

Gambling and its relations to other types of game playing in the Finnish Player Barometer 2022 study

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About the Finnish Player Barometer(s)

- The Finnish Player Barometer study has been conducted eight times
 - Nationally representative datasets, 10-75 years old
- What games do Finns play?
 - Traditional (non-digital) games (including lottery & betting, slot machine & casino and horse race betting games)
 - Digital games
 - Game platforms (including online gambling sites)
 - Game genres (including digital gambling; chance and skill based; social casino games; **skin betting** games [NEW])
 - E-sports and streaming (including e-sports betting)
 - Consumption of time and money (including online gambling)
 - Forms of buying games (including loot boxes)
 - Problems related to digital gaming
 - Attitudes towards game playing

The Finnish Player Barometer 2022 (n= 1071)

- 98,3 % play games
- 80,3 % play digital games
- 68,5 % gamble (decreasing)
 - 38,6 % play digital gambling games (steady)
 - 33,2 % play online gambling games (increasing)
 - 2,7 % bet on e-sports (increasing)
 - 1,3 % play skin betting games (first time asked)
- In 2015 gambling (75,9 %) was more common than digital gaming (75 %) in Finland. After that, digital gaming has increased all the time and gambling is decreasing (2018, 2020, 2022)
- 38,8 % play free-to-play games (increasing)
 - 59 % play mobile games → ?
 - 4,9 % play social casino games (steady)
 - 16,7 % pay in free-to-play games (steady)
 - 6,8 % pay for loot boxes (steady)
- Buying digital games from online services (35,5 %) is now clearly more common than buying them from brick-and-mortar game shops (26,3 %) (increasing)
 - Switch in 2020
- Mobile gaming is the most typical way of playing digital games

Consumption of time and money in digital gaming (includes online gambling)

		Mean	Cor. mean	Median	SD	N
	2022	8,45	6,77	4	11,9	692
	2020	8,75	7,06	4	12,17	591
TIME (h /week)	2018	6,65	4,76	2	11,79	628
	2015	5,65	4,17	2	9,583	752
	2013	4,86	3,65	2	7,908	532
	2011	4,21	3,23	2	6,38	603
	2010	4,58	3,67	2	6,101	545
	2009	4,18	2,95	0	7,591	664
	2022	16,95	10,59	0	38,35	675
	2020	24,32	10,46	0	95,75	576
MONEY (€ / month)	2018	17,02	11,03	0	39,446	595
	2015	13,63	6,3	0	46,051	748
	2013	14,25	6,11	0	62,015	507
	2011	13,88	7,23	0	78,469	564
	2010	15,46	10,16	2	32,157	453
	2009	8,42	4,72	0	23,01	628

- Males use almost twice as much time and money in digital gaming than females
- Younger use more time
 - 10-19 y/o: 16 h
 - 20-29 y/o: 11 h
 - Rest: 8-3 h
- Money consumption is not similarly clear
 - 50-59 and 60-69 y/o use the most money, 27 €/month
 - 40-49 y/o, 22 €
 - 30-39 y/o, 17 €
 - 70+ y/o, 15 €
 - 20-29 y/o, 13€
 - 10-19 y/o, 5 €

Do gamblers play digital games (and pay in digital games)?

		Plays at least sometimes						
		Digital games	F2P games	F2P paying	Loot box paying	Skin betting	Social casino games	e-sports betting
At least sometimes	Gamblers (all types)	82,6	35,3	15,7	6,7	1,5	5,7	4
	Non-digital gamblers (traditional gamblers)	81,3	34,7	15,6	6,6	1,2	5	3,5
	Online gamblers	96,9	46,6	21,6	9,9	1,7	9,6	7
	All respondents	80,3	38,7	16,7	6,7	1,3	4,9	2,7

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Do *active* gamblers play digital games (and pay in digital games)?

		Plays at least sometimes						
		Digital games	F2P games	F2P paying	Loot box paying	Skin betting	Social casino games	e-sports betting
Active	Gamblers (all types)	84,3	34,1	14	6,7	1,9	7	5,8
	Non-digital gamblers (traditional gamblers)	81,3	31,4	11,5	4,6	1,4	7,2	4
	Online gamblers	97,1	43,5	18,8	8,7	2,9	10,2	8,7
	All respondents	80,3	38,7	16,7	6,7	1,3	4,9	2,7

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	Non-digital gamblers (traditional gamblers)	81,3	31,4	11,5	4,6	1,4	7,2	4
	Online gamblers	97,1	43,5	18,8	8,7	2,9	10,2	8,7
All respondents		80,3	38,7	16,7	6,7	1,3	4,9	2,7

Do gamblers play digital games *actively* (and pay *actively* in digital games)?

