



UNIVERSITY OF  
CALGARY

**ACCORD Research**

**Alberta Gaming and Liquor Commission  
Study of Gaming Attitudes in Alberta  
Final Report 2000**

**Presented to:  
Alberta Gaming and Liquor Commission**

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## INTRODUCTION/BACKGROUND

Between 1992 and 1994 research studies were conducted with Albertans to determine awareness, knowledge, perceptions and behaviours with respect to gaming in the province. This research took the form of telephone surveys with the general public in Alberta.

Issue-driven public opinion studies such as the VLT debate in 1998 have been conducted since, but a comprehensive study of the potential for gaming in Alberta has not been undertaken since 1994.

AGLC determined that in 2000 it would be desirable to conduct a study that would track public opinion as a follow-up to the 1994 studies.

The research would repeat some key questions including those related to market segments and gaming opportunities. It would include relevant, current issues, removal of questions that were no longer relevant and the addition of new issues.

### Objectives

Key objectives from earlier studies include:

- Measuring awareness of gaming proceeds and its effect on attitudes and behaviour
- Measuring perceptions of different types of gaming and the impact in Alberta
- Identifying concerns and their effect on new opportunities

Further objectives identified for the 2000 study include:

- Gaining an understanding of current perceptions and attitudes of players and non-players regarding gambling
- Determining knowledge, awareness and feelings regarding availability and expansion of gaming
- Determining behaviour for specific games, frequency of play and spending habits
- Obtaining public opinion on the use of gaming proceeds
- Determining public opinion of the government role in gaming regulation
- Identification of the level of social acceptability of gaming
- Identification of the perceptions of problem gaming
- Identification of acceptable types of gaming by geographical area
- Identification of the current demand for gaming (by geographical area) and the social climate for the acceptability of an increase in gaming
- Identification of the sources of information regarding gaming

Specifically, the research will address the following issues:

- Expectations of a gaming experience
- Location of VLTs—casinos vs. hotels vs. specialized locations
- Location of next casino

## Methodology

In this 2000 study a telephone survey was conducted with a stratified random sample of Albertans.

Random digit dialing using all valid Alberta prefixes was used to determine sample selection.

Telephone interviewing was conducted between May 25<sup>th</sup>, 2000 and June 28<sup>th</sup>, 2000.

The average length of an interview was 45 minutes.

Respondents were sampled by region according to the following quotas:

- Northern Alberta 206
- Southern Alberta 209
- Central Alberta 202
- Calgary 457
- Edmonton 456

### **Total: 1530 completed interviews**

The final sample was weighted by region to match the Alberta population demographic. Respondents were screened for being aged 18 or older and for not working in Marketing, Market research, Advertising, the Media or the Gaming industry.

Data was collected directly into ACCORD Research's CATI database and transported to an SPSS database. Open-ended responses were coded and then entered into SPSS.

Results were analyzed incorporating basic frequency analysis, cross-tabulations by region, longitudinal analysis of changes from 1993 through 2000, principal component analysis of attitudinal questions and cluster analysis.

Three types of information were used in producing the gaming segments: gaming and life psychographics, gaming attitudes and gaming play behaviours. Questions related to each of these areas were independently used in three principal component analyses, using a varimax rotation. Fourteen components in all were created.

The scores from these principal components were used in a subsequent cluster analysis. A k-means cluster analysis was run using 'initial centers' derived from a hierarchical cluster analysis. A six-cluster solution was determined to be optimal. Respondents were each assigned to a cluster; simple cross-tabulations and ANOVAs were run to assess the nature of the segments these clusters represented.

Results are accurate to within + or-2.5% at the 95% confidence level province-wide and to + or-5% at the regional level

## I. DETAILED FINDINGS

### BASIC FREQUENCY ANALYSIS, INTEPRETATION, AND COMPARISON WITH PREVIOUS RESEARCH

#### 1. Demographic Profile of Respondents

##### Q25

##### Age

	<b>% Response</b>
<b>18 to 24 years</b>	17.0
<b>25 to 34</b>	20.3
<b>35 to 44</b>	24.0
<b>45 to 54</b>	18.6
<b>55 to 64</b>	10.7
<b>65 to 74</b>	6.4
<b>75 years and older</b>	3.0

n=1519

##### Q26

##### Highest level of schooling

	<b>% Response</b>
<b>Grade 8 or less</b>	1.7
<b>Some high school</b>	11.1
<b>Completed high school</b>	25.7
<b>Technical/vocational school above the high school level</b>	11.4
<b>Some college or university</b>	18.6
<b>College or university degree/diploma</b>	26.3
<b>Post-graduate degree (master, doctoral or equivalent)</b>	5.2

n=1523

##### Q27

##### Marital status

	<b>% Response</b>
<b>Single</b>	23.3
<b>Married or co-habiting</b>	65.5
<b>Divorced/widowed/separated</b>	11.1

n=1518

**Q28**

**Number of persons in household**

	<b>% Response</b>
<b>0</b>	0.01
<b>1</b>	11.9
<b>2</b>	30.3
<b>3</b>	20.6
<b>4</b>	21.7
<b>5</b>	10.9
<b>6</b>	3.1
<b>7</b>	1.1
<b>8</b>	0.3
<b>9</b>	0.1
<b>12</b>	0.1

n=1518

**Q29**

**Number of persons in household under 18 years of age**

	<b>% Response</b>
<b>0</b>	54.6
<b>1</b>	16.7
<b>2</b>	19.5
<b>3</b>	6.9
<b>4</b>	1.9
<b>5</b>	0.3
<b>7</b>	0.1
<b>8</b>	0.1

n=1517

**Q30**

**Occupational Status**

	<b>% Response</b>
<b>Employed full time</b>	43.9
<b>Employed part time</b>	11.7
<b>Self employed full time</b>	8.3
<b>Self employed part time</b>	3.3
<b>Student</b>	4.2
<b>Homemaker</b>	8.8
<b>Unemployed</b>	3.8
<b>Unable to work</b>	2.4
<b>Retired</b>	12.4
<b>Other</b>	1.2

n=1525

**Q31**

**Occupation**

	<b>% Response</b>
<b>Semi-skilled clerical and sales</b>	18.6
<b>Employed professional</b>	17.1
<b>Homemaker</b>	11.5
<b>Unskilled manual</b>	6.3
<b>Skilled craft</b>	6.2
<b>Technician</b>	5.7
<b>Semi-skilled manual</b>	5.4
<b>Mid-manager</b>	4.4
<b>Student</b>	4.1
<b>Self-employed professional</b>	3.5
<b>Semi-professional</b>	3.3
<b>Supervisor</b>	2.6
<b>Skilled clerical and sales</b>	1.9
<b>Farmer</b>	1.6
<b>Unskilled clerical and sales</b>	1.1
<b>High level manager</b>	0.8
<b>Foreperson</b>	0.2
<b>Farm labourer</b>	0.2
<b>Not codeable</b>	6.3

n = 1217

**Q32**

**Change in household income in past year**

	<b>% Response</b>
<b>Increased</b>	42.9
<b>Decreased</b>	14.2
<b>Remained the same</b>	42.9

n=1502

**Q33**

**Personal or household unemployment in past year**

	<b>% Response</b>
<b>Yes</b>	30.2
<b>No</b>	69.8

n=1502

	<b>% Response</b>
<b>Under \$10, 000</b>	18.3
<b>\$10, 000 to \$19, 999</b>	18.1
<b>\$20, 000 to \$29, 999</b>	17.1
<b>\$30, 000 to \$39, 999</b>	15.2
<b>\$40, 000 to \$59, 999</b>	14.7
<b>\$60, 000 to \$79, 999</b>	8.1
<b>\$80, 000 and over</b>	8.4

n=1342

**Q34**

**Personal annual income**

**Q35**

**Household annual income**

	<b>% Response</b>
<b>Under \$25, 000</b>	12.8
<b>\$25, 000 to \$39, 999</b>	20.0
<b>\$40, 000 to \$59, 999</b>	22.5
<b>\$60, 000 to \$79, 999</b>	17.8
<b>\$80, 000 to \$99, 999</b>	11.7
<b>\$100, 000 and over</b>	15.2

n=1298

**Q36**

**Purchases in past year**

	<b>% Response</b>
<b>Neither</b>	69.0
<b>New car</b>	12.1
<b>New or larger home</b>	10.9

**Q39**

**Length of residency in Alberta**

	<b>% Response</b>
<b>Less than a year</b>	1.7
<b>1-3</b>	6.3
<b>4-10</b>	8.4
<b>11-20</b>	21.9
<b>More than 20</b>	61.4

n=1489

**2. ALBERTA ISSUES**

All respondents were asked to consider issues facing people in Alberta and to give their opinion as to which issue they felt was the most important.

**Healthcare** was the number one issue for a substantial majority of respondents. Almost a quarter named **Education** as the number one issue. **Taxes** was the only other issue reported by more than 10% of respondents.

Just over 1 % of respondents mentioned **Gaming or Gambling** as the most important issue facing Albertans.



**Q1c: Thinking of the issues facing people here in Alberta today, which one do you feel is the most important?**

	<b>% Response</b>
<b>Healthcare</b>	67.0
<b>Education</b>	23.6
<b>Taxes</b>	12.1
<b>Price of oil and gas</b>	8.7
<b>Environment (pollution)</b>	6.6
<b>Employment</b>	5.1
<b>Social Services Issues (homeless, etc)</b>	4.2
<b>Cost of living</b>	3.7
<b>Economy</b>	3.5
<b>Government (general)</b>	2.9
<b>Aging population /senior issues</b>	2.7
<b>Housing (cost of)</b>	2.3
<b>Cutbacks/lack of funding</b>	2.1
<b>Transportation system</b>	1.6
<b>Farming/agricultural concerns</b>	1.6
<b>The debt</b>	1.5
<b>Crime</b>	1.3
<b>Nurses strike</b>	1.3
<b>Gaming/gambling</b>	1.3
<b>Oil industry</b>	1.2
<b>Judicial system</b>	1.0
<b>Substance abuse</b>	0.9
<b>Gun control registration</b>	0.8
<b>Old age security</b>	0.8
<b>Young offenders</b>	0.8
<b>Childcare</b>	0.7
<b>Opposed to Ralph Klein</b>	0.7
<b>The media</b>	0.6
<b>Abortion</b>	0.6
<b>The family</b>	0.5
<b>Smoking issues</b>	0.5
<b>Parks</b>	0.5
<b>Same-sex marriage</b>	0.5
<b>Government wasteful spending</b>	0.4
<b>E. Coli scare</b>	0.4
<b>First Nations issues</b>	0.3
<b>Alberta Alliance change</b>	0.3
<b>World Petroleum conference</b>	0.3
<b>The election</b>	0.3
<b>Animal rights</b>	0.3
<b>Weather</b>	0.3
<b>Provincial professional sports (Flames and Oilers)</b>	0.2
<b>High utilities cost</b>	0.2

<i>Issue continued</i>	
<b>Federal government</b>	0.1
<b>Workers Compensation Board</b>	0.1
<b>Unions</b>	0.1
<b>Business</b>	0.1
<b>Population growth</b>	0.1
<b>Refused</b>	0.2
<b>Other</b>	8.2
<b>Don't Know</b>	5.8

n = 1529

### 3.CURRENT GAMING PRACTICES—GAME PLAY AND SPENDING BEHAVIOUR

All respondents were presented with a list of different games and asked whether or not they had bet or spent money on that game in the past year. Those who had played any particular game in the past year were further asked to report how many times they had played that game and how much they had spent on that activity in the past 4 weeks.

The majority of respondents had purchased a **lottery ticket** during the past year. Lotto 649 was the most played type of lottery ticket during this period, followed by The Plus and Instant tickets. In contrast, just over 2% of lottery ticket purchasing respondents had played Pick Three.

**Raffles** was also a frequently played game. All other types of gaming activities were much less frequently played during the past year.

#### Q2a

In the past year have you spent money on any type of lottery ticket?

	<b>% Response</b>
<b>Yes</b>	69.1
<b>No</b>	30.9

n=1528

In the past year have you bet or spent money on The Plus?

	<b>% Response</b>
<b>Yes</b>	53.8
<b>No</b>	46.2

n=1050

In the past year have you bet or spent money on Super 7?

	<b>% Response</b>
<b>Yes</b>	38.0
<b>No</b>	62.0

n=1055

In the past year have you bet or spent money on The Extra?

	<b>% Response</b>
<b>Yes</b>	23.3
<b>No</b>	76.7

n=1035

In the past year have you bet or spent money on Western 649?

	<b>% Response</b>
<b>Yes</b>	37.7
<b>No</b>	62.3

n=1051

In the past year have you bet or spent money on Sports or other kinds of betting pools?

	<b>% Response</b>
<b>Yes</b>	14.7
<b>No</b>	85.3

n=1529

In the past year have you bet or spent money on Lotto 649?

	<b>% Response</b>
<b>Yes</b>	84.8
<b>No</b>	15.2

n=1056

In the past year have you bet or spent money on Raffles or fund raising tickets?

	<b>% Response</b>
<b>Yes</b>	65.4
<b>No</b>	34.6

n=1527

In the past year have you bet or spent money on Pick Three?

	<b>% Response</b>
<b>Yes</b>	2.1
<b>No</b>	97.9

n=1045

In the past year have you bet or spent money on Internet Gambling?

	<b>% Response</b>
<b>Yes</b>	0.2
<b>No</b>	99.8

n=1525

In the past year have you bet or spent money on Sports Select (Proline or Over/Under)?

	<b>% Response</b>
<b>Yes</b>	6.7
<b>No</b>	93.3

n=1052

In the past year have you bet or spent money Table games at a local casino?

	<b>% Response</b>
<b>Yes</b>	5.7
<b>No</b>	94.3

n=1525

In the past year have you bet or spent money on Instant Tickets?

	<b>% Response</b>
<b>Yes</b>	49.0
<b>No</b>	51.0

n=1055

In the past year have you bet or spent money on Slot machines at a local casino?

	<b>% Response</b>
<b>Yes</b>	13.0
<b>No</b>	87.0

n=1527

In the past year have you bet or spent money on Break-opens, Pull-tabs or Nevada Tickets?

	<b>% Response</b>
<b>Yes</b>	8.6
<b>No</b>	91.4

n=1505

In the past year have you bet or spent money on Gambling at a resort casino?

	<b>% Response</b>
<b>Yes</b>	9.0
<b>No</b>	91.0

n=1526

In the past year have you bet or spent money on Video Lotteries (in licensed establishments)?

	% Response
Yes	14.0
No	86.0

n=1523

In the past year have you bet or spent money on Horse racing at a race track or at an off-track location?

	% Response
Yes	4.8
No	95.2

n=1529

In the past year have you bet or spent money on Bingo in a bingo hall?

	% Response
Yes	10.9
No	89.1

n=1529

Those who identified themselves as players of any particular game in the past year were further asked if they had played that game in the past four weeks and if so, how much they had spent on it.

**The Plus** had the highest mean play in the previous month, closely followed by **Lottery tickets (any type) and Lotto 649**. **Table Games at a local casino** had the lowest mean play during the same time.

In terms of **expenditures**, the highest average amount spent in the previous month was in **gambling at a resort casino**.

Of the games that do not include either casinos or the internet, **Video Lotteries** (in licensed establishments) had the highest mean expenditure over the previous month.

**Overview of Game play**

Game	Played in past year	Average Amount spent in last month
Any Lottery Ticket	69%	\$19.38
Raffles	65%	\$26.23
Sports Betting or Pools	15%	\$26.62
Video Lotteries	14%	\$109.38
Slot machines at a local casino	13%	\$152.45
Bingo	11%	\$80.14
Gambling at a resort casino	9%	\$662.20
Pull-tabs	9%	\$16.60
Table games at a local casino	6%	\$222.53
Horse racing	5%	\$59.83
Internet Gambling	0.2%	\$55.00

**Q2 – b**

How many times in the past 4 weeks have you spent money on...?

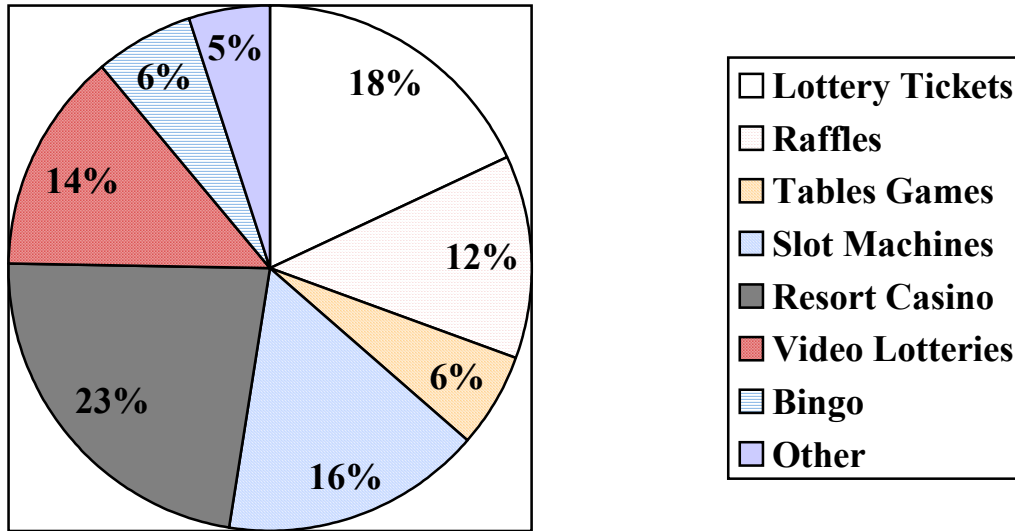
	<b>Mean</b>
<b>Lottery ticket</b>	2.78
<b>The Plus</b>	3.06
<b>Super 7</b>	1.36
<b>The Extra</b>	2.58
<b>Western 649</b>	1.64
<b>Lotto 649</b>	2.70
<b>Pick Three</b>	0.67
<b>Sport Select (Proline or Over/Under)</b>	1.24
<b>Instant tickets (Scratch and Win)</b>	2.13
<b>Break-opens, Pull tabs or Nevada tickets</b>	0.96
<b>Sports or other kinds of betting pools</b>	0.89
<b>Raffles or fund raising tickets</b>	0.63
<b>Internet Gambling</b>	1.26
<b>Table games at a local casino</b>	0.60
<b>Slot machines at a local casino</b>	1.70
<b>Gambling at a resort casino</b>	0.90
<b>Video Lotteries (in licensed establishments)</b>	1.89
<b>Horse racing at a race track or off-track location</b>	0.43
<b>Bingo at a bingo hall</b>	1.01

Q2c Approximately how much have you spent on...?

	<b>Mean (\$)</b>
<b>Lottery ticket</b>	19.38
<b>The Plus</b>	6.35
<b>Super 7</b>	7.86
<b>The Extra</b>	7.22
<b>Western 649</b>	8.34
<b>Lotto 649</b>	12.73
<b>Pick Three</b>	9.98
<b>Sport Select (Proline or Over/Under)</b>	27.48
<b>Instant tickets (Scratch and Win)</b>	10.13
<b>Break-opens, Pull tabs or Nevada tickets</b>	16.60
<b>Sports or other kinds of betting pools</b>	26.62
<b>Raffles or fund raising tickets</b>	26.23
<b>Internet Gambling</b>	55.00
<b>Table games at a local casino</b>	222.53
<b>Slot machines at a local casino</b>	152.45
<b>Gambling at a resort casino</b>	662.20
<b>Video Lotteries (in licensed establishments)</b>	109.38
<b>Horse racing at a race track or off-track location</b>	59.83
<b>Bingo at a bingo hall</b>	80.14

The following chart illustrates the share of total expenditures on gaming in the previous four weeks spent on individual gaming activities.

**Share of Expenditures**



All respondents were asked how much of \$100 of their disposable income is spent on gaming. They were further asked for the percentage of their personal monthly income that is considered disposable income.

Of the gaming activities considered (Lotteries, VLTs, Horse Racing, Bingo and Casinos) it is Lotteries that all Albertans (players and non-players combined) are likely to spend the highest mean portion of \$100 of their disposable income on at \$4.45. Players are more likely to spend their disposable income on Casinos.

Thinking of all the money that you spend on necessities, if, after paying for all these necessities, you had \$100 remaining how much of this \$100 would you spend on ...?

Q37

	Mean (\$)
Casino	2.86
Lotteries	4.45
VLTs	1.06
Bingo	1.90
Horse Races	0.84

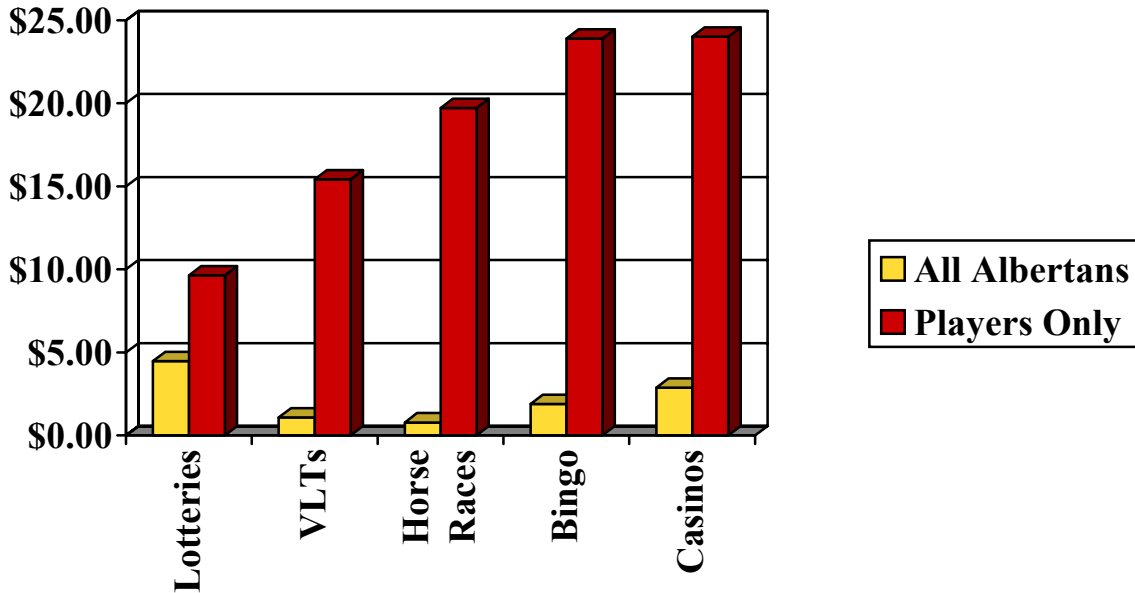
Q38

After paying for all your necessities what percentage of your personal monthly income would you say is your disposable income?

Per centage of income that is disposable	% Response
0	4.7
1	2.7
2	2.2
3	1.0
4	0.4
5	11.1
6	0.2
7	0.6
8	0.6
9	0.2
10	18.7
12	0.4
14	0.1
15	4.4
16	0.1
17	0.1
18	0.1
20	12.5
25	8.0
30	6.9
32	0.1
33	0.4
35	1.3
40	4.7
45	.3
46	0.1
50	9.0
55	0.1
58	0.2
60	1.9
65	0.5
6	0.1
70	1.4
75	1.3
80	1.1
85	0.2
90	0.1
95	0.4
100	2.4

n=1306

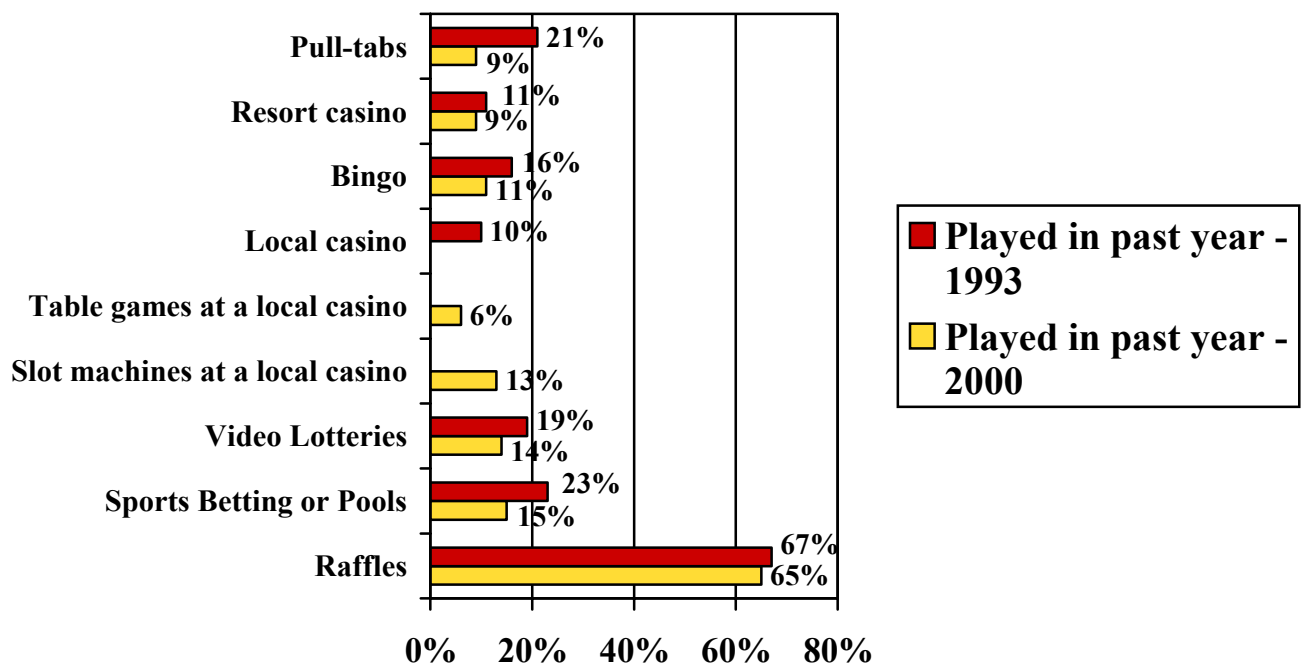
**Portion of Disposable Income Spent on Games (out of \$100)**



**Comparison with 1993**

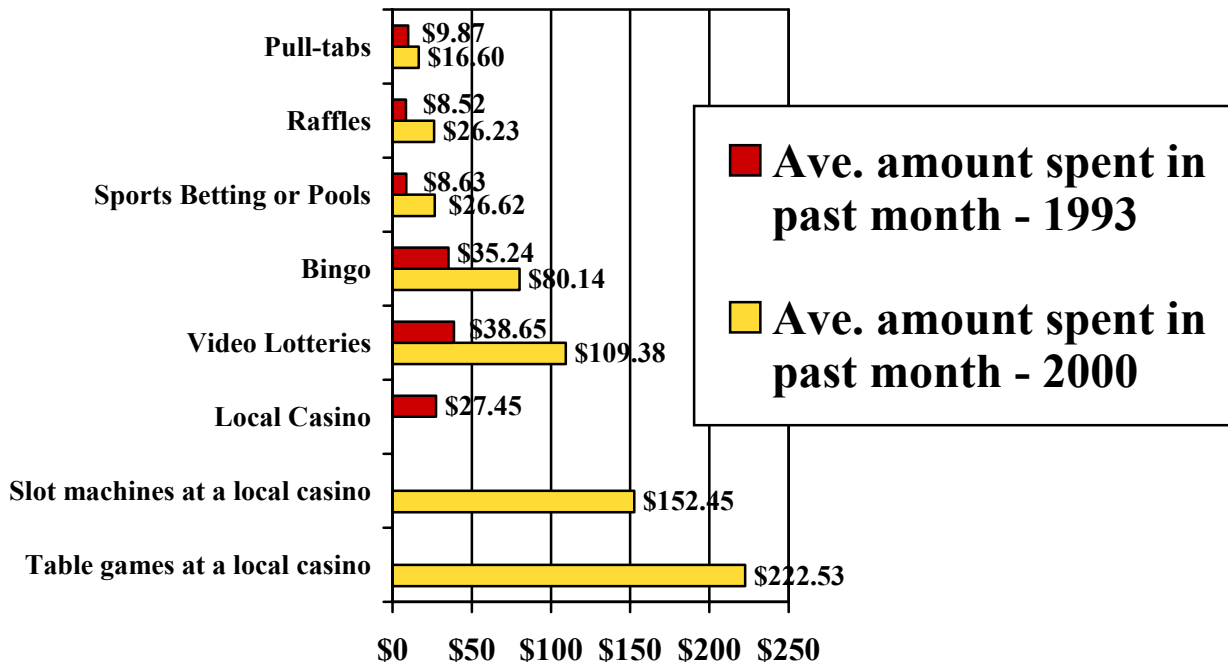
Compared to 1993, the same proportion of the population is spending money on gaming but each player is spending more.

**Change in play behaviour 1993-2000**





**Change in amount spent 1993-2000**



**4. RECEPTIVITY TO A CHANGE IN GAMING AVAILABILITY**

A very strong majority of game players of any type of game would like to see the availability of that game in Alberta remain the same.

The exception is **Internet gambling** where the majority of respondents would like to see it less available.

**Raffles** had the highest percentage of respondents (but still less than 14%) who would like to see an increase in availability, whereas both **Internet Gambling** and **Video Lotteries** had the lowest percentage of respondents (2%) who would appreciate an increase in these types of gaming.

**Q2d**

Would you like to see lotteries made more or less widely available in Alberta, or remain the same?

	% Response
<b>More</b>	4.9
<b>Same</b>	82.1
<b>Less</b>	12.9

n=1456

Would you like to see Break-opens, Pull-tabs or Nevada Tickets made more or less available in Alberta, or remain the same?

	% Response
<b>More</b>	3.7
<b>Same</b>	77.1
<b>Less</b>	19.2

n=1325

Would you like to see Sports or other kinds of betting pools made more or less available in Alberta, or remain the same?

	<b>% Response</b>
<b>More</b>	4.4
<b>Same</b>	80.6
<b>Less</b>	15.0

n=1396

Would you like to see Resort casinos made more or less available in Alberta, or remain the same?

	<b>% Response</b>
<b>More</b>	6.7
<b>Same</b>	65.4
<b>Less</b>	27.8

n=1423

Would you like to see Raffles or fund raising tickets made more or less available in Alberta, or remain the same?

	<b>% Response</b>
<b>More</b>	13.7
<b>Same</b>	79.4
<b>Less</b>	6.9

n=1474

Would you like to see Video Lotteries (in licensed establishments) made more or less available in Alberta, or remain the same?

	<b>% Response</b>
<b>More</b>	2.1
<b>Same</b>	49.7
<b>Less</b>	48.3

n=1442

Would you like to see Internet Gambling made more or less available in Alberta, or remain the same?

	<b>% Response</b>
<b>More</b>	2.0
<b>Same</b>	39.4
<b>Less</b>	58.6

n=1263

Would you like to see Horse racing at a race track or at an off-track location made more or less available in Alberta, or remain the same?

	<b>% Response</b>
<b>More</b>	6.6
<b>Same</b>	78.7
<b>Less</b>	14.7

n=1407

Would you like to see Table games at a local casino made more or less available in Alberta, or remain the same?

	<b>% Response</b>
<b>More</b>	4.3
<b>Same</b>	66.7
<b>Less</b>	29.0

n=1449

Would you like to see Bingo in a bingo hall made more or less available in Alberta, or remain the same?

	<b>% Response</b>
<b>More</b>	3.7
<b>Same</b>	75.4
<b>Less</b>	20.9

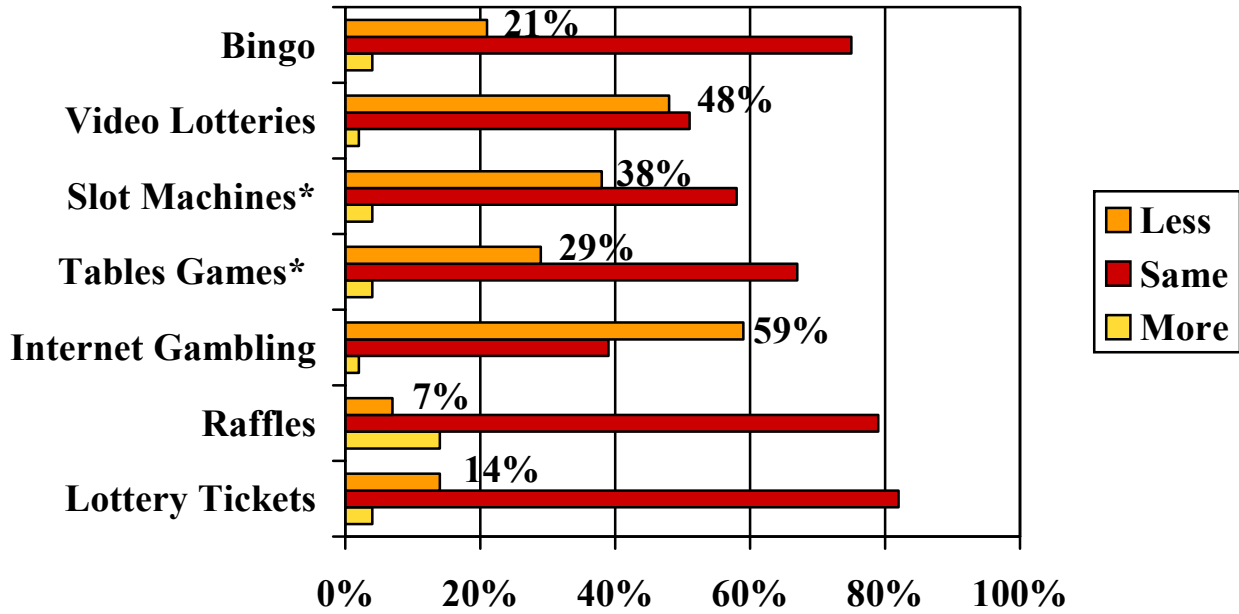
n=1458

Would you like to see Slot machines at a local casino made more or less available in Alberta, or remain the same?

