Newfoundland and Labrador Gambling Prevalence Study

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2009 Newfoundland and Labrador Gambling Prevalence Study

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Executive Summary

STUDY BACKGROUND

This report presents the findings of the *2009 Newfoundland and Labrador Gambling Prevalence Study* conducted by MarketQuest Research on behalf of the Department of Health and Community Services, Government of Newfoundland and Labrador. Three years following the completion of the *2005 Newfoundland and Labrador Gambling Prevalence Study*, the Department would now like to follow up with a second gambling prevalence study to observe and track gambling trends in the province. This study will gather data with respect to:

- The prevalence of gambling and problem gambling in the province;
- Profiles of gambler sub-types and players of certain gambling activities;
- The relationship between gambling and correlates of gambling including substance use and mental health;
- Consequences related to gambling; and
- Awareness of support and treatment services.

This information will provide the Department and the Regional Health Authorities (RHAs) with the information needed to continue to guide prevention, promotion, education, and treatment services related to gambling in the province.

METHODOLOGY

For the *2009 Newfoundland and Labrador Gambling Prevalence Study*, sampling was stratified by the four RHAs in the province (Eastern, Central, Western and Labrador-Grenfell) to ensure acceptable margins of error for regional analysis. Age and gender controls were implemented to ensure a representative sample for each region. To ensure that the sample was a proportionate representation of the overall population, weights were developed and applied to the data. In total, 4,002 adult residents of Newfoundland and Labrador (age 19+) completed the gambling prevalence survey (Eastern: 1,002; Central: 1,000; Western: 1,000; and Labrador-Grenfell: 1,000).

The questionnaire for the *2009 Newfoundland and Labrador Gambling Prevalence Study* was developed by the Department of Health and Community Services and is based on the Canadian Problem Gambling Index (CPGI). The questionnaire consisted of three major sections that were designed to assess gambling involvement, problem gambling, and the correlates of gambling. Nine items from the questionnaire were scored to create gambling sub-types (*non-gambler, non-problem gambler, low-risk gambler, moderate-risk gambler, and problem gambler*) and generate a prevalence rate for problem gambling. Other questionnaire items such as indicators and correlates of gambling behavior were used to develop profiles of gamblers and problem gamblers.

SUMMARY OF KEY FINDINGS

Gambling Behavior in Newfoundland and Labrador

- Overall, 77% of respondents have participated in at least one gambling activity over the past 12 months, a decrease of 7% since 2005. Regionally, prevalence rates ranged from 72% in Central to 79% in Eastern. All regions have experienced a decrease in gambling prevalence rates, with the exception of Labrador-Grenfell (78%), where the prevalence rate has remained relatively stable.

    - Of those who have gambled in the past 12 months, just over two-thirds (68%) gambled on a regular basis, that is, they participated in at least one gambling activity at least once a month. Regionally, the percentage of regular gamblers ranged from 66% in Eastern to 72% in Central and Western.

- Gamblers (those who have gambled in the past 12 months) were equally split between males and females. The typical gambler was between the ages of 35 and 54 (44%), married (60%), employed (56%) and had completed at least some post-secondary education (69%). Among gamblers, approximately one-half of annual household incomes were between $20,001 and $60,000 (49%). These characteristics are similar to those found in the 2005 study.

- Non-gamblers (those who have not gambled in the past 12 months) were also equally likely to be male or female and the majority (59%) were married. However, non-gamblers tended to be older than gamblers (65 years of age or older – 30% and 15%, respectively) have lower education levels (high school or less than high school education – 44% and 31%, respectively), and lower annual household incomes ($20,000 or less – 20% and 10%, respectively). These characteristics are generally similar to those found in the 2005 study, however, the majority of non-gamblers in 2005 were female.

- Similar to 2005, the most popular gambling activities among respondents over the past 12 months included lottery tickets (61%), raffles or fundraising tickets (39%), scratch tickets (28%) and pull tabs (19%). However, compared to 2005, rates of past year play have dropped for many of the more common activities, including lottery tickets, raffles or fundraising tickets, scratch tickets, pull tabs, bingo and VLTs. Only a very small minority of gamblers (2%) were current members of ALC's online gambling website called PlaySphere. In terms of past year play, regional findings were generally similar to the overall provincial results.

- Lottery ticket players were the most representative of the general gambling population. However, players of other activities differed in terms of demographic characteristics:

    - Pull tab players were generally female (61%), between the ages of 25 and 54 (64%), and had at least some post-secondary education (62%). Approximately one-half were married (52%) and had annual household incomes between $20,001 and $60,000 (54%).

    - Scratch ticket players were generally female (65%), between the ages of 25 and 54 (62%), and had at least some post-secondary education (68%). Approximately one-half were married (53%) and had annual household incomes between $20,001 and $60,000 (51%).

    - Raffle ticket purchasers tended to be slightly skewed toward females (58%) and represented a wide range of age groups (63% between the ages of 25 and 64). The majority were married (62%) with at least some post-secondary education (76%). Almost one-half (45%) had annual household incomes between $20,001 and $60,000, however 20% reported incomes of $100,000 or more.

- Bingo players were mostly female (83%) and represented a wide variety of age categories, with 43% between the ages of 35 and 54. Over one-half of players were married (58%), had at least some post-secondary education (55%) and annual household incomes between $20,001 and $60,000 (59%).

- VLT players were slightly skewed toward males (58%) and were evenly distributed across the 19 to 64 age categories (81%). A relatively similar percentage of players were married (40%) or single (30%). Almost three-quarters (71%) had at least some post-secondary education, while almost one-half (45%) had annual household incomes between $20,001 and $60,000.

- Poker players were typically male (58%) and between the ages of 19 and 44 (71%), with at least some post-secondary education (78%). Almost one-half of players were married (46%), while 30% were single. Furthermore, 43% had annual household incomes of $20,001 to $60,000, while 22% reported incomes of $100,000 or more.

- Internet poker players were predominantly male (84%) and represented a wide variety of age groups between the ages of 19 and 54. Most commonly, Internet poker players were married (47%) or single (30%), and just over three-quarters (77%) had at least some post-secondary education. Annual household incomes tended to vary.

- On average, gamblers spent 2.4 hours gambling in a typical month (slightly higher than what was found in 2005 - 2.0 hours) and participated in an average of 2.5 activities. Similar to 2005, the average overall amount spent on gambling activities per year was $255.40 (~$20.80/month). However, approximately one-half (54%) reported yearly spending of $100 or less. In terms specific activities, the average amounts spent during a typical occasion were highest for VLT's ($44.59), Internet poker ($35.51), poker ($19.45), and bingo ($18.18).

- When asked why they gamble, gamblers most commonly identified winning money (55%), followed somewhat distantly by supporting worthy causes/charities (27%), its exciting/fun (22%) and an opportunity to socialize (17%). This was generally similar to the 2005 results and regional variation was minimal.

Problem Gambling in Newfoundland and Labrador

- Consistent with 2005, the majority of respondents (91.5%) were placed into the non-gambler or non-problem gambler categories, as defined by the CPGI. The remaining 8.5% of respondents were placed into the at-risk or problem gambling categories (6.2% low-risk, 1.7% moderate-risk, 0.7% problem gamblers)[1]. Compared to 2005, the moderate-risk and problem gambling rates decreased by 0.5 percentage points each. The 2009 results are similar to those found in other provincial gambling prevalence studies.

	2009 ***(N=3,995)***	***2005*** ***(N=2,596)***
Non-gamblers	**22.8%**	15.6%
Non-problem gamblers	**68.7%**	74.9%
Low-risk gamblers	**6.2%**	6.1%
Moderate-risk gamblers	**1.7%**	2.2%
Problem gamblers	**0.7%**	1.2%

[1] Due to a lack of information provided, seven respondents could not be classified into the gambling subtypes.

- Based on a provincial adult population (ages 19+) of 399,926:
    - Approximately 6,799 residents are moderate-risk gamblers; and
    - Approximately 2,799 residents are problem gamblers.

- Regionally, problem gambling prevalence rates were relatively similar to the provincial rate, ranging from 0.1% in Central to 1.2% in Labrador-Grenfell. Compared to 2005, the moderate-risk and problem gambling prevalence rates decreased at least one percentage point for Central and Labrador-Grenfell.

	Eastern		***Central***		***Western***		***Labrador-Grenfell***	
	2009 (N=1,002)	***2005 (N=659)***	***2009 (N=995)***	***2005 (N=644)***	***2009 (N=996)***	***2005 (N=655)***	***2009 (N=996)***	***2005 (N=638)***
Non-gamblers	**20.8%**	13.5%	**28.6%**	21.9%	**23.6%**	13.6%	**21.9%**	19.3%
Non-problem gamblers	**70.3%**	76.6%	**65.0%**	70.5%	**67.4%**	76.2%	**68.1%**	70.5%
Low-risk gamblers	**6.5%**	6.7%	**5.1%**	4.3%	**5.7%**	6.4%	**7.3%**	5.0%
Moderate-risk gamblers	**1.7%**	2.1%	**1.1%**	2.2%	**2.3%**	2.4%	**1.5%**	2.8%
Problem gamblers	**0.8%**	1.1%	**0.1%**	1.1%	**1.0%**	1.4%	**1.2%**	2.4%

- Moderate-risk gamblers were equally likely to be male or female and were most often between the ages of 35 and 64 (72%). Most commonly, these gamblers were married (41%) and 63% had at least some post-secondary education. Over one-half (57%) were employed and 45% had annual household incomes of $20,001 to $60,000.

- The typical problem gambler was equally likely to be male or female and was most often between the ages of 35 and 64 (74%). Over one-half were married (59%) and had at least some post-secondary education (55%). Annual household incomes for problem gamblers tended to be on the lower end of the scale ($40,000 or less – 63%).

- Lottery tickets were popular among all gambling subtypes, however, VLTs (72%), pull tabs (64%), and lottery tickets (59%) were the most common activities among problem gamblers[2]. Of interest:
    - Generally similar to 2005, rates of moderate-risk and problem gambling for ***pull-tab*** players were 5.0% and 2.4%, respectively (7.4% combined). These rates are significantly higher than the moderate-risk (1.7%) and problem gambling (0.7%) rates found provincially (2.4% combined).
    - Generally similar to 2005, rates of moderate-risk and problem gambling for ***scratch ticket*** players were 3.4% and 1.1%, respectively (4.5% combined). This combined rate is significantly higher than the provincial combined rate (2.4%).
    - Generally similar to 2005, rates of moderate-risk and problem gambling for ***bingo*** players were 6.1% and 2.2%, respectively (8.3% combined). These rates are significantly higher than the moderate-risk (1.7%) and problem gambling (0.7%) rates found provincially (2.4% combined).
    - Rates of moderate-risk and problem gambling for ***poker*** players were 5.0% and 2.0%, respectively (7.0% combined). These rates are slightly lower than 2005 rates, but significantly higher than the moderate-risk (1.7%) and problem gambling (0.7%) rates found provincially (2.4% combined).

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

- Generally similar to 2005, rates of moderate-risk and problem gambling for ***VLT*** players were 10.4% and 6.4%, respectively. These rates are significantly higher than the moderate-risk (1.7%) and problem gambling (0.7%) rates found provincially, and the combined rate (16.8%) is seven times higher than the combined provincial rate (2.4%). Also noteworthy, the use of VLTs steadily increased for each gambling subtype, with problem gamblers and moderate-risk gamblers more likely than all other gambling subtypes to have played VLTs over the past 12 months.

- Though the overall popularity of ***Internet poker*** was low, it was found that moderate-risk and problem gambling rates among these players were 16.6% and 4.6%, respectively. These rates are significantly higher than the moderate-risk (1.7%) and problem gambling (0.7%) rates found provincially, and the combined rate (21.2% or one in five Internet poker players) is almost nine times higher than the combined provincial rate (2.4%).

- As found in 2005, the average number of hours spent gambling in a typical month generally increased for each gambling subtype, with moderate-risk gamblers reporting an average of 6.4 hours gambling and problem gamblers reporting approximately double that (12.0 hours)[3].

- The average amount spent gambling in the past 12 months increased dramatically for each gambling subtype, with yearly spending among moderate-risk gamblers equaling $990.50 (~$82.54/month) and yearly spending among problem gamblers equaling $2,059.30 (~$171.61/month). However, yearly spending was significantly lower than what was found among problem gamblers in 2005 ($3,729.73, ~$310.81/month)[4].

  - In terms of average winnings over the past 12 months, both moderate-risk and problem gamblers won an average of at least $500, significantly more than all other gambling subtypes. In terms of average losses over the past 12 months, problem gamblers lost an average of $1,252.40 (~$104.37/month), significantly more than all other gambling subtypes[5].

- Among problem gamblers, the most common reasons for gambling were to win money (38%), to socialize (33%), its exciting/fun (30%), and to decrease boredom (29%). Moderate-risk gamblers identified similar reasons, including winning money (63%), its exciting/fun (42%) and to decrease boredom (35%). Of interest, forgetting about problems was more likely to be identified as a motivation for gambling among problem gamblers when compared to all other gambling subtypes[6].

- Consistent with 2005, 99% of non-problem gamblers reported experiencing no adverse consequences from gambling. This percentage decreased for each gambling subtype, dropping to 96% for low-risk gamblers, 74% for moderate-risk gamblers and 25% for non-problem gamblers. As expected, adverse consequences became more common with each gambling subtype.

  - Among problem gamblers, the most common adverse consequences experienced from gambling included income loss/debt (63%), relationship problems (43%), mental health problems (39%) and loneliness/increased isolation (38%)[7].

- Suicidal thoughts were relatively uncommon, however, one moderate-risk and three problem gamblers reported experiencing such thoughts over the past 12 months. Two of these three problem gamblers reported actually attempting suicide as a result of gambling[8].

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Correlates of Problem Gambling

- The average age at which respondents started gambling for money was 22 years, similar to the 2005 average of 23 years. At least one-half of all gambling subtypes began gambling at age 19 or older, though 21% of problem gamblers began between the ages of 6 and 18[9].

- Similar to 2005, the most common gambling activity first tried among those who have ever gambled was purchasing lottery tickets (31%), followed distantly by poker (14%) and bingo (13%). Among moderate-risk gamblers, the first activities tried included poker (27%), bingo (19%) and VLTs (14%). Problem gamblers most commonly first tried poker (35%), VLTs (22%) and bingo (15%)[10].

    - Moderate-risk and problem gamblers were more likely to play poker and VLTs as their first gambling experience when compared to all other gambling subtypes.

- Generally, those who had ever gambled did not remember their first big win or loss when they first started gambling. However, problem gamblers and moderate-risk gamblers were most likely to remember their first big win and loss[11]. This general trend mirrors what was found in 2005.

- As in 2005, respondents generally disagreed that "while gambling, after losing many times in a row, you are more likely to win" (91%) and that "while gambling, you could win more if you used a certain system or strategy" (83%). However, problem gamblers expressed the most agreement with these statements[12].

- Overall, 22% of respondents had family members with a history of alcohol or drug problems, while 8% had family members with a history of gambling problems, slightly lower than what was found in 2005 (27% and 12%, respectively). Moderate-risk and problem gamblers were more likely than all other gambling subtypes to have family members with a history of these problems[13].

- Overall, 15% of gamblers used alcohol or drugs while gambling in the past 12 months and 6% have gambled while drunk or high, similar to the 2005 statistics (17% and 7%, respectively). Rates of alcohol and drug use tended to be higher among at-risk and problem gamblers[14].

- Rates of having ever smoked or consumed alcohol were relatively high (70% and 93%, respectively). Problem gamblers were more likely to smoke daily (75%) and have consumed alcohol over the past 12 months (89%) compared to non-gamblers. Illicit drug use was relatively uncommon, however, Marijuana/Hash was used most frequently and usage of most drugs was generally higher among moderate-risk and problem gamblers compared to non-problem gamblers and non-gamblers[15]. These general findings are similar to those found in 2005.

- The majority of respondents rated their physical and mental health as good or very good (81% and 94%, respectively). There was little difference among the gambling subtypes in terms of physical health status, however, moderate-risk (81%) and problem gamblers (76%) were less likely than all other gambling subtypes to rate their mental health as good or very good[16].

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- Similar to 2005, the urge to engage in potentially harmful behaviors such as alcohol use, drug/medication use, and gambling in response to painful events over the past 12 months was generally low among respondents (10%, 3% and 2%, respectively). However, problem gamblers were most likely to report the urge to have a drink of alcohol or gamble when something painful happened[17].

- In terms of significant life events, the most common events experienced within the past 12 months included the *death of a significant person* and *physical health problems* (14% each).

    - The occurrence of most significant life events over the past 12 months tended to increase when segmented by gambling subtype, with problem gamblers more likely than all other subtypes to have experienced *income loss/job loss*, *relationship problems*, and *difficulty in finding a job*. Furthermore, both moderate-risk and problem gamblers were more likely than all other gambling subtypes to have experienced *debt/financial problems*, *anxiety*, *loneliness/increased isolation*, *depression* and *work problems* over the past 12 months[18].

Awareness of Treatment and Support Services

- Awareness of the provincial problem gambling help line was 77%, an increase of 6% since 2005. Generally, awareness increased slightly with each gambling subtype, but the differences were not significant. Regionally, there was little variation in awareness.

- Two-thirds of respondents (66%) were aware of the Recovery Centre, a notable increase of 15% since 2005. Awareness levels were fairly similar across the gambling subtypes, though moderate-risk gamblers were least likely to be aware of the Centre (50%). Perhaps unsurprisingly, awareness was highest among those in the Eastern region (69%) when compared to the remaining regions.

- Awareness of the Humberwood Treatment Centre was 38%, showing little change since 2005 (36%). Problem gamblers (62%) were more likely to be aware of the Treatment Centre when compared to moderate-risk gamblers (33%), non-problem gamblers (36%) and non-gamblers (39%). Perhaps unsurprisingly, awareness was highest among those in the Western region (56%) when compared to the remaining regions.

- Similar to 2005 (30%), 28% of respondents were aware of local gambling counseling services available in their community. In terms of the gambling subtypes, problem gamblers (55%) were more likely to be aware of these services when compared to low-risk gamblers (30%), non-problem gamblers (29%) and non-gamblers (24%). Regionally, awareness was lowest in Central (17%) when compared to the remaining regions.

[17] **The sample size for problem gamblers is less than 30, therefore, findings should be interpreted with caution.**
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CONCLUSIONS[19]

Gambling, in general, is common among Newfoundlanders and Labradorians, though the overall prevalence of gambling has decreased since 2005. Moderate-risk and problem gambling prevalence rates have also decreased since 2005 and are generally similar to those found in other provinces.

Provincially, 77% of respondents have gambled at least once in the past year, with rates ranging from 72% in Central to 79% in Eastern. Of these respondents, 66% participated in at least one gambling activity on a regular basis (at least once a month). Furthermore, of these respondents, 6.2% were classified as low-risk gamblers, 1.7% as moderate-risk gamblers and 0.7% as problem gamblers. Regional breakdowns were generally similar to this overall result. Based on a provincial adult population of 399,926, it can be projected that 6,799 adult residents are moderate-risk gamblers and 2,799 adult residents are problem gamblers.

In line with findings from other provinces, gambling rates have generally decreased in Newfoundland and Labrador since the last gambling prevalence study was conducted in 2005. For example, the overall gambling rate decreased by seven percentage points and both the moderate-risk and problem gambling prevalence rates decreased by 0.5 percentage points. Furthermore, most regions (with the exception of Labrador-Grenfell) have experienced a significant decline in the overall gambling rate and in the Central and Labrador-Grenfell regions, moderate-risk and problem gambling rates have decreased by at least one percentage point.

Around the time of the 2005 study, the Government of Newfoundland and Labrador implemented several initiatives to promote responsible gambling, including a five-year VLT reduction strategy and a social marketing campaign focused on problem gambling. It is possible that these initiatives are linked to the decrease in gambling and problem gambling rates found in the 2009 study, though a causal relationship cannot be established.

VLT use is extensive among problem gamblers in Newfoundland and Labrador.

The 2005 Newfoundland and Labrador Gambling Prevalence Study established a relationship between VLTs and problem gambling within the province. Though VLTs were not one of the more common gambling activities (8%), this study has shown a continued relationship between VLT use and problem gambling. For example, 72% of problem gamblers have played VLTs over the past 12 months, the highest of any gambling subtype, and 22% remembered the VLT as their first gambling experience. Furthermore, rates of moderate-risk and problem gambling for VLT players were 10.4% and 6.4% respectively. These rates are higher than the moderate-risk and problem gambling rates found provincially and the combined rate (16.8%) is seven times higher than the combined provincial rate.

Poker and Internet poker playing are related to problem gambling.

In 2005, a relationship was established between poker playing and problem gambling in Newfoundland and Labrador. Though poker was not one of the more popular gambling activities within the province (poker - 11%, Internet poker – 2%), it still appears to be related to problem gambling. For example, 39% of problem gamblers have played poker or Internet poker in the past 12 months and 35% reported poker as their first gambling experience. Furthermore, the rates of moderate-risk and problem gambling for poker players were 5.0% and 2.0%, respectively - significantly higher than the provincial rates. Among Internet poker players, the moderate-risk and problem gambling rates were even higher (16.6% and 4.6%, respectively) and the combined rate (21.2%, or one in five Internet poker players) is almost nine times higher than the combined provincial rate.

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

Problem gamblers experience negative consequences as a result of gambling, such as financial difficulty and mental health problems.

As found in the 2005 study, problem gamblers experienced more adverse consequences as a result of their gambling than any of the other gambling subtypes. In this study, respondents generally experienced very few negative consequences from gambling. However, adverse consequences were more pronounced for problem gamblers. For example, many problem gamblers have experienced income loss/debt (63%), relationship problems (43%), mental health problems (39%) and loneliness/increased isolation (38%) as a result of their gambling. Furthermore, problem gamblers were the most likely to report experiencing significant life events over the past 12 months including relationship problems (38%), income loss/job loss (31%), and difficulty in finding a job (21%) and 10% reported suicidal thoughts over the past 12 months. Moreover, problem gamblers were the least likely of all the gambling subtypes to rate their mental health status as very good or good.

Problem gamblers also spent large amounts of money on gambling activities. For example, they spent the most money on gambling ($2,059.30/year, ~171.61/month), more than all other gambling subtypes[20] *.*

Early experiences play a role in later problem gambling behavior.

Though at least one-half of all gambling subtypes began gambling at age 19 or older, a notable percentage of problem gamblers (21%) reported their first gambling experience as occurring between the ages of 6 and 18 years. First gambling activities among problem gamblers were most often poker (35%) and VLTs (22%), activities that have been shown in this study to be closely related to problem gambling. Furthermore, problem gamblers were the most likely to remember their first big win (44%) and loss (34%)[21]*.*

Substance use is related to problem gambling.

Confirming a relationship between substance use and problem gambling, problem gamblers in this study were significantly more likely to smoke daily (75%) and have consumed alcohol over the past 12 months (89%) when compared to non-gamblers. While at-risk and problem gamblers were the most likely to use alcohol or drugs while gambling or to gamble while drunk or high, problem gamblers were the most likely to report the urge to have a drink of alcohol (46%) when something painful happened over the past 12 months. In terms of illicit drugs, the incidence of drugs such as Marijuana/Hash and Cocaine over the past 12 months generally tended to increase by gambling subtype, and was highest among problem gamblers[22]*.*

Awareness of gambling support and treatment services continues to vary among Newfoundland and Labradorians, however awareness of certain services has increased since 2005.

Among all respondents, awareness was highest for the provincial problem gambling help line (77%, an increase of 6% since 2005). Awareness of the Recovery Centre was slightly lower (66%), but has increased by 15% since 2005.

Awareness of the Humberwood Treatment Centre and local gambling counseling services were generally moderate to low (38% and 28%, respectively), though problem gamblers tended to be most aware of these services (62% and 55%, respectively) [23]*. Overall, awareness of these services has remained relatively stable since 2005.*

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

1.0 Introduction

Gambling has become a popular past time for Canadians in recent decades. Recent estimates show that in Canada alone, there are 87,537 Electronic Gaming Machines [EGM's], 32,307 lottery ticket centers, 62 permanent casinos, 252 race tracks, and 24,244 licenses for bingos, pull tickets, and charitable fundraisers (Azmier, 2005; Canadian Partnership for Responsible Gaming, 2007).

Gambling activities were not always as readily available in Canada as they are today. In 1892, all gambling activities were banned by the Canadian Criminal Code (Azmier, Jepson, & Patton, 1999), with the exception of charitable gambling activities, including bingos and raffles (Azmier, Jepson, & Patton, 1999). Widespread public support for these forms of gambling led the federal government to amend the Canadian Criminal Code in 1969, which allowed provincial government regulation over gambling activities (Azmier, Jepson, & Patton, 1999). Provincially run lotteries generated new revenues for governments, creating a desire among governments to expand gambling activities. A further amendment of the Canadian Criminal Code in 1985 allowed provincial level administration and operation of EGM's (including Video Lottery Terminals [VLTs] and slot machines) and exclusive provincial control over gambling regulation (Addictions Treatment Services Association, 2005; Azmier, Jepson, & Patton, 1999).

Gambling in Newfoundland and Labrador experienced many changes as a result of the 1985 amendment to the Canadian Criminal Code. In 1991, the first VLTs were introduced to the province, though permitted only in licensed establishments (Addictions Treatment Services Association, 2005; Azmier, Jepson, & Patton, 1999). A ban on advertising of Atlantic Lottery Corporation lottery jackpots followed in 1992, though the ban was later lifted in 1996 (Azmier, Jepson, & Patton, 1999). Also in 1996, newly developed Video Lottery Regulations limited VLT installation to 5 terminals per site and a policy was passed preventing the introduction of permanent casinos in the province (Addictions Treatment Services Association, 2005; Azmier, Jepson, & Patton, 1999).

Recent estimates (Canadian Partnership for Responsible Gaming, 2007; R.C. Ryan, personal communication, June 30, 2008) show that today, Newfoundland and Labrador has:

- 1,195 lottery ticket outlets;
- 3,473 charitable licenses;
- 2,105 VLTs at bars and lounges; and
- $98.3 million in net government operated gaming revenue, with $64.8 million generated from VLTs.

The rapid rise of gambling activities in Newfoundland and Labrador, as well as the rest of Canada, has led to a subsequent concern regarding the prevalence of problem gambling among the general population. Problem gambling is defined as "gambling behavior that creates negative consequences for the gambler, others in his or her social network, or for the community" (Ferris & Wynne, 2001). Problem gambling is often associated with negative consequences such as financial difficulty, social/ relationship problems, alcohol/ drug problems, stress/ anxiety, and depression and/or suicide (Statistics Canada, 2003).

In 2005, the Department of Health and Community Services conducted the first ever gambling prevalence study for the province of Newfoundland and Labrador. This study found that 1.2% of the provincial adult population were classified as problem gamblers, while a further 2.2% were identified as moderate-risk gamblers. The study also revealed that the highest incidence of problem gambling was among VLT players in the province (9.7% of VLT players were considered moderate-risk gamblers and 8.6% problem gamblers) (MarketQuest Research, 2005).

Around that same time, the government of Newfoundland and Labrador implemented a five-year VLT reduction strategy in addition to other strategies aimed at promoting responsible gambling. Key initiatives included reducing the number of VLTs by 15%, reprogramming VLTs to slow the speed of play, increasing accessibility to necessary support services, and increasing funding to enhance services for gambling addictions (Government of Newfoundland and Labrador News Release, 2005). As of April 1, 2007, nearly 200 VLT terminals have been removed from bars and lounges in the province (Government of Newfoundland and Labrador News Release, 2007).

Three years following the completion of the initial gambling prevalence study, the Department would now like to follow up with a second gambling prevalence study to observe and track gambling trends in the province. This study will gather data with respect to:

- The prevalence of gambling and problem gambling in the province;
- Profiles of gambler sub-types and players of certain gambling activities;
- The relationship between gambling and correlates of gambling including substance use and mental health;
- Consequences related to gambling; and
- Awareness of support and treatment services.

This information will provide the Department and the Regional Health Authorities (RHAs) with the information needed to continue to guide prevention, promotion, education, and treatment services related to gambling in the province.

2.0 Methodology

2.1 SAMPLE SELECTION

A total of 4,002 Newfoundland and Labrador residents (aged 19 years and older) completed the gambling prevalence survey. Based on a population size of 399,926 (www.communityaccounts.ca), this sample size results in a margin of error of ±1.54%, 19 times out of 20.

Sampling for this study was stratified by the four Regional Health Authorities (RHAs) in the province (Eastern, Central, Western and Labrador-Grenfell) to ensure acceptable margins of error for regional analysis, and age and gender controls were implemented to ensure a representative sample for each region. To ensure that the sample was a proportionate representation of the overall provincial population, weights were developed and applied to the data.

Sample sizes and corresponding margins of error for each RHA are presented in Table 1. A demographic profile of respondents is presented in Appendix A.

Table 1: Sample Design

Regional Health Authority	*Population Size (19+)*[24]	*Sample Size*	*Margin of Error**
Eastern	232,387	1,002	±3.09%
Central	76,564	1,000	±3.08%
Western	63,334	1,000	±3.07%
Labrador-Grenfell	27,641	1,000	±3.04%

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

2.2 QUESTIONNAIRE DESIGN

The questionnaire for the *2009 Newfoundland and Labrador Gambling Prevalence Study* was developed by the Department of Health and Community Services and is based on the Canadian Problem Gambling Index (CPGI) (Ferris & Wynne, 2001). The CPGI is an instrument that was designed to provide a meaningful measure of problem gambling in the general population, and was the first problem gambling instrument to be tested for reliability and validity prior to its inclusion in community-based health surveys. The CPGI consists of three major sections that were designed to assess gambling involvement, problem gambling, and the correlates of gambling. The 31-item instrument consists of 9 items which can be scored to create gambling sub-types (*non-gambler, non-problem gambler, low-risk gambler, moderate-risk gambler, and problem gambler*) and produce a prevalence rate for problem gambling. Other items are indicators and correlates of gambling behavior that can be used to develop profiles of gamblers and problem gamblers.

