Report:

British Columbia Online Problem Gambling Prevalence Study

Prepared for:

Gaming Policy and Enforcement Branch

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Executive Summary

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

Context for Problem Gambling Prevalence

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

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

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

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

Summary of Results

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Implications for Responsible Gambling

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

Ticket Only Players

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

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

Active Game Players

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

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

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

Recommendations for improvement:

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

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

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

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

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

Research Context

BACKGROUND

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

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

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

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

The main objectives of this research are as follows:

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

LITERATURE REVIEW

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

Online Gambling – Participation

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

Unique Features of Online Gambling

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

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

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

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

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

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

Characteristics of Online Gamblers

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

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

Demographics

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

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

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

(Lelonek-Kuleta et al., 2020).

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

Comorbidity

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

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

Two Distinct Groups

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

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

Online Gambling – Problem Gambling

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

Demographics

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

Involvement

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

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

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

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

Problem Gambling Prevalence Rates

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

Table: Comparison of Sampling Methodologies & Prevalence Results

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

* OGs = Online Gamblers; OPGs = Online Problem Gamblers

** Study analyzed prevalence rates across four different subgroups, producing a range or PG rates:

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

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

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

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

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

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

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

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

METHODOLOGY

Data Collection

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

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

Questionnaire Design

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

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

Sample Design and Weighting

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

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

Margins of Error

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

The credibility interval is wider among subsets of the population.

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

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

Recontact for Follow-Up Research

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

REPORT NOTES

Ticket Only vs. Active Game Online Gamblers

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

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

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

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

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

Report Tables

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

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

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

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

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

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

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

Statistical Tests and Rounding

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

Due to rounding:

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

Main Report

GAMBLING ACTIVITIES

Gambling Activities: Key Findings

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

Gambling Activities: Detailed Results

Past Year Gambling Activities

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

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

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

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

Past Year Online Gambling Activities

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

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

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

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

Monthly Spending on All Gambling Activities

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

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

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

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

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

Monthly Spending on Online Gambling Activities

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

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

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

Q13. *Of your spending on gambling, how much of your monthly average was for ONLINE gambling?*

Base: Past year online gamblers. (→ points to statistically higher result)

GAMBLING MOTIVATIONS

Gambling Motivations: Key Findings

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

Gambling Motivations: Detailed Results

Gambling Motivations – Gambling in General

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

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

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

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

Gambling Motivations – Online Gambling

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

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

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

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

Gambling Motivations for Online Gamblers – General vs. Online Gambling

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

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

(→ points to statistically higher result)

ONLINE GAMBLER DEMOGRAPHICS

Online Gambler Demographics: Key Findings

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

Online Gambler Demographics: Detailed Results

Region, Gender and Age

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

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

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

(→ points to statistically higher result)

Education, Income and Employment

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

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

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

(→ points to statistically higher result)

Marital Status and Children

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

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

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

(→ points to statistically higher result)

ONLINE GAMBLER BEHAVIOURS

Online Gambler Behaviours: Key Findings

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

Online Gambler Behaviours: Detailed Results

Year Started Online Gambling

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Time Spent Online Gambling

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

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

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

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

Physical Online Gambling Location

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

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

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

Online Gambling Time of Day

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

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

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

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

Method for Accessing Internet for Online Gambling

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

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

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

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

Prefer Online to Land-Based Gambling

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

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

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

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

Usual Payment Methods for Online Gambling

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

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

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

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

Impact of Shift Away from Cash Payments on Amount of Gambling

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

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

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

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

Number of Online Gambling Accounts

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

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

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

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

Prefer BC Regulated Site or Off-Shore Site

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

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

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

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

Impact of PlayNow.com Introduction on Decision to Gamble Online

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

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

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

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

Registered on PlayNow.com

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

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

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

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

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

Three-quarters (75%) of online gamblers who are registered on PlayNow.com say that all or most of their online gambling is done on PlayNow.com. Only one-in-ten (10%) online gamblers say that all/most of their online gambling is done on other online sites.

