

# **2001 Survey of Gambling and Problem Gambling in New Brunswick**

## **New Brunswick Department of Health & Wellness, 2001**

---



Focal Research Consultants Ltd.  
7071 Bayers Road, Suite 326 • Halifax, Nova Scotia • B3L 2C2  
Phone 902.454.8856 • Fax 902.455.0109 • Email [focal@focalresearch.com](mailto:focal@focalresearch.com)

---

# TABLE OF CONTENTS

|                         |    |
|-------------------------|----|
| TABLE OF CONTENTS ..... | I  |
| LIST OF TABLES .....    | IV |
| LIST OF FIGURES .....   | VI |

## **SECTION 1**

|   |      |
|---|------|
| INTRODUCTION .....  | 1-1  |
| <i>Background</i> .....   | 1-1  |
| Goals and Objectives .....  | 1-2  |
| About New Brunswick .....   | 1-3  |
| 2000-2001 Gambling Expenditures and Revenues in New Brunswick ..... | 1-4  |
| <i>Methods</i> .....  | 1-6  |
| Questionnaire Design .....  | 1-6  |
| Sampling .....  | 1-7  |
| Data Collection .....   | 1-8  |
| Response Results .....  | 1-8  |
| Measurement of Problem Gambling .....                               | 1-9  |
| The Problem Gambling Triangulation Measure (PGTM) .....             | 1-10 |
| The Canadian Problem Gambling Index (CPGI) .....                    | 1-11 |
| <i>Statistical Analysis</i> .....                                   | 1-11 |
| Gambling Expenditures .....   | 1-12 |
| Segmentation Analysis .....   | 1-12 |
| Demographic Segmentation .....                                      | 1-13 |
| Player Segmentation .....   | 1-13 |
| Margins of Error .....  | 1-16 |
| Sample Characteristics .....  | 1-17 |
| Weighting .....   | 1-18 |
| Characteristics of Respondents .....                                | 1-20 |
| <i>Report Format</i> .....  | 1-21 |

## **SECTION 2**

|   |      |
|---|------|
| PROVINCIAL OVERVIEW OF INVOLVEMENT IN GAMBLING .....    | 2-1  |
| <i>Measurement of General Gambling Behaviours</i> ..... | 2-1  |
| <i>Involvement with Gambling</i> .....                  | 2-2  |
| Number of Different Games Played .....                  | 2-2  |
| Gambling Expenditures .....                             | 2-2  |
| Types of Games Played .....                             | 2-4  |
| Lottery Games versus Other Types of Gambling .....      | 2-7  |
| Demographic Profile by Participation in Gambling .....  | 2-9  |
| Gambling By Children .....                              | 2-11 |
| <i>Segmentation Analysis</i> .....                      | 2-13 |
| Player Segmentation .....                               | 2-13 |
| Non-Gambler Profile .....                               | 2-16 |
| Casual Gambler Profile .....                            | 2-17 |
| Regular Gambler Profile .....                           | 2-18 |
| Gender Differences in Gambling .....                    | 2-20 |
| Age Differences in Gambling .....                       | 2-21 |
| Income Differences in Gambling .....                    | 2-22 |

## **SECTION 3**

|   |     |
|---|-----|
| TREND ANALYSIS – 1992, 1996 & 2001 .....                  | 3-1 |
| <i>Measurement Of Gambling Trends</i> .....               | 3-1 |
| Changes in Survey Measures – 1992, 1996 Versus 2001 ..... | 3-2 |
| <i>Participation in Gambling Activities</i> .....         | 3-3 |

---

|  |      |
|--|------|
| Lottery Draws .....  | 3-6  |
| Instant Lottery Tickets .....                                  | 3-6  |
| Video Lottery .....  | 3-6  |
| Bingo.....   | 3-6  |
| Casino Gambling.....   | 3-6  |
| Sports Betting.....  | 3-7  |
| Card Games (Outside Of A Casino).....                          | 3-7  |
| Horse Racing.....  | 3-7  |
| Charity Raffles/Draws.....                                     | 3-7  |
| <i>Average Monthly Gambling Expenditures</i> .....             | 3-7  |
| Measures of Gambling Activity .....                            | 3-10 |
| <i>Respondent Classifications, 1992, 1996 &amp; 2001</i> ..... | 3-13 |

#### **SECTION 4**

|   |      |
|---|------|
| MEASURE OF PROBLEM GAMBLING.....                                  | 4-1  |
| <i>The Canadian Problem Gambling Index</i> .....                  | 4-1  |
| Scoring the CPGI .....  | 4-2  |
| Response For The CPGI Items .....                                 | 4-4  |
| <i>Prevalence of Problem Gambling</i> .....                       | 4-5  |
| <i>The Continuum of Risk by Player Type</i> .....                 | 4-7  |
| The Continuum of Risk Among Regular Gamblers .....                | 4-8  |
| <i>The Continuum of Risk by Demographic Characteristics</i> ..... | 4-9  |
| Demographic Differences in Risk for Problem Gambling (CPGI).....  | 4-13 |
| Comparison of Risk within Demographic Segments (Penetration)..... | 4-13 |
| Demographic Characteristics of Those at Risk (Profile).....       | 4-15 |
| <i>Lifetime Problem Gambling</i> .....                            | 4-15 |

#### **SECTION 5**

|  |     |
|--|-----|
| EXPOSURE TO PROBLEM GAMBLING.....                                    | 5-1 |
| <i>Measurement of Exposure to Problem Gambling</i> .....             | 5-1 |
| Changes in Survey Measures: 1996 versus 2001.....                    | 5-2 |
| <i>Level and Degree of Exposure to Problem Gambling</i> .....        | 5-2 |
| Household Exposure .....   | 5-3 |
| Exposure Through Extended Family .....                               | 5-4 |
| Exposure Through Friends and Other Non-Family .....                  | 5-4 |
| Degree of Exposure to Problem Gambling.....                          | 5-5 |
| <i>Demographic Differences in Exposure to Problem Gambling</i> ..... | 5-5 |
| Player Segments.....   | 5-5 |
| Gender.....  | 5-6 |
| Age.....   | 5-7 |
| Income.....  | 5-7 |
| <i>Types of Gaming Associated with Problem Gambling</i> .....        | 5-7 |

#### **SECTION 6**

|  |      |
|--|------|
| AWARENESS AND USE OF PROBLEM GAMBLING SERVICES .....                           | 6-1  |
| <i>Measurement of Problem Gambling Services</i> .....                          | 6-1  |
| Changes in Survey Measures - 1996 to 2001 .....                                | 6-2  |
| Awareness Measures .....   | 6-2  |
| Service Use Measures.....  | 6-3  |
| <i>Awareness of Problem Gambling Services</i> .....                            | 6-4  |
| <i>Demographic Differences in Awareness of Problem Gambling Services</i> ..... | 6-6  |
| Player Segmentation.....   | 6-6  |
| Gender.....  | 6-7  |
| Age.....   | 6-7  |
| Income.....  | 6-7  |
| <i>Awareness by Exposure to Problem Gambling</i> .....                         | 6-8  |
| <i>Use of Problem Gambling Services</i> .....                                  | 6-10 |
| Percent Who Have Sought Information or Assistance .....                        | 6-10 |

---

|   |      |
|---|------|
| Use of Informal versus Formal Services of Assistance .....    | 6-11 |
| Characteristics of Those Seeking Assistance .....             | 6-11 |
| Association with Problem Gambling.....                        | 6-12 |
| Those seeking Assistance by Exposure to Problem Gambling..... | 6-12 |
| Familiarity with Government Initiatives .....                 | 6-13 |

**SECTION 7**

|   |     |
|---|-----|
| ATTITUDES TOWARDS GAMBLING.....                                     | 7-1 |
| <i>Measurement of Gambling Attitudes</i> .....                      | 7-1 |
| <i>Attitudes Towards The Availability Of Gambling Options</i> ..... | 7-3 |
| Opposition By Player Status.....                                    | 7-4 |
| Opposition By Demographic Characteristics .....                     | 7-6 |
| Opposition to Any Gambling in New Brunswick.....                    | 7-7 |

**SECTION 8**

|  |     |
|--|-----|
| KNOWLEDGE & INTEREST LEVELS FOR SPECIFIC ISSUES RELATED TO<br>GAMBLING ..... | 8-1 |
| <i>Measures Of Knowledge And Interest</i> .....                              | 8-1 |
| <i>Knowledge Levels For Various Issues</i> .....                             | 8-2 |
| <i>Interest Levels For Various Issues</i> .....                              | 8-3 |
| <i>Issue Priorities For Those Very Interested</i> .....                      | 8-5 |

|                    |     |
|--------------------|-----|
| BIBLIOGRAPHY ..... | 8-6 |
|--------------------|-----|

**SECTION 9**

|   |     |
|---|-----|
| APPENDICES                                |     |
| <i>Appendix A - Questionnaire</i> .....   | A-1 |
| <i>Appendix B - Project Summary</i> ..... | B-1 |

# LIST OF TABLES

## ***SECTION 1***

|  |      |
|--|------|
| TABLE 1: LIFETIME PREVALENCE MEASURE (SOG'S) COMPARATIVE DATA - 1992 - 1996 .....  | 1-2  |
| TABLE 2: TOTAL AMOUNTS SPENT* ON REGULATED GAMBLING IN NEW BRUNSWICK .....   | 1-5  |
| TABLE 3: NET GAMBLING REVENUES FOR REGULATED GAMBLING IN NEW BRUNSWICK .....   | 1-5  |
| TABLE 4: 2001 SURVEY OF GAMBLING AND PROBLEM GAMBLING IN NEW BRUNSWICK CALL<br>DISPOSITION REPORT .....                                    | 1-9  |
| TABLE 5: 1992, 1996 PLAYER SEGMENTATION.....   | 1-14 |
| TABLE 6: 2001 PLAYER SEGMENTATION.....   | 1-16 |
| TABLE 7: MARGINS OF ERROR FOR PRIMARY REPORT SEGMENTATIONS.....  | 1-16 |
| TABLE 8: DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS PARTICIPATING IN 2001 SURVEY<br>OF GAMBLING AND PROBLEM GAMBLING IN NEW BRUNSWICK..... | 1-17 |
| TABLE 9: COMPARISON OF DEMOGRAPHIC CHARACTERISTICS BETWEEN STATISTICS CANADA<br>DATA AND THE 2001 STUDY SAMPLE.....                        | 1-19 |

## ***SECTION 2***

|   |      |
|---|------|
| TABLE 10: PROVINCIAL OVERVIEW OF PARTICIPATION IN GAMBLING ACTIVITIES (ALL ADULTS)<br>..... | 2-4  |
| TABLE 11: PERCENT OF ADULTS IN EACH CATEGORY BY PARTICIPATION IN GAMBLING .....             | 2-8  |
| TABLE 12: PARTICIPATION IN GAMBLING BY VARIOUS DEMOGRAPHIC CHARACTERISTICS .....            | 2-9  |
| TABLE 13: DEMOGRAPHIC PROFILE BY PLAYER SEGMENT .....                                       | 2-14 |

## ***SECTION 3***

|   |      |
|---|------|
| TABLE 14: COMPARATIVE INVOLVEMENT IN GAMBLING, 1992, 1996 & 2001 .....                | 3-4  |
| TABLE 15: TRENDS IN THE PARTICIPATION IN GAMBLING ACTIVITIES, 1992, 1996 & 2001 ..... | 3-4  |
| TABLE 16: COMPARATIVE SUMMARY OF AVERAGE MONTHLY GAMBLING EXPENDITURES .....          | 3-8  |
| TABLE 17: AVERAGE MONTHLY GAMBLING EXPENDITURES BY GAME PLAYERS .....                 | 3-9  |
| TABLE 18: INDEX OF GAMBLING ACTIVITIES AMONG ALL RESPONDENTS (N=800).....             | 3-11 |
| TABLE 19: INDEX OF GAMBLING ACTIVITIES AMONG PLAYERS ONLY .....                       | 3-12 |
| TABLE 20: SURVEY RESPONDENT CLASSIFICATION DESCRIPTIONS .....                         | 3-13 |
| TABLE 21: CLASSIFICATION OF GAMBLERS, 1992, 1996, & 2001.....                         | 3-13 |

## ***SECTION 4***

|   |      |
|---|------|
| TABLE 22: ITEMS COMPRISING THE CANADIAN PROBLEM GAMBLING INDEX (CPGI) .....                             | 4-2  |
| TABLE 23: RESPONSES TOWARDS THE CANADIAN PROBLEM GAMBLING INDEX (CPGI).....                             | 4-4  |
| TABLE 24: PREVALENCE PATTERNS OF PROBLEM GAMBLING IN NEW BRUNSWICK, 1992, 1996,<br>& 2001.....          | 4-5  |
| TABLE 25: TRENDS IN THE PROPORTION SCORING POSITIVELY ON ITEMS COMMON TO BOTH THE<br>CPGI AND SOGS..... | 4-6  |
| TABLE 26: PROFILE OF RISK AMONG PAST YEAR GAMBLERS, 2001 .....  | 4-11 |
| TABLE 27: PENETRATION OF RISK AMONG PAST YEAR GAMBLERS, 2001 .....                                      | 4-12 |

## ***SECTION 5***

|  |     |
|--|-----|
| TABLE 28: RELATIONSHIP TO PROBLEM GAMBLER BY PLAYER SEGMENT .....        | 5-6 |
| TABLE 29: TYPES OF GAMING ACTIVITY ASSOCIATED WITH PROBLEM GAMBLING..... | 5-8 |

## ***SECTION 6***

|  |     |
|--|-----|
| TABLE 30:UNAIDED AND AIDED AWARENESS FOR PROBLEM GAMBLING SERVICES BY EXPOSURE<br>TO PROBLEM GAMBLING..... | 6-9 |
|--|-----|

---

TABLE 31: PERCENTAGE SEEKING INFORMATION BY RELATIONSHIP TO PROBLEM GAMBLER 6-13  
TABLE 32: DEGREE OF FAMILIARITY WITH GOVERNMENT INITIATIVES 1996 VERSUS 2001 ... 6-13

**SECTION 7**

TABLE 33: PERCENTAGE OPPOSED TO VARIOUS GAMBLING OPTIONS BY PLAYER STATUS..... 7-4  
TABLE 34: OPPOSITION TO VARIOUS GAMBLING OPTIONS WITHIN DEMOGRAPHIC GROUPS, 2001  
..... 7-6

**SECTION 8**

TABLE 35: KNOWLEDGE & INTEREST OF VARIOUS ISSUES RELATED TO GAMBLING IN NEW  
BRUNSWICK, 2001 ..... 8-2  
TABLE 36: ISSUE PRIORITIES FOR THOSE VERY INTERESTED IN RECEIVING INFORMATION  
RELATED TO GAMBLING ..... 8-5

---

# LIST OF FIGURES

## **SECTION 2**

|   |      |
|---|------|
| FIGURE 1: PROPORTION PARTICIPATING IN AT LEAST ONE GAME OF CHANCE .....   | 2-2  |
| FIGURE 2: AVERAGE MONTHLY GAMBLING EXPENDITURE BY PARTICIPATION IN GAMBLING   | 2-3  |
| FIGURE 3: CHILDREN’S PARTICIPATION IN VARIOUS GAMES OF CHANCE AMONG THOSE<br>HOUSEHOLDS WITH CHILDREN LIVING AT HOME (N=324)..... | 2-11 |
| FIGURE 4: CHILDREN’S PARTICIPATION IN VARIOUS GAMES OF CHANCE AMONG THOSE<br>HOUSEHOLDS WITH.....                                 | 2-12 |
| FIGURE 5: PERCENT OF EXPENDITURE CONTRIBUTED BY REGULAR PLAYERS VS. CASUAL<br>PLAYERS .....                                       | 2-14 |
| FIGURE 6: AVERAGE ANNUAL GAMBLING EXPENDITURES BY GENDER.....   | 2-20 |
| FIGURE 7: NUMBER OF DIFFERENT GAMES PLAYED BY AGE CATEGORY.....   | 2-21 |
| FIGURE 8: GENERAL GAMBLING PATTERNS BY INCOME .....   | 2-23 |

## **SECTION 4**

|  |      |
|--|------|
| FIGURE 9: PROPORTION OF NEW BRUNSWICK ADULTS AT RISK FOR PROBLEM GAMBLING .....                            | 4-5  |
| FIGURE 10: PROPORTION OF ADULTS AT RISK WITHIN THE REGULAR AND CASUAL PLAYER<br>SEGMENTS .....             | 4-7  |
| FIGURE 11: RISK OF PROBLEM GAMBLING AMONG REGULAR PLAYERS OF VARIOUS GAMES OF<br>CHANCE.....               | 4-8  |
| FIGURE 12: SELF-REPORTED PREVALENCE OF LIFETIME PROBLEM GAMBLING AMONG NEW<br>BRUNSWICK ADULTS, 2001 ..... | 4-16 |

## **SECTION 5**

|  |     |
|--|-----|
| FIGURE 13: RELATIONSHIP OF KNOWN PROBLEM GAMBLER(S)..... | 5-3 |
|--|-----|

## **SECTION 6**

|   |      |
|---|------|
| FIGURE 14: UNAIDED AWARENESS OF PROBLEM GAMBLING SERVICES (TOTAL ADULTS) .....          | 6-4  |
| FIGURE 15: TOTAL AWARENESS OF SPECIFIC GAMBLING SERVICES (TOTAL ADULTS).....            | 6-5  |
| FIGURE 16: PERCENT OF ADULTS WHO HAVE SOUGHT OUT INFORMATION AND/OR ASSISTANCE<br>..... | 6-10 |

## **SECTION 7**

|   |     |
|---|-----|
| FIGURE 17: ATTITUDES TOWARDS VARIOUS GAMBLING OPTIONS IN NEW BRUNSWICK .....                          | 7-3 |
| FIGURE 18: ATTITUDES TOWARDS VIDEO LOTTERY IN NEW BRUNSWICK, 2001 .....                               | 7-5 |
| FIGURE 19: PERCENTAGE OPPOSED TO VARIOUS GAMBLING OPTIONS AMONG THOSE OPPOSED<br>TO ANY GAMBLING..... | 7-7 |

## **SECTION 8**

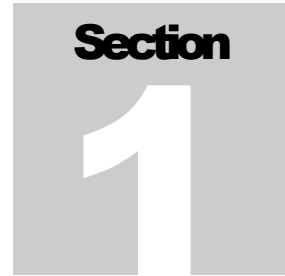
|   |     |
|---|-----|
| FIGURE 20: INTEREST LEVELS FOR THE 10 GAMBLING ISSUES MEASURED IN THE STUDY ..... | 8-3 |
|---|-----|

---









## INTRODUCTION

*Healthy People, Healthy Communities, Working Together*

The mission of the New Brunswick Department of Health and Wellness (NBDHOW) is to “*improve and support the well-being of New Brunswickers through an integrated service network focused on individuals, families and communities.*” Its core business areas include:

1. Prevention and promotion
2. Protection
3. Provision of Care, including rehabilitation; support and maintenance; acute intervention and treatment.

In line with their mission, the DOHW’s Addictions Services is expected to examine, track and develop programs and treatment options for problem gamblers in New Brunswick, including the seven Regional Addiction Service (RAS) Centres in the province of New Brunswick. Each RAS has a mandate to provide prevention and treatment services for alcohol problems, other substance abuse (i.e., drugs) and gambling problems.

### Background



In fulfilling part of their mandate as it pertains to gambling, the province recognized a need for systematic information and, therefore, initiated a prevalence study in 1992 to measure problem gambling in New Brunswick. This study established benchmark measures of response towards gaming, participation rates and the prevalence of problem gambling against which future behaviour could be monitored and compared.

In 1996, the study was again replicated. There had been no statistically significant differences observed in the prevalence rate for problem gambling, nor any detectable differences in the profile of problem gamblers.

**NEW BRUNSWICK DEPARTMENT OF HEALTH & WELLNESS  
2001 NEW BRUNSWICK PREVALENCE STUDY  
SECTION 1 - INTRODCUTION**

**Table 1: Lifetime Prevalence Measure (SOG's) Comparative Data - 1992 - 1996**

| Group                | 1992 | 1996 |
|----------------------|------|------|
| Not at Risk          | 94%  | 95%  |
| Problem Gambler      | 4%   | 2.6% |
| Problem Pathological | 2%   | 2.4% |

**Recommendation (NB Dept. of Finance, 1997):**  
The Government continues to monitor the prevalence of gambling behaviours. This should be completed through the use of survey information completed at regular intervals to extract meaningful data.

Dr. Volberg (Gemini Research), authour of Problem Gambling in New Brunswick: Review and Recommendations, Report to the New Brunswick Department of Finance, indicated that many variables may be impacting results. Most notably, it was speculated that the period between the two measures might be insufficient to generate statistically significant changes that are detectable within the design used. It was suggested that problem behaviours can take time to develop (e.g., 3 to 25 years), therefore, prevalence studies at two to four year intervals can offer only minimal data<sup>1</sup>.

Thus, as part of their on-going commitment to monitor gambling behaviour, NB DOHW commissioned Focal Research to undertake the third wave of the Gambling Prevalence Study.

**Goals and Objectives**

The goal of the 2001 Survey of Gambling and Problem Gambling in New Brunswick was twofold:

- 1) to replicate the prevalence studies carried out in 1992 and 1996;
- 2) to identify methodological and measurement improvements to enhance the value and utility of the information obtained in the survey.

Specifically the objectives of the research are to obtain reliable representative information to:

- Monitor and track gambling behaviours, characteristics and attitudes as identified in the previous prevalence studies (1992, 1996),
  - Participation and involvement levels in various gaming activities
  - Expenditure estimate
  - Conversion rates for regular play

---

<sup>1</sup> New Brunswick Video Lottery Review, NB Department of Finance, 1997; p. 13

---

**STUDY**  
**OBJECTIVES**

---

- To monitor and track gambling behaviours, characteristic and attitudes identified in 1992 & 1996
  - Establish new benchmark measures for other issues of interest to NBDOHW
- 

- Prevalence rates for gambling and problem gambling among adults in New Brunswick
- Demographic profiles
- Familiarity with Government initiatives
- Establish new benchmark measures for other issues of interest including,
  - Current profile of gambling for New Brunswick adults and by various player segments
  - Involvement of children in gambling
  - Exposure to problem gambling within the general population
  - Awareness and use of problem gambling services and sources of assistance
  - Attitudes towards the availability of specific gambling options in New Brunswick
  - Knowledge and interest levels for various gaming issues

### **About New Brunswick**

In July 2001, it was estimated that New Brunswick had a total population of 759,072 persons, of which approximately 580,456 (76%) were aged 19 years and older.<sup>2</sup> Among those aged 19 and older, 281,001 (48.4%) were male and 299,445 (51.6) were female.

Outside of Quebec, New Brunswick has the second largest proportion of French speaking persons in Canada and is the only official bilingual province. While English is considered the home language for the majority of New Brunswickers (69%), 30% consider French to be their home language.

Apart from video lottery, there is no legislation addressing the legal age to gamble in New Brunswick.<sup>3</sup> The Lottery Act passed in 1990 specifies that “site holders should not permit a minor [those under the age of 19] to play a video gaming device.” Despite the lack of legislation for the other games of chance available in the province, internal policies by organizations such as the Atlantic Lottery Corporation (ALC) restrict the sale of its products to adults aged 19 years and older.

On May 14, 2001, a referendum on the continued availability of video lottery was held in New Brunswick among registered voters. The question put forward to voters was “Should the province of New Brunswick continue to permit the legal and regulated operation of video gaming devices (commonly referred to as video lottery terminals or VLT’s)?” Overall, 222,765 adults voted with 53% voting in favour of continuing video lottery.

---

<sup>2</sup> Financial Post DataGroup (2000). Canadian Demographics 2001. Toronto: Financial Post.

<sup>3</sup> Personal communication with ALC Public Relations, September, 2001.

---

*New Brunswick is one of the more conservative gaming markets in Canada, offering fewer government regulated gaming options than most other provincial jurisdictions*

---

### **2000-2001 Gambling Expenditures and Revenues in New Brunswick**

Operation of regulated gambling in New Brunswick falls under the jurisdiction of the Atlantic Lottery Corporation and the Lotteries Commission of New Brunswick, and is regulated by the New Brunswick Department of Public Safety. New Brunswick also has an arrangement with coin operators in the province whereby all VLT site holders are monitored by government agencies but the machines are owned and operated by members of the New Brunswick Coin Operators Association. Based on figures provided by the New Brunswick Lottery Commission, there were 2,795 terminals distributed in the province in 1999/2000, representing a ratio of approximately one machine for every 270 adults in the province (based on 2001 population estimates).

Of the ten provinces in Canada, New Brunswick and Prince Edward Island offer the fewest gaming options. Currently regulated games of chance in New Brunswick consist of Lottery tickets (draw games and instant tickets), video lottery, sports ticket lottery (Sport Select Pro Line), harness racing, charitable lotteries and Bingo. Unlike most other provincial jurisdictions, New Brunswick does not have casino gambling, slot machines, linked bingo and electronic gambling at racetracks.

There are no systems in place for tracking expenditures on unregulated gaming activities or gambling options that originate outside of New Brunswick such as TV or satellite Bingo, internet gambling, card games. In addition, adults in New Brunswick are spending money on casino gambling available in the adjacent provinces of Quebec and Nova Scotia, as well as other venues, that is not captured by provincial tracking mechanisms.

The gaming expenditures and revenue estimates that follow only reflect the figures available for regulated gaming activities in New Brunswick for fiscal year 1999/2000 and 2000/2001<sup>4</sup>.

---

<sup>4</sup> The following sources were accessed to obtain revenue estimates and market information; Atlantic Lottery Corporation 2000/2001 Annual Report, Lotteries Commission of New Brunswick, NB Department of Finance for charitable/Bingo figures, *Gambling in Canada 2001: An Overview* published August 2001 by Canada West Foundation

**NEW BRUNSWICK DEPARTMENT OF HEALTH & WELLNESS  
2001 NEW BRUNSWICK PREVALENCE STUDY  
SECTION 1 - INTRODCUTION**

**Table 2: Total Amounts Spent\* on Regulated Gambling in New Brunswick**

| Type of Gaming             | 1999/2000      |             | 2000/2001 |           | Difference |
|----------------------------|----------------|-------------|-----------|-----------|------------|
|                            | \$ (000)       | %           | \$ (000)  | %         | %±         |
| Gross ALC Ticket Sales     | 135,600        | 43%         | 147,345   | NA        | +8.6%      |
| Net Video Lottery Receipts | 108,800        | 35%         | 112,800   | NA        | +3.4%      |
| Charitable/Bingo           | 66,000         | 21%         | NA        | NA        | NA         |
| Harness Racing             | 2,300          | 1%          | NA        | NA        | NA         |
| <b>Total</b>               | <b>312,700</b> | <b>100%</b> | <b>NA</b> | <b>NA</b> | <b>NA</b>  |

\*Note: Refers to total amount spent by adults in NB before prizes, expenses, commissions are paid out. It is not specified if the available figures for Charitable/Bingo and Harness Racing include or exclude prize payouts. Gross ticket sales for ALC represent the amount spent before prizes are paid out while net receipts for VLT's refer only to expenditure after prize payouts on the machines.

**Table 3: Net Gambling Revenues for Regulated Gambling in New Brunswick**

| Type of Gaming              | 1999/2000      |             | 2000/2001 |           | Difference |
|-----------------------------|----------------|-------------|-----------|-----------|------------|
|                             | \$ (000)       | %           | \$ (000)  | %         | %±         |
| ALC Ticket Sales            | 39,500         | 37%         | 39,800    | NA        | ---        |
| Video Lottery               | 52,000         | 49%         | 55,000    | NA        | +6%        |
| Bingo                       | 10,700         | 10%         | NA        | NA        | NA         |
| Charity Raffles/Breakopens  | 3,700          | 3%          | NA        | NA        | NA         |
| Harness Racing/Horse Racing | 1,400          | 1%          | NA        | NA        | NA         |
| <b>Total</b>                | <b>107,300</b> | <b>100%</b> | <b>NA</b> | <b>NA</b> | <b>NA</b>  |

\*Note: Net revenues after operating expenses, prizes, commissions and other expenses. Horse Racing is presented as total revenue for NB as reported by the Canadian Pari-Mutuel Association less operating costs reported by ALC.

---

*On average, adults in New Brunswick spent approximately \$320.00 last year on regulated gambling activities. This amount is below the national per capita average of \$394.00, positioning the province ahead of only BC (≈\$182.00), which does not have a video lottery program, and PEI (\$278.00).*

*(Source: Gambling in Canada: An Overview, J. J. Azmier, Canada West Foundation, August*

Based on the figures for 1999/2000 it can be estimated that per capita wagers on regulated gambling by adults in New Brunswick was approximately \$411.00. After prizes paid out for the traditional lottery ticket games are deducted from the total wagers the results suggest that adults 19 years of age or older on average spent \$320.00 over the past year on regulated gambling. Just over half (≈56%) of adult's actual expenditures, representing approximately \$107 million dollars, was contributed to provincial revenues.

VLT's account for 35% of the gross revenue, yet due to lower operating costs and the fact that winnings are paid out to players during play of the machines, video lottery provides a higher return to the province. As a result, VLT's contribute half of the net gambling revenues in the province of New Brunswick. According to ALC's 2001 Annual Report there was a 3.4% increase in net VLT receipts between 2000 and 2001. This translates into a 6% gain in provincial net revenues for VLT's over the previous year.

ALC traditional lottery products exhibited an 8.6% increase in gross ticket sales. The gain was primarily due to the introduction of two new on-line games, Wild 5, a new regional draw game, and the addition of a regional TAG or spiel game to the national Super 7 draw ticket. Higher prizes, production and operating costs offset the gain in ticket sales such that net revenue to the province remained stable from 2000 to 2001.

In 2000, 21% of gambling expenditures were spent on Bingo, contributing only 10% directly towards provincial revenues. These results likely under represent total market response to Bingo, as other forms of the game are available for play in New Brunswick but are not currently regulated.

## **Methods**

### **Questionnaire Design**

The 2001 questionnaire was designed by senior researchers at Focal Research Consultants Ltd. in consultation with NBDHW. Given that one of the goals of the survey was to improve some of the key measures in the survey, tracking measures from previous surveys were retained to the extent that it was possible. New and current issues related to gambling in New Brunswick were also incorporated into the questionnaire.

The final survey evolved through six draft versions. Formal pretesting was undertaken on July 13, 2001 (n=19) with data collection commencing on July 17. Only minor editing was required to refine the final draft of the questionnaire. The final questionnaire was translated into French by NBDHW. The final questionnaire length ranged from 10 minutes to 60 minutes with an average length of 18 minutes.

**NEW BRUNSWICK DEPARTMENT OF HEALTH & WELLNESS**  
**2001 NEW BRUNSWICK PREVALENCE STUDY**  
**SECTION 1 - INTRODCUTION**

The questionnaire was divided into the following eight sections:

| Section                                 | Description   |
|---|---|
| 1. Participation in Gambling Activities | Trial (ever played), frequency of play, average expenditure, average length of time playing, play in the past month for the various gambling activities (including unregulated gambling)                                  |
| 2. Gambling Statements                  | Gambling behaviours, motivations and opinions, as well as personal, domestic and social implications of gambling  |
| 3. Problem Gambling                     | The Canadian Problem Gambling Index   |
| 4. Lifetime Problem Gambling            | Self-identified lifetime problem gambling and problem resolution  |
| 5. Gambling Support Services            | Personal knowledge of problem gamblers in New Brunswick, relationship to problem gamblers, awareness and access of support services for problem gambling  |
| 6. General Awareness of Gambling Issues | Knowledge and interest in various gambling issues and government health promotion/intervention efforts  |
| 7. Opposition to Gambling               | Opposition to various types of gambling and gambling scenarios  |
| 8. Demographics                         | Age, gender, mother tongue, marital status, education, employment status, household income, religion, number of residents in household, presence of gamblers in the household, children's gambling, and area of residence |

### **Sampling**

The sampling frame for the 2001 Survey of Gambling and Problem Gambling in New Brunswick consisted of all residential telephone numbers in New Brunswick. Focal Research currently uses customized software from ASDE Inc. of Hull, Quebec for sampling purposes. This software, Canada Survey Sampler, is a geographically stratified random sampling program incorporating both listed and unlisted telephone numbers. The software has been customized to accommodate Focal's strict sampling procedures.



---

*Independent Gender Sampling is superior due to the following:*

- *Controls for self-selection bias*
- *Ensures random representative sample of adults*
- *Controls for over-sampling of single adult*

In order to control for self-selection bias and over-representation of single-adult households, and to ensure that men and women were accurately represented on the sample, two independent samples were drawn: one for men and one for women. A total of 800 surveys were completed, half with men (n=400) and half with women (n=400). This technique also eliminated the potential necessity of incorporating gender when weighting the final results.

The primary drawback of this sampling technique is under-representation of younger adults (i.e., aged 19 to 24 years). These younger adults are more likely to live in multi-adult households (and, therefore, less likely to be selected for participation should there be more than one qualified individual in the household) and are more difficult to contact because of their active lifestyle.

### **Data Collection**

The data were collected from July 13 to August 11, 2001. Data collection was fully supervised and conducted from Focal Research Consultants' centralized data collection facility in Halifax, Nova Scotia. Each survey was 100% edited for accuracy and completeness. Random quality control checks (participant re-contacts by supervisory staff) were conducted with 10% to 15% of each interviewer's surveys. Response rates were maximized by controlling the release of phone numbers to the interviewers and requiring unlimited callbacks to be made on the numbers released, over various days of the week and times of day.

Data entry occurred concurrently with data collection to maximize turn-around and allow for preliminary data checks/reviews. A minimum 15% manual quality control check was performed on the entered surveys. In addition, the data were submitted to customized data cleaning programs, which incorporate logic checks, as well as out of the range value checks. The data file was labeled using SPSS version 10.0.

### **Response Results**

In total 2,677 unique telephone numbers were randomly drawn from which to obtain the two independent samples of males and females. The overall response rate for this study is 63%, with a refusal rate of 27% (calculations below). Moreover, the male and female samples had similar response rates (63%) and refusal rates (27%). Thus, results are considered representative and generalizable to the New Brunswick adult population at large.

Respondents were provided with the option of completing the survey in either English or French. All French surveys were administered by bilingual interviewers at Focal Research.

The following project call disposition report uses the Professional Marketing Research Society's (PMRS) Standard Record of Contact for telephone studies.

---

*The overall response rate for the survey was 63% with a refusal rate of 27%. The results are considered representative and generalizable to the general adult population of New Brunswick*

---

**NEW BRUNSWICK DEPARTMENT OF HEALTH & WELLNESS  
2001 NEW BRUNSWICK PREVALENCE STUDY  
SECTION 1 - INTRODCUTION**

**Table 4: 2001 Survey of Gambling and Problem Gambling in New Brunswick Call Disposition Report**

|                       |                             | (n)   |
|-----------------------|-----------------------------|-------|
| Invalid Sample        | Not In Service              | 395   |
|                       | Ineligible                  | 114   |
|                       | Total                       | 509   |
| Non-Contacts          | No Answer after 7+ Attempts | 63    |
|                       | Respondent Not Available    | 157   |
|                       | Busy                        | 2     |
|                       | Answering Machine           | 31    |
|                       | Illness/Language Barrier    | 53    |
|                       | Total                       | 306   |
| Refusals              | Household                   | 129   |
|                       | Known Qualified             | 370   |
|                       | Total                       | 499   |
| Co-Operative Contacts | Disqualified                | 563   |
|                       | Completed Interviews        | 800   |
|                       | Total                       | 1,363 |

**Total Unique Numbers Attempted** = 509 + 306 + 499 + 563 + 800 = **2,677**

**Total Eligible Numbers** = Total Unique Numbers Attempted-Invalid Sample=2,677 – 509 = **2,168**

**Total Asked** = Refusals + Disqualified + Completed Surveys = 499 + 563 + 800 = **1,862**

**Response Rate** = Co-operative Contacts ÷ Total Eligible Numbers = 1,363 ÷ 2,168 = **63%**

**Refusal Rate** = Refusals ÷ Total Asked = 499 ÷ 1,862 = **27%**

### **Measurement of Problem Gambling**

In the 1992 and 1996 surveys of gambling and problem gambling in New Brunswick, the South Oaks Gambling Screen (SOGS) served as the measurement instrument for problem gambling. The use of SOGS has proliferated over the past 15 years such that it has become the standard instrument largely due to convenience and the absence of a credible alternative. Its universal use has necessitated or encouraged continued use, primarily because it facilitates comparisons among prevalence rates across jurisdictions, both nationally and internationally.

In the past few years, however, the use of SOGS in a general population setting has come under sharp criticism primarily because the instrument is grounded on observations from a clinical population (NSDOH & Focal Research, 1998; Abbott &

---

**Problem Gambling Measurement:**

1. CPGI
  2. PGTM
-

Volberg, 1999; Schaffer et al, 1997; Dickerson & Baron, 1999; Volberg & Banks, 1990). SOGS use in a survey designed to measure gambling in a non-clinical setting without a properly trained clinician administering the screen has not been validated. Moreover, SOGS was developed prior to the introduction and widespread distribution/accessibility of various gambling options such as electronic gambling machines. As a result, the unique aspect of some types of gambling are not accounted for in screening. SOGS also suffers from poor specificity due to the inclusion of both dysfunctional and non-dysfunctional diagnostic criteria. SOGS, therefore, picks-up (diagnoses) a significant proportion of false positives, a problem that is exacerbated outside of the clinical setting. Finally, the value of using SOGS in generating useful social and public health policy has also been called into question, and it has been suggested that future research on problem gambling move towards a more practical assessment of disordered gambling (Schaffer et al, 1997; Dickerson & Baron, 1999).

**As a result of these limitations, and in discussion with NBDHW, problem gambling was measured in the 2001 Survey of Gambling and Problem Gambling in New Brunswick using the Canadian Problem Gambling Index (CPGI). NBDHW also allowed Focal Research to incorporate a second problem gambling measure, the Problem Gambling Triangulation Measure (PGTM), into the survey.**

#### **The Problem Gambling Triangulation Measure (PGTM)**

The PGTM was developed by Focal Research for use in the 1997/98 Nova Scotia Video Lottery Players Survey. It is grounded in the experiences and psychopathology of gamblers and, therefore, is considered to have excellent face and content validity. The measure was designed after conducting primary research with both social non-problem gamblers and those involved in heavy or problematic play. The measurement properties of the PGTM have been assessed and the measure has been found to have very high reliability (Cronbach's Alpha consistently equal to or higher than 0.80). The convergent validity of the measure was verified in the 1997/98 Nova Scotia Video Lottery Players Survey. Problem VL Gamblers consistently scored significantly higher than Non-Problem VL Gamblers on a number of related measures such as patronage at video lottery locations, video lottery expenditure, other gaming expenditure, length of time playing video lottery, chasing behaviour, attitudes and outcomes.

The PGTM has also been validated against the DSM-IV in the 2000 Regular Video Lottery Players Study and found to have a significant level of agreement in that 141 of 181 gamblers were classified similarly. According to Dickerson & Baron, the methodology and results of the approach adopted represent "a model for future research in its generation of a unique database of significance to all aspects of social policy and treatment service development."

