

GAMBLING IN THE GTA

- **Majority Opposition to Permanent Commercial (63%) and Charity (55%) Casinos in the GTA**
 - **Moreover, more than Four-in-Ten are *Strongly* Opposed to both the Commercial (48%) and the Charity (42%) options**
- **A Quarter (27%) of GTA Residents Know Someone who has a Gambling Addiction or other Serious Gambling Problem**
- **In Past Year, 75% of GTA Residents Gambled**
 - **Gambling is More Popular in Suburbs (79%) than Toronto (71%)**
- **By Far, Top Type of Gambling is Government Lotteries (69%)**
 - **Followed by Government-Regulated Facilities like Casinos & Racetracks (32%), Personal Gambling (25%), and Online (5%)**

From April 12 to 19, 2005, Leger Marketing – the Canadian representative of the Gallup International Association – conducted telephone interviews among a randomly selected, representative sample of 500 residents of the Greater Toronto Area (GTA). The margin of error for the total sample is $\pm 4.4\%$, 19 times out of 20. The City of Toronto (n=250) and Suburban (n=250) sub-segments of the total GTA sample each have an associated margin of error of $\pm 6.2\%$, 19 times out of 20. The Suburban sub-segment is comprised of the Regions of Durham, Halton, Peel, and York. The results have been statistically weighted according to the most current regional, gender, and age Census data to ensure a sample representative of the entire adult population of the GTA. Discrepancies in totals are due to rounding.

Founded in 1986, Leger Marketing is the largest independent full-service research firm in Canada, with more than 500 employees spread over its offices in Toronto, Montreal, Edmonton, Winnipeg, Quebec City, New York City, and Shanghai. Leger conducts quantitative and qualitative research on behalf of an extensive array of public and private sector clients on a local, national, and global scale. Leger is the Canadian representative of the Gallup International Association, and is the polling Agency of Record for Toronto Life Magazine, Sun Media, Marketing Magazine, and the Canadian Press news service.

Majority Opposition to Permanent Commercial and Charity Casinos

- Majorities of GTA Residents oppose establishing permanent commercial (63%) and charity (55%) casinos in their city.
 - This opposition is intense, as more than four-in-ten *strongly* oppose both the commercial (48%) and charity (42%) options.
- Conversely, only three-in-ten support commercial (30%) and charity (36%) casinos in the GTA.
 - Moreover, this support is lukewarm, as just 10% *strongly* support commercial casinos and just 13% *strongly* support charity casinos.

Opposition to <u>Commercial</u> Casino			
1A/B. As you may know, permanent <u>commercial</u> casinos have been established in Niagara Falls, Rama, and Windsor. Thinking about this ... Do you support or oppose establishing a permanent <u>commercial</u> casino in your city? Do you strongly or somewhat support/oppose? Base: All Respondents. N=500.			
	GTA	City of Toronto	Suburbs
SUPPORT	30%	29%	30%
Strongly Support	10%	11%	10%
Somewhat Support	19%	18%	20%
Somewhat Oppose	15%	15%	16%
Strongly Oppose	48%	49%	46%
OPPOSE	63%	63%	63%
Don't Know	7%	8%	7%

Opposition to <u>Charity</u> Casino			
1A/B. As you may know, permanent <u>charity</u> casinos have been established in Brantford, Thunder Bay, Point Edward, Sault Ste. Marie, and the Thousand Islands. Thinking about this... Do you support or oppose establishing a permanent <u>charity</u> casino in your city? Do you strongly or somewhat support/oppose? Base: All Respondents. N=500.			
	GTA	City of Toronto	Suburbs
SUPPORT	36%	33%	38%
Strongly Support	13%	12%	13%
Somewhat Support	23%	21%	25%
Somewhat Oppose	14%	15%	13%
Strongly Oppose	42%	42%	42%
OPPOSE	55%	56%	55%
Don't Know	9%	10%	7%

Public Release:
GTA Public Opinion Poll



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A Quarter (27%) Know Someone who has a Gambling Addiction/Problem

- A quarter of GTA Residents know someone they think is addicted to gambling, or has another serious problem related to gambling.

