

**CANADIAN PRESS / LEGER MARKETING**

# **Canadians and Games of Chance**

**Report**



## 1.0 Research Findings

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- 2% of Canadians admit to being compulsive gamblers.

Question: Knowing that compulsive gamblers are dependent and obsessed with games of chance and that they only think about going to play again in order to recover their losses, would you define yourself as a compulsive gambler?

n=1504	YES	NO	Dnk/Refusal
	2.4%	95.4%	2.2%

- Close to eight Canadians out of ten play games of chance.

Question: Do you play games of chance?

n=1504	YES	NO
	78,9%	21,1%

- Close to three-quarters of Canadians buy lottery tickets.

Question: Do you REGULARLY, OCCASIONALLY or NEVER... ?

n=1504	REGULARLY	OCCASIONALLY	NEVER
... buy lottery tickets	21.0%	52.7%	26.3%
... play bingo	1.7%	16.8%	81.3%
... play the casino	1.3%	26.6%	72.0%
... play video poker	0.4%	8.2%	91.4%
... bet on horse races	0.4%	7.6%	91.9%

- 2.7% of the population admits to having previously borrowed money in order to gamble.

Question: Have you ever borrowed money in order to play a game of chance?

n=1504	YES	NO	Dnk/Refusal
	2.7%	94.5%	2.8%

- 14.1% of Canadians say they win more often than they lose when playing games of chance.

Question: Generally speaking, when you play games of chance do you more often WIN or LOSE?

n=1504	WIN	LOSE	Dnk/Refusal
	68.5%	14.1%	17.5%

## 2.0 Results

### 2.1 2% of Canadians admit to being compulsive gamblers

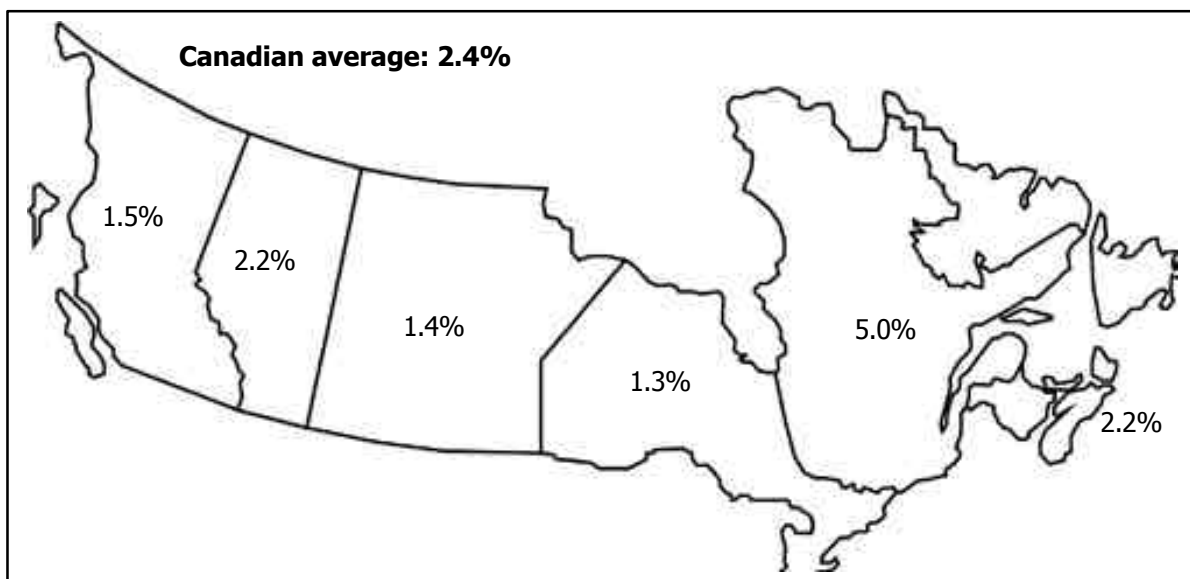
2.4% Canadians define themselves as compulsive gamblers. They were asked the following questions: "Knowing that compulsive gamblers are dependent and obsessed with games of chance and that they only think about going to play again in order to recover their losses, would you define yourself as a compulsive gambler?"

3.3% of men, 5.6% of those 18 to 24 years old, 4.9% of Francophones, 5.0% of Quebeckers and 5.1% of labourers were more likely to define themselves as compulsive gamblers.

Question: Knowing that compulsive gamblers are dependent and obsessed with games of chance and that they only think about going to play again in order to recover their losses, would you define yourself as a compulsive gambler?

n=1504	YES	NO	Dnk/Refusal
Men	3.3%	94.0%	2.7%
Women	1.6%	96.7%	1.7%
Atlantic provinces	2.2%	93.6%	4.3%
Quebec	5.0%	93.3%	1.7%
Ontario	1.3%	94.9%	3.7%
Prairies	1.4%	98.6%	0.0%
Alberta	2.2%	97.8%	0.0%
British Columbia	1.5%	98.5%	0.0%
Canada	2.4%	95.4%	2.2%

Percentage of Canadians who admit to being compulsive gamblers



## 2.2 Close to eight Canadians out of ten play games of chance

78.9% of Canadians say they play games of chances such as the lottery, the casino, bingo, video poker and horse race betting.

