2009 New Brunswick Gambling Prevalence Study

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STUDY BACKGROUND

This report presents the findings of the *2009 New Brunswick Gambling Prevalence Study* conducted by MarketQuest Research on behalf of the New Brunswick Department of Health (the Department) and the New Brunswick Lotteries and Gaming Corporation. This study is the fourth Gambling Prevalence Study conducted with residents of the province, with the previous studies conducted in 1992, 1996 and 2001. Eight years following the completion of the *2001 New Brunswick Gambling Prevalence Study*, another gambling prevalence study has been conducted to further observe and track gambling trends in the province.

Furthermore, to enhance the value of the information obtained, several methodological improvements from the 2001 study were identified and incorporated into the current study, including an increased sample size (from 800 respondents to approximately 2,800 respondents) and analysis of the data on a regional level. Moreover, a more comprehensive list of gambling activities such as poker (including poker at home, friends' home, and at work; electronic poker; and Internet poker) and Internet gambling (excluding Internet poker) was assessed to accurately reflect the increasing popularity of these activities, as well as trends observed in the provision of support and treatment services. Enhancements such as the ones described allowed for a more in-depth analysis of the data gathered as well as an analysis of rapidly expanding areas of concern.

This study gathered data with respect to:

- The prevalence of gambling and problem gambling in the province;
- Demographic characteristics of gambling subtypes;
- Demographic characteristics of participants of gambling activities (e.g., VLT players);
- Gambling expenditures;
- Awareness of gambling support services;
- Awareness and impact of the Problem Gambling Awareness campaign; and
- Consequences related to gambling.

The results from this study will be used to provide the information needed to continue to provide effective gambling treatment services and targeted education and awareness initiatives to residents of the province.

METHODOLOGY

For the *2009 New Brunswick Gambling Prevalence Study*, sampling was stratified by the seven health zones in the province to ensure acceptable margins of error for analysis. Age and gender controls were implemented to ensure a representative sample for each zone. To ensure that the sample was a proportionate representation of the overall population, weights were developed and applied to the data at the overall level. In total, 2,821 adult residents of New Brunswick (age 19+) completed the gambling prevalence survey.

The questionnaire for the *2009 New Brunswick Gambling Prevalence Study* was developed by MarketQuest Research, in close consultation with the Department of Health and the New Brunswick Lotteries and Gaming Corporation, and is based on previous New Brunswick Gambling Prevalence Studies as well as the Canadian Problem Gambling Index (CPGI). The questionnaire consisted of seven major sections that were designed to assess gambling involvement, problem gambling, correlates of gambling, awareness of gambling issues and support services, and recall of the provincial problem gambling awareness campaign. Nine items from the questionnaire were scored to create gambling subtypes (*non-gambler, non-problem gambler, low-risk gambler, moderate-risk gambler, and problem gambler*) and generate a prevalence rate for problem gambling. Other questionnaire items such as indicators and correlates of gambling behavior were used to develop profiles of gamblers and problem gamblers. The questionnaire was offered in the both of New Brunswick's official languages (English and French).

SUMMARY OF KEY FINDINGS

Gambling Behavior in New Brunswick

- Provincially, 78% of respondents have participated in at least one gambling activity over the past 12 months. In terms of health zones, prevalence rates were similar to the provincial result, however Zone 3 was lower at 73%.
    - Of those who have gambled in the past 12 months, approximately seven in ten (71%) gambled on a regular basis, that is, they participated in at least one gambling activity at least once a month.
    - Since peaking in 1996, the past year gambling prevalence rate has continued to decrease and the current rate of 78% is in line with prevalence rates from other provinces as well as the rates from the 1992 and 2001 New Brunswick studies.

- Gamblers (those who have gambled in the past 12 months) were equally likely to be male (49%) or female (51%). The typical gambler was between the ages of 35 and 54 (42%), married (57%), employed full-time or part-time (64%) and had completed at least some post-secondary education (62%). Among gamblers, approximately one-half of annual household incomes were between $20,001 and $60,000 (48%). These characteristics are generally representative of the overall provincial population.

- Non-gamblers (those who have not gambled in the past 12 months) tended to skew towards females (55%) and just over one-half (53%) were married. However, non-gamblers tended to be older than gamblers (65 years of age or older – 29% and 16%, respectively), and have lower education levels (at least some post-secondary – 54% and 62%, respectively), lower employment levels (49% and 64%, respectively), and lower annual household incomes ($20,000 or less – 22% and 11%, respectively).

- Provincially, the most popular gambling activity among respondents over the past 12 months was weekly lottery tickets (58%), followed by raffles or fundraising tickets (40%), 50/50 draws (37%), and scratch 'n win tickets (32%). However, compared to previous years, rates of past year play have declined for many of the more common activities, including lottery draws, instant wins, bingo and VLTs, though past year play has increased for raffles/draws.

- Players of weekly and daily lottery tickets tended to be most representative of the general gambling and provincial population. However, players of other activities differed in terms of demographic characteristics:

    - ***Pull tab*** players were generally female (61%), employed (69%), and between the ages of 25 and 54 (67%). One-half had high school or less than high school education (50%), and 39% were married, while 22% were single and 21% were common-law. Generally, annual household incomes fell between $20,001 and $60,000 (57%).

    - ***Scratch 'n win ticket*** players were generally female (63%), between the ages of 25 and 54 (63%), and had at least some post-secondary education (60%). Approximately one-half were married (51%) and had annual household incomes between $20,001 and $60,000 (51%).

    - Approximately one-half of both ***raffle ticket*** and ***50/50 ticket*** purchasers were female and between the ages of 35 and 54. Approximately six in ten of these purchasers were married, while about seven in ten were employed and had at least some post-secondary education. Almost one-half of each type of purchaser had annual household incomes between $20,001 and $60,000, however approximately two in ten reported incomes of more than $100,000.

    - ***Bingo*** players were predominantly female (82%) and were most commonly 45 years of age or older (54%). Almost one-half of players were married (47%), employed (48%), and had at least some post-secondary education (47%). Annual household incomes most often fell between $20,001 and $60,000 (60%).

    - ***VLT*** players were slightly skewed toward males (56%), while approximately one-half were between the ages of 25 and 44 (52%), had a high school or less than high school education (48%), and had annual household incomes between $20,001 and $60,000 (51%). Forty percent of players were married, while 28% were single. Sixty-four percent were employed on a full-time or part-time basis.

- ***Poker*** players (excluding electronic poker and Internet poker) were mostly male (71%), between the ages of 19 and 44 (76%), and employed (75%), with at least some post-secondary education (72%). Four in ten poker players were married (40%), while 31% were single and 20% were common-law. Furthermore, 43% had annual household incomes between $20,001 and $60,000.

- ***Casino*** gamblers were equally likely to be male or female (50% each) and were most commonly between the ages of 25 and 44 (41%). The majority were married (58%), employed (62%), and had at least some post-secondary education (73%). Annual household incomes tended to vary, most commonly over $100,000 (37%) or between $40,001 and $60,000 (21%).

- ***Internet*** gamblers (including Internet gambling and Internet poker) were mostly male (74%) and most commonly between the ages of 35 and 44 (34%) or 19 and 24 (26%). They tended to be married (37%), single (33%), or common-law (22%), and almost three-quarters (73%) were employed. Sixty-six percent had at least some post-secondary education, and annual household incomes tended to vary, most commonly over $100,000 (29%) or between $20,001 and $40,000 (26%).

- On average, gamblers spent 3 hours gambling in a typical month and participated in an average of 2.2 activities. Among the gamblers surveyed, the average overall yearly expenditure on gambling activities (including in-province and out-of-province spending) was $1,152.87 ($96.07/month)[1], with the gamblers in this study spending a yearly total of $2,498,841.13 on gambling activities, both inside and outside the province[2]. Based on a provincial adult gambling population (ages 19+) of 449,726, this translates into an estimated provincial yearly expenditure (including in-province and out-of-province spending) of approximately $518.5 million[3].

  - In terms of specific activities, the average amounts spent yearly per gambler were highest for Internet poker ($3,425.55), games of skill including pool, bowling, golf or darts ($2,926.67), and VLTs ($1,622.84). For the most popular activity (weekly lottery tickets), gamblers spent an average of $240.31 yearly.

Problem Gambling in New Brunswick

- As defined by the CPGI, the majority of respondents (90.3%) were placed into the non-gambler or non-problem gambler categories. The remaining respondents were placed into the low-risk (5.7%), moderate-risk (2.7%), or problem gambling (1.3%) categories[4].

  - The problem gambling prevalence rate has remained stable since 2001 (1.4%), and is in line with the problem gambling prevalence rate in other Canadian provinces.

[1] The 2009 monthly and yearly expenditures were calculated excluding short term speculative stock or commodity purchases to more closely match the gambling activities included in the 2001 study.
[2] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. Totals were calculated by summing the yearly expenditures for each respondent. It is important to note that expenditures include money that was spent out of province as well as within the province.
[3] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.
[4] Due to a lack of information provided, 17 respondents could not be classified into the gambling subtypes.

- Based on a provincial adult population (ages 19+) of 573,630[5]:
    - Approximately 15,488 residents are moderate-risk gamblers; and
    - Approximately 7,457 residents are problem gamblers.

- By health zone, problem gambling prevalence rates were relatively similar to the provincial rate. Rates ranged from 0.2% in Zone 6, 0.3% in Zone 5, and 0.5% in Zone 4 to 2.0% in Zone 2.

	Zone 1 *(N=399)*	***Zone 2*** *(N=400)*	***Zone 3*** *(N=401)*	***Zone 4*** *(N=397)*	***Zone 5*** *(N=408)*	***Zone 6*** *(N=398)*	***Zone 7*** *(N=398)*
Non-gamblers	19.8%	19.8%	26.6%	22.9%	22.5%	21.0%	17.4%
Non-problem gamblers	69.8%	67.9%	64.3%	71.3%	72.8%	71.3%	73.2%
Low-risk gamblers	5.7%	7.3%	4.9%	4.3%	3.3%	5.1%	7.0%
Moderate-risk gamblers	3.4%	3.0%	2.8%	1.0%	1.2%	2.3%	1.3%
Problem gamblers	1.3%	2.0%	1.4%	0.5%	0.3%	0.2%	1.2%

- Moderate-risk gamblers were most often male (63%) and were most often between the ages of 19 and 24 (30%) or 35 and 44 (27%). Most commonly, these gamblers were married (41%) or single (30%) and 54% had a high school or less than high school education. Sixty-one percent were employed and 49% had annual household incomes of $20,001 to $60,000.

- The typical problem gambler was male (70%) and fell into the 19 to 54 age category (81%). Problem gamblers were equally likely to be married (35%) or single (36%) and almost two-thirds (64%) were employed. Education levels were varied, with 55% having a high school or less than high school education. Almost one-third of problem gamblers (31%) had annual household incomes of more than $100,000.

- Weekly lottery tickets, 50/50 draws, raffle/fundraising tickets, and scratch 'n win tickets were popular among all gambling subtypes, however, VLTs (81%) were the most common activity among problem gamblers. Moderate-risk and problem gambling prevalence rates among weekly lottery ticket players and raffle ticket purchasers were similar to the provincial rates. However, of interest:
    - Rates of moderate-risk and problem gambling for ***50/50 ticket*** purchasers were 3.7% and 2.0%, respectively (5.7% combined). This combined rate is significantly higher than the provincial combined rate (4.0%; 2.7% moderate-risk and 1.3% problem gamblers).
    - Rates of moderate-risk and problem gambling for ***scratch 'n win ticket*** players were 4.2% and 2.2%, respectively (6.4% combined). This combined rate is significantly higher than the provincial combined rate (4.0%; 2.7% moderate-risk and 1.3% problem gamblers).
    - Rates of moderate-risk and problem gambling for players of ***daily lottery tickets*** was 2.5% and 6.7%, respectively (9.2% combined). This problem gambling rate is significantly higher than the provincial problem gambling rate of 1.3% (4.0% combined; 2.7% moderate-risk and 1.3% problem gamblers).
    - Rates of moderate-risk and problem gambling for ***bingo*** players were 10.5% and 3.4%, respectively (13.9% combined). These rates are significantly higher than the moderate-risk (2.7%) and problem gambling (1.3%) rates found provincially (4.0% combined).

[5] Source: Statistics Canada 2006 Community Profiles http://www12.statcan.ca/census-recensement/2006/dp-pd/prof/92-591/search-recherche/lst/Page.cfm?Lang=E&GeoCode=13&Letter=R

- Rates of moderate-risk and problem gambling for ***poker*** players (excluding electronic poker and Internet poker) were 11.2% and 2.5%, respectively (13.7% combined). These moderate-risk and combined rates are significantly higher than the moderate-risk and combined rates found provincially (2.7% moderate-risk; 1.3% problem gamblers; 4.0% combined).

- Rates of moderate-risk and problem gambling for ***casino*** gamblers were 10.6% and 3.1%, respectively (13.7% combined). These rates are significantly higher than the moderate-risk (2.7%) and problem gambling (1.3%) rates found provincially (4.0% combined).

- Rates of moderate-risk and problem gambling for ***pull tab*** players were 8.1% and 6.1%, respectively (14.2% combined). These rates are significantly higher than the moderate-risk (2.7%) and problem gambling (1.3%) rates found provincially (4.0% combined).

- Rates of moderate-risk and problem gambling for ***Internet*** gamblers (including Internet poker) were 25.4% and 8.7%, respectively. These rates are significantly higher than the moderate-risk (2.7%) and problem gambling (1.3%) rates found provincially, and the combined rate (34.1%) is eight times higher than the combined provincial rate (4.0%).

- Rates of moderate-risk and problem gambling for ***VLT*** players were 13.0% and 16.0%, respectively. These rates are significantly higher than the moderate-risk (2.7%) and problem gambling (1.3%) rates found provincially, and the combined rate (29.0%) is seven times higher than the combined provincial rate (4.0%). Also noteworthy, the use of VLTs steadily increased for each gambling subtype, with problem gamblers more likely than all other gambling subtypes to have played VLTs over the past 12 months.

- The average number of hours spent gambling in a typical month generally increased for each gambling subtype to a total of 17.9 hours for moderate-risk gamblers, however, hours per month decreased for problem gamblers (11.3 hours).

- The average amount spent gambling in the past 12 months increased for each gambling subtype, with yearly spending among moderate-risk gamblers averaging $4,639.34 ($386.61/month) and yearly spending among problem gamblers averaging $10,757.99 ($896.50/month) [6] [7].

  - Though moderate-risk and problem gambling rates were relatively low (2.7% and 1.3%, respectively), moderate-risk gamblers accounted for 11% of total yearly gambling expenditures, while problem gamblers accounted for 12%.

  - The average largest amount spent on gambling at any one time in the past year increased for each gambling subtype, reaching $559.69 for problem gamblers, over double the average amount spent among moderate-risk gamblers ($216.57).

- Among problem gamblers, the most common reasons for gambling were excitement/fun (47%), to win money (39%), to forget about problems (29%), and to decrease boredom (27%). Moderate-risk gamblers identified similar reasons, including excitement/fun (56%) and winning money (38%). Of interest, forgetting about problems was more likely to be identified as a motivation for gambling among problem gamblers when compared to all other gambling subtypes.

[6] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[7] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

- Overall, 99% of non-problem gamblers perceived their gambling behavior as not at all a problem. This percentage decreased for each gambling subtype, dropping to 85% for low-risk gamblers, 66% for moderate-risk gamblers and 28% for problem gamblers.

    - As expected, self-perceptions of gambling behavior as a serious problem became more common for each subtype, with 17% of problem gamblers feeling it was a problem.

- In terms of lifetime gambling behavior, 4% of respondents who have ever gambled have had problems at some point with the amount of time and money spent gambling.

    - The percentage of respondents who have had problems with gambling at some point in their lives increased for each gambling subtype, with a notable percentage of moderate-risk and problem gamblers having experienced problems with gambling behavior (41% and 60%, respectively) and almost all problem gamblers (99%) identifying VLTs as a problem activity[8].

Correlates of Problem Gambling

- The average age at which respondents started gambling for money was 22 years, however, at least one-half of moderate-risk and problem gamblers began gambling for money between the ages of 6 and 18 (55% and 57%, respectively).

- The most common gambling activity first tried among those who have ever gambled was purchasing weekly lottery tickets (29%) and scratch 'n win tickets (12%). Among moderate-risk gamblers, the first activities tried included cards (excluding poker) or board games (26%), poker (excluding electronic poker and Internet poker) (11%), and scratch 'n win tickets (11%). Problem gamblers most frequently cited VLTs (26%), poker (excluding electronic poker and Internet poker) (17%), cards (excluding poker) or board games (14%), and bingo (14%) as their first gambling activities.

    - Problem gamblers were more likely to play VLTs as their first gambling experience when compared to all other gambling subtypes.

- Generally, most of those who have ever gambled did not remember their first big gambling win (16%) or loss (6%). However, problem gamblers and moderate-risk gamblers were most likely than all other gambling subtypes to remember their first big win (54% and 40%, respectively) and loss (33% and 35%, respectively).

- Respondents generally agreed that they could stop gambling anytime they wanted (average agreement rating of 4.5 out of 5.0), and agreement with various negatively worded gambling statements was low. However, problem gamblers expressed the most agreement with these statements.

- Overall, 54% of respondents knew of individuals with past or present gambling problems. Moderate-risk and problem gamblers were more likely than non-problem gamblers and non-gamblers to know of such individuals.

    - Among all gambling subtypes, VLTs were most frequently identified as the type of gambling problematic to those with past or present gambling problems.

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

Awareness and Use of Support Services

- Just over one-half of respondents (57%) were aware of assistance or services in place to help people experiencing problems with their gambling and a similar percentage were aware of specific support services such as Gamblers Anonymous (62%), the toll-free gambling information line (61%) and Regional Addictions Services/Detox (56%). Awareness of specific support services generally increased for each gambling subtype, with problem gamblers generally showing the most awareness.

- Approximately two in ten respondents have seen or read pamphlets/tear-off sheets/literature on problem gambling (21%) or pamphlets on responsible gambling (17%), with percentages generally increasing for each gambling subtype.

- Six percent of respondents have ever sought help or assistance for themselves or someone else with a gambling problem from sources such as Gamblers Anonymous (21%), friends (20%) and the toll-free gambling information line (15%).

    - Moderate-risk and problem gamblers were more likely than all other subtypes to have ever sought this type of assistance.

Awareness of Gambling Issues

- Knowledge of the various gambling issues in New Brunswick was moderate to low, with the highest level of knowledge exhibited for early warning signs (56%), how to access information (55%), services available for problem gamblers and families (54%) and the impact of problem gambling (52%). Knowledge of how the money from gambling is used by the provincial government was lowest (28%), though respondents expressed the most interest in this issue (67%).

    - Knowledge and interest in many gambling issues tended to be higher among problem gamblers when compared to other gambling subtypes.

- Just over one-half of respondents (57%) were not very familiar or not at all familiar with the efforts of the provincial government to create awareness of gambling related problems.

Advertising Awareness

- Within the past 12 months, 53% of respondents recalled seeing or hearing advertising related to problem gambling in New Brunswick, with television (80%) being the most common source and a variety of messages recalled, including a number to call for help (29%) and get help/help is available (22%).

- Awareness of the provincial government's television ad campaign was moderate to low, with 18% of respondents having seen the ad within the past 12 months. Just over one-half of those who recalled the ad felt it showed the damaging effects of gambling. Evaluation of the ad was moderate, with agreement highest that the ad was attention catching (3.8 out of 5.0) and informative (3.8 out of 5.0).

CONCLUSIONS

Gambling, in general, is common among New Brunswickers, though the overall prevalence of gambling has declined since 1996. The problem gambling prevalence rate has remained stable since 2001 and is generally similar to the rate found in other provinces across Canada.

Provincially, 78% of respondents have gambled at least once in the past year, of which 71% participated in at least one gambling activity on a regular basis (that is, at least once a month). Furthermore, 5.7% of respondents were classified as low-risk gamblers, 2.7% as moderate-risk gamblers and 1.3% as problem gamblers. Breakdowns by health zone were generally similar to this overall result. Based on a provincial adult population of 573,630, it can be projected that 15,488 adult residents are moderate-risk gamblers and 7,457 adult residents are problem gamblers.

Compared to 2001, the provincial gambling prevalence rate has declined from 81% to 78%. This overall gambling prevalence rate is slightly lower, but still in line with findings from other provinces, and is comparable to 1992 levels.

Though the gambling prevalence rate has declined over time, gambling expenditures have increased substantially compared to previous years[9] [10].

As stated previously, 78% of respondents have gambled at least once in the past year, a decrease from 81% in 2001, 84% in 1996, and 80% in 1992. However, yearly expenditures on gambling activities over this period have increased, from an average of $361.79 per person in 2001 to an average of $1,152.87 per person in 2009[11,12]. Furthermore, though participation in popular activities such as lottery draws, VLTs, and bingo have declined since 1992, average monthly expenditures for these activities have increased steadily over this period, particularly among regular gamblers, supporting previous literature showing that gambling wagers have steadily increased among Canadians since the early 1990's (Marshall & Wynne, 2004).

Moderate-risk and problem gamblers represent distinct segments of the general adult population.

The findings of this study indicate that problem gamblers were mostly males (70%) between the ages of 19 and 44 (62%). Just over one-half (55%) had a high school or less than high school education. Moderate-risk gamblers were mostly males (63%) between the ages of 19 and 24 (30%) or 35 and 44 (27%). Just over one-half (54%) had a high school or less than high school education.

These findings support other research identifying young males with lower education levels as an at-risk population (Marshall & Wynne, 2004).

[9] Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.
[10] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.
[11] The 2009 yearly expenditure was calculated excluding short term speculative stock or commodity purchases to more closely match the gambling activities included in the 2001 study.
[12] It should be noted that in 2001, seven categories of gambling activities were used to calculate gambling expenditures; however in 2009, the number of gambling activities increased to 20 (short term speculative stock or commodity purchases were excluded).

VLT use is extensive among problem gamblers in New Brunswick.

A relationship between VLTs and problem gambling has been clearly established in previous research (Marshall & Wynne, 2004). Though VLTs were not a more common past year gambling activity (6%), this study has shown a relationship between VLT use and problem gambling. For example, 81% of problem gamblers have played VLTs in the past 12 months, higher than all other gambling subtypes, and 26% remembered VLTs as their first gambling experience. Furthermore, rates of moderate-risk and problem gambling for VLT players were 13.0% and 16.0% respectively. These rates are substantially higher than the moderate-risk and problem gambling rates found provincially (2.7% and 1.3%, respectively) and the combined rate (29.0%) is seven times higher than the combined provincial rate (4.0%).

Internet gambling (including Internet poker) and poker (excluding electronic poker and Internet poker) are frequent forms of gambling among moderate-risk gamblers in particular.

Three percent of respondents have participated in Internet gambling (including Internet poker) in the past 12 months, while one in ten respondents (10%) have played poker (excluding electronic poker and Internet poker) over this period. These activities appear to be most frequent however, among moderate-risk gamblers, with a notable percentage having participated in each activity over the past 12 months (23% Internet gambling; 43% poker).

Furthermore, both Internet gambling and poker appear to have close relationships with moderate-risk gambling. It is estimated that one-quarter (25.4%) of Internet gamblers can be considered moderate-risk gamblers, eight times higher than the provincial moderate-risk prevalence rate (2.7%). Furthermore, 11.2% of poker players are moderate-risk gamblers, again higher than the provincial moderate-risk prevalence rate (2.7%).

Problem gamblers experience negative consequences related to their gambling, in particular financial difficulty.

Negative financial consequences were common among problem gamblers in this study. Problem gamblers had the highest unemployment rate of all the gambling subtypes (20%). Related to finances, problem gamblers also spent large amounts of money on gambling activities, with yearly spending averaging $10,757.99 (or $896.50 monthly) and the largest amount spent on one occasion averaging $559.69, double the amount found for moderate-risk gamblers. Furthermore, though the problem gambling rate was found to be 1.3%, problem gamblers were found to account for 12% of the total yearly expenditures on gambling[13] [14]*.*

Although time spent gambling by problem gamblers was not the highest among the gambling subtypes (11 hours in a typical month), amounts spent were the highest ($10,757.99 in the past 12 months or $896.50 per month) and the largest amount spent at any one time was highest ($559.69 within the past 12 months), indicating that problem gamblers spend large sums of money that disappear quickly. Also of interest, a notable percentage of problem gamblers indicated they have experienced problems at some point with the amount of time and/or money spent on gambling (60%), mostly or almost always felt they bet more than they could really afford to lose (51%), and mostly or almost always felt their gambling has caused personal or household financial problems (34%).

[13] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[14] In determining percentages of total yearly spending, short term speculative stock or commodity purchases were not excluded from the provincial total as no comparisons were made to 2001 expenditures.

Early experiences play a role in later problem gambling behavior.

Though at least one-half of current non-gamblers, non-problem gamblers and low-risk gamblers began gambling for money at age 19 or older, just over one-half of moderate-risk (55%) and problem gamblers (57%) reported their first monetary gambling experience as occurring between the ages of 6 and 18 years. The first gambling activity among problem gamblers was most often VLTs (26%), an activity that has been shown in this study to be closely related to problem gambling. Furthermore, problem gamblers were the most likely to remember their first big win (54%) and loss (33%).

Awareness of gambling support and treatment services varies among New Brunswickers, however, past use of such services is relatively low.

In terms of specific support services, the majority of respondents were aware of Gamblers Anonymous (62%), the toll-free gambling information line (61%), and Regional Addictions Services/Detox (56%). Exposure to gambling pamphlets/literature was notably lower (21% saw/read gambling pamphlets (non-specific); 17% saw/read responsible gambling pamphlets). Awareness was generally higher among problem gamblers, males, younger respondents (19 to 34), and Anglophone respondents.

Overall 6% of respondents have ever sought help or assistance from formal or informal supports, including Gamblers Anonymous (21%), friends (20%) and the toll-free gambling information line (15%). Use of such services was generally higher among moderate-risk and problem gamblers, younger respondents (19 to 34), females, and Anglophone respondents.

Knowledge of, and interest in provincial gambling issues is moderate. Though knowledge is lowest on how gambling revenues are used by the province, interest is highest in this issue.

Just over one-half of respondents demonstrated knowledge of, and interest in certain provincial gambling issues, including early warning signs that someone may be having gambling problems (56% knowledgeable; 53% interested) and the impact of problem gambling in New Brunswick (52% knowledgeable; 54% interested). Seventy percent of respondents were not at all knowledgeable on how the money from gambling is used by the provincial government, though 67% were very or somewhat interested in this issue.

Awareness of gambling advertising within New Brunswick is moderate, though recall of the provincial television ad campaign is moderate to low. Furthermore, familiarity with the government's efforts to create awareness of gambling related problems is moderate.

Just over one-half of respondents (53%) were aware of advertising related to problem gambling within the past 12 months, with television being the most common source of exposure (80%). Recall of the television ad sponsored by the provincial government was notably lower, however, at 18%. Recall of all types of problem gambling advertising was most common among younger respondents and Francophone respondents. Also regarding awareness, just over one-half of respondents (57%) were not very familiar or not at all familiar with the efforts of the provincial government to create awareness of gambling related problems.

1.0 Introduction

The New Brunswick Department of Health (the Department), through funding provided by the New Brunswick Lotteries and Gaming Corporation, is responsible for providing gambling treatment services to residents of New Brunswick. Initiatives such as Regional Addiction Centres, outpatient services, and a toll-free gambling information line are provided to prevent and treat gambling addictions. In addition to these services and initiatives, the Department launched a province-wide problem gambling awareness campaign involving television commercials and other mass media, designed to reach out to problem gamblers and increase awareness of the services available to them.

In fulfilling their responsibility to provide gambling treatment services, the Government of New Brunswick have been conducting gambling prevalence studies on a recurring basis. The first gambling prevalence study was conducted in 1992 and established benchmark measures of gambling and problem gambling prevalence rates against which future data could be compared. Additional studies were completed in 1996 and 2001. The 2001 research revealed that 8.1% of adult New Brunswickers could be classified as being 'at risk' for problem gambling – 4.9% low-risk, 1.8% moderate-risk and 1.4% problem gamblers. The study also revealed that the highest incidence of problem gambling was among VLT players in the province – for example, 8% were moderate-risk gamblers and 19% were problem gamblers.

Eight years following the completion of the last gambling prevalence study, another gambling prevalence study has been conducted with residents of New Brunswick. The purpose of this study was to further observe and track gambling trends in the province and to assess public awareness of the Problem Gambling Awareness campaign launched by the Department in March 2009.

Furthermore, to enhance the value of the information obtained, several methodological improvements from the 2001 study were identified and incorporated into the current study. Most notably, the sample size was increased from 800 respondents to approximately 2,800 respondents, an increase which allowed for a lower margin of error as well as analysis of the data on a regional level. Furthermore, to accurately reflect the increasing popularity of activities such as Internet gambling and poker, and trends observed in the provision of support and treatment services, the inclusion of a more comprehensive list of gambling activities, including poker (including poker at home, friends' home, and at work; electronic poker; and Internet poker) and Internet gambling (excluding Internet poker) allowed for a more in-depth analysis of these rapidly expanding areas of concern.

This study gathered data with respect to:

- The prevalence of gambling and problem gambling in the province;
- Demographic characteristics of gambling subtypes;
- Demographic characteristics of participants of gambling activities (e.g., VLT players);
- Gambling expenditures;
- Awareness of gambling support services;
- Awareness and impact of the Problem Gambling Awareness campaign; and
- Consequences related to gambling.

The findings from this study will be used to provide the information needed to continue to provide effective gambling treatment services and targeted education and awareness initiatives to residents of the province.

2.0 Methodology

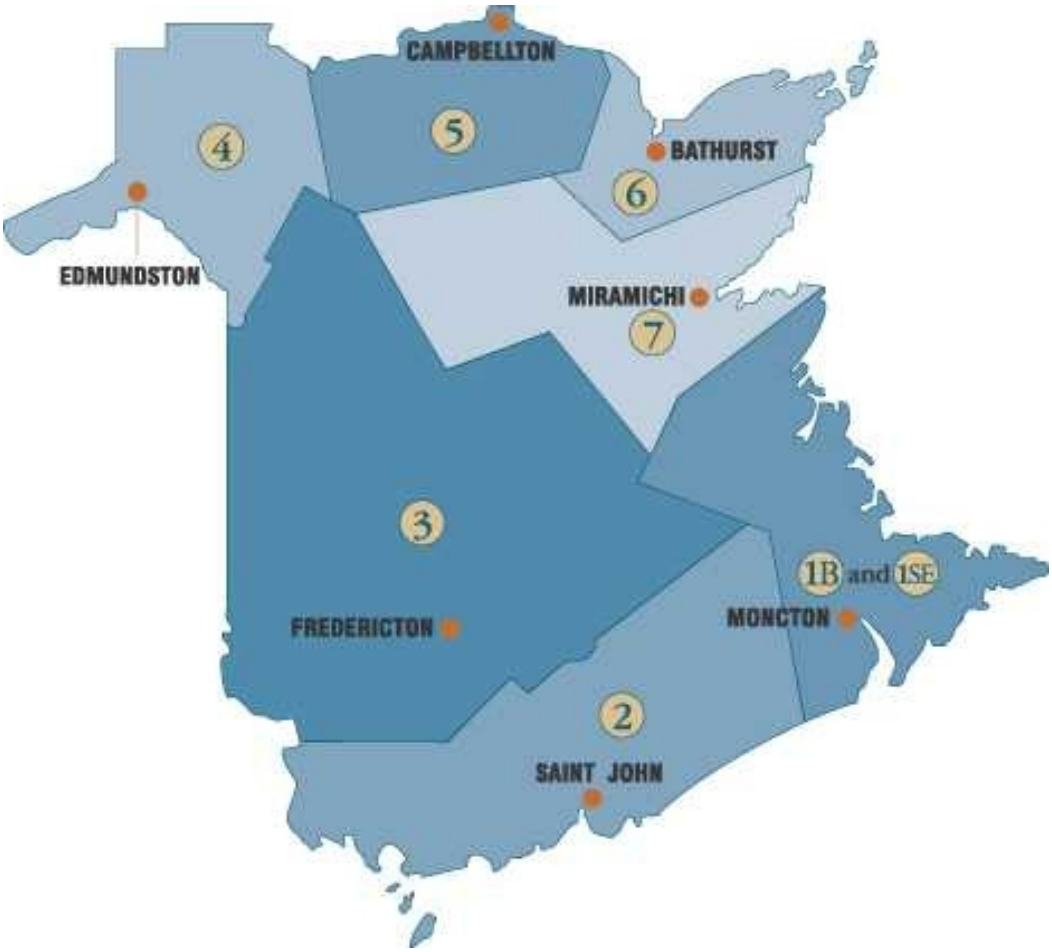
2.1 SAMPLE SELECTION

As stated previously, 800 New Brunswick residents completed the 2001 gambling prevalence study. One of the enhancements of the current study over the 2001 study was an increased sample size to allow for a lowered margin of error and the segmentation of data on a regional level.

A total of 2,821 New Brunswick residents (aged 19 years and older) completed the 2009 gambling prevalence survey. Based on a population size of 573,630[15], this sample size results in a margin of error of ±1.84%, 19 times out of 20.

To allow for more detailed analysis of the data and acceptable margins of error for this analysis, sampling for this study was stratified by the seven health zones in the province[16]. A map of the health zone boundaries is provided in Figure 1.

Figure 1: Map of Study Area



[15] Source: Statistics Canada 2006 Community Profiles http://www12.statcan.ca/census-recensement/2006/dp-pd/prof/92-591/search-recherche/lst/Page.cfm?Lang=E&GeoCode=13&Letter=R

[16] In stratified sampling, sizes of the strata do not reflect their relative proportions in the population.

To ensure a representative sample for each zone, age and gender controls were implemented. Furthermore, to ensure that the sample was a proportionate representation of the overall provincial population, weights were developed and applied to the data.

Sample sizes and corresponding margins of error for each health zone are presented in Table 1. A demographic profile of respondents is presented in Section 9.0.

Table 1: Sample Design

	Population Size (19+)[17]	Sample Size	Margin of Error*
Province	*573,630*	*2,821*	*±1.84%*
Health Zone 1	152,377	400	±4.89%
Health Zone 2	130,717	403	±4.87%
Health Zone 3	128,293	404	±4.87%
Health Zone 4	39,860	401	±4.87%
Health Zone 5	22,355	411	±4.79%
Health Zone 6	63,986	402	±4.87%
Health Zone 7	36,042	400	±4.87%

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

2.2 QUESTIONNAIRE DESIGN

The questionnaire for the *2009 New Brunswick Gambling Prevalence Study* was developed by MarketQuest Research, in close consultation with the Department of Health and the New Brunswick Lotteries and Gaming Corporation. The questionnaire is based upon previous New Brunswick Gambling Prevalence studies as well the Canadian Problem Gambling Index (CPGI) (Ferris & Wynne, 2001). The CPGI is an instrument that was designed to provide a meaningful measure of problem gambling in the general population, and was the first problem gambling instrument to be tested for reliability and validity prior to its inclusion in community-based health surveys. The CPGI consists of three major sections that were designed to assess gambling involvement, problem gambling, and the correlates of gambling. The 31-item instrument consists of 9 items which can be scored to create gambling subtypes (*non-gambler, non-problem gambler, low-risk gambler, moderate-risk gambler, and problem gambler*) and produce a prevalence rate for problem gambling. Other items are indicators and correlates of gambling behavior that can be used to develop profiles of gamblers and problem gamblers.

As stated previously, to accurately reflect the increasing popularity of activities such as Internet gambling and poker, and trends observed in the provision of support and treatment services, the gambling activities assessed in the 2001 study were modified and a more comprehensive list of activities was developed based on the activities assessed in the CPGI as well as growing areas of concern. Additional activities assessed most notably included poker (including poker at home, friends' home, and at work; electronic poker; and Internet poker) and Internet gambling (excluding Internet poker).

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

[17] Source: Statistics Canada 2006 Community Profiles http://www12.statcan.ca/census-recensement/2006/dp-pd/prof/92-591/search-recherche/lst/Page.cfm?Lang=E&GeoCode=13&Letter=R

2.3 DATA COLLECTION AND ANALYSIS

A telephone survey of adult New Brunswick residents was conducted between September 10th and November 3rd, 2009. The survey was administered in the language preferred by the respondent (English or French) and took approximately 19 minutes. The sampling frame was generated using a pure *random digit dialing* (RDD) methodology (directory-listed and non-listed residential numbers) and included all households in New Brunswick with telephone service. The sampling unit was defined as a member of the household 19 years of age or older who had the next birthday[18]. MarketQuest interviewers administered the survey via a Computer-Assisted Telephone Interviewing (CATI) System.

