



Gambling in Canada

BEHIND THE NUMBERS

BY RHYS STEVENS, APRIL 2021





How Much Canadian Spent on Gambling in 2019

\$14,222,108,080



Presentation Outline

Background & Purpose

- Gambling and Problem Gambling in Canada: A National Study
 - The Gambling Dollar: Example
 - Visualizing Collected Statistics
 - View Statistics Yourself Using Google Data Studio
-

Canada's Gambling Formats

- Ticket Lottery
 - Video Lottery Terminals (VLTs)
 - Commercial Casino Gambling: Government, First Nations, Racinos
 - Online Gambling
 - Charitable Gambling: Bingo, Charity Casinos, Raffles, etc.
 - Horse Racing & Teletheatres
-

Behind the Numbers

- Participation in Gambling
- Spending on Gambling by Province
- Provincial Government Gambling Revenues
- COVID-19 Impact on Gambling



Background & Purpose

Gambling and Problem Gambling in Canada: A National Study

- **Research Objective #1 (of 10)**

Comprehensively document the current legal and regulatory framework for gambling in each province, including types of legal gambling, revenue generation and its distribution, harm minimization strategies, and historical development of gambling policy.



Annual Reports



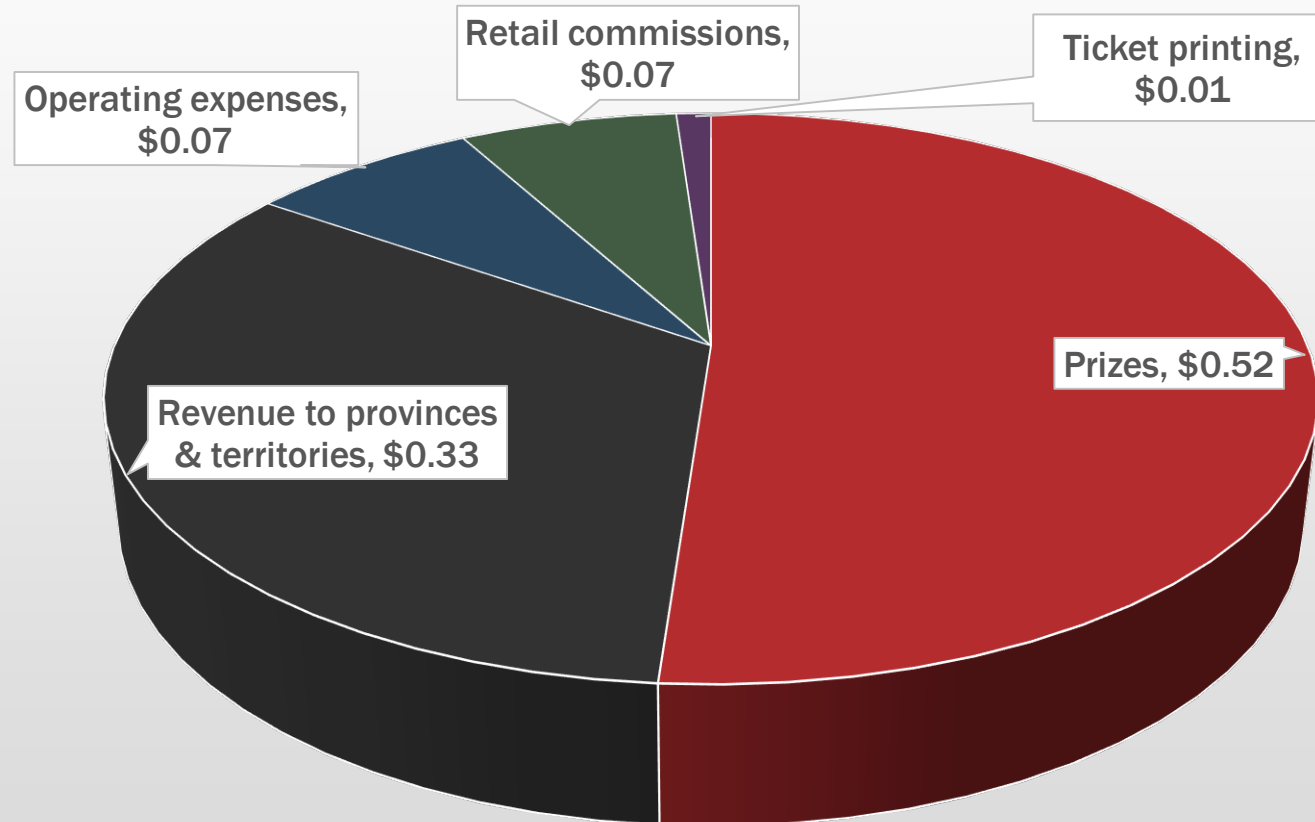
Direct Inquiries



	A	B	C	D	E	F	G	H
1	COUNTRY	PROVINCE	YEAR	DATE	COMM-NET-RE	COMM-NET-IN	CHAR-NET-INC	ADL
494	Canada	BC	2009-10	3/31/2010	\$1,939,700,000	\$1,079,100,000	\$34,443,700	
495	Canada	AB	2009-10	3/31/2010	\$2,085,324,000	\$1,404,792,000	\$321,789,000	
496	Canada	SK	2009-10	3/31/2010	\$699,034,833	\$852,417,784	\$27,000,000	
497	Canada	MB	2009-10	3/31/2010	\$610,835,000	\$306,673,000	\$18,600,000	
498	Canada	ON	2009-10	3/31/2010	\$4,725,841,000	\$1,718,744,000	\$157,000,000	
499	Canada	QC	2009-10	3/31/2010	\$2,761,257,000	\$1,340,687,000		
500	Canada	NB	2009-10	3/31/2010	\$213,305,625	\$131,293,925	\$14,683,078	
501	Canada	PE	2009-10	3/31/2010	\$44,752,000	\$15,137,000	\$746,920	
502	Canada	NS	2009-10	3/31/2010	\$308,643,000	\$162,962,000	\$23,535,000	
503	Canada	NL	2009-10	3/31/2010	\$205,388,400	\$109,161,000	\$11,383,944	
504	Canada	YT	2009-10	3/31/2010	\$2,359,446	\$2,280,048		
505	Canada	NT & NU	2009-10	3/31/2010		\$4,348,000		
506	Canada	BC	2010-11	3/31/2011	\$2,026,400,000	\$1,105,700,000	\$33,792,600	
507	Canada	AB	2010-11	3/31/2011	\$2,116,315,000	\$1,440,677,000	\$299,541,000	
508	Canada	SK	2010-11	3/31/2011	\$670,096,942	\$57,389,484	\$27,700,000	
509	Canada	MB	2010-11	3/31/2011	\$626,627,000	\$332,101,000	\$17,800,000	
510	Canada	ON	2010-11	3/31/2011	\$4,751,390,000	\$2,068,126,000	\$161,000,000	
511	Canada	QC	2010-11	3/31/2011	\$3,688,387,000	\$1,318,000,000		

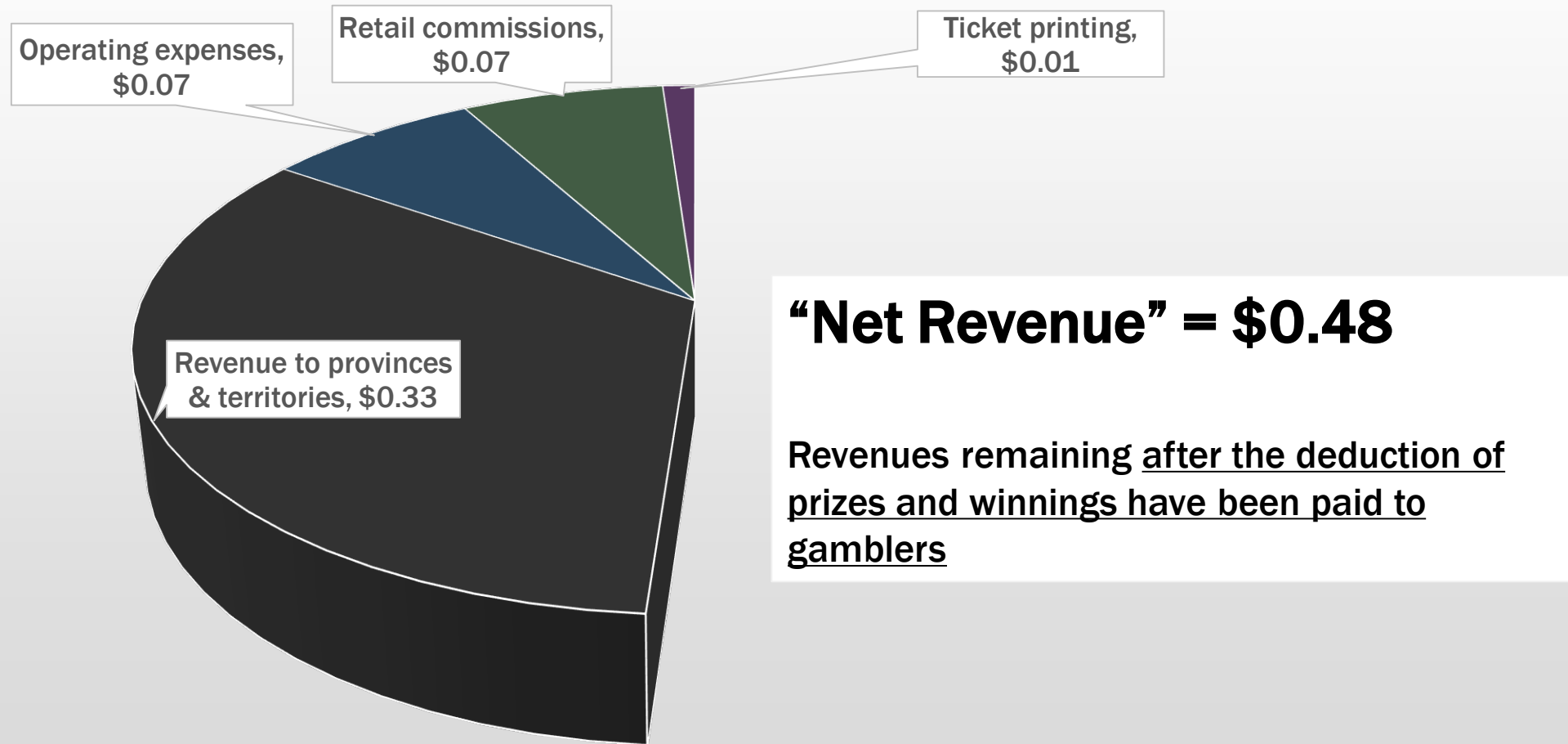
Excel Spreadsheets

The Gambling Dollar: Example from WCLC

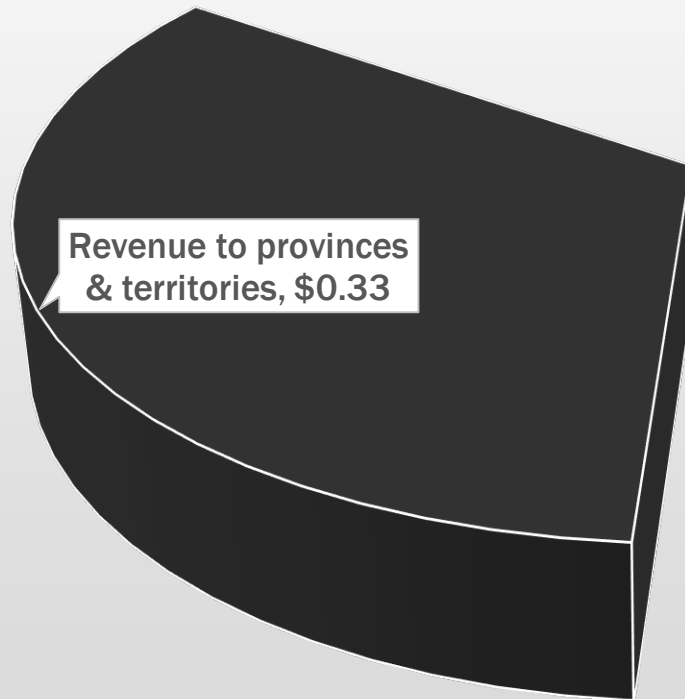


“Total Spending” [Gross Revenue] = \$1.00

The Gambling Dollar: Example from WCLC



The Gambling Dollar: Example from WCLC



“Net Income” = \$0.33

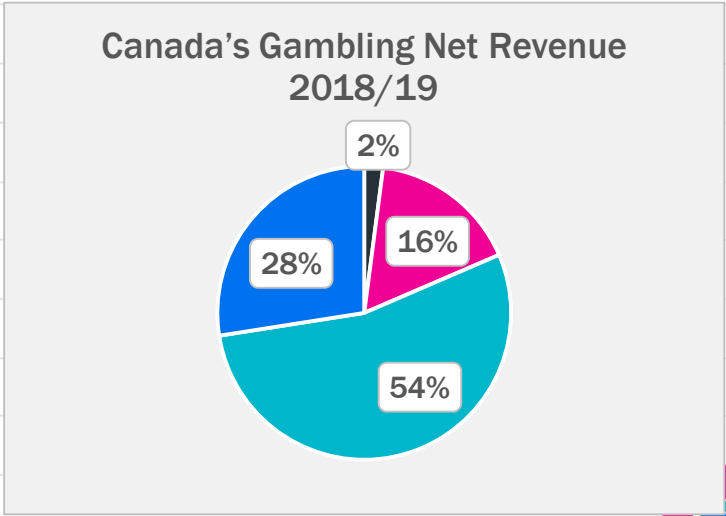
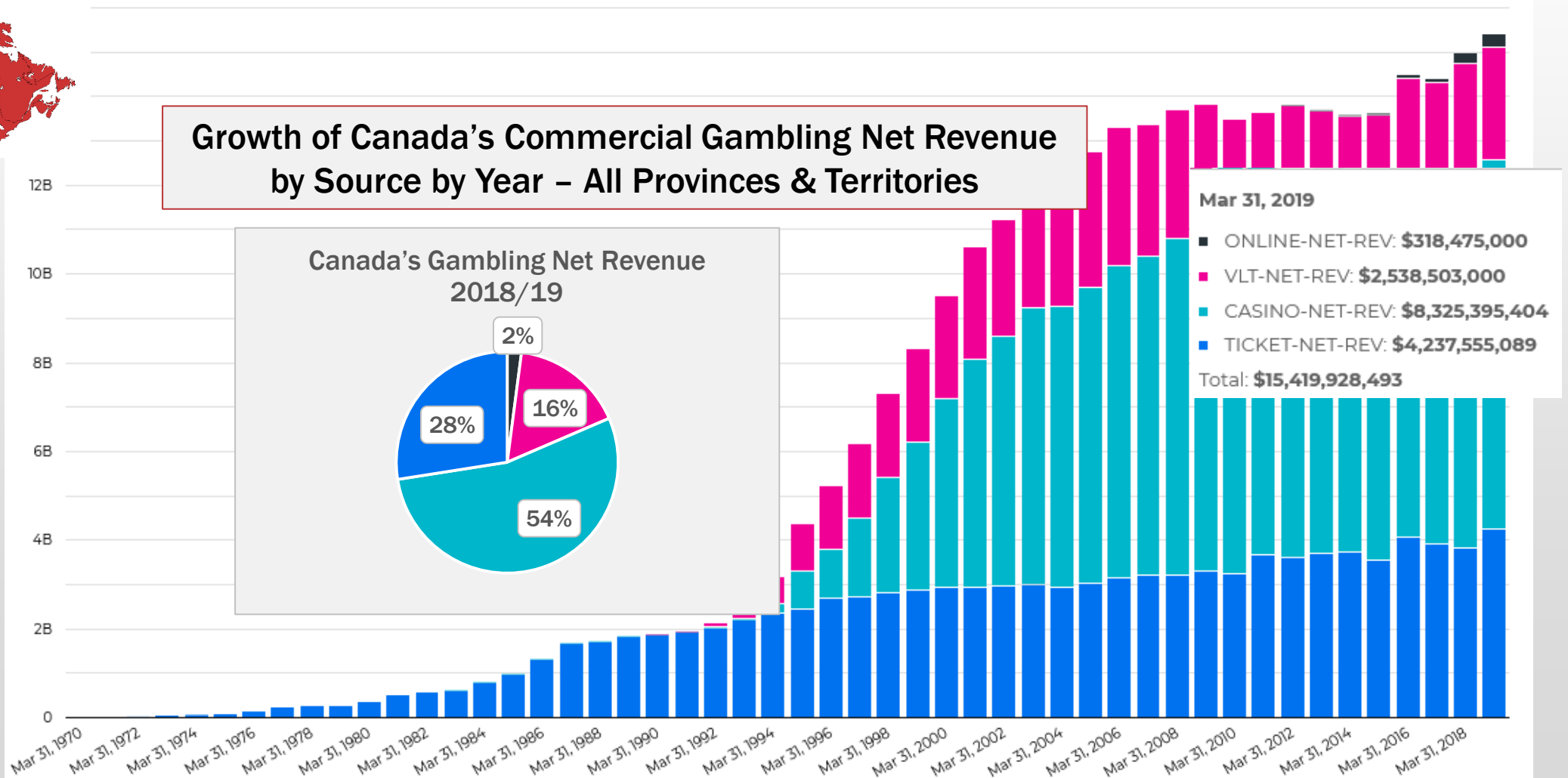
Revenues remaining after the deduction of prizes and winning have been paid to gamblers AND other expenses.