	<b>% Response</b>
<b>More</b>	4.3
<b>Same</b>	57.8
<b>Less</b>	37.9

n=1471

**Desired Change to Availability**



\*Those in Central Alberta are the least likely to desire less availability and those in North Alberta are the most likely.

**5.1 FUTURE GAMING ACTIVITY**

Respondents given a list of gaming activities were asked for their likelihood of playing in the next four weeks. Only **Lotto 649** received a majority of responses indicating that the respondents would probably or definitely play in the next month.

**Q3: In the next four weeks...**

Would you say you will definitely play, probably play, probably not play or definitely not play Lotto 649?

	% Response
<b>Definitely play</b>	22.7
<b>Probably play</b>	34.7
<b>Probably not play</b>	15.7
<b>Definitely not play</b>	26.9

n=1531

Would you say you will definitely play, probably play, probably not play or definitely not play The Plus?

	% Response
<b>Definitely play</b>	14.3
<b>Probably play</b>	22.0
<b>Probably not play</b>	16.4
<b>Definitely not play</b>	47.4

n=1521

Would you say you will definitely play, probably play, probably not play or definitely not play Super 7?

	<b>% Response</b>
<b>Definitely play</b>	5.9
<b>Probably play</b>	18.4
<b>Probably not play</b>	18.0
<b>Definitely not play</b>	57.7

n=1525

Would you say you will definitely play, probably play, probably not play or definitely not play Sports Select?

	<b>% Response</b>
<b>Definitely play</b>	0.8
<b>Probably play</b>	3.3
<b>Probably not play</b>	13.1
<b>Definitely not play</b>	82.7

n=1522

Would you say you will definitely play, probably play, probably not play or definitely not play The Extra?

	<b>% Response</b>
<b>Definitely play</b>	5.0
<b>Probably play</b>	11.4
<b>Probably not play</b>	17.7
<b>Definitely not play</b>	65.8

n=1506

Would you say you will definitely play, probably play, probably not play or definitely not play Instant Tickets?

	<b>% Response</b>
<b>Definitely play</b>	5.4
<b>Probably play</b>	21.7
<b>Probably not play</b>	19.7
<b>Definitely not play</b>	53.1

n=1524

Would you say you will definitely play, probably play, probably not play or definitely not play Western 649?

	<b>% Response</b>
<b>Definitely play</b>	7.9
<b>Probably play</b>	21.6
<b>Probably not play</b>	22.6
<b>Definitely not play</b>	48.0

n=1526

Would you say you will definitely play, probably play, probably not play or definitely not play Video Lotteries?

	<b>% Response</b>
<b>Definitely play</b>	1.7
<b>Probably play</b>	6.8
<b>Probably not play</b>	12.9
<b>Definitely not play</b>	78.6

n=1524

Would you say you will definitely play, probably play, probably not play or definitely not play Pick Three?

	<b>% Response</b>
<b>Definitely play</b>	0.1
<b>Probably play</b>	2.5
<b>Probably not play</b>	16.1
<b>Definitely not play</b>	81.3

n=1499

Would you say you will definitely play, probably play, probably not play or definitely not play Sports or other event betting pools?

	<b>% Response</b>
<b>Definitely play</b>	0.9
<b>Probably play</b>	5.0
<b>Probably not play</b>	15.1
<b>Definitely not play</b>	79.0

n=1528

Would you say you will definitely play, probably play, probably not play or definitely not play Bingo in a bingo hall?

	<b>% Response</b>
<b>Definitely play</b>	2.4
<b>Probably play</b>	7.2
<b>Probably not play</b>	11.8
<b>Definitely not play</b>	78.6

n=1527

Would you say you will definitely play, probably play, probably not play or definitely not play Raffles or fund raising tickets?

	<b>% Response</b>
<b>Definitely play</b>	5.1
<b>Probably play</b>	41.7
<b>Probably not play</b>	28.9
<b>Definitely not play</b>	24.3

n=1520

Would you say you will definitely play, probably play, probably not play or definitely not play Table games in a local casino?

	<b>% Response</b>
<b>Definitely play</b>	0.9
<b>Probably play</b>	2.9
<b>Probably not play</b>	12.3
<b>Definitely not play</b>	83.9

n=1529

Would you say you will definitely play, probably play, probably not play or definitely not play Internet Gambling?

	<b>% Response</b>
<b>Definitely play</b>	0.3
<b>Probably play</b>	0.5
<b>Probably not play</b>	4.5
<b>Definitely not play</b>	94.7

n=1524

Would you say you will definitely play, probably play, probably not play or definitely not play Gambling at a resort casino

	<b>% Response</b>
<b>Definitely play</b>	0.8
<b>Probably play</b>	2.6
<b>Probably not play</b>	12.2
<b>Definitely not play</b>	84.5

n=1529

Would you say you will definitely play, probably play, probably not play or definitely not play Break-opens, Pulls-tabs or Nevada tickets?

	<b>% Response</b>
<b>Definitely play</b>	1.2
<b>Probably play</b>	5.1
<b>Probably not play</b>	18.1
<b>Definitely not play</b>	75.6

n=1518

Would you say you will definitely play, probably play, probably not play or definitely not play Slot machines in a local casino?

	<b>% Response</b>
<b>Definitely play</b>	1.4
<b>Probably play</b>	6.3
<b>Probably not play</b>	13.3
<b>Definitely not play</b>	78.9

n=1529

Would you say you will definitely play, probably play, probably not play or definitely not play Horse race betting at a race track?

	<b>% Response</b>
<b>Definitely play</b>	0.9
<b>Probably play</b>	4.4
<b>Probably not play</b>	12.0
<b>Definitely not play</b>	82.7

n=1528

Would you say you will definitely play, probably play, probably not play or definitely not play Off-track horse race betting?

	% Response
<b>Definitely play</b>	0.2
<b>Probably play</b>	2.1
<b>Probably not play</b>	9.8
<b>Definitely not play</b>	87.8

n=1529

## 5.2 RECEPTIVITY TO NEW GAMES

For a selected list of gaming activities, respondents were further asked if they would be likely to play in the next year.

The activity with the highest probability of play in the next year is **Instant tickets from a dispensing machine**—just under a quarter of respondents indicated their intention of engaging in this. For the rest, Internet Gambling was the least likely to be played in the next year although all activities queried received a strong majority of no-play answers to this question.

### Q4

Would you be likely to play Instant tickets from a dispensing machine in the next year if it was made available?

	% Response
<b>Yes</b>	21.7
<b>No</b>	78.3

n=1514

Would you be likely to play Break-opens from a dispensing machine in the next year if it was made available?

	% Response
<b>Yes</b>	8.9
<b>No</b>	91.1

n=1513

Would you be likely to play a TV lottery game show in the next year if it was made available?

	% Response
<b>Yes</b>	11.2
<b>No</b>	88.8

n=1506

Would you be likely to play a province wide lottery game called Keno, drawing numbers every 5 minutes, in the next year if it was made available?

	% Response
<b>Yes</b>	12.2
<b>No</b>	87.8

n=1499

Would you be likely to play Internet gambling in the next year if it was made available?

	% Response
<b>Yes</b>	1.6
<b>No</b>	98.4

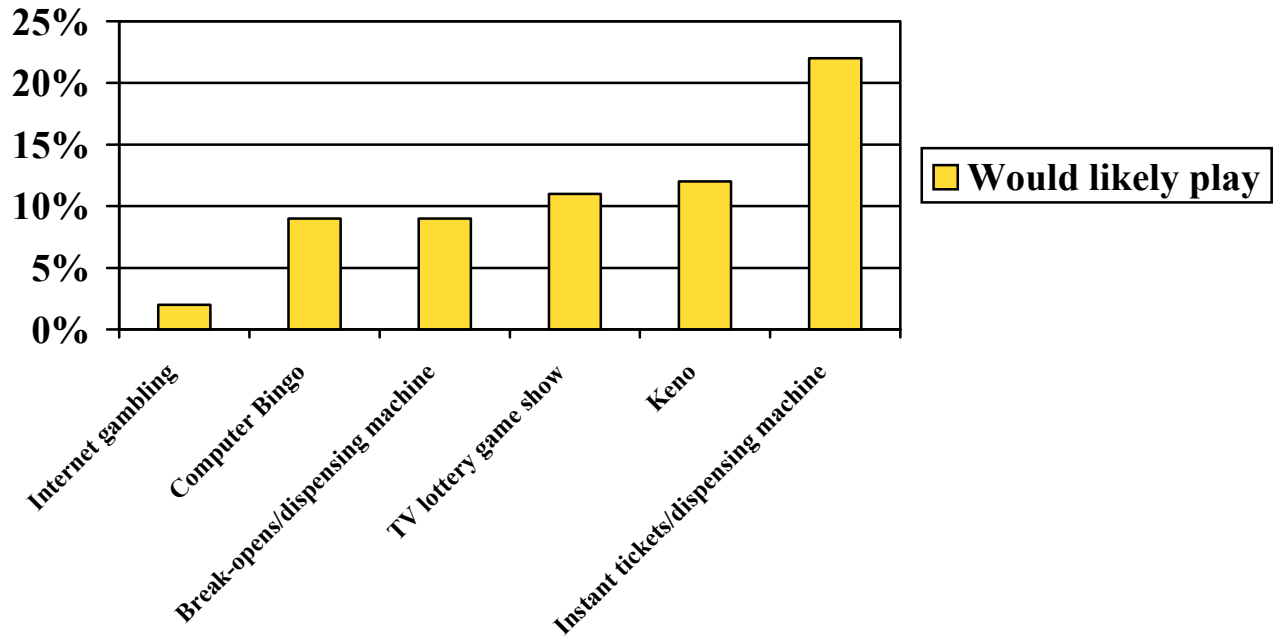
n=1526

Would you be likely to play Bingo played on a computer device in a bingo hall in the next year if it was made available?

	% Response
<b>Yes</b>	8.9
<b>No</b>	91.1

n=1523

**Potential of New Games**



**6. GAMING LOCATIONS**

Game players were asked for their likelihood of playing different gaming activities at a number of locations.

The majority-preferred location for playing Video Lotteries is in bars and lounges although both a location devoted to VLTs and a gaming room in a hotel received almost as high a response preference.

**Q5**

Would you like to play Video Lotteries at a...?

	<b>% Response</b>
<b>Bars and Lounges</b>	77.7
<b>Location devoted to VLTs</b>	71.9
<b>Gaming Room in a Hotel</b>	70.7
<b>Local Casino</b>	68.6
<b>Resort Casino</b>	59.7
<b>Native Casino on Reserve Land</b>	39.5
<b>Race Track</b>	33.4
<b>Bingo Hall</b>	21.7

n = 179

Would you like to play Slot machines at a...?

	<b>% Response</b>
<b>Local Casino</b>	84.4
<b>Resort Casino</b>	70.9
<b>Gaming Room in a Hotel</b>	57.8
<b>Bars and Lounges</b>	54.6
<b>Location Devoted to VLTs</b>	51.8
<b>Native Casino on Reserve Land</b>	42.2
<b>Race Track</b>	32.1
<b>Bingo Hall</b>	17.4

n = 177

Would you like to play Ticket Lotteries at a...?

	<b>% Response</b>
<b>Lottery Ticket Centres</b>	89.2
<b>Bars and Lounges</b>	30.8
<b>Gaming Room in a Hotel</b>	29.8
<b>Resort Casino</b>	24.7
<b>Location Devoted to VLTs</b>	24.3
<b>Native Casino on Reserve Land</b>	22.3
<b>Local Casino</b>	21.0
<b>Bingo Hall</b>	20.9
<b>Race Track</b>	20.4

n = 672

Would you like to play Instant Tickets at a...?

	<b>% Response</b>
<b>Lottery Ticket Centres</b>	88.6
<b>Bars and Lounges</b>	46.9
<b>Gaming Room in a Hotel</b>	35.4
<b>Local Casino</b>	29.2
<b>Bingo Hall</b>	28.8
<b>Resort Casino</b>	28.3
<b>Location Devoted to VLTs</b>	28.1
<b>Race Track</b>	25.5
<b>Native Casino on Reserve Land</b>	24.3

n = 423



Would you like to play Instant Tickets from a Dispensing Machine at a...?

	<b>% Response</b>
<b>Lottery Ticket Centres</b>	83.8
<b>Bars and Lounges</b>	63.5
<b>Gaming Room in a Hotel</b>	52.1
<b>Location Devoted to VLTs</b>	42.6
<b>Bingo Hall</b>	41.4
<b>Local Casino</b>	39.2
<b>Resort Casino</b>	38.6
<b>Native Casino on Reserve Land</b>	34.3
<b>Race Track</b>	32.0

n = 284

Would you like to play Keno, drawing numbers every five minutes, at a...?

	<b>% Response</b>
<b>Local Casino</b>	62.8
<b>Lottery Ticket Centres</b>	62.7
<b>Bars and Lounges</b>	59.8
<b>Gaming Room in a Hotel</b>	58.0
<b>Resort Casino</b>	55.6
<b>Location Devoted to VLTs</b>	50.1
<b>Native Casino on Reserve Land</b>	43.0
<b>Bingo Hall</b>	39.3
<b>Race Track</b>	33.6

n = 171

Would you like to play Break-opens at a...?

	<b>% Response</b>
<b>Lottery Ticket Centres</b>	66.8
<b>Bars and Lounges</b>	58.8
<b>Bingo Hall</b>	56.9
<b>Gaming Room in a Hotel</b>	44.3
<b>Location Devoted to VLTs</b>	39.9
<b>Local Casino</b>	36.7
<b>Native Casino on Reserve Land</b>	33.8
<b>Resort Casino</b>	31.5
<b>Race Track</b>	30.7

n = 84

Would you like to play Break-opens from a Dispensing Machine at a...?

	<b>% Response</b>
<b>Bars and Lounges</b>	84.8
<b>Gaming Room in a Hotel</b>	68.8
<b>Bingo Hall</b>	55.8
<b>Location Devoted to VLTs</b>	55.4
<b>Local Casino</b>	52.4
<b>Resort Casino</b>	50.4
<b>Race Track</b>	45.0
<b>Native Casino on Reserve Land</b>	42.3

n = 110

Would you like to play Sports Select at a...?

	<b>% Response</b>
<b>Lottery Ticket Centres</b>	79.2
<b>Bars and Lounges</b>	66.8
<b>Gaming Room in a Hotel</b>	54.5
<b>Local Casino</b>	41.7
<b>Resort Casino</b>	41.7
<b>Location Devoted to VLTs</b>	33.0
<b>Race Track</b>	31.5
<b>Native Casino on Reserve Land</b>	30.4
<b>Bingo Hall</b>	21.2

n = 71

Would you like to play Off Track Horse Race Betting at a...?

	<b>% Response</b>
<b>Race Track</b>	84.7
<b>Bars and Lounges</b>	55.6
<b>Gaming Room in a Hotel</b>	52.8
<b>Resort Casino</b>	38.9
<b>Local Casino</b>	35.5
<b>Native Casino on Reserve Land</b>	25.8
<b>Location Devoted to VLTs</b>	21.5
<b>Bingo Hall</b>	1.4

n = 49

Would you like to play Internet Gambling at a...?

	<b>% Response</b>
<b>Gaming Room in a Hotel</b>	94.5
<b>Resort Casino</b>	75.8
<b>Bars and Lounges</b>	71.4
<b>Local Casino</b>	62.1
<b>Location Devoted to VLTs</b>	61.7
<b>Native Casino on Reserve Land</b>	56.2
<b>Race Track</b>	42.2
<b>Bingo Hall</b>	33.9

n = 19

Would you like to play Regular Bingo at a...?

	<b>% Response</b>
<b>Bingo Hall</b>	98.5
<b>Native Casino on Reserve Land</b>	32.2
<b>Local Casino</b>	25.0
<b>Resort Casino</b>	23.5
<b>Race Track</b>	6.5

n = 146

Would you like to play Bingo on a Computer Device at a...?

	<b>% Response</b>
<b>Bingo Hall</b>	88.1
<b>Local Casino</b>	46.5
<b>Resort Casino</b>	39.3
<b>Native Casino on Reserve Land</b>	34.8
<b>Race Track</b>	23.2

n = 113

All respondents—players and non-players—were asked for their opinion on where the various gaming activities should be available.

In the case of **VLTs**, **casinos** were the greatest majority preferred location. Of the non-casino options, **a location devoted to VLTs** was preferred by a large majority of respondents, with bars and lounges, although still with a majority, dropping to a much lower position of preferred location options.

For **Slot machines** the preferred non-casino location would be a **Gaming room in a hotel**.

**Q5a: Should players be able to play Video Lotteries at a ...?**

	<b>% Response</b>
<b>Resort Casino</b>	89.4
<b>Local Casino</b>	89.2
<b>Location Devoted to VLTs</b>	78.2
<b>Gaming Room in a Hotel</b>	72.6
<b>Native Casino on Reserve Land</b>	69.3
<b>Bars and Lounges</b>	60.1
<b>Race Track</b>	52.8
<b>Bingo Hall</b>	45.9

n = 1073

**Should players be able to play Slot Machines at a...?**

	<b>% Response</b>
<b>Resort Casino</b>	93.9
<b>Local Casino</b>	92.4
<b>Gaming Room in a Hotel</b>	65.2
<b>Native Casino on Reserve Land</b>	68.2
<b>Location Devoted to VLTs</b>	62.9
<b>Bars and Lounges</b>	54.5
<b>Race Track</b>	46.2
<b>Bingo Hall</b>	38.6

n = 1129

**Should players be able to play Keno, drawing number every five minutes, at a...?**

	<b>% Response</b>
<b>Local Casino</b>	86.5
<b>Resort Casino</b>	85.6
<b>Gaming Room in a Hotel</b>	69.7
<b>Native Casino on Reserve Land</b>	8.0
<b>Location Devoted to VLTs</b>	66.0
<b>Lottery Ticket Centres</b>	59.9
<b>Bingo Hall</b>	58.3
<b>Bars and Lounges</b>	55.0
<b>Race Track</b>	54.8

n = 1015

**Should players be able to play Break Opens from a dispensing machine, at a...?**

	<b>% Response</b>
<b>Local Casino</b>	84.1
<b>Resort Casino</b>	83.7
<b>Gaming Room in a Hotel</b>	73.6
<b>Location Devoted to VLTs</b>	71.5
<b>Native Casino on Reserve Land</b>	69.9
<b>Bars and Lounges</b>	65.9
<b>Bingo Hall</b>	65.7
<b>Race Track</b>	61.4

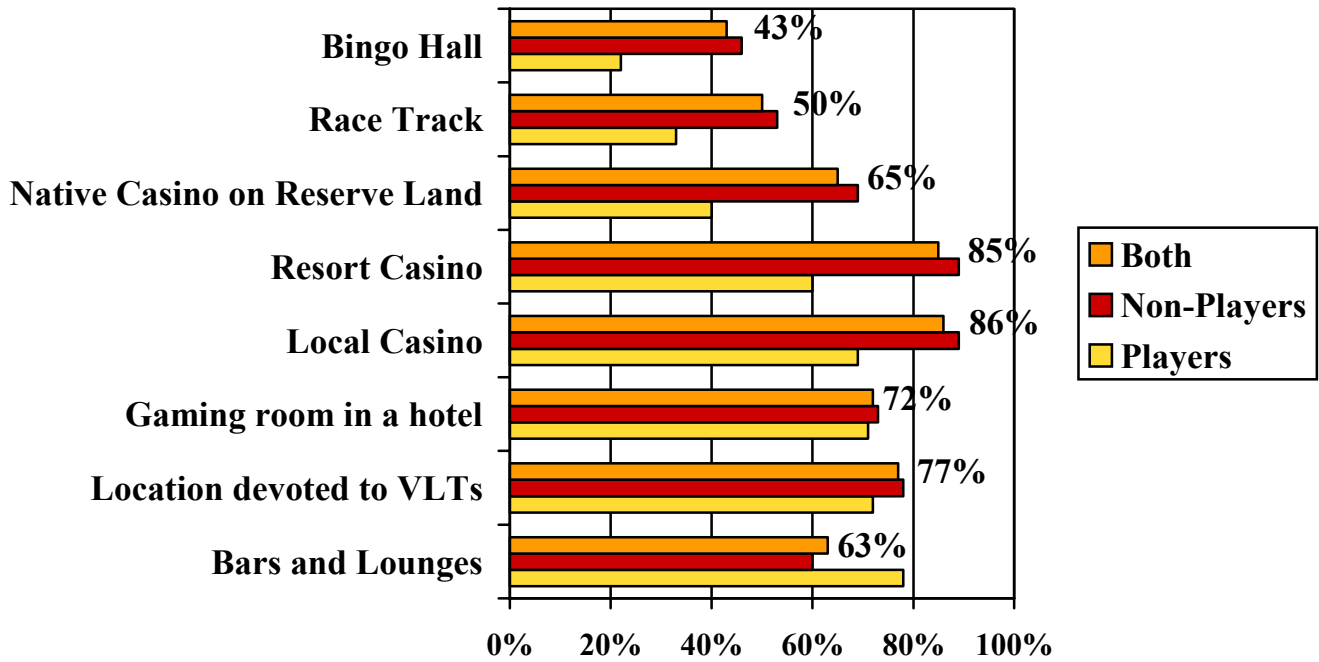
n = 1015

Should players be able to play Bingo on a Computer at a ...?

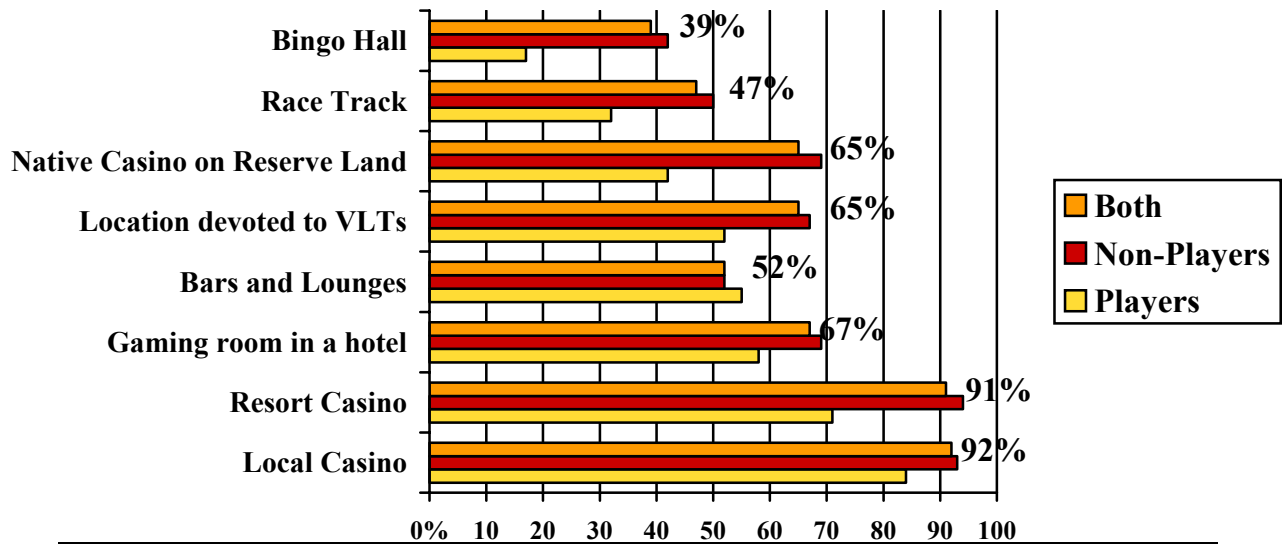
	% Response
<b>Bingo Hall</b>	89.0
<b>Resort Casino</b>	77.1
<b>Local Casino</b>	73.7
<b>Native Casino on Reserve Land</b>	67.7
<b>Race Track</b>	53.3

n = 1125

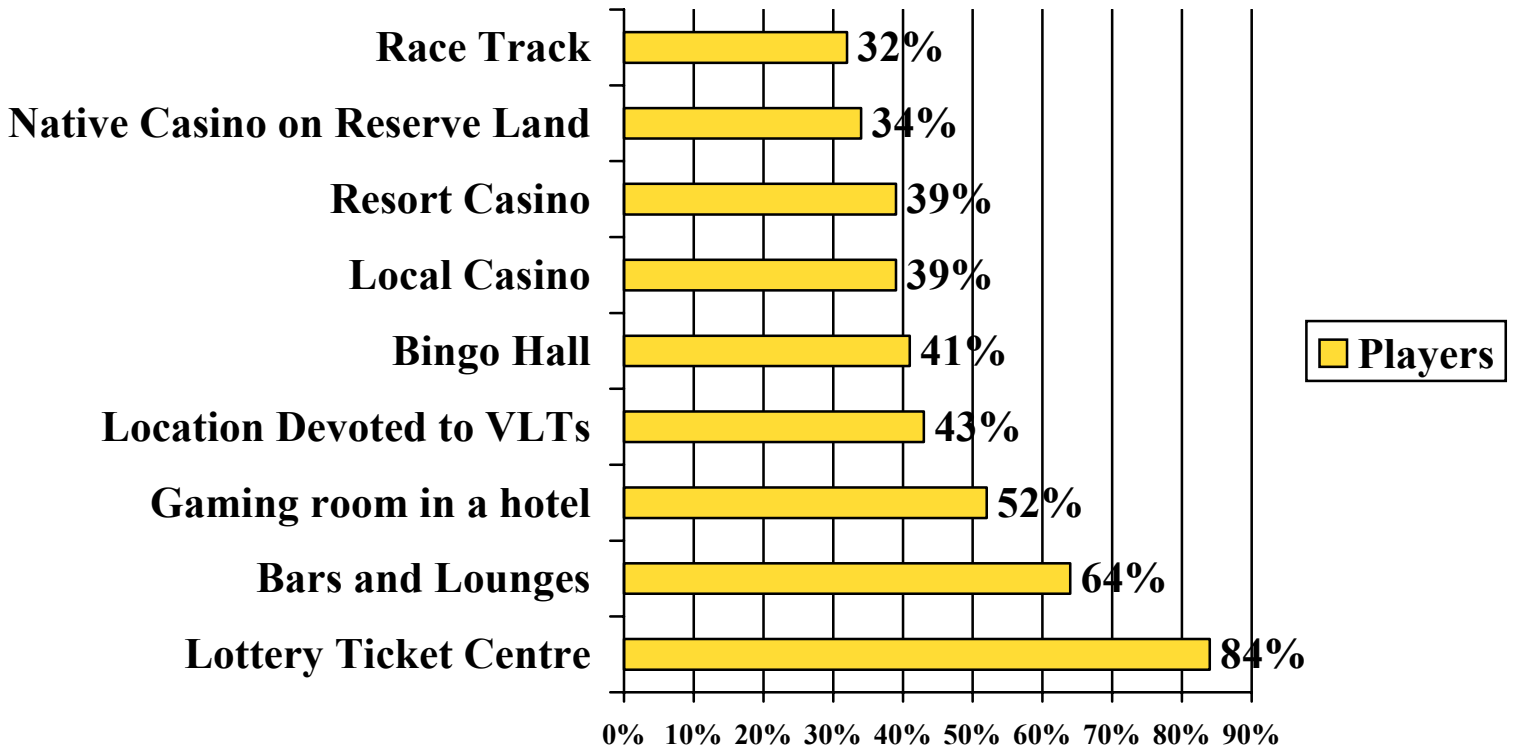
Desired location of VLT availability



Desired location of slot machine availability



**Desired Location of Instant Tickets from a Dispensing Machine**



**7. GAMING BEHAVIOUR**

**7.1 CASINOS**

Casino players were asked for their probability of playing particular games when they go to a casino.

Almost 50% of these respondents said they would definitely play **Regular slot machines** at a casino. **Blackjack** and **Video slot machines** were also popular with at least a quarter of casino-visiting respondents.

**Q6**

When you go to a casino, do you usually play Video slot machines?

	% Response
<b>Definitely play</b>	27.4
<b>Probably play</b>	30.7
<b>Probably not play</b>	12.2
<b>Definitely not play</b>	29.7

n=296

When you go to a casino, do you usually play Regular slot machines?

	% Response
<b>Definitely play</b>	47.7
<b>Probably play</b>	35.3
<b>Probably not play</b>	6.0
<b>Definitely not play</b>	11.0

n=300

When you go to a casino, do you usually play Blackjack?

	<b>% Response</b>
<b>Definitely play</b>	28.2
<b>Probably play</b>	27.2
<b>Probably not play</b>	7.8
<b>Definitely not play</b>	36.7

n=294

When you go to a casino, do you usually play Electronic horse race game?

	<b>% Response</b>
<b>Definitely play</b>	5.7
<b>Probably play</b>	15.3
<b>Probably not play</b>	15.7
<b>Definitely not play</b>	63.3

n=300

When you go to a casino, do you usually play Roulette or Wheel game?

	<b>% Response</b>
<b>Definitely play</b>	9.1
<b>Probably play</b>	23.8
<b>Probably not play</b>	16.4
<b>Definitely not play</b>	50.7

n=298

When you go to a casino, do you usually play Baccarat?

	<b>% Response</b>
<b>Definitely play</b>	1.0
<b>Probably play</b>	5.8
<b>Probably not play</b>	16.1
<b>Definitely not play</b>	77.1

n=292

When you go to a casino, do you usually play Craps?

	<b>% Response</b>
<b>Definitely play</b>	3.7
<b>Probably play</b>	13.5
<b>Probably not play</b>	12.8
<b>Definitely not play</b>	70.0

n=297

When you go to a casino, do you usually play Pit poker?

	<b>% Response</b>
<b>Definitely play</b>	5.7
<b>Probably play</b>	12.5
<b>Probably not play</b>	13.9
<b>Definitely not play</b>	67.9

n=296

When you go to a casino, do you usually play Mini-Baccarat?

	<b>% Response</b>
<b>Definitely play</b>	0.7
<b>Probably play</b>	4.1
<b>Probably not play</b>	15.4
<b>Definitely not play</b>	79.8

n=292

When you go to a casino, do you usually play Room poker?

	<b>% Response</b>
<b>Definitely play</b>	6.4
<b>Probably play</b>	11.7
<b>Probably not play</b>	12.8
<b>Definitely not play</b>	69.1

n=298

When you go to a casino, do you usually play Keno?

	<b>% Response</b>
<b>Definitely play</b>	6.1
<b>Probably play</b>	20.5
<b>Probably not play</b>	17.7
<b>Definitely not play</b>	55.6

n=293

When you go to a casino, do you usually play Sports book?

	<b>% Response</b>
<b>Definitely play</b>	2.1
<b>Probably play</b>	5.8
<b>Probably not play</b>	13.7
<b>Definitely not play</b>	78.4

n=291

When you go to a casino, do you usually play 'Other' games?

	<b>% Response</b>
<b>Definitely play</b>	4.1
<b>Probably play</b>	5.2
<b>Probably not play</b>	2.6
<b>Definitely not play</b>	88.1

n=193

## 7.2 VIDEO LOTTERIES

VLT players were asked about their playing behaviour, including length of play, amount spent and effect on play behaviour of other games and on winnings.

In a single play the average VLT player will spend 47 consecutive minutes at a machine spending \$36.68.

Fifty-two percent of VLT players indicated that VLTs have had no effect on their overall gaming winnings.

Fifty-six percent indicated that VLTs have had no effect on the amount they are spending on gaming. Thirty-five percent indicated that the introduction of VLTs has caused them to increase their spending.

Over 80% of VLTs players indicated that VLTs have had no effect on their spending on table casino games, break-opens, bingo, horse race betting, instant tickets or lottery tickets.

Seventy-one percent of those who play VLTs like to socialize at the same time, 19% prefer to just play VLTs and 11% have no preference.

### Q7

In general when you play Video Lotteries, how many consecutive minutes or hours do you usually play?