To identify differences between various segments and previous studies, statistical tests of significance have been completed at the 95% confidence level. Essentially, when comparing two values obtained from different populations, a statistical test ensures that any apparent difference between the values is *statistically real* or *significant*.[19] **Throughout this report, differences between segments that are statistically significant are noted**. Where this occurs, there is 95% confidence that the difference between the values in question exists in the population and is not simply due to uncontrollable sampling error. It is important to note that the term 'significant' is used to denote *statistically significant* differences, and is not synonymous with 'important'.

2.4 THIS REPORT

This report presents the findings of the *2009 New Brunswick Gambling Prevalence Study* at the overall provincial level. Results are also presented by health zone and gambling subtype where insight and informational value is added. Where possible, findings appear from the previous Gambling Prevalence studies conducted in 2001, 1996, and 1992. **While the presentation of previous data will allow for general comparison and tracking over time, it is important to note that as a result of differences across the four studies in problem gambling measurement techniques (e.g., SOGS vs. CPGI to calculate a problem gambling prevalence rate) and terminology of the gambling activities assessed (e.g., lottery draws vs. daily or weekly lottery tickets), findings should be interpreted with caution.**

Furthermore, it is important to note that expenditures identified throughout this report refer only to out of pocket spending and includes money that was spent out of province, as well as within the province Expenditures are also based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has clearly established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, **expenditures reported should be interpreted with caution.**

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

It should also be noted that for the reader's reference, a glossary of terms and classifications commonly used throughout this report can be found in Appendix B.

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

3.0 Gambling Behavior in New Brunswick

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

3.1 PREVALENCE RATE

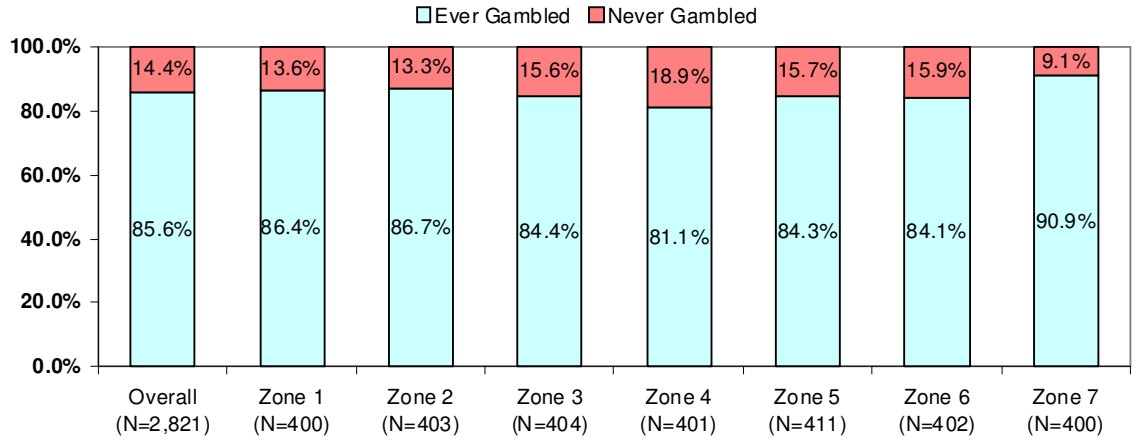
3.1.1 Prevalence Rates (Provincial and Health Zone)

To assess gambling prevalence rates, respondents were asked if they had bet or spent money on one or more of the following gambling activities, at least once in their lifetime and, if applicable, within the past 12 months:

- Daily lottery tickets such as Bucko or Keno;
- Weekly lottery tickets such as Lotto 649, Atlantic 49 or Atlantic Payday;
- Breakopen, Pull Tab, or Nevada Strips;
- Scratch 'n Win tickets such as Crossword, Bingo or Lucky 7;
- Raffles or fundraising tickets;
- 50/50 draws;
- Horse races, either live at the track or off track;
- Bingo;
- Video Lottery Terminals;
- Pro-Line, Game Day or Over/Under;
- Sports Pools or the outcome of sporting events;
- Cards (excluding poker) or board games at home, friends home or work;
- Electronic poker tables (poker game without a live dealer, played at a table with other people and the game is run by computer);
- Internet poker (such as Texas Hold'Em, Omaha, or 5-card draw);
- Poker, either at home, friends' home, or at work (excluding Internet poker or electronic poker tables);
- Games of skill such as pool, bowling, golf or darts;
- Arcade or video games;
- Gambling on the Internet (excluding poker);
- Short Term Speculative Stock or Commodity Purchases such as day trading (excluding long-term investments such as mutual funds or RRSPs);
- Gambling at casinos; and
- Any other forms of gambling (including bets among friends and pools for competitions, etc).

Provincially, 86% of respondents have bet or spent money on at least one gambling activity at some point in their lifetime. By health zone, the percentage of respondents who have ever gambled was generally similar to the overall result, however Zone 4 was lower at 81% and Zone 7 was higher at 91%.

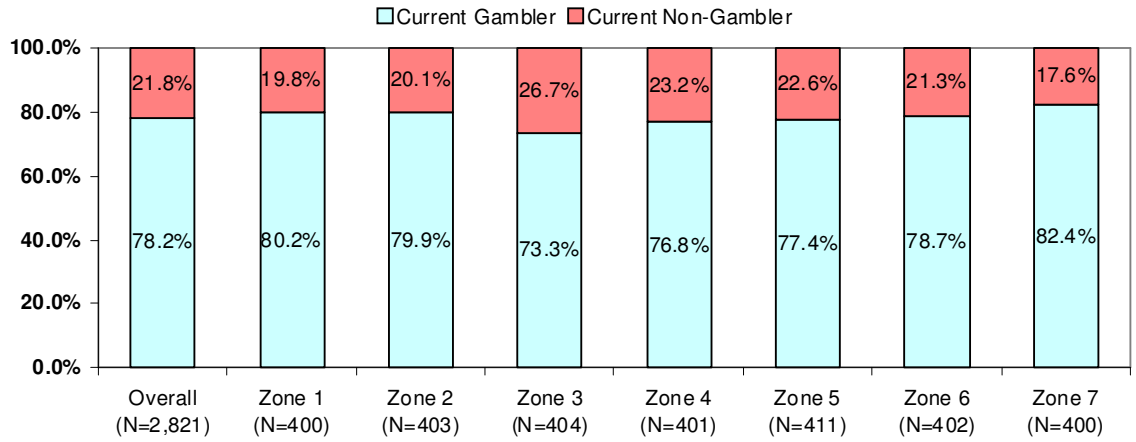
Figure 2: Bet or Spent Money on at Least One Gambling Activity at Least Once (Provincial and Health Zone)



The percentage of those who have bet or spent money on at least one gambling activity within the past 12 months was used to determine the gambling prevalence rate. Respondents who have gambled in the past 12 months were referred to as *gamblers*, while respondents who have not gambled in the past 12 months were referred to as *non-gamblers*.

As shown in Figure 3, 78% of respondents have gambled within the past 12 months. Based on a provincial adult population (ages 19+) of 573,630, this translates into 449,726 residents of New Brunswick who are classified as gamblers. By health zone, prevalence rates were similar to the overall result, with the exception of Zone 3, which was lower at 73%.

Figure 3: Gambling Prevalence Rates in New Brunswick (Provincial and Health Zone)



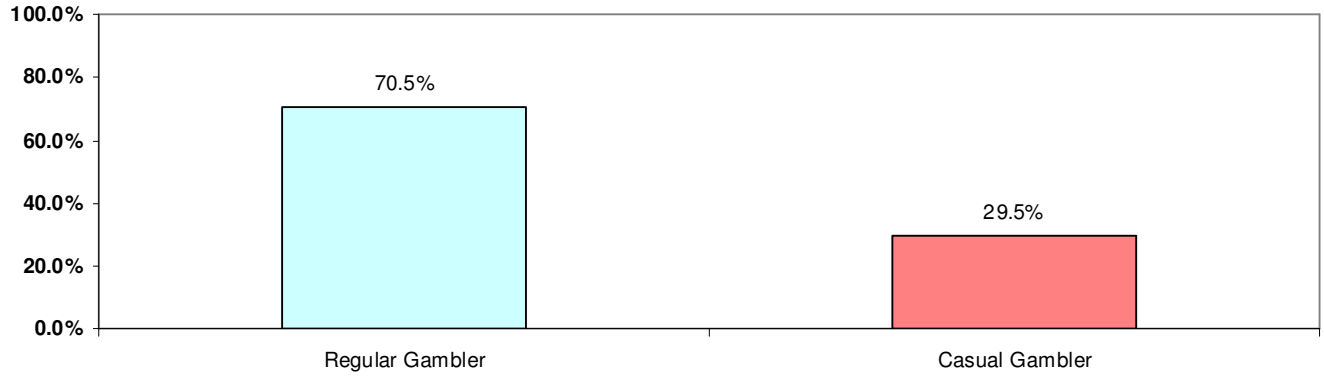
Those who have gambled at least once during the past 12 months were further categorized according to their frequency of play on the previously mentioned gambling activities:

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

As shown in Figure 4, approximately seven in ten gamblers (71%) were categorized as regular, that is, they have gambled at least once a month during the past 12 months.

Regular gamblers were more likely than casual gamblers to be male (51% and 45%, respectively), from the older age categories (35 years or older: 77% and 69%, respectively), and have lower education levels (high school or less: 40% and 34%, respectively).

Figure 4: **Frequency of Play Among Gamblers (N=2,207)**

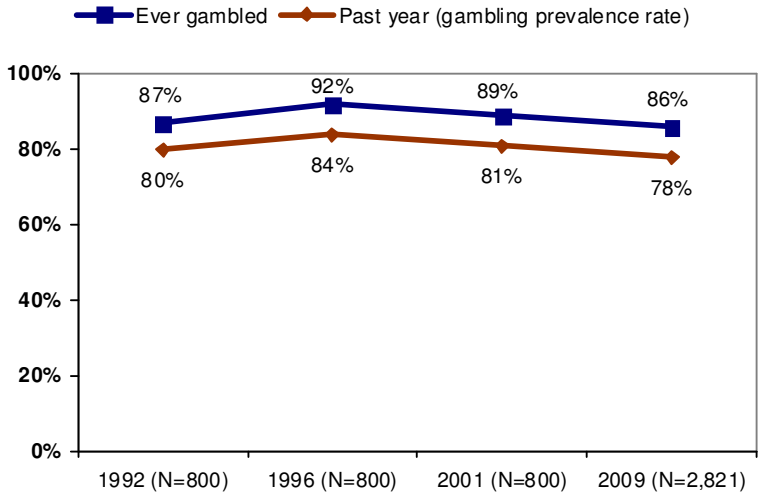


3.1.2 Trend Analysis

To allow for comparison and tracking over time, ever and past year gambling prevalence rates are presented for previous years (1992, 1996, 2001). **However, due to differences in the methodologies used and the activities assessed in previous studies, findings should be interpreted with caution.**

As shown below, both lifetime and past year gambling prevalence rates have continued to decline after peaking in 1996 and are now more similar to the rates found in 1992 and 2001.

Figure 5: Comparative Gambling Participation in New Brunswick



3.1.3 Provincial Comparisons

As previously stated, 78% of respondents have participated in some form of gambling over the past 12 months. Though slightly lower than what has been found in other studies, this percentage is in line with prevalence rates from other provinces, where gambling rates range from 63% in Ontario to 87% in Nova Scotia and Saskatchewan (See Table 2). However, given the wide variation in publication dates for these studies (ranging from 2002 to 2009) and possible methodological differences, findings should be interpreted with caution.

Table 2: Gambling Prevalence Rates Across Canada

	Non-Gambler	***Gambler***
New Brunswick	***21.8%***	***78.2%***
Newfoundland and Labrador *(MarketQuest Research, 2009)*	22.8%	77.2%
Nova Scotia *(Focal Research, 2008)*	13.0%	87.0%
Prince Edward Island *(Doiron, 2006)*	18.1%	81.9%
Quebec *(Ladouceur, Jacques Chevalier, Sevigny, & Hamel, 2005)*	19.0%	81.0%
Ontario *(Wiebe, Mun, & Kauffman, 2006)*	36.6%	63.4%
Manitoba *(Lemaire, MacKay, & Patton, 2008)*	14.4%	85.6%
Saskatchewan *(Wynne, 2002)*	13.4%	86.6%
Alberta *(Smith & Wynne, 2002)*	18.0%	82.0%
British Columbia *(Ipsos Reid & Gemini Research, 2008)*	27.1%	72.9%

3.1.4 Demographic Profile of Gamblers and Non-Gamblers

Profiles of gamblers and non-gamblers are presented in Table 3. Gamblers were equally likely to be male (49%) or female (51%). Just over four in ten (42%) were between the ages of 35 and 54. Two-thirds (67%) reported their mother tongue to be English, while 31% indicated it was French. The majority were married (57%) and had completed at least some post-secondary education (62%). Almost two-thirds of gamblers (64%) were employed, while a notable percentage (23%) were retired. Approximately one-half of annual household incomes (48%) were in the $20,001 to $60,000 range. Four in ten gamblers (40%) reported two people residing in the household and 57% reported having no household members under the age of 19. These characteristics are generally representative of the overall provincial population (See Table 3).

Similar to gamblers, non-gamblers most commonly reported their mother tongue to be English (69%), were married (53%), and had two people in the household (40%), with none under the age of 19 (64%). However, non-gamblers were slightly more likely than gamblers to be female (55%; compared to 51%) and tended to be older, with non-gamblers almost twice as likely as gamblers to be 65 years of age or older (29% and 16%, respectively). These groups also differed in terms of education and income, with gamblers more likely than non-gamblers to have higher education levels (at least some post-secondary - 62% and 54%, respectively) and higher annual household incomes (more than $80,000 - 27% and 14%, respectively). Furthermore, non-gamblers were less likely than gamblers to be employed (49% and 64%, respectively) and more likely to be retired (34% and 23%, respectively).

Table 3: Demographic Profile of Gamblers and Non-Gamblers

	Gamblers	***Non-Gamblers***	***Overall Province***
Gender	***(N=2,207)***	***(N=614)***	***(N=2,821)***
Male	48.9%	44.6%	48.0%
Female	51.1%	55.4%	52.0%
Age	***(N=2,207)***	***(N=614)***	***(N=2,821)***
19-24	9.2%	10.5%	9.4%
25-34	16.3%	11.4%	15.3%
35-44	20.1%	15.4%	19.1%
45-54	22.2%	16.4%	20.9%
55-64	16.3%	17.3%	16.5%
65+	15.9%	28.9%	18.8%
Mother Tongue	***(N=2,207)***	***(N=614)***	***(N=2,821)***
English	66.8%	69.3%	67.3%
French	30.8%	28.1%	30.2%
Other	2.4%	2.3%	2.3%
Refused	0.1%	0.3%	0.1%
Marital Status	***(N=2,207)***	***(N=614)***	***(N=2,821)***
Married	57.1%	52.7%	56.1%
Common-law/ living with partner	12.5%	7.0%	11.3%
Single	15.0%	18.3%	15.7%
Widowed	6.2%	11.8%	7.4%
Divorced or separated	8.9%	9.5%	9.0%
Refused	0.4%	0.7%	0.5%
Education	***(N=2,207)***	***(N=614)***	***(N=2,821)***
Some high school/ junior high or less	10.5%	14.8%	11.5%
Completed high school	27.4%	28.7%	27.7%
Trades certificate or diploma	11.7%	9.6%	11.2%
Non-university certificate or diploma	19.0%	17.6%	18.7%
University certificate	7.8%	6.7%	7.5%
Bachelor's degree	15.7%	11.1%	14.7%
University degree or certificate above Bachelor's	7.3%	9.2%	7.7%
Don't know/Refused	0.6%	2.2%	1.0%

	Gamblers	Non-Gamblers	Overall Province
Employment Status	***(N=2,207)***	***(N=614)***	***(N=2,821)***
Employed full-time	53.6%	39.8%	50.6%
Employed part-time	9.9%	8.9%	9.6%
Unemployed	5.6%	5.6%	5.6%
Student	3.3%	2.6%	3.2%
Retired	22.7%	34.0%	25.1%
Homemaker	3.8%	7.4%	4.6%
Don't know/Refused	1.2%	1.7%	1.3%
Annual Household Income*	***(N=1,767)***	***(N=382)***	***(N=2,149)***
$20,000 or less	10.5%	22.2%	12.6%
$20,001 to $40,000	24.7%	31.0%	25.8%
$40,001 to $60,000	23.1%	22.0%	22.9%
$60,001 to $80,000	14.5%	10.6%	13.7%
$80,001 to $100,000	11.6%	4.2%	10.3%
More than $100,000	15.6%	10.0%	14.6%
Number of People in Household	***(N=2,207)***	***(N=614)***	***(N=2,821)***
1	16.7%	26.7%	18.9%
2	40.1%	40.4%	40.1%
3	21.4%	15.3%	20.1%
4	15.7%	12.3%	15.0%
5+	6.2%	5.3%	6.0%
Number of People in Household under 19	***(N=1,839)***	***(N=450)***	***(N=2,289)***
0	57.3%	63.9%	58.6%
1	19.9%	14.7%	18.8%
2	17.3%	15.6%	17.0%
3+	5.7%	5.9%	5.7%

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

3.2 PREVALENCE RATES OF VARIOUS GAMBLING ACTIVITIES

Overall, gamblers have participated in an average of 2.2 activities over the past 12 months. By health zone, averages were similar to the overall result, with a high of 2.5 activities in Zone 1 and a low of 1.9 activities in Zone 5:

Overall average: 2.2 activities

- Zone 1: 2.5 activities
- Zone 2: 2.4 activities
- Zone 3: 2.0 activities
- Zone 4: 2.0 activities
- Zone 5: 1.9 activities
- Zone 6: 2.0 activities
- Zone 7: 2.2 activities

The number of gambling activities in which respondents participated tended to decrease as age increased, with respondents 19 to 54 years of age participating in more activities than those 55 years of age or older (19 to 34 years: 2.6 activities; 35 to 54 years: 2.4 activities; 55 years or older: 1.7 activities). However, as income increased, so did the number of activities played. For example, respondents with annual household incomes of more than $80,000 participated in a larger number of gambling activities (2.9) compared to respondents in all other income categories ($20,000 or less: 1.6 activities; $20,001 to $40,000: 2.2 activities; $40,001 to $60,000: 2.5 activities; $60,001 to $80,000: 2.4 activities).

Ever and past year prevalence rates for the gambling activities explored in this study are presented in Table 4. Provincially, weekly lottery tickets were the most popular gambling activity ever played (67%), followed by raffles or fundraising tickets (56%), 50/50 draws (53%) and scratch 'n win tickets (45%).

In terms of past year play, weekly lottery tickets remained the most popular activity (58%), again followed by raffles or fundraising tickets (40%), 50/50 draws (37%) and scratch 'n win tickets (32%).

Table 4: Prevalence Rates for Various Gambling Activities* (N=2,821)

	Ever	*Past Year*
Weekly lottery tickets	66.7%	**58.3%**
Raffles or fundraising tickets	56.2%	**39.5%**
50/50 draws	53.0%	**36.5%**
Scratch 'n win tickets	45.0%	**32.2%**
Gambling at casinos	23.0%	**7.6%**
Bingo	19.6%	**7.5%**
Poker (excluding electronic poker and Internet poker)	17.2%	**10.0%**
Video Lottery Terminals	15.1%	**6.4%**
Breakopen, Pull Tab or Nevada Strips	14.4%	**6.6%**
Daily lottery tickets	13.7%	**5.5%**
Games of skill such as pool, bowling, golf or darts	10.9%	**4.9%**
Cards (excluding poker) or board games	10.1%	**4.6%**
Sports pools/ outcome of sporting events	8.5%	**4.2%**
Arcade or video games	6.4%	**2.5%**
Horse races	5.3%	**0.9%**
Pro-Line, Game Day or Over/Under	4.9%	**2.8%**
Internet poker	4.3%	**1.9%**
Short term speculative stock or commodity purchases	3.7%	**1.6%**
Electronic poker tables	2.3%	**0.8%**
Gambling on the Internet (excluding Internet poker)	1.3%	**0.9%**
Any other forms of gambling (e.g., friendly bets, Survivor pools, etc)	0.5%	**0.4%**

**Multiple responses allowed.*

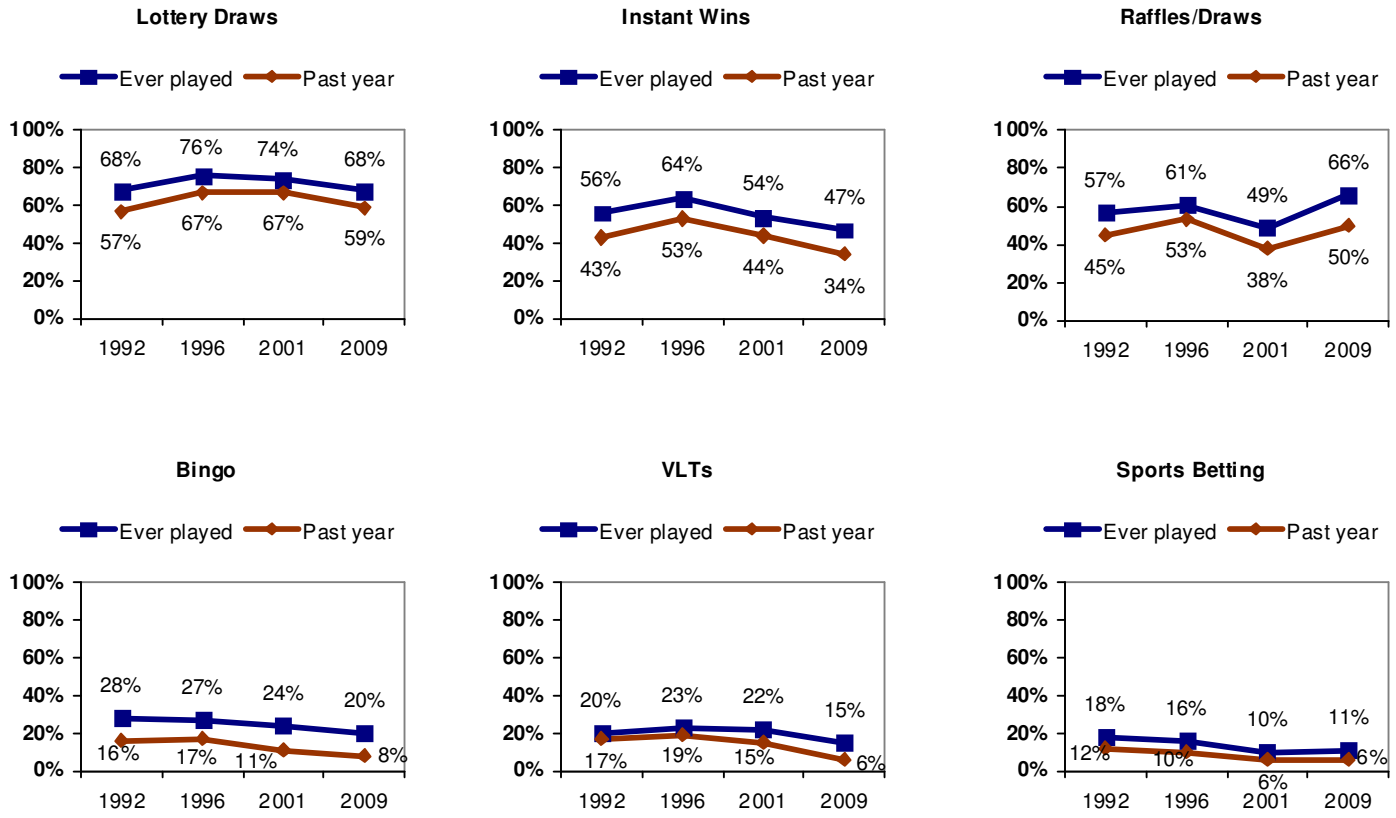
Figure 6 shows gambling participation over time for several activities explored in this study. To allow for comparison to previous years, several activities from this study were combined to match the categories used in previous studies as closely as possible:

- Lottery draws: Includes daily lottery tickets and weekly lottery tickets;
- Instant wins: Includes scratch 'n win tickets and breakopen/pull tabs/nevada strips;
- Raffles/draws: Includes raffles or fundraising tickets and 50/50 draws; and
- Sports betting: Includes Proline, Game Day, or Over/Under and sports pools.

However, there is still a possibility that the categories compared in this section may differ slightly from year to year. Therefore, findings should be interpreted with caution.

As shown below, participation in lottery draws, instant wins, bingo, and VLTs appear to have decreased compared to previous years. However, sports betting has remained relatively stable compared to 2001, while participation in raffles/draws has increased notably.

Figure 6: Comparative Gambling Participation in New Brunswick for Various Gambling Activities



3.3 GAMBLING ACTIVITY PROFILES

Presented in the following section is a player profile of common gambling activities in which respondents participated over the past 12 months, including weekly lottery tickets, daily lottery tickets, pull tabs, scratch 'n win tickets, raffles or fundraising tickets, 50/50 tickets bingo, VLTs, poker (excluding electronic poker and Internet poker), casino gambling, and Internet gambling (including Internet poker). These activities were selected based on sample size and findings from previous research.

3.3.1 Profile of Weekly Lottery Ticket Players (N=1,645)

Overall, weekly lottery tickets were the most popular gambling activity among respondents, with 58% having played at least once in the past 12 months. In terms of demographics (See Table 5), weekly lottery ticket players were fairly equally distributed among males (52%) and females (48%). Most commonly, weekly lottery ticket players tended to fall in the 35 to 54 age category (46%). The majority (64%) reported their mother tongue to be English.

Generally, the majority of weekly lottery ticket players were married (57%), and approximately two-thirds (66%) were employed, though a notable percentage (22%) were retired. Sixty-one percent of players had completed at least some post-secondary education, and approximately one-half (49%) had annual household incomes of $20,001 to $60,000.

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

Table 5: Demographic Profile of Weekly Lottery Ticket Players

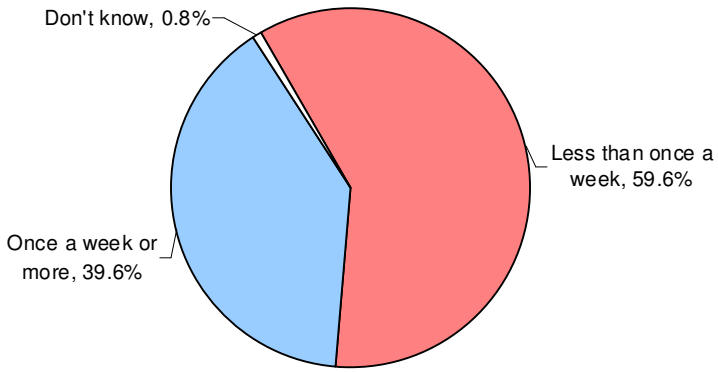
Gender	***(N=1,645)***
Male	51.5%
Female	48.5%
Age	***(N=1,645)***
19-24	6.0%
25-34	15.6%
35-44	21.6%
45-54	24.6%
55-64	17.0%
65+	15.2%
Mother Tongue	***(N=1,645)***
English	64.3%
French	33.3%
Other	2.3%
Refused	0.1%
Marital Status	***(N=1,645)***
Married	57.4%
Common-law/ living with partner	13.2%
Single	13.3%
Widowed	5.8%
Divorced or separated	9.8%
Refused	0.4%
Education	***(N=1,645)***
Some high school/ junior high or less	10.9%
Completed high school	27.6%
Trades certificate or diploma	13.0%
Non-university certificate or diploma	20.0%
University certificate	6.3%
Bachelor's degree	15.0%
University degree or certificate above Bachelor's	6.5%
Refused	0.7%

Employment Status	***(N=1,645)***
Employed full-time	56.1%
Employed part-time	9.7%
Unemployed	5.6%
Student	2.2%
Retired	22.3%
Homemaker	3.1%
Don't know/Refused	1.1%
Annual Household Income*	***(N=1,320)***
$20,000 or less	9.4%
$20,001 to $40,000	24.7%
$40,001 to $60,000	24.2%
$60,001 to $80,000	14.4%
$80,001 to $100,000	13.2%
More than $100,000	14.3%

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

Approximately four in ten players of weekly lottery tickets (40%) play once a week or more frequently, while the majority (60%) play less frequently (See Figure 7). On average, players of weekly lottery tickets reported playing 2.9 times per month.

Figure 7: Frequency of Play for Weekly Lottery Ticket Players (N=1,645)



Expenditures[20] for weekly lottery tickets are presented in Table 6[21]. On a typical occasion, weekly lottery ticket players reported spending an average of $6.00, which translates into an average of $20.03 per month and $240.31 per year.

Table 6: Weekly Lottery Ticket Expenditures*

	Average	*Median*
Typical occasion	$6.00	$4.00
Typical month	$20.03	$8.00
- Play once a week or more	$41.58	$30.00
- Play less than once a week	$5.92	$3.33
Typical year	$240.31	$96.00

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

On a typical occasion, weekly lottery ticket players spent an average of 2.6 minutes participating in this activity. This translates into an average of 7.9 minutes monthly (See Table 7).

Table 7: Time Spent Gambling on Weekly Lottery Tickets (in Minutes)*

	Average	*Median*
Typical occasion	2.6	2.0
Typical month	7.9	4.0

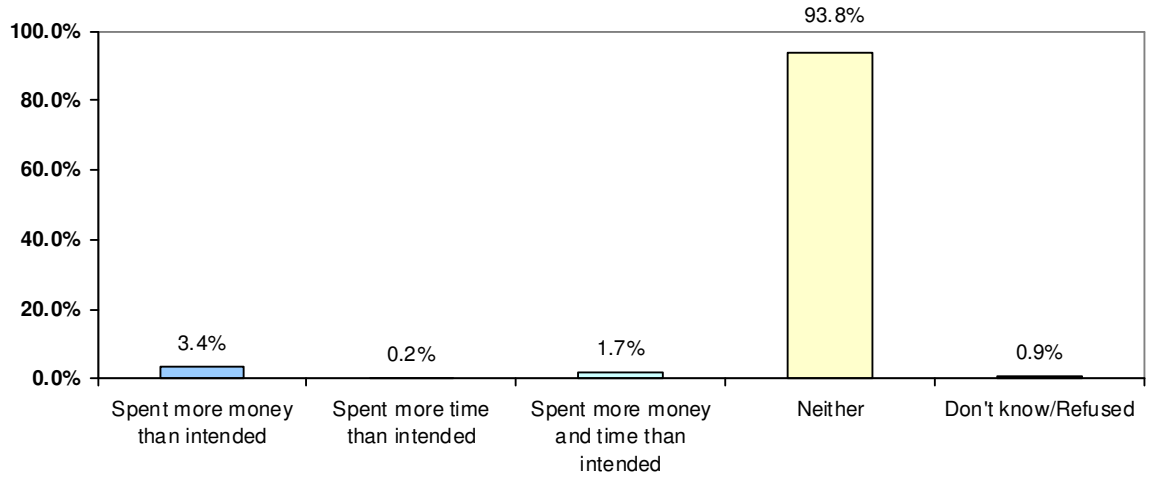
**Outliers and don't know responses were excluded from this analysis.*

[20] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[21] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

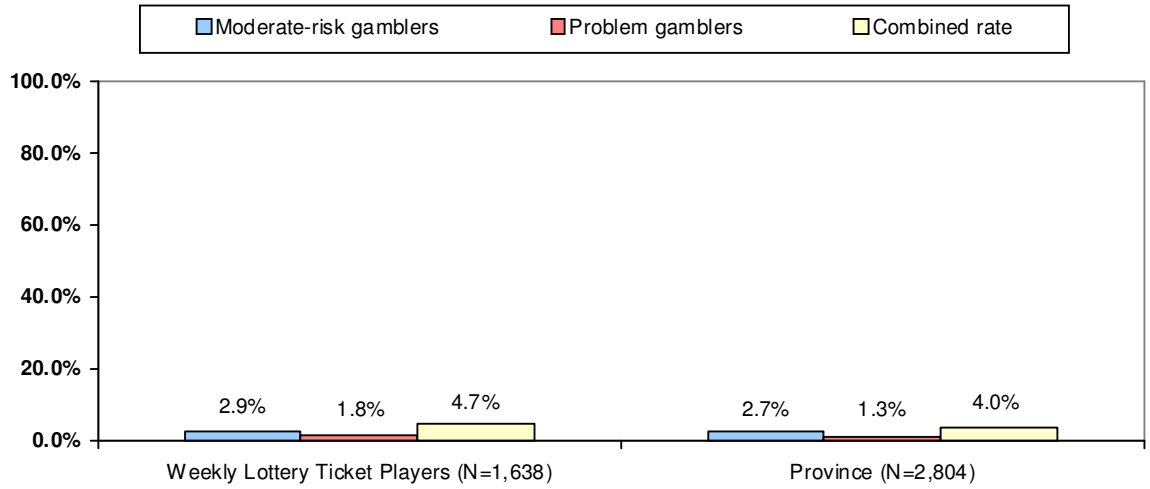
Weekly lottery ticket players were asked to assess the amount of time and money spent on this activity and indicate if they thought it was too much. Overall, the majority of players (94%) had no concerns with the amount of money and/or time spent on this activity. However, 5% indicated concerns about the amount of money and/or time spent (3% felt they spent more money than intended; <1% felt they spent more time than intended; 2% felt they spent more money and time than intended) (See Figure 8).

Figure 8: Self-Assessment of Time and Money Spent on Weekly Lottery Tickets (N=1,645)



Overall, it is estimated that approximately 2.9% of weekly lottery ticket players are moderate-risk gamblers, while 1.8% are problem gamblers (4.7% combined). These prevalence rates are generally similar to the moderate-risk and problem gambling rates found provincially (4.0% combined; 2.7% moderate-risk and 1.3% problem gamblers; *See Section 4.0 for a more detailed explanation*).

Figure 9: Moderate-Risk and Problem Gambling Prevalence Rates for Weekly Lottery Ticket Players*



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

3.3.2 Profile of Daily Lottery Ticket Players (N=156)

Overall, 6% of respondents have played daily lottery tickets at least once in the past 12 months. In terms of demographics (See Table 8), daily lottery ticket players were fairly equally distributed among males (48%) and females (52%). Most commonly, daily lottery ticket players tended to fall in the 35 to 54 age category (43%). The majority (65%) reported their mother tongue to be English.

Just over one-half of daily lottery ticket players were married (52%), while 18% were single. Furthermore, 59% were employed, though a notable percentage (22%) were retired. Approximately one-half of players had completed at least some post-secondary education (52%), and had annual household incomes of $20,001 to $60,000 (54%).

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

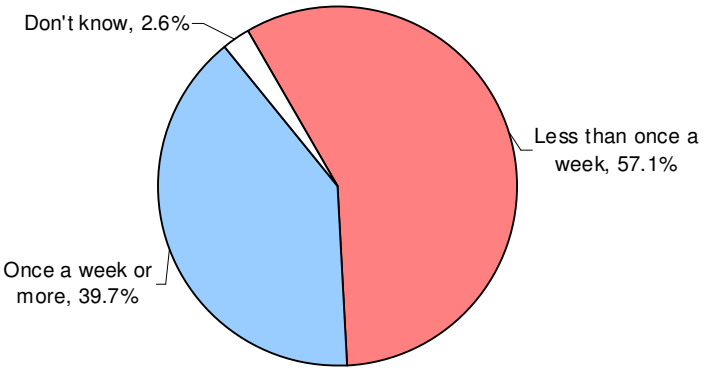
Table 8: Demographic Profile of Daily Lottery Ticket Players

Gender	***(N=156)***
Male	48.4%
Female	51.6%
Age	***(N=156)***
19-24	11.3%
25-34	16.6%
35-44	19.3%
45-54	23.9%
55-64	16.4%
65+	12.5%
Mother Tongue	***(N=156)***
English	64.8%
French	30.2%
Other	5.0%
Marital Status	***(N=156)***
Married	52.4%
Common-law/ living with partner	14.0%
Single	18.4%
Widowed	8.6%
Divorced or separated	6.3%
Refused	0.3%
Education	***(N=156)***
Some high school/ junior high or less	11.3%
Completed high school	37.1%
Trades certificate or diploma	12.2%
Non-university certificate or diploma	17.6%
University certificate	5.8%
Bachelor's degree	12.7%
University degree or certificate above Bachelor's	3.2%
Employment Status	***(N=156)***
Employed full-time	48.3%
Employed part-time	10.4%
Unemployed	12.6%
Student	2.1%
Retired	21.8%
Homemaker	4.4%
Don't know/Refused	0.4%
Annual Household Income*	***(N=130)***
$20,000 or less	7.4%
$20,001 to $40,000	29.3%
$40,001 to $60,000	24.2%
$60,001 to $80,000	13.9%
$80,001 to $100,000	11.9%
More than $100,000	13.2%

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

Approximately four in ten players of daily lottery tickets (40%) play once a week or more frequently, while 57% play less frequently (See Figure 10). On average, players of daily lottery tickets reported playing these tickets 4.0 times per month.