Visualizing Collected Statistics – All Provinces & Territories



■ TICKET-NET-REV
 ■ CASINO-NET-REV
 ■ VLT-NET-REV
 ■ ONLINE-NET-REV

Growth of Canada's Commercial Gambling Net Revenue by Source by Year – All Provinces & Territories

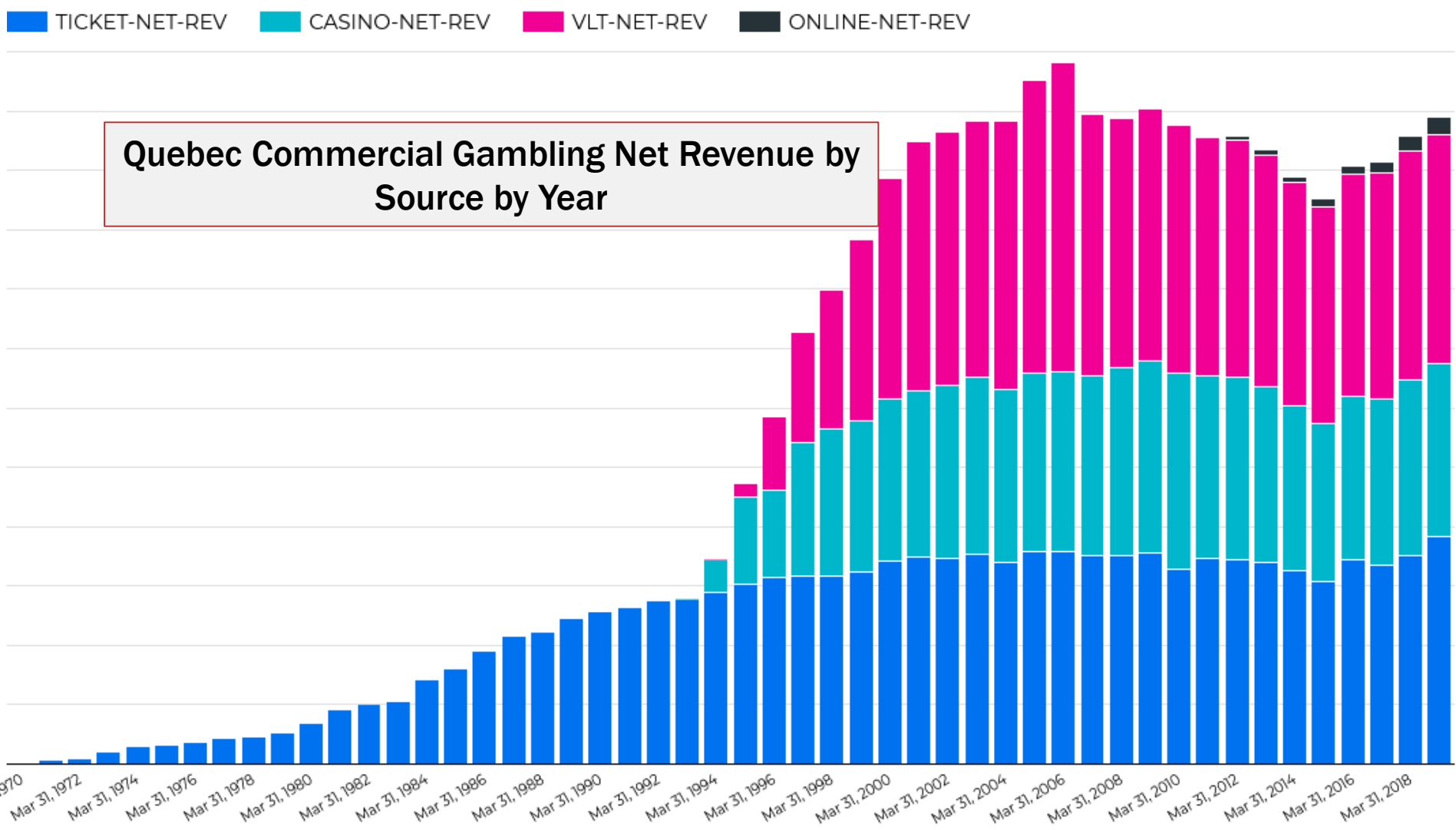


Mar 31, 2019

- ONLINE-NET-REV: \$318,475,000
- VLT-NET-REV: \$2,538,503,000
- CASINO-NET-REV: \$8,325,395,404
- TICKET-NET-REV: \$4,237,555,089

Total: \$15,419,928,493

Visualizing Collected Statistics – One Province [QC]

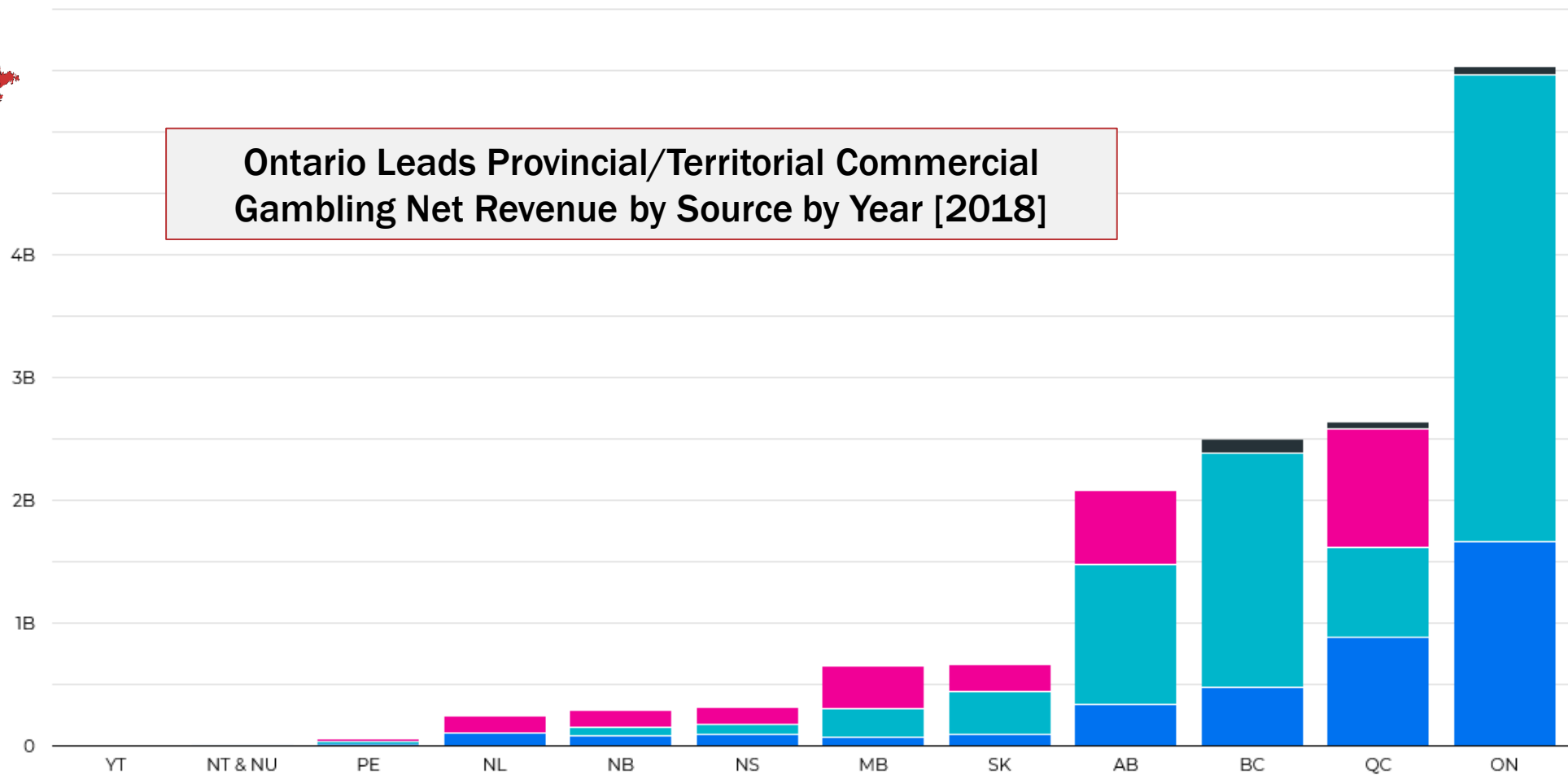


Visualizing Collected Statistics – All Provinces by Year



TICKET-NET-REV CASINO-NET-REV VLT-NET-REV ONLINE-NET-REV

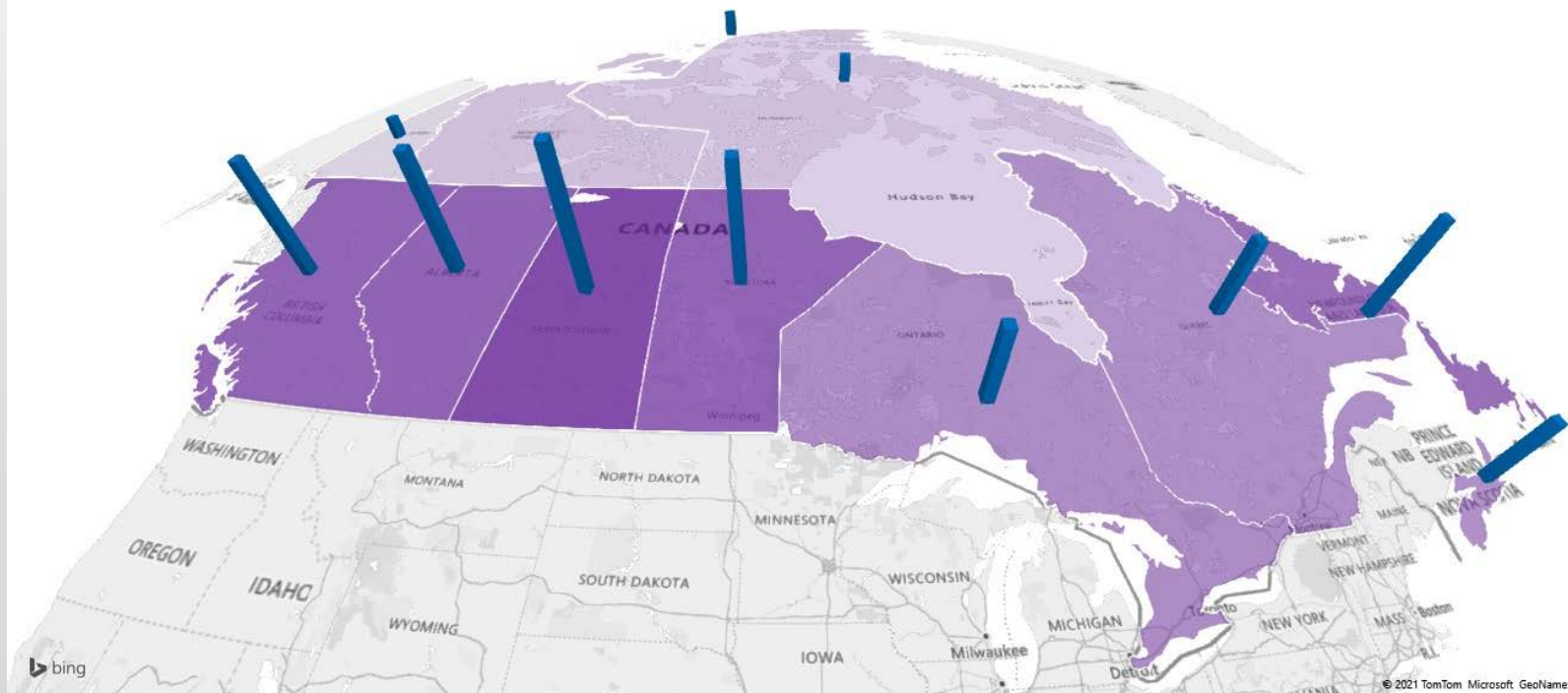
Ontario Leads Provincial/Territorial Commercial Gambling Net Revenue by Source by Year [2018]



Visualizing Collected Statistics – Per Adult (18+) [2018-19]



Western Provinces Lead in Commercial Gambling Net Revenue Per Adult (18+) [2018-19]

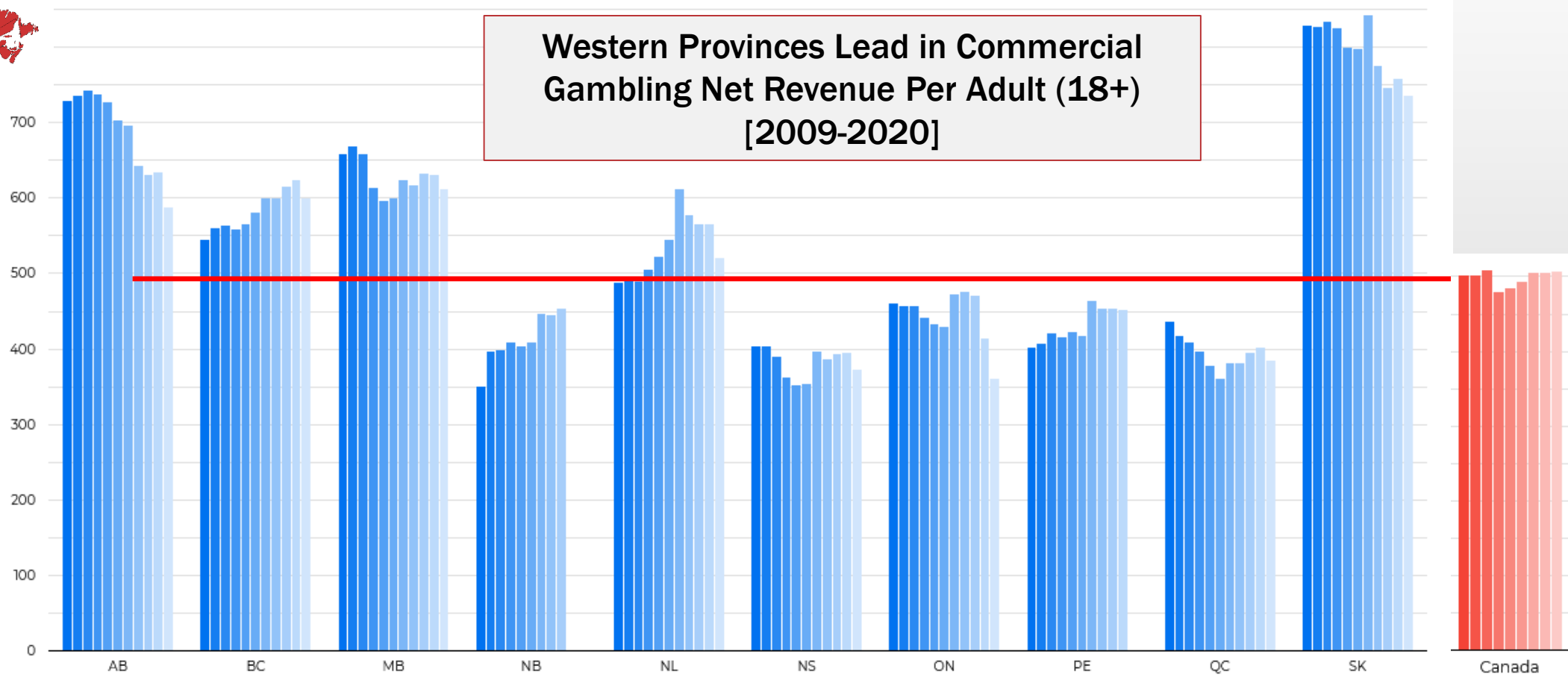


Visualizing Collected Statistics – Per Adult (18+)



Legend for years: Mar 31, 2010 (darkest blue), Mar 31, 2011, Mar 31, 2012, Mar 31, 2013, Mar 31, 2014, Mar 31, 2015, Mar 31, 2016, Mar 31, 2017, Mar 31, 2018, Mar 31, 2019, Mar 31, 2020 (lightest blue).

Western Provinces Lead in Commercial Gambling Net Revenue Per Adult (18+) [2009-2020]





Caution! Warning!

