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COA-24-CV-0185

COURT OF APPEAL FOR ONTARIO

IN THE MATTER OF A REFERENCE to the Court of Appeal pursuant to section 8 of the Courts of Justice Act, RSO 1990, c. C.34, by Order-in-Council 210/2024 permitting international play in an online provincial lottery scheme

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MOTION RECORD
TO ADDUCE EVIDENCE

Volume 1 of 2

June 21, 2024

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COURT OF APPEAL FOR ONTARIO

IN THE MATTER OF A REFERENCE to the Court of Appeal pursuant to section 8 of the *Courts of Justice Act*, RSO 1990, c. C.34, by Order-in-Council 210/2024 permitting international play in an online provincial lottery scheme

NOTICE OF MOTION

The Attorney General of British Columbia will make a motion to the court on Friday, July 5, 2024, at 10:00 a.m., or as soon after that time as the motion can be heard, at 130 Queen Street West, Toronto, pursuant to the Endorsement issued May 3, 2024, by van Rensburg J.A. and the Court's direction by letter dated June 19, 2024.

PROPOSED METHOD OF HEARING: The motion is to be heard orally by video conference and has been made returnable on July 5, 2024, by Order of van Rensburg J.A.

THE MOTION IS FOR leave to supplement the record before the Court with affidavit evidence containing the following:

1. The Affidavit #2 of Sam MacLeod, made June 20, 2024, and consisting of:

   (a) A description of British Columbia's lottery scheme via the BC Lottery Corporation (under Part 2 of the *Gaming Control Act*, SBC 2002, c 14) including a description of the individual and social harms associated with gaming and the "responsible gaming" initiatives that have been implemented to mitigate those harms in British Columbia;

   (b) An identification of some of the challenges for British Columbia that have arisen since Ontario's introduction of the iGaming model, including:

      i. gambling advertising directed at British Columbia's residents, which directs them to international gaming sites, including sites run by internationally based "Operators" licensed by Ontario;

      ii. the proliferation of gambling advertising by Ontario-licensed Operators, which is viewed by British Columbia's residents;

iii. British Columbia's residents are often directed to international gaming sites by Ontario-licensed Operators directly from iGaming Ontario's websites;

iv. Ontario-licensed Operators' international affiliate sites do not exclude British Columbians from gambling on their sites;

v. Ontario-licensed Operators' international affiliate sites often do not connect British Columbians with the supports offered by British Columbia to its residents, which potentially exacerbates the harms associated with gambling.

2. The Affidavit #2 of Rebecca Hill, made June 21, 2024, attaching as an exhibit an expert report authored by professor I. Nelson Rose, in which Professor Rose provides opinions on: 1) general regulatory differences across the world in respect of the regulation of gambling and related issues; 2) differences between Ontario's proposed regulatory approach and the regulatory approaches cited as comparable examples at para. 24 of the Affidavit #1 of George Sweny, tendered by the Attorney General of Ontario; and 3) whether it will be possible for Ontario's proposed model to "exclude funds from players located in other jurisdictions in Canada", as asserted at para. 21 of Mr. Sweny's affidavit.

(the "Proposed Evidence")

THE GROUNDS FOR THE MOTION ARE:

1. The Proposed Evidence is relevant and material to the reference question that has been posed by the Government of Ontario in these proceedings.

2. The addition of the Proposed Evidence to the record before the Court ought not to result in any delay or additional expense to the Attorney General of Ontario (or any other party). As such, the Proposed Evidence meets the test of proportionality, in that its probative value outweighs any expense and delay that may result from calling it.

JURISDICTION: The Honourable Justice van Rensburg has jurisdiction to hear this motion, which is returnable July 5, 2024, pursuant to the May 3, 2024 Endorsement of the Honourable Justice van Rensburg and the subsequent letter from the Court dated June 19, 2024, confirming the hearing date.

THE FOLLOWING DOCUMENTARY EVIDENCE will be used at the hearing of the motion:

1. Affidavit #2 of Sam MacLeod, dated June 20, 2024;

2. Affidavit #2 of Rebecca Hill, dated June 21, 2024; and

3. Any additional evidence that the Court may permit.

June 21, 2024

Robert Danay, Counsel for the Attorney General of British Columbia

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IN THE MATTER OF A REFERENCE to the Court of Appeal pursuant to section 8 of the Courts of Justice Act, RSO 1990, c. C.34, by Order-in-Council 210/2024 respecting expanding iGaming to include players located outside Ontario

Court of Appeal File No.: COA-24-CV-0185

COURT OF APPEAL FOR ONTARIO

Proceedings commenced at Toronto

NOTICE OF MOTION TO ADDUCE EVIDENCE

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COA-24-CV-0185

COURT OF APPEAL FOR ONTARIO

IN THE MATTER OF A REFERENCE to the Court of Appeal pursuant to section 8 of the Courts of Justice Act, RSO 1990, c. C.34, by Order-in-Council 210/2024 permitting international play in an online provincial lottery scheme

AFFIDAVIT OF SAM MACLEOD

I, SAM MACLEOD, of 910 Government Street, Victoria, British Columbia, AFFIRM THAT:

1. I am the Assistant Deputy Minister and General Manager of the Gaming Policy and Enforcement Branch, which is responsible for regulating gaming in the Province of British Columbia. As such, I have personal knowledge of the facts and matters described in this affidavit.

Gambling in British Columbia

2. The British Columbia Lottery Corporation (the "lottery corporation") is established under the *Gaming Control Act*, R.S.B.C. 2002, c. 14 ("*GCA*") and is responsible for conducting and managing gaming on behalf of the Government of British Columbia. The lottery corporation is a Crown Corporation and an agent of the government. The lottery corporation's net income in each fiscal year is paid into the government's consolidated revenue fund.

3. All commercial gaming in British Columbia operates under the lottery corporation's control. This includes the sale of lottery products, the operation of gaming facilities (i.e., casinos, community gaming centres, and commercial bingo halls), and the operation of online gaming on the lottery corporation's PlayNow.com website.

4. The lottery corporation's PlayNow.com website is the only regulated online gambling platform in British Columbia. PlayNow.com first launched in 2004, and now offers a range of gambling products to players, which include:

   - Lottery games (e.g., Lotto Max, Lotto 6/49, and Keno)
   - Casino games, including Live Casino (e.g., slots, roulette, baccarat, and blackjack)
   - Sports betting, including live in-game betting
   - Novelty betting
   - Poker
   - Bingo

5. The lottery corporation geographically restricts access to PlayNow.com to players who are physically located in British Columbia.

6. The Gaming Policy and Enforcement Branch ("GPEB") is established under the GCA and is responsible for the overall integrity of gaming and horse racing in British Columbia. GPEB provides regulatory oversight of commercial gambling conducted and managed by the lottery corporation, all gaming service providers and gaming workers, licensed gaming events, and horse racing.

7. GPEB is a branch within a government ministry and is directed by a general manager who is also an Assistant Deputy Minister. The powers, duties, and responsibilities of the general manager are set out in the GCA. The general manager is responsible for enforcing the GCA, and under the direction of the Minister, must develop, manage, and maintain the government's gaming policy.

Problem Gambling Prevalence

8. For most players, gambling is a fun entertainment activity. However, some players, including online gamblers, experience harm from gambling.

9. The last general population study on problem gambling prevalence in British Columbia was completed in 2014 and is attached to this affidavit as **Exhibit "A"**. The study found that 3.3 percent of British Columbia adults (approximately 125,000 people) are at high or moderate risk for problem gambling.

10. In 2020, GPEB and the lottery corporation contracted researchers to conduct a study of online problem gambling among adults in British Columbia. The British Columbia Online Problem Gambling Prevalence Study is attached to this affidavit as **Exhibit "B".** The study surveyed an online panel of 4,079 adult British Columbians between February and March 2020. An online panel was used as the research methodology to sample enough online gamblers and problem gamblers to obtain meaningful results. The study found that 24 percent of online gamblers are at high-risk of experiencing problem gambling, as opposed to nine percent of all gamblers who are at high-risk of problem gambling.

Responsible Gambling Measures and Problem Gambling Treatment Services in British Columbia

11. Under s. 27 (2) (d) of the *GCA*, the general manager may establish public interest standards for gaming operations, including but not limited to extension of credit, advertising, types of activities allowed and policies to address problem gambling at gaming facilities.

12. Under s. 28 of the *GCA*, the general manager may issue directives to the lottery corporation on matters specified, but not limited to, those within this provision. The lottery corporation must comply with the directives of the general manager.

13. The general manager has established Responsible Gambling Standards for Internet Gambling Conducted by the BC Lottery Corporation (the standards) and has issued a directive to the lottery corporation to require compliance with the standards, which are attached to this affidavit as **Exhibits "C"** and **"D"**, respectively.

14. In accordance with the standards, the lottery corporation has links to responsible gambling information displayed through its GameSense brand and accessible on all main pages of

PlayNow.com. GameSense includes information about how games work, tools to manage play, including deposit limits and time management tools, information on how players can enroll in the lottery corporation's voluntary self-exclusion program called 'Game Break', and access to support services through the lottery corporation's GameSense Advisors or GPEB's Gambling Support BC program. Screenshots of information available on PlayNow and through GameSense are attached to this affidavit as **Exhibit "E"**.

15. GameSense Advisors are lottery corporation staff who are trained to educate players about how games work, encourage healthy play behaviours like setting limits, support players who want to sign up for the lottery corporation's Game Break program and make referrals to treatment services with GPEB's Gambling Support BC program.

16. The lottery corporation's Game Break program allows individuals to voluntarily self-exclude themselves from gambling for six months, one year, two years, or three years. Individuals are able to sign up virtually with the support of a GameSense Advisor or self-enroll through their PlayNow.com account. At the time of sign up, the lottery corporation provides information about and referrals to GPEB's Gambling Support BC program. Once sign up is complete, the lottery corporation closes the individual's PlayNow.com account, and the individual cannot play online or attend at land-based gaming facilities (i.e., casinos, community gaming centres, and commercial bingo halls) in British Columbia for the duration of the exclusion period.

17. GPEB's Gambling Support BC program delivers free prevention, outreach, and treatment services. Outreach support workers are available anonymously to help people explore self-help tools, community resources, and other Gambling Support BC services. Gambling Support BC delivers free counselling services in multiple languages across British Columbia to any resident struggling with their own or a family member's gambling.

Online Gambling in Ontario

18. The Ontario Lottery and Gaming Corporation conducts and manages gaming in Ontario. It launched PlayOLG.ca in January 2015. The site included casino-style games and lottery tickets sales. Since that time, PlayOLG.ca has increased its gambling product offerings,

and the platform merged with OLG.ca in October 2020. It now offers lottery games, casino games, including Live Casino, and sports betting.

19. The Alcohol and Gaming Commission of Ontario (AGCO) has regulatory oversight of gaming conducted and managed by the Ontario Lottery and Gaming Corporation and the companies and people registered with AGCO and authorized to operate in Ontario.

20. iGaming Ontario was formed in July 2021 as a lottery subsidiary of the AGCO that has responsibility for conducting and managing lottery schemes offered through a gaming site operated by a supplier that is registered by AGCO.

21. iGaming Ontario's platform launched in April 2022.

22. Players in Ontario are currently able to access 77 different online gambling websites offered by Operators through iGaming Ontario ("iGO sites").

23. iGaming Ontario does not manage a centralized and coordinated self-exclusion program to allow players to exclude themselves from all online Operator platforms. However, Operators are required to have their own self-exclusion program that meets the requirements set by AGCO.

Unregulated Online Gambling Sites Operating in British Columbia

24. Many of Ontario's Operators have international affiliate sites where British Columbia residents can play despite being unregulated in British Columbia and Ontario.

25. iGaming Ontario Operators only permit individuals located in Ontario to play on their gambling websites. However, when British Columbia residents access Ontario-based sites, some Operators redirect British Columbians to their international affiliate sites, even when they are accessed directly from iGaming Ontario's site. Examples are provided in **Exhibit "F"**, attached to this affidavit.

26. In December 2023, GPEB Investigators, Chris PAPP and Elizabeth BARRY, conducted a review of iGaming Ontario Operators as listed on iGaming Ontario's website, and their findings were reported to me on December 21, 2023. The GPEB investigators found that when a British Columbia resident clicked on the Operator Website from the iGaming Ontario website, 18 of 77 Operator websites displayed a banner or pop-up window providing an option for the user to be redirected to an international affiliate website. The international sites indicated they were owned by a different company than the company that owned and operated the iGaming Ontario website. For example, three of the sites owned by ElectraWorks Maple Limited (partysports.ca, partycasino.ca, and partypoker.ca) redirected the GPEB investigators to .com sites and the sites stated they were managed and operated by ElectraWorks Limited and were licensed by the Kahnawake Gaming Commission.

27. Investigator PAPP and Investigator BARRY also found that only 2 of 77 Operator websites geographically restricted access to their Ontario and international websites from British Columbia residents.

28. Some of Ontario operators' affiliate sites are branded with Canadian content, which may cause confusion among British Columbia residents about whether the sites are regulated in British Columbia. For example:
    - Come On's Ontario site is www.comeon.com/on while its site for Canada is www.comeon.com/ca. Come On's Canada site states, "…playing online casino games and betting on sportsbook events is not prohibited for Canadian residents. Therefore, enjoying our versatile choice of casino games is absolutely legal for all players that visit our platform from Canada."
    - Jackpot City Casino's Ontario site is www.jackpotcity.ca while its site for Canada is www.jackpotcity.com/ca. Jackpot City's Canada site includes statements such as "best online casino experiences in Canada" and "bigger payouts than almost any online casino in Canada".
    - Party Casino's Ontario site is www.on.partycasino.ca/en-ca while its site for Canada is https://casino.partycasino.com/en-ca. Its Canada site specifies "Best Canadian Slots".

Screenshots of these websites are attached to this affidavit as **Exhibit "G"**.

29. On October 10, 2023, NorthStar Gaming Holdings Inc., which operates the iGO site www.NorthStarBets.ca, announced plans to expand NorthStarBets.com to provinces across Canada. The announcement is attached to this affidavit as **Exhibit "H"**. The announcement appeared on the website https://www.northstargaming.ca/, and features a direct quote from Michael Moskowitz, Chair and CEO of NorthStar Gaming, about the planned expansion, noting a step to "become a national brand" as a "Canadian company". However, I understand from correspondence with Mr. Moskowitz that while NorthStar Gaming Holdings operates northstarbets.ca as an iGO site that is only open to Ontarians, NorthStar Gaming Holdings merely "provides services" to another entity that "operates" northstarbets.com.

30. While the companies that operate Ontario Operator websites differ from those that operate international affiliate websites, they are often part of the same ownership group. For example, Super Group (SGHC) Limited is the ownership group of Cadway Limited, Betway Limited, Cadtree Limited, Baytree (Alderney) Limited, and Baytree Interactive Limited. Cadway Limited operates Ontario's Betway website while Betway Limited operates the international Betway website that British Columbia residents can access. Cadtree Limited operates Ontario's Royal Vegas and Jackpot City websites while Baytree Limited operates the international Royal Vegas site and Baytree Interactive Limited operates the international Jackpot City website. Attached to this affidavit, **Exhibit "I"** shows Super Group (SGHC) Limited's subsidiary companies as filed with the United States Securities and Exchange Commission on April 27, 2023, and **Exhibit "J"** provides screenshots of company information from the Ontario and international websites of Betway, Royal Vegas, and Jackpot City.

31. It is my understanding that AGCO does not require international affiliate websites to cease operations in other Canadian provinces in order for the Ontario Operators to be registered with AGCO and remain in good standing in Ontario. My understanding is based on conversations with AGCO's former CEO and Registrar, Tom Mungham, and correspondence with AGCO's current CEO and Registrar, Dr. Karin Schnarr. For example,

after I wrote to Dr. Schnarr regarding NorthStar's announced expansion across Canada, she indicated that "the AGCO does not make determinations of non-compliance with the laws of another province, nor does it determine whether a criminal offence has taken place. Any finding, however, that an Ontario registrant, or related person to that registrant, has failed to comply with British Columbia law would be of significant interest."

Online Gambling Advertising in British Columbia

32. Since the launch of iGaming Ontario's platform, there has been a proliferation of television advertising for online gambling websites offered by iGaming Ontario's Operators. As these advertisements appear on national broadcasts, they are regularly viewed by British Columbia residents, particularly during broadcasts of professional sporting events. These advertisements are branded with iGaming Ontario's logo, and indicate they are available to players in Ontario only. Attached to this affidavit as **Exhibit "K"** are examples of television advertisements for iGaming Ontario Operators that appear on networks seen in British Columbia.

33. Additionally, British Columbia residents see advertisements for iGaming Ontario Operators and affiliated .net sites while watching professional sports on television. Attached to this affidavit as **Exhibit "L"** are examples of advertisements that can be seen on television during NHL games broadcast in British Columbia.

34. Some websites that are affiliated with Ontario Operators have begun advertising in physical locations within British Columbia. Attached to this affidavit as **Exhibit "M"** is an example of a flyer mailed to Vancouver Island and Lower Mainland residents featuring an advertisement for Leo Vegas, which is an Ontario Operator, and a quick response (QR) code that directs individuals to Leo Vegas's international gambling website. Attached to this affidavit as **Exhibit "N"** are examples of other advertisements for Ontario Operators' international affiliate websites, including Bet Rivers, Bet 99, the Score, and 888 Casino, which have been found in bars, sports arenas, and on billboards in British Columbia.

35. Some of Ontario Operators' international affiliate websites advertise their free-to-play .net sites, including Betway (**Exhibit "L"**), 888 Casino (**Exhibit "N"**), and Jackpot City. Jackpotcity.net has advertised its site on the local Okanagan, British Columbia radio station 100.7 FM, which was heard by GPEB Investigator Elizabeth BARRY on January 27, 2024 at approximately 12:20pm and has been reported to me.

36. Most free-to-play websites have prominent links to their pay-play-sites and may send promotional material to players for their pay-to-play sites.

37. GPEB has conducted an investigation into activities carried out by Bet 99 within British Columbia, which included advertisements at a sporting arena and a local Vancouver Island television station (CHEK TV) in fall 2023. Bet 99 is an international affiliate site of an Ontario Operator.

38. On November 2, 2023, General Counsel for Bet99, provided GPEB's Enforcement Division with information asserting Bet99's activities in BC are solely for the purpose of building brand awareness by promoting Bet99.net as a free-to-play site, sponsoring and supporting BC based charitable organizations, and providing sports gaming education to individuals aged 19 years or older.

39. However, GPEB investigators found several instances of marketing and promotional material with the Bet99 logo appearing absent any .net markings. On October 8th, 2023, at Canlan Sports Scotia Barn in Burnaby, investigators observed advertisements for Bet99 on the ice rink boards absent any .net markings. On October 26th, 2023, investigators noted that six of the 8 rinks had Bet99 advertisements on the ice rink boards absent any .net markings. That day investigators also observed several flyers and banners advertising Bet99 at the arena, both with and without .net markings.

40. In late 2023, GPEB investigators located in BC registered for a free-to-play account on Bet99.net and successfully logged in to the free-to-play site. On November 9, 2023, the GPEB investigators received an email containing promotional material that contained direct links to the Bet99.ca website. Clicking on the links in the email then redirected them to Bet99.com, the pay-to-play site. The Bet99.com website was not geographically

restricted and the GPEB investigators were able to register to participate in online gambling.

41. On January 10, 2024, investigators viewed video content on the Bet99.net website. All the videos they viewed featured the Bet99 logo absent any .net markings. The video content provided information about sports betting odds.

42. Additionally, an online job posting for Bet99 from December 2023 indicated that Bet99 was seeking a marketing employee “for Western Canada with a focus on BC” to join “Canada's Premiere Online Sportsbook and Casino” that is “exponentially growing” their customer base.

Impacts of Unregulated Online Gambling in British Columbia

43. The proliferation of online gambling advertising in British Columbia by websites that are unregulated in British Columbia but are affiliated with iGaming Ontario Operators has likely contributed to confusion among British Columbia players about the regulated online gambling market in British Columbia. Players may recognize a brand they have seen advertised within British Columbia or on a national broadcast and because they are able to access international gambling websites, they may be unaware that they are gambling on websites that are not regulated in British Columbia.

44. GPEB receives inquiries and complaints from British Columbia residents about international affiliate websites of iGaming Ontario Operators. Examples are attached to this affidavit as **Exhibit “O”**. These British Columbia residents are unaware that GPEB does not have regulatory oversight of online gambling websites that operate in British Columbia other than the lottery corporation’s PlayNow.com site.

45. International affiliate websites of iGaming Ontario Operators permit individuals 18+ to gamble on their sites. Examples are attached to this affidavit as **Exhibit “P”**. In British Columbia, the lottery corporation and its contracted services providers must not sell lottery tickets to a minor or permit a minor to participate in gaming. A minor is anyone under the age of 19 in British Columbia.

46. If they experience harm from gambling, British Columbia residents who play on multiple international gambling websites do not have access to a comprehensive voluntary self-exclusion program as they would through the lottery corporation's voluntary self-exclusion program for the online and land-based gambling in British Columbia.

47. The British Columbia Online Problem Gambling Prevalence Study (**Exhibit "B"**) found that individuals who gamble online are at higher risk of experiencing problem gambling. While the international online gambling websites affiliated with iGaming Ontario Operators generally have responsible gambling features and information about supports if a player is experiencing harm from gambling, they often do not prominently display this information. Therefore, these websites would not meet British Columbia's Internet Responsible Gambling Standards provided in **Exhibit C**. British Columbia residents who play on international gambling websites and experience harm from gambling are not easily directed to free, local treatment services delivered by GPEB's Gambling Supports BC program. While it is possible to find information, accessing it often requires users to search through multiple pages and access third-party sites. Attached to this affidavit, **Exhibit "Q"** provides examples of the steps users must take to access information about Gambling Supports BC services from some international online gambling websites affiliated with iGaming Ontario Operators.

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Impact of Permitting International Betting Liquidity

48. GPEB is concerned that an interpretation of the *Criminal Code* that would permit international player liquidity would further exacerbate the impacts of unregulated online gambling in British Columbia by further incentivizing international gambling websites affiliated with Ontario Operators to advertise and acquire players from British Columbia.

AFFIRMED BEFORE ME at Toronto, Ontario, on June 20, 2024	
A commissioner for taking affidavits for Ontario JACQUELINE HOUSTON (85990N)	**Sam MacLeod**

malatest
Program Evaluation & Market Research

2014 BRITISH COLUMBIA PROBLEM GAMBLING PREVALENCE STUDY

Gaming Policy and Enforcement Branch

Ministry of Finance

This is **EXHIBIT "A"** referred to in the affidavit of Sam MacLeod affirmed before me at Toronto, Ontario this 20th day of June 2024

....
A Commissioner for taking Affidavits Within the Province of Ontario

FINAL REPORT

Submitted by:

R.A. Malatest & Associates Ltd.

October 2014

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Executive Summary

Background

The Gaming Policy and Enforcement Branch of the Ministry of Finance contracted with R.A. Malatest & Associates Ltd., a program evaluation and market research firm, to conduct a study measuring the prevalence of adult participation in gambling and adult problem gambling in B.C. The 2014 study is the fifth such study to be conducted since 1993 to establish the prevalence of adult problem gambling in the province. The previous prevalence study was released in 2008.

The main objectives of this report are to provide estimates of gambling and problem gambling prevalence in British Columbia and, where appropriate, to compare these results to the 2008 study. Understanding gambling participation and problem gambling prevalence helps inform the development of effective policies and programs related to responsible and problem gambling. The government delivers free information, support, and treatment services through the Gaming Policy and Enforcement Branch's Responsible and Problem Gambling Program (the Program). This research will inform the Program's services in the areas of problem gambling prevention, education, treatment, and future research projects.

Methodology

The 2014 Problem Gambling Prevalence Study included telephone and online survey activities resulting in a total of 3,058 survey completions with adult residents of B.C., and a minimum of 600 completions per B.C. health authority region (i.e., Fraser, Interior, Island, Northern, and Vancouver Coastal). To the extent possible, methodological considerations and population estimation approaches were based on those used for the 2008 survey study in order to make comparisons over time. As such, the current study shares all of the methodological rigor and limitations attributed to the previous survey study. Respondents were selected using a random sample of B.C. telephone numbers, and data have been weighted to be representative of age and gender by health region.

Problem gambling behaviour is commonly measured by a scoring instrument called the Canadian Problem Gambling Index (CPGI).[i] In accordance with the CPGI, the following definitions and criteria have been used throughout this report:

Non-Gamblers

- Individuals who have not gambled in the past 12 months.

Gamblers

- Individuals who have participated in at least one gambling activity in the past 12 months. Gamblers are classified as:

  Non-Problem Gamblers
  - CPGI Score of 0. These individuals have no problems with gambling.

  At-risk Gamblers
  - **Low-risk Problem Gamblers** – CPGI Score of 1 to 2. These individuals have few or no identified negative consequences as a result of gambling.

Problem Gamblers

- **Moderate-risk Problem Gamblers** – CPGI Score of 3 to 7. These individuals have some negative consequences as a result of gambling.
- **High-risk Problem Gamblers** – CPGI Score of 8 or more. These individuals experience significant negative consequences as a result of gambling and may experience a loss of control.

Throughout the report the term "**problem gamblers**" refers to all moderate-risk and high-risk problem gamblers. The term "**at-risk/problem gamblers**" refers to low-, moderate-, and high-risk problem gamblers.

Gambling Prevalence

Overall gambling participation in British Columbia remained unchanged since the 2008 study.

Nearly three-quarters (72.5%) of adult British Columbians have participated in at least one gambling activity in the past 12 months. This is the same percentage as reported in the 2008 study (73%[ii]).

B.C. gamblers participated in more types of gambling activities.

The 2014 study found that participation in individual gambling activities increased for 9 of the 12 surveyed gambling activities relative to the 2008 study. The largest percentage point increase was in participation in lottery games (+23% points), followed by playing charity raffles, (+14% points), gambling at a casino (+3% points), betting on the outcome of a sports or other event (+3% points), purchasing speculative stock (+3% points), playing bingo (+1% point) betting on a horse race (+1% point), participating in Internet gambling (+1% point; estimates should be considered with caution due to the small number of Internet gambler respondents), and playing sports lottery games (1% point).

Lottery games were the most played and favourite gambling activity of B.C. residents.

The largest proportion of B.C. gamblers reported playing lottery, Scratch & Win, Keno or Pull-Tabs (81.6%), and 43.6% of B.C. gamblers stated that this was their favourite gambling activity.

Higher income levels continued to be related to gambling participation.

Survey respondents with annual household incomes of $100,000 or more (79.3%) or $50,000 to $100,000 (78.2%) were significantly more likely to have gambled in the past year than respondents with annual household incomes of $30,000 to $50,000 (68.9%) or less than $30,000 (69.2%).

Young adults were significantly less likely to have participated in gambling activities than other age groups.

Respondents 18 to 24 years of age were the least likely to report having gambled in the past year (61.9%), followed by respondents who were 65 years of age and older (70.8%) and respondents who were 25 to 34 years of age (73.9%). Respondents in the 35 to 64 years of age category were the most likely age group to have gambled in the past year. (75.1%)

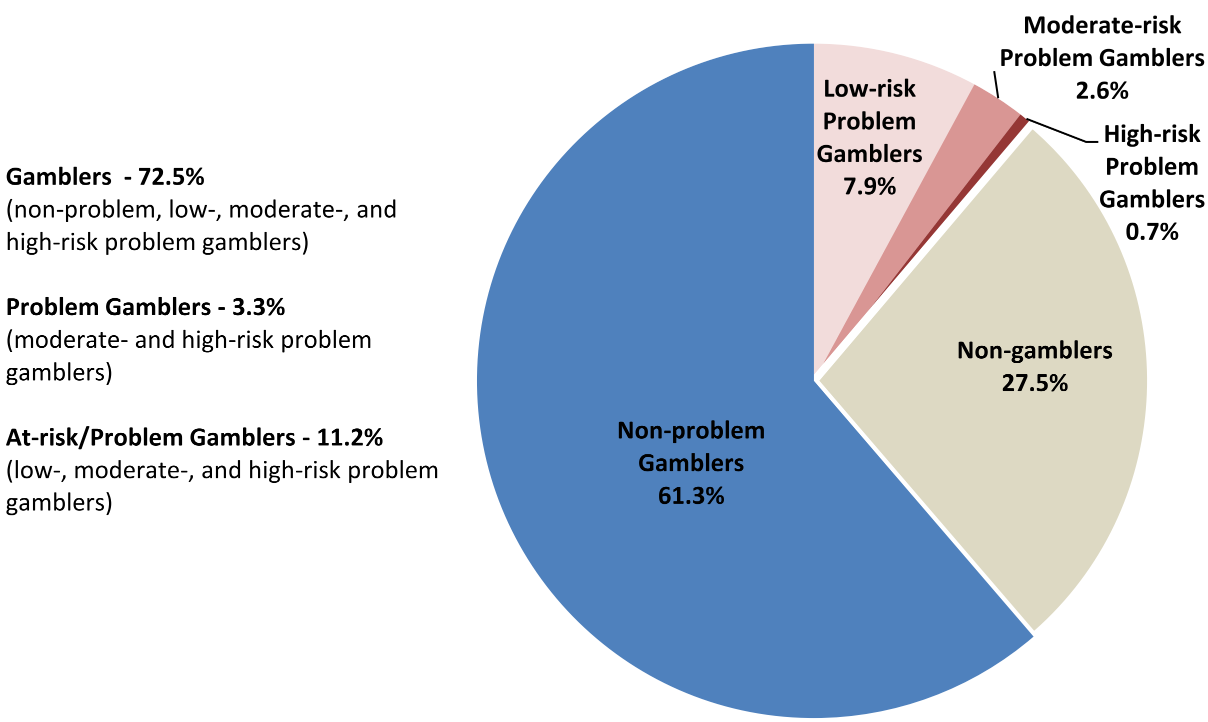
Problem Gambling Prevalence

Problem gambling prevalence has declined since the 2008 study.

Moderate- and high-risk problem gamblers made up an estimated **3.3% of adult British Columbians**, including 2.6% moderate-risk problem gamblers and 0.7% high-risk problem gamblers. This represents an estimated 125,000 people considered to be problem gamblers. There has been a decline in problem gambling prevalence since the 2008 study when 4.6% of the population (an estimated 159,000 individuals) was classified as high- and moderate-risk problem gamblers.

In addition to problem gamblers, 7.9% of the adult population is estimated to be at low-risk for problem gambling, bringing the total percentage of the population that is at risk for problem gambling to 11.2%. The figure below shows the distribution of non-gamblers, non-problem gamblers, and at-risk/problem gamblers in B.C.

Distribution of Gambler Types and Non-Gamblers in British Columbia



The decline in problem gambling prevalence reflects a trend that has been observed both nationally and internationally, and most gambling jurisdictions have seen declining problem gambling prevalence rates.[iii] Additionally, it is important to bear in mind that the shifting landscape of gambling from physical venues, such as casinos, to Internet sites may impact prevalence estimates obtained through common telephone surveying approaches. To more thoroughly account for changes in problem gambling prevalence related to Internet gambling, other research methodologies (e.g., panel studies) would be required.

Some groups showed higher risk for problem gambling than their demographic counterparts.

Young adults **18 to 24 years of age** were more likely than other age groups to experience problem gambling. Although young adults 18 to 24 years of age were the least likely age group to gamble, they were most likely to experience problem gambling relative to other age groups. Among 18 to 24 year olds, 7.3% were classified as problem gamblers, and 18.4% were classified as at-risk/problem gamblers.

Individuals of **Aboriginal, Inuit, or Métis ethnic origins** were more likely than other ethnic groups to experience problem gambling. Among the general population, 5.5% of individuals with Aboriginal, Inuit, or Métis ethnic origins were classified as problem gamblers, and 23.7% were classified as at-risk/problem gamblers.

Individuals of **Southern Asian ethnic origins** were more likely than other ethnic groups to experience problem gambling. Among the general population, 8.0% of individuals of Southern Asian descent were classified as problem gamblers, and 17.2% were classified as at-risk/problem gamblers.

Individuals with **low household incomes** were more likely than other income groups to experience problem gambling. Although individuals with higher household incomes (more than $50,000) were more likely to participate in gambling, low-income individuals (household incomes of less than $30,000) were more likely to be problem gamblers. Among the general population, 7.6% of individuals with low household incomes were classified as problem gamblers, and 18.9% were classified as at-risk/problem gamblers.

At-risk/problem gamblers were significantly more likely to experience a mental health issue than non-problem gamblers.

Over one-third (36.4%) of at-risk/problem gamblers (low-, moderate-, and high-risk) reported that they had experienced a mental health issue while only 13.5% of non-problem gamblers reported experiencing a mental health issue. Mental health issues included in the study were mood disorders (such as depression or bi-polar disorder), anxiety disorders, consideration of committing suicide, or suicide attempt. At-risk/problem gamblers were significantly more likely to have considered committing suicide (17.9%) than non-problem gamblers (5.9%), and were significantly more likely to have attempted suicide (7.1%) than non-problem gamblers (2.6%).

At-risk/problem gamblers were significantly more likely to report using drugs or alcohol while gambling.

Over one-third (34.7%) of at-risk/problem gamblers (low-, moderate-, and high-risk) reported using drugs or alcohol while gambling compared to 19.2% of non-problem gamblers.

At-risk/problem gamblers were significantly more likely than non-problem gamblers to participate in a diversity of gambling activities.

At-risk problem gamblers were significantly more likely than non-problem gamblers to participate in the following gambling activities:

- Gambling at a casino (50.4% vs. 23.9%);
- Gambling during a private game/event (31.9% vs. 20.5%);
- Gambling on the outcome of a sports event (23.6% vs. 10.3%);

- Gambling via short-term speculative stock/commodity purchasing (15.4% vs. 6.3%);
- Gambling while playing bingo (13.9% vs. 4.2%);
- Gambling on a sports lottery game (9.4% vs. 3.0%);
- Gambling while at a poker tournament (9.1% vs. 2.9%);
- Gambling on the Internet, using either regulated or unregulated sites (7.0% vs. 3.1% - estimates should be considered with caution due to the small number of Internet gambler respondents); and
- Gambling via electronic gaming machines outside of a casino (unavailable in B.C. except online) (6.4% vs. 2.7%).

Public Awareness of Problem Gambling Services

While B.C. problem gambling counselling services appealed to almost three-quarters of respondents to the 2014 survey study, awareness of services has declined since the 2008 study.

Nearly three-quarters (72.8%) of 2014 study respondents affirmed that they would use B.C. government problem gambling counselling services if they were to experience any gambling-related problems. Yet only about one-third (35.8%) of survey respondents reported awareness of free problem gambling counselling services available in B.C., which represents a decrease in awareness of free counselling services from the 46% of respondents who reported awareness of services in the 2008 study.

Fewer respondents reported awareness of the toll-free help line in the 2014 study than in the 2008 study.

One-half of the 2014 study respondents (50.5%) reported awareness of the toll-free help line, while two-thirds (66%) reported awareness of the toll-free help line in the 2008 study. Respondents of Eastern and Southern Asian descent (61.8% and 69.2% respectively) were significantly more likely to be unaware of the toll-free problem gambling help line in the 2014 study than Canadian (41.4%) , European (47.9%), and Aboriginal, Inuit, or Métis (30.4%) ethnic groups.

Public Attitudes toward Gambling

Most British Columbians reported not being adversely affected by gambling and feel they have sufficient information to identify a gambling problem.

The majority of survey respondents indicated that gambling was not a problem for their families (92.8%), that they had sufficient information to identify a gambling problem (87.7%), and that they had never experienced problems as a result of someone else's gambling (86.8%).

In the 2014 study, most adult British Columbians viewed problem gambling as an addiction.

Approximately 89.8% of survey respondents reported that gambling problems should be treated *like any other addiction*.

Since the 2008 study, British Columbians have not changed their opinion regarding the effects of legalized gambling on society.

Almost one-half (46.8%) of 2014 study respondents reported that the effect of legalized gambling on society was *about equally good and bad*, over one-third felt that the effect was *bad* or *very bad* (41.2%), and less than one-tenth felt that the effect was *good* or *very good* (9.3%). The proportion of respondents expressing these sentiments was similar to the 2008 study with 43% of respondents reporting *bad* or *very bad* effects and 10% reporting *good* or *very good* effects.

British Columbians said winning, entertainment, and excitement were the main benefits that individuals experience as a function of gambling.

Winning was the most commonly cited benefit that individuals receive from gambling by survey respondents in the 2014 study (32.9%). Young adults, 18 to 24 years of age, (44.0%) were significantly more likely to cite winning/financial gain as a main benefit that individuals receive from gambling than respondents over 35 years of age (30.1%).

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Appendix

Section 1: Introduction the B.C. Problem Gambling Prevalence Study

1.1 B.C. Problem Gambling Prevalence Study Background

The 2014 Problem Gambling Prevalence Study was the fifth study commissioned by the Government of British Columbia (the province) to establish the prevalence of adult problem gambling in the province. Previous Problem Gambling Prevalence Study surveys were administered in 1993, 1996, 2003, and 2007. The most recent study (published in January 2008) revealed that the existence of moderate problem gambling in the B.C. population was at 3.7% and severe problem gambling was at 0.9%.[iv]

R.A. Malatest & Associates Ltd. (Malatest), a program evaluation and market research firm, was contracted by the Government of British Columbia to develop and administer a survey study and prepare a report outlining findings of gambling prevalence and problem gambling prevalence among residents of British Columbia, as well as public perceptions of gambling and awareness of services to assist problem gamblers. This type of population research provides important information for the development of effective programs and services related to responsible and problem gambling.

Through the Responsible & Problem Gambling Program of the Gaming Policy and Enforcement Branch, the Government of British Columbia delivers free information, support, and treatment services to promote informed choices and healthy behaviours regarding gambling participation. The following list provides an overview of these services:

- Public Education – delivered in schools and communities across the province and online through the B.C. Responsible Gambling website;[v]
- Staff in Casinos – contracted by the Responsible & Problem Gambling Program to provide information to players about how games work, dispel commonly held myths about gambling, provide information about responsible play, and offer support to players who may be in distress;
- The Problem Gambling Help Line – operates 24-hours a day, seven days a week to provide British Columbians with free information, crisis-counselling, and referral services in several languages; and
- Counselling and Treatment Services – delivered free of charge to individuals and families seeking help with gambling addiction. The program served 1,673 people last year.

1.2 Defining Problem Gambling

Gambling is defined by the Canadian Public Health Association as "risking money or something of value on the outcome of an event involving chance when the probability of winning or losing is less than certain."[vi] Gambling activities and locales take many forms and may include lotteries, instant win tickets (e.g., scratch tickets), bingo, electronic gaming machines, casino games, sports betting, speculative stock purchases, and Internet gambling, among several other forms of wagering or betting.

Pathological gambling or problem gambling was first established as a diagnosable mental disorder by the American Psychological Association in 1980; it was included in the third edition of the Diagnostic and Statistics Manual of Mental Disorders (DSM-III) as an impulse control disorder. The DSM provides standardized criteria for classifying mental disorders and established ten criteria for pathological gambling. These criteria included preoccupation with gambling, progressive loss of control, and harm to individuals and families.[vii] The fifth edition of DSM, released in May 2013, reclassified pathological gambling as an addictive disorder based on the growing body of research demonstrating that problem gambling closely resembles other types of addictions in terms of its external consequences to individuals' lives, as well as its neurological effects.

In Canada, a reputable definition of problem gambling has been established by the Canadian Public Health Association, which defines *problem gambling* as a "progressive disorder characterized by: a) continuous or periodic loss of control over gambling; b) preoccupation with gambling and money with which to gamble; c) irrational thinking; d) continuation of the activity despite adverse consequences."[viii]

1.3 Measuring Problem Gambling

Since pathological gambling was first established as a mental disorder, several diagnostic tools and screening instruments have been developed to identify this behaviour in individuals.[ix] Among these tools, the South Oaks Gambling Screen (SOGS) is one of the most commonly cited instruments. The SOGS questionnaire screens for pathological gambling using DSM criteria. Several different screening instruments for assessing problem gambling, including SOGS, have been used in problem gambling prevalence studies. In Canada, reported estimates of severe problem gambling are consistently, on average, around 1.0% regardless of the screening instrument.[x]

The Canadian Problem Gambling Index (CPGI) was developed in 2001 as a standard measurement tool for assessing problem gambling risk levels. Since 2001, the CPGI has been the most commonly used assessment tool for problem gambling in Canadian jurisdictions.[xi] The CPGI validation processes involved a general population sample, positioning this instrument as an advantageous tool for use in general population prevalence studies over those validated using clinical samples (e.g., SOGS).[xii] To allow for comparisons between the 2008 B.C. Problem Gambling Prevalence Study and the 2014 B.C. Problem Gambling Prevalence Study, the CPGI was used as the measurement tool for problem gambling in the province. In accordance with the CPGI, the following criteria are used in this report to identify types of gamblers:

Non-Gamblers

- Individuals who have not gambled in the past 12 months

Gamblers

- Individuals who have gambled in the past 12 months including at-risk/problem gamblers
- All gamblers (i.e., non-problem gamblers and at-risk gamblers as classified by the CPGI, and further defined below)

  Non-Problem Gamblers

  - CPGI Score 0 = Non-problem gambling

  At-risk Gamblers

  - **Low-risk Problem Gambler:** CPGI Score 1-2 = Low level of problems with few or no identified negative consequences, such as personal, social, or financial distress

  Problem Gamblers

  - **Moderate-risk Problem Gambler:** CPGI Score 3-7 = Moderate level of problems leading to some negative consequences
  - **High-risk Problem Gambler:** CPGI Score 8 or more = Problem gambling with negative consequences and a possible loss of control, such as betting more on a gambling activity than an individual can afford to lose

1.4 Problem Gambling in Canada

Research, undertaken by Williams et. al. (2012), examined problem gambling prevalence studies world-wide and within Canada in order to standardize studies for comparative purposes. This research found that the average Canadian national problem gambling prevalence rate (moderate-risk and high-risk problem gamblers) was 1.8%. The highest provincial average problem gambling prevalence was 3.7% in New Brunswick and the lowest was 1.3% in Quebec. Additionally, the study found that problem gambling prevalence has been declining in Canada since a peak in the mid-1990s. This decline in problem gambling prevalence is similar to that experienced in other gambling jurisdictions including the United States and Australia.[xiii]

In terms of demographic characteristics of problem gamblers, a 2010 study that reviewed the socio-demographic and substance use correlates of gambling behaviour in Canada found that 15% of Aboriginal people were moderate-risk or high-risk problem gamblers and 15% of individuals of Asian descent were low- to moderate-risk problem gamblers. In addition, past-year gamblers were commonly of European ancestry. The study also found that the proportion of individuals in the moderate-risk and high-risk problem gambling groups who engaged in more than one electronic gambling game in the past year was double that of the estimated proportion of non-problem gamblers.[xiv] Another Canadian study found that demographic profiles for males and females most at risk of problem gambling showed some differences in terms of problem gambling behaviour related to managing life stress. Coping with problems was more common for females, while lack of social support was related to problem gambling for males.[xv]

Another dimension of problem gambling is the presence of simultaneous, or comorbid, disorders. Research suggests that the presence of one or more comorbid disorders is associated with more severe gambling behavior. Ibanez et al., (2001) found that pathological gamblers with comorbid mental health disorder(s) had significantly higher SOGS scores, indicating increased recurrent and maladaptive gambling behaviours. Furthermore, within the clinical sample there was a correlative relationship between the number of comorbid disorders and gambling severity.

With the emerging ubiquity of Internet access and availability, many jurisdictions are interested in understanding the impact of the growth in web-based gambling opportunities on problem gambling prevalence. Notable developments in Internet gambling over the past six years include the significant increase in popularity of both live and online poker and greater access to unregulated Internet gambling sites. New research exploring the trends and tendencies of Internet gamblers suggests that online gamblers may be at increased risk of gambling-related problems.[xvi] Some findings also suggest that online gamblers tend to be young adults, male, and more likely to exhibit other addictive behaviours.[xvii] Internet gambling opportunities have grown substantially since the 2008 B.C. Problem Gambling Prevalence Study was published. While the subject of Internet gambling was of interest for the 2014 study, Internet gambling participants in the survey were too few to allow for a robust subgroup analysis.

1.5 Economic and Social Impacts of Problem Gambling

While most of the economic, socio-economic, and cultural impacts of gambling are complex and to some extent unknown, increases in problem gambling from legalized and illegal forms of gambling is a well documented undesirable outcome. For problem gamblers the social and economic impacts extend further into related indices such as bankruptcy, divorce, exacerbation of mental health issues, suicide, and need for treatment among other factors. Naturally, socio-economic inequality increases for low-income earners who spend proportionally more of their income on gambling activities than high income earners.[xviii]

Many studies have reviewed the economic and social impacts of the individual types of gambling (e.g., casino gambling, horse racing). These studies consistently show that legalized gambling increases both government revenue and problem gambling. However the economic and social impacts of Internet gambling remain elusive and merit further research.[xix] The singular qualities of the platform (e.g., ubiquity, 24-hour access, player isolation) have potential implications beyond that which has been previously measured in gambling and problem gambling research studies.

1.6 Structure of the Report

This report contains six sections:

- Section 1 - Introduction;
- Section 2 - describes the Evaluation Scope and Methodology including details about study participants, response rates, and data weighting procedures;
- Section 3 - examines Gambling Activity in British Columbia;
- Section 4 - presents survey findings on Public Attitudes toward Gambling and Public Awareness of Gambling Services;
- Section 5 - discusses Problem Gambling in the province according to survey results; and
- Section 6 - provides Conclusions based on the findings for this study.

Section 2: Evaluation Scope and Methodology

2.1 Scope of Work

The 2014 B.C. Problem Gambling Prevalence Study was commissioned to help guide responsible gambling policies and initiatives, specifically in the areas of problem gambling prevention, education, treatment, and future research projects and programs. To draw conclusions and implications for this purpose, the study focused on the following areas:

- Prevalence and nature of gambling and problem gambling within the province's adult population;
- Prevalence and nature of gambling and problem gambling by demographic group (e.g., age group, ethnicity), and residents of each of B.C.'s five health authority regions in order to enhance targeted programs and services;
- Demographic characteristics of non-gamblers and gambler sub-types, which include non-problem gamblers, at-risk gamblers (i.e., low-, moderate-, and high-risk gamblers), and problem gamblers (i.e., moderate- and high-risk gamblers); and
- Where possible, comparisons to the results from previous B.C. prevalence studies.

The 2014 B.C. Problem Gambling Prevalence Study primarily entailed the refinement of the 2008 study survey instrument (see Section 2.2) and its administration by phone or online (see Section 2.3) among a sample of British Columbian adults (see Section 2.4). As the Contractor, Malatest conducted the study in consultation with representatives of the Gaming Policy and Enforcement Branch beginning with a project initiation meeting and subsequently through ongoing communication over the duration of the project.

2.2 Questionnaire Design

With the focus areas of research as outlined in Section 2.1 in mind, Malatest developed a survey instrument (see Appendix A) that included more than 50 questions, most of which were close-ended (e.g., yes/no, scale, distinct choice) and matched those used in the previous 2008 study for the purpose of facilitating comparisons. Given the questionnaire's length, survey completions took about 20 minutes on average—with the shortest survey taking only four minutes and the longest survey taking almost one hour. The option of online survey completion was offered to any research participants who did not wish to complete the survey by phone or preferred to be able to start and stop the survey at their leisure.

As the research targeted particular segments of the population, Malatest also worked with a professional translation firm to translate the survey instrument into Punjabi and Chinese (Mandarin and Cantonese) for administration in these languages.

2.3 Survey Administration

Given the intention to administer the survey by phone and online, the questionnaire was programmed and extensively tested in Malatest's Computer Assisted Telephone/Web Interviewing (CATI/CAWI) software, CallWeb. Through CallWeb, checks were programmed to ensure that respondents were asked by telephone interviewers to clarify their responses should any errors in logic occur in their answers. All questions were also automatically checked to ensure that there were no out-of-range values.

Interviewers were trained to conduct the survey prior to the field test and on an as needed basis throughout the survey administration window. Interviewer training included a detailed review of the data collection instrument, provision of relevant definitions and clarification of terms, emphasis on asking the questions verbatim, discussion of sensitivity to the survey's content, and a reminder of professionalism and confidentiality requirements.

Prior to full survey administration, the survey programmed in CallWeb was also field tested with a sample of up to 150 respondents. Full survey administration occurred from December 2, 2013 to January 13, 2014. By the time full survey administration wrapped up, Malatest completed 3,058 surveys with residents of British Columbia out of 47,502 telephone numbers that were called (see Section 2.5.1 for details on the call disposition and response rates). The number of completions achieved overall, and per sub-group of interest, was in accordance with the sampling plan (see Section 2.4) that was determined prior to survey administration.

2.4 Sampling Methodology

Malatest developed a disproportionate stratified random sampling plan based on obtaining at least 3,000 completed surveys with a representative sample of British Columbian adults (18 years of age or older). The sampling plan was developed to yield comparable survey precision to past prevalence studies in B.C. in order to obtain a margin of error of ± 4.0% (at the 95% confidence level) at the regional health authority region level.[xx]

The selection of phone numbers was done via sampling software, which randomly selected phone numbers based on the sampling requirements. In order to increase sample coverage of the youth population (age 18 to 34), a separate working cell phone sample was procured to supplement the main sample. The final sample frame consisted of three sample sources: listed sample (73%); random digit dialed (RDD) sample (random B methodology)[xxi] (5%); and cell phone sample (22%).

Within the overall target completions, sub-group quotas were then set based on the respondents' regional health authority. Table 2.1 breaks down the population universe, sampled cases, targets, and actual completions by the five regional health authorities.

Table 2.1
Population Universe, Sample, Target and Actual Number of Survey Completions by Health Authority

Health Authority	18+ Population	Sample	Target	Completions	% of Target
Fraser	1,317,552	12,226	600	609	101.5%
Interior	607,547	8,929	600	609	101.5%
Island	637,669	8,666	600	604	100.7%
Northern	227,456	8,476	600	623	103.8%
Vancouver Coastal	988,143	10,210	600	606	101.0%
Don't know/No response	n/a	n/a	n/a	7	n/a
Total (Provincial)	**3,778,367**	**48,507**	**3,000**	**3,058**	**101.9%**

Source: B.C. Stats Population Estimates
*All samples were randomly selected via ASDE Survey Sampler.

Due to the stratification (over- and under-sampling of certain regional health authorities), the survey results reported were weighted based on the actual proportion of B.C. male and female adults in each regional health authority. Further details on weighting are discussed in Section 2.6.

2.5 Study Participant Overview

Malatest completed survey activities on January 13, 2014 after reaching target completions for each regional health authority. At which time, 3,058 surveys were completed with residents of British Columbia. These survey completions were obtained after Malatest reached out to a total of 47,502 cases. Overall, the response rate for the study was 10.2%. This response rate was calculated, in accordance with the 2008 study, by adding the total number of completed surveys (3,058) and over-quota respondents (597) and then dividing this number by the total valid sample[xxii] (35,808). Had the survey window allowed time to fully exhaust and mature the sample, a higher response rate would have been achieved. A total of 58 web completions were obtained. Surveys were completed in English, Mandarin, and Punjabi. Call disposition details are provided in Appendix B.

The average survey length was 20 minutes. The survey introduction informed respondents that the survey was about “games of chance, gaming, and other issues of importance to B.C. residents”. The survey is provided in Appendix A. Randomly selected individuals over the age of 18 were invited to participate in the survey. During telephone survey administration, 5% of the surveys were monitored by senior supervisors in the call centre.

2.6 Margin of Error and Weighting

The margin of error indicates the imprecision inherent in survey data. A smaller margin of error means the survey results were more precisely measured. A margin of error of ±5% or ± 10% are considered good and acceptable, respectively. The margin of error of percentage estimates at the 95% confidence level is obtained by multiplying the standard error of the estimate by the critical value, 1.96. For example, if the reported percentage is 50%, with a margin of error of ±5%, the true score is captured within the range of 45% and 55% 19 out of 20 times. The overall margin of error is estimated to be ±1.8% (at the 95% confidence level) and ranges from ±3.9% to ±4.9% at the regional health authority level (see Table 2).[xxiii]

Table 2
Population Universe, Sample

Health Authority	Completions	Margin of Error
Fraser	609	± 4.0%
Interior	609	± 4.0%
Island	604	± 4.0%
Northern	623	± 3.9%
Vancouver Coastal	606	± 4.9%
Don't know	7	-
Total (Provincial)	**3,058**	**± 1.8%**

Note: The estimated margins of errors are based on a 50% response distribution, after correction was made to adjust for sampling from a finite population.

Due to the stratification (over- and under-sampling of certain regional health authorities), survey results reported in this report have been weighted so that the sample distribution reflects that of the 18 years of age and over B.C. population in terms of age group, gender, and health region. Population estimates were obtained from B.C. Stats' latest estimates in 2012.[xxiv] Unless otherwise noted, all reported responses and reported estimates are based on weighted data.

2.7 Study Limitations

Interpretation of Results

Statistical significance should be interpreted with an eye towards practical importance. To highlight the importance of both statistical and practical importance, statistically significant differences were reported for those data with direct relationships to the scope of this study. The survey results provide a reliable snapshot of problem gambling prevalence, demographic characteristics of B.C. gamblers, and public awareness of problem gambling support services, but additional data would be required to review other dimensions of the gambling population (e.g., gambling in B.C. versus gambling outside of the province) and to determine comparability of problem gambling in B.C. with other jurisdictions.

Non-response Bias

As in any survey, bias due to non-response could weaken the conclusions drawn through analysis and review. To the extent that individuals who did not complete the survey held different opinions and had different experiences compared to those who did complete the survey, the results and findings may be subject to response biases. In addition, assessment of problem gambling using the CPGI limits this research by any response bias associated with this assessment tool.

Comparability

Comparisons of survey data to data reported in the 2008 study have been made throughout this report for the purpose of reviewing change over time and providing relevant context for the findings of this study. To the extent possible, the research methods used for the 2014 B.C. Problem Gambling Prevalence Study were developed to align with methods used for the 2008 study in order to review changes in the population over time. CPGI scores were tallied based on methods used for the 2008 B.C. Problem Gambling Prevalence Study. Although the current study was designed to follow the approach used in the previous study, the comparisons made with previous studies are limited to descriptive review, as no raw data was available for analysis. Changes observed in the population should be subject to additional review to examine underlying causes (e.g., shifts in demography over time) for differences in study results.

Research Opportunities

Sampling methodology applied to this study mirrored that which was used in the2008 study to facilitate a similar type of analysis and comparisons between the two time points. However, larger sample prevalence studies allow for subgroup analysis of at-risk/problem gambling populations. Several subgroup populations (e.g., ethnic groups, gambling activity participant groups such as Internet gamblers) cannot be fully explored in this report due to small numbers of respondents for these groups.

Further analysis about internet gamblers may be beneficial for policy makers. Furthermore, information about shifts toward Internet gambling from other types of gambling and the behaviours, trends, and composition of Internet gamblers remains an area for further study.

Problem gambling flows and/or cycles (e.g., changes from low- to moderate- to high-risk problem gambling) are not captured in prevalence study methodology. To better understand factors that affect transition from low-risk to moderate- or high-risk problem gambling behaviour, longitudinal studies employing comparison group methodologies can offer more insight into treatment and prevention strategies for the B.C. problem gambling population.

Section 3: Gambling Activity in British Columbia

This section highlights the core demographic characteristics, gambling activities, and gambling behaviour of gamblers in B.C. (i.e., all people who gambled in the past year including non-problem and at-risk/problem gamblers) based on results from the 2014 B.C. Problem Gambling Prevalence Study survey. Gambling activity profiles for each of the surveyed gambling activities are provided in Appendix C.

3.1 Overview of Gambling Participation in B.C.

Of the total participants of the general population survey, 72.5% had participated in some form of gambling in the last 12 months. This is the same proportion as reported in the 2008 study (73%). When asked to report which gambling activities they participated in, the majority of respondents who had gambled during the past 12 months said they played lottery games, Scratch & Win tickets, Keno, or Pull-tabs (81.6%). The second most popular gambling activity, charity raffles, was reported by a little less than half (45.8%) of gamblers. Table 3.1 provides gambling activity participation of gamblers, ranked by popularity. Although there are many reports of a rise in Internet gambling availability,[xxv] the 2014 B.C. Problem Gambling Prevalence Study survey shows that a relatively small proportion of gamblers (3.7%) who responded to the survey participated in this activity. Note that each activity was asked without additional context, which means that some respondents may have reported participating in bingo, lottery games, or electronic gaming machines, for example, that were offered in an online format.

Table 3.1
Gambling Activity Participation of B.C. Gamblers

Rank	Gambling Activity	% Participation in Past 12 Months
1	Other lottery games, Scratch & Win tickets, Keno, or Pull-tabs	81.6%
2	Charity raffles	45.8%
3	Gambling at a casino (includes slot machines)	28.0%
4	Private game such as cards, dice, or dominoes in someone's home or at a club or organization	22.2%
5	Outcome of sports or other events with friends co-workers, a bookie or some other person	12.3%
6	Short-term speculative stock or commodity purchases such as day trading	7.7%
7	Bingo	5.7%
8	Horse race	5.4%
9	Sports lottery game through a lottery retailer	3.9%
10	Poker tournament at a casino, bar, restaurant, or other public venue	3.9%
11	Internet gambling such as GeoSweep, sports betting, poker, interactive games (includes regulated and unregulated sites)	3.7%
12	Electronic gaming machine, video lottery terminal – not in a casino (not available in B.C. expect online)	3.3%
13	Other	0.6%

Source: 2014 B.C. Problem Gambling Prevalence Survey. Unweighted n = 2,244.
Note: Multiple Response Question – Percentages may total more than 100.0%.

Female respondents were significantly more likely than male respondents to participate in playing charity raffles (35.5% vs. 30.9%), and male respondents were significantly more likely than female respondents to participate in playing private games such as cards (19.6% vs. 12.7%), betting on the outcome of sports events (13.9% vs. 4.1%), purchasing speculative stock/commodities (7.9% vs. 3.4%), playing at sports lottery terminals (4.3% vs. 1.5%), playing in poker tournaments (3.9% vs. 1.8%), playing on Internet gambling sites (3.8% vs. 1.5%), and gaming on electronic gaming machines outside of a casino (3.2% vs. 1.5%).

Those survey respondents who gambled in the past 12 months were most likely to do so alone (56.5%) and travel five kilometres or less (46.4%) to gamble. However, the majority of gambling activity participation was reported for lottery games followed by charity raffles, which are commonly solitary activities that can occur close to one's home. When asked how much they spent on gambling activities in an average month, gamblers were most likely to report an average value of less than $50 spent per month – with 29.9% reporting $11 to $49, 20.7% reporting $1 to $5, and 17.6% reporting $6 to $10.

3.2 Profile of B.C. Gamblers

Table 3.2 shows the trends over previous studies of gambling activity participation. Statistical comparisons cannot be conducted without access to the original data; instead, changes over time have been summarized descriptively. Since the 2008 study, most gambling activities have increased in participation. Lottery games saw the largest increase (+ 23% points), bringing the percentage to the same level as observed in the 1990s. There has also been a +14 percentage point increase in participation in charity raffles since the 2008 study. The percentage of respondents who self-reported participation in Internet gambling has been steadily on the rise since it was first reported in 2003 (from 2% to 4%). Over the past year, gambling has remained the same for both private games and electronic gaming machines outside of a casino, which is not available in B.C. except online.

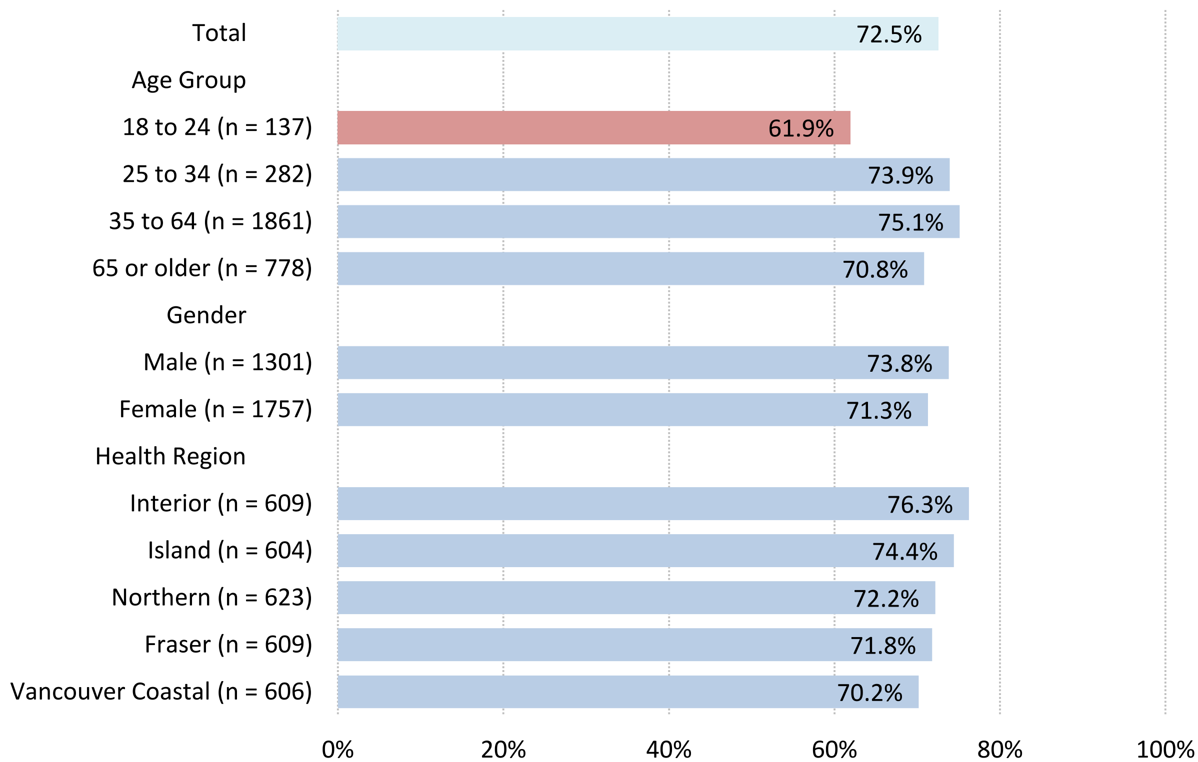
Table 3.2
Trends in Past Year Gambling Activities

Gambling Activities	1993	1996	2003	2008	2014
Lottery games	81%	85%	74%	59%	82%
Charity raffles			49%	32%	46%
Gambling at a casino (includes slot machines)	18%	16%	27%	25%	28%
A private game			20%	22%	22%
Sports or other event			18%	9%	12%
Speculative stock/commodity purchases			13%	5%	8%
Bingo	13%	9%	8%	5%	6%
A horse race	9%	5%	8%	4%	5%
Internet gambling (includes regulated and unregulated sites)			2%	3%	4%
A sport lottery game	8%	6%	5%	3%	4%
A poker tournament				5%	4%
An electronic gaming machine - not in a casino (not available in B.C. except online)				3%	3%
Any other kind of game			3%	3%	1%

Source: B.C. Problem Gambling Prevalence Survey; Unweighted data (n = 3,038 for 2014 study).
Yellow shaded cells represent no change, red shaded cells represent decreases, and blue shaded cells represent increases.
Percentages from the 2014 study are rounded to compare with estimates provided in reports from prior studies.

