



# **New Veikkaus research program 2017**

## **Some fresh findings on PG rates and player behaviour**

*11th SNSUS Conference*





*Odense, Denmark*

*30 May 2017*

*Anssi Airas, Research Manager, Veikkaus*

# Changes in the Finnish gaming scene 2016 → 2017

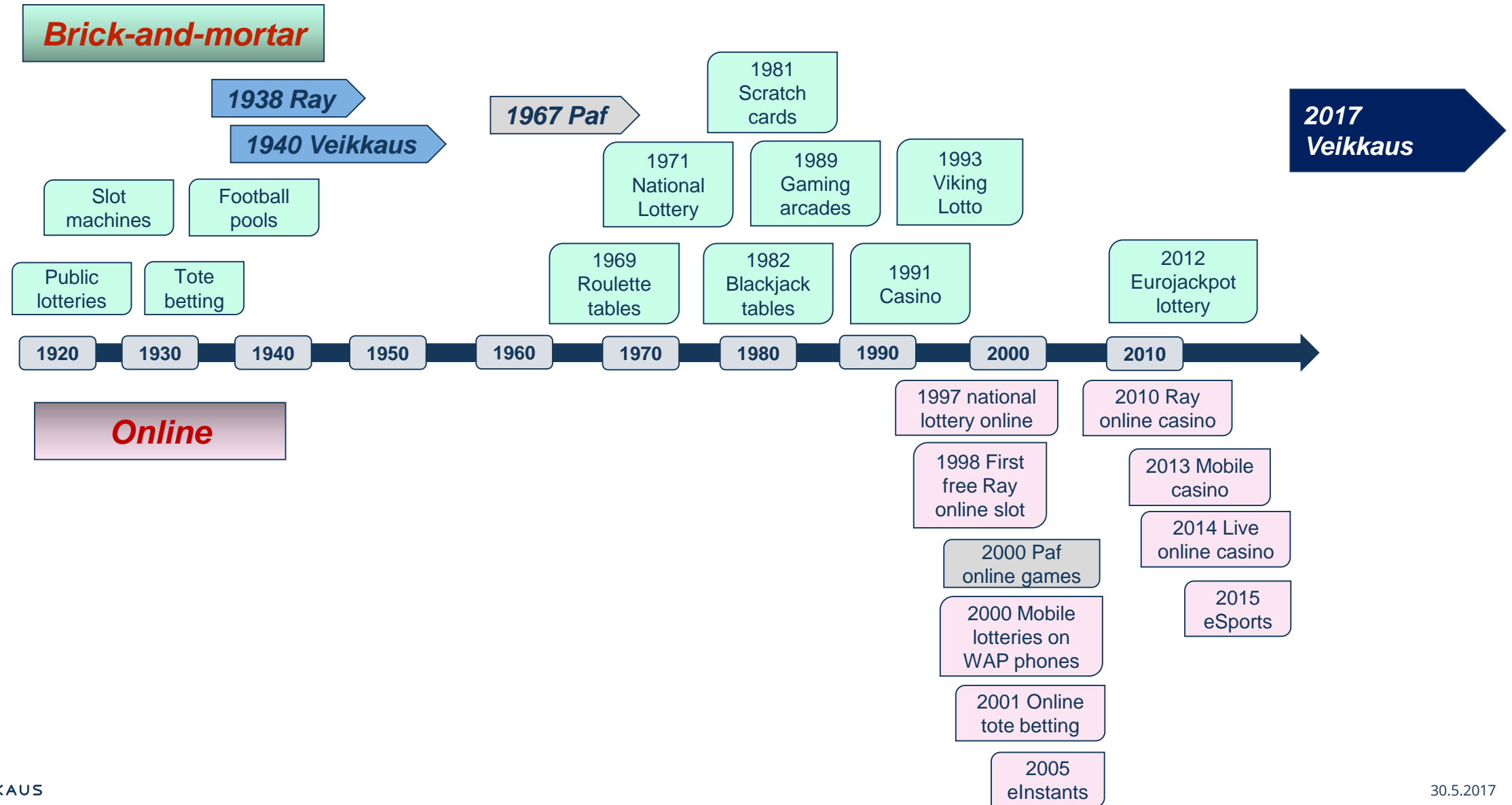
Three + one operators with exclusive rights, both land-based & online

Operator	Purpose / Funding	Forms of gaming
<b>RAY *</b> Since 1938 	Supports voluntary public health & welfare organisations (NGOs)	Slot machines Casino table games Casino operations
<b>Veikkaus *</b> Since 1940 	Supports Finnish arts, sports, science, and youth work (via Ministry of Education and Culture)	Lotteries Scratch cards Sports betting
<b>Fintoto *</b> 	Funds horse breeding & trotter racing	Tote betting
<b>PAF</b> Since 1967 (autonomous Åland Islands only) 	Supports local NGOs	All forms of gaming on the Åland Islands, ferries and Internet. Not on mainland.

**\* Merger  
1.1.2017**



# Perspectives on the Finnish gaming scene - 90 years



# New survey program starting 2017

## Source & method

Nationally representative (n=5002) telephone interviews on Finns 15-74 years of age (Åland excluded) by the Finnish market research company **Taloustutkimus** (<http://www.taloustutkimus.fi/in-english.html>) .

To be continued twice a year.



