



統合型リゾート

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Online casino perception in Japan [based on a survey of 750 respondents]

Overseas online casinos are listed in various countries, mainly in Malta and Curacao but also other European countries. They abide by regulation and hold licenses from their registered countries but how are they perceived in Japan, a country which doesn't have regulation for online gambling yet overseas operators are allowed to admit Japanese customers.

JAPAN, 22 JULY 2022 - [IntegratedResorts.jp](https://www.integratedresorts.jp) conducted a survey in May 2022 of 750 on their website. The results have been aggregated and are provided below.

Questionnaire results

1: Do you know about online casinos?

Don't know: 184 (24.5%)

Have heard of them but do not know much about them: 402 (53.6%)

Have heard of them: 164 (21.9%)

2: Have you ever played in an online casino?

Yes: 84 (11.2%)

No: 666 (88.8%)

If you answered 'yes' to Q2. please tell us about the casinos you have played at:

Vera&John Casino: 51

InterCasino: 20

Casino Secret: 9

Mystino: 4



3: Would you like to play at an online casino?

I would like to: 187 (24.9%)

I would not like to: 91 (12.1%)

Maybe: 472 (62.9%)

4: What is your image of online casinos?

Good: 101 (13.4%)

Bad: 388 (51.7%)

Don't have an opinion: 261 (34.8%)

The main concerns for people who are not sure or have a bad opinion about online casinos are:

- Gambling could be illegal in Japan
- The rules around gambling in Japan are not clear
- Gambling can be addictive
- Online casinos might be able to cheat

The attractiveness of online casinos from people that have a good impression of online casinos are:

- Opportunity to win money
- It's fun, like playing video games
- There are good bonuses if you play at many different casinos

The results of the survey revealed the following

Over half of respondents (53.6%) said that they have heard of online casinos but don't know much about them. This shows that the awareness of online casinos has generally grown in Japan but not significant enough for the majority of people to learn more.

The most popular casinos are Vera&John Casino and InterCasino, both operated by Gamesys. Also popular were Casino Secret and Mystino.



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Only 11.2% of respondents have actually played at a casino however 24.9% said they would like to play at a casino (and a further 62.9% answered 'maybe'). It appears there is no longer a strong negative image of online casinos and interest is growing consistently.

With regard to a negative image of online casinos, over half of respondents (51.7%) said some of their reasons revolved around legality and cheating by the online casinos. Evidently information and education on these topics is not sufficient and better awareness in this area will only improve the general impression of online casinos in Japan.

Similarly, those who have played at online casinos (11.2% of respondents) overwhelmingly enjoy their experience and find it a genuine source of entertainment. They don't express any of the perceived negative experiences such as cheating or illegality.

Overall, the survey found that the online casino market is likely to continue to grow with the expansion of the gambling market and the correct perception of online casinos in Japan.

Information about casinos and the Integrated Resort Policy is updated on a daily basis. Please visit [IntegratedResorts.jp](https://integratedresorts.jp) to stay informed.