

# **Nordic Helplines**

comparing activities and gamblers

*Jonny Engebø*

*The Norwegian Gaming & Foundation Authority*

# Nordic regulated market figures

## - foreign websites not included

### Gross Gaming Revenue 2008 in million €

(estimated- some figures are preliminary)

GGR (sales minus prizes )	Denmark	Finland	Iceland	Norway	Sweden
Number games (State contr.)	337	472	13	379	290
Sports betting, incl. pools (S)	82	91	2	113	166
Scratch tickets (S)	54	60	0	53	204
Horse-and Greyhound racing	23	68	n.a.	148	369
Gaming Machines	300	544	36	0	230
Other Lotteries	50	n.a.	7	49	233
Bingo	34	n.a.	n.a.	158	42
Casino	52	32	0	0	127
Restaurant casino	0	27	0	0	22
Other *	0	11	0	59	39
<b>All</b>	<b>932</b>	<b>1 305</b>	<b>58</b>	<b>959</b>	<b>1 722</b>

\*) Finland some games on Internet and SMS

Norway - the number game Extra.

Sweden - online Poker.

# GGR (loss) pr person 15 years and older - €

Euro €	Denmark	Finland	Iceland	Norway	Sweden
Number games (State contr.)	75	106	53	98	38
Sports betting, incl. pools (S)	18	21	8	29	22
Scratch tickets (S)	12	14	2	14	26
Horse-and Greyhound racing	5	15	n.a.	38	48
Gaming Machines	67	123	147	0	30
Other Lotteries	11	n.a.	29	13	30
Bingo	8	n.a.	n.a.	41	5
Casino	12	7	0	0	16
Restaurant casino	0	6	0	0	3
Other *)	0	2	0	15	5

# GGR (loss) per capita 2008 – 15 years and older

Denmark 208€ (0,76 % of household consumption)

Finland 296 € (1,50 %)

Iceland 239 € (0,67 %)

Norway 248 € (0,79 %)

Sweden 234 € (1,13 %)