Best efforts were made to accurately collect Canadian gambling statistics BUT...

Data is not fully comparable between all provinces BECAUSE:

- i. Accounting standards change over time
- ii. Reporting differs between and within provinces over time
- iii. Categories of gambling formats change over time
- iv. Limited, incomplete or non-timely reporting from some provinces
- v. Unavailable or non-reported data
- vi. Non-gambling revenue (e.g., ancillary, alcohol, cannabis) is challenging to disentangle the same way for all provinces
- vii. Multiple reporting organizations in most provinces which include regional lottery corporations spanning multiple provinces/territories
- viii. Error potential while inputting and/or calculating data

View Statistics Yourself Using Google Data Studio

<https://datastudio.google.com/reporting/3f20dc8b-6e47-420d-8144-a15b18faabc9/page/p8VkB>

The screenshot shows a Google Data Studio report interface. On the left is a 'Pages' sidebar with a list of report pages. The main content area features a header with a Canadian flag and playing cards, followed by the title 'Gambling and Problem Gambling in Canada: A National Study'. Below the title is a section for 'Gambling Statistics' with an introductory paragraph and a list of definitions for various gambling terms.

Pages

- ANP Statistics -- Title Page & Definitions
- NET-REV / NET-INC by Yr
- NET-REV / NET-INC by Yr [Table]
- NET-REV per Adult by Prov
- NET-INC per Adult by Prov
- NET-REV by Source by Yr
- NET-INC by Source by Yr
- NET-REV by Source by Yr by Prov
- NET-INC by Source by Yr by Prov
- NET-REV by Prov [Line Chart]
- NET-INC by Prov [Line Chart]
- TICKET-Net-REV by Prov [Line Chart]
- TICKET-NET-INC by Prov [Line Chart]

Gambling and Problem Gambling in Canada: A National Study

Gambling Statistics

A component of the research study has involved documenting all the background information pertaining to the provision and participation in gambling. The Canadian gambling statistics presented here have been collected from annual reports produced by provincial and territorial organizations responsible for regulating, conducting/managing and operating gambling in Canada. [USE MENU AT LEFT TO ACCESS STATISTICS.](#)

Definitions:

- Net Gambling Revenue ("NET-REV"):* Revenues remaining after the deduction of prizes and winnings have been paid to gamblers.
- Net Gambling Income ("NET-INC"):* Revenues remaining to government after deduction of prizes and winnings as well as other expenses related to the cost of sales (e.g., retailer commissions, federal tax expenses, etc.).
- Commercial Gambling ("COMM"):* Refers to all formats of gambling combined in a jurisdiction with the exception of charitable gambling formats and horseracing.
- Ticket Lottery ("TICKET"):* Refers to commercial lottery tickets (i.e., inter-provincial lottery games, instant tickets, sports lottery). Most often purchased in-person.
- Casino Gambling ("CASINO"):* Refers to commercial casino gambling. Typically includes slot machines and casino table games. Most often provided in-person.
- Video Lottery Terminal ("VLT"):* Refers to video lottery terminal gambling in bars, restaurants and gaming halls.
- Online Gambling ("ONLINE"):* Refers to online casino-style games provided by a provincial operator. Certain jurisdictions also include ticket lottery products purchased online in this category.

Differences in accounting practices between jurisdictions and also within jurisdictions over time make comparisons inexact. These statistics are perhaps most



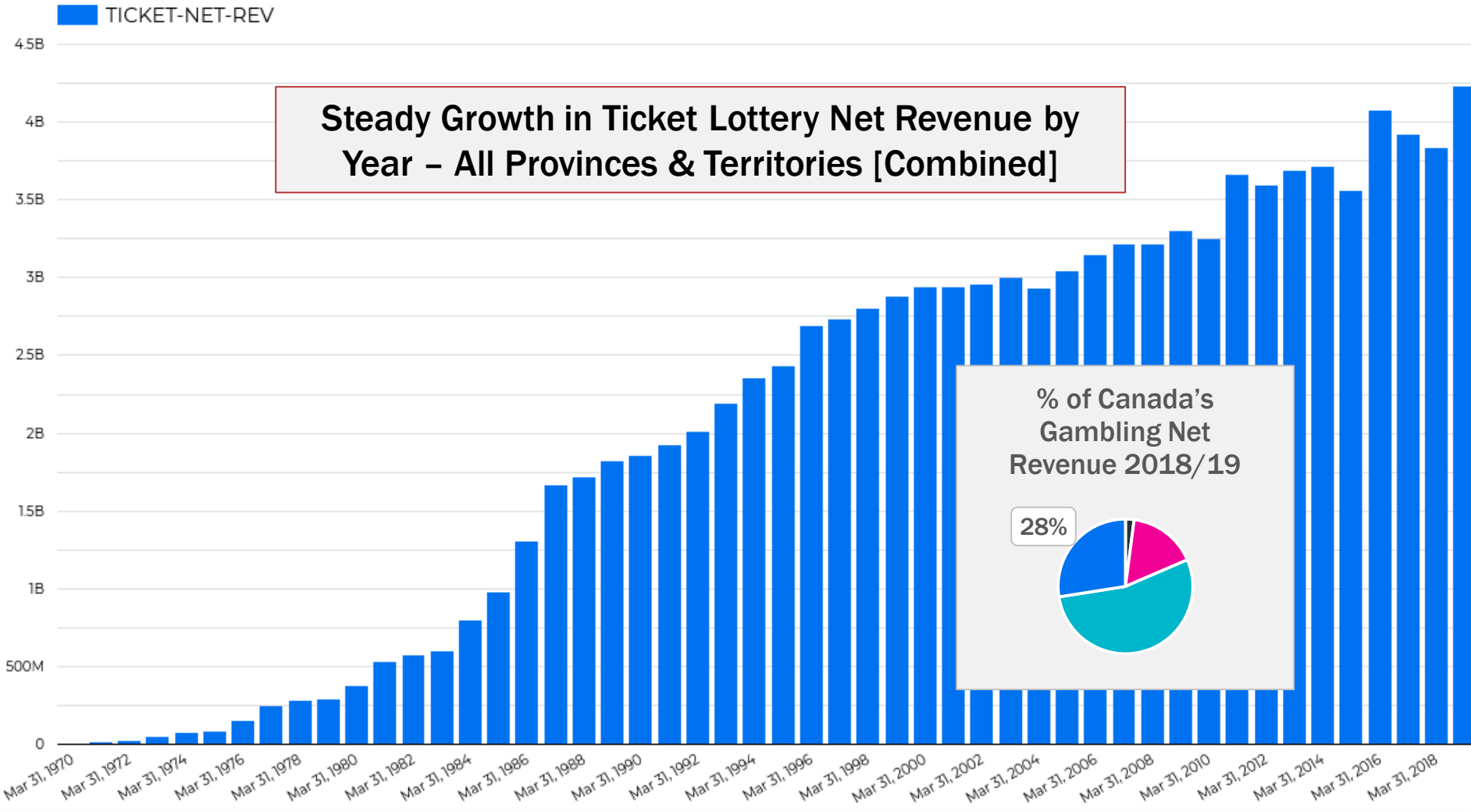
Canada's Gambling Formats



Ticket Lottery

National lottery products, regional lottery products, instant/scratch tickets, sports lottery. Available in all provinces & territories.

Ticket Lottery

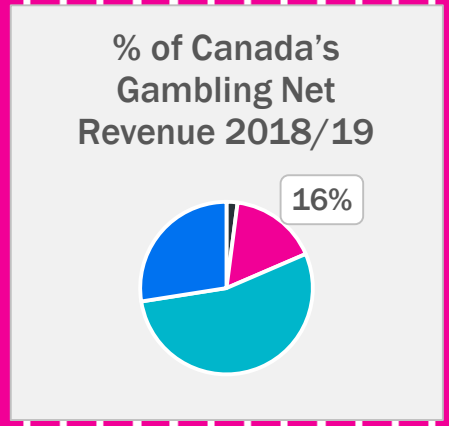
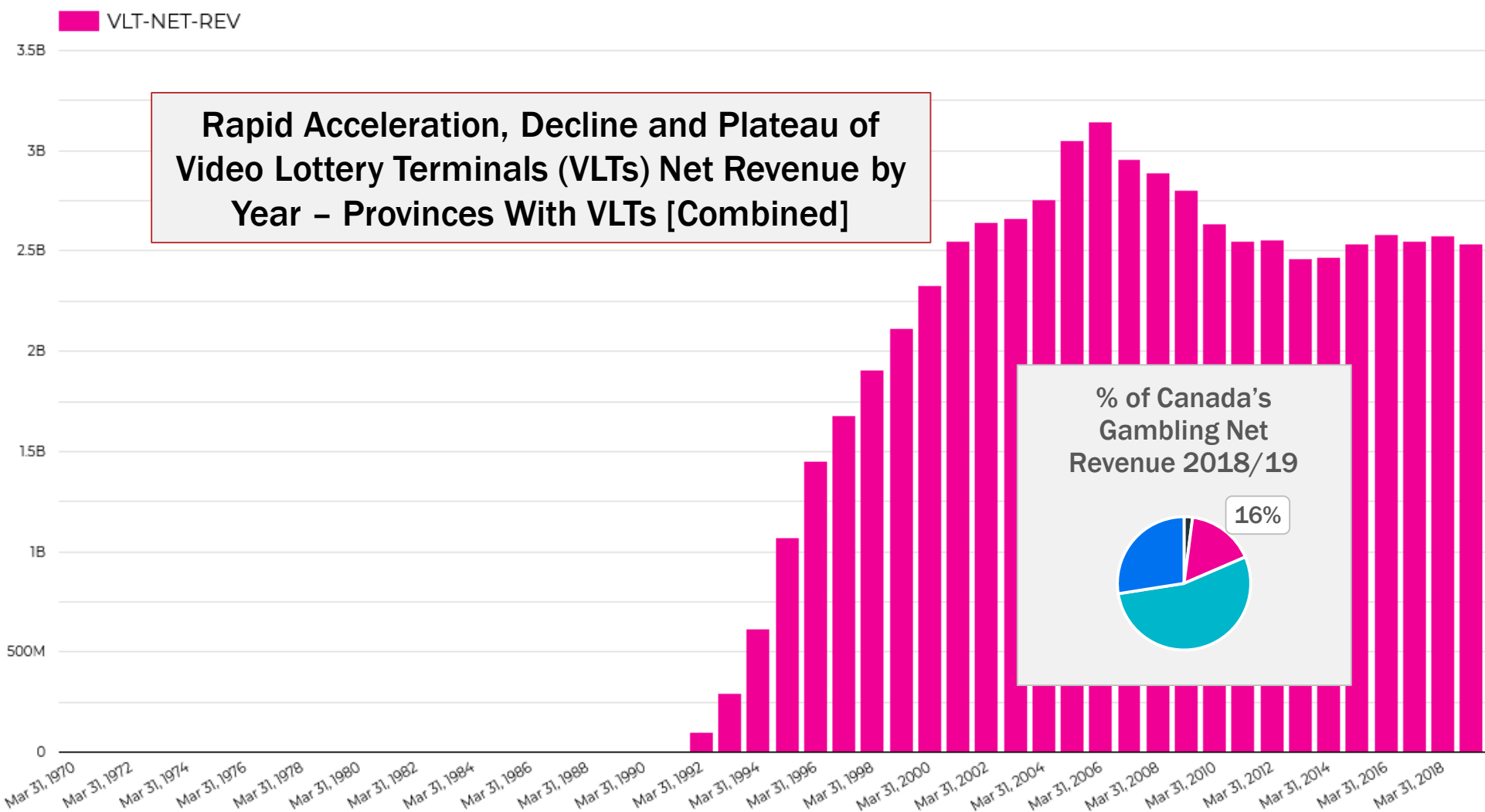




Video Lottery Terminals (VLTs)

VLTs are electronic gambling machines. They are usually located in bars, lounges. Available in all provinces with the exception of BC and ON.

Video Lottery Terminals (VLTs)



Video Lottery Terminals (VLTs)

December, 1990

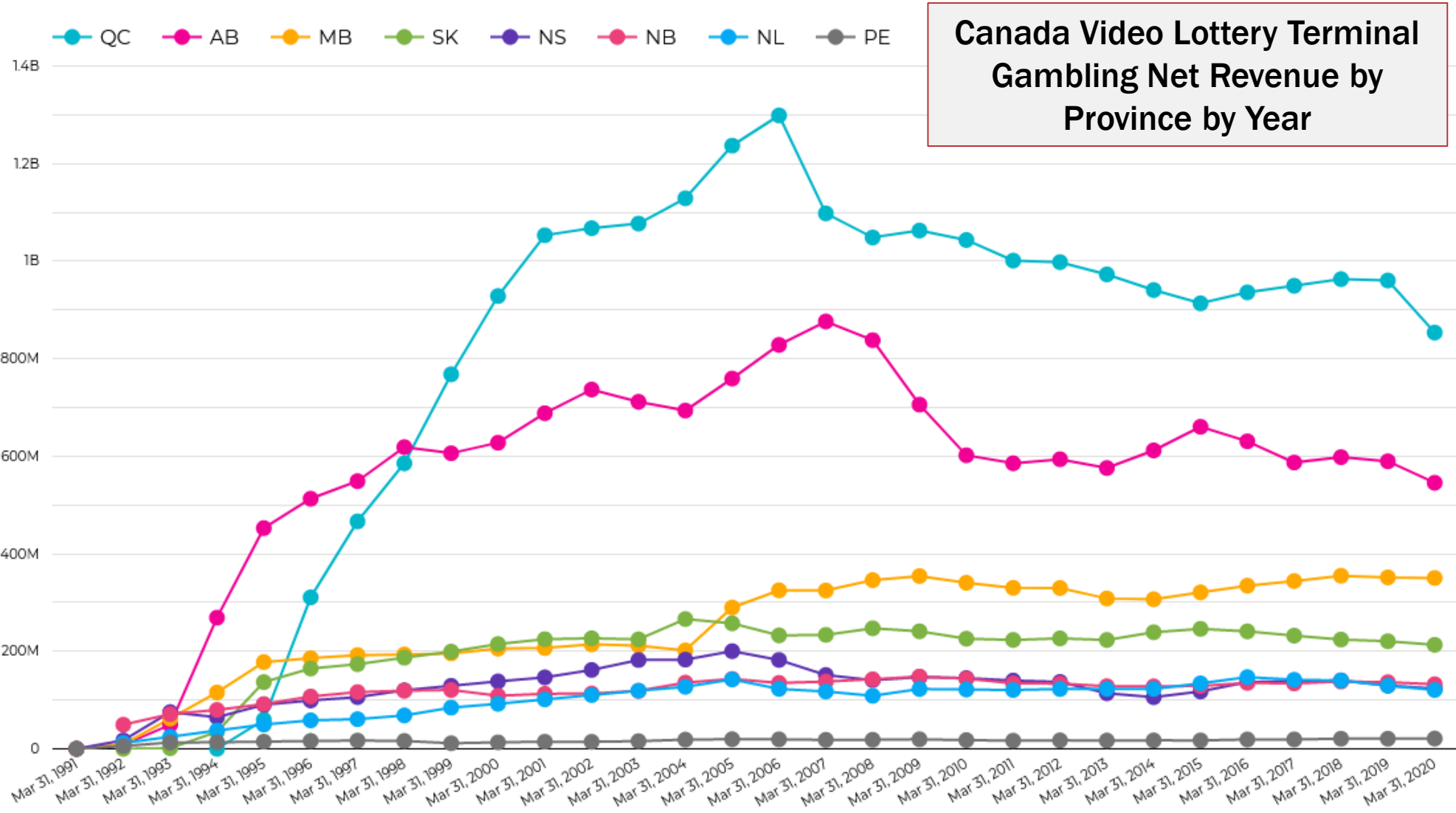
- New Brunswick the first province to introduce VLTs; quickly followed by most other provinces (excluding ON; BC)

