2014 New Brunswick Gambling Prevalence Study

Department of Health and Department of Finance

Report
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MQO RESEARCH RECHERCHE

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EXECUTIVE SUMMARY

STUDY BACKGROUND

This report presents the findings of the *2014 New Brunswick Gambling Prevalence Study* conducted by MQO Research on behalf of the New Brunswick Department of Health (Health) and the Department of Finance (Finance). This study is the fifth Gambling Prevalence Study conducted with residents of the province, with the previous studies conducted in 1992, 1996, 2001, and 2009. Five years following the completion of the 2009 New Brunswick Gambling Prevalence Study, another gambling prevalence study has been conducted to further observe and track gambling trends in the province. This study gathered data with respect to:

- The prevalence of gambling and problem gambling in the province;
- Demographic characteristics of gambling subtypes;
- Demographic characteristics of participants of gambling activities (e.g., VLT players);
- Gambling expenditures;
- Awareness of gambling support services;
- Awareness and impact of the Problem Gambling Awareness campaign; and
- Consequences related to gambling.

This study used the same methodological approach as the 2009 study. In 2009, several methodological improvements from the 2001 study were identified and incorporated into the study. Most notably, the sample size was increased from 800 respondents to approximately 2,800 respondents, an increase which allowed for a lower margin of error as well as analysis of the data on a regional level. Furthermore, to accurately reflect the increasing popularity of activities such as Internet gambling and poker, and trends observed in the provision of support and treatment services, the inclusion of a more comprehensive list of gambling activities, including poker (including poker at home, friends' home, and at work; electronic poker; and Internet poker) and Internet gambling (excluding Internet poker) allowed for a more in-depth analysis of these rapidly expanding areas of concern. Initially, the sample was divided proportionally across the province, which resulted in small sample sizes in Health Zones 4, 5, 6 and 7. Therefore, an additional 1,063 surveys were collected to help increase the sample sizes in these four zones and reduce the margin of sampling error in these zones. These additional surveys were only included in the overall analysis by Health Zone; more specifically, in the following sections of the report:

- Section 3.1.1 – Prevalence Rates (Provincial and Health Zone) – Figure 1, 2 and 3
- Section 3.1.2 – Trend Analysis – Figure 4
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- Section 4.2.1 – Prevalence Rates (Provincial and Health Zone) – Figure 42 and Table 46
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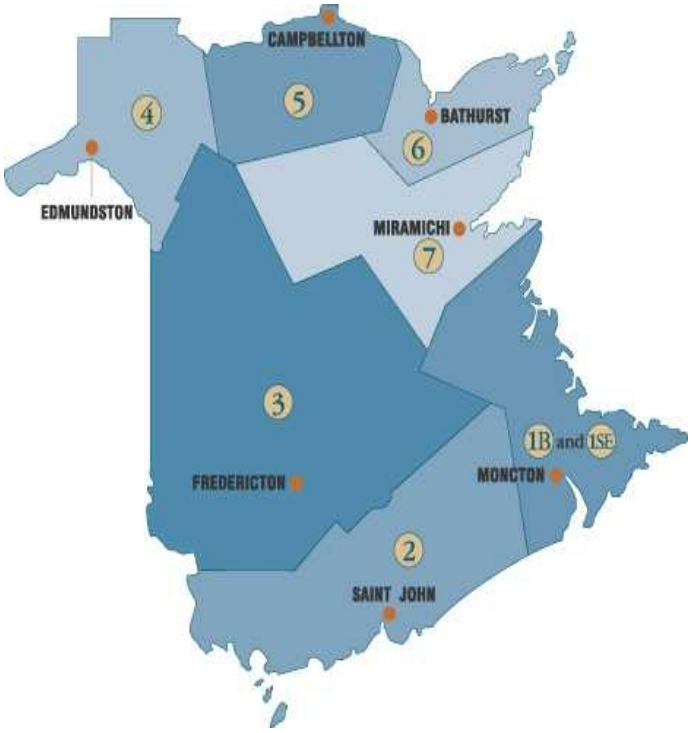
The results from this study will be used to provide the information needed to continue to provide effective gambling treatment services and targeted education and awareness initiatives to residents of the province.

METHODOLOGY

For the 2014 New Brunswick Gambling Prevalence Study, a random sample of New Brunswick residents over the age of 19 was selected. Age and gender controls were implemented to ensure a representative sample for the population. To ensure that the sample was a proportionate representation of the overall population, weights were developed and applied to the data at the overall level. In total, 2,800 adult residents of New Brunswick (age 19+) completed the gambling prevalence study. As previously mentioned, the sample was initially divided proportionally across the province, which resulted in small sample sizes in Health Zones 4, 5, 6 and 7. Therefore, an additional 1,063 surveys were collected to help increase the sample sizes in these four zones and reduce the margin of sampling error in these zones. These additional surveys were only included in the overall analysis by Health Zone. Please note that any section that includes these additional surveys have been noted in the report.



The questionnaire for the *2014 New Brunswick Gambling Prevalence Study* was developed by MQO Research, in close consultation with the Department of Health and the Department of Finance, and is based on previous New Brunswick Gambling Prevalence Studies as well as the Canadian Problem Gambling Index (CPGI). The questionnaire consisted of eight major sections that were designed to assess gambling involvement, problem gambling, correlates of gambling, awareness of gambling issues and support services, responsible gambling, and recall of the provincial problem gambling awareness campaign. Nine items from the questionnaire were scored to create gambling subtypes (*non-gambler, non-problem gambler, low-risk gambler, moderate-risk gambler, and problem gambler*) and generate a prevalence rate for problem gambling. Other questionnaire items such as indicators and correlates of gambling behavior were used to develop profiles of gamblers and problem gamblers. The questionnaire was offered in the both of New Brunswick's official languages (English and French).

SUMMARY OF KEY FINDINGS

Gambling Behavior in New Brunswick

- Provincially, 85% of respondents have participated in at least one gambling activity over the past 12 months (i.e., the gambling prevalence rate). In terms of health zones, prevalence rates were similar to the provincial result.

    - Of those who have gambled in the past 12 months, two-thirds (67%) gambled on a regular basis, that is, they participated in at least one gambling activity at least once a month.

    - Since peaking in 1996, the gambling prevalence rate had declined in 2001 and then again in 2009. However, the past year gambling prevalence rate in 2014 has once again peaked to 85%, which is very similar to the rates found back in 1996. Furthermore, the current rate is in line with prevalence rates from other provinces.

As shown below, both lifetime and past year gambling prevalence rates have peaked again and are now similar to the rates found in 1996.

- Gamblers (those who have gambled in the past 12 months) were equally likely to be male (48%) or female (52%). The typical gambler was between the ages of 45 and 64 (41%), married (58%), employed full-time or part-time (63%) and had completed at least some post-secondary education (72%). Among gamblers, approximately one-half of annual household incomes were in the higher range – more than $60,000 (52%). These characteristics are generally representative of the overall provincial population.

- Non-gamblers (those who have not gambled in the past 12 months) were equally likely to be male (48%) or female (52%). The typical non-gambler was over the age of 55 (48%), married (55%), employed (46%), and had completed at least some post-secondary education (61%). The majority of non-gamblers have an annual household income less than $60,000.

- Provincially, the most popular gambling activity among respondents over the past 12 months was weekly lottery tickets (58%), followed by raffles or fundraising tickets (52%), 50/50 draws (51%), and scratch ‘n win tickets (29%). Compared to previous years, rates of past year play have slightly increased for many of the more common activities, including lottery draws, instant wins, bingo, VLTs, and sports betting, though past year play has increased notably for raffles/draws.

- Players of weekly and daily lottery tickets tended to be most representative of the general gambling and provincial population. However, players of other activities differed in terms of demographic characteristics:

    - ***Pull tab*** players were generally female (54%), employed (69%), and between the ages of 25 and 54 (65%). Almost two-thirds had completed at least some post-secondary education (64%), and 50% were married, while 26% were single. Generally, annual household incomes fell between $20,001 and $60,000 (43%).

- ***Scratch 'n win ticket*** players were generally female (63%), between the ages of 25 and 54 (63%), and had at least some post-secondary education (69%). Over one-half were married (55%), while four in ten had annual household incomes between $20,001 and $60,000 (42%).

- Slightly more than one-half of ***raffle ticket*** and ***50/50 ticket*** purchasers were female and between the ages of 25 and 54. Approximately six in ten of these purchasers were married, while about seven in ten were employed and three-quarters had at least some post-secondary education. Four in ten of each type of purchaser had annual household incomes higher than $80,000, however, approximately three in ten reported incomes of more than $100,000.

- ***Bingo*** players were predominantly female (78%) and were most commonly 45 years of age or older (61%). Over one-half of players were married (53%), employed (56%), and had at least some post-secondary education (64%). Annual household incomes most often fell between $20,001 and $60,000 (49%).

- ***VLT*** players were predominantly males (67%), between the ages of 25 and 54 (67%), had at least some post-secondary education (69%), and were employed on a full-time or part-time basis (70%). Forty-eight percent of players were married, while 24% were single. Four in ten had annual household incomes between $20,001 and $60,000 (42%).

- ***Poker*** players (excluding electronic poker and Internet poker) were also predominantly male (80%), between the ages of 25 and 54 (77%), employed (78%), and with at least some post-secondary education (77%). Five in ten poker players were married (51%), while 20% were single and 23% were common-law. Furthermore, one-half had annual household incomes above $80,000.

- ***Casino*** gamblers were slightly skewed toward males (53%) and were most commonly between the ages of 25 and 44 (47%). The majority were married (62%), employed (70%), and had at least some post-secondary education (78%). Annual household incomes tended to vary, most commonly over $100,000 (35%) or between $40,001 and $60,000 (21%).

- ***Internet*** gamblers (including Internet gambling and Internet poker) were mostly male (86%) and most commonly between the ages of 25 and 34 (39%) or 35 and 44 (19%). They tended to be married (46%) or single (36%), and almost two-thirds (65%) were employed. Sixty-five percent had at least some post-secondary education, and annual household incomes tended to vary, most commonly over $100,000 (37%) or between $20,001 and $40,000 (26%).

- Gamblers who bet on **Sports Pools or Sporting Events** were mostly male (82%) and most commonly between the ages of 25 and 44 (58%). The majority were married (60%) employed (84%), and had at least some post-secondary education (81%). Annual household incomes were most commonly over $80,000 (64%).

- On average, gamblers spent 2 hours gambling in a typical month and participated in an average of 3.1 activities. Among the gamblers surveyed, the average overall yearly expenditure on gambling activities (including in-province and out-of-province spending) was $941.97 ($75.80/month)[1], with the gamblers in this study spending a yearly total of $2,186,889.06 on gambling activities, both inside and outside the province[2]. Based on a provincial adult gambling population (ages 19+) of 503,764, this translates into an estimated provincial yearly expenditure (including in-province and out-of-province spending) of approximately $474.5 million[3].

    - In terms of specific activities, the average amounts spent yearly per gambler were highest for gambling at casinos ($1,617.04), VLTs ($1,083.88), bingo ($744.34), and arcade or video games ($714.17). For the most popular activity (weekly lottery tickets), gamblers spent an average of $352.28 yearly.

Problem Gambling in New Brunswick

- As defined by the CPGI, the majority of respondents (91.1%) were placed into the non-gambler or non-problem gambler categories. The remaining respondents were placed into the low-risk (6.1%), moderate-risk (1.8%), or problem gambling (1.0%) categories.

    - The problem gambling prevalence rate has slightly decreased since 2009 (1.3%), and is in line with the problem gambling prevalence rate in other Canadian provinces.

- Based on a provincial adult population (ages 19+) of 601,150[4]:

    - Approximately 10,821 residents are moderate-risk gamblers; and
    - Approximately 6,011 residents are problem gamblers.

[1] The 2014 monthly and yearly expenditures were calculated excluding short term speculative stock or commodity purchases to allow for a more meaningful comparison to previous years and to more closely match the gambling activities included in these previous studies.
[2] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. Totals were calculated by summing the yearly expenditures for each respondent. It is important to note that expenditures include money that was spent out of province as well as within the province.
[3] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.
[4] Source: Statistics Canada. Census Profile. 2011 Census. Statistics Canada Catalogue no. 98-316-XWE. Ottawa. Released October 24, 2012. http://www12.statcan.gc.ca/census-recensement/2011/dp-pd/prof/index.cfm?Lang=E

- By health zone[5], problem gambling prevalence rates were relatively similar to the provincial rate, with the exceptions that Zones 1 and 7 are lower than the provincial average and Zones 2 and 5 are higher.

	Overall *(N=3863)*	***Zone 1*** *(N=860)*	***Zone 2*** *(N=707)*	***Zone 3*** *(N=679)*	***Zone 4*** *(N=400)*	***Zone 5*** *(N=400)*	***Zone 6*** *(N=400)*	***Zone 7*** *(N=400)*
Non-gamblers	15.4%	12.9%	16.2%	17.4%	15.4%	15.6%	15.5%	16.4%
Non-problem gamblers	75.7%	78.0%	74.3%	74.1%	76.7%	77.0%	76.1%	74.6%
Low-risk gamblers	6.1%	6.7%	6.1%	5.7%	6.3%	4.4%	5.4%	6.2%
Moderate-risk gamblers	1.8%	2.1%	1.9%	1.7%	1.1%	1.1%	1.9%	2.6%
Problem gamblers	1.0%	0.4%	1.5%	1.2%	0.6%	1.9%	1.1%	0.2%

- Moderate-risk gamblers were most often male (69%) and were most often between the ages of 25 and 34 (35%) or 35 and 44 (25%). Most commonly, these gamblers were married (42%) or single (33%) and 57% had at least some post-secondary education. The majority were employed (74%) and 55% had annual household incomes of $20,001 to $60,000.

- The typical problem gambler was male (82%) and fell into the 19 to 54 age category (76%). Problem gamblers were equally likely to be married (32%) or single (31%) and over one-half (56%) were employed. Six in ten problem gamblers had at least some post-secondary education, while income levels varied, with 35% having incomes less than $20,000, while 31% report more than $100,000.

- Weekly lottery tickets, raffle/fundraising tickets and 50/50 draws were popular among all gambling subtypes, with VLTs being the most popular.

    - Rates of moderate-risk and problem gambling for ***weekly lottery ticket*** purchasers, ***50/50 ticket*** purchasers and ***raffle ticket*** purchasers were similar to the provincial rates.

    - Rates of moderate-risk and problem gambling for ***scratch 'n win ticket*** players were 3.4% and 2.5%, respectively (5.9% combined). This combined rate is significantly higher than the provincial combined rate (2.8%; 1.8% moderate-risk and 1.0% problem gamblers).

    - Rates of moderate-risk and problem gambling for ***bingo*** players were 4.7% and 1.4%, respectively (6.2% combined). These rates are significantly higher than the moderate-risk (1.8%) and problem gambling (1.0%) rates found provincially (2.8% combined).

    - Rates of moderate-risk and problem gambling for ***casino*** gamblers were 6.1% and 2.4% respectively (8.5% combined). These rates are significantly higher than the moderate-risk (1.8%) and problem gambling (1.0%) rates found provincially (2.8% combined).

[5] Please note that the results for each health zone were weighted to ensure they were proportionate to the population total. Thus, the sample sizes presented in the table above reflects the weighted counts.

- Rates of moderate-risk and problem gambling for players who ***bet on sports pools or sporting events*** were 7.7% and 1.7% respectively (9.4% combined). These rates are significantly higher than the moderate-risk (1.8%) and problem gambling (1.0%) rates found provincially (2.8% combined).

- Rates of moderate-risk and problem gambling for ***poker*** players (excluding electronic poker and Internet poker) were 5.5% and 4.0% respectively (9.5% combined). These moderate-risk and combined rates are significantly higher than the moderate-risk and combined rates found provincially (1.8% moderate-risk; 1.0% problem gamblers; 2.8% combined).

- Rates of moderate-risk and problem gambling for ***pull tab*** players were 7.5% and 7.1% respectively (14.6% combined). These rates are significantly higher than the moderate-risk (1.8%) and problem gambling (1.0%) rates found provincially (2.8% combined).

- Rates of moderate-risk and problem gambling for ***daily lottery ticket*** purchasers were 8.4% and 2.5% respectively. These rates are significantly higher than the moderate-risk (1.8%) and problem gambling (1.0%) rates found provincially, and the combined rate (10.9%) is almost four times higher than the combined provincial rate (2.8%).

- Rates of moderate-risk and problem gambling for ***Internet*** gamblers (including Internet poker) were 6.7% and 15.1% respectively. These rates are significantly higher than the moderate-risk (1.8%) and problem gambling (1.0%) rates found provincially, and the combined rate (21.7%) is seven times higher than the combined provincial rate (2.8%).

- Rates of moderate-risk and problem gambling for ***VLT*** players were 11.4% and 10.2% respectively. These rates are significantly higher than the moderate-risk (1.8%) and problem gambling (1.0%) rates found provincially, and the combined rate (21.6%) is almost eight times higher than the combined provincial rate (2.8%). Also noteworthy, the use of VLTs steadily increased for each gambling subtype, with problem gamblers more likely than all other gambling subtypes to have played VLTs over the past 12 months.

- The average number of hours spent gambling in a typical month increased for each gambling subtype to a total of 10.8 hours for problem gamblers.

- The average amount spent gambling in the past 12 months generally increased for each gambling subtype, with yearly spending among moderate-risk gamblers averaging $4,160.77 ($346.73/month); however, yearly spending decreased among problem gamblers, who averaged $3,778.75 ($314.90/month)[6] [7].

    - Moderate-risk gamblers accounted for 9% of total yearly gambling expenditures, while problem gamblers accounted for just 4%.

    - The average largest amount spent on gambling at any one time in the past year increased significantly for each gambling subtype, ranging from $40.56 among non-problem gamblers to $793.36 among problem gamblers.

- Among problem gamblers, the most common reasons for gambling were excitement/fun (51%), to win money (39%), to forget about problems (32%), and to decrease boredom (22%). Moderate-risk gamblers identified similar reasons, including excitement/fun (59%), opportunity to socialize (24%) and winning money (21%). Of interest, forgetting about problems and gambling is a habit was more likely to be identified as a motivation for gambling among problem gamblers and moderate-risk gamblers when compared to the other gambling subtypes.

- Overall, 99% of non-problem gamblers perceived their gambling behavior as not at all a problem. This percentage decreased for each gambling subtype, dropping to 97% for low-risk gamblers, 68% for moderate-risk gamblers and 26% for problem gamblers.

    - As expected, self-perceptions of gambling behavior as a serious problem became more common for each subtype, with 25% of problem gamblers feeling it was a serious problem.

- In terms of lifetime gambling behavior, 4% of respondents who have ever gambled have had problems at some point with the amount of time and money spent gambling.

    - The percentage of respondents who have had problems with gambling at some point in their lives increased for each gambling subtype, with a notable percentage of problem gamblers having experienced problems with gambling behavior (76%) and identified VLTs (87%) as a problem activity[8].

[6] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[7] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

[8] **The sample size for problem gamblers is less than 30, therefore, findings should be interpreted with caution.**

Correlates of Problem Gambling

- The average age at which respondents started gambling for money was 23 years; however, at least 45% of moderate-risk gamblers began gambling for money between the ages of 5 and 18.

- The most common gambling activity first tried among those who have ever gambled was purchasing weekly lottery tickets (26%) and scratch 'n win tickets (12%). Among moderate-risk gamblers, the first activities tried included cards (excluding poker) or board games (23%) and VLTs (19%). Problem gamblers most frequently cited VLTs (34%) and poker (excluding electronic poker and Internet poker) (30%) as their first gambling activities.

    - Problem gamblers and moderate-risk gamblers were more likely to play VLTs as their first gambling experience when compared to the other gambling subtypes.

- Generally, most of those who have ever gambled did not remember their first big gambling win (18%) or loss (7%). However, problem gamblers and moderate-risk gamblers were more likely than all other gambling subtypes to remember their first big win (55% and 39% respectively). Similarly, moderate-risk gamblers (28%) were more likely to remember their first big loss.

- Respondents generally agreed that they could stop gambling anytime they wanted (average agreement rating of 4.4 out of 5.0), while agreement with other gambling statements was low. However, problem gamblers expressed the most agreement with these statements.

- Overall, 55% of respondents personally knew of individuals with past or present gambling problems. Problem gamblers and low-risk gamblers were more likely than the other subtypes to know of such individuals.

    - Among all gambling subtypes, VLTs were most frequently identified as the type of gambling problematic to those with past or present gambling problems.

Awareness and Use of Support Services

- Six in ten respondents (61%) were aware of assistance or services in place to help people experiencing problems with their gambling and a similar percentage were aware of specific support services such as the toll-free gambling information line (63%), Gamblers Anonymous (62%) and Regional Addictions Services/Detox (59%). Awareness of these specific support services was higher among moderate-risk and low-risk gamblers.

- Very few respondents have seen or read pamphlets/tear-off sheets/literature on problem gambling (14%) or pamphlets on responsible gambling (15%).

- Five percent of respondents have ever sought help or assistance for themselves or someone else with a gambling problem from sources such as Regional Addictions Services/Detox (18%), Gamblers Anonymous (16%), the toll-free gambling information line (16%), and an addictions counsellor (12%).

Responsible Gambling

- The majority of respondents were familiar with the term "Responsible Gambling" (70%). Familiarity with this term was more common among problem gamblers.

- Understanding of what responsible gambling means offered a variety of responses, including controlling/limiting the amount of money you spend (35%), knowing your limits/playing within your limits (32%) and being able to control your gambling (17%).

- Four in ten respondents have seen or heard information on responsible gambling in New Brunswick (39%), with problem gamblers more likely to have seen or heard this information. Television was the most common source of exposure (63%) and a variety of messages were recalled, including play responsibly/know limits (40%), a number to call for help (21%) and get help/help is available (20%).

Awareness of Gambling Issues

- Knowledge of the various gambling issues in New Brunswick was moderate to low, with the highest level of knowledge exhibited for early warning signs (61%), how to access information (54%) and services available for problem gamblers and families (54%). Knowledge of how the money from gambling is used by the provincial government was lowest (37%), though respondents expressed the most interest in this issue (75%).

    - Knowledge and interest in many gambling issues tended to be higher among problem gamblers when compared to other gambling subtypes.

- Nearly six in ten respondents (59%) were not very familiar or not at all familiar with the efforts of the provincial government to create awareness of gambling related problems.

Advertising Awareness

- Within the past 12 months, 43% of respondents recalled seeing or hearing advertising related to problem gambling in New Brunswick, with television (77%) being the most common source. A variety of messages were also recalled, including a number to call for help (37%), get help/help is available (31%) and play responsibly/know limits (29%).

- Awareness of the provincial government's television ad campaign was low, with 12% of respondents having seen the ad within the past 12 months. Thirty-seven percent of those who recalled the ad felt it showed the damaging effects of gambling. Evaluation of the ad was moderate, with agreement highest that the ad was attention catching (3.5 out of 5.0) and informative (3.5 out of 5.0).

CONCLUSIONS

Gambling, in general, is common among New Brunswickers, though the overall prevalence of gambling has increased since 2009. The problem gambling prevalence rate has slightly decreased since 2009 and is generally similar to the rate found in other provinces across Canada.

Provincially, 85% of respondents have gambled at least once in the past year, of which 67% participated in at least one gambling activity on a regular basis (that is, at least once a month). Furthermore, 6.1% of respondents were classified as low-risk gamblers, 1.8% as moderate-risk gamblers and 1.0% as problem gamblers. Breakdowns by health zone were generally similar to this overall result, with the exceptions that Zones 1 and 7 are lower than the provincial average and Zones 2 and 5 are higher. Based on a provincial adult population of 601,150, it can be projected that 10,821 adult residents are moderate-risk gamblers and 6,011 adult residents are problem gamblers.

Compared to 2009, the provincial gambling prevalence rate has increased from 78% to 85%. This overall gambling prevalence rate is higher, but is still in line with findings from other provinces, and is comparable to 1996 levels.

Though the gambling prevalence rate has increased, gambling expenditures have decreased compared to previous years[9] [10].

As stated previously, 85% of respondents have gambled at least once in the past year, an increase from 78% in 2009, 81% in 2001, 84% in 1996, and 80% in 1992. However, yearly expenditures on gambling activities over this period have decreased, from an average of $1,152.87 per person in 2009 to an average of $941.97 per person in 2014[11]. Furthermore, though participation in popular activities such as lottery draws, instant wins, VLTs, and bingo have increased since 2009, average monthly expenditures for these activities have decreased over this period.

Moderate-risk and problem gamblers represent distinct segments of the general adult population.

The findings of this study indicate that problem gamblers were mostly males (82%) between the ages of 45 and 54 (25%) or 55 and 64 (20%). Six in ten had at least some post-secondary education. Moderate-risk gamblers were mostly males (69%) between the ages of 25 and 34 (35%) or 35 and 44 (25%). Over one-half (54%) had at least some post-secondary school education.

[9] Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[10] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

[11] The 2014 yearly expenditure was calculated excluding short term speculative stock or commodity purchases to allow for a more meaningful comparison to previous yearly expenditures and to more closely match the gambling activities included in previous studies.

VLT use is extensive among problem gamblers in New Brunswick.

A relationship between VLTs and problem gambling has been clearly established in previous research (Marshall & Wynne, 2004). Though VLTs were not a more common past year gambling activity (8%), this study has shown a relationship between VLT use and problem gambling. For example, 79% of problem gamblers have played VLTs in the past 12 months, higher than all other gambling subtypes, and 34% remembered VLTs as their first gambling experience. Furthermore, rates of moderate-risk and problem gambling for VLT players were 11.4% and 10.2% respectively. These rates are substantially higher than the moderate-risk and problem gambling rates found provincially (1.8% and 1.0% respectively) and the combined rate (21.6%) is eight times higher than the combined provincial rate (2.8%).

Internet gambling (including Internet poker) and VLT gambling are frequent forms of gambling among problem gamblers in particular.

Two percent of respondents have participated in Internet gambling (including Internet poker) in the past 12 months, while 8% have played VLTs over this period.

Furthermore, both Internet gambling and VLT gambling appear to have close relationships with problem gambling. It is estimated that 15.1% of Internet gamblers can be considered problem gamblers, fifteen times higher than the provincial problem gambling prevalence rate (1.0%). Furthermore, 10.2% of VLT players are problem gamblers, again higher than the provincial problem gambling prevalence rate (1.0%).

Problem gamblers experience negative consequences related to their gambling, in particular financial difficulty.

Negative financial consequences were common among problem gamblers in this study. Problem gamblers had the highest unemployment rate of all the gambling subtypes (28%). Related to finances, problem gamblers also spent large amounts of money on gambling activities, with yearly spending averaging $3,778.75 (or $314.90 monthly), just slightly below moderate-risk gamblers. Problem gamblers also had the largest amount spent on one occasion averaging $793.36, slightly higher than the amount found for moderate-risk gamblers. The problem gambling rate was found to be 1.0%, with problem gamblers accounting for 4% of the total yearly expenditures on gambling[12] [13].

The time spent gambling by problem gamblers was the highest among the gambling subtypes (11 hours in a typical month). In terms of their self-assessment of their gambling behaviour, one-quarter of problem gamblers felt their gambling was a serious problem. Also of interest, a notable percentage of problem gamblers indicated they have experienced problems at some point with the amount of time and/or money spent on gambling (76%) and the majority feel their problem gambling has either been partially resolved (53%) or is still a problem (44%).

[12] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[13] In determining percentages of total yearly spending, short term speculative stock or commodity purchases were not excluded from the provincial total as no comparisons were made.

Early experiences play a role in later problem gambling behavior.

The majority of non-gamblers, non-problem gamblers, low-risk gamblers, moderate-risk gamblers, and problem gamblers began gambling for money at age 19 or older. However, a notable percentage of moderate-risk gamblers (45%) reported their first monetary gambling experience as occurring between the ages of 5 and 18 years. The first gambling activity among problem gamblers was most often VLTs (34%), an activity that has been shown in this study to be closely related to problem gambling. Furthermore, problem gamblers were the most likely to remember their first big win (55%), while moderate-risk gamblers were the most likely to remember their first big loss (28%).

Awareness of gambling support and treatment services varies among New Brunswickers; however, past use of such services is relatively low.

In terms of specific support services, the majority of respondents were aware of the toll-free gambling information line (63%), Gamblers Anonymous (62%), and Regional Addictions Services/Detox (59%). Exposure to gambling pamphlets/literature was notably lower (14% saw/read gambling pamphlets (non-specific); 15% saw/read responsible gambling pamphlets). Awareness was generally higher among younger respondents (19 to 34), and Francophone respondents. Overall 5% of respondents have ever sought help or assistance from formal or informal sources, including Regional Addictions Services/Detox (18%), Gamblers Anonymous (16%) and the toll-free gambling information line (16%).

Familiarity with the term "Responsible Gambling" is high, though recall of seeing or hearing information on responsible gambling in New Brunswick is low.

The majority of respondents (70%) were familiar with the term responsible gambling. Four in ten respondents (39%) could recall seeing or hearing information on responsible gambling in NB, with television being the most common source of exposure (63%).

Knowledge of, and interest in provincial gambling issues is moderate. Though knowledge is lowest on how gambling revenues are used by the province, interest is highest for this issue.

Over one-half of respondents demonstrated knowledge of and interest in certain provincial gambling issues, including early warning signs that someone may be having gambling problems (61% knowledgeable; 60% interested). Sixty-one percent of respondents were not at all knowledgeable on how the money from gambling is used by the provincial government, though 75% were very or somewhat interested in this issue.

Awareness of gambling advertising within New Brunswick is moderate, though recall of the provincial television ad campaign is low. Furthermore, familiarity with the government's efforts to create awareness of gambling related problems is moderate.

Four in ten respondents (43%) were aware of advertising related to problem gambling within the past 12 months, with television being the most common source of exposure (77%). Recall of the television ad sponsored by the provincial government was notably lower at 12%. Recall of all types of problem gambling advertising was most common among younger respondents and Francophone respondents. Also regarding awareness, six in ten respondents (59%) were not very familiar or not at all familiar with the efforts of the provincial government to create awareness of gambling related problems.

1.0 INTRODUCTION

The New Brunswick Department of Health (the Department), through funding provided by the Department of Finance, is responsible for providing gambling treatment services to residents of NB. Initiatives such as Regional Addiction Centres, outpatient services, and a toll-free gambling information line are provided to prevent and treat gambling addictions. In addition to these services and initiatives, the Department launched a province-wide problem gambling awareness campaign involving television commercials and other mass media, designed to reach out to problem gamblers and increase awareness of the services available to them.

In fulfilling their responsibility to provide gambling treatment services, the Government of New Brunswick has been conducting gambling prevalence studies on a recurring basis. The first gambling prevalence study was conducted in 1992 and established benchmark measures of gambling and problem gambling prevalence rates against which future data could be compared. Additional studies were completed in 1996, 2001 and 2009. The 2009 research revealed that 9.7% of adult New Brunswickers could be classified as being 'at risk' for problem gambling – 5.7% low-risk, 2.7% moderate-risk and 1.3% problem gamblers. The study also revealed that the highest incidence of problem gambling was among VLT players in the province (e.g., 13% were moderate-risk gamblers and 16% were problem gamblers).

Five years following the completion of the last gambling prevalence study, another gambling prevalence study has been conducted with residents of NB. The purpose of this study was to further observe and track gambling trends in the province and to assess public awareness of the Problem Gambling Awareness campaign launched by the Department in March 2014.

This study used the same methodological approach as the 2009 study. In 2009, several methodological improvements from the 2001 study were identified and incorporated into the study. Most notably, the sample size was increased from 800 respondents to approximately 2,800 respondents, an increase which allowed for a lower margin of error as well as analysis of the data on a regional level. Furthermore, to accurately reflect the increasing popularity of activities such as Internet gambling and poker, and trends observed in the provision of support and treatment services, the inclusion of a more comprehensive list of gambling activities, including poker (including poker at home, friends' home, and at work; electronic poker; and Internet poker) and Internet gambling (excluding Internet poker) allowed for a more in-depth analysis of these rapidly expanding areas of concern.

This study gathered data with respect to:

- The prevalence of gambling and problem gambling in the province;
- Demographic characteristics of gambling subtypes;
- Demographic characteristics of participants of gambling activities (e.g., VLT players);
- Gambling expenditures;
- Awareness of gambling support services;
- Awareness and impact of the Problem Gambling Awareness campaign; and
- Consequences related to gambling.

The findings from this study will be used to provide the information needed to continue to provide effective gambling treatment services and targeted education and awareness initiatives to NB residents.

2.0 METHODOLOGY

2.1 SAMPLE SELECTION

A random sample of New Brunswick residents over the age of 19 was selected. A total of 2,800 New Brunswick residents (aged 19 years and older) completed the 2014 gambling prevalence survey. Based on a population size of 601,150[14], this sample size results in a margin of error of ±1.84%, 19 times out of 20.

Age and gender controls were implemented to ensure a representative sample for the population. To ensure that the sample was a proportionate representation of the overall provincial population, weights were developed and applied to the data. Furthermore, the sample was initially divided proportionally across the province, which resulted in small sample sizes in the following health zones: Zone 4, Zone 5, Zone 6 and Zone 7. Therefore, an additional 1,063 surveys were collected to help increase the sample sizes in these four zones and reduce the margin of sampling error in these zones. The addition of 1,063 completed surveys to the four Zones did not change the estimated level of moderate-risk and problem gamblers in the overall population. The additional surveys have only been included in the overall analysis by Health Zone. Please note that any section that includes these additional surveys have been noted in the report.

Sample sizes and corresponding margins of error for the province as well as each of the seven health zones are presented in Table 1. A demographic profile of respondents is presented in Section 10.0.

Table 1: Sample Design

	Population Size (19+)[15]	***Sample Size***[16]	***Margin of Error****
Province	*601,150*	*3,846*	*±1.84%*
Health Zone 1	163,870	860	*±3.33%*
Health Zone 2	137,433	707	*±3.68%*
Health Zone 3	136,504	679	*±3.75%*
Health Zone 4	39,853	400	*±4.88%*
Health Zone 5	23,216	400	*±4.86%*
Health Zone 6	63,927	400	*±4.88%*
Health Zone 7	36,347	400	*±4.87%*

**At the 95% confidence level or 19 times out of 20.*

[14] Source: Statistics Canada. Census Profile. 2011 Census. Statistics Canada Catalogue no. 98-316-XWE. Ottawa. Released October 24, 2012. http://www12.statcan.gc.ca/census-recensement/2011/dp-pd/prof/index.cfm?Lang=E

[15] Source: Statistics Canada. Census Profile. 2011 Census. Statistics Canada Catalogue no. 98-316-XWE. Ottawa. Released October 24, 2012. http://www12.statcan.gc.ca/census-recensement/2011/dp-pd/prof/index.cfm?Lang=E

[16] Seventeen respondents could not be classified into a health zone because the respondents did not provide their FSA or list their community.

2.2 Questionnaire Design

The questionnaire for the *2014 New Brunswick Gambling Prevalence Study* was developed by MQO Research, in close consultation with the Department of Health and the Department of Finance. The questionnaire is based upon previous New Brunswick Gambling Prevalence studies as well the Canadian Problem Gambling Index (CPGI) (Ferris & Wynne, 2001). The CPGI is an instrument that was designed to provide a meaningful measure of problem gambling in the general population, and was the first problem gambling instrument to be tested for reliability and validity prior to its inclusion in community-based health surveys. The CPGI consists of three major sections that were designed to assess gambling involvement, problem gambling, and the correlates of gambling. The 31-item instrument consists of 9 items which can be scored to create gambling subtypes (*non-gambler, non-problem gambler, low-risk gambler, moderate-risk gambler, and problem gambler*) and produce a prevalence rate for problem gambling. Other items are indicators and correlates of gambling behavior that can be used to develop profiles of gamblers and problem gamblers.

As stated previously, to accurately reflect the increasing popularity of activities such as Internet gambling and poker, and trends observed in the provision of support and treatment services, the gambling activities assessed in the 2001 study were modified and a more comprehensive list of activities was developed for the 2009 and 2014 studies based on the activities assessed in the CPGI as well as growing areas of concern. Additional activities assessed most notably included poker (including poker at home, friends' home, and at work; electronic poker; and Internet poker) and Internet gambling (excluding Internet poker).

To ensure relevance to the population of the province, the language of the CPGI was modified (e.g., using local terminology such as breakopens) and gambling activity questions were adjusted for accuracy (e.g., the addition of local lottery tickets such as Atlantic Payday and Atlantic 49). Furthermore, additional questions were added to assess awareness of support and treatment services, provincial gambling issues and the provincial television advertising campaign. The questionnaire was modified by MQO to ensure appropriate wording and format, as well as to ensure that it addressed all of the study objectives. Following final questionnaire review and approval, a pretest was conducted as a quality control procedure to confirm survey length, and to ensure clarity of survey questions and instructions, an effective and efficient flow of information, and that the desired information was being obtained. A copy of the questionnaire is presented in Appendix A.

2.3 Data Collection and Analysis

A telephone survey of adult New Brunswick residents was conducted between October 27th and December 20th, 2014 and the additional 1,063 surveys were collected between April 8th and April 16th, 2015. The survey was administered in the language preferred by the respondent (English or French) and took approximately 23 minutes. The sampling frame for this study was generated using ASDE Survey Sampler - an electronic database of all listed telephone numbers, and included all households with landline telephone service in New Brunswick. The sampling unit was defined as a member of the household 19 years of age or older who had the next birthday[17]. MQO interviewers administered the survey via a Computer-Assisted Telephone Interviewing (CATI) System.

[17] A method commonly used to randomly select a household member.

To identify differences between various segments and previous studies, statistical tests of significance have been completed at the 95% confidence level. Essentially, when comparing two values obtained from different populations, a statistical test ensures that any apparent difference between the values is *statistically real* or *significant*.[18] **Throughout this report, differences between segments that are statistically significant are noted**. Where this occurs, there is 95% confidence that the difference between the values in question exists in the population and is not simply due to uncontrollable sampling error. It is important to note that the term 'significant' is used to denote *statistically significant* differences, and is not synonymous with 'important'.

2.4 This Report

This report presents the findings of the *2014 New Brunswick Gambling Prevalence Study* at the overall provincial level. Results are also presented by health zone and gambling subtype where insight and informational value is added. Where possible, findings appear from the previous Gambling Prevalence studies conducted in 2009, 2001, 1996, and 1992. **While the presentation of previous data will allow for general comparison and tracking over time, it is important to note that as a result of differences across the five studies in problem gambling measurement techniques (e.g., SOGS vs. CPGI to calculate a problem gambling prevalence rate) and terminology of the gambling activities assessed (e.g., lottery draws vs. daily or weekly lottery tickets), findings should be interpreted with caution.**

Furthermore, it is important to note that expenditures identified throughout this report refer only to out of pocket spending and includes money that was spent out of province, as well as within the province Expenditures are also based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has clearly established that survey respondents tend to misestimate the amounts spent on gambling activities. Therefore, **expenditures reported should be interpreted with caution.**

It is also important to recognize that although overall sample sizes provide an acceptable margin of error, segmentations by gambling subtype sometimes create low sample sizes, particularly for problem gamblers. **Instances where sample sizes are less than 30 are noted throughout this report in bold footnotes, and in these cases, findings should be interpreted with caution**.

It is also important to note that in some cases, the sample sizes within a section (e.g., gambling activity profiles) may be different because respondents either refused to provide a response or provided an outlier response to a particular question. These responses were then excluded from this analysis.

It should also be noted that for the reader's reference, a glossary of terms and classifications commonly used throughout this report can be found in Appendix B.

[18] What may seem to be a difference between percentages may simply be the result of sampling error or the margin of error associated with the sample size, and not a real or significant difference in the population.

3.0 GAMBLING BEHAVIOR IN NEW BRUNSWICK

This section of the report provides an overview of gambling behavior in the province. Specifically, this section covers topics such as the prevalence rate of gambling in the province, the types of activities played most often, profiles of individuals who engage in various gambling activities, and time and money spent gambling.

