

January 2024

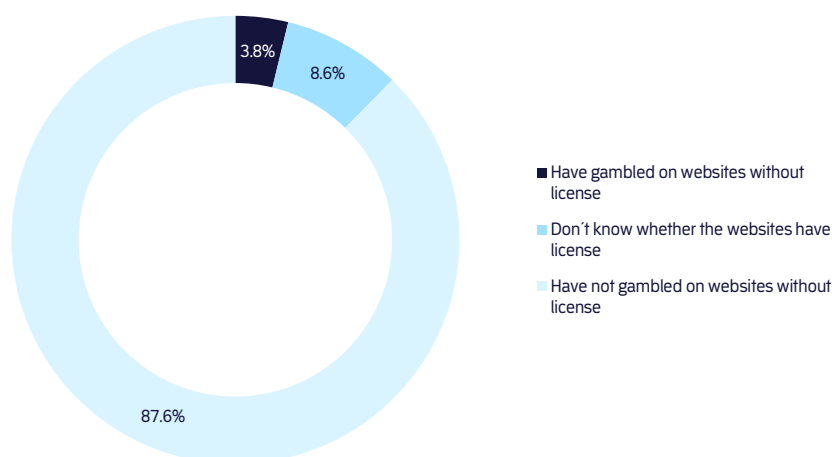
Danes largely gamble on sites with a Danish licence

Figures from a new survey of Danes' online gambling habits show that the vast majority choose gambling sites that have a licence from the Danish Gambling Authority. Among other things, types of gambling products, winnings and bonuses have an impact on whether players gamble on unlicensed sites.

In 2012, betting and online casino were liberalised in Denmark. This means that anyone can apply for a licence from the Danish Gambling Authority to provide these gambling products in Denmark. Before the liberalisation, gambling on unlicensed sites made up a large part of the online gambling spend. One of the purposes of the liberalisation was to move the online gambling spend to sites with a Danish licence and thus under Danish consumer protection.

A new study shows that the vast majority of players today gamble on sites with a Danish licence. 3.8% of the respondents who have gambled online in the past year state that they have gambled on unlicensed sites, *see figure 1*. Of those surveyed, 8.6% of the players are unsure whether they have gambled on licensed or unlicensed sites.

Figure 1. Share of players who have gambled on unlicensed sites in the past year



Source: Data is collected and aggregated to population by DST Survey, Statistics Denmark for the Danish Gambling Authority.

Half of the players who have gambled on sites with a licence from the Danish Gambling Authority state that it is deliberate. As reasons for gambling on sites with a Danish licence, players mention better control and supervision, that the sites are more trustworthy and serious, and that the sites are in Danish.

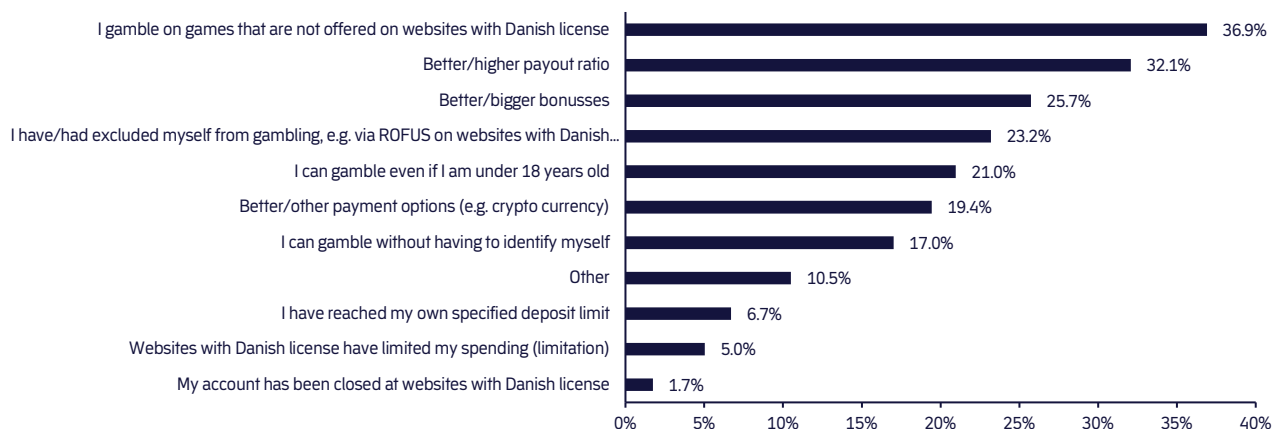
Types of gambling products, payback percentages and bonuses affect whether you play on unlicensed sites

56% of players who have gambled on unlicensed sites in the past year have knowingly gambled on these sites. There are many reasons why players choose sites without a licence.

37% state that they can participate in certain gambling activities on these sites that are not offered on sites with a Danish licence, while 32% state that this is due to better/higher payback percentages and winnings. Approximately one in four have indicated that they gamble on these sites because of better or bigger bonuses, *see figure 2*.

In addition, the study shows that self-exclusion, age limit, payment options, identification, etc. also have an impact on players choosing to play on unlicensed sites, *see figure 2*.

Figure 2. Reasons for playing on unlicensed sites



Source: Data is collected and aggregated to population by DST Survey, Statistics Denmark for the Danish Gambling Authority.

Note: Respondents were given the option to provide multiple answers.

Box 1. Survey on Danes' gambling habits

The figures in this publication come from a larger survey on the gambling habits of Danes. The results are based on a questionnaire survey with data collected by DST Survey, Statistics Denmark for the Danish Gambling Authority. The questionnaire was sent to a randomly selected sample of 30,070 Danes aged 15 and over. 7,637 responses were collected online between 24 November 2022 and 15 January 2023. The answers are weighted based on various background information about the respondents, which ensures that the results are representative of the Danish population.