

CASINO PATRONS, TRAVEL BEHAVIOUR, PLACE ATTACHMENT, AND MOTIVATIONS: A STUDY OF ALBERTA RESIDENTS

FINAL REPORT

Prepared for the Alberta Gaming Research Institute

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EXECUTIVE SUMMARY

This study is guided by the question of what role "place or destination" plays in the behaviour of Alberta residents who visit casinos on their travels. More specifically, the study is designed to: (1) identify the casino related travel behaviour of Alberta residents, (2) examine the importance of place attachment and mode of experience in relation to casino patronage by Alberta residents, and (3) discover the motivations of these casino gamblers.

The data were collected through the Computer-Assisted Telephone Interviewing (CATI) system operated by the Population Research Laboratory (PRL) at the University of Alberta. The final data base consisted of 1203 Alberta respondents with 602 of these being individuals who had visited a casino 80km or more from their home in the past 12 months (i.e., travelers) and the balance of whom had visited a casino less than 80km or more from their home in the past 12 months (i.e., locals).

Findings revealed that travelers were more likely to be older and retired than local casino visitors. While a substantial portion (344 or 57%) of the 602 travelers had not visited a casino in their local area, 258 (43%) had done so. The trip profile of travelers was characterized by trips outside of the province, travel parties of two being the most common, overnight stays of more than one night, hotel patronage, auto travel along with relatively high use of air transport, the main reason for the trip being reported as pleasure, and a broad range of additional trip activities. The majority of travelers indicated that the casino visit was a minor or incidental activity while on their trip. Fifty percent of the respondents spent more than \$500 per person on their trip with 14% of those individuals spending part of these funds on tour packages.

The experience focus of both the traveler and non-traveler group was on companionship rather than place (i.e., the casino or destination) or the activity of gambling itself. Place was ranked higher by the travel group than the non-travelers although it was still only ranked as the primary focus by 25% of the respondents. Responses to specific place attachment items reveal low attachment to individual casinos and moderate attachment to the destinations in which these casinos were located. These findings suggest that individual casinos can be relatively easily substituted for other casinos. A similar situation exists in terms of the destination in which the casino is located although there appeared to be somewhat stronger attachment to the destination as a place than to the casino itself.

Finally, this population of casino gamblers identified their strongest motivations in terms of the social dimensions of the activity. They also indicated that the opportunity that casino gambling presented for the respondents to be "themselves" was particularly strong. Potential motivations that were not ranked high by respondents focused on skill related aspects. Skill development or impressing others with their expertise was not a major motivation.

A discussion of the implications of these findings is included in Chapter VI.

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CHAPTER I

INTRODUCTION

Casino destinations like Las Vegas are featured prominently in travel agency brochures and in the travel advertisements of major newspapers. The success of casinos in these areas has led to casino development throughout many parts of North America. These developments are generally designed to capture untapped local demand, to attract tourists from outside of local economies, and to reduce the economic leakage associated with local residents who travel to distant casinos to pursue their gambling interests (MacIsaac, 1994; Eadington, 1996). There has been, in fact, a proliferation of casino development in Canada over the past ten years (Smith & Hinch, 1996). To this point, it seems that the Canadian casino industry has been well served by the credo "if you build it they will come." Nevertheless, with growing levels of supply, developers of new casinos must be increasingly conscious of their market drawing power. It is, therefore, important to know more about the travel behaviours of casino patrons and the degree to which they are willing to substitute casino destinations.

Alberta currently has 16 casinos, nine of which are in Edmonton or Calgary while the balance are in the smaller urban centres of Red Deer, Fort McMurray, Lethbridge, Medicine Hat and St. Albert. The Alberta Legislature has also authorized the creation of a number of First Nation based casinos on reserve land (Alberta Gaming, 2001). Potential sites are located throughout Alberta, not just in urban areas. In considering general issues of access, the feasibility of new casinos and their impacts on existing casinos, the casino related travel behaviour of Alberta residents needs to be appreciated.

In addition to identifying the travel behaviours of casino patrons, it is important to understand why they exist. Are the casino patrons who gamble in their home communities the same ones who travel to distant casinos? Is the destination important for casino gamblers or is one casino destination readily substituted for another? Are tourists who visit casinos primarily interested in the place, the activity, or the people that they socialize with on the trip? At the heart of all of these questions is the basic relationship between place and casino gambling. The relevance of place attachment to the travel behaviours of casino patrons is, therefore, of central interest in this study along with the motivations of casino patrons.

1. Basis in the Literature

Travel Behaviour

Researchers have only recently begun to investigate casinos as a key dimension of tourism (Meyer-Arendt & Hartmann, 1998). Despite this activity, few studies have focused directly on the way tourists relate to the places where these casinos are located. Smith and Hinch (1996) did, however, raise the possibility that casinos were not necessarily tied strongly to place, at least in terms of the natural and cultural characteristics of place. Morrison, Braunlich, Cai, and O'Leary (1996) also provided some insight into this dimension of casino gambling by comparing casino resort vacationers to other types of resort visitors. They found that casino vacationers participated in very few activities outside of the casino during their trip, they spent significantly

less time planning their trip than other resort visitors, and tended to be older and with less disposable income.

In terms of travel trip characteristics, the 1998 Canadian Travel Survey (Statistics Canada, 2000) found that 2% of all trips by Canadians in Canada, for a total of 1.4 million trips, involved a visit to a casino. This represented a 33% increase over 1996. At a provincial level, 87.4% of adult Albertans reported gambling in 1998 (Wynne Resources, 1998), which reflected a small decline of 2.9% from 1994 (Wynne, Smith, & Voberg, 1994). Participation in gambling activities decreased for every type of activity except three. One of these exceptions was involvement in games at casinos outside Alberta, which rose from a participation rate of 8% of all gamblers in 1994 to 10% in 1998.

A breakdown of the 1994 survey of the gambling practices of Alberta residents (Wynne, et al., 1994) showed that 31% of the sample (N = 1,803) had gambled in a casino at least once in their lifetime. In addition, more respondents (18%) had gambled at a casino outside the province than at a local casino (13%). This finding corresponds with another Alberta gambling survey of 1,277 randomly chosen adult respondents (Smith, 1992) that reported 10% of the sample had travelled to Nevada to gamble the previous year. Smith (1992) found that only 16% of those who had travelled to Nevada to gamble had also attended an Alberta casino which suggest that there may be two separate groups of casino gamblers in Alberta; one made up of those who prefer to stay inside the province and one made up of those who prefer to visit casinos outside the province. Campbell and Ponting (1984) speculated that in a Canadian context, these types of groups represent two distinct socio-demographic segments but there has been little follow-up on their proposition.

Two studies that have focused directly on gambling as a travel activity were conducted by the Travel Industry Association of America (2000) and Lang Research (2001). The former compared the behaviour of American domestic travelers who participated in gambling during their travels to those who did not. The study identified similarities in terms of the primary purpose of the trip being leisure and the importance of associated activities such as shopping but it also highlighted a number of differences including higher gambling traveler participation in entertainment activities, air travel as a mode of transportation, and commercial accommodation. Gambling travelers were also more likely to be older, divorced/widowed/separated, have a high school education or less, and to report lower annual household incomes. The Lang Research (2001) study drew on the Travel Activities and Motivation Survey (TAMS) sponsored by an association of Canadian tourism ministries and organizations. The Lang study extracted data related to Canadian and U.S. respondents who expressed an interest in casino gambling. Key findings relevant to the current study include the discovery that 7% of Albertans were found to be gambling enthusiasts while a further 26% were found to have a moderate interest in gambling. In Canada, young couples and mature couples were the most likely to exhibit an interest in casino gambling. It was also found that the number of Casino Gambling Enthusiasts declined as their level of education increased. In terms of travel motivations and behaviour, the authors found that Casino Gambling Enthusiasts from Canada and the U.S. were likely to seek out vacation experiences associated with personal indulgence (e.g. experiencing city life such as nightlife) and to pursue sports and learning experiences. They were also more likely to than non-gambling enthusiasts to participate in shopping and to attend sports events while traveling. Neither of these

studies identified the degree to which these findings hold for Albertans who visit casinos while travelling or how this group compares to local casino patrons.

Attachment Place

Place attachment issues associated with the development of casinos have generally been studied from the perspective of the residents of the destination community rather than from the perspective of visitors to the community (e.g., Stokowski, 1993). One exception to this is the work of Roehl (1996), which examined the behaviour of casino gamblers in the Las Vegas area. He found that patrons who accessed non-gambling related casino amenities such as restaurants and shows spent substantially more money gambling than those who did not use these amenities. Roehl's study demonstrated that a casino experience goes beyond the actual gaming, but it is important to note that it was not designed to provide direct insight into the place attachment of visitors to specific casinos or the destinations where the casinos were located.