Figure 10: Frequency of Play for Daily Lottery Ticket Players (N=156)



Expenditures[22] for daily lottery tickets are presented in Table 9[23]. On a typical occasion, daily lottery ticket players reported spending an average of $5.45, which translates into an average of $29.12 per month and $349.43 per year.

Table 9: Daily Lottery Ticket Expenditures*

	Average	*Median*
Typical occasion	$5.45	$5.00
Typical month	$29.12	$8.00
- Play once a week or more	$64.03	$40.00
- Play less than once a week	$4.63	$2.00
Typical year	$349.43	$96.00

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

On a typical occasion, daily lottery ticket players spent an average of 5.0 minutes participating in this activity. This translates into an average of 19.7 minutes monthly (See Table 10).

Table 10: Time Spent Gambling on Daily Lottery Tickets (in Minutes)*

	Average	*Median*
Typical occasion	5.0	2.0
Typical month	19.7	4.0

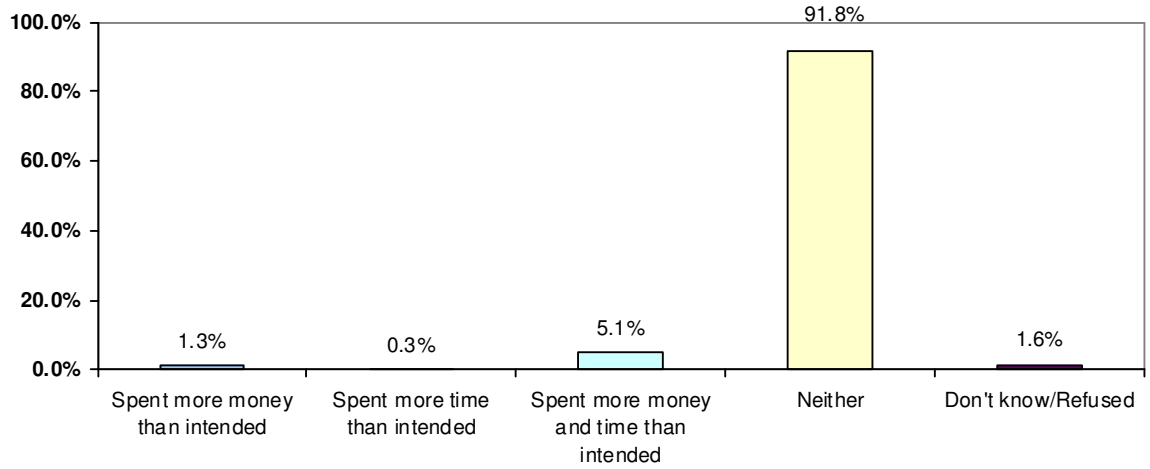
**Outliers and don't know responses were excluded from this analysis.*

[22] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[23] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

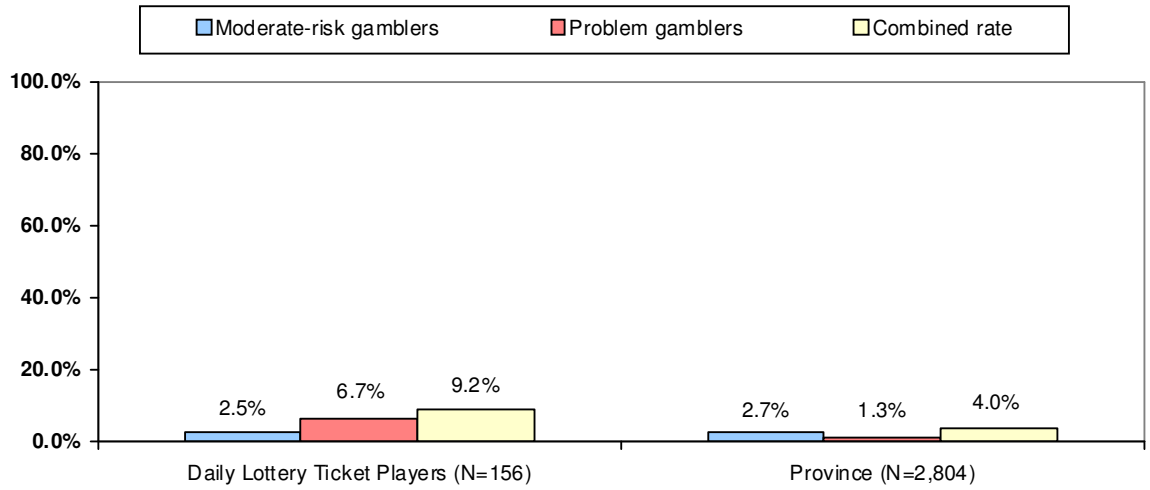
Daily lottery ticket players were asked to assess the amount of time and money spent on this activity and indicate if they thought it was too much. Overall, the majority of players (92%) had no concerns with the amount of money and/or time spent on this activity, while 7% indicated concerns about the amount of money and/or time spent (1% felt they spent more money than intended; <1% felt they spent more time than intended; 5% felt they spent more money and time than intended) (See Figure 11).

Figure 11: Self-Assessment of Time and Money Spent on Daily Lottery Tickets (N=156)



Overall, it is estimated that approximately 2.5% of daily lottery ticket players are moderate-risk gamblers, while 6.7% are problem gamblers (9.2% combined). While the moderate-risk prevalence rate is similar to the moderate-risk rate found provincially (2.7% moderate-risk), the problem gambling rate among daily lottery ticket players is significantly higher than what was found provincially (1.3% problem gamblers; 4.0% combined; *See Section 4.0 for a more detailed explanation*).

Figure 12: Moderate-Risk and Problem Gambling Prevalence Rates for Daily Lottery Ticket Players*



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

3.3.3 Profile of Breakopen/Pull Tab/Nevada Strip Players (N=185)

Overall, 7% of respondents played pull tabs at least once in the past 12 months. In terms of demographics (See Table 11), the majority of pull tab players were female (61%), reported their mother tongue to be English (66%), and were fairly equally distributed among the 25 to 54 age categories (67%).

Thirty-nine percent of pull tab players were married, while a notable percentage were single (22%) or common-law (21%). Just over two-thirds of players (69%) were employed, and one-half of players (50%) had high school or less than high school education. Generally, annual household incomes among pull tab players tended to fall in the $20,001 to $60,000 range (57%).

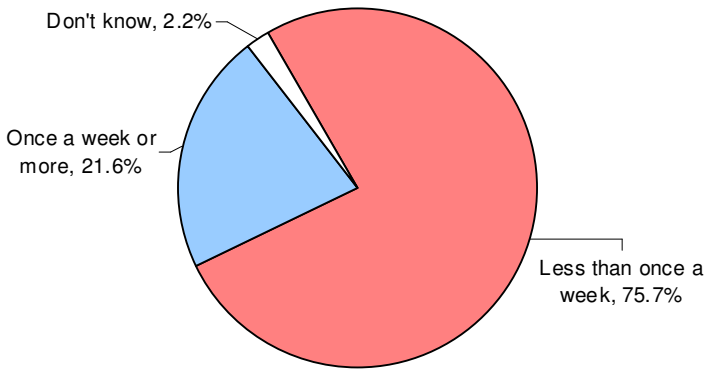
Table 11: Demographic Profile of Breakopen/Pull Tab/Nevada Strip Players

Gender	***(N=185)***
Male	38.9%
Female	61.1%
Age	***(N=185)***
19-24	12.3%
25-34	21.8%
35-44	24.8%
45-54	20.1%
55-64	10.2%
65+	10.9%
Mother Tongue	***(N=185)***
English	66.0%
French	30.8%
Other	2.8%
Refused	0.4%
Marital Status	***(N=185)***
Married	38.5%
Common-law/ living with partner	21.3%
Single	22.2%
Widowed	8.0%
Divorced or separated	9.6%
Refused	0.4%
Education	***(N=185)***
Some high school/ junior high or less	17.0%
Completed high school	33.3%
Trades certificate or diploma	13.1%
Non-university certificate or diploma	17.1%
University certificate	2.4%
Bachelor's degree	15.5%
University degree or certificate above Bachelor's	1.4%
Refused	0.4%
Employment Status	***(N=185)***
Employed full-time	57.6%
Employed part-time	11.7%
Unemployed	9.7%
Student	4.3%
Retired	12.5%
Homemaker	3.8%
Don't know/Refused	0.4%
Annual Household Income*	***(N=155)***
$20,000 or less	12.4%
$20,001 to $40,000	30.1%
$40,001 to $60,000	27.2%
$60,001 to $80,000	13.2%
$80,001 to $100,000	10.6%
More than $100,000	6.4%

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

Approximately three-quarters of pull tab players (76%) play less than once a week (See Figure 13). On average, pull tab players reported playing 2.1 times per month.

Figure 13: Frequency of Play for Breakopen/Pull Tab/Nevada Strip Players (N=185)



Expenditures[24] for pull tab players are presented in Table 12[25]. On a typical occasion, pull tab players reported spending an average of $3.32, which translates into an average of $7.23 per month and $86.74 per year.

Table 12: Breakopen/Pull Tab/Nevada Strip Expenditures*

	Average	*Median*
Typical occasion	$3.32	$2.00
Typical month	$7.23	$1.89
- Play once a week or more	$23.54	$20.00
- Play less than once a week	$2.74	$1.00
Typical year	$86.74	$22.65

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

On a typical occasion, pull tab players spent an average of 3.2 minutes participating in this activity. This translates into an average of 6.1 minutes monthly (See Table 13).

Table 13: Time Spent Gambling on Breakopen/Pull Tab/Nevada Strips (in Minutes)*

	Average	*Median*
Typical occasion	3.2	2.0
Typical month	6.1	1.0

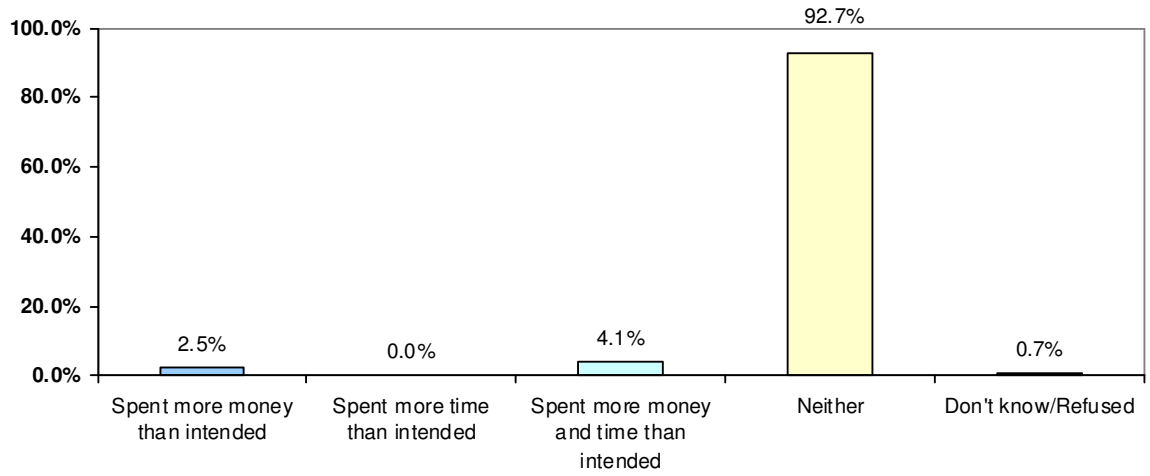
**Outliers and don't know responses were excluded from this analysis.*

[24] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[25] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

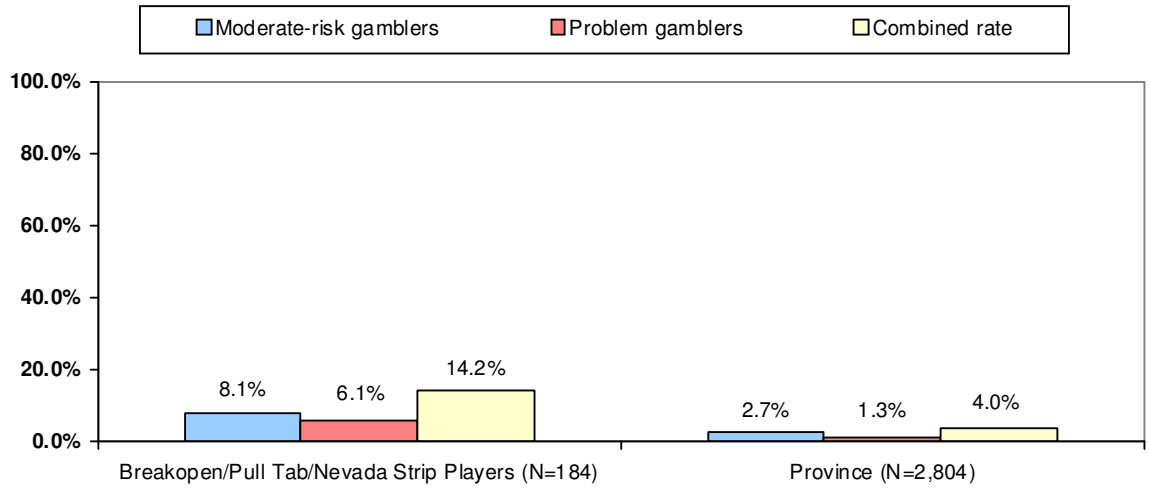
Pull tab players were asked to assess the amount of time and money spent on this activity and indicate if they thought it was too much. Overall, the majority of players (93%) had no concerns with the amount of money and/or time spent on this activity, while 7% indicated concerns about the amount of money and/or time spent (3% felt they spent more money than intended; 4% felt they spent more money and time than intended) (See Figure 14).

Figure 14: Self-Assessment of Time and Money Spent on Breakopen/Pull Tab/Nevada Strips (N=185)



Overall, it is estimated that approximately 8.1% of pull tab players are moderate-risk gamblers, while 6.1% are problem gamblers (14.2% combined). These prevalence rates are significantly higher than the moderate-risk, problem gambling, and combined rates found provincially (4.0% combined; 2.7% moderate-risk and 1.3% problem gamblers; *See Section 4.0 for a more detailed explanation*).

Figure 15: Moderate-Risk and Problem Gambling Prevalence Rates for Breakopen/Pull Tab/Nevada Strip Players*



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

3.3.4 Profile of Scratch 'n Win Ticket Players (N=909)

Overall, 32% of respondents played scratch 'n win tickets at least once in the past 12 months. In terms of demographics (See Table 14), the majority of scratch 'n win ticket players were female (63%), reported their mother tongue to be English (68%), and were evenly distributed among the 25 to 54 age categories (63%).

Approximately one-half of scratch 'n win ticket players were married (51%) and six in ten (60%) had completed at least some post-secondary education. Annual household incomes most often fell within the $20,001 to $60,000 range (51%).

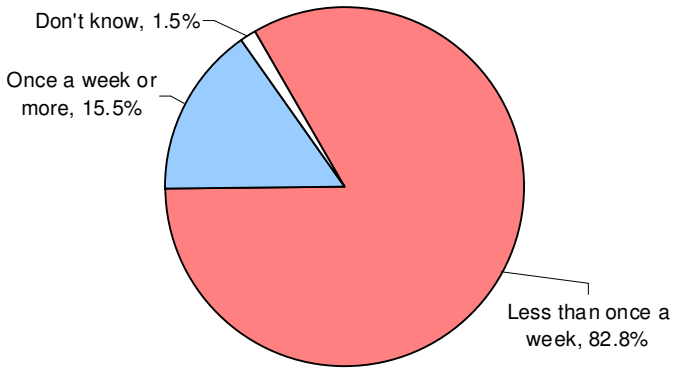
Table 14: Demographic Profile of Scratch 'n Win Ticket Players

Gender	***(N=909)***
Male	36.8%
Female	63.2%
Age	***(N=909)***
19-24	11.7%
25-34	20.9%
35-44	21.4%
45-54	21.1%
55-64	12.5%
65+	12.4%
Mother Tongue	***(N=909)***
English	67.6%
French	29.5%
Other	2.8%
Refused	0.1%
Marital Status	***(N=909)***
Married	50.7%
Common-law/ living with partner	16.1%
Single	18.0%
Widowed	6.0%
Divorced or separated	8.7%
Refused	0.5%
Education	***(N=909)***
Some high school/ junior high or less	10.4%
Completed high school	29.0%
Trades certificate or diploma	11.3%
Non-university certificate or diploma	20.2%
University certificate	7.9%
Bachelor's degree	15.6%
University degree or certificate above Bachelor's	5.0%
Refused	0.7%
Employment Status	***(N=909)***
Employed full-time	53.5%
Employed part-time	9.9%
Unemployed	6.4%
Student	5.2%
Retired	18.4%
Homemaker	5.4%
Don't know/Refused	1.2%
Annual Household Income*	***(N=733)***
$20,000 or less	11.8%
$20,001 to $40,000	27.9%
$40,001 to $60,000	23.4%
$60,001 to $80,000	13.0%
$80,001 to $100,000	12.9%
More than $100,000	11.1%

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

Play of scratch 'n win tickets tended to be fairly infrequent, with just over eight in ten players (83%) playing less than once a week (See Figure 16). On average, players reported playing 1.5 times per month.

Figure 16: Frequency of Play for Scratch 'n Win Ticket Players (N=909)



Expenditures[26] for scratch 'n win ticket players are presented in Table 15[27]. On a typical occasion, players reported spending an average of $6.19 on scratch 'n win tickets, which translates into an average of $10.68 per month and $128.13 per year.

Table 15: Scratch 'n Win Ticket Expenditures*

	Average	*Median*
Typical occasion	$6.19	$4.00
Typical month	$10.68	$3.33
- Play once a week or more	$40.46	$20.00
- Play less than once a week	$5.36	$2.00
Typical year	$128.13	$40.00

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

On a typical occasion, scratch 'n win ticket players spent an average of 7.4 minutes participating in this activity. This translates into an average of 10.4 minutes monthly (See Table 16).

Table 16: Time Spent Gambling on Scratch 'n Win Tickets (in Minutes)*

	Average	*Median*
Typical occasion	7.4	5.0
Typical month	10.4	3.3

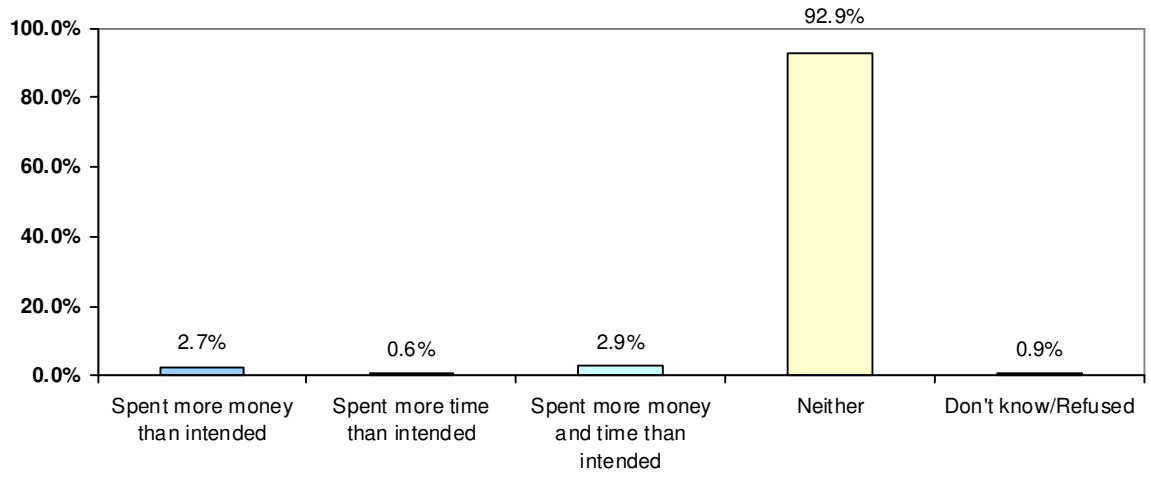
**Outliers and don't know responses were excluded from this analysis.*

[26] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[27] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

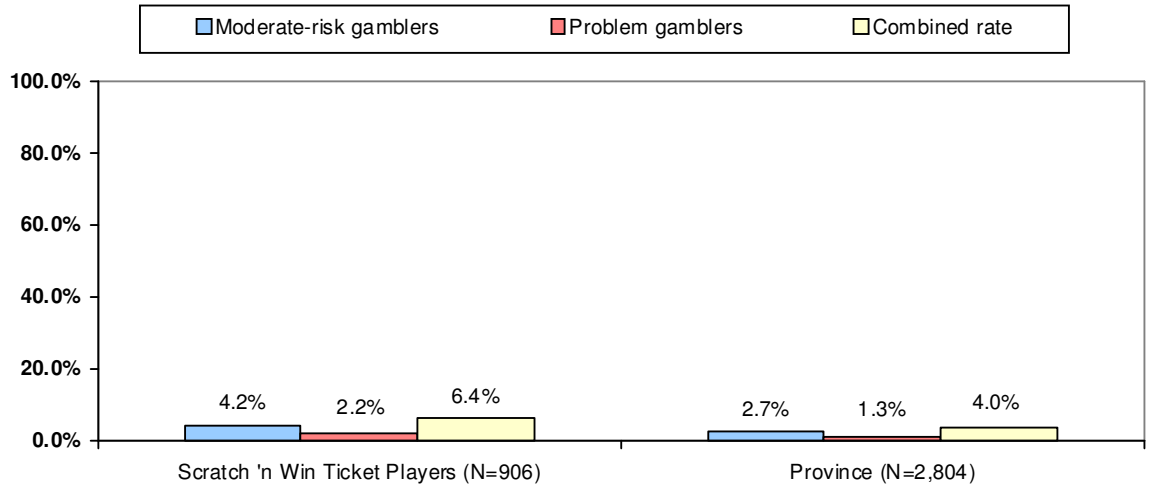
Scratch 'n win ticket players were asked to assess the amount of time and money spent on this activity and indicate if they thought it was too much. Overall, the majority of players (93%) had no concerns with the amount of money and/or time spent on this activity, while 7% indicated concerns about the amount of money and/or time spent (3% felt they spent more money than intended; 1% felt they spent more time than intended; 3% felt they spent more money and time than intended) (See Figure 17).

Figure 17: Self-Assessment of Time and Money Spent on Scratch 'n Win Tickets (N=909)



Overall, it is estimated that approximately 4.2% of scratch 'n win ticket players are moderate-risk gamblers, while 2.2% are problem gamblers (6.4% combined). This combined rate is significantly higher than the combined rate found provincially (4.0% combined; 2.7% moderate-risk gamblers and 1.3% problem gamblers; *See Section 4.0 for a more detailed explanation*).

Figure 18: Moderate-Risk and Problem Gambling Prevalence Rates for Scratch 'n Win Ticket Players*



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

3.3.5 Profile of Raffle/Fundraising Ticket Purchasers (N=1,114)

Overall, 40% of respondents purchased raffle or fundraising tickets at least once in the past 12 months. In terms of demographics (See Table 17), raffle ticket purchasers were slightly skewed toward females (56%), were most often between the ages of 35 and 54 (47%), and the majority reported their mother tongue to be English (73%).

Generally, the majority of raffle ticket purchasers were married (60%), employed (70%), and approximately two-thirds (68%) had completed at least some post-secondary education. Most commonly, annual household incomes ranged from $20,001 to $60,000 (43%), however two in ten purchasers had incomes of more than $100,000 (20%).

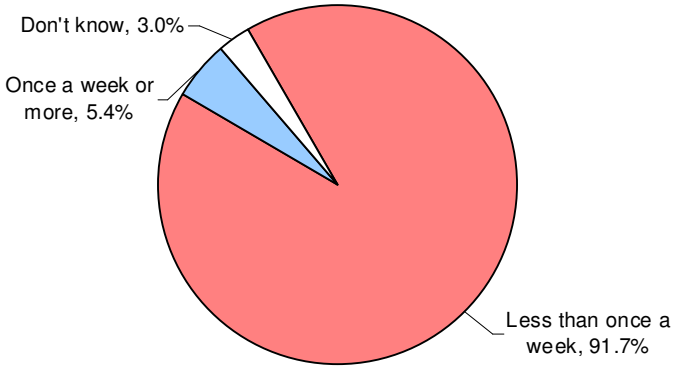
Table 17: Demographic Profile of Raffle/Fundraising Ticket Purchasers

Gender	***(N=1,114)***
Male	44.0%
Female	56.0%
Age	***(N=1,114)***
19-24	7.5%
25-34	16.5%
35-44	23.4%
45-54	23.1%
55-64	15.3%
65+	14.3%
Mother Tongue	***(N=1,114)***
English	72.5%
French	25.1%
Other	2.4%
Marital Status	***(N=1,114)***
Married	60.2%
Common-law/ living with partner	11.7%
Single	13.4%
Widowed	5.8%
Divorced or separated	8.2%
Refused	0.6%
Education	***(N=1,114)***
Some high school/ junior high or less	5.8%
Completed high school	25.5%
Trades certificate or diploma	10.3%
Non-university certificate or diploma	20.0%
University certificate	9.6%
Bachelor's degree	20.0%
University degree or certificate above Bachelor's	8.4%
Refused	0.5%
Employment Status	***(N=1,114)***
Employed full-time	59.8%
Employed part-time	9.7%
Unemployed	4.0%
Student	2.3%
Retired	20.2%
Homemaker	3.1%
Don't know/Refused	0.8%
Annual Household Income*	***(N=913)***
$20,000 or less	6.8%
$20,001 to $40,000	18.1%
$40,001 to $60,000	25.1%
$60,001 to $80,000	16.1%
$80,001 to $100,000	14.1%
More than $100,000	19.8%

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

Raffle ticket purchase tended to be rather infrequent, with just over nine in ten purchasers (92%) purchasing less than once a week (See Figure 19). On average, purchasers reported purchasing tickets 0.7 times per month.

Figure 19: Frequency of Purchase for Raffle/Fundraising Ticket Purchasers (N=1,114)



Expenditures[28] for raffle ticket purchasers are presented in Table 18[29]. On a typical occasion, purchasers reported spending an average of $11.98 on raffle tickets, which translates into an average of $5.11 per month and $61.35 per year.

Table 18: Raffle/Fundraising Ticket Expenditures*

	Average	*Median*
Typical occasion	$11.98	$5.00
Typical month	$5.11	$2.08
- Purchase once a week or more	$18.13	$16.00
- Purchase less than once a week	$4.48	$2.00
Typical year	$61.35	$25.00

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

On a typical occasion, raffle ticket purchasers spent an average of 2.8 minutes participating in this activity. This translates into an average of 2.0 minutes monthly (See Table 19).

Table 19: Time Spent Gambling on Raffle/Fundraising Tickets (in Minutes)*

	Average	*Median*
Typical occasion	2.8	2.0
Typical month	2.0	0.8

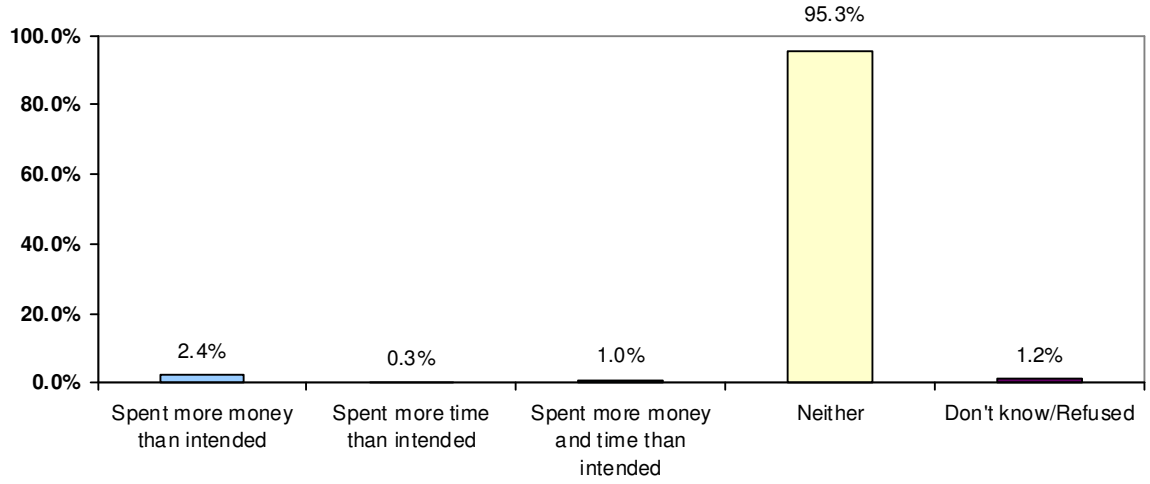
**Outliers and don't know responses were excluded from this analysis.*

[28] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[29] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

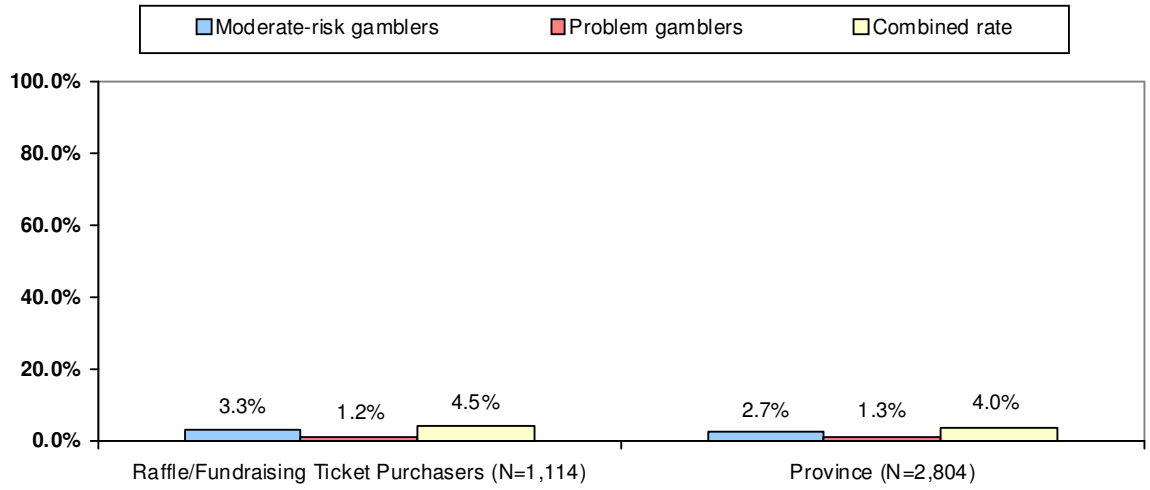
Raffle ticket purchasers were asked to assess the amount of time and money spent on this activity and indicate if they thought it was too much. Overall, the majority of players (95%) had no concerns with the amount of money and/or time spent on this activity, while 3% indicated concerns about the amount of money and/or time spent (2% felt they spent more money than intended; <1% felt they spent more time than intended; 1% felt they spent more money and time than intended) (See Figure 20).

Figure 20: Self-Assessment of Time and Money Spent on Raffle/Fundraising Tickets (N=1,114)



Overall, it is estimated that approximately 3.3% of raffle ticket purchasers are moderate-risk gamblers, while 1.2% are problem gamblers (4.5% combined). These prevalence rates are generally similar to the moderate-risk, problem gambling, and combined rates found provincially (4.0% combined; 2.7% moderate-risk and 1.3% problem gamblers; *See Section 4.0 for a more detailed explanation*).

Figure 21: Moderate-Risk and Problem Gambling Prevalence Rates for Raffle/Fundraising Ticket Purchasers*



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

3.3.6 Profile of 50/50 Ticket Purchasers (N=1,029)

Overall, 37% of respondents purchased 50/50 tickets at least once in the past 12 months. In terms of demographics (See Table 20), approximately one-half of 50/50 ticket purchasers were female (54%) and between the ages of 35 and 54 (48%), while the majority reported their mother tongue to be English (68%).

Generally, the majority of 50/50 ticket purchasers were married (60%), employed (71%), and approximately two-thirds (68%) had completed at least some post-secondary education. Most commonly, annual household incomes ranged from $20,001 to $60,000 (45%), however a notable percentage of purchasers had incomes of more than $100,000 (20%).

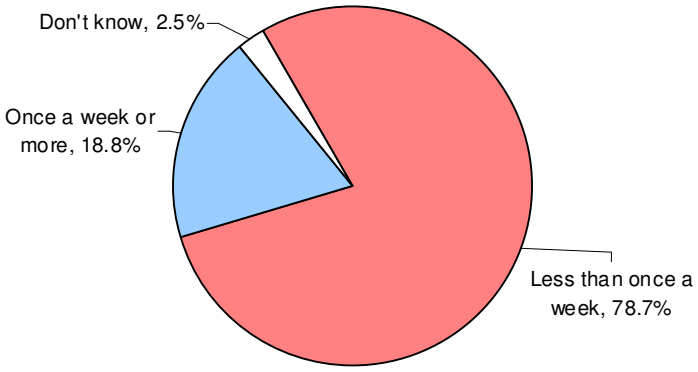
Table 20: Demographic Profile of 50/50 Ticket Purchasers

Gender	***(N=1,029)***
Male	46.3%
Female	53.7%
Age	***(N=1,029)***
19-24	7.9%
25-34	18.1%
35-44	24.6%
45-54	23.0%
55-64	13.4%
65+	13.0%
Mother Tongue	***(N=1,029)***
English	67.5%
French	30.6%
Other	1.9%
Marital Status	***(N=1,029)***
Married	59.7%
Common-law/ living with partner	13.0%
Single	13.8%
Widowed	5.6%
Divorced or separated	7.5%
Refused	0.4%
Education	***(N=1,029)***
Some high school/ junior high or less	6.8%
Completed high school	24.8%
Trades certificate or diploma	11.9%
Non-university certificate or diploma	22.6%
University certificate	8.7%
Bachelor's degree	18.8%
University degree or certificate above Bachelor's	6.2%
Refused	0.2%
Employment Status	***(N=1,029)***
Employed full-time	61.5%
Employed part-time	9.7%
Unemployed	3.5%
Student	3.0%
Retired	18.3%
Homemaker	3.1%
Don't know/Refused	0.9%
Annual Household Income*	***(N=848)***
$20,000 or less	7.3%
$20,001 to $40,000	20.6%
$40,001 to $60,000	24.4%
$60,001 to $80,000	14.0%
$80,001 to $100,000	13.6%
More than $100,000	20.1%

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

Approximately eight in ten 50/50 ticket purchasers (79%) indicated purchasing such tickets less than once a week (See Figure 22). On average, purchasers reported purchasing these tickets 1.3 times per month.

Figure 22: Frequency of Play for 50/50 Ticket Purchasers (N=1,029)



Expenditures[30] for 50/50 ticket purchasers are presented in Table 21[31]. On a typical occasion, 50/50 ticket purchasers reported spending an average of $4.70, which translates into an average of $5.12 per month and $61.44 per year.

Table 21: 50/50 Ticket Expenditures*

	Average	*Median*
Typical occasion	$4.70	$4.00
Typical month	$5.12	$2.00
- Play once a week or more	$14.03	$8.00
- Play less than once a week	$3.05	$1.26
Typical year	$61.44	$24.00

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

On a typical occasion, 50/50 ticket purchasers spent an average of 2.4 minutes participating in this activity. This translates into an average of 2.7 minutes monthly (See Table 22).

