



Ipsos Reid Public Affairs

Final Report:

British Columbia Problem Gambling Prevalence Study

Submitted to:

Gaming Policy and Enforcement Branch
Ministry of Public Safety and Solicitor General



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January 25, 2008

TABLE OF CONTENTS

1.0	Executive Summary	1
2.0	Measuring Problem Gambling	5
3.0	Background and Methodology.....	12
4.0	Gambling Activity in British Columbia	16
4.1.	Past Year Gambling.....	16
4.2.	Weekly Gambling.....	18
4.3.	Favourite Gambling Activity.....	20
4.4.	Activity Profiles.....	21
4.5.	Gambling Behaviours.....	33
5.0	Public Attitudes Toward Gambling.....	44
6.0	Awareness of Help Services.....	46
7.0	Problem Gambling in BC	51
7.1.	Canadian Problem Gambling Index (CPGI).....	51
7.2.	Problem Gambling Profiles.....	55
8.0	Gambling Behaviours by CPGI Classification.....	66
9.0	Correlates of Problem Gambling.....	78
9.1.	Gambler's Fallacies	78
9.2.	Early Wins and Losses	80
9.3.	Family and Others	82
9.4.	Alcohol and Illegal Drugs	85
9.5.	Doctor's Care	90
10.0	Public Attitudes Toward Gambling By CPGI Classification.....	91
11.0	Awareness of Help Services By CPGI Classification.....	93
12.0	Sample Demographics	97
13.0	References	98
14.0	Questionnaire.....	103

1.0 EXECUTIVE SUMMARY

Methodology

The following report presents the results of a survey conducted by Ipsos Reid and Gemini Research on behalf of the Gaming Policy and Enforcement Branch of British Columbia's Ministry of Public Safety and Solicitor General. The main objectives of this research were to determine the prevalence and nature of gambling and problem gambling within the adult population of British Columbia, as well as to compare findings to prior surveys completed in British Columbia and in other Canadian provinces. Problem gambling estimates were assessed using the Canadian Problem Gambling Index (CPGI).

The survey results are based on a telephone survey with a representative sample of 3,000 adult (18+) British Columbians. Interviews were conducted in English, Chinese and Punjabi between August 29 and October 5, 2007. All data have been weighted to accurately reflect the actual age, gender and regional distribution of adult British Columbians according to 2006 Census figures. The survey's overall margin of error is $\pm 1.8\%$, 95 times out of 100.

Gambling Participation

Gambling participation continues to decline in British Columbia.

Fewer British Columbians are gambling on either a past year or weekly basis.

Nearly three-quarters (73%) of British Columbians say they have bet or spent money on at least one gambling activity over the past 12 months. This is a statistically significant 12 point drop from 2002 (85%) and continues a declining trend from surveys conducted in 1996 (91%) and 1993 (94%).

Three-in-ten (29%) British Columbians say they have gambled on a weekly basis over the past 12 months. This is a statistically significant 10 point drop from the 2002 survey (39%) and also continues a declining trend from surveys conducted in 1996 (47%) and 1993 (65%).

Participation is also down for most gambling activities, but there are a few exceptions.

Past year participation has declined for most specific gambling activities, including statistically significant reductions in lottery games (59%, down 15 points), charity raffles (32%, down 17 points), sports outcomes (9%, down 9 points) and horse racing (4%, down 4 points).

Private game betting (22%, up 2 points) and Internet gambling (3%, up 1 point) are the only two gambling activities to show a directional (but not statistically significant) increase from 2002. Casino gambling (25%, down 2 points) has also held steady from 2002.

Higher household income linked to increased gambling participation.

Past year gambling participation is much higher among British Columbians in the highest household income categories (83% among \$100K+, 79% among \$70-\$100K) than among residents in the lowest household incomes category (62% among <\$30K).

Past year participation rates are also statistically higher among residents who define their marital status as "living with a partner" (87%) and full-time employed residents (78%).

Past year participation rates are also statistically lower among students (56%), homemakers (59%), widowers (64%), and Vancouver Coastal Health Authority residents (67%).

Problem Gambling Prevalence

4.6% of British Columbians are estimated to be moderate or severe problem gamblers.

Using the Problem Gambling Severity Index (PGSI) from the Canadian Problem Gambling Index (CPGI), it is estimated that 4.6% of British Columbians are problem gamblers, including 3.7% who are moderate problem gamblers and 0.9% who are severe problem gamblers. Projected across the entire adult British Columbian population, this translates into a best estimate of 159,000 total problem gamblers, including 128,000 moderate problem gamblers and 31,000 severe problem gamblers.

A further 8.7% of British Columbians are classified as at risk gamblers. These are gamblers who are more at risk of developing gambling related difficulties over time.

The vast majority of British Columbians (86.7%) are classified as either non-gamblers (27.1%) or non-problem gamblers (59.6%).

The overall prevalence of problem gambling in British Columbia is unchanged from 2002.

The estimate of 4.6% of the British Columbia population as problem gamblers is identical to the result found in the 2002 prevalence survey.

While the overall level of problem gambling is identical to 2002, there has been a statistically significant increase in the estimate of severe problem gambling (0.9% in 2007 vs. 0.4% in 2002).

The 2007 survey also reveals a statistically significant reduction in the estimate of at risk gambling (8.7% in 2007 vs. 11.1% in 2002)

British Columbia's problem gambling estimate is higher than in Eastern Canadian provinces.

The total problem gambling estimate of 4.6% in British Columbia is statistically higher than the most recent estimates for six provinces, including Manitoba (3.4%), Ontario (3.4%), Quebec (1.7%), Newfoundland (3.4%), PEI (1.6%) and Nova Scotia (2.1%). British Columbia's total problem gambling estimate is directionally lower than estimates for Alberta (5.2%) and Saskatchewan (5.9%).

The severe problem gambling estimate of 0.9% in British Columbia is not statistically higher or lower than estimates in any other province.

Profile of Problem Gamblers

British Columbia's problem gambling rates vary significantly based on gender, age, employment, marital status and household income.

Statistically significant differences in problem gambling estimates include the following:

- ◆ **Gender:** The estimate of problem gambling is higher for men (5.5% vs. 3.7% for women) and especially for younger men (10.5% among 18-34 years).
- ◆ **Age:** The estimate of problem gambling is higher for the 25 to 34 year age segment (6.8%). The 18 to 24 years age segment also has a directionally higher problem gambling estimate (6.3%) and a statistically higher at risk estimate (16.0%).
- ◆ **Employment:** The estimate of both problem gambling (9.6%) and at risk gambling (15.8%) is higher among unemployed British Columbians.
- ◆ **Marital Status:** The estimate of problem gambling is higher for divorced/separated residents (7.5%) and never married residents (7.4%). The estimate of at risk gambling is higher for British Columbians living with a partner (15.4%).

- ◆ *Household Income:* The estimate of at risk gambling is higher for British Columbians in the lowest household income segment (12.1% among <\$30K).

Problem gambling is also strongly associated with certain gambling activities.

Participants in the following activities have statistically higher estimates of problem gambling than both the population as a whole and the population of past year gamblers:

- ◆ Internet gamblers (29.0%)
- ◆ Electronic machine gamblers (25.2%)
- ◆ Poker tournament gamblers (24.8%)
- ◆ Sports lottery gamblers (22.6%)
- ◆ Bingo gamblers (16.1%)
- ◆ Speculative investment gamblers (13.9%)
- ◆ Horse racing gamblers (13.7%)
- ◆ Casino gamblers (12.1%)
- ◆ Sports outcome gamblers (11.9%)

It is important to note that all but one of these gambling activities, casino gambling (25% past year participation), have past year participation rates of 5% or less.

The survey confirms many behaviours, attitudes and correlates of problem gamblers found in other studies.

Problem gamblers differ from other British Columbians on a wide variety of behavioural and attitudinal characteristics. More specifically, problem gamblers are statistically more likely than other gamblers to ...

- ◆ Say they are gambling more now than 5 years ago (46% vs. 19% among all gamblers).
- ◆ Say that gambling is important to them compared to other entertainment activities (40% vs. 12% among all gamblers).
- ◆ Say that important reasons for their gambling include fun (77% vs. 58% among all gamblers), socializing (64% vs. 53% among all gamblers), winning money (65% vs. 38% of all gamblers) and the excitement/challenge (53% vs. 25% of all gamblers).
- ◆ Say they usually travel more than 10 kilometres to participate in their favourite type of gambling (35% vs. 21% among all gamblers).
- ◆ Say they spend \$50 or more on gambling in an average month (59% vs. 18% among all gamblers).
- ◆ Say they have ever lost more than \$100 gambling in a day (67% vs. 26% among all gamblers).
- ◆ Agree with the fallacies that “after losing many times in a row, you are more likely to win” (26% vs. 14% among all gamblers) and that “while gambling, you could win more if you used a certain system or strategy” (41% vs. 31% among all gamblers).
- ◆ Remember both a big win (61% vs. 27% among all gamblers) and a big loss (48% vs. 15% among all gamblers) when they first started gambling.
- ◆ Say they have ever experienced problems as a result of someone else’s gambling (26% vs. 15% among all gamblers).
- ◆ Say they have argued with a family member about their betting to the point where it became emotionally harmful (18% vs. 3% among all gamblers).

- ◆ Say they have used illegal drugs in the past 12 months (25% vs. 12% among all gamblers).
- ◆ Say they have used alcohol or drugs while gambling in the past 12 months (42% vs. 21% among all gamblers).
- ◆ Say they have gambled while they were drunk or high in the past 12 months (26% vs. 9% among all gamblers).
- ◆ Say they have felt that they might have an alcohol or other drug problem in the past 12 months (15% vs. 4% among all gamblers).

Public Attitudes Toward Gambling

While British Columbians are divided on the overall impact of gambling on society, very few consider gambling to be a serious problem in their community.

British Columbians have divided opinions on the overall effect of legalized gambling on society. A slight majority (55%) say the overall impact of gambling is good (10%) or about equally good and bad (45%). Four-in-ten (43%) rate the overall impact of gambling on society as bad.

Only about one-in-ten (13%) British Columbians think that gambling is one of the more serious problems in their community.

Alcohol and Illegal Drugs

More gamblers are using alcohol or drugs while gambling than in the 2002 survey.

Two-in-ten (21%) past year gamblers say they have used alcohol or drugs while gambling in the last 12 months. This is a statistically significant increase from the 2002 survey (14%). Moreover, nearly one-in-ten (9%) past year gamblers say they have gambled while drunk or high in the past 12 months. This is also a statistically significant increase from the 2002 survey (5%).

Help Services

Awareness of problem gambling health services has risen significantly since the 2002 survey.

Two-thirds (66%) of British Columbians say they are aware that there is a toll-free gambling help line in British Columbia. This is a statistically significant 21 point increase from 45% awareness in the 2002 survey.

There have also been statistically significant increases in awareness that the provincial government provides problem gambling counselling services free of charge (46%, up 17 points) and knowledge that there are problem gambling counselling services available in their community (38%, up 9 points).

Awareness of all these services is statistically higher among past year gamblers, and highest among problem gamblers.

Most British Columbians say they would use BC Government counselling services, although interest is lower among problem gamblers.

Seven-in-ten (71%) British Columbians say they would be likely to use the problem gambling counselling services provided by the BC Government if they ever experience problems related to gambling.

While the likelihood of using these services is higher among past year gamblers as a whole (74% vs. 64% among non-gamblers), it is lower among problem gamblers than among other gamblers (65% vs. 74% among all gamblers).

2.0 MEASURING PROBLEM GAMBLING

In the 1980s, gambling legalization proceeded with little awareness of the potentially harmful impacts that gambling can have on individuals, families and communities. In the 1990s, however, prevalence surveys became an essential component in the establishment and monitoring of legal gambling around the world. While an increasing number of jurisdictions internationally have funded multiple prevalence surveys, very few jurisdictions have used identical methods across these surveys and even fewer have completed such replication surveys more than once.

Defining Our Terms

Gambling is a broad concept that includes diverse activities, undertaken in a wide variety of settings, appealing to different sorts of people and perceived in various ways by participants and observers. Failure to appreciate this diversity can limit scientific understanding and investigation of gambling and gambling problems. Another reason to note the differences between various forms of gambling arises from accumulating evidence that some types of gambling are more strongly associated with gambling-related problems than others (Abbott & Volberg, 1999).

Gambling is an ancient form of recreation; there is archaeological and historical evidence of gambling in many ancient civilizations (Gabriel, 1996). The legal definition of gambling includes any activity in which a person pays something of value (**consideration**) to participate in an event that presents the possibility of winning something of value (**prize**) whose outcome is determined at least in part by **chance** (Rose, 1986). However, there is often disagreement about precisely which activities constitute gambling. As one researcher has noted:

Despite its apparent universality, the concept of gambling has no intrinsic meaning; rather, its meaning always depends on the socio-historical context in which it occurs ... The convention is to define gambling narrowly in terms of financial transactions – the staking of money, or an item of economic value, on the uncertain outcome of a future event. It is significant that this definition excludes both informal private gambling, where money is merely circulated among players without generating a profit, and investment in the stock market, where speculation is for long-term financial or commercial gain (McMillen, 1996, pp. 6-7).

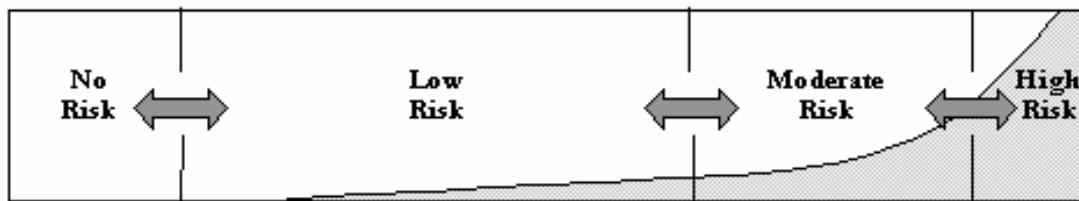
People take part in gambling activities because they enjoy them and obtain benefits from their participation. For most people, gambling is generally a positive experience. However, for a minority, gambling is associated with difficulties of varying severity and duration. Some regular gamblers develop significant, debilitating problems that also typically result in harm to people close to them and to the wider community (Abbott & Volberg, 1999).

Gambling problems exist on a continuum and there is mounting evidence that such problems may not necessarily be chronic and progressive (Abbott & Clarke, 2007; Abbott et al., 2004). Gambling problems vary in duration and severity and a substantial proportion of these problems occur in persons who do not meet the criteria for the recognized psychiatric disorder of pathological gambling but who engage in risky gambling.

Risky gambling includes a broad range of gambling behaviors (e.g., persistently betting more than planned or spending more time gambling than intended, and chasing losses) as well as cognitions (e.g., superstitions, illusions of control, and misunderstandings about the nature of probability and randomness) and consequences (e.g., borrowing money to gamble, health problems, and relationship problems). Although risky gambling is not a clinically defined condition, it is generally viewed as gambling in ways that may pose a risk of physical or emotional harm to the gambler or others but has not produced effects that would result in a clinical diagnosis.

The figure below (from the Ontario Problem Gambling Research Centre¹) presents the continuum of gambling involvement and gambling problems graphically with the shaded portion indicating the proportion of each group with gambling-related problems. The figure illustrates two important points: that the continuum of gambling problems is highly dynamic and that gambling problems are not inevitably progressive.

Figure 5
Dynamics Among Categories



Pathological gambling was first recognized as a mental disorder with its inclusion in the third edition of the Diagnostic and Statistical Manual (DSM-III) of the American Psychiatric Association (1980). Each subsequent revision of this manual has seen changes in the diagnostic criteria for the disorder. The most recent changes made to the criteria incorporated empirical research that linked pathological gambling to other addictive disorders like alcohol and drug dependence (American Psychiatric Association, 1994). The essential features of pathological gambling are presently defined as (1) a continuous or periodic loss of control over gambling; (2) a progression, in gambling frequency and amounts wagered, in the preoccupation with gambling and in obtaining monies with which to gamble; and (3) a continuation of gambling involvement despite adverse consequences (Lesieur & Rosenthal, 1998).

The term **problem gambling** is used in a variety of ways. In some situations, it is used to indicate **all** of the patterns of gambling behavior that compromise, disrupt or damage personal, family or vocational pursuits (Cox et al., 1997; Lesieur, 1998). In other situations, its use is limited to those whose gambling-related difficulties are subclinical—less serious than those of pathological gamblers but more serious than those whose gambling may be risky but who have experienced only mild difficulties related to their gambling. In the Canadian context, problem gambling is defined as “gambling behaviour that creates negative consequences for the gambler, others in his or her social network, or for the community” (Ferris & Wynne, 2001). Patton et al. (2002) note that this definition is comprehensive in that it applies to others affected as well as to the individual gambler and applies to a range of harmful consequences that extend beyond an individual’s own difficulties with gambling.

From this perspective, pathological gambling can be regarded as one end of a continuum of gambling-related problems. Problem gamblers, as well as individuals who score even lower on problem gambling screens (sometimes called **at-risk gamblers**) are of concern because they represent much larger proportions of the population than pathological gamblers. These groups are also a concern because of the possibility that their gambling-related difficulties may become more severe over time. Another important reason to attend to the characteristics of problem and at-risk gamblers is that the prospects of changing their behavior through effective public awareness and education campaigns are likely to be better than for more troubled gamblers (Hodgins & el-Guebaly, 2000; Shaffer & Korn, 2002).

¹ Ontario Problem Gambling Research Foundation. *Problem Gambling Framework*. Available at <http://www.gamblingresearch.org/framework.sx>.

In considering the public health risks of problem gambling, it is important to note that not all of the features of problem or pathological gambling need be present at one point in time (Abbott & Volberg, 1999; Gerstein et al., 1999). Some of the impacts that at-risk, problem and pathological gamblers may experience include psychological difficulties, such as anxiety, depression, guilt, exacerbation of alcohol and drug problems and attempts at suicide as well as stress-related physical illnesses such as hypertension and heart disease.

Interpersonal problems include arguments with family, friends and co-workers and breakdown of relationships, often culminating in separation or divorce. Job and school problems include poor work performance, abuse of leave time and loss of job. Financial effects loom large and include reliance on family and friends, substantial credit card debt, unpaid creditors and bankruptcy. Finally, there may be legal problems as a result of criminal behavior undertaken to obtain money to gamble or pay gambling debts (Lesieur, 1998; Volberg, 2001).

Measuring Gambling Problems

Governments began funding services for individuals with gambling problems in the 1980s. As a first step toward establishing these services, policymakers sought information about the number of people who might seek help for their gambling problems and what they looked like. In responding to these questions, researchers adopted methods from the field of psychiatric epidemiology to investigate the prevalence of gambling problems in the general population.

In the 1980s, few tools existed to measure gambling problems and only one, the South Oaks Gambling Screen, (SOGS) had been rigorously developed and tested for performance (Lesieur & Blume, 1987). Closely based on the original psychiatric criteria for pathological gambling, the SOGS was developed to screen for gambling problems in clinical populations. The 20 weighted items on the SOGS include hiding evidence of gambling, spending more time or money gambling than intended, arguing with family members over gambling and borrowing money from a variety of sources to gamble or to pay gambling debts. In developing the SOGS, specific items as well as the entire screen were tested for reliability and validity with a variety of groups, including hospital workers, university students, prison inmates and inpatients in alcohol and substance abuse treatment programs (Lesieur & Blume, 1987; Lesieur, Blume & Zoppa 1986; Lesieur & Klein 1985).

Like other tools in psychiatric research, the SOGS was quickly adopted in clinical settings as well as in epidemiological research. The SOGS was first used in a prevalence survey in New York State (Volberg & Steadman, 1988). Since then, the SOGS—or one of several variants of the original screen, most often the SOGS-R (Abbott & Volberg, 1996)—has been used in population-based research in more than 50 jurisdictions in the United States, Canada, Europe, Asia and Oceania (Abbott & Volberg, 1996, 2000; Bondolfi, Osiek & Ferrero, 2000; Duvarci et al., 1997; Lund & Nordlund, 2003; Orford et al., 2003; Productivity Commission, 1999; Shaffer, Hall & Vander Bilt, 1999; Volberg, 2001; Volberg et al., 2001; Welte et al., 2001). This widespread use of the SOGS has been due, at least partly, to the great advantage of comparability within and across jurisdictions that came with use of a standard tool (Walker & Dickerson, 1996). Although there were increasingly well-focused grounds for concern about the performance of the SOGS in non-clinical environments, this tool remained the *de facto* standard in the field until the mid-1990s (Volberg & Banks, 1990).

As noted above, the fourth edition of the *Diagnostic and Statistical Manual* (DSM-IV) adopted a new set of criteria for the diagnosis of pathological gambling that linked the disorder conceptually to other addictive disorders like alcohol and drug dependence (American Psychiatric Association, 1994). One response to this and other changes in the gambling studies field was the development of a large number of new screens for problem and pathological gambling (Govoni, Frisch & Stinchfield, 2001). Some of these new screens are based on the most recent revision of the DSM; others use a broader definition of gambling “harms” (see Abbott & Volberg, 2006 for a review). While performance on these various measures generally shows moderate to high levels of agreement, especially in the case of people with severe problems, they generate somewhat different prevalence estimates.

Measuring Problem Gambling in Canada

Between 1992 and 1997, numerous surveys of gambling and problem gambling in the general population were completed in the Canadian provinces. One or more surveys were completed in Alberta (Wynne, Smith & Volberg, 1994), British Columbia (Angus Reid Group & Gemini Research, 1994; Angus Reid Group, 1996), Manitoba (Criterion Research, 1993, 1995), New Brunswick (Baseline Market Research, 1992, 1996a), Nova Scotia (Baseline Market Research, 1996b; Omniprof Research, 1993), Ontario (Ferris & Stirpe, 1995; Insight Canada Research, 1993) and Saskatchewan (Volberg, 1994). All of these surveys used the SOGS as the primary measure of problem and pathological gambling.

While these surveys yielded information that could be compared with numerous other countries and jurisdictions, there was growing dissatisfaction with the SOGS, particularly among Australian and Canadian researchers. The main criticism of the SOGS was that this screen was developed and tested in a clinical setting and the characteristics of its performance in community samples were unknown (Walker & Dickerson, 1996; Wiebe, Single & Falkowski-Ham, 2001). However, this view ignores studies that did assess the SOGS and SOGS-R in general population contexts (Abbott & Volberg, 1996; Stinchfield, 2002). There have been additional criticisms of the SOGS (Abbott & Volberg, 1996; Battersby et al., 2002; Thomas et al., 2003). Different researchers have argued that:

- ◆ the SOGS does not clearly reflect the conceptualization of pathological gambling included in the DSM;
- ◆ the SOGS may not specifically target pathological gamblers since some of the items would be equally endorsed by regular gamblers;
- ◆ the original lifetime frame of reference of the SOGS overestimates the current prevalence of gambling problems; and
- ◆ the SOGS is insensitive to culturally diverse contexts.

Another criticism of the SOGS (as well as of the DSM-IV criteria that were published in 1994) was that while these tools are useful in clinical settings, they were developed prior to the introduction and widespread distribution of electronic gaming machines and do not take into account unique aspects of this particular gambling activity (Focal Research Consultants, 2001). While the SOGS has proved to be a convenient and useful screening tool and has been widely used in clinical settings as well as in population research, the rising chorus of criticism has increasingly led researchers and clinicians to seek out or develop alternative tools or to use the SOGS in conjunction with other measures (Govoni et al., 2001).

In 1997, an inter-provincial group of government agencies with responsibility for addressing problem gambling—including British Columbia—commissioned the Canadian Centre on Substance Abuse to conduct research to clarify the concept of problem gambling in the general population, develop an operational definition to guide research, treatment and prevention, and design and test a new instrument for measuring problem gambling in non-clinical settings. The goal was to develop a more meaningful measure of problem gambling that placed this disorder in a wider social and environmental context and that was designed specifically for use in population surveys.

The research team developed an instrument called the Canadian Problem Gambling Index (CPGI) which was tested for its performance in a Canadian-wide survey that included a large general population sample, retesting of a sub-sample of respondents from the larger survey, and clinical validation interviews with a separate sub-sample (Ferris & Wynne, 2001). The reliability of the CPGI was good in this survey and the test-retest reliability was acceptable. The research team also examined validity in a variety of ways, including content (or face) validity, criterion validity or the accuracy of the instrument in relation to other, more widely used screens as well as clinical interviews, and construct validity whereby scores vary as expected based on other measures such as gambling frequency, gambling expenditures, adverse consequences and some

demographic variables. Based on this work, the developers concluded that the CPGI measures non-pathological gambling problems better than the SOGS.

The full CPGI questionnaire includes over 30 items assessing gambling involvement, gambling problems, correlates and demographics. The CPGI includes nine scored items that assess gambling-related problems (the Problem Gambling Severity Index or PGSI). Most of these items are adapted from the SOGS or the DSM-IV criteria for pathological gambling. The exceptions are harm to health and financial difficulties to one's household. As the developers of the CPGI point out, this screen represents an evolution of older measures rather than something entirely new (Ferris & Wynne, 2001).

The full CPGI has been used in general population surveys in 11 Canadian provinces including Alberta, British Columbia, Manitoba, New Brunswick, Newfoundland and Labrador, Nova Scotia, Ontario, Prince Edward Island, Quebec and Saskatchewan (British Columbia Ministry of Public Safety, 2003; Doiron & Nicki, 1999; Focal Research Consultants, 2001; Ladouceur et al., 2005; Market Quest Research Group, 2005; Patton et al., 2002; Schrans & Schellinck, 2004; Smith & Wynne, 2002; Wiebe, Single & Falkowski-Ham, 2001; Wiebe, Mun & Kauffman, 2006; Wynne, 2002). The smaller subset of nine problem gambling items (PGSI) has been used in a national community mental health survey in Canada as well as in general population surveys in the Australian states of Queensland, Tasmania and Victoria, in the U.S. state of New Mexico and in national surveys in Great Britain, Iceland and Norway (Kavli & Berntsen, 2005; Marshall & Wynne, 2004; Olason, Barudottir & Gretarsson, 2005; Queensland Treasury, 2001, 2005; Roy Morgan Research, 2006; Volberg & Bernhard, 2006; Wardle et al., 2007; Wenzel et al., 2004).

In British Columbia, as in Ontario, the labels associated with different classifications of the CPGI have been changed slightly from the original. The Ontario researchers argued that the original labels imply a progression in the development of gambling problems about which little is known (Wiebe, Single & Falkowski-Ham, 2001). The creators of the CPGI labeled the classifications as non-problem gamblers (CPGI=0, also labeled non-problem gamblers in BC and Ontario), low-risk gamblers (CPGI=1-2, labeled at risk gamblers in BC and Ontario), moderate-risk gamblers (CPGI=3-7, labeled moderate problem gamblers in BC and Ontario) and problem gamblers (CPGI=8+, labeled severe problem gamblers in BC and Ontario).

Assessing Problem Gambling in the Future

The assumption underlying all of the existing gambling research is that gambling-related difficulties are a robust phenomenon that exist in the community and can be measured. Despite agreement among researchers and treatment professionals at this fundamental level, there is disagreement about the concepts and measurement of gambling-related difficulties. While the ascription of "conceptual and methodological chaos" to the field (Shaffer, Hall & Vander Bilt, 1997) may be an overstatement of the situation among its experienced researchers, the presence of competing concepts and methods is not uncommon among emerging and even mature scientific fields. Nevertheless disputes among experts have led to some degree of public confusion and uncertainty about the prevalence of problem gambling and the impacts of legal gambling on society.

Like much of science, measurement is a negotiable process. Instrumentation is always a reflection of the work that researchers are doing to identify and describe the phenomena in which they are interested. Each of the methods used to classify problem gamblers represents a culturally and historically situated consensus about the nature of problem gambling. As research continues and as the definitions of problem gambling change, new instruments and new methods for estimating prevalence in the general population and for testing models of gambling behavior will continue to emerge. To advance the field of gambling studies in an orderly manner, these emerging methods must be tested against each other and against existing tools, such as the South Oaks Gambling Screen and the various DSM-IV screens. This approach will serve to ensure the relevance of our past work as well as our work in the future.

A Note on Decreasing Gambling Participation

The finding that gambling participation in British Columbia has decreased over time is not unique. Replication surveys in several U.S. states and Canadian provinces as well as a large, national replication survey in New Zealand have all identified statistically significant decreases in gambling participation—particularly in weekly gambling—despite substantial increases in casino and gaming machine numbers and expenditures (Abbott, 2006; Abbott et al., 2004; Volberg, 2001).