Williams's (1988) investigation of place, activity, and companions as touristic experience modes featured a more direct focus on place, albeit in an outdoor setting rather than a casino setting. Insight into the relative importance of each of these modes of experience in a casino setting may prove helpful when trying to explain the travel behaviours of casino gamblers. To the extent that place is the primary mode, it would seem that casino gamblers would be attached to particular places where they prefer to have their casino gaming experience. In contrast, those whom are more focused on the activity or the social setting are likely to be less attached to specific casinos and, therefore, potentially more likely to substitute one casino for another.

2. Practical and Theoretical Significance

From a practical perspective, this study addresses the basic issue of sustainability at an operational level. Casino developers and communities stand to benefit from insight into the role that place plays in the travel decisions of the study respondents. The identification of travel behaviours and more importantly, insight into the reasons for these patterns in terms of place attachment, mode of experience, and motivations could provide stakeholder groups with the critical information they need to make decisions. With this information, they will be in a better position to create appropriate development and marketing strategies that support their business and community objectives. For example, communities will be better able to integrate casino attractions into their tourism destination marketing strategies.

From a theoretical perspective, this study contributes to the growing body of literature on place and place attachment. To date, the concept of place attachment has been studied most frequently in the context of wilderness settings and outdoor recreation. It has also been examined in terms of the connection between residents and their home community. It has not, however, been studied from the perspective of casino gamblers. Furthermore, clarification of the relationship between mode and place attachment in the context of casino gambling provides an important contribution to the theoretical framework described below.

3. Theoretical/Conceptual Framework

Travel Behaviour

The identification of casino related travel behaviour of Alberta residents is not guided by a specific theoretical framework. It does, however, provide an important descriptive picture of Alberta residents who traveled at least 80km from their home in the past year to patronize a casino.

Place Attachment and Mode of Experience

The theoretical framework used to examine the unique experience of casino patrons is based on the emerging literature on place attachment, specifically what Williams and Patterson (1996), building on Saegert and Winkel's (1990) earlier work, call the opportunity structure/goal-directed approach. This approach to place attachment "seeks to identify the relationship between the behavioural requirements of goal-directed activity and qualities of the environment" (Williams & Patterson, 1996, p. 511). Stokols and Shumaker (1981) believe that there are "several features of the resources available within a place that can affect whether a place facilitates or inhibits goal attainment and, thereby, assessment of place quality" (p. 459). For example, the achievement of highly valued goals will produce more positive feelings toward a place than will the attainment of minor goals (p. 459). Similarly, the greater the number and range of needs met by a place, the more positive a person's feelings will be toward that place. Thus, the degree to which a person feels attached to, or dependent on, a place--such as a casino--is a function of how well his or her needs, goals, or motivations are satisfied, and/or how positive he or she perceives his or her experiences to be in that location. As noted earlier, mode of experience refers to which aspect--the place, the activity, or one's companions--a person gives precedence to during an event. It forms a basic component of the proposed study for the reasons stated previously.

Motivations

According to Cotte (1995), prior research on motivations for recreational gambling generally fall within one of three groups: (a) economic motives, which emphasizes financial gain (e.g., Fisher, 1993); (b) symbolic motives, which emphasize perceived control and risk-taking as compensation for mundane work experiences (e.g., Goffman, 1967); and (c) hedonic motives, which emphasize pleasure (e.g., Kusyszyn, 1984) and pure play (e.g., Huizinga, 1955). In contrast with the above, Cotte proposes a new gambling motive typology based on previous consumer-based research (e.g., Arnould & Price, 1991; Fournier, 1991; Holt, 1995) which is empirically supported by a qualitative study she conducted at a U.S. casino. Cotte's typology has three dimensions: focus (gambling vs. interpersonal actions), purpose (autotelic vs. instrumental), and the nature of consumption experience (rational, utilitarian vs. emotional, hedonic). These three dimensions result in the eight distinct casino gambling motive /experience categories used in this study, including: learning and evaluating, self-definition, gambling as a rush, risk-taking, competing, cognitive self-classification, competing, and emotional self-classification.

A ninth category has been added that suggests that rather than using gambling to define one's self, an individual may engage in gaming to diminish his or her awareness of self. Baumeister (1990, 1991) has suggested that people may seek to "shrink" or "escape" the self as a reaction to calamity, severe stress, or even the perception of an impending crisis. Similar suggestions have been made specifically in relation to gaming (e.g., Blaszczynski & Steele, 1998)..

CHAPTER II

RESEARCH DESIGN

1. Purpose and Objectives

The question that guides this study is: **What role does "place" play in the travel decisions of Alberta residents who are casino gamblers?** To answer this question the following three objectives are addressed:

- 1) To identify the casino related travel behaviour of Alberta residents,
- 2) To examine the importance of place attachment and mode of experience in relation to casino patronage by Alberta residents, and
- 3) To examine the motivations of these casino gamblers.

2. Data Collection

The data were collected through the Computer-Assisted Telephone Interviewing (CATI) system operated by the Population Research Laboratory (PRL) at the University of Alberta. A pretest of 20 randomly selected Edmonton households was conducted to finalize the survey instrument (Appendix A). The PRL conducted data collection from its centralized Computer-Assisted Telephone Interviewing facilities at the University of Alberta. CATI supervisors and interviewers received project training from the Research Coordinator on the study background and content of the survey instrument. Data collection began on June 11, 2002 and was completed on July 25, 2002.

3. Sample

The PRL generated a random sample of telephone numbers from three areas of the province, Edmonton Metropolitan Area, Calgary Metropolitan Area, and "Other Alberta." Quotas were established for each of the three geographical areas. The initial screening questions asked if the potential respondent had gambled in a casino at all in the past 12 months. In the case that no household member had gambled in a casino in the last year the call was terminated and no interview was conducted. However, when the potential respondent had gambled in a casino in the past twelve months and had consented to be interviewed, they were then asked two questions that determined which quota they would be assigned to. The questions identified whether the respondent traveled at least 80km (50 miles) or less than 80km (50 miles) from their home to the casino. In addition, respondents were also screened by sex in order to ensure equal numbers of male and female participants.

The original study design established a total quota of 1200 interviews. Four hundred interviews, 200 with local gamblers and 200 with those who traveled, were to be completed in each region. During the data collection, however, it became apparent that it would be difficult to meet the goal of 200 interviews for Other Alberta respondents who did not gamble. Therefore, the initial

quotas of 200 interviews per quota cell were adjusted during the data collection phase. The quota for local gamblers in Other Alberta was reduced to 100. To compensate for the reduced quota, the quotas in Edmonton and Calgary were increased to 250 local gamblers, thus maintaining the overall quota for local gamblers (Appendix B).

The sample was weighted according to the 2001 Canadian Census data for adult population counts for the Province of Alberta. The three sub-samples weighted were Edmonton Metropolitan Area, Calgary Metropolitan Area and the residual sample aged 18 and over living outside the two metropolitan areas (Appendix B). Frequencies contained in this report reflect these weightings, unless otherwise noted.

4. Data analysis

Basic frequency data is used in this report to highlight travel behaviour, place attachment, modes of experience, and motivations. Forthcoming peer-reviewed publications will utilize more complex statistical analyses (e.g., analysis of variance, multivariate analysis of variance, cluster analysis, etc.)

CHAPTER III

TRAVEL PROFILE OF ALBERTA CASINO GAMBLERS

This section of the report provides insight into the first objective of the study, i.e., identification of the travel behaviour of Alberta residents who have gambled in a casino during the past 12 months. A travel profile of respondents who visited a casino 80km or more from their home is presented in terms of: (1) the frequency and timing of casino visits, (2) standard trip characteristics, (3) expenditure related information, and (4) a comparison of selected socio-demographic characteristics of travelers versus local casino gamblers.

1. Frequency & Timing

Almost half of the respondents who had gambled in a casino located at least 80km from their home had done so more than once in the past 12 months (Table 3.1). Thirty one percent of these reported doing so on three or more occasions. In the context of all 1203 respondents, only 31% had not gambled in a casino located less than 80km from their home in the past 12 months. Of the 638 respondents who formed the traveler component of this study 41% had also gambled in a casino less than 80km from their home during the past 12 months (Table 3.2).

Table 3.1 Number of times gambled in Casinos located 80km or more from home in the last 12 months (Travelers only)

Number of Times	Frequency	Percentage
1	320	51
2	111	18
3-6	134	21
7 or more	63	10

Note: N = 628 due to weighting.

Table 3.2 Number of times gambled in Casinos located 80km or less from home in the last 12 months

Number of Times	Frequency	Percentage
0	371	31
1	258	21
2	166	14
3-6	229	19
7 or more	179	15

Note: N = 1203.