<b>Mean</b>	0.7839 hours
-------------	--------------

n=208



**Q7b: How much cash do you put into the machine each time you play VLTs in a visit to a VLT establishment?**

	<b>% Response</b>
<b>0</b>	0.9
<b>1</b>	4.3
<b>2</b>	5.2
<b>3</b>	1.4
<b>4</b>	0.5
<b>5</b>	19.9
<b>6</b>	0.5
<b>10</b>	12.3
<b>15</b>	0.9
<b>20</b>	25.1
<b>25</b>	2.8
<b>30</b>	1.9
<b>35</b>	0.5
<b>40</b>	4.3
<b>50</b>	6.6
<b>60</b>	2.8
<b>80</b>	0.9
<b>100</b>	2.2
<b>200</b>	2.4
<b>400</b>	0.5
<b>700</b>	0.5
<b>1000</b>	0.5

n=211

<b>Mean</b>	\$36.68
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**Q8**

How has the introduction of Video Lotteries affected your overall winnings at gaming or gambling?

	<b>% Response</b>
<b>Increased</b>	24.0
<b>Neither</b>	52.0
<b>Decreased</b>	24.0

n=204

How has the introduction of Video Lotteries affected the overall amount you spend gaming or gambling?

	<b>% Response</b>
<b>Increased</b>	35.3
<b>Neither</b>	55.6
<b>Decreased</b>	9.2

n=207

How has the introduction of Video Lotteries affected the amount you spend on table-casino games?

	<b>% Response</b>
<b>Increased</b>	5.8
<b>Neither</b>	83.1
<b>Decreased</b>	11.1

n=207

How has the introduction of Video Lotteries affected the amount you spend on break-opens?

	<b>% Response</b>
<b>Increased</b>	2.5
<b>Neither</b>	87.6
<b>Decreased</b>	10.0

n=201



How has the introduction of Video Lotteries affected the amount you spend on bingo?

	% Response
<b>Increased</b>	1.5
<b>Neither</b>	87.3
<b>Decreased</b>	11.3

n=204

How has the introduction of Video Lotteries affected the amount you spend on Instant tickets?

	% Response
<b>Increased</b>	3.3
<b>Neither</b>	87.7
<b>Decreased</b>	9.0

n=211

How has the introduction of Video Lotteries affected the amount you spend at the race track?

	% Response
<b>Increased</b>	3.4
<b>Neither</b>	87.9
<b>Decreased</b>	8.7

n=207

How has the introduction of Video Lotteries affected the amount you spend on Lottery Tickets

	% Response
<b>Increased</b>	5.3
<b>Neither</b>	86.1
<b>Decreased</b>	8.6

n=209

**Q9**

When you play video lotteries, do you prefer to...

	% Response
<b>Go to a licensed establishment primarily to play VLTs</b>	18.6
<b>To socialize (drink, dance, visit) as well</b>	71.0
<b>No preference</b>	10.5

n=210

**7.3 SLOT MACHINES**

Slot Machine players were asked about their length of play, amount spent, effect on play behaviour of other games and on winnings and casino play preferences.

In a single play the average Slot machine player will spend 1 consecutive hour at a machine spending \$39.78.

Sixty-three percent of Slot machine players indicated that Slots have had no effect on their overall gaming winnings.

Sixty-seven percent indicated that Slots have had no effect on the amount they are spending on gaming. Twenty-four percent indicated that the introduction of Slots has caused them to increase their spending.

Over 80% of players indicated that Slot machines have had no effect on their spending on table casino games, break-opens, bingo, horse race betting, instant tickets or lottery tickets and VLTs. Sixty-nine percent of players prefer to just play slots and not table games, 22% percent enjoy doing both and 9% have no preference.

**Q10a**

In general when you play slot machines, how many consecutive minutes or hours do you usually play?

<b>Mean</b>	1.033 hours
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n=195

**Q10b**

How much cash do you put into the machine each time you play slot machines in a visit to a gaming establishment?

	<b>% Response</b>
<b>0</b>	0.5
<b>1</b>	3.6
<b>2</b>	2.6
<b>3</b>	1.0
<b>4</b>	0.5
<b>5</b>	10.9
<b>10</b>	16.1
<b>15</b>	1.0
<b>19</b>	0.5
<b>20</b>	32.8
<b>25</b>	2.6
<b>30</b>	2.1
<b>40</b>	7.8
<b>50</b>	5.7
<b>55</b>	0.5
<b>60</b>	1.6
<b>80</b>	0.5
<b>95</b>	0.5
<b>100</b>	4.7
<b>200</b>	2.1
<b>400</b>	0.5
<b>500</b>	1.0
<b>1000</b>	0.5
<b>Mean</b>	\$39.78

n=192

**Q10c**

How has the introduction of slot machines affected your overall winning at gaming or gambling?

	<b>% Response</b>
<b>Increased</b>	15.2
<b>Neither</b>	63.4
<b>Decreased</b>	21.5

n=191

How has the introduction of slot machines affected the overall amount you spend gaming or gambling?

	<b>% Response</b>
<b>Increased</b>	23.9
<b>Neither</b>	67.0
<b>Decreased</b>	9.1

n=197

How has the introduction of slot machines affected the amount you spend on table casino games?

	<b>% Response</b>
<b>Increased</b>	6.2
<b>Neither</b>	82.5
<b>Decreased</b>	11.3

n=194

How has the introduction of slot machines affected the amount you spend on Instant tickets?

	<b>% Response</b>
<b>Increased</b>	3.5
<b>Neither</b>	83.8
<b>Decreased</b>	12.6

n=198

How has the introduction of slot machines affected the amount you spend on Break-opens?

	<b>% Response</b>
<b>Increased</b>	0.5
<b>Neither</b>	88.1
<b>Decreased</b>	11.4

n=193

How has the introduction of slot machines affected the amount you spend on VLTs?

	<b>% Response</b>
<b>Increased</b>	7.6
<b>Neither</b>	80.3
<b>Decreased</b>	12.1

n=198

How has the introduction of slot machines affected the amount you spend on bingo?

	<b>% Response</b>
<b>Increased</b>	2.0
<b>Neither</b>	86.7
<b>Decreased</b>	11.2

n=196

How has the introduction of slot machines affected the amount you spend on Lottery tickets?

	<b>% Response</b>
<b>Increased</b>	7.1
<b>Neither</b>	84.3
<b>Decreased</b>	8.6

n=197

How has the introduction of slot machines affected the amount you spend at the race track?

	<b>% Response</b>
<b>Increased</b>	2.1
<b>Neither</b>	90.7
<b>Decreased</b>	7.2

n=194

**Q10d**

When you play slot machines at a casino, do you prefer to...

	<b>% Response</b>
<b>Just play slot machines</b>	69.4
<b>Play slot machines and table games</b>	22.3
<b>No preference</b>	8.3

n=193

## 8. GAMING OPERATING RESPONSIBILITY

All respondents were asked (unaided) who they thought was responsible for operating different gaming activities and facilities.

In every case, to a greater or lesser degree, most respondents named **the provincial government** as having responsibility for operating that game or facility.

In no instance did a majority of respondents name the provincial government. However, over 40% of respondents named the provincial government as having responsibility for **Regular Lottery games, Video Lotteries and Local Casinos**.

About a third named **Individual Venue Owners** as having responsibility for **Bingo Halls** and **Race Tracks**.

**The provincial government** and **Individual Venue Owners** were both named by just over a third of respondents as having responsibility for **Slot Machines**.

**Q11: Who do you think is responsible for operating...**

**A: Regular lottery games like lotto 649**

	<b>% Response</b>
<b>Provincial government</b>	40.3
<b>Federal government</b>	26.9
<b>Government (unspecified)</b>	12.5
<b>Gaming Commission</b>	5.2
<b>Individual venue owners/private ownership</b>	5.1
<b>Provincial Gaming Commission</b>	2.7
<b>Lottery association/organization/committee/commission</b>	2.6
<b>Lottery corporation/companies</b>	1.8
<b>Lottery Board</b>	1.6
<b>Western Canada Lottery Station/commission/foundation</b>	1.1
<b>Alberta Lotteries</b>	1.1
<b>Lottery foundation</b>	1.0
<b>Federal gaming commission</b>	0.9
<b>Western lottery corporation/foundation/centre</b>	0.7
<b>Customers/general public/taxpayers</b>	0.7
<b>Treasury board/department</b>	0.4
<b>Charities/non-profit organization</b>	0.4
<b>Municipal governments</b>	0.4
<b>Sports organizations</b>	0.2
<b>Canada Lotto Foundation</b>	0.2
<b>Crown corporation</b>	0.2
<b>No one</b>	0.1
<b>Gaming Association/body/board</b>	0.1
<b>Western Express</b>	0.1
<b>First Nations</b>	0.1
<b>Minister of Lotteries</b>	0.1

<i>regular lottery games continued</i>	
<b>Unspecified Organizations</b>	0.1
<b>Elected board</b>	0.1
<b>Stores</b>	0.0
<b>Lottery ticket centres</b>	0.0
<b>Schools</b>	0.0
<b>Not applicable answer</b>	0.0
<b>Refused</b>	0.1
<b>Don't Know</b>	10.1

n = 1530

**Q11b Video lotteries**

	<b>% Response</b>
<b>Provincial government</b>	44.3
<b>Individual venue owners/private ownership</b>	27.4
<b>Government (unspecified)</b>	9.8
<b>Gaming commission</b>	6.0
<b>Federal Government</b>	4.5
<b>Provincial gaming commission</b>	2.8
<b>Municipal governments</b>	2.0
<b>Customers/general public/taxpayers</b>	0.9
<b>Alberta Lotteries</b>	0.8
<b>Gaming Association/body/board</b>	0.8
<b>Lottery board</b>	0.8
<b>Lottery association/organization/committee/commission</b>	0.6
<b>Charities/non-profit organizations</b>	0.5
<b>Alberta Gaming</b>	0.4
<b>Crooked guy/greedy bastards/distasteful people</b>	0.2
<b>Western Canada Lottery Station/commission/foundation</b>	0.2
<b>Unspecified Organizations</b>	0.2
<b>Not applicable answer</b>	0.2
<b>Federal gaming commission</b>	0.1
<b>Gaming company/corporation/industry</b>	0.1
<b>Race Track Commission</b>	0.1
<b>Lottery corporations/companies</b>	0.1
<b>Lottery foundation</b>	0.1
<b>No one</b>	0.1
<b>Western Lottery corporation/foundation/centre</b>	0.1
<b>Canada Lotto Foundation</b>	0.0
<b>Refused</b>	0.1
<b>Don't Know</b>	13.7

n = 1529

**Q11c: Local casinos**

	<b>% Response</b>
Individual venue owners/private ownership	46.0
Provincial government	26.6
Government (unspecified)	7.8
Municipal governments	7.6
Charities/non-profit organizations	6.3
Gaming commission	4.7
Provincial Gaming Commission	2.9
Federal Government	2.3
First Nations	1.5
Customers/General Public/Taxpayers	0.8
Gaming Association/body/board	0.8
Unspecified Organizations	0.6
Alberta Lotteries	0.5
Mafia/mob/criminals	0.4
Alberta Gaming	0.3
Crooked guy/greedy bastards/distasteful people	0.2
Lottery association/organization/committee/commission	0.2
Gaming company/corporation/industry	0.1
Not applicable answer	0.1
Should be banned	0.1
ABS	0.1
No one	0.1
Lottery board	0.1
Elected board	0.1
Western Lottery Corporation/foundation/centre	0.1
Sports Organizations	0.1
Bingo Association	0.1
Don't Know	11.6

n = 1529

**Q11d: Bingo halls**

	<b>% Response</b>
Individual venue owners/private ownership	33.8
Charities/non-profit organizations	24.2
Provincial government	17.5
Municipal governments	9.9
Government (unspecified)	5.3
Gaming commission	5.1
Customers/general public/taxpayers	4.5
Provincial Gaming Commission	2.6
Churches/religious organizations	2.4
Unspecified organizations	2.1
Bingo associations	1.3
Federal government	1.2



<i>bingo halls continued</i>	
<b>Sports organizations</b>	1.1
<b>First Nations</b>	1.1
<b>Alberta Gaming</b>	0.7
<b>Schools</b>	0.5
<b>Gaming association/body/board</b>	0.4
<b>Lottery association/organization/committee/commission</b>	0.3
<b>Not applicable answer</b>	0.3
<b>Lottery board</b>	0.2
<b>Alberta Lotteries</b>	0.2
<b>Elected board</b>	0.1
<b>ABS</b>	0.1
<b>Lottery corporations/companies</b>	0.1
<b>Federal gaming commission</b>	0.1
<b>Mafia/mob/criminals</b>	0.1
<b>No one</b>	0.1
<b>Should be licensed</b>	0.1
<b>Refused</b>	0.0
<b>Don't Know</b>	13.7
<b>Don't Know</b>	10.1

n = 1530

**Q11e: Race tracks**

	<b>% Response</b>
<b>Individual venue owners/private ownership</b>	34.9
<b>Provincial government</b>	18.2
<b>Municipal governments</b>	9.2
<b>Government (unspecified)</b>	5.2
<b>Race track committees/organizations/commission</b>	4.9
<b>Gaming commission</b>	4.7
<b>Provincial gaming commission</b>	2.8
<b>Horse owners/jockey club/agriculture society</b>	2.5
<b>Stampede board</b>	2.3
<b>Federal government</b>	2.2
<b>Northlands</b>	2.0
<b>Customers/general public/taxpayers</b>	1.0
<b>Charities/non-profit organizations</b>	0.7
<b>Alberta gaming</b>	0.4
<b>Exhibition board</b>	0.4
<b>Mafia/mob/criminals</b>	0.4
<b>Gaming association/body/board</b>	0.3
<b>Not applicable answer</b>	0.2
<b>Unspecified organizations</b>	0.2
<b>Alberta Lotteries</b>	0.2
<b>Crooked guy/greedy bastards/distasteful people</b>	0.2

<i>race tracks continued</i>	
<b>Lottery association/organization/committee/commission</b>	0.1
<b>Western Lottery Corporation/foundation/centre</b>	0.1
<b>Gaming company/corporation/industry</b>	0.1
<b>Bookies</b>	0.1
<b>Lottery board</b>	0.1
<b>Sports Organizations</b>	0.1
<b>No one</b>	0.1
<b>Don't Know</b>	23.5

n = 1518

**Q11f: Slot machines**

	<b>% Response</b>
<b>Provincial government</b>	35.7
<b>Individual venue owners/private ownership</b>	35.3
<b>Government (unspecified)</b>	10.2
<b>Gaming Commission</b>	5.8
<b>Federal government</b>	4.5
<b>Provincial gaming commission</b>	3.3
<b>Casinos</b>	3.2
<b>Municipal governments</b>	2.4
<b>Customers/general public/taxpayers</b>	1.5
<b>Charities/non-profit organizations</b>	1.5
<b>Alberta Gaming</b>	0.8
<b>First Nations</b>	0.5
<b>Not applicable answer</b>	0.5
<b>Alberta Lotteries</b>	0.5
<b>Gaming associations/body/board</b>	0.4
<b>Lottery association/organization/committee/commission</b>	0.3
<b>Mafia/mob/criminals</b>	0.3
<b>Crooked guy/greedy bastards/distasteful people</b>	0.2
<b>Crown corporation</b>	0.2
<b>Unspecified organizations</b>	0.1
<b>Western Canada Lottery Station/commission/foundation</b>	0.1
<b>Gaming company/corporation/industry</b>	0.1
<b>Lottery foundation</b>	0.1
<b>Minister of Lotteries</b>	0.1
<b>Lottery ticket centres</b>	0.1
<b>Lottery corporations/companies</b>	0.1
<b>Should be licensed</b>	0.1
<b>Federal gaming commission</b>	0.1
<b>Lottery board</b>	0.1
<b>No one</b>	0.1
<b>Western Lottery corporation/foundation/centre</b>	0.1

<i>Slot machines continued</i>	
<b>Northlands</b>	0.1
<b>Refused</b>	0.1
<b>Don't Know</b>	10.5

n = 1522

Respondents were further asked for their opinion as to who should be responsible for operating the same games or facilities.

Responses were much more varied. More than a third felt that the **Federal Government** should be responsible for **Regular Lottery Games, Video Lotteries and Slot Machines**.

Around a quarter of respondents felt that the Western Canada Lottery station/ commission/ foundation should be responsible for operating Local Casinos, Bingo Halls and Internet Gambling. About the same number felt that the Provincial Government should be responsible for Internet Gambling.

A very small percentage felt that the provincial government should be responsible for Video Lotteries.

**Q11: Who do you think should be responsible for operating:**

**Q11g: Regular lottery games like lotto 649**

	<b>% Response</b>
<b>Federal government</b>	38.7
<b>Provincial government</b>	22.3
<b>Government (unspecified)</b>	9.5
<b>Western Canada Lottery Station/commission/foundation</b>	6.2
<b>Crown corporation</b>	5.9
<b>Lottery board</b>	4.3
<b>Not applicable answer</b>	3.4
<b>Provincial Gaming commission</b>	2.4
<b>Gaming commission</b>	2.2
<b>Alberta Lotteries</b>	2.1
<b>Lottery association/organization/committee/commission</b>	1.5
<b>Lottery ticket centres</b>	0.9
<b>Lottery corporations/companies</b>	0.7
<b>Individual venue owners/private ownership</b>	0.5
<b>Treasury board/department</b>	0.4
<b>No one</b>	0.3
<b>Lottery foundation</b>	0.2
<b>Municipal governments</b>	0.1
<b>Canada Lotto Foundation</b>	0.1
<b>First Nations</b>	0.1
<b>Minister of Lotteries</b>	0.1
<b>Stores</b>	0.1
<b>Charities/non-profit organizations</b>	0.1
<b>Gaming association/body/board</b>	0.1

<i>Regular lottery games continued</i>	
<b>Don't Know</b>	7.8

n = 1522

**Q11h: Video lotteries**

	<b>% Response</b>
<b>Federal government</b>	35.8
<b>Western Canada lottery station/commission/foundation</b>	17.7
<b>Lottery association/organization/committee/commission</b>	5.8
<b>Provincial government</b>	5.8
<b>Government (unspecified)</b>	5.7
<b>Crown corporation</b>	4.9
<b>Alberta lotteries</b>	4.1
<b>Provincial gaming commission</b>	3.4
<b>Gaming commission</b>	2.0
<b>Canada Lotto Foundation</b>	2.0
<b>Not applicable answer</b>	2.0
<b>Lottery board</b>	1.3
<b>Sports organizations</b>	0.8
<b>Minister of Lotteries</b>	0.5
<b>No one</b>	0.5
<b>Treasury board/department</b>	0.5
<b>Federal gaming commission</b>	0.4
<b>Municipal governments</b>	0.4
<b>Lottery foundation</b>	0.3
<b>Western Lottery Corporation/foundation/centre</b>	0.3
<b>Lottery ticket centres</b>	0.3
<b>Customers/general public/taxpayers</b>	0.3
<b>Individual venue owners/private ownership</b>	0.2
<b>Lottery corporations/companies</b>	0.2
<b>Stores</b>	0.1
<b>Gaming association/body/board</b>	0.1
<b>Western express</b>	0.1
<b>Gaming company/corporation/industry</b>	0.1
<b>Unspecified organizations</b>	0.1
<b>Don't Know</b>	9.6

n = 1524

**Q11i: Local Casinos**

	<b>% Response</b>
<b>Western Canada Lottery station/commission/foundation</b>	26.9
<b>Federal government</b>	23.7
<b>Alberta lotteries</b>	14.4
<b>Gaming commission</b>	6.9
<b>Canada Lotto Foundation</b>	5.8

<i>Local casinos continued</i>	
<b>Provincial gaming commission</b>	5.2
<b>Government (unspecified)</b>	4.0
<b>Crown corporation</b>	3.9
<b>Lottery association/organization/committee/commission</b>	3.1
<b>Provincial government</b>	2.7
<b>Minister of Lotteries</b>	2.0
<b>Lottery board</b>	1.5
<b>Treasury board/department</b>	0.9
<b>Western express</b>	0.8
<b>Municipal governments</b>	0.8
<b>Not applicable answer</b>	0.7
<b>Individual venue owners/private ownership</b>	0.5
<b>Sports organizations</b>	0.5
<b>Federal gaming commission</b>	0.5
<b>No one</b>	0.4
<b>Gaming association/body/board</b>	0.4
<b>Lottery foundation</b>	0.3
<b>Western Lottery Corporation/foundation/centre</b>	0.2
<b>Lottery ticket centres</b>	0.2
<b>Customers/general public/taxpayers</b>	0.2
<b>Unspecified organizations</b>	0.2
<b>Alberta gaming</b>	0.1
<b>Stores</b>	0.1
<b>Lottery corporations/companies</b>	0.1
<b>Refused</b>	0.0
<b>Don't Know</b>	6.7

n = 1529

**Q11j: Bingo Halls**

	<b>% Response</b>
<b>Western Canada Lottery Station/commission/foundation</b>	22.9
<b>Federal government</b>	17.9
<b>Gaming commission</b>	15.3
<b>Alberta Lotteries</b>	12.4
<b>Provincial gaming commission</b>	10.2
<b>Crown corporation</b>	4.7
<b>Gaming company/corporation/industry</b>	3.0
<b>Government (unspecified)</b>	2.6
<b>Lottery board</b>	2.6
<b>Canada Lotto Foundation</b>	2.0
<b>Not applicable answer</b>	1.6
<b>Provincial government</b>	1.6
<b>Lottery association/organization/committee/commission</b>	1.4
<b>Minister of Lotteries</b>	0.9

<i>Bingo halls continued</i>	
Western Express	0.5
Municipal Governments	0.4
Treasury board/department	0.4
Gaming association/body/board	0.3
Federal gaming commission	0.3
Individual venue owners/private ownership	0.3
No one	0.2
Customers/general public/taxpayers	0.2
Charities/non-profit organizations	0.1
Lottery foundation	0.1
Lottery ticket centres	0.1
Unspecified organizations	0.0
Don't Know	6.9

n = 1519

**Q11k: Race Tracks**

	<b>% Response</b>
Western Canada Lottery Station/commission/foundation	25.9
Federal government	22.2
Alberta Lotteries	12.4
Canada Lotto Foundation	5.2
Provincial Gaming Commission	4.1
Crown corporation	3.7
Lottery board	3.7
Government (unspecified)	3.7
Provincial government	3.0
Churches/religious organizations	2.4
Lottery association/organization/committee/commission	2.0
Crooked guy/greedy bastards/distasteful people	2.0
Race track committees/organizations/commission	2.0
Gaming commission	1.6
Elected board	1.4
Minister of Lotteries	0.9
Treasury board/department	0.8
Not applicable answer	0.8
Municipal governments	0.6
Lottery foundation	0.5
Customers/general public/taxpayers	0.4
No one	0.3
Gaming Association/body/board	0.3
Federal gaming commission	0.3
Unspecified organizations	0.2
Bookies	0.2
Individual venue owners/private ownership	0.1

<i>Race track continued</i>	
Charities/non-profit organizations	0.1
Casinos	0.1
Lottery corporations/companies	0.1
Stores	0.1
Lottery ticket centres	0.1
Don't Know	13.2

n = 1529

**Q11: Slot machines**

	<b>% Response</b>
Federal government	31.2
Western Canada Lottery Station/commission/foundation	22.8
Canada Lotto foundation	6.0
Alberta Lotteries	5.7
Provincial Gaming commission	5.0
Lottery association/organization/committee/commission	4.6
Provincial government	4.6
Government (unspecified)	4.4
Crown corporation	4.4
Gaming commission	2.7
Lottery board	2.1
Sports organizations	2.0
Not applicable answer	1.0
Treasury board/department	1.0
Western Lottery corporation/foundation/centre	0.9
Minister of Lotteries	0.7
No one	0.5
Municipal governments	0.5
Lottery corporations/companies	0.4
Gaming association/body/board	0.3
Customers/general public/taxpayers	0.3
Federal gaming commission	0.3
Lottery foundation	0.2
Individual venue owners/private ownership	0.1
Lottery ticket centres	0.1
Western express	0.1
Alberta gaming	0.1
Stores	0.1
Unspecified Organizations	0.0
Don't Know	7.0

n = 1528

**Q11m: Internet gambling**

	<b>% Response</b>
<b>Provincial government</b>	21.5
<b>Lottery association/organization/committee/commission</b>	21.3
<b>Federal government</b>	11.5
<b>Western Canada Lottery Station/commission/foundation</b>	5.1
<b>Race track commission</b>	5.0
<b>Mafia/mob/criminals</b>	4.8
<b>Government (unspecified)</b>	4.2
<b>Not applicable answer</b>	3.0
<b>Crown corporation</b>	2.8
<b>Schools</b>	1.3
<b>Bingo Associations</b>	1.0
<b>Provincial Gaming Commission</b>	1.0
<b>Minister of Lotteries</b>	0.9
<b>Alberta Lotteries</b>	0.8
<b>Gaming commission</b>	0.8
<b>Northlands</b>	0.7
<b>First Nations</b>	0.7
<b>Treasury board/department</b>	0.6
<b>Customers/general public/taxpayers</b>	0.5
<b>Canada Lotto foundation</b>	0.5
<b>Municipal governments</b>	0.5
<b>Lottery board</b>	0.3
<b>Exhibition board</b>	0.3
<b>Horse owners/jockey club agriculture society</b>	0.3
<b>Stampede board</b>	0.2
<b>Lottery ticket centres</b>	0.2
<b>Gaming association/body/board</b>	0.2
<b>No one</b>	0.2
<b>Lottery foundation</b>	0.1
<b>Charities/non-profit organizations</b>	0.1
<b>Federal gaming commission</b>	0.1
<b>Individual venue owners/private ownership</b>	0.1
<b>Should be banned</b>	0.1
<b>Refused</b>	0.1
<b>Don't Know</b>	21.3

n = 1529

**9. GAMING KNOWLEDGE**

Respondents were asked to consider how well informed they were about various gaming activities.

**Regular Bingo** was the activity about which the highest percentage of respondents felt very well informed. **Video Lotteries** and **Coin Dispensing Slot Machines** were also familiar to at least a quarter of respondents.



Five Minute Keno, Electronic Bingo and Internet Gambling were familiar to the least number of respondents.

**Q12**

How well informed do you feel you are about how to play Sports Select?

	<b>% Response</b>
<b>Very well informed</b>	12.8
<b>Somewhat informed</b>	15.3
<b>Not very well informed</b>	14.8
<b>Not informed at all</b>	57.0

n=1517

How well informed do you feel you are about how to play Video Lotteries

	<b>% Response</b>
<b>Very well informed</b>	18.8
<b>Somewhat informed</b>	25.7
<b>Not very well informed</b>	15.1
<b>Not informed at all</b>	40.4

n=1520

How well informed do you feel you are about where to play Video Lotteries?

	<b>% Response</b>
<b>Very well informed</b>	29.9
<b>Somewhat informed</b>	30.5
<b>Not very well informed</b>	13.4
<b>Not informed at all</b>	26.2

n=1516

How well informed do you feel you are about how to play five minute Keno?

	<b>% Response</b>
<b>Very well informed</b>	3.7
<b>Somewhat informed</b>	9.0
<b>Not very well informed</b>	13.5
<b>Not informed at all</b>	73.7

n=1514

How well informed do you feel you are about how to play Sports Select?

	<b>% Response</b>
<b>Very well informed</b>	12.8
<b>Somewhat informed</b>	15.3
<b>Not very well informed</b>	14.8
<b>Not informed at all</b>	57.0

n=1517

How well informed do you feel you are about how to play regular bingo?

	<b>% Response</b>
<b>Very well informed</b>	41.2
<b>Somewhat informed</b>	37.0
<b>Not very well informed</b>	10.2
<b>Not informed at all</b>	11.6

n=1528

How well informed do you feel you are about how to play electronic bingo?

	<b>% Response</b>
<b>Very well informed</b>	3.4
<b>Somewhat informed</b>	8.6
<b>Not very well informed</b>	17.3
<b>Not informed at all</b>	70.7

n=1517

How well informed do you feel you are about how to play Casino table games?

	<b>% Response</b>
<b>Very well informed</b>	8.7
<b>Somewhat informed</b>	26.4
<b>Not very well informed</b>	18.3
<b>Not informed at all</b>	46.5

n=1521

How well informed do you feel you are about how to bet on horse racing?

	<b>% Response</b>
<b>Very well informed</b>	11.3
<b>Somewhat informed</b>	23.4
<b>Not very well informed</b>	16.0
<b>Not informed at all</b>	49.2

n=1521

How well informed do you feel you are about how to play coin dispensing slot machines?

	<b>% Response</b>
<b>Very well informed</b>	25.6
<b>Somewhat informed</b>	31.3
<b>Not very well informed</b>	13.8
<b>Not informed at all</b>	29.4

n=1520

How well informed do you feel you are about internet gambling?

	<b>% Response</b>
<b>Very well informed</b>	3.3
<b>Somewhat informed</b>	7.6
<b>Not very well informed</b>	12.9
<b>Not informed at all</b>	76.2

n=1515

How well informed do you feel you are about where to purchase break-opens?

	<b>% Response</b>
<b>Very well informed</b>	13.9
<b>Somewhat informed</b>	23.2
<b>Not very well informed</b>	16.9
<b>Not informed at all</b>	46.0

n=1506

## 10. GAMING PROCEEDS DISTRIBUTION

More respondents tended to feel very well informed about the proceeds of **Raffles** than they did about any other form of gaming. **Bingo** proceeds were also a perceived well-understood area.

There were low levels of perceived understanding about the distribution of proceeds from Horse Races and Slot Machines.

### Q13a

How well informed do you feel you are about where the proceeds from various types of gaming go such as Bingo?

	<b>% Response</b>
<b>Very well informed</b>	15.5
<b>Somewhat informed</b>	37.0
<b>Not very well informed</b>	17.0
<b>Not informed at all</b>	30.5

n=1512

How well informed do you feel you are about where the proceeds from various types of gaming go such as Casinos?

	<b>% Response</b>
<b>Very well informed</b>	6.9
<b>Somewhat informed</b>	21.3
<b>Not very well informed</b>	21.1
<b>Not informed at all</b>	50.7

n=1514

How well informed do you feel you are about where the proceeds from various types of gaming go such as Lotteries?

	<b>% Response</b>
<b>Very well informed</b>	8.7
<b>Somewhat informed</b>	39.7
<b>Not very well informed</b>	21.0
<b>Not informed at all</b>	30.6

n=1525

How well informed do you feel you are about where the proceeds from various types of gaming go such as Video Lotteries?

	<b>% Response</b>
<b>Very well informed</b>	8.4
<b>Somewhat informed</b>	24.8
<b>Not very well informed</b>	20.1
<b>Not informed at all</b>	46.8

n=1519

How well informed do you feel you are about where the proceeds from various types of gaming go such as Horse races?

	<b>% Response</b>
<b>Very well informed</b>	4.1
<b>Somewhat informed</b>	9.6
<b>Not very well informed</b>	17.9
<b>Not informed at all</b>	68.3

n=1510

How well informed do you feel you are about where the proceeds from various types of gaming go such as Raffles?

	<b>% Response</b>
<b>Very well informed</b>	27.7
<b>Somewhat informed</b>	45.0
<b>Not very well informed</b>	10.5
<b>Not informed at all</b>	16.9

n=1515

How well informed do you feel you are about where the proceeds from various types of gaming go such as Slot machines?

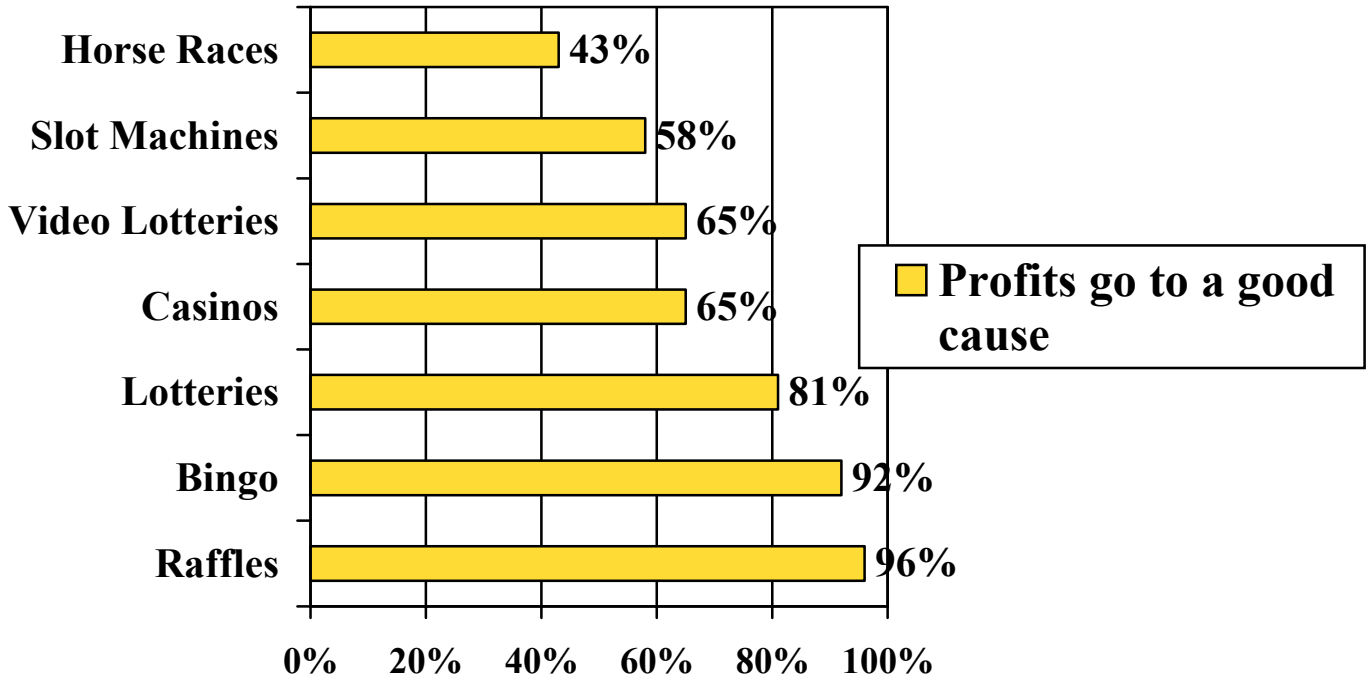
	<b>% Response</b>
<b>Very well informed</b>	5.8
<b>Somewhat informed</b>	19.3
<b>Not very well informed</b>	21.6
<b>Not informed at all</b>	53.3

n=1516

For almost all of the named gaming activities the majority of respondents felt that the proceeds went to a good cause.

