

HIGHLIGHT REPORT

2001 Survey of Gambling and Problem Gambling in New Brunswick

The Highlight Report is based on the results of the 2001 Survey of Gambling and Problem Gambling in New Brunswick and summarizes the general findings emerging from this third wave of the New Brunswick Gambling Prevalence Study. The results of the study are organized and presented under Sections 1 to 8 to correspond with the main report. Each section is intended to provide contextual information for evaluating specific areas of interest in subsequent sections of the report. However, information needs may vary among users. Therefore, each section has been designed to allow for independent distributions based on specific information requirements. For detailed study results and rationale refer to the Summary and Technical Report for the project, available through the New Brunswick Department of Health and Wellness. The opinions expressed in these documents are those of the Principal Investigators and authors of the study at Focal Research Consultants Ltd. and do not necessarily reflect those of the New Brunswick Department of Health and Wellness.



SECTION 1

Introduction

Section 1 provides full background information on the objectives, provincial profile, methodologies, project assumptions, sampling results, and analysis rationale.

STUDY

OBJECTIVES

- To monitor and track gambling behaviours, characteristic and attitudes identified in 1992 & 1996
- Establish new benchmark measures for other issues of interest to NBDOHW

Methodology

As part of their on-going commitment to monitor gambling behaviour in the province of New Brunswick, the New Brunswick Department of Health and Wellness commissioned Focal Research to undertake the third wave of the Gambling Prevalence Study. Data collection for the 2001 Survey of Gambling and Problem Gambling in New Brunswick was conducted from July 13 to August 11, 2001 with 800 randomly selected adults across the province. An overall response rate of 63% was obtained whereby 63% of eligible respondents on the sample participated in the survey. Thus, the results are considered representative and generalizable to the population at large. At a total population level, estimates are accurate within $\pm 3.5\%$ at the 95% confidence level. All tests of significance were conducted at the 95% confidence level. However, in some cases, differences significant at the 90% confidence interval ($p \leq .10$) are noted to gain additional knowledge and insight. (Note: Margins of Error surrounding the estimates vary by sample size for various groups in the population and the amount of variance in responses.)

Provincial Overview

Section 2 provides a general summary of current gambling behaviours and practices for adults in New Brunswick including demographic and gambling profiles for the primary segments of interest (Player Segments: Non-Gamblers, Casual & Regular Gamblers).

SECTION 2

In order to address problem gambling it is first necessary to have an understanding of general gambling behaviours and practices.



Of the \$362.00 spent annually on gambling, per adult in New Brunswick approximately \$320.00 is allocated to regulated gaming in the province, with \approx \$40.00 spent on other types of gambling.

In 2001, almost half of adults in New Brunswick gamble on a regular basis of once a month or more, on average spending \approx \$730.00 last year and thus contributed \approx 95% of all gambling expenditures in the province.

General Involvement in Gambling

- 81% of adults have participated in a gambling activity during the past year
- 34% of adults gambled on an infrequent or sporadic basis during the last year playing less than once per month (Casual Gamblers)
- 47% of adults gambled at least once a month or more on a regular basis last year (Regular Gamblers), with 31% of adults typically taking part in a gambling activity every week

Gambling Expenditures

On average, it can be estimated that approximately \$362.00 (out-of-pocket) per adult was spent last year on gambling in New Brunswick. This represents per capita (adults 19 yrs+) gambling expenditures of approximately \$30.00 per month.¹

The majority (89%) of gambling dollars are spent on regulated games of chance available in New Brunswick including lottery tickets, VLT's, Pro Line sports lottery, bingo, harness racing, and charitable tickets. This suggests that over the past year, on average, \$320.63 per adult, was contributed to provincial gaming revenues. This figure falls within 1% of actual revenue estimates for 2000/2001 (See Section 1: 2000, 2001 Gambling Expenditures and Revenues in New Brunswick).

Approximately \$40.00 per adult is spent on other games of chance, either out-of-province casino gambling or unregulated games such as card games, sports pools, Internet gambling, or other informal bets and wagers.