To take a recent example, a series of four prevalence surveys conducted in Michigan between 1997 and 2006 found that past-year gambling participation remained stable between 1997 and 1999 at about 78% but then declined to 72% in 2001 and further declined to 71% in 2006 (Hartmann, 2006). Similarly, researchers in Great Britain recently found that, despite a wider range of gambling activities available in 2006 compared with 1999, the proportion of British adults who had gambled in the past year declined from 72% to 68%—a decrease almost entirely explained by a reduction in the proportion of the population whose only gambling activity was to buy National Lottery tickets (Wardle et al., 2007). A recent survey of gambling and problem gambling among British adolescents also found reductions in gambling participation (MORI, 2006).

While most jurisdictions where replication surveys have been carried out have seen reductions in gambling participation over time, the picture is rather different with respect to problem gambling. Some of these jurisdictions saw significant increases in prevalence while others saw significant decreases and still others saw little or no change. Taken together, the evidence suggests that changes in the proportion of the population that gambles regularly are not sufficient to explain increases or decreases in problem gambling prevalence. In addition to behavioral changes and provision of problem gambling services, there are likely other, as-yet-unidentified cultural, social and economic forces that contribute to changes in problem gambling prevalence (Abbott et al., 2004).

It is worth noting that comprehensive services for problem gamblers—including public awareness campaigns, helplines and professional counseling programs—were introduced in all of these jurisdictions. An alternative interpretation is that the relationship between heightened opportunities to gamble and the prevalence of problem gambling may increasingly be moderated by declines in regular gambling participation and growth in the availability of problem gambling services (Abbott, Volberg & Rönnberg, 2004).

The Link Between Gambling Availability and Problem Gambling Prevalence

Over the last 20 years, in many parts of the world there has been an unprecedented increase in gambling availability, participation and expenditure. This growth has been particularly strong in jurisdictions where electronic gaming machines and large urban casinos have been widely introduced, for example, Canada, the United States, Australia, New Zealand and South Africa. Participation in gambling activities is a necessary condition for the development of gambling problems, just as alcohol consumption is required for the development of alcohol problems. Consequently, it would seem reasonable to expect that increased gambling availability and access would lead to increases in gambling involvement and problems. This question has particularly important implications for government policy concerning future access to gambling and the locus of responsibility for attendant adverse health, personal and social impacts.

Hundreds of articles in the gambling literature assert the existence of a link between gambling availability and problems. Major reviews (e.g., Abbott & Volberg, 1999; Shaffer, Hall & Vander Bilt, 1997; Wildman, 1998) have, with varying degrees of qualification, concluded that research findings are generally consistent with the view that increased availability leads to more gambling and problem gambling. National official review bodies in Australia, Great Britain and the United States have reached the same conclusion (Gambling Review Body, 2001; National Research Council, 1999; Productivity Commission, 1999).



Results from a range of epidemiological studies support the existence of a link between the availability of legal opportunities to gamble and higher rates of problem and pathological gambling. Two U.S. national surveys have found a relationship between the availability of casino gambling and problem gambling prevalence. In 1998, the national Gambling Impact and Behavior Study (GIBS) found that location of a casino within 50 miles (versus 50 to 250 miles) was associated with approximately double the rate of pathological gambling (Gerstein et al., 1999). In a separate national-level study, Welte et al. (2004) used census tract data and geographic information to determine that the location of a casino within **ten** miles of an individual's home is independently associated with a 90% increase in the odds of being a problem or pathological gambler.

More recently, a statewide survey in Nevada found that the prevalence of pathological gambling in that state was substantially higher than in the United States as a whole (Volberg, 2002). Shaffer, LaBrie and LaPlante (2004) examined county level prevalence estimates from the survey in Nevada in relation to casino availability and found that the four counties with the greatest access to casinos had the highest problem gambling rates and the four with the least availability had the lowest rates. Finally, a relationship between casino proximity and gambling problems was found in the most recent New Zealand national survey (Abbott & Volberg, 2000). In that study, although the overall prevalence of problem and pathological gambling declined from 1991, residence in the cities of Auckland and Christchurch, where large urban casinos opened in the interval between the two studies, emerged as a strong predictor of gambling problems even when controlling for other factors associated with such problems.

While many studies have corroborated this 'availability' or 'exposure' theory of problem gambling, others have failed to demonstrate the predicted relationship and the validity of the theory is becoming a focus of international debate (as illustrated by a commentary series in the September 2005 edition of the journal *Addiction*). Application of the alternative 'adaptation' theory to gambling is relatively new. While relevant research is in its infancy, findings from a number of studies are consistent with the view that adaptation takes place at individual and societal levels.

Stated tentatively, it appears that the introduction and expansion of new forms of gambling, most especially electronic gaming machines, initially results in substantially increased levels of problem gambling with particular population sectors, including males and youth, most affected. Over time and in some jurisdictions, problems extend to groups that previously had low levels of participation and gambling problems, such as women and older adults. Over time in some jurisdictions that have experienced prolonged increased availability, prevalence rates have remained constant or declined. The reasons for such reductions have yet to be clearly delineated and the extent to which these changes are related to inherent properties of different forms of gambling rather than factors associated with the individuals and groups who develop problems remains to be determined (Abbott, 2006; Abbott et al., 2004).

3.0 BACKGROUND AND METHODOLOGY

In 1993, 1996 and in 2002, the Government of British Columbia commissioned surveys to establish the prevalence of problem gambling in British Columbia. These surveys provided a baseline of data related to both gambling activity and problem gambling in the province.

Since the completion of the last survey, legal gaming opportunities in British Columbia have evolved to include slot machines at community gaming centres and lottery products available online. As well, illegal Internet gambling has proliferated in the last five years.

Prevalence surveys provide estimates of the number of individuals in the general population who are experiencing difficulties controlling their involvement in gambling as well as information about the demographic characteristics of such individuals. This information is vital in the process of planning for the availability of gaming opportunities in the future and in the appropriate design of services for problem and pathological gamblers in these jurisdictions.

Purpose and Objectives

The main purpose of this research is to provide information about the impacts of problem gambling in British Columbia to assist the Province in its efforts to help individuals and groups affected by this disorder. Specifically, this research is designed to provide the Province with the following information:

- ◆ Prevalence and nature of gambling and problem gambling within the adult population of British Columbia;
- ◆ Demographic characteristics of non-gamblers and gambler sub-types;
- ◆ Gambling activities of the subtypes;
- ◆ Problem gambling behaviour and consequences for gambler subtypes;
- ◆ Comparisons with research findings from the 1993, 1996 and 2002 prevalence studies conducted in British Columbia;
- ◆ Comparisons with research findings from recent studies conducted in other Canadian provinces and other jurisdictions around the world; and
- ◆ Conclusions, implications and recommendations that may assist the Responsible Gambling Strategy, Gaming Policy and Enforcement Branch, BC Lottery Corporation and the Government of British Columbia in developing policies and programs to address the problems associated with excessive gambling.

Questionnaire Design

The questionnaire for the 2007 British Columbia problem gambling prevalence survey is composed of six major sections.

- ◆ The first section focuses on involvement in gambling activities. It asks about the frequency of gambling involvement in a list of gambling activities. It also asks about some gambling behaviours such as changes in gambling levels over the last five years, usual distance traveled and gambling alone or accompanied. The relevant gambling activities for this study included:
 - Charity raffles such as a hospital lottery;
 - Other lottery games like 6/49, Daily 3, Scratch & Win tickets, Keno or Pull-tabs;
 - Bingo;

- Casino gambling;
 - Electronic gaming machines outside of a casino;
 - Sports lottery games;
 - Horse racing;
 - Betting on sports or other events;
 - Poker tournaments at a casino, bar, restaurant or other public venue;
 - Private games and games of skill;
 - Internet gambling;
 - Short-term speculative stock or commodity purchases; and
 - Any other types of games not mentioned above.
- ◆ The second section of the questionnaire focuses on public attitudes towards gambling, including perceptions of the impact of legalized gambling on society and the seriousness of gambling problems in the community.
 - ◆ The third section of the questionnaire contains the nine items used to score the Problem Gambling Severity Index (PGSI) of the Canadian Problem Gambling Index (CPGI).
 - ◆ The fourth section of the questionnaire contains questions that are known to correlate with problem gambling. This includes questions about gambling beliefs and early experiences with gambling or betting money.
 - ◆ The fifth section of the questionnaire asks about awareness and likelihood to use help services provided by the Government of British Columbia.
 - ◆ The sixth section of the questionnaire asks for demographic information that can be used to develop a very detailed profile of problem gamblers in British Columbia.

Data Collection

The survey results are based on a telephone survey with a representative sample of 3,000 adult (18+) British Columbians. Interviews were conducted between August 29 and October 5, 2007.

The survey questionnaire was translated from English into Mandarin, Cantonese and Punjabi. Any contacts screened by Ipsos Reid interviewers as “non-complete due to language barrier” were re-contacted by other language interviewers and asked to participate in the research. A total of 104 of the 3,000 interviews (3.5%) were completed in languages other than English.

All English language interviews were completed by trained interviewers in the Ipsos Reid call centre in Winnipeg. All Chinese and Punjabi interviews were completed by subcontractor Sowden Research from their call centre in Coquitlam.

A two-stage sampling procedure was used, with households selected using a random digit dialling (RDD) procedure and the individual adult respondent selected using the most recent birthday method. The RDD sampling ensures that all households, including those with unlisted numbers, had an equal chance of being interviewed. In order to improve response rates, up to 10 call-backs were completed per telephone number.

An in-depth interviewer training session was conducted prior to the start of fielding. This session outlined the nature of problem gambling and the areas of potential sensitivity for respondents. Interviewers were provided a resource list in case they encountered someone in crisis or someone who asked for a number to call. Interviewers were also provided with a question and answer sheet to respond to queries regarding the nature of the study and the purpose of specific items in the questionnaire.

Sample Design

The 3,000 interviews were segmented to include 600 interviews in each of British Columbia's five regional health authorities.

Quotas were established to ensure that the final sample closely matched the male/female breakdown within each health region.

In addition, minimum quotas were set for younger respondents (18 to 34 years) in each health region based on knowledge that this age segment is more difficult to contact and less likely to agree to participate in surveys.



Weighting

All data have been weighted to accurately reflect the actual age, gender and regional distribution of adult British Columbians according to 2006 Census figures.

The final weighted sample is summarized in the table below (unweighted percentages also provided for reference).

Weighted Sample

Gender:	Weighted	Unweighted
Male	49%	45%
Female	51%	55%
Age:		
18 to 34 years	28%	21%
35 to 54 years	37%	40%
55+ years	32%	36%
<i>Note: 3% refused to give their age.</i>		
Regional Health Authority:		
Vancouver Coastal	26%	20%
Fraser	34%	20%
Interior	17%	20%
Vancouver Island	18%	20%
Northern	6%	20%

Margins of Error

The margin of error for the total sample of 3,000 interviews is $\pm 1.8\%$, 95 times out of 100. This margin of error is calculated at the maximum variance (test statistic = 50%). For example, when the sample mean is 50 percent, we can be reasonably certain (95 times out of 100) that the true population mean will fall between 48.0 percent (50% minus 2.0%) and 52.0 percent (50% plus 2.0%).

The margin of error narrows as survey results approach either 0% or 100%. For example, a survey result of 5% has a margin of error of just $\pm 0.9\%$, 95 times out of 100, meaning that we can be reasonably certain (95 times out of 100) that the true population result will fall between 4.1% (5% minus 0.9%) and 5.9% (5% plus 0.9%).

The margin of error is wider for subgroups of the overall sample. This report makes frequent use of CPGI classifications as a subgroup in the analysis. The margins of error for each of these classifications are shown below. Again, these margins of error are calculated at maximum variance (test statistic = 50%).

- ◆ Non-gamblers (n=797) $\pm 3.5\%$, 95 times out of 100
- ◆ Non-problem gamblers (n=1,826) $\pm 2.3\%$, 95 times out of 100
- ◆ At risk gamblers (n=248) $\pm 6.3\%$, 95 times out of 100
- ◆ Problem (moderate and severe) gamblers (n=129) $\pm 8.7\%$, 95 times out of 100

Response Rate

Response rates for problem gambling studies vary widely across jurisdictions. The response rate for this survey was 28%. While this response rate is at the lower end of Canadian problem gambling studies, it is consistent with the 2002 survey (27%).

This response rate is calculated by summing completed interviews (3,000) and over-quota respondents (591) and dividing it by the total number of potentially eligible households contacted (13,015). The eligible households include 3,000 completed interviews, 591 over-quota respondents, 9,001 household refusals and 423 mid-survey refusals.

The over-quota category is new to the 2007 survey. These are willing respondents who were screened out because the quota for respondents over the age of 34 years had already been completed in their region. Quotas were not set for younger respondents in previous surveys.

Statistical Tests and Rounding

Most differences noted in this report are statistically significant ($p < .05$). Any highlighted differences that are not statistically significant have been labelled as “directional” throughout the report.

Not all charts and tables in this report will add to exactly 100%, due to rounding.

4.0 GAMBLING ACTIVITY IN BRITISH COLUMBIA

4.1. Past Year Gambling

Past Year Gambling Activities

Gambling participation continues to decline in British Columbia.

Nearly three-quarters (73%) of British Columbians say they have bet or spent money on at least one gambling activity over the past 12 months. This is a statistically significant 12 point drop from 2002 (85%) and continues a declining trend noted in the previous two provincial gambling prevalence surveys.

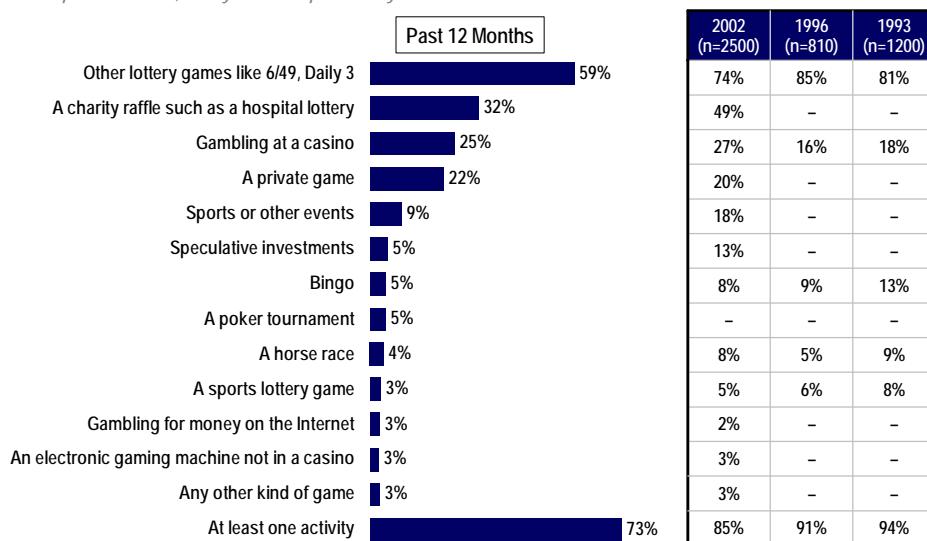
Past year participation has declined for several specific activities, including statistically significant reductions in lottery games (59%, down 15 points), charity raffles (32%, down 17 points), sports outcomes (9%, down 9 points) and horse racing (4%, down 4 points).

Past year speculative investment gambling has also declined by a statistically significant amount (5%, down 8 points). It is important to note that the definition of speculative investments was narrowed considerably in the 2007 survey to focus only on short-term stock or commodity purchases.

Private game betting (22%, up 2 points) and Internet gambling (3%, up 1 point) are the only two gambling activities to show a directional increase from 2002.

Past Year Gambling Activities

In the past 12 months, have you bet or spent money on ...? How about ...?



n=3000, base = all respondents

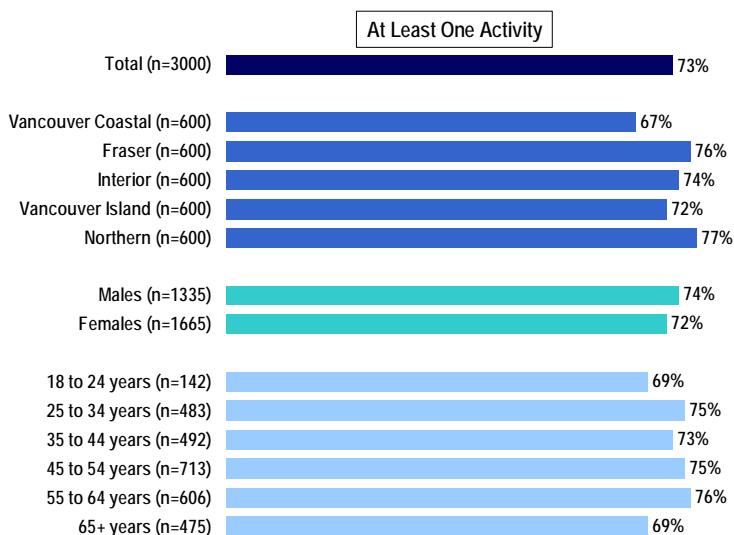
Profile of Past Year Gamblers

Past year participation is lower in Vancouver Coastal. Also lower among lower income British Columbians.

The bars in the chart below show past year gambling participation rates by Regional Health Authority, gender and age groups. The only statistically significant difference is that Vancouver Coastal residents (67%) are less likely to have bet or spent money on at least one gambling activity over the past 12 months.

Profile of Past Year Gamblers

In the past 12 months, have you bet or spent money on ...? How about ...?



base = all respondents

chi square: region ($p < .01$); gender (not significant); age (not significant)

Other Statistically Significant Differences: The highest reported rate of past year gambling is among residents who define themselves as “living with a partner” (87%). Past year participation is also higher among those with higher household incomes (83% among \$100K+, 79% among \$70-\$100K) and full-time employed residents (78%).

Past year participation rates are statistically lower among students (56%), homemakers (59%), widowers (64%) and residents with household incomes under \$30K (62%).

4.2. Weekly Gambling

Weekly Gambling Activities

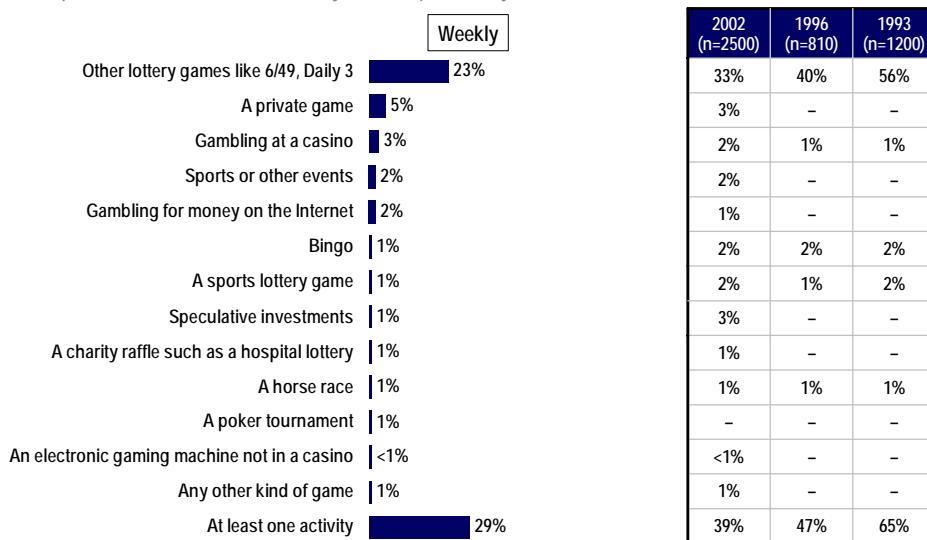
Weekly gambling participation is also down significantly.

Roughly three-in-ten (29%) British Columbians say they bet or spend money on at least one gambling activity on a weekly basis (three to five times a month or more). This is a statistically significant 10 point drop in weekly participation from the 2002 prevalence survey (39%). Moreover, this continues a declining trend that has been observed in every British Columbia prevalence survey conducted since 1993.

Weekly lottery game participation has declined a statistically significant amount since 2002 (23%, down 10 points). As with overall weekly participation, lottery game participation has declined in every prevalence survey conducted since 1993.

Weekly Gambling Activities (3–5 times per month or more)

In the past 12 months, about how often did you bet or spend money on ...? How about ...?



n=3000, base = all respondents

Profile of Weekly Gamblers

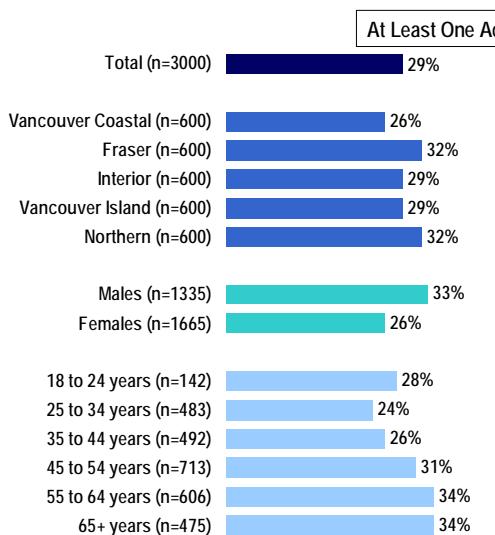
Men are more likely than women to gamble on a weekly basis.

Men (33%) are statistically more likely than women (26%) to say that they bet or spend money on at least one gambling activity on a weekly basis.

Residents between the ages of 25 and 34 years (24%) are statistically less likely than other British Columbians to gamble on a weekly basis.

Profile of Weekly Gamblers (3–5 times per month or more)

In the past 12 months, about how often did you bet or spend money on ...? How about ...?



base = all respondents

chi square: region (not significant); gender (p<.001); age (not significant)

Other Statistically Significant Differences: Statistically higher rates of weekly gambling participation are reported by residents with household incomes between \$70K and \$100K (36%), those living with a partner (36%) and those with a high school education or less (34%).

Part-time employed British Columbians (22%) and university graduates (24%) are statistically less likely to gamble on a weekly basis.

4.3. Favourite Gambling Activity

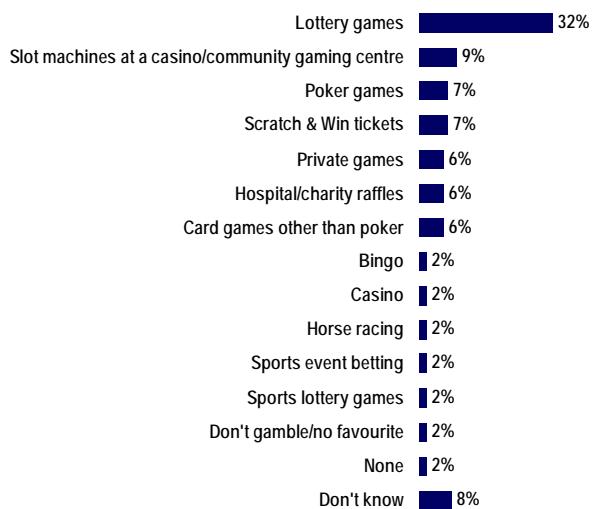
Favourite Gambling Activity

Lottery games are the favourite gambling activity of British Columbians.

One-in-three (32%) past year gamblers say that lottery games are their favourite gambling activity. This places lottery games well ahead of slot machines (9%), poker (7%), scratch & win tickets (7%), private games (6%), charity raffles (6%) and non-poker card games (6%).

Favourite Gambling Activity

Thinking about the sorts of activities we have discussed, can you tell me which one is your favourite gambling activity?



n=2203, base = gambled in last year

Note: Mentions of 2% or more are shown.

4.4. Activity Profiles

Profile of Lottery Gamblers

Youngest and oldest British Columbians are less likely to gamble on lottery games.

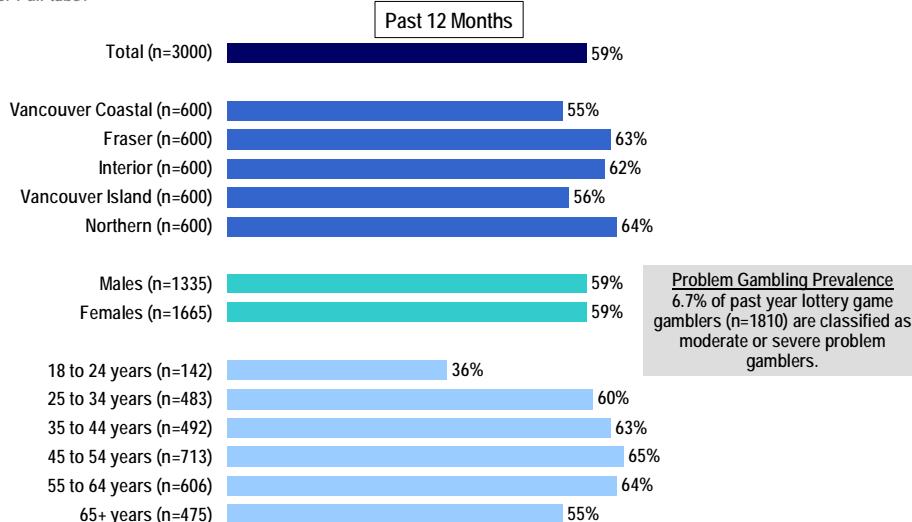
Six-in-ten (59%) British Columbians say they have bet or spent money on a lottery game like 6/49, Daily 3, Scratch & Win tickets, Keno or Pull-tabs in the past 12 months.

Past year lottery gambling is statistically lower among residents of the Vancouver Coastal region (55%). It is also statistically lower among the province's youngest residents (36% among 18-24 years) and oldest residents (55% among 65+ years). Past year lottery gambling is statistically higher among residents in the 45 to 54 year age group (65%).

It is estimated that 6.7% of past year lottery gamblers are moderate problem or severe problem gamblers. This is statistically higher than the estimated problem gambling rate among all British Columbians (4.6%), but not statistically higher than the rate among past year gamblers (6.3%).

Profile of Lottery Game Gamblers

In the past 12 months, have you bet or spent money on other lottery games like 6/49, Daily 3, Scratch & Win tickets, Keno or Pull-tabs?



base = all respondents

chi square: region ($p<.01$); gender (not significant); age ($p<.001$)

Other Statistically Significant Differences: Past year lottery play is also statistically higher among those living with a partner (73%), those with some post-secondary education (64%), the full-time employed (64%) and those with the highest household incomes (64% among \$100K+).

Past year lottery play is statistically lower among British Columbians who are students (32%), widowers (48%), homemakers (51%), part-time employed (53%), lower income (53% among <\$30K) and university graduates (54%).

Profile of Charity Raffle Gamblers

Higher income residents are more likely to gamble on charity raffles.

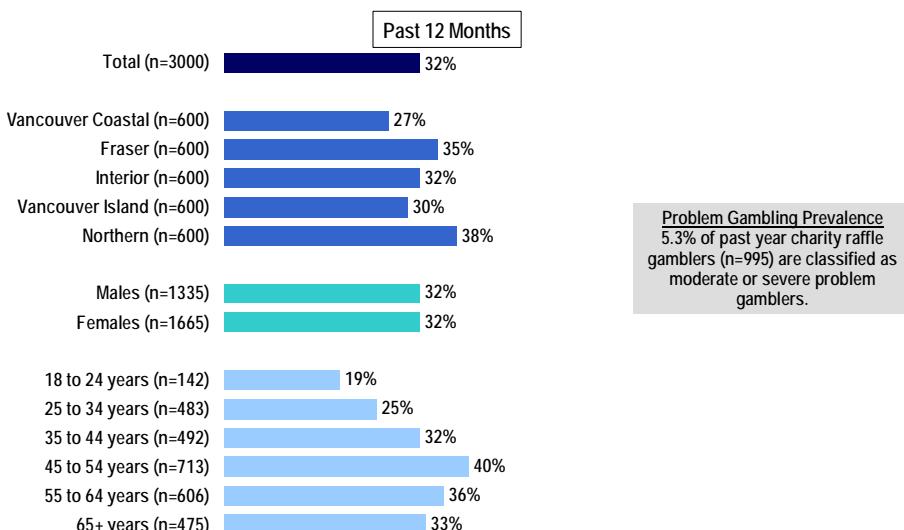
One-in-three (32%) British Columbians say they have bet or spent money on a charity raffle such as a hospital lottery in the past 12 months.