Figure 3.1 presents the profile of those who gambled over the past year by age group, gender, and health region. Provincially, 72.5% of the respondents reported that they engaged in at least one gambling activity in the past 12 months. Respondents who were 18 to 24 years of age were less likely to have participated in any gambling activities (61.9%), compared to all other age groups (ranging from 70.8% to 75.1%). No statistically significant difference was found between gender or health region.

Figure 3.1
Profile of Respondents who Gambled during the Past Year



Source: B.C. Problem Gambling Prevalence Survey; Unweighted data (n = 3,038 for 2014 study).
Red shaded bars represent statistical significant difference from the other sub-group.

With respect to other demographic characteristics, respondents who were single or never married were significantly less likely to have gambled in the past year (66.4%), compared to those who were married or in a common law relationship (75.1%). Statistically significant differences were also found among respondents of different ethnic origins and employment statuses. A higher percentage of respondents who self-identified themselves as having Aboriginal, Inuit, or Métis (86.5%) origins had gambled in the past year, compared to Europeans (73.8%), Southern Asians (62.8%), and Eastern Asians (60.4%). Respondents with European origins were significantly more likely to have gambled in the past year compared to those with Eastern Asian origins (73.8% vs. 60.4%, respectively).

Respondents who worked full-time (76.9%) were significantly more likely to have gambled in the past year than respondents who were homemakers (62.6%), unemployed (61.2%), or students (57.0%), as shown in Table 3.3. Compared to student respondents, a significantly higher percentage of respondents who were retired, semi-retired, or self-employed had gambled in the past year (57.0% vs. 72.4%, respectively).

Table 3.3
Gamblers by Employment Status

Employment Status	Unweighted n	% Gamblers	Sig*	
Employed full-time	1,162	76.9%	O	
Disability	61	75.0%		
Retired	939	72.4%		*
Self-employed	335	72.4%		*
Employed part-time	260	69.5%		
Homemaker	120	62.6%	*	
Unemployed	107	61.2%	*	
Student	55	57.0%	*	O

Source: 2014 B.C. Problem Gambling Prevalence Survey. Weighed Data (Unweighted n = 3,047).
O = the reference point. * = a significant deviation from the reference point.

Gambling participation in the past 12 months was related to the number of dependents (under 18 years of age) in the household (see Table 3.4, below). In particular, respondents with four or more dependents were significantly less likely to have gambled in the past year (46.6%) compared to other respondents.

Table 3.4
Gamblers by Number of Dependents

Number of Dependents	Unweighted n	% Gamblers	Sig*	
None	2,141	73.2%	*	*
One	368	68.7%	*	*
Two	339	74.4%	*	
Three	124	84.0%	*	O
Four or more	66	46.6%	O	*

Source: 2014 B.C. Problem Gambling Prevalence Survey. Weighed Data (Unweighted n = 3,038).
O = the reference point. * = a significant deviation from the reference point.

As shown in Table 3.5, the likelihood of having gambled in the past 12 months was positively related to self-reported household income levels (before tax). Specifically, respondents with household incomes of $100,000 or over were significantly more likely to have gambled in the past year (79.3%) compared to respondents with household incomes of under $30,000 (69.2%) and those with household incomes between $30,000 and $50,000 (68.9%). The same pattern was observed when comparing the two lowest household income groups with respondents who reported between $50,000 and $100,000 in household income levels (78.2%).

Table 3.5
Gamblers by Household Income (Before Tax)

Household Income	Unweighted n	% Gamblers	Sig*		
Under $30k	430	69.2%	*	*	*
$30k to under $50k	486	68.9%	*	*	*
$50k to under $100k	911	78.2%	*		O
Over $100k	721	79.3%	*	O	
No Response	510	59.0%	O		

Source: 2014 B.C. Problem Gambling Prevalence Survey. Weighed Data (Unweighted n = 3,058).
O = the reference point. * = a significant deviation from the reference point.

3.3 Favoured Gambling Activities

Of survey respondents who were gamblers, the top four favourite gambling activities were “Other lottery games (such as 6/49); Scratch & Win tickets, Keno, or Pull-tabs” (43.6%); “Charity raffles” (15.8%); “Gambling at a casino” (11.1%); and “Private game such as cards, dice or dominoes in someone’s home or at a club or organization” (10.6%). Table 3.6 shows the ranked (most to least popular) preference for gambling activities by gamblers.

Table 3.6
Favourite Gambling Activities of Gamblers

Rank	Gambling Activity	% Participation in Past 12 Months
1	Other lottery games, Scratch & Win tickets, Keno, or Pull-tabs	43.6%
2	Charity raffles	15.8%
3	Gambling at a casino (may include slot machines)	11.1%
4	Private game such as cards, dice, or dominoes in someone's home or at a club or organization	10.6%
5	Outcome of sports or other events with friends co-workers, a bookie or some other person	2.9%
6	Short-term speculative stock or commodity purchases such as day trading	2.1%
7	Other	2.1%
8	Horse race	1.9%
9	Bingo	1.3%
10	Internet gambling such as, GeoSweep, sports betting, poker, interactive games (can include regulated and unregulated sites)	1.0%
11	Sports lottery game through a lottery retailer	0.9%
12	Poker tournament at a casino, bar, restaurant, or other public venue	0.7%
13	Electronic gaming machine, video lottery terminal –not in a casino (not available in B.C. except online)	0.2%
	No response	5.8%

Source: 2014 B.C. Problem Gambling Prevalence Survey. Unweighted n = 2,244.

3.4 Frequency of Gambling Activities

Table 3.7 depicts the frequency of gambling, as reported by gamblers, for each surveyed gambling activity. Short-term speculative stock purchasing (12.3%) and Internet gambling (10.1%) were the top two activities reported for daily participation. Internet gambling activity also proportionally received the most responses for participation several times per week (14.7%) and several times per month (28.9%).

Table 3.7
Frequency of Gambling Activities for B.C. Gamblers – Ranked by Popularity

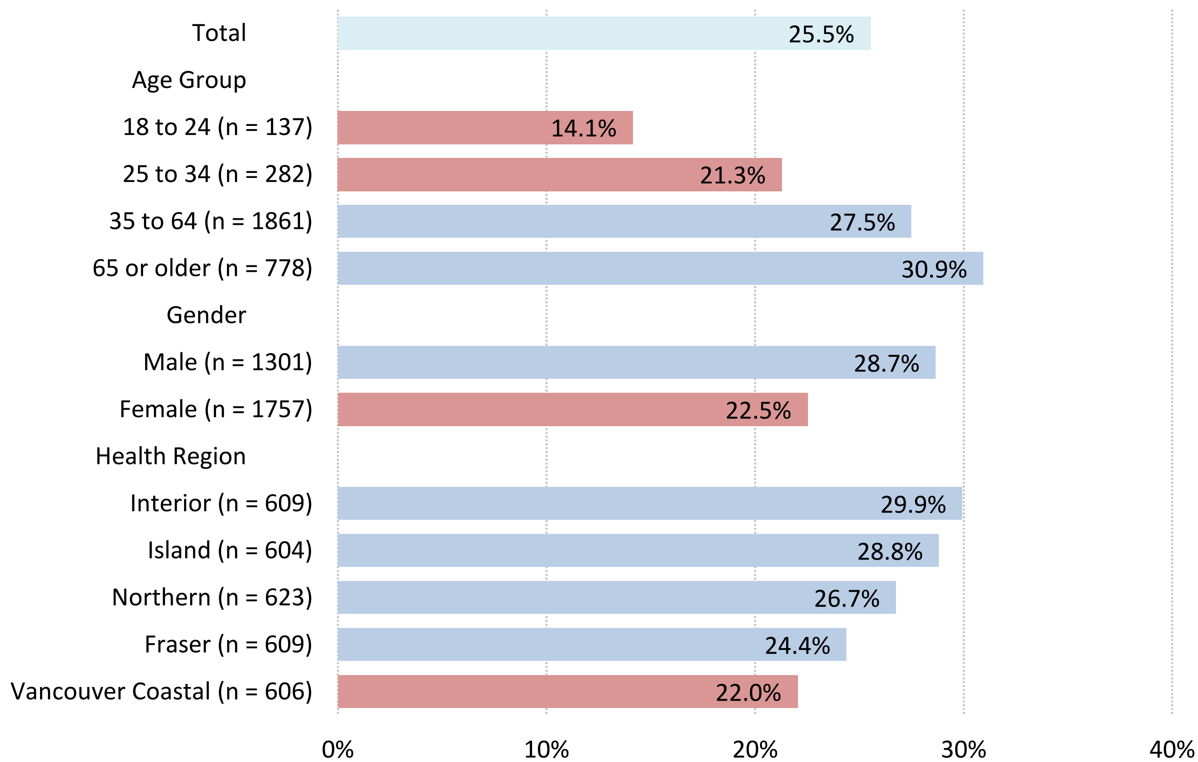
Rank	Gambling Activity	Daily	Several Times per Week	Several Times per Month	Once per Month	A Few Times per Year	No Response
1	Other lottery games, Scratch & Win tickets, etc. (n = 1866)	0.5%	8.0%	26.7%	23.5%	39.7%	0.7%
2	Charity raffles (n = 1143)	--	0.7%	2.2%	6.1%	88.1%	1.6%
3	Gambling at a casino (may include slot machines) (n = 582)	0.2%	2.3%	7.7%	15.9%	72.2%	0.8%
4	Private games (n = 432)	0.2%	4.6%	10.6%	23.8%	57.7%	1.8%
5	Outcome of sports or other events with friends co-workers, a bookie or some other person (n = 217)	0.3%	4.1%	10.4%	12.8%	68.2%	4.0%
6	Short-term speculative stock or commodity purchases (n = 145)	12.3%	2.8%	7.4%	19.0%	48.1%	9.0%
7	Bingo (n = 107)	0.8%	3.1%	13.6%	10.6%	65.8%	4.0%
8	Horse race (n = 80)	--	2.0%	7.4%	4.8%	82.8%	1.6%
9	Sports lottery game through a lottery retailer (n = 70)	2.2%	10.7%	28.0%	17.9%	38.3%	2.9%
10	Poker tournament at a casino or other public venue (n = 63)	1.9%	0.9%	8.3%	26.4%	58.2%	4.3%
11	Internet gambling such as GeoSweep, sports betting, etc. (can include regulated and unregulated sites) (n = 70)	10.1%	14.7%	28.9%	14.6%	28.5%	1.2%
12	Electronic gaming machine, video lottery terminal not in a casino (not available in B.C. except online) (n = 65)	2.6%	4.3%	10.6%	8.8%	53.3%	14.8%

Source: 2014 B.C. Problem Gambling Prevalence Survey. All reported n's are unweighted values. All estimates and rankings are based on weighted data (n = 2,244 for gamblers).
Note: "--" denotes insufficient data available to report.

Across British Columbia, approximately one-quarter of gamblers (25.5%) indicated that they participate in at least one gambling activity on a weekly basis (three to five times per month or more). The percentages of weekly gamblers were significantly lower for gamblers who were 18 to 24 year of ages (14.1%) and 25 to 34 years of age (21.3%), compared to the other age groups. Female gamblers were significantly less likely to gamble weekly compared to males (22.5% vs. 28.7%). Among the five regional health authorities, respondents in the Vancouver Coastal health region were the least likely to have gambled on a weekly basis (22.0%), and this rate was significantly lower than the rates for the other four health regions.

Figure 3.2 shows the percentage of weekly gamblers by age group, gender, and health region. Weekly gamblers are defined as respondents who answered they had spent money or bet on at least one gambling activity either “daily”, “several times per week”, or “several times per month”.

Figure 3.2
Profile of Past Year Weekly Gambler (three to five times a month or more)



Source: B.C. Problem Gambling Prevalence Survey. All reported n’s are unweighted values. All estimates and rankings are based on weighted data (N = 3,058 for 2014).
Red shaded bars represent statistical significant difference from the other sub-group.

Respondents who self-identified as having Aboriginal, Inuit, or Métis origins were significantly more likely to gamble on a weekly basis (43.0%), compared to those with European origins (25.9%), Southern Asian origins (20.0%) and Eastern Asian origins (18.4%). Respondents with up to high school education had the highest rate of gambling on a weekly basis (30.8%), this rate is significantly higher than respondents with either an undergraduate degree (22.7%) or post-graduate degree (19.1%). Respondents with post-graduate degrees were in turn significantly less likely to be weekly gamblers compared to those who completed post-secondary trade or technical school (30.2%). Respondents who were students and homemakers were statistically less likely to gamble on a weekly basis (12.8% and 12.5%), compared to those who were retired or semi-retired (31.2%), were unemployed (30.3%), or were employed full-time (26.4%).

Compared to the 2008 study, weekly gambling has remained about the same in the Interior and Island health regions, but has decreased in other health regions, as shown in Table 3.8.

Table 3.8
Weekly Gambling 2014 Study to 2008 Study Comparison for Each Health Authority Region

Health Authority Region	2014	2008*
Interior health region	29.9%	29%
Island health region	28.8%	29%
Northern health region	26.7%	32%
Fraser health region	24.4%	32%
Vancouver Coastal health region	22.0%	26%

Source: B.C. Problem Gambling Prevalence Survey. All reported n's are unweighted values.
All estimates and rankings are based on weighted data (N = 3,058 for 2014 study).
*Estimates for the 2008 study did not include decimals.

Since 2008, there has been a general decline in weekly gambling by age group, as shown in Table 3.9.

Table 3.9
Weekly Gambling 2014 Study to 2008 Study Comparison for Age Groups

Age Groups	2014	2008*
18 to 24	14.1%	28%
25 to 34	21.3%	24%
35 to 64	27.5%	31%
65 and over	30.9%	34%

Source: B.C. Problem Gambling Prevalence Survey. All reported n's are unweighted values.
All estimates and rankings are based on weighted data (N = 3,058 for 2014 study).
*Estimates for the 2008 study did not include decimals.

A significantly higher percentage of respondents who self identified as having mental health problems gambled on a weekly basis (31.3%) compared to those who did not report any mental health problems (24.4%). In particular, respondents who indicated that they had seriously considered committing suicide were significantly more likely to gamble on a weekly basis (38.0%) compared to those who had not (24.5%).

3.4.1 Gambling More or Less

Most respondents who gambled during the year (56.3%) reported that they gambled about the same amounts as five years ago, with 21.5% reporting they are gambling more and 21.6% reporting that they are gambling less than five years ago. Respondents who indicated that they currently gamble more than five years ago were significantly more likely to be weekly gamblers (45.3%) compared to respondents who indicated they gambled about the same (33.0%) or less than five years ago (31.2%).

Of the 21.5% of gamblers who reported gambling more than five years ago, respondents cited several reasons for this change as follows:

- They are now old enough to gamble (24.3%);
- They gamble more for entertainment/fun/socializing with friends or family (17.8%);
- They have more money/income (17.5%);
- They believe they have better odds/chance of winning and/or for bigger prizes (10.3%);
- They have more interest in gambling (7.8%);
- They find there are more opportunities for gambling (6.5%);
- They find there is easy access to casinos or other places to gamble (6.0%);
- They wish to support charity/office lottery (3.6%);
- They have more free time/wish to ease boredom (3.4%); and
- They participate more due to retirement (0.6%).

Of the 21.6% of gamblers who reported gambling less than five years ago, respondents cited several reasons for this change as follows:

- They have less money/cannot afford gambling/feel it is generally a waste of money (25.7%);
- They are not interested/busy with other things/change of interests or lifestyle (19.0%);
- They used to go out with family or friends/less opportunity/reduced access to casino or places to gamble (13.6%);
- They do not win/feel unlucky with gambling (11.2%)
- They have family obligations/priorities (11.0%);
- They feel their age or getting older has reduced their participation (2.4%);
- They have retired (1.3%); and
- They are concerned about the negative performance of the economy (0.9%).

3.5 Regional Highlights for B.C. Gamblers

In all health authorities, the most popular gambling activities were lottery games like 6/49, Scratch & Wins, which were played by 3 out of 5 individuals. The popularity of the other gambling activities differed across health regions, notably:

- Charity raffles were more likely played in the Northern region than in others (see Table 3.8). About 4 in 5 charity players in the Northern region indicated that they play 1 to 5 times per year.
- Gambling at a casino was more likely for gamblers in the Fraser region than in others (see Table 3.7). About 3 in 4 casino gamblers in the Fraser region indicated that they play 1 to 5 times per year.

- Horse racing was more popular in Vancouver Coastal and Fraser than in others (see Table 3.10). At least 4 in 5 horse race bettors in both regions indicated that they play 1 to 5 times per year. Of note, respondents may be reporting horse race betting for regions outside of B.C. The province has two major race tracks in Vancouver and Surrey. The other three race tracks in B.C. are seasonal and located in Osoyoos, Princeton, and Vernon in the Interior health region.

Table 3.10
Gambling Activities in the Past 12 Months across Health Regions

	Total	Fraser	Interior	Island	Northern	Vancouver Coastal
n=	**3,051**	**609**	**609**	**604**	**623**	**606**
Lottery games (e.g. 6/49, Scratch & Wins)	**59.2%**	58.9%	61.2%	62.3% ↑	60.9%	55.8%
Charity raffles (e.g. hospital lottery)	**33.3%**	31.9%	36.7% ↑	33.2%	44.0% ↑↑↑	30.6%
Gambling at a casino (may include slot machines)	**20.2%**	25.7% ↑↑↑	20.0%	16.1%	19.6%	16.0%
Private game (e.g. cards, dice in someone's home, etc.)	**16.1%**	15.7%	18.1%	15.3%	15.3%	16.0%
Outcome of sports, other events with friends, co-workers, etc.	**8.9%**	9.4%	6.9%	8.9%	7.1%	10.0%
ST speculative stock, commodity purchases (e.g. day trading)	**5.6%**	6.2%	4.1%	5.0%	3.3%	6.5%
Bingo	**4.2%**	4.3% ↑	4.1%	2.1%	3.8%	5.4% ↑
Horse race	**3.9%**	5.3% ↑↑↑	1.8%	1.0%	0.5%	5.9% ↑↑↑
Sports lottery game (e.g. Sports Action)	**2.9%**	3.3%	2.0%	1.9%	2.7%	3.5%
Poker tournament at a casino, bar, etc.	**2.9%**	3.3%	2.4%	2.9%	2.2%	2.6%
Internet gambling (e.g. GeoSweep, sports betting, etc.) (includes regulated and unregulated sites)	**2.7%**	2.6%	3.1%	2.3%	2.2%	2.8%
Electronic gaming machine –not in a casino (not available in B.C. except online)	**2.3%**	1.9%	3.1% ↑	0.8%	3.3% ↑	3.3% ↑
Have not bet or spent money on any gambling or gaming activity	**27.4%**	28.2%	23.7%	25.6%	27.7%	29.8% ↑

↑↑↑↑↑ Indicates a statistically higher result than in Fraser, Interior, Island, Northern, or Vancouver Coastal.
Note: The colour of the arrow corresponds to a significant difference between the regional health authority with a matching colour.
Source: B.C. Problem Gambling Prevalence Survey. All reported n's are unweighted values. All estimates and rankings are based on weighted data (n = 3,051).

About 1 in 5 respondents who have taken drugs/alcohol in the past year indicated that they have gambled while doing so. Using drugs/alcohol while gambling was particularly higher in the Fraser region than in the Interior and Island; however, Fraser region gamblers appear to be less likely to have gambled drunk or high compared to their counterparts in other regions, particularly those in the Island or Vancouver Coastal regions (see Table 3.11).

Table 3.11
Drug and Alcohol Use in the Past 12 Months among Gamblers Across Regions

	Total	Fraser	Interior	Island	Northern	Vancouver Coastal
n=	**1,918**	**382**	**403**	**384**	**382**	**367**
Not used alcohol or drugs while gambling	**78.5%**	74.0%	83.5% ↑	83.8% ↑↑	78.4%	78.1%
Used alcohol or drugs while gambling	**21.5%**	26.0% ↑↑	16.5%	16.2%	21.6%	21.9% ↑
n=	**332**	**88**	**62**	**51**	**65**	**66**
Not gambled while drunk or high	**68.1%**	78.3% ↑↑	67.3%	61.1%	64.0%	56.2%
Gambled while drunk or high	**31.9%**	21.7%	32.7%	38.9% ↑	36.0%	43.8% ↑

↑↑↑↑↑ Indicates a statistically higher result than in Fraser, Interior, Island, Northern, or Vancouver Coastal.
Note: The colour of the arrow corresponds to a significant difference between the regional health authority with a matching colour.
Source: B.C. Problem Gambling Prevalence Survey. All reported n's are unweighted values. All estimates and rankings are based on weighted data (n = 1,918).

3.6 Gambling Activity Profiles

Statistical highlight profiles for each gambling activity, including details of problem gambling risk, region, gender, marital status, age, household income, substance use while gambling, and gambling alone versus accompanied, are provided in Appendix C.

Section 4: Public Attitudes toward Gambling and Service Awareness

Public attitudes toward gambling and awareness of gambling services based on the results of the 2014 B.C. Problem Gambling Prevalence Study survey are summarized in this section.

4.1 Effects of Gambling on Society

Almost one-half (46.8%) of respondents reported that the effect of legalized gambling on society is *about equally good and bad*, over one-third felt that the effect was *bad* or *very bad* (41.2%); and less than one-tenth felt that the effect was *good* or *very good* (9.3%). The proportion of respondents expressing this sentiment was similar to the 2008 study where 43% reported *bad* or *very bad* and 10% reported *good* or *very good*.

4.2 Perceived Benefits of Gambling

When asked for their opinion of the main benefit individuals receive from gambling, survey respondents reported the following:

1. Winning/financial gain/sense of hope/chance to fulfill a dream (32.9%);
2. Entertainment/recreation/fun/provides relief from stress (28.4%);
3. Excitement/getting a high or rush (27.2%);
4. No advantages (21.3%);
5. Getting out of the house/socializing/something to do (7.5%);
6. Support charities (0.9%); and
7. Mental challenge/competition (0.6%).

Winning was the most commonly cited main benefit individuals receive from gambling by survey respondents (32.9%). Youth (44.0%) were significantly more likely to cite winning/financial gain as a main benefit individuals receive from gambling than respondents over 35 years of age (30.1%). Non-gamblers were significantly more likely than gamblers to report “no advantages” when asked for the main benefit individuals receive from gambling. Whereas gamblers were significantly more likely to report either winning, entertainment, or socializing than non-gamblers.

4.3 Perception of Gambling as an Addiction

The majority of survey respondents (89.8%) responded “yes” when asked if they agree with the statement that gambling problems should be considered like any other addiction. Non-gamblers (11.1%) were significantly more likely than gamblers (7.2%) to disagree with the statement that gambling problems should be considered like any other addiction.

4.4 Awareness of Problem Gambling Counselling Services

Over one-half (59.0%) of survey respondents reported awareness of assistance or services in place to help people having problems with their gambling. However, when asked for their awareness of assistance services for *families* of people having problems with their gambling 55.8% of respondents answered “no”. Further, approximately one-third (35.8%) of survey respondents answered “yes” that they are aware that free problem gambling counselling services are available in B.C., which represents a decrease in awareness of free counselling services since the 2008 study at which time 46% reported government service awareness. One-half (50.5%) of survey respondents were aware of the toll-free problem gambling help line, which is a decrease from the 2008 study (66%). Gamblers (72.2%) were significantly more likely to report awareness of assistance and support services for individuals and families than non-gamblers (42.0%).

Respondents in the 18 to 24 years of age category (63.6%), of Eastern Asian (57.8%) or Southern Asian (64.4%) descent, and with household income levels under $50,000 annually (42.6% for less than $30k and 48.3% for $30k to $49k) were significantly less likely to report awareness of assistance services in B.C. for people having problems with their gambling than their demographic counterparts. Respondents 25 to 34 years of age (58.5%), of Aboriginal, Inuit, or Métis descent (69.6%), and residing in the Northern health region (61.9%) most frequently reported awareness of the toll-free problem gambling help line. Respondents of Eastern and Southern Asian descent (61.8% and 69.2% respectively) were significantly less likely to be aware of the toll-free problem gambling help line than those who identified as having Aboriginal, Inuit, or Métis; European; and Canadian ethnic origins (30.4%, 47.9%, and 41.4%, respectively).

Most respondents (72.8%) reported that they would likely use B.C. government problem gambling counselling services if they ever experience problems related to gambling. Less than one-quarter (21.7%) of respondents reported that they would be unlikely to use B.C. government problem gambling counselling services. Respondents in the 65 years of age and over age category (26.8%) and males (25.3%) were significantly more likely to report that they would be unlikely to use B.C. government counselling services if they were to experience a problem with their gambling than respondents 18 to 64 years of age (20.4%) and females (18.1%). There was no statistically significant difference found between ethnic groups in terms of likelihood to use services. The most common reasons respondents gave for not seeking B.C. government problem gambling services if they were to experience problems related to gambling included the following reasons:

- No need (e.g., “I do not have a problem”, “I do not gamble”) – 27.5%;
- Negative impression of government programs/conflict of interest with the government – 17.8%;
- Would not seek help/would take care of their problem personally – 17.2%; and
- Would seek private care, alternative care, or care within community (e.g., church) – 8.9%.

4.5 Regional Highlights for Public Perception of Services

About 3 in 5 respondents indicated that they were aware of assistance or services in place in B.C. to help people having problems with their gambling. Across the regions, awareness in Vancouver Coastal was lowest especially when compared to that in the Northern and Fraser regions. Vancouver Coastal respondents were also the least likely to be aware that there is a toll-free problem gambling help line in British Columbia (see Table 4.1).

Table 4.1
Awareness and Likelihood to Use Problem Gambling-Related Assistance and Services across Health Regions

	Total	Fraser	Interior	Island	Northern	Vancouver Coastal
n=	**2,882 to 3,045**	**579 to 607**	**570 to 608**	**569 to 603**	**592 to 623**	**572 to 605**
Assistance or services in B.C. to help people having problems with gambling	**60.6%**	63.7% ↑↑	58.0%	60.6%	66.5% ↑↑↑	56.7%
Toll-free problem gambling help line in B.C.	**50.6%**	52.8% ↑	54.3% ↑	50.7% ↑	62.0% ↑↑↑↑	42.7%
Assistance or services in place in B.C. to help families of people having problems with gambling	**41.3%**	43.1%	42.9%	40.4%	44.9% ↑	37.5%
Problem gambling counselling services made available by the B.C. government free of charge	**35.9%**	36.9%	35.5%	32.1%	39.9% ↑	36.4%
n=	**2,856**	**571**	**570**	**573**	**578**	**564**
Likely to use problem gambling counselling services provided by the B.C. government	**77.1%**	76.2%	76.2%	75.8%	74.3%	80.5% ↑

↑↑↑↑↑ Indicates a statistically higher result than in Fraser, Interior, Island, Northern, or Vancouver Coastal.
Note: The colour of the arrow corresponds to a significant difference between the regional health authority with a matching colour.
Source: B.C. Problem Gambling Prevalence Survey. All reported n's are unweighted values. All estimates and rankings are based on weighted data (n = 2,882 to 3,045).

Section 5: Problem Gambling in British Columbia

The prevalence of problem gambling and the characteristics of problem gamblers in B.C. based on results of the 2014 B.C. Problem Gambling Prevalence Study are explored in this section. ***For the purpose of this report, the term "at-risk/problem gambler" refers to respondents who scored a low-, moderate-, or high-risk level on the Problem Gambling Severity Index (PGSI). Furthermore, much of the analysis has been tailored to review the at-risk/problem gambling subgroup within the subgroup of gamblers, rather than out of the entire population, to isolate the unique traits of the gambling population.***

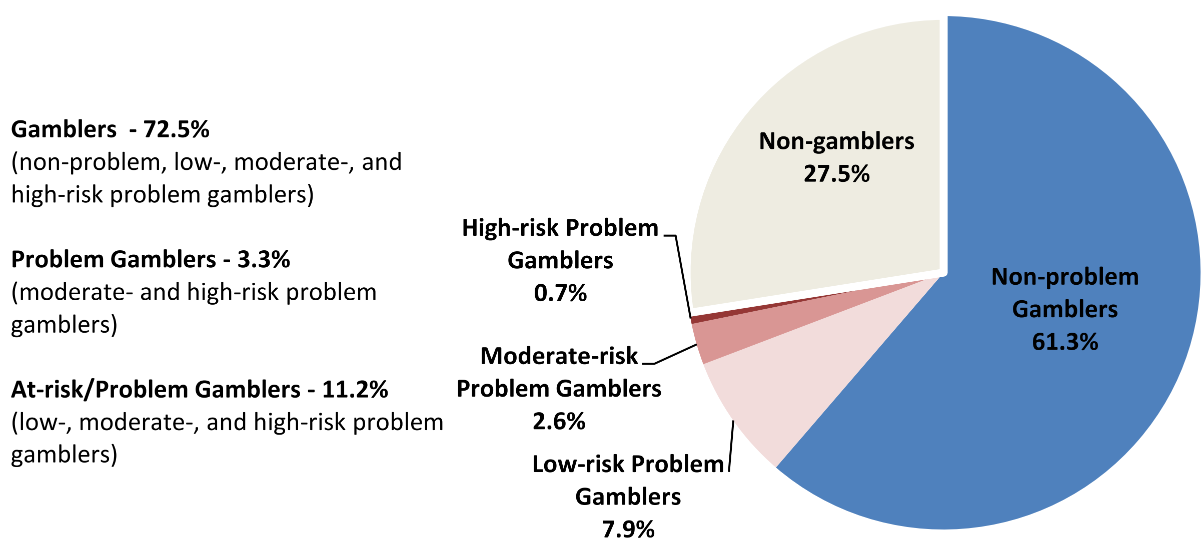
5.1 Prevalence of Problem Gambling in British Columbia

Problem gambling risk was calculated based on the Problem Gambling Severity Index (PGSI): a 9-item assessment tool designed to identify problem gambling risk and is derived from the CPGI. PGSI scoring is based on a 4-point scale, where "never" scores 0, "sometimes" scores 1, "most of the time" scores 2, and "almost always" scores 3. Based on the summed value of these scores, problem gambling risk assessment categories for this report are assigned as follows:

- 0 = Non-problem gambling
- 1-2 = Low level of problems with few or no identified negative consequences (low-risk)
- 3-7 = Moderate level of problems leading to some negative consequences (moderate-risk)
- 8+ = Problem gambling with negative consequences and a possible loss of control (high-risk)

Of survey respondents, 0.7% were rated as high-risk gamblers, 2.6% as moderate-risk gamblers, 7.9% as low risk gamblers, and 61.3% were rated as non-problem gamblers according to the PGSI. **Overall, 3.3% of British Columbians, or approximately 125,000 individuals, were classified as high- or moderate-risk problem gamblers.** Note that this is the "problem gambler" group referenced in this report. This represents a decrease in the rate of high- and moderate-risk problem gambling since the 2008 study, at which time an estimated 159,000 individuals (4.6%) were classified as problem gamblers. Figure 5.1 shows the breakdown of gambler subgroups by gambler classification.

Figure 5.1
B.C. Gambler Subgroups by Gambler Classification



Source: B.C. Problem Gambling Prevalence Survey; Unweighted data (n = 3,038 for2014 study).

Problem gambling (moderate- and high-risk) affects an estimated 125,000 B.C. residents and their families. B.C.'s Responsible and Problem Gambling Program provides treatment to approximately 1,600 or 1.3% of the problem gambler population. Approximately one-third (32.1%) of at-risk/problem gamblers (low-, moderate-, and high-risk) reported having one or more children under the age of 18 living in their household. Population estimates show that the Fraser health region has the largest volume of problem gamblers (approximately 44,796), followed by the Vancouver Coastal health region (approximately 32,608), the Island health region (approximately 19,767), the Interior health region (approximately 17,618), and the Northern health region (approximately 11,600).

With the exception of gender where at-risk/problem gamblers (low-, moderate-, and high-risk) were more often male (58.0%) than all gamblers (50.0% male), demographic groups most common to at-risk/problem gamblers mirrored the gambling population as a whole and were:

- Age group: 35 to 64 (43.5%);
- Gender: male (58.0%);
- Health region: Fraser (34.8%);
- Level of education: completed university degree (21.6%);
- Marital status: married or common law (51.4%);
- Employment status: full-time (36.1%);
- Income level: $50,000 to $99,000 (27.4%); and
- Ethnicity: European (57.1%).

Similar to the 2008 study, respondents who reported an income level of less than $30,000 were significantly more likely to be classified as low-, moderate-, or high-risk gamblers (18.9%) than those with incomes of $30,000 to $49,000 (12.6%), $50,000 to $99,000 (10.2%), or $100,000 or more (10.8%). The proportion of low income (less than $30,000 annually) at-risk/problem gamblers is slightly higher than the proportion reported in the 2008 study (18.9% in 2014 study vs. 17.9% in 2008 study), with increases in the moderate- (4.5% in 2014 study vs. 3.8% in 2008 study) and high-risk gambler (3.2% in 2014 study vs. 2.0% in 2008 study) categories. There was a decrease in the proportion of low-risk gamblers with reported incomes of less than $30,000 (11.2% in 2014 study vs. 12.1% in 2008 study).

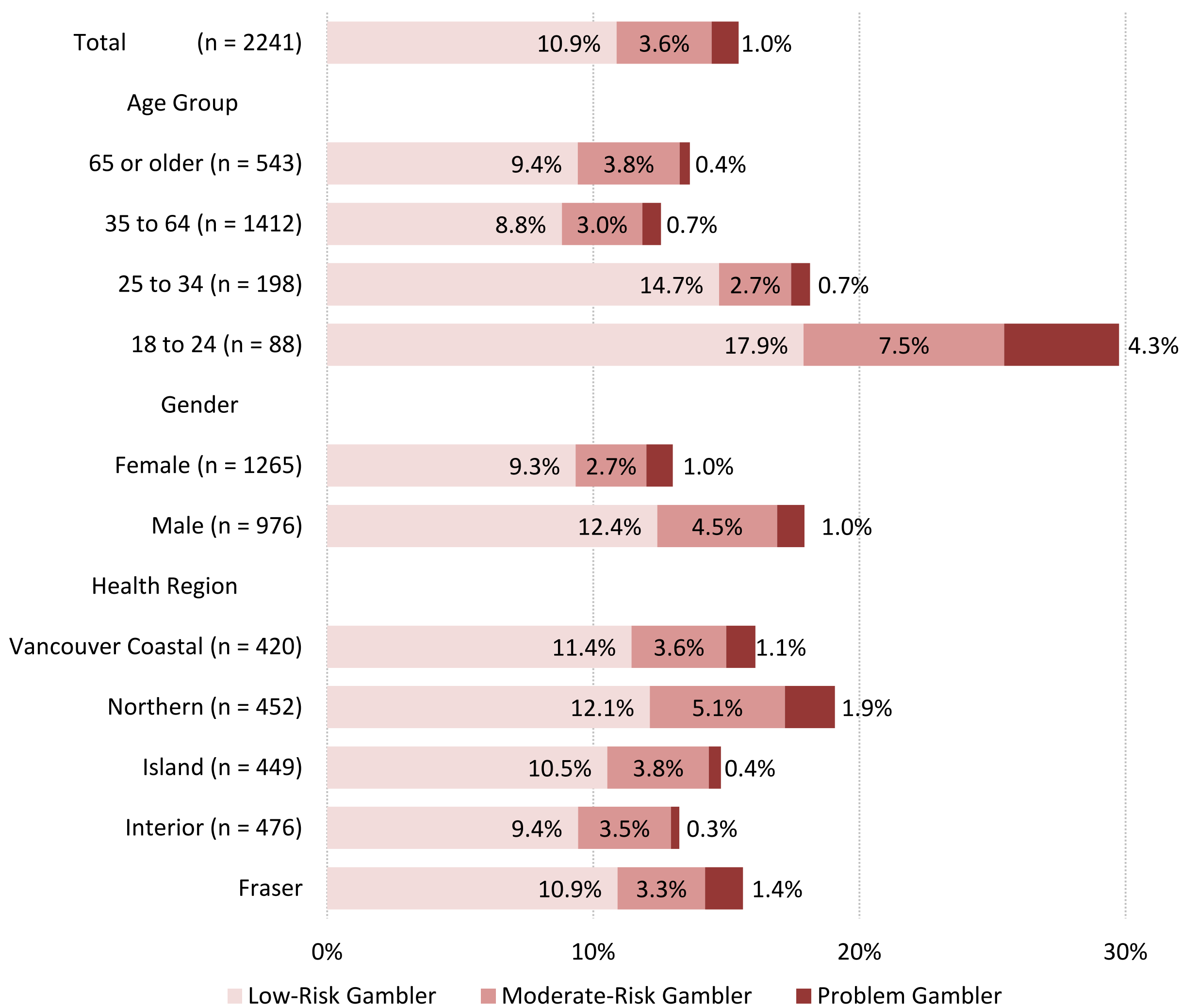
5.2 Profiles of Demographic Group At Most Risk for Problem Gambling

This section provides highlights of demographic groups at most risk for problem gambling. Details regarding determination of groups at risk for problem gambling are developed further in Section 5.3. The at-risk/problem gambling group was selected for analysis because the number of problem gamblers (moderate- and high-risk only) was insufficient to reliably support a more granular analysis.

In general, among the four age groups, gamblers who were ***18 to 24*** years of age were significantly more likely to be classified as at-risk/problem gamblers (i.e., low-risk, moderate-risk, or high-risk problem gamblers) than other age groups. ***Males*** are more likely than females to be at-risk/problem gamblers. Figure 5.2 summarizes the profile of problem gamblers by age group, gender, and health region. ***Mental health issues and substance use*** were significant predictors for at-risk/problem gambling. Individuals with ethnic origins of ***Aboriginal, Inuit, or Métis and Southern Asian*** were more likely to be classified as at-risk/problem gamblers than European or Canadian ethnic groups. Individuals with ***low household income, students, and unemployed individuals*** were more likely to be classified as at-risk/problem gamblers than employed individuals. Participating in ***short-term speculative stock or commodity trading***

and Internet gambling were also significantly associated with at-risk/problem gambling. No statistically significant difference was found between health regions.

Figure 5.2
Profile of At-risk/Problem Gamblers – Gambler Type (3) among Gamblers



Source: B.C. Problem Gambling Prevalence Survey; Weighted data (Unweighted n = 2,241 for 2014 study).
Note: Three respondents who gambled in the past 12 months did not answer any of the nine PGSI scoring items and were excluded from the total and sub-group unweighted counts.

Gambling Activity Participation for At-risk/Problem Gamblers

Overall, most at-risk/problem gamblers play lottery, Scratch & Win, or Pull-Tabs (83.8%). A ranked listing of gambling activities at-risk/problem gamblers reported participating in is provided in Table 5.1.

Table 5.1
Gambling Activity Participation of At-risk/Problem Gamblers (Low-, Moderate-, and High-risk)

Rank	Gambling Activity	% Participation in Past 12 Months
1	Other lottery games, Scratch & Win tickets, Keno, or Pull-tabs	83.8%
2	Charity raffles	40.7%
3	Private game such as cards, dice, or dominoes in someone's home or at a club or organization	31.9%
4	Gambling at a casino (includes slot machines)	28.0%
5	Outcome of sports or other events with friends co-workers, a bookie or some other person	23.6%
6	Short-term speculative stock or commodity purchases such as day trading	15.4%
7	Bingo	13.9%
8	Sports lottery game through a lottery retailer	9.4%
9	Poker tournament at a casino, bar, restaurant, or other public venue	9.1%
10	Internet gambling such as GeoSweep, sports betting, poker, interactive games (can include regulated and unregulated sites)	7.0%
11	Horse race	6.9%
12	Electronic gaming machine, video lottery terminal – not in a casino (not available in B.C. expect online)	6.4%
13	Other	1.7%

Source: 2014 study B.C. Problem Gambling Prevalence Survey. Unweighted n = 323
Note: Multiple Response Question – Percentages may total more than 100.0%.

The following statistically significant differences were found between age groups:

- At-risk/problem gamblers 18 to 24 years of age (37.8%) were significantly more likely to play bingo than all other age groups, bet on a sports event (41.4%) or play in a poker tournament (24.5%) than those 35 years of age or over, or bet on horse racing (17.1%) than those 25 to 34 years of age (1.7%);
- At-risk/problem gamblers 25 to 34 years of age (20.9%) were significantly more like than those 35 years of age of over (4.9%) to bet on a sports lottery game;
- At-risk/problem gamblers 35 to 64 years of age (92.7%) were significantly more likely than those 18 to 34 years of age (77.9%) or 65 years of age and over (75.7%) to play lottery games, Scratch & Win, Keno, or Pull-Tabs;
- At-risk/problem gamblers 18 to 64 years of age (38.1%) were significantly more likely than those 65 years of age or over (17.0%) to bet on private games; and
- At-risk/problem gamblers over 65 years of age (48.0%) were significantly more likely to play charity raffles than those 35 to 64 years of age (44.5%), 25 to 34 years of age (41.6%), or 18 to 24 years of age (24.9%).

Demographic details of at-risk/problem gamblers participating in the top four most highly played gambling activities are provided in Table 5.2. At-risk/problem gamblers who are female (91.0%) were significantly more likely than males (78.7%) to play lottery, Scratch & Win, Keno, or Pull-Tabs. At-risk/problem gamblers with household incomes of $30,000 or more (55.8%) were significantly more likely to engage in casino gambling than those with household incomes less than $30,000 (32.6%), and at-risk/problem gamblers with household incomes of $100,000 or more (63.1%) were significantly more likely than those with household incomes under $100,000 (28.5%) to play private games.

Table 5.2
Demographic Characteristics of At-risk/Problem Gamblers for the Top 4 Activities Played by At-risk/Problem Gamblers

Demographic Groups of At-risk/Problem Gamblers	**Top 4 Gambling Activities for Problem Gamblers**			
	Lottery, Scratch & Win, Keno, or Pull-Tabs n = 282	*Casino Gambling n = 164*	*Charity Raffles n = 153*	*Private Games n = 91*
Age				
18 to 34	77.6%	41.9%	33.4%	43.1%
35 and over	87.9%	56.1%	45.5%	24.5%
Gender				
Female	91.0%	49.9%	44.8%	26.5%
Male	78.7%	51.2%	37.7%	35.8%
Marital Status				
Not Married (including widowed)	79.6%	50.1%	37.2%	31.9%
Married/Common Law	87.1%	49.5%	44.5%	32.3%
Income				
<$30k	73.7%	32.6%	23.7%	29.5%
$30K to $99k	84.9%	57.2%	39.7%	27.8%
>$100k	33.4%	86.1%	52.4%	63.1%
Employment Status				
Employed	82.7%	47.3%	44.5%	35.8%
Non-employed (e.g., student, retired)	84.8%	55.9%	36.8%	27.9%

Source: B.C. Problem Gambling Prevalence Survey; Weighted data (Unweighted n = 323 for 2014 study).

Regional Highlights of At-risk/Problem Gamblers

Table 5.3 highlights core demographics of at-risk/problem gamblers for each health authority region. At-risk/problem gamblers who were 35 years of age and over (19.0%) or female (21.6%) were significantly more likely to live in the Interior health region than those 18 to 34 years of age (7.4%) or male (9.2%). Male at-risk/problem gamblers (31.8%) were significantly more likely than females (18.7%) to live in the Vancouver Coastal health region. Unmarried (including those widowed and divorced) at-risk/problem gamblers (32.6%) were significantly more likely to live in the Vancouver Coastal health region than married at-risk/problem gamblers (21.4%).

Table 5.3
Demographic Characteristics of At-risk/Problem Gamblers for Health Authority Regions

Demographic Groups of At-risk/Problem Gamblers	**Health Authority Regions**				
	Fraser *n = 65*	*Interior* *n = 65*	*Island* *n = 61*	*Northern* *n = 73*	*Vancouver Coastal* *n = 57*
Age					
18 to 34	33.2%	7.4%	18.2%	8.9%	32.3%
35 and over	35.9%	19.0%	15.5%	6.4%	22.3%
Gender					
Female	33.4%	21.6%	18.1%	7.6%	18.7%
Male	35.9%	9.2%	15.4%	7.2%	31.8%
Marital Status					
Not Married (including widowed)	29.2%	14.7%	14.9%	8.0%	32.6%
Married/Common Law	38.4%	14.6%	18.1%	7.0%	21.4%
Income					
<$30k	31.5%	12.6%	12.1%	7.5%	35.0%
$30K to $99k	38.7%	13.4%	17.4%	7.3%	23.3%
>$100k	23.3%	25.9%	13.0%	19.2%	7.1%
Employment Status					
Employed	34.4%	11.8%	11.8%	15.0%	7.9%
Non-employed (e.g., student, retired)	43.4%	36.4%	18.2%	19.0%	6.7%

Source: B.C. Problem Gambling Prevalence Survey; Weighted data (Unweighted n = 323 for 2014 study).

The following behavior and awareness profiles provide highlights of at-risk/problem gamblers by aggregated demographic groups.

At-risk/Problem Gamblers by Aggregate Age Groups

Age groups have been aggregated in Table 5.4 to review differences between younger and older at-risk/problem gamblers. Overall, 60.1% of problem gamblers were 35 years of age or over and 39.7% of problem gamblers are 18 to 34 years of age. There were few differences between the age group proportionally, with the exception of changes to their amount of time spent gambling. At-risk/problem gamblers 18 to 34 years of age (59.5%) were significantly more likely than at-risk/problem gamblers 35 years of age or over (24.1%) to report gambling more than five years ago, whereas those 35 years of age or over (37.5%) were significantly more likely to report gambling the same amount as five years ago compared to those 18 to 34 years of age (12.9%).

Table 5.4
At-risk/Problem Gamblers by Aggregated Age Groups

	18 to 34 Years of Age n = 72	**35+ Years of Age n = 251**
% of At-risk/Problem Gamblers	**39.7%**	**60.1%**
Gambling More, the Same, or Less		
% Gambling More	59.5%	24.1%
% Gambling the Same	12.9%	37.5%
% Gambling Less	27.5%	37.3%
Expenditures and Losses		
Average Monthly Spending $400 or More	14.2%	6.6%
Maximum Loss $10k or More	4.5%	3.9%
Mental Health		
% Experienced Mood Disorder	21.1%	22.9%
% Experienced Anxiety Disorder	13.9%	17.2%
% Experienced Suicide Ideation	20.9%	15.7%
% Experienced Suicide Attempt	5.2%	8.3%
Service Awareness		
% Aware of Problem Gambling Support Services	76.9%	69.1%
% Aware of Problem Gambling Family Support Services	45.2%	43.0%
% Aware of Toll-free Help Line	68.5%	64.4%
% Aware of Free Government Services	49.8%	46.9%
% Likely to Use Free Government Services	76.0%	69.8%
% Citing Most Common Reason to Not Use Government Services Among Problem Gamblers – Negative Impression of Government Services	32.3%	34.2%

Source: B.C. Problem Gambling Prevalence Survey; Weighted data (Unweighted n = 323 for 2014 study).

At-risk/Problem Gamblers by Gender

More males than females scored as problem gamblers on the PGSI, as shown in Table 5.5. Overall, 58.0% of at-risk problem gamblers were male and 42.0% were female. Male at-risk/problem gamblers (13.3%) were significantly more likely to have gambled $400 or more in an average month than females (4.6%). Indeed, no female at-risk/problem gamblers reported losing more than $10,000 or more on gambling activities, whereas 7.1% of males reported having lost sums of $10,000 or more.

Table 5.5
Problem Gamblers by Gender

	Female n = 173	**Male n = 150**
% of At-risk/Problem Gamblers	**42.0%**	**58.0%**
Gambling More, the Same, or Less		
% Gambling More	32.9%	42.0%
% Gambling the Same	34.6%	22.8%
% Gambling Less	32.0%	34.4%
Expenditures and Losses		
Average Monthly Spending $400 or More	4.6%	13.3%
Maximum Loss $10k or More	-	7.1%
Mental Health		
% Experienced Mood Disorder	20.6%	23.3%
% Experienced Anxiety Disorder	15.4%	16.3%
% Experienced Suicide Ideation	16.3%	18.8%
% Experienced Suicide Attempt	10.7%	4.4%
Service Awareness		
% Aware of Problem Gambling Support Services	71.6%	72.7%
% Aware of Problem Gambling Family Support Services	40.5%	46.3%
% Aware of Toll-free Help Line	66.9%	65.4%
% Aware of Free Government Services	44.5%	50.7%
% Likely to Use Free Government Services	75.1%	70.2%
% Citing Most Common Reason to Not Use Government Services Among Problem Gamblers – Negative Impression of Government Services	19.1%	42.6%

Source: B.C. Problem Gambling Prevalence Survey; Weighted data (Unweighted n = 323 for 2014 study).

At-risk/Problem Gamblers by Aggregate Marital Status

In Table 5.6, marital status has been aggregated into "married" (married or common law) and "not married" (single, widowed, or divorced) for at-risk/problem gambler subgroup analysis. Overall, 52.5% of at-risk/problem gamblers were married and 46.1% were not married. At-risk/problem gamblers who were not married are significantly more likely to gamble alone (63.3%) and report a mood disorder (30.0%) than those who are married (48.8% and 15.8%, respectively). Married at-risk/problem gamblers are significantly more likely to gamble accompanied (51.2%) and report gambling the same amount over the past five years than non-married at-risk/problem gamblers (35.4% and 19.0%, respectively).

Table 5.6
Problem Gamblers by Aggregate Marital Status

	Married n = 182	**Not Married (Including Widowed and Divorced) n = 139**
% of At-risk/Problem Gamblers	**52.5%**	**46.1%**
Gambling More, the Same, or Less		
% Gambling More	31.0%	43.6%
% Gambling the Same	36.2%	19.0%
% Gambling Less	31.9%	36.1%
Expenditures and Losses		
Average Monthly Spending $400 or More	8.2%	11.5%
Maximum Loss $10k or More	5.0%	3.3%
Mental Health		
% Experienced Mood Disorder	15.8%	30.0%
% Experienced Anxiety Disorder	14.2%	18.2%
% Experienced Suicide Ideation	10.7%	26.3%
% Experienced Suicide Attempt	4.9%	9.7%
Service Awareness		
% Aware of Problem Gambling Support Services	76.0%	67.1%
% Aware of Problem Gambling Family Support Services	48.1%	40.4%
% Aware of Toll-free Help Line	69.4%	61.3%
% Aware of Free Government Services	49.0%	45.5%
% Likely to Use Free Government Services	72.9%	70.7%
% Citing Most Common Reason to Not Use Government Services Among Problem Gamblers – Negative Impression of Government Services	27.3%	41.2%

Source: B.C. Problem Gambling Prevalence Survey; Weighted data (Unweighted n = 323 for 2014 study).

At-risk/Problem Gamblers by Aggregate Household Income

Household income has been aggregated into groups of less than $30,000 (21.9% of at-risk/problem gamblers), $30,000 to $99,999 (44.6% of at-risk/problem gamblers), and $100,000 or over (23.3% of at-risk/problem gamblers). Table 5.7 shows that at-risk/problem gamblers with household incomes of $100,000 or more are significantly more likely to estimate spending $400 or more on gambling as a monthly average than those with household incomes of $30,000 to $99,999 (7.2%) or less than $30,000 (2.6%) annually. No at-risk/problem gamblers with household incomes of less than $30,000 reported losing $10,000 or more on gambling activities.

Table 5.7
Problem Gamblers by Aggregate Household Income

	<$30k n = 64	**$30K to $99k n = 146**	**>$100k n = 72**
% of At-risk/Problem Gamblers	**21.9%**	**44.6%**	**23.3%**
Gambling More, the Same, or Less			
% Gambling More	42.3%	36.2%	42.5%
% Gambling the Same	17.5%	34.8%	25.5%
% Gambling Less	38.2%	29.0%	31.7%
Expenditures and Losses			
Average Monthly Spending $400 or More	2.6%	7.2%	22.6%
Maximum Loss $10k or More	-	3.3%	9.6%
Mental Health			
% Experienced Mood Disorder	32.8%	21.9%	14.6%
% Experienced Anxiety Disorder	15.3%	18.9%	10.1%
% Experienced Suicide Ideation	30.7%	13.5%	17.1%
% Experienced Suicide Attempt	16.3%	4.2%	2.2%
Service Awareness			
% Aware of Problem Gambling Support Services	64.2%	74.7%	79.6%
% Aware of Problem Gambling Family Support Services	41.7%	42.9%	47.8%
% Aware of Toll-free Help Line	60.2%	71.0%	66.9%
% Aware of Free Government Services	48.3%	43.3%	56.3%
% Likely to Use Free Government Services	70.0%	76.2%	67.2%
% Citing Most Common Reason to Not Use Government Services Among Problem Gamblers – Negative Impression of Government Services	36.4%	33.8%	42.7%

Source: B.C. Problem Gambling Prevalence Survey; Weighted data (Unweighted n = 323 for 2014 study).
Note: A total of 41 at-risk/problem gambler respondents did not provide information about their income range.

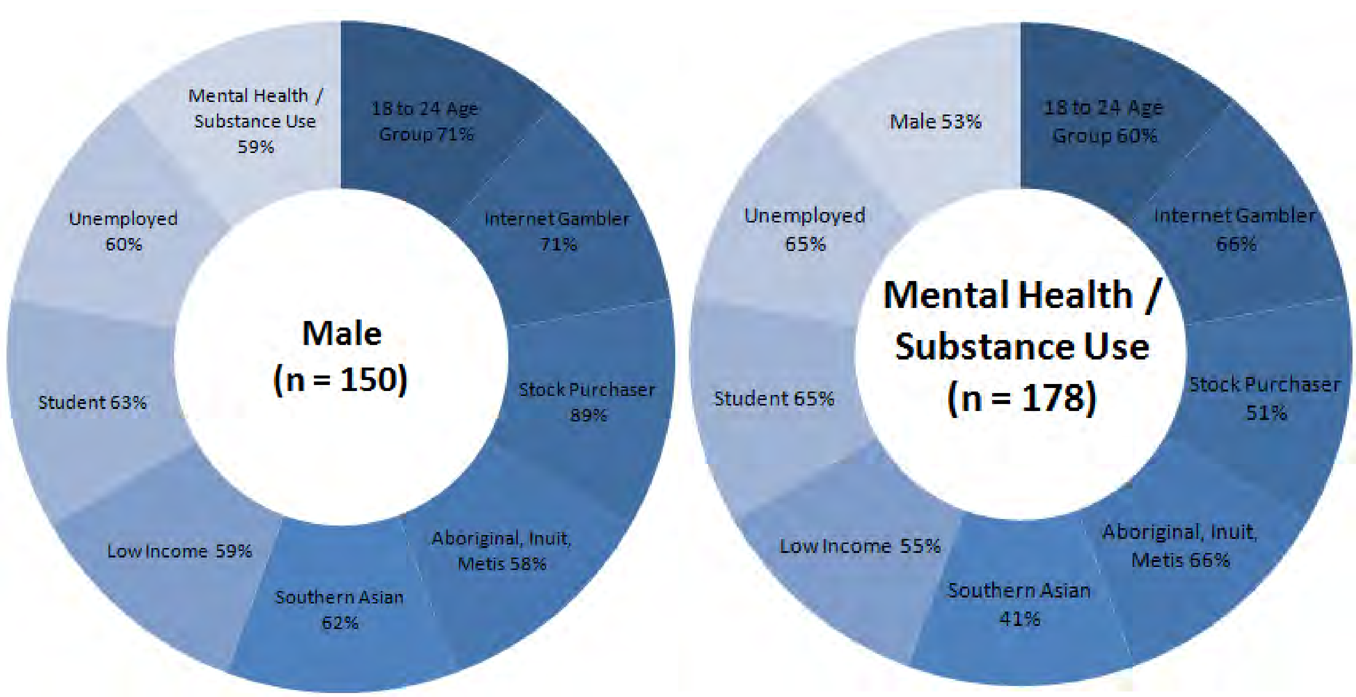
At-risk/Problem Gambler Complexity

The most predictive indicators for at-risk/problem gambling among B.C. residents are:

- 18 to 24 years of age group;
- Male gender;
- Internet gambling;
- Short-term stock or commodity purchasing;
- Aboriginal, Inuit, or Métis ethnicity;
- Southern Asian ethnicity;
- Annual household income under $30,000;
- Student occupation;
- Unemployed occupation; and
- Mental health or substance use issues.

Most of these subgroups are of insufficient size to conduct subgroup analysis, but the male gender and mental health or substance use issues groups allow for some review of case complexity. As shown in Figure 5.3, each of the predictive indicators for at-risk/problem gambling (e.g., age of 18 to 24) also have high incidence of being male or mental health/substance use challenges. For example, of Internet at-risk/problem gamblers, 71% were male and 66% had mental health or substance use challenges.

Figure 5.3
Male Gender and Mental Health and Substance Use Incidence for At-risk/Problem Gambling Subgroups



Source: B.C. Problem Gambling Prevalence Survey; Weighted data (Unweighted n = 343 for 2014 study).

5.3 B.C. At-risk/Problem Gamblers – Regression Analysis

A logistic regression was conducted on a subset of respondents who were gamblers (n = 2,244) to examine the relationship between gambler risk type (as classified by the PGSI) and important demographic characteristics and correlates of problem gambling. Gambler risk type was defined as a dichotomous dependent variable, classifying those with zero score PGSI assessments as "non-problem gamblers" and those with positive score PGSI assessments as "at-risk/problem gamblers". The following factors were included in the model as predictors of problem gambling:

- *Demographic characteristics*: health authority region, age group, gender, marital status, ethnicity, education level, employment status, number of dependents, and household income;
- *Comorbidity and mental health*: self-reported mood disorder, anxiety disorder, and suicide (attempt and ideation); and
- *Alcohol and illegal drug use*: consumed five drinks or more on one occasion (yes/no), and reported using illegal drugs in the past 12 months.

Cross-tabulations on each of the predictive factors were also reviewed to compare differences among subgroups. In contrast to cross-tabulation and statistical comparison among sub-groups, logistic regression allows one to assess the relative impacts of each factor while holding the influence of other factors constant. In this way, the unique contribution and relative importance of each factor can be estimated. By examining these associations simultaneously, the chance of Type I error is reduced from that which may be found in the cross-tabulation pair-wise comparisons across sub-groups.

The resulting model coefficients (i.e., odds ratios, confidence intervals, and *p* values) and overall model statistics can be found in Appendix E. Briefly, the results of the logistic regression show that the likelihood of being an at-risk/problem gambler in British Columbia is related to the following factors: age group, gender, ethnicity, employment status, self-reported mood disorder, anxiety disorder, and suicide attempt/ideation. These statistically significant factors are subsequently discussed in more detail in this report with the prevalence rate presented in cross-tabulation tables. Depending on the number of respondents who gambled in the past year who had answered the question, these tables show the prevalence rates by either the full classification of gambler risk types (gambler type [4] - non-problem gamblers, low-risk gamblers, moderate-risk gamblers, high-risk gamblers) or the dichotomy classification of non-problem gamblers versus at-risk/problem gamblers (gambler type[2] – non-problem gamblers versus the combined grouping of low-, moderate-, and high-risk problem gamblers).

Age Range Subgroup Analysis

Table 5.8 summarizes the percentage of non-problem gamblers, low-risk gamblers, moderate-risk gamblers, and high-risk gamblers by age group. In general, there is a statistical relationship between gambler types and age groups for respondents who gambled in the last 12 months, confirming the logistic regression findings that the youngest age group was most likely to be classified as at-risk or problem gamblers by the PGSI assessment. Gamblers between the ages of 18 to 24 (4.3%) were significantly more likely than other age groups (0.7% for ages 25 to 34 and 35 to 64, and 0.4% for ages 65 or over) to be classified as high-risk gamblers. Furthermore, this pattern of higher prevalence rates also holds true when looking at low- and moderate-risk gamblers.

Table 5.8
Gambler Type (4) by Age Group among B.C. Gamblers

	Total	18 to 24	25 to 34	35 to 64	65 or older
Unweighted n	2,241	88	198	1412	543
Non-Problem Gambler	84.5%	70.2% O	81.9% * O	87.5% * *	86.4% *
Low-risk Gambler	10.9%	17.9% O	14.7% O	8.8% * *	9.4% *
Moderate-risk Gambler	3.6%	7.5% O	2.7% *	3.0% *	3.8%
High-risk Gambler	1.0%	4.3% O	0.7% *	0.7% *	0.4% *

Source: 2014 B.C. Problem Gambling Prevalence Survey. Weighted Data (Unweighted n = 2,241).
O = the reference point. * = a significant deviation from the reference point.

Gender Subgroup Analysis

In the logistic regression model, male respondents who gambled in the past 12 months were found to have higher odds of being classified as at-risk/problem gamblers than female respondents. As seen in Table 5.9, among gamblers, the proportion of low-risk gamblers (12.4% vs. 9.3%) and moderate-risk gamblers (4.5% vs. 2.7%) who self-identified as male was significantly higher than female. However, the prevalence rates for high-risk gambler classification were similar between males and females for problem gamblers (both at 1.0%) in British Columbia.

Table 5.9
Gambler Type (4) by Gender among B.C. Gamblers

	Total	Male	Female
Unweighted n	2,241	976	1,265
Non-Problem Gambler	84.5%	82.1% O	87.0% *
Low-risk Gambler	10.9%	12.4% O	9.3% *
Moderate-risk Gambler	3.6%	4.5% O	2.7% *
High-risk Gambler	1.0%	1.0%	1.0%

Source: 2014 B.C. Problem Gambling Prevalence Survey. Weighted Data (Unweighted n = 2,241).
O = the reference point. * = a significant deviation from the reference point.

