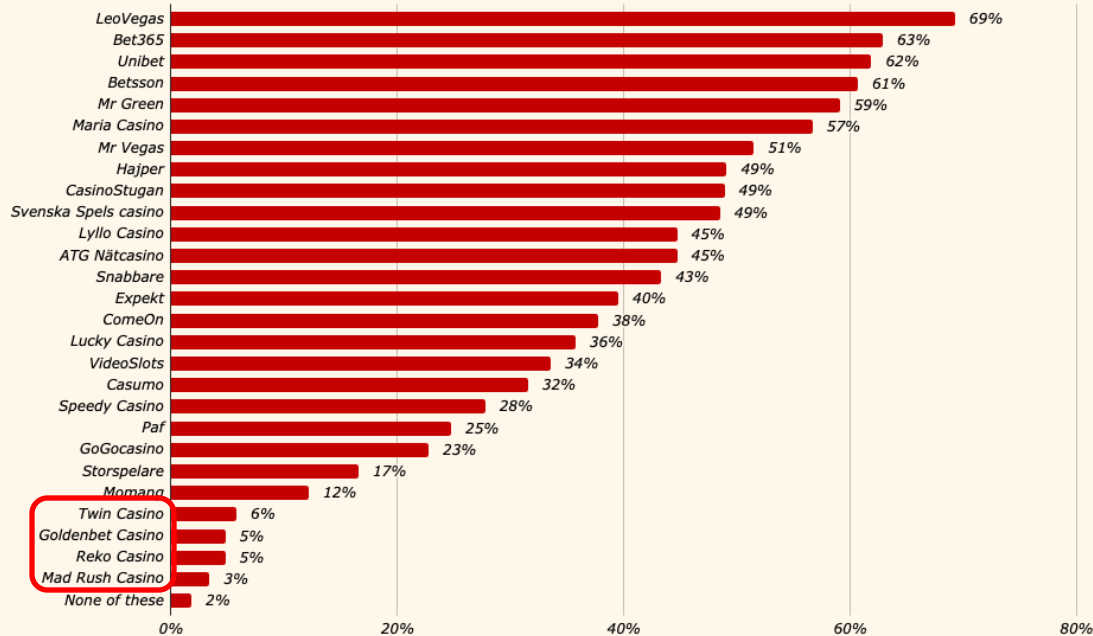
Answer alternatives: Multiple choice, therefore the graph exceeds 100 %

Number of responses: 501

Target group: 1 - Online casino players

Site Gaming 2

Which of these casino sites have you played casino at any point in the last 12 months?



More Details

The proportion of Swedes who play at unlicensed casino sites has increased significantly. In the 2024 survey, only a small group indirectly stated that they played outside the licensing system. In the 2025 CasinoTempen poll, on the other hand, as many as 18% answered that they play on sites without a Swedish license.

The four casino sites within the red marking do not have a Swedish gaming license. They have been selected because they have a high search volume in Sweden.

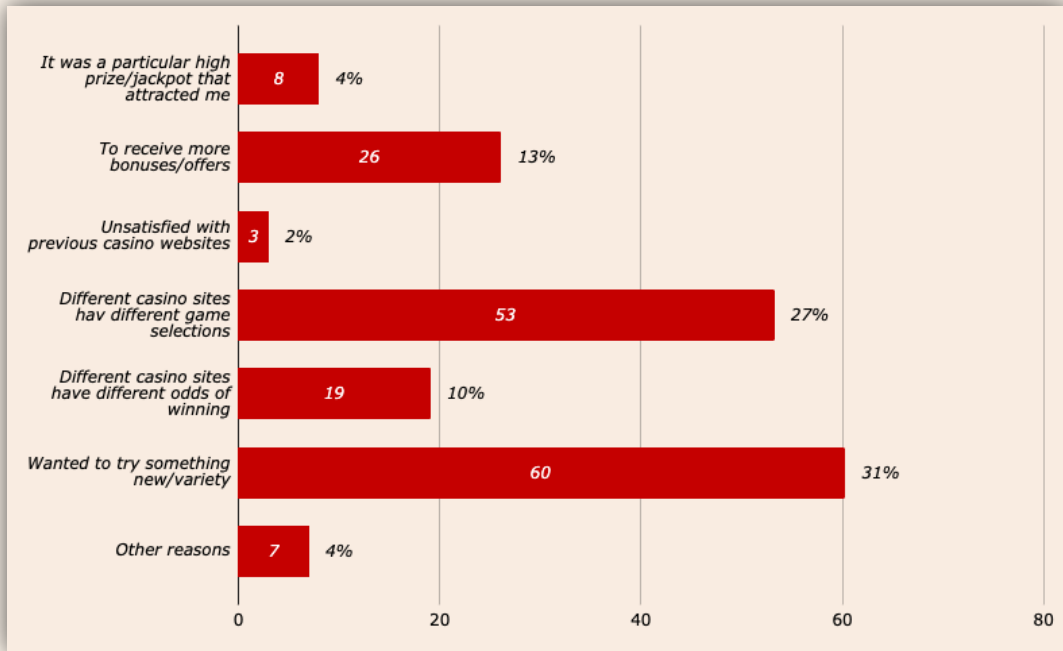
Answer alternatives: Multiple choice, therefore the graph exceeds 100%

Number of responses: 501

Target group: 1 - Online casino players

Multiple Casino Accounts

What is the main reason why you have played at several different casino sites?



More Details

193 people stated that they had played at more than one site in the past 12 months. The most common reason for playing on several sites was that you wanted to vary or try something new.

It was more common among men than women to have played on more sites to get more bonuses.

Among the younger players, different game selection was a big reason to play on several sites, while among the older players, most people stated "wanted to try something new/vary me as the reason.

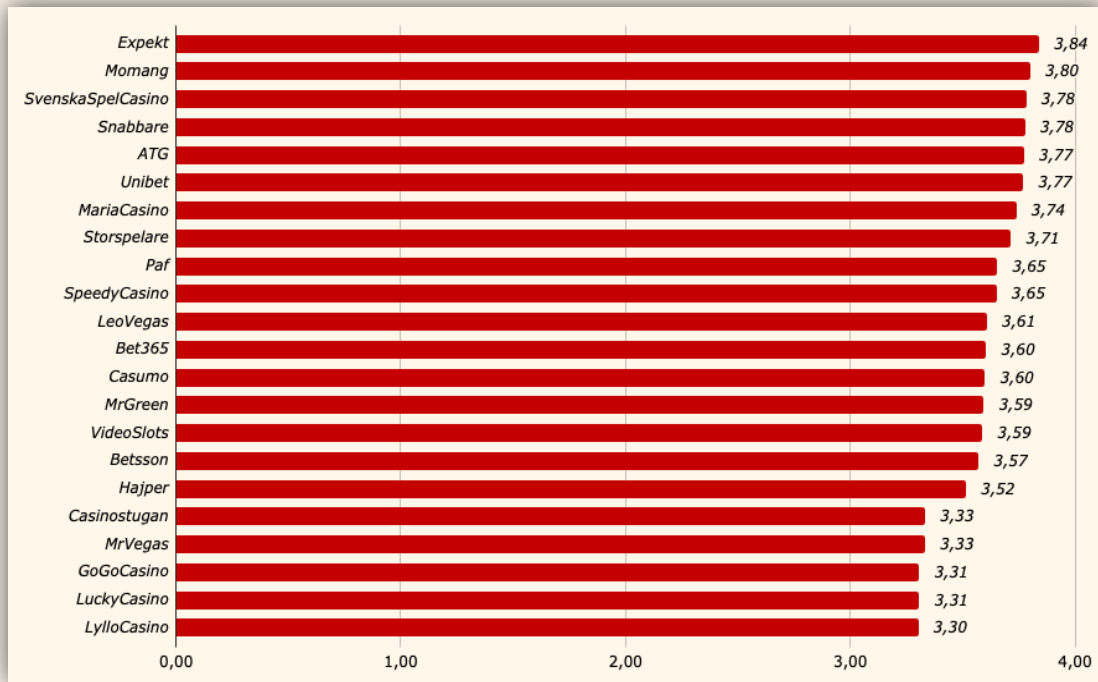
Answer alternatives: Single choice

Number of responses: 193 – of which 3 answered "Don't know/Prefer not to disclose"

Target group: 1 – Online casino players

Sajt Ranking 1

Now we would like you to rate some of the casino sites that you have played at, you get to answer on a scale from 1 to 5 where 5 is very good and 1 is very bad.



More Details

Expekt tops the list, just ahead of Momang and Svenska Spel Casino.

In our previous survey, ATG received the best rating. This time they ended up in 5th place.

All of these sites have a Swedish gaming license.

Divided into men and women, the women gave the highest rating to MariaCasino while the men gave the highest rating to Momang.

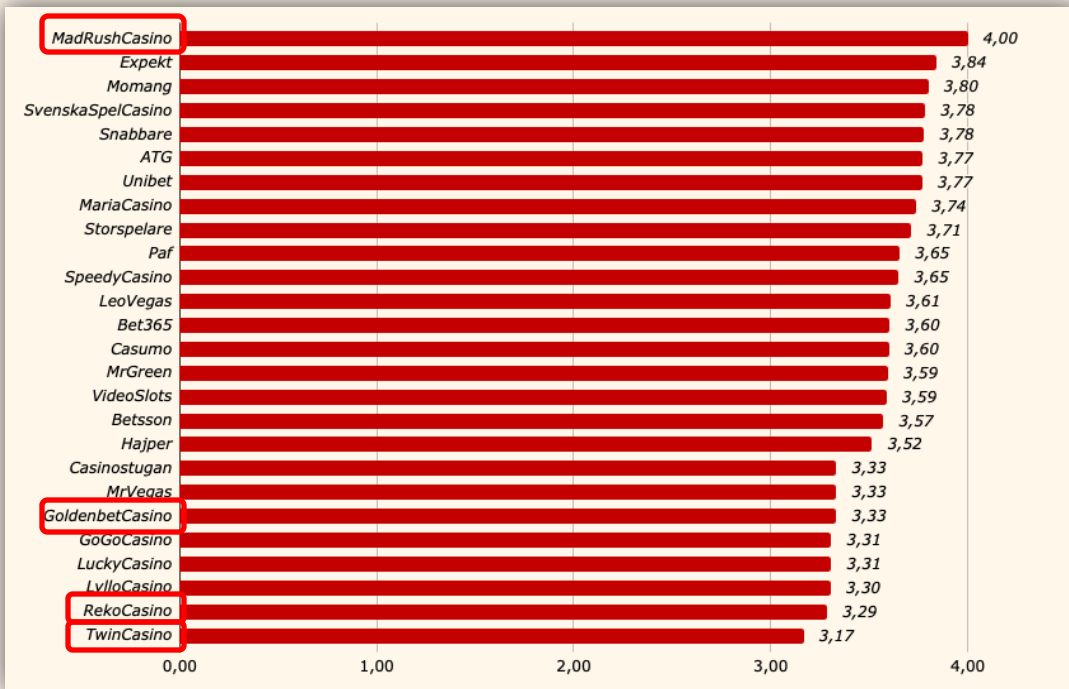
Answer alternatives: Grading (1-5), and don't know

Number of responses: 501

Target group: 1 – Online casino players

Sajt Ranking 2

Now we would like you to rate some of the casino sites that you have played at, you get to answer on a scale from 1 to 5 where 5 is very good and 1 is very bad.



More Details

Since we have seen in our surveys in recent years that the knowledge of checking that casino sites have a Swedish license has decreased every year, we chose to include some sites that do not have a Swedish license.

The four casino sites that are marked in red do not have a Swedish license. They have been selected because they have a high search volume in Sweden.

Those who rated unlicensed sites were mainly men in the age group 18-35 years.

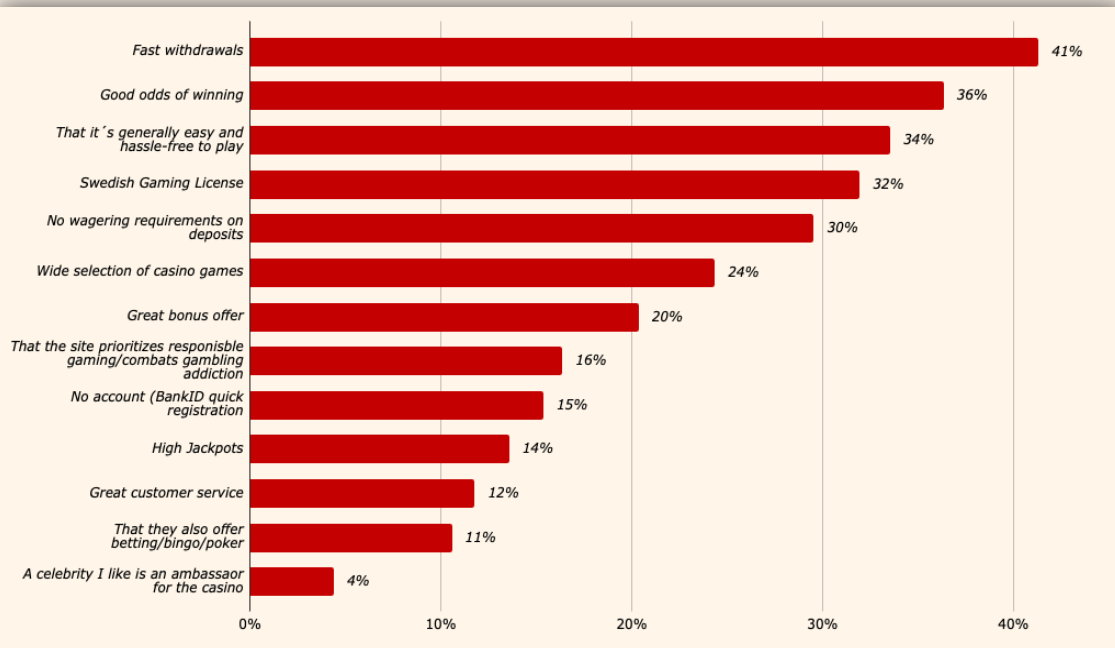
Answer alternatives: Grading (1-5), and don't know

Number of responses: 501

Target group: 1 - Online casino players

Site Selection Criteria

What things are most important to you when choosing which casino site to play at? You can choose a maximum of five.



More Details

The fact that the casino has the opportunity for fast withdrawals is most important for Swedish online casino players. Soon after comes good chances of winning, which is interesting as the chances of winning are the same at all Swedish casinos.

Among men, a Swedish gaming license was number two on the list, while among women, that reason came first in place number five.

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

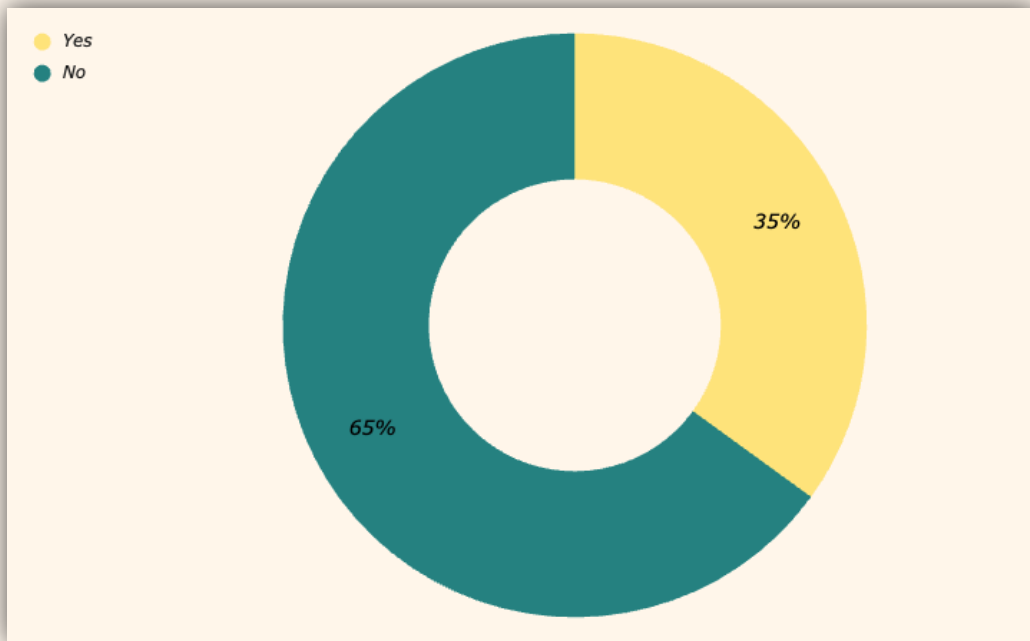
Answer alternatives: Multiple choice

Number of responses: 501

Target group: 1 – Online casino players

Checking of License

Do you know how to check if a casino site has a Swedish gambling license?



More Details

The majority (65%) of online casino players do not know how to check if a casino has a Swedish gambling license. In the age category 50 - 75 years, 70% answered no.

Among those who stated that they played for SEK 2,500 or more a month, however, more (60%) knew how to check if the site had a Swedish license.

In the Swedish Gambling Authority's report The public on gambling 2024, 28% knew how to control this.