Table 22: Time Spent Gambling on 50/50 Tickets (in Minutes)*

	Average	*Median*
Typical occasion	2.4	1.0
Typical month	2.7	0.8

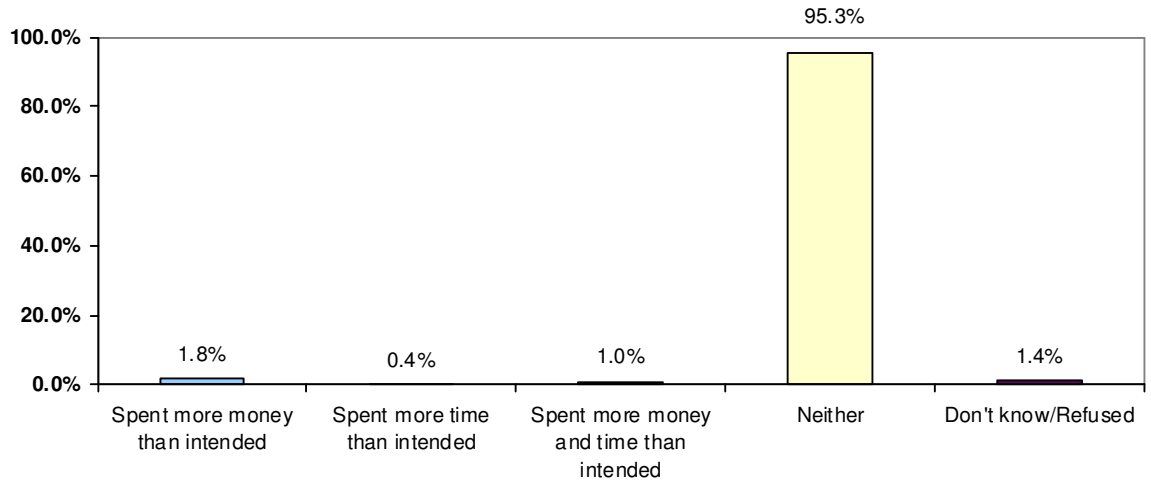
**Outliers and don't know responses were excluded from this analysis.*

[30] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[31] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

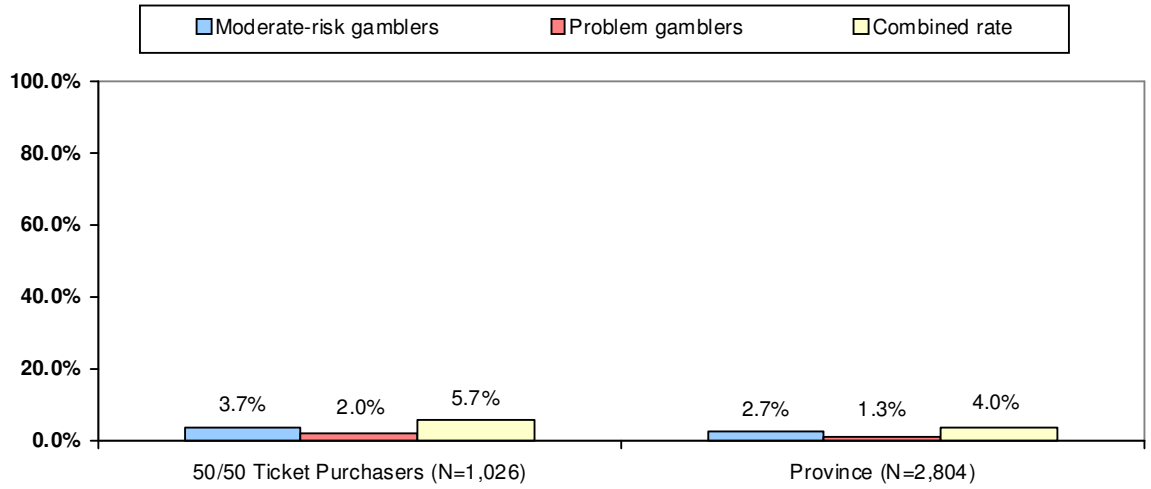
50/50 ticket purchasers were asked to assess the amount of time and money spent on this activity and indicate if they thought it was too much. Overall, the majority of players (95%) had no concerns with the amount of money and/or time spent on this activity, while 3% indicated concerns about the amount of money and/or time spent (2% felt they spent more money than intended; <1% felt they spent more time than intended; 1% felt they spent more money and time than intended) (See Figure 23).

Figure 23: Self-Assessment of Time and Money Spent on 50/50 Tickets (N=1,029)



Overall, it is estimated that approximately 3.7% of 50/50 ticket purchasers are moderate-risk gamblers, while 2.0% are problem gamblers (5.7% combined). This combined rate is significantly higher the combined rate found provincially (4.0% combined; 2.7% moderate-risk gamblers and 1.3% problem gamblers; *See Section 4.0 for a more detailed explanation*).

Figure 24: Moderate-Risk and Problem Gambling Prevalence Rates for 50/50 Ticket Purchasers*



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

3.3.7 Profile of Bingo Players (N=210)

Overall, 8% of respondents played bingo at least once in the past 12 months. In terms of demographics (See Table 23), the large majority of bingo players were female (82%). Most commonly, bingo players were 45 years of age or older (54%) and reported their mother tongue to be English (69%).

Almost one-half of bingo players were married (47%), had completed at least some post-secondary education (47%), and were employed (48%). The majority of annual household incomes among bingo players fell within the $20,001 to $60,000 range (60%).

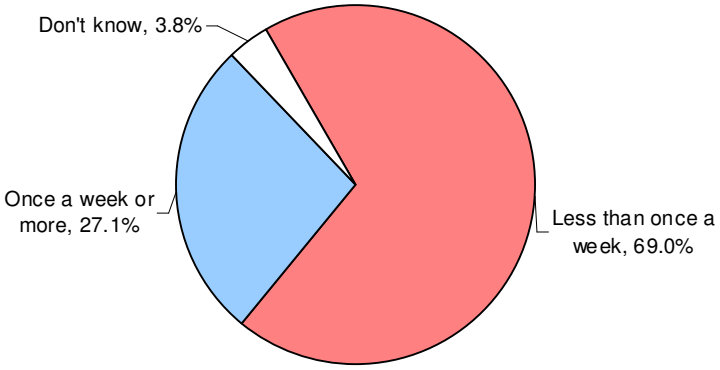
Table 23: Demographic Profile of Bingo Players

Gender	***(N=210)***
Male	18.5%
Female	81.5%
Age	***(N=210)***
19-24	13.1%
25-34	15.7%
35-44	16.8%
45-54	19.1%
55-64	16.1%
65+	19.2%
Mother Tongue	***(N=210)***
English	68.8%
French	29.3%
Other	1.9%
Marital Status	***(N=210)***
Married	46.6%
Common-law/ living with partner	16.7%
Single	19.2%
Widowed	9.1%
Divorced or separated	7.4%
Refused	0.9%
Education	***(N=210)***
Some high school/ junior high or less	21.5%
Completed high school	31.1%
Trades certificate or diploma	9.6%
Non-university certificate or diploma	12.7%
University certificate	9.2%
Bachelor's degree	13.0%
University degree or certificate above Bachelor's	2.9%
Employment Status	***(N=210)***
Employed full-time	41.0%
Employed part-time	6.8%
Unemployed	12.4%
Student	5.6%
Retired	26.4%
Homemaker	7.0%
Don't know/Refused	0.7%
Annual Household Income*	***(N=167)***
$20,000 or less	15.9%
$20,001 to $40,000	40.0%
$40,001 to $60,000	19.8%
$60,001 to $80,000	9.7%
$80,001 to $100,000	6.6%
More than $100,000	7.9%

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

Approximately seven in ten bingo players (69%) participated in this activity less than once a week, while 27% reported doing so at least once a week (See Figure 25). On average, bingo players reported playing this activity 1.6 times per month.

Figure 25: Frequency of Play for Bingo Players (N=210)



Expenditures[32] for bingo players are presented in Table 24[33]. On a typical occasion, bingo players reported spending an average of $23.62, which translates into an average of $46.60 per month and $559.21 per year.

Table 24: Bingo Expenditures*

	Average	*Median*
Typical occasion	$23.62	$20.00
Typical month	$46.60	$10.08
- Play once a week or more	$132.83	$80.00
- Play less than once a week	$13.58	$6.50
Typical year	$559.21	$120.94

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

On a typical occasion, bingo players spent an average of 2.1 hours participating in this activity. This translates into an average of 3.3 hours monthly (See Table 25).

Table 25: Time Spent Gambling on Bingo (in Hours)*

	Average	*Median*
Typical occasion	2.1	2.0
Typical month	3.3	1.0

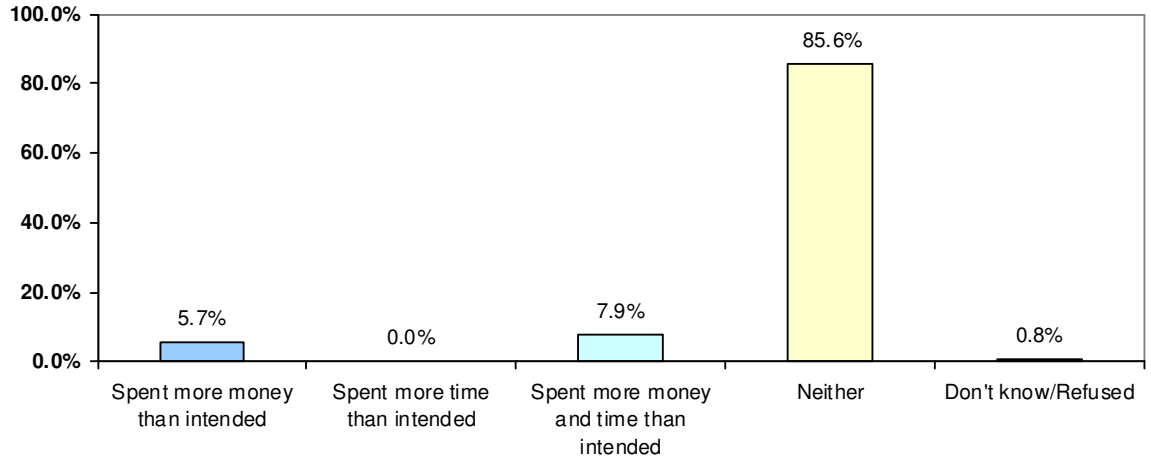
**Outliers and don't know responses were excluded from this analysis.*

[32] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[33] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

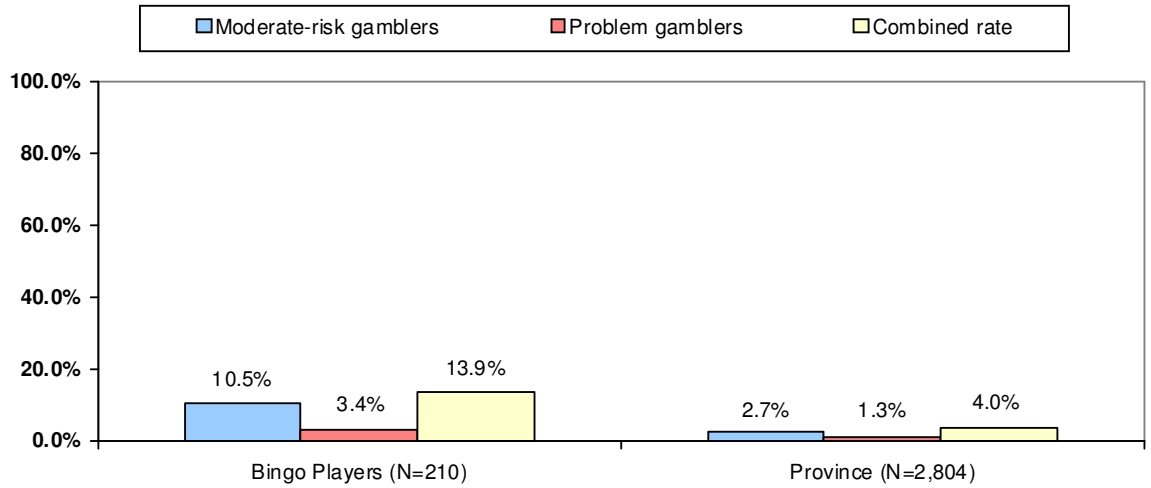
Bingo players were asked to assess the amount of time and money spent on this activity and indicate if they thought it was too much. Overall, the majority of players (86%) had no concerns with the amount of money and/or time spent on this activity. However, 14% indicated concerns about the amount of money and/or time spent (6% felt they spent more money than intended; 8% felt they spent more money and time than intended) (See Figure 26).

Figure 26: Self-Assessment of Time and Money Spent on Bingo (N=210)



Overall, it is estimated that approximately 10.5% of bingo players are moderate-risk gamblers, while 3.4% are problem gamblers (13.9% combined). These rates are significantly higher than the moderate-risk, problem gambling, and combined rates found provincially (4.0% combined; 2.7% moderate-risk and 1.3% problem gamblers; *See Section 4.0 for a more detailed explanation*).

Figure 27: Moderate-Risk and Problem Gambling Prevalence Rates for Bingo Players*



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

3.3.8 Profile of VLT Players (N=180)

Overall, 6% of respondents played VLTs at least once in the past 12 months. In terms of demographics (See Table 26), just over one-half of VLT players were male (56%) and between the ages of 25 and 44 (52%).

Forty percent of VLT players were married, while 28% were single. Furthermore, almost one-half of players had a high school or less education (48%) and 64% were employed. Most commonly, annual household incomes among VLT players fell within the $20,001 to $60,000 range (51%).

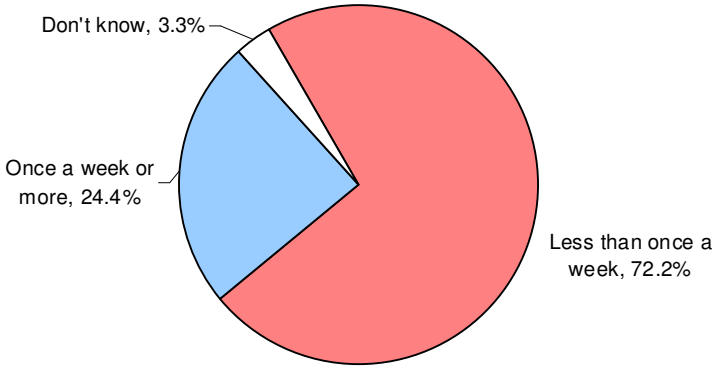
Table 26: Demographic Profile of VLT Players

Gender	***(N=180)***
Male	56.0%
Female	44.0%
Age	***(N=180)***
19-24	13.9%
25-34	21.5%
35-44	30.0%
45-54	12.0%
55-64	12.3%
65+	10.3%
Mother Tongue	***(N=180)***
English	76.3%
French	20.5%
Other	3.1%
Marital Status	***(N=180)***
Married	39.6%
Common-law/ living with partner	17.9%
Single	28.2%
Widowed	4.1%
Divorced or separated	9.1%
Refused	1.1%
Education	***(N=180)***
Some high school/ junior high or less	9.8%
Completed high school	38.3%
Trades certificate or diploma	13.7%
Non-university certificate or diploma	10.1%
University certificate	5.1%
Bachelor's degree	17.3%
University degree or certificate above Bachelor's	5.6%
Employment Status	***(N=180)***
Employed full-time	58.5%
Employed part-time	5.5%
Unemployed	12.1%
Student	5.3%
Retired	14.0%
Homemaker	4.3%
Don't know/Refused	0.4%
Annual Household Income*	***(N=148)***
$20,000 or less	7.8%
$20,001 to $40,000	25.3%
$40,001 to $60,000	25.5%
$60,001 to $80,000	12.8%
$80,001 to $100,000	10.2%
More than $100,000	18.5%

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

Approximately seven in ten VLT players (72%) participated in this activity less than once a week, while 24% reporting doing so at least once a week (See Figure 28). On average, players reported playing VLTs 2.2 times per month.

Figure 28: Frequency of Play for VLT Players (N=180)



Expenditures[34] for VLT players are presented in Table 27[35]. On a typical occasion, VLT players reported spending an average of $32.60, which translates into an average of $135.24 per month and $1,622.84 per year.

Table 27: VLT Expenditures*

	Average	*Median*
Typical occasion	$32.60	$20.00
Typical month	$135.24	$16.67
- Play once a week or more	$477.03	$200.00
- Play less than once a week	$21.39	$5.00
Typical year	$1,622.84	$200.00

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

On a typical occasion, VLT players spent an average of 0.9 hours (or 52.3 minutes) participating in this activity. This translates into an average of 2.6 hours monthly (See Table 28).

Table 28: Time Spent Gambling on VLTs (in Hours)*

	Average	*Median*
Typical occasion	0.9	0.5
Typical month	2.6	0.3

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

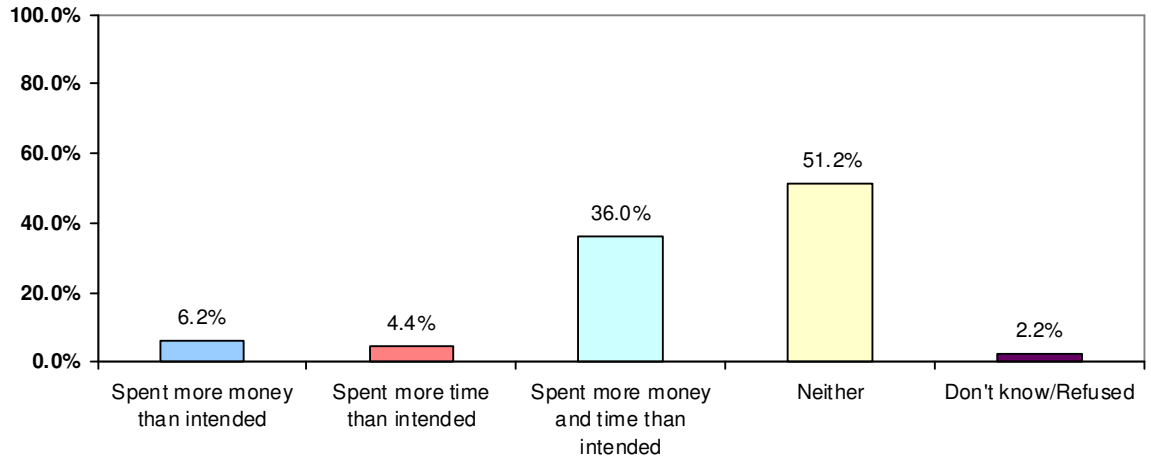
[34] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[35] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

VLT players were asked to assess the amount of time and money spent on this activity and indicate if they thought it was too much. Overall, approximately one-half of players (51%) had no concerns with the amount of money and/or time spent on this activity.

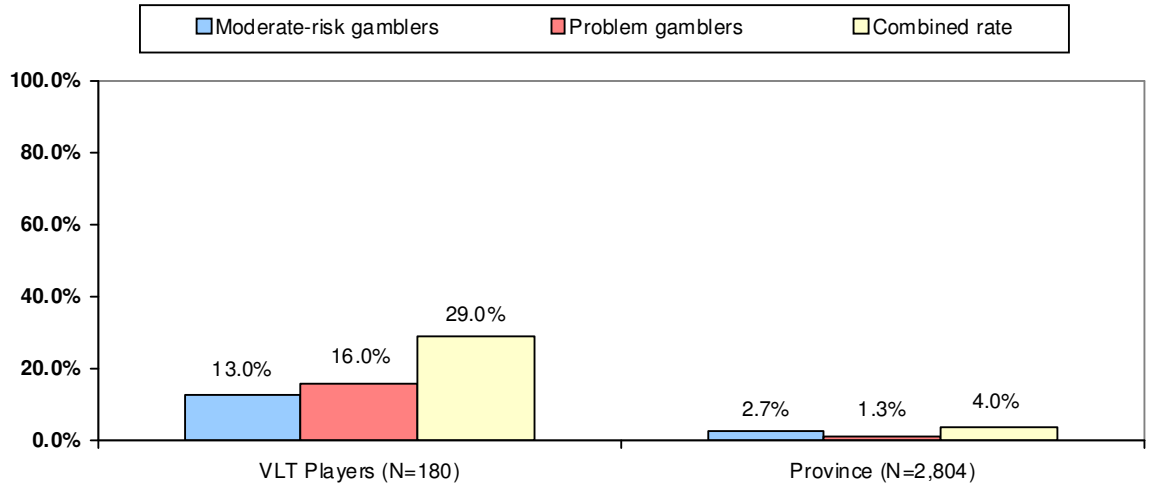
Of note, however, approximately one-half of VLT players (46%) indicated concerns about the amount of money and/or time spent (6% felt they spent more money than intended; 4% felt they spent more time than intended; over one-third (36%) felt they spent more money and time than intended) (See Figure 29).

Figure 29: Self-Assessment of Time and Money Spent on VLTs (N=180)



Overall, it is estimated that approximately 13.0% of VLT players are moderate-risk gamblers, while 16.0% are problem gamblers (29.0% combined). These rates are significantly higher than the moderate-risk, problem gambling, and combined rates found provincially (4.0% combined; 2.7% moderate-risk and 1.3% problem gamblers; *See Section 4.0 for a more detailed explanation*).

Figure 30: Moderate-Risk and Problem Gambling Prevalence Rates for VLT Players*



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

3.3.9 Profile of Poker Players (Excluding Electronic Poker and Internet Poker) (N=283)

Overall, 10% of respondents played poker (excluding electronic poker and Internet poker) at least once in the past 12 months. In terms of demographics (See Table 29), the majority of poker players were male (71%), between the ages of 19 and 44 (76%), and reported their mother tongue to be English (69%).

Four in ten poker players (40%) were married, while 31% were single and 20% were common-law. Almost three-quarters (72%) had completed at least some post-secondary education, and a similar percentage (75%) were employed. Annual household incomes among poker players most often fell within the $20,001 to $60,000 range (43%).

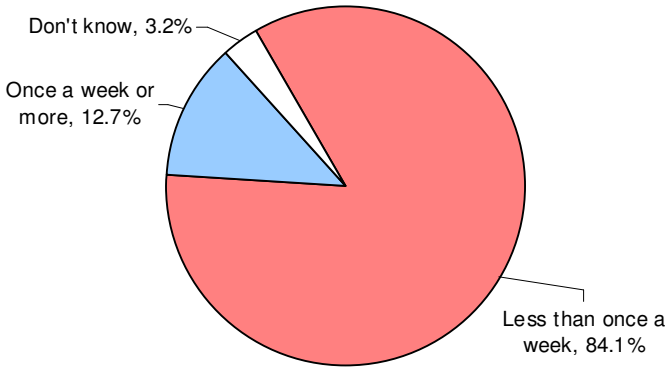
Table 29: Demographic Profile of Poker Players

Gender	***(N=283)***
Male	71.1%
Female	28.9%
Age	***(N=283)***
19-24	20.4%
25-34	33.9%
35-44	21.2%
45-54	13.0%
55-64	7.2%
65+	4.3%
Mother Tongue	***(N=283)***
English	68.5%
French	28.8%
Other	2.6%
Refused	0.1%
Marital Status	***(N=283)***
Married	40.4%
Common-law/ living with partner	19.6%
Single	31.0%
Widowed	1.9%
Divorced or separated	5.9%
Refused	1.3%
Education	***(N=283)***
Some high school/ junior high or less	1.5%
Completed high school	25.6%
Trades certificate or diploma	8.1%
Non-university certificate or diploma	20.3%
University certificate	13.8%
Bachelor's degree	23.5%
University degree or certificate above Bachelor's	6.6%
Don't know/Refused	0.7%
Employment Status	***(N=283)***
Employed full-time	66.3%
Employed part-time	8.5%
Unemployed	6.5%
Student	7.5%
Retired	8.2%
Homemaker	2.1%
Don't know/Refused	1.0%
Annual Household Income*	***(N=256)***
$20,000 or less	4.0%
$20,001 to $40,000	21.9%
$40,001 to $60,000	20.7%
$60,001 to $80,000	16.3%
$80,001 to $100,000	15.3%
More than $100,000	21.9%

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

The majority of poker players (84%) participated in this activity less than once a week. On average, players reported playing poker 1.1 times per month.

Figure 31: Frequency of Play for Poker Players (N=283)



Expenditures[36] for poker players are presented in Table 30[37]. On a typical occasion, poker players reported spending an average of $31.57, which translates into an average of $44.08 per month and $528.93 per year.

Table 30: Poker Expenditures*

	Average	*Median*
Typical occasion	$31.57	$20.00
Typical month	$44.08	$8.33
- Play once a week or more	$229.82	$92.48
- Play less than once a week	$19.03	$6.67
Typical year	$528.93	100.00

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

On a typical occasion, poker players spent an average of 3.3 hours participating in this activity. This translates into an average of 4.0 hours monthly (See Table 31).

Table 31: Time Spent Gambling on Poker (in Hours)*

	Average	*Median*
Typical occasion	3.3	3.0
Typical month	4.0	1.3

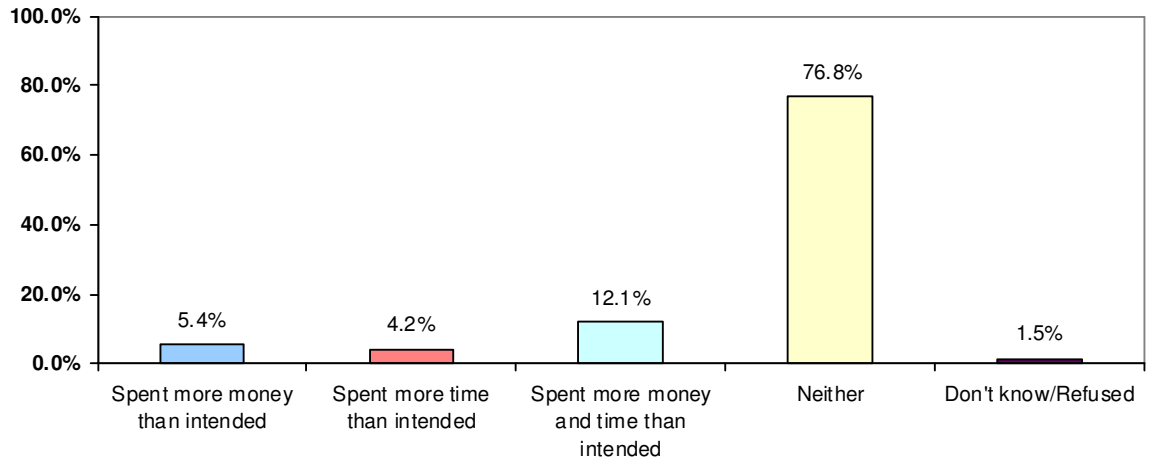
**Outliers and don't know responses were excluded from this analysis.*

[36] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[37] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

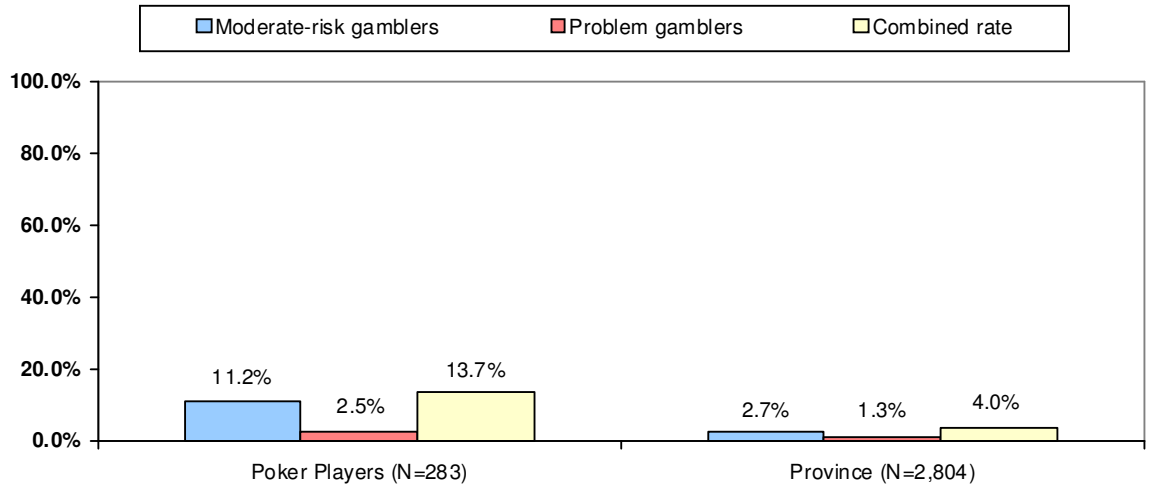
Poker players were asked to assess the amount of time and money spent on this activity and indicate if they thought it was too much. Overall, the majority of players (77%) had no concerns with the amount of money and/or time spent on this activity. However, 21% indicated concerns about the amount of money and/or time spent (5% felt they spent more money than intended; 4% spent more time than intended; 12% felt they spent more money and time than intended) (See Figure 32).

Figure 32: Self-Assessment of Time and Money Spent on Poker (N=283)



Overall, it is estimated that approximately 11.2% of poker players are moderate-risk gamblers, while 2.5% are problem gamblers (13.7% combined). This combined rate is significantly higher than the combined rate found provincially (4.0% combined; 2.7% moderate-risk gamblers and 1.3% problem gamblers; *See Section 4.0 for a more detailed explanation*).

Figure 33: Moderate-Risk and Problem Gambling Prevalence Rates for Poker Players*



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

3.3.10 Profile of Casino Gamblers (N=215)

Overall, 8% of respondents gambled at a casino at least once in the past 12 months. In terms of demographics (See Table 32), casino gamblers were equally likely to be male or female (50% each). Most commonly, casino gamblers were between the ages of 25 and 44 (42%) and reported their mother tongue to be English (70%).

Furthermore, the majority of casino gamblers were married (58%), had completed at least some post-secondary education (73%), and were employed (62%). Annual household incomes among casino gamblers most often fell between $40,001 and $60,000 (21%) or were over $100,000 (37%).

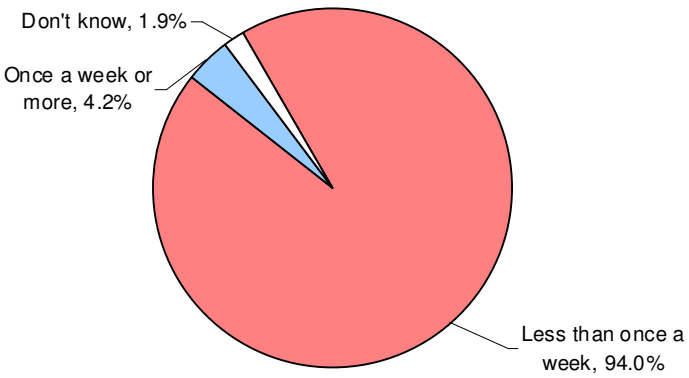
Table 32: Demographic Profile of Casino Gamblers

Gender	***(N=215)***
Male	50.2%
Female	49.8%
Age	***(N=215)***
19-24	15.2%
25-34	21.4%
35-44	20.3%
45-54	14.9%
55-64	15.2%
65+	13.0%
Mother Tongue	***(N=215)***
English	70.1%
French	28.0%
Other	1.8%
Refused	0.2%
Marital Status	***(N=215)***
Married	57.5%
Common-law/ living with partner	10.6%
Single	19.2%
Widowed	5.5%
Divorced or separated	6.3%
Refused	0.9%
Education	***(N=215)***
Some high school/ junior high or less	4.0%
Completed high school	22.7%
Trades certificate or diploma	11.4%
Non-university certificate or diploma	20.8%
University certificate	4.1%
Bachelor's degree	27.1%
University degree or certificate above Bachelor's	9.1%
Refused	0.8%
Employment Status	***(N=215)***
Employed full-time	54.4%
Employed part-time	8.0%
Unemployed	5.3%
Student	6.1%
Retired	23.1%
Homemaker	2.4%
Don't know/Refused	0.8%
Annual Household Income*	***(N=170)***
$20,000 or less	2.0%
$20,001 to $40,000	15.1%
$40,001 to $60,000	21.2%
$60,001 to $80,000	13.5%
$80,001 to $100,000	11.6%
More than $100,000	36.6%

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

Most casino gamblers (94%) participated in this activity less than once a week (See Figure 34). On average, casino gamblers reported this type of gambling 0.6 times per month.

Figure 34: Frequency of Play for Casino Gamblers (N=215)



Expenditures[38] for casino gamblers are presented in Table 33[39]. On a typical occasion, casino gamblers reported spending an average of $86.92, which translates into an average of $39.52 per month and $474.30 per year.

Table 33: Casino Expenditures*

	Average	*Median*
Typical occasion	$86.92	$50.00
Typical month	$39.52	$8.33
- Play once a week or more	$710.13	$596.81
- Play less than once a week	$28.17	$8.33
Typical year	$474.30	$100.00

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

On a typical occasion, casino gamblers spent an average of 2.9 hours participating in casino gambling. This translates into an average of 1 hour monthly (See Table 34).

Table 34: Time Spent Gambling in Casinos (in Hours)*

	Average	*Median*
Typical occasion	2.9	2.0
Typical month	1.0	0.3

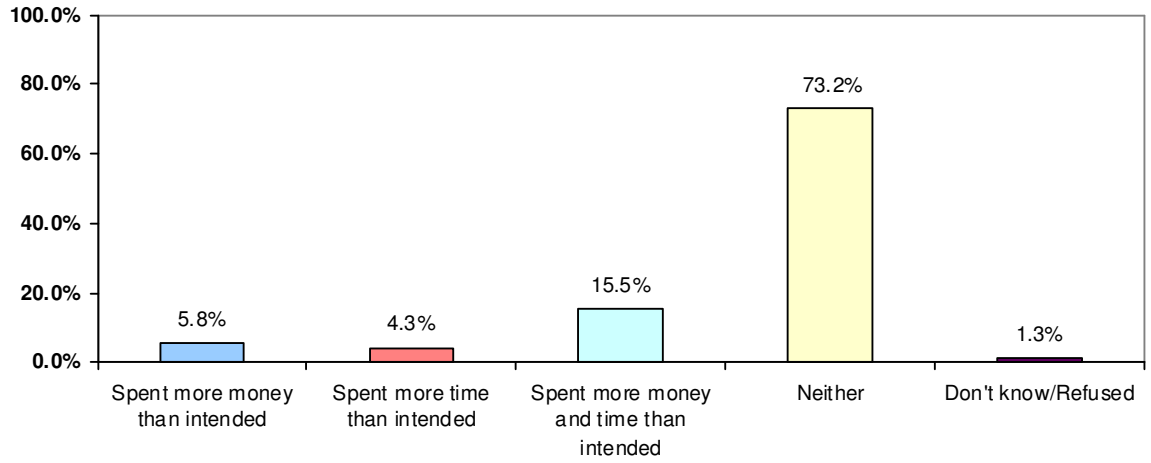
**Outliers and don't know responses were excluded from this analysis.*

[38] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[39] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

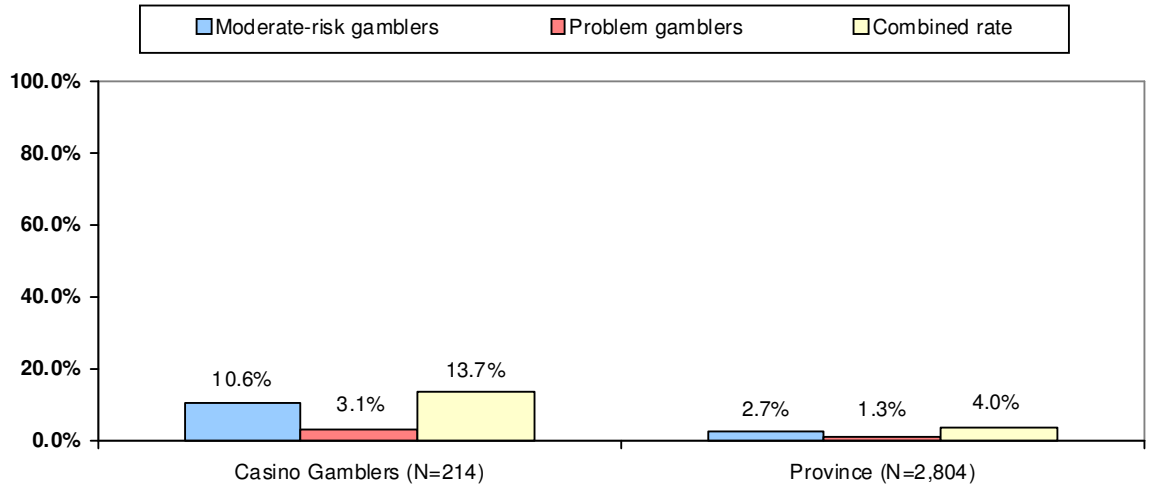
Casino gamblers were asked to assess the amount of time and money spent on casino gambling and indicate if they thought it was too much. Overall, the majority of casino gamblers (73%) had no concerns with the amount of money and/or time spent. However, approximately one-quarter (26%) indicated concerns about the amount of money and/or time spent (6% felt they spent more money than intended; 4% felt they spent more time than intended; 16% felt they spent more money and time than intended) (See Figure 35).

Figure 35: Self-Assessment of Time and Money Spent in Casinos (N=215)



Overall, it is estimated that approximately 10.6% of casino gamblers are moderate-risk gamblers, while 3.1% are problem gamblers (13.7% combined). These rates are significantly higher than the moderate-risk, problem gambling, and combined rates found provincially (4.0% combined; 2.7% moderate-risk and 1.3% problem gamblers; *See Section 4.0 for a more detailed explanation*).

Figure 36: Moderate-Risk and Problem Gambling Prevalence Rates for Casino Gamblers*



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

3.3.11 Profile of Internet Gamblers (Including Internet Poker) (N=66)

Overall, 3% of respondents gambled on the Internet (including playing Internet poker) over the past 12 months. In terms of demographics (See Table 35), Internet gamblers were mostly males (74%) and were most commonly between the ages of 35 and 44 (34%) or 19 and 24 (26%). The majority (65%) reported their mother tongue to be English.

Internet gamblers tended to be married (37%), single (33%), or common-law (22%), and almost three-quarters (73%) were employed. Sixty-six percent had completed at least some post-secondary education, and annual household incomes tended to vary, with the most common incomes being more than $100,000 (29%) or between $20,001 and $40,000 (26%).