Table 3.3 shows the seasonal distribution of the last trip of over 80km in the past 12 months that involved a casino visit. Given the June and July administration of the survey, it is not surprising that these trips are skewed towards the spring months. This table does not illustrate the seasonal distribution of all trips during the last year – only the most recent trip involving a casino visit.

Table 3.3 Month of Most Recent Trip

Month	Frequency	Percentage
January	53	9
February	68	11
March	79	13
April	77	12
May	94	15
June	84	13
July	37	6
August	31	5
September	17	3
October	36	6
November	24	4
December	51	8

Note: N = 651 due to weighting. Percentage exceeds 100% due to some trips overlapping months.

2. General Trip Characteristics

Almost 60% of all respondents who visited a casino 80km or more from their home did so outside of Alberta (Table 3.4). The most frequent external destination was the United States with 35% of the respondents indicating that the last casino that they visited was located in the U.S. An additional 20% of the respondents indicated that they visited a casino in another part of Canada.

Table 3.4 Location of Casino

Location	Frequency	Percentage
Alberta	255	41
Another Part of Canada	124	20
United States	222	35
Another Country	14	2
Ocean Cruise Ship	13	2

Note: N = 628 due to weighting.

Travel party size varied substantially (Table 3.5). While 16% of the respondents indicated that they had been traveling on their own when they last visited a casino 80 or more km from their home, over 41% indicated that they traveled with one other person. Interestingly, the next most frequently mentioned party size was four, raising the possibility that these parties reflected two couples traveling together.

Table 3.5 Travel Group Size

Group Size	Frequency	Percentage
1	100	16
2	255	41
3	63	10
4	113	18
5 or more	98	15

Note: N = 629 due to weighting.

Only 15% of the reported trips involved no overnight stay (Table 3.6). This is somewhat surprising since the 80km cut off distance used in this study is relatively short and when translated into duration is approximately an hour's driving time. A higher frequency of day trips had been expected. Similarly, the frequency of one-night trips (8%) was relatively low with the corollary being that a surprisingly high number of respondents indicating that their last trip involving a casino visit lasted more than one night.

Table 3.6 Number of Nights Away From Home

Number of Nights	Frequency	Percentage
0	91	15
1	50	8
More than 1	484	77

Note: N = 625 due to weighting.

Hotels proved to be the most popular form of accommodation with over 63% of the respondents indicating that they had stayed in them on their trip (Table 3.7). The next most frequently form of accommodation was that provided by friends and relatives (25%). The balance of accommodation types fell off dramatically with motels (9%) and campgrounds/RVs (6%) being the most frequently mentioned.

Table 3.7 Type of Accommodation Used

Type of Accommodation	Frequency	Percentage
Hotel	338	63
Family and Relatives	131	25
Motel	49	9
Campground/RV	33	6
Second Home	17	3
Cruise Ship	14	3
Others	50	10

Note: N = 534 due to weighting. Percentage total exceeds 100% due to multiple types of accommodation being used.

Automobiles proved to be the most popular mode of travel with 61% of the travelers indicating that this was the primary type of transport that they used (Table 3.8). However, air travel was also a very popular mode of transport (31%) which is consistent with many of the relatively long haul destinations like Las Vegas in the U.S. Motor coach travel (8%), while much less frequent than auto or air transport was still very significant. It may reflect organized tours to casino's in neighbouring provinces.

Table 3.8 Primary Mode of Transportation

Mode of Transportation	Frequency	Percentage
Auto	382	61
Air	192	31
Bus/Motor Coach	50	8
Boat	5	1

Note: N = 629 due to weighting.

The main reason for taking the trip was most often categorized as pleasure (57%), which is consistent with the claims of the casino industry (Table 3.9). In line with the types of accommodation used on the trip, respondents identified visiting friends and relatives as the second most frequent reason for taking the trip. Visits to casinos are not, however, restricted to pleasure or friends and relative based trips. Twenty-two percent were associated with personal (e.g., trips to visit someone in a hospital) or business and convention travel.

Table 3.9 Main Reason for Taking Trip

Main Reason for Trip	Frequency	Percentage
Visit Friends/Relatives	131	21
Pleasure	355	57
Personal	59	9
Business	78	12
Non-Business Convention	6	1

Note: N = 629 due to weighting.

When asked about the relative importance of their casino visit within the overall context of their trip, 71 % said that it was a minor or incidental part of their travels (Table 3.10). In most cases their casino visit was simply one of the many entertainments that formed their travel experience. Nine percent of the respondents indicated that the casino visit was the primary focus of their trip while the balance suggested that it was an important but secondary activity. Those who indicated that the casino visit was a primary or secondary activity represent quite a distinct market in that their trip motivations are more directly tied to the existence of casino facilities in the destination.

Table 3.10 Centrality of Casino Visit to Trip

Centrality of Casino Visit	Frequency	Percentage
Primary Activity	56	9
Important But Secondary Activity	126	20
Minor-Incidental	448	71

Note: N = 630 due to weighting.

A variety of activities were engaged in while on these trips (Table 3.11). As one might expect, complementary activities like shopping and going to bars and nightclubs were frequently mentioned. Somewhat more surprising was the prevalence of sightseeing, active participation in sports, visits to historic sites, cultural performances and the like. The breadth of activities is noteworthy in itself.

Table 3.11 Trip Activities

Activity	Frequency	Percentage
Shopping	454	72
Sightseeing	332	53
Go to a Bar or Night Club	330	52
Visit Friends	243	39
Visit Relatives	213	34
Participate in Any Sports or Outdoor Activities	148	24
Visit a Historic Site	134	21
Attend a Cultural Performance	130	21
Visit a Museum or Art Gallery	103	16
Visit a National, Provincial or State Park	100	16
Visit a Zoo, Aquarium or Botanical Garden	98	16
Visit a Theme or Amusement Park	94	15
Attend Festival, Fair or Exhibition	88	14
Attend Sports Event as a Spectator	82	13
Take a Cruise	34	6
Others	20	3

Note: N = 629 due to weighting. Percentage total exceeds 100% due to participation in multiple activities.

3. Trip Expenditures

Just over 16% of the travelers indicated that they had received a direct discount or incentive from any of the casinos that they had visited on their last trip (Table 3.12). Of those that received such a discount, over half indicated that they were not influenced to travel to that particular destination based on the discount (Table 3.13). However, 30% of the respondents that acknowledged the discount/incentive stated that it was very or extremely important to their decision to travel to the destination.

Table 3.12 Direct Discount or Incentive from Casino

Direct Discount/Incentive from Casino	Frequency	Percentage
Yes	101	16
No	527	84

Note: N = 628 due to weighting.

Table 3.13 Importance of Discount/Incentive

Importance of Discount	Frequency	Percentage
Not at All Important	53	53
Slightly Important	17	17
Very Important	19	19
Extremely Important	11	11

Note: N = 100.

A broad range of estimates was reported for the cost per person of the last trip involving a casino visit (Table 3.14). This range is a function of many factors including, but not limited to, the distance traveled, duration, and the scope of the activities undertaken. It is also not clear where these expenditures were made, i.e., in the origin, destination or en route. Notwithstanding the difficulty of sorting out these various factors, it is clear that expenditures were substantial with 50% of the respondents indicating that their trip had cost them more than \$500.00. Only 14% of the respondents indicated that portions of these expenditures were paid to a tour organizer as part of a tour package (Table 3.15).

Table 3.14 Cost of Trip per Person

Cost of Trip per Person (\$)	Frequency	Percentage
100 or under	84	15
101-500	198	35
501-1000	104	18
1001-1500	54	10
1501-2000	55	10
2001-2500	21	4
2501-3000	12	2
3001-3500	5	1
3501 and up	35	6

Note: N = 568.

Table 3.15 Purchase of Tour Package

Purchased Tour Package	Frequency	Percentage
Yes	82	14
No	487	86

Note: N = 569 due to weighting.

4. Comparison of the Socio-demographic Characteristics

The sample was purposefully selected to result in roughly equal representation in terms of female and male respondents. The specific balance of this split across the travel and non-travel groups is shown in Table 3.16.

Table 3.16 Number of Females & Males that Travel and do not Travel

Sex	Travel (%)	Non-Travel (%)
Female	314 (51%)	306 (49%)
Male	288 (49%)	295 (51%)

A comparison of the travel and non-travel casino gamblers by age cohort shows some interesting differences. In general, respondents in the younger age cohorts are more likely to be non-travelers than travelers while respondents in the older age cohorts are much more likely to be travelers than non-travelers (Table 3.17).

Table 3.17 Age Groups of Respondents who Travel and do not Travel

Age Group	Travel (%)	Non-Travel (%)
18-29	152 (25%)	186 (31%)
30-39	105 (17%)	125 (21%)
40-49	113 (18%)	121(20%)
50-59	106 (18%)	99 (16%)
60-69	76 (13%)	32 (5%)
70+	50 (8%)	38 (6%)

Note: N = 1203. Frequencies are unweighted. Percentage total may not add up to 100% due to rounding.