Regular versus Casual Gamblers

Those who have gambled in the last year represent 81% of the adult population in New Brunswick and contribute 100% of annual gambling expenditure in the province. However, there are distinct differences between those who gamble on a regular on-going basis as compared to those who only take part in gambling in a more impulsive infrequent manner

Those who take part in gambling activities are a regular and consistent monthly basis represent approximately 47% of adults in New Brunswick. These **Regular Gamblers** spent on average \$61.00 per month or approximately \$730.00 last year on gambling. Based on the findings it can be estimated that in 2001, Regular Gamblers in New Brunswick contributed approximately 95% of all gambling revenues in the province

About one-third of respondents only gambled on a casual infrequent basis (less often than once per month), spending on average \$56.00 last year on gambling. These **Casual Gamblers** collectively only account for 5% of total gambling expenditures in New Brunswick.

¹ Expenditure estimates are derived based on the reported amount spent by respondents out-of-pocket (excluding winnings) each time they played a specific game of chance. Annual expenditures are then calculated based on number of times played per week, per month or per year for each gambling option and combined for total expenditures. This approach enhances the accuracy of gambling expenditure estimates and consistently yields aggregate expenditure results that fall within \pm 3% of actual revenue figures. (Refer to Section 1 Technical Report for detailed information surrounding expenditure estimates)

Play of lottery ticket games, especially draw games, is the most prevalent form of gambling in New Brunswick.

Approximately three-quarters of the adult population purchased a ticket in the last year with one in every two adults playing once a month or more on a regular basis.

Video Lottery (4%) and Bingo (6%) are the only other games played on a regular basis by a significant core group of players.

The 35% of adults who only play lottery ticket type games regularly each month are contributing 35% of gambling expenditures. However, the 12% of adults in NB who gamble on other types of games on a regular basis each month, especially VLT's and Bingo, collectively are accounting for 60% of all gambling expenditures revenues.

SECTION 3

The Trend Analysis examines changes in the key tracking indices identified in the 1992 and 1996 studies.

Types of Gambling

Play of Lottery ticket games especially draw games is the most prevalent form of gambling. Over three-quarters (79%) of the adult population in NB purchased a lottery type ticket in the last year including ALC lottery draws (67%), Scratch n' Win instant tickets (40%) break-open tickets (10%) as well as charity raffles/draws (38%).

Conversely, over the past year only 37% of adults engaged in any of the other types of gambling activities combined including, VLT's (15%), Bingo (11%), casino gambling (9%), sports betting (6%) harness racing (2%), and other types of bets, wagers (9%).

Similar to play in the last year the majority of regular gambling in New Brunswick is also driven by lottery ticket type games:

- Almost half of adults (43%) purchased at least one lottery ticket on a regular monthly basis, especially ALC Draw games (37%), and to a much lesser extent Scratch n' Wins (14%), Break-open tickets (4%), and charity raffles and draws (4%).
- Only 12% of adults in NB are taking part in other non-lottery ticket type games on a regular basis. The only other type of gambling played regularly by more than 1% of the population is video lottery (4%) and Bingo (6%).

Despite the fact more adults participate in lottery ticket play revenues are strongly skewed towards those who play other games of chance:

- The majority (75%) of those who gamble each month are exclusively buying lottery tickets. These regular ticket players represent 35% of adults in New Brunswick and account for 35% of gambling expenditures in the province.
- Only 25% of regular players engage in other non-lottery ticket type gambling each month primarily in addition to lottery ticket games. The average monthly expenditure for these regular gamblers is over six times higher than that of the lottery ticket only player (≈ \$190.00 versus ≈ \$30.00). These gamblers represent 12% of adults in NB and are contributing 60% of total gambling expenditures in the province.

Therefore, although regular lottery ticket play is more common, it is regular involvement in other games of chance, especially VLT's and Bingo that drive the majority of gambling expenditures in New Brunswick. The 12% of adults who gamble regularly on other types of gambling, primarily in addition to lottery tickets, are spending six times more on gambling than the 35% of adults who only take part in lottery ticket play each month. Thus, the type of gambling adults take part in is a strong indicator of risk for high expenditure.