There was almost a consensus that **Raffles** proceeds go to a good cause. All other proceeds destinations were viewed favourably by a majority of respondents with the exception of Horse Races.

**Attitudes Towards Gaming Profits**



The majority of respondents had no recollection of hearing, seeing or reading anything about the distribution of gaming proceeds. For those who could recall information, newspapers were their primary source of information.

For the majority of these aware respondents the information they had noticed made them feel positive about AGLC. Feelings about the Alberta government were somewhat less likely to be positive. A third of respondents felt that information received made them feel negative about spending money on Lotteries.

**Q14a**

Can you recall hearing, seeing or reading anything recently about where gaming proceeds went?

	% Response
Yes	19.8
No	80.2

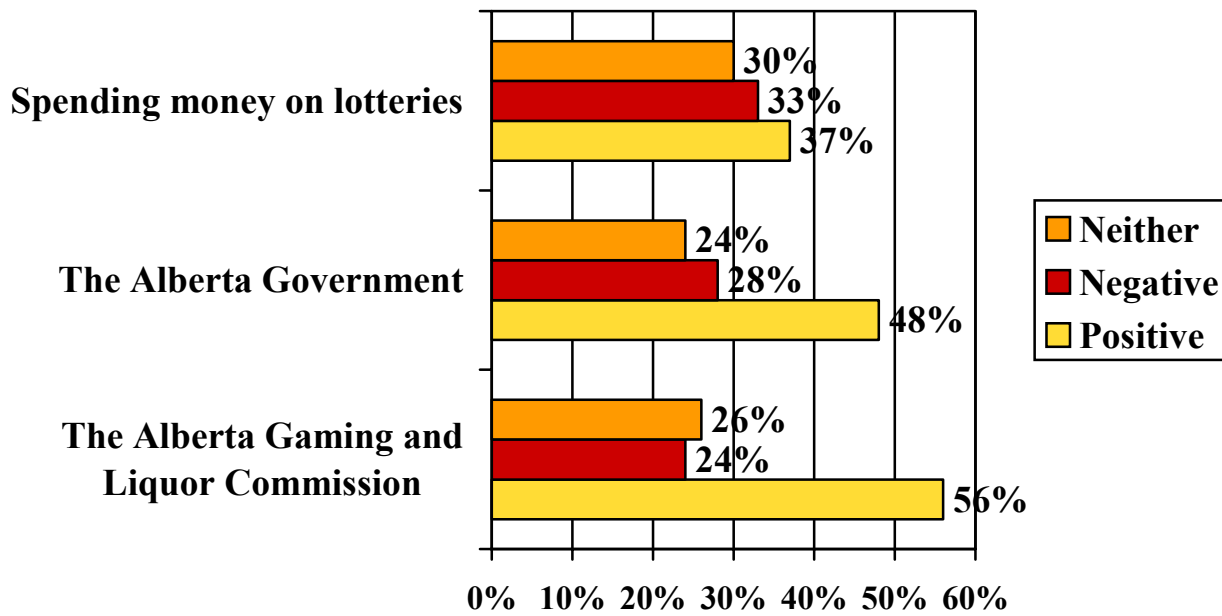
n=1522

What is your primary source of information about where the proceeds from gaming go?  
(First mention)

	<b>% Response</b>
<b>Newspapers</b>	52.6
<b>Television</b>	13.0
<b>Radio</b>	6.6
<b>Media (unspecified)</b>	5.6
<b>Involvement (volunteer/employment) connected to gaming</b>	5.3
<b>Friends/word of mouth</b>	4.6
<b>Flyers/circulars/mail/pamphlets</b>	2.9
<b>Through charity of gaming agency</b>	2.9
<b>Magazines</b>	2.7
<b>Buying raffle/lottery tickets</b>	2.2
<b>Through participation/attendance at gaming facility</b>	2.1
<b>Native Bands</b>	1.1
<b>Awareness of dispute/controversy</b>	1.0
<b>Through schools</b>	1.0
<b>Billboards</b>	0.9
<b>Internet</b>	0.8
<b>Gambling help groups</b>	0.7
<b>Government report</b>	0.4
<b>Other</b>	5.8
<b>Don't Know</b>	2.9

n = 297

**Effects of Seeing or Hearing About the Distribution of Gaming Proceeds**



Those who had no recollection of hearing, seeing or reading where proceeds go were asked to give their opinion as to where they think proceeds go. Almost fifty percent of this group felt that gaming proceeds go to the Government (unspecified). Almost a third felt that proceeds go to Charities.

**Q14b**

Where do you think the proceeds from gaming go?

	<b>% Response</b>
<b>Government</b>	49.3
<b>Charities</b>	32.6
<b>Community organizations</b>	19.2
<b>Casinos (owners, organizers, operators)</b>	18.3
<b>Sports and recreation</b>	17.3
<b>Health care</b>	9.1
<b>Community facility enhancement</b>	7.6
<b>Education and schools</b>	6.8
<b>Non-profit organizations</b>	2.6
<b>“Into someone’s pocket”</b>	2.5
<b>Arts and Culture</b>	2.4
<b>Social Service</b>	2.0
<b>Grants, programs (unspecified)</b>	1.7
<b>Administration/salaries</b>	1.3
<b>Gambling addiction organizations</b>	1.1
<b>Winners, prize money</b>	0.9
<b>Infrastructure, roads</b>	0.9
<b>To taxes</b>	0.5
<b>Politician’s pockets/corrupt politicians</b>	0.5
<b>To a god cause</b>	0.4
<b>Natives, reserves</b>	0.3
<b>Organized crime, the mob</b>	0.3
<b>To the debt</b>	0.2
<b>Lottery fund</b>	0.2
<b>Don’t Know</b>	0.2

n = 1190

All respondents were asked for their preferred recipient of gaming proceeds. **Charities** were a favoured destination for a third of respondents, followed closely by **Health Care**. Education and Schools and Community Organisations were also frequent mentions.

**Q14d**

Where would you like the proceeds from gaming to go?

	<b>% Response</b>
<b>Charities</b>	34.9
<b>Health Care</b>	29.1
<b>Education and Schools</b>	23.2
<b>Community Organizations</b>	20.9
<b>Community Facility Enhancement</b>	14.7
<b>Sports and Recreation</b>	14.2
<b>Government</b>	11.3
<b>Children's/youth help programs</b>	5.2
<b>Gambling addiction</b>	4.1
<b>Homeless (also shelters)</b>	3.9
<b>Arts and Culture</b>	3.4
<b>Social programs</b>	2.1
<b>Seniors, pensions</b>	2.0
<b>Infrastructure/transportation/roads</b>	1.9
<b>Owners (of gaming facilities/machines)</b>	1.9
<b>Reducing taxes</b>	1.8
<b>Non-profit organizations</b>	1.8
<b>Good causes/where it's most needed</b>	1.7
<b>To people/the public/general problems</b>	1.7
<b>Debt/deficit reduction</b>	1.6
<b>Other health research (including diabetes)</b>	1.6
<b>Nowhere (wants gambling eliminated)</b>	1.5
<b>Low cost housing</b>	1.3
<b>To me/in my bank account/my pocket</b>	1.2
<b>Environment/wildlife</b>	1.2
<b>Cancer research/foundation</b>	1.0
<b>Women's shelters</b>	0.9
<b>No change</b>	0.9
<b>Winners/prizes</b>	0.8
<b>The disabled/handicapped</b>	0.7
<b>Disabled children/sick children/children's hospital</b>	0.7
<b>Addictions (unspecified)</b>	0.6
<b>Alcohol/drug addiction</b>	0.6
<b>To the specific community or area where the gaming is played</b>	0.6
<b>SPCA</b>	0.5
<b>Business incentives/employment generation</b>	0.5
<b>Do not use proceeds for general revenue, standard and needed</b>	0.5
<b>Family/parents (including low income family health and dental)</b>	0.5
<b>Student loans/grants/scholarships</b>	0.4
<b>NHL teams</b>	0.4
<b>Food banks</b>	0.3
<b>Lower gasoline costs</b>	0.3
<b>Police</b>	0.3



<i>Where proceeds should go continued</i>	
<b>Churches</b>	0.3
<b>Camp for kids</b>	0.2
<b>Heart and lung research/foundation</b>	0.2
<b>Foreign aid</b>	0.2
<b>Agriculture</b>	0.1
<b>Victim services</b>	0.1
<b>Playgrounds</b>	0.1
<b>Ronald McDonald House</b>	0.1
<b>Other</b>	5.1
<b>Don't Know</b>	5.8

n = 1515

**Attitudes Toward Proceeds Distribution**

Think proceeds go to...

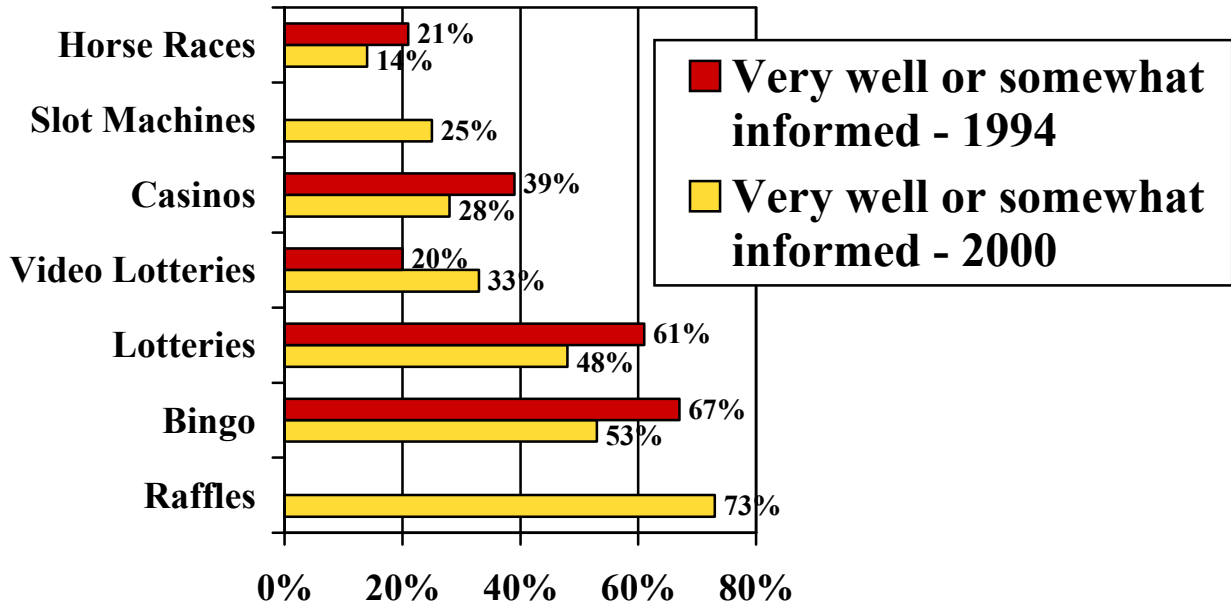
- Government (38%)
- Charities (26%)
- Community Organizations (15%)
- Casino owners/organizations (15%)
- Sports and Recreation (13%)
- Health Care (7%)

Would like proceeds to go to...

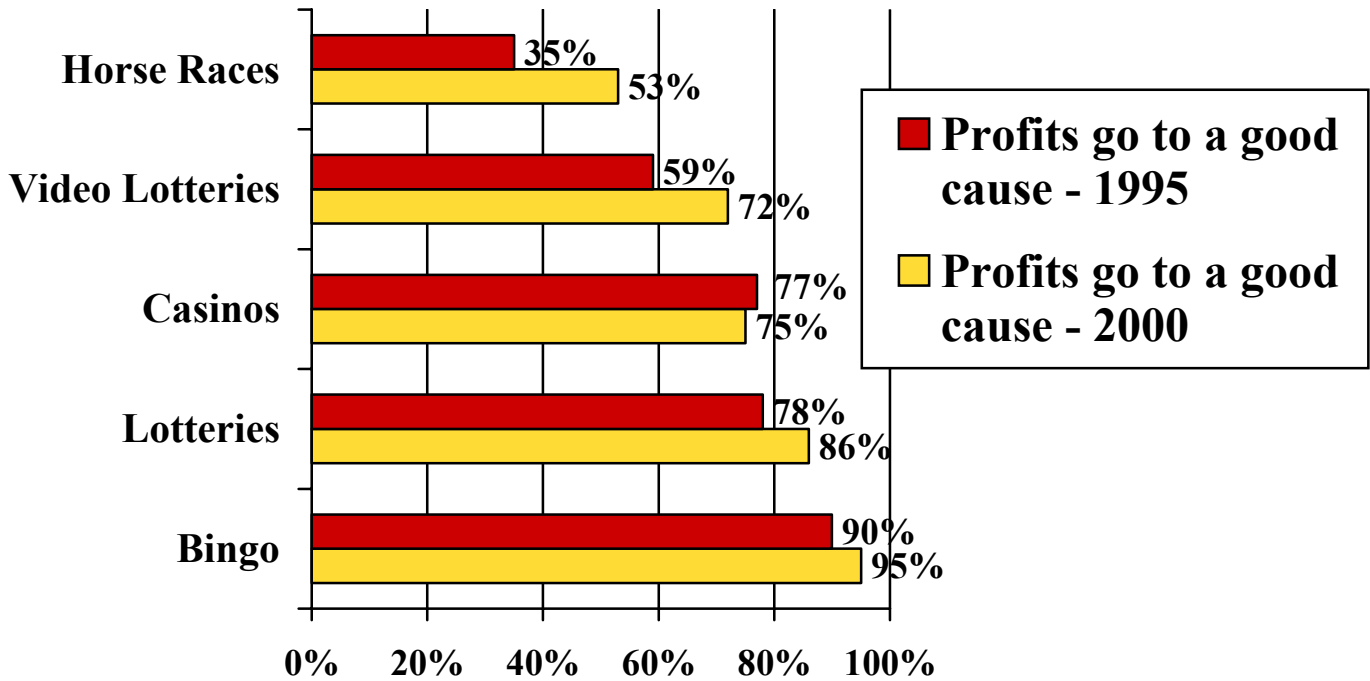
- Charities (35%)
- Health care (29%)
- Education and Schools (23%)
- Community Organizations (21%)
- Community Facility Enhancement (15%)
- Sports and Recreation (14%)

There is a strong correlation between perceived knowledge of and attitudes towards proceeds distribution. Those who feel better informed have a more positive attitude towards where proceeds go.

**Perceived Knowledge of Proceeds Distribution 1994 and 2000**



**Shift in Attitudes Toward Gaming Profits 1995-2000**



Among those who feel informed

## 11. GAMING ATTITUDES

All respondents were read a list of statements about lotteries and gaming in Alberta and asked to report how they felt about each statement on a scale of agreement or disagreement with each statement.

The statement that received the highest percentage of completely agree responses was **"Lotteries are a form of gambling."** This statement received a very high percentage of agreement. More than half of all respondents also completely agreed with the statement **"It is up to each individual to control their own gambling."**

On the other end of the scale, **"People should have access to gaming in a bar, hotel or nightclub"** was the most frequently totally disagreed with statement at close to a quarter of respondents. Other statements that were more likely to receive a high percentage of completely disagree ratings were "Gaming takes advantage of poorer Albertans" and "Gaming is an evil influence on society."

### Q16

Lotteries are a form of gambling

	% Response
<b>Totally Disagree</b>	1.6
<b>2</b>	0.7
<b>3</b>	1.4
<b>4</b>	2.8
<b>5</b>	6.0
<b>6</b>	10.5
<b>Completely Agree</b>	77.0

n=1527

Regular lotteries like Lotto 649 are becoming more popular

	% Response
<b>Totally Disagree</b>	2.5
<b>2</b>	2.4
<b>3</b>	9.0
<b>4</b>	19.9
<b>5</b>	22.4
<b>6</b>	17.1
<b>Completely Agree</b>	26.7

n=1444

People should have access to gaming in a bar, hotel or nightclub

	% Response
<b>Totally Disagree</b>	22.8
<b>2</b>	10.9
<b>3</b>	10.5
<b>4</b>	14.3
<b>5</b>	17.1
<b>6</b>	9.5
<b>Completely Agree</b>	14.9

n=1519

Gaming takes advantage of poorer Albertans

	% Response
<b>Totally Disagree</b>	20.6
<b>2</b>	10.4
<b>3</b>	12.1
<b>4</b>	10.6
<b>5</b>	13.8
<b>6</b>	9.7
<b>Completely Agree</b>	22.8

n=1517

Video Lotteries are becoming more popular

	% Response
<b>Totally Disagree</b>	3.4
<b>2</b>	2.5
<b>3</b>	8.7
<b>4</b>	17.9
<b>5</b>	21.7
<b>6</b>	17.3
<b>Completely Agree</b>	28.6

n=1397

Video lotteries are more addictive than regular lottery games like Lotto 649

	% Response
<b>Totally Disagree</b>	8.7
<b>2</b>	4.3
<b>3</b>	6.0
<b>4</b>	9.4
<b>5</b>	12.9
<b>6</b>	16.9
<b>Completely Agree</b>	41.6

n=1429

Gaming is an evil influence on society

	% Response
<b>Totally Disagree</b>	19.8
<b>2</b>	12.5
<b>3</b>	12.9
<b>4</b>	13.2
<b>5</b>	15.2
<b>6</b>	7.7
<b>Completely Agree</b>	18.7

n=1517

Lotteries are operated fairly and honestly

	% Response
<b>Totally Disagree</b>	7.5
<b>2</b>	6.3
<b>3</b>	14.1
<b>4</b>	20.0
<b>5</b>	21.6
<b>6</b>	15.8
<b>Completely Agree</b>	14.8

n=1396

People should be able to play slot machines year round

	% Response
<b>Totally Disagree</b>	9.2
<b>2</b>	4.3
<b>3</b>	6.3
<b>4</b>	11.4
<b>5</b>	15.4
<b>6</b>	14.8
<b>Completely Agree</b>	38.5

n=1515

More controls should be placed on where and when people can play Video Lotteries

	% Response
<b>Totally Disagree</b>	12.3
<b>2</b>	8.7
<b>3</b>	8.5
<b>4</b>	1.1
<b>5</b>	14.7
<b>6</b>	12.7
<b>Completely Agree</b>	32.0

n=1507

There is too much gaming in Alberta

	% Response
<b>Totally Disagree</b>	12.6
<b>2</b>	10.8
<b>3</b>	12.4
<b>4</b>	16.8
<b>5</b>	19.7
<b>6</b>	7.9
<b>Completely Agree</b>	19.7

n=1490

Governments are dependent on lotteries as a source of revenue

	% Response
<b>Totally Disagree</b>	5.9
<b>2</b>	5.0
<b>3</b>	7.2
<b>4</b>	13.4
<b>5</b>	17.8
<b>6</b>	16.3
<b>Completely Agree</b>	34.3

n=1476

Increased access to gaming and gambling will create more problems than it is worth in Alberta

	% Response
<b>Totally Disagree</b>	10.3
<b>2</b>	6.6
<b>3</b>	9.5
<b>4</b>	13.2
<b>5</b>	16.1
<b>6</b>	12.6
<b>Completely Agree</b>	31.6

n=1520

It is up to each individual to control their own gambling

	% Response
<b>Totally Disagree</b>	4.4
<b>2</b>	4.1
<b>3</b>	6.2
<b>4</b>	6.0
<b>5</b>	10.2
<b>6</b>	12.1
<b>Completely Agree</b>	56.9

n=1523

Lotteries are a good way to raise revenue because only the willing pay

	% Response
<b>Totally Disagree</b>	14.2
<b>2</b>	7.8
<b>3</b>	11.4
<b>4</b>	12.6
<b>5</b>	18.5
<b>6</b>	12.9
<b>Completely Agree</b>	22.6

n=1511

Video lotteries are more addictive than slot machines

	% Response
<b>Totally Disagree</b>	14.6
<b>2</b>	10.5
<b>3</b>	10.4
<b>4</b>	19.2
<b>5</b>	16.1
<b>6</b>	11.9
<b>Completely Agree</b>	17.4

n=1331

More money should be spent to inform Albertans about where the lottery proceeds go

	% Response
<b>Totally Disagree</b>	3.6
<b>2</b>	2.4
<b>3</b>	3.6
<b>4</b>	8.4
<b>5</b>	15.8
<b>6</b>	18.6
<b>Completely Agree</b>	47.5

n=1523

In the case of VLTs, respondents were more likely to agree (than disagree) that **"Video Lotteries are becoming more popular."** They were also more likely to agree that **"More controls should be placed on where and when people can play Video Lotteries."**

There are few regional differences in these attitudes:

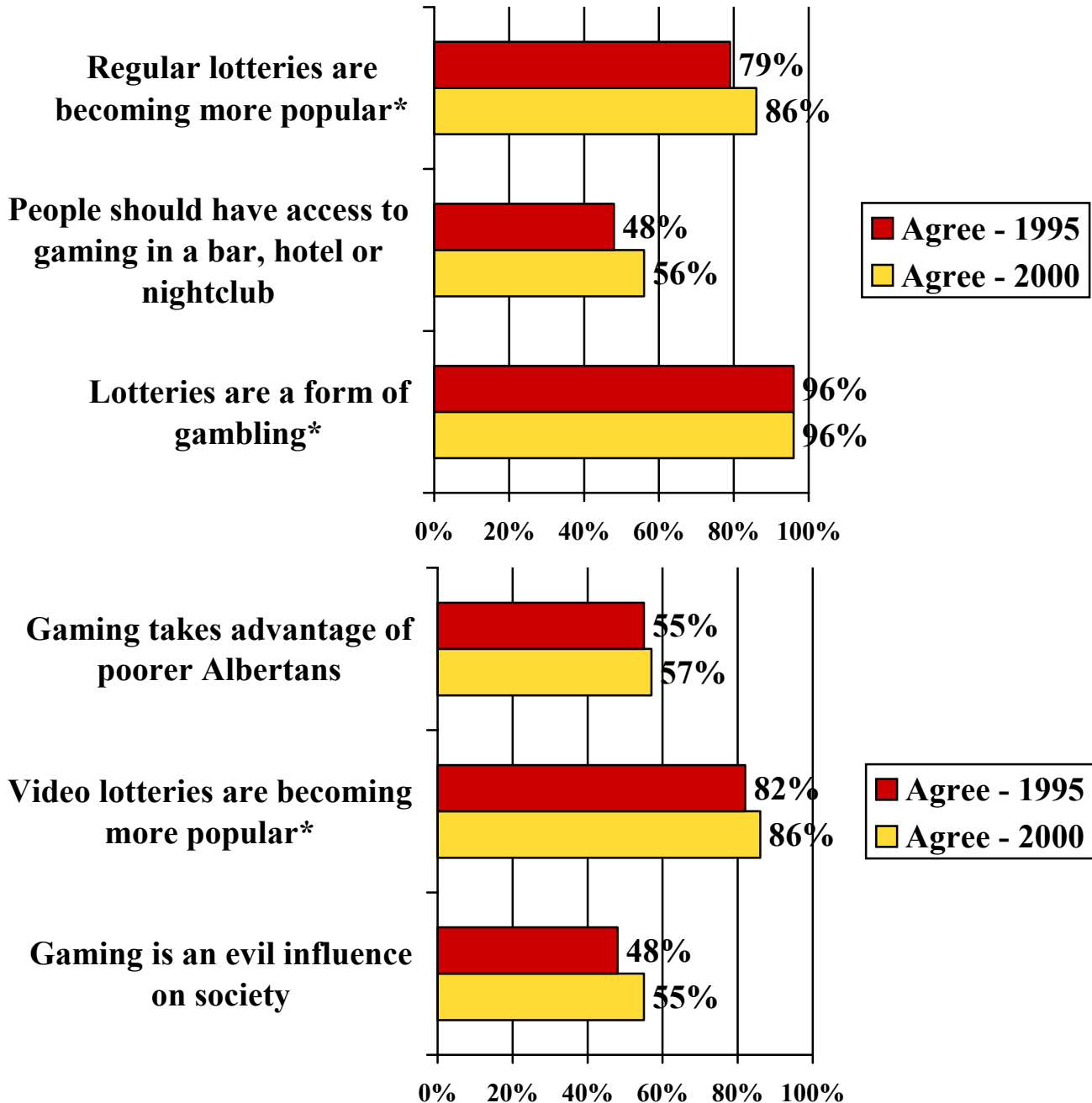
Those in Southern Alberta are less likely than those in Northern Alberta to want more controls on where people can play VLTs.

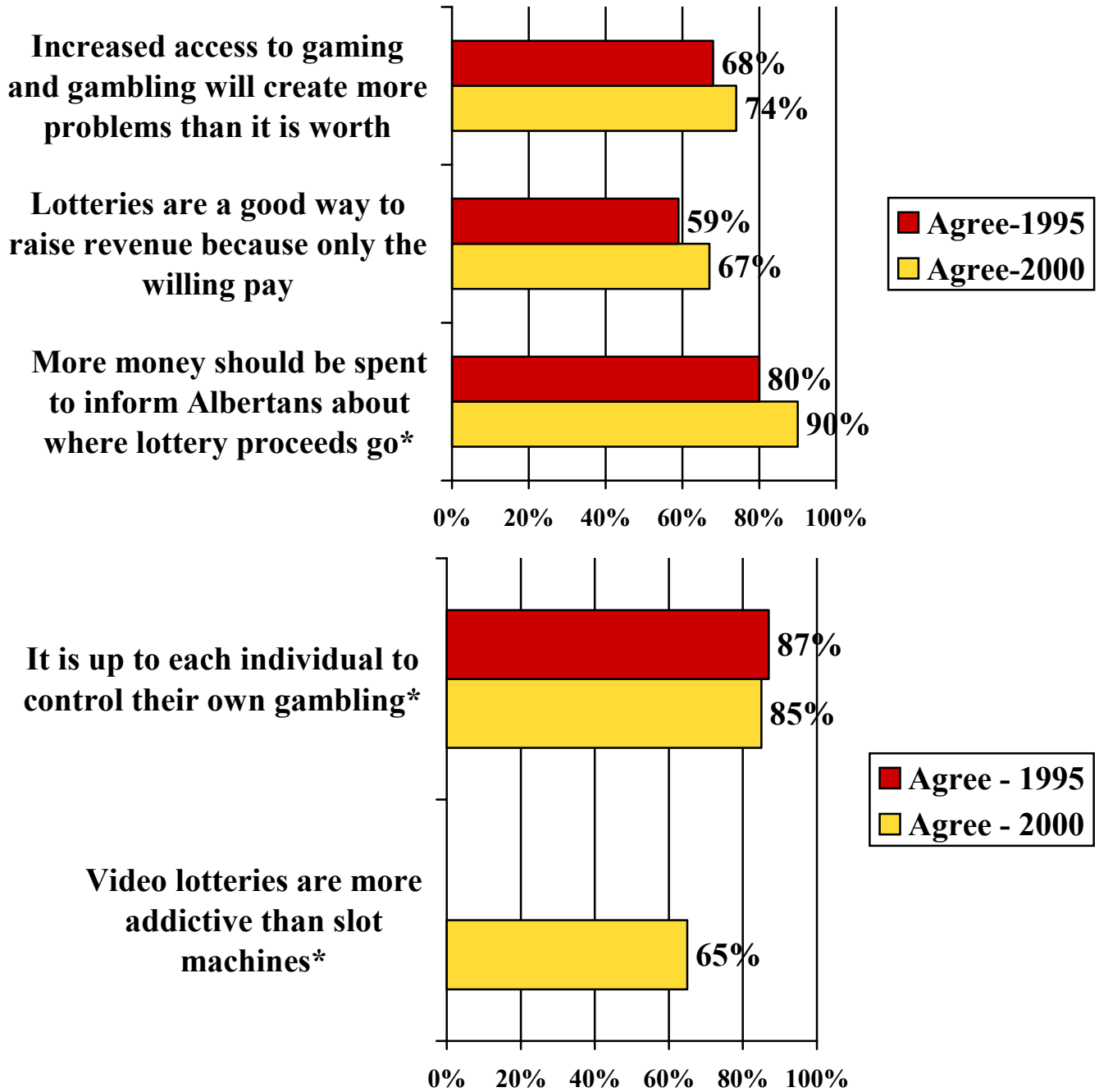
Those in Northern Alberta are the most likely to believe that VLTs are becoming more popular.

**Comparison with responses from 1993/1994**

General attitudes towards gaming have changed little since 1993/1994 although opinion towards VLTs is significantly more negative now, particularly in Northern Alberta.

**Shift in Attitudes Toward Gaming 1995-2000**





## 12. IDEAL GAMING FACILITY

Respondents were asked to imagine they were going to design their ideal gaming facility. They were asked to rate the appeal of a number of different features of that ideal facility. The most appealing features for a large majority of respondents are **'Security'** and a **'Clean modern environment.'**

'Intimate atmosphere', 'Themed décor' and 'Fast-food service' were the features least likely to receive an 'extremely appealing' rating. Less than a quarter of respondents rated these features at a high level of appeal.

**Q16.2**

Themed Decor

	<b>% Response</b>
<b>Extremely appealing</b>	23.1
<b>2</b>	12.2
<b>3</b>	20.4
<b>4</b>	18.3
<b>5</b>	10.4
<b>6</b>	6.2
<b>Not at all appealing</b>	9.4

n=646

Intimate Atmosphere

	<b>% Response</b>
<b>Extremely appealing</b>	20.3
<b>2</b>	12.2
<b>3</b>	20.8
<b>4</b>	18.6
<b>5</b>	12.1
<b>6</b>	5.1
<b>Not at all appealing</b>	10.9

n=645

Modern Furnishings and Equipment

	<b>% Response</b>
<b>Extremely appealing</b>	50.1
<b>2</b>	16.8
<b>3</b>	14.0
<b>4</b>	7.2
<b>5</b>	5.1
<b>6</b>	2.2
<b>Not at all appealing</b>	4.6

n=649

Live Entertainment

	<b>% Response</b>
<b>Extremely appealing</b>	30.4
<b>2</b>	11.2
<b>3</b>	18.3
<b>4</b>	13.8
<b>5</b>	9.8
<b>6</b>	4.3
<b>Not at all appealing</b>	12.1

n=651

Spacious Surrounding

	<b>% Response</b>
<b>Extremely appealing</b>	50.5
<b>2</b>	19.9
<b>3</b>	12.8
<b>4</b>	5.9
<b>5</b>	5.2
<b>6</b>	1.4
<b>Not at all appealing</b>	4.3

n=649

Fast Food Service

	<b>% Response</b>
<b>Extremely appealing</b>	23.8
<b>2</b>	12.1
<b>3</b>	18.5
<b>4</b>	15.8
<b>5</b>	13.8
<b>6</b>	5.4
<b>Not at all appealing</b>	10.7

n=647



Seated Dining

	<b>% Response</b>
<b>Extremely appealing</b>	34.5
<b>2</b>	14.9
<b>3</b>	18.5
<b>4</b>	11.2
<b>5</b>	6.9
<b>6</b>	4.9
<b>Not at all appealing</b>	8.9

n=649

Convenient Parking

	<b>% Response</b>
<b>Extremely appealing</b>	64.7
<b>2</b>	16.1
<b>3</b>	6.9
<b>4</b>	3.7
<b>5</b>	2.9
<b>6</b>	1.2
<b>Not at all appealing</b>	4.4

n=652

Liquor Service

	<b>% Response</b>
<b>Extremely appealing</b>	32.6
<b>2</b>	10.1
<b>3</b>	16.3
<b>4</b>	14.4
<b>5</b>	9.2
<b>6</b>	5.1
<b>Not at all appealing</b>	12.4

n=651

Non-Smoking Sections

	<b>% Response</b>
<b>Extremely appealing</b>	60.1
<b>2</b>	7.7
<b>3</b>	0.9
<b>4</b>	5.9
<b>5</b>	4.2
<b>6</b>	2.0
<b>Not at all appealing</b>	12.3

n=649

Security

	<b>% Response</b>
<b>Extremely appealing</b>	75.5
<b>2</b>	11.7
<b>3</b>	3.9
<b>4</b>	2.5
<b>5</b>	.4
<b>6</b>	0.8
<b>Not at all appealing</b>	4.3

n=649

Easily Identifiable Staff

	<b>% Response</b>
<b>Extremely appealing</b>	63.9
<b>2</b>	14.6
<b>3</b>	8.6
<b>4</b>	4.0
<b>5</b>	2.8
<b>6</b>	1.7
<b>Not at all appealing</b>	4.5

n=651

Clean Modern Environment

	<b>% Response</b>
<b>Extremely appealing</b>	70.7
<b>2</b>	13.1
<b>3</b>	4.1
<b>4</b>	4.0
<b>5</b>	2.1
<b>6</b>	1.2
<b>Not at all appealing</b>	4.8

n=652

**13. 1 PERCEPTIONS OF PROBLEM GAMBLING**

Respondents were presented with a list of different games and gaming activities and asked to rate them on a scale from being harmless entertainment to hard gambling.