Ethnicity Subgroup Analysis

Results from the logistic regression indicated that respondents who gambled in the last 12 months and reported particular ethnic or cultural origins, had higher odds of being classified as at-risk/problem gamblers compared to respondents of European descent. This was supported by the comparison of gamblers who identified their primary ethnic origin as European (13.2%) to other ethnic groups (see Table 5.10). Those who identified their ethnicity as Southern Asian (27.4%) and Aboriginal, Inuit, or Métis (27.3%) were significantly more likely to be classified as at-risk/problem gamblers than those with European ethnicity (13.2%). Gamblers of assorted other ethnic or cultural origins had the highest prevalence rate of at-risk/problem gamblers (33.8%), and this rate is statistically higher compared to the rates observed for gamblers who reported European (13.2%) or Canadian (10.4%) ethnicity. However, the “Other” ethnic group represents a combination of ethnicities that were reported in numbers too small to support subgroup analysis. Various ethnic groups including African, Latin American, and Oceanic have been placed in this category as well as respondents who reported mixed ethnic origins. While at-risk/problem gambling prevalence is observably higher for this group, it cannot be further explored due to the low number of respondents for each ethnic group category.

Table 5.10
Gambler Type (2) by Ethnicity among B.C. Gamblers

	Total	Aboriginal, Inuit, Métis	European	Asian (Eastern)	Asian (Southern)	Canadian	Other
Unweighted n	2,201	114	1,809	73	38	106	61
Non-Problem Gambler	84.5%	72.7% *	86.8% O	77.9%	72.6% *	89.6% O	66.2% * *
At-risk/Problem Gambler	15.5%	27.3% *	13.2% O	22.1%	27.4% *	10.4% *	33.8% * O

Source: 2014 B.C. Problem Gambling Prevalence Survey. Weighted Data (Unweighted n = 2,201).
O = the reference point. * = a significant deviation from the reference point.

Employment Status Subgroup Analysis

Similar to the logistic regression results, employment status was found to be statistically related to the likelihood of being classified as an at-risk/problem gambler. However, the overall patterns differ as the cross-tabulation did not statistically control for the influences of other factors (e.g., age group) included in the regression model and the reference groups used for comparison were different: in the regression, respondents who were employed full-time (worked 30 hours per week or more) were selected as the reference group for comparison.

As shown in Table 5.11, gamblers who worked full-time (12.7%) were significantly less likely to be classified as at-risk/problem gamblers compared to those who were unemployed (26.7%) or student respondents (28.7%). Student respondents in turn were significantly more likely be classified as at-risk/problem gamblers than self-employed respondents (28.7% vs. 13.0%).

Table 5.11
Gambler Type (2) by Employment Status among B.C. Gamblers

	Total	Full Time	Part Time	Self-employed	Un-employed	Student	Retired/ Semi-retired	Homemaker	Other
Unweighted n	2,237	909	188	236	68	33	676	76	51
Non-Problem Gambler	84.5%	87.3%	81.1%	87.0%	73.3%	71.3%	85.2%	77.1%	74.6%
		O			*	*			
At-risk/Problem Gambler	15.5%	12.7%	18.9%	13.0%	26.7%	28.7%	14.8%	22.9%	25.4%
		O			*	*			
				O		*			

Source: 2014 B.C. Problem Gambling Prevalence Survey. Weighted Data (Unweighted n = 2,237).
O = the reference point. * = a significant deviation from the reference point.

5.4 Gambling Behaviours and Co-morbidity by PGSI Classification

Activity Participation

Low-risk gamblers were significantly more likely than non-problem gamblers to report that gambling at a casino or purchasing short-term speculative stock or commodity (21.9% and 5.3% respectively) are their favourite gambling activities. Additionally, low-risk gamblers were significantly more likely than non-problem gamblers to participate in the following gambling activities:

- Gambling at a casino (51.5% vs. 23.9%);
- Private games, such as cards, dice, or dominoes, in someone's home or at a club or organization (29.4% vs. 20.5%);
- Betting on the outcome of sports or other events with friends, co-works, a bookie, or some other person (21.7% vs. 10.3%);
- Short-term speculative stock or commodity purchases, such as day trading (13.2% vs. 13.2%).
- Bingo (11.7% vs.4.2%); and
- Sports lottery game through lottery retailers (6.9% vs. 3.0%);

Moderate-risk gamblers were significantly more likely than non-problem gamblers to gamble at a casino (41.5% vs.28.0%), participate in a private game (39.0% vs. 20.5%), or play bingo (13.9% vs. 4.2%). Moderate-risk gamblers were significantly more likely than both non-problem gamblers and low-risk gamblers to purchase short-term speculative stock or commodity shares (26.6% vs. 13.2% low-risk and 6.3% non-problem gamblers) or participate in Internet gambling (12.8% vs. 3.7% low-risk and 3.1% non-problem gamblers).

In general, non-problem gamblers (61.5%) were significantly more likely than at-risk/problem gamblers to report that they gamble about the same amount as five years ago (27.7%), and at-risk/problem gamblers were significantly more likely to report gambling either more (38.2%) or less (33.4%) than they did five years ago.

At-risk/problem gamblers were significantly more likely than non-problem gamblers to have spent $50 to $99 (15.5% vs. 7.3%), $200 to $299 (8.0% vs. 1.0%), or $400 or more (9.6% vs. 1.0%) in one day. At-risk/problem gamblers were significantly more likely to report having lost $100 to $999 (39.2% vs. 18.8%), $1,000 to $9,999 (7.4% vs. 1.7%), or $10,000 or more (4.1% vs. 0.5%) in one day than non-problem gamblers.

At-risk/problem gamblers were significantly more likely than non-problem gamblers to report that gambling is “somewhat important” (26.8% and 8.7%, respectively) or “very important” (3.3% and 0.7% respectively) compared to other entertainment activities. Whereas non-problem gamblers were significantly more likely than at-risk/problem gamblers to report that gambling is “not at all important” (90.5% and 69.9% respectively) compared to other entertainment activities.

Non-problem gamblers were significantly more likely to report that they do not travel (24.7%) to participate in their favourite gambling activity than at-risk/problem gamblers (16.2%). At-risk/problem gamblers were significantly more likely to report traveling 51 to 100 kilometres (5.3%) to participate in their favourite gambling activity than non-problem gamblers. Most at-risk/problem gamblers reported traveling 5 kilometers or less (44.3%) to participate in their favourite gambling activity, which was a similar proportion to non-problem gamblers (46.8%).

Mental Health

Overall, approximately 16.7% of respondents who gambled in the past 12 months indicated that they had a mental health problem (mood disorder, anxiety disorder, considered suicide, or attempted suicide). Compared to non-problem gamblers (13.5%), at-risk/problem gamblers were significantly more likely to report that they had a mental health problem (36.4%). Table 5.12 provides additional details on these differences between gamblers who were classified as at-risk/problem gamblers and those classified as non-problem gamblers.

Table 5.12
Self-Report Mental Health Problems by Gambler Type (2) among B.C. Gamblers

Mental Health Problem	Total (n= 2,240)	At-risk/ Problem Gambler (n = 323)	Non-Problem Gambler (n = 1,917)	Sig*
Mood Disorder (e.g., depression, bipolar)	9.8%	22.1%	7.6%	*
Anxiety Disorder (e.g., phobia, OCD)	7.5%	15.9%	5.9%	*
Considered Committing Suicide	7.8%	17.9%	5.9%	*
Attempted Suicide	3.3%	7.1%	2.6%	*

Source: 2014 B.C. Problem Gambling Prevalence Survey. Weighted Data (Unweighted n = 323 to 2,240).
* = a significant deviation from the reference point.

As seen in Table 5.13, at-risk/problem gamblers were also significantly more likely to have used alcohol or drugs while gambling (34.7%) compared to non-problem gamblers (19.2%). Among those who had used alcohol or drugs while gambling, close to one-third (31.7%) indicated that they had gambled while they were drunk or high. The difference between at-risk/problem gamblers (44.0%) and non-problem gamblers (28.1%) was statistically significant.

Table 5.13
Self-Report Mental Health Problems by Gambler Type (2) among B.C. Gamblers

Answered "Yes" to …	Total	At-risk/Problem Gambler	Non-Problem Gambler	Sig*
Use alcohol or drugs while gambling	21.5% (n =1,922)	34.7% (n = 256)	19.2% (n = 1,666)	*
Gambling while drunk or high	31.7% (n = 334)	44.0% (n = 79)	28.1% (n = 255)	*

Source: 2014 B.C. Problem Gambling Prevalence Survey. Weighted Data (Unweighted n = 1,922 and 334).
* = a significant deviation from the reference point.

Employment Impacts

When respondents were asked whether they had had any work-related problems as a result of gambling, almost all (99.1%) gamblers (i.e., people who gambled in the last 12 months) answered "no".

Expenditure

At-risk/problem gamblers (36.9%) were significantly more likely than non-problem gamblers (13.9%) to spend $50 or more on gambling in an average month.

Perception and Belief

When asked how much respondents agreed with the statement "after losing many times in a row, you are more likely to win", most gamblers *disagreed* (45.2%) or *strongly disagreed* (40.9%). At-risk/problem gamblers (20.5%) were significantly more likely than non-problem gamblers (8.7%) to report that they *agree* that "after losing many times in a row, you are more likely to win".

When asked how much respondents agreed with the statement "while gambling, you could win more if you used a certain system or strategy", most gamblers *disagreed* (43.2%) or *strongly disagreed* (29.4%), while some *agreed* (20.8%) or *strongly agreed* (2.5%). Moderate-risk gamblers (38.9%) were significantly more likely than non-problem (19.5%) and low-risk gamblers (23.7%) to report that they *agree* that "you could win more if you used a certain system or strategy". At-risk/problem gamblers (5.5%) were significantly more likely than non-problem gamblers (2.0%) to report that they *strongly agree* that "you could win more if you used a certain system or strategy".

5.5 Family and Others

When respondents were asked to report on how gambling has affected their family on a scale of 1 to 5, with 1 being no problem at all and 5 being the most serious problem faced by their family, most respondents (92.8%) answered "1", no problem at all. Non-problem gamblers (95.6%) were significantly more likely than at-risk/problem gamblers (81.2%) and non-gamblers (91.3%) to report "1".

As shown in Table 5.14, on a five-point rating scale, non-problem gamblers (95.6%) were significantly more likely than non-gamblers (91.3%), low-risk problem gamblers (90.0%), and moderate- and high-risk problem gamblers (62.3%) to state that gambling was no problem at all for their families. Moderate- and high-risk problem gamblers (21.0%) were significantly more likely than low-risk problem gamblers (6.6%), non-problem gamblers (1.8%), and non-gamblers (2.0%) to severity of the problem related to gambling on their family as "2". Over one-tenth (11.4%) of moderate- and high-risk problem gamblers rated gambling as the most serious issue their family has ever had, and they were significantly more like to rate family impact of gambling as "5" than non-problem and non-gamblers (11.4% vs. 0.2% and 2.2%). Note that non-gambler classification does not exclude their families from having been impacted by problem gambling.

Table 5.14
B.C. Gamblers by Perceived Family Impact

Rating of Perceived Family Impact	Unweighted n	% Non-gamblers n = 688	% Non-Problem Gamblers n = 1,646	% Low-risk Gamblers n = 205	% Moderate- and High-risk Gamblers n = 93
1 (No problem at all)	2,424	91.3% *	95.6% O	90.0% * O	62.3% * *
2	68	2.0% *	1.8% O *	6.6% * *	21.0% * O
3	41	2.4%	1.7% O	2.1% *	2.5% *
4	31	2.2% *	0.6% O	1.3%	2.9%
5 (The most serious problem)	36	2.2% *	0.2% *	-	11.4% O

Source: 2014 B.C. Problem Gambling Prevalence Survey. Weighed Data (Unweighted n = 2,620). Note: This question was added partway during survey administration; not all respondents have been asked this question.
O = the reference point. * = a significant deviation from the reference point.

When asked whether respondents believed that they have enough knowledge or information to identify whether they or someone close to them has a gambling problem, most respondents (87.7%) answered “yes”. Gamblers (90.4%) were significantly more likely than non-gamblers (80.8%) to believe that they had enough information to identify a gambling problem. Moderate- and high-risk problem gamblers (78.0%) were significantly less likely than non-problem gamblers (91.5%) to believe that they had enough information to identify a gambling problem.

When respondents were asked if they had ever experienced problems as a result of someone else’s gambling, most respondents (86.8%) answered “no”. At-risk/problem gamblers (21.0%) were significantly more likely than non-problem gamblers (12.6%) to answer “yes”. Respondents who indicated they had experienced problems as a result of someone else’s gambling were also significantly more likely to have gambled during the past year (77.6%) compared to those who had not (71.8%).

5.6 Regional Highlights for the Problem Gambling Severity Index

Only 1 out of 55 gamblers felt that they may have had a problem with gambling in the past 12 months (note, this is the prevalence of self-identified problem gambling among survey respondents who had gambled in the past 12 months). The prevalence of gamblers who felt this way was higher among those in the Northern and Island regions than in Vancouver Coastal. Moreover, gamblers in the Northern region were also more likely than those in other regions to indicate that other people criticize their betting or were told that they had a gambling problem (see Table 5.15).

Table 5.15
Problem Gambling Severity Index (PGSI)
Gambling-Related Experiences in the Past 12 Months across Health Regions

Top 3 Boxes % Almost always, Most of the time, Sometimes*	**Total**	Fraser	Interior	Island	Northern	Vancouver Coastal
n=	**2,230 to 2,236**	**437 to 440**	**474 to 476**	**448 to 449**	**449 to 452**	**418 to 420**
Have felt guilty about way or what happens when one gambles	**7.2%**	7.9%	5.6%	6.0%	7.6%	8.1%
Have bet more than one could really afford to lose	**5.4%**	6.0%	4.3%	4.4%	6.1%	5.7%
Have gone back another day to try to win back money one lost	**5.3%**	4.1%	3.5%	5.2%	9.0% ↑↑	7.2% ↑↑
Have needed to gamble with larger amounts of money to get same feeling of excitement	**3.0%**	2.7%	3.2%	3.4%	3.8%	2.7%
Have had gambling cause one any health problems, including stress or anxiety	**2.8%**	3.5%	2.1%	2.9%	3.8%	2.1%
Have betting criticized by people or have been told that one had a gambling problem	**2.3%**	2.2%	1.6%	2.3%	5.3% ↑↑↑	2.0%
Have felt that one might have a problem with gambling	**1.8%**	1.7%	1.6%	2.6% ↑	3.8% ↑	0.9%
Have gambling cause financial problems for oneself or ones household	**1.2%**	1.7%	0.5%	1.0%	1.5%	0.9%
Have borrowed money or sold anything to get money to gamble	**1.1%**	2.4% ↑↑	0.3%	0.8%	0.8%	0.4%

↑↑↑↑↑ Indicates a statistically higher result than in Fraser, Interior, Island, Northern, or Vancouver Coastal.
Note: The colour of the arrow corresponds to a significant difference between the regional health authority with a matching colour.
Source: B.C. Problem Gambling Prevalence Survey. All reported n's are unweighted values. All estimates and rankings are based on weighted data (n = 2,230 to 2, 236).
*This rating scale is based on the Canadian Problem Gambling Index.

5.7 General Population and Subgroup Prevalence Rates for At-risk Groups

The following statements highlight problem gambling (moderate- and high-risk) prevalence for groups identified in this section as having higher risk of scoring as problem gamblers on the PGSI according to the 2014 B.C. Problem Gambling Prevalence Study survey:

- Of the entire population in B.C., problem gambling (moderate- and high-risk) prevalence is 3.3%;
- Of the entire population in B.C., problem gambling prevalence for individuals 18 to 24 years of age is 0.9%. Out of the 18 to 24 years of age population in B.C. 7.3% scored as problem gamblers on the PGSI;
- Of the entire population in B.C., problem gambling prevalence for individuals of Aboriginal, Inuit, or Métis ethnic origins is 0.2%. Out of individuals with Aboriginal, Inuit, or Métis ethnic origins in B.C. 5.5% scored as problem gamblers on the PGSI;
- Of the entire population in B.C., problem gambling prevalence for individuals of Southern Asian ethnic origins is 0.3%. Out of individuals with Southern Asian ethnic origins in B.C. 8.0% scored as problem gamblers on the PGSI; and
- Of the entire population in B.C., problem gambling prevalence for individuals with household incomes under $30,000 is 1.0%. Out of individuals with household incomes under $30,000 in B.C. 7.6% scored as problem gamblers on the PGSI.

The following statements highlight at-risk/problem gambling (low-, moderate- and high-risk) prevalence for groups identified in this section as having higher risk of scoring as problem gamblers on the PGSI according to the 2014 B.C. Problem Gambling Prevalence Study survey:

- Of the entire population in B.C., at-risk/problem gambling (low-, moderate- and high-risk) prevalence is 11.2%;
- Of the entire population in B.C., at-risk/problem gambling prevalence for individuals 18 to 24 years of age is 2.2%. Out of the 18 to 24 years of age population in B.C. 18.4% scored as at-risk/problem gamblers on the PGSI;
- Of the entire population in B.C., at-risk/problem gambling prevalence for individuals of Aboriginal, Inuit, or Métis ethnic origins is 1.0% Out of individuals with Aboriginal, Inuit, or Métis ethnic origins in B.C. 23.7% scored as at-risk/problem gamblers on the PGSI;
- Of the entire population in B.C., at-risk/problem gambling prevalence for individuals of Southern Asian ethnic origins is 0.7% Out of individuals with Southern Asian ethnic origins in B.C. 17.2% scored as at-risk/problem gamblers on the PGSI; and
- Of the entire population in B.C., at-risk/problem gambling prevalence for individuals with household incomes under $30,000 is 2.5% Out of individuals with household incomes under $30,000 in B.C. 18.9% scored as at-risk/problem gamblers on the PGSI.

Section 6: Findings

6.1 Summary of Conclusions

This section provides a summary of the findings from the 2014 B.C. Problem Gambling Prevalence Study based on the survey results presented in this report.

Nearly three-quarters of British Columbians participate in gambling, and 3.3% of British Columbians experience problem gambling.

Overall, 3.3% of adult British Columbians in the 2014 study were classified as moderate- or high-risk problem gamblers according to CPGI scoring, which represents approximately 125,000 individuals. This is a decrease in the estimated volume of moderate- and high-risk problem gambling since the 2008 study, at which time approximately 159,000 individuals were classified as moderate- and high-risk problem gamblers.

The current prevalence rate indicates that an estimated 125,000 individuals in B.C., and their families, may benefit from treatment programs. The government's Responsible & Problem Gambling Program provides counselling and treatment services to approximately 1,600 individuals per year, which represents approximately 1.3% of the estimated 125,000 problem gamblers.

Lottery games were the most played and favourite gambling activity for gamblers (i.e., all gamblers) in B.C., and B.C. gamblers are participating in more types of gambling activities.

Survey findings for 2014 study revealed that participation in individual gambling activities has increased for 9 of the 12 surveyed gambling activities relative to the 2008 prevalence study**.** The largest proportion of B.C. gamblers reported playing lottery, Scratch & Win, Keno, or Pull-Tabs (81.6), and 43.6% stated that this was their favourite gambling activity.

Since the 2008 study, there has been an increase in participation in lottery games (+ 23% points), playing charity raffles (+14% points), gambling at a casino (+ 3% points), gambling on the outcome of sports or other events (+ 3% points), purchasing speculative stock (+ 3% points), playing bingo (+1% points), betting on horse races (+1% points), participating in Internet gambling (+1% points; estimates should be considered with caution due to the small number of Internet gambler respondents), and playing sports lottery games (+1% points).

Past year B.C. gamblers (i.e., all gamblers) tend to be financially comfortable and of a mature age range.

High income levels (annual incomes greater than $50,000) continue to be related to past year gambling participation. Survey respondents with household incomes of $100,000 or more (79.3%) or $50,000 to $100,000 (78.2%) annually were significantly more likely to have gambled in the past year (79.3%) compared to respondents with annual household incomes that were less than $30,000 (69.2%) and those with household incomes between $30,000 and $50,000 (68.9%) per year.

Individuals in the 35 to 64 years of age category represent the largest proportion of past year B.C. gamblers (53.5%), individuals 65 years of age and over (19.1%) are the next largest group, followed by individuals 25 to 34 years of age (17.3%), and individuals 18 to 24 years of age (10.0%). Young adults in B.C. are significantly less likely to have participated in gambling activities than other age groups.

Young adults are at risk to be classified as at-risk/problem gamblers, yet the 18 to 24 years of age group is the least likely age group to be gamblers.

Results of the current study revealed that gamblers between the ages of 18 and 24 (4.3%) were significantly more likely than any other age group to be classified as high-risk gamblers (0.7% for those between the ages of 25 and 34 and 35 and 64 years of age, and 0.4% for those 65 years of age and over). This age-related finding also holds true for low- and moderate-risk gamblers. However, young adults between the ages of 18 and 24 (61.9%) were less likely than all other age groups (ranging from 70.8 to 75.1%) to have participated in any gambling activity during the past year.

Low household income individuals are at risk to be classified as at-risk/problem gamblers, yet high household income individuals are more likely to be gamblers.

Respondents who reported an income level of less than $30,000 were significantly more likely to be classified as low-, moderate-, or high-risk gamblers (18.9%) than those with incomes of $30,000 to $49,000 (12.6%), $50,000 to $99,000 (10.2%), or $100,000 or more (10.8%). The proportion of low income (less than $30,000 annually) at-risk/problem gamblers is a slightly higher than the proportion reported in the 2008 study (18.9% in 2014 study vs. 17.9% in 2008 study), with increases in the moderate- (4.5% in 2014 study vs. 3.8% in 2008 study) and high-risk problem gambler (3.2% in 2014 study vs. 2.0% in 2008 study) categories. There was a decrease in the proportion of low-risk gamblers with reported incomes of less than $30,000 (11.2% in 2014 study vs. 12.1% in 2008 study). However, individuals with household incomes above $50,000 were significantly more likely to have participated in gambling activities in the past year.

Individuals of Aboriginal, Inuit, or Métis and Southern Asian ethnic origins are at risk to be classified as at-risk/problem gamblers.

Of survey respondents who gambled in the past 12 months, those who identified themselves as Southern Asian (27.4%) and Aboriginal, Inuit, or Métis (27.3%) were significantly more likely to be classified as at-risk/problem gamblers (i.e., low-, moderate-, or high-risk gamblers).

At-risk/problem gamblers are at higher risk of having a mental health issue, including a mood disorder, anxiety disorder, and suicide ideation or attempt.

A little over one-third (36.4%) of low-, moderate-, and high-risk gamblers combined reported that they had experienced a mental health issue, while only 13.5% of non-problem gamblers reported experiencing a mental health issue.

At-risk/problem gamblers are more likely than non-problem gamblers to participate in a large variety of gambling activities.

At-risk/problem gamblers in B.C. are significantly more likely than non-problem gamblers to participate in the following gambling activities: gambling at a casino (50.4% vs. 23.9%); gambling during a private game/event (e.g., cards) (31.9% vs. 20.5%); gambling on the outcome of a sports event with friends, co-workers, a bookie, or other person (23.6% vs. 10.3%); gambling via short-term speculative stock/commodity purchasing (15.4% vs. 6.3%); gambling while playing bingo (13.9% vs. 4.2%); gambling on a sports lottery game (9.4% vs. 3.0%); gambling while at a poker tournament (9.1% vs. 2.9%); Internet gambling on both regulated and unregulated sites (7.0% vs. 3.1%; estimates should be considered with caution due to the small number of Internet gambler respondents); and playing electronic gaming machines outside of a casino (6.4% vs. 2.7%), which is not available in B.C. except online.

Awareness of problem gambling and related resources provided by the B.C. government has declined since the 2008 study, and awareness rates of these resources are particularly low for some groups at risk for problem gambling.

Approximately one-third (35.8%) of survey respondents reported being aware of free problem gambling counselling services in B.C., which represents a decrease in awareness of free counselling services since the 2008 study where 46% reported government service awareness. Respondents in the 18 to 24 years of age category and of Southern Asian descent were more likely to be classified as problem gamblers and less likely to report awareness of problem gambling assistance services than their demographic counterparts.

One-half of respondents (50.5%) reported awareness of the toll-free help line, while two-thirds (66%) reported awareness of the toll-free help line in the 2008 study. Respondents of Eastern and Southern Asian descent (61.8% and 69.2% respectively) were significantly more likely to be unaware of the toll-free problem gambling help line than Aboriginal, Inuit, or Métis (30.4%); European (47.9%); and Canadian (i.e., individuals who reported their ethnicity as “Canadian”) ethnic groups (41.4%).

Most adult British Columbians view problem gambling as an addiction. B.C. residents feel they have sufficient information to identify gambling problems, and that legalized gambling has about equally good and bad effects on society.

In the 2014 study, most adult British Columbians view problem gambling as an addiction. Approximately 89.8% of survey respondents reported that gambling problems should be treated *like any other addiction*. Most British Columbians indicated that they had sufficient information to identify a gambling problem (87.7%).

Since the 2008 study, British Columbians have not changed their opinion regarding the effects of legalized gambling on society. Almost one-half (46.8%) of 2014 study respondents reported that the effect of legalized gambling on society was *about equally good and bad*, over one-third felt that the effect was *bad* or *very bad* (41.2%), and less than one-tenth felt that the effect was *good* or *very good* (9.3%). The proportion of respondents expressing these sentiments was similar to the 2008 study where 43% reported *bad* or *very bad* effects and 10% reported *good* or *very good* effects.

Additional research is needed to develop an in-depth understanding at-risk/problem gambling groups.

Large sample prevalence studies allow for more detailed subgroup analysis. Increasing target completions from 3,000 to 6,000 or more increases the population sample for subgroups (e.g., ethnic groups, problem gambler types, gamblers participating in particular activities such as Internet gambling), thereby allowing for more in-depth analysis of factors related to gambling, problem gambling, and co-morbidity.

Internet gambling shifts and trends are largely unknown. Research focusing on Internet gambling in B.C. may offer better insight into the number of gamblers who have migrated from other forms of gambling to online gambling, characteristics of Internet gamblers, economic impacts (e.g., reduction in productivity at work) related to problem Internet gamblers, and effectiveness of problem gambling programs for Internet gamblers, among other possible research topics.

Development of a panel research methodology would allow for continuous monitoring of the flows and cycles of gambling and problem gambling behaviour. This type of research involves repeated surveying of a target population (e.g., gamblers, at-risk/problem gamblers, gamblers by gambling activity) to monitor how the population moves in and out of behaviours patterns of interest, such as increased or decreased gambling participation, changes in gambling activities, changes in at-risk/problem gambling scores, etc.

Awareness of problem gambling prevention and support services could be reviewed using general population surveys and focus groups on this research topic. Using qualitative or a mix of qualitative and quantitative data provides the opportunity to explore public perceptions, opinion, beliefs, and attitudes in a more dynamic or less restricted form.

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[xix] Ibid.

[xx] Margins of errors are based on a 50% response distribution, after corrections to adjust for sampling from a finite population.

[xxi] The random B methodology references blocks of 100 telephone numbers searching for active and/or listed numbers. Each block of 100 numbers is built by using the first two of the last four digits to form working blocks.

[xxii] Valid sample includes only those numbers that connect to a potential respondent. For example, business numbers and not-in-service numbers in the sample are removed from the total valid sample.

[xxiii] Margins of errors are based on a 50% response distribution, after corrections to adjust for sampling from a finite population.

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Appendix A: 2014 Problem Gambling Prevalence Study Survey

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Problem Gambling Prevalence Study Survey

TELEPHONE INTRODUCTION

Hello, my name is ________ with the research firm R.A. Malatest & Associates Ltd. I'm calling on behalf of the Government of BC. We are conducting a survey on games of chance, gaming, and other issues of importance to B.C. residents. Your household was randomly selected to represent the opinions of British Columbians. Responses to this survey will be anonymous, that is, your name and phone number will not be attached to any responses.

NEW1. Can you tell me if I have reached you on a cell phone today?

1. Yes → [GO TO "AFTER APPROPRIATE RESPONDENT SELECTED" SECTION]
2. No → [ASK IN-HOUSEHOLD SELECTION QUESTION]

The survey will take approximately 20 minutes, and you will be given the option to enter into a draw for an iPad at the end. May I complete the survey with you now?

- Yes → [Continue]
- No → [Schedule callback or thank and terminate]

Thank you. This call may be monitored for quality assurance purposes.

SECTION A: SCREENERS

1. To ensure we interview people in a variety of age groups, could you please tell me which of the following broad groups your age falls into? [Read list]

    1. 18 to 24
    2. 25 to 34
    3. 35 to 64
    4. 65 or older
    5. No response → [Thank and terminate]

2. Which gender do you identify as?

    1. Male
    2. Female
    3. Other
    4. No response → [Thank and terminate]

3. Which of the following health authorities are you served by? [Read list if required]

    1. Fraser Health Authority
    2. Interior Health Authority
    3. Island Health Authority [SURVEYOR NOTE: this is for Vancouver Island]
    4. Northern Health Authority
    5. Vancouver Coastal Health Authority
    6. Don't know → Could you help us narrow down your region by telling me the name of the city or community you live in or giving me the first three digits of your postal code?
    7. No response → [Thank and terminate]

SECTION B: GAMBLING PARTICIPATION

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

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

		Yes	No	DK/NA
a.	Charity raffles such as a hospital lottery	1	2	99
b.	Other lottery games like 6/49, Scratch & Wins tickets, Keno or Pull-tabs	1	2	99
c.	Bingo	1	2	99
d.	Gambling at a casino	1	2	99
e.	An electronic gaming machine outside of a casino, such as a video lottery terminal	1	2	99
f.	A sports lottery game like Sports Action through a lottery retailer	1	2	99
g.	A horse race	1	2	99
h.	The outcome of sports or other events with friends, co-workers, a bookie or some other person	1	2	99
i.	A poker tournament at a casino, bar, restaurant or other public venue	1	2	99
j.	A private game such as cards, dice or dominoes in someone's home or at a club or organization, or on a game of skill such as golf, pool or bowling	1	2	99
k.	Short-term speculative stock or commodity purchases such as day trading, but not including long-term investments such as mutual funds or RRSPs	1	2	99
l.	Internet gambling (GeoSweep, sports betting, poker, interactive games)	1	2	99
m.	[Do not read] I have not bet or spent money on any gambling or gaming activity. [If "yes" skip to Q27]	1	2	99
n.	In the past 12 months, have you bet or spent money on any other kind of gambling that I haven't mentioned? 1. Yes → What kind of gambling would that be? 2. No			

5. Which of these activities is your favourite? [Recall "yes" options from Q4a – Q4n, and Q4p] [Surveyor Note: Remind respondent of their responses if needed.]

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

    1. Alone
    2. Accompanied

7. When participating in your favourite type of gambling, can you tell me what distance you usually travel in kilometres, if any? [Surveyor Note: Read if needed.]

    1. Don't travel
    2. 5K (3.1miles) or less
    3. 6K to 10K (3.7 to 6.2 miles)
    4. 11K to 20K (6.8 to 12.4 miles)
    5. 21K to 50K (13.0 to 31.1 miles)
    6. 51K to 100K (32.0 to 62.1 miles)
    7. More than 100K (more than 62.1 miles)

8. [Ask of "yes" answers to 4n only] Do you primarily use your home or work computer for internet gambling? [Do not read]

    1. Home
    2. Work
    3. Home and work equally
    4. Other → Please specify: ____________

9. [Ask of "yes" answers to 4n only] What time of the day do you most often use the internet to gamble or place bets? Would you say: [Read List]

    1. 9am – 5pm
    2. 5pm – Midnight
    3. Midnight – 9am

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10. In the past 12 months, how often did you spend money or bet on [Recall answers from Q4]? [Read each item]

	Daily (30+ times per month)	**Several times per week (6 – 29 times per month)**	**Several times per month (3 – 5 times per month)**	**Once per month (6 – 12 times per year)**	**A few times per year (1 – 5 times per year)**
[RECALL]	1	2	3	4	5

SECTION C: GAMBLING BEHAVIOURS

11. Would you say that you gamble more, less, or about the same as 5 years ago? [Do not read]

    1. More
    2. About the same → [Skip to Q13]
    3. Less

12. What is the main reason you are gambling [Recall answer to Q11] than 5 years ago?

13. Compared to other entertainment activities, how important is gambling to you? Would you say it is…[Read list]

    1. Very important
    2. Somewhat important
    3. Not at all important

14. About how much do you spend on gambling in an average month? [If needed state, "I'm just looking for an approximate amount", and read list if required]

    1. Less than $1
    2. $1 to $5
    3. $6 to $10
    4. $11 to $49
    5. $50 to $99
    6. $100 to $199
    7. $200 to $299
    8. $300 to $399
    9. $400 or more

15. What is the largest amount of money you ever lost in one day? [If hesitant say, "I'm just looking for an approximate amount." If still hesitant, read list.]

    1. Less than $1
    2. $1 to $9
    3. $10 to $99
    4. $100 to $999
    5. $1,000 to $9,999
    6. $10,000 or more

SECTION D: PGSI

16. Thinking about the last 12 months… [Read scale for first three items, and remind R of scale for subsequent items as needed]

		Never	Sometimes	Most of the time	Almost always	Don't Know/No Response
16a.	Have you bet more than you could really afford to lose?	1	2	3	4	99
16b.	Still thinking about the last 12 months, have you needed to gamble with larger amounts of money to get the same feeling of excitement?	1	2	3	4	99
16c.	When you gambled, did you go back another day to try to win back the money you lost?	1	2	3	4	99
16d.	Have you borrowed money or sold anything to get money to gamble?	1	2	3	4	99
16e.	Have you felt that you might have a problem with gambling?	1	2	3	4	99
16f.	Has gambling caused you any health problems, including stress or anxiety?	1	2	3	4	99
16g.	Have people criticized your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true?	1	2	3	4	99
16h.	Has your gambling caused any financial problems for you or your household?	1	2	3	4	99
16i.	Have you felt guilty about the way you gamble or what happens when you gamble?	1	2	3	4	99

SECTION E: GAMBLING BELIEFS AND MOTIVATIONS

17. For each of the following statements, please tell me if you strongly agree, agree, disagree, or strongly disagree.

	Strongly Agree	Agree	Disagree	Strongly Disagree	Don’t Know/No Response
17a. After losing many times in a row, you are more likely to win.	1	2	3	4	99
17b. While gambling, you could win more if you used a certain system or strategy.	1	2	3	4	99

SECTION F: ALCOHOL AND DRUG QUESTIONS

18. In the last 12 months, how often did you drink alcoholic beverages? [Read list]

    1. 4 to 6 times a week or more
    2. 1 to 3 times a week
    3. Once a week
    4. 2 to 3 times a month
    5. Once a month
    6. Less than once a month
    7. Never in the last 12 months → [Skip to Q20]
    8. Never in your lifetime → [Skip to Q20]

19. During the past 12 months, have you had 5 or more drinks on one occasion? [Read list]

    1. More than once per week
    2. Once per week
    3. 2 to 3 times per month
    4. Once per month
    5. Less than once per month
    6. Never

20. In the last 12 months, how often did you use illegal drugs? Was it…? [Read list]

    1. 4 to 6 times a week or more
    2. 1 to 3 times a week
    3. Once a week
    4. 2 to 3 times a month
    5. Once a month
    6. Less than once a month
    7. Never in the last 12 months
    8. Never in your lifetime

[If respondent answered never in the last 12 months or never in your lifetime to Q18 and Q20, skip to Q23]

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

    1. Yes
    2. No → Skip to Q23

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

    1. Yes
    2. No

23. During the past year, have you been under the care of a professional, such as a doctor or therapist, for physical or emotional problems brought on by gambling? [Surveyor Note: record respondent's reply in other if you do not know if the professional is a doctor or therapist. Doctor is defined as anyone whose profession requires a medical degree.]

    1. Yes, doctor
    2. Yes, therapist
    3. Yes, other → Please specify: ____________
    4. No

SECTION G: EMPLOYMENT IMPACTS

24. During the past 12 months, have you had any work-related problems that have occurred as a result of gambling?

    1. Yes
    2. No → [Skip to Q27]

25. How many times in the last 12 months did you not come to work due to gambling?

    1. ______ # of days

26. How many times in the last year did you come to work but were less productive due to gambling?

    1. ______ # of days

SECTION H: MENTAL HEALTH

27. Now I'd like to ask you some questions about your mental health.

    [If R asks why, read, "We are asking these questions to better understand mental health characteristics that are important for British Columbians. Please remember that your responses will remain anonymous.]

    Do you have a mood disorder such as depression, bipolar disorder, mania or dysthymia?

    1. Yes
    2. No

28. Do you have an anxiety disorder such as a phobia, obsessive-compulsive disorder or a panic disorder?

    1. Yes
    2. No

29. Have you ever seriously considered committing suicide or taking your own life?

    1. Yes
    2. No

30. Have you ever attempted to commit suicide or tried taking your own life?

    1. Yes
    2. No

SECTION I: FAMILY IMPACTS

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

    [RECORD 1 TO 5]

32. Do you believe that you have enough knowledge or information to identify whether you or someone close to you has a gambling problem?

    1. Yes
    2. No

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

    1. Yes
    2. No

SECTION H: GAMBLING PERSPECTIVES

34. What would you say are the main benefits individuals receive from gambling? [Do not read list, multiple response]

    1. Entertainment
    2. Excitement
    3. Winning
    4. Getting out of the house
    5. No advantages
    6. Other → Please specify: ____________________

35. People have different beliefs about the overall effects of gambling on society. Would you say that the overall effect of legalized gambling on society is…? [Read scale]

    1. Very good
    2. Good
    3. About equally good and bad
    4. Bad
    5. Very bad

36. Do you agree with the statement that gambling problems should be considered like any other addiction (e.g., alcohol, drug addictions)?

    1. Yes
    2. No

SECTION I: PROBLEM GAMBLING HELP SERVICES

37. Are you aware of any assistance or services in place in BC to help…[Read beginning of question for both response options.]

		Yes	No	DK/NR
36a.	People having problems with their gambling	1	2	99
36b.	Families of people having problems with their gambling	1	2	99

38. Are you aware that there is a toll-free problem gambling help line in British Columbia? [If requested, the number for the Problem Gambling Help Line is: 1-888-795-6111.]

    1. Yes
    2. No

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

    1. Yes
    2. No

40. If you ever experience problems related to gambling, how likely would you use the problem gambling counselling services provided by the BC government? [If needed, ask, “would you say likely or unlikely?”]

    1. Likely → [Skip to Q41]
    2. Unlikely

41. Why would you be unlikely to use the problem gambling counselling services provided by the BC government? [Do not read list]

    1. I don't have a problem/I don't gamble
    2. Negative impression of government programs
    3. I would sort it out myself/I would not go to anyone for help
    4. I would seek family support
    5. Other → Please specify: ____________

SECTION J: DEMOGRAPHICS

42. In what year were you born? ____________

43. What is your current marital status? [Do not read list]

    1. Married or common law
    2. Living with partner, but not common law
    3. Widowed
    4. Divorced
    5. Separated
    6. Single or never married

44. What is the primary ethnic or cultural origins of your ancestors? [Read list]

    1. Aboriginal, Inuit, Métis
    2. European (Western)
    3. European (Eastern)
    4. Asian (Eastern – Chinese, Korean, Vietnamese, Cambodian, Japanese, other East Asian)
    5. Asian (Southern – Indian, Pakistani, Sri Lankan, other South Asian)
    6. Asian (Western – Iranian, Iraqi, Afghan, other West Asian)
    7. African
    8. Latin American (Mexican, Central/South American)
    9. Oceania (Australian, New Zealander, Pacific Islander)
    10. Other → Please specify: ____________

45. What is the highest level of education that you have completed? [Read list]

    1. Grade school or some high school
    2. Completed high school
    3. Post-secondary trade or technical school
    4. Some college or university
    5. Completed college diploma
    6. Completed university degree
    7. Post-graduate degree

46. What is your primary employment status? [Read list, select the activity R devotes the most time to]

    1. Employed full-time (30 hours per week or more)
    2. Employed part-time (less than 30 hours per week)
    3. Self-employed
    4. Unemployed
    5. Student
    6. Retired
    7. Homemaker
    8. Other → Please specify: ____________

47. How many people under 18 years of age live with you?

48. a. [IF "YES" TO NEW1] Earlier you said that I reached you on a cell phone. Does your household also have a landline or traditional telephone? Would you say…[READ LIST]
    b. [IF "NO" TO NEW2] Do you or does anyone in your household also use a cell phone?...[READ LIST]

    [WEB ONLY] Which of the following best applies to your household?

    1. My household uses a cell phone(s) and a landline
    2. My household uses a landline only
    3. My household uses a cell phone(s) only

49. Which of the following ranges best describes your total household income before taxes? [This should be the combined income for all persons in the household] [Read list]

    1. Under $30,000
    2. $30,000 to $39,999
    3. $40,000 to $49,999
    4. $50,000 to $59,999
    5. $60,000 to $69,999
    6. $70,000 to $79,999
    7. $80,000 to $99,999
    8. $100,000 or more

SECTION K: SURVEY IMPACT

We have talked at length about some very important topics. Sometimes talking about gambling or taking part in a survey makes you start to think about your gambling or someone else's gambling.

50. Did taking part in this survey make you feel uncomfortable or concerned about any aspect of your gambling?

    1. Yes
    2. No

51. Do you have any interest in speaking to someone else such as a trained counsellor or professional about your gambling or the gambling problems of someone you know?

    1. Yes
    2. No

52. Would you like more information about problem gambling in British Columbia?

    1. Yes
    2. No

[IF YES TO Q48, Q49, or Q50] I have a toll-free number that you can call for information or assistance on gambling. The number for the Problem Gambling Help Line is: 1-888-795-6111. It’s free and confidential.

END

[ALL RESPONDENTS]

On behalf of Malatest & Associates, we would like to thank you for your contribution to this important research.

Appendix B: Survey Call Disposition

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Survey Call Disposition

Call Disposition	Count	%
Completion	3,058	6.4%
Refusal	14,977	31.5%
Answering Machine	13,523	28.5%
Wrong Number/NIS	8,156	17.2%
No Answer/Busy Signal	4,030	8.5%
Call Answered Call Again	2,216	4.7%
Non-Qualifier*	597	1.3%
Language Barrier	514	1.1%
Appointment	253	0.5%
Respondent Wants to Complete Online	115	0.2%
Communication Problem Non-Language	63	0.1%
Total Called Sample	**47,502**	**100.0%**
Response Rate (MRIA)[1]	**8.4%**	
Gross Response Rate	**6.5%**	
Gross Refusal Rate	**31.8%**	
Gross Non Qualifier Rate	**0.4%**	
Web Complete	**58**	

*Non-qualifying respondents include those who belong to the quota-filled age groups

[1] MRIA Response Rate Calculation: http://mria-arim.ca/about-mria/standards/response-rate-calculation-formula

Appendix C: Gambling Activity Profiles

Charity Raffles – 2014 Profile

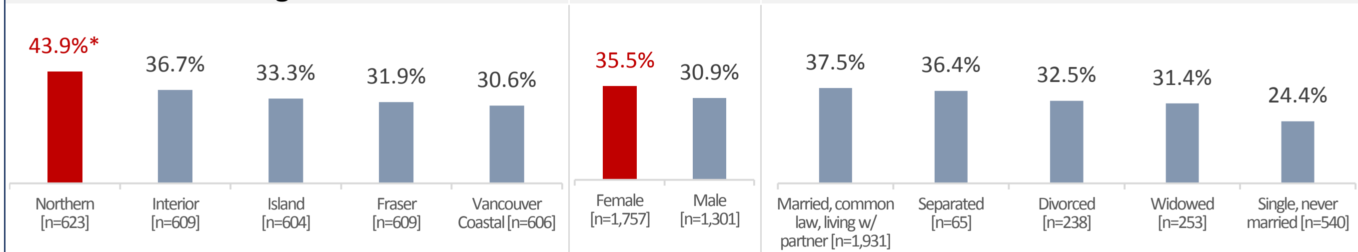
About 1 in 3 British Columbians play Charity Raffles.[1] Of those who do, over 4 out of 5 do so responsibly.

Problem gambling prevalence among…

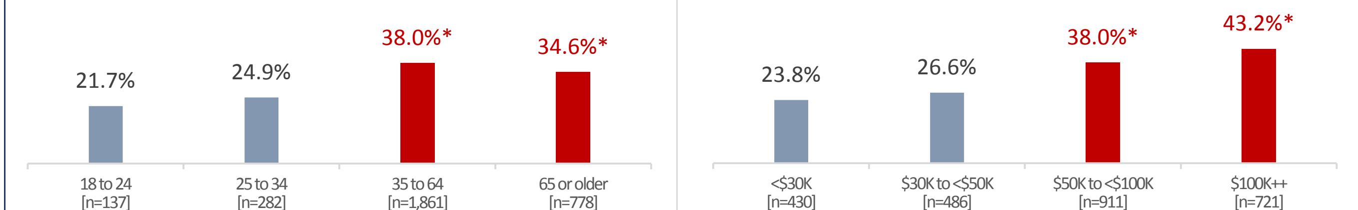
	Non-problem gamblers	Low-risk gamblers	Moderate-risk gamblers	Problem gamblers
Charity Raffle Players [n=1,142]	86.3%	9.6%	3.8%	0.3%
All Gamblers [n=2,241]	84.6%	10.9%	3.6%	1.0%

Prevalence of charity raffle players by…

Region | **Gender** | **Marital Status**



Age | **Household Income**



Most likely profile of charity raffle players:

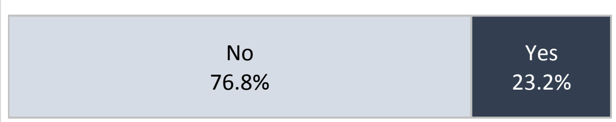
Individuals who are **65 years old or older** and with a **household income of $100K or more**.

The prevalence rate of charity raffle players in this segment [53.6%] is statistically higher than the provincial rate of 33.6%.

Charity raffle players' behaviour and perspectives on gambling

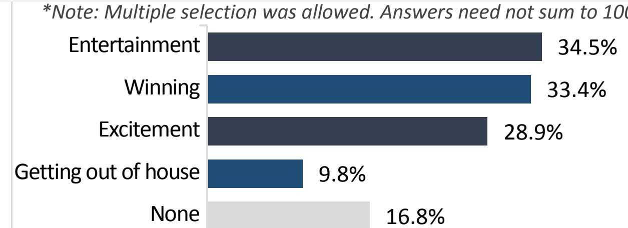
Gambling alone vs. accompanied [n=1,105]

Drug, alcohol use while gambling [n=1,004]



Perceived benefits from gambling* [n=1,101]

**Note: Multiple selection was allowed. Answers need not sum to 100%.*



[1] Base: Total Sample, n=3,058

**Note: Red bars indicate a statistically higher percentage than that of other sub-groups.*

Source: 2014 BC Problem Gambling Prevalence Study

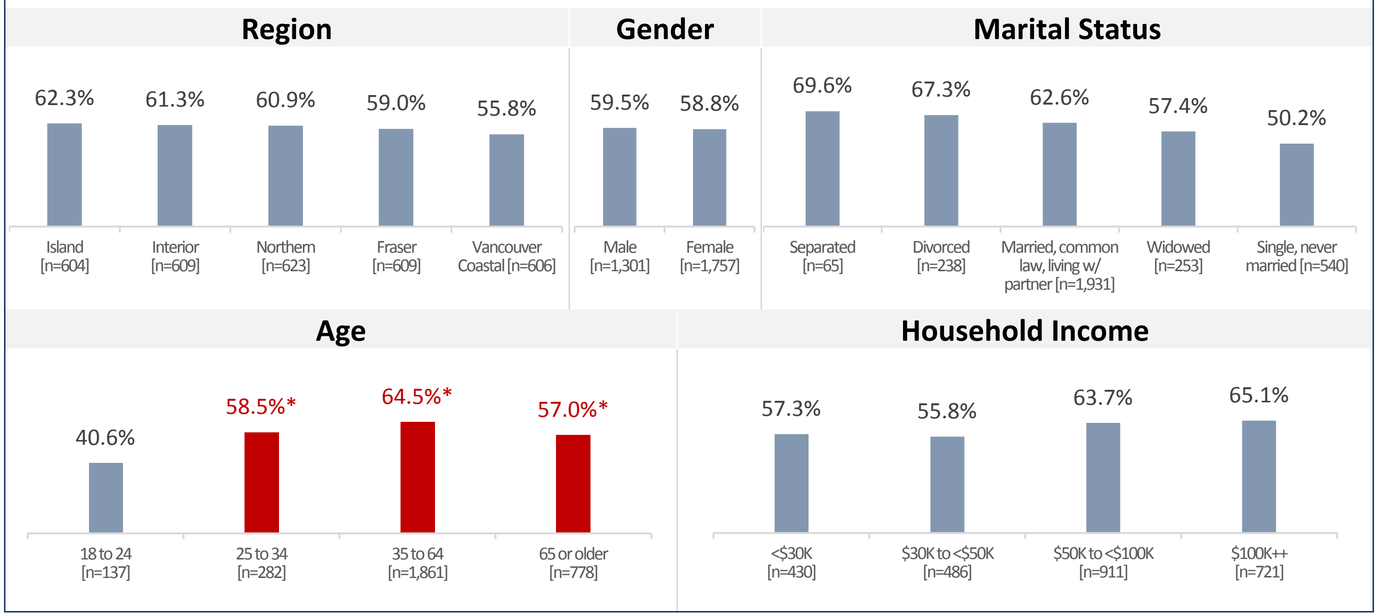
Other Lottery Games, Scratch & Win Tickets, Keno or Pull-Tabs – 2014 Profile

About 3 in 5 British Columbians play Other Lottery Games.[1] Of those who do, over 4 out of 5 do so responsibly.

Problem gambling prevalence among…

	Non-problem gamblers	Low-risk gamblers	Moderate-risk gamblers	Problem gamblers
Other Lottery Game Players [n=1,866]	84.1%	11.1%	3.5%	1.2%
All Gamblers [n=2,241]	84.6%	10.9%	3.6%	1.0%

Prevalence of other lottery game players by…



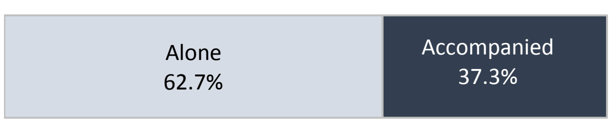
Most likely profile of other lottery game players:

Individuals who are **35 to 64 years old** and with a **household income of $100k or more.**

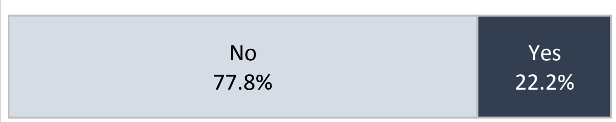
The prevalence rate of other lottery game players in this segment [68.5%] is statistically higher than the provincial rate of 59.7%.

Other lottery game players' behaviour and perspectives on gambling

Gambling alone vs. accompanied [n=1,823]

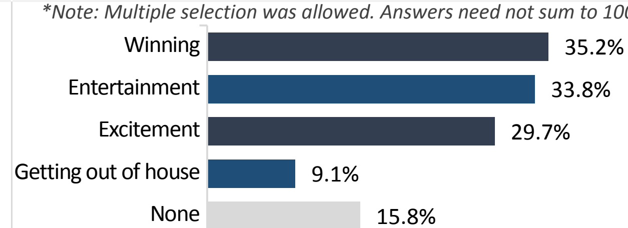


Drug, alcohol use while gambling [n=1,594]



Perceived benefits from gambling* [n=1,792]

**Note: Multiple selection was allowed. Answers need not sum to 100%.*



[1] Base: Total Sample, n=3,058

**Note: Red bars indicate a statistically higher percentage than that of other sub-groups.*

Source: 2014 BC Problem Gambling Prevalence Study

Bingo – 2014 Profile

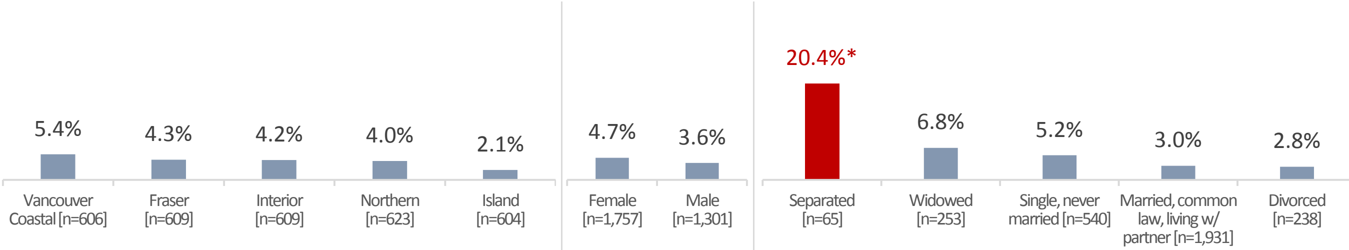
Only 1 in 25 British Columbians play Bingo.[1] Of those who do, over 3 out of 5 do so responsibly.

Problem gambling prevalence among…

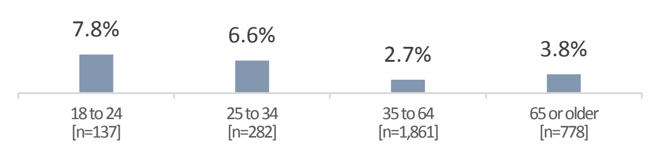
	Non-problem gamblers	Low-risk gamblers	Moderate-risk gamblers	Problem gamblers
Bingo Players [n=106]	62.7%	22.2%	8.7%	6.3%
All Gamblers [n=2,241]	84.6%	10.9%	3.6%	1.0%

Prevalence of bingo players by…

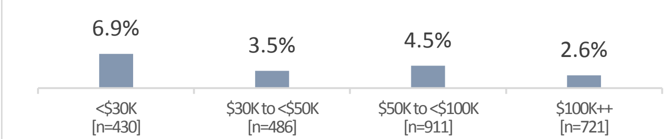
Region | **Gender** | **Marital Status**



Age



Household Income



Most likely profile of bingo players:

Separated individuals.

The prevalence rate of bingo players in this segment [20.3%] is statistically higher than the provincial rate of 4.2%.

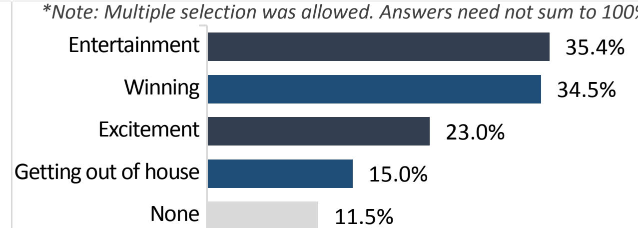
Bingo players' behaviour and perspectives on gambling

Gambling alone vs. accompanied [n=107]

Drug, alcohol use while gambling [n=71]

Perceived benefits from gambling* [n=101]

**Note: Multiple selection was allowed. Answers need not sum to 100%.*



[1] Base: Total Sample, n=3,058

**Note: Red bars indicate a statistically higher percentage than that of other sub-groups.*

Source: 2014 BC Problem Gambling Prevalence Study

Casinos – 2014 Profile

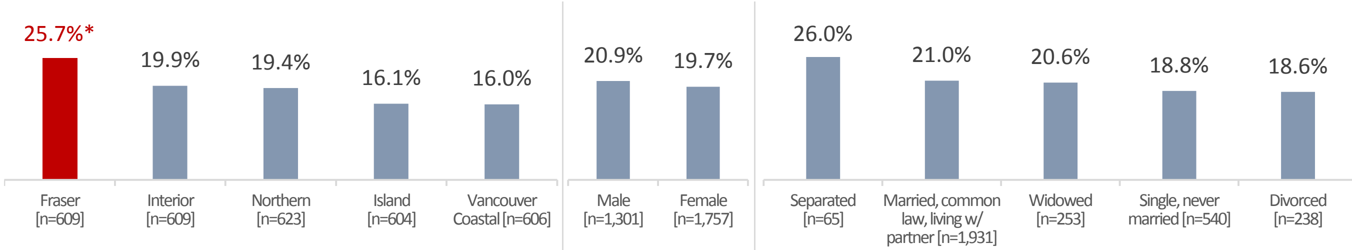
About 1 in 5 British Columbians play in Casinos.[1] Of those who do, almost 3 out of 4 do so responsibly.

Problem gambling prevalence among…

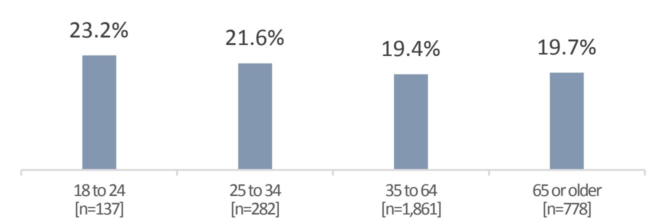
	Non-problem gamblers	Low-risk gamblers	Moderate-risk gamblers	Problem gamblers
Casino Gamblers [n=581]	72.1%	20.0%	5.3%	2.6%
All Gamblers [n=2,241]	84.6%	10.9%	3.6%	1.0%

Prevalence of casino gamblers by…

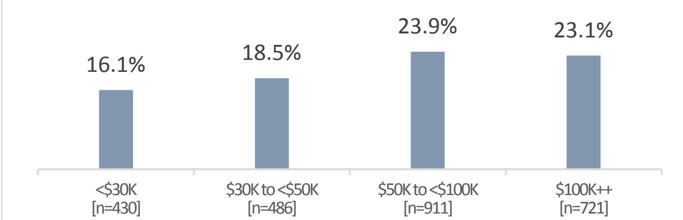
Region | **Gender** | **Marital Status**



Age



Household Income



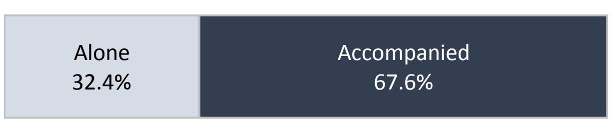
Most likely profile of casino gamblers:

Single individuals who are **18 to 24 years old** and with a **household income of $100k or more**.

The prevalence rate of casino gamblers in this segment [51.9%] is statistically higher than the provincial rate of 20.6%.

Casino gamblers' behaviour and perspectives on gambling

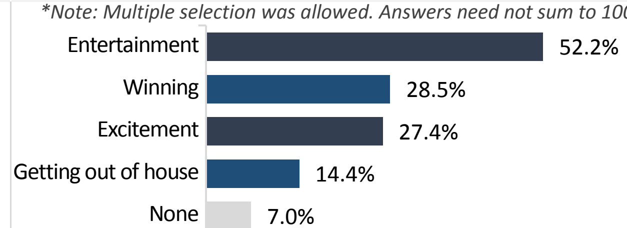
Gambling alone vs. accompanied [n=580]



Drug, alcohol use while gambling [n=502]

Perceived benefits from gambling* [n=567]

**Note: Multiple selection was allowed. Answers need not sum to 100%.*



[1] Base: Total Sample, n=3,058

**Note: Red bars indicate a statistically higher percentage than that of other sub-groups.*

Source: 2014 BC Problem Gambling Prevalence Study

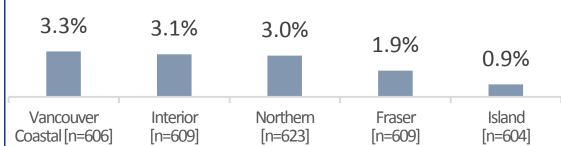
Only about 1 in 40 British Columbians play Electronic Gaming Machines.[1] Of those who do, over 3 out of 5 do so responsibly.

Problem gambling prevalence among…

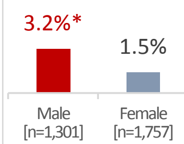
	Non-problem gamblers	Low-risk gamblers	Moderate-risk gamblers	Problem gamblers
Electronic Machine Players [n=65]	70.8%	15.3%	6.9%	6.9%
All Gamblers [n=2,241]	84.6%	10.9%	3.6%	1.0%

Prevalence of electronic gaming machine players by…

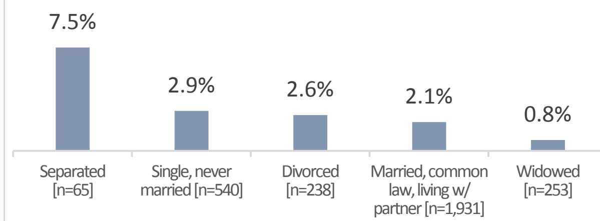
Region



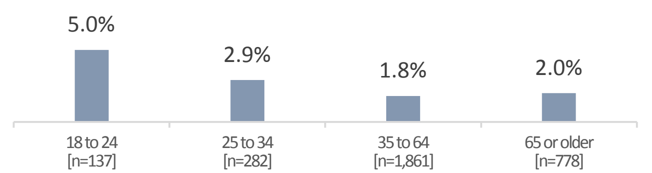
Gender



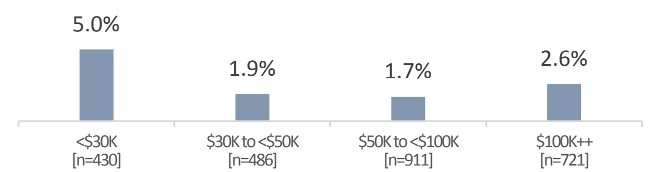
Marital Status



Age



Household Income



Most likely profile of electronic gaming machine players:

Males who are 18 to 24 years old.

The prevalence rate of electronic gaming machine players in this segment [6.9%] is statistically higher than the provincial rate of 2.5%.