**The inclusion of the PGTM in the 2001 Survey of Gambling and Problem Gambling in New Brunswick allows for ongoing testing and validation of the measure.**

---

*"[Focal Research's] methodology and results... is a model for future research in its generation of a unique database of significance to all aspects of social policy and treatment service development." - Dickerson & Baron (1999)*

---

### **The Canadian Problem Gambling Index (CPGI)**

The CPGI is a new measure that stems from a collaborative effort between the Canadian Provinces to validate and put into practice a standard instrument for measuring problem gambling in the Canadian general population. The measure has been designed to capture gambling involvement, behavioural indicators of problem gambling, cognition related to problem gambling, consequences of problem gambling, and the environmental factors and correlates of problem gambling.

A further and significant strength of the CPGI is that it has been presented as having a SOGS conversion factor that facilitates meaningful comparisons with other SOGS-based studies. This suggests that data collected from earlier SOGS-based studies continue to have meaning. At the same time, using the CPGI provides an opportunity to test and benchmark the new Canadian instrument without confounding the ability of the study to systematically track prevalence over time. The CPGI has been recently used in the Saskatchewan 2001 Problem Gambling Prevalence Survey, which is yet to be released.

**The CPGI is the primary measure used to report on the prevalence of problem gambling in the 2001 Survey of Gambling and Problem Gambling in New Brunswick.**

### **Statistical Analysis**

Descriptive statistics were used to analyze the data from the 2001 Survey of Gambling and Problem Gambling in New Brunswick including:

- Chi Square tests for distribution comparisons
- Z-tests and/or T-tests for mean comparisons
- Mann-U-Whitney tests for median comparisons
- Correlation Analysis

Prior to analyses, data were weighted by age and home language based on population statistics for New Brunswick from 1996 Census conducted by Statistics Canada. For all analyses, Focal Research used a 95% confidence level. However, we believe there is a need to minimize Type 1 (reporting there is a difference when there is not) as well as Type 2 (reporting there is not a difference when there is) errors. Therefore, in some cases, differences significant at the 90% confidence interval ( $p \leq .10$ ) are noted to gain additional knowledge and insight.

All analyses were conducted using SPSS version 10.0.

### **Gambling Expenditures**

In the current study, the questionnaire was modified to obtain more concise measurements of gambling expenditures. Specifically, all respondents were questioned as to how often they had engaged in a particular gambling activity during the past year (per week, per month, per year) and how many times he/she typically played within this time frame. Respondents provided an estimate of average per time expenditures for each gaming activity. It was then possible to derive annual, monthly and/or weekly expenditure estimates for all adults taking part in the study.

---

*All gambling expenditure estimates were examined by type of game and, when appropriate, were capped to minimize the influence of outliers on mean estimates.*

All gambling expenditure estimates were examined by type of game and, when appropriate, were capped to minimize the influence of outliers on mean estimates. Due to the small percentage of adults who participate in some forms of gambling such as, VLT's, casino gambling, horse racing, and internet gambling, randomly obtained sample sizes are usually insufficient to adequately represent the variance of expenditures within these player groups. For these gaming activities, there are individuals who tend to spend at extreme levels, thereby contributing a disproportionate amount of the gaming revenues generated in the province. In a random survey of adults, you may pick up some of these individuals or you may not. Moreover, the sample may be randomly skewed towards high spenders for one particular type of gambling and skewed toward low spenders for another. At an aggregate level, when calculating total gambling expenditures, this is not a problem as expenditure estimates assume a normal distribution over the larger sample size. However, it can lead to inaccurate assumptions and misleading information when making comparisons among segments or profiling behaviours within a specific group.

Consequently, capping expenditures means that the estimates in the current study will underestimate actual revenues to some extent as gambling revenues tend to be sensitive to the contribution of the small group of players who spend at high levels (outliers). However, **capped expenditures allow for more meaningful comparison among segments and better illustrate the relationship between certain characteristics and spending on gambling. More importantly, it also controls for any biases introduced as a result of sampling.**

For those types of gambling played by a larger percent of the population, a wider cross-section of players tend to be sampled, yielding results that are more accurate.

### **Segmentation Analysis**

In discussion with NBDOHW there were four primary segmentation analyses conducted in the current study. Three are demographic segmentations, including gender, age and annual household income. Player segment, which is based on the respondents level of involvement in gambling over the past year, comprises the fourth segmentation.

The data tables produced for the report provide the results for all survey measures by the four segmentations and are presented in Appendix D - Data Tables for reference purposes.

---

**PRIMARY  
SEGMENTATION  
ANALYSIS**

---

- Gender
  - Age
  - Income
  - Player segments
-

### **Demographic Segmentation**

The selection of the demographic variables for segmentation was based on results from previous research in New Brunswick and in other jurisdictions. Numerous demographic characteristics are related to gambling behaviors. However, in many cases the data is not suitable for segmentation analysis due to small sample sizes for the specific groups represented within the demographic segment. In order to facilitate statistical comparisons among the segments it is advantageous to maximize the sample size for each category and thus have fewer categories for comparison.

**Involvement in gambling tends to be most strongly related to gender and age. In order to ensure sufficient sample sizes for detailed profiling, age was segmented into three groups (19 to 34 years, 35-54 years and 55 years or older).**

Education levels and income status are also associated with gambling patterns and behaviours. Almost half of the population (46%) have education levels of high school or less with the remainder fairly evenly split between vocational/non-university training (26%) and university level education (27%). Because of the skew towards a single category (High School or less), the sample sizes for comparison among the three education categories are less sensitive in detecting differences. Conversely, annual household incomes can be segmented into three distinct groups of similar size in the population (<\$25k, \$25k - \$50k, >\$50k). There is a higher degree of correlation between education and income status than for any other demographic factors ( $r=.361$ ,  $p<.01$ ). **Therefore, it was decided to conduct the segmentation analysis based on income as this variable also addresses concerns surrounding the affordability of gambling expenditures.** There was 12% of respondents ( $n=102$ ) who either refused to divulge income (8%) or were unsure as to the total amount of their annual household income (4%). These individuals were eliminated from the income segmentation analysis.

### **Player Segmentation**

**An individual's current level of involvement in gambling is one of the strongest risk indicators for development of problem gambling.** The majority of demographic characteristics and differences associated with problem gambling also tend to reflect the differences noted for general involvement in gambling. Thus, not surprisingly, the greater one is involved in the gambling, the greater the risk for developing problems with one's play.



In 1992 and 1996 respondents were segmented into four player categories:

**Table 5: 1992, 1996 Player Segmentation**

| <b>Player Segment</b> | <b>Definition</b>   | <b>% of Pop. (2001)</b> |
|-----------------------|---|-------------------------|
| Non-Gamblers          | -those who have never gambled or participated in any games of chance                                  | 12%                     |
| Infrequent Gamblers   | -have participated in gambling at some time in the past but not within the last year                  | 8%                      |
| Occasional Gamblers   | -gambled at least once in the past year but did not gamble on any games of chance once a week or more | 50%                     |
| Regular Gamblers      | -on average gamble once a week or more  | 31%                     |

*The player segmentation was modified in the 2001 study to enhance the value of the information obtained and provide estimates which are consistent with other reporting formats in New Brunswick.*

The segmentation was based on certain underlying assumptions about gambling that were valid more than 10 years ago. However, as gambling has become more widespread and diverse there have been corresponding changes in gambling behaviours and play patterns, as well as, gambling information needs at both a regulatory and community health level. Due to the following considerations the player segmentation in the 2001 was modified to enhance the value of the information obtained and to establish relevant benchmarks that are consistent with other reporting formats for gambling in New Brunswick.

First, given the proliferation of games of chance as a way for charities, not-for-profit agencies, schools, health services and especially government to generate revenues, almost all adults have tried some type of game of chance played for money. On a total population basis there are few distinctions between those who have never gambled versus those who have not gambled in the past 12 months, thus negating any real value in separately profiling these two types of players. Combining the two groups also maximizes the segment sample size for “Non-gamblers” thereby making the analysis more sensitive in detecting differences.

Furthermore, regulated gambling tends to be operated and tracked on a yearly or, more concisely, on an annual fiscal basis. In order to obtain comparable measures for evaluating revenue contributions it is advantageous to adopt a similar timeframe for population research. **Thus, for tracking purposes, the first consideration is the identification of differences among those that have and have not gambled in the past year.**

**Second, research has found that annual revenues are skewed strongly towards those who gamble on a regular consistent basis throughout the year as opposed to those who do so only on an occasional, ad hoc basis.** However, regular play for a particular game of chance is not necessarily tied to a weekly schedule. In fact, the regularity of play is influenced by both access to the gambling activity and access to resources, including time and money. For example, lottery draws are designed around a regular weekly schedule, have a low cost of play, require a minimal time commitment to participate, and offer easy access to purchasing. Not surprisingly, the vast majority

**NEW BRUNSWICK DEPARTMENT OF HEALTH & WELLNESS  
2001 NEW BRUNSWICK PREVALENCE STUDY  
SECTION 1 - INTRODUCTION**

of adults who gamble on a regular weekly basis will be comprised of lottery ticket players. Consequently, profiles of Regular Weekly gamblers will tend to reflect this bias. Despite the high frequency of play for lottery ticket games, the percent of players who qualify as problem gamblers tends to be significantly lower within this player group.

Higher stake gambling activities, such as card games, horse racing, casino gambling, or VLT's, are more likely to be tied to access to resources, as well as, access to the activity. Such resources may consist of a pay cheque or other cash sources, which typically, are paid out on a monthly rather than weekly basis. These activities also demand more time resources. Therefore, some regular players may not be able to sustain a weekly schedule of play but do take part in the activity on a regular and continuous basis throughout the year. In some cases, there is a seasonal component to the gambling activity, such as sports betting, with an individual engaging in regular play while the preferred activity is available.

Moreover, regular monthly players differ significantly on numerous measures from those who play on a casual basis, less often than once per month. In previous waves of the New Brunswick Prevalence Study anyone who played less often than once per week, over the last year, were grouped together thereby masking and/or diluting these important distinctions. Conversely, the primary difference between regular weekly players and regular monthly players is frequency of play. Quite often monthly expenditures are similar.

**There is another concern in defining regular gambling based on weekly involvement in gambling; by narrowing the definition, the ability to profile regular playing patterns is constrained by reduced sample sizes in a random population study.** In a random sample of adults it is cost prohibitive to obtain a large enough sample to accurately represent weekly players for those games of chance played by a small proportion of the population.

Based on these considerations the following player segmentation was adopted for the 2001 study. The 1992, 1996 segmentation is used in Section 3 – Trend Analysis in order to monitor any changes over time.

*Defining regular players as those who engage in a particular gambling activity at least once a month or more on a continuous basis,*

- *better represents actual player behaviour,*
- *maximizes the available data for examining less popular and/or accessible games of chance*
- *accounts for variations in accessibility and /or distribution for the full range of gambling options available to*



Table 6: 2001 Player Segmentation

| Player Segment   | Definition   | % of Pop (2001) |
|------------------|--|-----------------|
| Non-Gamblers     | -those who did not purchase or play any games of chance in the past year   | 19%             |
| Casual Gamblers  | -those who have participated in gambling at some time in the past year but did not play on a regular basis of once per month or more | 34%             |
| Regular Gamblers | -those who participated in any gambling activities, on average, once a month or more on a continuous basis over the past year.       | 47%             |

### Margins of Error

It is important to keep in mind that the figures reported in the current study are point estimates only. Depending upon the size of the sample, the amount of variance in the data (e.g., standard deviations for mean estimates) and/or the proportion of the sample indicating a particular response, actual results will fall within a specific range around each point estimate referred to as the margin of error.

Table 7 presents the population estimates and margins of error for the total sample and for each of the primary segments. As sample sizes for various subsegments decline, the margin of error surrounding the point estimates increases. This is automatically accounted for in all tests of significance conducted among various groups using a 95% level of confidence (p<.05).

The margin of errors presented in the table are conservative, based on the assumption that the true population value falls at the 50% level. The 50% level is often chosen when the true population estimate is unknown as it represents the point at which the margin of error will be the greatest. As the true value moves away from the 50% level, there is greater accuracy in projecting results to the population and the margin of error surrounding the point estimate becomes smaller.

Table 7: Margins of Error For Primary Report Segmentations

| Population Segment  | Population (19 years +)* | Percent of Population | Unweighted Sample Size | Margin Of Error (95% C.I.) |
|---------------------|--------------------------|-----------------------|------------------------|----------------------------|
| <b>TOTAL ADULTS</b> | ≈580,450                 | 100%                  | 800                    | ±3.5                       |
| <b>GENDER</b>       |                          |                       |                        |                            |
| Male                | ≈281,000                 | 48%                   | 400                    | ±4.9                       |
| Female              | ≈299,445                 | 52%                   | 400                    | ±4.9                       |

*The figures reported in the current study are point estimates. Actual estimates will fall within a specified range around each point estimate referred to as the margin of error.*

**NEW BRUNSWICK DEPARTMENT OF HEALTH & WELLNESS  
2001 NEW BRUNSWICK PREVALENCE STUDY  
SECTION 1 - INTRODCUTION**

| Population Segment  | Population (19 years +)* | Percent of Population | Unweighted Sample Size | Margin Of Error (95% C.I.) |
|---------------------|--------------------------|-----------------------|------------------------|----------------------------|
| <b>AGE</b>          |                          |                       |                        |                            |
| 19-34               | ≈185,745                 | 32%                   | 203                    | ±6.9                       |
| 35-54               | ≈232,180                 | 40%                   | 372                    | ±5.1                       |
| 55+                 | ≈162,525                 | 28%                   | 222                    | ±6.6                       |
| <b>INCOME</b>       |                          |                       |                        |                            |
| ≤\$25,000           | ≈162,525                 | 28%                   | 187                    | ±7.2                       |
| \$25,000-\$50,000   | ≈214,765                 | 37%                   | 260                    | ±6.1                       |
| >\$50,000           | ≈203,155                 | 35%                   | 251                    | ±6.2                       |
| <b>GAMBLER TYPE</b> |                          |                       |                        |                            |
| Non-Gambler         | ≈110,285                 | 19%                   | 158                    | ±7.8                       |
| Casual Gambler      | ≈197,350                 | 34%                   | 264                    | ±6.0                       |
| Regular Gambler     | ≈272,811                 | 47%                   | 378                    | ±5.0                       |

\*Source: Financial Post Data Group (2000). Canadian Demographics 2001. Toronto: Financial Post

Given that the sample was randomly selected with a response rate of 63%, the results are considered representative and generalizable to the New Brunswick adult population at large. Therefore, we can be confident that the specified confidence intervals will cover the true population estimate 95% of the time.

### Sample Characteristics

Table 8 shows a detailed profile of the respondents participating in the 2001 Survey of Gambling and Problem Gambling in New Brunswick.

**Table 8: Demographic characteristics of respondents participating in 2001 Survey of Gambling and Problem Gambling in New Brunswick**

| Demographic Characteristic | Sample Size | Percent of Total |
|----------------------------|-------------|------------------|
| TOTAL                      | 800         | 100%             |
| <b>GENDER</b>              |             |                  |
| Male                       | 400         | 50%              |
| Female                     | 400         | 50%              |
| <b>AGE</b>                 |             |                  |
| 19-24                      | 64          | 8%               |
| 25-34                      | 139         | 17%              |
| 35-44                      | 190         | 24%              |
| 45-54                      | 182         | 23%              |
| ≥ 55                       | 122         | 28%              |

**NEW BRUNSWICK DEPARTMENT OF HEALTH & WELLNESS  
2001 NEW BRUNSWICK PREVALENCE STUDY  
SECTION 1 - INTRODCUTION**

| Demographic Characteristic | Sample Size | Percent of Total |
|----------------------------|-------------|------------------|
| <b>EDUCATION</b>           |             |                  |
| ≤ H.S. Grad.               | 381         | 48%              |
| Post Second.               | 263         | 33%              |
| University                 | 154         | 19%              |
| <b>MARITAL STATUS</b>      |             |                  |
| Single                     | 137         | 17%              |
| Married/Separated          | 586         | 74%              |
| Divorced/Widowed           | 74          | 9%               |
| <b>EMPLOYMENT STATUS</b>   |             |                  |
| Employed                   | 523         | 65%              |
| Unemployed                 | 28          | 4%               |
| Not in Labour Force        | 249         | 31%              |
| <b>INCOME</b>              |             |                  |
| ≤ \$50,000                 | 447         | 64%              |
| \$50,001-\$70,000          | 139         | 20%              |
| ≥ \$70,000                 | 112         | 16%              |
| <b>HOME LANGUAGE</b>       |             |                  |
| English                    | 590         | 74%              |
| French                     | 174         | 22%              |
| Bilingual                  | 20          | 3%               |
| Other                      | 16          | 2%               |

As noted in the Sampling section, the percent of adults aged 19 to 24 years is underrepresented by approximately one-third in the current sample (8% vs. 12%). Gambling behaviours are strongly related to age, thus, the slight skew towards older adults in the random sample could be expected to influence results. Furthermore, there was also a significant skew towards anglophones in the sample (74% vs. 64% in the general population). Due to delays in translation of the survey by NBDOHW, the French questionnaire was not available for use until after data collection commenced. While all eligible francophone respondents were recontacted for participation once the French questionnaire was available, the proportion of completed surveys within the francophone population was lower than the population incidence. Therefore, to control for these sampling biases, the data were weighted by age and home language prior to analyses.

**Weighting**

To increase the representativeness of the data, the results were weighted by age and home language based on 1996 Census data for New Brunswick. Table 9 shows the weighted proportions with comparable demographic data from Statistics Canada.

**NEW BRUNSWICK DEPARTMENT OF HEALTH & WELLNESS  
2001 NEW BRUNSWICK PREVALENCE STUDY  
SECTION 1 - INTRODCUTION**

Table 9: Comparison of demographic characteristics between Statistics Canada data and the 2001 study sample

| Demographic Characteristic | 1996 Census Data <sup>a</sup> | Percent of Weighted Sample |
|----------------------------|-------------------------------|----------------------------|
| <b>GENDER</b>              |                               |                            |
| Male                       | 49%                           | 51%                        |
| Female                     | 51%                           | 49%                        |
| <b>AGE</b>                 |                               |                            |
| 19-24                      | 12%                           | 12%                        |
| 25-34                      | 21%                           | 21%                        |
| 35-44                      | 22%                           | 22%                        |
| 45-54                      | 18%                           | 18%                        |
| ≥ 55                       | 28%                           | 28%                        |
| <b>EDUCATION</b>           |                               |                            |
| ≤ H.S. Grad.               | 52%                           | 46%                        |
| Post Second.               | 27%                           | 34%                        |
| University                 | 21%                           | 19%                        |
| <b>MARITAL STATUS</b>      |                               |                            |
| Single                     | 26%                           | 20%                        |
| Married/Separated          | 61%                           | 71%                        |
| Divorced/Widowed           | 13%                           | 9%                         |
| <b>EMPLOYMENT STATUS</b>   |                               |                            |
| Employed                   | 55%                           | 66%                        |
| Unemployed                 | 10%                           | 4%                         |
| Not in Labour Force        | 35%                           | 31%                        |
| <b>HOME LANGUAGE</b>       |                               |                            |
| English                    | 68%                           | 68%                        |
| French                     | 30%                           | 30%                        |
| Bilingual                  | 1%                            | 1%                         |
| Other                      | <1%                           | <1%                        |

Notes: <sup>a</sup> Statistics Canada, 1996 Census.

The similarity of the population characteristics suggests that the weighted sample of adults participating in the 2001 Survey of Gambling and Problem Gambling in New Brunswick is representative of the adult population of New Brunswick.

It should be kept in mind that the current sample reflects results for those randomly selected adults, aged 19 years and older, living in households in New Brunswick. Therefore, adults living in institutions, transient or in other non-household residences are not included in the current study. Comparatively, census data is representative of all adults aged 19 years and older in the province.<sup>5</sup> Consistent with the profile of adults living in households in New Brunswick, there is a higher percent of those who are married (71% vs. 61%), education levels tend to be skewed higher for post

<sup>5</sup> Focal Research commissioned specialized data sets from Statistics Canada to obtain 1996 Census data for adults 19 years of age and older in each Atlantic province.

secondary training/education and significantly more are employed (66% vs. 55%). This may also be an indication of real changes in population demographics since the 1996 Census.

### **Characteristics of Respondents**

The sample for the 2001 Survey of Gambling and Problem Gambling in New Brunswick has the following demographic characteristics:

- Tends to be skewed towards older adults with 50% of the population of adults falling under or over 43 years of age. One-third are 19 and 34 years of age, 40% are 35 to 54 years, and 27% are 55 years or older;
- Evenly divided between males and females;
- Approximately half (46%) have a high school education or less, whereas 26% have some post secondary education and 27% have completed a university degree;
- Approximately two-thirds are employed, primarily in full-time (56%) rather than part-time positions (10%). Similar proportions are employed in White Collar (20%), Grey Collar (24%) and Blue Collar (22%) occupations;
- One-third (34%) are not currently in the labour force, with the largest group being retired (19%). Homemakers (7%), unemployed (4%), students (3%), and disabled individuals (2%) make up the remaining 15%;
- In total, 25% of adults reported household incomes under \$25,000, with one-third (32%) indicating amounts between \$25,000 and \$50,000 and one-third (31%) reporting amounts in excess of \$50,000. Twelve percent either refused to provide (8%) or were unsure of the household income (4%);
- Approximately two-thirds ( $\approx 65\%$ ) noted that more than one person contributed towards the household income;
- One-fifth (20%) are single, having never married, 68% are married, 7% are separated (3%) or divorced (4%), and 5% are widowed;
- The majority (84%) live in households with at least one other adult, whereas 13% live alone in single person households and 3% live in single parent households;
- Forty percent have children living in their household;
- The average number of people per household is 2.8 with half living in households with two or less people and half in households with 3 or more people;
- Two-thirds (68%) are anglophones and 30% francophones;
- Catholics comprise 46% of respondents, whereas 18% are Protestant, 24% report an other religion, and 9% cite no religious affiliations;

- About 43% attend religious services at least once per month (24% weekly, 19% 1-3 times per month). One-third (36%) attend religious services less often, while 22% report no attendance;
- Most (70%) report that religion is at least somewhat important in influencing their everyday life.

## **Report Format**

To assist NBDHW in using the information obtained in the 2001 Survey of Gambling and Problem Gambling in New Brunswick, the current report has been organized into nine sections based on the objectives of the project.

Each section is intended to provide contextual information for evaluating specific areas of interest in subsequent sections of the report. However, information needs may vary among users. Therefore, each section has been designed to allow for independent distributions based on specific information requirements.

---

---

### **SECTION 1**

---

---

#### **Introduction**

*Section 1 provides full background information on the objectives, provincial profile, methodologies, project assumptions, sampling results, and analysis rationale.*

---

---

### **SECTION 2**

---

---

#### **Provincial Overview**

*Section 2 provides a general summary of current gambling behaviours and practices for adults in New Brunswick including demographic and gambling profiles for the primary segments of interest (Player Segments: Non-Gamblers, Casual & Regular Gamblers).*

---

---

### **SECTION 3**

---

---

#### **Trend Analysis – 1992, 1996, & 2001**

*Section 3 provides a comparative analysis of changes in key tracking indices identified in the previous studies.*

---

---

### **SECTION 4**

---

---

#### **Measures of Problem Gambling**

*Section 4 presents the results for the CPGI measurement of problem gambling as well as a comparative analysis with previous SOGS-based estimates in 1992 & 1996. The prevalence of problem gambling is examined at a total population level with additional analysis undertaken to further identify risk factors.*

---

---

### **SECTION 5**

---

---

#### **Exposure to Problem Gambling**

*Section 5 examines the impact of problem gambling at a household, family, and community level in terms of exposure to problem gamblers and the types of gaming associated with problems.*

---

---

**SECTION 6**

---

---

## **Awareness & Use of Problem Gambling Services**

*Section 6 examines the awareness of general and specific problem gambling support services for both the gambler and for family members. Awareness levels are compared among key segments. Use of gambling services is profiled and familiarity with government initiatives is compared between 1996 and 2001.*

---

---

**SECTION 7**

---

---

## **Attitudes Towards Gambling**

*Section 7 presents the response of adults towards the availability of six gambling options in New Brunswick. Opposition towards gambling is explored to identify the impact of changes specifically for VLT's and casino gambling.*

---

---

**SECTION 8**

---

---

## **Knowledge & Interest Levels for Specific Issues Related to Gambling**

*Section 8 evaluates the knowledge and interest levels for 10 specific gambling topics to identify information gaps and assist in prioritizing future research and communication initiatives.*

---

---

**SECTION 9**

---

---

## **Appendices**

### **Appendix A – Questionnaire**

*Consists of a copy of the complete survey instrument (English Version) and interview instructions.*

### **Appendix B – Project Summary**

*Includes detailed project statistics for data collection and response rates.*

### **Appendix C – Verbatim Responses**

*A complete listing of respondents verbatim answers for open-ended questions or comments.*

### **Appendix D – Data Tables**

*A complete set of data tables for all survey measures was produced for total adults and by gender, age, income, and gambler type segments.*

## PROVINCIAL OVERVIEW OF INVOLVEMENT IN GAMBLING

---

*Understanding the dynamics of gambling within the general population of adults in New Brunswick assists in identifying and evaluating the risk factors associated with the development of problems with gambling.*

The following section provides a general overview of adults' current involvement in gambling activities in New Brunswick. This information is intended to position the results of the 2001 New Brunswick Prevalence study within the context of gambling behaviours, at large in the population.

Involvement in gambling is examined for adults at a total provincial level, and for key player groups and demographic segments as identified in discussion with the project team at New Brunswick Department of Health and Wellness (NBDOHW). Specifically the following measures are included to provide NBDOHW with insight as to the various factors associated with gambling in New Brunswick:

- Participation in gambling in general and by type of game
- Gambling expenditures
- Demographic characteristics

### Measurement of General Gambling Behaviours

Gambling has become a widespread and socially legitimate form of entertainment and recreation. The expansion of gambling, through the introduction of new games improved technology and greater accessibility has led to a dramatic surge of profitability within the gaming sector. It has also yielded growing amounts of revenue for respective governments involved in operating, licensing or regulating such products. Accompanying these strong incremental gains in revenue has been increased awareness of the problems associated with such gaming and a corresponding demand to address the issue.

Past research has consistently found that the majority of adults who participate in gambling do not report any negative consequences as a result of their involvement. However, the small group of individuals who do encounter difficulties has a significant impact for others at an individual, family and community level.

---

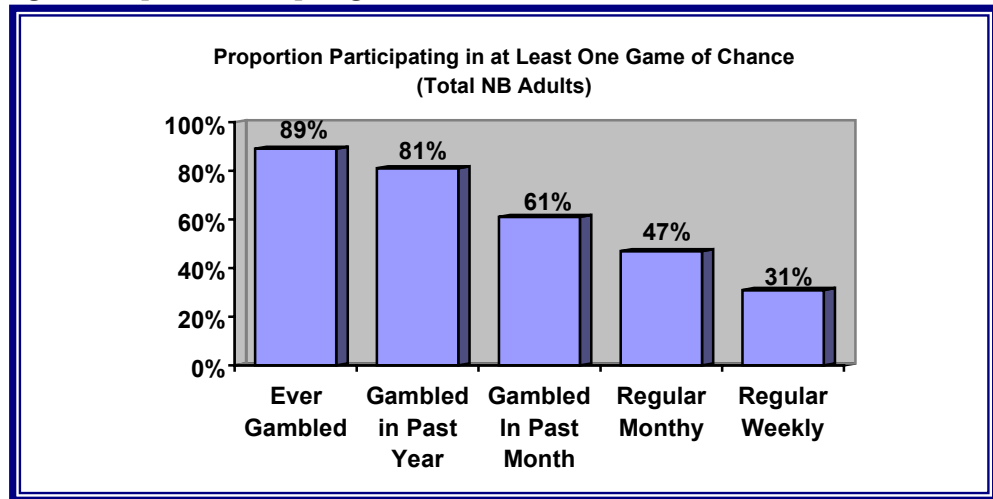
*In order to address problem gambling it is first necessary to have an understanding of general gambling behaviours and practices.*

---



## Involvement with Gambling

Figure 1: Proportion Participating in at Least One Game of Chance



*Gambling is a popular recreational and/or entertainment activity in New Brunswick, with the majority (61%) of adults purchasing or playing at least one game of chance in any given month.*

Involvement with games of chance and gambling is widespread in New Brunswick. Overall, 89% of adults indicate they have tried at least one game of chance at some time in the past and 81% report having gambled within the past year. In a given month, nearly two-thirds (61%) of adults are participating in at least one form of gambling, the majority of whom ( $\approx 77\%$ ) can be characterized as regular monthly players. This means almost half (47%) of all adults in New Brunswick are taking part in at least one gambling activity on a regular monthly basis, with 31% typically engaging in gambling activities every week.

### **Number of Different Games Played**

On average, respondents participated in three of the thirteen games of chance in their lifetime, two within the past year, and one within the past month. Thus, despite the high percent of respondents engaging in gambling, both trial (ever played) and current play appear to be limited to a few preferred options. This contrasts with results in Nova Scotia in which adults on average have tried approximately five different types of gambling activities at some time in the past, three in the past year and typically play one to two games monthly.<sup>6</sup> The primary difference in gaming options available in the two provinces is related to casino gambling. Currently, slot machines and table games are offered at casino sites located in the two primary urban markets of Nova Scotia; Sydney Cape Breton and Halifax.

### **Gambling Expenditures**

Based on results for those participating in the study, it can be estimated that, on average, adults in New Brunswick spent approximately \$362.00 (out-of-pocket) last

*On average adults participated in two different types of gaming over the last year spending on average \$362.00 on gambling.*

<sup>6</sup> Focal Research Consultants Ltd, (1999) A Survey of the Prevalence and Perceptions of Gaming in Nova Scotia, 1999 Nova Scotia Alcohol and Gaming Authority (NSAGA) Annual Report Appendix A,

**NEW BRUNSWICK DEPARTMENT OF HEALTH & WELLNESS  
2001 NEW BRUNSWICK PREVALENCE STUDY  
SECTION 2 – PROVINCIAL OVERVIEW OF INVOLVEMENT  
IN GAMBLING**

year on gambling (mean=\$361.79, median=\$58.65). This represents per capita (adults 19 yrs+) gambling expenditures of approximately \$30.00 per month (mean=\$30.16, median=\$4.89).

*Of the \$362.00 spent annually on gambling, approximately \$320.00 per adult in New Brunswick is allocated to regulated gaming in the province, with ≈ \$40.00 spent on other types of gambling.*

Adults are spending the majority (89%) of their gambling dollars on regulated gambling available in New Brunswick including lottery tickets, VLT's, ProLine sports lottery, bingo, harness racing, and charitable tickets. This suggests that over the past year, on average, \$320.63 per adult, was contributed to provincial gaming revenues. This figure falls within .2% of actual revenue estimates for 2000/2001 (See Section 1: 2000, 2001 Gambling Expenditures and Revenues in New Brunswick).

Approximately \$40.00 per adult is spent on other games of chance, either out-of-province casino gambling (≈2-3%) or unregulated games such as card games, sports pools, Internet gambling, or other informal bets and wagers.

**Figure 2: Average Monthly Gambling Expenditure by Participation in Gambling**



When only those who have participated in gambling during a certain period are considered, the average amount spent per month increases illustrating the dramatic differences in revenue contribution associated with frequency of play.

*On average, monthly per capita gambling expenditures for adults is ≈\$30.00. This amount is twice as high when only those who play on a regular monthly basis are considered (\$61.00)*

**Those who have gambled in the last year** represent 81% of the adult population in New Brunswick and contribute 100% of annual gambling expenditure in the province, spending on average \$37.00 per month or approximately \$445.00 over the past year.

*In 2001, those adults in New Brunswick who gamble on a regular basis of once a month or more spent ≈ \$730.00 last year and are contributing ≈95% of all gambling expenditures in the province.*

Those who gambled in any given month represent 61% of the adult population and, are collectively contributing approximately 96% of all gambling expenditures, spending on average \$48.00 per month or \$575.00 per year on gambling.

Those who take part in gambling activities on a regular and consistent monthly basis represent approximately 47% of adults in New Brunswick. These Regular Gamblers spent on average \$61.00 per month or approximately \$730.00 last year on gambling. Based on the findings it can be estimated that in 2001, Regular Gamblers in New Brunswick contributed approximately 95% of all gambling revenues in the province. This means that only 5% of all gambling expenditures are derived from the 34% of adults who gambled on a casual infrequent basis.

**Types of Games Played**

Table 10: Provincial Overview of Participation in Gambling Activities (All Adults)

|                                   | Ever played (Trial) | Played in last year | Played in last month | Regular Monthly Play | Regular Weekly Play |
|-----------------------------------|---------------------|---------------------|----------------------|----------------------|---------------------|
| Any Game of Chance                | 89%                 | 81%                 | 61%                  | 47%                  | 31%                 |
| Lottery Tickets Total             | 81%                 | 74%                 | 54%                  | 43%                  | 28%                 |
| Lottery Draws                     | 74%                 | 67%                 | 48%                  | 37%                  | 25%                 |
| Scratch 'n Wins                   | 50%                 | 40%                 | 18%                  | 14%                  | 5%                  |
| Break-opens                       | 15%                 | 10%                 | 5%                   | 4%                   | 2%                  |
| Sport Select Proline              | 5%                  | 4%                  | <1%                  | 1%                   | <1%                 |
| Video Lottery (VLT)               | 22%                 | 15%                 | 7%                   | 4%                   | 2%                  |
| Bingo                             | 24%                 | 11%                 | 6%                   | 6%                   | 4%                  |
| Any Casino                        | 21%                 | 9%                  | 2%                   | ---                  | ---                 |
| Slot Machines                     | 20%                 | 9%                  | 1%                   | ---                  | ---                 |
| Dice or Cards                     | 6%                  | 3%                  | <1%                  | ---                  | ---                 |
| Sports Bets/Pools                 | 10%                 | 6%                  | 1%                   | 1%                   | 1%                  |
| Horse Racing                      | 6%                  | 2%                  | <1%                  | <1%                  | <1%                 |
| Card Games for Money (non-casino) | 16%                 | 9%                  | 3%                   | 2%                   | 1%                  |
| Charity raffles/draws             | 49%                 | 38%                 | 9%                   | 4%                   | 1%                  |
| Internet Gambling                 | <1%                 | <1%                 | <1%                  | <1%                  | ---                 |
| Other types of betting            | <1%                 | <1%                 | <1%                  | <1%                  | ---                 |

Play of lottery ticket games and, to a lesser extent charity raffles and draws are influencing the majority of the results at a total provincial level.

---

*Play of lottery ticket games, especially draw games, is the most prevalent form of gambling in New Brunswick.*

*Approximately three-quarters of the adult population purchased a ticket in the last year with one in every two adults playing once a month or more on a regular basis.*

---

*Video Lottery (4%) and Bingo (6%) are the only other games played on a regular basis by a significant core group of players.*

**ALC Draw tickets** have the highest levels of trial (74%), play in the last year (67%) and monthly play (48%). Draw tickets include national, high jackpot games such as Lotto 649 and Super 7, as well as regional tickets such as TAG, Wild 5, Atlantic Choice (re-launched under Atlantic Keno in October 2001) and Pik4. Lottery draws are the only game of chance that adults in New Brunswick are more likely to have played on a regular (37%) rather than a casual basis (30%) over the last year. In fact, the vast majority of regular draw players (68%) purchase weekly. Regular weekly play is at least 5 times higher for draw tickets than for any other gambling activity measured.

**ALC instant ticket games** are played by significantly fewer adults in New Brunswick. Approximately 40% have bought at least one of the various Scratch n' Win products in the past year primarily on a more impulsive or sporadic basis with only 14% of respondents reporting regular monthly play patterns. Only 5% purchased every week. (n=41), with half of these same players also purchasing weekly for draw games.

Trial (49%) and play in the last year (38%) is almost identical for **Charity/Non ALC raffles and draws** as compared to ALC instant tickets. However, given more uneven distribution for the charity versions of lottery tickets, there are fewer adults who purchase these types of games each month (9%) or on a regular, on-going basis (4%).

Aside from lottery ticket games, the only other types of gambling associated with regular monthly playing patterns in New Brunswick are Video **Lottery and Bingo**. Involvement levels tend to be highly similar for both these gambling activities. Almost one-quarter of the adult population report having tried VLT's (22%) or Bingo (24%) at some time in the past, with approximately 6% to 7% playing in a given month. For Bingo, the majority of monthly play reflects regular playing patterns (6%) primarily on a weekly basis (4%). Of those who played Bingo in the past year (11%), just over half (≈55%) took part on a regular basis. In contrast, play of video lottery tends to be skewed more towards casual play, with only approximately 27% of those who played in the last year (15% of adults) having indicated regular play of once per month or more (4%). Only 2% of those participating in the study report playing VLT's once a week or more. It should be noted that revenue figures for Video Lottery are almost twice that noted for Bingo<sup>7</sup>, thus it appears that a relatively smaller proportion of video lottery players are contributing a disproportionate amount of revenues.

Trial of **casino gambling** (22%) especially **slot machines** (21%) in New Brunswick is now similar to that noted for VLT's and Bingo. However, due to less accessibility, regular playing patterns are not in evidence. Approximately 9%

---

<sup>7</sup> According to ALC's Annual Report 2000/2001, in 2000 net revenue for video lottery was \$108.8 million. Based on figures provided by NB Department of Finance Bingo expenditures are estimated at approximately \$60 million.

---

*One in five adults in NB report having played slot machines at a casino. Trial of slot machines is now similar to that noted for Bingo and Video Lottery suggesting with increased accessibility to play a similar proportion could be expected to take up regular playing patterns*

of respondents reported gambling at a casino during the past year with only 1% indicating occasional play with the majority reporting it as being a rare event of only once or twice a year. Play of table games at a casino is less popular with only one-third as many adults reporting any level of involvement with dice or card games (3%), as compared to the slot machines (9%). In a given month, approximately 1% of the adult population can be expected to have taken part in play of slot machines.

**Sports betting, and harness racing** both tend to have seasonal playing patterns. **For sports betting** there appears to be a group of committed players who typically are wagering on regulated and unregulated sporting events every month (1%). In total 10% of respondents have participated in unregulated sports pools at some time in the past, with half as many (5%) having tried Pro Line offered in NB through the Atlantic Lottery Corporation. Over half of those who bet on sports tend to only take part when preferred sports are available or during play-offs or other seasonal events. For the remainder, sports betting tends to be an occasional or impulsive activity.

**Harness Racing** is not a particularly popular gambling activity in New Brunswick with only 2% indicating even rare or occasional participation.

In terms of unregulated gambling activity in the province, **card games** (outside of a casino) are engaged in most often by adults in the province. Sixteen percent of respondents reported having ever played cards for money with just over half of these same adults having taken part in the last year (9%). In any given month approximately, 3% of the population can be expected to be involved in gambling on cards, primarily the same people each month (2% regular monthly play).

Currently there is very little evidence of **Internet gambling or other types of betting** in the province. However, involvement in these other types of gambling should continue to be monitored as technology and distribution changes continue to be introduced in the gaming industry.