Trend Analysis – 1992, 1996, & 2001

Section 3 provides a comparative analysis of changes in key tracking indices identified in the previous studies.

Comparative Involvement in Gambling, 1992, 1996 & 2001

	1992 (n=800)	1996 (n=800)	2001 (n=800)
Ever Gambled	87%	92%↑	89%↓
Gambled In Past Year	80%	84%↑	81%
Regular Weekly Gambling	36%	41%↑	31%↓

Note: Shading represents significant differences at the 95% confidence level. ↑↓ Indicates direction of change.

The percent of adults generally involved in gambling activities has declined significantly since the gains noted in 1996 and is now highly similar to levels noted a decade ago in 1992. While a similar percent of adults have gambled in the past year the percent taking part on a regular weekly basis has declined.

Changes in Gambling Behaviours

Overall, with the exception of an increase in the percent of adults who have tried slot machines (at a casino), it appears that play of most games of chance in New Brunswick has declined significantly since 1996. The decline in participation levels mean that fewer adults are taking part in specific gambling activities in 2001 than in previous years, in particular 1996, and tend to be involved in fewer different types of gambling activities each month.

Only for bingo did regular weekly playing patterns remain stable suggesting that for these most loyal players Bingo is a fairly entrenched activity.

Despite the fact that regular weekly gambling has declined in New Brunswick, there has been a significant increase in gambling revenues since 1996 (see Section 1.0 Technical Report– 2001 Gambling Revenues). Therefore, the results suggest that while fewer adults took part in any specific gambling activity during 2001, those who are continuing to gamble are spending at higher levels

Due to insufficient information from the waves of the study, statistical testing could not be conducted for the average monthly expenditures among gamblers of specific games. **However, it appears that average monthly expenditures have increased strongly since 1996 for lottery draws (from \$10.93 to \$17.25), instant-win lottery tickets (from \$6.71 to \$12.44), video lottery (from \$20.83 to \$63.18), and bingo (from \$31.59 to \$67.01).**

Key Observations include:

- The percent of adults involved in **regular lottery ticket play** has dropped back to pre 1996 levels. The expansion of lottery tickets products available in 1996 appears to have had only a temporary effect in increasing the number of adults taking part in lottery ticket play. Regardless those who are purchasing lottery tickets are spending at significantly higher levels than was the case in 1996.
- The percent of adults who have ever tried **video lottery** has remained stable since 1992, suggesting that few new players have been attracted to the games. In fact, there is evidence that the player base for video lottery games is contracting, with fewer adults having played in the last year (15% versus 19%) and regular weekly play having declined by approximately 50% (2% versus 4%). Regardless, the continuing growth in video lottery revenues suggests that those who are continuing to play the games are spending at much higher levels.
- As noted for video lottery, trial of **Bingo** has remained stable since 1992, with approximately one-quarter of adults having ever tried the game. Play in the last year for bingo has declined from 17% in 1996 to 11% in 2001. However, regular weekly play remained constant (4%). This suggests that fewer casual or occasional players were involved with bingo in 2001 than in 1996.
- Trial of **slot machines** by adults in NB has increased by 150% since Casino Gambling was introduced in Nova Scotia (8% versus 20%). The percent of adults who have tried slots is now similar to that noted for VLT's (22%) and Bingo (24%). Due to less accessibility to the machines, regular playing patterns for slot s are not in evidence.
- The introduction of the **regulated sports lottery** does not appear to have led to an increase in the number of adults in the province who are involved in sports betting. Rather, for the most part, it seems to have appealed to a distinct group who was already involved in unregulated wagering on sports or sports pools. In 2001, 5% of adults have tried the ALC sports lottery game, with 4% having played in the past year. Due to small sample sizes for sports bettors, it is unclear if greater accessibility to regular sports betting has lead to an increase in expenditures by the small minority of those who play the games.