3.1 PREVALENCE RATE

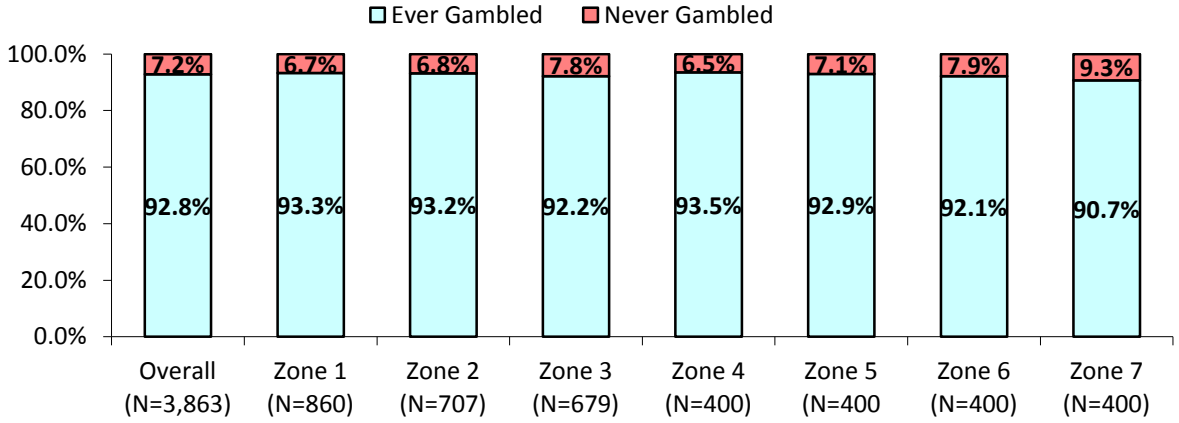
3.1.1 Prevalence Rates (Provincial and Health Zone)

To assess gambling prevalence rates, respondents were asked if they had bet or spent money on one or more of the following gambling activities, at least once in their lifetime and, if applicable, within the past 12 months:

- Daily lottery tickets such as Bucko or Keno;
- Weekly lottery tickets such as Lotto 649, Atlantic 49 or Atlantic Payday;
- Breakopen, Pull Tab, or Nevada Strips;
- Scratch 'n Win tickets such as Crossword, Bingo or Lucky 7;
- Raffles or fundraising tickets;
- 50/50 draws;
- Horse races, either live at the track or off track;
- Bingo;
- Video lottery terminals (VLT machines);
- Pro-Line, Game Day or Over/Under;
- Sports Pools or the outcome of sporting events (through a bookie, charity, with friends or at work);
- Cards (excluding poker) or board games at home, friends' home or at work;
- Electronic poker tables (poker game without a live dealer, played at a table with other people and the game is run by computer);
- Internet poker (such as Texas Hold'Em, Omaha, or 5-card draw);
- Poker, either at home, friends' home, at a bar/tournament, or at work (excluding Internet poker or electronic poker tables);
- Games of skill such as pool, bowling, golf or darts;
- Arcade or video games;
- Gambling on the Internet (excluding poker);
- Short Term Speculative Stock or Commodity Purchases such as day trading (excluding long-term investments such as mutual funds or RRSPs);
- Gambling at casinos; and
- Any other forms of gambling.

Provincially, 93% of respondents have bet or spent money on at least one gambling activity at some point in their lifetime. By health zone, the percentage of respondents who have ever gambled was similar to the overall result. Please note that the percentages in Figure 1 are based on additional sample being added to Zones 4, 5, 6 and 7.

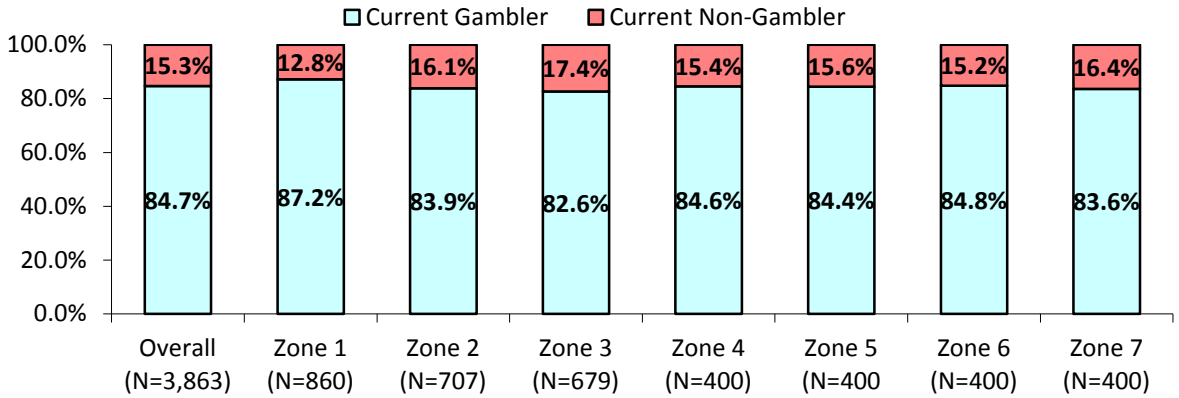
Figure 1: Bet or Spent Money on at Least One Gambling Activity at Least Once (Provincial and Health Zone[19])



The percentage of those who have bet or spent money on at least one gambling activity within the past 12 months was used to determine the gambling prevalence rate. Respondents who have gambled in the past 12 months were referred to as *gamblers*, while respondents who have not gambled in the past 12 months were referred to as *non-gamblers*.

As shown in Figure 2, 85% of respondents have gambled within the past 12 months. Based on a provincial adult population (ages 19+) of 601,150, this translates into 509,174 residents of New Brunswick who are classified as gamblers. By health zone, prevalence rates were similar to the overall result. Please note that the percentages in Figure 2 are based on additional sample being added to Zones 4, 5, 6 and 7.

Figure 2: Gambling Prevalence Rates in New Brunswick (Provincial and Health Zone[20])



[19] Seventeen respondents could not be classified into a health zone because the respondents did not provide their FSA or list their community.
[20] Seventeen respondents could not be classified into a health zone because the respondents did not provide their FSA or list their community.

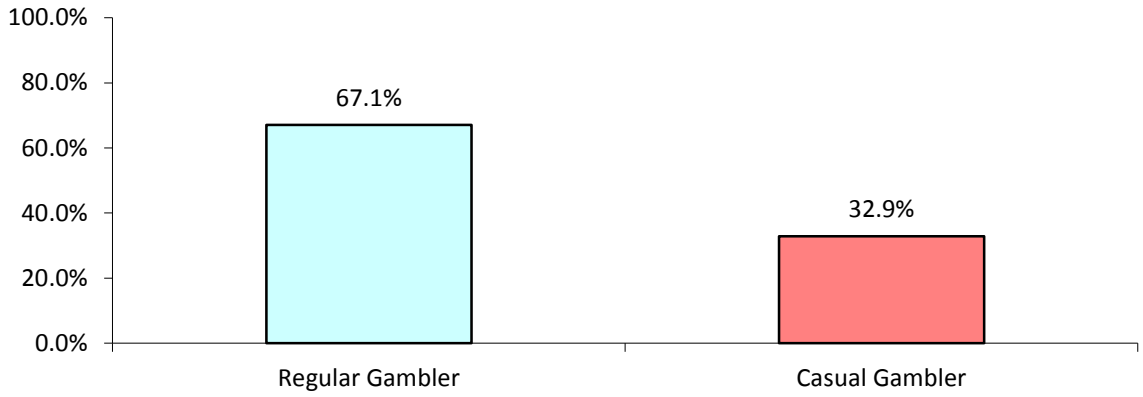
Those who have gambled at least once during the past 12 months were further categorized according to their frequency of play on the previously mentioned gambling activities:

- *Regular gamblers* – Have gambled at least once a month on at least one gambling activity; and
- *Casual gamblers* – Have gambled less than once a month on all previously mentioned gambling activities.

As shown in Figure 3, two-thirds of gamblers (67%) were categorized as regular, that is, they have gambled at least once a month during the past 12 months. Please note that the percentages in Figure 3 are based on additional sample being added to Zones 4, 5, 6 and 7.

Regular gamblers were more likely than casual gamblers to be male (70% and 30% respectively), from the older age categories (35 years or older), and have lower education levels (high school or less).

Figure 3: Frequency of Play among Gamblers (N=3,244)

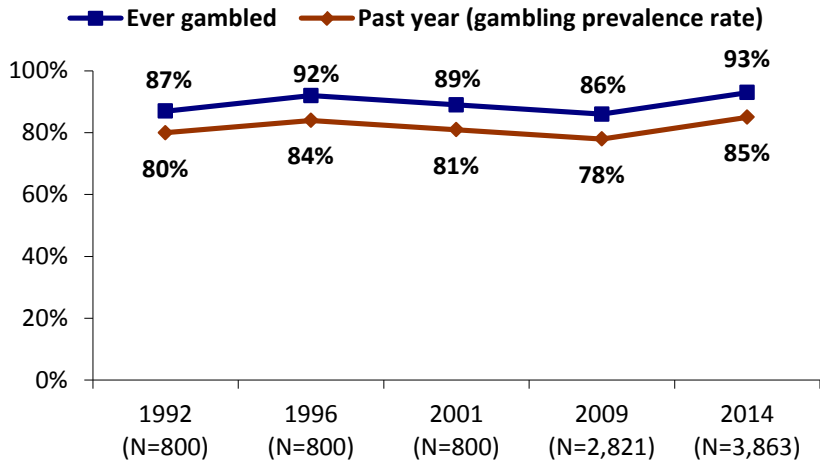


3.1.2 Trend Analysis

To allow for comparison and tracking over time, ever and past year gambling prevalence rates are presented for previous years (1992, 1996, 2001, 2009). **However, due to differences in the methodologies and the activities assessed in previous studies, findings should be interpreted with caution.**

As shown below, both lifetime and past year gambling prevalence rates have peaked again and are now similar to the rates found in 1996. Please note that 2014 results are based on additional sample being added to Zones 4, 5, 6 and 7.

Figure 4: Comparative Gambling Participation in New Brunswick



3.1.3 Provincial Comparisons

As previously stated, 85% of respondents have participated in some form of gambling over the past 12 months. Though slightly higher than what has been found in previous years, this percentage is in line with prevalence rates from other provinces, where gambling rates range from 67% in Quebec to 87% in Nova Scotia (see Table 2). However, given the wide variation in publication dates for these studies (ranging from 2002 to 2014) and possible methodological differences, findings should be interpreted with caution.

Table 2: Gambling Prevalence Rates Across Canada

	Non-Gambler	*Gambler*
New Brunswick	***15.3%***	***84.7%***
Newfoundland and Labrador (*MarketQuest Research, 2009*)	22.8%	77.2%
Nova Scotia *(Focal Research, 2008)*	13.0%	87.0%
Prince Edward Island *(Doiron, 2006)*	18.1%	81.9%
Quebec *(Kairouz & Nadeau, 2014)*	33.4%	66.6%
Ontario *(Williams & Volberg, 2013)*	17.1%	82.9%
Manitoba *(Lemaire, MacKay, & Patton, 2008)*	14.4%	85.6%
Saskatchewan *(Wynne, 2002)*	13.4%	86.6%
Alberta *(Williams, Belanger & Arthur, 2011)*	26.5%	73.5%
British Columbia *(R.A. Malatest & Associates Ltd., 2014)*	27.5%	72.5%

3.1.4 Demographic Profile of Gamblers and Non-Gamblers

Profiles of gamblers and non-gamblers are presented in Table 3. Gamblers were equally likely to be male (48%) or female (52%). Four in ten respondents (41%) were between the ages of 45 and 64. Over two-thirds (68%) reported their mother tongue to be English, while 30% indicated it was French. The majority were married (58%) and had completed at least some post-secondary education (72%). Almost two-thirds of gamblers (63%) were employed, while a notable percentage (25%) were retired. Approximately one-half of annual household incomes (52%) were in the higher range - more than $60,000. Over four in ten gamblers (42%) reported two people residing in the household and 64% reported having no household members under the age of 19. These characteristics are generally representative of the overall provincial population (see Table 2).

Similar to gamblers, non-gamblers were equally likely to be male (48%) or female (52%), reported their mother tongue to be English (68%), were married (55%), and had two people in the household (44%), with none under the age of 19 (72%). However, non-gamblers tended to be older, with non-gamblers almost twice as likely as gamblers to be 65 years of age or older (30% and 18% respectively). These groups also differed in terms of education and income, with gamblers more likely than non-gamblers to have higher education levels (at least some post-secondary - 72% and 61% respectively) and higher annual household incomes (more than $80,000 - 36% and 20% respectively). Furthermore, non-gamblers were less likely than gamblers to be employed (46% and 63% respectively) and more likely to be retired (33% and 25% respectively).

Table 3: Demographic Profile of Gamblers and Non-Gamblers

	Gamblers	***Non-Gamblers***	***Overall Province***
Gender	***(N=2,352)***	***(N=448)***	***(N=2,800)***
Male	48.2%	48.3%	48.2%
Female	51.8%	51.7%	51.8%
Age	***(N=2,351)***	***(N=448)***	***(N=2,799)***
19-24	4.2%	8.6%	4.9%
25-34	18.6%	16.7%	18.3%
35-44	17.6%	10.8%	16.5%
45-54	21.7%	15.7%	20.7%
55-64	19.7%	17.9%	19.5%
65+	18.2%	30.1%	20.1%
Mother Tongue	***(N=2,352)***	***(N=448)***	***(N=2,800)***
English	67.5%	68.2%	67.6%
French	31.2%	26.1%	30.3%
Other	1.1%	5.2%	1.8%
Refused	0.3%	0.5%	0.3%
Marital Status	***(N=2,352)***	***(N=448)***	***(N=2,800)***
Married	58.2%	54.5%	57.6%
Common-law/ living with partner	14.1%	9.3%	13.3%
Single	14.0%	18.4%	14.7%
Widowed	5.1%	6.9%	5.4%
Divorced or separated	8.0%	9.9%	8.3%
Refused	0.6%	1.2%	0.7%

	Gamblers	Non-Gamblers	Overall Province
Education	***(N=2,352)***	***(N=448)***	***(N=2,800)***
Some high school/ junior high or less	6.4%	12.6%	7.4%
Completed high school	21.5%	24.9%	22.1%
Trades certificate or diploma	12.1%	10.1%	11.8%
Non-university certificate or diploma	24.4%	22.0%	24.0%
University certificate	5.3%	4.9%	5.2%
Bachelor's degree	20.0%	15.2%	19.3%
University degree or certificate above Bachelor's	9.7%	8.5%	9.5%
Don't know/Refused	0.5%	1.8%	0.8%
Employment Status	***(N=2,352)***	***(N=448)***	***(N=2,800)***
Employed full-time	54.2%	32.9%	50.8%
Employed part-time	8.8%	12.7%	9.4%
Unemployed	5.6%	10.6%	6.4%
Student	1.6%	1.9%	1.7%
Retired	24.5%	32.5%	25.8%
Homemaker	3.8%	6.8%	4.3%
Don't know/Refused	1.4%	2.7%	1.6%
Annual Household Income*	***(N=1,915)***	***(N=312)***	***(N=2,227)***
$20,000 or less	7.7%	18.8%	9.3%
$20,001 to $40,000	21.1%	31.5%	22.6%
$40,001 to $60,000	19.4%	16.9%	19.1%
$60,001 to $80,000	15.5%	12.3%	15.0%
$80,001 to $100,000	11.7%	8.2%	11.2%
More than $100,000	24.6%	12.1%	22.8%
Number of People in Household	***(N=2,331)***	***(N=436)***	***(N=2,767)***
1	16.2%	17.7%	16.4%
2	41.6%	44.2%	42.0%
3	18.2%	20.6%	18.6%
4	16.6%	13.6%	16.2%
5+	7.4%	3.9%	6.8%
Number of People in Household under 19	***(N=2,330)***	***(N=436)***	***(N=2,766)***
0	64.3%	72.3%	65.6%
1	15.4%	13.0%	15.0%
2	14.8%	11.7%	14.3%
3+	5.5%	3.0%	5.1%

**Those who were unsure or refused to provide a response were excluded from this analysis.*

3.2 Prevalence Rates of Various Gambling Activities

Overall, gamblers have participated in an average of 3.1 activities over the past 12 months. By health zone, averages were similar to the overall result, with a high of 3.4 activities in Zone 7 and a low of 3.0 activities in Zone 3 and Zone 5:

Overall: 3.1 activities

- Zone 1: 3.2 activities
- Zone 2: 3.1 activities
- Zone 3: 3.0 activities
- Zone 4: 3.1 activities
- Zone 5: 3.0 activities
- Zone 6: 3.1 activities
- Zone 7: 3.4 activities

The number of gambling activities in which respondents participated tended to decrease as age increased, with respondents 19 to 54 years of age participating in more activities than those 55 years of age or older (19 to 34 years: 3.7 activities; 35 to 54 years: 3.2 activities; 55 years or older: 2.6 activities). However, as income increased, so did the number of activities played. For example, respondents with annual household incomes of more than $80,000 participated in a larger number of gambling activities (3.7) compared to respondents in all other income categories ($20,000 or less: 2.5 activities; $20,001 to $40,000: 3.0 activities; $40,001 to $60,000: 3.1 activities; $60,001 to $80,000: 3.0 activities).

Ever and past year prevalence rates for the gambling activities explored in this study are presented in Table 4. Provincially, weekly lottery tickets were the most popular gambling activity ever played (71%), followed by 50/50 draws (69%), raffles or fundraising tickets (67%), and scratch 'n win tickets (47%).

In terms of past year play, weekly lottery tickets remained the most popular activity (58%), followed by raffles or fundraising tickets (52%), 50/50 draws (51%) and scratch 'n win tickets (29%).

Table 4: Prevalence Rates for Various Gambling Activities* (N=2,800)

	Ever	*Past Year*
Weekly lottery tickets	71.3%	**58.4%**
50/50 draws	68.6%	**50.9%**
Raffles or fundraising tickets	67.3%	**51.8%**
Scratch 'n win tickets	47.3%	**28.6%**
Gambling at casinos	32.8%	**13.8%**
Bingo	26.5%	**7.7%**
Video Lottery Terminals	20.9%	**7.7%**
Poker (excluding electronic poker and Internet poker)	18.2%	**7.7%**
Breakopen, Pull Tab or Nevada Strips	15.4%	**6.6%**
Cards (excluding poker) or board games	13.6%	**5.0%**
Daily lottery tickets	12.0%	**3.1%**
Sports pools/ outcome of sporting events	10.7%	**5.1%**
Games of skill such as pool, bowling, golf or darts	9.8%	**3.8%**
Horse races	8.5%	**0.9%**
Arcade or video games	6.4%	**1.9%**
Pro-Line, Game Day or Over/Under	6.0%	**3.3%**
Short term speculative stock or commodity purchases	5.6%	**2.3%**
Internet poker	4.1%	**1.7%**
Electronic poker tables	3.5%	**0.5%**
Gambling on the Internet (excluding Internet poker)	1.8%	**0.7%**

**Multiple responses allowed.*

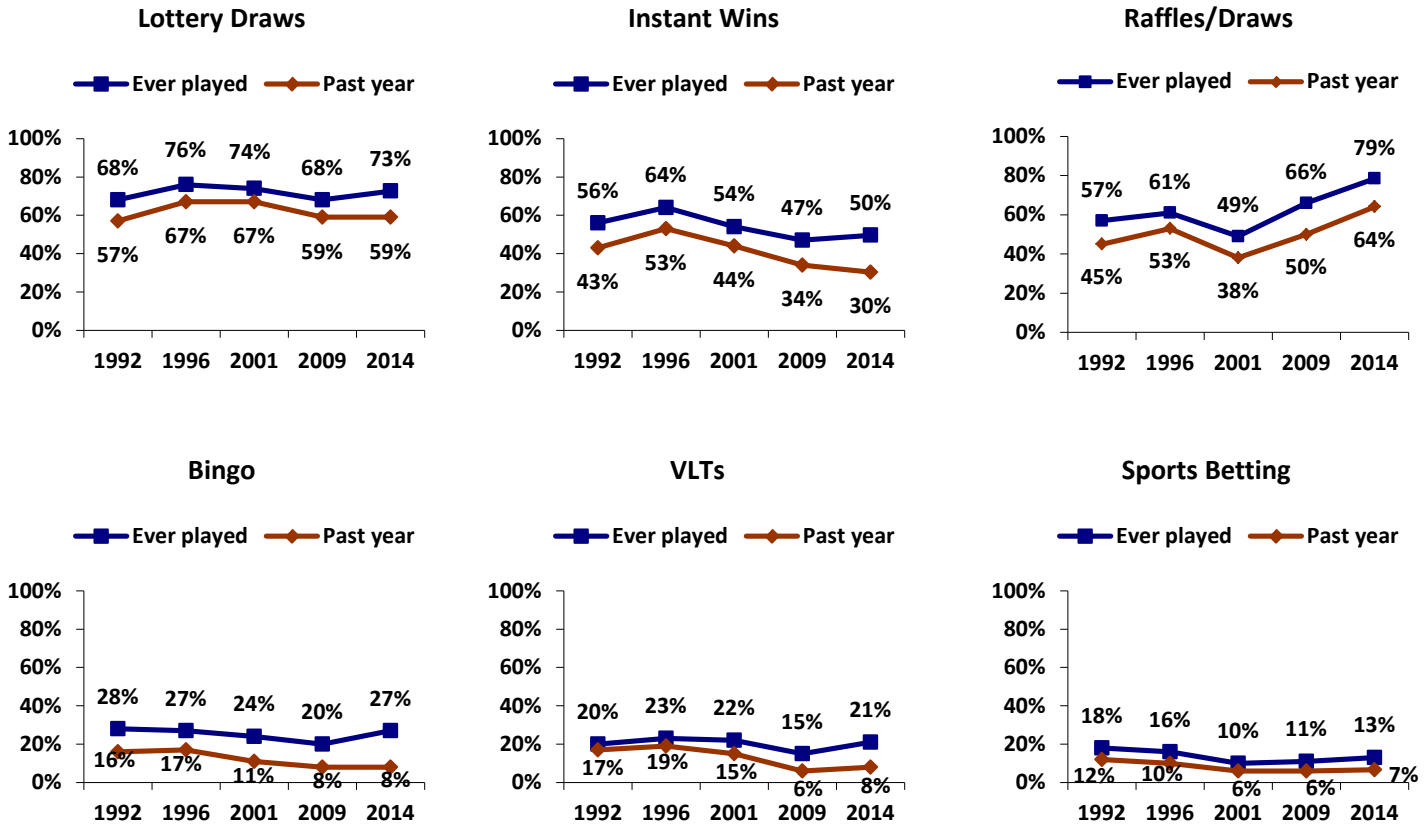
Figure 5 shows gambling participation over time for several activities explored in this study. To allow for comparison to previous years, several activities from this study were combined to match the categories used in previous studies as closely as possible:

- Lottery draws: Includes daily lottery tickets and weekly lottery tickets;
- Instant wins: Includes scratch 'n win tickets and breakopen/pull tabs/nevada strips;
- Raffles/draws: Includes raffles or fundraising tickets and 50/50 draws; and
- Sports betting: Includes Proline, Game Day, or Over/Under and sports pools.

However, there is still a possibility that the categories compared in this section may differ slightly from year to year. Therefore, findings should be interpreted with caution.

As shown below, participation in lottery draws, instant wins, bingo, VLTs, and sports betting have slightly increased compared to 2009; returning to levels reported in earlier years. However, participation in raffles/draws has increased notably compared to previous years.

Figure 5: Comparative Gambling Participation in New Brunswick for Various Gambling Activities



3.3 GAMBLING ACTIVITY PROFILES

Presented in the following section is a player profile of common gambling activities in which respondents participated over the past 12 months, including weekly lottery tickets, daily lottery tickets, pull tabs, scratch 'n win tickets, raffles or fundraising tickets, 50/50 tickets, bingo, VLTs, poker (excluding electronic poker and Internet poker), casino gambling, Internet gambling (including Internet poker), and sports gambling pools. These activities were selected based on sample size and findings from previous research.

3.3.1 Profile of Weekly Lottery Ticket Players (N=1,634)

Overall, weekly lottery tickets were the most popular gambling activity among respondents, with 58% having played at least once in the past 12 months. In terms of demographics (see Table 5), weekly lottery ticket players were fairly equally distributed among males (51%) and females (49%). Most commonly, weekly lottery ticket players tended to fall in the 45 to 64 age category (47%). The majority (66%) reported their mother tongue to be English.

Generally, the majority of weekly lottery ticket players were married (61%), and over six in ten (64%) were employed, though a notable percentage (25%) were retired. Seven in ten players had completed at least some post-secondary education, and 42% had annual household incomes of $20,001 to $60,000.

In general, these characteristics tend to be representative of the general gambling population as well as the overall provincial population.

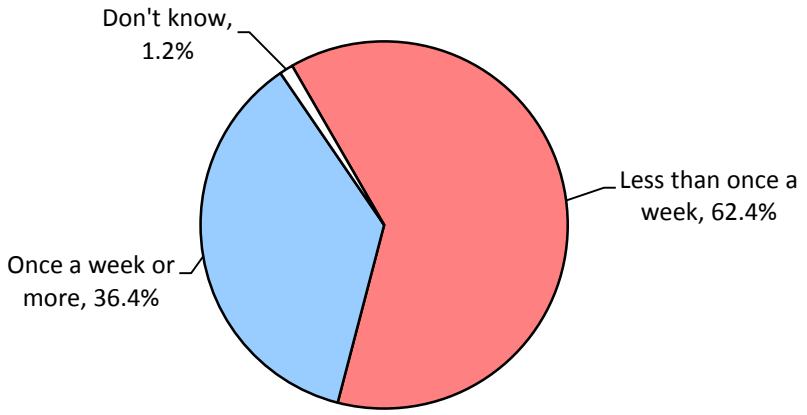
Table 5: Demographic Profile of Weekly Lottery Ticket Players

Gender	***(N=1,634)***
Male	51.0%
Female	49.0%
Age	***(N=1,634)***
19-24	2.7%
25-34	15.2%
35-44	17.3%
45-54	24.2%
55-64	22.4%
65+	18.1%
Mother Tongue	***(N=1,634)***
English	65.5%
French	33.0%
Other	1.2%
Refused	0.3%
Marital Status	***(N=1,634)***
Married	60.6%
Common-law/ living with partner	14.1%
Single	11.9%
Widowed	4.8%
Divorced or separated	7.9%
Refused	0.6%

Education	***(N=1,634)***
Some high school/ junior high or less	7.1%
Completed high school	22.2%
Trades certificate or diploma	13.1%
Non-university certificate or diploma	25.7%
University certificate	5.3%
Bachelor's degree	17.7%
University degree or certificate above Bachelor's	8.2%
Refused	0.6%
Employment Status	***(N=1,634)***
Employed full-time	55.8%
Employed part-time	8.1%
Unemployed	5.5%
Student	0.9%
Retired	25.3%
Homemaker	2.8%
Don't know/Refused	1.6%
Annual Household Income	***(N=1,634)***
$20,000 or less	6.5%
$20,001 to $40,000	21.4%
$40,001 to $60,000	20.5%
$60,001 to $80,000	15.5%
$80,001 to $100,000	11.0%
More than $100,000	25.2%

Approximately three in ten players of weekly lottery tickets (36%) play once a week or more frequently, while the majority (62%) play less frequently (see Figure 6). On average, players of weekly lottery tickets reported playing 3.1 times per month.

Figure 6: Frequency of Play for Weekly Lottery Ticket Players (N=1,623[21])



[21] For this particular question, the sample size is smaller because eleven respondents either refused to provide a response or provided an outlier response, which were then excluded from this analysis. As a result, percentages are based on N=1,623 instead of N=1,634.

Expenditures[22] for weekly lottery tickets are presented in Table 6[23]. On a typical occasion, weekly lottery ticket players reported spending an average of $8.65, which translates into an average of $29.36 per month and $352.28 per year.

Table 6: Weekly Lottery Ticket Expenditures*

	Average	*Median*
Typical occasion	$8.65	$7.00
Typical month	$29.36	$10.00
- Play once a week or more	$64.67	$43.33
- Play less than once a week	$8.80	$5.00
Typical year	$352.28	$120.00

**Outliers and don't know responses were excluded from this analysis.*

On a typical occasion, weekly lottery ticket players spent an average of 4.4 minutes participating in this activity. This translates into an average of 15.1 minutes monthly (see Table 7).

Table 7: Time Spent Gambling on Weekly Lottery Tickets (in Minutes)*

	Average	*Median*
Typical occasion	4.4	2.0
Typical month	15.1	4.3

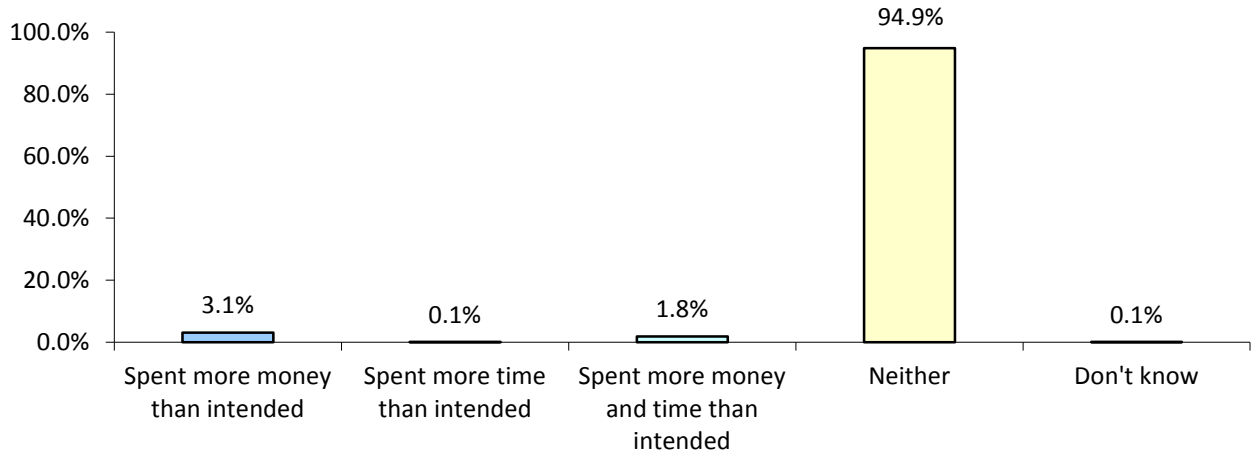
**Outliers and don't know responses were excluded from this analysis.*

[22] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[23] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

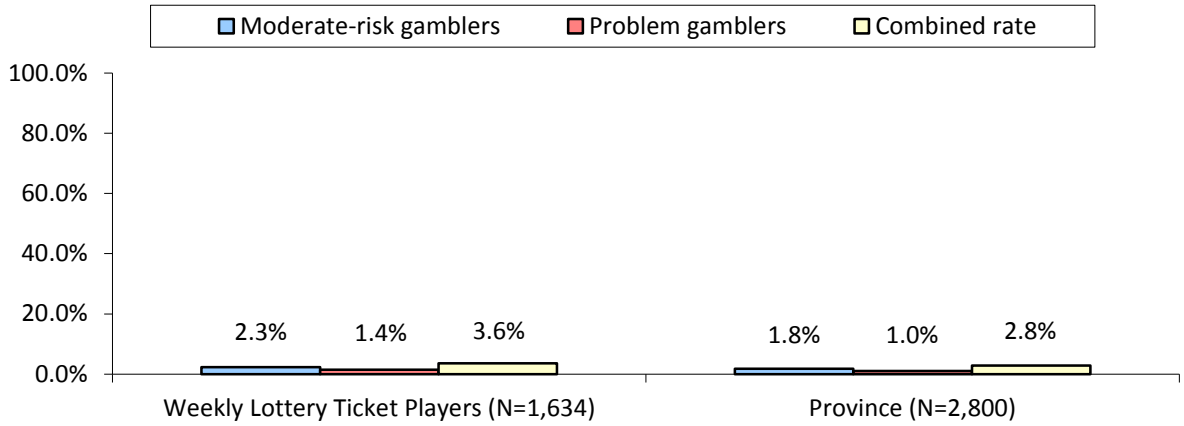
Weekly lottery ticket players were asked to assess the amount of time and money spent on this activity and indicate if they thought it was too much. Overall, the majority of players (95%) had no concerns with the amount of money and/or time spent on this activity. However, 5% indicated concerns about the amount of money and/or time spent (3% felt they spent more money than intended; <1% felt they spent more time than intended; 2% felt they spent more money and time than intended).

Figure 7: Self-Assessment of Time and Money Spent on Weekly Lottery Tickets (N=1,634)



Overall, it is estimated that approximately 2.3% of weekly lottery ticket players are moderate-risk gamblers, while 1.4% are problem gamblers (3.6% combined). These prevalence rates are generally similar to the moderate-risk and problem gambling rates found provincially (2.8% combined; 1.8% moderate-risk and 1.0% problem gamblers; *see Section 4.0 for a more detailed explanation*).

Figure 8: Moderate-Risk and Problem Gambling Prevalence Rates for Weekly Lottery Ticket Players*



***Moderate-risk and problem gambling rates are discussed in further detail in Section 4.0.** Those who could not be classified into one of the gambling subtypes were excluded from this analysis.*

3.3.2 Profile of Daily Lottery Ticket Players (N=88)

Overall, 3% of respondents played daily lottery tickets at least once in the past 12 months. In terms of demographics (see Table 8), daily lottery ticket players were fairly equally distributed among females (52%) and males (48%). Most commonly, daily lottery ticket players tended to fall in the 45 to 64 age category (43%). The majority (72%) reported their mother tongue to be English.

Half of the daily lottery ticket players were married (61%), while a notable percentage were single (28%). Two-thirds of players (66%) were employed, while 64% had completed at least some post-secondary education. Annual household incomes among daily lottery ticket players tended to fall in the $20,001 to $60,000 range (55%).

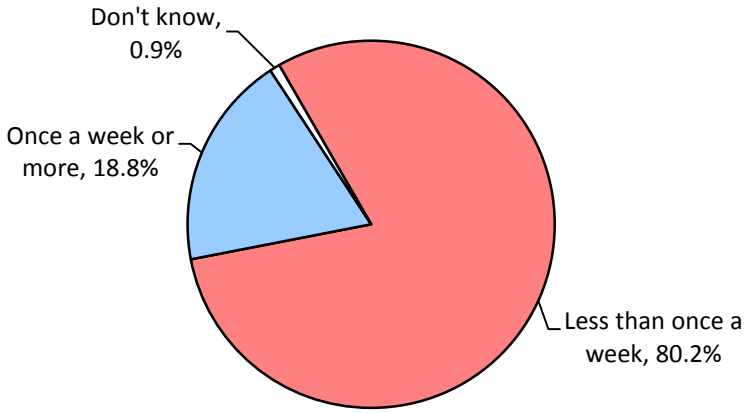
Table 8: Demographic Profile of Daily Lottery Ticket Players

Gender	***(N=88)***
Male	48.3%
Female	51.7%
Age	***(N=88)***
19-24	18.0%
25-34	12.3%
35-44	13.6%
45-54	23.2%
55-64	20.2%
65+	12.7%
jMother Tongue	***(N=88)***
English	72.1%
French	27.9%
Other	-
Marital Status	***(N=88)***
Married	51.1%
Common-law/ living with partner	9.5%
Single	27.9%
Widowed	6.0%
Divorced or separated	5.5%
Education	***(N=88)***
Some high school/ junior high or less	8.1%
Completed high school	32.6%
Trades certificate or diploma	19.1%
Non-university certificate or diploma	26.6%
University certificate	3.2%
Bachelor's degree	8.5%
University degree or certificate above Bachelor's	1.9%
Employment Status	***(N=88)***
Employed full-time	54.0%
Employed part-time	12.0%
Unemployed	1.4%
Student	4.7%
Retired	22.9%
Homemaker	3.9%
Refused	1.2%

Annual Household Income	*(N=88)*
$20,000 or less	12.7%
$20,001 to $40,000	34.5%
$40,001 to $60,000	20.4%
$60,001 to $80,000	11.3%
$80,001 to $100,000	9.5%
More than $100,000	11.5%

Eight in ten players of daily lottery tickets play less than once a week (see Figure 9). On average, players of weekly lottery tickets reported playing 2.3 times per month.

Figure 9: Frequency of Play for Daily Lottery Ticket Players (N=85[24])



[24] For this particular question, the sample size is smaller because three respondents either refused to provide a response or provided an outlier response, which were then excluded from this analysis. As a result, percentages are based on N=85 instead of N=88.

Expenditures[25] for daily lottery tickets are presented in Table 9[26]. On a typical occasion, daily lottery ticket players reported spending an average of $6.33, which translates into an average of $14.76 per month and $177.11 per year.

Table 9: Daily Lottery Ticket Expenditures*

	Average	*Median*
Typical occasion	$6.33	$5.00
Typical month	$14.76	$4.00
- Play once a week or more	$50.54	$43.33
- Play less than once a week	$5.83	$3.00
Typical year	$177.11	$48.00

**Outliers and don't know responses were excluded from this analysis.*

On a typical occasion, daily lottery ticket players spent an average of 8.1 minutes participating in this activity. This translates into an average of 12.7 minutes monthly (see Table 10).

Table 10: Time Spent Gambling on Daily Lottery Tickets (in Minutes)*

	Average	*Median*
Typical occasion	8.1	5.0
Typical month	12.7	4.7

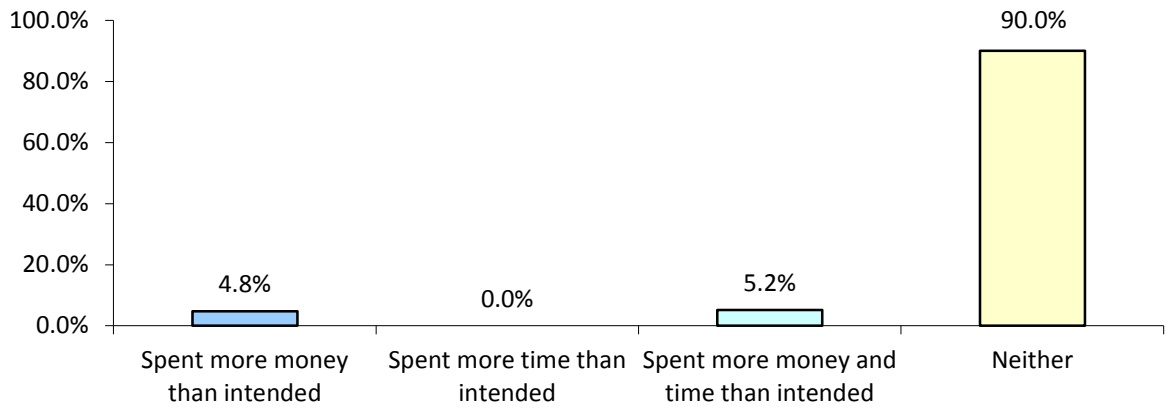
**Outliers and don't know responses were excluded from this analysis.*

[25] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[26] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

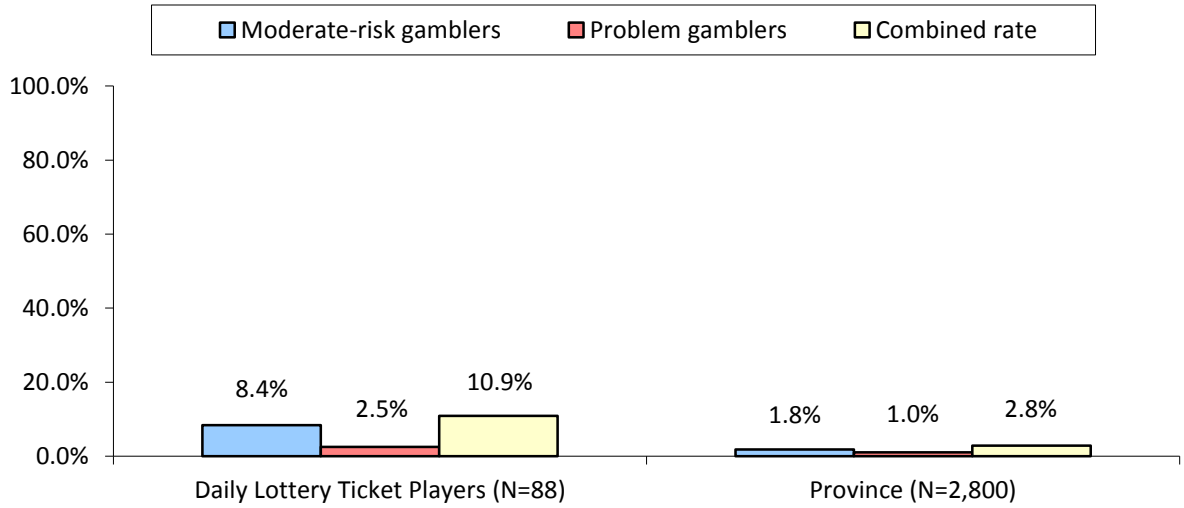
Daily lottery ticket players were asked to assess the amount of time and money spent on this activity and indicate if they thought it was too much. Overall, the majority of players (90%) had no concerns with the amount of money and/or time spent on this activity. However, 10% indicated concerns about the amount of money and/or time spent (5% felt they spent more money than intended; 5% felt they spent more money and time than intended) (see Figure 10).

Figure 10: Self-Assessment of Time and Money Spent on Daily Lottery Tickets (N=88)



Overall, it is estimated that approximately 8.4% of daily lottery ticket players are moderate-risk gamblers, while 2.5% are problem gamblers (10.9% combined). These prevalence rates are significantly higher than the moderate-risk, problem gambling and combined rates found provincially (2.8% combined; 1.8% moderate-risk and 1.0% problem gamblers; *see Section 4.0 for a more detailed explanation*).

Figure 11: Moderate-Risk and Problem Gambling Prevalence Rates for Daily Lottery Ticket Players*



***Moderate-risk and problem gambling rates are discussed in further detail in Section 4.0**. Those who could not be classified into one of the gambling subtypes were excluded from this analysis.*

3.3.3 Profile of Breakopen/Pull Tab/Nevada Strip Players (N=184)

Overall, 7% of respondents played pull tabs at least once in the past 12 months. In terms of demographics (see Table 11), pull tab players were slightly skewed toward males (54%). The majority were between the ages of 25 to 54 (65%) and reported their mother tongue to be English (68%). Half of pull tab players were married, while a notable percentage were single (26%). Just over two-thirds of players (69%) were employed, while 64% had completed at least some post-secondary education. Annual household incomes among pull tab players tended to fall in the $20,001 to $60,000 range (43%).

