


1997

# **VIDEO LOTTERY PROGRAM REVIEW**

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**Department of Finance  
1997**

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**Brunswick**

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# VIDEO LOTTERY PROGRAM REVIEW

## Introduction

On March 26th, 1996, the following Notice of Motion was introduced in the New Brunswick Legislature:

*"Whereas there has been considerable discussion of the merits of the province's video lottery program.*

*BE IT RESOLVED THAT this Assembly recommend that the provincial government consider changes to the Lotteries Act and its regulations as they pertain to the video lottery program."*

In response, the government requested that the Department of Finance review the video lottery program to determine if changes to the *Lotteries Act* and regulations were required.

In order to evaluate the current video lottery program and make recommendations for improvement, it was necessary to look at the evolution of the video lottery program since its beginning and build on the experiences of the various jurisdictions currently involved in video lottery gambling as well as the New Brunswick experience. Based on these learnings, the report recommends changes to the *Lotteries Act* and its regulations as they pertain to the video lottery program.

## What is Gambling?

Webster's 9th New Collegiate Dictionary defines gambling as follows:

*"To play a game for money or property or to bet on an uncertain outcome," and, "having an element of risk."*

Gambling is not new. Horseracing, card games and sports betting have been a part of our culture for centuries. Bingos and raffles have been used to assist charitable causes for many years and have become an accepted part of our lives.

Gambling is a widespread and accepted form of entertainment. It encompasses activities such as lottery tickets (6/49, Instant Wins), sports betting, charity raffles, bingos, card games, horseracing, video lotteries and according to the above definition, even playing the stock market. Gambling traditionally occurred in public venues such as bingo halls, casinos, restaurants, racetracks, bars, corner stores and bowling alleys. Today, gambling is easily accessible through the Internet.

Over time society has grown more tolerant of the easy access of formerly restricted products such as alcohol, adult magazines and adult videos. Similarly, people view most gambling as an acceptable form of entertainment and are drawn to it for a variety of reasons: to test their judgment skills, to beat the system, to have a social outing or to win money.

Video lottery gambling, however, has come under the criticism of some members of the public. This critique is due to its novelty and perceived risk of gambling addiction. This phenomenon is common in all jurisdictions where video lottery gambling exists.

### **The New Brunswick Experience**

Originally, the federal government controlled gambling and its revenues. Following a court challenge by two provinces, amendments were made to the Criminal Code of Canada in 1969 allowing the provinces some control over gambling. Further transfer of authority occurred in 1985.

Prior to legalization in 1990, there were no age restrictions on access to games, which ranged from breakopen tickets, punch boards, electronic bingos to video lottery machines. Video lottery terminals were located in restaurants, service clubs, press clubs, garages, bars, convenience stores and shopping malls throughout the province. Payouts from the video lottery machines could be designed to be unfair to players, and there were no limits as to the size of bets or prizes paid. Credit and cheque cashing were common occurrences, which encouraged problem gambling.

It has been estimated that 5,000-7,000 video lottery terminals were in use. These "grey" machines as they were called presented a significant problem for the government. Stopping "grey" machines was difficult. Police departments required "undercover" investigations to obtain convictions; these investigations were difficult, expensive and time-consuming. Prosecutions were few, convictions were scarce and fines were minuscule. The "grey" machines formed part of the underground economy, so profits could not be visibly invested in the business. There was no direct economic benefit to the public through revenue generation.

The province began looking at the issue of legalizing video lottery gambling in 1988. Legalization of the process would set the rules and regulations guiding the video lottery program. No Canadian province had legalized video lotteries, which meant that New Brunswick had to develop its own rules and regulations. This led the province to study Montana and South Dakota, which were the only two North American jurisdictions with a legal video lottery program. Montana licensed commercial private sector operators, giving siteholders and coin operators 85% of gross profits. The state of Montana received 15% of these revenues. South Dakota ran the video lottery program through its state lottery, paying coin operators and siteholders 77.5%. The state received 22.5%. New Brunswick chose to design a program similar to these jurisdictions.

Since co-operation of the private sector was deemed crucial in the successful elimination of "grey" machines and in the promotion and operation of a well-regulated, legal program, the province requested input from the private sector. The province assessed the benefits of government ownership versus private sector ownership of the video lottery terminals.

The initial purchase cost of each video lottery terminal was estimated at \$6,000 to \$8,000 in 1988. In addition, the financial obligations of ownership included expense of upgrades, installation, maintenance, staffing, electricity, telephone and computer lines, warehousing, delivery, trucking and depreciation. It was decided that it was in the best interest of the taxpayer for the province to refrain from investing directly in the ownership of gaming machines.

In January 1990, a group of business people submitted a proposal to government on how they could play a role in the operation of a legal video lottery program. This proposal led to negotiations which resulted in a video lottery program that would be operated in conjunction with the private sector. According to this agreement, 35% of the revenues would go to the siteholders, 35% to the video terminal owners and 30% to the government. This amount was one-third higher than the highest return going to governments in any of the known programs. Over the years, the government share of this revenue has increased to 50%.

In December 1990, the *Lotteries Act* was amended to include the video lottery program. The government of New Brunswick agreed it would regulate, monitor and enforce compliance with the law through the Atlantic Lottery Corporation (ALC) and the Lotteries Commission. The private sector, namely the video lottery terminal owners and siteholders would own, operate and maintain the video lottery terminals.

Since 1990, the video lottery program has provided the government with close to \$160 million in revenue. The *Lotteries Act* regulates how this revenue is to be utilized. Ten million dollars is allocated annually to the Environmental Trust Fund with the remainder of the revenue going into the Consolidated Fund where it is distributed to fund general government programs.

In 1995-96 the governments share of video gaming revenue was \$53.5 million. To provide a perspective on the importance of this revenue, the receipts from video gaming would more than pay for the entire budgets of the departments of Agriculture, Environment and Fisheries and Aquaculture combined. On a more personal basis, it has been estimated that to raise the equivalent amount of revenue without video lottery gaming, the government would need to increase the personal income tax rate by approximately four percentage points.

## Provincial Comparisons

Other Canadian provinces followed shortly thereafter with their own programs. Most provinces permit video lottery gambling with the exceptions of British Columbia, Yukon and the Northwest Territories. These provincial programs are always highly regulated and monitored and the following summary will provide an overview of each.

**Newfoundland** launched video lotteries in 1990. The government currently receives 75% of net revenues and the siteholder receives 25% of net revenues, of which 1% is dedicated to treatment programs for the problem gambler. Newfoundland has 2,165 video lottery terminals located in licensed premises limited to five units per site.

**Prince Edward Island** legalized video lotteries in 1991. The share structure is 50% of net revenues for the government, 25% for the siteholder and 25% for the video lottery terminal owner. In 1993, the hours of play were restricted between 11 am and midnight with no play on Christmas Day, Good Friday or Sundays. There are currently 607 video lottery terminals throughout PEI in both licensed and non-licensed premises. There is a provincial ceiling of 615 video lottery terminals. A maximum of five video lottery terminals for licensed sites and two for non-licensed sites is permitted.

**Nova Scotia** launched its video lottery program in 1991. The share structure is 70% of net revenues for the government with the remaining 30% to the siteholder. Nova Scotia currently has 2,980 video lottery terminals located in licensed premises. Two casinos located in Halifax and Sydney have 24 gaming tables and 350 slot machines. There is a limit of 12 video lottery terminals per site based on a formula combining square footage and seating area.

In February 1993, the government moved the video lottery terminals out of non-licensed premises, decreasing the number of units from 3,535 to 2,980. To compensate convenience store owners for lost revenues, the government provided a higher profit margin and exclusivity on other lottery products to these stores. As a result of this move, the province incurred significant costs. It is estimated that the province lost \$25 million in revenue as well as incurring costs for storage of the excess video lottery terminals. This move also required the province to add 10 inspectors to its staff and to create a specialized policing division to ensure compliance with the new rules.

**Quebec** entered the video lottery program in 1994. It now has over 13,000 video lottery terminals and three casinos. A maximum of five video lottery terminals can be located in licensed premises although plans are under way to expand this limit to eight. The revenue share is 70% of net revenues for the government and 30% for the siteholder. Private sector video lottery owners who are not currently part of this program are actively lobbying the government to change the system in their favour.

**Ontario** announced in 1995 that video lottery terminals would be phased in over a three - to- four year period. Over 20,000 video lottery terminals are expected. Initially, video lottery terminals are to be introduced to racetracks, then charity casinos and finally to licensed premises. The government will receive 80% of all net revenues with the

siteholder/charity receiving the remaining 20% with a small portion to be dedicated to the treatment of the problem gambler. Ontario currently has three casino sites.

**Manitoba** has a total of 5,265 video lottery terminals. The share structure is 80% of net revenues for the province and 20% for the siteholders. Initially, video lottery terminals were placed in rural hotels in 1991 as a means to increase revenues. The program expanded to 565 sites in recent years to include licensed premises and a racetrack. There are five casino facilities. The number of video lottery terminals is limited to facility size and type. The province recently introduced a moratorium on new locations for video lottery terminals and casinos and designated a portion of lottery revenue to treatment of the problem gambler.

**Saskatchewan** entered the video lottery field in 1993 and has 3,600 video lottery terminals. Net revenues are shared, with 85% to go to the province and 15% to the siteholder. Locations are restricted to licensed establishments. Saskatchewan has two casinos.

**Alberta** launched its video lottery program in 1992. There are 5,709 video lottery terminals located in licensed premises. The government has capped the number of video lottery terminals at 6,000 and is changing the regulations to limit video lottery terminals to seven per facility (building). The province receives 85% of net revenues with the remaining 15% to the siteholder. This share structure is currently being altered to accommodate the needs of the community and charities.

\* Note: A chart displaying this information is located in the appendix section of this report.

## **Baseline Market Survey/Volberg Study**

Since the legalization of video lotteries in New Brunswick, there has been a significant amount of criticism surrounding the program. The majority of people who play video lottery terminals, do so responsibly and view video lottery terminals as a form of entertainment and enjoy it as such. There are people, however, who develop addiction to any form of gambling, including video lotteries. In the 1980s, the legalization of gambling in other jurisdictions proceeded with little consideration for potential impacts that gambling addiction can have on individuals, families and communities.

Over time, New Brunswickers made their concerns about gambling known to government through a variety of means: letters, telephone calls, etc. To determine if these concerns were substantive and to fulfill the public trust, the government asked Baseline Market Research Ltd. to complete a province-wide telephone survey in 1992.

*"The primary objective of this study concerned the development of a profile of gaming activity and a determination of the prevalence of problem gambling. The study was developed in conjunction with Dr. Rachel Volberg of Gemini Research, a recognized leader in research on problem gambling."*

**Executive Summary, Baseline Market Research, 1992**



Note: Problem gamblers are defined as those who demonstrate behaviours that: compromises, disrupts or damages personal, family or vocational pursuits. Probable pathological gambling is a disorder or impulse control problem and considered more severe than problem gambling.

The Baseline Market survey established a profile of a problem gambler against which a second survey of 1996 was evaluated. The survey also established that the profile of the problem gambler in New Brunswick closely resembles profiles in other jurisdictions.

*"Young male, no more than high school education, income under \$40,000 who began gambling at an early age."*

It must be noted that the problem gambler profile developed through the insights of survey data was not solely identified with video lotteries but with all forms of gambling.

In 1992, Dr. Volberg recommended that the province focus its efforts on: an awareness program specifically for the young; the training of personnel to deal with problem and pathological gambling; the establishment of a crisis helpline; and additional positions in mental health centres.

In 1996, the government commissioned a second study by the same firms to provide an updated assessment of the prevalence of problem gambling in New Brunswick. This study collected information which could provide a basis for comparison of current information with that collected in the 1992 prevalence study.

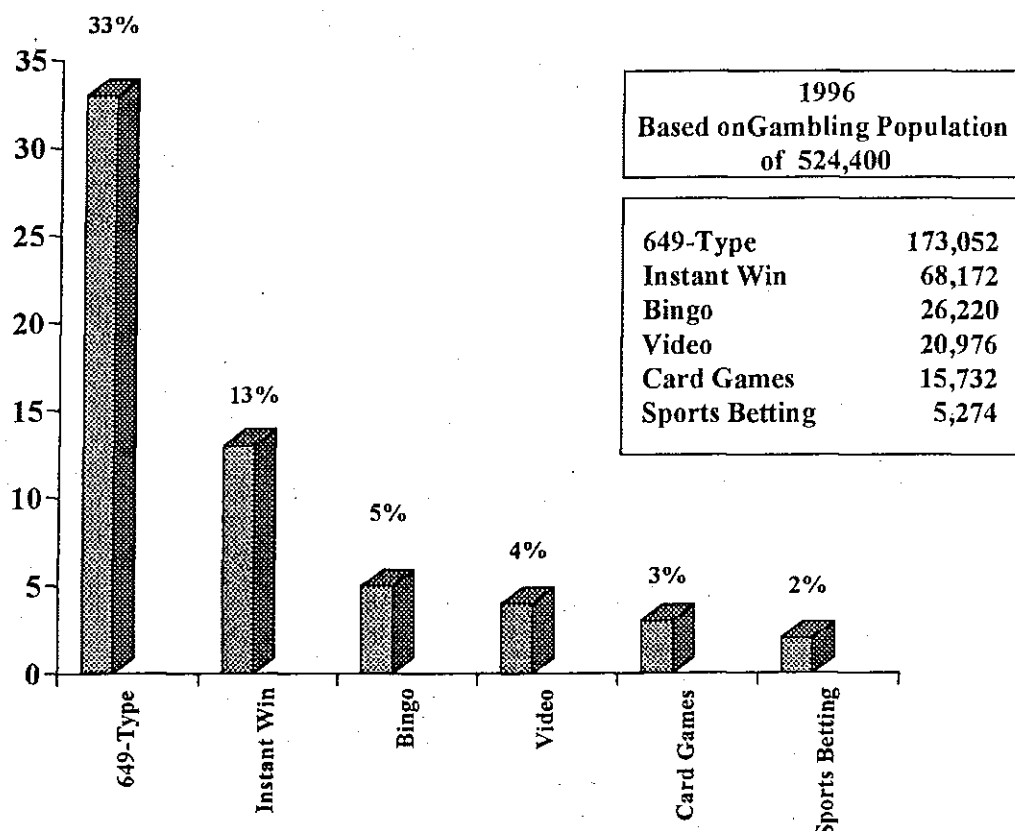
Baseline Market Research in presenting its 1996 survey indicated that:

*" the information generated through this study can be used as a basis for estimating patterns within the overall population within a margin of error of + or - 2-3% at the 95% level of confidence."*

To provide a contextual basis for the statistics given in the Baseline Market survey, the percentages have been converted into population numbers. The total population of New Brunswick was 763,000 in December 1996 ( NB Statistics Agency). Subtracting those that were not of legal gambling age and those who stated in the Baseline Market survey that they have never gambled, leaves a total of 524,400 people who at one time or another in their life may have actually gambled.

The following chart reveals the preferences of the gambling population (524,400) in the province as well as the weekly level of participation. This chart demonstrates that only a small percentage of the population (4% or 20,976 people) actually play video lottery terminals weekly or more.

## Regular (Weekly) Wagering Activities



To put the statistics provided by Baseline Market survey into context as it relates to video lotteries, of the 524,400 people who have gambled, approximately 9,400 of those who use video lottery terminals may be classified as problem gamblers at some point in time.

Analysis of these findings by Dr. Volberg, showed no significant increase in the prevalence of problem gambling in New Brunswick. Dr. Volberg has also reinforced the need for a prevention and awareness program targeting young people and the need to closely monitor any change in the prevalence of gambling.

\*Note: Final Report, Prevalence Study Problem Gambling, Wave 2, Baseline Market Research Ltd.; and Problem Gambling in New Brunswick, Review and Recommendations, Gemini Research, are both attached as an Appendix to this report.

## **Recommendations**

From the onset, the government committed to a responsible video lottery program. While New Brunswick had to develop its own rules and regulations at the beginning of the program, today it can benefit from a variety of learnings and experiences from other jurisdictions.

### ***Ownership***

As indicated earlier, the government of New Brunswick reviewed the Montana and South Dakota programs prior to the introduction of its own program. It subsequently based its program on the same model used by these two jurisdictions in which video lottery terminals were owned by the private sector. In two Atlantic provinces, the Atlantic Lottery Corporation performs the role of the video lottery terminal owner. The benefits of this two tiered formula to the taxpayers may be significant. Since the government share of revenues received by the provinces are 75% for Newfoundland and 70% for Nova Scotia compared to 50% for New Brunswick, the feasibility of New Brunswick moving to a two-tiered system should be evaluated.

### **Recommendation**

**That the government evaluate alternative delivery options including allowing the Atlantic Lottery Corporation to operate as a video lottery terminal owner.**

### ***Location and Visibility***

In New Brunswick video lottery terminals can be found in licensed and non-licensed establishments. Originally, video lottery terminals were placed in locations that could easily be viewed by staff to ensure there was no tampering with the units. As video lottery terminals grew in sophistication, this was no longer necessary. Placement of a video lottery terminal is now determined by the dictates of space within the establishment.

### ***Licensed Establishments***

In licensed establishments, the video lottery terminals are located where their access and use will not disturb the client and are accessible only during business hours. In New Brunswick, legislation dictates that a maximum of five video lottery terminals can be located in licensed establishments. This regulation does not take into consideration the physical size of the facility or the numbers of clientele frequenting the site. Some jurisdictions across Canada determine the number of video lottery terminals in licensed sites based on the square footage of the facility and usage. This provides a fair and equitable process for distribution.

The usage of the machines can be monitored by the Atlantic Lottery Corporation. The corporation could determine which businesses would benefit from more terminals. Additional terminals could be allowed in accordance with the size of the establishment and the usage patterns.

### **Recommendation**

**That the government review the allocation formula for video lottery terminals in licensed establishments in order to ensure a fair and equitable process for distribution.**

### **Non-licensed Establishments**

When the video lottery terminals are located in corner stores, restaurants, bowling alleys and taxi stands throughout the province and are constantly in the public eye, the issues are different. The visibility and easy access of these video lottery terminals are a concern to many citizens because of the young patrons who visit these premises. As indicated in the Volberg report, problem gamblers normally begin gambling at an early age and the constant invitation to play can be overpowering for young children who may not understand the difference between the video games they play at home and the ones in the stores.

It is recommended that a segregated space for players should be provided. One suggestion is that small dividers or panels should be erected around video lottery terminals to remove them from public view. This would also prevent young children from viewing play. Recognizing that each siteholder has a different set-up, it would be advantageous for the government to review this issue in depth.

### **Recommendation**

**That the government regulate visibility and location of video lottery terminals.**

### ***Hours of Play***

The hours of operation for video lottery terminals are not determined by legislation but by the business hours of the siteholders. This does not affect those licensed premises which have regulated closing times, but it does affect businesses such as convenience stores, taxi stands etc. that can remain open for 24 hours a day, seven days a week.

Criticism of easy access to terminals is related to the enhanced opportunity for problem gamblers to engage in play for prolonged periods of time. Other concerns relate to the availability of early morning play at local convenience stores while school-aged children are present.

### **Recommendation**

**That the government regulate the hours of operation of video lottery terminals.**

## **Enforcement**

In 1990, when the video lottery program was legalized, the intent of government was to have a well run and well regulated program. Very explicit rules and regulations were established to detail requirements for terminal ownership and siteholder status. Enforcement has always been an important aspect to the program. (An overview of the rules and regulations of the video lottery program are attached as Appendix C and the Video Lottery Scheme Regulation - Lotteries Act is attached as Appendix D).

With legalization, siteholders are the front line of the video lottery program and as such have an important role. They offer space for the video lottery terminals and must ensure that all rules and regulations are followed. There is still a concern by the general public that some businesses cash cheques for gamblers and permit young people to play the video lottery terminals. Siteholders may cash cheques as a normal business practice for a variety of reasons. They are not in a position to determine the purpose for which a cheque is cashed. With regards to underage play, most vendors are very diligent. The compliance unit of the Department of Finance reports minimal violations of underage play and of cashing cheques for the sole purpose of gambling in the past few years.

References are made in Section 14 of the *Lotteries Act* to the penalties that can be imposed for violation of the video lottery regulations of cashing cheques for the purposes of gambling and permitting underage play. For the first two violations, a monetary fine of between \$250 to \$500 is imposed, with suspension or termination from the video lottery program for the third violation.

Fines are levied as a form of deterrence to operators of the program and must, by nature, be harsh enough to ensure compliance. A review of the current structure reveals that many of the fines levied are negligible considering the current net revenues generated by the video lottery terminals. A policy of zero tolerance would create higher fines and greater consequences on offenders, such as suspension of privileges.

Subsequent to the legislation in 1990, a compliance unit was created to deal specifically with enforcement issues related to the video lottery program and was located in the Tax Administration Division of the Department of Finance. In 1993, following an internal re-organization, inspectors' responsibilities expanded to include a variety of related enforcement functions under the *Liquor Control Act*, *Social Services and Education Tax Act*, *Gasoline and Motive Fuel Tax Act*, and *Tobacco Tax Act*.

With staff no longer dedicated solely to video lottery compliance, there might be the appearance of less focus on video lottery gambling, but in fact freeing staff from specific responsibilities means that more staff are actually visiting and working with the business owners, due to the integration of various inspection units.

### Recommendations

That the government implement a policy of zero tolerance for cashing cheques and granting credit for purposes of gambling and underage play.

That the government strengthen the penalties/fines section of the *Lotteries Act*.

### **Problem Gambling**

Most people gamble responsibly and enjoy it for its entertainment value. There are those however, who become addicted and it is this phenomenon that has consequences for government and society.

As mentioned earlier, government required statistical information to determine the scope of problem gambling in New Brunswick and in 1992 commissioned a survey. Baseline Market Research and Gemini Research collaborated in this process. Dr. Rachel Volberg, a well-respected researcher in the field of gambling, provided an analysis of the research data. The study looked at gambling in general and was not aimed specifically at video lottery gambling.

There has been much discussion concerning the definitions of problem gambling and problem pathological gambling, but the generally accepted definitions are those presented by the American Psychiatric Association. Problem gambling refers to behavior that: "*compromises, disrupts or damages personal, family or vocational pursuits.*" Problem gambling is normally less severe than pathological and responds more quickly to treatment. Pathological (compulsive) gambling is a "*disorder or impulse control problem.*" This illness is diagnosable and treatable. Compulsive gambling has three phases: the winning phase, the losing phase and the desperation phase, which, according to Dr. Volberg takes time to develop.

To determine the prevalence of problem gambling, Dr. Volberg's study applied a common assessment tool on those surveyed. This tool is known as the South Oaks Gambling Screen (SOGS) which is a standardized 20 item index designed to provide a measure of problem gambling activity.

There has been little increase in problem gambling behaviours in the four years since the first study in 1992. Baseline Market Research reveals that those who could be classified as problem gamblers show a small decrease, while a small increase is noted for those who could be considered to be problem pathological gamblers. In both cases the changes are not considered "statistically significant" by the researchers.

## Lifetime Prevalence Measure ( SOGS)

### Comparative Data

1992 - 1996

| Group                | 1996 | 1992 |
|----------------------|------|------|
| Not at Risk          | 95%  | 94%  |
| Problem Gambler      | 2.6% | 4%   |
| Problem Pathological | 2.4% | 2%   |

Baseline Market Research 1996

The research confirmed that the profile of the problem gambler developed in 1992 had not changed significantly in four years. The profile is stated as:

*"A young single male with no more than a high school education who began gambling around the age of 22 and in all probability began gambling activity in card games with friends."*

As Dr. Volberg points out in her report, there are many variables to take into consideration. Time is cited as the biggest factor. Recognizing that legalized gambling activity is new to North America, research is still in its early stages. It is recognized that problem behaviours can take three-to-25 years to develop, so prevalence studies of two or four-year intervals can offer only minimal data.

### Recommendation

**That the government continue to monitor the prevalence of gambling behaviours. This should be completed through the use of survey information completed at regular intervals to extract meaningful data.**

### Treatment

Gambling and its addiction potential must not be treated lightly. As demonstrated by the frequency and length of play of addicted gamblers, it can get out of control. In these cases, it has the potential of ruining the lives of individuals and families.

After the 1992 study by Baseline Market Research and Gemini Research, a number of measures were put into place to help those individuals who were having a problem with gambling although not specifically video lottery gambling. The Department of Health and Community Services responded with the development of a public education campaign (radio/television advertisements); training for health professionals in the identification of problem gambling and the establishment of a crisis intervention system or helpline.

Four years later, staff involved with addictions have received training in the identification of problem gambling and are cross screening clients for dual addictions. It has been found that at least 40% of people with gambling problems have alcohol and drug problems.

The 1-800 service connects to the Addiction Services office of each health region which provides crisis intervention service by trained professionals and para-professionals. These centres are available 24 hours a day, seven days a week. Of approximately 450 calls received annually, the majority seek information on gambling in general or counseling services.

**COMPLETED HELPLINE CALLS BY REGION AND GENDER  
DECEMBER 1993-JUNE 1996**

| Region       | Males      | Females    | Unknown   | Total       |
|--------------|------------|------------|-----------|-------------|
| Saint John   | 388        | 242        | 7         | 637         |
| Moncton      | 180        | 59         | 0         | 239         |
| Bathurst     | 26         | 6          | 0         | 32          |
| Fredericton  | 84         | 70         | 0         | 154         |
| Campbellton  | 17         | 10         | 0         | 27          |
| Edmundston   | 14         | 15         | 0         | 29          |
| Newcastle    | 67         | 29         | 2         | 98          |
| Shediac      | 1          | 0          | 0         | 1           |
| Tracadie     | 75         | 36         | 1         | 112         |
|              |            |            |           |             |
| <b>Total</b> | <b>852</b> | <b>467</b> | <b>10</b> | <b>1329</b> |

**Department of Health and Community Services**

While studies can point to an expected level of the population which experience a gambling problem, it is safe to assume that they will not all present themselves for treatment at the same time, nor demand the same kinds of treatment. Some opt for private services both inside and outside of the province, some resolve the problem personally.

Currently, based on the number of individuals presenting themselves for counseling for problem gambling, it would appear that needs are being met. There are sufficient resources in each health region to respond to crisis situations. However, this must be closely monitored.

**Recommendation**

**That the government continue to monitor the effectiveness of treatment services offered to problem gamblers and take action where necessary.**

**Awareness**

While treatment is necessary in extreme cases, awareness and education are important prevention tools for the public. To ensure that the information is available, the government must rely on the co-operation of stakeholders. All stakeholders must share in this responsibility.



Following the 1992 Baseline Market Research study, the government responded by taking the lead role in an awareness campaign. Radio and television advertisements as well as pamphlets and stickers have been used to inform the public about the potentials of gambling addictions.

Dr. Volberg emphasized the importance of a public awareness campaign in her 1996 report to government stating:

*" It will be important to maintain and improve that level of awareness through ongoing radio and television advertising, press and media education and special events. "*

This practice should continue and be expanded to include more aggressive forms of advertisements similar to that on tobacco packages. This can be achieved through the use of the video lottery terminal screen which can be programmed to display warnings on the problems associated with gambling and offer the 1-800 crisis number between all games.

#### **Recommendation**

**That the government ensure the placement of electronic banners on every video lottery terminal to warn players of the dangers of gambling and offer information on where to seek help.**

With a new generation raised in a culture which readily accepts gambling as a legal form of entertainment, we must begin the process of awareness and education early. Current literature suggests that gambling among young people is a growing concern across North America. This problem has not reached New Brunswick in the proportions it exists in other jurisdictions, but preventative measures need to be established. Young people need information on gambling and its potentially negative impact on their lives. As with other forms of addiction, early education is the key to its successful prevention.

The current section of the school curriculum that deals with the impacts of addictive behaviours should be expanded to include information on gambling.

#### **Recommendation**

**That the government implement an overall awareness program on gambling with a highly visible component directed at the youth of the province.**

### **Conclusion**

Gambling is not new to society. People have engaged in games of chance such as horseracing, card games, bingos, and raffles for generations. Video lotteries, a new form of gambling, has grown in popularity and use since its legalization in 1990.

Governments have become involved in the delivery of video lottery programs in an effort to control and regulate the industry and generate revenue. Revenue earned from video

lottery gambling is designated for use by the *Lotteries Act*. As most New Brunswickers gamble responsibly, this is viewed as a valid means of revenue generation. But the video lottery program still bears the brunt of considerable criticism by special interest groups and the general public. Because of the conflicting objectives of numerous stakeholders, it is difficult to address the multi-faceted concerns of all parties.

New Brunswick's video lottery program operates within the same parameters of control and regulation as other Canadian jurisdictions. Like New Brunswick, many jurisdictions are currently in the process of reviewing and reassessing their programs.

The government must also consider the social consequences of gambling. Surveys were commissioned by the New Brunswick government to provide a comparative database on the scope of problem gambling; Prevalence Study and Problem Gambling, 1992 and 1996 by Baseline Market Research, The Treatment of Problem and Pathological Gambling in New Brunswick, 1992 and Problem Gambling in New Brunswick, 1996 by Gemini Research. However, there are no databases providing accurate numbers on problem gamblers in the province.

Government must be vigilant in the protection of the public's interest, while being sensitive to problems affiliated with gambling. Striking a balance between competing interests is extremely challenging. Enforcement programs, regulations, operational policies, awareness programs and treatment for problem gamblers, combined with a commitment to constant improvement, will help meet the challenge.

To ensure that New Brunswick's video lottery program is keeping pace with changes in the industry, the following recommendations are made:

**Recommendations:**

**That the government evaluate alternative delivery options including allowing the Atlantic Lottery Corporation to operate as a video lottery terminal owner.**

**That the government review the allocation formula for video lottery terminals in licensed establishments in order to ensure a fair and equitable process for distribution.**

**That the government regulate visibility and location of video lottery terminals.**

**That the government regulate the hours of operation of video lottery terminals.**

That the government implement a policy of zero tolerance for cashing cheques and granting credit for purposes of gambling and underage play.

That the government strengthen the penalties/fines section of the *Lotteries Act*.