For this study, the language of the CPGI was modified to ensure relevance to the population of the province (e.g, using local terminology such as breakopen's). Gambling activity questions were adjusted for accuracy (e.g., the addition of local lottery tickets such as Atlantic Payday and Atlantic 49) and additional questions were added to assess substance use, mental health and awareness of support and treatment services. The questionnaire was modified by MarketQuest to ensure appropriate wording and format, as well as to ensure that it addressed all of the study objectives. Following final questionnaire review and approval, a pretest was conducted as a quality control procedure to confirm survey length, and to ensure clarity of survey questions and instructions, an effective and efficient flow of information, and that the desired information was being obtained. A copy of the questionnaire is presented in Appendix B.

[24] Source: 2006 Statistics Canada Census Data taken from www.communityaccounts.ca

2.3 DATA COLLECTION AND ANALYSIS

A telephone survey of Newfoundland and Labrador residents was conducted between January 22nd and February 23rd, 2009. The survey took approximately 16 minutes to administer. The sampling frame was generated using a pure *random digit dialing* (RDD) methodology (directory-listed and non-listed residential numbers) and included all households in Newfoundland and Labrador with telephone service. The sampling unit was defined as a member of the household 19 years of age or older who had the next birthday[25]. MarketQuest interviewers administered the survey via a Computer-Assisted Telephone Interviewing (CATI) System.

To identify differences between various regional and gambling segments and previous research, statistical tests of significance have been completed at the 95% confidence level. Essentially, when comparing two values obtained from different populations, a statistical test will guide us to be confident that any apparent difference between the values is *statistically real* or *significant*.[26] **Throughout this report, differences between segments that are statistically significant are noted**. Where this occurs, we can say that we are 95% confident that the difference between the values in question exists in the population and is not simply due to uncontrollable sampling error. It is important to note that the term 'significant' is used to denote *statistically significant* differences, and is not synonymous with 'important'.

The report presents the findings of the *2009 Newfoundland and Labrador Gambling Prevalence Study* at the overall provincial level. Results are also presented by region and gambling subtype where insight and informational value is added. Where possible, findings from the *2005 Newfoundland and Labrador Gambling Prevalence Study* are also presented to allow for comparison and tracking over time.

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

As a final note, it is important to recognize that, due to rounding, percentages presented throughout this report may not always add up to exactly 100%. Furthermore, results presented throughout this report at the overall provincial level are weighted, meaning that the n's for each response do not always add up to the total N's that are presented.

[25] A method commonly used to randomly select a household member.
[26] What may seem to be a difference between percentages may simply be the result of sampling error or the margin of error associated with the sample size, and not a real or significant difference in the population.

3.0 Gambling Behavior in Newfoundland and Labrador

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

3.1 PREVALENCE RATE

3.1.1 Provincial and Regional Prevalence Rates

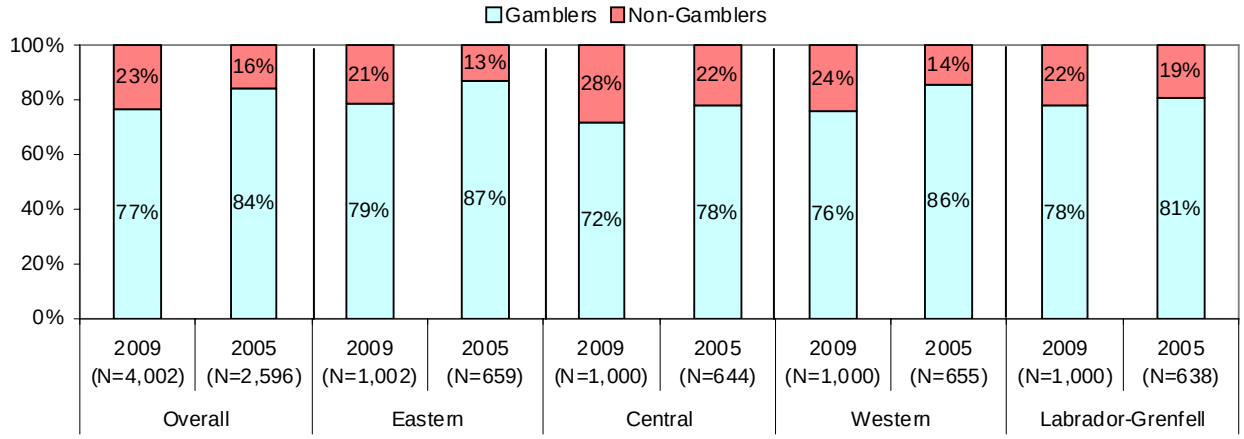
To assess gambling prevalence rates, respondents were asked if they had bet or spent money on one or more of the following gambling activities in the past 12 months[27]:

- Lottery tickets such as Lotto 6-49, Super 7, Atlantic 49, Atlantic Payday, Bucko or Keno;
- Breakopen, Pull Tab, or Nevada Strips;
- Scratch tickets such as Crossword, Bingo or Lucky 7;
- Raffles or fundraising tickets;
- Horse races, either live at the track or off track;
- Bingo;
- Video Lottery Terminals;
- Pro-Line, Game Day or Over/Under;
- Sports Pools or the outcome of sporting events;
- Cards (excluding poker) or board games at home, friends home or work;
- Internet poker (such as Texas Hold'Em, Omaha, or 5-card draw);
- Poker, either at home, friends home, at work (excluding Internet poker);
- Games of skill such as pool, bowling, golf or darts;
- Arcade or video games;
- Gambling on the Internet (excluding Internet poker);
- Short Term Speculative Stock or Commodity Purchases such as day trading (excluding long-term investments such as mutual funds or RRSP's);
- Gambling at Casinos out of province; and
- Any other forms of gambling.

[27] Respondents who have gambled in the past 12 months are referred to as gamblers. Respondents who have not gambled in the past 12 months are referred to as non-gamblers.

Provincially, 77% of respondents have bet or spent money on at least one gambling activity over the past 12 months, a decrease of 7% since 2005. Based on a provincial adult population (ages 19+) of 399,926, this translates into 308,743 residents of Newfoundland and Labrador. Regionally, prevalence rates ranged from 72% in Central to 79% in Eastern. Compared to 2005, all regions have experienced a significant decrease in gambling rates, with the exception of Labrador-Grenfell, where the gambling rate has remained relatively stable (See Figure 1).

Figure 1: **Provincial and Regional Gambling Prevalence Rates in Newfoundland and Labrador**

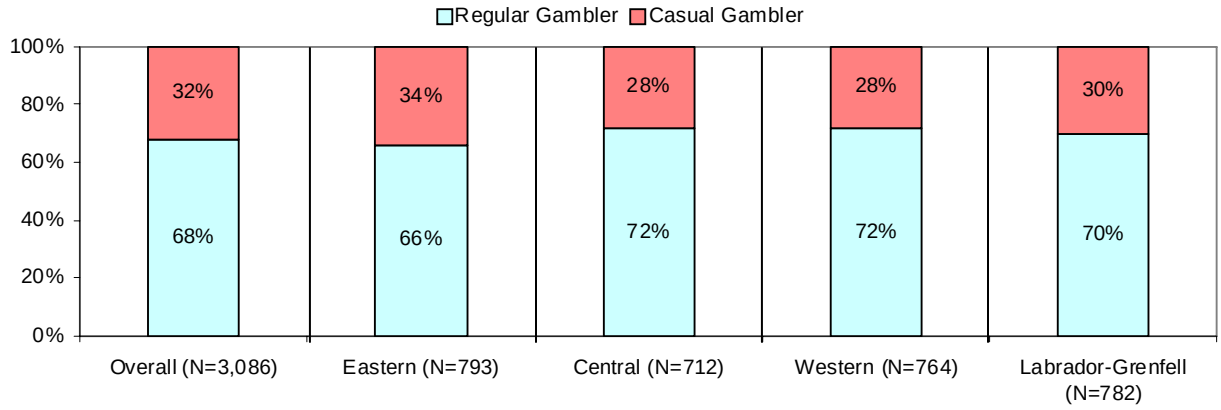


Those who have gambled at least once during the past 12 months were further categorized according to their frequency of play on the previously mentioned gambling activities:

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

As shown in Figure 2, just over two-thirds of gamblers (68%) were categorized as regular. Regionally, the percentage of regular gamblers ranged from 66% in Eastern to 72% in Central and Western.

Figure 2: **Frequency of Play Among Gamblers***



* Due to a lack of information provided, five gamblers could not be categorized as regular or casual.

3.1.2 Provincial Comparisons

As previously stated, 77% of respondents have participated in some form of gambling over the past 12 months. Though slightly lower than what has been found in other studies, this percentage is in line with prevalence rates from other provinces, where gambling rates range from 63% in Ontario to 87% in Nova Scotia and Saskatchewan (See Table 2). However, given the wide variation in publication dates for these studies (ranging from 2001 to 2009), findings should be interpreted with caution.

Table 2: Gambling Prevalence Rates Across Canada

	Non-Gambler	***Gambler***
Newfoundland and Labrador (2009)	***22.8%***	***77.2%***
Nova Scotia *(Focal Research, 2008)*	13.0%	87.0%
New Brunswick *(Focal Research, 2001)*	19.0%	81.0%
Prince Edward Island *(Doiron, 2006)*	18.1%	81.9%
Quebec *(Ladouceur, Jacques Chevalier, Sevigny, & Hamel, 2005)*	19.0%	81.0%
Ontario *(Wiebe, Mun, & Kauffman, 2006)*	36.6%	63.4%
Manitoba *(Lemaire, MacKay, & Patton, 2008)*	14.4%	85.6%
Saskatchewan *(Wynne, 2002)*	13.4%	86.6%
Alberta *(Smith & Wynne, 2002)*	18.0%	82.0%
British Columbia *(Ipsos Reid & Gemini Research, 2008)*	27.1%	72.9%

3.1.3 Demographic Profile of Gamblers and Non-Gamblers

Profiles of gamblers and non-gamblers are presented in Table 3. Gamblers were equally likely to be male (47%) or female (53%). Almost one-half (44%) were between the ages of 35 and 54. The majority were married (60%) and had completed at least some post-secondary education (69%). Just over one-half of gamblers (56%) were employed, while a notable percentage (22%) were retired. Approximately one-half of annual household incomes (49%) were in the $20,001 to $60,000 range. These characteristics are generally representative of the overall provincial population and similar to 2005 findings.

Similar to gamblers, non-gamblers were equally likely to be male or female and were relatively similar in terms of marital status. However, non-gamblers tended to be older, with non-gamblers twice as likely as gamblers to be 65 years of age or older (30% and 15%, respectively). These groups also differed in terms of education and income, with non-gamblers more likely than gamblers to have lower education levels (high school or less than high school education - 44% and 31%, respectively) and lower annual household incomes ($20,000 or less - 20% and 10%, respectively). Furthermore, non-gamblers were less likely than gamblers to be employed (38% and 56%, respectively) and more likely to be retired (37% and 22%, respectively). These characteristics are generally similar to those found in the 2005 study, however, the majority of non-gamblers in 2005 were female.

Table 3: Demographic Profile of Gamblers and Non-Gamblers

	Gamblers	*Non-Gamblers*	*Overall Province*
Gender	***(N=3,091)***	***(N=911)***	***(N=4,002)***
Male	47.2%	49.6%	47.7%
Female	52.8%	50.4%	52.3%
Age	***(N=3,091)***	***(N=911)***	***(N=4,002)***
19-24	8.4%	5.6%	7.8%
25-34	15.8%	11.2%	14.8%
35-44	21.5%	14.3%	19.9%
45-54	22.4%	18.7%	21.5%
55-64	17.2%	20.3%	17.9%
65+	14.6%	29.9%	18.1%
Marital Status	***(N=3,091)***	***(N=911)***	***(N=4,002)***
Married	59.6%	59.1%	59.5%
Common law/ living with partner	11.8%	6.1%	10.5%
Single	16.0%	13.1%	15.3%
Widowed	4.4%	13.2%	6.4%
Divorced or separated	8.0%	7.2%	7.8%
Refused	0.2%	1.4%	0.5%
Education	***(N=3,091)***	***(N=911)***	***(N=4,002)***
Some high school/ junior high or less	11.1%	22.9%	13.8%
Completed high school	19.9%	21.1%	20.2%
Some post-secondary	15.9%	13.1%	15.2%
Completed post-secondary	40.2%	30.6%	38.0%
Completed post-graduate education	12.7%	10.1%	12.1%
Don't know/Refused	0.2%	2.2%	0.7%
Employment Status	***(N=3,091)***	***(N=911)***	***(N=4,002)***
Employed full-time	44.8%	29.3%	41.3%
Employed part-time	10.8%	9.0%	10.4%
Unemployed	11.5%	14.6%	12.2%
Student	3.9%	1.4%	3.4%
Retired	22.1%	36.6%	25.4%
Homemaker	6.2%	8.0%	6.6%
Don't know/Refused	0.7%	1.1%	0.8%
Annual Household Income*	***(N=2,605)***	***(N=706)***	***(N=3,311)***
$20,000 or less	9.7%	20.4%	12.0%
$20,001 to $40,000	27.5%	36.6%	29.4%
$40,001 to $60,000	21.4%	18.0%	20.6%
$60,001 to $80,000	14.7%	9.8%	13.7%
$80,001 to $100,000	11.0%	6.0%	9.9%
More than $100,000	15.7%	9.3%	14.3%

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

3.2 PREVALENCE RATES OF VARIOUS GAMBLING ACTIVITIES

Overall, gamblers have participated in an average of 2.5 activities over the past 12 months. This was also the average regionally (Eastern: 2.5 activities; Central: 2.4 activities; Western: 2.4 activities; Labrador-Grenfell: 2.6 activities).

Prevalence rates for the 17 gambling activities explored in this study are presented in Table 4. Provincially, lottery tickets were the most popular gambling activity played over the past 12 months (61%). Compared to 2005, the rates of past year play have dropped for many of the more common gambling activities, including lottery tickets, raffles or fundraising tickets, scratch tickets, pull tabs, bingo, and VLTs.

Regionally, the purchase of lottery tickets were also most popular, ranging from 60% in Central to 65% in Western. Other popular past year gambling activities included raffles or fundraising tickets, scratch tickets, and pull tabs. There were some differences, however, between the regions in terms of past year play. For example, raffle or fundraising ticket purchase was higher in Labrador-Grenfell (50%) compared to all other regions and the provincial result. Conversely, poker (7%) and VLT (5%) play were lower in Central compared to all other regions as well as the provincial result.

Table 4: Prevalence Rates for Various Gambling Activities*

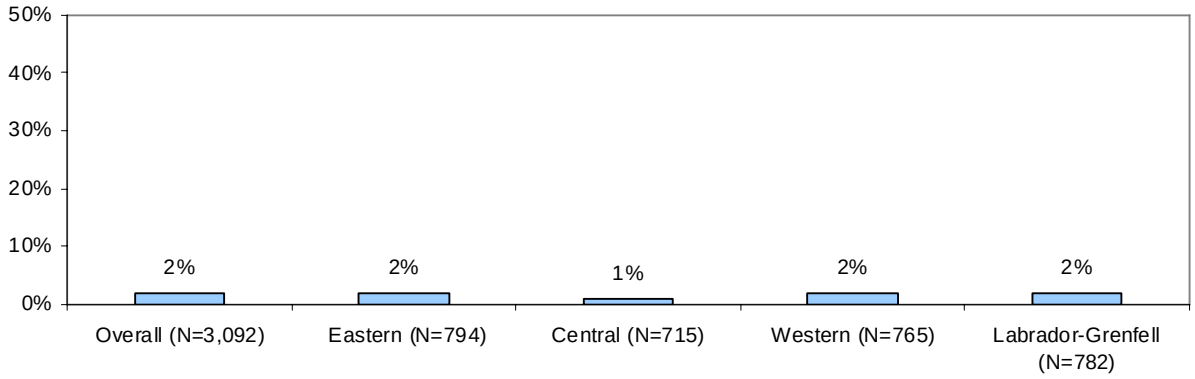
	Overall		*Eastern*		*Central*		*Western*		*Labrador-Grenfell*	
	2009 (N=4,002)	*2005 (N=2,596)*	*2009 (N=1,002)*	*2005 (N=659)*	*2009 (N=1,000)*	*2005 (N=644)*	*2009 (N=1,000)*	*2005 (N=655)*	*2009 (N=1,000)*	*2005 (N=638)*
Lottery tickets	**61.3%**	72.1%	**61.2%**	73.3%	**59.5%**	65.7%	**64.6%**	76.6%	**60.3%**	69.7%
Raffles or fundraising tickets	**39.4%**	45.2%	**39.8%**	46.7%	**36.9%**	41.6%	**36.6%**	42.7%	**49.9%**	48.9%
Scratch tickets	**28.0%**	35.5%	**30.2%**	36.6%	**24.2%**	31.7%	**25.1%**	37.3%	**25.8%**	33.2%
Breakopen, Pull Tab or Nevada Strips	**19.1%**	25.4%	**20.0%**	24.9%	**19.1%**	26.2%	**16.8%**	26.0%	**17.4%**	25.4%
Poker (excluding Internet poker)	**10.6%**	11.0%	**12.0%**	12.4%	**7.1%**	8.9%	**9.6%**	7.9%	**11.3%**	12.2%
Bingo	**8.7%**	11.0%	**8.3%**	10.6%	**8.8%**	10.4%	**9.4%**	12.2%	**10.6%**	12.4%
Video Lottery Terminals	**8.2%**	11.4%	**9.1%**	12.4%	**4.9%**	9.2%	**8.2%**	9.8%	**9.5%**	12.5%
Cards or board games (excluding poker)	**6.5%**	5.9%	**7.3%**	5.8%	**4.9%**	4.2%	**6.0%**	7.8%	**5.9%**	7.2%
Gambling at Casino's out of province	**4.8%**	5.0%	**6.0%**	6.2%	**2.2%**	3.0%	**4.2%**	4.1%	**4.1%**	3.6%
Sports pools/ outcome of sporting events	**4.0%**	3.4%	**4.4%**	3.9%	**3.6%**	2.6%	**2.5%**	2.1%	**5.0%**	4.4%
Games of skill such as pool, bowling, golf or darts	**3.3%**	3.8%	**3.8%**	4.7%	**2.2%**	1.7%	**3.1%**	2.9%	**2.6%**	4.2%
Pro-Line, Game Day or Over/Under	**2.4%**	3.3%	**2.9%**	3.8%	**1.4%**	2.0%	**2.0%**	3.1%	**2.3%**	2.8%
Internet poker	**1.5%**	-	**1.7%**	-	**0.8%**	-	**1.5%**	-	**1.6%**	-
Short term speculative stock or commodity purchases	**1.2%**	1.6%	**1.4%**	1.8%	**1.0%**	1.4%	**1.0%**	<1%	**1.1%**	1.9%
Arcade or video games	**0.9%**	1.0%	**1.2%**	1.4%	**0.4%**	<1%	**0.6%**	<1%	**1.0%**	<1%
Horse races	**0.4%**	<1%	**0.5%**	<1%	**0.2%**	-	**0.2%**	<1%	**0.2%**	<1%
Gambling on the Internet (excluding poker)	**0.4%**	<1%	**0.5%**	<1%	**0.1%**	-	**0.2%**	-	**0.2%**	<1%
Any other forms of gambling	**0.4%**	<1%	**0.1%**	-	**0.1%**	<1%	**-**	-	**0.1%**	-

**Multiple responses allowed.*

In recent years, the Atlantic Lottery Corporation (ALC) has introduced an online gambling website called PlaySphere, where lottery products can be purchased online. In addition, PlaySphere offers other gambling activities for its members, including iBingo, Pick n' Click, and Hold 'em Poker. PlaySphere users must register for an account, add money to their account, and be verified that they are an age of majority resident of Atlantic Canada. Those who had participated in at least one of the previously mentioned gambling activities in the past 12 months were asked about use of the PlaySphere website.

Overall, only a very small minority of gamblers (2%) reported being current members of PlaySphere at the time of the survey.

Figure 3: PlaySphere Membership



3.3 GAMBLING ACTIVITY PROFILES

Presented in the following section is a player profile of many common gambling activities in which respondents participated over the past 12 months. Where sample sizes permit, player profiles by activity are also presented for each of the four regions.

3.3.1 Profile of Lottery Ticket Players (N=2,455)

Overall, lottery tickets were the most popular gambling activity among respondents, with 61% having played at least once in the past 12 months, a decrease of 11% since 2005. In terms of demographics (See Table 5), lottery ticket players were equally likely to be male (49%) or female (51%). By age, lottery ticket players were slightly skewed towards the 35 to 64 age category (65%).

Generally, the majority of lottery ticket players were married (63%). This finding was similar across all regions and in Central, an even higher percentage of players were married (70%). Seventy percent of players had completed at least some post-secondary education, and almost one-half (48%) had annual household incomes of $20,001 to $60,000.

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

Table 5: Demographic Profile of Lottery Ticket Players*

	Overall	*Eastern*	*Central*	*Western*	*Labrador-Grenfell*
Gender	***(N=2,455)***	*(N=613)*	*(N=595)*	*(N=646)*	*(N=603)*
Male	**48.7%**	48.6%	47.6%	48.5%	53.4%
Female	**51.3%**	51.4%	52.4%	51.5%	46.6%
Age	***(N=2,455)***	*(N=613)*	*(N=595)*	*(N=646)*	*(N=603)*
19-24	**5.5%**	5.4%	4.4%	6.3%	7.6%
25-34	**14.6%**	15.5%	13.3%	12.4%	15.8%
35-44	**23.2%**	23.7%	23.2%	20.6%	25.5%
45-54	**24.8%**	24.6%	23.9%	25.7%	26.0%
55-64	**17.3%**	16.8%	18.5%	18.6%	15.3%
65+	**14.7%**	14.0%	16.8%	16.4%	9.8%
Marital Status	***(N=2,455)***	*(N=613)*	*(N=595)*	*(N=646)*	*(N=603)*
Married	**63.0%**	60.0%	70.3%	65.3%	62.4%
Common law/ living with partner	**11.9%**	12.6%	9.6%	10.8%	15.4%
Single	**12.8%**	14.2%	8.6%	13.3%	11.6%
Widowed	**3.8%**	3.6%	3.7%	4.5%	4.1%
Divorced or separated	**8.2%**	9.5%	7.6%	5.7%	6.0%
Refused	**0.2%**	0.2%	0.3%	0.3%	0.5%
Education	***(N=2,455)***	*(N=613)*	*(N=595)*	*(N=646)*	*(N=603)*
Some high school/ junior high or less	**10.2%**	6.4%	17.0%	15.3%	12.4%
Completed high school	**19.9%**	17.9%	22.5%	23.2%	21.2%
Some post-secondary	**15.1%**	17.1%	12.9%	12.1%	10.6%
Completed post-secondary	**42.1%**	43.2%	39.0%	39.8%	46.6%
Completed post-graduate education	**12.4%**	15.2%	8.2%	9.0%	8.3%
Don't know/Refused	**0.3%**	0.2%	0.4%	0.6%	0.8%
Annual Household Income*	***(N=2,074)***	*(N=514)*	*(N=507)*	*(N=545)*	*(N=534)*
$20,000 or less	**8.1%**	7.4%	9.1%	10.6%	5.6%
$20,001 to $40,000	**26.6%**	25.4%	29.6%	27.9%	24.6%
$40,001 to $60,000	**21.8%**	21.4%	23.5%	22.4%	19.4%
$60,001 to $80,000	**15.1%**	15.4%	14.0%	15.6%	15.6%
$80,001 to $100,000	**11.8%**	12.3%	11.5%	10.1%	13.5%
More than $100,000	**16.5%**	18.1%	12.4%	13.4%	21.3%

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

On a typical occasion, lottery ticket players reported spending an average of $6.00, winning an average of $6.69, and losing an average of $5.71. These amounts are generally similar to the amounts reported in 2005 (See Table 6).

Regionally, amounts spent, won and lost on a typical occasion were generally similar to the amounts reported provincially.

Table 6: Money Spent On Lottery Tickets on a Typical Occasion*

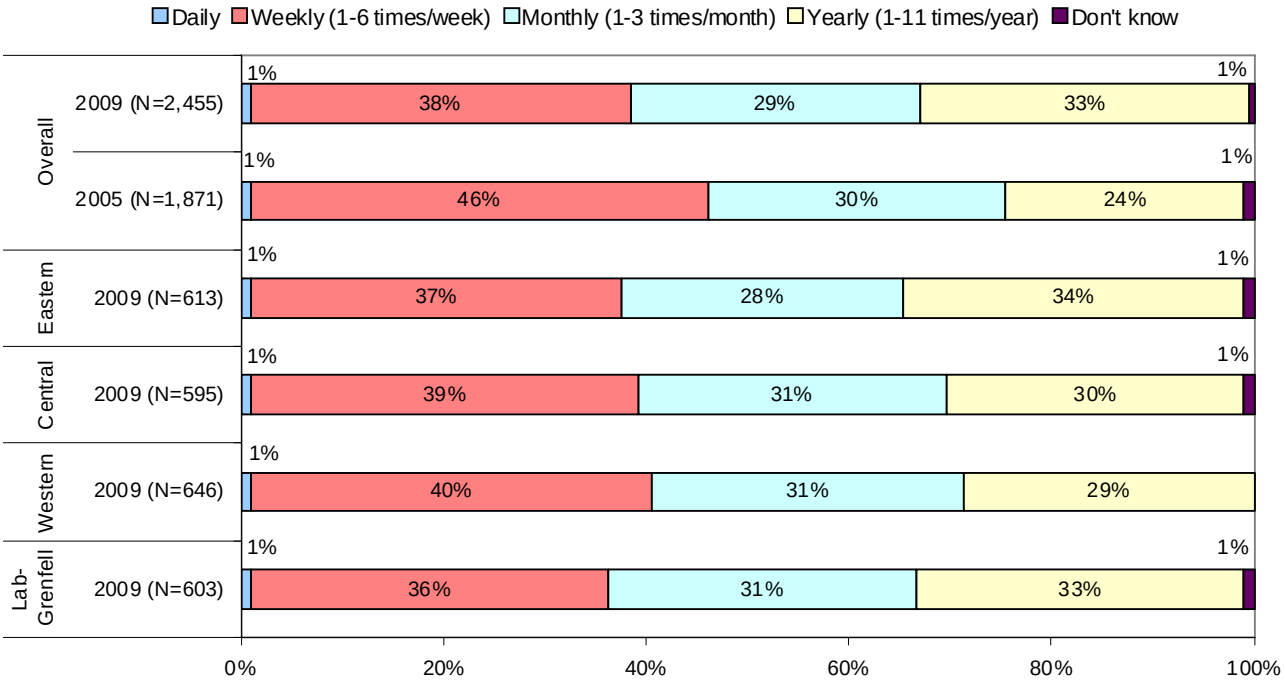
		Amount Spent			*Amount Won*			*Amount Lost*		
		Mean	*Median*	*Range*	*Mean*	*Median*	*Range*	*Mean*	*Median*	*Range*
Overall	**2009 (N=2,455)**	**$6.00**	**$5.00**	**$1-$100**	**$6.69**	**$0.00**	**$0-$22,000**	**$5.71**	**$5.00**	**$0-$520**
	2005 (N=1,871)	$6.00	-	$1-$200	$3.00	-	$0-$14,000	$6.00	-	$0-$3,000
Eastern	2009 (N=613)	$5.99	$5.00	$2-$100	$7.88	$0.00	$0-$1,000	$5.78	$5.00	$0-$400
Central	2009 (N=595)	$5.81	$5.00	$1-$100	$5.69	$0.00	$0-$22,000	$5.46	$5.00	$0-$80
Western	2009 (N=646)	$5.83	$5.00	$1-$80	$3.67	$0.00	$0-$5,500	$5.42	$5.00	$0-$65
Labrador -Grenfell	2009 (N=603)	$7.00	$5.00	$1-$100	$6.70	$0.00	$0-$2,000	$6.51	$5.00	$0-$520

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

Just over one-third of lottery ticket players play on a weekly basis (38%), while 29% play monthly, and 33% play yearly. Compared to 2005, weekly play has decreased slightly, while yearly play has increased slightly (See Figure 4).

Regionally, frequency of play was similar to the provincial findings.

Figure 4: Frequency of Play for Lottery Ticket Players



Consistent with 2005, it is estimated that approximately 2.4% of lottery ticket players are moderate-risk gamblers, while 0.7% are problem gamblers (3.1% combined). These prevalence rates are generally similar to the moderate-risk and problem gambling rates found provincially (2.4% combined; 1.7% and 0.7%, respectively; *See Section 4.0 for a more detailed explanation*).

Furthermore, moderate-risk and problem gambling rates among lottery ticket players in each region were similar to the overall regional rates.

Table 7: Moderate-Risk and Problem Gambling Prevalence Rates for Lottery Ticket Players*

		Moderate-Risk Gamblers	*Problem Gamblers*	*Combined Rate*
Overall	**Lottery Ticket Players (N=2,450)**	**2.4%**	**0.7%**	**3.1%**
	Province (N=3,995)	1.7%	0.7%	2.4%
Eastern	**Lottery Ticket Players (N=613)**	**2.4%**	**0.7%**	**3.1%**
	Region (N=1,002)	1.7%	0.8%	2.5%
Central	**Lottery Ticket Players (N=592)**	**1.7%**	**-**	**1.7%**
	Region (N=995)	1.1%	0.1%	1.2%
Western	**Lottery Ticket Players (N=643)**	**3.0%**	**1.2%**	**4.2%**
	Region (N=996)	2.3%	1.0%	3.3%
Labrador-Grenfell	**Lottery Ticket Players (N=600)**	**2.0%**	**1.7%**	**3.7%**
	Region (N=996)	1.5%	1.2%	2.7%

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

3.3.2 Profile of Pull Tab/Nevada Strip Players (N=765)

Overall, 19% of respondents played pull tabs at least once in the past 12 months, a decrease of 6% since 2005. In terms of demographics (See Table 8), the majority of pull-tab players were female (61%), though players in Labrador-Grenfell were equally likely to be male (49%) or female (51%). By age, pull-tab players were slightly skewed towards the 25 to 54 age category (64%).