June, 1994

- Quebec introduces VLTs

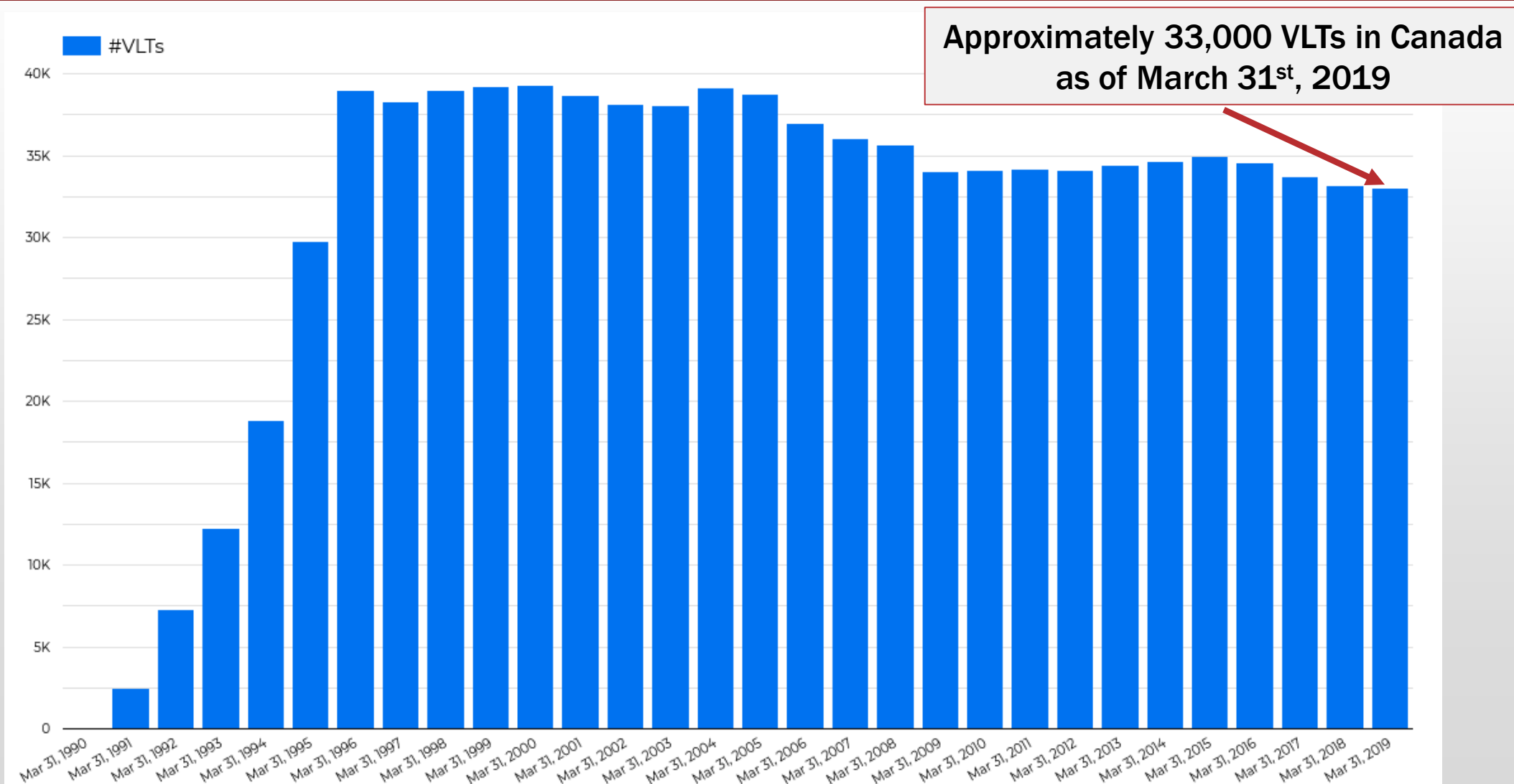
Mid-Late-1990s

- Moratoriums and caps introduced in some provinces to limit VLT growth



Canada Video Lottery Terminal Gambling Net Revenue by Province by Year

Video Lottery Terminals in Canada (1990-2019)





CANADA
A questionable jackpot
Gambling in Winnipeg produces controversy

The Crystal Casino: the big winner is the Manitoba Lotteries Foundation

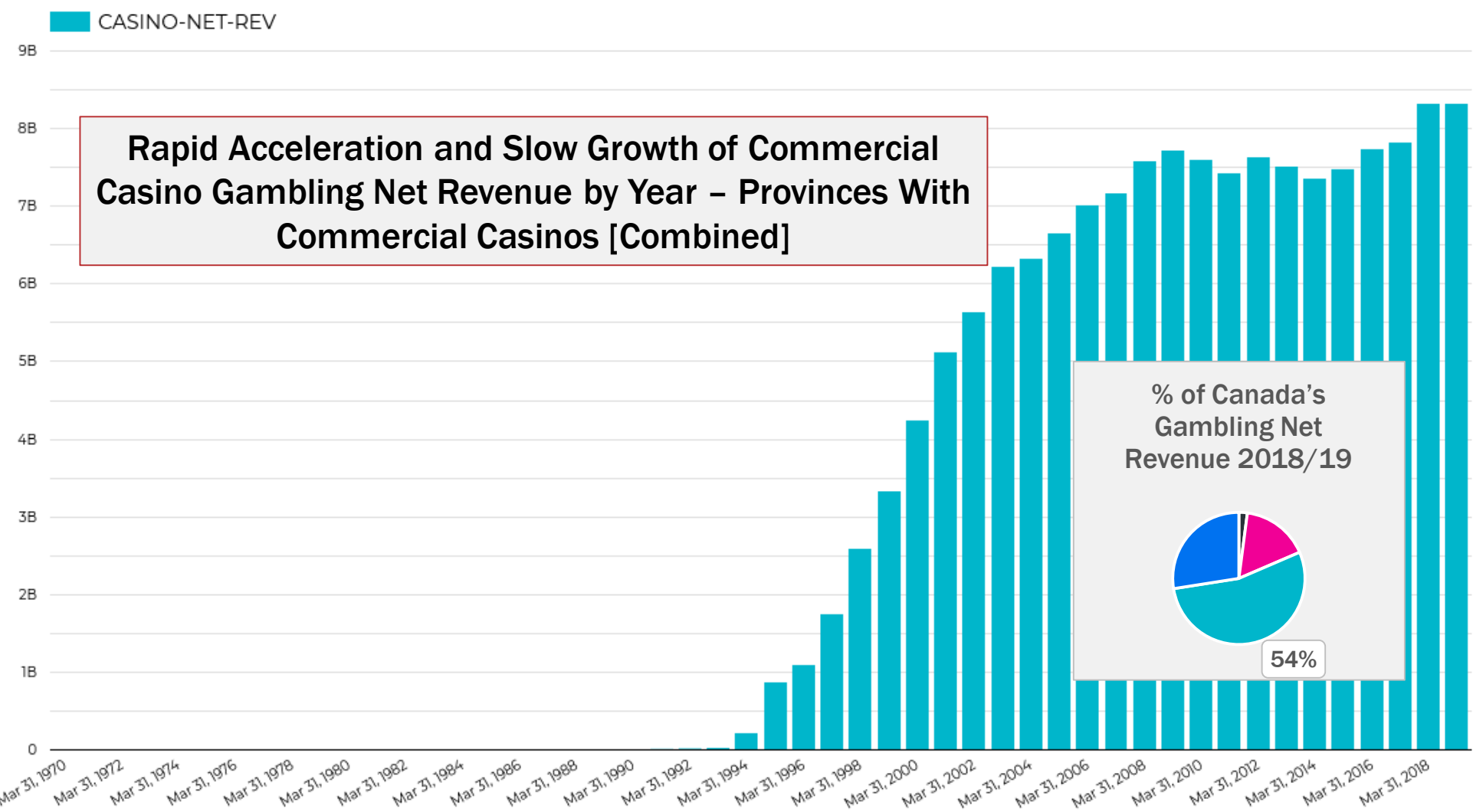
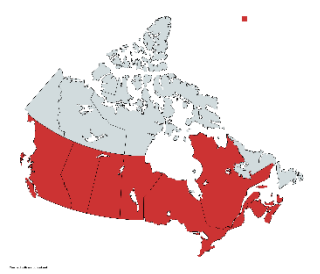
the Crystal Casino six days a week, almost every week of the year. Although this is a slow night—the Winnipeg Jets are playing a home game—more than 900 gamblers are scattered among the casino's four rooms in downtown Winnipeg's renovated Hotel Fort Garry: at



Commercial Casino Gambling

Government-owned casino, privately-owned casinos, racetrack casinos, First Nations casinos. Usual gambling formats include table games (blackjack, poker, roulette) and slot machines. Available in all provinces with the exception of NL.

Commercial Casino Gambling



Commercial Casino Gambling

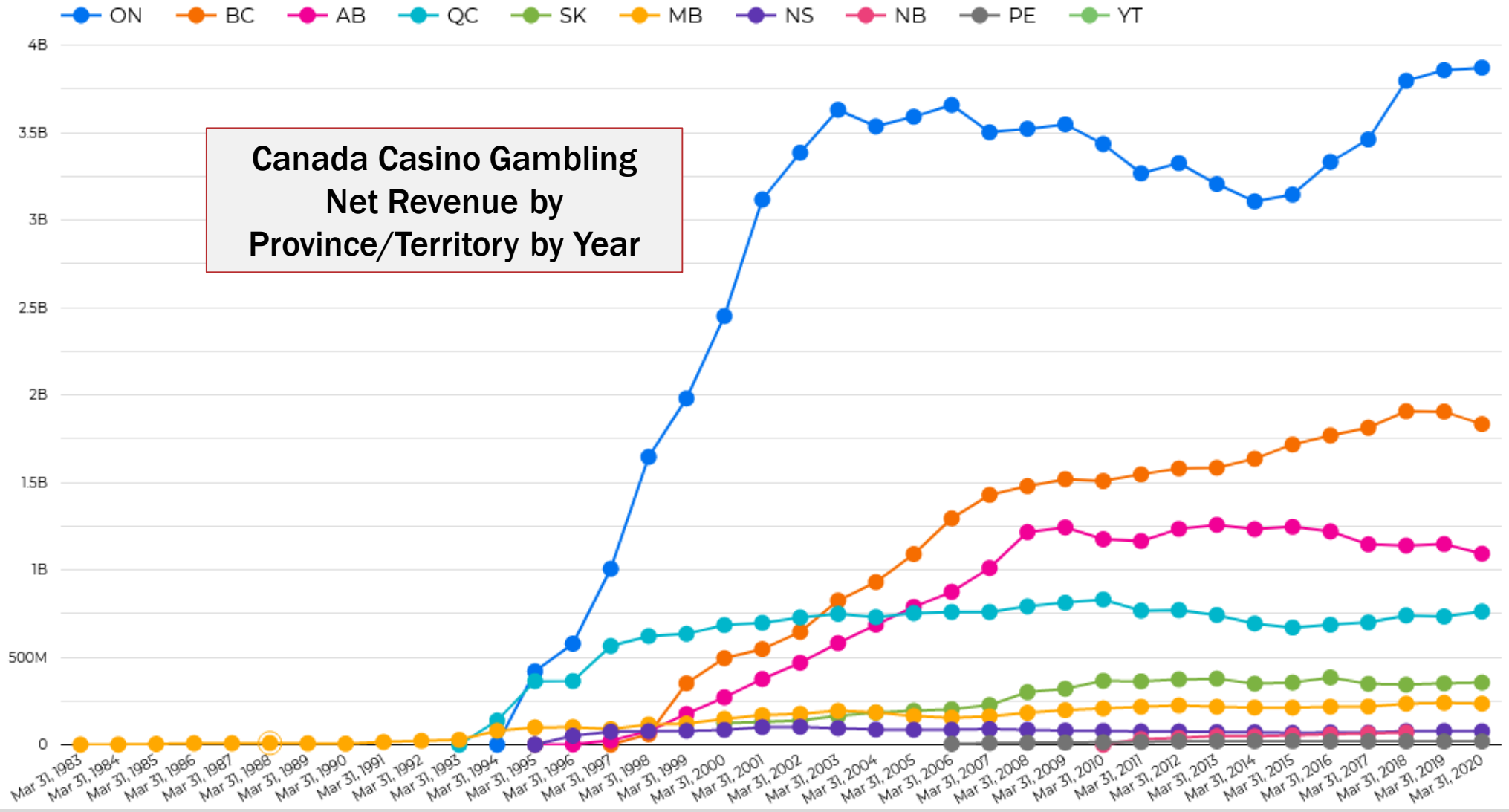
1989 (December)
 • Crystal Casino
 (Winnipeg, MB)

1993 (October 9)
 • Casino de
 Montreal (QC)

1994 (May 17)
 • Casino Windsor
 (ON)

Late 1990s
 • Most provinces
 have introduced
 casinos

2000s
 • PE (2006); NB
 (2010)



Casino Gambling: First Nations

1996 (March 1)

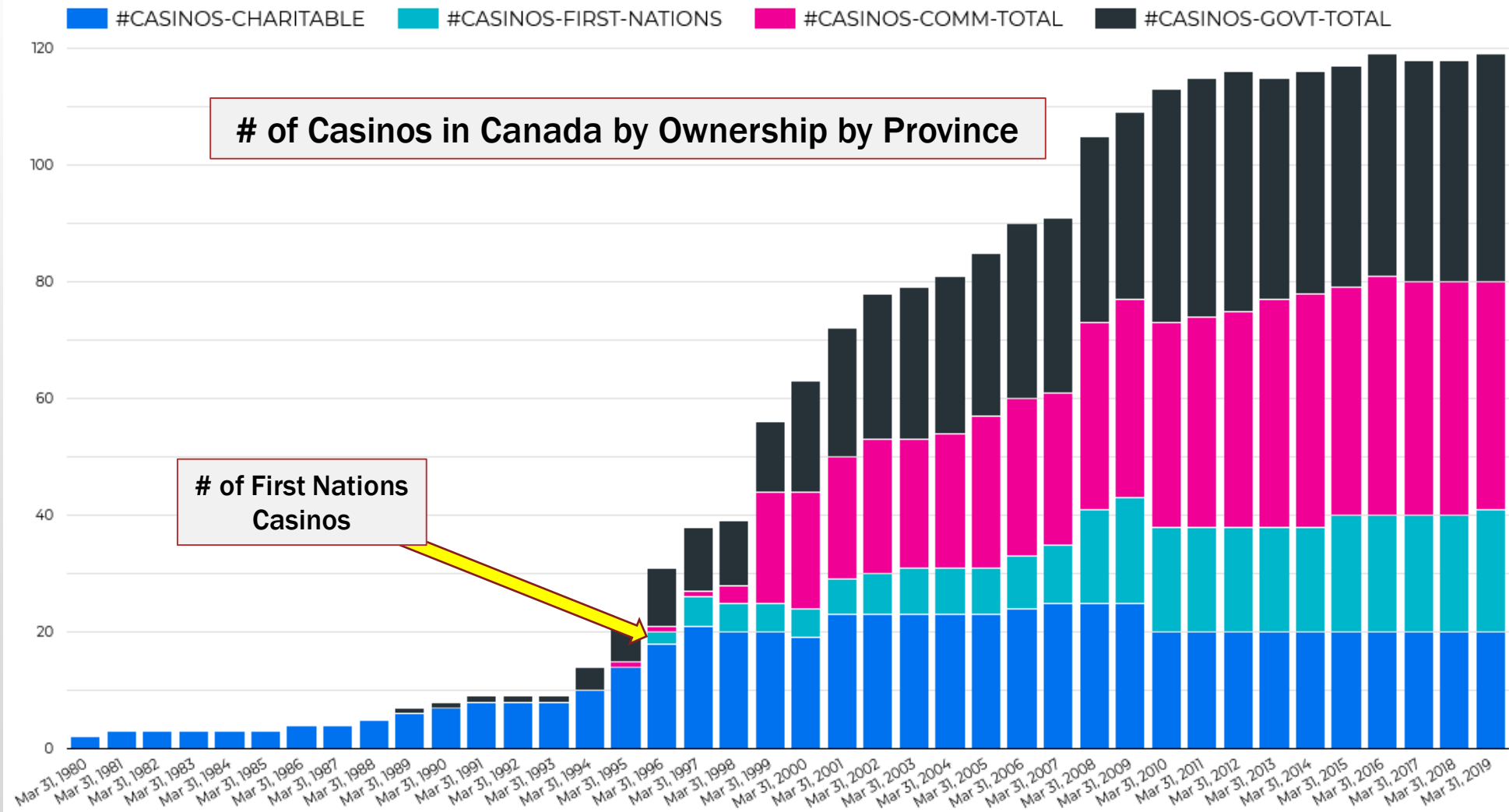
- 1st First Nations casino opens; Gold Eagle Casino (North Battleford, SK)