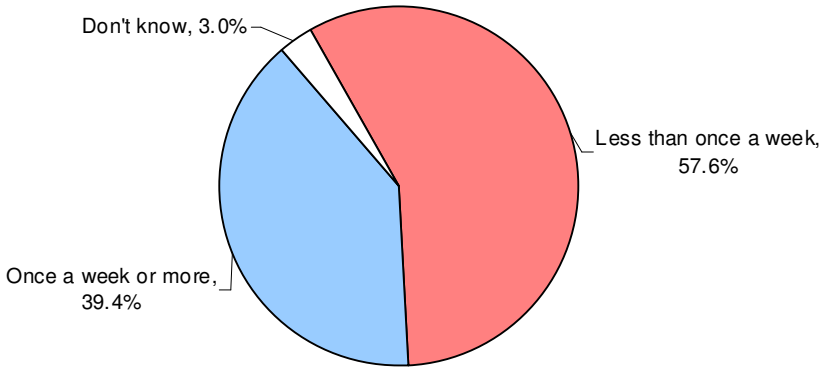
Table 35: Demographic Profile of Internet Gamblers

Gender	***(N=66)***
Male	74.0%
Female	26.0%
Age	***(N=66)***
19-24	26.0%
25-34	20.5%
35-44	33.7%
45-54	12.0%
55-64	2.8%
65+	5.1%
Mother Tongue	***(N=66)***
English	65.0%
French	29.2%
Other	5.8%
Marital Status	***(N=66)***
Married	37.1%
Common-law/ living with partner	22.1%
Single	32.9%
Widowed	-
Divorced or separated	7.9%
Education	***(N=66)***
Some high school/ junior high or less	-
Completed high school	34.4%
Trades certificate or diploma	10.1%
Non-university certificate or diploma	23.3%
University certificate	6.6%
Bachelor's degree	16.1%
University degree or certificate above Bachelor's	9.6%
Employment Status	***(N=66)***
Employed full-time	62.4%
Employed part-time	10.3%
Unemployed	13.7%
Student	7.3%
Retired	5.2%
Homemaker	-
Don't know/Refused	1.2%
Annual Household Income*	***(N=60)***
$20,000 or less	5.0%
$20,001 to $40,000	25.5%
$40,001 to $60,000	16.3%
$60,001 to $80,000	8.9%
$80,001 to $100,000	15.5%
More than $100,000	28.9%

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

Approximately four in ten Internet gamblers (39%) played once a week or more frequently, while 58% played less frequently (See Figure 37). On average, players reported playing 6.1 times per month.

Figure 37: Frequency of Play for Internet Gamblers (N=66)



Expenditures[40] for Internet gambling are presented in Table 36[41]. On a typical occasion, Internet gamblers reported spending an average of $50.30, which translates into an average of $252.85 per month and $3,034.19 per year.

Internet gambling expenditures are also presented based on frequency of play. As shown below, average amounts spent monthly tended to increase as frequency of play increased.

Table 36: Internet Gambling Expenditures*

	Average	*Median*
Typical occasion	$50.30	$30.00
Typical month	$252.85	$30.00
- Play once a week or more	$524.08	$247.58
- Play less than once a week	$67.55	$13.56
Typical year	$3,034.19	$360.00

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

On a typical occasion, Internet gamblers spent an average of 3.1 hours participating in this activity. This translates into an average of 16.5 hours monthly (See Table 37).

Table 37: Time Spent Gambling on the Internet (in Hours)*

	Average	*Median*
Typical occasion	3.1	2.0
Typical month	16.5	3.3

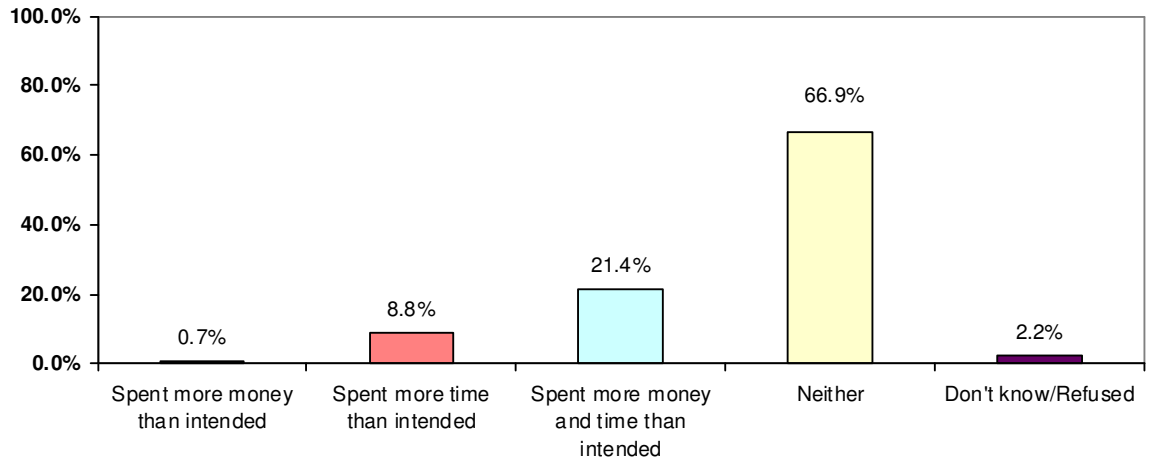
**Outliers and don't know responses were excluded from this analysis.*

[40] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[41] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

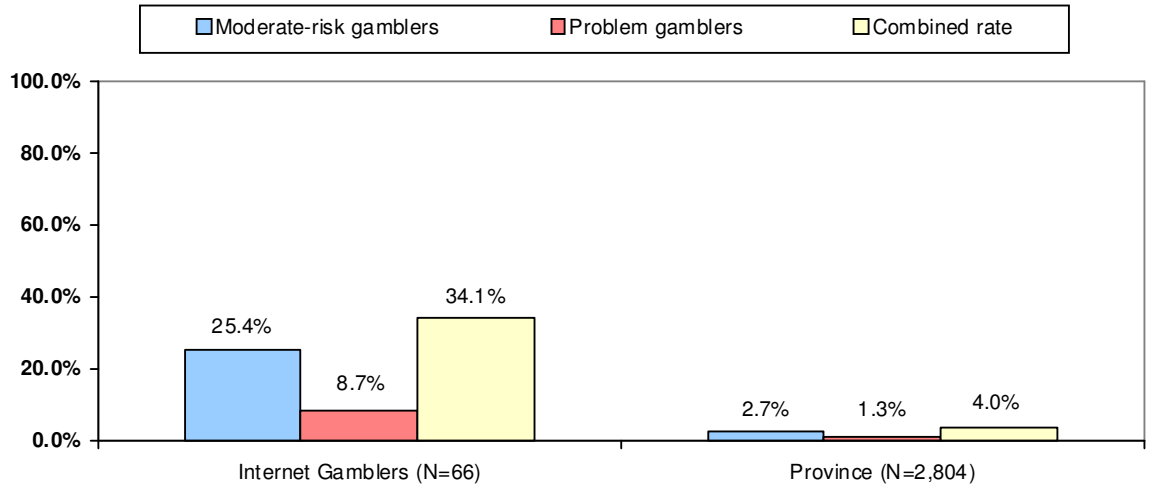
Internet gamblers were asked to assess the amount of time and money spent on this activity and indicate if they thought it was too much. Overall, two-thirds of Internet gamblers (67%) had no concerns with the amount of money and/or time spent on this activity. However, almost one-third (31%) indicated concerns with the amount of money and/or time spent (1% felt they spent more money than intended; 9% felt they spent more time than intended; 21% felt they spent more money and time than intended) (See Figure 38).

Figure 38: Self-Assessment of Time and Money Spent on Internet Gambling (N=66)



Overall, it is estimated that approximately one-quarter (25.4%) of Internet gamblers are moderate-risk gamblers, while 8.7% are problem gamblers (34.1% combined). These prevalence rates are significantly higher than the moderate-risk (2.7%) and problem gambling (1.3%) rates found provincially, and the combined rate (34.1%) is eight times higher than the combined provincial rate (4.0%; *See Section 4.0 for a more detailed explanation*).

Figure 39: Moderate-Risk and Problem Gambling Prevalence Rates for Internet Gambling*



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

3.3.12 Trend Analysis

Table 38 shows average monthly expenditures over time for several of the activities explored in this study. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

The activities identified in this section represent activities where monthly expenditure data was captured in past provincial gambling prevalence studies (2001, 1996, 1992). Since Internet gambling and poker were not explored in-depth in previous studies, those activities have been excluded from this analysis.

Again, it is important to note that these expenditures are based on self-reported data and should be interpreted with caution. Furthermore, there is still a possibility that the categories compared in this section may differ slightly from year to year. Therefore, findings should be interpreted with caution.

In general, average monthly expenditures for lottery draws and sports betting have increased gradually compared to previous years, while average monthly expenditures for raffles/draws and instant wins have remained relatively stable compared to 2001. However, expenditures on bingo have decreased compared to 2001, while expenditures on VLTs have increased sharply compared to previous years.

Table 38: Average Monthly Expenditures Per Gambling Activity*

	Average Monthly Expenditures		
	Overall	***Play once a week or more***	***Play less than once a week***
Lottery Draws			
1992	$13.65	$19.96	$5.85
1996	$10.93	$16.24	$5.94
2001	$17.25	$29.49	$5.37
2009	$22.62	$47.37	$5.94
Instant Wins			
1992	$8.46	$18.13	$5.13
1996	$6.71	$13.60	$4.55
2001	$12.44	$41.15	$4.50
2009	$11.77	$43.34	$4.96
Raffles/Draws			
1992	$7.24	$23.81	$6.61
1996	$6.92	$11.00	$6.80
2001	$5.50	$5.37	$5.50
2009	$7.99	$19.45	$5.65
VLTs			
1992	$29.10	$56.63	$39.01
1996	$20.83	$84.82	$6.66
2001	$63.18	$299.90	$17.96
2009	$135.24	$477.03	$21.39
Bingo			
1992	$32.35	$67.07	$18.78
1996	$31.59	$65.18	$18.28
2001	$67.01	$137.95	$20.67
2009	$46.60	$132.83	$13.58
Sports Betting			
1992	$11.15	$21.09	$13.01
1996	$14.09	$19.00	$9.46
2001	$12.29	$35.86	$8.08
2009	$22.92	$73.16	$11.13

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

3.4 TIME AND MONEY SPENT GAMBLING

To gather information on expenditures related to gambling, respondents were asked a series of questions about the frequency of play for the various gambling activities explored in this study as well as the amounts spent on a typical occasion. These responses were then used to calculate monthly and yearly expenditures related to gambling activities. Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. Totals were calculated by summing the yearly expenditures for each respondent. It is important to note that expenditures include money that was spent out of province as well as within the province.

On a monthly basis, respondents spent an average of $96.07 per month on gambling activities. Yearly, respondents spent a total of $2,498,841.13 on gambling activities (including both in-province and out of province spending), with an average yearly expenditure of $1,152.87 per person[42]. Based on a provincial adult gambling population (ages 19+) of 449,726, this translates into an estimated yearly expenditure of approximately $518.5 million (including in-province and out-of-province spending).

When segmented by frequency of play, it was found that regular gamblers accounted for most of this spending. More specifically, regular gamblers (that is, those who gambled at least once a month) accounted for 97% of the total provincial expenditure, while casual gamblers accounted for the remaining 3%[43].

Table 39: Monthly and Yearly Gambling Expenditures Overall and Per Person*

	Monthly	*Yearly*
Average	$96.07	$1,152.87
Median	$16.31	$195.69
Sum	-	$2,498,841.13

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

In 2001, respondents spent an average of $361.79 per year on gambling activities (median - $58.65). As stated above, the yearly average expenditure for the 2009 study was $1,152.87 (median - $195.69), representing a notable increase in spending over the past eight years[44]. It should be noted that in 2001, seven categories of gambling activities were used to calculate gambling expenditures; however in 2009, the number of gambling activities increased to 20 (short term speculative stock or commodity purchases were excluded).

[42] The 2009 monthly and yearly expenditures were calculated excluding short term speculative stock or commodity purchases to more closely match the gambling activities included in the 2001 study.
[43] In determining percentages of total yearly spending, short term speculative stock or commodity purchases were not excluded from the provincial total as no comparisons were made to 2001 expenditures.
[44] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

Yearly expenditures for the gambling activities explored in this study are presented in Table 40[45] [46]. Provincially, the average amounts spent per year were lowest for 50/50 draws ($61.44) and raffles/fundraising tickets ($61.35). Of note, those who played spent an average of $1,622.84 per year on VLTs, $2,926.67 on games of skill including pool, bowling, golf or darts, and $3,425.55 on Internet poker. For the most popular activity (weekly lottery tickets), gamblers spent an average of $240.31 per year.

Table 40: Yearly Expenditures Per Gambling Activity*

N	*Activity*	*Average per Activity*	*Median per Activity*
1,610	Weekly lottery tickets	$240.31	$96.00
1,052	Raffles or fundraising tickets	$61.35	$25.00
982	50/50 draws	$61.44	$102.53
868	Scratch 'n Win tickets	$128.13	$40.00
260	Poker, either at home, friends home, at a bar/tournament or at work (excluding electronic poker and Internet poker)	$528.93	$100.00
203	Gambling at casinos	$474.30	$100.00
193	Bingo	$559.21	$120.94
175	Breakopen, Pull Tab or Nevada strips	$86.74	$22.65
167	VLTs	$1,622.84	$200.00
146	Daily lottery tickets	$349.43	$96.00
119	Games of skill such as pool, bowling, golf or darts	$2,926.67	$144.00
116	Cards (excluding poker) or board games	$182.35	$100.00
111	Sports Pools or the outcome of sporting events	$104.29	$40.00
74	Pro-Line, Game Day or Over/Under	$372.29	$153.28
54	Arcade or video games	$265.05	$40.00
47	Internet poker	$3,425.55	$720.00
34	Short Term Speculative stock or Commodity purchases	$69,255.92	$12,000.00
23[47]	Gambling on the Internet (excluding Internet poker)	$22,871.50	$180.00
20[48]	Horse races	$205.10	$20.00
20[49]	Electronic poker tables	$42,468.10	$60.00
12[50]	Any other forms of gambling (e.g., friendly bets, Survivor pools, etc)	$4,798.09	$179.96

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

On average, respondents spent approximately 3 hours gambling in a typical month, with a median of 12 minutes.

[45] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Average yearly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[46] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.

[47] Sample size is less than 30, therefore, findings should be interpreted with caution.

[48] Sample size is less than 30, therefore, findings should be interpreted with caution.

[49]Sample size is less than 30, therefore, findings should be interpreted with caution.

[50] Sample size is less than 30, therefore, findings should be interpreted with caution.

4.0 Problem Gambling in New Brunswick

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

4.1 CLASSIFYING PROBLEM GAMBLING

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

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

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

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

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

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

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

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

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

Responses to these 9 items among gamblers are presented in Table 41. As shown below, consistent with 2001, the large majority of gamblers responded "never" to all statements.

Prior to 2001, problem gambling prevalence rates were determined using the SOGS (South Oaks Gambling Screen). As this method uses different criteria for determining problem gambling prevalence rates, statements from the 1992 and 1996 studies are not comparable to statements from the 2001 and 2009 studies.

Table 41: Responses to CPGI Statements

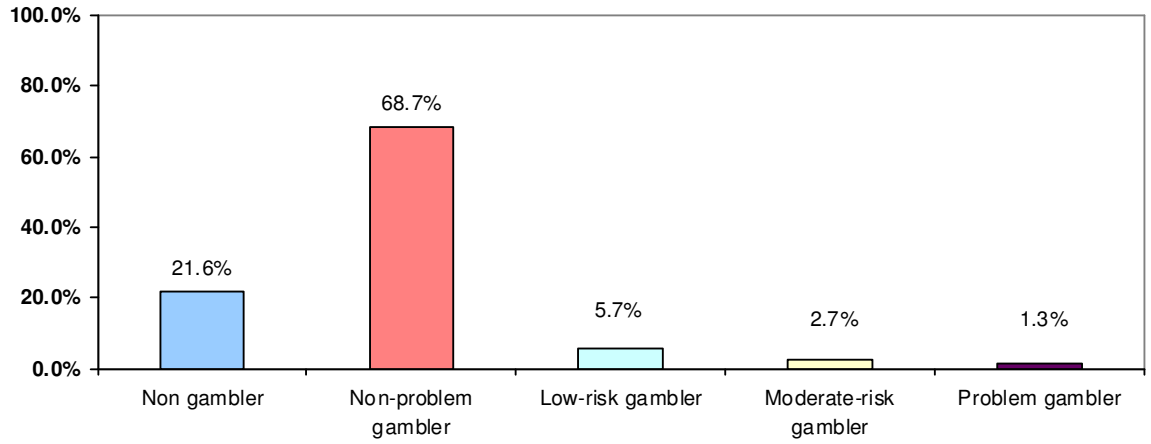
Thinking about the past 12 months, would you say you……..		***Never***	***Sometimes***	***Most of the time***	***Almost always***	***Don't know/ Refused***
Bet more than you could really afford to lose	**2009**	**95.8%**	**2.8%**	**0.3%**	**0.6%**	**0.5%**
	2001	96.5%	2.6%	<1%	<1%	-
Needed to gamble with larger amounts of money to get the same feeling of excitement	**2009**	**96.7%**	**1.7%**	**0.8%**	**0.4%**	**0.5%**
	2001	98.8%	<1%	<1%	<1%	-
Went back another day to try and win back the money you lost	**2009**	**94.2%**	**4.2%**	**0.5%**	**0.4%**	**0.7%**
	2001	97.6%	1.7%	0.0%	<1%	-
Borrowed money or sold anything to get money to gamble	**2009**	**98.0%**	**1.3%**	**0.1%**	**0.1%**	**0.5%**
	2001	99.2%	<1%	<1%	<1%	-
Felt that you might have a problem with gambling	**2009**	**97.1%**	**1.4%**	**0.6%**	**0.4%**	**0.5%**
	2001	97.6%	1.4%	<1%	<1%	-
Felt gambling has caused you any health problems including stress or anxiety	**2009**	**97.3%**	**1.6%**	**0.2%**	**0.4%**	**0.5%**
	2001	98.9%	<1%	<1%	<1%	-
Had people criticize your betting or tell you that you had a problem regardless of whether or not you think its true	**2009**	**95.7%**	**3.0%**	**0.3%**	**0.5%**	**0.5%**
	2001	97.0%	1.9%	<1%	<1%	-
Felt your gambling has caused financial problems for you and your household	**2009**	**97.0%**	**1.8%**	**0.3%**	**0.4%**	**0.5%**
	2001	98.9%	<1%	0.0%	<1%	-
Felt guilty about the way you gamble or what happens when you gamble	**2009**	**92.8%**	**4.9%**	**0.7%**	**1.0%**	**0.6%**
	2001	96.2%	2.9%	<1%	<1%	-

4.2 PREVALENCE RATE

4.2.1 Prevalence Rates (Provincial and Health Zone)

The majority of respondents (90.3%, n=2,533) were placed into non-gambling (no gambling in the past 12 months) or non-problem gambling (overall CPGI score of 0) categories. The remaining 9.7% of respondents (n=269) were placed into the at-risk or problem gambling categories. The provincial problem gambling rate for 2009 was 1.3%. (See Figure 40).

Figure 40: Provincial Problem Gambling Prevalence Rate in New Brunswick (N=2,804)[51]



In terms of health zone, problem gambling prevalence rates were relatively similar to the provincial rate. Rates ranged from 0.2% in Zone 6, 0.3% in Zone 5, and 0.5% in Zone 4 to 2.0% in Zone 2.

Table 42: Problem Gambling Prevalence Rates in New Brunswick by Health Zone

	Zone 1 *(N=399)*	***Zone 2*** *(N=400)*	***Zone 3*** *(N=401)*	***Zone 4*** *(N=397)*	***Zone 5*** *(N=408)*	***Zone 6*** *(N=398)*	***Zone 7*** *(N=398)*
Non-gamblers	19.8%	19.8%	26.6%	22.9%	22.5%	21.0%	17.4%
Non-problem gamblers	69.8%	67.9%	64.3%	71.3%	72.8%	71.3%	73.2%
Low-risk gamblers	5.7%	7.3%	4.9%	4.3%	3.3%	5.1%	7.0%
Moderate-risk gamblers	3.4%	3.0%	2.8%	1.0%	1.2%	2.3%	1.3%
Problem gamblers	1.3%	2.0%	1.4%	0.5%	0.3%	0.2%	1.2%

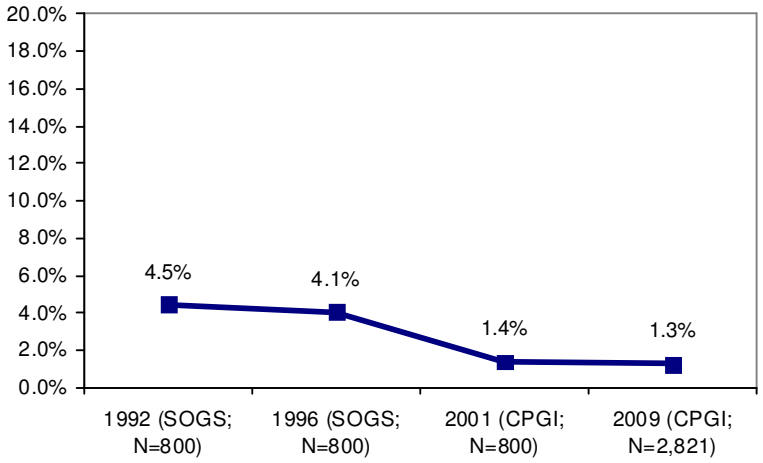
[51] Due to a lack of information provided, 17 respondents could not be classified into the gambling subtypes.

4.2.2 Trend Analysis

To allow for comparison and tracking over time, problem gambling prevalence rates are presented for previous years (1992, 1996, 2001). **However, due to differences in the measurement instrument used in the 1996 and 1992 studies (SOGS), findings should be interpreted with caution.**

As shown below, the problem gambling prevalence rate has remained stable since 2001. Though a drop in the problem gambling prevalence rate is evident from 1992/1996 to 2001/2009, this is most likely attributable to the change from the SOGS measurement instrument to the CPGI.

Figure 41: Comparative Problem Gambling Prevalence Rates in New Brunswick



4.2.3 Provincial Comparisons

As previously stated, 2.7% of respondents were classified as moderate-risk gamblers, while 1.3% were classified as problem gamblers. These prevalence rates are similar to moderate-risk and problem gambling prevalence rates from other provinces across Canada. However, given the wide variation in publication dates for these studies (ranging from 2002 to 2009), findings should be interpreted with caution.

Table 43: Problem Gambling Prevalence Rates Across Canada According to CPGI Classifications[52]

	Non-Gambler	*Non-Problem Gambler*	*Low-Risk Gambler*	*Moderate-Risk Gambler*	*Problem Gambler*
New Brunswick (2009)	***21.6%***	***68.7%***	***5.7%***	***2.7%***	***1.3%***
Newfoundland and Labrador *(MarketQuest Research, 2009)*	22.8%	68.7%	6.2%	1.7%	0.7%
Nova Scotia *(Focal Research, 2008)*	13.0%	80.9%	3.6%	1.6%	0.9%
Prince Edward Island *(Doiron, 2006)*	18.1%	79.1%	1.2%	0.7%	0.9%
Ontario *(Wiebe, Mun, & Kauffman, 2006)*	36.6%	54.1%	5.8%	2.6%	0.8%
Manitoba *(Lemaire, MacKay, & Patton, 2008)*	14.4%	69.9%	9.6%	4.7%	1.4%
Saskatchewan *(Wynne, 2002)*	13.4%	71.4%	9.3%	4.7%	1.2%
Alberta *(Smith & Wynne, 2002)*	18.0%	67.0%	9.8%	3.9%	1.3%
British Columbia *(Ipsos Reid & Gemini Research, 2008)*	27.1%	59.6%	8.7%	3.7%	0.9%

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

4.2.4 Projection to the Adult Population

Based on a provincial adult population (ages 19+) of 573,630[53], it can be projected that:

- Approximately 123,904 residents of New Brunswick are non gamblers;
- Approximately 394,084 residents of New Brunswick are non-problem gamblers;
- Approximately 32,697 residents of New Brunswick are low-risk gamblers;
- Approximately 15,488 residents of New Brunswick are moderate-risk gamblers; and
- Approximately 7,457 residents of New Brunswick are problem gamblers.

4.3 PROFILE OF GAMBLING SUBTYPES

Each of the gambling subtypes are profiled in the following section.

4.3.1 Demographic Profile of the Gambling Subtypes

Table 44 provides a demographic profile of the gambling subtypes. Non-problem gamblers tended to be a fairly equal mix of males (48%) and females (52%), were most often between the ages of 35 and 54 (43%), reported their mother tongue to be English (66%), were married (59%) and were employed (64%). They tended to be educated (63% with at least some post-secondary education) and most commonly had annual household incomes of $20,001 to $60,000 (47%).

Low-risk gamblers also tended to be a fairly equal mix of males (53%) and females (47%) and were relatively similar to non-problem gamblers in age (41% between the ages of 35 and 54) and mother tongue (66% English). A notable percentage of respondents from this segment were married (47%) or single (29%). Approximately one-half (52%) had at least some post-secondary education and almost two-thirds (64%) were employed. The most common annual household income reported fell between $20,001 and $60,000 (56%).

Moderate-risk gamblers were most often male (63%) and between the ages of 19 and 24 (30%) or 35 and 44 (27%). Overall, 80% of this segment reported their mother tongue to be English, and 41% were married, while 30% were single. Just over one-half of moderate-risk gamblers (54%) had a high school or less than high school education. Almost two-thirds of these gamblers (61%) were employed and approximately one-half (49%) had annual household incomes of $20,001 to $60,000.

Problem gamblers were mostly male (70%), reported their mother tongue to be English (70%), and were fairly equally distributed among the 19 to 54 age categories (81%). Problem gamblers were equally likely to be married (35%) or single (36%), and almost two-thirds (64%) were employed. Among problem gamblers, education levels were varied, with just over one-half (55%) having a high school or less than high school education. Of note, almost one-third of problem gamblers (31%) reported annual household incomes of more than $100,000.

[53] Source: Statistics Canada 2006 Community Profiles http://www12.statcan.ca/census-recensement/2006/dp-pd/prof/92-591/search-recherche/lst/Page.cfm?Lang=E&GeoCode=13&Letter=R

Table 44: Demographic Profile by Gambling Subtype

	Non-Problem Gambler	Low-Risk Gambler	Moderate-Risk Gambler	Problem Gambler
Gender	***(N=1,927)***	***(N=160)***	***(N=74)***	***(N=35)***
Male	47.7%	53.1%	63.1%	70.2%
Female	52.3%	46.9%	36.9%	29.8%
Age	***(N=1,927)***	***(N=160)***	***(N=74)***	***(N=35)***
19-24	8.1%	9.9%	30.2%	19.0%
25-34	16.3%	16.8%	14.2%	21.0%
35-44	19.7%	21.8%	27.3%	22.2%
45-54	22.9%	19.0%	10.5%	18.4%
55-64	16.6%	15.7%	13.6%	6.4%
65+	16.2%	16.7%	4.3%	13.1%
Mother Tongue	***(N=1,927)***	***(N=160)***	***(N=74)***	***(N=35)***
English	66.3%	65.7%	80.2%	70.1%
French	31.3%	33.4%	17.1%	20.4%
Other	2.3%	0.9%	2.7%	9.6%
Refused	0.1%	-	-	-
Marital Status	***(N=1,927)***	***(N=160)***	***(N=74)***	***(N=35)***
Married	59.0%	47.2%	41.1%	34.9%
Common-law/ living with partner	12.1%	14.9%	14.4%	18.1%
Single	12.8%	29.1%	29.7%	36.4%
Widowed	6.2%	3.4%	10.9%	-
Divorced or separated	9.4%	5.2%	3.9%	10.6%
Refused	0.4%	0.3%	-	-
Education	***(N=1,927)***	***(N=160)***	***(N=74)***	***(N=35)***
Some high school/ junior high or less	10.4%	10.3%	11.8%	17.2%
Completed high school	25.7%	38.0%	42.1%	37.7%
Trade certificate or diploma	12.0%	11.5%	7.5%	7.5%
Non-university certificate or diploma	19.4%	20.3%	15.9%	1.3%
University certificate or diploma below Bachelor's	8.5%	3.2%	2.9%	-
Bachelor's degree	15.8%	12.6%	15.3%	22.5%
University degree or certificate above Bachelor's	7.7%	4.1%	2.3%	13.8%
Don't know/ Refused	0.6%	-	2.2%	-
Employment Status	***(N=1,927)***	***(N=160)***	***(N=74)***	***(N=35)***
Employed full-time	54.2%	53.9%	45.4%	51.3%
Employed part-time	9.5%	10.2%	15.5%	12.2%
Unemployed	5.0%	6.0%	12.8%	20.3%
Student	3.0%	3.9%	9.0%	5.5%
Retired	23.1%	22.4%	12.9%	9.4%
Homemaker	3.9%	3.0%	2.2%	1.2%
Don't know/ Refused	1.2%	0.7%	2.2%	-
Annual Household Income*	***(N=1,533)***	***(N=136)***	***(N=60)***	***(N=32)***
$20,000 or less	10.4%	10.3%	13.1%	13.9%
$20,001 to $40,000	24.6%	24.5%	27.3%	17.7%
$40,001 to $60,000	22.7%	31.9%	21.5%	10.0%
$60,001 to $80,000	15.4%	4.2%	12.2%	14.4%
$80,001 to $100,000	11.8%	10.5%	10.2%	12.9%
More than $100,000	15.1%	18.6%	15.8%	31.1%
Number of People in Household	***(N=1,927)***	***(N=160)***	***(N=74)***	***(N=35)***
1	16.5%	15.8%	17.0%	24.8%
2	40.6%	41.0%	30.5%	31.1%
3	21.2%	23.9%	21.3%	18.6%
4	15.3%	16.3%	23.7%	20.3%
5+	6.4%	3.1%	7.6%	5.2%
Number of People in Household under 19	***(N=1,609)***	***(N=135)***	***(N=62)***	***(N=27)***
0	57.0%	63.8%	49.9%	54.8%
1	20.0%	18.4%	23.1%	13.3%
2	17.0%	16.3%	26.4%	24.9%
3+	6.1%	1.6%	0.7%	6.9%

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

4.3.2 Gambling Activities Played in the Past 12 Months

The average number of activities played by each of the gambling subtypes is shown below. On average, non-problem gamblers played fewer activities over the past 12 months when compared to low-risk, moderate-risk, and problem gamblers.

- Non-problem gambler: 2.7 activities
- Low-risk gambler: 4.1 activities
- Moderate-risk gambler: 4.5 activities
- Problem gambler: 4.0 activities

Table 45 presents the gambling activity prevalence rates for each gambling subtype. Among problem gamblers, VLTs (81%) and weekly lottery tickets (81%) were the most common gambling activities over the past 12 months, followed by 50/50 draws (57%), scratch 'n win tickets (56%), raffles (38%) and pull tabs (32%). Among moderate-risk gamblers, the most common gambling activities were weekly lottery tickets (64%), 50/50 draws (52%), scratch 'n win tickets (51%), raffles (50%) and poker (excluding electronic poker and Internet poker) (43%).

Of interest, the use of VLTs steadily increased for each gambling subtype, with problem gamblers more likely to play VLTs over the past 12 months compared to moderate-risk, low-risk, and non-problem gamblers. The same trend was found for daily lottery tickets.

The most common gambling activity among low-risk gamblers (80%) and non-problem gamblers (74%) was weekly lottery ticket purchase. Other common activities included 50/50 draws (64% and 45%, respectively), raffles (62% and 50%, respectively), and scratch 'n win tickets (58% and 39%, respectively).

Table 45: Prevalence Rates for Various Gambling Activities by Gambling Subtype*

	Non-Problem Gambler *(N=1,927)*	***Low-Risk Gambler*** *(N=160)*	***Moderate-Risk Gambler*** *(N=74)*	***Problem Gambler*** *(N=35)*
Daily lottery tickets	6.5%	9.7%	5.2%	29.7%
Weekly lottery tickets	74.3%	80.2%	63.8%	81.0%
Breakopen, Pull Tab or Nevada strips	6.5%	20.3%	20.1%	32.0%
Scratch 'n win tickets	39.2%	58.0%	50.6%	56.2%
Raffles or fundraising tickets	50.0%	61.5%	50.1%	38.0%
50/50 draws	44.9%	63.5%	51.6%	57.4%
Horse races	0.7%	4.3%	-	9.7%
Bingo	8.1%	15.0%	29.6%	20.2%
VLTs	4.7%	22.6%	31.3%	81.1%
Pro-line, Game Day or Over/Under	2.6%	10.4%	12.0%	5.5%
Sports pools or the outcome of sporting events	4.9%	6.8%	12.8%	14.2%
Cards (excluding poker) or board games	4.7%	13.0%	15.3%	19.4%
Electronic poker tables	0.3%	5.0%	8.0%	11.6%
Internet poker	1.3%	5.9%	18.4%	16.0%
Poker (excluding electronic poker and Internet poker)	10.6%	24.8%	42.7%	20.2%
Games of skill such as pool, bowling, golf or darts	4.9%	11.5%	25.7%	21.7%
Arcade or video games	2.2%	4.7%	20.6%	13.1%
Gambling on the Internet (excluding poker)	0.4%	3.0%	11.4%	11.6%
Short-term speculative stock or commodity purchases	1.9%	3.5%	3.2%	4.1%
Gambling at casinos	7.4%	27.0%	30.5%	18.6%
Any other forms of gambling(e.g., friendly bets, Survivor pools, etc)	0.2%	2.2%	5.9%	-

**Multiple responses allowed.*

4.3.3 Time and Money Spent Gambling

Table 46 presents the average number of hours spent gambling in a typical month by gambling subtype. As shown in Table 46, moderate-risk gamblers spent the most time gambling in a typical month (average of 18 hours). Of interest, the average amount of time spent gambling in a typical month increased for each of the first 3 gambling subtypes, however, it decreased for problem gamblers (average of 11 hours per month).

Table 46: Hours Spent Gambling In a Typical Month by Gambling Subtype*

	Average	*Median*
Non-problem gambler	1.8	0.2
Low-risk gambler	7.9	1.1
Moderate-risk gambler	17.9	8.1
Problem gambler	11.3	6.3

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

Table 47 details yearly gambling expenditures[54] by gambling subtype. As might be expected, the average amount spent gambling in the past 12 months increased for each gambling subtype, with average yearly spending among problem gamblers equaling $10,757.99 (~$896.50/month), significantly higher than all other gambling subtypes.

As shown previously in Table 46, problem gamblers spent less time gambling than moderate-risk gamblers. Given that problem gamblers spend the most money, it may be the case that they spend larger sums that disappear quickly, contributing to the finding of more money but less time spent on gambling.

Table 47: Yearly Gambling Expenditures by Gambling Subtype*

	Average	*Median*	*Percentage of Total Yearly Spending*
Non-problem gambler	$1,017.83	$180.00	62.6%
Low-risk gambler	$2,884.07	$581.35	14.7%
Moderate-risk gambler	$4,639.34	$1,897.95	10.6%
Problem gambler	$10,757.99	$3,974.00	11.8%

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

When segmented by gambling subtype[55]:

- Non-problem gamblers accounted for 63% of the total provincial yearly expenditure on gambling activities;
- Low-risk gamblers accounted for 15% of the total provincial yearly expenditure on gambling activities;
- Though moderate-risk and problem gambling rates were relatively low (2.7% and 1.3%, respectively), moderate-risk gamblers accounted for 11% of the total provincial yearly expenditure on gambling activities, while problem gamblers accounted for 12%.

[54] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[55] In determining percentages of total yearly spending, short term speculative stock or commodity purchases were not excluded from the provincial total as no comparisons were made to 2001 expenditures.

As shown in Table 48, the average amount spent on gambling at any one time in the past year increased significantly for each gambling subtype, ranging from $25.96 among non-problem gamblers to $559.69 among problem gamblers. Of note, the average amount spent at any one time among problem gamblers was significantly higher than all other gambling subtypes, and was over double the average amount spent among moderate-risk gamblers. This finding further supports the suggestion that problem gamblers spend larger sums of money that disappear quickly.

Table 48: Largest Amount Spent on Gambling at Any One Time in the Past Year*

	Average	*Median*
Non-problem gambler	$25.96	$10.00
Low-risk gambler	$116.96	$30.00
Moderate-risk gambler	$216.57	$60.00
Problem gambler	$559.69	$400.00

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

4.4 REASONS FOR GAMBLING

Among problem gamblers, the most common reasons for gambling were excitement/fun (47%), to win money (39%), to forget about problems (29%), and to decrease boredom (27%). Among moderate-risk gamblers, the main reasons for gambling included excitement/fun (56%) and winning money (38%) (See Table 49).

For low-risk gamblers, the most common reasons were excitement/fun (47%) and to win money (41%). Winning money was also the most common reason among non-problem gamblers (42%), followed by excitement/fun (29%) and a desire to support worthy causes/charities (27%).