Although fewer adults are involved in regular gambling in 2001, those who are gambling are involved at a more intensive level and appear to be spending more time and money gambling then was the case 5 years ago.

Among those who participate annually in lottery tickets, video lottery and bingo, expenditure appears to have increased, largely due to increased expenditure among the most frequent or Regular Weekly Players.

SECTION 4

The CPGI results from a collaborative process between the provinces specifically designed to track the prevalence of problem gambling in the Canadian general population.

2001 CPGI
 SEGMENTS FOR
 ADULTS IN NB

Non-Problem	91.9%
Low Risk	4.9%
Moderate Risk	1.8%
Problem Gambling	1.4%

The results suggest that anyone who gambles is at some risk for developing problems and this risk increases the more the individual gambles. However, there are indications that certain groups in the population may be more vulnerable.

Measures of Problem Gambling

Section 4 presents the results for the CPGI measurement of problem gambling as well as a comparative analysis with previous SOGS-based estimates in 1992 & 1996. The prevalence of problem gambling is examined at a total population level with additional analysis undertaken to further identify risk factors.

The Canadian Problem Gambling Index (CPGI)

The 2001 Survey of Gambling and Problem Gambling in New Brunswick used the Canadian Problem Gambling Index (CPGI) as the measure of problem gambling. The measure was recently developed under the aegis of the Canadian Centre on Substance Abuse for the Inter-Provincial Task Force on Problem Gambling. Unlike its predecessors such as the South Oaks Gambling Screen (SOGS) and the DSM – IV, the CPGI was designed specifically for screening in the general population.

Problem Gambling Prevalence

The results suggest that the prevalence of problem gambling in New Brunswick currently fall between .6% and 2.2% of the adult population with an additional .9% to 2.7% at moderate risk for problem development.

The primary difference compared to the previous two measures is an increase in the proportion of adults in New Brunswick who personally feel that their gambling is a problem. Overtime, self-identification of problem gambling has more than doubled from ≈1% in 1992 to 2.4% in 2001.

Based on the CPGI classification:

- Approximately 14% Regular Gamblers are at some level of risk for problem gambling, compared to ≈4% of Casual Gamblers. Moreover, the Regular Player segment has three times as many players qualifying as Problem Gamblers than the Casual Player segment (2.7% vs. 0.7%).
- **Almost half of Regular Video Lottery Players (44%) are at some degree of risk, with 19% qualifying as problem gamblers. This proportion of problem gambling is at least four times higher than that noted for regular play of any other game of chance.**
- In general, Regular Bingo players in NB tend to have higher risk levels for problem gambling than Regular Lottery Ticket players (15% are at least moderate risk for problem development versus 7% of lottery ticket players), however, there is no difference in the percent of those in either group who are identified as being problem gamblers (3-5%).

Demographic Differences in Risk for Problem Gambling (CPGI)

The results suggest that, for the most part, the demographic characteristics associated with gambling in general, and regular play in particular, also tend to be related to risks for problem gambling. This means that, while demographic characteristics influence the opportunity or likelihood of an individual engaging in gambling activities, once an individual takes up gambling there are few distinctions among those who are at risk for developing problems.

The only statistically significant demographic differences observed for those scoring at Moderate Risk levels or higher on the CPGI are related most strongly to gender and marital status. In the current study, men who gambled in the past year are 3 times more likely than women who gambled to score as being at moderate risk or higher for problem gambling (6% versus 2%). Likewise, those gamblers who are single had risk levels three times that noted for those gamblers who are married/living with a spouse or partner (9% versus 3%).

**HIGHER RISK
GROUPS IN NB**

- males
- younger adults (19-34yrs)
- non-university educated
- unemployed
- higher incomes (\$50k+)
- single, never married
- widowed or divorced

**LOWER RISK
GROUPS IN NB**

- women
- older adults (55yr+)
- university educated
- homemakers
- those who are retired
- mid level household incomes (\$25k-\$50k)
- married or cohabiting

It appears that the primary distinctions among those adults who are more likely to be at any risk for problem development are related to lifestyle and accessibility to play. Once they have started to gamble those who have greater exposure to gambling activities, access to financial resources and who have less time constraints and/or other responsibilities/obligations, are able to dedicate more time and money to gambling.