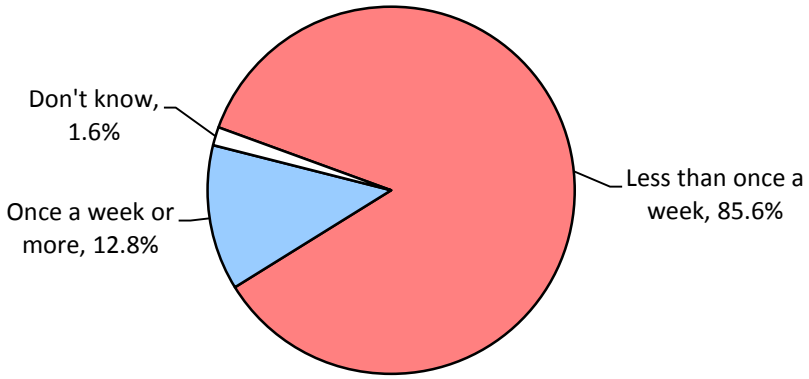
Table 11: Demographic Profile of Breakopen/Pull Tab/Nevada Strip Players

Gender	***(N=184)***
Male	53.9%
Female	46.1%
Age	***(N=184)***
19-24	13.1%
25-34	28.1%
35-44	17.4%
45-54	19.8%
55-64	13.7%
65+	7.9%
Mother Tongue	***(N=184)***
English	68.2%
French	30.6%
Other	1.3%
Marital Status	***(N=184)***
Married	49.6%
Common-law/ living with partner	12.6%
Single	26.1%
Widowed	3.3%
Divorced or separated	7.1%
Refused	1.3%
Education	***(N=184)***
Some high school/ junior high or less	5.5%
Completed high school	29.9%
Trades certificate or diploma	14.6%
Non-university certificate or diploma	22.6%
University certificate	5.0%
Bachelor's degree	20.0%
University degree or certificate above Bachelor's	2.2%
Refused	0.3%
Employment Status	***(N=184)***
Employed full-time	58.5%
Employed part-time	10.9%
Unemployed	9.7%
Student	1.8%
Retired	12.2%
Homemaker	3.4%
Don't know/Refused	3.5%

Annual Household Income	*(N=184)*
$20,000 or less	14.4%
$20,001 to $40,000	21.6%
$40,001 to $60,000	21.8%
$60,001 to $80,000	12.5%
$80,001 to $100,000	12.6%
More than $100,000	17.1%

More than eight in ten pull tab players (86%) play less than once a week (see Figure 12). On average, pull tab players reported playing 1.5 times per month.

Figure 12: Frequency of Play for Breakopen/Pull Tab/Nevada Strip Players (N=180[27])



[27] For this particular question, the sample size is smaller because four respondents either refused to provide a response or provided an outlier response, which were then excluded from this analysis. As a result, percentages are based on N=180 instead of N=184.

Expenditures[28] for pull tab players are presented in Table 12[29]. On a typical occasion, pull tab players reported spending an average of $4.26, which translates into an average of $6.41 per month and $76.90 per year.

Table 12: Breakopen/Pull Tab/Nevada Strip Expenditures*

	Average	*Median*
Typical occasion	$4.26	$4.00
Typical month	$6.41	$2.00
- Play once a week or more	$31.14	$17.33
- Play less than once a week	$2.90	$1.50
Typical year	$76.90	$24.00

**Outliers and don't know responses were excluded from this analysis.*

On a typical occasion, pull tab players spent an average of 4.0 minutes participating in this activity. This translates into an average of 7.3 minutes monthly (see Table 13).

Table 13: Time Spent Gambling on Breakopen/Pull Tab/Nevada Strips (in Minutes)*

	Average	*Median*
Typical occasion	4.0	3.0
Typical month	7.3	1.3

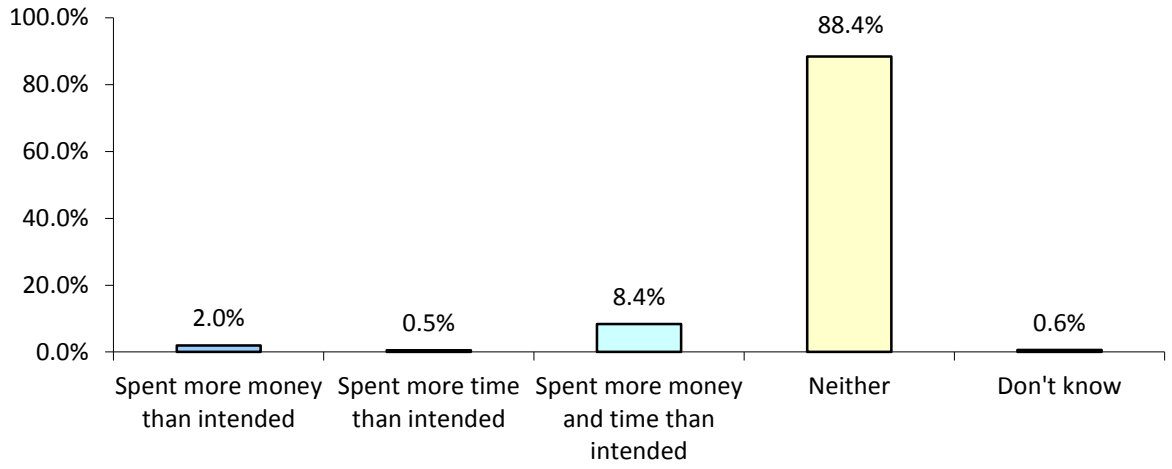
**Outliers and don't know responses were excluded from this analysis.*

[28] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[29] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

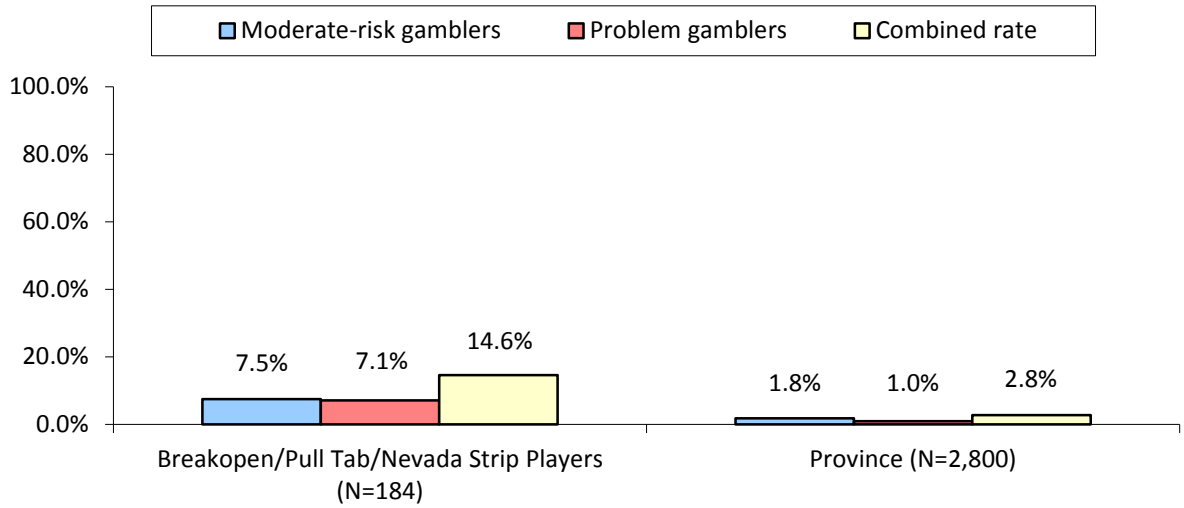
Pull tab players were asked to assess the amount of time and money spent on this activity and indicate if they thought it was too much. Overall, the majority of players (88%) had no concerns with the amount of money and/or time spent on this activity, while 11% indicated concerns about the amount of money and/or time spent (2% felt they spent more money than intended; <1% felt they spent more time than intended; 8% felt they spend more money and time than intended) (see Figure 13).

Figure 13: Self-Assessment of Time and Money Spent on Breakopen/Pull Tab/Nevada Strips (N=184)



Overall, it is estimated that approximately 7.5% of pull tab players are moderate-risk gamblers, while 7.1% are problem gamblers (14.6% combined). These prevalence rates are significantly higher than the moderate-risk, problem gambling, and combined rates found provincially (2.8% combined; 1.8% moderate-risk and 1.0% problem gamblers; *see Section 4.0 for a more detailed explanation*).

Figure 14: Moderate-Risk and Problem Gambling Prevalence Rates for Breakopen/Pull Tab/Nevada Strip Players*



***Moderate-risk and problem gambling rates are discussed in further detail in Section 4.0.** Those who could not be classified into one of the gambling subtypes were excluded from this analysis.*

3.3.4 Profile of Scratch 'n Win Ticket Players (N=800)

Overall, 29% of respondents played scratch 'n win tickets at least once in the past 12 months. In terms of demographics (see Table 14), the majority of scratch 'n win ticket players were female (63%), reported their mother tongue to be English (66%) and were distributed among the 25 to 54 age categories (63%).

Over half of scratch 'n win ticket players were married (55%), while almost seven in ten (69%) had completed at least some post-secondary education. Annual household incomes most often fell within the $20,001 to $60,000 range (42%).

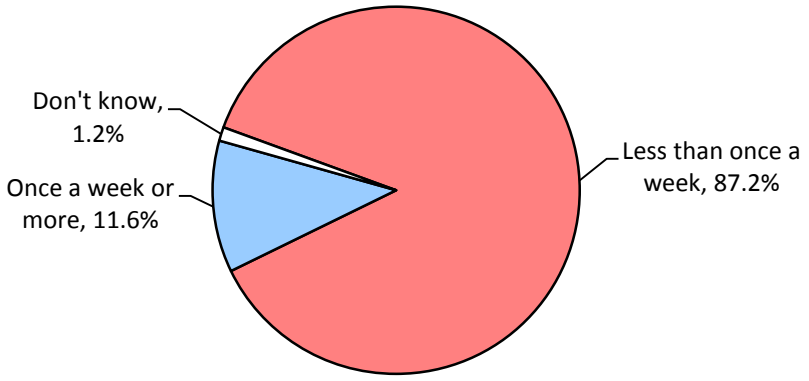
Table 14: Demographic Profile of Scratch 'n Win Ticket Players

Gender	***(N=800)***
Male	37.4%
Female	62.6%
Age	***(N=800)***
19-24	6.1%
25-34	24.2%
35-44	17.8%
45-54	20.9%
55-64	18.1%
65+	13.0%
Mother Tongue	***(N=800)***
English	65.8%
French	33.2%
Other	0.8%
Refused	0.2%
Marital Status	***(N=800)***
Married	55.1%
Common-law/ living with partner	17.6%
Single	15.9%
Widowed	3.6%
Divorced or separated	7.2%
Refused	0.7%
Education	***(N=800)***
Some high school/ junior high or less	6.8%
Completed high school	23.8%
Trades certificate or diploma	13.6%
Non-university certificate or diploma	26.3%
University certificate	4.0%
Bachelor's degree	18.8%
University degree or certificate above Bachelor's	6.1%
Refused	0.6%
Employment Status	***(N=800)***
Employed full-time	56.9%
Employed part-time	9.5%
Unemployed	7.7%
Student	1.8%
Retired	19.2%
Homemaker	4.0%
Don't know/Refused	1.0%

Annual Household Income	*(N=800)*
$20,000 or less	8.6%
$20,001 to $40,000	23.0%
$40,001 to $60,000	18.7%
$60,001 to $80,000	14.4%
$80,001 to $100,000	12.3%
More than $100,000	23.1%

Play of scratch 'n win tickets tended to be fairly infrequent, with over eight in ten players (87%) playing less than once a week (see Figure 15). On average, players reported playing 1.4 times per month.

Figure 15: Frequency of Play for Scratch 'n Win Ticket Players (N=792[30])



[30] For this particular question, the sample size is smaller because eight respondents either refused to provide a response or provided an outlier response, which were then excluded from this analysis. As a result, percentages are based on N=792 instead of N=800.

Expenditures[31] for scratch 'n win ticket players are presented in Table 15[32]. On a typical occasion, players reported spending an average of $6.19 on scratch 'n win tickets, which translates into an average of $10.68 per month and $128.13 per year.

Table 15: Scratch 'n Win Ticket Expenditures*

	Average	*Median*
Typical occasion	$7.47	$5.00
Typical month	$12.38	$3.00
- Play once a week or more	$62.47	$43.33
- Play less than once a week	$5.50	$2.50
Typical year	$148.61	$36.00

**Outliers and don't know responses were excluded from this analysis.*

On a typical occasion, scratch 'n win ticket players spent an average of 9.5 minutes participating in this activity. This translates into an average of 16.9 minutes monthly (see Table 16).

Table 16: Time Spent Gambling on Scratch 'n Win Tickets (in Minutes)*

	Average	*Median*
Typical occasion	9.5	5.0
Typical month	16.9	3.3

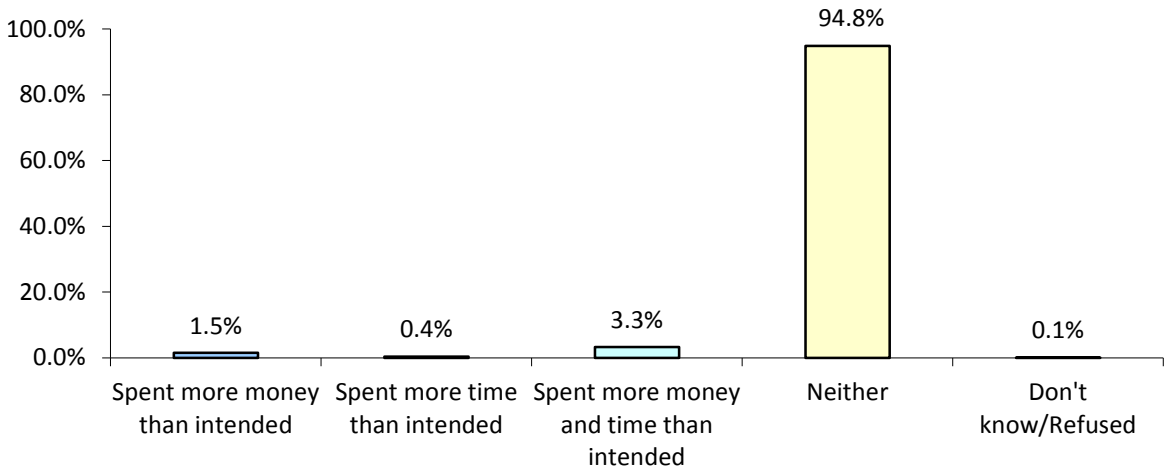
**Outliers and don't know responses were excluded from this analysis.*

[31] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[32] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

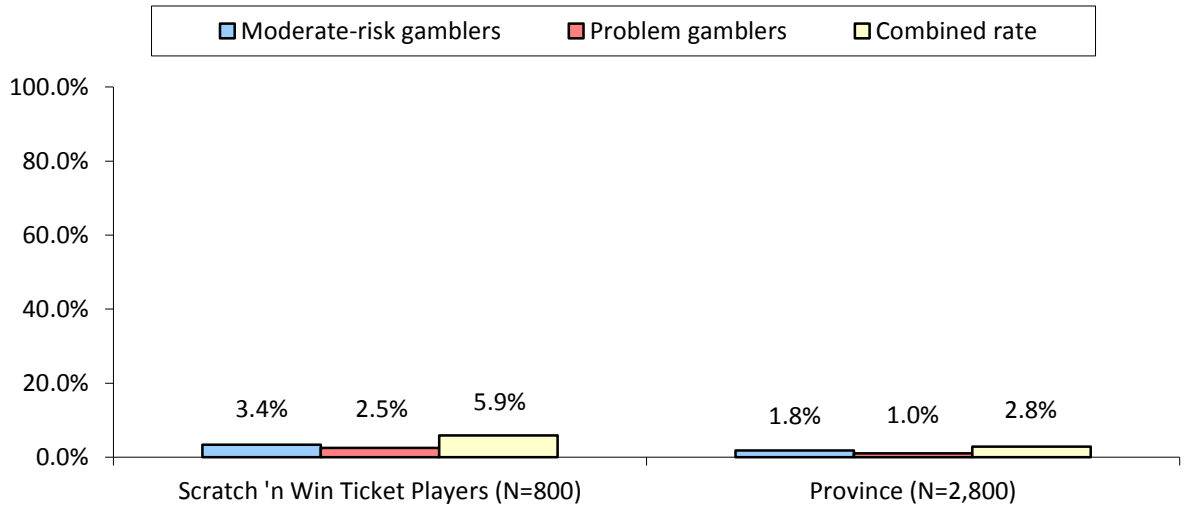
Scratch 'n win ticket players were asked to assess the amount of time and money spent on this activity and indicate if they thought it was too much. Overall, the majority of players (95%) had no concerns with the amount of money and/or time spent on this activity, while 5% indicated concerns about the amount of money and/or time spent (2% felt they spent more money than intended; <1% felt they spent more time than intended; 3% felt they spent more money and time than intended) (See Figure 16).

Figure 16: Self-Assessment of Time and Money Spent on Scratch 'n Win Tickets (N=800)



Overall, it is estimated that approximately 3.4% of scratch 'n win ticket players are moderate-risk gamblers, while 2.5% are problem gamblers (5.9% combined). This combined rate is significantly higher than the combined rate found provincially (2.8% combined; 1.8% moderate-risk gamblers and 1.0% problem gamblers; s*ee Section 4.0 for a more detailed explanation*).

Figure 17: Moderate-Risk and Problem Gambling Prevalence Rates for Scratch 'n Win Ticket Players*



***Moderate-risk and problem gambling rates are discussed in further detail in Section 4.0.** Those who could not be classified into one of the gambling subtypes were excluded from this analysis.*

3.3.5 Profile of Raffle/Fundraising Ticket Purchasers (N=1,451)

Overall, 52% of respondents purchased raffle or fundraising tickets at least once in the past 12 months. In terms of demographics (see Table 17), raffle ticket purchasers were slightly skewed toward females (54%), were evenly distributed among the 25 to 54 age categories (63%), and the majority reported their mother tongue to be English (73%).

Generally, the majority of raffle ticket purchasers were married (63%), employed (68%), and over three-quarters (77%) had completed at least some post-secondary education. Most commonly, annual household incomes were more than $80,000 (43%), with three in ten purchasers having incomes of over $100,000.

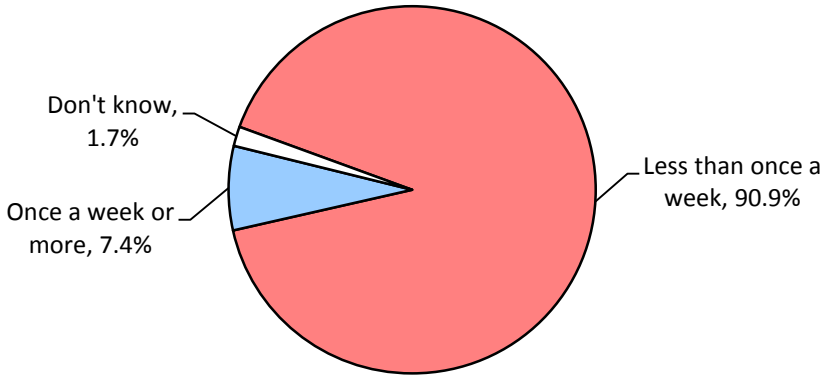
Table 17: Demographic Profile of Raffle/Fundraising Ticket Purchasers

Gender	***(N=1,451)***
Male	45.7%
Female	54.3%
Age	***(N=1,451)***
19-24	3.3%
25-34	22.0%
35-44	19.4%
45-54	21.9%
55-64	18.3%
65+	15.1%
Mother Tongue	***(N=1,451)***
English	72.7%
French	26.3%
Other	0.9%
Refused	0.2%
Marital Status	***(N=1,451)***
Married	63.4%
Common-law/ living with partner	12.9%
Single	12.2%
Widowed	4.7%
Divorced or separated	6.3%
Refused	0.4%
Education	***(N=1,451)***
Some high school/ junior high or less	3.9%
Completed high school	18.7%
Trades certificate or diploma	11.9%
Non-university certificate or diploma	25.2%
University certificate	4.9%
Bachelor's degree	23.3%
University degree or certificate above Bachelor's	11.5%
Refused	0.5%
Employment Status	***(N=1,451)***
Employed full-time	59.2%
Employed part-time	9.2%
Unemployed	5.0%
Student	1.1%
Retired	20.9%
Homemaker	3.8%
Don't know/Refused	0.9%

Annual Household Income	*(N=1,451)*
$20,000 or less	5.5%
$20,001 to $40,000	16.1%
$40,001 to $60,000	17.6%
$60,001 to $80,000	17.4%
$80,001 to $100,000	14.2%
More than $100,000	29.2%

Raffle ticket purchase tended to be rather infrequent, with just over nine in ten (91%) purchasing less than once a week (see Figure 18). On average, purchasers reported purchasing tickets 0.9 times per month.

Figure 18: Frequency of Purchase for Raffle/Fundraising Ticket Purchasers (N=1,438[33])



[33] For this particular question, the sample size is smaller because thirteen respondents either refused to provide a response or provided an outlier response, which were then excluded from this analysis. As a result, percentages are based on N=1,438 instead of N=1,451.

Expenditures[34] for raffle ticket purchasers are presented in Table 18[35]. On a typical occasion, purchasers reported spending an average of $12.59 on raffle tickets, which translates into an average of $8.62 per month and $103.43 per year.

Table 18: Raffle/Fundraising Ticket Expenditures*

	Average	*Median*
Typical occasion	$12.59	$5.00
Typical month	$8.62	$2.67
- Purchase once a week or more	$32.25	$21.67
- Purchase less than once a week	$6.65	$2.50
Typical year	$103.43	$31.99

**Outliers and don't know responses were excluded from this analysis.*

On a typical occasion, raffle ticket purchasers spent an average of 5.1 minutes participating in this activity. This translates into an average of 3.8 minutes monthly (see Table 19).

Table 19: Time Spent Gambling on Raffle/Fundraising Tickets (in Minutes)*

	Average	*Median*
Typical occasion	5.1	2.0
Typical month	3.8	1.0

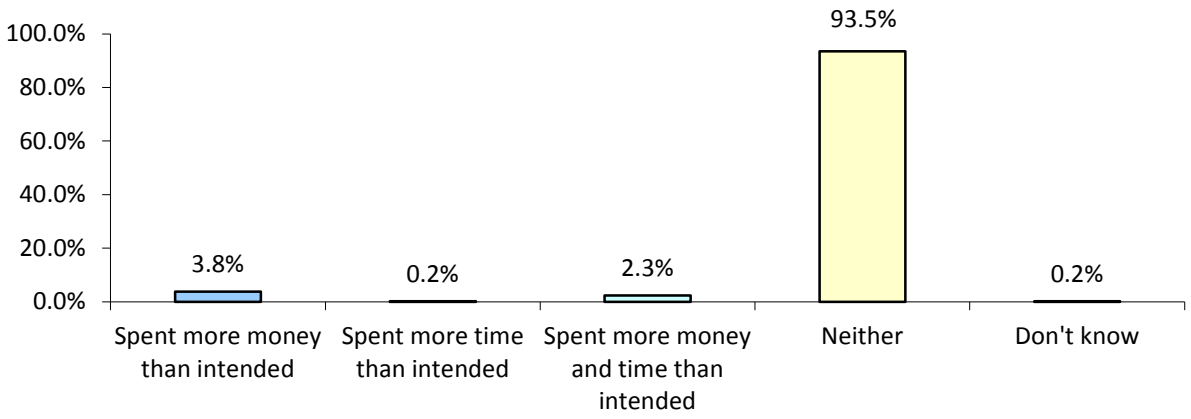
**Outliers and don't know responses were excluded from this analysis.*

[34] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[35] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

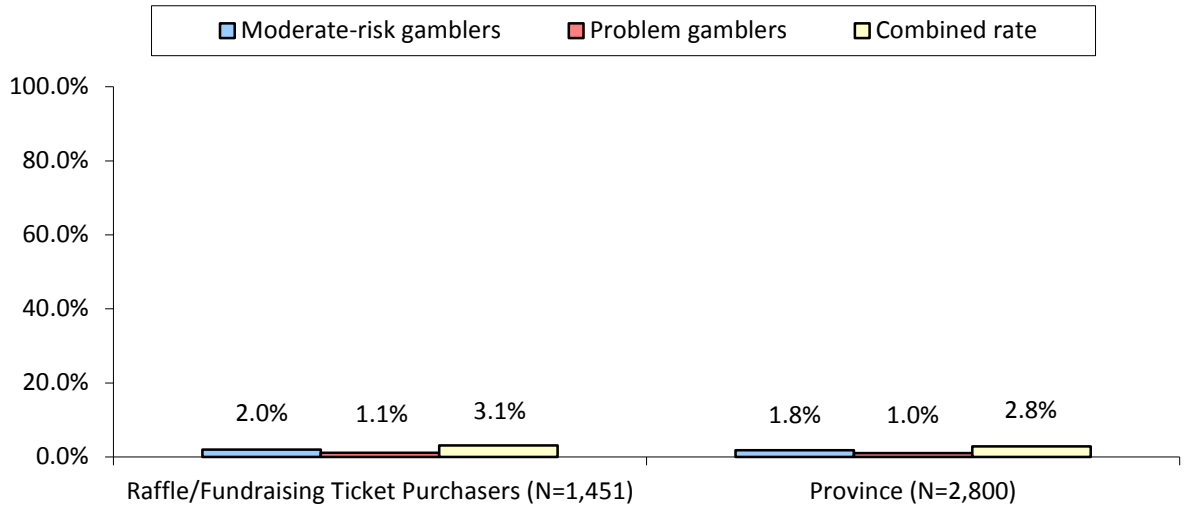
Raffle ticket purchasers were asked to assess the amount of time and money spent on this activity and indicate if they thought it was too much. Overall, the majority of players (94%) had no concerns with the amount of money and/or time spent on this activity, while 6% indicated concerns about the amount of money and/or time spent (4% felt they spent more money than intended; <1% felt they spent more time than intended; 2% felt they spent more money and time than intended) (see Figure 19).

Figure 19: Self-Assessment of Time and Money Spent on Raffle/Fundraising Tickets (N=1,451)



Overall, it is estimated that approximately 2.0% of raffle ticket purchasers are moderate-risk gamblers, while 1.1% are problem gamblers (3.1% combined). These prevalence rates are generally similar to the moderate-risk, problem gambling, and combined rates found provincially (2.8% combined; 1.8% moderate-risk and 1.0% problem gamblers; *see Section 4.0 for a more detailed explanation*).

Figure 20: Moderate-Risk and Problem Gambling Prevalence Rates for Raffle/Fundraising Ticket Purchasers*



***Moderate-risk and problem gambling rates are discussed in further detail in Section 4.0.** Those who could not be classified into one of the gambling subtypes were excluded from this analysis.*

3.3.6 Profile of 50/50 Ticket Purchasers (N=1,424)

Overall, 51% of respondents purchased 50/50 tickets at least once in the past 12 months. In terms of demographics (see Table 20), approximately one-half of 50/50 ticket purchasers were female (54%) and evenly distributed among the 25 to 54 age categories (63%), while the majority reported their mother tongue to be English (66%).

Generally, the majority of 50/50 ticket purchasers were married (61%), employed (69%), and three-quarters had completed at least some post-secondary education. Four in ten ticket purchases had annual household incomes of more than $80,000, with a notable percentage over $100,000 (28%).

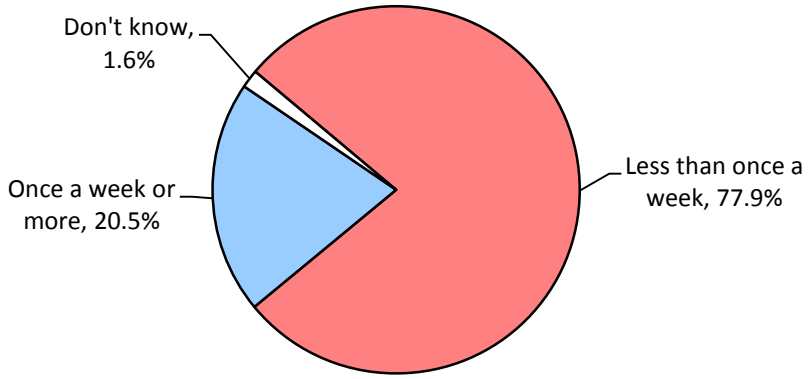
Table 20: Demographic Profile of 50/50 Ticket Purchasers

Gender	***(N=1,424)***
Male	46.2%
Female	53.8%
Age	***(N=1,424)***
19-24	3.3%
25-34	20.7%
35-44	19.5%
45-54	23.0%
55-64	17.9%
65+	15.6%
Mother Tongue	***(N=1,424)***
English	66.0%
French	32.8%
Other	0.9%
Refused	0.2%
Marital Status	***(N=1,424)***
Married	60.9%
Common-law/ living with partner	14.8%
Single	12.5%
Widowed	4.1%
Divorced or separated	7.3%
Refused	0.4%
Education	***(N=1,424)***
Some high school/ junior high or less	4.5%
Completed high school	20.7%
Trades certificate or diploma	11.4%
Non-university certificate or diploma	25.0%
University certificate	5.6%
Bachelor's degree	22.2%
University degree or certificate above Bachelor's	10.3%
Refused	0.4%
Employment Status	***(N=1,424)***
Employed full-time	60.4%
Employed part-time	8.1%
Unemployed	4.6%
Student	1.8%
Retired	20.4%
Homemaker	3.7%
Don't know/Refused	1.1%

Annual Household Income	*(N=1,424)*
$20,000 or less	5.5%
$20,001 to $40,000	18.7%
$40,001 to $60,000	18.9%
$60,001 to $80,000	16.5%
$80,001 to $100,000	12.7%
More than $100,000	27.7%

Approximately eight in ten 50/50 ticket purchasers (78%) indicated purchasing such tickets less than once a week (see Figure 21). On average, purchasers reported purchasing these tickets 1.6 times per month.

Figure 21: Frequency of Play for 50/50 Ticket Purchasers (N=1,421[36])



[36] For this particular question, the sample size is smaller because three respondents either refused to provide a response or provided an outlier response, which were then excluded from this analysis. As a result, percentages are based on N=1,421 instead of N=1,424.

Expenditures[37] for 50/50 ticket purchasers are presented in Table 21[38]. On a typical occasion, 50/50 ticket purchasers reported spending an average of $6.39, which translates into an average of $7.05 per month and $84.62 per year.

Table 21: 50/50 Ticket Expenditures*

	Average	*Median*
Typical occasion	$6.39	$5.00
Typical month	$7.05	$2.50
- Play once a week or more	$18.04	$8.67
- Play less than once a week	$4.26	$1.67
Typical year	$84.62	$30.00

**Outliers and don't know responses were excluded from this analysis.*

On a typical occasion, 50/50 ticket purchasers spent an average of 3.6 minutes participating in this activity. This translates into an average of 4.6 minutes monthly (See Table 22).

Table 22: Time Spent Gambling on 50/50 Tickets (in Minutes)*

	Average	*Median*
Typical occasion	3.6	2.0
Typical month	4.6	1.3

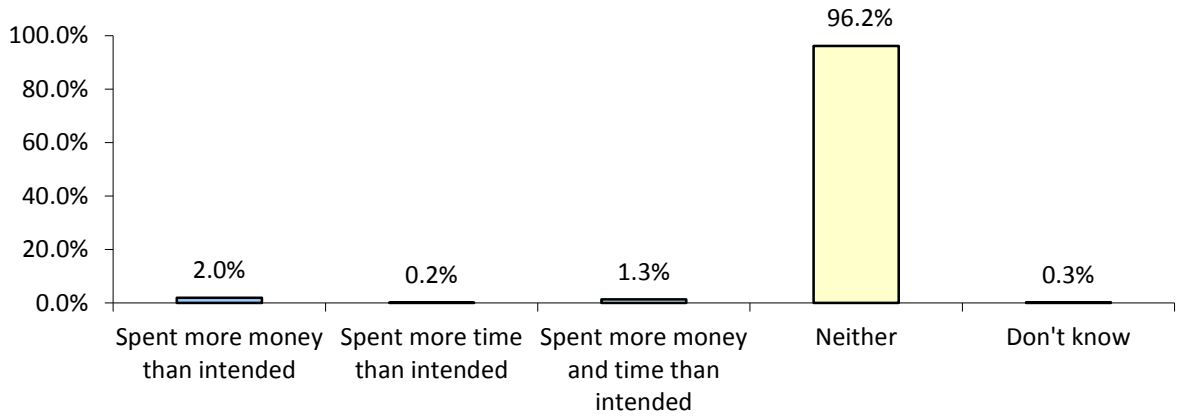
**Outliers and don't know responses were excluded from this analysis.*

[37] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[38] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

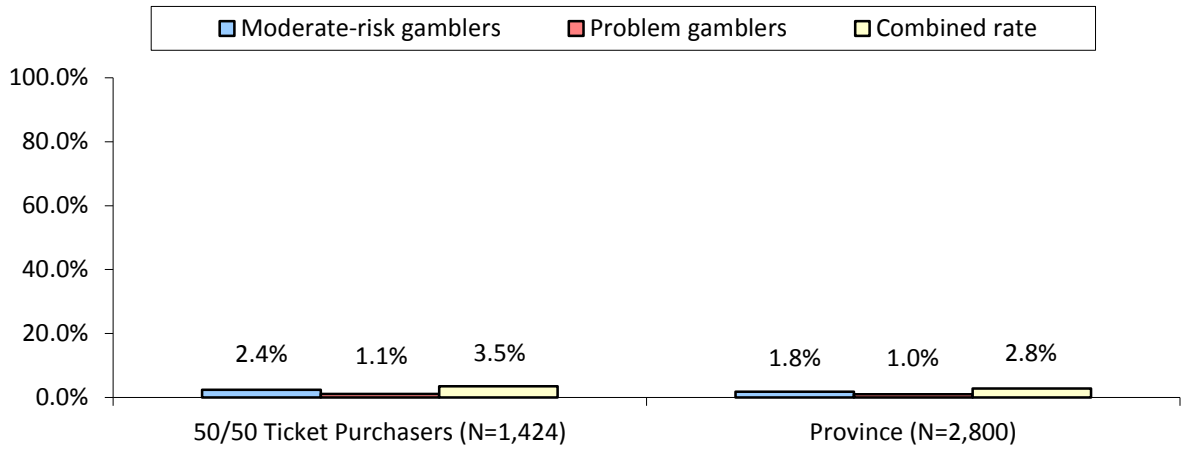
50/50 ticket purchasers were asked to assess the amount of time and money spent on this activity and indicate if they thought it was too much. Overall, the majority of players (96%) had no concerns with the amount of money and/or time spent on this activity, while 4% indicated concerns about the amount of money and/or time spent (2% felt they spent more money than intended; <1% felt they spent more time than intended; 1% felt they spent more money and time than intended).

Figure 22: Self-Assessment of Time and Money Spent on 50/50 Tickets (N=1,424)



Overall, it is estimated that approximately 2.4% of 50/50 ticket purchasers are moderate-risk gamblers, while 1.1% are problem gamblers (3.5% combined). These prevalence rates are generally similar to the moderate-risk, problem gambling, and combined rates found provincially (2.8% combined; 1.8% moderate-risk and 1.0% problem gamblers; s*ee Section 4.0 for a more detailed explanation*).

Figure 23: Moderate-Risk and Problem Gambling Prevalence Rates for 50/50 Ticket Purchasers*



***Moderate-risk and problem gambling rates are discussed in further detail in Section 4.0.** Those who could not be classified into one of the gambling subtypes were excluded from this analysis.*

3.3.7 Profile of Bingo Players (N=215)

Overall, 8% of respondents played bingo at least once in the past 12 months. In terms of demographics (see Table 23), the large majority of bingo players were female (78%). Most commonly, bingo players were 45 years of age or older (61%) and reported their mother tongue to be English (59%).

Over half of bingo players were married (53%), had completed at least some post-secondary education (64%), and were employed (56%). Approximately one-half of the annual household incomes among bingo players fell within the $20,001 to $60,000 range (49%).

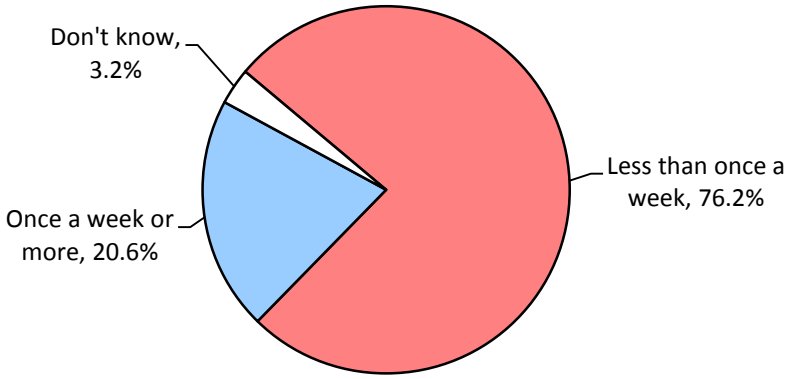
Table 23: Demographic Profile of Bingo Players

Gender	***(N=215)***
Male	21.7%
Female	78.3%
Age	***(N=215)***
19-24	4.3%
25-34	18.5%
35-44	16.4%
45-54	23.8%
55-64	19.5%
65+	17.4%
Mother Tongue	***(N=215)***
English	58.9%
French	39.6%
Other	1.5%
Marital Status	***(N=215)***
Married	53.0%
Common-law/ living with partner	14.7%
Single	16.4%
Widowed	6.8%
Divorced or separated	8.5%
Refused	0.6%
Education	***(N=215)***
Some high school/ junior high or less	12.8%
Completed high school	22.1%
Trades certificate or diploma	10.9%
Non-university certificate or diploma	18.7%
University certificate	5.7%
Bachelor's degree	22.0%
University degree or certificate above Bachelor's	6.3%
Refused	1.5%
Employment Status	***(N=215)***
Employed full-time	48.6%
Employed part-time	7.4%
Unemployed	6.8%
Student	1.6%
Retired	25.0%
Homemaker	8.5%
Don't know/Refused	2.1%

Annual Household Income	*(N=215)*
$20,000 or less	8.4%
$20,001 to $40,000	30.2%
$40,001 to $60,000	18.3%
$60,001 to $80,000	11.6%
$80,001 to $100,000	13.1%
More than $100,000	18.3%

Approximately three-quarters of bingo players (76%) participated in this activity less than once a week, while 21% reported doing so at least once a week (see Figure 24). On average, bingo players reported playing this activity 1.6 times per month.

Figure 24: Frequency of Play for Bingo Players (N=214[39])



[39] For this particular question, the sample size is smaller because one respondent either refused to provide a response or provided an outlier response, which was then excluded from this analysis. As a result, percentages are based on N=214 instead of N=215.

Expenditures[40] for bingo players are presented in Table 24[41]. On a typical occasion, bingo players reported spending an average of $24.92, which translates into an average of $62.03 per month and $744.34 per year.

Table 24: Bingo Expenditures*

	Average	*Median*
Typical occasion	$24.92	$20.00
Typical month	$62.03	$6.22
- Play once a week or more	$250.57	$130.00
- Play less than once a week	$11.84	$4.17
Typical year	$744.34	$74.67

**Outliers and don't know responses were excluded from this analysis.*

On a typical occasion, bingo players spent an average of 1.9 hours (or 115.4 minutes) participating in this activity. This translates into an average of 3.3 hours (or 199.9 minutes) monthly (see Table 25).