That the government continue to monitor the prevalence of gambling behaviours. This should be completed through the use of survey information completed at regular year intervals to extract meaningful data.

That the government continue to monitor the effectiveness of treatment services offered to problem gamblers and take action where necessary.

That the government ensure the placement of electronic banners on every video lottery terminal to warn players of the dangers of gambling and offer information on where to seek help.

That the government implement an overall awareness program on gambling with a highly visible component directed at the youth of the province.

## **APPENDICES**

**PROVINCIAL SURVEY**

**VIDEO LOTTERY FACT SHEET**

**RULES AND REGULATIONS FOR VIDEO LOTTERIES**

**VIDEO LOTTERY SCHEME REGULATION - LOTTERIES ACT**

**FINAL REPORT, PREVALENCE STUDY, PROBLEM GAMBLING, WAVE 2**  
**Baseline Market Research**

**PROBLEM GAMBLING IN NEW BRUNSWICK, REVIEW AND**  
**RECOMMENDATIONS**  
**Volberg Study**

**Appendix A**  
**SURVEY OF CANADIAN LOCATIONS**  
**with**  
**VIDEO LOTTERY TERMINALS**

| PROVINCE             | START DATE | GOV'T /PRIV. | SHARE STRUCTURE                                   | NUMBER OF TERMINALS | DETAILED INFO ON TERMINALS                    | LOCATION OF TERMINALS   | OTHER  |
|----------------------|------------|--------------|---|---------------------|---|---|--|
| PRINCE EDWARD ISLAND | 1991       | P            | Gov't 50%<br>Siteholder 25%<br>Coin Operators 25% | 607                 | 615 limit<br>5 licensed sites; 2 non-licensed | Convenience stores, restaurants, licensed sites, Legions, curling clubs, etc. | Hrs of Operation - 11 am - midnight; no play on Christmas, Good Friday or Sundays  |
| NOVA SCOTIA          | 1991       | G            | Gov't 70%<br>Siteholder 30%                       | 2,980               | 12 VLTs/ location                             | Age-restricted premises   | Removed VLTs from convenience stores; gave them increased profit on other lottery products; hired 10 inspectors; 2 casinos |
| NEWFOUNDLAND         | 1990       | G            | Gov't 75%<br>Siteholders 25%                      | 2,165               | Min. 5-VLTs/site                              | Age-restricted premises   |  |
| NEW BRUNSWICK        | 1990       | P            | Gov't 50%<br>Siteholder 25%<br>Coin Operators 25% | 3,701               | Limit 5 licensed<br>2 non-licensed;           | Convenience stores, restaurants pool/billiard halls, licensed sites           |  |
| QUEBEC               | 1994       | G            | Gov't 70%<br>Siteholder 30%                       | 13,000              | 5 machines/ site max                          | Licensed sites  | 3 casinos  |
| ONTARIO              | 1995       | G            | Gov't 80%<br>Siteholder/charity 20%               | 20,000 expected     |   | Race tracks, charity event sites, licensed sites                              | 20,000-30,000 VLTs anticipated; Phase in over 3-4 years, 3 casinos   |

**SURVEY OF CANADIAN LOCATIONS  
with  
VIDEO LOTTERY TERMINALS**

|                          |         |   |                      |            |       |                                   |                                     |   |
|--------------------------|---------|---|----------------------|------------|-------|-----------------------------------|-------------------------------------|---|
| MANITOBA                 | 1991    | G | Gov't<br>Siteholders | 80%<br>20% | 5,264 | Dependent<br>on facility          | Age-restricted<br>premises, Legions | Moratorium on new sites,<br>casinos, riverboats |
| SASKATCHEWAN             | 1993    | G | Gov't<br>Siteholders | 85%<br>15% | 3,500 | 12/<br>site max                   | Licensed premises                   | Charity casinos                                 |
| ALBERTA                  | 1992    | G | Gov't<br>Siteholders | 85%<br>15% | 5,709 | 6,000 VLTs<br>7 VLTs/<br>facility | Licensed premises                   | Charity casinos:<br>Recently reviewed program   |
| BRITISH<br>COLUMBIA      | No VLTs | - | -                    | -          | -     | -                                 | -                                   | Charity casinos:<br>moratorium against VLTs     |
| YUKON                    | No VLTs | - | -                    | -          | -     | -                                 | -                                   | Charity casinos with slot<br>machines           |
| NORTHWEST<br>TERRITORIES | No VLTs | - | -                    | -          | -     | -                                 | -                                   | Charity casinos with slot<br>machines           |

## **APPENDIX B**

### **VIDEO LOTTERY GAMBLING FACT SHEET**

#### **What is a Video Lottery Terminal?**

A Video Lottery Terminal (VLT) is a coin-operated, free-standing electronic adaptation of a popular game of chance. Winnings are paid out through a "pay slip" redemption system. To collect winnings, players redeem their pay slip at the site where the prize pay-out was won.

#### **What kinds of VLT games are available?**

A variety of VLT games is available which offer players a choice of play such as Joker Poker, Bingo, Blackjack and Keno. VLTs feature a maximum prize of \$500 per game with the prize pay-out being regulated from a minimum of 80% to a maximum of 90%.

#### **How much can be bet at one time?**

Players may wager up to \$2.50 per play.

#### **Who can offer VLTs to players in New Brunswick?**

To be eligible to offer VLTs to players in New Brunswick, a potential VLT siteholder must be screened and approved by the Atlantic Lottery Corporation. Owners of VLTs must undergo a thorough investigation prior to being accepted as approved VLT owners. They must be members of the New Brunswick Coin Machine Operators Association, free of a criminal record for the past five years, and not be involved in the manufacture of VLTs. There are approximately 90 owners involved in the video lottery program in New Brunswick.

#### **How are VLTs regulated and/or controlled in New Brunswick?**

All VLTs must meet strict guidelines before being installed at sites. Both terminal owners and siteholders require approval by governing agencies. All VLTs are linked to the Atlantic Lottery Corporation through a central computer system. Players, siteholders and owners benefit from state-of-the-art maximum security, accounting and lottery management capabilities of the Atlantic Lottery Corporation.

#### **Where and how many VLTs are operating?**

As of March 31, 1996, there were 3,701 VLTs operating throughout New Brunswick at 1,599 locations. Of those terminals, 1,491 VLTs were operating in 448 licensed establishments and 2,210 VLTs were located in 1,151 non-liquor licensed sites. The unlicensed sites include convenience stores, pool halls, restaurants, bowling alleys, etc. Liquor licensed premises can have a maximum of five VLTs while other sites can have only two.

#### **When were VLTs introduced?**

VLTs were introduced to New Brunswick in 1990.

**Who is responsible for the operating costs of the VLT?**

The VLT siteholder is responsible for the installation costs of electrical outlets, ongoing electricity charges required to operate VLTs and communication line installation. The VLT owner is responsible for delivery, installation and maintenance costs.

**What is the legal age for use of the Video Lottery Terminals?**

All players must be 19 years of age and older.

**What is the size of the population of gambling age in New Brunswick?**

According to Statistics Canada, July 1, 1995, New Brunswick had 568,724 individuals who were of legal gambling age.

**How are the revenues divided?**

The Province of New Brunswick currently receives 50% of net revenues from video lottery gambling. The remaining 50% is divided equally between the siteholder and the terminal owner.

**How much money has the Video Lottery Program provided to the province since 1990?**

The following chart outlines the growth of the program.

**Program Growth - VLTs and Revenues**

| Fiscal Year  | Number of VLTs | Net Revenue             | Growth Rate | Government Share        |
|--------------|----------------|-------------------------|-------------|-------------------------|
| 1990-91      | 1,979          | \$ 9.6 million          | -           | \$ 2.9 million          |
| 1991-92      | 2,831          | \$ 49.4 million         | 414.6 %     | \$ 14.8 million         |
| 1992-93      | 3,160          | \$ 71.1 million         | 43.9 %      | \$ 21.3 million         |
| 1993-94      | 3,156          | \$ 79.8 million         | 12.2 %      | \$ 30.7 million         |
| 1994-95      | 3,390          | \$ 91.7 million         | 14.9 %      | \$ 36.7 million         |
| 1995-96      | 3,701          | \$ 107 million          | 16.7 %      | \$ 53.5 million         |
| <b>TOTAL</b> |                | <b>\$ 408.6 million</b> |             | <b>\$ 159.9 million</b> |

**Where does the money go that is generated by the video lottery program?**

The *Lotteries Act* designates that the Environmental Trust Fund receives \$10 million from video lotteries. The remainder of the revenue is placed into the Consolidated Fund where it is distributed to fund general government programs.



## APPENDIX C

### RULES AND REGULATIONS FOR SITEHOLDERS AND VIDEO LOTTERY TERMINAL OWNERS

#### ***The Video Lottery Program***

The Video Lottery Program in New Brunswick is closely monitored, managed and controlled with government maintaining a strict regulatory approach. Terminal owners and siteholders must undergo detailed scrutiny. Once the video terminal is located at the business site, it is electronically linked to the Atlantic Lottery Corporation. At this point, the Atlantic Lottery Corporation can monitor usage and output of the video lottery terminals electronically. Video lottery terminals are equipped with a built-in security feature to prevent or warn of tampering. Compliance Officers ensure all rules and regulations are being followed.

The following provides a more detailed view of the rules and regulations:

#### **Video Lottery Terminals (VLTs)**

The video lottery terminals ( VLTs) must pass rigorous requirements prior to receiving approval for usage by the Atlantic Lottery Corporation. Each machine is equipped with tamper proof computer chips that will alert authorities if alterations are made.

#### **Video Lottery terminal owners**

Video lottery terminal owners must belong to the New Brunswick Coin Machine Operators Association to be eligible to place machines at sites within the province. A number of other requirements necessary for potential owners prior to their applications being approved are:

- All machines offered to the Atlantic Lottery Corporation for use, will be owned by member of the NB Coin Machine Operators Association
- Owners must not have had a criminal conviction within the past five years, or have had a criminal offense that would be considered inappropriate
- Cannot manufacture or sell VLT's
- Cannot be a siteholder
- Cannot own more than 250 video lottery terminals located in approved premises
- Cannot have family/commercial connections that would impugn integrity of system
- Cannot reside outside of New Brunswick
- Cannot be under 19 yrs of age.

### **Video Lottery Terminal Sites**

An application to the province is required to obtain a video lottery terminal in an eligible site. Only after a thorough inspection of the site ensuring that the site owner complies with all rules and regulations is permission granted. Current regulations permit a maximum of five terminals in each liquor licensed establishment and two in non-licensed sites such as convenience stores, pool and billiard rooms, bowling alleys, taxi stands and restaurants.

### **Siteholders**

As with the terminal owners a number of rules and regulations apply to the siteholder. These are:

- Siteholders cannot manufacture, sell or own video lottery terminals, or have family or commercial connections that would impugn the reputation of the video lottery program
- Siteholder shall not grant credit or cash cheques to enable a person to play VLT
- Siteholders shall not permit a minor to play.
- No consideration shall pass between an owner and a siteholder for placement of VLT's or vice versa.

### **Rules of Play**

All Video Lottery Terminals operate based on the following criteria:

- Accepts credits of 25, 10, and 5 cents
- Accept a wager of one credit
- Does not permit losses at one time of more than \$2.50
- Play can be stopped at any time and the player receive payment due
- Ticket credit will be disbursed from the machine
- \$500 is top value for any one game
- Prizes will not be paid in cash from the machine
- Prizes will be awarded not less than 80% and not more than 90%

### **Regulations**

All sites and terminals are inspected by provincial compliance officers to verify that there are no violations of the program. For violation of the terms of the regulations, fines ranging from \$100 to \$1,000 can be levied along with suspension or even termination of the program for the offending party.

Listed below is an overview of the types of violations and levies for non-compliance:

- Violation of advertising by the siteholder can result in fines and finally suspension
- Altering a VLT by the owner results in suspension of agreement
- Violations by siteholders to the rule of owning machines etc. are \$1,000 for the first violation and suspension for the second

- Failure of the siteholder to pay money for the ticket presented is \$100 for the first violation, \$200 for the second and a possible 30 day suspension for the third
- Granting credit or cashing cheques for VLT use is \$250 per machine for first violation, \$500 per machine for second violation, and finally suspension for not less than 180 days for the third
- For consideration of locating machines at particular sites by either party is a fine of \$500 dollars or an amount that is four times the value of the consideration, which ever is greater. Suspension is next level.

## **New Brunswick Public Acts and Regulations**

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NEW BRUNSWICK  
REGULATION 90-142

under the

LOTTERIES ACT  
(O.C. 90-932)

Filed November 22, 1990

Under section 16 of the *Lotteries Act*, the Lieutenant-Governor in Council makes the following Regulation:

1 This Regulation may be cited as the *Video Lottery Scheme Regulation - Lotteries Act*.

2 In this Regulation

"Act" means the *Lotteries Act*;

"approved premises" means

- (a) premises licensed for the sale of liquor,
- (b) a restaurant that serves heated food prepared on the premises for consumption on or off the premises,
- (c) a convenience store which is open at least six days a week and receives at least twenty-five per cent of its gross income from sales of groceries, household goods, sundries and, if applicable, tobacco,
  - (c.1) an establishment, other than a convenience store, that sells gasoline at the retail sale level,
  - (c.2) an establishment that primarily sells tobacco, magazines and newspapers,
- (d) a bowling alley with at least five lanes,
- (e) a pool hall with at least five pool tables,
- (f) a taxi stand from which at least six taxis are dispatched,
- (g) Repealed: 91-133
- (h) a passenger waiting room at a boat, bus, rail or air terminal;

"Corporation" means the "Atlantic Lottery Corporation";

"manufacturer" includes

- (a) the manufacturer of a component of a video gaming device that is essential to the gaming qualities of the device, and
- (b) a person who assembles a video gaming device, unless doing so as the employee of another person;

"net income" means the money accepted by a video gaming device less the value of the unused or accumulated credits withdrawn from it;

"owner" includes a person whose title to a video gaming device is less than that of absolute owner;

"sitholder" means an occupier of approved premises;

"video lottery scheme" means any lottery scheme, authorized under the *Criminal Code* (Canada) and conducted and managed by the Corporation, that utilizes video gaming devices.

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3 The Corporation may conduct and manage a video lottery scheme in accordance with an agreement under paragraph 8(b) of the Act.

4 All games played in a video lottery scheme shall be of a type approved by the Commission.

5 All advertising and promotion of

(a) a video lottery scheme, or

(b) the availability in any place of a video gaming device

requires the approval of the Commission.

6 A video gaming device used in a video lottery scheme shall have the following characteristics:

(a) it shall divide all money it accepts into credits denominated in twenty-five cent, ten cent or five cent values;

(b) it shall accept a wager of one credit;

(c) it shall not expose a player to the risk of losing at any one time credits of a total value exceeding two dollars and fifty cents;

(d) it shall permit a player at any time to withdraw for payment or reimbursement any accumulated or unused credits;

(e) it shall dispense to a player who withdraws credits a ticket showing the state of the account as between the player and the Corporation;

(f) it shall not award a prize exceeding five hundred dollars in value for any one game;

(g) it shall not pay prizes in cash; and

(h) it shall be programmed to award as prizes not less than eighty per cent, and not more than ninety per cent, of the money it accepts.

7(1) The owner of a video gaming device may offer it to the Corporation for use in a video lottery scheme.

7(1.1) The owner of a video gaming device who is not a member of the New Brunswick Coin Machine Operators Association and who offers it to the Corporation for use in a video lottery scheme shall offer it in accordance with section 7.1.

7(2) If the Corporation is satisfied that the video gaming device

- (a) only plays games of a type approved by the Commission,
- (b) has the characteristics described in section 6,
- (c) has come to the owner from a manufacturer, and through distributors if any,
  - (i) who are on an approved list established by the Corporation, or
  - (ii) who the Corporation is otherwise satisfied are reputable,
- (d) is capable of integration with the system used by the Corporation to operate a video lottery scheme, and
- (e) is otherwise suitable for use by the Corporation in a video lottery scheme,

the Corporation may, subject to subsection (5), enter an agreement with the owner for the use of that device in a video lottery scheme.

7(3) For the purposes of subsection (2), the Corporation may test any video gaming device offered to it and may test models and prototypes of video gaming devices.

7(4) The Corporation shall not include on an approved list established for the purposes of paragraph (2)(c) any manufacturer or distributor that does not grant the Corporation sufficient access to its books and records to enable the Corporation to satisfy itself that the manufacturer or distributor is reputable.

7(4.1) During the course of an agreement for the use of a video gaming device under subsection (2), no owner shall modify the video gaming device so that it ceases to meet the requirements of paragraphs (2)(a) to (e) unless authorized by the Corporation.

7(5) The Corporation shall not enter into an agreement under subsection (2) with an owner who

- (a) has been convicted within the previous five years of
  - (i) an offence under Part VII of the *Criminal Code* (Canada), or
  - (ii) any other criminal offence making it inappropriate, in the Corporation's opinion, that the owner should be involved in the operation of a video lottery scheme,
- (b) manufactures or sells video gaming devices,
- (c) is a siteholder,
- (d) owns more than two hundred and fifty video gaming devices placed in approved premises under this Regulation,
- (e) has family or commercial connections that would be harmful, in the Corporation's opinion, to the operation, integrity or reputation of a video lottery scheme,
- (f) resides outside New Brunswick,
- (g) is less than nineteen years old, or
- (h) is not a member of the New Brunswick Coin Machine Operators Association.

7(6) Where the owner is a partnership or a corporation, the Corporation may enter an agreement under subsection (2) if, in the Corporation's opinion, the requirements of subsection (5) are met by the individuals who have substantial control of the operation of the partnership or corporation.

7(6.1) During the course of an agreement under subsection (2), an owner shall continue to meet the requirements of paragraphs (5)(a) to (h).

7(7) If, during the course of an agreement under subsection (2), an owner ceases to meet the requirements of subsection (5), the Corporation may terminate the agreement.

7(8) An owner who has entered an agreement under subsection (2) shall receive the following percentage of the net income of the video gaming device to which the agreement relates, in consideration of the installation, repair, maintenance and servicing of the video gaming device by the owner and the proper performance by the owner of any other obligations imposed by the agreement or this Regulation:

- (a) from April 1, 1994 to March 31, 1995, both dates inclusive, thirty per cent;
- (b) from April 1, 1995 to March 31, 1997, both dates inclusive, twenty-five per cent; and
- (c) from April 1, 1997 to March 31, 2002, both dates inclusive, twenty-four per cent.

7(9) An owner who has entered an agreement under subsection (2) shall keep in New Brunswick the books and records relating to the video gaming device to which the agreement relates.

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7.1(1) The owner of a video gaming device who is not a member of the New Brunswick Coin Machine Operators Association and who offers the device to the Corporation for use in a video lottery scheme shall, at the time the offer is made to the Corporation, submit with the offer an application for membership to the New Brunswick Coin Machine Operators Association.

7.1(2) If the offer by the owner is acceptable to the Corporation except for the fact that the owner is not a member of the New Brunswick Coin Machine Operators Association, the Corporation shall forward the owner's application for membership to the New Brunswick Coin Machine Operators Association.

7.1(3) The New Brunswick Coin Machine Operators Association shall advise the Corporation of the owner's admission to or rejection from membership within thirty days after receiving the application forwarded by the Corporation.

7.1(4) An owner referred to in subsection (1) who is rejected from membership in the New Brunswick Coin Machine Operators Association and who wishes to proceed with the offer referred to in subsection (1) may request that the Commission review the matter.

7.1(5) The Commission shall hold a hearing to review the owner's rejection from membership by the New Brunswick Coin Machine Operators Association and shall notify both parties of the time, date and place of the hearing.

7.1(6) The Commission shall allow both parties an opportunity to make oral and written representations respecting the owner's rejection from membership.

7.1(7) If the New Brunswick Coin Machine Operators Association wishes to make representations before the Commission, it shall, at least ten days before the date scheduled by the Commission for the hearing, provide both the Commission and the owner with the reasons in writing for rejecting the owner's application for membership.

7.1(8) The Commission may, after considering any representations made under subsection (6), request the New Brunswick Coin Machine Operators Association to reconsider the owner's application for membership.

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8(1) The Corporation may enter an agreement with a siteholder for the placement of a video gaming device in the siteholder's premises.

8(2) The Corporation shall not enter an agreement under subsection (1) unless

- (a) the premises are approved premises,



(b) when the video gaming device is placed in the premises the number of video gaming devices in the premises will not exceed

(i) five in the case of premises licensed for the sale of liquor,

(ii) two in the case of any other approved premises that are not licensed for the sale of liquor, or

(iii) two in the case of restaurants, whether or not they are licensed for the sale of liquor, and

(c) in the case of approved premises described in subparagraphs (b)(ii) and (iii), the Commission considers that the commission to be earned by the siteholder from all video gaming devices on those premises will not exceed twenty per cent of the siteholder's total revenues from activities on the premises.

8(3) The Corporation shall not enter an agreement under subsection (1) with a siteholder who

(a) manufactures, sells or owns video gaming devices, or

(b) has family or commercial connections that would be harmful, in the Corporation's opinion, to the operation, integrity or reputation of a video lottery scheme.

8(3.1) During the course of an agreement under subsection (1), a siteholder shall continue to meet the requirements of paragraphs (3)(a) and (b).

8(4) Where the siteholder is a partnership or corporation, the Corporation may enter an agreement under subsection (1) if, in the Corporation's opinion, the requirements of subsection (3) are met by the individuals who have substantial control of the operation of the partnership or corporation.

8(5) Where there is an agreement under subsection (1) the siteholder

(a) shall, on presentation of any ticket dispensed by the video gaming device to which the agreement relates, pay or reimburse the value of the accumulated or unused credits stated on the ticket, and

(b) may receive the following percentage of the net income of that device as a commission:

(i) from April 1, 1994 to March 31, 1995, both dates inclusive, thirty per cent;

(ii) from April 1, 1995 to March 31, 1997, both dates inclusive, twenty-five per cent;

(iii) from April 1, 1997 to March 31, 1998, both dates inclusive, twenty-four per cent;

(iv) from April 1, 1998 to March 31, 1999, both dates inclusive, twenty-three per cent; and

(v) from April 1, 1999 to March 31, 2002, both dates inclusive, twenty-two per cent.

8(6) If, during the course of an agreement under this section

(a) the premises cease to be approved premises,

(b) the siteholder's commission exceeds the limits in paragraph (2)(c), or

(c) the siteholder ceases to meet the requirements of subsection (3),

the Corporation may terminate the agreement.

93-141; 94-137; 95-108

9(1) A siteholder shall not grant credit or cash cheques to enable a person to play a video gaming device.

9(2) A siteholder shall not permit a minor to play a video gaming device.

9(3) No consideration shall pass between an owner and a siteholder for the placement of a video gaming device in the siteholder's premises.

9(4) No owner shall offer consideration to a siteholder for the placement of a video gaming device in the siteholder's premises.

9(5) No siteholder shall solicit consideration from an owner for the placement of a video gaming device in the siteholder's premises.

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10(1) Notwithstanding anything in an agreement under section 7 or 8, the Corporation may terminate the agreement for any breach of this Regulation or for any breach of the agreement.

10(2) Notwithstanding anything in an agreement under section 7 or 8, the Corporation may suspend the agreement if, in the Corporation's opinion, continuation of the agreement would be contrary to the public interest or harmful to the integrity or reputation of a video lottery scheme.

10(3) A party to an agreement that has been suspended under subsection (2) may request the Commission to appoint a person to review the suspension.

10(4) As soon as practicable, and within thirty days after receiving the request if possible,

(a) the Commission shall comply with the request, and

(b) the person appointed shall conduct the review and report to the Commission.

10(5) The Commission shall consider the report, and may

(a) revoke the suspension, or

(b) terminate the agreement.

11 Any agreement under section 7 or 8 may include, among other things,

(a) terms under which the Corporation and the Commission, and any person designated by either of them, may have access to the books, records, premises and equipment of other parties to the agreement,

(b) terms respecting the security of video gaming devices, and

(c) terms relating to the consequences of breach of the agreement.

12(1) Notwithstanding anything in an agreement under section 7 or 8, where the Corporation determines that an owner or siteholder is in violation of or does not comply with any provision of this Regulation or an agreement under section 7 or 8, the Corporation may, without a hearing, impose a penalty on the owner or siteholder for such violation or non-compliance.

12(2) Where the penalty imposed under subsection (1) is an amount of money, the owner or siteholder, as the case may be, shall pay the penalty to the Minister of Finance within seven days after the imposition of the penalty.

12(3) An inspector appointed under subsection 15(1) or any officer, agent or employee of the Commission authorized to act under this section may accept payment of a penalty.

12(4) An owner or siteholder on whom a penalty has been imposed under subsection (1) may, within thirty days after the imposition of the penalty, request the Commission to appoint a person to review the imposition of the penalty.

12(5) As soon as practicable, and within thirty days after receiving the request if possible,

(a) the Commission shall comply with the request, and

(b) the person appointed shall conduct the review and report to the Commission.

12(6) The Commission shall consider the report and may confirm or revoke the imposition of the penalty.

12(7) Nothing in subsection (4),(5) or (6) operates as a stay on a penalty imposed under subsection (1).

12(8) Where the Commission revokes the imposition of a penalty that is an amount of money, the money shall be refunded to the owner or siteholder.

12(9) The costs of a review under paragraph (5)(b) shall be shared equally by the Commission and the owner or siteholder, as the case may be.

12(10) Where the penalty imposed is an amount of money and the penalty is not paid by the owner or siteholder, as the case may be, within the time prescribed in subsection (2), the Corporation may

(a) in the case of an owner, cause to be disconnected such number of video gaming devices of the owner as the Corporation determines for such period of time as the Corporation determines, and

(b) in the case of a siteholder, cause to be disconnected such number of video gaming devices at the location of the siteholder as the Corporation determines for such period of time as the Corporation determines.

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13 The Corporation may proceed under section 10 or 12 or both.

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14(1) The penalties for the violation of or non-compliance with paragraph 5(a) or (b) by a siteholder are:

(a) for the first violation or non-compliance, one hundred dollars;

(b) for the second violation or non-compliance, five hundred dollars; and

(c) for the third or any subsequent violation or non-compliance, the suspension of the agreement under section 8 for such period of time as the Corporation determines, except that the period of time shall not be less than one hundred and eighty days.

14(2) The penalty for the violation of or non-compliance with subsection 7(4.1) by an owner is the suspension of the agreement under section 7 for such period of time as the Corporation determines.

14(3) The penalties for the violation of or non-compliance with subsection 7(6.1) by an owner who ceases to meet the requirements of paragraph 7(5)(b), (c) or (e) are:

(a) for the first violation or non-compliance, one thousand dollars; and

(b) for the second or any subsequent violation or non-compliance, the suspension of the agreement under section 7 for such period of time as the Corporation determines.

14(4) The penalty for the violation of or non-compliance with subsection 7(9) by an owner is the suspension of the agreement under section 7 for such period of time as the Corporation determines.

14(5) The penalties for the violation of or non-compliance with subsection 8(3.1) by a siteholder who ceases to meet the requirements of paragraph 8(3)(a) are:

- (a) for the first violation or non-compliance, one thousand dollars; and
- (b) for the second or any subsequent violation or non-compliance, the suspension of the agreement under section 8 for such period of time as the Corporation determines.

14(6) The penalties for the violation of or non-compliance with subsection 8(3.1) by a siteholder who ceases to meet the requirements of paragraph 8(3)(b) are:

- (a) for the first violation or non-compliance, one thousand dollars; and
- (b) for the second or any subsequent violation or non-compliance, the suspension of the agreement under section 8 for such period of time as the Corporation determines.

14(7) The penalties for the violation of or non-compliance with paragraph 8(5)(a) by a siteholder are:

- (a) for the first violation or non-compliance, one hundred dollars;
- (b) for the second violation or non-compliance, two hundred dollars; and
- (c) for the third or any subsequent violation or non-compliance, the suspension of the agreement under section 8 for such period of time as the Corporation determines, except that the period of time shall not be less than thirty days.

14(8) The penalties for the violation of or non-compliance with subsection 9(1) or (2) by a siteholder are:

- (a) for the first violation or non-compliance, two hundred and fifty dollars per video gaming device;
- (b) for the second violation or non-compliance, five hundred dollars per video gaming device; and
- (c) for the third or any subsequent violation or non-compliance, the suspension of the agreement under section 8 for such period of time as the Corporation determines, except that the period of time shall not be less than one hundred and eighty days.

14(9) The penalties for the violation of or non-compliance with subsection 9(3) or (4) by an owner are:

- (a) for the first violation or non-compliance, five hundred dollars or an amount that is four times the value of the consideration, whichever is greater; and
- (b) for the second or any subsequent violation or non-compliance, the suspension of the agreement under section 7 for such period of time as the Corporation determines.

14(10) The penalties for the violation of or failure to comply with subsection 9(3) or (5) by a siteholder are:

- (a) for the first violation or non-compliance, five hundred dollars or an amount that is four times the value of the consideration, whichever is greater; and
- (b) for the second or any subsequent violation or non-compliance, the suspension of the agreement under section 8 for such period of time as the Corporation determines.

14(11) Where a period of two years has elapsed since the last imposition of a penalty referred to in subsection (1), (3), (5), (7), (8), (9) or (10), as the case may be, against an owner or a siteholder, the next penalty under that subsection imposed against that owner or siteholder shall be deemed to be the penalty for a first violation or non-compliance.

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15(1) The Commission may appoint persons as inspectors for the purposes of ensuring and securing compliance with this Regulation and the agreements under sections 7 and 8.

15(2) A document or card that purports to be an appointment under this section is admissible in evidence without proof of signature and is *prima facie* evidence that its holder has been duly appointed under subsection (1).

15(3) An inspector, at any reasonable time and upon presentation of a document or card referred to in subsection (2), may, for the purposes of an inspection, enter any place or premises

(a) to inspect and examine a video gaming device or a component of a video gaming device,

(b) to remove a video gaming device or a component of a video gaming device to another place or premises for the purpose of an inspection or examination to ensure that it complies with section 6,

(c) to inspect the premises or place to ensure compliance with this Regulation and the agreements under sections 7 and 8,

(d) to request information or the production for inspection of any document or any other thing for the purposes of an inspection, and

(e) to remove any document or any other thing produced as a result of a request under paragraph (d) or discovered during an inspection for the purpose of examining the document or other thing or making copies or taking extracts.