The rate of past year charity raffle participation is statistically higher in the North (38%) and statistically lower in Vancouver Coastal (27%). Charity raffle gambling is also statistically higher among the 45 to 54 year age group (40%) and lower among the 18 to 24 year age group (19%) and the 25 to 34 year age group (25%).

It is estimated that 5.3% of past year charity raffle gamblers are moderate problem or severe problem gamblers. This is statistically no different from the estimated problem gambling rate among all British Columbians (4.6%) or among past year gamblers (6.3%).

Profile of Charity Raffle Gamblers

In the past 12 months, have you bet or spent money on a charity raffle such as a hospital lottery?



base = all respondents

chi square: region ($p < .01$); gender (not significant); age ($p < .001$)

Other Statistically Significant Differences: Past year charity raffle play is also statistically higher among those with the highest household incomes (47% among \$100K+), the full-time employed (35%) and married residents (35%).

Past year charity raffle play is statistically lower among the unemployed (12%), students (19%), residents with lower household incomes (19% among <\$30K, 27% among \$30-\$50K), never married residents (21%), homemakers (24%) and those with high school or less education (27%).

Profile of Casino Gamblers

Younger residents and Fraser Health Region residents are more likely to gamble at a casino.

One-quarter (25%) of British Columbians say they have bet or spent money gambling at a casino in the past 12 months.

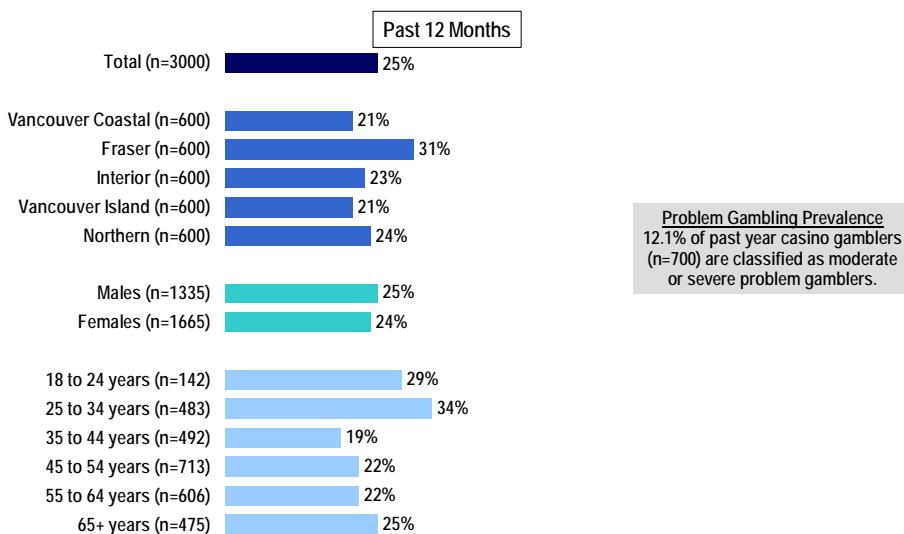
Past year casino gambling is statistically higher among Fraser residents (31%) and those in the 25 to 34 years age group (34%). Though not statistically significant, past year casino gambling is also directionally higher among the 18 to 24 year age group (29%).

Past year casino gambling is statistically lower among Vancouver Coastal residents (21%).

It is estimated that 12.1% of past year casino gamblers are moderate problem or severe problem gamblers. This is statistically higher than the estimated problem gambling rate among all British Columbians (4.6%) and among all past year gamblers (6.3%).

Profile of Casino Gamblers

In the past 12 months, have you bet or spent money gambling at a casino?



base = all respondents

chi square: region ($p < .001$); gender (not significant); age ($p < .05$)

Other Statistically Significant Differences: Past year casino gambling is also statistically higher among residents living with a partner (34%), those with the highest household incomes (32% among \$70-\$100K, 30% among \$100K+) and the full-time employed (28%).

Past year casino gambling is statistically lower among the part-time employed (18%), those with lower household incomes (18% among <\$30K) and university graduates (21%).

Profile of Private Game Gamblers

Men and younger residents are more likely to bet money on private games.

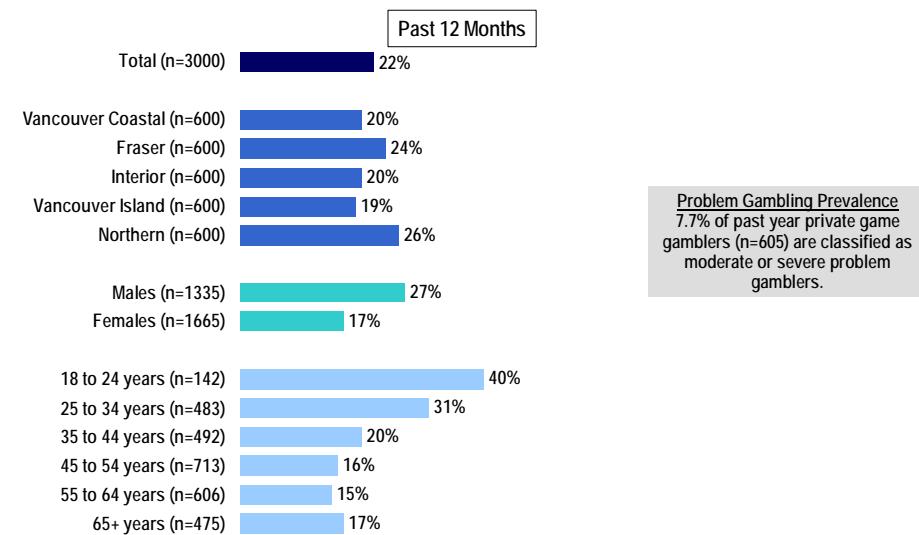
Slightly more than two-in-ten (22%) British Columbians say they have bet or spent money on a private game (e.g. cards, dice) or on a game of skill (e.g. golf, pool) in the past 12 months.

Men (27%) are statistically more likely than women (17%) to have gambled on a private game in the past 12 months. Private game play is also statistically higher among younger residents (40% among 18-24 years, 31% among 25-34 years) and lower among older residents (16% among 45 to 54 years, 15% among 55 to 64 years, 17% among 65+ years).

It is estimated that 7.7% of past year private gamblers are moderate problem or severe problem gamblers. This is statistically higher than the estimated problem gambling rate among all British Columbians (4.6%), but not statistically higher than the rate among past year gamblers (6.3%).

Profile of Private Game Gamblers

In the past 12 months, have you bet or spent money on a private game such as cards, dice or dominoes in someone's home or at a club or organization, or on a game of skill such as golf, pool or bowling?



base = all respondents

chi square: region ($p < .05$); gender ($p < .001$); age ($p < .001$)

Other Statistically Significant Differences: Past year private game gambling is also statistically higher among residents living with a partner (34%), those with the highest household incomes (32% among \$100K+, 27% among \$70-\$100K), students (30%), never married residents (28%) and the full-time employed (25%).

Past year private game gambling is statistically lower among homemakers (11%), those with lower household incomes (12% among <\$30K, 18% among \$30-\$50K), the part-time employed (17%), retired residents (17%) and married residents (19%).

Profile of Sports and Other Outcomes Gamblers

Men and younger residents are more likely to bet money on the outcome of sports.

One-in-ten (9%) British Columbians say they have bet or spent money on the outcome of sports or other events in the last 12 months.

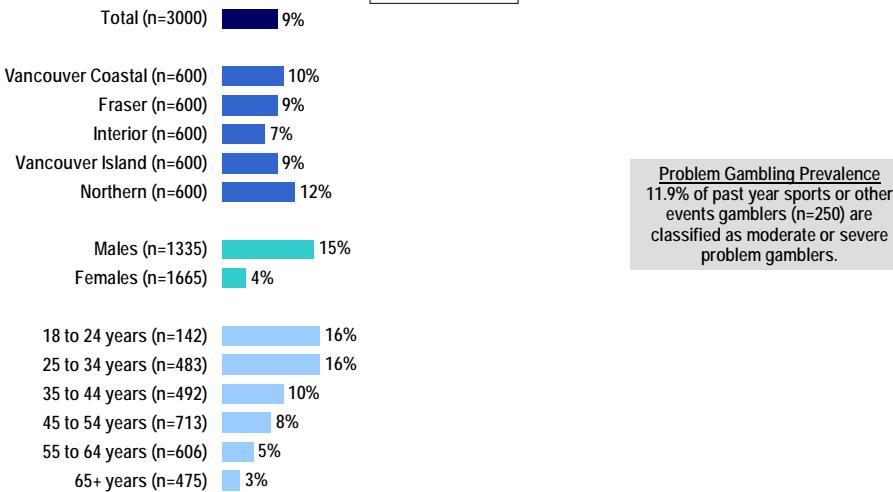
Men and younger residents are statistically more likely to have gambled on the outcome of sports in the past 12 months. The rate among men (15%) is more than three times the rate among women (4%). British Columbians under the age of 35 years (16% among 18-24 years, 16% among 25-34 years) are much more likely to have bet money on sports than those over the age of 54 years (3% among 65+ years, 5% among 55-64 years).

It is estimated that 11.9% of past year gamblers on sports and other events are moderate problem or severe problem gamblers. This is statistically higher than the estimated problem gambling rate among all British Columbians (4.6%) and among all past year gamblers (6.3%).

Profile of Sports or Other Events Gamblers

In the past 12 months, have you bet or spent money on the outcome of sports or other events with friends, co-workers, a bookie or some other people?

Past 12 Months



base = all respondents

chi square: region (not significant); gender ($p<.001$); age ($p<.001$)

Other Statistically Significant Differences: Past year private game gambling is also statistically higher among higher household income residents (16% among \$100K+, 14% among \$70-\$100K), those living with a partner (14%), never married residents (14%) and the full-time employed (13%).

Past year private game gambling is statistically lower among homemakers (3%), those with lower household incomes (4% among <\$30K, 6% among \$30-\$50K), retired residents (4%), widowers (4%) and the part-time employed (5%).

Profile of Speculative Investment Gamblers

Men and higher income British Columbians are more likely to gamble on speculative investments.

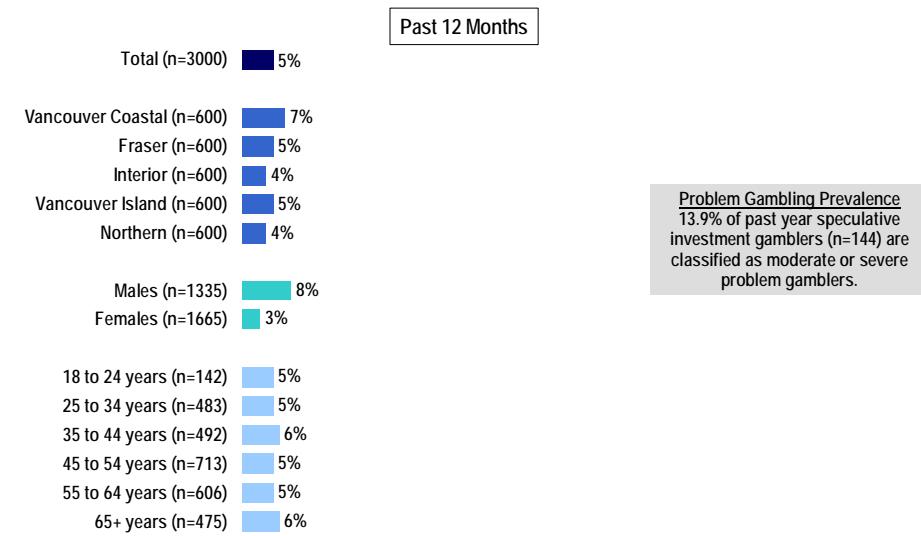
One-in-twenty (5%) British Columbians say they have bet or spent money on short-term speculative stock or commodity purchases in the past 12 months.

The rate of speculative investment gambling is statistically higher among men (8% vs. 3% among women) and Vancouver Coastal residents (7%).

It is estimated that 13.9% of past year speculative investment gamblers are moderate problem or severe problem gamblers. This is statistically higher than the estimated problem gambling rate among all British Columbians (4.6%) and among all past year gamblers (6.3%).

Profile of Speculative Investment Gamblers

In the past 12 months, have you bet or spent money on short-term speculative stock or commodity purchases such as day trading, but not including long-term investments such as mutual funds or RRSPs?



base = all respondents

chi square: region (not significant); gender ($p < .001$); age (not significant)

Other Statistically Significant Differences: Past year speculative investment gambling is also statistically higher among higher household income residents (9% among \$100K+).

Past year speculative investment gambling is statistically lower among the unemployed (0%), homemakers (2%) and those with lower household incomes (3% among <\$30K, 3% among \$30-\$50K).

Profile of Bingo Gamblers

Women, less educated and lower income British Columbians are more likely to bet or spend money on bingo.

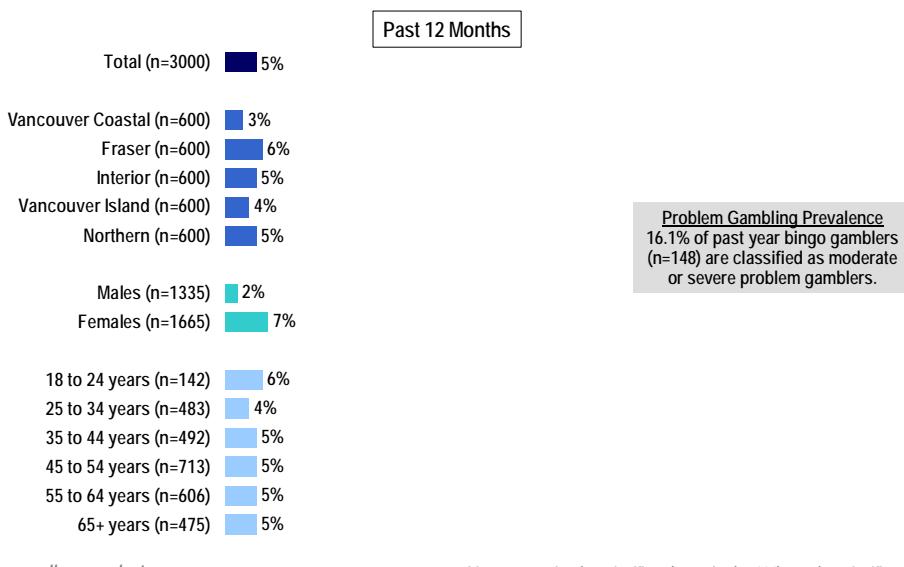
One-in-twenty (5%) British Columbians say they have bet or spent money on bingo in the past 12 months.

The rate of past year bingo play is statistically higher among women (7%) than men (2%).

It is estimated that 16.1% of past year bingo gamblers are moderate problem or severe problem gamblers. This is statistically higher than the estimated problem gambling rate among all British Columbians (4.6%) and among all past year gamblers (6.3%).

Profile of Bingo Gamblers

In the past 12 months, have you bet or spent money on bingo?



base = all respondents

chi square: region (not significant); gender ($p<.001$); age (not significant)

Other Statistically Significant Differences: Past year bingo gambling is also statistically higher among those with high school or less education (9%), homemakers (9%) and lower income residents (8% among <\$30K).

Past year bingo gambling is statistically lower among university graduates (3%).

Profile of Poker Tournament Gamblers

Poker tournament gamblers are predominantly male and younger.

One-in-twenty (5%) British Columbians say they have bet or spent money on a poker tournament at a casino, bar, restaurant or other public venue in the past 12 months.

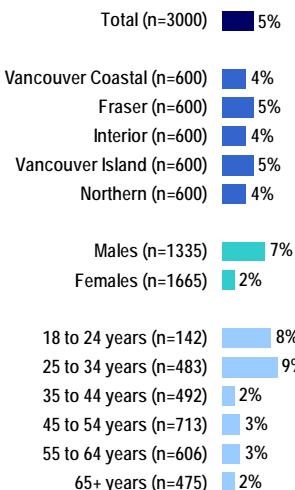
Men (7%) are statistically more likely than women (2%) to have gambled on a poker tournament in the past 12 months. Poker tournament gambling is also statistically higher among younger residents (9% among 25-34 years, 8% among 18-24 years) and lower among older residents (2% among 65+ years).

It is estimated that 24.8% of past year poker tournament gamblers are moderate problem or severe problem gamblers. This is statistically higher than the estimated problem gambling rate among all British Columbians (4.6%) and among all past year gamblers (6.3%).

Profile of Poker Tournament Gamblers

In the past 12 months, have you bet or spent money on a poker tournament at a casino, bar, restaurant or other public venue?

Past 12 Months



Problem Gambling Prevalence
24.8% of past year poker tournament gamblers (n=113) are classified as moderate or severe problem gamblers.

base = all respondents

chi square: region (not significant); gender ($p<.001$); age ($p<.001$)

Other Statistically Significant Differences: Past year poker tournament gambling is also statistically higher among residents living with a partner (10%), those with the highest household incomes (7% among \$100K+) and never married residents (7%).

Past year poker tournament gambling is statistically lower among retired residents (3%) and married residents (3%).

Profile of Horse Racing Gamblers

Higher income and Fraser Health Region residents are more likely to gamble on horse racing.

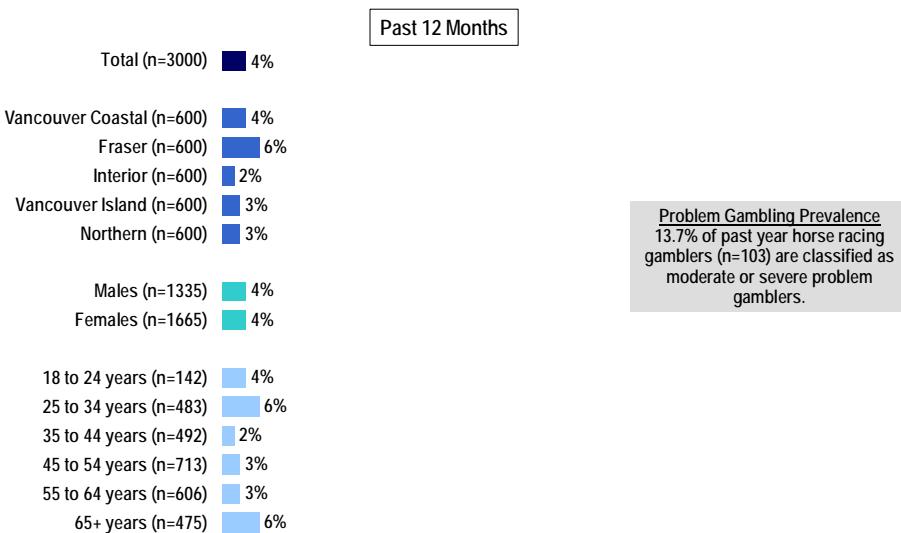
Only 4% of British Columbians say they have bet or spent money on a horse race in the past 12 months.

Fraser Health Authority residents (6%) are statistically more likely to say they gambled on a horse race in the past 12 months.

It is estimated that 13.7% of past year horse racing gamblers are moderate problem or severe problem gamblers. This is statistically higher than the estimated problem gambling rate among all British Columbians (4.6%) and among all past year gamblers (6.3%).

Profile of Horse Racing Gamblers

In the past 12 months, have you bet or spent money on a horse race?



base = all respondents

chi square: region ($p < .01$); gender (not significant); age (not significant)

Other Statistically Significant Differences: Past year gambling on horse racing is also statistically higher among those with the highest household incomes (7% among \$100K+) and college graduates (7%).

Profile of Sports Lottery Gamblers

Men and the 25 to 34 year age group are more likely to gamble on sports lotteries.

Only 3% of British Columbians say they have bet or spent money on a sports lottery game like Sports Action in the past 12 months.

Past year sports lottery gambling is statistically higher among men (5% vs. 2% among women) and residents in the 25 to 34 year age group (7%). The rate of sports lottery gambling is statistically lower among older residents (1% among 65+ years).

It is estimated that 22.6% of past year sports lottery gamblers are moderate problem or severe problem gamblers. Even with a small sample size, this is statistically higher than the estimated problem gambling rate among all British Columbians (4.6%) and among all past year gamblers (6.3%).

Profile of Sports Lottery Game Gamblers

In the past 12 months, have you bet or spent money on a sports lottery game like Sports Action offered through a lottery retailer?

Past 12 Months

Total (n=3000) ■ 3%

Vancouver Coastal (n=600) ■ 4%
Fraser (n=600) ■ 3%
Interior (n=600) ■ 3%
Vancouver Island (n=600) ■ 4%
Northern (n=600) ■ 4%

Males (n=1335) ■ 5%
Females (n=1665) ■ 2%

18 to 24 years (n=142) ■ 3%
25 to 34 years (n=483) ■ 7%
35 to 44 years (n=492) ■ 3%
45 to 54 years (n=713) ■ 3%
55 to 64 years (n=606) ■ 3%
65+ years (n=475) ■ 1%

Problem Gambling Prevalence
22.6% of past year sports lottery game gamblers (n=87) are classified as moderate or severe problem gamblers.

base = all respondents

chi square: region (not significant); gender ($p<.001$); age ($p<.001$)

Other Statistically Significant Differences: Past year gambling on sports lotteries is also statistically higher among those living with a partner (6%) and higher household income residents (6% among \$100K+).

Profile of Internet Gamblers

Men and younger residents are more likely to gamble on the Internet.

Only 3% of British Columbians say they have gambled for money on the Internet in the past 12 months.

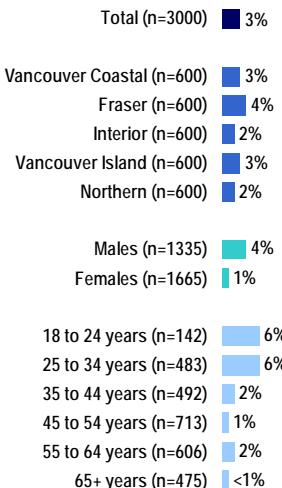
Past year Internet gambling is statistically higher among men (4% vs. 1% among women) and residents in the 25 to 34 year age group (6%). It is also directionally higher among the youngest age group (6% among 18-24 years). The rate of Internet gambling is statistically lower among the oldest age group (1% among 65+ years) and directionally lower among all age groups over 34 years.

It is estimated that 29.0% of past year Internet gamblers are moderate problem or severe problem gamblers. Even with a small sample size, this is statistically higher than the estimated problem gambling rate among all British Columbians (4.6%) and among all past year gamblers (6.3%).

Profile of Internet Gamblers

In the past 12 months, have you bet or spent money on gambling for money on the Internet?

Past 12 Months



Problem Gambling Prevalence
29.0% of past year Internet gamblers
(n=64) are classified as moderate or
severe problem gamblers.

base = all respondents

chi square: region (not significant); gender ($p<.001$); age ($p<.001$)

Other Statistically Significant Differences: Past year Internet gambling is also statistically higher among those living with a partner (7%), higher income residents (6% among \$100K+), the full-time employed (4%) and residents with no children at home (4% vs. 2% among those with kids at home).

Past year Internet gambling is statistically lower among retired residents (1%), lower income residents (1% among <\$30K) and married residents (2%).

Profile of Electronic Machine Gamblers

Men and the 25 to 34 year age group are more likely to gamble on electronic gaming machines.

Only 3% of British Columbians say they have bet or spent money on an electronic gaming machine outside a casino (such as a video lottery terminal) in the past 12 months.

Past year gambling on electronic machines is statistically higher among residents in the 25 to 34 year age group (5%).

It is estimated that 25.2% of past year electronic gambling machine gamblers are moderate problem or severe problem gamblers. Even with a small sample size, this is statistically higher than the estimated problem gambling rate among all British Columbians (4.6%) and among all past year gamblers (6.3%).

Profile of Electronic Gambling Machine Gamblers

In the past 12 months, have you bet or spent money on an electronic gaming machine outside of a casino, such as a video lottery terminal?

Past 12 Months

Total (n=3000) ■ 3%

Vancouver Coastal (n=600) ■ 3%
Fraser (n=600) ■ 2%
Interior (n=600) ■ 4%
Vancouver Island (n=600) ■ 2%
Northern (n=600) ■ 4%

Males (n=1335) ■ 3%
Females (n=1665) ■ 2%

18 to 24 years (n=142) ■ 4%
25 to 34 years (n=483) ■ 5%
35 to 44 years (n=492) ■ 1%
45 to 54 years (n=713) ■ 2%
55 to 64 years (n=606) ■ 3%
65+ years (n=475) ■ 1%

Problem Gambling Prevalence
25.2% of past year electronic
gambling machine gamblers (n=78)
are classified as moderate or
severe problem gamblers.

base = all respondents

chi square: region ($p < .05$); gender (not significant); age ($p < .05$)

Other Statistically Significant Differences: Past year electronic machine gambling is also statistically higher among those living with a partner (6%).

Past year electronic machine gambling is statistically lower among the part-time employed (1%).

4.5. Gambling Behaviours

Age When First Gambled

Four-in-ten British Columbians have gambled for money before their 19th birthday.

Nearly four-in-ten (39%) past year gamblers say they first gambled for money before their 19th birthday, including two-in-ten (19%) before their 16th birthday. The start of gambling for other past year gamblers is about equally divided between 19 or 20 years (20%), later in their 20s (17%) and their 30s or later (17%).

Age When First Gambled

How old were you when you first gambled for money?

Under 16 years  19%

16 to 18 years  19%

19 to 20 years  20%

21 to 29 years  17%

30+ years  17%

Do not gamble  2%

Don't know  7%

n=2203, base = gambled in last year

Listed below are the statistically significant differences in likelihood to start gambling before 19th birthday (39% overall).

- ◆ *Region:* Lower in Fraser (35%) and Interior (36%) regions.
- ◆ *Gender:* Higher among men (52%) and lower among women (26%).
- ◆ *Age:* Higher among younger residents (61% among 18-24 years, 52% among 25-34 years) and lower among older residents (25% among 65+ years, 29% among 55-64 years). It is important to note that there could be some recall bias in this result, as first gambling experience is much more recent (i.e. easier to recall) for younger gamblers.
- ◆ *Employment:* Higher among students (59%), unemployed (51%) and the full-time employed (44%). Lower among homemakers (23%) and retired residents (29%).
- ◆ *Marital Status:* Higher among those living with a partner (53%) and never married residents (50%). Lower among widowers (20%) and married residents (35%).
- ◆ *Household Income:* Higher among the highest income residents (44% among \$100K+).
- ◆ *Past Year Gambling Activities:* Statistically higher for many activities, but highest for sports outcome gamblers (70%), sports lottery gamblers (64%) and poker tournament gamblers (62%).

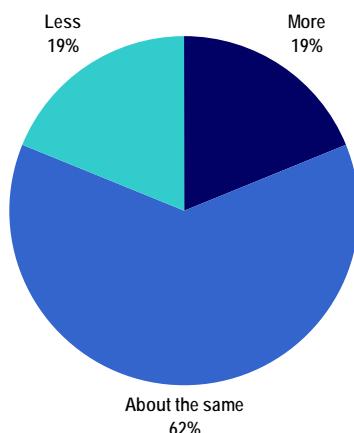
Gambling Versus Five Years Ago

Most past year gamblers are gambling about the same amount as five years ago.

A majority of past year gamblers (62%) say they are gambling about the same amount as five years ago. Two-in-ten (19%) say they are gambling more and the same percentage (19%) say they are gambling less than five years ago.

Gambling Versus Five Years Ago

Compared to 5 years ago, would you say that today you gamble more, less or about the same amount as before?



n=2203, base = gambled in last year

Listed below are the segments who are statistically more likely to say they are “**gambling more**” (19% overall).

- ◆ *Region:* Fraser residents (24%).
- ◆ *Age:* Younger residents (44% among 18-24 years, 29% among 25-34 years).
- ◆ *Employment:* Full-time employed residents (22%).
- ◆ *Marital Status:* Never married residents (31%).
- ◆ *Household Income:* Residents with household incomes of \$70-\$100K (24%).
- ◆ *Past Year Gambling Activities:* Many activities, but highest for Internet gamblers (59%), poker tournament gamblers (47%) and sports lottery gamblers (38%).

Listed below are the segments who are statistically more likely to say they are “**gambling less**” (19% overall).