## Focusing on

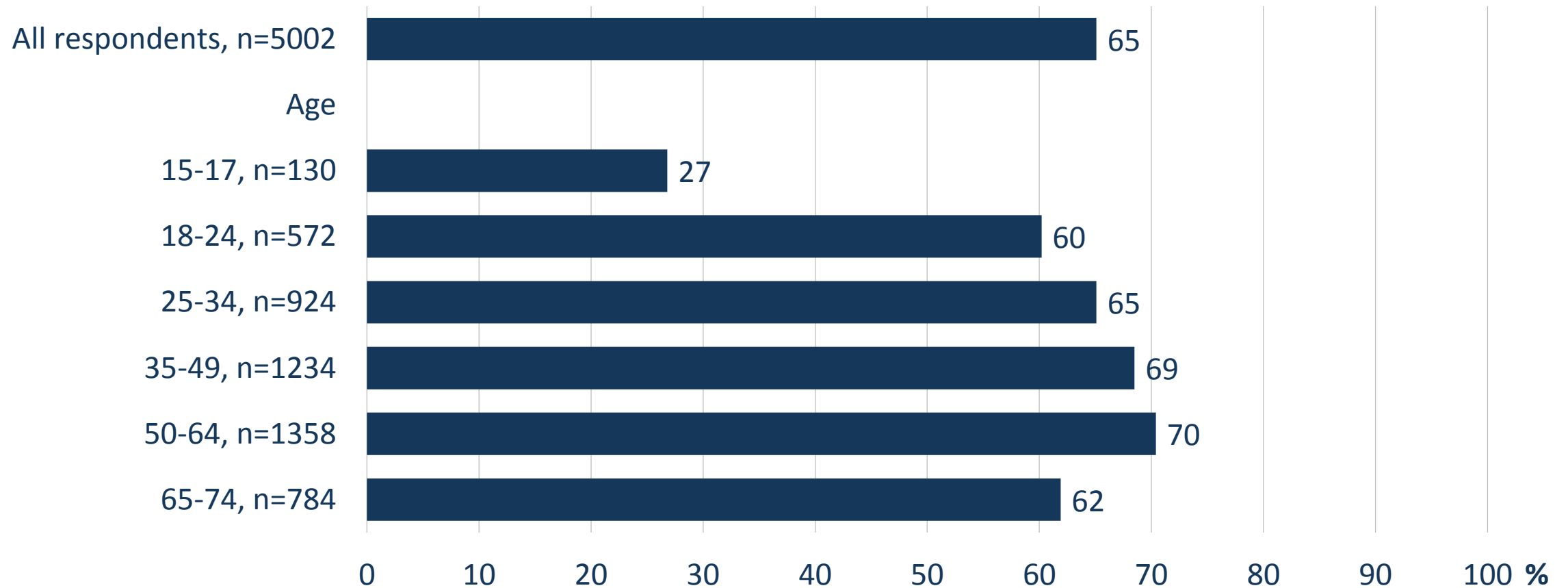
- Gambling activity during last 12 months & lifetime
- Problem gambling prevalence (SOGS-R)
- Opinions on possible sources and origin of the problems
- Opinions on responsibility of different operators



# Gambling prevalence in Finland 2017

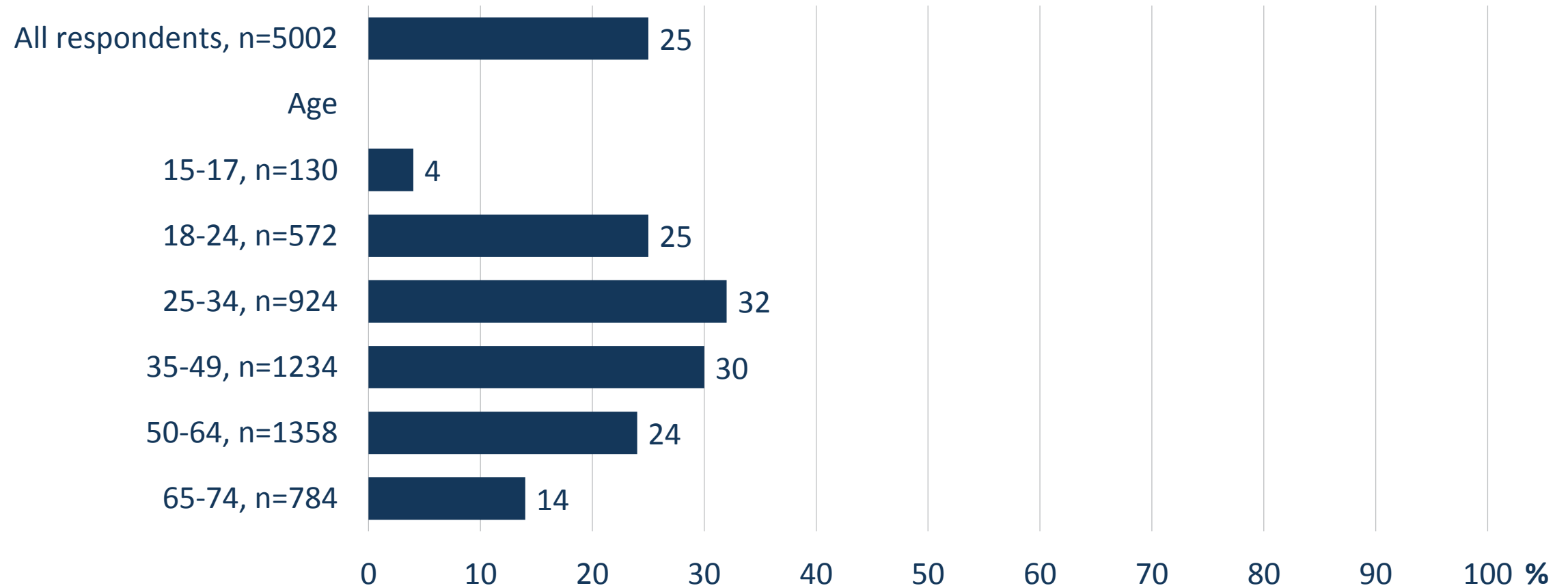
# Gambling is most common between the ages of 35–64, %

*"Have you played a gambling game during the last 12 months?"*



*"Have you played a gambling game during the last 12 months?"* (Note that the question differs from the THL national survey.)  
n= All respondents