1996-2006

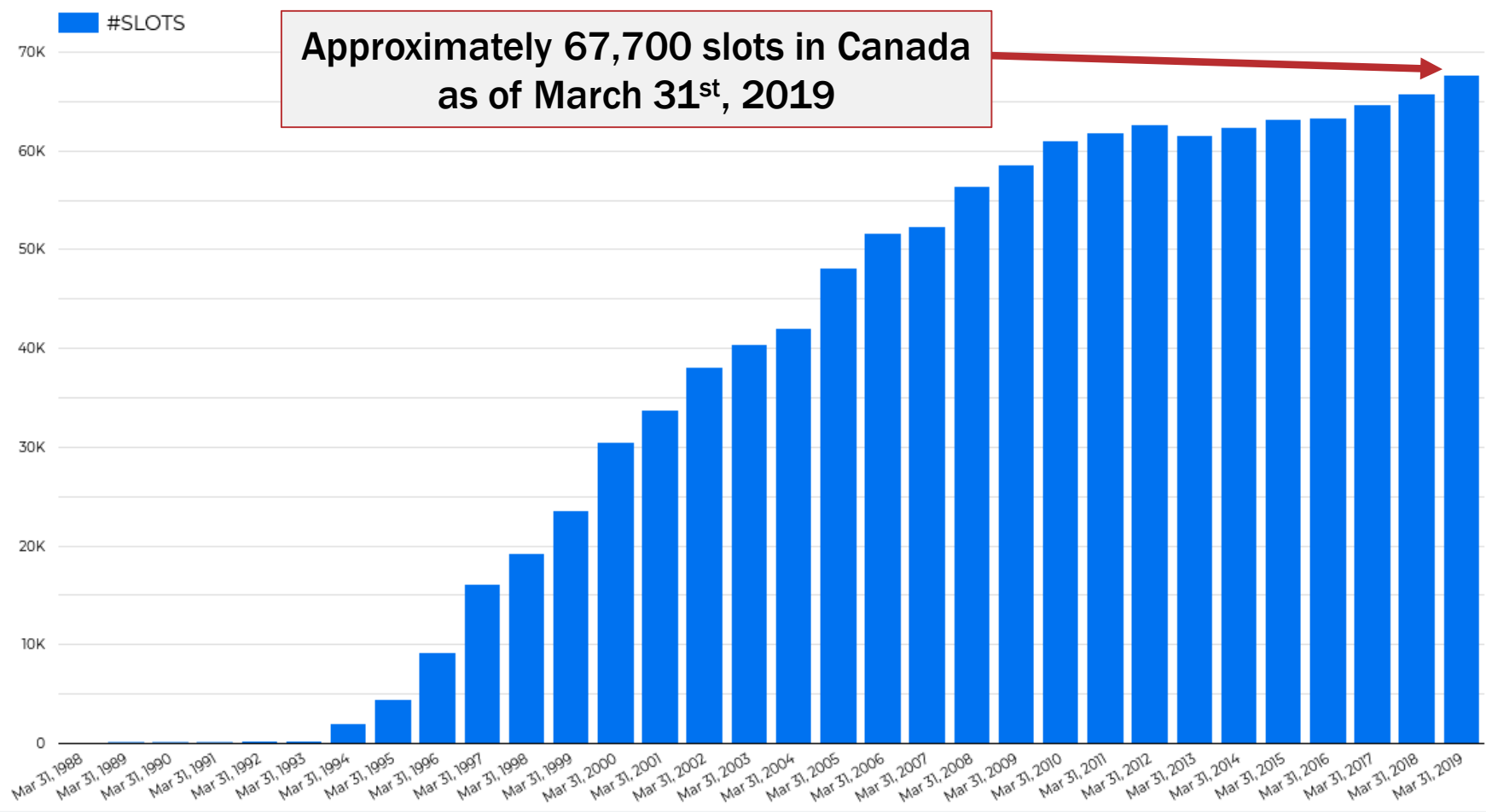
- BC (2002); AB (2006); MB (2002); ON (1996); QC (2007*)

2010s

- NB (2014)



Slots in Canada (1988-2019)



Slot machines officially introduced: MB (1988/89), YT (1992/93), QC (1993/94), ON (1994/95), AB (1995/96), SK (1995/96), NS (1995/96), BC (1997/98), PE (2005/06), NB (2010/11). Some figures prior to 2000/01 estimated. Figures unavailable for YT.

Commercial Casino Gambling: Table Games and Slot Machine Revenue



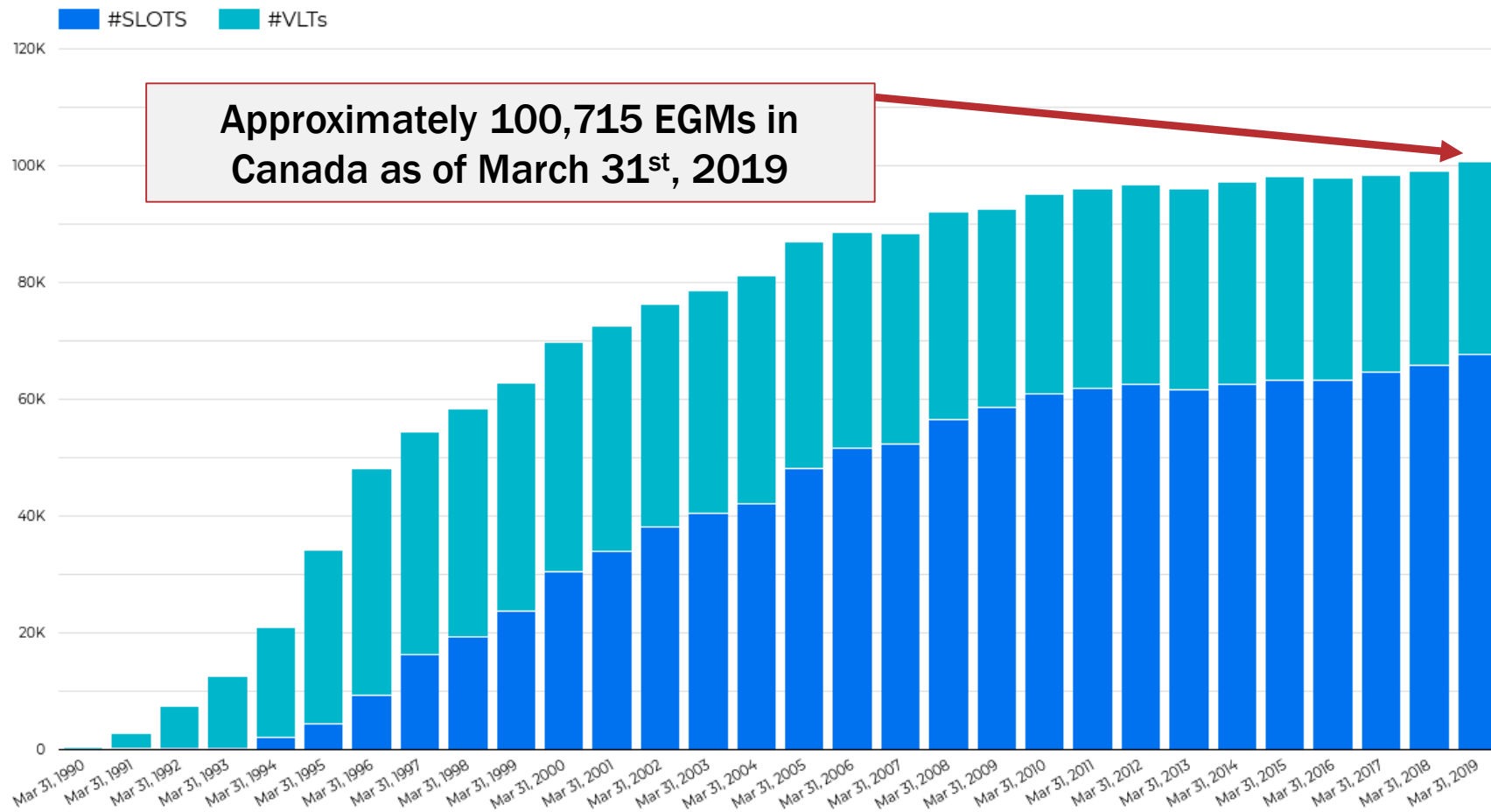
~30% Casino Net Revenue



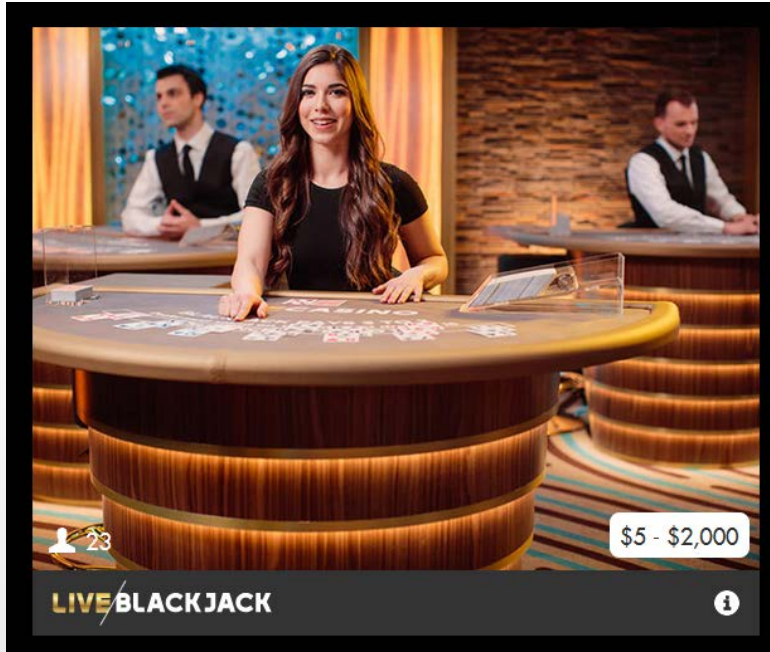
~70% Casino Net Revenue

Source: Figures based on review of B.C., Alberta and Saskatchewan annual reports (2019-20).

Electronic Gambling Machines (EGMs) in Canada (1988-2019)



VLTs officially introduced: NB (1990/91), NL (1990/91), AB (1991/92), MB (1991/92), PE (1991/92), NS (1991/92), SK (1992/93), QC (1994/95). Some figures are estimated; Slot machines officially introduced: MB (1988/89), YT (1992/93), QC (1993/94), ON (1994/95), AB (1995/96), SK (1995/96), NS (1995/96), BC (1997/98), PE (2005/06), NB (2010/11). Some figures prior to 2000/01 estimated. Figures unavailable for YT.



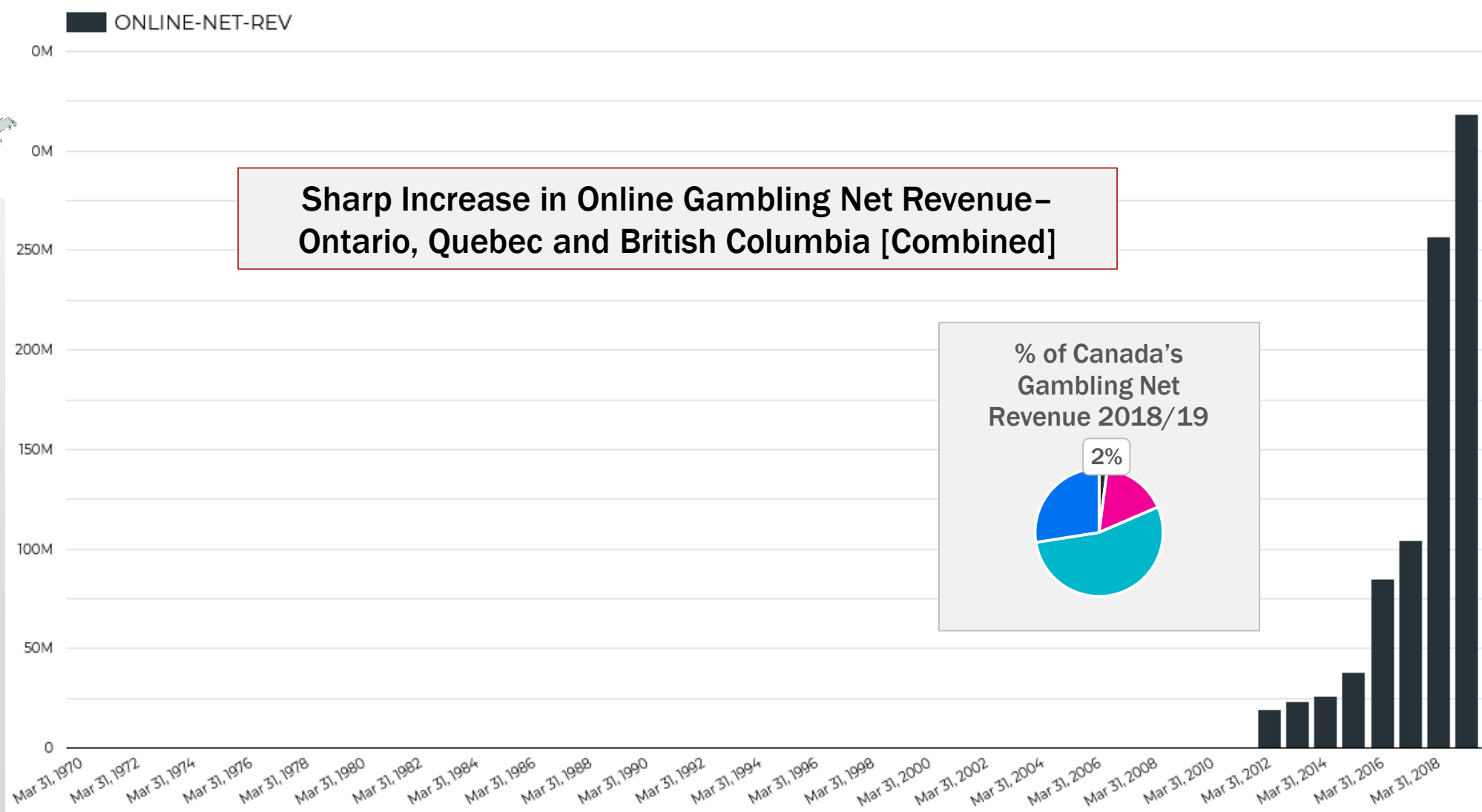
An advertisement for a game called "Walrus Bucks". It features a walrus illustration and text: "SET YOUR BET", "MULTI-TICKET", "WALRUS BUCKS", and "WIN UP TO \$20,000". The game details are: "Walrus Bucks", "\$0.15 - \$24", "Reveal a walrus to win a prize!", "LEARN MORE >", "Play now" button, and "TRY DEMO >".



Online Gambling

Online gambling includes online ticket lottery & sports lottery products and/or online casino slots and table games. Some forms available in all provinces with the exception of SK.

Online Gambling



Online Gambling

2004

- ALC launches PlaySphere (lottery); BCLC launches PlayNow; [MB joins in 2013]

2010

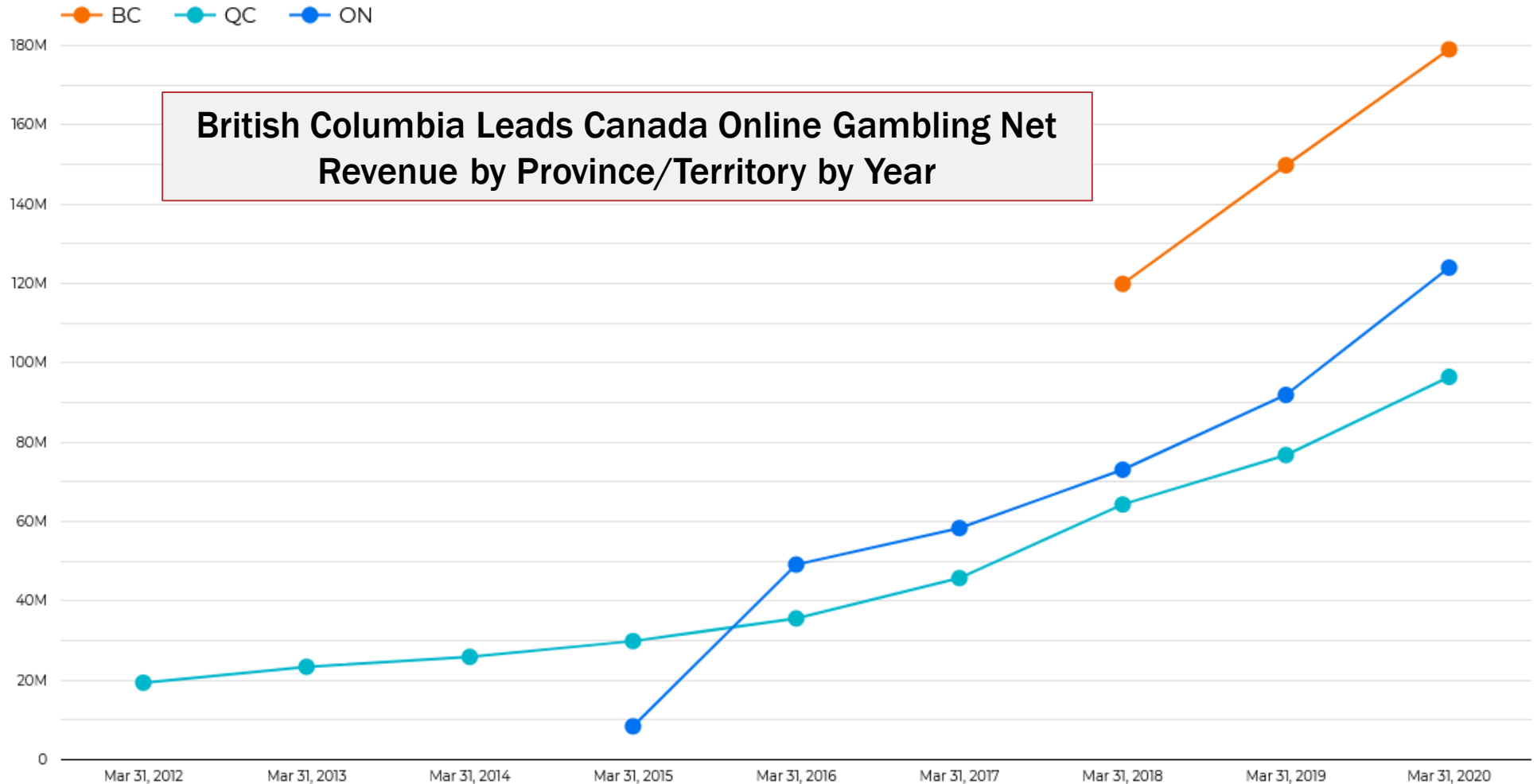
- Loto-Quebec launches Espacejeux

2015

- ON launches PlayOLG

2020

- PlayAlberta.ca launch; ALC adds NB online casino





Stampede Plans Casino

Place your bets, partner, gambling has come to the Calgary Stampede!