Table 25: Time Spent Gambling on Bingo (in Hours)*

	Average	*Median*
Typical occasion	1.9	2.0
Typical month	3.3	0.5

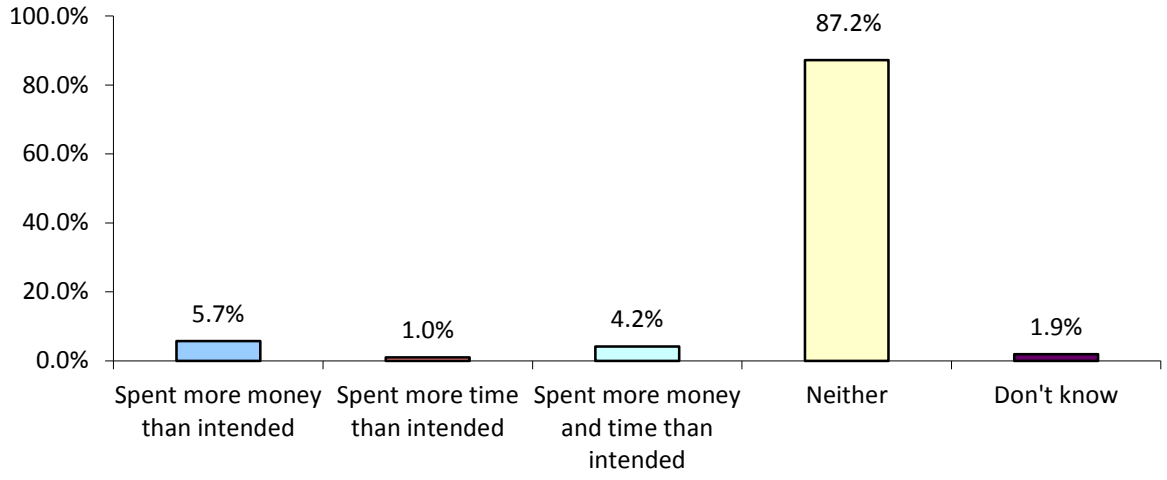
**Outliers and don't know responses were excluded from this analysis.*

[40] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[41] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

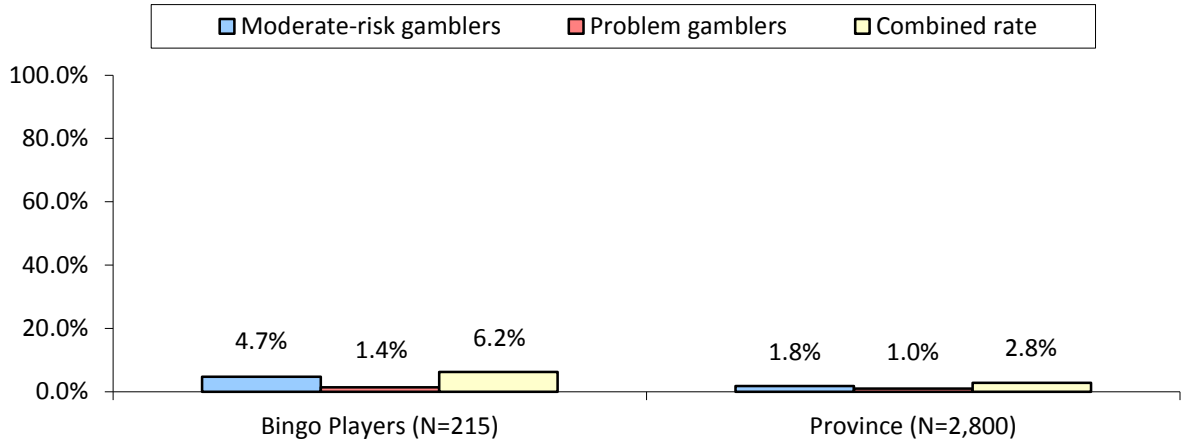
Bingo players were asked to assess the amount of time and money spent on this activity and indicate if they thought it was too much. Overall, the majority of players (87%) had no concerns with the amount of money and/or time spent on this activity. However, 11% indicated concerns about the amount of money and/or time spent (6% felt they spent more money than intended; 1% felt they spend more time than intended; 8% felt they spent more money and time than intended) (see Figure 25).

Figure 25: Self-Assessment of Time and Money Spent on Bingo (N=215)



Overall, it is estimated that approximately 4.7% of bingo players are moderate-risk gamblers, while 1.4% are problem gamblers (6.2% combined). These rates are significantly higher than the moderate-risk and combined rates found provincially (2.8% combined and 1.8% moderate-risk; *see Section 4.0 for a more detailed explanation*).

Figure 26: Moderate-Risk and Problem Gambling Prevalence Rates for Bingo Players*



***Moderate-risk and problem gambling rates are discussed in further detail in Section 4.0.** Those who could not be classified into one of the gambling subtypes were excluded from this analysis.*

3.3.8 Profile of VLT Players (N=215)

Overall, 8% of respondents played VLTs at least once in the past 12 months. In terms of demographics (see Table 26), the large majority of bingo players were male (67%). Most commonly, VLT players were between the ages of 25 and 54 (67%) and reported their mother tongue to be English (70%).

Forty-eight percent of VLT players were married, while 24% were single. Furthermore, over two-thirds of players had completed at least some post-secondary education (69%) and 70% were employed. Four in ten VLT players had an annual household income within the range of $20,001 to $60,000 (42%).

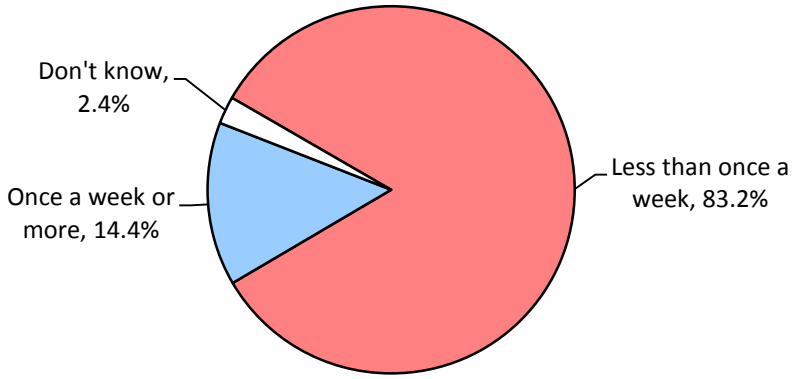
Table 26: Demographic Profile of VLT Players

Gender	***(N=215)***
Male	67.3%
Female	32.7%
Age	***(N=215)***
19-24	8.1%
25-34	29.4%
35-44	16.7%
45-54	21.0%
55-64	12.3%
65+	12.5%
Mother Tongue	***(N=215)***
English	70.4%
French	28.1%
Other	1.2%
Refused	0.3%
Marital Status	***(N=215)***
Married	47.8%
Common-law/ living with partner	16.0%
Single	23.9%
Widowed	3.7%
Divorced or separated	8.3%
Refused	0.3%
Education	***(N=215)***
Some high school/ junior high or less	5.9%
Completed high school	25.0%
Trades certificate or diploma	15.1%
Non-university certificate or diploma	26.8%
University certificate	3.1%
Bachelor's degree	18.1%
University degree or certificate above Bachelor's	5.9%
Refused	0.3%
Employment Status	***(N=215)***
Employed full-time	63.5%
Employed part-time	6.0%
Unemployed	8.1%
Student	3.4%
Retired	17.7%
Homemaker	0.8%
Don't know/Refused	0.6%

Annual Household Income	*(N=215)*
$20,000 or less	7.0%
$20,001 to $40,000	21.2%
$40,001 to $60,000	20.3%
$60,001 to $80,000	12.8%
$80,001 to $100,000	12.0%
More than $100,000	26.7%

Approximately eight in ten VLT players (83%) participated in this activity less than once a week, while only 14% reported doing so at least once a week (see Figure 27). On average, players reported playing VLTs 1.5 times per month.

Figure 27: Frequency of Play for VLT Players (N=208[42])



[42] For this particular question, the sample size is smaller because seven respondents either refused to provide a response or provided an outlier response, which were then excluded from this analysis. As a result, percentages are based on N=208 instead of N=215.

Expenditures[43] for VLT players are presented in Table 27[44]. On a typical occasion, VLT players reported spending an average of $52.25, which translates into an average of $90.32 per month and $1,083.88 per year.

Table 27: VLT Expenditures*

	Average	*Median*
Typical occasion	$52.25	$20.00
Typical month	$90.32	$10.00
- Play once a week or more	$471.74	$346.67
- Play less than once a week	$30.42	$8.33
Typical year	$1,083.88	$120.00

**Outliers and don't know responses were excluded from this analysis.*

On a typical occasion, VLT players spent an average of 0.9 hours (or 56.5 minutes) participating in this activity. This translates into an average of 1.5 hours monthly (See Table 28).

Table 28: Time Spent Gambling on VLTs (in Hours)*

	Average	*Median*
Typical occasion	0.9	0.5
Typical month	1.5	0.2

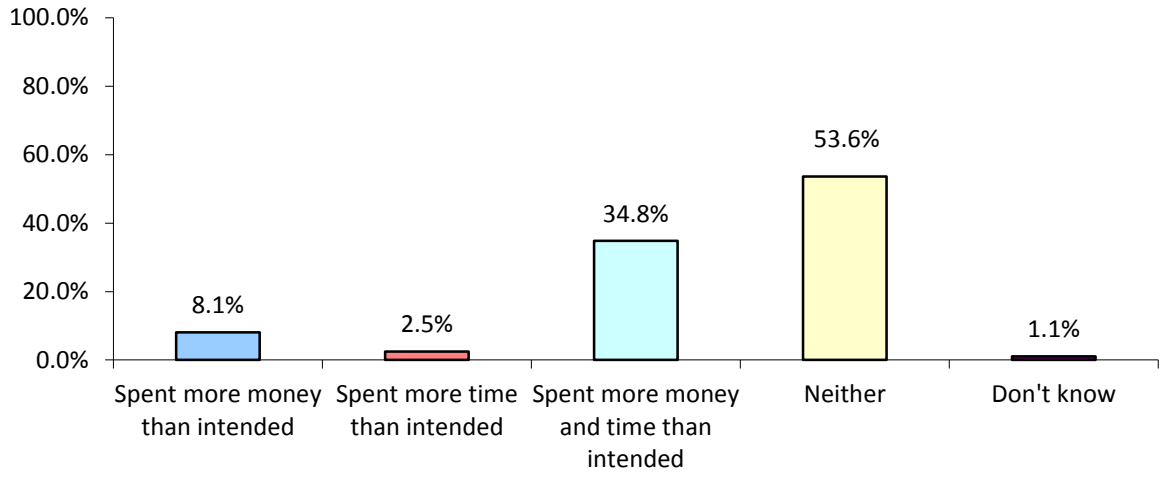
**Outliers and don't know responses were excluded from this analysis.*

[43] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[44] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

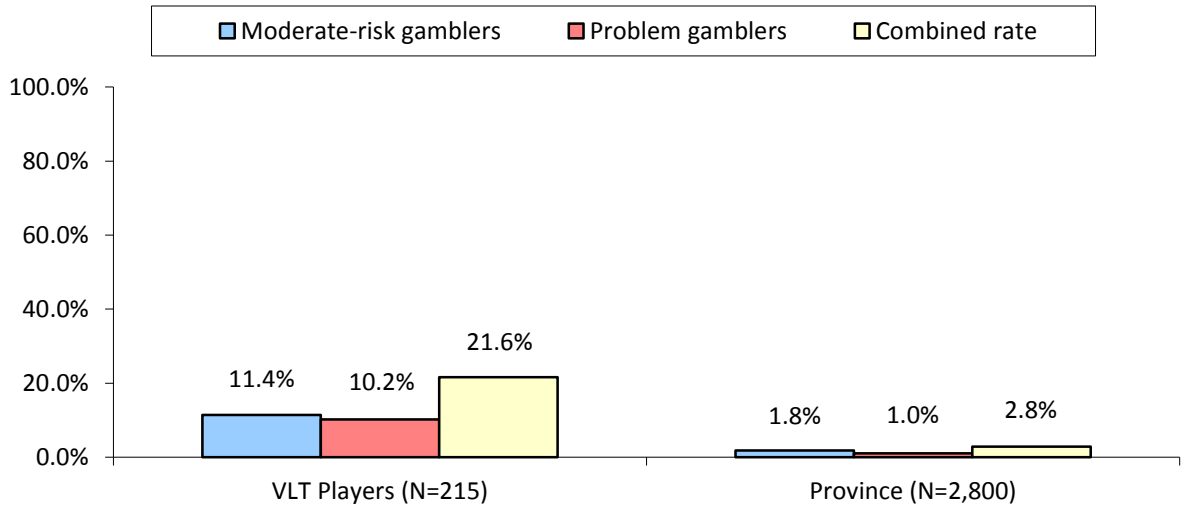
VLT players were asked to assess the amount of time and money spent on this activity and indicate if they thought it was too much. Overall, slightly more than one-half of players (54%) had no concerns with the amount of money and/or time spent on this activity. However, approximately one-half of VLT players (45%) indicated concerns about the amount of money and/or time spent (8% felt they spent more money than intended; 3% felt they spent more time than intended; approximately one-third (35%) felt they spent more money and time than intended) (see Figure 28).

Figure 28: Self-Assessment of Time and Money Spent on VLTs (N=215)



Overall, it is estimated that approximately 11.4% of VLT players are moderate-risk gamblers, while 10.2% are problem gamblers (21.6% combined). These rates are significantly higher than the moderate-risk, problem gambling, and combined rates found provincially (2.8% combined; 1.8% moderate-risk and 1.0% problem gamblers; s*ee Section 4.0 for a more detailed explanation*).

Figure 29: Moderate-Risk and Problem Gambling Prevalence Rates for VLT Players*



***Moderate-risk and problem gambling rates are discussed in further detail in Section 4.0.** Those who could not be classified into one of the gambling subtypes were excluded from this analysis.*

3.3.9 Profile of Poker Players (excluding Electronic and Internet Poker) (N=214)

Overall, 8% of respondents played poker (excluding electronic poker and Internet poker) at least once in the past 12 months. In terms of demographics (see Table 29), the majority of poker players were male (80%), between the ages of 25 and 54 (77%), and reported their mother tongue to be English (61%).

Five in ten poker players (51%) were married, while 20% were single and 23% were common-law. Over three-quarters (77%) had completed at least some post-secondary education, and a similar percentage (78%) were employed. Annual household incomes among poker players were generally above $80,000 (50%), with a notable percentage more than $100,000 (31%).

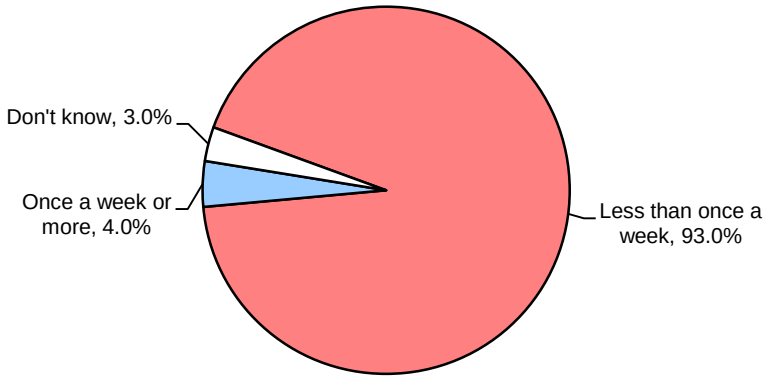
Table 29: Demographic Profile of Poker Players

Gender	***(N=214)***
Male	80.4%
Female	19.6%
Age	***(N=214)***
19-24	10.8%
25-34	39.3%
35-44	18.1%
45-54	19.7%
55-64	7.7%
65+	4.4%
Mother Tongue	***(N=214)***
English	61.2%
French	38.1%
Other	0.6%
Marital Status	***(N=214)***
Married	51.3%
Common-law/ living with partner	23.0%
Single	20.1%
Widowed	1.5%
Divorced or separated	4.1%
Education	***(N=214)***
Some high school/ junior high or less	4.4%
Completed high school	18.7%
Trades certificate or diploma	20.5%
Non-university certificate or diploma	24.7%
University certificate	4.9%
Bachelor's degree	18.8%
University degree or certificate above Bachelor's	8.0%
Employment Status	***(N=214)***
Employed full-time	74.0%
Employed part-time	4.4%
Unemployed	7.3%
Student	2.9%
Retired	7.1%
Homemaker	2.5%
Don't know/Refused	1.8%

Annual Household Income	*(N=214)*
$20,000 or less	4.5%
$20,001 to $40,000	18.5%
$40,001 to $60,000	14.3%
$60,001 to $80,000	13.0%
$80,001 to $100,000	18.7%
More than $100,000	31.1%

The vast majority of poker players (93%) participated in this activity less than once a week (see Figure 30). On average, players reported playing poker 0.8 times per month.

Figure 30: Frequency of Play for Poker Players (N=213[45])



[45] For this particular question, the sample size is smaller because one respondent either refused to provide a response or provided an outlier response, which was then excluded from this analysis. As a result, percentages are based on N=213 instead of N=214.

Expenditures[46] for poker players are presented in Table 30[47]. On a typical occasion, poker players reported spending an average of $28.13, which translates into an average of $21.83 per month and $261.96 per year.

Table 30: Poker Expenditures*

	Average	*Median*
Typical occasion	$28.13	$20.00
Typical month	$21.83	$8.33
- Play once a week or more	$128.16	$103.10
- Play less than once a week	$17.11	$8.33
Typical year	$261.96	$100.00

**Outliers and don't know responses were excluded from this analysis.*

On a typical occasion, poker players spent an average of 3.5 hours participating in this activity. This translates into an average of 2.6 hours monthly (see Table 31).

Table 31: Time Spent Gambling on Poker (in Hours)*

	Average	*Median*
Typical occasion	3.5	3.0
Typical month	2.6	1.0

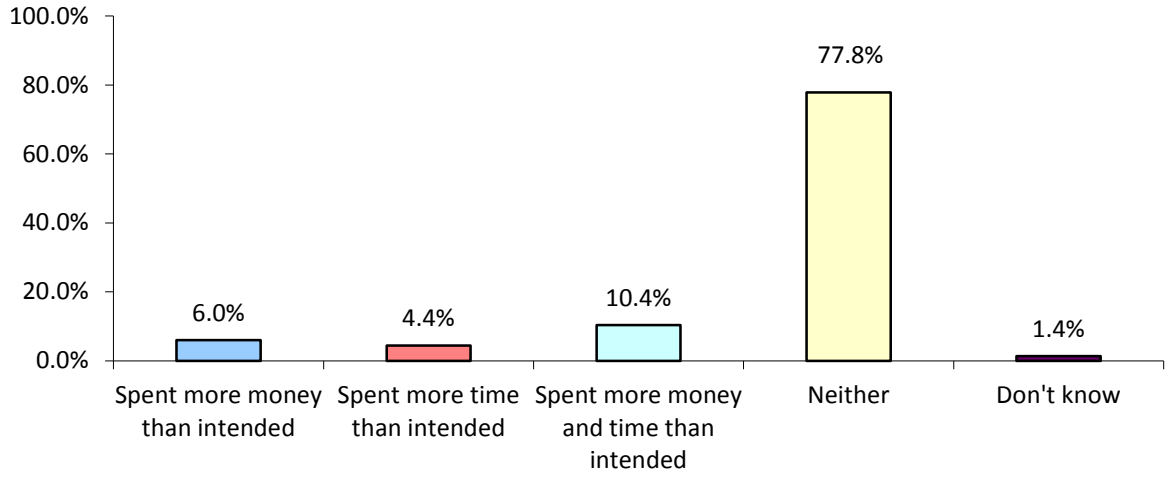
**Outliers and don't know responses were excluded from this analysis.*

[46] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[47] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

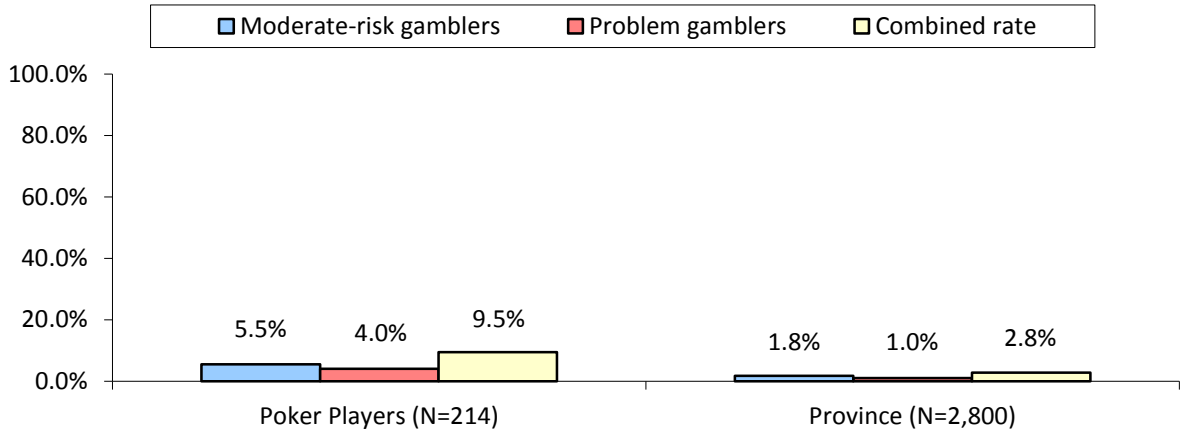
Poker players were asked to assess the amount of time and money spent on this activity and indicate if they thought it was too much. Overall, the majority of players (78%) had no concerns with the amount of money and/or time spent on this activity. However, 21% indicated concerns about the amount of money and/or time spent (6% felt they spent more money than intended; 4% spent more time than intended; 10% felt they spent more money and time than intended) (see Figure 31).

Figure 31: Self-Assessment of Time and Money Spent on Poker (N=214)



Overall, it is estimated that approximately 5.5% of poker players are moderate-risk gamblers, while 4.0% are problem gamblers (9.5% combined). This combined rate is significantly higher than the combined rate found provincially (2.8% combined; 1.8% moderate-risk gamblers and 1.0% problem gamblers; *see Section 4.0 for a more detailed explanation*).

Figure 32: Moderate-Risk and Problem Gambling Prevalence Rates for Poker Players*



***Moderate-risk and problem gambling rates are discussed in further detail in Section 4.0.** Those who could not be classified into one of the gambling subtypes were excluded from this analysis.*

3.3.10 Profile of Casino Gamblers (N=388)

Overall, 14% of respondents gambled at a casino at least once in the past 12 months. In terms of demographics (see Table 32), casino gamblers were slightly skewed to males (53%), were between the ages of 25 and 44 (47%) and reported their mother tongue to be English (67%).

Furthermore, the majority of casino gamblers were married (62%), had completed at least some post-secondary education (78%) and were employed (70%). Annual household incomes among casino gamblers most often fell between $40,001 and $60,000 (21%) or were over $100,000 (35%).

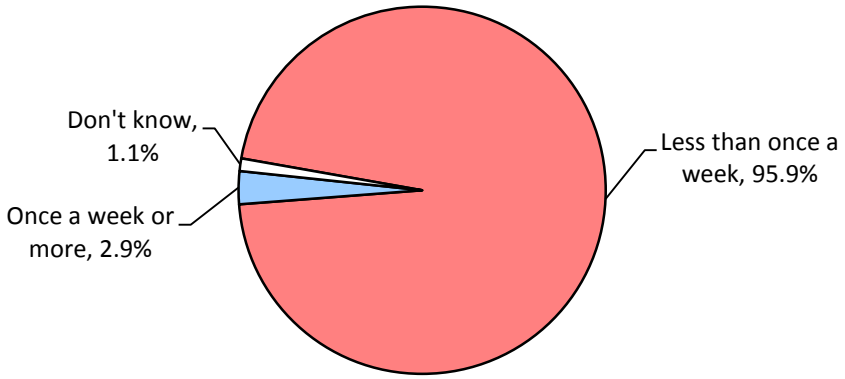
Table 32: Demographic Profile of Casino Gamblers

Gender	***(N=388)***
Male	53.0%
Female	47.0%
Age	***(N=388)***
19-24	3.2%
25-34	27.1%
35-44	19.6%
45-54	17.2%
55-64	17.6%
65+	15.3%
Mother Tongue	***(N=388)***
English	67.1%
French	31.7%
Other	1.0%
Refused	0.2%
Marital Status	***(N=388)***
Married	61.6%
Common-law/ living with partner	14.0%
Single	14.2%
Widowed	3.8%
Divorced or separated	6.2%
Refused	0.2%
Education	***(N=388)***
Some high school/ junior high or less	3.1%
Completed high school	18.3%
Trades certificate or diploma	14.2%
Non-university certificate or diploma	23.5%
University certificate	4.0%
Bachelor's degree	24.2%
University degree or certificate above Bachelor's	12.4%
Refused	0.3%
Employment Status	***(N=388)***
Employed full-time	66.3%
Employed part-time	3.5%
Unemployed	3.1%
Student	3.0%
Retired	22.2%
Homemaker	1.6%
Don't know/Refused	0.3%

Annual Household Income	*(N=388)*
$20,000 or less	1.9%
$20,001 to $40,000	14.9%
$40,001 to $60,000	20.6%
$60,001 to $80,000	11.1%
$80,001 to $100,000	17.1%
More than $100,000	34.5%

Most casino gamblers (96%) participated in this activity less than once a week (see Figure 33). On average, casino gamblers reported this type of gambling 0.8 times per month.

Figure 33: Frequency of Play for Casino Gamblers (N=387[48])



[48] For this particular question, the sample size is smaller because one respondent either refused to provide a response or provided an outlier response, which was then excluded from this analysis. As a result, percentages are based on N=387 instead of N=388.

Expenditures[49] for casino gamblers are presented in Table 33[50]. On a typical occasion, casino gamblers reported spending an average of $68.01, which translates into an average of $134.75 per month and $1,617.04 per year.

Table 33: Casino Expenditures*

	Average	*Median*
Typical occasion	$68.01	$40.00
Typical month	$134.75	$8.33
- Play once a week or more	$3,854.12	$719.11
- Play less than once a week	$25.71	$6.67
Typical year	$1,617.04	$100.00

**Outliers and don't know responses were excluded from this analysis.*

On a typical occasion, casino gamblers spent an average of 1.8 hours participating in casino gambling. This translates into an average of 2 hours monthly (See Table 34).

Table 34: Time Spent Gambling in Casinos (in Hours)*

	Average	*Median*
Typical occasion	1.8	2.0
Typical month	1.6	0.3

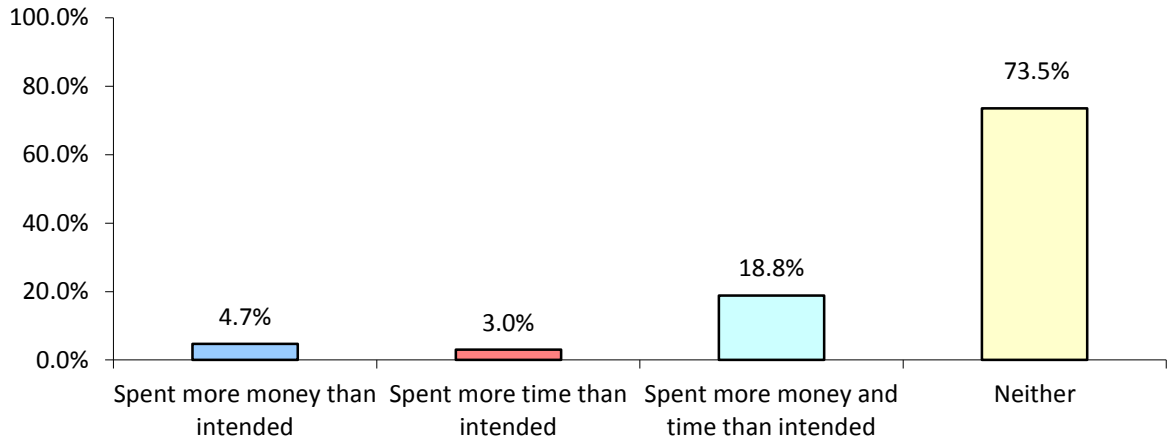
**Outliers and don't know responses were excluded from this analysis.*

[49] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[50] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

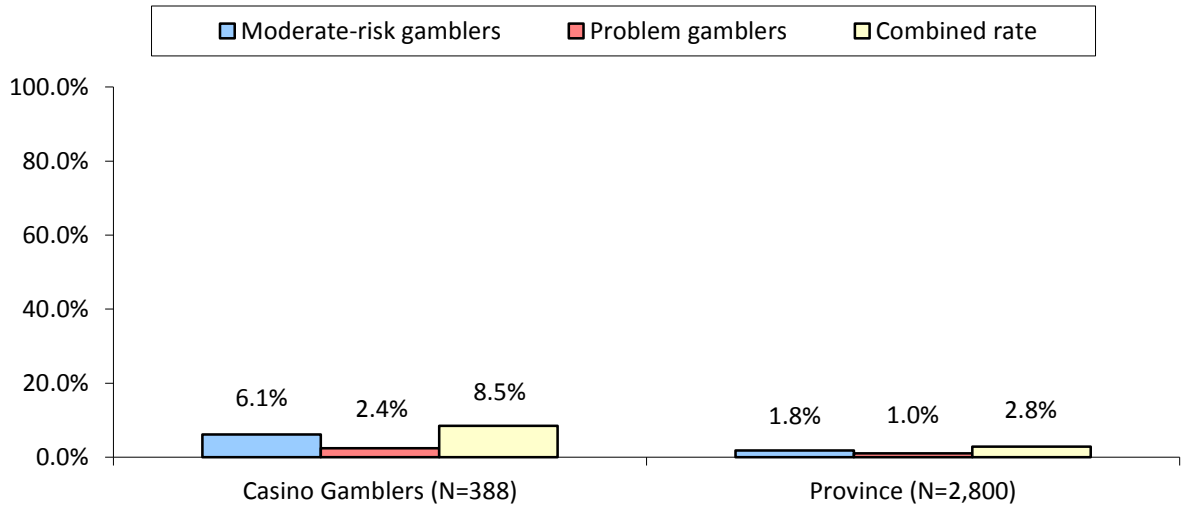
Casino gamblers were asked to assess the amount of time and money spent on casino gambling and indicate if they thought it was too much. Overall, the majority of casino gamblers (74%) had no concerns with the amount of money and/or time spent. However, approximately one-quarter (27%) indicated concerns about the amount of money and/or time spent (5% felt they spent more money than intended; 3% felt they spent more time than intended; 19% felt they spent more money and time than intended) (see Figure 34).

Figure 34: Self-Assessment of Time and Money Spent in Casinos (N=388)



Overall, it is estimated that approximately 6.1% of casino gamblers are moderate-risk gamblers, while 2.4% are problem gamblers (8.5% combined). These rates are significantly higher than the moderate-risk, problem gambling, and combined rates found provincially (2.8% combined; 1.8% moderate-risk and 1.0% problem gamblers; s*ee Section 4.0 for a more detailed explanation*).

Figure 35: Moderate-Risk and Problem Gambling Prevalence Rates for Casino Gamblers*



***Moderate-risk and problem gambling rates are discussed in further detail in Section 4.0.** Those who could not be classified into one of the gambling subtypes were excluded from this analysis.*

Casino gamblers have gambled at Casino NB in Moncton an average of 2.8 times over the past year. Very rarely did respondents gamble at casinos in Nova Scotia or Prince Edward Island (see Table 35).

Table 35: Number of Times they have Gambled at these Casinos in the Past Year*

	Average	*Median*
Casino NB in Moncton	2.82	1.0
Casino Nova Scotia in Halifax	0.16	0.0
Casino Nova Scotia in Sydney	0.05	0.0
Red Shores Racetrack and Casino in Charlottetown	0.07	0.0
Red Shores Racetrack and Casino in Summerside	0.01	0.0

**Outliers and don't know responses were excluded from this analysis.*

3.3.11 Profile of Internet Gamblers (including Internet Poker) (N=59)

Overall, 2% of respondents gambled on the Internet (including playing Internet poker) over the past 12 months. In terms of demographics (see Table 36), Internet gamblers were mostly males (86%) and were most commonly between the ages of 25 and 34 (39%) or 35 and 44 (19%). The majority (57%) reported their mother tongue to be English.

Internet gamblers tended to be married (46%) or single (36%), and almost two-thirds (65%) were employed. Sixty-five percent had completed at least some post-secondary education, and annual household incomes tended to vary, with the most common incomes being more than $100,000 (37%) or between $20,001 and $40,000 (26%).

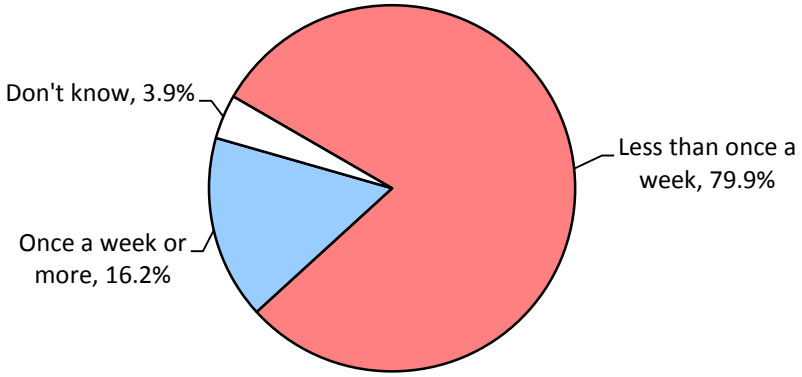
Table 36: Demographic Profile of Internet Gamblers

Gender	***(N=59)***
Male	86.3%
Female	13.7%
Age	***(N=59)***
19-24	15.1%
25-34	39.4%
35-44	18.5%
45-54	13.6%
55-64	8.8%
65+	4.6%
Mother Tongue	***(N=59)***
English	57.1%
French	42.9%
Other	-
Marital Status	***(N=59)***
Married	45.5%
Common-law/ living with partner	12.0%
Single	35.7%
Widowed	1.4%
Divorced or separated	5.4%
Education	***(N=59)***
Some high school/ junior high or less	5.6%
Completed high school	29.8%
Trades certificate or diploma	9.6%
Non-university certificate or diploma	21.0%
University certificate	8.5%
Bachelor's degree	20.8%
University degree or certificate above Bachelor's	4.6%
Employment Status	***(N=59)***
Employed full-time	63.6%
Employed part-time	1.7%
Unemployed	18.7%
Student	4.1%
Retired	6.9%
Homemaker	3.3%
Don't know/Refused	1.8%

Annual Household Income	*(N=59)*
$20,000 or less	11.1%
$20,001 to $40,000	25.9%
$40,001 to $60,000	18.0%
$60,001 to $80,000	1.7%
$80,001 to $100,000	6.3%
More than $100,000	37.1%

The vast majority of Internet gamblers (80%) played less than once a week, while only 16% played more frequently (see Figure 36). On average, players reported playing 2.3 times per month.

Figure 36: Frequency of Play for Internet Gamblers (N=57[51])



[51] For this particular question, the sample size is smaller because two respondents either refused to provide a response or provided an outlier response, which were then excluded from this analysis. As a result, percentages are based on N=57 instead of N=59.

Expenditures[52] for Internet gambling are presented in Table 37[53]. On a typical occasion, Internet gamblers reported spending an average of $27.70, which translates into an average of $50.33 per month and $603.97 per year.

Table 37: Internet Gambling Expenditures*

	Average	*Median*
Typical occasion	$27.70	$20.00
Typical month	$50.33	$21.17
- Play once a week or more	$79.55	$47.34
- Play less than once a week	$45.64	$20.00
Typical year	$603.97	$254.02

**Outliers and don't know responses were excluded from this analysis.*

On a typical occasion, Internet gamblers spent an average of 2 hours participating in this activity. This translates into an average of 4.8 hours monthly (see Table 38).

Table 38: Time Spent Gambling on the Internet (in Hours)*

	Average	*Median*
Typical occasion	2.0	2.0
Typical month	4.8	1.5

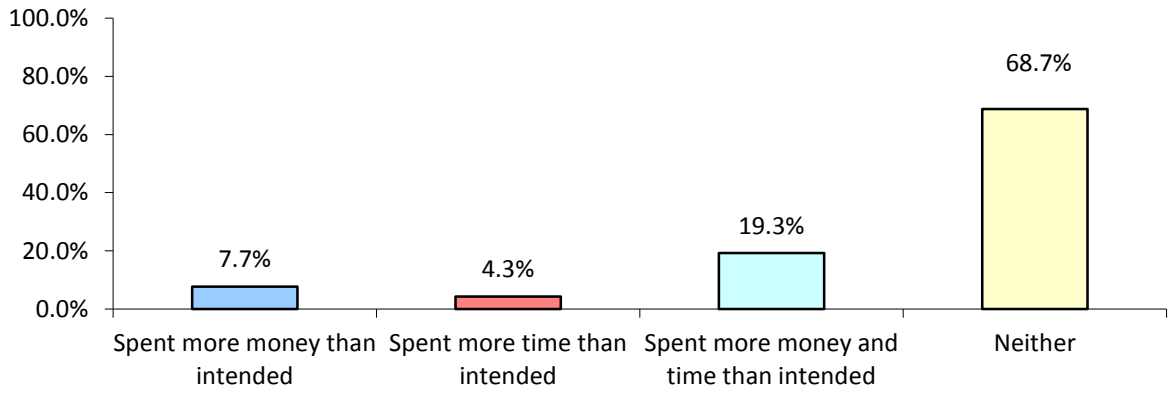
**Outliers and don't know responses were excluded from this analysis.*

[52] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[53] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

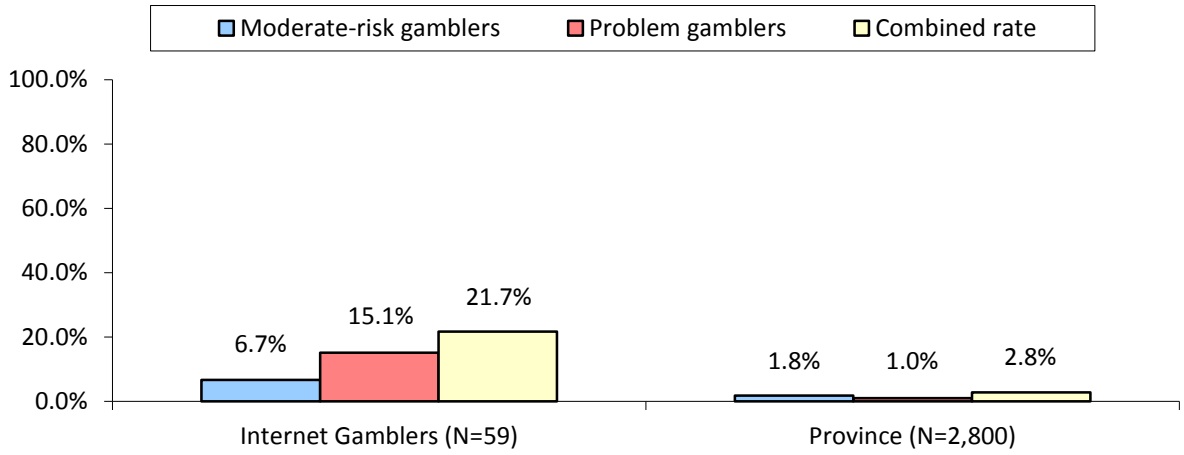
Internet gamblers were asked to assess the amount of time and money spent on this activity and indicate if they thought it was too much. Overall, two-thirds of Internet gamblers (69%) had no concerns with the amount of money and/or time spent on this activity. However, almost one-third (31%) indicated concerns with the amount of money and/or time spent (8% felt they spent more money than intended; 4% felt they spent more time than intended; 19% felt they spent more money and time than intended) (see Figure 37).

Figure 37: Self-Assessment of Time and Money Spent on Internet Gambling (N=59)



Overall, it is estimated that approximately 6.7% of Internet gamblers are moderate-risk gamblers, while 15.1% are problem gamblers (21.7% combined). These prevalence rates are significantly higher than the moderate-risk (1.8%) and problem gambling (1.0%) rates found provincially, and the combined rate (21.7%) is seven times higher than the combined provincial rate (2.8%; *see Section 4.0 for a more detailed explanation*).

Figure 38: Moderate-Risk and Problem Gambling Prevalence Rates for Internet Gambling*



****Moderate-risk and problem gambling rates are discussed in further detail in Section 4.0.** *Those who could not be classified into one of the gambling subtypes were excluded from this analysis.*

3.3.12 Profile of Gamblers who Bet on Sports Pools or Sporting Events (N=142)

Overall, 5% of respondents betted on sports pools or sporting events over the past 12 months. In terms of demographics (see Table 39), the majority of gamblers who bet on sports pools or sporting events were males (82%), between the ages of 25 and 44 (58%), and reported their mother tongue to be English (80%).

Gamblers who bet on sports pools or sporting events tended to be married (60%). The majority (81%) had completed at least some post-secondary education, and a similar percentage (84%) were employed. Furthermore, the majority had annual household incomes over $80,000, with a notable percentage more than $100,000 (44%).

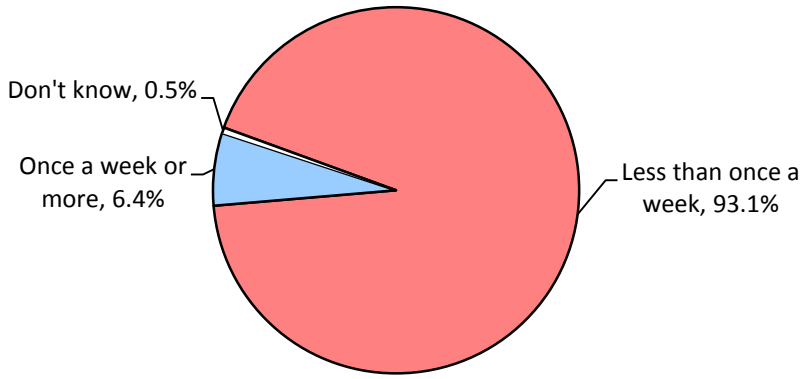
Table 39: Demographic Profile of Gamblers who Bet on Sports Pool or Sporting Events

Gender	***(N=142)***
Male	81.7%
Female	18.3%
Age	***(N=142)***
19-24	5.4%
25-34	30.5%
35-44	27.3%
45-54	18.9%
55-64	11.5%
65+	6.4%
Mother Tongue	***(N=142)***
English	79.9%
French	20.1%
Other	-
Marital Status	***(N=142)***
Married	59.8%
Common-law/ living with partner	12.9%
Single	17.0%
Widowed	1.1%
Divorced or separated	9.2%
Education	***(N=142)***
Some high school/ junior high or less	0.7%
Completed high school	18.3%
Trades certificate or diploma	8.8%
Non-university certificate or diploma	23.4%
University certificate	3.2%
Bachelor's degree	30.0%
University degree or certificate above Bachelor's	15.6%
Employment Status	***(N=142)***
Employed full-time	79.1%
Employed part-time	5.1%
Unemployed	2.4%
Student	1.8%
Retired	9.6%
Homemaker	2.0%

Annual Household Income	*(N=142)*
$20,000 or less	1.8%
$20,001 to $40,000	8.6%
$40,001 to $60,000	13.5%
$60,001 to $80,000	11.8%
$80,001 to $100,000	20.6%
More than $100,000	43.7%

The vast majority of these gamblers (93%) betted on sports pools or sporting events less than once a week (see Figure 39). On average, players reported playing 0.7 times per month.