In terms of education levels respondents with lower levels of education are slightly more prevalent in the non-travel group (Table 3.18). The biggest differences, however, are found in those who have completed a Bachelor's degree and those who have completed graduate or professional degrees. In the former case, 20% of all respondents were travelers (vs. 16% of non-travelers), while in the latter case, 5% of the respondents were travelers (vs. 3% of non-travelers).

Table 3.18 Level of Education of Respondents who Travel and do not Travel

Educational Level	Travel (%)	Non-Travel (%)
Some High School or Less	70 (12%)	75 (13%)
Completed High School	154 (26%)	175 (29%)
Some Technical School./Community College/ University	92 (15%)	104 (17%)
Completed Technical College/Community College	131 (22%)	131 (22%)
Completed Bachelor's	123 (20%)	94 (16%)
Completed Masters/ PhD/ Professional Degree	31 (5%)	17 (3%)

Note: N = 1197. Frequencies are unweighted. Percentage total may not add up to 100% due to rounding.

In terms of job status, students were slightly more likely to be non-travelers than travelers regardless of whether they were employed or not (Table 3.19). In contrast, retirees were more likely to be travelers than non-travelers.

Table 3.19 Present Job Status of Respondents who Travel and do not Travel

Present Job Status	Travel (%)	Non-Travel (%)
Employed Full Time	358 (59%)	379 (63%)
Employed Part Time	47 (8%)	47 (8%)
Unemployed	23 (4%)	21 (4%)
Student Employed Part Time or Full Time	14 (2%)	27 (5%)
Student Not Employed	10 (2%)	19 (3%)
Retired	112 (19%)	63 (11%)
Homemaker	34 (6%)	33 (6%)
Other	4 (1%)	11 (2%)

Note: N = 1202. Frequencies are unweighted. Percentage total may not add up to 100% due to rounding.

Finally, little difference is evident in terms of the distribution between ethnic groups in terms of travel and non-travel (Table 3.20). The largest difference exists in terms of respondents who indicated their ethnic origin as English. A total of 18% of these respondents were situated in the travel group while only 13% were found in the non-travel group.

Table 3.20 Ethnic Affiliation of Respondents who Travel and do not Travel (By Top Eight in Rank Order)

Ethnic Affiliation	Travel (%)	Non-Travel (%)
Canadian	114 (19%)	122 (21%)
English	106 (18%)	74 (13%)
German	55 (9%)	53 (9%)
Scottish	37 (6%)	47 (8%)
French	39 (7%)	40 (7%)
Irish	31 (5%)	39 (7%)
Ukrainian	39 (7%)	37 (6%)
Aboriginal	29 (5%)	25 (4%)
Others	141 (24%)	155 (26%)

Note: N = 1183. Frequencies are unweighted. Percentage total may not add up to 100% due to rounding.

CHAPTER IV

PLACE ATTACHMENT

This section of the report presents the findings related to the second objective of the study by examining mode of experience and the importance of place attachment for Alberta residents who patronize casinos locally and while traveling. In the latter instance, place attachment is considered both in terms of the respondents attachment to the last casino that they visited and for those who had traveled 80km or more, their place attachment in terms of the destination in which this casino was located.

1. Mode of Experience

Different types of leisure activities are connected to place in different ways. Williams (1988) suggested that there are three major types of focus associated with leisure experiences. These are experiences dominated by the activity, experiences dominated by place and experiences dominated by companionship. When asked to rank the most important focus in the context of the last casino visited, 59% of all respondents ranked companionship as the most important aspect of their experience while the balance were evenly split between the place and the activity (Table 4.1). When only those who had traveled 80km or more were asked the same question in the context of their leisure experience at the destination, 57% of the respondents still rated companionship as being the most important aspect of their experience (Table 4.2). Slightly over a quarter of the respondents did, however, rank place as being the second most important aspect of their experience while 18% ranked the activity itself. Given the engaging nature of gambling, it was anticipated that activity would have ranked much higher. The fact that companionship emerged as the most dominant focus was unexpected. Place was important for a substantial portion, but nonetheless a minority, of the respondents thereby limiting the likelihood of strong ties to place being developed.

Table 4.1 Primary Mode of Experience at Casino

Primary Mode	Frequency	Percentage
The Place Itself	240	20
The Activities I Did There	238	20
The People I Was With	699	59

Note: N = 1177 due to weighting. Percentage total may not add up to 100% due to rounding.

Table 4.2 Primary Mode of Experience at Destination

Primary Mode	Frequency	Percentage
The Place Itself	156	25
The Activities I Did There	111	18
The People I Was With	350	57

Note: N = 617 due to weighting. Percentage total may not add up to 100% due to rounding.

2. Attachment and Substitution

The responses to specific items related to place attachment were quite revealing. In terms of the casino itself, the responses were heavily loaded toward a lack of place attachment (Table 4.3). For example, 91% of the respondents strongly disagreed or disagreed with the statement that they felt strongly attached to the casino. In response to the statement that they probably could have gone to another casino in the same area and had just as good a time, 71% agreed or strongly agreed with another 11% being neutral. A somewhat moderated set of responses resulted when asked a similar series of questions related to the destination (Table 4.4). For example, 57% of the respondents strongly disagreed or disagreed with the statement that they felt attached to this destination. In response to the statement that they could get a greater satisfaction out of visiting a casino in this destination compared to other destinations 55% strongly disagreed or disagreed with a further 17% being neutral. These types of responses suggest that place attachment in the context of the casino itself is low and at best moderate for the destination in which the casino is situated. They also suggest that these sites could readily be substituted with other casino sites and destinations without compromising the respondents' leisure experiences.

Table 4.3 Place Attachment Statements in Relation to Casino

Place Attachment Statements	Frequency (%) of Respondents Who:				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
This casino is very special to me	656 (55%)	241 (20%)	224 (19%)	44 (4%)	30 (3%)
This casino is one of my favourite places to be	691 (58%)	244 (20%)	166 (14%)	60 (5%)	37 (3%)
This casino says very little about who I am	182 (15%)	85 (7%)	84 (7%)	196 (17%)	633 (54%)
I probably could have gone to another casino in the same area and had just as good a time	139 (12%)	74 (7%)	125 (11%)	199 (17%)	635 (54%)
I feel attached to this casino	948 (79%)	141 (12%)	52 (4%)	30 (3%)	30 (3%)
I get greater satisfaction out of visiting this casino compared with any other casino	675 (58%)	191 (16%)	183 (16%)	60 (5%)	59 (5%)

Note: N = 1168 to 1201. Percentage totals may not add up to 100% due to rounding.

Table 4.4 Place Attachment Statements in Relation to Destination (Travelers only)

Place Attachment Statements	Frequency (%) of Respondents Who:				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
This destination is very special to me	247 (39%)	111 (18%)	113 (18%)	88 (14%)	67 (11%)
This destination is one of my favourite places to be	219 (35%)	101 (16%)	146 (23%)	89 (14%)	71 (11%)
This destination says very little about who I am	87 (14%)	60 (10%)	90 (15%)	124 (20%)	257 (42%)
I probably could have gone to another casino in the same destination and had just as good a time	71 (11%)	60 (10%)	75 (12%)	151 (24%)	264 (43%)
I feel attached to this destination	270 (43%)	87 (14%)	108 (17%)	92 (15%)	66 (11%)
I get greater satisfaction out of visiting this casino in this destination compared with any other destination	252 (41%)	88 (14%)	105 (17%)	81 (13%)	86 (14%)

Note: N = 612 to 626. Percentage totals may not add up to 100% due to rounding.

CHAPTER V

MOTIVATIONS OF ALBERTA CASINO GAMBLERS

Chapter 5 addresses the third objective of the study by reporting on the motivations of casino gamblers. The total sample of respondents includes both those who visited a casino 80km or more away from their home as well as those who visited a casino less than 80km from their home. This section will be divided into a short discussion of motivations that were identified as being particularly important as well as a discussion of motivations that were not important to the respondent.

1. Most Important Motivations for Casino Gambling

The number one motivation mentioned in terms of rating was "to be with members of my group" with 61% of the respondents indicating that this was either very or extremely important to them (Table 5.1). The second most important motivation in terms of rating was a related item, "to do things with my companions" with 60% of the respondents indicating that this was either very or extremely important to them. These findings are consistent with the high loading that companionship received in terms of the previously discussed focus of experience. The next most frequently mentioned motivation item was "to just be myself" with 50% rating this motivation as being either very or extremely important to them.