		Plays actively						
		Digital games	F2P games	F2P paying	Loot box paying	Skin betting	Social casino games	e-sports betting
At least sometimes	Gamblers (all types)	66,9	21,5	2,6	0,8	0,1	0,8	0,4
	Non-digital gamblers (traditional gamblers)	65,5	21,4	2,8	0,9	0,1	0,9	0,3
	Online gamblers	84,3	29,2	3,1	0,8	0,3	1,1	0,8
	All respondents	65,1	25,5	2,6	0,8	0,3	0,7	0,3

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	Non-digital gamblers (traditional gamblers)	65,5	21,4	2,8	0,9	0,1	0,9	0,3
	Online gamblers	84,3	29,2	3,1	0,8	0,3	1,1	0,8
All respondents		65,1	25,5	2,6	0,8	0,3	0,7	0,3

Do *active* gamblers play digital games *actively* (and pay *actively* in digital games)?

		Plays actively						
		Digital games	F2P games	F2P paying	Loot box paying	Skin betting	Social casino games	e-sports betting
Active	Gamblers (all types)	78,6	21,7	3,1	0,2	0,2	1,4	0,7
	Non-digital gamblers (traditional gamblers)	74,7	20,1	1,7	0,3	0,3	1,1	0
	Online gamblers	93,2	31,4	3,9	0,5	0,5	1,9	1,4
	All respondents	65,1	25,5	2,6	0,8	0,3	0,7	0,3

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		Plays actively						
		Digital games	F2P games	F2P paying	Loot box paying	Skin betting	Social casino games	e-sports betting
Active	Gamblers (all types)	78,6	21,7	3,1	0,2	0,2	1,4	0,7
	Non-digital gamblers (traditional gamblers)	74,7	20,1	1,7	0,3	0,3	1,1	0
	Online gamblers	93,2	31,4	3,9	0,5	0,5	1,9	1,4
	All respondents	65,1	25,5	2,6	0,8	0,3	0,7	0,3

- Gamblers and active gamblers
 - Play digital games more often than the whole population; even non-digital gamblers
 - Play social casino games and e-sports betting more often (active gamblers play also skin betting games more often)
 - Play and pay F2P games less than the whole population (especially non-digital gamblers)
- Online gamblers and active online gamblers
 - Play everything (digital, F2P and skin betting games and bet on e-sports) more; and pay in F2P and buy loot boxes more often
- Similar patterns when looking how active gamblers play digital games actively
 - Except in loot box paying

What types of digital games active online gamblers play?

	Active online gamblers						
	Daily	Weekly	Once a month	Less frequently	No	Can't say	Actively
Puzzle games	9,2	13,6	14,6	23,3	39,3	0	37,4
Action games	0	5,9	9,8	26,8	56,6	1	15,7
Shooting games	3,9	13,5	9,2	12,1	61,4	0	26,6
Adventure games	2,4	9,2	9,2	14,5	64,7	0	20,8
Simulation games	0,5	5,8	5,3	16	72,3	0	11,6
Sports games	1	3,4	7,7	13,5	74,4	0	12,1
Driving games	0,5	5,3	9,7	25,2	59,2	0	15,5
Strategy games	3,4	8,2	8,2	9,2	71	0	19,8
Online role-playing games	1	2,9	1,9	6,8	87,4	0	5,8
Multi-player online games	2,4	4,8	2,4	5,3	85	0	9,6
Music and parlour games	0	1,5	2,4	18	78,2	0	3,9
Learning games	0,5	3,4	2	10,3	83,8	0	5,9
Social casino games	0	0	1,9	8,3	89,8	0	1,9
Skin betting games	0	0	0,5	2,4	96,1	1	0,5

What types of digital games active online gamblers play?

	Active online gamblers							All
	Daily	Weekly	Once a month	Less frequently	No	Can't say	Actively	Actively
Puzzle games	9,2	13,6	14,6	23,3	39,3	0	37,4	28,7
Action games	0	5,9	9,8	26,8	56,6	1	15,7	16,5
Shooting games	3,9	13,5	9,2	12,1	61,4	0	26,6	21,6
Adventure games	2,4	9,2	9,2	14,5	64,7	0	20,8	20,8
Simulation games	0,5	5,8	5,3	16	72,3	0	11,6	15,1
Sports games	1	3,4	7,7	13,5	74,4	0	12,1	7,5
Driving games	0,5	5,3	9,7	25,2	59,2	0	15,5	12,7
Strategy games	3,4	8,2	8,2	9,2	71	0	19,8	16,4
Online role-playing games	1	2,9	1,9	6,8	87,4	0	5,8	5
Multi-player online games	2,4	4,8	2,4	5,3	85	0	9,6	9,3
Music and parlour games	0	1,5	2,4	18	78,2	0	3,9	4,8
Learning games	0,5	3,4	2	10,3	83,8	0	5,9	6,6
Social casino games	0	0	1,9	8,3	89,8	0	1,9	0,7
Skin betting games	0	0	0,5	2,4	96,1	1	0,5	0,3

