



Spillemyndigheden

Evaluation of StopSpillet

Experiences from the first years of the Danish Gambling Authority's
helpline on compulsive gambling

September 2022

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Background for the
establishment of StopSpillet

Establishment of StopSpillet

”

The parties to the agreement have agreed on limiting compulsive gambling as effectively as possible through enhanced customer protection (...) An independent compulsive gambling hotline will be established at the Danish Gambling Authority for players who want or need help dealing with their compulsive gambling.

Excerpt from Agreement on new initiatives against compulsive gambling and adjustment of gambling agreement (2018).

Stop. spillet

Purpose of StopSpillet

- Confidential counselling, guidance etc. (via phone or chat) for players, their relatives and professionals.
- Information on treatment offers and the opportunity to self-exclude with the Danish Gambling Authority's system ROFUS.
- Collection of data for statistical use so that authorities and others can gain insight into the target group, gambling behaviour and organise initiatives.

Requirement for operators

It is politically decided that gambling operators with a licence to offer gambling products in Denmark must refer to StopSpillet on websites and in adverts.

2

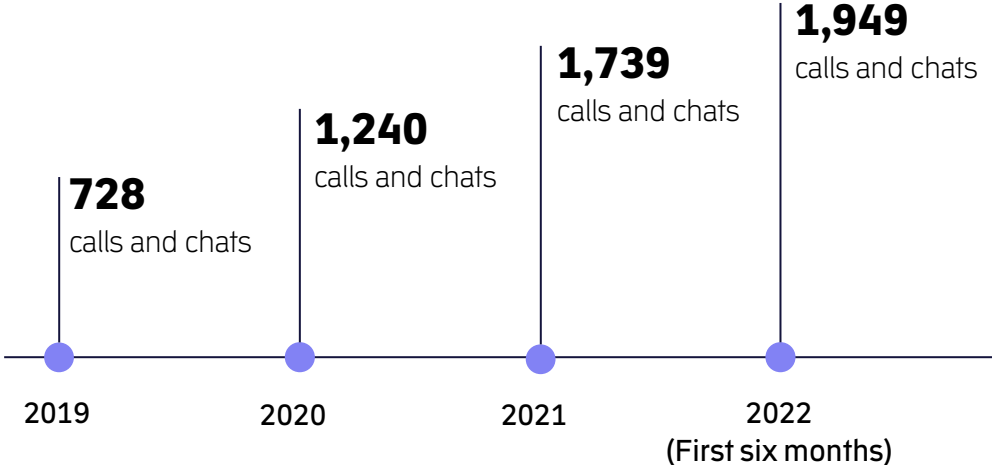
Who uses
StopSpillet?

Calls and chats to StopSpillet

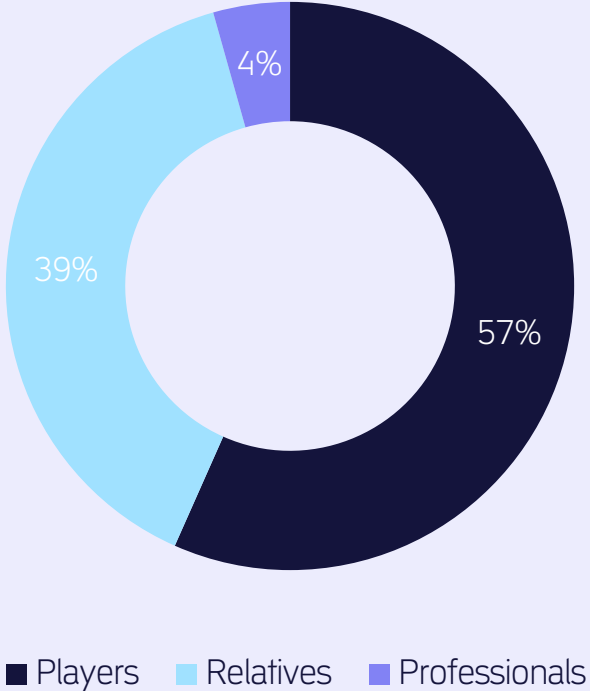
StopSpillet opened the hotline in January 2019, and in December the same year, the chat was added.