Figure 39: Frequency of Play for Gamblers who bet on Sports Pools or Sporting Events (N=142)



Expenditures[54] for sports gambling pools are presented in Table 40[55]. On a typical occasion, gamblers who bet on sports pools or sporting events reported spending an average of $25.64, which translates into an average of $23.04 per month and $276.49 per year.

Table 40: Expenditures for Gamblers who Bet on Sports Pools or Sporting Events*

	Average	*Median*
Typical occasion	$25.64	$20.00
Typical month	$23.04	$3.33
- Play once a week or more	$250.15	$130.00
- Play less than once a week	$7.12	$3.33
Typical year	$276.49	$40.00

**Outliers and don't know responses were excluded from this analysis.*

On a typical occasion, gamblers betting on sports pools or sporting events spent an average of 66.8 minutes participating in this activity. This translates into an average of 28.6 minutes monthly (See Table 41).

Table 41: Time Spent on Gambling on Sports Pools or Sporting Events (in Minutes)*

	Average	*Median*
Typical occasion	66.8	30.0
Typical month	28.6	5.7

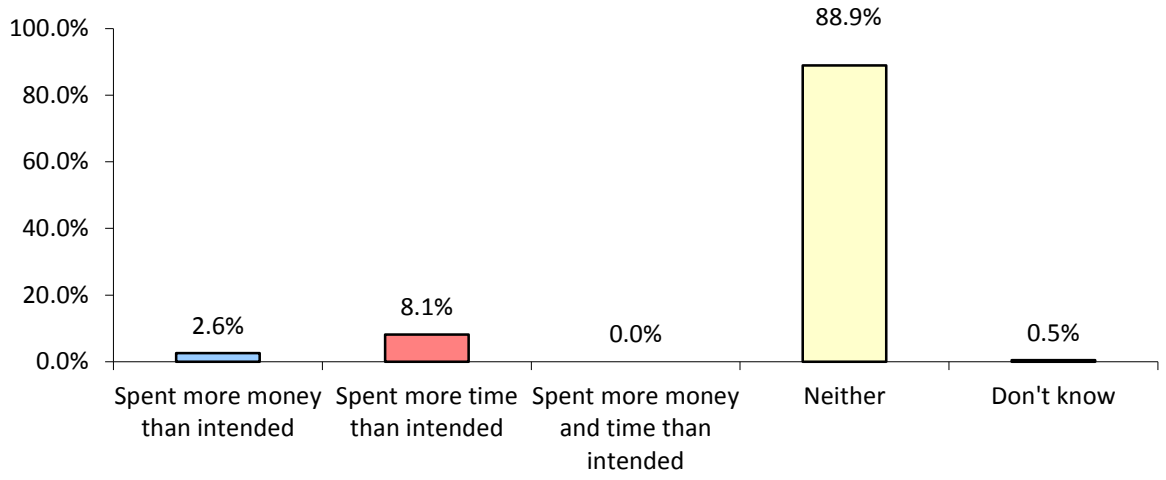
**Outliers and don't know responses were excluded from this analysis.*

[54] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[55] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

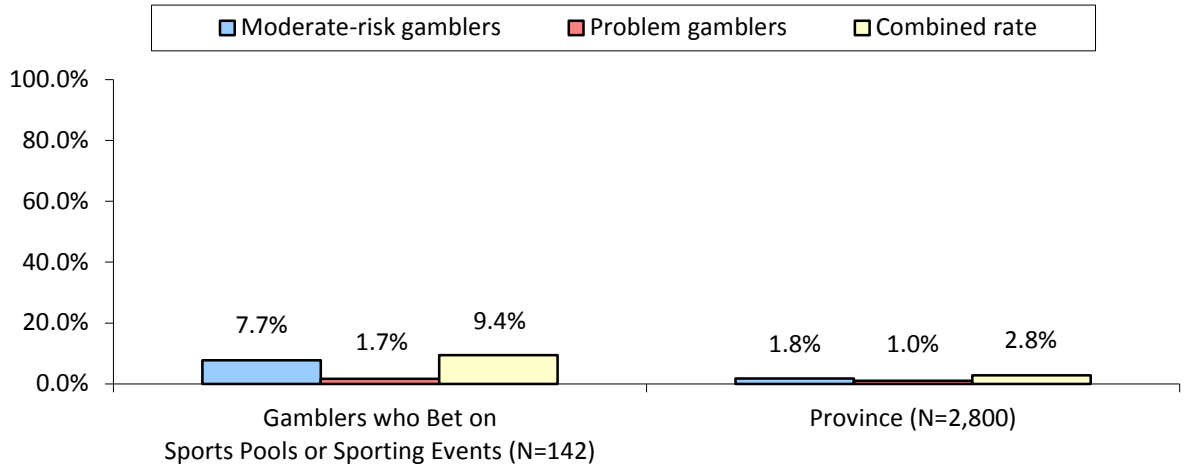
Gamblers who bet on sports pools or sporting events were asked to assess the amount of time and money spent on this activity and indicate if they thought it was too much. Overall, two-thirds (89%) had no concerns with the amount of money and/or time spent on this activity. However, 11% indicated concerns about the amount of money and/or time spent (3% felt they spent more money than intended; 8% felt they spent more time than intended) (see Figure 40).

Figure 40: Self-Assessment of Time and Money Spent on Gambling on Sports Pools or Sporting Events (N=142)



Overall, it is estimated that approximately 7.7% of those who gamble on sports pools or sporting events are moderate-risk gamblers, while 1.7% are problem gamblers (9.4% combined). These rates are significantly higher than the moderate-risk and combined rates found provincially (2.8% combined; 1.8% moderate-risk; s*ee Section 4.0 for a more detailed explanation*).

Figure 41: Moderate-Risk and Problem Gambling Prevalence Rates for Gamblers who Bet on Sports Pools or Sporting Events*



****Moderate-risk and problem gambling rates are discussed in further detail in Section 4.0.** Those who could not be classified into one of the gambling subtypes were excluded from this analysis.*

3.3.13 Trend Analysis

Table 42 shows average monthly expenditures over time for several of the activities explored in this study. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

The activities identified in this section represent activities where monthly expenditure data was captured in past provincial gambling prevalence studies (2009, 2001, 1996, 1992). Since Internet gambling and poker were not explored in-depth in previous studies, those activities have been excluded from this analysis.

Again, it is important to note that these expenditures are based on self-reported data and should be interpreted with caution. Furthermore, there is still a possibility that the categories compared in this section may differ slightly from year to year. Therefore, findings should be interpreted with caution.

In general, average monthly expenditures for all gambling activities, except VLTs have increased gradually compared to previous years. Expenditures on VLTs have decreased compared to 2009.

Table 42: Average Monthly Expenditures Per Gambling Activity*

	Average Monthly Expenditures		
	Overall	***Play once a week or more***	***Play less than once a week***
Lottery Draws			
1992	$13.65	$19.96	$5.85
1996	$10.93	$16.24	$5.94
2001	$17.25	$29.49	$5.37
2009	$22.62	$47.37	$5.94
2014	$29.85	$65.73	$8.67
Instant Wins			
1992	$8.46	$18.13	$5.13
1996	$6.71	$13.60	$4.55
2001	$12.44	$41.15	$4.50
2009	$11.77	$43.34	$4.96
2014	$12.90	$64.53	$5.55
Raffles/Draws			
1992	$7.24	$23.81	$6.61
1996	$6.92	$11.00	$6.80
2001	$5.50	$5.37	$5.50
2009	$7.99	$19.45	$5.65
2014	$12.23	$29.15	$7.88
Video Lottery Terminals			
1992	$29.10	$56.63	$39.01
1996	$20.83	$84.82	$6.66
2001	$63.18	$299.90	$17.96
2009	$135.24	$477.03	$21.39
2014	$90.32	$471.74	$30.42

Bingo			
1992	$32.35	$67.07	$18.78
1996	$31.59	$65.18	$18.28
2001	$67.01	$137.95	$20.67
2009	$46.60	$132.83	$13.58
2014	$62.03	$250.57	$11.84
Sports Betting			
1992	$11.15	$21.09	$13.01
1996	$14.09	$19.00	$9.46
2001	$12.29	$35.86	$8.08
2009	$22.92	$73.16	$11.13
2014	$29.25	$121.67	$10.76
Gambling at Casinos			
1992	-	-	-
1996	-	-	-
2001	-	-	-
2009	-	-	-
2014	$134.75	$3,854.12	$25.71

**Outliers and don't know responses were excluded from this analysis.*

3.4 TIME AND MONEY SPENT GAMBLING

To gather information on expenditures related to gambling, respondents were asked a series of questions about the frequency of play for the various gambling activities explored in this study as well as the amounts spent on a typical occasion. These responses were then used to calculate monthly and yearly expenditures related to gambling activities. Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. Totals were calculated by summing the yearly expenditures for each respondent. It is important to note that expenditures include money that was spent out of province as well as within the province.

On a monthly basis, respondents spent an average of $78.50 per month on gambling activities. Yearly, respondents spent a total of $2,186,889.06 on gambling activities (including both in-province and out of province spending), with an average yearly expenditure of $941.97 per person[56]. Based on a provincial adult gambling population (ages 19+) of 503,764, this translates into an estimated yearly expenditure of approximately $474.5 million (including in-province and out-of-province spending).

When segmented by frequency of play, it was found that regular gamblers accounted for most of this spending. More specifically, regular gamblers (that is, those who gambled at least once a month) accounted for 96% of the total provincial expenditure, while casual gamblers accounted for the remaining 4%[57].

Table 43: Monthly and Yearly Gambling Expenditures Overall and Per Person*

	Monthly	*Yearly*
Average	$78.50	$941.97
Median	$18.10	$217.21
Sum	-	$2,186,889.06

**Outliers and don't know responses were excluded from this analysis.*

In 2009, respondents spent an average of $1,152.87 per year on gambling activities (median - $195.69). As stated above, the yearly average expenditure for the 2014 study was $941.97 (median - $217.21), with the average slightly decreasing compared to 2009, while the median slightly increased[58].

[56] The 2014 monthly and yearly expenditures were calculated excluding short term speculative stock or commodity purchases to allow for a more meaningful comparison to previous years and to more closely match the gambling activities included in the other studies.
[57] In determining percentages of total yearly spending, short term speculative stock or commodity purchases were not excluded from the provincial total as no comparisons were made to previous expenditures.
[58] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

Yearly expenditures for the gambling activities explored in this study are presented in Table 44[59] [60]. Provincially, the average amounts spent per year were lowest for breakopen/pull tab/Nevada strips ($76.90) and 50/50 draws ($84.62). Of note, those who played spent an average of $744.34 on bingo, $1,083.88 per year on VLTs and $1,617.04 on gambling at casinos. For the most popular activity (weekly lottery tickets), gamblers spent an average of $352.28 per year.

Table 44: Yearly Expenditures Per Gambling Activity*

N	Activity	Average per Activity	Median per Activity
1,567	Weekly lottery tickets	$352.28	$120.00
1,377	Raffles or fundraising tickets	$103.43	$31.99
1,362	50/50 draws	$84.62	$30.00
762	Scratch 'n Win tickets	$148.61	$36.00
199	Poker, either at home, friends home, at a bar/tournament or at work (excluding electronic poker and Internet poker)	$261.96	$100.00
373	Gambling at casinos	$1,617.04	$100.00
202	Bingo	$744.34	$74.67
172	Breakopen, Pull Tab or Nevada strips	$76.90	$24.00
191	VLTs	$1,083.88	$120.00
80	Daily lottery tickets	$177.11	$48.00
85	Games of skill such as pool, bowling, golf or darts	$225.81	$40.00
120	Cards (excluding poker) or board games	$684.49	$100.00
139	Sports Pools or the outcome of sporting events	$276.49	$40.00
81	Pro-Line, Game Day or Over/Under	$318.00	$196.76
39	Arcade or video games	$714.17	$99.35
39	Internet poker	$569.59	$240.00
34	Short Term Speculative stock or Commodity purchases	$6,254.62	$3,600.00
18[61]	Gambling on the Internet (excluding Internet poker)	$202.13	$54.37
23[62]	Horse races	$136.67	$42.30
13[63]	Electronic poker tables	$158.29	$29.04

**Outliers and don't know responses were excluded from this analysis.*

On average, respondents spent approximately 2 hours gambling in a typical month, with a median of 12 minutes.

[59] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Average yearly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[60] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

[61] **Sample size is less than 30, therefore, findings should be interpreted with caution.**

[62] **Sample size is less than 30, therefore, findings should be interpreted with caution.**

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4.0 PROBLEM GAMBLING IN NEW BRUNSWICK

Problem gambling is defined as "gambling behavior that creates negative consequences for the gambler, others in his or her social network, or for the community" (Ferris & Wynne, 2001). This section of the report explores the prevalence of problem gambling in New Brunswick. Specifically, this section classifies gambling behaviors according to CPGI classifications, profiles the gambler subtypes by demographics and gambling behavior, and explores the reasons for gambling, self-perceptions of gambling, and overall lifetime gambling behavior.

4.1 CLASSIFYING PROBLEM GAMBLING

As previously stated, 9 items from the CPGI are used to determine the Problem Gambling Severity Index (PGSI), that is, the prevalence rate for problem gambling. These questions are asked only of respondents who have gambled in the past 12 months, and are designed to assess how often gamblers have felt or acted a certain way in the past 12 months. These 9 items were included in the questionnaire and were scored to create gambling subtypes and produce a prevalence rate for problem gambling. Scoring for the 9 items is as follows (Ferris & Wynne, 2001):

- *Never = Score of 0*
- *Sometimes = Score of 1*
- *Most of the time = Score of 2*
- *Almost always = Score of 3*

In order to develop gambling subtypes, scores for each of the 9 items are summed and individuals are placed into one of the following categories based on their total score (Ferris & Wynne, 2001):

- *Score of 0 = Non-problem gambler*
- *Score of 1 or 2 = Low-risk gambler*
- *Score of 3 to 7 = Moderate-risk gambler*
- *Score of 8 to 27 = Problem gambler*

According to the CPGI, respondents in each of the gambling subtypes will display some or all of the following characteristics (Ferris & Wynne, 2001):

Non-problem gambler: Though respondents in this category have responded "never" to all 9 items, frequent gamblers or "professional" gamblers who invest large amounts of time and money may also be classified here. This category of respondents probably have not experienced any adverse consequences from gambling and are unlikely to agree with the gambler's fallacies.

Low-risk gambler: Respondents in this category have responded "never" to most of the 9 items, but will have responded "sometimes" or "most of the time" to at least one item. These gamblers may be at risk if they are heavily involved in gambling and if they respond positively to at least two problem gambling correlates. This category of respondents probably have not experienced any adverse consequences from gambling.

Moderate-risk gambler: Respondents in this category have responded "never" to most of the 9 items, but will have responded "most of the time" or "almost always" to at least one item. These gamblers may be at risk if they are heavily involved in gambling and if they respond positively to at least three or four problem gambling correlates. This category of respondents may not have experienced any adverse consequences from gambling.

Problem gambler: Respondents in this category have experienced adverse consequences from gambling and may have lost control of their behavior. Involvement in gambling is most likely to be heavy. Respondents in this category are most likely to agree with the gambler's fallacies and respond most positively to more of the correlates than respondents from other categories.

Responses to these 9 items among gamblers are presented in Table 45. As shown below, consistent with 2001, the large majority of gamblers responded "never" to all statements.

Prior to 2001, problem gambling prevalence rates were determined using the SOGS (South Oaks Gambling Screen). As this method uses different criteria for determining problem gambling prevalence rates, statements from the 1992 and 1996 studies are not comparable to statements from the 2001, 2009 and 2014 studies.

Table 45: Responses to CPGI Statements

Thinking about the past 12 months, would you say you …		*Never*	*Sometimes*	*Most of the time*	*Almost always*	*Don't know/ Refused*
Bet more than you could really afford to lose	**2014**	**96.1%**	**2.8%**	**0.3%**	**0.7%**	**0.2%**
	2009	95.8%	2.8%	<1%	<1%	<1%
	2001	96.5%	2.6%	<1%	<1%	-
Needed to gamble with larger amounts of money to get the same feeling of excitement	**2014**	**97.6%**	**1.5%**	**0.3%**	**0.3%**	**0.3%**
	2009	96.7%	1.7%	<1%	<1%	<1%
	2001	98.8%	<1%	<1%	<1%	-
Went back another day to try and win back the money you lost	**2014**	**95.5%**	**3.7%**	**0.2%**	**0.5%**	**0.2%**
	2009	94.2%	4.2%	<1%	<1%	<1%
	2001	97.6%	1.7%	0.0%	<1%	-
Borrowed money or sold anything to get money to gamble	**2014**	**98.9%**	**0.8%**	**0.0%**	**0.0%**	**0.2%**
	2009	98.0%	1.3%	<1%	<1%	<1%
	2001	99.2%	<1%	<1%	<1%	-
Felt that you might have a problem with gambling	**2014**	**97.7%**	**1.6%**	**0.2%**	**0.3%**	**0.1%**
	2009	97.1%	1.4%	<1%	<1%	<1%
	2001	97.6%	1.4%	<1%	<1%	-
Felt gambling has caused you any health problems including stress or anxiety	**2014**	**97.8%**	**1.5%**	**0.1%**	**0.4%**	**0.1%**
	2009	97.3%	1.6%	<1%	<1%	<1%
	2001	98.9%	<1%	<1%	<1%	-

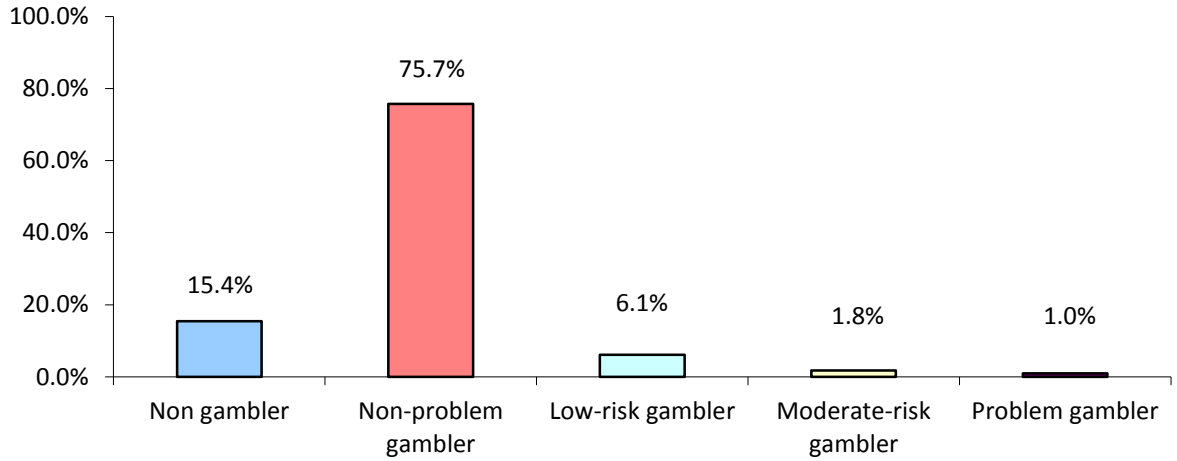
Thinking about the past 12 months, would you say you …		*Never*	*Sometimes*	*Most of the time*	*Almost always*	*Don't know/ Refused*
Had people criticize your betting or tell you that you had a problem regardless of whether or not you think it's true	**2014**	**97.7%**	**1.7%**	**0.1%**	**0.2%**	**0.2%**
	2009	95.7%	3.0%	<1%	<1%	<1%
	2001	97.0%	1.9%	<1%	<1%	-
Felt your gambling has caused financial problems for you and your household	**2014**	**98.5%**	**0.8%**	**0.1%**	**0.3%**	**0.2%**
	2009	97.0%	1.8%	<1%	<1%	<1%
	2001	98.9%	<1%	0.0%	<1%	-
Felt guilty about the way you gamble or what happens when you gamble	**2014**	**94.9%**	**3.7%**	**0.3%**	**0.9%**	**0.2%**
	2009	92.8%	4.9%	<1%	1.0%	<1%
	2001	96.2%	2.9%	<1%	<1%	-

4.2 PREVALENCE RATE

4.2.1 Prevalence Rates (Provincial and Health Zone)

The majority of respondents (91.1%) were placed into non-gambling (no gambling in the past 12 months) or non-problem gambling (overall CPGI score of 0) categories. The remaining 8.9% of respondents were placed into the at-risk or problem gambling categories. The provincial problem gambling rate for 2014 was 1.0% (see Figure 42). Please note that the percentages in Figure 42 are based on additional sample being added to Zones 4, 5, 6 and 7.

Figure 42: Provincial Problem Gambling Prevalence Rate in New Brunswick (N=3,863)



In terms of health zone[64], problem gambling prevalence rates were relatively similar to the provincial rate, with the exception of Zones 1 and 7 where the rates are lower than the provincial average and Zones 2 and 5 where the rates are higher. Note that figures in Table 46 are based on additional sample being added to Zones 4, 5, 6 and 7.

Table 46: Problem Gambling Prevalence Rates in New Brunswick by Health Zone

	Zone 1 *(N=860)*	***Zone 2*** *(N=707)*	***Zone 3*** *(N=679)*	***Zone 4*** *(N=400)*	***Zone 5*** *(N=400)*	***Zone 6*** *(N=400)*	***Zone 7*** *(N=400)*
Non-gamblers	12.9%	16.2%	17.4%	15.4%	15.6%	15.5%	16.4%
Non-problem gamblers	78.0%	74.3%	74.1%	76.7%	77.0%	76.1%	74.6%
Low-risk gamblers	6.7%	6.1%	5.7%	6.3%	4.4%	5.4%	6.2%
Moderate-risk gamblers	2.1%	1.9%	1.7%	1.1%	1.1%	1.9%	2.6%
Problem gamblers	0.4%	1.5%	1.2%	0.6%	1.9%	1.1%	0.2%

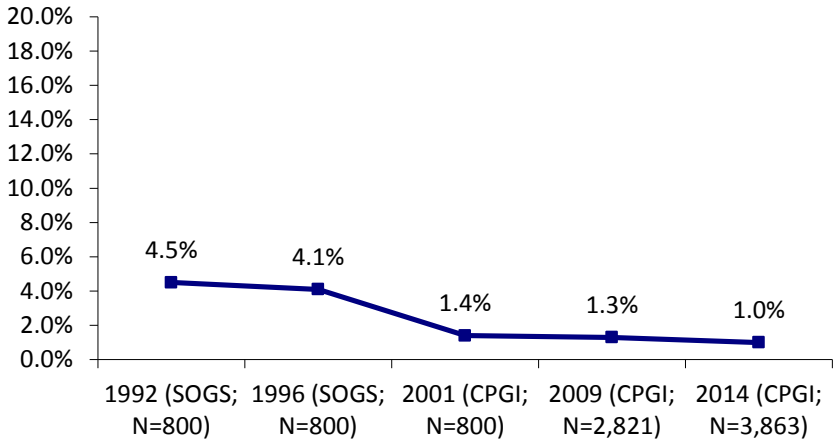
[64] Please note that the results for each health zone were weighted to ensure they were proportionate to the population total. Thus, the sample sizes presented in the table above reflects the weighted counts.

4.2.2 Trend Analysis

To allow for comparison and tracking over time, problem gambling prevalence rates are presented for previous years (1992, 1996, 2001, 2009). **However, due to differences in the measurement instrument used in the 1996 and 1992 studies (SOGS), findings should be interpreted with caution.**

As shown below, the problem gambling prevalence rate has slightly decreased since 2009. Though a drop in the problem gambling prevalence rate is evident from 1992/1996 to 2001/2009/2014, this is most likely attributable to the change from the SOGS measurement instrument to the CPGI. Please note that 2014 results are based on additional sample being added to Zones 4, 5, 6 and 7.

Figure 43: Comparative Problem Gambling Prevalence Rates in New Brunswick



4.2.3 Provincial Comparisons

As previously stated, 1.8% of respondents were classified as moderate-risk gamblers, while 1.0% were classified as problem gamblers. These prevalence rates are similar to moderate-risk and problem gambling prevalence rates from other provinces across Canada. However, given the wide variation in publication dates for these studies (from 2006 to 2014), findings should be interpreted with caution.

Table 47: Problem Gambling Prevalence Rates across Canada According to CPGI Classifications[65]

	Non-Gambler	*Non-Problem Gambler*	*Low-Risk Gambler*	*Moderate-Risk Gambler*	*Problem Gambler*
New Brunswick (2014)	***15.4%***	***75.7%***	***6.1%***	***1.8%***	***1.0%***
Newfoundland and Labrador *(MarketQuest Research, 2009)*	22.8%	68.7%	6.2%	1.7%	0.7%
Nova Scotia *(Focal Research, 2008)*	13.0%	80.9%	3.6%	1.6%	0.9%
Prince Edward Island *(Doiron, 2006)*	18.1%	79.1%	1.2%	0.7%	0.9%
Quebec (Kairouz & Nadeau, 2014)	33.4%	61.8%	2.9%	1.4%	0.4%
Ontario *(Williams % Volberg, 2013)*	17.1%	75.8%	4.6%	1.9%	0.6%
Manitoba *(Lemaire, MacKay & Patton, 2008)*	14.4%	69.9%	9.6%	4.7%	1.4%
Saskatchewan *(Wynne, 2002)*	13.4%	71.4%	9.3%	4.7%	1.2%
Alberta *(Williams, Belanger & Arthur, 2011)*	26.5%	-	-	4.0%	0.9%
British Columbia *(R.A Malatest & Associates Ltd., 2014)*	27.5%	61.3%	7.9%	2.6%	0.7%

[65] The non-problem gambler and low-risk gambler information could not be found for Saskatchewan and Alberta.

4.2.4 Projection to the Adult Population

Based on a provincial adult population (ages 19+) of 601,150[66], it can be projected that:

- Approximately 92,577 residents of New Brunswick are non gamblers;
- Approximately 455,070 residents of New Brunswick are non-problem gamblers;
- Approximately 36,670 residents of New Brunswick are low-risk gamblers;
- Approximately 10,821 residents of New Brunswick are moderate-risk gamblers; and
- Approximately 6,011 residents of New Brunswick are problem gamblers.

Please note that these calculations used the gambling prevalence rates based on the additional data collection in Health Zones 4, 5, 6 and 7.

4.3 Profile of Gambling Subtypes

Each of the gambling subtypes are profiled in the following section:

4.3.1 Demographic Profile of the Gambling Subtypes

Table 48 provides a demographic profile of the gambling subtypes. Non-problem gamblers tended to be skewed toward females (54%), were most often between the ages of 45 and 64 (42%), reported their mother tongue to be English (68%), were married (60%) and were employed (63%). They tended to be educated with at least some post-secondary education (72%) and most commonly had annual household incomes of $20,001 to $60,000 (40%); however, one-quarter had household incomes of more than $100,000.

Low-risk gamblers were most often male (58%) and between the ages of 25 and 34 (23%) or 55 and 64 (20%). The majority of this segment reported their mother tongue to be English (62%) and 47% were married, while 28% were single. Over two-thirds (67%) had at least some post-secondary education and 58% were employed. The most common annual household income reported fell between $20,001 and $60,000 (45%).

Moderate-risk gamblers were most often male (69%) and between the ages of 25 and 44 (60%). Overall, 76% of this segment reported their mother tongue to be English, and 42% were married, while 33% were single. Over one-half of moderate-risk gamblers (57%) had at least some post-secondary education and almost three-quarters were employed (74%). Over one-half (55%) had annual household incomes of $20,001 to $60,000.

The majority of problem gamblers were male (82%) and reported their mother tongue to be English (70%). Forty-five percent of problem gamblers were between the ages of 45 and 64. Problem gamblers were equally likely to be married (32%) or single (31%), and over one-half (56%) were employed. Six in ten respondents from this segment had at least some post-secondary education. Among problem gamblers, income levels varied, with 35% having incomes less than $20,000, while 31% report more than $100,000.

[66] Source: Statistics Canada. Census Profile. 2011 Census. Statistics Canada Catalogue no. 98-316-XWE. Ottawa. Released October 24, 2012. http://www12.statcan.gc.ca/census-recensement/2011/dp-pd/prof/index.cfm?Lang=E

Table 48: Demographic Profile by Gambling Subtype

	Non-Problem Gambler	Low-Risk Gambler	Moderate-Risk Gambler	Problem Gambler
Gender	***(N=2,105)***	***(N=163)***	***(N=50)***	***(N=28)***
Male	46.5%	58.0%	68.5%	82.1%
Female	53.5%	42.0%	31.5%	17.9%
Age*	***(N=2,105)***	***(N=163)***	***(N=50)***	***(N=27)***
19-24	3.8%	9.5%	-	14.6%
25-34	17.9%	22.9%	34.9%	18.3%
35-44	17.5%	17.2%	24.6%	17.7%
45-54	22.3%	16.7%	13.2%	24.9%
55-64	19.9%	19.5%	13.6%	19.9%
65+	18.7%	14.1%	13.6%	4.5%
Mother Tongue	***(N=2,105)***	***(N=163)***	***(N=50)***	***(N=28)***
English	67.7%	62.3%	76.2%	69.6%
French	31.1%	35.2%	20.2%	27.3%
Other	0.9%	2.5%	3.6%	3.1%
Marital Status	***(N=2,105)***	***(N=163)***	***(N=50)***	***(N=28)***
Married	59.9%	47.0%	41.7%	31.7%
Common-law/ living with partner	14.0%	13.8%	10.4%	28.8%
Single	12.2%	28.0%	32.8%	30.8%
Widowed	5.2%	4.4%	2.5%	4.4%
Divorced or separated	8.1%	6.4%	12.6%	4.3%
Refused	0.6%	0.4%	-	-
Education	***(N=2,105)***	***(N=163)***	***(N=50)***	***(N=28)***
Some high school/ junior high or less	6.3%	7.3%	10.5%	6.9%
Completed high school	20.9%	25.0%	28.9%	33.4%
Trade certificate or diploma	11.7%	15.5%	17.4%	11.4%
Non-university certificate or diploma	24.7%	20.1%	20.4%	34.1%
University certificate or diploma below Bachelor's	5.4%	4.2%	1.2%	4.7%
Bachelor's degree	20.3%	21.6%	10.6%	9.5%
University degree or certificate above Bachelor's	10.2%	5.8%	7.3%	-
Don't know/ Refused	0.5%	0.4%	3.6%	-
Employment Status	***(N=2,105)***	***(N=163)***	***(N=50)***	***(N=28)***
Employed full-time	54.6%	48.1%	62.5%	56.3%
Employed part-time	8.8%	9.8%	11.2%	-
Unemployed	4.7%	10.6%	12.9%	27.5%
Retired	25.0%	22.5%	13.4%	9.2%
Homemaker	3.6%	6.4%	-	6.9%
Don't know/ Refused	1.5%	0.8%	-	-
Annual Household Income*	***(N=1,749)***	***(N=144)***	***(N=47)***	***(N=28)***
$20,000 or less	6.5%	17.0%	8.3%	35.0%
$20,001 to $40,000	20.7%	23.0%	32.7%	16.3%
$40,001 to $60,000	19.2%	21.6%	22.4%	18.4%
$60,001 to $80,000	16.1%	11.8%	12.9%	-
$80,001 to $100,000	12.5%	7.6%	1.7%	-
More than $100,000	25.0%	19.1%	22.1%	30.3%
Number of People in Household*	***(N=2,086)***	***(N=160)***	***(N=50)***	***(N=28)***
1	15.4%	19.5%	33.8%	21.0%
2	41.5%	46.2%	34.5%	38.4%
3	18.5%	14.2%	18.9%	14.9%
4	16.9%	13.3%	12.8%	22.8%
5+	7.6%	6.8%	-	3.1%
Number of People in Household under 19*	***(N=2,085)***	***(N=160)***	***(N=50)***	***(N=28)***
0	63.2%	72.5%	70.0%	86.2%
1	15.9%	10.8%	18.7%	-
2	15.2%	11.1%	11.3%	10.7%
3+	5.7%	5.6%	-	3.1%

**Those who were unsure or refused to provide a response were excluded from this analysis.*

4.3.2 Gambling Activities Played in the Past 12 Months

The average number of activities played by each of the gambling subtypes is shown below. On average, non-problem gamblers played fewer activities over the past 12 months when compared to low-risk, moderate-risk, and problem gamblers.

- Non-problem gambler: 2.9 activities
- Low-risk gambler: 4.6 activities
- Moderate-risk gambler: 5.5 activities
- Problem gambler: 5.8 activities

Table 49 presents the gambling activity prevalence rates for each gambling subtype. Among problem gamblers, weekly lottery tickets (79%), VLTs (79%) and scratch 'n win tickets (72%) were the most common gambling activities over the past 12 months, followed by 50/50 draws (56%), raffles (56%), pull tabs (47%), casinos (34%), and poker (excluding electronic and Internet poker) (31%). Among moderate-risk gamblers, the most common gambling activities were weekly lottery tickets (74%), 50/50 draws (68%), raffles (59%), scratch 'n win tickets (54%), VLTs (49%) and casinos (47%).

Of interest, the use of VLTs steadily increased for each gambling subtype, with problem gamblers more likely to play VLTs over the past 12 months compared to moderate-risk, low-risk, and non-problem gamblers. The same trend was found for pull tabs, scratch 'n win tickets and poker.

The most common gambling activity among low-risk gamblers (80%) and non-problem gamblers (69%) was weekly lottery ticket purchase. Other common activities included 50/50 draws (64% and 60% respectively), raffles (60% and 62% respectively), and scratch 'n win tickets (45% and 32% respectively).

Table 49: Prevalence Rates for Various Gambling Activities by Gambling Subtype*[67]

	Non-Problem Gambler (N=2,105)	*Low-Risk Gambler (N=163)*	*Moderate-Risk Gambler (N=50)*	*Problem Gambler (N=28)*
Daily lottery tickets	2.9%	9.8%	14.5%	8.0%
Weekly lottery tickets	68.5%	80.2%	73.9%	79.3%
Breakopen, Pull Tab or Nevada strips	5.6%	24.3%	27.3%	46.7%
Scratch 'n win tickets	32.2%	45.2%	54.1%	72.1%
Raffles or fundraising tickets	62.0%	60.4%	58.5%	55.7%
50/50 draws	60.3%	64.0%	68.3%	56.4%
Horse races	1.0%	2.7%	-	-
Bingo	8.3%	16.2%	20.2%	11.1%
VLTs	6.0%	26.7%	48.8%	78.5%
Pro-line, Game Day or Over/Under	2.8%	10.3%	16.8%	22.1%
Sports pools or the outcome of sporting events	5.4%	9.8%	21.7%	8.6%
Cards (excluding poker) or board games	5.0%	13.7%	17.7%	9.1%
Electronic poker tables	0.3%	2.2%	7.8%	8.6%
Internet poker	1.1%	9.3%	7.8%	22.8%
Poker (excluding electronic poker and Internet poker)	7.7%	19.5%	23.5%	30.6%
Games of skill such as pool, bowling, golf or darts	3.7%	10.8%	17.7%	14.1%
Arcade or video games	1.8%	4.5%	11.9%	12.5%
Gambling on the Internet (excluding poker)	0.4%	2.3%	7.8%	9.2%
Short-term speculative stock or commodity purchases	2.3%	5.9%	9.1%	3.1%
Gambling at casinos	13.6%	41.0%	47.0%	33.8%

**Multiple responses allowed.*

[67] **The sample size for problem gamblers is less than 30, therefore, findings should be interpreted with caution.**

4.3.3 Time and Money Spent Gambling

The average number of hours spent gambling in a typical month varied by gambling subtype. Problem gamblers spent the most time gambling in a typical month (average of 11 hours). Of interest, the average time spent gambling in a typical month increased for each of the four gambling subtypes.

Table 50: Hours Spent Gambling In a Typical Month by Gambling Subtype*

	Average	*Median*
Non-problem gambler	1.6	0.2
Low-risk gambler	4.9	1.2
Moderate-risk gambler	7.1	4.1
Problem gambler	10.8	9.4

**Outliers and don't know responses were excluded from this analysis.*

Table 51 details yearly gambling expenditures[68] by gambling subtype. The average amount spent gambling in the past 12 months was highest for moderate-risk gamblers, with average yearly spending among these gamblers equaling $4,160.77 (~$346.73/month), significantly higher than all other gambling subtypes.

As shown previously in Table 50, problem gamblers spent more time gambling than moderate-risk gamblers. Given that moderate-risk gamblers spend the most money, it may be the case that they spend larger sums that disappear quickly, contributing to the finding of more money but less time spent on gambling.

Table 51: Yearly Gambling Expenditures by Gambling Subtype*

	Average	*Median*	*Percentage of Total Yearly Spending*
Non-problem gambler	$841.50	$195.00	73.1%
Low-risk gambler	$2,055.07	$696.00	13.9%
Moderate-risk gambler	$4,160.77	$2,827.78	8.7%
Problem gambler	$3,778.75	$2,359.14	4.3%

**Outliers and don't know responses were excluded from this analysis.*

When segmented by gambling subtype[69]:

- Non-problem gamblers accounted for 73% of the total provincial yearly expenditure on gambling activities;
- Low-risk gamblers accounted for 14% of the total provincial yearly expenditure on gambling;
- Moderate-risk gamblers accounted for 9% of the total provincial yearly expenditure on gambling activities, while problem gamblers accounted for just 4%.

[68] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[69] In determining percentages of total yearly spending, short term speculative stock or commodity purchases were not excluded from the provincial total as no comparisons were made to previous expenditures.

As shown in Table 52, the average amount spent on gambling at any one time in the past year increased significantly for each gambling subtype, ranging from $40.56 among non-problem gamblers to $793.36 among problem gamblers.

Table 52: Largest Amount Spent on Gambling at Any One Time in the Past Year*

	Average	*Median*
Non-problem gambler	$40.56	$12.00
Low-risk gambler	$124.53	$40.00
Moderate-risk gambler	$677.11	$187.20
Problem gambler	$793.36	$651.53

**Outliers and don't know responses were excluded from this analysis.*

4.4 Reasons For Gambling

Among problem gamblers, the most common reasons for gambling were excitement/fun (51%), to win money (39%), to forget about problems (32%), and to decrease boredom (22%). Among moderate-risk gamblers, the main reasons for gambling included excitement/fun (59%), opportunity to socialize (24%) and winning money (21%) (see Table 53).

For low-risk gamblers, the most common reasons were excitement/fun (51%), to win money (32%) and an opportunity to socialize (25%). Among non-problem gamblers, a desire to support worthy causes/charities (33%), winning money (32%) and excitement/fun (28%) were the main reasons for gambling.

Of note, forgetting about problems and gambling is a habit more likely to be identified as a reason for gambling among problem gamblers when compared to all other gambling subtypes. Furthermore, decreasing boredom was more likely to be identified among problem gamblers and moderate-risk gamblers when compared to low-risk and non-problem gamblers.