For example, compared to women, men in New Brunswick are: more likely to be employed on a fulltime basis (63% versus 48%), have higher household incomes (>\$50,000: 59% versus 41%), more inclined to have never married (24% versus 16%), are less likely to have children living in their household (35% versus 45%), and religion plays a less important role in their life (26% versus 48%). Consequently, **men can be characterized as having less family obligations and religious influence, greater access to a regular pay cheque, and higher incomes than woman. They are also more likely to be exposed to gambling opportunities. All of these factors appear to facilitate involvement in gambling and collectively contribute to higher risk for males in New Brunswick.**

The presence of a spouse or partner appears to act as a regulatory influence in mitigating risk for problem gambling. Conversely, this relationship could have a strong negative affect if the spouse is also heavily involved in gambling. Regardless, those gamblers who are single or are no longer in a spousal relationship (widowed or divorced) are at greater risk for developing problems than those gamblers who are married

It appears that women, older adults (55 years or older), and those with University education are currently at lower risk for problem gambling in New Brunswick. The results reflect response towards the current mix of gambling options available in the province. Any changes in distribution strategies, or types of gaming available could impact these groups. For example, in Nova Scotia the introduction of casino gaming has had a significant impact on gambling by seniors in the province. Prior to casino gaming, older adults in the province were least likely to be involved in gambling and thus, to develop problems. While seniors in general are less inclined to be gamblers than younger adults, it was found that those seniors who took up regular play of gambling machines (slots or VLT's) were at significantly greater risk for developing problems than most other segments in the population. (Refer to NSDOH 1997/98 Nova Scotia VL Players Study, NSAGA 1999/00). In New Brunswick a similar trend is evident; Older adults (55yrs+) are less likely to take part in gambling but once they have tried the games they are more likely to take up regular rather than casual playing patterns.

SECTION 5

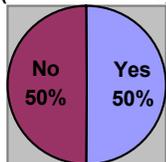
Exposure to Problem Gambling

Section 5 examines the impact of problem gambling at a household, family, and community level in terms of exposure to problem gamblers and the types of gaming associated with problems.

Determining overall exposure to problem gambling is an effective indicator of the magnitude of impact a relatively small group of individuals can have on the population at large. It also provides valuable practical information in assessing public perceptions and the potential demand for information, education and support services beyond treatment provision.

In 2001, exposure to problem gambling in New Brunswick appears to be very pervasive. **Overall, it can be estimated that half of all adults in New Brunswick personally know at least one individual who has experienced problems with their gambling. The majority of this exposure is driven by the behaviour of friends and/or acquaintances rather than the more direct influence of household or family members.**

**Personal Knowledge
of a Problem
Gambler
(Total NB Adults)**



Approximately one in six adults in New Brunswick (17%) report firsthand knowledge of a problem gambler, either in his/her immediate household (6%) and/or through other family members (13%). Collectively, this more direct exposure is noted by approximately one-third (34%) of all those who personally know of someone with a gambling problem.

- Currently, approximately 2% of respondents indicate that they themselves are or were involved in problem gambling at some time, with 5% noting that someone else in the household has experienced difficulties when gambling. Similar to results in Nova Scotia, 31% of those who self-identified involvement in problem gambling report living with another problem gambler (1997/98 NSDOH VL Players Study). As a result, it can be estimated that approximately 6% of adults in New Brunswick are living in households in which one or more problem gamblers reside.
- Currently, there are 13% of adults who report exposure through family members living outside of their household, either immediate family such as parents, children, siblings, grandparents (7%) or other relatives such as aunts, uncles, cousins (8%).
- In total, 42% of respondents personally know friends, acquaintances or co-workers who they believe have experienced problems with their gambling. Two-thirds of those adults in New Brunswick who have any first hand knowledge of a problem gambler exclusively cite exposure through non-family members, who live outside of an individual's household.