**Hjelpelinjen**  
for spilleavhengige

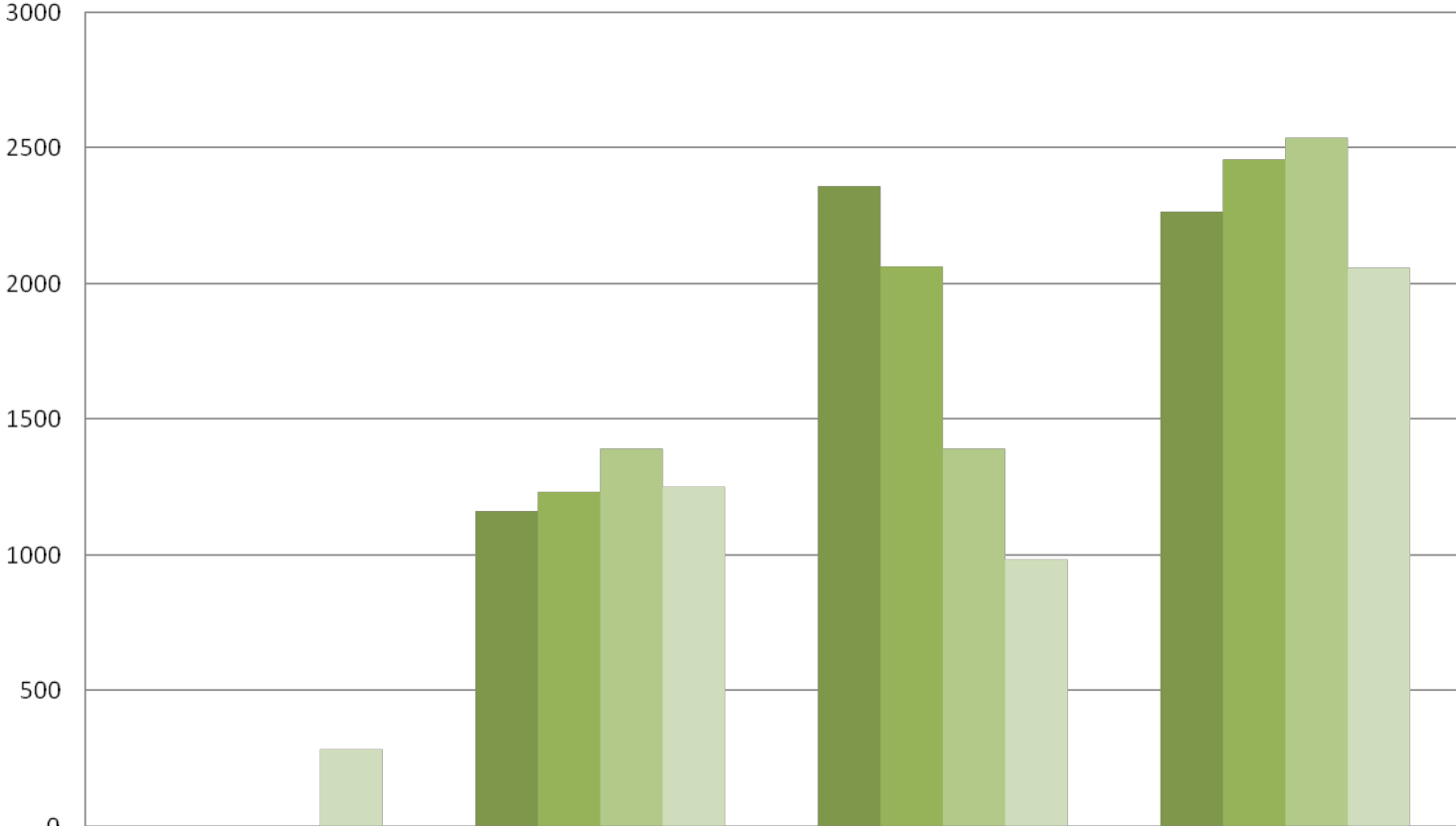


**STÖDLINJEN**  
020-81 91 00



	Service	Open	Number of lines
Denmark	phone	Weekdays 8.30-16.00 (M-W) 8.30-17.30 (T) 8.30-13.00 (F)	1
Finland	phone E-mail	weekdays 12-18	1
Norway	phone	all days 09-21	1
Sweden	phone answering machine (54 serious called back) E-mail (85 answered)	weekdays 10-21	2 (10-19) 1 (19-21)

# Number of serious calls 2005 - 2008



	Denmark	Finland	Norway	Sweden
■ 2005		1161	2360	2265
■ 2006		1231	2066	2459
■ 2007		1390	1393	2540
■ 2008	283	1253	985	2059

**Inhabitants 15 years and older -  
per serious call to the helplines in 2008:**

Finland	3 500
Sweden	3 700
Norway	3 900
Denmark (opened spring 2008)	15 800

# Serious calls includes:

Calls from gamblers, relatives, and others about their problems  
Also calls when the helpline is phoned more than ones.

Calls from others with more general interest about problem gambling  
(and gaming) i.e. journalists, researchers and others.

2008	Denmark	Finland	Norway	Sweden
Calls from/ about player	211	1 253*	814	1330 + 227 ** = 1 557
Other serious	72	0	171	464 + 38 *** = 502
Total	283	1 253	985	2 059

\*) Some few calls are not concerning individuals, but most calls of general character are answered on a separate line

\*\*) Calls from players with other problems

\*\*\*) other problems than gambling / gaming, phones to staff or other

# Main problematic money games

- here approximately 80 pct of the calls in 2008

Denmark		Finland		Norway		Sweden	
Slot machines	37 %	Slot machines	66 %	Poker (mostly internet)	43 %	Slot machines (mostly Vegas)	37 %
Poker (mostly internet)	32 %	Poker (internet)	11 %	Betting (not pools)	13 %	Poker (internet)	24 %
Betting (not pools)	8 %	Internet gambling not specified	8 %	Bingo and Bingo machines	12 %	Other casino games (internet)	7 %
Casino (Internet)	4 %			Casino (internet)	8 %	Horse racing	6 %
				Horse racing	8 %	Betting (not pools)	5 %

First time calls?

First time calls

First time calls

First time calls

# About the previous table

- Slot machines dominates in Finland, poker in Norway and a mix of poker and slots in Sweden and Denmark
- For more accurate comparisons between countries be aware of ..
  - .. differences in reporting gambling on internet
  - .. Norway and Finland percentages from gamblers (gamers excluded) not sure about Denmark and Sweden
  - .. other matters ?
- Therefore contact if necessary the countries for further details about the data

# To follow over time.. an example

- Has poker reached a peak?  
Also with helplines?
- 1. time calls where poker is the main problem:

	2006	2007	2008
• Finland	34	92	94
• Norway	126	196	217
• Sweden	30 %	30 %	24 %

# Calls about gaming

	<u>2007</u>	<u>2008</u>
Finland	31 *	28 *
Norway	205	157
Sweden	169	123
Denmark	-	10 *

\*) Main problem game

# Nordic statistics?

- ? Input from working group
- ? [www.surveymonkey.com](http://www.surveymonkey.com)
- ? annual short Nordic report
- ? other

## Nordic Helplines 2008

[Exit this](#)

### 1. Default Section

#### \*1. Country

#### \*2. Service

Opening hours

#### \*3. Service

Telephone

Web

SMS

E-mail

#### \*4. Number of serious calls

From and about players

Other serious calls (media  
i.e)

Other

And more out of interest..

Done

# What can we do with helpline data ?

- contribute to regulatory decisions
- supply politicians, media, us self and others
- contribute to prevention campaigns
- share information with others
- annual reports
- compare / use together with other data
- other ??



# Thank you!

- For public and more figures from the different countries contact :
- Denmark: Center for Ludomani
- Finland: Peluuri
- Norway: Lotteri- og stiftelsestilsynet
- Sweden: Statens Folkhälsoinstitut