Approximately one-half of pull-tab players were married (52%). Regionally, the majority of pull-tab players were married, except in Eastern, where almost one-half (47%) were married and 22% were single. The majority of players (62%) had completed at least some post-secondary education. This was also the result regionally, with the exception of Central where approximately one-half of pull-tab players had high school or less than high school education. Generally, annual household incomes among pull-tab players tended to fall in the $20,001 to $60,000 range (54%).

Table 8: Demographic Profile of Pull Tab/Nevada Strip Players*

	Overall	*Eastern*	*Central*	*Western*	*Labrador-Grenfell*
Gender	***(N=765)***	*(N=200)*	*(N=191)*	*(N=168)*	*(N=174)*
Male	**39.2%**	38.0%	38.2%	41.1%	48.9%
Female	**60.8%**	62.0%	61.8%	58.9%	51.1%
Age	***(N=765)***	*(N=200)*	*(N=191)*	*(N=168)*	*(N=174)*
19-24	**11.2%**	12.5%	6.3%	11.3%	13.2%
25-34	**17.9%**	19.5%	14.7%	14.9%	19.5%
35-44	**24.5%**	25.0%	22.5%	22.6%	29.9%
45-54	**21.4%**	18.5%	25.7%	26.8%	24.7%
55-64	**13.9%**	14.5%	15.7%	10.7%	9.8%
65+	**11.1%**	10.0%	15.2%	13.7%	2.9%
Marital Status	***(N=765)***	*(N=200)*	*(N=191)*	*(N=168)*	*(N=174)*
Married	**52.4%**	46.5%	67.0%	55.4%	58.6%
Common law/ living with partner	**16.3%**	17.5%	13.1%	14.3%	19.5%
Single	**18.9%**	22.0%	11.0%	17.9%	14.9%
Widowed	**3.6%**	3.0%	4.2%	6.5%	1.7%
Divorced or separated	**8.7%**	11.0%	4.7%	6.0%	5.2%
Refused	**-**	-	-	-	-
Education	***(N=765)***	*(N=200)*	*(N=191)*	*(N=168)*	*(N=174)*
Some high school/ junior high or less	**14.3%**	8.0%	29.3%	21.4%	14.4%
Completed high school	**23.4%**	24.0%	22.5%	20.8%	26.4%
Some post-secondary	**18.3%**	22.0%	13.1%	14.3%	7.5%
Completed post-secondary	**35.6%**	35.5%	30.4%	38.7%	45.4%
Completed post-graduate education	**8.2%**	10.5%	4.7%	4.2%	5.7%
Don't know/Refused	**0.1%**	-	-	0.6%	0.6%
Annual Household Income*	***(N=648)***	*(N=169)*	*(N=160)*	*(N=145)*	*(N=148)*
$20,000 or less	**12.3%**	11.2%	15.0%	16.6%	5.4%
$20,001 to $40,000	**32.2%**	30.8%	33.2%	38.7%	28.4%
$40,001 to $60,000	**21.4%**	22.5%	20.6%	17.9%	20.9%
$60,001 to $80,000	**12.2%**	12.4%	12.5%	7.6%	21.0%
$80,001 to $100,000	**8.7%**	8.9%	6.9%	9.6%	11.5%
More than $100,000	**13.0%**	14.2%	11.9%	9.7%	12.8%

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

On a typical occasion, pull tab players reported spending an average of $3.73, winning an average of $9.27, and losing an average of $2.97. These amounts are generally similar to the amounts reported in 2005 (See Table 9).

Regionally, amounts spent, won and lost on a typical occasion were generally similar to the amounts reported provincially.

Table 9: Money Spent On Pull Tabs/Nevada Strips on a Typical Occasion*

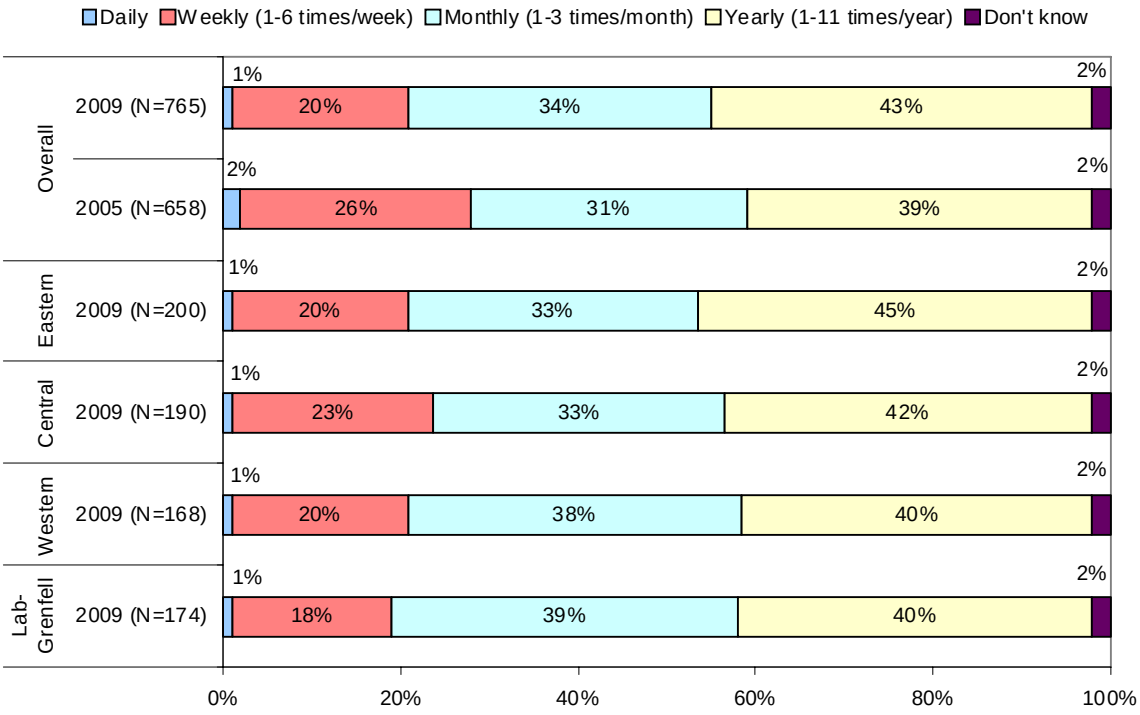
		Amount Spent			*Amount Won*			*Amount Lost*		
		Mean	*Median*	*Range*	*Mean*	*Median*	*Range*	*Mean*	*Median*	*Range*
Overall	**2009 (N=765)**	**$3.73**	**$2.00**	**$.50-$200**	**$9.27**	**$0.00**	**$0-$500**	**$2.97**	**$2.00**	**$0-$100**
	2005 (N=658)	$3.00	-	$1-$50	$12.00	-	$0-$100,000	$3.00	-	$0-$180
Eastern	2009 (N=200)	$3.63	$2.00	$.50-$99	$10.50	$0.00	$0-$500	$2.83	$2.00	$0-$100
Central	2009 (N=190)	$4.21	$2.00	$1-$35	$6.86	$0.00	$0-$500	$3.27	$2.00	$0-$34
Western	2009 (N=168)	$3.43	$2.00	$.50-$200	$8.83	$0.00	$0-$100	$2.95	$2.00	$0-$100
Labrador -Grenfell	2009 (N=174)	$3.96	$2.00	$1-$60	$7.01	$0.00	$0-$250	$3.39	$2.00	$0-$60

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

Almost one-half of pull-tab players play on a yearly basis (43%), while 34% play monthly, and 20% play weekly. Compared to 2005, weekly play has decreased by six percentage points (See Figure 5).

Regionally, frequency of play was similar to the provincial findings.

Figure 5: Frequency of Play for Pull Tab/Nevada Strip Players



Generally similar to 2005, it is estimated that approximately 5.0% of pull-tab players are moderate-risk gamblers, while 2.4% are problem gamblers (7.4% combined). These prevalence rates are significantly higher than the moderate-risk and problem gambling rates found provincially (2.4% combined; 1.7% and 0.7%, respectively; *See Section 4.0 for a more detailed explanation*).

Regionally, moderate-risk gambling rates among pull-tab players in Eastern, Central and Western were significantly higher than regional moderate-risk rates, while the problem gambling rate among pull-tab players in Eastern, Western and Labrador-Grenfell were significantly higher than the regional rates. Furthermore, the combined moderate-risk and problem gambling rates for pull-tab players in each region were significantly higher than the overall combined regional rates.

Table 10: Moderate-Risk and Problem Gambling Prevalence Rates for Pull Tab/Nevada Strip Players*

		Moderate-Risk Gamblers	*Problem Gamblers*	*Combined Rate*
Overall	**Pull Tab/Nevada Strip Players (N=762)**	**5.0%**	**2.4%**	**7.4%**
	Province (N=3,995)	1.7%	0.7%	2.4%
Eastern	**Pull Tab/Nevada Strip Players (N=200)**	**5.0%**	**2.5%**	**9.5%**
	Region (N=1,002)	1.7%	0.8%	2.5%
Central	**Pull Tab/Nevada Strip Players (N=189)**	**3.2%**	**-**	**3.2%**
	Region (N=995)	1.1%	0.1%	1.2%
Western	**Pull Tab/Nevada Strip (N=166)**	**8.4%**	**4.8%**	**13.2%**
	Region (N=996)	2.3%	1.0%	3.3%
Labrador-Grenfell	**Pull Tab/Nevada Strip (N=173)**	**3.5%**	**4.0%**	**7.5%**
	Region (N=996)	1.5%	1.2%	2.7%

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

3.3.3 Profile of Scratch Ticket Players (N=1,119)

Overall, 28% of respondents played scratch tickets at least once in the past 12 months, a decrease of 8% since 2005. In terms of demographics (See Table 11), the majority of scratch ticket players were female (65%), though players in Labrador-Grenfell were fairly evenly split between males (47%) and females (53%). Overall, scratch ticket players were most often between the ages of 25 and 54 (62%), however, Central and Western players tended to be a little older.

Approximately one-half of scratch ticket players were married (53%). The majority of players (68%) had completed at least some post-secondary education. This was also the result regionally, with the exception of Central and Western, where almost one-half of scratch ticket players had high school or less than high school education. Annual household incomes among scratch ticket players most often fell within the $20,001 to $60,000 range (51%). However, in Labrador-Grenfell, incomes among scratch ticket players tended to be more evenly distributed.

Table 11: Demographic Profile of Scratch Ticket Players*

	Overall	*Eastern*	*Central*	*Western*	*Labrador-Grenfell*
Gender	***(N=1,119)***	*(N=303)*	*(N=242)*	*(N=251)*	*(N=258)*
Male	**34.8%**	33.3%	36.4%	33.9%	47.3%
Female	**65.2%**	66.7%	63.6%	66.1%	52.7%
Age	***(N=1,119)***	*(N=303)*	*(N=242)*	*(N=251)*	*(N=258)*
19-24	**11.8%**	11.9%	9.9%	12.4%	14.3%
25-34	**20.7%**	24.4%	11.6%	13.1%	24.4%
35-44	**20.1%**	21.1%	17.4%	17.9%	21.3%
45-54	**20.7%**	18.5%	25.2%	25.1%	20.5%
55-64	**16.4%**	15.8%	21.5%	14.3%	12.8%
65+	**10.4%**	8.3%	14.5%	17.1%	6.6%
Marital Status	***(N=1,119)***	*(N=303)*	*(N=242)*	*(N=251)*	*(N=258)*
Married	**53.1%**	48.2%	70.2%	54.6%	53.9%
Common law/ living with partner	**15.6%**	16.8%	11.6%	12.7%	20.9%
Single	**17.2%**	19.1%	9.9%	17.5%	15.5%
Widowed	**5.0%**	5.0%	2.5%	8.4%	4.7%
Divorced or separated	**9.0%**	10.9%	5.8%	6.4%	4.7%
Refused	**0.1%**	-	-	0.4%	0.4%
Education	***(N=1,119)***	*(N=303)*	*(N=242)*	*(N=251)*	*(N=258)*
Some high school/ junior high or less	**10.7%**	5.3%	21.1%	21.5%	13.2%
Completed high school	**21.3%**	20.5%	23.6%	23.5%	18.6%
Some post-secondary	**17.0%**	19.1%	15.7%	12.7%	8.5%
Completed post-secondary	**41.4%**	44.4%	32.2%	35.1%	51.2%
Completed post-graduate education	**9.4%**	10.9%	7.4%	6.0%	7.4%
Don't know/Refused	**0.2%**	-	-	1.2%	1.2%
Annual Household Income*	***(N=933)***	*(N=250)*	*(N=206)*	*(N=209)*	*(N=227)*
$20,000 or less	**11.9%**	10.8%	12.1%	18.7%	7.5%
$20,001 to $40,000	**29.4%**	30.0%	31.6%	29.6%	18.1%
$40,001 to $60,000	**21.7%**	22.0%	22.4%	21.5%	17.2%
$60,001 to $80,000	**14.1%**	14.0%	13.6%	13.4%	17.6%
$80,001 to $100,000	**9.4%**	8.8%	9.7%	7.7%	16.8%
More than $100,000	**13.6%**	14.4%	10.7%	9.1%	22.9%

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

On a typical occasion, scratch ticket players reported spending an average of $4.50, winning an average of $4.89, and losing an average of $3.57. These amounts are generally similar to the amounts reported in 2005 (See Table 12).

Regionally, amounts spent, won and lost on a typical occasion were generally similar to the amounts reported provincially.

Table 12: Money Spent On Scratch Tickets on a Typical Occasion*

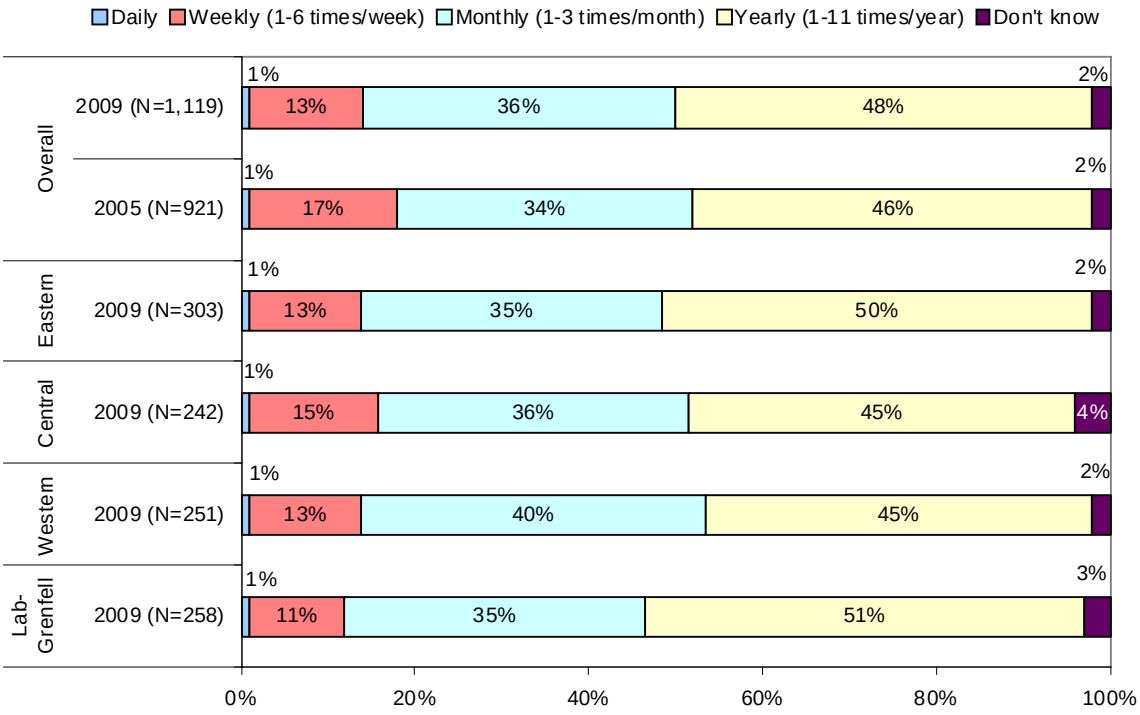
		Amount Spent			Amount Won			Amount Lost		
		Mean	Median	Range	Mean	Median	Range	Mean	Median	Range
Overall	**2009 (N=1,119)**	**$4.50**	**$4.00**	**$1-$100**	**$4.89**	**$2.00**	**$0-$700**	**$3.57**	**$2.00**	**$0-$130**
	2005 (N=921)	$4.00	-	$1-$400	$4.00	-	$0-$10,000	$3.00	-	$0-$50
Eastern	2009 (N=303)	$4.42	$4.00	$1-$40	$5.07	$2.00	$0-$700	$3.67	$2.00	$0-$30
Central	2009 (N=242)	$4.46	$4.00	$1-$100	$3.86	$2.00	$0-$500	$3.35	$2.00	$0-$130
Western	2009 (N=251)	$4.19	$4.00	$2-$30	$4.51	$2.00	$0-$500	$3.13	$2.00	$0-$50
Labrador -Grenfell	2009 (N=258)	$6.09	$5.00	$1-$100	$6.55	$2.00	$0-$100	$4.12	$3.00	$0-$100

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

Almost one-half of scratch ticket players play on a yearly basis (48%), while 36% play monthly, and 13% play weekly. Frequency of play was generally similar to what was found in 2005 (See Figure 6).

Regionally, frequency of play was similar to the provincial findings.

Figure 6: Frequency of Play for Scratch Ticket Players



Generally similar to 2005, it is estimated that approximately 3.4% of scratch ticket players are moderate-risk gamblers, while 1.1% are problem gamblers (4.5% combined). This combined rate is significantly higher than the combined rate found provincially (2.4% combined; 1.7% and 0.7%, respectively; *See Section 4.0 for a more detailed explanation*).

Regionally, moderate-risk and problem gambling rates among scratch ticket players in Western and Labrador-Grenfell were significantly higher than the corresponding overall regional rates. Furthermore, the combined moderate-risk and problem gambling rates for scratch ticket players in these regions were significantly higher than corresponding combined regional rates.

Table 13: Moderate-Risk and Problem Gambling Prevalence Rates for Scratch Ticket Players*

		Moderate-Risk Gamblers	*Problem Gamblers*	*Combined Rate*
Overall	**Scratch Ticket Players (N=1,116)**	**3.4%**	**1.1%**	**4.5%**
	Province (N=3,995)	1.7%	0.7%	2.4%
Eastern	**Scratch Ticket Players (N=303)**	**3.0%**	**0.7%**	**3.7%**
	Region (N=1,002)	1.7%	0.8%	2.5%
Central	**Scratch Ticket Players (N=241)**	**2.5%**	**-**	**2.5%**
	Region (N=995)	1.1%	0.1%	1.2%
Western	**Scratch Ticket Players (N=248)**	**6.0%**	**3.2%**	**9.2%**
	Region (N=996)	2.3%	1.0%	3.3%
Labrador-Grenfell	**Scratch Ticket Players (N=257)**	**3.5%**	**3.9%**	**7.4%**
	Region (N=996)	1.5%	1.2%	2.7%

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

3.3.4 Profile of Raffle/Fundraising Ticket Purchasers (N=1,579)

Overall, 39% of respondents purchased raffle or fundraising tickets at least once in the past 12 months, a decrease of 6% since 2005. In terms of demographics (See Table 14), raffle ticket purchasers were slightly skewed toward females (58%), though purchasers in Labrador-Grenfell were fairly evenly split between males (49%) and females (51%). By age, raffle ticket purchasers were most often between the ages of 25 and 54 (63%).

Generally, the majority of raffle ticket purchasers were married (62%). Approximately three-quarters of purchasers (76%) had completed at least some post-secondary education. Most commonly, annual household incomes ranged from $20,001 to $60,000 (45%), however a notable percentage of purchasers had incomes of more than $100,000 (20%).

Table 14: Demographic Profile of Raffle/Fundraising Ticket Purchasers*

	Overall	*Eastern*	*Central*	*Western*	*Labrador-Grenfell*
Gender	***(N=1,579)***	*(N=399)*	*(N=369)*	*(N=366)*	*(N=499)*
Male	**42.5%**	41.1%	43.6%	43.2%	48.7%
Female	**57.5%**	58.9%	56.4%	56.8%	51.3%
Age	***(N=1,579)***	*(N=399)*	*(N=369)*	*(N=366)*	*(N=499)*
19-24	**8.2%**	8.8%	4.9%	8.5%	10.8%
25-34	**19.3%**	20.8%	17.3%	14.2%	21.4%
35-44	**23.4%**	22.3%	27.4%	23.0%	23.6%
45-54	**20.7%**	18.5%	23.0%	23.8%	24.8%
55-64	**16.8%**	17.5%	18.2%	14.8%	13.0%
65+	**11.6%**	12.0%	9.2%	15.8%	6.2%
Marital Status	***(N=1,579)***	*(N=399)*	*(N=369)*	*(N=366)*	*(N=499)*
Married	**61.7%**	58.1%	70.7%	65.6%	60.7%
Common law/ living with partner	**12.3%**	12.0%	11.7%	10.7%	18.2%
Single	**14.2%**	16.3%	8.4%	13.9%	12.6%
Widowed	**3.7%**	4.0%	3.0%	3.6%	3.4%
Divorced or separated	**8.0%**	9.5%	6.2%	6.3%	4.8%
Refused	**-**	-	-	-	0.2%
Education	***(N=1,579)***	*(N=399)*	*(N=369)*	*(N=366)*	*(N=499)*
Some high school/ junior high or less	**6.8%**	5.3%	9.8%	9.3%	7.2%
Completed high school	**17.6%**	15.8%	20.6%	20.2%	18.8%
Some post-secondary	**15.4%**	17.0%	13.6%	14.5%	9.6%
Completed post-secondary	**44.4%**	43.4%	45.3%	42.3%	52.9%
Completed post-graduate education	**15.7%**	18.5%	10.8%	13.4%	10.4%
Don't know/Refused	**0.1%**	-	-	0.3%	1.0%
Annual Household Income*	***(N=1,356)***	*(N=340)*	*(N=320)*	*(N=313)*	*(N=445)*
$20,000 or less	**6.9%**	7.4%	5.3%	9.3%	3.4%
$20,001 to $40,000	**24.3%**	24.7%	25.3%	24.9%	18.5%
$40,001 to $60,000	**20.5%**	19.4%	23.4%	21.4%	20.0%
$60,001 to $80,000	**16.8%**	16.4%	17.6%	16.6%	17.6%
$80,001 to $100,000	**11.8%**	10.3%	14.7%	11.5%	16.4%
More than $100,000	**19.7%**	21.8%	13.8%	16.3%	24.3%

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

On a typical occasion, raffle ticket purchasers reported spending an average of $8.01, winning an average of $5.43, and losing an average of $7.79. The amounts spent and lost are generally similar to the amounts reported in 2005, however, the amount won is slightly higher (See Table 15).

Regionally, amounts spent, won and lost on a typical occasion were generally similar to the amounts reported provincially.

Table 15: Money Spent On Raffles/Fundraising Tickets on a Typical Occasion*

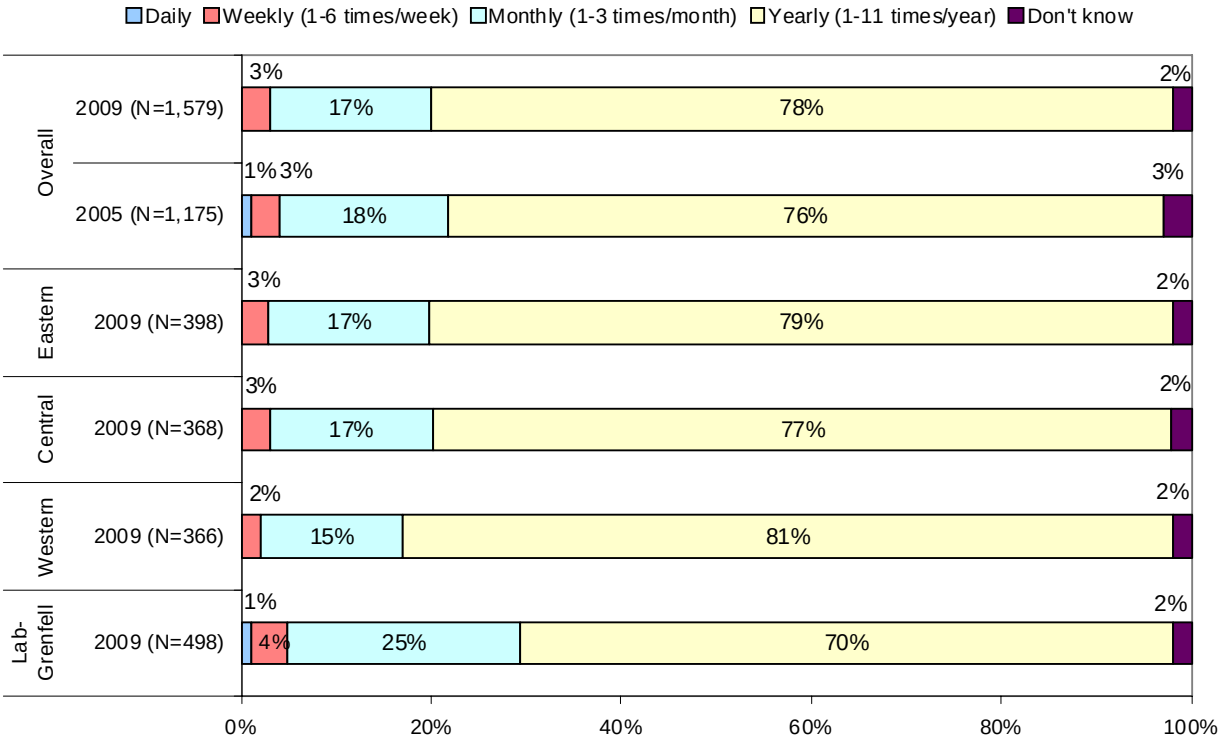
		Amount Spent			*Amount Won*			*Amount Lost*		
		Mean	*Median*	*Range*	*Mean*	*Median*	*Range*	*Mean*	*Median*	*Range*
Overall	**2009 (N=1,579)**	**$8.01**	**$5.00**	**$.50-$300**	**$5.43**	**$0.00**	**$0-$40,000**	**$7.79**	**$5.00**	**$0-$300**
	2005 (N=658)	$6.00	-	$1-$300	$1.00	-	$0-$1,600	$6.00	-	$0-$300
Eastern	2009 (N=398)	$8.89	$5.00	$1-$300	$3.63	$0.00	$0-$40,000	$8.57	$5.00	$0-$300
Central	2009 (N=368)	$6.90	$5.00	$.50-$250	$8.03	$0.00	$0-$5,200	$6.85	$5.00	$0-$120
Western	2009 (N=366)	$5.77	$5.00	$.50-$200	$8.47	$0.00	$0-$1,800	$5.69	$5.00	$0-$200
Labrador -Grenfell	2009 (N=498)	$8.22	$5.00	$1-$150	$6.96	$0.00	$0-$5,000	$8.06	$5.00	$0-$180

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

Over three-quarters of raffle ticket purchasers tend to purchase on a yearly basis (78%), while 17% play monthly, similar to findings from 2005 (See Figure 7).

Regionally, frequency of purchase was similar to the provincial findings.

Figure 7: Frequency of Purchase for Raffle/Fundraising Ticket Purchasers



Consistent with 2005, it is estimated that approximately 2.3% of raffle ticket purchasers are moderate-risk gamblers, while 0.9% are problem gamblers (3.2% combined). These prevalence rates are generally similar to the moderate-risk and problem gambling rate found provincially (2.4% combined; 1.7% and 0.7%, respectively; *See Section 4.0 for a more detailed explanation*).

Furthermore, moderate-risk and problem gambling rates among raffle ticket purchasers in each region were generally similar to the overall regional rates.

Table 16: Moderate-Risk and Problem Gambling Prevalence Rates for Raffle/Fundraising Ticket Purchasers*

		Moderate-Risk Gamblers	*Problem Gamblers*	*Combined Rate*
Overall	**Raffle/Fundraising Ticket Purchasers (N=1,576)**	**2.3%**	**0.9%**	**3.2%**
	Province (N=3,995)	1.7%	0.7%	2.4%
Eastern	**Raffle/Fundraising Ticket Purchasers (N=399)**	**2.0%**	**0.8%**	**2.8%**
	Region (N=1,002)	1.7%	0.8%	2.5%
Central	**Raffle/Fundraising Ticket Purchasers (N=368)**	**1.9%**	**0.3%**	**2.2%**
	Region (N=995)	1.1%	0.1%	1.2%
Western	**Raffle/Fundraising Ticket Purchasers (N=364)**	**4.1%**	**1.6%**	**5.7%**
	Region (N=996)	2.3%	1.0%	3.3%
Labrador-Grenfell	**Raffle/Fundraising Ticket Purchasers (N=498)**	**2.0%**	**1.8%**	**3.8%**
	Region (N=996)	1.5%	1.2%	2.7%

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

3.3.5 Profile of Bingo Players (N=349)

Overall, 9% of respondents played bingo at least once in the past 12 months, a decrease of 2% since 2005. In terms of demographics (See Table 17), the large majority of bingo players were female (83%). Most commonly, bingo players were most often between the ages of 35 and 54 (43%).

Just over one-half of bingo players were married (58%). Provincially, just over one-half of players (55%) had completed at least some post-secondary education. This was also the trend in Eastern, however, in Central, Western and Labrador-Grenfell, just over one-half of players had a high school or less than high school education. Annual household incomes among bingo players most often fell within the $20,001 to $60,000 range (59%).

