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The typical online gambler is a young man

Data from the Danish Gambling Authority shows that the majority of all gambling accounts for online casinos and betting in Denmark are created by men. At the same time, the accounts are in most instances held by men under 36.

Online gambling constitutes an ever-growing part of the Danish gambling market. In 2019, the spend on online casino and online betting amounted to approximately DKK 4 billion, which equals 41 % of the total Danish gambling market.

To gamble on online casinos and place bets with Danish gambling operators, the player must be over 18 years old and use a NemID (common login solution) to create an account with a gambling operator. Therefore, the Danish Gambling Authority has more data on Danish players within these two types of gambling activities than on other gambling categories, e.g. betting in kiosks. This enables the Danish Gambling Authority to examine the data and become wiser on what characterises online gamblers.

Men create most of the online casino accounts

76 % of all registered accounts for online casino are created by men. This means that 3 out of 4 online casino accounts are held by men. Many of the accounts belong to men under the age of 36, where 23 % of the accounts belong to men between the age of 26-35 and 19 % belong to men between the age of 18-25, *cf. figure 1*.

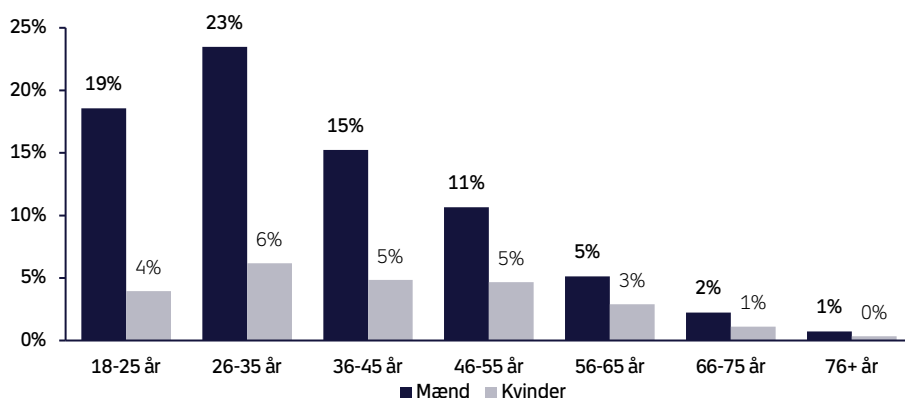
The tendency that players under 36 are over-represented is more pronounced among men than among women, where the number of accounts is more evenly distributed among the age groups, *cf. figure 1*.

76%

Of all online casino accounts belong to men

Data from the Danish Gambling Authority show that three out of four online casino accounts belong to men.

Figure 1. Share of online casino accounts by sex and age in 2019



Source: Annual reports from licence holders that offer online casino and online betting.

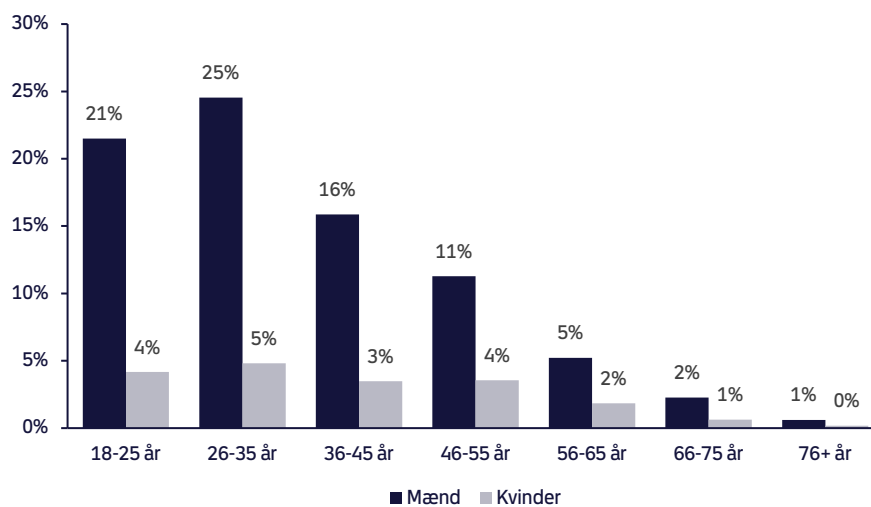
4 out of 5 accounts for online betting are created by men

For online betting, the overall tendency is the same as for online casino. Men under 36 is a significantly larger group than any other, and 25 % of the accounts, i.e. every fourth, belongs to men between the age of 26-35, cf. figure 2. For comparison, only 5 % of all accounts belong to women between the age of 26-35, which equals 1 out of 20.

The difference between sexes is greater for online betting than online casino. For online betting, 81 % of the accounts are created by men. At the same time, 55 % of the online betting accounts belong to players under 36, where the equivalent for online casino is 52 %.

55 %

Figure 2. Share of betting accounts by sex and age in 2019



Source: Annual reports from licence holders that offer online casino and online betting.

Gambling at a young age is often connected to problem gambling

The Danish Gambling Authority works to ensure a fair and well-regulated gambling market in Denmark, where gambling takes place responsibly. Among other things, this entails to continuously monitor and analyse the developments in the market. The Danish Gambling Authority pays special attention to young people's gambling patterns, as experience shows that the younger the players are when they begin gambling, the greater the risk of developing a gambling addiction later in life.

The Danish Gambling Authority operates the register of self-excluded players (ROFUS), where Danes can exclude themselves from all online gambling temporarily or permanently. On 1 November 2020, there were 25,000 players registered with ROFUS.

The Danish Gambling Authority is also responsible for StopSpillet (StopGambling) – an impartial helpline about compulsive gambling. Since its opening in January 2019, over 1,000 persons have called to receive guidance about compulsive gambling. Among the players who have called the helpline, there is a great over-representation of young men.

Of betting accounts belong to persons under 36

Data from the Danish Gambling Authority show that more than half of all betting accounts are held by players under the age of 36.