Table 53: Main Reasons for Gambling by Gambling Subtype*[70]

	Non-Problem Gambler (N=2,105)	*Low-Risk Gambler (N=163)*	*Moderate-Risk Gambler (N=50)*	*Problem Gambler (N=28)*
To support worthy causes/ charities	32.8%	16.8%	19.4%	4.7%
I can win money	32.0%	31.9%	20.8%	39.4%
It's exciting/ fun	28.4%	50.7%	59.3%	51.2%
It's an opportunity to socialize	14.9%	25.4%	23.9%	4.4%
Entertainment value	5.0%	11.8%	9.0%	4.3%
It's a hobby	3.9%	10.2%	7.1%	4.3%
Out of curiosity	3.2%	5.0%	4.4%	3.4%
It decreases my boredom	2.9%	9.5%	18.8%	22.4%
Habit	0.7%	0.4%	-	14.2%
Because I am good at it	0.2%	2.0%	2.0%	-
I can forget about my problems	0.2%	0.4%	3.9%	32.2%
To be alone	0.1%	1.4%	7.8%	3.4%
Other	4.3%	8.6%	6.8%	13.0%
Don't Know/ Refused	4.4%	1.0%	-	3.6%

**Multiple responses allowed.*

[70] **The sample size for problem gamblers is less than 30, therefore, findings should be interpreted with caution.**

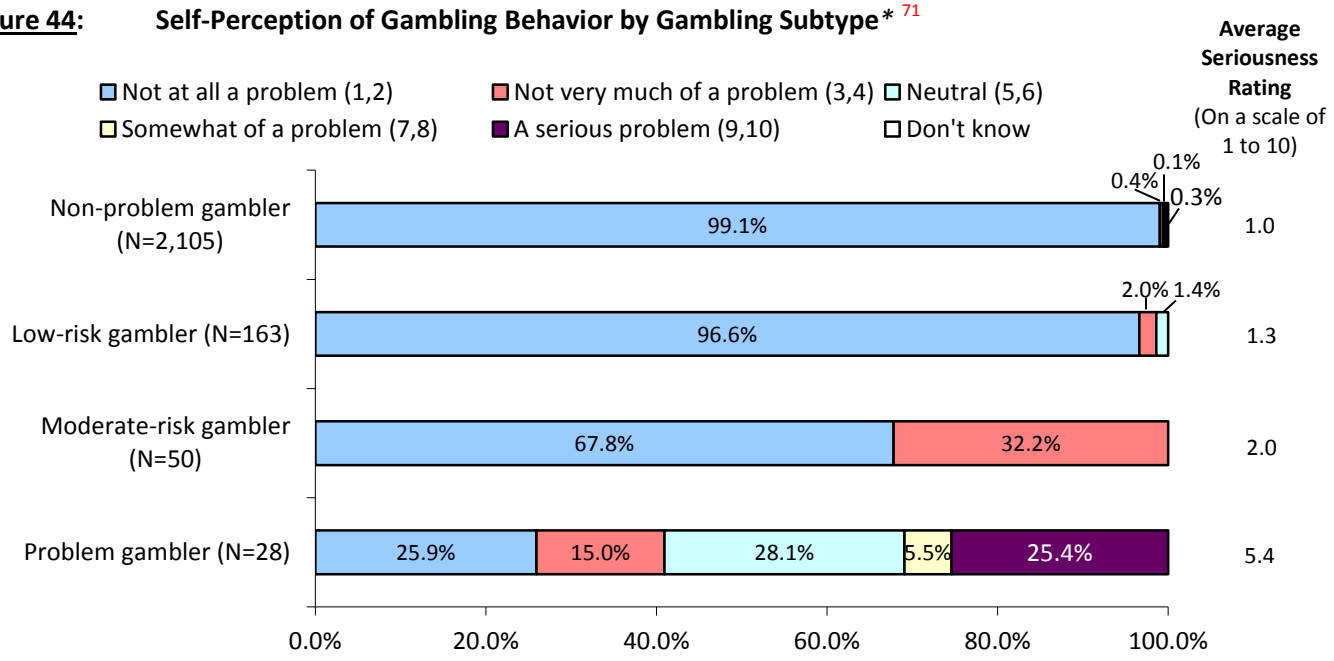
4.5 Self-Perception of Gambling Behavior

Respondents who engaged in gambling activities within the past 12 months were asked to self-assess their gambling behavior, on a scale of 1 to 10, where 1 is "not at all a problem" and 10 is "a serious problem".

Overall, 99% of non-problem gamblers perceived their gambling behavior as not at all a problem. The percentage of those who felt this way decreased with each gambling subtype, dropping to 97% for low-risk gamblers, 68% for moderate-risk gamblers, and 26% for problem gamblers. As might be expected, self-perceptions of gambling behavior as a serious problem became more common with each gambling subtype. Among problem gamblers, 6% felt their gambling was somewhat of a problem and 25% felt it was a serious problem.

Since gamblers were asked to provide responses to this question by providing a response between 1 and 10 (with 1 being "not at all a problem" and 10 being "a serious problem"), the numerical responses were summed and this sum was used to calculate an average rating (out of 10.0) indicating how serious respondents perceived their gambling behavior. These average ratings are provided in Figure 44. As shown below, average ratings increased for each gambling subtype, with problem gamblers providing an average seriousness rating of 5.4 out of 10.0. This suggests that gamblers classified as having more serious gambling problems perceived their gambling behavior as more serious.

Figure 44: Self-Perception of Gambling Behavior by Gambling Subtype* [71]



*Note for non-problem gamblers: .4% are "not very much of a problem," .1% are "a serious problem" and .3% are "don't know."

[71] **The sample size for problem gamblers is less than 30, therefore, findings should be interpreted with caution.**

4.6 LIFETIME GAMBLING BEHAVIOR

To assess lifetime gambling behavior, respondents who have gambled at some point in their life were asked about their past experiences with time and money spent on gambling activities. **It is important to note that the sample size for certain gambling subtypes is low throughout specific sections, therefore the findings should be interpreted with caution.**

Overall, 96% of respondents have never had problems with the amount of time and money spent on gambling activities. Conversely, 4% indicated they have had problems with the amount of time and money spent on gambling activities at some point in their lifetime (2% with the money spent; <1% with the time spent; 2% with the amount of time and money spent) (see Table 54).

As shown below, the percentage of respondents who have had problems with gambling at some point increased for each gambling subtype, with a significantly higher percentage of problem gamblers (76%) having experienced problems with either the time and/or money spent on gambling activities.

Differences in lifetime problems with gambling behavior were also found by gender, with males more likely than females to have experienced problems with either the time and/or money spent on gambling activities (6% and 1% respectively).

Table 54: Self-Assessment of Lifetime Problems with Gambling Behavior by Gambling Subtype[72]

	Overall *(N=2,586)*	***Non-Gambler*** *(N=238)*	***Non-Problem Gambler*** *(N=2,105)*	***Low-Risk Gambler*** *(N=163)*	***Moderate-Risk Gambler*** *(N=50)*	***Problem Gambler*** *(N=28)*
Yes, have had problems with gambling at some point	**3.6%**	3.9%	1.6%	9.8%	27.9%	75.9%
- Problem with money spent	**1.5%**	-	0.8%	5.2%	13.1%	25.4%
- Problem with time spent	**0.2%**	0.2%	-	1.4%	3.6%	-
- Problems with money and time spent	**1.9%**	3.7%	0.8%	3.2%	11.2%	50.5%
No, have never had problems with gambling	**95.9%**	94.0%	98.1%	90.2%	72.0%	20.4%
Don't know	**0.4%**	2.1%	0.3%	-	-	3.6%

[72] **The sample size for problem gamblers is less than 30, therefore, findings should be interpreted with caution.**

Respondents who have had a problem with gambling behavior at some point over their lifetime were asked to indicate which activities they spent more time and/or money on. Overall, VLTs were by far the most common activity where more time and/or money was spent (59%), followed distantly by poker (excluding electronic poker and Internet poker) (14%), casinos (9%), cards or board games (8%), and scratch 'n win tickets (8%) (see Table 55).

Among all the gambling subtypes, VLTs emerged as the most common activity where more time and/or money was spent, with the majority of problem gamblers (87%) identifying this activity[73].

Table 55: Gambling Activities Where More Time and/or Money Were Spent by Gambling Subtype*[74]

	Overall *(N=95)*	***Non-Gambler*** *(N=9)*	***Non-Problem Gambler*** *(N=34)*	***Low-Risk Gambler*** *(N=16)*	***Moderate-Risk Gambler*** *(N=14)*	***Problem Gambler*** *(N=21)*
VLTs	**58.6%**	66.5%	42.0%	52.5%	57.9%	87.2%
Poker (excluding electronic poker and Internet poker)	**13.5%**	9.9%	17.5%	29.9%	7.9%	-
Gambling at casinos	**9.0%**	-	7.8%	18.6%	9.9%	7.2%
Cards (excluding poker) or board games	**8.0%**	-	12.9%	14.9%	5.5%	-
Scratch 'n win tickets	**7.9%**	-	3.4%	-	7.1%	25.1%
Games of skill such as pool, bowling, darts or golf	**6.7%**	-	11.5%	14.9%	-	-
Weekly lottery tickets	**4.0%**	-	3.5%	-	7.1%	7.3%
Bingo	**3.8%**	-	4.4%	3.6%	4.1%	4.4%
Raffles and fundraising tickets	**2.7%**	-	-	-	-	12.1%
50/50 draws	**2.7%**	-	-	-	-	12.1%
Sports pools or the outcome of sporting events	**2.5%**	-	7.0%	-	-	-
Arcade or video games	**2.5%**	-	-	14.9%	-	-
Pro line, game day or over/under	**2.1%**	8.9%	-	7.0%	-	-
Electronic poker tables	**1.9%**	-	-	-	13.0%	-
Breakopen, pull tabs or Nevada strips	**1.7%**	6.3%	-	-	7.1%	-
Internet poker	**1.0%**	-	2.7%	-	-	-
Other	**2.0%**	-	2.3%	7.0%	-	-
Refused	**0.8%**	8.4%	-	-	-	-

**Multiple responses allowed.*

[73] **Sample sizes for most gambling subtypes are less than 30; findings should be interpreted with caution.**
[74] **Sample sizes for most gambling subtypes are less than 30; findings should be interpreted with caution.**

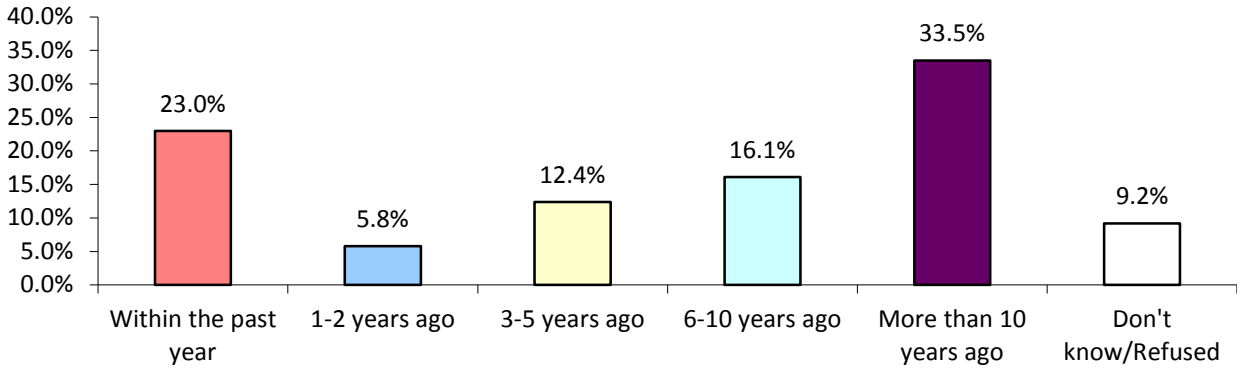
Overall, approximately seven in ten respondents (69%) felt they had completely resolved their gambling problem, while 20% felt it was partially resolved and 11% felt it was still a problem. As might be expected, the percentage of respondents who felt their gambling problem was completely resolved decreased for each gambling subtype, with the exception of low-risk gamblers. Overall, 3% of problem gamblers felt their gambling problem was completely resolved, 53% felt it was partially resolved and 44% felt it was still a problem. No moderate-risk gamblers felt their gambling was still a problem[75] (see Table 56).

Table 56: Resolution of Gambling Problem by Gambling Subtype[76]

	Overall *(N=95)*	***Non-Gambler*** *(N=9)*	***Non-Problem Gambler*** *(N=34)*	***Low-Risk Gambler*** *(N=16)*	***Moderate-Risk Gambler*** *(N=14)*	***Problem Gambler*** *(N=21)*
Completely resolved	**69.2%**	100.0%	93.8%	74.9%	82.1%	2.8%
Partially resolved	**20.1%**	-	3.7%	25.1%	17.9%	53.2%
Still a problem	**10.7%**	-	2.4%	-	-	44.0%

Of those who felt their gambling problem was either completely or partially resolved (N=85), 24% indicated it was resolved more than ten years ago. However, on average, respondents indicated their problem was resolved 10 years ago.

Figure 45: Time When Gambling Problem Was Resolved (N=85)



[75] Sample sizes for most gambling subtypes are less than 30; findings should be interpreted with caution.
[76] Sample sizes for most gambling subtypes are less than 30; findings should be interpreted with caution.

5.0 CORRELATES OF PROBLEM GAMBLING

This section of the report provides an overview of the relationship between the gambling subtypes and correlates of problem gambling behavior. Specifically, this section covers topics such as gambling experiences, beliefs, and other's gambling activity. Questions regarding these topics were asked of gamblers as well as non-gamblers who have had past experience with gambling.

5.1 FIRST EXPERIENCES

On average, respondents began gambling for money at the age of 23 years, with ages ranging from 5 years to 83 years. The majority of non-gamblers, non-problem gamblers, low-risk gamblers, and problem gamblers first gambled for money when they were 19 years of age or older. Just over one-half of moderate-risk gamblers started gambling for money when they were 19 years of age or older, while 45% began between the ages of 5 and 18 years, with 21% starting between the ages of 5 and 12 years (see Table 57).

Table 57: Age First Gambled for Money by Gambling Subtype[77]

	Overall *(N=2,583)*	***Non-Gambler*** *(N=238)*	***Non-Problem Gambler*** *(N=2,104)*	***Low-Risk Gambler*** *(N=163)*	***Moderate-Risk Gambler*** *(N=50)*	***Problem Gambler*** *(N=28)*
5 to 12 years	**6%**	6%	5%	7%	21%	14%
13 to 18 years	**22%**	15%	23%	31%	24%	15%
19 or older	**62%**	57%	63%	59%	53%	71%
Don't know/ Refused	**10%**	22%	9%	4%	3%	0%

[77] **The sample size for problem gamblers is less than 30, therefore, findings should be interpreted with caution.**

All respondents who have ever gambled at some point in their life were asked to identify the first activity ever tried. Overall, a wide variety of activities were identified with the top two being weekly lottery tickets (26%) and scratch 'n win tickets (12%) (see Table 58). Most frequently, the first gambling activities among problem gamblers included VLTs (34%) and poker (excluding electronic poker and Internet poker) (30%), while the first gambling activities among moderate-risk gamblers included cards (excluding poker) or board games (23%) and VLTs (19%).

Of interest, problem gamblers and moderate-risk gamblers were more likely to cite VLTs as their first gambling experience when compared to all other gambling subtypes.

Table 58: First Gambling Activity Tried by Gambling Subtype[78]

	Overall *(N=2,588)*	***Non-Gambler*** *(N=240)*	***Non-Problem Gambler*** *(N=2,105)*	***Low-Risk Gambler*** *(N=163)*	***Moderate-Risk Gambler*** *(N=50)*	***Problem Gambler*** *(N=28)*
Weekly lottery tickets	**26.1%**	16.0%	28.3%	20.5%	13.4%	8.1%
Scratch 'n win tickets	**12.3%**	13.0%	12.7%	8.2%	8.2%	4.3%
Poker (excluding electronic poker and Internet poker)	**10.8%**	12.6%	10.4%	10.1%	9.4%	29.7%
Cards (excluding poker) or board games	**8.3%**	4.0%	8.2%	10.8%	22.8%	5.5%
Bingo	**7.2%**	4.4%	6.9%	14.8%	7.7%	7.5%
Raffles/ fundraising tickets	**5.9%**	6.5%	6.5%	0.4%	-	-
VLTs	**5.9%**	5.0%	4.9%	11.2%	18.6%	34.0%
50/50 draws	**4.5%**	6.3%	4.8%	0.4%	-	-
Gambling at casinos	**3.3%**	7.3%	2.4%	8.3%	3.0%	2.1%
Horse races	**2.1%**	1.8%	2.2%	3.3%	-	-
Sports pools or the outcome of sporting events	**1.8%**	0.2%	1.7%	2.6%	9.8%	-
Breakopen, Pull Tabs, or Nevada Strips	**1.3%**	0.6%	1.3%	1.7%	-	-
Games of skill (i.e.,) pool, bowling, golf darts)	**1.2%**	0.7%	1.3%	0.5%	2.0%	-
Arcade or video games	**0.7%**	0.5%	0.8%	0.5%	-	-
Short-term speculative stock or commodity purchases	**0.3%**	0.6%	0.1%	1.6%	1.5%	-
Pro line, game day or over/under	**0.2%**	0.3%	0.2%	-	-	-
Daily lottery tickets	**0.2%**	-	0.2%	-	-	-
Electronic poker tables	**0.2%**	0.4%	0.2%	-	-	-
Internet poker	**0.1%**	1.1%	-	-	-	-
Other	**3.9%**	6.5%	3.7%	2.6%	3.7%	4.3%
Don't know/ Refused	**3.8%**	11.9%	3.1%	2.6%	-	4.4%

Differences were also found in the types of gambling activities first tried based on various demographic characteristics. More specifically, in terms of age:

- Respondents aged 35 to 54 (31%) or 55 or older (30%) were more likely than those aged 19 to 34 (13%) to have tried *weekly lottery tickets* as their first activity.
- Respondents aged 35 to 54 (7%) or 55 or older (8%) were more likely than those aged 19 to 34 (2%) to have tried *raffles or fundraising tickets* as their first activity.
- Respondents aged 19 to 34 (27%) were more likely than those aged 35 to 54 (11%) or 55 or older (4%) to have tried *scratch 'n win tickets* as their first gambling activity.

[78] **The sample size for problem gamblers is less than 30, therefore, findings should be interpreted with caution.**

- Respondents aged 19 to 34 (16%) were most likely to have tried *poker* as their first activity, followed by those aged 55 or older (11%) and those aged 35 to 54 (8%).

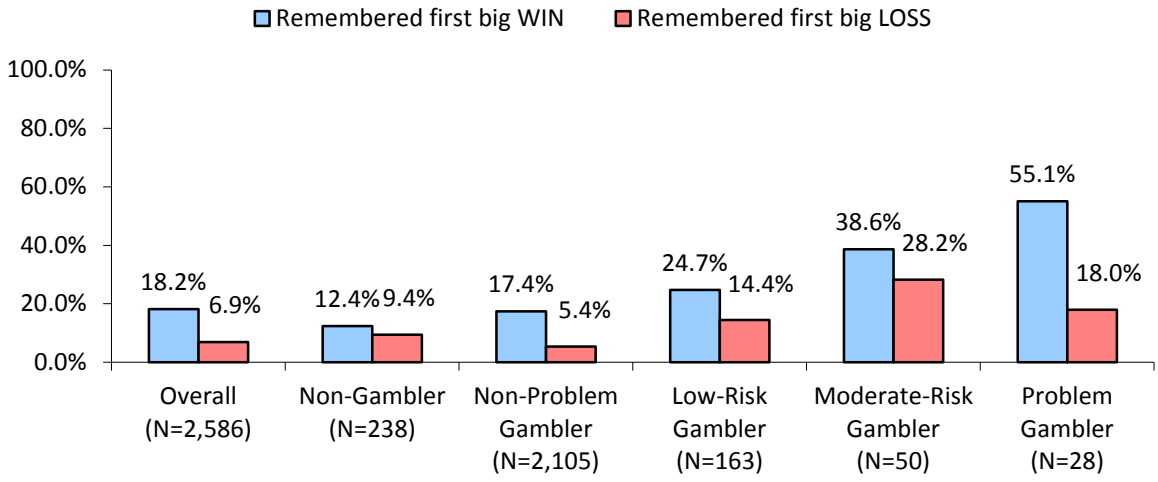
In terms of gender, males were more likely than females to have tried *poker (excluding electronic poker and Internet poker)* (19% and 3% respectively) and *cards (excluding poker) or board games* (12% and 5% respectively) as their first gambling activities. Females, however, were more likely than males to have tried *scratch 'n win tickets* (17% and 7% respectively) and *bingo* (12% and 3% respectively) as their first gambling activities.

Furthermore, *bingo* tended to be a more common first gambling activity among those from lower annual income households ($20,000 or less: 15%) compared to higher income households (more than $60,000: 4%). Conversely, *poker (excluding electronic poker and Internet poker)* tended to be a more common first gambling activity among those from higher annual income households (more than $80,000: 15%) compared to those with household incomes less than $20,000 (10%) and between $20,001 to $60,000 (10%).

5.2 Early Wins and Losses

All respondents who have ever gambled at some point in their life were also asked if they remembered a first big win or loss when they started gambling. Overall, a minority of respondents who have ever gambled remembered a first big win (18%) or loss (7%) when they started gambling. However, problem gamblers (55%) and moderate-risk gamblers (39%) were more likely to remember their first big win compared to all other gambling subtypes. Similarly, moderate-risk gamblers (28%) were more likely than all other gambling subtypes to remember their first big loss (see Figure 46).

Figure 46: Percentage Who Remembered a First Big Win or Loss by Gambling Subtype[79]



In terms of demographics, those aged 19 to 34 (24%) were more likely than those aged 35 to 54 (16%) or 55 or older (17%) to remember their first big gambling win. Remembering a first big loss was also more likely to be true for males (11%) as compared to females (3%).

[79] **The sample size for problem gamblers is less than 30, therefore, findings should be interpreted with caution.**

5.3 GAMBLER'S FALLACIES

All respondents were asked to rate their agreement level with a series of different statements about gambling, on a scale of 1 to 5, where 1 is "strongly disagree" and 5 is "strongly agree". Since responses were provided on a 5-point scale, the numerical responses were summed and this sum was used to calculate an average rating (out of 5.0) indicating the level of agreement with each statement.

Responses to these statements are shown in Table 59. Overall, agreement with most statements was low. Respondents were most likely to agree with the statement "I could stop gambling any time I wanted" (average rating of 4.5 out of 5.0), and agreement was lowest for the statement "I often find myself thinking about gambling or ways to find money to gamble" (average rating of 1.1 out of 5.0).

Table 59: Level of Agreement with Gambler's Fallacies Statements (N=2,800)

	Strongly Disagree (1)	***(2)***	***(3)***	***(4)***	***Strongly Agree (5)***	***Don't know/ Refused***	***Average Agreement Rating**** *(On a scale of 1.0 to 5.0)*
I could stop gambling any time I wanted	11.2%	1.2%	2.0%	2.2%	77.6%	5.8%	*4.42*
I find gambling/games of chance fun and entertaining	33.4%	12.5%	28.3%	9.6%	13.7%	2.4%	*2.57*
I consider gambling to be a form of entertainment for me	45.3%	10.1%	14.4%	9.6%	18.3%	2.3%	*2.44*
I consider myself knowledgeable about how to play games of chance	52.1%	10.1%	14.9%	6.0%	14.3%	2.7%	*2.18*
Gambling is an enjoyable part of socializing with friends or family	52.3%	13.2%	15.0%	6.4%	10.9%	2.2%	*2.09*
While gambling, you could win more if you used a certain system of strategy	74.8%	7.9%	7.4%	2.6%	2.6%	4.7%	*1.43*
While gambling, after losing many times in a row, you are more likely to win	83.8%	5.8%	4.7%	0.6%	2.0%	3.2%	*1.26*
I sometimes gamble in the hopes of paying off debts or bills	87.7%	3.2%	2.8%	1.1%	3.1%	2.0%	*1.25*
I sometimes feel guilty about how much money I have spent gambling	87.2%	5.4%	2.0%	0.9%	2.3%	2.1%	*1.22*
Gambling has negatively affected a significant relationship	91.0%	1.2%	0.8%	0.3%	4.1%	2.5%	*1.21*
After losing money gambling, I have tried to win my money back again by gambling	89.2%	3.8%	2.0%	0.5%	2.1%	2.3%	*1.18*
I sometimes feel guilty about how much time I spend gambling	94.0%	1.6%	0.5%	0.5%	1.5%	1.9%	*1.10*
I gamble to forget my troubles or worries when I feel bad about myself	93.4%	1.5%	1.3%	0.2%	1.3%	2.2%	*1.10*
Gambling has negatively affected my job, educational or career opportunities	94.7%	0.8%	0.5%	0.1%	1.6%	2.3%	*1.09*
I have lied about my gambling	94.2%	1.1%	0.8%	0.1%	1.5%	2.2%	*1.09*
I have friends or family who worry or complain about me gambling	94.7%	1.0%	0.4%	0.5%	1.2%	2.1%	*1.08*
I often find myself thinking about gambling or ways to find money to gamble	94.9%	1.5%	0.5%	0.1%	1.1%	1.9%	*1.07*

**Don't know/Refused responses were excluded from this analysis.*

Average ratings (out of 5.0) are presented in Table 60 for each of the gambling subtypes. As show, problem gamblers were most likely to provide responses that were consistent with the gambler's fallacies.

More specifically, problem gamblers had lower agreement ratings when compared to all other gambling subtypes for the statement "I could stop gambling any time I wanted". Furthermore, problem gamblers had higher agreement ratings when compared to all other gambling subtypes for the following statements:

- I sometimes feel guilty about how much money I have spent gambling;
- After losing money gambling, I have tried to win my money back by gambling again;
- I sometimes feel guilty about how much time I spend gambling;
- I consider gambling to be a form of entertainment for me;
- I gamble to forget my troubles or worries when I feel bad about myself;
- I have lied about my gambling;
- I sometimes gamble in the hopes of paying off debts or bills;
- I have friends or family who worry or complain about me gambling; and
- I often find myself thinking about gambling or ways to find money to gamble;
- Gambling has negatively affected a significant relationship; and
- Gambling has negatively affected my job, educational or career opportunities.

Table 60: Average Ratings (Out of 5.0) for Gambler's Fallacies Statements by Gambling Subtype*[80]

	Non-Gambler *(N=453)*	***Non-Problem Gambler*** *(N=2,105)*	***Low-Risk Gambler*** *(N=163)*	***Moderate-Risk Gambler*** *(N=50)*	***Problem Gambler*** *(N=28)*
I could stop gambling any time I wanted	3.94	4.52	4.23	3.77	2.97
I find gambling/games of chance fun and entertaining	1.65	2.56	3.33	3.66	3.62
I consider gambling to be a form of entertainment for me	1.61	2.41	3.44	3.44	3.69
I consider myself knowledgeable about how to play games of chance	1.68	2.16	2.71	2.93	2.89
Gambling is an enjoyable part of socializing with friends or family	1.51	2.07	2.79	2.60	2.48
While gambling, you could win more if you used a certain system of strategy	1.31	1.39	1.92	1.86	1.79
While gambling, after losing many times in a row, you are more likely to win	1.20	1.22	1.38	2.10	1.90
I sometimes gamble in the hopes of paying off debts or bills	1.06	1.23	1.41	1.55	2.86
I sometimes feel guilty about how much time I have spent gambling	1.28	1.12	1.71	2.04	4.18
Gambling has negatively affected a significant relationship	1.29	1.15	1.49	1.71	2.14
After losing money gambling, I have tried to win my money back again by gambling	1.21	1.09	1.57	2.24	4.00
I sometimes feel guilty about how much money I spend gambling	1.07	1.04	1.32	1.53	3.95

[80] **The sample size for problem gamblers is less than 30, therefore, findings should be interpreted with caution.**

	Non-Gambler *(N=453)*	***Non-Problem Gambler*** *(N=2,105)*	***Low-Risk Gambler*** *(N=163)*	***Moderate-Risk Gambler*** *(N=50)*	***Problem Gambler*** *(N=28)*
I gamble to forget my troubles or worries when I feel bad about myself	1.05	1.06	1.18	1.58	3.12
Gambling has negatively affected my job, educational or career opportunities	1.10	1.06	1.17	1.39	1.72
I have lied about my gambling	1.07	1.04	1.34	1.71	2.96
I have friends or family who worry or complain about me gambling	103	1.04	1.20	1.79	2.79
I often find myself thinking about gambling or ways to find money to gamble	1.05	1.04	1.19	1.26	2.72

**Don't know/Refused responses were excluded from this analysis.*

Average agreement ratings also tended to differ based on demographics such as age and gender. In terms of age, those aged 19 to 34 were more likely than those aged 35 to 54 or 55 or older to have higher average agreement ratings for statements related to entertainment value and control over gambling activity:

- I find gambling/games of chance are fun and entertaining (2.9 compared to 2.6 and 2.3 respectively);
- I consider gambling a form of entertainment for me (2.8 compared to 2.5 and 2.1 respectively);
- Gambling is an enjoyable part of socializing with friends or family (2.5 compared to 2.1 and 1.8 respectively);
- I could stop gambling anytime I wanted (4.6 compared to 4.5 and 4.2 respectively); and
- While gambling, you could win more if you used a certain system or strategy (1.7 compared to 1.4 and 1.3 respectively).

Similarly, males were more likely than females to have higher average agreement ratings for statements related to entertainment value and control over gambling activity:

- I consider gambling a form of entertainment for me (2.6 compared to 2.3);
- Gambling is an enjoyable part of socializing with friends or family (2.2 compared to 1.9);
- I consider myself to be knowledgeable about how to play games of chance (2.4 compared to 2.0); and
- While gambling, you could win more if you used a certain system or strategy (1.6 compared to 1.3).

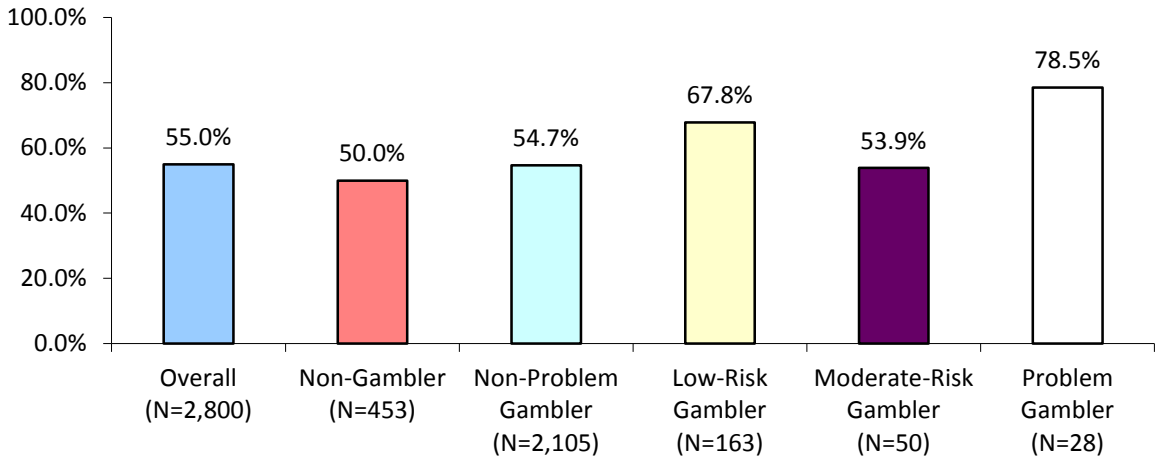
Furthermore, it was found that those with annual household incomes of more than $60,000 were more likely than those with incomes of $20,001 to $60,000 or less than $20,000 to agree with the statements "I find gambling/games of chance are fun and entertaining" (2.7 compared to 2.6 and 2.3 respectively) and "I could stop gambling any time I wanted" (4.6 compared to 4.3 and 3.9 respectively).

5.4 Other's Gambling Activity

All respondents were asked to indicate whether they personally know of anyone in New Brunswick who has, or has ever had a problem with gambling (see Figure 47). Overall, 55% of respondents personally know of someone in the province who has, or has ever had a problem with gambling. Problem gamblers (79%) and low-risk gamblers (68%) were more likely to know of someone with past or present gambling problems compared to non-problem (55%), non-gamblers (50%) and moderate-risk gamblers (54%).

In terms of demographics, males (58%) were more likely than females (52%) to know of someone in the province with past or present gambling problems. Furthermore, those aged 35 to 54 (58%) were also more likely than those aged 55 or older (52%) to know of someone in the province with past or present gambling problems.

Figure 47: Percentage of Respondents Who Know of Anyone in New Brunswick with a Past or Present Gambling Problem[81]



The majority of individuals identified as having past or present gambling problems were non-household, non-family members (79%), and this was true for each of the gambling subtypes (see Table 61). Of note, a high percentage of problem gamblers were likely to have had family members (both immediate: 21% and others not in the household: 27%) with past or present gambling problems.[82]

[81] The sample size for problem gamblers is less than 30, therefore, findings should be interpreted with caution.
[82] The sample size for problem gamblers is less than 30, therefore, findings should be interpreted with caution.

Table 61: Relationship with This Person by Gambling Subtype*[83]

	Overall (N=1,539)	*Non-Gambler (N=227)*	*Non-Problem Gambler (N=1,153)*	*Low-Risk Gambler (N=111)*	*Moderate-Risk Gambler (N=27)*	*Problem Gambler (N=22)*
Family members						
- Household family member	**5.1%**	10.5%	4.2%	5.2%	2.5%	-
- Immediate family members not in household	**9.9%**	10.0%	8.9%	15.7%	18.3%	20.6%
- Other family members not in household	**16.4%**	17.5%	16.3%	14.4%	10.9%	27.0%
Non-family members						
- Household non-family member	**2.0%**	1.8%	1.6%	1.4%	11.3%	18.0%
- Other non-household, non-family members	**79.1%**	71.7%	80.8%	74.2%	78.9%	93.8%
Other	**0.1%**	-	0.2%	-	-	-
Don't know/Refused	**0.9%**	2.2%	0.8%	-	-	-

**Multiple responses allowed.*

The majority of respondents (65%) identified VLTs as the type of gambling that is/was most problematic for those with past or present gambling problems, and this was the case for all gambling subtypes[84].

Table 62: Problematic Gambling Activities for Others with Gambling Problems (Excluding Respondents)*[85]

	Overall (N=1,539)	*Non-Gambler (N=227)*	*Non-Problem Gambler (N=1,153)*	*Low-Risk Gambler (N=111)*	*Moderate-Risk Gambler (N=27)*	*Problem Gambler (N=22)*
VLTs	**65.2%**	63.0%	64.8%	70.5%	65.1%	79.3%
Gambling at casinos	**10.4%**	12.0%	9.6%	14.7%	24.1%	-
Poker (excluding electronic poker and Internet poker)	**7.4%**	4.4%	7.6%	9.6%	20.8%	-
Slot machines	**5.3%**	4.6%	5.8%	2.1%	7.7%	-
Scratch 'n win tickets	**4.2%**	4.5%	4.4%	2.0%	2.1%	2.7%
Electronic poker	**4.2%**	3.7%	4.4%	2.1%	-	18.0%
Bingo	**4.0%**	4.4%	3.5%	9.0%	4.3%	-
Lottery tickets (non-specific)	**3.2%**	4.9%	2.6%	3.6%	11.6%	5.6%
Internet poker	**2.9%**	2.0%	3.1%	3.6%	-	-
Cards (excluding poker) or board games	**2.8%**	1.8%	3.1%	1.7%	3.7%	-
Online gambling (non-specific)	**2.8%**	4.3%	2.6%	2.2%	2.1%	-
Pull tab, breakopen tickets	**2.2%**	3.1%	1.6%	7.9%	-	-
Horse races	**1.8%**	2.3%	1.9%	0.8%	2.1%	-
Weekly lottery tickets	**1.4%**	0.8%	1.3%	4.5%	-	-
Sports / Pro line	**1.4%**	0.4%	1.1%	2.4%	8.8%	10.9%
All types of gambling	**3.8%**	3.8%	3.6%	6.2%	2.8%	-
Other	**1.6%**	2.1%	1.3%	4.5%	-	-
Don't know/ Refused	**5.8%**	10.8%	5.1%	3.6%	2.9%	-

**Multiple responses allowed.*

[83] **The sample size for problem gamblers is less than 30, therefore, findings should be interpreted with caution.**
[84] **The sample size for problem gamblers is less than 30, therefore, findings should be interpreted with caution.**
[85] **The sample size for problem gamblers is less than 30, therefore, findings should be interpreted with caution.**

6.0 AWARENESS AND USE OF SUPPORT SERVICES

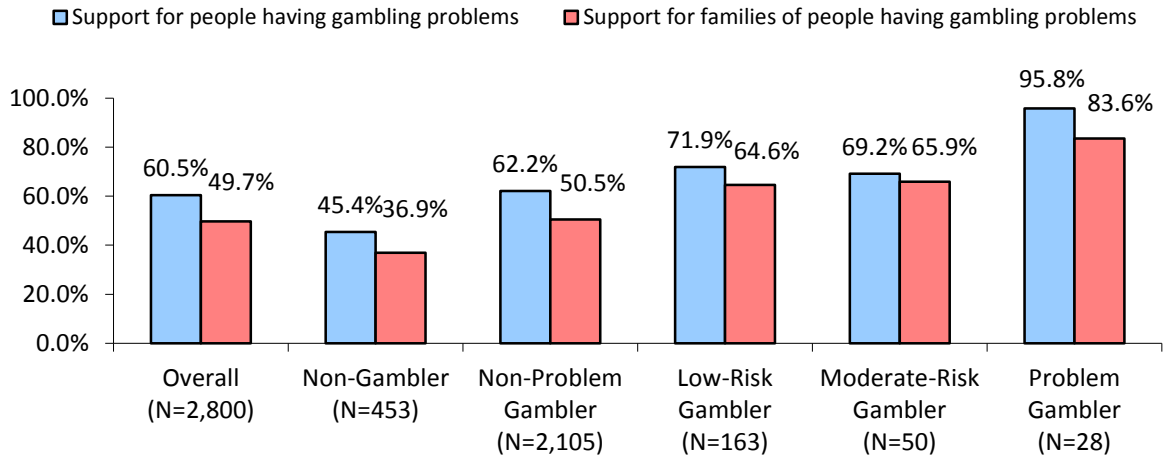
This section of the report explores awareness and use of the various support services available to residents of New Brunswick, including Gamblers Anonymous, Regional Addictions Services/Detox, the toll-free gambling information line, pamphlets/literature, and other sources.

6.1 AWARENESS OF GAMBLING SUPPORT SERVICES

Six in ten respondents (61%) were aware of assistance or services in place to help people experiencing problems with gambling. A slightly smaller percentage (50%) were aware of similar services to help the families of people experiencing problems with gambling (see Figure 48).

Awareness of these support services increased steadily for each gambling subtype, with problem gamblers more likely than moderate-risk gamblers, low-risk gamblers, non-problem gamblers, and non-gamblers to be aware of both types of support services (see Figure 48).

Figure 48: Awareness of Assistance or Services in Place to Help People with Gambling Problems and Their Families [86]



Awareness of gambling support services also differed based on other characteristics including age, gender, mother tongue, and household income level.

In terms of age, respondents aged 35 to 54 years were more likely than younger respondents (aged 19 to 34) and older respondents (aged 55 or older) to be aware of both types of support services:

- Support for people having gambling problems (64% compared to 59% and 58% respectively); and
- Support for families of people having gambling problems (53% compared to 47% and 49% respectively).

Awareness of support in NB for people having gambling problems was higher among males (63%) than females (59%).

[86] **The sample size for problem gamblers is less than 30, therefore, findings should be interpreted with caution.**

Awareness was also higher for Anglophone respondents as compared to Francophone respondents:

- Support for people having gambling problems (65% and 52% respectively); and
- Support for families of people having gambling problems (53% and 44% respectively).

Finally, awareness was higher for those with household incomes of more than $20,000 compared to the lowest income category ($20,000 or less):

- Support for people having gambling problems (63% and 46% respectively); and
- Support for families of people having gambling problems (51% and 42%, respectively).

With regard to specific gambling support services, approximately six in ten respondents indicated awareness of the various services available:

- Gamblers Anonymous: 62%;
- Toll-free gambling information line: 59%; and
- Regional Addictions Services/Detox: 63%.

Awareness of Regional Addictions Services/Detox was generally similar across all gambling subtypes. However, awareness of Gamblers Anonymous and the toll-free gambling information varied by gambling subtypes. More specifically, moderate-risk gamblers and low-risk gamblers were more likely than all other gambling subtypes to be aware of Gamblers Anonymous. Furthermore, moderate-risk gamblers and low-risk gamblers were more likely than non-gamblers and non-problem gamblers to be aware of the toll-free information line (see Table 63).

Table 63: Awareness of Specific Gambling Support Services in New Brunswick[87]

	Overall *(N=2,800)*	***Non-Gambler*** *(N=453)*	***Non-Problem Gambler*** *(N=2,105)*	***Low-Risk Gambler*** *(N=163)*	***Moderate-Risk Gambler*** *(N=50)*	***Problem Gambler*** *(N=28)*
Gamblers Anonymous	**61.9%**	52.7%	62.2%	71.6%	89.2%	57.7%
Regional Addictions Services/Detox	**58.6%**	56.7%	59.9%	54.3%	43.5%	51.9%
Toll-free gambling information line	**63.0%**	47.5%	63.7%	79.2%	81.6%	68.6%

Awareness of specific gambling support services tended to differ based on other characteristics. Awareness of Gambler's Anonymous was similar across most respondents, however, awareness was higher for respondents aged 19 to 34 (67%), followed by respondents aged 35 to 54 (61%) and those aged 55 or older (60%).

Awareness of Regional Addictions Services/Detox was higher for females (61%) compared to males (56%); and Francophone respondents (64%) compared to Anglophone respondents (57%).

Awareness of the toll-free gambling information line was higher for:

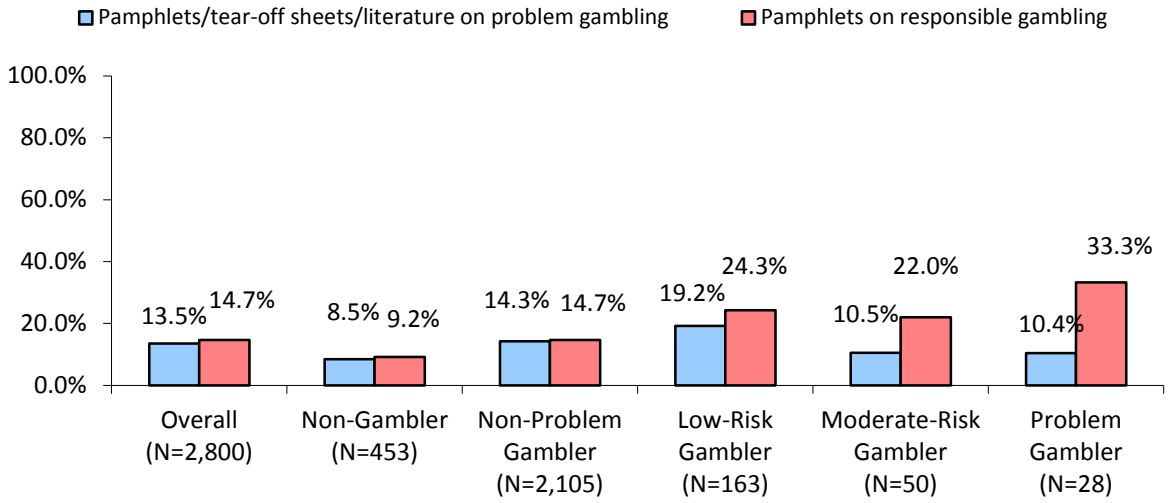
- Respondents aged 35 to 54 (68%), followed by respondents aged 19 to 34 (66%) and those aged 55 or older (57%); and
- Anglophone respondents (65%) compared to Francophone respondents (59%).