Among those registered on PlayNow.com, Ticket Only Players are more likely than Active Game Players say that all or most of their online gambling is done on PlayNow.com (81% vs. 73%).

PlayNow.com Usage (Among PY Online Gamblers Registered on PlayNow.com)	PY Online Gamblers	Past Year Online Type		
		Ticket Only		Active Game
Sample Size	557	161		396
All of it was done on PlayNow.com	54%	67%	←	49%
Most of it was done on PlayNow.com	21%	14%	→	24%
About half of it was done on PlayNow.com	12%	9%		13%
Most of it was done on other online sites	6%	1%	→	7%
All of it was done on other online sites	4%	2%		5%
Don't know/Refused	3%	6%	←	2%
All/Most on PlayNow.com	75%	81%	←	73%
Most/All on other online sites	10%	3%	→	12%

Q15. *In the past 12 months, what portion of your online gambling was done on BCLC's PlayNow.com website?*

Base: PY online gamblers registered on PlayNow.com. (→ points to statistically higher result)

PROBLEM GAMBLING SEVERITY INDEX (PGSI)

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

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

Problem Gambling Severity Index (PGSI): Key Findings

1. In the overall sample of respondents, which included both non-gamblers and past year gamblers, only 7% of the overall population classify as high risk problem gamblers on the Problem Gambling Severity Index (PGSI). This increases slightly to 9% high risk among all past year gamblers (online and land-based games). Among online gamblers only, one-quarter (24%) classify as high risk.
2. Among online gamblers, Active Game Players are much more likely than Ticket Only Players to classify as high risk (31% vs. 2%). Half (51%) of Active Game Players classify as either high risk or moderate risk, compared to fewer than one-in-ten (8%) Ticket Only Players.

Problem Gambling Severity Index (PGSI): Detailed Results

Endorsement of PGSI Components

The table below shows the percentage of gamblers who say they do each of the 9 PGSI component items at least sometimes. Online gamblers are much more likely than gamblers in general to report experiencing each of the 9 PGSI items at least sometimes over the past 12 months.

Ticket Only Players are much less likely that Active Game Players to endorse each of the 9 PGSI component items. In fact, Ticket Only Players are less likely than gamblers in general (online and not online) to endorse each of the 9 PGSI component items.

Endorsement of PGSI Components (Sometimes, Most of the Time or Almost Always)	Past Year Gamblers All		Online	Past Year Online Type Ticket Only		Active Game
Sample Size	3,482		842	226		616
Have you bet more than you could really afford to lose	20%	→	39%	10%	→	49%
Have you gone back another day to try to win back the money you lost	20%	→	43%	9%	→	54%
Have you felt guilty about the way you gamble or what happens when you gamble	17%	→	36%	7%	→	46%
Have you needed to gamble with larger amounts of money to get the same feeling of excitement	15%	→	33%	7%	→	42%
Have you felt that you might have a problem with gambling	13%	→	32%	4%	→	41%
Has your gambling caused you any health problems, including stress or anxiety	11%	→	27%	4%	→	34%
Has your gambling caused financial problems for you or your household	11%	→	26%	3%	→	34%
Have people criticized your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true	10%	→	25%	3%	→	32%
Have you borrowed money or sold anything to get money to gamble	9%	→	23%	5%	→	30%

Q33. *Thinking about when you participated in gambling activities over the last 12 months, how often ...?*
Base: Past year gamblers. (→ points to statistically higher result)

PGSI Classifications

One-quarter (24%) of online gamblers classify as high risk on the PGSI (vs. 9% among all gamblers). An additional 16% classify as moderate risk, while 16% are low risk and 43% are non-problem.

Overall, four-in-ten (40%) online gamblers classify as either moderate risk or high risk on the PGSI, which is about double the incidence among gamblers in general (18%).

The incidence of moderate/high risk rises to half (51%) of Active Game Players compared to fewer than one-in-ten (8%) Ticket Only Players. Ticket Only Players have lower levels of moderate/high risk than both gamblers in general (18%) and the overall population (15%).