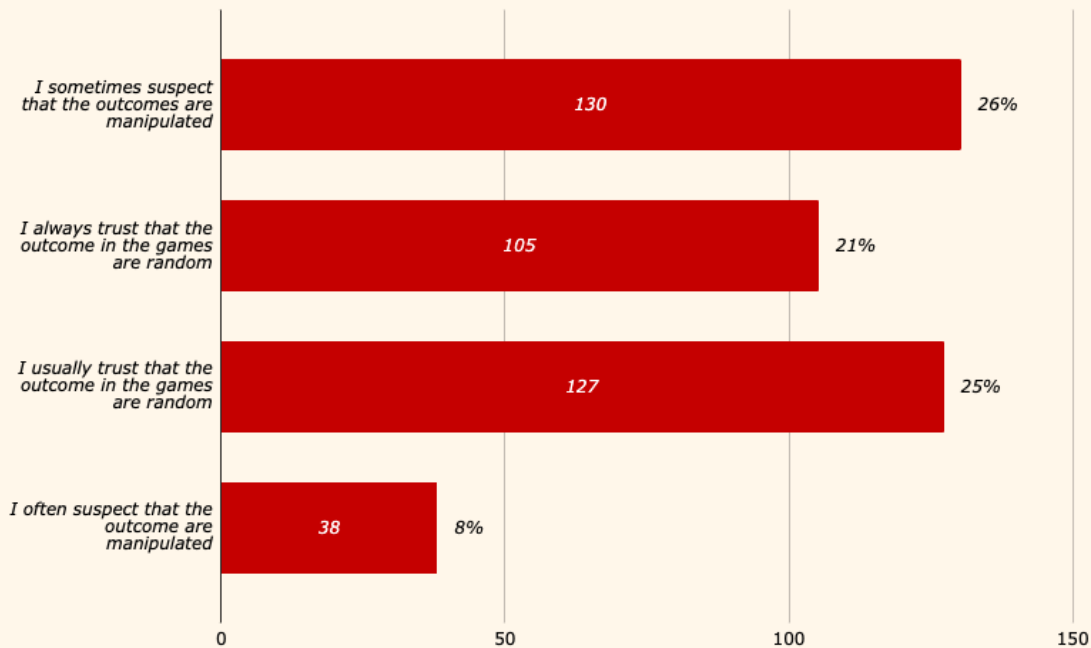
Answer alternatives: Single choice

Number of responses: 501

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

A third trust that the outcomes in the games are usually random, while 26% indicated that they sometimes suspect that the outcomes are manipulated.

Both men (27%) and women (24%) have stated that they always trust that the outcomes are random.

Among those who gamble every day, 35% always trusted that the outcomes were random

Answer alternatives: Single choice

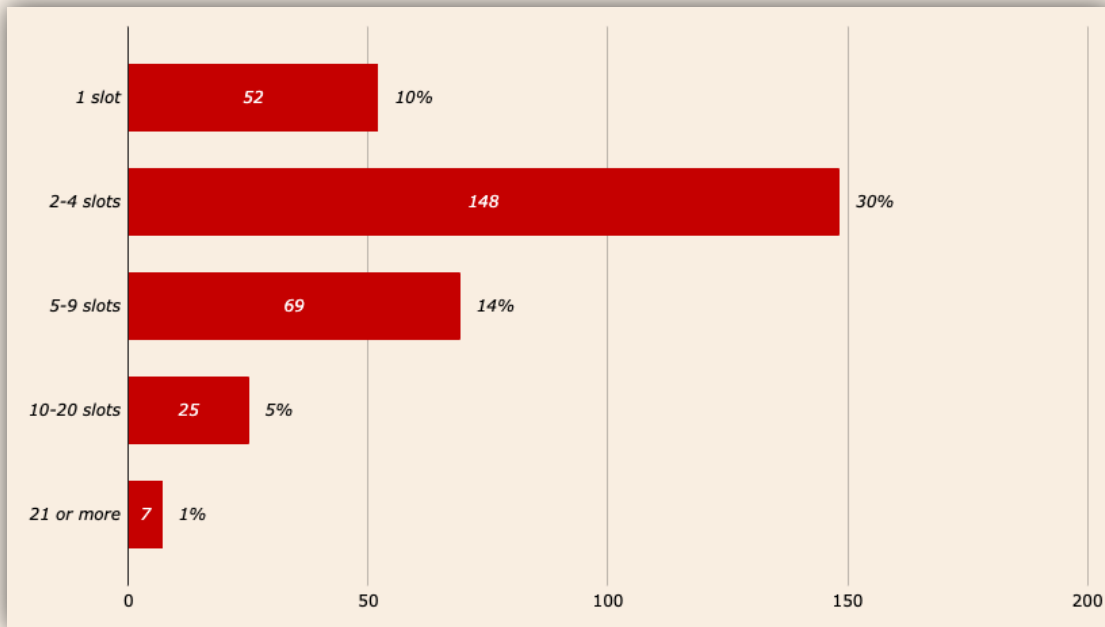
Number of responses: 501 – of which 101 answered

“Don't know/Prefer to not disclose”

Target group: 1 – Online casino players

Number of Slots Played

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



More Details

Of those who answered that they play slots, 30% stated that they usually play between 2 - 4 different slots regularly.

The more often the respondents played casino, the more slots they also played regularly. Even those who play for larger sums of money a month played more slots regularly.

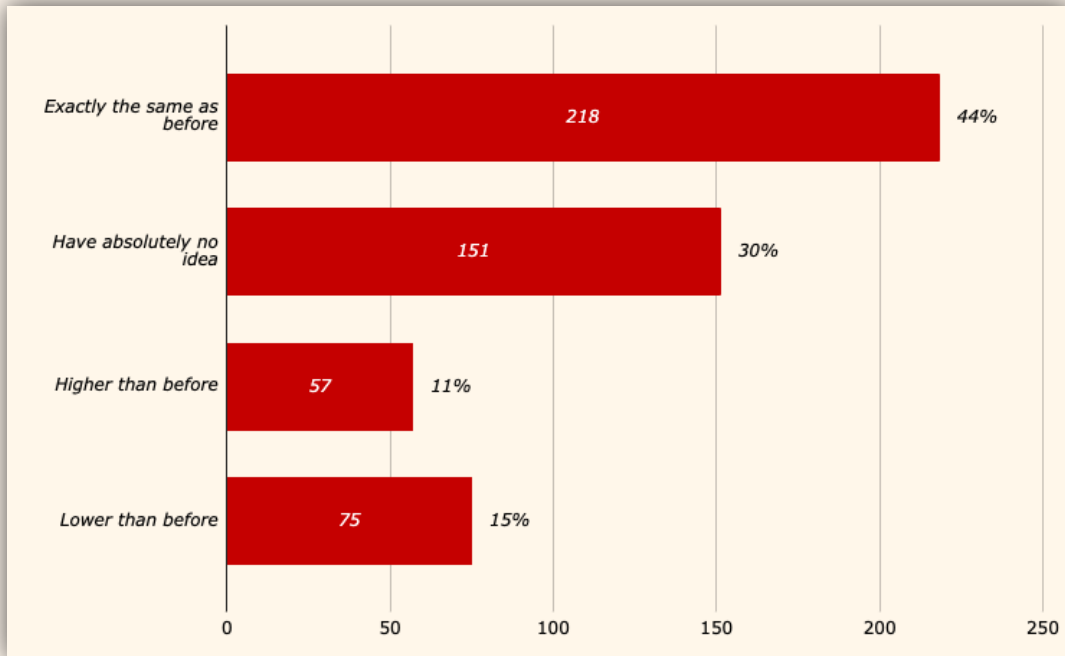
Answer alternatives: Single choice

Number of answers: 501 - of which 83 answered "don't know" and 117 answered "don't play slots"

Target group: 1 - Online casino players

Probability Awareness

Let's say you play a slot at a company with a Swedish gaming license and lose ten times in a row. What are the chances that you will win the eleventh time?



More Details

The correct answer to the question is "exactly the same as before", which 44% answered.

The fact that you answered something else can be both a sign that you are unsure of how probability/chance is calculated, but also that you do not know/believe that the outcomes at Swedish casinos are actually random.

There was no significant difference between those who play often/a lot and those who play rarely/little.

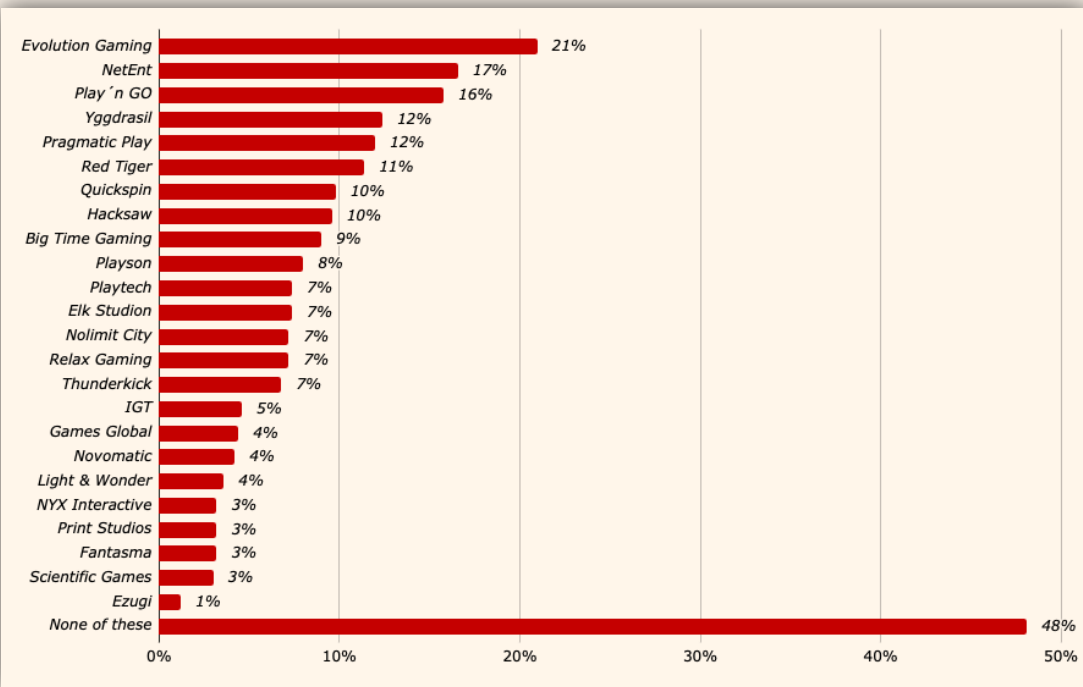
Answer alternatives: Single choice

Number of responses: 501

Target group: 1 – Online casino players

Awereness of Game Providers

The games that appear on different casino sites are developed by game developers who then sell the games to the casino sites. Which of these game developers do you know?



More Details

Almost half of respondents stated that they do not know the name of any of the biggest game developers.

The game providers that most people had an eye on were Evolution Gaming, which is well-known in live casino, and NetEnt, which is behind the popular game Starburst, among other things.

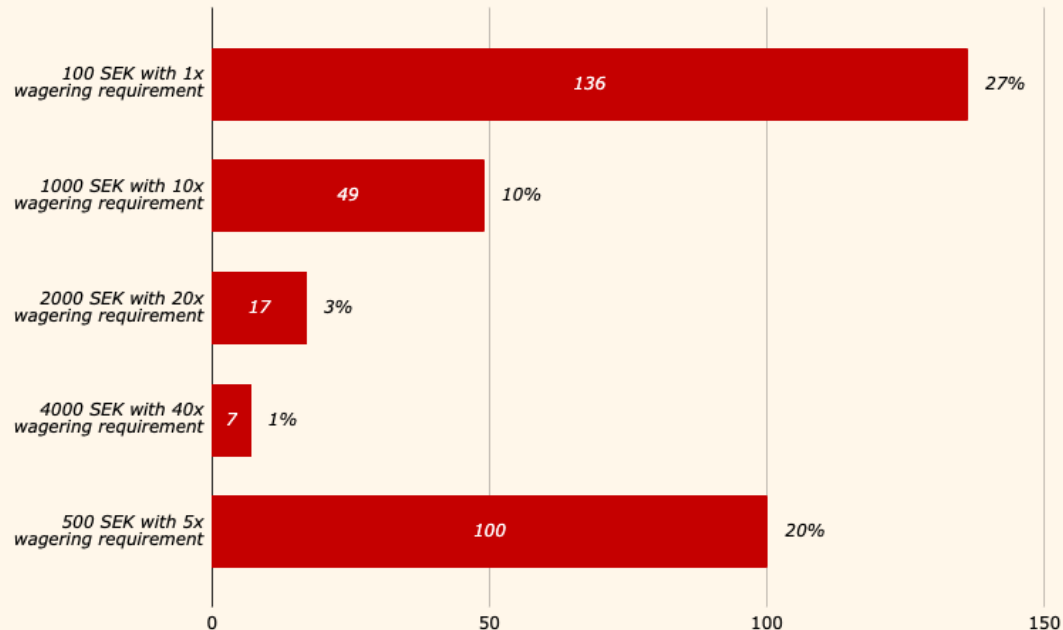
Answer alternatives: Multiple choice

Number of responses: 501

Target group: 1 – Online casino players

Bonus Preferences

What kind of bonus do you generally prefer, if you get to choose between these options?



More Details

27% of all respondents prefer a lower bonus with a low wagering requirement while 20% prefer a higher bonus that comes with a high wagering requirement.

A higher bonus and high wagering requirements were more common in the age group 50-75 years, while the younger players prefer lower bonuses with low wagering requirements.

Answer alternatives: Single choice

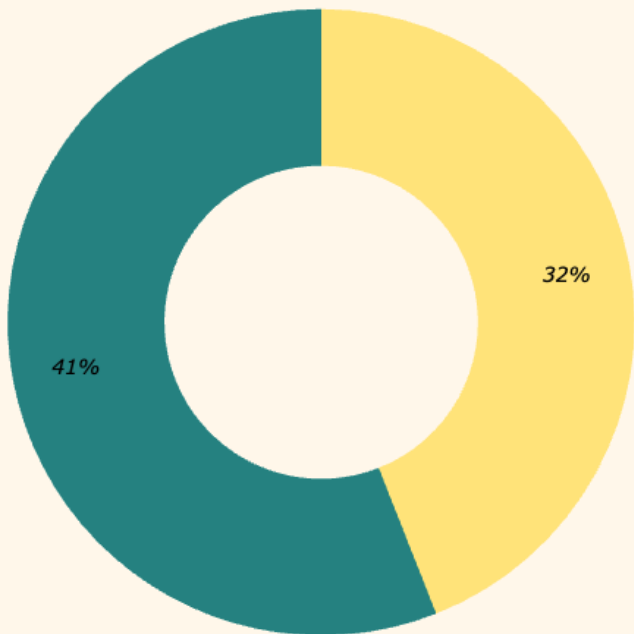
Number of responses: 501 of which 192 answered "Don't know/Doesn't matter/Prefer not to disclose"

Target group: 1 - Online casino players

Free Spins Preferences

Free spins are a different type of bonus, what kind of free spins would you most like to have?

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



More Details

When it comes to free spins, it was more fragmented. However, slightly more people prefer fewer free spins with a higher value.

There was no major difference either in age or gender or depending on the frequency of play and the amount played, but the vast majority preferred 20 free spins.

On the other hand, as many as 27% answered that they do not know or that they do not matter.

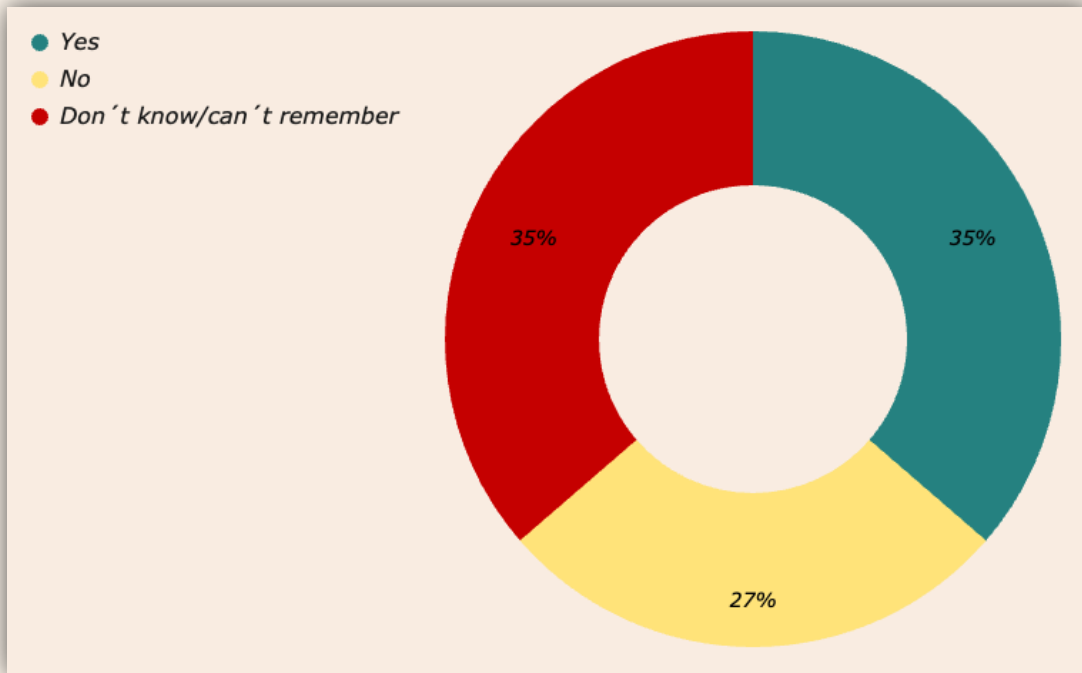
Answer alternatives: Single choice

Number of responses: 501 of which 133 answered "Don't know/Doesn't matter/Prefer not to disclose"

Target group: 1 - Online casino players

Utilized Bonus

If you think about the casinos you mentioned earlier, have you taken advantage of any casino bonus that was associated with terms and conditions?



More Details

35% of respondents stated that they have used a casino bonus.

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

Among those who play once a week or more often, 55% stated that they had used a bonus.