[87] **The sample size for problem gamblers is less than 30, therefore, findings should be interpreted with caution.**

Overall, very few respondents have seen or read pamphlets/tear-off sheets/literature on problem gambling (14%) or pamphlets on responsible gambling (15%) (see Figure 49).

Having seen or read literature/pamphlets on gambling varied by gambling subtypes. More specifically, low-risk and non-problem gamblers were more likely than problem, moderate-risk and non-gamblers to have seen or read pamphlets/tear-off sheets/literature on problem gambling. In contrast, problem gamblers were more likely than the remaining gambling subtypes to have seen or read pamphlets on responsible gambling (see Figure 49).

Figure 49: Percentage Who Have Seen/Read Literature or Pamphlets on Gambling[88]



The percentage of respondents who have seen or read literature or pamphlets on gambling was similar across most characteristics. However, differences were found to exist by age and mother tongue:

- Respondents aged 19 to 34 years (22%) were more likely than those aged 35 to 54 (14%) and aged 55 or older (11%) to have seen or read pamphlets/tear-off sheets/literature on problem gambling; and
- Francophone respondents (17%) were more likely than Anglophone respondents (12%) to have read pamphlets on responsible gambling.

[88] **The sample size for problem gamblers is less than 30, therefore, findings should be interpreted with caution.**

6.2 Past Use of Gambling Support Services

Respondents were asked if they have ever sought assistance or information from informal sources such as spouse/partner, friends, or family members or from more formal sources to help themselves or someone else with a gambling problem.

Overall, 5% of respondents have ever sought help or assistance from formal or informal sources (see Figure 50). As might be expected, problem gamblers (34%) were most likely to have ever sought help or assistance. Indeed, this gambling subtype was more likely than moderate-risk (2%), low-risk (7%), non-problem gamblers (4%), and non-gamblers (5%) to have ever sought help or assistance.

Figure 50: Percentage Who Have Ever Sought Assistance of Information from Formal or Informal Sources to Help Themselves or Someone Else With a Gambling Problem

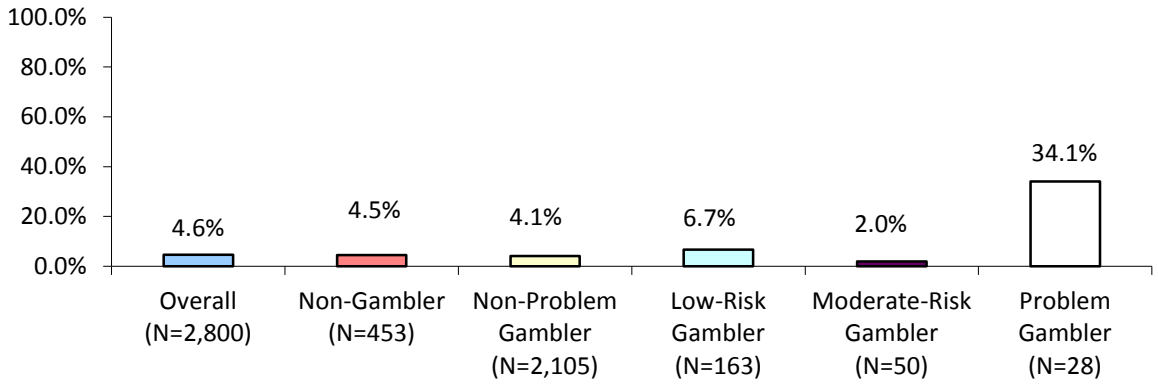


Table 64 shows the sources of help or assistance accessed by those who have sought it in the past. A wide variety of both formal and informal sources were accessed, with the most common being Regional Addictions Services/Detox (18%), Gamblers Anonymous (16%), and the toll-free information line (16%).

Table 64: Sources of Help or Assistance Accessed* (N=129)

Regional Addictions Services/Detox	18.3%
Gamblers Anonymous	15.7%
Toll-free gambling information line	15.5%
Addictions counsellor	11.6%
Other family members	9.3%
Social worker/Psychologist/Psychiatrist	9.1%
Internet/website sources	8.0%
Employer/colleagues	6.2%
Hospital/health centres	5.7%
Employee/Family Assistance Program	5.7%
Law enforcement official	3.6%
Friends	3.1%
Family doctor	3.0%
Other gambling self-help groups	2.9%
Spouse/partner	1.6%
Church/religious groups	1.0%
Other	9.6%
Don't know/ Refused	5.8%

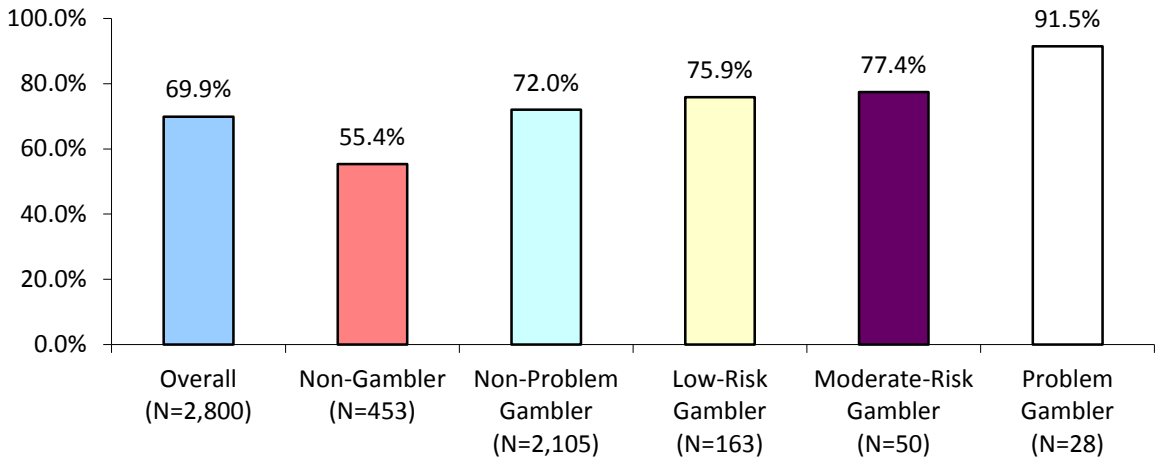
**Multiple responses allowed.*

7.0 RESPONSIBLE GAMBLING

All respondents were asked to indicate whether they were familiar with the term "Responsible Gambling" (see Figure 51). Overall, 70% of respondents were familiar with the term "Responsible Gambling". Problem gamblers (92%) were more likely to be familiar with the term compared to non-problem gamblers (55%) and non-gamblers (72%).

In terms of demographics, males (73%) were more likely than females (67%) to be familiar with this term. Anglophone respondents (74%) were more likely to be familiar with this term compared to Francophone respondents (63%). Furthermore, those with annual household incomes of more than $20,000 (72%) were also more likely than those with lower annual incomes (less than $20,000: 61%) to be familiar with this term.

Figure 51: Percentage of Respondents who are Familiar with the Term "Responsible Gambling" [89]



[89] **The sample size for problem gamblers is less than 30, therefore, findings should be interpreted with caution.**

Next, respondents were asked to describe, in their own words, what the term "responsible gambling" means to them. The most common meaning given for this term was controlling/limiting the amount of money you spend (35%) and knowing your limits/playing within your limits (32%).

Table 65: Meaning of the Term "Responsible Gambling"* (N=2,800)

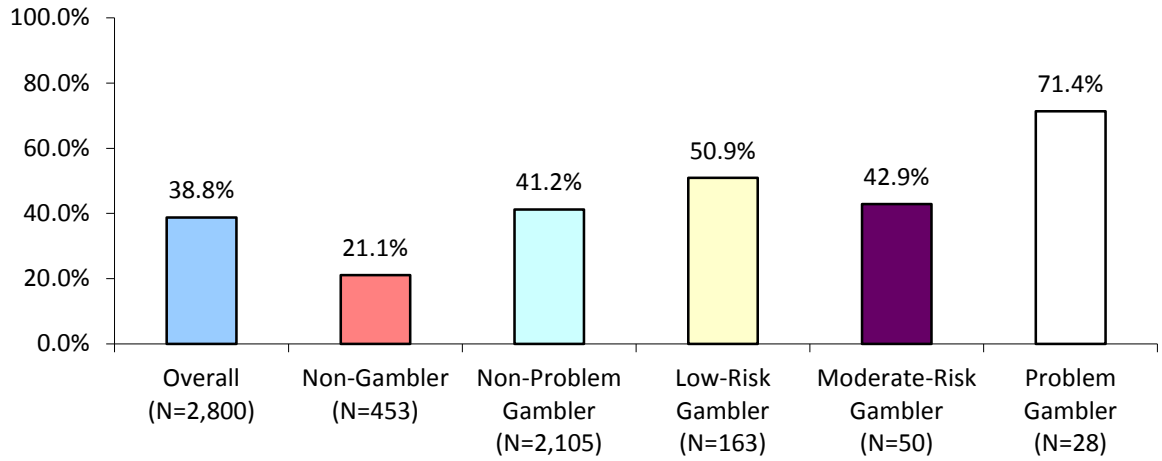
Controlling/Limiting the amount of money you spend	35.1%
Knowing your limits/Playing within your limits	32.1%
Being able to control your gambling	16.9%
Gamble for Fun/Entertainment	7.6%
Practicing moderation in gambling/ not as a habit	3.6%
Meaningless phrase/No such thing as responsible gambling	3.2%
Gambling responsibly	2.4%
Limit the amount of time you gamble	2.3%
Other	2.1%
Don't know/Refused	6.0%

**Multiple responses allowed.*

Overall, approximately four in ten respondents (39%) have seen or heard information on responsible gambling in New Brunswick (see Figure 52).

Having seen or heard information on responsible gambling varied by gambling subtypes. More specifically, problem gamblers (71%) were more likely to have seen or heard information about responsible gambling compared to all the other gambling subtypes (moderate-risk gamblers: 43%; low-risk gamblers: 51%; non-problem gamblers: 41%; and non-gamblers: 21%) (see Figure 52).

Figure 52: Percentage Who Have Seen or Heard Information on Responsible Gambling in NB[90]



[90] **The sample size for problem gamblers is less than 30, therefore, findings should be interpreted with caution.**

Respondents who remembered seeing or hearing the Responsible Gambling information (N=1,087) were asked to identify where they recalled seeing or hearing this information. Overall, most respondents recalled exposure to the information via television (63%), followed very distantly by radio (14%) and newspapers (10%).

Table 66: Sources of Responsible Gambling Information* (N=1,087)

Television	63.0%
Radio	13.5%
Newspapers	10.2%
Posters (in restaurants/bars/alcohol establishments/Legions & around town)	8.8%
Casino	8.5%
VLTs	6.3%
Internet/Website	4.4%
Healthcare facility	3.1%
At convenience store	3.0%
Brochures	2.5%
Billboard	2.5%
School	1.8%
Lotto Booth/Kiosk	1.6%
Work	1.5%
Other	9.5%
Don't know/Refused	2.3%

**Multiple responses allowed.*

Respondents who recalled the responsible gambling information (N=1,087) were asked to identify the main message of the information. The most commonly recalled message was playing responsibly/knowing limits (40%), followed by a number to call for help (21%) and getting help/help is available (20%) (see Table 67).

Table 67: Main Message Recalled about the Responsible Gambling Information* (N=1,087)

Play responsibly/ know limits	39.7%
A number to call for help with gambling problems	20.9%
Get help/ help is available	19.7%
Damaging effects of gambling	6.2%
Negative impact of gambling on families	3.3%
Watching for warning signs of gambling problems	2.0%
Other	1.3%
Don't know	19.0%

**Multiple responses allowed.*

Respondents who recalled more than one Responsible Gambling message (N=118) were asked to identify which message was the most useful or meaningful to them. Similarly, playing responsibly/knowing limits (24%) was the one message that grabbed their attention.

8.0 AWARENESS OF GAMBLING ISSUES

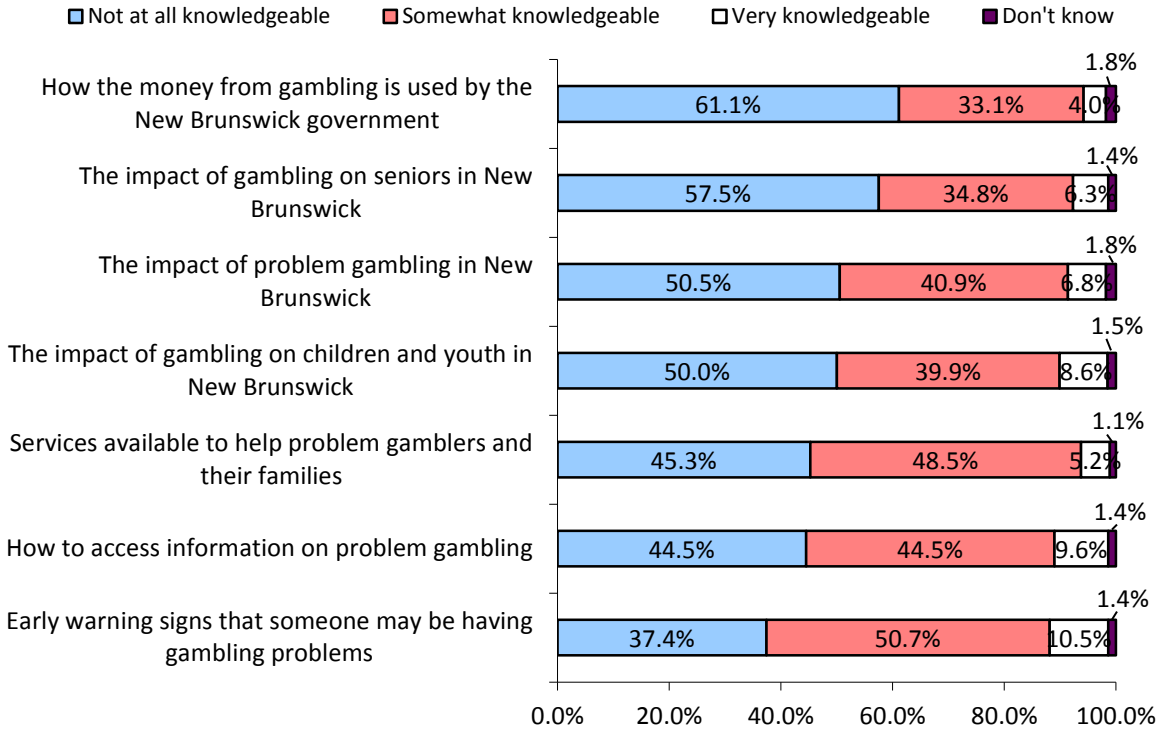
In recent years, the provincial government has made efforts to increase awareness and educate the public on various gambling issues. To assess awareness of these efforts, respondents were asked a series of questions on gambling issues in the province.

As shown below, knowledge of the various gambling issues in New Brunswick was moderate to low. Over half of respondents were *somewhat* or *very* knowledgeable on issues related to spotting gambling problems and ways to help:

- Early warning signs that someone may be having gambling problems (61%);
- How to access information on problem gambling (54%); and
- Services available to help problem gamblers and their families (54%).

Approximately six in ten respondents were *not at all* knowledgeable regarding how the money from gambling is used by the government (61%) or the impact of gambling on seniors (58%).

Figure 53: Level of Knowledge on Various Gambling Issues in the Province of New Brunswick* (N=2,800)



Differences were found to exist in the knowledge level of respondents for many of these statements based on particular characteristics, including gambling subtype, age, education and household income:

The impact of problem gambling in New Brunswick:

- Knowledge was higher among problem gamblers (70%) and low-risk gamblers (60%) as compared to all other gambling subtypes (moderate-risk gamblers: 42%; non-problem gamblers: 48%; non-gamblers: 41%);
- Knowledge was higher among those with at least some post-secondary (51%) as compared to high school or less education (41%); and
- Knowledge was higher among those with household incomes of more than $20,000 (49%) as compared to lower incomes ($20,000 or less: 41%).

Services available to help problem gamblers and their families:

- Knowledge was higher among problem gamblers (80%) as compared to all other gambling subtypes (moderate-risk gamblers: 63%; low-risk gamblers: 66%; non-problem gamblers: 54%; non-gamblers: 44%);
- Knowledge was higher among those with at least some post-secondary (56%) as compared to high school or less education (49%); and
- Knowledge was higher among those with household incomes of more than $20,000 (56%) as compared to lower incomes ($20,000 or less: 43%).

Early warning signs that someone may be having problems with their gambling:

- Knowledge was higher among problem gamblers (88%), moderate-risk gamblers (72%) and low-risk gamblers (73%) as compared to non gamblers (47%);
- Knowledge was highest among those aged 19 to 34 years (74%), followed by 35 to 54 years (64%) and 55 years or older (52%);
- Knowledge was higher among those with at least some post-secondary (65%) as compared to high school or less education (54%); and
- Knowledge was higher among those with household incomes of more than $20,000 (65%) as compared to lower incomes ($20,000 or less: 48%).

How to access information on problem gambling:

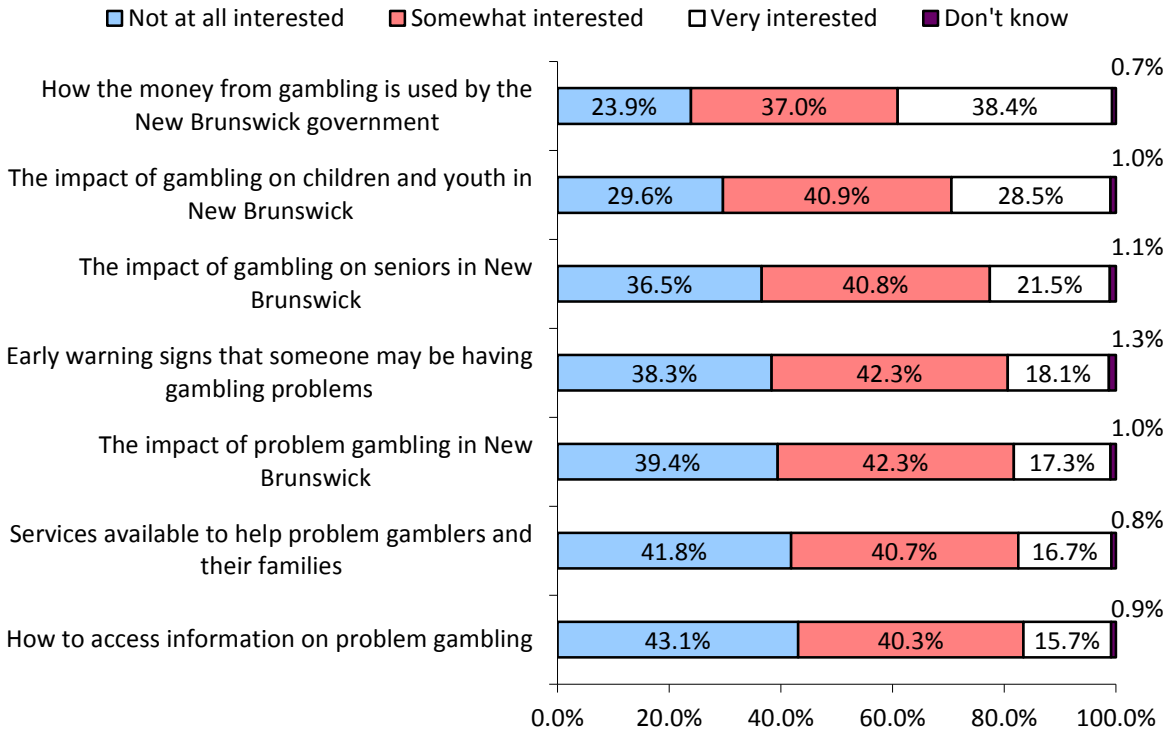
- Knowledge was higher among problem gamblers (70%), moderate-risk gamblers (59%), low-risk gamblers (68%), and non-problem gamblers (56%) as compared to non-gamblers (40%);
- Knowledge was highest among those aged 19 to 34 (66%), followed by 35 to 54 years (57%) and 55 years or older (44%);
- Knowledge was higher among those with at least some post-secondary (59%) as compared to high school or less education (44%); and
- Knowledge was higher among those with household incomes of more than $20,000 (57%) as compared to lower incomes ($20,000 or less: 45%).

As shown in Figure 54, interest among respondents was high for all issues. Respondents were most interested in how the money from gambling is used by the New Brunswick government (37% *somewhat* interested; 38% *very* interested) and the impact of gambling on children and youth in New Brunswick (41% *somewhat* interested; 29% *very* interested).

Furthermore, approximately six in ten respondents were interested in the following issues:

- The impact of gambling on seniors in New Brunswick (41% *somewhat* interested; 22% *very* interested);
- Early warning signs that someone may be having gambling problems (42% *somewhat* interested; 18% *very* interested); and
- The impact of problem gambling in New Brunswick (42% *somewhat* interested; 17% *very* interested).

Figure 54: Level of Interest in Various Gambling Issues in the Province of New Brunswick* (N=2,800)



Differences were found to exist in the interest level of respondents for several statements based on particular characteristics, including gambling subtype, gender, age and education:

The impact of problem gambling in New Brunswick:

- Interest was higher among problem gamblers (94%) and low-risk gamblers (77%) as compared to moderate-risk gamblers (62%), non-problem gamblers (60%) and non gamblers (52%); and
- Interest was higher among those aged 19 to 34 (65%) as compared to those aged 35 to 54 (60%) and aged 55 or older (56%).

Early warning signs that someone may be having problems with their gambling:

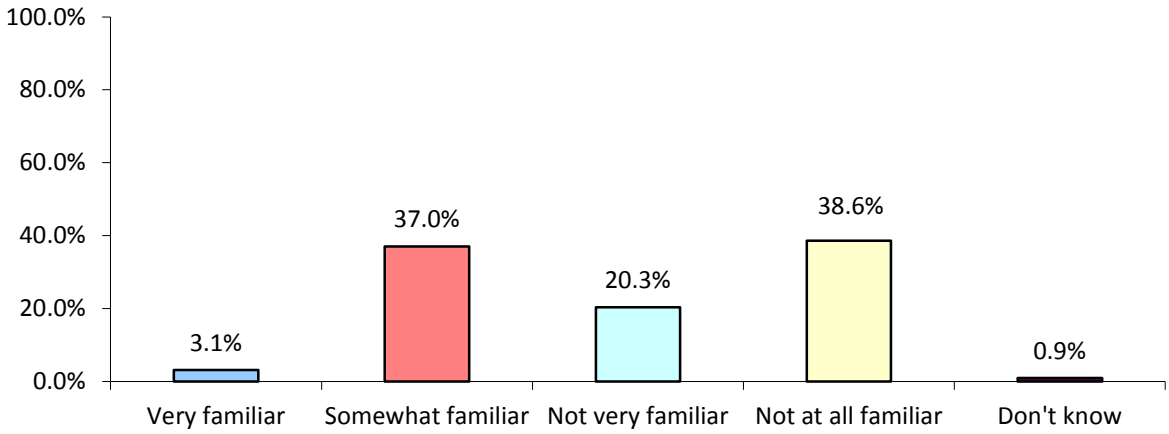
- Interest was higher among problem gamblers (77%) as compared to non gamblers (52%); and
- Interest was higher among females (64%) as compared to males (57%).

How the money from gambling is used by the New Brunswick government:

- Interest was higher among problem gamblers (97%) as compared to all other gambling subtypes (moderate-risk gamblers: 77%; low-risk gamblers: 85%; non-problem gamblers: 77%; non gamblers: 64%);
- Interest was higher among females (64%) as compared to males (57%); and
- Interest was higher among those with at least some post-secondary (77%) as compared to high school or less education (71%).

Nearly six in ten respondents (59%) were *not very* familiar or *not at all* familiar with the efforts of the provincial government to create awareness of gambling related problems. The remaining respondents were familiar (37% *somewhat* familiar; 3% *very* familiar).

Figure 55: Familiarity with Provincial Government Efforts to Create Awareness of Gambling Related Problems (N=2,800)



Familiarity with government efforts to increase awareness of gambling problems was higher among:

- Low-risk gamblers (52%) as compared to all other gambling subtypes (problem gamblers: 40%; moderate-risk gamblers: 29%; non-problem gamblers: 42%; non gamblers: 27%);
- Respondents aged 19 to 34 years (44%) as compared to those aged 55 years or older (38%);
- Francophone respondents (45%) as compared to Anglophone respondents (38%);
- Respondents with at least some post-secondary (43%) as compared to those with lower education levels (35%); and
- Respondents with household incomes of more than $20,000 (42%) as compared to lower incomes ($20,000 or less: 31%).

9.0 ADVERTISING AWARENESS

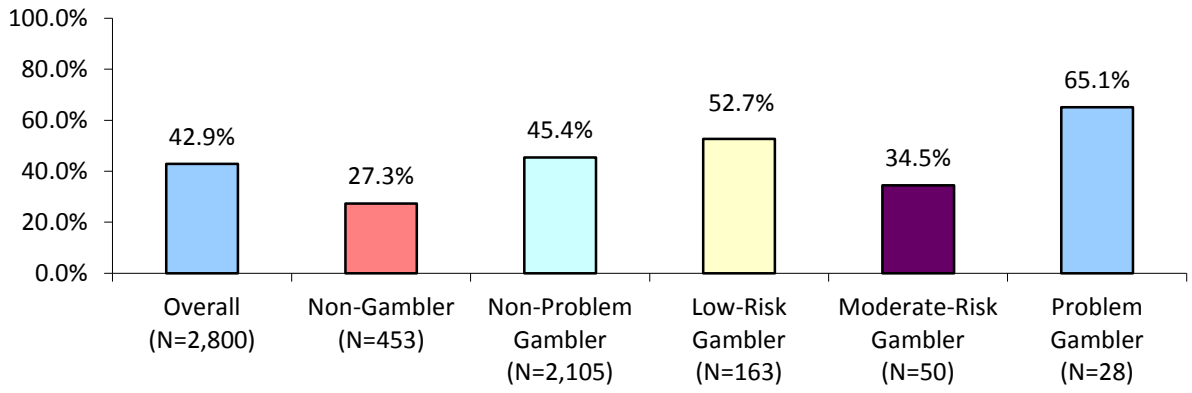
Over the past year, the New Brunswick government has undertaken a public awareness advertising campaign related to problem gambling within the province. To obtain a measure of the effectiveness of the ad campaign, questions to assess aided and unaided recall were asked to respondents.

9.1 UNAIDED AWARENESS

To gauge top-of-mind or unaided awareness of the public awareness campaign launched by the government of New Brunswick, respondents were asked if they recalled seeing or hearing any advertising related to problem gambling within the past 12 months. If so, they were asked to identify where they saw or heard the advertising and the main message of the advertising they recalled.

Less than one-half of respondents (43%) recalled seeing or hearing advertising related to problem gambling in New Brunswick within the past 12 months. Compared to non-gamblers (27%), all other gambling subtypes were more likely to recall such advertising within the past 12 months (see Figure 56).

Figure 56: Advertising Recall (Unaided) [91]



Unaided advertising recall also differed by various characteristics. More specifically:

- Respondents aged 19 to 34 and aged 35 to 54 were more likely to recall such advertising (48% and 45% respectively) when compared to older respondents (aged 55 or older: 37%);
- Francophone respondents (49%) were more likely than Anglophone respondents (41%) to recall problem gambling advertising on an unaided basis; and
- Respondents with incomes of more than $20,000 (46%) were more likely than respondents with incomes less than $20,000 (34%) to recall problem gambling advertising on an unaided basis.

[91] **The sample size for problem gamblers is less than 30, therefore, findings should be interpreted with caution.**

Respondents who remembered seeing or hearing advertising on an unaided basis (N=1,203) were asked to identify where they recalled seeing or hearing the advertising. Overall, most respondents recalled exposure to the advertising via television (77%), followed very distantly by radio (16%) and newspapers (9%).

Table 68: Sources of Unaided Advertising Recall* (N=1,203)

Television	77.3%
Radio	15.9%
Newspapers	9.2%
Posters/coasters in restaurants/bars	6.6%
Internet/website	3.4%
Casino	2.4%
Brochures	2.2%
Billboard	2.1%
Health care facility	2.0%
Posters/coasters in Legions	1.1%
VLTs	1.0%
Placemats in restaurants/bars	0.4%
Yellow or white pages	0.2%
Other	4.2%
Don't know/Refused	3.0%

**Multiple responses allowed.*

Respondents who recalled exposure to advertising on an unaided basis were also asked to identify the main message of the advertising they recalled. The more commonly recalled messages included a number to call for help with gambling problems (37%), get help/help is available (31%), and play responsibly/know limits (29%).

Table 69: Main Message Recalled for Unaided Advertising*

	Television *(N=928)*	***Radio*** *(N=191)*	***Newspapers*** *(N=111)*	***Posters/ Coasters in Restaurants/ Bars*** *(N=72)*	***Internet/ Website*** *(N=40)*	***Total**** *(N=1,164)*
A number to call for help with gambling problems	25.6%	25.4%	22.0%	53.7%	28.4%	**36.6%**
Play responsibly/ know limits	23.1%	20.8%	17.3%	20.8%	26.6%	**28.5%**
Get help/ help is available	21.4%	25.6%	33.8%	18.4%	40.1%	**30.5%**
Damaging effects of gambling	12.9%	12.1%	9.9%	7.6%	10.6%	**15.3%**
Negative impact of gambling on families	9.0%	4.2%	1.4%	3.0%	-	**8.9%**
Watching for warning signs of gambling problems	2.5%	2.1%	1.7%	0.8%	4.1%	**3.1%**
Other	2.9%	3.0%	1.8%	-	-	**3.4%**
Don't know/Refused	18.8%	17.3%	22.3%	9.8%	9.3%	**22.7%**

**Multiple responses allowed. Brochures, placemats in restaurants/bars, VLTs, posters/coasters in legions, and yellow or white pages were not presented separately due to small sample sizes.*

***Respondents who were unsure of the advertising source were not asked to identify the message recalled.*

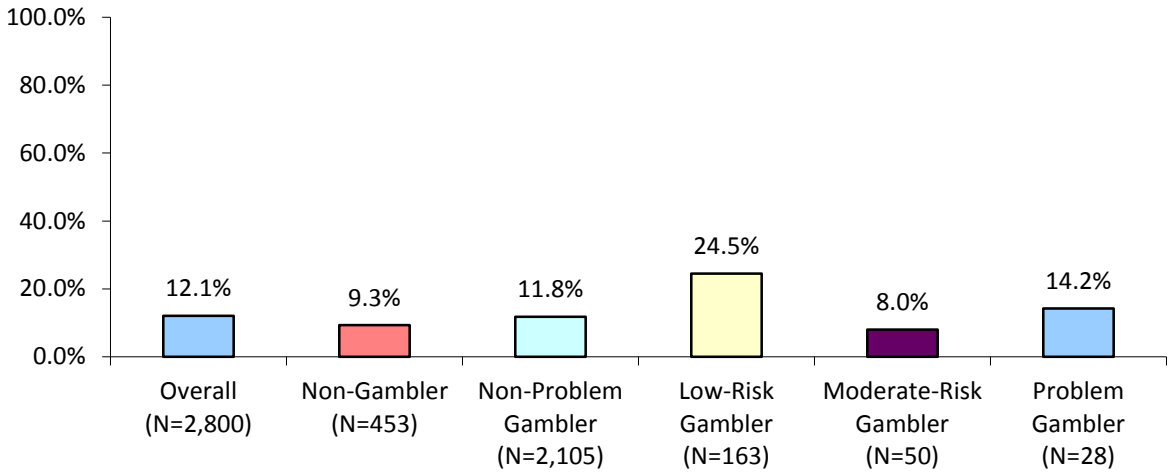
9.2 AIDED CAMPAIGN RECALL

To gauge aided recall of the provincial government's public awareness campaign, respondents were read the following description and asked if they recalled seeing the ad on television over the past 12 months.

Over the past 12 months, do you remember seeing an ad on television which features a woman sitting in a dark area in front of VLT machines?

Overall, aided recall of this television ad campaign was low, with 12% of respondents recalling seeing the television ad within the past 12 months. Recall of this ad campaign was highest among low-risk gamblers (25%), and this gambling subtype was more likely than non-problem gamblers (12%), non-gamblers (9%) and moderate-risk gamblers (8%) to indicate recall (see Figure 57).

Figure 57: Advertising Recall (Aided) [92]



Aided advertising recall also differed by various characteristics. More specifically, aided recall of the television ad was higher for:

- Males (14%) as compared to females (11%);
- Respondents aged 19 to 34 (15%) as compared to respondents aged 35 to 54 (11%) and 55 years of age or older (11%); and
- Francophone respondents (15%) as compared to Anglophone respondents (11%).

[92] **The sample size for problem gamblers is less than 30, therefore, findings should be interpreted with caution.**

Respondents who recalled the television ad on an aided basis (N=337) were asked to identify the main message of the ad. The most commonly recalled message was the damaging effects of gambling (37%).

Table 70: Main Message Recalled for Aided Television Advertising* (N=337)

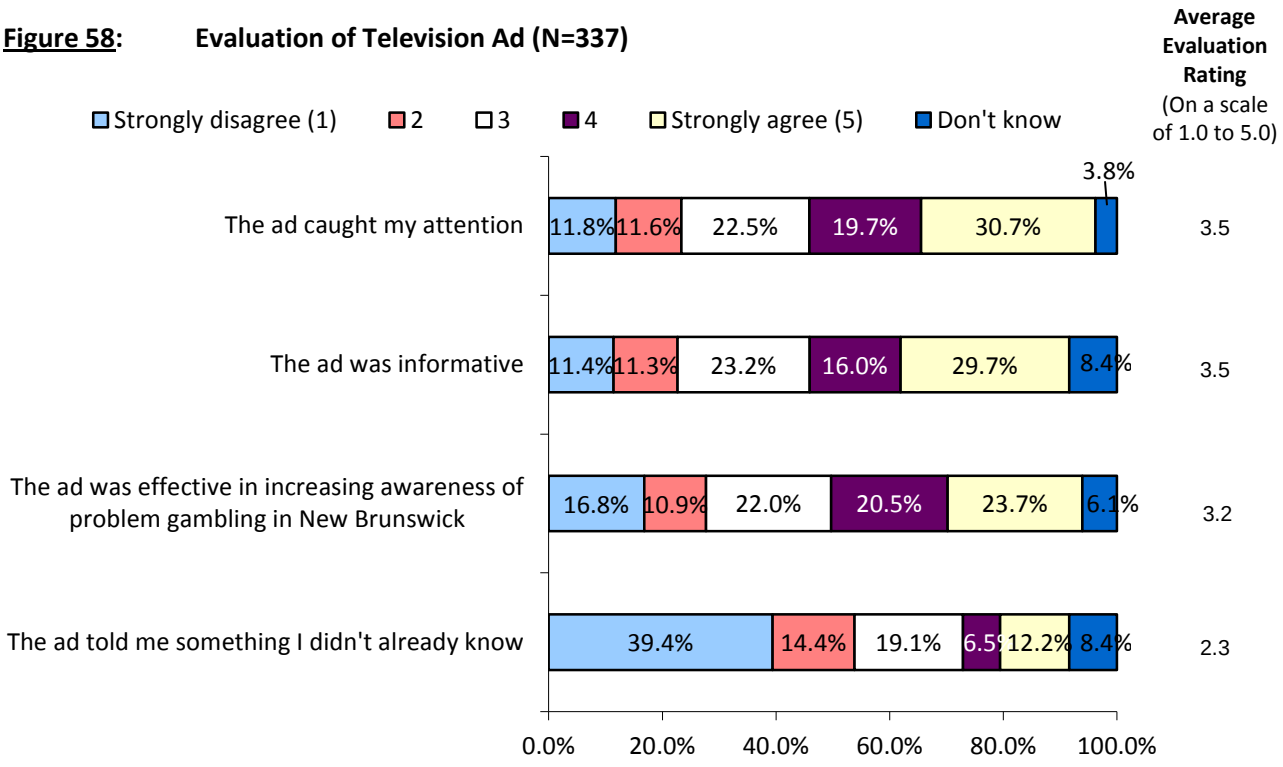
Damaging effects of gambling	36.8%
Play responsibly/ know limits	9.6%
Get help/ help is available	9.3%
Negative impact of gambling on families	4.7%
A number to call for help with gambling problems	4.1%
Watching for warning signs of gambling problems	2.5%
Don't gamble/ gambling is bad	0.8%
Other	3.9%
Don't know	40.3%

**Multiple responses allowed.*

These respondents (N=337) were also asked to evaluate the television ad by indicating their level of agreement or disagreement with various statements, on a scale of 1 to 5, with 1 being "strongly disagree" and 5 being "strongly agree". Since responses were provided on a 5-point scale, the numerical responses were summed and this sum was used to calculate an average rating (out of 5.0) indicating the level of agreement with each statement.

Overall, evaluation of the ad was moderate. Agreement was highest that the ad was attention catching (3.5 out of 5.0) and informative (3.5 out of 5.0). However, agreement was lowest that the ad conveyed something respondents didn't already know (2.3 out of 5.0).

Figure 58: Evaluation of Television Ad (N=337)



Differences were found to exist in the evaluation of the ad for each of these statements based on particular characteristics, including gambling subtype, age, mother tongue and household income:

The ad caught my attention

- Agreement was lower among problem gamblers (1.0) as compared to all other gambling subtypes (moderate-risk gamblers: 3.5; low-risk gamblers: 3.9; non-problem gamblers: 3.4; non-gamblers: 3.5);
- Agreement was higher among those aged 55 or older (3.7) as compared to those aged 19 to 34 (3.2); and
- Agreement was higher among Francophone respondents (3.8) as compared to Anglophone respondents (3.3).

The ad was informative

- Agreement was lower among problem gamblers (1.0) as compared to all other gambling subtypes (moderate-risk gamblers: 4.1; low-risk gamblers: 3.4; non-problem gamblers: 3.4; non-gamblers: 3.7); and
- Agreement was higher among Francophone respondents (3.9) as compared to Anglophone respondents (3.2).

The ad was effective in increasing awareness of problem gambling in New Brunswick

- Agreement was lower among problem gamblers (1.0) as compared to all other gambling subtypes (moderate-risk gamblers: 2.3; low-risk gamblers: 2.6; non-problem gamblers: 2.3; non-gamblers: 2.5); and
- Agreement was higher among those aged 55 or older (3.5) as compared to those aged 19 to 34 (2.9).

The ad told me something I didn't already know

- Agreement was lower among problem gamblers (2.0) as compared to all other gambling subtypes (moderate-risk gamblers: 3.8; low-risk gamblers: 3.3; non-problem gamblers: 3.3; non-gamblers: 3.1); and
- Agreement was higher among respondents with annual household incomes of less than $20,000 (2.9) as compared to those with incomes higher than $20,000 (2.2).

10.0 PROFILE OF SURVEY RESPONDENTS

Presented below is a profile of survey respondents. Survey respondents were a fairly equal mix of males and females (48% and 52% respectively), were most commonly between the ages of 45 and 64 (40%), and the majority reported their mother tongue to be English (68%).

Just over one-half of respondents were married (58%) and a similar percentage were employed (60%). The majority of respondents had at least some post-secondary education (70%), while 42% of annual household incomes were in the $20,001 to $60,000 range.

In terms of household composition, six in ten respondents (61%) resided in households with 2 or 3 individuals (including themselves). Two-thirds (66%) indicated their household had no individuals under the age of 19.