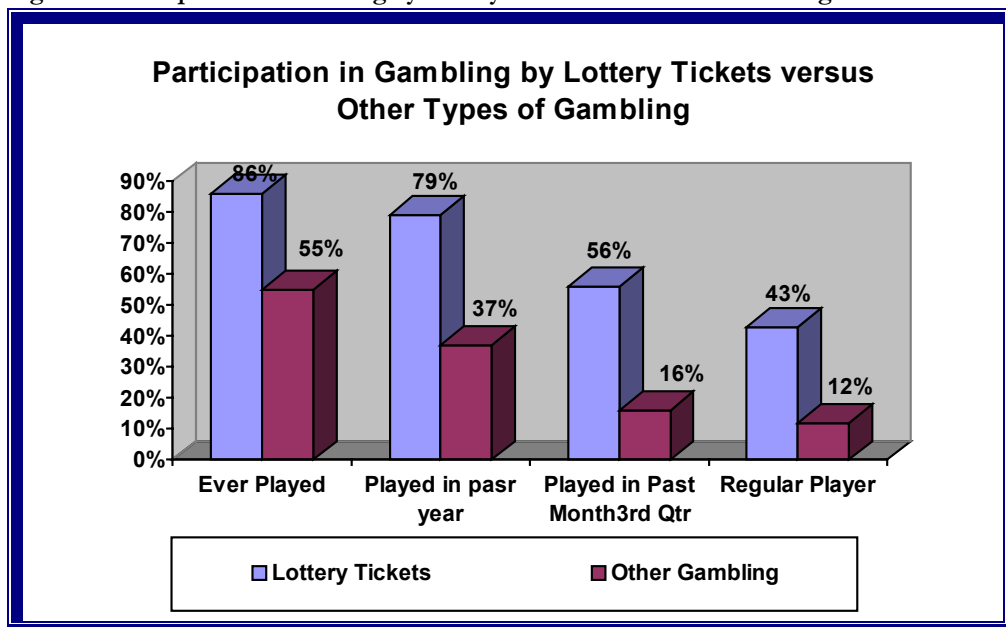
*Lottery ticket games differ from other types of gambling in New Brunswick, yet due to the broad reach and appeal of the games the influence of lottery ticket players drives the majority of characteristics typically associated with gambling in*

**Lottery Games versus Other Types of Gambling**

Lottery ticket games tend to differ from other types of gambling available in New Brunswick on a number of features; lower cost of play, less skill requirements (real or implied), less socially engaging, requiring less time or money to participate. Play of lottery tickets is almost ubiquitous and quite often is not considered to constitute gambling per se, especially charity raffles and draws. Play of lottery type ticket games tends to drive the majority of regular gambling patterns in New Brunswick. Consequently, playing patterns for other types of gambling are masked when those who participate in any type of gambling are used as the basis for profiling.

To gain additional insight as to involvement levels for gambling in New Brunswick the results were examined based on play of lottery type games, including charity raffles and draws, versus other types of gambling.

**Figure 3: Participation in Gambling by Lottery Ticket versus Other Gambling**



Collectively 55% of respondents report having tried other types of gambling than lottery tickets, at some time. In the last year play of these other types of games is less than half that noted for lottery type games (37% versus 79%). More importantly, only 16% of adults participated in non-ticket gambling each month, with 12% reporting regular play levels. This means that regular play of lottery type games is over three times higher than for all other forms of gambling combined.

There tends to be overlap in play among the two categories, such that the majority of those who gamble on other types of games are also purchasing lottery tickets. To identify the percent of adults who are responding to the types of games the data was segmented into four mutually exclusive categories consisting of:

*Just over half of adults have ever tried other types of gambling available in New Brunswick, with only 12% playing on a regular monthly basis as compared to 43% of adults playing lottery ticket*



- Those who only play lottery ticket type games
- Those who only take part in other types of gambling
- Those who take part in both types of gambling
- Those who do not take part in gambling

**Table 11: Percent of Adults in Each Category by Participation in Gambling**

| Type of Gambling                                | Ever Gambled | Gambled in Past Year | Gambled in Past Month | Regular Gambler |
|---|--------------|----------------------|-----------------------|-----------------|
| Did not play                                    | 12%          | 19%                  | 40%                   | 53%             |
| Purchased Lottery Tickets Only                  | 52%          | 44%                  | 44%                   | 35%             |
| Purchased Lottery Tickets and Gambled on Others | 34%          | 35%                  | 12%                   | 8%              |
| Gambled on Others only                          | 2%           | 2%                   | 4%                    | 4%              |

Based on the findings it can be estimated that half of all those who have ever gambled in New Brunswick have only purchased or played lottery ticket type games. In fact, approximately 75% of those who gamble each month or on a regular basis are exclusively involved in lottery ticket games. The vast majority of those who gamble on other types of games such as video lottery, Bingo, sports betting, card games, casino gambling and others, are also purchasing lottery tickets. Only 4% of regular gamblers are exclusively playing any of these non-ticket games each month. This means that in total only 12% of adults in the province are regularly engaging in other non-lottery type games on a regular basis.

It is noteworthy that the average monthly expenditure for those regular players taking part in other games of chance (n=96) is over six times higher than that of the lottery type player (n=282) (≈\$190.00 versus ≈\$29.00). This result is even more compelling when it is considered that the 12% of adults who gamble on non-ticket type games each month contribute approximately 60% of total gambling expenditures in New Brunswick.

NBDOHW may wish to undertake additional analysis to explore the differences between the two types of players in greater depth.

*The 12% of adults who gamble regularly on other types of games are accounting for 60% of gambling expenditures.*

*Those who only play lottery tickets regularly every month represent 35% of the population and contribute 35% of gambling*

**Demographic Profile by Participation in Gambling**

Table 12 shows the proportion of respondents that have gambled in their lifetime, in the past year, and in the past month within various demographic segments

**Table 12: Participation in gambling by various demographic characteristics**

|                          | Ever Gambled |                  |                   |
|--------------------------|--------------|------------------|-------------------|
|                          | In Lifetime  | In the Past Year | In the Past Month |
| <b>Total Population</b>  | 89%          | 81%              | 61%               |
| <b>GENDER</b>            |              |                  |                   |
| Female                   | 84%          | 76%              | 55%               |
| Male                     | 93%↑         | 86%↑             | 66%↑              |
| <b>AGE</b>               |              |                  |                   |
| 19-34                    | 92%          | 87%              | 61%               |
| 35-54                    | 90%          | 84%              | 67%               |
| 55+                      | 82%↓         | 80%              | 52%↓              |
| <b>EDUCATION</b>         |              |                  |                   |
| ≤H.S. Grad.              | 86%          | 79%              | 62%               |
| Post. Sec.               | 92%↑         | 86%↑             | 62%               |
| University +             | 88%          | 76%              | 55%               |
| <b>EMPLOYMENT STATUS</b> |              |                  |                   |
| Employed                 | 91%↑         | 86%↑             | 65%↑              |
| Unemployed               | 86%          | 76%              | 52%               |
| Not In Labour Force      | 82%          | 71%              | 52%               |
| <b>MARITAL STATUS</b>    |              |                  |                   |
| Single                   | 92%          | 86%              | 65%               |
| Married                  | 88%          | 80%              | 60%               |
| Divorced/Widowed         | 83%          | 76%              | 60%               |
| <b>HOUSEHOLD INCOME</b>  |              |                  |                   |
| ≤\$25,000                | 87%↓         | 81%↓             | 62%               |
| \$25,001-\$50,000        | 96%          | 88%              | 65%               |
| \$50,001+                | 95%          | 85%              | 60%               |



**NEW BRUNSWICK DEPARTMENT OF HEALTH & WELLNESS  
2001 NEW BRUNSWICK PREVALENCE STUDY  
SECTION 2 – PROVINCIAL OVERVIEW OF INVOLVEMENT  
IN GAMBLING**

|                              | Ever Gambled |                  |                   |
|------------------------------|--------------|------------------|-------------------|
|                              | In Lifetime  | In the Past Year | In the Past Month |
| <b>Total Population</b>      | 89%          | 81%              | 61%               |
| <b>CHILDREN IN HOUSEHOLD</b> |              |                  |                   |
| Living with Children         | 90%          | 84%              | 62%               |
| No Children                  | 88%          | 79%              | 60%               |
| <b>HOME LANGUAGE</b>         |              |                  |                   |
| English                      | 87%          | 79%              | 57%               |
| French                       | 93%↑         | 85%              | 70%↑              |
| Bilingual & Other            | 83%          | 82%              | 42%               |

Notes: shading represents significant differences at the 95% confidence level.

There are a number of demographic differences associated with general involvement levels for gambling:

- Males are more likely than women to be involved in gambling at any level. Nearly all men participating in the study have ever gambled (93% versus 84% of women), and two-thirds (66% versus 55%) have gambled in the past month
- Those aged 55 years and older are significantly less likely to have ever gambled (82% versus 91%) and to have gambled in the past month (52% versus 64%) than their younger counterparts
- Those with non-university, post secondary education (i.e. vocational training, college) are more likely to have tried gambling than those with lower education levels (92% versus 86%), and are more likely than all other education segments to have gambled in the past year (86% versus 76% to 79%)
- Those who are employed are more likely than those who are not currently in the labour force ( i.e. retired, homemakers, students) to have ever gambled (91% versus 82%), gambled in the past year (86%versus 71%), and in the past month (65% versus 52%)
- Those with annual household incomes of less than \$25,000 are least likely to have ever tried gambling activities (87% versus ≈ 95%) and report lower play levels in the past year (86%) than those with mid-level incomes of \$25,000 to \$50,000.
- French speaking respondents (Francophones) are significantly more likely than Anglophones in New Brunswick to have ever gambled (93% versus 87%) and gambled in the past month (70% versus 57%)

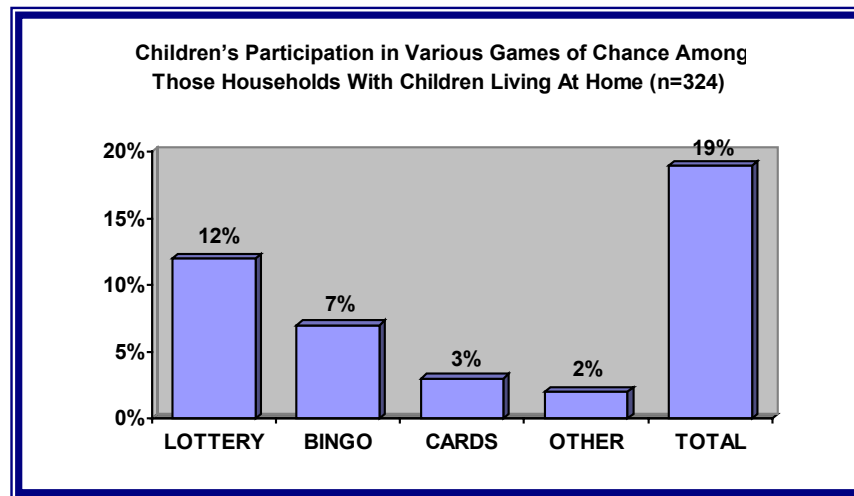
There were no notable differences noted by marital status or among those living with or without children.

### **Gambling By Children**

Respondents with children under 19 years of age living at home were asked whether the children in their household had ever played any of the following games of chance for money: lottery draws, bingo in bingo halls, card games, and other games of chance for money.

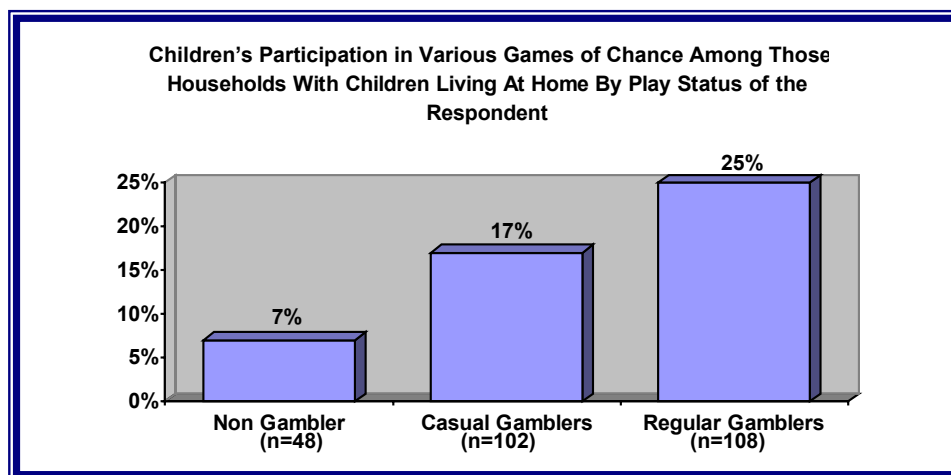
Figure 3: Children's Participation in Various Games of Chance Among Those Households With Children Living at Home (n=324)

*Of the 40% of adults who live in household with children approximately one in five report that at least one child has taken part in gambling, primarily lottery tickets and bingo*



Overall, 40% of respondents (n=324) had children under 19 years of age living at home. Of these, 19% reported that they were aware children in the household had participated in at least one form of gambling primarily lottery draws (12%) and bingo in bingo halls (7%). Less than half as many adults (2% to 3%) noted that children had ever been involved in playing cards for money or other games of chance.

Figure 4: Children’s Participation in Various Games of Chance Among Those Households With Children Living at Home By Play Status of the Respondent



*Although the majority of children who are known to have gambled (n=67) have participated in lottery ticket play (63%), bingo alone accounts for approximately 25% of children’s reported involvement in gambling, especially for those living in households with an adults who gambles on a regular basis*

Not surprisingly, it appears that involvement of children in gambling is associated with the gambling behaviour of adults in the same household. Among those who have children, adults who did not gamble in the last year (Non-Gamblers), reported significantly lower gambling participation rates by children in the same household (7%). As the adult’s level of participation in gambling increases so too does the likelihood of reporting participation by children. The proportion living with children who have gambled more than doubles to 17% for those adults who gambled on a casual or infrequent basis over the last year (Casual Gamblers) and more than triples among Regular Player households (25%).

There appears to be some notable differences among the three player segments, in terms of the type of gambling children have tried. Regardless of player status, a similar percent of all adults indicate that children in their household have taken part in card games played for money (3% to 4%). Play of lottery tickets by children is only lower for Non Gamblers (4%), with 14% of Regular Gamblers and 13% of Casual Gamblers noting a child and/or children in the household have played lottery ticket games. The only type of gambling that is significantly higher for Regular Gamblers is Bingo. In fact, four times as many Regular Gamblers report that children have taken part in bingo than for either of the other player segments (12% versus 4%).

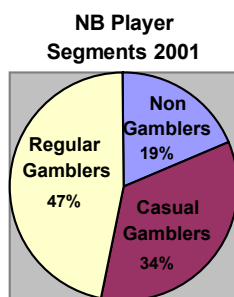
## Segmentation Analysis

In discussion with NBDOHW there were four primary segmentation analyses conducted in the current study. Three are demographic segmentations, including gender, age and annual household income. Player segment, which is based on the respondents level of involvement in gambling over the past year, comprises the fourth segmentation.

### Player Segmentation

**An individual's current level of involvement in gambling is one of the strongest risk indicators for development of problem gambling.** The majority of demographic characteristics and differences associated with problem gambling also tend to reflect the differences noted for general involvement in gambling. Thus, not surprisingly, the greater one is involved in the gambling, the greater the risk for developing problems with one's play.

In order to understand the factors contributing to involvement in gambling the data was segmented into 3 groups based on an individuals involvement in gambling over the past year. The segments are referred to in subsequent sections of the report to identify differences associated with gambling involvement.



| Player Segment   | Definition   | % of Pop (2001) |
|------------------|--|-----------------|
| Non-Gamblers     | -those who did not purchase or play any games of chance in the past year   | 19%             |
| Casual Gamblers  | -those who have participated in gambling at some time in the past year but did not play on a regular basis of once per month or more | 34%             |
| Regular Gamblers | -those who participated in any gambling activities, on average, once a month or more on a continuous basis over the past year.       | 47%             |

In New Brunswick almost half (47%) of those adults surveyed can be classified as Regular Gamblers. Only one-third reported casual playing patterns while 19% did not take part in any gambling activities over the past year.

Demographic characteristics, gambling behaviours and expenditure were examined for each player segment.

**NEW BRUNSWICK DEPARTMENT OF HEALTH & WELLNESS  
2001 NEW BRUNSWICK PREVALENCE STUDY  
SECTION 2 – PROVINCIAL OVERVIEW OF INVOLVEMENT  
IN GAMBLING**

Figure 5: Percent of Expenditure Contributed by Regular Players vs. Casual Players

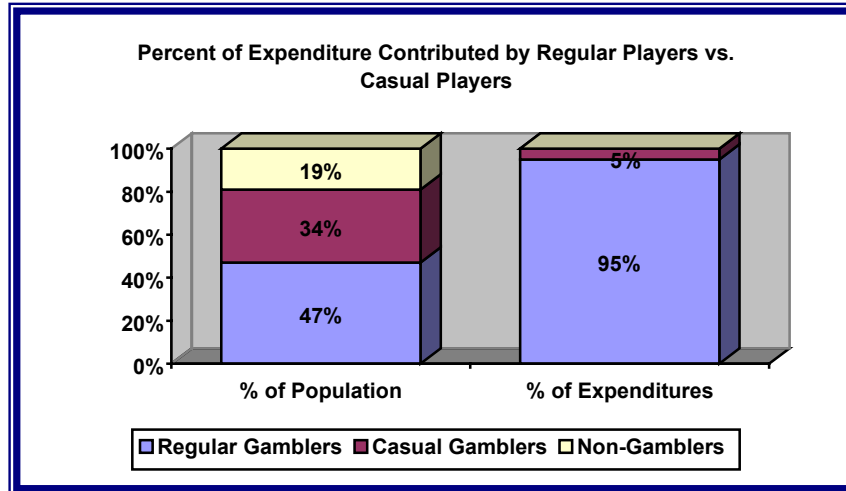


Table 13: Demographic Profile by Player Segment

|                               | Total Adults<br>(n=800) | Non- Gamblers<br>(n=158) | Casual Gamblers<br>(n=264) | Regular Gamblers<br>(n=378) |
|-------------------------------|-------------------------|--------------------------|----------------------------|-----------------------------|
| <b>Total Adults</b>           | 100%                    | 19%                      | 34%                        | 47%                         |
| <b>GENDER **</b>              |                         |                          |                            |                             |
| Male                          | 51%                     | 38%                      | 48%                        | 52%                         |
| Female                        | 49%                     | 62%                      | 52%                        | 42%                         |
| <b>AGE **</b>                 |                         |                          |                            |                             |
| 19-34                         | 32%                     | 22%                      | 42%                        | 30%                         |
| 35-54                         | 40%                     | 34%                      | 38%                        | 43%                         |
| 55+                           | 29%                     | 44%                      | 20%                        | 27%                         |
| <b>EDUCATION **</b>           |                         |                          |                            |                             |
| ≤H.S. Grad.                   | 46%                     | 51%                      | 35%                        | 52%                         |
| Post. Sec.                    | 34%                     | 26%                      | 41%                        | 34%                         |
| University +                  | 19%                     | 24%                      | 24%                        | 14%                         |
| <b>EMPLOYMENT STATUS **</b>   |                         |                          |                            |                             |
| Employed Full time            | 56%                     | 38%                      | 60%                        | 60%                         |
| Employed Part time            | 10%                     | 12%                      | 10%                        | 10%                         |
| Unemployed                    | 4%                      | 5%                       | 3%                         | 4%                          |
| Not In Labour Force           | 30%                     | 45%                      | 27%                        | 26%                         |
| <b>OCCUPATION CATEGORY **</b> |                         |                          |                            |                             |
| White Collar                  | 20%                     | 14%                      | 23%                        | 19%                         |
| Grey Collar                   | 24%                     | 14%                      | 26%                        | 26%                         |

**NEW BRUNSWICK DEPARTMENT OF HEALTH & WELLNESS  
2001 NEW BRUNSWICK PREVALENCE STUDY  
SECTION 2 – PROVINCIAL OVERVIEW OF INVOLVEMENT  
IN GAMBLING**

|   | Total Adults<br>(n=800) | Non- Gamblers<br>(n=158) | Casual<br>Gamblers<br>(n=264) | Regular<br>Gamblers<br>(n=378) |
|---|-------------------------|--------------------------|-------------------------------|--------------------------------|
| Blue Collar   | 22%                     | 20%                      | 21%                           | 25%                            |
| Income Supported                                    | 34%                     | 51%                      | 31%                           | 30%                            |
| <b>MARITAL STATUS</b>                               |                         |                          |                               |                                |
| Single  | 20%                     | 15%                      | 23%                           | 20%                            |
| Married   | 69%                     | 70%                      | 68%                           | 68%                            |
| Separated/Divorced/Widowed                          | 11%                     | 15%                      | 9%                            | 12%                            |
| <b>HOUSEHOLD INCOME **</b>                          |                         |                          |                               |                                |
| ≤\$25,000   | 28%                     | 38%                      | 24%                           | 27%                            |
| \$25,001-\$50,000                                   | 36%                     | 34%                      | 35%                           | 39%                            |
| \$50,001+   | 35%                     | 28%                      | 41%                           | 34%                            |
| <b>NUMBER OF PEOPLE IN HOUSEHOLD**</b>              |                         |                          |                               |                                |
| One person household                                | 13%                     | 13%                      | 12%                           | 13%                            |
| Two people  | 36%                     | 44%                      | 32%                           | 36%                            |
| Three or more people                                | 51%                     | 43%                      | 56%                           | 51%                            |
| <b>CHILDREN IN HOUSEHOLD *</b>                      |                         |                          |                               |                                |
| Living With Children                                | 40%                     | 35%                      | 45%                           | 39%                            |
| No Children   | 60%                     | 65%                      | 55%                           | 61%                            |
| <b>RELIGION **</b>                                  |                         |                          |                               |                                |
| Catholic  | 46%                     | 31%                      | 44%                           | 53%                            |
| Protestant  | 18%                     | 18%                      | 21%                           | 15%                            |
| Other   | 24%                     | 35%                      | 25%                           | 20%                            |
| None  | 10%                     | 11%                      | 7%                            | 11%                            |
| <b>FREQUENCY OF ATTENDING RELIGIOUS SERVICES **</b> |                         |                          |                               |                                |
| 1+ per week   | 24%                     | 36%                      | 24%                           | 20%                            |
| 1+ per month  | 18%                     | 19%                      | 21%                           | 16%                            |
| Less often  | 36%                     | 24%                      | 40%                           | 38%                            |
| Never   | 22%                     | 22%                      | 15%                           | 26%                            |
| <b>IMPORTANCE OF RELIGIOUS INFLUENCE **</b>         |                         |                          |                               |                                |
| Very Important                                      | 36%                     | 52%                      | 38%                           | 29%                            |
| Somewhat Important                                  | 33%                     | 26%                      | 31%                           | 37%                            |
| Not Very Important                                  | 15%                     | 10%                      | 17%                           | 15%                            |
| Not at all Important                                | 16%                     | 10%                      | 14%                           | 19%                            |

**NEW BRUNSWICK DEPARTMENT OF HEALTH & WELLNESS  
2001 NEW BRUNSWICK PREVALENCE STUDY  
SECTION 2 – PROVINCIAL OVERVIEW OF INVOLVEMENT  
IN GAMBLING**

| HOME LANGUAGE ** |     |     |     |     |
|------------------|-----|-----|-----|-----|
| English          | 68% | 76% | 70% | 64% |
| French           | 31% | 24% | 29% | 36% |

\*\* Indicates significant difference at the 90%+ Confidence Level. Highlighting denotes the differences among player segments

**Non-Gambler Profile**

Non-Gamblers comprise 19% of the adult population in New Brunswick. These adults did not participate in any games of chance played for money over the past year and, therefore, they have not contributed towards any gambling expenditure in the province.

The majority (60%) report that they have never taken part in any gambling activity. However, approximately 40% have played at least one game of chance at sometime in the past primarily charity raffles or draws (18%), ALC lottery draws (16%) and/or Scratch n’ Win instant ticket games (9%) and Bingo (13%). Five percent or less has tried any of the other types of gambling.

Those adults categorized as Non-Gamblers tend to have the following demographic characteristics:

**NON GAMBLER  
PROFILE**

- More women (62%)
- More older adults
- Fewer employed
- More who are retired or are homemakers
- Fewer single/never married
- Fewer with children in household
- Lower household incomes
- Religion plays more important role in life
- Low exposure to and/or experience with gambling, either personally or in household

- Comprised of more women than men (62% versus 38%)
- On average, tend to be older than Casual or Regular Gamblers (50 years versus 40 to 45 years) with 44% of Non Gamblers in New Brunswick 55 years of age or older
- Similar to Regular Gamblers, a slight majority have high school education or less (51%) however, unlike Regular Gamblers, the remainder are evenly split between Vocational/College training (26%) and those with a University degree (24%).
- Due to the skew towards older adults, Non-Gamblers are significantly more likely to be out of the work force (51%), primarily retired (29%) and to a lesser extent homemakers (11%)
- Only 46% are employed in either fulltime (38%) or part-time positions with the lowest proportion of those employed in gray collar occupations such as skilled services and trades (14% versus 26%)
- Majority are married or involved in a spousal relationship (70%), with Non Gamblers significantly less likely to be single /never married than Casual Gamblers (15% versus 23%) although the percent who are widowed is twice as high (9% versus 4-5%)
- Annual household incomes tend to be skewed lower with only 28% noting incomes over \$50,000.
- Only 35% have any children under 19 years of age living in the household
- Non-Gamblers are less inclined to be Catholic (31%) than those who gamble on casual (44%) or regular basis (53%). This group of adults is most likely to report religious affiliations other than Catholic or Protestant (35%)

- Non-Gamblers are more likely to attend religious services weekly (36% versus 20-24%), with over half (55%) attending at least once a month or more often
- Religion appears to play a more important role in the lives of Non-Gamblers with 78% indicating religion is at least somewhat of an important influence in their everyday life and over half indicating it is very important (52%) as compared to 38% of Casual Gamblers and only 29% of Regular Gamblers.
- Approximately 16% of Non-Gamblers live with other adults who gamble on a casual or occasional basis with 7% noting at least one regular gambler resides in their household

**Casual Gambler Profile**

Casual Gamblers comprise 34% of the adult population in New Brunswick. **Over the past year Casual Gamblers on average spent approximately \$56.00 on gambling and games of chance (mean = \$56.32, median = \$22.00). Collectively, this represents only 5% of total annual gambling expenditures in New Brunswick.**

On average, Casual Gamblers have tried three different games of chance at some time in the past and participated in two different types of games over the last year, primarily lottery ticket type games. In fact, **96% of Casual Gamblers purchased a lottery ticket last year with 65% exclusively having gambled on these types of games. Just under one-third (31%) took part in other forms of gambling in addition to lottery tickets largely, VLT's (14%), slot machines at a casino (11%), Bingo (8%), card games outside of a casino (7%) and sports bets/pools (5%).**

Regular Gamblers are more likely than Casual Gamblers to have played most of the available games of chance in the last year with some notable exceptions. Casual Gamblers are more inclined to have purchased charity raffles and draws (51% versus 44%) and Casual Gamblers are just as likely to have gambled on slot machines (11%), horse racing (2%) and Sport Select Pro Line (3%)

**Those adults characterized as Casual Gamblers tend to have the following demographic profile:**

- Are almost equally likely to be male (48%) or female (52%)
- Tend to be younger than either of the other two player groups with 42% falling under 35 years of age as compared to 30% of Regular Gamblers and 22% of Non-Gamblers
- Education levels are skewed higher with 65% having post secondary education beyond High School
- Majority are married (68%) but there is a higher proportion of single adults than for Non-Gamblers (23% versus 15%)
- Employment status and occupational profiles tend to be similar to that noted for Regular Gamblers with 70% employed primarily in fulltime positions (60%). Compared to Non-Gamblers there is a higher proportion employed in White

| <b>CASUAL<br/>GAMBLERS<br/>PROFILE</b>                        |
|---|
| ▪ Equally likely to be male or female                         |
| ▪ Tend to be younger  |
| ▪ Higher education levels                                     |
| ▪ Have higher household incomes                               |
| ▪ Most likely to have children in household                   |
| ▪ More involved in religious activities than Regular Gamblers |



---

*In general, Casual Gamblers in New Brunswick tend to have higher socio-economic profiles than either Regular or Non-Gamblers*

Collar, professional positions (23% versus 15%), however, Casual Gamblers tend to be represented evenly across all occupation categories.

- Household incomes are skewed higher than for the other player segments, with 41% reporting incomes over \$50,000 per year versus approximately 28% to 34%.
- More likely to have children under 19 years of age living in the household (45%)
- Are more inclined than Non-Gamblers to report a Catholic Religion (44% versus 31%) although not to the extent noted for Regular Gamblers in the province (53%)
- Attend religious services more often than Regular Gamblers with 45% going at least once a month or more as compared to 36% of Regular Gamblers. Compared to both other player groups this is the lowest proportion who report never attending religious services (15% versus 22% to 26%)
- Religion tends to have a greater reported influence in the lives of Casual Gamblers over Regular Gamblers (Very Important: 38% versus 29%) although Non-Gamblers are most inclined to rate religious influences as important (52%)

### **Regular Gambler Profile**

Regular Gamblers comprise 47% of the adult population in New Brunswick. As noted earlier in the report, those adults who participate in gambling activities on a regular on-going basis each month are contributing 95% of the gambling expenditures in the province. **On average, Regular Gamblers spent approximately \$61.00 per month (mean=\$60.76, median=\$23.50) or approximately \$730.00 last year on gambling (mean=\$729.10, median=\$282.00).**

Regular Gamblers on average have tried four different types of gambling activities at some time and have played approximately three over the past year. Similar to Casual Gamblers lottery ticket games are accountable for the vast majority of gaming activity by most Regular Gamblers. Almost all Regular Gamblers (98%) purchased at least one lottery ticket over the past year, with 46% having only participated in this type of gambling. Just over half (52%) of Regular Gamblers took part in other non-lottery ticket gambling.

**In terms of trial, Regular Gamblers are more likely than Casual Gamblers to have ever tried:**

- lottery draw games (95% versus 78%),
- instant ticket (66% versus 52%),
- breakopens (24% versus 11%),
- video lottery (30% versus 23%),
- Bingo (30% versus 22%)
- card games outside of a casino (21% versus 15%)

There is virtually no difference in trial among Regular and Casual Gamblers for any of the other types of gambling including slot machines (≈23%), sports betting (≈11%), Pro Line (≈6%), table games at a casino (≈7%) or horse racing (≈7%). These

---

*Regular Gamblers are more likely than Casual Gamblers to be involved in Lottery ticket, VLT's, and Bingo. In fact, trial and play in the last year for almost all of the other less accessible types of gambling does not differ significantly between the two player groups.*

---

relationships also hold true for play in the last year. **Over the past year, Regular Gamblers are significantly more likely than Casual Gamblers to have been involved in:**

- Draw games (93% versus 69%),
- Instant lottery tickets (59% versus 43%),
- VLT<sup>n</sup> (21% versus 14%),
- bingo (18% versus 8%),
- card games (15% versus 7%)

**It is noteworthy that for those games of chance that are less widely available in New Brunswick (e.g. casino gambling, sports betting, horse racing), there is no difference in trial or, for the most part, play in the last year between Casual and Regular Gamblers.** Thus, the primary distinction among the Regular and Casual Gamblers is the greater tendency for Regular Gamblers to keep playing those games of chance that are easily accessible. Moreover, it appears that the more skill based types of gambling generate similar interest levels among both the Casual and Regular Gamblers while the latter group is responding more strongly to those games that tend to offer non-skill based random outcomes.

**Those adults characterized as Regular Gamblers tend to have the following demographic profile:**

- More likely to be male (58%) than female (42%)
- Fall across all age categories. Regular Gamblers are less inclined than Casual Gamblers to be under 35 years of age (30% versus 42%) but in general tend to be younger than Non-Gamblers with 27% 55 years of age or older compared to 44% of Non-Gamblers
- Education is skewed lower with half having high school or less (51%). While this is similar to levels noted for Non-Gamblers, Regular Gamblers comparatively are more inclined to report vocational or non-university training (34% versus 26%) and have the lowest proportion of those with University degrees (14% versus 24%)
- Similar to Casual Gamblers the majority are employed (70%) primarily on a fulltime basis (60%). Occupations are most often in Gray Collar (26%) skilled services and trades and Blue Collar (25%) positions rather than White Collar professional or management type positions (19%)
- Annual household incomes are generally lower than that noted for Casual Gamblers (\$50,000+: 34% versus 41%) but are skewed higher than for Non-Gamblers in the province (28%)
- Majority are married (68%), with 39% having children living in the household. Neither marital status nor presence of children differ significantly from Casual Gamblers
- Regular Gamblers are significantly more likely to be francophone with 36% of those who gamble at least once a month or more reporting French as their first language versus only 24% of Non-Gamblers and 29% of Casual Gamblers

---

**REGULAR  
GAMBLER  
PROFILE**

---

- More likely male
  - Fall across all age categories
  - Lower education levels
  - Majority are employed primarily in Gray and Blue Collar occupations
  - Skewed more towards mid incomes
  - Similar to Casual Gamblers majority are married
  - Higher proportion of francophones
  - Majority are Catholic
  - Religion less likely to play important role in life
-

- More likely to be Catholic than adults in either of the other two player segments, with just over half of Regular Gamblers indicating a catholic religious affiliation (53%).
- Are least likely to be attending religious services once a month or more often (36% versus Casual: 45% and Non-Gamblers: 54%) and are least likely to rate religious influence as very important in their life (29% versus Casual: 38%, Non-Gamblers: 52%)

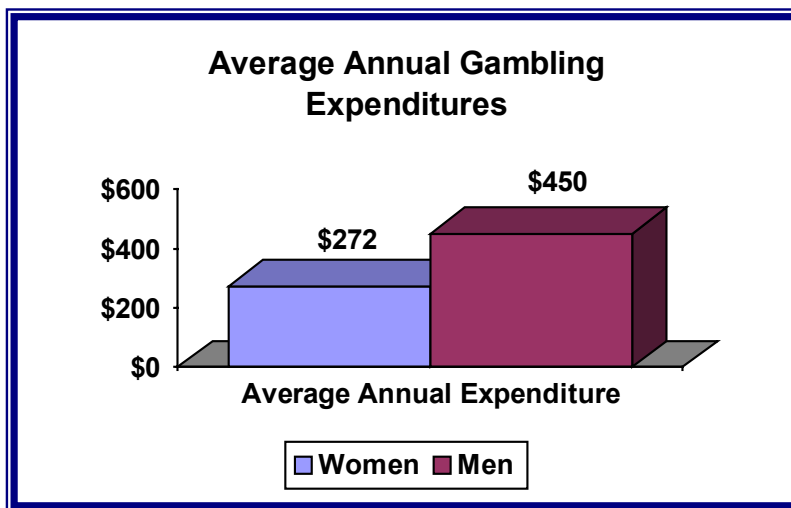
**Gender Differences in Gambling**

On average, women in New Brunswick have played fewer different types of games in the last year than men (1.9 versus 2.4) and are less inclined to take up regular playing patterns (0.6 versus 0.9).

The majority of men in the province are involved in gambling on a regular monthly basis (54%), whereas women tend to be more evenly divided between regular (40%) and casual play (36%).

The difference in participation levels accounts for the differences in average monthly expenditures observed between the sexes. **Men, on average spend \$37.00 per month, as compared to \$23.00 for women.** Therefore, annual gambling expenditures are significantly higher for men than women (\$450 versus \$272), with men contributing almost two-thirds (63%) of all gambling expenditures in New Brunswick. When only those who gamble on a regular monthly basis are considered there is no significant differences in monthly gambling expenditures by men or women.

Figure 6: Average Annual Gambling Expenditures by Gender



Differences in expenditure can also be attributed to the types of gambling in which men and women are involved.

*Men are more inclined to be regular gamblers in New Brunswick and thus, contribute approximately 63% of total gambling expenditures in the province. However, once women take up regular playing patterns there is no significant difference in how much men or women spend on gambling each*

*Women tend to spend more of their gambling dollars on Bingo and Scratch n’ Win lottery tickets than men, while men are more likely to be involved in all other gambling activities.*

The gambling options played primarily by men over the past year include:

- lottery draw tickets (72% versus 61%),
- video lottery (20% versus 9%),
- charity raffles/draws (42% versus 35%),
- table games at a casino (6% versus <1%),
- card games outside a casino (13% versus 5%),
- Sports pools (11% versus 1%), and Sport Select Pro Line (4% versus <1%).

**Collectively, these gambling options account for 77% of men’s gambling expenditures versus 36% for women.**

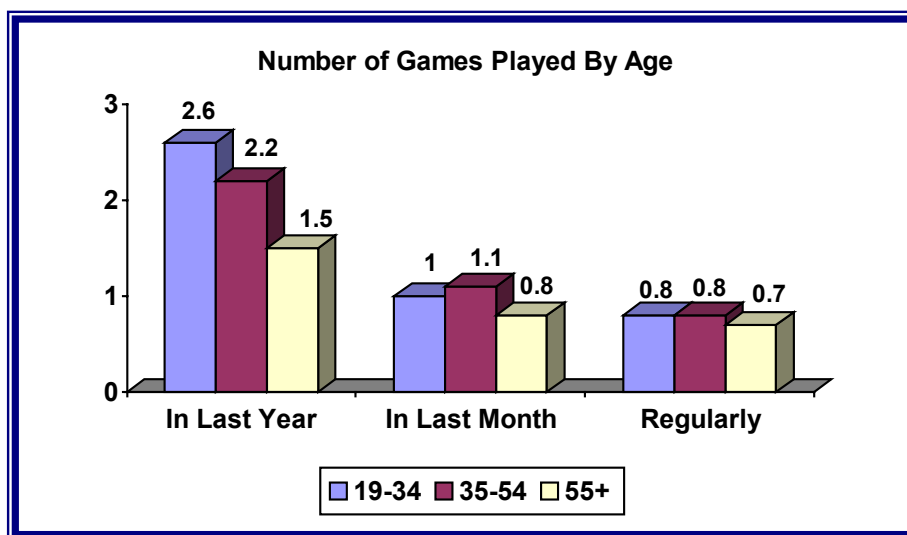
Women are more likely than men to be playing bingo (15% versus 7%) and are equally likely to purchase the instant Scratch n’ Win type lottery tickets (43%). Consequently, almost half of women’s gambling dollars is spent on bingo (47% versus 8% of men’s expenditures) with 14% allocated to instant lottery ticket games as compared to only 8% for men.

**Age Differences in Gambling**

Age was obtained for each respondent and then, for the purposes of the current report, grouped into three age categories for meaningful comparison: 19 - 34 years, 35 – 54 years, and 55 years or older.

Undoubtedly, age is strongly related to gambling behaviours in New Brunswick such that as age increases, the level and extent of involvement in gambling declines.

**Figure 7: Number of Different Games Played by Age Category**



Essentially, younger adults in the province have played more different games of chance in the last year compared to those over 55 years of age (2.4 versus 1.5), and more games in the last month (1.1 versus 0.8).

On a per game basis, younger adults are significantly more likely than their older counterparts to be involved in the last year in:

- instant lottery tickets (19 – 34: 59% versus 35 – 54 years: 44%; 55+ years: 23%),
- video lottery (19 – 34: 24% versus 35 – 54 years: 13%; 55+ years: 7%),
- table games at a casino (19 – 34: 6% versus 35 – 54 years: 3%; 55+ years: 1%),
- Sports pools (19 – 34: 13% versus 35 – 54 years: 5%; 55+ years: 1%), and Sport Select Pro Line (19 – 34: 4% versus 35 – 54 years: 2%; 55+ years: <1%).

Alternatively, middle aged adults are more likely than both younger and older adults to have played lottery draw tickets in the past year (35 – 54 years: 74% versus 19 – 34 years: 65%; 55+ years: 60%). There is no particular game of chance that is played annually primarily by those 55 years and older.