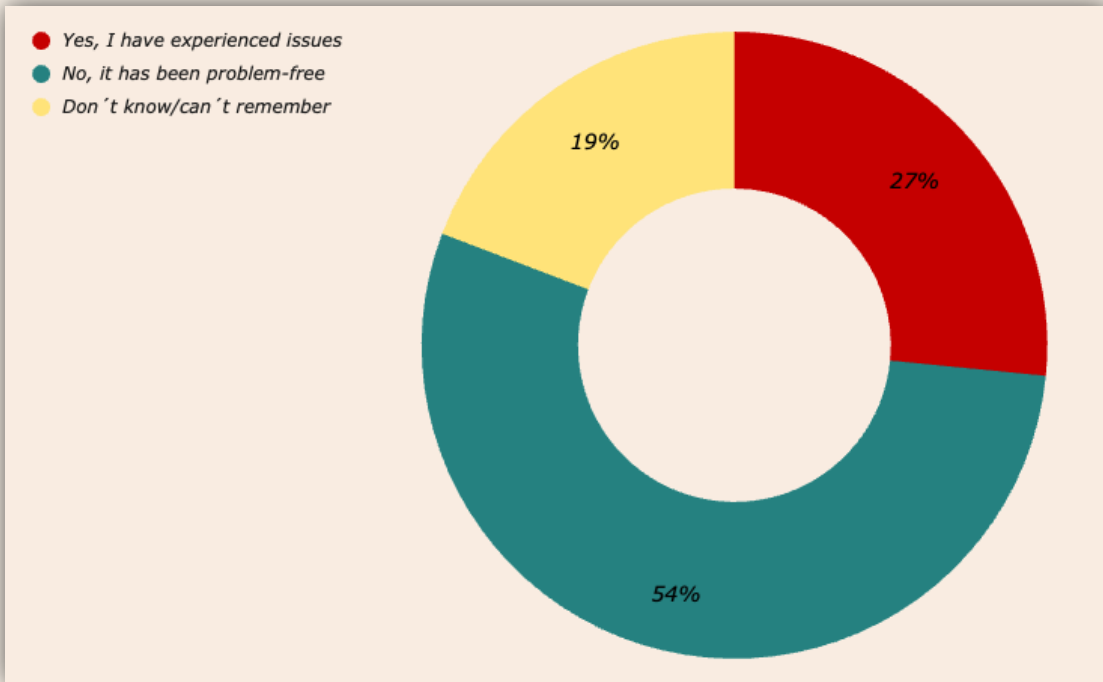
Answer alternatives: Single choice

Number of responses: 501 of which 14 answered "Prefer not to disclose"

Target group: 1 - Online casino players

Bonus Issues

Have you ever experienced any type of problem with the bonuses you have taken advantage of or has it been problem-free?



More Details

27% of everyone who has used a bonus has also experienced some type of problem with their bonus.

19% stated that they do not remember if there had been any problems, but not even half (54%) of all those who used a bonus stated that it has been completely without problems.

People who have played on more sites also seem to have experienced bonus problems to a greater extent.

Answer alternatives: Single choice

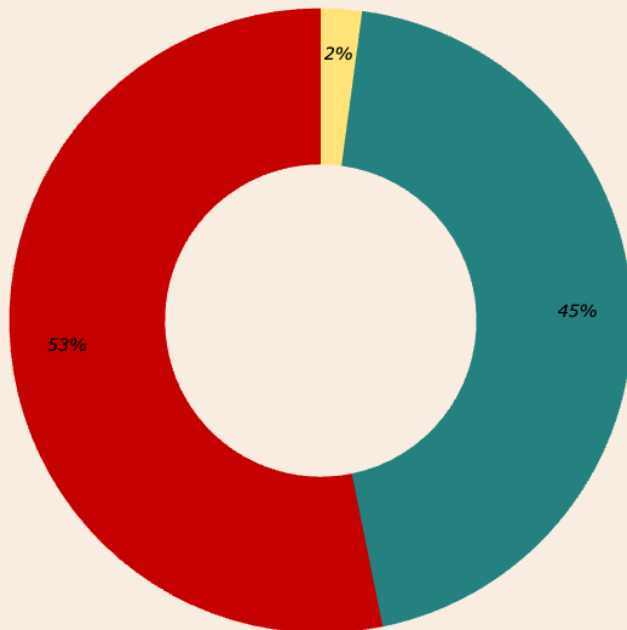
Number of replies: 177

Target group: 1 – Online casino players

Types of Bonus Issues

What kind of problems did you experience the most?

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



More Details

The most common reason for bonus issues (53%) was that the player had experienced the terms and conditions as unclear.

45% stated that they had had problems getting the money or winnings out.

Of those who answered "other", it was a matter of problems with turnover or that the bonus had disappeared.

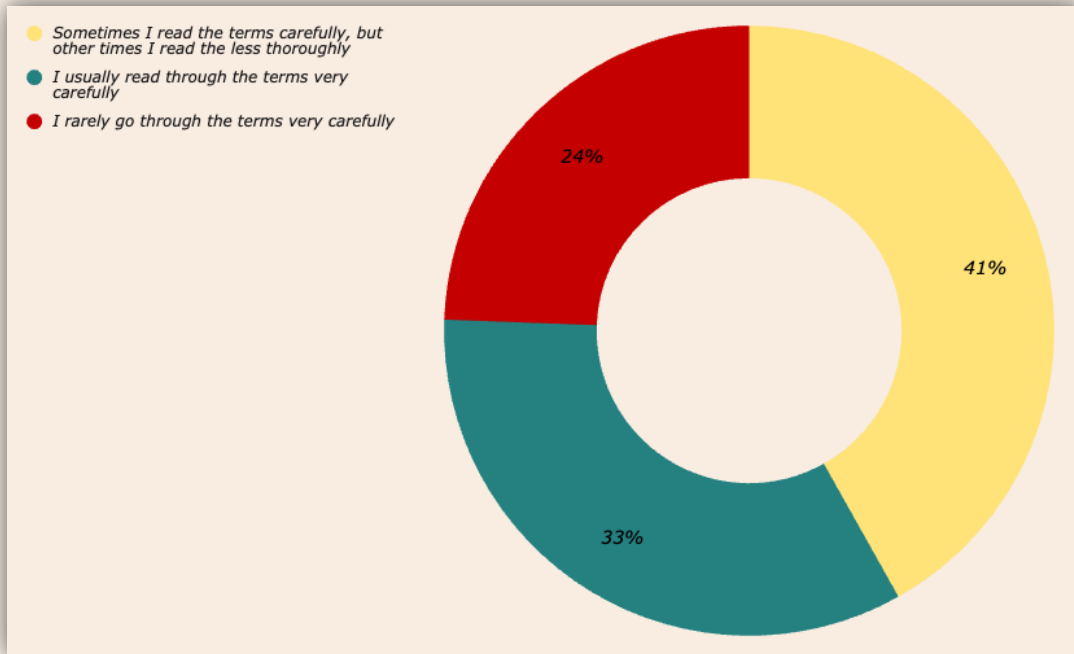
Answer alternatives: Single choice

Number of responses: 47

Target group: 1 – Online casino players

Read Terms and Conditions

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



More Details

The majority answered that they read the terms and conditions, more or less carefully. While 24% answered that they rarely read the terms and conditions very carefully.

35% of the men answered that they usually read through the terms very carefully while 31% of the women often read through carefully.

There was no difference in the statistics among those who answered that they have experienced bonus problems or not.

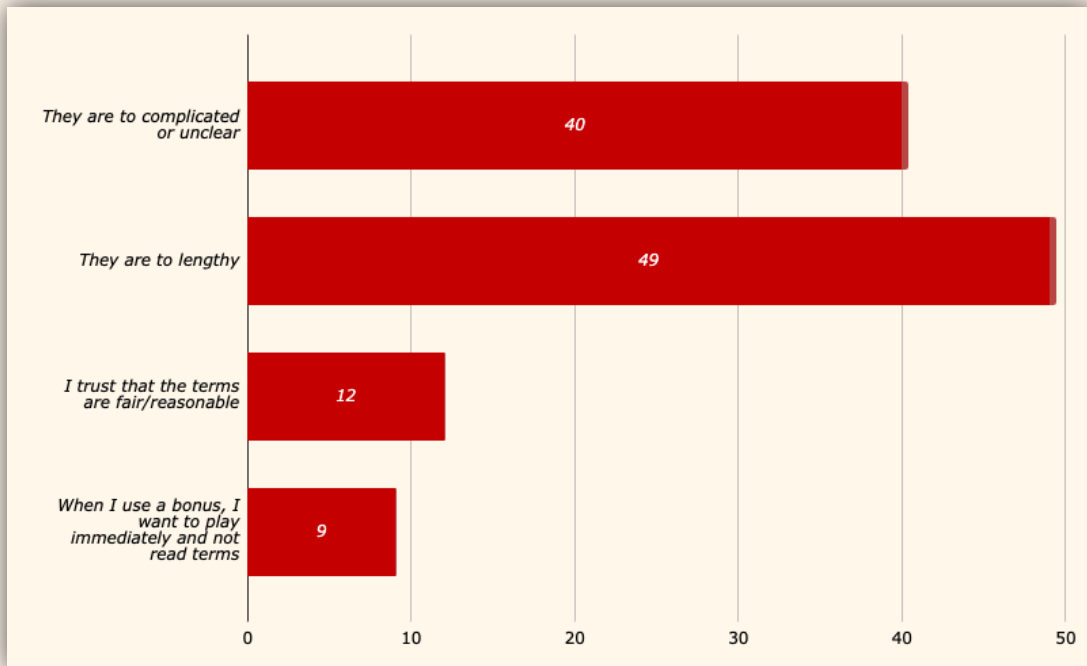
Answer alternatives: Single choice

Number of responses: 177 of which 5 answered "Don't know/Don't remember"

Target group: 1 - Online casino players

Unread Terms and Conditions

What is it that makes you not always read the terms and conditions so carefully?



More Details

That the terms and conditions are too long or too unclear are the most common reasons for not reading them, and a total of 78% stated these reasons.

11% stated that they do not read the terms and conditions because they simply trust that they are reasonable. Among those who have actually experienced bonus problems, however, only 4% answered that they trusted that they were reasonable.

Answer alternatives: Single choice

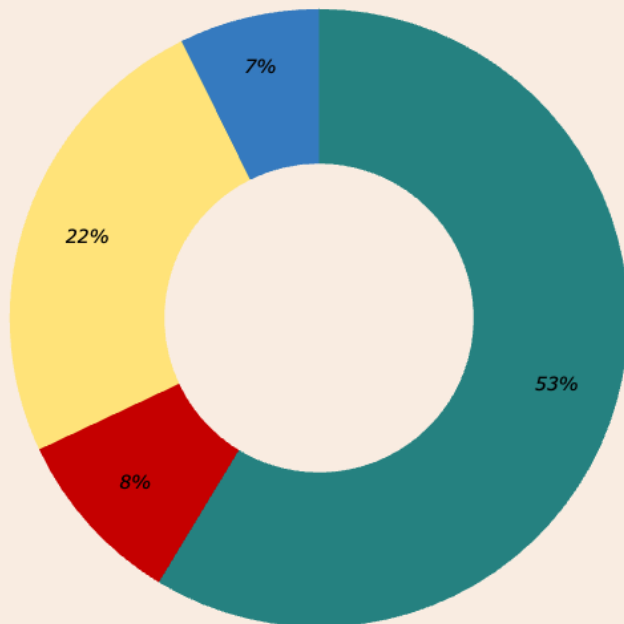
Number of responses: 114 of which 4 answered "Don't know/Don't remember"

Target group: 1 - Online casino players

Withdrawal Issues

If you think about the casinos you mentioned earlier, how easy or difficult do you think it has been to get out winnings in general?

- It's usually easy and smooth
- It's rarely smooth and mostly complicated
- Sometimes it's straight forward, but other times it's a bit more complicated
- I have never tried to withdraw money from an online casino



More Details

The majority of casino players (53%) think that it is usually easy and convenient to get winnings, while 8% believe that it is usually complicated.

22% of players stated that sometimes it is difficult to withdraw winnings.

The answers were similar regardless of whether you played often/a lot or rarely/little.

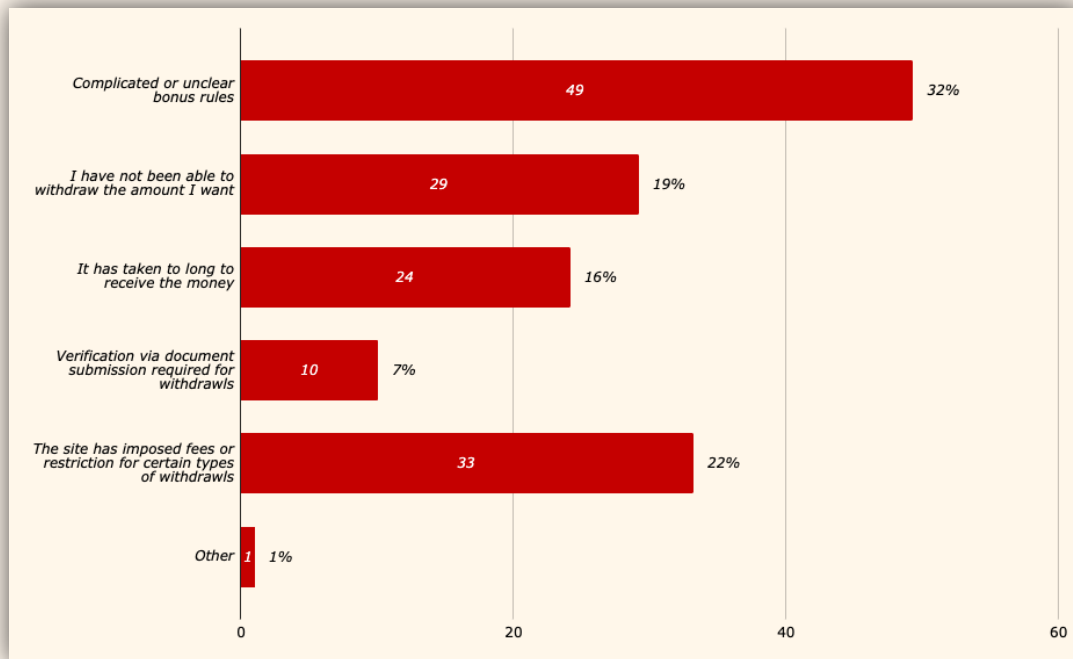
Answer alternatives: Single choice

Number of answers: 501 of which 51 answered "Don't know/Don't remember" and 34 answered "I have never tried to withdraw money from an online casino"

Target group: 1 - Online casino players

Types of Withdrawl Issues

What is it that has been mainly complicated?



More Details

The problem that most people mentioned (32%) was that the problems were due to complicated bonus rules. Other respondents (22%) stated that the problems were due to the site having fees or restrictions on certain types of withdrawals.

Among the male players, complicated bonus terms were the most common winning problem (35%).

Answer alternatives: Single choice

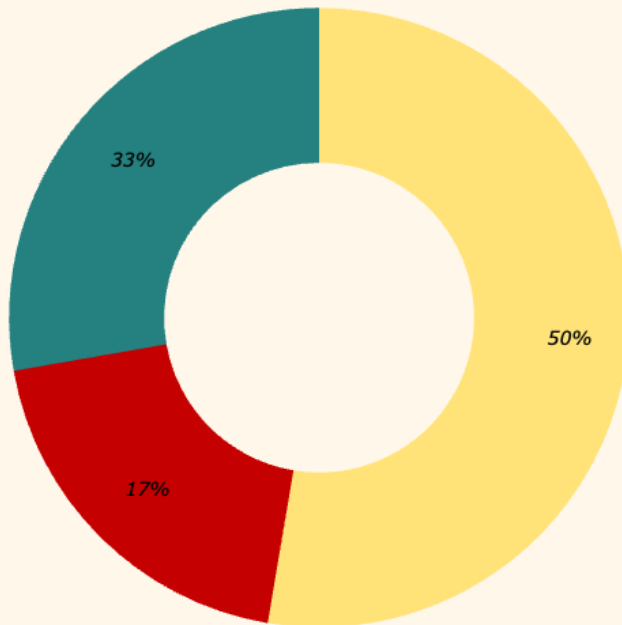
Number of responses: 153 of which 7 answered "Don't know/Don't remember"

Target group: 1 - Online casino players

Return to Player (RTP)

Do you think there is the same chance of winning on e.g. slots no matter which casino you play at?

- There is quite a difference between casinos
- There are big differences between casinos
- The differences are small or non-existent



More Details

Half of casino players (50%) believe that there is a difference between different casinos, while 17% believe that it differs a lot

33% believe that the differences are small or non-existent.

In the older target group 50-79 years, most believed that the differences were small or non-existent, while in the younger target group 18-35 years, 53% believed that there were some differences.

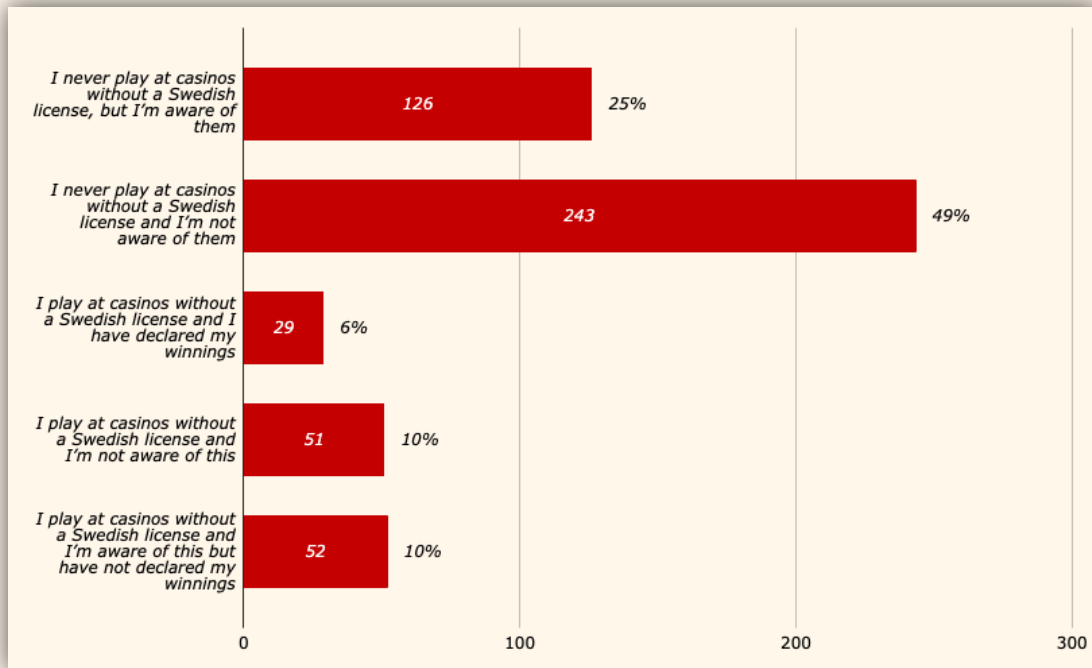
Answer alternatives: Single choice

Number of responses: 501

Target group: 1 - Online casino players

Tax Regulations

If you play at a casino without a Swedish gambling license and win money, do you know that you are liable to pay taxes on these winnings?