Table 17: Demographic Profile of Bingo Players*

	Overall	*Eastern*	*Central*	*Western*	*Labrador-Grenfell*
Gender	***(N=349)***	*(N=83)*	*(N=88)*	*(N=94)*	*(N=106)*
Male	**17.1%**	16.9%	15.9%	18.1%	18.9%
Female	**82.9%**	83.1%	84.1%	81.9%	81.1%
Age	***(N=349)***	*(N=83)*	*(N=88)*	*(N=94)*	*(N=106)*
19-24	**9.9%**	10.8%	8.0%	10.6%	6.6%
25-34	**14.8%**	19.3%	8.0%	6.4%	17.9%
35-44	**23.3%**	22.9%	23.9%	23.4%	24.5%
45-54	**19.9%**	15.7%	23.9%	25.5%	27.4%
55-64	**17.5%**	18.1%	20.5%	14.9%	12.3%
65+	**14.6%**	13.3%	15.9%	19.1%	11.3%
Marital Status	***(N=349)***	*(N=83)*	*(N=88)*	*(N=94)*	*(N=106)*
Married	**58.3%**	55.4%	69.3%	56.4%	55.7%
Common law/ living with partner	**10.8%**	8.4%	12.5%	11.7%	17.9%
Single	**16.4%**	20.5%	6.8%	16.0%	12.3%
Widowed	**6.1%**	4.8%	3.4%	10.6%	11.3%
Divorced or separated	**8.4%**	10.8%	8.0%	4.3%	1.9%
Refused	**0.3%**	-	-	1.1%	0.9%
Education	***(N=349)***	*(N=83)*	*(N=88)*	*(N=94)*	*(N=106)*
Some high school/ junior high or less	**18.9%**	13.3%	22.7%	28.7%	27.4%
Completed high school	**25.9%**	22.9%	33.0%	24.5%	32.1%
Some post-secondary	**14.1%**	16.9%	12.5%	11.7%	4.7%
Completed post-secondary	**33.2%**	37.3%	26.1%	28.7%	31.1%
Completed post-graduate education	**7.6%**	9.6%	5.7%	5.3%	3.8%
Don't know/Refused	**0.3%**	-	-	1.1%	0.9%
Annual Household Income*	***(N=310)***	*(N=76)*	*(N=76)*	*(N=77)*	*(N=96)*
$20,000 or less	**14.4%**	13.2%	11.8%	22.1%	14.6%
$20,001 to $40,000	**38.3%**	32.9%	48.6%	44.2%	40.7%
$40,001 to $60,000	**20.4%**	23.7%	17.1%	14.3%	17.8%
$60,001 to $80,000	**11.8%**	14.4%	7.9%	7.8%	9.4%
$80,001 to $100,000	**5.6%**	3.9%	9.2%	5.2%	9.4%
More than $100,000	**9.5%**	11.8%	5.3%	6.5%	8.3%

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

On a typical occasion, bingo players reported spending an average of $18.18, winning an average of $23.58, and losing an average of $14.32. These amounts are generally similar to the amounts reported in 2005 (See Table 18).

Regionally, amounts spent, won and lost on a typical occasion were generally similar to the amounts reported provincially.

Table 18: Money Spent On Bingo on a Typical Occasion*

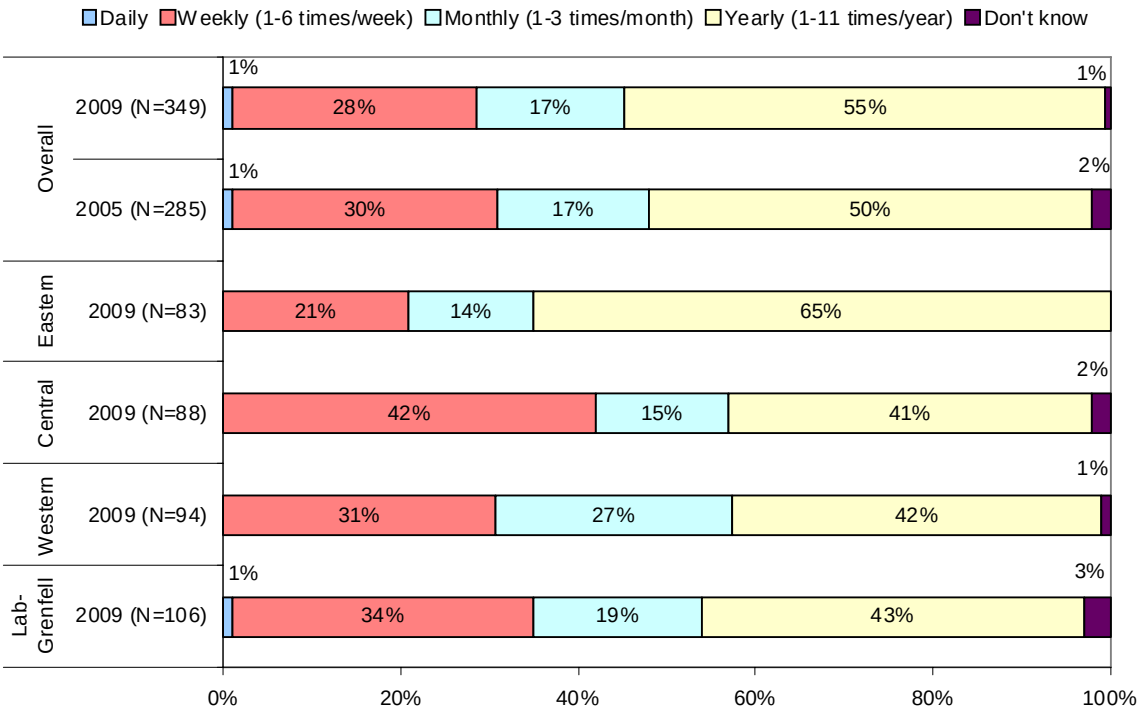
		Amount Spent			*Amount Won*			*Amount Lost*		
		Mean	***Median***	***Range***	***Mean***	***Median***	***Range***	***Mean***	***Median***	***Range***
Overall	**2009 (N=349)**	**$18.18**	**$20.00**	**$1-$380**	**$23.58**	**$0.00**	**$0-$1,000**	**$14.32**	**$10.00**	**$0-$300**
	2005 (N=285)	$20.00	-	$1-$200	$25.00	-	$0-$4,000	$13.00	-	$0-$100
Eastern	2009 (N=83)	$19.26	$20.00	$1-$40	$24.55	$0.00	$0-$700	$15.10	$10.00	$0-$200
Central	2009 (N=88)	$16.17	$15.00	$3-$100	$21.38	$0.00	$0-$900	$12.42	$8.00	$0-$100
Western	2009 (N=94)	$17.51	$20.00	$2.50-$100	$25.24	$0.00	$0-$1,000	$13.92	$12.50	$0-$300
Labrador -Grenfell	2009 (N=106)	$17.12	$15.00	$1-380	$19.32	$0.00	$0-$1,000	$14.54	$10.00	$0-$280

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

Just over one-half of bingo players play on a yearly basis (55%), while 17% play monthly, and 28% play weekly, generally similar to findings from 2005 (See Figure 8).

Frequency of play differed somewhat among the regions. For example, Eastern generally had a less frequent rate of play compared to all other regions, with weekly play lowest and yearly play highest among the regions.

Figure 8: Frequency of Play for Bingo Players



Generally similar to 2005, it is estimated that approximately 6.1% of bingo players are moderate-risk gamblers, while 2.2% are problem gamblers (8.3% combined). This combined rate is significantly higher than the combined rate found provincially (2.4% combined; 1.7% and 0.7%, respectively; *See Section 4.0 for a more detailed explanation*).

Regionally, moderate-risk gambling rates among bingo players in Eastern and Western were significantly higher than regional rates, while the problem gambling rate among bingo players in Labrador-Grenfell was significantly higher than the regional rate. Furthermore, the combined moderate-risk and problem gambling rates for bingo players in Eastern, Western and Labrador-Grenfell were significantly higher than corresponding combined regional rates.

Table 19: Moderate-Risk and Problem Gambling Prevalence Rates for Bingo Players*

		Moderate-Risk Gamblers	*Problem Gamblers*	*Combined Rate*
Overall	**Bingo Players (N=347)**	**6.1%**	**2.2%**	**8.3%**
	Province (N=3,995)	1.7%	0.7%	2.4%
Eastern	**Bingo Players (N=83)**	**7.2%**	**2.4%**	**9.6%**
	Region (N=1,002)	1.7%	0.8%	2.5%
Central	**Bingo Players (N=87)**	**3.4%**	**-**	**3.4%**
	Region (N=995)	1.1%	0.1%	1.2%
Western	**Bingo Players (N=93)**	**6.5%**	**3.2%**	**9.7%**
	Region (N=996)	2.3%	1.0%	3.3%
Labrador-Grenfell	**Bingo Players (N=104)**	**3.8%**	**3.8%**	**7.6%**
	Region (N=996)	1.5%	1.2%	2.7%

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

3.3.6 Profile of VLT Players (N=327)

Overall, 8% of respondents played VLTs at least once in the past 12 months, a decrease of 3% since 2005. In terms of demographics (See Table 20), VLT players were more likely to be male (58%) and the large majority (81%) were evenly distributed between the 19 to 54 age categories.

Forty percent of VLT players were married, while 30% were single. A similar trend was found in Eastern, Western and Labrador-Grenfell, however in Central, the majority of VLT players were married (57%). Furthermore, the majority of players (71%) had completed at least some post-secondary education. Most commonly, annual household incomes among VLT players fell within the $20,001 to $60,000 range (45%).

Table 20: Demographic Profile of VLT Players*

	Overall	*Eastern*	*Central*	*Western*	*Labrador-Grenfell*
Gender	***(N=327)***	*(N=91)*	*(N=49)*	*(N=82)*	*(N=95)*
Male	**57.9%**	53.8%	65.3%	63.4%	69.5%
Female	**42.1%**	46.2%	34.7%	36.6%	30.5%
Age	***(N=327)***	*(N=91)*	*(N=49)*	*(N=82)*	*(N=95)*
19-24	**20.8%**	22.0%	12.2%	23.2%	18.9%
25-34	**19.6%**	20.9%	14.3%	15.9%	24.2%
35-44	**18.7%**	18.7%	22.4%	13.4%	24.2%
45-54	**21.8%**	19.8%	28.6%	26.8%	18.9%
55-64	**12.7%**	12.1%	16.3%	13.4%	11.6%
65+	**6.3%**	6.6%	6.1%	7.3%	2.1%
Marital Status	***(N=327)***	*(N=91)*	*(N=49)*	*(N=82)*	*(N=95)*
Married	**39.6%**	35.2%	57.1%	42.7%	44.2%
Common law/ living with partner	**17.3%**	17.6%	12.2%	15.9%	15.9%
Single	**30.2%**	33.0%	14.3%	32.9%	32.9%
Widowed	**1.3%**	1.1%	2.0%	2.4%	2.4%
Divorced or separated	**11.5%**	13.2%	14.3%	6.1%	6.1%
Refused	**-**	-	-	-	-
Education	***(N=327)***	*(N=91)*	*(N=49)*	*(N=82)*	*(N=95)*
Some high school/ junior high or less	**8.7%**	6.6%	10.2%	13.4%	13.7%
Completed high school	**19.8%**	18.7%	24.5%	19.5%	22.1%
Some post-secondary	**25.7%**	29.7%	22.4%	19.5%	10.5%
Completed post-secondary	**38.8%**	38.5%	34.7%	39.0%	47.4%
Completed post-graduate education	**6.9%**	6.6%	8.2%	8.5%	4.2%
Don't know/Refused	**0.2%**	-	-	-	2.2%
Annual Household Income*	***(N=282)***	*(N=78)*	*(N=43)*	*(N=69)*	*(N=88)*
$20,000 or less	**11.5%**	12.8%	11.6%	10.1%	3.4%
$20,001 to $40,000	**22.7%**	20.5%	23.3%	29.0%	26.1%
$40,001 to $60,000	**22.0%**	23.0%	20.9%	20.3%	18.2%
$60,001 to $80,000	**15.1%**	15.3%	11.6%	13.0%	21.6%
$80,001 to $100,000	**9.9%**	10.3%	7.0%	11.6%	9.1%
More than $100,000	**18.8%**	17.9%	25.6%	15.9%	21.6%

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

On a typical occasion, VLT players reported spending an average of $44.59, winning an average of $41.56, and losing an average of $28.70. Compared to 2005, the amount spent on a typical occasion by VLT players has increased by nearly $10.00 (See Table 21).

Regionally, amounts spent, won and lost on a typical occasion were generally similar to the amounts reported provincially.

Table 21: Money Spent On VLTs on a Typical Occasion*

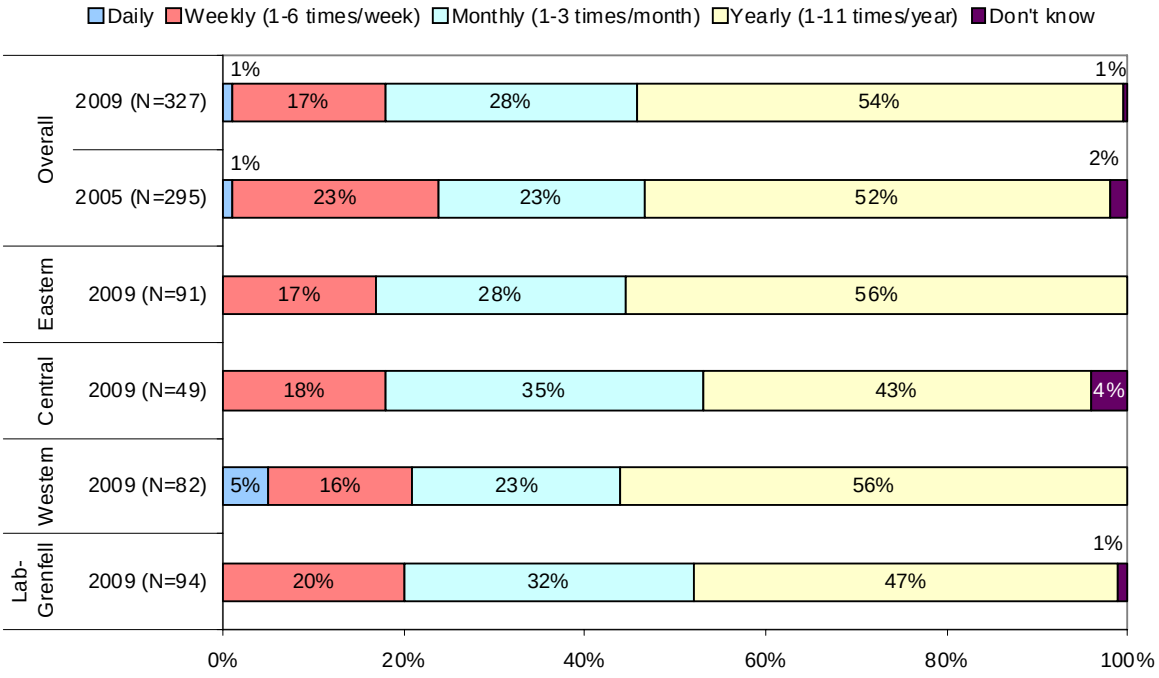
		Amount Spent			*Amount Won*			*Amount Lost*		
		Mean	***Median***	***Range***	***Mean***	***Median***	***Range***	***Mean***	***Median***	***Range***
Overall	**2009 (N=327)**	**$44.59**	**$20.00**	**$2-$22,000**	**$41.56**	**$10.00**	**$0-$1,000**	**$28.70**	**$15.00**	**$0-$2,000**
	2005 (N=295)	$36.00	-	$1-$8,000	$36.00	-	$0-$4,200	$28.00	-	$0-$4,800
Eastern	2009 (N=91)	$44.55	$20.00	$2-$22,000	$43.26	$10.00	$0-$1,000	$28.32	$10.00	$0-$2,000
Central	2009 (N=49)	$36.71	$20.00	$5-$200	$47.39	$10.00	$0-$300	$24.19	$20.00	$0-$100
Western	2009 (N=82)	$48.38	$20.00	$2-$1,000	$32.58	$10.00	$0-$300	$30.62	$10.00	$0-1,000
Labrador -Grenfell	2009 (N=94)	$48.55	$20.00	$4-$600	$37.26	$5.00	$0-$500	$34.64	$20.00	$0-$700

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

Just over one-half of VLT players play on a yearly basis (54%), while 28% play monthly, and 17% play weekly. Generally, the frequency of play among VLT players has not changed since 2005 (See Figure 9).

Regionally, frequency of play was similar to the provincial findings, however, the frequency of daily play was higher among VLT players in Western compared to all other regions and the provincial result.

Figure 9: Frequency of Play for VLT Players



Generally similar to 2005, it is estimated that approximately 10.4% of VLT players are moderate-risk gamblers, while 6.4% are problem gamblers (16.8% combined). These rates are significantly higher than the moderate-risk, problem gambling, and combined rates found provincially (2.4% combined; 1.7% and 0.7%, respectively; *See Section 4.0 for a more detailed explanation*).

Moderate-risk gambling rates among VLT players in all regions were significantly higher than the corresponding regional rates, while the problem gambling rates among VLT players in Eastern, Western and Labrador-Grenfell were significantly higher than the corresponding regional rates. Furthermore, the combined moderate-risk and problem gambling rates for VLT players in all regions were significantly higher than corresponding combined regional rates.

Table 22: Moderate-Risk and Problem Gambling Prevalence Rates for VLT Players*

		Moderate-Risk Gamblers	*Problem Gamblers*	*Combined Rate*
Overall	**VLT Players (N=324)**	**10.4%**	**6.4%**	**16.8%**
	Province (N=3,995)	1.7%	0.7%	2.4%
Eastern	**VLT Players (N=91)**	**9.9%**	**6.6%**	**16.5%**
	Region (N=1,002)	1.7%	0.8%	2.5%
Central	**VLT Players (N=48)**	**8.3%**	**-**	**8.3%**
	Region (N=995)	1.1%	0.1%	1.2%
Western	**VLT Players (N=80)**	**15.0%**	**8.8%**	**23.8%**
	Region (N=996)	2.3%	1.0%	3.3%
Labrador-Grenfell	**VLT Players (N=93)**	**8.6%**	**9.7%**	**18.3%**
	Region (N=996)	1.5%	1.2%	2.7%

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

3.3.7 Profile of Poker Players (Excluding Internet Poker) (N=425)

Overall, 11% of respondents played poker at least once in the past 12 months, consistent with findings from 2005 (11%). In terms of demographics (See Table 23), poker players were slightly skewed toward males (59%). Generally, players tended to be between the ages of 19 and 44 (71%), however, in Central, players were generally between the ages of 25 and 54 (72%).

Forty-six percent of poker players were married, while 30% were single. A similar trend was found in Eastern and Labrador-Grenfell, however in Central and Western, the majority of poker players were married (63% and 57%, respectively). Furthermore, the large majority of players (78%) had completed at least some post-secondary education. Most commonly, annual household incomes among poker players fell within the $20,001 to $60,000 range (43%), while 22% had incomes of more than $100,000.

Table 23: Demographic Profile of Poker Players (Excluding Internet Poker)*

	Overall	*Eastern*	*Central*	*Western*	*Labrador-Grenfell*
Gender	***(N=425)***	*(N=120)*	*(N=71)*	*(N=96)*	*(N=113)*
Male	**68.6%**	67.5%	69.0%	68.8%	77.0%
Female	**31.4%**	32.5%	31.0%	31.3%	23.0%
Age	***(N=425)***	*(N=120)*	*(N=71)*	*(N=96)*	*(N=113)*
19-24	**21.4%**	23.3%	12.7%	20.8%	20.4%
25-34	**27.9%**	30.0%	23.9%	21.9%	27.4%
35-44	**21.9%**	20.8%	23.9%	20.8%	30.1%
45-54	**15.8%**	14.2%	23.9%	17.7%	12.4%
55-64	**9.8%**	10.0%	7.0%	13.5%	6.2%
65+	**3.2%**	1.7%	8.5%	5.2%	3.5%
Marital Status	***(N=425)***	*(N=120)*	*(N=71)*	*(N=96)*	*(N=113)*
Married	**45.8%**	40.0%	63.4%	57.3%	45.1%
Common law/ living with partner	**19.0%**	19.2%	18.3%	15.6%	24.8%
Single	**29.9%**	35.0%	15.5%	22.9%	23.0%
Widowed	**0.1%**	-	-	1.0%	-
Divorced or separated	**5.1%**	5.8%	2.8%	3.1%	6.2%
Refused	**0.1%**	-	-	-	0.9%
Education	***(N=425)***	*(N=120)*	*(N=71)*	*(N=96)*	*(N=113)*
Some high school/ junior high or less	**6.0%**	5.0%	11.3%	4.2%	9.7%
Completed high school	**16.0%**	14.2%	19.7%	17.7%	22.1%
Some post-secondary	**19.1%**	22.5%	11.3%	15.6%	8.8%
Completed post-secondary	**45.5%**	44.2%	43.7%	51.0%	50.4%
Completed post-graduate education	**13.3%**	14.2%	14.1%	11.5%	8.0%
Don't know/Refused	**0.1%**	-	-	-	0.9%
Annual Household Income*	***(N=357)***	*(N=98)*	*(N=65)*	*(N=81)*	*(N=104)*
$20,000 or less	**3.3%**	4.1%	-	2.5%	4.8%
$20,001 to $40,000	**21.2%**	23.5%	21.5%	11.1%	21.2%
$40,001 to $60,000	**22.2%**	22.5%	24.6%	22.2%	15.4%
$60,001 to $80,000	**15.9%**	15.3%	12.4%	19.7%	20.2%
$80,001 to $100,000	**15.5%**	13.2%	21.5%	18.5%	18.3%
More than $100,000	**21.8%**	21.4%	20.0%	25.9%	20.2%

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

On a typical occasion, poker players reported spending an average of $19.45, winning an average of $36.33, and losing an average of $10.30. These amounts are generally similar to the amounts reported in 2005 (See Table 24).

Regionally, the amounts spent and lost on a typical occasion were generally similar to the amounts reported provincially, however, the amounts won in Central were slightly higher while the amounts won in Western were slightly lower.

Table 24: Money Spent On Poker on a Typical Occasion (Excluding Internet Poker)*

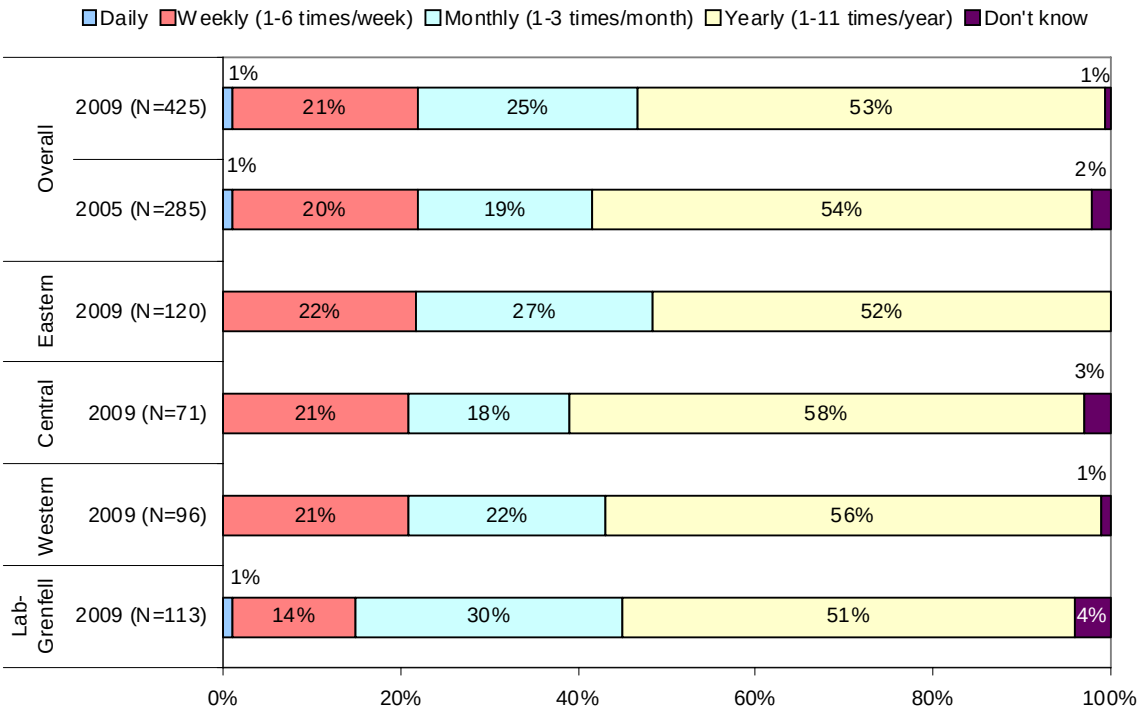
		Amount Spent			*Amount Won*			*Amount Lost*		
		Mean	***Median***	***Range***	***Mean***	***Median***	***Range***	***Mean***	***Median***	***Range***
Overall	**2009 (N=425)**	**$19.45**	**$20.00**	**$1-$2,500**	**$36.33**	**$20.00**	**$0-$2,300**	**$10.30**	**$5.00**	**$0-$6,000**
	2005 (N=285)	$21.00	-	$1-$200	$32.00	-	$0-$1,000	$7.00	-	$0-$200
Eastern	2009 (N=120)	$18.19	$17.50	$2-$100	$36.16	$20.00	$0-$200	$10.18	$5.00	$0-$100
Central	2009 (N=71)	$24.07	$19.00	$2-$100	$44.13	$20.00	$0-$2,300	$9.70	$5.00	$0-$60
Western	2009 (N=96)	$20.81	$15.00	$1-$200	$27.17	$10.00	$0-$650	$10.38	$1.00	$0-$300
Labrador -Grenfell	2009 (N=113)	$20.12	$20.00	$5-$2,500	$41.86	$20.00	$0-$500	$12.39	$5.00	$0-$6,000

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

Just over one-half of poker players play on a yearly basis (53%), while 25% play monthly, and 21% play weekly, generally similar to the findings from 2005 (See Figure 10).

Regionally, the frequency of play was generally similar to the provincial findings.

Figure 10: Frequency of Play for Poker Players (Excluding Internet Poker)



It is estimated that approximately 5.0% of poker players are moderate-risk gamblers, while 2.0% are problem gamblers (7.0% combined). These prevalence rates are slightly lower than 2005 rates, but significantly higher than the moderate-risk and problem gambling rates found provincially (2.4% combined; 1.7% and 0.7%, respectively; *See Section 4.0 for a more detailed explanation*).

Regionally, moderate-risk gambling rates among poker players in Central and Western were significantly higher than regional moderate-risk rates, while the problem gambling rate among poker players in Labrador was significantly higher than the regional rate. Furthermore, the combined moderate-risk and problem gambling rates for poker players in each region were significantly higher than the overall combined regional rates.

Table 25: Moderate-Risk and Problem Gambling Prevalence Rates for Poker Players (Excluding Internet Poker)*

		Moderate-Risk Gamblers	*Problem Gamblers*	*Combined Rate*
Overall	**Poker Players (N=423)**	**5.0%**	**2.0%**	**7.0%**
	Province (N=3,995)	1.7%	0.7%	2.4%
Eastern	**Poker Players (N=120)**	**4.2%**	**1.7%**	**5.9%**
	Region (N=1,002)	1.7%	0.8%	2.5%
Central	**Poker Players (N=71)**	**7.0%**	**-**	**7.0%**
	Region (N=995)	1.1%	0.1%	1.2%
Western	**Poker Players (N=93)**	**8.6%**	**3.2%**	**11.8%**
	Region (N=996)	2.3%	1.0%	3.3%
Labrador-Grenfell	**Poker Players (N=112)**	**2.7%**	**6.3%**	**9.0%**
	Region (N=996)	1.5%	1.2%	2.7%

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

3.3.8 Profile of Internet Poker Players (N=60)

Overall, a small minority of respondents (2%) have played Internet poker at least once in the past 12 months. In terms of demographics, Internet poker players were predominantly male (84%), representing a wide variety of age groups between 19 and 54 (95%). Internet poker players were mostly married (47%) or single (30%). Just over three-quarters (77%) had at least some post-secondary education, and annual household incomes tended to be skewed toward the higher end of the scale, with the most common incomes between $40,001 and $60,000 (33%) or over $100,000 (25%) (See Table 26).

Table 26: Demographic Profile of Internet Poker Players*

	Overall
Gender	*(N=60)*
Male	83.5%
Female	16.5%
Age	*(N=60)*
19-24	24.8%
25-34	24.6%
35-44	18.7%
45-54	26.6%
55-64	4.3%
65+	1.1%
Marital Status	*(N=60)*
Married	47.0%
Common law/ living with partner	17.8%
Single	30.4%
Widowed	-
Divorced or separated	4.8%
Refused	-
Education	*(N=60)*
Some high school/ junior high or less	5.0%
Completed high school	18.4%
Some post-secondary	35.3%
Completed post-secondary	35.8%
Completed post-graduate education	5.4%
Don't know/Refused	-
Annual Household Income*	*(N=50)*
$20,000 or less	0.6%
$20,001 to $40,000	13.0%
$40,001 to $60,000	32.8%
$60,001 to $80,000	10.4%
$80,001 to $100,000	17.8%
More than $100,000	25.3%

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

On a typical occasion, Internet poker players reported spending an average of $35.51, winning an average of $61.74, and losing an average of $39.60 (See Table 27).