PGSI – Problem Gambling Severity Index	Total Population	Past Year Gamblers All		Online	Past Year Online Type Ticket Only		Active Game
Sample Size	4,079	3,482		842	226		616
Non gambler	15%	0%		0%	0%		0%
Non problem gambler	57%	68%	←	43%	82%	←	31%
Low risk problem gambler	12%	15%		16%	11%	→	18%
Moderate risk problem gambler	8%	9%	→	16%	6%	→	20%
High risk problem gambler	7%	9%	→	24%	2%	→	31%
Moderate/High risk problem gambler	15%	18%	→	40%	8%	→	51%

(→ points to statistically higher result)

PROFILE OF HIGH-RISK ONLINE GAMBLERS

This section of the report looks at some key questions broken out by the PGSI classification of online gamblers, with a particular focus on the profile of high risk online gamblers.

Profile of High Risk Online Gamblers: Key Findings

1. High risk online gamblers participate in many gambling activities, both online and non-online. They are much more likely than online gamblers in general to participate in every online activity.
2. High risk online gamblers stand out from online gamblers in general for being male (73% vs. 62%), under 35 years of age (60% vs. 32%), full-time employed (65% vs. 53%), single (48% vs. 32%) and having children at home (42% vs. 29%).
3. High risk online gamblers are less likely than online gamblers in general to be aware of most responsible gambling programs/initiatives, including awareness of the toll-free problem gambling help line (64% vs. 72%) and the provincial government's free problem gambling counselling services (56% vs. 64%).

Profile of High Risk Online Gamblers: Detailed Results

Past Year Gambling Activities by PGSI of Online Gamblers

The table below shows all (online or not) past year gambling activities broken out by PGSI of online gamblers. With the exception of lottery games, participation in all activities tends to increase as PGSI risk increases. High risk online gamblers participate in multiple activities and more than 60% participate in every activity tested.

Past Year Gambling Activities by PGSI of Online Gamblers	PY Online Gamblers	Non Problem	Low Risk	Moderate Risk	High Risk
Sample Size	842	384	144	138	176
Lottery games such as Lotto 6/49, BC 49, LOTTO MAX and others	92%	95% ↑	83% ↓	93%	92%
Scratch & Win games	80%	68% ↓	84%	85%	94% ↑
Charity raffles such as a hospital lottery	59%	52% ↓	52%	57%	77% ↑
Slot machine games	59%	39% ↓	62%	70% ↑	88% ↑
Casino table games (other than poker) such as blackjack, roulette, craps, etc.	45%	23% ↓	37% ↓	54% ↑	84% ↑
Keno	41%	21% ↓	35%	52% ↑	73% ↑
Other casino-type games	40%	18% ↓	37%	46%	78% ↑
Other games of skill such as cards, dice or dominoes	36%	17% ↓	26% ↓	45% ↑	73% ↑
Pull tabs	35%	18% ↓	37%	39%	64% ↑
Poker games or tournaments	35%	14% ↓	27%	37%	75% ↑
The outcome of sporting events (other than horse racing)	34%	17% ↓	31%	39%	63% ↑
Bingo	32%	13% ↓	25% ↓	33%	72% ↑
The outcome of non-sports events	25%	6% ↓	16% ↓	27%	63% ↑
Horse racing	24%	8% ↓	16% ↓	24%	61% ↑
Any other type of gambling	38%	18% ↓	29% ↓	40%	77% ↑

Q10. *In the past 12 months, how OFTEN have you bet or spent money on each of the following gambling activities?*
Base: PY online gamblers. (↓↑ indicates result statistically lower/higher than among all online gamblers)

Past Year Online Gambling Activities by PGSI of Online Gamblers

The table below shows past year online gambling activities broken out by PGSI of online gamblers. Again, with the exception of lottery games, participation in all activities tends to increase as PGSI risk increases. High risk online gamblers have the highest level of participation in all online activities, with majority (>50%) participation across every activity.