Homeless Shelters: Need & Demand			
2. Do you know anyone who you think is addicted to gambling, or has another serious problem related to gambling? Base: All Respondents. N=500.			
	GTA	City of Toronto	Suburbs
Yes	27%	28%	25%

Gambling Patterns

- In the past 12 months, three-quarters (75%) of GTA Residents have gambled in some way. (Just 2% have participated in at least one gambling activity from within each of the four different categories discussed below.)
 - Overall, residents of the Suburbs (79%) are more likely than Torontonians (71%) to gamble. This finding is consistent throughout the survey results.
- By far, the top type of gambling activity in the GTA is **government lotteries**, as 69% have bought a lottery ticket (63%), or Scratch & Win (45%), or Proline (7%). Just 5% have purchased all three types of tickets. This is the only gambling category that a majority of GTA residents have participated in over the past year.
 - Notably, **government lotteries** are more popular in the Suburbs (74%) than in the Megacity (63%). Specifically, 905ers are more likely to buy lottery tickets (68%) and Scratch & Wins (51%) than Torontonians (57% and 38% respectively).
- About a third (32%) of GTA Residents have gambled **at a Government-run, licensed, or otherwise sanctioned “facility” such as a casino or BINGO Hall**, either through Slot Machines (25%), Casino Card or Table Games other than Poker (10%), Betting on Races (7%), BINGO (7%), Poker at a casino (6%), or Poker for prizes at a bar/restaurant (1%).
 - Residents of the 905 Belt (38%) are more likely than Torontonians (26%) to have gambled at a Government-run/sanctioned facility. This is particularly true of Slot Machines (32% vs. 19%) and Casino Card and Table Games other than Poker (14% vs. 5%).
- A quarter (25%) of GTA Residents have gambled **among friends, family, or peers without government oversight** either through Personal Bets (15%), Private Poker Games (11%), Sports Pools (9%), Private Casino Games (7%), or TV Show Pools (5%).
 - 905ers (29%) also tend to be more likely to gamble on a personal basis than Torontonians (22%).
- Just 5% of GTA Residents have gambled **online**.

Gambling Patterns across 4 Categories			
3. Now, for each of the following activities, please tell me if you have participated in it at least once in the past 12 months? Have you ... ? Base: All Respondents. N=500.			
% Participated in ...	GTA	City of Toronto	Suburbs
At least 1 of 19 Gambling Activities	75%	71%	79%
At least 1 Gambling Activity within Each of the 4 Categories	2%	1%	3%
At least 1 Gambling Activity within <i>Government Lotteries</i> Category	69%	63%	74%
All Gambling Activities within <i>Government Lotteries</i> Category	5%	5%	5%
At least 1 Gambling Activity within <i>Government/Licensed Facilities</i> Category	32%	26%	38%
At least 1 Gambling Activity within <i>Personal</i> Category	25%	22%	29%
At least 1 Gambling Activity within <i>Online</i> Category	5%	4%	5%

Gambling Patterns across 9 Government-Sanctioned Activities			
3. Now, for each of the following activities, please tell me if you have participated in it at least once in the past 12 months? Have you ... ? Base: All Respondents. N=500.			
% Played/Placed ...	GTA	City of Toronto	Suburbs
<i>Government Lotteries</i>			
A lottery ticket, such as 6/49 or SuperSeven	63%	57%	68%
A Scratch & Win lottery ticket	45%	38%	51%
A Proline sports-betting ticket	7%	8%	7%
<i>Government/Licensed Facilities</i>			
Slot Machines at a casino or racetrack	25%	19%	32%
Card or Table Games Other than Poker like blackjack or roulette at casino	10%	5%	14%
Bets on Races, like horse or dog races, at a racetrack or licensed OTB establishment	7%	6%	8%
BINGO at a BINGO Hall	7%	7%	7%
Poker at a Casino	6%	5%	7%
Poker for prizes at a bar, restaurant, or similar licensed establishment	1%	0%	2%

Gambling Patterns across 10 Personal/Online Activities			
3. Now, for each of the following activities, please tell me if you have participated in it at least once in the past 12 months? Have you ... ? Base: All Respondents. N=500.			
% Played ...	GTA	City of Toronto	Suburbs
Personal			
Bet Money with Friends, Family, or Co-Workers on Sports, TV Shows, or other public or personal events	15%	14%	17%
Poker for money at someone's home, a private club, or a secret location	11%	10%	12%
In a Sports Betting Pool, like those organized by friends or co-workers, based on a Sporting Event	9%	6%	11%
Casino Games Other than Poker like Blackjack, Dice, or Slots at someone's home, a private club, or a secret location	7%	5%	8%
In a TV Show Betting Pool, like those organized by friends or co-workers, based on a TV Show	5%	4%	6%
Online			
Placed Bets on Races, like horse or dog races, online	2%	1%	2%
Poker for money online on the internet	1%	1%	2%
Card or Table Games Other than Poker like blackjack or roulette for money online	1%	1%	1%
Slot Machines for money Online	1%	1%	1%
Placed Bets on Sports online	0%	0%	0%

*Results of 0% = Less Than 1%.

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For more information,
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or contact our spokesperson:

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