When the Stampede opens its gates July 3 to 12, the Big 4 Building will house the West's only "frontier casino" and Stampede visitors will be able to try their luck at everything from the wheel to roulette and blackjack.

The casino will occupy 20,000 square feet on the lower floor in the south end of the Big 4 Building and air conditioning will be installed throughout the area for the comfort of the patrons.

Cowboys and cowgirls will be able to place their bets with special Stampede coins minted specifically for the gaming table, and if not used, they can be redeemed or carried away as souvenirs.

Cost of the coins will be \$1. Stampede publicity director Don Wilden said the casino is open to everyone 18 years of age or over. Persons under 18 must be accompanied by an adult.

Frontier Casino will open at 11:30 a.m. daily with the exception of Sundays when it will be closed.

at
CASINO ABS
10161-112 ST.

on
Friday, August 14
2 p.m.-12 Midnight

and
Saturday, August 15,
12 p.m.-12 Midnight.

Sponsored by St. Andrews Centre.



Charitable Gambling

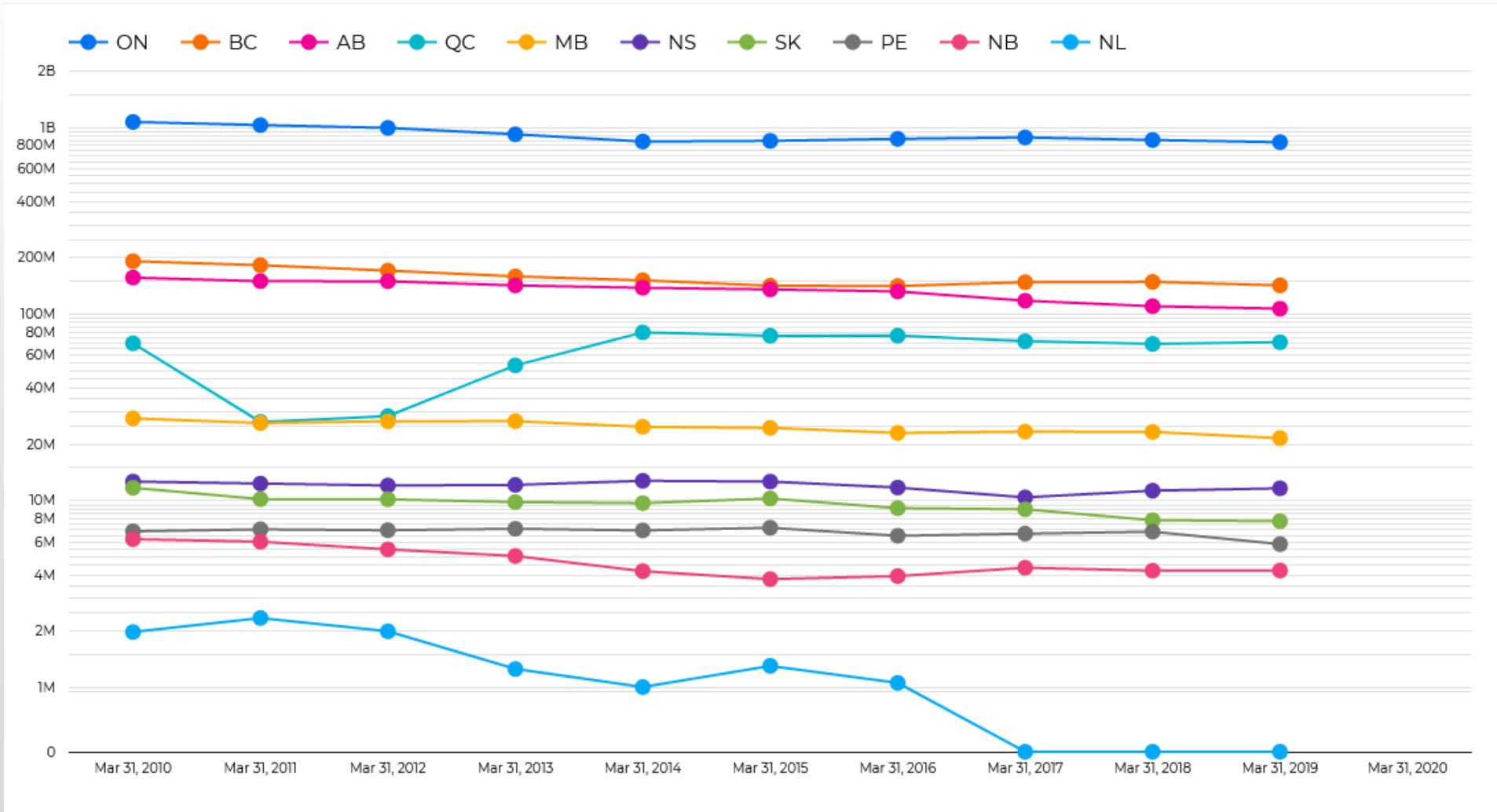
Exhibition casinos, Monte Carlo nights, roving casino events and permanent casinos that allocate a portion of profits to charitable organizations (e.g., Alberta casinos), non-commercial bingo, raffles, etc.



Horse Racing & Teletheatres

Canada Horse Racing Total Handle (CPMA Figures) 2010-2019

Total Handle Continues to Slowly Decline in Most Provinces



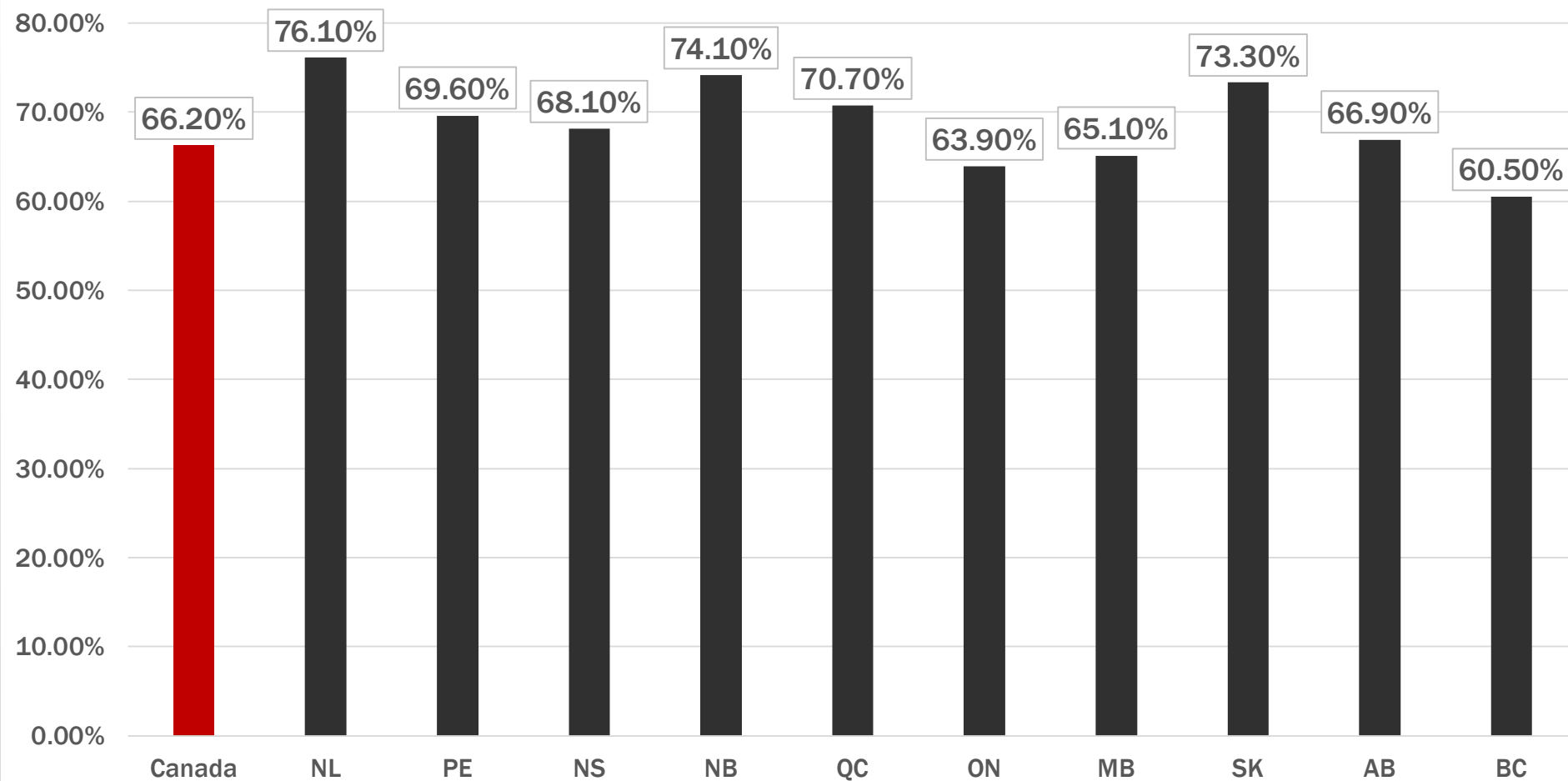


Behind the Numbers



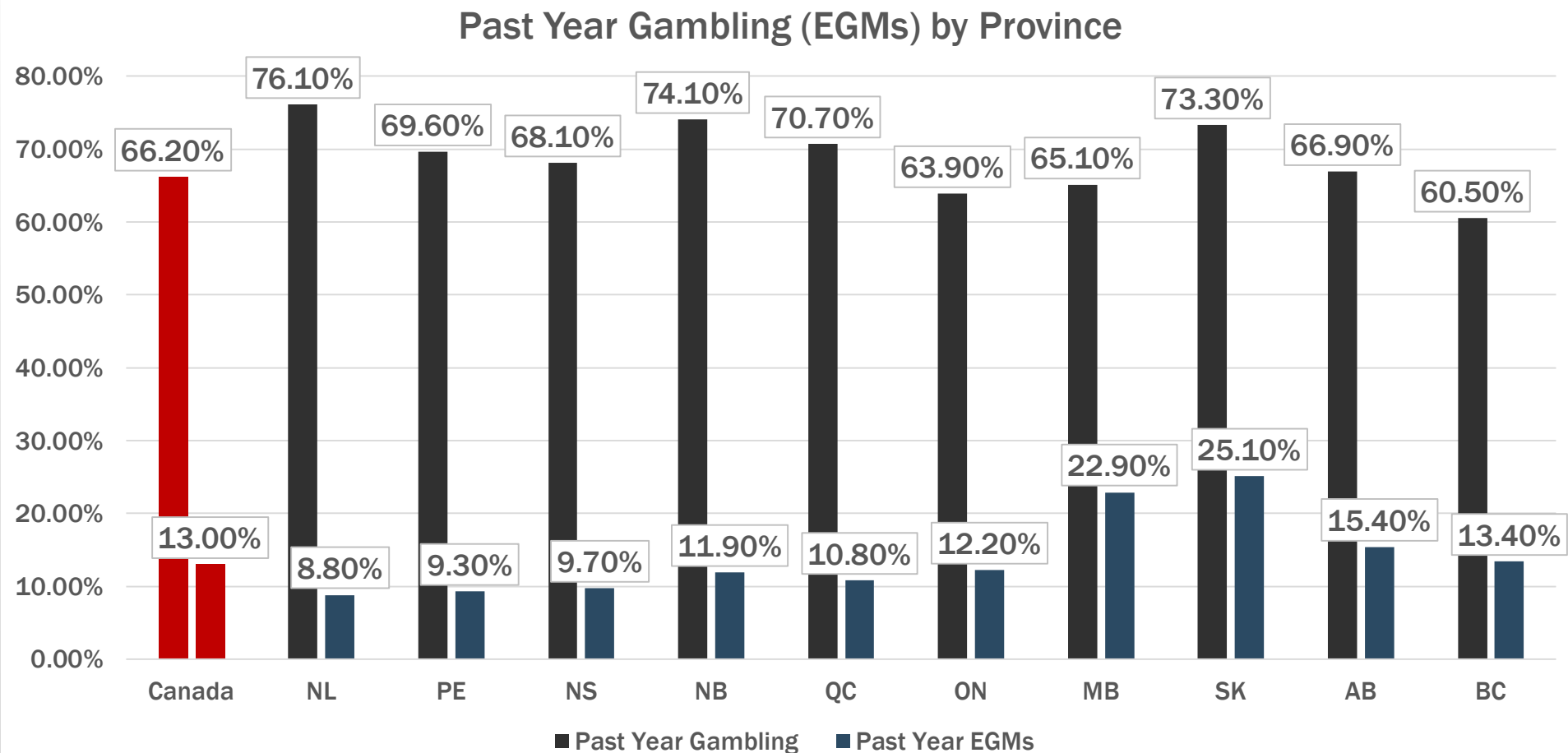
Participation in Gambling

What Proportion of Canadians Gamble? [2018]



Data Source: Williams et al. (2020). Gambling and Problem Gambling in Canada in 2018: Prevalence and Changes since 2002. *Canadian Journal of Psychiatry*.
<https://doi.org/10.1177%2F0706743720980080>

What Proportion of Canadians Gamble on EGMs? [2018]

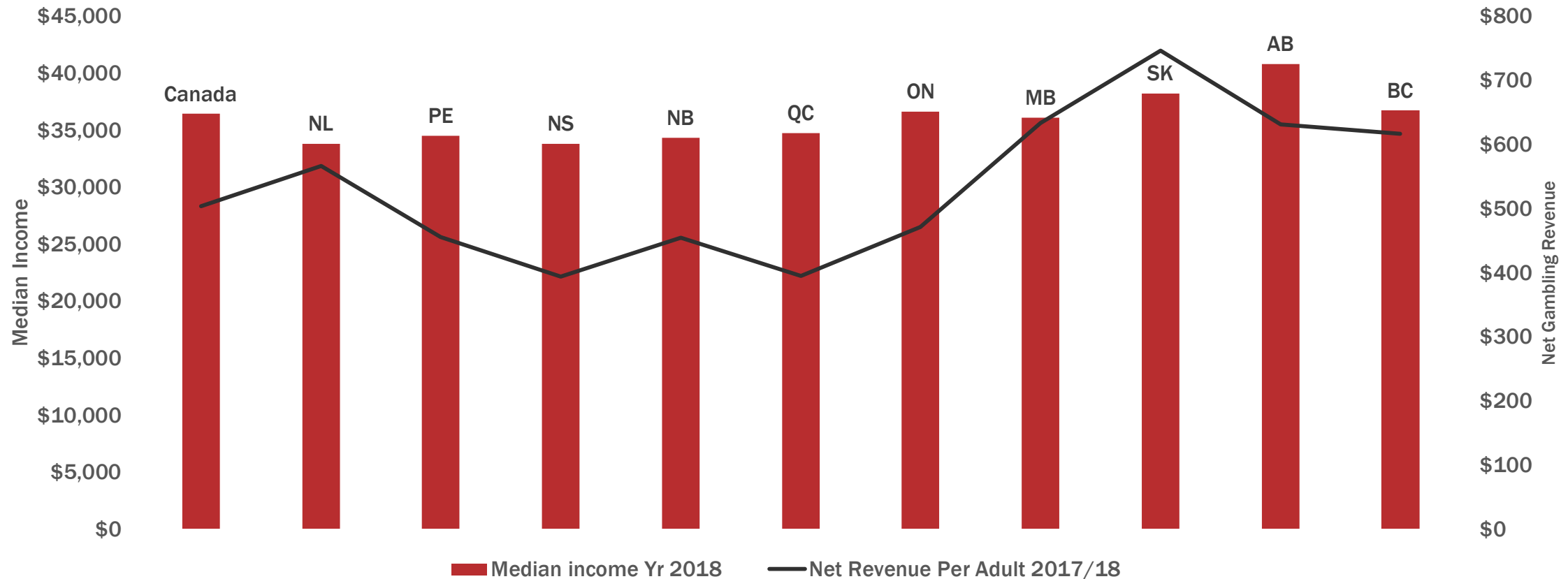




Spending on Gambling by Province

Net Gambling Revenue vs. Median Income [2018]