- ◆ *Region:* Interior residents (23%).
- ◆ *Age:* Older residents (25% among 65+ years).
- ◆ *Education:* Those with high school or less (23%).
- ◆ *Employment:* Retired residents (26%).
- ◆ *Marital Status:* Widowers (33%)
- ◆ *Household Income:* Lower household income residents (26% among <\$30K).

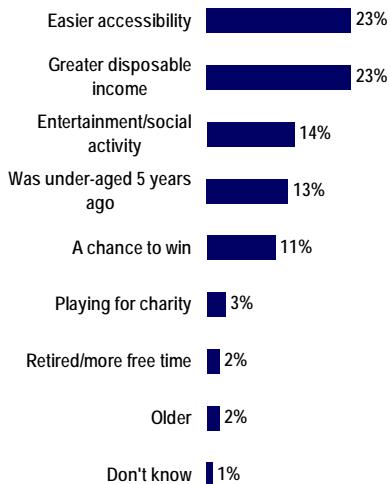
Reasons for Gambling More

Easier accessibility and more disposable income are main reasons for doing more gambling.

Those residents who are gambling more than five years ago were asked (on an open-ended basis) to indicate the main reason for this change. The top two responses are that gambling is “more accessible” (23%) and “an increase in disposable income” (23%). Other reasons include “being under-aged five years ago” (13%) and explanations of the reasons for gambling such as “entertainment/social activity” (14%) and “a chance to win” (11%).

Reasons for Gambling More

What is the main reason you are gambling more than 5 years ago?



n=363, base = gambling more

Note: Mentions of 2% or more are shown.

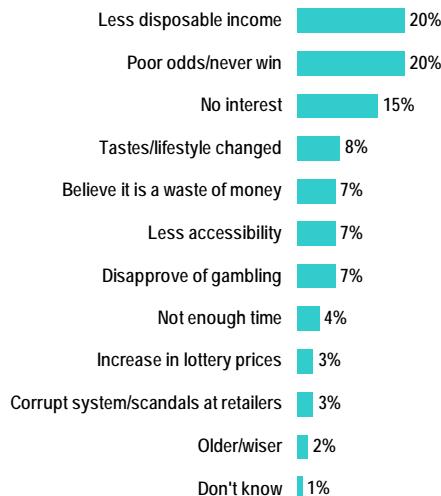
Reasons for Gambling Less

Less income, poor odds and lack of interest are main reasons for doing less gambling.

Those residents who are gambling less than five years ago were also asked (on an open-ended basis) to indicate the main reason for this change. The main reasons given include “having less disposable income” (20%), “assessing the odds of winning as poor” (20%) and “a general lack of interest” (15%).

Reasons for Gambling Less

What is the main reason you are gambling less than 5 years ago?



n=428, base = gambling less

Note: Mentions of 2% or more are shown.

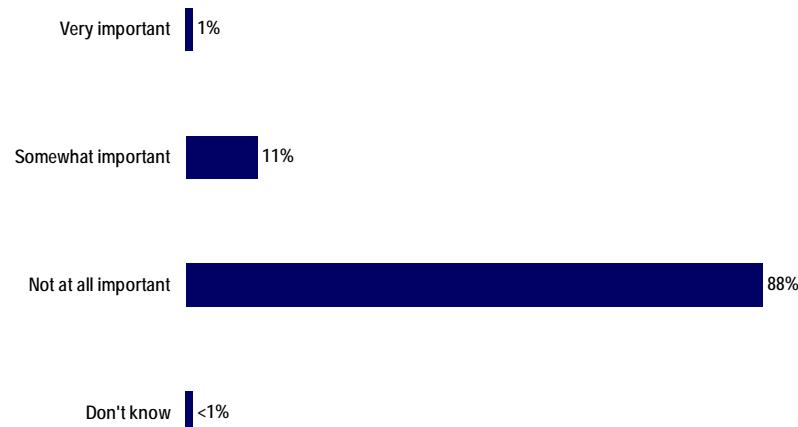
Personal Importance of Gambling

Very few past year gamblers say gambling is important to them.

Only about one-in-ten (12%) past year gamblers say that gambling is either “very important” (1%) or “somewhat important” (11%) to them in comparison to other entertainment activities.

Personal Importance of Gambling

Compared to other entertainment activities, how important is gambling to you? Would you say it is ...?



n=2203, base = gambled in last year

Listed below are the statistically significant differences across segments in rating gambling as either “very important” or “somewhat important” (12% overall).

- ◆ *Region:* Higher in Fraser region (15%).
- ◆ *Age:* Higher among older residents (17% among 65+ years, 15% among 55-64 years).
- ◆ *Education:* Higher among residents with high school or less (15%).
- ◆ *Marital Status:* Higher among divorced/separated residents (17%) and lower among married residents (10%).
- ◆ *Household Income:* Higher among lower income residents (17% among <\$30K).
- ◆ *Past Year Gambling Activities:* Statistically higher for many activities, but highest for poker tournament gamblers (42%), Internet gamblers (39%) and sports lottery gamblers (31%).

Reasons for Gambling

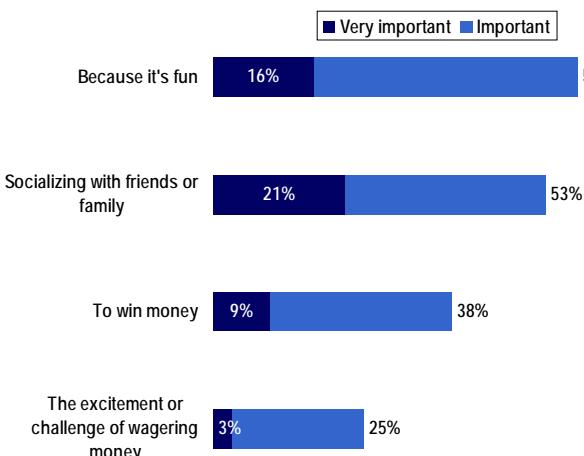
Fun and socializing rated as more important than winning or excitement as reasons for gambling.

Past year gamblers were asked to indicate the importance of four specific reasons they may have for gambling. The top rated reason was “because it’s fun”, which was selected as “very important” or “important” by nearly six-in-ten (58%) past year gamblers. A majority (53%) also rated “socializing with friends and family” as being “very important” or “important”.

“To win money” (38% very important/important) and “the excitement or challenge of wagering money” (25%) were rated as less important reasons for wagering money.

Reasons for Gambling

Next I would like to ask you about reasons you may have for gambling. Please tell me whether each of the following reasons is very important, important, not so important, or not at all important to you as a reason for wagering your money. How important is ...?



n=2203, base = gambled in last year

Listed below are the statistically significant differences across segments in rating “**because it’s fun**” as either “very important” or “somewhat important” as a reason for wagering money (58% overall).

- ◆ *Region:* Higher in Fraser region (62%).
- ◆ *Age:* Higher among younger residents (71% among 18-24 years, 71% among 25-34 years). Lower among older residents (49% among 65+ years, 51% among 55-64 years, 54% among 45-54 years).
- ◆ *Employment:* Higher among the full-time employed (63%). Lower among retired residents (50%).
- ◆ *Marital Status:* Higher among residents living with a partner (67%) and never married residents (64%). Lower among widowers (43%) and divorced/separated residents (47%).
- ◆ *Household Income:* Higher among higher income residents (67% among \$70-\$100K, 64% among \$100K+). Lower among lower household income residents (46% among <\$30K).
- ◆ *Past Year Gambling Activities:* Statistically higher for many activities, but highest for horse racing gamblers (89%), poker tournament gamblers (88%), Internet gamblers (88%) and sports lottery gamblers (88%).

Listed below are the statistically significant differences across segments in rating “**socializing with friends or family**” as either “very important” or “somewhat important” as a reason for wagering money (53% overall).

- ◆ *Age*: Higher among younger residents (70% among 18-24 years, 68% among 25-34 years). Lower among older residents (48% among 65+ years, 43% among 55-64 years, 47% among 45-54 years).
- ◆ *Education*: Lower among university graduates (49%).
- ◆ *Employment*: Higher among the full-time employed (56%). Lower among retired residents (45%).
- ◆ *Marital Status*: Higher among residents living with a partner (62%) and never married residents (58%).
- ◆ *Household Income*: Higher among residents in the second highest income segment (58% among \$70-\$100K). Lower among lower household income residents (44% among <\$30K).
- ◆ *Past Year Gambling Activities*: Statistically higher for many activities, but highest for poker tournament gamblers (87%), private game gamblers (78%), sports outcome gamblers (76%) and Internet gamblers (76%).

Listed below are the statistically significant differences across segments in rating “**to win money**” as either “very important” or “somewhat important” as a reason for wagering money (38% overall).

- ◆ *Region*: Higher in Fraser region (43%).
- ◆ *Age*: Lower among older residents (31% among 65+ years).
- ◆ *Employment*: Higher among the full-time employed (41%). Lower among retired residents (32%).
- ◆ *Past Year Gambling Activities*: Higher for Internet gamblers (50%), sports lottery gamblers (49%), speculative investment gamblers (46%) and lottery gamblers (41%). Lower for bingo gamblers (28%).

Listed below are the statistically significant differences across segments in rating “**the excitement/challenge of wagering money**” as either “very important” or “somewhat important” as a reason for wagering money (25% overall).

- ◆ *Region*: Higher in Vancouver Coastal region (28%).
- ◆ *Gender*: Higher among men (31%) than among women (18%).
- ◆ *Age*: Higher among the 25 to 34 year age group (34%). Lower among older residents (16% among 65+ years, 17% among 55-64 years).
- ◆ *Employment*: Higher among the full-time employed (30%). Lower among retired residents (16%).
- ◆ *Marital Status*: Higher among never married residents (30%). Lower among widowers (12%).
- ◆ *Household Income*: Higher among higher household income residents (32% among \$100K+, 30% among \$70-\$100K).
- ◆ *Past Year Gambling Activities*: Statistically higher for many activities, but highest for sports lottery gamblers (60%), Internet gamblers (52%) and poker tournament gamblers (50%).

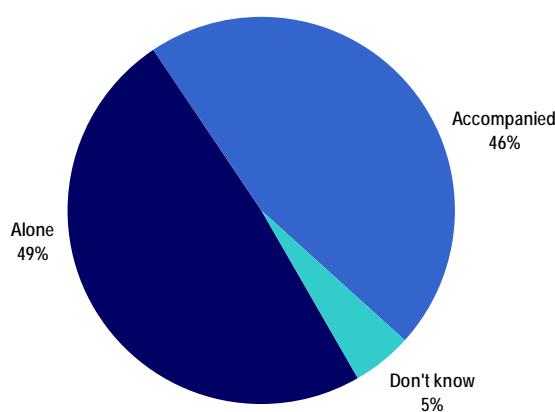
Gambling Alone or Accompanied

Half of gamblers do it alone. Half do it accompanied by others.

Past year gamblers are about equally split in terms of whether they usually participate in their favourite gambling activity alone (49%) or accompanied (46%).

Gambling Alone or Accompanied

When participating in your favourite type of gambling, does anyone usually accompany you or do you usually go alone?



n=2203, base = gambled in last year

Listed below are the segments statistically more likely to say they usually “**gamble alone**” (49% overall).

- ◆ *Gender:* Men (54% vs. 44% of women).
- ◆ *Age:* Residents in the second and third highest age segments (54% among 55-64 years, 54% among 45-54 years).
- ◆ *Employment:* Unemployed residents (67%).
- ◆ *Marital Status:* Divorced/separated residents (67%).
- ◆ *Household Income:* Lower household income residents (57% among <\$30K).
- ◆ *Past Year Gambling Activities:* Lottery game gamblers (53%).

Listed below are the segments statistically more likely to say they are “**gamble accompanied**” (46% overall).

- ◆ *Gender:* Women (51% vs. 41% of men).
- ◆ *Region:* Fraser residents (53%).
- ◆ *Age:* Younger residents (66% among 18-24 years, 57% among 25-34 years).
- ◆ *Marital Status:* Residents living with a partner (56%).
- ◆ *Past Year Gambling Activities:* Statistically higher for many activities, but highest for electronic machine gamblers (72%), casino gamblers (70%), bingo gamblers (68%) and poker tournament gamblers (68%).

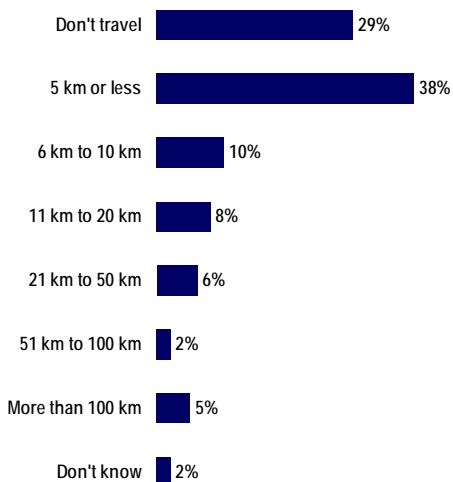
Distance Usually Travel to Gamble

Two-thirds of gamblers travel 5 kilometres or less to participate in their favourite type of gambling.

Most past year gamblers in British Columbia stay close to home to participate in their favourite type of gambling. Two-thirds (67%) say they either don't travel at all (29%) or they travel 5 kilometres or less (38%). Only two-in-ten (21%) gamblers say they typically travel more than 10 kilometres.

Distance Usually Travel to Gamble

When participating in your favourite type of gambling, can you tell me what distance you usually travel in kilometres, if any?



n=2203, base = gambled in last year

Listed below are the statistically significant differences across segments in likelihood to travel more than 10 kilometres (21% overall).

- ◆ *Region:* Higher in Fraser (25%). Lower in Vancouver Coastal (15%).
- ◆ *Age:* Higher among older residents (27% among 65+ years). Lower among the 35 to 44 year age group (15%).
- ◆ *Education:* Lower among university graduates (17%).
- ◆ *Employment:* Lower among unemployed residents (5%).
- ◆ *Past Year Gambling Activities:* Statistically higher for many activities, but highest for poker tournament gamblers (49%), electronic machine gamblers (46%) and Internet gamblers (42%). Lower for lottery game gamblers (19%).

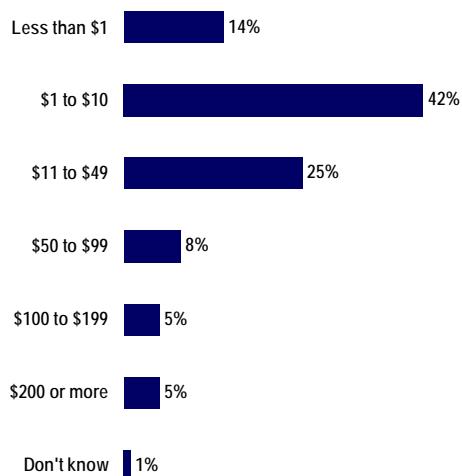
Spending on Gambling

Majority of gamblers spend \$10 or less in an average month.

Most past year gamblers spend only a small amount on gambling in an average month. A slight majority (56%) say they typically spend \$10 or less. An additional one-quarter (25%) say they spend between \$11 and \$49 in an average month. Only two-in-ten (18%) past year gamblers say they spend \$50 or more per month.

Spending on Gambling

About how much do you spend on gambling in an average month?



n=2203, base = gambled in last year

Listed below are the statistically significant differences across segments in likelihood to spend more than \$50 or more a month (18% overall).

- ◆ *Gender:* Higher among men (22%) than among women (14%).
- ◆ *Age:* Higher among older residents (24% among 65+ years).
- ◆ *Education:* Higher among residents with high school or less (22%). Lower among university graduates (14%).
- ◆ *Children:* Lower among residents with children at home (14% vs. 21% among kids at home).
- ◆ *Marital Status:* Higher among divorced/separated residents (23%). Lower among married residents (15%).
- ◆ *Household Income:* Higher among the second highest income residents (22% among \$70-\$100K).
- ◆ *Past Year Gambling Activities:* Statistically higher for many activities, but highest for poker tournament gamblers (59%), sports lottery gamblers (55%) and Internet gamblers (51%).

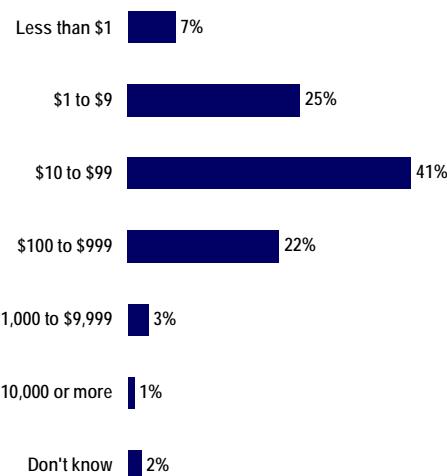
Largest Loss in a Day

One-in-four gamblers have lost \$100 or more in a single day at some point in their life.

Three-quarters (73%) of past year gamblers say they have never lost as much as \$100 in a single day, including one-third (32%) who have never lost as much as \$10. One-quarter (26%) of past year gamblers report a loss of \$100 or more, including only 4% who report a loss of \$1,000 or more.

Largest Loss in a Day

What is the largest amount of money you have ever lost in one day?



n=2203, base = gambled in last year

Listed below are the statistically significant differences across segments in likelihood to have lost \$100 or more in a single day (26% overall).

- ◆ *Gender:* Higher among men (34%) than among women (17%).
- ◆ *Age:* Lower among the second oldest age group (21% among 55 to 64 years).
- ◆ *Employment:* Higher among full-time employed (29%). Lower among homemakers (15%).
- ◆ *Household Income:* Higher among higher income residents (35% among \$100K+). Lower among lower income residents (19% among <\$30K, 20% among \$30-\$50K).
- ◆ *Past Year Gambling Activities:* Statistically higher for many activities, but highest for Internet gamblers (65%), poker tournament gamblers (63%) and electronic machine gamblers (61%).

5.0 PUBLIC ATTITUDES TOWARD GAMBLING

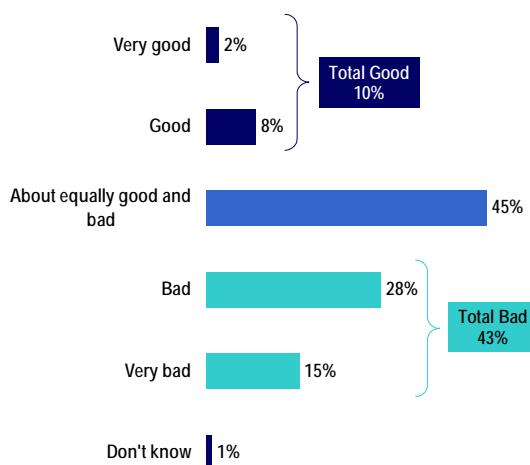
Effect of Legalized Gambling on Society

British Columbians are divided on overall effect of gambling on society.

British Columbians have divided opinions on the overall effect of legalized gambling on society. A slight majority (55%) say the overall impact of gambling is either good (10% very good or good) or “about equally good and bad” (45%). Four-in-ten (43%) rate the overall impact of gambling as bad (very bad or bad).

Effect of Legalized Gambling on Society

People have different beliefs about the overall effects of legalized gambling on society. Would you say that the overall effect of legalized gambling on society is ...?



n=3000, base = all respondents

Listed below are the statistically significant differences across segments in likelihood to say that the overall effect is “very bad” or “bad” (43% overall).

- ◆ *Region:* Higher in Northern region (51%). Lower in Vancouver Coastal (40%).
- ◆ *Age:* Higher among older residents (49% among 65+ years, 47% among 55 to 64 years, 48% among 45-54 years). Lower among younger residents (32% among 18-24 years, 35% among 25-34 years).
- ◆ *Education:* Higher among university graduates (47%).
- ◆ *Employment:* Higher among retired residents (48%).
- ◆ *Marital Status:* Higher among widowers (51%). Lower among those living with a partner (36%) and never married residents (37%).
- ◆ *Past Year Gambling:* Lower among past year gamblers (37% vs. 60% of non-gamblers).
- ◆ *Past Year Gambling Activities:* Statistically lower for many activities, but lowest for horse racing gamblers (19%), poker tournament gamblers (20%), sports lottery gamblers (21%) and sports outcome gamblers (21%).

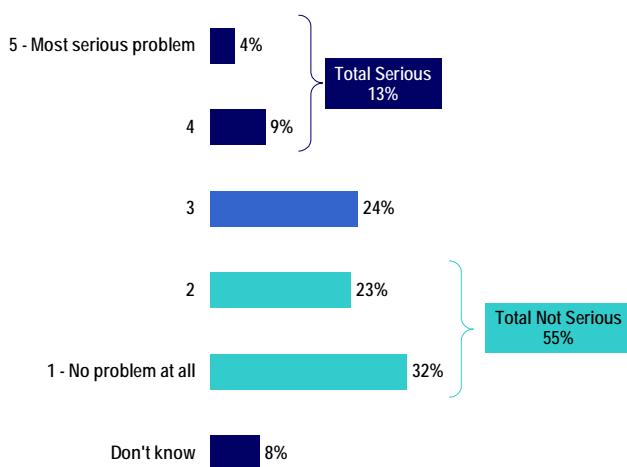
Seriousness of Gambling Problem in Community

Very few British Columbians think gambling is a serious problem in their community.

Only about one-in-ten (13%) British Columbians think that gambling is one of the more serious problems in their community (4, 5 ratings). A majority (55%) rate gambling as not a serious problem in their community (1, 2 ratings). The remaining residents are either neutral (24% rating of 3) or undecided (8%).

Seriousness of Gambling Problem in Community

Next I'd like to ask you about gambling in your community. On a scale of 1 to 5, with 1 being no problem at all and 5 being the most serious problem your community has, how would you rate the issue of gambling in your community?



n=3000, base = all respondents

Listed below are the statistically significant differences across segments in likelihood to say that gambling is a serious problem (4, 5 ratings) in their community (13% overall).

- ◆ *Region:* Higher in Northern region (23%).
- ◆ *Household Income:* Higher among residents in the second lowest income category (16% among \$30-\$50K). Lower among higher income residents (10% among \$100K+).
- ◆ *Past Year Gambling:* Lower among past year gamblers (10% vs. 21% of non-gamblers).
- ◆ *Past Year Gambling Activities:* Statistically lower for many activities, but lowest for horse racing gamblers (3%), poker tournament gamblers (5%), sports outcome gamblers (5%) and speculative investment gamblers (5%).

6.0 AWARENESS OF HELP SERVICES

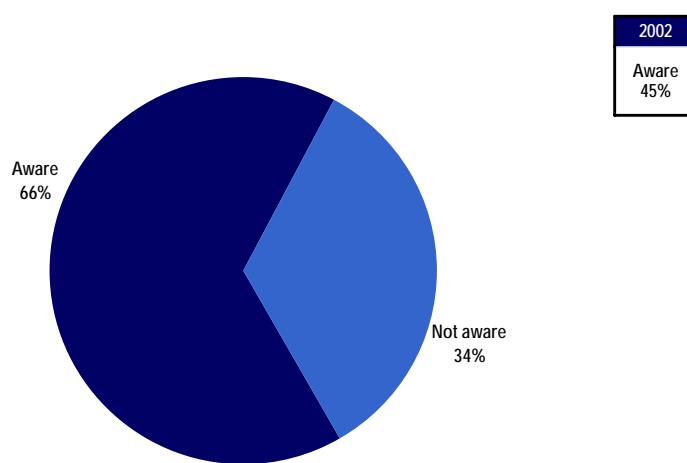
Awareness of Toll-Free Help Line

Awareness of toll-free problem gambling line is up significantly from 2002 survey.

Two-thirds (66%) of British Columbians say they are aware that there is a toll-free gambling help line in British Columbia. This is a statistically significant 21 point increase from 45% awareness in the 2002 survey. This result is consistent with increased utilization of the help line since 2002. Calls to the help line specific to problem gambling have increased from 1,725 calls in 2002/03 to 4,769 calls in 2006/07 (Ministry of Public Safety and Solicitor General, Gaming Policy and Enforcement Branch, 2006/07 Annual Report).

Awareness of Toll-Free Help Line

Are you aware that there is a toll-free problem gambling help line in British Columbia?



n=3000, base = all respondents

Listed below are the statistically significant differences in awareness of the help line (66% overall).

- ◆ *Region:* Higher in Northern region (78%). Lower in Vancouver Coastal (58%).
- ◆ *Age:* Higher among the 25 to 34 years age segment (73%). Lower among older residents (62% among 65+ years).
- ◆ *Education:* Higher among those with some post secondary education (72%). Lower among university graduates (61%).
- ◆ *Employment:* Higher among the full-time employed (71%). Lower among homemakers (52%) and the part-time employed (57%).
- ◆ *Marital Status:* Higher among those living with a partner (74%).
- ◆ *Household Income:* Lower among lower income residents (61% among <\$30K).
- ◆ *Past Year Gambling:* Higher among past year gamblers (71% vs. 54% of non-gamblers).
- ◆ *Past Year Gambling Activities:* Statistically higher for many activities, but highest for sports lottery gamblers (88%), horse racing gamblers (86%) and casino gamblers (83%).

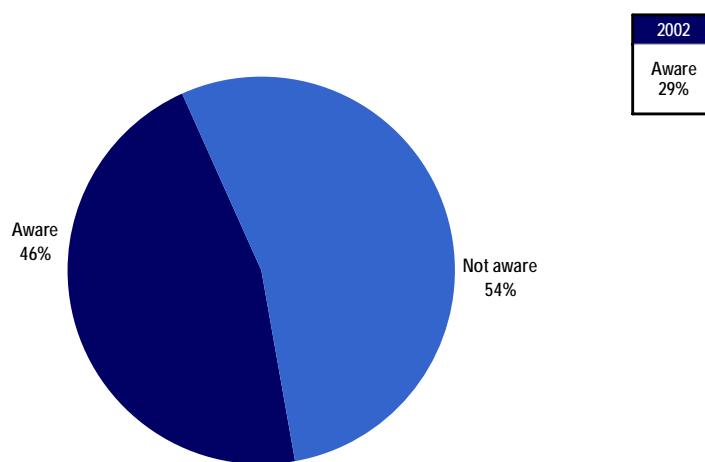
Awareness That BC Government Provides Free Counselling Services

More British Columbians are also aware that BC Government provides free counselling services.

Nearly half (46%) of British Columbians say they are aware that the BC provincial government provides problem gambling counselling services free of charge. This is a statistically significant increase of 17 points from 29% awareness in 2002.

Awareness That BC Government Provides Free Counselling Services

Are you aware that the BC provincial government provides problem gambling counselling services free of charge?



n=3000, base = all respondents

Listed below are the statistically significant differences across segments in awareness of free counselling services (46% overall).

- ◆ *Region:* Higher in Northern (53%) and Interior (52%) regions. Lower in Vancouver Coastal (39%).
- ◆ *Age:* Higher among older residents (54% among 65+ years). Lower among the 35 to 44 years age group (38%).
- ◆ *Education:* Lower among university graduates (42%).
- ◆ *Employment:* Higher among retired residents (54%). Lower among the part-time employed (35%) and homemakers (38%).
- ◆ *Past Year Gambling:* Higher among past year gamblers (50% vs. 36% of non-gamblers).
- ◆ *Past Year Gambling Activities:* Statistically higher for many activities, but highest for horse racing gamblers (69%), poker tournament gamblers (63%) and bingo gamblers (62%).

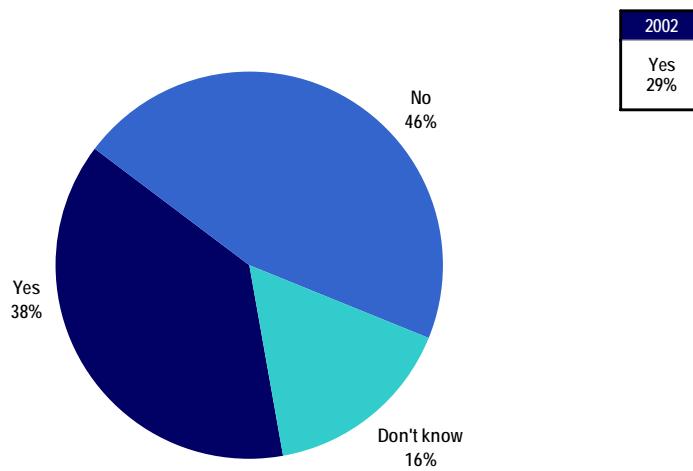
Knowledge of Community Counselling Services

**Four-in-ten British Columbians believe there are counselling services in their community.
This is a significant increase from the 2002 survey.**

Four-in-ten (38%) British Columbians say they believe that there are problem gambling counselling services available in their community. This is a statistically significant 9 point increase from 2002 (29%).