2. Least Important Motivations for Casino Gambling

A number of motivational items that had been suggested in the literature turned out to be relatively unimportant from the perspective of the respondents (Table 5.1). Leading the list was "to be seen by others as a skilled player" which 88% of the respondents declared as being not at all important. A close second was "to develop skills and abilities" with 86% indicating that it was not at all important. A third item that was clearly not seen as being an important motivation at all by the majority of respondents was "to be seen by others as a smart gambler" at 84%.

Table 5.1 Motivations for Gambling at Casinos

Motivations For Gambling at Casinos	Frequency (%) of Respondents Who Felt Motivations were:			
	Not at all Important	Slightly Important	Very Important	Extremely Important
To Develop Skills and Abilities	1036 (87%)	103 (9%)	44 (4%)	17 (1%)
To Beat the Casino	793 (66%)	187 (16%)	105 (9%)	116 (10%)
To Just Be Myself	310 (27%)	272 (23%)	271 (23%)	318 (27%)
To Be Seen By Others as a Skilled Player	1054 (88%)	89 (7%)	34 (3%)	24 (2%)
To Focus Entirely on the Activity	642 (54%)	298 (25%)	158 (13%)	98 (8%)
To be With Members of My Group	275 (23%)	198 (17%)	270 (23%)	448 (38%)
To Feel Exhilarated	497 (42%)	338 (28%)	243 (20%)	114 (10%)
To Be In Control Whether Win or Lose)	441 (37%)	204 (17%)	236 (20%)	304 (26%)
To Take Risks	484 (40%)	344 (29%)	226 (19%)	145 (12%)
To Avoid Everyday Problems for a While	773 (65%)	179 (15%)	133 (11%)	112 (9%)
To Get Away from the Usual Demands of Life	559 (47%)	299 (25%)	214 (18%)	129 (11%)
To Learn More About Gambling	890 (74%)	192 (16%)	91 (8%)	29 (2%)
To Keep a Poker Face When Gambling	955 (81%)	126 (11%)	60 (5%)	36 (3%)
To Do Things Important in My Life	859 (73%)	126 (11%)	79 (7%)	107 (9%)
To Do Things With My Companions	229 (19%)	260 (22%)	356 (30%)	354 (30%)
To Think Only About the Here and Now	622 (53%)	281 (24%)	176 (15%)	101 (9%)
To Be Seen by Others as a Smart Gambler	1003 (84%)	121 (10%)	46 (4%)	31 (3%)
To Have Thrills	385 (32%)	369 (31%)	299 (25%)	145 (12%)
To Beat Other Gamblers	872 (73%)	171 (14%)	89 (8%)	62 (5%)
To Take Chances	443 (37%)	408 (34%)	250 (21%)	98 (8%)

Note: N = 1177 to 1202. Percentage totals may not add up to 100% due to rounding.

CHAPTER VI

CONCLUSIONS

This concluding chapter summarizes the findings, suggests the fundamental implications of the research and identifies key questions that have emerged in the process of this study. Brief comment is also made in terms of research papers based on this data that are currently being prepared for submission to academic journals but which should be of considerable interest to the various stakeholders associated with casino gambling.

1. Summary

Albertans who visit casinos 80km or more away from their home are more likely to be older and retired than those who visited casinos closer to home. While a substantial portion of the respondents who had visited a casino during their travels had not visited a casino in their local area, about 43% had done so in the past 12 months. The trip profile of those respondents who had traveled was characterized by trips outside of the province, travel parties of two being the most common, overnight stays of more than one night, hotel patronage, auto travel but with relatively high use of air transport as well, the main reason for the trip being pleasure, and a broad range of additional trip activities. The majority of these respondents indicated that the casino visit was a minor or incidental activity while on their travels. Fifty percent of the respondents spent more than \$500 per person on their trip with 14% of those individuals spending part of these funds on tour packages.

The experience focus of both the traveler and non-traveler group was on companionship rather than place (i.e., destination) or the activity of gambling itself. Place was ranked higher by the travel group than the non-travelers although it was still only ranked as the primary focus by 25% of the respondents. Responses to specific place attachment items reveal low attachment to specific casinos and moderate attachment to the destinations in which these casinos were located. These findings suggest that individual casinos can be relatively easily substituted for other casinos. A similar situation exists in terms of the destination in which the casino is located although there appeared to be somewhat stronger attachment to the destination as a place than to the casino itself.

Finally, this population of casino gamblers identified their strongest motivations in terms of the social dimensions of the activity. They also indicated that the opportunity that casino gambling presented for the respondents to be “themselves” was particularly strong. Potential motivations that were not ranked high by respondents focused on skill related aspects. Skill development or impressing others with their expertise was not a major motivation.

2. Implications

These findings have a variety of implications for casino policy, development and management in and around Alberta. Trip profile information can be used to target specific groups of travelers both in terms of promotional messages and product offerings. More effort can be made by Alberta based casinos to capture the patronage of the many individuals who visit casinos outside of the province but do not visit casinos closer to home. The weak place attachment associated with individual casinos can be interpreted as both an opportunity and a threat to Alberta casino operators. On the one hand, it suggests that there may be an opportunity to convince travelers who visit casinos outside of the province to patronize casinos closer to home while on the other hand, it suggests that Alberta casinos must increasingly base their investment decisions on local rather than distant markets. Policy makers should also recognize that the majority of casino patrons are going to be locals rather than visitors. As a way of countering this trend, casino developments that are targeting tourists would be well served to anchor their development in the destination by emphasizing its connection to place (e.g., architectural design, affiliations with other destination attractions, etc.). They would also be well served to attend to the social dimension of their patrons' casino experience, as this is one of the key things that travelers are looking for when they visit a casino. The vast majority of casino patrons are strongly motivated by the desire to socialize with their companions and to have a satisfying leisure experience. By designing the casino product to enhance this experience, individual casinos will be in a better position to be successful in an increasingly competitive market.

3. Research Directions

The authors are currently preparing three additional papers that explore the data in more depth. Paper one examines the way that respondents who visit casino's 80km or more away from home relate to place. This paper will expand on the concept of place in much more depth than has been done in this report. Paper two will focus on how motivations for casino gambling vary both between- and within-gender. The final paper will examine various market segments associated with casino tourism. Travelers will be compared to non-travelers in terms of socio-demographic dimensions and in terms of motivations. The travel group will be further subdivided in terms of those for which the casino visit was a primary, secondary, and minor/incidental part of the trip.

Finally, the findings of this study suggest the need to pursue at least three associate lines of inquiry. First, how do the concepts of mode and place apply to other gambling locations, such as horse racing tracks. Second, how do people who only visit casinos in Alberta differ from those who only visit casinos outside the province? And third, what other motivations exist for visiting casinos, and how do these motivations as well as those examined in this study vary due to socio-demographic, trip type, and other factors?

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APPENDIX A

TELEPHONE INTRODUCTION

INTRO

Hello, my name is and I'm calling (*long distance*) from the Population Research Laboratory at the University of Alberta.

Have I dialed XXX-XXXX? Your phone number was selected at random by computer as belonging to a household in Alberta.

INTR02

We are currently conducting a research survey on behalf of Dr. Tom Hinch and Dr. Gordon Walker of the Faculty of Physical Education and Recreation. The information gathered in this study will help researchers to understand the role that the location of casinos plays in travel behavior.

For the purpose of this study, casinos refer to places offering a *combination* of table games and slot machines (including Video Lottery Terminals). This study does not include gambling done in bars or lounges that have VLTs.

NUMMEN

We don't always interview the person who answers the telephone. To ensure that we speak with a good cross-section of people in the province, could you please tell me the number of men aged 18 and older who live in your household?

_____ # of men aged 18 and older

998 No Response

NUMWOMEN

And the number of women aged 18 and older?

_____ # of women aged 18 and older

998 No Response

SELECTED

For this study I would like to interview the (a) (male/female) member of the household.

Would that person be available to speak with me?

- 1 Yes-proceed
- 2 No-schedule callback for person (or code appropriately)

INTERVIEWER NOTE: REPEAT INTRODUCTION IF ANOTHER PERSON COMES TO PHONE.

SEX

Enter gender of respondent: (DO NOT ASK)

- 1 Male
- 2 Female

ASK

I would like to interview you and I'm hoping that now is a good time for you. The interview will take between 10 and 15 minutes, depending on the questions that apply to you. Is now a convenient time for you?

- 1 Yes-proceed
- 2 No-schedule callback (or code appropriately)

FOIP

Before we start, I'd like to assure you that your participation is voluntary and that any information you provide will be used only for the indicated purpose in conformity with the Alberta Freedom of Information and Protection of Privacy Act. 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, of course, have the right to end the interview at any time.

Nobody will be identified individually in any reports coming out of the survey. If you have any questions about this study, you may call either Dr. Gordon Walker, (*Assistant Professor, University of Alberta*) collect at (780) 492-0581 or Donna Fong, Research Manager, at the Population Research Lab collect at (780) 492-4659, ext. 224. May we proceed?