More Details

For example, this applies to casinos with a license in Curacao, or MGA casinos that are aimed at Swedish players. In this case, profits must be included in the tax return and taxed at 30%.

49% answered that they do not play at casinos without a Swedish license but do not know this either, while 25% know the rules.

10% state that they have won on sites without a Swedish license but chose not to include it in the tax return.

Among those who answered that they play on sites without a license, the majority were male players (27%)

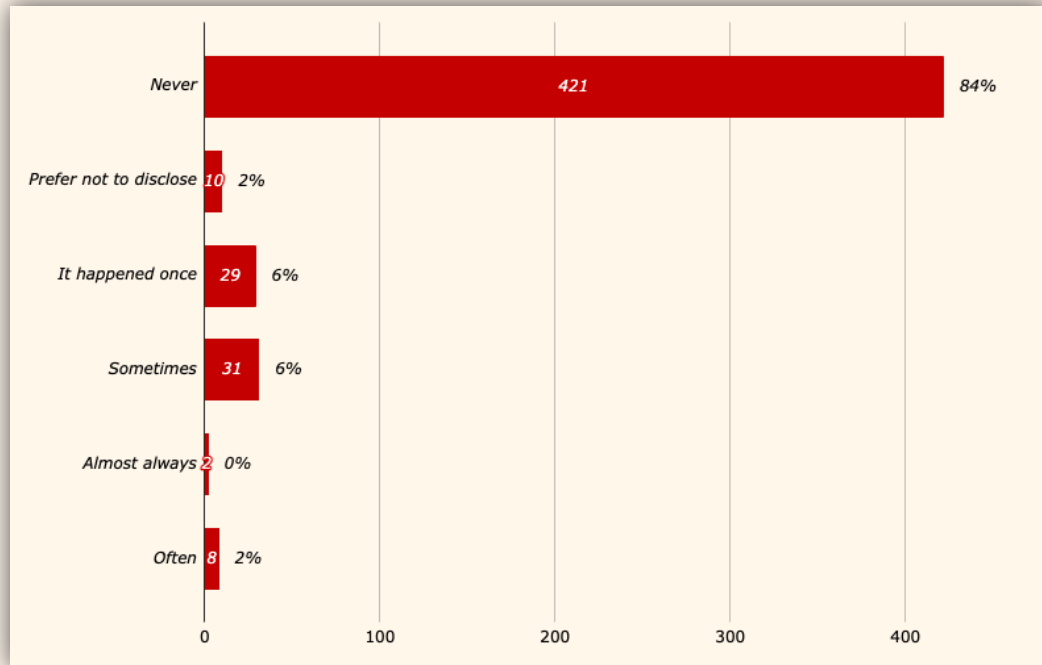
Answer alternatives: Single choice

Number of responses: 501

Target group: 1 – Online casino players

Loans for Gambling

Has it happened that you have borrowed money to be able to gamble and if so, how often has it happened in the last 12 months?



More Details

The absolute majority (84%) have never borrowed for gambling.

Among those who gamble once a week or more often, however, 28% more or less often borrow money for gambling.

We also saw that those who gamble for larger sums have borrowed money for gambling more often than those who gamble for smaller amounts per month.

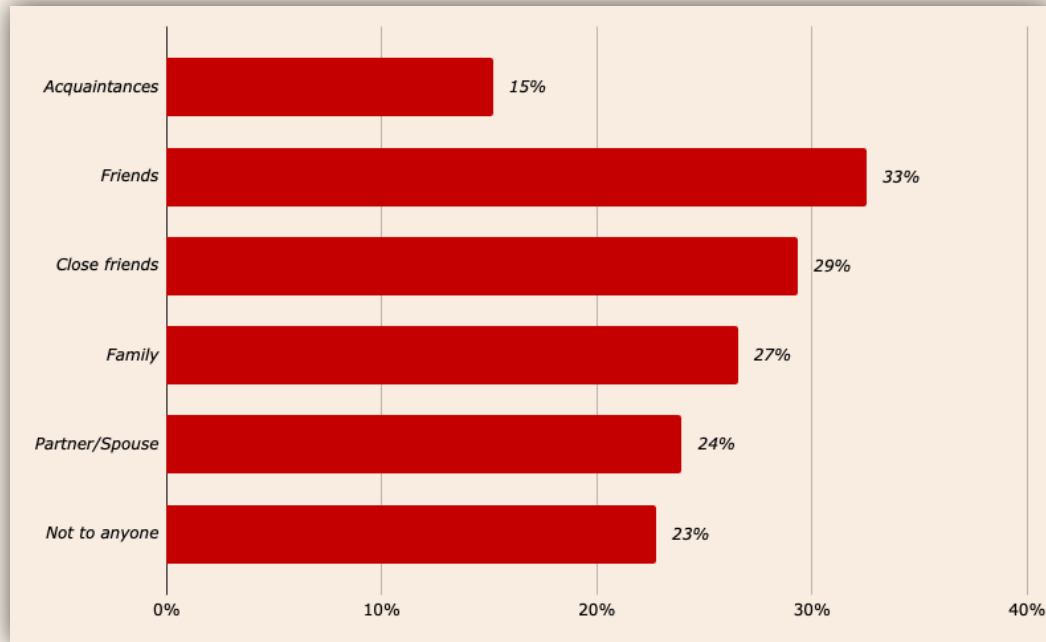
Answer alternatives: Single choice

Number of responses: 501

Target group: 1 – Online casino players

Openness About Gambling

Do you usually tell friends and acquaintances that you play casino online, or is it something that you usually keep to yourself? Please mark the ones you usually tell them.



More Details

23% of all casino players stated that they do not tell anyone about their gambling.

What we could see was that those who gamble for the least amount and those who gamble for the largest amount were those who told someone else about their gambling to the least extent.

We could not see any difference between men and women as both groups had the most who choose to tell the family

The fact that those who gamble for large sums hide their gambling is of course problematic.

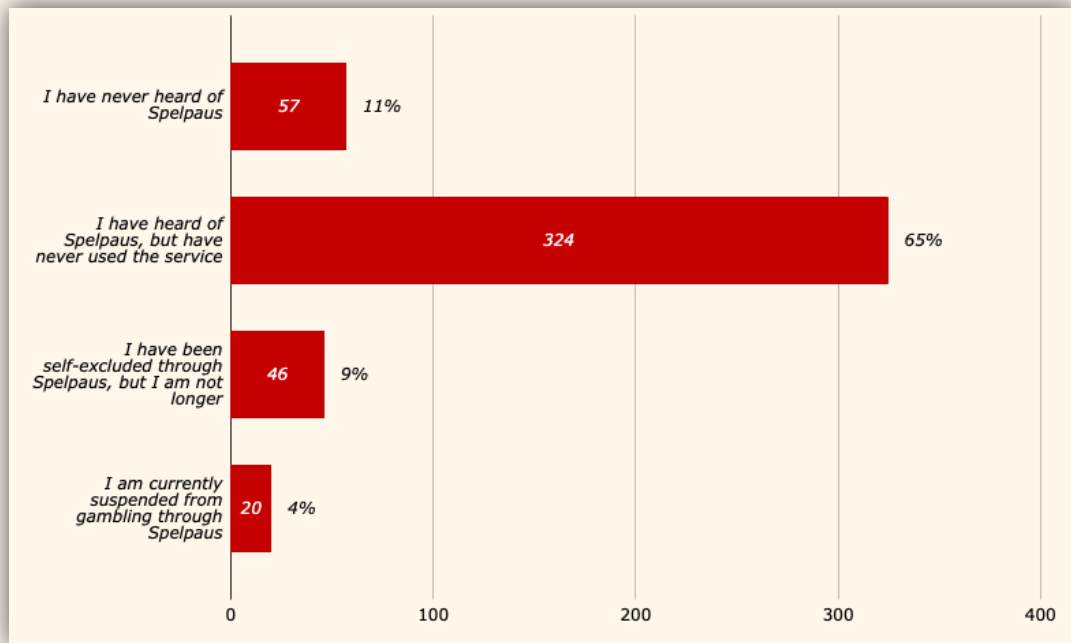
Answer alternatives: Multiple choice, therefore the graph exceeds 100%

Number of responses: 501 of which 45 answered "Prefer not to disclose"

Target group: 1 – Online casino players

Spelpaus

In Sweden, with the help of the Swedish Gambling Authority, there is an opportunity to exclude yourself from all gambling for money (on sites with a Swedish gambling license) through the service "Spelpaus". What is most in line with you regarding Spelpaus?



More Details

65% of all players have heard of Spelpaus, but never used the service themselves.

13% have previously been or are currently suspended via Spelpaus.

Of those who play every day, 3% state that they are suspended at Spelpaus right now. Which means that they play at casinos without a Swedish gaming license.

In September 2025, 130,000 were registered with Spelpaus according to Spelpaus.se.

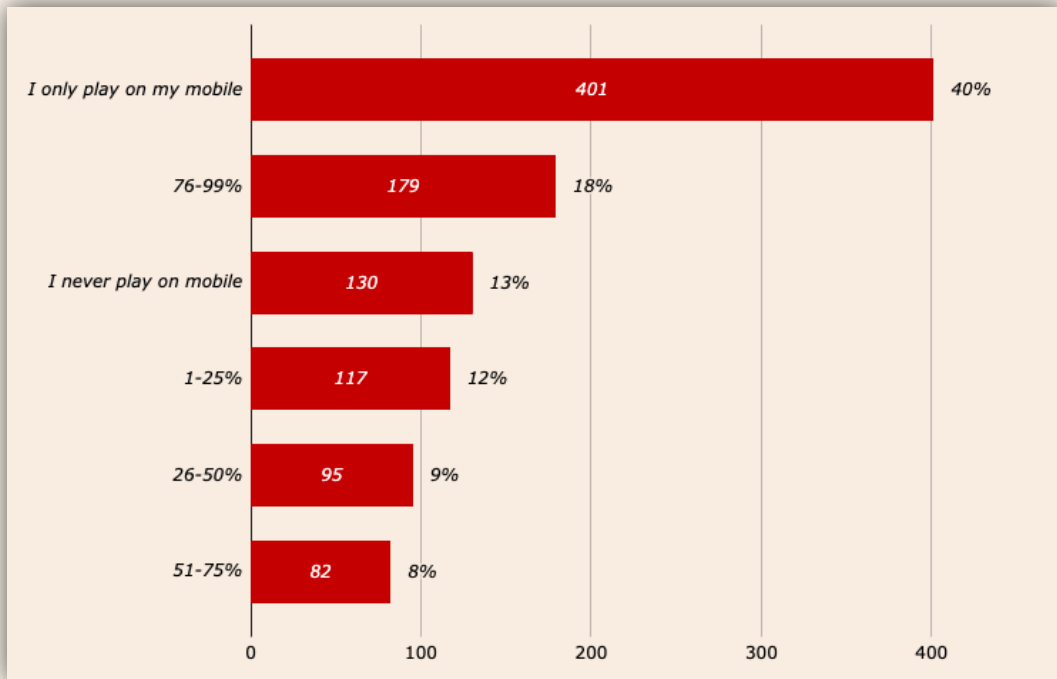
Answer alternatives: Single choice

Number of responses: 501 of which 54 answered "Don't know/Prefer not to disclose"

Target group: 1 - Online casino players

Online

What percentage of your gambling do you do on your mobile?



More Details

40% of all respondents stated that they only play on their mobile phones, which is a high percentage.

29% of men stated that they only play on their mobile phones, while as many as 42% of women only play on their mobile phones.

In the two older age groups, about 40% stated that they only play on the mobile phone, while in the age group of 18-35 years, 29% stated that they only play on the mobile, which was a bit interesting since they grew up in the mobile world.

Answer alternatives: Single choice

Number of responses: 501

Target group: 1 – Online casino players



BETTING PLAYERS

Target group 2: Individuals who have played on sportsbetting in the last 12 months

Overview of Betting Players

Target group 2: Individuals who have played on sportsbetting in the last 12 months

1 av 5 Swedes Engage in Betting Online

50% of them bet at least once a month

13% bet less than 100 SEK per month och 9% between 1 000 – 10 000 SEK per month



86%

Svenska Spel is the most well-known betting site



64%

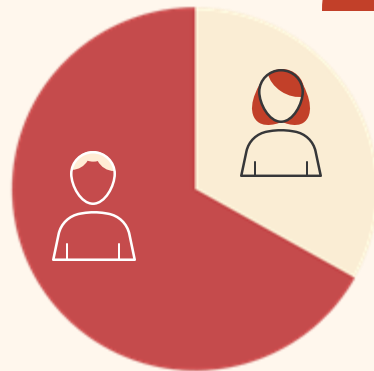
Svenska Spel Has the most Swedish players



5,0

7 sites received the highest customer ratings

62%
Of Betting Players
are Men



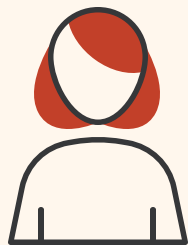
“Fast withdrawals”

is most important to players choosing a betting site

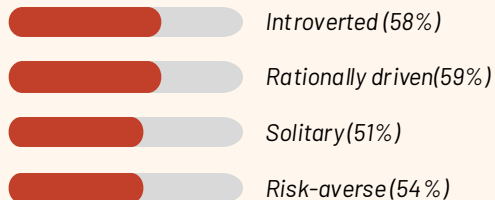
63% of the players have bet on football in the past year

48% would never bet against their favorite team if they think they will lose

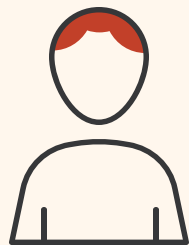
The Betting Player



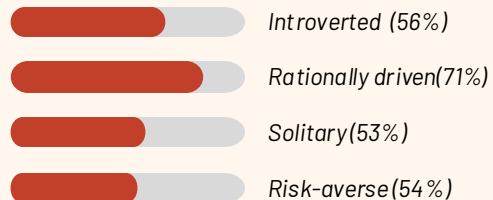
Personality



Average age: 42 years
Marital Status: Married/Registered partnership (33%)
Education: Collage/University (47%)
Employment: Full-time employed (64 %)
Monthly Income: 30 - 40 000 SEK (32%)



Personality



Average age: 49 years
Marital Status: Married/Registered partnership (36%)
Education: High School Education (42%)
Employment: Full-time employed (68%)
Monthly Income: 40 - 50 000 kr (25%)



About Betting Players



Gender	%	Amount
Female	38%	192
Male	62%	311

Age Group	%	Amount
18-35	32%	161
36-49	28%	143
50-75	40%	199

Education	%	Amount
College or university, at least 3 years	41%	206
College or university, less than 3 years	18%	92
High school education	37%	185
Primary school education or lower	3%	17

Income (Monthly Salary)	%	Amount
0 - 10 000 kr	2%	11
10 001 - 20 000 kr	7%	35
20 001 - 30 000 kr	14%	70
30 001 - 40 000 kr	24%	123
40 001 - 50 000 kr	22%	110
50 001 - 70 000 kr	13%	67
70 001 - 90 000 kr	4%	19
90 001 +	1%	7
Unknown/Prefer not to disclose	12%	61



About Betting Players



Economy	%	Amount
I have a good economy and can sometimes treat myself to things	43%	218
I can buy most things I want and still have money left over	24%	120
My financial situation is not bad, but neither is it good	18%	91
I have a strained financial situation, but I can manage if I plan my budget	8%	40
I often have more expenses than income and constantly struggle to make ends meet	4%	19
Unknown/Prefer to not disclose	3%	15

Employment	%	Amount
Full-time employed	66%	334
Retired/Disability pensioner	12%	62
Studying	5%	24
Part-time employed	6%	31
Job seeker	3%	13
Self employed	4%	18
Prefer not to disclose	1%	5
Long-term sick leave	1%	7
Homemaker	0,4%	2
Other	1%	6