However, the survey found that 61.7% of the population mentioned having played a game of chance in the month prior to the survey and had spent an average of \$45 on such games.

With 70.7% of players, Quebecers were more likely to have gambled during that month yet they are the ones who mentioned having spent the least amount of money on games of chance during that same month, namely \$36.50. Even if Albertans mentioned gambling less than their Canadian counterparts during that period, residents of the Prairie provinces nonetheless mentioned spending the most, namely \$64.

In the month prior to the survey, Canadian adults who mentioned having played games of chance say they have spent \$536 million in lottery tickets and at the casino. If we calculate this figure on a yearly basis, we could estimate that Canadians could spend more or less \$6.3 billion on those two games of chance, namely \$3.1 billion on casinos and \$3.25 on the purchase of lottery tickets.

### Canadians who play games of chance

n=1504	YES	NO
Atlantic provinces	77.9%	22.1%
Quebec	82.7%	17.3%
Ontario	76.8%	23.2%
Prairies	83.6%	16.4%
Alberta	73.9%	26.1%
British Columbia	79.6%	20.4%
Canada	78.9%	21.1%

### 2.3 Close to three-quarters of Canadians buy lottery tickets

73.7% of the Canadian population buys lottery tickets, with 21.0% buying them regularly and 52.7% buying them occasionally. On average, buyers of lottery tickets spent \$19.50 in the month prior to the survey. On a yearly basis, we could therefore say that these Canadians could spend close to \$3 billion on lottery tickets.

Casinos came in second place with 27.9% of Canadians who mentioned having played this game, 1.3% playing regularly and 26.5% occasionally. On average, those who visited the casino said they spent \$110 during the month, for an estimated yearly total of \$3 billion.

Bingo drew 18.5% of the adult population, 1.7% of which played regularly and 16.8% who played occasionally.

In terms of video poker, they attracted 8.6% of Canadians, 0.4% on a regular basis and 8.2% occasionally.

Finally, horse racing seems to have the smaller number of fans with 8% of Canadians who mentioned playing this game of chance. 0.4% play regularly and 7.6% do so occasionally.

#### Distribution of Participants to Games of Chance in the Last Month

n=1504	Lotteries	Casinos	Bingo	Video poker	Horse racing
Atlantic provinces	72.8%	25.0%	24.9%	11.1%	3.2%
Quebec	78.8%	27.1%	16.0%	8.7%	2.5%
Ontario	69.3%	31.6%	18.0%	7.0%	12.2%
Prairies	82.3%	35.6%	23.0%	19.2%	12.6%
Alberta	69.4%	18.3%	18.2%	9.5%	7.1%
British Columbia	75.7%	26.5%	18.3%	4.7%	7.1%
Canada	73.7%	27.9%	18.5%	8.6%	8.0%

## 2.4 2.7% of Canadians admit to having previously borrowed money in order to gamble

This is the case for 7.0% of those 18 to 24 years old, 5.4% of those who live in the Prairie provinces, 6.4% of students and 5.1% of Canadians who have neither French nor English as their mother tongue.

Conversely, 1.7% of Canadians mentioned having experienced financial difficulties because of gambling. 1.6% mentioned having had minor problems while 0.2% said they have had major problems.

Question: Have you ever borrowed money in order to play a game of chance?

n=1504	YES	NO	Dnk/Refusal
Atlantic provinces	1.2%	93.4%	5.4%
Quebec	2.8%	95.6%	1.6%
Ontario	2.7%	92.1%	5.2%
Prairies	5.4%	93.7%	0.9%
Alberta	1.4%	98.6%	0.0%
British Columbia	2.7%	97.3%	0.0%
Canada	2.7%	94.5%	2.8%

## 2.5 14.1% of Canadians said they win more often than they lose when playing games of chance

While 14.1% of Canadians mentioned winning more often than losing when playing games of chance, 68.5% said the opposite. We find a greater number of “lucky” people among 30.2% of those aged 18 to 24, 20.05 of Albertans, 24.1% of students and 18.2% of those in the lower income brackets.

Question: Generally speaking, when you play games of chance do you more often WIN or LOSE?

n=1504	WIN	LOSE	Dnk/Refusal
Atlantic provinces	14.0%	67.9%	18.1%
Quebec	13.0%	72.6%	14.3%
Ontario	12.5%	67.6%	19.8%
Prairies	18.9%	60.2%	20.9%
Alberta	20.3%	60.0%	19.6%
British Columbia	13.5%	74.0%	12.5%
Canada	14.1%	68.5%	17.5%

### **3.0 Methodology**

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This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1504 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal call centre between September 25 and September 30, 2001, 2001. Up to ten recalls were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1504 respondents is of  $\pm 2.6\%$ , 19 times out of 20.