The results suggest that for every problem gambler in New Brunswick approximately 2 to 3 other people are directly affected at a household level, with almost 10 other adults exposed through extended family.

Types of Gambling Associated with Problems

In New Brunswick, problems with gambling are generally perceived as game specific in nature rather than as a broad based problem associated with all or most gambling activities. Overall, only 1% of respondents indicated that they knew someone for whom gambling in general is or was a problem.

- **Undoubtedly, video lottery is the primary gaming activity associated with problem gambling in New Brunswick** with 43% of all adults indicating personal knowledge of at least one individual who has experienced difficulties with the machines. Regardless of an individual's relationship to the problem gambler, VLT's are reported to be playing a role in 85% to 95% of the problem gambling that adults are exposed to in New Brunswick. In fact, only 5% of adults or 9% of those who know a problem gambler, note exposure to problem gambling that is **not** related to video lottery.
- **In New Brunswick, Bingo is a distant second to VLT's in terms of its association with problem play, although this type of gambling is mentioned more often as a problem than any of the other forms of gambling.** Bingo is seen to be playing a role in problem gambling by approximately 5% of adults or 9% of those who know of someone with a gambling problem. Problems with Bingo increase to 14% for those who report having a problem gambler living in their household as compared to 2% - 4% noting problems related to lottery ticket play or casino-type gaming.

TYPE OF PROBLEM GAMBLING

▪ VLT's Only	77%
▪ VLT's & Others	14%
▪ Other Only	9%

SECTION 6

Awareness & Use of Problem Gambling Services

Section 6 examines the awareness of general and specific problem gambling support services for both the gambler and for family members. Awareness levels are compared among key segments. Use of gambling services is profiled and familiarity with government initiatives is compared between 1996 and 2001.

It appears that a significant proportion of the adult population is currently aware of the existence of problem gambling services in New Brunswick.

However, results suggest there is additional room for improving awareness of support for the families and/or the informal support network of the problem gambler.

While recognition of problem gambling support services is high, very few of those impacted are seeking out assistance from these services. Identifying barriers to use offers potential for increasing access.

The majority of those seeking information or assistance are doing so to help someone else with a gambling problem. Thus, a critical component of problem gambling service in New Brunswick will be to provide support to the friends and family members in assisting the problem gambler.

Compared to 1996, adults in NB are now less likely to be familiar with government initiatives related to gambling, are less likely to have seen related brochures and information, and have lower awareness of the Gambling Help Line

Awareness of Problem Gambling Services

Almost half (49%) of adults surveyed indicated that they had top-of-mind awareness of services or programs to address problem gambling in the province of New Brunswick. Awareness of services designed to specifically help problem gamblers was almost twice as high as awareness of such services to assist families and others impacted by problem gambling (48% versus 26%).

When aided recall was used to prompt respondents, awareness of at least one potential source of problem gambling assistance increased dramatically to 88% of adults in the province. It appears that when reminded, the majority of adults in New Brunswick correctly identify the availability of GA (63%) and the Gambling Help Line (60%). Just slightly under half of adults in the province recognize Regional Addiction Services as providing assistance.

- The majority (60%+) of all those with any level of exposure to problem gambling are aware of services to assist the problem gambler. As noted previously, knowledge of assistance for family members tends to be substantially lower. In fact, only 36% to 45% of those adults most likely to be affected by gambling are even aware such services exist in New Brunswick.
- When prompted for recall of the three principal sources of assistance available, awareness levels climb to almost 100% within all of the critical target groups, including those personally at moderate to high risk for problem gambling (100%), those exposed to problem gambling at a household level (98%), or through an extended family member (94%).

Use of Problem Gambling Services

Approximately 4% of respondents, representing approximately 23,000 adults in New Brunswick, have sought out information and/or assistance for problem gambling at some time in the past.