About Betting Players



Extroverted <-> Introverted	%	Amount
Introverted	56%	284
Extroverted	44%	219

Rationally<-> Emotionally driven	%	Amount
Rationally	67%	335
Emotionell	33%	168

Social <-> Solitary	%	Amount
Social	48%	242
Solitary	52%	261

Risk-seeking <-> Risk-averse	%	Amount
Risk-seeking	46%	230
Risk-averse	54%	273

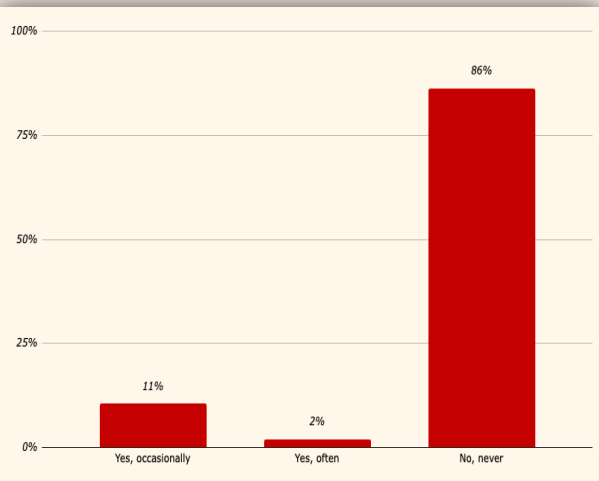
About Betting Players



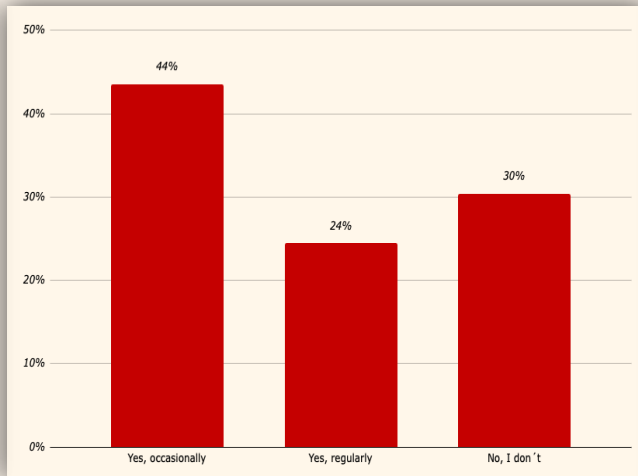
Marital Status	%	Amount
Married/Registered Partnership	35%	177
Single	27%	136
Living with a partner	29%	146
In a relationship	7%	34
Other	1%	4
Widow / Widower	0,2%	3
Prefer not to disclose	1%	4

Children at Home	%	Amount
No children	59%	297
1 child	18%	89
2 children	16%	78
3 children	6%	31
4 or more children	2%	8

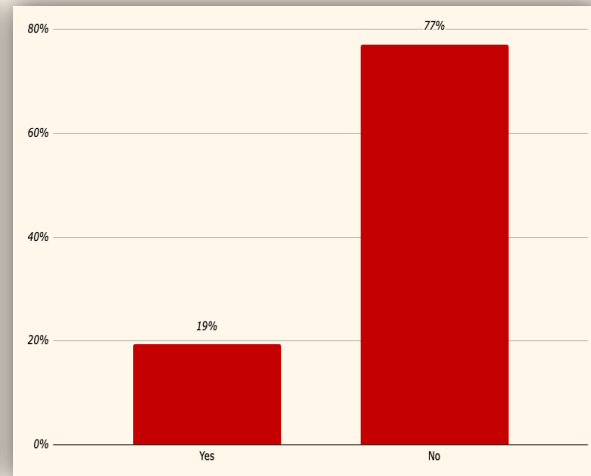
Personal Questions for Betting Players



Do you ever play online casino or bet online during working hours?



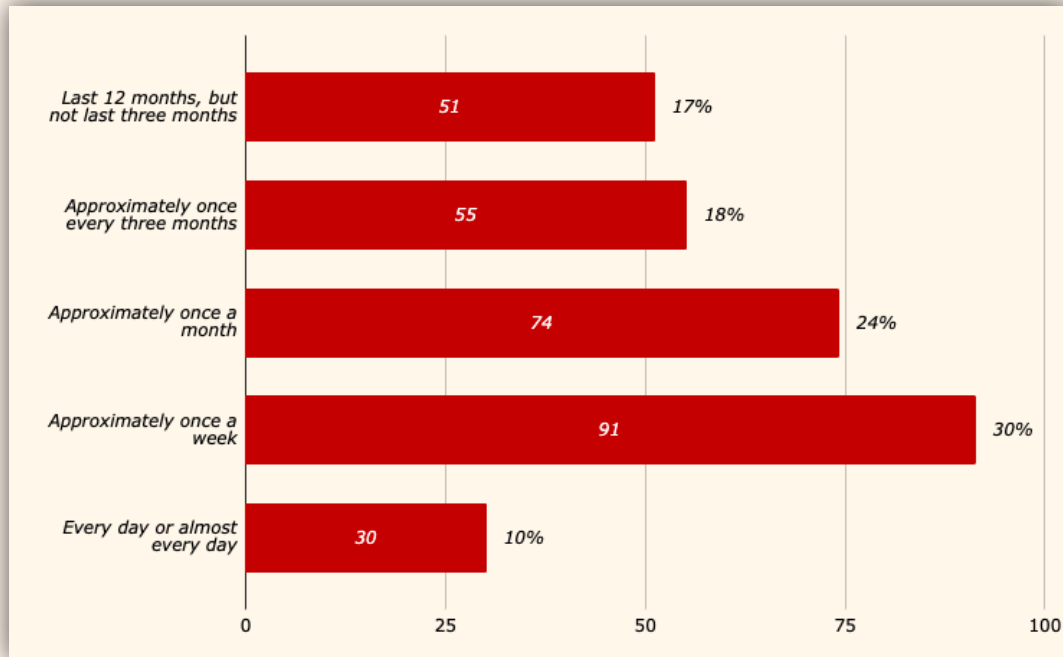
Do you ever donate money to charity?



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

Betting Frequency

You have previously stated that you have placed online bets on any sport, politics or entertainment in the last 12 months. Approximately how often do you do it?



More Details

Among the bettors in the survey, the most common was to bet about once a week (24%).

23% have played in the last year, but not in the last quarter, and 7% play almost every day.

More men than women play betting, and men also play more often than women. And above all, it is men over 50 who play most often.

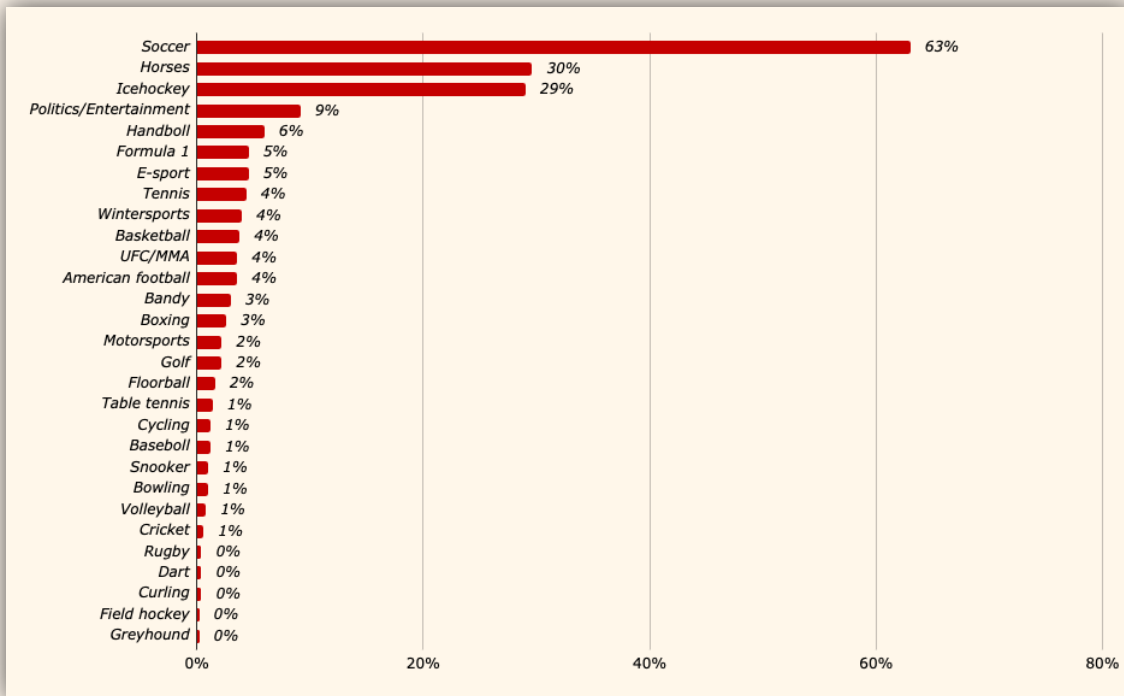
Answer alternatives: Single choice

Number of responses: 503 of which 11 answered "Don't know/Prefer to not disclose"

Target group: 2 - Betting players

Betting on Various Sports

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



More Details

The most common sport to bet on according to the survey is football. 63% of all respondents had bet money on football in the past year.

The second most common (30%) was bets on horses (trotting and galloping) and in third place were bets on ice hockey (29%)

The sports that did not get a vote were rugby, darts, curling, field hockey and greyhound.

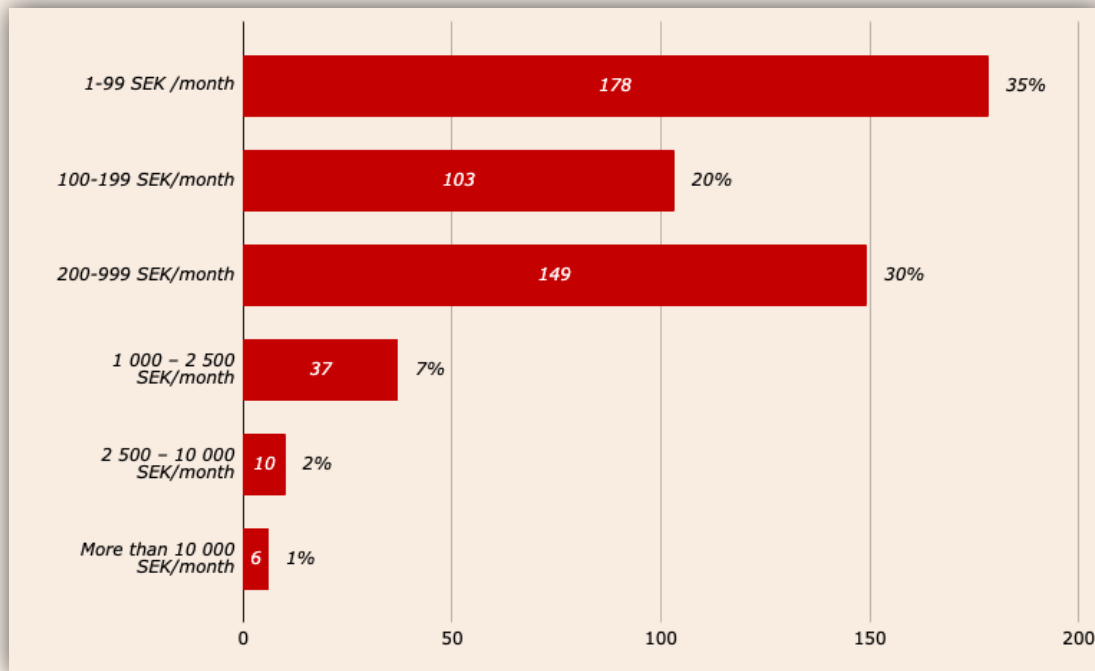
Answer alternatives: Multiple choice, therefore the graph exceeds 100 %

Number of replies: 503

Target group: 2 - Betting players

Monthly Betting Amount

Approximately how much would you say you bet money online on any sport, politics, or entertainment in an average month?



More Details

The most common amount to play for is up to SEK 99 a month. But even up to SEK 999 a month was relatively common among the respondents.

Only 10% answered that they play for 1,000 or more a month.

Most women (48%) play for less than SEK 100 a month, while the most common amount for men (36%) was SEK 200 - 999.

In both age groups 36-49 and 50-75, it was most common to gamble SEK 200-999 a month.

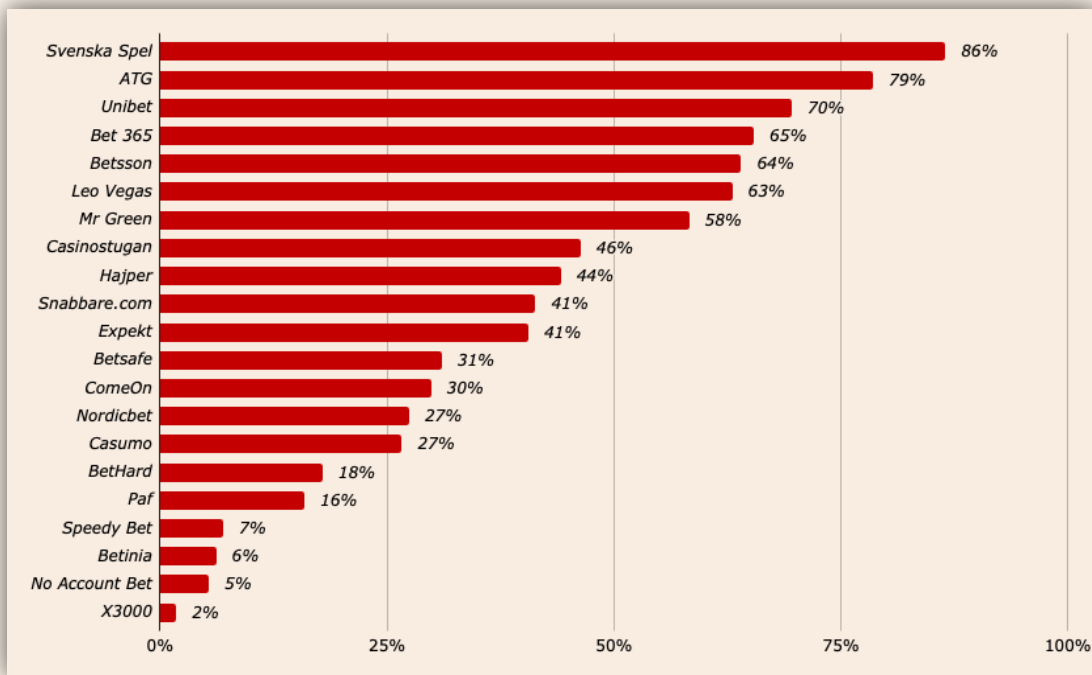
Answer alternatives: Single choice

Number of responses: 503 of which 20 answered "Don't know/Prefer not to 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 know is Svenska Spel, as many as 86% of all respondents stated that they have heard of them.

In second place was ATG with 79% and in third place was Unibet with 70%.

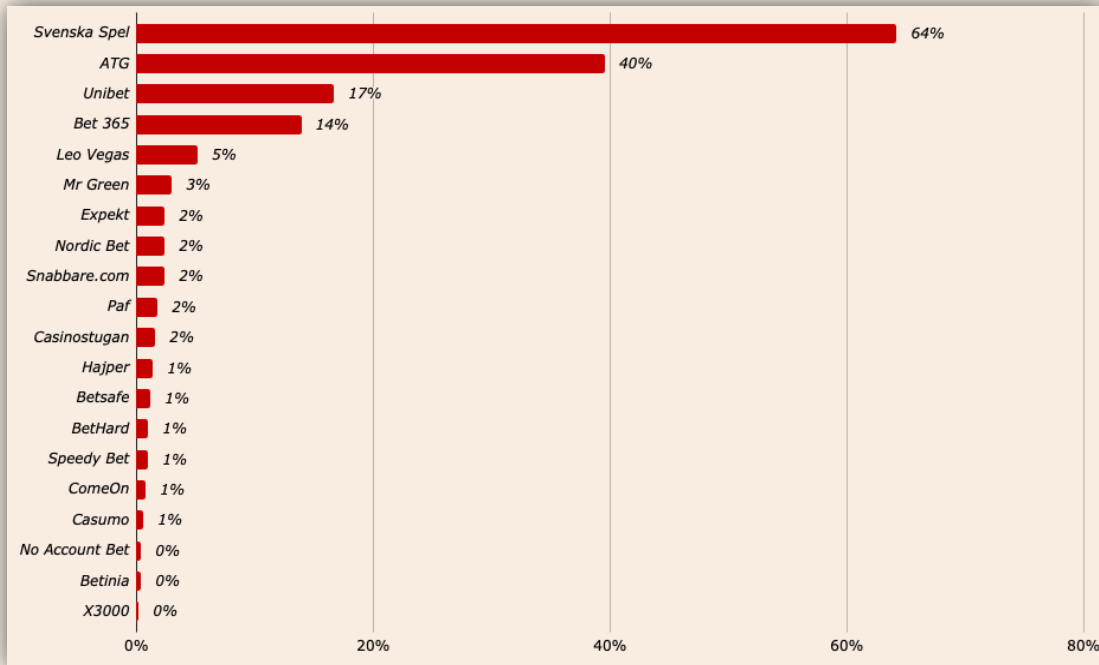
Answer alternatives: Multiple choice, therefore the graph exceeds 100 %

Number of replies: 503

Target group: 2 - Betting players

Site Betting

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



More Details

The betting site that the most people had played on was Svenska Spel, where as many as 64% of all respondents had played.

The gap down to second place was big, where ATG with 40% ended up.

At three of the betting sites, no one had played.

In the age group 50-75, 71% had played at Svenska Spel in the last 12 months, but in the age group 18-35 it was only 45%.