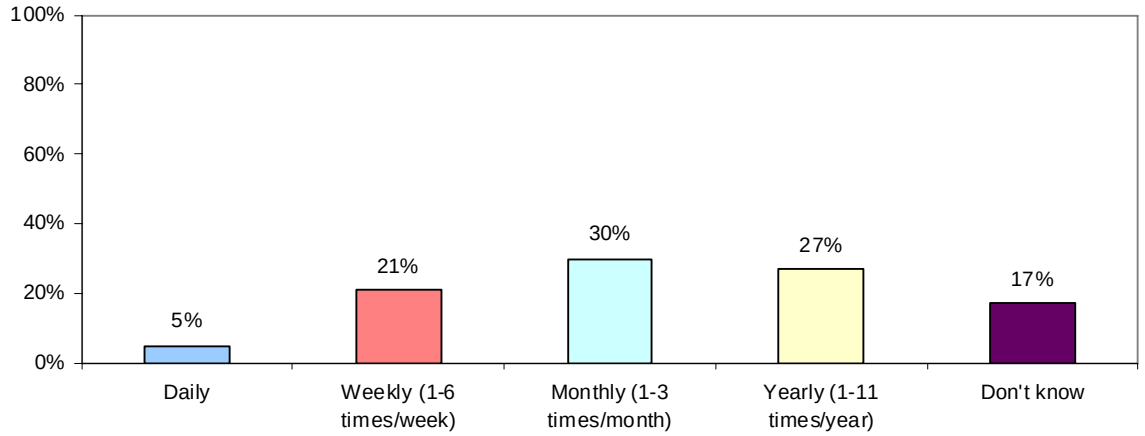
Table 27: Money Spent On Internet Poker on a Typical Occasion*

	Overall		
	Mean	***Median***	***Range***
Amount Spent	$35.51	$20.00	$.50-$2,500
Amount Won	$61.74	$0.00	$0-$2,000
Amount Lost	$39.60	$5.00	$0-$2,500

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

Frequency of play among Internet poker players was varied, with 30% playing monthly, 27% playing yearly and 21% playing weekly (See Figure 11).

Figure 11: Frequency of Play for Internet Poker Players (N=60)



It is estimated that approximately 16.6% of Internet poker players are moderate-risk gamblers, while 4.6% are problem gamblers (21.2% combined, or approximately one in five Internet poker players). These prevalence rates are significantly higher than the moderate-risk and problem gambling rate found provincially (2.4% combined; 1.7% and 0.7%, respectively; *See Section 4.0 for a more detailed explanation*).

Table 28: Moderate-Risk and Problem Gambling Prevalence Rates for Internet Poker Players*

		Moderate-Risk Gamblers	*Problem Gamblers*	*Combined Rate*
Overall	**Internet Poker Players (N=60)**	**16.6%**	**4.6%**	**21.2%**
	Province (N=3,995)	1.7%	0.7%	2.4%

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

3.3.9 Profile of PlaySphere Members (N=56)

Overall, a minority of respondents (2%) have used PlaySphere at least once in the past 12 months. In terms of demographics, the majority of PlaySphere members were male (61%), between the ages of 25 and 44 (64%) and married (75%). Furthermore, the majority of PlaySphere members were highly educated (84% had at least some post-secondary education) and from higher income households (73% had annual household incomes of at least $60,000) (See Table 29).

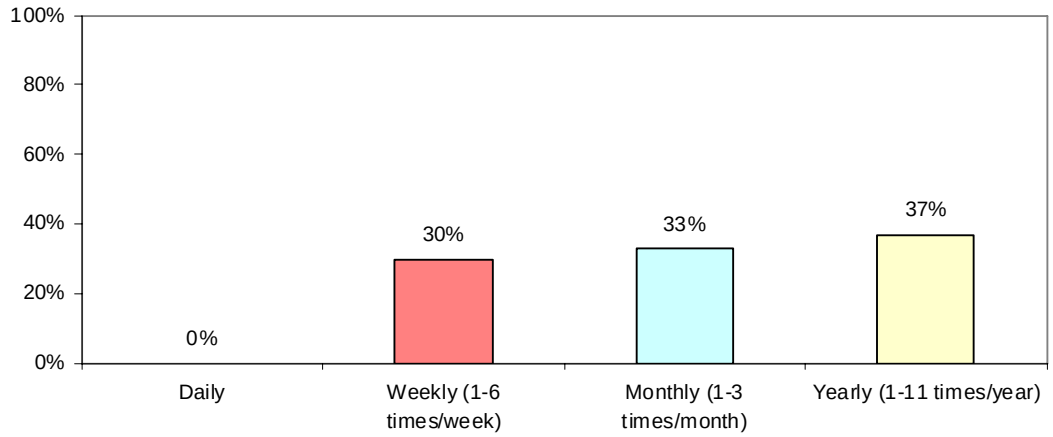
Table 29: Demographic Profile of PlaySphere Members*

	Overall
Gender	*(N=56)*
Male	60.8%
Female	39.2%
Age	*(N=56)*
19-24	8.8%
25-34	28.9%
35-44	34.6%
45-54	17.0%
55-64	4.5%
65+	6.2%
Marital Status	*(N=56)*
Married	74.7%
Common law/ living with partner	12.7%
Single	11.0%
Widowed	-
Divorced or separated	1.6%
Refused	-
Education	*(N=56)*
Some high school/ junior high or less	4.2%
Completed high school	12.0%
Some post-secondary	17.4%
Completed post-secondary	58.4%
Completed post-graduate education	8.1%
Don't know/Refused	-
Annual Household Income*	*(N=49)*
$20,000 or less	0.6%
$20,001 to $40,000	13.1%
$40,001 to $60,000	13.7%
$60,001 to $80,000	25.3%
$80,001 to $100,000	21.3%
More than $100,000	26.1%

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

When asked how frequently they used the PlaySphere website, almost one-half of members (42%) were unsure or did not provide a response. Frequency of use among those that did provide a response was varied, with 37% playing yearly, 33% playing monthly and 30% playing weekly, with a mean usage of 1.7 times per month. (See Figure 12).

Figure 12: Frequency of Use for PlaySphere Members* (N=32)



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

On a typical occasion, PlaySphere members reported spending an average of $9.80 (See Table 30). Based on a mean usage of 1.7 times per month, this translates into an estimated yearly expenditure of $199.92.

Table 30: Money Spent On PlaySphere*

	Overall		
	Mean	***Median***	***Range***
Amount Spent on Typical Occasion	$9.80	$8.10	$1-$240

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

It is estimated that approximately 6.9% of PlaySphere members are moderate-risk gamblers, while none are problem gamblers. This moderate-risk rate is significantly higher than the moderate-risk rate found provincially (1.7%; *See Section 4.0 for a more detailed explanation*).

Table 31: Moderate-Risk and Problem Gambling Prevalence Rates for PlaySphere Members*

		Moderate-Risk Gamblers	***Problem Gamblers***	***Combined Rate***
Overall	**PlaySphere Members (N=56)**	**6.9%**	**-**	**6.9%**
	Province (N=3,995)	1.7%	0.7%	2.4%

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

3.4 TIME AND MONEY SPENT GAMBLING

The amount of time and money spent gambling is presented in Table 32. Provincially, the average number of hours spent gambling in a typical month was 2.4, slightly higher than what was found in 2005 (2.0 hours), and ranged from an average of 1.9 hours in Central to an average of 2.7 hours in Eastern.

In the past 12 months, the average overall amount spent on gambling activities per year was $255.40 (~$21.28/month), similar to the amount reported in 2005 ($249.64, ~$20.80/month). The majority of gamblers spent only a small amount over the past 12 months, with 8% spending $10 or less, 28% spending $11-$50, 18% spending $51-$100, and 15% spending $101-$200. Regionally, the amounts spent, won and lost were similar to the provincial averages.

The average amount won over the past 12 months was $149.00 (~$12.42/month), consistent with the amount won in 2005 ($142.56, ~$11.88/month). Similarly, the average amount lost over the past 12 months was $153.80 (~$12.82/month), consistent with the amount lost in 2005 ($156.36, ~$13.03/month).

Table 32: Time and Money Spent Gambling*

	Overall		***Eastern***	***Central***	***Western***	***Labrador-Grenfell***
	2009	***2005***	***2009***	***2009***	***2009***	***2009***
Hours Spent Gambling in a Typical Month						
Mean	**2.4**	2.0	2.7	1.9	2.2	2.3
Median	**0.2**	-	0.2	0.2	0.2	0.3
Range	**0.1-250**	0.1-250	0.1-99	0.1-120	0.1-200	0.1-250
Money Spent Over the Past 12 Months						
Amount spent						
Mean	**$255.40**	$249.64	$266.40	$233.00	$227.80	$278.70
Median	**$100.00**	-	$100.00	$96.00	$100.00	$100.00
Range	**$1-$100,000**	$1-$55,740	$2-$15,000	$1-$7,000	$2-$20,000	$1-$100,000
Amount won						
Mean	**$149.00**	$142.56	$160.80	$123.20	$132.70	$149.60
Median	**$20.00**	-	$20.00	$20.00	$20.00	$20.00
Range	**$0-$68,000**	$0-$35,000	$0-$68,000	$0-$22,000	$0-$20,000	$0-$30,000
Amount lost						
Mean	**$153.80**	$156.36	$162.10	$128.70	$145.80	$164.40
Median	**$50.00**	-	$50.00	$50.00	$50.00	$60.00
Range	**$0-$50,000**	$0-$54,240	$0-$6,000	$0-$7,000	$0-$43,800	$0-$50,000

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

3.5 REASONS FOR GAMBLING

Provincially and across all regions, the most common reason for gambling was to win money, followed distantly by supporting worthy causes/charities, it's exciting/fun and an opportunity to socialize (See Table 33). Regionally, supporting worthy causes/charities was mentioned more frequently in Labrador (37%) compared to all other regions and the provincial result.

Table 33: Main Reasons for Gambling*

	Overall		Eastern	Central	Western	Labrador-Grenfell
	2009 (N=3,091)	2005 (N=2,191)	2009 (N=794)	2009 (N=715)	2009 (N=765)	2009 (N=782)
I can win money	**55.0%**	60.1%	53.0%	57.9%	58.8%	55.8%
To support worthy causes/ charities	**27.4%**	29.6%	26.2%	29.7%	25.1%	36.6%
It's exciting/ fun	**21.7%**	21.9%	23.4%	20.4%	17.3%	20.6%
It's an opportunity to socialize	**16.9%**	14.3%	17.6%	14.0%	16.1%	20.1%
It decreases my boredom	**9.9%**	7.5%	9.1%	11.0%	11.4%	10.7%
Out of curiosity	**4.5%**	5.5%	4.0%	5.9%	4.4%	5.6%
Hobby	**3.6%**	4.2%	3.7%	3.4%	3.7%	3.3%
Try luck/ take a chance/ hope to win	**2.5%**	1.3%	2.3%	2.4%	3.4%	2.2%
If the jackpot is high	**1.1%**	1.1%	1.3%	0.6%	1.4%	0.6%
Other	**6.5%**	5.3%	6.2%	6.3%	8.1%	6.3%
Don't know	**1.5%**	1.6%	1.4%	2.2%	1.3%	1.0%
Refused	**0.2%**	<1%	0.3%	0.3%	0.1%	0.3%

**Multiple responses allowed.*

4.0 Problem Gambling in Newfoundland and Labrador

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

4.1 CLASSIFYING PROBLEM GAMBLING

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

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

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

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

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

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

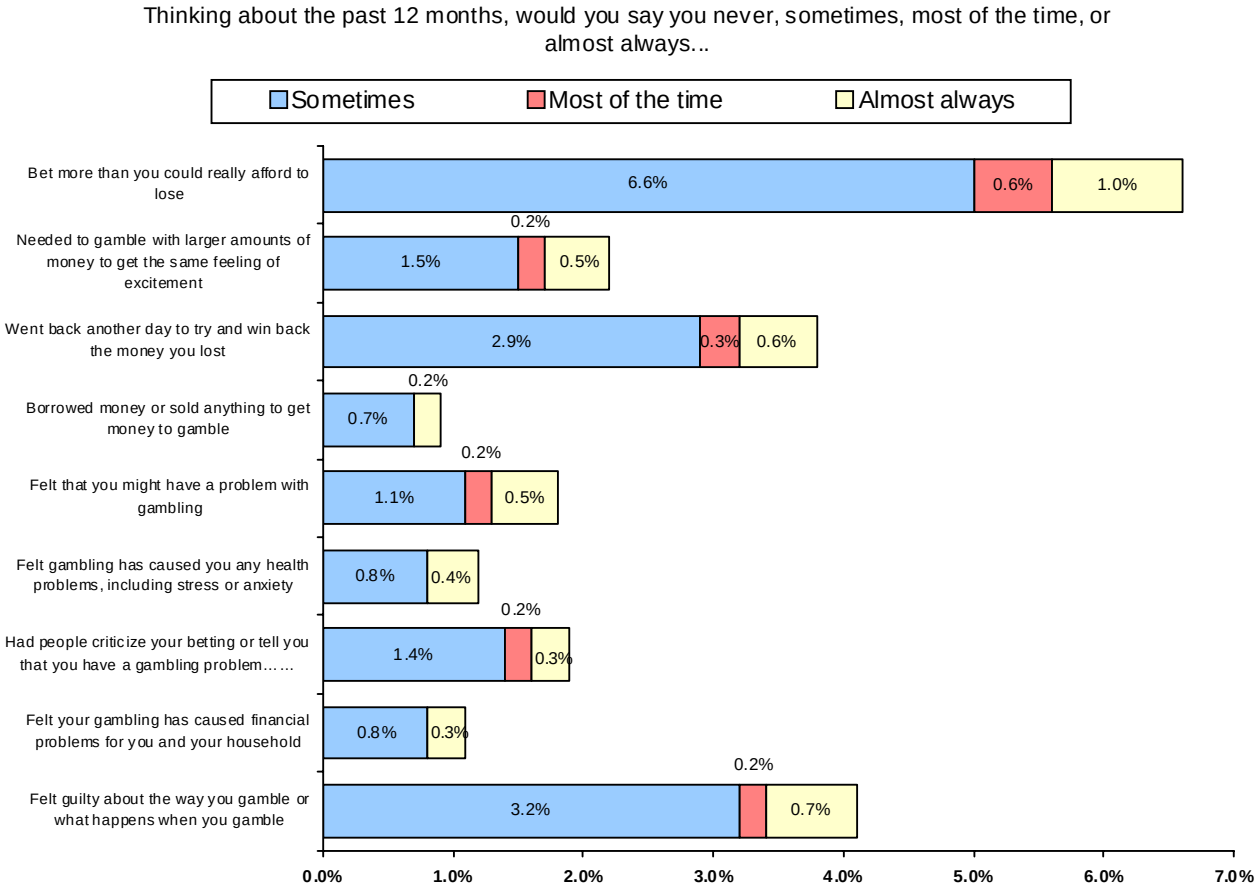
Low-risk gambler: Respondents in this category have responded "never" to most of the 9 items, but will have responded "sometimes" or "most of the time" to at least one item. These gamblers may be at risk if they are heavily involved in gambling and if they respond positively to at least two problem gambling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

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

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

"Sometimes", "most of the time", and "almost always" responses to these 9 items among gamblers are presented in Figure 13. Generally, the strong majority of respondents responded "never" to each of the 9 scoring items. Therefore, "never" responses are not included in Figure 13.

Figure 13: Answers to CPGI Questions (N=3,091)

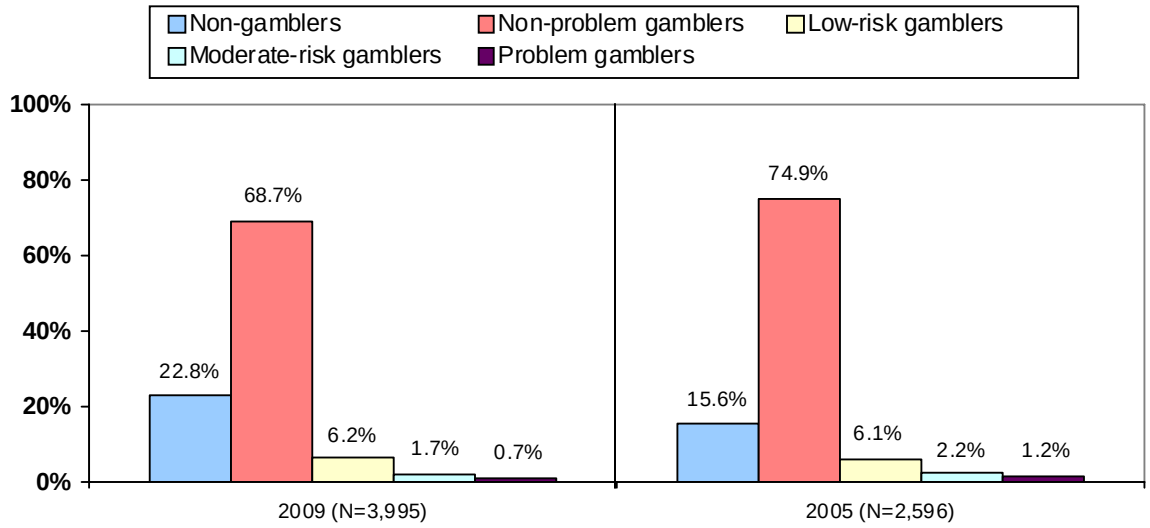


4.2 PREVALENCE RATE

4.2.1 Provincial and Regional Prevalence Rates

Similar to 2005, the majority of respondents (91.5%, n=3,652) were placed into non-gambling (no gambling in the past 12 months) or non-problem gambling (overall CPGI score of 0) categories. The remaining 8.5% of respondents (n=342) were placed into the at-risk or problem gambling categories. The provincial problem gambling rate for 2009 was 0.7%, a decrease of 0.5 percentage points since 2005. (See Figure 14).

Figure 14: Provincial Problem Gambling Prevalence Rate in Newfoundland and Labrador[28]



Regionally, problem gambling prevalence rates were relatively similar to the provincial rate. Compared to 2005, moderate-risk and problem gambling prevalence rates decreased at least one percentage point for the Central and Labrador-Grenfell regions.

Table 34: Regional Problem Gambling Prevalence Rates in Newfoundland and Labrador

	Eastern		*Central*		*Western*		*Labrador-Grenfell*	
	2009 (N=1,002)	*2005 (N=659)*	*2009 (N=995)*	*2005 (N=644)*	*2009 (N=996)*	*2005 (N=655)*	*2009 (N=996)*	*2005 (N=638)*
Non-gamblers	**20.8%**	13.5%	**28.6%**	21.9%	**23.6%**	13.6%	**21.9%**	19.3%
Non-problem gamblers	**70.3%**	76.6%	**65.0%**	70.5%	**67.4%**	76.2%	**68.1%**	70.5%
Low-risk gamblers	**6.5%**	6.7%	**5.1%**	4.3%	**5.7%**	6.4%	**7.3%**	5.0%
Moderate-risk gamblers	**1.7%**	2.1%	**1.1%**	2.2%	**2.3%**	2.4%	**1.5%**	2.8%
Problem gamblers	**0.8%**	1.1%	**0.1%**	1.1%	**1.0%**	1.4%	**1.2%**	2.4%

[28] Due to a lack of information provided, seven respondents could not be classified into the gambling subtypes.

4.2.2 Provincial Comparisons

As previously stated, 1.7% of respondents were classified as moderate-risk gamblers, while 0.7% were classified as problem gamblers. These prevalence rates are similar to moderate-risk and problem gambling prevalence rates from other provinces across Canada, though resting on the lower end of the scale. However, given the wide variation in publication dates for these studies (ranging from 2001 to 2009), findings should be interpreted with caution.

Table 35: Problem Gambling Prevalence Rates Across Canada According to CPGI Classifications[29]

	Non-Gambler	*Non-Problem Gambler*	*Low-Risk Gambler*	*Moderate-Risk Gambler*	*Problem Gambler*
Newfoundland and Labrador (2009)	***22.8%***	***68.7%***	***6.2%***	***1.7%***	***0.7%***
Nova Scotia *(Focal Research, 2008)*	13.0%	80.9%	3.6%	1.6%	0.9%
New Brunswick *(Focal Research, 2001)*	19.0%	72.9%	4.9%	1.8%	1.4%
Prince Edward Island *(Doiron, 2006)*	18.1%	79.1%	1.2%	0.7%	0.9%
Ontario *(Wiebe, Mun, & Kauffman, 2006)*	36.6%	54.1%	5.8%	2.6%	0.8%
Manitoba *(Lemaire, MacKay, & Patton, 2008)*	14.4%	69.9%	9.6%	4.7%	1.4%
Saskatchewan *(Wynne, 2002)*	13.4%	71.4%	9.3%	4.7%	1.2%
Alberta *(Smith & Wynne, 2002)*	18.0%	67.0%	9.8%	3.9%	1.3%
British Columbia *(Ipsos Reid & Gemini Research, 2008)*	27.1%	59.6%	8.7%	3.7%	0.9%

4.2.3 Projection to the Adult Population

Using the adult population figures (ages 19+) provided by www.communityaccounts.ca, it can be projected that:

- Approximately 6,799 residents of Newfoundland and Labrador are moderate-risk gamblers; and
- Approximately 2,799 residents of Newfoundland and Labrador are problem gamblers.

Projections for each of the four regions are provided below (See Table 36).

Table 36: Projection of Gambling Subtypes to the Adult Population

	Overall	*Eastern*	*Central*	*Western*	*Labrador-Grenfell*
Adult Population (19+)	***399,926***	***232,387***	***76,564***	***63,334***	***27,641***
Non-gamblers	91,183	48,336	21,897	14,947	6,053
Non-problem gamblers	274,749	163,368	49,767	42,687	18,824
Low-risk gamblers	24,795	15,105	3,905	3,610	2,018
Moderate-risk gamblers	6,799	3,951	842	1,457	415
Problem gamblers	2,799	1,859	77	633	332
Moderate-risk/problem gamblers (combined)	9,598	5,810	919	2,090	747

[29] Quebec is excluded from this table because the most recent published study uses the SOGS classification system, making the data not directly comparable.

4.3 PROFILE OF GAMBLING SUBTYPES

Each of the gambling subtypes are profiled in the following section. **It is important to note that the sample size for problem gamblers is less than 30, therefore the findings should be interpreted with caution.**

4.3.1 Demographic Profile of the Gambling Subtypes

Table 37 provides a demographic profile of the gambling subtypes. Non-problem gamblers tended to be a fairly equal mix of males (47%) and females (54%), were most often between the ages of 35 and 54 (44%), married (62%) and employed (56%). They tended to be educated (69% with at least some post-secondary education) and have mid-to-high annual household incomes (64% with incomes of at least $40,000).

Low-risk gamblers also tended to be a fairly equal mix of males (52%) and females (48%) and were relatively similar in age. A notable percentage of respondents from this group were living common-law (19%) or single (32%). The majority had at least some post-secondary education (65%) and approximately one-half (49%) were employed. The most common annual household income reported was between $20,001 and $40,000 (36%).

Moderate-risk gamblers were equally likely to be male (50%) or female (50%) and were most often between the ages of 35 and 64 (72%). Overall, 41% of this segment are married and 63% had at least some post-secondary education. Over one-half of these gamblers (57%) were employed and almost one-half (45%) had annual household incomes of $20,001 to $60,000.

Problem gamblers were equally likely to be male (51%) or female (49%), and most were between the ages of 35 and 64 (74%). Just over one-half (55%) had at least some post-secondary education. The majority of problem gamblers were married (59%) and employed (67%). Among problem gamblers, annual household incomes tended to be on the lower end of the scale, with 63% reporting incomes of $40,000 or less.

Table 37: Demographic Profile by Gambling Subtype[30]

	Non-Problem Gambler	*Low-Risk Gambler*	*Moderate-Risk Gambler*	*Problem Gambler*
Gender	***(N=2,742)***	***(N=246)***	***(N=67)***	***(N=29)***
Male	46.5%	52.0%	49.5%	51.3%
Female	53.5%	48.0%	50.5%	48.7%
Age	***(N=2,742)***	***(N=246)***	***(N=67)***	***(N=29)***
19-24	7.5%	15.1%	16.5%	16.8%
25-34	16.1%	16.1%	9.3%	7.0%
35-44	21.5%	18.9%	28.9%	30.0%
45-54	22.4%	22.6%	21.3%	24.9%
55-64	17.4%	13.1%	22.2%	19.2%
65+	15.1%	14.2%	1.9%	2.2%
Marital Status	***(N=2,742)***	***(N=246)***	***(N=67)***	***(N=29)***
Married	62.0%	41.6%	40.8%	59.0%
Common law/ living with partner	11.0%	19.3%	12.1%	6.1%
Single	15.0%	21.5%	29.9%	13.1%
Widowed	4.4%	6.0%	1.9%	13.3%
Divorced or separated	7.4%	11.7%	15.2%	7.2%
Refused	0.2%	-	-	1.4%

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

	Non-Problem Gambler	Low-Risk Gambler	Moderate-Risk Gambler	Problem Gambler
Education	***(N=2,742)***	***(N=246)***	***(N=67)***	***(N=29)***
Some high school/ junior high or less	10.2%	18.8%	16.9%	5.0%
Completed high school	20.1%	15.8%	20.3%	40.5%
Some post-secondary	15.0%	24.2%	17.6%	22.6%
Completed post-secondary	40.7%	35.7%	40.3%	31.9%
Completed post-graduate education	13.7%	5.5%	4.9%	-
Don't know/ Refused	0.3%	0.1%	-	-
Employment Status	***(N=2,742)***	***(N=246)***	***(N=67)***	***(N=29)***
Employed full-time	45.8%	32.5%	47.9%	53.5%
Employed part-time	10.3%	16.2%	9.5%	13.3%
Unemployed	10.0%	23.2%	25.4%	22.0%
Student	3.9%	4.0%	4.4%	4.4%
Retired	23.0%	17.4%	6.8%	4.8%
Homemaker	6.2%	6.7%	6.0%	1.9%
Don't know/ Refused	0.8%	-	-	-
Annual Household Income*	***(N=2,301)***	***(N=212)***	***(N=60)***	***(N=24)***
$20,000 or less	8.7%	15.6%	18.3%	25.0%
$20,001 to $40,000	26.7%	36.3%	21.7%	37.5%
$40,001 to $60,000	21.5%	19.8%	23.3%	12.5%
$60,001 to $80,000	15.0%	14.2%	10.0%	4.2%
$80,001 to $100,000	11.5%	5.7%	15.0%	4.2%
More than $100,000	16.4%	8.5%	11.7%	16.7%

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

4.3.2 Gambling Activities Played in the Past 12 Months

On average, non-problem gamblers played an average of 2.3 activities over the past 12 months, lower than the average number of activities played by low-risk (3.4 activities), moderate-risk (3.9 activities) and problem gamblers (3.4 activities).

Table 38 presents the gambling activity prevalence rates for each gambling subtype. Among problem gamblers, VLTs (72%) were the most common gambling activity over the past 12 months, followed by pull tabs (64%), lottery tickets (59%), raffles (48%) and scratch tickets (43%). Among moderate-risk gamblers, the most common gambling activities were lottery tickets (87%), pull tabs (58%), scratch tickets (56%), raffles (54%) and VLTs (51%).

Of interest, the use of VLTs steadily increased for each gambling subtype, with problem gamblers and moderate-risk gamblers more likely to play VLTs over the past 12 months than low-risk and non-problem gamblers. Furthermore, problem gamblers and moderate-risk gamblers were more likely than all other gambling subtypes to purchase pull tabs and sports tickets such as Pro-Line/Game Day/Over-Under but less likely to purchase lottery tickets.

Similar to 2005, the most common gambling activity among low-risk gamblers (83%) and non-problem gamblers (79%) was lottery ticket purchase. Among low-risk gamblers, scratch tickets (53%) and raffle ticket purchase (49%) were also common. Among non-problem gamblers, raffle ticket purchase tended to be common (51%).

Table 38: Prevalence Rates for Various Gambling Activities by Gambling Subtype*[31]

	Non-Problem Gambler		*Low-Risk Gambler*		*Moderate-Risk Gambler*		*Problem Gambler*	
	2009 (N=2,742)	*2005 (N=1,944)*	*2009 (N=246)*	*2005 (N=157)*	*2009 (N=67)*	*2005 (N=58)*	*2009 (N=29)*	*2005 (N=31)*
Lottery tickets	**79.1%**	85%	**83.1%**	90%	**86.8%**	90%	**59.1%**	85%
Breakopen, pull tab or Nevada strips	**22.1%**	27%	**40.2%**	50%	**57.6%**	49%	**64.2%**	88%
Scratch tickets	**34.1%**	39%	**52.8%**	59%	**56.3%**	75%	**43.0%**	78%
Raffles or fundraising tickets	**51.3%**	54%	**48.8%**	52%	**54.4%**	51%	**48.4%**	49%
Horse races	**0.5%**	<1%	**-**	<1%	**-**	-	**8.0%**	3%
Bingo	**9.7%**	12%	**21.5%**	20%	**31.7%**	34%	**26.4%**	30%
VLTs	**7.1%**	10%	**30.6%**	37%	**50.7%**	49%	**71.9%**	80%
Pro-line, Game Day or Over/Under	**2.0%**	3%	**8.9%**	8%	**18.4%**	9%	**23.5%**	9%
Sports pools or the outcome of sporting events	**4.5%**	4%	**10.2%**	6%	**13.3%**	12%	**8.5%**	17%
Cards (excluding poker)	**7.9%**	6%	**11.9%**	17%	**15.3%**	12%	**10.7%**	18%
Internet poker	**0.9%**	-	**8.5%**	-	**14.9%**	-	**9.4%**	-
Poker (excluding Internet poker)	**12.1%**	10%	**25.4%**	32%	**32.0%**	40%	**29.2%**	55%
Games of skill such as pool, bowling, golf or darts	**3.5%**	4%	**11.6%**	5%	**6.7%**	11%	**13.1%**	22%
Arcade or video games	**0.9%**	<1%	**4.7%**	2%	**0.8%**	5%	**2.2%**	7%
Gambling on the Internet (excluding poker)	**0.1%**	<1%	**2.9%**	2%	**-**	-	**10.2%**	-
Short-term speculative stock or commodity purchases	**1.3%**	1%	**3.3%**	5%	**5.5%**	6%	**2.2%**	3%
Gambling at casino's out of province	**5.1%**	5%	**17.0%**	11%	**9.3%**	11%	**17.4%**	13%
Any other forms of gambling	**0.1%**	<1%	**-**	-	**-**	-	**-**	-

**Multiple responses allowed.*

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

4.3.3 Time and Money Spent Gambling

Table 39 presents the average number of hours spent gambling in a typical month by gambling subtype. As shown in Table 39, problem gamblers spent the most time gambling in a typical month (average of 12 hours), consistent with the 2005 result for problem gamblers (average of 12.3 hours). Of interest, the average amount of time spent gambling in a typical month increased by gambling subtype, with problem gamblers spending significantly more time gambling in a typical month than all other gambling subtypes.