Of note, forgetting about problems was more likely to be identified as a reason for gambling among problem gamblers when compared to all other gambling subtypes. Furthermore, decreasing boredom was more likely to be identified among problem gamblers when compared to low-risk and non-problem gamblers and socializing was less likely to be identified among problem gamblers when compared to low-risk gamblers.

Table 49: Main Reasons for Gambling by Gambling Subtype*

	Non-Problem Gambler (N=1,927)	*Low-Risk Gambler* (N=160)	*Moderate-Risk Gambler* (N=74)	*Problem Gambler* (N=35)
I can win money	42.1%	41.1%	37.7%	38.9%
To support worthy causes/ charities	27.2%	14.4%	14.8%	11.6%
It's exciting/ fun	28.6%	46.9%	56.4%	47.3%
It's an opportunity to socialize	13.3%	26.2%	16.4%	5.5%
It decreases my boredom	4.9%	5.3%	17.1%	26.5%
Out of curiosity	4.4%	3.6%	6.1%	6.4%
It's a hobby	4.6%	6.8%	7.3%	11.8%
I can forget about my problems	-	0.9%	4.9%	29.1%
Entertainment value	1.8%	3.0%	3.0%	-
To be alone	0.1%	0.9%	2.7%	1.1%
Because I am good at it	0.2%	0.9%	8.5%	5.5%
Other	7.5%	9.3%	14.0%	18.7%
Don't Know/ Refused	1.7%	0.1%	-	4.4%

**Multiple responses allowed.*

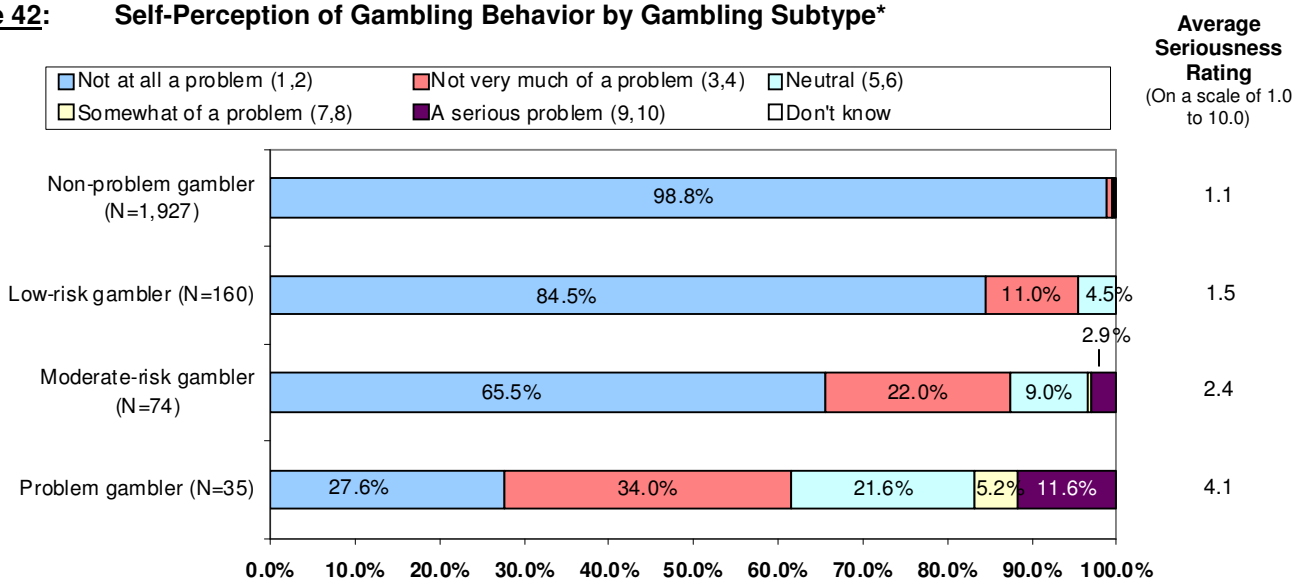
4.5 SELF-PERCEPTION OF GAMBLING BEHAVIOR

Respondents who engaged in gambling activities within the past 12 months were asked to self-assess their gambling behavior, on a scale of 1 to 10, where 1 is "not at all a problem" and 10 is "a serious problem".

Overall, 99% of non-problem gamblers perceived their gambling behavior as not at all a problem. The percentage of those who felt this way decreased with each gambling subtype, dropping to 85% for low-risk gamblers, 66% for moderate-risk gamblers, and 28% for problem gamblers. As might be expected, self-perceptions of gambling behavior as a serious problem became more common with each gambling subtype. Among problem gamblers, 5% felt their gambling was somewhat of a problem and 12% felt it was a serious problem.

Since gamblers were asked to provide responses to this question by providing a response between 1 and 10 (with 1 being "not at all a problem" and 10 being "a serious problem"), the numerical responses were summed and this sum was used to calculate an average rating (out of 10.0) indicating how serious respondents perceived their gambling behavior. These average ratings are provided in Figure 42. As shown below, average ratings increased for each gambling subtype, with problem gamblers providing an average seriousness rating of 4.1 out of 10.0. This suggests that gamblers classified as having more serious gambling problems perceived their gambling behavior as more serious.

Figure 42: Self-Perception of Gambling Behavior by Gambling Subtype*



*For presentation purposes, percentages of 2% or less are not provided.

4.6 LIFETIME GAMBLING BEHAVIOR

To assess lifetime gambling behavior, respondents who have gambled at some point in their life were asked about their past experiences with time and money spent on gambling activities. **It is important to note that the sample size for certain gambling subtypes is low throughout specific sections, therefore the findings should be interpreted with caution.**

Overall, 96% of respondents have never had problems with the amount of time and money spent on gambling activities. Conversely, 4% indicated they have had problems with the amount of time and money spent on gambling activities at some point in their lifetime (1% with the money spent; 1% with the time spent; 2% with the amount of time and money spent) (See Table 50).

As shown below, the percentage of respondents who have had problems with gambling at some point increased for each gambling subtype, with a significantly higher percentage of moderate-risk and problem gamblers having experienced problems with either the time and/or money spent on gambling activities (41% and 60%, respectively).

Differences in lifetime problems with gambling behavior were also found by gender, with males more likely than females to have experienced problems with either the time and/or money spent on gambling activities (6% and 2%, respectively).

Table 50: Self-Assessment of Lifetime Problems With Gambling Behavior by Gambling Subtype

	Overall *(N=2,421)*	***Non-Gambler*** *(N=207)*	***Non-Problem Gambler*** *(N=1,927)*	***Low-Risk Gambler*** *(N=160)*	***Moderate-Risk Gambler*** *(N=74)*	***Problem Gambler*** *(N=35)*
Yes, have had problems with gambling at some point	**3.9%**	3.0%	1.3%	6.9%	40.7%	59.6%
- Problem with money spent	**1.0%**	1.2%	0.5%	2.4%	3.0%	12.9%
- Problem with time spent	**0.8%**	1.0%	0.3%	2.3%	8.9%	5.6%
- Problems with money and time spent	**2.1%**	0.9%	0.5%	2.1%	28.8%	41.1%
No, have never had problems with gambling	**96.1%**	97.0%	98.7%	93.1%	59.3%	40.4%

Respondents who have had a problem with gambling behavior at some point over their lifetime were asked to indicate which activities they spent more time and/or money on. Overall, VLTs were by far the most common activity where more time and/or money was spent (57%), followed distantly by casinos (12%), poker (excluding electronic poker and Internet poker) (12%), and weekly lottery tickets (10%) (See Table 51).

Among all the gambling subtypes, VLTs emerged as the most common activity where more time and/or money was spent, with almost all problem gamblers (99%) identifying this activity[56].

Table 51: Gambling Activities Where More Time and/or Money Were Spent by Gambling Subtype*[57]

	Overall (N=96)	*Non-Gambler* (N=6)	*Non-Problem Gambler* (N=25)	*Low-Risk Gambler* (N=11)	*Moderate-Risk Gambler* (N=30)	*Problem Gambler* (N=21)
VLTs	**57.4%**	58.9%	44.2%	37.7%	43.3%	98.6%
Gambling at casinos	**12.1%**	-	2.8%	6.2%	27.1%	9.4%
Poker (excluding electronic poker and Internet poker)	**12.0%**	-	15.1%	18.0%	18.9%	-
Weekly lottery tickets	**10.3%**	32.4%	14.5%	16.3%	6.5%	1.9%
Internet poker	**6.6%**	-	7.7%	-	14.6%	-
Scratch 'n win tickets	**6.0%**	-	7.9%	6.2%	4.9%	7.7%
Bingo	**4.8%**	8.7%	3.6%	2.1%	9.8%	-
Daily lottery tickets	**3.0%**	-	11.6%	-	-	-
Sports pools or the outcome of sporting events	**2.2%**	-	-	-	7.1%	-
Cards (excluding poker) or board games	**1.8%**	-	1.0%	-	4.8%	-
Gambling on the Internet (excluding Internet poker)	**1.2%**	-	4.6%	-	-	-
Short-term speculative stock or commodity purchases	**0.7%**	-	2.7%	-	-	-
Electronic poker tables	**0.6%**	-	1.2%	-	-	1.4%
Horse races	**0.4%**	-	-	-	1.3%	-
Any other forms of gambling	**5.1%**	-	-	27.6%	6.1%	-
Refused	**0.4%**	-	1.7%	-	-	-

**Multiple responses allowed.*

Overall, just over one-half of this segment of respondents (58%) felt they had completely resolved their gambling problem, while 28% felt it was partially resolved and 14% felt it was still a problem. As might be expected, the percentage of respondents who felt their gambling problem was completely resolved decreased for each gambling subtype. Overall, 14% of problem gamblers felt their gambling problem was completely resolved, 61% felt it was partially resolved and 25% felt it was still a problem. A similar percentage of moderate-risk gamblers (22%) also felt their gambling was still a problem[58] (See Table 52).

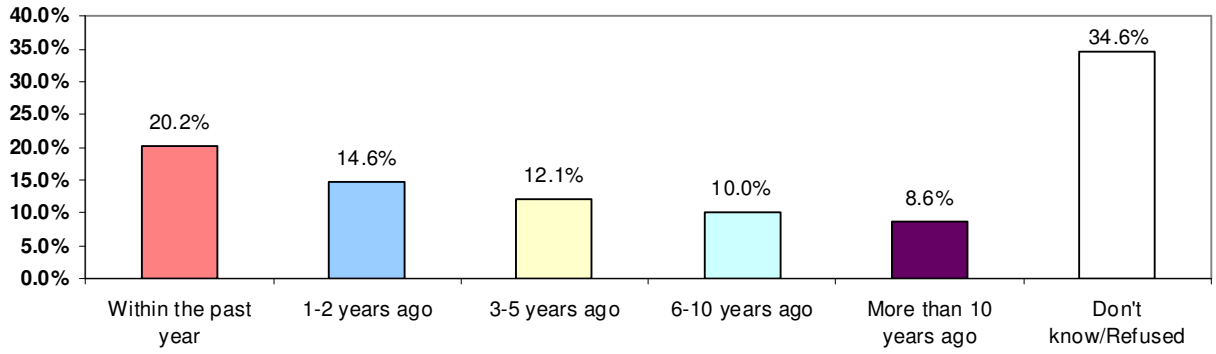
Table 52: Resolution of Gambling Problem by Gambling Subtype[59]

	Overall (N=96)	*Non-Gambler* (N=6)	*Non-Problem Gambler* (N=25)	*Low-Risk Gambler* (N=11)	*Moderate-Risk Gambler* (N=30)	*Problem Gambler* (N=21)
Completely resolved	**58.3%**	100.0%	92.6%	68.2%	47.5%	14.1%
Partially resolved	**27.8%**	-	1.7%	31.8%	30.3%	61.2%
Still a problem	**13.9%**	-	5.7%	-	22.2%	24.7%

[56] **Sample sizes for most gambling subtypes are less than 30; findings should be interpreted with caution.**
[57] **Sample sizes for most gambling subtypes are less than 30; findings should be interpreted with caution.**
[58] **Sample sizes for most gambling subtypes are less than 30; findings should be interpreted with caution.**
[59] **Sample sizes for most gambling subtypes are less than 30; findings should be interpreted with caution.**

Of those who felt their gambling problem was either completely or partially resolved (N=82), 20% indicated it was resolved within the past year. However, on average, respondents indicated their problem was resolved 4 years ago. Of note, just over one-third of respondents (35%) were unsure of when the problem was resolved or refused to provide a response.

Figure 43: Time When Gambling Problem Was Resolved (N=82)



5.0 Correlates of Problem Gambling

This section of the report provides an overview of the relationship between the gambling subtypes and correlates of problem gambling behavior. Specifically, this section covers topics such as gambling experiences, beliefs, and other's gambling activity. Questions regarding these topics were asked of gamblers as well as non-gamblers who have had past experience with gambling.

5.1 First Experiences

On average, respondents began gambling for money at the age of 22 years, with ages ranging from 10 years to 54 years. At least one-half of non-gamblers, non-problem gamblers, and low-risk gamblers first gambled for money when they were 19 years of age or older. Of interest, just over one-half of moderate-risk and problem gamblers started gambling for money between the ages of 6 and 18 years (55% and 57%, respectively), with 17% of problem gamblers starting between the ages of 6 and 12 years (See Table 53).

Table 53: Age First Gambled for Money by Gambling Subtype

	Overall *(N=2,421)*	***Non-Gambler*** *(N=207)*	***Non-Problem Gambler*** *(N=1,927)*	***Low-Risk Gambler*** *(N=160)*	***Moderate-Risk Gambler*** *(N=74)*	***Problem Gambler*** *(N=35)*
6 to 12 years	**5.1%**	1.5%	4.9%	8.8%	5.4%	17.1%
13 to 18 years	**22.9%**	12.6%	22.2%	30.2%	50.0%	40.0%
19 or older	**60.6%**	59.2%	62.5%	52.8%	36.5%	37.1%
Don't know/ Refused	**11.5%**	26.7%	10.4%	8.2%	8.1%	5.7%

All respondents who have ever gambled at some point in their life were asked to identify the first activity ever tried. Overall, a wide variety of activities were identified with the top two being weekly lottery tickets (29%) and scratch 'n win tickets (12%) (See Table 54). Most frequently, the first gambling activities among problem gamblers included VLTs (26%), poker (excluding electronic poker and Internet poker) (17%), cards (excluding poker) or board games (14%) and bingo (14%), while the first gambling activities among moderate-risk gamblers included cards (excluding poker) or board games (26%), poker (excluding electronic poker and Internet poker) (11%) and scratch 'n win tickets (11%).

Of interest, problem gamblers were more likely to cite VLTs as their first gambling experience when compared to all other gambling subtypes.

Table 54: First Gambling Activity Tried by Gambling Subtype

	Overall *(N=2,421)*	***Non-Gambler*** *(N=207)*	***Non-Problem Gambler*** *(N=1,927)*	***Low-Risk Gambler*** *(N=160)*	***Moderate-Risk Gambler*** *(N=74)*	***Problem Gambler*** *(N=35)*
Weekly lottery tickets	**28.6%**	25.7%	31.3%	11.9%	6.6%	8.6%
Scratch 'n win tickets	**12.1%**	8.7%	12.4%	15.0%	10.5%	5.7%
Cards (excluding poker) or board games	**8.6%**	5.3%	7.9%	11.3%	26.3%	14.3%
Poker (excluding electronic poker and Internet poker)	**8.2%**	5.3%	8.0%	11.9%	10.5%	17.1%
Bingo	**8.1%**	4.9%	8.2%	10.6%	5.3%	14.3%
Raffles/ fundraising tickets	**6.2%**	15.5%	6.0%	-	2.6%	-
VLTs	**4.9%**	5.3%	4.0%	9.4%	7.9%	25.7%
50/50 draws	**3.1%**	1.9%	3.2%	4.4%	-	-
Gambling at casinos	**2.6%**	5.8%	2.3%	3.8%	-	-
Sports pools or the outcome of sporting events	**1.9%**	1.5%	2.0%	1.3%	2.6%	-
Horse races	**1.7%**	1.9%	1.7%	1.9%	-	5.7%
Games of skill such as pool, bowling, golf or darts	**1.6%**	1.0%	1.2%	4.4%	7.9%	-
Breakopen, Pull Tabs, or Nevada Strips	**1.6%**	1.0%	1.6%	3.1%	-	5.7%
Daily lottery tickets	**1.5%**	0.5%	1.7%	1.3%	-	-
Any other forms of gambling	**5.0%**	3.0%	4.9%	6.2%	14.4%	2.9%
Don't know/ Refused	**4.3%**	12.7%	3.5%	3.8%	5.3%	-

Differences were also found in the types of gambling activities first tried based on various demographic characteristics. More specifically, in terms of age:

- Respondents aged 35 to 54 (34%) or 55 or older (32%) were more likely than those aged 19 to 34 (16%) to have tried *weekly lottery tickets* as their first activity.
- Respondents aged 35 to 54 (9%) or 55 or older (9%) were more likely than those aged 19 to 34 (5%) to have tried *bingo* as their first activity.
- Respondents aged 19 to 34 (26%) were most likely to have tried *scratch 'n win tickets* as their first activity, followed by those aged 35 to 54 (10%) and those aged 55 or older (5%).
- Respondents aged 19 to 34 (8%) were most likely to have tried *VLTs* as their first activity, followed by those aged 35 to 54 (5%) and those aged 55 or older (3%).

In terms of gender, males were more likely than females to have tried *cards (excluding poker) or board games* (11% and 6%, respectively) and *poker (excluding electronic poker and Internet poker)* (13% and 3%, respectively) as their first gambling activities. Females, however, were more likely than males to have tried *bingo* (13% and 3%, respectively) and *scratch 'n win tickets* (18% and 6%, respectively) as their first gambling activities.

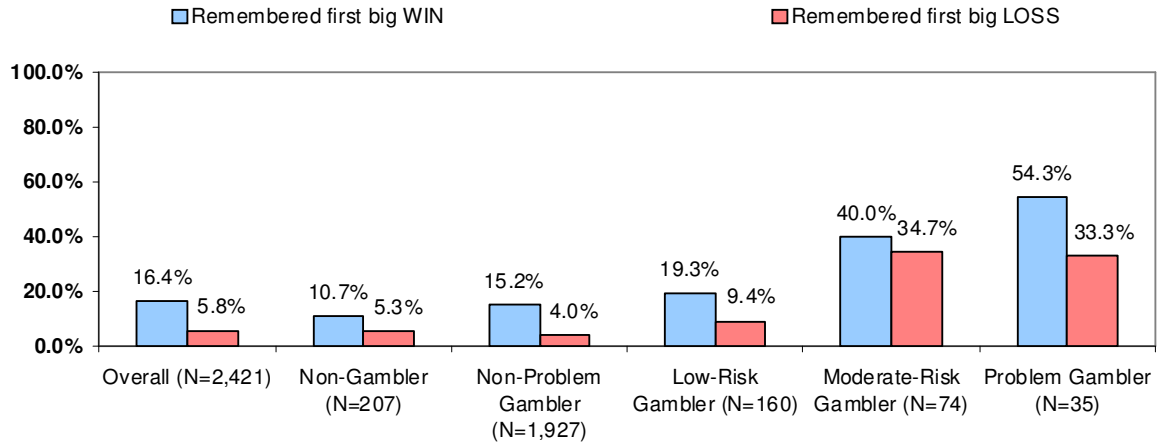
Furthermore, *bingo* tended to be a more common first gambling activity among those from lower annual income households ($20,000 or less: 15%) compared to higher income households (more than $60,000: 4%). Conversely, *cards (excluding poker) or board games* as well as *poker (excluding electronic poker*

and Internet poker) tended to be more common first gambling activities among those from higher annual income households (more than $80,000: 14% and 13%, respectively) compared to lower income households ($20,000 or less: 3% and 6%, respectively).

5.2 EARLY WINS AND LOSSES

All respondents who have ever gambled at some point in their life were also asked if they remembered a first big win or loss when they started gambling. Overall, a minority of respondents who have ever gambled remembered a first big win (16%) or loss (6%) when they started gambling. However, problem gamblers (54%) and moderate-risk gamblers (40%) were more likely to remember their first big win compared to all other gambling subtypes. Similarly, problem gamblers (33%) and moderate-risk gamblers (35%) were more likely than all other gambling subtypes to remember their first big loss (See Figure 44).

Figure 44: Percentage Who Remembered a First Big Win or Loss by Gambling Subtype



In terms of demographics, those aged 19 to 34 (21%) were more likely than those aged 35 to 54 (16%) or 55 or older (14%) to remember their first big gambling win. Furthermore, those aged 19 to 34 (8%) were more likely than those aged 55 or older (4%) to remember their first big gambling loss. Remembering a first big loss was also more likely to be true for males (8%) as compared to females (4%).

In terms of income, those from the lowest household income category were more likely to remember their first big win and loss ($20,000 or less: 24% and 13%, respectively) compared to those in the highest income category (more than $80,000: 16% and 6%, respectively).

5.3 GAMBLER'S FALLACIES

All respondents were asked to rate their agreement level with a series of different statements about gambling, on a scale of 1 to 5, where 1 is "strongly disagree" and 5 is "strongly agree". Since responses were provided on a 5-point scale, the numerical responses were summed and this sum was used to calculate an average rating (out of 5.0) indicating the level of agreement with each statement.

Responses to these statements are shown in Table 55. Overall, agreement with most negatively worded statements was low. Respondents were most likely to agree with the positively worded statement "I could stop gambling any time I wanted" (average rating of 4.5 out of 5.0), and agreement was lowest for the negatively worded statement "Gambling has negatively affected my job, educational or career opportunities" (average rating of 1.1 out of 5.0).

Table 55: Level of Agreement With Gambler's Fallacies Statements (N=2,421)

	Strongly Disagree (1)	***(2)***	***(3)***	***(4)***	***Strongly Agree (5)***	***Don't know/ Refused***	***Average Agreement Rating**** *(On a scale of 1.0 to 5.0)*
I could stop gambling any time I wanted	9.5%	1.0%	2.2%	2.2%	81.5%	3.6%	*4.51*
I find gambling/games of chance fun and entertaining	41.2%	11.9%	21.3%	9.4%	14.9%	1.3%	*2.44*
I consider gambling to be a form of entertainment for me	49.8%	8.6%	14.7%	9.0%	16.8%	1.1%	*2.34*
I consider myself knowledgeable about how to play games of chance	53.9%	7.3%	13.5%	6.2%	17.2%	1.8%	*2.24*
Gambling is an enjoyable part of socializing with friends or family	57.5%	9.0%	15.6%	6.9%	9.8%	1.1%	*2.01*
While gambling, you could win more if you used a certain system of strategy	77.7%	6.2%	7.9%	2.8%	2.7%	2.6%	*1.42*
I sometimes gamble in the hopes of paying off debts or bills	89.0%	1.8%	3.8%	1.3%	3.2%	0.8%	*1.26*
While gambling, after losing many times in a row, you are more likely to win	87.6%	4.2%	3.6%	1.0%	1.7%	1.8%	*1.22*
I sometimes feel guilty about how much money I have spent gambling	90.2%	3.9%	2.0%	0.9%	2.3%	0.8%	*1.20*
Gambling has negatively affected a significant relationship	92.7%	1.5%	0.8%	0.6%	3.7%	0.8%	*1.20*
After losing money gambling, I have tried to win my money back again by gambling	91.5%	2.8%	2.5%	1.1%	1.4%	0.8%	*1.17*
I sometimes feel guilty about how much time I spend gambling	93.5%	2.7%	1.5%	0.3%	1.2%	0.8%	*1.12*
I often find myself thinking about gambling or ways to find money to gamble	94.2%	1.9%	1.5%	0.6%	1.1%	0.8%	*1.11*
I have lied about my gambling	95.2%	1.1%	0.7%	0.5%	1.6%	0.8%	*1.11*
I gamble to forget my troubles or worries when I feel bad about myself	95.8%	1.0%	0.8%	0.5%	1.1%	0.7%	*1.09*
I have friends or family who worry or complain about me gambling	96.1%	0.9%	0.6%	0.6%	1.0%	0.8%	*1.08*
Gambling has negatively affected my job, educational or career opportunities	97.0%	1.0%	0.3%	0.2%	0.9%	0.8%	*1.05*

**Don't know/Refused responses were excluded from this analysis.*

Average ratings (out of 5.0) are presented in Table 56 for each of the gambling subtypes. As shown, problem gamblers were most likely to provide responses that were consistent with the gambler's fallacies.

More specifically, problem gamblers had lower agreement ratings when compared to all other gambling subtypes for the statement "I could stop gambling any time I wanted". Furthermore, problem gamblers had higher agreement ratings when compared to all other gambling subtypes for the following statements:

- I sometimes gamble in the hopes of paying off debts or bills;
- While gambling, after losing many times in a row, you are more likely to win;
- I sometimes feel guilty about how much money I have spent gambling;
- Gambling has negatively affected a significant relationship;
- After losing money gambling, I have tried to win my money back again by gambling;
- I sometimes feel guilty about how much time I spend gambling;
- I often find myself thinking about gambling or ways to find money to gamble;
- I have lied about my gambling;
- I gamble to forget my troubles or worries when I feel bad about myself;
- I have friends or family who worry or complain about me gambling; and
- Gambling has negatively affected my job, educational or career opportunities.

Table 56: Average Ratings (Out of 5.0) for Gambler's Fallacies Statements by Gambling Subtype*

	Non-Gambler *(N=207)*	***Non-Problem Gambler*** *(N=1,927)*	***Low-Risk Gambler*** *(N=160)*	***Moderate-Risk Gambler*** *(N=74)*	***Problem Gambler*** *(N=35)*
I could stop gambling any time I wanted	4.01	4.62	4.41	3.92	3.14
I find gambling/games of chance fun and entertaining	1.60	2.40	3.39	3.72	3.10
I consider gambling to be a form of entertainment for me	1.53	2.28	3.16	3.68	3.58
I consider myself knowledgeable about how to play games of chance	1.69	2.19	2.75	3.50	3.10
Gambling is an enjoyable part of socializing with friends or family	1.36	1.98	2.78	3.12	2.08
While gambling, you could win more if you used a certain system of strategy	1.41	1.35	1.78	2.20	2.16
I sometimes gamble in the hopes of paying off debts or bills	1.17	1.21	1.42	1.76	3.06
While gambling, after losing many times in a row, you are more likely to win	1.16	1.17	1.33	1.81	2.19
I sometimes feel guilty about how much time I have spent gambling	1.09	1.03	1.29	1.93	3.43
Gambling has negatively affected a significant relationship	1.32	1.14	1.36	1.51	2.24
After losing money gambling, I have tried to win my money back again by gambling	1.06	1.06	1.55	2.32	3.58
I sometimes feel guilty about how much money I spend gambling	1.14	1.08	1.40	2.67	4.01
I often find myself thinking about gambling or ways to find money to gamble	1.15	1.04	1.33	1.60	2.75
I have lied about my gambling	1.16	1.03	1.19	1.64	3.51
I gamble to forget my troubles or worries when I feel bad about myself	1.15	1.04	1.14	1.41	2.49
I have friends or family who worry or complain about me gambling	1.12	1.02	1.15	1.56	2.51
Gambling has negatively affected my job, educational or career opportunities	1.06	1.03	1.04	1.45	1.79

**Don't know/Refused responses were excluded from this analysis.*

Average agreement ratings also tended to differ based on demographics such as age and gender. In terms of age, those aged 19 to 34 were more likely than those aged 35 to 54 or 55 or older to have higher average agreement ratings for statements related to entertainment value and control over gambling activity:

- I find gambling/games of chance are fun and entertaining (2.8 compared to 2.4 and 2.2, respectively);
- I consider gambling a form of entertainment for me (2.7 compared to 2.3 and 2.1, respectively);
- Gambling is an enjoyable part of socializing with friends or family (2.4 compared to 1.9 and 1.8, respectively);
- I could stop gambling anytime I wanted (4.7 compared to 4.5 and 4.4, respectively); and
- While gambling, you could win more if you used a certain system or strategy (1.8 compared to 1.4 and 1.2, respectively).

Similarly, males were more likely than females to have higher average agreement ratings for statements related to entertainment value and control over gambling activity:

- I find gambling/games of chance are fun and entertaining (2.6 compared to 2.3);
- I consider gambling a form of entertainment for me (2.5 compared to 2.2);
- Gambling is an enjoyable part of socializing with friends or family (2.2 compared to 1.8);
- I consider myself to be knowledgeable about how to play games of chance (2.4 compared to 2.1); and
- While gambling, you could win more if you used a certain system or strategy (1.6 compared to 1.3).

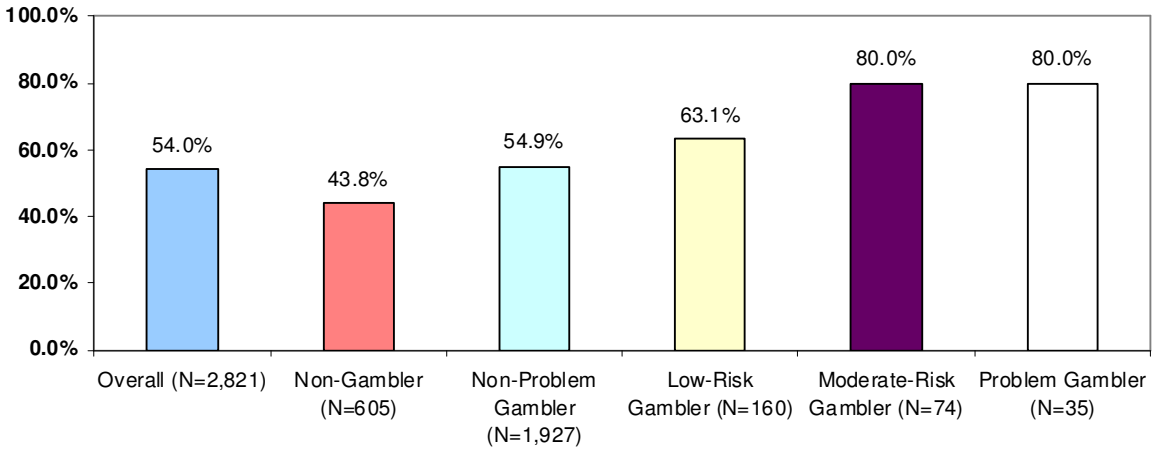
Furthermore, it was found that those with annual household incomes of $20,000 or less were more likely than those from the higher income categories to agree with the statements “Gambling has negatively affected my job, educational or career opportunities” and “I have friends or family who worry or complain about me gambling” (1.2 each compared to 1.1 for all other income categories).

5.4 OTHER'S GAMBLING ACTIVITY

All respondents were asked to indicate whether they personally know of anyone in New Brunswick who has, or has ever had a problem with gambling (See Figure 45). Overall, 54% of respondents personally know of someone in the province who has, or has ever had a problem with gambling. Problem gamblers (80%) and moderate-risk gamblers (80%) were more likely to know of someone with past or present gambling problems compared to non-problem (55%) and non-gamblers (44%).

Furthermore, those aged 19 to 54 (58%) were more likely than those aged 55 or older (47%) to know of someone in the province with past or present gambling problems.

Figure 45: Percentage of Respondents Who Know of Anyone in New Brunswick With a Past or Present Gambling Problem



The majority of individuals identified as having past or present gambling problems were non-household, non-family members (73%), and this was true for each of the gambling subtypes. However, the percentage of those who identified these individuals as family members increased by gambling subtype, with moderate-risk (42%) and problem gamblers (52%) more likely than non-problem gamblers (27%) and non-gamblers (26%) to have had family members with past or present gambling problems[60].

Table 57: Relationship With This Person by Gambling Subtype*[61]

	Overall *(N=1,524)*	***Non-Gambler*** *(N=265)*	***Non-Problem Gambler*** *(N=1,058)*	***Low-Risk Gambler*** *(N=101)*	***Moderate-Risk Gambler*** *(N=60)*	***Problem Gambler*** *(N=28)*
Family members	**28.6%**	26.4%	27.1%	37.4%	41.5%	51.9%
- Household family member	**5.2%**	4.1%	4.7%	9.2%	10.9%	12.0%
- Immediate family members not in household	**11.3%**	11.6%	10.2%	13.4%	18.4%	19.7%
- Other family members not in household	**12.1%**	10.7%	12.2%	14.8%	12.2%	20.2%
Non-family members	**75.7%**	77.4%	75.6%	72.5%	71.8%	85.6%
- Household non-family member	**2.4%**	4.2%	1.9%	3.5%	3.0%	1.6%
- Other non-household, non-family members	**73.3%**	73.2%	73.7%	69.0%	68.8%	84.0%
Other	**4.0%**	1.7%	4.6%	1.5%	7.7%	-
Don't know/Refused	**0.6%**	1.3%	0.4%	-	-	-

**Multiple responses allowed.*

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

The majority of respondents (71%) identified VLTs as the type of gambling that is/was most problematic for those with past or present gambling problems, and this was the case for all gambling subtypes[62].

Table 58: Problematic Gambling Activities for Others With Gambling Problems (Excluding Respondents)*[63]

	Overall *(N=1,524)*	***Non-Gambler*** *(N=265)*	***Non-Problem Gambler*** *(N=1,058)*	***Low-Risk Gambler*** *(N=101)*	***Moderate-Risk Gambler*** *(N=60)*	***Problem Gambler*** *(N=28)*
VLTs	**70.8%**	72.5%	69.5%	80.3%	74.1%	78.4%
Slot machines	**6.3%**	4.8%	7.3%	6.4%	-	-
Poker (excluding electronic poker and Internet poker)	**5.9%**	6.1%	5.7%	5.4%	5.0%	9.2%
Bingo	**3.4%**	6.3%	2.4%	2.8%	3.8%	20.5%
Electronic poker	**3.2%**	2.5%	3.8%	2.2%	-	1.1%
Internet poker	**3.0%**	2.6%	2.2%	4.8%	7.9%	14.5%
Gambling at casinos	**2.9%**	3.8%	2.2%	3.0%	8.4%	9.1%
Cards (excluding poker) or board games	**2.8%**	2.4%	2.9%	1.7%	3.3%	5.5%
Scratch 'n win tickets	**2.5%**	1.7%	2.4%	3.6%	5.4%	6.5%
Lottery machines (non-specific)	**2.3%**	1.4%	2.5%	1.0%	3.3%	2.5%
Lottery tickets (non-specific)	**2.3%**	3.1%	2.3%	1.6%	0.5%	1.4%
Horse races	**1.6%**	1.3%	1.7%	0.5%	-	10.6%
Weekly lottery tickets	**1.5%**	2.8%	1.3%	1.6%	-	-
All types of gambling	**4.4%**	3.5%	5.1%	1.0%	3.8%	-
Any other forms of gambling	**6.3%**	5.4%	6.5%	9.7%	3.0%	6.6%
Don't know/ Refused	**5.1%**	7.0%	5.1%	1.8%	4.7%	-

**Multiple responses allowed.*

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

6.0 Awareness and Use of Support Services

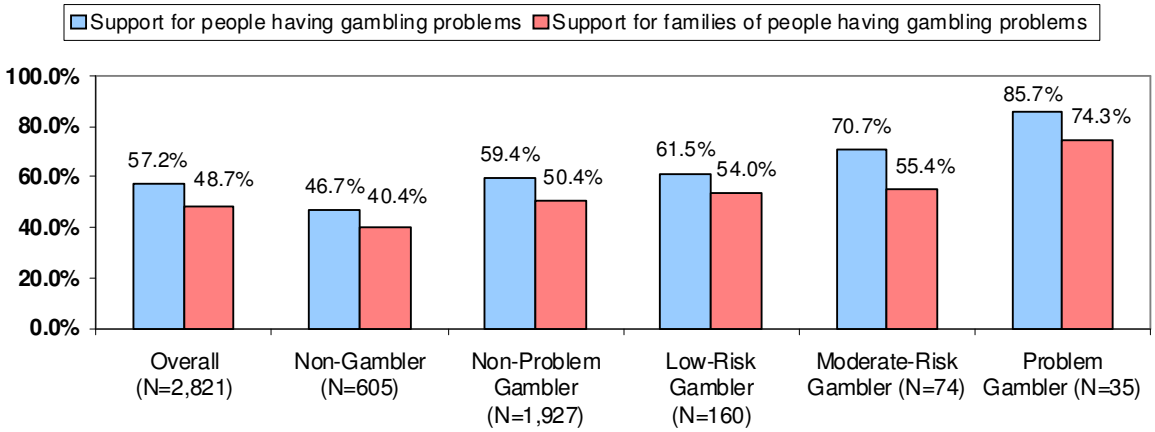
This section of the report explores awareness and use of the various support services available to residents of New Brunswick, including Gamblers Anonymous, Regional Addictions Services/Detox, the toll-free gambling information line, pamphlets/literature, and other sources.