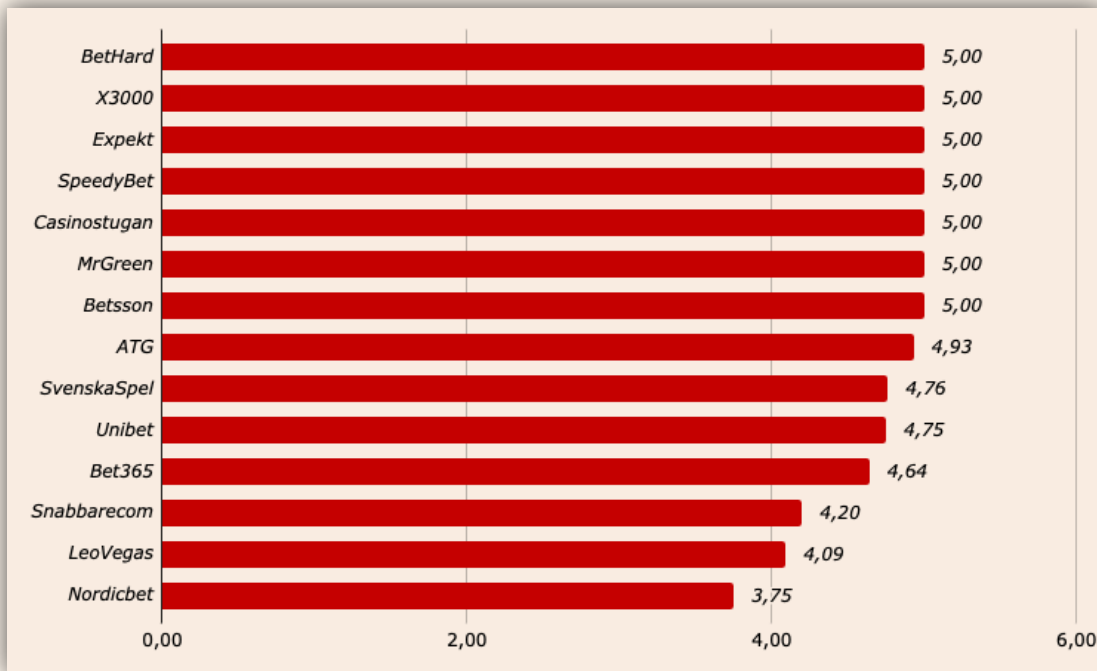
Answer alternatives: Multiple choice, therefore the graph exceeds 100 %

Number of replies: 503

Target group: 2 - Betting players

Betting Site Ranking

Now we would like you to rate some of the betting sites that you have played at, you get to answer on a scale from 1 to 5 where 5 is very good and 1 is very bad.



More Details

The bettors were allowed to rate the sites they have played on. BetHard, X3000, Expekt, SpeedyBet, Casinostugan, Mr Green and Betsson all received the highest ratings. Shortly after come ATG, Svenska Spel and Unibet.

In the graph, we have excluded the sites that received fewer than 10 ratings. This is to give as fair a picture as possible.

The betting sites that received the lowest ratings, if we also include those with few votes, received an average of 3.

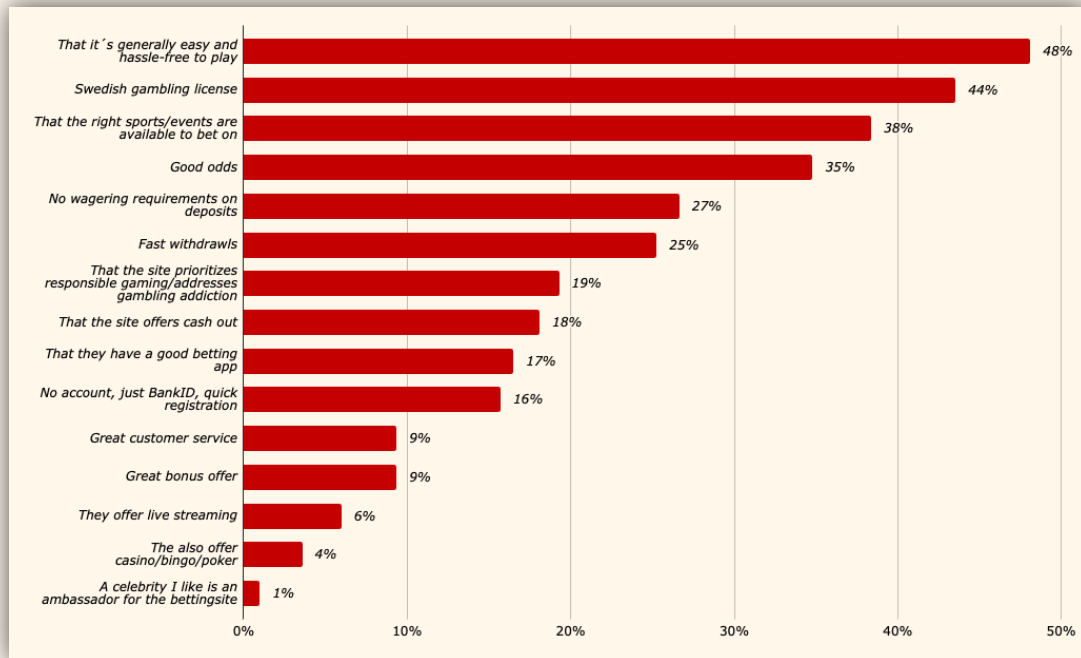
Answer alternatives: Grading (1-5), and don't know

Number of responses: 503 - sites with less than 10 ratings are excluded

Target group: 2 - Betting players

Site Selection Criteria

What things are most important to you when choosing which betting site to play at? You can choose a maximum of five.



More Details

The most important reason for choosing a betting site was that it is easy to play on it, but also that the site has a Swedish gaming license came high on the list.

Good bonus offers only got 9% votes, a big difference among casino players where bonuses got a whopping 20%.

The women who responded all thought that simplicity is the most important thing, while the men thought it was just as important to have a Swedish gaming license.

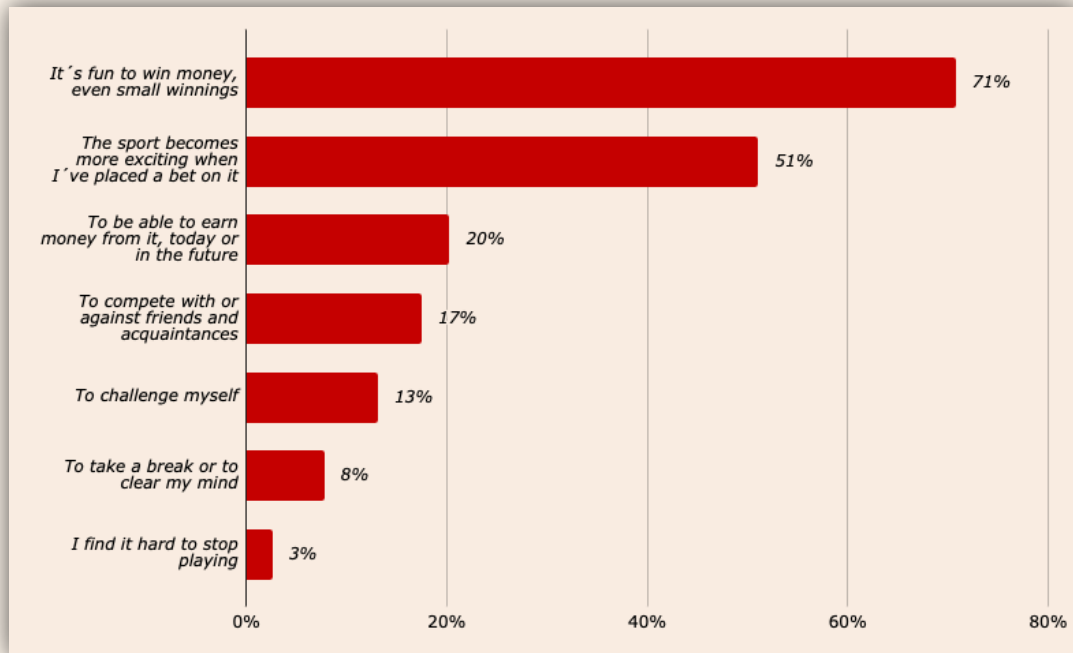
Answer alternatives: Multiple choice

Number of replies: 503

Target group: 2 - Betting players

Motivation

What would you say are the main reasons why you bet money online on sports, politics, or entertainment. You can choose a maximum of three.



More Details

When asked what is the main reason for playing betting, the most common answer was, with 71% wanting to win money.

In second place, with 51%, came the reason that the sport becomes more exciting when you had bet money.

The answers were similar between men and women, but slightly more men voted that the sport will be more exciting.

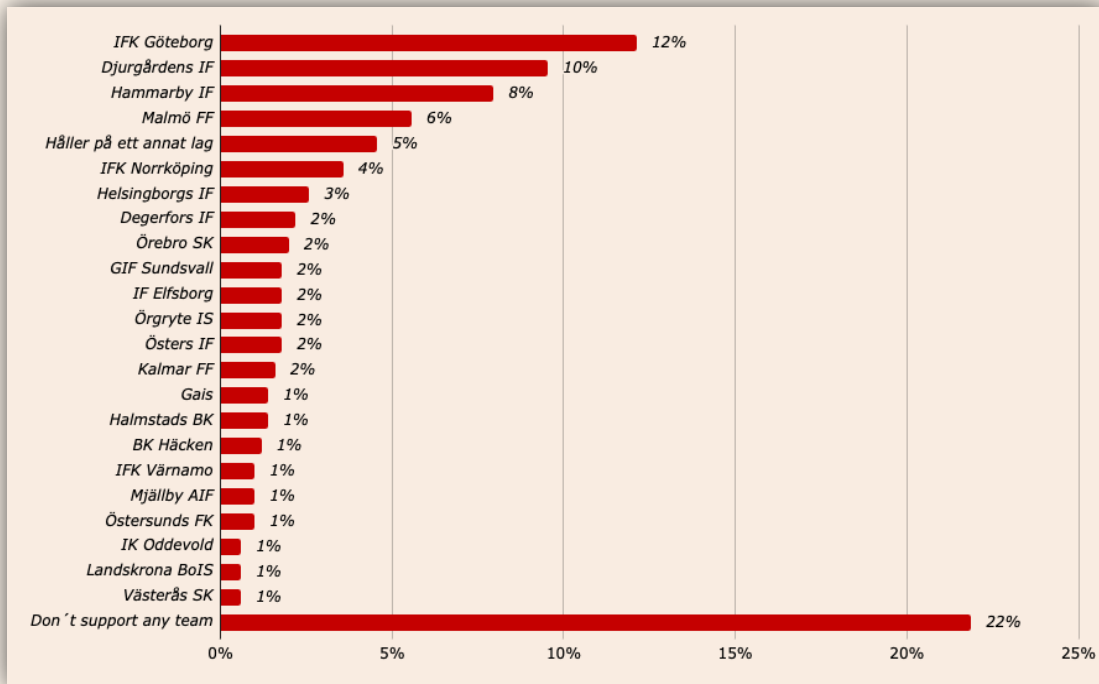
Answer alternatives: Multiple choice

Number of replies: 503

Target group: 2 - Betting players

Favorite Football Team

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



More Details

22% of bettors stated that they do not support any team. IFK Göteborg, Djurgårdens IF and Hammarby IF top the list with about 10% each of the votes.

Among women, 30% stated that they do not support any team, while among men they were only 17%.

IF Brommapojkarna, IK Brage, IK Sirius and Sandviken IF did not receive any votes and are therefore not included in the graph.

Answer alternatives: Single choice

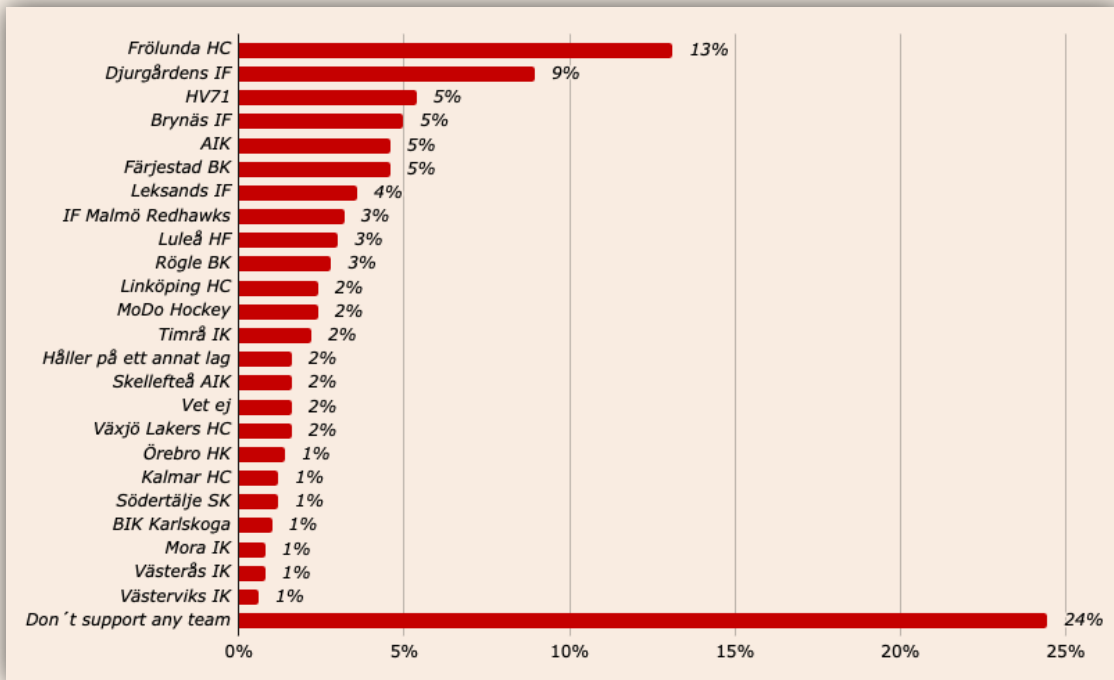
Number of responses: 503 of which 11 answered

"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 when it came to football, a large percentage (24%) stated that they do not support any team.

But the team that is most supportive, is Frölunda HC with 13% of the votes, followed by Djurgårdens IF (9%).

Among women, 32% did not support any team, while among men, 20% stated that they do not support any team.

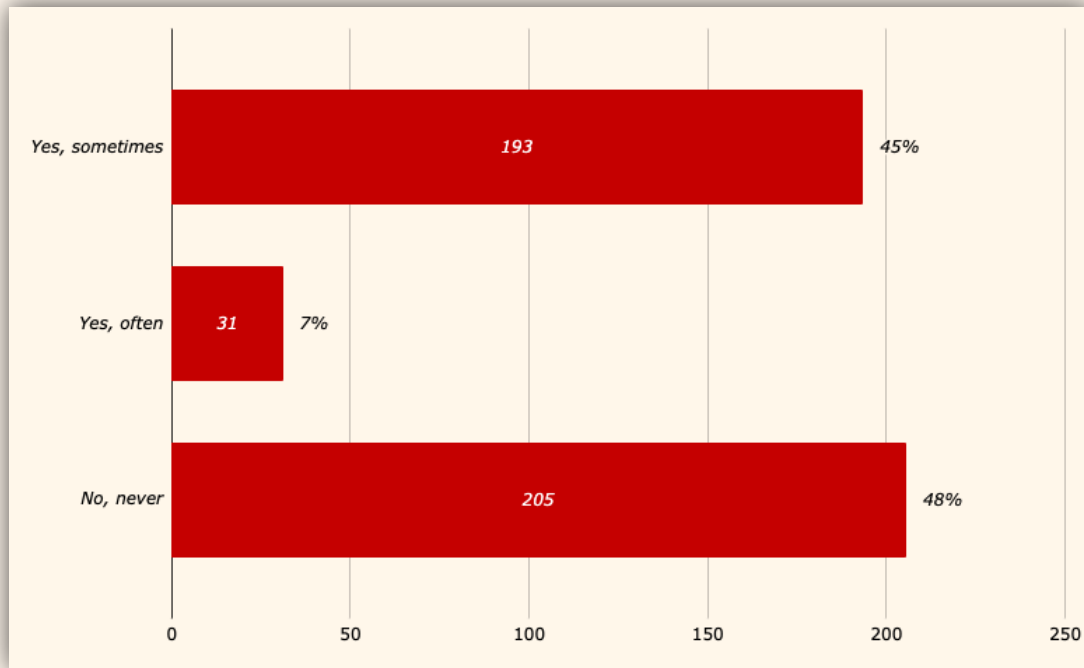
Answer alternatives: Single choice

Number of responses: 503 of which 8 answered "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% answered that they never bet against their favorite team, even if they think they will lose. However, the majority (52%) answered that they often or sometimes bet against their favorite team.

The two ice hockey teams where there were the most people who stated that it happens that you bet against your favorite team were Södertälje SK and Örebro HK. When it came to the football teams, it was IF Brommapojkarna and BK Häcken where most answered that they bet against their favorite team.

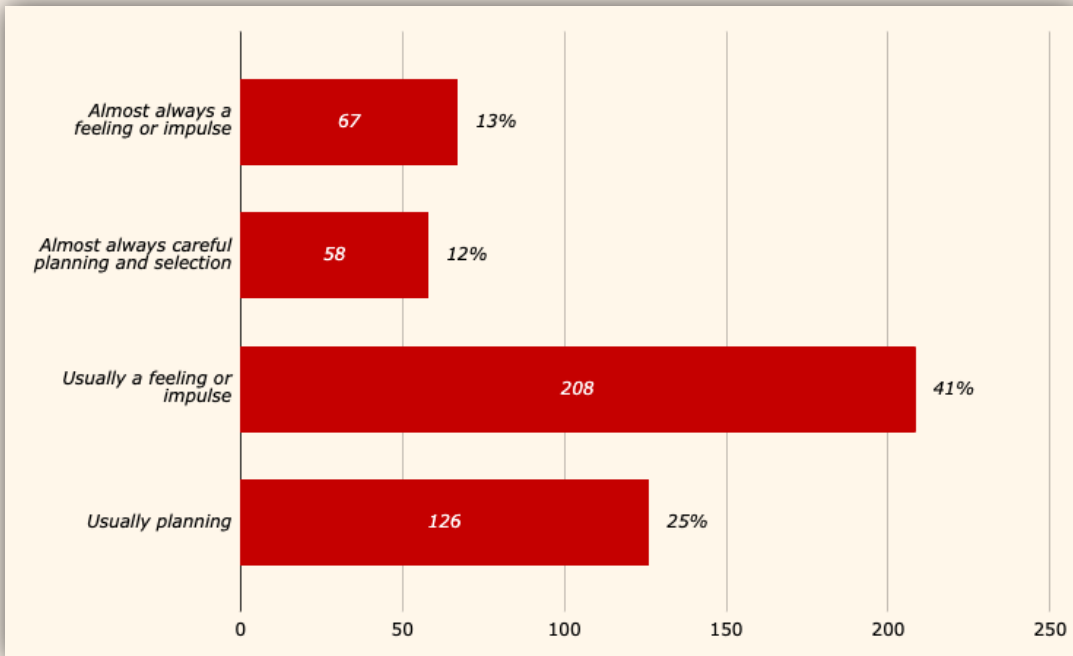
Answer alternatives: Single choice

Number of answers: 429

Target group: 2 - Betting bettors

Betting Style 2

Would you generally say that you plan carefully and choose which matches/objects to bet money on or is it more often emotion and impulse that decides?