Knowledge of Community Counselling Services

To your knowledge, are there problem gambling counselling services available in your community?



n=3000, base = all respondents

Listed below are the statistically significant differences across segments in awareness of local counselling services (38% overall).

- ◆ *Region:* Lower in Vancouver Coastal (35%).
- ◆ *Employment:* Lower among homemakers (25%).
- ◆ *Marital Status:* Higher among those living with a partner (47%). Lower among widowers (30%).
- ◆ *Past Year Gambling:* Higher among past year gamblers (40% vs. 33% of non-gamblers).
- ◆ *Past Year Gambling Activities:* Statistically higher for many activities, but highest for horse racing gamblers (53%) and sports lottery gamblers (53%).

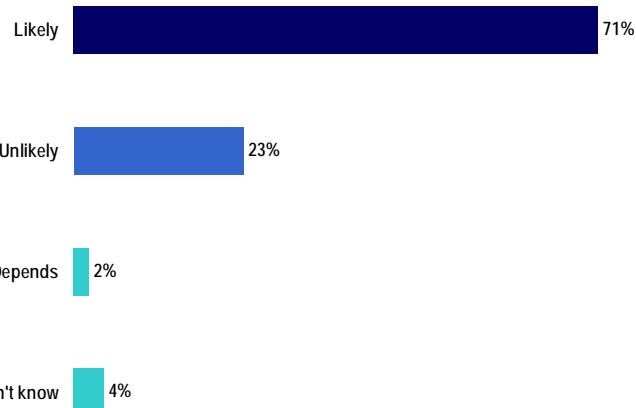
Likelihood of Using BC Government Counselling Services

Most British Columbians say they would use BC Government counselling services.

Seven-in-ten (71%) British Columbians say they would be likely to use the problem gambling counselling services provided by the BC Government if they ever experience problems related to gambling. About one-quarter (23%) of residents say they would be unlikely to use these services.

Likelihood of Using BC Government Counselling Services

If you ever experience problems related to gambling, would you be likely or unlikely to use the problem gambling counselling services provided by the BC government?



n=3000, base = all respondents

Listed below are the statistically significant differences across segments in likelihood to use BC Government counselling services (71% overall).

- ◆ *Region:* Higher among Vancouver Island residents (76%).
- ◆ *Gender:* Higher among women (77%) than among men (65%).
- ◆ *Age:* Lower among older residents (66% among 65+ years).
- ◆ *Education:* Higher among college graduates (77%).
- ◆ *Employment:* Higher among part-time employed residents (76%). Lower among retired residents (67%).
- ◆ *Past Year Gambling:* Higher among past year gamblers (74% vs. 64% of non-gamblers).
- ◆ *Past Year Gambling Activities:* Higher among bingo gamblers (79%), charity raffle gamblers (75%) and lottery game gamblers (75%). Lower among Internet gamblers (47%) and sports lottery gamblers (54%).

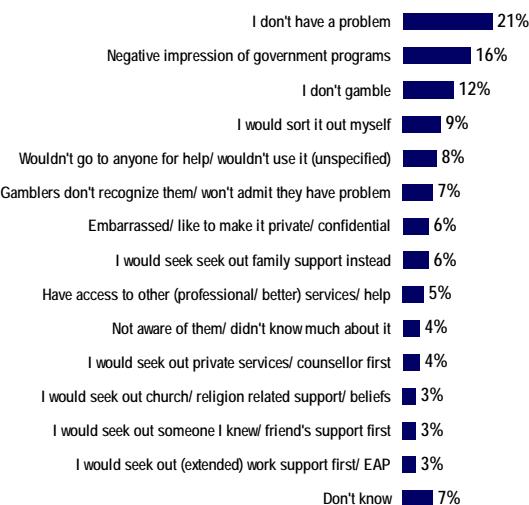
Reasons Unlikely to Use BC Government Counselling Services

There are a wide variety of reasons why some would not use government counselling services.

Those residents who said they are unlikely to use government counselling services were asked (on an open-ended basis) to indicate the main reason for their reluctance. The reasons provided are very diverse. The top mentions include "I don't have a problem" (21%), "a negative impression of government programs" (16%), "I don't gamble" (12%) and "I would sort it out myself" (9%).

Reasons Unlikely to Use BC Government Counselling Services

*Why would you be unlikely to use the problem gambling counselling services provided by the BC government?..
Anything else?*



n=722, base = unlikely to use government services

Note: Mentions of 3% or more are shown.

7.0 PROBLEM GAMBLING IN BC

7.1. Canadian Problem Gambling Index (CPGI)

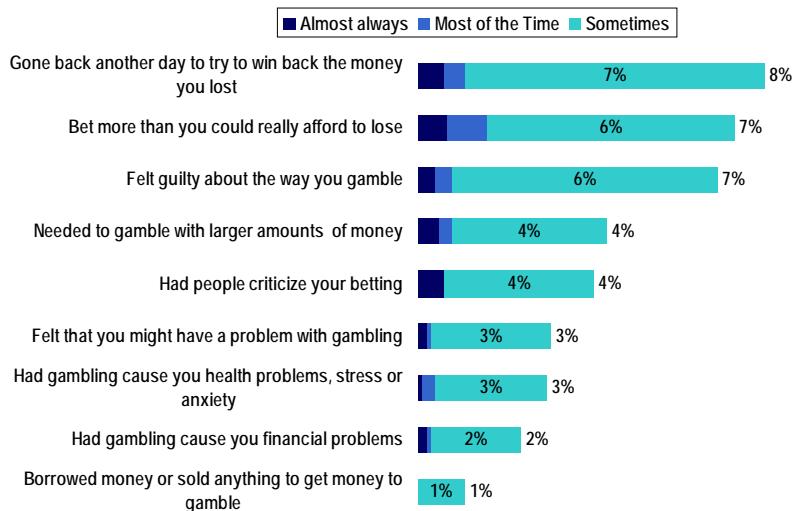
CPGI Questions

The Problem Gambling Severity Index (PGSI) of the Canadian Problem Gambling Index (CPGI) is scored based on respondent answers to nine questions. These questions, asked only of past year gamblers, ask gamblers how often they act or feel a certain way. On each question, “almost always” scores three points, “most of the time” scores two points, “sometimes” scores one point and “never” scores no points. This creates a total CPGI score across the nine questions ranging from 0 points to 27 points.

As shown in the chart below, very few residents endorse (“almost always”, “most of the time”, or “sometimes”) any of the nine items tested. The most frequently endorsed item, “gone back another day to try to win back the money you lost”, is endorsed by only 8% of past year gamblers. The least endorsed item, “borrowed money or sold anything to get money to gamble” is endorsed by only 1% of British Columbia gamblers.

CPGI Questions

Thinking about the last 12 months, when you participated in gambling activities we have discussed, how often have you ...? Would you say never, sometimes, most of the time, or almost always?



n=2203, base = gambled in last year

Prevalence of Problem Gambling in British Columbia

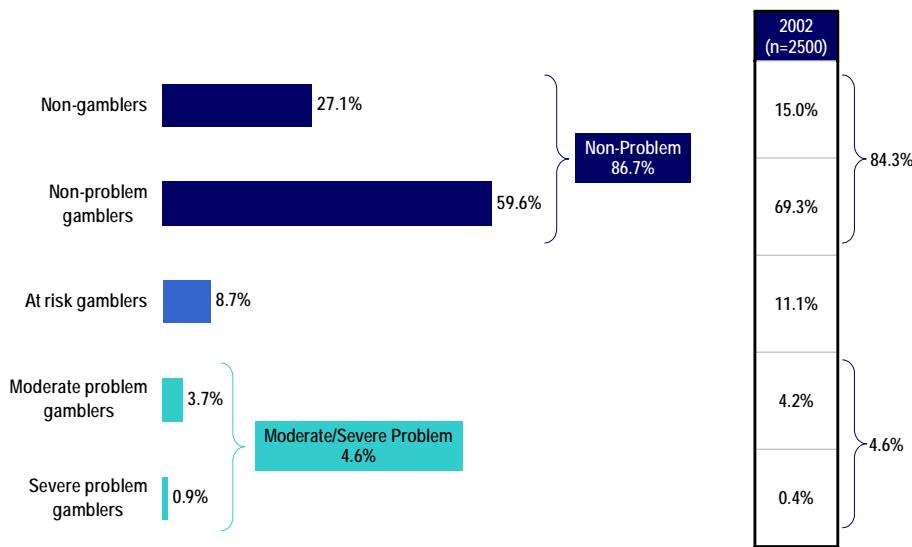
4.6% of British Columbians are estimated to be moderate or severe problem gamblers.

The CPGI classifies most survey respondents (86.7%) into two non-problem categories. First, the 27.1% of respondents who have not gambled in the past year are classified as non-gamblers. Second, the 59.6% of respondents who have gambled in the past year, but score a “0” on the CPGI are classified as non-problem gamblers.

The CPGI classifies the rest of the respondents (13.3%) as either at risk or problem gamblers. A total of 8.7% percent are classified as at risk gamblers, based on their CPGI scores of “1” or “2”. The remaining 4.6% of respondents are classified as problem gamblers.

Problem gamblers are further subdivided into moderate problem gamblers (CPGI 3-7) and severe problem gamblers (CPGI 8+). Overall, 3.7% of survey respondents are classified as moderate problem gamblers and 0.9% are classified as severe problem gamblers.

CPGI Score



The overall prevalence of problem gambling in British Columbia is unchanged from 2002.

The estimate of 4.6% of the British Columbia population as problem gamblers (moderate or severe) is identical to the result found in the 2002 prevalence survey.

The 1993 and 1996 surveys employed the South Oaks Gambling Screen (SOGS) and are not directly comparable to this survey. It is worth noting, however, that the 2002 survey used both SOGS and CPGI methodologies. The 2002 estimate of overall problem gambling using SOGS was identical to estimates in both 1993 and 1996.

While the overall level of problem gambling is identical to 2002, there has been a statistically significant increase in the estimate of severe problem gambling (0.9% in 2007 vs. 0.4% in 2002, $p < .05$). The 2007 survey also reveals a statistically significant drop in the estimate of at risk gambling (8.7% in 2007 vs. 11.1% in 2002, $p < .01$).

Projecting Problem Gambling to the British Columbia Population

Using the Canadian Problem Gambling Index, it is estimated that 4.6% of the population are problem gamblers, including 3.7% moderate problem gamblers and 0.9% severe problem gamblers.

Based on a provincial adult population (18+) of 3,453,000 (BC STATS population estimate for 2006) this translates into a best estimate of 159,000 total problem gamblers, including 128,000 moderate problem gamblers and 31,000 severe problem gamblers.

- ◆ The 95 percent confidence range for total problem gamblers is 133,000 to 185,000.
- ◆ The 95 percent confidence range for moderate problem gamblers is 104,000 to 152,000.
- ◆ The 95 percent confidence range for severe problem gamblers is 19,000 to 43,000.

Comparison to Other Canadian Jurisdictions

The total problem gambling estimate of 4.6% in British Columbia is statistically higher than the most recent estimates for six provinces, including Manitoba (3.4%, $p < .05$), Ontario (3.4%, $p < .05$), Quebec (1.7%, $p < .001$), Newfoundland (3.4%, $p < .05$), PEI (1.6%, $p < .001$) and Nova Scotia (2.1%, $p < .001$). British Columbia's total problem gambling estimate is directionally lower than estimates for Alberta (5.2%) and Saskatchewan (5.9%).

The severe problem gambling estimate of 0.9% in British Columbia is not statistically higher or lower than estimates in any other province.

The at risk gambling estimate of 8.7% in British Columbia is statistically higher than the estimates for six provinces, including Manitoba (6.0%, $p < .001$), Ontario (5.8%, $p < .001$), Newfoundland (6.1%, $p < .001$), New Brunswick (4.9%, $p < .001$), PEI (1.2%, $p < .001$) and Nova Scotia (4.8%, $p < .001$). British Columbia's at risk estimate is directionally lower than estimates for Alberta (9.8%) and Saskatchewan (9.3%).

CPGI Provincial Comparisons

	BC 2007 (n=3000)	AB 2001 (n=1804)	SK 2001 (n=1848)	MB 2001 (n=3119)	ON 2005 (n=3604)	PQ 2005 (n=4225)	NF 2005 (n=2596)	NB 2001 (n=800)	PEI 2005 (n=1000)	NS 2003 (n=2800)
Non-gamblers (past year)	27.1%	18.0%	13.4%	15.0%	36.6%	19%	15.6%	19.5%	18.1%	10.7%
Non-problem gamblers	59.6%	67.0%	71.4%	75.6%	54.1%	-	74.9%	72.1%	79.1%	82.4%
<i>Total Non-Problem</i>	<i>86.7%</i>	<i>85.0%</i>	<i>84.8%</i>	<i>90.6%</i>	<i>90.7%</i>	<i>-</i>	<i>90.5%</i>	<i>91.6%</i>	<i>97.2%</i>	<i>93.1%</i>
At risk gamblers	8.7%	9.8%	9.3%	6.0%	5.8%	-	6.1%	4.9%	1.2%	4.8%
Moderate problem gamblers	3.7%	3.9%	4.7%	2.3%	2.6%	1.0%	2.2%	1.8%	0.7%	1.3%
Severe problem gamblers	0.9%	1.3%	1.2%	1.1%	0.8%	0.7%	1.2%	1.4%	0.9%	0.8%
<i>Total Problem Gamblers</i>	<i>4.6%</i>	<i>5.2%</i>	<i>5.9%</i>	<i>3.4%</i>	<i>3.4%</i>	<i>1.7%</i>	<i>3.4%</i>	<i>3.2%</i>	<i>1.6%</i>	<i>2.1%</i>

Non CPGI Item – Gambling to Escape Problems

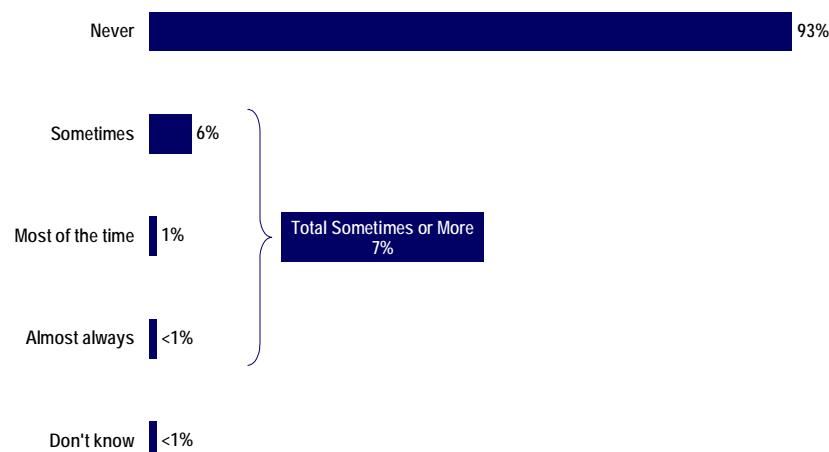
Very few gamblers say they ever gamble to escape their problems.

Survey respondents were also asked to indicate how often they gamble as a way of escaping problems or to help them feel better when they are depressed. This item used the same scale as the CPGI items, but is not included in the CPGI calculation.

Only 7% of past year gamblers endorsed this item by indicating that it applies to them “almost always”, “most of the time” or “sometimes”.

Gambling to Escape Problems

Thinking about the last 12 months, how often have you gambled as a way of escaping problems or to help you feel better when you were depressed?



n=2203, base = gambled in last year

7.2. Problem Gambling Profiles

This section of the report examines CPGI classifications broken out by key demographic and socio-economic variables, as well as past year gambling activities. Two basic statistical tests have been used to examine relationships:

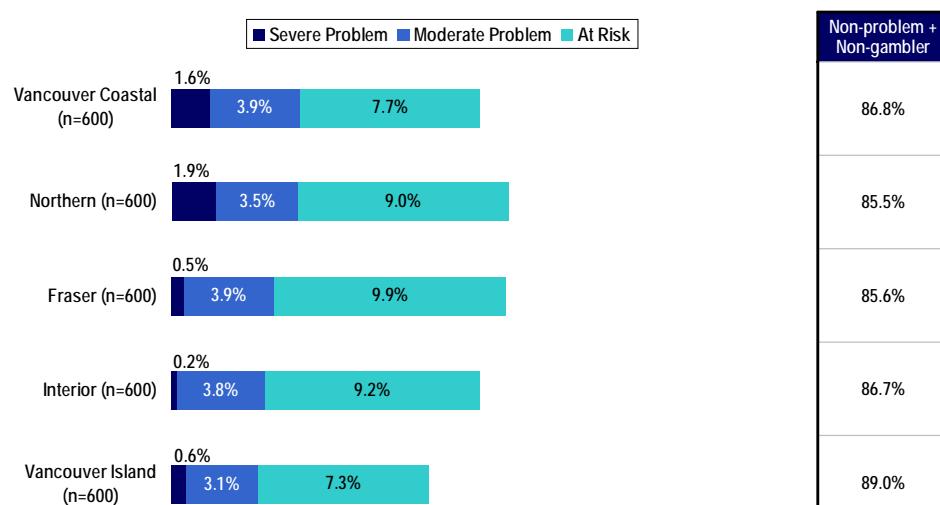
- ◆ For each variable or activity (e.g. gender, marital status, region), the strength of the overall relationship with the CPGI is measured through a chi-square test.
- ◆ For individual components of variables (e.g. Fraser residents, 18 to 24 years, married), differences are tested using t-tests.

By Region

No differences in problem gambling or at risk gambling by region.

While there is a statistically significant overall relationship between Health Authority region and CPGI classifications, this relationship does not extend to estimates of total problem gambling (moderate or severe) or at risk gambling. There are no statistical differences in these two estimates by Regional Health Authority.

CPGI Score by Region



base = all respondents

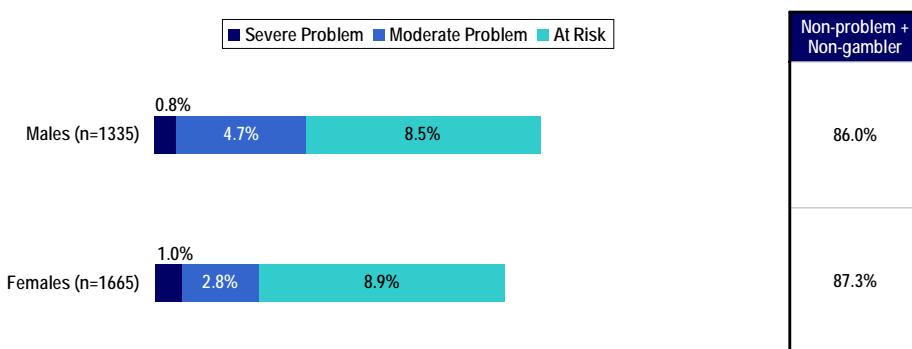
chi square: ($p < .01$)

By Gender

Men are more likely to be problem gamblers.

The estimate of total problem gambling (moderate or severe) is statistically higher for men (5.5%) than for women (3.7%). Men and women do not differ on any other CPGI category.

CPGI Score by Gender



base = all respondents

chi square: (not significant)

By Age

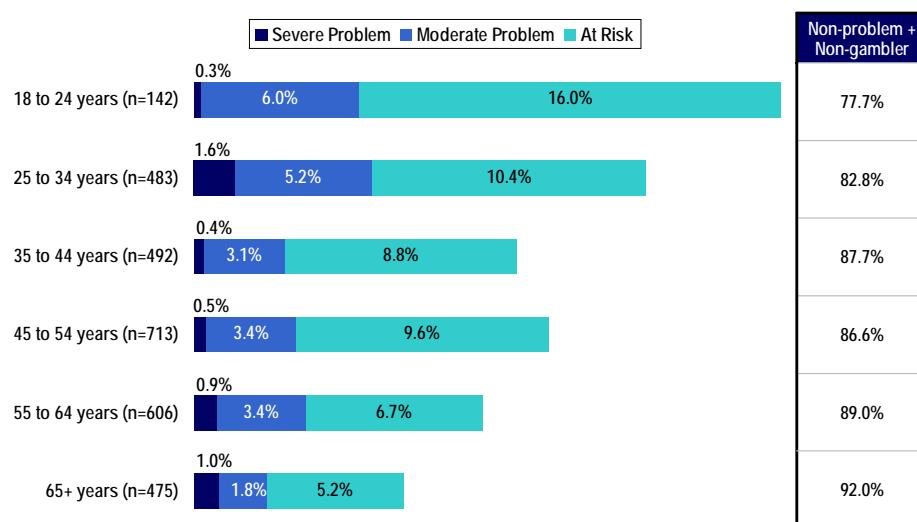
Younger residents are more likely to be problem gamblers and at risk gamblers.

There are several statistically significant differences in CPGI classifications by age.

The estimate of total problem gambling (moderate or severe) is statistically higher among the 25 to 34 year age group (6.8%). It is also directionally higher among the 18 to 24 year age group (6.3%).

The estimate of at risk gambling is statistically higher among the 18 to 24 years age group (16.0%) and lower among the oldest age group (5.2% among 65+ years).

CPGI Score by Age



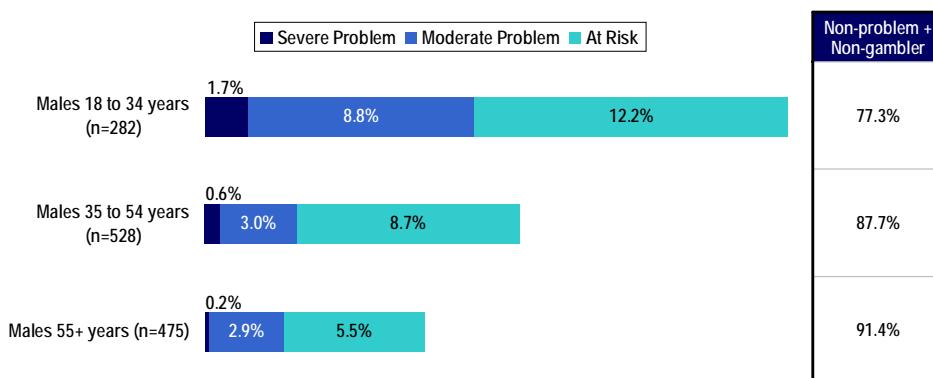
By Age: Males Only

Higher rates of problem gambling and at risk gambling among young men.

Looking only at men, the estimate of total problem gambling (moderate or severe) is statistically higher among the youngest age group (10.5% among 18 to 34 years) and lower among the oldest age group (3.1% among 55+ years).

The same pattern applies to estimates of at risk gambling, with a statistically higher estimate from younger men (12.2% among 18 to 34 years) and a lower estimate from older men (5.5% among 55+ years).

CPGI Score by Age: Males Only



base = all respondents

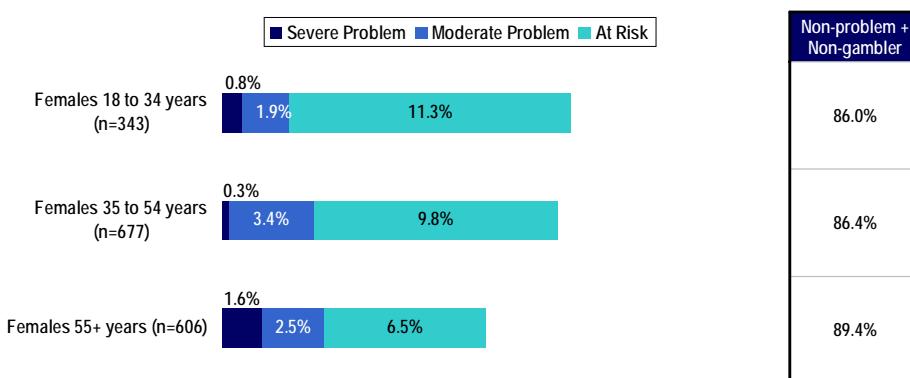
chi square: ($p < .001$)

By Age: Females Only

No differences in problem gambling or at risk gambling among women by age group.

Looking only at women, estimates of total problem gambling (moderate or severe) and at risk gambling do not differ significantly across age groups.

CPGI Score by Age: Females Only



base = all respondents

chi square: (not significant)

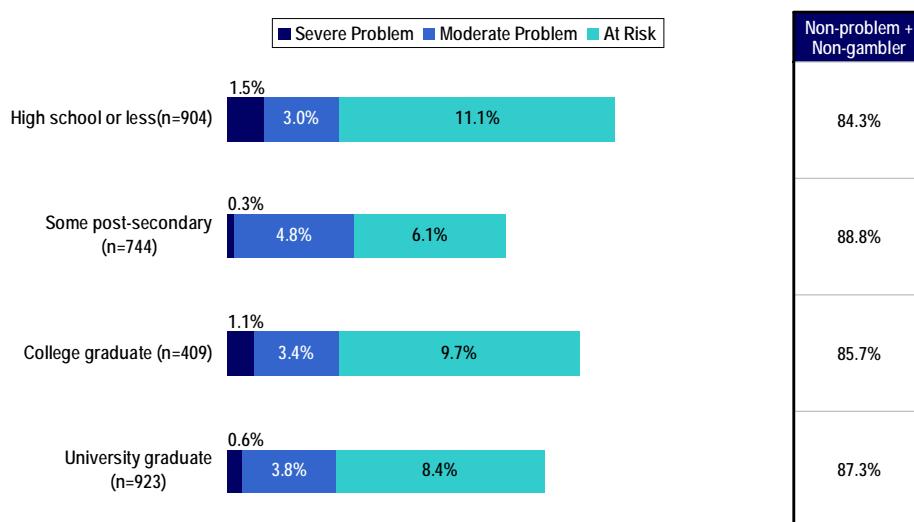
By Education

Higher at risk estimate for British Columbians with high school or less education.

The estimate of at risk gambling is statistically higher among British Columbians with a high school education or less (11.1%).

Estimates of total problem gambling (moderate or severe) do not differ significantly by education.

CPGI Score by Education



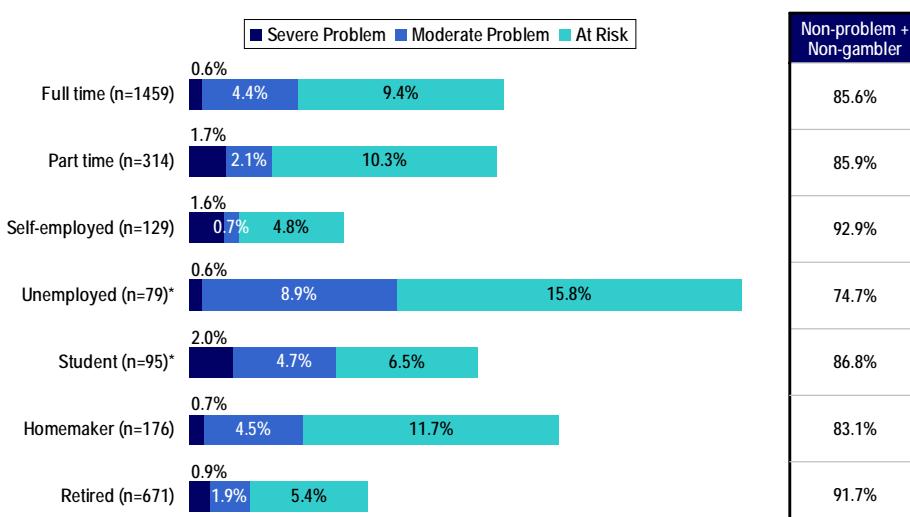
By Employment

Unemployed British Columbians have higher rate of problem gambling and at risk gambling.

Although the sample size of unemployed respondents is small (n=79), the estimate of both total problem gambling (9.6%) and at risk gambling (15.8%) is statistically higher for this population segment.

The only other statistically significant difference by employment is that retired residents have a statistically lower estimate of at risk gambling (5.4%).

CPGI Score by Employment



base = all respondents

* Small base size, interpret with caution.