Table 71: Demographic Profile of Survey Respondents

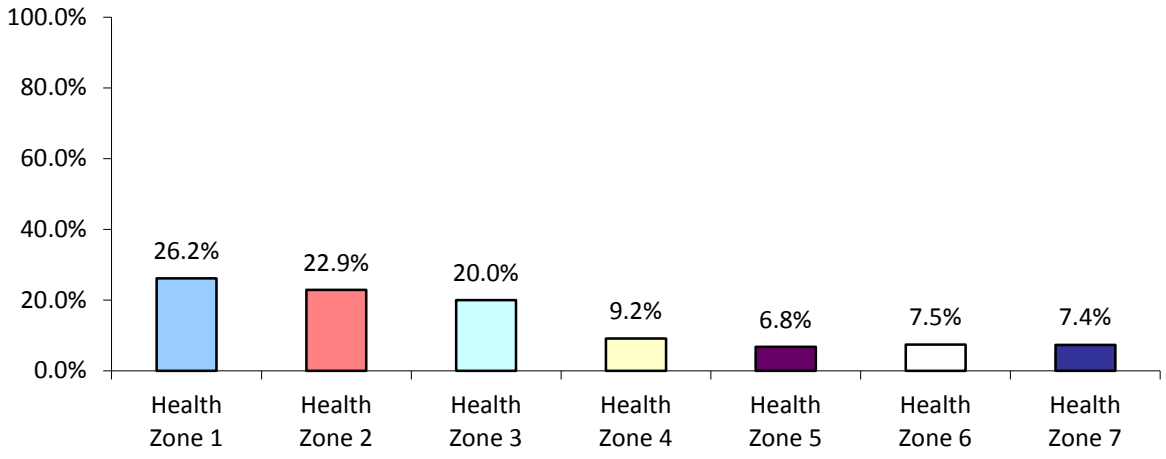
Gender	***(N=2,800)***
Male	48.2%
Female	51.8%
Age*	***(N=2,799)***
19-24	4.9%
25-34	18.3%
35-44	16.5%
45-54	20.7%
55-64	19.5%
65+	20.1%
Mother Tongue	***(N=2,800)***
English	67.6%
French	30.3%
Other	1.8%
Refused	0.3%
Marital Status	***(N=2,800)***
Married	57.6%
Common-law/ living with partner	13.3%
Single	14.7%
Widowed	5.4%
Divorced or separated	8.3%
Refused	0.7%
Education	***(N=2,800)***
Some high school/ junior high or less	7.4%
Completed high school	22.1%
Trade certificate or diploma	11.8%
Non-university certificate or diploma	24.0%
University certificate or diploma below Bachelor's	5.2%
Bachelor's degree	19.3%
University degree or certificate above Bachelor's	9.5%
Don't know/Refused	0.8%

Employment Status	***(N=2,800)***
Employed full-time	50.8%
Employed part-time	9.4%
Unemployed	6.4%
Student	1.7%
Retired	25.8%
Homemaker	4.3%
Refused	1.6%
Annual Household Income*	***(N=2,227)***
$20,000 or less	9.3%
$20,001 to $40,000	22.6%
$40,001 to $60,000	19.1%
$60,001 to $80,000	15.0%
$80,001 to $100,000	11.2%
More than $100,000	22.8%
Number of People in Household*	***(N=2,767)***
1	16.4%
2	42.0%
3	18.6%
4	16.2%
5+	6.8%
Number of People in Household under 19*	***(N=2,766)***
0	65.6%
1	15.0%
2	14.3%
3+	5.1%

**Those who were unsure or refused to provide a response were excluded from this analysis.*

Most commonly, survey respondents resided in health zone 1 (26%), health zone 2 (23%) and health zone 3 (20%). Please note that the percentages in Figure 59 are based on additional sample being added to Zones 4, 5, 6 and 7.

Figure 59: Distribution of Survey Respondents by Health Zone (N=3,846[93])



[93] Seventeen respondents could not be classified into a health zone because the respondents did not provide their FSA or list their community.

11.0 CONCLUSIONS

This report presents the findings from the *2014 New Brunswick Gambling Prevalence Study*, conducted by MQO Research on behalf of the New Brunswick Department of Health and the Department of Finance. This study is the fifth Gambling Prevalence Study conducted with residents of the province, with the last study conducted in 2009.

Five years following the completion of the last gambling prevalence study, another gambling prevalence study has been conducted with residents of New Brunswick. The purpose of this study was to further observe and track gambling trends in the province and to assess public awareness of the Problem Gambling Awareness campaign launched by the Department in March 2014.

This study used the same methodological approach as the 2009 study. In 2009, several methodological improvements from the 2001 study were identified and incorporated into the study. Most notably, the sample size was increased from 800 respondents to approximately 2,800 respondents, an increase which allowed for a lower margin of error as well as analysis of the data on a regional level. Furthermore, to accurately reflect the increasing popularity of activities such as Internet gambling and poker, and trends observed in the provision of support and treatment services, the inclusion of a more comprehensive list of gambling activities, including poker (including poker at home, friends' home, and at work; electronic poker; and Internet poker) and Internet gambling (excluding Internet poker) allowed for a more in-depth analysis of these rapidly expanding areas of concern. Initially, the sample was divided proportionally across the province, which resulted in small sample sizes in Health Zones 4, 5, 6 and 7. Therefore, an additional 1,063 surveys were collected to help increase the sample sizes in these four zones and reduce the margin of sampling error in these zones. These additional surveys were only included in the overall analysis by Health Zone.

The results of this study will be used to provide the information needed to continue to provide effective gambling treatment services to residents of the province. Presented below are some of the key conclusions that were drawn from this study.

CONCLUSIONS

Gambling, in general, is common among New Brunswickers, though the overall prevalence of gambling has increased since 2009. The problem gambling prevalence rate is similar to the rate in 1996 and what is found in other provinces across Canada.

Provincially, 85% of respondents have gambled at least once in the past year, of which 67% participated in at least one gambling activity on a regular basis (that is, at least once a month). Furthermore, 6.1% of respondents were classified as low-risk gamblers, 1.8% as moderate-risk gamblers and 1.0% as problem gamblers. Breakdowns by health zone were generally similar to this overall result, with the exceptions that Zones 1 and 7 are lower than the provincial average and Zones 2 and 5 are higher. Based on a provincial adult population of 601,150, it can be projected that 10,821 adult residents are moderate-risk gamblers and 6,011 adult residents are problem gamblers.

Compared to 2009, the provincial gambling prevalence rate has increased from 78% to 85%. This overall gambling prevalence rate is higher, but is still in line with findings from other provinces, and is comparable to 1996 levels.

Though the gambling prevalence rate has increased, gambling expenditures have decreased compared to previous years[94] [95].

As stated previously, 85% of respondents have gambled at least once in the past year, an increase from 78% in 2009, 81% in 2001, 84% in 1996, and 80% in 1992. However, yearly expenditures on gambling activities over this period have decreased, from an average of $1,152.87 per person in 2009 to an average of $941.97 per person in 2014[96]. Furthermore, though participation in popular activities such as lottery draws, instant wins, VLTs, and bingo have increased since 2009, average monthly expenditures for these activities have decreased over this period.

Moderate-risk and problem gamblers represent distinct segments of the general adult population.

The findings of this study indicate that problem gamblers were mostly males (82%) between the ages of 45 and 54 (25%) or 55 and 64 (20%). Six in ten had at least some post-secondary education. Moderate-risk gamblers were mostly males (69%) between the ages of 25 and 34 (35%) or 35 and 44 (25%). Over one-half (54%) had at least some post-secondary school education.

VLT use is extensive among problem gamblers in New Brunswick.

A relationship between VLTs and problem gambling has been clearly established in previous research (Marshall & Wynne, 2004). Though VLTs were not a more common past year gambling activity (8%), this study has shown a relationship between VLT use and problem gambling. For example, 79% of problem

[94] Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.
[95] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.
[96] The 2014 yearly expenditure was calculated excluding short term speculative stock or commodity purchases to allow for a more meaningful comparison to previous yearly expenditures and to more closely match the gambling activities included in previous studies.

gamblers have played VLTs in the past 12 months, higher than all other gambling subtypes, and 34% remembered VLTs as their first gambling experience. Furthermore, rates of moderate-risk and problem gambling for VLT players were 11.4% and 10.2% respectively. These rates are substantially higher than the moderate-risk and problem gambling rates found provincially (1.8% and 1.0% respectively) and the combined rate (21.6%) is eight times higher than the combined provincial rate (2.8%).

Internet gambling (including Internet poker) and VLT gambling are frequent forms of gambling among problem gamblers in particular.

Two percent of respondents have participated in Internet gambling (including Internet poker) in the past 12 months, while 8% have played VLTs over this period.

Furthermore, both Internet gambling and VLT gambling appear to have close relationships with problem gambling. It is estimated that 15.1% of Internet gamblers can be considered problem gamblers, fifteen times higher than the provincial problem gambling prevalence rate (1.0%). Furthermore, 10.2% of VLT players are problem gamblers, again higher than the provincial problem gambling prevalence rate (1.0%).

Problem gamblers experience negative consequences related to their gambling, in particular financial difficulty.

Negative financial consequences were common among problem gamblers in this study. Problem gamblers had the highest unemployment rate of all the gambling subtypes (28%). Related to finances, problem gamblers also spent large amounts of money on gambling activities, with yearly spending averaging $3,778.75 (or $314.90 monthly), just slightly below moderate-risk gamblers. Problem gamblers also had the largest amount spent on one occasion averaging $793.36, slightly higher than the amount found for moderate-risk gamblers. The problem gambling rate was found to be 1.0%, with problem gamblers accounting for 4% of the total yearly expenditures on gambling[97] [98]*.*

The time spent gambling by problem gamblers was the highest among the gambling subtypes (11 hours in a typical month). In terms of their self-assessment of their gambling behaviour, one-quarter of problem gamblers felt their gambling was a serious problem. Also of interest, a notable percentage of problem gamblers indicated they have experienced problems at some point with the amount of time and/or money spent on gambling (76%) and the majority feel their problem gambling has either been partially resolved (53%) or is still a problem (44%).

Early experiences play a role in later problem gambling behavior.

The majority of non-gamblers, non-problem gamblers, low-risk gamblers, moderate-risk gamblers, and problem gamblers began gambling for money at age 19 or older. However, a notable percentage of moderate-risk gamblers (45%) reported their first monetary gambling experience as occurring between

[97] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[98] In determining percentages of total yearly spending, short term speculative stock or commodity purchases were not excluded from the provincial total as no comparisons were made.

the ages of 5 and 18 years. The first gambling activity among problem gamblers was most often VLTs (34%), an activity that has been shown in this study to be closely related to problem gambling. Furthermore, problem gamblers were the most likely to remember their first big win (55%), while moderate-risk gamblers were the most likely to remember their first big loss (28%).

Awareness of gambling support and treatment services varies among New Brunswickers; however, past use of such services is relatively low.

In terms of specific support services, the majority of respondents were aware of the toll-free gambling information line (63%), Gamblers Anonymous (62%), and Regional Addictions Services/Detox (59%). Exposure to gambling pamphlets/literature was notably lower (14% saw/read gambling pamphlets (non-specific); 15% saw/read responsible gambling pamphlets). Awareness was generally higher among younger respondents (19 to 34), and Francophone respondents.

Overall 5% of respondents have ever sought help or assistance from formal or informal sources, including Regional Addictions Services/Detox (18%), Gamblers Anonymous (16%), the toll-free gambling information line (16%), and an addictions counsellor (12%).

Familiarity with the term "Responsible Gambling" is high, though recall of seeing or hearing information on responsible gambling in New Brunswick is low.

The majority of respondents (70%) were familiar with the term responsible gambling. Four in ten respondents (39%) could recall seeing or hearing information on responsible gambling in NB, with television being the most common source of exposure (63%).

Knowledge of, and interest in provincial gambling issues is moderate. Though knowledge is lowest on how gambling revenues are used by the province, interest is highest for this issue.

Over one-half of respondents demonstrated knowledge of and interest in certain provincial gambling issues, including early warning signs that someone may be having gambling problems (61% knowledgeable; 60% interested). Sixty-one percent of respondents were not at all knowledgeable on how the money from gambling is used by the provincial government, though 75% were very or somewhat interested in this issue.

Awareness of gambling advertising within New Brunswick is moderate, though recall of the provincial television ad campaign is low. Furthermore, familiarity with the government's efforts to create awareness of gambling related problems is moderate.

Four in ten respondents (43%) were aware of advertising related to problem gambling within the past 12 months, with television being the most common source of exposure (77%). Recall of the television ad sponsored by the provincial government was notably lower at 12%. Recall of all types of problem gambling advertising was most common among younger respondents and Francophone respondents. Also regarding awareness, six in ten respondents (59%) were not very familiar or not at all familiar with the efforts of the provincial government to create awareness of gambling related problems.

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APPENDIX A: QUESTIONNAIRE

Government of New Brunswick
2014 Gambling Prevalence Study

INTRODUCTION

Hello, my name is _____ and I am calling from MQO Research, on behalf of New Brunswick's Department of Health. Today/tonight, we are conducting a survey across the province about games of chance, gambling and other related issues affecting residents of New Brunswick and we would like to include your views. Your participation is very valuable and the information collected for this study will be used to improve programs and services for all New Brunswickers.

I would like to speak to the person in your household 19 years of age or older who has the next birthday. Would that be you?

INTERVIEWER: If no, ask to speak to that person.
If the person is not available, arrange call-back.

Great! I would like to interview you and I'm hoping that now is a good time for you.

PROVIDE ONLY IF NECESSARY: The interview will take about 15 minutes, depending on how many of the questions apply to you.

Before we start, I'd like to assure you that your participation is voluntary and that any information you provide will be kept completely confidential. If there are any questions that you do not wish to answer, please feel free to point these out to me and I'll go on to the next question. You have the right to terminate the interview at any time.

If you have any questions about the survey, you can phone MQO Research at 1-800-560-1360 for further information.

INTERVIEWER: If the person never gambles, doesn't believe in it, etc. say:

We understand that not everyone gambles, but your opinions are still very important to us.

1. Agreed to do interview (**Thank them and go to LANG**)
2. Refused to do interview (**Terminate and thank them for their time)**

LANG. Would you like to complete the survey in English or French?

English	01
French	02

SC1. To begin, into which of the following broad age categories do you fall…**READ LIST**

19-24	01
25-34	02
35-44	03
45-54	04
55-64	05
65 or older	06
Refused	99

SC2. Record Gender: **DO NOT ASK!!**

Male	01
Female	02

SECTION A: GAMBLING INVOLVEMENT AND ACTIVITIES

First, we'd like to ask some questions about gambling activities you may participate in. People spend money and gamble on many different things including buying lottery tickets, playing bingo, or playing card games with their friends. I am going to list some activities that you might have **bet or spent money on**.

A1. Have you **EVER bet or spent money on** any of the following? Please do not include any tickets you may have bought as a gift for another person. **READ LIST**

1. Daily lottery tickets such as Bucko or Keno
2. Weekly lottery tickets such as Lotto 649, Atlantic 49 or Atlantic Payday
3. Breakopen, Pull Tab or Nevada Strips
4. Scratch 'n Win tickets such as Crossword, Bingo or Lucky 7
5. Raffles or fundraising tickets
6. 50/50 draws
7. Horse races, either live at the track or off track
8. Bingo
9. Video lottery terminals (VLT machines)
10. Pro-Line, Game Day or Over/Under
11. Sports Pools or the outcome of sporting events (through a bookie, charity, with friends or at work)
12. Cards (not including poker) or board games at home, friends home or at work
13. Electronic poker tables (poker game without a live dealer, played at a table with other people and the game is run by computer)
14. Internet poker (such as Texas Hold'Em, Omaha or 5 card draw)
15. Poker, either at home, friends home, at a bar/tournament or at work, but **not including poker on the Internet or electronic poker tables**
16. Games of Skill such as pool, bowling, golf or darts
17. Arcade or Video Games
18. Gambling on the Internet (**not including poker**)
19. Short Term Speculative Stock or Commodity Purchases such as day trading, not including long-term investments such as mutual funds or RRSPs
20. Gambling at Casinos

A1b. Have you ever participated in any other forms of gambling? **(Please Specify)**

IF NO TO ALL ACTIVITIES IN A1, GO TO SECTION E

A2. **FOR EACH ACTIVITY EVER PLAYED IN A1, ASK:** In the past 12 months have you **bet or spent money on** _____ ?

IF NO TO ALL ACTIVITIES IN A2, GO TO SECTION C

INTERVIEWER: Repeat A3 to A6 for all activities selected in A2

A3. On average, approximately how many times (per week, per month, or in the last year) did you **bet or spent money on [INSERT ACTIVITY FROM A2]**?

_____**PER WEEK**
_____**PER MONTH**
_____**PER YEAR**

Don't Know	98
Refused	99

A4. On a typical occasion when you **bet or spent money on [INSERT ACTIVITY FROM A2]**, how much money do you spend out of pocket, not including winnings? **ENTER NUMBER OF DOLLARS-ROUND UP TO NEAREST DOLLAR.**
$ _____

Don't Know	98
Refused	99

INTERVIEWER: If asked for clarification, we mean spending that is out of pocket, and doesn't include money won and THEN spent.

A5. On average, how much time did you spend each time you **bet or spent money on [INSERT ACTIVITY FROM A2]**?

_____**MINUTES**
_____**HOURS**

Don't Know	98
Refused	99

A6. Have you ever spent more time and/or money than you intended on **[INSERT ACTIVITY FROM A2]**? **READ LIST**

Yes – More money	01
Yes – More time	02
Yes – Both money and time	03

No	04
Don't Know	98
Refused	99

If A1 20 is yes and and A3 for Casino is at least once a year ask:

How many times in the past year have you gambled at:

Casino NB in Moncton _____ times in past year
Casino Nova Scotia in Halifax _____ times in past year
Casino Nova Scotia in Sydney _____ times in past year
Red Shores Racetrack and Casino in Charlottetown _____ times in past year

A7. 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? **ENTER NUMBER OF DOLLARS- ROUND UP TO NEAREST DOLLAR.**
$ _____

Don't Know	98
Refused	99

SECTION B: PROBLEM GAMBLING

The next few statements are part of a standard series of questions that have recently been used across Canada in surveys similar to this one. I would like to emphasize 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 New Brunswickers' experiences. Please try to be as accurate as possible.

B1. Thinking about the past 12 months, would you say you never, sometimes, most of the time or almost always… **READ AND ROTATE LIST**

	Never	Sometimes	Most of the Time	Almost Always	Don't Know	Refused
Bet more than you could really afford to lose	00	01	02	03	98	99
Needed to gamble with larger amounts of money to get the same feeling of excitement	00	01	02	03	98	99
Went back another day to try and win back the money you lost	00	01	02	03	98	99
Borrowed money or sold anything to get money to gamble	00	01	02	03	98	99
Felt that you might have a problem with gambling	00	01	02	03	98	99
Felt gambling has caused you any health problems including stress or anxiety	00	01	02	03	98	99
Had people criticize your betting or tell you that you have a gambling problem regardless of whether or not you think it is true	00	01	02	03	98	99
Felt your gambling has caused financial problems for you or your household	00	01	02	03	98	99
Felt guilty about the way you gamble or what happens when you gamble	00	01	02	03	98	99

SECTION C: GAMBLING CORRELATES

The next questions explore some of your gambling experiences and beliefs. Please be assured that all your answers will be kept strictly confidential.

C1. Next, I am 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 statements? **READ AND ROTATE LIST**

	Strongly Disagree				**Strongly Agree**	**Don't Know**	**Refused**
I find gambling/games of chance are fun and entertaining	1	2	3	4	5	98	99
I sometimes feel guilty about how much money I have spent gambling	1	2	3	4	5	98	99
After losing money gambling, I have tried to win my money back by gambling again	1	2	3	4	5	98	99
While gambling, after losing many times in a row, you are more likely to win	1	2	3	4	5	98	99
While gambling, you could win more if you used a certain system or strategy	1	2	3	4	5	98	99
I consider gambling to be a form of entertainment for me	1	2	3	4	5	98	99
Gambling is an enjoyable part of socializing with friends or family	1	2	3	4	5	98	99
I sometimes gamble in the hopes of paying off debts or bills	1	2	3	4	5	98	99
I consider myself to be knowledgeable about how to play games of chance	1	2	3	4	5	98	99
I gamble to forget my troubles or worries or when I feel bad about myself	1	2	3	4	5	98	99
I have friends or family who worry or complain about me gambling	1	2	3	4	5	98	99
I have lied about my gambling	1	2	3	4	5	98	99
I sometimes feel guilty about how much time I spend gambling	1	2	3	4	5	98	99
I often find myself thinking about gambling or ways to find money to gamble	1	2	3	4	5	98	99
I could stop gambling any time I wanted	1	2	3	4	5	98	99
Gambling has negatively affected a significant relationship	1	2	3	4	5	98	99
Gambling has negatively affected my job, educational or career opportunities	1	2	3	4	5	98	99

C2. What are the main reasons why you gamble? **IF NECESSARY READ TO PROMPT, ACCEPT ALL ANSWERS**

It's an opportunity to socialize	01
I can forget about my problems	02
It is exciting/fun	03
It decreases my boredom	04
I can win money	05
It's a hobby	06
To support worthy causes/charities	07
Out of curiosity	08
To be alone	09
Because I am good at it	10
Other: (Please Specify)	90
Don't Know	98
Refused	99

C3. How old were you when you first gambled for money?
_____ **ENTER AGE IN YEARS**

Don't Know	98
Refused	99

C4. What type of gambling activity did you first try? **DO NOT READ LIST, ACCEPT ONLY ONE ANSWER**

Daily lottery tickets such as Bucko or Keno	01
Weekly lottery tickets such as Lotto 649, Atlantic 49 or Atlantic Payday	02
Breakopen, pull tabs or Nevada strips	03
Scratch 'n Win tickets like Crossword, Bingo or Lucky 7	04
Raffles or Fundraising Tickets	05
50/50 draws	06
Horse races (either live at the track or off track)	07
Bingo	08
Video Lottery Terminals (VLT's)	09
Pro Line, Game Day or Over/Under	10
Sports pools/Outcome of sporting events (through a bookie, charity, with friends or at work)	11
Cards or board games (excluding poker)	12
Electronic poker tables (poker game without a live dealer, played at a table with other people and the game is run by computer)	13
Internet poker (e.g., Texas Hold'Em, Omaha or 5 card draw)	14
Poker, either at home, friends home, at a bar/tournament or at work, but **not including poker on the Internet or electronic poker tables**	15
Games of skill such as pool, bowling, darts or golf	16
Arcade or video games	17
Gambling on the internet (**excluding poker**)	18
Short-term speculative stock or commodity purchases such as day trading, not including long-term investments such as mutual funds or RRSPs	19
Casinos	20
Other (Please Specify)	90
Don't Know	98
Refused	99

C5. Do you remember a big WIN when you first started gambling?

Yes	01
No	02
Don't Know	98
Refused	99

C6. Do you remember a big LOSS when you first started gambling?

Yes	01
No	02
Don't Know	98
Refused	99

C7. 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									**A serious problem**	**DK**	**REF**
1	2	3	4	5	6	7	8	9	10	98	99

SECTION D: LIFETIME PROBLEM GAMBLING

Now we would like you to focus on anytime you may have EVER played games of chance or gambled.

D1. Have you EVER felt you were having a problem spending more time and/or money gambling or playing games of chance? **READ LIST**

Yes – More money	01	**CONTINUE**
Yes – More time	02	**CONTINUE**
Yes – Both money and time	03	**CONTINUE**
No	04	**GO TO SECTION E**

D2. What type of gambling activity/activities did you spend more time/and or money on? **DO NOT READ LIST, ACCEPT MULTIPLE RESPONSES**

Daily lottery tickets such as Bucko or Keno	01
Weekly lottery tickets such as Lotto 649, Atlantic 49 or Atlantic Payday	02
Breakopen, pull tabs or Nevada strips	03
Scratch 'n Win tickets like Crossword, Bingo or Lucky 7	04
Raffles or Fundraising Tickets	05
50/50 draws	06
Horse races (either live at the track or off track)	07
Bingo	08
Video Lottery Terminals (VLT's)	09
Pro Line, Game Day or Over/Under	10
Sports pools/Outcome of sporting events (through a bookie, charity, with friends or at work)	11
Cards or board games (excluding poker)	12
Electronic poker tables (poker game without a live dealer, played at a table with other people and the game is run by computer)	13
Internet poker (e.g., Texas Hold'Em, Omaha or 5 card draw)	14
Poker, either at home, friends home, at a bar/tournament or at work, but **not including poker on the Internet or electronic poker tables**	15
Games of skill such as pool, bowling, darts or golf	16
Arcade or video games	17
Gambling on the internet (**excluding poker**)	18
Short-term speculative stock or commodity purchases such as day trading, not including long-term investments such as mutual funds or RRSPs	19
Casinos	20
Other (Please Specify)	90
Don't Know	98
Refused	99

D3. Have you resolved your problem with gambling or is it still a concern for you? Would you say it is…..**READ LIST**

Completely resolved	01	**CONTINUE**
Partially resolved	02	**CONTINUE**
Still a problem	03	**GO TO SECTION E**

D4. Approximately how long ago did you resolve your gambling problem?

_____**ENTER MONTH**
_____**ENTER YEAR**

Don't Know	98
Refused	99

SECTION E: GAMBLING SUPPORT SERVICES

And now some questions on gambling support services in New Brunswick

E1. Are you aware of any assistance or services in place in New Brunswick to help…..**READ AND ROTATE LIST**

	Yes	No	DK
People having problems with their gambling	01	02	98
Families of people having problems with their gambling	01	02	98

IF ANY OF E1=01, CONTINUE
ELSE, GO TO E2a

E2. What support services are you aware of in New Brunswick to assist people or families of people having problems with their gambling?

E2a. **IF SUPPORT SERVICE NOT MENTIONED IN E2, ASK FOR E2a**. To your knowledge, are the following services available to assist people or families of people having problems with their gambling in New Brunswick?

	E2	E2a		
		Yes	No	DK
Gamblers Anonymous	01	01	02	98
Regional addictions services/detox	02	01	02	98
Toll-free gambling information line (1-800 number)	03	01	02	98
Any other services? (please specify)	90	-	-	-

E3. Excluding yourself, do you **personally** know of anyone in New Brunswick who has, or has EVER had, a problem with their gambling?

Yes	01	**CONTINUE**
No	02	**GO TO SECTION E5a**
Don't Know	98	**GO TO SECTION E5a**
Refused	99	**GO TO SECTION E5a**

E4. Which of the following best describes your relationship to this person or these people you know? **READ LIST, ACCEPT MULTIPLE RESPONSES**

Household family member	01
Household non-family member	02
Immediate family members – not in household (parents, siblings, spouse, children)	03
Other family members– not in household (grandparents, aunts, uncles, cousins)	04
Other non-household, non-family members (friends, acquaintances, coworkers)	05
Other (please specify)	90
Don't Know (Do not read)	98
Refused (Do not read)	99

E4a. What type(s) of gambling do or did they have a problem with? **RECORD RESPONSE**

Don't Know	98
Refused	99

E5a. 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?

Yes	01	**CONTINUE**
No	02	**GO TO SECTION H**
Don't Know	98	**GO TO SECTION H**
Refused	99	**GO TO SECTION H**

E5b. What sources did you access in order to get assistance or information for problem gambling? **DO NOT READ LIST, ACCEPT MULTIPLE RESPONSES**

Spouse/partner	01
Other family members	02
Friends	03
Family doctor	04
Church/religious groups	05
Social worker/Psychologist/Psychiatrist	06
Addictions counsellor	07
Gamblers anonymous	08
Toll-free gambling information line	09
Regional Addictions Services/Detox	10
Other gambling self-help groups/Community centres	11
Employer/Colleagues	12
Employee/Family Assistance Program	13
Instructor/Teacher	14
Hospital/ Health Centres (including Emergency Rooms)	15
Law Enforcement Official	16
Pharmacist	17
Any other? (Please Specify)	90
Don't Know	98
Refused	99

SECTION H: RESPONSIBLE GAMBLING

H1. Are you familiar with the term "Responsible Gambling"? (Yes/No)

Yes	01
No	02
Don't Know	98
Refused	99

H2. What does the term "Responsible Gambling" means to you? PROBE IF NECESSARY – WHAT DOES THE TERM SUGGEST TO YOU? WHAT COULD IT MEAN? Record Answer Verbatim: SUGGEST CODING AND PROVIDING A LIST AFTER THE FIRST 200 – 300 INTERVIEWS ARE DONE

H3. Have you seen or heard any Responsible Gambling information in New Brunswick?

Yes	01
No	02
Don't Know	98
Refused	99

Skip to next section if answer is no, don't know or refused.

H4. Where did you see or hear the Responsible Gambling information? PROBE – ANYWHERE ELSE? Record Answer Verbatim: SUGGEST CODING AND PROVIDING A LIST AFTER THE FIRST 200 – 300 INTERVIEWS ARE DONE

H5. What was the main message(s) of the Responsible Gambling information you saw or heard? What do you recall from it? SUGGEST CODING AND PROVIDING A LIST AFTER THE FIRST 200 – 300 INTERVIEWS ARE DONE

H6. (Skip to next section if only 1 message was recalled for question H5) Of all the Responsible Gambling message/s you mentioned, which one was the most useful or meaningful (i.e. grabbed your attention)? SUGGEST CODING AND PROVIDING A LIST AFTER THE FIRST 200 – 300 INTERVIEWS ARE DONE

SECTION F: GENERAL AWARENESS OF GAMBLING ISSUES

And now some questions on gambling issues

F1a. 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… **READ AND ROTATE LIST**

F1b. If such information were available, how interested would you personally be in having additional information on... Would you be **READ AND ROTATE LIST**

	F1A.Knowledgeable				
	Not at all	Somewhat	Very	DK	Refused
The impact of problem gambling in New Brunswick	01	02	03	98	99
Services available to help problem gamblers and their families	01	02	03	98	99
Early warning signs that someone may be having problems with their gambling	01	02	03	98	99
How the money from gambling is used by the New Brunswick government	01	02	03	98	99
The impact of gambling on children and youth in New Brunswick	01	02	03	98	99
The impact of gambling on seniors in New Brunswick	01	02	03	98	99
On How to access information on problem gambling	01	02	03	98	99

	F1B.Interested				
	Not at all	Somewhat	Very	DK	Refused
The impact of problem gambling in New Brunswick	01	02	03	98	99
Services available to help problem gamblers and their families	01	02	03	98	99
Early warning signs that someone may be having problems with their gambling	01	02	03	98	99
How the money from gambling is used by the New Brunswick government	01	02	03	98	99
The impact of gambling on children and youth in New Brunswick	01	02	03	98	99
The impact of gambling on seniors in New Brunswick	01	02	03	98	99
On How to access information on problem gambling	01	02	03	98	99

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	01
Somewhat familiar	02
Not very familiar	03
Not at all familiar	04
Don't Know	98
Refused	99

F3. Have you seen or read the pamphlets, tear-off sheets or literature on problem gambling from the Department of Health?

Yes	01
No	02
Don't Know	98
Refused	99

F3b. Have you seen or read pamphlets on how to gamble responsibly?

Yes	01
No	02
Don't Know	98
Refused	99

F4. Have you heard about the 1-800 information line, which is available to provide information for people with gambling problems or members of their families?

Yes	01
No	02
Don't Know	98
Refused	99

Next, a few questions about advertising related to problem gambling in New Brunswick……..

F5. In the past 12 months, have you seen or heard any advertising related to problem gambling in New Brunswick?

Yes	01	**CONTINUE**
No	02	**GO TO F8**
Don't Know	98	**GO TO F8**

F6. Where do you recall seeing or hearing this advertising? **DO NOT READ LIST, ACCEPT MORE THAN ONE RESPONSE**

Television	01
Radio	02
Internet/Website	03
Posters/coasters in restaurants/bars	04
Placemats in restaurants/bars	06
Posters/coasters in Legions	07
Brochures	08
Yellow or white pages	09
Other (please specify)	90
Don't Know	98

F7. **[ASK FOR EACH RESPONSE IN F6]** What was the main message of the advertising you saw/heard **[INSERT RESPONSE FROM F6]?** (Probe: What was the main point of the ad?) **RECORD RESPONSE**

Don't Know	98

I would now like to ask you some specific questions about advertising…

F8. Over the past 12 months, do you remember seeing an ad on television which features a woman sitting in a dark area in front of VLT machines?

Yes	01
No	02
Don't Know	98

IF F8=01, CONTINUE
ELSE, GO TO SECTION G

F8B. What was the main message of this advertising**?** (Probe: What was the main point of the ad?) **RECORD RESPONSE**

Don't Know	98

F9. Thinking specifically about this ad, and using a scale of 1 to 5, where 1 means 'strongly disagree' and 5 means 'strongly agree' please rate how much you agree or disagree with the following statements READ AND ROTATE STATEMENTS

Strongly Disagree				Strongly Agree	Don't know
01	02	03	04	05	98

The ad caught my attention
The ad was informative
The ad told me something I didn't already know
The ad was effective in increasing awareness of problem gambling in New Brunswick

SECTION G: DEMOGRAPHICS

Finally, I would like to ask you some demographic questions so that we can compare the answers of different groups of people. All answers you provide to these questions will be kept strictly confidential.

G1. Which of the following best describes your marital status….**READ LIST**

Married	01
Common Law/Living with Partner	02
Single (never married and not living with partner)	03
Widowed (not remarried)	04
Divorced or separated (not remarried)	05
Refused	99

G2. What is your mother tongue, that is, the language you first learned to speak and still understand?

English	01
French	02
Other (please specify)	90
Refused	99

G3. Which of the following best describes the highest level of education you have completed? **READ LIST**

Some high school/junior high or less	01
Completed high school (high school diploma)	02
Trade certificate or diploma from a vocational school or apprenticeship training	03
Non-university certificate or diploma from a community college, CEGEP, school of nursing, etc.	04
University certificate or diploma below bachelor's level	05
Bachelor's degree	06
University degree or certificate above bachelor's degree (Masters, PhD.)	07
Don't Know	98
Refused	99

G4a. Which of the following best describes your present job status? Are you… **READ LIST**

Working full time (30 or more hours/week)	01	**CONTINUE**
Working part time (Less than 30 hours/week)	02	**CONTINUE**
Unemployed	03	**GO TO G5**
Student	04	**GO TO G5**
Retired	05	**GO TO G5**
Homemaker	06	**GO TO G5**
Don't Know	98	**GO TO G5**
Refused	99	**GO TO G5**

G4b. What type of work do you do? Probe: What is your occupation? **RECORD RESPONSE**

Don't Know	98
Refused	99

G5. Which of the following broad categories best describes how much income you and other members of your household received in the year ending December 31, 2008? Please include income from all sources such as savings, pensions, rent and employment insurance, as well as wages. **READ LIST**

$20,000 or less	01	
$20,001 to $30,000	02	
$30,001 to $40,000	03	
$40,001 to $50,000	04	
$50,001 to $60,000	05	
$60,001 to $70,000	06	
$70,001 to $80,000	07	
$80,001 to $90,000	08	
$90,001 to $100,000	09	
More than $100,000	10	
Don't Know	98	**GO TO G7a**
Refused	99	**GO TO G7a**

G6. How many people contribute to this household income?
_____ **PEOPLE**

Don't Know	98
Refused	99

G7a. Including yourself, how many people live in your household?

_____**PEOPLE**

IF G7a=01, GO TO G8
ELSE, CONTINUE

G7b. How many people in your household are under 19 years of age?

_____**PEOPLE**

G8. What are the first three digits of your postal code? _____ **RECORD RESPONSE**

Refused	99
Don't Know	98

G9. And, in which community do you reside? **RECORD RESPONSE**

G10. Just in case my supervisor would like to verify that I have conducted this survey, could I please have your first name or initials? **RECORD RESPONSE**

Thank you for your time! Have a great day/evening!

APPENDIX B: GLOSSARY

Presented below is a glossary of terms used throughout this report.

Anglophone/Francophone

Anglophone respondents are those who identify English as their mother tongue, that is, the language they first learned to speak and still understand. Francophone respondents are those who identify French as their mother tongue.

Average

A common method of identifying a single response as representative of an entire range of responses. It is calculated by summing all responses and dividing by the total number of responses. The average tends to be more sensitive to the presence of extreme values.

Canadian Problem Gambling Index (CPGI)

A widely used instrument designed to provide a meaningful measure of problem gambling in the general population, and was the first problem gambling instrument to be tested for reliability and validity prior to its inclusion in community-based health surveys. It consists of three major sections that assess gambling involvement, problem gambling, and the correlates of gambling. The 31-item instrument consists of 9 items which can be scored to create gambling subtypes (*non-gambler, non-problem gambler, low-risk gambler, moderate-risk gambler, and problem gambler*) and produce a prevalence rate for problem gambling. Other items are indicators and correlates of gambling behavior that can be used to develop profiles of gamblers and problem gamblers.

Electronic Poker Tables

A form of poker played without a live dealer. It is played at a table with others, however, the game is run by a computer.

Expenditures

Refers to the amount of money spent out of pocket on gambling activities, not including money that was won and then spent. Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Totals were calculated by summing the yearly expenditures for each respondent. It is important to note that expenditures include money that was spent out of province as well as within the province.

Gamblers/Non-Gamblers

Gamblers are defined as respondents who have gambled in the past 12 months. *Non-gamblers* are defined as respondents who have not gambled in the past 12 months.

Gambling Prevalence Rate

The percentage of active gamblers in the sample, that is, the percentage of respondents who have gambled at least once in the past 12 months.

Gambling Subtypes

Categories used to in the CPGI to classify responses to the 9 items that determine problem gambling behavior.

Non-problem gamblers: Gamblers who have responded "never" to all 9 items, though frequent gamblers or "professional" gamblers who invest large amounts of time and money may also be classified here. These gamblers probably have not experienced any adverse consequences from gambling and are unlikely to agree with the gambler's fallacies.

Low-risk gamblers: Gamblers who have responded "never" to most of the 9 items, but will have responded "sometimes" or "most of the time" to at least one item. These gamblers may be at risk if they are heavily involved in gambling and if they respond positively to at least two problem gambling correlates. They probably have not experienced any adverse consequences from gambling.

Moderate-risk gambler: Gamblers who have responded "never" to most of the 9 items, but will have responded "most of the time" or "almost always" to at least one item. These gamblers may be at risk if they are heavily involved in gambling and if they respond positively to at least three or four problem gambling correlates. They may not have experienced any adverse consequences from gambling.

Problem gambler: Gamblers who have experienced adverse consequences from gambling and may have lost control of their behavior. Involvement in gambling is most likely to be heavy. These gamblers are most likely to agree with the gambler's fallacies and respond most positively to more of the correlates than gamblers from other categories.

Margin of Error

When results are based on a sample of the entire population, the margin of error is a measure of how *precise* the results are. More specifically, the margin of error is a range in which the true population value is estimated to be. For example, if the margin of error is ±5% and the research indicates that 60% of respondents exercise once a week, this means that the true value in the population is between 55% and 65%. Margins of error that fall at or below 10% are generally considered to be within an acceptable range.

Median

A method of identifying a single response as representative of an entire range of responses. It is the midpoint of responses, that is, it divides the range of responses exactly in half. The median is not generally impacted by the presence of extreme values, therefore, it is sometimes presented along with the average.

New Brunswick Health Zones

New Brunswick is divided into seven health zones established under section 15 of the *Regional Health Authorities Act.*

Health Zone 1: Kent County, excluding the portion of the village of Rogersville lying in Kent County; Albert County; Westmorland County; the community of Rogersville-est lying in Northumberland County.

Health Zone 2: Charlotte County; Saint John County; Kings County; the parishes of Petersville, Hampstead, Wickham, Brunswick and Johnston in Queens County, but excluding the portion of the Village of Cambridge Narrows lying in the parish of Johnston.

Health Zone 3: Queens County, excluding the parishes of Petersville, Hampstead, Wickham, Brunswick and Johnston, but including that portion of the Village of Cambridge Narrows lying in the parish of Johnston; Victoria County, excluding the parishes of Drummond and Grand Falls, but including the portion of the parish of Drummond lying south-east of Salmon River; Carleton County; York County; Sunbury County; the parishes of Ludlow and Blissfield in Northumberland County.

Health Zone 4: Madawaska County; the parishes of Drummond and Grand Falls in Victoria County, but excluding the portion of the parish of Drummond lying south-east of Salmon River; the parishes of Grimmer and Saint-Quentin in Restigouche County.

Health Zone 5: Restigouche County, excluding the parishes of Grimmer and Saint-Quentin; the portion of the village of Belledune lying in Gloucester County.

Health Zone 6: Gloucester County, excluding the portion of the village of Belledune lying in Gloucester County.

Health Zone 7: Northumberland County, excluding the parishes of Ludlow and Blissfield and the portion of the community of Rogersville-est lying in Northumberland County; the portion of the village of Rogersville lying in Kent County.

Outliers

Extreme responses that are removed from the calculation of an average to achieve a more accurate representation of responses. A formula (3 X standard deviation/average) is used to determine outliers and any responses which fall outside of ±3 standard deviations from the original average are removed.

Problem Gambling Prevalence Rate

The percentage of problem gamblers in the sample, that is, the percentage of respondents who obtained a score on the CPGI which classified them as problem gamblers.

Regular Gamblers/Casual Gamblers

Regular gamblers are defined as gamblers who have gambled at least once a month on at least one gambling activity. *Casual gamblers* are defined as gamblers who have gambled less than once a month on all identified gambling activities.

Respondents

Adult residents of New Brunswick (aged 19 years and older) who completed the 2014 New Brunswick Gambling Prevalence Study.

South Oaks Gambling Screen (SOGS)

An instrument designed to assess the presence of pathological gambling, and was commonly used before the implementation of the CPGI. It consists of 20 items which are scored to determine the presence of pathological gambling.

Statistical Significance

A statistical test of proportions that allows one to say with confidence that any apparent difference between two percentages drawn from different populations is "statistically real" or "significant". What may seem to be a difference between percentages may simply be the result of sampling error or the margin of error associated with the sample size and not a real or significant difference in the study results.

Weighting

A procedure used to ensure that a sample of respondents is representative of the overall population from which it was gathered. A formula (pop %/sample %) is used to calculate values which are applied to the data to ensure that sample proportions reflect actual population proportions.