More Details

Most bettors stated that they often go by emotion or impulse when choosing which matches/objects to bet on.

25% stated that they often plan what to bet on.

Male bettors seem to plan more in advance what to bet on than the female bettors.

Those who bet once a week or more often tend to plan their game and go less on impulse than those who bet less often.

Answer alternatives: Single choice

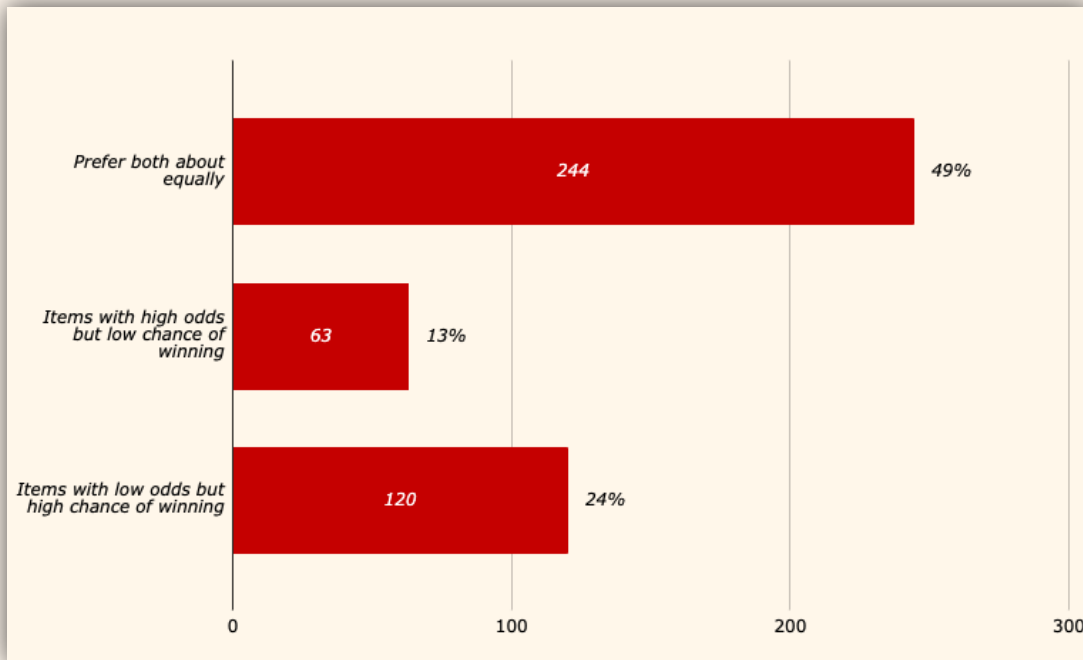
Number of responses: 503 of which 44 answered

"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 bettors have no preference when it comes to betting on low-odds and high-win items or high-odds and low-win items, preferring both equally.

Of those who chose one of them, most (24%) preferred to bet on properties with low odds and high chances of winning.

Answer alternatives: Single choice

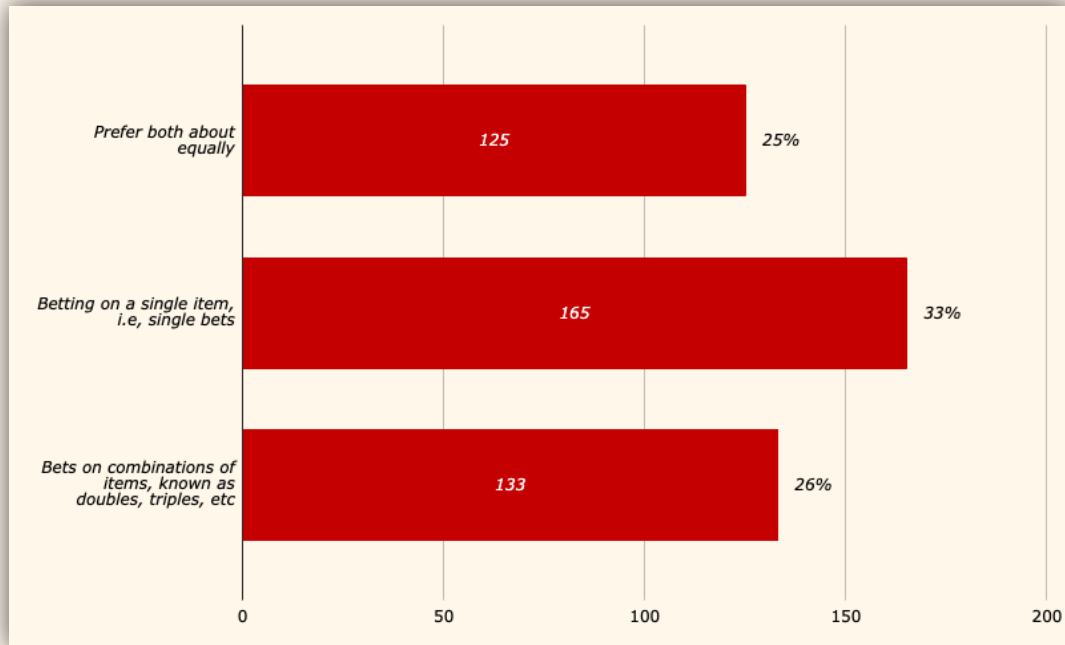
Number of responses: 503 of which 76 answered

"Don't know"

Target group: 2 - Betting players

Betting Style 4

Which style of play do you generally prefer?



More Details

When asked if they like combination bets or single bets, the majority (33%) answered that they prefer to bet on single objects.

26% answered that they prefer to bet on combinations and 25% stated that they prefer both types equally.

Those who play once a week or more often stated to a greater extent that they prefer betting on combinations of objects.

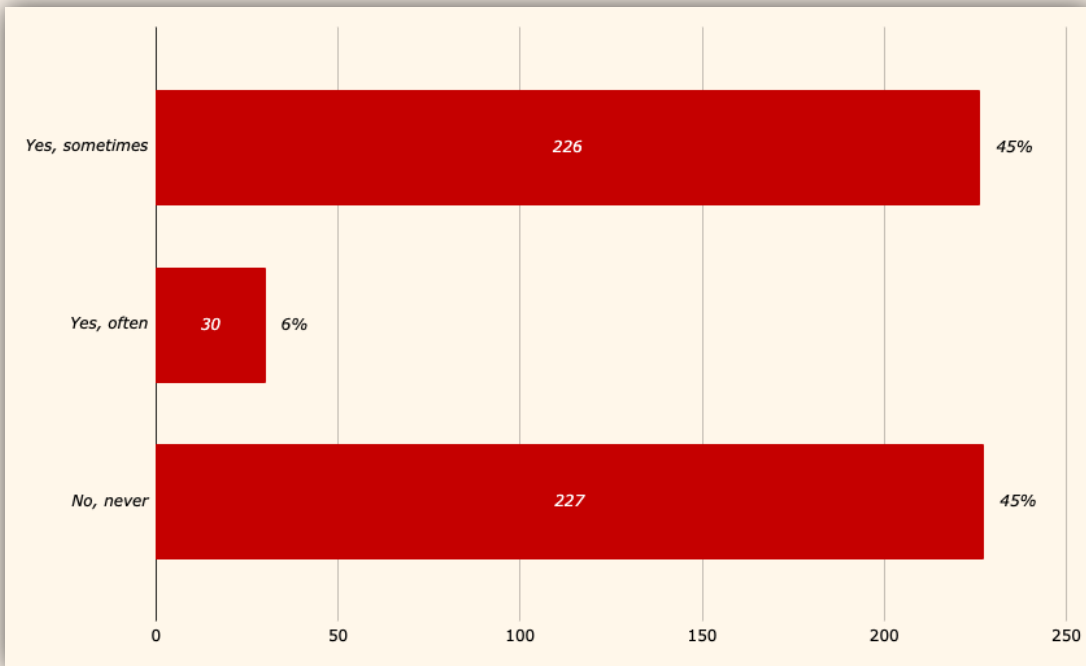
Answer alternatives: Single choice

Number of responses: 503 of which 80 answered "Don't know"

Target group: 2 - Betting players

Livebetting

Does it happen that you bet live, meaning placing bets during an ongoing match/event?



More Details

Here it was incredibly even between the answers yes, sometimes and no, never as both got 45%. Only 6% stated that they often bet live.

What we could see, however, was that those who stated that they bet every, or almost every day, to a greater extent play live betting. 54% of these stated that they sometimes play live betting and 10% stated that they often play live betting.

We could also see that those who bet larger amounts each month tend to play live betting more often.

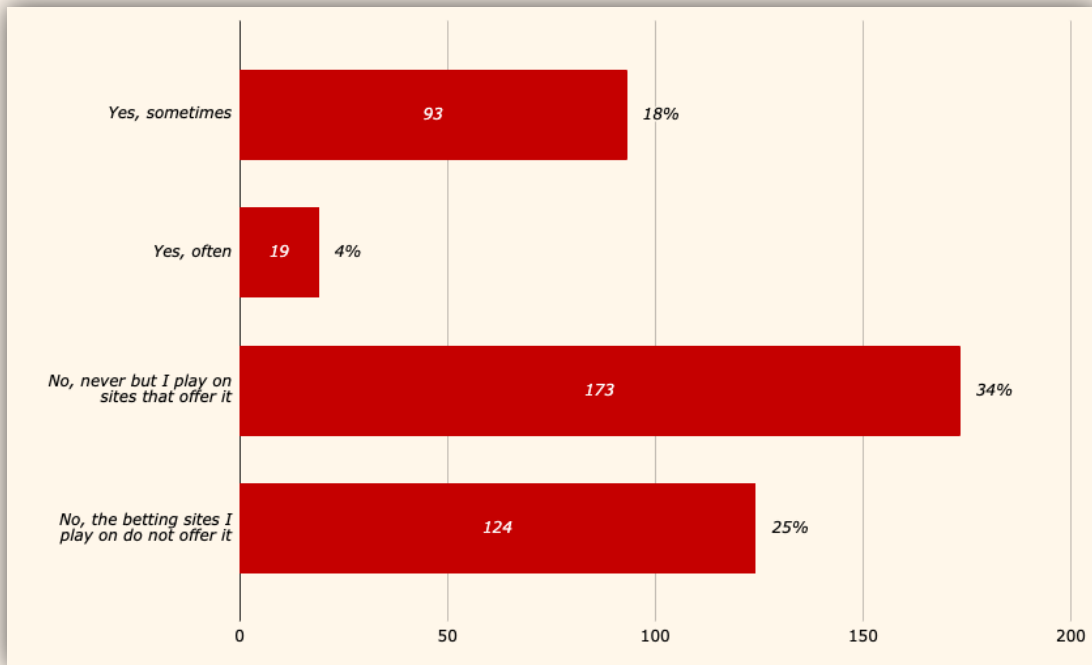
Answer alternatives: Single choice

Number of responses: 503 of which 20 answered "Don't know"

Target group: 2 - Betting players

Live Streaming

Do you ever use live streaming on betting sites?



More Details

The vast majority of bettors do not use live streaming on betting sites. The largest percentage (34%) play on sites that offer it, but never use it.

In total, 22% stated that they sometimes or often use live streaming.

Those who stated that they never play live betting also responded to a greater extent that they do not use live streaming.

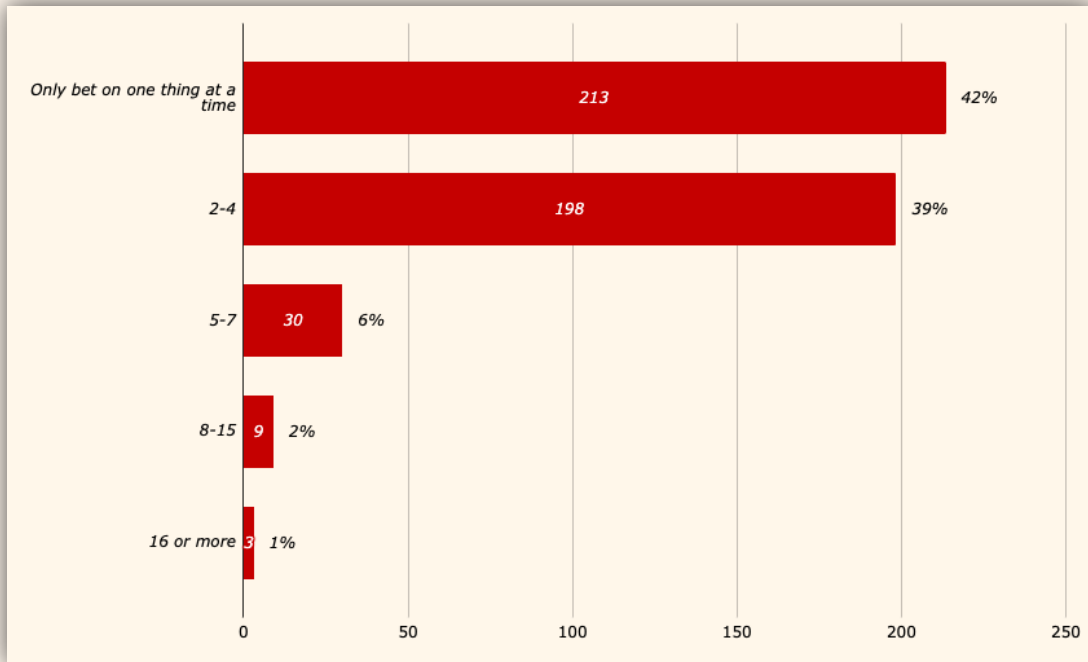
Answer alternatives: Single choice

Number of responses: 503 of which 94 answered "Don't know"

Target group: 2 - Betting players

Number of Bets

When you play the most, approximately how many odds/bets/bets can you have running at the same time?



More Details

The majority of bettors stated that they only bet on one thing at a time, but there were also many who answered that they bet on 2 - 4 things at the same time.

But just like on many other issues, we could see here too that there were tendencies that those who play more often also have several games running at the same time.

There was also a difference between the sexes. Among women, it was most common (52%) with one game at a time, while among men it was most common (48%) with 2-4 games at a time.

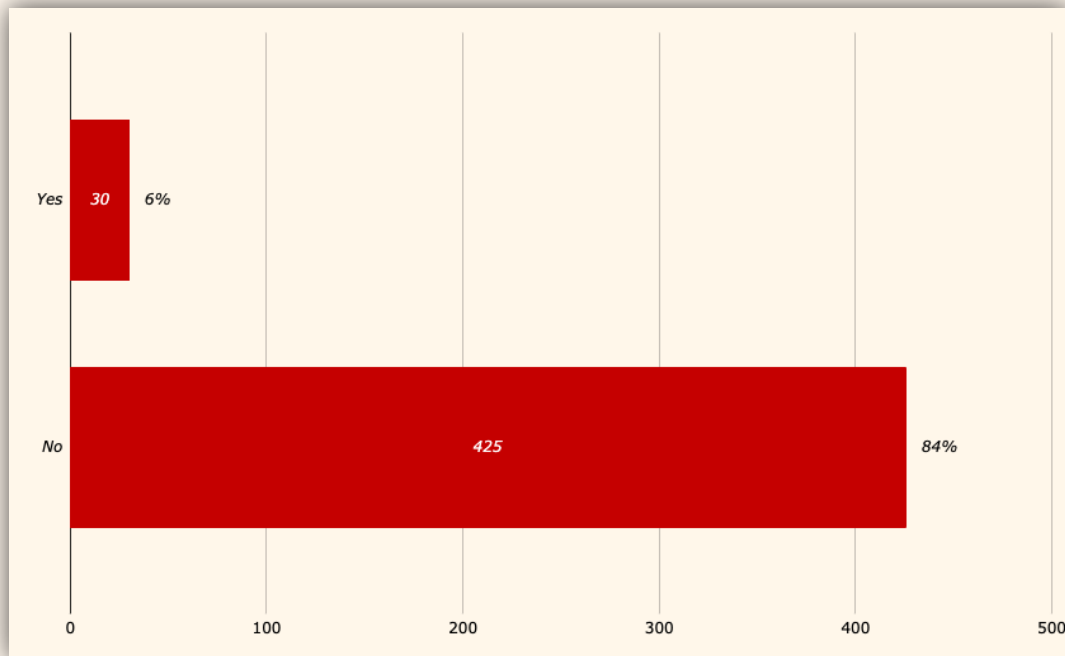
Answer alternatives: Single choice

Number of responses: 503 of which 50 answered "Don't know"

Target group: 2 - Betting players

Limitation

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



More Details

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

Limits sometimes occur for advanced bettors who often win big. Those who play every day have 11% stated that they had been limited.

The same goes for those who play for larger sums. Of those who stated that they play for SEK 1,000 or more a month, 21% have been limited.