The calls and chats vary greatly – from concrete advice and guidance on how to avoid gambling to information on treatment offers and psychological first aid for both players and their relatives.

Number of calls and chats (accumulated)



Categorisation of the types of calls and chats up until June 2022



Who uses StopSpillet?

Characteristics of players

Younger men are highly represented

87 pct. of the players who contact the helpline are men.

Younger men between the ages 18-25 account for about 35 pct. of all the calls from players.

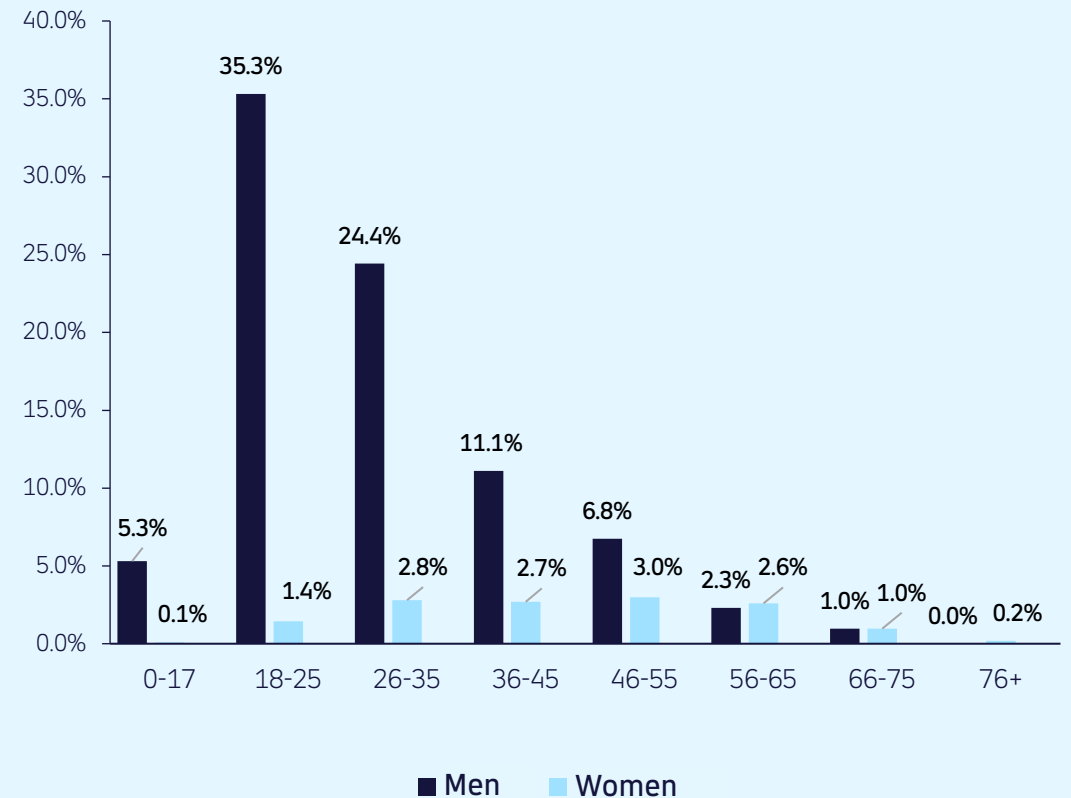
Many have their first gambling activity at a young age

Just under half of all the players who contact StopSpillet had their first gambling activity when they were under 18 years old. Studies show that a great deal of those who develop a gambling addiction also often start gambling at a young age.

Long-term problems with gambling

The typical player who contacts the helpline has, to a varying degree, had problems controlling his gambling activities for about 2.5 years.