15(4) An inspector removing a video gaming device, component of a video gaming device, document or other thing from a place or premises under subsection (3) shall first provide a receipt for it to the person who owns or is in charge of the place or premises and, subject to subsection (5), shall promptly return the video gaming device, component, document or other thing to the place or premises after completion of the inspection, examination, making of copies or taking of extracts, as the case may be.

15(5) An inspector may detain for the purposes of evidence any video gaming device, component of a video gaming device, document or other thing that the inspector discovers while acting under this section and believes, on reasonable and probable grounds, may afford evidence of a violation of or a non-compliance with a provision of this Regulation or an agreement under this Regulation.

15(6) Copies of or extracts from documents or other things removed from a place or premises under this Regulation and certified by the person making the copies or taking the extracts as being true copies of or extracts from the originals are admissible in evidence to the same extent as, and have the same evidentiary value as, the documents or things of which they are copies or from which they are extracts.

94-137

16(1) The person who owns or is in charge of any place or premises entered by an inspector under section 15 and any employee or agent of such person shall give all reasonable assistance to the inspector to enable the inspector to exercise the powers given under section 15 and shall furnish the inspector with such video gaming device, component of a video gaming device, information, document or other thing as the inspector may reasonably request.

16(2) No person shall hinder, obstruct or otherwise interfere with an inspector who is carrying out his or her duties and functions under this Regulation.

16(3) No person shall knowingly make a false or misleading statement, either orally or in writing, or provide or produce a false document or other thing to an inspector who is carrying out his or her duties under this Regulation.

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N.B. This Regulation is consolidated to March 31, 1996.

Amendments included: 91-133

93-141

94-137 (94-12-01)

95-108 (95-06-28)

*Final Report  
Prevalence Study  
Problem Gambling  
Wave 2*

*Prepared For  
Department of Finance*

*Prepared By  
Baseline Market Research Ltd.  
October, 1996*

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## *Executive Summary*

In January, 1996, Baseline Market Research Ltd., in conjunction with Dr. Rachel Volberg of Gemini Research, completed a prevalence study on gaming activity which involved a sample of 800 randomly selected New Brunswickers. This study was commissioned by the Department of Finance.

The 1996 study was designed to accomplish two key objectives:

- to provide an updated assessment of the prevalence of problem gambling in New Brunswick; and
- to collect information which could provide a basis for comparison of current information with that collected in the 1992 Prevalence Study.

Information generated through this study can be used as a basis for estimating patterns within the overall population within a margin of error of  $\pm 2-3\%$  at the 95% level of confidence.

### **Summary of Research Findings**

As of January, 1996, approximately 8% of the population has never participated in any type of gaming activity. When compared with information collected in 1992, this suggests an overall increase of 5% in the number of people who have participated in at least one gaming activity over the four-year period.

Among those who gamble, the wagering activities which involve the most people are 6/49-type lotteries, instant-wins, charity raffles, bingo, card games with friends and video gaming. This pattern remains unchanged from findings in the 1992 study.

The activity which involves the most people on a regular basis is the 6/49-type lottery in which 33% of the people play the game at least once a week and spend an average of \$ 10.93 per month. These figures suggest an overall increase of 3% in weekly participation and a decrease of \$2.72 in reported monthly expenditures, based on the 1992 study.

The conversion rate for a wagering activity is the ratio of the total number of weekly participants to the total number of people who have ever participated in an activity. The 6/49-type lottery has the highest conversion rate for all gaming activities: among those who play the game at all, 43% can be expected to become regular players. This compares to an 17%

conversion rate for video gambling, a 20% conversion rate for instant-win tickets and a 19% conversion rate for bingo. The conversion rate for video gaming has decreased from the estimate of 25% in the 1992 study while the conversion rate for bingo has increased from 11% to 19% over the same period.

The expressed motivations for involvement in gaming activities have remained constant over the 1992-1996 period: New Brunswickers take part in gaming activities to win money (73%), for fun or entertainment (68%), to support worthy causes (65%) and for the challenge or excitement (49%). Problem gamblers are more likely than the general population of players to suggest that excitement or challenge (along with winning money) as motivations for wagering activity.

If the information collected from this study were used to generalize about the gaming participation pattern of the overall population, most New Brunswickers would be classified as occasional (43%) or regular/weekly (41%) players. Occasional players have played in the past year and regular players play once a week or more. The information collected suggests that there has been an increase of 5% in the estimated number of people participating in wagering activity on a regular/weekly basis.

The regular/weekly gambler is more likely to be a male and a francophone. The patterns related to age identified in the 1992 study were not apparent in the 1996 study.

The regular gambler is most likely buying 6/49-type tickets instant-win tickets, or wagering on video gaming, a pattern similar to that identified in the 1992 study.

In 1992, 6% of gaming participants were classified as problem gamblers using the standard measure, the South Oaks Gambling Screen (SOGS) Lifetime Measure. In 1996, 5% were classified as problem gamblers using the same measure.

The 1996 data suggests a minor shift within the problem gambler classification using the SOGS Lifetime Measure: there has been a decrease of 1.4% in the number of people classified as "problem" gamblers and an increase of .4% in the number of people classified as "probable pathological" gamblers.

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In 1992, 4.5% of gaming participants were classified as a problem gambler SOGS - Current Measure. In 1996, 4.1% were classified as such. The 1996 data also suggests another shift within the problem gambler classification using the Current Measure: there has been a decrease of 1.23% in the number of people classified as "problem" gamblers and an increase of 0.83% in the number of people classified as "probable pathological" gamblers.

The profile of the problem gambler resulting from this research approximates that resulting from the 1992 study. The problem gambler is more likely to be single, unemployed, male and under 44 years of age. The problem gambler is more likely to have no more than a high school education. S/he is likely to have begun their gaming activities at about the age of 22 through card games with friends. The problem gamblers is likely to be involved in more than one weekly wagering activity.

While the problem gambler is associated with weekly participation in wagering activity, it is important to recognize that 90% of weekly participants are classified as "not at risk" on the SOGS measures.

Significant differences were observed when the problem gambling classifications were reviewed in relation to respondents' involvement in wagering activities. For example:

- among all who have ever wagered on instant-win tickets, 92% are classified as not-at-risk using SOGS measures; among those who wager weekly, 87% are classified as not-at-risk while 13% are classified as problem gamblers;
- among all who have ever wagered on 649-type tickets, 95% are classified as not-at-risk using SOGS; among those who wager weekly on 649-type tickets, 94% are classified as not-at-risk while 6% are classified as problem gamblers;
- among all who have ever wagered on video gaming, 86% are classified as not-at-risk; among those who wager on video gaming weekly, 55% are classified as not-at-risk while 10% are classified as "problem" gamblers and 35% are classified as "probable pathological";
- among all who have ever wagered on card games with friends, 91% are classified as not-at-risk; among those who wager on card games with friends weekly, 71% are classified as not-at-risk while 17% are

classified as "problem" gamblers and 12% are classified as "probable pathological"; and

- among all who have ever wagered on sports betting with friends (including sports pools), 88% are classified as not-at-risk; among those who wager on sports pools weekly, 64% are classified as not-at-risk while 7% are classified as "problem" gamblers and 29% are classified as "probable pathological".

In addition to the information related to an assessment of problem gambling in New Brunswick, the 1996 study also provided a preliminary measure of the level of public awareness of programs directed at problem gambling behaviour:

- 63% of the general population, 48% of "problem" gamblers and 42% of "probable pathological" gamblers recalled specific radio spots concerning problem gambling;
- 29% of the general population, 48% of "problem" gamblers and 32% of "probable pathological" gamblers specifically recalled seeing or reading material prepared by the Department of Health and Community Services; and
- 69% of the general population, 67% of "problem" gamblers and 74% of "probable pathological" gamblers had heard about the 1-800 number for information about, or assistance with, problem gambling.

The survey revealed that, among the total group of gamblers (n=738), approximately 3% indicated that they "felt that they wanted to stop gambling but did not think that they could". Within this group (n=25), 13 respondents scored 3 or higher on both SOGS Lifetime and Current Measures. Approximately 2% of all gamblers also indicated that they "have had a problem with betting money or gambling". Within this group (n=11), 10 scored 4 or higher on both SOGS measures. Cross-referencing these two items resulted in the identification of 8 respondents who indicated that they had both of the experiences suggested. Each of these 8 respondents scored 5 or higher on both SOGS measures.

While only 3% of the total sample of gamblers suggested that they had a personal problem with gambling, within the total sample, 19% suggested that someone in their life had experienced a problem with gambling.

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Among those who suggested that someone else had a problem (the reader should note that more than one person could be cited):

- 5% suggested that their father had a problem;
- 12% suggested a brother or sister;
- 7% suggested a partner or spouse;
- 2% suggested a child;
- less than 1% suggested a mother;
- 33% suggested a more distant relative; and
- 42% suggested a friend or other person in the respondent's life.

Further exploration of perceptions of gambling-related problems among those who scored 3 or more on the SOGS - Lifetime Measure (problem and probable pathological, n=40) revealed the following:

- 10% recognized that they have or have had a problem with gambling and they also reported that they knew someone with a gambling-related problem;
- 15% recognized that they have/have had a problem with gambling but reported no awareness of a gambling-related problem in others;
- 30% did not recognize that they could have/have had a problem with gambling but reported that they knew someone with a gambling-related problem; and
- 45% did not recognize that they could have/have had a problem with gambling nor that others they knew had any gambling-related problem.

When taken as a separate sub-group, 25% of those classified as problem gamblers on the SOGS - Lifetime Measure reported that they were aware that they had/have had a problem with gambling while 75% reported that they did not/have not had such a problem.

Within the sample, 7 respondents indicated that they had wanted help to stop gambling. Four of the 7 received the help that they wanted. Help was provided through Gamblers' Anonymous (1), by friends (2) and through a church (1).

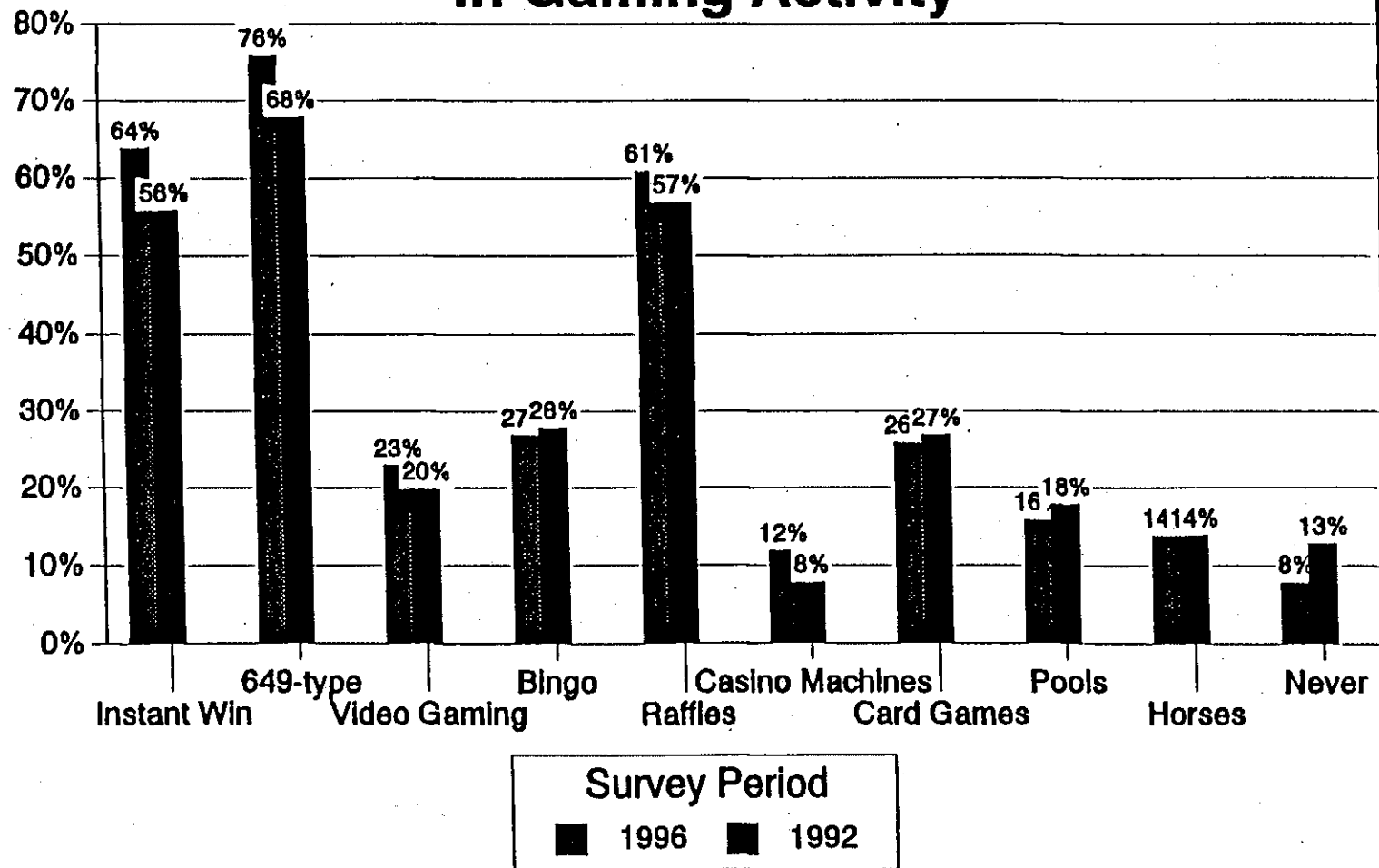
Within the sub-sample of those who perceived a personal problem with gambling (n=11):

- 7 were aware of the radio spots and 4 wanted help with their problem;
- 3 were familiar with material from HCS and 2 wanted help; and
- 7 were aware of the 1-800 line and 5 wanted help.

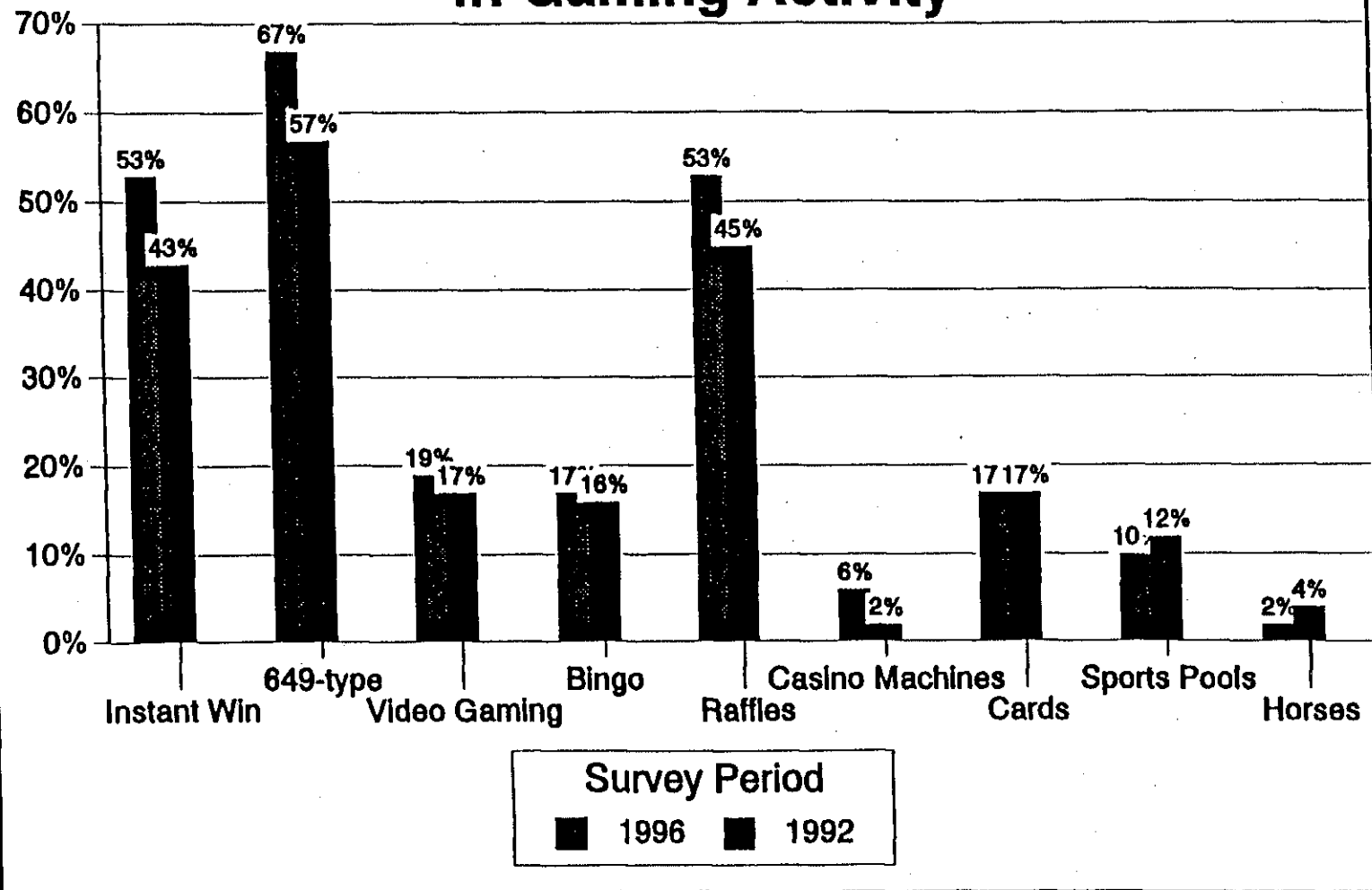
Within the sample contacted, 4% (n=33) indicated that they had experienced a problem with drugs or alcohol. Within this group, 6 scored 3 or higher on both SOGS measures. Within the group who indicated a previous problem with drugs or alcohol, 21 had wanted help to address their problem and 17 received the help they sought. Help was provided through Alcoholics Anonymous (7), Addiction Services (3), friends or family (2), Narcotics Anonymous (1), psychologists (1), psychiatrists (1) and other sources (2).

The charts which follow provide a comparative summary of key findings from the 1992 and 1996 prevalence studies.

## Lifetime Participation in Gaming Activity

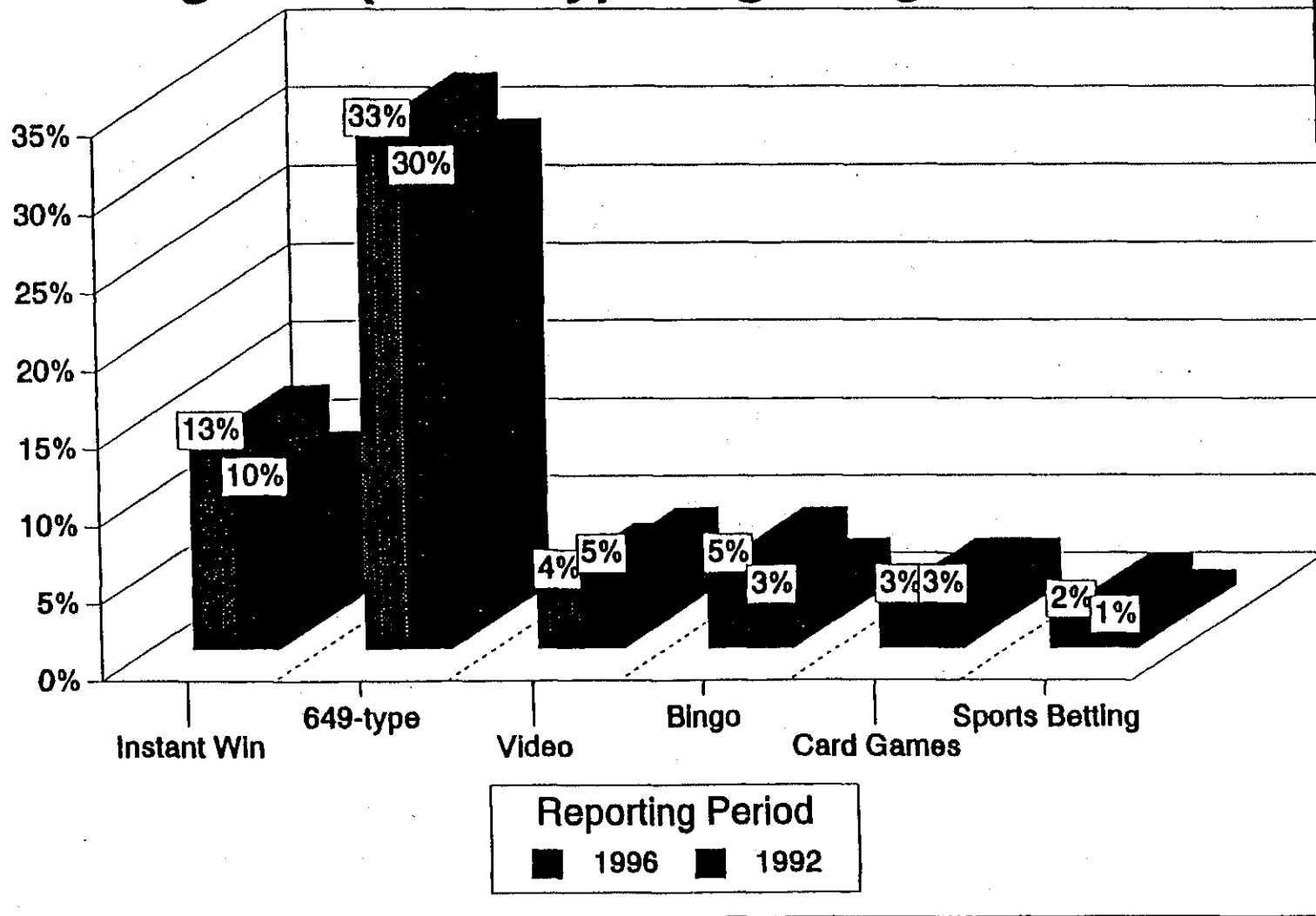


## Recent (Past Year) Participation in Gaming Activity



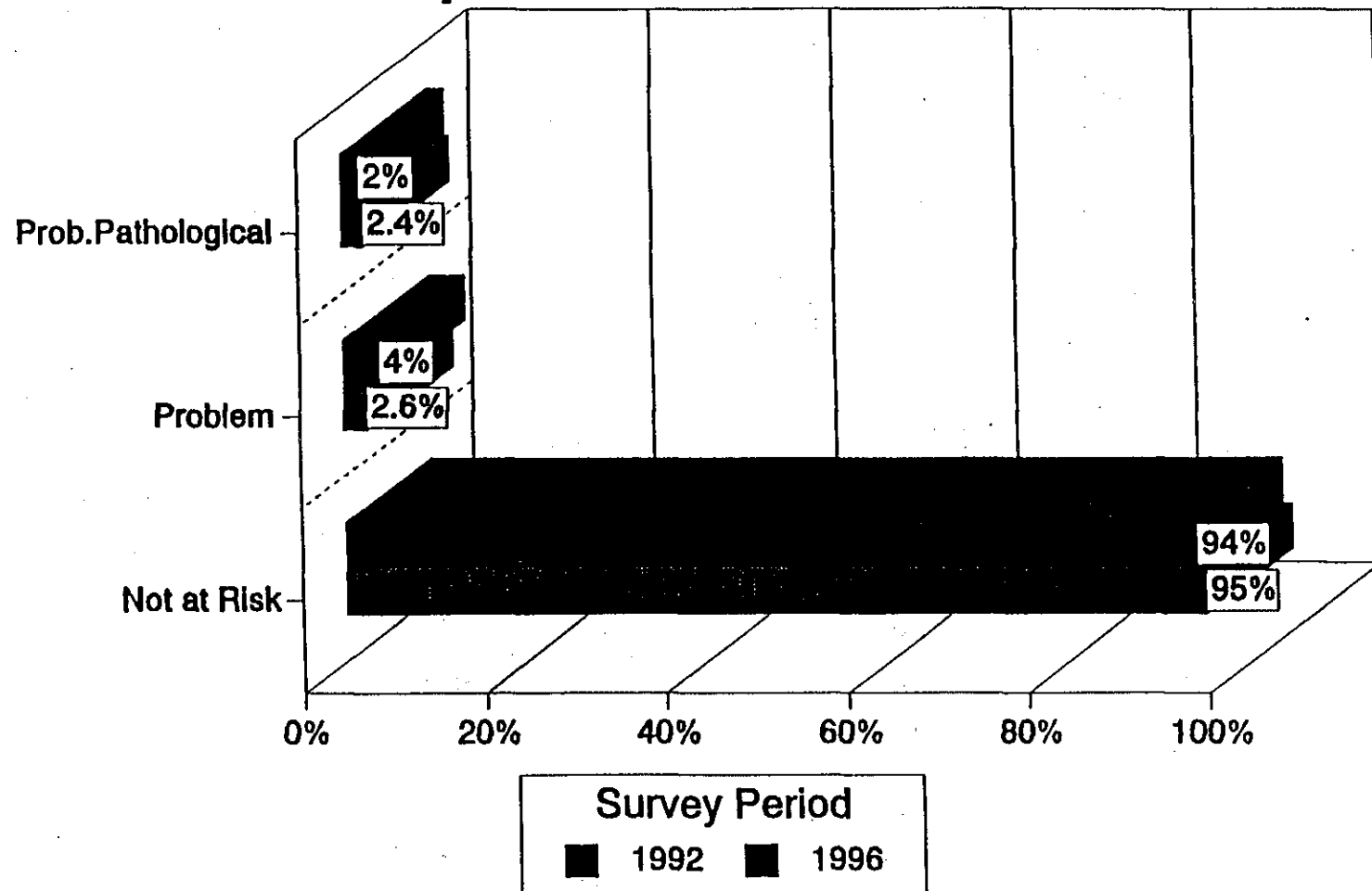


# Regular (Weekly) Wagering Activities

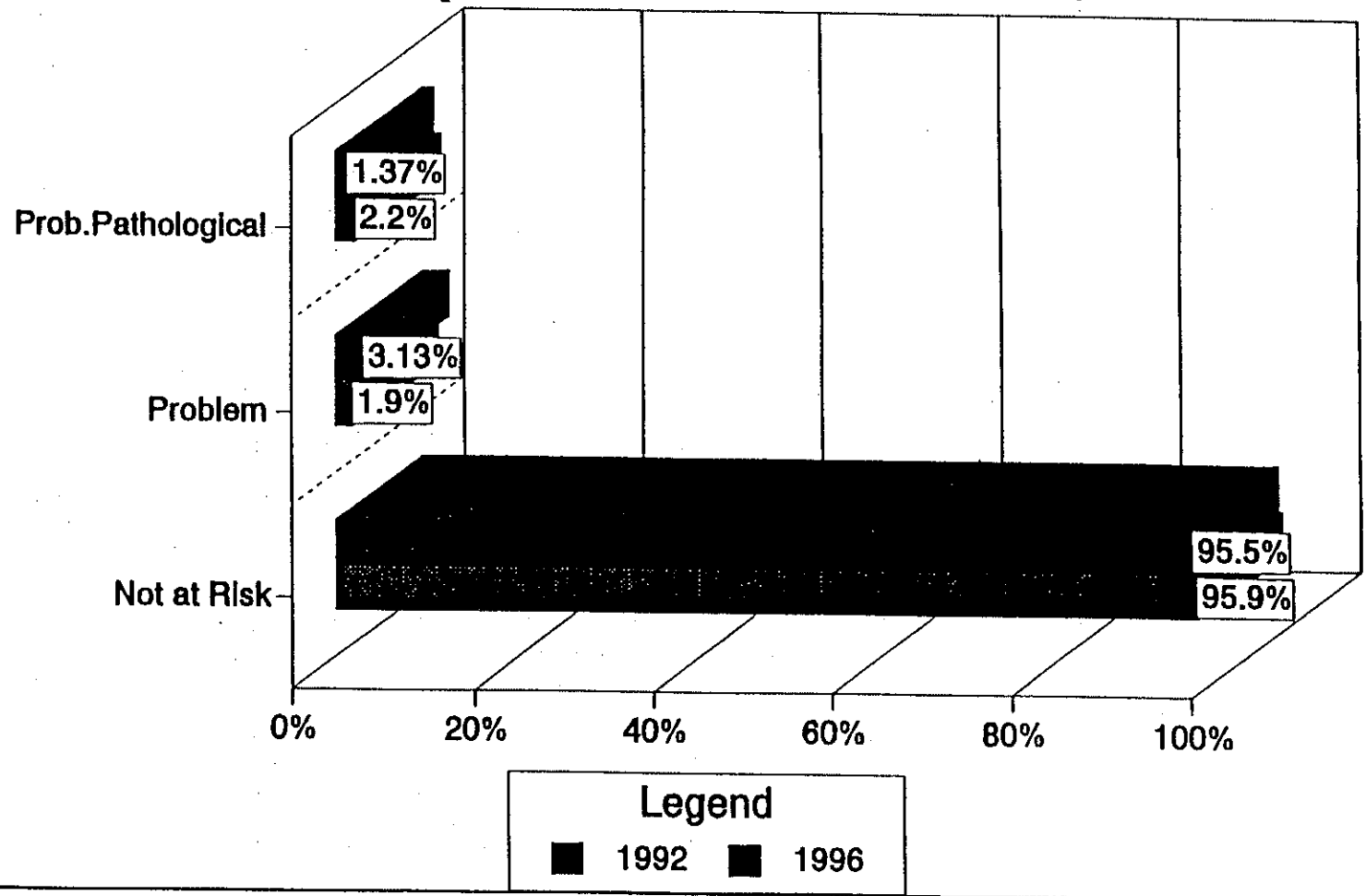


# Lifetime Prevalence Measure (SOGs)

## Comparative Data 1992-1996



# Current Prevalence Measure (SOGs) Comparative Data 1992-1996



## Introduction

At the request of the Department of Finance (the Department), Baseline Market Research Ltd. (Baseline) completed a province-wide telephone survey to assess the level of involvement of New Brunswickers in gaming activities and the prevalence of problem and pathological gambling. The overall approach for this study was designed to provide the Department with comparative data for the 1992 Gaming Study in order to establish trends or patterns for gaming activity in New Brunswick.