# Gambling online: most common among young adults, %

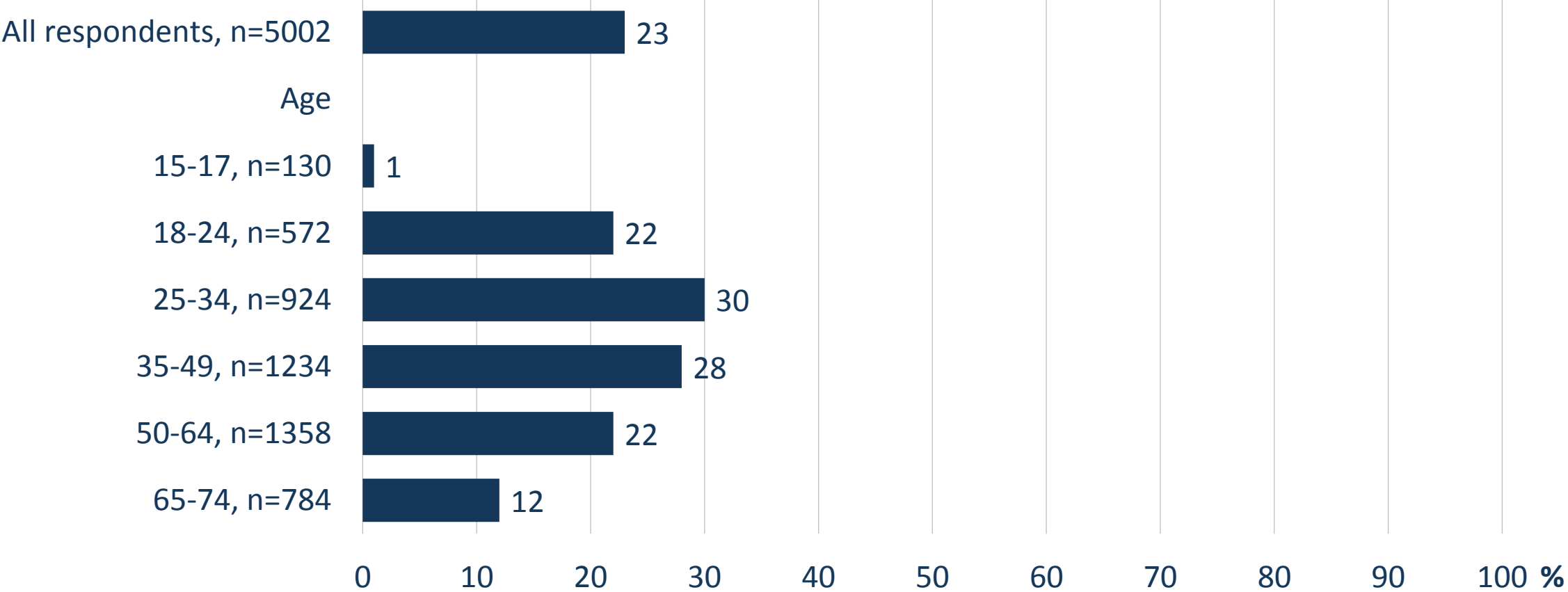


*"Have you played a game online during the last 12 months"*

n=all respondents

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# Onshore online games by Ray, Veikkaus or Fintoto, : most common among young adults, %

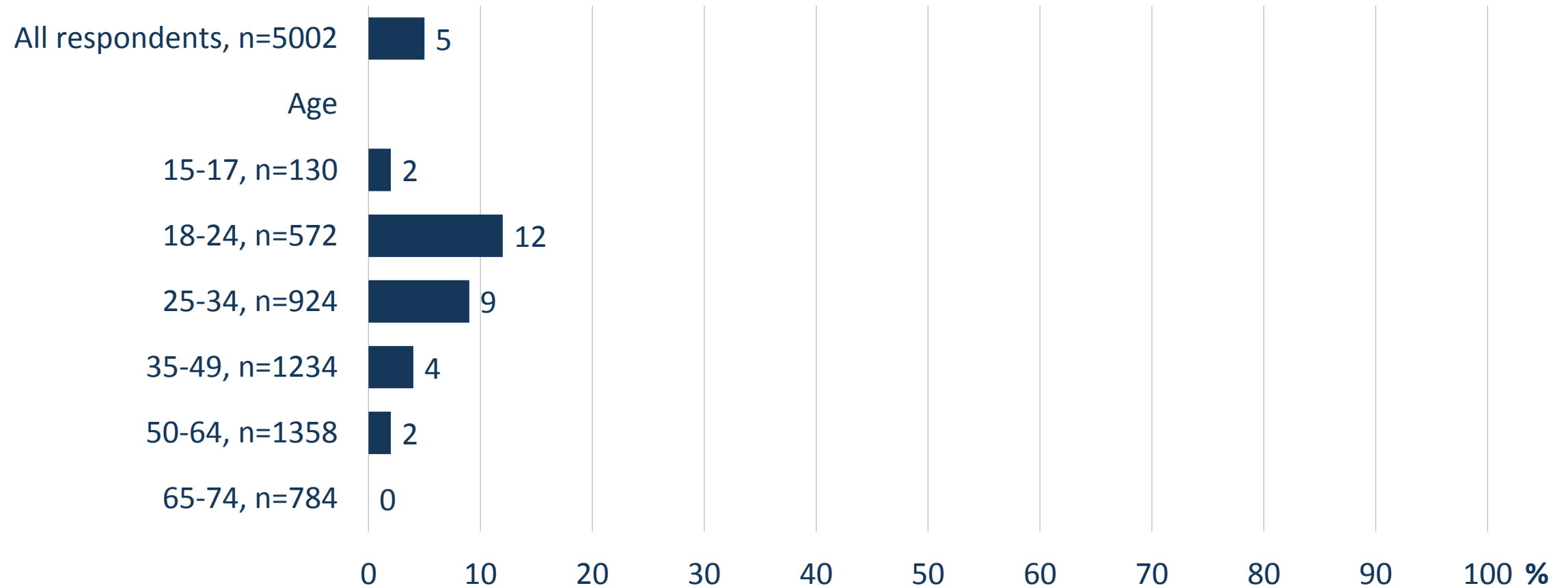


*"Have you played any RAY, Veikkaus or Fintoto games online during the last 12 months?"*