- 1 Yes
- 2 No-Arrange callback or code appropriately

TIME

INTERVIEWER: Start timing now. _____ : _____

GAMBLE

First of all, I would like to ask you some questions related to casino gambling.

1. Did you gamble in a casino during the last twelve months?

- 1 Yes (Go to question 2)
- 2 No (Thank respondent and end interview)
- 0 Refusal (Thank respondent and end interview)

MORE80K

2. How many times did you gamble in casinos located 80 kilometers (50 miles) or MORE from your home during the last twelve months?

_____ Number

9998 Don't know/refusal

9999 Not applicable

If 0, go to Section 3.

If 1 or more times, go to Question 4, Section 2.

If 9998, go to Section 3.

LESS80K

3. How many times did you gamble in casinos located LESS than 80 kilometers (50 miles) from your home during the last twelve months?

_____ Number

9998 Don't know/refusal

9999 Not applicable

The next set of questions is meant to help us develop an understanding of the travel behaviors and patterns of people who visit casinos away from their home communities.

(ASK ONLY IF QUESTION 2 "MORE80K" IS GREATER THAN OR EQUAL TO 1 AND LESS THAN OR EQUAL TO 9997)

NAME80K

4. Thinking about the last 12 months, what was the name of the last casino in which you gambled that was more than 80 kilometers away from your home? (OPEN-ENDED)

_____ Name(s)

0 Don't know/ Refusal

4a. During which month (*or months*) did this last (most recent) trip occur? (DO NOT READ, SELECT ALL THAT APPLY)

- 0 Not selected
- 1 Selected
- 9 Not applicable

- MONTH801** ___ January
- MONTH802** ___ February
- MONTH803** ___ March
- MONTH804** ___ April
- MONTH805** ___ May
- MONTH806** ___ June
- MONTH807** ___ July
- MONTH808** ___ August
- MONTH809** ___ September
- MONTH810** ___ October
- MONTH811** ___ November
- MONTH812** ___ December
- MONTH813** ___ Don't know/Refusal
- MONTH814** ___ No other/exit

AREA80K

5. Was this casino located in...(READ AND SELECT ONE ONLY)

- 1 Alberta
- 2 Another part of Canada
- 3 United States
- 4 Another Country
- 5 An Ocean Cruise Ship

- 0 Don't know/Refusal
- 9 Not applicable

CITYNAM

6. Would you please tell me the location of the casino? (PROBE FOR CITY, PROVINCE/STATE, COUNTRY OR CRUISING REGION)

_____ Location

- 0 Don't know/Refusal
- 9 Not applicable

WHOWENT

7. Including yourself, how many persons (including those who did not gamble) went on this last trip with you?

_____ Number

98 Don't know/Refusal

99 Not applicable

AWAY

8. How many nights were you away from home on the last trip? (READ)

- 1 None (GO TO 11)
2 One (GO TO 9)
3 More than one (GO TO 9)

- 0 Don't know/refusal (GO TO 11)
9 Not applicable

9. How many, if any, of these nights did you spend in (READ):
(OPEN-ENDED)

WHERE_1 Alberta _____ Nights
WHERE_2 Other Canada _____ Nights
WHERE_3 On an ocean cruise ship _____ Nights
WHERE_4 United States _____ Nights
WHERE_5 Other Country _____ Nights

WHERE_6 _____ Don't know/refusal

WHERE_7 _____ No Other Exit

10. In what types of accommodation did you stay (during the last trip) and for how many nights?

(Interviewer: PROMPT WITH CATEGORIES IF NECESSARY. SELECT ALL THAT APPLY. OPEN-ENDED)

- 0 Not selected
1 Selected
9 Not applicable

ACCOM_1 _____ Hotel _____ Nights
ACCOM_2 _____ Motel _____ Nights
ACCOM_3 _____ Bed & Breakfast _____ Nights
ACCOM_4 _____ Bed & Breakfast _____ Nights
ACCOM_5 _____ Resort _____ Nights
ACCOM_6 _____ Camping or RV trailer park _____ Nights
ACCOM_7 _____ Home of friends or relatives _____ Nights

ACCOM_8 ___ Private cottage or vacation home ___ Nights
ACCOM_9 ___ Commercial cottage or cabin ___ Nights
ACCOM_10 ___ Cruise ship ___ Nights
ACCOM_11 ___ Other (hostel, universities, etc.) ___ Nights
ACCOM_12 ___ Don't know/refusal ___ Nights
ACCOM_13 ___ No other/exit ___ Nights

TRANS

11. What means of transportation did you use to travel the greatest distance on this last trip?
(SELECT ONE ONLY)

- 1 Auto (include motor homes, jeeps, trucks, vans & campers, etc.)
- 2 Air
- 3 Bus/Motor Coach
- 4 Rail
- 5 Boat (including cruise ship)
- 6 Other (include motorcycles/bicycles, etc.)
- 0 Don't know/refusal
- 9 Not applicable

MAIN

12. What was your MAIN reason for taking this last trip? (READ)

- 1 Visiting friends or relatives
- 2 Pleasure
- 3 Personal (e.g., hospital stay, attend a funeral, family emergency, etc.)
- 4 Business
- 5 Non-business convention
- 0 Don't know/refusal
- 9 Not applicable

INCASINO

13. Was gambling in a casino...(READ)

- 1 ...the primary activity on your trip
- 2 ...an important but secondary activity or
- 3 ...a minor or incidental activity
- 0 Refusal
- 9 Not applicable

14. On this last trip did you...(READ AND SELECT ALL THAT APPLY)

- 0 Not selected
- 1 Selected
- 9 Not applicable

- DIDU_1** ___ Visit friends
- DIDU_2** ___ Visit relatives
- DIDU_3** ___ Shop
- DIDU_4** ___ Do some sightseeing
- DIDU_5** ___ Attend a festival, fair or exhibition
- DIDU_6** ___ Attend a cultural performance, for example a play or a concert
- DIDU_7** ___ Attend a sports event as a spectator
- DIDU_8** ___ Participate in any sports or outdoor activities
- DIDU_9** ___ Visit a museum or art gallery
- DIDU_10** ___ Visit a zoo, aquarium or botanical garden
- DIDU_11** ___ Visit a theme or amusement park
- DIDU_12** ___ Visit a national, provincial or state park
- DIDU_13** ___ Visit an historic site
- DIDU_14** ___ Go to a bar or nightclub
- DIDU_15** ___ Take a cruise (e.g., passenger on a scenic boat tour)
- DIDU_16** ___ Other (specify)
- DIDU_17** ___ Don't know/refusal
- DIDU_18** ___ No other/exit

DISCOUNT

15. Did you receive a direct discount or incentive from any of the casinos that you gambled in on this last trip? (OPTIONAL DEFINITION: A direct discount is an offer made by the casino that significantly reduces the costs or adds to the value of your trip. Normally this incentive would be offered prior to visiting the casino.)

- 1 Yes (GO TO QUESTION 16)
- 2 No (GO TO QUESTION 17)
- 0 Don't know/refusal (GO TO QUESTION 17)
- 9 Not applicable

DISCT2

16. How important was this discount/incentive in your decision to travel to this particular destination (on your last trip)? Would you say (READ)

- 1 Not at all important
- 2 Slightly important
- 3 Very important
- 4 Extremely important

- 0 Don't know/refusal
- 9 Not applicable

COST

17. Approximately how much did this trip cost per person for your travel group including transportation, accommodation, food and beverages, entertainment, gambling, goods purchased and any other expenditures associated with the trip? Please include the estimated value of frequent flyer and air mile tickets if these were used for this trip.

_____ (in Canadian Dollars)

- 0 Don't know/refusal (GO TO SECTION 3)
- 9 Not applicable

TOUR

18. Were any of these expenditures paid to a tour organizer as part of a tour package? (A tour package combines two or more of the expenditures in Q17).

- 1 Yes
- 2 No

- 0 Don't know/refusal
- 9 Not applicable

(READ TO LOCAL CASINO GAMBLERS)

In this section we would like to know how you view the last casino in which you gambled during the past 12 months.

(READ TO TRAVELERS)

In this section we would like to know how you view the last CASINO you gambled in during your travels over the past 12 months along with your views of the DESTINATION REGION in which this casino was located.

19. Think about the last CASINO in which you gambled. I will read three items that may have been important to you during your experience. Please tell me which of the following aspects was the MOST important to you.