Interestingly, older adults are equally likely to be regular gamblers (46%) than those who are under 55 years of age (≈47%), although they are twice as likely to be non-gamblers (30% vs. ≈15%). This suggests that when seniors do try the various games of chance, they are more likely to take up regular playing patterns. Average monthly expenditures, therefore, do not differ significantly by age group. Those aged 55 or older spend just as much on gambling on average, per month, as those between the ages of 19 and 34 years (\$31 versus \$38). Again, while older adults are less likely to be involved in gambling, when they do take part, they become more involved and expenditures tend to be higher (for at least some types of gambling).

When only regular monthly gamblers are considered average, monthly expenditures are similar for both the older and younger adults (≈\$70 to \$80 per month). Regular Gamblers who are age 35 to 54 years spend significantly less each month on gambling (≈\$42.00)

### **Income Differences in Gambling**

All respondents were asked which of five broad, income categories best described their total 2001 household income before taxes. In order to obtain data for meaningful comparisons, annual household incomes were segmented into three primary income categories: less than \$25,000, \$25,000 to \$50,000, and more than \$50,000.

On average, those with the highest household incomes in New Brunswick played more different types of games in the last year (2.5) than those with household incomes between \$25,000 and \$50,000 (2.2) and less than \$25,000 (2.0). However, the number

---

*Younger adults (19-34 years) tend to be involved in a variety of games of chance.*

---

---

*While older adults are less likely to gamble in general, when they do try the games they are more likely to take up regular rather than casual playing patterns and tend to spend at higher levels, comparable to that noted for younger adults (19 – 34 years).*

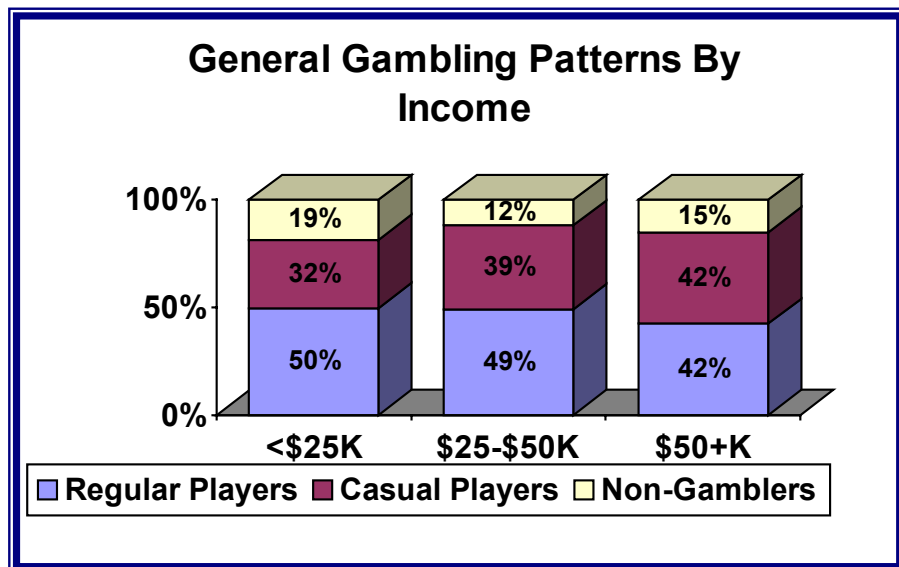
---

of different games played in the last month and on a regular basis did not differ by household income.

While the proportion of regular players in each income segment does not differ significantly, adults living in lower income households are more likely to be non-gamblers (23%) than those in households with higher incomes (≈15%). This suggests that those living in lower income households are more likely to take up regular playing patterns once they have tried a particular game of chance.

It could be argued that those with higher incomes should have more disposable income to allocate towards gambling. However, there are no significant differences in average gaming expenditures per month among the three primary segments. This means that those living in lower income households are spending a disproportionate amount of their incomes on gambling.

Figure 8: General Gambling Patterns by Income



---

*Gambling expenditures do not vary significantly among the income segments, suggesting that those living in lower income households are spending a disproportionate amount of their income on gambling activities.*

On a per game basis, there are some notable differences in the types of gaming activities engaged in by adults in each income category.

Adults in lower income households are less likely than those with higher household incomes to have participated in the last year in lottery draw tickets (57% versus  $\approx$ 73%) and charity raffles/draws (26% versus \$25,000-\$50,000: 35%; \$50,000+: 57%). **Alternatively, those in lower income households are more likely to be playing bingo** (19%), than those living in higher income households (25,000-\$50,000: 11%; \$50,000+: 7%). In fact, **adults in lower income households comprise 45% of bingo players in New Brunswick.**

**Adults living in household with the highest income are more likely than their counterparts to have played slot machines at a casino in the past year** (13% versus  $\approx$ 6%) and table games at a casino (6% versus  $\approx$ 1%). Adults in the highest income households make up 51% of slot machine players and 73% of other casino game players. These same adults are also more likely to have participated in sports pools in the past year (10% versus  $\approx$ 4%).



## TREND ANALYSIS – 1992, 1996 & 2001

In cooperation with the New Brunswick Department of Health and Wellness, changes had been introduced to the 2001 New Brunswick Prevalence Study to enhance the value and utility of the information obtained and to address criticisms surrounding SOGS-based measurements of gambling and problem gambling. Consequently, during the 2001 Prevalence Study it was necessary to establish new benchmark measures for on-going tracking of gambling behaviours. However, one of the key objectives of the current study was to also examine any changes in play behaviours that were identified and tracked in the two previous prevalence studies conducted in 1992 and 1996. Therefore, to provide NBDOHW with information related to changes in gambling behaviours, the data was examined and compared based on the key tracking indices identified in the previous studies, including:

---

*Trend analysis examines changes in the key tracking indices identified in the 1992 and 1996 studies.*

---

- ♦ Participation in gambling activities for ever played (trial), play in the last year and regular weekly play;
- ♦ Comparison of monthly gambling expenditures for all adults, gamblers and players of each specific game measured;
- ♦ Indices of the number of different activities for Lifetime (ever played), Recent (in last year) and Regular (per week) among all adults and among gamblers;
- ♦ Classification of gamblers by play status (Non-Gambler, Infrequent Gambler, Occasional Gambler and Regular Weekly Gambler).

### Measurement Of Gambling Trends

Trend analysis, or tracking measures, are highly sensitive to fluctuations in sampling or sample error. Therefore, considerable effort is required in ensuring a random representative sample is obtained for comparison purposes. Otherwise, any differences observed may be due to sample error rather than any real changes in responses over time.

In addition, contextual factors should be considered when interpreting trend data. For example, changes in particular measures may be directly related to changes in other market or environment conditions that were not measured or accounted for in the survey.



The value of trending data increases as the number of measurement periods increase, as comparison will reveal patterns or “trends” over time. Thus, the addition of a third data point for the New Brunswick Prevalence Study provides valuable information in assessing the changes previously noted between 1992 and 1996.

### **Changes in Survey Measures – 1992, 1996 Versus 2001**

In the 1992 and 1996 surveys, all respondents were asked a series of questions related to involvement in gambling for 10 different types of gaming options. The questions were constructed based on a four-level approach that has historically been used to measure gambling behaviour in SOGS-based prevalence studies:

1992 & 1996 Survey Questions:

- a) Have you ever bet or spent money on \_\_\_\_\_ ?
- b) **IF YES:** Have you purchased or spent money on \_\_\_\_\_ in the past year?
- c) **IF YES:** Can you give me an idea of the amount that you spend on \_\_\_\_\_ in a typical month?
- d) Do you gamble on \_\_\_\_\_ at least once per week?

In 2001, the following changes were introduced to:

- ♦ account for differences in playing patterns among the various games of chance;
- ♦ obtain more concise and flexible data for analysis;
- ♦ improve the accuracy of play and expenditure estimates.

2001 Survey Questions:

- A1a. Have you ever purchased or played any of the following games of chance for which you can win money? First of all... **(RECORD BELOW)**
- A1b. **IF EVER PLAYED THEN ASK:** During the last year, on average, how often did you purchase or play \_\_\_\_\_ ? **(READ LIST BELOW FOR EACH GAME EVER PLAYED)**

A1c. **IF Q # A1B>0 THEN SPECIFY:** On average, approximately how many times (per week, per month, or in the last year) did you play/purchase \_\_\_\_\_?

**List & Codes For Q # A1B: Q # A1C:**

|   |                               |
|---|-------------------------------|
| Weekly (once a week or more)                          | 5 – Specify # Times Per Week  |
| Monthly (once a month or more)                        | 4 – Specify # Times Per Month |
| Occasionally (sporadic, less often than once a month) | 3 —                           |
| Rarely (only once or twice a year)                    | 2 —                           |
| Seasonal/Varies due to time of year                   | 1 —                           |
| OR DID NOT PLAY IN LAST YEAR                          | 0                             |

} - Specify # Times Per Year

A1d. **IF Q # A1C>0 THEN ASK:** On average, how much did you spend, out of pocket (i.e., excluding any winnings) each time you played \_\_\_\_\_? **(ROUND TO NEAREST DOLLAR)**

A1e. **IF Q # A1C>0 THEN ASK:** On average, how much time did you spend each time you played \_\_\_\_\_? **(CONVERT TO NEAREST MINUTE)**

A1f. **IF Q # A1C>0 THEN ASK:** In the last month, how many times did you purchase or play?

Focal Research did not have access to the raw data for the previous studies and, therefore, relied upon the tracking indices included in the report prepared by Baseline Research for the New Brunswick Department of Finance (Video Lottery Program Review, 1997).

In order to assess any changes that occurred over time, the data for the 2001 Prevalence Study was included to match previous assumptions made in 1992 and 1996. The results were then compared and analyzed for those measures included in all three waves of the study. Only differences significant at the 95% confidence level are discussed.

To assist the reader in using the information, results are examined over time using the 1992 data as the benchmark measures. Significant differences are highlighted in the tables to illustrate when change occurred (e.g., between 1992 & 1996, 1992 & 2001, and 1996 & 2001) and an arrow (↑↓) is used to indicate the direction of change (increase or decrease).

### **Participation in Gambling Activities**

In 2001, participants were asked about their level of involvement with thirteen specific games of chance as well as a general question to capture gambling for other activities not measured individually. Only ten of the thirteen options had been measured in

previous surveys and can be compared over time. Participation levels for the various games of chance are tracked on a **lifetime basis (trial), in the past year**, and **on a weekly basis** for 1992, 1996, and 2001. A conversion rate is also presented for each game measured. This rate represents the proportion of players that tried a particular game of chance (ever played) and subsequently adopted regular weekly play patterns (play once a week).

**Table 14: Comparative Involvement In Gambling, 1992, 1996 & 2001**

|                         | 1992<br>(n=800) | 1996<br>(n=800) | 2001<br>(n=800) |
|-------------------------|-----------------|-----------------|-----------------|
| Ever Gambled            | 87%             | 92%↑            | 89%↓            |
| Gambled In Past Year    | 80%             | 84%↑            | 81%             |
| Regular Weekly Gambling | 36%             | 41%↑            | 31%↓            |

Note: Shading represents significant differences at the 95% confidence level. ↑↓ indicates direction of change.

*General involvement in gambling activities has declined significantly since the gains noted in 1996 and is now highly similar to levels noted a decade ago in 1992.*

In terms of participation in any gambling activities, there have been significant declines in the percent of adults in New Brunswick who have ever taken part in gambling (1996: 92% versus 2001: 89%) and in those who gamble on a regular weekly basis (1996: 41% versus 2001: 31%).

Following the increases noted in 1996, it appears that involvement in gambling has now fallen back to levels observed in 1992.

**Table 15: Trends in the participation in gambling activities, 1992, 1996 & 2001**

| Gambling Activity                   | Ever Played | In the Past Year | Play Once a Week | Conversion Rate (Weekly/Ever) |
|-------------------------------------|-------------|------------------|------------------|-------------------------------|
| Lottery Draws <sup>a</sup>          |             |                  |                  |                               |
| 1992                                | 68%         | 57%              | 30%              | 44%                           |
| 1996                                | 76%↑        | 67%↑             | 33%              | 43%                           |
| 2001                                | 74%         | 67%              | 25%↓             | 34%↓                          |
| Lottery – Instant Wins <sup>b</sup> |             |                  |                  |                               |
| 1992                                | 56%         | 43%              | 10%              | 18%                           |
| 1996                                | 64%↑        | 53%↑             | 13%              | 20%                           |
| 2001                                | 54%↓        | 44%↓             | 6%↓              | 11%↓                          |
| Video Lottery                       |             |                  |                  |                               |
| 1992                                | 20%         | 17%              | 5%               | 25%                           |
| 1996                                | 23%         | 19%              | 4%               | 17%                           |
| 2001                                | 22%         | 15%↓             | 2%↓              | 9%↓                           |
| Bingo                               |             |                  |                  |                               |
| 1992                                | 28%         | 16%              | 5%               | 11%                           |
| 1996                                | 27%         | 17%              | 3%               | 19%↑                          |
| 2001                                | 24%         | 11%↓             | 4%               | 17%                           |
| Slot Machines at a Casino           |             |                  |                  |                               |
| 1992                                | 8%          | 2%               | NA               | NA                            |
| 1996                                | 12%↑        | 6%↑              | <1%              | NA                            |

**NEW BRUNSWICK DEPARTMENT OF HEALTH & WELLNESS  
2001 NEW BRUNSWICK PREVALENCE STUDY  
SECTION 3 – TREND ANALYSIS – 1992, 1996 & 2001**

| Gambling Activity           | Ever Played | In the Past Year | Play Once a Week | Conversion Rate (Weekly/Ever) |
|-----------------------------|-------------|------------------|------------------|-------------------------------|
| 2001                        | 20%↑        | 9%↑              | <1%              | NA                            |
| Dice/Card Games at a Casino |             |                  |                  |                               |
| 1992                        | 4%          | <1%              | NA               | NA                            |
| 1996                        | 4%          | 1%               | NA               | NA                            |
| 2001                        | 6%          | 3%               | <1%              | NA                            |
| Sports Betting <sup>c</sup> |             |                  |                  |                               |
| 1992                        | 18%         | 12%              | 1%               | 6%                            |
| 1996                        | 16%         | 10%              | 2%               | 12%                           |
| 2001                        | 10%↓        | 6%↓              | <1%              | NA                            |
| Card games not at a casino  |             |                  |                  |                               |
| 1992                        | 27%         | 17%              | 3%               | 11%                           |
| 1996                        | 26%         | 17%              | 3%               | 12%                           |
| 2001                        | 16%↓        | 9%↓              | 1%               | 6%                            |
| Horse Racing                |             |                  |                  |                               |
| 1992                        | 14%         | 4%               | <1%              | NA                            |
| 1996                        | 14%         | 2%               | <1%              | NA                            |
| 2001                        | 6%↓         | 2%               | <1%              | NA                            |
| Charity Raffles/Draws       |             |                  |                  |                               |
| 1992                        | 57%         | 45%              | 2%               | 4%                            |
| 1996                        | 61%         | 53%              | 2%               | 3%                            |
| 2001                        | 49%↓        | 38%↓             | <1%              | NA                            |

Notes: <sup>a</sup> includes 6/49, Super 7, TAG etc.; <sup>b</sup> includes scratch 'n wins, breakopens, & Sport Select Proline; <sup>c</sup> does not include Sport Select Proline; NA = due to small sample sizes estimates are suppressed; Shading represents significant differences at the 95% confidence level. ↑↓ indicates direction of change.

*Only play of slot machines at a casino has experienced a significant increase at any level of participation since monitoring began in 1992.*

Overall, with the exception of slot machines (at a casino), it appears that play of most games of chance in New Brunswick has declined significantly since 1996.

In general, the declining participation levels mean that fewer adults are taking part in gambling activities at any level of participation in 2001 than in previous years, 1996 in particular. The conversion rates for lottery draws, instant win lottery tickets, and video lottery illustrate this point more clearly. For each of these games, the conversion rate is at its lowest point since monitoring began in 1992, meaning that fewer people that try these games are continuing to play on a regular weekly basis.

---

*Given a wider selection of draw games available for play (2001: Lotto 6/49, TAG, Super 7, Atlantic Choice/Keno, Pik 4, Wild 5), players may be less loyal to a particular game and instead purchase in response to escalating jackpot amounts, or other factors.*

---

*Play of Lottery ticket games appears to have become more impulsive rather than a planned regular purchase.*

---

---

*There has been no growth in the player base for either Video Lottery or Bingo. In the case of VLT's, regular weekly play has declined, whereas there are now fewer casual or occasional Bingo players.*

## **Lottery Draws**

Following the increases in draw ticket play noted in 1996, there have been no significant changes in trial (74%) or play in the last year (67%). However, in 2001, fewer adults in New Brunswick are playing draw ticket games on a regular weekly basis (25% versus 33%). As a result, the conversion rate for draw tickets has declined (34% versus 43%), with only approximately one-third of those who have ever tried lottery draws continuing to play at least once per week or more. This means that a higher proportion of players have adopted less regular playing patterns for draw games in 2001.

## **Instant Lottery Tickets**

Trial (54%) and play in the last year (44%) for instant lottery ticket games has dropped back to levels noted in 1992. It appears that the increases observed in 1996 were temporary and have not been sustained. Fewer adults now purchase any instant games, such as \$2.00 and \$1.00 scratch 'n wins or breakopen tickets, on a regular weekly basis (6%) than was the case in either 1992 (10%) or 1996 (13%).

## **Video Lottery**

Trial of video lottery has remained stable over the three measures, suggesting that few new players have been attracted to the games. In fact, there is evidence that the player base for video lottery games is contracting, with fewer adults having played in the last year (15% versus 19%) and regular weekly play having declined by approximately 50% (2% versus 4%). The conversion rate for regular play of video lottery has dropped to an all-time low of 9%. Regardless, the continuing growth in video lottery revenues suggests that those who are continuing to play the games are playing at more intensive levels.

## **Bingo**

As noted for video lottery, trial of Bingo has remained stable since 1992, with approximately one-quarter of adults having ever tried the game. Play in the last year for bingo has declined from 17% in 1996 to 11% in 2001. However, regular weekly play remained constant (4%). This suggests that fewer casual or occasional players were involved with bingo in 2001 than in 1996.

## **Casino Gambling**

The only increase noted in 2001 was for play of slot machines at a casino. Since casino gaming was introduced in the adjacent province of Nova Scotia in 1994, the percent of New Brunswick adults having tried slot machines has steadily increased from 8% in 1992 to 20% in 2001. Trial of slot machines is now similar to that noted for video lottery (22%) and bingo (24%). Play in the last year has also increased by more than a factor of four (9% versus 2%).

---

*Trial of slot machines by adults in New Brunswick has increased by 150% (8% vs. 20%) since casino gambling was introduced in Nova Scotia.*

---

*It appears that the introduction of the regulated sports lottery has not lead to any increases in sports betting activity but, rather, has attracted those already involved in unregulated sports gambling*

---

Conversely, the impact of casino table games for adults in New Brunswick has been negligible. There has been no increase in trial of dice or card games at a casino (6%). There is some practical evidence that play in the last year has increased (1996: 1% to 2001: 3%). For the most part, this suggests that past players of casino table games are more likely to have played in the last year but that this type of gambling has not attracted new players to take part.

### **Sports Betting**

There has been a significant decline in sports betting activity since 1996, both in terms of trial (10% versus 16%) and play in the past year (6% versus 10%). The tracking indices for 1992 and 1996 did not include Sport Select Proline, which was introduced by the Atlantic Lottery Corporation in 1994. In 2001, 5% of adults have tried the sports lottery game, with 4% having played in the past year. Thus, it appears that the decline in play for sports bets and pools is largely due to bettors in the province shifting some of their gambling dollar towards regulated sports lottery.

### **Card Games (Outside Of A Casino)**

The percentage of those involved in unregulated card games played for money has dropped by almost 50% for play in the last year (9% versus 17%). It may be that the wider variety of regular gambling activities available in the province has successfully competed for adults' gambling expenditures on card games.

### **Horse Racing**

The percentage of adults who report having ever tried betting on horse racing has declined from 14% to 6%. Despite fewer adults being attracted to play, the percentage of adults who "gambled on the horses" over the past year has remained stable at 2%, with less than 1% engaging in any regular weekly gambling.

### **Charity Raffles/Draws**

In 2001, it appears that adults in New Brunswick are less likely to have ever purchased any charity raffle or draw tickets (49% versus 61%), or to have played in the last year (38% versus 53%). It is unclear if the results may be due to changes in questionnaire design between 2001 and the previous surveys. It may also be that results are being influenced by changing perceptions surrounding definitions of gambling, such that adults are less likely to perceive charity raffles and draws as gambling activities; they are supporting a worthy cause regardless of the game outcome.

### **Average Monthly Gambling Expenditures**

To examine differences in gambling expenditures over time, the dataset for 2001 was segmented to match the results reported in 1996. It should be kept in mind that in 1992 and 1996, expenditure estimates were based only on those adults who provided information on expenditures on a monthly basis. In 2001, expenditure estimates were

**NEW BRUNSWICK DEPARTMENT OF HEALTH & WELLNESS**  
**2001 NEW BRUNSWICK PREVALENCE STUDY**  
**SECTION 3 – TREND ANALYSIS – 1992, 1996 & 2001**

obtained for all those who gambled in the past year. Furthermore, the estimates were derived based on frequency of play and per time expenditure, in order to enhance the accuracy of the estimates.

In the table below, **Overall Expenditures** represents the average monthly expenditure for each gambling activity among the total sample. **Gamblers' Expenditure** represents the average monthly expenditure among those that had participated in any gambling activity in the past year. **Average Monthly Expenditures** represents the average monthly expenditure among those who participated in each specific form of gambling in the past year.

**Table 16: Comparative Summary of Average Monthly Gambling Expenditures**

| Gambling Activity                           | Overall | Gamblers | Average Monthly Expenditures |
|---|---------|----------|------------------------------|
| Lottery Draws (e.g., 649, Super 7)          |         |          |                              |
| 1992  | \$7.25  | \$8.34   | \$13.65                      |
| 1996  | \$7.31  | \$7.92   | \$10.93                      |
| 2001  | \$8.82  | \$9.96↑  | \$17.25                      |
| Lottery Instant Wins (e.g., scratch 'n win) |         |          |                              |
| 1992  | \$3.32  | \$3.82   | \$8.46                       |
| 1996  | \$3.51  | \$3.81   | \$6.71                       |
| 2001  | \$3.38  | \$3.82   | \$12.44                      |
| Video Lottery                               |         |          |                              |
| 1992  | \$4.55  | \$5.23   | \$29.10                      |
| 1996  | \$3.87  | \$4.20   | \$20.83                      |
| 2001  | \$5.89  | \$6.66   | \$63.18                      |
| Bingo                                       |         |          |                              |
| 1992  | \$3.87  | \$4.46   | \$32.35                      |
| 1996  | \$5.41  | \$5.86   | \$31.59                      |
| 2001  | \$6.88  | \$7.77   | \$67.01                      |
| Charity Raffles/Draws                       |         |          |                              |
| 1992  | \$2.71  | \$3.12   | \$7.24                       |
| 1996  | \$3.56  | \$3.86   | \$6.92                       |
| 2001  | \$1.22↓ | \$1.38↓  | \$5.50                       |
| Card games not at a casino                  |         |          |                              |
| 1992  | \$2.72  | \$3.13   | \$20.34                      |
| 1996  | \$2.75  | \$2.98   | \$16.94                      |
| 2001  | \$1.62  | \$1.83   | \$23.37                      |
| Sports Betting                              |         |          |                              |
| 1992  | \$1.05  | \$1.22   | \$11.15                      |
| 1996  | \$1.37  | \$1.48   | \$14.09                      |
| 2001  | \$0.70↓ | \$0.80↓  | \$12.29                      |

Note: Shading represents significant differences at the 95% confidence level. ↑↓ indicates direction of change. Due to insufficient information available from previous studies, statistical tests were not conducted for Average Monthly Expenditures.



*While there have been no significant increases in the percent of adults participating in gambling activities, average monthly expenditures have increased since 1992 for those who play lottery draws, instant ticket games, video*

The information in the table provides the basis for the following observations:

- In 2001, monthly expenditures remained stable on an overall basis for most forms of gambling: lottery draws (\$8.82), instant-win lottery tickets (\$3.38), video lottery (\$5.89), bingo (\$6.88), and card games not at a casino (\$1.62). Declines were noted for only two forms of gambling. Overall monthly expenditures declined between 1996 and 2001 for charity raffles (from \$3.56 to \$1.22) and sports betting (from \$1.37 to \$0.70);
- Among those who spent any money on games of chance in the past year, monthly expenditures also remained stable for most forms of gambling: instant-win lottery tickets (\$3.82), video lottery (\$6.66), bingo (\$7.77), card games not at a casino (\$1.83). Lottery draws experienced an increase (from \$7.92 to \$9.96), whereas declines were noted for charity raffles (from \$3.86 to \$1.38) and sports betting (from \$1.48 to \$0.80);
- Due to insufficient information from previous studies, statistical testing could not be conducted for the average monthly expenditures among gamblers of specific games of chance. However, it appears that average monthly expenditures have increased for lottery draws (from \$10.93 to \$17.25), instant-win lottery tickets (from \$6.71 to \$12.44), video lottery (from \$20.83 to \$63.18), and bingo (from \$31.59 to \$67.01).

Table 17 specifically examines average monthly expenditures among those who played each game of chance and who, in 1992 and 1996, reported an expenditure estimate. **Average Monthly Expenditure** is repeated from the last column in the previous table, whereas **Play More Than Once A Week** represents the average monthly expenditure among those who play each game of chance on a regular weekly basis, and **Play Less Often Than Once A Week** represents the average monthly expenditure among those who play each game of chance less regularly.

**Table 17: Average Monthly Gambling Expenditures By Game Players**

| Gambling Activity                           | Average Monthly Expenditure | Play More Than Once A Week | Play Less Than Once A Week |
|---|-----------------------------|----------------------------|----------------------------|
| Lottery Draws (e.g., 649, Super 7)          |                             |                            |                            |
| 1992  | \$13.65                     | \$19.96                    | \$5.85                     |
| 1996  | \$10.93                     | \$16.24                    | \$5.94                     |
| 2001  | \$17.25                     | \$29.49                    | \$5.37                     |
| Lottery Instant Wins (e.g., scratch 'n win) |                             |                            |                            |
| 1992  | \$8.46                      | \$18.13                    | \$5.13                     |
| 1996  | \$6.71                      | \$13.60                    | \$4.55                     |
| 2001  | \$12.44                     | \$41.15                    | \$4.50                     |



**NEW BRUNSWICK DEPARTMENT OF HEALTH & WELLNESS  
2001 NEW BRUNSWICK PREVALENCE STUDY  
SECTION 3 – TREND ANALYSIS – 1992, 1996 & 2001**

| Gambling Activity          | Average Monthly Expenditure | Play More Than Once A Week | Play Less Than Once A Week |
|----------------------------|-----------------------------|----------------------------|----------------------------|
| Video Lottery              |                             |                            |                            |
| 1992                       | \$29.10                     | \$56.63                    | \$39.01                    |
| 1996                       | \$20.83                     | \$84.82                    | \$6.66                     |
| 2001                       | \$63.18                     | \$299.90                   | \$17.96                    |
| Bingo                      |                             |                            |                            |
| 1992                       | \$32.35                     | \$67.07                    | \$18.78                    |
| 1996                       | \$31.59                     | \$65.18                    | \$18.28                    |
| 2001                       | \$67.01                     | \$137.95                   | \$20.67                    |
| Charity Raffles/Draws      |                             |                            |                            |
| 1992                       | \$7.24                      | \$23.81                    | \$6.61                     |
| 1996                       | \$6.92                      | \$11.00                    | \$6.80                     |
| 2001                       | \$5.50                      | \$5.37                     | \$5.50                     |
| Card games not at a casino |                             |                            |                            |
| 1992                       | \$20.34                     | \$55.95                    | \$11.64                    |
| 1996                       | \$16.94                     | \$46.21                    | \$10.31                    |
| 2001                       | \$23.37                     | \$50.52                    | \$17.85                    |
| Sports Betting             |                             |                            |                            |
| 1992                       | \$11.15                     | \$21.09                    | \$13.01                    |
| 1996                       | \$14.09                     | \$19.00                    | \$9.46                     |
| 2001                       | \$12.29                     | \$35.86                    | \$8.08                     |

Note: Due to insufficient information available from previous studies, statistical tests were not conducted for Average Monthly Expenditures.

*Among those who participate annually in lottery tickets, video lottery and bingo, expenditure appears to have increased, largely due to increased expenditure among Regular Weekly Players.*

Again, insufficient information for the previous studies precludes any statistical comparisons. However, examination of the data indicates that average monthly expenditures have increased between 1996 and 2001 among those who play regulated gambling options, including lottery draws, instant-win lottery tickets, video lottery, and bingo. Moreover, it appears that the increases are the result of increased expenditures among those who play each of these games on a regular weekly basis. Average monthly expenditures among the other players has remained fairly constant, with video lottery being the lone exception.

### **Measures of Gambling Activity**

Three indices were constructed to measure the extent of gambling activity. Each index represents the range of unique gambling activities that respondents have taken part in.

In the 1992 and 1996 surveys, respondents were questioned about 12 unique types of gambling, whereas in 2001, 14 unique games of chance were examined.

The first index, Lifetime Index, provides the range of involvement on a lifetime basis. That is, whether the respondent had ever participated in each form of gambling. The second index, Recent Index, describes the range of involvement over the past year and the third index, Regular Index, describes the range of gambling activities respondents are involved with on a regular weekly basis.

**Table 18: Index of Gambling Activities Among All Respondents (n=800)**

| Gambling Activities<br># of Games | Lifetime Index |      |      | Recent Index |      |      | Regular Index |      |      |
|-----------------------------------|----------------|------|------|--------------|------|------|---------------|------|------|
|                                   | 1992           | 1996 | 2001 | 1992         | 1996 | 2001 | 1992          | 1996 | 2001 |
| 0                                 | 13%            | 8%↓  | 11%↑ | 20%          | 15%↓ | 19%↑ | 64%           | 59%↓ | 69%↑ |
| 1                                 | 11%            | 10%  | 15%↑ | 20%          | 14%↓ | 19%↑ | 23%           | 26%  | 25%  |
| 2                                 | 20%            | 13%↓ | 21%↑ | 23%          | 25%  | 25%  | 9%            | 13%↑ | 5%↓  |
| 3                                 | 19%            | 19%  | 18%  | 17%          | 21%↑ | 16%↓ | 3%            | 2%   | 1%   |
| 4                                 | 15%            | 16%  | 12%↓ | 12%          | 14%  | 11%  | <1%           | <1%  | <1%  |
| 5                                 | 12%            | 13%  | 10%  | 5%           | 7%   | 5%   | <1%           | <1%  | 0%   |
| 6                                 | 7%             | 7%   | 6%   | 3%           | 3%   | 2%   | <1%           | <1%  | 0%   |
| 7                                 | 2%             | 6%   | 3%↓  | 1%           | 2%   | 1%   | 0%            | 0%   | 0%   |
| 8                                 | 2%             | 3%   | 2%   | <1%          | <1%  | <1%  | 0%            | 0%   | 0%   |
| 9                                 | <1%            | 2%   | 1%   | <1%          | 0%   | 0%   | 0%            | 0%   | 0%   |
| 10                                | <1%            | 2%   | <1%  | 0%           | 0%   | 0%   | 0%            | 0%   | 0%   |
| 11                                | 0%             | <1%  | <1%  | 0%           | 0%   | 0%   | 0%            | 0%   | 0%   |
| 12                                | <1%            | 0%   | <1%  | 0%           | 0%   | 0%   | 0%            | 0%   | 0%   |

Note: Shading represents significant differences at the 95% confidence level. ↑↓ indicates direction of change.

*Since 1996, the range of games of chance that New Brunswick adults participated in has declined, returning to levels noted in 1992.*

Involvement with the various gambling types in 2001 more closely resembles patterns noted for 1992 than 1996.

Compared to 1996, there has been a decline in the number of different gambling activities adults are typically involved in:

- more respondents have never played any games of chance in their lifetime than in 1996 (11% versus 8%), in the past year (19% versus 15%), and on a regular weekly basis (69% versus 59%);
- more respondents have played only a single game of chance in their lifetime (15% versus 10%) and in the past year (19% versus 14%) than in 1996;
- Fewer respondents play two or more games of chance on a regular weekly basis than in 1996 (7% versus ≈15%).

To explore in greater depth the range of gambling activities that New Brunswick adults engage in, these same indices were reconstructed using gamblers only as the base (Table 19).

The first index, Lifetime Index, describes the range of gambling activities for those who have ever gambled in their lifetime. The second index, Recent Index, represents the range of gambling activities for those who have gambled in the past year and the third index, Regular Index, represents the range of gambling activities for those who gamble on a regular weekly basis.

**Table 19: Index of Gambling Activities Among Players Only**

| Gambling Activities | Lifetime Index |       |       | Recent Index |       |       | Regular Index |       |       |
|---------------------|----------------|-------|-------|--------------|-------|-------|---------------|-------|-------|
|                     | # of Games     | 1992  | 1996  | 2001         | 1992  | 1996  | 2001          | 1992  | 1996  |
|                     | n=697          | n=738 | n=703 | n=640        | n=678 | n=642 | n=287         | n=330 | n=250 |
| 1                   | 12%            | 10%   | 17%↑  | 25%          | 16%↓  | 24%↑  | 65%           | 63%   | 78%↑  |
| 2                   | 22%            | 15%↓  | 24%↑  | 28%          | 30%   | 31%   | 24%           | 30%   | 17%↓  |
| 3                   | 22%            | 21%   | 20%   | 21%          | 25%↑  | 20%↓  | 7%            | 6%    | 4%    |
| 4                   | 17%            | 18%   | 13%↓  | 15%          | 17%   | 14%   | 2%            | <1%   | 1%    |
| 5                   | 13%            | 14%   | 12%   | 6%           | 8%    | 7%    | 1%            | <1%   | 0%    |
| 6                   | 8%             | 8%    | 7%    | 4%           | 3%    | 3%    | 1%            | <1%   | 0%    |
| 7                   | 3%             | 6%    | 3%↓   | 1%           | 2%    | 2%    | 0%            | 0%    | 0%    |
| 8                   | 2%             | 4%↑   | 3%    | <1%          | <1%   | <1%   | 0%            | 0%    | 0%    |
| 9                   | <1%            | 2%    | 1%    | <1%          | 0%    | 0%    | 0%            | 0%    | 0%    |
| 10                  | <1%            | 2%    | <1%   | 0%           | 0%    | 0%    | 0%            | 0%    | 0%    |
| 11                  | 0%             | <1%   | <1%   | 0%           | 0%    | 0%    | 0%            | 0%    | 0%    |
| 12                  | <1%            | 0%    | <1%   | 0%           | 0%    | 0%    | 0%            | 0%    | 0%    |

Note: Shading represents significant differences at the 95% confidence level. ↑↓ indicates direction of change.

The information in Table 19 confirms and reinforces the two primary findings from the previous table. First, involvement patterns in 2001 more closely resemble those noted for 1992 than 1996. In fact, there are only two significant differences noted between 1992 and 2001:

- More regular weekly gamblers play only a single game of chance on a regular weekly basis in 2001 than in 1992 (78% versus 65%);
- Fewer regular weekly gamblers play two games of chance on a regular weekly basis in 2001 than in 1992 (17% versus 24%).

As noted for total adults, compared to 1996 there has been a general decline in the number of different games that gamblers participate in:

*Among past year gamblers, the range of games of chance played peaked in 1996, and has since returned to levels noted in 1992.*

- More of those who have gambled in their lifetime have played either one (17% versus 10%) or two (24% versus 15%) games of chance than in 1996;
- More of those who have gambled in the past year have played only a single game of chance in that same period than in 1996 (24% versus 16%);
- More regular weekly gamblers play just a single game of chance on a regular weekly basis than in 1996 (78% versus 63%).

## Respondent Classifications, 1992, 1996 & 2001

As in the two previous surveys, respondents were again classified into one of four gambling categories based upon their level of involvement with gambling. Whereas the analysis on the range of gambling activities that New Brunswick adults are engaged in portrays the scope of the populations commitment to gambling, the respondent classifications describe the intensity of the involvement with one or more forms of gambling.

A description of each classification is shown in Table 20. The four classifications are mutually exclusive and exhaustive, meaning that each individual can be categorized into one, and only one, of the four possible classifications. The table that follows, Table 21, shows the classification results for 1992, 1996, and 2001.

### GAMBLER TYPES

- Non-Gamblers
- Infrequent Gamblers
- Occasional Gamblers
- Regular Gamblers

Table 20: Survey Respondent Classification Descriptions

| Classification      | Description  |
|---------------------|--|
| Non-Gamblers        | Participants who have never participated in any of the gaming activities explored in the survey.       |
| Infrequent Gamblers | Those who have participated in at least one gambling activity at some point in their life.             |
| Occasional Gamblers | Participants who have bet money or spent money on at least one gambling activity in the past year.     |
| Regular Gamblers    | Participants who bet or spent money on at least one gambling activity regularly – once a week or more. |

Table 21: Classification of Gamblers, 1992, 1996, & 2001

|                     | 1992 | 1996 | 2001 |
|---------------------|------|------|------|
| Non-Gamblers        | 13%  | 8%↓  | 12%↑ |
| Infrequent Gamblers | 7%   | 8%   | 8%   |
| Occasional Gamblers | 44%  | 43%  | 49%↑ |
| Regular Gamblers    | 36%  | 41%↑ | 31%↓ |

Note: Shading represents differences at the 95% confidence level. ↑↓ indicates direction of change.

Consistent with the findings for other tracking measures, the classification of gamblers in 2001 tends to be more similar to results in 1992.

In 1996, a significant increase was observed in the percentage of adults in New Brunswick who had gambled in the past year (1992: 87% versus 1996: 92%). The gain was entirely accounted for by an increase in regular weekly gamblers (36% versus 41%). Thus, compared to 1992, significantly more adults were gambling in New Brunswick at more “intensive” or regular levels in 1996.

In 2001, the percentage of adults who have gambled in the past year has dropped back to 1992 levels (89%) with a similar number of adults classified as non-gamblers (≈12%). However, there has also been a shift observed in the frequency of play by adults. In 2001, significantly fewer adults are engaging in regular weekly gambling (31%) than was the case in either 1996 (41%) or 1992 (36%). Instead, adults in 2001 are more inclined to be classified as Occasional Gamblers (49% versus 43%).

---

*The decline in involvement levels for gambling over time is more likely due to changes in gambling habits or patterns rather than lower commitment to gambling.*

---

While the results suggest a decline in involvement levels for gambling, it is more likely indicative of changes in gambling habits or patterns rather than a decline in commitment to gambling. In 1996, it appears that more adults had been attracted to gambling either through the introduction of new games and/or gambling options. 1996 represented a year of growth and expansion in the gaming industry (see Atlantic Lottery Corporation 1996 Annual Report) and, thus, adults may have been enticed to try a wider variety of games. Compared to 1992, in 1996 video lottery gaming was now firmly established and more widely distributed in New Brunswick; casino gambling had been introduced in the region (Nova Scotia); the Atlantic Lottery Corporation’s sports lottery had been launched; charities were more involved in the use of gambling to generate funds; new forms of bingo were introduced; the scratch ‘n win product line for lottery tickets was expanded to a \$2.00 price point; and a new national lottery game (Super 7) had been introduced.