Past Year Online Gambling Activities by PGSI of Online Gamblers	PY Online Gamblers	Non Problem	Low Risk	Moderate Risk	High Risk
Sample Size	842	384	144	138	176
Lottery games such as Lotto 6/49, BC 49, LOTTO MAX and others	75%	76%	63% ↓	72%	83% ↑
Slot machine games	43%	18% ↓	45%	55% ↑	78% ↑
Charity raffles such as a hospital lottery	43%	34% ↓	32% ↓	36%	69% ↑
Scratch & Win games	39%	17% ↓	35%	46%	79% ↑
Casino table games (other than poker) such as blackjack, roulette, craps, etc.	31%	10% ↓	21% ↓	38%	73% ↑
Keno	29%	11% ↓	20% ↓	37% ↑	65% ↑
Poker games or tournaments	27%	9% ↓	16% ↓	26%	66% ↑
Other casino-type games	27%	6% ↓	18% ↓	28%	69% ↑
The outcome of sporting events (other than horse racing)	26%	12% ↓	21%	25%	57% ↑
Bingo	25%	6% ↓	19%	24%	65% ↑
Other games of skill such as cards, dice or dominoes	23%	5% ↓	10% ↓	23%	63% ↑
The outcome of non-sports events	20%	4% ↓	9% ↓	20%	56% ↑
Pull tabs	18%	4% ↓	9% ↓	14%	52% ↑
Horse racing	16%	3% ↓	4% ↓	14%	51% ↑
Any other type of ONLINE gambling	36%	16% ↓	25% ↓	40%	76% ↑

Q11. *In the past 12 months, how OFTEN have you bet or spent money on each of the following gambling activities ONLINE?*
Base: PY online gamblers. (↓↑ indicates result statistically lower/higher than among all online gamblers)

Region, Gender and Age of Online Gamblers

Nearly three-quarters (73%) of high risk online gamblers are male (vs. 62% of all online gamblers). High risk online gamblers are also young (60% are 19-34 years vs. 32% of all online gamblers).

Demographics by PGSI of Online Gamblers	PY Online Gamblers	Non Problem	Low Risk	Moderate Risk	High Risk
Sample Size	842	384	144	138	176
Regional Health Authority					
Fraser	39%	38%	39%	43%	38%
Vancouver Coastal	26%	26%	23%	25%	29%
Vancouver Island	17%	17%	16%	16%	21%
Interior	12%	13%	13%	13%	7% ↓
Northern	6%	6%	8%	4%	6%
Gender					
Male	62%	57% ↓	54% ↓	66%	73% ↑
Female	38%	43% ↑	46% ↑	34%	27% ↓
Other	0%	0%	0%	0%	0%
Age					
19 - 24	10%	3% ↓	8%	9%	26% ↑
25 - 34	22%	14% ↓	25%	24%	34% ↑
35 - 44	19%	12% ↓	22%	24%	24%
45 - 54	19%	23% ↑	20%	22%	9% ↓
55 - 64	15%	21% ↑	17%	13%	5% ↓
65+	14%	27% ↑	7% ↓	8% ↓	1% ↓

(↓↑ indicates result statistically lower/higher than among all online gamblers)

Education, Income and Employment of Online Gamblers

High risk online gamblers are more likely to be full-time employed (65% versus 53% among all online gamblers). They look similar to other online gamblers in terms of education and household income.

Demographics by PGSI of Online Gamblers	PY Online Gamblers	Non Problem	Low Risk	Moderate Risk	High Risk
Sample Size	842	384	144	138	176
Education					
High School or less	18%	15%	16%	25% ↑	20%
Some college/university	40%	41%	41%	38%	38%
University graduate	42%	43%	42%	37%	42%
Household Income					
<$40k	20%	16% ↓	21%	24%	25%
$40-<$70K	26%	22% ↓	32%	28%	29%
$70-<$100K	23%	24%	20%	23%	24%
$100K+	25%	29% ↑	21%	22%	20%
Prefer not to answer	5%	8% ↑	6%	4%	1% ↓
Employment					
Employed full-time	53%	46% ↓	54%	57%	65% ↑
Employed part-time	11%	10%	13%	12%	11%
Self employed	6%	7%	5%	8%	4%
Not employed	7%	6%	11%	7%	8%
Retired	15%	26% ↑	10%	9% ↓	3% ↓
Other	8%	5% ↑	7%	7%	9%

(↓↑ indicates result statistically lower/higher than among all online gamblers)

Marital Status and Children of Online Gamblers

High risk online gamblers are more likely to be single (48% versus 32% of all online gamblers) and to have a child under 18 years in the household (42% vs. 29% of all online gamblers). While these two statistics may seem contradictory, nearly half (47%) of high risk online gamblers are married/living with a partner, most (67%) are between the ages of 25 and 54 years and very few (3%) are retired.