Which aspect was the second MOST important to you? (Interviewer may have to read out the two remaining options.) (READ & RANK; most important=], second most important=2, least important by default=3)

DIMENT11 Last casino gambled: Most important aspect

- 1 'The place itself'
- 2 'The activities I did there'
- 3 'The people I was with'
- 4 'Don't know'
- 5 'No other selected/exit'
- 9 'Not applicable'

DIMENT12 Last casino gambled: Second important aspect

- 1 'The place itself'
- 2 'The activities I did there'
- 3 'The people I was with'
- 4 'Don't know'
- 5 'No other selected/exit'
- 9 'Not applicable'

DIMENT13 Last casino gambled: Least important aspect

- 1 'The place itself'
- 2 'The activities I did there'
- 3 'The people I was with'
- 4 'Don't know'
- 5 'No other selected/exit'
- 9 'Not applicable'

LOCALS (ANSWERED 0 TO Q2), GO TO 22. TRAVELERS (ANSWERED 1 OR MORE TIMES TO Q2), GO TO 20.

20. Think about the DESTINATION region where the casino was located. I will read three items that may have been important to you during your visit to this destination. Please tell me which of the following aspects was the MOST important to you? (READ)

Which aspect was the second MOST important to you? (READ & RANK; most important=], second most important=2, least important by default=3)

MOSTIMP1 Destination where last casino located: Most important aspect

- 1 'The place itself'
- 2 'The activities I did there'
- 3 'The people I was with'
- 4 'Don't know'
- 5 'No other selected/exit'
- 9 'Not applicable'

MOSTIMP2 Destination where last casino located: Second important aspect

- 1 'The place itself'
- 2 'The activities I did there'
- 3 'The people I was with'
- 4 'Don't know'
- 5 'No other selected/exit'
- 9 'Not applicable'

MOSTIMP3 Destination where last casino located: Least important aspect

- 1 'The place itself'
- 2 'The activities I did there'
- 3 'The people I was with'
- 4 'Don't know'
- 5 'No other selected/exit'
- 9 'Not applicable'

IMPONE

21. Which ONE of the following would you say was the MOST IMPORTANT to you:

(READ)

- 1 The casino in which I gambled or
- 2 The region where the casino was located

- 0 Don't know/refused
- 9 Not applicable

22. Again, please think about the last CASINO in which you gambled in the past twelve months (FOR TRAVELERS QUALIFY WITH ...on your trip) . I would like you to tell me how much you agree or disagree with the following statements using a scale of 1 to 5, where 1 is STRONGLY DISAGREE and 5 is STRONGLY AGREE.

LASTCAS

a. This CASINO is very special to me.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	DK/NR	NA
1	2	3	4	5	0	9

FAV

b. This CASINO is one of my favourite places to be.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	DK/NR	NA
1	2	3	4	5	0	9

LITTLE

c. This CASINO says very little about who I am.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	DK/NR	NA
1	2	3	4	5	0	9

ANOTHER

d. I probably could have gone to another CASINO in the same area and had just as good a time.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	DK/NR	NA
1	2	3	4	5	0	9

ATTACHED

e. I feel attached to this CASINO.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	DK/NR	NA
1	2	3	4	5	0	9

SATIS

f. I get greater satisfaction out of visiting this CASINO compared with any other casino.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	DK/NR	NA
1	2	3	4	5	0	9

**LOCALS GO TO 24.
TRAVELERS GO TO 23.**

23. Now we would like to ask you some questions about the DESTINATION (city/ocean region) where this casino is located. Once again, using the scale of 1 to 5 where 1 is Strongly Disagree, 2 Disagree, 3 Neutral, 4 Agree, and 5 is Strongly Agree. How much do you agree or disagree with each of the following statements?

VISIT

a. I get greater satisfaction out of visiting a casino in this DESTINATION compared with any other DESTINATION.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	DK/NR	NA
1	2	3	4	5	0	9

ATTACH

b. I feel attached to this DESTINATION.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	DK/NR	NA
1	2	3	4	5	0	9

OTHERPL

c. I probably could have gone to a casino in another DESTINATION and had just as good a time.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	DK/NR	NA
1	2	3	4	5	0	9

WHOIAM

d. This DESTINATION says very little about who I am.

Strongly Disagree	Disagree	Neutral	Agree Agree	Strongly	DK/NR	NA
1	2	3	4	5	0	9

FAVTOBE

e. This DESTINATION is one of my favorite places to net

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	DK/NR	NA
1	2	3	4	5	0	9

CLOSELY

f. This destination is very special to me.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	DK/NR	NA
1	2	3	4	5	0	9

Now we would like to ask you some questions about why you GAMBLE at CASINOS.

24. Please indicate how important each of the following items is for why you gamble at casinos. Please answer using a scale of 1 to 4, where 1 is NOT AT ALL IMPORTANT and 4 is EXTREMELY IMPORTANT.

DEVELOP

a. To develop your skills and abilities....(READ)

- 1 Not at all important
- 2 Slightly important
- 3 Very important
- 4 Extremely important

- 0 Don't know/refused
- 9 Not applicable

RELATION

- b. To beat the casino. (What is the importance of this item in relation to why you gamble at casinos?) (READ)

- 1 Not at all important
- 2 Slightly important
- 3 Very important
- 4 Extremely important

- 0 Don't know/refused
- 9 Not applicable

BEMYSELF

- c. To just be yourself. (What is the importance of this item in relation to why you gamble at casinos?) (READ)

- 1 Not at all (important)
- 2 Slightly (important)
- 3 Very (important)
- 4 Extremely (important)

- 0 Don't know/refused
- 9 Not applicable

PLAYER

- d. To be seen by others as a skilled player. (What is the importance of this item in relation to why you gamble at casinos?) (READ)

- 1 Not at all (important)
- 2 Slightly (important)
- 3 Very (important)
- 4 Extremely (important)

- 0 Don't know/refused
- 9 Not applicable

FOCUS

- e. To focus entirely on the activity. (What is the importance of this item in relation to why you gamble at casinos?) (READ)

- 1 Not at all (important)
- 2 Slightly important)
- 3 Very (important)
- 4 Extremely important

- 0 Don't know/refused
- 9 Not applicable

MEMBERS

f. To be with members of your group. (What is the importance of this item in relation to why you gamble at casinos?) (READ)

- 1 Not at all (important)
- 2 Slightly (important)
- 2 Very important
- 4 Extremely important

- 0 Don't know/refused
- 9 Not applicable

EXHIL

g. To feel exhilarated. (What is the importance of this item in relation to why you gamble at casinos?) (READ)

- 1 Not at all important
- 2 Slightly important
- 3 Very important
- 4 Extremely important

- 0 Don't know/refused
- 9 Not applicable

WINLOSE

h. To be in control whether you win or lose. (What is the importance of this item in relation to why you gamble at casinos?) (READ)

- 1 Not at all (important)
- 2 Slightly (important)
- 3 Very (important)
- 4 Extremely (important)

- 0 Don't know/refused
- 9 Not applicable

RISKS

i. To take risks. (What is the importance of this item in relation to why you gamble at casinos?) (READ)

- 1 Not at all (important)
- 2 Slightly (important)
- 3 Very (important)
- 4 Extremely (important)

- 0 Don't know/refused
- 9 Not applicable

EVERYDAY

- j. To avoid everyday problems for a while. (What is the importance of this item in relation to why you gamble at casinos?) (READ)

- 1 Not at all (important)
 - 2 Slightly (important)
 - 3 Very (important)
 - 4 Extremely (important)
-
- 0 Don't know/refused
 - 9 Not applicable

DEMANDS

- k. To get away from the usual demands of life. (What is the importance of this item in relation to why you gamble at casinos?) (READ)

- 1 Not at all (important)
 - 2 Slightly (important)
 - 3 Very (important)
 - 4 Extremely (important)
-
- 0 Don't know/refused
 - 9 Not applicable

LEARN

- l. To learn more about gambling. (What is the importance of this item in relation to why you gamble at casinos?) (READ)

- 1 Not at all (important)
 - 2 Slightly (important)
 - 3 Very (important)
 - 4 Extremely (important)
-
- 0 Don't know/refused
 - 9 Not applicable

POKER

m. To keep a "poker face" when you're gambling. (What is the importance of this item in relation to why you gamble at casinos?) (READ)

- 1 Not at all (important)
- 2 Slightly (important)
- 3 Very (important)
- 4 Extremely (important)

- 0 Don't know/refused
- 9 Not applicable

CENTRAL

n. To do the things that are important in your life. (What is the importance of this item in relation to why you gamble at casinos?) (READ)

- 1 Not at all (important)
- 2 Slightly (important)
- 3 Very (important)
- 4 Extremely (important)

- 0 Don't know/refused
- 9 Not applicable

COMPANY

o. To do things with your companions. (What is the importance of this item in relation to why you gamble at casinos?) (READ)

- 1 Not at all important
- 2 Slightly important
- 3 Very important
- 4 Extremely important