**Internet gambling, Video Lotteries and Coin operated slot machines** were the most likely to be considered as hard gambling.

**Q17: Hard gambling vs. Harmless Entertainment**

Raffles

	<b>% Response</b>
<b>Harmless Entertainment</b>	41.2
<b>2</b>	22.5
<b>3</b>	14.4
<b>4</b>	9.7
<b>5</b>	6.7
<b>6</b>	1.5
<b>Hard Gambling</b>	4.0

n=1509

Regular Bingos

	<b>% Response</b>
<b>Harmless Entertainment</b>	17.3
<b>2</b>	12.4
<b>3</b>	15.7
<b>4</b>	17.0
<b>5</b>	17.1
<b>6</b>	8.5
<b>Hard Gambling</b>	12.1

n=1510

Pull-Tabs

	<b>% Response</b>
<b>Harmless Entertainment</b>	19.0
<b>2</b>	12.5
<b>3</b>	18.0
<b>4</b>	19.1
<b>5</b>	15.0
<b>6</b>	6.3
<b>Hard Gambling</b>	10.1

n=1397

Five Minute Keno

	<b>% Response</b>
<b>Harmless Entertainment</b>	11.0
<b>2</b>	6.3
<b>3</b>	13.8
<b>4</b>	20.2
<b>5</b>	17.8
<b>6</b>	10.7
<b>Hard Gambling</b>	20.3

n=1239

Instant Tickets

	<b>% Response</b>
<b>Harmless Entertainment</b>	19.3
<b>2</b>	16.3
<b>3</b>	18.6
<b>4</b>	15.8
<b>5</b>	14.2
<b>6</b>	6.0
<b>Hard Gambling</b>	9.8

n=1499

Video Lotteries

	<b>% Response</b>
<b>Harmless Entertainment</b>	6.0
<b>2</b>	2.4
<b>3</b>	6.7
<b>4</b>	11.4
<b>5</b>	16.8
<b>6</b>	18.4
<b>Hard Gambling</b>	38.2

n=1472

Horse Race Betting

	<b>% Response</b>
<b>Harmless Entertainment</b>	8.0
<b>2</b>	3.7
<b>3</b>	9.8
<b>4</b>	14.9
<b>5</b>	20.1
<b>6</b>	16.3
<b>Hard Gambling</b>	27.2

n=1500

Sports Select

	<b>% Response</b>
<b>Harmless Entertainment</b>	16.1
<b>2</b>	11.7
<b>3</b>	21.2
<b>4</b>	16.6
<b>5</b>	17.0
<b>6</b>	6.7
<b>Hard Gambling</b>	10.7

n=1406

Local Casino Table Games

	<b>% Response</b>
<b>Harmless Entertainment</b>	5.7
<b>2</b>	3.5
<b>3</b>	8.2
<b>4</b>	13.5
<b>5</b>	18.0
<b>6</b>	17.6
<b>Hard Gambling</b>	33.4

n=1486

Coin Dispensing Slot Machines

	<b>% Response</b>
<b>Harmless Entertainment</b>	7.8
<b>2</b>	3.9
<b>3</b>	9.0
<b>4</b>	14.3
<b>5</b>	17.2
<b>6</b>	17.8
<b>Hard Gambling</b>	30.0

n=1502

Resort Casinos

	<b>% Response</b>
<b>Harmless Entertainment</b>	8.4
<b>2</b>	4.6
<b>3</b>	10.7
<b>4</b>	14.2
<b>5</b>	18.3
<b>6</b>	13.8
<b>Hard Gambling</b>	30.0

n=1489

Internet Gambling

	<b>% Response</b>
<b>Harmless Entertainment</b>	5.5
<b>2</b>	1.8
<b>3</b>	6.5
<b>4</b>	9.6
<b>5</b>	13.8
<b>6</b>	16.1
<b>Hard Gambling</b>	46.7

n=1389

Lotteries like Lotto 649

	<b>% Response</b>
<b>Harmless Entertainment</b>	20.7
<b>2</b>	15.2
<b>3</b>	18.2
<b>4</b>	16.3
<b>5</b>	13.7
<b>6</b>	7.3
<b>Hard Gambling</b>	8.6

n=1515

Bingo Played on a Computer Device in a  
Bingo Hall

	<b>% Response</b>
<b>Harmless Entertainment</b>	11.7
<b>2</b>	9.1
<b>3</b>	13.4
<b>4</b>	19.1
<b>5</b>	18.0
<b>6</b>	10.4
<b>Hard Gambling</b>	18.3

n=1433

Harmless Entertainment or Hard Gambling?

	Mean
Raffles	2.38
Pull-tabs	3.58
Instant tickets	3.47
Regular bingo	3.78
5 minute Keno	4.41
Video Lotteries	5.39
Horse Race Betting	4.93
Local Casino table games	5.22
Resort Casinos	4.91
Lotteries like Lotto 649	3.43
Sport Select	3.70
Coin dispensing slot machines	5.03
Internet Gambling	5.59
Bingo played on a computer device in a bingo hall	4.27

13.2 PROBLEM GAMBLING

Respondents were further asked for their top-of-mind impressions of which kind of gambling they would associate with 'problem gambling.'

**Video Lotteries** was mentioned (unaided) more frequently than any other gaming activity as 'problem gambling'—by just over 40% of respondents as a first mention and by more than half of all respondents as a combination of all mentions

**Casino table games** and **Slot machines** were other frequent mentions as types of problem gambling.

Q18

When you hear the words 'problem gambling' what kind of gambling comes to mind first? First Mention

	% Response
Video lotteries	43.1
Casino table games	18.9
Slot machines	13.1
Addictive/compulsive gambling	12.7
Horse racing	2.8
Bingos	2.6
Card games (all mentions)	1.6
All types of gambling	1.5
Poor people/spending beyond your means	0.8
Internet gambling	0.4
Regular lottery games	0.4
Bar gambling	0.3
Broken families	0.1
Games aren't the problem, people are	0.1
Illegal gambling	0.1

<i>Problem gambling continued</i>	
<b>Instant tickets</b>	0.1
<b>Pull tabs</b>	0.1
<b>Sports betting</b>	0.1
<b>Refused</b>	0.1
<b>Other</b>	1.0
<b>Don't Know</b>	0.2

n=1530

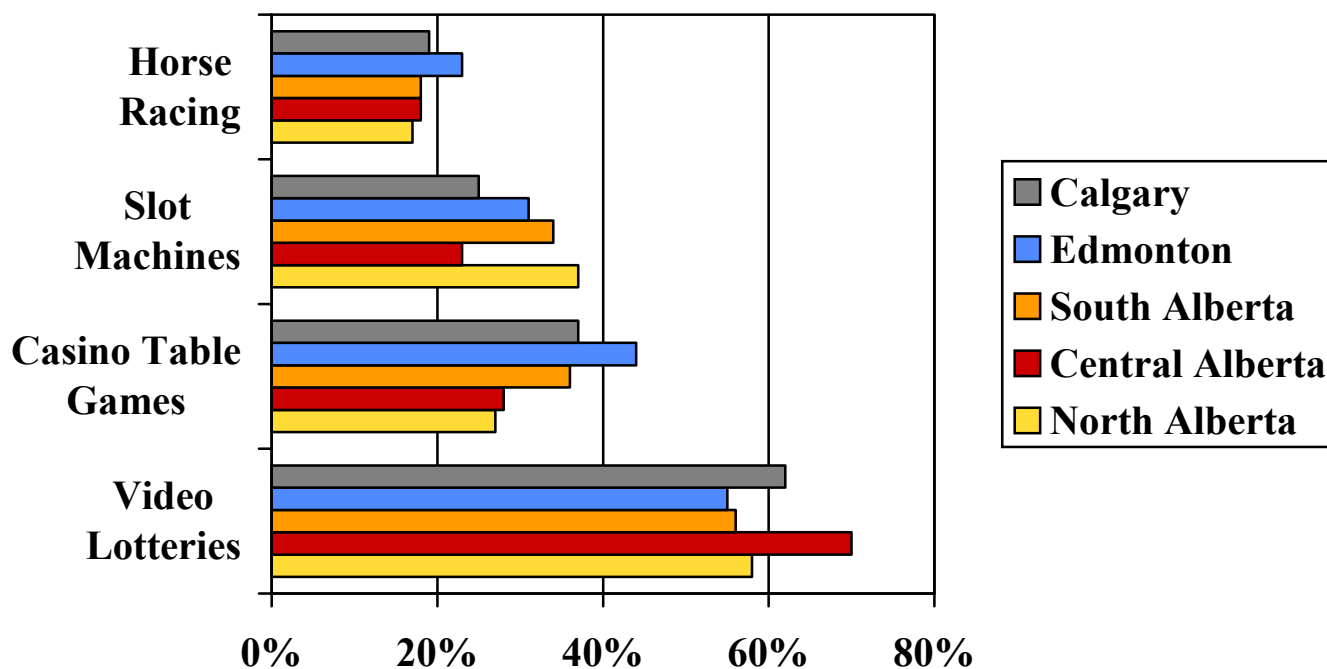
All Mentions

	<b>% Response</b>
<b>Video lotteries</b>	59.0
<b>Casino table games</b>	38.9
<b>Slot machines</b>	27.9
<b>Horse racing</b>	19.3
<b>Bingos</b>	18.0
<b>Addictive/compulsive gambling</b>	16.1
<b>Card games (all mentions)</b>	6.4
<b>Regular lottery games</b>	5.9
<b>Internet gambling</b>	3.4
<b>All types of gambling</b>	2.2
<b>Poor people/spending beyond your means</b>	1.3
<b>Sports betting</b>	0.7
<b>Instant tickets</b>	0.6
<b>Bar gambling</b>	0.5
<b>Pull tabs</b>	0.4
<b>Illegal gambling</b>	0.4
<b>Sport select</b>	0.3
<b>alcoholism</b>	0.2
<b>Broken families</b>	0.1
<b>Stock market</b>	0.1
<b>Keno</b>	0.1
<b>Betting in general</b>	0.1
<b>Games aren't the problem, people are</b>	0.1
<b>Refused</b>	0.1
<b>Other</b>	1.9
<b>Don't Know</b>	0.2

n = 1529

Looking at regional responses, those in Central Alberta mentioned Slot machines less often than respondents in other regions. Those in Northern Alberta mentioned Table Games on first mention more than any other region.

**Games Associated With Problem Gambling—open ended**



Respondents were next read a list of gambling activities and asked if they thought that activity either causes or is associated with any problems in Alberta.

A very high percentage of respondents felt that **Video Lotteries** are a problem—more than any other gaming activity presented. Other gaming activities with a high frequency of connection with problems are Slot Machines, Casino Table Games and Internet Gambling.

**Q19**

Regular lottery games

	% Response
Yes	37.9
No	62.7

n=1474

Bingos

	% Response
Yes	53.2
No	46.8

n=1490

Horse track betting

	% Response
Yes	68.2
No	31.7

n=1454

Video Lotteries

	% Response
Yes	85.7
No	14.2

n=1468

Casino table games

	% Response
Yes	76.7
No	23.3

n=1474

Break-opens (Pull-tabs)

	% Response
Yes	34.2
No	65.7

n=1358

Slot Machines

	% Response
Yes	80.5
No	19.4

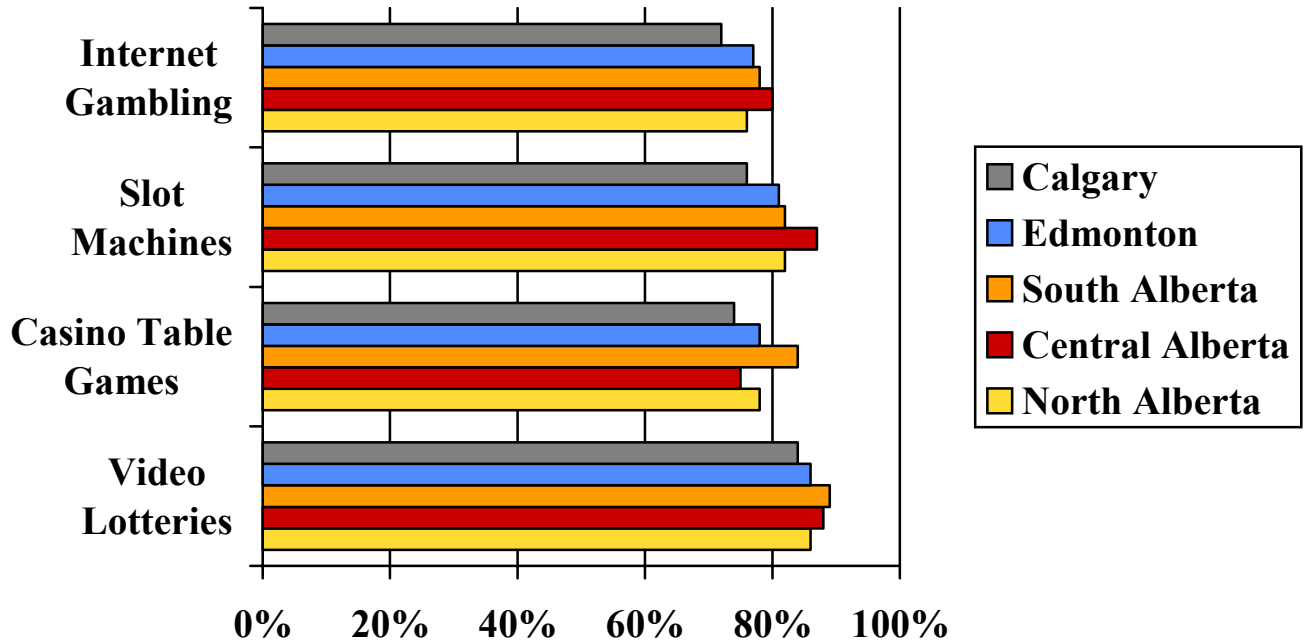
n=1487

Internet Gambling

	% Response
Yes	75.9
No	24.1

n=1313

**Games Associated With Problem Gambling—direct question**



A majority of respondents reported that over the past year problems associated with gambling in Alberta had increased or got worse. Those in Northern Alberta were the most likely to say that problems had increased.

**Q20**

Over the past year do you think problems associated with gambling in Alberta have...

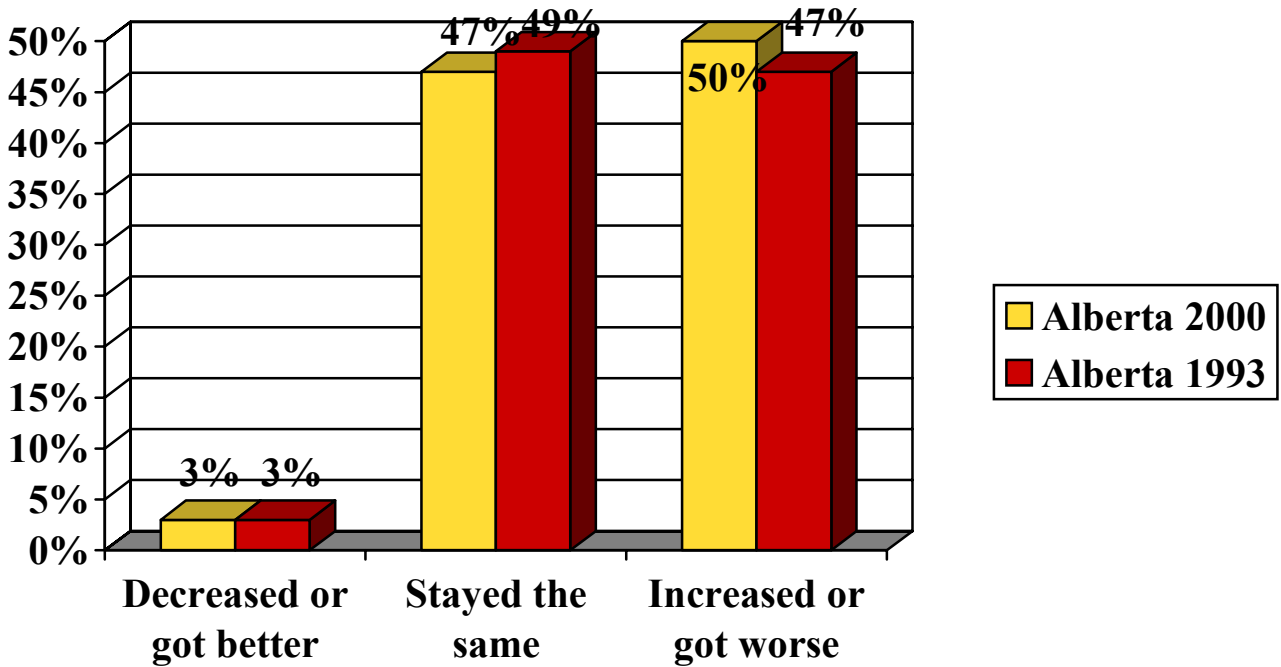
	% Response
Increased or got worse	51.9
Stayed the same	45.0
Decreased or got better	3.1

n=1367

**Comparison with 1993**

In 2000, more Albertans than in 1993 appear to feel that problems associated with gambling have got worse or increased.

**Over the Past Year, Do You Think Problems Associated With Gambling in Alberta have...**



**14. PSYCHOGRAPHIC RESPONSES**

All respondents were read a list of statements of how different people approach life and asked to rate how much they agreed or disagreed with each statement.

Almost half of all respondents strongly agreed that **'It's more important to understand my inner self than it is to be rich and powerful.'**

Other statements that received a high percentage of strong agreement ratings were **'I feel very comfortable with technology such as computers, instant banking machines or video games,'** and **'I prefer to work quietly behind the scenes without causing waves.'**

Statements that respondents were more likely to disagree with were **'Whether or not you make it in life is mostly determined by luck.'** **'Most nights of the week I am out at a social event of some sort'** and **'I think I would, or do, enjoy trading stocks on the internet.'**



**Q21**

I pay close attention to what successful people are doing

	<b>% Response</b>
<b>Disagree totally</b>	14.9
<b>2</b>	13.5
<b>3</b>	14.0
<b>4</b>	16.6
<b>5</b>	17.8
<b>6</b>	10.4
<b>Agree completely</b>	12.9

n=1524

It's very important to me to feel I am part of a group

	<b>% Response</b>
<b>Disagree totally</b>	19.9
<b>2</b>	13.0
<b>3</b>	14.2
<b>4</b>	17.0
<b>5</b>	14.6
<b>6</b>	9.3
<b>Agree completely</b>	12.0

n=1521

I enjoy introducing a small element of danger into my life

	<b>% Response</b>
<b>Disagree totally</b>	22.6
<b>2</b>	14.6
<b>3</b>	12.1
<b>4</b>	15.0
<b>5</b>	16.8
<b>6</b>	7.5
<b>Agree completely</b>	11.4

n=1529

Life should be enjoyed as much as possible today without worrying about the future

	<b>% Response</b>
<b>Disagree totally</b>	16.2
<b>2</b>	11.5
<b>3</b>	12.9
<b>4</b>	12.9
<b>5</b>	16.9
<b>6</b>	8.7
<b>Agree completely</b>	20.8

n=1523

I am more experimental than traditional

	<b>% Response</b>
<b>Disagree totally</b>	17.2
<b>2</b>	11.6
<b>3</b>	13.7
<b>4</b>	18.1
<b>5</b>	15.8
<b>6</b>	9.7
<b>Agree completely</b>	13.9

n=1521

Most nights of the week I am out at a social event of some sort

	<b>% Response</b>
<b>Disagree totally</b>	44.0
<b>2</b>	19.6
<b>3</b>	11.2
<b>4</b>	7.7
<b>5</b>	7.3
<b>6</b>	4.5
<b>Agree completely</b>	5.6

n=1524

I like to win and enjoy the feeling that I have beaten the rest of the world

	<b>% Response</b>
<b>Disagree totally</b>	23.5
<b>2</b>	14.3
<b>3</b>	11.9
<b>4</b>	14.2
<b>5</b>	15.5
<b>6</b>	7.6
<b>Agree completely</b>	13.0

n=1512

People should have the right to do what they want to do, even if it could hurt them

	<b>% Response</b>
<b>Disagree totally</b>	19.9
<b>2</b>	9.9
<b>3</b>	12.2
<b>4</b>	12.7
<b>5</b>	15.7
<b>6</b>	9.9
<b>Agree completely</b>	19.7

n=1520

I enjoy a challenge, pitting myself against the odds

	<b>% Response</b>
<b>Disagree totally</b>	13.8
<b>2</b>	9.8
<b>3</b>	11.7
<b>4</b>	14.8
<b>5</b>	20.7
<b>6</b>	12.5
<b>Agree completely</b>	16.9

n=1517

Everything is changing too fast today

	<b>% Response</b>
<b>Disagree totally</b>	17.2
<b>2</b>	11.2
<b>3</b>	13.4
<b>4</b>	16.8
<b>5</b>	15.3
<b>6</b>	8.2
<b>Agree completely</b>	17.9

n=1526

I prefer to work quietly behind the scenes without causing waves

	<b>% Response</b>
<b>Disagree totally</b>	10.9
<b>2</b>	8.0
<b>3</b>	12.8
<b>4</b>	16.3
<b>5</b>	17.0
<b>6</b>	12.0
<b>Agree completely</b>	22.9

n=1520

I feel very comfortable with technology such as computers, instant banking machines or video games

	<b>% Response</b>
<b>Disagree totally</b>	11.2
<b>2</b>	5.0
<b>3</b>	6.9
<b>4</b>	9.9
<b>5</b>	15.7
<b>6</b>	17.5
<b>Agree completely</b>	33.7

n=1529

Whether or not you make it in life is mostly determined by luck

	<b>% Response</b>
<b>Disagree totally</b>	52.9
<b>2</b>	19.4
<b>3</b>	9.7
<b>4</b>	6.7
<b>5</b>	5.7
<b>6</b>	2.4
<b>Agree completely</b>	3.3

n=1530

I often feel left out of decisions that affect me

	<b>% Response</b>
<b>Disagree totally</b>	31.4
<b>2</b>	18.5
<b>3</b>	13.4
<b>4</b>	1.3
<b>5</b>	10.3
<b>6</b>	6.5
<b>Agree completely</b>	8.7

n=1512

It's more important to understand my inner self than it is to be rich and powerful

	<b>% Response</b>
<b>Disagree totally</b>	5.1
<b>2</b>	2.8
<b>3</b>	6.0
<b>4</b>	11.6
<b>5</b>	12.3
<b>6</b>	16.2
<b>Agree completely</b>	46.1

n=1518

I think I would, or do, enjoy trading stocks on the internet

	<b>% Response</b>
<b>Disagree totally</b>	47.5
<b>2</b>	13.4
<b>3</b>	8.0
<b>4</b>	8.8
<b>5</b>	10.1
<b>6</b>	5.2
<b>Agree completely</b>	6.9

n=1502

## 15. COMMUNICATION ON GAMING

More than a third of respondents named **Newspapers** as their primary source of information about gaming. TV was another common gaming information source named by just under a quarter of respondents.

### Q22

What is your primary source of information (if any) about gaming? First Mention

	<b>% Response</b>
<b>Newspaper</b>	38.1
<b>TV</b>	22.5
<b>Word of mouth</b>	11.8
<b>None</b>	7.2
<b>Personal experience</b>	6.1
<b>Radio</b>	3.3
<b>Ads/Brochures</b>	1.6
<b>Magazines</b>	1.5
<b>Media</b>	1.1
<b>Work</b>	1.0
<b>Internet</b>	0.9

<i>Primary source of information continued</i>	
<b>Community involvement</b>	0.6
<b>Lottery booth tickets</b>	0.5
<b>Bars and restaurants and hotels</b>	0.4
<b>This phone call</b>	0.4
<b>At the bingo hall/casinos</b>	0.3
<b>Gaming commission</b>	0.3
<b>Luck Magazine</b>	0.2
<b>Other signs/banners at community events</b>	0.2
<b>ADAC/gamblers anonymous/anti-gambling social service</b>	0.2
<b>Construction Site Signs (Community facilities)</b>	0.1
<b>Other</b>	1.8

n=1509

All Other Mentions

	<b>% Response</b>
<b>Newspaper</b>	61.6
<b>TV</b>	49.4
<b>None</b>	39.0
<b>Word of mouth</b>	22.9
<b>Magazines</b>	7.9
<b>DK/NS</b>	5.4
<b>Ads/Brochures</b>	4.4
<b>Internet</b>	3.5
<b>Work</b>	1.7
<b>Media</b>	1.6
<b>Other signs/banners at community events</b>	1.1
<b>Community involvement</b>	1.0
<b>Lottery booth tickets</b>	0.9
<b>Luck Magazine</b>	0.8
<b>Festival Poster of Arts Events Programs</b>	0.6
<b>At the bingo hall/casino</b>	0.6
<b>This phone call</b>	0.5
<b>Bars and restaurants and hotels</b>	0.5
<b>Construction Site Signs (Community facilities)</b>	0.4
<b>ADAC/gamblers anonymous/anti-gambling social service</b>	0.4
<b>Gaming commission</b>	0.3
<b>Books/reading about it</b>	0.2
<b>School</b>	0.1
<b>Other</b>	3.0

n = 1530

**16. LEISURE ACTIVITIES**

When asked about their leisure activities, a very high, 99% of respondents reported having gone to a **restaurant** in the past year. Other common activities were going to a **private party** or to a **movie** in the past year.

**Q23**

In the past year have you gone to a movie?

	<b>% Response</b>
<b>Yes</b>	75.1
<b>No</b>	24.9

n=1530

In the past year have you gone to live theatre?

	<b>% Response</b>
<b>Yes</b>	41.7
<b>No</b>	58.3

n=1527

In the past year have you gone to a live concert?

	<b>% Response</b>
<b>Yes</b>	40.2
<b>No</b>	59.8

n=1529

In the past year have you gone to a neighborhood pub?

	<b>% Response</b>
<b>Yes</b>	53.6
<b>No</b>	46.4

n=1529

In the past year have you gone to a sports bar?

	<b>% Response</b>
<b>Yes</b>	37.0
<b>No</b>	63.0

n=1530

In the past year have you gone to a tavern (with live entertainment)?

	<b>% Response</b>
<b>Yes</b>	44.4
<b>No</b>	55.6

n=1526

In the past year have you gone to a night club (with dancing)?

	<b>% Response</b>
<b>Yes</b>	41.9
<b>No</b>	58.1

n=1530

In the past year have you gone to a restaurant?

	<b>% Response</b>
<b>Yes</b>	98.6
<b>No</b>	1.4

n=1530

In the past year have you gone to a hall party?

	<b>% Response</b>
<b>Yes</b>	33.6
<b>No</b>	66.4

n=1513

In the past year have you gone to a rave?

	<b>% Response</b>
<b>Yes</b>	4.8
<b>No</b>	95.2

n=1507

In the past year have you gone to a games parlor (i.e. bowling alley, pool hall)?

	<b>% Response</b>
<b>Yes</b>	39.5
<b>No</b>	60.5

n=1528

In the past year have you gone to a private party?

	<b>% Response</b>
<b>Yes</b>	78.0
<b>No</b>	22.0

n=1530

In the past year have you gone to a museum/gallery?

	<b>% Response</b>
<b>Yes</b>	50.9
<b>No</b>	49.1

n=1530

In the past year have you gone to a live sporting event?

	<b>% Response</b>
<b>Yes</b>	54.5
<b>No</b>	45.5

n=1530

In the past year have you gone to an exhibition/tradeshow

	<b>% Response</b>
<b>Yes</b>	59.7
<b>No</b>	40.3

n=1527

The average restaurant-going respondent went to a restaurant 6 times in the past year. Movies and private parties were both attended 1.5 times on average.

Q24

How many times in the past month have you gone to a movie?

	<b>% Response</b>
<b>0</b>	36.9
<b>1</b>	28.4
<b>2</b>	18.8
<b>3</b>	6.9
<b>4</b>	3.9
<b>5</b>	1.8
<b>6</b>	0.9
<b>7</b>	0.5
<b>8</b>	0.3
<b>9</b>	0.1
<b>10</b>	0.8
<b>12</b>	0.3
<b>15</b>	0.1
<b>20</b>	0.1
<b>25</b>	0.1
<b>100</b>	0.1

n=1146

How many times in the past month have you gone to live theatre?

	<b>% Response</b>
<b>0</b>	65.9
<b>1</b>	25.9
<b>2</b>	4.9
<b>3</b>	1.3
<b>4</b>	0.8
<b>5</b>	0.6
<b>6</b>	0.3
<b>10</b>	0.2

n=637

How many times in the past month have you gone to a live concert?

	<b>% Response</b>
<b>0</b>	63.8
<b>1</b>	27.0
<b>2</b>	4.9
<b>3</b>	1.5
<b>4</b>	1.8
<b>5</b>	0.2
<b>6</b>	0.2
<b>7</b>	0.2
<b>8</b>	0.2
<b>10</b>	0.2
<b>15</b>	0.2

n=614

How many times in the past month have you gone to a neighborhood pub?

	<b>% Response</b>
<b>0</b>	31.5
<b>1</b>	27.9
<b>2</b>	19.1
<b>3</b>	5.2
<b>4</b>	6.5
<b>5</b>	2.5
<b>6</b>	1.1
<b>7</b>	0.5
<b>8</b>	0.9
<b>10</b>	2.0
<b>11</b>	0.1
<b>12</b>	0.6
<b>15</b>	0.6
<b>16</b>	0.1
<b>20</b>	1.1
<b>30</b>	0.2
<b>100</b>	0.1

n=815

How many times in the past month have you gone to a sports bar?

	<b>% Response</b>
<b>0</b>	44.3
<b>1</b>	27.4
<b>2</b>	15.4
<b>3</b>	4.4
<b>4</b>	2.8
<b>5</b>	2.1
<b>6</b>	0.4
<b>7</b>	0.2
<b>8</b>	0.4
<b>10</b>	1.2
<b>13</b>	0.2
<b>15</b>	0.4
<b>20</b>	0.4
<b>25</b>	0.2
<b>30</b>	0.2
<b>120</b>	0.2

n=566

How many times in the past month have you gone to a night club (with dancing)?

	<b>% Response</b>
<b>0</b>	41.8
<b>1</b>	22.3
<b>2</b>	11.9
<b>3</b>	4.2
<b>4</b>	6.1
<b>5</b>	3.3
<b>6</b>	2.4
<b>7</b>	1.3
<b>8</b>	1.4
<b>9</b>	0.2
<b>10</b>	2.4
<b>12</b>	1.1
<b>15</b>	0.6
<b>20</b>	0.8
<b>22</b>	0.2
<b>26</b>	0.2

n=637

How many times in the past month have you gone to a tavern?

	<b>% Response</b>
<b>0</b>	45.3
<b>1</b>	28.2
<b>2</b>	12.4
<b>3</b>	5.0
<b>4</b>	3.1
<b>5</b>	1.8
<b>6</b>	1.3
<b>7</b>	0.6
<b>8</b>	0.4
<b>9</b>	0.4
<b>10</b>	0.3
<b>12</b>	0.1
<b>13</b>	0.1
<b>15</b>	0.1
<b>16</b>	0.1
<b>17</b>	0.1
<b>20</b>	0.3
<b>50</b>	0.1

n=677



How many times in the past month have you gone to a restaurant?

	<b>% Response</b>
<b>0</b>	3.4
<b>1</b>	11.1
<b>2</b>	16.3
<b>3</b>	13.9
<b>4</b>	14.0
<b>5</b>	8.5
<b>6</b>	7.8
<b>7</b>	1.8
<b>8</b>	3.3
<b>9</b>	0.3
<b>10</b>	7.1
<b>11</b>	0.1
<b>12</b>	2.8
<b>13</b>	0.1
<b>14</b>	0.2
<b>15</b>	2.1
<b>16</b>	0.1
<b>17</b>	0.1
<b>18</b>	0.1
<b>20</b>	3.9
<b>22</b>	0.1
<b>24</b>	0.1
<b>25</b>	0.6
<b>28</b>	0.1
<b>30</b>	1.7
<b>31</b>	0.1
<b>35</b>	0.1
<b>48</b>	0.1
<b>60</b>	0.2
<b>90</b>	0.1
<b>100</b>	0.2

n=1502

How many times in the past month have you gone to a rave?