Demographics by PGSI of Online Gamblers	PY Online Gamblers	Non Problem	Low Risk	Moderate Risk	High Risk
Sample Size	842	384	144	138	176
Marital Status					
Married	44%	52% ↑	37%	38%	39%
Living with partner	12%	11%	17%	17%	8%
Single, never married	32%	21% ↓	35%	31%	48% ↑
Divorced or separated	9%	11%	8%	12%	5% ↓
Widowed	3%	5%	2%	2%	1%
Kids in Household					
Yes	29%	20% ↓	31%	33%	42% ↑
No	71%	80% ↑	69%	67%	58% ↑

(↓↑ indicates result statistically lower/higher than among all online gamblers)

Awareness of Provincial Government Resources by PGSI of Online Gamblers

High risk online gamblers are less likely to be aware of the provincial toll-free problem gambling help line (64% vs. 72% among all online gamblers) or that the provincial government provides free problem gambling counselling services (56% vs. 64% among all online gamblers).

Awareness of Provincial Government Resources by PGSI of Online Gamblers	PY Online Gamblers	Non Problem	Low Risk	Moderate Risk	High Risk
Sample Size	842	384	144	138	176
That there is a toll-free problem gambling help line in British Columbia?	72%	73%	79%↑	76%	64%↓
That the BC provincial government provides problem gambling counselling services that are available free of charge?	64%	64%	73%↑	67%	56%↓

Q48. *Prior to today, were you aware of the following?*
Base: PY online gamblers. (↓↑ indicates result statistically lower/higher than among all online gamblers)

Awareness of Programs/Initiatives by PGSI of Online Gamblers

High risk online gamblers have lower awareness of most tested programs/initiatives promoting or encouraging responsible gambling in British Columbia. The two exceptions are their awareness of GameSense Info Centres and awareness of staff onsite at casinos in BC trained to provide responsible gambling information.

Awareness of Programs/Initiatives by PGSI of Online Gamblers	PY Online Gamblers	Non Problem	Low Risk	Moderate Risk	High Risk
Sample Size	842	384	144	138	176
Reminders to play responsibly on PlayNow.com, BCLC's internet gambling website or on bclc.com	52%	59% ↑	58%	58%	30% ↓
A voluntary self-exclusion program which offers players the option to exclude themselves from entering any BC gambling venue, or accessing BCLC's internet gambling site	48%	56% ↑	53%	47%	31% ↓
Reminders to play responsibly at retail locations that sell lottery tickets or games	46%	55% ↑	53%	47%	23% ↓
GameSense, a program that educates and reminds people about how to keep gambling safe and fun	45%	49% ↑	58% ↑	56% ↑	21% ↓
Advertising materials that remind people about responsible gambling	43%	48% ↑	54% ↑	44%	26% ↓
The toll-free Problem Gambling/BC GAM Info Line	34%	35%	45% ↑	38%	23% ↓
Availability of free counseling for those that need help	33%	33%	39%	39%	24% ↓
GameSense Info Centres, kiosks found at casinos in BC and Chances/community gaming centres that have information on how to keep gambling safe and fun	31%	27% ↓	36%	44% ↑	27%
Reminders to play responsibly located throughout casinos in BC and Chances/community gaming centres	30%	31%	41% ↑	38% ↑	16% ↓
Staff onsite at casinos in BC, who are trained to provide information on how to keep gambling safe and fun	24%	22%	27%	25%	24%
Brochures that provide information on odds and how games work	22%	24%	34% ↑	26%	8% ↓