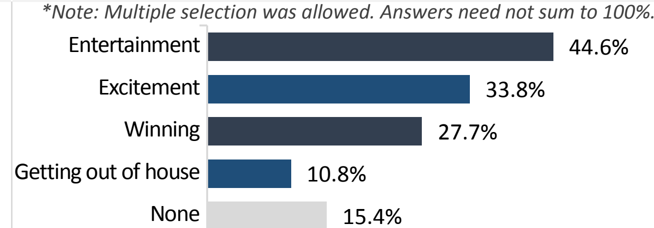
Electronic gaming machine players' behaviour and perspectives on gambling

Gambling alone vs. accompanied [n=64]

Drug, alcohol use while gambling [n=54]

Perceived benefits from gambling* [n=63]

**Note: Multiple selection was allowed. Answers need not sum to 100%.*



[1] Base: Total Sample, n=3,058

**Note: Red bars indicate a statistically higher percentage than that of other sub-groups.*

Source: 2014 BC Problem Gambling Prevalence Study

Sports Lotteries – 2014 Profile

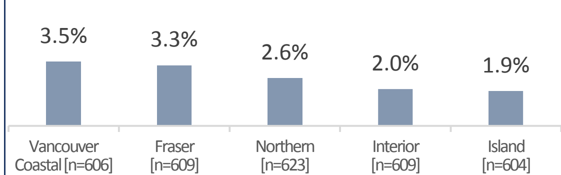
Only about 1 in 35 British Columbians play Sports Lotteries.[1]
Of those who do, almost 2 out of 3 do so responsibly.

Problem gambling prevalence among…

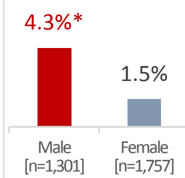
	Non-problem gamblers	Low-risk gamblers	Moderate-risk gamblers	Problem gamblers
Sports Lottery Players [n=70]	62.5%	19.3%	8.0%	10.2%
All Gamblers [n=2,241]	84.6%	10.9%	3.6%	1.0%

Prevalence of sports lottery players by…

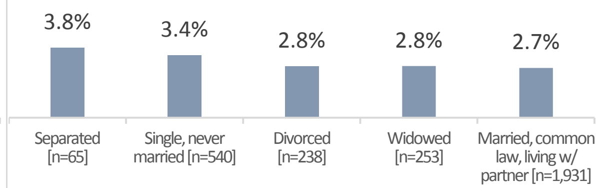
Region



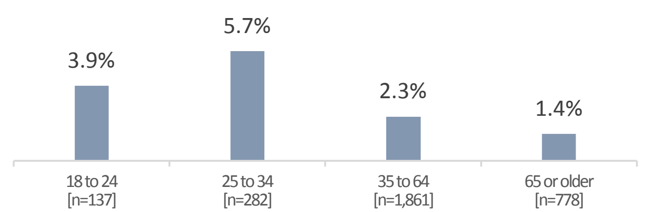
Gender



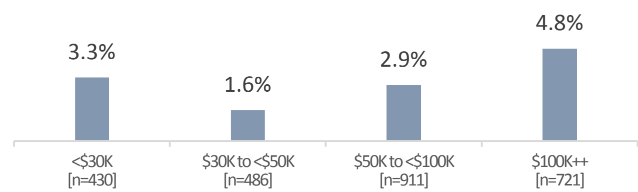
Marital Status



Age



Household Income



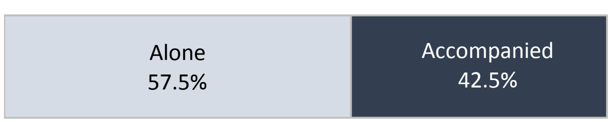
Most likely profile of sports lottery players:

Males who are **18 to 34 years old** and are **single or never married**.

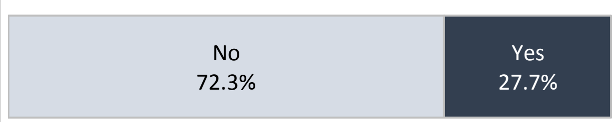
The prevalence rate of sports lottery players in this segment [7.2%] is statistically higher than the provincial rate of 2.9%.

Sports lottery players' behaviour and perspectives on gambling

Gambling alone vs. accompanied [n=70]

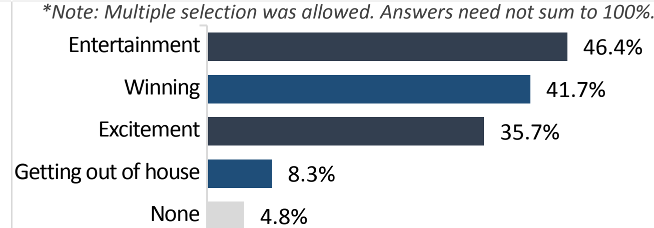


Drug, alcohol use while gambling [n=63]



Perceived benefits from gambling* [n=69]

**Note: Multiple selection was allowed. Answers need not sum to 100%.*



[1] Base: Total Sample, n=3,058

**Note: Red bars indicate a statistically higher percentage than that of other sub-groups.*

Source: 2014 BC Problem Gambling Prevalence Study

Horse Races – 2014 Profile

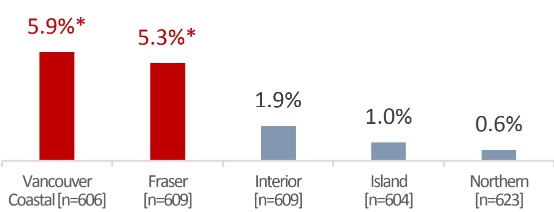
Only about 1 in 25 British Columbians bet on Horse Races.[1] Of those who do, about 4 out of 5 do so responsibly.

Problem gambling prevalence among…

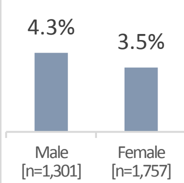
	Non-problem gamblers	Low-risk gamblers	Moderate-risk gamblers	Problem gamblers
Horse Racing Bettors [n=80]	79.2%	9.2%	6.7%	5.0%
All Gamblers [n=2,241]	84.6%	10.9%	3.6%	1.0%

Prevalence of horse racing bettors by…

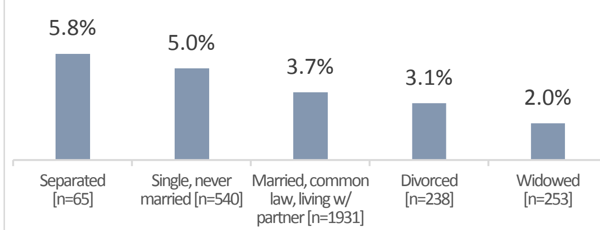
Region



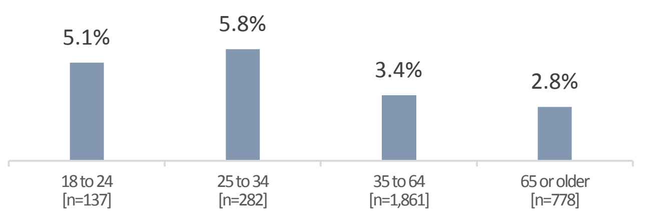
Gender



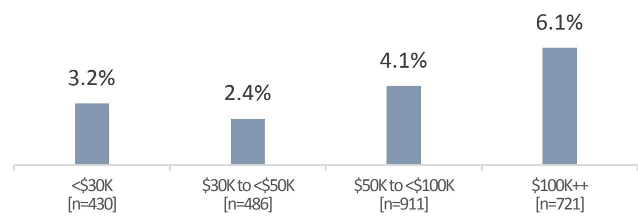
Marital Status



Age



Household Income



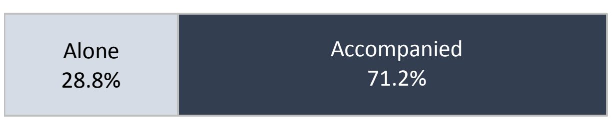
Most likely profile of horse racing bettors:

Males who are **18 to 24 years old** and with a **household income of $100k or more.**

The prevalence rate of horse racing bettors in this segment [27.0%] is statistically higher than the provincial rate of 3.9%.

Horse racing bettors' behaviour and perspectives on gambling

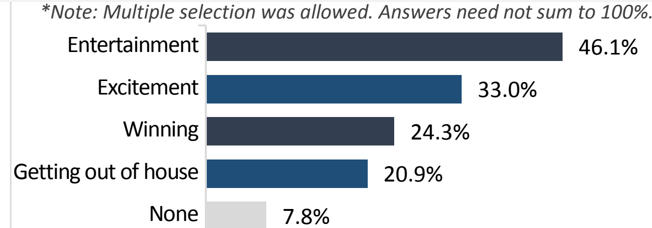
Gambling alone vs. accompanied [n=79]



Drug, alcohol use while gambling [n=72]

Perceived benefits from gambling* [n=79]

**Note: Multiple selection was allowed. Answers need not sum to 100%.*



[1] Base: Total Sample, n=3,058

**Note: Red bars indicate a statistically higher percentage than that of other sub-groups.*

Source: 2014 BC Problem Gambling Prevalence Study

Outcomes of Sports or Other Events – 2014 Profile

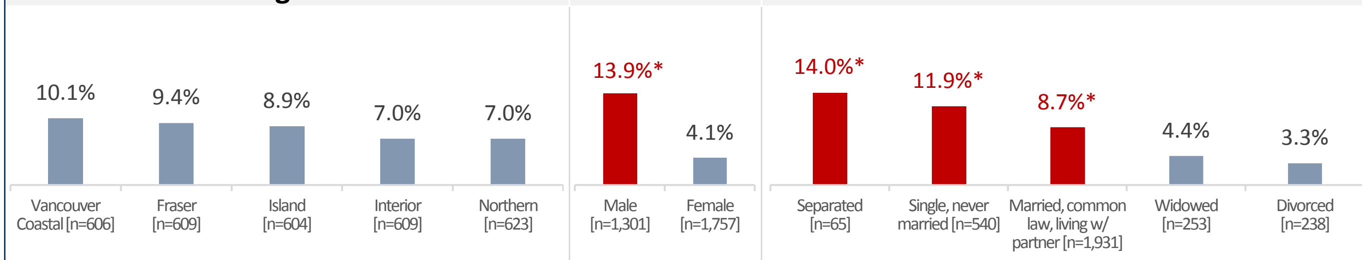
About 1 in 10 British Columbians bet on Outcomes of Sports or Other Events with friends, etc.[1] Of those who do, almost 3 out of 4 do so responsibly.

Problem gambling prevalence among…

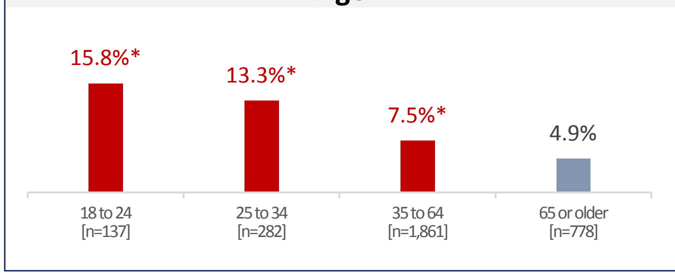
	Non-problem gamblers	Low-risk gamblers	Moderate-risk gamblers	Problem gamblers
Sports Outcome Bettors [n=217]	70.3%	19%	5.9%	4.8%
All Gamblers [n=2,241]	84.6%	10.9%	3.6%	1.0%

Prevalence of sports outcome bettors by…

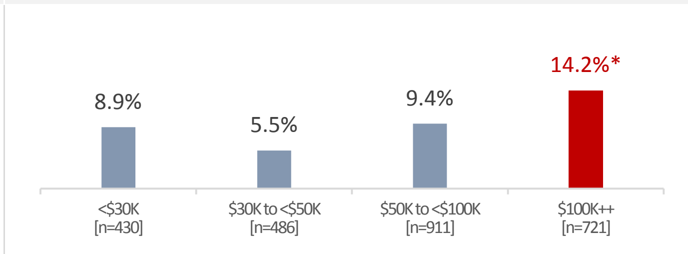
Region | Gender | Marital Status



Age



Household Income



Most likely profile of sports outcome bettors:

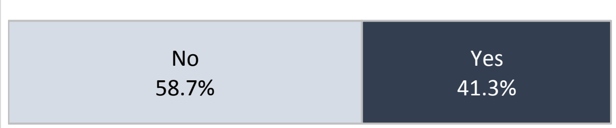
Males who are 18 to 34 years old.

The prevalence rate of sports outcome bettors in this segment [21.8%] is statistically higher than the provincial rate of 9.1%.

Sports outcome bettors' behaviour and perspectives on gambling

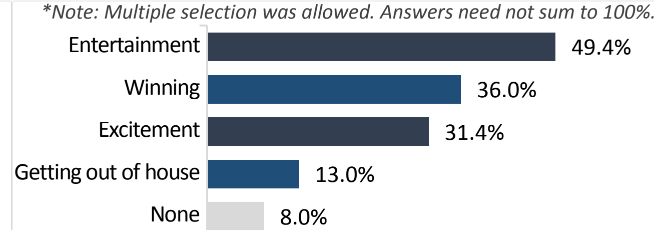
Gambling alone vs. accompanied [n=216]

Drug, alcohol use while gambling [n=196]



Perceived benefits from gambling* [n=212]

**Note: Multiple selection was allowed. Answers need not sum to 100%.*



[1] Base: Total Sample, n=3,058

**Note: Red bars indicate a statistically higher percentage than that of other sub-groups.*

Source: 2014 BC Problem Gambling Prevalence Study

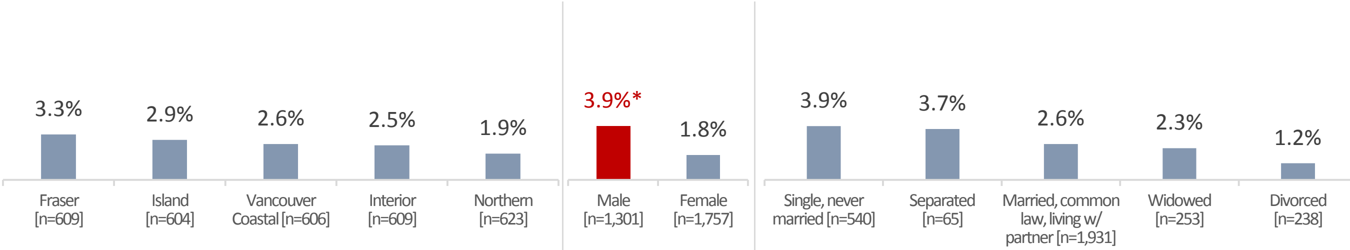
Poker Tournaments – 2014 Profile

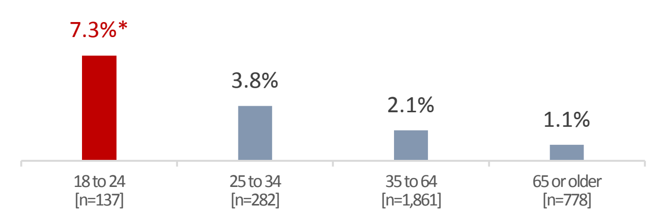
Only about 1 in 35 British Columbians play at Poker Tournaments.[1] Of those who do, over 3 out of 5 do so responsibly.

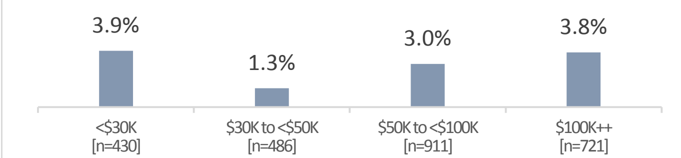
Problem gambling prevalence among…

	Non-problem gamblers	Low-risk gamblers	Moderate-risk gamblers	Problem gamblers
Poker Tournament Players [n=63]	64.0%	18.6%	4.7%	12.8%
All Gamblers [n=2,241]	84.6%	10.9%	3.6%	1.0%

Prevalence of poker tournament players by…







Most likely profile of poker tournament players:

Single males who are 18 to 24 years old.

The prevalence rate of poker players in this segment [9.0%] is statistically higher than the provincial rate of 2.5%.

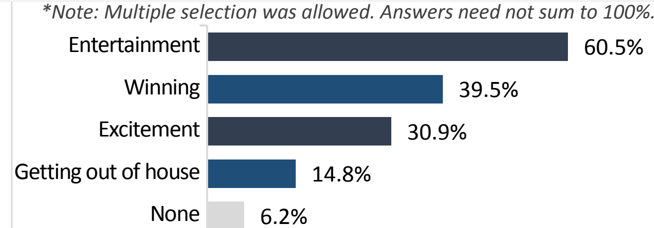
Poker tournament players' behaviour and perspectives on gambling

Gambling alone vs. accompanied [n=60]

Drug, alcohol use while gambling [n=56]

Perceived benefits from gambling* [n=61]

**Note: Multiple selection was allowed. Answers need not sum to 100%.*



[1] Base: Total Sample, n=3,058

**Note: Red bars indicate a statistically higher percentage than that of other sub-groups.*

Source: 2014 BC Problem Gambling Prevalence Study

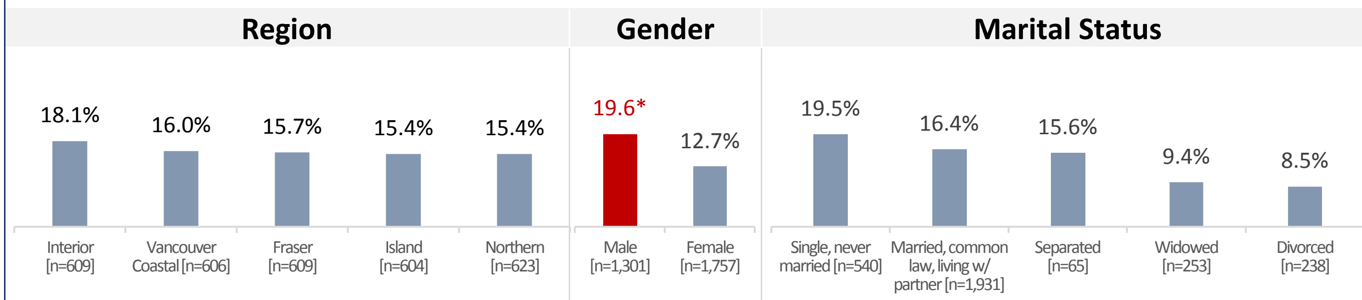
Private Games – 2014 Profile

About 1 in 6 British Columbians play Private Games (e.g. Cards, Dice, or Dominoes).[1] Of those who do, over 3 out of 4 do so responsibly.

Problem gambling prevalence among…

	Non-problem gamblers	Low-risk gamblers	Moderate-risk gamblers	Problem gamblers
Private Game Players [n=432]	77.7%	14.4%	6.3%	1.6%
All Gamblers [n=2,241]	84.6%	10.9%	3.6%	1.0%

Prevalence of private game players by…



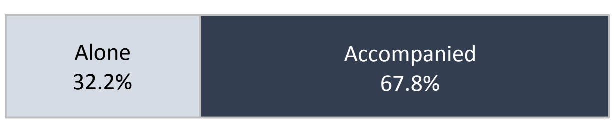
Most likely profile of private game players:

Males who are 18 to 24 years old.

The prevalence rate of private game players in this segment [34.0%] is statistically higher than the provincial rate of 16.6%.

Private game players' behaviour and perspectives on gambling

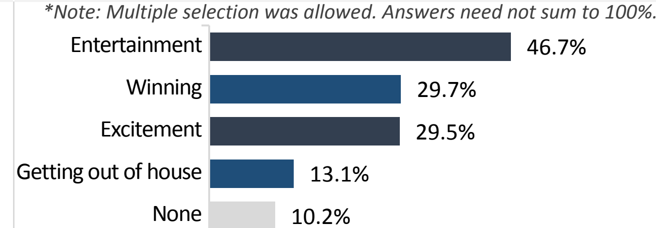
Gambling alone vs. accompanied [n=427]



Drug, alcohol use while gambling [n=390]

Perceived benefits from gambling* [n=424]

**Note: Multiple selection was allowed. Answers need not sum to 100%.*



[1] Base: Total Sample, n=3,058

**Note: Red bars indicate a statistically higher percentage than that of other sub-groups.*

Source: 2014 BC Problem Gambling Prevalence Study

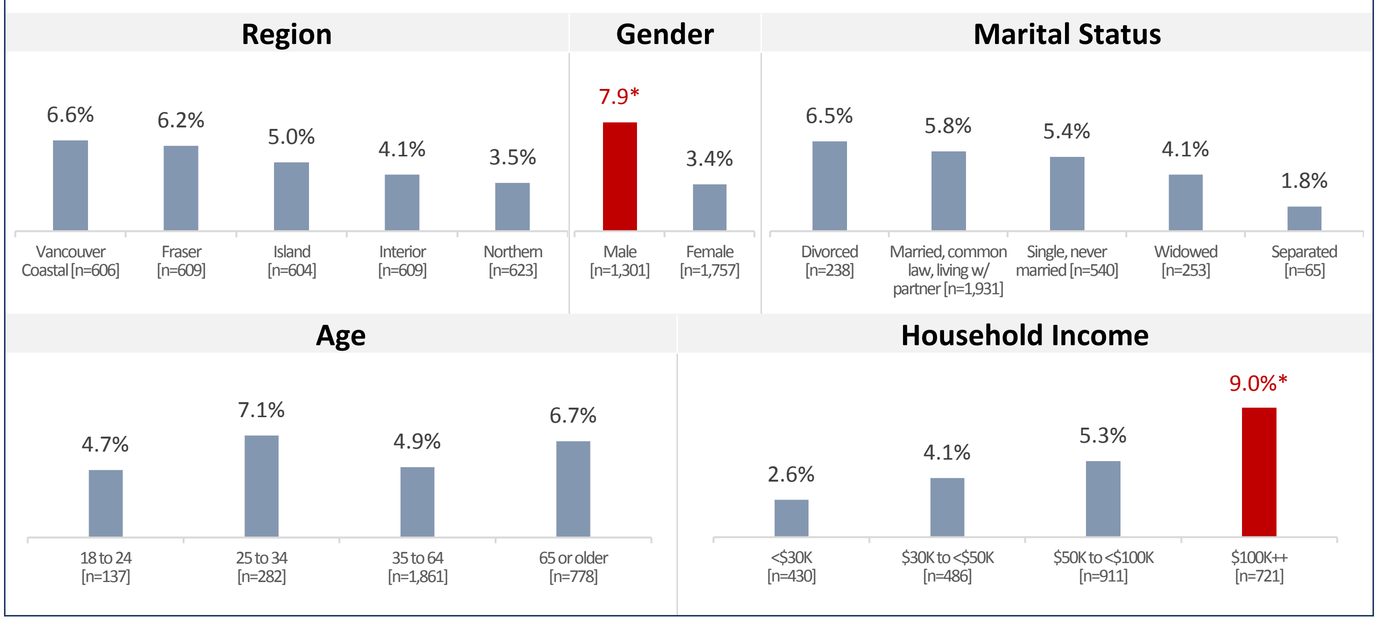
Short-term Speculative Trading – 2014 Profile

About 1 in 20 British Columbians engage in Short-Term Speculative Trading.[1] Of those who do, over 2 out of 3 do so responsibly.

Problem gambling prevalence among...

	Non-problem gamblers	Low-risk gamblers	Moderate-risk gamblers	Problem gamblers
Speculative Traders [n=145]	69.0%	18.7%	12.3%	0.0%
All Gamblers [n=2,241]	84.6%	10.9%	3.6%	1.0%

Prevalence of speculative traders by...

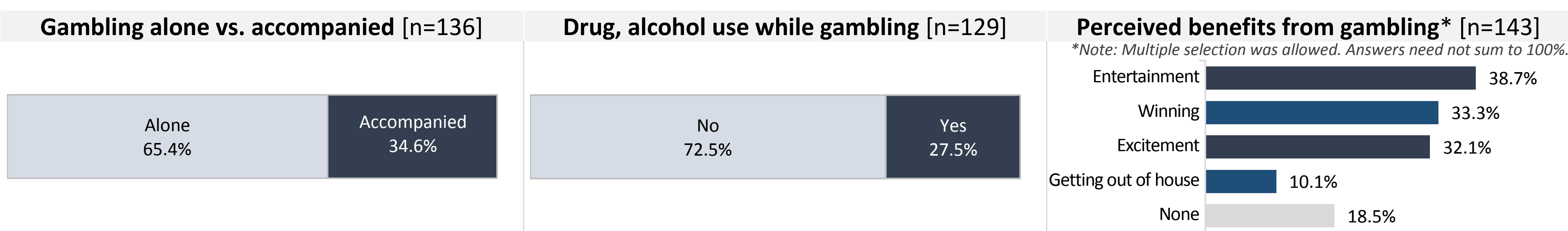


Most likely profile of speculative traders:

Single males with a household income of $100K or more.

The prevalence rate of speculative traders in this segment [21.0%] is statistically higher than the provincial rate of 5.6%.

Speculative traders' behaviour and perspectives on gambling



[1] Base: Total Sample, n=3,058

Note: Red bars indicate a statistically higher percentage than that of other sub-groups.

Source: 2014 BC Problem Gambling Prevalence Study

Internet Gambling – 2014 Profile

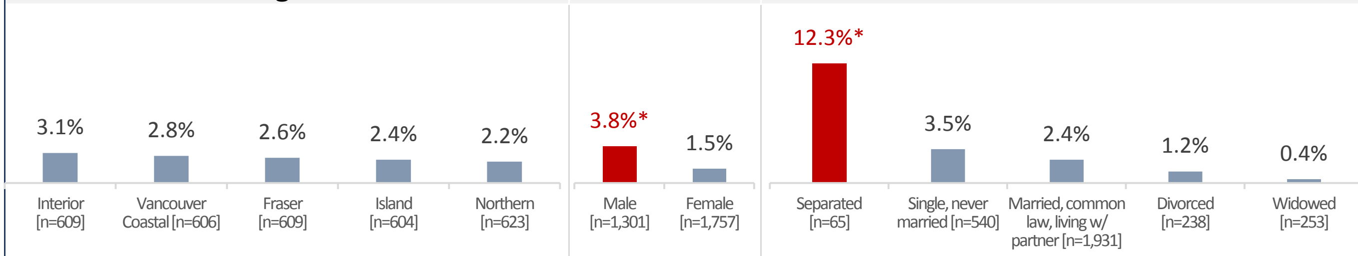
About 1 in 35 British Columbians gamble using the Internet.[1] Of those who do, almost 3 out of 4 do so responsibly.

Problem gambling prevalence among…

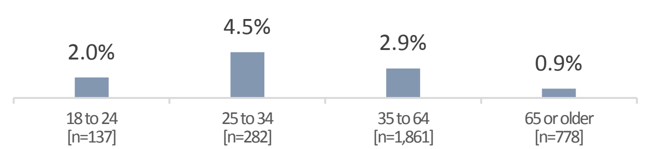
	Non-problem gamblers	Low-risk gamblers	Moderate-risk gamblers	Problem gamblers
Online Gamblers [n=70]	70.4%	11.1%	12.3%	6.2%
All Gamblers [n=2,241]	84.6%	10.9%	3.6%	1.0%

Prevalence of online gamblers by…

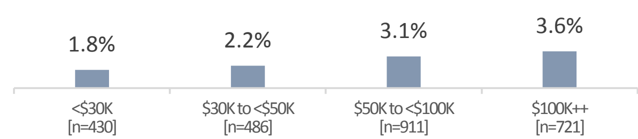
Region / **Gender** / **Marital Status**



Age



Household Income



Most likely profile of online gamblers:

Single males with a **household income of $100K or more.**

The prevalence rate of online gamblers in this segment [12.7%] is statistically higher than the provincial rate of 2.8%.

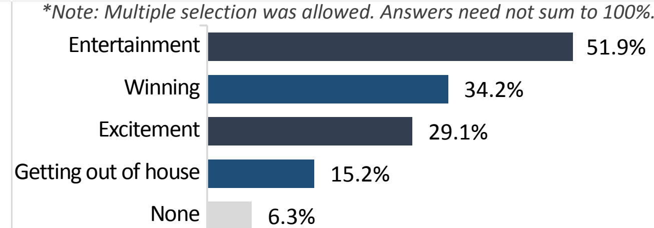
Online gamblers' behaviour and perspectives on gambling

Gambling alone vs. accompanied [n=70]

Drug, alcohol use while gambling [n=58]

Perceived benefits from gambling* [n=68]

**Note: Multiple selection was allowed. Answers need not sum to 100%.*



[1] Base: Total Sample, n=3,058

**Note: Red bars indicate a statistically higher percentage than that of other sub-groups.*

Source: 2014 BC Problem Gambling Prevalence Study

Appendix D: Problem Gambling Severity Index Scores

Problem Gambling Severity Index (PGSI)

The Problem Gambling Severity Index (PGSI) is a 9-item assessment tool designed to identify problem gambling risk and is derived from the CPGI. PGSI scoring is based on a 4-point scale, where “never” scores 0, “sometimes” scores 1, “most of the time” scores 2, and “almost always” scores 3. Based on the summed value of these scores, problem gambling risk assessment categories for this report are assigned as follows:

- 0 = Non-problem gambling
- 1-2 = Low level of problems with few or no identified negative consequences (low-risk)
- 3-7 = Moderate level of problems leading to some negative consequences (moderate-risk)
- 8 or more = Problem gambling with negative consequences and a possible loss of control (high-risk)

PGSI Question 1
Thinking about the last 12 months, have you bet more than you could really afford to lose?

Scale	All Gamblers (n = 2,244)	Non-problem Gamblers (n = 1,918)	Low-risk Gamblers (n = 225)	Moderate-risk Gamblers (n = 80)	High-risk Gamblers (n = 19)
Never	94.5%	100.0%	75.4%	49.2%	11.1%
Sometimes	4.7%	--	24.1%	41.0%	65.1%
Most of the time	0.2%	--	--	4.9%	3.1%
Almost always	0.4%	--	--	4.9%	20.8%

Source: 2014 B.C. Problem Gambling Prevalence Survey. All reported n’s are unweighted values. All estimates and rankings are based on weighted data.
Note: “--" denotes insufficient data available to report.

PGSI Question 2
Thinking about the last 12 months, have you needed to gamble with larger amounts of money to get the same feeling of excitement?

Scale	All Gamblers (n = 2,244)	Non-problem Gamblers (n = 1,918)	Low-risk Gamblers (n = 225)	Moderate-risk Gamblers (n = 80)	High-risk Gamblers (n = 19)
Never	96.7%	99.8%	89.5%	66.5%	33.1%
Sometimes	2.3%	--	10.1%	28.1%	20.9%
Most of the time	0.3%	--	--	4.6%	9.3%
Almost always	0.4%	--	--	0.9%	36.7%

Source: 2014 B.C. Problem Gambling Prevalence Survey. All reported n’s are unweighted values. All estimates and rankings are based on weighted data.
Note: “--" denotes insufficient data available to report.

PGSI Question 3

Thinking about the last 12 months, when you gambled, did you go back another day to win back the money you lost?

Scale	All Gamblers (n = 2,244)	Non-problem Gamblers (n = 1,918)	Low-risk Gamblers (n = 225)	Moderate-risk Gamblers (n = 80)	High-risk Gamblers (n = 19)
Never	94.4%	99.9%	70.8%	57.3%	35.4%
Sometimes	4.4%	--	27.1%	38.4%	11.6%
Most of the time	0.3%	--	1.5%	2.3%	6.7%
Almost always	0.5%	--	--	2.0%	40.3%

Source: 2014 B.C. Problem Gambling Prevalence Survey. All reported n's are unweighted values. All estimates and rankings are based on weighted data.
Note: "--" denotes insufficient data available to report.

PGSI Question 4

Thinking about the last 12 months, have you borrowed money or sold anything to get money to gamble?

Scale	All Gamblers (n = 2,244)	Non-problem Gamblers (n = 1,918)	Low-risk Gamblers (n = 225)	Moderate-risk Gamblers (n = 80)	High-risk Gamblers (n = 19)
Never	98.7%	99.9%	98.5%	87.6%	98.7%
Sometimes	1.1%	--	1.4%	10.6%	1.1%
Most of the time	--	--	0.1%	--	--
Almost always	0.1%	--	--	1.8%	1.3%

Source: 2014 B.C. Problem Gambling Prevalence Survey. All reported n's are unweighted values. All estimates and rankings are based on weighted data.
Note: "--" denotes insufficient data available to report.

PGSI Question 5

Thinking about the last 12 months, have you felt that you might have a problem with gambling?

Scale	All Gamblers (n = 2,244)	Non-problem Gamblers (n = 1,918)	Low-risk Gamblers (n = 225)	Moderate-risk Gamblers (n = 80)	High-risk Gamblers (n = 19)
Never	98.0%	100.0%	96.1%	73.4%	46.9%
Sometimes	1.4%	--	3.2%	23.1%	22.5%
Most of the time	0.1%	--	--	1.7%	8.8%
Almost always	0.3%	--	--	1.9%	21.8%

Source: 2014 B.C. Problem Gambling Prevalence Survey. All reported n's are unweighted values. All estimates and rankings are based on weighted data.
Note: "--" denotes insufficient data available to report.

PGSI Question 6
Thinking about the last 12 months, has gambling caused you any health problems, including stress or anxiety?

Scale	All Gamblers (n = 2,244)	Non-problem Gamblers (n = 1,918)	Low-risk Gamblers (n = 225)	Moderate-risk Gamblers (n = 80)	High-risk Gamblers (n = 19)
Never	97.1%	100.0%	91.4%	67.4%	31.0%
Sometimes	1.9%	--	8.4%	24.2%	14.8%
Most of the time	0.3%	--	--	4.5%	18.0%
Almost always	0.5%	--	--	3.8%	36.2%

Source: 2014 B.C. Problem Gambling Prevalence Survey. All reported n's are unweighted values. All estimates and rankings are based on weighted data.
Note: "--" denotes insufficient data available to report.

PGSI Question 7
Thinking about the last 12 months, have people criticized your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true?

Scale	All Gamblers (n = 2,244)	Non-problem Gamblers (n = 1,918)	Low-risk Gamblers (n = 225)	Moderate-risk Gamblers (n = 80)	High-risk Gamblers (n = 19)
Never	97.7%	100.0%	94.2%	67.0%	62.8%
Sometimes	1.8%	--	5.2%	30.6%	14.5%
Most of the time	0.1%	--	0.6%	1.6%	1.0%
Almost always	0.2%	--	--	0.8%	21.7%

Source: 2014 B.C. Problem Gambling Prevalence Survey. All reported n's are unweighted values. All estimates and rankings are based on weighted data.
Note: "--" denotes insufficient data available to report.

PGSI Question 8
Thinking about the last 12 months, has your gambling caused you financial problems for you or your household?

Scale	All Gamblers (n = 2,244)	Non-problem Gamblers (n = 1,918)	Low-risk Gamblers (n = 225)	Moderate-risk Gamblers (n = 80)	High-risk Gamblers (n = 19)
Never	98.6%	99.9%	97.9%	92.5%	29.3%
Sometimes	0.6%	--	2.1%	5.7%	21.8%
Most of the time	0.2%	--	--	--	22.4%
Almost always	0.3%	--	--	1.8%	26.5%

Source: 2014 B.C. Problem Gambling Prevalence Survey. All reported n's are unweighted values. All estimates and rankings are based on weighted data.
Note: "--" denotes insufficient data available to report.

PGSI Question 9
Thinking about the last 12 months, have you felt guilty about the way you gamble or what happens when you gamble?

Scale	All Gamblers (n = 2,244)	Non-problem Gamblers (n = 1,918)	Low-risk Gamblers (n = 225)	Moderate-risk Gamblers (n = 80)	High-risk Gamblers (n = 19)
Never	92.7%	99.9%	61.7%	43.9%	1.0%
Sometimes	5.9%	--	37.6%	36.4%	51.0%
Most of the time	0.4%	--	0.7%	6.5%	11.7%
Almost always	0.8%	--	--	13.1%	36.2%

Source: 2014 B.C. Problem Gambling Prevalence Survey. All reported n’s are unweighted values. All estimates and rankings are based on weighted data.
Note: “--" denotes insufficient data available to report.

Appendix E: Regression Model Statistics

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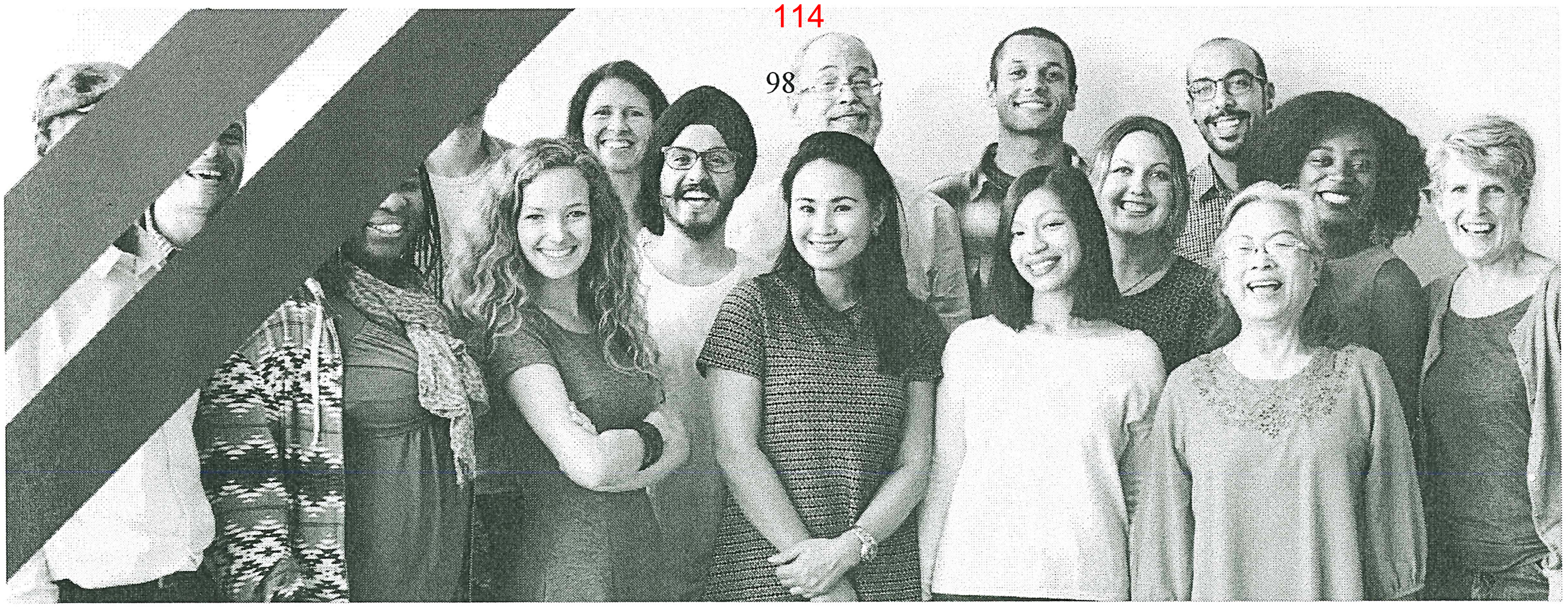
Logistic Regression - At Risk/Problem Gambler (1) versus Non-Problem Gambler (0)

		Odds Ratio	95% C.I.		*p* value
			Lower	Upper	
Health Region	Vancouver Coastal				.845
	Fraser	.956	.679	1.344	.794
	Interior	.839	.547	1.287	.422
	Island	.952	.631	1.438	.816
	Northern	1.174	.667	2.064	.578
Age Group	18 to 24				.023
	25 to 34	.680	.396	1.167	.162
	35 to 64	.466	.274	.795	.005
	65 or older	.396	.195	.804	.010
Gender (male)		1.838	1.379	2.448	.000
Marital Status	Married or common law				.588
	Living with partner, but not common law	1.258	.350	4.519	.725
	Widowed	1.497	.840	2.669	.171
	Divorced	.996	.558	1.777	.988
	Separated	1.395	.605	3.218	.435
	Single or never married	.842	.559	1.269	.411
Ethnicity	European				.000
	Aboriginal, Inuit, Métis	1.592	.922	2.746	.095
	Asian (Eastern)	2.304	1.362	3.900	.002
	Asian (Southern)	1.975	1.049	3.717	.035
	Canadian	.889	.414	1.907	.762
	Other	3.596	2.090	6.189	.000
Education Level	High school or less				.204
	Post-secondary trade or technical school	.756	.456	1.256	.280
	Some college or university	.915	.597	1.404	.686
	Completed college	1.111	.733	1.685	.619
	Completed university	.695	.467	1.032	.071
	Post-graduate degree	.678	.395	1.162	.157

		Odds Ratio	95% C.I.		*p* value
			Lower	Upper	
Employment status	Employment full-time				.022
	Employment part-time	1.746	1.062	2.869	.028
	Self-employed	1.150	.718	1.841	.560
	Unemployed	1.341	.670	2.681	.407
	Student	1.271	.637	2.535	.496
	Retired/Semi-retired	1.941	1.186	3.179	.008
	Homemaker	2.865	1.480	5.544	.002
	Other	1.342	.601	2.994	.473
Number of Dependent		1.030	.895	1.185	.682
Household Income	$100,000 or more				.239
	Under $30,000	1.089	.666	1.780	.734
	$30,000 to $49,999	.953	.606	1.500	.836
	$50,000 to $99,999	.764	.532	1.095	.143
	No Reported Income	.699	.423	1.154	.162
Mood Disorder		2.130	1.401	3.238	.000
Anxiety Disorder		1.920	1.246	2.959	.003
Suicide		1.887	1.251	2.847	.002
Drink 5 or more		1.017	.763	1.356	.908
Used Drug	Never in your lifetime				.328
	Used in the past 12 months	1.350	.878	2.076	.172
	Never in the past 12 months	1.173	.875	1.574	.286

Model Summary: Model Chi-Square = 183.468, df = 41, $p < .001$, n = 2,118.



Report:

British Columbia Online Problem Gambling Prevalence Study

Prepared for:

British Columbia Gaming Policy and Enforcement Branch

bclc

Date: October 2, 2020

This is **EXHIBIT "B"** referred to in the affidavit of Sam MacLeod affirmed before me at Toronto, Ontario this 20th day of June 2024

A Commissioner for taking Affidavits Within the Province of Ontario

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Table of Contents

Executive Summary

This study measures the prevalence of adult (19+ years) participation in online gambling and adult online problem gambling in British Columbia. The survey was fielded online from February 4 to March 10, 2020 and was completed by a representative sample of 4,079 adult British Columbians, including 3,482 past year gamblers and 842 past year online gamblers.

Context for Problem Gambling Prevalence

This study is among the first worldwide to primarily examine the prevalence of online gambling and problem gambling. Achieving reliable prevalence rates of these behaviours is complicated by the small number of people who gamble online, and even smaller number who experience problems and harm from online gambling.

Currently, the most effective approach that researchers are taking to achieve sufficient sample sizes of online gamblers and problem gamblers is to use online panel samples. These panels make it possible to target a small group of people in the broader population, and are particularly effective at getting people to disclose sensitive behaviours. However, this methodology, compared to telephone surveys, has been shown to result in higher reported rates of all forms of pathology such as mental illness, substance use and other addictions, including problem gambling. A detailed discussion of the impact of sampling methodologies on prevalence rates is included in the Literature Review.

The prevalence rates found in this study are consistent with a number of international studies using online panels to examine online gambling and problem gambling (Gainsbury et al., 2019; McCormack et al., 2013; Nower et al., 2017). While this remains the best method for assessing the prevalence of online gambling and particularly online problem gambling, the fact that the use of online panels consistently leads to higher levels of pathology must be taken into account. This means that comparisons with previous prevalence studies are not possible, and that the true rate of problem gambling among online gamblers is likely somewhere between the lower prevalence rates found in previous studies and the higher rates found in studies, such as this one, that use online panels.

Details of the specific sampling methodology used, including techniques to stratify the sample to most closely resemble the British Columbian population are included in the Methodology section.

Summary of Results

Online gamblers are a small, but active subset of British Columbians. Slightly more than two-in-ten (22%) British Columbians bet or spent money on at least one online gambling activity in the past 12 months, with the top online activities including lottery games (17%), slot machine games (9%), charity raffles (9%) and scratch & win games (9%). These online gamblers participated in an average of 6.7 different gambling activities (vs. 4.3 activities among all past year gamblers), including an average of 4.8 different online gambling activities.

Online gamblers are mostly male and skew younger. Online gamblers are predominantly male (62% vs. 50% among all gamblers) and younger than gamblers in general (32% are 19-34 years vs. 25% of all gamblers). They are also more likely than gamblers in general to be full-time employed (53% vs. 43%), university graduates (42% vs. 36%), single (32% vs. 26%) and to have children at home (29% vs. 22%).

Online gamblers stand out from other gamblers for use of illegal drugs, alcohol consumption and for playing other types of games. They are more likely than gamblers in general to have used illegal drugs in the past 12 months (22% vs. 14% among all gamblers) and to consume 5 or more drinks monthly or more often (38% vs. 26% among all gamblers). They are more likely than gamblers in general have played video games (78% vs. 66% among all gamblers) and to have played a gambling-themed game over the internet for fun (60% vs. 33% among all gamblers).

Most online gamblers participate from home and for less than 1 hour per week. Nine-in-ten (90%) online gamblers primarily gamble online from home and a majority (55%) participate for less than 1 hour a week. One-quarter (24%) of online gamblers participate for 4 or more hours per week.

Online gamblers have similar motivations for online gambling as they do for gambling in general. The top motivations for online gambling include a chance to win big, the sense of anticipation/chance to dream, entertainment/fun and to make money.

Online gamblers are more likely than gamblers in general to classify toward the higher risk end of the Problem Gambling Severity Index (PGSI). One-quarter (24%) of online gamblers classify as high risk on the PGSI, which is much higher than the 9% among all gamblers. Four-in-ten (40%) online gamblers classify as either high risk or moderate risk, which is again much higher than 18% among all gamblers.

High risk online gamblers participate in many online activities and skew even more male and young than online gamblers in general. High risk online gamblers are much more likely than online gamblers in general to participate in every online activity. They stand out from online gamblers in general for being male (73% vs. 62%), under 35 years of age (60% vs. 32%), full-time employed (65% vs. 53%), single (48% vs. 32%) and having children at home (42% vs. 29%).

Online gamblers stand out from gamblers in general on several harm related variables, including:

- One-third (34%) have had a problem with at least one of their gambling activities in the past 12 months, which is twice the rate of gamblers in general (17%).
- Two-in-ten (20%) have attempted to cut down, control or stop gambling in the past 12 months, which is twice the rate of gamblers in general (10%).
- One-in-ten (11%) have had a significant relationship problem in the past 12 months because of their gambling, compared to 6% among all gamblers.
- One-in-ten (10%) have missed work/school days in the past 12 months because of their gambling, compared to 3% of all gamblers.

Most online gamblers do not use tools for online gambling such as those that allow users to set limits on spending, time or when you can play. Only two-in-ten (22%) say they 'always' or 'almost always' use online tools that allow users to set limits on how much money they can spend. Even fewer use the tools that allow users to set limits on time spent playing (12%), when they can play (11%) or that remind/require users to take breaks (11%).

Online gamblers match gamblers in general in their awareness of provincial help resources. Seven-in-ten (72% vs. 71% of all gamblers) online gamblers are aware of the toll-free problem gambling help line and nearly two-thirds (64% vs. 63% of all gamblers) are aware the provincial government provides free problem gambling counselling services. High risk online gamblers, however, are less likely to be aware of either the help line (64% vs. 72% among all online gamblers) or that free counselling services (56% vs. 64% among all online gamblers).

Online gamblers have a strong preference to gamble on a BC regulated website. By a margin of 67% to 6%, online gamblers prefer to gamble on a British Columbia regulated site than on an off-shore site.

There are substantial differences in results between the 25% of online gamblers who participate only in online lottery/charity games (Ticket Only Players) and the 75% of online gamblers who participate in at least one other online activity (Active Game Players). Most notably, Active Game Players are much more likely than Ticket Only Players to classify as high risk (31% vs. 2%) on the PGSI. Other differences, among many, include that Active Game Players are much more likely than Ticket Only Players to:

- Report that at least one gambling activity has been a problem in the past 12 months (43% vs. 7%).
- Have multiple online accounts (38% vs. 3%).
- Experience disrupted sleep because of online gambling (37% vs. 2%).
- Gamble online 4 hours or more per week (32% vs. 1%).
- Gamble online from work or during work hours (32% vs. 3%).
- Have attempted to cut down, control or stop gambling in the past 12 months (25% vs. 5%).
- Miss work/school due to gambling in the past 12 months (14% vs. 1%).
- Experience significant relationship problems due to gambling in the past 12 months (14% vs. 3%).

Implications for Responsible Gambling

While a small number of prevalence studies have identified groups similar to the Ticket Only Players and Active Game Players, this study is the first to closely examine these two groups and the implications for responsible gambling policy and programming.

Ticket Only Players

Ticket Only Players appear to use online gambling as a convenient way to engage in low risk play. They tend to be older, and often retired. They are more likely to be concerned about account safety, and to self-manage the time and money they spend gambling.

These players appear to value the convenience, familiarity, ease of use, and account security offered by the legal site, PlayNow.com. Because they report higher likelihood of self-management, responsible gambling efforts could encourage this behaviour by ensuring that self-management tools are as accessible and engaging as possible for this largely older, retired and careful group of players.

Active Game Players

Active Game Players engage in a wider variety of games that provide real-time results for continuous and/or intermittent reinforcement of the behaviour. The most important finding for this group is the higher risk of problem gambling and harmful consequences.

This group is less likely to set limits they can afford, and more likely to be concerned about the risks and addictive potential of online gambling. They regard responsible gambling tools as personally relevant, including having used blocking software to prevent gambling online (10% of Active Game Players vs. 3% of Ticket Only players).

This combination of risk behaviors with awareness of and openness to tools provides an opportunity for enhanced responsible gambling supports for these players.

Recommendations for improvement:

- A deeper dive using such methods as online interviews or focus groups would provide a richer understanding of those in the Active Player group, who have higher rates of problem gambling and are more likely to experience harm from gambling than most other gamblers.

  NOTE: There is sufficient information from this survey to begin to develop a profile of this group that would inform treatment approaches and targeted responsible gambling efforts.
- Public education to clearly separate the regulated provincial site from other online gambling offerings should be considered. This will make it as easy as possible for those players who value

the convenience and security of online gambling to distinguish between the provincial site and unregulated sites that are sometimes very aggressively promoted.

- The regulator should require, and the operator undertake, a commitment to use player data to identify those players most at risk and intervene to reduce risk. This study clearly showed the value of segmenting players, by type of game (ticket only vs. active game), and by player groups to focus responsible gambling supports on the games and players where these are needed most.
- Marketing and promotion of responsible gambling supports and treatment programs should shift to online and mobile formats, given that those who gamble online, and those who fit the higher-risk Active Player group in particular, show higher risk than other gamblers.
- The visibility, accessibility and promotion of responsible gambling (RG) tools on the PlayNow site should be heightened, including push communications with reminders, links and instructions for relevant tools, including:
    - Self-assessment tool that would produce immediate results and be paired with customized recommendations to use tools and strategies to reduce risk,
    - Short tutorials on how games work to increase general awareness,
    - Dashboards to increase and maintain self-awareness of their play,
    - Limit-setting tools to support them in self-managing their play,
    - Tools to manage their play for them, such as short-term breaks, self-exclusion, and blocking software (via free download).
- Engagement with RG tools should be encouraged and “incentivized”. The recommendation is to provide players with rewards for each level of engagement, from completing tutorials to completing self-exclusion without breach. There is mounting evidence that providing rewards, even monetary rewards, for healthier behaviours can be part of a successful strategy to help people help themselves.
- Blocking software could be offered as a free download to anyone in the province. Those most at-risk in this survey, the Active Player group, reported greater willingness to use responsible gambling supports, including software to block access to all gambling sites in order to stop gambling. These products have advanced considerably in recent years and may offer flexibility to players such as blocking for certain time periods to provide a break, or blocking only certain (e.g., non-regulated) sites.

Any changes in responsible gambling supports should be staged with evaluation at each stage. This is especially important because previous responsible gambling research shows that, while changes in knowledge and intentions can be achieved, actual behaviour change is extremely difficult and will likely require persistent, layered strategies that evolve with the players, the games and the platforms.

Research Context

BACKGROUND

This research was co-sponsored by the Gaming Policy and Enforcement Branch (GPEB) and BCLC (British Columbia Lottery Corporation). Ipsos and its partner Strategic Science were contracted to conduct a study measuring the prevalence of adult participation in online gambling and adult online problem gambling in British Columbia. This is the sixth problem gambling prevalence study to be conducted since 1993 to establish the prevalence of adult problem gambling in the province. The previous prevalence study was released in 2014.

Online gambling has been legal in British Columbia since 2004, with the launch of the British Columbia Lottery Corporation's (BCLC) *PlayNow.com* online gambling platform. Initially, the site offered online lottery tickets and sports betting; online poker was added in 2009; and online casino games and bingo in 2010.

This study is among the first worldwide to focus on the prevalence of online gambling and problem gambling. Achieving reliable prevalence rates of these behaviours is complicated by the relatively small number of people who gamble online, and even smaller number who experience problems and harm from online gambling.

This study differs from prior studies in two key aspects. First, this study focuses on online gambling, while prior studies looked primarily at non-online forms of gambling. Second, this study was conducted using an online panel methodology, while prior studies were conducted exclusively by telephone. **Because of these differences, the results of this study are not considered to be comparable to prior studies and no tracking comparisons are made in this report.** The Literature Review and the Methodology sections below provide details of how the methods used in this study impact prevalence rates and the inability to compare those rates with previous prevalence studies.

The main objectives of this research are as follows:

- Determine the prevalence, nature and scope of online problem gambling within the general population of British Columbia.
- What are the comparative prevalence rates for online problem gamblers vs. bricks and mortar problem gamblers (more/less/same)?
- Identify the correlates to online gambling, particularly for those gambling problematically.
- Determine the prevalence and nature of online problem gambling within various subtypes (youth, adults, region).
- For individuals with gambling problems or gambling-related harms, compare engagement with different gambling options (slots, poker, etc.).

LITERATURE REVIEW

This review examines published literature, especially comparable studies of the prevalence of online gambling and problem gambling, to summarize findings related to participation in online gambling activities, and to rates and profiles for problem gambling among those who gamble online.

Online Gambling – Participation

Rates of participation in online gambling remain significantly lower than participation in land-based gambling. In the previous 2014 BC prevalence study, 72.5% of adult British Columbians had participated in at least one gambling activity in the past 12 months, of which approximately 3-4% had gambled online (R.A. Malatest, 2014).[1] A 2015 New Jersey prevalence study found that of the 70% of residents who reported gambling in the past year, 19.2% had gambled at mixed venues (i.e., land-based and online), and 5.3% had gambled exclusively online (Nower et al., 2017). A 2018 prevalence study examining online gambling in Poland found just 4.1% of adults had participated in online gambling within the past 12 months (Lelonek-Kuleta et al., 2020).[2] In Great Britain, 2018 prevalence data shows that 46% of adults had gambled in the past four weeks, with 18% having done so online (Gambling Commission, 2019). The *Victorian Population Gambling and Health Study 2018-2019* found that 69% of adults had participated in some form of gambling in the past 12 months, with just 19.2% doing so online (Rockloff et al., 2020).

Unique Features of Online Gambling

While online gamblers currently account for a relatively small portion of the population, two important factors – rising rates of participation and increased potential for problem gambling – make understanding and reducing harm for this sub-population of gamblers a key concern.

Research indicates that rates of online gambling participation continue to increase in most jurisdictions worldwide (Wood & Williams, 2009; McCormack et al., 2013; Gainsbury et al., 2015). In their 2018 South Australian gambling prevalence study, Woods and colleagues (2018) found an increase of 8% of online gamblers over the 2012 rate. In Spain, Choliz and colleagues found that “spending on online gambling increased from 2.72 billion euros in 2012 to 10.89 billion in 2016, an increase of 400%” (Choliz et al., 2019, 9). Recent economic data predicts the global online gambling market will grow from $58.9B (USD) in 2019 to $66.7B (USD) in 2020 due largely to the current health crisis of COVID-19 (Business Wire, 2020).

Further making online gambling an issue of concern, research suggests online gambling has an increased potential for problem gambling compared to other forms of gambling (Griffiths, 2003; Griffiths et al., 2006; Griffiths et al., 2009; LaBrie et al., 2007; McBride & Derevensky, 2009; Meyer et al., 2011; Monaghan, 2009; Petry 2006; Williams et al., 2012; Wood & Williams, 2009, 2011). Findings from recent prevalence studies examining online gambling have appeared to support this. In the 2015 New Jersey study, participants who gambled either online only or at mixed venues (i.e., land-based and online) were about twice as likely as land-based only gamblers to be classified as low/moderate risk, and more than three times as likely to be classified as high risk (Nower et al., 2017). A Spanish prevalence study conducted in 2015 found “prevalence of pathological gambling in gamblers who had gambled online was 7.26%, whereas in those who had not it was 0.69%” (Choliz et al., 2019, 10). In the 2018 Polish study, while only 4.1% of adults were found to gamble online, 26.8% of these gamblers were classified as at-

[1] *The 2014 BC prevalence study report states, in relation to Internet gambling data, “estimates should be considered with caution due to the small number of Internet gambler respondents” (R.A. Malatest, 2014, ii).*

[2] *This study used a randomly selected, nationally representative sample of 2,000 adults, yielding a very small sample of 83 online gamblers. Findings cited throughout this review should be considered within this context.*

risk of becoming problem gamblers (Lelonek-Kuleta et al., 2020). The 2018 South Australian gambling prevalence study found that three times as many online gamblers (9.6% vs. 3.2%) were classified as "at risk" (problem or moderate-risk) versus non-online gamblers (Woods et al., 2018). The 2018-2019 Victorian study similarly found that problem gamblers were nearly three times more likely than non-problem gamblers to gamble online (30.3% vs. 11.3%) (Rockloff et al., 2020).[3]

Characteristics of Online Gamblers

While online gambling is gaining increasing attention, research focused on online gamblers is currently limited and large-scale prevalence studies have only recently begun to include meaningful collection and analysis of data related to online gambling. However, work to date has revealed some key trends in online gambler populations. In addition to the increasing rate of online gambling and higher rates of problematic gambling, the most consistent findings concern demographics and comorbidities.

A further emerging trend is the existence of two distinct groups of online gamblers – a low-risk group who use the Internet strictly for more passive gambling activities such as purchasing lottery/raffle tickets and a more involved group who use the Internet for other gambling activities, which may include but are not limited to lottery and raffle ticket purchasing (Lelonek-Kuleta et al., 2020; Rockloff et al., 2020).

Demographics

The most well examined and consistent demographic trends in research on online gamblers are that they tend to be male and younger (Wood & Williams, 2009; Kairouz et al., 2012; Gainsbury et al., 2015). This is reflected across recent prevalence studies, which have consistently found the highest rates of online gambling amongst men under the age of 35 (Nower et al., 2017; Choliz et al., 2019; Lelonek-Kuleta et al., 2020; Rockloff et al., 2020). The 2015 New Jersey study found that more than twice as many men as women gambled online (25.5% versus 12.6%). In terms of age, rates of online gambling in New Jersey were highest in the 18 to 24 (31.7%) and 25 to 34 (32.8%) brackets, declining to 4.8% of gamblers aged 65+; comparatively rates of land-based only gambling increased with age, to 92.5% of those aged 65 and over (Nower et al., 2017). The 2015 Spanish study found that men in the "young people" (18 to 25) and "young adults" (26 to 35) age brackets were the most likely groups to be involved in online gambling (Choliz et al., 2019). The 2018 Polish study found that "[m]en were more likely to be involved in [online] gambling activities than women…[and] the youngest group (up to age 29) was significantly more likely to be involved in online gambling than older people (over 50)" (Lelonek-Kuleta et al., 2020, 6). In South Australia, nearly twice as many men as women gambled online (27% vs. 14%), and the highest percentages of online gamblers were found in the 18 to 24 (33%) and 25 to 34 (34%) age brackets (Woods et al., 2018). The 2018-2019 Victorian study found that 18% of male gamblers gambled online compared with 9.3% of female gamblers, and that 28.1% of gamblers 25 to 34 had gambled online, declining with age to just 1.7% of gamblers 75 and over (Rockloff et al., 2020).

Unlike gender and age, evidence to date on the relationship between income level and online gambling is less clear. The South Australian study found the highest rates of online gambling in those with incomes of $100,000-$150,000AUD (Woods et al., 2018). The Victorian study found that more than twice as many gamblers with incomes of $156,000AUD or more gambled online, compared to those with incomes of $1-$20,799AUD. However, this study also found that a significant proportion (29.1%) of gamblers with nil or negative net incomes gambled online (Rockloff et al., 2020). Similarly, the Polish study found that people with a monthly household income of less than PLN 3000 ($1,055CAD) were much more likely to gamble online than those with a monthly household income of more than PLN 3000

[3] *In certain analyses, the Victorian study excluded those online gamblers who participated only in lottery, scratch, and/or raffle ticket activities. In such cases, the online gambler sample includes those who used the internet for gambling on "sports, racing, pokies, eSports, fantasy sports, casino games or 'other' (novelty) activities" (Rockloff et al., 2020, 67).*

(Lelonek-Kuleta et al., 2020).

Additional key demographic metrics such as education level, employment status, ethnicity, and marital/family status have not yet been rigorously examined in online gambler populations.

Comorbidity

In addition to finding a higher rate of at-risk and problematic gambling in online gamblers, research has indicated that online gamblers are also more likely to engage in other risk behaviours, such as drug and alcohol use/misuse (for a review see Gainsbury et al., 2015). Further, a 2012 study by Leeman and colleagues found evidence of a relationship between poor physical and mental health, and frequency of online gambling (Leeman et al., 2012).

Although comorbidities in gamblers generally have been extensively documented in the literature, the current study appears to be the first online gambling prevalence study to examine comorbidity in online gamblers. Results are discussed in the report below and are generally consistent with comorbidity observed in all gamblers.

Two Distinct Groups

An interesting trend that has emerged in recent online gambling prevalence studies is the existence of two distinct groups – those who use the Internet strictly for purchasing lottery and raffle tickets, and have been found to be at minimal risk of harmful gambling ("Ticket Only" in this report); and those who use the Internet for a wider range of gambling activities, including but not limited to lottery and raffle tickets, and are at greater risk of experiencing problems ("Active Game" in this report). A low rate of problem gambling amongst lottery, scratch or raffle players is consistent with findings from previous gambling prevalence studies regardless of land-based or online format (Binde, 2011, as cited in Rockloff et al., 2020).