- The majority of those seeking help (72%) are exclusively motivated by trying to assist others with a gambling problem. In total, only 1% of adults, representing approximately 29% of all those who have sought out assistance, indicated they were seeking help for a personal problem with gambling. Almost one-third of these individuals was acting on behalf of their own and someone else's interests.
- Of those adults who have ever tried to obtain help or information for a gambling problem, over half (55%) went to informal sources for assistance, primarily friends (29%), other family members (26%), and/or a spouse or partner (14%).
- Overall, the vast majority (80%) of those looking for information and help eventually approach more formal sources of assistance.

Those seeking Assistance by Exposure to Problem Gambling

While exposure to problem gambling is high (≈ 50% of adults know of at least one problem gambler), only 8% of these same adults have sought out any information or assistance on the topic.

The proportion of adults seeking assistance increases, as their relationship to the problem gambler becomes closer and more relevant. **However, only one-quarter or less of those who either live with a problem gambler and/or have extended family members involved in problem gambling has actively sought out any assistance.**

Familiarity with Government Initiatives

The results suggest that there has been a significant decline in the percent of adults who are familiar with government initiatives to create awareness of gambling related problems. Since 1996 adults opinion have shifted from being “*somewhat familiar*” (48% to 40%), to significantly more adults indicating they are “*not at all familiar*” (19% to 27%) with such government efforts. Moreover, the percent of adults exposed to any government materials on gambling such as pamphlets, brochures or other information, has dropped from 29% in 1996 to only 18% in 2001.

SECTION 7

Monitoring attitudes towards gambling alerts the government to potential discrepancies or growing gaps between policies and public opinion

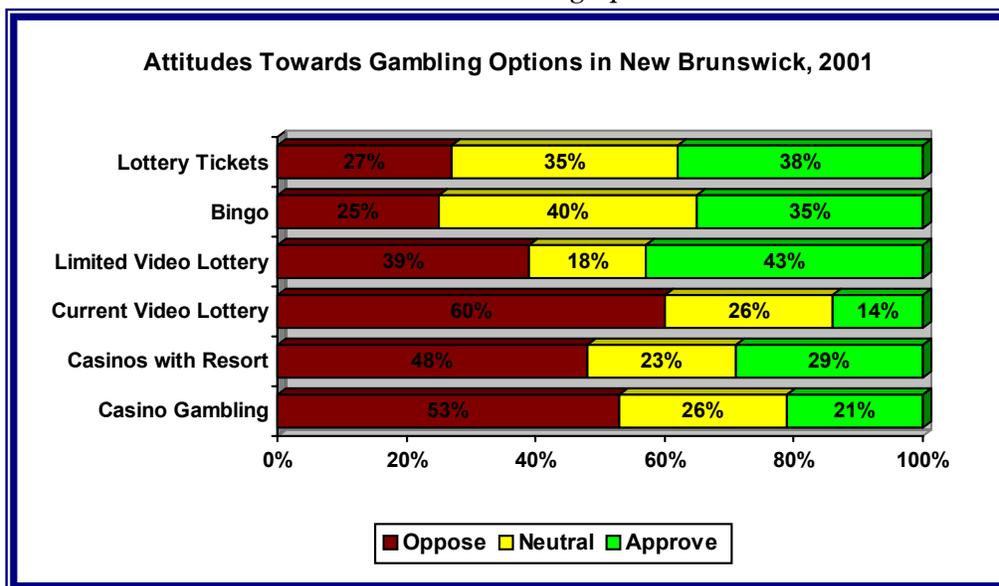
Overall, none of the gambling options measured received a majority of support. In fact, support is highest at 43% for restricting video lottery to a few selected locations within the province, followed by the current availability of lottery tickets gaming (38%) and bingo in bingo halls (35%).

It appears that limited or restricted access to video lottery gambling would address the majority of opposition towards the current distribution of VLT's in the province with 43% of those surveyed only supportive of VLT'S under such a scenario. Only 6% support the status quo, with just over one-quarter unlikely to support any option outside of prohibition or a ban.