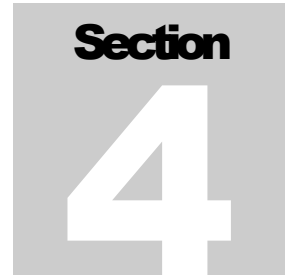
It is not surprising that an increase in general play levels also occurred in 1996. However, over time, it appears that adults in the region have changed their gambling habits to reflect the new gambling options and some adults have dropped play after trying new games. This was observed in the lower conversion rates in 2001 for most games of chance, such that fewer of those who have tried the games are continuing to play on a regular basis.

---

*Although fewer adults are involved in regular gambling in 2001, those who are gambling are involved at a more intensive or committed level.*

---

Despite the fact that regular weekly gambling has declined in New Brunswick, there has been a significant increase in gambling revenues (see Section 1.0 – 2001 Gambling Revenues). Therefore, the results suggest that while fewer adults are involved in gambling on a yearly or weekly basis in 2001, those who are gambling are involved at a more intensive or committed level.



## MEASURE OF PROBLEM GAMBLING

### The Canadian Problem Gambling Index

---

*The CPGI results  
from a  
collaborative  
process between  
the provinces  
specifically  
designed to track  
the prevalence of  
problem gambling  
in the Canadian  
general  
population*

The 2001 Survey of Gambling and Problem Gambling in New Brunswick used the Canadian Problem Gambling Index (CPGI) as the measure of problem gambling. The measure was recently developed under the aegis of the Canadian Centre on Substance Abuse for the Inter-Provincial Task Force on Problem Gambling. Unlike its predecessors such as the South Oaks Gambling Screen (SOGS) and the DSM – IV, the CPGI was designed specifically for screening in the general population. While both the SOGS and DSM – IV have been used in this capacity for years, they are both clinical assessment tools that were developed prior to the introduction and widespread distribution/accessibility of various gambling options such as electronic gambling machines. The unique aspect of some types of gambling, therefore, are not accounted for in screening using either the SOGS or DSM – IV.

SOGS also suffers from poor specificity due to the inclusion of both dysfunctional and non-dysfunctional diagnostic criteria. SOGS, therefore, picks-up (diagnoses) a significant proportion of false positives, a problem that is exacerbated outside of the clinical setting. As such, the use of SOGS in general population surveys, and DSM – IV implicitly, have come under sharp criticism (NSDOH & Focal Research, 1998; Abbott & Volberg, 1999; Schaffer et al, 1997; Dickerson & Baron, 1999; Volberg & Banks, 1990).

The CPGI was validated for use in the general population in January 2000<sup>8</sup> and, subsequently, has been used to measure the prevalence of problem gambling in Saskatchewan.

---

<sup>8</sup> Ferris, J., and Wynne, H. (2000). Validating the Canadian Problem Gambling Index: Report on the Pilot Phase of Testing, January 10, 2000. Canadian Centre on Substance Abuse.

## Scoring the CPGI

The CPGI consists of nine items which are described in Table 22.

**Table 22: Items Comprising the Canadian Problem Gambling Index (CPGI)**

| # | Thinking about the past twelve months.....   |
|---|--|
| 1 | Have you bet more than you really could afford to lose?  |
| 2 | Have you needed to gamble with larger amounts of money to get the same feeling of excitement?  |
| 3 | When you gambled, did you go back another day to try and win back the money you lost?  |
| 4 | Have you borrowed money or sold anything to get money to gamble?   |
| 5 | Have you felt that you might have a problem with gambling?   |
| 6 | Have people criticized your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true? |
| 7 | Have you ever felt guilty about the way you gamble, or what happens when you gamble?   |
| 8 | Has gambling caused you any health problems, including stress or anxiety?  |
| 9 | Has your gambling caused any financial problems for you or your household?   |

Each question has four response options including never (scored as 0), sometimes (scored as 1), most of the time (scored as 2), and almost always (scored as 3). To score the CPGI, the nine items are summed to arrive at a total score ranging from 0 to 27, and interpreted using the following risk continuum:

### CPGI Risk Continuum

| CPGI Score | Risk             |
|------------|------------------|
| 0          | Non-Problem      |
| 1-2        | Low Risk         |
| 3-7        | Moderate Risk    |
| 8+         | Problem Gambling |

According to the Canadian Problem Gambling Index: User Manual (2001), respondents in each risk category will have the following characteristics<sup>9</sup>:

---

| CPGI<br>SEGMENTS   |
|--------------------|
| ▪ Non-Problem      |
| ▪ Low Risk         |
| ▪ Moderate Risk    |
| ▪ Problem Gambling |

---

***Non-Problem Gambling: Score of 0***

*Respondents in this group will have responded “never” to all of the indicators of behavioural problems, although they may well be a frequent gambler with heavy involvement in terms of time or money. The “professional” gambler would fit into this category. This group will not have experienced any adverse consequences of gambling, nor will they agree with the distorted cognition items.*

***Low-Risk Gambling: Score between 1 and 2.5***

*Respondents in this group will have responded “never” to most of the indicators of behavioural problems, but will have one or more “sometimes” or more often responses. This group likely will not have experienced any adverse consequences from gambling.*

***Moderate-Risk Gambling: Score between 3 and 7.5***

*Respondents in this group will have responded “never” to most of the indicators of behavioural problems, but will have one or more “most of the time” or “always” responses. This group may or may not have experienced any adverse consequences from gambling.*

***Problem Gambling: Score between 8 and 27***

*Respondents in this group are those who have experienced adverse consequences from their gambling, and may have lost control of their behaviour. Involvement in gambling can be at any level, but it is likely to be heavy. This group is more likely to endorse the cognitive distortion items.*

---

<sup>9</sup> Ferris, J., and Wynne, H. (2000). Validating the Canadian Problem Gambling Index: Report on the Pilot Phase of Testing, January 10, 2000. Canadian Centre on Substance Abuse.



## Response For The CPGI Items

Table 23 shows the nine individual items comprising the CPGI and the breakdown of responses for each item.

Table 23: Responses Towards the Canadian Problem Gambling Index (CPGI)

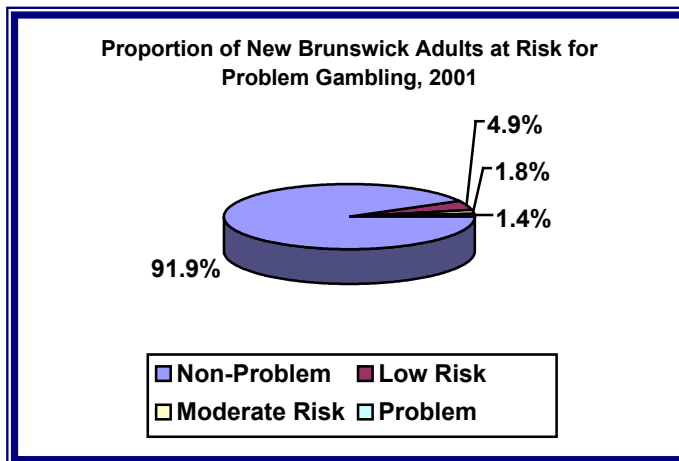
| # |  | Never | Some-times | Most of the Time | Almost Always |
|---|--|-------|------------|------------------|---------------|
|   | <b>Thinking about the past twelve months...</b>  |       |            |                  |               |
| 1 | Have you bet more than you really could afford to lose?  | 96.5% | 2.6%       | <1%              | <1%           |
| 2 | Have you needed to gamble with larger amounts of money to get the same feeling of excitement?  | 98.8% | <1%        | <1%              | <1%           |
| 3 | When you gambled, did you go back another day to try and win back the money you lost?  | 97.6% | 1.7%       | 0%               | <1%           |
| 4 | Have you borrowed money or sold anything to get money to gamble?   | 99.2% | <1%        | <1%              | <1%           |
| 5 | Have you felt that you might have a problem with gambling?   | 97.6% | 1.4%       | <1%              | <1%           |
| 6 | Have people criticized your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true? | 97.0% | 1.9%       | <1%              | <1%           |
| 7 | Have you ever felt guilty about the way you gamble, or what happens when you gamble?   | 96.2% | 2.9%       | <1%              | <1%           |
| 8 | Has gambling caused you any health problems, including stress or anxiety?  | 98.9% | <1%        | <1%              | <1%           |
| 9 | Has your gambling caused any financial problems for you or your household?   | 98.9% | <1%        | 0%               | <1%           |

The results suggest that only a very small proportion of respondents engage in any of the behaviours measured in the CPGI, even on an occasional basis. In the current study, 99% of respondents have never *needed to gamble with larger amounts of money to get the same feeling of excitement, borrowed money or sold anything to get money to gamble, had any health problems due to gambling, or had any personal or household financial problems as a result of their gambling*. Less than 2% of respondents reported engaging any of these behaviours “all of the time” or “most of the time.”

The items that elicit the most acknowledgement by those surveyed include feelings of guilt (≈4%), the concern of others (3%), personal concerns surrounding one’s gambling (≈2%), and chasing losses (≈2%). In particular, *guilt about how one gambles or what happens when gambling* was noted by twice as many adults as compared to 7 of the remaining 8 items comprising the CPGI.

## Prevalence of Problem Gambling

Figure 9: Proportion of New Brunswick Adults at Risk for Problem Gambling, 2001



The results suggest that the prevalence of problem gambling in New Brunswick currently falls between .6% and 2.2% of the adult population with an additional .9% to 2.7% at moderate risk for problem development.

Based on the nine items comprising the CPGI and its continuum of risk, nearly all respondents (91.9%) can be characterized as non-problem gamblers, whereas 4.9% are considered to be at low risk, 1.8% moderate risk, and 1.4% problem gamblers.

Table 24: Prevalence Patterns of Problem Gambling in New Brunswick, 1992, 1996, & 2001

| Gambler Classification | Current Measure                  |                                  |                                  |
|------------------------|----------------------------------|----------------------------------|----------------------------------|
|                        | 1992<br>SOGS Estimate<br>(n=800) | 1996<br>SOGS Estimate<br>(n=800) | 2001<br>CPGI Estimate<br>(n=800) |
| Non-Problem            | 95.5% (± 1.44%)                  | 95.9% (± 1.37%)                  | 98.6% (± 0.81%)                  |
| Problem                | 4.5% (± 1.44%)                   | 4.1% (± 1.37%)                   | 1.4% (± 0.81%)                   |

The percentage of adults in New Brunswick identified as problem gamblers has declined from 4.1% in 1996 to 1.4% in 2001. This decrease is most likely due to measurement changes rather than any real change in the prevalence of problem gambling.

As expected, the 2001 estimate (1.4%) is significantly lower than the SOGS-based estimates for 1992 (5%) and 1996 (4.5%). This is most likely attributable to the fact that the CPGI has fewer non-dysfunctional criteria and, subsequently, fewer adults tend to be falsely labeled as problem gamblers (false positives). For example, in the previous SOGS-based survey, 16 of the 21 individuals that met the SOGS criteria for problem gambling reported that they did not or have not had a problem with their gambling.<sup>10</sup> In the current study, **only 2 of the 9 individuals that met the criteria for**

<sup>10</sup> New Brunswick Video Lottery Review, NB Department of Finance, 1997; p. 50.

problem gambling according to the CPGI, report that they do not have a problem with gambling. This finding alone suggests that the CPGI is picking up fewer false positives than the SOGS.

Unfortunately, there is no perfect method for converting CPGI scores to SOGS scores so that trend data can be examined. The only method for making direct comparisons with earlier SOGS-based studies is to compare the individual items common to both measures.

In total, four items are similar enough in both the CPGI and the SOGS to facilitate comparison:

- When you gambled, did you go back another day to try to win back the money you lost?
- Have you felt that you might have a problem with gambling?
- Have people criticized your betting or told you that you had a problem with gambling, regardless of whether or not you thought it was true?
- Have you felt guilty about the way you gamble or what happens when you gamble?

Table 25 shows the proportion of respondents that scored positively for the four items that are similar in both the CPGI and the SOGS.

**Table 25: Trends in the Proportion Scoring Positively on Items Common to both the CPGI and SOGS.**

|   | 1992 | 1996 | 2001  |
|---|------|------|-------|
| When you gambled, did you go back another day to try to win back the money you lost?  | 3.4% | 3.3% | 2.4%  |
| Have you felt that you might have a problem with gambling?  | 0.9% | 1.3% | 2.4%↑ |
| Have people criticized your betting or told you that you had a problem with gambling, regardless of whether or not you thought it was true? | 3.4% | 4.3% | 3.0%  |
| Have you felt guilty about the way you gamble or what happens when you gamble?  | 3.6% | 4.9% | 3.7%  |

Note: Shading represents a significant difference at the 95% level of confidence

Of the four measures, only one exhibited any significant variation between survey years. The proportion of adults that *felt that they might have a gambling problem* increased from 0.9% in 1992 to 2.4% in 2001. **It is interesting that 10 respondents who sometimes feel that they might have a problem with gambling are currently not classified as problem gamblers according to the CPGI. Given their self-concerns, this group of adults may be very motivated to seek out and/or benefit from health promotion or health recovery materials and assistance.**

*It appears that the primary difference overtime is an increase in the proportion of adults that are self-identifying their gambling as a problem. Over the three measures, self-identification of problem gambling has more than doubled from ≈1% in 1992 to 2.4% in 2001*

Between 1996 and 2001, there has been no significant variation for any of the four measures. Although these four items are only part of the overall CPGI measure, the similarity across survey periods for the items suggests that the decrease in problem gambling observed between 1996 and 2001 is likely an artifact of different measurement instruments rather than due to a real change in the prevalence of problem gambling. Regardless, comparisons with earlier SOGS-based studies need to be interpreted with caution as a significantly smaller proportion of adults in New Brunswick are identified by the CPGI as problem gamblers in 2001.

### The Continuum of Risk by Player Type

In order to examine the influence of frequency of gambling on problem development, the player status of those who met the CPGI’s criteria of Problem Gambling was compared. By default, those who had not gambled in the past year (Non-Gamblers) are considered to be not at risk and, subsequently, were not included in the comparison with the Casual and Regular Players.

Figure 10: Proportion of Adults at Risk Within the Regular and Casual Player Segments

*Approximately 14% of Regular Gamblers are at some level of risk for problem gambling, compared to ~4% of Casual Gamblers. Moreover, the Regular Player segment has three times as many players qualifying as Problem Gamblers than the Casual Player segment (2.7% vs. 0.7%).*

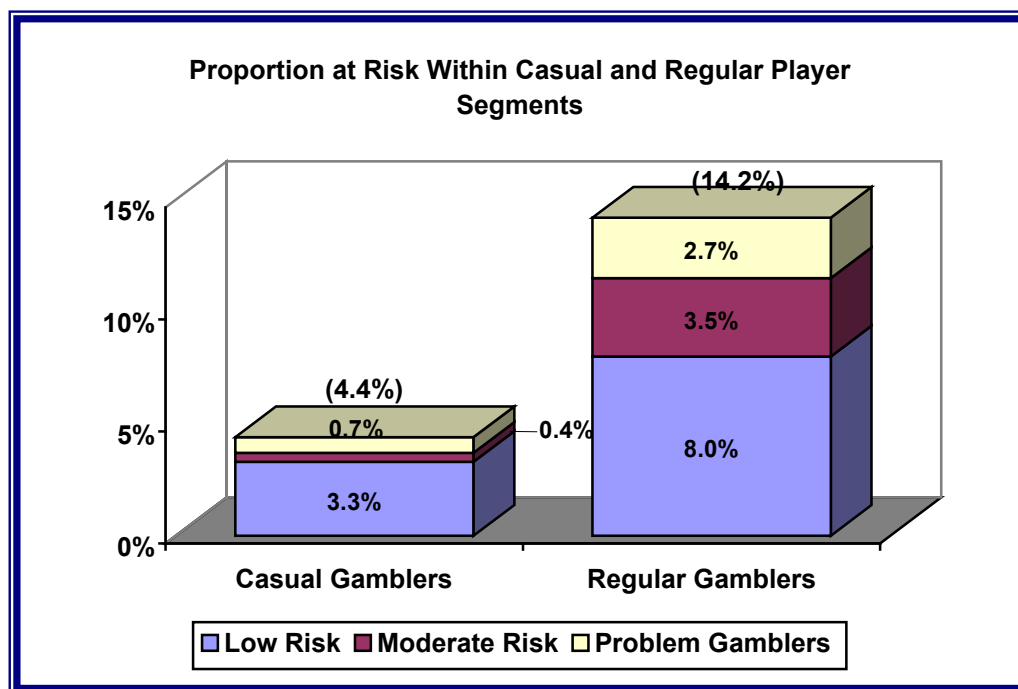


Figure 11 illustrates the significant impact of frequency of gambling for problem development. Compared to the Casual Player segment, the Regular Player segment has a significantly greater proportion of players meeting the criteria for low risk (8.0% vs. 3.3%), moderate risk (3.5% vs. 0.4%), and problem gambling (2.7% vs. 0.7%). This finding confirms what many gambling researchers have

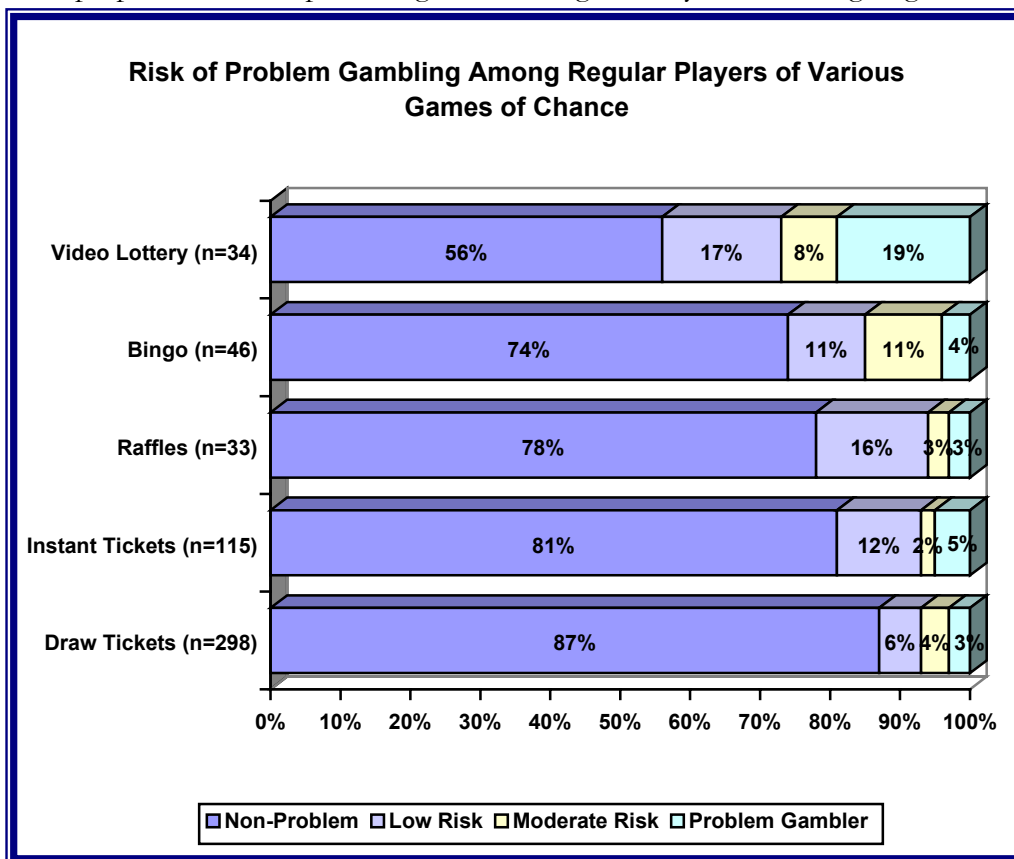
known for some time – the greater the frequency of gambling, the greater the risk of problem development.

### The Continuum of Risk Among Regular Gamblers

Games of chance differ from each other on a number of factors and attributes such as availability, frequency of play, odds of winning, game features, cost of play and other game outcomes. Consequently, games of chance also differ in the degree of risk for problem play. To assess the level of risk associated with specific types of gambling, the CPGI results were examined among those who participate in a particular type of gambling once a month or more often (Regular Players).

Figure 11: Risk of Problem Gambling Among Regular Players of Various Games of Chance

The proportion of non-problem gamblers is significantly lower among Regular Video



*The risk for problem gambling is at least four times higher for Regular Video Lottery Players than for any other type of gambling.*

Lottery Players (56%) than Regular Instant Ticket Players (81%) and Regular Draw Ticket Players (87%). Almost half of the Regular Video Lottery Players (44%) are at some degree of risk, with 19% qualifying as problem gamblers. This proportion of problem gambling is four times higher than that noted for regular play of other games of chance.

There are many possible reasons why video lottery is more strongly associated with problem gambling including wide spread accessibility, continuous and quick play, and the physical characteristics of the games/machines themselves. While the other gaming types are also widely available, play opportunities are restricted to scheduling or other external factors that can act as control mechanisms on play. For example, lottery draws typically occur one to two times per week and bingo games generally last for a specified period of time. Such restrictions limit the amount of time that can be spent playing these games and, subsequently, the amount of money that can be wagered per time.

### **The Continuum of Risk by Demographic Characteristics**

The small proportion of problem gamblers in the 2001 study (n=9) precludes a comparison of the risk factors associated with problem gambling in isolation. While such a profile provides valuable inputs in the design of treatment/rehabilitation services, it was felt that an analysis of those with moderate risk or higher would also provide critical information towards early identification, intervention and treatment efforts.

Two techniques are used to compare the demographic characteristics with the continuum of risk for problem gambling:

➤ **Profile** (Table 26)

- Identifies the percentage of adults within each risk category that have a particular demographic characteristic (within each risk category, the sum over the demographic characteristics will equal 100%). This allows readers to profile a particular risk category in terms of its demographic composition (e.g., 48% of Non-Problem Gamblers are female).

➤ **Penetration** (Table 27)

- Identifies the percentage of adults within each demographic segment who fall in each of the risk categories (within each demographic characteristic, the sum over the three risk categories will equal 100%). This allows users to identify the segments in the population most at risk, regardless of their relative size in the population. For example, a particular group of adults may only comprise a small proportion of all adults in the province (e.g., the retired, unemployed or students), but within these segments, the risk of problem gambling might be higher than for other adults.

Tables 26 and 27 include only those adults that have participated in any gambling activities during the past 12 months. Thus, the results represent the percentage of all gamblers in New Brunswick that fall in each of the CPGI risk categories.

**NEW BRUNSWICK DEPARTMENT OF HEALTH & WELLNESS  
2001 NEW BRUNSWICK PREVALENCE STUDY  
SECTION 4 - MEASURE OF PROBLEM GAMBLING**

**NEW BRUNSWICK DEPARTMENT OF HEALTH & WELLNESS  
2001 NEW BRUNSWICK PREVALENCE STUDY  
SECTION 4 – MEASURE OF PROBLEM GAMBLING**

**Table 26: Profile Of Risk Among Past Year Gamblers, 2001**

|                              | PROFILE OF GAMBLERS |                      |          |                         |
|------------------------------|---------------------|----------------------|----------|-------------------------|
|                              | Percent of Gamblers | Non-Problem Gamblers | Low Risk | Moderate Risk or Higher |
|                              | (n=640)             | (n=575)              | (n=42)   | ▲ (n=23)                |
| <b>Total Gamblers</b>        | 100%                | 90%                  | 7%       | 4%                      |
| <b>GENDER</b>                |                     |                      |          |                         |
| Female                       | 46%                 | 48%                  | 31%      | 20%                     |
| Male                         | 54%                 | 52%                  | 69%      | 80%                     |
| <b>AGE</b>                   |                     |                      |          |                         |
| 19-34                        | 35%                 | 34%                  | 44%      | 48%                     |
| 35-54                        | 41%                 | 42%                  | 41%      | 32%                     |
| 55+                          | 24%                 | 25%                  | 15%      | 20%                     |
| <b>EDUCATION</b>             |                     |                      |          |                         |
| ≤H.S. Grad.                  | 45%                 | 45%                  | 46%      | 40%                     |
| Post. Sec.                   | 37%                 | 35%                  | 39%      | 56%                     |
| University +                 | 18%                 | 19%                  | 15%      | 4%                      |
| <b>EMPLOYMENT STATUS</b>     |                     |                      |          |                         |
| Employed                     | 70%                 | 69%                  | 72%      | 73%                     |
| Unemployed                   | 3%                  | 3%                   | 7%       | 4%                      |
| Not In Labour Force          | 27%                 | 28%                  | 21%      | 23%                     |
| <b>MARITAL STATUS</b>        |                     |                      |          |                         |
| Single                       | 22%                 | 20%                  | 29%      | 46%                     |
| Married                      | 70%                 | 73%                  | 53%      | 46%                     |
| Divorced/Widowed             | 8%                  | 7%                   | 8%       | 8%                      |
| <b>HOUSEHOLD INCOME</b>      |                     |                      |          |                         |
| ≤\$25,000                    | 26%                 | 26%                  | 22%      | 33%                     |
| \$25,001-\$50,000            | 37%                 | 38%                  | 35%      | 24%                     |
| \$50,001+                    | 37%                 | 36%                  | 43%      | 43%                     |
| <b>CHILDREN IN HOUSEHOLD</b> |                     |                      |          |                         |
| Living With Children         | 42%                 | 41%                  | 36%      | 46%                     |
| No Children                  | 58%                 | 59%                  | 64%      | 54%                     |
| <b>HOME LANGUAGE</b>         |                     |                      |          |                         |
| English                      | 67%                 | 66%                  | 80%      | 64%                     |
| French                       | 32%                 | 33%                  | 17%      | 36%                     |

Notes: Shading represents significant differences at the 90% level of confidence. Comparisons are conducted horizontally across the risk segments. For example, women comprise a higher proportion of Non-Problem Gamblers (48%) than they do for both Low Risk (31%) and Moderate Risk and Higher Risk Gamblers (20%). ▲ -- Sample size less than 30, interpret with caution.



**NEW BRUNSWICK DEPARTMENT OF HEALTH & WELLNESS  
2001 NEW BRUNSWICK PREVALENCE STUDY  
SECTION 4 – MEASURE OF PROBLEM GAMBLING**

**Table 27: Penetration Of Risk Among Past Year Gamblers, 2001**

|                              | PENETRATION FOR ALL GAMBLERS      |                         |          |                            |
|------------------------------|-----------------------------------|-------------------------|----------|----------------------------|
|                              | Percent of Category<br>Who Gamble | Non-Problem<br>Gamblers | Low Risk | Moderate Risk or<br>Higher |
|                              | (n=640)                           | (n=575)                 | (n=42)   | ▲ (n=23)                   |
| <b>Total Gamblers</b>        | 81%                               | 90%                     | 7%       | 4%                         |
| <b>GENDER</b>                |                                   |                         |          |                            |
| Female                       | 76%                               | 94%                     | 4%       | 2%                         |
| Male                         | 87%                               | 87%                     | 8%       | 6%                         |
| <b>AGE</b>                   |                                   |                         |          |                            |
| 19-34                        | 87%                               | 87%                     | 7%       | 5%                         |
| 35-54                        | 84%                               | 91%                     | 6%       | 3%                         |
| 55+                          | 70%                               | 93%                     | 4%       | 3%                         |
| <b>EDUCATION</b>             |                                   |                         |          |                            |
| ≤H.S. Grad.                  | 79%                               | 90%                     | 6%       | 3%                         |
| Post. Sec.                   | 86%                               | 88%                     | 6%       | 6%                         |
| University +                 | 76%                               | 94%                     | 5%       | --                         |
| <b>EMPLOYMENT STATUS</b>     |                                   |                         |          |                            |
| Employed                     | 86%                               | 90%                     | 6%       | 4%                         |
| Unemployed                   | 76%                               | 81%                     | --       | --                         |
| Not In Labour Force          | 71%                               | 92%                     | 5%       | 3%                         |
| <b>MARITAL STATUS</b>        |                                   |                         |          |                            |
| Single                       | 86%                               | 83%                     | 8%       | 9%                         |
| Married                      | 80%                               | 93%                     | 4%       | 3%                         |
| Divorced/Widowed             | 77%                               | 83%                     | --       | --                         |
| <b>HOUSEHOLD INCOME</b>      |                                   |                         |          |                            |
| ≤\$25,000                    | 77%                               | 90%                     | 5%       | 5%                         |
| \$25,001-\$50,000            | 84%                               | 92%                     | 6%       | 2%                         |
| \$50,001+                    | 87%                               | 88%                     | 7%       | 4%                         |
| <b>CHILDREN IN HOUSEHOLD</b> |                                   |                         |          |                            |
| Living With Children         | 84%                               | 90%                     | 5%       | 4%                         |
| No Children                  | 79%                               | 90%                     | 6%       | 4%                         |
| <b>HOME LANGUAGE</b>         |                                   |                         |          |                            |
| English                      | 79%                               | 89%                     | 7%       | 4%                         |
| French                       | 86%                               | 92%                     | 3%       | 4%                         |

Notes: -- expected count less than 5; estimate suppressed; Shading represents significant differences at the 90% level of confidence. Comparisons are conducted vertically within each risk segment. For example, women who gamble are significantly more likely to qualify as Non-Problem Gamblers than men (94% versus 87%). ▲ -- Sample size less than 30, interpret with caution.

---

*Men and those who do not live with a spouse or partner are the only two demographic groups in New Brunswick that are significantly more likely to be at moderate risk or higher for problem gambling based on the CPGI.*

---

*The results suggest that anyone who gambles is at some risk for developing problems and this risk increases the more often the individual gambles. However, there are indications that certain groups in the population may be more vulnerable.*

## **Demographic Differences in Risk for Problem Gambling (CPGI)**

The number of respondents randomly identified as being at moderate to high risk for problem gambling is small (n=23). Therefore, the demographic profile of adults within this segment should be considered with caution. However, by interpreting the results within the context of those who score as **Non-Problem Gamblers** on the CPGI (n=575) additional insight can be gained as to some of the demographic risk factors associated with problem gambling. Differences significant at the 90% confidence interval or higher are included to increase the practical value of the analysis.

### **Comparison of Risk within Demographic Segments (Penetration)**

The only statistically significant demographic differences observed for those scoring at Moderate Risk levels or higher on the CPGI were for gender and marital status. In the current study, men who gambled in the past year are 3 times more likely than women who gambled to score as being at moderate risk or higher for problem gambling (6% versus 2%). Likewise, those gamblers who are single had risk levels three times that noted for those gamblers who are married/living with a spouse or partner (9% versus 3%).

The results suggest that, for the most part, the demographic characteristics associated with gambling in general, and regular play in particular, also tend to be related to risks for problem gambling. This means that, while demographic characteristics influence the opportunity or likelihood of an individual engaging in gambling activities, once an individual takes up gambling there are few distinctions among those who are at risk for developing problems. For example, adults in the following demographic segments are more likely to have gambled in the past year:

- males (87%);
- adults under 55 years of age ( $\approx$  85%), especially younger adults age 19 to 34 years of age (87%);
- those with vocational or non-university post secondary education levels (86%);
- those who are single and not involved in a spousal relationship (86%);
- those who are currently employed (86%).

Not only are adults in these segments more likely to gamble but they also are more inclined to adopt regular playing patterns and hence, tend to be at higher risk for developing problems with gambling. There are a few notable exceptions, however, the results are constrained by small sample sizes for those at risk. Therefore, by examining the demographic characteristics of those gamblers whom score as having “no risk” for problem gambling on the CPGI, it is possible to make inferences about those at risk.

**Specifically the proportion of those adults who have gambled in the past year and are identified as non-problem gamblers, is significantly lower within the following demographic segments:**

- men (87%) versus women (94%),

**HIGHER RISK  
GROUPS IN NB**

- males
- younger adults (19-34yrs)
- non-university educated
- unemployed
- higher incomes (\$50k+)
- single, never married
- widowed or divorced

- younger adults, 19 to 34 years of age (87%) as compared to those 55 years of age or older (93%),
- those with vocational or non-university post secondary education (88%) versus those with a university degree (94%),
- those who are currently unemployed (81%) versus those who are not in the work force, in particular retired or homemakers (92%),
- those who are not currently involved in a spousal relationship (Single/Never married, divorced or widowed: 83%), as compared to those who are married or living with a partner (93%),
- those with annual household incomes over \$50,000 (88%) as compared to more mid-range household incomes between \$25,000 to \$50,000 (92%).

It appears that the primary distinctions among those adults who are less likely to be characterized as non-problem gamblers are related to lifestyle and accessibility to play. Those with the time and/or resources, as well as exposure to gambling activities are more likely to play on a regular or more frequent basis.

Compared to women, men in New Brunswick are: more likely to be employed on a fulltime basis (63% versus 48%), have higher household incomes (>\$50,000: 59% versus 41%), more inclined to have never married (24% versus 16%), are less likely to have children living in their household (35% versus 45%), and religion plays a less important role in their life (26% versus 48%). Consequently, **men can be characterized as having less family obligations and religious influence, greater access to a regular pay cheque, and higher incomes than woman. All of these factors appear to facilitate involvement in gambling and collectively contribute to higher risk for males in New Brunswick.**

**The presence of a spouse or partner appears to act as a regulatory influence in mitigating risk for problem gambling.** Conversely, this relationship could have a strong negative affect if the spouse is also heavily involved in gambling. Regardless, those gamblers who are single or are no longer in a spousal relationship (widowed or divorced) are less likely to be identified as non-problem gamblers than those who are married

**It appears that women, older adults (55 years or older), and those with University education are currently at lower risk for problem gambling in New Brunswick.** The results reflect response towards the current mix of gambling options available in the province. Any changes in distribution strategies, or types of gaming available could impact these groups. For example, in Nova Scotia the introduction of casino gaming had a significant impact on gambling by seniors in the province. Prior to casino gaming, older adults in the province were least likely to be involved in gambling or to develop problems. However, it was found that those seniors who took up regular casino or VLT gambling were at significantly greater risk for developing problems than most other segments in the population.

**LOWER RISK  
GROUPS IN NB**

- women
- older adults (55yr+)
- university educated
- homemakers
- those who are retired
- mid level household incomes (\$25k-\$50k)
- married or cohabiting

**Demographic Characteristics of Those at Risk (Profile)**

It should be kept in mind that the risk indicators noted above reflect those groups for which there is a lower incidence of non-problem play. Some of the segments at higher risk are small in the population, such as those gamblers who are unemployed or widowed/divorced. Therefore, while they are more likely to experience risk when gambling they will comprise very few of those adults who are identified as at-risk gamblers.

Therefore, to gain additional insight, the demographic profile of those adults in New Brunswick potentially at risk for problem gambling was examined. Overall, the majority of those adults identified as having any level of risk (n=66) using the CPGI, are largely comprised of the following:

- Skewed strongly toward men (≈71%)
- Almost half (≈46%) are less than 35 years of age, with approximately 85% of those at risk falling between 19 and 54 years of age.
- Education levels are skewed lower with a similar proportion (≈44%) having high school or less or other non-university, post secondary training. Only about 10% of the at-risk group have University backgrounds.
- Almost three-quarters are employed.
- Although there are a disproportionate percent of single/non-married adults in the at-risk group, approximately half of those who do not qualify as non-problem gamblers are currently married or living with a spouse/partner
- Incomes are skewed slightly higher for the at-risk groups although approximately 25% have household incomes under \$25,000 per year.
- The majority does not have children living in their households (≈60%), although for the remaining 40% of high-risk gamblers, children are involved.

These demographic groups comprise the majority of those adults in New Brunswick who are at any level of risk for problem gambling, and thus the profile has implications for the design and delivery of intervention or harm minimization initiatives.

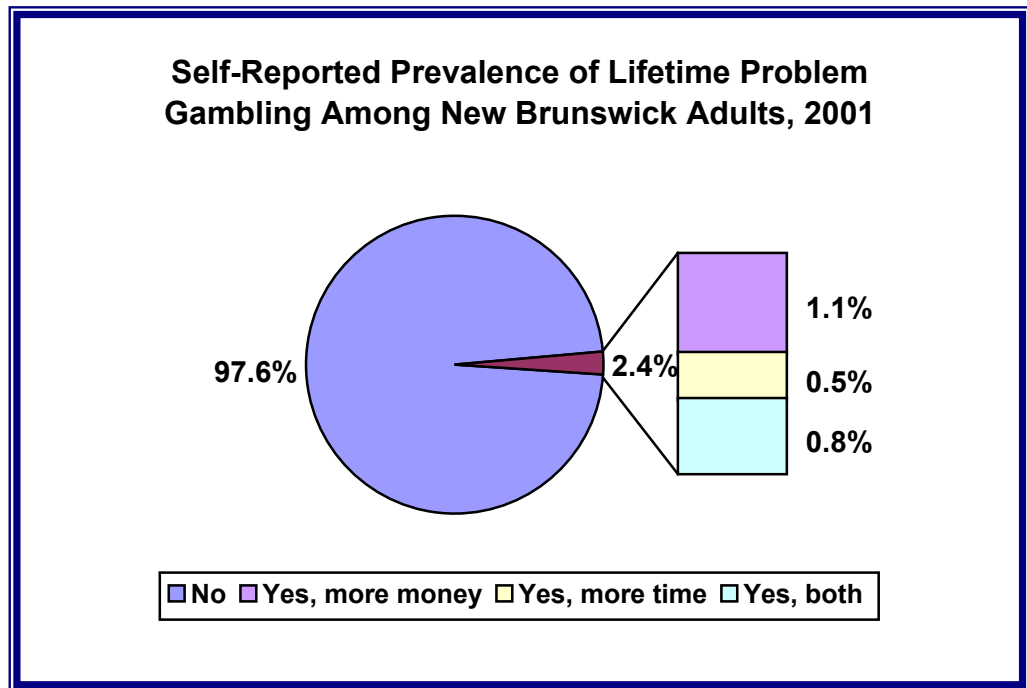
**Lifetime Problem Gambling**

In addition to the CPGI measure of problem gambling, the survey included three questions to determine the percentage of New Brunswick adults that have **ever** had a problem with gambling **and** the stage of problem resolution.

Unlike the CPGI, which is grounded in the past year and relies upon a scale to determine the stage of risk, the lifetime measure is a direct question that asks respondents *“Have you now or in the past ever felt you were having a problem spending more time and/or money gambling or playing games of chance for money?”* Respondents that answered positively were further questioned as to whether their problem with gambling had been resolved or it remained a concern. Finally, those who reported some stage of problem resolution were further asked how long ago they resolved their problem.

| DEMOGRAPHIC<br>CHARACTERISTICS<br>OF THOSE AT-<br>RISK IN NB |
|--|
| ▪ Male   |
| ▪ Under 55 years of age                                      |
| ▪ High school or non-university education                    |
| ▪ Employed   |
| ▪ Equally likely to be married or single                     |
| ▪ Income skewed over \$25,000/yr                             |
| ▪ Do not have children living in household                   |

Figure 12: Self-Reported Prevalence of Lifetime Problem Gambling Among New Brunswick Adults, 2001



In 2001, 2.4% of respondents report that they have ever had a problem with spending more time and/or money on playing games of chance. Of those who have ever had a problem (n=16), 27% (n=6) indicate that their problem has been completely resolved and 25% (n=5) report only partial resolution. On average, gambling problems were reported to be completely or partially resolved approximately two years ago. The remaining half (48%; n=5), indicate that their problem remains unresolved. All but two completely resolved and one partially resolved respondent were also considered to be at some level of risk for problem gambling according to the CPGI.