In the Victorian study report, the authors elected to exclude from some analyses respondents who used the Internet only for purchasing lottery, scratch or raffle tickets, or for playing Keno (Rockloff et al., 2020). This was based on their finding that while these were some of the most popular gambling activities (in both online and land-based environments) – 64.2% of Victorians purchased lottery tickets – they also had the lowest proportions of moderate risk and problematic gamblers (Rockloff et al., 2020). Similarly, while the Polish study report did not appear to examine or discuss this phenomenon in detail, it includes mention of it in identifying risk factors for problematic online gambling, stating that "[h]aving children, playing online scratch cards, and online sport betting—but not online lotteries—turned out to be typical for problem online gamblers" (Lelonek-Kuleta et al., 2020, 1).

Online Gambling – Problem Gambling

The limited amount of prevalence and real world data on online gamblers also leaves an unclear picture of the subgroup who may be at risk or experiencing problems. Because this subgroup is a smaller part of an already minor population, collecting enough data to identify meaningful trends is a challenge. While recent large-scale prevalence studies have begun to examine online gamblers, they have not yet isolated them in analyses of characteristics and correlates of at-risk and problematic gamblers. Thus, evidence to date profiling online problem gamblers is restricted to smaller scale, specialized studies that have undertaken in-depth analyses of online gamblers. This work points to two areas where notable trends can be found – demographics and gambling involvement.

Demographics

Demographic trends in at-risk and problem online gamblers generally mirror those found in the larger group of online gamblers. That is, online gamblers classified as at-risk or problematic are more likely to be male and in younger age brackets. The 2010 McCormack study found that of the 14% of participants classified as problem online gamblers, 71.7% were male, and the mean age of the problem gambler group was 34.6 (McCormack et al., 2013). In 2013, using a nationally representative sample of Austrian adults, Yazdi and Katzian found that "problematic online gamblers seemed to be even younger than non-problematic online gamblers, single and more often male" (Yazdi & Katzian, 2017, 376). In their analysis of the impacts of online gambling legalization in Spain, Choliz found that among patients under 26 years old, online gambling was the top cause of pathological gambling (Choliz, 2016). The recent Polish study found that twice as many males as females (68.2% vs. 31.8%) were classified as problem online gamblers, and that 90.5% of those classified as problem online gamblers were under the age of 49 (Lelonek-Kuleta et al., 2020).

Involvement

Increasingly the relationship between online gambling and problem gambling is the subject of closer examination to determine the extent to which online gambling is inherently more problematic, and the extent to which highly involved gamblers are more likely to gamble online and to exhibit problems. The excerpt below from Binde and colleagues (2017, 492) summarizes this issue:

> While the association between particular forms of gambling and PG is well established, increasing attention has recently been given to involvement in multiple forms of gambling. Statistical analyses of population surveys and other large datasets have shown that high involvement in gambling is positively associated with PG (Holtgraves, 2009; Phillips, Ogeil, Chow, & Blaszczynski, 2013; Volberg & Banks, 2002; Welte, Barnes, Wieczorek, Tidwell, & Parker, 2004). 'Involvement' is defined here as participation in multiple forms of gambling; low involvement means that the individual participates in relatively few forms of gambling while high involvement means that the individual participates in many forms of gambling.

Other studies examining online gambling support the role of gambling involvement in problematic gambling. McCormack and colleagues cite previous British prevalence studies which found that "problem online gamblers were significantly more likely to gamble on a greater number of gambling activities than non-problem online gamblers." (Wardle et al., 2007, 2011, as cited in McCormack et al., 2013). In their literature review, Lelonek-Kuleta and colleagues point to research which has "highlighted the correlation between the number of gambling accounts a gamer has, increased involvement in gambling, and increased intensity of problem gaming" (LaPlante et al., 2014, Gainsbury, et al., 2015, as cited by Lelonek-Kuleta, 2020). In their 2017 work to isolate the impact of specific gambling activities on PG in online gamblers, Gainsbury and colleagues summarize their findings as follows: "As anticipated, we found that frequency of participation in each gambling activity and modality was associated with greater problem gambling severity and psychological distress" (Gainsbury et al., 2019, 10).

The current study found support for the role of 'involvement' in PG. It found both that online gamblers were more likely to endorse multiple gambling activities than other gamblers, and that endorsing a higher number of gambling activities was correlated with higher rates of problem gambling. This finding is discussed in greater detail in the report below.

Problem Gambling Prevalence Rates

Due to the current state of evidence on online gambler populations and low participation rates discussed above, reliable problem gambling prevalence rates have been difficult to establish. Studies to date have found a wide range of PG prevalence rates in online gamblers; from 2.2% in South Australia in 2018 working with a random digit dialing (RDD) sample (Woods et al., 2018) to 36.9% in online panel participants who had gambled at mixed venues in New Jersey (Nower et al., 2017). The table below provides a brief summary of key studies that have examined online gambling and problem gambling, outlining their sampling methodologies, sample sizes, and resulting prevalence rates. This comparison provides context for the sampling methodology and prevalence rate found in the current study, and helps illustrate the challenge of achieving reliable results when working with such a small population.

Table: Comparison of Sampling Methodologies & Prevalence Results

	Author, Pub'n Date	Data Coll'd (Loc'n)	Sampling Method	Sample Size: N	Sample Size: OGs*	Survey Admin.	OPG* Prev Rate	Scale
Online Gambling Focus	McCormack et al., 2013	2010 (Int'l)	Recruited via 32 int'l gambling sites	1,119	1,119	Online survey	14%	PGSI
Online Gambling Focus	Gainsbury et al., 2019	2017 (Aus)	Online panel	998	998	Online survey	21.94%	PGSI
Online Gambling Focus	Lelonek-Kuleta et al., 2020	2018 (Poland)	Nationally rep.; random sel'n via personal ID #	2,000	83	In-person interviews	26.8%	BBGS
Incl. Analysis of OG	Nower et al., 2017	2015 (NJ)	RDD + online panel	1,500 + 2,134	621	Phone survey + online survey	2.8% - 36.9%**	PGSI
Incl. Analysis of OG	Woods et al., 2018	2018 (SA)	Rep. of SA; RDD (land + mobile)	20,017	1,968	Phone survey	2.2%	PGSI
Incl. Analysis of OG	Rockloff et al., 2020	2018/19 (Vic)	Rep. of Vic; RDD (land + mobile)	10,638	1,711	Phone survey	~4%	PGSI

* OGs = Online Gamblers; OPGs = Online Problem Gamblers
** Study analyzed prevalence rates across four different subgroups, producing a range or PG rates:

1. phone panel – online only gamblers (2.8%)
2. phone panel – mixed venue gamblers (3.6%)
3. online panel – online only gamblers (14.3%)
4. online panel – mixed venue gamblers (36.9%)

This sampling challenge was encountered in BC's most recent 2014 prevalence study which found that "Internet gambling participants in the survey were too few to allow for a robust subgroup analysis" (R.A. Malatest, 2014, 3). The authors of the 2014 report suggested that "[t]o more thoroughly account for changes in problem gambling prevalence related to Internet gambling, other research methodologies (e.g., panel studies) would be required" (R.A. Malatest, 2014, iii).

The current study used a sample of online panelists to ensure sufficient numbers of participants for sub-group analysis and provide more reliable data on the populations of concern – that is, online gamblers, and more importantly, at-risk and problematic online gamblers.

The main limitation of online panels is that people volunteer to participate, as opposed to researchers recruiting a random sample of the population. Researchers use sociodemographic information to stratify samples from panels so that they reflect the sociodemographic characteristics of the general population. However, differences remain, including that a small segment of the population does not have access to the Internet and is therefore excluded from panel samples.

Volberg and Williams (2017) recently summarized another consistent finding in online panel samples, that is, higher levels of pathology. Using three separate research studies, Dr. Williams compared data obtained from a random sample of online panelists to a comparable sample of people contacted via random digit dialing within the same jurisdiction. Williams found that, “even after controlling for all demographic differences, the overall rates of substance use, mental health problems, gambling involvement, and addictions were significantly higher in the online panel” (2). This comparison also showed “significantly higher rates of problem gambling” (2). Volberg and Williams (2017 similarly found higher rates of problem gambling in Massachusetts when comparing a 2013 online panel study that showed a problem gambling rate of 6.4% versus just 2.0% found in a 2013/2014 study they conducted using address-based random sampling.

Despite these important issues, researchers in many fields are increasingly relying on online panels to obtain sufficient samples of the population for specific issues such as online gambling and problem gambling. Online panels have the added benefit of decreasing the likelihood that participants will provide a socially desirable answer – respondents consistently disclose more sensitive information in online surveys versus phone, mail or in-person surveys. While the use of online panels represents one of the most effective current methods, it does result in higher prevalence rates for risky behaviours such as online gambling and problem gambling. Researchers must increasingly trade off these higher rates in order to sample enough people to more deeply understand risk behaviours that occur in a small number of people in the population.

Recent studies seeking to examine online gamblers in greater depth have used online panels, resulting in prevalence rates in line with this study’s findings. In their 2010 study, McCormack and colleagues posted surveys on 32 international online gambling websites, gathering 1,119 respondents. Of the respondents who answered the survey’s PGSI questions, 14% were classified as problem gamblers; 29% as at-risk; and 32.7% as low level problem gamblers (McCormack et al., 2013). Nower and colleagues used an online panel in addition to a RDD sample in their 2015 study. Among panel respondents they found PG rates of 14.3% in online only gamblers, and 36.9% in mixed venue gamblers (Nower et al., 2017). Gainsbury and colleagues conducted an online panel survey in 2017, using a sample of 998 adult Australians who self-reported online gambling in the past 30 days. They found 21.74% were classified as low-risk gamblers, 16.73% as moderate-risk gamblers, and 21.94% as problem gamblers (Gainsbury et al., 2019); noting that these rates are similar to those reported by other studies using online panels (Browne et al., 2018, as cited by Gainsbury et al., 2019).

The sampling challenges and diverse PG prevalence rates found in the few comparable studies examining online gamblers provide important context for the use of online panel members in the current study, and the resulting problem gambling prevalence rate. As yet, there is no established statistical technique, such as weighting, that can confidently address the diverse range of online PG prevalence rates. It is likely that true problem gambling prevalence rates in online gambler populations lie somewhere between the highest and lowest rates found using different methodologies.

METHODOLOGY

Data Collection

The survey was fielded online from February 4 to March 10, 2020. The survey was fielded using pre-recruited online panelists, both from Ipsos' i-Say Panel as well as from a number of accredited external panel suppliers. The survey was programmed so that respondents could complete it by desktop, laptop, tablet or smart phone.

The survey was completed by a total of 4,079 adult British Columbians (19+ years), including 3,482 past year gamblers (any activity) and 842 past year online gamblers (any online activity).

Questionnaire Design

The questionnaire outline (see appendix for full questionnaire) was as follows:

- Health and recreation – a few questions to ease respondents into the survey.
- Correlates – questions about alcoholic beverages, illegal drugs, mental health and participation in video games and gambling-themed games over the internet just for fun.
- Gambling participation – questions about frequency of past year participation in online gambling activities, as well as gambling in general.
- PlayNow.com – questions about registration and past year participation on PlayNow.com.
- Online behaviours – detailed questions about online gambling, including advantages and disadvantages, motivations, year started, location, time of day, preferred device, payment methods and number of accounts.
- Problem Gambling Severity Index (PGSI) – a 9-item assessment tool designed to identify problem gambling risk.
- Harms – questions about impacts on relationships, work/school, as well as questions on problems and attempts to cut down or stop gambling.
- Responsible gambling – questions about responsible gambling, both in general and in relation to online gambling.
- Positive Play Scale (PPS) – questions to measure the calculation of two PPS sub-indices, Pre-Commitment and Gambling Literacy.
- Tools and resources – questions about awareness of provincial and other resources, such as the toll-free help like and free problem gambling counselling.
- Demographics

Sample Design and Weighting

The final sample breakout by health authority, gender and age is shown in the table below. These three variables were used to weight these data to reflect the BC population based on Census data. As shown, male respondents were weighted up, but very little weighting was required by health authority or age.

	Number of Respondents	Unweighted % of Respondents	Weighted % of Respondents
Regional Health Authority			
Fraser	1,438	35%	36%
Vancouver Coastal	1,002	25%	25%
Vancouver Island	646	16%	17%
Interior	788	19%	16%
Northern	205	5%	6%
Gender			
Male	1,713	42%	49%
Female	2,354	58%	51%
Other	8	<1%	<1%
Prefer not to answer	4	<1%	<1%
Age			
19 - 24	332	8%	9%
25 - 34	664	16%	17%
35 - 44	660	16%	16%
45 - 54	665	16%	17%
55 - 64	897	22%	18%
65+	861	21%	22%

Margins of Error

The precision of Ipsos online polls is measured using a credibility interval. In this case, the results for the overall population (n=4,079) are accurate to within ± 1.7 percentage points, 19 times out of 20, had all British Columbians aged 19+ been surveyed.

The credibility interval is wider among subsets of the population.

- Past year gamblers (n=3.482) +/- 1.9%
- Past year online gamblers (n=842) +/- 3.9%
- Ticket only players (n=226) +/- 7.4%
- Active game players (n=616) +/- 4.5%

All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

Recontact for Follow-Up Research

At the end of the survey, respondents were asked if they would be willing to do follow up research in the form of short surveys, interviews or as a discussion group either in person or online. Roughly 1,800 respondents consented to contact for follow-up research.

REPORT NOTES

Ticket Only vs. Active Game Online Gamblers

Throughout this report, the results among online gamblers are shown in total, as well as segmented into two sub-groups based on their online gambling activities. These two sub-groups are as follows:

Ticket Only Players (n=226, 25% of online gamblers): Ticket only players participated in online lottery tickets and/or charity raffles ONLY in the past 12 months. They did not participate in any other online gambling activities.

Active Game Players (n=616, 75% of online gamblers): Active game players participated in at least one online gambling activity other than lottery tickets and/or charity raffles in the past 12 months. The 'active' description refers to greater engagement and time involvement in these games (list shown below) compared to the purchase and wait aspect of lottery/charity games.

- Slot machine games
- Scratch & Win games
- Casino table games (other than poker) such as blackjack, roulette, craps, etc.
- Keno
- Poker games or tournaments
- Other casino-type games
- The outcome of sporting events (other than horse racing)
- Bingo
- Other games of skill such as cards, dice or dominoes
- The outcome of non-sports events
- Pull tabs
- Horse racing
- Any other type of ONLINE gambling

The distinction between Ticket Only Players and Active Game Players is important because of substantial differences in their responses to survey questions. The two groups differ in terms of demographics, gambling motivations, online gambling behaviours and responsible gambling practices. Active Game Players are much more likely to report problem gambling issues and associated harms.

Report Tables

A sample table from this report is shown below. Column definitions are as follows:

Total Population (n=4,079): All survey respondents. Representative of the entire adult (19+ years) population of British Columbia.

Past Year Gamblers (n=3,482): Respondents who have bet or spent money on at least one gambling activity (online or not) in the past 12 months. (Note, these 3,482 past year gamblers INCLUDE the 842 past year online gamblers in the next table column.)

Past Year Online Gamblers (n=842): Respondents who have bet or spent money on at least one online gambling activity in the past 12 months. Online gamblers are further broken down as follows:

- **Ticket Only Players** (n=226): Respondents whose only past 12 month online gambling activity was lottery tickets and/or charity raffles.
- **Active Game Players** (n=616): Respondents who participated in at least one online gambling activity other than lottery tickets and/or charity raffles.

	Total Population	Past Year Gamblers		Past Year Online Type	
		All	Online	Ticket Only	Active Game
Sample Size	4,079	3,482	842	226	616
Answer choice 1	%	%	← %	%	→ %
Answer choice 2	%	%	%	%	%
Answer choice 3	%	%	%	%	%
Answer choice 4	%	%	%	%	%

Q. *Question Text.*
Base: Who was asked the question (→ points to statistically higher result)

Statistical Tests and Rounding

Statistical differences between groups are calculated at the 95% level (p<.05).

Due to rounding:

- Not all charts and tables in this report will add to exactly 100%.
- Not all summary statistics will be exactly equal to the sum of their component parts.

Main Report

GAMBLING ACTIVITIES

Gambling Activities: Key Findings

1. 22% of adult British Columbians and 26% of past year gamblers bet or spent money on at least one online gambling activity in the past 12 months. The top past year online gambling activities for British Columbians include lottery games (17%), slot machine games (9%), charity raffles (9%) and scratch & win games (9%).
2. Online gamblers typically participate in multiple online and non-online gambling activities. On average, online gamblers participated in 6.7 different gambling activities in the past year (compared to 4.3 activities among all past year gamblers), including an average of 4.8 online gambling activities. The top past year online gambling activities for online gamblers include lottery games (75%), slot machine games (43%), charity raffles (43%) and scratch & win games (39%).
3. Online gamblers report spending an average of $129 per month and a median of $25 per month on their online gambling activities. Active Game Players report spending much more than Ticket Only Players on average ($161 vs. $30) and in terms of median spending ($30 vs. $10).

Gambling Activities: Detailed Results

Past Year Gambling Activities

Overall, 85% of adult British Columbians (19+ years) say they bet or spent money on at least one gambling activity in the past 12 months. A majority of residents say they gambled on lottery games (72%) and scratch & win games (63%).

Online gamblers are more likely than gamblers in general to have participated in every gambling activity tested in the past 12 months. On average, online gamblers participated in an average of 6.7 different gambling activities in the past 12 months, which is statistically higher than the average of 4.3 activities among all gamblers and 3.7 activities among all British Columbians.

Past Year Gambling Activities	Total Population	Past Year Gamblers All		Past Year Gamblers Online
Sample Size	4,079	3,482		842
Lottery games such as Lotto 6/49, BC 49, LOTTO MAX and others	72%	85%	→	92%
Scratch & Win games	63%	74%	→	80%
Charity raffles such as a hospital lottery	39%	46%	→	59%
Slot machine games	35%	42%	→	59%
Casino table games (other than poker) such as blackjack, roulette, craps, etc.	19%	22%	→	45%
Pull tabs	18%	22%	→	35%
Other games of skill such as cards, dice or dominoes	18%	22%	→	36%
Keno	18%	21%	→	41%
Other casino-type games	16%	19%	→	40%
Bingo	14%	16%	→	32%
Poker games or tournaments	12%	15%	→	35%
The outcome of sporting events (other than horse racing)	12%	14%	→	34%
Horse racing	8%	10%	→	24%
The outcome of non-sports events	7%	9%	→	25%
Any other type of gambling	16%	19%	→	38%
At least one activity	85%	100%		100%
Average number of activities	3.7	4.3	→	6.7

Q10. *In the past 12 months, how OFTEN have you bet or spent money on each of the following gambling activities?*
Base: All respondents. (→ points to statistically higher result)

Past Year Online Gambling Activities

Overall, 22% of adult British Columbians and 26% of past year gamblers bet or spent money on at least one online gambling activity in the past 12 months. The top online games for the overall population include lottery games (17%), slot machine games (9%), charity raffles (9%) and scratch & win games (9%).

Among online gamblers, the number one online activity by far is playing lottery games (75%). About four-in-ten have also participated in slot machine games (43%), charity raffles (43%) and scratch & win games (39%). On average, online gamblers report gambling on 4.8 different online activities in the past 12 months.

Past Year Online Gambling Activities	Total Population	Past Year Gamblers All		Past Year Gamblers Online
Sample Size	4,079	3,482		842
Lottery games such as Lotto 6/49, BC 49, LOTTO MAX and others	17%	19%	→	75%
Slot machine games	9%	11%	→	43%
Charity raffles such as a hospital lottery	9%	11%	→	43%
Scratch & Win games	9%	10%	→	39%
Casino table games (other than poker) such as blackjack, roulette, craps, etc.	7%	8%	→	31%
Keno	6%	8%	→	29%
Poker games or tournaments	6%	7%	→	27%
Other casino-type games	6%	7%	→	27%
The outcome of sporting events (other than horse racing)	6%	7%	→	26%
Bingo	6%	6%	→	25%
Other games of skill such as cards, dice or dominoes	5%	6%	→	23%
The outcome of non-sports events	4%	5%	→	20%
Pull tabs	4%	5%	→	18%
Horse racing	4%	4%	→	16%
Any other type of ONLINE gambling	8%	9%	→	36%
At least one activity	22%	26%	→	100%
Average number of activities	1.1	1.2	→	4.8

Q11. *In the past 12 months, how OFTEN have you bet or spent money on each of the following ONLINE gambling activities?*
Base: All respondents. (→ points to statistically higher result)

Monthly Spending on All Gambling Activities

The next two charts report statistics on spending on gambling activities. **Caution should be taken in reading these results** as they are personal guestimates and gamblers may have very different interpretations of how to calculate their monthly spending. In addition, median spending might be a better measure than average spending, as average spending is often skewed by a few very high spending responses.

Online gamblers report spending more than gamblers in general. Online gamblers report spending an average of $336 per month on all their gambling activities (online and non-online) compared to $131 among gamblers in general. Median spending by online gamblers is $50 per month compared to $20 by gamblers in general.

Active Game Players report spending much more than Ticket Only Players in an average month on all their gambling activities. The average for Active Game Players is $426, compared to $62 for Ticket Only Players. The median amount spent is $75 for Active Game Players, compared to $30 for Ticket Only Players.

Monthly Spending on All Gambling Activities	Past Year Gamblers			Past Year Online Type		
	All		Online	Ticket Only		Active Game
Sample Size	2,874*		842	226		616
$0	21%	←	3%	1%		3%
$1-$10	18%	←	12%	19%	←	10%
$11-$25	16%		15%	20%	←	13%
$26-$50	14%	→	19%	25%	←	17%
$51-$100	10%	→	18%	20%		17%
$101-$500	11%	→	19%	6%	→	23%
$501+	3%	→	8%	2%	→	10%
Don't know/Refused	7%		6%	7%		6%
Average (including $0)	$131	→	$336	$62	→	$426
Median (including $0)	$20		$50	$30		$75

Q12. *In the past 12 months, how much did you SPEND on ALL GAMBLING per month (on average)?*
Base: Past year gamblers. (→ points to statistically higher result)
* Some past year non-online gamblers skipped this question due to a survey programming error. The figures in the all past year gambler column have been weighted to reflect the correct ratio of online vs. non-online gamblers.

Monthly Spending on Online Gambling Activities

Online gamblers report spending an average of $129 per month and a median of $25 per month on their online gambling activities.

Active Game Players report spending much more than Ticket Only Players on average ($161 vs. $30) and in terms of median spending ($30 vs. $10).

Monthly Spending on Online Gambling Activities	PY Online Gamblers	Past Year Online Type		
		Ticket Only		Active Game
Sample Size	842	226		616
$0	11%	13%		10%
$1-$10	22%	36%	←	17%
$11-$25	15%	13%		16%
$26-$50	17%	17%		16%
$51-$100	11%	8%		12%
$101-$500	11%	2%	→	15%
$501+	4%	1%	→	5%
Don't know/Refused	9%	10%		9%
Average (including $0)	$129	$30	→	$161
Median (including $0)	$25	$10		$30

Q13. *Of your spending on gambling, how much of your monthly average was for ONLINE gambling?*
Base: Past year online gamblers. (→ points to statistically higher result)

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GAMBLING MOTIVATIONS

Gambling Motivations: Key Findings

1. Online gamblers are more likely than gamblers in general to be motivated to gamble by every motivation tested in this survey. However, the relative ordering of their motivations is very similar to gamblers in general.
2. For online gamblers, the motivations to gamble online are very consistent with their motivations for gambling in general. The top motivations for online gambling include a chance to win big, the sense of anticipation/chance to dream, entertainment/fun and to make money.
3. Active Game Players are more likely than Ticket Only Players to endorse most of the gambling motivations tested. Active Game Players especially stand out from Ticket Only Players on the motivations of escaping boredom/filling my time, the mental challenge/learning about the game, help when feeling tense and the rush/thrill of the games.

Gambling Motivations: Detailed Results

Gambling Motivations – Gambling in General

Online gamblers are more likely than gamblers in general to say their gambling (online and non-online) is influenced by every motivation tested in the survey. The top three gambling motivations for online gamblers include a chance to win big (88% at least somewhat important), entertainment/fun (82%) and the sense of anticipation/chance to dream (82%).

Active Game Players are more likely than Ticket Only Players to mention most gambling motivations tested. Active Game Players especially stand out from Ticket Only Players on the motivations of to escape boredom/fill my time (48 points higher) and for the mental challenge or to learn about the game/activity (46 points higher). In contrast, Ticket Only Players are 5 points higher than Active Game Players on the motivation of a chance to win big.

Gambling Motivations – Gambling in General (Motivation is Absolutely Critical, Very Important or Somewhat Important)	Past Year Gamblers			Past Year Online Type		
	All		Online	Ticket Only		Active Game
Sample Size	3,482		842	226		616
A chance to win big	74%	→	88%	92%	←	87%
Entertainment/fun	73%	→	82%	64%	→	88%
The sense of anticipation/chance to dream	66%	→	82%	81%		82%
To make money	56%	→	73%	66%	→	75%
Sense of achievement when I win	54%	→	70%	53%	→	76%
It provides a rush/thrill	44%	→	62%	38%	→	70%
Something to do with family/friends	43%	→	47%	20%	→	55%
To escape boredom/fill my time	39%	→	58%	22%	→	70%
For the mental challenge or to learn about the game/activity	30%	→	45%	11%	→	57%
It helps when I feel tense	18%	→	36%	9%	→	45%
To impress other people	10%	→	22%	6%	→	28%

Q16A. *Generally speaking, how important are each of the following as reasons for why you gamble?*
Base: Past year gamblers. (→ points to statistically higher result)

Gambling Motivations – Online Gambling

The prior question asked about motivations for gambling in general. A follow-up question asked online gamblers specifically about their motivations for online gambling. The top three motivations among online gamblers include a chance to win big (85% at least somewhat important), the sense of anticipation/chance to dream (78%) and entertainment/fun (77%).

As with gambling motivations in general, Active Game Players are more likely than Ticket Only Players to mention most motivations tested for their online gambling. Active Game Players stand out most from Ticket Only Players on the motivations of to escape boredom/fill my time (47 points higher), for the mental challenge or to learn about the game/activity (44 points higher), help when feeling tense (38 points higher) and the rush/thrill (37 points higher). In contrast, Ticket Only Players are 7 points higher than Active Game Players on the motivation of a chance to win big.

Gambling Motivations – Online Gambling (Motivation is Absolutely Critical, Very Important or Somewhat Important)	PY Online Gamblers	Past Year Online Type		
		Ticket Only		Active Game
Sample Size	842	226		616
A chance to win big	85%	90%	←	83%
The sense of anticipation/chance to dream	78%	75%		79%
Entertainment/fun	77%	52%	→	85%
To make money	76%	71%	→	78%
Sense of achievement when I win	68%	50%	→	74%
It provides a rush/thrill	59%	31%	→	68%
To escape boredom/fill my time	56%	21%	→	68%
For the mental challenge or to learn about the game/activity	46%	13%	→	57%
Something to do with family/friends	43%	17%	→	51%
It helps when I feel tense	37%	9%	→	47%
To impress other people	24%	5%	→	30%

Q17. *Generally speaking, how important are each of the following as reasons for why you gamble online?*
Base: Past year online gamblers. (→ points to statistically higher result)

Gambling Motivations for Online Gamblers – General vs. Online Gambling

The table below compares the motivations of online gamblers for gambling in general versus gambling online. The results show that online gamblers have similar motivations for gambling online as for gambling in general. The only statistical difference is that online gamblers are 5 points less likely to mention entertainment/fun as a motivation for online gambling compared to their gambling in general.

Gambling Motivations for Online Gamblers – General vs. Online Gambling (Motivation is Absolutely Critical, Very Important or Somewhat Important)	Gambling in General		Online Gambling
Sample Size	842		842
A chance to win big	88%		85%
The sense of anticipation/chance to dream	82%		78%
Entertainment/fun	82%	←	77%
To make money	73%		76%
Sense of achievement when I win	70%		68%
It provides a rush/thrill	62%		59%
To escape boredom/fill my time	58%		56%
Something to do with family/friends	47%		43%
For the mental challenge or to learn about the game/activity	45%		46%
It helps when I feel tense	36%		37%
To impress other people	22%		24%

(→ points to statistically higher result)

ONLINE GAMBLER DEMOGRAPHICS

Online Gambler Demographics: Key Findings

1. Online gamblers are predominantly male (62% vs. 50% among all gamblers) and younger than both gamblers in general and the overall population (32% are 19-34 years vs. 25% of all gamblers, 26% of overall population). Online gamblers are more likely than gamblers in general to be full-time employed (53% vs. 43%), university graduates (42% vs. 36%), single (32% vs. 26%) and to have children at home (29% vs. 22%).
2. Active Game Players stand out from Ticket Only Players for being more male, younger, more full-time employed, more single and more likely to have kids at home. They are also less likely to have a household income over $100K.

Online Gambler Demographics: Detailed Results

Region, Gender and Age

Online gamblers are predominantly male (62%), while gamblers in general are equally split male/female. Online gamblers also tend to be younger (32% are 19-34 years) than both gamblers in general (25% are 19-34 years) and the overall population (26% are 19-34 years).

This skew to males and youth is primarily driven by Active Game Players. Active Game Players are more likely to be male (64% vs. 53% of Ticket Only Players) and younger (38% are 19-34 years vs. 16% of Ticket Only Players).

Demographics	Total Population	Past Year Gamblers			Past Year Online Type		
		All		Online	Ticket Only		Active Game
Sample Size	4,079	3,482		842	226		616
Regional Health Authority							
Fraser	36%	37%		39%	35%		40%
Vancouver Coastal	25%	24%		26%	26%		26%
Vancouver Island	17%	17%		17%	19%		17%
Interior	16%	16%	←	12%	13%		11%
Northern	6%	6%		6%	7%		6%
Gender							
Male	49%	50%	→	62%	53%	→	64%
Female	51%	50%	←	38%	47%	←	36%
Other	<1%	<1%		0%	0%		0%
Age							
19 - 24	9%	8%		10%	2%	→	13%
25 - 34	17%	17%	→	22%	14%	→	25%
35 - 44	16%	16%	→	19%	11%	→	21%
45 - 54	17%	18%		19%	20%		19%
55 - 64	18%	19%	←	15%	21%	←	13%
65+	22%	22%	←	14%	31%	←	9%

(→ points to statistically higher result)

Education, Income and Employment

Online gamblers are more likely than gamblers in general to be university graduates (42% vs. 36%) and be employed full-time (53% vs. 43%).

Active Game Players are more likely to be employed full-time (57% vs. 42% of Ticket Only Players) and to have a high school or less education (20% vs. 12% of Ticket Only Players). Active Game Players are less likely to have a household income over $100K (22% vs. 32% of Ticket Only Players).

Demographics	Total Population	Past Year Gamblers All		Past Year Gamblers Online	Past Year Online Type Ticket Only		Past Year Online Type Active Game
Sample Size	4,079	3,482		842	226		616
Education							
High School or less	19%	19%		18%	12%	→	20%
Some college/university	43%	44%	←	40%	43%		39%
University graduate	37%	36%	→	42%	44%		41%
Household Income							
<$40k	23%	22%		20%	17%		21%
$40-<$70K	25%	25%		26%	21%	→	28%
$70-<$100K	19%	20%		23%	20%		24%
$100K+	23%	24%		25%	32%	←	22%
Prefer not to answer	10%	9%	←	5%	10%	←	4%
Employment							
Employed full-time	42%	43%	→	53%	42%	→	57%
Employed part-time	10%	10%		11%	9%		12%
Self employed	7%	7%		6%	7%		5%
Not employed	8%	7%		7%	5%		8%
Retired	24%	25%	←	15%	30%	←	10%
Other	9%	8%		8%	7%		8%

(→ points to statistically higher result)

Marital Status and Children

Online gamblers are more likely than gamblers in general to be single (32% vs. 26%) and to have children under the age of 18 at home (29% vs. 22%). While these two statistics of being more single and yet having more children seem contradictory, a majority (54%) of online gamblers are married/living with a partner, most (60%) are between the ages of 25 and 54 years and very few (15%) are retired.

Active Game Players stand out from Ticket Only Players for being single (34% vs. 25%) and for having children under the age of 18 at home (33% vs. 17%). Again, this seems contradictory, but a majority (55%) of Active Game Players are married/living with a partner, most (65%) are between the ages of 25 and 54 years and very few (10%) are retired.

Demographics	Total Population	Past Year Gamblers All		Past Year Gamblers Online	Past Year Online Type Ticket Only		Past Year Online Type Active Game
Marital Status							
Married	46%	47%		44%	54%	←	41%
Living with partner	12%	12%		12%	7%	→	14%
Single, never married	28%	26%	→	32%	25%	→	34%
Divorced or separated	10%	11%		9%	8%		9%
Widowed	4%	4%		3%	5%		3%
Kids in Household							
Yes	22%	22%	→	29%	17%	→	33%
No	78%	78%	←	71%	83%	←	67%

(→ points to statistically higher result)

ONLINE GAMBLER BEHAVIOURS

Online Gambler Behaviours: Key Findings

1. For online gamblers, the top advantages of online gambling (and also the top reasons they started online gambling) include convenience, ease of accessibility, and the physical comfort of gambling from home. Active Game Players are more likely than Ticket Only Players to like the use of free play sites, pricing aspects of online gambling (e.g. credits, bonuses, odds, payouts) and the greater number of games/options.
2. The vast majority (90%) of online gamblers primarily gamble online from home. A majority (55%) prefer using a computer/laptop, but more than one-third (36%) prefer a mobile/smart phone. Active Game Players are more likely than Ticket Only players to prefer using a mobile/smart phone.
3. A majority (55%) of online gamblers typically participate for less than 1 hour a week, although one-quarter (24%) average 4 or more hours per week. One-third (32%) of Active Game Players average 4 or more hours per week, compared to only 1% of Ticket Only Players.
4. The number one time of day for online gambling is 6 p.m. to midnight and very few do most of their online gambling between midnight and 9 a.m.
5. Most (69%) online gamblers have no more than a single online account with gambling websites, including almost all Ticket Only Players (96% have 0-1 online accounts compared to 60% of Active Game Players).
6. The top methods for paying for online gambling are credit card (54%), debit card (27%) and direct bank transfer (16%).
7. By a margin of 67% to 6%, online gamblers would prefer to gamble on a British Columbia regulated site than on an off-shore site. The remainder have no preference or are undecided.
8. Two-thirds (66%) of online gamblers are registered to play on PlayNow.com and most (75%) who are registered do all or most of their online gambling on PlayNow.com. Ticket Only Players are slightly more likely than Active Game Players to be registered on PlayNow.com (73% vs. 63%).

Online Gambler Behaviours: Detailed Results

Year Started Online Gambling

Three-in-ten online gamblers (30%) say they started gambling online before 2011. Nearly four-in-ten (36%) say they started in 2016 or later.

Ticket Only Players are more likely to have started online gambling recently (47% started 2016 or later vs. 33% of Active Game Players).

Year Started Online Gambling	PY Online Gamblers	Past Year Online Type		
		Ticket Only		Active Game
Sample Size	842	226		616
Pre 2000	4%	2%		4%
2000 - 2005	11%	9%		12%
2006 - 2010	15%	12%		16%
2011 - 2015	21%	15%	→	23%
2016 - 2020	36%	47%	←	33%
Don't Know/Refused	13%	15%		12%

Q16. *What year did you first start using the Internet for gambling purposes?*
Base: Past year online gamblers. (→ points to statistically higher result)

Biggest Influences to Gamble Online First Time (Select Up to 3 Reasons)

Survey respondents were asked to select (from a preset list) up to three biggest influences in their decision to start gambling online for the first time. The top motivations for first time online gambling include the convenience of online (53%), accessibility such as 24-7 from any location (36%) and the physical comfort of gambling from home (35%).

Ticket Only Players are more likely than Active Game Players to mention the convenience (73% vs. 47%) and accessibility (46% vs. 33%). Active Game Players are more likely than Ticket Only Players to mention price including bonuses free credit, odds, payout rates (25% vs. 8%), use of free play or social media (24% vs. 8%) and the greater number of betting options and games available (16% vs. 4%).

Biggest Influences to Gamble Online First Time (Select Up to 3 Reasons)	PY Online Gamblers	Past Year Online Type		
		Ticket Only		Active Game
Sample Size	842	226		616
Convenience - more convenience online	53%	73%	←	47%
Access (available 24-7 from any location)	36%	46%	←	33%
Physical comfort of gambling from home	35%	31%		36%
Price including bonuses free credit, odds, payout rates	21%	8%	→	25%
Use of free play or social media	20%	8%	→	24%
Privacy/anonymity	15%	13%		16%
Greater number of betting options and games available	13%	4%	→	16%
Advertising/ marketing	10%	8%		11%
Dislike of or discomfort with land-based venues	6%	6%		6%
For charity	1%	2%		<1%
Other	3%	8%	←	2%
Don't know/Refused	4%	4%		5%

Q28. *Think about the FIRST TIME you gambled online via computer, mobile phone, other device. Which of the following were the three biggest influences in your decision to start gambling online?*
Base: Past year online gamblers. (→ points to statistically higher result)

Biggest Advantages of Online Gambling (Select Up to 3 Reasons)

Survey respondents were asked to select (from a preset list) up to three biggest advantages of online gambling over gambling at an actual casino, race track, or other facility. The top responses include convenience of online (54%), physical comfort of gambling from home (40%) and accessibility such as 24-7 from any location (35%).

Ticket Only Players are more likely than Active Game Players to mention the convenience (70% vs. 49%), accessibility (43% vs. 33%) and not having to drive to a land-based venue (39% vs. 23%). Active Game Players are more likely than Ticket Only Players to mention several factors, but especially use of free play sites (18% vs. 7%), price including bonuses free credit, odds, payout rates (15% vs. 4%) and the greater number of betting options and games available (14% vs. 3%).

Biggest Advantages of Online Gambling (Select Up to 3 Reasons)	PY Online Gamblers	Past Year Online Type		
		Ticket Only		Active Game
Sample Size	842	226		616
Convenience - more convenience online	54%	70%	←	49%
Physical comfort of gambling from home	40%	42%		39%
Access (available 24-7 from any location)	35%	43%	←	33%
Don't have to drive to land-based venues	27%	39%	←	23%
Privacy/anonymity	18%	17%		19%
Lower secondary costs (i.e. driving, parking, food and beverages)	17%	12%	→	19%
Use of free play sites	15%	7%	→	18%
Price including bonuses free credit, odds, payout rates	13%	4%	→	15%
Greater number of betting options and games available	11%	3%	→	14%
Access to responsible gambling tools, such as account information, limit-setting on losses and deposits etc.	9%	5%	→	10%
Other	1%	1%		1%
Don't know/Refused	4%	5%		3%

Q29. *What would you say are the three biggest advantages of online gambling over gambling at an actual casino, race track, or other facility?*
Base: Past year online gamblers. (→ points to statistically higher result)

Biggest Disadvantages of Online Gambling (Select Up to 3 Reasons)

Survey respondents were asked to select (from a preset list) up to three biggest disadvantages of online gambling over gambling at a land-based facility. The top responses include being easier to spend money (42%), concerns about account safety (33%), difficulty to verify the fairness of games (26%) and being too easy to gamble at work or home when should be doing other things (26%).

Ticket Only Players are more likely than Active Game Players to mention concerns about account safety (45% vs, 30%). Active Game Players are more likely than Ticket Only Players to mention difficulty to verify the fairness of games (28% vs. 20%), being too easy to gamble at work or home when should be doing other things (28% vs. 20%), being more addictive (29% vs. 12%) and difficulty setting time, spending or loss limits (13% vs. 5%).

Biggest Disadvantages of Online Gambling (Select Up to 3 Reasons)	PY Online Gamblers	Past Year Online Type		
		Ticket Only		Active Game
Sample Size	842	226		616
Easier to spend money	42%	39%		42%
Concerns about account safety (e.g. money and personal information)	33%	45%	←	30%
Difficulty to verify the fairness of games	26%	20%	→	28%
Too easy to gamble at work or home when I should be doing other things	26%	20%	→	28%
More addictive	24%	12%	→	29%
Less enjoyable game, environment or social experience	19%	19%		19%
Unreliable technology or Internet access	17%	15%		17%
Difficulty setting time, spending or loss limits	11%	5%	→	13%
Difficult to use	7%	5%		8%
Other	1%	2%		<1%
Nothing	1%	1%		1%
Don't know/Refused	10%	18%	←	8%

Q30. *What would you say are the three biggest disadvantages of online gambling over gambling at land-based venues?*
Base: Past year online gamblers. (→ points to statistically higher result)

Time Spent Online Gambling

Roughly four-in-ten (42%) online gamblers say they spend 1 hour or more gambling online per week. One-in-four (24%) online gamblers say they gamble online 4 or more hours in an average week.

Almost no (2%) Ticket Only Players say they gamble online 1 hour or more per week. In contrast, a majority (55%) of Active Game Players say they gamble online 1 hour or more per week and one-third (32%) gamble online 4 hours or more per week.

Time Spent Online Gambling	PY Online Gamblers	Past Year Online Type		
		Ticket Only		Active Game
Sample Size	842	226		616
Less than 1 hour a week	55%	93%	←	42%
1-3 hours a week	18%	2%	→	23%
4-6 hours a week	13%	1%	→	17%
7-9 hours a week	6%	0%	→	8%
10-12 hours a week	2%	0%		2%
12-14 hours a week	2%	0%		2%
15 or more hours a week	2%	0%		2%
Don't know/Refused	4%	5%		3%
1+ hours	42%	2%	→	55%
4+ hours	24%	1%	→	32%

Q18. *Over the past 12 months, approximately how much time did you spend gambling online in an average week?*
Base: Past year online gamblers. (→ points to statistically higher result)

Physical Online Gambling Location

The vast majority (90%) of online gamblers say they primarily gamble online at home. This is true for both Ticket Only Players (95%) and Active Game Players (88%).

Physical Online Gambling Location	PY Online Gamblers	Past Year Online Type		
		Ticket Only		Active Game
Sample Size	842	226		616
At home	90%	95%	←	88%
At work	4%	0%	→	6%
When away from home and work (e.g. travelling, waiting etc.)	4%	1%	→	5%
Other	<1%	1%		<1%
Don't know/Refused	2%	3%	←	1%

Q19. *Where do you primarily gamble online?*
Base: Past year online gamblers. (→ points to statistically higher result)

Online Gambling Time of Day

The most common time for online gambling is between 6:00 p.m. and midnight. Half (50%) of online gamblers say they gamble online most often during these evening hours. Very few (9%) online gamblers say they participate most often between midnight and 9:00 a.m.

Ticket Only Players are more likely than Active Game Players to say they don't know when they most often use the internet to gamble or place bets (22% vs. 7%).

Online Gambling Time of Day	PY Online Gamblers	Past Year Online Type		
		Ticket Only		Active Game
Sample Size	842	226		616
Early morning 6 a.m. to 9 a.m.	4%	4%		3%
Late morning 9 a.m. to noon	12%	13%		11%
Noon to 6 p.m.	19%	18%		19%
6 p.m. to midnight	50%	41%	→	53%
Midnight to 6 a.m.	5%	1%	→	6%
Don't Know/Refused	11%	22%	←	7%

Q20. *What time of day do you most often use the Internet to gamble or place bets?*
Base: Past year online gamblers. (→ points to statistically higher result)

Method for Accessing Internet for Online Gambling

A slight majority (55%) of online gamblers say a computer/laptop is their preferred method for accessing the Internet for gambling. Slightly more than one-third (36%) prefer using a mobile/smart phone.

A preference for using a mobile smart phone is greater among Active Game Players than among Ticket Only Players (39% vs. 25%).

Method for Accessing Internet for Online Gambling	PY Online Gamblers	Past Year Online Type		
		Ticket Only		Active Game
Sample Size	842	226		616
Computer/laptop	55%	65%	←	52%
Mobile/smart phone	36%	25%	→	39%
Some other portable device (e.g., iPad or similar)	7%	7%		6%
Television	1%	<1%		1%
Other	<1%	0%		<1%
Don't know/Refused	1%	2%		1%

Q21. *What is your preferred method for accessing the Internet for gambling?*
Base: Past year online gamblers. (→ points to statistically higher result)

Prefer Online to Land-Based Gambling

Only about four-in-ten (38%) online gamblers say they prefer online gambling to land-based gambling. One-quarter (25%) prefer land-based gambling and one-third (32%) say they like online and land-based gambling equally.

Active Game Players are more likely than Ticket Only Players to say they like online and land-based equally (34% vs. 26%).

Prefer Online to Land-Based Gambling	PY Online Gamblers	Past Year Online Type		
		Ticket Only		Active Game
Sample Size	842	226		616
Yes, prefer online gambling	38%	35%		39%
No	25%	29%		24%
I like online and land-based gambling equally	32%	26%	→	34%
Don't know/refused	5%	10%	←	3%

Q22. *Do you prefer online gambling to land-based gambling?*
Base: Past year online gamblers. (→ points to statistically higher result)

Usual Payment Methods for Online Gambling

A slim majority (54%) of online gamblers say a credit card is their usual payment method for online gambling. Other top methods include debit card (27%), direct bank transfer (16%), electronic funds account (10%) and pre-paid credit card (9%).

Active Game Players are more likely than Ticket Only Players to mention debit card (29% vs. 20%), electronic funds account (12% vs. 6%) and pre-paid credit card (12% vs. 1%).

Usual Payment Methods for Online Gambling	PY Online Gamblers	Past Year Online Type		
		Ticket Only		Active Game
Sample Size	842	226		616
Credit card	54%	54%		54%
Debit card	27%	20%	→	29%
Direct bank transfer	16%	18%		16%
Electronic funds account (e.g. PayPal)	10%	6%	→	12%
Pre-paid credit card	9%	1%	→	12%
Casino cage deposit	3%	1%		3%
Wire transfer	2%	<1%		2%
Web cash	1%	1%		1%
Cash	<1%	0%		<1%
Other	<1%	0%		<1%
Don't know/Refused	2%	4%		2%

Q23. *What are your usual payment methods for online gambling?*
Base: Past year online gamblers. (→ points to statistically higher result)

Impact of Shift Away from Cash Payments on Amount of Gambling

Most (63%) online gamblers say the switch away from using cash to gamble has had no impact on how much they gamble. Two-in-ten (21%) say it has increased the amount they gamble and 13% say it has decreased the amount they gamble.

Active Game Players are more likely than Ticket Only Players to say that the shift away from cash has had an impact on how much they gamble, both in terms of increasing their gambling (25% vs. 9%) and decreasing their gambling (15% vs. 7%).

Impact of Shift Away from Cash Payments on Amount of Gambling	PY Online Gamblers	Past Year Online Type		
		Ticket Only		Active Game
Sample Size	842	226		616
Increased the amount you gamble	21%	9%	→	25%
Decreased the amount you gamble	13%	7%	→	15%
Had no impact on how much you gamble	63%	81%	←	56%
Don't know/Refused	3%	3%		4%

Q24. *When gambling online, has the switch away from using cash to gamble, to using a credit card or other electronic means of payment when gambling online?*
Base: Past year online gamblers. (→ points to statistically higher result)

Number of Online Gambling Accounts

More than eight-in-ten (83%) online gamblers say they have at least one online account with an online gambling website and three-in-ten (29%) say they have multiple accounts.

Active Game Players are more likely than Ticket Only Players to have at least 1 account (86% vs. 74%) and are much more likely to have multiple accounts (38% vs. 3%).

Number of Online Gambling Accounts	PY Online Gamblers	Past Year Online Type		
		Ticket Only		Active Game
Sample Size	842	226		616
0	15%	25%	←	12%
1	54%	71%	←	48%
2	19%	3%	→	24%
3-4	8%	0%	→	11%
5-6	<1%	0%		1%
More than 6	2%	0%	→	3%
Don't know/Refused	2%	1%		2%
1+	83%	74%	→	86%
2+	29%	3%	→	38%

Q25. *How many separate online accounts do you have with different online gambling websites?*
Base: Past year online gamblers. (→ points to statistically higher result)

Prefer BC Regulated Site or Off-Shore Site

By a margin of 67% to 6%, online gamblers say they would prefer to gamble on a British Columbia regulated site than on an off-shore site. The remainder have no preference or are undecided.

Both Ticket Only Players and Active Game Players prefer a BC regulated site, but the preference is stronger among Ticket Only Players (78% vs. 64% of Active Game Players).

Prefer BC Regulated Site or Off-Shore Site	PY Online Gamblers	Past Year Online Type		
		Ticket Only		Active Game
Sample Size	842	226		616
A British Columbia regulated site	67%	78%	←	64%
Off-shore sites	6%	1%	→	8%
No preference either way	21%	13%	→	24%
Don't know/Refused	5%	9%	←	4%

Q26. *If available, would you prefer to gamble online on ...?*
Base: Past year online gamblers. (→ points to statistically higher result)

Impact of PlayNow.com Introduction on Decision to Gamble Online

Slightly more than four-in-ten (43%) online gamblers say they started gambling online because BCLC launched the PlayNow website.

Ticket Only Players are more likely than Active Game Players to say they started gambling online because BCLC launched the PlayNow website (49% vs. 41%).

Impact of PlayNow.com Introduction on Decision to Gamble Online	PY Online Gamblers	Past Year Online Type		
		Ticket Only		Active Game
Sample Size	842	226		616
Yes, I started gambling online because BCLC launched the PlayNow website	43%	49%	←	41%
No, I was already gambling online	22%	10%	→	25%
Neither. I would have found a way to gamble online whether or not BCLC launched a website	22%	16%	→	24%
Don't know/Refused	14%	25%	←	10%

Q27. *Did the introduction of BCLC's PlayNow.com online gambling website (in 2010) impact your decision to gamble online?*
Base: Past year online gamblers. (→ points to statistically higher result)

Registered on PlayNow.com

Two-thirds (66%) of online gamblers say they are registered to play on PlayNow.com. This compares to one-quarter (26%) of all gamblers and 22% of the total population.

Ticket Only Players are more likely than Active Game Players to say they are registered on PlayNow.com (73% vs. 63%).

Registered on PlayNow.com	Total Population	Past Year Gamblers			Past Year Online Type		
		All		Online	Ticket Only		Active Game
Sample Size	4,079	3,482		842	226		616
Yes	22%	26%	→	66%	73%	←	63%
No	75%	71%	←	33%	26%	→	36%
Don't know/Refused	3%	3%	←	1%	2%		1%

Q14. *Are you registered on PlayNow.com, BCLC's legal internet gambling website?*
Base: All respondents. (→ points to statistically higher result)

PlayNow.com Usage (Among PY Online Gamblers Registered on PlayNow.com)

Three-quarters (75%) of online gamblers who are registered on PlayNow.com say that all or most of their online gambling is done on PlayNow.com. Only one-in-ten (10%) online gamblers say that all/most of their online gambling is done on other online sites.

Among those registered on PlayNow.com, Ticket Only Players are more likely than Active Game Players say that all or most of their online gambling is done on PlayNow.com (81% vs. 73%).

PlayNow.com Usage (Among PY Online Gamblers Registered on PlayNow.com)	**PY Online Gamblers**	**Past Year Online Type**		
		Ticket Only		**Active Game**
Sample Size	557	161		396
All of it was done on PlayNow.com	54%	67%	←	49%
Most of it was done on PlayNow.com	21%	14%	→	24%
About half of it was done on PlayNow.com	12%	9%		13%
Most of it was done on other online sites	6%	1%	→	7%
All of it was done on other online sites	4%	2%		5%
Don't know/Refused	3%	6%	←	2%
All/Most on PlayNow.com	75%	81%	←	73%
Most/All on other online sites	10%	3%	→	12%

Q15. *In the past 12 months, what portion of your online gambling was done on BCLC's PlayNow.com website?*
Base: PY online gamblers registered on PlayNow.com. (→ points to statistically higher result)

PROBLEM GAMBLING SEVERITY INDEX (PGSI)

Problem gambling risk is calculated based on the Problem Gambling Severity Index (PGSI): a 9-item assessment tool designed to identify problem gambling risk. PGSI scoring is based on a 4-point scale, where 'never' scores 0, 'sometimes' scores 1, 'most of the time' scores 2, and 'almost always' scores 3. Based on the summed value of these scores, problem gambling risk assessment categories for this report are assigned as follows:

- 0 = Non-problem gambling
- 1-2 = Low level of problems with few or no identified negative consequences (low risk)
- 3-7 = Moderate level of problems leading to some negative consequences (moderate risk)
- 8+ = Problem gambling with negative consequences and a possible loss of control (high risk)

Problem Gambling Severity Index (PGSI): Key Findings

1. In the overall sample of respondents, which included both non-gamblers and past year gamblers, only 7% of the overall population classify as high risk problem gamblers on the Problem Gambling Severity Index (PGSI). This increases slightly to 9% high risk among all past year gamblers (online and land-based games). Among online gamblers only, one-quarter (24%) classify as high risk.
2. Among online gamblers, Active Game Players are much more likely than Ticket Only Players to classify as high risk (31% vs. 2%). Half (51%) of Active Game Players classify as either high risk or moderate risk, compared to fewer than one-in-ten (8%) Ticket Only Players.

Problem Gambling Severity Index (PGSI): Detailed Results

Endorsement of PGSI Components

The table below shows the percentage of gamblers who say they do each of the 9 PGSI component items at least sometimes. Online gamblers are much more likely than gamblers in general to report experiencing each of the 9 PGSI items at least sometimes over the past 12 months.

Ticket Only Players are much less likely that Active Game Players to endorse each of the 9 PGSI component items. In fact, Ticket Only Players are less likely than gamblers in general (online and not online) to endorse each of the 9 PGSI component items.

Endorsement of PGSI Components (Sometimes, Most of the Time or Almost Always)	Past Year Gamblers			Past Year Online Type		
	All		Online	Ticket Only		Active Game
Sample Size	3,482		842	226		616
Have you bet more than you could really afford to lose	20%	→	39%	10%	→	49%
Have you gone back another day to try to win back the money you lost	20%	→	43%	9%	→	54%
Have you felt guilty about the way you gamble or what happens when you gamble	17%	→	36%	7%	→	46%
Have you needed to gamble with larger amounts of money to get the same feeling of excitement	15%	→	33%	7%	→	42%
Have you felt that you might have a problem with gambling	13%	→	32%	4%	→	41%
Has your gambling caused you any health problems, including stress or anxiety	11%	→	27%	4%	→	34%
Has your gambling caused financial problems for you or your household	11%	→	26%	3%	→	34%
Have people criticized your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true	10%	→	25%	3%	→	32%
Have you borrowed money or sold anything to get money to gamble	9%	→	23%	5%	→	30%

Q33. *Thinking about when you participated in gambling activities over the last 12 months, how often …?*
Base: Past year gamblers. (→ points to statistically higher result)

PGSI Classifications

One-quarter (24%) of online gamblers classify as high risk on the PGSI (vs. 9% among all gamblers). An additional 16% classify as moderate risk, while 16% are low risk and 43% are non-problem.

Overall, four-in-ten (40%) online gamblers classify as either moderate risk or high risk on the PGSI, which is about double the incidence among gamblers in general (18%).

The incidence of moderate/high risk rises to half (51%) of Active Game Players compared to fewer than one-in-ten (8%) Ticket Only Players. Ticket Only Players have lower levels of moderate/high risk than both gamblers in general (18%) and the overall population (15%).

PGSI – Problem Gambling Severity Index	Total Population	Past Year Gamblers			Past Year Online Type		
		All		Online	Ticket Only		Active Game
Sample Size	4,079	3,482		842	226		616
Non gambler	15%	0%		0%	0%		0%
Non problem gambler	57%	68%	←	43%	82%	←	31%
Low risk problem gambler	12%	15%		16%	11%	→	18%
Moderate risk problem gambler	8%	9%	→	16%	6%	→	20%
High risk problem gambler	7%	9%	→	24%	2%	→	31%
Moderate/High risk problem gambler	15%	18%	→	40%	8%	→	51%

(→ points to statistically higher result)

PROFILE OF HIGH-RISK ONLINE GAMBLERS

This section of the report looks at some key questions broken out by the PGSI classification of online gamblers, with a particular focus on the profile of high risk online gamblers.

Profile of High Risk Online Gamblers: Key Findings

1. High risk online gamblers participate in many gambling activities, both online and non-online. They are much more likely than online gamblers in general to participate in every online activity.
2. High risk online gamblers stand out from online gamblers in general for being male (73% vs. 62%), under 35 years of age (60% vs. 32%), full-time employed (65% vs. 53%), single (48% vs. 32%) and having children at home (42% vs. 29%).
3. High risk online gamblers are less likely than online gamblers in general to be aware of most responsible gambling programs/initiatives, including awareness of the toll-free problem gambling help line (64% vs. 72%) and the provincial government's free problem gambling counselling services (56% vs. 64%).

Profile of High Risk Online Gamblers: Detailed Results

Past Year Gambling Activities by PGSI of Online Gamblers

The table below shows all (online or not) past year gambling activities broken out by PGSI of online gamblers. With the exception of lottery games, participation in all activities tends to increase as PGSI risk increases. High risk online gamblers participate in multiple activities and more than 60% participate in every activity tested.

Past Year Gambling Activities by PGSI of Online Gamblers	PY Online Gamblers	Non Problem	Low Risk	Moderate Risk	High Risk
Sample Size	842	384	144	138	176
Lottery games such as Lotto 6/49, BC 49, LOTTO MAX and others	92%	95% ↑	83% ↓	93%	92%
Scratch & Win games	80%	68% ↓	84%	85%	94% ↑
Charity raffles such as a hospital lottery	59%	52% ↓	52%	57%	77% ↑
Slot machine games	59%	39% ↓	62%	70% ↑	88% ↑
Casino table games (other than poker) such as blackjack, roulette, craps, etc.	45%	23% ↓	37% ↓	54% ↑	84% ↑
Keno	41%	21% ↓	35%	52% ↑	73% ↑
Other casino-type games	40%	18% ↓	37%	46%	78% ↑
Other games of skill such as cards, dice or dominoes	36%	17% ↓	26% ↓	45% ↑	73% ↑
Pull tabs	35%	18% ↓	37%	39%	64% ↑
Poker games or tournaments	35%	14% ↓	27%	37%	75% ↑
The outcome of sporting events (other than horse racing)	34%	17% ↓	31%	39%	63% ↑
Bingo	32%	13% ↓	25% ↓	33%	72% ↑
The outcome of non-sports events	25%	6% ↓	16% ↓	27%	63% ↑
Horse racing	24%	8% ↓	16% ↓	24%	61% ↑
Any other type of gambling	38%	18% ↓	29% ↓	40%	77% ↑

Q10. *In the past 12 months, how OFTEN have you bet or spent money on each of the following gambling activities?*
Base: PY online gamblers. (↓↑ indicates result statistically lower/higher than among all online gamblers)

Past Year Online Gambling Activities by PGSI of Online Gamblers

The table below shows past year online gambling activities broken out by PGSI of online gamblers. Again, with the exception of lottery games, participation in all activities tends to increase as PGSI risk increases. High risk online gamblers have the highest level of participation in all online activities, with majority (>50%) participation across every activity.

Past Year Online Gambling Activities by PGSI of Online Gamblers	PY Online Gamblers	Non Problem	Low Risk	Moderate Risk	High Risk
Sample Size	842	384	144	138	176
Lottery games such as Lotto 6/49, BC 49, LOTTO MAX and others	75%	76%	63% ↓	72%	83% ↑
Slot machine games	43%	18% ↓	45%	55% ↑	78% ↑
Charity raffles such as a hospital lottery	43%	34% ↓	32% ↓	36%	69% ↑
Scratch & Win games	39%	17% ↓	35%	46%	79% ↑
Casino table games (other than poker) such as blackjack, roulette, craps, etc.	31%	10% ↓	21% ↓	38%	73% ↑
Keno	29%	11% ↓	20% ↓	37% ↑	65% ↑
Poker games or tournaments	27%	9% ↓	16% ↓	26%	66% ↑
Other casino-type games	27%	6% ↓	18% ↓	28%	69% ↑
The outcome of sporting events (other than horse racing)	26%	12% ↓	21%	25%	57% ↑
Bingo	25%	6% ↓	19%	24%	65% ↑
Other games of skill such as cards, dice or dominoes	23%	5% ↓	10% ↓	23%	63% ↑
The outcome of non-sports events	20%	4% ↓	9% ↓	20%	56% ↑
Pull tabs	18%	4% ↓	9% ↓	14%	52% ↑
Horse racing	16%	3% ↓	4% ↓	14%	51% ↑
Any other type of ONLINE gambling	36%	16% ↓	25% ↓	40%	76% ↑

Q11. *In the past 12 months, how OFTEN have you bet or spent money on each of the following gambling activities ONLINE?*
Base: PY online gamblers. (↓↑ indicates result statistically lower/higher than among all online gamblers)

Region, Gender and Age of Online Gamblers

Nearly three-quarters (73%) of high risk online gamblers are male (vs. 62% of all online gamblers). High risk online gamblers are also young (60% are 19-34 years vs. 32% of all online gamblers).

Demographics by PGSI of Online Gamblers	PY Online Gamblers	Non Problem	Low Risk	Moderate Risk	High Risk
Sample Size	842	384	144	138	176
Regional Health Authority					
Fraser	39%	38%	39%	43%	38%
Vancouver Coastal	26%	26%	23%	25%	29%
Vancouver Island	17%	17%	16%	16%	21%
Interior	12%	13%	13%	13%	7% ↓
Northern	6%	6%	8%	4%	6%
Gender					
Male	62%	57% ↓	54% ↓	66%	73% ↑
Female	38%	43% ↑	46% ↑	34%	27% ↓
Other	0%	0%	0%	0%	0%
Age					
19 - 24	10%	3% ↓	8%	9%	26% ↑
25 - 34	22%	14% ↓	25%	24%	34% ↑
35 - 44	19%	12% ↓	22%	24%	24%
45 - 54	19%	23% ↑	20%	22%	9% ↓
55 - 64	15%	21% ↑	17%	13%	5% ↓
65+	14%	27% ↑	7% ↓	8% ↓	1% ↓

(↓↑ indicates result statistically lower/higher than among all online gamblers)

Education, Income and Employment of Online Gamblers

High risk online gamblers are more likely to be full-time employed (65% versus 53% among all online gamblers). They look similar to other online gamblers in terms of education and household income.