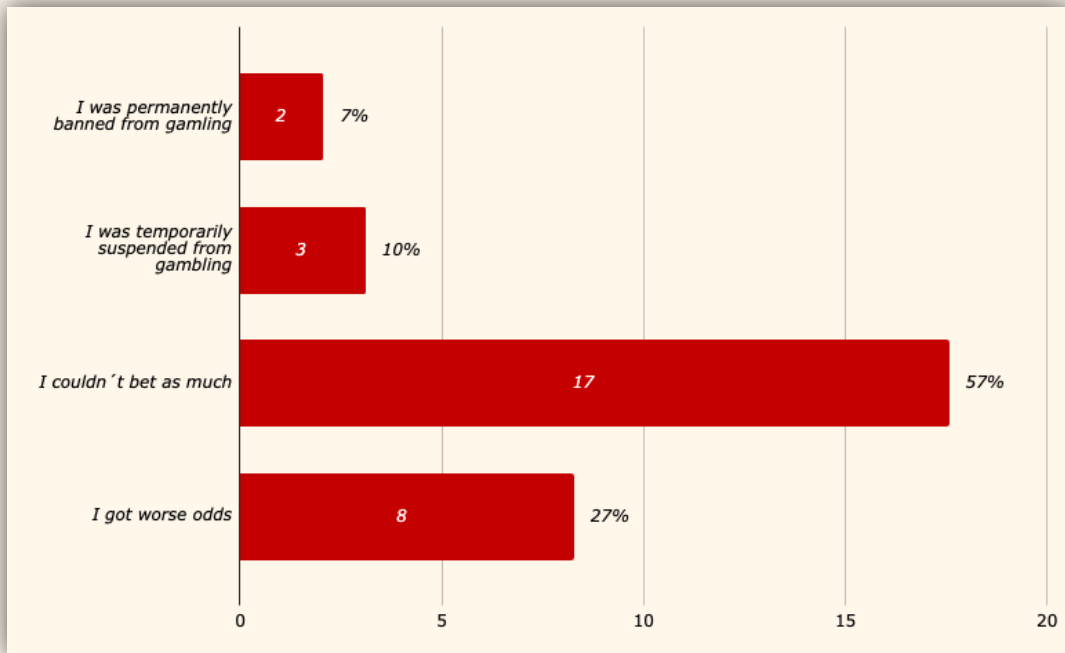
Answer alternatives: Single choice

Number of responses: 503 of which 48 answered "Don't know"

Target group: 2 - Betting players

Type of Limitation

What type of "limitation" did you experience?



More Details

Of those who have been limited, the most common type (57%) was that they had not been allowed to bet as large sums. The reason "I got worse odds" ended up at 27%.

The difference between men and women was that 63% of men stated that they were not allowed to bet as large sums, while the largest proportion among women (50%) stated that they received worse odds.

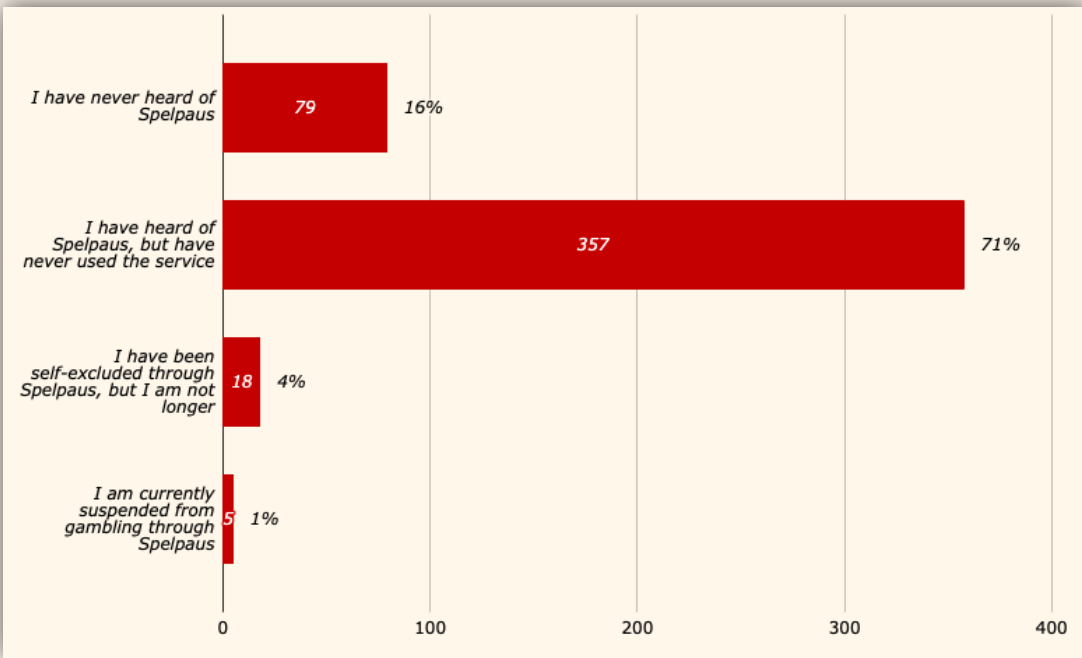
Answer alternatives: Single choice

Number of responses: 30

Target group: 2 - Betting players

Spelpaus (Self-exclusion)

In Sweden, with the help of the Swedish Gambling Authority, there is an opportunity to exclude yourself from all gambling for money (on sites with a Swedish gambling license) through the service "Spelpaus". What is most in line with you regarding Spelpaus?



More Details

A clear majority of players (71%) have heard of Spelpaus but never used the service.

There are more betting players than casino players who have never heard of Spelpaus, 16% compared to 11%.

Only 1% of bettors stated that they are currently suspended through Spelpaus.

Of the female bettors, 64 % stated that they have heard of Spelpaus, while among the male players 75% were.

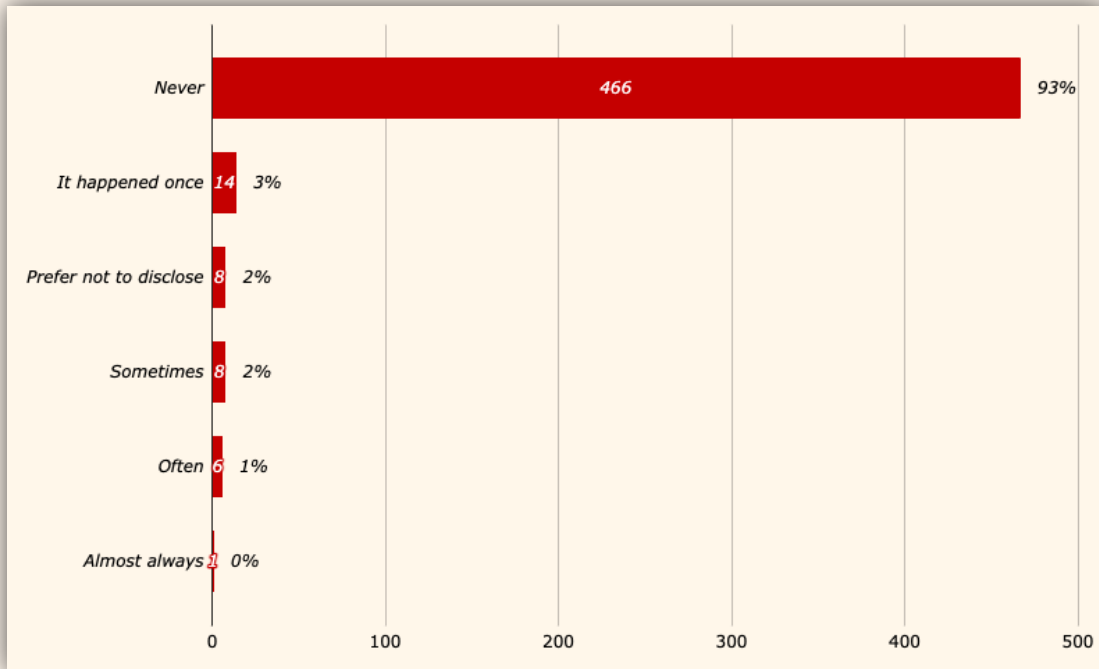
Answer alternatives: Single choice

Number of responses: 503 of which 38 answered "Don't know"

Target group: 2 - Betting players

Loans for Betting

Has it happened that you have borrowed money to be able to play betting and if so, how often has it happened in the last 12 months?



More Details

The majority (93%) have never borrowed for gambling, something that differs from casino players, where 85% have never borrowed for gambling.

Among those who bet for SEK 1,000 or more a month, 75% stated that they have never borrowed for gambling.

Answer alternatives: Single choice

Number of responses: 503 of which 8 answered "Prefer not to disclose"

Target group: 2 - Betting players

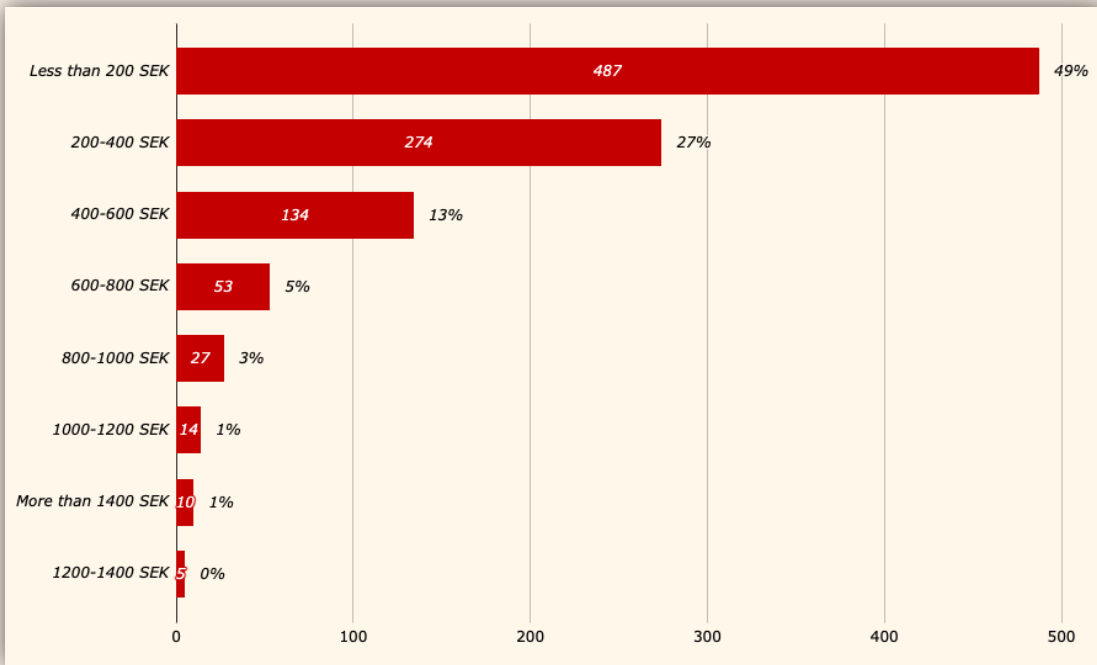


WINNINGS

*Target group 1 and 2: People who have bet on odds and casino
last 12 months*

Lottery Winnings

Imagine that you buy lottery tickets, such as Triss tickets, many times. For every 1000 SEK you spend on lottery tickets, how much do you think you'd win back on average?



More Details

Half of all respondents stated that they believed that they would win back less than SEK 200 on average for every SEK 1000. This indicates that the belief in being able to win lottery tickets is not that high.

Only 2% believe that they can win back their money or more.

In terms of men and women, the difference was not that big, with both groups in the majority answering that they believe that you win less than SEK 200.

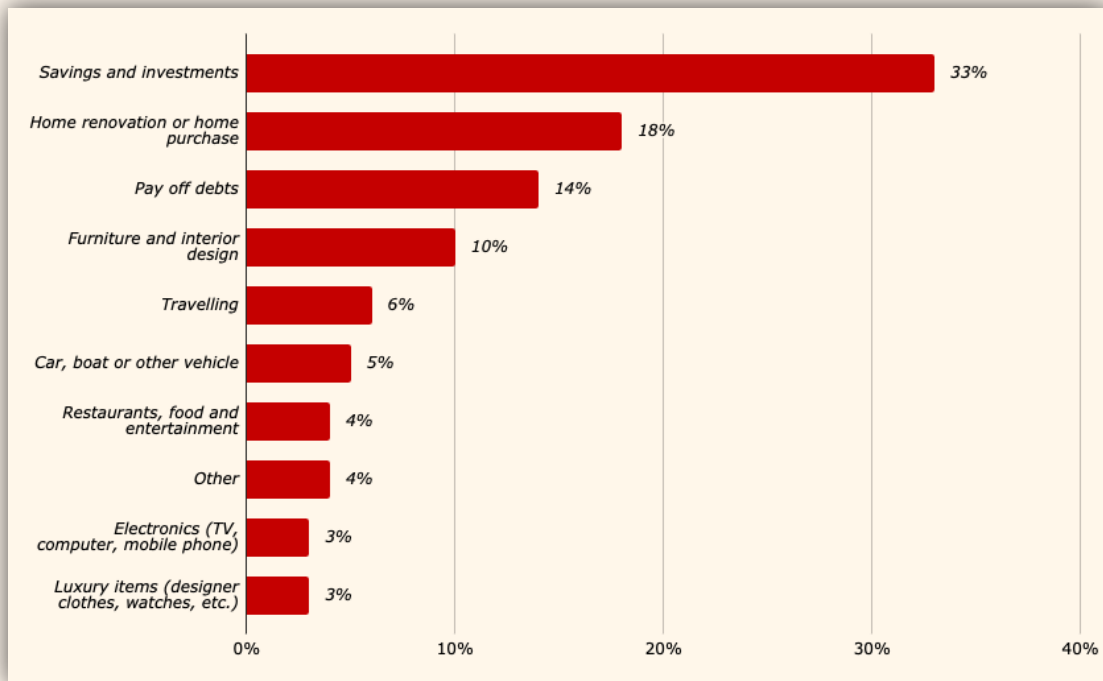
Answer alternatives: Single choice

Number of responses: 1004

Target group: 1 and 2 – Casino players and Betting players

Distribution of Winnings 1

Imagine that you have won a lottery prize of 100 000 SEK. How would you use the money?



More Details

Here we have also asked the question how one would choose to distribute one's profits within and outside the household, where outside the household can mean, for example, donating to family and friends or to charity.

This is how the distribution turned out:

89% of profits stay within the household

11% of profits go outside the household

33% chose savings and investments, followed by renovation and buying a home. Debts also end up high up while gadgets and travel are not attractive.

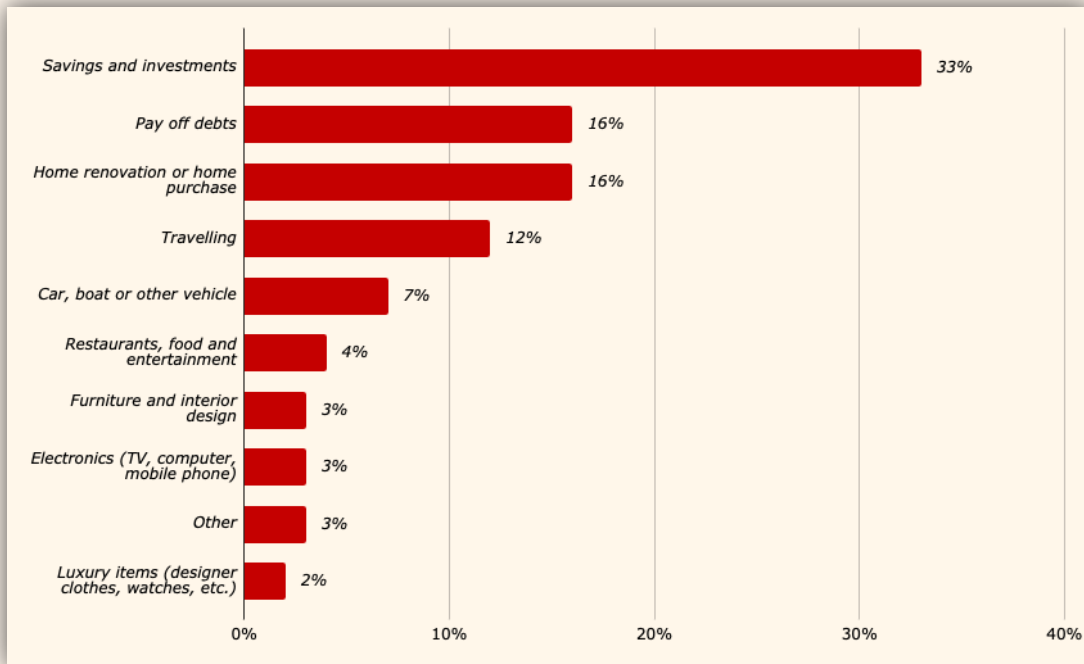
Answer alternatives: Single choice

Number of responses: 1004

Target group: 1 and 2 – Casino players and Betting players

Distribution of Winnings 2

Imagine that you have won a lottery prize of 1000 000 SEK. How would you use the money?



More Details

Here too, we asked the question how one should choose to distribute one's profits within and outside the household, where outside the household can mean, for example, donating to family and friends or to charity.

This is how the distribution turned out:
86% of profits stay within the household
14% of profits go outside the household

Savings and investments continue to top the list, followed by debt and housing. Slightly more people want to travel in this group, while gadgets and restaurants do not seem to be attractive.

Answer alternatives: Single choice

Number of responses: 1004

Target group: 1 and 2 – Casino players and Betting players

About us



Fredrik Clementz

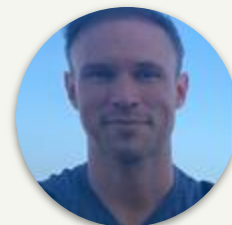
VD / CEO

Reflect Företagsutveckling AB

Fredrik is a strategist and survey consultant with over 25 years of professional experience in surveys and market analysis. The expertise extends in methodology, fundraising, advanced models in public opinion, society and the market. Fredrik is frequently engaged by colleagues in the industry for his unique knowledge in pricing strategy, market segmentation and development of advanced models.



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