Q49. *Which of the following programs or initiatives promoting or encouraging responsible gambling in BC are you aware?*
Base: PY online gamblers. (↓↑ indicates result statistically lower/higher than among all online gamblers)

RESPONSIBLE GAMBLING

Responsible Gambling: Key Findings

1. Online gamblers are very similar to gamblers in general in terms of their frequency of participation in responsible gambling activities. The biggest differences are that online gamblers are more likely to look up the odds of winning a specific game and to look up the payout percentage of a game.
2. Most online gamblers do not use tools for online gambling such as those that set limits on spending, time or when you can play. Nevertheless, about half of online gamblers believe these tools to manage their online gambling could be at least somewhat useful for them personally.
3. Two-in-ten (19%) online gamblers have at some time asked for an online account to be blocked so they can take a break from gambling. Fewer than one-in-ten (8%) have used an online tool that blocks access to online gambling websites.
4. There are substantial differences in the responsible gambling activities of Ticket Only Players and Active Game Players. Ticket Only Players are much more likely to gamble only with money they can afford to lose and to set a limit on how much money to spend. Active Game Players are much more likely to make smaller bets or play less expensive slot machines to play longer, and to take breaks from gambling while at the slots and casino site.
5. Very few Ticket Only Players make use of online tools that allow users to manage their gambling, have ever asked for an account to be blocked, or have ever used an online tool that blocks access to online gambling websites.

Responsible Gambling: Detailed Results

Responsible Gambling Activities

The table below shows the percentage of gamblers who take various responsible gambling actions either ‘always’ or ‘almost always’. While there are some statistically significant differences between online gamblers and gamblers in general, these differences tend to be small. The largest gaps are that online gamblers are more likely than gamblers in general to look up the odds of winning a specific game (10 points higher) and to look up the payout percentage of a game (8 points higher).

There are substantial differences in the responsible gambling activities of Ticket Only Players and Active Game Players. Ticket Only Players are more likely than Active Game Players to ‘always’ or ‘almost always’ take the more common responsible gambling actions, with Ticket Only Players standing out most for only gambling with money can afford to lose (21 points higher) and setting a limit on how much money to spend (20 points higher).

Active Game Players are more likely than Ticket Only Players to take the less common responsible gambling actions, especially making smaller bets or play less expensive slot machines to play longer (23 points higher) and taking breaks from gambling while at the slots and casino site (23 points higher).

Responsible Gambling Activities (Take Action Always or Almost Always)	Past Year Gamblers All		Past Year Gamblers Online	Past Year Online Type Ticket Only		Past Year Online Type Active Game
Sample Size	3,482		842	226		616
I only gambled with money I could afford to lose	76%		74%	90%	←	69%
I set a limit on how much money I am going to spend	73%		70%	85%	←	65%
I considered the amount of money I was willing to lose before I gambled	71%		69%	80%	←	65%
I only spent time gambling that I could afford to spend	70%		68%	82%	←	64%
I only treat gambling as a social/entertainment experience	61%	←	55%	63%	←	52%
I limit the frequency of participating in gambling	60%	←	55%	69%	←	50%
I treat gambling expenditures as being similar to any other entertainment experience	59%		61%	69%	←	58%
Make smaller bets or play less expensive slot machines to play longer	30%	→	35%	18%	→	41%
Take breaks from gambling, like going to eat at the venue restaurant or get coffee, while at the slots and casino site	27%	→	33%	16%	→	39%
I set any gambling winnings aside	22%		23%	14%	→	26%
Look up the odds of winning of a specific game	15%	→	25%	17%	→	28%
Look up the payout percentage of a game	15%	→	23%	13%	→	26%
Bought less expensive lottery tickets to play more	14%	→	20%	11%	→	23%

Q40. *Thinking about when you participated in gambling activities over the last 12 months, how often did you take each of the following actions? If an action does not apply to you at all, choose 'Not applicable to me'.*
Base: Past year gamblers. (→ points to statistically higher result)

Responsible Gambling Activities: Online Tools

Most online gamblers say they do NOT 'always' or 'almost always' use online tools that allow users to set limits on the amount of time or money they spend gambling. The most used tool is one that sets limits on how much money you can spend, but that is only used always/almost always by two-in-ten (22%) online gamblers.