Table 39: Hours Spent Gambling In a Typical Month by Gambling Subtype*[32]

	Non-Problem Gambler		*Low-Risk Gambler*		*Moderate-Risk Gambler*		*Problem Gambler*	
	2009	*2005*	*2009*	*2005*	*2009*	*2005*	*2009*	*2005*
Mean	**2.0**	1.5	**5.2**	4.7	**6.4**	4.8	**12.0**	12.3
Median	**0.2**	-	**2.0**	-	**3.0**	-	**10.0**	-
Range	**0.1-200**	0.1-250	**0.1-250**	0.1-200	**0.1-150**	0.1-100	**0.1-150**	0.1-200

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

Table 40 details the average amount of money spent, won, and lost while gambling in the past 12 months by gambling subtype. As might be expected, the average amount spent gambling in the past 12 months increased dramatically by gambling subtype, with average yearly spending among problem gamblers equaling $2,059.30 (~$171.61/month). However, yearly spending among problem gamblers was significantly lower than what was found among problem gamblers in 2005 ($3,729.73, ~$310.81/month).

In terms of winnings over the past 12 months, moderate-risk and problem gamblers both won an average of $500 or more, significantly more than low-risk and non-problem gamblers. In terms of losses over the past 12 months, problem gamblers lost an average of $1,252.40 (~104.37/month), significantly more than all other gambling subtypes.

Table 40: Money Spent/Won/Lost Gambling in the Past 12 Months by Gambling Subtype*[33]

	Non-Problem Gambler		*Low-Risk Gambler*		*Moderate-Risk Gambler*		*Problem Gambler*	
	2009	*2005*	*2009*	*2005*	*2009*	*2005*	*2009*	*2005*
Amount Spent								
Mean	**$202.30**	$201.79	**$484.90**	$461.95	**$990.50**	$1,405.65	**$2,059.30**	$3,729.73
Median	**$90.00**	-	**$200.00**	-	**$400.00**	-	**$1,723.77**	-
Range	**$1-$20,000**	$1-$45,000	**$5-$20,000**	$15-$8,000	**$4-$100,000**	$20-$55,740	**$4-$50,000**	$10-$33,460
Amount Won								
Mean	**$115.30**	$112.74	**$370.90**	$239.21	**$640.00**	$283.67	**$503.70**	$1,538.74
Median	**$20.00**	-	**$80.00**	-	**$200.00**	-	**$197.65**	-
Range	**$0-$22,000**	$0-$35,000	**$0-$68,000**	$0-$15,000	**$0-$30,000**	$0-$10,100	**$0-$10,000**	$0-$25,000
Amount Lost								
Mean	**$129.00**	$109.53	**$249.20**	$276.80	**$584.80**	$654.55	**$1,252.40**	$1,756.94
Median	**$50.00**	-	**$100.00**	-	**$200.00**	-	**$1,322.17**	-
Range	**$0-$5,500**	$0-$10,000	**$0-$15,000**	$0-$2,500	**$0-$43,800**	$0-$54,240	**$0-50,000**	$0-$15,000

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

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

4.4 REASONS FOR GAMBLING

Among problem gamblers, the most common reasons for gambling were to win money (38%), to socialize (33%), it's exciting/fun (30%), to decrease boredom (29%) and to support worthy causes/charities (25%). Among moderate-risk gamblers, the main reasons for gambling included winning money (63%), it's exciting/fun (42%) and to decrease boredom (35%) (See Table 41).

For low-risk gamblers, the most common reasons were to win money (52%) and it's exciting/ fun (36%). Winning money was also the most common reason among non-problem gamblers (55%), followed by a desire to support worthy causes/charities (29%).

Of note, winning money was less likely to be identified as a reason among problem gamblers when compared to all other gambling subtypes, while forgetting about problems was more likely to be identified among problem gamblers when compared to all other gambling subtypes.

Table 41: Main Reasons for Gambling by Gambling Subtype*[34]

	Non-Problem Gambler		*Low-Risk Gambler*		*Moderate-Risk Gambler*		*Problem Gambler*	
	2009 (N=2,742)	*2005 (N=1,944)*	*2009 (N=246)*	*2005 (N=157)*	*2009 (N=67)*	*2005 (N=58)*	*2009 (N=29)*	*2005 (N=31)*
I can win money	**55.3%**	61%	**52.1%**	57%	**63.4%**	60%	**38.2%**	32%
To support worthy causes/ charities	**28.5%**	31%	**19.7%**	24%	**12.2%**	18%	**24.7%**	8%
It's exciting/ fun	**19.8%**	21%	**36.4%**	27%	**41.8%**	4%	**29.5%**	33%
It's an opportunity to socialize	**15.7%**	13%	**26.6%**	26%	**21.4%**	24%	**33.2%**	14%
It decreases my boredom	**8.3%**	6%	**18.2%**	16%	**34.7%**	12%	**28.7%**	36%
Out of curiosity	**4.4%**	6%	**6.6%**	3%	**3.1%**	-	**1.9%**	-
It's a hobby	**3.0%**	4%	**6.7%**	7%	**16.2%**	4%	**1.9%**	8%
Try luck/ take a chance/ hope to win	**2.3%**	1%	**4.0%**	2%	**4.4%**	2%	**-**	-
If the jackpot is high	**1.2%**	1%	**0.5%**		**-**	1%	**-**	-
I can forget about my problems	**0.3%**	<1%	**2.4%**	2%	**13.2%**	4%	**17.9%**	4%
Group activity at work	**0.5%**	<1%	**0.3%**	-	**-**	-	**-**	-
Change leftover after purchase	**0.6%**	<1%	**-**	-	**-**	-	**-**	-
Entertainment	**0.4%**	<1%	**2.3%**	2%	**2.3%**	<1%	**-**	-
Spur of the moment purchase	**0.4%**	-	**-**	-	**-**	-	**-**	-
Gifts	**0.1%**	<1%	**-**	-	**-**	-	**-**	-
It's always there, right in front of you at the stores	**0.3%**	<1%	**-**	<1%	**-**	-	**2.2%**	-
To be alone	**0.1%**	-	**0.3%**	<1%	**8.1%**	4%	**1.0%**	3%
Because I am good at it	**0.2%**	<1%	**0.1%**	<1%	**8.9%**	-	**1.9%**	3%
Other	**2.3%**	<1%	**2.5%**	3%	**4.4%**	4%	**21.3%**	13%
Don't Know/ Refused	**1.8%**	2%	**1.5%**	-	**-**	-	**2.2%**	<1%

**Multiple responses allowed.*

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

4.5 CONSEQUENCES OF GAMBLING

Respondents who had engaged in gambling activities in the past 12 months were asked several questions to gauge the extent to which they have experienced problems as a result of their gambling behavior. **Again, it is important to note that the sample size for problem gamblers is less than 30, therefore the findings should be interpreted with caution.**

Consistent with 2005, 99% of non-problem gamblers reported experiencing no adverse consequences from gambling. This percentage fell with each gambling subtype, dropping to 96% for low-risk gamblers, 74% for moderate-risk gamblers, and 25% for problem gamblers. As expected, adverse consequences became more common with each gambling subtype. Among problem gamblers, the most common adverse consequences experienced include income loss/debt (63%), relationship problems (43%), mental health problems (39%), and loneliness/increased isolation (38%) (See Table 42).

Table 42: Adverse Consequences of Gambling by Gambling Subtype* [35]

	Non-Problem Gambler		*Low-Risk Gambler*		*Moderate-Risk Gambler*		*Problem Gambler*	
	2009 (N=2,742)	*2005 (N=1,944)*	*2009 (N=246)*	*2005 (N=157)*	*2009 (N=67)*	*2005 (N=58)*	*2009 (N=29)*	*2005 (N=31)*
Income loss/debt	**1.1%**	<1%	**1.7%**	5%	**17.0%**	6%	**63.0%**	64%
Relationship problems	**0.8%**	<1%	**0.6%**	4%	**2.3%**	8%	**42.6%**	47%
Physical health problems	**0.7%**	<1%	**0.3%**	1%	**1.4%**	2%	**26.4%**	22%
Mental health problems	**0.7%**	<1%	**0.4%**	1%	**4.4%**	3%	**39.0%**	33%
Work problems	**0.5%**	<1%	**0.1%**	1%	**1.4%**	-	**20.4%**	19%
Loneliness/ increased isolation	**0.7%**	<1%	**1.4%**	3%	**6.3%**	5%	**37.5%**	32%
Other	**0.1%**	<1%	**-**	<1%	**2.2%**	-	**2.2%**	14%
None	**98.5%**	99%	**96.2%**	92%	**73.7%**	83%	**24.9%**	22%
Don't know/ Refused	**0.1%**	<1%	**-**	<1%	**3.5%**	-	**-**	-

**Multiple responses allowed.*

Two non-problem gamblers and one moderate-risk gambler reported engaging in petty crime or criminal activity in the past 12 months to support their gambling. One moderate-risk gambler and three problem gamblers did report thoughts of suicide in the past 12 months as a result of their gambling, and two of these three problem gamblers reported actually attempting suicide as a result of their gambling.

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

5.0 Correlates of Problem Gambling

This section of the report provides an overview of the relationship between the gambling subtypes and correlates of problem gambling behavior. Specifically, this section covers topics such as gambling experiences, beliefs, alcohol and drug use, and health-related issues. Questions regarding these topics were asked of gamblers and non-gamblers.

5.1 FIRST EXPERIENCES

On average, respondents began gambling for money at the age of 22 years (consistent with the 2005 average of 23 years), with ages ranging from 6 years to 73 years. At least one-half of all gambling subtypes first gambled for money when they were 19 years of age or older, with the exception of non-gamblers, of whom the majority never tried gambling. Of interest, at least three in ten gamblers started gambling for money between the ages of 6 and 18 years, with 21% of problem gamblers starting between the ages of 6 and 12 (See Table 43).

Table 43: Age First Gambled for Money by Gambling Subtype[36]

	Overall	*Non-Gambler*		*Non-Problem Gambler*		*Low-Risk Gambler*		*Moderate-Risk Gambler*		*Problem Gambler*	
	2009 (N=4,002)	*2009 (N=910)*	*2005 (N=405)*	*2009 (N=2,742)*	*2005 (N=1,944)*	*2009 (N=246)*	*2005 (N=157)*	*2009 (N=67)*	*2005 (N=58)*	*2009 (N=29)*	*2005 (N=31)*
Never	**13.8%**	**60.4%**	56.8%	**-**	-	**-**	-	**-**	-	**-**	-
5 yrs or younger	**0.5%**	**0.5%**	-	**0.5%**	<1%	**1.2%**	-	**-**	-	**-**	-
6-12 yrs	**5.9%**	**2.6%**	1.6%	**6.7%**	4.9%	**6.1%**	12.9%	**10.4%**	4.3%	**20.7%**	16.5%
13-18 yrs	**21.0%**	**9.6%**	6.3%	**24.2%**	23.7%	**25.6%**	27.9%	**29.9%**	43.0%	**17.2%**	34.4%
19 yrs or older	**50.4%**	**21.1%**	26.3%	**59.2%**	58.1%	**58.9%**	56.9%	**50.7%**	46.0%	**58.6%**	46.5%
Don't know/ Refused	**8.4%**	**5.7%**	9.1%	**9.4%**	13.0%	**8.1%**	2.3%	**9.0%**	6.6%	**3.4%**	2.5%

Regionally, there was little variation in the age when respondents first gambled for money. In Central, a higher percentage of respondents never gambled, however in all regions, approximately one-half of respondents first gambled for money when they were 19 years of age or older (See Table 44).

Table 44: Age First Gambled for Money by Region

	Eastern (N=1,002)	*Central (N=1,000)*	*Western (N=1,000)*	*Labrador-Grenfell (N=1,000)*
Never	12.1%	19.1%	13.5%	13.6%
5 years or younger	0.6%	0.5%	0.4%	0.3%
6-12 years	7.5%	3.0%	4.3%	4.4%
13-18 years	23.3%	16.8%	17.1%	22.7%
19 years or older	48.8%	51.4%	54.6%	51.0%
Don't know/ Refused	7.8%	9.2%	10.1%	8.0%

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

All respondents who have ever gambled at some point in their life were asked to identify the first activity ever tried. Similar to 2005, the most common gambling activity first tried among respondents was purchasing lottery tickets (31%), followed distantly by poker (14%) and bingo (13%) (See Table 45). Most frequently, the first gambling activities among problem gamblers included poker (35%), VLTs (22%) and bingo (15%), while the first gambling activities among moderate-risk gamblers were similar (poker: 27%; bingo: 19%; VLTs: 14%).

Of interest, problem gamblers and moderate-risk gamblers were more likely to play poker and VLTs as their first gambling experience when compared to low-risk, non-problem and non-gamblers.

Table 45: First Gambling Activity Tried by Gambling Subtype[37]

	Overall		*Non-Gambler*		*Non-Problem Gambler*		*Low-Risk Gambler*		*Moderate-Risk Gambler*		*Problem Gambler*	
	2009 (N=3,452)	*2005 (N=2,365)*	*2009 (N=360)*	*2005 (N=175)*	*2009 (N=2,742)*	*2005 (N=1,944)*	*2009 (N=246)*	*2005 (N=157)*	*2009 (N=67)*	*2005 (N=58)*	*2009 (N=29)*	*2005 (N=31)*
Lottery tickets	**31.1%**	29.0%	**26.2%**	27.0%	**33.5%**	30.5%	**20.2%**	19.2%	**12.0%**	17.8%	**-**	15.2%
Poker	**13.8%**	13.0%	**16.1%**	11.3%	**12.6%**	12.5%	**17.6%**	14.5%	**27.1%**	20.2%	**34.7%**	30.2%
Bingo	**12.7%**	14.7%	**9.8%**	14.2%	**12.5%**	14.7%	**18.2%**	16.6%	**18.6%**	15.4%	**15.2%**	7.4%
Raffles	**8.1%**	7.2%	**7.6%**	10.5%	**8.8%**	7.4%	**3.0%**	4.9%	**-**	2.5%	**4.6%**	-
Cards or board games	**7.4%**	7.2%	**5.2%**	7.4%	**7.8%**	7.5%	**7.6%**	5.4%	**5.4%**	2.6%	**2.2%**	6.0%
Scratch tickets	**7.1%**	8.4%	**4.9%**	8.8%	**7.3%**	8.1%	**8.7%**	11.5%	**5.5%**	9.3%	**1.0%**	7.1%
Pull tabs	**6.4%**	6.6%	**9.0%**	3.7%	**5.8%**	6.3%	**6.7%**	12.5%	**11.4%**	9.6%	**10.2%**	4.0%
VLTs	**4.6%**	3.5%	**6.1%**	3.3%	**3.8%**	2.5%	**6.5%**	8.7%	**14.3%**	11.8%	**22.3%**	25.6%
Sports pools	**0.9%**	<1%	**1.0%**	-	**0.8%**	<1%	**2.4%**	1.9%	**-**	1.6%	**-**	-
Games of skill	**0.9%**	1.8%	**1.4%**	<1%	**0.9%**	2.1%	**-**	<1%	**1.4%**	1.0%	**1.0%**	-
Casinos	**0.9%**	1.2%	**1.4%**	3.8%	**0.6%**	1.0%	**1.5%**	<1%	**1.0%**	3.9%	**8.0%**	-
Horse races	**0.4%**	<1%	**0.9%**	-	**0.3%**	<1%	**0.3%**	-	**-**	3.9%	**-**	-
Games of chance	**0.4%**	<1%	**-**	<1%	**0.4%**	<1%	**0.9%**	<1%	**-**	-	**1.0%**	-
Pro Line/ Game Day/ Over/Under	**0.3%**	<1%	**0.2%**	<1%	**0.3%**	<1%	**0.6%**	1.6%	**-**	<1%	**-**	2.0%
Internet poker	**0.1%**	-	**0.2%**	-	**0.1%**	-	**-**	-	**-**	-	**-**	-
Other	**1.2%**	<1%	**1.3%**	<1%	**1.0%**	<1%	**3.3%**	1.8%	**3.5%**	-	**-**	-
Don't know/ Refused	**3.7%**	5.5%	**8.6%**	8.6%	**3.3%**	5.5%	**2.5%**	<1%	**-**	-	**-**	2.5%

Similarly, the first gambling activities tried among those who have ever gambled in each region included lottery tickets, bingo and VLTs (See Table 46).

Table 46: First Gambling Activity Tried by Region

	Eastern (N=1,002)	*Central (N=1,000)*	*Western (N=1,000)*	*Labrador-Grenfell (N=1,000)*
Lottery tickets	28.4%	34.6%	37.1%	31.8%
Pull tabs	5.6%	9.0%	6.1%	7.1%
Scratch tickets	7.2%	7.3%	6.5%	6.9%
Raffles	9.0%	7.7%	5.2%	8.2%
Horse races	0.5%	0.2%	0.2%	0.5%
Bingo	12.9%	12.4%	13.3%	10.9%
VLTs	5.1%	3.3%	3.7%	5.6%
Pro Line/ Game Day/ Over/Under	0.3%	0.2%	0.2%	0.1%
Sports pools	1.0%	0.7%	0.6%	1.5%
Cards or board games	8.5%	5.8%	5.7%	6.4%
Internet poker	0.1%	0.2%	0.1%	0.1%
Poker	13.5%	13.6%	14.5%	15.3%
Games of skill	0.8%	0.5%	1.4%	1.2%
Casinos	0.9%	0.9%	0.8%	0.5%
Games of chance	0.6%	0.2%	-	0.3%
Other	1.5%	0.2%	0.6%	1.6%
Don't know/ Refused	4.1%	2.9%	4.0%	2.1%

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

5.2 EARLY WINS AND LOSSES

All respondents who have ever gambled at some point in their life were also asked if they remembered a first big win or loss when they started gambling. Overall, only a minority of respondents who have ever gambled remembered a first big win (18%) or loss (5%) when they started gambling. However, problem gamblers (44%), moderate-risk gamblers (32%) and low-risk gamblers (28%) were more likely to remember their first big win compared to non-problem gamblers (17%) and non-gamblers (11%). Furthermore, problem gamblers (34%) and moderate-risk gamblers (22%) were more likely than non-problem gamblers (3%) and non-gamblers (5%) to remember their first big loss (See Table 47).

Table 47: Percentage who Remember a First Big Win or Loss by Gambling Subtype[38]

	Overall		*Non-Gambler*		*Non-Problem Gambler*		*Low-Risk Gambler*		*Moderate-Risk Gambler*		*Problem Gambler*	
	2009 (N=3,452)	*2005 (N=2,365)*	*2009 (N=360)*	*2005 (N=175)*	*2009 (N=2,742)*	*2005 (N=1,944)*	*2009 (N=246)*	*2005 (N=157)*	*2009 (N=67)*	*2005 (N=58)*	*2009 (N=29)*	*2005 (N=31)*
Remember big WIN	**17.5%**	15%	**11.0%**	4%	**16.7%**	13%	**28.3%**	29%	**31.6%**	35%	**43.5%**	59%
Remember big LOSS	**4.5%**	4%	**4.6%**	2%	**3.1%**	2%	**10.7%**	6%	**21.9%**	22%	**34.1%**	45%

Similarly, only a minority of respondents from each region remembered a first big win or loss when they first started gambling (See Table 48).

Table 48: Percentage who Remember a First Big Win or Loss by Region

	Eastern (N=881)	*Central (N=809)*	*Western (N=865)*	*Labrador-Grenfell (N=864)*
Remember big WIN	18.8%	15.3%	14.9%	17.1%
Remember big LOSS	4.1%	5.4%	4.2%	5.7%

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

5.3 GAMBLER'S FALLACIES

All respondents were asked to rate their agreement level with two different statements about gambling. First, respondents were asked if they agreed with the statement "while gambling, after losing many times in a row, you are more likely to win." Consistent with 2005, 91% of respondents disagreed (51% disagreed, 39% strongly disagreed) with this statement, however, a lower percentage of respondents strongly disagreed this year. Generally, problem gamblers (27%) and moderate-risk gamblers (23%) were more likely than all other gambling subtypes to agree or strongly agree with this statement. (See Table 49).

Table 49: Belief that Winning Follows Losing by Gambling Subtype[39]

	Overall		*Non-Gambler*		*Non-Problem Gambler*		*Low-Risk Gambler*		*Moderate-Risk Gambler*		*Problem Gambler*	
	2009 (N=4,002)	*2005 (N=2,596)*	*2009 (N=910)*	*2005 (N=405)*	*2009 (N=2,742)*	*2005 (N=1,944)*	*2009 (N=246)*	*2005 (N=157)*	*2009 (N=67)*	*2005 (N=58)*	*2009 (N=29)*	*2005 (N=31)*
Strongly agree	**0.5%**	<1%	**0.5%**	-	**0.3%**	<1%	**-**	1.3%	**2.5%**	5.3%	**10.2%**	9.4%
Agree	**5.1%**	4.6%	**5.1%**	2.5%	**4.3%**	4.2%	**6.9%**	10.9%	**20.2%**	10.5%	**16.5%**	15.6%
Disagree	**51.2%**	35.3%	**41.8%**	33.4%	**54.2%**	35.3%	**57.7%**	41.7%	**40.4%**	40.4%	**28.3%**	18.8%
Strongly disagree	**39.4%**	55.8%	**45.5%**	55.7%	**38.1%**	57.1%	**32.9%**	45.5%	**32.4%**	40.4%	**45.0%**	56.3%
Don't know/ Refused	**3.9%**	4.5%	**7.1%**	9.0%	**3.0%**	3.0%	**2.6%**	<1%	**4.4%**	3.5%	**-**	-

Consistent with provincial findings, approximately nine in ten respondents from each region disagreed with this statement (See Table 50).

Table 50: Belief that Winning Follows Losing by Region

	Eastern (N=1,002)	*Central (N=1,000)*	*Western (N=1,000)*	*Labrador-Grenfell (N=1,000)*
Strongly agree	0.4%	0.3%	0.8%	0.5%
Agree	4.6%	6.1%	5.8%	4.3%
Disagree	50.2%	52.0%	51.4%	56.5%
Strongly disagree	41.3%	37.2%	37.7%	33.6%
Don't know/ Refused	3.5%	4.4%	4.3%	5.1%

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

Consistent with 2005, 83% of respondents disagreed (49% disagreed, 34% strongly disagreed) that "while gambling, you could win more if you used a certain system or strategy", however, a lower percentage of respondents strongly disagreed this year. Compared to problem gamblers in 2005, more problem gamblers in 2009 agreed or strongly agreed with the statement, however, the difference was not significant. Problem gamblers (27%), however, were more likely to agree/strongly agree with the statement compared to non-problem gamblers (11%) and non-gamblers (8%) (See Table 51).

Table 51: Belief in Gambling Systems by Gambling Subtype[40]

	Overall		*Non-Gambler*		*Non-Problem Gambler*		*Low-Risk Gambler*		*Moderate-Risk Gambler*		*Problem Gambler*	
	2009 (N=4,002)	*2005 (N=2,596)*	*2009 (N=910)*	*2005 (N=405)*	*2009 (N=2,742)*	*2005 (N=1,944)*	*2009 (N=246)*	*2005 (N=157)*	*2009 (N=67)*	*2005 (N=58)*	*2009 (N=29)*	*2005 (N=31)*
Strongly agree	**0.6%**	<1%	**0.1%**	1.2%	**0.7%**	<1%	**0.7%**	<1%	**3.9%**	5.3%	**2.2%**	3.1%
Agree	**9.7%**	10.0%	**7.4%**	6.4%	**9.8%**	9.8%	**15.5%**	14.6%	**11.1%**	29.8%	**25.2%**	9.4%
Disagree	**48.9%**	32.3%	**42.4%**	30.4%	**51.3%**	32.6%	**48.6%**	39.9%	**47.5%**	21.1%	**34.4%**	21.9%
Strongly disagree	**34.0%**	49.9%	**37.8%**	47.9%	**33.0%**	51.1%	**33.0%**	39.9%	**36.0%**	43.9%	**28.1%**	62.5%
Don't know/ Refused	**6.6%**	7.5%	**12.3%**	14.5%	**5.2%**	5.9%	**2.3%**	5.1%	**1.6%**	-	**10.2%**	3.1%

Consistent with provincial findings, approximately eight in ten respondents from each region disagreed with this statement (See Table 52).

Table 52: Belief in Gambling Systems by Region

	Eastern (N=1,002)	*Central (N=1,000)*	*Western (N=1,000)*	*Labrador-Grenfell (N=1,000)*
Strongly agree	0.6%	0.6%	0.8%	0.6%
Agree	10.9%	7.4%	9.1%	8.0%
Disagree	47.3%	50.5%	50.6%	54.5%
Strongly disagree	35.7%	32.3%	32.1%	29.2%
Don't know/ Refused	5.5%	9.2%	7.4%	7.7%

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

5.4 OTHER'S GAMBLING ACTIVITY

All respondents were asked to indicate whether anyone in their family had ever had an alcohol, drug, or gambling problem (See Table 53). Overall, 22% of respondents had a family member with a history of alcohol or drug problems, slightly less than what was found in 2005 (27%). Problem gamblers (55%) and moderate-risk gamblers (46%) were more likely to have someone in their family with an alcohol or drug problem than were low-risk gamblers (28%), non-problem gamblers (22%) and non-gamblers (20%).

Overall, 8% of respondents had a family member with a history of gambling problems, slightly lower than what was found in 2005 (12%). Problem gamblers (29%) and moderate-risk gamblers (20%) were more likely to have someone in their family with a gambling problem than were low-risk gamblers (10%), non-problem gamblers (8%) and non-gamblers (7%).

Table 53: Family History of Alcohol/Drug/Gambling Problems by Gambling Subtype[41]

	Overall		*Non-Gambler*		*Non-Problem Gambler*		*Low-Risk Gambler*		*Moderate-Risk Gambler*		*Problem Gambler*	
	2009 (N=4,002)	*2005 (N=2,596)*	*2009 (N=910)*	*2005 (N=405)*	*2009 (N=2,742)*	*2005 (N=1,944)*	*2009 (N=246)*	*2005 (N=157)*	*2009 (N=67)*	*2005 (N=58)*	*2009 (N=29)*	*2005 (N=31)*
Family history of alcohol and drug problems	**22.3%**	27%	**19.8%**	22%	**21.7%**	26%	**27.5%**	37%	**46.4%**	35%	**55.0%**	61%
Family history of gambling	**8.3%**	12%	**7.1%**	9%	**8.0%**	11%	**9.8%**	10%	**20.0%**	34%	**28.6%**	42%

Generally, almost one-quarter of respondents across each region had a family member with a history of alcohol or drug problems, with the exception of Central (17%). The percentage of respondents with a family history of gambling was also lower in Central (5%).

Table 54: Family History of Alcohol/Drug/Gambling Problems by Region

	Eastern (N=1,002)	*Central (N=1,000)*	*Western (N=1,000)*	*Labrador-Grenfell (N=1,000)*
Family history of alcohol and drug problems	23.6%	16.9%	23.5%	23.6%
Family history of gambling	9.1%	5.2%	8.6%	9.0%

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

5.5 SUBSTANCE USE

Questions regarding the use of substances while gambling were asked to gamblers (See Table 55). Comparable to 2005 (17%), 15% of gamblers have used alcohol or drugs while gambling in the past 12 months, while only a small percentage of gamblers (6%) have gambled while drunk or high in the past 12 months. Problem gamblers, moderate-risk gamblers and low-risk gamblers were more likely to have used alcohol or drugs while gambling or to have gambled while drunk or high compared to non-problem gamblers.

Table 55: Alcohol or Drug Use While Gambling in the Past 12 Months by Gambling Subtype[42]

	Overall		*Non-Problem Gambler*		*Low-Risk Gambler*		*Moderate-Risk Gambler*		*Problem Gambler*	
	2009 (N=3,092)	*2005 (N=2,365)*	*2009 (N=2,742)*	*2005 (N=1,944)*	*2009 (N=246)*	*2005 (N=157)*	*2009 (N=67)*	*2005 (N=58)*	*2009 (N=29)*	*2005 (N=31)*
Use of alcohol/ drugs while gambling	**15.4%**	17%	**13.2%**	14%	**33.1%**	32%	**33.6%**	36%	**23.4%**	53%
Gambled while drunk or high	**6.2%**	7%	**4.7%**	4%	**17.5%**	22%	**17.9%**	19%	**17.2%**	56%

There was a little variation among the regions in terms of alcohol or drug use while gambling over the past 12 months, with the use of alcohol/drugs while gambling ranging from 12% in Central to 17% in Eastern.

Table 56: Alcohol or Drug Use While Gambling in the Past 12 Months by Region

	Eastern (N=794)	*Central (N=715)*	*Western (N=765)*	*Labrador-Grenfell (N=782)*
Use of alcohol/ drugs while gambling	17.1%	11.9%	12.8%	14.7%
Gambled while drunk or high	7.3%	8.1%	5.0%	6.1%

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

5.6 CIGARETTE/ALCOHOL USE

All respondents were asked several questions about smoking and alcohol use, and results are presented in Table 57. Overall, 70% of respondents have smoked cigarettes at some point in their life, similar to the 2005 statistic (72%). Consistent with 2005, at the time of the survey, 27% of respondents smoked cigarettes daily, 8% smoked occasionally, while 65% did not smoke at all. Problem gamblers (75%) were more likely to smoke on a daily basis compared to low-risk gamblers (49%), non-problem gamblers (26%) and non-gamblers (19%).

Consistent with 2005 (93%), 93% of respondents have had at least one alcoholic beverage at some point in their lives. Overall alcohol consumption was generally similar among the gambling subtypes. Of those who have ever consumed an alcoholic beverage, 86% have had an alcoholic beverage in the past 12 months. Moderate-risk gamblers (96%), low-risk gamblers (88%) and non-problem gamblers (89%) were more likely than non-gamblers (72%) to have had an alcoholic beverage in the past 12 months.