	<b>% Response</b>
<b>0</b>	41.9
<b>1</b>	39.2
<b>2</b>	12.2
<b>3</b>	1.4
<b>5</b>	2.7
<b>9</b>	1.4
<b>28</b>	1.4

n=74

How many times in the past month have you gone to a private party?

	<b>% Response</b>
<b>0</b>	34.3
<b>1</b>	32.1
<b>2</b>	19.5
<b>3</b>	6.8
<b>4</b>	2.7
<b>5</b>	1.6
<b>6</b>	0.5
<b>7</b>	0.3
<b>8</b>	0.6
<b>9</b>	0.1
<b>10</b>	0.3
<b>12</b>	0.5
<b>15</b>	0.1
<b>18</b>	0.1
<b>20</b>	0.3
<b>24</b>	0.2
<b>50</b>	0.1

n=1192

How many times in the past month have you gone to a live sporting event?

	<b>% Response</b>
<b>0</b>	55.4
<b>1</b>	21.2
<b>2</b>	7.3
<b>3</b>	3.2
<b>4</b>	3.4
<b>5</b>	1.1
<b>6</b>	1.1
<b>7</b>	0.2
<b>8</b>	2.0
<b>9</b>	0.1
<b>10</b>	2.2
<b>11</b>	0.1
<b>12</b>	0.5
<b>13</b>	0.1
<b>14</b>	0.1
<b>15</b>	0.4
<b>16</b>	0.2
<b>17</b>	0.1
<b>20</b>	0.5
<b>25</b>	0.2
<b>30</b>	0.4
<b>40</b>	0.1

n=831

How many times in the past month have you gone to a games parlor?

	<b>% Response</b>
<b>0</b>	51.7
<b>1</b>	24.8
<b>2</b>	10.1
<b>3</b>	5.8
<b>4</b>	3.5
<b>5</b>	1.3
<b>6</b>	0.3
<b>7</b>	0.7
<b>8</b>	0.2
<b>10</b>	0.8
<b>13</b>	0.2
<b>15</b>	0.3
<b>20</b>	0.5

n=602

How many times in the past month have you gone to a museum/gallery?

	<b>% Response</b>
<b>0</b>	59.9
<b>1</b>	27.1
<b>2</b>	7.3
<b>3</b>	2.2
<b>4</b>	0.9
<b>5</b>	0.4
<b>6</b>	0.1
<b>7</b>	0.5
<b>8</b>	0.4
<b>10</b>	0.3
<b>17</b>	0.1
<b>20</b>	0.3
<b>30</b>	0.3
<b>90</b>	0.1
<b>100</b>	0.1

n=776

How many times in the past month have you gone to an exhibition/tradeshow?

	<b>% Response</b>
<b>0</b>	70.1
<b>1</b>	23.8
<b>2</b>	4.6
<b>3</b>	1.0
<b>4</b>	0.3
<b>6</b>	0.1

n=910

How many times in the past month have you gone to a ...?

	<b>Mean</b>
<b>Movie</b>	1.49
<b>Live theatre</b>	1.10
<b>Live concert</b>	0.57
<b>Neighborhood pub</b>	2.21
<b>Sports bar</b>	1.58
<b>Tavern (with live entertainment)</b>	1.34
<b>Night club (with dancing)</b>	2.07
<b>Restaurant</b>	6.12
<b>Hall party</b>	0.66
<b>Rave</b>	1.32
<b>Private party</b>	1.45
<b>Live sporting event</b>	1.67
<b>Games parlor (i.e. bowling alley, pool hall)</b>	1.20
<b>Museum/gallery</b>	1.05
<b>Exhibition/tradeshaw</b>	0.38

## II. SEGMENTATION ANALYSIS

Three types of information were used to produce various segments or clusters

- **Gaming and Life Psychographic Factors**
- **Gaming Attitude Factors**
- **Gaming play Factors**

The cluster analysis was used to produce a six segment solution.

Psychographic Factors included the following:

- **Attitudes towards gaming in Alberta**
- **Thrill-seeking behaviour**
- **Control of own life, comfort with change**
- **Addictiveness of games**
- **Popularity of games**
- **Introverted behaviour**
- **Attitudes towards lotteries**

Gaming attitude factors in terms of which games are considered hard gambling vs. soft gambling include:

Hard:

- Casino table games
- Slot machines
- Video lotteries
- Resort Casinos
- Internet gambling
- 5 minute Keno
- Computer bingo

Soft:

- Raffles
- Instant Tickets
- Lotteries
- Pull Tabs
- Sport Select
- Bingo
- Computer Bingo

Gaming play factors include:

Lotteries:

- The Plus

- ❑ Lotto 649
- ❑ Western 649
- ❑ Super 7
- ❑ The Extra

Challenge Games:

- ❑ Table games at a casino
- ❑ Sport Select
- ❑ Sports or other betting pools
- ❑ Internet gambling
- ❑ Pick 3

Traditional Games:

- ❑ Bingo
- ❑ Video Lotteries
- ❑ Slot Machines
- ❑ Instant tickets
- ❑ Break Opens

Horse Race Betting:

- ❑ Horse race Betting at a track
- ❑ Off Track Horse Race Betting

The six segments determined through cluster analysis are:

Gaming Opponents

- Opposed to gaming for moral and social reasons

Detached Non-gamers

- Do not want to be involved
- Will oppose gaming if pushed

Low-stakes Samplers

- Play low-stakes games
- Not risk-takers

Conventional Gamblers

- Mainstay of games such as bingo, lotteries and VLTs
- Lower income/education

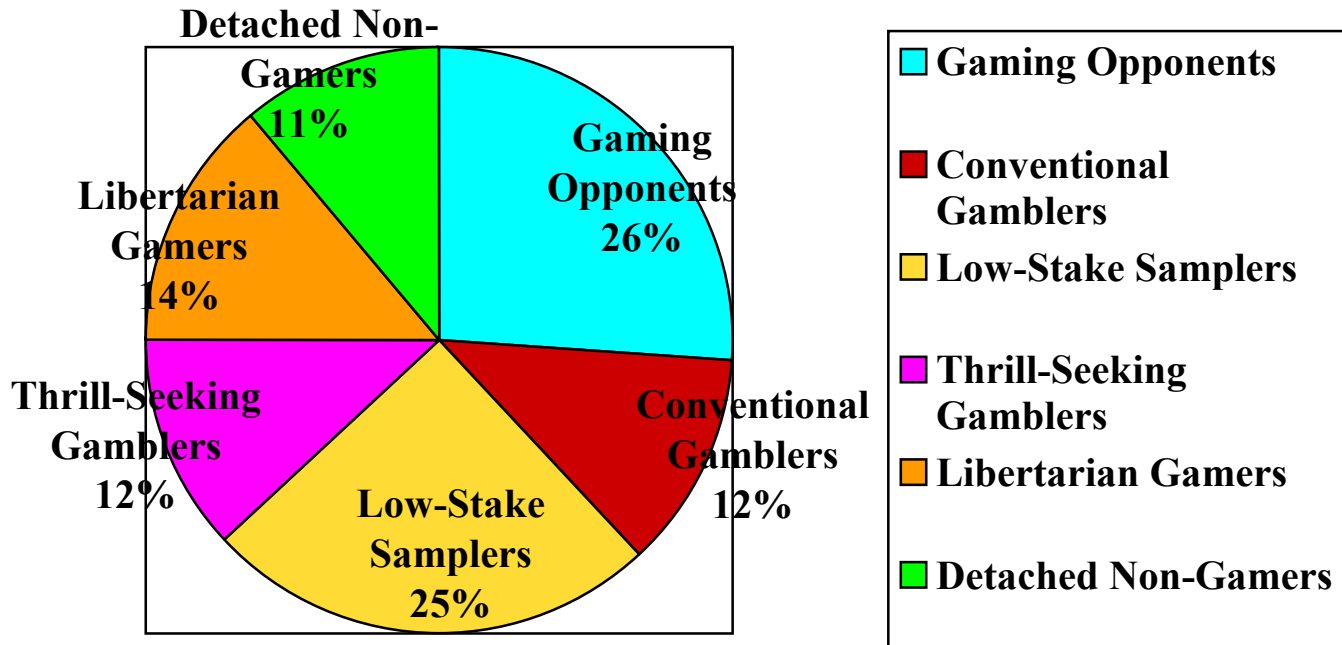
Thrill-seeking Gamblers

- Young and social, risk-takers
- Spend the most on gaming

Libertarian Gamers

- Individualistic and strongly support open access to gaming

**Gaming Segments**



2000

- Gaming Opponents (26%)
- Detached Non-Gamers (11%)
- Low-Stake Samplers (25%)
- Conventional Gamblers (12%)
- Thrill-Seeking Gamblers (12%)
- Libertarian Gamers (14%)

1994

- Prohibitionists (15%)
- Uninvolved Critics (8%)
- Concerned Dabblers (29%)
- Traditional Players (21%)
- Interactive Gamblers (8%)
- Challenge Fans (19%)

Conventional Gamblers include many more VLT players than the Traditional Players Segment.

Detached Non-Gamers are not nearly as vocally critical as Uninvolved Critics. Some of those who may have been Traditional Players but who are not interested in VLTs may have moved to join the Concerned Dabblers, producing a Low-Stakes Samplers segment with an increased share of the Lottery Ticket players. Others who may have been Traditional Players may have moved into the Gaming Opponents segment.

**GENERAL GAMING ATTITUDES**

	<b>Gaming Opponents</b>	<b>Detached Non-Gamers</b>	<b>Low-Stake Samplers</b>	<b>Conventional Gamblers</b>	<b>Thrill-Seeking Gamblers</b>	<b>Libertarian Gamers</b>
<b>General Gaming Attitudes</b>	Clearly, Gaming Opponents have a very negative attitude towards gaming. They believe that it is a negative influence on society, taking advantage of poorer Albertans. They believe increased access to gaming causes problems and they would like greater controls on access to gaming such as video lotteries. Gaming Opponents feel lotteries are not a good way of raising revenues. Furthermore, they feel that the government is dependent on these revenues. Members of this group would also like the Alberta government to do more to inform Albertans about where lottery proceeds go.	Detached Non-Gamers are the only group that does not believe that lotteries are a form of gaming. They are also the least likely to believe that lotteries are becoming more popular. They don't think that the government should spend money on informing Albertans about lottery proceeds. However, other than the Gaming Opponents, Detached Non-Gamers are the least likely to believe that the individual should control their own gaming. They generally do not support access to gambling.	While Low-Stake Samplers believe that the government is dependent on lotteries, they feel that this is a good way to raise revenues. They agree that VLTs are more addictive than slots but also believe that individuals should control their own gambling habits. They would also like the Alberta government to spend money to inform Albertans about lottery proceeds.	There is a fair degree of support for access to gaming from Conventional Gamblers. They think people should have year round access to slots and that individuals should control their own gambling habits. They do however agree that video lotteries are becoming more popular and that they are more addictive than lotteries. Conventional Gamblers also believe the government is dependent upon lottery revenues.	Attitudes towards gaming within this group are not particularly extreme in either direction. Overall, Thrill-Seeking Gamblers support access to gaming and they believe the individual is responsible for controlling their own gambling. They do not believe that the government is dependent on lottery revenues or that gaming is an evil influence on society.	Libertarian Gamers are the strongest supporters of access to gaming in bars and hotels generally and to slots, on a year round basis. They do not believe that there is too much gaming in Alberta or that there should be greater controls placed on access to VLTs. They do not feel gaming is evil or that it takes advantage of poorer Albertans. They do believe that gaming is a good way to raise revenues.

**GENERAL LIFE ATTITUDES**

	<b>Gaming Opponents</b>	<b>Detached Non-Gamers</b>	<b>Low-Stake Samplers</b>	<b>Conventional Gamblers</b>	<b>Thrill-Seeking Gamblers</b>	<b>Libertarian Gamers</b>
<b>Life Attitudes</b>	Members of this group do not enjoy taking chances and they think ahead to the future. They are not particularly extroverted and they believe people should be protected from engaging in activities that may be harmful to them.	While Detached Non-Gamers claim to be experimental, they feel things are changing too fast and do not feel in control of their lives. They also believe people should be able to do as they wish.	On average, Low-Stake Samplers are not into taking risks, they are not experimental, they plan for the future and they think things are changing too fast. They are also not very sociable.	While traditional gamblers like to work behind the scenes, they enjoy being part of a group. They believe things are changing too fast but they like to live for the moment and to beat the odds.	Thrill-Seeking Gamblers are very sociable. While they like to be noticed, they enjoy being part of a group and they pay attention to what others are doing. They like to experiment, take risks and beat the odds. They are comfortable with change.	Libertarian Gamers are somewhat more individualistic than Thrill-Seeking Gamblers. They don't need to be part of a group or pay attention to what others are doing. They believe people should be free to do as they wish even if it hurts them. Like Thrill-Seeking Gamblers, they enjoy a little risk and like to beat the odds. They live for the moment, like to experiment, and they are comfortable with change and new technology. They feel they are in control of their lives.



**GAMING HABITS**

	<b>Gaming Opponents</b>	<b>Detached Non-Gamers</b>	<b>Low-Stake Samplers</b>	<b>Conventional Gamblers</b>	<b>Thrill-Seeking Gamblers</b>	<b>Libertarian Gamers</b>
<b>Gaming Habits</b>	<p>There is little gaming within this segment. The primary gaming is raffles and lottery tickets. Although 50% of this group has bought a <u>lottery</u> ticket in the past year, this is less than any other segment. Seventy percent of all Albertans bought a lottery ticket last year. Gaming Opponents are the second largest purchasers of <u>raffle</u> tickets (63%).</p>	<p>There is not a great deal of gaming within this group. They are less likely than the average to play all games, particularly those games that traditional gamblers play, such as lotteries, video lotteries and bingos. Of the lotteries that they do play Super 7 and Western 649 are near the top. Only Gaming Opponents play fewer games than Detached Non-Gamers.</p>	<p>Members of this group play many lottery tickets, instant tickets and raffles. They are the largest raffle ticket purchasers. Lottery tickets that they often buy are the Plus, Super 7, the Extra, Western 649 and Lotto 649. They indicate that these patterns will continue into the future.</p>	<p>Members of this group enjoy lotteries, instant tickets, break-opens, raffles, slots, video lotteries and bingo. This group purchases more lottery tickets, instant tickets and break opens than any other group. Lotteries they are particularly fond of are The Plus, Western 649 and Lotto 649. They indicate that they will also likely play the Plus and Super 7. This group plays more video lotteries and bingo than any other group. They indicate that this will continue into the future. As for slots, Conventional Gamblers are on a par with Thrill-Seeking Gamblers.</p>	<p>Members of this group enjoy sport select, sport betting, table games, slots, video lotteries and horse racing. They also enjoy instant tickets. This group plays more sport betting, sports select, table games and horse racing than any other group. They play as much slots as do Conventional Gamblers. They enjoy sports related games. Thrill-Seeking Gamblers indicate they will continue to play a great deal of sport select, sport pools, table games, slots and horse racing betting.</p>	<p>Members of this group play many games. However, there is no one game that this group plays more than any other group. One quarter of Libertarian Gamers enjoy sports pools and sport betting. Three quarters buy lottery tickets and almost a half buy instant tickets. Some Libertarian Gamers also play video lotteries, slots and casino table games. Members of this group indicate that they will continue to play video lotteries into the future.</p>

**NON-GAMING ACTIVITIES**

	<b>Gaming Opponents</b>	<b>Detached Non-Gamers</b>	<b>Low-Stake Samplers</b>	<b>Conventional Gamblers</b>	<b>Thrill-Seeking Gamblers</b>	<b>Libertarian Gamers</b>
<b>VLT Habits</b>	Of those Gaming Opponents that play VLTs, 29% say that their playing has decreased their spending on lottery tickets.	Detached Non-Gamers that play VLTs feel that their playing has had no effect on their spending on other games.	While the majority of VLT players claim to go to bars to both socialize and play, 30% of Low-Stake Samplers indicate they prefer to just play VLTs.	While less than a quarter of VLT players believe that VLTs have increased their gaming <u>winnings</u> , 42% of Conventional Gamblers believe VLTs have increased their gaming <u>winnings</u> .	While most VLT players feel that their playing has had no effect on their gaming <u>spending</u> , 60% of Thrill-Seeking Gamblers believe VLTs have increased their <u>spending</u> .	Libertarian Gamers that play VLTs feel that their playing has had no effect on their spending on other games.
<b>Slot Machine Habits</b>	There is very little slot playing within this group.	There is very little slot playing within this group.	Slots have not increased winnings or spending within Low-Stake Samplers	While only about 15% of all slot players feel that slot machines increase their overall gaming winnings, over 30% of Conventional Gamblers believe that slots have increased their gaming winnings.	While about a quarter of all slot players believe that slots have increased their total gaming spending, Almost 40% of Thrill-Seeking Gamblers feel slots have increased their spending.	While about 65% of all slot players prefer to just play slots when at a casino, over 80% of Libertarian Gamers prefer to just play slots.

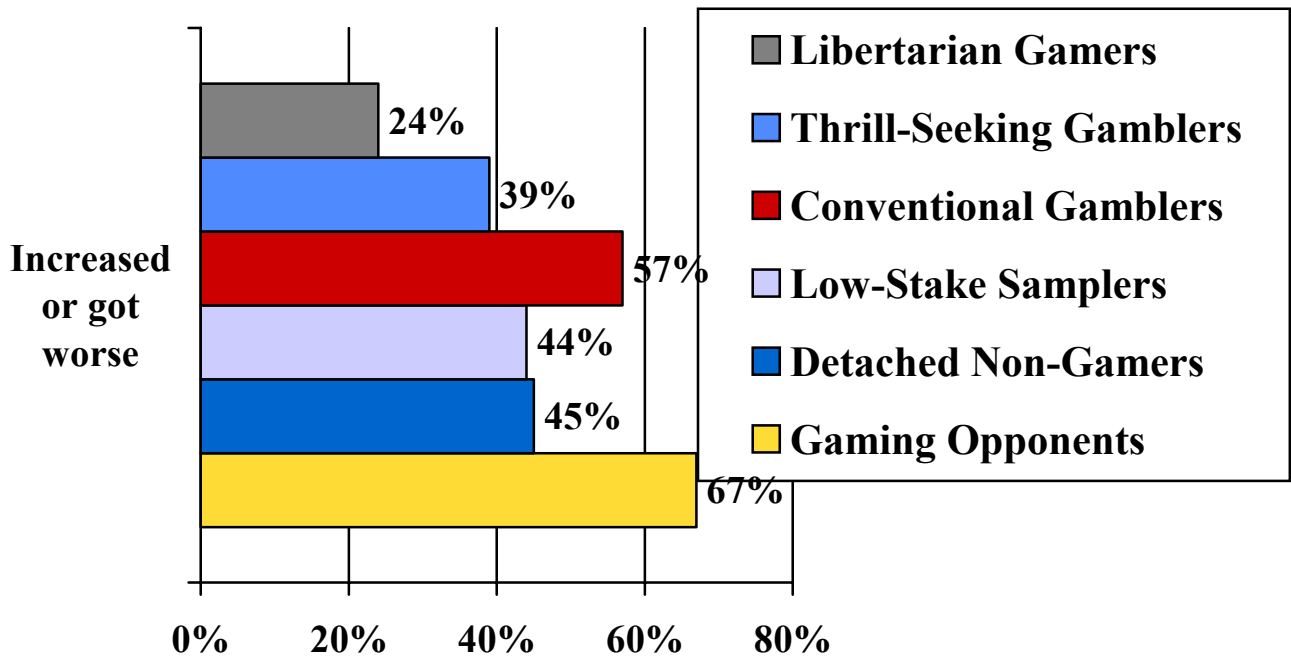
<b>Non-Gaming Activities</b>	Members of this segment are the most likely to attend live theatre and visit museums and galleries.	Members of this group participated about as often or less often than the average Albertan in any of the activities presented in this survey.	Members of this group go to more museums/ galleries and trade shows/ exhibitions than the average.	Many of the members of this segment like to go to pubs, taverns, night clubs and games parlours. They also attend trade shows/ exhibitions.	This is the most active group in terms of going out. They go out to many places and often. These places include movies, pubs, sports bars, taverns, night clubs, restaurants, private parties, sporting events and games parlours. Although few people overall go to raves, more members (17%) of this group go to raves than any other segment.	Members of this group are not as active as the Thrill-Seeking Gamblers but they go out far more often than average. They often go to restaurants and a great many of them go to movies, pubs, sports bars, taverns, night clubs and game parlours.
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**PROBLEM GAMING ATTITUDES**

	<b>Gaming Opponents</b>	<b>Detached Non-Gamers</b>	<b>Low-Stakes Samplers</b>	<b>Conventional Gamblers</b>	<b>Thrill-Seeking Gamblers</b>	<b>Libertarian Gamers</b>
<b>Harmless Gaming vs. Hard Gambling</b>	Gaming Opponents rated VLTs, internet gambling, local casino table games, slot machines and resort casinos as the hardest forms of gaming. The scores ranged from 6.34 out of 7 for VLTs to 5.89 for resort casinos. Members of this group rated all forms of gaming except Raffles as greater than 4.	The top forms of hard gambling for Detached Non-Gamers are internet gambling, VLTs, local casino games and slots. Scores for these five ranged from 5.30 to 4.68.	The top forms of hard gambling for Low-Stakes Samplers are internet gambling, VLTs, local casino table games, slots and resort casinos. Scores for these five ranged from 5.98 to 5.15.	The top forms of hard gambling for Conventional Gamblers are internet gambling, local casino games, VLTs, slots and horse race betting. For these five, the scores ranged from 5.72 to 4.95.	The top five forms of hard gambling for Thrill-Seeking Gamblers are VLTs, internet gambling, local casino table games, slots and resort casinos. Scores for these five ranged from 5.12 to 4.52.	Libertarian Gamers rated all forms of gaming as less than a 4 out of 7. Their top five are internet gambling, horse race betting, local casino games, slots and resort casinos. Scores for these five ranged from 3.19 to 2.54.

	<b>Gaming Opponents</b>	<b>Detached Non-Gamers</b>	<b>Low-Stake Samplers</b>	<b>Conventional Gamblers</b>	<b>Thrill-Seeking Gamblers</b>	<b>Libertarian Gamers</b>
<b>Problem Gambling Attitudes</b>	<p>Almost 70% of Gaming Opponents believe problems associated with gambling have got worse in Alberta over the past year. When asked what form of gaming respondents identified with the term “problem gambling,” VLTs were the first mention for the majority of members of every group. For Gaming Opponents the second most frequent first mention was table games at a casino (16%). When asked about specific games, more members of this group agreed that each game was associated with problem gambling than any other group. Sixty-eight percent of Gaming Opponents agreed that lotteries are associated with problem gambling compared to 35% of all Albertans.</p>	<p>About 45% of Detached Non-Gamers believe problems associated with gambling have got worse over the past year. Like all segments except Libertarian Gamers, a majority of Detached Non-Gamers agreed that VLTs, table games, slots and horse race betting are associated with problem gambling. Other than VLTs, 16% of Detached Non-Gamers mentioned table games first as a form of gaming associated with problem gambling. Fourteen percent mentioned slots.</p>	<p>About 45% of Low-Stake Samplers believe problems associated with gambling have got worse over the past year. Low-Stake Samplers are as likely or less likely than Conventional Gamblers, to identify each form of gaming with problem gambling. As with all other groups (except Libertarian Gamers), a majority of Low-Stake Samplers agreed that VLTs, table games, slots and horse race betting are associated with problem gambling. As a game associated with problem gambling, the second most frequent first mention was table games at a casino (18%).</p>	<p>While Conventional Gamblers are strong gamers, over 50% of them believe problems associated with gambling in Alberta has got worse over the past year. Other than VLTs, about 16% of Conventional Gamblers mentioned slots first as a game associated with problem gambling. When all games mentioned are considered, VLTs, casino table games and slots come out on top. This is a consistent result for all segments. When questioned about specific games, all groups identified VLTs, table games, slots and horse track betting the most often. The difference between segments is less the order in which they place games along the gambling spectrum and more the degree of severity they place on these games.</p>	<p>Less than 40% of Thrill-Seeking Gamblers believe problems associated with gambling have got worse over the past year. Thrill-Seeking Gamblers are the second least likely to identify each form of gaming with problem gambling. Other than VLTs, 14% mentioned table games first as a form of gaming associated with problem gambling. Thirteen percent mentioned slots.</p>	<p>Less than 25% of Libertarian Gamers believe problems associated with gambling have got worse over the past year. Libertarian Gamers are the least likely to identify each form of gaming with problem gambling. Unlike any other segment, a majority disagreed that any form of gaming was associated with problem gambling with the exception of VLTs. Other than VLTs, 19% of Libertarian Gamers identified casino table games first as a game associated with problem gambling.</p>

**Over the Past Year, Do You Think Problems Associated With Gambling in Alberta Have...**



For all segments, Video Lotteries were mentioned first by a majority of respondents as a form of gaming associated with “problem gambling.”

Other than VLTs, games most often associated with problem gambling are table games, slots, horse race betting and internet gambling.

The difference between segments is not in the games associated with problem gaming but the extent to which they are seen as problematic.

**GAMING ACCESS ATTITUDES**

	<b>Gaming Opponents</b>	<b>Detached Non-Gamers</b>	<b>Low-Stake Samplers</b>	<b>Conventional Gamblers</b>	<b>Thrill-Seeking Gamblers</b>	<b>Libertarian Gamers</b>
<b>Gaming Access Attitudes</b>	<p>Gaming Opponents would like every form of gaming to be reduced or to remain the same. They would like to see less access to internet gambling, table games at casinos, slot machines and VLTs. They would like access to sport betting, horse race betting, bingo, lotteries, break-opens, and raffles to remain the same. With the exception of raffles, even for those games, to which Gaming Opponents would like access to remain the same, at least 30% of them would like to see a reduction. This includes lotteries for which only 10% of all Albertans would like to see a reduction.</p>	<p>The attitudes of Detached Non-Gamers towards access to gaming is in line with that of the typical Albertan. That is, a clear majority would like to see no change in access to any gaming except for VLTs, internet gambling and slots. About 50% would like to see a reduction in access to the first two and over 35% would like to see a reduction in access to slots.</p>	<p>Like Conventional Gamblers, Low-Stake Samplers would like to see access to gaming remain the same with a few exceptions. About 20% would like to see a reduction in access to table games at casinos and about 30% would like to see a reduction in access to slots. Over 40% would like a reduction in access to VLTs and over 55% would like a reduction in access to internet gambling.</p>	<p>Conventional Gamblers would like to see access to gaming remain the same. There is a sizable minority that would like access to some games reduced. These games are raffles, slots, VLTs and the internet. About 20% of Conventional Gamblers would like to see less access to slots, about 30% would like to see less access to VLTs and raffles, and 45% would like to see less access to internet gambling.</p>	<p>Over 20% of Thrill-Seeking Gamblers would like to see an increase in access to horse race betting. Other than that, they would like to see access to gaming remain about the same. About 30% of this group would like to see a reduction in VLTs and internet gambling and 20% would like a reduction in access to bingos and slots.</p>	<p>Libertarian Gamers are the most supportive of access to gaming. With the exception of only two games, no more than 10% of Libertarian Gamers would like a reduction in any form of gaming. The exceptions are VLTs (20% of this group would like a reduction in access) and internet gambling (30% would like a reduction). Libertarian Gamers are the most likely to agree that people should have access to gaming in a bar, hotel or nightclub.</p>

**GAMING PROCEEDS-KNOWLEDGE AND ATTITUDES**

	<b>Gaming Opponents</b>	<b>Detached Non-Gamers</b>	<b>Low-Stake Samplers</b>	<b>Conventional Gamblers</b>	<b>Thrill-Seeking Gamblers</b>	<b>Libertarian Gamers</b>
<b>Perceived Knowledge of Gaming Proceeds</b>	Gaming Opponents' perceived knowledge of gaming proceeds distribution matches that of the average Albertan. That is, they believe they are somewhat informed about the distribution of proceeds from Bingos, Lotteries and Raffles. They believe they are not informed on the distribution of proceeds from casinos, VLTs, horse races and slots.	Like Gaming Opponents, Detached Non-Gamers' perceived knowledge of gaming proceeds matches that of the average Albertan.	As with Gaming Opponents, Low-Stake Samplers' perceived knowledge of gaming proceeds matches that of the average Albertan. The only exception is that they feel a little better informed about Bingo proceeds than the average.	Conventional Gamblers stand out from the average in that they feel particularly uninformed about the distribution of casino and lottery proceeds.	Thrill-Seeking Gamblers feel more informed about casino, VLT, horse race and slot proceeds than the average. However like the average Albertan, they generally feel uninformed on these games.	Generally Libertarian Gamers feel less informed than other segments on the proceeds from a number of games. They do not feel informed about bingo or lottery proceeds. They generally feel informed about raffle proceeds but less informed than other segments. They also feel even less informed than others about slot proceeds.