## EXPOSURE TO PROBLEM GAMBLING

---

*Determining overall exposure to problem gambling is an effective indicator of the magnitude of impact a relatively small group of individuals can have on the population at large.*

*It also provides valuable practical information in assessing public perceptions and the potential demand for information, education and support services beyond treatment provision.*

Problem Gamblers, on an individual basis, comprise a small yet distinct group in the population. However, the behaviours and consequences associated with problem gambling can impact others both at a household and family level, as well as in the community at large. Moreover, direct and indirect exposure to problem gambling has implications for the design and delivery of support services in the province.

To assist NBDOHW in on-going planning, all respondents were asked a series of questions regarding:

- Personal knowledge of a problem gambler
- Level of exposure to the problem gambler
- Type of gambling involved

### Measurement of Exposure to Problem Gambling

It has been argued that measures of problem gambling based on adults' perceptions tend to overstate the prevalence of the problem (NSAGA 1998 Annual Report). This is due to the tendency for over-counting or duplicate counting to occur such that more than one individual can be aware of and/or affected by a single problem gambler. There are other concerns surrounding the ability of people to accurately identify their own or someone else's gambling behaviour as problematic. In some cases, gambling perceived to be excessive by an untrained observer, such as a friend or family member, may not meet clinical criteria for problem identification. However, an individual's involvement in gambling does not necessarily have to reach a specific clinical threshold in order to have negative effects for friends and/or family members. Conversely, an individual who is experiencing problems with his/her gambling may hide the problem from others and may hide or minimize the extent of their involvement in gambling. Hence, someone else may not be aware that financial, family or work problems may be related to gambling. Regardless, monitoring more subjective measures of problem gambling offers insight as to attitudes and tolerance for gambling in general as well as the effect of the activity on others at a household, family and community level.

## Changes in Survey Measures: 1996 versus 2001

In the 1996 New Brunswick Prevalence Study, respondents were asked: *“Has anyone in your life had problems with gambling either currently or in the past?”* Respondents were then probed to identify their relationship(s) to the problem gambler(s), specifically whether the problem gambler was father, mother, sibling, spouse, child, other relative, friend or other person in their life.

In the 2001 survey, the question was refined in order to clarify the scope of the question and to obtain information that is consistent with that collected in other jurisdictions in Atlantic Canada. To assess the extent to which adults in New Brunswick are exposed to problem gambling, all survey respondents were asked *“Do you personally know of anyone in New Brunswick who has or has had a problem with their gambling?”*

In order to control for the effect of duplicate counting, enhance the accuracy of the estimates, and assess the level of exposure, all respondents were further queried to identify both their relationship to the problem gambler(s), and whether exposure occurred at a household level, within extended family, or through the community at large.

While the results from 1996 and 2001 are not directly comparable, differences were examined when appropriate based on the figures available in the 1996 report. As Focal Research did not have access to the raw data, it was not possible to recast the 1996 figures for comparison. NBDHW may wish to consider further comparative analysis at a later date.

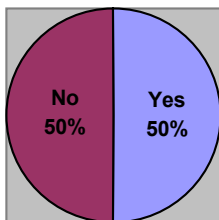
## Level and Degree of Exposure to Problem Gambling

In 1996, 19% of those surveyed indicated that someone in their life had experienced a problem with gambling. It is unclear if this referred only to those individuals who were significant in the respondent’s life, or if it also included less direct contact. Therefore, the question was changed in 2001 to specify personal knowledge of any problem gamblers.

In 2001, exposure to problem gambling in New Brunswick appears to be very pervasive. **Overall, it can be estimated that half of all adults in New Brunswick personally know at least one individual who has experienced problems with their gambling.**

*Understanding the rates of exposure to problem gambling at a household, family, and community level assists service providers in the design and delivery of various types of support services to target the needs of diverse groups.*

Personal Knowledge of a Problem Gambler (Total NB Adults)

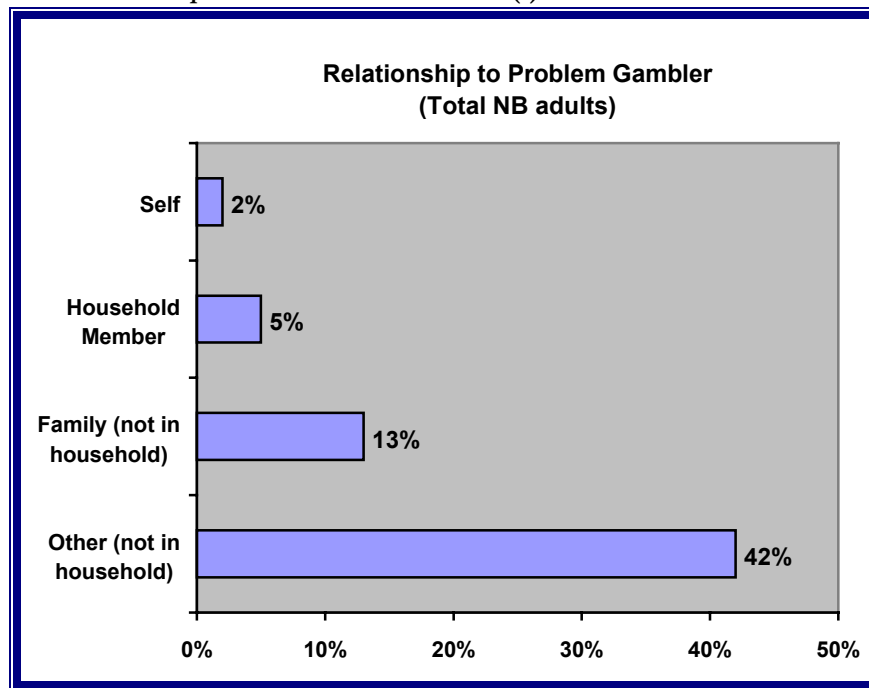




*One in six adults in New Brunswick have been exposed to problem gambling through household or other family members*

Although half of the adult population know of someone whom they believe has had a problem with gambling, the majority of this exposure is driven by the behaviour of friends and acquaintances as opposed to the more direct influence of household and family members. **However, approximately one in six adults in New Brunswick (17%) report firsthand knowledge of a problem gambler, either in his/her immediate household (5%) and/or through other family members (13%). Collectively, this more direct exposure is noted by approximately one-third (34%) of all those who personally know of someone with a gambling problem.**

Figure 13: Relationship of Known Problem Gambler(s)



### Household Exposure

Currently, approximately 2% of respondents indicate that they themselves are or were involved in problem gambling at some time, with 5% noting that someone else in the household has experienced difficulties when gambling. Similar to results in Nova Scotia, 31% of those who self-identified involvement in problem gambling report living with another problem gambler (1997/98 NSDOH VL Players Study). **As a result, it can be estimated that approximately 6% of adults in New Brunswick are living in households in which one or more problem gamblers reside.** This finding underscores the importance of examining the gambling behaviours of other household members when a problem gambler presents for treatment, as well as the potential benefits of targetting families for prevention and intervention.



---

*Similar to derived estimates for 1996, the results for 2001 suggest that 6% to 7% of adults in New Brunswick live in a household in which one or more problem gamblers reside.*

---

*It appears there are now more adults who report knowing of relatives or family members outside of their household who have experienced difficulties with gambling.*

*It may be that the problem has become more evident or been shared among family members. Alternatively, respondents may also be more sensitive to interpreting certain gambling behaviours as*

Comparatively, in 1996 there were 3% of adults who self-identified as being involved in problem gambling at some time with other notable mentions including problem gambling by a spouse or partner (1%), a parent, in particular a father (1%), and/or siblings (2%). Less than 1% noted problem play by their offspring (children) or mother. While it is not possible to derive accurate household estimates from this data, the results suggest that the percentage of adults living with at least one problem gambler has remained relatively stable since 1996. Given that the proportion of adults who indicate that they personally are or were involved in problem gambling remained constant between the two measures ( $\approx 2\%$  to  $3\%$ ), and that, on average, there tend to be more adults living in households in which a problem gambler resides (2.4 versus 2.1), it can be estimated that approximately 6% to 7% of all adults in New Brunswick continue to report having been exposed to problem gambling in their immediate household.

### **Exposure Through Extended Family**

**Currently, there are 13% of adults who report exposure through family members living outside of their household, either immediate family such as parents, children, siblings, grandparents (7%) or other relatives such as aunts, uncles, cousins (8%).** Collectively, exposure to problem gambling through extended family is mentioned by 26% of all those who know of a problem gambler in New Brunswick.

Again, based on results reported in the 1996 report, it can be estimated that 5 years ago approximately 6% of respondents knew of problem gambling by a more distant relative such as an aunt, uncle or cousin. This figure is similar to results noted in 2001 (8%), however, it appears that awareness of problem gambling among more immediate family members may have increased since 1996. Access to the raw data for 1996 would be required to confirm the trend. Regardless, the results suggest that higher awareness of family members' involvement in problem gambling is contributing to the general increase in the number of adults reporting exposure to problem gambling. As the prevalence of problem gambling in New Brunswick has remained fairly constant, this suggests that, over time, more people are becoming aware of problem gambling by other family members outside of their household as opposed to an actual increase in the number of problem gamblers.

### **Exposure Through Friends and Other Non-Family**

**In total, 42% of respondents personally know friends, acquaintances or co-workers who they believe have experienced problems with their gambling.** Two-thirds of those adults in New Brunswick who have any first hand knowledge of a problem gambler exclusively cite exposure through non-family members, who live outside of an individual's household. Thus, the impact of problem gambling behaviours tends to be less direct for the majority of those who know of a problem gambler, although it should be noted that this will vary depending upon the degree of

involvement an individual has with a friend or co-worker who may be experiencing gambling difficulties.

In 1996, only 8% of those surveyed mentioned problem gambling by a friend or other person outside of their household or family. In 2001, respondents are 4 times more likely to note personal knowledge of a problem gambler through friends and acquaintances. Part of the difference between measurement periods is most likely attributable to changes in the question wording. However, as noted for problem play by family members, there is some evidence that in 2001 more adults are aware of problem gambling by others.

### **Degree of Exposure to Problem Gambling**

The high level of general awareness of problem gambling suggests that the topic is relevant for a significant portion of the population in New Brunswick. Based on the results it can be estimated that, on average, for each individual believed to be involved in problem gambling, there are approximately 2 other household members directly affected by the activity including children. As household data was collected for each randomly sampled adult, it can also be estimated that approximately 7% of children in New Brunswick are living in a household where at least one adult is perceived to be having problems with gambling. When exposure through extended family members is also considered, the results suggest that for every past and present problem gambler in New Brunswick, approximately 8 to 10 other adults in the province are directly affected to some degree. Overall, the level of exposure increases to a ratio of approximately 30 adults, on average, reporting any personal exposure for each problem gambler in the province.

---

*The results suggest that for every problem gambler in New Brunswick approximately 2 to 3 other people are directly affected at a household level, with almost 10 other adults exposed through extended family.*

### **Demographic Differences in Exposure to Problem Gambling**

#### **Player Segments**

For the most part, the demographic differences in exposure to problem gamblers are most strongly influenced by the individual's involvement in gambling activities. Those who have not taken part in any gambling activities in the past year (Non-Gamblers) are significantly less likely to know of someone with a gambling problem (35%) as compared to those involved in gambling on either a casual (51%) or regular monthly basis (54%).

---

| EXPOSURE TO<br>PROBLEM<br>GAMBLING |     |
|------------------------------------|-----|
| ▪ Non Gambler                      | 35% |
| ▪ Casual Gambler                   | 51% |
| ▪ Regular Gambler                  | 54% |

---

**Table 28: Relationship to Problem Gambler by Player Segment**

| Relationship to Problem Gambler    | Non- Gambler<br>(Did not play in last year)<br>(n=158) | Casual Gambler<br>(Play < 1/mo.)<br>(n=264) | Regular Gambler<br>(1+ times /mo.)<br>(n=378) |
|------------------------------------|--|---|---|
| Self                               | 1%   | 1%  | 2%  |
| Family Household Member            | <1%  | 2%  | 4%  |
| Non-family Household Member        | 3%   | 2%  | 2%  |
| Family (outside of Household)      | 7%   | 12%   | 16%   |
| Others (non-household, non-family) | 28%  | 43%   | 45%   |

Note: Shading represents a significant difference among segments at the 95% confidence level (p<.05).

**Both Non-Gamblers (4%) and Casual Gamblers (4%) are less inclined to report the presence of a problem gambler living in their household than Regular Gamblers (8%).** While Regular Gamblers are twice as likely to be exposed to problem gambling in their household, this is primarily due to their own behaviour (2%) and/or that of another family member (4%). All three player segments are equally likely to note problem play by non-family members living in their household (2% to 3%). Thus, it appears that for those who gamble on a regular basis, there is a stronger association with problem gambling for family members living in the same household.

Non-Gamblers are less likely to report problem gambling by extended family members (7%) as compared to either Casual (12%) or Regular Gamblers (16%). Non-Gamblers also report lower exposure through friends or other acquaintances (28%) whereas, almost half of Casual (43%) and Regular Gamblers (45%) personally know of others outside of their household or family, who they believe have experienced difficulties with gambling.

**The results suggest that the more frequently someone engages in gambling the more inclined they are to have first hand knowledge of problem gambling on a personal or household level.** Gambling at any level, whether on a casual, occasional basis or regularly, at least once a month or more, is associated with a greater tendency to be exposed to problem gambling. It may be that gamblers are more sensitive than those who do not gamble to the behaviours of others involved in the games. Simply by virtue of their involvement in gambling they will be more likely to come into contact with others who take part in the activities, including those who may be experiencing difficulties with gambling.

## **Gender**

**Men in New Brunswick are more likely to have personal knowledge of a problem gambler than women (53% versus 46%). There are virtually no differences among men or women in exposure at a family or household level.** However, due to their greater tendency to be involved in gambling activities on a

*The results suggest that the more frequently someone engages in gambling the greater the likelihood they will have first hand knowledge of problem gambling on a personal or household level*

regular basis, men are also more likely to know friends or acquaintances that have experienced trouble with their gambling.

## Age

Older adults, age 55 years or more, are significantly less inclined to report knowledge of any problem gamblers than their younger counterparts (19-34 yrs: 54%, 35-54 yrs: 56%, 55+yrs: 35%). There are no differences in exposure rates among those under 54 years of age. **Comparatively, adults 55 years or older are less likely to report involvement in problem gambling by those living in their household (3% versus 7%), other family members (6% versus 16%) or by friends and acquaintances (29% versus 45%).**

It will be recalled that, in general, significantly fewer older adults and seniors in New Brunswick take part in gambling activities. However, 70% of seniors in the province participated in at least one game of chance played for money over the past year. Furthermore, while older adults are less inclined to be involved in casual play, almost half (46%) are engaging in regular monthly gambling. In fact, the percent taking part in regular play does not differ among the age segments. Therefore, despite similar regular monthly play levels, older adults are reporting lower exposure to problem gambling at all levels. **The results suggest that older adults may require specific efforts in order to raise awareness of the signs and behaviours that are associated with problem gambling.**

## Income

Those with the lowest annual household incomes (<\$25,000) are less likely to know of someone with a gambling problem (43% versus \$25k-\$50k: 52%, \$50k+: 57%) largely due to lower exposure levels through friends or acquaintances. **There are no differences among the three income segments in terms of exposure at a household level (6%) or through family members living outside of their household (13%).** However, awareness of problem gambling by friends and other non-family members tends to increase as income goes up (<\$25k: 32%, \$25k-\$50k: 42%, \$50k+: 50%).

## Types of Gaming Associated with Problem Gambling

All respondents who indicated that they personally knew of someone who has or has had a problem with gambling were asked which type of gaming activity was associated with the problem. Table 29 presents the responses for total adults and within segments of particular interest. The segments are not mutually exclusive and, therefore, tests of significance among the segments are not appropriate. However, by examining the responses within each segment, it is possible to assess the associations between the type of gambling activity and problems, as the individual's relationship to the problem gambler becomes closer and more relevant.

---

*Adults 55 and older report lower awareness of and exposure to problem gambling, yet approximately half are engaging in gambling activities at least once per month. Seniors in New Brunswick may require specific efforts to improve awareness of the signs and behaviours associated with problem gambling.*

**Table 29: Types of Gaming Activity Associated with Problem Gambling**

| Gambling Activity                      | % of Adults (n=800) | % of Those aware of Problem Gambler (n=399) | % of Those with Problem Gambler in Family (not in household) (n=104) | % of Those with Problem Gambler in Household (n=46) |
|--|---------------------|---|--|---|
| Video Lottery (VLT's)                  | 43%                 | 86%   | 94%  | 85%   |
| Bingo                                  | 5%                  | 9%  | 12%  | 14%   |
| Instant Lottery Tickets                | 3%                  | 6%  | 6%   | 4%  |
| Card Games (non-casino)                | 2%                  | 3%  | 4%   | 9%  |
| Slot Machines                          | 2%                  | 5%  | 3%   | 3%  |
| Lottery Draw Tickets                   | 1%                  | 2%  | 1%   | 3%  |
| Casino Table Games (Dice and/or Cards) | 1%                  | 2%  | 2%   | 2%  |
| Horse Racing                           | 1%                  | 1%  | ***  | 7%  |
| Internet Gambling                      | <1%                 | 1%  | ***  | 3%  |
| All Gambling                           | 1%                  | 3%  | 2%   | 2%  |

*In New Brunswick VLT's are perceived to be driving the vast majority of gambling problems in the province, exclusively accounting for 77% of exposure.*

*In total, VLT'S are mentioned as playing a role by 91% of those who know of a problem gambler.*

In New Brunswick, problems with gambling are generally perceived as game specific in nature rather than as a broad based problem associated with all or most gambling activities. Overall, only 1% of respondents indicated that they knew someone for whom gambling in general is or was a problem. The vast majority of those who report first hand knowledge of a problem gambler (82%) are inclined to attribute the problem to only one type of gambling, with only 18% mentioning two or more different types of gambling activities.

**Undoubtedly, video lottery is the primary gaming activity associated with problem gambling in New Brunswick** with 43% of all adults indicating personal knowledge of at least one individual who has experienced difficulties with the machines. Regardless of an individual's relationship to the problem gambler, VLT's are reported to be playing a role in 85% to 95% of the problem gambling that adults are exposed to in New Brunswick. In fact, only 5% of adults or 9% of those who know a problem gambler, note exposure to problem gambling that is **not** related to video lottery.

While video lottery is reported to be involved in approximately 91% of problem gambling in New Brunswick, **23% of those adults who know a problem gambler mentioned other types of gambling** primarily bingo (9%), instant lottery tickets/Scratch n' Wins (6%), slot machines (5%), card games played outside of a casino (3%), lottery draw tickets (2%), and casino table games (2%). Any other forms of gambling were mentioned by 1% or less of respondents.

| <b>TYPE OF PROBLEM GAMBLING</b> |     |
|---------------------------------|-----|
| ▪ VLT's Only                    | 77% |
| ▪ VLT's & Others                | 14% |
| ▪ Other Only                    | 9%  |

In New Brunswick, Bingo is a distant second to VLT's in terms of its association with problem play, although this type of gambling is mentioned more often as a problem than any of the other forms of gambling. Bingo is seen to be playing a role in problem gambling by approximately 5% of adults or 9% of those who know of someone with a gambling problem. Problems with Bingo increase to 14% of those who report having a problem gambler living in his/her household. This suggests that, currently in New Brunswick, Bingo has greater direct impact for adults exposed to problem gambling than is the case for lottery ticket play (3% to 4%) or casino-type gaming (2% to 3%).

---

*Aside from VLT's, Bingo also appears to be associated with problem gambling in New Brunswick to a greater extent than other forms of gambling.*

For the most part, there are few demographic differences in the types of problem gambling people are exposed to. Within all segments, video lottery is the predominant type of gambling associated with problems. There were no significant differences at the 95% confidence level noted by age or income, although NBDHW may wish to undertake more detailed exploratory analysis to further identify demographic relationships. Women are more inclined than men to indicate exposure to problem gambling through VLT's (96% versus 85%) and are almost twice as likely as men to know of someone who has a problem with Bingo (16% versus 9%). Conversely, men are inclined to cite unregulated card games (played outside of a casino) more often as playing a role in the problem gambling they are exposed to (8% versus 4%).



## Awareness and Use of Problem Gambling Services

The mission of the New Brunswick Department of Health and Wellness (NBDOHW) is to:

*“improve and support the well-being of New Brunswickers through an integrated service network focused on individuals, families, and communities”*

---

*NBDOHW’s service mandate includes not only problem gamblers but also family members and the community at large.*

---

Addictions Services of NBDOHW is required to meet this mandate for problem gambling through a broad series of initiatives including education, prevention, protection, provision of support services, intervention and treatment.

To assist NBDOHW in assessing the reach and effectiveness of efforts undertaken for problem gambling, a series of questions were included in the 2001 Survey to gauge awareness and use of problem gambling services by adults in New Brunswick. Specifically, all respondents were questioned to determine:

- Unaided awareness of problem gambling services available in New Brunswick to assist problem gamblers and the families of problem gamblers
- Aided awareness for the three primary sources of problem gambling assistance including Gamblers Anonymous, Gambling Help Line, and Regional Addiction Services
- Use of formal and informal support services
- Familiarity with Government initiatives

## Measurement of Problem Gambling Services

NBDOHW initiated the prevalence study in 1992 to obtain systematic information on gambling behaviours in general, as well as, track the prevalence and thus potential demand in New Brunswick for support services related to problem gambling.

On its own, prevalence measures offer limited insight beyond primarily “counting” the number of people that meet a certain classification criteria for identification of problem gambling. This can be useful in monitoring the number of people who may require support services and assisting in planning and resource allocation. However, given the small percent of the population who typically qualify as problem gamblers it is usually time and/or cost prohibitive to obtain a large enough sample to accurately profile characteristics, behaviours, attitudes or opinions within this group. At best, the studies yield cautionary information about problem gamblers that is not necessarily generalizable to the population of problem gamblers at large. In some cases, the results may be misleading, as there may be insufficient variance in the data collected to accurately represent the target group.

Typically, the majority of the information gathered in a Prevalence Study is focused on a minority of the respondents, specifically problem gamblers. In terms of education, prevention and community based interventions and harm minimization efforts there is considerable benefit to be gained in broadening the scope of the prevalence measures to include other relevant groups in the population. Therefore, a new series of question were included in the 2001 survey.

### Changes in Survey Measures - 1996 to 2001

#### Awareness Measures

In 1996, at the request of the Department of Health and Community Services, a set of questions were added to the survey to obtain preliminary assessment of the level of awareness of government initiatives for problem gambling information and assistance. All respondents were asked: “*Would you say that you are very, somewhat, not very, or not at all familiar with the efforts of the provincial government to create awareness of problem gambling*”. All respondents were then specifically prompted for recall of radio spots about problem gambling, exposure to pamphlets or literature on problem gambling from the Department of Health and Community Services and awareness of the 1-800 Gambling Help Line.

In 2001, for tracking purposes these same measures continued to be monitored, with the exception of radio spots, that were not part of recent communication efforts and consequently was eliminated at the request of NBDOHW. While having adults indicate their level of familiarity with government initiatives provides some indication of communication performance, there is uncertainty as to what the question is measuring. It is not clear “*what*” government initiatives are being referred to by respondents and whether or not familiarity with efforts to create awareness actually

---

*In the 2001 study, the scope of the survey was expanded to examine service and support issues for all adults not just problem gamblers.*

---

---

*Unaided or top-of-mind awareness indicates the extent to which problem gambling services are known to be a resource and will first come to mind for adults when seeking information or considering help.*

*Aided awareness indicates the level of recognition that is generated when adults are reminded of or prompted for*



translate into increased awareness. In order to assess the impact of on-going efforts to increase awareness of problem gambling support services, two new measures were introduced. All respondents were questioned earlier in the survey (prior to “familiarity” questions) to obtain unaided or top-of-mind awareness for any services available to assist problem and/or the families of problem gamblers. As well, respondents were specifically prompted (aided awareness) for three primary problem gambling services; one self help organization, Gamblers Anonymous, (GA) and two government programs/agencies, Gambling Help Line and Regional Addiction Services (RAS). The new questions consisted of the following:

*“Are you aware of any assistance or services currently in place to help...”*

*Problem Gamblers*

*Families of Problem Gamblers*

IF YES: *“What support services are available in to assist problem gamblers or their families in New Brunswick?”*

ALL RESPONDENTS: *“Do you know whether or not the following services are available to assist problem gamblers or their families in New Brunswick?”*

*Gamblers Anonymous*

*Gambling Help Line (1-800 #)*

*Regional Addictions Services (Detox)*

*Previously the study has only monitored those gamblers wanting to stop gambling, thus, obtaining limited information about the use of problem gambling services or those seeking information or assistance.*

*The majority of those typically accessing problem gambling resources are comprised of the family and friends of problem gamblers.*

*Therefore, the questions in the 2001 survey were expanded to include all adults, and to cover a variety of help seeking*

### **Service Use Measures**

In previous versions of the Prevalence Study only those adults who were currently involved in gambling were asked if they had *“ever wanted help to stop gambling”*. If yes, respondents were further queried as to *“What type of help was that?”* and *“Did you get the help you wanted for a gambling related problem?”* Historically limited value has been derived from the questions. In 1996, 7 respondents had indicated they wanted help to stop gambling of whom four received the help they wanted, one from Gamblers Anonymous and three from less formal sources of assistance such as friends (2) and church (1).

**In 2001, the scope of the questions was broadened to include the behaviour of all adults in seeking information and/or assistance to help either themselves or someone else with a gambling problem.** To increase the practical value of the information and clarify the information obtained, use of both informal and formal sources of assistance were examined. Respondents were read an extensive list of potential resources to prompt their recall and ensure that any help seeking behaviours were not overlooked (For the list of specific sources refer to Appendix A for survey instrument and Appendix D for data tables). The new questions consisted of the following:

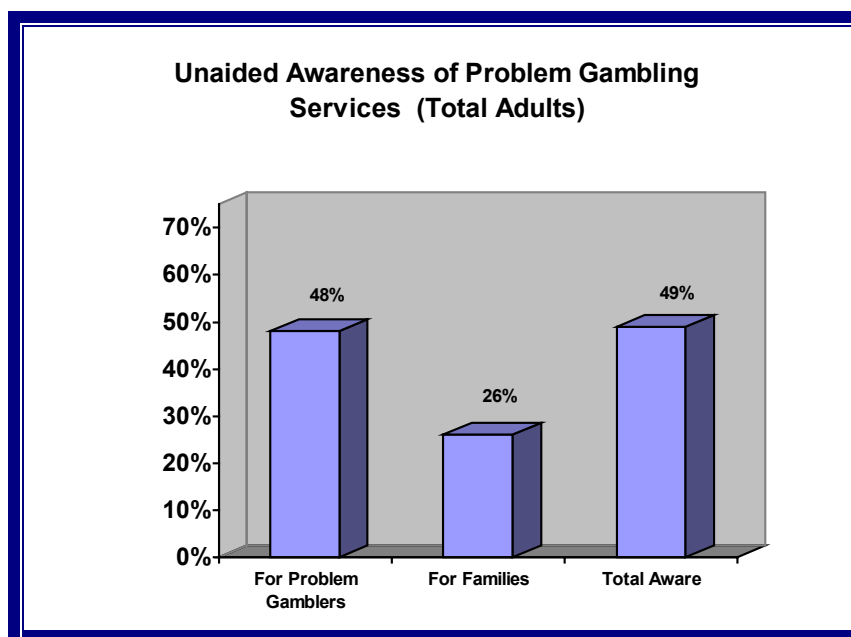
*“Have you ever sought any assistance and or information, from informal sources such as your spouse or partner, friends or family members or from more formal services, to help either yourself or someone else with a gambling problem?”*

*“Has anyone else in your household ever sought any assistance or information to help either them or someone else with a gambling problem?”*

**IF YES TO ANY ABOVE:** *“What sources were accessed in order to get assistance or information for problem gambling?” (READ LIST)*

### **Awareness of Problem Gambling Services**

Figure 14: Unaided Awareness of Problem Gambling Services (Total Adults)



*Overall, 41% of adults surveyed report knowledge of at least one specific service currently in place to help available problem gamblers in New Brunswick.*

*Only half as many (21%) are able to cite the existence of specific programs or services to assist the families of problem gamblers.*

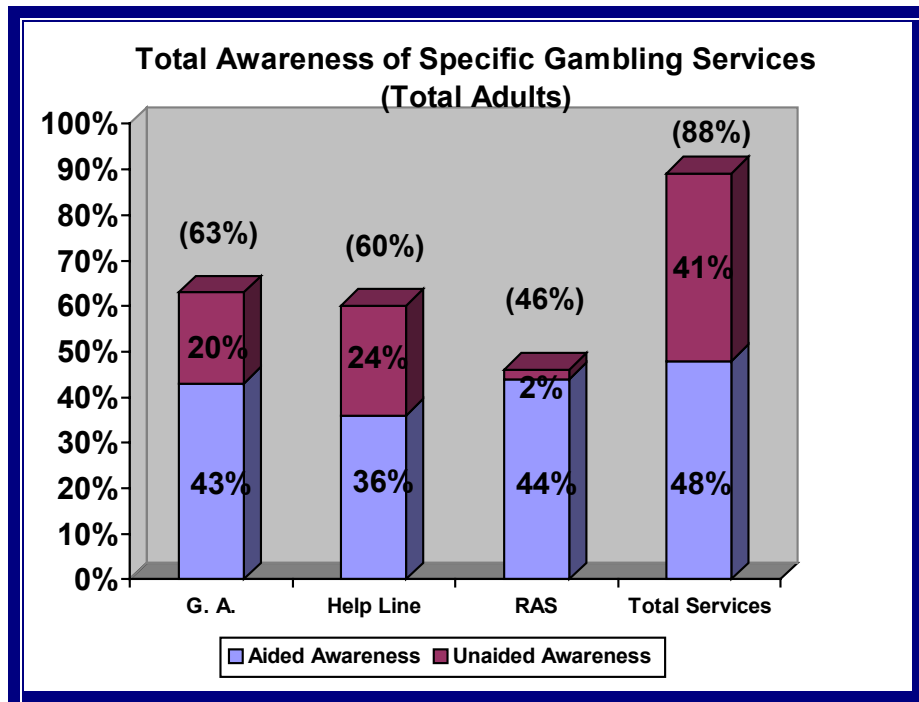
Almost half (49%) of adults surveyed indicated that they were aware of services or programs to address problem gambling in the province of New Brunswick. Awareness of services designed to specifically help problem gamblers was almost twice as high as knowledge of services in place to assist families and others impacted by problem gambling (48% versus 26%). It will be recalled in Section 4.0, Exposure to Problem Gambling, that for each problem gambler in the province approximately 2 to 3 other people are directly affected at a household level. This ratio increases to approximately 13 to one when extended family members are also included. Thus, **the potential demand for information and other related services is far greater for those associated with the problem gambler as opposed to the problem gambler him/herself.**

Approximately 8% of adults, or 17% of those who are aware of problem gambling services, were unable to recall any specific resources currently in place to help problem gamblers and/or their families. This means that only 41% of adults in New Brunswick have top-of-mind awareness for specific gambling services of which approximately half (21%) note services for both problem gamblers and their families.

It appears that a significant proportion of the adult population is currently aware of the existence of problem gambling services in New Brunswick. However, results suggest there is additional room for improving awareness of support for the families and/or the informal support network of the problem gambler.

Figure 15: Total Awareness of Specific Gambling Services (Total Adults)

*Approximately, one out of every four adults in NB has top-of-mind awareness for the Gambling Help Line, with one in five mentioning Gamblers Anonymous*



**UNAIDED  
 RECALL BY  
 SOURCE**

|                   |     |
|-------------------|-----|
| ▪ Help Line Only  | 18% |
| ▪ GA Only         | 13% |
| ▪ RAS Only        | 1%  |
| ▪ Help Line & GA  | 5%  |
| ▪ Help Line & RAS | 2%  |
| ▪ GA & RAS        | 1%  |
| ▪ All Three       | <1% |

The source of unaided awareness for specific problem gambling services is fairly evenly divided among the Gambling Help Line (24%) and Gamblers Anonymous (20%). Only 2% of respondents spontaneously noted the provision of information or assistance through Regional Addiction Services (RAS). Thus, the top-of-mind association of RAS with problem gambling is not as strong as that observed for the other two services. This is not particularly surprising given the fact that the latter two services are specifically dedicated to problem gambling while Regional Addictions Services has a broader mandate. Only approximately 5% of respondents noted the existence of any other sources of information or help such as hospitals, physicians, community services and counselors.

*When adults were specifically asked whether the three primary services for problem gamblers were available in New Brunswick, overall recognition of any services more than doubled to 88%.*

Currently, there appears to be very little overlap in unaided awareness for various problem gambling services with only 8% of respondents mentioning top-of-mind awareness for more than one source of problem gambling assistance. This suggests that Gamblers Anonymous and the Gambling Help Line are being recalled by different individuals in the population. Additional analysis can be undertaken to further identify the relationship. Regardless, approximately 27% of respondents had unaided recall for government programs or services (Help Line and RAS). **This means that two-thirds (67%) of those adults who know of any gambling services in New Brunswick are specifically citing awareness of government based initiatives.**

All respondents were specifically asked whether the three primary services were available to assist problem gamblers in New Brunswick. **When aided recall was used to prompt respondents, awareness of at least one potential source of problem gambling assistance increased dramatically to 88% of adults in the**

**province.** It appears that when reminded, the majority of adults in New Brunswick correctly identify the availability of GA (63%) and the Gambling Help Line (60%). Almost half (46%) of adults in the province recognize Regional Addiction Services as providing assistance.

## Demographic Differences in Awareness of Problem Gambling Services

### Player Segmentation

As expected Non-gamblers have lower unaided (31% versus  $\approx$  50% to 55%) and aided awareness (78% versus  $\approx$  90%) of problem gambling services than either the Casual or Regular Gamblers. It is noteworthy that the percent reporting that Regional Addictions Service provides assistance to problem gamblers is similar in all three player groups ( $\approx$  46%) suggesting communication efforts for RAS services have had a fairly broad reach. Moreover, awareness of GA is only higher for Regular Gamblers (68%) with no difference between the Casual (58%) and Non-gamblers (59%). It is recall of the Gambling Help Line that is driving the majority of the differences observed with significantly fewer Non-gamblers aware of this service. In fact, **overall awareness for the Help Line increases the more often one gambles.** This likely reflects the primary distribution strategies for promoting the 1-800 # through gambling sites and venues. **It appears that strategies for promoting the Help Line have been effective in informing those most likely to find the service personally relevant. However, other promotional and/or distribution strategies will likely be required to educate and inform non-gamblers who are impacted by problem gambling (e.g. Doctor's offices, lottery ticket retail outlets, grocery stores, schools, fridge magnets, stickers)**

### Gender

**Males have higher unaided awareness for both services to assist problem gamblers (51% versus 45%) and for family support (30% versus 23%).** Again, as noted above for the player groups, the differences in awareness between men and women is largely explained by men having higher recall of the Help Line. As men are more likely to gamble and thus are in gambling venues more often than women are, it may be that they have greater exposure to point-of-play promotion of the Help Line number and services.

Once men and women are prompted for recall of services there is virtually no difference in aided awareness between the two groups. This suggests there is value in keeping the Help Line, as well as other services, positioned as top-of-mind through service reminders, especially in informing women there is a convenient, easily accessible means of obtaining information.

---

*Awareness for specific gambling support services, especially the Gambling Help Line, tends to be higher for Regular Gamblers.*

---

---

*When reminded about specific services, women are just as likely as men to recall the various support services available in New Brunswick.*

---

## Age

**Older adults are among those in New Brunswick who are least informed on problem gambling services.** Top-of-mind awareness is almost half that noted for younger adults (30% versus  $\approx$  56%), especially for GA (12% versus  $\approx$  23%) and the Gambling Help Line (13% versus 28%). Even with aided recall only 79% of adults over 55 years of age recognized any of the services as being available in New Brunswick as compared to 90% of their younger counterparts.

**Older adults represent an important group for prevention and education considerations by NBDOH, as the leisure, recreation and gaming industries more aggressively target the growing and lucrative senior's market.**

## Income

**As income goes up so does awareness of problem gambling services.** Only 40% of those with annual incomes under \$25,000 can spontaneously cite any services intended to assist problem gamblers. Awareness levels increase to 51% for those with mid level incomes (\$25,000 to \$50,000) and reach 59% for those with annual household incomes over \$50,000. Gamblers Anonymous is more likely to be cited by those with the highest household incomes (25%) as compared to those with mid level incomes (17%). Those living in low-income households tend to be less familiar with the Gambling Help Line (15 versus 28%).

Aided awareness is also significantly lower for those with household incomes under \$25,000. There are no differences noted for RAS or for Gambler's Anonymous. The Help Line is significantly less likely to be known to those with the lowest incomes (15% versus  $\approx$  29%). The consequences of problem gambling may be greater and occur faster for those with lower incomes. Thus, improving awareness for the Help Line within this group may provide an efficient, convenient and inexpensive solution to getting information or help.

## Awareness by Exposure to Problem Gambling

In order to assess awareness levels within key target groups in the population the data was segmented and examined for those reporting different levels of exposure to problem gambling. Specifically, unaided, aided and total awareness of problem gambling services was calculated for; those exposed to any problem gambling, exposure through family members, at a household level and for those scoring at Moderate or higher risk on the CPGI.

Table 30 presents the responses for the total population and within each segment of interest. The segments are not mutually exclusive and, therefore, tests of significance are not appropriate. However, by examining the responses within each segment, it is possible to assess the association between awareness of problem gambling services and

**THOSE WITH  
 LOWER  
 AWARENESS  
 LEVELS FOR  
 PROBLEM  
 GAMBLING  
 SERVICES**

- women
- Older adults (55+yrs)
- Incomes <\$25k
- High School or less
- Unemployed
- Retired
- Homemakers
- Divorced or Widowed
- No children

**NEW BRUNSWICK DEPARTMENT OF HEALTH & WELLNESS**  
**2001 NEW BRUNSWICK PREVALENCE STUDY**  
**SECTION 6 - AWARENESS & USE OF PROBLEM GAMBLING SERVICES**

those most likely to derive benefits from such programs. This allows NBDOHW to evaluate past performance in ensuring relevant adults are informed of existing or new services and identify the extent to which awareness, or lack thereof, is impacting the use of the available services.



Table 30: Unaided and Aided Awareness for Problem Gambling Services by Exposure to Problem Gambling

| Problem Gambling Services                              | Total Adults<br>(n=800) | Know Any Problem Gambler<br>(n=399) | Problem Gambler in Family<br>(n=104) | Problem Gambler in Household<br>(n=46) | CPGI Moderate + Risk (Score 3+) (n=23)<br>▲ |
|--|-------------------------|-------------------------------------|--------------------------------------|--|---|
| Percent of Population                                  | 100%                    | 49%                                 | 13%                                  | 6%                                     | 3%  |
| <b>AWARENESS OF ANY PROBLEM GAMBLING SERVICES:</b>     |                         |                                     |                                      |  |   |
| Unaided Awareness                                      | 41%                     | 60%                                 | 57%                                  | 65%                                    | 68%   |
| For Problem Gamblers                                   | 41%                     | 60%                                 | 56%                                  | 63%                                    | 68%   |
| For Families   | 21%                     | 36%                                 | 35%                                  | 45%                                    | 39%   |
| Aided Awareness  | 49%                     | 33%                                 | 37%                                  | 33%                                    | 32%   |
| Total Awareness (Unaided and Aided)                    | 88%                     | 93%                                 | 94%                                  | 98%                                    | 100%  |
| <b>AWARENESS OF GAMBLERS ANONYMOUS (GA):</b>           |                         |                                     |                                      |  |   |
| Unaided Awareness                                      | 20%                     | 26%                                 | 26%                                  | 28%                                    | 31%   |
| Aided Awareness  | 43%                     | 41%                                 | 45%                                  | 44%                                    | 41%   |
| Total Awareness  | 63%                     | 67%                                 | 71%                                  | 72%                                    | 72%   |
| <b>AWARENESS OF GAMBLING HELP LINE:</b>                |                         |                                     |                                      |  |   |
| Unaided Awareness                                      | 24%                     | 31%                                 | 24%                                  | 23%                                    | 31%   |
| Aided Awareness  | 36%                     | 38%                                 | 43%                                  | 37%                                    | 53%   |
| Total Awareness  | 60%                     | 69%                                 | 67%                                  | 60%                                    | 84%   |
| <b>AWARENESS OF REGIONAL ADDICTION SERVICES (RAS):</b> |                         |                                     |                                      |  |   |
| Unaided Awareness                                      | 2%                      | 5%                                  | 8%                                   | 17%                                    | 12%   |
| Aided Awareness  | 44%                     | 42%                                 | 42%                                  | 50%                                    | 69%   |
| Total Awareness  | 46%                     | 47%                                 | 50%                                  | 67%                                    | 81%   |

▲ Due to small sample size, results should be viewed with caution.