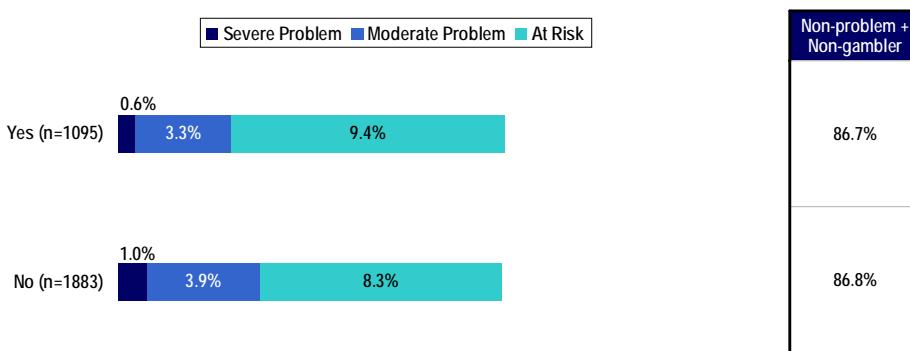
chi square: (p<.001)

By Children at Home

No differences in problem gambling or at risk gambling based on having children in the home.

Estimates of total problem gambling (moderate or severe) and at risk gambling do not differ significantly based on whether British Columbians have a child at home or not.

CPGI Score by Kids at Home



base = all respondents

chi square: (not significant)

By Marital Status

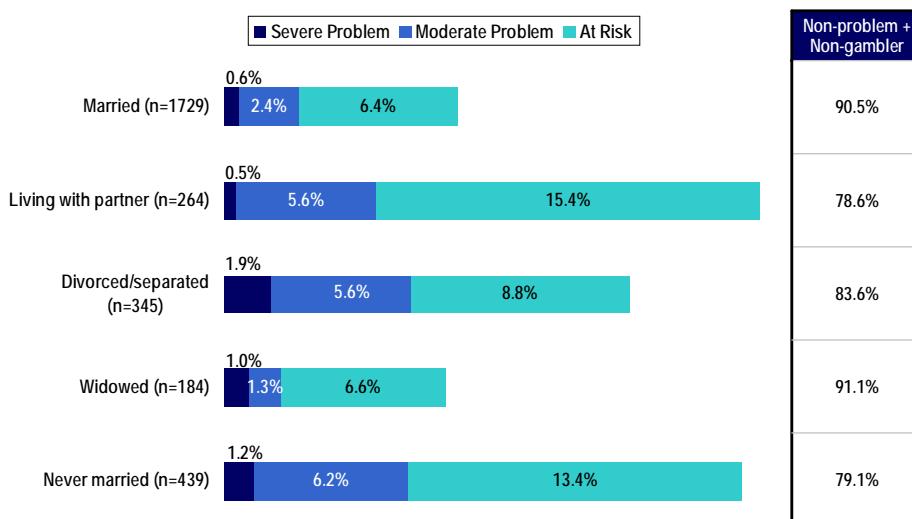
Higher estimates of problem gambling among divorced/separated and never married British Columbians.

There are several statistically significant differences in CPGI classifications by marital status.

The estimate of total problem gambling (moderate or severe) is statistically higher among divorced/separated residents (7.5%) and never married residents (7.4%). The estimate is statistically lower among married British Columbians (3.1%).

The estimate of at risk gambling is statistically higher among those living with a partner (15.4%) and never married residents (13.4%). It is statistically lower among married residents (6.4%).

CPGI Score by Marital Status



base = all respondents

chi square: (p<.001)

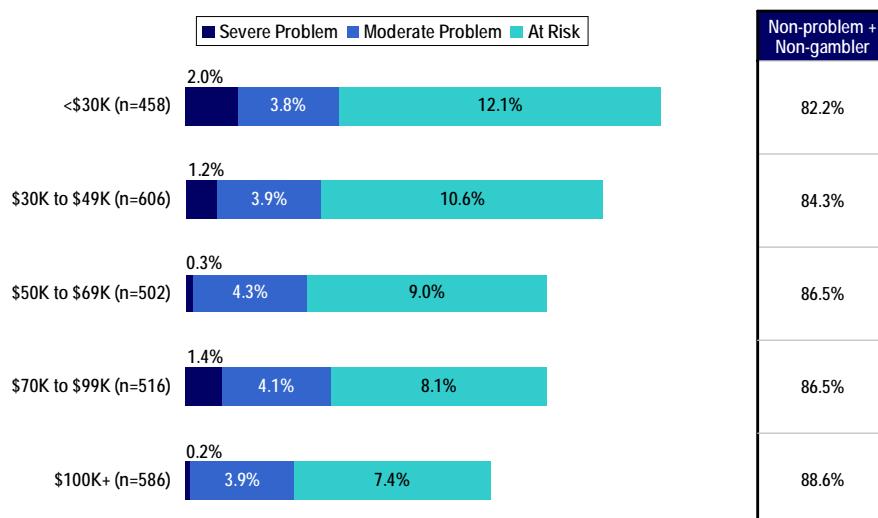
By Household Income

Lower income British Columbians are more likely to be in the at risk category.

The estimate of at risk gambling is statistically higher for British Columbians in the lowest household income category (12.1% among <\$30K).

Estimates of total problem gambling (moderate or severe) do not differ significantly based on household income.

CPGI Score by Household Income



base = all respondents

chi square: (p<.001)

By Past Year Gambling Activities

Many gambling activities have statistically higher rates of problem gambling.

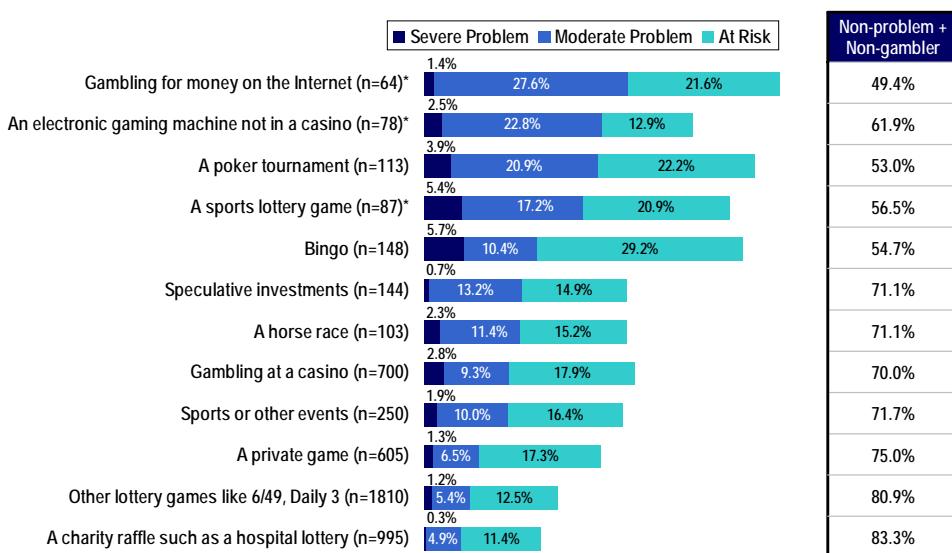
The chart below shows CPGI classifications broken out by past year participation in each of 12 different gambling activities. The most relevant test with these activities is not whether participants differ from the overall population (*note: they do differ significantly across all activities except charity raffle gamblers*), but whether they differ from the past year gambling population (i.e. excluding non-gamblers).

Participants in the following activities have statistically higher estimates of total problem gambling (moderate or severe) than both the population as a whole and the population of past year gamblers:

- ◆ Internet gamblers (29.0%)
- ◆ Electronic machine gamblers (25.2%)
- ◆ Poker tournament gamblers (24.8%)
- ◆ Sports lottery gamblers (22.6%)
- ◆ Bingo gamblers (16.1%)
- ◆ Speculative investment gamblers (13.9%)
- ◆ Horse racing gamblers (13.7%)
- ◆ Casino gamblers (12.1%)
- ◆ Sports outcome gamblers (11.9%)

The estimate of at risk gambling is statistically higher for bingo gamblers (29.2%), poker tournament gamblers (22.2%), sports lottery gamblers (20.9%), casino gamblers (17.9%) and private game gamblers (17.3%)

CPGI Score by Past Year Gambling Activities



base = all respondents

* Small base size, interpret with caution.

chi square: all activities (p<.001)

8.0 GAMBLING BEHAVIOURS BY CPGI CLASSIFICATION

This section of the report examines the relationship between CPGI classifications and certain gambling behaviours and attitudes. The strength of each relationship is tested through a chi-square test and differences between individual CPGI categories are tested using t-tests.

Throughout this section of the report, the term “problem gamblers” refers to the total of “moderate problem gamblers” and “severe problem gamblers”.

Past Year Gambling Activities

Lottery games and casino gambling are the most popular activities for problem gamblers.

The table below is the flip side of the chart on the previous page that showed CPGI classifications broken out by past year gambling activity. This table shows past year participation in gambling activities broken out by CPGI classifications. The non-gambler classification of the CPGI is not shown as the percentages would all be zero. As such, the total column represents “total gamblers” and not the “total population”.

An important thing to note in the table is that even though participants in some gambling activities are much more likely to be problem gamblers, this does not necessarily mean that most problem gamblers actually participate in these activities. For example, only 18% of problem gamblers gambled on the Internet in the past year and only 16% gambled on a sports lottery. By far the most popular gambling activities for problem gamblers are lottery games (86% have participated in the past year) and casino gambling (65%).

Past Year Gambling Activities by CPGI Classification

In the past 12 months, have you bet or spent money on ...? How about ...?

	Total Gamblers (n=2203)	Non-Problem Gamblers (n=1826)	At Risk Gamblers (n=248)	Moderate Problem Gamblers (n=101)	Severe Problem Gamblers (n=28)*	Moderate + Severe Problem Gamblers (n=129)
Other lottery games like 6/49, Daily 3 ⁴	81%	81%	85%	86%	86%	86%
A charity raffle such as a hospital lottery ¹	44%	44%	42%	42%	13%	36%
Gambling at a casino ³	34%	29%	51%	61%	82%	65%
A private game ³	30%	27%	43%	37%	32%	36%
Sports or other events ³	13%	11%	17%	25%	21%	24%
Speculative investments ³	7%	6%	9%	19%	4%	16%
Bingo ³	6%	4%	16%	13%	31%	16%
A horse race ²	6%	5%	7%	12%	11%	12%
A poker tournament ³	6%	4%	11%	25%	20%	24%
A sports lottery game ³	5%	3%	8%	15%	21%	16%
An electronic gaming machine not in a casino ³	4%	3%	4%	16%	7%	14%
Gambling for money on the Internet ³	4%	2%	7%	21%	5%	18%

* Small base size, interpret with caution.

chi square: gamblers only ¹ (p<.05); ² (p<.01); ³ (p<.001); ⁴ (not significant)

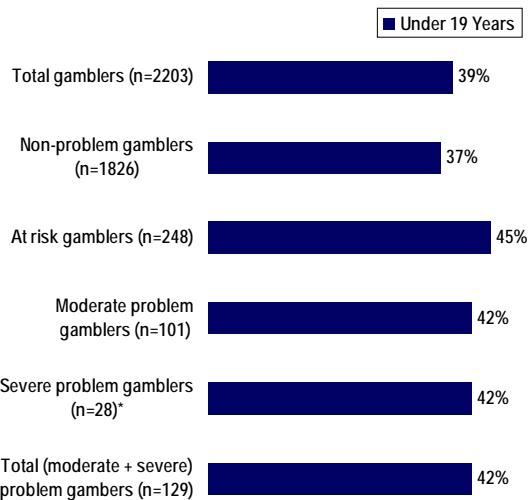
Age When First Gambled

Problem gamblers and at risk gamblers are more likely to have gambled before their 19th birthday.

Problem gamblers (42%) and at risk gamblers (45%) are statistically more likely than non-problem gamblers (37%) to have gambled before their 19th birthday. There is no statistical difference between problem gamblers and at risk gamblers.

Age When First Gambled

How old were you when you first gambled for money?



base = gambled in last year

* Small base size, interpret with caution.

chi square: (not significant)

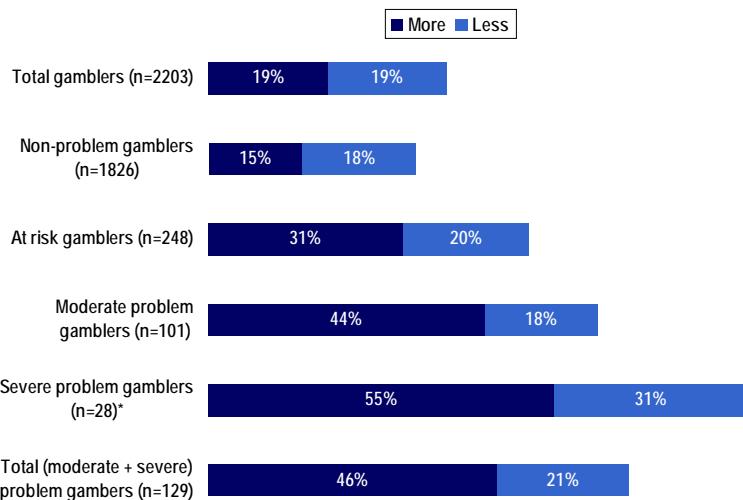
Gambling Versus Five Years Ago

Problem gamblers are more likely to have increased their gambling in the last five years.

Problem gamblers (46%) are statistically more likely than both at risk gamblers (31%) and non-problem gamblers (15%) to be gambling more than five years ago. The rate of increased gambling is also statistically higher among at risk gamblers compared to non-problem gamblers.

Gambling Versus Five Years Ago

Compared to 5 years ago, would you say that today you gamble more, less or about the same amount as before?



base = gambled in last year

* Small base size, interpret with caution.

chi square: (p<.001)

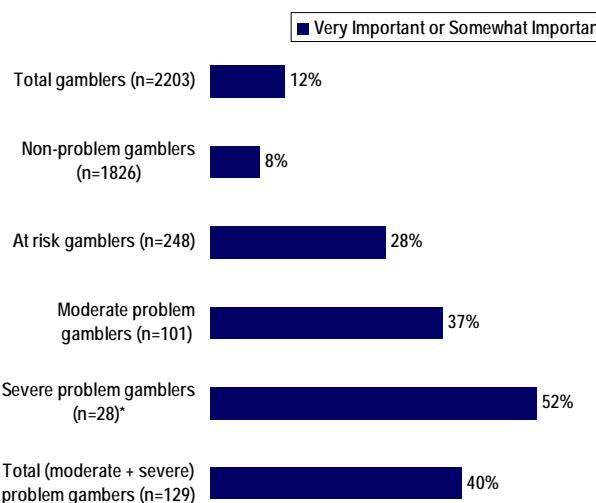
Personal Importance of Gambling

Problem gamblers are more likely to view gambling as an important activity.

Problem gamblers (40%) are statistically more likely than both at risk gamblers (28%) and non-problem gamblers (8%) to say that gambling is important (very or somewhat) to them. The importance of gambling is also statistically higher among at risk gamblers compared to non-problem gamblers.

Personal Importance of Gambling

Compared to other entertainment activities, how important is gambling to you? Would you say it is ...?



base = gambled in last year

* Small base size, interpret with caution.

chi square: (p<.001)

Importance of Fun

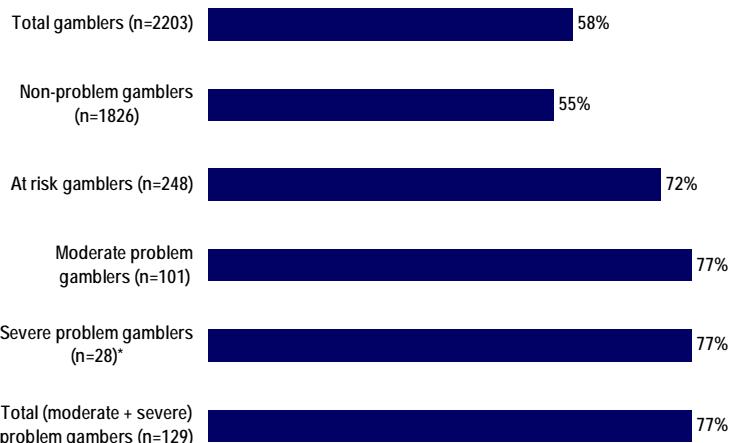
Problem gamblers and at risk gamblers are more likely to say that fun is an important reason why they gamble.

Problem gamblers (77%) and at risk gamblers (72%) are statistically more likely than non-problem gamblers (55%) to say “because it’s fun” is an important (very or somewhat) reason for wagering their money. There is no statistical difference between problem gamblers and at risk gamblers.

Importance of Fun

Next I would like to ask you about reasons you may have for gambling. Please tell me whether each of the following reasons is very important, important, not so important, or not at all important to you as a reason for wagering your money. How important is because it's fun?

■ Very Important or Somewhat Important



base = gambled in last year

* Small base size, interpret with caution.

chi square: (p<.001)

Importance of Socializing with Friends or Family

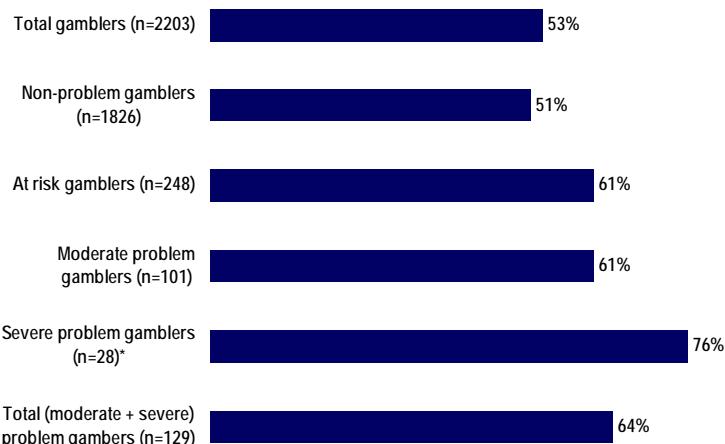
Problem gamblers and at risk gamblers are more likely to say that socializing is an important reason why they gamble.

Problem gamblers (64%) and at risk gamblers (61%) are statistically more likely than non-problem gamblers (51%) to say “socializing with friends and family” is an important (very or somewhat) reason for wagering their money. There is no statistical difference between problem gamblers and at risk gamblers.

Importance of Socializing With Friends or Family

Next I would like to ask you about reasons you may have for gambling. Please tell me whether each of the following reasons is very important, important, not so important, or not at all important to you as a reason for wagering your money. How important is socializing with friends or family?

■ Very Important or Somewhat Important



base = gambled in last year

* Small base size, interpret with caution.

chi square: (p<.001)

Importance of Winning Money

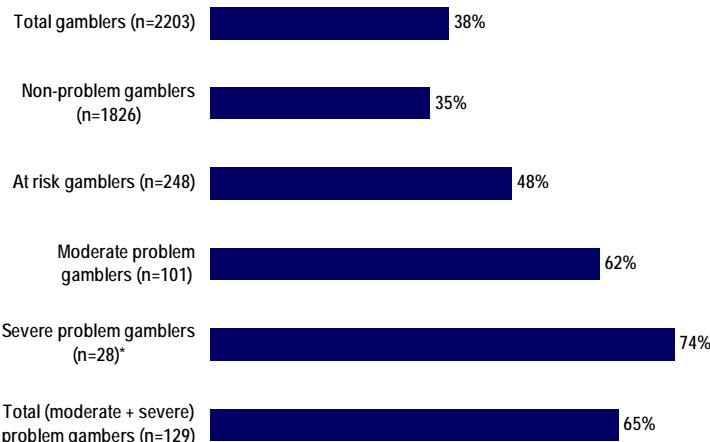
Problem gamblers are more likely to say that winning money is an important reason why they gamble.

Problem gamblers (65%) are statistically more likely than both at risk gamblers (48%) and non-problem gamblers (35%) to say “winning money” is an important (very or somewhat) reason for wagering their money. Winning money is also statistically more important to at risk gamblers than to non-problem gamblers.

Importance of Winning Money

Next I would like to ask you about reasons you may have for gambling. Please tell me whether each of the following reasons is very important, important, not so important, or not at all important to you as a reason for wagering your money. How important is to win money?

■ Very Important or Somewhat Important



base = gambled in last year

* Small base size, interpret with caution.

chi square: (p<.001)

Importance of Excitement/Challenge

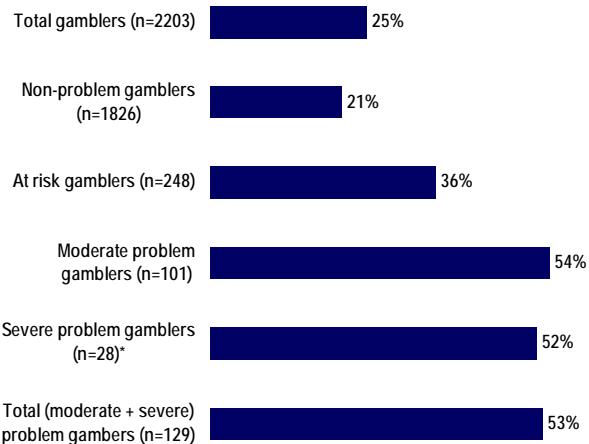
Problem gamblers are more likely to say that the excitement/challenge is an important reason why they gamble.

Problem gamblers (53%) are statistically more likely than both at risk gamblers (36%) and non-problem gamblers (21%) to say “the excitement or challenge of wagering money” is an important (very or somewhat) reason for their gambling. At risk gamblers are also statistically more likely than non-problem gamblers to say that the excitement is an important reason for their gambling.

Importance of Excitement/Challenge of Wagering Money

Next I would like to ask you about reasons you may have for gambling. Please tell me whether each of the following reasons is very important, important, not so important, or not at all important to you as a reason for wagering your money. How important is the excitement or challenge of wagering money?

■ Very Important or Somewhat Important



base = gambled in last year

* Small base size, interpret with caution.

chi square: ($p < .001$)

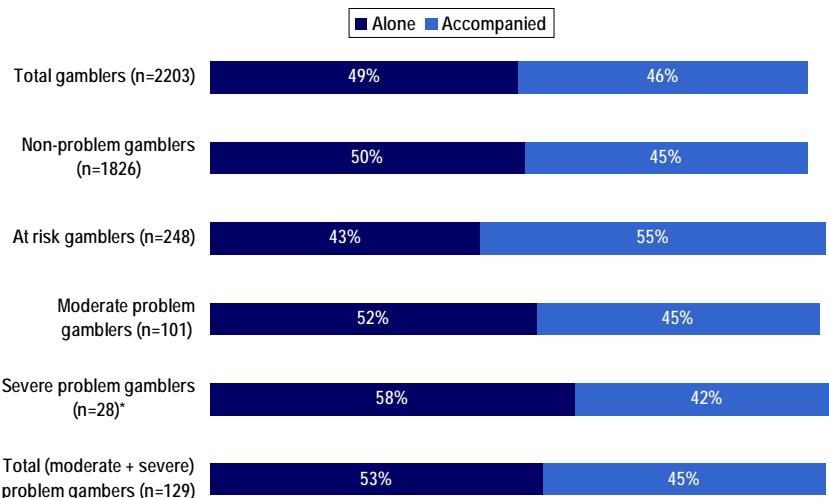
Gambling Mostly Alone or Accompanied

Problem gamblers are no more likely than other gamblers to gamble alone or accompanied.

At risk gamblers (55%) are statistically more likely than non-problem gamblers (45%) to say that they usually gamble accompanied by others. There are no other statistically significant differences across CPGI categories.

Gambling Mostly Alone or Accompanied

When participating in your favourite type of gambling, does anyone usually accompany you or do you usually go alone?



base = gambled in last year

* Small base size, interpret with caution.

chi square: (p<.05)

Distance Usually Travel to Gamble

Problem gamblers and at risk gamblers are more likely to travel more than 10 kilometres to gamble.

Problem gamblers (35%) and at risk gamblers (26%) are statistically more likely than non-problem gamblers (19%) to say they usually travel more than 10 kilometres to participate in their favourite gambling activity. While problem gamblers are directionally more likely than at risk gamblers to travel more than 10 kilometres, the difference is not statistically significant.

Distance Usually Travel to Gamble

When participating in your favourite type of gambling, can you tell me what distance you usually travel in kilometres, if any?

■ More than 10 km

Total gamblers (n=2203)  21%

Non-problem gamblers (n=1826)  19%

At risk gamblers (n=248)  26%

Moderate problem gamblers (n=101)  34%

Severe problem gamblers (n=28)*  40%

Total (moderate + severe) problem gamblers (n=129)  35%

base = gambled in last year

* Small base size, interpret with caution.

chi square: (p<.001)

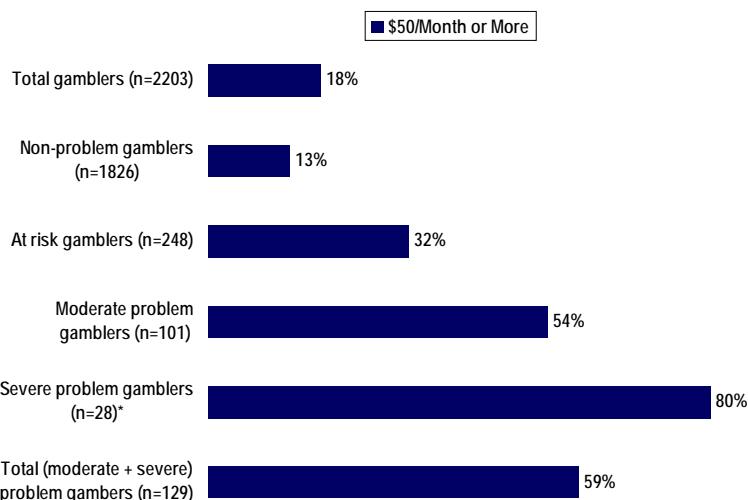
Spending on Gambling

Problem gamblers are more likely to spend \$50 or more on gambling in a typical month.

Problem gamblers (59%) are statistically more likely than both at risk gamblers (32%) and non-problem gamblers (13%) to say they spend \$50 or more on gambling in an average month. At risk gamblers are also statistically more likely than non-problem gamblers to say they spend \$50 or more per month.

Spending on Gambling

About how much do you spend on gambling in an average month?



base = gambled in last year

** Small base size, interpret with caution.*

chi square: (p<.001)

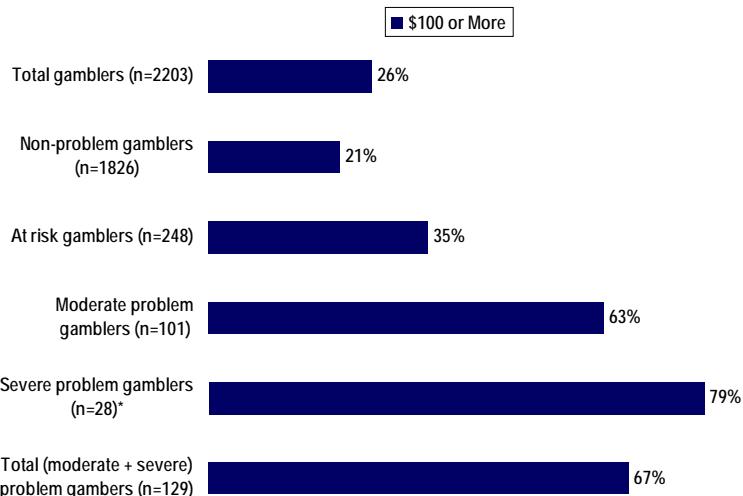
Largest Loss in a Day

Problem gamblers are more likely to have ever lost \$100 or more in one day.

Problem gamblers (67%) are statistically more likely than both at risk gamblers (35%) and non-problem gamblers (21%) to say they have ever lost \$100 or more in one day. At risk gamblers are also statistically more likely than non-problem gamblers to say they have lost \$100 or more.

Largest Loss in a Day

What is the largest amount of money you have ever lost in one day?



base = gambled in last year

* Small base size, interpret with caution.

chi square: (p<.001)

9.0 CORRELATES OF PROBLEM GAMBLING

This section of the report looks at the relationship between CPGI classifications and certain correlates of problem gambling, including gambling beliefs and early experiences with gambling. The strength of each relationship is tested through a chi-square test and differences between individual CPGI categories are tested using t-tests.

Throughout this section of the report, the term “problem gamblers” refers to the total of “moderate problem gamblers” and “severe problem gamblers”.