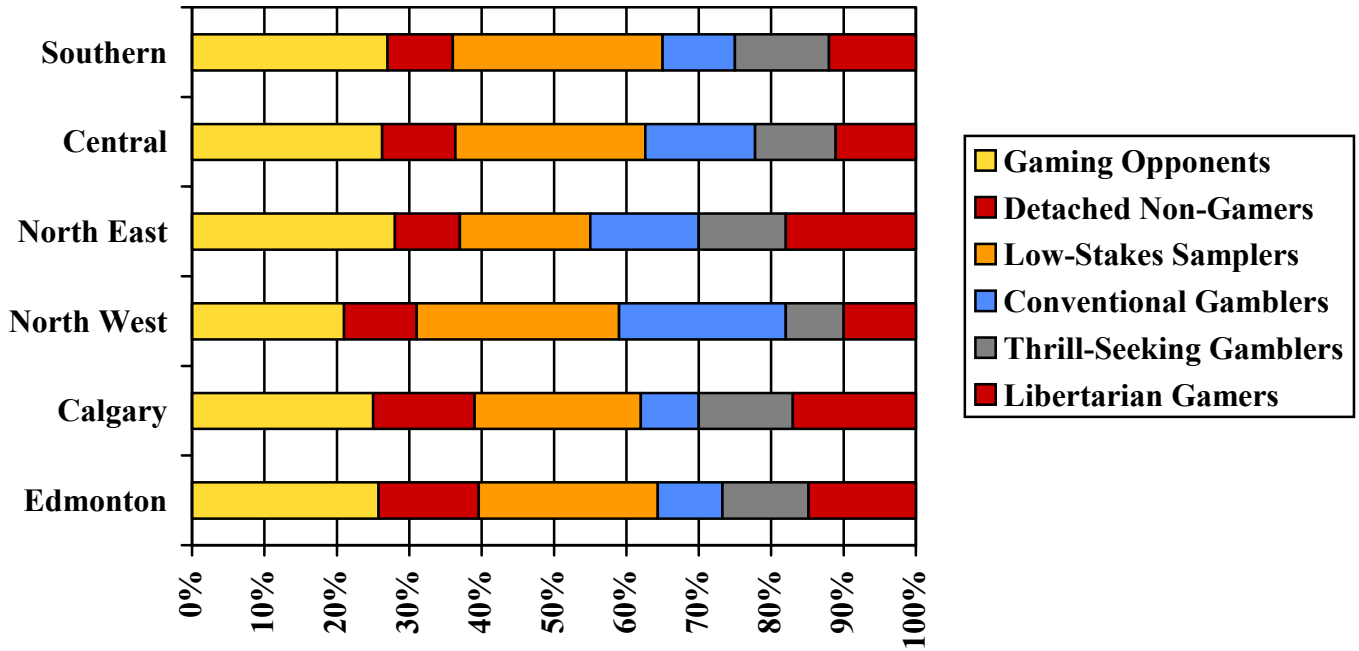
	<b>Gaming Opponents</b>	<b>Detached Non-Gamers</b>	<b>Low-Stake Samplers</b>	<b>Conventional Gamblers</b>	<b>Thrill-Seeking Gamblers</b>	<b>Libertarian Gamers</b>
<b>Gaming Proceeds Attitudes</b>	<p>For most forms of gaming, Gaming Opponents are less likely to agree that the proceeds go to a good cause. While all segments agree that the proceeds of bingos and lotteries go to a good cause, Gaming Opponents are less likely to agree. Just over 50% of them feel the proceeds from VLTs and casinos go to a good cause which again is less than the 65% of the general population that feel this way. They do not believe that the proceeds from slots go to a good cause, while the general consensus is that they do. Furthermore, while most Albertans do not feel the proceeds from horse race betting go to a good cause, Gaming Opponents feel particularly strongly on this point.</p>	<p>Detached Non-Gamers are generally in line with the feeling of the average Albertan on proceeds distribution. The majority feels that the proceeds from casinos, VLTS and slots go to a good cause. A clear majority feels that the proceeds from bingos, lotteries and raffles go to a good cause. They tend to disagree that the proceeds from horse race betting go to a good cause.</p>	<p>Like the Conventional Gamblers, Low-Stake Samplers are more likely than the average to feel that VLT proceeds go to a good cause. They are also fairly evenly split on the issue of horse race betting proceeds.</p>	<p>Conventional Gamblers stand out from the average Albertan in that they are even more likely to feel that the proceeds from VLTs and slots go to a good cause and they are less negative about horse race betting proceeds.</p>	<p>While not as negative about the distribution of gaming proceeds as Gaming Opponents, Thrill-Seeking Gamblers are less positive than the average on a number of games. They do feel that the proceeds from bingo go to a good cause but less so than any group except the Gaming Opponents. They are fairly evenly split on the issue of proceeds from slots and casinos, which is less than the general approval from most Albertans. Thrill-Seeking Gamblers are also the second most likely to disagree that horse race betting proceeds go to a good cause. Gaming Opponents are the first.</p>	<p>Libertarian Gamers generally agree that the proceeds from all forms of gaming go to a good cause. They are the only group that has this opinion about the proceeds from horse race betting.</p>



**DEMOGRAPHICS**

	<b>Gaming Opponents</b>	<b>Detached Non-Gamers</b>	<b>Low-Stake Samplers</b>	<b>Conventional Gamblers</b>	<b>Thrill-Seeking Gamblers</b>	<b>Libertarian Gamers</b>
<b>Demographics</b>	<p>Gaming Opponents comprise about one quarter of the population. This is the most educated segment with over 46% having completed a college or university degree. Sixty-one percent of Gaming Opponents are female.</p>	<p>The demographic composition of this group is also fairly typical of Albertans generally. Members of this group are more likely than any other segment to have seen little or no change in their income. They also tend to come from households with few children. There are proportionally more of them in Calgary and Edmonton than other groups</p>	<p>Low-Stake Samplers are older than average – more than 73% are over 35 – and most of them are married. They are of average income and education levels.</p>	<p>This segment is about two thirds female; proportionally fewer of them live in Calgary or Edmonton than any other segment; and more of them reside in central Alberta. They are less educated (less than 18% have a university or college degree) and they tend to have lower than average incomes. Less than 10% are employed professionals compared to 18% of the Alberta Population. Almost one quarter is in semi-skilled clerical or sales positions, again compared to 18% of the Alberta population.</p>	<p>This is the youngest segment with 46% of the members being under 25. This is reflected in the disproportionate number of them that are still students. Thrill-Seeking Gamblers as a whole tend to have relatively high incomes, particularly given their young age, and on average they have seen their income rise recently. The majority of them are single.</p>	<p>The demographic composition of this group is fairly close to that of all Albertans. The primary difference is that more of them are in full time employment than the average and therefore have above average incomes. Fifteen percent of them are in skilled craft professions, compare to 7% of the Alberta population.</p>

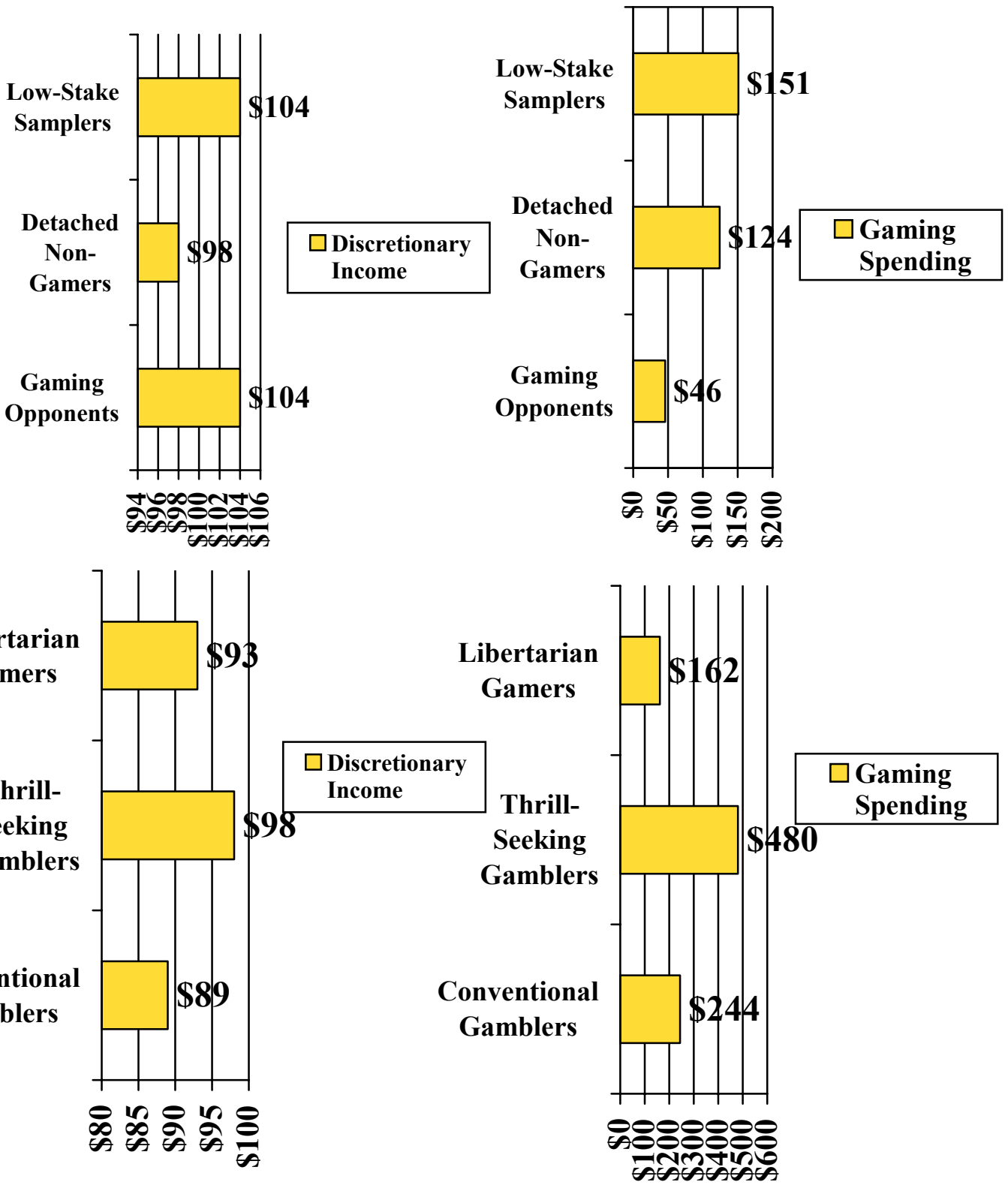
**Demographics by Cluster, by Region slide**



**SPENDING PROFILE**

	<b>Gaming Opponents</b>	<b>Detached Non-Gamers</b>	<b>Low-Stake Samplers</b>	<b>Conventional Gamblers</b>	<b>Thrill-Seeking Gamblers</b>	<b>Libertarian Gamers</b>
<b>Spending Profile</b>	<p>Gaming Opponents, Low-Stake Samplers and Detached Non-Gamers have the most discretionary income by segment. However, the differences between groups overall are small. For every \$100 in discretionary income that the average Albertan has, the average Gaming Opponent has \$104. The difference in gaming spending is much larger. For every \$100 the average Albertan spends on gaming, the average Gaming Opponent spends less than \$50.</p>	<p>Detached Non-Gamers have about the same amount of discretionary income as Low-Stake Samplers and they spend a little less on gaming. For every \$100 the average Albertan spends, the average Detached Non-Gamer spends \$124.</p>	<p>Low-Stake Samplers have about the same amount of discretionary income as Gaming Opponents but they spend three times as much on gaming. For every \$100 the average Albertan spends on gaming, the average Low-Stake Sampler spends \$150.</p>	<p>Conventional Gamblers have the least discretionary income. For every \$100 the average Albertan has, the average Conventional Gambler has less than \$90. However, they spend the second greatest amount on gaming. For every \$100 the average Albertan spends, the average Conventional Gamblers spends \$244.</p>	<p>Of the three segments that participate in gaming the most, Thrill-Seeking Gamblers have the most discretionary income. Their discretionary income is about equivalent to that of the average Albertan. Their spending though, is almost 5 times that of the average Albertan. For every \$100 the average Albertan spends, the average Thrill-Seeking Gambler spends \$480.</p>	<p>Libertarian Gamers have slightly less discretionary income than Thrill-Seeking Gamblers, although the difference is small. For every \$100 the average Albertan has, the average Thrill-Seeking Gambler has about \$93. Libertarian Gamers spend less than Thrill-Seeking Gamblers or Conventional Gamblers but more than Low-Stake Samplers, Gaming Opponents or Detached Non-Gamers. For every \$100 the average Albertan spends, the average Libertarian Gamer spends \$162.</p>

**Spending Profile**



**PREFERRED VLT LOCATION**

	<b>Gaming Opponents</b>	<b>Detached Non-Gamers</b>	<b>Low-Stake Samplers</b>	<b>Conventional Gamblers</b>	<b>Thrill-Seeking Gamblers</b>	<b>Libertarian Gamers</b>
<b>Preferred VLT Location</b>	Gaming Opponents would prefer to see video lotteries in resort or local casinos. Just over 50% of VLT players within this segment would also be happy to see them in a gaming room in a hotel. Those that do not play VLTs within this group would also be fine with VLTs being available in a location devoted to VLTs.	Over 60% percent of Detached Non-Gamer VLT players would like to see video lotteries made available in a location devoted to VLTs. There is no other location that a majority of the VLT players within this group would like to see video lotteries. Non-players would be willing to see them in a number of locations including casinos, a location devoted to VLTs and hotel gaming rooms.	Over 77% of Low-Stake Sampler VLT players would like video lotteries to remain in bars and lounges. Sixty-seven percent would like video lotteries to be available in a hotel gaming room. Again, non-players of VLTs within this segment would also be willing to see VLTs in any of these locations.	Eighty-eight <i>insert</i> percent of VLT players within the Conventional Gamblers segment would like video lotteries to be available in bars and lounges. Over 80% would also be happy to see them in a location devoted to video lotteries or in a gaming room in a hotel. Sixty-eight percent of Conventional Gambler VLT players would also like to see video lotteries in casinos. Non-players of VLTs within this segment would also be willing to see VLTs in any of these locations.	Like Conventional Gamblers, Thrill-Seeking Gambler VLT players would like video lotteries to remain in bars and lounges. They would also be happy to see them available in local or resort casinos, hotel gaming rooms and locations devoted to VLTs. Non-players of VLTs within this group would be willing to see VLTs in any of these locations.	Libertarian Gamer VLT players would like to see video lotteries remain in bars and lounges. They would also be happy to see them available in local casinos, hotel gaming rooms and locations devoted to VLTs. Non-players of VLTs within this group would be willing to see VLTs in any of these locations.

Those who play VLTs primarily want them in bars. Those who are opposed to VLTs primarily want them in casinos or eliminated. A majority of all groups would like them in casinos, hotel gaming rooms or a location devoted to VLTs.

Eighty per cent of the largest VLT playing group would like them in hotel gaming rooms or a location devoted to VLTs, 60% would like them in casinos.

Moving VLTs to a hotel gaming room or a location devoted to VLTs would reduce the risk of losing VLT players that is involved in moving VLTs to casinos.

**POTENTIAL FOR A NEW CASINO**

	<b>Gaming Opponents</b>	<b>Detached Non-Gamers</b>	<b>Low-Stake Samplers</b>	<b>Conventional Gamblers</b>	<b>Thrill-Seeking Gamblers</b>	<b>Libertarian Gamers</b>
<b>Potential for a New Casino</b>	Few Gaming Opponents play casino table games or slots. In fact, 50% of Gaming Opponents would like a reduction in access to table games and 60% would like a reduction in access to slots. Not only would Gaming Opponents not be interested in a new Casino, they would react negatively to it.	About 10% of Detached Non-Gamers play slots and very few of them play table games. They are quite negative towards access to casino games. Over ¼ would like a reduction in table games and over 1/3 would like a reduction in slots. While not as severe as that amongst Gaming Opponents, the reaction to a new casino from Detached Non-Gamers would be negative.	There is some slot playing amongst, Low-Stake Samplers and not much table game playing. Twenty percent of them would like a reduction in access to casino table games and 30% would like a reduction in access to slots. Again, there is not much call for a new casino within this group. It is not clear if Low-Stake Samplers would react negatively to a new casino.	One third of Conventional Gamblers play slots. They are on a par with Thrill Seeking Gamblers as the largest slot-playing segment. Despite this fact, over 20% would like to see a reduction in access to slots. Less than 10% would like an increase. This is due in part to concerns regarding the addictive nature of slots. Few Conventional Gamblers play table games. All in all there is not much of a call for a new casino within this group.	If there is room for a new casino, it is within this segment. One quarter of them play table games and 1/3 play slots. Almost 20% would like an increase in access to table games and almost 15% would like an increase in access to slots. These are not necessarily the same individuals. In fact a total of 25% of Thrill-Seeking Gamblers would like to see greater access to slots, table games or both. There is little to no opposition to a new casino within this group	About 10% of Libertarian Gamers play casino table games and 16% play slots. About 10% would like an increase in access to slots, table games or both. The call for a new casino within this group is not large but there isn't a significant opposition either.

There is no call for a new casino. Thrill-seeking Gamblers and Libertarian Gamers would be attracted to a new casino, while Low-stakes Samplers and Conventional Gamblers would not be interested in a new casino and some would even be opposed. Many Detached Non-Gamers would be opposed, but this opposition would likely not result in any action. Gaming Opponents would be strongly opposed. Public reaction to a new casino would be noticeably, but not overwhelmingly, negative.

**POTENTIAL FOR A HOTEL GAMING ROOM**

	<b>Gaming Opponents</b>	<b>Detached Non-Gamers</b>	<b>Low-Stake Samplers</b>	<b>Conventional Gamblers</b>	<b>Thrill-Seeking Gamblers</b>	<b>Libertarian Gamers</b>
<b>Potential of a Hotel Gaming Room</b>	<p>There is minimal support for any gaming to be available anywhere, but amongst those Gaming Opponents that play slots, over 50% would like to see them available in a hotel gaming room. Over 50% of non-players would also not object to them being in such a location.</p>	<p>Detached Non-Gamers are the least likely to want games available in a hotel gaming room. There is little gaming amongst this segment to start with and the attitudes of players and non-players alike is that gaming should not be overly intrusive. There is some interest in having keno, break-opens and break-opens from a dispensing machine being available in a hotel gaming room. However, the numbers within this group that are actually interested in these games are so low there is little validity to them.</p>	<p>Almost 70% of VLT players within this group would like VLTs available in hotel gaming rooms. About 55% of those that purchase break-opens and about 65% of those that participate in off-track horse race betting would like to do so in a hotel gaming room. Almost 60% of those interested in keno and almost 75% of those interested in purchasing break-opens from a dispensing machine would enjoy doing so in a hotel gaming room. In all of the above cases non-players showed equal or stronger support for these games being available in a hotel gaming room.</p>	<p>About 80% of VLT players within this group would like VLTs available in a hotel gaming room. About 55% of slot players would like slots in a hotel gaming room. About 70% of those that indicated they would play keno would like it available in such a location. The same applies to those that indicated they would purchase instant-tickets from a dispensing machine. In all of the above cases non-players showed equal or stronger support for these games being available in a hotel gaming room. About 80% of those interested in break-opens from a dispensing machine and 70% of those that are not interested, would be happy with these dispensing machines being in a hotel gaming room.</p>	<p>Over 75% of VLT players within this group would like VLTs to be available in hotel gaming rooms. Sixty percent of slot players feel the same about slots and 80% of break-open purchasers feel the same about break-opens. Of those interested in keno, 60% said they would be happy to see it made available in a hotel gaming room. Sixty-five percent of those interested in purchasing instant tickets from a dispensing machine and about 70% of those interested in purchasing break-opens from a dispensing machine would like those dispensing machines made available in hotel gaming rooms. Again, in all of the above cases non-players showed equal or stronger support for these games being available in a hotel gaming room.</p>	<p>About 70% of VLT players within this group would like VLTs to be available in hotel gaming rooms. The same percentage of those that purchase break-opens would like to be able to do so in a hotel gaming room. Also, 50% of those that purchase instant tickets would like to do so in such a location. Over 65% of those interested in playing keno, almost 60% of those interested in purchasing instant tickets from a dispensing machine, and 70% of those interested in purchasing break-opens from a dispensing machine would like to do so in a hotel gaming room. Once again, in all of the above cases non-players showed equal or stronger support for these games being available in a hotel gaming room.</p>

There is demand for instant tickets and break-opens from either dispensing machines or some other form in hotel gaming rooms.

There is demand for Keno to be available in hotel gaming rooms.

Many would like VLTs in hotel gaming rooms while some would like slots in hotel gaming rooms.

There is little opposition to the above—the group most opposed is not Gaming Opponents, yet rather, the Detached Non-Gamers.

Public support for hotel gaming rooms is strong.



**POTENTIAL TO EXPAND OR INCREASE GAMING**

	<b>Gaming Opponents</b>	<b>Detached Non-Gamers</b>	<b>Low-Stake Samplers</b>	<b>Conventional Gamblers</b>	<b>Thrill-Seeking Gamblers</b>	<b>Libertarian Gamers</b>
<b>Potential to Expand or Increase Gaming</b>	<p>Member of this group would like to see no change or a reduction in gaming in general. They are particularly in favour of a decrease in internet gambling, table games, slots, and video lotteries. They are not particularly opposed to lotteries or raffles. Greater controls on access to VLTs would please members of this group although they would rather VLTs not be accessible at all.</p> <p>Gaming Opponents are against gaming because of its negative social impact. Many are also morally opposed to gaming – “it is evil.” Thus, there is little room to expand gaming within this group.</p>	<p>Detached Non-Gamers are not fond of quick changes. While they feel people should do as they want and on the issue of gambling the majority believe it is up to the individual to control their own habits, fewer members of this group have this attitude towards gambling than any other group.</p> <p>There is very little gaming within this group and it is unlikely that it will increase. For the most part Detached Non-Gamers would rather not be bothered with gaming and any attempt to involve them may only be received negatively.</p>	<p>Low-Stake Samplers are supportive of the government using gaming to raise revenues. They are not, however, themselves interested in overly challenging or overly risky games. They are not particularly into gaming as a form of social activity. If gaming is going to be increased within this group it is most likely going to be in the number of lottery and instant tickets purchased. Only 20% said they would purchase an instant ticket from a dispensing machine, which is as low as any segment except the Gaming Opponents.</p> <p>While the majority of Low-Stake Samplers would like to see the availability of video lotteries remain the same, over 40% would like to see it reduced. Thirty percent would also like a reduction in access to slots.</p>	<p>Members of this segment would like to see greater availability of raffles and bingo. They are the mainstay for traditional Bingo, instant tickets and break-opens. Not surprisingly, they are the most likely to purchase an instant ticket from a dispensing machine (1/2 indicated an interest), a break-open from a dispensing machine (1/3 indicated an interest), or play computer bingo (1/3 indicated an interest). A third of Conventional Gamblers also indicated that they would be interested in playing Keno. There is some interest in the reduction of access to slots and VLTs, which members of this group play extensively. Thirty percent would like a reduction in VLTs and 20% would like a reduction in slots. However, less than 15% want a reduction in both.</p>	<p>Thrill-Seeking Gamblers are responsive to new types of gaming. Almost ½ said they would purchase an instant ticket from a dispensing machine; 1/3 said they would be interested in a TV lottery game show; and 1/3 said they would play Keno. Thrill-Seeking Gamblers will also definitely continue to play sports related games (including horse race betting), casino table games and slots. They have explicitly indicated a desire for an increase in access to horse race betting and they are unlikely to be opposed to an increase in table games or slots. There is a 30% contingent of Thrill-Seeking Gamblers that would like to see a reduction in VLT accessibility. There is also a 20% that would like a reduction in bingo - probably because of a lack of interest, not because they disapprove.</p>	<p>Libertarian Gamers enjoy sport related games and they buy lottery and instant tickets. There is some VLT, slot and casino game playing. They are not opposed to gaming in any way but they are less eager than Thrill-Seeking Gamblers. They are somewhat less likely to go out on the frequent basis that Thrill-Seeking Gamblers do and are less likely to be in search of new entertainment experiences. Libertarian Gamers are most likely to be interested in new forms of sport related games or lotteries. Also, over ¼ of them indicated an interest in buying an instant ticket from a dispensing machine.</p>

**GENERAL INFORMATION SOURCES**

	<b>Gaming Opponents</b>	<b>Detached Non-Gamers</b>	<b>Low-Stake Samplers</b>	<b>Conventional Gamblers</b>	<b>Thrill-Seeking Gamblers</b>	<b>Libertarian Gamers</b>
<b>Gaming Information Sources</b>	<p>Of those that have read or heard something about gaming in Alberta, half of them saw it in the newspaper – over 10% mentioned TV. This pattern holds true for all segments, with the number mentioning a newspaper varying between 46%-59% and those mentioning TV varying between 8%-21%. Newspapers and TV are also mentioned the most frequently when respondents are asked their primary source of information on gaming. Forty percent of Gaming Opponents mentioned newspapers as their primary source and 65% mentioned it as a source. Over 20% of Gaming Opponents mentioned TV as their primary source and 55% mentioned it as a source.</p>	<p>Over 40% percent of Detached Non-Gamers mentioned newspapers as their primary source and almost 70% mentioned it as a source. Less than 20% mentioned TV as their primary source and about 50% mentioned it as a source.</p>	<p>Almost 50% of Low-Stake Samplers mentioned newspapers as their primary source and 70% mentioned it as a source. Twenty-three percent mentioned TV as their primary source and 54% mentioned it as a source.</p>	<p>Conventional Gamblers are the least likely to mention newspapers as their primary source of information on gaming. Twenty percent mentioned newspapers as their primary source and 48% mentioned it as a source. Over 25% of Conventional Gamblers mentioned TV as their primary source and 52% mentioned it as a source.</p>	<p>Over 30% percent of Thrill-Seeking Gamblers mentioned newspapers as their primary source and over 60% mentioned it as a source. About 25% mentioned TV as their primary source and almost 50% mentioned it as a source.</p>	<p>Over 30% percent of Libertarian Gamers mentioned newspapers as their primary source and over 50% mentioned it as a source. About 25% mentioned TV as their primary source and about 40% mentioned it as a source.</p>

**COMMUNICATION STRATEGY**

	<b>Gaming Opponents</b>	<b>Detached Non-Gamers</b>	<b>Low-Stake Samplers</b>	<b>Conventional Gamblers</b>	<b>Thrill-Seeking Gamblers</b>	<b>Libertarian Gamers</b>
<b>Communication Strategy</b>	<p>Gaming Opponents are unlikely to be convinced by arguments regarding the right of the individual to gamble or the benefits of the proceeds of gaming. Gaming Opponents are the segment that agrees most strongly that more money should be spent to inform Albertans about where lottery proceeds go. It is probable though that this is with the hope that this knowledge will convince other not to gamble. For casinos, lotteries and raffles, Gaming Opponents do show an improvement in opinion on gaming proceeds with increased knowledge – but it is small. There is very little that AGLC can do to appeal to this segment.</p>	<p>This is the only segment that does not strongly or completely agree that more money should be spent to inform Albertans about where lottery proceeds go. Detached Non-Gamers are a difficult group to communicate with. While a majority agrees that it is up to the individual to control their own gaming, they believe this less than any other group. They might accept the argument that there are benefits from the distribution of gaming proceeds. However, given that they do not want to see money spent on communications from AGLC, too large a campaign would be poorly received. Furthermore, the relation between positive attitudes towards proceeds distribution and increased knowledge of distribution tends not to hold for Detached Non-Gamers</p>	<p>Low-Stake Samplers make up a quarter of the Alberta population. Since the opinions of Gaming Opponents (which also make up a quarter of the population) are unlikely to change, Low-Stake Samplers are an important group to communicate with. They have indicated that they are responsive both to the argument that the individual should be responsible for their own gaming habits and that the proceeds from gaming benefit society.</p>	<p>Conventional Gamblers have some concerns about the government’s dependence on gaming revenues. They do not feel very informed about the distribution of casino and lottery proceeds. There are gains to be made in communicating the benefits of proceeds distribution to members of this group. A positive correlation between casino proceeds knowledge and attitudes exists within this group. While Conventional Gamblers support the argument that the individual should control their own gaming habits, there are fears within this group about the addictive nature of VLTs. Sixty-seven percent of them believe problems associated with gambling have got worse over the past year – mostly in connection to VLTs. Communicating with members of this group on this issue would also be advantageous.</p>	<p>Thrill-Seeking Gamblers are supportive of the right of the individual to control their own gaming. They are not, however, convinced that the proceeds go to a good cause. This is definitely a group that could be targeted for information on proceeds distribution. There is a strong correlation between increased knowledge of proceeds distribution and positive attitudes towards proceeds. This is particularly true for bingo proceeds, horse racing proceeds, raffle proceeds and slot machine proceeds. It does not hold for VLT proceeds.</p>	<p>Libertarian Gamers are more likely than any other group to believe gaming proceeds go to the government. Despite the fact that they are no more likely to identify the government as a desirable recipient of these proceeds, they have the most positive attitude towards proceeds distribution. They also claim the least knowledge of the distribution of gaming proceeds. This all points to the fact that Libertarian Gamers are not generally concerned about the distribution of proceeds. Their attitudes towards gaming are based more on the right of the individual to gamble and their own desire to gamble, than on perceived benefits or ills to society. This group is AGLC’s strongest supporter. Targeting them may be like preaching to the converted.</p>

### III. CONCLUSIONS AND RECOMMENDATIONS

- The research clearly shows that increasing the cap on VLTs would be very negatively received by the majority of Albertans. Even if changes are made to VLT distribution, it is essential that these changes are not perceived as increasing access in any way. It needs to be clearly perceived as a change of venue.
- There is a strong correlation between a positive attitude towards gaming and knowledge of proceeds distribution. The more informed people are about where their money goes, the more positive is their attitude towards gaming.
- General opinions about gaming have remained relatively unchanged since 1995. However, public perception towards VLTs has become significantly worse. A plebiscite held today may not produce significantly different results but opinions towards VLTs would definitely not have improved.
- Gaming opponents, at 26% of the sample population and Low Stakes Samplers, at 25%, are probably the segments with the highest proportion of adult Albertans comprising just over 50% of the adult population in Alberta. They are an important group to consider when making policy decisions.
- Gaming was cited as an important issue by only 1.3% of adult Albertans surveyed and was 19<sup>th</sup> in order of issues mentioned. The three most frequently mentioned issues were healthcare, education and taxes.
- There is wide public support for moving VLTs to casinos. However, this move risks losing some VLT players. VLTs can be moved to hotel gaming rooms or a location devoted to VLTs—either of which would be a popular move with non-players and not opposed by players.
- There is no demand from the public for more casinos. On the other hand there would likely not be significant opposition to a new casino. Caution should be exercised in any initiatives in this direction.
- Players would prefer to keep VLTs in bars and lounges. However, if VLTs were removed from bars and lounges and relocated to hotel gaming rooms or a specific VLT location the majority of players (71% and 72% respectively) would continue to play. Bingo halls are the least favoured location for VLT players to play VLTs.
- Only 4% of Albertans want increased access to both table games and slot machines. At least 28% of Albertans called for a reduction in all types of casino gaming in Alberta. Even among players of table games, there is little demand for increased availability. While 20% of table players want increased accessibility to table games, the same percentage of players would like to see a reduction in availability. Whereas only 11% of slot players want an increase in accessibility to slot machines, 21% would like to see a reduction in slot machine availability.
- New games such as Keno, instant tickets from vending machines and pull-tab vending machines could likely be introduced into hotel gaming rooms with little opposition. Although there is less support for these new products being introduced into locations devoted to VLTs there is still general overall support. Players would be unlikely to oppose these games being made available at these locations. In general, there is little opposition to introducing Keno or pull-tabs from a dispensing machine into any location. However, only 12% and 9% of respondents (respectively) indicated they would play these games if they were made available.
- Pull-tickets have experienced the greatest decline in player participation rates—down by 12% since 1993. Bingo and VLTs have both experienced similar declines of 5% in participation rates. However, player expenditures in all areas have increased significantly.
- Internet gaming is considered to be a very dangerous activity and could certainly generate significant opposition from the majority of Albertans. This opposition would occur with or without media attention.
- In general there are no significant regional differences between the market segments. The most opposition to increasing the availability of gaming would come from Calgary, Edmonton and Southern Alberta. Those in

Central and NorthWest Alberta are potentially most in favour of increasing the availability of gaming. Northeastern Alberta is the most polarised region in the province on this issue. It is highly recommended that some form of local public consultation take place, even if only through surveys, before increasing the availability of gaming in the municipality.

- Nearly 70% of players indicated that the introduction of Slot Machines has had no effect on their gaming expenditures overall.
- Conventional Gamblers (12%) and Thrill-Seeking gamblers (12%) are probably the segments with the lowest proportion of adult Albertans. However, they comprise the majority of frequent players.
- Gaming Opponents (26%) are not likely to change their views towards gaming—regardless of the message—and would naturally oppose the addition of a new casino.

**APPENDIX A: QUESTIONNAIRE**



**Section A: Play and Spending Behaviour**

(Ask box 1, 2, 3, in order. Rotate items within each box)

- 2a) **In the past year have you bet or spent money on** (read list)  
(If "NO" skip to next game)
- b) **How many times in the past 4 weeks have you played or spent money on that activity?**  
(If played in the past 4 weeks, ask Q2c)
- c) **Approximately how much have you spent on** (Read games played) **in the last month?**  
(If they say "nothing", ask for clarification of playing or how they played but did not spend any money)
- d) (For Any type of lottery game, ask): **Would you like to see gaming activity made more or less widely available in Alberta, or would you like to see its availability remain the same?**

(For all other specific games, ask): **Would you like to see** (Insert game/activity) **made more or less widely available in Alberta, or would you like to see its availability remain the same?**

(ASK ONLY FOR THOSE THAT DO NOT HAVE X's IN QUESTION 2D)

	Q.2a PAST YEAR			Q.2b # TIMES PAST MONTH	Q.2c AMOUNT SPENT	Q.2d AVAILABILITY			
	Yes	No	DK/ NS			More	Same	Less	DK/ NS
<b>Box 1:</b> Any type of lottery ticket	1	2	9			1	2	3	9
Lotto 649	1	2	9		\$	X	X	X	X
The Plus	1	2	9		\$	X	X	X	X
Super 7	1	2	9		\$	1	2	3	9
The Extra	1	2	9		\$	1	2	3	9
Western 649	1	2	9		\$	X	X	X	X
Pick Three	1	2	9		\$	X	X	X	X
Sport Select (ProLine or Over/Under)	1	2	9		\$	1	2	3	9
Instant Tickets (Scratch and Win)	1	2	9		\$	1	2	3	9
<b>Box 2:</b> Break-opens, Pull-tabs or Nevada tickets	1	2	9		\$	1	2	3	9
Sports or other kinds of betting pools with friends or co-workers	1	2	9		\$	1	2	3	9
Raffles or fund raising tickets	1	2	9		\$	1	2	3	9
Internet Gambling	1	2	9		\$	1	2	3	9
<b>Box 3:</b> Table games at a local casino	1	2	9		\$	1	2	3	9
Slot machines at a local casino	1	2	9		\$	1	2	3	9
Gambling at a resort casino (such as Reno/Las Vegas)	1	2	9		\$	1	2	3	9
Video lotteries (in licensed establishments)	1	2	9		\$	1	2	3	9
Horse racing at a race track or at an off-track location	1	2	9		\$	1	2	3	9
Bingo at a bingo hall	1	2	9		\$	1	2	3	9



**3) Thinking of the next four weeks, how likely are you yourself to play any of the following games? Would you say you will definitely play, probably play, probably not play, or definitely not play...**

ROTATE?

	Definitely Play	Probably Play	Probably Not Play	Definitely Not Play	DK/NS
Lotto 649.....	1.....	2.....	3.....	4.....	9
The Plus.....	1.....	2.....	3.....	4.....	9
Super 7.....	1.....	2.....	3.....	4.....	9
The Extra.....	1.....	2.....	3.....	4.....	9
Western 649.....	1.....	2.....	3.....	4.....	9
Pick 3.....	1.....	2.....	3.....	4.....	9
Sport Select.....	1.....	2.....	3.....	4.....	9
Instant Tickets.....	1.....	2.....	3.....	4.....	9
Video Lotteries.....	1.....	2.....	3.....	4.....	9
Sports or other event betting pools.....		1.....		2.....	
	3.....		4.....	9	
Bingo in a bingo hall.....	1.....	2.....	3.....	4.....	9
Table games in local casino.....	1.....	2.....	3.....	4.....	9
Gambling at a resort casino.....	1.....	2.....	3.....	4.....	9
Slot machines in a local casino.....	1.....	2.....	3.....	4.....	9
Raffles or fund-raising tickets.....	1.....	2.....	3.....	4.....	9
Internet gambling.....	1.....	2.....	3.....	4.....	9
Break-opens, Pull-tabs or Nevada tickets.....	1.....	2.....	3.....	4.....	9
Horse race betting at a race track.....	1.....	2.....	3.....	4.....	9
Off track horse race betting.....	1.....	2.....	3.....	4.....	9

**4) Would you be likely to play any of the following games or activities in the next year if they were made available?**  
(Read list, for each game/activity would play, ask rest of Q5)

ROTATE?