*In 2001, it appears that awareness of problem gambling services in New Brunswick, is not currently a significant barrier to use of such services.*

*Efforts to enhance awareness, especially within critical groups, have been effective. Over half of those whom are most directly affected by problem gambling are able to cite at least one service or program available to help problem gamblers in the province with the majority (60%) recognizing two or more resources.*

*Only 13% of respondents were unable to acknowledge the availability of any*

**The majority of all those with any level of exposure to problem gambling are aware of services to assist the problem gambler.** As noted previously, knowledge of assistance for family members tends to be substantially lower. In fact, only 36% to 45% of those adults most likely to be affected by gambling are even aware such services exist in New Brunswick.

When prompted for recall of the three principal sources of assistance available awareness levels climb to almost 100% within all of the critical target groups.



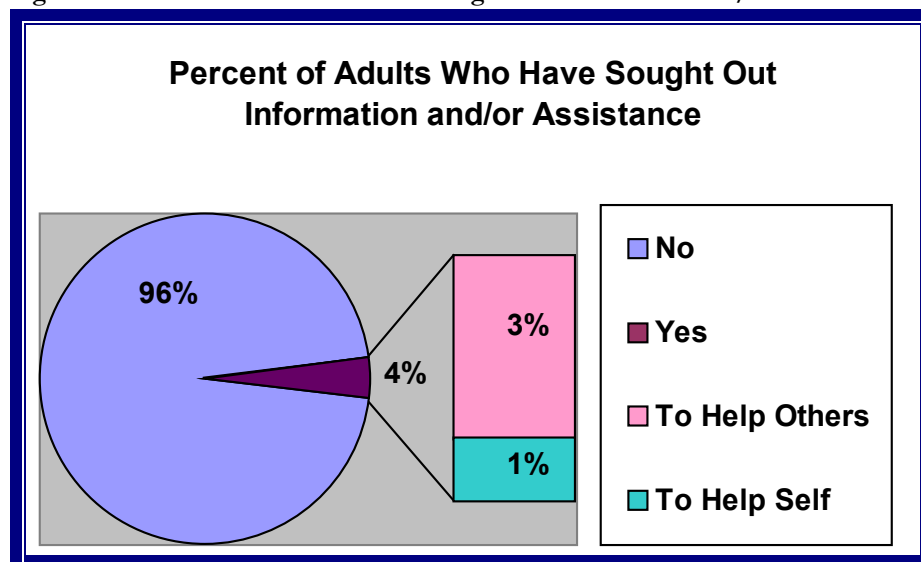
Government initiatives are recognized by at least two-thirds or more of those in each segment.

It is noteworthy, that for those with the most direct exposure to problem gambling, either in their household or through their own gambling, awareness of Regional Addiction Services is comparable to that noted for GA and the Gambling Help Line. **This suggests, that despite lower top-of-mind awareness, Regional Addiction Services is recognized as a resource by those most likely to have a need for information and/or other support services.**

## Use of Problem Gambling Services

### Percent Who Have Sought Information or Assistance

Figure 16: Percent of Adults Who Have Sought Out Information and/or Assistance



Approximately 4% of respondents (n=32), representing approximately 23,000 adults in New Brunswick, have sought out information and/or assistance for problem gambling at some time in the past. The majority of this activity (72%) is exclusively motivated by trying to assist others with a gambling problem. In total, only 1% of adults, representing approximately 29% of all those who have sought out assistance, indicated they were seeking help for a personal problem with gambling. Almost one-third of these individuals was acting on behalf of their own and someone else's interests.

*The majority of those seeking information or assistance are doing so to help someone else with a gambling problem. Thus, a critical component of problem gambling service in New Brunswick will be to provide support to the friends and family members in assisting the problem gambler.*

In addition to personal involvement in assisting problem gamblers, respondents were also questioned regarding the behaviour of other household members. There were 2% of respondents who indicate someone else in their household had sought out information and/or assistance to help either themselves or someone else. It can be calculated that at least one adult in approximately 5% of households in New Brunswick has attempted to get information or assistance related to gambling problems.

### Use of Informal versus Formal Services of Assistance

Of those adults who have ever tried to obtain help or information for a gambling problem (n=38), **55% went to informal sources for assistance, primarily friends (29%), other family members (26%), and/or a spouse or partner (14%).** Other informal sources of assistance mentioned include an employer (n=2) and a church or religious advisor (n=2). Only 20% of those seeking assistance relied solely upon informal sources.

**Overall, the vast majority (80%) of those looking for information and help eventually approach more formal sources of assistance.** Collectively, Gamblers Anonymous (39%), Regional Addiction Services (30%) and other self-help or community based groups (25%) account for 83 % of the formal sources accessed. Surprisingly, only 19% specifically note having contacted the Gambling Help Line, with use of private therapists cited almost as often (15%). Given the high degree of awareness for the Help Line, NBDOHW may wish to undertake additional research to identify the barriers impacting use of the 1-800 service. It may be that while adults know the service is available there is uncertainty as to what is offered or provided by the Help Line.

**It appears that once an individual resolves to obtain assistance they tend to contact more than one resource.** Sixty percent of those who sought out information on gambling contacted two or more, sources of assistance. This may also reflect a referral base system where one resource refers the individual to another support service. Regardless, those who seek out information on gambling appear to be highly motivated and typically access two to three sources in their attempts to address the issue.

### Characteristics of Those Seeking Assistance

The profile of those seeking assistance for gambling related problems does not necessarily match that of the problem or even “at-risk” gambler. Rather, it tends to largely reflect the characteristics of the informal support network for the problem gambler. This has implications for the design and delivery of gambling support services in New Brunswick.

Of those who have sought information or assistance for problem gambling in New Brunswick:

#### SOURCES OF ASSISTANCE

|                 |     |
|-----------------|-----|
| ▪ Informal Only | 20% |
| ▪ Formal Only   | 45% |
| ▪ Both Sources  | 35% |

**CHARACTERISTICS  
OF THOSE  
SEEKING  
ASSISTANCE**

- non-problem gamblers
- gamble regularly
- under 55 years of age
- primarily seeking help for friends,
- at least half have family or household member involved in problem gambling
- employed
- married
- mid income levels
- slight skew for women

- 74% are non-problem gamblers, with 16% triggering at Moderate or higher levels of risk on the CPGI.
- 48% report at least one problem gambler in their extended family, excluding household members
- 39% live in households where at least one problem gambler resides
- slightly skewed towards women (55%), even though men account for a disproportionate number of those gamblers scoring at moderate to high risk levels for gambling
- equally likely to be 19-34 years (43%) or 35-54 years of age (43%), with only 2% of older adults (55 year +) having ever sought out any assistance or information related to problem gambling
- most inclined to have mid-income levels of \$25,000 to \$50,000 per year (61%)
- majority are married or in a spousal relationship (68%)
- majority are employed (65%) although there is a significantly higher incidence of homemakers (16%)
- tend to be comprised of Regular Gamblers (67%), with the remainder primarily gambling on at least a casual basis (26%)

**Association with Problem Gambling**

The sample size for problem gamblers identified in the 2001 study is too small to provide accurate profiles of behaviours within this group (n=9). However, there is qualitative value in examining the responses for these individuals.

Approximately half of the problem gamblers identified (n=5), indicated that they had sought assistance in dealing with their gambling. Moreover, all five individuals accessed both formal and informal resources, including GA (n=5), Regional Addictions Services (n=3), and the Gambling Help Line (n=4). Currently, only two of the five problem gamblers, who sought assistance, report having successfully resolved their gambling problem.

**Those seeking Assistance by Exposure to Problem Gambling**

While exposure to problem gambling is high (≈ 50% of adults know of at least one problem gambler), only 8% of these same adults have sought out any information or assistance on the topic.

Table 31: Percentage Seeking Information by Relationship to Problem Gambler

| Exposure to Problem Gambling | % in Population | % seeking info/ assistance |
|------------------------------|-----------------|----------------------------|
| Any Exposure                 | 50%             | 8%                         |
| In Extended Family           | 13%             | 12%                        |
| In Household                 | 6%              | 25%                        |

The proportion of adults seeking assistance increases, as their relationship to the problem gambler becomes closer and more relevant. However, only one-quarter or less of those who have any level of exposure to problem gambling have actively sought out any assistance. It is unclear why problem gambling services are not used more often by those likely to benefit from such services. Identifying the barriers impacting use can reveal opportunities to improve the accessibility and/or benefits of gambling support services.

### Familiarity with Government Initiatives

Table 32: Degree of Familiarity with Government Initiatives 1996 versus 2001

|  | 1996<br>(n=800) | 2001<br>(n=800) |
|--|-----------------|-----------------|
| <b>Degree of familiarity with government efforts to create awareness of gambling related problems:</b> |                 |                 |
| Very Familiar  | 11%             | 8%              |
| Somewhat Familiar  | 48%             | 40%↓            |
| Not Very Familiar  | 22%             | 25%             |
| Not At All Familiar  | 19%             | 27%↑            |
| % Having seen materials from NBDOHW  | 29%             | 18%↓            |
| % Having heard of 1-800 number for Gambling Help Line  | 69%             | 63%↓            |

Note: shading represents significant differences at the 95% confidence level (p<.05).

The results suggest that there has been a significant decline in the percent of adults who are familiar with government initiatives to create awareness of gambling related problems. Since 1996 adults opinion have shifted from being “somewhat familiar” (48% to 40%), to significantly more adults indicating they are “not at all familiar” (19% to 27%) with such government efforts.

---

*Compared to 1996, adults in NB are now less likely to be familiar with government initiatives related to gambling, are less likely to have seen related brochures and information, and have lower awareness of the Gambling Help*

Fewer adults recall having seen or read any materials such as pamphlets, tear-off sheets or literature on problem gambling from the New Brunswick Department of Health and Wellness (29% versus 18%). This represents a decline of approximately 37% in the percent of adults exposed to such information and materials.

There is also lower recall for the 1-800 line that is available to provide information for people with gambling problems or members of their families (69% versus 63%). Regardless, the majority of adults in the province are still aware of the Gambling Help Line.

To some extent, the changes observed between 1996 and 2001 may reflect differences in sampling between the two measurement periods. However, communication efforts for problem gambling may have diminished over the past 5 years such that the topic is no longer as heavily promoted or advertised by NBDHOW. If this is the case, it appears that renewed efforts will be necessary to keep adults informed of government initiatives in the area of gambling. Additional analysis can be undertaken to further identify and explore the factors impacting familiarity with government initiatives within the context of government activity undertaken in this area.

## ATTITUDES TOWARDS GAMBLING

Public opinion towards gambling has implications for all the various stakeholders associated with gambling activities including, the gaming industry/operators, regulators, social policy decision-makers, and those who provide education, prevention and gambling support services.

---

*Public opinion is a  
powerful force in  
shaping  
government policy  
and programs*

---

In order to gauge attitudes towards various gambling options in New Brunswick, respondents were asked a series of questions relating to their personal feelings about six specific gambling issues in the province. Approval levels were measured using a 5 point likert scale, where one means *strongly opposed* and 5 means *strongly in favour*. The issues measured consisted of the following:

- The current availability of lottery gambling in New Brunswick
- The current availability of Bingo in New Brunswick
- The current availability of video lottery gambling in New Brunswick
- Limiting the availability of video lottery gambling to a few selected locations in New Brunswick
- The establishment of casino gambling in New Brunswick
- The establishment of casino gambling in conjunction with a tourist resort in New Brunswick

Although response for casino gambling was measured in the previous prevalence study, it was not reported upon in the 1996 Report. Therefore, it was not possible to track any changes in attitudes towards the availability of casino gambling overtime.

### Measurement of Gambling Attitudes

The importance of monitoring attitudes towards gambling cannot be overstated. Attitudinal measures for gambling generally reflect the level of tolerance for the activity both on an individual basis and for the community at large. Typically, changes in attitudes precede changes in behaviour, providing early indications of shifts in the

impact of certain practices or policies. These shifts usually are the first signals of gaps between policies and public opinion. As the discrepancy between the two positions increases so too will the pressure to address the issue often leading to reactive responses that are meant to hold growing negativity in abeyance rather than offer real solutions.

---

*Monitoring attitudes towards gambling alerts the government to potential discrepancies or growing gaps between policies and public opinion, thereby encouraging the development of proactive solutions.*

---

The referendum, held in May 2001 on the continued availability of video lottery, illustrates the extent to which attitudes of New Brunswick adults are polarized with respect to gambling. Nearly one-quarter of a million adults took part in the referendum, with a narrow majority voting in favour of having video lottery available in the province. The marginal support for the issue was largely driven by strong lobbying on the part of the industry, as to the undeniable economic benefits of video lottery. However, continued availability is still contingent upon the commitment of industry and government in identifying effective means of mitigating problems associated with this contentious form of gambling.

It is not just growing negativity that is of interest in monitoring gambling attitudes. Favourable attitudes toward gambling have been found to be related to increased risk taking and participation levels<sup>11</sup>. Positive attitudinal shifts may represent a readiness to act, on the part of some individuals or vulnerable groups in the population.

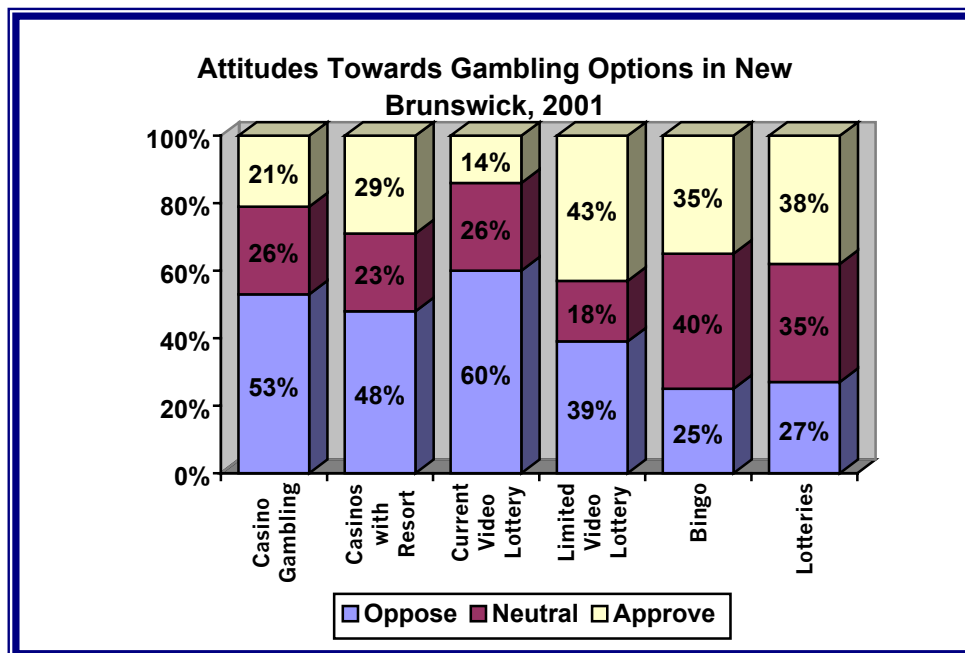
Regardless, systematic attitudinal measures provide valuable information for adopting a more proactive response toward gambling, as has been the case for the responsible gaming programs and movement towards harm minimization.

---

<sup>11</sup> Kassinove, J. (1998). Development of gambling attitude scales: Preliminary Findings. *Journal of Clinical Psychology* 54(6): 763-771

## Attitudes Towards The Availability Of Gambling Options

Figure 17: Attitudes Towards Various Gambling Options In New Brunswick



Overall, **none of the gambling options measured received a majority of support.** In fact, support is highest at 43% for limiting video lottery to selected locations, followed by the current availability of lottery gambling (38%) and bingo in bingo halls (35%). Lottery gambling and bingo in bingo halls also have the highest proportions of neutral respondents and the lowest proportions of opposition, suggesting that many respondents perceive these forms of gambling to be relatively benign. However, the lack of support for lottery games in particular, given the fact that approximately half of adults purchased a ticket in the last month, indicates that attitudes towards gambling in general may be characterized as unfavourable in New Brunswick.

*Combining casino gambling with the establishment of a tourist resort in NB only slightly tempers disapproval of the establishment of a casino in the province*

The current availability of video lottery (14%) and the establishment of casino gambling, both independently (21%) or in conjunction with a tourist resort (29%), received the lowest levels of support. In all cases, most respondents were opposed to these gambling options, with video lottery drawing the highest level of opposition (60%), followed by casino gambling establishment (53%). Combining casino gambling with a tourist resort only slightly tempers disapproval to this potential gambling option, with 48% remaining opposed.

Limiting the availability of video lottery has the lowest proportion of neutral respondents (18%) indicating that people have stronger opinions on this issue than for the other options measured. In fact, opinions are sharply divided on this issue with 43% in favour of limited availability and 39% opposed.



## Opposition By Player Status

Table 33: Percentage Opposed To Various Gambling Options by Player Status, 2001

|                      | Casino Gambling | Casino with Tourist Resort | Video Lottery | Limited Video Lottery | Bingo in Bingo Hall | Lottery Gambling |
|----------------------|-----------------|----------------------------|---------------|-----------------------|---------------------|------------------|
| <b>Total</b>         | 53%             | 48%                        | 60%           | 38%                   | 26%                 | 28%              |
| <b>PLAYER STATUS</b> |                 |                            |               |                       |                     |                  |
| Non-Gambler          | 78%↑            | 70%↑                       | 75%↑          | 50%↑                  | 45%↑                | 51%↑             |
| Casual Gambler       | 54%↑            | 51%↑                       | 64%↑          | 35%                   | 22%                 | 23%              |
| Regular Gambler      | 41%             | 37%                        | 51%           | 36%                   | 20%                 | 21%              |

Note: shading represents significant differences at the 95% confidence level ( $p < .05$ ).

*Non-Gamblers are significantly more likely to oppose all gambling options measured than Casual or Regular Gamblers.*

*Even Regular Gamblers are largely opposed to current video lottery availability in New Brunswick*

Attitudes towards the various gambling options are strongly associated with player status. Not surprisingly, Non-Gamblers report the highest levels of opposition for each gambling option measured. Moreover, for the most contentious gambling options (i.e., current availability of video lottery, casino gambling and casino gambling in conjunction with a tourist resort), the level of opposition declines significantly as the regularity of play increases. It is interesting to note that current availability of video lottery in the province is the only gambling option with the majority of those in every player group indicating opposition.

Non-Gamblers are more likely to oppose even the more socially acceptable forms of gambling activities such as bingo in bingo halls and lottery gambling, with levels of opposition at least twice as high as those reported by Casual and Regular Gamblers.

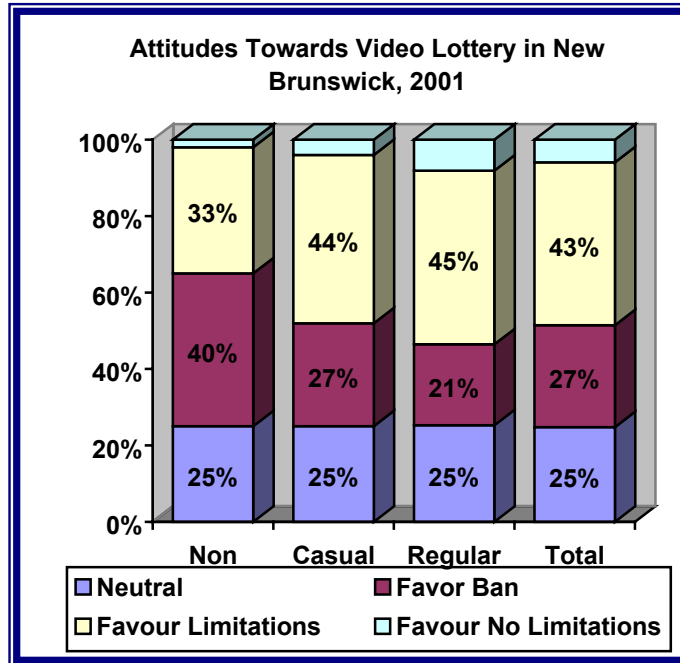
While the relationship between player status and opposition to limiting video lottery to a few select locations in New Brunswick is significant, the differences between player segments are not as striking as for the other gambling options. Moreover, it appears contradictory that Non-Gamblers would be more likely to oppose limited availability than the other two player groups. However, **the high proportion of opposition to limited video lottery access should not be interpreted as support for unlimited access.** In all likelihood, many Non-Gamblers are opposed to anything other than the complete prohibition of video lottery. To gain additional insight, the collective responses for attitudes towards the current availability of video lottery and the possibility of limiting machine availability to selected locations were examined. Based on responses to both questions, respondents were classified into one of four opinion categories:

- ♦ those who favour limited availability of video lottery to selected locations in New Brunswick (i.e., those who are neutral or opposed to current availability and favour limited distribution);
- ♦ those who favour a ban on video lottery (i.e., are opposed to both current availability and limited access);
- ♦ those who would favour unlimited availability of video lottery (i.e., are in favour of current availability and opposed to limitations);

- ♦ those who are neutral or of mixed opinions on the issue.

Figure 18: Attitudes Towards Video Lottery in New Brunswick, 2001

*Approximately 70% of NB adults would favour either a ban on video lottery machines, and/or limited distribution to selected locations*



Overall, more than one-quarter of respondents (27%) can be characterized as favouring an outright ban on video lottery, while close to half (43%) would only support video lottery gambling if access is restricted to a few specific sites. Only 6% of respondents favour unlimited availability (primarily Regular Gamblers), and 25% are neutral towards video lottery availability. Interestingly, all opinion categories tend to vary with player status except those who are more neutral in their response towards VLT's. This suggests that adults in each of the player status groups are more inclined to favour some type of restriction on the video lottery machines, but that there is a core group of adults who reserve judgement and do not have committed opinions either way.

Not surprisingly, Non-Gamblers are significantly more likely to favour a ban on video lottery (40%) than either Casual (27%) or Regular Gamblers (21%). Alternatively, those who gamble are more likely than Non-Gamblers (≈45% vs. 33%) to favour limitations placed on the availability of video lottery. This finding is consistent with past research that has found many players in support of limited access as a control mechanism in reducing play.<sup>12</sup>

<sup>12</sup> Schellinck, T., Schrans, T., & Walsh, G. (2001). *2000 Regular VL Players Follow-Up Survey*. Halifax: Nova Scotia Department of Health.

## Opposition By Demographic Characteristics

**Table 34: Opposition To Various Gambling Options Within Demographic Groups, 2001**

| Characteristic           | Casino Gambling | Casino with Tourist Resort | Video Lottery | Limited Video Lottery | Bingo in Bingo Hall | Lottery Gambling |
|--------------------------|-----------------|----------------------------|---------------|-----------------------|---------------------|------------------|
| <b>Total</b>             | 53%             | 48%                        | 60%           | 38%                   | 26%                 | 28%              |
| <b>GENDER</b>            |                 |                            |               |                       |                     |                  |
| Female                   | 61%↑            | 57%↑                       | 63%↑          | 35%                   | 25%                 | 26%              |
| Male                     | 45%             | 39%                        | 57%           | 43%↑                  | 25%                 | 28%              |
| <b>AGE</b>               |                 |                            |               |                       |                     |                  |
| 19-34                    | 45%             | 39%↓                       | 52%           | 33%                   | 22%                 | 20%              |
| 35-54                    | 53%             | 50%                        | 57%           | 36%                   | 24%                 | 25%              |
| 55+                      | 61%↑            | 54%                        | 73%↑          | 49%↑                  | 31%↑                | 38%↑             |
| <b>EDUCATION</b>         |                 |                            |               |                       |                     |                  |
| ≤H.S. Grad.              | 59%↑            | 54%↑                       | 63%           | 44%↑                  | 28%                 | 31%↑             |
| Post. Sec.               | 48%             | 42%                        | 58%           | 35%                   | 20%                 | 21%              |
| University +             | 48%             | 43%                        | 56%           | 33%                   | 27%                 | 27%              |
| <b>EMPLOYMENT STATUS</b> |                 |                            |               |                       |                     |                  |
| Employed                 | 47%             | 45%                        | 54%           | 35%                   | 23%                 | 23%              |
| Unemployed               | 62%             | 54%                        | 55%           | 43%                   | 10%                 | 35%              |
| Not In Labour Force      | 64%↑            | 53%↑                       | 73%↑          | 46%↑                  | 32%↑                | 35%↑             |
| <b>MARITAL STATUS</b>    |                 |                            |               |                       |                     |                  |
| Single                   | 39%             | 33%↓                       | 52%           | 33%                   | 25%                 | 22%              |
| Married                  | 55%↑            | 51%                        | 60%           | 39%                   | 25%                 | 27%              |
| Divorced/Widowed         | 68%↑            | 56%                        | 79%↑          | 46%                   | 27%                 | 40%↑             |
| <b>HOUSEHOLD INCOME</b>  |                 |                            |               |                       |                     |                  |
| ≤\$25,000                | 57%↑            | 50%                        | 61%           | 45%↑                  | 29%                 | 31%              |
| \$25,001-\$50,000        | 53%             | 49%                        | 60%           | 39%                   | 25%                 | 29%              |
| \$50,001+                | 45%             | 42%                        | 57%           | 34%                   | 21%                 | 19%↓             |
| <b>RELIGION</b>          |                 |                            |               |                       |                     |                  |
| Catholic                 | 48%             | 42%                        | 67%           | 41%                   | 22%                 | 23%              |
| Protestant               | 67%↑            | 58%↑                       | 66%           | 43%                   | 31%↑                | 31%              |
| Other                    | 53%             | 49%                        | 61%           | 34%                   | 27%                 | 31%↑             |
| <b>HOME LANGUAGE</b>     |                 |                            |               |                       |                     |                  |
| English                  | 54%             | 49%                        | 60%           | 36%                   | 25%                 | 28%              |
| French                   | 50%             | 44%                        | 60%           | 45%↑                  | 25%                 | 25%              |
| Bilingual & Other        | 50%             | 50%                        | 75%           | 33%                   | 36%                 | 25%              |

Note: Shading denotes statistically significant differences at the 95% confidence level ( $p < .05$ ).

Table 34 shows levels of opposition to the various gambling options within each demographic group. For each gambling option measured, opposition is related to age and employment status. Typically, opposition to gambling increases with age. Given that age is associated with employment status (i.e., there are a disproportionate number of older adults that are not in the labour force), opposition tends to be significantly lower among those who are employed than those who are not in the labour force.

*For every gambling option measured, opposition is related to age and employment status. Levels of opposition increase with age and, consequently, those who are not in the labour force are more inclined to oppose these gambling options.*

*“New” gambling options, such as the establishment of casino gambling in NB and limiting video lottery gaming to selected locations, are more contentious among various demographic groups in the population. Attitudes toward existing gambling options do not differ as much among demographic*

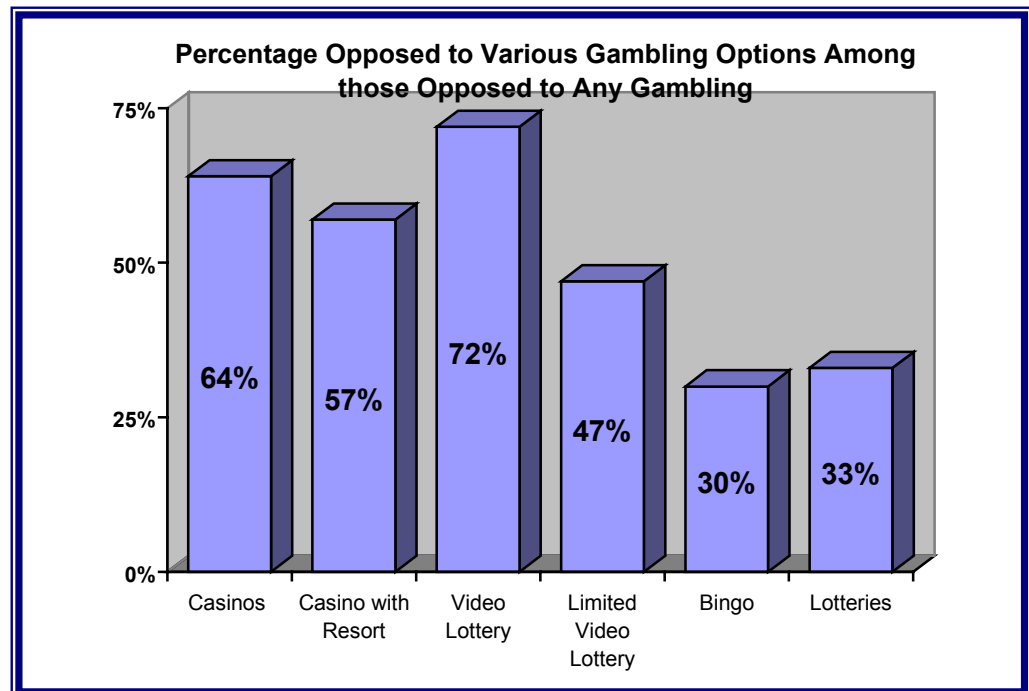
Levels of opposition tend to vary among demographic groups more so for casino gambling and limited video lottery distribution than the gambling options currently available in the province (video lottery as it is, bingo, lottery games). **This suggests that some demographic groups may be more receptive to change or new alternatives in terms of gambling options.**

Opposition levels are highly similar for both bingo in bingo halls and lottery gaming among the demographic groups, and are at lower levels compared to the other gambling options. Conversely, those opposed to video lottery gaming as it is currently available comprise the majority of every demographic category.

Opposition to casino gambling (on its own and/or in conjunction with a tourist resort) tends to be more prevalent among women than among men, for those with high school education versus post secondary, those in lower income households, those who are/have been married versus single adults, and Protestants versus Catholics/other denominations. These patterns of opposition are similar for the option of limiting video lottery distribution to selected locations, with the exceptions of more men indicating unfavourable attitudes than women, and no differences evident among marital status categories or religious practices.

### **Opposition to Any Gambling in New Brunswick**

Figure 19: Percentage Opposed to Various Gambling Options Among those Opposed to Any Gambling



---

*The majority of those opposed to any of the gambling options are unfavourably disposed towards video lottery and/or casino gambling. In fact, only approximately half as many indicate opposition to bingo and/or lotteries*

To gain a better understanding of the relative impact of the various games of chance for attitudes in New Brunswick, the data was examined based on all those opposed to any of the gambling options measured.

**In total, 83% of respondents are opposed to at least one of the forms of gambling measured in the study.** As illustrated in the chart above, opposition to gambling is primarily driven by attitudes towards video lottery and casino gambling. Nearly three-quarters of those opposed to any gambling are directly opposed to the current availability of video lottery and almost two-thirds are opposed to the establishment of casinos in the province. Alternatively, only one-third are opposed to bingo in bingo halls or lottery gambling.

## KNOWLEDGE & INTEREST LEVELS FOR SPECIFIC ISSUES RELATED TO GAMBLING

To assist the New Brunswick Department of Health and Wellness in planning for future research and/or to use as input to other initiatives, all respondents participating in the 2001 survey were questioned to obtain current knowledge and interest levels for various issues related to gambling in New Brunswick.

For each issue, respondents were asked to indicate their general level of knowledge, using a 3-point scale of “not at all knowledgeable”, “somewhat knowledgeable” and “very knowledgeable.” In addition, respondents were asked to rate their personal level of interest in receiving information related to each specific issue should such information become available. Again, a 3-point scale of “not at all interested”, “somewhat interested” and “very interested” was used. These measures were not included in previous versions of the New Brunswick Prevalence Study.

---

*Knowledge levels indicate how informed adults in NB feel they are about specific gambling issues.*

*Interest levels indicate the extent to which they are receptive to additional information and the relevance of the topic.*

### Measures Of Knowledge And Interest

By obtaining estimates of **knowledge levels**, NB DOHW is able to assess how well informed adults are about gambling in general and problem gambling specifically. While this is helpful in assessing the effectiveness of past communication efforts, it also identifies information gaps that have implications for on-going education and prevention initiatives.

**Interest levels** indicate the extent to which adults desire and/or are receptive to such information. This can also be interpreted as the degree of relevance the topic has for someone on a personal level. An individual may not be knowledgeable about a particular topic, however, if the issue is not of interest to them, they are unlikely to acquire and/or derive any benefit from provided information. Conversely, some of those who are uninformed may not be aware of the relevance of the topic.

Sometimes, those who are most knowledgeable are also most likely to be interested in additional information. Due to their predisposition towards the topic, they are more motivated to seek out and/or pay attention to related information.

## Knowledge Levels For Various Issues

Table 35: Knowledge & Interest of Various Issues Related to Gambling in New Brunswick, 2001

|  | Knowledge  |           |      | Interest   |           |      |
|--|------------|-----------|------|------------|-----------|------|
|  | Not At All | Some-what | Very | Not At All | Some-what | Very |
| On how to play games of chance responsibly                                   | 55%        | 24%       | 21%  | 63%        | 21%       | 15%  |
| Early warning signs that someone may be having a problem with their gambling | 50%        | 38%       | 12%  | 50%        | 31%       | 19%  |
| The impact of problem gambling in NB   | 39%        | 50%       | 11%  | 51%        | 30%       | 19%  |
| Services available to help problem gamblers and their families               | 48%        | 46%       | 7%   | 56%        | 29%       | 15%  |
| Odds of winning for the various games of chance available in NB              | 61%        | 28%       | 11%  | 67%        | 20%       | 13%  |
| The amount of money generated by gambling in NB                              | 54%        | 35%       | 11%  | 49%        | 25%       | 26%  |
| The impact of gambling for seniors in NB                                     | 77%        | 20%       | 3%   | 49%        | 30%       | 21%  |
| The impact of gambling on children and youth in NB                           | 65%        | 29%       | 6%   | 37%        | 30%       | 34%  |
| How games of chance are operated and regulated in NB                         | 70%        | 24%       | 5%   | 55%        | 26%       | 19%  |
| How the money from gambling is used in NB                                    | 67%        | 27%       | 6%   | 37%        | 22%       | 41%  |

*The results suggest that there is considerable opportunity to increase knowledge of gambling issues in New Brunswick. Only 39% of adults consider themselves well informed on any of the issues measured and 54% expresses an interest in learning more about such issues.*

Overall, very few adults reported high levels of knowledge for any of the ten issues measured. Collectively, only 39% of respondents felt that they were very well informed on any of the measures. *“How to play games of chance responsibly”* accounts for 55% of those with any high knowledge levels, with 21% of adults surveyed noting that they were very well informed on this particular issue. Comparatively, 12% or fewer felt they were very knowledgeable about the remaining nine issues. In fact, the majority of respondents reported they were not at all knowledgeable for eight of the ten issues measured.

Specifically, adults are least informed regarding *“the impact of gambling for seniors”* (77% are not at all knowledgeable), *“how games of chance are operated and regulated”* (70%), *“how the money from gambling is used”* (67%), and the *“impact of gambling on children and youth in NB”* (65%).



*The majority of adults have at least some knowledge of the impact of problem gambling in New Brunswick (61%) and the services available to help problem gamblers and their families (57%).*

In terms of those issues related specifically to problem gambling, there tends to be a higher proportion of those who are only somewhat knowledgeable. Approximately half of all respondents felt they were somewhat informed on “*the impact of problem gambling in New Brunswick*” (50%) and awareness of “*services available to help problem gamblers*” (46%). This finding is encouraging as it suggests a significant proportion of adults have at least some information on the topic.

### Interest Levels For Various Issues

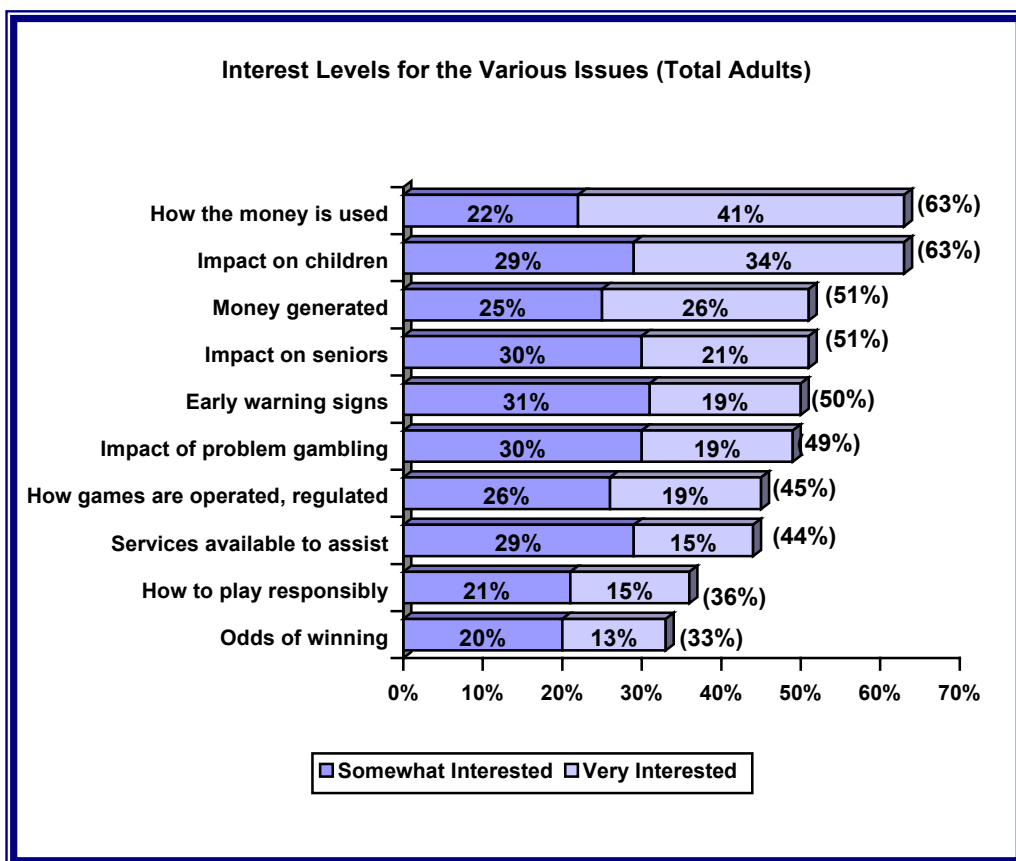


Figure 20: Interest Levels for the 10 Gambling Issues Measured in the Study

*The largest gaps between current knowledge and desire for more information occur for:*

- *How the money from gambling is used*
- *The impact of gambling on children and youth*
- *The impact of gambling for seniors*

*For these issues, interest in obtaining information exceeds knowledge levels by 28% to 30%.*

**Interest in obtaining information on gambling and problem gambling issues is high in New Brunswick. Over half of adults (54%) indicated they are very interested in receiving information on at least one of the ten issues.**

While 39% reported high levels of knowledge for at least one of the ten measures, a majority (54%) expressed a high degree of interest in receiving information on at least one of the ten issues.