- 0 Don't know/refused
- 9 Not applicable

HERENOW

p. To think only about the here and now. (What is the importance of this item in relation to why you gamble at casinos?) (READ)

- 1 Not at all important
- 2 Slightly important
- 3 Very important
- 4 Extremely important

- 0 Don't know/refused
- 9 Not applicable

SMART

q. To be seen by others as a smart gambler. (What is the importance of this item in relation to why you gamble at casinos?) (READ)

- 1 Not at all important
- 2 Slightly important
- 3 Very important
- 4 Extremely important

- 0 Don't know/refused
- 9 Not applicable

THRILLS

r. To have thrills. (What is the importance of this item in relation to why you gamble at casinos?) (READ)

- 1 Not at all important
- 2 Slightly important
- 3 Very important
- 4 Extremely important

- 0 Don't know/refused
- 9 Not applicable

BEAT

s. To beat the other gamblers. (What is the importance of this item in relation to why you gamble at casinos?) (READ)

- 1 Not at all important
- 2 Slightly important
- 3 Very important
- 4 Extremely important

- 0 Don't know/refused
- 9 Not applicable

CHANCES

t. To take chances. (What is the importance of this item in relation to why you gamble at casinos?) (READ)

- 1 Not at all important
- 2 Slightly important
- 3 Very important
- 4 Extremely important

- 0 Don't know/refused
- 9 Not applicable

These final questions will give us a better understanding of the people who took part in this survey. Like all your other answers, this information will be kept strictly confidential.

FINAL

25. In what year were you born?
_____ year

9999 No response

EDUC

26. What is the HIGHEST level of education that you have completed? (**PROMPT WITH CATEGORIES IF NECESSARY.**)

- 1 No schooling
- 2 Some elementary school
- 3 Completed elementary school
- 4 Some high school/junior high
- 5 Completed high school
- 6 Some community college
- 7 Some technical school
- 8 Completed community college (e.g., certificate, diploma)
- 9 Completed technical school (e.g., certificate, diploma)

- 10 Some University
- 11 Completed Bachelor's Degree (Arts, Science, Engineering, etc.)
- 12 Completed Master's degree: MA, MSc, MLS, MSW, etc.
- 13 Completed Doctoral Degree: PhD, Doctorate
- 14 Professional Degree (Law, Medicine, Dentistry)

- 15 Don't know
- 16 No response

ETHNIC

27. Which ethnic group do you consider yourself to be a member of? If you have multiple ethnic origins, please select the one that you most identify with. Some examples are French, Aboriginal, Polish, Korean. (READ LIST IF NECESSARY. IF RESPONDENT MENTIONS MORE THAN ONE, HAVE THEM SELECT THE ONE THEY MOST IDENTIFY WITH. IF THEY INSIST ON MORE THAN ONE, SELECT OTHER AND TYPE IN RESPONSE)

INTERVIEWER NOTE: if respondent says "Canadian" or "American" probe with "Most Canadians and Americans have some other ethnic origin, even if it is from many generations ago. Can you tell me your ethnic origin?"

- | | |
|---|--------------------------|
| 0 No response | 24 Irish |
| 1 Aboriginal (First Nation, Inuit, Metis) | 25 Italian |
| 2 American | 26 Jamaican |
| 3 Austrian | 27 Japanese |
| 4 Belgian | 28 Korean |
| 5 Black | 29 Lebanese |
| 6 Bulgarian | 30 Norwegian |
| 7 Canadian | 31 Pakistani |
| 8 Chilean | 32 Polish |
| 9 Chinese | 33 Romanian |
| 10 Croatian | 34 Russian |
| 11 Czech | 35 Scottish |
| 12 Danish | 36 Serbian |
| 13 Dutch | 37 Slovakian |
| 14 East Indian | 38 Spanish |
| 15 English | 39 Swedish |
| 16 Filipino/a | 40 Ukrainian |
| 17 Finnish | 41 Vietnamese |
| 18 French | 42 Welsh |
| 19 German | 43 Yugoslavian |
| 20 Greek | 44 Other (specify) _____ |
| 21 Hungarian | 45 Don't Know |
| 22 Indonesian | |
| 23 Iranian | |

IF ABORIGINAL MENTIONED IN Q27, ASK Q28A; OTHERWISE GO TO Q29.

ABANCES

28A. Is your aboriginal ancestry **(READ. SELECT ONE ONLY)**

- 1 First Nations/North American Indian (ASK Q28B)
- 2 Metis (GO TO Q29)
- 3 Inuit (GO TO Q29)
- 4 Other (specify) _____ (GO TO Q29)
- 5 Don't know (GO TO Q29)
- 0 No response (GO TO Q29)
- 0 Not applicable

STATUS

28B. Are you ... **(READ. SELECT ONE ONLY)**

- 1 Treaty or status, or
- 2 Non-status
- 3 Don't know (VOLUNTEERED)
- 0 No response
- 9 Not applicable

JOB

29. What is your present job status? Are you . . . **(READ. SELECT ONE ONLY)**

- 1 Employed full-time (30 or more hours/week) (ASK Q30)
- 2 Employed part-time (less than 30 hours/week) (ASK Q30)
- 3 Unemployed (out of work but looking for work) (ASK Q30)
- 4 Student employed part-time or full-time (ASK Q30)
- 5 Student not employed (GO TO END STATEMENT)
- 6 Retired (GO TO END STATEMENT)
- 7 Homemaker (GO TO END STATEMENT)
- 8 Other (specify) _____ (GO TO END STATEMENT)
- 9 Don't know (GO TO END STATEMENT)
- 10 No response (GO TO END STATEMENT)

(INTERVIEWER NOTE: If respondent gives more than one answer, select the one that appears first on the list, i.e. highest code.)

KINDWORK

30. What kind of work do you do (or did you do when you were employed)? (OPEN-ENDED)
That is, what is/was your job title? (*If you held more than one job, choose the one with the most hours.*)
-

Code four digits from the *National Occupational Classification 2001*. Human Resources Development Canada

Web site: <http://www.hrdc-drhc.ac.ca/noc>

KWORK

KINDWORK (Question 30) was recoded in accordance with the two-digit NOC major group structure. See Appendix A for the Major Group Structure inserted into the SPSS data set.

INVOLVE

31. What does that job involve? (Prompt for major work duties. OPEN ENDED)
-

INDUSTRY

32. What kind of business, industry or service is this? (OPEN ENDED)
-

ENDQ

WE'VE REACHED THE END OF THE INTERVIEW. I WOULD LIKE TO THANK YOU VERY MUCH FOR TIME AND INTEREST IN THIS STUDY. "PRESS '1' TO CONTINUE"

INTERVIEWER: Record finish time. ____: ____

TO BE COMPLETED BY THE INTERVIEWER

TIMEX

1. Please record the length of the interview in minutes. _____

EDIT

2. PLEASE GO THROUGH THE QUESTIONNAIRE AGAIN FOR YOUR FINAL EDIT BEFORE RECORDING IT AS A "COMPLETED INTERVIEW".

DECLARE

I declare that this interview was conducted in accordance with the interviewing and sampling instructions given by the Population Research Laboratory. I agree that the content of all the respondent's responses will be kept confidential and that this information is complete and accurate.

3. ENTER YOUR INTERVIEWER NUMBER _____

THANKS

For this study we are only interviewing people who have gambled during the past year, so I won't need to interview you today. Thank you for your time and interest in our study.

"PRESS 'I' TO CONTINUE"

TERMZ

Our quota for your gender in your area is full. Is there a (male or female) in your household that I could speak to?

Thank you very much for your time.

INTERVIEW WILL TERMINATE IF " 1 " IS PRESSED.

IF AGE/GENDER QUOTAS ARE FILLED, ASK FOR SOMEONE ELSE WHO MAY BE QUALIFIED AND BACK UP (PRESS ESC KEY) TO REQUALIFY.

TERMINATE INTERVIEW IF GENDER/AREA QUOTAS ARE FILLED; OTHERWISE CONTINUE.

END

4. THIS IS THE END OF THE QUESTIONNAIRE!

PRESS "1" TO END.

APPENDIX B

QUOTAS BY REGION	
	Number of Interviews
Edmonton Travelers (>80km)	200
Edmonton Local (<80km)	250
Calgary Travelers (>80km)	200
Calgary Local (<80km)	250
Other Alberta (>80km)	202
Other Alberta (<80km)	101
TOTAL	1203

WEIGHTED SAMPLE						
Place	Age 18+	% of 2001 Population	Unweighted Sample Size	% of Sample	Weight	Weighted Sample Size
Edmonton	711120	32.003224	450	37.40648379	.855553	384.999
Calgary	725460	32.6486	450	37.40648379	.872806	392.7626
Other Alberta	785445	35.34816	303	25.18703242	1.403427	425.2384
Total	2222025	100%	1203	100%		1203