Demographics by PGSI of Online Gamblers	PY Online Gamblers	Non Problem	Low Risk	Moderate Risk	High Risk
Sample Size	842	384	144	138	176
Education					
High School or less	18%	15%	16%	25% ↑	20%
Some college/university	40%	41%	41%	38%	38%
University graduate	42%	43%	42%	37%	42%
Household Income					
<$40k	20%	16% ↓	21%	24%	25%
$40-<$70K	26%	22% ↓	32%	28%	29%
$70-<$100K	23%	24%	20%	23%	24%
$100K+	25%	29% ↑	21%	22%	20%
Prefer not to answer	5%	8% ↑	6%	4%	1% ↓
Employment					
Employed full-time	53%	46% ↓	54%	57%	65% ↑
Employed part-time	11%	10%	13%	12%	11%
Self employed	6%	7%	5%	8%	4%
Not employed	7%	6%	11%	7%	8%
Retired	15%	26% ↑	10%	9% ↓	3% ↓
Other	8%	5% ↑	7%	7%	9%

(↓↑ indicates result statistically lower/higher than among all online gamblers)

Marital Status and Children of Online Gamblers

High risk online gamblers are more likely to be single (48% versus 32% of all online gamblers) and to have a child under 18 years in the household (42% vs. 29% of all online gamblers). While these two statistics may seem contradictory, nearly half (47%) of high risk online gamblers are married/living with a partner, most (67%) are between the ages of 25 and 54 years and very few (3%) are retired.

Demographics by PGSI of Online Gamblers	PY Online Gamblers	Non Problem	Low Risk	Moderate Risk	High Risk
Sample Size	842	384	144	138	176
Marital Status					
Married	44%	52% ↑	37%	38%	39%
Living with partner	12%	11%	17%	17%	8%
Single, never married	32%	21% ↓	35%	31%	48% ↑
Divorced or separated	9%	11%	8%	12%	5% ↓
Widowed	3%	5%	2%	2%	1%
Kids in Household					
Yes	29%	20% ↓	31%	33%	42% ↑
No	71%	80% ↑	69%	67%	58% ↑

(↓↑ indicates result statistically lower/higher than among all online gamblers)

Awareness of Provincial Government Resources by PGSI of Online Gamblers

High risk online gamblers are less likely to be aware of the provincial toll-free problem gambling help line (64% vs. 72% among all online gamblers) or that the provincial government provides free problem gambling counselling services (56% vs. 64% among all online gamblers).

Awareness of Provincial Government Resources by PGSI of Online Gamblers	PY Online Gamblers	Non Problem	Low Risk	Moderate Risk	High Risk
Sample Size	842	384	144	138	176
That there is a toll-free problem gambling help line in British Columbia?	72%	73%	79%↑	76%	64%↓
That the BC provincial government provides problem gambling counselling services that are available free of charge?	64%	64%	73%↑	67%	56%↓

Q48. *Prior to today, were you aware of the following?*
Base: PY online gamblers. (↓↑ indicates result statistically lower/higher than among all online gamblers)

Awareness of Programs/Initiatives by PGSI of Online Gamblers

High risk online gamblers have lower awareness of most tested programs/initiatives promoting or encouraging responsible gambling in British Columbia. The two exceptions are their awareness of GameSense Info Centres and awareness of staff onsite at casinos in BC trained to provide responsible gambling information.

Awareness of Programs/Initiatives by PGSI of Online Gamblers	PY Online Gamblers	Non Problem	Low Risk	Moderate Risk	High Risk
Sample Size	842	384	144	138	176
Reminders to play responsibly on PlayNow.com, BCLC's internet gambling website or on bclc.com	52%	59% ↑	58%	58%	30% ↓
A voluntary self-exclusion program which offers players the option to exclude themselves from entering any BC gambling venue, or accessing BCLC's internet gambling site	48%	56% ↑	53%	47%	31% ↓
Reminders to play responsibly at retail locations that sell lottery tickets or games	46%	55% ↑	53%	47%	23% ↓
GameSense, a program that educates and reminds people about how to keep gambling safe and fun	45%	49% ↑	58% ↑	56% ↑	21% ↓
Advertising materials that remind people about responsible gambling	43%	48% ↑	54% ↑	44%	26% ↓
The toll-free Problem Gambling/BC GAM Info Line	34%	35%	45% ↑	38%	23% ↓
Availability of free counseling for those that need help	33%	33%	39%	39%	24% ↓
GameSense Info Centres, kiosks found at casinos in BC and Chances/community gaming centres that have information on how to keep gambling safe and fun	31%	27% ↓	36%	44% ↑	27%
Reminders to play responsibly located throughout casinos in BC and Chances/community gaming centres	30%	31%	41% ↑	38% ↑	16% ↓
Staff onsite at casinos in BC, who are trained to provide information on how to keep gambling safe and fun	24%	22%	27%	25%	24%
Brochures that provide information on odds and how games work	22%	24%	34% ↑	26%	8% ↓

Q49. *Which of the following programs or initiatives promoting or encouraging responsible gambling in BC are you aware?*
Base: PY online gamblers. (↓↑ indicates result statistically lower/higher than among all online gamblers)

RESPONSIBLE GAMBLING

Responsible Gambling: Key Findings

1. Online gamblers are very similar to gamblers in general in terms of their frequency of participation in responsible gambling activities. The biggest differences are that online gamblers are more likely to look up the odds of winning a specific game and to look up the payout percentage of a game.
2. Most online gamblers do not use tools for online gambling such as those that set limits on spending, time or when you can play. Nevertheless, about half of online gamblers believe these tools to manage their online gambling could be at least somewhat useful for them personally.
3. Two-in-ten (19%) online gamblers have at some time asked for an online account to be blocked so they can take a break from gambling. Fewer than one-in-ten (8%) have used an online tool that blocks access to online gambling websites.
4. There are substantial differences in the responsible gambling activities of Ticket Only Players and Active Game Players. Ticket Only Players are much more likely to gamble only with money they can afford to lose and to set a limit on how much money to spend. Active Game Players are much more likely to make smaller bets or play less expensive slot machines to play longer, and to take breaks from gambling while at the slots and casino site.
5. Very few Ticket Only Players make use of online tools that allow users to manage their gambling, have ever asked for an account to be blocked, or have ever used an online tool that blocks access to online gambling websites.

Responsible Gambling: Detailed Results

Responsible Gambling Activities

The table below shows the percentage of gamblers who take various responsible gambling actions either ‘always’ or ‘almost always’. While there are some statistically significant differences between online gamblers and gamblers in general, these differences tend to be small. The largest gaps are that online gamblers are more likely than gamblers in general to look up the odds of winning a specific game (10 points higher) and to look up the payout percentage of a game (8 points higher).

There are substantial differences in the responsible gambling activities of Ticket Only Players and Active Game Players. Ticket Only Players are more likely than Active Game Players to ‘always’ or ‘almost always’ take the more common responsible gambling actions, with Ticket Only Players standing out most for only gambling with money can afford to lose (21 points higher) and setting a limit on how much money to spend (20 points higher).

Active Game Players are more likely than Ticket Only Players to take the less common responsible gambling actions, especially making smaller bets or play less expensive slot machines to play longer (23 points higher) and taking breaks from gambling while at the slots and casino site (23 points higher).

Responsible Gambling Activities (Take Action Always or Almost Always)	Past Year Gamblers			Past Year Online Type		
	All		Online	Ticket Only		Active Game
Sample Size	3,482		842	226		616
I only gambled with money I could afford to lose	76%		74%	90%	←	69%
I set a limit on how much money I am going to spend	73%		70%	85%	←	65%
I considered the amount of money I was willing to lose before I gambled	71%		69%	80%	←	65%
I only spent time gambling that I could afford to spend	70%		68%	82%	←	64%
I only treat gambling as a social/entertainment experience	61%	←	55%	63%	←	52%
I limit the frequency of participating in gambling	60%	←	55%	69%	←	50%
I treat gambling expenditures as being similar to any other entertainment experience	59%		61%	69%	←	58%
Make smaller bets or play less expensive slot machines to play longer	30%	→	35%	18%	→	41%
Take breaks from gambling, like going to eat at the venue restaurant or get coffee, while at the slots and casino site	27%	→	33%	16%	→	39%
I set any gambling winnings aside	22%		23%	14%	→	26%
Look up the odds of winning of a specific game	15%	→	25%	17%	→	28%
Look up the payout percentage of a game	15%	→	23%	13%	→	26%
Bought less expensive lottery tickets to play more	14%	→	20%	11%	→	23%

Q40. *Thinking about when you participated in gambling activities over the last 12 months, how often did you take each of the following actions? If an action does not apply to you at all, choose 'Not applicable to me'.*
Base: Past year gamblers. (→ points to statistically higher result)

Responsible Gambling Activities: Online Tools

Most online gamblers say they do NOT 'always' or 'almost always' use online tools that allow users to set limits on the amount of time or money they spend gambling. The most used tool is one that sets limits on how much money you can spend, but that is only used always/almost always by two-in-ten (22%) online gamblers.

Ticket Only Players are especially unlikely to use tools such as those that provide information about responsible/problem gambling, set limits on time played, set limits on when can play, and remind players to take breaks.

Responsible Gambling Activities: Online Tools (Take Action Always or Almost Always)	PY Online Gamblers	Past Year Online Type		
		Ticket Only		Active Game
Sample Size	842	226		616
Tools that set limits on how much money you can spend (e.g. loss limits, deposits limits)	22%	20%		23%
Tools that provide information to learn about responsible/problem gambling	14%	3%	→	18%
Tools that set limits on how much time you can spend playing	12%	4%	→	15%
Tools that set limits on when you can play (e.g. days of week, times of day)	11%	3%	→	14%
Tools that remind/require you to take breaks in playing	11%	1%	→	14%

Q41. *There are a number of tools available on ONLINE gambling sites that allow users to set limits on the amount of time or money they spend gambling. Thinking about when you participated in ONLINE gambling activities over the last 12 months, how often did you use each of the following tools? If a tool does not apply to at all, choose 'Not applicable to me'.*
Base: Past year online gamblers. (→ points to statistically higher result)

Personal Usefulness of Online Tools

Nearly half (46%) of online gamblers say they think the online tools that allow them to manage their online gambling are at least somewhat useful.

Active Game Players are more likely than Ticket Only Players to rate the tools as either 'very useful' or 'somewhat useful' (51% vs. 31%).

Personal Usefulness of Online Tools	PY Online Gamblers	Past Year Online Type: Ticket Only		Past Year Online Type: Active Game
Sample Size	842	226		616
Very useful	15%	8%	→	17%
Somewhat useful	31%	23%	→	33%
Not very useful	17%	12%	→	19%
Not at all useful	26%	37%	←	23%
Don't know/Refused	10%	19%	←	7%
Very/Somewhat useful	46%	31%	→	51%
Not very/Not at all useful	44%	50%	←	42%

Q42. *For you personally, how useful are the tools mentioned in the previous question that allow you to manage your online gambling?*
Base: Past year online gamblers. (→ points to statistically higher result)

Approach to Setting Online Gambling Limits

Online gamblers have varied approaches to setting limits for things like time and money for online gambling. More than four-in-ten (43%) set the limit either close to or lower than the amount they plan to spend. One-quarter (23%) set it to either a lot more a little more than they plan to spend, while 14% set the limit to the maximum allowed.

Ticket Only Players are much more likely than Active Game Players to give a 'don't know' response to this question (37% vs. 15%).

Approach to Setting Online Gambling Limits	PY Online Gamblers	Past Year Online Type: Ticket Only		Past Year Online Type: Active Game
Sample Size	842	226		616
I set to the MAXIMUM allowed	14%	13%		15%
I set a limit that is a LOT MORE than I plan to spend	8%	2%	→	10%
I set a limit that is a LITTLE MORE than I plan to spend	15%	3%	→	19%
I set a limit that is CLOSE TO the amount I plan to spend	31%	35%		30%
I set a limit that is LOWER THAN the amount I plan to spend	12%	10%		12%
Don't know/Refused/Not applicable	20%	37%	←	15%

Q43. *What is your usual approach when you do set limits for things like time and money for ONLINE gambling?*
Base: Past year online gamblers. (→ points to statistically higher result)

Ever Asked for Online Gambling to be Blocked

Two-in-ten (19%) online gamblers say that at some point they have asked for their online account to be blocked so they can take a break from online gambling.

One-quarter (24%) of Active Game Players have asked for their account to be blocked, compared to just 2% of Ticket Only Players.

Ever Asked for Online Gambling to be Blocked	PY Online Gamblers	Past Year Online Type Ticket Only		Past Year Online Type Active Game
Sample Size	842	226		616
Yes, for a few weeks or more	5%	1%	→	6%
Yes, for 1-2 weeks	9%	0%	→	11%
Yes, for a few days or less	6%	<1%	→	7%
No	79%	95%	←	74%
Don't know/Refused	2%	3%		2%
Total Yes	19%	2%	→	24%

Q44. *Have you ever asked for your ONLINE account to be blocked so that you can take a break from online gambling?*
Base: Past year online gamblers. (→ points to statistically higher result)

Use/Consideration of Tools to Block Online Gambling Access

Fewer than one-in-ten (8%) online gamblers have used one of several online tools that block access to online gambling. A further three-in-ten (30%) say they would consider using this type of service.

Active Game Players are much more likely than Ticket Only Players to have used one of these blocking tools (10% vs. 3%) and to be open to considering these tools (34% vs. 19%).

Use/Consideration of Tools to Block Online Gambling Access	PY Online Gamblers	Past Year Online Type Ticket Only		Past Year Online Type Active Game
Sample Size	842	226		616
I have used this type of service	8%	3%	→	10%
I would consider using this type of service	30%	19%	→	34%
I would not consider using this type of service	45%	58%	←	41%
Don't know/Refused	16%	21%	←	15%

Q50. *There are several online tools that block access to online gambling. These tools are used to prevent underage gambling, gambling in schools as well as the workplace and to assist those who are unable to control their gambling. Would you personally consider using this type of service?*
Base: Past year online gamblers. (→ points to statistically higher result)

POSITIVE PLAY SCALE

The Positive Play Scale (PPS) is a psychometric tool designed to measure the overall level of responsible gambling beliefs and behaviour evident in player populations. This survey asked past month players questions to allow the calculation of two PPS sub-indices, Pre-Commitment and Gambling Literacy.

Positive Play Scale: Key Findings

1. Online gamblers are less likely than gamblers in general to get a positive score for both Pre-Commitment (38% High vs. 50% High) and Gambling Literacy (39% High vs. 54% High).
2. Active Game Players are much less likely than Ticket Only Players to get a positive score for both Pre-Commitment and Gambling Literacy.

Positive Play Scale: Detailed Results

Pre-Commitment Index (Among Gambled in Past 30 Days)

The Pre-Commitment Index assesses the extent to which a player considers how much money and time they should spend gambling. It is calculated from four statements answered on a 1-7 scale where 1='Never' and 7='Always'. A High classification is the most positive (all ratings 6 or 7) and a Low classification is the most negative (at least one rating of 3 or lower).

Online gamblers score lower than gamblers in general for Pre-Commitment. They are 12 points less likely to classify as High (38% vs. 50%) and 7 points more likely to classify as Low (34% vs. 37%).

Ticket Only Players are much more likely than Active Players to classify as High for Pre-Commitment (54% vs. 33%).

Positive Play: Pre Commitment Index (Among Gambled in Past 30 Days)	Past Year Gamblers			Past Year Online Type		
	All		Online	Ticket Only		Active Game
Sample Size	1,824		588	148		440
High (6-7)	50%	←	38%	54%	←	33%
Medium (4-5)	23%	→	28%	13%	→	33%
Low (1-3)	27%	→	34%	33%		35%

Q46. *Thinking about your gambling over the last month (30 days), please answer the following questions. In the last month (30 days) …?*

- I only gambled with MONEY that I could afford to lose.
- I only spent TIME gambling that I could afford to spend.
- I considered the amount of MONEY I was willing to lose BEFORE I gambled.
- I considered the amount of TIME I was willing to spend BEFORE I gambled.

Scale: 1 = Never to 7 = Always

Base: Past year gamblers who have gambled in past 30 days. . (→ points to statistically higher result)

Gambling Literacy Index (Among Gambled in Past 30 Days)

The Gambling Literacy Index assesses the extent to which a player has an accurate understanding about the nature of gambling. It is calculated from three statements answered on a 1-7 scale where 1='Strongly Disagree' and 7='Strongly Agree'. A High classification is the most positive (all ratings 6 or 7) and a Low classification is the most negative (at least one rating of 3 or lower). Two items have their scales reversed before calculating this index.

Online gamblers score lower than gamblers in general for Gambling Literacy. Online gamblers are 15 points less likely to classify as High (39% vs. 54%) and 12 points more likely to classify as Low (33% vs. 21%).

Ticket Only Players are much more likely than Active Players to classify as High for Gambling Literacy (59% vs. 33%) and much less likely to classify as Low (15% vs. 38%).

Positive Play: Gambling Literacy Rating **(Among Gambled in Past 30 Days)**	**Past Year Gamblers**			**Past Year Online Type**		
	All		**Online**	**Ticket Only**		**Active Game**
Sample Size	1,824		588	148		440
High (6-7)	54%	←	39%	59%	←	33%
Medium (4-5)	25%		28%	27%		29%
Low (1-3)	21%	→	33%	15%	→	38%

Q47. *How much do you agree with the following statements? I believe that …?*
- Gambling is not a good way to make money.
- My chances of winning get better after I have lost. (SCALE REVERSED FOR INDEX)
- If I gamble more often, it will help me to win more than I lose. (SCALE REVERSED FOR INDEX)

Scale: 1 = Strongly Disagree to 7 = Strongly Agree
Base: Past year gamblers who have gambled in past 30 days.. (→ points to statistically higher result)

HARMS

Harms: Key Findings

1. One-third (34%) of online gamblers have had a problem with at least one of their gambling activities in the past 12 months, which is twice the rate of gamblers in general (17%).
2. Three-in-ten (29%) online gamblers have had their sleep disrupted in the past 12 months because of their online gambling.
3. One-quarter (25%) of online gamblers have gambled online during work/school hours. One-in-ten (10%) have missed work/school days in the past 12 months because of their gambling, compared to 3% of all gamblers.
4. Two-in-ten (20%) online gamblers have attempted to cut down, control or stop gambling in the past 12 months, which is twice the rate of gamblers in general (10%).
5. One-in-ten (11%) online gamblers have had a significant relationship problem in the past 12 months because of their gambling, compared to 6% among all gamblers.
6. Active Game Players are much more likely than Ticket Only Players to have experienced relationship harms, disrupted sleep, to have gambled online during work/school hours and to have missed work/school days. They are also much more likely to have attempted to cut down/control their gambling and to have had a problem with one of their gambling activities.

Harms: Detailed Results

Relationship Harms from Gambling

Although the incidences are low, online gamblers are more likely than gamblers in general to report relationship problems related to their gambling. One-in-ten (11%) online gamblers say their involvement in gambling has led to significant problems in their relationship with their spouse/partner or important friends or family. Six percent report each of incidences of domestic violence, a separation/divorce and repeated neglect of children/family.

Active Game Players are much more likely than Ticket Only Players to report all negative relationship impacts over the past 12 months. The biggest gap is on the attribute of significant problems in their relationship with their spouse/partner or important friends or family (Active Game Players 11 points higher).

Relationship Harms from Gambling (Yes in Past 12 Months)	Past Year Gamblers			Past Year Online Type		
	All		Online	Ticket Only		Active Game
Sample Size	3,482		842	226		616
Significant problems in your relationship with you spouse/partner or important friends or family	6%	→	11%	3%	→	14%
Caused an instance of domestic violence in your household	3%	→	6%	2%	→	7%
Resulted in separation or divorce	2%	→	6%	1%	→	7%
Caused you to repeatedly neglect your children or family	2%	→	6%	1%	→	7%

Q34. *Has your involvement in gambling led to any of the following in the past 12 months?*
Base: Past year gamblers. (→ points to statistically higher result)

Disrupted Sleep from Online Gambling

Three-in-ten (29%) online gamblers say their online gambling has disrupted their sleeping patterns at least sometimes.

Four-in-ten (37%) Active Game Players say their online gambling has disrupted their sleeping patterns at least sometimes, which compares to a rate of just 2% among Ticket Only Players.

Disrupted Sleep from Online Gambling	PY Online Gamblers	Past Year Online Type		
		Ticket Only		Active Game
Sample Size	842	226		616
Almost always	4%	1%	→	5%
Most of the time	7%	<1%	→	9%
Sometimes	17%	1%	→	23%
Never	70%	97%	←	61%
Don't know/Refused	1%	1%		2%
Sometimes or more often	29%	2%	→	37%

Q31. *How often, if ever, has online gambling disrupted your sleeping patterns?*
Base: Past year online gamblers. (→ points to statistically higher result)

Online Gambling During Work/School

One-quarter (25%) of online gamblers say they have gambled online from work or during working hours.

Active Game Players are much more likely than Ticket Only Players to have gambled online from work or during work hours (32% vs. 3%).

Online Gambling During Work/School	PY Online Gamblers	Past Year Online Type		
		Ticket Only		Active Game
Sample Size	842	226		616
3 to 5 days a week	4%	1%	→	5%
1 or 2 days a week	11%	0%	→	15%
Less than once a week	10%	3%	→	12%
Never	66%	84%	←	60%
Not employed	8%	11%		7%
Don't know/Refused	1%	1%		1%
At least once	25%	3%	→	32%

Q32. *How often, if ever, have you gambled online from work or during working hours?*
Base: Past year online gamblers. (→ points to statistically higher result)

Work/School Days Missed Due to Gambling

One-in-ten (10%) online gamblers say they have missed at least one work/school day in the past 12 months due to their gambling. This is higher than the 3% rate among gamblers in general.

Active Game Players are much more likely than Ticket Only Players to have missed work/school due to gambling (14% vs. 1%).

Work/School Days Missed Due to Gambling	Past Year Gamblers			Past Year Online Type		
	All		Online	Ticket Only		Active Game
Sample Size	3,482		842	226		616
More than 10	1%	→	3%	0%	→	4%
6-10	<1%		1%	0%		1%
1-5	2%	→	6%	1%	→	8%
No days	95%	←	87%	98%	←	83%
Don't Know/Refused	2%		3%	1%		3%
1+ Days	3%	→	10%	1%	→	14%

Q35. *In the past 12 months, about how many work or school days have you lost due to gambling?*
Base: Past year gamblers. (→ points to statistically higher result)

Lost Job or Quit School Due to Gambling

Five percent of online gamblers say they have lost their job or had to quit school due to gambling in the past 12 months. This is higher than the 1% rate among gamblers in general.

Active Game Players are much more likely than Ticket Only Players to have lost their job or had to quit school due to gambling (6% vs. 0%).

Lost Job or Quit School Due to Gambling	Past Year Gamblers			Past Year Online Type		
	All		Online	Ticket Only		Active Game
Sample Size	3,482		842	226		616
Yes	1%	→	5%	0%	→	6%
No	98%	←	94%	100%	←	92%
Don't know/Refused	1%		1%	0%		1%

Q36. *In the past 12 months, have you lost your job or had to quit school due to gambling?*
Base: Past year gamblers. (→ points to statistically higher result)

Attempted to Cut Down, Control or Stop Gambling

Two-in-ten (20%) online gamblers say they have attempted to cut down, control or stop gambling in the past 12 months. This is twice the rate reported among gamblers in general (10%).

Active Game Players are much more likely than Ticket Only Players to have attempted to cut down, control or stop gambling in the past 12 months (25% vs. 5%).

Attempted to Cut Down, Control or Stop Gambling	Past Year Gamblers			Past Year Online Type		
	All		Online	Ticket Only		Active Game
Sample Size	3,482		842	226		616
Yes	10%	→	20%	5%	→	25%
No	87%	←	78%	93%	←	73%
Don't know/Refused	3%		2%	2%		2%

Q37. *In the past 12 months, have you made attempts to either cut down, control or stop gambling?*
Base: Past year gamblers. (→ points to statistically higher result)

Problem Gambling Activities

One-third (34%) of online gamblers say that at least one type of gambling has been a problem for them in the past 12 months, which is twice the rate among gamblers in general (17%). Among all online gamblers, the most mentioned activities causing problems include lottery games (13%), scratch & win games (10%) and slot machine games (9%).

The findings of this question may differ from other survey results, because in this question respondents are asked to self-associate any problems with a specific form of gambling. Other analysis in this report is based on associating problems and behaviours using the data across multiple questions.

Active Game Players are much more likely than Ticket Only Players to say that at least one type of gambling has been a problem for them in the past 12 months (43% vs. 7%).

Problem Gambling Activities	Past Year Gamblers			Past Year Online Type		
	All		Online	Ticket Only		Active Game
Sample Size	3,482		842	226		616
Lottery games such as Lotto 6/49, BC 49, LOTTO MAX and others	7%	→	13%	5%	→	15%
Scratch & Win games	6%	→	10%	2%	→	13%
Slot machine games	5%	→	9%	1%	→	12%
Casino table games (other than poker) such as blackjack, roulette, craps, etc.	3%	→	7%	1%	→	9%
Keno	3%	→	7%	<1%	→	9%
Charity raffles such as a hospital lottery	2%	→	5%	2%	→	6%
Poker games or tournaments	2%	→	6%	0%	→	8%
Bingo	2%		4%	<1%	→	6%
Pull tabs	1%		2%	0%	→	3%
The outcome of sporting events (other than horse racing)	1%		2%	0%	→	3%
Other casino-type games	1%	→	3%	0%	→	4%
Horse racing	1%		2%	0%	→	3%
Other games of skill such as cards, dice or dominoes	1%		2%	1%		2%
The outcome of non-sports events	1%		2%	0%	→	3%
Other	<1%		<1%	0%		1%
At least one activity	17%	→	34%	7%	→	43%

Q38. *In the past 12 months, have any of the following types of gambling been a problem for you?*
Base: Past year gamblers. (→ points to statistically higher result)

HEALTH AND CORRELATES

Health and Correlates: Key Findings

1. Online gamblers are similar to both gamblers in general and the overall population when it comes to physical health, happiness and most preferred recreational activity other than gambling. They are also similar to gamblers in general on prevalence of mental health issues.
2. Online gamblers are more likely than gamblers in general and the overall population to have used illegal drugs in the past 12 months (22% vs. 14% among all gamblers, 13% among overall population). They are also slightly more likely to drink alcoholic beverages weekly or more (47% vs. 42% among all gamblers, 40% among overall population) and more likely to consume 5 or more drinks monthly or more often (38% vs. 26% among all gamblers, 25% among overall population).
3. In the past 12 months, online gamblers are more likely than gamblers in general and the overall population to have played video games (78% vs. 66% among all gamblers, 64% among overall population) and to have played a gambling-themed game over the internet for fun (60% vs. 33% among all gamblers, 29% among overall population).
4. Active Game Players are much more likely than Ticket Only Players to consume 5 or more drinks on a monthly/yearly basis, to have used illegal drugs and to report mental health issues. They are also much more likely to have played video games and gambling-themed games over the internet for fun.

Health and Correlates: Detailed Results

Most Preferred Recreational Activity

The preferred recreational activities of online gamblers closely match those of both gamblers in general and the overall population. Only 8% of online gamblers say that gambling is their most preferred recreation activity, although this is higher than the 3% rate among both gamblers in general and the overall population.

Active Game Players are much more likely than Ticket Only Players to say that gambling is their most preferred recreational activity (10% vs. 1%).

Most Preferred Recreational Activity	Total Population	Past Year Gamblers			Past Year Online Type		
		All		Online	Ticket Only		Active Game
Sample Size	4,079	3,482		842	226		616
Walking or hiking	21%	21%		18%	21%		18%
Socializing with friends or family	18%	19%		19%	14%	→	21%
Traveling	16%	16%		17%	21%		16%
Watching TV	14%	14%		16%	16%		17%
Reading	9%	9%	←	6%	9%	←	5%
Gardening	6%	6%		5%	5%		5%
Gambling	3%	3%	→	8%	1%	→	10%
Something else	12%	12%		11%	13%		10%
Don't know/Refused	1%	<1%		<1%	0%		<1%

Q1. *Which of the following is your MOST preferred recreational activity?*
Base: All respondents. (→ points to statistically higher result)

General Health

Slightly more than four-in-ten (42%) online gamblers rate their health as 'excellent' or 'very good', which is on par with both gamblers in general (41%) and the overall population (42%).

Active Game Players are directionally more likely than Ticket Only Players (44% vs. 37%) to rate their health as 'excellent' or 'very good', but the difference is not statistically significant.

General Health	Total Population	Past Year Gamblers		Past Year Online Type	
		All	Online	Ticket Only	Active Game
Sample Size	4,079	3,482	842	226	616
Excellent	10%	9%	10%	6%	→ 11%
Very good	32%	32%	32%	31%	33%
Good	34%	35%	33%	34%	33%
Fair	18%	18%	19%	21%	18%
Poor	6%	5%	6%	7%	6%
Don't know/Refused	<1%	<1%	0%	0%	0%
Excellent/Very good	42%	41%	42%	37%	44%
Fair/Poor	24%	23%	25%	29%	23%

Q2. *Over the past 12 months, would you say that in general your health has been?*
Base: All respondents. (→ points to statistically higher result)

Overall Happiness

Nearly four-in-ten (38%) online gamblers rate their overall level of happiness as 'very high' or 'high', which is on par with both gamblers in general (38%) and the overall population (38%).

Overall happiness is similar for Ticket Only Players (37% very high/high) and Active Game Players (38%).

Overall Happiness	Total Population	Past Year Gamblers		Past Year Online Type	
		All	Online	Ticket Only	Active Game
Sample Size	4,079	3,482	842	226	616
Very high	6%	6%	6%	5%	7%
High	32%	32%	32%	32%	31%
Moderate	47%	46%	46%	48%	46%
Low	11%	11%	11%	11%	11%
Very low	4%	4%	5%	4%	5%
Don't know/Refused	<1%	<1%	<1%	0%	<1%
Very high/High	38%	38%	38%	37%	38%
Low/Very low	15%	15%	16%	15%	16%

Q3. *In the past 12 months, how would you rate your overall level of happiness?*
Base: All respondents. (→ points to statistically higher result)

How Often Drink Alcoholic Beverages

Although the differences are not substantial, online gamblers are statistically more likely than gamblers in general and the overall population to drink alcoholic beverages weekly (47% among online gamblers vs. 42% among all gamblers, 40% among overall population) and in the past 12 months (90% among online gamblers vs. 87% among all gamblers, 84% among overall population).

The vast majority of Active Game Players and Ticket Only Players have had an alcoholic beverage in the past 12 months, but the rate is a statistically significant 6 points higher among Active Game Players. There is no difference between the two sub-groups when it comes to weekly alcoholic beverage consumption (47% for both).

How Often Drink Alcoholic Beverages	Total Population	Past Year Gamblers			Past Year Online Type		
		All		Online	Ticket Only		Active Game
Sample Size	4,079	3,482		842	226		616
4 to 6 times a week or more	14%	15%		16%	17%		15%
1 to 3 times a week	26%	27%	→	31%	30%		32%
2 to 3 times a month	17%	17%		19%	13%	→	20%
Once a month	9%	9%		8%	8%		8%
Less than once a month	19%	19%	←	16%	17%		16%
Never in the last 12 months	11%	10%	←	7%	12%	←	6%
Never in your lifetime	4%	3%		3%	3%		3%
Don't know/Refused	<1%	<1%		<1%	<1%		<1%
Weekly or more	40%	42%	→	47%	47%		47%
Past year	84%	87%	→	90%	85%	→	91%

Q4. *In the last 12 months, how often did you drink alcoholic beverages?*
Base: All respondents. (→ points to statistically higher result)

Five or More Drinks on One Occasion

Online gamblers are more likely than gamblers in general and the overall population to say that they have had 5 or more drinks on at least one occasion in the past 12 months (60% among online gamblers vs. 51% among all gamblers, 48% among overall population) and once a month or more (38% among online gamblers vs. 26% among all gamblers, 25% among overall population)

Active Game Players are more likely than Ticket Only Players to have had 5 or more drinks on at least one occasion in the past 12 months (67% vs. 40%). They are twice as likely as Ticket Only Players to have 5 or more drinks on a monthly basis (45% vs. 22%).

Five or More Drinks on One Occasion	Total Population	Past Year Gamblers			Past Year Online Type		
		All		Online	Ticket Only		Active Game
Sample Size	4,079	3,482		842	226		616
More than once per week	4%	5%	→	8%	3%	→	9%
Once per week	6%	6%	→	10%	7%	→	12%
2 to 3 times per month	7%	7%	→	11%	7%	→	13%
Once per month	8%	8%		9%	5%	→	11%
Less than once per month	23%	24%		22%	19%		22%
Never	51%	49%	←	39%	59%	←	33%
Don't know/Refused	1%	<1%		<1%	<1%		<1%
Once per month or more	25%	26%	→	38%	22%	→	45%
Past year	48%	51%	→	60%	40%	→	67%

Q5. *During the past 12 months, have you had 5 or more drinks on one occasion?*
Base: All respondents. (→ points to statistically higher result)

Illegal Drugs

Two-in-ten (22%) online gamblers say they have used illegal drugs at least once in the past 12 months. Almost as many (18%) say they do so once a month or more, which is much higher than for both gamblers in general (9%) and the overall population (8%).

Active Game Players are much more likely than Ticket Only Players to have used illegal drugs in the past 12 months (28% vs. 6%) and on a monthly basis (23% vs. 5%).

Illegal Drugs	Total Population	Past Year Gamblers: All		Past Year Gamblers: Online	Past Year Online Type: Ticket Only		Past Year Online Type: Active Game
Sample Size	4,079	3,482		842	226		616
4 to 6 times a week or more	3%	3%	→	5%	2%	→	7%
1 to 3 times a week	2%	2%		4%	1%	→	6%
2 to 3 times a month	2%	2%	→	6%	1%	→	7%
Once a month	1%	2%		3%	1%		3%
Less than once a month	5%	5%		4%	1%	→	5%
Never in the last 12 months	30%	31%		31%	27%		32%
Never in your lifetime	56%	54%	←	44%	67%	←	37%
Don't know/Refused	2%	2%		2%	0%	→	3%
Once per month or more	8%	9%	→	18%	5%	→	23%
Past year	13%	14%	→	22%	6%	→	28%

Q6. *In the last 12 months, how often did you use illegal drugs?*
Base: All respondents. (→ points to statistically higher result)

Mental Health

Just over four-in-ten (42%) online gamblers answered 'yes' to at least one of the four mental health issues shown in the table below. This is only 5 points higher than among gamblers in general or the overall population, but the difference is statistically significant.

Active Game Players are more likely than Ticket Only Players to have considered suicide (26% vs. 18%), have an anxiety disorder (26% vs. 15%) and to have attempted suicide (15% vs. 5%).

Mental Health (Yes)	Total Population	Past Year Gamblers: All		Past Year Gamblers: Online	Past Year Online Type: Ticket Only		Past Year Online Type: Active Game
Sample Size	4,079	3,482		842	226		616
Have you ever seriously considered committing suicide or taking your own life?	22%	21%		24%	18%	→	26%
Do you have a mood disorder such as depression, bipolar disorder, mania or dysthymia?	21%	21%		24%	20%		26%
Do you have an anxiety disorder such as a phobia, obsessive-compulsive disorder or a panic disorder	20%	21%		23%	15%	→	26%
Have you ever attempted to commit suicide or tried taking your own life?	10%	10%		12%	5%	→	15%
Any of above	37%	37%	→	42%	31%	→	46%

Q7. *Please answer yes or no to each of the following?*
Base: All respondents. (→ points to statistically higher result)

Video Games

Online gamblers are more likely than gamblers in general or the overall population to have played a video game in the past 12 months (78% vs. 66% among all gamblers, 64% among the overall population). This includes online social games (online gamblers are 13 points higher than all gamblers), console games (12 points higher), online desktop/laptop social games (11 points higher) and PC/Mac games (8 points higher).

Active Game Players are more likely than Ticket Only Players to have played a video game in the past 12 months (84% vs. 61%). This extends to all the video game types tested in the survey.

Video Games	Total Population	Past Year Gamblers			Past Year Online Type		
		All		Online	Ticket Only		Active Game
Sample Size	4,079	3,482		842	226		616
Online social games (mobile phone or tablet)	39%	41%	→	52%	38%	→	57%
Console games	24%	25%	→	37%	23%	→	42%
PC/Mac games	22%	22%	→	30%	18%	→	33%
Online social games (desktop or laptop)	21%	22%	→	35%	18%	→	40%
Other	4%	4%		5%	4%		5%
No	35%	33%	←	21%	38%	←	16%
Don't know/Refused	1%	1%		<1%	1%		<1%
Yes to any	64%	66%	→	78%	61%	→	84%

Q8. *In the past 12 months, have you played any video games?*
Base: All respondents. (→ points to statistically higher result)

Gambling Themed Games for Fun

Six-in-ten (60%) online gamblers say they have played a gambling-themed game over the internet just for fun in the past 12 months. This is much higher than the incidence of play among either gamblers in general (33%) or the overall population (29%).

Active Game Players are three times as likely as Ticket Only Players to have played a gambling-themed game over the internet just for fun in the past 12 months (72% vs. 24%).

Gambling Themed Games for Fun	Total Population	Past Year Gamblers			Past Year Online Type		
		All		Online	Ticket Only		Active Game
Sample Size	4,079	3,482		842	226		616
Yes, on a free-play casino website	13%	15%	→	32%	9%	→	40%
Yes, through an App	13%	15%	→	27%	9%	→	33%
Yes, through a social media platform (e.g. Facebook etc.)	9%	11%	→	22%	7%	→	28%
Yes, somewhere else	3%	4%	→	8%	3%	→	9%
No	70%	67%	←	40%	76%	←	28%
Don't know/Refused	1%	<1%		<1%	1%		<1%
Yes to any	29%	33%	→	60%	24%	→	72%

Q9. *In the past 12 months, have you played any gambling-themed games over the internet just for fun, that is, without betting any real money?*
Base: All respondents. (→ points to statistically higher result)

TOOLS AND RESOURCES

Tools and Resources: Key Findings

1. Seven-in-ten (72%) online gamblers are aware of the toll-free problem gambling help line and nearly two-thirds (64%) are aware the provincial government provides free problem gambling counselling services. These awareness levels are on par with gamblers in general.
2. Slightly fewer than one-in-ten (8%) online gamblers say they are currently enrolled in BCLC's Voluntary-Self-Exclusion program, compared to 3% of all gamblers.
3. Active Game Players are more likely than Ticket Only Players to be aware of both the provincial toll-free help line and free problem gambling counselling services. They are also more aware of GameSense Info Centre kiosks and responsible gambling staff in casinos. Ticket Only Players have higher awareness of reminders to play responsibly at ticket retailers, reminders to play responsibly on PlayNow.com and BCLC's voluntary exclusion program.
4. Active Game Players are also much more likely than Ticket Only players to be enrolled in BCLC's Voluntary-Self-Exclusion program.

Tools and Resources: Detailed Results

Awareness of Provincial Government Resources

Seven-in-ten (72%) online gamblers are aware there is a toll-free problem gambling help line in British Columbia. Nearly two-thirds (64%) are aware the BC provincial government provides problem gambling counselling services that are available free of charge. Both of these statistics are on par with gamblers in general (and higher than awareness among the overall population).

Active Game Players are more likely than Ticket Only Players to be aware of both the toll-free line (74% vs. 67%) and free problem gambling counselling services (66% vs. 57%).

Awareness of Provincial Government Resources	Total Population	Past Year Gamblers		Past Year Online Type		
		All	Online	Ticket Only		Active Game
Sample Size	4,079	3,482	842	226		616
That there is a toll-free problem gambling help line in British Columbia?	67%	71%	72%	67%	→	74%
That the BC provincial government provides problem gambling counselling services that are available free of charge?	58%	63%	64%	57%	→	66%

Q48. *Prior to today, were you aware of the following?*
Base: All respondents. (→ points to statistically higher result)

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Awareness of Responsible Gambling Programs/Initiatives

Survey respondents were asked about their awareness of 11 programs or initiatives promoting or encouraging responsible gambling in BC. Online gamblers have statistically higher awareness than gamblers in general of three of these programs/initiatives including GameSense Info Centre kiosks in facilities (6 points higher), reminders to play responsibly on PlayNow.com (5 points higher) and trained staff at casinos (4 points higher). They have statistically lower awareness than gamblers in general of reminders to play responsibly at retail locations (8 points lower) and responsible gambling advertising (7 points lower).

Ticket Only Players have higher awareness than Active Game Players of BCLC's voluntary exclusion program (9 points higher), reminders to play responsibly at retail locations (8 points higher) and reminders to play responsibly on PlayNow.com (8 points higher). In contrast, Active Game Players have higher awareness than Ticket Only Players of GameSense Info Centre kiosks in facilities (13 points higher) and trained staff at casinos (9 points higher).

Awareness of Responsible Gambling Programs/Initiatives	Total Population	Past Year Gamblers			Past Year Online Type		
		All		Online	Ticket Only		Active Game
Sample Size	4,079	3,482		842	226		616
Reminders to play responsibly at retail locations that sell lottery tickets or games	51%	54%	←	46%	52%	←	44%
Advertising materials that remind people about responsible gambling	48%	50%	←	43%	46%		42%
A voluntary self-exclusion program which offers players the option to exclude themselves from entering any BC gambling venue, or accessing BCLC's internet gambling site	45%	47%		48%	55%	←	46%
Reminders to play responsibly on PlayNow.com, BCLC's internet gambling website or on bclc.com	44%	47%	→	52%	58%	←	50%
GameSense, a program that educates and reminds people about how to keep gambling safe and fun	42%	45%		45%	49%		44%
The toll-free Problem Gambling/BC GAM Info Line	34%	37%		34%	33%		35%
Availability of free counseling for those that need help	31%	33%		33%	30%		34%
Reminders to play responsibly located throughout casinos in BC and Chances/community gaming centres	31%	33%		30%	27%		31%
GameSense Info Centres, kiosks found at casinos in BC and Chances/community gaming centres that have information on how to keep gambling safe and fun	23%	25%	→	31%	22%	→	35%
Staff onsite at casinos in BC, who are trained to provide information on how to keep gambling safe and fun	18%	20%	→	24%	17%	→	26%
Brochures that provide information on odds and how games work	18%	20%		22%	20%		23%

Q49. *Which of the following programs or initiatives promoting or encouraging responsible gambling in BC are you aware?*
Base: All respondents. (→ points to statistically higher result)

BCLC Voluntary Self Exclusion Program

Nearly one-in-ten (8%) online gamblers say they are currently enrolled in BCLC's Voluntary Self-Exclusion program, which is higher than the rate among either gamblers in general (3%) or the overall population (2%).

Active Game Players are much more likely than Ticket Only Players to say they are currently enrolled in the program (10% vs. 2%).

BCLC Voluntary Self Exclusion Program	Total Population	Past Year Gamblers			Past Year Online Type		
		All		Online	Ticket Only		Active Game
Sample Size	4,079	3,482		842	226		616
I have never enrolled in BCLC's Voluntary Self-Exclusion program	91%	91%	←	85%	94%	←	82%
I am currently enrolled in BCLC's Voluntary Self-Exclusion program	2%	3%	→	8%	2%	→	10%
I was enrolled in BCLC's Voluntary Self-Exclusion program in the past	1%	1%	→	3%	1%		3%
Don't know/Refused	5%	5%		5%	3%		5%

Q51. *Which of the following best describes your enrollment in BCLC's Voluntary Self Exclusion program?*
Base: All respondents. (→ points to statistically higher result)

Discussion and Recommendations

Prevalence Rates

This study is among the first worldwide to primarily examine the prevalence of online gambling and problem gambling. Achieving reliable prevalence rates of these behaviours is complicated by the relatively small number of people who gamble online, and even smaller number who experience problems and harm from online gambling.

Currently, the most effective approach that researchers are taking to achieve sufficient sample sizes of online gamblers and problem gamblers is to use online panel samples. These panels make it possible to target a small group of people in the broader population, and are particularly effective at getting people to disclose sensitive behaviours. However, this methodology, compared to telephone surveys, has been shown to result in higher reported rates of all forms of pathology such as mental illness, substance use and other addictions, including problem gambling. A detailed discussion of the impact of sampling methodologies on prevalence rates is included in the Literature Review.

The prevalence rates found in this study are consistent with a number of international studies using online panels to examine online gambling and problem gambling (Gainsbury et al., 2019; McCormack et al., 2013; Nower et al., 2017). While this remains the best method for assessing the prevalence of online gambling and particularly online problem gambling, the fact that the use of online panels consistently leads to higher levels of pathology must be taken into account.

Details of the specific sampling methodology used, including techniques to stratify the sample to most closely resemble the British Columbian population are included in the Methodology section.

Implications for Responsible Gambling

A key finding of this study is the two sharply differing groups of people who gamble online, the Ticket Only Players and the Active Game Players. While a small number of prevalence studies have identified similar group differences, this study is one of the first to closely examine these two groups and the implications for responsible gambling policy and programming.

These groups are clearly distinguished by the type of games they play - or rather by the games they don’t play, since Active Game Players often include ticket games in their more diverse online gambling activity. These differences provide an opportunity for straightforward segmented and customized responsible gambling efforts and treatment approaches.

Ticket Only Players

The 25% of online players who participate only in lottery and ticket games appear to use online gambling as a convenient way to engage in low risk play. This group of online gamblers tends to be older, and more likely to be retired. They cite concerns such as account safety but are less likely to be concerned about problem gambling. They are less likely to see responsible gambling tools as personally relevant, but more likely to self-manage the time and money they spend gambling, setting limits that are closest to the amount they want to spend. Players in this group report the highest rate of registration on the provincially-operated site PlayNow.com, and are more likely to confine their online gambling to that site.

These players would appear to value convenience, familiarity and ease of use, and account security. A focus on these aspects of their online experience is recommended. Because they report higher likelihood of self-management, responsible gambling efforts could encourage this behaviour by increasing the visibility and accessibility of self-management tools. Some research and testing to ensure these tools appear more relevant and engaging for this older group would support their inclination to manage their own play responsibly.

Active Game Players

In contrast to those players who purchase a ticket and wait for the outcome, Active Game Players engage in a wider variety of games that provide real-time results with continuous and/or intermittent reinforcement of the behaviour. The most important finding for this group is the higher risk of problem gambling and of harmful consequences from their gambling such as sleep disruption, missed work or school, and relationship damage.

In terms of gambling behaviour, Active Game Players are more likely to: have multiple online accounts (38% vs. just 3% of Ticket Only Players); spend more time gambling online (32% report more than four hours vs. 1% of Ticket Only Players); gamble at work (32% vs. 3%); report that at least one gambling activity has been a problem in the past 12 months (43% vs. 7%); and report attempts to cut down or stop gambling in the past 12 months (25% vs. 5%).

In terms of responsible gambling this group is less likely to set deposit or spending limits that they can afford. Their key self-management strategies appear to be those designed to maximize the time and money they spend by slowing play, taking breaks or using smaller bets, as well as understanding how the games work. At the same time, this group reports moderate awareness of responsible gambling tools and is more likely to regard those tools as personally relevant, including openness to the use of blocking software to prevent them from gambling online (10% of Active Game Players vs. 3% of Ticket Only players). One quarter of this group has requested a short-term block on their account as a forced break, and 13% have self-excluded for a longer-term break. This combination of risk behaviors with awareness of and openness to tools provides an opportunity for stronger responsible gambling supports for these players.

Recommendations

Recommendations for improvement include additional research, focused player segmentation and marketing efforts, and rewards for player engagement with responsible gambling supports. Some specific recommendations are described below:

- A deeper dive using such methods as online interviews or focus groups would provide a richer understanding of those in the Active Player group, who have higher rates of problem gambling and are more likely to experience harm from gambling than most other gamblers.

  NOTE: There is sufficient information from this survey to begin to develop a profile of this group that would inform treatment approaches and targeted responsible gambling efforts.
- Public education to clearly separate the regulated provincial site from other online gambling offerings should be considered. This will make it as easy as possible for those players who value the convenience and security of online gambling to distinguish between the provincial site and unregulated sites that are sometimes very aggressively promoted.
- The regulator should require, and the operator undertake, a commitment to use player data to identify those players most at risk and intervene to reduce risk. This study clearly showed the value of segmenting players, by type of game (ticket only vs. active game), and by player groups to focus responsible gambling supports on the games and players where these are needed most.
- Marketing and promotion of responsible gambling supports and treatment programs should shift to online and mobile formats, given that those who gamble online, and those who fit the higher-risk Active Player group in particular, show higher risk than other gamblers.

- The visibility, accessibility and promotion of responsible gambling (RG) tools on the PlayNow site should be heightened, including push communications with reminders, links and instructions for relevant tools, including:
    - Self-assessment tool that would produce immediate results and be paired with customized recommendations to use tools and strategies to reduce risk,
    - Short tutorials on how games work to increase general awareness,
    - Dashboards to increase and maintain self-awareness of their play,
    - Limit-setting tools to support them in self-managing their play,
    - Tools to manage their play for them, such as short-term breaks, self-exclusion, and blocking software (via free download).
- Engagement with RG tools should be encouraged and “incentivized”. The recommendation is to provide players with rewards for each level of engagement, from completing tutorials to completing self-exclusion without breach. There is mounting evidence that providing rewards, even monetary rewards, for healthier behaviours can be part of a successful strategy to help people help themselves.
- Blocking software could be offered as a free download to anyone in the province. Those most at-risk in this survey, the Active Player group, reported greater willingness to use responsible gambling supports, including software to block access to all gambling sites in order to stop gambling. These products have advanced considerably in recent years and may offer flexibility to players such as blocking for certain time periods to provide a break, or blocking only certain (e.g., non-regulated) sites.

Finally, and importantly, it is recommended that any changes in responsible gambling supports be done in a staged fashion with evaluation at each stage. This should include establishing very reasonable and modest objectives for the desired change – for example, increases in self-awareness or use of RG tools, rather than immediate changes in gambling behaviour – and measuring the impact. This is especially important because previous responsible gambling research shows that, while changes in knowledge, understanding and intentions can be achieved, actual behaviour change is extremely difficult and will likely require persistent, layered strategies that evolve with the players, the games and the platforms.

In this way, GPEB and BCLC are positioned to contribute to harm reduction for British Columbians, but also more broadly to the field of responsible gambling.

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Appendix: Survey Questionnaire

BC Online Prevalence Study
Final Questionnaire
February 2020

Introduction (After Screeners for Age, Gender and Region)
This survey is being conducted on behalf of the Government of British Columbia. The goal is to better understand the health and recreation activities of British Columbians. Your participation is voluntary, your responses are anonymous, and you can quit the survey at any time.

1. Which of the following is your MOST preferred recreational activity?
Select one response.

[RANDOMIZE]
Watching TV
Walking or hiking
Gardening
Reading
Socializing with friends or family
Traveling
Gambling
Something else
Don't know/Refused

2. Over the past 12 months, would you say that in general your health has been…
Select one response.

Excellent
Very good
Good
Fair
Poor
Don't know/Refused

3. In the past 12 months, how would you rate your overall level of happiness?
Select one response.

Very high
High
Moderate
Low
Very low
Don't know/Refused

Correlates Questions

The next few questions ask about your alcohol use, illegal drug use and mental health. They are important for better understanding the health issues of British Columbians. Please remember that your responses will remain anonymous.

4. In the last 12 months, how often did you drink alcoholic beverages?

Select one response.

4 to 6 times a week or more
1 to 3 times a week
2 to 3 times a month
Once a month
Less than once a month
Never in the last 12 months
Never in your lifetime
Don't know/Refused

[IF NEVER IN LAST 12 MONTHS OR LIFETIME, SKIP TO Q6 – ELSE, CONTINUE]

5. During the past 12 months, have you had 5 or more drinks on one occasion?

Select one response.

More than once per week
Once per week
2 to 3 times per month
Once per month
Less than once per month
Never
Don't know/Refused

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

Select one response.

4 to 6 times a week or more
1 to 3 times a week
Once a week
2 to 3 times a month
Once a month
Less than once a month
Never in the last 12 months
Never in your lifetime
Don't know/Refused

7. Please answer yes or no to each of the following.

Select one response per row.

Do you have a mood disorder such as depression, bipolar disorder, mania or dysthymia?
Do you have an anxiety disorder such as a phobia, obsessive-compulsive disorder or a panic disorder?

Have you ever seriously considered committing suicide or taking your own life?
Have you ever attempted to commit suicide or tried taking your own life?

[COLUMNS]
Yes
No
Don’t know/Refused

8. In the past 12 months, have you played any video games?
Select all that apply.

Online social games (mobile phone or tablet)
Online social games (desktop or laptop)
Console games
PC/Mac games
Other
No
Don’t know/Refused

9. In the past 12 months, have you played any gambling-themed games over the internet just for fun, that is, without betting any real money?
Select all that apply.

Yes, on a free-play casino website
Yes, through a social media platform (e.g. Facebook etc.)
Yes, through an App
Yes, somewhere else
No
Don’t know/Refused

Gambling Participation Questions
The next few questions ask about your participation in various gambling activities in the past 12 months. We are interested in the responses of frequent gamblers, infrequent gamblers and non-gamblers.

10. In the past 12 months, how OFTEN have you bet or spent money on each of the following gambling activities? Please include any activity regardless of whether it takes place in a retail store, casino, at home, online or anywhere else.
Select one response per row.

[PROGRESSIVE GRID]
[ROWS]
Charity raffles such as a hospital lottery
Lottery games such as Lotto 6/49, BC 49, LOTTO MAX and others
Scratch & Win games
Keno
Bingo
Poker games or tournaments
Slot machine games

Casino table games (other than poker) such as blackjack, roulette, craps, etc.
Other casino-type games
Horse racing
The outcome of sporting events (other than horse racing)
The outcome of non-sports events
Pull tabs
Other games of skill such as cards, dice or dominoes
Any other type of gambling **[ANCHOR. ALWAYS LAST]**

[COLUMNS]
More than once a week
Once a week
Once every 2-3 weeks
Once a month
Once every 2-5 months
1-2 times in past year
NEVER in past 12 months
Don't know/Refused

[IF ANY Q10 RESPONSE IS IN PAST YEAR (1-6) – MARK AS PAST YEAR GAMBLER]
[IF NO Q10 RESPONSE IS IN PAST YEAR (1-6) – MARK AS NON-GAMBLER]

[IF PAST YEAR GAMBLER, CONTINUE – ELSE, SKIP TO Q14]

Q11A. In the past 12 months, have you bet or spent money **ONLINE** on any of the activities mentioned in the prior question (including lottery tickets). This could be through your computer, mobile phone or other device?

Yes, I did at least one of these activities online in the past 12 months
No, I did not do any of these activities online in the past 12 months

[IF YES, CONTINUE – ELSE, SKIP TO Q14]

11. In the past 12 months, how OFTEN have you bet or spent money on each of the following gambling activities **ONLINE**? Please include the online purchase of lottery/raffle tickets.

Select one response per row.

[PROGRESSIVE GRID]
[ROWS – ALL ACTIVITIES IN PAST YEAR FROM Q10]
Charity raffles such as a hospital lottery
Lottery games such as Lotto 6/49, BC 49, LOTTO MAX and others
Scratch & Win games
Keno
Bingo
Poker games or tournaments
Slot machine games
Casino-type games (other than poker) such as blackjack, roulette, craps, etc.
Other casino-type games

Horse racing
The outcome of sporting events (other than horse racing)
The outcome of non-sports events
Pull tabs
Other games of skill such as cards, dice or dominoes
Any other type of ONLINE gambling **[ANCHOR. ALWAYS LAST]**

[COLUMNS]
More than once a week
Once a week
Once every 2-3 weeks
Once a month
Once every 2-5 months
1-2 times in past year
NEVER in past 12 months
Don’t know/Refused

[IF ANY Q11 RESPONSE IS IN PAST YEAR (1-6) – MARK AS PAST ONLINE YEAR GAMBLER]

12. In the past 12 months, how much did you SPEND on ALL GAMBLING per month (on average)?

$[NUMBER BOX, 1 to 100000] per month
Nothing
Don’t know/Refused

[IF AMOUNT ENTERED IN Q12 AND PAST YEAR GAMBLER, CONTINUE – ELSE, SKIP TO Q14]

13. Of your spending on gambling, how much of your monthly average spend of [INSERT $AMOUNT FROM PRIOR] was for ONLINE gambling?

$[NUMBER BOX, 1 to 100000] per month **[AMOUNT IN Q13 CANNOT BE HIGHER THAN AMOUNT IN Q12]**
Nothing
Don’t know/Refused

***PlayNow* Questions**

14. Are you registered on PlayNow.com, BCLC’s legal internet gambling website?
Select one response.

Yes
No
Don’t know/Refused

[IF Q14 = YES AND PAST YEAR ONLINE GAMBLER , CONTINUE – ELSE, SKIP TO BEFORE NEXT SECTION]

15. In the past 12 months, what portion of your online gambling was done on BCLC’s PlayNow.com website?

Select one response.

All of it was done on PlayNow.com
Most of it was done on PlayNow.com
About half of it was done on PlayNow.com
Most of it was done on other online site
All of it was done on other online sites
Don't know/Refused

[IF NON-GAMBLER, SKIP TO Q48 – ELSE, CONTINUE]

Online Specific Questions

16A. Generally speaking, how important are each of the following as reasons for why you gamble?
Select one response per row.

[PROGRESSIVE GRID]
[ROWS - RANDOMIZE]
Entertainment/fun
A chance to win big
The sense of anticipation/chance to dream
Something to do with family/friends
It provides a rush/thrill
To make money
To escape boredom/fill my time
For the mental challenge or to learn about the game/activity
Sense of achievement when I win
To impress other people
It helps when I feel tense

[COLUMNS]
Absolutely critical
Very important
Somewhat important
Not very important
Not at all important
Don't know/Refused

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

The next section of questions asks about your ONLINE gambling activities over the past 12 months.

16. What year did you first start using the Internet for gambling purposes?

[DROP DOWN 1990-2020]
Don't know/Refused

17. Generally speaking, how important are each of the following as reasons for why you gamble online?

Select one response per row.

[PROGRESSIVE GRID]
[ROWS - RANDOMIZE]
Entertainment/fun
A chance to win big
The sense of anticipation/chance to dream
Something to do with family/friends
It provides a rush/thrill
To make money
To escape boredom/fill my time
For the mental challenge or to learn about the game/activity
Sense of achievement when I win
To impress other people
It helps when I feel tense

[COLUMNS]
Absolutely critical
Very important
Somewhat important
Not very important
Not at all important
Don’t know/Refused

18. Over the past 12 months, approximately how much time did you spend gambling online in an average week?

Select one response.

Less than 1 hour a week
1-3 hours a week
4-6 hours a week
7-9 hours a week
10-12 hours a week
12-14 hours a week
15 or more hours a week
Don’t know/Refused

19. Where do you primarily gamble online?

Select one response.

At home
At work
When away from home and work (e.g. travelling, waiting etc.)
Other (specify)
Don’t know/Refused

20. What time of day do you most often use the Internet to gamble or place bets?

Select one response.

Early morning: 6 a.m. to 9 a.m.
Late morning: 9 a.m. to noon
Noon to 6 p.m.
6 p.m. to midnight
Midnight to 6 a.m.
Don’t know/Refused

21. What is your preferred method for accessing the Internet for gambling?
Select one response.

Computer/laptop
Mobile/smart phone
Some other portable device (e.g., iPad or similar)
Television
Other (specify)
Don’t know/Refused

22. Do you prefer online gambling to land-based gambling?
Select one response.

Yes
No
I like online and land-based gambling equally
Don’t know/Refused

23. What are your usual payment methods for online gambling?
Select all that apply.

Credit card
Debit card
Pre-paid credit card
Direct bank transfer
Wire transfer
Casino cage deposit
Electronic funds account (e.g. Paypal)
Other (specify)
Don’t know/Refused

24. When gambling online, has the switch away from using cash to gamble, to using a credit card or other electronic means of payment when gambling online …
Select one response.

[RANDOMIZE FIRST TWO]
Increased the amount you gamble
Decreased the amount you gamble
Had no impact on how much you gamble
Don’t know/Refused

25. How many separate online accounts do you have with different online gambling websites?
Select one response.

0
1
2
3-4
5-6
More than 6
Don't know/Refused

26. If available, would you prefer to gamble online on …
Select one response.

[RANDOMIZE FIRST TWO]
A British Columbia regulated site
Off-shore sites
No preference either way
Don't know/Refused

27. Did the introduction of BCLC's PlayNow.com online gambling website (in 2010) impact your decision to gamble online?
Select one response.

[ROTATE FIRST TWO]
Yes, I started gambling online because BCLC launched the PlayNow website
No, I was already gambling online
Neither. I would have found a way to gamble online whether or not BCLC launched a website
Don't know/Refused

28. Think about the FIRST TIME you gambled online via computer, mobile phone, other device. Which of the following were the three biggest influences in your decision to start gambling online?
Select up to three influences.

[RANDOMIZE]
Advertising/marketing
Use of free play or social media
Price including bonuses free credit, odds, payout rates
Greater number of betting options and games available
Dislike of or discomfort with land-based venues
Convenience – more convenience online
Access (available 24-7 from any location)
Physical comfort of gambling from home
Privacy/anonymity
Other (specify)
Don't know/Refused

29. What would you say are the three biggest advantages of online gambling over gambling at an actual casino, race track, or other facility?
Select up to three advantages.

[RANDOMIZE]
Use of free play sites
Price including bonuses free credit, odds, payout rates
Greater number of betting options and games available
Don't have to drive to land-based venues
Convenience – more convenience online
Access (available 24-7 from any location)
Physical comfort of gambling from home
Privacy/anonymity
Access to responsible gambling tools, such as account information, limit-setting on losses and deposits etc.
Lower secondary costs (i.e. driving, parking, food and beverages)
Other (please specify)
Don't know/Refused

30. What would you say are the three biggest disadvantages of online gambling over gambling at land-based venues?
Select up to three disadvantages.

[RANDOMIZE]
Unreliable technology or Internet access
Difficult to use
Difficulty to verify the fairness of games
Concerns about account safety (e.g. money and personal information)
Too easy to gamble at work or home when I should be doing other things
More addictive
Difficulty setting time, spending or loss limits
Easier to spend money
Less enjoyable game, environment or social experience
Other (specify)
Don't know/Refused

31. How often, if ever, has online gambling disrupted your sleeping patterns?
Select one response.

[ROTATE 1-2-3-4OR 4-3-2-1]
Never
Sometimes
Most of the time
Almost always
Don't know/Refused

32. How often, if ever, have you gambled online from work or during working hours?
Select one response.

[ROTATE FIRST 4, 1-2-3-4 OR 4-3-2-1]
Never
Less than once a week
1 or 2 days a week
3 to 5 days a week
Not employed
Don't know/Refused

PGSI
Now, please think about all your past year gambling activities and not just those you do online.