Ticket Only Players are especially unlikely to use tools such as those that provide information about responsible/problem gambling, set limits on time played, set limits on when can play, and remind players to take breaks.

Responsible Gambling Activities: Online Tools (Take Action Always or Almost Always)	PY Online Gamblers	Past Year Online Type Ticket Only		Past Year Online Type Active Game
Sample Size	842	226		616
Tools that set limits on how much money you can spend (e.g. loss limits, deposits limits)	22%	20%		23%
Tools that provide information to learn about responsible/problem gambling	14%	3%	→	18%
Tools that set limits on how much time you can spend playing	12%	4%	→	15%
Tools that set limits on when you can play (e.g. days of week, times of day)	11%	3%	→	14%
Tools that remind/require you to take breaks in playing	11%	1%	→	14%

Q41. *There are a number of tools available on ONLINE gambling sites that allow users to set limits on the amount of time or money they spend gambling. Thinking about when you participated in ONLINE gambling activities over the last 12 months, how often did you use each of the following tools? If a tool does not apply to at all, choose 'Not applicable to me'.*
Base: Past year online gamblers. (→ points to statistically higher result)

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Personal Usefulness of Online Tools

Nearly half (46%) of online gamblers say they think the online tools that allow them to manage their online gambling are at least somewhat useful.

Active Game Players are more likely than Ticket Only Players to rate the tools as either 'very useful' or 'somewhat useful' (51% vs. 31%).

Personal Usefulness of Online Tools	PY Online Gamblers	Past Year Online Type		
		Ticket Only		Active Game
Sample Size	842	226		616
Very useful	15%	8%	→	17%
Somewhat useful	31%	23%	→	33%
Not very useful	17%	12%	→	19%
Not at all useful	26%	37%	←	23%
Don't know/Refused	10%	19%	←	7%
Very/Somewhat useful	46%	31%	→	51%
Not very/Not at all useful	44%	50%	←	42%

Q42. *For you personally, how useful are the tools mentioned in the previous question that allow you to manage your online gambling?*
Base: Past year online gamblers. (→ points to statistically higher result)

Approach to Setting Online Gambling Limits

Online gamblers have varied approaches to setting limits for things like time and money for online gambling. More than four-in-ten (43%) set the limit either close to or lower than the amount they plan to spend. One-quarter (23%) set it to either a lot more a little more than they plan to spend, while 14% set the limit to the maximum allowed.

Ticket Only Players are much more likely than Active Game Players to give a 'don't know' response to this question (37% vs. 15%).

Approach to Setting Online Gambling Limits	PY Online Gamblers	Past Year Online Type		
		Ticket Only		Active Game
Sample Size	842	226		616
I set to the MAXIMUM allowed	14%	13%		15%
I set a limit that is a LOT MORE than I plan to spend	8%	2%	→	10%
I set a limit that is a LITTLE MORE than I plan to spend	15%	3%	→	19%
I set a limit that is CLOSE TO the amount I plan to spend	31%	35%		30%
I set a limit that is LOWER THAN the amount I plan to spend	12%	10%		12%
Don't know/Refused/Not applicable	20%	37%	←	15%

Q43. *What is your usual approach when you do set limits for things like time and money for ONLINE gambling?*
Base: Past year online gamblers. (→ points to statistically higher result)

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Ever Asked for Online Gambling to be Blocked

Two-in-ten (19%) online gamblers say that at some point they have asked for their online account to be blocked so they can take a break from online gambling.

One-quarter (24%) of Active Game Players have asked for their account to be blocked, compared to just 2% of Ticket Only Players.