6.1 AWARENESS OF GAMBLING SUPPORT SERVICES

Just over one-half of all respondents (57%) were aware of assistance or services in place to help people experiencing problems with gambling. A slightly smaller percentage (49%) were aware of similar services to help the families of people experiencing problems with gambling (See Figure 46).

Awareness of these support services increased steadily for each gambling subtype, with problem gamblers more likely than low-risk gamblers, non-problem gamblers, and non-gamblers to be aware of both types of support services (See Figure 46).

Figure 46: Awareness of Assistance or Services in Place to Help People With Gambling Problems and Their Families



Awareness of gambling support services also differed based on other characteristics including age, gender, mother tongue, and household income level.

In terms of age, respondents aged 19 to 34 years and 35 to 54 years were more likely than older respondents (aged 55 or older) to be aware of both types of support services:

- Support for people having gambling problems (58% and 62%, respectively, compared to 51%); and
- Support for families of people having gambling problems (50% and 52%, respectively, compared to 45%).

The same finding holds true for males as compared to females:

- Support for people having gambling problems (60% and 55%, respectively); and
- Support for families of people having gambling problems (51% and 47%, respectively).

Awareness was also higher for Anglophone respondents as compared to Francophone respondents:

- Support for people having gambling problems (61% and 49%, respectively); and
- Support for families of people having gambling problems (51% and 43%, respectively).

Finally, awareness was higher for those with household incomes of more than $20,000 compared to the lowest income category ($20,000 or less):

- Support for people having gambling problems (63% and 39%, respectively); and
- Support for families of people having gambling problems (54% and 36%, respectively).

With regard to specific gambling support services, approximately six in ten respondents indicated awareness of the various services available:

- Gamblers Anonymous: 62%;
- Toll-free gambling information line: 61%; and
- Regional Addictions Services/Detox: 56%.

Awareness of Regional Addictions Services/Detox was generally similar across all gambling subtypes. However, awareness of Gamblers Anonymous and the toll-free gambling information line generally increased by gambling subtype. More specifically, problem gamblers were more likely than non-gamblers to be aware of these services (See Table 59).

Table 59: Awareness of Specific Gambling Support Services in New Brunswick

	Overall *(N=2,821)*	***Non-Gambler*** *(N=605)*	***Non-Problem Gambler*** *(N=1,927)*	***Low-Risk Gambler*** *(N=160)*	***Moderate-Risk Gambler*** *(N=74)*	***Problem Gambler*** *(N=35)*
Gamblers Anonymous	**62.0%**	58.5%	63.4%	59.4%	58.1%	77.8%
Regional Addictions Services/Detox	**56.1%**	49.0%	58.1%	53.8%	60.8%	57.1%
Toll-free gambling information line	**60.6%**	49.5%	62.0%	73.9%	73.3%	88.9%

Awareness of specific gambling support services tended to differ based on other characteristics. Awareness of Gambler's Anonymous was higher for:

- Anglophone respondents (65%) compared to Francophone respondents (57%); and
- Respondents with annual household incomes of more than $20,000 (65%) compared to lower incomes ($20,000 or less: 49%).

Awareness of Regional Addictions Services/Detox was similar across most respondents, however awareness was higher for respondents with annual household incomes of more than $20,000 (60%) compared to lower incomes ($20,000 or less: 44%).

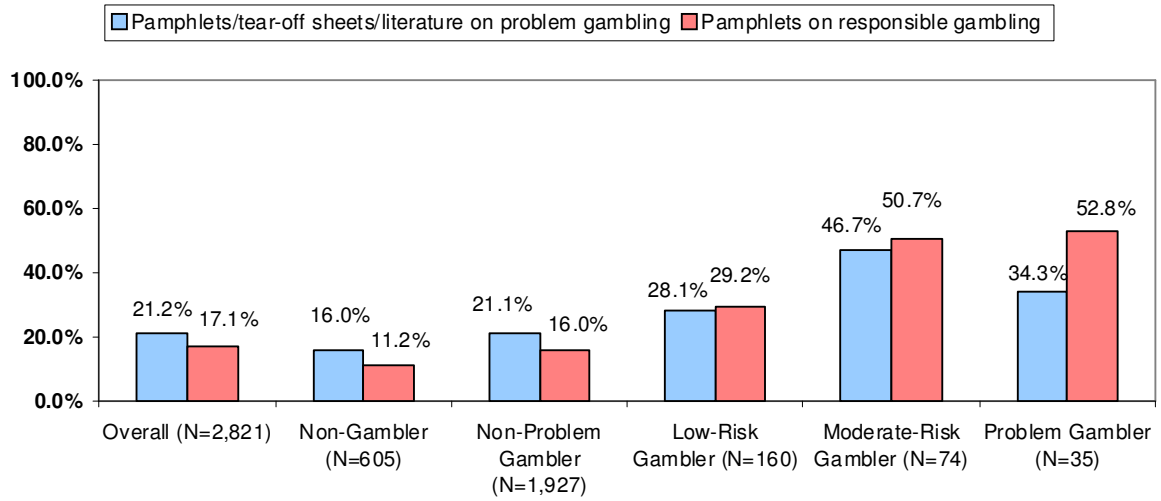
Awareness of the toll-free gambling information line was higher for:

- Respondents aged 19 to 34 (63%), followed by respondents aged 35 to 54 (69%) and those aged 55 or older (49%);
- Males (63%) compared to females (58%); and
- Respondents with annual household incomes of more than $20,000 (66%) compared to lower incomes ($20,000 or less: 43%).

Overall, approximately two in ten respondents have seen or read pamphlets/tear-off sheets/literature on problem gambling (21%) or pamphlets on responsible gambling (17%) (See Figure 47).

Having seen or read literature/pamphlets on gambling was more common among moderate-risk and problem gamblers. More specifically, moderate-risk gamblers were more likely than low-risk, non-problem, and non-gamblers to have seen or read pamphlets/tear-off sheets/literature on problem gambling. Furthermore, moderate-risk and problem gamblers were more likely than the remaining gambling subtypes to have seen or read pamphlets on responsible gambling (See Figure 47).

Figure 47: Percentage Who Have Seen/Read Literature or Pamphlets on Gambling



The percentage of respondents who have seen or read literature or pamphlets on gambling was similar across most characteristics. However, differences were found to exist by age:

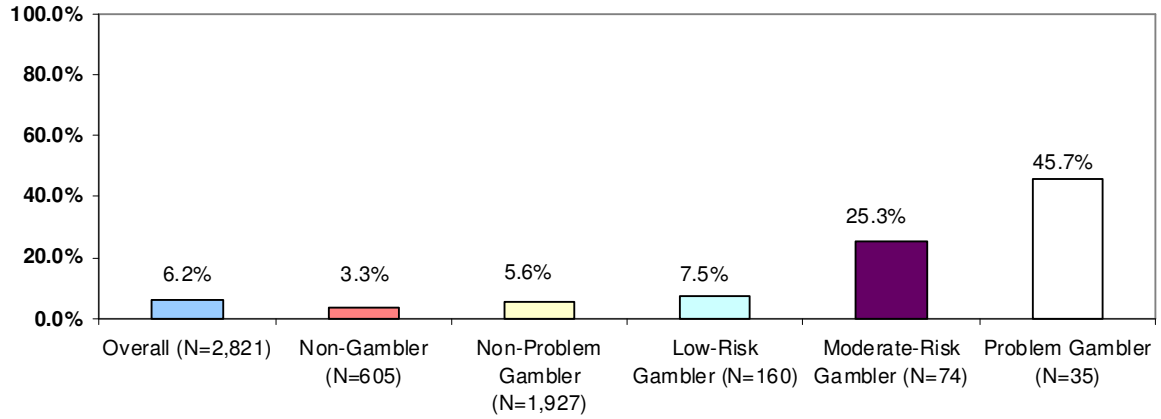
- Respondents aged 19 to 34 years (24%) and 35 to 54 years (23%) were more likely than those aged 55 or older (17%) to have seen or read pamphlets/tear-off sheets/literature on problem gambling; and
- Respondents aged 19 to 34 years (23%) were most likely to have read pamphlets on responsible gambling, followed by respondents aged 35 to 54 years (18%) and respondents aged 55 or older (12%).

6.2 PAST USE OF GAMBLING SUPPORT SERVICES

Respondents were asked if they have ever sought assistance or information from informal sources such as spouse/partner, friends, or family members or from more formal sources to help themselves or someone else with a gambling problem.

Overall, 6% of respondents have ever sought help or assistance from formal or informal sources (See Figure 48). As might be expected, problem gamblers (46%) were most likely to have ever sought help or assistance, followed by moderate-risk gamblers (25%). Indeed, these gambling subtypes were more likely than low-risk gamblers (8%), non-problem gamblers (6%), and non-gamblers (3%) to have ever sought help or assistance.

Figure 48: Percentage Who Have Ever Sought Assistance of Information from Formal or Informal Sources to Help Themselves or Someone Else With a Gambling Problem



Seeking assistance or information was more common among:

- Respondents aged 19 to 34 years (9%) and 35 to 54 years (7%) as compared to those aged 55 or older (4%);
- Females (7%) as compared to males (5%); and
- Anglophone respondents (7%) as compared to Francophone respondents (4%).

Table 60 shows the sources of help or assistance accessed by those who have sought it in the past. A wide variety of both formal and informal services were accessed, with the most common being Gamblers Anonymous (21%), friends (20%) and the toll-free gambling information line (15%).

Table 60: Sources of Help or Assistance Accessed* (N=174)

Gamblers Anonymous	21.0%
Friends	19.6%
Toll-free gambling information line	15.3%
Other family members	10.9%
Addictions counsellor	10.7%
Regional Addictions Services/Detox	10.3%
Social worker/Psychologist/Psychiatrist	7.6%
Internet/website sources	5.8%
Church/religious groups	5.7%
Employee/Family Assistance Program	4.5%
Spouse/partner	4.4%
Other gambling self-help groups	3.2%
Employer/colleagues	2.2%
Hospital/health centres	1.9%
Family doctor	1.0%
Other	13.8%
Don't know/ Refused	4.5%

**Multiple responses allowed.*

7.0 Awareness of Gambling Issues

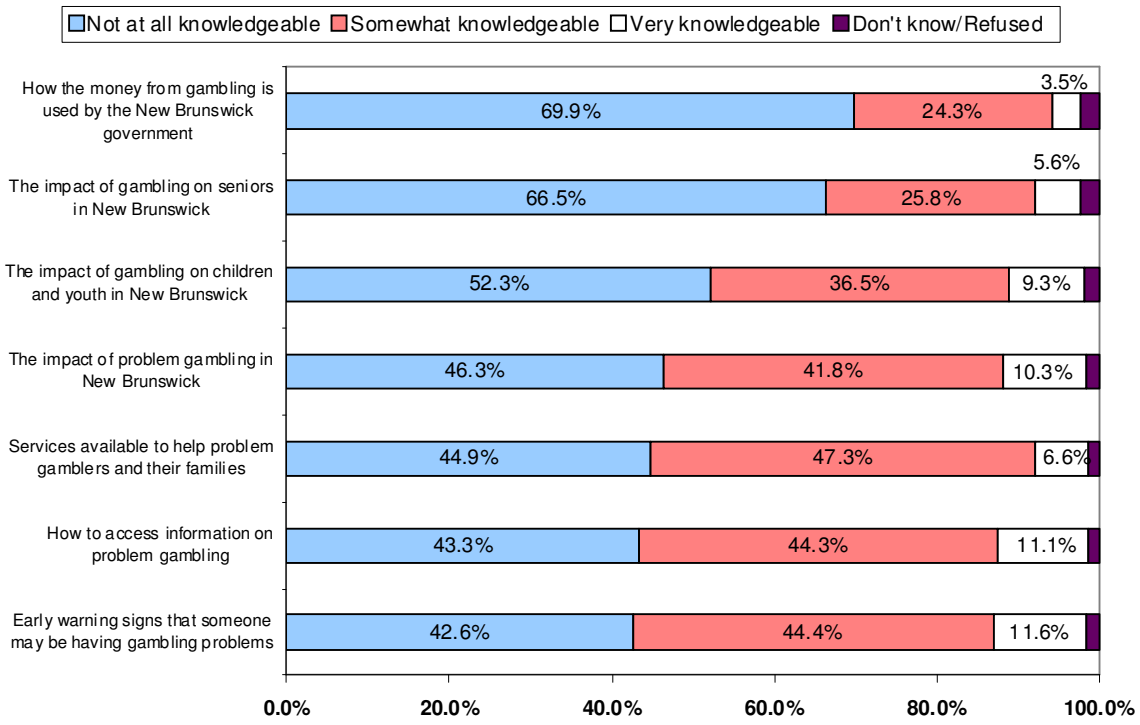
In recent years, the provincial government has made efforts to increase awareness and educate the public on various gambling issues. To assess awareness of these efforts, respondents were asked a series of questions on gambling issues in the province.

As shown below, knowledge of the various gambling issues in New Brunswick was moderate to low. Approximately one-half of respondents were *somewhat* or *very* knowledgeable on issues related to spotting gambling problems and ways to help:

- Early warning signs that someone may be having gambling problems (56%);
- How to access information on problem gambling (55%);
- Services available to help problem gamblers and their families (54%); and
- The impact of problem gambling in New Brunswick (52%).

Approximately two-thirds of respondents were *not at all* knowledgeable regarding the impact of gambling on seniors (67%) or how the money from gambling is used by the government (70%).

Figure 49: Level of Knowledge on Various Gambling Issues in the Province of New Brunswick* (N=2,821)



*For presentation purposes, percentages of 2% or less are not provided.

Differences were found to exist in the knowledge level of respondents for many of these statements based on particular characteristics, including gambling subtype, age, education and household income:

The impact of problem gambling in New Brunswick:

- Knowledge was higher among problem gamblers (83%) as compared to all other gambling subtypes (moderate-risk gamblers: 61%; low-risk gamblers: 51%; non-problem gamblers: 54%; non-gamblers: 45%);
- Knowledge was higher among those aged 19 to 34 (53%) and 35 to 54 (57%) as compared to those aged 55 or older (46%);
- Knowledge was higher among those with at least some post-secondary (56%) as compared to high school or less education (46%); and
- Knowledge was higher among those with household incomes of more than $40,000 (58%) as compared to lower incomes ($40,000 or less: 47%).

Services available to help problem gamblers and their families:

- Knowledge was higher among problem gamblers (71%) and moderate-risk gamblers (72%) as compared to non-gamblers (43%);
- Knowledge was higher among those aged 19 to 34 (59%) and 35 to 54 (59%) as compared to those aged 55 or older (44%); and
- Knowledge was higher among those with household incomes of more than $40,000 (63%) as compared to lower incomes ($40,000 or less: 49%).

Early warning signs that someone may be having problems with their gambling:

- Knowledge was higher among problem gamblers (66%), moderate-risk gamblers (80%) and low-risk gamblers (68%) as compared to non-gamblers (42%);
- Knowledge was highest among those aged 19 to 34 years (72%), followed by 35 to 54 years (60%) and 55 years or older (41%);
- Knowledge was higher among those with at least some post-secondary (62%) as compared to high school or less education (48%); and
- Knowledge was higher among those with household incomes of more than $40,000 (64%) as compared to lower incomes ($40,000 or less: 51%).

How to access information on problem gambling:

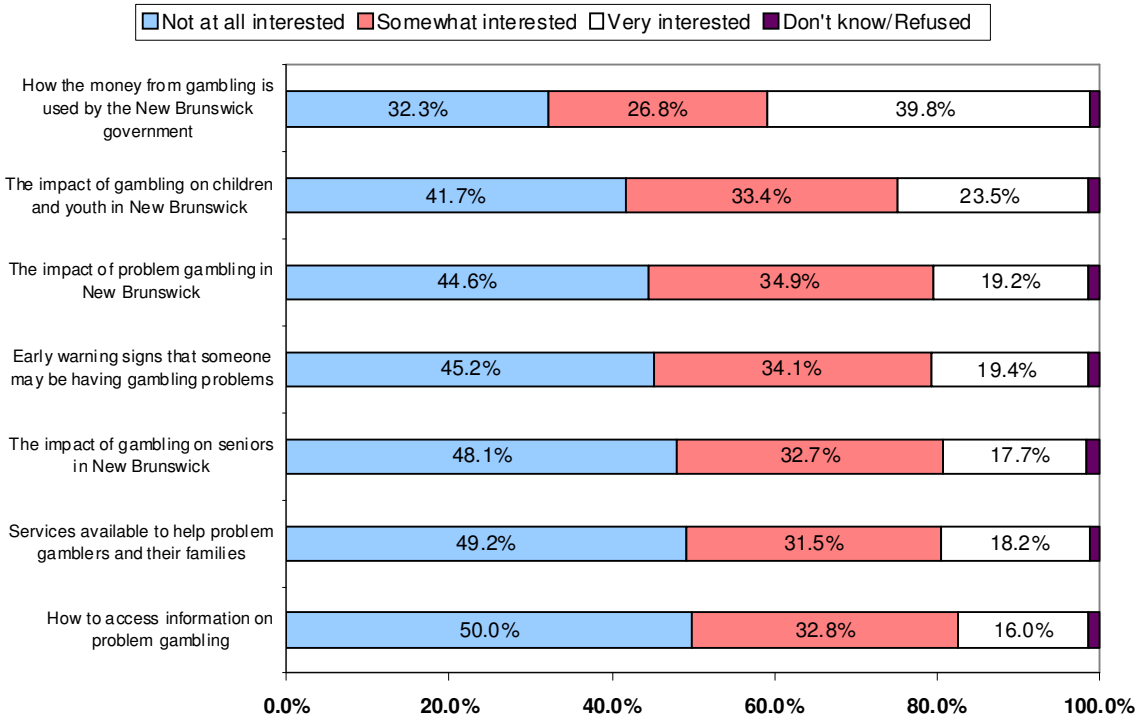
- Knowledge was higher among problem gamblers (86%) as compared to all other gambling subtypes (moderate-risk gamblers: 66%; low-risk gamblers: 63%; non-problem gamblers: 58%; non-gamblers: 43%);
- Knowledge was highest among those aged 19 to 34 (70%), followed by 35 to 54 years (60%) and 55 years or older (40%);
- Knowledge was higher among those with at least some post-secondary (63%) as compared to high school or less education (45%); and
- Knowledge was higher among those with household incomes of more than $40,000 (66%) as compared to lower incomes ($40,000 or less: 48%).

As shown below, respondents were most interested in how the money from gambling is used by the New Brunswick government (27% *somewhat* interested; 40% *very* interested).

Furthermore, interest was moderate for the following issues:

- The impact of gambling on children and youth in New Brunswick (33% *somewhat* interested; 24% *very* interested);
- The impact of problem gambling in New Brunswick (35% *somewhat* interested; 19% *very* interested); and
- Early warning signs that someone may be having gambling problems (34% *somewhat* interested; 19% *very* interested).

Figure 50: Level of Interest in Various Gambling Issues in the Province of New Brunswick* (N=2,821)



*For presentation purposes, percentages of 2% or less are not provided.

Differences were found to exist in the interest level of respondents for several statements based on particular characteristics, including gambling subtype, age and education:

The impact of problem gambling in New Brunswick:

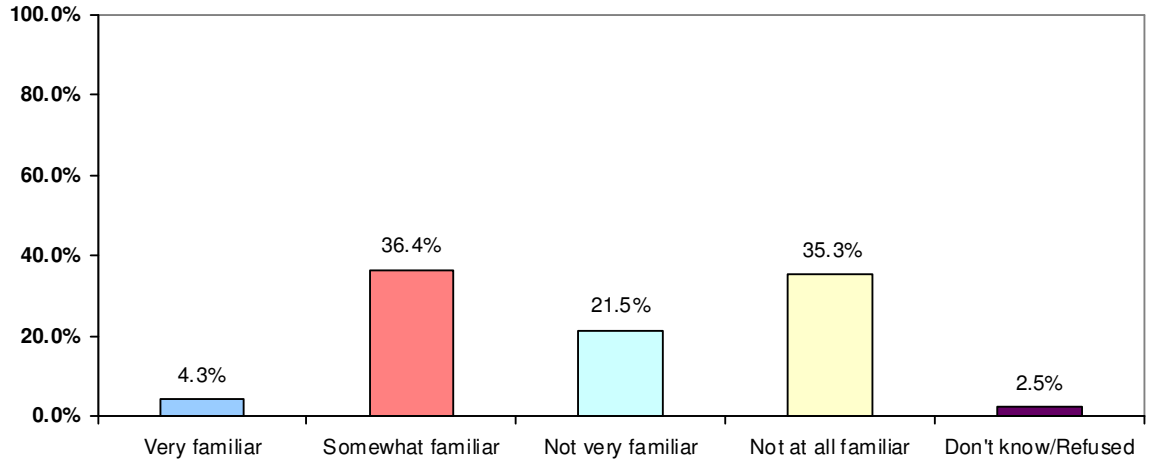
- Interest was higher among problem gamblers (74%) and moderate-risk gamblers (73%) as compared to non-problem gamblers (54%) and non-gamblers (48%); and
- Interest was higher among those with at least some post-secondary (58%) as compared to high school or less education (49%).

Early warning signs that someone may be having problems with their gambling:

- Interest was higher among problem gamblers (69%) as compared to non-gamblers (46%);
- Interest was higher among those aged 19 to 34 (57%) and 35 to 54 (56%) as compared to those aged 55 or older (48%); and
- Interest was higher among those with at least some post-secondary (56%) as compared to high school or less education (50%).

Just over one-half of respondents (57%) were *not very* familiar or *not at all* familiar with the efforts of the provincial government to create awareness of gambling related problems. Most of the remaining respondents were familiar (36% *somewhat* familiar; 4% *very* familiar).

Figure 51: Familiarity With Provincial Government Efforts to Create Awareness of Gambling Related Problems (N=2,821)



Familiarity with government efforts to increase awareness of gambling problems was higher among:

- Respondents aged 19 to 34 years (43%) and 35 to 54 years (43%) as compared to those aged 55 years or older (36%);
- Respondents with at least some post-secondary (46%) as compared to those with lower education levels (33%); and
- Respondents with household incomes of more than $20,000 (44%) as compared to lower incomes ($20,000 or less: 30%).

8.0 Advertising Awareness

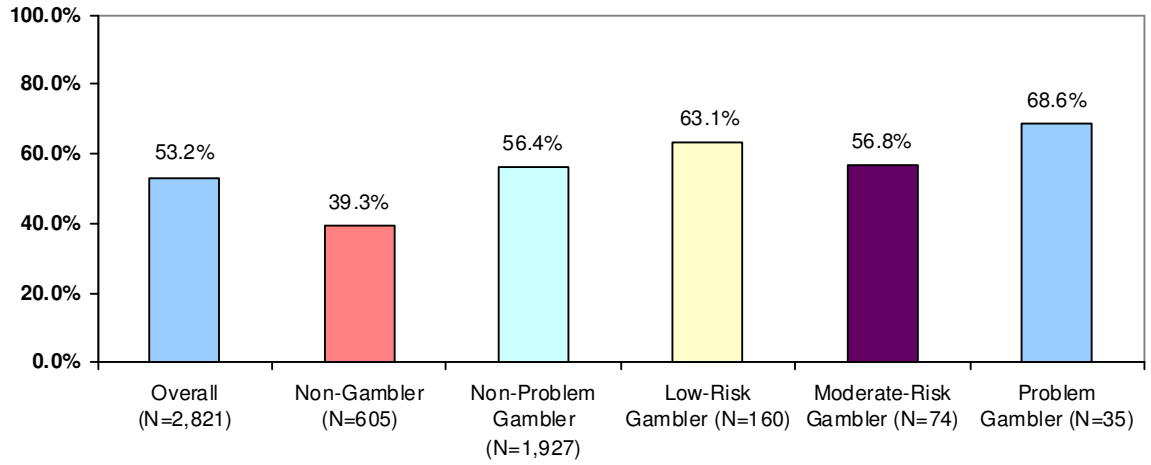
Over the past year, the New Brunswick government has undertaken a public awareness advertising campaign related to problem gambling within the province. To obtain a measure of the effectiveness of the ad campaign, questions to assess aided and unaided recall were asked to respondents.

8.1 UNAIDED AWARENESS

To gauge top-of-mind or unaided awareness of the public awareness campaign launched by the government of New Brunswick, respondents were asked if they recalled seeing or hearing any advertising related to problem gambling within the past 12 months. If so, they were asked to identify where they saw or heard the advertising and the main message of the advertising they recalled.

Just over one-half of respondents (53%) recalled seeing or hearing advertising related to problem gambling in New Brunswick within the past 12 months. Compared to non-gamblers (39%), all other gambling subtypes were more likely to recall such advertising within the past 12 months (See Figure 52).

Figure 52: Advertising Recall (Unaided)



Unaided advertising recall also differed by various characteristics. More specifically:

- Respondents aged 35 to 54 were most likely to recall such advertising (61%), followed by younger respondents (19 to 34 years: 55%) and older respondents (aged 55 or older: 44%);
- Francophone respondents (58%) were more likely than Anglophone respondents (52%) to recall problem gambling advertising on an unaided basis;
- Respondents with at least some post-secondary (57%) were more likely than respondents with high school or less education (48%) to recall this advertising; and
- Respondents with incomes of more than $40,000 (61%) were more likely than respondents with lower incomes ($40,000 or less: 48%) to recall problem gambling advertising on an unaided basis.

Respondents who remembered seeing or hearing advertising on an unaided basis (N=1,500) were asked to identify where they recalled seeing or hearing the advertising. Overall, most respondents recalled exposure to the advertising via television (80%), followed very distantly by radio (13%) and newspapers (9%).

Table 61: Sources of Unaided Advertising Recall* (N=1,500)

Television	79.6%
Radio	12.7%
Newspapers	8.5%
Posters/coasters in restaurants/bars	4.6%
Posters/coasters in Legions	2.1%
Brochures	2.0%
Placemats in restaurants/bars	1.2%
VLTs	1.2%
Internet/website	1.1%
Yellow or white pages	0.4%
Other	5.0%
Don't know	3.0%

**Multiple responses allowed.*

Respondents who recalled exposure to advertising on an unaided basis were also asked to identify the main message of the advertising they recalled. The more commonly recalled messages included a number to call for help with gambling problems (29%), get help/help is available (22%), and damaging effects of gambling (14%).

Table 62: Main Message Recalled for Unaided Advertising*

	Television *(N=1,194)*	***Radio*** *(N=191)*	***Newspapers*** *(N=128)*	***Posters/ Coasters in Restaurants/ Bars*** *(N=69)*	***Posters/ Coasters in Legions*** *(N=32)*	***Total**** *(N=1,456)*
A number to call for help with gambling problems	25.8%	28.6%	31.5%	45.3%	33.1%	**28.7%**
Get help/ help is available	19.7%	31.7%	23.3%	31.8%	21.7%	**22.0%**
Damaging effects of gambling	13.8%	7.9%	11.4%	5.5%	-	**13.8%**
Negative impact of gambling on families	8.9%	4.4%	4.0%	4.7%	4.5%	**8.1%**
Play responsibly/ know limits	6.3%	4.7%	8.5%	12.3%	21.8%	**6.6%**
Watching for warning signs of gambling problems	4.0%	3.9%	2.0%	4.9%	5.8%	**3.7%**
Other	2.2%	4.3%	2.2%	-	5.2%	**2.9%**
Don't know	31.5%	24.5%	27.1%	5.5%	18.2%	**30.3%**

**Multiple responses allowed. Brochures, placemats in restaurants/bars, VLTs, Internet/website, and yellow or white pages were not presented separately due to small sample sizes.*
***Respondents who were unsure of the advertising source (n=44) were not asked to identify the message recalled.*

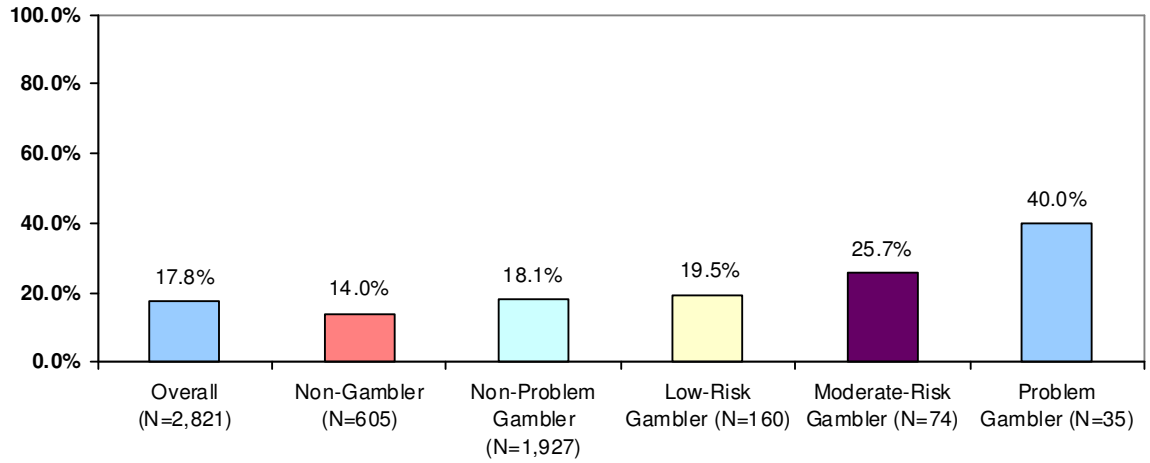
8.2 AIDED CAMPAIGN RECALL

To gauge aided recall of the provincial government's public awareness campaign, respondents were read the following description and asked if they recalled seeing the ad on television over the past 12 months.

Over the past 12 months, do you remember seeing an ad on television which features a young man and shows photos of families and objects such as houses and cars ripping apart and falling off a bulletin board?

Overall, aided recall of this television ad campaign was moderate to low, with 18% of respondents recalling seeing the television ad within the past 12 months. Recall of this ad campaign was highest among problem gamblers (40%), and this gambling subtype was more likely than low-risk gamblers (20%), non-problem gamblers (18%) and non-gamblers (14%) to indicate recall (See Figure 53).

Figure 53: Advertising Recall (Aided)



Aided advertising recall also differed by various characteristics. More specifically, aided recall of the television ad was higher for:

- Respondents aged 19 to 34 (21%) as compared to respondents 55 years of age or older (15%); and
- Francophone respondents (21%) as compared to Anglophone respondents (16%).

Respondents who recalled the television ad on an aided basis (N=503) were asked to identify the main message of the ad. The most commonly recalled message was the damaging effects of gambling (52%) (See Table 63).

Table 63: Main Message Recalled for Aided Television Advertising* (N=503)

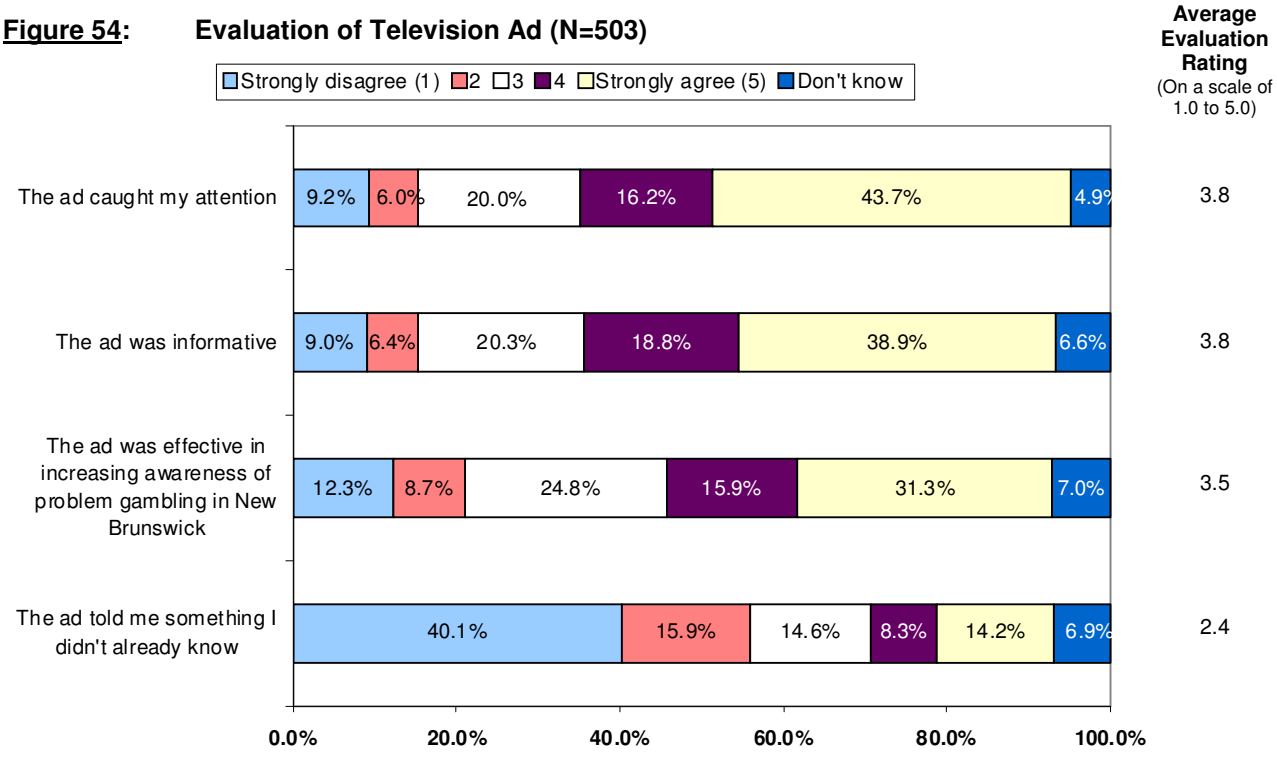
Damaging effects of gambling	51.6%
Negative impact of gambling on families	16.1%
Get help/ help is available	6.8%
A number to call for help with gambling problems	2.2%
Play responsibly/ know limits	1.8%
Watching for warning signs of gambling problems	1.8%
Other	2.9%
Don't know	27.9%

**Multiple responses allowed.*

These respondents (N=503) were also asked to evaluate the television ad by indicating their level of agreement or disagreement with various statements, on a scale of 1 to 5, with 1 being "strongly disagree" and 5 being "strongly agree". Since responses were provided on a 5-point scale, the numerical responses were summed and this sum was used to calculate an average rating (out of 5.0) indicating the level of agreement with each statement.

Overall, evaluation of the ad was moderate. Agreement was highest that the ad was attention catching (3.8 out of 5.0) and informative (3.8 out of 5.0). However, agreement was lowest that the ad conveyed something respondents didn't already know (2.4 out of 5.0).

Figure 54: Evaluation of Television Ad (N=503)



Evaluation of the ad was generally similar across all gambling subtypes and various other demographic characteristics. However, females were more likely than males to agree that the ad was informative (3.9 and 3.7 out of 5.0, respectively), while Francophone respondents were more likely than Anglophone respondents to agree that the ad told them something they didn't already know (2.6 and 2.2 out of 5.0, respectively).

9.0 Profile of Survey Respondents

Presented below is a profile of survey respondents. Survey respondents were a fairly equal mix of males and females (48% and 52%, respectively), were most commonly between the ages of 35 and 54 (40%), and the majority reported their mother tongue to be English (67%).

Just over one-half of respondents were married (56%) and a similar percentage were employed (60%) with at least some post-secondary education (60%). Approximately one-half (49%) of annual household incomes were in the $20,001 to $60,000 range.

In terms of household composition, six in ten respondents (60%) resided in households with 2 or 3 individuals (including themselves). A similar percentage (59%) indicated their household had no individuals under the age of 19.