33. Thinking about when you participated in gambling activities over the last 12 months, how often …
Select one response per row.

[PROGRESSIVE GRID]

[ROWS]
Have you bet more than you could really afford to lose
Have you needed to gamble with larger amounts of money to get the same feeling of excitement
Have you gone back another day to try to win back the money you lost
Have you borrowed money or sold anything to get money to gamble
Have you felt that you might have a problem with gambling
Has your gambling caused you any health problems, including stress or anxiety
Have people criticized your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true
Has your gambling caused financial problems for you or your household
Have you felt guilty about the way you gamble or what happens when you gamble

[COLUMNS]
Never
Sometimes
Most of the time
Almost always

Harms Questions

34. Has your involvement in gambling led to any of the following in the past 12 months?
Select one response per row.

[PROGRESSIVE GRID]
[ROWS]
Significant problems in your relationship with your spouse/partner or important friends or family
Caused an instance of domestic violence in your household
Resulted in separation or divorce
Caused you to repeatedly neglect your children or family

[COLUMNS]
Yes
No
Don't know/Refused

35. In the past 12 months, about how many work or school days have you lost due to gambling?

[NUMBER BOX 1-365] Days
No days
Don't know/Refused

36. In the past 12 months, have you lost your job or had to quit school due to gambling?
Select one response.

Yes
No
Don't know/Refused

37. In the past 12 months, have you made attempts to either cut down, control or stop gambling?
Select one response.

Yes
No
Don't know/Refused

38. In the past 12 months, have any of the following types of gambling been a problem for you?
Select all that apply.

[ROWS – ALL ACTIVITIES IN PAST YEAR FROM Q10]
Charity raffles such as a hospital lottery
Lottery games such as Lotto 6/49, BC 49, LOTTO MAX and others
Scratch & Win games
Keno
Bingo
Poker games or tournaments
Slot machine games
Casino table games (other than poker) such as blackjack, roulette, craps, etc.
Other casino-type games
Horse racing
The outcome of sporting events (other than horse racing)
The outcome of non-sports events
Pull tabs
Other games of skill such as cards, dice or dominoes
Any other type of gambling (specify)
NONE
Don't know/Refused

39. In the past 12 months, have any events in your life contributed to problems related to your gambling?

Yes, please describe the life event [TEXT BOX]
No
Don't know/Refused

Responsible Gambling Actions

40. Thinking about when you participated in gambling activities over the last 12 months, how often did you take each of the following actions? If an action does not apply to you at all, choose 'Not applicable to me'.

Select one response per row.
[PROGRESSIVE GRID]
[BLOCK A – SHOW FIRST, RANDOMIZE ITEMS]
I set a limit on how much money I am going to spend
I only gambled with money I could afford to lose
I only spent time gambling that I could afford to spend
I considered the amount of money I was willing to lose before I gambled
I only treat gambling as a social/entertainment experience
I treat gambling expenditures as being similar to any other entertainment expense
I limit the frequency of participating in gambling

[BLOCK B – SHOW SECOND, RANDOMIZE ITEMS]
Take breaks from gambling, like going to eat at the venue restaurant or get coffee, while at the slots and casino site
Make smaller bets or play less expensive slot machines to play longer
Look up the odds of winning of a specific game
Look up the payout percentage of a game
Bought less expensive lottery tickets to play more
I set any gambling winnings aside

[COLUMNS]
Always
Almost always
Sometimes
Rarely
Never
Not applicable to me
Don't know/Refused

[IF PAST YEAR ONLINE GAMBLER, CONTINUE – ELSE, SKIP TO Q45]

41. There are a number of tools available on ONLINE gambling sites that allow users to set limits on the amount of time or money they spend gambling. Thinking about when you participated in ONLINE gambling activities over the last 12 months, how often did you use each of the following tools? If a tool does not apply to you at all, choose "Not applicable to me".

Select one response per row.

[ROWS RANDOMIZE]
Tools that remind/require you to take breaks in playing
Tools that set limits on how much time you can spend playing
Tools that set limits on when you can play (e.g. days of week, times of day)
Tools that set limits on how much money you can spend (e.g. loss limits, deposit limits)
Tools that provide information to learn about responsible/problem gambling

[COLUMNS]
Always
Almost always
Sometimes
Rarely
Never
Not applicable to me
Don't know/Refused

42. For you personally, how useful are the tools mentioned in the previous question that allow you to manage your online gambling?

Select one response.

Very useful
Somewhat useful
Not very useful
Not at all useful
Don't know/Refused

43. What is your usual approach when you do set limits for things like time and money for ONLINE gambling?

Select one response.

I set to the MAXIMUM allowed
I set a limit that is a LOT MORE than I plan to spend
I set a limit that is a LITTLE MORE than I plan to spend
I set a limit that is CLOSE TO the amount I plan to spend
I set a limit that is LOWER THAN the amount I plan to spend
Don't know/Refused/Not applicable

44. Have you ever asked for your ONLINE account to be blocked so that you can take a break from online gambling?

Select one response.

Yes, for a few weeks or more
Yes, for 1-2 weeks
Yes, for a few days or less
No
Don't know/Refused

Positive Play Index Pre-Commitment and Literacy

45. In the last **<u>month</u> (30 days)**, have you participated in any gambling activities?
Select one response.

Yes
No
Don’t know/Refused

[IF NO/DON’T KNOW, SKIP TO Q48 – ELSE, CONTINUE]

46. Thinking about your gambling over the last **<u>month</u> (30 days)**, please answer the following questions. In the last month (30 days) …
Select one response per row. Please use a scale where 1 means Never and 7 means Always.

[ROWS – RANDOMIZE]
I only gambled with MONEY that I could afford to lose.
I only spent TIME gambling that I could afford to spend.
I considered the amount of MONEY I was willing to lose BEFORE I gambled.
I considered the amount of TIME I was willing to spend BEFORE I gambled.

[COLUMNS]
1 – Never
2
3
4
5
6
7 – Always

47. How much do you agree with the following statements? I believe that …
Select one response per row. Please use a scale where 1 means Strongly Disagree and 7 means Strongly Agree.

[ROWS – RANDOMIZE]
Gambling is not a good way to make money.
My chances of winning get better after I have lost.
If I gamble more often, it will help me to win more than I lose.

[COLUMNS]
1 – Strongly Disagree
2
3
4
5
6
7 – Strongly Agree

Assistance Questions

48. Prior to today, were you aware of the following?
Select one response per row.

[ROWS]
That there is a toll-free problem gambling help line in British Columbia?
That the BC provincial government provides problem gambling counselling services that are available free of charge?

[COLUMNS]
Yes
No

49. Which of the following programs or initiatives promoting or encouraging responsible gambling in BC are you aware of?
Select all that apply.

[RANDOMIZE]
GameSense, a program that educates and reminds people about how to keep gambling safe and fun [KEEP WITH NEXT STATEMENT]
GameSense Info Centres, kiosks found at casinos in BC and Chances/community gaming centres that have information on how to keep gambling safe and fun [KEEP WITH PREVIOUS STATEMENT]
Reminders to play responsibly at retail locations that sell lottery tickets or games
Reminders to play responsibly on PlayNow.com, BCLC's internet gambling website, or on bclc.com
A voluntary self-exclusion program which offers players the option to exclude themselves from entering any BC gambling venue, or accessing BCLC's internet gambling site
Staff onsite at casinos in BC, who are trained to provide information on how to keep gambling safe and fun
The toll-free Problem Gambling/BC GAM Info Line
Advertising materials that remind people about responsible gambling
Availability of free counseling for those that need help
Brochures that provide information on odds and how games work [ALWAYS SECOND LAST OR THIRD LAST]
Reminders to play responsibly located throughout casinos in BC and Chances/community gaming centres [ALWAYS SECOND LAST OR THIRD LAST]
None of the above [EXCLUSIVE, LEAVE LAST]

[IF PAST YEAR ONLINE GAMBLER, CONTINUE – ELSE, SKIP TO BEFORE Q51]

50. There are several online tools that block access to online gambling. These tools are used to prevent underage gambling, gambling in schools as well as the workplace and to assist those who are unable to control their gambling.

    Would you personally consider using this type of service?
Select one response.

I have used this type of service

I would consider using this type of service
I would not consider using this type of service
Don't know/Refused

Demographics [ASK OF ALL RESPONDENTS]
The last few questions are to help us segment the responses.

51. Which of the following best describes your enrollment in BCLC's Voluntary Self Exclusion program? [ADD HYPERLINK TO BCLC'S VOLUNTARY SELF EXCLUSION: https://www.gamesense.com/support/voluntary-self-exclusion.html]

Select one response.

I have never enrolled in BCLC's Voluntary Self-Exclusion program
I am currently enrolled in BCLC's Voluntary Self-Exclusion program
I was enrolled in BCLC's Voluntary Self-Exclusion program in the past
Don't know/Refused

52. Ethnicity

CAETHN4. Some questions can be sensitive in nature. We would like to remind you that your participation is strictly voluntary and that your responses are used for research purposes only. A "Prefer not to answer" option is available for you to select, if the case. What were the ethnic or cultural origins of your ancestors? An ancestor is usually more distant than a grandparent.

53. Education

CAEDU2. What is the highest degree or level of school you have completed?

Select only one

- _1 Primary school or less
- _2 Some high school
- _3 Graduated high school
- _4 Some college / CEGEP / Trade School
- _5 Graduated from college / CEGEP / Trade School
- _6 Some university, but did not finish
- _7 University undergraduate degree
- _8 University graduate degree

54. Marital status

USMAR2. What is your marital status?

Select only one

- _1 Single, never married
- _2 Living with partner
- _3 Married
- _4 Widowed
- _5 Divorced or separated

55. Employment

EMP01_. What is your current employment status?

Select only one

- _1 Employed full-time
- _2 Employed part-time
- _3 Self employed
- _4 Unemployed but looking for a job
- _5 Unemployed and not looking for a job/Long-term sick or disabled
- _6 Full-time parent, homemaker
- _7 Retired
- _8 Student/Pupil
- _9 Military
- _10 Prefer not to answer
- _11 N/A
- _12 N/A

56. Kids in household
KIDS02. How many children under the age of 18 are living in your household? Please reference only the children for which you are the parent or legal guardian. (If there are no children under 18 in your household, please type 0)

57. Household income
USHHI3. Please indicate your annual household income before taxes.

Future Research Permission
From time to time, we ask people if they would be willing to do follow up research with us, in the form of short surveys, interviews or as a discussion group either in person or online. In these discussions, we gather a group of people to talk or chat about issues that are of interest to them. This is not a sales offer and we DO NOT try to sell you anything. There is also an incentive offered for your participation.

By agreeing to this, you are not guaranteed to be contacted. We would just like to add your name to a list of potential contacts. This information will be retained for 24 months. Would you be interested in participating in any future research studies (on this topic only) and providing your name, phone number and email address?

I agree
No thank you
Don’t know/Refused/Not applicable

[MUST COMPLETE NAME AND AT LEAST ONE ADDITIONAL FIELD – NEW SCREEN IF CODE 1 “I agree” SELECTED]

Thank you for agreeing to be contacted should we conduct follow-up research. Please provide your contact information below.

Name:
Day phone #:
Evening phone #:
Email address:

This is **EXHIBIT "C"** referred to in the affidavit of Sam MacLeod affirmed before me at Toronto, Ontario this 20th day of June 2024

....

A Commissioner for taking Affidavits
Within the Province of Ontario

RESPONSIBLE GAMBLING STANDARDS FOR INTERNET GAMBLING CONDUCTED BY BCLC

For most people, gambling is an enjoyable form of entertainment. For a small number, however, gambling can become a serious problem. Problem gambling occurs when gambling behavior has negative consequences for individuals, families, and communities.

The Province of British Columbia is committed to ensuring gambling activities are carried out in a socially responsible manner.

As an agent of government, the BC Lottery Corporation (BCLC) conducts and manages commercial gaming in the province, including casinos, commercial bingo halls, community gaming centres, lotteries, and internet gambling via the website PlayNow.com. BCLC is the sole conductor, manager and operator of PlayNow.com.

Authority and Application

Section 28(1)(k) authorizes the General Manager to issue directives establishing policies to address problem gambling.

Section 28(2) requires that BCLC comply with the directives of the general manager that are applicable to BCLC. Compliance will be regularly monitored by GPEB.

Objectives

BCLC will implement and adhere to responsible gambling practices on their internet gambling platform, PlayNow.com, with a focus on player protection and the minimization of gambling harms. Application of these standards helps ensure:

- That internet gambling in British Columbia is delivered and managed by BCLC in a socially responsible manner;
- That BCLC understands its role and responsibilities in relation to the responsible delivery of gambling;
- A safe and informative internet platform for the delivery of gambling products and services;
- Decisions about gambling participation are based on informed choice;
- Player health is promoted, and gambling-related risks are minimized; and,
- Persons negatively affected by gambling have access to timely and effective information and assistance.

GPEB recognizes some standards require implementation time before BCLC will be fully compliant. These standards are identified by an * with a footnoted date when the standard becomes effective, and compliance is required.

1. INFORMED CHOICE

Providing information to players assists them in making informed decisions about the types of gambling they want to engage in and how much risk they are willing to assume. To achieve this, BCLC will assist players in making informed choices by ensuring that:

1.1 BCLC's responsible gambling or GameSense information is prominently displayed and easily accessible. Links to this information are located on the main pages on PlayNow.com, including but not limited to the home screen, the play window, the deposit page, the cashier window, and the player account page.

1.2 Information on positive play is available and prominently displayed to players, and that information includes:

- Tips on how to gamble safely and within limits, and
- Clear instruction on the use of play management tools, such as deposit limits, time limits, and self-assessment.*

1.3 Information about how the games work, skill versus chance, randomness, chances of winning, common myths, and house edge is available to players on PlayNow.com.

1.4 Information about the signs of problematic gambling is prominently displayed on PlayNow.com, along with information about available help services. Contact information for those seeking support and treatment, including information about the Province's Gambling Support Line, is prominently displayed on key pages (See 2.1).

1.5 Players are able to track in real time the amount of time and money spent gambling and can also access up to six months of historical information, such as total wins and losses, games played, and amounts wagered.

2. APPROPRIATE RESPONSE

BCLC must provide timely assistance to players looking for information on games offered on PlayNow.com, and also provide responsible and problem gambling information when needed. To achieve this, BCLC will:

2.1 Have in place comprehensive and up to date policies and procedures to guide staff in assisting players who may be experiencing problems with their online gambling.

2.2 Ensure that all BCLC staff receive the forms of responsible gambling training relevant to their position. Employees should receive updated training as best practices in the delivery of responsible gambling services evolve.

2.3 Ensure that BCLC staff can provide responsible gambling information, such as the odds of winning and luck versus skill and will dispel beliefs contrary to that responsible gambling information when expressed through online chats or calls.

2.4 Ensure that BCLC staff are trained to know where to find available resources specific to that individual's community, including support line numbers and other community-based supports, and are aware of other tools, such as voluntary self-exclusion and time-out options.

* Standard 1.2 will be effective March 31, 2023

2.5 Have in place a risk assessment and intervention protocol to detect and prevent high-risk play, developed through the use of data analytics or other tools.

2.6 Ensure that interventions, in the form of pop-up messages, risk profiles, and/or self-test results, are visible and available to help reduce player risk.*

3. SITE AND GAME DESIGN

The player registration process and the design of games are to be managed in a responsible manner. BCLC will ensure that:

3.1 The legal age for gambling must be clearly stated and minors must be prohibited from registering and playing on PlayNow.com.

3.2 Processes are in place to verify the age and location of players at the time of registration. Potential PlayNow.com registrants are checked to ensure they are not enrolled in the voluntary self-exclusion program (VSE). Registrants enrolled in the VSE are to be prevented from accessing the site.

3.3 All new PlayNow.com games are subject to a formal responsible gambling screening process. Those games that screen as high risk are to be presented to players as high risk through clear and visible messaging.*

3.4 Games do not bolster risky behaviour or beliefs, such as implying that skill can impact the outcome of games of chance, encourage players to chase their losses, automatically increase the amount they have decided to gamble, or contain features that allow a player to continue to gamble after the player has indicated to the game that they want to stop.

3.5 Games must require a player to commit to each game individually depressing the‘start button’ or taking equivalent action. Providing auto-play for online slots is not permitted.*

3.6 Players may have only one account. Multiple accounts are to be detected and prevented.

3.7 Players are provided with an easy and obvious way to set gambling limits (financial or time-based) upon registration and at any time after registration.

3.8 The setting of weekly deposit limits is mandatory for players. Players must take active steps to opt out of establishing loss limits, time limits (daily, weekly, or monthly) and time-outs. These limits can be lowered at any time and will take place immediately.*

3.9 Where a gambling limit has been previously established by a player, a request by the player to increase that limit is to be implemented only after a cooling-off period of at least 24 hours.

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*Standard 2.6 will be effective March 31, 2024
*Standard 3.3 will be effective March 31, 2023
*Standard 3.5 will be effective March 31, 2024
*Standard 3.8 will be effective March 31, 2024

3.10 Player engagement with responsible gambling tools, including those related to setting time or loss limits and time-outs, is encouraged and incentivized.*

3.11 Players are notified when set limits described in 3.8 are reached and may opt to continue play after re-establishing limits.

3.12 Players have clear and visible access to their account details, including balances, deposits, withdrawals, bonuses, and any limits on play.

3.13 The cash value of chips or credits is displayed.

3.14 Breaks in play are promoted through the use of hourly session reminders, pop-up messages and other tools.*

4. FINANCIAL TRANSACTIONS

Financial transactions are managed in a responsible manner. BCLC will ensure that:

4.1 No credit or loans are extended to players from the site.

4.2 Automatic deposits from money sources, such as bank accounts, are prohibited. However, deposits for lottery draw subscriptions are exempt.

4.3 Financial transaction policies and practices are easily available to players.

5. VOLUNTARY SELF-EXCLUSION

The voluntary self-exclusion program (VSE) must be well managed, support-oriented, and promoted. To ensure this, BCLC will:

5.1 Have in place comprehensive VSE policies and procedures.

5.2 Ensure program information is displayed prominently, is communicated to players, and easily accessible on PlayNow.com.

5.3 Ensure the VSE registration process is simple and straightforward, and that all necessary information, such as exclusion conditions, confidentiality, help resources, etc., is conveyed to players. Enrollment is available online or through customer services.

5.4 Offer a range of exclusion lengths to players.

5.5 Make exclusion irrevocable.

5.6 Provide information regarding support services to the player at the time of VSE registration. Players are informed that follow up support services will be provided. Players have the opportunity to opt out of these support services.*

5.7 Provide time-out options to players who do not wish to register for self-exclusion but want to stop gambling for a specified period. Players shall be provided the option to take a one-day, two-week, one-month, two-month, or three-month break.

5.8 Remove self-excluded players from all direct marketing materials for the duration of the self-excluded period.

5.9 Require that players wanting to resume play at the expiration of their self-exclusion period participate in an active reinstatement process. Resources that promote safe play will be provided as part of that process, along with proactive support to connect with other requested community services.*

5.10 Ensure a mechanism is in place to facilitate the return of the balance of unused funds to a self-excluded individual, when requested by the individual.

5.11 Require that players who voluntarily exclude themselves from BCLC's online platform will also be prohibited from participating in land-based gambling offered by BCLC at BC gaming facilities.*

Issued by: Sam MacLeod, General Manager
December 2022

*Standard 3.10 will be effective December 31, 2022
*Standard 3.14 will be effective January 31, 2023
*Standard 5.6 will be effective January 31, 2023
*Standard 5.9 will be effective January 31, 2023
*Standard 5.11 will be effective March 31, 2023

BRITISH
COLUMBIA

December 5, 2022 Cliff: 626328

General Manager
Gaming Policy and Enforcement Branch

Directive Pursuant to
Section 28(1)(k) of the Gaming Control Act

Responsible Gambling Standards for Internet Gambling Conducted by BCLC

This directive is issued by the general manager pursuant to section 28(1)(k) of the *Gaming Control Act* and establishes the policy "Responsible Gambling Standards for Internet Gambling Conducted by BCLC", attached as an appendix, to address problem gambling associated with gambling via the internet. Pursuant to section 28(2) of the *Gaming Control Act*, the BC Lottery Corporation must comply with this directive establishing the attached policy as a directive of the general manager that is applicable to the BC Lottery Corporation.

Sam MacLeod
Assistant Deputy Minister and General Manager
Gaming Policy and Enforcement Branch

This is **EXHIBIT "D"** referred to in the affidavit of Sam MacLeod affirmed before me at Toronto, Ontario this 20th day of June 2024

....
A Commissioner for taking Affidavits Within the Province of Ontario

This is **EXHIBIT "E"** referred to in the affidavit of Sam MacLeod affirmed before me at Toronto, Ontario this 20th day of June 2024

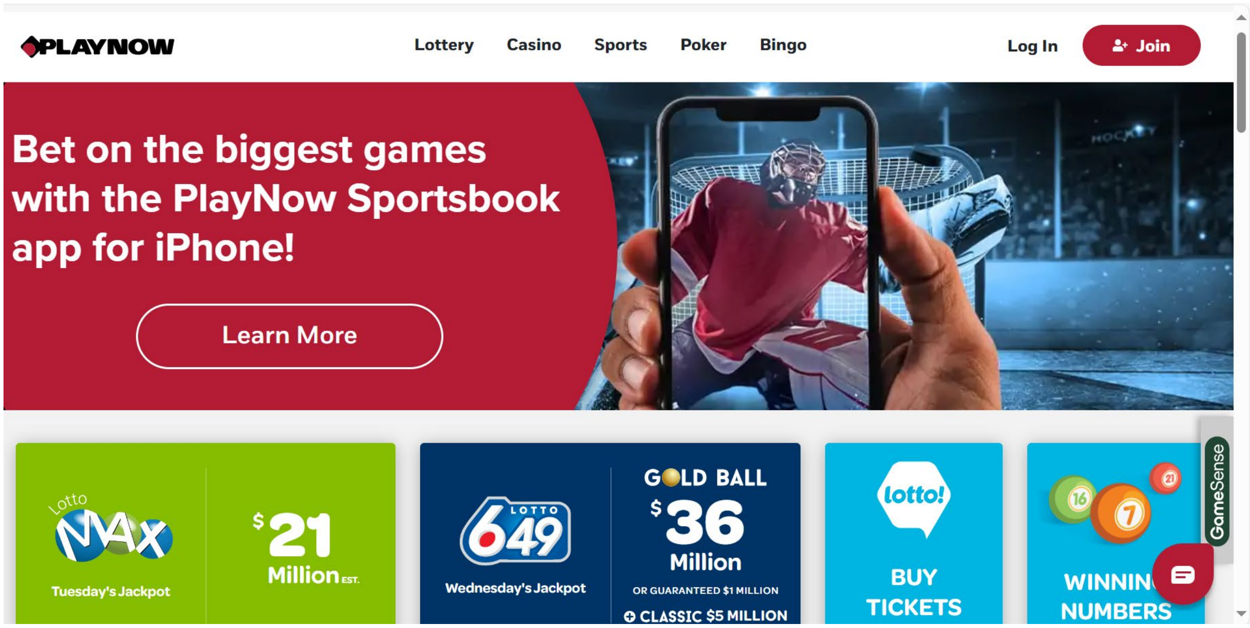
....

A Commissioner for taking Affidavits Within the Province of Ontario

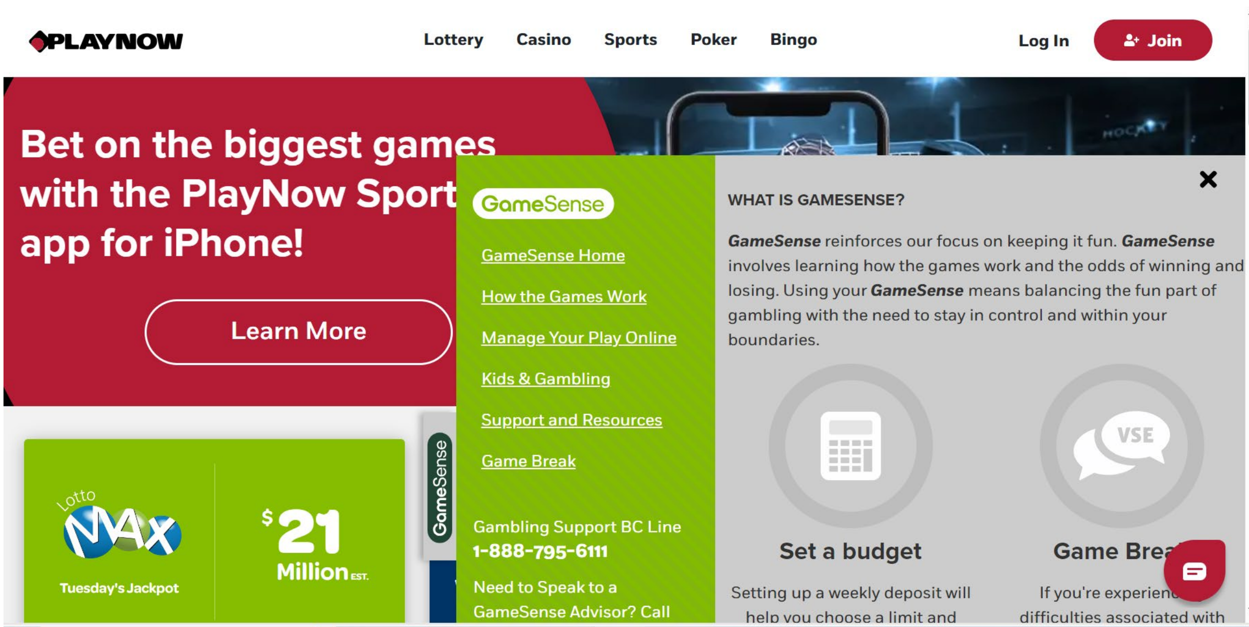
PlayNow.com and GameSense Information

Screenshots of PlayNow and GameSense website taken Sunday, April 21, 2024.

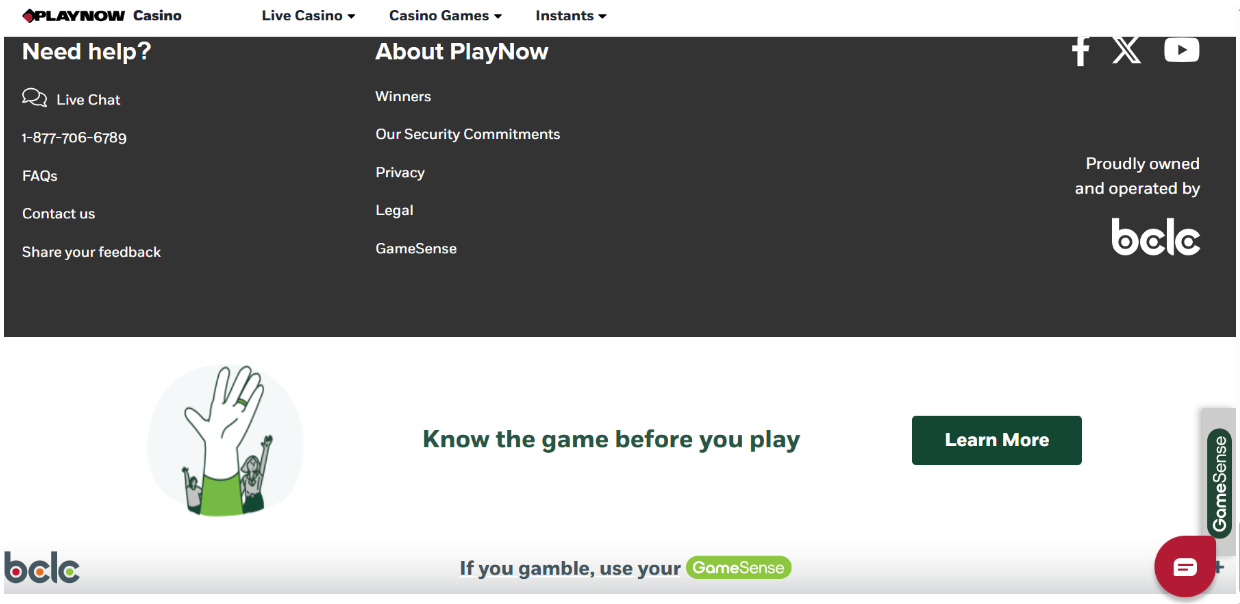
1. The GameSense logo is displayed on the sidebar of main webpages.



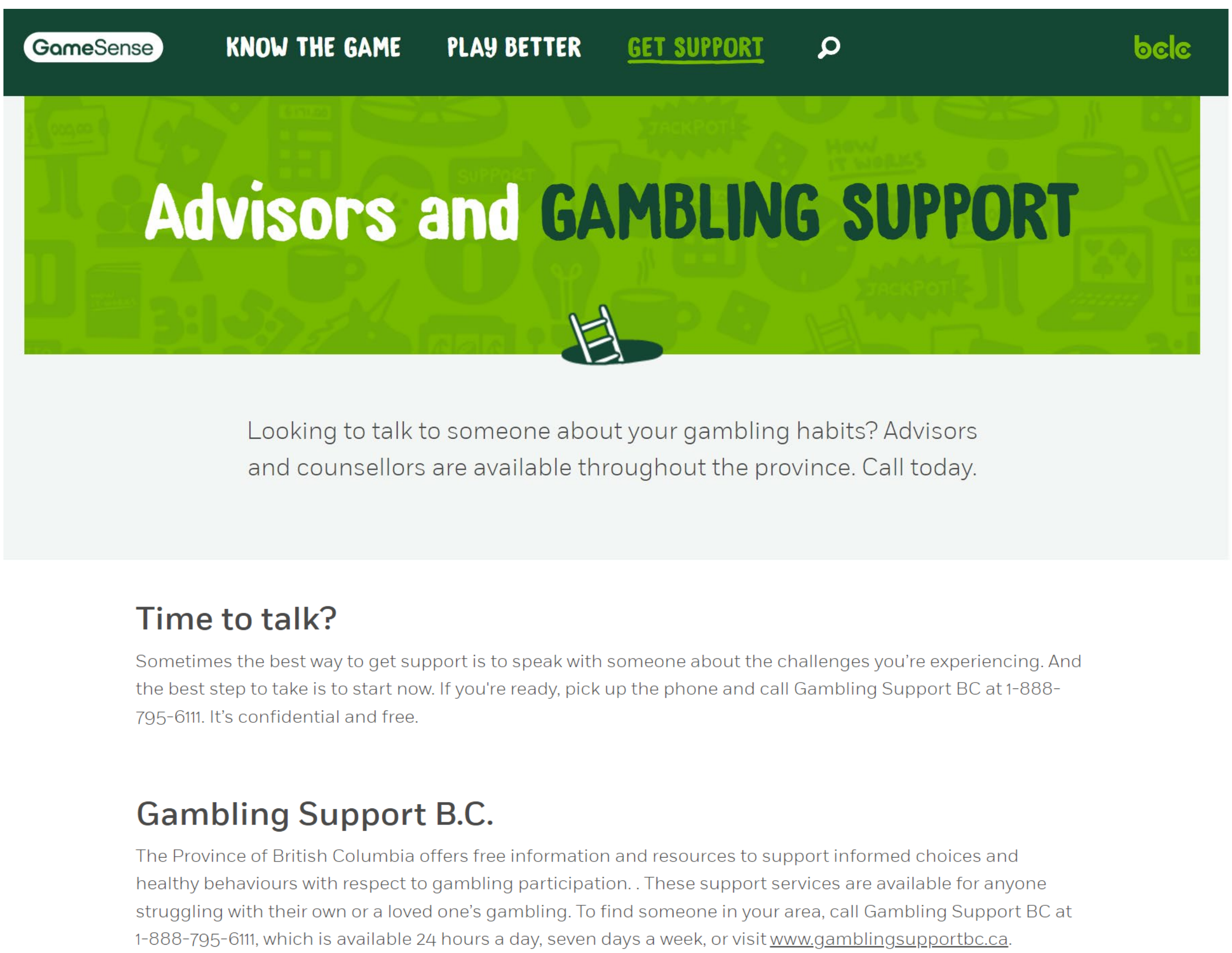
2. The GameSense logo expands to provide information about GameSense and links to Gambling Support BC.



3. GameSense information is available at the bottom of play pages.



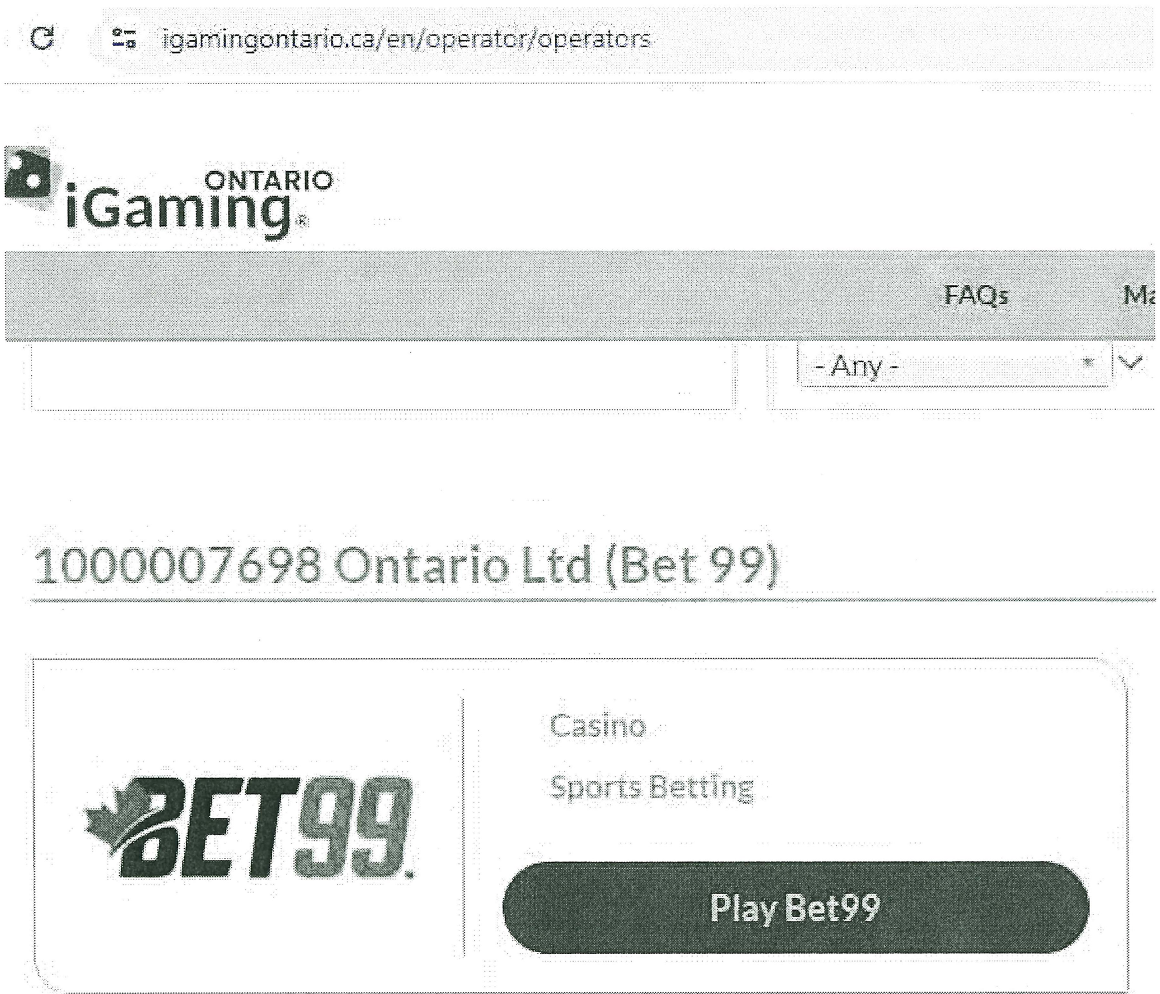
4. The GameSense Website provides referrals to Gambling Support BC.



iGaming Ontario Operator Sites Redirect British Columbia Residents to International Affiliate Websites

Screenshots taken April 16 and 17, 2024.

<u>Bet99</u>
Open igamingontario.ca site and go to "Operators".



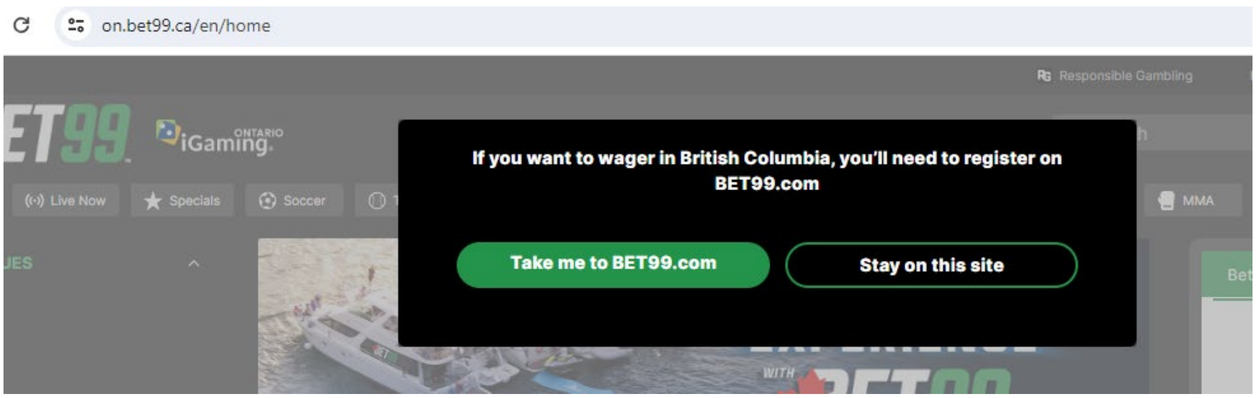
Click on "Play Bet99"

This is **EXHIBIT "<u>F</u>"** referred to in the affidavit of Sam MacLeod affirmed before me at Toronto, Ontario this 20th day of June 2024

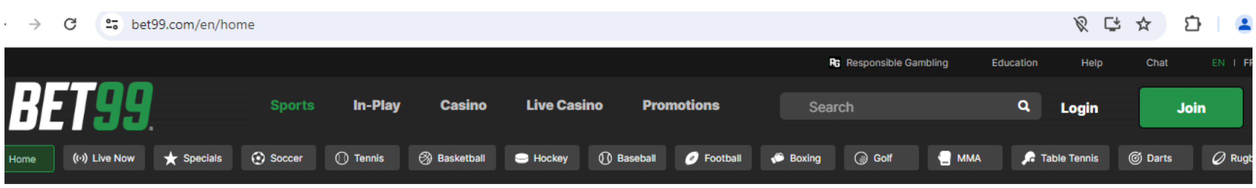
....

A Commissioner for taking Affidavits Within the Province of Ontario

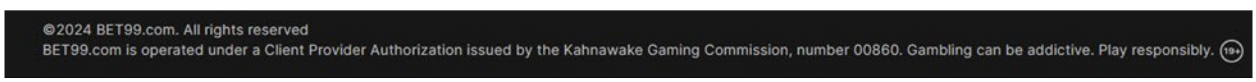
When you enter the site, this pop up displays:



Clicking on "Take me to Bet99.com" takes you to:

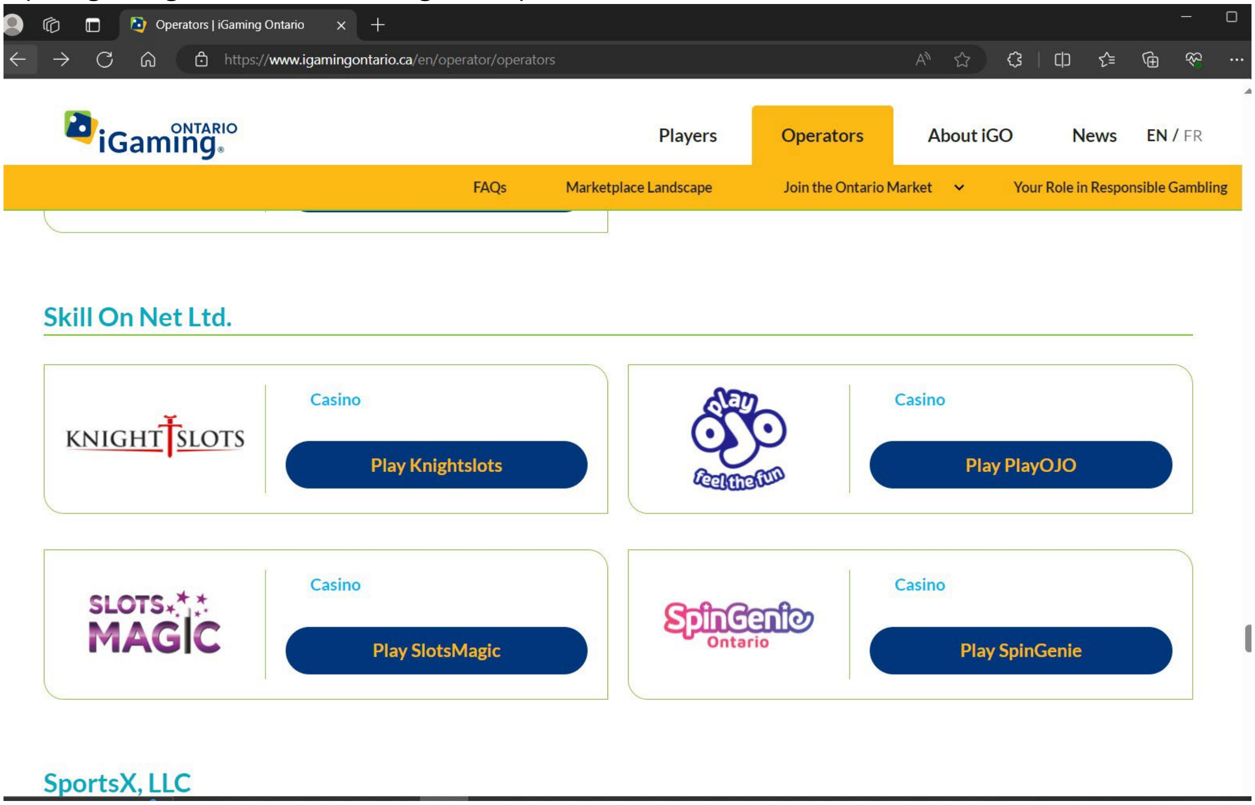


At the bottom of the page, it shows the following licensing information. It shows that Bet99.com is licensed by the Kahnawake Gaming Commission:

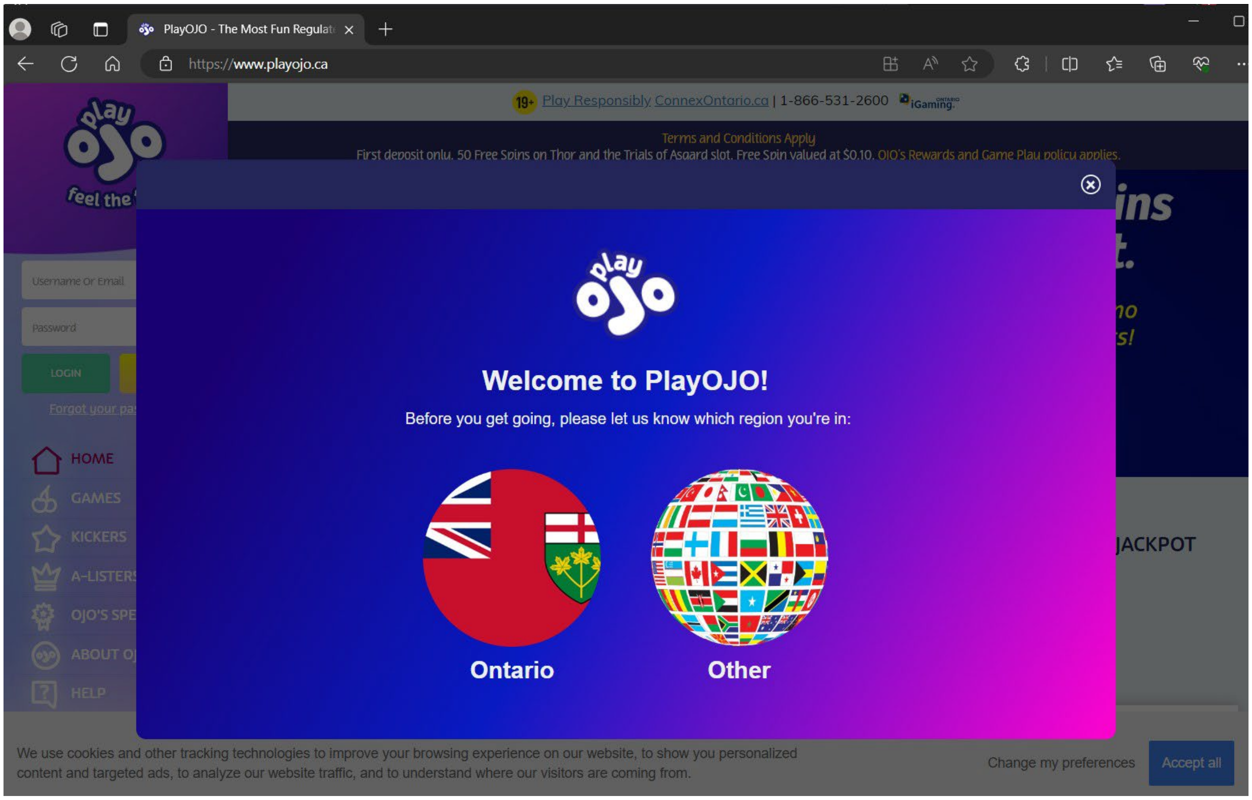


Play Ojo

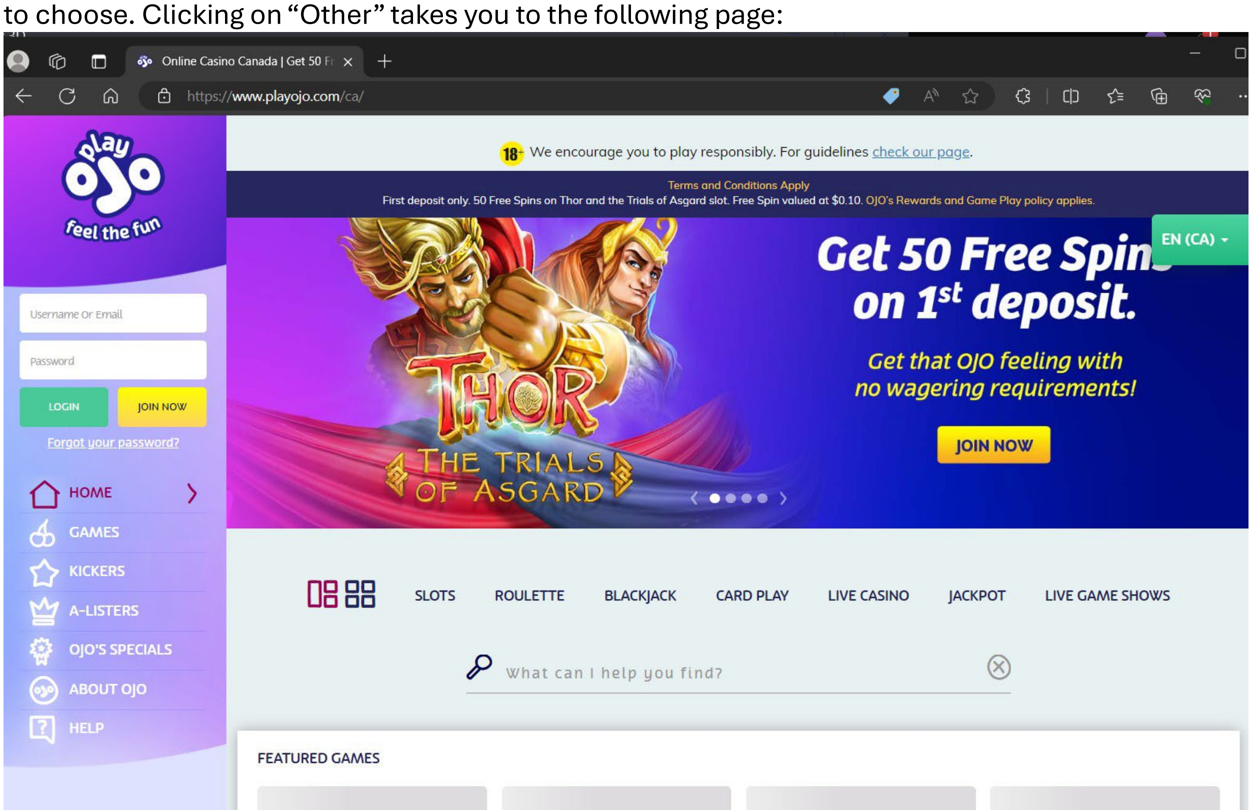
Open igamingontario.ca site and go to “Operators”.



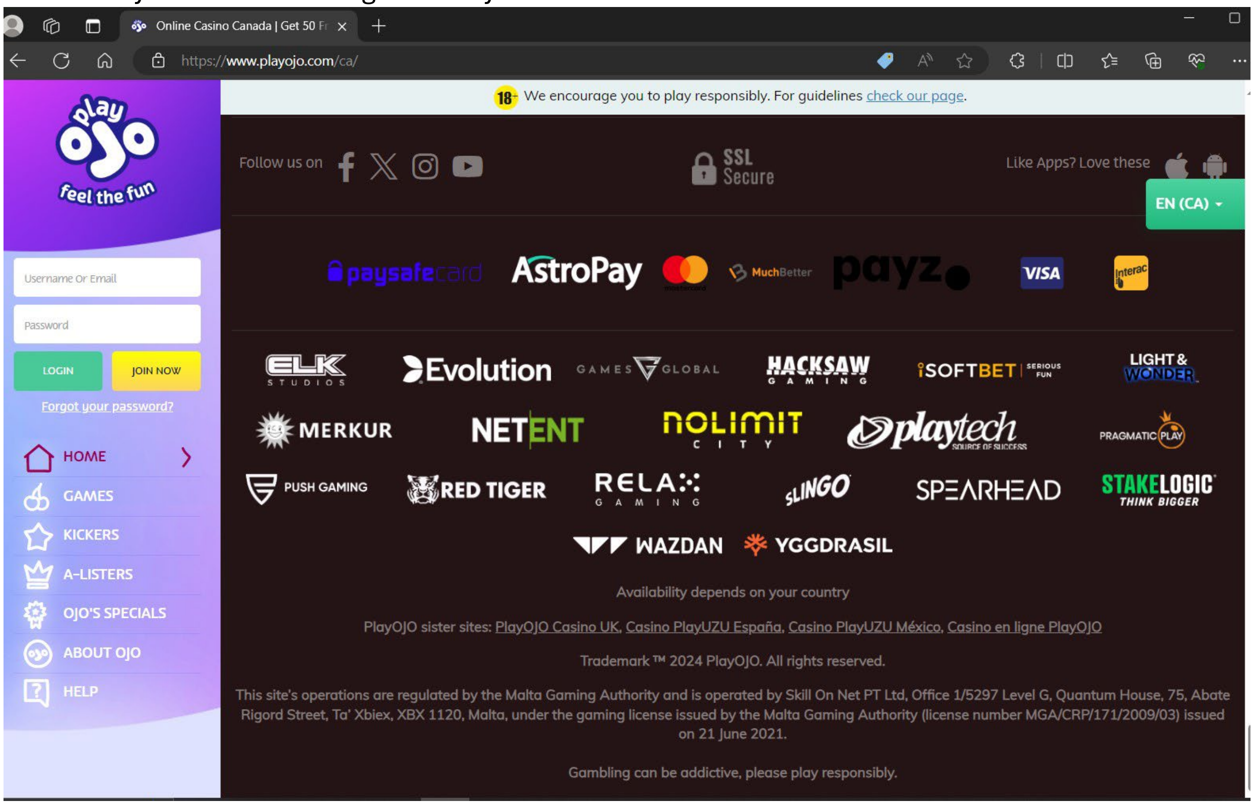
Click on “Play PlayOJO” When the website opens, the below pop-up appears.



The site asks the player what region they are in, whether in Ontario or Other, wherein the player gets to choose. Clicking on "Other" takes you to the following page:

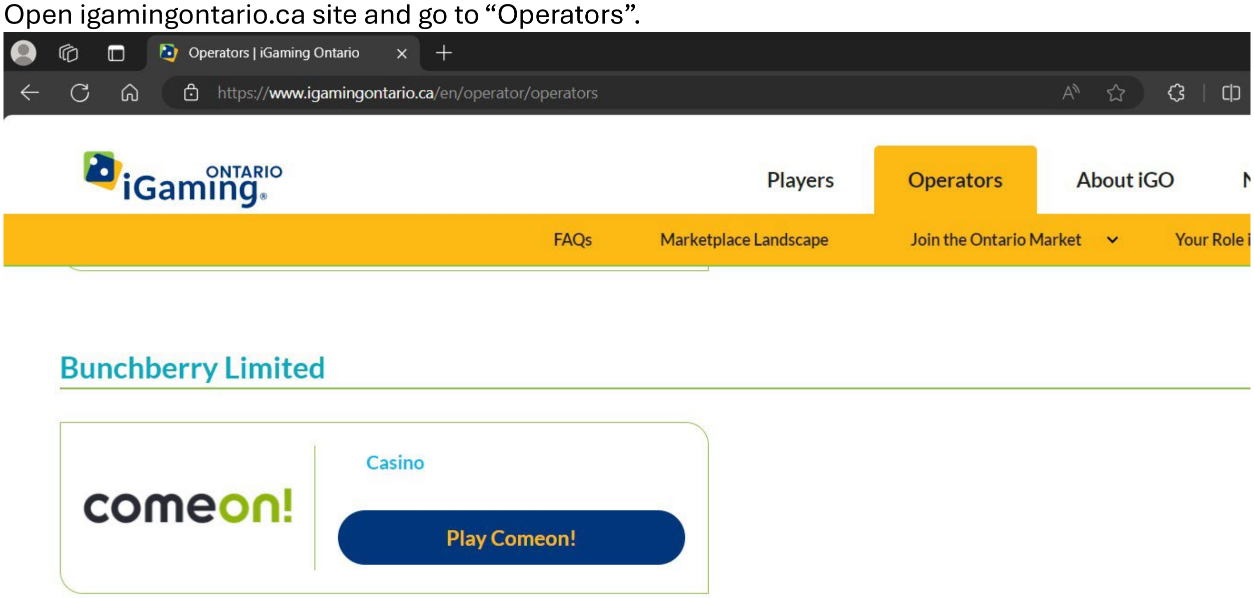


At the bottom of the page it shows the following licensing information. It shows that PlayOJO.com is licensed by the Malta Gaming Authority.

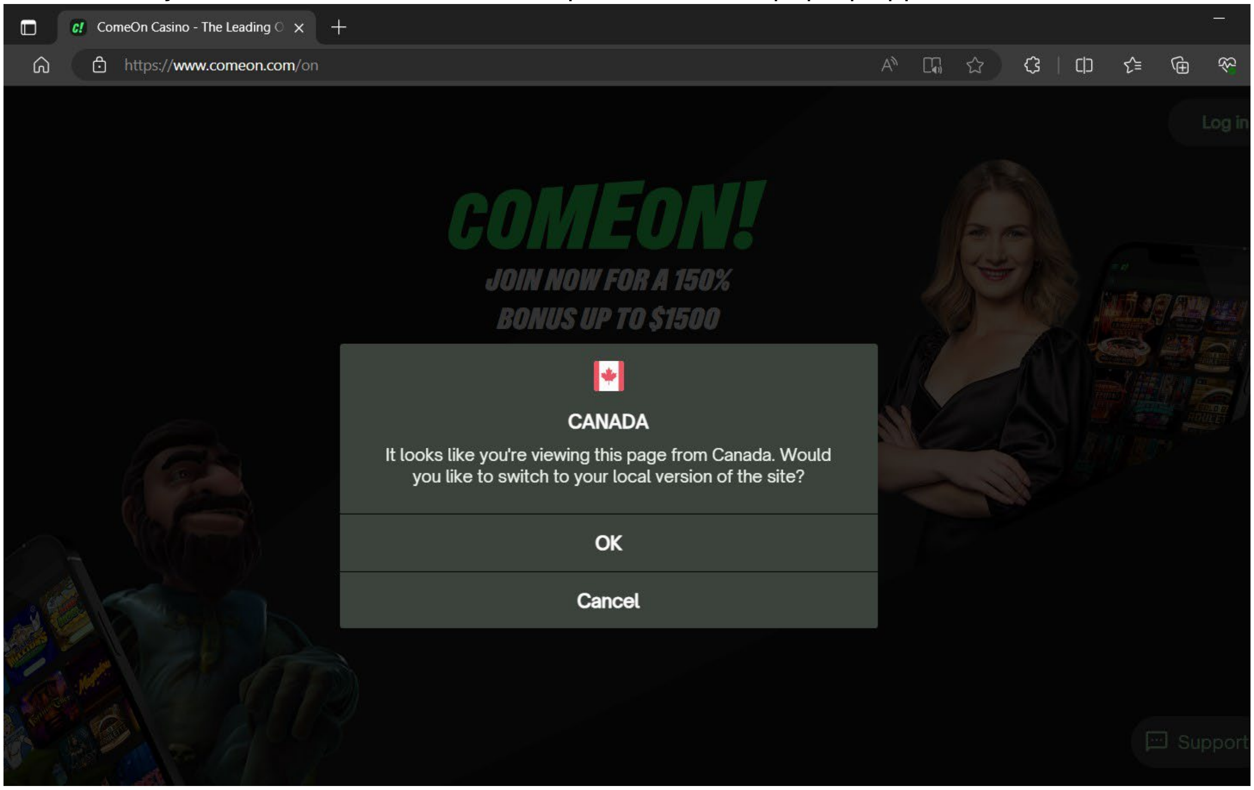


ComeOn

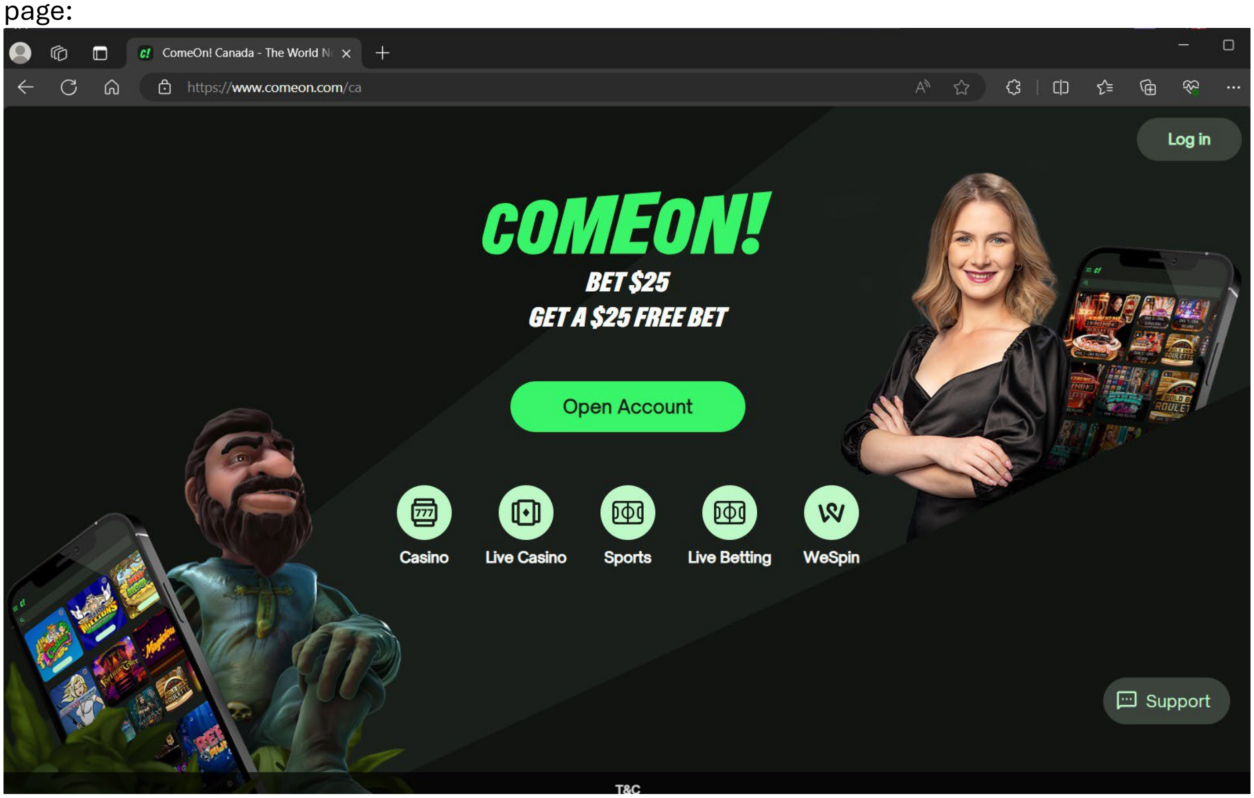
Open igamingontario.ca site and go to "Operators".