n=all respondents



# Offshore online games (Paf included): Most common among the age group of 18–34-years, %

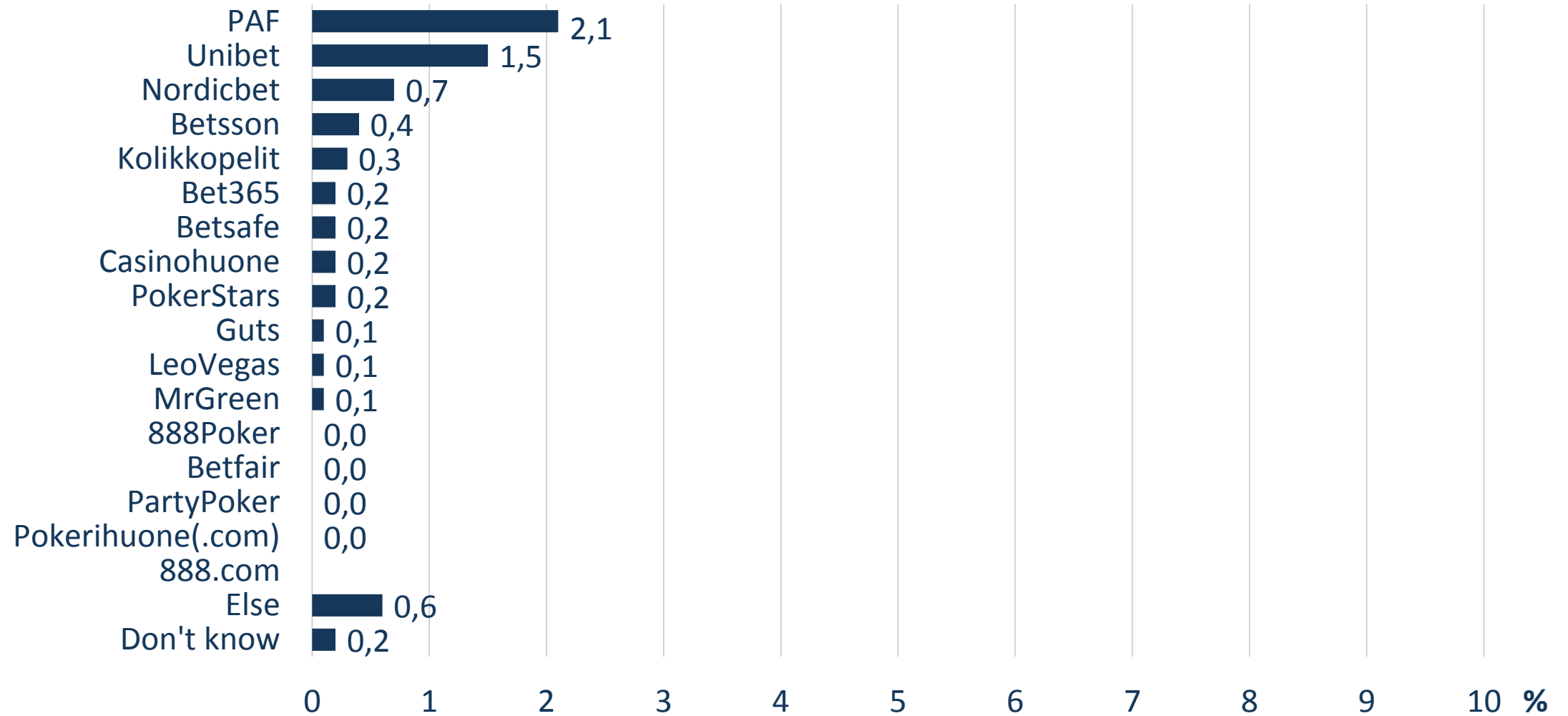


*"Have you played any foreign service provider's (e.g. PAF, Unibet, Kolikkoperlit etc.) game during the last 12 months?"*

n=all respondents

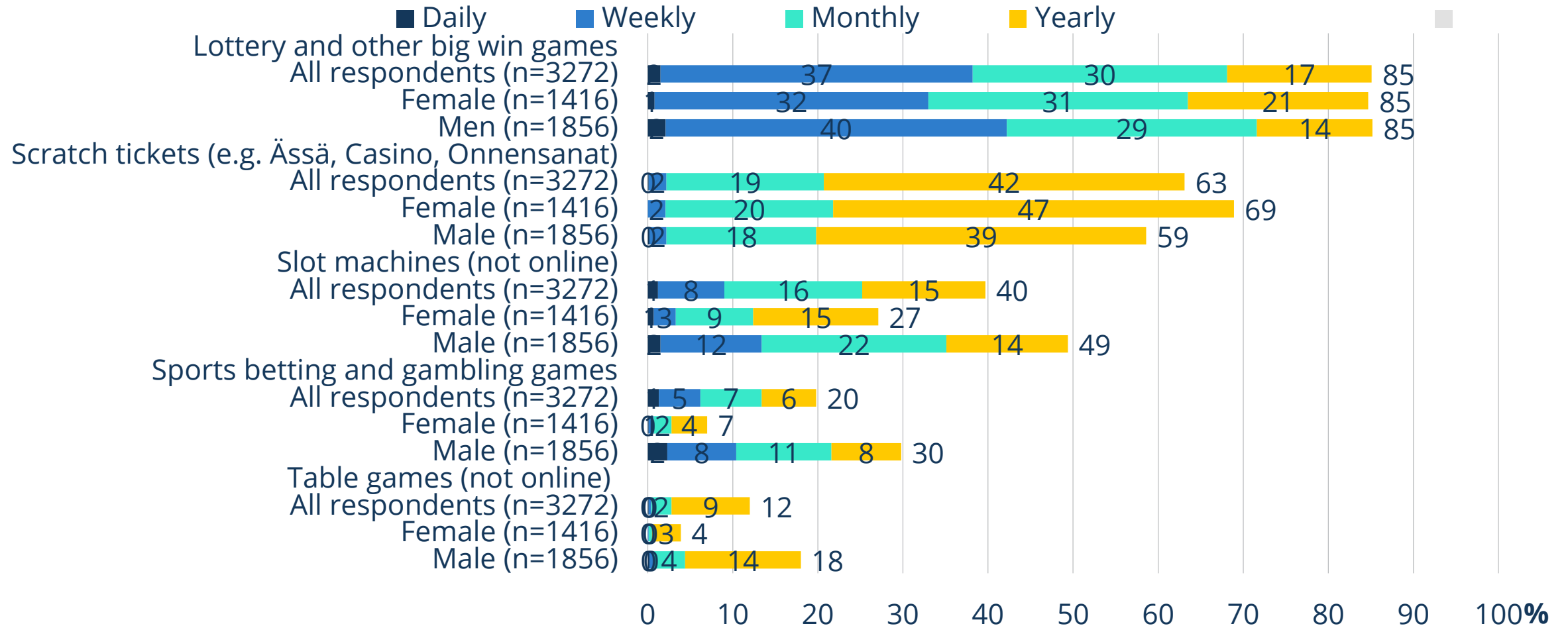
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# Playing offshore games: nothing particular stands out, %