In order to ensure the consistency of approach and analysis with nationally accepted standards, Dr. Rachel Volberg of Gemini Research, one of the primary researchers in the field of problem gambling behaviour, acted as a special consultant to this project.

This report presents an overview of the objectives to be accomplished through this study, a summary of the methodology employed and the research findings.

## Research Objectives

The overall approach to this study was based on a replication of the 1992 study also commissioned by the Department. The objectives addressed were as follows:

- to determine New Brunswickers' preferred type(s) of gaming activity;
- to provide a profile of the population's level of participation (both in terms of frequency and expenditures) in a range of gaming or gaming-related activities;
- to provide a profile of motivations behind participants' gaming or gaming-related activities;
- to measure the prevalence of problem and pathological gambling among New Brunswickers as determined by the South Oaks Gambling Screen; and

- to provide information for tracking both participation in gaming activity and the prevalence of problem and pathological behaviour between 1992 and 1996.

This study also expanded the scope of information collected in 1992 to include the following:

- information to assess the reach of efforts by the Department of Health and Community Services to increase awareness of the potential problems related to gaming activity and the resources available to assist those who believe that a problem exists.

The information in the section which follows delineates the methodology employed to achieve the study objectives.

## **Research Methodology**

### **Sampling Approach**

Baseline designed a proportionately allocated random sample and initially generated a province-wide listing of telephone numbers using a combination of listed exchanges and random number generation. This approach allowed access to all households with telephones, including those with newly listed and non-published numbers. Once telephone contact was made with a household, a second stage randomization procedure was carried out to determine the person to be interviewed. In order to be eligible for this survey, a potential respondent had to be 18 years of age or older. The sample selected did represent the overall population of New Brunswick, as demonstrated in Table 1. Table 1 also provides a profile of the sample contacted in the 1992 study.

**Table 1**  
**Sample Demographics**

| Demographic Characteristics    | Population Statistics                   | Sample 1996 | Sample 1992 |
|--------------------------------|---|-------------|-------------|
| <b>Age</b>                     | <b>1991 Census</b>                      |             |             |
| 18 - 24                        | 14%                                     | 12%         | 13%         |
| 25 - 34                        | 23%                                     | 23%         | 26%         |
| 35 - 44                        | 22%                                     | 27%         | 24%         |
| 45 - 54                        | 14%                                     | 19%         | 15%         |
| 55 - 64                        | 11%                                     | 11%         | 9%          |
| 65 +                           | 16%                                     | 07%         | 13%         |
| <b>Gender</b>                  | <b>(1991)</b>                           |             |             |
| Female                         | 51%                                     | 50%         | 51%         |
| Male                           | 49%                                     | 50%         | 49%         |
| <b>Household Income (1995)</b> | <b>(Stats. Canada 1994)</b>             |             |             |
| <\$20,000                      | 16.5%                                   | 26%         | 29%         |
| \$ 20-39,999                   | 33.6%                                   | 22%         | 38%         |
| ≥\$ 40,000                     | 49.9%                                   | 52%         | 33%         |
| <b>Employment Status</b>       | <b>(Dec - 1995)</b>                     |             |             |
| Employed                       | 52%                                     | 58%         | 57%         |
| Unemployed                     | 7%                                      | 12%         | 11%         |
| NILF                           | 41%                                     | 30%         | 32%         |
| <b>Education Level</b>         | <b>1991 Census<br/>(+15 Yrs - 1991)</b> |             |             |
| <HS                            | 19%                                     | 13%         | 9%          |
| Some HS/Grad                   | 40%                                     | 41%         | 45%         |
| Post Secondary                 | 23%                                     | 25%         | 22%         |
| University                     | 18%                                     | 21%         | 24%         |
| <b>Mother Tongue</b>           | <b>(1991)</b>                           |             |             |
| English                        | 64%                                     | 60%         | 67%         |
| French                         | 34%                                     | 38%         | 31%         |
| Other                          | 2%                                      | 2%          | 2%          |

Using the data from this sample of respondents, one can be confident, at the 95% level of confidence, that the sample responses will represent those to be expected of the overall population within a range of accuracy of  $\pm 2 - 3\%$  (depending on the actual responses to a particular questionnaire item). Baseline calls attention to the fact that the precision of information based on subgroups should not be considered as accurate as information on the population as a whole. We consider such information directional and useful for planning purposes, but not precise measures for the subgroups.

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## Questionnaire Design

The primary sections of the questionnaire developed for this project are based on the South Oaks Gambling Screen (SOGS), developed by Lesieur and Blume and adapted by Volberg and her colleagues. The questionnaire included the following:

- overall (lifelong) participation rates of the population for different types of gaming activities;
- current participation rates in gaming activities;
- levels of betting activity;
- the prevalence of problem and pathological gambling; and
- key demographic information.

Along with comparative information from the 1992 survey, the use of Dr. Volberg's approach provides the basis for comparing gaming patterns observed in New Brunswick with information available from other areas.

The questionnaire was reviewed and approved by representatives of the Department and by Volberg prior to the start of data collection.

The questionnaire, in both official languages, is contained in Appendix A.

## Data Collection

All data collection was completed through Baseline's central interview facility in Fredericton using the firm's in-house computer-assisted telephone interviewing system (CATI).

Interviewers were oriented to the research topic by Baseline's Research Director prior to the start of interviewing and were supervised by the firm's full-time supervisory staff.

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Questionnaires were edited as they were completed and any call-backs required to clarify information were made on the evening following the initial contact.

The initial instrument was pre-tested in December, 1995; however, due to the holiday season, data collection was completed in January 1996. The actual data collection period extended from January 2 - 15, 1996. Interviews were conducted in the language of choice of the respondent. While approximately 38% of the sample indicated French as their mother tongue, approximately 27% chose to complete the interview in French.

Table 2 presents a summary of the contacts required to complete the specified sample of 800.

| Table 2<br>Contact Summary                         |      |      |
|--|------|------|
| Total Numbers Generated                            |      | 3896 |
| Less   |      |      |
| Not in Service                                     | 1439 |      |
| No Answer throughout survey period                 | 639  |      |
| No eligible respondent in household                | 83   |      |
| Total Eligible Numbers                             |      | 1735 |
| Refusals   | 853  | 49%  |
| No completed interview after repeated (4) contacts | 82   | 5%   |
| Completed Interviews                               | 800  | 46%  |

While a response rate of 46% is lower than desired, it is in accord with response rates for national surveys based on random-digit dialling and, when combined with the overall representativeness of the sample, the response rate should not pose a concern about the use of survey data to generalize to the overall population.



## Data Analysis

The initial plan for analysis of data was developed by Baseline's Research Director in conjunction with Volberg who also reviewed the analysis during the preparation of this report.

Preliminary data analysis was completed within the analysis package for the CATI system and the final stages of analysis were completed using SPSS, a computer software package. The analysis involved two-way and three-way analysis of categorical variables and summation and calculations of group and subgroup means for rational data along with appropriate tests for statistical significance. Computerized information will be maintained by Baseline for 13 months. Volberg was supplied with a data file containing all survey information and calculations completed during the analysis.

The following sections detail the research findings generated through the approach outlined.

## Research Findings

### General Gaming Preferences

In the 1992 survey, each respondent was asked to identify their preferred gaming activity at the start of each interview. The format was changed in 1996 so that each respondent was first asked about their participation in a series of activities and then asked to identify their preferred activity. In 1996, indications of preferred activities were not asked of those who had never participated in any of the 12 different activities covered in the study. Table 3 presents a summary of findings from the two studies.

A review of the information in Table 3 provides the basis for the following observations:

- overall, 72% of 1996 respondents, compared to 65% of 1992 respondents, were able to specify a preferred gaming activity;
- in terms of the preferences indicated:
  - 4% more selected instant-win games as their preferred activity in 1996 than in 1992;

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- 6% less selected bingo as their preferred activity in 1996 than in 1992;
- 3% more selected raffles as their preferred activity in 1996 than in 1992; and
- other changes in expressed preferences were within a range of 1-2%.

Table 3  
Preferred Gaming Activities

| Type of Gaming Activity    | First Mention<br>1996 | First Mention<br>1992 |
|----------------------------|-----------------------|-----------------------|
| 6/49-Type Lotteries        | 32%                   | 31%                   |
| Instant-win-Type Lotteries | 10%                   | 6%                    |
| Bingo                      | 7%                    | 13%                   |
| Raffles                    | 4%                    | 1%                    |
| Video Gambling Machines    | 4%                    | 2%                    |
| Casino Gambling            | 2%                    | <1%                   |
| Card Games                 | 9%                    | 8%                    |
| Sports Betting             | 2%                    | 3%                    |
| Horse Racing               | 1%                    | <1%                   |
| High Risk Stocks           | <1%                   | <1%                   |
| No Favourite Games         | 28%                   | 35%                   |

### Participation in Gaming Activities

In order to develop a more precise understanding of the gaming activities of New Brunswickers, each respondent was asked specific questions about twelve different gaming activities available in the Province or available through travel to other areas. The specific types of gaming activities included in the questionnaire were consistent with those explored in 1992.

Respondents were first asked if they had ever (in their lifetime) participated in a particular activity. If so, they were then asked if they had participated in the past year and, if so, if they participated on a regular

basis (at least once a week or more). Those participating in the past year were also asked to estimate their average monthly expenditures on a particular gaming activity.

In the total sample, 8% reported that they had never participated in any of the twelve gaming activities explored in this study. In 1992, 13% reported no involvement in a gaming activity. This suggests that the overall size of the gaming market, as measured in the number of participants, has increased by approximately 5%.

Table 4 presents information collected in the 1996 survey.

Table 4  
Summary of Gaming Activity  
(n=800)

| Gaming Activity          | Ever played | In the Past Year | Play once a week |
|--------------------------|-------------|------------------|------------------|
| Lottery - Instant-Win    | 64%         | 53%              | 13%              |
| Lottery - 649-type       | 76%         | 67%              | 33%              |
| Video Gaming Machines    | 23%         | 19%              | 4%               |
| Bingo                    | 27%         | 17%              | 5%               |
| Raffles                  | 61%         | 53%              | 2%               |
| Video Machines - Casinos | 12%         | 6%               | 0%               |
| Dice/Cards - Casinos     | 4%          | 1%               | 0%               |
| Regular Card Games       | 26%         | 17%              | 3%               |
| Sports Betting - Friends | 16%         | 10%              | 2%               |
| Sports Betting - Bookies | 2%          | <1%              | 0%               |
| Horse Racing             | 14%         | 2%               | <1%              |
| High Risk Stocks         | 6%          | 2%               | 0%               |

\* percentage based on total sample

The information in Table 4 suggests that primary wagering activities (those in which more than 50% of the market participates) include 649-type lotteries, instant-win tickets and raffles. The secondary activities (those in which less than 50% participate) include bingo, regular card games with friends and video gaming.

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Table 4A provides comparative information from the two surveys.

| Table 4A<br>Comparative Summary of Gaming Activity<br>All Respondents (N=800) |             |                     |             |
|---|-------------|---------------------|-------------|
| Type of Gaming Activity   | Ever Played | Played in Past Year | Play Weekly |
| Lottery Tickets - Instant-win   | 64%         | 53%                 | 13%         |
| 1992  | 56%         | 43%                 | 10%         |
| Lottery Tickets - 6/49-Type   | 76%         | 67%                 | 33%         |
| 1992  | 68%         | 57%                 | 30%         |
| Video Gaming  | 23%         | 19%                 | 4%          |
| 1992  | 20%         | 17%                 | 5%          |
| Bingo   | 27%         | 17%                 | 5%          |
| 1992  | 28%         | 16%                 | 3%          |
| Raffles   | 61%         | 53%                 | 2%          |
| 1992  | 57%         | 45%                 | 2%          |
| Video Machines at a Casino  | 12%         | 6%                  | NA          |
| 1992  | 8%          | 2%                  | <1%         |
| Dice or Card Games at a Casino  | 4%          | 1%                  | NA          |
| 1992  | 4%          | <1%                 | NA          |
| Regular Card Games  | 26%         | 17%                 | 3%          |
| 1992  | 27%         | 17%                 | 3%          |
| Sports Betting with Friends/Pools   | 16%         | 10%                 | 2%          |
| 1992  | 18%         | 12%                 | 1%          |
| Sports with a Bookie  | 2%          | <1%                 | NA          |
| 1992  | <1%         | <1%                 | NA          |
| Horse Racing  | 14%         | 2%                  | <1%         |
| 1992  | 14%         | 4%                  | <1%         |
| High Risk Stocks  | 6%          | 2%                  | NA          |
| 1992  | 3%          | 2%                  | <1%         |

The information in Table 4A provides the basis for the following observations:

- among all respondents (and therefore among all New Brunswickers), 76% have purchased a 649-type lottery ticket at some point in their lives; this represents an increase of 8% over the number reporting this type of purchase in 1992; there has also been an increase (10%) in the percentage reporting this type of purchase in the year before the survey and an increase (3%) in the percentage reporting weekly purchases;
- among all respondents, 64% have purchased an instant-win ticket at some point in their life; this represents an increase of 8% over the number reporting this type of purchase in 1992; there has also been an increase (10%) in the percentage reporting a purchase in the year before the survey and an increase (3%) in the percentage reporting weekly purchases;
- among all respondents, 23% have bet or wagered money on a video game machine at some point in their life; this represents an increase of 3% over the number reporting this type of purchase in 1992; there has also been a slight increase (2%) in the percentage reporting a purchase in the year before the survey along with a decrease of 1% in the percentage reporting weekly purchases;
- the percentage of people reporting participation in bingo is essentially constant, with only minor changes;
- experience with gaming machines at a casino increased from 8% to 12% between 1992-1996 and participation in the past year, as would be expected, increased by 4%;
- in other gaming activities, participation increased for charity raffles (by 4%) and stocks (by 3%) and decreased for card games with friends (by 1%) and sports betting (by 2%); and
- the overall increases in instant-win and 649-type tickets and experience with casino gambling reported were higher than the estimated margin of error (1 2-3%) and should, therefore, be considered as actual increases.

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### Baseline

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Table 4B presents a summary of information on monthly expenditures for the primary gaming activities for the sample. The information which follows describes the process for calculation of average expenditures.

Column 1 Overall Expenditures - this column presents estimates of per capita expenditures. This would be a useful figure if one wanted to make a general statement about the population of the province as a whole. In the calculation of this mean, all those who did not gamble or did not report an expenditure were assigned a zero.

Column 2 Gamblers' Expenditures - this column presents the per capita expenditures for that group of people who had, at some point, participated in gaming activities. In the calculation of this mean, all those who had gambled on any activity and did not report an amount for a specific activity were assigned a zero.

Column 3 Game Expenditures - this column presents the average monthly expenditures for people who had bet or spent money on a particular activity in the past year *and* provided a specific amount as an estimate of their monthly expenditures.

As with the 1992 study, it is noted that the means reported under Columns 1-2 slightly under-represent the mean expenditures because those who participated in the activities and did not report a specific amount per month are counted as having \$0.00 per month in calculation of the mean expenditures.

We call attention to the fact that these figures should be considered as directional indicators provided for information purposes, rather than precise estimators because of the variations in the calculation of the means and because of the varying sample sizes within each grouping.

**Table 4B**  
**Comparative Summary of Average Monthly Gaming Expenditures**  
**(1996 - 1992)**

| Type of Gaming Activity        | Overall<br>(N=800) | Gamblers<br>(N=732) | Average Monthly<br>Expenditures |
|--------------------------------|--------------------|---------------------|---------------------------------|
| <b>Instant-win</b>             |                    |                     |                                 |
| 1996                           | \$ 3.51            | 3.81                | \$ 6.71                         |
| 1992                           | 3.32               | 3.82                | 8.46                            |
| <b>6/49-type</b>               |                    |                     |                                 |
| 1996                           | 7.31               | 7.92                | 10.93                           |
| 1992                           | 7.25               | 8.34                | 13.65                           |
| <b>Video Gaming*</b>           |                    |                     |                                 |
| 1996                           | 3.87               | 4.20                | 20.83                           |
| 1992                           | 4.55               | 5.23                | 29.10                           |
| <b>Bingo</b>                   |                    |                     |                                 |
| 1996                           | 5.41               | 5.86                | 31.59                           |
| 1992                           | 3.87               | 4.46                | 32.35                           |
| <b>Raffles</b>                 |                    |                     |                                 |
| 1996                           | 3.56               | 3.86                | 6.92                            |
| 1992                           | 2.71               | 3.12                | 7.24                            |
| <b>Card Games with Friends</b> |                    |                     |                                 |
| 1996                           | 2.75               | 2.98                | 16.94                           |
| 1992                           | 2.72               | 3.13                | 20.34                           |
| <b>Sports Pools</b>            |                    |                     |                                 |
| 1996                           | 1.37               | 1.48                | 14.09                           |
| 1992                           | 1.05               | 1.22                | 11.15                           |

(\*) the calculation of mean expenditures excludes one respondent who reported an average monthly expenditure of \$3,000 on video gaming

The observations which follow are based on the information presented in Table 4B.

- It can be estimated that the average monthly expenditure for instant-win tickets for the population of people 18 years of age or older is \$3.51, an estimate which is slightly higher than was provided in 1992. Among all those who have participated in gaming activities at some point, the average monthly expenditure for instant-win tickets was \$3.81 compared to the \$3.82 reported in 1992. Among those who have purchased an instant-win ticket in the past year and provided an estimate of monthly expenditures (n=419), the monthly average expenditure was \$6.71, significantly less than the \$8.46 reported in 1992.
- There has also been a change evidenced as a result of the information collected for 649-type tickets. While the percentage of players has increased significantly, there has been a decrease in the average expenditures for each category of player.
- The patterns for video gaming players is similar to those for 649-type players: the overall participation in video gaming increased in the four-year period but the average expenditures per person decreased. In 1992, the average expenditure by a regular player was \$29.10 per month compared to an average of \$20.83 reported in the most recent survey.

Baseline does urge caution in the application of the information concerning reported expenditures for two reasons:

- the respondents were asked for their average expenditures *in a typical month*; this does not necessarily suggest that a person actually participated in the specific activity each month of the year; and
- the sub-group samples were smaller than the total sample which results in a wider margin of error for these estimates.

To provide an enhanced measure of expenditures, Baseline calculated the average expenditures for *actual players* over the past year. The player is defined as one who played once a week or more, or less than once a week and who reported an expenditure of at least \$1/month on the specified activity. Using these definitions, the information generated in 1996 is compared with that generated in 1992 in Table 4C.



**Table 4C**  
**Average Monthly Expenditures by Game Players**  
**1992-1996 Comparisons**

| Game             |      | Overall Averages | Play more than once a week | Play less than once a week |
|------------------|------|------------------|----------------------------|----------------------------|
| 649-type lottery | 1996 | \$10.92          | \$16.24                    | \$5.94                     |
|                  | 1992 | 13.65            | 19.96                      | 5.85                       |
| Instant-win      | 1996 | 6.71             | 13.60                      | 4.55                       |
|                  | 1992 | 8.46             | 18.13                      | 5.13                       |
| Charity raffles  | 1996 | 6.91             | 11.00                      | 6.80                       |
|                  | 1992 | 7.24             | 23.81                      | 6.61                       |
| Video gaming     | 1996 | 20.82            | 84.82                      | 6.66                       |
|                  | 1992 | 44.74            | 56.63                      | 39.01                      |
| Bingo            | 1996 | 31.59            | 65.18                      | 18.28                      |
|                  | 1992 | 32.35            | 67.07                      | 18.78                      |
| Sports Pools     | 1996 | 14.09            | 19.00                      | 9.46                       |
|                  | 1992 | 11.14            | 21.09                      | 13.01                      |
| Card Games       | 1996 | 16.93            | 46.21                      | 10.31                      |
|                  | 1992 | 20.35            | 55.95                      | 11.64                      |

The information in Table 4C provides the basis for the following observations:

- with the exception of wagering on sports pools, the average expenditures for all gaming activities have decreased over the 1992-96 period;
- the expenditures for those who play more than once a week have decreased for all wagering activities with the exception of video lottery; and
- expenditures for those who wager on an activity less than once a week have increased for 649-type tickets, charity raffles and sports pools while they have decreased for instant-win tickets, video gaming, bingo, card games and wagers on horse racing.

As would be expected, the information in Table 4C suggests that individuals who play more than once a week spend significantly more per month on gaming activities than the overall average.

The following tables present a demographic profile of the respondent's level of participation in the seven most popular gaming activities.

**Table 5**  
**Demographic Profile By Participation Level Instant-win Lottery Tickets**

| Characteristic           | Overall    | Once a Week<br>or More | Less Than<br>Once A Week | Not In<br>Past Year | Never<br>Participated |
|--------------------------|------------|------------------------|--------------------------|---------------------|-----------------------|
| <b>Overall Count</b>     | <b>800</b> | <b>101</b>             | <b>322</b>               | <b>92</b>           | <b>285</b>            |
| <b>Gender</b>            |            |                        |                          |                     |                       |
| Female                   | 50%        | 48%                    | 55%                      | 44%                 | 49%                   |
| Male                     | 50%        | 53%                    | 45%                      | 56%                 | 51%                   |
| <b>Age</b>               |            |                        |                          |                     |                       |
| 18-24                    | 12%        | 6%                     | 14%                      | 14%                 | 12%                   |
| 25-34                    | 23%        | 24%                    | 27%                      | 23%                 | 18%                   |
| 35-44                    | 27%        | 32%                    | 31%                      | 18%                 | 24%                   |
| 45-54                    | 19%        | 25%                    | 15%                      | 23%                 | 21%                   |
| 55 +                     | 19%        | 13%                    | 13%                      | 22%                 | 25%                   |
| <b>Education</b>         |            |                        |                          |                     |                       |
| < H.S. Grad              | 23%        | 28%                    | 20%                      | 28%                 | 22%                   |
| H.S. Grad                | 31%        | 35%                    | 36%                      | 24%                 | 26%                   |
| Post Second.             | 25%        | 25%                    | 25%                      | 23%                 | 27%                   |
| University +             | 21%        | 12%                    | 19%                      | 25%                 | 25%                   |
| <b>Employment Status</b> |            |                        |                          |                     |                       |
| Employed                 | 58%        | 59%                    | 65%                      | 60%                 | 52%                   |
| Unemployed               | 12%        | 20%                    | 13%                      | 10%                 | 10%                   |
| Not In Labour<br>Force   | 30%        | 21%                    | 22%                      | 30%                 | 38%                   |
| <b>Household Income</b>  |            |                        |                          |                     |                       |
| < \$20,000               | 26%        | 23%                    | 27%                      | 23%                 | 27%                   |
| \$20-30,000              | 22%        | 21%                    | 23%                      | 17%                 | 22%                   |
| \$30-40,000              | 16%        | 27%                    | 15%                      | 15%                 | 13%                   |
| \$40-50,000              | 11%        | 8%                     | 10%                      | 16%                 | 12%                   |
| \$50,000 +               | 25%        | 21%                    | 25%                      | 29%                 | 26%                   |
| <b>Mother Tongue</b>     |            |                        |                          |                     |                       |
| English                  | 61%        | 41%                    | 59%                      | 70%                 | 68%                   |
| French                   | 39%        | 59%                    | 41%                      | 30%                 | 32%                   |

**Baseline**

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**Table 6**  
**Demographic Profile By Participation Level - 6/49-type Lottery Tickets**

| Characteristic           | Overall | Once a Week<br>or More | Less Than<br>Once A Week | Not In<br>Past Year | Never<br>Participated |
|--------------------------|---------|------------------------|--------------------------|---------------------|-----------------------|
| Overall Count            | 800     | 261                    | 276                      | 70                  | 193                   |
| <b>Gender</b>            |         |                        |                          |                     |                       |
| Female                   | 50%     | 48%                    | 53%                      | 47%                 | 52%                   |
| Male                     | 50%     | 53%                    | 47%                      | 53%                 | 48%                   |
| <b>Age</b>               |         |                        |                          |                     |                       |
| 18-24                    | 12%     | 4%                     | 14%                      | 6%                  | 23%                   |
| 25-34                    | 23%     | 24%                    | 26%                      | 21%                 | 18%                   |
| 35-44                    | 27%     | 31%                    | 29%                      | 21%                 | 20%                   |
| 45-54                    | 19%     | 26%                    | 16%                      | 17%                 | 16%                   |
| 55 +                     | 19%     | 15%                    | 15%                      | 35%                 | 23%                   |
| <b>Education</b>         |         |                        |                          |                     |                       |
| < H.S. Grad              | 23%     | 22%                    | 19%                      | 25%                 | 28%                   |
| H.S. Grad                | 31%     | 35%                    | 27%                      | 31%                 | 30%                   |
| Post Second.             | 25%     | 27%                    | 27%                      | 29%                 | 20%                   |
| University +             | 21%     | 16%                    | 27%                      | 15%                 | 22%                   |
| <b>Employment Status</b> |         |                        |                          |                     |                       |
| Employed                 | 58%     | 68%                    | 64%                      | 54%                 | 41%                   |
| Unemployed               | 12%     | 15%                    | 8%                       | 7%                  | 16%                   |
| Not In Labour<br>Force   | 30%     | 17%                    | 28%                      | 39%                 | 43%                   |
| <b>Household Income</b>  |         |                        |                          |                     |                       |
| < \$20,000               | 26%     | 18%                    | 27%                      | 29%                 | 38%                   |
| \$20-30,000              | 22%     | 22%                    | 21%                      | 25%                 | 20%                   |
| \$30-40,000              | 16%     | 20%                    | 14%                      | 14%                 | 14%                   |
| \$40-50,000              | 11%     | 12%                    | 13%                      | 7%                  | 8%                    |
| \$50,000 +               | 25%     | 28%                    | 25%                      | 25%                 | 20%                   |
| <b>Mother Tongue</b>     |         |                        |                          |                     |                       |
| English                  | 61%     | 52%                    | 59%                      | 66%                 | 74%                   |
| French                   | 39%     | 48%                    | 41%                      | 34%                 | 26%                   |

**Table 7**  
**Demographic Profile By Participation Level - Bingo-Televised Bingo**

| Characteristic           | Overall    | Once a Week<br>or More | Less Than<br>Once A Week | Not In<br>Past Year | Never<br>Participated |
|--------------------------|------------|------------------------|--------------------------|---------------------|-----------------------|
| <b>Overall Count</b>     | <b>800</b> | <b>39</b>              | <b>99</b>                | <b>76</b>           | <b>586</b>            |
| <b>Gender</b>            |            |                        |                          |                     |                       |
| Female                   | 50%        | 72%                    | 71%                      | 63%                 | 44%                   |
| Male                     | 50%        | 28%                    | 29%                      | 37%                 | 56%                   |
| <b>Age</b>               |            |                        |                          |                     |                       |
| 18-24                    | 12%        | 18%                    | 12%                      | 15%                 | 11%                   |
| 25-34                    | 23%        | 18%                    | 36%                      | 28%                 | 21%                   |
| 35-44                    | 27%        | 26%                    | 28%                      | 27%                 | 27%                   |
| 45-54                    | 19%        | 21%                    | 8%                       | 19%                 | 21%                   |
| 55 +                     | 19%        | 17%                    | 16%                      | 11%                 | 20%                   |
| <b>Education</b>         |            |                        |                          |                     |                       |
| < H.S. Grad              | 23%        | 33%                    | 25%                      | 25%                 | 22%                   |
| H.S. Grad                | 31%        | 31%                    | 38%                      | 31%                 | 30%                   |
| Post Second.             | 25%        | 26%                    | 22%                      | 31%                 | 25%                   |
| University +             | 21%        | 10%                    | 15%                      | 13%                 | 23%                   |
| <b>Employment Status</b> |            |                        |                          |                     |                       |
| Employed                 | 59%        | 46%                    | 59%                      | 60%                 | 60%                   |
| Unemployed               | 12%        | 28%                    | 14%                      | 11%                 | 11%                   |
| Not In Labour<br>Force   | 30%        | 26%                    | 27%                      | 29%                 | 29%                   |
| <b>Household Income</b>  |            |                        |                          |                     |                       |
| < \$20,000               | 26%        | 32%                    | 40%                      | 25%                 | 23%                   |
| \$20-30,000              | 22%        | 35%                    | 14%                      | 25%                 | 22%                   |
| \$30-40,000              | 16%        | 18%                    | 17%                      | 18%                 | 15%                   |
| \$40-50,000              | 11%        | 3%                     | 11%                      | 12%                 | 11%                   |
| \$50,000 +               | 25%        | 12%                    | 18%                      | 20%                 | 29%                   |
| <b>Mother Tongue</b>     |            |                        |                          |                     |                       |
| English                  | 61%        | 51%                    | 53%                      | 57%                 | 64%                   |
| French                   | 39%        | 49%                    | 47%                      | 43%                 | 36%                   |

