

July 2021

Danes bet in weekends and visit gambling arcades on paydays

Clear patterns are revealed from Danes' gambling activities. Data from the Danish Gambling Authority show that 40 percent of all bets are placed in the weekends. Data also reveals that Danes' spend more on gaming machines on paydays.

Every day, gambling operators with a licence from the Danish Gambling Authority send various data to the Danish Gambling Authority. Data is used to monitor the gambling market and keep statistics of Danes' gambling activity. Data provides the opportunity to examine what is characteristic of Danes' gambling behaviour and shows when Danes gamble on certain types of games.

Danes place most bets in the weekends

In 2020, 22 percent of all bets were placed on Saturdays, and with 18 percent, Sundays were the day in 2020 when second most bets were placed, *cf. figure 1*. Thereby 40 percent of all bets are placed in the weekends, and this is in line with the tendency for the past seven years.

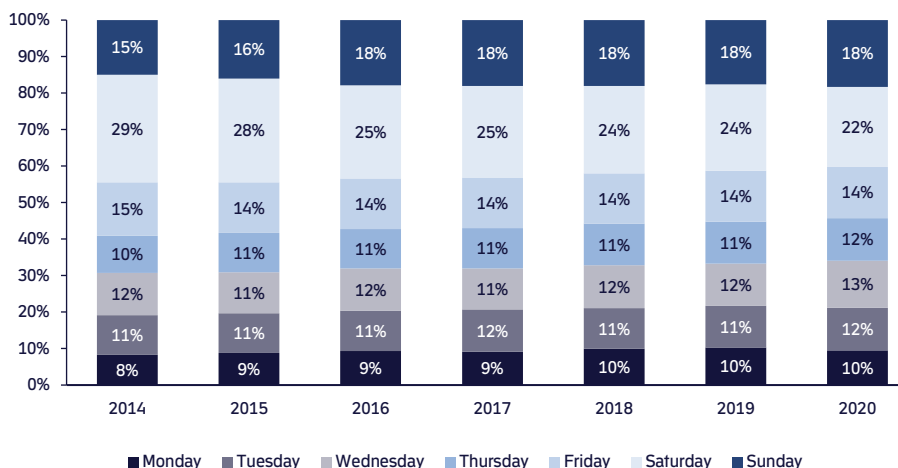
The time when Danes place bets relates to when there are sports events to bet on – especially football. When Danes often place bets on Saturdays and Sundays, it is because these days are typically the days when European football matches are held.

40%

Bets placed in weekends

On Saturdays, 22 percent of the bets are placed, and 18 percent are placed on Sundays.

Figure 1. Number of stakes on betting every weekday, 2014-2020



Source: the Danish Gambling Authority.

Note: 2020 is based on data for January to October 2020.

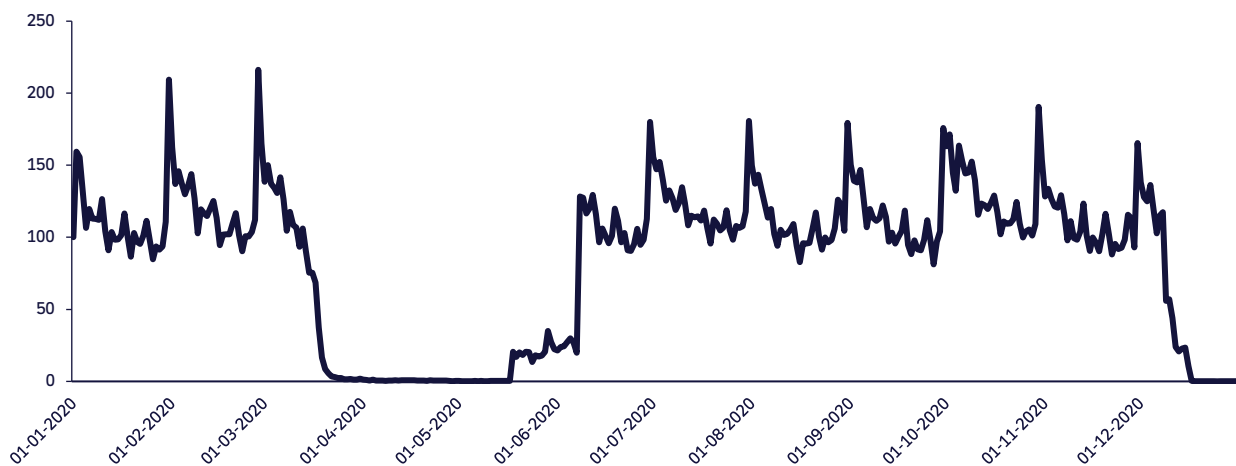
Paydays affect gambling on land-based gaming machines