All respondents, n=5002

# Gambling during the last 12 months: Finnish onshore games are clearly the most popular, %



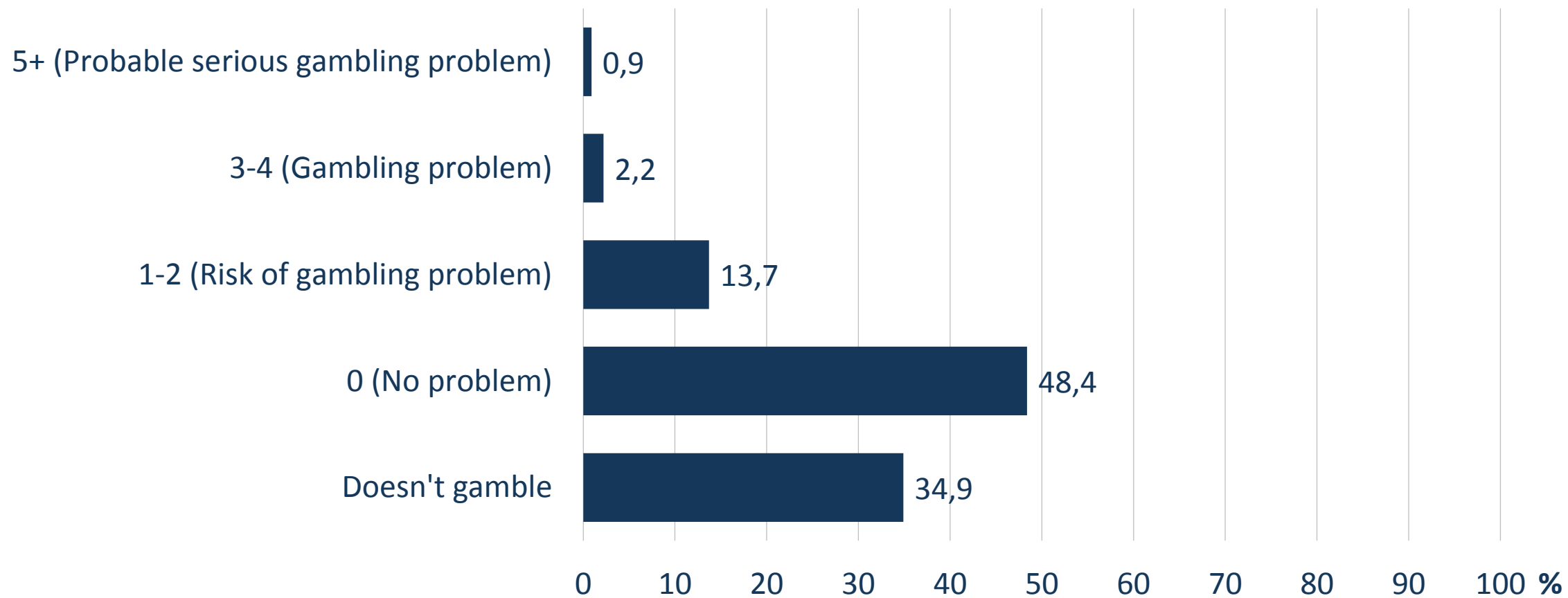
*"I will now list some games. For each of these games, please say how many times you have played the game during the last 12 months"*