**Baseline**

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**Table 8**  
**Demographic Profile By Participation Level - Video Gambling**

| Characteristic           | Overall    | Once a Week<br>or More | Less Than<br>Once A Week | Not In<br>Past Year | Never<br>Participated |
|--------------------------|------------|------------------------|--------------------------|---------------------|-----------------------|
| <b>Overall Count</b>     | <b>800</b> | <b>29</b>              | <b>123</b>               | <b>34</b>           | <b>614</b>            |
| <b>Gender</b>            |            |                        |                          |                     |                       |
| Female                   | 50%        | 14%                    | 42%                      | 41%                 | 54%                   |
| Male                     | 50%        | 86%                    | 58%                      | 59%                 | 46%                   |
| <b>Age</b>               |            |                        |                          |                     |                       |
| 18-24                    | 12%        | 38%                    | 17%                      | 18%                 | 10%                   |
| 25-34                    | 23%        | 31%                    | 37%                      | 38%                 | 19%                   |
| 35-44                    | 27%        | 10%                    | 26%                      | 27%                 | 28%                   |
| 45-54                    | 19%        | 14%                    | 12%                      | 12%                 | 21%                   |
| 55 +                     | 19%        | 7%                     | 7%                       | 5%                  | 22%                   |
| <b>Education</b>         |            |                        |                          |                     |                       |
| < H.S. Grad              | 23%        | 35%                    | 23%                      | 15%                 | 23%                   |
| H.S. Grad                | 31%        | 24%                    | 34%                      | 38%                 | 30%                   |
| Post Second.             | 25%        | 24%                    | 26%                      | 27%                 | 25%                   |
| University +             | 21%        | 17%                    | 17%                      | 20%                 | 22%                   |
| <b>Employment Status</b> |            |                        |                          |                     |                       |
| Employed                 | 59%        | 38%                    | 64%                      | 71%                 | 58%                   |
| Unemployed               | 12%        | 35%                    | 19%                      | 6%                  | 10%                   |
| Not In Labour<br>Force   | 30%        | 27%                    | 17%                      | 24%                 | 32%                   |
| <b>Household Income</b>  |            |                        |                          |                     |                       |
| < \$20,000               | 26%        | 20%                    | 32%                      | 14%                 | 26%                   |
| \$20-30,000              | 22%        | 20%                    | 19%                      | 28%                 | 22%                   |
| \$30-40,000              | 16%        | 16%                    | 16%                      | 17%                 | 16%                   |
| \$40-50,000              | 11%        | 4%                     | 9%                       | 10%                 | 12%                   |
| \$50,000 +               | 25%        | 40%                    | 24%                      | 31%                 | 24%                   |
| <b>Mother Tongue</b>     |            |                        |                          |                     |                       |
| English                  | 61%        | 57%                    | 60%                      | 53%                 | 62%                   |
| French                   | 39%        | 43%                    | 40%                      | 47%                 | 38%                   |

**Table 9**  
**Demographic Profile By Participation Level - Charity Raffles**

| Characteristic           | Overall    | Once a Week<br>or More | Less Than<br>Once A Week | Not In<br>Past Year | Never<br>Participated |
|--------------------------|------------|------------------------|--------------------------|---------------------|-----------------------|
| <b>Overall Count</b>     | <b>800</b> | <b>12</b>              | <b>408</b>               | <b>68</b>           | <b>312</b>            |
| <b>Gender</b>            |            |                        |                          |                     |                       |
| Female                   | 50%        | 33%                    | 52%                      | 47%                 | 51%                   |
| Male                     | 50%        | 67%                    | 48%                      | 53%                 | 49%                   |
| <b>Age</b>               |            |                        |                          |                     |                       |
| 18-24                    | 12%        | 8%                     | 11%                      | 15%                 | 13%                   |
| 25-34                    | 23%        | 25%                    | 25%                      | 25%                 | 21%                   |
| 35-44                    | 27%        | 8%                     | 27%                      | 15%                 | 30%                   |
| 45-54                    | 19%        | 17%                    | 21%                      | 16%                 | 17%                   |
| 55 +                     | 19%        | 42%                    | 16%                      | 29%                 | 19%                   |
| <b>Education</b>         |            |                        |                          |                     |                       |
| < H.S. Grad              | 23%        | 17%                    | 16%                      | 24%                 | 32%                   |
| H.S. Grad                | 31%        | 8%                     | 32%                      | 25%                 | 31%                   |
| Post Second.             | 25%        | 8%                     | 27%                      | 28%                 | 24%                   |
| University +             | 21%        | 67%                    | 25%                      | 23%                 | 13%                   |
| <b>Employment Status</b> |            |                        |                          |                     |                       |
| Employed                 | 60%        | 50%                    | 65%                      | 50%                 | 52%                   |
| Unemployed               | 12%        | 8%                     | 11%                      | 13%                 | 14%                   |
| Not In Labour<br>Force   | 28%        | 42%                    | 24%                      | 37%                 | 34%                   |
| <b>Household Income</b>  |            |                        |                          |                     |                       |
| < \$20,000               | 26%        | -                      | 19%                      | 34%                 | 36%                   |
| \$20-30,000              | 22%        | 9%                     | 21%                      | 24%                 | 22%                   |
| \$30-40,000              | 16%        | 27%                    | 15%                      | 15%                 | 16%                   |
| \$40-50,000              | 11%        | 18%                    | 14%                      | 9%                  | 8%                    |
| \$50,000 +               | 25%        | 46%                    | 31%                      | 18%                 | 18%                   |
| <b>Mother Tongue</b>     |            |                        |                          |                     |                       |
| English                  | 60%        | 33%                    | 69%                      | 75%                 | 49%                   |
| French                   | 38%        | 67%                    | 31%                      | 25%                 | 51%                   |

**Baseline**

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**Table 10**  
**Demographic Profile By Participation Level - Card Games with Friends**

| Characteristic           | Overall    | Once a Week<br>or More | Less Than<br>Once A Week | Not In<br>Past Year | Never<br>Participated |
|--------------------------|------------|------------------------|--------------------------|---------------------|-----------------------|
| <b>Overall Count</b>     | <b>800</b> | <b>24</b>              | <b>110</b>               | <b>70</b>           | <b>596</b>            |
| <b>Gender</b>            |            |                        |                          |                     |                       |
| Female                   | 50%        | 42%                    | 43%                      | 43%                 | 53%                   |
| Male                     | 50%        | 58%                    | 57%                      | 57%                 | 47%                   |
| <b>Age</b>               |            |                        |                          |                     |                       |
| 18-24                    | 12%        | 13%                    | 21%                      | 13%                 | 11%                   |
| 25-34                    | 23%        | 35%                    | 31%                      | 29%                 | 21%                   |
| 35-44                    | 27%        | 13%                    | 31%                      | 20%                 | 28%                   |
| 45-54                    | 19%        | 9%                     | 12%                      | 22%                 | 21%                   |
| 55 +                     | 19%        | 30%                    | 5%                       | 16%                 | 19%                   |
| <b>Education</b>         |            |                        |                          |                     |                       |
| < H.S. Grad              | 23%        | 26%                    | 19%                      | 19%                 | 24%                   |
| H.S. Grad                | 31%        | 39%                    | 37%                      | 30%                 | 29%                   |
| Post Second.             | 25%        | 22%                    | 26%                      | 26%                 | 26%                   |
| University +             | 21%        | 13%                    | 18%                      | 25%                 | 21%                   |
| <b>Employment Status</b> |            |                        |                          |                     |                       |
| Employed                 | 60%        | 48%                    | 66%                      | 66%                 | 57%                   |
| Unemployed               | 12%        | 22%                    | 15%                      | 6%                  | 12%                   |
| Not In Labour<br>Force   | 28%        | 30%                    | 19%                      | 28%                 | 31%                   |
| <b>Household Income</b>  |            |                        |                          |                     |                       |
| < \$20,000               | 26%        | 33%                    | 21%                      | 21%                 | 28%                   |
| \$20-30,000              | 22%        | 29%                    | 18%                      | 16%                 | 23%                   |
| \$30-40,000              | 16%        | 19%                    | 16%                      | 16%                 | 15%                   |
| \$40-50,000              | 11%        | 5%                     | 13%                      | 15%                 | 11%                   |
| \$50,000 +               | 25%        | 14%                    | 32%                      | 32%                 | 23%                   |
| <b>Mother Tongue</b>     |            |                        |                          |                     |                       |
| English                  | 61%        | 40%                    | 61%                      | 70%                 | 61%                   |
| French                   | 39%        | 60%                    | 39%                      | 30%                 | 39%                   |



**Table 11**  
**Demographic Profile By Participation Level - Sports Betting with Friends**

| Characteristic           | Overall    | Once a Week<br>or More | Less Than<br>Once A Week | Not In<br>Past Year | Never<br>Participated |
|--------------------------|------------|------------------------|--------------------------|---------------------|-----------------------|
| <b>Overall Count</b>     | <b>800</b> | <b>14</b>              | <b>64</b>                | <b>51</b>           | <b>671</b>            |
| <b>Gender</b>            |            |                        |                          |                     |                       |
| Female                   | 50%        | 7%                     | 25%                      | 24%                 | 56%                   |
| Male                     | 50%        | 93%                    | 75%                      | 76%                 | 44%                   |
| <b>Age</b>               |            |                        |                          |                     |                       |
| 18-24                    | 12%        | 15%                    | 17%                      | 13%                 | 12%                   |
| 25-34                    | 23%        | 39%                    | 45%                      | 21%                 | 21%                   |
| 35-44                    | 27%        | 39%                    | 14%                      | 17%                 | 29%                   |
| 45-54                    | 19%        | 7%                     | 20%                      | 19%                 | 19%                   |
| 55 +                     | 19%        | -                      | 4%                       | 30%                 | 19%                   |
| <b>Education</b>         |            |                        |                          |                     |                       |
| < H.S. Grad              | 23%        | 8%                     | 13%                      | 23%                 | 24%                   |
| H.S. Grad                | 31%        | 46%                    | 33%                      | 29%                 | 30%                   |
| Post Second.             | 25%        | 23%                    | 29%                      | 15%                 | 26%                   |
| University +             | 21%        | 23%                    | 25%                      | 33%                 | 20%                   |
| <b>Employment Status</b> |            |                        |                          |                     |                       |
| Employed                 | 60%        | 77%                    | 75%                      | 57%                 | 57%                   |
| Unemployed               | 12%        | 15%                    | 9%                       | 18%                 | 12%                   |
| Not In Labour<br>Force   | 28%        | 8%                     | 16%                      | 25%                 | 31%                   |
| <b>Household Income</b>  |            |                        |                          |                     |                       |
| < \$20,000               | 26%        | 8%                     | 15%                      | 18%                 | 28%                   |
| \$20-30,000              | 22%        | 25%                    | 11%                      | 15%                 | 23%                   |
| \$30-40,000              | 16%        | 17%                    | 10%                      | 15%                 | 17%                   |
| \$40-50,000              | 11%        | 8%                     | 15%                      | 20%                 | 10%                   |
| \$50,000 +               | 25%        | 42%                    | 49%                      | 32%                 | 22%                   |
| <b>Mother Tongue</b>     |            |                        |                          |                     |                       |
| English                  | 61%        | 58%                    | 70%                      | 71%                 | 60%                   |
| French                   | 39%        | 42%                    | 30%                      | 29%                 | 40%                   |

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The following observations can be made from the preceding tables:

**Instant-win Lottery Tickets:** In 1992, males and those under 55 years of age were significantly more likely to have participated in this activity in the past year. In 1996, weekly players and non-players do not differ significantly on the basis of gender. Francophones are more likely than Anglophones to play on a weekly basis and significant differences within age groups were not found in 1996.

**6/49-type Lottery Tickets:** In 1992, males, Francophones, those between 25 and 54 years of age, those currently employed and those with a household income between \$20,000 and \$40,000 were significantly more likely to purchase 6/49-type tickets at least once a week. In 1996, only marginal differences in patterns were identified within sub-groups based on gender. In 1996, the primary player group was the 35-54 age group. Differences based on language group continued to be significant among regular players in 1996.

**Bingo or Televised Bingo:** In 1992, females and Francophones were significantly more likely to participate in this activity at least once a week. In 1996, the same pattern continued.

**Video Gambling:** In 1992, males, those under 25 years of age, and those in the workforce were significantly more likely to participate in this activity at least once a week.

In 1996:

- males are overwhelmingly more likely to be the regular, weekly players than are females;
- patterns appear to change in relation to weekly play and age; the data suggest that weekly participation is more likely for those under the age of 35 and less likely for those over the age of 35;
- the unemployed are over-represented among weekly players; and
- differences between the two primary language groups have diminished over the past three to four years.

**Charity Raffles:** in 1992, Anglophones, those with a household income greater than \$50,000, those employed and those with some university education were significantly more likely to have participated in this activity in the past year. In 1996, Francophones are more likely to participate weekly, as are males and those with higher incomes and higher education.

**Cards With Friends:** In 1992, males and those under 35 years of age were significantly more likely to have participated in this activity in the past year. In 1996, weekly players were more likely to be males between the ages of 25-34 or over the age of 55, not employed and with lower incomes. Francophones were also more likely to be in the regular player group.

**Sports Betting With Friends:** In 1992, males, those 35-44 years of age, those with some university education and those with a household income greater than \$50,000 were significantly more likely to have participated in this activity in the past year. In 1996, this wagering activity remains a predominately male activity; however, it appears that the weekly participant is more likely to have a high school education, be between the ages of 25 and 44 years and be employed with a higher income.

As with other information reported within sub-groups, the demographic profiles and observations should be considered more indicative of potential patterns and not as precise confirmation of patterns.

### Conversion Rates

The Conversion Rate is used in gambling-related studies to provide a measure of the rate at which those who try a particular gaming activity are likely to become regular players. The Conversion Rate is the ratio of the percentage of those who participate in a particular activity regularly to the total who have ever tried that activity. The following tables demonstrate the conversion rates for New Brunswick in 1996 and 1992.

**Table 12**  
**Conversion Rates**

| Type of Gaming Activity                 | Ever Played | Play Weekly | Conversion Rate |
|---|-------------|-------------|-----------------|
| <b>Lottery Tickets - Instant-win</b>    |             |             |                 |
| 1996                                    | 64%         | 13%         | 20%             |
| 1992                                    | 56%         | 10%         | 18%             |
| <b>Lottery Tickets - 6/49-Type</b>      |             |             |                 |
| 1996                                    | 76%         | 33%         | 43%             |
| 1992                                    | 68%         | 30%         | 44%             |
| <b>Video Gaming</b>                     |             |             |                 |
| 1996                                    | 23%         | 4%          | 17%             |
| 1992                                    | 20%         | 5%          | 25%             |
| <b>Bingo</b>                            |             |             |                 |
| 1996                                    | 27%         | 5%          | 19%             |
| 1992                                    | 28%         | 3%          | 11%             |
| <b>Raffles</b>                          |             |             |                 |
| 1996                                    | 61%         | 2%          | 3%              |
| 1992                                    | 57%         | 2%          | 4%              |
| <b>Regular Card Games/Friends</b>       |             |             |                 |
| 1996                                    | 26%         | 3%          | 12%             |
| 1992                                    | 27%         | 3%          | 11%             |
| <b>Sports Betting with Friends/Pool</b> |             |             |                 |
| 1996                                    | 16%         | 2%          | 12%             |
| 1992                                    | 18%         | 1%          | NA              |
| <b>Horse Races</b>                      |             |             |                 |
| 1996                                    | 14%         | <1%         | NA              |
| 1992                                    | 14%         | <1%         | NA              |
| <b>Video Machines at a Casino</b>       |             |             |                 |
| 1996                                    | 12%         | 0%          | NA              |
| 1992                                    | 8%          | <1%         | NA              |
| <b>Dice or Card Games at a Casino</b>   |             |             |                 |
| 1996                                    | 4%          | 0%          | NA              |
| 1992                                    | 4%          | NA          | NA              |
| <b>Sports with a Bookie</b>             |             |             |                 |
| 1996                                    | 1%          | 0%          | NA              |
| 1992                                    | <1%         | NA          | NA              |
| <b>High Risk Stocks</b>                 |             |             |                 |
| 1996                                    | 6%          | 0%          | NA              |
| 1992                                    | 3%          | <1%         | NA              |

Table 13  
Conversion Rates Comparison

| Type of Gaming Activity           | NB<br>1996 | NB<br>1992 |
|-----------------------------------|------------|------------|
| Lottery Tickets - Instant-win     | 20%        | 18%        |
| Lottery Tickets - 6/49-Type       | 43%        | 44%        |
| Video Gaming                      | 18%        | 25%        |
| Bingo                             | 19%        | 11%        |
| Regular Card Games                | 12%        | 11%        |
| Sports Betting with Friends/Pools | 12%        | NA         |

Significant increases in the Conversion Rates were found among bingo and sports betting participants. A significant decrease was observed for video gaming.

### Motivations for Gaming Activity

Following the questions to determine the respondents' participation in different types of gambling activities, all those who had participated in at least one type of activity were asked if they participated in various wagering activities for any of a series of eight possible reasons.

Table 14 provides an overall summary of the reasons/motivations indicated for involvement in wagering or betting activity in the current and past survey. It is noted that Table 14 is based on a multiple response item (respondents could indicate more than one motivation; therefore, the column does not sum to 100%).

Based on the information collected over the two survey periods, it appears that little has changed in terms of motivations for participation. If one assumes that "support for worthy causes" is the most socially acceptable response and, therefore, could be excluded from consideration of motivations, one can infer that people tend to participate in wagering activities in order to win money and for the excitement generated by the activity.

**Table 14**  
**Motivations for Gaming**

|                             | 1996  | 1992  |
|-----------------------------|-------|-------|
|                             | n=738 | n=697 |
| To Socialize                | 40%   | 42%   |
| For Excitement or Challenge | 49%   | 51%   |
| As a Hobby                  | 29%   | 26%   |
| To Win Money                | 73%   | 73%   |
| To Support Worthy Causes    | 65%   | 64%   |
| To Satisfy Curiosity        | 38%   | 35%   |
| Fun or Entertainment        | 68%   | 69%   |
| Distraction from Problems   | 18%   | 15%   |
| Other Reasons               | 3%    | 2%    |

### Measures of Gaming Activity

As a part of the framework for analysis, Baseline constructed three indices which serve to measure and identify the overall involvement in gaming activities of New Brunswickers.

Each index is based on a summing of the different types of gaming activities in which respondents have participated. Each index ranges from a score of '0', signifying participation in no activity, to a score of '12', which represents participation (at whichever frequency) in each of the 12 different gaming activities included in this study.

The three indices constructed are described as follows:

- Index 1: This index provides a measure of the range of gaming activities in which a participant has ever participated, referred to in tables as **Lifetime**.
- Index 2: This index provides a measure or description of the range of involvement of participants in gaming activities within the past year, referred to in tables as **Recent**.

Index 3: This index provides a measure of the range of gaming activities in which respondents participate at least once a week or more, referred to in tables as **Regular**.

The following table provides a summary of the scoring of the total sample on each of these indices.

| Table 15<br>Index Of Gaming Activities<br>All Respondents |                |      |              |      |               |      |
|---|----------------|------|--------------|------|---------------|------|
| # of Gaming Activities                                    | Lifetime Index |      | Recent Index |      | Regular Index |      |
| # Games   | 1992           | 1996 | 1992         | 1996 | 1992          | 1996 |
| 0   | 13%            | 8%   | 20%          | 15%  | 64%           | 59%  |
| 1   | 11%            | 10%  | 20%          | 14%  | 23%           | 26%  |
| 2   | 20%            | 13%  | 23%          | 25%  | 9%            | 13%  |
| 3   | 19%            | 19%  | 17%          | 21%  | 3%            | 2%   |
| 4   | 15%            | 16%  | 12%          | 14%  | <1%           | <1%  |
| 5   | 12%            | 13%  | 5%           | 7%   | <1%           | <1%  |
| 6   | 7%             | 7%   | 3%           | 3%   | <1%           | <1%  |
| 7   | 2%             | 6%   | 1%           | 2%   | 0%            | 0%   |
| 8   | 2%             | 3%   | <1%          | <1%  | 0%            | 0%   |
| 9   | <1%            | 2%   | <1%          | 0%   | 0%            | 0%   |
| 10  | <1%            | 2%   | 0%           | 0%   | 0%            | 0%   |
| 11  | 0%             | <1%  | 0%           | 0%   | 0%            | 0%   |
| 12  | <1%            | 0%   | 0%           | 0%   | 0%            | 0%   |

The information in Table 15 provides the basis for the following observations:

- the percentage of respondents who have had experience with at least one gaming activity has increased by approximately 5% over the 1992-

1996 period and that increase in experience is reflected in the recent and regular indices; and

- patterns for recent and regular participation indicate only minor changes from the 1992 study:
  - a lower percentage of respondents were involved in only one gaming activity while a higher percentage have been involved in 3-4 gaming activities in the past year; and
  - the percentage of respondents involved in 2 - 3 weekly activities has increased slightly.

It would appear, based on the information presented in Table 4A and Table 15, that the increased experience with wagering activity could be attributed to increases in participation with lottery tickets, raffles, video gaming and casino gaming.

To further explore participation in gaming activity, Baseline constructed revised indices which were based on only those respondents who had participated in a gaming activity in the specified period. Since this approach was also used in the 1992 survey, comparative information is presented in Table 16.



Table 16  
Revised Index of Gaming Activities  
(Players Only)

| # of<br>Gaming<br>Activities | Lifetime<br>Index |       | Recent<br>Index |       | Regular<br>Index |       |
|------------------------------|-------------------|-------|-----------------|-------|------------------|-------|
|                              | 1996              | 1992  | 1996            | 1992  | 1996             | 1992  |
|                              | n=738             | n=697 | n=678           | n=640 | n=330            | n=287 |
| 1                            | 10%               | 12%   | 16%             | 25%   | 63%              | 65%   |
| 2                            | 15%               | 22%   | 30%             | 28%   | 30%              | 24%   |
| 3                            | 21%               | 22%   | 25%             | 21%   | 6%               | 7%    |
| 4                            | 18%               | 17%   | 17%             | 15%   | <1%              | 2%    |
| 5                            | 14%               | 13%   | 8%              | 6%    | <1%              | 1%    |
| 6                            | 8%                | 8%    | 3%              | 4%    | <1%              | 1%    |
| 7                            | 6%                | 3%    | 2%              | 1%    | 0%               | 0%    |
| 8                            | 4%                | 2%    | <1%             | <1%   | 0%               | 0%    |
| 9                            | 2%                | <1%   | 0%              | <1%   | 0%               | 0%    |
| 10                           | 2%                | <1%   | 0%              | 0%    | 0%               | 0%    |
| 11                           | <1%               | 0%    | 0%              | 0%    | 0%               | 0%    |
| 12                           | 0%                | <1%   | 0%              | 0%    | 0%               | 0%    |

Based on information in Table 16:

- among those who gamble at least once a week or more, 63% are involved with one type of gaming activity (compared to 65% in 1992) and 30% are involved with two different gaming activities (compared to 24% in 1992); approximately 99% of the gaming for regular players involves no more than three different gaming activities;
- among those who have gambled in the past year, approximately 71% have bet or spent money on no more than three different types of gaming activities; in 1992, 74% had been involved with no more than three different activities; and

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- the overall patterns suggest that there has been only marginal change in the number of activities with which weekly (regular) players are involved.

Building on these three indices, Baseline constructed a classification of survey respondents based on their participation in the different gaming activities. The classifications are as follows and are mutually exclusive with, for example, regular gamblers excluded for the counts in the two other gambling categories:

Table 17  
Survey Respondent Classifications

|                     |  |
|---------------------|--|
| Non-Gamblers        | Participants who have never participated in any of the gaming activities explored in the survey.     |
| Infrequent Gamblers | Those who have participated in at least one gaming activity at some point in their life.             |
| Occasional Gamblers | Participants who have bet or spent money on at least one gaming activity in the past year.           |
| Regular Gamblers    | Participants who bet or spent money on at least one gaming activity regularly - once a week or more. |

The information in Table 17A demonstrates the application of this classification to the overall sample (the reader will note the inclusion of the non-gambler). Because Table 17A is based on the total sample, inference can be made from this table to the total adult population of New Brunswick, suggesting that 41% of New Brunswickers,  $\pm 2\%$ , participate in some type of gaming activity on a weekly basis. This represents an overall increase of 6% from the regular participation reported from the 1992 survey.

Table 17A  
Classification of Gamblers

| Classification      | 1996 |     | 1992 |     |
|---------------------|------|-----|------|-----|
|                     | n    | %   | n    | %   |
| Non-gamblers        | 62   | 8%  | 104  | 13% |
| Infrequent Gamblers | 60   | 8%  | 57   | 7%  |
| Occasional Gamblers | 348  | 43% | 353  | 44% |
| Regular Gamblers    | 330  | 41% | 287  | 36% |

The data (Table 17A) suggests that there has been an increase in gaming participation of 5%, overall, and a slight change in the distribution of gamblers across groupings with a 1% increase in infrequent gambling, a 1% decrease in occasional activity and a 5% increase in regular activity. The data suggests that more people are participating and that more people are participating on a regular basis.

Table 18 and Table 18A provide a profile of these four groups.

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**Table 18**  
**Demographic Profile of Gambler Classifications**  
**(N=800)**

|                       | Overall | Non<br>Gamblers | Infrequent<br>Gamblers | Occasional<br>Gamblers | Regular<br>Gamblers |
|-----------------------|---------|-----------------|------------------------|------------------------|---------------------|
| <b>Age*</b>           |         |                 |                        |                        |                     |
| 18-24                 | 12%     | 8%              | 25%                    | 14%                    | 9%                  |
| 25-34                 | 23%     | 17%             | 18%                    | 25%                    | 24%                 |
| 35-44                 | 27%     | 20%             | 11%                    | 29%                    | 29%                 |
| 45-54                 | 19%     | 20%             | 19%                    | 15%                    | 23%                 |
| 55 +                  | 19%     | 35%             | 27%                    | 17%                    | 15%                 |
| <b>Gender</b>         |         |                 |                        |                        |                     |
| Women                 | 50%     | 50%             | 52%                    | 53%                    | 47%                 |
| Men                   | 50%     | 50%             | 48%                    | 47%                    | 53%                 |
| <b>Language Group</b> |         |                 |                        |                        |                     |
| Anglophone            | 61%     | 71%             | 67%                    | 65%                    | 54%                 |
| Francophone           | 39%     | 29%             | 33%                    | 35%                    | 46%                 |
| <b>Income Level</b>   |         |                 |                        |                        |                     |
| < \$20,000            | 26%     | 41%             | 46%                    | 28%                    | 20%                 |
| \$20-29,999           | 22%     | 24%             | 15%                    | 22%                    | 22%                 |
| \$30-39,999           | 16%     | 16%             | 15%                    | 11%                    | 20%                 |
| \$40-49,999           | 11%     | 8%              | 7%                     | 13%                    | 11%                 |
| > \$50,000            | 25%     | 11%             | 17%                    | 26%                    | 27%                 |

Table 18A  
Demographic Profile of Gambler Classifications  
(N=800)

|                                 | Overall | Non<br>Gamblers | Infrequent<br>Gamblers | Occasional<br>Gamblers | Regular<br>Gamblers |
|---------------------------------|---------|-----------------|------------------------|------------------------|---------------------|
| <b>Education Level</b>          |         |                 |                        |                        |                     |
| Without a HS                    |         |                 |                        |                        |                     |
| Diploma                         | 23%     | 34%             | 29%                    | 21%                    | 22%                 |
| HS Graduate                     | 31%     | 30%             | 29%                    | 28%                    | 34%                 |
| Post Secondary                  | 25%     | 21%             | 28%                    | 23%                    | 28%                 |
| University (any)                | 21%     | 15%             | 14%                    | 28%                    | 16%                 |
| <b>Labour Force<br/>Status*</b> |         |                 |                        |                        |                     |
| Employed                        | 58%     | 36%             | 50%                    | 59%                    | 63%                 |
| Unemployed                      | 12%     | 11%             | 12%                    | 11%                    | 14%                 |
| NILF                            | 30%     | 53%             | 38%                    | 30%                    | 23%                 |
| <b>Region</b>                   |         |                 |                        |                        |                     |
| Bathurst                        | 14%     | 8%              | 8%                     | 13%                    | 18%                 |
| Campbellton                     | 7%      | 3%              | 8%                     | 6%                     | 8%                  |
| Miramichi                       | 5%      | 3%              | 2%                     | 6%                     | 5%                  |
| Edmundston                      | 7%      | 5%              | 10%                    | 6%                     | 8%                  |
| Fredericton                     | 17%     | 18%             | 15%                    | 18%                    | 16%                 |
| Moncton                         | 22%     | 31%             | 27%                    | 20%                    | 22%                 |
| Saint John                      | 19%     | 18%             | 15%                    | 21%                    | 18%                 |
| St. Stephen                     | 4%      | 3%              | 7%                     | 5%                     | 2%                  |
| Woodstock                       | 5%      | 11%             | 8%                     | 5%                     | 3%                  |

\* Statistically significant differences between groups.

Based on the information in these tables, Baseline can make the following observations:

- while the data collected in 1992 suggests that the younger the age of a respondent, the greater the likelihood that s/he participates in gaming activities; it appears that younger respondents, as a whole, do not differ significantly in 1996; it also appears that the older respondents, as a whole, are more likely to be disproportionately represented in the non-gambler category;
- as in 1992, women are more likely to be classified as occasional gamblers while men are more likely to be classified as regular gamblers;

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- lower income participants are more likely to be included in the non-gambler and infrequent gambler categories and under-represented in the regular gambler category;
- Francophones are more likely than Anglophones to be classified as regular gamblers;
- employed people are over represented in the group of regular gamblers while those not in the labour force (NILF) are under-represented, a pattern also demonstrated in 1992; and
- in 1992, those with a high school education or less were over-represented among regular gamblers while those with some level of university education were under-represented; such patterns are not demonstrated in the current survey.

The following table summarizes the regular gaming activities for those who bet or spend money on gaming activities once a week or more often.

| Table 19<br>Gaming Activities for Regular Gamblers |                 |                 |
|--|-----------------|-----------------|
| Type of Gaming Activity                            | 1996<br>(n=330) | 1992<br>(n=287) |
| Instant-win Tickets                                | 31%             | 28%             |
| 6/49-type Tickets                                  | 79%             | 82%             |
| Bingo  | 12%             | 9%              |
| Raffles  | 4%              | 4%              |
| Video Gambling                                     | 9%              | 14%             |
| Video Machines - Casino                            | 0%              | <1%             |
| Card Games with Friends                            | 7%              | 8%              |
| Dice/Cards at a Casino                             | 0%              | NA              |
| Sports Betting with Friends                        | 4%              | 4%              |
| Sports with a Bookie                               | 0%              | NA              |
| Horse Racing                                       | <1%             | <1%             |
| Stock Market Risks                                 | <1%             | <1%             |

While a 5% decrease was observed in video gaming for regular gamblers, the other patterns reported in 1996 are basically similar to those reported in 1992.

## Measure of Problem Gambling

### The Measurement Instrument

The SOGS consists of a standardized twenty-item index designed to provide a measure of problem gambling activity. The specific wording for the items on which the index is based is found in the questionnaire in Appendix A. The validity of this measure has been confirmed both through extensive academic research and through repeated use of the SOGS in gaming-related studies.