9.1. Gambler’s Fallacies

Belief That Winning Follows Losing

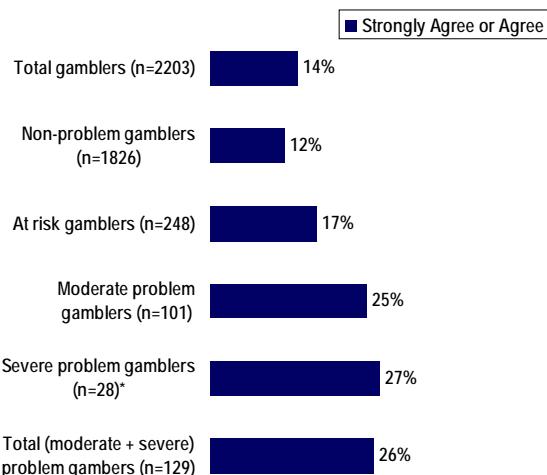
Problem gamblers are more likely to believe the fallacy that winning follows losing.

About one-in-seven (14%) past year gamblers say they agree (strongly agree or agree) that “after losing many times in a row, you are more likely to win”.

Problem gamblers (26%) are statistically more likely than both at risk gamblers (17%) and non-problem gamblers (12%) to believe (strongly agree or agree) this fallacy. At risk gamblers are also statistically more likely than non-problem gamblers to believe this fallacy.

Belief That Winning Follows Losing

*For each of the following statements, please tell me if you strongly agree, agree, disagree, or strongly disagree.
After losing many times in a row, you are more likely to win.*



base = gambled in last year

* Small base size, interpret with caution.

chi square: ($p < .001$)

Belief in Gambling Systems

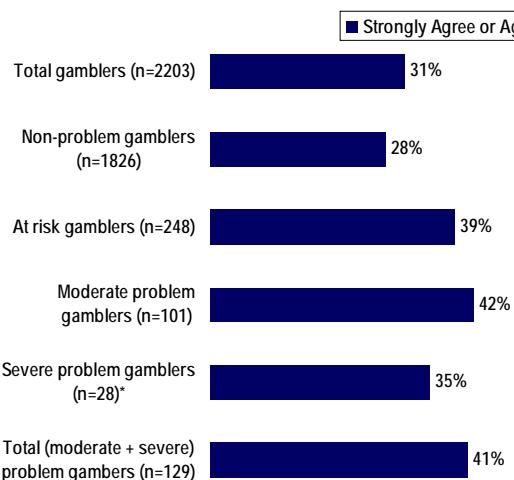
Problem gamblers and at risk gamblers are more likely to believe in gambling systems.

Three-in-ten (31%) past year gamblers say they agree (strongly agree or agree) that “while gambling, you could win more if you used a certain system or strategy”.

Problem gamblers (41%) and at risk gamblers (39%) are statistically more likely than non-problem gamblers (28%) to believe (strongly agree or agree) that they could win more with a system or strategy. There is no statistical difference between problem gamblers and at risk gamblers.

Belief in Gambling Systems

*For each of the following statements, please tell me if you strongly agree, agree, disagree, or strongly disagree.
While gambling, you could win more if you used a certain system or strategy.*



base = gambled in last year

** Small base size, interpret with caution.*

chi square: (p<.001)

9.2. Early Wins and Losses

Remember Big Win

Problem gamblers are more likely to remember a big win when they first started gambling.

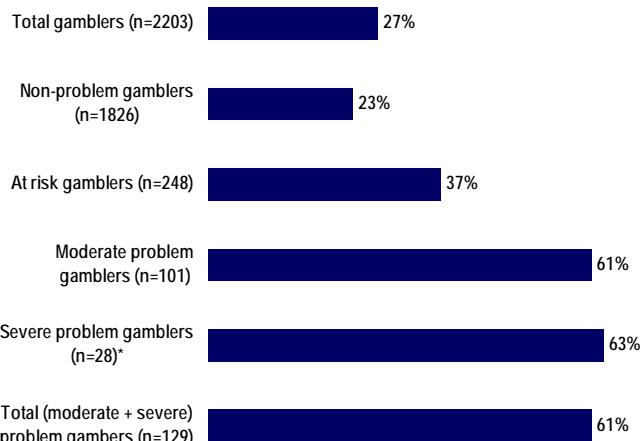
Roughly one-quarter of (27%) past year gamblers say they remember a big win when they first started gambling.

Problem gamblers (61%) are statistically more likely than both at risk gamblers (37%) and non-problem gamblers (23%) to remember a big win when they first started gambling. At risk gamblers are also statistically more likely than non-problem gamblers to remember a big win.

Remember Big Win

Do you remember a big win when you first started gambling?

Yes



base = gambled in last year

* Small base size, interpret with caution.

chi square: (p<.001)

Remember Big Loss

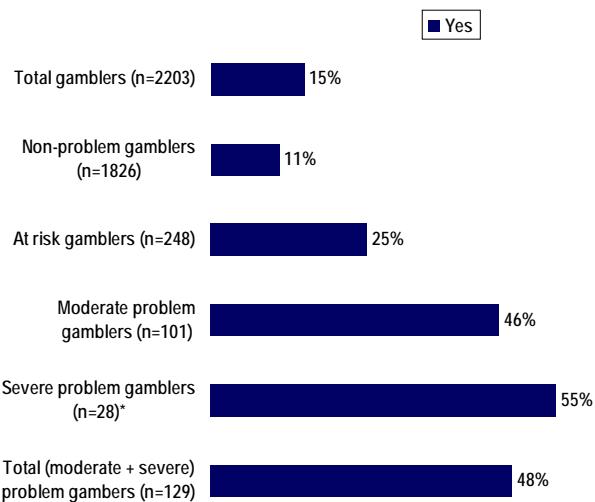
Problem gamblers are also more likely to remember a big loss when they first started gambling.

About one-in-seven (15%) past year gamblers say they remember a big loss when they first started gambling.

Problem gamblers (48%) are statistically more likely than both at risk gamblers (25%) and non-problem gamblers (11%) to remember a big loss when they first started gambling. At risk gamblers are also statistically more likely than non-problem gamblers to remember a big loss.

Remember Big Loss

Do you remember a big loss when you first started gambling?



base = gambled in last year

* Small base size, interpret with caution.

chi square: ($p < .001$)

9.3. Family and Others

Gambling Problems in the Family

Problem gamblers and at risk gamblers are more likely than other gamblers to say that gambling has been a serious problem in their family.

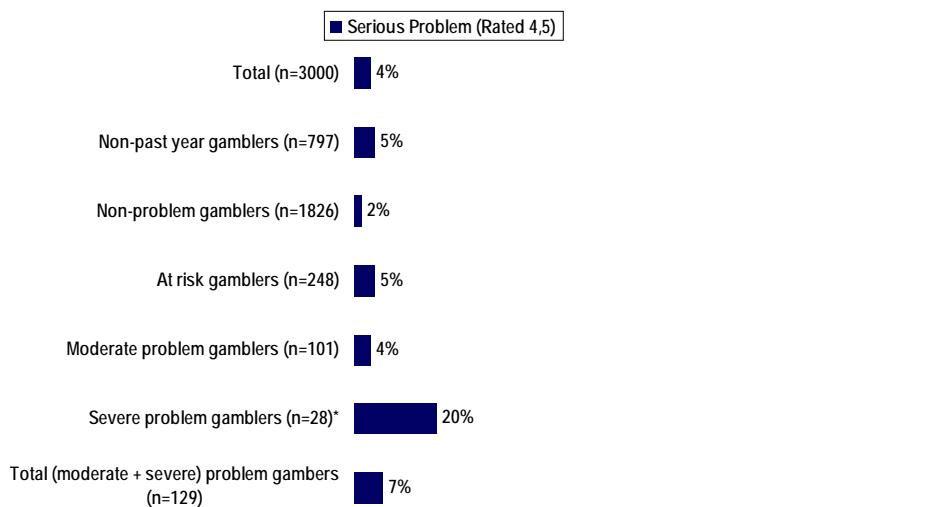
Only 4% of British Columbians say that gambling has been a serious problem (4, 5) in their family.

Past year gamblers (3%) are statistically less likely than non-gamblers (5%) to say that gambling has been a serious problem.

Among the gambling population, problem gamblers (7%) and at risk gamblers (5%) are statistically more likely than non-problem gamblers (2%) to say that gambling has been a serious problem (4, 5 ratings) in their family. There is no statistical difference between problem gamblers and at risk gamblers.

Gambling Problems in the Family

Next I'd like to ask you about how gambling has affected your family. On a scale of one to five with 1 being no problem and 5 being the most serious problem your family has had, how would you rate the issue of gambling in your family?



* Small base size, interpret with caution.

base = all respondents

chi square: all categories ($p < .001$); gamblers only ($p < .001$)

Problems as Result of Someone Else's Gambling

Problem gamblers and at risk gamblers are more likely than other gamblers to say that they have experienced problems as a result of someone else's gambling.

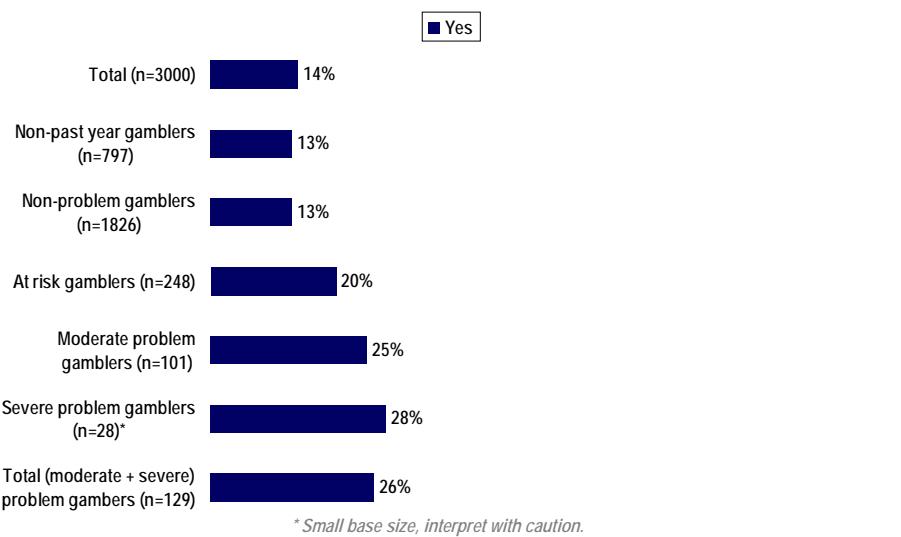
About one-in-seven (14%) British Columbians say they have experienced problems as a result of someone else's gambling.

There is no statistical difference between past year gamblers (15%) and non-gamblers (13%).

Among the gambling population, problem gamblers (26%) and at risk gamblers (20%) are statistically more likely than non-problem gamblers (13%) to say that they have experienced problems as a result of someone else's gambling. There is no statistical difference between problem gamblers and at risk gamblers.

Problems as Result of Someone Else's Gambling

Have you ever experienced problems as a result of someone else's gambling?



Arguing With Family Members about Betting

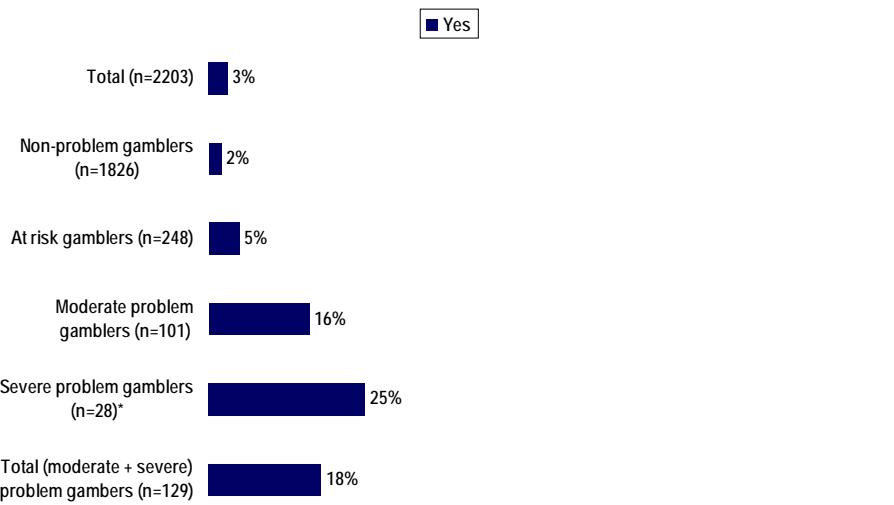
Problem gamblers are more likely to say they have had an emotionally harmful argument about their gambling.

Only 3% of past year gamblers in British Columbia say they have ever argued with a family member about their betting to the point where it became emotionally harmful.

Problem gamblers (18%) are statistically more likely than both at risk gamblers (5%) and non-problem gamblers (2%) to say they have argued to the point where it became emotionally harmful. At risk gamblers are also statistically more likely than non-problem gamblers to say they've argued to the point of emotional harm.

Arguing With Family Members About Betting

Have you ever argued with a family member about your betting to the point where it became emotionally harmful?



base = gambled in last year

*Small base size, interpret with caution.

chi square: (p<.001)

9.4. Alcohol and Illegal Drugs

Drinking

Past year gamblers are more likely than non-gamblers to drink alcoholic beverages more than once a week.

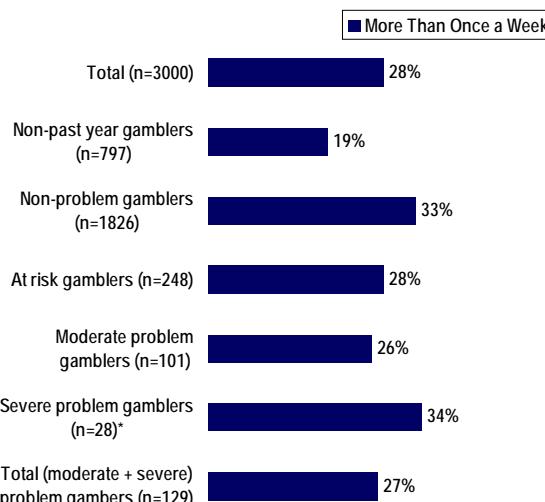
Nearly three-in-ten (28%) British Columbians say they drink beer, wine, liquor or other alcoholic beverages more than once a week.

Past year gamblers (32%) are statistically more likely than non-gamblers (19%) to say that they drink alcoholic beverages more than once a week.

Among the gambling population, there are no statistically significant differences across the CPGI classifications.

Drinking

In the last 12 months, how often did you drink beer, wine, liquor or other alcoholic beverages? Was it ...?



* Small base size, interpret with caution.

base = all respondents

chi square: all categories ($p < .001$): gamblers only (not significant)

Illegal Drugs

Problem gamblers are more likely than other gamblers to say they have used illegal drugs in past 12 months.

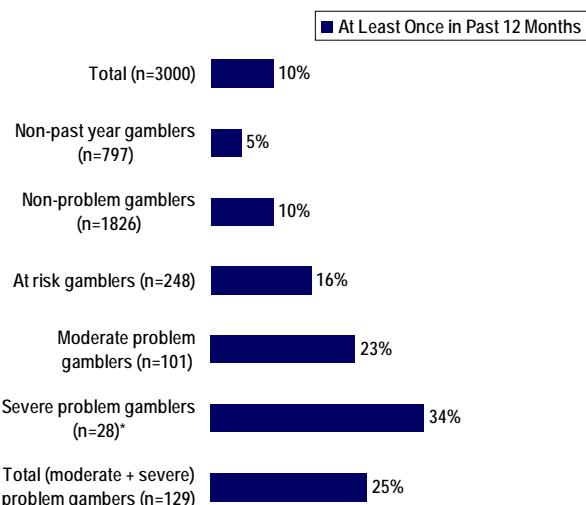
One-in-ten (10%) British Columbians say that they have used illegal drugs at least one time in the past 12 months.

Past year gamblers (12%) are statistically more likely than non-gamblers (5%) to say they have used illegal drugs in the past 12 months.

Among the gambling population, problem gamblers (25%) are statistically more likely than both at risk gamblers (16%) and non-problem gamblers (10%) to have used illegal drugs in the past 12 months. At risk gamblers are also statistically more likely than non-problem gamblers to say they've used illegal drugs.

Illegal Drugs

In the last 12 months, how often did you use illegal drugs? Was it ...?



* Small base size, interpret with caution.

base = all respondents

chi square: all categories ($p < .001$); gamblers only ($p < .001$)

Drinking/Drugs While Gambling

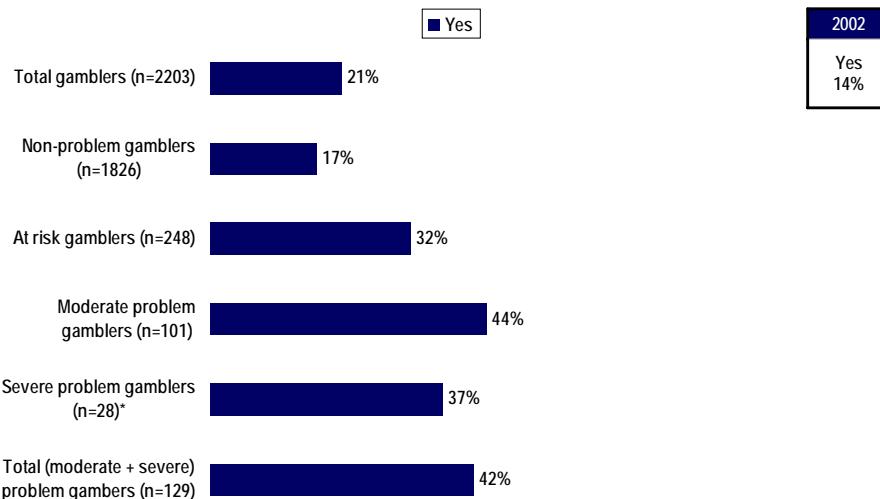
More gamblers are using alcohol or drugs while gambling than in the 2002 survey. Problem gamblers and at risk gamblers are more likely to have used alcohol/drugs while gambling.

Two-in-ten (21%) past year gamblers say they have used alcohol or drugs while gambling in the last 12 months. This is a statistically significant increase from the 2002 survey (14%).

Problem gamblers (42%) and at risk gamblers (32%) are statistically more likely than non-problem gamblers (17%) to say they have used alcohol or drugs while gambling in the past 12 months. While problem gamblers are directionally more likely than at risk gamblers to have used alcohol or drugs while gambling, the difference is not statistically significant.

Drinking/Drugs While Gambling

In the last 12 months, have you used alcohol or drugs while gambling?



base = gambled in last year

*Small base size, interpret with caution.

chi square: ($p < .001$)

Gambling While Drunk or High

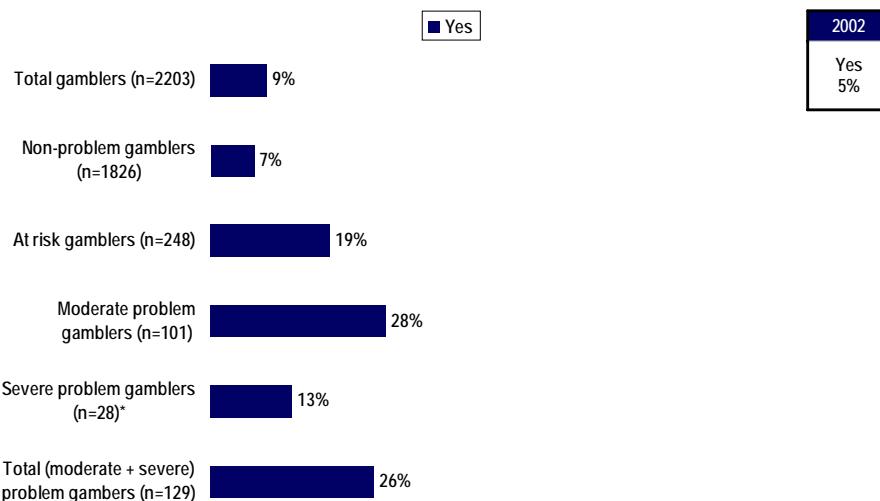
More gamblers are gambling while drunk or high than in the 2002 survey. Problem gamblers and at risk gamblers are more likely to have gambled while drunk or high.

Nearly one-in-ten (9%) past year gamblers say they have gambled while drunk or high in the past 12 months. This is a statistically significant increase from the 2002 survey (5%).

Problem gamblers (26%) and at risk gamblers (19%) are statistically more likely than non-problem gamblers (7%) to say they have gambled while drunk or high in the past 12 months. While problem gamblers are directionally more likely than at risk gamblers to have gambled while drunk or high, the difference is not statistically significant.

Gambling While Drunk or High

In the last 12 months, have you gambled while you were drunk or high?



base = gambled in last year

* Small base size, interpret with caution.

chi square: (p<.001)

Felt Had an Alcohol/Drug Problem

Problem gamblers are more likely to have felt they have an alcohol or drug problem.

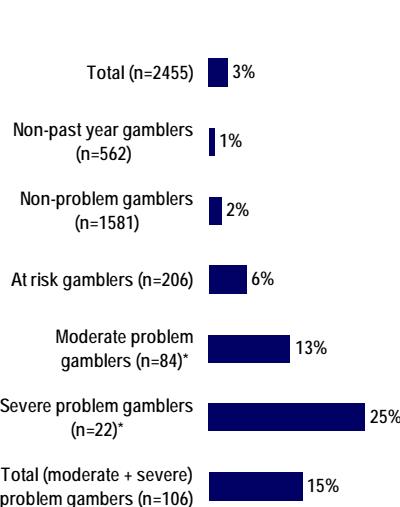
Only 3% of British Columbians who have used alcohol or drugs in the past year say they have felt that they might have an alcohol or other drug problem over the last 12 months.

Past year gamblers (4%) are statistically more likely than non-gamblers (1%) to feel they might have an alcohol or drug problem.

Among the gambling population, problem gamblers (15%) are statistically more likely than both at risk gamblers (6%) and non-problem gamblers (2%) to feel they might have a problem. At risk gamblers are also statistically more likely than non-problem gamblers to say they might have a problem.

Felt Had an Alcohol/Drug Problem

In the last 12 months, have you felt you might have an alcohol or other drug problem?



* Small base size, interpret with caution.

base = used alcohol or drugs in last year

chi square: all categories ($p < .001$); gamblers only ($p < .001$)

9.5. Doctor's Care

Under Doctor's Care Because of Gambling Problem

Less than 1% of gamblers are under a doctor's care because of gambling problems.

Less than 1% of past year gamblers say they have been under a doctor's care because of physical or emotional problems brought on by gambling. There are no statistical differences across the CPGI categories.

Under Doctor's Care Because of Gambling Problem

In the last 12 months, have you been under a doctor's care because of physical or emotional problems brought on by gambling?

Yes

Total gamblers (n=2203) <1%

Non-problem gamblers
(n=1826) <1%

At risk gamblers (n=248) 0%

Moderate problem
gamblers (n=101) 0%

Severe problem gamblers
(n=28)* <1%

Total (moderate + severe)
problem gamblers (n=129) <1%

base = gambled in last year

* Small base size, interpret with caution.

chi square: (not significant)

10.0 PUBLIC ATTITUDES TOWARD GAMBLING BY CPGI CLASSIFICATION

This section of the report looks at the relationship between CPGI classifications and views of how gambling affects society. The strength of each relationship is tested through a chi-square test and differences between individual CPGI categories are tested using t-tests.

Throughout this section of the report, the term “problem gamblers” refers to the total of “moderate problem gamblers” and “severe problem gamblers”.

Effect of Legalized Gambling on Society

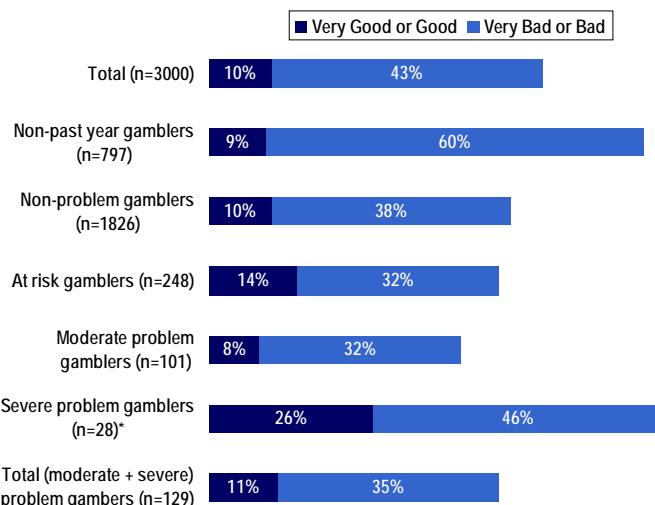
Non-gamblers are more likely to say that legalized gambling has a negative impact on society.

Past year gamblers (37%) are statistically less likely than non-gamblers (60%) to think that legalized gambling has a “bad” or “very bad” effect on society.

Among the gambling population, there are no statistically significant differences across the CPGI classifications.

Effect of Legalized Gambling on Society

People have different beliefs about the overall effects of legalized gambling on society. Would you say that the overall effect of legalized gambling on society is ...?



* Small base size, interpret with caution.

base = gambled in last year

chi square: all categories ($p < .001$); gamblers only ($p < .05$)

Seriousness of Gambling Problem in Community

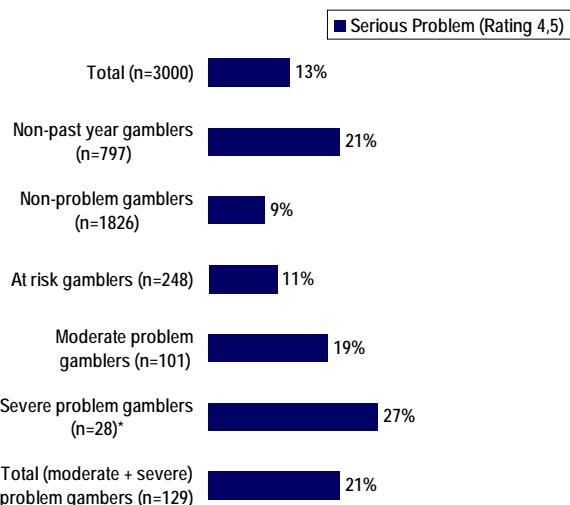
Problem gamblers and non-gamblers are more likely to rate gambling as a serious problem in their community.

Past year gamblers (10%) are statistically less likely than non-gamblers (21%) to think that gambling is a serious problem (4, 5 ratings) in their community.

Among the gambling population, problem gamblers (21%) are statistically more likely than both at risk gamblers (11%) and non-problem gamblers (9%) to say that they think gambling is a serious problem. There is no statistical difference between at risk gamblers and non-problem gamblers.

Seriousness of Gambling Problem in Community

Next I'd like to ask you about gambling in your community. On a scale of 1 to 5, with 1 being no problem at all and 5 being the most serious problem your community has, how would you rate the issue of gambling in your community?



* Small base size, interpret with caution.

base = gambled in last year

chi square: all categories ($p < .001$); gamblers only ($p < .01$)

11.0 AWARENESS OF HELP SERVICES BY CPGI CLASSIFICATION

This section of the report looks at the relationship between CPGI classifications and awareness of BC Government help services. The strength of each relationship is tested through a chi-square test and differences between individual CPGI categories are tested using t-tests.

Throughout this section of the report, the term “problem gamblers” refers to the total of “moderate problem gamblers” and “severe problem gamblers”.

Awareness of Toll-Free Help Line

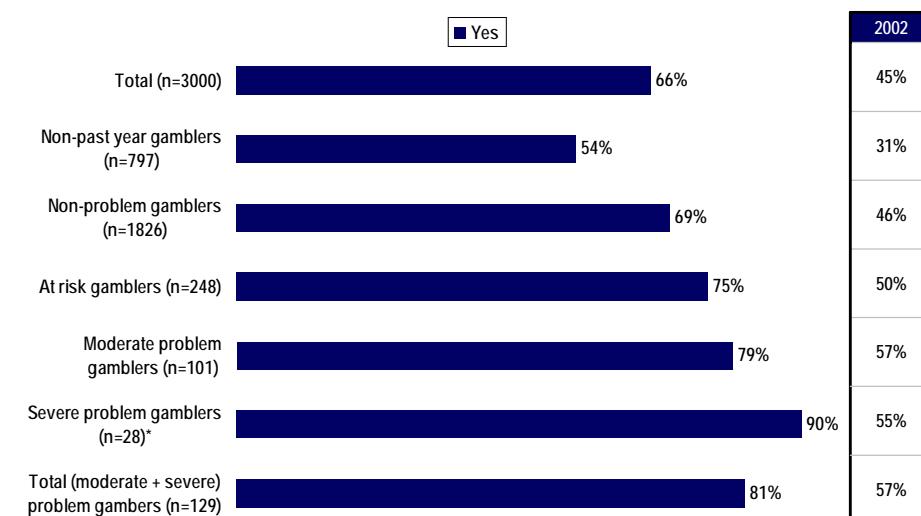
Problem gamblers and at risk gamblers are more likely to be aware of the toll-free gambling help line.