Categorisation of calls and chats from players up until June 2022



Who uses StopSpillet?

Primary types of games

When contacting StopSpillet, the advisers at the helpline ask, among other things, about the player's primary type of game.

62 pct.

Of the stated types of games are online casino or online betting

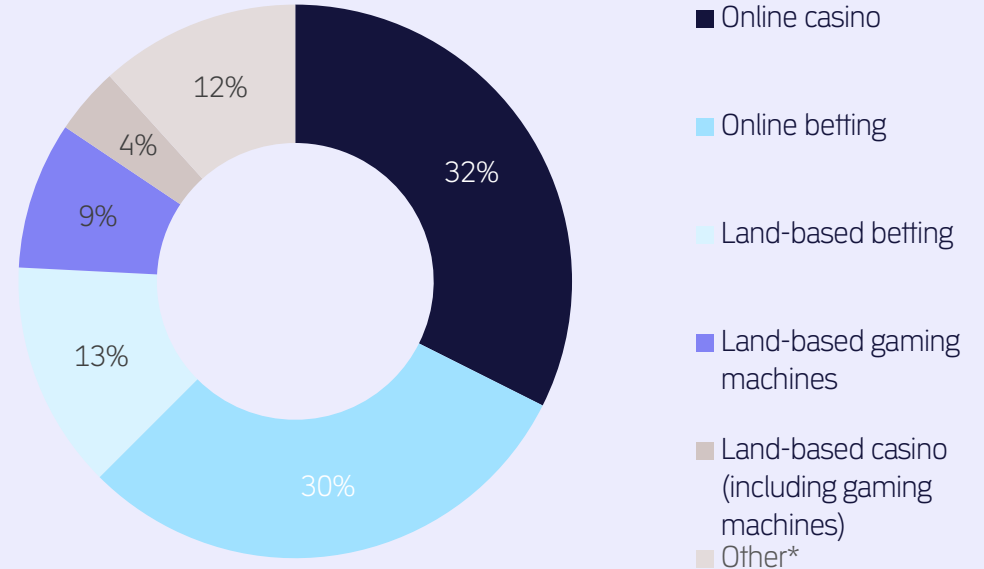
Men spend more money than women

Among the players who contact the helpline, men typically spend just under DKK 13,200 a month on gambling, while the amount for women is just under DKK 9,300 a month.

...but women spend more time than men

Among the players who contact the helpline, women typically spend just under 30 hours a week on gambling while men spend about 19 hours a week.

Categorisation of the players' primary games up until June 2022



*Note: 'Other' covers online poker (3.8 pct.), video gaming (3.3 pct.), land-based lottery (2.0 pct.), land-based poker (0.6 pct.) and calls about addictions that do not concern for example mobile games such as Candy Crush and stock trading/ day trading (2.0 pct.)

Who uses StopSpillet?