The SOGS used in this study provides two measures: a lifetime and current measure of the amount of problem and probable pathological gambling. The Lifetime Measure provides the basis of comparison for the prevalence of problem gambling in New Brunswick with those found in other studies. The Current Measure (based on activities 'in the past year') provides the basis for measurement of change over the 1992-1996 period.

### Application and Scoring of SOGS

Each person who had participated in any type of gambling activity in their lifetime (n=738) was asked the series of standardized questions which constitute the SOGS. Table 20 presents a summary of responses to the items presented from both surveys. The reader should note that the Current Measure is based on the respondent's indication that they had a particular experience/feeling in the past year.

The numbers in parentheses (in Table 20) refer to the questionnaire item which can provide the specific wording for each item (see Appendix A).

Table 20  
Problem Gambling Behaviours  
1992-95 Comparisons

| Has the respondent:   | # of Respondents<br>Scoring on the Item |                    |
|---|---|--------------------|
|   | Lifetime<br>Measure                     | Current<br>Measure |
| Gone back on another day to win back money lost in gambling (Q10 - 1992)<br>(PAGE 180,181 - 1996)                       | 29<br>27                                | 27<br>26           |
| Claimed to be winning money from gambling when, in fact, they lost (Q11 - 1992)<br>(PAGE 182,183 - 1996)                | 29<br>41                                | 21<br>35           |
| Spent more time or money on gambling than intended (Q12 - 1992)<br>(PAGE 184,185 - 1996)                                | 90<br>87                                | 73<br>65           |
| Been criticised for their gambling (Q13 - 1992)<br>(PAGE 186,187 - 1996)  | 40<br>42                                | 27<br>34           |
| Felt guilty about the way they gambled or about what happened when they gambled (Q14 - 1992)<br>(PAGE 188,189 - 1996)   | 43<br>56                                | 29<br>39           |
| Felt they would like to stop gambling but did not feel that they could (Q15 - 1992)<br>(PAGE 190,191 - 1996)            | 24<br>25                                | 17<br>17           |
| Hidden betting slips, lottery tickets, gambling money or other signs of gambling (Q16 - 1992)<br>(PAGE 192,193 - 1996)  | 7<br>15                                 | 5<br>14            |
| Argued with others in their home over how they handled money related to gambling (Q17A - 1992)<br>(PAGE 195,196 - 1996) | 10<br>10                                | 8<br>9             |
| Missed time from work or school due to gambling (Q18 - 1992)<br>(PAGE 197,198 - 1996)                                   | 1<br>2                                  | 1<br>2             |
| Borrowed money and not paid the money back due to gambling (Q19 - 1992)<br>(PAGE 199,200 - 1996)                        | 1<br>6                                  | 1<br>5             |
| Borrowed from household money for gambling (Q20 - 1992)<br>(PAGE 201,202 - 1996)  | 18<br>13                                | 14<br>10           |
| Borrowed from spouse or partner for gambling (Q21 - 1992)<br>(PAGE 203,204 - 1996)                                      | 41<br>24                                | 26<br>20           |
| Borrowed from other relatives for gambling (Q22 - 1992)<br>(PAGE 205,206 - 1996)  | 16<br>13                                | 10<br>11           |
| Obtained loans from banks or credit unions for gambling (Q23 - 1992)<br>(PAGE 207,208 - 1996)                           | -<br>5                                  | -<br>3             |
| Used cash withdrawals from credit cards for gambling (Q24 - 1992)<br>(PAGE 209,210 - 1996)                              | 15<br>12                                | 9<br>6             |
| Obtained money from loan sharks for gambling (Q25 - 1992)<br>(PAGE 211,212 - 1996)                                      | -<br>-                                  | -<br>-             |
| Cashed in stocks, bonds or other securities for gambling (Q26 - 1992)<br>(PAGE 213,214 - 1996)                          | 1<br>4                                  | 1<br>2             |
| Sold personal or family property to obtain money for gambling (Q27 - 1992)<br>(PAGE 215,216 - 1996)                     | 4<br>5                                  | 2<br>3             |
| Written bad checks to finance gambling (Q28 - 1992)<br>(PAGE 217,218 - 1996)  | 2<br>3                                  | 1<br>3             |
| Felt they had a problem with gambling (Q30 - 1992)<br>(PAGE 221,222 - 1996)   | 12<br>13                                | 7<br>10            |



In scoring the index, a value of '1' was given to all positive responses to the scale items contained in Table 20. Summing positive responses across all respondents, the scale could be measured in equal intervals from 0-20. It is noted that those who never participated in a gaming activity were not asked the SOGS questions and are assigned a score of '0' on the Measure. Table 21 summarizes scoring in 1996.

Table 21  
Scoring - Modified South Oaks Scale  
(N=800)

| Standard Classification | Scale Score | Lifetime         |         | Current          |         |
|-------------------------|-------------|------------------|---------|------------------|---------|
|                         |             | # of Respondents | Percent | # of Respondents | Percent |
| Not At Risk             | 0           | 615              | 76.9    | 663              | 82.9    |
|                         | 1           | 103              | 12.9    | 78               | 9.8     |
|                         | 2           | 42               | 5.3     | 26               | 3.3     |
| Problem                 | 3           | 15               | 1.9     | 10               | 1.3     |
|                         | 4           | 6                | .8      | 5                | .6      |
| Probable Pathological   | 5           | 4                | .5      | 5                | .6      |
|                         | 6           | 3                | .4      | 4                | .5      |
|                         | 7           | 6                | .8      | 3                | .4      |
|                         | 8           | --               |         | 1                | .1      |
|                         | 9           | 1                | .1      | 2                | .3      |
|                         | 10          | 2                | .3      | --               | --      |
|                         | 11          | --               | --      | --               | --      |
|                         | 12          | 1                | .1      | 1                | .1      |
|                         | 13          | 2                | .3      | 2                | .3      |

Averaging scale scores across respondents, the Lifetime Measure mean score was .504 with a standard deviation of 1.399 and the Current Measure mean score was .393 with a standard deviation of 1.301, essentially unchanged from 1992.

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As noted in the standard classification column in Table 21, a score of 3-4 suggests a problem gambler and a score of 5 or more suggests a probable pathological gambler. Based on the scoring in this study, 40 people received a score of 3 or more on the SOGS (lifetime) and 33 people scored 3 or more on the Current Measure.

### Prevalence of Problem Gambling

Prevalence estimates are based on the total population. Therefore, the following table presents the prevalence patterns based on the total sample of 800 respondents in order to be used as an estimator (within the margin of error for a sample of this size) for the total population.

Table 21A presents a comparative summary of the scoring for SOGS in 1992 and 1996.

| Table 21A<br>Prevalence Patterns for Problem Gambling In New Brunswick |                  |                 |                  |                  |
|--|------------------|-----------------|------------------|------------------|
| Standard Gambler<br>Classification                                     | Lifetime Measure |                 | Current Measure  |                  |
|  | 1996<br>(n=800)  | 1992<br>(n=800) | 1996<br>(n=800)  | 1992<br>(n=800)  |
| No Problem   | 95.0%<br>(n=760) | 94%<br>(n=752)  | 95.9%<br>(n=767) | 95.5%<br>(n=764) |
| Problem  | 2.6%<br>(n=21)   | 4%<br>(n=32)    | 1.9%<br>(n=15)   | 3.13%<br>(n=25)  |
| Probable<br>Pathological   | 2.4%<br>(n=19)   | 2%<br>(n=16)    | 2.2%<br>(n=18)   | 1.37%<br>(n=11)  |

Based on the information in Table 21A, the following observations can be made:

- the actual percentage of the population at risk, based on the Lifetime Measure, has decreased by 1% over the two survey periods;

- there has been a decrease in the overall prevalence of problem gambling, from 6% in 1992 to 5% in 1996 and there has also been a shift within problem categories with a decrease of approximately 1.4% in problem gambling and an increase of .4% in probable pathological;
- basically similar patterns can be observed based on the Current Measure although the changes within categories are somewhat smaller; and
- the overall patterns suggest that there have been no statistically significant changes in overall prevalence figures for New Brunswick over the four-year period using either measure.

Table 21B presents a summary of comparable information from other recent prevalence studies using the SOGS Current Measure.

| Table 21B<br>Comparative Prevalence Statistics (*)<br>SOGS Current Measure |       |      |      |      |      |      |      |      |
|--|-------|------|------|------|------|------|------|------|
|  | NB    | NB   | MB   | MB   | SD   | SD   | MN   | MN   |
| Study Date   | 1992  | 1996 | 1993 | 1995 | 1991 | 1993 | 1990 | 1994 |
| Sample Size  | 800   | 800  | 1212 | 1207 | 1560 | 1767 | 1251 | 1028 |
| SOGS Current   |       |      |      |      |      |      |      |      |
| Problem  | 3.13% | 1.9% | 2.9% | 2.4% | 0.8% | 0.7% | 1.6% | 3.2% |
| Probable<br>Pathological   | 1.37% | 2.2% | 1.3% | 1.9% | 0.6% | 0.5% | 0.9% | 1.2% |

(\*) Manitoba Studies completed by Criterion Research Corporation for the Manitoba Lotteries Commission, with Volberg as Consultant; South Dakota Studies directed by Volberg; and the Minnesota studies were completed by J. Clark Laudergeran and associates at the Centre for Addition Studies, University of Minnesota, Duluth.

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### Profile of Standard SOGS Classifications

In all studies of this type, the researchers present the information collected for the different gambling classifications in order to provide a preliminary understanding of the gaming-related patterns and demographic profiles of the people within the different classifications. However, it is necessary to attach a proviso to the information to be presented. The samples for problem ( $n=21$ ) and probable pathological ( $n=19$ ) gamblers are very small. Therefore, it is important that the information be used with caution when attempting to generalize to the total population. We present this information as indicative of trends or patterns rather than as precise measures of all sub-group characteristics.

We also call attention to the fact that the information on gaming behaviour is based on the sample of respondents ( $n=738$ ) who have participated, at some point in their lives, in some type of gaming activity. As is the standard practice for analysis of this type of data, the 62 respondents with no experience with gaming were excluded.

The following table provides a demographic profile of respondents who fall within each of the standard classifications using the SOGS - Lifetime Measure.

Table 22  
Demographic Profile of SOGS - Lifetime Classifications

| Demographic Characteristics | Overall (n=738) | Non-Risk (n=698) | Problem Gamblers (n=21) | Probable Pathological (n=19) |
|-----------------------------|-----------------|------------------|-------------------------|------------------------------|
| <b>Gender</b>               |                 |                  |                         |                              |
| Women                       | 50%             | 51%              | 38%                     | 42%                          |
| Men                         | 50%             | 49%              | 62%                     | 58%                          |
| <b>Age</b>                  |                 |                  |                         |                              |
| 18-24                       | 13%             | 11%              | 30%                     | 32%                          |
| 24-34                       | 24%             | 24%              | 15%                     | 32%                          |
| 35-44                       | 27%             | 28%              | 25%                     | 26%                          |
| 45-54                       | 19%             | 20%              | 20%                     | -                            |
| 55+                         | 17%             | 17%              | 10%                     | 11%                          |
| <b>Education Level</b>      |                 |                  |                         |                              |
| < H.S. Grad                 | 22%             | 21%              | 45%                     | 21%                          |
| H.S. Grad                   | 31%             | 30%              | 25%                     | 53%                          |
| Post Secondary              | 26%             | 27%              | 10%                     | 11%                          |
| University                  | 21%             | 22%              | 20%                     | 16%                          |
| <b>Employment (1)</b>       |                 |                  |                         |                              |
| Employed                    | 60%             | 61%              | 29%                     | 52%                          |
| Unemployed                  | 12%             | 11%              | 43%                     | 16%                          |
| Not In Labour Force         | 28%             | 28%              | 28%                     | 32%                          |
| <b>Income Level</b>         |                 |                  |                         |                              |
| Under \$20,000              | 25%             | 25%              | 50%                     | 28%                          |
| \$20 - 29,999               | 21%             | 21%              | 28%                     | 11%                          |
| \$30 - 39,999               | 16%             | 16%              | -                       | 22%                          |
| \$40 - 49,999               | 11%             | 11%              | 11%                     | 11%                          |
| \$50,000 +                  | 26%             | 27%              | 11%                     | 28%                          |
| <b>Mother Tongue</b>        |                 |                  |                         |                              |
| English                     | 60%             | 61%              | 35%                     | 50%                          |
| French                      | 40%             | 39%              | 65%                     | 50%                          |
| <b>Marital Status (1)</b>   |                 |                  |                         |                              |
| Married                     | 65%             | 66%              | 55%                     | 37%                          |
| Prev. Married               | 14%             | 14%              | -                       | 10%                          |
| Never Married               | 21%             | 20%              | 45%                     | 53%                          |

(1) Statistically significant differences ( $p=.00038$ )

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The information in Table 22 provides the basis for the observations which follow:

- The statistically significant differences identified were based on employment and marital status. The percentage of unemployed and never married in the problem categories are the major contributors to the tests of significance.
- Other, perhaps important if not statistically significant, observations include:
  - males are disproportionately represented in the problem categories;
  - it appears that the peak incidence of problem gambling is prior to the age of 45;
  - problem gamblers tend to have a high school education or less; and
  - Francophones are disproportionately represented in the problem categories.

These observations are essentially similar to those which resulted from the 1992 study.

In order to provide a profile of the gaming activity of respondents within the different classifications, the South Oaks Gambling Screen was cross-referenced to the gaming activity index. This relationship is demonstrated in Table 23.

**Table 23**  
**Scale Score by Gambling Frequency Index**  
**(n=738)**

| Lifetime<br>SOGS Score | Level of Gaming Activity |      |                       |      |                      |      |
|------------------------|--------------------------|------|-----------------------|------|----------------------|------|
|                        | Infrequent<br>(n=60)     |      | Occasional<br>(n=348) |      | Regularly<br>(n=330) |      |
|                        | 1996                     | 1992 | 1996                  | 1992 | 1996                 | 1992 |
| 0                      | 85%                      | 84%  | 82%                   | 84%  | 66%                  | 64%  |
| 1                      | 12%                      | 9%   | 11%                   | 9%   | 17%                  | 17%  |
| 2                      | 2%                       | 4%   | 5%                    | 4%   | 8%                   | 7%   |
| 3                      | 1%                       | 1%   | 1%                    | 1%   | 3%                   | 5%   |
| 4                      | -                        | -    | <1%                   | 1%   | 2%                   | 4%   |
| 5                      | -                        | -    | <1%                   |      | 1%                   | 2%   |
| 6                      | -                        | -    | <1%                   | <1%  | <1%                  | -    |
| 7                      | -                        | -    | -                     | -    | 2%                   | <1%  |
| 9                      | -                        | -    | -                     | -    | <1%                  | <1%  |
| 11                     | -                        | 2%   | -                     | <1%  | <1%                  | -    |
| 12                     | -                        | -    | -                     | -    | <1%                  | <1%  |
| 13                     | -                        | -    | -                     |      | <1%                  | -    |

Table 24 presents the SOGS scores collapsed into categories and cross-referenced with the participation indices.

**Table 24**  
**Gambling Frequency by Problem Gamblers**

| Activity<br>Index | All<br>Gamblers |      | No Problem |      | Problem<br>Gamblers |      | Probable<br>Pathological |       |
|-------------------|-----------------|------|------------|------|---------------------|------|--------------------------|-------|
|                   | 1996            | 1992 | 1996       | 1992 | 1996                | 1992 | 1996                     | 1992  |
| Infrequent        | 8%              | 8%   | 9%         | 8%   | 5%                  | -    | -                        | 12.5% |
| Occasional        | 47%             | 51%  | 49%        | 53%  | 28%                 | 25%  | 11%                      | 12.5% |
| Regular           | 45%             | 41%  | 42%        | 39%  | 67%                 | 75%  | 89%                      | 75.0% |

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The information in Table 24 confirms the relationship between problem behaviour and participation and is statistically significant (at .00039).

Table 25 presents a summary of the information collected based on the assumption that the SOGS Lifetime score is dependent upon the level of participation in gaming activity.

| Table 25<br>SOGS Lifetime by Gambling Participation |            |            |         |
|---|------------|------------|---------|
| SOGS Classification                                 | Infrequent | Occasional | Regular |
| Not at Risk   | 98.3%      | 97.7%      | 90.6%   |
| Problem Gamblers                                    | 1.7%       | 1.7%       | 4.2%    |
| Probable Pathological                               | —          | .6%        | 5.2%    |

The relationship between variables in Table 25 is statistically significant ( $p=.00039$ ) and provides the basis for the following observations:

- the infrequent gambler is least likely to demonstrate problem gambling behaviour: 98% of those who participate in gaming activities infrequently do not have a problem with gaming, according to the application of the SOGS; the comparable percentage for regular gamblers is 91%;
- as participation increases, so does the incidence of problem behaviour; and
- among occasional gamblers, those who have played in the past year but not regularly ( $n=348$ ), 2.3% scored 3 or more on the SOGS, suggesting a problem with gambling.

Combining the information in Table 24 and Table 25 leads to the following observations:

- problem gamblers are most closely associated with regular (weekly) gaming activity; but



- less than 10% of weekly players show problem gambling behaviour.

Table 26 presents information on SOGS (Lifetime) in relation to specific gaming activities. This table provides information which is based on specific players involved with a specific game.

| Table 26<br>Frequency of Participant and SOGS Lifetime Measure |            |             |                       |                  |        |
|--|------------|-------------|-----------------------|------------------|--------|
| Game/SOGS Lifetime Scoring                                     | Lifetime   |             | Frequency of Activity |                  |        |
|  | n=         | %           | Infrequent            | In the Past Year | Weekly |
| <b>Instant-Win (*)</b>   | <b>515</b> | <b>100%</b> |                       |                  |        |
| Not At Risk  | 478        | 92%         | 94%                   | 94%              | 87%    |
| Problem  | 19         | 4%          | 6%                    | 3%               | 4%     |
| Prob. Pathological   | 18         | 4%          | —                     | 3%               | 9%     |
| <b>649-Type</b>  | <b>607</b> | <b>100%</b> |                       |                  |        |
| Not At Risk  | 578        | 95%         | 100%                  | 96%              | 94%    |
| Problem  | 16         | 3%          | —                     | 2%               | 4%     |
| Prob. Pathological   | 13         | 2%          | —                     | 2%               | 2%     |
| <b>Video Gaming (*)</b>  | <b>186</b> | <b>100%</b> |                       |                  |        |
| Not At Risk  | 160        | 86%         | 94%                   | 91%              | 55%    |
| Problem  | 13         | 7%          | 6%                    | 7%               | 10%    |
| Prob. Pathological   | 13         | 7%          | —                     | 2%               | 35%    |
| <b>Horses Racing (*)</b>                                       | <b>110</b> | <b>100%</b> |                       |                  |        |
| Not At Risk  | 103        | 94%         | 95%                   | 94%              | —      |
| Problem  | 4          | 4%          | 2%                    | 6%               | 100%   |
| Prob. Pathological   | 3          | 3%          | 3%                    | —                | —      |

(\*) indicates a statistically significant (<.005) relationship between frequency and SOGS scoring.

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**Table 26 (cont.)**  
**Frequency of Participant and SOGS Lifetime Measure**

| Game/SOGS<br>Lifetime Scoring            | Lifetime   |             | Frequency of Activity |                     |        |
|--|------------|-------------|-----------------------|---------------------|--------|
|  | n=         | %           | Infrequent            | In the<br>Past Year | Weekly |
| <b>Bingo</b>                             | <b>214</b> | <b>100%</b> |                       |                     |        |
| Not at Risk                              | 194        | 90%         | 98%                   | 89%                 | 82%    |
| Problem                                  | 10         | 5%          | 1%                    | 4%                  | 13%    |
| Prob. Pathological                       | 10         | 5%          | 1%                    | 7%                  | 5%     |
| <b>Cards with Friends</b>                | <b>204</b> | <b>100%</b> |                       |                     |        |
| Not At Risk                              | 185        | 91%         | 96%                   | 92%                 | 71%    |
| Problem                                  | 10         | 5%          | 1%                    | 4%                  | 17%    |
| Prob. Pathological                       | 9          | 4%          | 3%                    | 4%                  | 12%    |
| <b>Sports Pools with<br/>Friends (*)</b> | <b>129</b> | <b>100%</b> |                       |                     |        |
| Not At Risk                              | 114        | 88%         | 92%                   | 91%                 | 64%    |
| Problem                                  | 7          | 5%          | 4%                    | 6%                  | 7%     |
| Prob. Pathological                       | 8          | 6%          | 4%                    | 3%                  | 29%    |
| <b>Raffles (*)</b>                       | <b>488</b> | <b>100%</b> |                       |                     |        |
| Not At Risk                              | 462        | 95%         | 97%                   | 95%                 | 83%    |
| Problem                                  | 15         | 3%          | 3%                    | 3%                  | —      |
| Prob. Pathological                       | 11         | 2%          | —                     | 2%                  | 17%    |

(\*) indicates a statistically significant (<.005) relationship between frequency and SOGS scoring.

The information in Table 26 provides the basis for the following observations:

- people playing video machines on a weekly basis are significantly more likely to be associated with a problem classification on SOGS; and
- regular purchase of 649-type lottery tickets and playing bingo would not be likely indicators of problem gaming behaviour while weekly involvement with video gaming or betting on horses could be primary indicators, when combined with other variables.

### Additional Observations on Wagering

A review of additional items included on the questionnaire should contribute to an understanding of wagering behaviour.

Within the total group of gamblers ( $n=738$ ) approximately 3% indicated that they "felt that they wanted to stop gambling but did not think that they could". Within this group ( $n=25$ ), 13 respondents scored 3 or higher on both SOGS Lifetime and Current Measures. Approximately 2% of all gamblers also indicated that they "have had a problem with betting money or gambling". Within this group ( $n=11$ ), 10 scored 4 or higher on both SOGS Measures. Cross-referencing these two items resulted in the identification of 8 respondents who indicated that they had both of the experiences suggested. Each of these 8 respondents scored 5 or higher on both SOGS Measures.

While only 3% of the total sample of gamblers suggested that they had a personal problem with gambling, within the total sample, 19% suggested that someone in their life had experienced a problem with gambling. Among those who suggested that someone else had a problem (the reader should note that more than one person could be cited):

- 5% suggested that their father had a problem;
- 12% suggested a brother or sister;
- 7% suggested a partner or spouse;
- 2% suggested a child;
- less than 1% suggested a mother;
- 33% suggested a more distant relative; and
- 42% suggested a friend or other person in the respondent's life.

Table 26A presents a summary of perceptions about a problem with gambling (either personal or for others) within various SOGS classifications.

Table 26A  
Perceptions of Problems with Gambling

| Has the respondent ...                  | SOGS - Lifetime |         |            | SOGS - Current |         |            |
|---|-----------------|---------|------------|----------------|---------|------------|
|   | Not at Risk     | Problem | Prob. Path | Not at Risk    | Problem | Prob. Path |
| - had a personal problem with gambling  |                 |         |            |                |         |            |
| Yes                                     | .1%             | —       | 53%        | .1%            | —       | 56%        |
| No                                      | 99.9%           | 100%    | 47%        | 99.9%          | 100%    | 44%        |
| - observed a gambling problem in others |                 |         |            |                |         |            |
| Yes                                     | 18%             | 29%     | 53%        | 18%            | 27%     | 50%        |
| No                                      | 82%             | 71%     | 47%        | 82%            | 73%     | 50%        |

The data suggests that the person classified as probable pathological is most likely to sense a personal problem with gambling while the person in the problem classification is least likely to sense a personal problem with gambling. The person in the problem category is also most likely to sense that "someone else" has a problem with gambling.

Further exploration of perceptions of gambling-related problems among those who scored 3 or more on the SOGS - Lifetime Measure (problem and probable pathological, n=40) revealed the following:

- 10% recognize that they have or have had a problem with gambling and they also reported that they knew someone with a gambling-related problem;
- 15% recognize that they have/have had a problem with gambling but reported no awareness of a gambling-related problem in others;
- 30% did not recognize that they could have/have had a problem with gambling but reported that they knew someone with a gambling-related problem; and
- 45% did not recognize that they could have/have had a problem with gambling nor that others they knew had any gambling-related problem.

When taken as a separate sub-group, 25% of those classified as problem gamblers on the SOGS - Lifetime Measure reported that they were aware that they have/have had a problem with gambling while 75% reported that they did not/have not had such a problem.

Within the group of gamblers contacted, approximately 8% (n=57) suggested that there had been a time when the amount they were gambling made them nervous. The average age at which such nervousness occurred was 25 years and the gaming activities most commonly associated with that experience included card games with friends (22 mentions), video machines (7 mentions), 649-type tickets and bingo (4 mentions each). While information collected suggests that people may have experienced a nervousness, it may not be indicative of a problem: of the 57 people within this group, 41 scored 2 or less on SOGS-Lifetime and 42 scored 2 or less or SOGS-Current.

Only one respondent indicated that they had "been in trouble with the law because of activities related to gambling". That person scored 13 on both SOGS indices.

Within the sample, 7 respondents indicated that they had wanted help to stop gambling. Four of the 7 received the help that they wanted. Help was provided through Gamblers' Anonymous (1), by friends (2) and through a church (1).

Within the sample contacted, 4% (n=33) indicated that they had experienced a problem with drugs or alcohol. Within this group, 6 scored 3 or higher on both SOGS Measures. Within the group who indicated a previous problem with drugs or alcohol, 21 had wanted help to address their problem and 17 received the help they sought. Help was provided through Alcoholics Anonymous (7), Addiction Services (3), friends or family (2), Narcotics Anonymous (1), psychologists (1), psychiatrists (1) and other sources (2).

Table 27 provides a summary of the ages at which people with different SOGS classifications began their gambling activity based on data from both surveys.

**Table 27**  
**Average Age at Which Gaming Activity Commenced**  
**1992-1996 Comparisons**

|                                | Average Age<br>1996 | Average Age<br>1992 |
|--------------------------------|---------------------|---------------------|
| Overall Population             | 24.17               | 28.9                |
| No Problem Gamblers            | 24.30               | 29.6                |
| Problem Gamblers               | 21.25               | 19.1                |
| Probable Pathological Gamblers | 22.94               | 18.2                |

It is suggested, based on the information in Table 27, that the overall population and those not at risk are starting to gamble at an earlier age while those with a problem began at a somewhat later age.

Table 28 provides a cross-reference between SOGS classifications and motivations for gaming activities

**Table 28**  
**Motivations For Gaming By SOGS Classification**

| Motivations For<br>Gaming           | sogs Classification |               |                    |                          |
|-------------------------------------|---------------------|---------------|--------------------|--------------------------|
|                                     | Overall             | No<br>Problem | Problem<br>Gambler | Probable<br>Pathological |
| To Socialize                        | 40%                 | 40%           | 48%                | 47%                      |
| For Excitement/<br>Challenge *      | 49%                 | 48%           | 86%                | 58%                      |
| As a Hobby                          | 29%                 | 27%           | 52%                | 47%                      |
| To Win Money                        | 73%                 | 71%           | 91%                | 95%                      |
| To Support Worthy<br>Causes         | 65%                 | 65%           | 71%                | 47%                      |
| To Satisfy Curiosity                | 37%                 | 37%           | 43%                | 47%                      |
| For Entertainment or<br>Fun         | 68%                 | 67%           | 95%                | 79%                      |
| As a Distraction<br>From Problems * | 18%                 | 14%           | 43%                | 53%                      |

\* Statistically significant differences between groups

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It is interesting to note that there has been a change in the pattern of responses to these questions about motivations over the four-year period:

- in 1992, problem gamblers were more likely to suggest that one of their motivations for gambling was to socialize; such is less likely in 1996; and
- the problem gambler continues to be more likely than others to suggest excitement as a motivation for participation and more likely than in 1992 to suggest that gambling offers a distraction from problems.

### Observations on Problem Gamblers in New Brunswick

In the work of Volberg and her associates, a profile of the problem gambler has emerged. In this instance, the problem gambler includes both the problem and probable pathological gambler. According to Volberg:

*The problem gambler is more likely to be a single, younger male, often a member of a minority group, with not more than a high school education, with an income under \$ 25,000 (US \$) who began gambling activity at an early age through card games with friends.*

According to the information collected through this survey of 800 randomly selected New Brunswickers, the problem gambler in New Brunswick is:

- more likely to be a man;
- more likely to have no more than a high school education;
- began gambling activity at about the age of 22;
- more likely to have begun their gambling activity in card games with friends; and
- more likely to be single.

As with the 1992 study, this study has been discussed with Volberg and those discussions confirm that the problem gambler in New Brunswick is similar to those found in other studies in that:

- they are more likely than the gambler without a problem to spend money on gaming activities;
- they are more likely to be regular (frequent) players; and
- the motivations they express regarding gambling are similar to problem gamblers from other areas.

As was noted in another section of this report, the number of respondents on which the analysis of the problem gambler is based is small. However, the similarity of profiles resulting from this data with other work in this field suggests that the problem gambler in New Brunswick may, in fact, be very similar to the group of problem gamblers identified in other studies. Such information is useful in that it may suggest that treatment models and other actions implemented in other areas to address the problem gambler may also be appropriate for New Brunswick.

### Awareness of Government Initiatives

At the request of staff from the Department of Health and Community Services, Baseline included a set of questions to provide a preliminary assessment of the level of awareness of government initiatives to provide information and help for gambling-related problems. Table 29 provides a summary of the questions posed and responses received within sub-groups.

The information in Table 29 leads to the following observations:

- the problem gambler appears to be least familiar with government efforts to create awareness of gambling-related problems...but most familiar with material produced by DHCS;
- radio spots and information about the 1-800 lines are reaching a significant percentage of the total population; and
- while many have heard about the 1-800 number, the problem gambler is most aware of the number.