Table 57: Cigarette Smoking and Alcohol Consumption by Gambler Subtype[43]

	Overall		*Non-Gambler*		*Non-Problem Gambler*		*Low-Risk Gambler*		*Moderate-Risk Gambler*		*Problem Gambler*	
	2009	*2005*	*2009*	*2005*	*2009*	*2005*	*2009*	*2005*	*2009*	*2005*	*2009*	*2005*
Cigarette Smoking Status	*(N=2,812)*	*(N=1,874)*	*(N=582)*	*(N=250)*	*(N=1,962)*	*(N=1,416)*	*(N=184)*	*(N=130)*	*(N=58)*	*(N=47)*	*(N=19)*	*(N=31)*
Daily	**27.2%**	29.2%	**19.4%**	22.0%	**26.1%**	27.2%	**49.3%**	47.7%	**55.7%**	55.3%	**75.4%**	61.3%
Occasionally	**7.6%**	5.9%	**6.2%**	4.0%	**8.0%**	6.1%	**8.7%**	5.4%	**5.1%**	10.6%	**4.7%**	3.2%
Not at all	**65.2%**	64.8%	**74.4%**	74.0%	**65.9%**	66.7%	**42.0%**	45.4%	**39.2%**	34.0%	**19.9%**	35.5%
Refused	**-**	<1%	**-**	-	**-**	-	**-**	1.5%	**-**	-	**-**	-
Alcohol consumption in past 12 months	*(N=3,733)*	*(N=2,423)*	*(N=765)*	*(N=328)*	*(N=2,635)*	*(N=1,854)*	*(N=235)*	*(N=154)*	*(N=65)*	*(N=56)*	*(N=27)*	*(N=31)*
	85.7%	84%	**72.0%**	60%	**89.2%**	88%	**87.9%**	88%	**96.1%**	96%	**88.9%**	87%

Respondents who consumed at least one alcoholic beverage over the past 12 months (86%) were asked how many drinks they consume during a typical day. On average, respondents consumed 3.0 alcoholic beverages on a typical day, similar to the 2005 statistic of 4 beverages. The amount of alcoholic beverages consumed on a typical day was similar among the gambling subtypes, ranging from 2.7 for non-gamblers, 2.9 for non-problem gamblers and 3.3 for problem gamblers to 4.7 for moderate-risk gamblers.

Regionally, though rates of ever smoking were similar (ranging from 68% in Central to 71% in Eastern and Western) the daily smoking rate was lower in Central (23%) than in all other regions. As well, rates of alcohol consumption were slightly lower in Central (80%) than in all other regions (84% in Labrador-Grenfell, 85% in Western, and 88% in Eastern).

Table 58: Cigarette Smoking and Alcohol Consumption by Region

	Eastern	*Central*	*Western*	*Labrador-Grenfell*
Cigarette Smoking Status	*(N=709)*	*(N=684)*	*(N=708)*	*(N=702)*
Daily	27.5%	23.1%	29.2%	30.9%
Occasionally	8.2%	6.1%	6.8%	8.4%
Not at all	64.3%	70.8%	64.0%	60.7%
Alcohol consumption in past 12 months	*(N=942)*	*(N=903)*	*(N=950)*	*(N=915)*
	87.8%	80.4%	84.9%	83.7%

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

5.7 DRUG USE

All respondents were asked if they had ever used various illicit drugs in their lifetime or over the past 12 months (See Table 59). Similar to 2005 (28%), the most common drug ever used was Marijuana or Hash (29%). Generally speaking, drug use tended to be higher among the at-risk and problem gambling subtypes Overall, 57% of problem gamblers have used Marijuana or Hash in their lifetime and 21% have used it in the past year. Usage of this drug was higher among problem gamblers (57%) and moderate-risk gamblers (61%) compared to non-problem gamblers (30%) and non-gamblers (18%). Overall, usage of Cocaine was relatively low, however problem gamblers (22%) were more likely than non-problem gamblers (2%) and non-gamblers (2%) to have ever used it.

The use of other drugs such as LSD, Crystal Methamphetamine, Ecstasy, and Oxycontin was relatively uncommon regardless of gambling subtype.

Table 59: Illicit Drug Use by Gambling Subtype[44]

	Overall		Non-Gambler		Non-Problem Gambler		Low-Risk Gambler		Moderate-Risk Gambler		Problem Gambler	
	2009 (N=4,002)	2005 (N=2,596)	2009 (N=910)	2005 (N=405)	2009 (N=2,742)	2005 (N=1,944)	2009 (N=246)	2005 (N=157)	2009 (N=67)	2005 (N=58)	2009 (N=29)	2005 (N=31)
Marijuana/ Hash												
Ever used	**28.5%**	28.4%	**18.1%**	15.8%	**29.9%**	28.5%	**39.4%**	42.7%	**61.2%**	53.4%	**56.7%**	67.7%
Used in past 12 months	**6.9%**	8.3%	**3.7%**	3.5%	**6.7%**	7.8%	**15.9%**	14.0%	**20.9%**	27.6%	**20.7%**	38.7%
Cocaine												
Ever used	**3.4%**	3.1%	**2.0%**	1.2%	**2.7%**	2.6%	**11.1%**	7.6%	**11.8%**	6.9%	**22.0%**	32.3%
Used in past 12 months	**0.6%**	<1%	**-**	-	**0.6%**	<1%	**0.2%**	-	**1.5%**	-	**3.4%**	3.2%
LSD/ Other psychedelics												
Ever used	**4.8%**	4.4%	**3.3%**	2.7%	**4.4%**	4.0%	**10.8%**	10.1%	**20.3%**	6.9%	**8.2%**	22.6%
Used in past 12 months	**0.2%**	<1%	**-**	-	**0.2%**	<1%	**0.4%**	-	**1.5%**	1.7%	**-**	3.2%
Crystal Methamphetamine												
Ever used	**0.3%**	<1%	**0.5%**	-	**0.2%**	<1%	**0.1%**	1.9%	**3.5%**	1.7%	**1.0%**	-
Used in past 12 months	**-**	<1%	**-**	-	**-**	<1%	**-**	-	**-**	-	**-**	-
Ecstasy												
Ever used	**1.5%**	1.5%	**1.1%**	<1%	**1.0%**	1.3%	**5.5%**	3.8%	**6.5%**	3.4%	**2.9%**	19.7%
Used in past 12 months	**0.5%**	<1%	**-**	-	**0.5%**	<1%	**2.0%**	2.5%	**1.5%**	-	**-**	3.2%
Oxycontin												
Ever used	**0.3%**	<1%	**0.4%**	-	**0.1%**	<1%	**1.3%**	1.3%	**1.0%**	3.4%	**8.0%**	-
Used in past 12 months	**-**	<1%	**-**	-	**0.1%**	<1%	**-**	-	**-**	-	**-**	-

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

Across all regions, Marijuana or Hash was also the most common drug used. Usage of other drugs such as Cocaine, LSD, Crystal Methamphetamine, Ecstasy, and Oxycontin was relatively uncommon.

Table 60: Illicit Drug Use by Region

	Eastern (N=1,002)	***Central (N=1,000)***	***Western (N=1,000)***	***Labrador-Grenfell (N=1,000)***
Marijuana/ Hash				
Ever used	30.4%	23.5%	26.7%	30.5%
Used in past 12 months	8.2%	4.6%	5.6%	6.1%
Cocaine				
Ever used	3.8%	2.1%	3.1%	4.7%
Used in past 12 months	0.6%	0.3%	0.6%	1.5%
LSD/ Other psychedelics				
Ever used	5.3%	3.2%	4.5%	6.0%
Used in past 12 months	0.1%	0.1%	0.4%	0.4%
Crystal Methamphetamine				
Ever used	0.4%	0.1%	0.2%	0.7%
Used in past 12 months	-	-	-	0.3%
Ecstasy				
Ever used	1.5%	0.9%	1.6%	2.6%
Used in past 12 months	0.5%	0.1%	0.8%	1.0%
Oxycontin				
Ever used	0.3%	0.3%	0.2%	0.2%
Used in past 12 months	-	0.2%	-	0.1%

5.8 PHYSICAL AND MENTAL HEALTH

All respondents were asked several questions about their physical and mental health. Similar to 2005, the majority of respondents (81%) rated their physical health as very good (41%) or good (40%). However problem gamblers (17%), moderate-risk gamblers (26%) and low-risk gamblers (25%) were less likely than all other gambling subtypes to rate their physical health as very good (See Table 61).

Table 61: Physical Health Status by Gambling Subtype[45]

	Overall		*Non-Gambler*		*Non-Problem Gambler*		*Low-Risk Gambler*		*Moderate-Risk Gambler*		*Problem Gambler*	
	2009 (N=4,002)	*2005 (N=2,596)*	*2009 (N=910)*	*2005 (N=405)*	*2009 (N=2,742)*	*2005 (N=1,944)*	*2009 (N=246)*	*2005 (N=157)*	*2009 (N=67)*	*2005 (N=58)*	*2009 (N=29)*	*2005 (N=31)*
Very good	**40.8%**	42%	**43.8%**	41.7%	**41.9%**	43.2%	**25.0%**	36.3%	**25.6%**	24.1%	**16.9%**	16%
Good	**40.0%**	42%	**34.2%**	39.3%	**40.6%**	41.7%	**50.2%**	42.7%	**50.4%**	50.0%	**59.8%**	66%
Fair	**15.0%**	13%	**15.7%**	15.3%	**14.5%**	11.7%	**18.7%**	19.1%	**12.6%**	12.1%	**12.4%**	16%
Poor	**3.0%**	3%	**3.5%**	3.0%	**2.4%**	3.2%	**5.7%**	1.9%	**7.9%**	13.8%	**10.9%**	3%
Very poor	**1.1%**	<1%	**2.6%**	<1%	**0.7%**	<1%	**0.3%**	-	**3.5%**	-	**-**	-
Don't know	**0.1%**	<1%	**0.3%**	-	**-**	<1%	**-**	-	**-**	-	**-**	-

Regionally, the large majority of respondents rated their physical health as good or very good.

Table 62: Physical Health Status by Region

	Eastern (N=1,002)	*Central (N=1,000)*	*Western (N=1,000)*	*Labrador-Grenfell (N=1,000)*
Very good	39.8%	44.3%	40.7%	40.2%
Good	39.3%	39.0%	42.2%	43.1%
Fair	16.1%	13.2%	13.8%	13.4%
Poor	3.3%	2.5%	2.6%	2.6%
Very poor	1.4%	1.0%	0.5%	0.6%
Don't know	0.1%	-	0.2%	0.1%

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

Concerning mental health, 94% of respondents considered their mental health to be very good (53%) or good (41%), consistent with 2005 (95%). Problem gamblers (76%) and moderate-risk gamblers (81%) were less likely than all other gambling subtypes to rate their mental health as good or very good (See Table 63).

Table 63: Mental Health Status by Gambling Subtype[46]

	Overall		*Non-Gambler*		*Non-Problem Gambler*		*Low-Risk Gambler*		*Moderate-Risk Gambler*		*Problem Gambler*	
	2009 (N=4,002)	*2005 (N=2,596)*	*2009 (N=910)*	*2005 (N=405)*	*2009 (N=2,742)*	*2005 (N=1,944)*	*2009 (N=246)*	*2005 (N=157)*	*2009 (N=67)*	*2005 (N=58)*	*2009 (N=29)*	*2005 (N=31)*
Very good	**53.0%**	54.1%	**52.0%**	56.8%	**55.2%**	55.5%	**38.6%**	44.9%	**38.6%**	32.8%	**24.9%**	20.0%
Good	**41.3%**	41.0%	**39.4%**	40.7%	**40.8%**	40.1%	**52.3%**	46.8%	**42.4%**	48.3%	**50.9%**	63.3%
Fair	**4.8%**	3.9%	**7.4%**	2.0%	**3.4%**	3.5%	**7.4%**	7.6%	**15.1%**	13.8%	**13.3%**	13.3%
Poor	**0.6%**	<1%	**0.5%**	<1%	**0.4%**	<1%	**1.6%**	<1%	**-**	3.4%	**9.9%**	3.3%
Very poor	**0.3%**	<1%	**0.7%**	-	**-**	<1%	**-**	-	**3.9%**	-	**1.0%**	-
Don't know	**0.1%**	<1%	**-**	-	**0.1%**	<1%	**-**	-	**-**	1.7%	**-**	-

By region, there was little variation in respondents' rating of their mental health status.

Table 64: Mental Health Status by Region

	Eastern (N=1,002)	*Central (N=1,000)*	*Western (N=1,000)*	*Labrador-Grenfell (N=1,000)*
Very good	53.6%	50.9%	54.2%	50.6%
Good	40.5%	43.5%	40.6%	43.2%
Fair	5.0%	4.7%	4.3%	5.3%
Poor	0.6%	0.6%	0.5%	0.4%
Very poor	0.3%	0.1%	0.3%	0.2%
Don't know	-	0.2%	0.1%	0.3%

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

A number of other questions were asked related to how individuals have dealt with painful events in their lives over the past 12 months (See Table 65). Respondents were first asked if they have had an urge to have a drink of alcohol when something painful happened in their life over the past 12 months. The majority of respondents (90%) did not have the urge to drink when something painful happened, and this finding did not change from 2005. However, problem gamblers (46%) and moderate-risk gamblers (31%) were more likely to have had the urge to have a drink when something painful happened compared to low-risk gamblers (12%), non-problem gamblers (10%) and non-gamblers (7%).

Respondents were also asked whether they have had the urge to use drugs or medication when something painful happened in their life over the past 12 months. Generally, the urge to use drugs or medication was low (3%), and there was very little variation among the gambling subtypes.

Gamblers were asked if they have had the urge to gamble if something painful happened in their life in the past 12 months. Again, the urge to gamble was low (1%), however, problem gamblers (41%) were more likely to have had the urge to gamble when something painful happened in their life in the past 12 months compared to moderate-risk gamblers (15%), low-risk gamblers (3%) and non-problem gamblers (1%).

Table 65: Urge to Have a Drink of Alcohol, Use Drugs/Medication or Gamble When Something Painful Happened in the Past 12 Months by Gambling Subtype[47]

	Overall		*Non-Gambler*		*Non-Problem Gambler*		*Low-Risk Gambler*		*Moderate-Risk Gambler*		*Problem Gambler*	
	2009	*2005*	*2009*	*2005*	*2009*	*2005*	*2009*	*2005*	*2009*	*2005*	*2009*	*2005*
Have a drink of alcohol	*(N=4,002)*	*(N=2,596)*	*(N=910)*	*(N=405)*	*(N=2,742)*	*(N=1,944)*	*(N=246)*	*(N=157)*	*(N=67)*	*(N=58)*	*(N=29)*	*(N=31)*
	9.7%	10%	**7.1%**	4%	**9.5%**	10%	**12.4%**	17%	**31.1%**	22%	**45.5%**	45%
Use drugs or medication	**2.4%**	3%	**3.4%**	1%	**1.7%**	3%	**3.9%**	6%	**11.8%**	5%	**7.2%**	13%
Gamble	*(N=3,092)*	*(N=2,191)*	-		*(N=2,742)*	*(N=1,944)*	*(N=246)*	*(N=157)*	*(N=67)*	*(N=58)*	*(N=29)*	*(N=31)*
	1.4%	2%			**0.5%**	<1%	**3.4%**	5%	**14.8%**	22%	**41.4%**	50%

Across the regions, the percentage of respondents who reported the urge to drink alcohol to deal with painful events ranged from 8% in Central to 11% in Eastern, while the urge to use drugs/medication or gamble was very low.

Table 66: Urge to Have a Drink of Alcohol, Use Drugs/Medication or Gamble When Something Painful Happened in the Past 12 Months by Region

	Eastern	*Central*	*Western*	*Labrador-Grenfell*
	(N=1,002)	*(N=1,000)*	*(N=1,000)*	*(N=1,000)*
Have a drink of alcohol	10.7%	7.5%	9.6%	8.5%
Use drugs or medication	2.4%	2.1%	2.7%	3.2%
Gamble	*(N=794)*	*(N=715)*	*(N=765)*	*(N=782)*
	1.9%	0.6%	0.8%	1.2%

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

5.9 LIFE EVENTS

In the 2009 study, respondents were asked if they have ever experienced a series of significant life events and if they have experienced any of these events within the past 12 months. By far, the most significant life event ever experienced by respondents was the death of a significant person (53%). This was followed distantly by physical health problems (22%) and income loss/job loss (21%). Similarly, within the past 12 months, death of a significant person (14%) and physical health problems (14%) were most commonly experienced.

As shown in Table 67, the occurrence of most significant life events generally increased when segmented by gambling subtype, with problem gamblers more likely than all other gambling subtypes to have ever experienced events such as *death of a significant person*, *relationship problems*, *problems with alcohol use*, and *problems from someone else's gambling*. Furthermore, both moderate-risk and problem gamblers were more likely than all other gambling subtypes to have ever experienced significant life events such as *physical health problems*, *income loss/job loss*, *anxiety*, *loneliness/increased isolation*, and *depression*.

In terms of the past 12 months, the occurrence of most significant life events also tended to increase when segmented by gambling subtype, with problem gamblers more likely than all other gambling subtypes to have experienced *income loss/job loss*, *relationship problems* and *difficulty in finding a job*. Furthermore, both moderate-risk and problem gamblers were more likely than all other gambling subtypes to have experienced significant life events such as *debt/financial problems*, *anxiety*, *loneliness/increased isolation*, *depression*, and *work problems* over the past 12 months.

Table 67: Occurrence of Significant Life Events by Gambling Subtype[48]

	Overall	*Non-Gambler*	*Non-Problem Gambler*	*Low-Risk Gambler*	*Moderate-Risk Gambler*	*Problem Gambler*
	2009 (N=4,002)	*2009 (N=910)*	*2009 (N=2,742)*	*2009 (N=246)*	*2009 (N=67)*	*2009 (N=29)*
Death of a significant person						
Ever	**53.4%**	58.1%	51.6%	51.3%	59.4%	77.2%
Within the past 12 months	**14.1%**	14.0%	13.6%	16.3%	23.9%	24.1%
Physical health problems						
Ever	**21.9%**	26.4%	19.8%	23.2%	32.3%	41.2%
Within the past 12 months	**13.7%**	16.2%	12.0%	18.3%	25.4%	31.0%
Income loss/job loss						
Ever	**21.2%**	19.3%	20.5%	30.7%	33.4%	41.0%
Within the past 12 months	**6.6%**	5.6%	6.1%	11.0%	16.4%	31.0%
Relationship problems						
Ever	**18.1%**	15.8%	17.6%	24.6%	27.1%	58.9%
Within the past 12 months	**6.2%**	4.5%	5.9%	8.1%	17.9%	37.9%
Debt/financial problems						
Ever	**17.9%**	15.1%	17.1%	29.4%	33.8%	49.9%
Within the past 12 months	**7.3%**	7.4%	6.4%	11.8%	25.4%	20.7%
Difficulty in finding a job						
Ever	**16.5%**	17.0%	15.5%	20.2%	28.2%	34.1%
Within the past 12 months	**5.0%**	5.4%	4.2%	10.2%	7.5%	20.7%
Anxiety (panic attacks)						
Ever	**15.4%**	15.8%	13.3%	25.3%	47.8%	44.1%
Within the past 12 months	**9.9%**	9.9%	8.5%	14.6%	35.8%	41.4%
Loneliness/increased isolation						
Ever	**14.6%**	17.7%	12.2%	18.0%	37.1%	56.7%
Within the past 12 months	**9.5%**	12.1%	7.5%	13.4%	34.3%	27.6%
Depression						
Ever	**13.3%**	16.6%	11.0%	16.9%	34.4%	39.7%
Within the past 12 months	**8.2%**	9.8%	6.6%	12.2%	31.3%	31.0%
Work problems						
Ever	**10.2%**	9.0%	9.7%	15.4%	19.3%	26.4%
Within the past 12 months	**4.7%**	4.5%	4.2%	6.5%	17.9%	24.1%

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

	Overall	Non-Gambler	Non-Problem Gambler	Low-Risk Gambler	Moderate-Risk Gambler	Problem Gambler
	2009 (N=4,002)	2009 (N=910)	2009 (N=2,742)	2009 (N=246)	2009 (N=67)	2009 (N=29)
Bankruptcy protection						
Ever	**4.2%**	3.1%	4.2%	6.2%	7.5%	5.0%
Within the past 12 months	**0.7%**	0.7%	0.7%	1.6%	-	3.4%
Problems with alcohol use						
Ever	**2.6%**	3.3%	2.1%	4.5%	1.2%	13.1%
Within the past 12 months	**0.4%**	0.7%	0.3%	1.2%	-	3.4%
Problems with drug use						
Ever	**0.9%**	1.4%	0.5%	3.4%	1.0%	1.0%
Within the past 12 months	**0.1%**	0.2%	0.1%	0.4%	-	-
Problems from someone else's alcohol use						
Ever	**15.3%**	16.3%	14.2%	20.5%	20.9%	35.6%
Within the past 12 months	**3.7%**	4.5%	3.1%	6.1%	4.5%	10.3%
Problems from someone else's drug use						
Ever	**8.0%**	8.1%	7.5%	7.9%	22.2%	26.8%
Within the past 12 months	**2.4%**	1.5%	2.0%	5.7%	12.0%	13.8%
Problems from someone else's gambling						
Ever	**5.7%**	5.7%	5.1%	7.2%	12.3%	30.3%
Within the past 12 months	**2.0%**	0.8%	2.0%	3.3%	9.0%	17.2%

Regionally, the occurrence of significant life events was similar to provincial findings.

Table 68: Occurrence of Significant Life Events by Region

	Eastern (N=1,002)	*Central (N=1,000)*	*Western (N=1,000)*	*Labrador-Grenfell (N=1,000)*
Death of a significant person				
Ever	52.9%	54.8%	54.5%	50.8%
Within the past 12 months	13.5%	15.1%	14.3%	16.5%
Physical health problems				
Ever	22.9%	21.0%	20.4%	19.4%
Within the past 12 months	14.9%	11.9%	12.4%	11.5%
Income loss/job loss				
Ever	22.8%	18.6%	19.2%	20.4%
Within the past 12 months	7.6%	4.8%	5.4%	6.4%
Relationship problems				
Ever	19.3%	15.4%	17.1%	17.7%
Within the past 12 months	6.8%	4.7%	5.6%	7.3%
Debt/financial problems				
Ever	19.0%	15.5%	17.2%	17.5%
Within the past 12 months	8.4%	5.2%	6.3%	6.9%
Difficulty in finding a job				
Ever	17.9%	14.2%	14.6%	15.1%
Within the past 12 months	5.3%	4.8%	4.8%	3.8%
Anxiety (panic attacks)				
Ever	16.5%	12.9%	14.9%	14.7%
Within the past 12 months	10.8%	8.1%	9.1%	9.2%
Loneliness/increased isolation				
Ever	14.2%	13.7%	16.4%	16.1%
Within the past 12 months	9.4%	8.8%	10.2%	10.6%
Depression				
Ever	14.1%	12.5%	11.6%	12.6%
Within the past 12 months	8.9%	7.0%	7.8%	7.5%
Work problems				
Ever	11.5%	7.9%	8.4%	10.0%
Within the past 12 months	5.0%	4.2%	4.4%	4.9%
Bankruptcy protection				
Ever	4.3%	3.5%	4.7%	4.0%
Within the past 12 months	0.8%	0.4%	0.9%	0.6%
Problems with alcohol use				
Ever	2.8%	1.4%	2.9%	3.6%
Within the past 12 months	0.4%	0.2%	0.7%	0.7%
Problems with drug use				
Ever	1.0%	0.2%	1.2%	1.9%
Within the past 12 months	-	0.1%	0.3%	1.0%
Problems from someone else's alcohol use				
Ever	16.5%	12.5%	14.7%	14.5%
Within the past 12 months	3.9%	3.4%	3.2%	4.2%
Problems from someone else's drug use				
Ever	8.5%	5.6%	9.5%	7.8%
Within the past 12 months	2.5%	1.6%	2.6%	3.1%
Problems from someone else's gambling				
Ever	6.2%	3.9%	5.9%	6.1%
Within the past 12 months	2.5%	1.1%	1.4%	2.4%

6.0 Awareness of Support and Treatment Services

This section of the report explores awareness of the various support and treatment services available across Newfoundland and Labrador, including personal sources of help, the provincial toll-free gambling help line, the Recovery Centre (a detox center available for individuals with substance use and gambling problems in Newfoundland and Labrador), the Humberwood Treatment Centre, and local gambling support services.

6.1 People to Turn to for Help

Respondents were asked to identify who they would turn to if they or someone close to them had a gambling problem (See Table 69). Overall, a wide variety of sources were identified, with the most common being family (54%), friends (42%), addictions counselor (41%), family doctor (40%) and gamblers anonymous (38%). These were also the most common sources identified regionally.

Table 69: Sources of Help if Respondents or Someone Close to Them Had a Gambling Problem*

	Overall		*Eastern*	*Central*	*Western*	*Labrador-Grenfell*
	2009 (N=4,002)	*2005 (N=2,596)*	*2009 (N=1,002)*	*2009 (N=1,000)*	*2009 (N=1,000)*	*2009 (N=1,000)*
Family	**54.4%**	58.4%	51.2%	58.6%	57.1%	63.0%
Friend	**41.6%**	41.2%	40.4%	42.3%	41.3%	50.1%
Addictions counselor	**41.2%**	32.4%	39.1%	39.7%	46.9%	49.9%
Family doctor	**40.1%**	27.7%	39.9%	42.5%	38.2%	38.7%
Gamblers anonymous	**38.3%**	28.0%	37.2%	36.9%	42.3%	42.1%
Social worker/ psychologist/ psychiatrist	**25.9%**	17.7%	24.2%	26.4%	27.9%	34.0%
Minister/ priest/ rabbi	**24.9%**	20.3%	21.7%	32.1%	26.0%	29.3%
Employee/ family assistance program	**19.3%**	11.5%	19.1%	18.6%	18.8%	24.3%
Law enforcement official	**14.9%**	7.4%	13.2%	17.4%	16.1%	19.3%
Pharmacist	**13.7%**	5.0%	12.6%	16.3%	13.7%	16.1%
Instructor/ teacher	**11.0%**	8.0%	9.7%	12.8%	12.5%	14.3%
Other	**2.4%**	1.5%	2.8%	1.0%	2.5%	2.5%
None	**2.3%**	<1%	2.5%	1.8%	2.5%	1.2%
Don't Know/Refused	**6.8%**	8.5%	6.8%	6.9%	6.5%	6.2%

**Multiple responses allowed.*

6.2 AWARENESS OF SUPPORT AND TREATMENT SERVICES

Awareness levels for various support and treatment services offered throughout the province are presented in Table 70. Overall, awareness was highest for the provincial problem gambling help line (77%), an increase of 6% since 2005. There was little variation among the subtypes in terms of awareness.

Two-thirds of respondents (66%) were aware of the Recovery Centre, the provincial detox center located in St. John's, representing an increase of 15% since 2005. Awareness levels of the Recovery Centre were fairly similar among the gambling subtypes, however, moderate-risk gamblers were least likely to be aware of the Centre (50%).

Similar to 2005 (36%), 38% of respondents were aware of Humberwood, the provincial treatment centre for problem gamblers located in Corner Brook. Of problem gamblers, 62% were aware of the treatment centre, higher than moderate-risk gamblers (33%), non-problem gamblers (36%) and non-gamblers (39%).

Also similar to 2005 (30%), 28% of respondents were aware of gambling counseling services available in their community. In terms of gambling subtypes, problem gamblers (55%) were more likely to be aware of local gambling counseling services than low-risk gamblers (30%), non-problem gamblers (29%) and non-gamblers (24%).

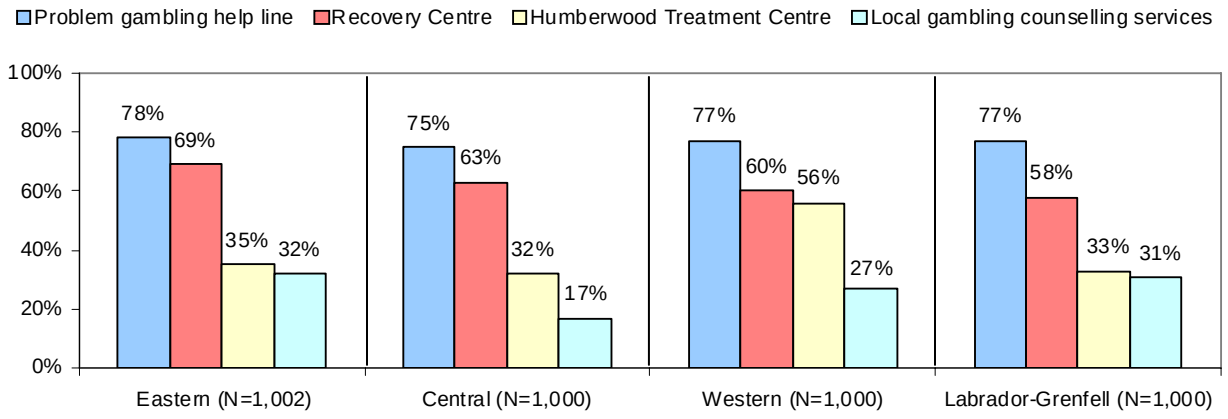
Table 70: Awareness Levels of Support and Treatment Services by Gambling Subtype[49]

	Overall		*Non-Gambler*		*Non-Problem Gambler*		*Low-Risk Gambler*		*Moderate-Risk Gambler*		*Problem Gambler*	
	2009 (N=4,002)	*2005 (N=2,596)*	*2009 (N=910)*	*2005 (N=405)*	*2009 (N=2,742)*	*2005 (N=1,944)*	*2009 (N=246)*	*2005 (N=157)*	*2009 (N=67)*	*2005 (N=58)*	*2009 (N=29)*	*2005 (N=31)*
Provincial problem gambling helpline	**77.2%**	71%	**73.7%**	61%	**77.8%**	71%	**80.2%**	81%	**86.4%**	83%	**82.8%**	89%
Recovery Centre	**65.9%**	51%	**63.9%**	51%	**66.2%**	50%	**74.0%**	59%	**50.0%**	53%	**62.1%**	59%
Humberwood Treatment Centre	**37.6%**	36%	**38.5%**	32%	**36.3%**	36%	**47.8%**	34%	**33.3%**	31%	**62.1%**	38%
Local gambling counseling services	**28.3%**	30%	**23.9%**	21%	**29.0%**	32%	**29.7%**	35%	**36.4%**	32%	**55.2%**	37%

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

Regionally, awareness of the provincial problem gambling helpline was similar to the overall provincial statistic. However, awareness of other support and treatment services differed by region. Perhaps unsurprisingly, awareness of the Recovery Centre was higher among respondents in Eastern (69%) when compared to all other regions. Furthermore, as might be expected, awareness of Humberwood was higher among Western respondents (56%) when compared to all other regions. In terms of local gambling counseling services, awareness was lower in Central (17%) as compared to all other regions.