*n = Has played a game during the last 12 months*



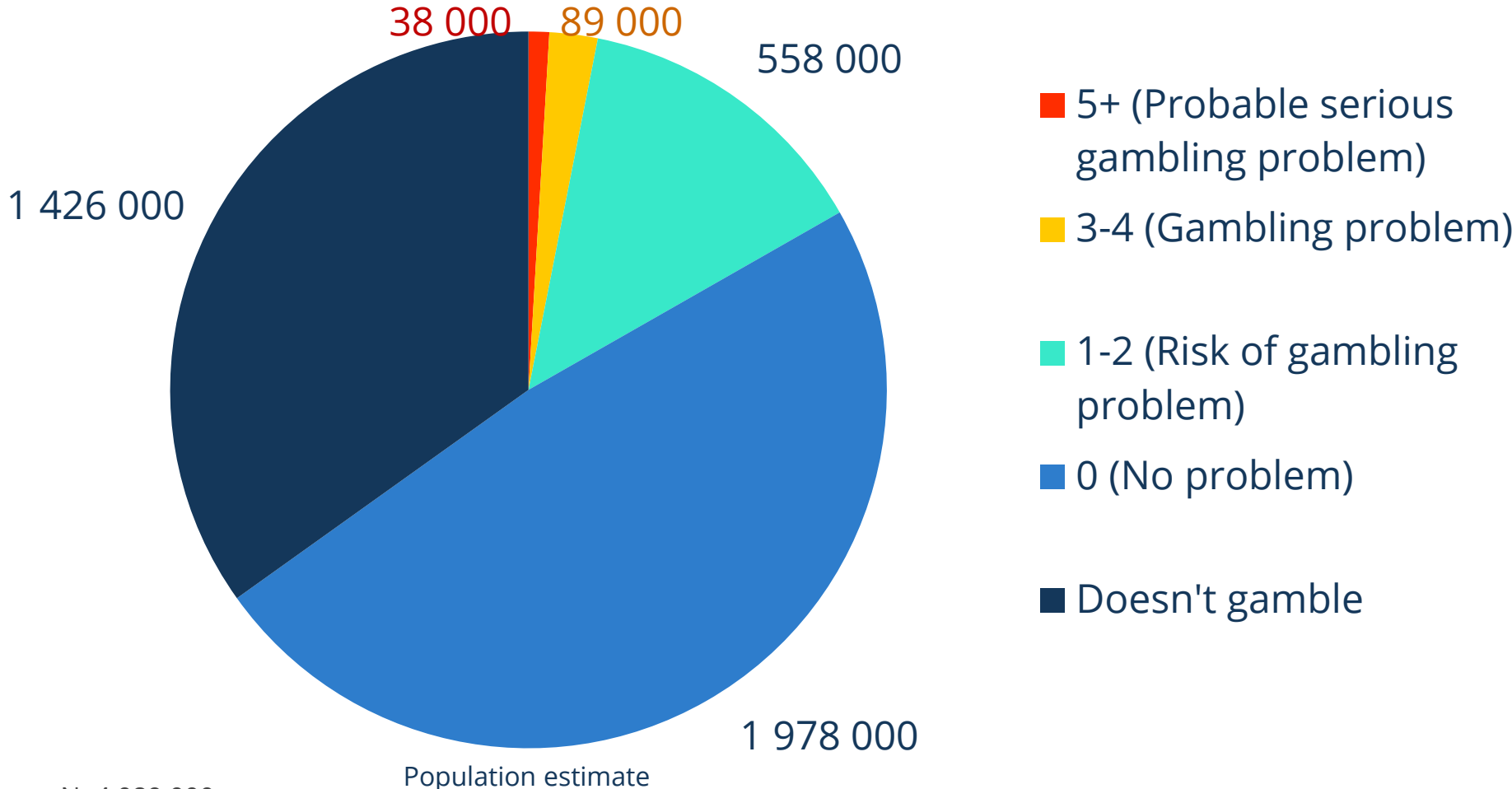
# **Problem gambling figures 2017**

# The prevalence of problem gambling: 3,1 %



All respondents, n=5002

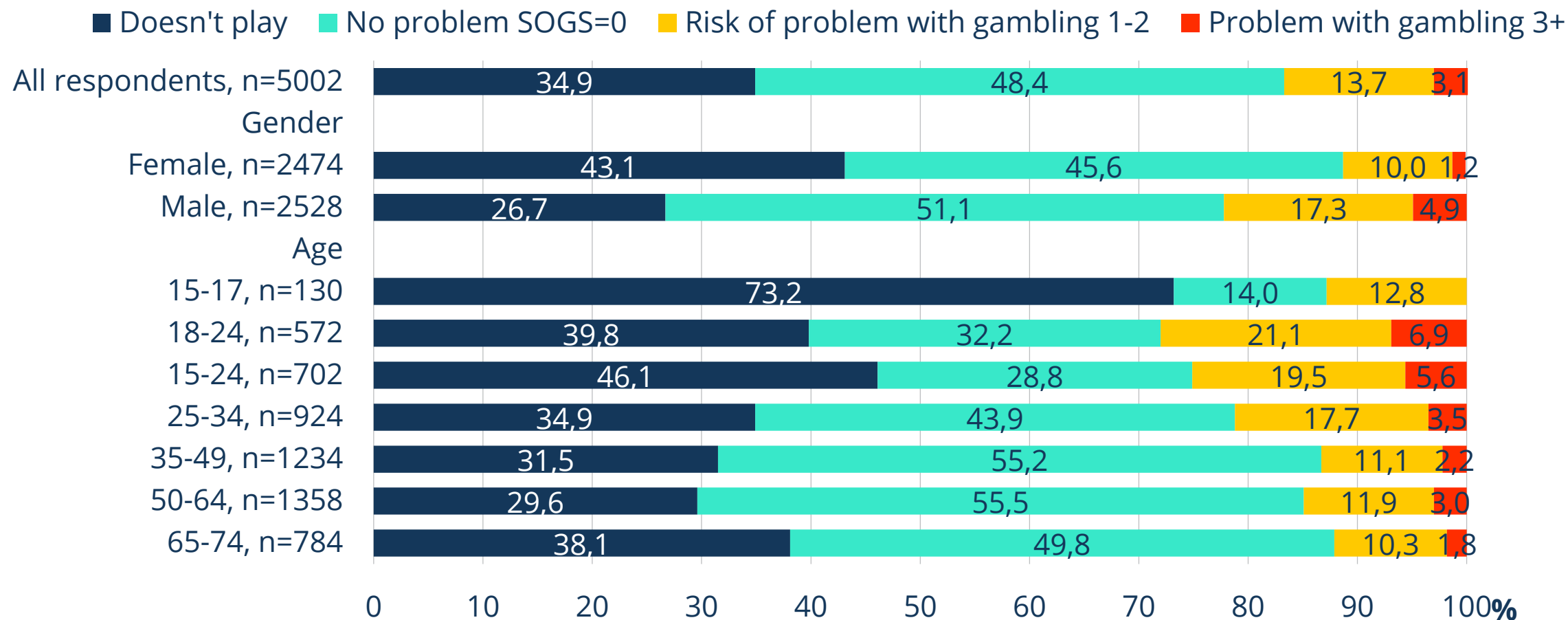
# The prevalence of problem gambling: Population estimate 126 000