Attitudes Towards Gambling

Section 7 presents the response of adults towards the availability of six gambling options in New Brunswick. Opposition towards gambling is explored to identify the impact of changes specifically for VLT's and casino gambling.

Attitudes Towards Various Gambling Options in New Brunswick



General availability of video lottery (14%) and the establishment of casino gambling, both independently (21%) or in conjunction with a tourist resort (29%), received the lowest levels of support. In all cases, most respondents were opposed to these gambling options, with video lottery drawing the highest level of opposition (60%) followed by the availability of casino gambling in New Brunswick (53%). Combining casino gambling with a tourist resort only slightly reduces disapproval for this potential gambling option, with 48% remaining opposed.

To gain additional insight regarding attitudes towards video lottery, the responses were collectively examined for the current availability of video lottery and the option of restricted access. Based on responses to both questions, respondents were classified into one of four opinion categories:

- Overall, more than one-quarter of respondents (27%) can be characterized as **favouring an outright ban** on video lottery, while close to half (43%) indicate they would only be supportive of the availability of video lottery gambling **if access is restricted to a few specific sites**. Only 6% of respondents favour **unlimited availability** (primarily Regular Gamblers), and 25% are **neutral** towards video lottery availability.
- Not surprisingly, Non-Gamblers are significantly more likely to favour a ban on video lottery (40%) than either Casual (27%) or Regular Gamblers (21%). Conversely, those who gamble are more likely than Non-Gamblers (≈45% vs. 33%) to endorse limitations placed on the availability of video lottery. This finding is consistent with past research that has found many players support limited access as a control mechanism in reducing or managing play.

SECTION 8

Knowledge & Interest Levels for Specific Issues Related to Gambling

Section 8 evaluates the knowledge and interest levels for 10 specific gambling topics to identify information gaps and assist in prioritizing future research and communication initiatives

**GAMBLING
ISSUES
MEASURED**

How to play games of chance responsibly

Early warning signs of problem gambling

Impact of problem gambling in NB

Services available to help problem gamblers and families

Odds of winning for games of chance in NB

Amount of money generated by gambling

Impact of gambling for children & youth in NB

How games of chance are operated and regulated in NB

How money from gambling is used in NB

Knowledge levels indicate how informed adults in NB feel they are about specific gambling issues whereas **interest levels** indicate the extent to which adults are receptive to additional information and the relevance of the topic.

The results suggest that there is considerable opportunity to increase knowledge of gambling issues in New Brunswick. Only 39% of adults consider themselves well informed on any of the issues measured.

- Adults are most likely to feel they are knowledgeable about ***“How to play games of chance responsibly”*** with 21% of adults surveyed noting that they were very well informed on this particular issue. Comparatively, 12% or fewer felt they were very knowledgeable about the remaining nine issues. In fact, the majority of respondents reported they were not at all knowledgeable for eight of the ten issues measured.
- Most adults have at least some knowledge of the *“impact of problem gambling in New Brunswick”* (61%) and the *“services available to help problem gamblers and their families”* (52%).
- Specifically, adults are least informed regarding ***“the impact of gambling for seniors”*** (77% are not at all knowledgeable), ***“how games of chance are operated and regulated”*** (70%), ***“how the money from gambling is used”*** (67%), and the ***“impact of gambling on children and youth in NB”*** (65%).

Interest in obtaining information on gambling and problem gambling issues is high in New Brunswick. Over half of adults (54%) indicated they are very interested in receiving information on at least one of the ten issues.

- A majority of adults expressed some level of interest in receiving information for four of the ten issues: ***how the money from gambling is used in New Brunswick*** (63%); ***the impact of gambling on children and youth in New Brunswick*** (63%); ***the impact of gambling on seniors in New Brunswick*** (51%); and ***the amount of money generated by gambling in New Brunswick*** (51%).

**NEW BRUNSWICK DEPARTMENT OF HEALTH & WELLNESS
2001 NEW BRUNSWICK PREVALENCE STUDY
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