Past year gamblers (71%) are statistically more likely than non-gamblers (54%) to be aware that there is a toll-free problem gambling help line in British Columbia.

Among the gambling population, problem gamblers (81%) and at risk gamblers (75%) are statistically more likely than non-problem gamblers (69%) to say they are aware of the toll-free help line. There is no statistical difference between problem gamblers and at risk gamblers.

Awareness of Toll-Free Help Line

Are you aware that there is a toll-free problem gambling help line in British Columbia?



base = all respondents

chi square: all categories ($p<.001$); gamblers only ($p<.01$)

Awareness That BC Government Provides Free Counselling Services

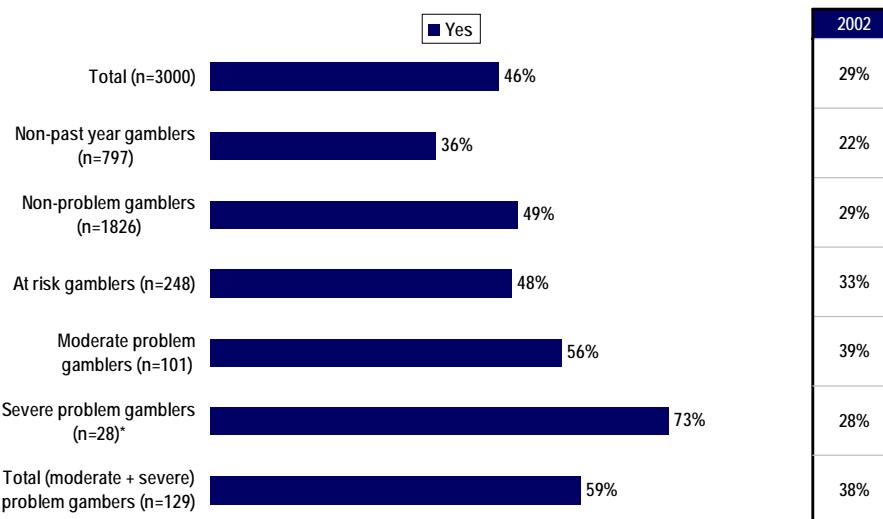
Problem gamblers are more likely to be aware that the BC Government provides free counselling services.

Past year gamblers (50%) are statistically more likely than non-gamblers (36%) to be aware that the BC Government provides problem gambling counselling service free of charge.

Among the gambling population, problem gamblers (59%) are statistically more likely than both at risk gamblers (48%) and non-problem gamblers (49%) to be aware that the BC Government provides free counselling services. There is no statistical difference between at risk gamblers and non-problem gamblers.

Awareness That BC Government Provides Free Counselling Services

Are you aware that the BC provincial government provides problem gambling counselling services free of charge?



* Small base size, interpret with caution.

base = all respondents

chi square: all categories ($p < .001$); gamblers only (not significant)

Knowledge of Community Counselling Services

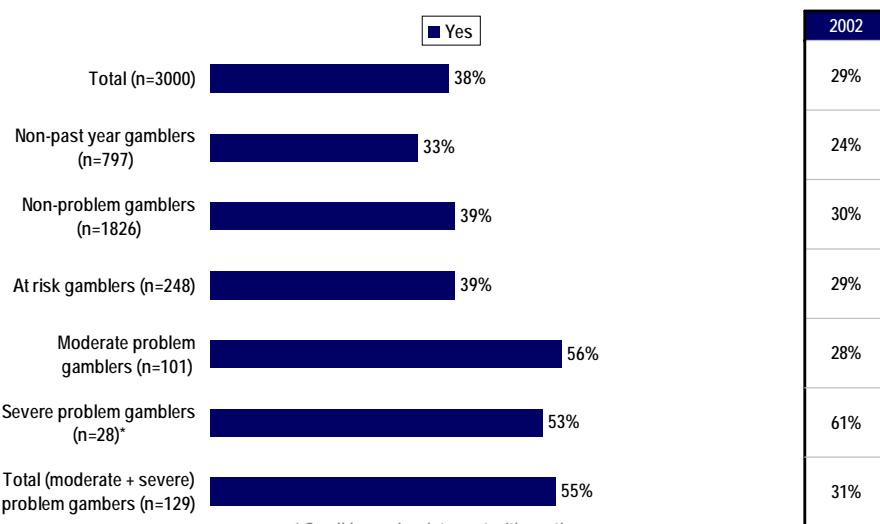
Problem gamblers are more likely to think there are counselling services available in their community.

Past year gamblers (40%) are statistically more likely than non-gamblers (33%) to think there are problem gambling services available in their community.

Among the gambling population, problem gamblers (55%) are statistically more likely than both at risk gamblers (39%) and non-problem gamblers (33%) to think there are services in their community. There is no statistical difference between at risk gamblers and non-problem gamblers.

Knowledge of Community Counselling Services

To your knowledge, are there problem gambling counselling services available in your community?



* Small base size, interpret with caution.

base = all respondents

chi square: all categories ($p < .01$): gamblers only (not significant)

Likelihood of Using BC Government Counselling Services

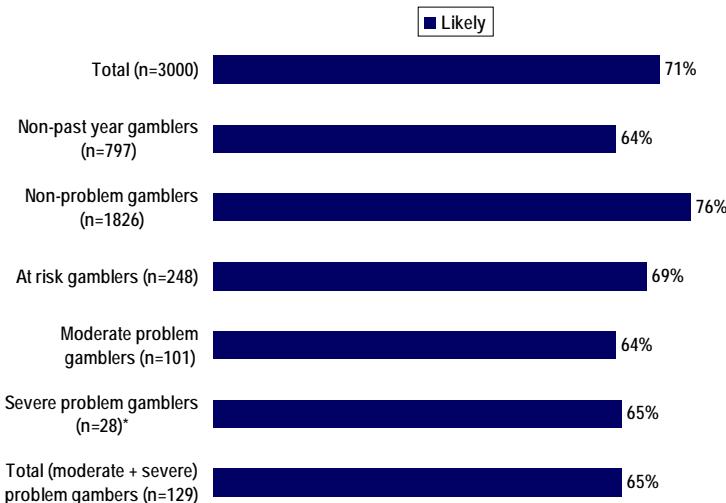
Problem gamblers and at risk gamblers are less likely than other gamblers to say they would use government counselling services.

Past year gamblers (74%) are statistically more likely than non-gamblers (64%) to say they would be likely to use the problem gambling services provided by the BC Government if they ever experience problems related to gambling.

Among the gambling population, both problem gamblers (65%) and at risk gamblers (69%) are statistically less likely than non-problem gamblers (76%) to say they would be likely to use government counselling services. There is no statistical difference between problem gamblers and at risk gamblers.

Likelihood of Using BC Government Counselling Services

If you ever experience problems related to gambling, would you be likely or unlikely to use the problem gambling counselling services provided by the BC government?



* Small base size, interpret with caution.

base = all respondents

chi square: all categories ($p < .001$); gamblers only ($p < .05$)

12.0 SAMPLE DEMOGRAPHICS

The demographic characteristics of the final weighted sample are detailed below.

Demographics Profile

	Total Respondents (n=3000)
Gender:	
Male	49%
Female	51%
Age:	
18 to 34	28%
35 to 54	37%
55 and over	31%
<i>Average</i>	<i>47 years</i>
Household Income:	
Under \$50,000	34%
\$50,000 to less than \$100,000	36%
\$100,000 or more	20%
Don't know/refused	11%
Regional Health Authority:	
Fraser	34%
Vancouver Coastal	26%
Vancouver Island	18%
Interior	17%
Northern	6%

	Total Respondents (n=3000)
Employment Status:	
Employed full time	50%
Employed part time	10%
Self-employed	4%
Retired	20%
Homemaker	6%
Unemployed	3%
Student	4%
Education:	
High school or less	27%
Post-secondary	24%
College/university degree	36%
Post-graduate degree	11%
Marital Status:	
Married/living with partner	66%
Never married	18%
Divorced/separated	11%
Widowed	5%
Children in Household:	
Yes	39%
No	61%

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14.0 QUESTIONNAIRE

BC Problem Gambling Study Final Questionnaire August 31, 2007

Hello, my name is _____ and I'm calling from Ipsos Reid, a national public opinion research company. Today we're conducting a survey on behalf of the Government of BC on gambling activities and attitudes toward gambling. The information gathered in this survey will assist the government in developing new services. We are interested in a wide representation of viewpoints and would like to speak with people who gamble as well as those who do not gamble. Let me assure you that your individual responses will be kept completely confidential and your name and phone number will not be attached to any responses.

[INTERVIEWER NOTE: IF RESPONDENT HESITANT BECAUSE DON'T GAMBLE OR DON'T BELIEVE IN IT, READ: We understand that not everyone gambles, but your opinions are still very important to us.]

I'd like to speak to the person in your household who is 18 years of age or older and most recently had a birthday. Is that you?

Yes Continue
Don't Know ASK AGAIN, IF STILL DK/REF THEN THANK AND TERMINATE
No

May I speak to that person? RE-READ INTRODUCTION

[IF ASKED] If you would like further information about this study, you may call Enquiry BC at 1-800-663-7867 and ask to be connected to the Gaming Policy and Enforcement Branch. These calls can be made Monday to Friday 8:30 to 4:30.

SCREENERS

A. First, have I reached you at your home telephone number?

Yes
No

[IF YES CONTINUE, ELSE THANK AND TERMINATE]

B. Do you or does anyone in your household work for a marketing research company, a newspaper, radio or television station?

Yes
No

[IF YES THANK AND TERMINATE, ELSE CONTINUE]

C. To ensure we interview people in a variety of age groups, could you please tell me which of the following broad groups your age falls into? (READ LIST)

- 18 to 34
- 35 to 64
- 65 or older

[IF DK/REF AGE TERMINATE, OTHERWISE CONTINUE. WATCH QUOTAS.]

[IF OVER-QUOTA FOR AGE, READ: We are trying to talk to as wide a range of British Columbians as possible. However, we have filled our quota of respondents in your age group. Thanks very much for your time.]

D. RECORD GENDER FROM VOICE

- Male
- Female

[IF OVER-QUOTA FOR GENDER, READ: We are trying to talk to as wide a range of British Columbians as possible. However, we have filled our quota of males/females in your region of the province. Thanks very much for your time.]

GAMBLING INVOLVEMENT

First, we'd like to ask some questions about activities you may participate in.

People bet money and gamble on many different things including buying lottery tickets, playing bingo, or card games with their friends. I am going to list some activities that you might have bet money on.

1. In the past 12 months have you bet or spent money on (INSERT FIRST)? How about (INSERT REST IN ORDER)? [INTERVIEWER NOTE: IF NON-GAMBLER STARTS GETTING IMPATIENT, READ: Please bear with me, I need to take about 30 seconds to ask about these activities to ensure that you get the proper questions.]

A charity raffle such as a hospital lottery

Other lottery games like 6/49, Daily 3, Scratch & Win tickets, Keno or Pull-tabs

Bingo

Gambling at a casino (IF NECESSARY: A casino is a large gambling hall with many different kinds of games, for example, in a community casino, resort hotel, or on a cruise ship)

An electronic gaming machine outside of a casino, such as a video lottery terminal (IF NECESSARY: We are not referring to electronic bingo machines)

A sports lottery game like Sports Action offered through a lottery retailer

A horse race

The outcome of sports or other events with friends, co-workers, a bookie or some other person
A poker tournament at a casino, bar, restaurant or other public venue

A private game such as cards, dice or dominoes in someone's home or at a club or organization, or on a game of skill such as golf, pool or bowling (IF NECESSARY: This does not include



internet games)

Gambling for money on the Internet (IF NECESSARY: This does not include lottery tickets bought over the internet)

Short-term speculative stock or commodity purchases such as day trading, but not including long-term investments such as mutual funds or RRSPs

Yes

No

2. In the past 12 months have you bet or spent money on any other kind of gambling that I haven't mentioned?

Yes

No

[IF YES, CONTINUE – ELSE SKIP TO AFTER Q3]

3. What kind of gambling would that be?

RECORD OPEN-ENDED

[DEFINE “PAST YEAR GAMBLER” = YES TO ANY IN Q1 OR YES IN Q2]

[INSERT ALL YES ANSWERS FROM Q1 AND OPEN-END FROM Q3]

4. In the past 12 months, about how often did you bet or spend money on (INSERT FIRST)? (READ ANSWER CHOICES) How about (INSERT REST IN ORDER)? (READ ANSWER CHOICES AS NECESSARY)

A charity raffle such as a hospital lottery

Other lottery games like 6/49, Daily 3, Scratch & Win tickets, Keno or Pull-tabs

Bingo

Gambling at a casino (IF NECESSARY: A casino is a large gambling hall with many different kinds of games, for example, in a community casino, resort hotel, or on a cruise ship)

An electronic gaming machine outside of a casino, such as a video lottery terminal (IF NECESSARY: We are not referring to electronic bingo machines)

A sports lottery game like Sports Action offered through a lottery retailer

A horse race

The outcome of sports or other events with friends, co-workers, a bookie or some other person

A poker tournament at a casino, bar, restaurant or other public venue

A private game such as cards, dice or dominoes in someone's home or at a club or organization, or on a game of skill such as golf, pool or bowling (IF NECESSARY: This does not include internet games)

Gambling on the Internet (IF NECESSARY: This does not include lottery tickets bought over the internet)

Short-term speculative stock or commodity purchases such as day trading, but not including long-term investments such as mutual funds or RRSPs

INSERT “OTHER” FROM Q3



- Daily (IF NECESSARY: 30+ times per month)
Several times a week (IF NECESSARY: 6 – 29 times per month)
Several times a month (IF NECESSARY: 3 – 5 times per month)
Once a month or less (IF NECESSARY: 6 – 12 times per year)
Only once or a few days all year (IF NECESSARY: 1 – 5 times per year)

OVERALL GAMBLING BEHAVIOURS – PAST YEAR GAMBLERS ONLY
[IF "PAST YEAR GAMBLER", CONTINUE – ELSE SKIP TO INTRO TO Q28]

5. Compared to 5 years ago, would you say that today you gamble more, less or about the same amount as before?

- More
About the same
Less

[IF MORE OR LESS, CONTINUE – ELSE, SKIP TO Q7]

6. What is the main reason you are gambling [INSERT MORE/LESS] than 5 years ago? (CLARIFY FULLY). ACCEPT ALL MENTIONS.

RECORD OPEN-ENDED

7. Thinking about the sorts of activities we have discussed, can you tell me which one is your favourite gambling activity? [DO NOT READ LIST] (ACCEPT ONLY ONE ANSWER)

- Poker games (e.g. Texas Hold'em, Seven Card Stud, Omaha)
Table games (e.g. Roulette, Craps)
Card games other than Poker (e.g. Blackjack, Pai Gow, or Baccarat)
Pull tabs/Break opens
Slot machines at a casino or community gaming centre
Scratch & Win tickets
Electronic gaming machines outside a casino (e.g. Video Lottery Terminals and video poker)
Lottery games (e.g. Lotto 6/49, Lotto super 7)
Sports lottery games (e.g. Sports Action, Race Trax)
Horse racing
Keno games
Hospital/charity raffles
Bingo
Private games (e.g. private card games, poker, table games, sports betting)
Sports event betting
Speculative investments
Poker Tournaments (does not include online poker tournaments)
Internet gambling (e.g. online poker tournaments, online poker, online slot machines)
Other (Specify)



8. When participating in your favourite type of gambling, does anyone usually accompany you or do you usually go alone?

Alone
Accompanied

9. When participating in your favourite type of gambling, can you tell me what distance you usually travel in kilometres, if any? (PAUSE, READ IF NECESSARY)

Don't travel
5K or less (3.1 miles or less)
6K to 10K (3.7 miles to 6.2 miles)
11K to 20K (6.8 miles to 12.4 miles)
21K to 50K (13.0 miles to 31.1 miles)
51K to 100K (32 miles to 62.1 miles)
More than 100K (More than 62.1 miles)

10. Compared to other entertainment activities, how important is gambling to you? Would you say it is ... (READ LIST)

Very important
Somewhat important
Not at all important

11. About how much do you spend on gambling in an average month? (IF HESITANT, SAY "I'm just looking for an approximate amount." IF STILL HESITANT, READ LIST)

Less than \$1
\$1 to \$10
\$11 to \$49
\$50 to \$99
\$100 to \$199
\$200 to \$299
\$300 to \$499
\$500 to \$999
More than \$1000

12. What is the largest amount of money you have ever lost in one day? (IF HESITANT, SAY "I'm just looking for an approximate amount." IF STILL HESITANT, READ LIST)

Less than \$1
\$1 - \$9
\$10 - \$99
\$100 - \$999
\$1,000 - \$9,999
\$10,000 or more

**COMMUNITY GAMBLING ATTITUDES**

Next I have some more general questions regarding your opinions about betting and wagering.

28. People have different beliefs about the overall effects of legalized gambling on society. Would you say that the overall effect of legalized gambling on society is (READ LIST – ROTATE ORDER)?

- Very good
- Good
- About equally good and bad
- Bad
- Very bad

29. Next I'd like to ask you about gambling in your community. On a scale of 1 to 5, with 1 being no problem at all and 5 being the most serious problem your community has, how would you rate the issue of gambling in your community?

RECORD 1 TO 5

[IF "PAST YEAR GAMBLER", CONTINUE – ELSE SKIP TO Q30]

CPGI QUESTIONS – PAST YEAR GAMBLERS ONLY

The next questions are part of a standard measurement scale developed for use in gambling surveys across North America. Some of the next questions may not apply to you, but please try to be as accurate as possible. Remember that all of your answers are strictly confidential.

13. Thinking about the last 12 months, when you participated in the gambling activities we have discussed, how often have you bet more than you could really afford to lose? Would you say never, sometimes, most of the time, or almost always?

- Never
- Sometimes
- Most of the time
- Almost always

14. Thinking about the last 12 months, how often have you needed to gamble with larger amounts of money to get the same feeling of excitement? (**READ SCALE IF NECESSARY**) Would you say never, sometimes, most of the time, or almost always?

- Never
- Sometimes
- Most of the time
- Almost always

15. Thinking about the last 12 months, when you gambled, how often have you gone back another day to try to win back the money you lost? (**READ SCALE IF NECESSARY**) Would you say never, sometimes, most of the time, or almost always?

Never
Sometimes
Most of the time
Almost always

16. Thinking about the last 12 months, how often have you borrowed money or sold anything to get money to gamble? (**READ SCALE IF NECESSARY**) Would you say never, sometimes, most of the time, or almost always?

Never
Sometimes
Most of the time
Almost always

17. Thinking about the last 12 months, how often have you felt that you might have a problem with gambling? (**READ SCALE IF NECESSARY**) Would you say never, sometimes, most of the time, or almost always?

Never
Sometimes
Most of the time
Almost always

18. Thinking about the last 12 months, how often has gambling caused you any health problems, including stress or anxiety? (**READ SCALE IF NECESSARY**) Would you say never, sometimes, most of the time, or almost always?

Never
Sometimes
Most of the time
Almost always

19. Thinking about the last 12 months, how often have people criticized your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true? (**READ SCALE IF NECESSARY**) Would you say never, sometimes, most of the time, or almost always?

Never
Sometimes
Most of the time
Almost always

20. Thinking about the last 12 months, how often has your gambling caused financial problems for you or your household? (**READ SCALE IF NECESSARY**) Would you say never, sometimes, most of the time, or almost always?

Never
Sometimes
Most of the time
Almost always

21. Thinking about the last 12 months, how often have you felt guilty about the way you gamble or what happens when you gamble? (**READ SCALE IF NECESSARY**) Would you say never, sometimes, most of the time, or almost always?

Never
Sometimes
Most of the time
Almost always

22. Thinking about the last 12 months, how often have you gambled as a way of escaping problems or to help you feel better when you were depressed? (**READ SCALE IF NECESSARY**) Would you say never, sometimes, most of the time, or almost always?

Never
Sometimes
Most of the time
Almost always

GAMBLING BELIEFS AND MOTIVATIONS – PAST YEAR GAMBLERS ONLY

Next, we will explore some of your beliefs about gambling, as well as any early experiences you have had with gambling or betting money. Again, all your responses will be kept strictly confidential.

23. How old were you when you first gambled for money? (INTERVIEWER: If exact age is not known, accept range, i.e. in my 20s, etc.)

Enter exact age (RANGE 8-100)
Other (Specify)
DO NOT GAMBLE

24. For each of the following statements, please tell me if you strongly agree, agree, disagree, or strongly disagree? (**READ AND ROTATE STATEMENTS**)

After losing many times in a row, you are more likely to win.
While gambling, you could win more if you used a certain system or strategy.

Strongly agree
Agree



Disagree
Strongly disagree

25. Do you remember a big win when you first started gambling?

Yes
No

26. Do you remember a big loss when you first started gambling?

Yes
No

27. Next I would like to ask you about reasons you may have for gambling. Please tell me whether each of the following reasons is very important, important, not so important, or not at all important to you as a reason for wagering your money. How important is [INSERT RANDOM]? (READ ANSWER CHOICES AS REQUIRED)

Socializing with friends or family
The excitement or challenge of wagering money
To win money
Because it's fun

Scale

Very Important
Important
Not so important
Not at all important

FAMILY/PERSONAL IMPACTS

30. Next I'd like to ask you about how gambling has affected your family. On a scale of one to five, with 1 being no problem at all and 5 being the most serious problem your family has had, how would you rate the issue of gambling in your family?

RECORD 1 TO 5

31. Have you ever experienced problems as a result of someone else's gambling?

Yes
No

[IF "PAST YEAR GAMBLER", CONTINUE – ELSE SKIP TO INTRO BEFORE Q33]



32. Have you ever argued with a family member about your betting to the point where it became emotionally harmful?

Yes

No

ALCOHOL AND DRUG QUESTIONS

Next, I'd like to ask you some questions about drinking alcohol and drug use.

33. In the last 12 months, how often did you drink beer, wine, liquor or other alcoholic beverages? Was it . . .? (READ LIST UNTIL ANSWERED)

4 to 6 times a week or more

2 to 3 times a week

Once a week

2 to 3 times a month

Once a month

Less than once a month

Never in last 12 months

Never in **your** lifetime

34. In the last 12 months, how often did you use illegal drugs? Was it . . .? (READ LIST UNTIL ANSWERED)

4 to 6 times a week or more

2 to 3 times a week

Once a week

2 to 3 times a month

Once a month

Less than once a month

Never in last 12 months

Never in **your** lifetime

[IF "PAST YEAR GAMBLER" AND USED ALCOHOL OR DRUGS IN LAST 12 MONTHS (CODES 1 TO 6 IN Q33 OR Q34), CONTINUE – ELSE, SKIP TO BEFORE Q37]

35. In the last 12 months, have you used alcohol or drugs while gambling?

Yes

No

36. In the last 12 months, have you gambled while you were drunk, or high?

Yes

No



[IF USED ALCOHOL OR DRUGS IN LAST 12 MONTHS (CODES 1 TO 6 IN Q34 OR Q34),
CONTINUE – ELSE, SKIP TO BEFORE Q38]

37. In the last 12 months, have you felt you might have an alcohol or other drug problem?

Yes

No

[IF “PAST YEAR GAMBLER”, CONTINUE – ELSE, SKIP TO Q39]

38. In the last 12 months, have you been under a doctor’s care because of physical or emotional problems brought on by gambling?

Yes

No

PROBLEM GAMBLING HELP SERVICES

39. Are you aware that there is a toll free problem gambling help line in British Columbia?

Yes

No

40. Are you aware that the BC provincial government provides problem gambling counselling services free of charge?

Yes

No

41. To your knowledge, are there problem gambling counselling services available in your community?

Yes

No

42. If you ever experience problems related to gambling, would you be likely or unlikely to use the problem gambling counselling services provided by the BC government?

Likely

Unlikely

Depends (DO NOT READ)

[IF UNLIKELY/DEPENDS, CONTINUE - ELSE SKIP TO DEMOGRAPHICS]

43. Why would you be unlikely to use the problem gambling counselling services provided by the BC government? **Anything else?**

RECORD OPEN ENDED



DEMOGRAPHICS

Finally, we would like to ask you some basic background questions. Like all your other answers, this information will be kept strictly confidential.

44. In what year were you born? (ENTER RANGE FROM 1900 TO 1989)

ENTER YEAR

45. Currently are you married, living with a partner, widowed, divorced, separated, or have you never been married?

Married

Living with a partner

Widowed

Divorced

Separated

Never married

46. To what ethnic or cultural group did you or your ancestors belong to on first coming to this country? (INTERVIEWER: IF NOT CLEAR, SAY "ARE YOU SCOTTISH, CHINESE, GREEK, OR SOMETHING ELSE?") (ACCEPT MULTIPLE ANSWERS)

Aboriginal/Native/Metis

"Canadian"

English/Irish/Scottish/Welsh

French/French Canadian

Chinese/Hong Kong/Taiwanese

Dutch

East Indian/Pakistani

Filipino/Philippines

German

Greek

Italian

Japanese

Jewish

Korean

Mennonite

Polish

Portuguese

Russian

Scandinavian – Sweden, Norway, Denmark, Finland, Iceland

Ukrainian

Other (Specify)

[IF CANADIAN, CONTINUE – ELSE, SKIP TO Q48]

47. In addition to being Canadian, to what ethnic or cultural group did you or your ancestors belong to on first coming to this continent? (READ IF NECESSARY: "ARE YOU SCOTTISH, CHINESE, GREEK, OR SOMETHING ELSE?) (ACCEPT MULTIPLE ANSWERS)

Aboriginal/Native/Metis
English/Irish/Scottish/Welsh
French/French Canadian
Chinese/Hong Kong/Taiwanese
Dutch
East Indian/Pakistani
Filipino/Philippines
German
Greek
Italian
Japanese
Jewish
Korean
Mennonite
Polish
Portuguese
Russian
Scandinavian – Sweden, Norway, Denmark, Finland, Iceland
Ukrainian
Other (Specify)

48. What is the highest level of formal education that you have completed? (READ LIST AS NECESSARY)

Grade school or some high school
Completed high school
Post secondary technical school
Some college or university
Completed college diploma
Completed university degree
Post-grad degree (Masters, Ph.D, etc.)

49. What is your present job status? Are you employed full-time, employed part-time, unemployed, a student, retired or a homemaker? (INTERVIEWER: IF RESPONDENT GIVES MORE THAN ONE ANSWER, RECORD THE ONE THAT APPEARS FIRST ON THE LIST)

(IF 'STUDENT' PROBE IF EMPLOYED OR NOT)

Employed full time (30 or more hours/week)
Employed part time (less than 30 hours/week)
Unemployed (out of work but looking for work)
Student – employed part time or full time
Student – not employed



Self-employed
Retired
Homemaker
Other

50. How many people under 18 years-of-age live with you? (ENTER RANGE 0 AND 15)

ENTER NUMBER OF PEOPLE

51. And finally, which of the following broad categories best describes your family income? That is the combined total income before taxes of all persons in your household? (READ LIST UNTIL RESPONSE GIVEN)

Under \$30,000
\$30,000 to just under \$40,000
\$40,000 to just under \$50,000
\$50,000 to just under \$60,000
\$60,000 to just under \$70,000
\$70,000 to just under \$80,000
\$80,000 to just under \$100,000
\$100,000 or more

This survey is being done for the government of British Columbia to investigate how many people in the province might have problems with gambling. As a courtesy, we offer all participants a telephone number, in case they wish to speak to someone who knows more about gambling or gambling problems. I have a phone number available for your area, would you like that number?

IF YES: You can reach the Problem Gambling Help Line at 1-888-795-6111

Thank you for helping us with this survey. Your responses are very important to us, and we do appreciate the time it has taken to answer our questions.

Thanks again for helping us out.