Active online gamblers and e-sports and streaming

	Active online gamblers						
	Daily	Weekly	Once a month	Less frequently	No	Can't say	Actively
e-sports gaming	1,4	0	1,4	3,4	92,8	1	2,8
e-sports streams watching	1,5	2,4	5,8	12,6	77,7	0	9,7
e-sports betting	0	1,4	0	7,2	91,3	0	1,4
Watch other gaming related streams or recordings	1,5	4,4	9,8	11,2	73,2	0	15,7
Streams own gaming	0	1,5	0	2,4	96,1	0	1,5
Publishes online recordings about own gaming	0	1	1	3,9	94,2	0	2

Active online gamblers and e-sports and streaming

	Active online gamblers							All
	Daily	Weekly	Once a month	Less frequently	No	Can't say	Actively	Actively
e-sports gaming	1,4	0	1,4	3,4	92,8	1	2,8	3,1
e-sports streams watching	1,5	2,4	5,8	12,6	77,7	0	9,7	9,5
e-sports betting	0	1,4	0	7,2	91,3	0	1,4	0,3
Watch other gaming related streams or recordings	1,5	4,4	9,8	11,2	73,2	0	15,7	17,3
Streams own gaming	0	1,5	0	2,4	96,1	0	1,5	1,1
Publishes online recordings about own gaming	0	1	1	3,9	94,2	0	2	0,9

What platforms active online gamblers use for digital gaming?

	Active online gamblers						
	Daily	Weekly	Once a month	Less frequently	No	Can't say	Actively
PC	14,5	9,7	15	17,4	43,5	0	39,2
Game consoles	3,9	11,6	10,6	24,2	49,8	0	26,1
Hand-held game consoles	0	1	4,3	10,6	84,1	0	5,3
Mobile devices	23,9	19	12,2	21	23,9	0	55,1
Facebook	4,4	2,4	3,4	5,8	83,5	0,5	10,2
Browser based games	0	1	2	21	75,6	0,5	3
Virtual goggles	0	0	2,4	6,3	91,3	0	2,4
Augmented reality platforms	0	0	0	1,4	98,6	0	0
Cloud platforms	1	0	1	2,9	94,2	1	2

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	Daily	Weekly	Once a month	Less frequently	No	Can't say	Actively	Actively
PC	14,5	9,7	15	17,4	43,5	0	39,2	33
Game consoles	3,9	11,6	10,6	24,2	49,8	0	26,1	21,3
Hand-held game consoles	0	1	4,3	10,6	84,1	0	5,3	7
Mobile devices	23,9	19	12,2	21	23,9	0	55,1	41,9
Facebook	4,4	2,4	3,4	5,8	83,5	0,5	10,2	6,2
Browser based games	0	1	2	21	75,6	0,5	3	5,8
Virtual goggles	0	0	2,4	6,3	91,3	0	2,4	2,6
Augmented reality platforms	0	0	0	1,4	98,6	0	0	0
Cloud platforms	1	0	1	2,9	94,2	1	2	1,5

How active online gamblers use money in digital gaming?

	Active online gamblers						
	Daily	Weekly	Once a month	Less frequently	No	Can't say	Actively
Hard copies from game shops	0	0	0,5	32,7	66,8	0	0,5
Download from online services	0	1,5	6,9	30,9	60,8	0	8,4
Extra content from online services	0	0	2,9	29,8	67,3	0	2,9
Free-to-play gaming	14,2	9,3	8,3	12,3	55,4	0,5	31,8
Free-to-play paying	0	0	3,9	15,1	80,5	0,5	3,9
Loot box paying	0	0	0,5	8,3	91,2	0	0,5

Active online gamblers play actively also digital games

- More often than the whole population:
 - Digital puzzle, shooting, sports, driving, strategy, online role-playing and social casino games
 - E-sports betting, stream own gaming, publish online recordings about own gaming
 - PC, game consoles, mobile devices, Facebook (gaming), cloud platforms
 - Download games from online services, play free-to-play games, pay in free-to-play games

Discussion

- Digital gamers and gamblers are not separate groups
- As the line between gambling and digital gaming keeps on blurring, also different player groups overlap
 - On the other hand, older or more established forms of gambling might not be as attractive to new gamer generations as converged forms
- Mobile gaming is rising all the time
 - Technological convergence
 - Money transfer, gambling, gaming, social interaction, digital entertainment etc. in a single device
 - Active mobile gaming is very common among active online gamblers
- F2P business model still significant
 - Money consumption during playing
 - Money consumption in various game genres
 - Lower threshold to use money in novel forms of gam(bl)ing
 - For example, social casino games or loot boxes less regulated than established forms of gambling
- The future?
 - Level of e-sports betting is low, but e-sports and related media contents are becoming more popular
 - Hybrid, social, skill-based digital gambling games?
 - VR and AR still marginal, but new affordable devices might change the situation
 - Money and other game currencies? For example, skin betting still marginal, but double currency systems are typical in F2P games and even in novel forms of gambling



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