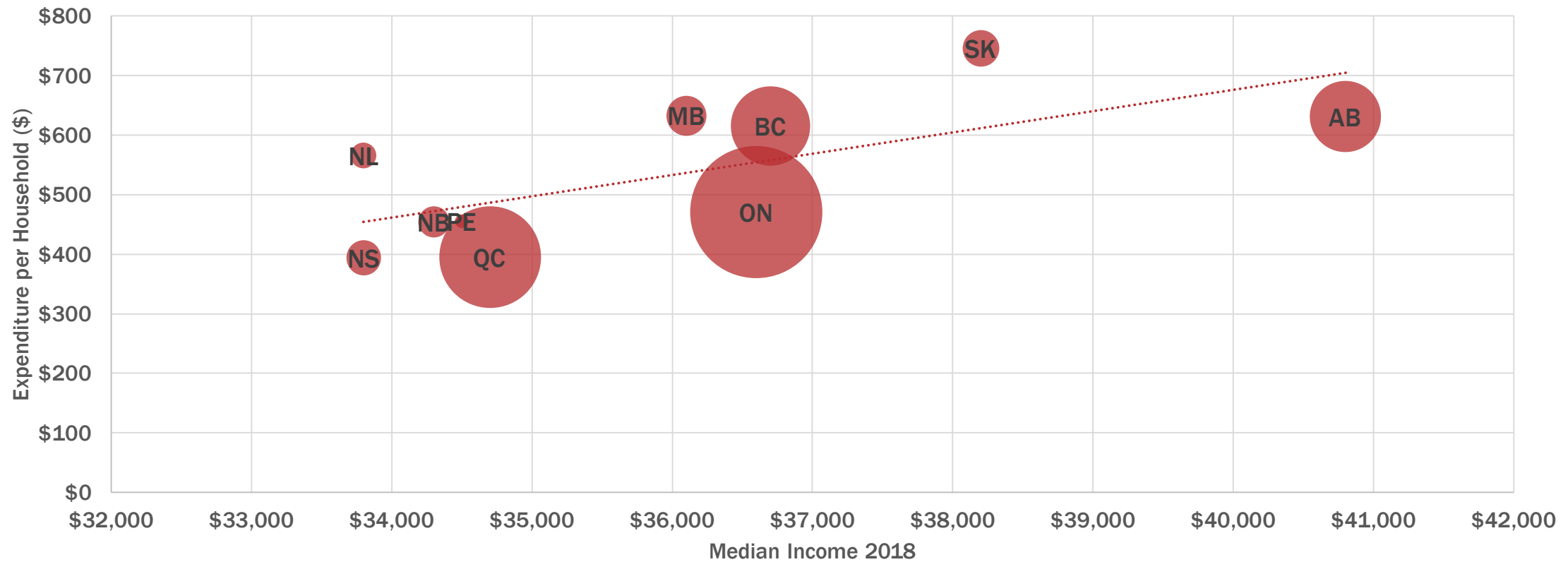
Provincial Net Gambling Revenue Per Adult Increases with Median Income in 2018



Data Sources: Provincial annual reports (Net Gambling Revenue); Statistics Canada. [Table 17-10-0005-01 Population estimates on July 1st, by age and sex \(Population Age 18+\)](#); Statistics Canada. [Table 11-10-0239-01 Income of individuals by age group, sex and income source, Canada, provinces and selected census metropolitan areas \(Median Income Age 16+\)](#).

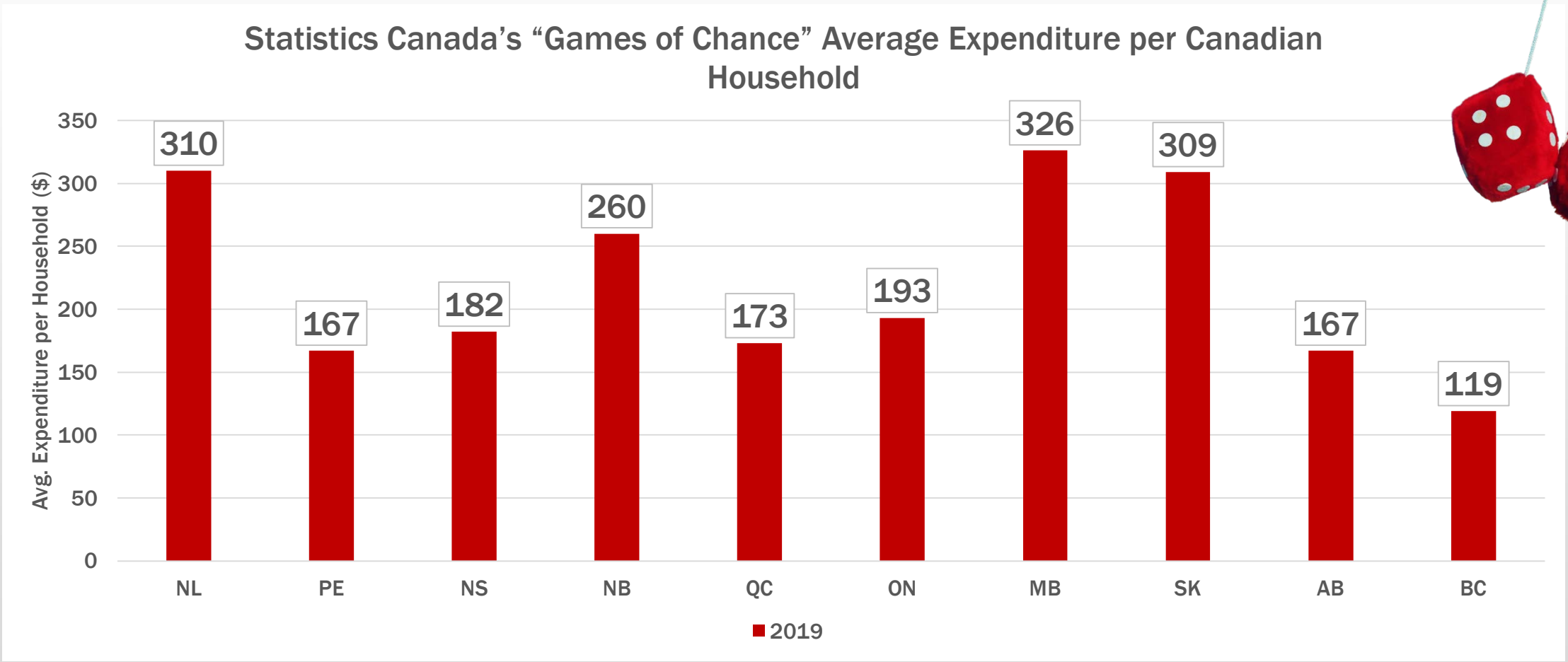
Net Gambling Revenue vs. Median Income [2018]

Provincial Net Gambling Revenue Per Adult Increases with Median Income in 2018



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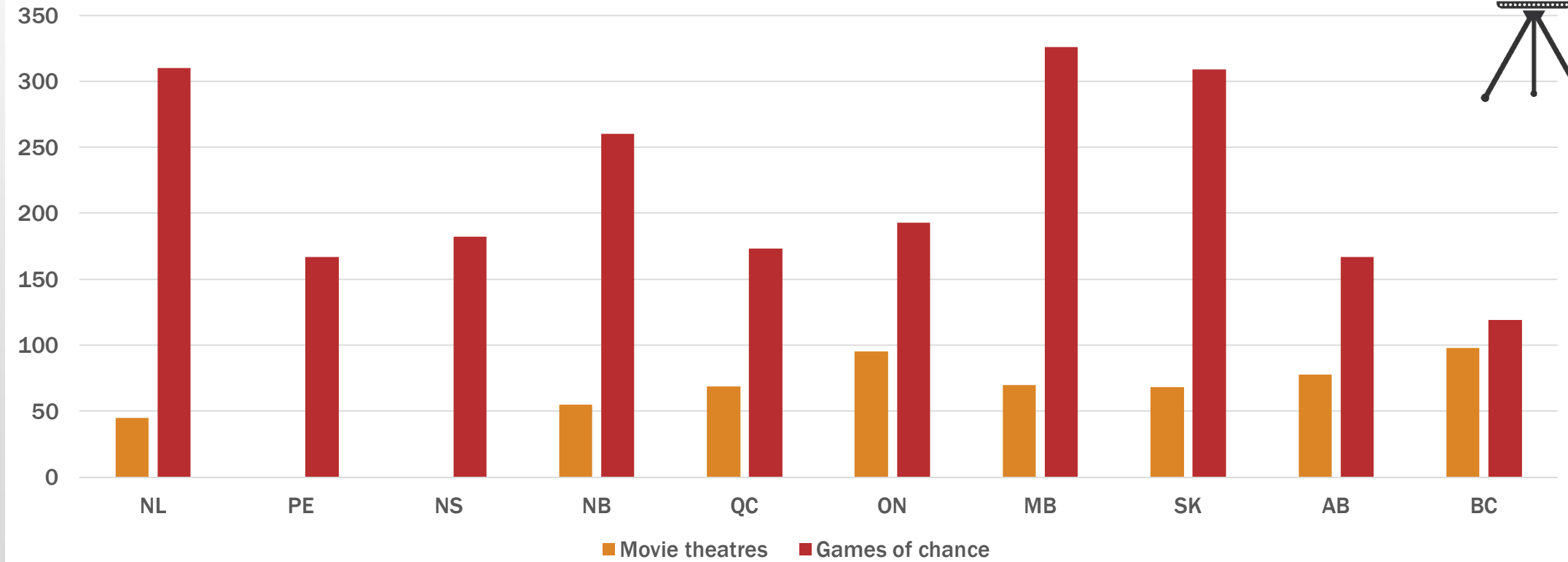
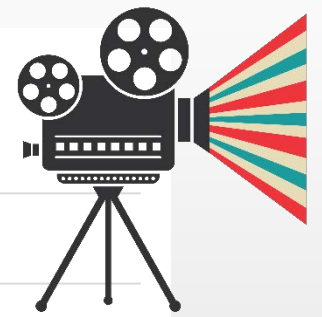
Spending on “Games of Chance” [Statistics Canada]



Data Source: [Table 11-10-0222-01 Household spending, Canada, regions and provinces.](#) Statistics Canada.

Spending on “Movie Theatres” [Statistics Canada]

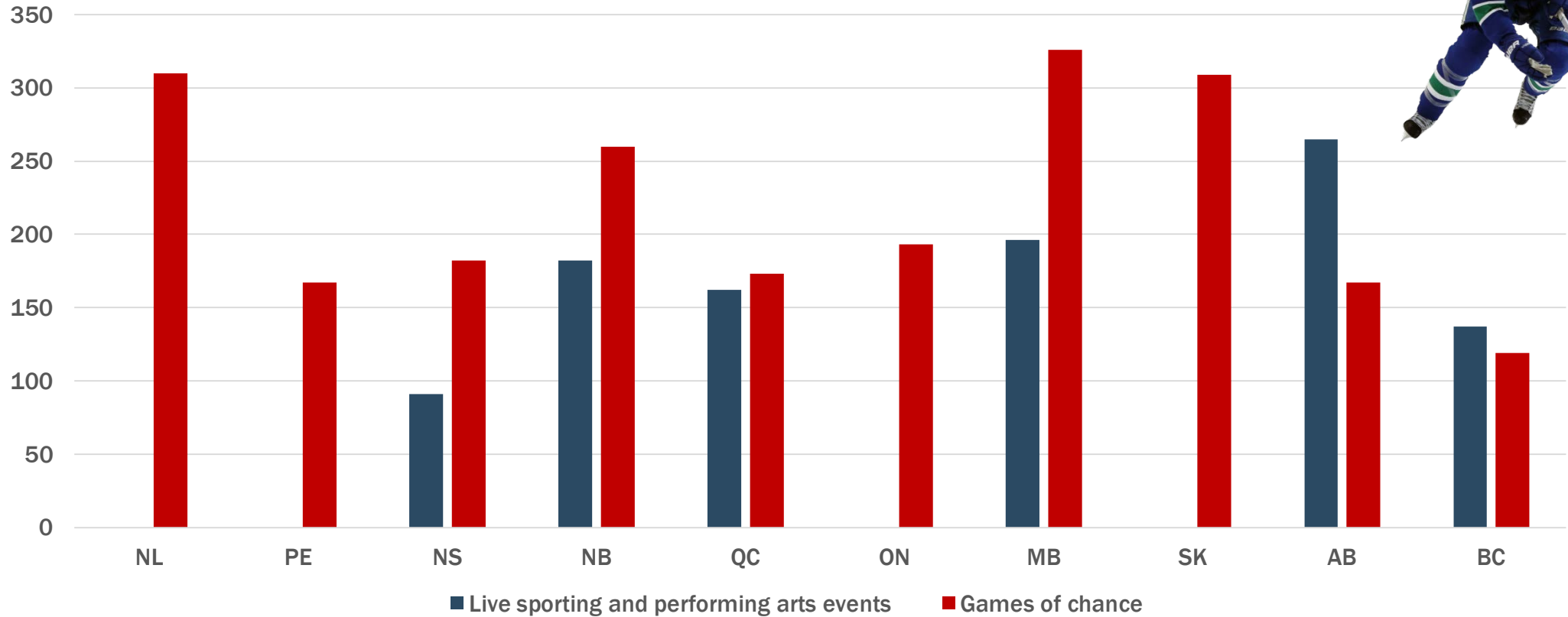
Movie Theatres Vs. Games of Chance Average Expenditure per Canadian Household by Province (2019)



Data Source: [Table 11-10-0222-01 Household spending, Canada, regions and provinces.](#) Statistics Canada.

Spending on “Live Sporting & Performing Arts Events” [Statistics Canada]

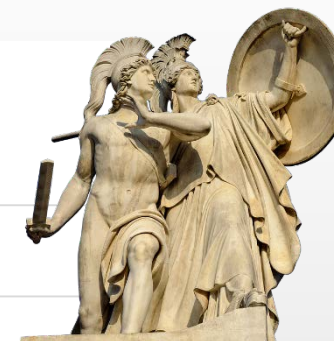
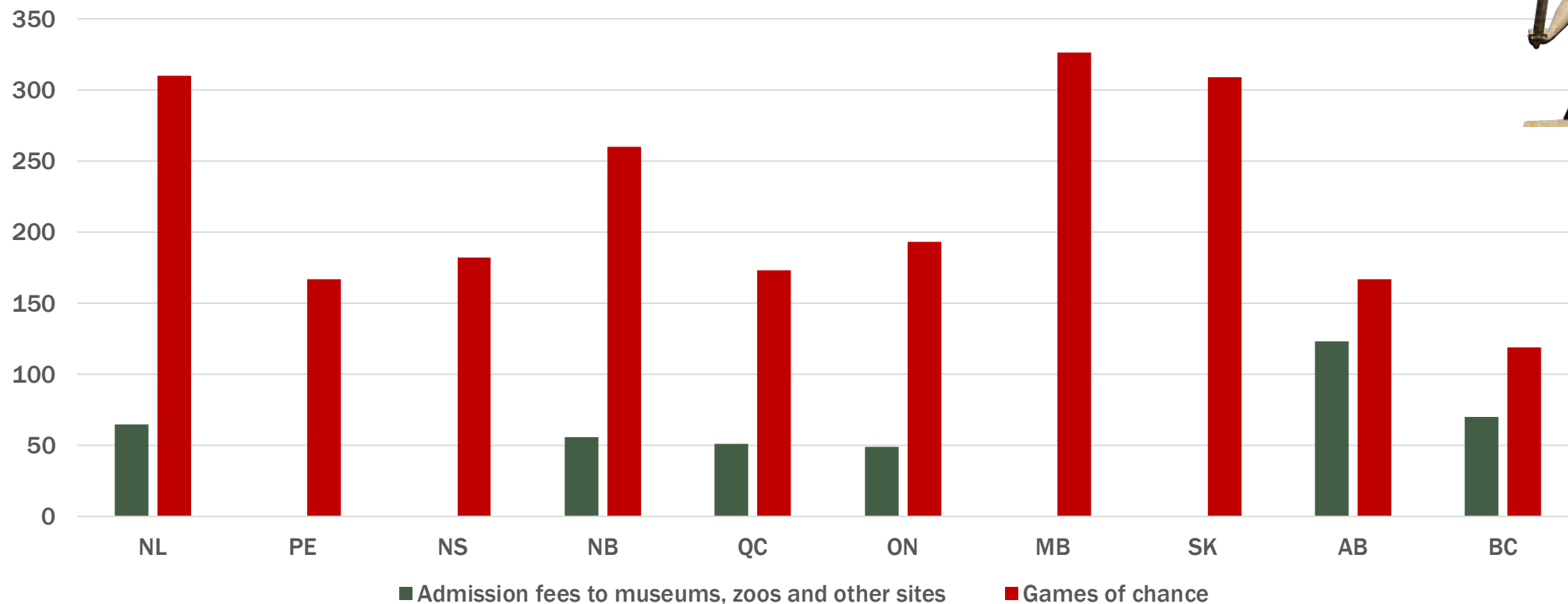
Live Sporting & Performing Arts Events Vs. Games of Chance Average Expenditure per Canadian Household by Province (2019)



Data Source: [Table 11-10-0222-01 Household spending, Canada, regions and provinces.](#) Statistics Canada.