	Yes	No	DK/NS
Instant (scratch and win) tickets from a dispensing machine	1	2	9
Break-opens (pull-tabs) from dispensing machine	1	2	9
TV lottery game show	1	2	9
A province-wide lottery game called Keno, drawing numbers every 5 minutes	1	2	9
Internet Gambling	1	2	9
Bingo played on a computer device in a bingo hall	1	2	9

**ASK ONLY PLAYERS OF THE FOLLOWING GAMES (FROM Q2 and Q4)**

**5) Games and activities can be played in a number of different locations. Would you like to play (insert game) at a (Insert place— Rotate—Read all places for each game before asking next game)?**

	Local Casino	Resort Casino	Bingo Hall	Bars and Lounge	Gaming Room in a Hotel	Location Devoted to VLTS	Native Casino on Reserve Land	Lottery Ticket Centres	Race Track
Video Lotteries								X	
Slot machine that dispenses coins								X	
Ticket lotteries									
Instant (scratch and win) tickets									
Instant (scratch and win) tickets from a dispensing machine									
A lottery game called Keno, drawing numbers every five minutes									
Break opens (pull tabs)									
Break opens (pull tabs) from a dispensing machine								X	
Sport Select									
Off track horse race betting								X	
Internet gambling								X	
Regular Bingo				X	X	X		X	
Bingo played on a computer device				X	X	X		X	

**ASK ONLY THOSE WHO DO NOT PLAY GAMES (ALSO FROM Q2 and Q4)**

**5a.) Although you may not play the following games, in your opinion where do you think players should be able to play the following? Should they be able to play (game) at a (Insert place)—(Rotate—Read all places for each game before asking next game)? (ADD DK IF RESPONDENT DOESN'T KNOW)**

	Local Casino	Resort Casino	Bingo Hall	Bars and Lounge	Gaming Room in a Hotel	Location Devoted to VLTS	Native Casino on Reserve Land	Lottery Ticket Centres	Race Track
Video Lotteries								X	
Slot machine that dispenses coins								X	
A province-wide lottery game called Keno, drawing numbers every five minutes									
Break opens (pull tabs) from a dispensing machine								X	
Bingo played on a computer device				X	X	X		X	

6) (Ask only if "Go to local or resort casino" Q2a) **When you go to a casino, which of the following games do you usually play? (Read list, rotate) Would that be definitely play, probably play, probably not play or definitely not play?**

	Definitely Play	Probably Play	Probably Not Play	Definitely Not Play
Video slot machine.....	1.....	2.....	3.....	9
Regular slot machines.....	1.....	2.....	3.....	9
Blackjack (including Let it ride, multi-action, Lucky 7s).....	1.....	2.....	3.....	9
Roulette or wheel game.....	1.....	2.....	3.....	9
Craps.....	1.....	2.....	3.....	9
Mini-baccarat.....	1.....	2.....	3.....	9
Keno.....	1.....	2.....	3.....	9
Electronic horse race game.....	1.....	2.....	3.....	9
Baccarat.....	1.....	2.....	3.....	9
Pit poker (including Caribbean progressive games, played against dealer).....	1.....	2.....	3.....	9
Room poker (including Texas holdem, 7 card stud, Omaha, dealer does not play).....	1.....	2.....	3.....	9
Sports book.....	1.....	2.....	3.....	9
Other (specify) _____	1.....	2.....	3.....	9

ASK ONLY THOSE WHO PLAYED VLTs IN THE LAST YEAR FROM Q2a. OTHERS SKIP TO QUESTION 10

7a.) **In general when you play video lotteries, how many consecutive minutes or hours do you usually play?**  
 \_\_\_\_\_ minutes

\_\_\_\_\_ hours

b.) **How much cash do you put into the machine (that is, how much do you wager out of pocket, not including credits) each time you play VLTs in a visit to a video lottery (VLT) establishment?**

\$ \_\_\_\_\_

8.) **How has the introduction of Video Lotteries affected (Read list—rotate) Would you say it has increased or decreased? (READ LIST)**

	Increased Unsure	Neither	Decrease	
<u>  </u> a) Your overall winnings at gaming or gambling?.....	1.....	2.....	3.....	9
<u>  </u> b) The overall amount you spend gaming or gambling?.....	1.....	2.....	3.....	9
<u>  </u> c) The amount you spend on table casino games?.....	1.....	2.....	3.....	9
<u>  </u> d) The amount you spend on Break-opens (pull-tabs)?.....	1.....	2.....	3.....	9
<u>  </u> e) The amount you spend on bingo?.....	1.....	2.....	3.....	9
<u>  </u> f) The amount you spend at the race track?.....	1.....	2.....	3.....	9

(Always ask g and h last)

<u>  </u> g) The amount you spend on Instant (scratch and win) Tickets?.....	1.....	2.....	3.....	9
<u>  </u> h) The amount you spend on lottery tickets?.....	1.....	2.....	3.....	9

9) **When you play video lotteries, do you prefer to (Read list)?**

- Go to a licensed establishment primarily to play video lotteries?.....1
- or
- To socialize (drink, dance, visit) as well.....2
- (No preference).....3
- Unsure/DK).....9

ASK ONLY THOSE WHO PLAYED SLOTS IN THE LAST YEAR FROM Q2a. OTHERS SKIP TO QUESTION 11

**10a.) In general when you play slot machines, how many consecutive minutes or hours do you usually play?**  
 \_\_\_\_\_ minutes

\_\_\_\_\_ hours

**10b.) How much cash do you put into the machine** (that is, how much do you wager out of pocket, not including credits) **each time you play slot machines in a visit to a gaming establishment?**

\$ \_\_\_\_\_

**10c.) How has the introduction of Slot Machines affected...** (Read list—rotate) **Would you say it has increased or decreased?** (READ LIST)

	Increased	Neither	Decrease	Unsure
a) Your overall winnings at gaming or gambling?	1	2	3	4
b) The overall amount you spend gaming or gambling?	1	2	3	4
c) The amount you spend on table casino games?	1	2	3	4
d) The amount you spend on Break-opens (pull-tabs)?	1	2	3	4
e) The amount you spend on bingo?	1	2	3	4
f) The amount you spend at the race track?	1	2	3	4
g) The amount you spend on Instant (scratch and win) Tickets?	1	2	3	4
h) The amount you spend on VLTs?	1	2	3	4
i) the amount you spend on lottery tickets?	1	2	3	4

(Always ask g, h and i last)

**10d.) When you play slot machines at a casino, do you prefer to** (Read list—rotate sections)?

- Just play slot machines?.....1
- or
- Play slot machines and table games.....2
- (No preference).....3
- Unsure/DK).....9

**SECTION C: KNOWLEDGE LEVELS**

**ASK EVERYONE**

**11) Who do you think is responsible for operating** (Read list, rotate, record exact response)

- \_\_\_ a)Regular lottery games like Lotto 649 \_\_\_\_\_
- \_\_\_ b)Video lotteries \_\_\_\_\_
- \_\_\_ c)Local Casinos \_\_\_\_\_
- \_\_\_ d)Bingo Halls \_\_\_\_\_
- \_\_\_ e)Race Tracks \_\_\_\_\_
- \_\_\_ f)Slot Machines \_\_\_\_\_

**11a.) Who do you think *should* be responsible for operating...**

- \_\_\_ a)Regular lottery games like Lotto 649 \_\_\_\_\_
- \_\_\_ b)Video lotteries \_\_\_\_\_
- \_\_\_ c)Local Casinos \_\_\_\_\_
- \_\_\_ d)Bingo Halls \_\_\_\_\_
- \_\_\_ e)Race Tracks \_\_\_\_\_
- \_\_\_ f)Slot Machines \_\_\_\_\_
- \_\_\_ g)Internet gambling \_\_\_\_\_

12) **How well informed do you feel you are about...? (Read list, rotate) Would you say that you are very well informed, somewhat informed, not very well informed, or not at all informed?**

	Very well Informed	Somewhat Informed	Not very well Informed	Not informed at all	DK/ NS
<u>  </u> a)How to play Sports Select? .....	1.....	2.....	3.....	4.....	9
<u>  </u> b)How to play Video Lotteries? .....	1.....	2.....	3.....	4.....	9
<u>  </u> c)Where to play video lotteries? .....	1.....	2.....	3.....	4.....	9
<u>  </u> d)How to play 5 minute Keno? .....	1.....	2.....	3.....	4.....	9
<u>  </u> e)How to play regular bingo? .....	1.....	2.....	3.....	4.....	9
<u>  </u> f)How to play electronic bingo? .....	1.....	2.....	3.....	4.....	9
<u>  </u> g)How to play Casino table games? .....	1.....	2.....	3.....	4.....	9
<u>  </u> h)How to bet on horse racing? .....	1.....	2.....	3.....	4.....	9
<u>  </u> i)How to play coin dispensing slot machines? .....	1.....	2.....	3.....	4.....	9
<u>  </u> j)Internet gambling? .....	1.....	2.....	3.....	4.....	9
<u>  </u> k)Where to purchase break-opens(pull-tabs)?.....	1.....	2.....	3.....	4.....	9

**13a.) How well informed do you feel you are about where the proceeds (profit after prizes and operating expenses) from (insert game) go...Would you say you are very well informed, somewhat informed not very well informed of not at all informed?**

(For each game "very well," "somewhat" or "not very well" informed, ask 13b IMMEDIATELY)

**b) Do you think the profits generated by (GAME), after distributing prizes and paying operating costs, go to a good cause or not?**

	..... Q.13a.....					..... Q.13b.....		
	Very Well Informed	Somewhat Informed	Not Very Well Informed	Not Informed At All	DK/NS	Yes Good Cause	No	DK/NS
<b>i) Bingo</b> .....	1.....	2.....	3.....	4.....	9	1.....	2.....	9
<b>ii) Casinos</b> .....	1.....	2.....	3.....	4.....	9	1.....	2.....	9
<b>iii) Lotteries</b> .....	1.....	2.....	3.....	4.....	9	1.....	2.....	9
<b>iv) Video Lotteries</b> .....	1.....	2.....	3.....	4.....	9	1.....	2.....	9
<b>v) Horse races</b> .....	1.....	2.....	3.....	4.....	9	1.....	2.....	9
<b>vi) Raffles</b> .....	1.....	2.....	3.....	4.....	9	1.....	2.....	9
<b>vii) Slot machines</b> .....	1.....	2.....	3.....	4.....	9	1.....	2.....	9

**14a) Can you recall hearing, seeing or reading anything recently about where gaming proceeds went? (Note: Proceeds are the profits made by gaming)**

- Yes.....1----> **Go to 14c**
- No.....2----> **Go to 14b**
- DK/NS.....9----> **Go to 14b**

IF YES TO Q14A

**14c) Did that make you feel positive or negative about...**

	Positive	Negative	Neither	DK/NS
<b>i) The Alberta Gaming and Liquor Commission</b> .....	1.....	2.....	3.....	9
<b>ii) The Alberta Government</b> .....	1.....	2.....	3.....	9
<b>iii) Spending money on lotteries</b> .....	1.....	2.....	3.....	9

**ASK EVERYONE**

**b) Where do you think gaming proceeds go? (DO NOT READ LIST: CHECK ALL MENTIONS)**

- Sports and Recreation..... 01
- Community Organizations..... 02
- Government..... 03
- Health Care..... 04
- Arts and Culture..... 05
- Charities..... 06
- Education and Schools..... 07
- Community Facility Enhancement..... 08
- Other (Specify)..... 98
- DK/NS..... 99

**14d) Where would you like the proceeds from gaming to go? (DO NOT READ LIST: CHECK ALL MENTIONS)**

- Sports and Recreation..... 01
- Community Organizations..... 02
- Government..... 03
- Health Care..... 04
- Arts and Culture..... 05
- Charities..... 06
- Education and Schools..... 07
- Community Enhancement..... 08
- Other (Specify Below)

DK/NS..... 99

**SECTION D: GENERAL GAMING ATTITUDES**

**15.1) Now I would like to read you a list of statements which could be made about lotteries and gaming in Alberta. And by gaming I mean going to bingo, to a casino, to the race track, playing video lotteries, or other similar activities. Please tell me how you feel about each statement on a scale of "1" to "7" where "1" means you disagree totally with the statement and "7" means you agree completely with it. Remember, you can give any number between "1" and "7". (Read list, rotate)**

	Totally DK/ Disagree	Strongly Disagree	Somewhat Disagree	Agree	Somewhat Agree	Strongly Agree	Completely Agree	NS
a) Lotteries are a form of gambling.....		1.....		2.....		3.....		
	4.....	5.....	6.....	7.....		9		
b) People should have access to gaming in a bar, hotel or nightclub.....		1.....			2.....			
	3.....	4.....	5.....	6.....	7.....	9		
c) Regular lotteries like Lotto 649 are becoming more popular.....	1.....	2.....	3.....	4.....	5.....	6.....	7.....	9

- d) Gaming takes advantage of poorer Albertans..... 1..... 2..... 3..... 4..... 5..... 6..... 7..... 9
  - e) Video lotteries are becoming more popular..... 1..... 2..... 3..... 4..... 5..... 6..... 7..... 9
  - f) Gaming is an evil influence on society..... 1..... 2..... 3..... 4..... 5..... 6..... 7..... 9
  - g) People should be able to play slot machines year round in a casino..... 1..... 2..... 3..... 4..... 5..... 6..... 7..... 9
  - h) There is too much gaming in Alberta..... 1..... 2..... 3..... 4..... 5..... 6..... 7..... 9
  - i) Video lotteries are more addictive than regular lottery games like Lotto 649... 1..... 2..... 3..... 4..... 5..... 6..... 7..... 9
  - j) Lotteries are operated fairly and honestly..... 1..... 2..... 3..... 4..... 5..... 6..... 7..... 9
  - k) More controls should be placed on where and when people can play video lotteries..... 1..... 2..... 3..... 4..... 5..... 6..... 7..... 9
  - l) Governments are dependent on lotteries as a source of revenue..... 1..... 2..... 3..... 4..... 5..... 6..... 7..... 9
  - m) Increased access to gaming and gambling will create more problems than it is worth in Alberta..... 1..... 2..... 3..... 4..... 5..... 6..... 7..... 9
  - n) Lotteries are a good way to raise revenue because only the willing pay..... 1..... 2..... 3..... 4..... 5..... 6..... 7..... 9
  - o) More money should be spent to inform Albertans about where the lottery proceeds go.. 1..... 2..... 3..... 4..... 5..... 6..... 7..... 9
  - p) It is up to each individual to control their own gambling..... 1..... 2..... 3..... 4..... 5..... 6..... 7..... 9
- ALWAYS ASK Q LAST
- q) Video lotteries are more addictive than slot machines... 1..... 2..... 3..... 4..... 5..... 6..... 7..... 9

**16) Imagine you were going to design your ideal gaming facility. I'm going to read you a list of features that could be part of that ideal facility. Using a scale of 1 to 7, where "1" means extremely appealing and "7" means not at all appealing, please tell me how appealing each of these features would be to you. (Rotate)**

	Extremely Appealing				Not At All Appealing			DK/NS
Theme décor	1	2	3	4	5	6	7	9
Modern furnishings and equipment	1	2	3	4	5	6	7	9
Spacious surroundings	1	2	3	4	5	6	7	9
Intimate atmosphere	1	2	3	4	5	6	7	9
Live entertainment	1	2	3	4	5	6	7	9



Fast food service	1	2	3	4	5	6	7	9
Seated dining	1	2	3	4	5	6	7	9
Liquor service	1	2	3	4	5	6	7	9
Security	1	2	3	4	5	6	7	9
Clean, modern environment	1	2	3	4	5	6	7	9
Convenient parking	1	2	3	4	5	6	7	9
Non-smoking sections	1	2	3	4	5	6	7	9
Easily identifiable staff	1	2	3	4	5	6	7	9

- 17) Now I am going to read to you a list of different games and gambling activities and I'd like you to tell me whether you personally think each one is harmless entertainment or hard gambling. On a scale from 1 to 7 where 1 is harmless entertainment and 7 is hard gambling, how would you rate (Read list, rotate)

	Harmless Entertainment				Hard Gambling			DK/ NS
	1	2	3	4	5	6	7	
a) Raffles	1	2	3	4	5	6	7	9
b) Pull tabs	1	2	3	4	5	6	7	9
c) Instant tickets	1	2	3	4	5	6	7	9
d) Regular Bingos	1	2	3	4	5	6	7	9
e) 5 minute Keno	1	2	3	4	5	6	7	9
f) Video lotteries	1	2	3	4	5	6	7	9
g) Horse Race Betting	1	2	3	4	5	6	7	9
h) Local Casino table games	1	2	3	4	5	6	7	9
i) Resort Casinos	1	2	3	4	5	6	7	9
j) Lotteries like Lotto 649	1	2	3	4	5	6	7	9
k) Sport Select (Proline, Over/Under)	1	2	3	4	5	6	7	9
l) Coin dispensing slot machines	1	2	3	4	5	6	7	9
m) Internet gambling	1	2	3	4	5	6	7	9
n) Bingo played on a computer device in a bingo hall	1	2	3	4	5	6	7	9

**SECTION E: PERCEPTIONS OF THE EXTENT OF GAMBLING PROBLEMS**

**ASK EVERYONE**

18) One of the issues that I would like to talk with you about concerns gambling problems here in Alberta. When you hear the words "problem gambling" what kind of gambling comes to mind first? Can you think of anything else?

Other Mention	First Mention	All
Casino table games.....		1.....
Video lotteries.....	2.....	2.....
Horse racing.....	3.....	3.....
Bingos.....	4.....	4.....
Addictive/compulsive gambling.....	5.....	5.....
Card games (all mentions).....	6.....	6.....
Slot machines.....	7.....	7.....
Regular lottery games.....	8.....	8.....
Internet gambling.....	9.....	9.....
Other (specify).....	98.....	98.....
<hr/>		
DK/NS.....		99.....

19) Next I am going to read you a list of gambling activities, and for each I would like you to tell me if you think that activity either causes or is associated with any problems in Alberta. (Read list, rotate)

	Yes	No	DK/NS
<u>  </u> i) Regular lottery games.....	1.....		
	2.....		
<u>  </u> ii) Horse track betting.....	1.....		
	2.....		
<u>  </u> iii) Casino table games.....	1.....		
	2.....		
<u>  </u> iv) Bingos.....	1.....		
	2.....		
<u>  </u> v) Video lotteries.....			
	1.....	2.....	9
<u>  </u> vi) Break opens (pull tabs).....	1.....		
	2.....		
<u>  </u> vii) Slot machines.....	1.....		
	2.....		
<u>  </u> viii) Internet gambling.....	1.....		
	2.....		

20) Over the past year do you think problems associated with gambling in Alberta have:

Increased or got worse.....	1
Stayed the same.....	2
Decreased or got better.....	3
DK/NS.....	9

**SECTION F: PSYCHOGRAPHICS**

**ASK EVERYONE**

21) Here are some general descriptions of how different people approach life. Each statement describes an approach to life. Please tell me how you feel about each statement on a scale from 1 to 7, where 1 means you disagree totally and 7 means you agree completely.

ROTATE EXCEPT, ALWAYS ASK P LAST

	Disagree				Agree			
	Totally	6	5	4	3	2	1	Completely
a) I pay close attention to what successful people are doing	1	2	3	4	5	6	7	
b) I enjoy introducing a small element of danger into my life	1	2	3	4	5	6	7	
c) I am more experimental than traditional	1	2	3	4	5	6	7	
d) It's very important to me to feel I am part of a group	1	2	3	4	5	6	7	
e) Life should be enjoyed as much as possible today without worrying about the future	1	2	3	4	5	6	7	
f) Most nights of the week I am out at a social event of some sort	1	2	3	4	5	6	7	
g) I like to win, and enjoy the feeling that I have beaten the rest of the world	1	2	3	4	5	6	7	
h) I enjoy a challenge, pitting myself against the odds	1	2	3	4	5	6	7	
i) I prefer to work quietly behind the scenes without causing waves	1	2	3	4	5	6	7	
j) People should have the right to do what they want to do, even if it could hurt them	1	2	3	4	5	6	7	
k) Everything is changing too fast today	1	2	3	4	5	6	7	
l) I feel very comfortable with technology such as computers, instant banking machines or video games	1	2	3	4	5	6	7	
m) Whether or not you make it in life is mostly determined by luck	1	2	3	4	5	6	7	
n) It's more important to understand my inner self than it is to be rich and powerful	1	2	3	4	5	6	7	
o) I often feel left out of decisions that affect me	1	2	3	4	5	6	7	
p) I think I would, or do, enjoy trading stocks on the internet.	1	2	3	4	5	6	7	

**SECTION G: Other questions**

**ASK EVERYONE**

22) What is your primary source of information (if any) about gaming (DO NOT READ LIST, RECORD FIRST AND ALL OTHER MENTIONS)?

	First	Other
1) TV	_____	_____
2) Newspapers	_____	_____
3) Magazines	_____	_____
4) Word of Mouth	_____	_____
5) Luck Magazine	_____	_____
6) Ads/Brochures	_____	_____
7) Construction Site Signs (Community facilities)	_____	_____
8) Festival Posters of Arts Events Programs	_____	_____
9) Other signs/banners at community events	_____	_____
98) Other _____	_____	_____
97) None	_____	_____
99) DK/NS	_____	_____

23) **Now I am going to read you a list of different types of leisure activities. In the past year have you gone to a...** (Read list, Rotate)?

24) IF YES IN Q23, ASK: **How many times in the past month have you gone to a...**(Read list/Rotate)?

	Q23	Q24(#
of Times)		
1) Movies	_____	
2) Live theatre	_____	
3) Live concert	_____	
4) Neighborhood pub	_____	
5) Sports bar	_____	
6) Tavern (with live entertainment)	_____	
7) Night club (with dancing)	_____	
8) Restaurants	_____	
9) Hall party	_____	
10) Rave	_____	
11) Private parties	_____	
12) Live sporting event	_____	
13) Games parlours (i.e. bowling alley, pool hall)	_____	
14) Museums/galleries	_____	
15) Exhibitions/trade shows	_____	

**SECTION H: DEMOGRAPHICS  
ASK EVERYONE**

**These final questions are for statistical purposes only.**

25) **Into which of the following categories does your age fall:**

18 to 24 years	1
25 to 34	2
35 to 44	3
45 to 54	4
55 to 64	5
65 to 74	6
75 and older	7
Refused	9

26) **What is the highest level of schooling that you have obtained?**

Grade 8 or less	1
Some high school	2
Completed high school	3
Technical/vocational school above high school level	4
Some college or university	5
College or university degree/diploma	6
Post-graduate degree (master, doctoral or equivalent)	7
Refused	9

**27a) What one category best describes your current marital status?**

Single	1
Married or co-habiting	2
Divorced/widowed/separated	3
Refused	9

**27b) Including yourself how many persons live in your household? \_\_\_\_\_**

**27c) And how many of these are under 18 years of age? \_\_\_\_\_**

**28a) What is your occupational status: Are you... (Read list)**

Employed full time	01
Employed part time	02
Self employed full time	03
Self employed part time	04
a Student	05
a Homemaker	06
Unemployed	07
Unable to work	08
Other	98
DK/NS	99

**28b) In two words what would you describe your occupation as? \_\_\_\_\_**

**28c) Has your household income increased, decreased or remained about the same in the past year?**

Increased.....	1
Decreased.....	2
Remained the same.....	3

**28d) Did you or anyone in your household become unemployed for a portion of or all of last year?**

Yes.....	1
No.....	2
DK.....	9
Refused.....	96

**29) Which of the following categories best describes your total personal annual income before taxes? (Read List)**

Under \$10,000	1
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\$10,000 to \$19,999	2
\$20,000 to \$29,999	3
\$30,000 to \$39,999	4
\$40,000 to \$59,999	5
\$60,000 to \$79,999	6
\$80,000 and over	7
Refused	9

30) Which of the following categories best describes the total annual income, before taxes, of all members of your household? (Read list)

Under \$25,000	1
\$25,000 to \$39,999	2
\$40,000 to \$59,999	3
\$60,000 to \$79,999	4
\$80,000 to \$99,999	5
\$100,000 and over	6
Refused	9

31) Have you made either of the following two major purchases in the past year?

A new car	1
A new or larger home	2
Neither/No purchase	3
Refused	9

32) Thinking of all the money that you spend on necessities (food, shelter, clothing, transportation, etc), if, after paying for all these necessities, you had \$100 remaining, your disposable income, how much of this \$100 would you spend on

Casino	\$ _____
Lotteries	\$ _____
VLTs	\$ _____
Bingo	\$ _____
Horse Races	\$ _____

33) After paying for all your necessities (food, shelter, clothing, transportation, etc) what percentage of your personal monthly income would you say is your disposable income—that is money you can use at your discretion?

\_\_\_\_\_ %

34) How many years have you lived in Alberta? (Enter 0 if less than 1 year) \_\_\_\_\_ years

35) In what city/town/village/hamlet/municipal district do you live? \_\_\_\_\_

36) What are the first three digits of your postal code? \_\_\_ \_\_\_ \_\_\_

37) Could I please have your first name or initial in case my supervisor needs to verify that this interview was conducted appropriately? \_\_\_\_\_

Thank you, those are all the questions I have to ask you. I greatly appreciate your taking the time to complete this survey. Have a good afternoon/evening.

**Interviewer comments:**

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**APPENDIX B: CODING GUIDES**



**Q1c Thinking of the issues facing people here in Alberta today, which one do you feel is the most important?**

- 01 Healthcare (Bill 11, Privatization, medicare, cutbacks, lack of dr.'s)
- 02 Nurses Strike
- 03 Taxes (including flat tax)
- 04 Old age Security
- 05 Education (funding and cutbacks)
- 06 Farming/Agricultural concerns
- 07 Housing (cost of)
- 08 Cost of Living (wages)
- 09 Employment
- 10 Environment (pollution, pesticides)
- 11 Government (general, provincial, responsiveness, leadership, lack of info, honesty, forcing bills through)
- 12 Economy
- 13 Business
- 14 Aging population/Senior Issues
- 15 Gaming/Gambling (bad, addictive, deteriorates society)
- 16 Price of Oil and Gas
- 17 Government Wasteful Spending
- 18 Gun Control.Registration
- 19 The Media
- 20 Social Services Issues (homelessness, poverty, welfare, disability)
- 21 Abortion
- 22 Childcare
- 23 E. Coli Scare
- 24 Federal Government
- 25 Young Offenders
- 26 The Debt
- 27 Substance Abuse (alcoholism, FAS, drinking and driving)
- 28 Cutbacks/ lack of funding
- 29 Transportation system
- 30 Alberta Alliance change
- 31 Opposed to Ralph Klein
- 32 Parks
- 33 The Family
- 34 Judicial System
- 35 Crime
- 36 Same-sex Marriage
- 37 Oil Industry
- 38 Animal Rights
- 39 World Petroleum Conference
- 40 The Election
- 41 Smoking Issues
- 42 Weather

- 43 First Nations Issues
- 44 Population Growth
- 45 Worker's Compensation Board
- 46 Youth Issues
- 47 Spiritual Issues
- 48 Provincial Professional Sports (Flames and Oilers)
- 49 Unions
- 50 High Utilities Cost

**Question 14a (1): Where did you find out about where gaming proceeds went?**

- 01 Newspapers Unspecified
- 02 Newspapers Specified
  - Edmonton Journal (12)
  - Calgary Sun (4)
  - Calgary Herald (13)
  - National Post (3)
  - Drumheller Mail (2)
  - North Shore Newspaper
  - Stratford Standard
  - Globe and Mail
  - Edmonton Sun
  - Lord Minister Booster
  - Meridine Booster
  - Sherwood Park News
  - Fort Saskatchewan News
  - Red Deer Advocate
- 03 Television
- 04 Radio
- 05 Friends, Word of mouth
- 06 Through Schools
- 07 Magazines
  - Alberta Report
  - Luck Magazine
- 08 Native Band
- 09 Through Charity or Gaming Agency

- 10 Government Report
- 11 Awareness of Dispute/Controversy
- 12 Flyers, Circulars, Mail, Pamphlets
- 13 Involvement (volunteer/employment) connected to gaming
- 14 Billboards
- 15 Through participation/attendance at gaming facility
- 16 Buying raffle/lottery tickets
- 17 Media Unspecified
- 18 Gambling Help Groups
- 19 Internet

**Question 14b (c): Where do you think gaming proceeds go?**

- 01 Sports and Recreation
- 02 Community Organizations
- 03 Government
- 04 Health Care
- 05 Arts and Culture
- 06 Charities
- 07 Education and Schools
- 08 Community Facility Enhancement
- 09 Owners, Organizers, Operators, Casinos
- 10 To Gaming Commissions, Organizations, Industry in General
- 11 Organized Crime, The Mob
- 12 "Into someone's pocket"
- 13 Winners, prize money
- 14 Natives, reserves
- 15 Gambling Addiction Organizations
- 16 To taxes
- 17 Grants, programs (unspecified)
- 18 Infrastructure, Roads
- 19 To the Debt
- 20 Social Services
- 21 To a good cause
- 22 Non-profit Organizations
- 23 Lottery Fund
- 24 Administration, Salaries
- 25 Politician's pockets, Corrupt politicians

**Question 14d: Where would you like the proceeds from gaming to go?**

- 01 Sports and Recreation
- 02 Community Organization
- 03 Government
- 04 Health Care
- 05 Arts and Culture
- 06 Charities
- 07 Education and Schools
- 08 Community Facility Enhancement
- 09 Children's/Youth Help and Programs
- 10 Poor, Needy, those on Welfare
- 11 Reducing Taxes
- 12 Gambling Addiction
- 13 Women's Shelters
- 14 Social Programs
- 15 Foreign Aid
- 16 NHL Teams
- 17
- 18 Lower Gasoline Costs
- 19 Infrastructure, Transportation, Roads
- 20 Winners, Prizes
- 21 Student Loans, Grants, Scholarships
- 22 Non-profit Organizations
- 23 Good Causes, Where it's the most needed
- 24 Owners (of gaming facilities, machines)
- 25 Low cost housing
- 26 The Disabled/Handicapped
- 27 Wants Gambling Eliminated
- 28 Environment, Wildlife
- 29 To people, the public, general problems, general social improvement
- 30 Seniors, Pensions
- 31 Alcohol/Drug Addiction
- 32 "To me", "in my pocket", "in my bank account"
- 33 SPCA
- 34 Debt/Deficit Reduction
- 35 Business incentives, Employment generation
- 36 Homeless (also shelters)
- 37 To the specific community or area where the gaming takes place
- 38 Camp for kids
- 39 Heart and Lung research/foundation
- 40 Cancer research/foundation
- 41 Other Health research (including diabetes)
- 42 Disabled Children, Sick Children, Children's Hospitals
- 43 Addictions Unspecified
- 44 Agriculture

- 45 No change to how distribution currently occurs
- 46 Food Banks
- 47 Ronald McDonald House
- 48 Victim Services
- 49 Research, Unspecified
- 50 Police
- 51 Churches
- 52 Family, Parents (including low income family health and dental)
- 53 Do not use proceeds for general revenue, standard and needed services
- 54 Playgrounds

**Q22 What is the primary source of information about gaming?**

- 13 Personal Experience
- 14 Media
- 15 Radio
- 16 Internet
- 17 Lottery booth /tickets
- 18 Community Involvement
- 19 Bars, restaurants and hotels
- 20 At Bingo Halls/Casinos
- 21 Gaming Commision
- 22 This phone call
- 23 Work
- 24 Adac/gamblers anonymous/ Anti-gambling social service
- 25 Books/reading about it
- 26 School

Question 37\_6: Explanation for why total expenditure of potential \$100 discretionary income on gambling does not equal \$100.

- 01     **Opposed to gambling, Doesn't like****
- 02     Does not gamble or play any of the listed games
- 03     Sporadic/Occasional gambler, Rarely gambles
- 04     Light gambler, Not much of a gambler
- 05     Religious objection to gambling
- 06     Doesn't play all listed games
- 07     Has a gambling problem
- 09     Wouldn't spend all disposable income on gambling

- 10 Would spend on other leisure/entertainment
- 11 Would put money to better/other use, other priorities
- 12 On a low budget, Would spend on necessities
- 13 Would need more discretionary income to spend any on gaming
- 14 Would put money into savings/investments
- 15 Only/mainly buy lottery/scratch tickets
- 16 Only/mainly play VLTs
- 17 Only/mainly bet on horse races
- 18 Only/mainly bet at casinos
- 19 Only/mainly play bingo
- 21 Not enough time/limited access to gambling
- 22 No reason given for not spending all the money