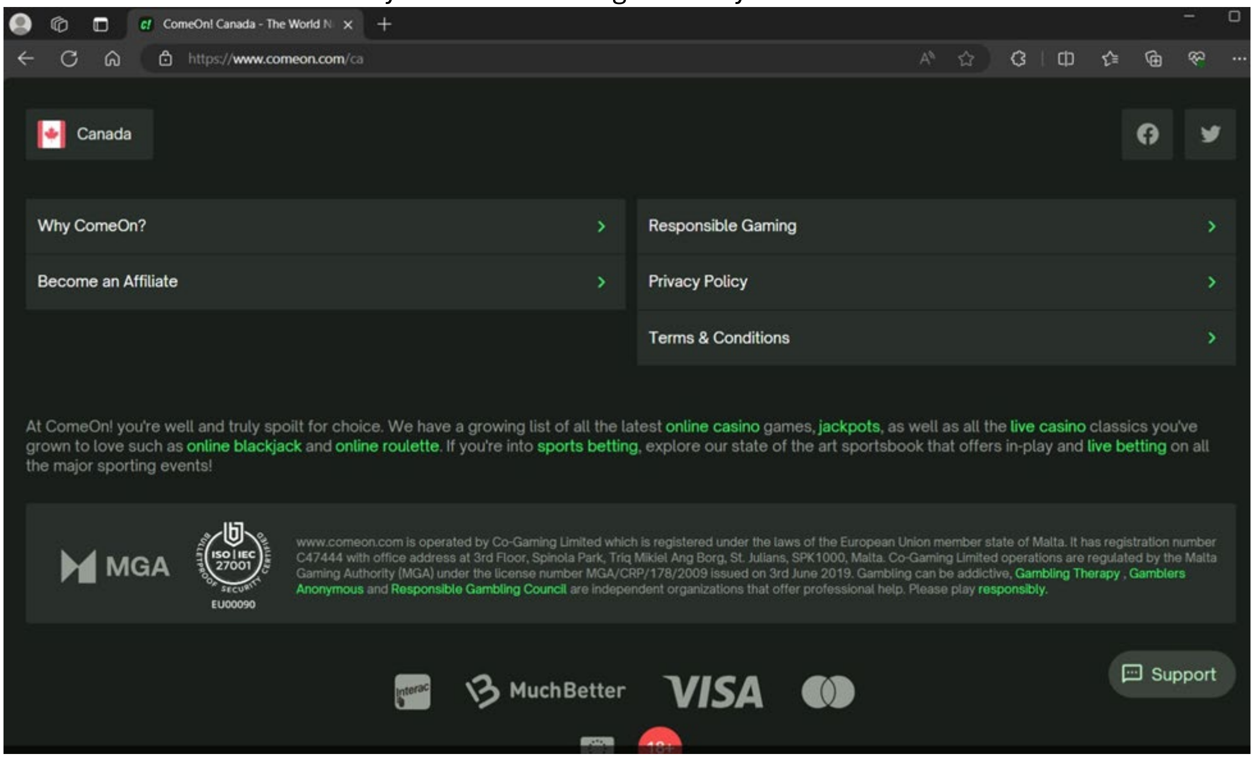
Click on “Play Comeon!” When the website opens, the below pop-up appears.



The site displays a pop-up that advises the player that they appear to be in Canada, and asks them if they would like to switch to a local version of the site. Clicking on “OK” takes you to the following page:

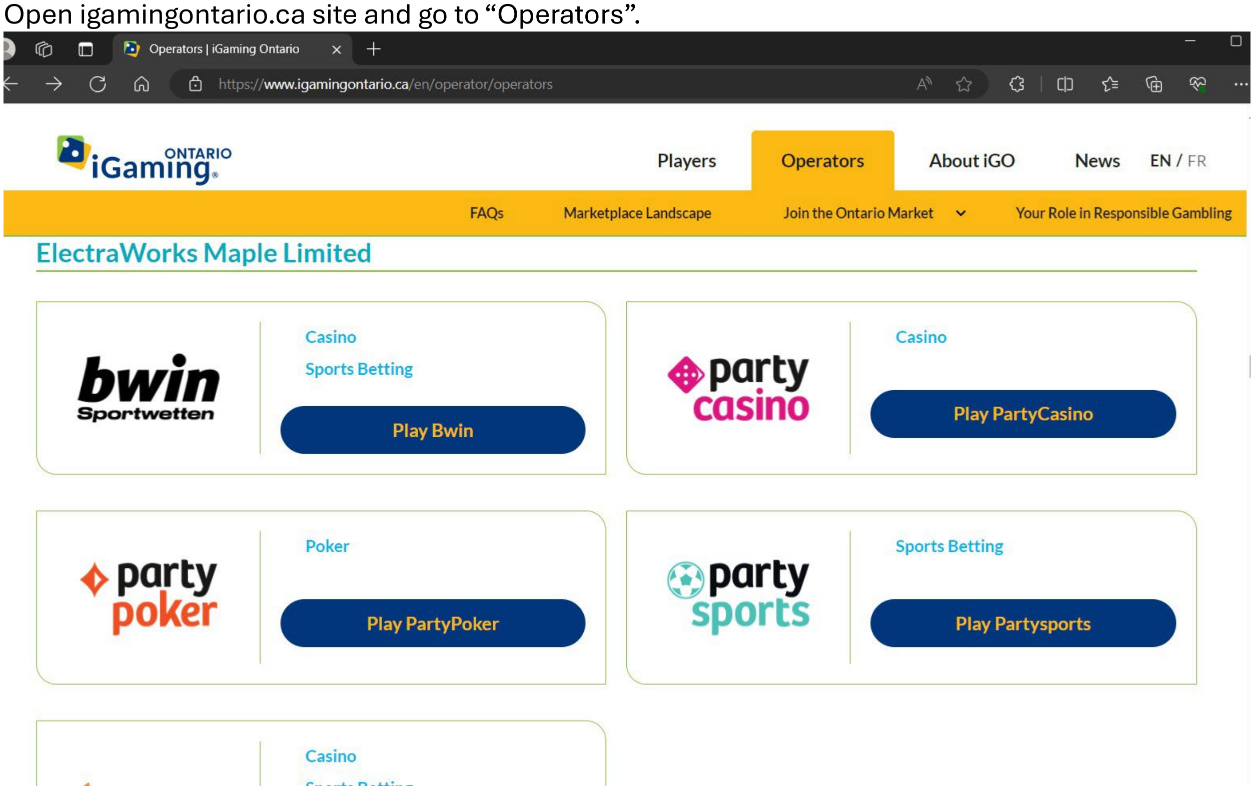


At the bottom of the page it shows the following licensing information. It shows that ComeOn.com/ca is licensed by the Malta Gaming Authority.

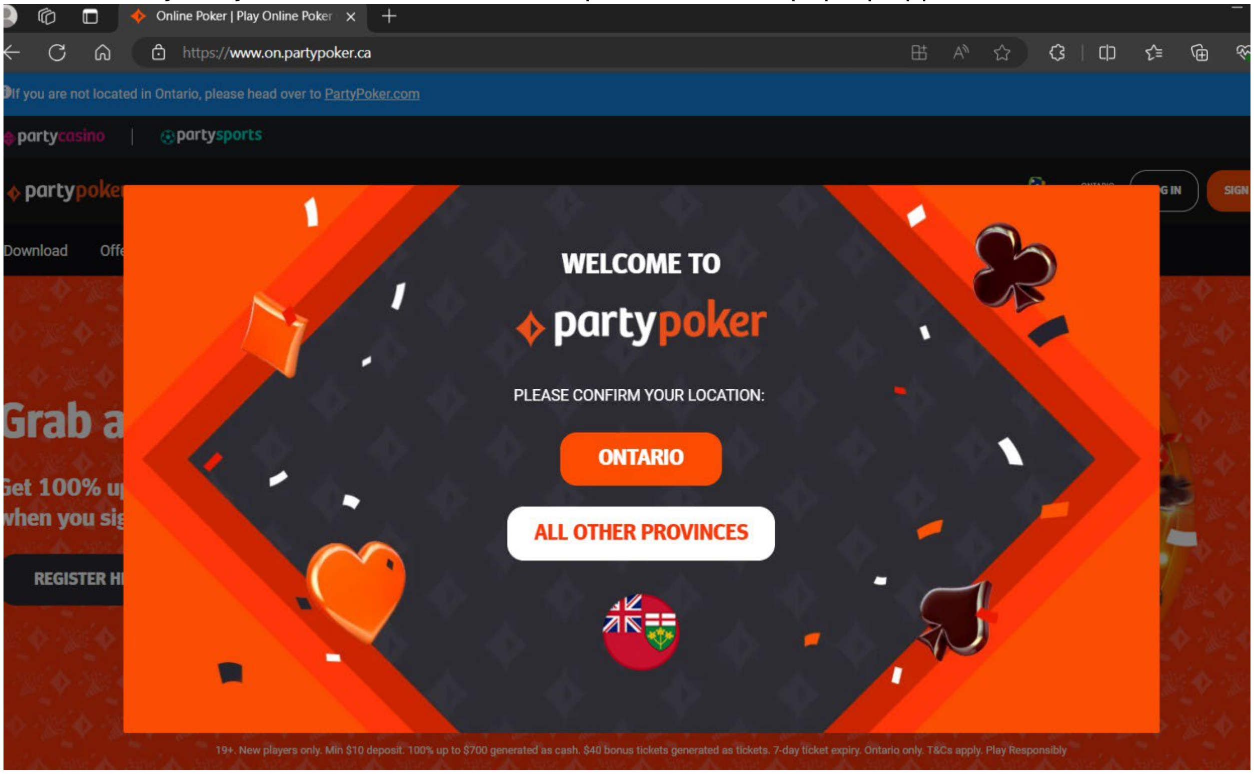


Party Poker

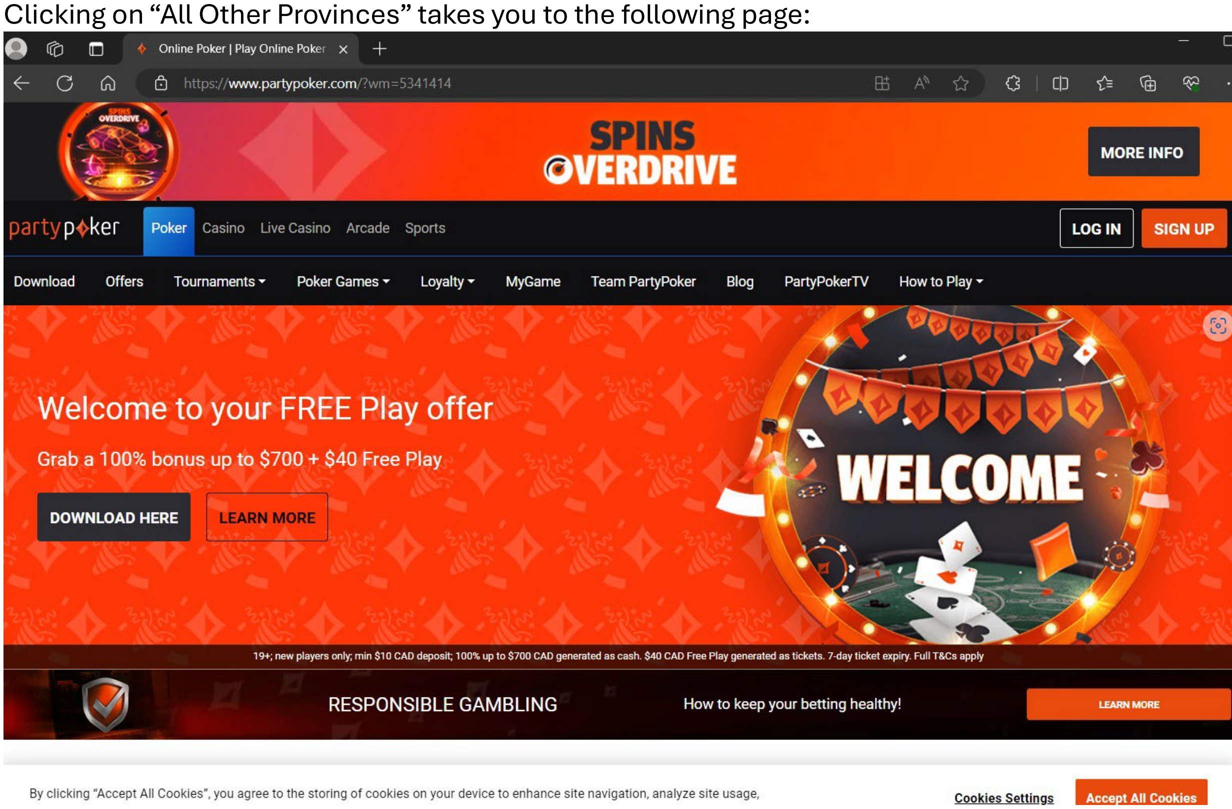
Open igamingontario.ca site and go to "Operators".



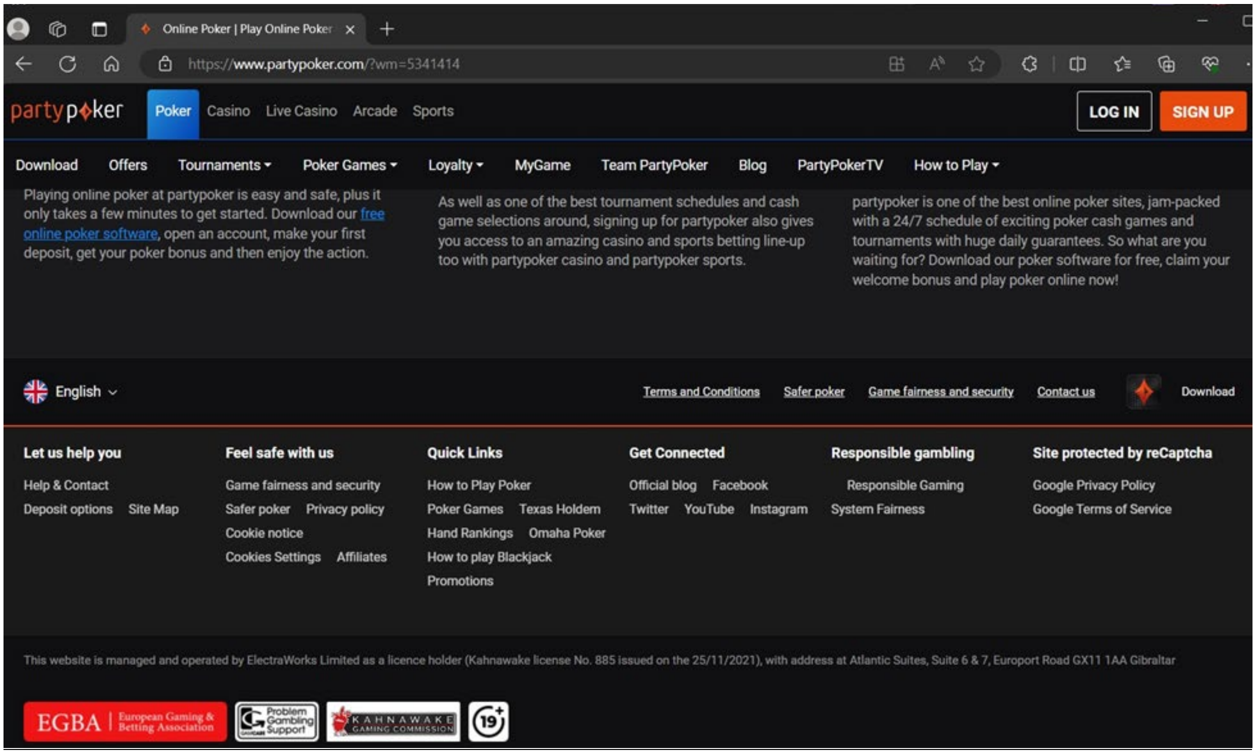
Click on “Play PartyPoker” When the website opens, the below pop-up appears.



Clicking on “All Other Provinces” takes you to the following page:

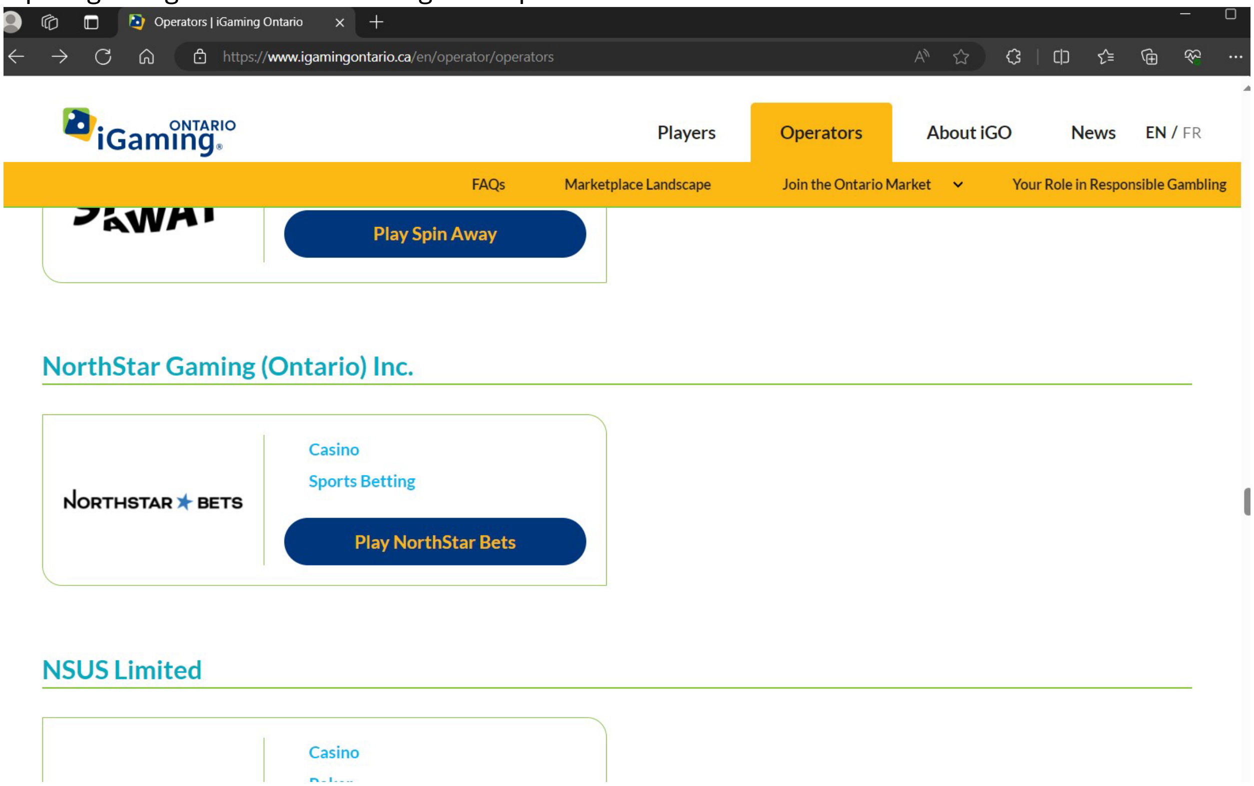


At the bottom of the page it shoes the following licensing information. It shows that PartyPoker.com is licensed by the Kahnawake Gaming Commission.

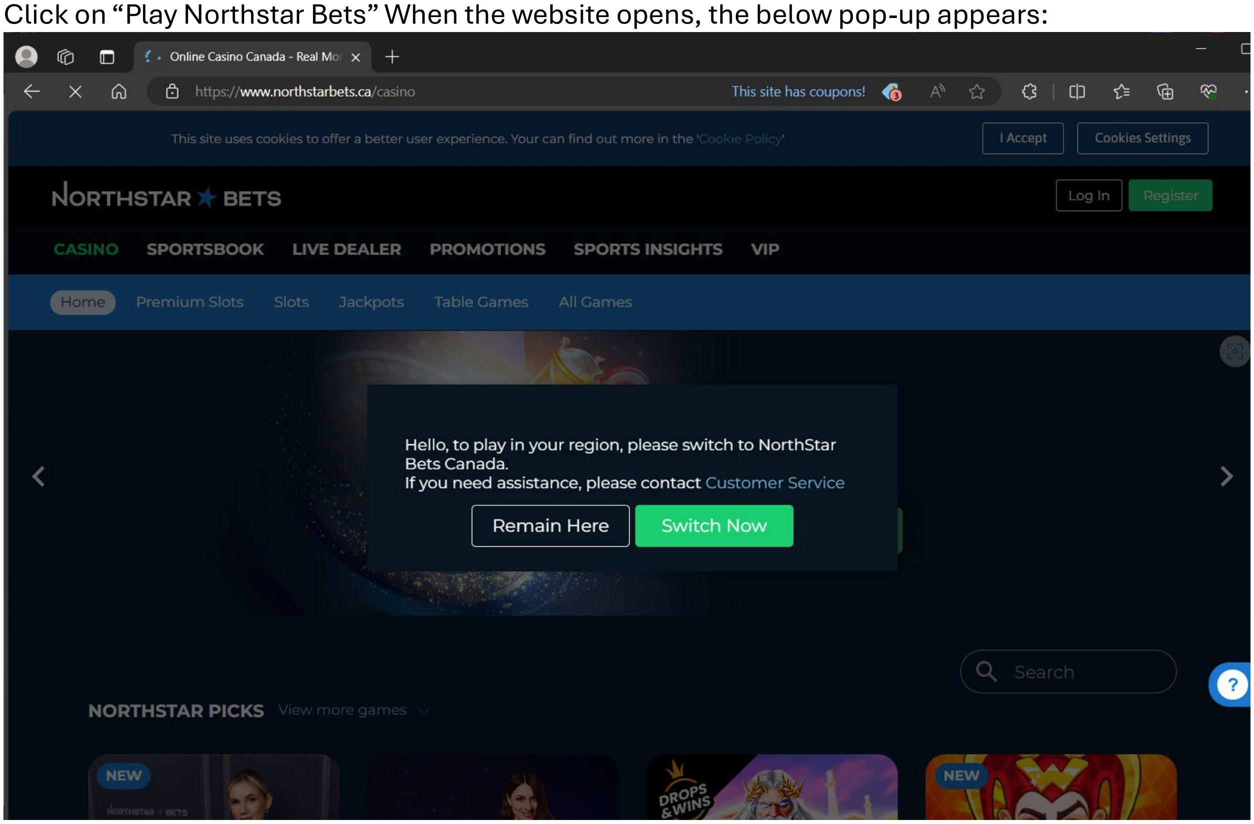


<u>Northstar Bets</u>

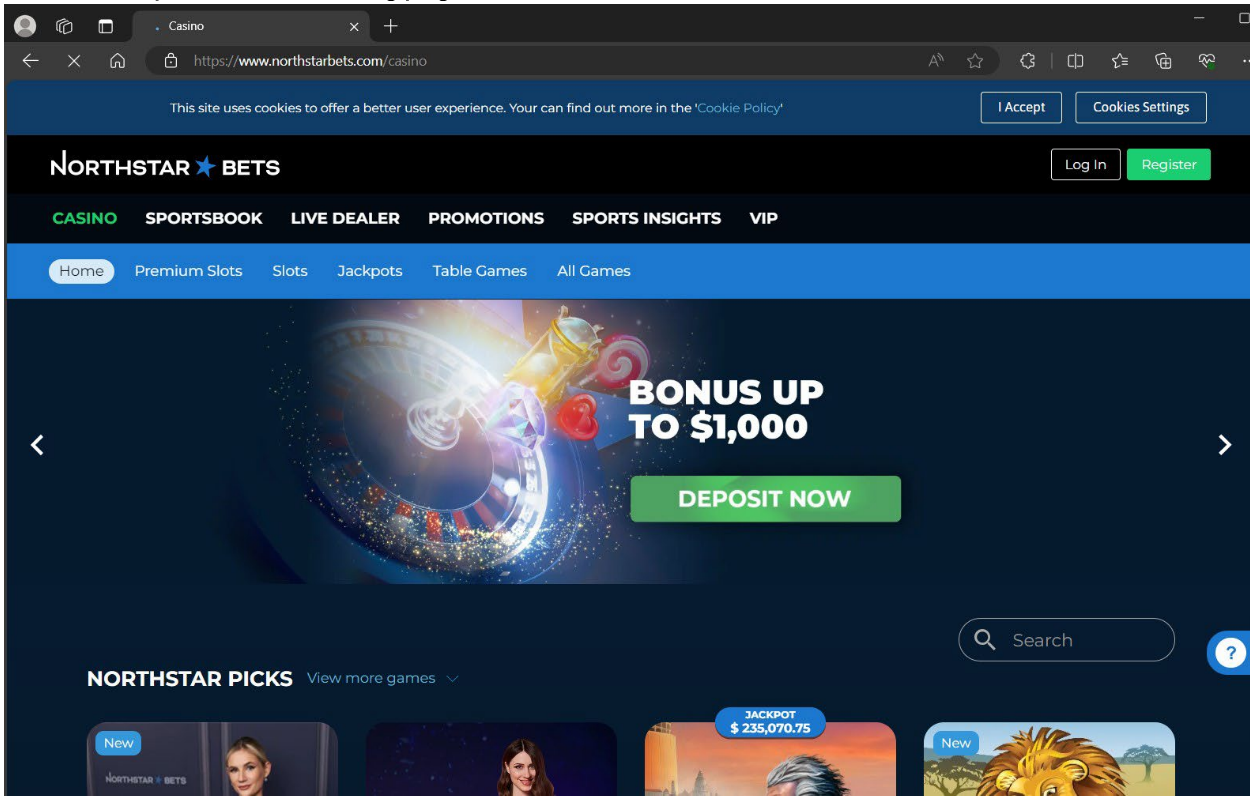
Open igamingontario.ca site and go to “Operators”.



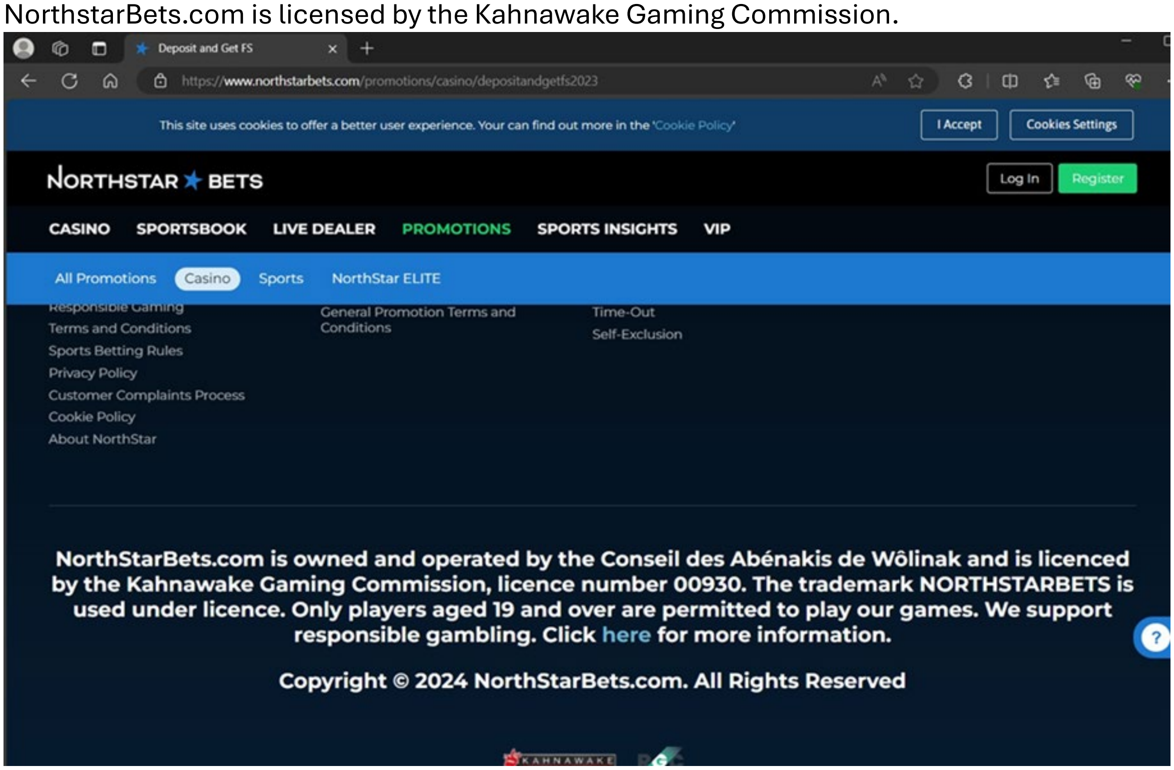
Click on “Play Northstar Bets” When the website opens, the below pop-up appears:



The site advises the player that to play in their region, they player must switch to North Star Bets Canada. However, there is an option to remain on the Ontario licensed site. Clicking on “Switch Now” takes you to the following page:

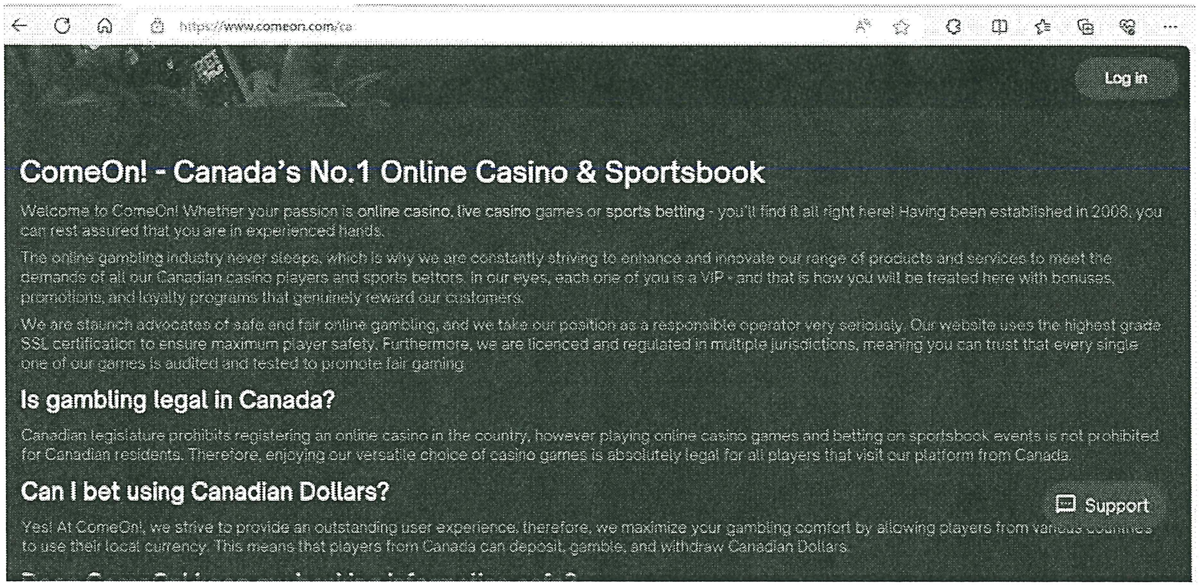


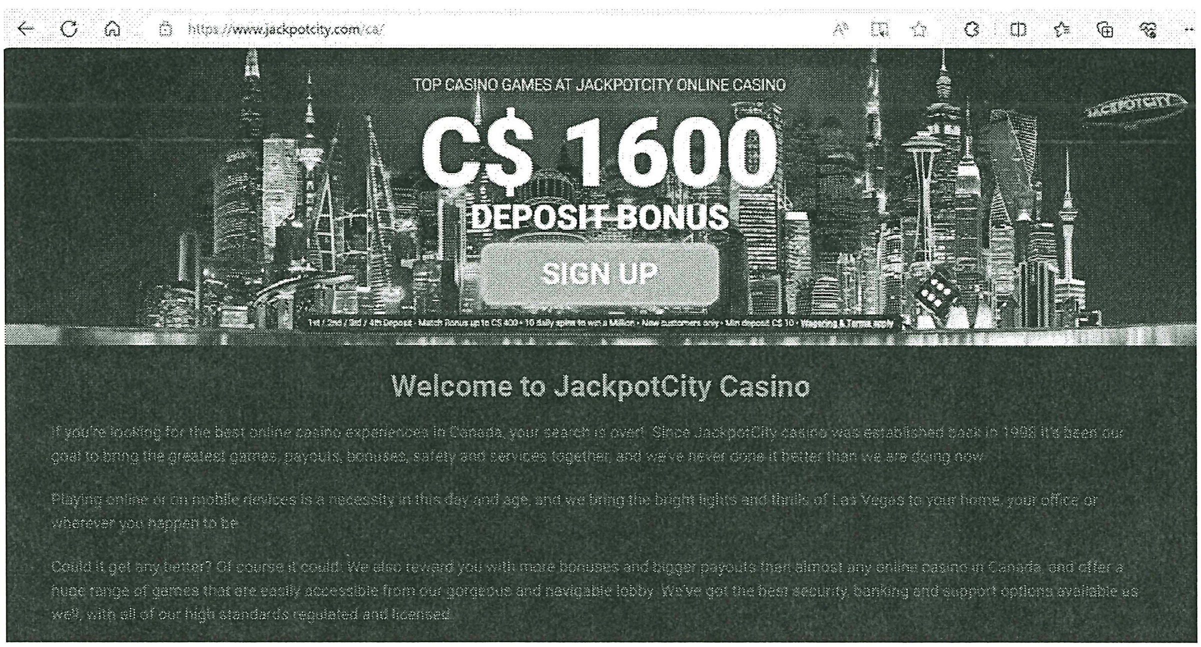
At the bottom of the page it shows the following licensing information. It shows that NorthstarBets.com is licensed by the Kahnawake Gaming Commission.



Affiliate Sites Branded as Canadian

Screenshots taken April 22, 2024.

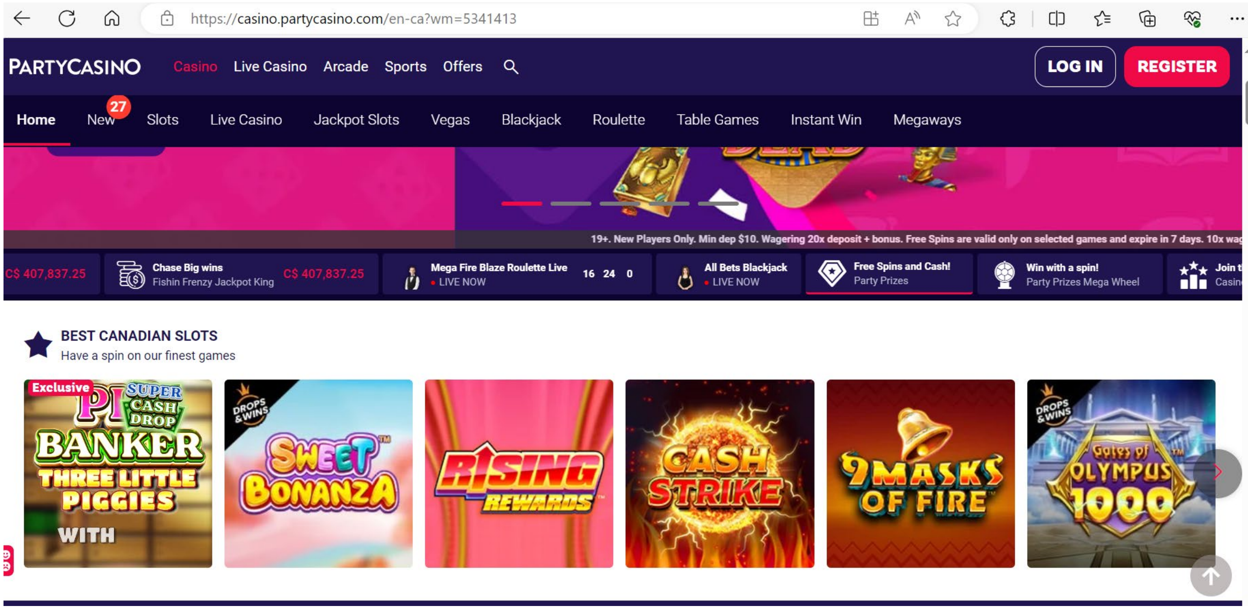




This is **EXHIBIT "G"** referred to in the affidavit of Sam MacLeod affirmed before me at Toronto, Ontario this 20th day of June 2024

....

A Commissioner for taking Affidavits
Within the Province of Ontario


https://casino.partycasino.com/en-ca?wm=5341413
PARTYCASINO
Casino
Live Casino
Arcade
Sports
Offers
LOG IN
REGISTER
Home
New 27
Slots
Live Casino
Jackpot Slots
Vegas
Blackjack
Roulette
Table Games
Instant Win
Megaways
19+. New Players Only. Min dep $10. Wagering 20x deposit + bonus. Free Spins are valid only on selected games and expire in 7 days. 10x wag
C$ 407,837.25
Chase Big wins
Fishin Frenzy Jackpot King
C$ 407,837.25
Mega Fire Blaze Roulette Live
LIVE NOW
16 24 0
All Bets Blackjack
LIVE NOW
Free Spins and Cash!
Party Prizes
Win with a spin!
Party Prizes Mega Wheel
BEST CANADIAN SLOTS
Have a spin on our finest games
Exclusive
SUPER CASH DROP
BANKER
THREE LITTLE PIGGIES
WITH
DROPS & WINS
SWEET BONANZA
RISING REWARDS
CASH STRIKE
9 MASKS OF FIRE
DROPS & WINS
Gates of OLYMPUS 1000

North Star Expansion Announcement

https://www.northstargaming.ca/press-release/northstar-gaming-announces-plans-to-launch-betting...

NorthStar Gaming Announces Plans to Launch Betting Platform Canada-Wide

NorthStarBets.com site set to go live across the country

Toronto – October 10, 2023 – NorthStar Gaming Holdings Inc. (TSX-V:BET) ("**NorthStar**", or the "**Company**") is pleased to announce that its online casino and sportsbook will soon be available across Canada with the launch of NorthStarBets.com in the coming weeks. Debuting in Ontario in May 2022, the NorthStar Bets gaming platform will go live in every Canadian province and territory.

"We are thrilled to take this groundbreaking step and become a truly national brand. As a Canadian company, we are confident we understand local consumers better than the large international competitors and that we offer a premium experience that best meets their needs," said Michael Moskowitz, Chair and CEO of NorthStar Gaming. "We expect the Canada-wide launch to be an important catalyst that drives growth in our customer base and revenues for years to come."

"That's a Win"

This is **EXHIBIT "H"** referred to in the affidavit of Sam MacLeod affirmed before me at Toronto, Ontario this 20th day of June 2024

....

A Commissioner for taking Affidavits Within the Province of Ontario

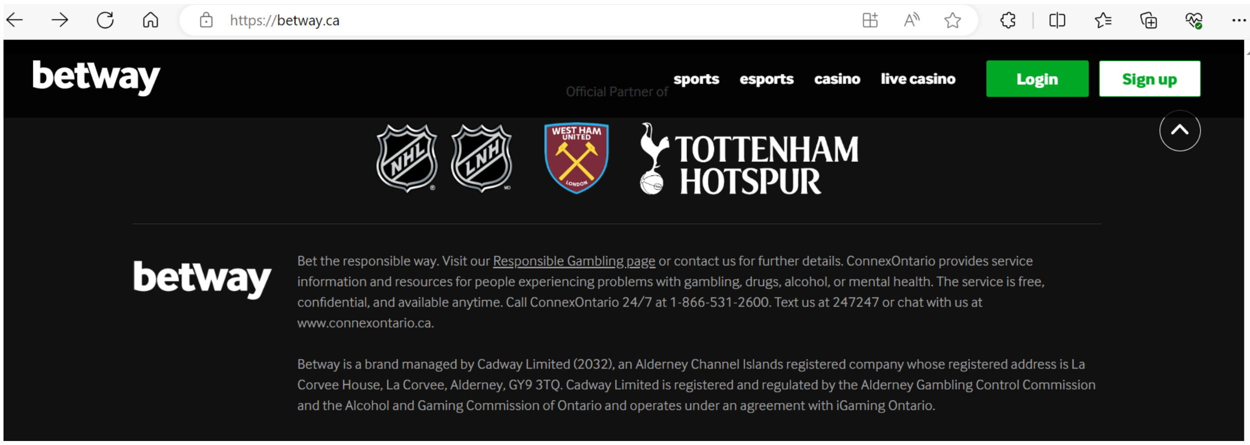
This is **EXHIBIT "J"** referred to in the affidavit of Sam MacLeod affirmed before me at Toronto, Ontario this 20th day of June 2024

....
A Commissioner for taking Affidavits
Within the Province of Ontario

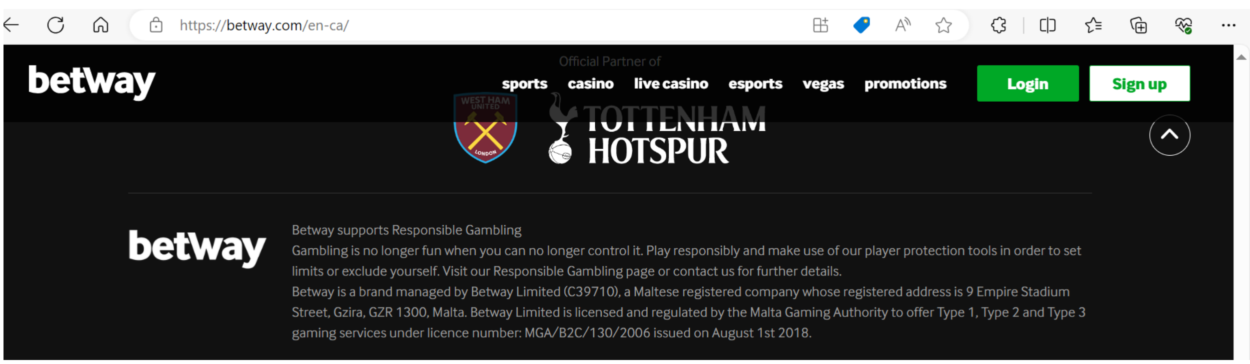
Company information from Ontario and international websites

Screenshots taken April 22, 2024.

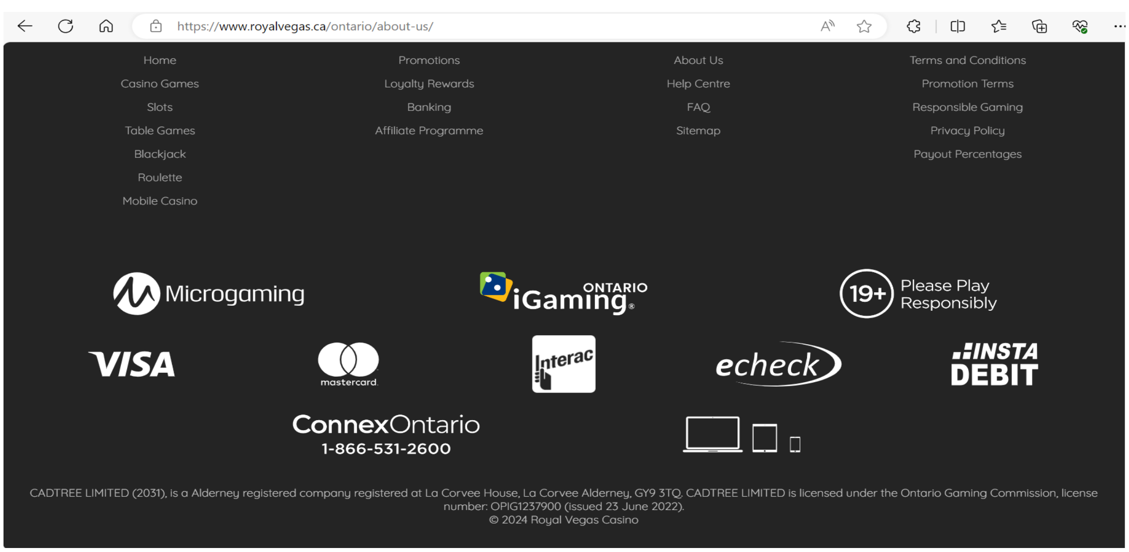
1. Ontario's Betway site operated by Cadway Limited



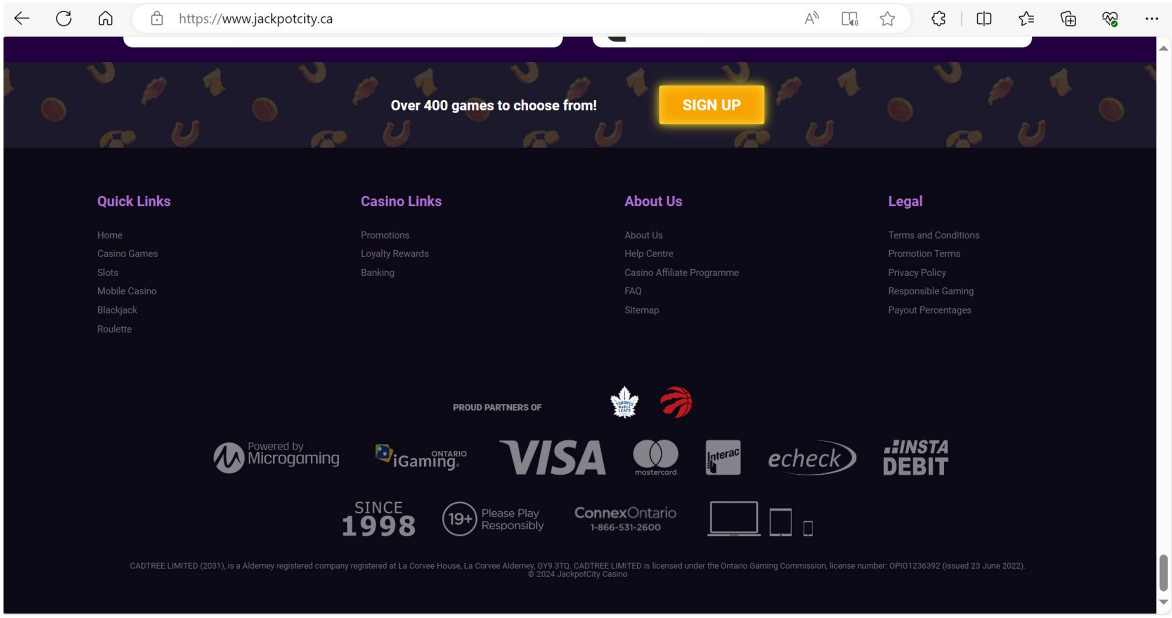
2. International Betway site operated by Betway Limited



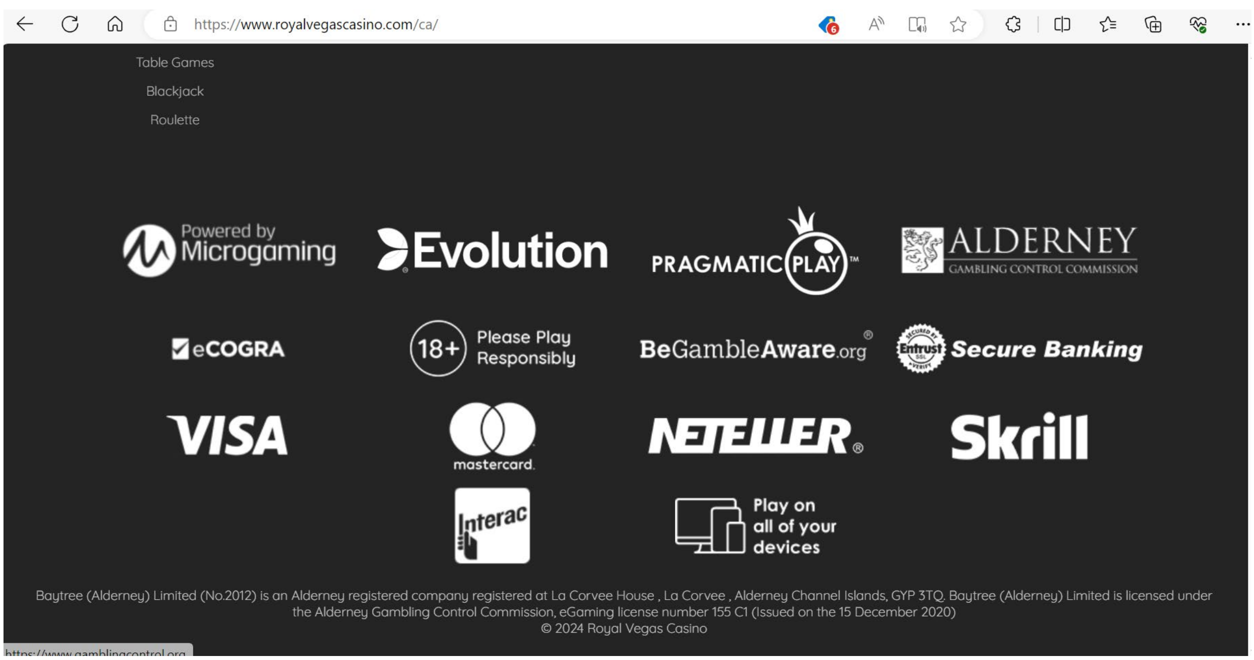
3. Ontario's Royal Vegas website operated by Cadtree Limited



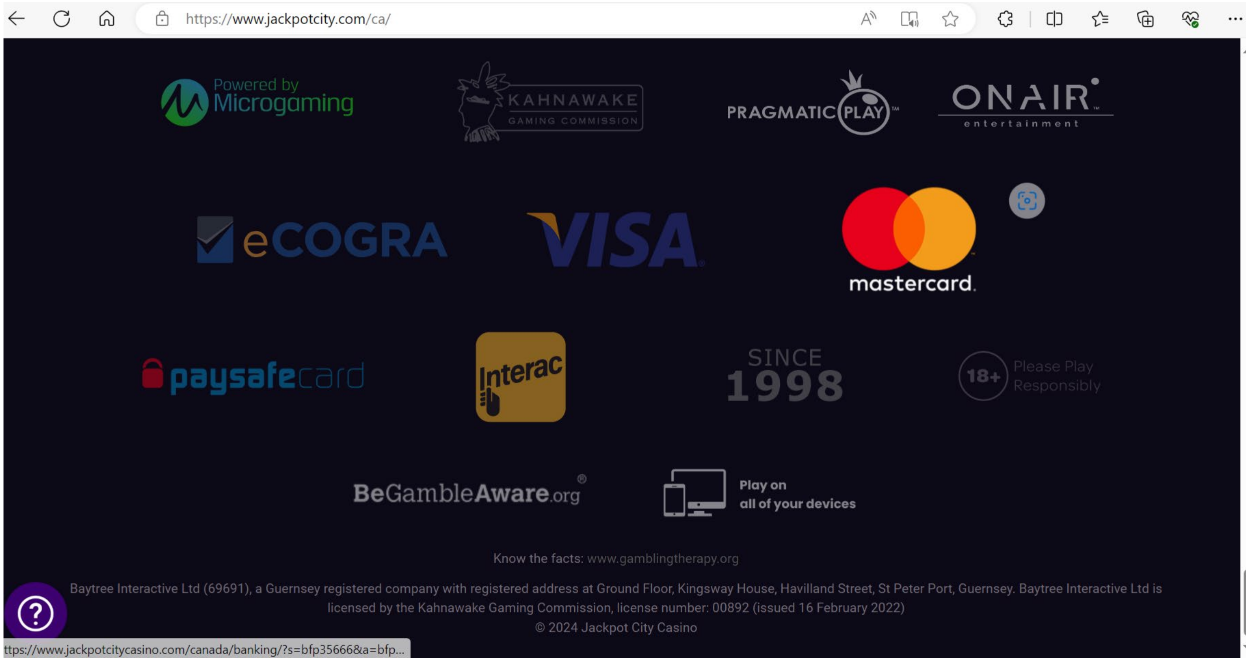
4. Ontario's Jackpot City website operated by Cadtree Limited



5. International Royal Vegas website operated by Baytree Limited



6. International Jackpot City website operated by Baytree Interactive Limited



Super Group (SGHC) Limited Subsidiary Companies

https://www.sec.gov/Archives/edgar/data/1878057/000162828023013361/0001628280-23-013361-in...

Home | Latest Filings | Previous Page

U.S. Securities and Exchange Commission

Filing Detail

Search the Next-Generation EDGAR System

SEC Home » Search the Next-Generation EDGAR System » Company Search » *Current Page*

Form 20-F - Annual and transition report of foreign private issuers [Sections 13 or 15(d)]

SEC Accession No. 0001628280-23-013361

Filing Date
2023-04-27
Accepted
2023-04-27 07:38:06
Documents
200

Period of Report
2022-12-31

Document Format Files

Seq	Description	Document	Type	Size
1	20-F	sghc-20221231.htm iXBRL	20-F	5413021
2	EX-2.1	supergroup-exhibit21.htm	EX-2.1	69397
3	EX-4.2	exhibit42-amendedandrest.htm	EX-4.2	108558
4	EX-8.1	supergroup-exhibit81.htm	EX-8.1	4787
5	EX-12.1	supergroup-exs12127x04x2.htm	EX-12.1	4143
6	EX-12.2	supergroup-exs12227x04x2.htm	EX-12.2	4220
7	EX-13.1	supergroup-exs13127x04x2.htm	EX-13.1	2014
8	EX-15.1	exhibit151consent-sghc20.htm	EX-15.1	1436
14		exhibit151consent-sghc20001.jpg	GRAPHIC	78303
15		exhibit42-amendedandrest001.jpg	GRAPHIC	287351
16		exhibit42-amendedandrest002.jpg	GRAPHIC	312486

This is **EXHIBIT "I"** referred to in the affidavit of Sam MacLeod affirmed before me at Toronto, Ontario this 20th day of June 2024

A Commissioner for taking Affidavits Within the Province of Ontario

Exhibit 8.1

List of Subsidiaries of Super Group (SGHC) Limited

Name	Jurisdiction
Administradora Betway Mexico	Mexico
Akova Holdings Limited	Canada
AlphaMedia Limited	Malta
Bayton (Alderney) Limited	Alderney
Bayton Limited	Malta
Baytree (Alderney) Limited	Alderney
Baytree Interactive Limited	Guernsey
Betbox Limited	Malta
Betway Alderney Limited	Alderney
Betway Group Limited	Guernsey
Betway Group Limited Sucursal Argentina	Argentina
Betway KZ LLP	Kazakhstan
Betway Limited	Malta
Betway Mexico S.A. DE C.V	Mexico
Betway Spain SA	Ceuta
BG Marketing Services Limited	United Kingdom
Buffalo Partners Limited	Gibraltar
BW Services GmbH	Germany
BWAY Aus Pty Limited	Australia
Cadgroup Limited	Guernsey
Cadtree Limited	Alderney
Cadway Limited	Alderney
City Views Limited	Guernsey
Delman Holdings Limited	Canada
Delta Bay Proprietary Limited	Botswana
Diamond Bay Limited	Rwanda
Digi2Pay Investments (Pty) Ltd	South Africa
Digibay Limited	Nigeria
Digimedia (Alderney) Limited	Alderney
Digimedia Limited	Malta
DigiProc Consolidated Limited	Guernsey
Digiprocessing (IOM) Limited	Isle of Man
Digiprocessing (Mauritius) Limited	Mauritius
Digiprocessing (Pty) Ltd	South Africa
Digiprocessing Consolidated Limited	Guernsey
Digiprocessing Limited	Gibraltar
Digital Outsource International Limited	United Kingdom
Digital Outsource Services (Pty) Ltd	South Africa
Diversity Tech Investments (Pty) Ltd	South Africa

DOS Digital Outsource Services Unipessoal LDA	Portugal
Eastern Dawn Sports (Pty) Ltd	South Africa
Emerald Bay Limited	Zambia
Fengari Holdings Limited	Guernsey
Funplay Limited	Malta
Gazelle Management Holdings Limited	Guernsey
GM Gaming (Alderney) Limited	Alderney
GM Gaming Columbia S.A.S.	Columbia
GM Gaming Limited	Malta
GM Gaming Limited France SAS	France
GMBS Limited	Malta
Golden Bay Limited	Malawi
Haber Investments Limited	Guernsey
Headsquare (Pty) Ltd	South Africa
Hennburn Holdings Limited	Canada
Huron Inc.	Canada
IPCO Tree Inc.	Canada
IPCO Way Inc.	Canada
JALC «Bel-Vladbruvals»	Belarus
Jogos Socios e Entretenimento S.A.	Mozambique
Jumpman Gaming Limited	Alderney
Jumpman Gaming Spain Plc	Malta
Kavachi Holdings Limited	Guernsey
Marler Holdings Limited	Guernsey
Marzen Limited	United Kingdom
Media Bay Limited	Tanzania
Merryvale Limited	Guernsey
Osiris Trading (Pty) Ltd	South Africa
Partner Media Limited	Gibraltar
Pindus Holdings Limited	Guernsey
Raging River Trading (Pty) Ltd	South Africa
Raichu Investments (Pty) Ltd	South Africa
Red Interactive Limited	United Kingdom
Rosebay Limited	Cameroon
Seabrook Limited	Gibraltar
Selborne Limited	Gibraltar
Sevenvale Limited	Guernsey
SG Media Limited (formerly Pelion Holdings Limited)	Guernsey
SG Ventures Limited (formerly Lanester Investments Limited)	Guernsey
SGHC Limited	Guernsey
SGHC SA (Pty) Ltd	South Africa
SGHC UK Limited	United Kingdom
SGHC USA Inc.	USA
Smart Business Solutions SA	Paraguay

Spin Advisory Services (Pty) Ltd	Australia
Sports Betting Group Ghana Limited	Ghana
Sports Entertainment Acquistion Corporation Inc.	USA
Stanworth Development Limited	Guernsey
Sucursal EM Portugal	Portugal
Tailby Limited	Guernsey
The Rangers Limited	Uganda
The Six Gaming Ltd	Alderney
The Spike	Canada
Topcroyde Limited	Cypress
Verno Holdings Limited	Guernsey
Webhost Limited	Guernsey
Win Technologies (UK) Limited	United Kingdom
Wingate Trade (Pty) Ltd	South Africa
WinTechnologies Spain Operations, Sociedad Limitada	Spain
Yakira Limited	Guernsey
Zuzka Limited	British Virgin Islands

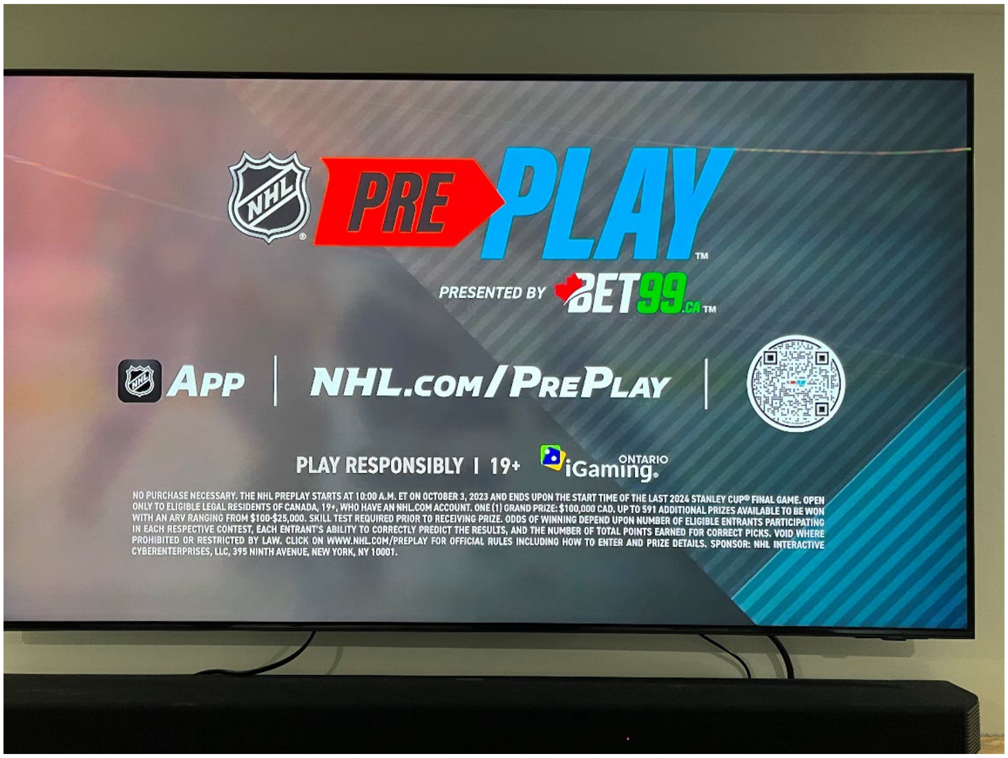
This is **EXHIBIT "K"** referred to in the affidavit of Sam MacLeod affirmed before me at Toronto, Ontario this 20th day of June 2024

....

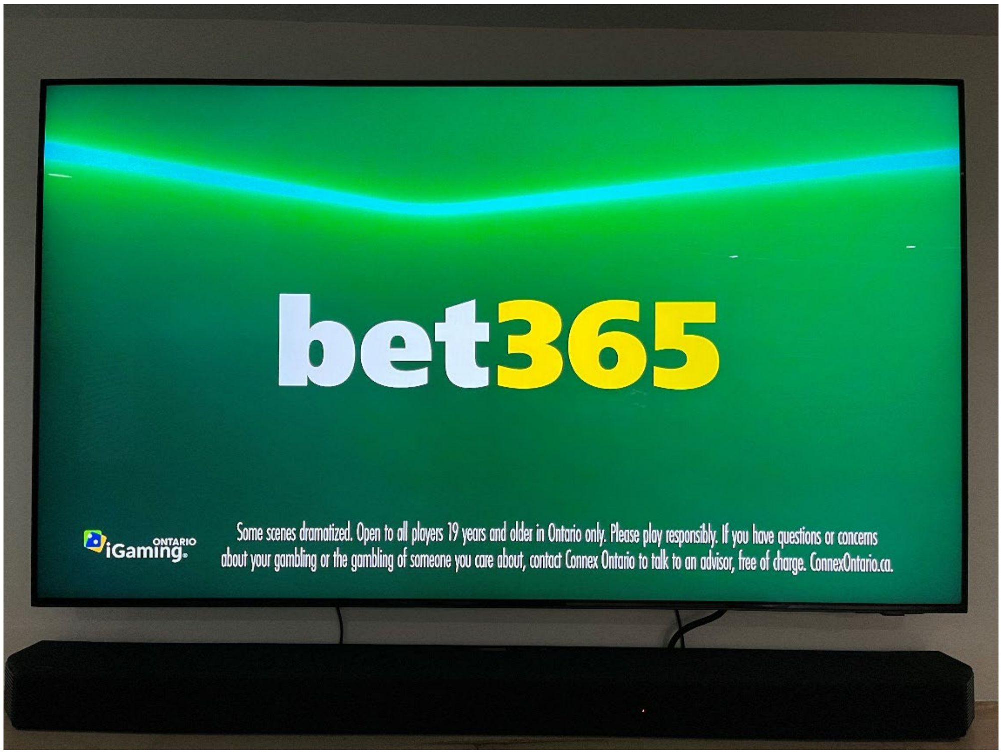
A Commissioner for taking Affidavits Within the Province of Ontario

Television Advertising Seen in British Columbia

1. Saturday, April 20, 2024 at 6:36pm on CBC Vancouver



2. Sunday, April 21, 2024 at 7:30pm on Sportsnet Pacific



3. Monday, April 22, 2024 at 8:12pm on Sportsnet Pacific

4. Monday, April 22, 2024 at 8:34pm on Sportsnet Pacific