Table 64: Demographic Profile of Survey Respondents

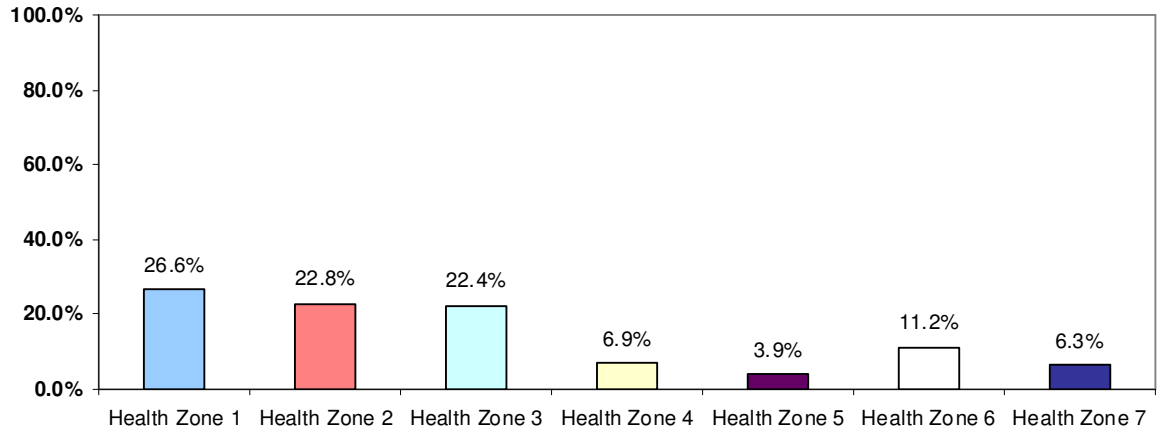
Gender	***(N=2,821)***
Male	48.0%
Female	52.0%
Age	***(N=2,821)***
19-24	9.4%
25-34	15.3%
35-44	19.1%
45-54	20.9%
55-64	16.5%
65+	18.8%
Mother Tongue	***(N=2,821)***
English	67.3%
French	30.2%
Other	2.3%
Refused	0.1%
Marital Status	***(N=2,821)***
Married	56.1%
Common-law/ living with partner	11.3%
Single	15.7%
Widowed	7.4%
Divorced or separated	9.0%
Refused	0.5%
Education	***(N=2,821)***
Some high school/ junior high or less	11.5%
Completed high school	27.7%
Trade certificate or diploma	11.2%
Non-university certificate or diploma	18.7%
University certificate or diploma below Bachelor's	7.5%
Bachelor's degree	14.7%
University degree or certificate above Bachelor's	7.7%
Don't know/Refused	1.0%
Employment Status	***(N=2,821)***
Employed full-time	50.6%
Employed part-time	9.6%
Unemployed	5.6%
Student	3.2%
Retired	25.1%
Homemaker	4.6%
Don't know/Refused	1.3%
Annual Household Income*	***(N=2,149)***
$20,000 or less	12.6%
$20,001 to $40,000	25.8%
$40,001 to $60,000	22.9%
$60,001 to $80,000	13.7%
$80,001 to $100,000	10.3%
More than $100,000	14.6%

Number of People in Household	***(N=2,821)***
1	18.9%
2	40.1%
3	20.1%
4	15.0%
5+	6.0%
Number of People in Household under 19	***(N=2,289)***
0	58.6%
1	18.8%
2	17.0%
3+	5.7%

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

Most commonly, survey respondents resided in health zone 1 (27%), health zone 2 (23%) and health zone 3 (22%).

Figure 55: Distribution of Survey Respondents by Health Zone (N=2,821)



10.0 Conclusions

This report presents the findings from the *2009 New Brunswick Gambling Prevalence Study*, conducted by MarketQuest Research on behalf of the New Brunswick Department of Health and the New Brunswick Lotteries and Gaming Corporation. This study is the fourth Gambling Prevalence Study conducted with residents of the province, with the last study conducted in 2001.

Eight years following the completion of the last gambling prevalence study, another gambling prevalence study has been conducted with residents of New Brunswick. The purpose of this study was to further observe and track gambling trends in the province and to assess public awareness of the Problem Gambling Awareness campaign launched by the Department in March 2009.

Furthermore, to enhance the value of the information obtained, several methodological improvements from the 2001 study were identified and incorporated into the current study. Most notably, the sample size was increased from 800 respondents to approximately 2,800 respondents, an increase which allowed for a lower margin of error as well as analysis of the data on a regional level. Furthermore, to accurately reflect the increasing popularity of activities such as Internet gambling and poker, and trends observed in the provision of support and treatment services, the inclusion of a more comprehensive list of gambling activities, including poker (including poker at home, friends' home, and at work; electronic poker; and Internet poker) and Internet gambling (excluding Internet poker) allowed for a more in-depth analysis of these rapidly expanding areas of concern.

The results of this study will be used to provide the information needed to continue to provide effective gambling treatment services to residents of the province. Presented below are some of the key conclusions that were drawn from this study.

CONCLUSIONS

Gambling, in general, is common among New Brunswickers, though the overall prevalence of gambling has declined since 1996. The problem gambling prevalence rate has remained stable since 2001 and is generally similar to the rate found in other provinces across Canada.

Provincially, 78% of respondents have gambled at least once in the past year, of which 71% participated in at least one gambling activity on a regular basis (that is, at least once a month). Furthermore, 5.7% of respondents were classified as low-risk gamblers, 2.7% as moderate-risk gamblers and 1.3% as problem gamblers. Breakdowns by health zone were generally similar to this overall result. Based on a provincial adult population of 573,630, it can be projected that 15,488 adult residents are moderate-risk gamblers and 7,457 adult residents are problem gamblers.

Compared to 2001, the provincial gambling prevalence rate has declined from 81% to 78%. This overall gambling prevalence rate is slightly lower, but still in line with findings from other provinces, and is comparable to 1992 levels.

Though the gambling prevalence rate has declined over time, gambling expenditures have increased substantially compared to previous years[64] [65].

As stated previously, 78% of respondents have gambled at least once in the past year, a decrease from 81% in 2001, 84% in 1996, and 80% in 1992. However, yearly expenditures on gambling activities over this period have increased, from an average of $361.79 per person in 2001 to an average of $1,152.87 per person in 2009[66,67]. Furthermore, though participation in popular activities such as lottery draws, VLTs, and bingo have declined since 1992, average monthly expenditures for these activities have increased steadily over this period, particularly among regular gamblers, supporting previous literature showing that gambling wagers have steadily increased among Canadians since the early 1990's (Marshall & Wynne, 2004).

Moderate-risk and problem gamblers represent distinct segments of the general adult population.

The findings of this study indicate that problem gamblers were mostly males (70%) between the ages of 19 and 44 (62%). Just over one-half (55%) had a high school or less than high school education. Moderate-risk gamblers were mostly males (63%) between the ages of 19 and 24 (30%) or 35 and 44 (27%). Just over one-half (54%) had a high school or less than high school education.

These findings support other research identifying young males with lower education levels as an at-risk population (Marshall & Wynne, 2004).

VLT use is extensive among problem gamblers in New Brunswick.

A relationship between VLTs and problem gambling has been clearly established in previous research (Marshall & Wynne, 2004). Though VLTs were not a more common past year gambling activity (6%), this study has shown a relationship between VLT use and problem gambling. For example, 81% of problem gamblers have played VLTs in the past 12 months, higher than all other gambling subtypes, and 26% remembered VLTs as their first gambling experience. Furthermore, rates of moderate-risk and problem gambling for VLT players were 13.0% and 16.0% respectively. These rates are substantially higher than the moderate-risk and problem gambling rates found provincially (2.7% and 1.3%, respectively) and the combined rate (29.0%) is seven times higher than the combined provincial rate (4.0%).

[64] Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.
[65] It is important to note that these expenditures are based on self-reported data. Previous research (e.g., Azmier, 2005; Marshall & Wynne, 2004) has established that survey respondents tend to consistently misestimate the amounts spent on gambling activities. Therefore, expenditure findings throughout this report should be interpreted with caution.
[66] The 2009 yearly expenditure was calculated excluding short term speculative stock or commodity purchases to more closely match the gambling activities included in the 2001 study.
[67] It should be noted that in 2001, seven categories of gambling activities were used to calculate gambling expenditures; however in 2009, the number of gambling activities increased to 20 (short term speculative stock or commodity purchases were excluded).

Internet gambling (including Internet poker) and poker (excluding electronic poker and Internet poker) are frequent forms of gambling among moderate-risk gamblers in particular.

Three percent of respondents have participated in Internet gambling (including Internet poker) in the past 12 months, while one in ten respondents (10%) have played poker (excluding electronic poker and Internet poker) over this period. These activities appear to be most frequent however, among moderate-risk gamblers, with a notable percentage having participated in each activity over the past 12 months (23% Internet gambling; 43% poker).

Furthermore, both Internet gambling and poker appear to have close relationships with moderate-risk gambling. It is estimated that one-quarter (25.4%) of Internet gamblers can be considered moderate-risk gamblers, eight times higher than the provincial moderate-risk prevalence rate (2.7%). Furthermore, 11.2% of poker players are moderate-risk gamblers, again higher than the provincial moderate-risk prevalence rate (2.7%).

Problem gamblers experience negative consequences related to their gambling, in particular financial difficulty.

Negative financial consequences were common among problem gamblers in this study. Problem gamblers had the highest unemployment rate of all the gambling subtypes (20%). Related to finances, problem gamblers also spent large amounts of money on gambling activities, with yearly spending averaging $10,757.99 (or $896.50 monthly) and the largest amount spent on one occasion averaging $559.69, double the amount found for moderate-risk gamblers. Furthermore, though the problem gambling rate was found to be 1.3%, problem gamblers were found to account for 12% of the total yearly expenditures on gambling[68] [69]*.*

Although time spent gambling by problem gamblers was not the highest among the gambling subtypes (11 hours in a typical month), amounts spent were the highest ($10,757.99 in the past 12 months or $896.50 per month) and the largest amount spent at any one time was highest ($559.69 within the past 12 months), indicating that problem gamblers spend large sums of money that disappear quickly. Also of interest, a notable percentage of problem gamblers indicated they have experienced problems at some point with the amount of time and/or money spent on gambling (60%), mostly or almost always felt they bet more than they could really afford to lose (51%), and mostly or almost always felt their gambling has caused personal or household financial problems (34%).

Early experiences play a role in later problem gambling behavior.

Though at least one-half of current non-gamblers, non-problem gamblers and low-risk gamblers began gambling for money at age 19 or older, just over one-half of moderate-risk (55%) and problem gamblers (57%) reported their first monetary gambling experience as occurring between the ages of 6 and 18 years. The first gambling activity among problem gamblers was most often VLTs (26%), an activity that has been shown in this study to be closely related to problem gambling. Furthermore, problem gamblers were the most likely to remember their first big win (54%) and loss (33%).

[68] Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Average yearly and monthly expenditures were calculated by summing all responses and dividing by the total number of responses. It is important to note that expenditures include money that was spent out of province as well as within the province.

[69] In determining percentages of total yearly spending, short term speculative stock or commodity purchases were not excluded from the provincial total as no comparisons were made to 2001 expenditures.

Awareness of gambling support and treatment services varies among New Brunswickers, however, past use of such services is relatively low.

In terms of specific support services, the majority of respondents were aware of Gamblers Anonymous (62%), the toll-free gambling information line (61%), and Regional Addictions Services/Detox (56%). Exposure to gambling pamphlets/literature was notably lower (21% saw/read gambling pamphlets (non-specific); 17% saw/read responsible gambling pamphlets). Awareness was generally higher among problem gamblers, males, younger respondents (19 to 34), and Anglophone respondents.

Overall 6% of respondents have ever sought help or assistance from formal or informal supports, including Gamblers Anonymous (21%), friends (20%) and the toll-free gambling information line (15%). Use of such services was generally higher among moderate-risk and problem gamblers, younger respondents (19 to 34), females, and Anglophone respondents.

Knowledge of, and interest in provincial gambling issues is moderate. Though knowledge is lowest on how gambling revenues are used by the province, interest is highest in this issue.

Just over one-half of respondents demonstrated knowledge of, and interest in certain provincial gambling issues, including early warning signs that someone may be having gambling problems (56% knowledgeable; 53% interested) and the impact of problem gambling in New Brunswick (52% knowledgeable; 54% interested). Seventy percent of respondents were not at all knowledgeable on how the money from gambling is used by the provincial government, though 67% were very or somewhat interested in this issue.

Awareness of gambling advertising within New Brunswick is moderate, though recall of the provincial television ad campaign is moderate to low. Furthermore, familiarity with the government's efforts to create awareness of gambling related problems is moderate.

Just over one-half of respondents (53%) were aware of advertising related to problem gambling within the past 12 months, with television being the most common source of exposure (80%). Recall of the television ad sponsored by the provincial government was notably lower, however, at 18%. Recall of all types of problem gambling advertising was most common among younger respondents and Francophone respondents. Also regarding awareness, just over one-half of respondents (57%) were not very familiar or not at all familiar with the efforts of the provincial government to create awareness of gambling related problems.

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Appendix A: Questionnaire

Government of New Brunswick
2009 Gambling Prevalence Study

INTRODUCTION

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

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

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

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

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

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

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

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

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

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

LANG. Would you like to complete the survey in English or French?

English	01
French	02

SC1. To begin, into which of the following broad age categories do you fall…**READ LIST**

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

SC2. Record Gender: **DO NOT ASK!!**

Male	01
Female	02

SECTION A: GAMBLING INVOLVEMENT AND ACTIVITIES

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

A1. Have you **EVER bet or spent money on** any of the following? Please do not include any tickets you may have bought as a gift for another person. **READ LIST**

1. Daily lottery tickets such as Bucko or Keno
2. Weekly lottery tickets such as Lotto 649, Atlantic 49 or Atlantic Payday
3. Breakopen, Pull Tab or Nevada Strips
4. Scratch 'n Win tickets such as Crossword, Bingo or Lucky 7
5. Raffles or fundraising tickets
6. 50/50 draws
7. Horse races, either live at the track or off track
8. Bingo
9. Video lottery terminals (VLT machines)
10. Pro-Line, Game Day or Over/Under
11. Sports Pools or the outcome of sporting events (through a bookie, charity, with friends or at work)
12. Cards (not including poker) or board games at home, friends home or at work
13. Electronic poker tables (poker game without a live dealer, played at a table with other people and the game is run by computer)
14. Internet poker (such as Texas Hold'Em, Omaha or 5 card draw)
15. Poker, either at home, friends home, at a bar/tournament or at work, but **not including poker on the Internet or electronic poker tables**
16. Games of Skill such as pool, bowling, golf or darts
17. Arcade or Video Games
18. Gambling on the Internet (**not including poker**)
19. Short Term Speculative Stock or Commodity Purchases such as day trading, not including long-term investments such as mutual funds or RRSPs
20. Gambling at Casinos

A1b. Have you ever participated in any other forms of gambling? **(Please Specify)**

IF NO TO ALL ACTIVITIES IN A1, GO TO SECTION E

A2. **FOR EACH ACTIVITY EVER PLAYED IN A1, ASK:** In the past 12 months have you **bet or spent money on** _____ ?

IF NO TO ALL ACTIVITIES IN A2, GO TO SECTION C

INTERVIEWER:	**Repeat A3 to A6 for all activities selected in A2**

A3. On average, approximately how many times (per week, per month, or in the last year) did you **bet or spent money on [INSERT ACTIVITY FROM A2]**?

_____**PER WEEK**
_____**PER MONTH**
_____**PER YEAR**

Don't Know	98
Refused	99

A4. On a typical occasion when you **bet or spent money on [INSERT ACTIVITY FROM A2]**, how much money do you spend out of pocket, not including winnings? **ENTER NUMBER OF DOLLARS- ROUND UP TO NEAREST DOLLAR.**
$ _____

Don't Know	98
Refused	99

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

A5. On average, how much time did you spend each time you **bet or spent money on [INSERT ACTIVITY FROM A2]**?

_____**MINUTES**
_____**HOURS**

Don't Know	98
Refused	99

A6. Have you ever spent more time and/or money than you intended on **[INSERT ACTIVITY FROM A2]**? **READ LIST**

Yes – More money	01
Yes – More time	02
Yes – Both money and time	03
No	04
Don't Know	98
Refused	99

A7. And what is the largest amount of money you have spent gambling or on games of chance at any one time in the past year? **ENTER NUMBER OF DOLLARS- ROUND UP TO NEAREST DOLLAR.**
$ _____

Don't Know	98
Refused	99

SECTION B: PROBLEM GAMBLING

The next few statements are part of a standard series of questions that have recently been used across Canada in surveys similar to this one. I would like to emphasize there are no right or wrong answers and I want to reassure you that your answers are confidential and anonymous. We simply want to know about New Brunswickers' experiences. Please try to be as accurate as possible.

B1. Thinking about the past 12 months, would you say you never, sometimes, most of the time or almost always… **READ AND ROTATE LIST**

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

SECTION C: GAMBLING CORRELATES

The next questions explore some of your gambling experiences and beliefs. Please be assured that all your answers will be kept strictly confidential.

C1. Next, I am going to read you a series of statements about gambling and I would like you to tell me whether you agree or disagree with each one. Using a scale of 1 to 5, where 1 means "Strongly Disagree" and 5 means "Strongly Agree", how much do you agree or disagree with each of the following statements? **READ AND ROTATE LIST**

	Strongly Disagree				**Strongly Agree**	**Don't Know**	**Refused**
I find gambling/games of chance are fun and entertaining	1	2	3	4	5	98	99
I sometimes feel guilty about how much money I have spent gambling	1	2	3	4	5	98	99
After losing money gambling, I have tried to win my money back by gambling again	1	2	3	4	5	98	99
While gambling, after losing many times in a row, you are more likely to win	1	2	3	4	5	98	99
While gambling, you could win more if you used a certain system or strategy	1	2	3	4	5	98	99
I consider gambling to be a form of entertainment for me	1	2	3	4	5	98	99
Gambling is an enjoyable part of socializing with friends or family	1	2	3	4	5	98	99
I sometimes gamble in the hopes of paying off debts or bills	1	2	3	4	5	98	99
I consider myself to be knowledgeable about how to play games of chance	1	2	3	4	5	98	99
I gamble to forget my troubles or worries or when I feel bad about myself	1	2	3	4	5	98	99
I have friends or family who worry or complain about me gambling	1	2	3	4	5	98	99
I have lied about my gambling	1	2	3	4	5	98	99
I sometimes feel guilty about how much time I spend gambling	1	2	3	4	5	98	99
I often find myself thinking about gambling or ways to find money to gamble	1	2	3	4	5	98	99
I could stop gambling any time I wanted	1	2	3	4	5	98	99
Gambling has negatively affected a significant relationship	1	2	3	4	5	98	99
Gambling has negatively affected my job, educational or career opportunities	1	2	3	4	5	98	99

C2. What are the main reasons why you gamble? **IF NECESSARY READ TO PROMPT, ACCEPT ALL ANSWERS**

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

C3. How old were you when you first gambled for money?
_____ **ENTER AGE IN YEARS**

Don't Know	98
Refused	99

C4. What type of gambling activity did you first try? **DO NOT READ LIST, ACCEPT ONLY ONE ANSWER**

Daily lottery tickets such as Bucko or Keno	01
Weekly lottery tickets such as Lotto 649, Atlantic 49 or Atlantic Payday	02
Breakopen, pull tabs or Nevada strips	03
Scratch 'n Win tickets like Crossword, Bingo or Lucky 7	04
Raffles or Fundraising Tickets	05
50/50 draws	06
Horse races (either live at the track or off track)	07
Bingo	08
Video Lottery Terminals (VLTs)	09
Pro Line, Game Day or Over/Under	10
Sports pools/Outcome of sporting events (through a bookie, charity, with friends or at work)	11
Cards or board games (excluding poker)	12
Electronic poker tables (poker game without a live dealer, played at a table with other people and the game is run by computer)	13
Internet poker (e.g., Texas Hold'Em, Omaha or 5 card draw)	14
Poker, either at home, friends home, at a bar/tournament or at work, but **not including poker on the Internet or electronic poker tables**	15
Games of skill such as pool, bowling, darts or golf	16
Arcade or video games	17
Gambling on the internet (**excluding poker**)	18
Short-term speculative stock or commodity purchases such as day trading, not including long-term investments such as mutual funds or RRSPs	19
Casinos	20
Other (Please Specify)	90
Don't Know	98
Refused	99

C5. Do you remember a big WIN when you first started gambling?

Yes	01
No	02
Don't Know	98
Refused	99

C6. Do you remember a big LOSS when you first started gambling?

Yes	01
No	02
Don't Know	98
Refused	99

C7. On a scale of 1 to 10, where 1 means your gambling is "not at all a problem" and 10 means your gambling is a "serious problem", how would you rate your gambling right now?

Not at all a problem									**A serious problem**	**DK**	**REF**
1	2	3	4	5	6	7	8	9	10	98	99

SECTION D: LIFETIME PROBLEM GAMBLING

Now we would like you to focus on anytime you may have EVER played games of chance or gambled.

D1. Have you EVER felt you were having a problem spending more time and/or money gambling or playing games of chance? **READ LIST**

Yes – More money	01	**CONTINUE**
Yes – More time	02	**CONTINUE**
Yes – Both money and time	03	**CONTINUE**
No	04	**GO TO SECTION E**

D2. What type of gambling activity/activities did you spend more time/and or money on? **DO NOT READ LIST, ACCEPT MULTIPLE RESPONSES**

Daily lottery tickets such as Bucko or Keno	01
Weekly lottery tickets such as Lotto 649, Atlantic 49 or Atlantic Payday	02
Breakopen, pull tabs or Nevada strips	03
Scratch 'n Win tickets like Crossword, Bingo or Lucky 7	04
Raffles or Fundraising Tickets	05
50/50 draws	06
Horse races (either live at the track or off track)	07
Bingo	08
Video Lottery Terminals (VLTs)	09
Pro Line, Game Day or Over/Under	10
Sports pools/Outcome of sporting events (through a bookie, charity, with friends or at work)	11
Cards or board games (excluding poker)	12
Electronic poker tables (poker game without a live dealer, played at a table with other people and the game is run by computer)	13
Internet poker (e.g., Texas Hold'Em, Omaha or 5 card draw)	14
Poker, either at home, friends home, at a bar/tournament or at work, but **not including poker on the Internet or electronic poker tables**	15
Games of skill such as pool, bowling, darts or golf	16
Arcade or video games	17
Gambling on the internet (**excluding poker**)	18
Short-term speculative stock or commodity purchases such as day trading, not including long-term investments such as mutual funds or RRSPs	19
Casinos	20
Other (Please Specify)	90
Don't Know	98
Refused	99

D3. Have you resolved your problem with gambling or is it still a concern for you? Would you say it is…..**READ LIST**

Completely resolved	01	**CONTINUE**
Partially resolved	02	**CONTINUE**
Still a problem	03	**GO TO SECTION E**

D4. Approximately how long ago did you resolve your gambling problem?

_____**ENTER MONTH**
_____**ENTER YEAR**

Don't Know	98
Refused	99

SECTION E: GAMBLING SUPPORT SERVICES

And now some questions on gambling support services in New Brunswick

E1. Are you aware of any assistance or services in place in New Brunswick to help…..**READ AND ROTATE LIST**

	Yes	No	DK
People having problems with their gambling	01	02	98
Families of people having problems with their gambling	01	02	98

IF ANY OF E1=01, CONTINUE
ELSE, GO TO E2a

E2. What support services are you aware of in New Brunswick to assist people or families of people having problems with their gambling?

E2a. **IF SUPPORT SERVICE NOT MENTIONED IN E2, ASK FOR E2a**. To your knowledge, are the following services available to assist people or families of people having problems with their gambling in New Brunswick?

	E2	E2a		
		Yes	No	DK
Gamblers Anonymous	01	01	02	98
Regional addictions services/detox	02	01	02	98
Toll-free gambling information line (1-800 number)	03	01	02	98
Any other services? (please specify)	90	-	-	-

E3. Excluding yourself, do you **personally** know of anyone in New Brunswick who has, or has EVER had, a problem with their gambling?

Yes	01	**CONTINUE**
No	02	**GO TO SECTION E5a**
Don't Know	98	**GO TO SECTION E5a**
Refused	99	**GO TO SECTION E5a**

E4. Which of the following best describes your relationship to this person or these people you know? **READ LIST, ACCEPT MULTIPLE RESPONSES**

Household family member	01
Household non-family member	02
Immediate family members – not in household (parents, siblings, spouse, children)	03
Other family members– not in household (grandparents, aunts, uncles, cousins)	04
Other non-household, non-family members (friends, acquaintances, coworkers)	05
Other (please specify)	90
Don't Know (Do not read)	98
Refused (Do not read)	99

E4a. What type(s) of gambling do or did they have a problem with? **RECORD RESPONSE**

Don't Know	98
Refused	99

E5a. Have **you** EVER sought any assistance or information, from informal sources such as your spouse or partner, friends, or family members or more formal services, to help either yourself or someone else with a gambling problem?

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

E5b. What sources did you access in order to get assistance or information for problem gambling? **DO NOT READ LIST, ACCEPT MULTIPLE RESPONSES**

Spouse/partner	01
Other family members	02
Friends	03
Family doctor	04
Church/religious groups	05
Social worker/Psychologist/Psychiatrist	06
Addictions counsellor	07
Gamblers anonymous	08
Toll-free gambling information line	09
Regional Addictions Services/Detox	10
Other gambling self-help groups/Community centres	11
Employer/Colleagues	12
Employee/Family Assistance Program	13
Instructor/Teacher	14
Hospital/ Health Centres (including Emergency Rooms)	15
Law Enforcement Official	16
Pharmacist	17
Any other? (Please Specify)	90
Don't Know	98
Refused	99

SECTION F: GENERAL AWARENESS OF GAMBLING ISSUES

And now some questions on gambling issues

F1a. How knowledgeable do you feel you are on the following. Would you say you are very knowledgeable, somewhat knowledgeable or not at all knowledgeable about… **READ AND ROTATE LIST**

F1b. If such information were available, how interested would you personally be in having additional information on... Would you be **READ AND ROTATE LIST**

	F1A.Knowledgeable				
	Not at all	**Somewhat**	**Very**	**DK**	**Refused**
The impact of problem gambling in New Brunswick	01	02	03	98	99
Services available to help problem gamblers and their families	01	02	03	98	99
Early warning signs that someone may be having problems with their gambling	01	02	03	98	99
How the money from gambling is used by the New Brunswick government	01	02	03	98	99
The impact of gambling on children and youth in New Brunswick	01	02	03	98	99
The impact of gambling on seniors in New Brunswick	01	02	03	98	99
On How to access information on problem gambling	01	02	03	98	99

	F1B.Interested				
	Not at all	**Somewhat**	**Very**	**DK**	**Refused**
The impact of problem gambling in New Brunswick	01	02	03	98	99
Services available to help problem gamblers and their families	01	02	03	98	99
Early warning signs that someone may be having problems with their gambling	01	02	03	98	99
How the money from gambling is used by the New Brunswick government	01	02	03	98	99
The impact of gambling on children and youth in New Brunswick	01	02	03	98	99
The impact of gambling on seniors in New Brunswick	01	02	03	98	99
On How to access information on problem gambling	01	02	03	98	99

F2. Would you say 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?

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

F3. Have you seen or read the pamphlets, tear-off sheets or literature on problem gambling from the Department of Health?

Yes	01
No	02
Don't Know	98
Refused	99

F3b. Have you seen or read pamphlets on how to gamble responsibly?

Yes	01
No	02
Don't Know	98
Refused	99

F4. Have you heard about the 1-800 information line, which is available to provide information for people with gambling problems or members of their families?

Yes	01
No	02
Don't Know	98
Refused	99

Next, a few questions about advertising related to problem gambling in New Brunswick……..

F5. In the past 12 months, have you seen or heard any advertising related to problem gambling in New Brunswick?

Yes	01	**CONTINUE**
No	02	**GO TO F8**
Don't Know	98	**GO TO F8**

F6. Where do you recall seeing or hearing this advertising? **DO NOT READ LIST, ACCEPT MORE THAN ONE RESPONSE**

Television	01
Radio	02
Internet/Website	03
Posters/coasters in restaurants/bars	04
Placemats in restaurants/bars	06
Posters/coasters in Legions	07
Brochures	08
Yellow or white pages	09
Other (please specify)	90
Don't Know	98

F7. **[ASK FOR EACH RESPONSE IN F6]** What was the main message of the advertising you saw/heard **[INSERT RESPONSE FROM F6]?** (Probe: What was the main point of the ad?) **RECORD RESPONSE**

Don't Know	98

I would now like to ask you some specific questions about advertising…

F8. Over the past 12 months, do you remember seeing an ad on television which features a young man and shows photos of families and objects such as houses and cars ripping apart and falling off a bulletin board?

Yes	01
No	02
Don't Know	98

IF F8=01, CONTINUE
ELSE, GO TO SECTION G

F8B. What was the main message of this advertising**?** (Probe: What was the main point of the ad?) **RECORD RESPONSE**

Don't Know 98

F9. Thinking specifically about this ad, and using a scale of 1 to 5, where 1 means 'strongly disagree' and 5 means 'strongly agree' please rate how much you agree or disagree with the following statements **READ AND ROTATE STATEMENTS**

Strongly Disagree				**Strongly Agree**	**Don't know**
01	02	03	04	05	98

The ad caught my attention
The ad was informative
The ad told me something I didn't already know
The ad was effective in increasing awareness of problem gambling in New Brunswick

SECTION G: DEMOGRAPHICS

Finally, I would like to ask you some demographic questions so that we can compare the answers of different groups of people. All answers you provide to these questions will be kept strictly confidential.

G1. Which of the following best describes your marital status….**READ LIST**

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

G2. What is your mother tongue, that is, the language you first learned to speak and still understand?

English	01
French	02
Other (please specify)	90
Refused	99

G3. Which of the following best describes the highest level of education you have completed? **READ LIST**

Some high school/junior high or less	01
Completed high school (high school diploma)	02
Trade certificate or diploma from a vocational school or apprenticeship training	03
Non-university certificate or diploma from a community college, CEGEP, school of nursing, etc.	04
University certificate or diploma below bachelor's level	05
Bachelor's degree	06
University degree or certificate above bachelor's degree (Masters, PhD.)	07
Don't Know	98
Refused	99

G4a. Which of the following best describes your present job status? Are you… **READ LIST**

Working full time (30 or more hours/week)	01	**CONTINUE**
Working part time (Less than 30 hours/week)	02	**CONTINUE**
Unemployed	03	**GO TO G5**
Student	04	**GO TO G5**
Retired	05	**GO TO G5**
Homemaker	06	**GO TO G5**
Don't Know	98	**GO TO G5**
Refused	99	**GO TO G5**

G4b. What type of work do you do? Probe: What is your occupation? **RECORD RESPONSE**

Don't Know	98
Refused	99

G5. Which of the following broad categories best describes how much income you and other members of your household received in the year ending December 31, 2008? Please include income from all sources such as savings, pensions, rent and employment insurance, as well as wages. **READ LIST**

$20,000 or less	01	
$20,001 to $30,000	02	
$30,001 to $40,000	03	
$40,001 to $50,000	04	
$50,001 to $60,000	05	
$60,001 to $70,000	06	
$70,001 to $80,000	07	
$80,001 to $90,000	08	
$90,001 to $100,000	09	
More than $100,000	10	
Don't Know	98	**GO TO G7a**
Refused	99	**GO TO G7a**

G6. How many people contribute to this household income?

_____ **PEOPLE**

Don't Know	98
Refused	99

G7a. Including yourself, how many people live in your household?

_____**PEOPLE**

IF G7a=01, GO TO G8
ELSE, CONTINUE

G7b. How many people in your household are under 19 years of age?

_____**PEOPLE**

G8. What are the first three digits of your postal code? _____ **RECORD RESPONSE**

Refused	99
Don't Know	98

G9. And, in which community do you reside? **RECORD RESPONSE**

G10. Just in case my supervisor would like to verify that I have conducted this survey, could I please have your first name or initials? **RECORD RESPONSE**

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

Appendix B: Glossary

Presented below is a glossary of terms used throughout this report.

Anglophone/Francophone

Anglophone respondents are those who identify English as their mother tongue, that is, the language they first learned to speak and still understand. Francophone respondents are those who identify French as their mother tongue.

Average

A common method of identifying a single response as representative of an entire range of responses. It is calculated by summing all responses and dividing by the total number of responses. The average tends to be more sensitive to the presence of extreme values.

Canadian Problem Gambling Index (CPGI)

A widely used instrument designed to provide a meaningful measure of problem gambling in the general population, and was the first problem gambling instrument to be tested for reliability and validity prior to its inclusion in community-based health surveys. It consists of three major sections that assess gambling involvement, problem gambling, and the correlates of gambling. The 31-item instrument consists of 9 items which can be scored to create gambling subtypes (*non-gambler, non-problem gambler, low-risk gambler, moderate-risk gambler, and problem gambler*) and produce a prevalence rate for problem gambling. Other items are indicators and correlates of gambling behavior that can be used to develop profiles of gamblers and problem gamblers.

Electronic Poker Tables

A form of poker played without a live dealer. It is played at a table with others, however, the game is run by a computer.

Expenditures

Refers to the amount of money spent out of pocket on gambling activities, not including money that was won and then spent. Yearly expenditures were calculated by first determining a yearly frequency of play for each respondent, from a weekly, monthly or yearly response. The frequency of play was then multiplied by the amount spent on a typical occasion to obtain a yearly expenditure for each respondent. Monthly expenditures were calculated by multiplying the monthly frequency of play by the amount spent on a typical occasion. Totals were calculated by summing the yearly expenditures for each respondent. It is important to note that expenditures include money that was spent out of province as well as within the province.

Gamblers/Non-Gamblers

Gamblers are defined as respondents who have gambled in the past 12 months. *Non-gamblers* are defined as respondents who have not gambled in the past 12 months.

Gambling Prevalence Rate

The percentage of active gamblers in the sample, that is, the percentage of respondents who have gambled at least once in the past 12 months.

Gambling Subtypes

Categories used to in the CPGI to classify responses to the 9 items that determine problem gambling behavior.

Non-problem gamblers: Gamblers who have responded “never” to all 9 items, though frequent gamblers or “professional” gamblers who invest large amounts of time and money may also be classified here. These gamblers probably have not experienced any adverse consequences from gambling and are unlikely to agree with the gambler’s fallacies.

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

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

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

Margin of Error

When results are based on a sample of the entire population, the margin of error is a measure of how *precise* the results are. More specifically, the margin of error is a range in which the true population value is estimated to be. For example, if the margin of error is ±5% and the research indicates that 60% of respondents exercise once a week, this means that the true value in the population is between 55% and 65%. Margins of error that fall at or below 10% are generally considered to be within an acceptable range.

Median

A method of identifying a single response as representative of an entire range of responses. It is the midpoint of responses, that is, it divides the range of responses exactly in half. The median is not generally impacted by the presence of extreme values, therefore, it is sometimes presented along with the average.

New Brunswick Health Zones

New Brunswick is divided into seven health zones established under section 15 of the *Regional Health Authorities Act.*

Health Zone 1: Kent County, excluding the portion of the village of Rogersville lying in Kent County; Albert County; Westmorland County; the community of Rogersville-est lying in Northumberland County.

Health Zone 2: Charlotte County; Saint John County; Kings County; the parishes of Petersville, Hampstead, Wickham, Brunswick and Johnston in Queens County, but excluding the portion of the Village of Cambridge Narrows lying in the parish of Johnston.

Health Zone 3: Queens County, excluding the parishes of Petersville, Hampstead, Wickham, Brunswick and Johnston, but including that portion of the Village of Cambridge Narrows lying in the parish of Johnston; Victoria County, excluding the parishes of Drummond and Grand Falls, but including the portion of the parish of Drummond lying south-east of Salmon River; Carleton County; York County; Sunbury County; the parishes of Ludlow and Blissfield in Northumberland County.

Health Zone 4: Madawaska County; the parishes of Drummond and Grand Falls in Victoria County, but excluding the portion of the parish of Drummond lying south-east of Salmon River; the parishes of Grimmer and Saint-Quentin in Restigouche County.

Health Zone 5: Restigouche County, excluding the parishes of Grimmer and Saint-Quentin; the portion of the village of Belledune lying in Gloucester County.

Health Zone 6: Gloucester County, excluding the portion of the village of Belledune lying in Gloucester County.

Health Zone 7: Northumberland County, excluding the parishes of Ludlow and Blissfield and the portion of the community of Rogersville-est lying in Northumberland County; the portion of the village of Rogersville lying in Kent County.

Outliers

Extreme responses that are removed from the calculation of an average to achieve a more accurate representation of responses. A formula (3 X standard deviation/average) is used to determine outliers and any responses which fall outside of ±3 standard deviations from the original average are removed.

Problem Gambling Prevalence Rate

The percentage of problem gamblers in the sample, that is, the percentage of respondents who obtained a score on the CPGI which classified them as problem gamblers.

Regular Gamblers/Casual Gamblers

Regular gamblers are defined as gamblers who have gambled at least once a month on at least one gambling activity. *Casual gamblers* are defined as gamblers who have gambled less than once a month on all identified gambling activities.

Respondents

Adult residents of New Brunswick (aged 19 years and older) who completed the 2009 New Brunswick Gambling Prevalence Study.

South Oaks Gambling Screen (SOGS)

An instrument designed to assess the presence of pathological gambling, and was commonly used before the implementation of the CPGI. It consists of 20 items which are scored to determine the presence of pathological gambling.

Statistical Significance

A statistical test of proportions that allows one to say with confidence that any apparent difference between two percentages drawn from different populations is “statistically real” or “significant”. What may seem to be a difference between percentages may simply be the result of sampling error or the margin of error associated with the sample size and not a real or significant difference in the study results.

Stratified Sampling

A method of sampling used to allow for detailed analysis for subgroups of interest. In stratified sampling, sizes of the subgroups (or strata) do not reflect their relative proportions in the population.

Weighting

A procedure used to ensure that a sample of respondents is representative of the overall population from which it was gathered. A formula (pop %/sample %) is used to calculate values which are applied to the data to ensure that sample proportions reflect actual population proportions.