While bets are mostly placed in the weekends, it is characteristic of gambling on land-based gaming machines that Danes spend the most on paydays. The peaks of the graph in *figure 2* consistently appear on the last working day of the month, when most Danes have a payday. The 28th of February was the day in 2020, when Danes spend the most on gaming machines.

Between paydays there is a period when there is gambled less on gaming machines. In these periods, however, a tendency shows that slightly more money is gambled on Fridays than on any other day of the week.

Figure 2 also shows how the activity on gaming machines completely stopped in a large part of the spring and December 2020. This is due to the lockdown of gambling arcades and restaurants, which was a part of the covid-19 restrictions in Denmark.

Figure 2. Indexed daily development of spending on gaming machines, 2020



Source: The Danish Gambling Authority.

Note: Spending states how much money is entered into the gaming machine, but not how much is gambled or how much is won. Spending is therefore not an expression of the actual gambling spend on gaming machines.

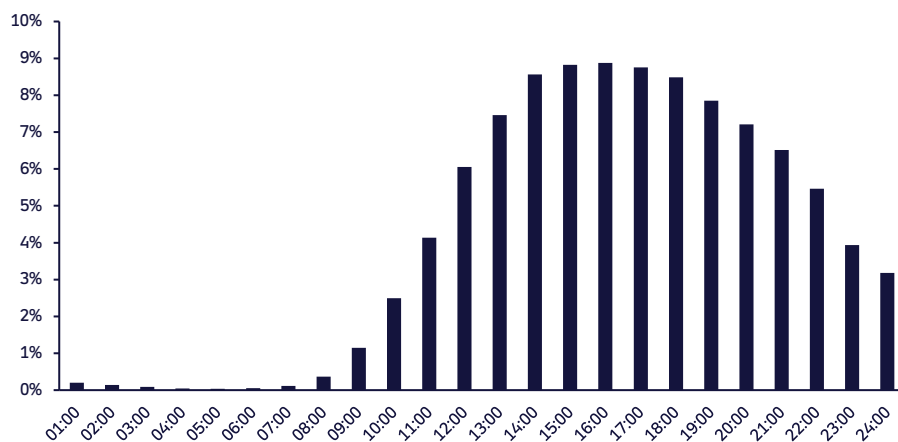
Gaming machines are most popular in the afternoon

All land-based gaming machines in Denmark are connected to a central monitoring system at the Danish Gambling Authority. This enables the Danish Gambling Authority to continuously follow the gambling activity on gaming machines closely.

Data shows that Danes prefer to gamble on gaming machines in the afternoon, and the time between 3 pm and 4 pm is the hour of the day when gambling peaks, *cf. figure 3*.

A smaller share of the gambling activity takes place in the early and late morning, and only a slight share takes place during the night. The explanation is not least since gambling arcades must be closed between midnight and 7 am. When there is still some activity after midnight, it is because there are also gaming machines installed at some restaurants and pubs, which are allowed to be open at this time of day.

Figure 3. Spending on gaming machines per hour of the day in percent, 2020



Source: Data on gambling duties and control submitted to the Danish Gambling Authority.

Note: Spending states how much money is entered into the gaming machine, but not how much is gambled or how much is won. Spending is therefore not an expression of the actual gambling spend on gaming machines.

The Danish Gambling Authority analyses development in the Danes' gambling spend

It is a core task for the Danish Gambling Authority to continuously follow the development in Danes' gambling spend. This ensures that the Danish Gambling Authority always keep abreast of new trends in the gambling market, which is a necessity to monitor the gambling operators effectively and efficiently in the different gambling sectors in Denmark. Thereby, it contributes to ensuring that gambling in Denmark is safe and responsible.