**Table 29**  
**Awareness of Government Initiatives**

| Questionnaire<br>Items   | Level of Awareness with Groups |                  |                 |         |               |
|--|--------------------------------|------------------|-----------------|---------|---------------|
|  | Overall<br>sample              | Non-<br>Gamblers | Not-at-<br>Risk | Problem | Prob.<br>Path |
| <i>Degree of Familiarity with efforts to create awareness of gambling-related problems</i> |                                |                  |                 |         |               |
| Very Familiar  | 11%                            | 13%              | 11%             | 5%      | 11%           |
| Somewhat   | 48%                            | 32%              | 50%             | 43%     | 32%           |
| Not Very   | 22%                            | 26%              | 22%             | 38%     | 26%           |
| Not at all   | 19%                            | 29%              | 17%             | 14%     | 31%           |
| Respondent recalled<br>radio spots   | 63%                            | 65%              | 64%             | 48%     | 42%           |
| Respondent recalled<br>seeing or reading<br>material from HCS                              | 29%                            | 15%              | 29%             | 48%     | 32%           |
| Respondent has heard<br>about 1-800 #  | 69%                            | 58%              | 70%             | 67%     | 74%           |

Within the sub-sample of those who perceived a personal problem with gambling (n=11):

- 7 were aware of the radio spots and 4 wanted help with their problem;
- 3 were familiar with material from HCS and 2 wanted help; and
- 7 were aware of the 1-800 line and 5 wanted help.

### Summary of Research Findings

The 1996 Prevalence Study in New Brunswick was designed to accomplish two key objectives:

- to provide an updated assessment of the prevalence of problem gambling in New Brunswick; and
- to collect information which could provide a basis for comparison of current information with that collected in the 1992 Prevalence Study.

The information presented in this report has accomplished these two objectives. The information which follows summarizes the key findings.

### Baseline

Market Research Ltd.

- Within NB, approximately 8% of the population has never participated in any type of gaming activity. When compared with information collected in 1992, this suggests an overall increase of 5% in the number of people who have participated in at least one gaming activity over the four-year period.
- In 1992, the population of New Brunswick, 18 years of age or older, was 565,200. Given the estimate of participation on gaming activity (87%), it is suggested that there was a total of 491,724 adults involved in gaming activity.

In 1995, the population of New Brunswick, 18 years of age or older, was 579,919. Given the estimated participation rate (92%), it is suggested that there is a total of 533,525 people engaged in wagering activity today.

It is estimated that the increase in the number of participants in the gaming market has been 41,801 individuals over the 1992-96 period. Over the 1992-96 period, the population of the province has increased by 2.6% and the percentage of the population engaged in wagering activity has increased by 5%.

- Among those who gamble, the wagering activities which involve the most people are 6/49-type lotteries, instant-wins, charity raffles, bingo, card games with friends and video gaming. These primary activities remain unchanged from the 1992 study.
- The activity which involves the most people on a regular basis is a 6/49-type lottery in which 33% of the people play the game at least once a week and spend an average of \$ 10.93 per month on 6/49 tickets. These figures suggest an overall increase of 3% in weekly participation and a decrease of \$2.72 in reported monthly expenditures, based on the 1992 study.
- The conversion rate for a wagering activity is the ratio of the total number of weekly participants to the total number of people who have ever participated in the activity. The 6/49-type lottery has the highest conversion rate for all gaming activities: among those who play the game at all, 43% can be expected to become regular players. This compares to an 17% conversion rate for video gambling, a 20% conversion rate for instant-win tickets and a 19% conversion rate for bingo. The conversion rate for video gaming has decreased from the

estimate of 25% in the 1992 study while the conversion rate for bingo has increased from 11% to 19% over the same period.

- The expressed motivations for involvement in gaming activities have remained constant over the 1992-1996 period: New Brunswickers take part in gaming activities to win money (73%), for fun or entertainment (68%), to support worthy causes (65%) and for the challenge or excitement (49%). Problem gamblers are more likely than the general population of players to suggest excitement or challenge (along with winning money) as a motivation for wagering activity.
- If the information collected from this study were used to generalize about the gaming participation pattern of the overall population, most New Brunswickers would be classified as occasional (43%) or regular/weekly (41%) players. Occasional players have played in the past year and regular players play once a week or more. The information collected suggests that there has been an increase of 5% in the estimated number of people participating in wagering activity on a regular/weekly basis.
- The regular gambler is more likely to be a male and a Francophone. The patterns related to age identified in the 1992, which suggested that regular gamblers were more likely to be under the age of 44, were not apparent in the 1996 study.
- The regular gambler is most likely buying 6/49-type tickets, instant-win tickets, or video gambling, a similar pattern identified in the 1992 study.
- In 1992, 6% of gaming participants were classified as problem gamblers using the standard measure, the South Oaks Gambling Screen (SOGS) Lifetime Measure. In 1996, 5% were classified as problem gamblers using the same measure.
- The 1996 data suggests a minor shift within the problem gambler classification using the Lifetime Measure: there has been a decrease of 1.4% in the number of people classified as "problem" gamblers and an increase of .4% in the number of people classified as "probable pathological" gamblers.

## **Baseline**

Market Research Ltd.

- In 1992, 4.5% of gaming participants were classified as problem gamblers using the standard measure, the South Oaks Gambling Screen (SOGS) Current Measure. In 1996, 4.1% were classified thus.
- The 1996 data also suggests another shift within the problem gambler classification using the Current Measure: there has been a decrease of 1.23% in the number of people classified as "problem" gamblers and an increase of 0.83% in the number of people classified as "probable pathological" gamblers.
- The profile of the problem gambler in New Brunswick suggests that this group is more likely to consist of single, unemployed males under the age of 44, more likely to be Francophones, with, on average, no more than a high school education, who began their gaming activities at about the age of 22 through card games with friends and are involved in more than one wagering activity weekly. This profile approximates that developed in the 1992 study.
- While the problem gambler is associated with weekly participation in wagering activity, it is important to recognize that 90% of weekly participants are classified as "not at risk" on the SOGS.
- Significant differences were observed when the problem gambling classifications were reviewed in relation to respondents' involvement in wagering activities. For example:
  - among all who have ever wagered on instant-win tickets, 92% are classified as not-at-risk using SOGS; among those who wager weekly, 87% are classified as not-at-risk while 13% are classified as problem gamblers;
  - among all who have ever wagered on 649-type tickets, 95% are classified as not-at-risk using SOGS; among those who wager weekly, 94% are classified as not-at-risk while 6% are classified as problem gamblers;
  - among all who have ever wagered on video gaming, 86% are classified as not-at-risk; however, among those who wager on video gaming weekly, 55% are classified as not-at-risk while 10% are classified as problem gamblers and 35% are classified as probable pathological;

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**Baseline**

Market Research Ltd.

- among all who have ever wagered on card games with friends, 91% are classified as not-at-risk; however, among those who wager on card games weekly, 71% are classified as not-at-risk while 17% are classified as problem gamblers and 12% are classified as probable pathological; and
- among all who have ever wagered on sports betting with friends (including sports pools), 88% are classified as not-at-risk; however, among those who wager on sports pools weekly, 64% are classified as not-at-risk while 7% are classified as problem gamblers and 29% are classified as probable pathological.
- In addition to the information related to an assessment of problem gambling in New Brunswick, the 1996 study also provided a preliminary measure of the level of public awareness of programs directed at problem gambling behaviour:
  - 63% of the general population, 48% of problem gamblers and 42% of probable pathological gamblers recalled specific radio spots concerning problem gambling;
  - 29% of the general population, 48% of problem gamblers and 32% of probable pathological gamblers specifically recalled seeing or reading material prepared by the Department of Health and Community Services; and
  - 69% of the general population, 67% of problem gamblers and 74% of probable pathological gamblers had heard about the 1-800 number for information about, or assistance with, problem gambling.

*Appendix A*

Before I begin our interview, I do want to let you know that all your answers will be confidential. We don't know your name and we won't ask for it. We hope that you will think about each question and answer each as honestly as possible. If you don't want to answer a question, just tell me and I will move on to the next one.

GO P40

We want to begin this survey with some general questions. First of all, what type of activities do you most enjoy in your leisure time?

| FIRST  | <u>n</u> | SECOND   | <u>n</u> |                          |
|--|----------|--|----------|--------------------------|
| <u>seconds to p265f1 if p265f1 ne f</u>                            |          |  |          | 16 CRAFTS/SEWING         |
| 01   |          | WATCHING TV  |          | 17 CARS/MECHANICS        |
| 02   |          | RADIO LISTENING  |          | 18 COMPUTERS/VIDEO GAMES |
| 03   |          | READING  |          | 95 NO SECOND MENTION     |
| 04   |          | VISITING F/R - SOCIALIZING WITH FRIENDS/RELATIVES                  |          |                          |
| 05   |          | BARS/CLUBS   |          |                          |
| 06   |          | CINEMA OR MOVIES RENTALS   |          |                          |
| 07   |          | THE ARTS (MUSIC, DANCE MUSEUMS, GALLERIES)                         |          |                          |
| 08   |          | GAMBLING ACTIVITIES (LOTTERIES, BINGO, CASINOS ETC)                |          |                          |
| 09   |          | WATCHING SPORTS (HOCKEY, BASEBALL, FOOTBALL ETC)                   |          |                          |
| 10   |          | PARTICIPATING ACTIVITIES (HOCKEY, GOLF, TENNIS, ETC)               |          |                          |
| 11   |          | OUTDOOR ACTIVITIES/CAMPING/HUNTING/ HIKING/BIRDWATCHING (OUTDOORS) |          |                          |
| 12   |          | DINING OUT   |          |                          |
| 13   |          | TRAVELLING   |          |                          |
| 14   |          | GARDENING  |          |                          |
| 15   |          | OTHER A <u>R</u>   |          |                          |
| <u>skip to f0 if f2=f and f2ne15 ch f1-f2=01-18,95</u>             |          |  |          |                          |
| <u>SKIP TO F3 IF F1=15 SKIP TO F3 IF F2=15 AND F1 NE 15 GO P45</u> |          |  |          |                          |

Now, I want to read you a list of different activities which involve betting or wagering money. When I read each activity, please tell me if you have ever participated in the activity.

Have you ever bet or spent money on break-open or scratch type lottery tickets?

1 Y/N YES/NO

GO P55 IF F1 NE Y

PAGE 46

95070 - RECREATION SURVEY

Have you purchased or spent money on break-open or scratch type lottery tickets in the past year?

1 Y/N YES/NO

GO P48

GO P55 IF F1 NE Y

PAGE 48

95070 - RECREATION SURVEY

Can you give me an idea of the amount that you spend on break-open or scratch type lottery tickets in a typical month? PROBE: I am only looking for an approximate amount, rounded to the nearest dollar.

INTERVIEWER ENTER ONLY \$ NO DECIMALS OR COMMAS!

\$ n .00

CH F1=1-99999,2,1

PAGE 49

95070 - RECREATION SURVEY

Do you buy these break-open or scratch type lottery tickets at least once a week?

1 Y/N YES/NO

GO P55

PAGE 55

95070 - RECREATION SURVEY

Have you ever bet or spent money on any other lottery tickets such as 649 or the Provincial

1 Y/N YES/NO

GO P65 IF F1 NE Y

PAGE 56

95070 - RECREATION SURVEY

Have you bet or spent money on other lottery tickets such as 649 or the Provincial in the past year?

1 Y/N YES/NO

GO P58

GO P65 IF F1 NE Y



PAGE 58

95070 - RECREATION SURVEY

Can you give me an idea of the amount that you spend on other lottery tickets such as 649 or the Provincial in a typical month?

CLARIFICATION: I am only looking for an approximate amount, rounded to the nearest dollar.

INTERVIEWER ENTER ONLY \$ NO DECIMALS OR COMMAS!

\$ n \_\_\_\_ .00

CH F1=1-99999,?,1

PAGE 59

95070 - RECREATION SURVEY

Do you gamble for money on other lottery tickets such as 649 or the Provincial at least once a week?

1 Y/N YES/NO

GO P65

PAGE 65

95070 - RECREATION SURVEY

Have you ever bet or spent money on bingo or televised bingo?

1 Y/N YES/NO

GO P75 IF F1 NE Y

PAGE 66

95070 - RECREATION SURVEY

Have you bet or spent money on bingo or televised bingo in the past year?

1 Y/N YES/NO

GO P68

GO P75 IF F1 NE Y

PAGE 68

95070 - RECREATION SURVEY

Can you give me an idea of the amount that you spend on bingo or televised bingo in a typical month? CLARIFICATION: I am only looking for an approximate amount, rounded to the nearest dollar.

INTERVIEWER ENTER ONLY \$ NO DECIMALS OR COMMAS!

\$ n \_\_\_\_ .00

CH F1=1-99999,?,1

PAGE 69

95070 - RECREATION SURVEY

Do you gamble on bingo or televised bingo at least once a week?

1 Y/N YES/NO

GO P75

PAGE 75

95070 - RECREATION SURVEY

Have you ever bet or spent money on raffles sponsored by a charity or service club?

1 Y/N YES/NO

GO P85 IF F1 NE Y

PAGE 76

95070 - RECREATION SURVEY

Have you bet or spent money on raffles sponsored by a charity or service club in the past year?

1 Y/N YES/NO

GO P78

GO P85 IF F1 NE Y

PAGE 78

95070 - RECREATION SURVEY

Can you give me an idea of the amount that you spend on raffles sponsored by a charity or service club in a typical month? CLARIFICATION: I am only looking for an approximate amount, rounded to the nearest dollar.

INTERVIEWER ENTER ONLY \$ NO DECIMALS OR COMMAS!

\$ n.00

CH F1=1-99999,?,!

PAGE 79

95070 - RECREATION SURVEY

Do you gamble on raffles sponsored by a charity or service club at least once a week?

1 Y/N YES/NO

GO P85

PAGE 85

95070 - RECREATION SURVEY

Have you ever bet or spent money on any video gambling machines such as video poker?

1 Y/N YES/NO

GO P95 IF F1 NE Y

PAGE 86

95070 - RECREATION SURVEY

Have you bet or spent money on any video gambling machines in the past year?

1 Y/N YES/NO

GO P88

GO P95 IF F1 NE Y

PAGE 88

95070 - RECREATION SURVEY

Can you give me an idea of the amount that you spend on any video gambling machines such as video poker in a typical month?

CLARIFICATION: I am only looking for an approximate amount, rounded to the nearest dollar.

INTERVIEWER ENTER ONLY \$ NO DECIMALS OR COMMAS!

\$ n \_\_\_\_ .00

CH F1=1-99999.2.1

PAGE 89

95070 - RECREATION SURVEY

Do you gamble on any video gambling machines such as video poker at least once a week?

1 Y/N YES/NO

GO P95

PAGE 95

95070 - RECREATION SURVEY

Have you ever bet or spent money on any gambling machines at a casino?

1 Y/N YES/NO

GO P105 if F1 NE Y

PAGE 96

95070 - RECREATION SURVEY

Have you bet or spent money on any video gambling machines at a casino in the past year?

1 Y/N YES/NO

GO P98

GO P105 IF F1 NE Y

PAGE 98

95070 - RECREATION SURVEY

Can you give me an idea of the amount that you spend on any gambling machines at a casino in a typical month? CLARIFICATION: I am only looking for an approximate amount, rounded to the nearest dollar.

INTERVIEWER ENTER ONLY \$ NO DECIMALS OR COMMAS!

\$ n .00

CH F1=1-99999,2,1

PAGE 99

95070 - RECREATION SURVEY

Do you gamble on any gambling machines at a casino at least once a week?

1 Y/N YES/NO

GO P105

PAGE 105

95070 - RECREATION SURVEY

Have you ever bet or spent money on any regular card games with friends or acquaintances?

1 Y/N YES/NO

GO P115 IF F1 NE Y

PAGE 106

95070 - RECREATION SURVEY

Have you bet or spent money on any regular card games with friends or acquaintances in the past year?

1 Y/N YES/NO

GO P108

GO P115 IF F1 NE Y

PAGE 108

95070 - RECREATION SURVEY

Can you give me an idea of the amount that you spend on any regular card games with friends or acquaintances in a typical month? CLARIFICATION: I am only looking for an approximate amount, rounded to the nearest dollar.

INTERVIEWER ENTER ONLY \$ NO DECIMALS OR COMMAS!

\$ n .00

CH F1=1-99999,2,1

PAGE 109

95070 - RECREATION SURVEY

Do you gamble on any regular card games with friends or acquaintances at least once a week?

1 Y/N YES/NO

GO P115

PAGE 115

95070 - RECREATION SURVEY

Have you ever bet or spent money on any dice or card games at a casino?

1 Y/N YES/NO

GO P125 IF F1 NE Y

PAGE 116

95070 - RECREATION SURVEY

Have you bet or spent money on any dice or card games at a casino in the past year?

1 Y/N YES/NO

GO P118

GO P125 IF F1 NE Y

PAGE 118

95070 - RECREATION SURVEY

Can you give me an idea of the amount that you spend on any dice or card games at a casino in a typical month? (CLARIFICATION: I am only looking for an approximate amount, rounded to the nearest dollar.)

INTERVIEWER ENTER ONLY \$ NO DECIMALS OR COMMAS!

\$ n .00

CH F1=1-99999,2,1

PAGE 119

95070 - RECREATION SURVEY

Do you gamble on any dice or card games at a casino at least once a week?

1 Y/N YES/NO

GO P125

PAGE 125

95070 - RECREATION SURVEY

Have you ever bet or spent money on outcomes of sports or other events with friends, co-workers or in sports pools?

1 Y/N YES/NO

GO P135 IF F1 NE Y

PAGE 126

95070 - RECREATION SURVEY

Have you bet or spent money on outcomes of sports or other events with friends, co-workers or in sports pools in the past year?

1 Y/N YES/NO

GO P128

GO P135 IF F1 NE Y

PAGE 128

95070 - RECREATION SURVEY

Can you give me an idea of the amount that you spend on outcomes of sports or other events with friends, co-workers or in sports pools in a typical month? CLARIFICATION: I am only looking for an approximate amount, rounded to the nearest dollar.

INTERVIEWER ENTER ONLY \$ NO DECIMALS OR COMMAS!

\$ n.00

CH F1=1-99999.?.!

PAGE 129

95070 - RECREATION SURVEY

Do you gamble on outcomes of sports or other events with friends, co-workers or in sports pools at least once a week?

1 Y/N YES/NO

GO P135

PAGE 135

95070 - RECREATION SURVEY

Have you ever bet or spent money on sports with a bookie?

1 Y/N YES/NO

GO P145 IF F1 NE Y

PAGE 136

95070 - RECREATION SURVEY

Have you bet or spent money on sports with a bookie in the past year?

1 Y/N YES/NO

GO P138

GO P145 IF F1 NE Y

PAGE 138

95070 - RECREATION SURVEY

Can you give me an idea of the amount that you spend on sports with a bookie in a typical month? CLARIFICATION: I am only looking for an approximate amount, rounded to the nearest dollar.

INTERVIEWER ENTER ONLY \$ NO DECIMALS OR COMMAS!

\$ n .00

CH F1=1-99999,2,1

PAGE 139

95070 - RECREATION SURVEY

Do you gamble on sports with a bookie at least once a week?

1 Y/N YES/NO

GO P145

PAGE 145

95070 - RECREATION SURVEY

Have you ever bet or spent money on horse racing?

1 Y/N YES/NO

GO P155 IF F1 NE Y

PAGE 146

95070 - RECREATION SURVEY

Have you bet or spent money on horse racing in the past year?

1 Y/N YES/NO

GO P148

GO P155 IF F1 NE Y

PAGE 148

95070 - RECREATION SURVEY

Can you give me an idea of the amount that you spend on horse racing in a typical month? CLARIFICATION: I am only looking for an approximate amount, rounded to the nearest dollar.

INTERVIEWER ENTER ONLY \$ NO DECIMALS OR COMMAS!

\$ n \_\_\_\_\_.00

CH F1=1-99999,?,!

PAGE 149

95070 - RECREATION SURVEY

Do you gamble on horse racing at least once a week?

1 Y/N YES/NO

GO P155

PAGE 155

95070 - RECREATION SURVEY

Have you ever bet or spent money on high risk investments in the stock market?

1 Y/N YES/NO

go p172 if f1 ne y

post ex p171 pre ex p170

PAGE 156

95070 - RECREATION SURVEY

Have you bet or spent money on high risk investments in the stock market in the past year?

1 Y/N YES/NO

GO P158

GO P165 IF F1 NE Y

post ex p171

pre ex p170

PAGE 158

95070 - RECREATION SURVEY

Can you give me an idea of the amount that you spend on high risk investments in the stock market in a typical month? CLARIFICATION: I am only looking for an approximate amount, rounded to the nearest dollar.

INTERVIEWER ENTER ONLY \$ NO DECIMALS OR COMMAS!

\$ n \_\_\_\_\_.00

CH F1=1-99999,?,!



PAGE 159

95070 - RECREATION SURVEY

Do you gamble on high risk investments in the stock market at least once a week?

1 Y/N YES/NO

GO P165

post ex p170

PAGE 165

95070 - RECREATION SURVEY

Thinking about these sorts of activities, which involve an element of luck or chance which we call gambling activities, can you please tell me which is your favourite type of gambling activity?

n

IF LOTTERIES ASK : Is that....

10 scratch or instant win or

11 649 or Provincial

12 BINGO

13 RAFFLES - CHARITY

14 VIDEO GAMBLING

15 CARD GAMES

16 CASINO GAMBLING

17 SPORTS EVENTS

18 HORSE RACING

19 STOCK MARKET

20 OTHER (ENTER SPECIFIC RESPONSE) A

R

95 NO SPECIAL GAME/ACTIVITY

GO P168 IF F1=95, ? ! SKIP TO F0 IF F2=F SKIP TO F2 IF F1=20

skip to f0 if f1ne20

PAGE 166

95070 - RECREATION SURVEY

And what is the largest amount of money you have spent on this activity at any one time? (SOGS - ITEM #2)

INTERVIEWER ENTER ONLY \$ NO DECIMALS OR COMMAS!

\$ n .00

CH F1=0-99999, ? !

Do you have a second favourite type of gambling activity?

n

- IF LOTTERIES ASK : Is that....
- 10 scratch or instant win or
  - 11 649 or Provincial
  - 12 BINGO
  - 13 RAFFLES - CHARITY
  - 14 VIDEO GAMBLING
  - 15 CARD GAMES
  - 16 CASINO GAMBLING
  - 17 SPORTS EVENTS
  - 18 HORSE RACING
  - 19 STOCK MARKET
  - 20 OTHER (ENTER SPECIFIC RESPONSE) A

R  
95 NO SPECIAL GAME/ACTIVITY

SKIP TO F0 IF F2=F SKIP TO F2 IF F1=20  
skip to f0 if f1ne20

And can you tell me the main reasons why you participate in the types of gaming activities we have been discussing?(REPEAT POINT) Is it: (YES/NO)

- for socializing 1
- for excitement or as a challenge 1
- as a hobby 1
- to win money 1
- to support worthy causes 1
- out of curiosity 1
- for entertainment or fun 1
- as a distraction from everyday problems 1
- for any other reason 1

go p180 skip to f0 if f9 ne y SKIP TO F10 IF F9=Y CH F1-F9=Y,N,I,? and what is that? A

R

ins "1" to p171f1 if p45f1=y  
ins "1" to p171f2 if p55f1=y  
ins "1" to p171f3 if p65f1=y  
ins "1" to p171f4 if p75f1=y  
ins "1" to p171f5 if p85f1=y  
ins "1" to p171f6 if p95f1=y  
ins "1" to p171f7 if p105f1=y  
ins "1" to p171f8 if p115f1=y  
ins "1" to p171f9 if p125f1=y  
ins "1" to p171f10 if p135f1=y  
ins "1" to p171f11 if p145f1=y  
ins "1" to p171f12 if p155f1=y

## HISTORY PAGE

## CALCULATE GAMING ACTIVITY

N SCRATCH-TYPE  
N 649-PROVINCIAL  
N BINGO  
N RAFFLES  
N VIDEO MACHINES - LOCAL  
N GAMBLING MACHINES - CASINOS  
N CARD GAMES - FRIENDS  
N DICE/CARDS CASINOS  
N SPORTS BETS - FRIENDS - POOLS  
N BETS WITH BOOKIES  
N HORSE RACING  
N HIGH RISK STOCKS

N

SUM F13=f1 + f2 + f3 + f4 + f5 + f6 + f7 + f8 + f9 + f10 + f11 + f12+ 0

INTERVIEWER PLEASE PAGE DOWN

GO P221 IF P171F13 LT 1 GO P165 IF P171F13 GE 1

The next set of questions we have is part of a standard series of questions which have been used throughout North America in surveys similar to this one. There are no right or wrong answers to the questions which follow. We want to know what your experiences have been. Please try to be as accurate as possible in your answers.

When you participate in the gambling activities we have discussed, how often do you go back another day to win back money you lost? Is it....(READ CHOICES) (SOGS - ITEM #4)

□

- 0 never
- 2 some of the time
- 3 most of the time
- 4 every time

ch f1 eq 0,2-4

go p182 if f1 ne 2,3,4

How often have you done this in the past year? (READ CHOICES)

□

- 0 never
- 2 some of the time
- 3 most of the time
- 4 every time

ch f1 eq 0,2-4

Ch f1=1-4,2,!

Have you ever claimed to be winning money from these activities when in fact you lost? Is that.. (READ CHOICES) (SOGS - ITEM #5)

□

- 0 never
- 2 some of the time
- 3 most of the time
- 4 every time

ch f1 eq 0,2-4

go p184 if f1 ne 2,3,4

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95070 - RECREATION SURVEY

How often have you done this in the past year? (READ CHOICES)

0

0 never  
2 some of the time  
3 most of the time  
4 every time

ch f1 eq 0,2-4

PAGE 184

95070 - RECREATION SURVEY

Do you ever spend more time or money gambling than you intended?  
(SOGS - ITEM #7)

1

Y YES  
N NO

go p186 if f1 ne y

PAGE 185

95070 - RECREATION SURVEY

Have you done this in the past year?

1

Y YES  
N NO

PAGE 186

95070 - RECREATION SURVEY

Have people ever criticized your gambling? (SOGS - ITEM #8)

1 Y/N YES/NO

GO P188 IF F1 NE Y

PAGE 187

95070 - RECREATION SURVEY

Have people criticized your gambling in the past year?

1 Y/N YES/NO

PAGE 188

95070 - RECREATION SURVEY

Have you ever felt guilty about the way you gamble or about what happens when you gamble? (SOGS - ITEM #9)

1 Y/N YES/NO

GO P190 IF F1 NE Y

PAGE 189

95070 - RECREATION SURVEY

Have you felt this way in the past year?

1 Y/N YES/NO

PAGE 190

95070 - RECREATION SURVEY

Have you ever felt that you would like to stop gambling, but didn't think that you could? (SOGS - ITEM #10)

1 Y/N YES/NO

GO P192 IF F1 NE Y

PAGE 191

95070 - RECREATION SURVEY

Have you felt this way in the past year?

1 Y/N YES/NO

PAGE 192

95070 - RECREATION SURVEY

Have you ever hidden betting slips, lottery tickets gambling money or other signs of gambling from your spouse or partner, children, or other important people in your life? (SOGS - ITEM #11)

1 Y/N YES/NO

GO P194 IF F1 NE Y

PAGE 193

95070 - RECREATION SURVEY

Have you done so in the past year?

1 Y/N YES/NO

PAGE 194

95070 - RECREATION SURVEY

Have you ever argued with people you live with over how you handle money? (SOGS - ITEM #12)

1 Y/N YES/NO

GO P197 IF F1 NE Y

PAGE 195

95070 - RECREATION SURVEY

Have these arguments ever centred on your gambling? (SOGS - ITEM #13)

1 Y/N YES/NO

GO P197 IF F1 NE Y

PAGE 196

95070 - RECREATION SURVEY

Have you had any of these arguments in the past year?

1 Y/N YES/NO

PAGE 197

95070 - RECREATION SURVEY

We are almost through this section of questions.

Have you ever missed time from work or school due to gambling? (SOGS - ITEM #15)

1 Y/N YES/NO

GO P199 IF F1 NE Y

PAGE 198

95070 - RECREATION SURVEY

Have you missed time from work or school in the past year due to gambling?

1 Y/N YES/NO

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95070 - RECREATION SURVEY

Have you ever borrowed money from someone and not paid them back as a result of your gambling? (SOGS - ITEM #14)

1 Y/N YES/NO

GO P201 IF F1 NE Y

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Have you done so in the past year?

1 Y/N YES/NO

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Now, I am going to read a list of the ways in which some people get money for gambling. Can you tell me which of these, if any, you have ever used to get money for gambling or to pay gambling debts.

Have you ever borrowed from household money? (SOGS - ITEM #16A)

1 Y/N YES/NO

GO P203 IF F1 NE Y

PAGE 202 95070 - RECREATION SURVEY

Have you borrowed from household money in the past year?

1 Y/N YES/NO

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Have you ever borrowed money from your spouse or partner?  
(SOGS - ITEM #16B)

1 Y/N YES/NO

GO P205 IF F1 NE Y

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Have you borrowed money for gambling from your spouse or partner in the past year?

1 Y/N YES/NO

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Have you ever borrowed from other relatives or in-laws? (SOGS - ITEM #16C)

1 Y/N YES/NO

GO P207 IF F1 NE Y



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Have you borrowed from other relatives or in-laws in the past year?

1 Y/N YES/NO

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Have you ever gotten loans from banks, loan companies or credit unions for gambling? (SOGS - ITEM #16D)

1 Y/N YES/NO

go p209 if f1 ne y

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Have you gotten loans from banks, loan companies or credit unions in the past year?

1 Y/N YES/NO

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Please remember we are asking you about the sources of money for gambling or to pay gambling debts.

Have you ever made cash withdrawals on credit cards to get money to gamble or pay gambling debts? (DOES NOT INCLUDE INSTANT CASH CARDS) (SOGS - ITEM #16E)

1 Y/N YES/NO

go p211 if f1 ne y

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Have you made cash withdrawals on credit cards in the past year to pay for gambling debts?

1 Y/N YES/NO

PAGE 211 95070 - RECREATION SURVEY

Have you ever gotten money from loan sharks to gamble or pay gambling debts? (SOGS - ITEM #16F)

1 Y/N YES/NO

GO P213 IF F1 NE Y

PAGE 212 95070 - RECREATION SURVEY

Have you gotten loans from loan sharks in the past year?