In general, interest in receiving any additional information is related to age and education. Interest is lower among those aged 55 and older (44%) than it is for their



**NEW BRUNSWICK DEPARTMENT OF HEALTH & WELLNESS  
2001 NEW BRUNSWICK PREVALENCE STUDY  
SECTION 8 – KNOWLEDGE & INTEREST LEVELS FOR  
SPECIFIC ISSUES RELATED TO GAMBLING**

younger counterparts ( $\approx 57\%$ ). Similarly, interest is lower among those with a high school education (49%) than those with post secondary education ( $\approx 58\%$ ). General interest in receiving information did not differ by gender, home language, marital status, employment status, household income, or religion.

A majority of adults expressed some level of interest in receiving information for four of the ten issues: *how the money from gambling is used in New Brunswick* (63%); *the impact of gambling on children and youth in New Brunswick* (63%); *the impact of gambling on seniors in New Brunswick* (51%); and *the amount of money generated by gambling in New Brunswick* (51%).

In terms of those who are very interested in information on any one of the topics, a desire to know more about how gambling revenues are used in the province tends to edge out response for the impact of gambling on children (41% versus 34%). This is not particularly surprising as the former issue will have relevance for all adults, while only approximately 40% of the population have children living in their household. When only those who live with children are considered, the percentage very interested in the impact of gambling on children and youth increases to 40%, a level similar to that noted for how gambling funds are used.

Similarly, equal proportions of respondents report an interest in receiving information about *the amount of money generated from gambling* (51%) and *gambling's impact on seniors* (51%), although the former garners greater levels of high interest (26% versus 21%). Interestingly, there are no differences by age in the percentage of those who are interested in the impact of gambling on seniors. Those under 55 years of age are just as likely as those 55 years or older to have high levels of interest in the topic ( $\approx 21\%$ ). In fact, general interest levels tend to be lower for older adults (43%) than for those under 35 years ( $\approx 60\%$ ). This suggests that the majority of interest in the topic ( $\approx 74\%$ ) is being expressed by those who may be concerned about older family members or seniors.

*How gambling proceeds are used, gambling's impact on children, the amount of money generated by gambling, and gambling's impact on seniors* are all inversely related to age and socio-economic status (i.e., education, employment status, and household income). In general, interest declines with age, lower levels of education and lower household incomes. Moreover, interest is lowest among those not in the labour force (i.e., retirees, homemakers, students, disabled adults).

There is a significant positive relationship between knowledge levels and interest levels ( $r=0.28$ ;  $p<.001$ ) suggesting that those who are knowledgeable are also more likely to want additional information. However, the relationship only explains approximately 7% of the variance in the two measures suggesting that other factors are playing a significant role in determining the level of interest in receiving information related to gambling. Additional analysis can be undertaken to identify those groups most likely to

---

*There are no age differences in those concerned with the impact of gambling on seniors. In fact, it appears that the majority of interest in the issue may be driven by the concern for the well being of older family members.*

require and benefit from information on gambling and problem gambling in New Brunswick.

## **Issue Priorities For Those Very Interested**

When only considering those who are “Very Interested” in receiving information on at least one issue related to gambling, the information priorities are as follows:

**Table 36: Issue Priorities for those Very Interested in Receiving Information Related to Gambling**

|  | Percentage of those Very Interested |
|--|-------------------------------------|
| How the money generated from gambling is used  | 89%                                 |
| Impact of gambling on children                 | 88%                                 |
| Amount of money generated by gambling          | 76%                                 |
| Impact of gambling for seniors                 | 74%                                 |
| Early warning signs of problem gambling        | 72%                                 |
| Impact of problem gambling                     | 72%                                 |
| How games of chance are operated and regulated | 67%                                 |
| Services available to assist problem gamblers  | 65%                                 |
| How to play games of chance responsibly        | 55%                                 |
| Odds of winning various games of chance        | 51%                                 |

Compared to other adults, those very interested in obtaining information on at least one issue related to gambling tend to differ on the following measures:

- More likely to personally know someone who has, or had, a problem with gambling (56% versus 43%);
- More likely to have a non-family member of their household with a gambling problem (3% versus <1%);
- More likely to have relatives that have a gambling problem (11% versus 4%);
- More likely to have friends, co-workers or other acquaintances that have a gambling problem (46% versus 35%);
- More likely to have ever gambled (93% versus 84%);
- More likely to have gambled in the past year (87% versus 75%);
- More likely to have gambled in the past month (65% versus 55%);

*Those most interested in information on gambling-related issues tend to have higher involvement levels in gambling and report greater exposure levels to problem gambling.*

**NEW BRUNSWICK DEPARTMENT OF HEALTH & WELLNESS  
2001 NEW BRUNSWICK PREVALENCE STUDY  
SECTION 8 – KNOWLEDGE & INTEREST LEVELS FOR  
SPECIFIC ISSUES RELATED TO GAMBLING**

- More likely to have other adults in their household who gamble on a regular basis (18% versus 12%).

The issue priorities would suggest that those adults seeking information related to gambling are more concerned with holding the government accountable than with using the information for personal purposes. For example, the top three issue priorities are (1) how the money from gambling is used, (2) gambling's impact on children and youth, and (3) the amount of money generated from gambling. While this assumption might have some merit, it is also evident from the preliminary analysis that those interested in obtaining information related to gambling are significantly different in many aspects that could result in heightened personal gambling concerns (e.g., higher involvement in gambling, greater contact with problem gamblers, increased presence of other regular gamblers in the household). Therefore, ensuring that information is reaching those expressing interest in the issues represents an important health promotion opportunity.

## BIBLIOGRAPHY

Abbott, M. W. & Volberg, R. A. (1999). *Gambling and Problem Gambling in the Community: an International Overview and Critique*. Wellington: Department of Internal Affairs.

Addictions Foundation of Manitoba & Malcolm Doupe (1999). *Gambling and Seniors: The Final Report on the Survey of Key Informants*. Winnipeg: Addictions Foundation of Manitoba.

Azmier, J. J. (2001). *Gambling in Canada 2001: An Overview*. Calgary: Canada West Foundation.

Baseline Market Research Ltd. (1992). *Final Report Prevalence Study of Problem Gambling*. Report to the New Brunswick Department of Finance.

Baseline Market Research Ltd. (1996). *Replication Study of Problem Gambling in New Brunswick*. Report to the New Brunswick Department of Finance.

Dickerson, M. & Baron, E. (1999). "Future Research Into Problem Gambling." In Press, *Addiction*.

Doiron, J. & Nicki, R. (1999). *The Prevalence of Problem Gambling in Prince Edward Island*. Charlottetown: Prince Edward Island Department of Health and Social Services.

New Brunswick Department of Finance (1997). *Video Lottery Program Review*. New Brunswick Department of Finance.

Nova Scotia Alcohol & Gaming Authority & Focal Research Consultants Ltd. (1999). *A Survey of the Prevalence and Perceptions of Gaming in Nova Scotia*. Halifax: Nova Scotia Alcohol & Gaming Authority.

Nova Scotia Alcohol & Gaming Authority (1995). *Annual Gaming Report*. Dartmouth, Nova Scotia: Nova Scotia Alcohol & Gaming Authority.

Nova Scotia Alcohol & Gaming Authority (1996). *Annual Gaming Report*. Dartmouth, Nova Scotia: Nova Scotia Alcohol & Gaming Authority.

Nova Scotia Alcohol & Gaming Authority (1997). *Annual Gaming Report*. Dartmouth, Nova Scotia: Nova Scotia Alcohol & Gaming Authority.

Nova Scotia Alcohol & Gaming Authority (1998). *Annual Gaming Report*. Dartmouth, Nova Scotia: Nova Scotia Alcohol & Gaming Authority.

Nova Scotia Alcohol & Gaming Authority (1999). *Annual Gaming Report*. Dartmouth, Nova Scotia: Nova Scotia Alcohol & Gaming Authority.

**NEW BRUNSWICK DEPARTMENT OF HEALTH & WELLNESS**  
**2001 NEW BRUNSWICK PREVALENCE STUDY**  
**BIBLIOGRAPHY**

Nova Scotia Department of Health and Baseline Market Research Ltd. (1996). *Final Report: Prevalence Study on Problem Gambling in Nova Scotia*. Halifax, Nova Scotia: Nova Scotia Department of Health.

Nova Scotia Department of Health and Focal Research Consultants Ltd. (1998). *The 1997/98 Nova Scotia Regular VL Players' Survey*. Halifax, Nova Scotia: Nova Scotia Department of Health.

Nova Scotia Department of Health and Focal Research Consultants Ltd. (1998). *The 1997/98 Nova Scotia Regular VL Players' Survey*. Halifax, Nova Scotia: Nova Scotia Department of Health.

Nova Scotia Department of Health and Omnifacts (1993). *Final Report: Prevalence Study on Problem Gambling in Nova Scotia*. Halifax, Nova Scotia: Nova Scotia Department of Health.

Nova Scotia Gaming Control Commission (1996). *A Year in Review: Gaming in Nova Scotia, The First Annual Report*. Nova Scotia Gaming Commission 1995-96. Halifax, Nova Scotia: Gaming Control Commission.

Schaffer, H. J., Hall, M. N., & Vander Bilt, J. (1997). *Estimating the Prevalence of Disordered Gambling Behaviour in the United States and Canada: a Meta-Analysis*. Boston: Harvard Medical School.

Sudman, S. (1976). *Applied Sampling*. New York: Academic Press Inc.

Volberg, R. A. & Banks, S. M. (1990). "Review of Two Measures of Pathological Gambling in the United States." *Journal of Gambling Behaviour*, 145, 57-71.

Volberg, R.A. (1996). *Problem Gambling in New Brunswick: Review and Recommendations*. Report to the New Brunswick Department of Finance.

# **APPENDICES**

**Appendix A:**

*2001 Survey of Gambling and Problem Gambling in New Brunswick  
Questionnaire*

**NEW BRUNSWICK DEPARTMENT OF HEALTH & WELLNESS**  
**2001 NEW BRUNSWICK PREVALENCE STUDY**  
**APPENDICES**

The 2001 Survey of Gambling and Problem Gambling in New Brunswick had a separate version of the questionnaire for men and women. The survey content was identical, with gender being transposed in the introduction and instructions of each version. The male version of the questionnaire is presented in the report.



Hello, my name is \_\_\_\_\_ from Focal Research, a professional research firm located in Atlantic Canada. On behalf of the New Brunswick Department of Health and Wellness, we are conducting a survey across the province about participation, opinions, and general awareness of gambling and gambling related issues in New Brunswick. Your household has been randomly selected to represent the opinions of MEN in the province. May I please speak to a MALE who is 19 years of age or older and is a member of this household?

IF NO MALES IN HOUSEHOLD – **THANK & TERMINATE**

IF NOT AVAILABLE – Is there a good time I can call back to reach the correct person? Whom should I ask for? (**WRITE ON RECORD OF CALLS SHEET**)

We would like to assure you that your answers are anonymous and confidential, and the information gathered is used for research purposes only. The survey will take approximately 15 minutes and your contribution to this important study will be greatly appreciated. Is this a convenient time for you to take part?

A1a. Have you ever purchased or played any of the following games of chance for which you can win money? First of all... **(RECORD BELOW)**

A1b. **IF EVER PLAYED THEN ASK:** During the last year, on average, how often did you purchase or play \_\_\_\_\_ ? **(READ LIST BELOW FOR EACH GAME EVER PLAYED)**

A1c. **IF Q # A1B>0 THEN SPECIFY:** On average, approximately how many times (per week, per month, or in the last year) did you play/purchase \_\_\_\_\_?

**List & Codes For Q # A1B:**

- Weekly (once a week or more)
- Monthly (once a month or more)
- Occasionally (sporadic, less often than once a month)
- Rarely (only once or twice a year)
- Seasonal/Varies due to time of year

OR DID NOT PLAY IN LAST YEAR

**Q # A1C:**

- 5 – Specify # Times Per Week
- 4 – Specify # Times Per Month
- 3
- 2 } - Specify # Times Per Year
- 1
- 0

A1d. **IF Q # A1C>0 THEN ASK:** On average, how much did you spend, out of pocket (i.e., excluding any winnings) each time you played \_\_\_\_\_? **(ROUND TO NEAREST DOLLAR)**

A1e. **IF Q # A1C>0 THEN ASK:** On average, how much time did you spend each time you played \_\_\_\_\_? **(CONVERT TO NEAREST MINUTE)**

A1f. **IF Q # A1C>0 THEN ASK:** In the last month, how many times did you purchase or play

|   |        | Q A1a)<br>Ever<br>Played | Q A1b)<br>Frequency of<br>Play | Q A1c)<br># Times<br>Played Per<br>Wk/Mo/Yr | Q A1d)<br>Avg.<br>Expenditure<br>Per Time | Q A1e)<br>Avg. Length<br>of Time Spent<br>Per Time | Q A1f)<br># Times<br>Played In Last<br>Month |
|---|--------|--------------------------|--------------------------------|---|---|--|--|
| Lottery Draws such as 6/49, Super 7, TAG                                  | 1      | ___                      | ___<br>(code 0-5)              | ___ times                                   | \$___                                     | N/A  | ___ times                                    |
| Scratch 'n Win lottery tickets  | 2      | ___                      | ___<br>(code 0-5)              | ___ times                                   | \$___                                     | N/A  | ___ times                                    |
| 50¢ Breakopen/Pull-tab tickets  | 3      | ___                      | ___<br>(code 0-5)              | ___ times                                   | \$___                                     | N/A  | ___ times                                    |
| Sport Select Proline  | 4      | ___                      | ___<br>(code 0-5)              | ___ times                                   | \$___                                     | N/A  | ___ times                                    |
| Video Lottery Terminals   | 5      | ___                      | ___<br>(code 0-5)              | ___ times                                   | \$___                                     | ___ mins.  | ___ times                                    |
| Bingo in Bingo Halls, TV Bingo or Satellite Bingo (excluding Lotto Bingo) | 6      | ___                      | ___<br>(code 0-5)              | ___ times                                   | \$___                                     | ___ mins.  | ___ times                                    |
| Slot Machines at a Casino   | 7      | ___                      | ___<br>(code 0-5)              | ___ times                                   | \$___                                     | ___ mins.  | ___ times                                    |
| Dice or Card Games at a Casino  | 8      | ___                      | ___<br>(code 0-5)              | ___ times                                   | \$___                                     | ___ mins.  | ___ times                                    |
| Sports Bets/Pools (Excluding Sport Select Proline)                        | 9      | ___                      | ___<br>(code 0-5)              | ___ times                                   | \$___                                     | ___ mins.  | ___ times                                    |
| Horse Racing  | 1<br>0 | ___                      | ___<br>(code 0-5)              | ___ times                                   | \$___                                     | ___ mins.  | ___ times                                    |
| Card Games for Money (not at casino)                                      | 1<br>1 | ___                      | ___<br>(code 0-5)              | ___ times                                   | \$___                                     | ___ mins.  | ___ times                                    |
| Charity/Non-ALC Draws/Raffles   | 1<br>2 | ___                      | ___<br>(code 0-5)              | ___ times                                   | \$___                                     | N/A  | ___ times                                    |
| Internet Gambling   | 1<br>3 | ___                      | ___<br>(code 0-5)              | ___ times                                   | \$___                                     | ___ mins.  | ___ times                                    |
| Any Other Types Of Betting  | 1<br>4 | ___                      | ___<br>(code 0-5)              | ___ times                                   | \$___                                     | ___ mins.  | ___ times                                    |

A2. And what is the largest amount of money you have spent gambling or on games of chance at any one time in the past year? **(ROUND TO THE NEAREST DOLLAR)**

\$ \_\_\_\_\_

**SURVEY INSTRUCTIONS A**

**IF 0 to all in Q # A1a then GO TO SECTION E (Pg. 6)**

**IF 0 to all in Q # A1b then GO TO SECTION D (Pg. 5)**

**SECTION B: GAMBLING STATEMENTS**

B1. Next I'm going to read you a series of statements about gambling and I would like you to tell me whether you agree or disagree with each one. Using a scale of 1 to 5, where 1 means Strongly Disagree and 5 means Strongly Agree, how much do you agree or disagree with each of the following? (ROTATE ORDER IN SETS)

|  | Strongly<br>Disagree | 1 | 2 | 3 | 4 | Strongly<br>Agree | 5 | _____ |
|--|----------------------|---|---|---|---|-------------------|---|-------|
| ( ) a) I find gambling/games of chance are fun and entertaining                  |                      | 1 |   | 2 | 3 | 4                 | 5 | _____ |
| b) I sometimes feel guilty about how much money I have spent gambling            |                      | 1 |   | 2 | 3 | 4                 | 5 | _____ |
| c) After losing money gambling, I have tried to win my money back gambling again |                      | 1 |   | 2 | 3 | 4                 | 5 | _____ |
| d) After a string of losses while gambling, I feel your are more likely to win   |                      | 1 |   | 2 | 3 | 4                 | 5 | _____ |
| e) I consider gambling to be a form of entertainment for me                      |                      | 1 |   | 2 | 3 | 4                 | 5 | _____ |
| ( ) f) Gambling is an enjoyable part of socializing with friends or family       |                      | 1 |   | 2 | 3 | 4                 | 5 | _____ |
| g) I sometimes gamble in the hopes of paying off debts or bills                  |                      | 1 |   | 2 | 3 | 4                 | 5 | _____ |
| h) I consider myself to be knowledgeable about how to play games of chance       |                      | 1 |   | 2 | 3 | 4                 | 5 | _____ |
| i) I gamble to forget my troubles or worries or when I feel bad about myself     |                      | 1 |   | 2 | 3 | 4                 | 5 | _____ |
| j) I have friends or family who worry or complain about me gambling              |                      | 1 |   | 2 | 3 | 4                 | 5 | _____ |
| ( ) k) I have lied about my gambling   |                      | 1 |   | 2 | 3 | 4                 | 5 | _____ |
| l) I sometimes feel guilty about how much time I spend gambling                  |                      | 1 |   | 2 | 3 | 4                 | 5 | _____ |
| m) I often find myself thinking about gambling or ways to find money to gamble   |                      | 1 |   | 2 | 3 | 4                 | 5 | _____ |
| n) I could stop gambling any time I wanted                                       |                      | 1 |   | 2 | 3 | 4                 | 5 | _____ |
| o) Gambling has negatively affected a significant relationship                   |                      | 1 |   | 2 | 3 | 4                 | 5 | _____ |
| p) Gambling has negatively affected my job, educational or career opportunities  |                      | 1 |   | 2 | 3 | 4                 | 5 | _____ |

**SECTION C: PROBLEM GAMBLING**

The next set of questions is part of a standard series of questions that have recently been used throughout Canada in surveys similar to this one. Again, there are no right or wrong answers and I want to reassure you that your answers are confidential and anonymous. We simply want to know about your experiences. Please try to be as accurate as possible.

Thinking about the last twelve months only, that would be since last August...

C1. Have you bet more than you could really afford to lose?  
Would you say:

- Never 1
- Sometimes 2
- Most of the time 3
- Almost always 4 \_\_\_\_\_
- Refused 8
- Don't know 9

C2. Have you needed to gamble with larger amounts of money to get the same feeling of excitement?

- Never 1
- Sometimes 2
- Most of the time 3
- Almost always 4 \_\_\_\_\_
- Refused 8
- Don't know 9

C3. When you gambled, did you go back another day to try and win back the money you lost?

- Never 1
- Sometimes 2
- Most of the time 3
- Almost always 4 \_\_\_\_\_
- Refused 8
- Don't know 9

C4. Have you borrowed money or sold anything to get money to gamble?

- Never 1
- Sometimes 2
- Most of the time 3
- Almost always 4 \_\_\_\_\_
- Refused 8
- Don't know 9

C5. Have you felt that you might have a problem with gambling?

- Never 1
- Sometimes 2
- Most of the time 3
- Almost always 4 \_\_\_\_\_
- Refused 8
- Don't know 9

C6. Have people criticized your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true?

- Never 1
- Sometimes 2
- Most of the time 3
- Almost always 4 \_\_\_\_\_
- Refused 8
- Don't know 9

C7. Have you ever felt guilty about the way you gamble, or what happens when you gamble?

- Never 1
- Sometimes 2
- Most of the time 3
- Almost always 4 \_\_\_\_\_
- Refused 8
- Don't know 9

C8. Has gambling caused you any health problems, including stress or anxiety?

- Never 1
- Sometimes 2
- Most of the time 3
- Almost always 4 \_\_\_\_\_
- Refused 8
- Don't know 9

C9. Has your gambling caused any financial problems for you or your household?

- Never 1
- Sometimes 2
- Most of the time 3
- Almost always 4 \_\_\_\_\_
- Refused 8
- Don't know 9

**SECTION D: LIFETIME PROBLEM GAMBLING**

Now we would like you to focus on anytime you may have played games of chance.

D1. Have you now or in the past ever felt you were having a problem spending more time and/or money gambling or playing games of chance for money? (READ LIST)

- YES - More Money 1 - CONTINUE
- YES - More Time 2 - CONTINUE
- YES - Both 3 - CONTINUE \_\_\_\_\_
- NO 0 - GO TO Q# D4

D2. Have you solved your problem with gambling or is it still a concern for you? (READ LIST)

- Completely solved 1 - CONTINUE
- Partially solved 2 - CONTINUE
- Still a problem 3 - GO TO Q# D4 \_\_\_\_\_

D3. How long ago did you solve your gambling problem? (CONVERT TO MONTHS)

\_\_\_\_\_

D4. In general, on a scale of 1 to 10 where 1 means your gambling is not at all a problem and 10 means your gambling is a serious problem, how would you rate your gambling right now?

Not at all a problem      Serious problem

1      2      3      4      5      6      7      8      9      10      \_\_\_\_\_

**SECTION E: GAMBLING SUPPORT SERVICES**

E1a. Including yourself, do you personally know of anyone in New Brunswick who has, or has had, a problem with their gambling?

YES                                      1 - CONTINUE  
NO                                        0 - GO TO Q # E2a      \_\_\_\_\_  
(Don't know/Unsure)                9 - GO TO Q # E2a

E1b. IF YES: Which of the following best describes your relationship to this person or these people you know who have a gambling problem? (READ LIST) (MORE THAN ONE RESPONSE ALLOWED)

E1c. FOR EACH MENTION: How many are there?

|   | E1b)    | E1c)  |
|---|---------|-------|
| Self  | 1 _____ | _____ |
| Household Family Member   | 2 _____ | _____ |
| Household Non-Family Member   | 3 _____ | _____ |
| Immediate Family – Not In Household<br>(brother, sister, parents, grandparents) | 4 _____ | _____ |
| Other Family – Not In Household<br>(uncle, aunt, cousin)                        | 5 _____ | _____ |
| Others – Non-Household, Non-Family Member<br>(friend, acquaintance, co-workers) | 6 _____ | _____ |

E1d. What type(s) of gambling do or did they have a problem with?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

E2a. Are you aware of any assistance or services currently in place to help...

**YES NO DK**

|                                 |   |   |   |       |
|---------------------------------|---|---|---|-------|
| 1) Problem Gamblers             | 1 | 0 | 9 | _____ |
| 2) Families of Problem Gamblers | 1 | 0 | 9 | _____ |

**IF NO OR DON'T KNOW TO BOTH GO TO E2C**

E2b. **IF YES TO EITHER:** What support services are available to assist problem gamblers or their families in New Brunswick? **(DON'T READ LIST)**

E2c. **(FOR THOSE NOT MENTIONED IN E2B):** Do you know whether the following services are available to assist problem gamblers or their families in New Brunswick **(READ LIST)**

|                                   |   | <b>DON'T READ<br/>E2b)</b> | <b>READ<br/>E2c)</b> |
|-----------------------------------|---|----------------------------|----------------------|
| Gamblers Anonymous                | 1 | _____                      | _____                |
| Regional Addiction Services/Detox | 2 | _____                      | _____                |
| Gambling Helpline 1-800 #         | 3 | _____                      | _____                |
| Other <b>(SPECIFY):</b> _____     | 4 | _____                      | _____                |
| Can't recall specifics            | 5 | _____                      | _____                |

E3a. Have you ever sought any assistance or information, from informal sources such as your spouse or partner, friends, or family members or more formal services, to help either yourself or someone else with a gambling problem?

E3b. Has anyone else in your household ever sought any assistance or information to help either themselves or someone else with a gambling problem?

|                                | a) | b) |          |
|--------------------------------|----|----|----------|
| YES – help self/themselves     | 1  | 1  | a) _____ |
| YES – help someone else        | 2  | 2  |          |
| YES – both self & someone else | 3  | 3  | b) _____ |
| NO                             | 0  | 0  |          |

**IF NO TO BOTH, GO TO SECTION F (NEXT PAGE)**

E3c. **IF YES TO ANY OF THE ABOVE:** What sources were accessed in order to get assistance or information for problem gambling? **(READ LIST)**

|  |    |       |
|--|----|-------|
| Spouse/Partner                                       | 1  | _____ |
| Other Family Members, Household                      | 2  | _____ |
| Employer/Colleagues                                  | 3  | _____ |
| Friends  | 4  | _____ |
| Church/Religious Groups                              | 5  | _____ |
| Family Doctor  | 6  | _____ |
| Gamblers Anonymous                                   | 7  | _____ |
| Other Gambling Self-Help Groups/Community Centres    | 8  | _____ |
| Regional Addiction Services/Detox                    | 9  | _____ |
| Gambling Helpline – 1-800 #                          | 10 | _____ |
| Mental Health Professionals                          | 11 | _____ |
| Therapist from Private Agency                        | 12 | _____ |
| Hospital/ Health Centres (including Emergency Rooms) | 13 | _____ |
| Department of Health                                 | 14 | _____ |
| Other _____  | 15 | _____ |
| Don't Know   | 99 | _____ |



**SECTION F: GENERAL AWARENESS AND OPPOSITION TO GAMBLING**

Fa. How knowledgeable do you feel you are on the following. Would you say you are very knowledgeable, somewhat knowledgeable or not at all knowledgeable about... (ROTATE LIST)

Fb. If such information were available, how interested would you personally be in having additional information on...

|     |  | a) Knowledgeable |    |      |      | b) Interested |    |      |      |
|-----|--|------------------|----|------|------|---------------|----|------|------|
|     |  | Not              | At | Some |      | Not           | At | Some |      |
|     |  | All              |    | what | Very | All           |    | what | Very |
|     |  | 1                | 2  | 3    | 3    | 1             | 2  | 3    | 3    |
| ( ) | 1. The impact of problem gambling in New Brunswick                             | 1                | 2  | 3    | ___  | 1             | 2  | 3    | ___  |
| ( ) | 2. Odds of winning for the various games of chance available in the province   | 1                | 2  | 3    | ___  | 1             | 2  | 3    | ___  |
| ( ) | 3. Services available to help problem gamblers and their families              | 1                | 2  | 3    | ___  | 1             | 2  | 3    | ___  |
| ( ) | 4. Early warning signs that someone may be having problems with their gambling | 1                | 2  | 3    | ___  | 1             | 2  | 3    | ___  |
| ( ) | 5. The amount of money generated by gambling in New Brunswick                  | 1                | 2  | 3    | ___  | 1             | 2  | 3    | ___  |
| ( ) | 6. How the money from gambling is used in New Brunswick                        | 1                | 2  | 3    | ___  | 1             | 2  | 3    | ___  |
| ( ) | 7 The impact of gambling on children and youth in New Brunswick                | 1                | 2  | 3    | ___  | 1             | 2  | 3    | ___  |
| ( ) | 8 The impact of gambling for Seniors in New Brunswick                          | 1                | 2  | 3    | ___  | 1             | 2  | 3    | ___  |
| ( ) | 9. On how games of chance are operated and regulated in New Brunswick          | 1                | 2  | 3    | ___  | 1             | 2  | 3    | ___  |
| ( ) | 10. On how to play games of chance responsibly (responsible gaming)            | 1                | 2  | 3    | ___  | 1             | 2  | 3    | ___  |

F2. Would you say you are very, somewhat, not very, or not at all familiar with the efforts of the provincial government to create awareness of gambling related problems?

- Very Familiar 1
- Somewhat Familiar 2
- Not Very Familiar 3
- Not At All Familiar 4

F3. Have you seen or read the pamphlets, tear-off sheets or literature on problem gambling from the Department of Health and Wellness?

- Yes 1
- No 2
- Don't Know 9

F4. Have you heard about the 1-800 line, which is available to provide information for people with gambling problems or members of their families?

- Yes 1
- No 2
- Don't know 9

**SECTION G: LEVELS OF OPPOSITION TO GAMBLING**

G1. I would now like to ask you a few questions regarding your personal opinions about gambling. There are no right or wrong answers. We are simply interested in what you think. Using a scale of 1 to 5, where 1 means Strongly Oppose and 5 means Strongly Favour, how do you feel about the following types of gambling in New Brunswick? (ROTATE ORDER)

|     |   | Strongly<br>Oppose |   |   |   |   | Strongly<br>Favour |       |
|-----|---|--------------------|---|---|---|---|--------------------|-------|
| ( ) | a) The establishment of casino gambling in New Brunswick  | 1                  | 2 | 3 | 4 | 5 |                    | _____ |
|     | b) The establishment of casino gambling in conjunction with a tourist resort in New Brunswick       | 1                  | 2 | 3 | 4 | 5 |                    | _____ |
| ( ) | c) The current availability of video lottery gambling in New Brunswick                              | 1                  | 2 | 3 | 4 | 5 |                    | _____ |
|     | d) Limiting the availability of video lottery gambling to a few selected locations in New Brunswick | 1                  | 2 | 3 | 4 | 5 |                    | _____ |
| ( ) | e) The current availability of bingo in bingo halls in New Brunswick                                | 1                  | 2 | 3 | 4 | 5 |                    | _____ |
|     | f) The current availability of lottery gambling in New Brunswick                                    | 1                  | 2 | 3 | 4 | 5 |                    | _____ |

**SECTION H: DEMOGRAPHICS**

We are nearly finished the survey. I just need to know a little bit about yourself so that we can compare the answers of different groups of people.

H1. What is your current marital status? (READ IF NECESSARY)

|                               |   |       |
|-------------------------------|---|-------|
| Never been married            | 1 |       |
| Married / Living with partner | 2 |       |
| Separated                     | 3 |       |
| Divorced                      | 4 | _____ |
| Widowed                       | 5 |       |
| (No Answer/Refused)           | 8 |       |
| (Don't Know)                  | 9 |       |

H2. What is your mother tongue, the language you first learned to speak and still understand?

|                  |   |       |
|------------------|---|-------|
| English          | 1 |       |
| French           | 2 |       |
| Bilingual always | 3 | _____ |
| Other            | 4 |       |

H3. What is the highest level of education you have had the opportunity to complete?

|  |    |       |
|--|----|-------|
| No formal schooling                          | 1  |       |
| Elementary to some high school (grades 1-11) | 2  |       |
| Graduated high school                        | 3  |       |
| Some community college / trade school        | 4  |       |
| Completed community college / trade school   | 5  | _____ |
| Some university                              | 6  |       |
| Completed university (Bachelor's, Diploma)   | 7  |       |
| Post graduate (Master's, PhD.)               | 8  |       |
| (No answer/Refused)                          | 88 |       |
| (Don't know)                                 | 99 |       |

H4. In what year were you born?

\_\_\_\_\_

H5. Which of the following best describes your current work status?

|                   |                 |       |
|-------------------|-----------------|-------|
| Working Full-time | 1 - CONTINUE    |       |
| Working Part-time | 2 - CONTINUE    | _____ |
| Unemployed        | 3 - GO TO Q# H7 |       |
| Student           | 4 - GO TO Q# H7 |       |
| Homemaker         | 5 - GO TO Q# H7 |       |
| Retired           | 6 - GO TO Q# H7 |       |
| Disabled          | 7 - GO TO Q# H7 |       |

H6. What is your current occupation (i.e. the type of work you do)? (Not the type of company)

\_\_\_\_\_

H7. What is your religion?

|            |               |       |
|------------|---------------|-------|
| Protestant | 1             |       |
| Catholic   | 2             | _____ |
| Jewish     | 3             |       |
| Other      | 4             |       |
| None       | 5 - GO TO H9  |       |
| Refused    | 8 -- GO TO H9 |       |

H8. How often do you attend religious services?

|                         |   |       |
|-------------------------|---|-------|
| At least once a week    | 1 |       |
| About 2-3 times a month | 2 | _____ |
| About once a month      | 3 |       |
| Less than once a month  | 4 |       |
| Never                   | 5 |       |

H9. Would you say that religion has a very, somewhat, not very, or not at all important influence on your day-to-day life?

|                                |   |       |
|--------------------------------|---|-------|
| Very important influence       | 1 |       |
| Somewhat important influence   | 2 | _____ |
| Not very important influence   | 3 |       |
| Not at all important influence | 4 |       |

H10. Which of the following broad income categories best describes your total household income before taxes in 2000? Would it be:

|                               |   |       |
|-------------------------------|---|-------|
| Up to \$15,000                | 1 |       |
| Between \$15,001 and \$25,000 | 2 |       |
| Between \$25,001 and \$50,000 | 3 |       |
| Between \$50,001 and \$70,000 | 4 | _____ |
| More than \$70,000            | 5 |       |
| (Refused)                     | 8 |       |
| (Don't know)                  | 9 |       |

H11. How many people contribute to this household income?

\_\_\_\_\_

\_\_\_\_\_

H12a. Including yourself, how many people live in your household?

\_\_\_\_\_

\_\_\_\_\_

**(IF ONE – GO TO Q # H13)**

H12b. Excluding yourself, how many adults in your household, 19 years of age or older, play any games of chance for money, including lottery tickets, bingo, charity games as well as other games of chance either...

Occasionally \_\_\_\_\_  
once every few months or so

\_\_\_\_\_

OR

On a regular basis \_\_\_\_\_  
of once a month or more

\_\_\_\_\_

**(TOTAL MUST BE LESS THAN Q # H12a)**

H12c. How many people in your household are under 19 years of age?

\_\_\_\_\_

\_\_\_\_\_

**(IF ZERO – GO TO Q # H13)**

H12d. To the best of your knowledge, have any of these children under 19 years of age ever participated in any of the following gaming activities played for money?

|                      | YES | NO | D/K |       |
|----------------------|-----|----|-----|-------|
| Lottery tickets      | 1   | 0  | 9   | _____ |
| Bingo in Bingo Halls | 1   | 0  | 9   | _____ |
| Card Games           | 1   | 0  | 9   | _____ |
| Other games/gambling | 1   | 0  | 9   | _____ |

H13. What county do you live in?

- Albert 1
- Carleton 2
- Charlotte 3
- Gloucester 4
- Kent 5
- Kings 6
- Madawaska 7
- NORTHUMBERLAND 8
- QUEENS 9
- RESTIGOUCHE 10
- Saint John 11
- Sunbury 12
- VICTORIA 13
- Westmorland 14
- York 15

**ASK FOR NAME OF TOWN**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

H14. What is the name of your regional hospital? \_\_\_\_\_

H15. What are the first three digits of your postal code? \_\_\_\_\_

H16. INTERVIEWER ONLY:  
Male                    1  
Female                 2 \_\_\_\_\_

On behalf of Focal Research, we would like to thank you for your contribution to our research. You may receive a quality control check. My supervisor calls back 10% of all my completed surveys to ensure you were comfortable participating in our study and that I was doing my job properly. May I please confirm your telephone number?

Telephone #: \_\_\_\_\_ Interviewer: \_\_\_\_\_

Date: \_\_\_\_\_ Supervisor: \_\_\_\_\_

Data Entry: \_\_\_\_\_ QCC: \_\_\_\_\_

## **Appendix B:**

### *Project Summary*

## PROJECT SUMMARY

Dates of data collection: July 13 – August 13/ 01

Area Sampled: New Brunswick

Sample Size: Male n= 400  
Female n= 400  
 TOTAL n= 800

Survey Length: Range:  $\approx$  10 – 60 minutes  
 Average:  $\approx$  18 minutes

| Sample: | Response Rate (d/b) *     | Incidence of Qualified Respondent in Population (14/d) * | Refusal Rate (10+11+12)/c * |
|---------|---------------------------|--|-----------------------------|
| Males   | (756/1201) $\approx$ 63%  | (400/756) $\approx$ 53%                                  | (268/1024) $\approx$ 26%    |
| Females | (607/967) $\approx$ 63%   | (400/607) $\approx$ 66%                                  | (231/838) $\approx$ 28%     |
| Total   | (1356/2168) $\approx$ 63% | (800/1363) $\approx$ 59%                                 | (499/1862) $\approx$ 27%    |

\* refer to call disposition on next page

Completion Rate Per Staff Hour:  $\approx$  0.77

## Call Disposition Report

| Contact Description  | Male  |         | Female |         | Overall |         |
|--|-------|---------|--------|---------|---------|---------|
|  | Total | Percent | Total  | Percent | Total   | Percent |
| A.Total unique numbers attempted   | 1470  | 100%    | 1207   | 100%    | 2677    | 100%    |
| 1. not in Service  | 204   | 14%     | 191    | 16%     | 395     | 15%     |
| 2. fax/modem   | 18    | 1%      | 17     | 1%      | 35      | 1%      |
| 3. business/ cottage   | 47    | 3%      | 32     | 3%      | 79      | 3%      |
| B.total eligible numbers   | 1201  | 82%     | 967    | 80%     | 2168    | 81%     |
| 4. busy  | 2     | <1%     | ---    | ---     | 2       | <1%     |
| 5. answering machine   | 15    | 1%      | 16     | 1%      | 31      | 1%      |
| 6. no answer (3+)  | 37    | 3%      | 26     | 2%      | 63      | 5%      |
| 7. language barrier  | 5     | <1%     | 4      | <1%     | 9       | <1%     |
| 8. illness, incapable  | 27    | 2%      | 17     | 1%      | 44      | 2%      |
| 9. selected / eligible respondent not available<br>(includes outstanding call backs) | 91    | 6%      | 66     | 5%      | 157     | 6%      |
| C.total asked  | 1024  | 70%     | 838    | 69%     | 1862    | 69%     |
| 10. household refusal (before respondent<br>selection)                               | 99    | 7%      | 30     | 2%      | 129     | 5%      |
| 11. respondent refusal   | 169   | 11%     | 201    | 17%     | 370     | 14%     |
| 12. qualified respondent<br>break off  |       |         |        |         |         |         |
| D. co-operative contacts   | 756   | 51%     | 607    | 50%     | 1363    | 51%     |
| 13. disqualified (after screening)   | 356   | 24%     | 207    | 17%     | 563     | 21%     |
| No Males   |       |         |        |         |         |         |
| no females   | (300) | (20%)   | ---    | ---     | (300)   | (11%)   |
| away   | ---   | ---     | (116)  | ( 10%)  | (116)   | (4%)    |
| other  | (21)  | (1%)    | (9)    | (1%)    | (30)    | (1%)    |
|  | (35)  | (<1%)   | (82)   | (7%)    | (117)   | (4%)    |
| 14. completed interviews   | 400   | 27%     | 400    | 33%     | 800     | 30%     |