Relatives of players, professionals and others

Relatives are typically women

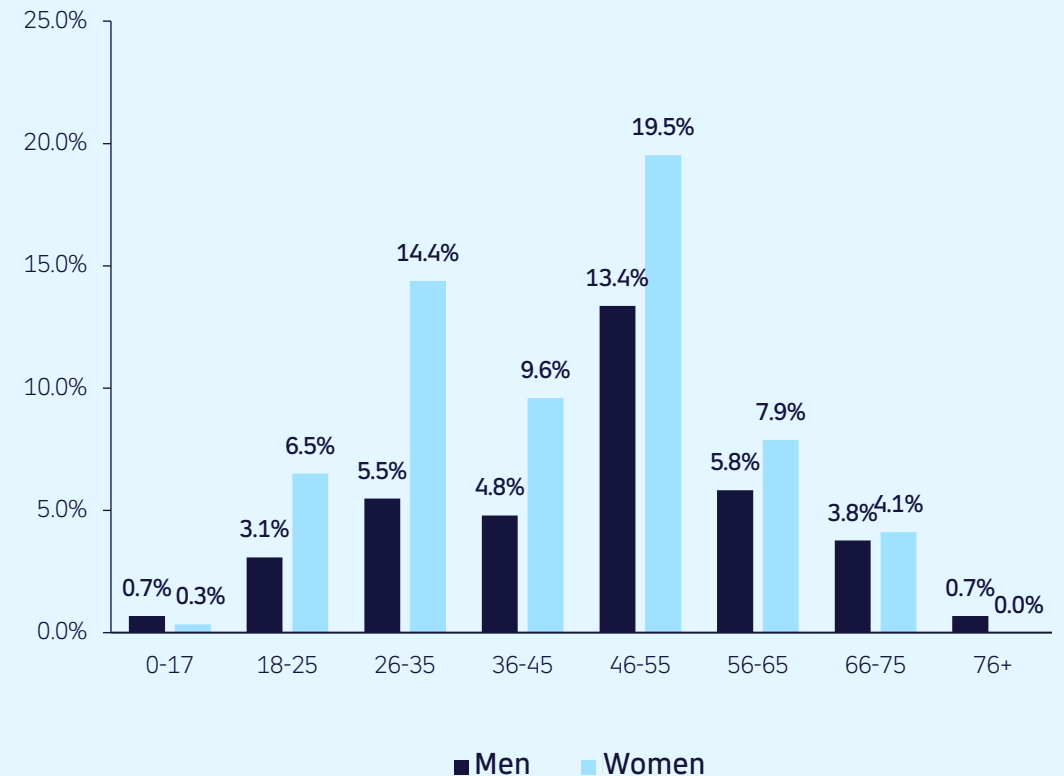
About 66 pct. of the relatives who contact the helpline are women. It is women between the ages 46-55 that make up the largest group of relatives. It is typically mothers and partners of players who contact StopSpillet.

Counselling for professionals in municipalities etc.

About 4 pct. of all calls and chats to StopSpillet comes from professionals such as social workers, teachers and doctor who need advice on a specific problem.

In addition to this, StopSpillet cooperate with universities and treatment centres. The expert group contributes with specialist knowledge about compulsive gambling and insight into gambling related problems.

Calls and chats from relatives up until June 2022



3

Awareness of
StopSpillet

Status on StopSpillet

The evaluation shows that the Danish Gambling Authority with its current operation of StopSpillet complies with the requirements for the helpline, including information about ROFUS and the state-funded treatment offers.

At the same time, data shows that StopSpillet is used by the intended target groups of the helpline. For example, the majority of the players who contact the helpline score high on the test indicating compulsive gambling, when they are screened by the advisers.

In May 2022, the Danish Gambling Authority released a study made by Rambøll on gambling and gambling problems in Denmark. The study shows that gambling problems are increasing in general – both among adults and among children and young people. The data also indicates that even more people might benefit from knowing and using StopSpillet.



User satisfaction

It continues to be a focus area to ensure high quality counselling and guidance that users find valuable.

Since December 2020, StopSpillet has regularly conducted user satisfaction surveys among the helpline's target group.

”

I have just talked with one of your employees who has given me the best treatment, VERY understanding and kind. Thank you to the person for giving me additional motivation to stop my problem.

Excerpt from StopSpillet's user satisfaction survey



Initiatives and campaigns

The Danish Gambling Authority continuously work to improve the awareness of StopSpillet, for example through campaigns on TV and social media as well as adverts at bus stops and train stations. In 2021, increasing the awareness of StopSpillet and implementing preventive initiatives among children and young people were in focus.

Awareness campaign in 2022

In 2022, a large-scale campaign is launched to increase the general awareness of StopSpillet. The campaign primarily runs in the second half of the year with special focus around the big sports events, for example Tour de France and the World Cup.

The campaign is both present on city busses, and at bus stops in the big cities. At the same time, the campaign is also launched on digital media such as streaming services, social media, YouTube and as adverts in a weekly football podcast.