1 Y/N YES/NO

PAGE 213 95070 - RECREATION SURVEY

Have you ever cashed in stocks, bonds or other securities to finance gambling? (SOGS - ITEM #16G)

1 Y/N YES/NO

GO P215 IF F1 NE Y

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Have you cashed in stocks, bonds or other securities in the past year?

1 Y/N YES/NO

PAGE 215 95070 - RECREATION SURVEY

Have you ever sold personal or family property to gamble or pay gambling debts? (SOGS - ITEM #16H)

1 Y/N YES/NO

GO P217 IF F1 NE Y

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Have you sold personal or family property to gamble or pay gambling debts in the past year?

1 Y/N YES/NO

PAGE 217 95070 - RECREATION SURVEY

Have you ever borrowed from your checking account by writing checks that bounced to get money for gambling or to pay gambling debts? (SOGS - ITEM #16I)

1 Y/N YES/NO

GO P219 IF F1 NE Y

PAGE 218 95070 - RECREATION SURVEY

Have you borrowed from your checking account by writing checks that bounced in the past year?

1 Y/N YES/NO

PAGE 219 95070 - RECREATION SURVEY

Have you ever had a credit line with a casino or a bookie?  
(SOGS - ITEM #16J/K-NS)

1 Y/N YES/NO

GO P221 IF F1 NE Y

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Have you had a credit line with a casino or a bookie in the past year?

1 Y/N YES/NO

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Do you feel that you have ever had a problem with betting money or gambling?  
(SOGS - ITEM #6)

1 Y/N YES/NO

GO P223 IF F1 NE Y

PAGE 222 95070 - RECREATION SURVEY

Do you feel that you have had a problem with betting money or gambling in the past year?

1 Y/N YES/NO

PAGE 223 95070 - RECREATION SURVEY

Has anyone in your life had problems with gambling - either currently or in the past?  
(SOGS - ITEM #3)

1 Y/N YES/NO

go p225 if f1 ne y

go p234 if f1 ne y and p171f13 lt 1

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95070 - RECREATION SURVEY

And who has had problems with gambling? ENTER ALL THAT APPLY

L 1 FATHER  
L 2 MOTHER  
L 3 BROTHER/SISTER  
L 4 GRANDPARENT  
L 5 SPOUSE/PARTNER  
L 6 CHILDREN  
L 7 ANOTHER RELATIVE  
L 8 FRIEND OR OTHER PERSON IN R'S LIFE

L

skip to f9 ch f9=1-8 GO P234 IF P171F13 LT 1

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95070 - RECREATION SURVEY

How old were you when you first started gambling?

ENTER YEARS OF AGE n

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95070 - RECREATION SURVEY

What type of gambling were you doing when you first started (LIST ALL TYPES)

FIRST MENTION a R

SECOND MENTION A R

THIRD MENTION A R

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95070 - RECREATION SURVEY

Was there ever any time when the amount you were gambling made you nervous?

L Y/N YES/NO

GO P230 IF F1 NE Y

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95070 - RECREATION SURVEY

How old were you when that happened? ENTER AGE n

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95070 - RECREATION SURVEY

What types of gambling were you doing when that happened? (TAKE UP TO THREE ANSWERS)

FIRST MENTION S R

SECOND MENTION A R

THIRD MENTION A R

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95070 - RECREATION SURVEY

Have you ever been in trouble with the law because of activities related to gambling?

1 Y/N YES/NO

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95070 - RECREATION SURVEY

Have you ever wanted help to stop gambling?

1 Y/N YES/NO

GO P234 IF F1 NE Y

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95070 - RECREATION SURVEY

What type of help was that?

n

- 10 GAMBLERS' ANONYMOUS
- 11 FRIENDS/FAMILY MEMBERS (ANY RELATIVES)
- 15 HEALTH CARE SYSTEM - GENERAL
- 16 HEALTH CARE - ADDICTION SERVICES
- 17 PHYSICIAN
- 18 PSYCHOLOGISTS
- 19 PSYCHIATRIST
- 20 OTHER COUNSELLORS
- 21 MINISTER
- 22 OTHER A R

SKIP TO F0 IF F2=F SKIP TO F0IFF1NE22 SKIP TO F2 IF F1=22 CH F1=10-22,?,1

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95070 - RECREATION SURVEY

Did you get the help you wanted for a gambling-related problem?

1 YES/NO

CH F1=Y,N,?,1

PAGE 234 95070 - RECREATION SURVEY

Have you ever had a problem with drugs or alcohol?

1 Y/N YES/NO

GO P238 IF F1 NE Y

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Have you ever wanted help to address these problems?

1 Y/N YES/NO

GO P238 IF F1 NE Y

PAGE 236 95070 - RECREATION SURVEY

What type of help was that?

n

- 11 ALCOHOLICS' ANONYMOUS
- 12 NARCOTICS' ANONYMOUS
- 13 FAMILY/FIRENDS
- 15 HEALTH CARE SYSTEM - GENERAL
- 16 HEALTH CARE - ADDICTION SERVICES
- 17 PHYSICIAN
- 18 PSYCHOLOGISTS
- 19 PSYCHIATRIST
- 20 OTHER COUNSELLORS
- 21 MINISTER
- 22 OTHER A

R

skip to f0 if f2=f skip to f0 if f1ne22

SKIP TO F2 IF F1=22 CH F1=11-13,15-19,20-22,?,!

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Did you get the help that you wanted for a drug or alcohol-related problem?

1 YES/NO

CH F1=Y,N,?,!

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95070 - RECREATION SURVEY

Would you say that you are very, somewhat, not very or not at all familiar with the efforts of the provincial government to create awareness of gambling related problems?

D

- 1 VERY FAMILIAR
- 2 SOMEWHAT FAMILIAR
- 3 NOT VERY FAMILIAR
- 4 NOT AT ALL FAMILIAR

CH F1=1-4,?,!

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95070 - RECREATION SURVEY

(READ EACH)

have you heard the radio spots which talk about gambling-related problems? 1

Have you seen or read the pamphlets or literature on problem-gambling from the Department of Health and Community Services? 1

have you heard about the 1-800 line which is available to provide information for people with gambling problems or members of their families? 1

CH F1-F3=Y,N,?,!

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95070 - RECREATION SURVEY

Now, we would like to ask a few different questions about some other issues related to wagering and betting activities.

In Canada, a limited type of casino gambling has been legalized in various provinces, including the establishment of a limited casino operation in Halifax last year.

Would you favour or would you oppose the establishment of limited casino gambling in New Brunswick? DEPENDING ON RESPONSE FOLLOW WITH

is that strongly oppose or oppose  
is that strongly favour or favour

D

- 5 STRONGLY FAVOUR
- 4 FAVOUR
- 3 NEITHER FAVOUR OR OPPOSE- NEUTRAL
- 2 OPPOSE
- 1 STRONGLY OPPOSE

CH F1=1-5,?,! INTERVIEWER: NOTE THAT NEUTRAL IS DIFFERENT FROM A DK RESPONSE!

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95070 - RECREATION SURVEY

Would you favour or would you oppose the establishment of limited casino gambling in conjunction with a tourist resort in NB - FOLLOW WITH

is that strongly oppose or oppose  
is that strongly favour or favour

D

5 STRONGLY FAVOUR

4 FAVOUR

3 NEITHER FAVOUR OR OPPOSE- NEUTRAL

2 OPPOSE

1 STRONGLY OPPOSE

CH F1=1-5,2,1

INTERVIEWER: NOTE THAT NEUTRAL IS DIFFERENT FROM A DK RESPONSE!

GO P250

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95070 - RECREATION SURVEY

And now, before we end, we'd like to ask a few questions about you so that we can compare the attitudes of different groups of people.....

In what year were you born? 19 n

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95070 - RECREATION SURVEY

Are you currently married, widowed, divorced, separated or single?

D

1 MARRIED, (INCLUDING COMMON-LAW, CO-HABITATION)

2 WIDOWED

3 DIVORCED

4 SEPARATED

5 SINGLE

ch f1=1-5

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95070 - RECREATION SURVEY

What is your mother tongue, the language you first learned to speak and still understand?

D

1 ENGLISH

2 FRENCH

3 BILINGUAL ALWAYS

4 OTHER

CH F1=1-4



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95070 - RECREATION SURVEY

Including yourself, how many people 18 years of age or older live in your household?

n

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95070 - RECREATION SURVEY

What is the highest level of education that you completed?

PROBE - IF HIGH SCHOOL - did you graduate

IF POST SEC - did you receive a license, degree or certificate?

IF UNIVERSITY - did you complete a degree - and what degree was that?

n ENTER GRADE IF LESS THAN HSD  
15 HSD

- 21 ATTENDED POST SEC NON-UNIVERSITY
- 22 COMPLETED POST SECONDARY DIPLOMA/CERT - NON UNIVERSITY
- 31 ATTENDED UNIVERSITY
- 32 COMPLETED BACHELOR'S LEVEL
- 33 COMPLETED MASTER'S LEVEL (INCLUDING LAW)
- 34 BEYOND MASTERS

CH F1=1-12,15,21,22,31,32,33,34,?,!

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95070 - RECREATION SURVEY

Are you currently employed, unemployed, disabled, retired, at home or a student?

IF EMPLOYED: is that full or part-time employment

IF A STUDENT: are you a full or part-time student?

n

- 1 EMPLOYED FULL-TIME
- 2 EMPLOYED PART-TIME
- 3 UNEMPLOYED
- 4 RETIRED
- 5 DISABLED
- 6 AT HOME
- 7 FULL-TIME STUDENT
- 8 PART-TIME STUDENT

CH F1 EQ 1-8,?,!

GO P257 IF F1 NE 1,2,3

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95070 - RECREATION SURVEY

What is your occupation; what do you normally do for work? (PROBE FOR DETAIL!)

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95070 - RECREATION SURVEY

What is your religion?

- 1 PROTESTANT
- 2 CATHOLIC
- 3 JEWISH
- 4 OTHER
- 5 NONE

go p260 if f1=5,?,!

ch f1=1-5,?,!

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95070 - RECREATION SURVEY

Do you attend a religious service ... (READ EACH CHOICE) ...

- 1 at least once a week
- 2 about 2-3 times a month
- 3 about once a month or
- 4 less than once a month?

ch f1=1-4,?,!

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95070 - RECREATION SURVEY

Would you say that your religion has a very, somewhat, not very or not at all important influence on your day-to-day life?

- 1 VERY IMPORTANT PART
- 2 SOMEWHAT IMPORTANT PART
- 3 NOT VERY IMPORTANT PART
- 4 NOT AT ALL IMPORTANT PART

CH F1=1-4,?,!

Was your total household income in 1995, that is income from all sources before taxes ....(INTERVIEWER FILL ALL FIELDS WITH Y/N - END QUESTIONING WHEN FIRST NO IS RECEIVED - ENTER NO IN ALL FIELDS AFTER FIRST)

1 more than \$20,000  
1 more than \$30,000  
1 more than \$40,000  
1 more than \$50,000

That's all the questions that we have for you, thank you for your time.

ch f1-f4=y,n,?,!

post ex p265

seconds to p265f2 if p265f2=e

ENTER RESPONDENTS GENDER

n  
1 WOMAN  
2 MAN

ENTER LANGUAGE OF INTERVIEW

n  
1 ENGLISH  
2 FRENCH

quota 1 if p0f2=1  
quota 2 if p0f2=2  
quota 3 if p0f2=3  
quota 4 if p0f2=4  
quota 5 if p0f2=5  
quota 6 if p0f2=6  
quota 7 if p0f2=7  
quota 8 if p0f2=8  
quota 9 if p0f2=9

INTERVIEWER NUMBER n

INTERVIEW TIME D

GO P264

post ex p263

pre ex p262

rec p265f3 to f4

insert "1" to p263f1 if p180f1=3,4 insert "1" to p263f2 if p182f1=3,4  
insert "1" to p263f3 if p184f1=y insert "1" to p263f4 if p186f1=y  
insert "1" to p263f5 if p188f1=y insert "1" to p263f6 if p190f1=y  
insert "1" to p263f7 if p192f1=y insert "1" to p263f8 if p195f1=y  
insert "1" to p263f9 if p197f1=y insert "1" to p263f10 if p199f1=y  
insert "1" to p263f11 if p201f1=y insert "1" to p263f12 if p203f1=y  
insert "1" to p263f13 if p205f1=y insert "1" to p263f14 if p207f1=y  
insert "1" to p263f15 if p209f1=y insert "1" to p263f16 if p211f1=y  
insert "1" to p263f17 if p213f1=y insert "1" to p263f18 if p215f1=y  
insert "1" to p263f19 if p215f1=y insert "1" to p263f20 if p221f1=y

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95070 - RECREATION SURVEY

history page

n n n n n

n n n n n

n n n n n

n n n n n

n

sumf21=f1+f2+f3+f4+f5+f6+f7+f8+f9+f10+f11+f12+f13+f14+f16+f16+f17+f18+f19+f20

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95070 - RECREATION SURVEY

INTERVIEWER, PLEASE HIT (GENTLY) THE END KEY TO SIGNAL A COMPLETED  
INTERVIEW  
END

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95070 - RECREATION SURVEY

TIME START n

TIME FINISH n

INT. LENGTH n function p265f3 = (p265f2 - p265f1) / 60

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95070 - RECREATION SURVEY

history page

LIFETIME SOGS SCORING

n n n n n

n n n n n

n n n n n

n n n n n

n

sumf21=f1+f2+f3+f4+f5+f6+f7+f8+f9+f10+f11+f12+f13+f14+f15+f16+f17+f18+f19+f20

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95070 - RECREATION SURVEY

history page

CURRENT SOGS SCORING

n n n n n

n n n n n

n n n n n

n n n n n

n

sumf21=f1+f2+f3+f4+f5+f6+f7+f8+f9+f10+f11+f12+f13+f14+f15+f16+f17+f18+f19+f20

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history page

Lifetime SOGS Score n

Current SOGS Score n

Gaming Activity Score n

Current Gaming Activity n

RWeekly Gaming Activity n

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95070 - RECREATION SURVEY

HISTORY PAGE

CALCULATE LIFETIME GAMING ACTIVITY

N SCRATCH-TYPE

N 649-PROVINCIAL

N BINGO

N RAFFLES

N VIDEO MACHINES - LOCAL

N GAMBLING MACHINES - CASINOS

N CARD GAMES - FRIENDS

N DICE/CARDS CASINOS

N SPORTS BETS - FRIENDS - POOLS

N BETS WITH BOOKIES

N HORSE RACING

N HIGH RISK STOCKS

HISTORY PAGE

## CALCULATE LIFETIME GAMING ACTIVITY

|   |                               |
|---|-------------------------------|
| N | SCRATCH-TYPE                  |
| N | 649-PROVINCIAL                |
| N | BINGO                         |
| N | RAFFLES                       |
| N | VIDEO MACHINES - LOCAL        |
| N | GAMBLING MACHINES - CASINOS   |
| N | CARD GAMES - FRIENDS          |
| N | DICE/CARDS CASINOS            |
| N | SPORTS BETS - FRIENDS - POOLS |
| N | BETS WITH BOOKIES             |
| N | HORSE RACING                  |
| N | HIGH RISK STOCKS              |

HISTORY PAGE

## CALCULATE WEEKLY GAMING ACTIVITY

|   |                               |
|---|-------------------------------|
| N | SCRATCH-TYPE                  |
| N | 649-PROVINCIAL                |
| N | BINGO                         |
| N | RAFFLES                       |
| N | VIDEO MACHINES - LOCAL        |
| N | GAMBLING MACHINES - CASINOS   |
| N | CARD GAMES - FRIENDS          |
| N | DICE/CARDS CASINOS            |
| N | SPORTS BETS - FRIENDS - POOLS |
| N | BETS WITH BOOKIES             |
| N | HORSE RACING                  |
| N | HIGH RISK STOCKS              |

**PROBLEM GAMBLING IN NEW BRUNSWICK  
REVIEW AND RECOMMENDATIONS**

**Report to the New Brunswick Department of Finance**

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**October 1996**

## **INTRODUCTION**

Until recently, the legalization of gambling has proceeded in most jurisdictions with little consideration of the potential impacts that gambling can have on individuals, families and communities. In the 1990's, however, prevalence surveys have become an essential component in the establishment and monitoring of gambling legalization (Volberg & Dickerson, in press).

Prevalence surveys allow for the planning and implementation of appropriate measures to educate the public as well as treatment professionals and gaming operators about problem gambling. Prevalence surveys also help ensure that the services for problem gamblers that are funded, developed and maintained are both appropriate and adequate. If replicated, prevalence surveys permit governments to track changes in the prevalence of problem gambling over time as well as to assess the effectiveness of preventive measures in mitigating the impacts of gambling legislation.

In 1992, Gemini Research assisted in the planning and reporting of a baseline survey of gambling and problem gambling in New Brunswick. At that time, Gemini Research submitted a separate report and recommendations on establishing treatment services for problem gamblers in the province ( Volberg 1992). Earlier this year, Gemini Research was asked to assist in replicating the baseline survey of gambling and problem gambling in New Brunswick. In addition to reviewing the methods and the report prepared by Baseline Market Research (1996), Gemini Research was asked to prepare this report on replication studies and their relevance for the future development of services for problem gamblers in New Brunswick.

This report summarizes the findings of replication studies in North America and addresses the relevance of particular findings in New Brunswick to the continuing development of services for problem gamblers in the province. The report concludes with recommendations for the refinement of services for problem gamblers in New Brunswick.

## **REPLICATION STUDIES OF PROBLEM GAMBLING**

Baseline studies of gambling and problem gambling, based on the South Oaks Gambling Screen, have now been conducted in 15 United States jurisdictions and 7 Canadian provinces as well as in New Zealand ( Abbot & Volberg, in press; Ladouceur, in press; Volberg, in press). Replication studies of gambling and problem gambling have been completed in 3 United States jurisdictions and 2 Canadian provinces, including New Brunswick, as well as in New Zealand.

In general, baseline studies of gambling and problem gambling have shown that the prevalence of problem gambling is higher in jurisdictions where legalized gambling has been available for longer periods of time and where the population is ethnically heterogeneous. Despite variations in the prevalence of problem gambling across



jurisdictions, there are striking similarities in the characteristics of problem and pathological gamblers regardless of jurisdiction.

Problem and pathological gamblers are significantly more likely than other gamblers or non-gamblers to be young minority and blue-collar males embedded in a culture where gambling is acceptable. Combined with the stresses that are part of the life of young minority and blue-collar men, gambling on dice, sports, at casinos or on locally available gaming machines presents a challenging opportunity to get some action, demonstrate control of their lives, beat the system and gain prestige among their friends. Problem gamblers spend significantly more time and money gambling than do non-problem gamblers and they play a wider variety of games. Problem gamblers report starting to gamble at significantly younger ages than non-problem gamblers and are more likely to acknowledge using drugs or alcohol when gambling.

Although only a few replication studies have been completed, these studies have begun to provide empirical evidence about the impact of legalized gambling on the prevalence of gambling-related problems in the general population. While these studies suggest that increases in the availability of legalized gambling do lead to increases in the prevalence of gambling problems, there are intervening factors that affect changes in prevalence rates over time.

To summarize these replication studies: a study in South Dakota, two years after the baseline survey, showed no changes in gambling participation or problem gambling prevalence (Volberg & Stuefen 1994). A replication study in Minnesota, conducted four years after the baseline survey, found a significant increase in individuals who scored as problem gamblers although there was no change in the proportion of individuals who scored as pathological gamblers (Emerson, Laundergan & Schaefer 1994). In Iowa, a replication survey completed six years after the baseline survey found significant increases in both problem and pathological gambling (Volberg 1995).

Aside from New Brunswick, the only Canadian replication study was completed in Manitoba in 1995 (Criterion Research Corporation 1995). As in South Dakota, the Manitoba replication study was conducted two years after the baseline survey. As in New Brunswick, the Manitoba replication study showed that while there were no significant changes in the overall prevalence of problem and pathological gambling, the proportion of pathological gamblers in relation to problem gamblers had increased. In Manitoba, the current prevalence of probable pathological gambling increased by 0.6% while in New Brunswick, the current prevalence of probable pathological gambling increased by 0.8%. Although these changes are not statistically significant, they are indicative of trends in the development of gambling-related problems in these provinces.

## **EXPLAINING CHANGES IN PREVALENCE RATES OVER TIME**

There are several possible explanations for differences in the findings of replication studies of gambling and problem gambling in the general population. These include differences in the period of time between baseline and replication studies; changes in the availability of legal types of gambling; and increased experience of gambling in the general population.

### **Timing**

The period of time between baseline and replication studies in the same jurisdiction appears to affect whether changes will be detected in the prevalence of problem gambling. The amount of time that it takes for an individual to develop gambling-related difficulties ranges from three to twenty-five years, depending on a variety of factors. A 2-year replication study, as done in Manitoba and South Dakota, is unlikely to detect changes in the prevalence of problem gambling. A 4-year replication study, as was done in Minnesota and New Brunswick, may or may not detect changes in prevalence. While the 6-year replication study in Iowa identified a clear increase in the prevalence of problem gambling, the results of the 10-year replication survey presently under way in New York State will clarify the picture further.

### **Availability**

In addition to the period of time between baseline and replication, changes in the availability of legal gambling affect changes in the prevalence of problem gambling. In Iowa and Minnesota, where significant increases in the prevalence of problem and/or pathological gambling were identified, there were substantial increases in the number of casinos and slot machines operating in the state between the time of the baseline and replication studies. In New Brunswick, there were few changes in the availability of gambling between 1992 and 1996. This may have contributed to the stability of the prevalence of problem gambling in New Brunswick.

### **Experience**

Perhaps the most significant change in gambling in North America since the 1970s has been the growing involvement of the middle class. Since the 1970s, participation in gambling has increased rapidly as middle class attitudes toward gambling changed. Some reasons for this shift in attitudes include a growing perception that gambling can be controlled through technology and corporate management systems; the medicalization of problem gambling; and the expanding role of the state in regulating and operating gambling activities (Lesieur & Browne 1993).

While gambling has long been condoned among the upper classes and broadly tolerated among the lower classes, the same activities were frowned upon by the middle class (Rosecrance 1988). With little gambling experience, new middle class gamblers have no repertoire of techniques for dealing with the periodic losses that are an integral part of gambling. Until these gamblers develop the skills and strategies to gamble regularly without incurring disastrous losses, they are more likely than other gamblers to experience difficulties (Rosecrance 1985). Although information on indebtedness was not collected in New Brunswick, data from problem gambling treatment programs shows that middle class gamblers who get into difficulties often have access to lines of credit and other financial resources that allow them to incur enormous debts relative to their income (Volberg 1988).

In the 1990s, gambling has become an acceptable adjunct to middle class life. With increased experience of gambling and its vicissitudes, middle class gamblers may already be learning techniques for managing their involvement. Since the middle class represents such a large proportion of the population, we would expect to see rates of gambling participation and problem gambling stabilize as middle class gamblers fit gambling into their lifestyle and learn the techniques necessary to gamble without difficulties. Although this notion was not tested empirically, the finding from the replication study in New Brunswick that average expenditures on some types of gambling have decreased certainly fits this scenario.

## CONCLUSIONS AND RECOMMENDATIONS

Replication studies are not only valuable in tracking changes in the prevalence of problem gambling over time. This type of research is also important for the refinement and redirection of efforts to minimize problem gambling in a jurisdiction. The replication study in New Brunswick measured the prevalence of problem gambling after a 4-year interval and identified several important changes in gambling and problem gambling in the province although there was no significant increase in the prevalence of problem gambling.

In 1992, Gemini Research made recommendations regarding the establishment of services for problem gamblers in New Brunswick. Phase One included establishment of a reliable funding stream, development of a public education campaign, training for health professionals in the identification of problem gambling and establishment of a crisis intervention system or hotline. Phase Two included training for health professionals in the treatment of problem gambling, establishment of a certification program for gambling counselors, establishment of specialized gambling treatment positions, evaluation of these efforts and research to monitor their effectiveness. At that time, it was noted that adequate and continued funding, a supportive regulatory environment and an organizational commitment to maintaining these services would be critical to the success of these efforts.

Four year later, many of the Phase One measures have been implemented. Community education by social workers now includes a gambling component and public awareness of gambling problems has been raised through an ongoing radio campaign. A hotline referral service for gamblers, part of the province-wide crisis intervention system, refers approximately 450 calls annually from problem gamblers seeking assistance. There are treatment professionals who have been trained to diagnose and treat problem gamblers in each of the 7 addiction service units around the province although there are no staff positions dedicated for problem gambling services. Signs advertising the hotline are posted in most video gambling locations and site holders are provided with pamphlets that they may distribute to customers whose gambling they deem problematic.

As in other North American jurisdictions, utilization of the services available for problem gamblers has grown slowly in New Brunswick. While it may require several years for these measures to be demonstrably effective, services for problem gamblers in New Brunswick are recognized by a majority of adults in the province and will eventually serve many more problem gamblers as the stigma of seeking help for a gambling problem diminishes.

In this section, we identify key findings from the New Brunswick replication study and their implication for the refinement of efforts in the province to address the needs of problem gamblers in New Brunswick. Recommendations include establishment of a secure funding source for these programs, education and treatment initiatives and the monitoring of problem gambling in the future.

### **The Need for Funding**

While many of the Phase One measures have been implemented, the cost of these activities has been largely absorbed within the existing budget of the Department of Health. There have been no additional funds allocated for these activities nor have staff positions been added to carry out the responsibilities associated with the problem gambling program. To ensure the success of efforts to address the issue of problem gambling in New Brunswick, it is essential that a substantial and continuing financial commitment be made to support these activities. While these funds could come from various sources, including government and gaming operations, it is imperative that the Department of Health be given full responsibility for disbursing the funds and developing the necessary programs.

### **Public Awareness and Education**

Since the prevalence of problem gambling has not changed significantly in New Brunswick, it seems sensible to target a substantial proportion of existing future resources toward preventing future increases and, possibly, toward decreasing the prevalence of problem gambling. Prevention activities should include both expansion of the public awareness campaign that is already underway and an education component targeted to

adolescents and young adults. Adolescents and young adults represent the first generation for whom legal gambling has been available all their lives. While gambling is more popular among these groups than among older individuals, young people are less likely to have developed skills and strategies to manage their gambling and are thus more likely to develop difficulties.

In addition to policy and funding development, increased regulation, research treatment and training, the North American Think Tank on Youth Gambling (1995) recently endorsed the development of public awareness and education initiatives for adolescents. The Think Tank recommended that curricula and programs be developed to educate children, parents and teachers about the issue of youth gambling. In New Brunswick, the Departments of Finance, Health and Education should work cooperatively to develop such curricula and programs. Existing materials that could be adapted for New Brunswick are available from the Alberta Capital Health Authority, the Harvard Center on Addictions and the Minnesota Council on Problem Gambling.

Another source of assistance in the development of education and prevention programs for youth gambling is Professor Ladouceur and his colleagues at Université Laval in Quebec City. The prevention program developed by Ladouceur and his colleagues is well designed and has been tested for effectiveness (Gaboury & Ladouceur 1993; Volberg, Dickerson, Ladouceur & Abbott, in press). As with alcohol and drug education, gambling prevention programs improve youths' knowledge of gambling and problem gambling although coping skills are not maintained for long. It will be important to develop curricula that are delivered at several points in the high school and college years to enhance the likelihood that adolescents and young adults will utilize the skills they are taught.

As with education, public awareness efforts must be ongoing in order to be effective. In Minnesota, researchers documented the correlation between the volume of calls to the problem gambling hotline and public awareness activities such as the airing of radio and television PSAs, the distribution of press and media kits and a declaration by the governor of a "Problem Gambling Awareness Week" (Svendsen 1994). While the New Brunswick replication survey found that 59% of respondents were somewhat or very familiar with government efforts to increase awareness of gambling-related problems, it will be important to maintain and improve that level of awareness through ongoing radio and television advertising, press and media education and special events.

Finally, it will be important to target some of these public awareness and education activities to groups with the highest risk of developing gambling-related difficulties. In New Brunswick, individuals at greatest risk for experiencing gambling problems remain young, francophone males with relatively low education. As in 1992, we recommend targeting some of the proposed awareness and education activities toward this group.

## **The Need for Treatment Services**

While the overall prevalence of problem gambling in New Brunswick did not change between 1992 and 1996, the proportion of pathological to problem gamblers did change. In 1992, one out of every three problem gamblers was classified in the more severe "probable pathological" category. In 1996, one out of every two problem gamblers was classified in the "probable pathological" category. It is clear that an increasing proportion of those with gambling-related problems are experiencing greater difficulties. Since problem gamblers are experiencing more severe difficulties, it is likely that more of these individuals will seek assistance for their gambling problems.

It will be important to expand existing treatment services for problem gamblers in New Brunswick in order to provide these individuals with the help they need. At least one new position should be added at each of the 7 provincial addiction treatment centers to provide adequate treatment services to problem gamblers in New Brunswick as well as to deliver important education and awareness materials to public and policy audiences.

It would also be helpful to target some training and treatment activities at the groups with the highest risk for developing gambling problems. Since co-morbidity of gambling with alcohol and drug use is high, a cost-effective approach to identifying individuals with gambling-related problems would be to screen individuals seeking help for alcohol or drug problems for their gambling involvement. Weekly gambling, particularly on video machines, and high monthly expenditures on gambling would alert treatment professionals to the need for gambling-specific counseling with some clients.

## **Monitoring Problem Gambling**

Lifetime and weekly gambling participation have increased in New Brunswick, suggesting that gambling has become more acceptable to New Brunswickers in the past 4 years. Since this increase has occurred largely among middle class individuals and among young adults who may not yet have developed the skills and strategies necessary to gamble without problems, it is possible that the prevalence of problem gambling in New Brunswick may increase in the future. It will be important to continue to monitor gambling and problem gambling in New Brunswick to determine if changes in the prevalence of problem gambling occur. It will also be important to develop research initiatives to assess the effectiveness of awareness, education and treatment initiatives in minimizing the negative impact of legalized gambling in New Brunswick.

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