All respondents, N=4 089 000

Population estimate

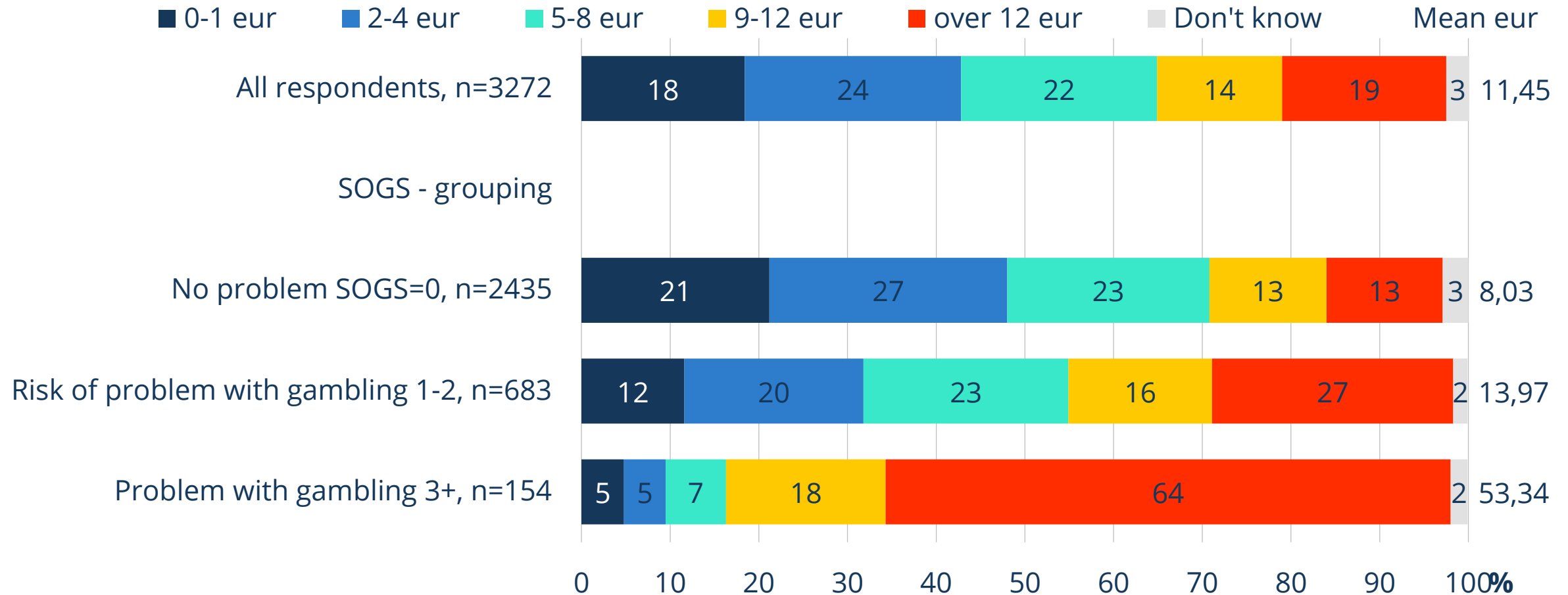
# The frequency of gambling problems: More common among the age group of 18-24-year, %



n=All respondents

# The weekly spend is clearly the greatest among people who suffer from gambling problems, %

*"Please estimate how much you normally use for gambling during a week"*



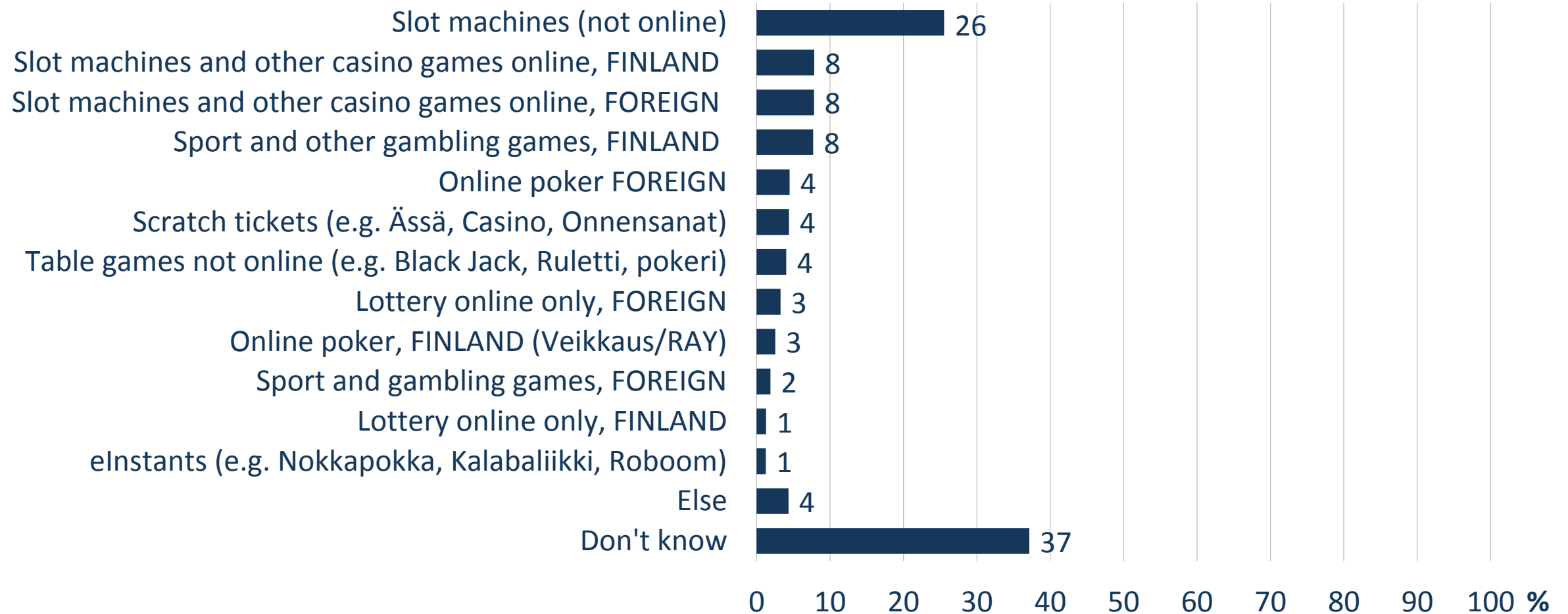
*"Please estimate how much you normally use for gambling during a week"*

n=Has played a game during the last 12 months



# Slot machines cause the most problems, % of SOGS 3+

*"Which of these games, if any, cause you problems with controlling you gaming?"*