Figure 15: Awareness Levels of Support and Treatment Services by Region



7.0 Conclusions

This report presents the findings from the *2009 Newfoundland and Labrador Gambling Prevalence Study*, conducted by MarketQuest Research on behalf of the Department of Health and Community Services, Government of Newfoundland and Labrador. Three years after the completion of the *2005 Newfoundland and Labrador Gambling Prevalence Study*, this study further observes and tracks the prevalence of gambling and problem gambling in Newfoundland and Labrador. Furthermore, the study provides important information profiling the gambling subtypes and players of certain gambling activities, identifying correlates of gambling and problem gambling behavior, exploring consequences of gambling, and gauging awareness of support and treatment services. The results of this study will provide the information needed to continue to guide prevention, promotion, education, and treatment services related to gambling in the province. Presented below are some of the key conclusions that can be drawn from this study. **Please note however, that for problem gamblers, the sample size is less than 30, therefore, conclusions should be interpreted with caution.**

CONCLUSIONS[50]

Gambling, in general, is common among Newfoundlanders and Labradorians, though the overall prevalence of gambling has decreased since 2005. Moderate-risk and problem gambling prevalence rates have also decreased since 2005 and are generally similar to those found in other provinces.

Provincially, 77% of respondents have gambled at least once in the past year, with rates ranging from 72% in Central to 79% in Eastern. Of these respondents, 66% participated in at least one gambling activity on a regular basis (at least once a month). Furthermore, of these respondents, 6.2% were classified as low-risk gamblers, 1.7% as moderate-risk gamblers and 0.7% as problem gamblers. Regional breakdowns were generally similar to this overall result. Based on a provincial adult population of 399,926, it can be projected that 6,799 adult residents are moderate-risk gamblers and 2,799 adult residents are problem gamblers.

In line with findings from other provinces, gambling rates have generally decreased in Newfoundland and Labrador since the last gambling prevalence study was conducted in 2005. For example, the overall gambling rate decreased by seven percentage points and both the moderate-risk and problem gambling prevalence rates decreased by 0.5 percentage points. Furthermore, most regions (with the exception of Labrador-Grenfell) have experienced a significant decline in the overall gambling rate and in the Central and Labrador-Grenfell regions, moderate-risk and problem gambling rates have decreased by at least one percentage point.

Around the time of the 2005 study, the Government of Newfoundland and Labrador implemented several initiatives to promote responsible gambling, including a five-year VLT reduction strategy and a social marketing campaign focused on problem gambling. It is possible that these initiatives are linked to the decrease in gambling and problem gambling rates found in the 2009 study, though a causal relationship cannot be established.

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

VLT use is extensive among problem gamblers in Newfoundland and Labrador.

The 2005 Newfoundland and Labrador Gambling Prevalence Study established a relationship between VLTs and problem gambling within the province. Though VLTs were not one of the more common gambling activities (8%), this study has shown a continued relationship between VLT use and problem gambling. For example, 72% of problem gamblers have played VLTs over the past 12 months, the highest of any gambling subtype, and 22% remembered the VLT as their first gambling experience. Furthermore, rates of moderate-risk and problem gambling for VLT players were 10.4% and 6.4% respectively. These rates are higher than the moderate-risk and problem gambling rates found provincially and the combined rate (16.8%) is seven times higher than the combined provincial rate.

Poker and Internet poker playing are related to problem gambling.

In 2005, a relationship was established between poker playing and problem gambling in Newfoundland and Labrador. Though poker was not one of the more popular gambling activities within the province (poker - 11%, Internet poker – 2%), it still appears to be related to problem gambling. For example, 39% of problem gamblers have played poker or Internet poker in the past 12 months and 35% reported poker as their first gambling experience. Furthermore, the rates of moderate-risk and problem gambling for poker players were 5.0% and 2.0%, respectively - significantly higher than the provincial rates. Among Internet poker players, the moderate-risk and problem gambling rates were even higher (16.6% and 4.6%, respectively) and the combined rate (21.2%, or one in five Internet poker players) is almost nine times higher than the combined provincial rate.

Problem gamblers experience negative consequences as a result of gambling, such as financial difficulty and mental health problems.

As found in the 2005 study, problem gamblers experienced more adverse consequences as a result of their gambling than any of the other gambling subtypes. In this study, respondents generally experienced very few negative consequences from gambling. However, adverse consequences were more pronounced for problem gamblers. For example, many problem gamblers have experienced income loss/debt (63%), relationship problems (43%), mental health problems (39%) and loneliness/increased isolation (38%) as a result of their gambling. Furthermore, problem gamblers were the most likely to report experiencing significant life events over the past 12 months including relationship problems (38%), income loss/job loss (31%), and difficulty in finding a job (21%) and 10% reported suicidal thoughts over the past 12 months. Moreover, problem gamblers were the least likely of all the gambling subtypes to rate their mental health status as very good or good.

Problem gamblers also spent large amounts of money on gambling activities. For example, they spent the most money on gambling ($2,059.30/year, ~171.61/month), more than all other gambling subtypes[51] *.*

Early experiences play a role in later problem gambling behavior.

Though at least one-half of all gambling subtypes began gambling at age 19 or older, a notable percentage of problem gamblers (21%) reported their first gambling experience as occurring between the ages of 6 and 18 years. First gambling activities among problem gamblers were most often poker (35%) and VLTs (22%), activities that have been shown in this study to be closely related to problem gambling. Furthermore, problem gamblers were the most likely to remember their first big win (44%) and loss (34%)[52]*.*

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

Substance use is related to problem gambling.

Confirming a relationship between substance use and problem gambling, problem gamblers in this study were significantly more likely to smoke daily (75%) and have consumed alcohol over the past 12 months (89%) when compared to non-gamblers. While at-risk and problem gamblers were the most likely to use alcohol or drugs while gambling or to gamble while drunk or high, problem gamblers were the most likely to report the urge to have a drink of alcohol (46%) when something painful happened over the past 12 months. In terms of illicit drugs, the incidence of drugs such as Marijuana/Hash and Cocaine over the past 12 months generally tended to increase by gambling subtype, and was highest among problem gamblers[53]*.*

Awareness of gambling support and treatment services continues to vary among Newfoundland and Labradorians, however awareness of certain services has increased since 2005.

Among all respondents, awareness was highest for the provincial problem gambling help line (77%, an increase of 6% since 2005). Awareness of the Recovery Centre was slightly lower (66%), but has increased by 15% since 2005.

Awareness of the Humberwood Treatment Centre and local gambling counseling services were generally moderate to low (38% and 28%, respectively), though problem gamblers tended to be most aware of these services (62% and 55%, respectively) [54]*. Overall, awareness of these services has remained relatively stable since 2005.*

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

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Appendix A: Demographic Profile

Presented below is a demographic profile of survey respondents, overall and by region.

	Overall	***Eastern***	***Central***	***Western***	***Labrador-Grenfell***
Gender	***(N=4,002)***	***(N=1,002)***	***(N=1,000)***	***(N=1,000)***	***(N=1,000)***
Male	47.7%	47.6%	47.2%	47.8%	49.9%
Female	52.3%	52.6%	52.8%	52.2%	50.1%
Age	***(N=4,002)***	***(N=1,002)***	***(N=1,000)***	***(N=1,000)***	***(N=1,000)***
19-24	7.8%	8.8%	5.0%	6.8%	9.5%
25-34	14.8%	16.0%	12.5%	12.3%	16.6%
35-44	19.9%	19.8%	20.0%	19.2%	22.5%
45-54	21.5%	21.0%	22.0%	22.5%	22.8%
55-64	17.9%	17.4%	19.4%	18.9%	16.3%
65+	18.1%	17.2%	21.1%	20.3%	12.3%
Marital Status	***(N=4,002)***	***(N=1,002)***	***(N=1,000)***	***(N=1,000)***	***(N=1,000)***
Married	59.5%	54.7%	69.7%	63.8%	61.5%
Common law/ living with partner	10.5%	11.0%	8.1%	9.6%	14.8%
Single	15.3%	18.0%	9.8%	13.3%	13.3%
Widowed	6.4%	6.7%	5.8%	6.9%	4.8%
Divorced or separated	7.8%	9.2%	6.2%	6.0%	5.1%
Refused	0.5%	0.5%	0.4%	0.4%	0.5%
Education	***(N=4,002)***	***(N=1,002)***	***(N=1,000)***	***(N=1,000)***	***(N=1,000)***
Some high school/ junior high or less	13.8%	9.3%	22.7%	18.3%	16.2%
Completed high school	20.2%	18.4%	22.8%	23.2%	21.5%
Some post-secondary	15.2%	17.7%	12.0%	12.1%	10.9%
Completed post-secondary	38.0%	39.2%	35.0%	35.7%	41.6%
Completed post-graduate education	12.1%	14.8%	7.0%	9.9%	8.9%
Don't know/Refused	0.7%	0.7%	0.5%	0.8%	0.9%
Employment Status	***(N=4,002)***	***(N=1,002)***	***(N=1,000)***	***(N=1,000)***	***(N=1,000)***
Employed full-time	41.3%	43.9%	32.6%	39.1%	48.4%
Employed part-time	10.4%	8.1%	14.8%	11.3%	15.1%
Unemployed	12.2%	11.2%	14.3%	13.3%	13.0%
Student	3.4%	4.5%	1.2%	2.7%	1.4%
Retired	25.4%	25.2%	27.9%	26.9%	16.0%
Homemaker	6.6%	6.3%	8.4%	6.0%	5.6%
Don't know/Refused	0.8%	0.8%	0.8%	0.7%	0.5%
Annual Household Income*	***(N=3,311)***	***(N=831)***	***(N=817)***	***(N=820)***	***(N=856)***
$20,000 or less	12.0%	11.3%	12.7%	15.5%	7.9%
$20,001 to $40,000	29.4%	28.5%	33.0%	29.4%	27.3%
$40,001 to $60,000	20.6%	20.5%	22.1%	20.2%	19.7%
$60,001 to $80,000	13.7%	13.9%	12.6%	14.1%	14.6%
$80,001 to $100,000	9.9%	10.1%	8.9%	9.4%	12.0%
More than $100,000	14.3%	15.8%	10.6%	11.3%	18.6%

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

Appendix B: Questionnaire

Government of Newfoundland and Labrador
2009 Gambling Prevalence Study

INTRODUCTION

Hello, my name is _____ and I am calling from MarketQuest Research, on behalf of the Department of Health and Community Services, Government of Newfoundland and Labrador. Today/tonight, we are conducting a survey on games of chance, gambling and other related issues affecting residents of Newfoundland and Labrador and we would like to include your views. Your participation is very valuable and the information collected for this study will be used to improve programs and services for all Newfoundlanders and Labradorians.

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

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

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

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

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

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

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

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

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

GAMBLING INVOLVEMENT AND ACTIVITIES

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

1. In the past 12 months, have you **bet or spent money on** any of the following. Please do not include any tickets you may have bought as a gift for another person. **READ LIST**

    1. Lottery tickets such as Lotto 649, Super 7, Atlantic 49, Atlantic Payday, Bucko or Keno
    2. Breakopen, Pull Tab or Nevada Strips
    3. Scratch tickets such as Crossword, Bingo or Lucky 7
    4. Raffles or fundraising tickets
    5. Horse Races, either live at the track or off track
    6. Bingo
    7. Video lottery terminals (VLT machines)
    8. Pro-Line, Game Day or Over/Under
    9. Sports Pools or the outcome of sporting events (through a bookie, charity, with friends or at work)
    10. Cards (not including poker) or board games at home, friends home or at work
    11. Internet poker (such as Texas Hold'Em, Omaha or 5 card draw)
    12. Poker, either at home, friends home, at a bar/tournament or at work, but **not including poker on the Internet**
    13. Games of Skill such as pool, bowling, golf or darts
    14. Arcade or Video Games
    15. Gambling on the Internet (**not including poker**)
    16. Short Term Speculative Stock or Commodity Purchases such as day trading, not including long-term investments such as mutual funds or RRSPs
    17. Gambling at Casinos out of province

1b. Have you participated in any other forms of gambling? **(Please Specify)**

INTERVIEWER:	**If respondent does not say "Yes" to any activity, or says "I do not gamble" twice, go to Q14.**

INTERVIEWER:	**Repeat Q2 to Q5 for all activities selected in Q1**

2. In the past 12 months, how often did you bet or spend money on **[INSERT ACTIVITY FROM Q1]**? **READ LIST**

Daily	01
2 to 6 times per week	02
About once per week	03
2 to 3 times per month	04
About once per month	05
Between 6-11 times per year	06
Between 1-5 times per year	07
Don't Know	98
Refused	99

3. On a typical occasion when you spend money on **[INSERT ACTIVITY FROM Q1]**, how much money do you spend, not including winnings? **ENTER NUMBER OF DOLLARS- ROUND UP TO NEAREST DOLLAR.**
$ _____

Don't Know	98
Refused	99

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

4. On a typical occasion when you spend money on **[INSERT ACTIVITY FROM Q1]**, how much money do you win? **ENTER NUMBER OF DOLLARS- ROUND UP TO NEAREST DOLLAR.**
$ _____

Don't Know	98
Refused	99

5. On a typical occasion when you spend money on **[INSERT ACTIVITY FROM Q1]**, how much money do you lose? **ENTER NUMBER OF DOLLARS- ROUND UP TO NEAREST DOLLAR.**
$ _____

Don't Know	98
Refused	99

Next, I would like you ask you a few questions about a specific online gambling site.

6. Are you a current member of ALC's (Atlantic Lottery Corporation's) online gambling site called PlaySphere?

Yes	01	CONTINUE
No	02	GO TO Q7
Don't Know	98	GO TO Q7

6b. During a typical month, how many times do you purchase lottery products online at ALC's PlaySphere? _____ times

Less than once a month	01
Don't Know	98
Refused	99

IF RESPONDENT INDICATES LESS THAN ONCE A MONTH ASK: During a typical year, how many times do you purchase lottery products online at ALC's PlaySphere? _____ times

Don't Know	98
Refused	99

6c. On a typical occasion when you spend money purchasing lottery products online at ALC's PlaySphere how much money do you spend, not including winnings? **ENTER NUMBER OF DOLLARS- ROUND UP TO NEAREST DOLLAR.**

$ _____

Don't Know	98
Refused	99

Next, I would like you to think about all of the gambling activities we discussed.

7. During a typical month, how much time do you spend gambling? Please give the total amount of time spent gambling in a typical month. **USE MINUTES/HOURS TO RECORD EXACT TIME SPECIFIED BY RESPONDENT.**

_____ Minutes

_____ Hours

Don't Know	98
Refused	99

8. In the past 12 months, how much money have you spent gambling, not including winnings? **ENTER NUMBER OF DOLLARS- ROUND UP TO NEAREST DOLLAR.**

$ _____

Don't Know	98
Refused	99

9. In the past 12 months, how much money have you won gambling? **ENTER NUMBER OF DOLLARS- ROUND UP TO NEAREST DOLLAR.**

$ _____

Don't Know	98
Refused	99

10. In the past 12 months, how much money have you lost gambling? **ENTER NUMBER OF DOLLARS- ROUND UP TO NEAREST DOLLAR.**

$ _____

Don't Know	98
Refused	99

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

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

PROBLEM GAMBLING BEHAVIOUR AND ADVERSE CONSEQUENCES

The next questions are part of a standard measurement scale that was recently developed in Canada for use in gambling surveys similar to this one. Some of these questions may not apply to you but please try to answer as accurately as possible. Remember that all of your answers are strictly confidential.

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

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

13. Which, if any, of the following problems have you experienced from gambling? **READ LIST, CIRCLE ALL THAT APPLY**

Income loss/debt	01
Relationship problems	02
Physical health problems	03
Mental health problems	04
Work problems	05
Loneliness/Increased isolation	06
Other: Please Specify	90
None	96
Don't Know	98
Refused	99

PROBLEM GAMBLING CORRELATES

The next questions explore some of your gambling experiences, beliefs, alcohol and drug use, and health-related issues. Once again, all your answers will be kept strictly confidential.

14. How old were you when you first gambled for money? **(If "never tried gambling," SKIP to Q18)** _____ **ENTER AGE IN YEARS (Programming Note: Respondent should only be able to choose 'never tried gambling' option if 'no' to all activities in Q1)**

Never tried gambling	95
Don't Know	98
Refused	99

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

Lottery tickets (e.g. Lotto 649, Super 7, Atlantic 49, Atlantic Payday, Bucko or Keno)	01
Breakopen, pull tabs or Nevada strips	02
Scratch tickets like Crossword, Bingo or Lucky 7	03
Raffles or Fundraising Tickets	04
Horse races (either live at the track or off track)	05
Bingo	06
Video Lottery Terminals (VLTs)	07
Pro Line, Game Day or Over/Under	08
Sports pools/Outcome of sporting events (through a bookie, charity, with friends or at work)	09
Cards or board games (excluding poker)	10
Internet poker (e.g., Texas Hold'Em, Omaha or 5 card draw)	11
Poker, either at home, friends home, at a bar/tournament or at work, but **not including poker on the Internet**	12
Games of skill such as pool, bowling, darts or golf	13
Arcade or video games	14
Gambling on the internet (**excluding poker**)	15
Short-term speculative stock or commodity purchases such as day trading, not including long-term investments such as mutual funds or RRSPs	16
Casinos out of province	17
Other (Please Specify)	90
Don't Know	98
Refused	99

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

Yes	01
No	02
Don't Know	98
Refused	99

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

Yes	01
No	02
Don't Know	98
Refused	99

18. Please tell me if you strongly agree, agree, disagree, or strongly disagree with the following statement: "While gambling, after losing many times in a row, you are more likely to win."

Strongly Agree	01
Agree	02
Disagree	03
Strongly Disagree	04
Don't Know	98
Refused	99

19. Please tell me if you strongly agree, agree, disagree, or strongly disagree with the following statement: "While gambling, you could win more if you used a certain system or strategy."

Strongly Agree	01
Agree	02
Disagree	03
Strongly Disagree	04
Don't Know	98
Refused	99

(If "non gambler" (Do not say "yes" to any activity in q1) or "never tried gambling" (q14=95), SKIP to Q26)

20. In the past 12 months, have you used alcohol or drugs while gambling?

Yes	01	**CONTINUE**
No	02	**GO TO Q22**
Don't Know	98	**CONTINUE**
Refused	99	**GO TO Q22**

21. In the past 12 months, have you gambled while drunk or high?

Yes	01
No	02
Don't Know	98
Refused	99

22. In the past 12 months, if something painful happened in your life, did you have the urge to gamble?

Yes (includes doing as well as having the urge)	01
No	02
Don't Know	98
Refused	99

23. In the past 12 months, have you engaged in petty crime or other criminal activities to support your gambling?

Yes	01
No	02
Don't Know	98
Refused	99

24. In the past 12 months, have you seriously thought about suicide as a result of your gambling?

Yes	01	**CONTINUE**
No	02	**GO TO Q26**
Don't Know	98	**CONTINUE**
Refused	99	**GO TO Q26**

25. In the past 12 months, have you attempted suicide as a result of your gambling?

Yes	01
No	02
Don't Know	98
Refused	99

Next, I would like to ask you some questions about cigarette smoking.

26. Have you EVER smoked cigarettes?

Yes	01	
No	02	**GO TO Q30**
Don't Know	98	**GO TO Q30**
Refused	99	**GO TO Q30**

27. Have you smoked at least 100 cigarettes in your life?

Yes	01
No	02
Don't Know	98
Refused	99

28. At the present time, do you smoke cigarettes daily, occasionally or not at all?

Daily	01	
Occasionally	02	
Not at all	03	**GO TO Q30**
Refused	99	**GO TO Q30**

29. During a typical day, how many cigarettes do you smoke (1 pack=20 cigarettes)
_____**RECORD NUMBER OF CIGARETTES**

Less than one cigarette a day	97
Don't Know	98
Refused	99

Now, I would like to ask you some questions about drinking alcohol. In these questions, when I use the word "drink", it means one 12 ounce bottle of beer, glass of draft, or cooler, one 5 ounce glass of wine or one straight or mixed drink with one and a half ounces of hard liquor.

30. Have you EVER had a drink of any alcoholic beverage?

Yes	01	
No	02	**GO TO Q35**
Don't Know	98	
Refused	99	

31. In the past 12 months, have you had a drink of any alcoholic beverage?

Yes	01	
No	02	**GO TO Q35**
Don't Know	98	**GO TO Q35**
Refused	99	**GO TO Q35**

32. In the past 12 months, how often did you drink alcoholic beverages. Would you say you drank alcoholic beverages.. **READ LIST**

More than once a day	01
6 to 7 times a week	02
4 to 5 times a week	03
2 to 3 times a week	04
Once a week	05
2 to 3 times a month	06
Once a month	07
Less than once a month	08
Don't Know	98
Refused	99

33. On a typical day when you have a drink of alcoholic beverage, approximately how many drinks do you consume?
_____**RECORD NUMBER OF DRINKS**

Less than one drink	97
Don't Know	98
Refused	99

34. In the past 12 months, how often did you have 5 or more drinks at the same sitting or occasion, would you say it was.. **READ LIST**

More than once a day	01
6 to 7 times a week	02
4 to 5 times a week	03
2 to 3 times a week	04
Once a week	05
2 to 3 times a month	06
Once a month	07
Less than once a month	08
Never in the past year	09
Don't Know	98
Refused	99

The next few questions deal with drug use. Some people use drugs in private, with friends or in other types of situations.

35. Have you EVER used…

	Yes	No	Don't Know	Refused
Marijuana or hash	01	02	98	99
Cocaine	01	02	98	99
LSD or other psychedelics	01	02	98	99
Crystal Methamphetamine, otherwise known as Crystal Meth.	01	02	98	99
Ecstasy	01	02	98	99

INTERVIEWER: Repeat Q36 to Q37 for all drugs selected in Q35

36. In the past 12 months, have you used **[INSERT DRUG FROM Q35]**?

Yes	01
No	02
Don't Know	98
Refused	99

INTERVIEWER:	**If respondent has not used drug in the past 12 months/ Don't Know/ Refused, go to next drug or to Q38**

37. In the past 12 months, how often have you used **[INSERT DRUG FROM Q35]** ? Would you say you have used it.. **READ LIST**

More than once a day	01
6 to 7 times a week	02
4 to 5 times a week	03
2 to 3 times a week	04
Once a week	05
2 to 3 times a month	06
Once a month	07
Less than once a month	08
Don't Know	98
Refused	99

38. Some people use the drug Oxycontin, more commonly known as "oxies" or "hillbilly heroine", in ways other than those prescribed by a physician. Have you EVER used Oxycontin in ways other than those prescribed by a physician?

Yes	01	
No	02	**GO TO Q41**
Don't Know	98	
Refused	99	

39. In the past 12 months, have you used Oxycontin?

Yes	01	
No	02	**GO TO Q41**
Don't Know	98	**GO TO Q41**
Refused	99	**GO TO Q41**

40. In the past 12 months, how often have you used Oxycontin? Would you say you have used it.. **READ LIST**

More than once a day	01
6 to 7 times a week	02
4 to 5 times a week	03
2 to 3 times a week	04
Once a week	05
2 to 3 times a month	06
Once a month	07
Less than once a month	08
Don't Know	98
Refused	99

The next few questions deal with your mental and physical health…

41. How would you rate your current physical health? Would you say it is…**READ LIST**

Very Good	01
Good	02
Fair	03
Poor	04
Very Poor	05
Don't Know	98
Refused	99

42. How would you rate your current mental health? Would you say it is…**READ LIST**

Very Good	01
Good	02
Fair	03
Poor	04
Very Poor	05
Don't Know	98
Refused	99

43. Has anyone in your family EVER had an alcohol or drug problem? By family, I mean immediate family, for example, parents, siblings, spouse or children.

Yes	01
No	02
Don't Know	98
Refused	99

44. In the past 12 months, if something painful happened in your life, did you have the urge to have a drink of alcohol?

Yes	01
No	02
Don't Know	98
Refused	99

45. In the past 12 months, if something painful happened in your life, did you have the urge to use drugs or medication?

Yes	01
No	02
Don't Know	98
Refused	99

46. Have you ever experienced any of the following in your life? **READ LIST, SELECT ALL THAT APPLY**

46b. **FOR EACH YES IN Q47, ASK:** Have you experienced this problem in the past year:

	Ever	Past Year
Difficulty in finding a job	01	01
Income loss/job loss	02	02
Bankruptcy protection	03	03
Debt or financial problems	04	04
Problems with your alcohol use	05	05
Experienced any problems as a result of someone else's alcohol use (friends/family)	06	06
Problems with your drug use	07	07
Experienced any problems as a result of someone else's drug use (friends/family)	08	08
Experienced any problems as a result of someone else's gambling use (friends/family)	09	09
Death of a significant person	10	10
Relationship Problems	11	11
Physical Health Problems	12	12
Work Problems	13	13
Loneliness/Increased Isolation	14	14
Anxiety (panic attacks)	15	15
Depression	16	16
None	17	--

The next questions deal with problem gambling.

47. Has anyone in your family EVER had a gambling problem? By family, I mean immediate family, for example, parents, siblings, spouse or children.

Yes	01
No	02
Don't Know	98
Refused	99

48. If you or someone close to you had a gambling problem, whom might you go to for help? **READ LIST AND CIRCLE ALL THAT APPLY.**

Family	01
Friend	02
Family Doctor	03
Minister/Priest/Rabbi	04
Social Worker/Psychologist/Psychiatrist	05
Addictions Counsellor	06
Gamblers Anonymous	07
Instructor/Teacher	08
Employees/Family Assistance Program	09
Law Enforcement Official	10
Pharmacist	11
Any other? (Please Specify)	90
None	96
Don't Know	98
Refused	99

49. Are you aware that there is a provincial problem gambling helpline?

Yes	01
No	02
Don't Know	98
Refused	99

50. Are you aware that there is a provincial detox center located in St. John's called the Recovery Centre?

Yes	01
No	02
Don't Know	98
Refused	99

51. Are you aware that there is a provincial treatment center for problem gamblers located in Corner Brook called Humberwood?

Yes	01
No	02
Don't Know	98
Refused	99

52. To your knowledge, are there gambling counseling services offered in your community?

Yes	01
No	02
Don't Know	98
Refused	99

Finally, I would like to ask you some demographic questions. All answers you provide to these questions will be kept strictly confidential.

53. Into which of the following age categories do you fall…**READ LIST**

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

54. Which of the following best describes your marital status….**READ LIST**

Married	01
Common Law/Living with Partner	02
Single (never married and not living with partner)	03
Widowed (not remarried)	04
Divorced or separated (not remarried)	05
Refused	99

55. Which of the following best describes the highest level of education you have completed? **READ LIST**

Some high school/junior high or less	01
Completed high school	02
Some post secondary school	03
Completed post secondary school	04
Completed post graduate education	05
Don't Know	98
Refused	99

56. Which of the following best describes your present job status? Are you… **READ LIST**

Employed full time (30 or more hours/week)	01	
Employed part time (Less than 30 hours/week)	02	
Unemployed	03	**GO TO Q58**
Student	04	**GO TO Q58**
Retired	05	**GO TO Q58**
Homemaker	06	**GO TO Q58**
Don't Know	98	**GO TO Q58**
Refused	99	**GO TO Q58**

57. What type of work do you do? Probe: What is your occupation? **RECORD RESPONSE**

58. Which of the following broad categories best describes how much income you and other members of your household received in the year ending December 31, 2008? Please include income from all sources such as savings, pensions, rent and employment insurance, as well as wages. **READ LIST**

$20,000 or less	01
$20,001 to $30,000	02
$30,001 to $40,000	03
$40,001 to $50,000	04
$50,001 to $60,000	05
$60,001 to $70,000	06
$70,001 to $80,000	07
$80,001 to $90,000	08
$90,001 to $100,000	09
More than $100,000	10
Don't Know	98
Refused	99

59. How many people under the age of 18 live in your household? _____ **RECORD RESPONSE**

60. To what ethnic or cultural group did you or your ancestors belong on first coming to this country? **IF RESPONDENT IS NOT CLEAR SAY** "Are you Scottish, Chinese, Irish or something else?" **IF RESPONDENT SAYS CANADIAN ASK** "In addition to being Canadian, to what ethnic or cultural group did you or your ancestors belong on first coming to this country?" **DO NOT READ LIST, CIRCLE ALL THAT APPLY**

Innu	01
Innuit	02
Bangladeshi	03
Black/African	04
English/British	05
Canadian	06
Chinese	07
East Indian	08
French	09
German	10
Greek	11
Irish	12
Italian	13
Japanese	14
Jewish	15
Korean	16
Metis	17
Pakistani	18
Polish	19
Scottish	20
Sikh	21
Sri Lankin	22
Welsh	23
Other: (Please Specify)	90
Don't Know	98
Refused	99

61. How important is religion in your life? Would you say it is… **READ LIST**

Very Important	01
Somewhat Important	02
Not Very Important	03
Not at all Important	04
Don't Know	98
Refused	99

62. What are the first three digits of your postal code? _____ **RECORD RESPONSE**

63. Just in case my supervisor would like to verify that I have conducted this survey, could I please have your first name or initials? **RECORD RESPONSE**

Thank you for your time! Have a great day/evening!

Record Gender:

Male	01
Female	02