



Youth gambling trends -  
a declining age average  
among help seekers



This is me, and this is what I am going to talk about



**Allan Erdman**

Communications Manager  
*Spelfriheten AB*

**Today's agenda**

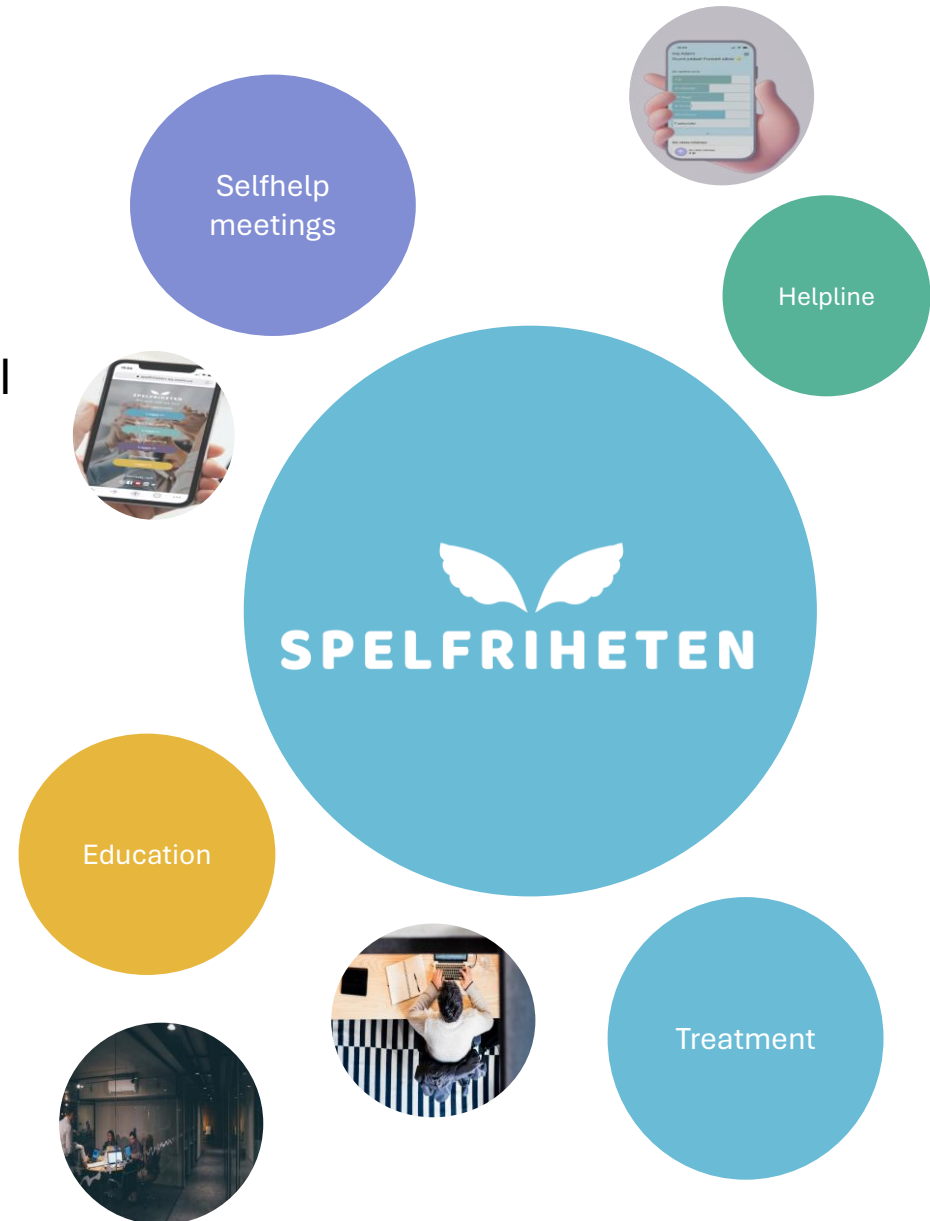
- Who are Spelfriheten
- Statistics
- A young gambling addicts story
- Gaming & gambling
- Gambling in schools
- Summary

# What is Spelfriheten?

Spelfriheten is a treatment company. We work with digital group therapy for gambling addiction and support for affected family members.

## Our Vision

Our vision is that gambling problems, gambling addiction, and related issues for affected family members should be addressed and treated in a way that corresponds to the nature and scope of the problem.



# Spelfriheten Helpline

- Open year-round, 24/7
- Helpline & chat
- Everyone who answers is a gambling-free gambling addict
- Over 16,000 help seekers in 2024
- For all that are in some way affected by gambling addiction



Average age for people seeking help for gambling  
2023

# Age 27.5



## Insjuknandet

- Spelar kontrollerat
- Första stora vinsten
- Ökade insatser
- Tar större risker
- Spelar i smyg
- Spelar för lånade pengar
- Sover dåligt
- Tillvaron kretsar kring spel
- Ljuger om det mesta
- Problem i nära relationer
- Kan inte betala räkningar
- Lånar mer desperat
- Drar sig undan relationer
- Får inga lån
- Försöker spela ikapp
- Tömmer brevlådan först av alla
- Lånar av farliga personer
- Gör kriminella handlingar
- Stark ångest
- Kan inte spela mer
- Totalt sammanbrutt, korthuset rasar
- Familjen flyttar
- Slipper
- Är otillräckligt



Average age for people seeking help for gambling 2024

# Age 26

The number of people aged 18-23 seeking help from Spelfriheten has increased by 25 % between those years.



*"When I bought loot boxes and player packs, I lost the sense that it was real money I was spending; I carried that with me when I started gambling at the casino."*



# Carl – 25 years

- Has been gambling free for 3 years.
- Gambling habits started within gaming.
- Online casino, lootbox opening and streaming as a group activity.
- Gambling was not a stigma, but the problems was and led to self isolation
- Gambled with skins and crypto long before 18:th birthday
- No previous knowledge about gambling addiction in the family
- The possibility to lend money at young age escalates the consequences earlier.



# Gambling in schools

- Principals, teachers and curators have seen an increase of gambling in schools.
- A Swedish yearly school survey showed that gambling and riskfull gambling habits are increasing.
- Spelfriheten has launched an nationwide interactive education about gambling habits and risks.



# What does the students tell us?

- 59 % of the students have gambled
- 34 % has betted with skins, 26 % regularly
- Students who have tried online casinos are almost as many as those who have never gambled.
- 17 % says that they have been educated about risks with gambling or gambling addiction before
- And only 39 % considers gambling addiction to be a disease





# Why are people seeking help getting younger?

- Gambling debut is pushed down in ages
- Focus more around gambling in games and lootboxes than the game itself.
- High risk games and outside of government control
- Online gambling as a group activity, a change of culture
- Low knowledge about risks
- Grave economical problems and high debt



# THANK YOU FOR LISTENING