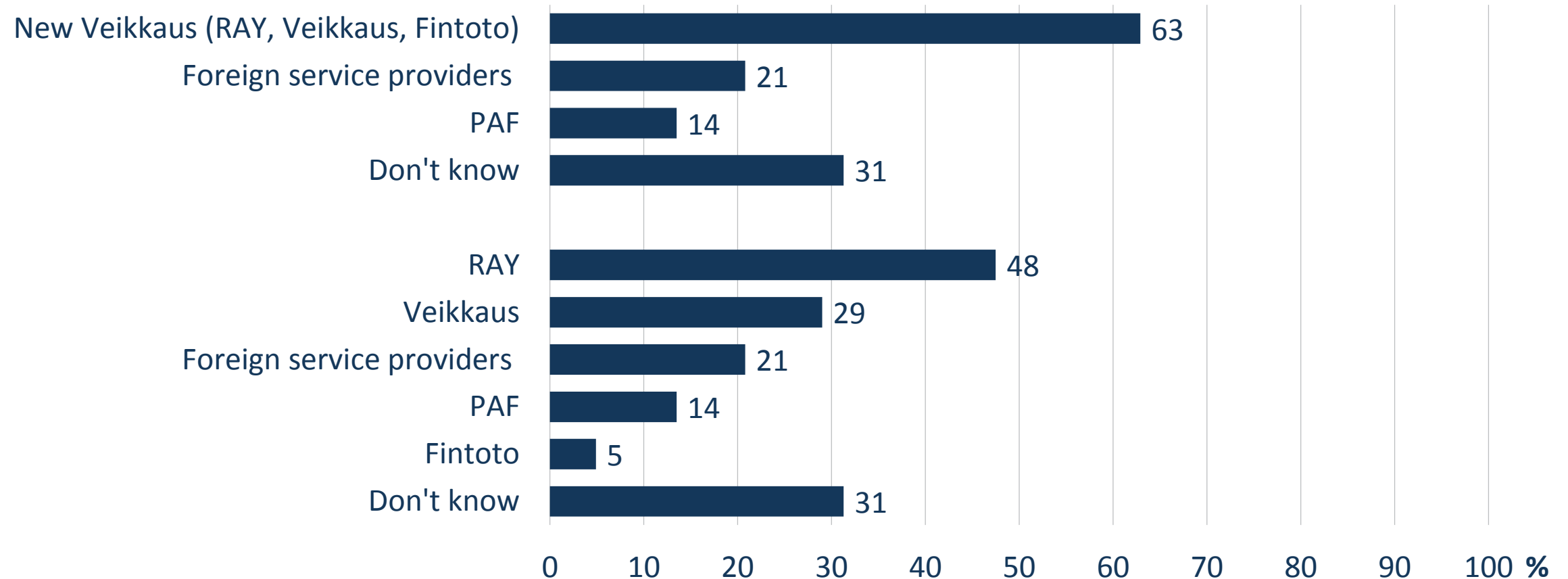


*"Which of these games, if any, cause you problems with controlling you gaming?"*

At least 3 SOGS-points, n=154

# Veikkaus is the most frequent service provider to potentially cause problems with gaming, % of SOGS 3+

*"The service providers' games potentially cause me problems with controlling my gaming."*

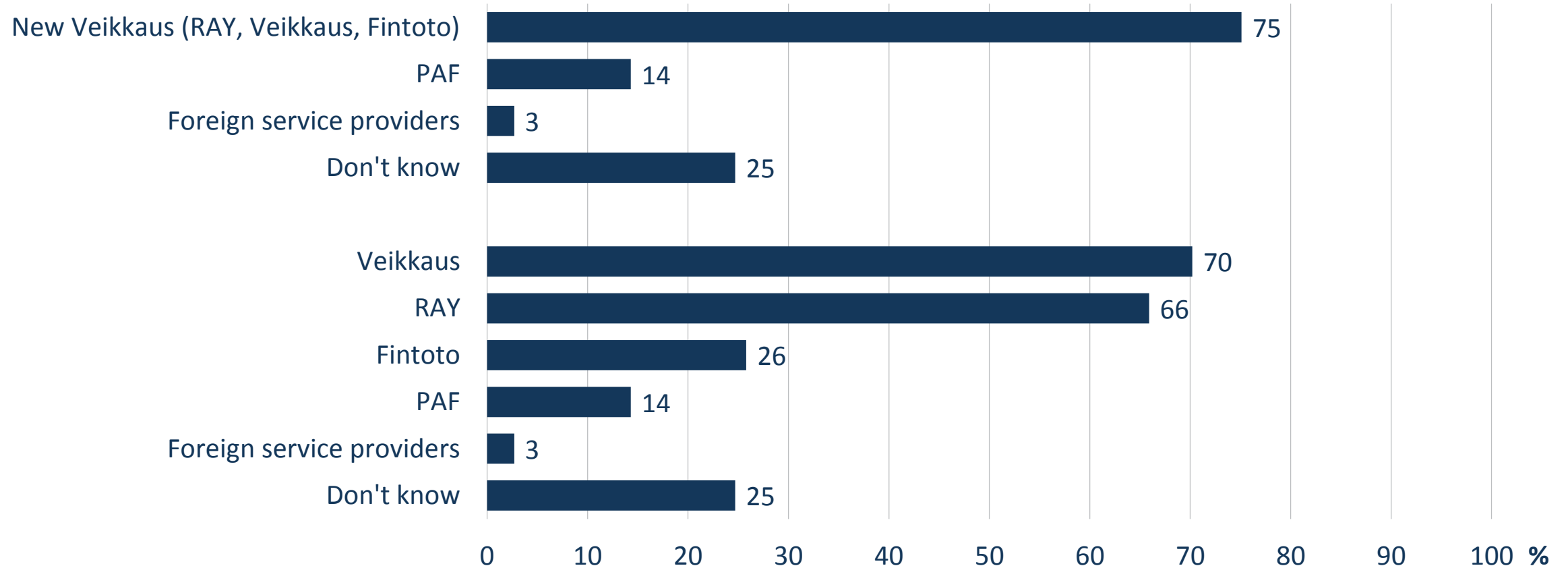


*"I will now list some game service providers. I ask you to say if the service providers' games potentially cause you problems with controlling your gaming."*

*SOGS-points 3+, named one type of game that causes problems, n=102*

# However: Finnish onshore operators are seen responsible

***"I feel the service provider acts responsibly and tries to prevent gambling problems by e.g. offering enough of possibilities to monitor and control gaming."***



***"I will now list some game service providers. I ask you to say if you feel the service provider acts responsibly and tries to prevent gambling problems by e.g. offering enough of possibilities to monitor and control gaming."***

Has played games during the last 12 months, n=3272

**Thank you for your attention.**

*Further information and comments, please contact [anssi.airas@veikkaus.fi](mailto:anssi.airas@veikkaus.fi)*

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