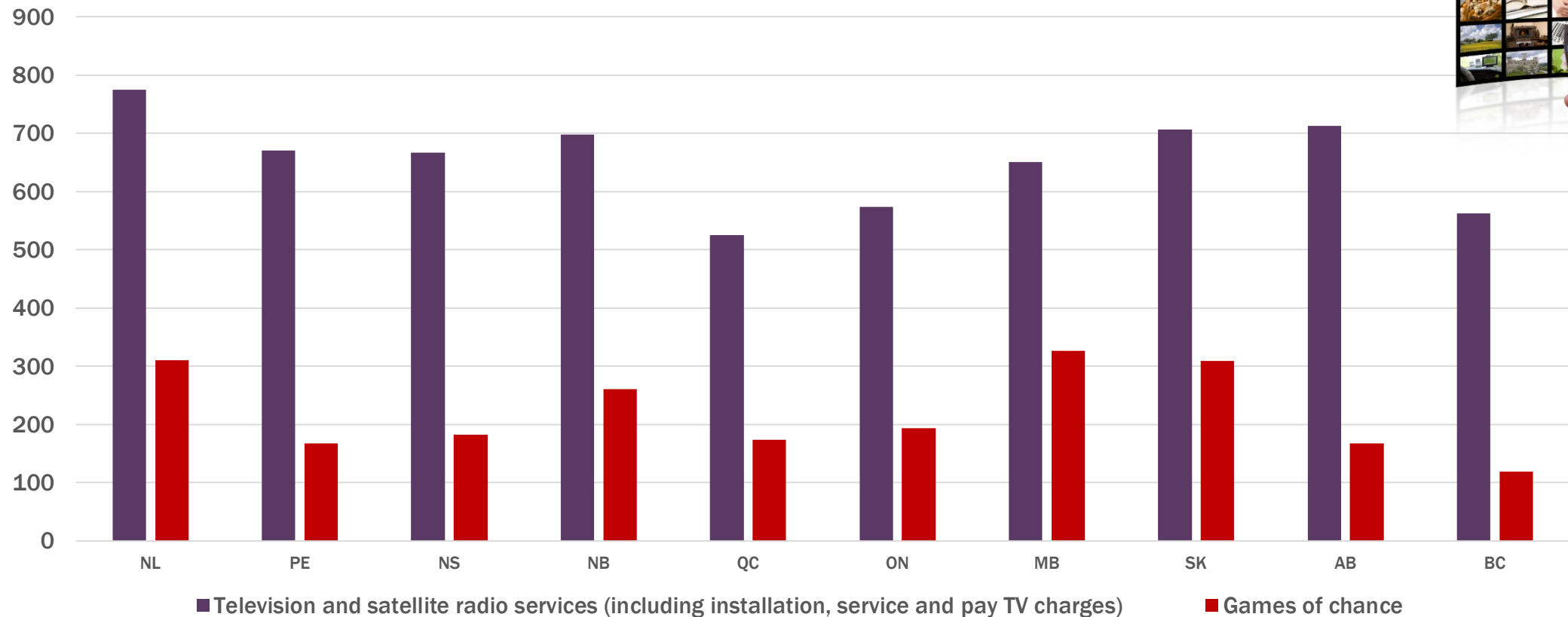
Spending on “Admissions to Museums, Zoo, etc.” [Statistics Canada]

Admission to Museums, Zoos, etc. Vs. Games of Chance Average Expenditure per Canadian Household by Province (2019)



Spending on “Television & Satellite Radio Services” [Statistics Canada]

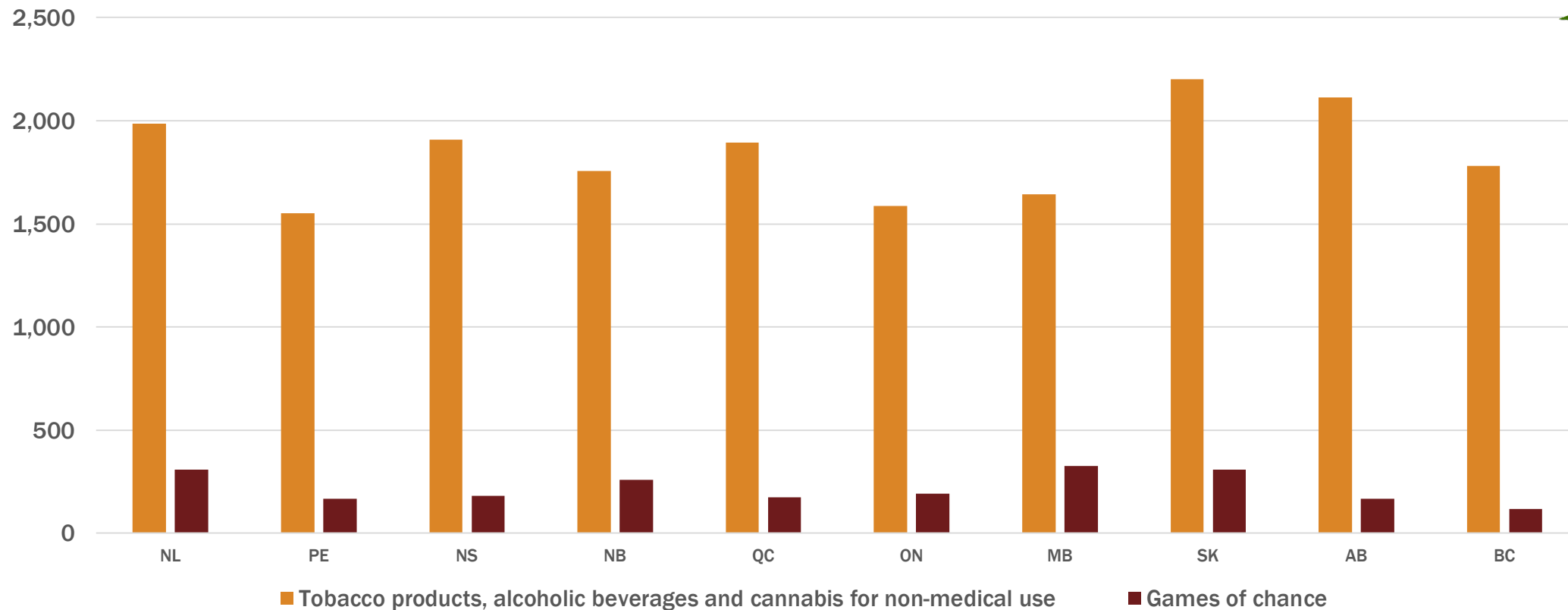
Television & Satellite Radio Services Vs. Games of Chance Average Expenditure per Canadian Household by Province (2019)



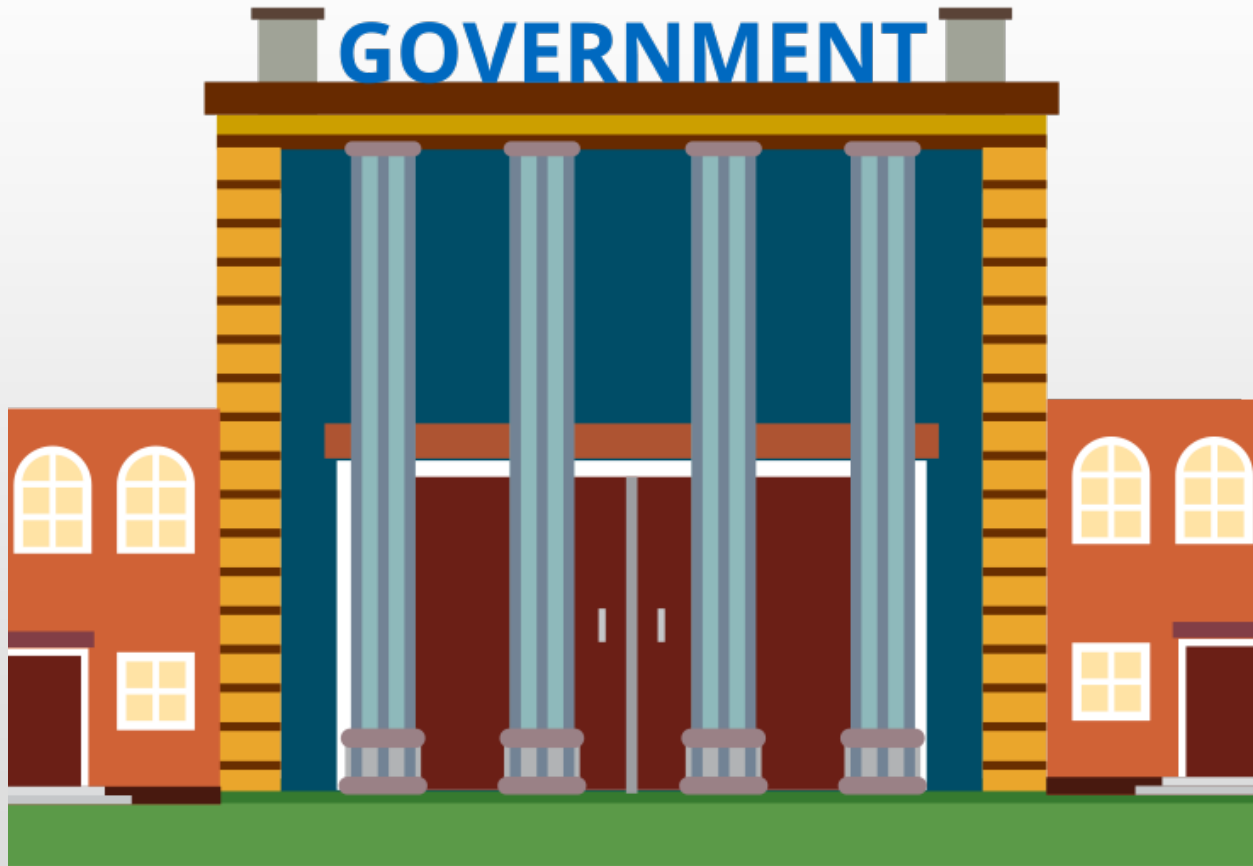
Spending on “Tobacco, Alcohol & Cannabis” [Statistics Canada]



Tobacco, Alcohol & Cannabis Vs. Games of Chance Average Expenditure per Household by Province (2019)



Data Source: [Table 11-10-0222-01 Household spending, Canada, regions and provinces](#). Statistics Canada.



Provincial Government Gambling Revenues

Distribution of Gambling Net Income: B.C.

DISTRIBUTION	2019/20	
Total net income	1,347 million	
Distribution to Government of Canada	10.5 million	0.8%
Distribution to Government of B.C.	821 million	61%
First Nations Revenue Sharing	93.5 million	6.9%
Health Special Account	147.2 million	10.9%
Charitable and community organizations	140.0 million	10.4%
Host local governments	93.5 million	6.9%
Gaming Policy and Enforcement Branch	15.9 million	1.2%
Horse racing purse enhancements	10.4 million	0.8%
Local Economic Development Initiatives	6.0 million	0.4%
Responsible Gambling strategies	5.6 million	0.4%
Joint Illegal Gaming Investigation Team (JIGIT)	3.0 million	0.2%



Distribution of Gambling Net Income: All Provinces

- BC > Distributions to Province, Health, Charitable, First Nations Revenue Sharing, Local Gov't, Horse Racing, Responsible Gambling.
- AB > General Revenues (Previously to Alberta Lottery Fund).
- SK > Crown Investments Corporation, General Revenue Fund & Charitable Grants.
- MB > General Revenues.
- ON > Consolidated Revenue Fund.
- QC > General Revenues & Designated Funds.
- NB > Distributions to Province, First Nations Revenue Sharing.
- PE > Distributions to Province, Harness Racing Grants, Deficit Repayment.
- NS > General Revenues, Community Programs, Depreciation & Amortization, Responsible Gambling.
- NL > General Revenues.



COVID-19 Impact on Gambling



Manitoba: Shrinking Provincial Net Income

Manitoba Liquor & Lotteries (April-December, 2020)

“Consolidated net income and comprehensive income for the nine months ended December 31, 2020 was \$349.7 million, a decrease of \$147.4 million from the same period last year. There were increases of \$27.9 million in Liquor Operations, \$26.3 million in Online Gaming (previously reported under Casinos), and \$5.1 million in Cannabis Operations; offset by decreases of \$102.9 million in Casinos, \$97.0 million in Video Lotto, and \$6.8 million in Lottery.”

Source: Manitoba Liquor & Lotteries. [Quarterly Financial Report For the nine months ended December 31, 2020](#). p.4

Nova Scotia: Shrinking Provincial Net Income

Nova Scotia Gaming Corporation (April-September, 2020)

	2020						2019							
	Casinos	Ticket Lottery	Video Lottery	RG	Other	2nd Quarter	Year to date	Casinos	Ticket Lottery	Video Lottery	RG	Other	2nd Quarter	Year to date
Revenues	\$ 400	\$ 78,897	\$ 31,930	\$ -	\$ -	\$ 111,227	\$ 188,809	\$ 23,662	\$ 54,555	\$ 31,979	\$ -	\$ -	\$ 110,196	\$ 222,501
Expenses	417	63,956	10,137	159	834	75,503	141,487	19,539	43,999	10,095	289	973	74,895	153,123
Net Profit	(17)	14,941	21,793	(159)	(834)	35,724	47,322	4,123	10,556	21,884	(289)	(973)	35,301	69,378
Contributions	-	-	-	(1,000)	(2,220)	(3,220)	(8,325)	-	-	-	(1,130)	(2,125)	(3,255)	(8,523)
Net Income before win tax	(17)	14,941	21,793	(1,159)	(3,054)	32,504	38,997	4,123	10,556	21,884	(1,419)	(3,098)	32,046	60,855
Win Tax	-	-	-	-	-	-	-	4,260	-	-	-	-	4,260	8,228
Payment to Province	\$ (17)	\$ 14,941	\$ 21,793	\$ (1,159)	\$ (3,054)	\$ 32,504	\$ 38,997	\$ 8,383	\$ 10,556	\$ 21,884	\$ (1,419)	\$ (3,098)	\$ 36,306	\$ 69,083

Source: Nova Scotia Gaming Corporation. [Quarterly Report For the second Quarter Ended September 30, 2020.](#)



Quebec: Shrinking Provincial Net Income

Loto-Québec (April-September, 2020)

“Montréal, October 30, 2020 – Loto-Québec’s financial results for the current fiscal year have been greatly impacted by COVID-19. The pandemic led to the suspension of nearly all of the Corporation’s business activities as of mid-March. At the end of the first half of the year, i.e. the period from April 1 to September 28, 2020, total revenues stood at \$687.4M and net income was \$181.2M.”

Source: Loto-Québec. [Loto-Québec presents its results after the first two quarters of the 2020-2021 fiscal year.](#)



Ontario: Shrinking Provincial Net Income

Gov't of Ontario (Forecast April, 2020-March, 2021)

“(Nov. 5, 2020). According to revenue projections published by the Ontario government on Thursday, OLG is forecast to only make \$200 million in revenue by the end of the 2020-2021 fiscal year.

The projection is a far cry from the corporation’s three-year high in 2019 and 2020 when it made \$2.3 billion in gambling revenue, funds that support provincial government program spending.”

Source: Global News. (2020, Nov. 5). [Ontario budget: OLG expected to see \\$2.1B drop in revenue, cannabis sales jump.](#)



The End

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