Ever Asked for Online Gambling to be Blocked	PY Online Gamblers	Past Year Online Type: Ticket Only		Past Year Online Type: Active Game
Sample Size	842	226		616
Yes, for a few weeks or more	5%	1%	→	6%
Yes, for 1-2 weeks	9%	0%	→	11%
Yes, for a few days or less	6%	<1%	→	7%
No	79%	95%	←	74%
Don't know/Refused	2%	3%		2%
Total Yes	19%	2%	→	24%

Q44. *Have you ever asked for your ONLINE account to be blocked so that you can take a break from online gambling?*
Base: Past year online gamblers. (→ points to statistically higher result)

Use/Consideration of Tools to Block Online Gambling Access

Fewer than one-in-ten (8%) online gamblers have used one of several online tools that block access to online gambling. A further three-in-ten (30%) say they would consider using this type of service.

Active Game Players are much more likely than Ticket Only Players to have used one of these blocking tools (10% vs. 3%) and to be open to considering these tools (34% vs. 19%).

Use/Consideration of Tools to Block Online Gambling Access	PY Online Gamblers	Past Year Online Type: Ticket Only		Past Year Online Type: Active Game
Sample Size	842	226		616
I have used this type of service	8%	3%	→	10%
I would consider using this type of service	30%	19%	→	34%
I would not consider using this type of service	45%	58%	←	41%
Don't know/Refused	16%	21%	←	15%

Q50. *There are several online tools that block access to online gambling. These tools are used to prevent underage gambling, gambling in schools as well as the workplace and to assist those who are unable to control their gambling. Would you personally consider using this type of service?*
Base: Past year online gamblers. (→ points to statistically higher result)

POSITIVE PLAY SCALE

The Positive Play Scale (PPS) is a psychometric tool designed to measure the overall level of responsible gambling beliefs and behaviour evident in player populations. This survey asked past month players questions to allow the calculation of two PPS sub-indices, Pre-Commitment and Gambling Literacy.

Positive Play Scale: Key Findings

1. Online gamblers are less likely than gamblers in general to get a positive score for both Pre-Commitment (38% High vs. 50% High) and Gambling Literacy (39% High vs. 54% High).
2. Active Game Players are much less likely than Ticket Only Players to get a positive score for both Pre-Commitment and Gambling Literacy.

Positive Play Scale: Detailed Results

Pre-Commitment Index (Among Gambled in Past 30 Days)

The Pre-Commitment Index assesses the extent to which a player considers how much money and time they should spend gambling. It is calculated from four statements answered on a 1-7 scale where 1='Never' and 7='Always'. A High classification is the most positive (all ratings 6 or 7) and a Low classification is the most negative (at least one rating of 3 or lower).

Online gamblers score lower than gamblers in general for Pre-Commitment. They are 12 points less likely to classify as High (38% vs. 50%) and 7 points more likely to classify as Low (34% vs. 37%).

Ticket Only Players are much more likely than Active Players to classify as High for Pre-Commitment (54% vs. 33%).

Positive Play: Pre Commitment Index (Among Gambled in Past 30 Days)	Past Year Gamblers			Past Year Online Type		
	All		Online	Ticket Only		Active Game
Sample Size	1,824		588	148		440
High (6-7)	50%	←	38%	54%	←	33%
Medium (4-5)	23%	→	28%	13%	→	33%
Low (1-3)	27%	→	34%	33%		35%

Q46. *Thinking about your gambling over the last month (30 days), please answer the following questions. In the last month (30 days) …?*

- I only gambled with MONEY that I could afford to lose.
- I only spent TIME gambling that I could afford to spend.
- I considered the amount of MONEY I was willing to lose BEFORE I gambled.
- I considered the amount of TIME I was willing to spend BEFORE I gambled.

Scale: 1 = Never to 7 = Always

Base: Past year gamblers who have gambled in past 30 days. . (→ points to statistically higher result)

Gambling Literacy Index (Among Gambled in Past 30 Days)

The Gambling Literacy Index assesses the extent to which a player has an accurate understanding about the nature of gambling. It is calculated from three statements answered on a 1-7 scale where 1='Strongly Disagree' and 7='Strongly Agree'. A High classification is the most positive (all ratings 6 or 7) and a Low classification is the most negative (at least one rating of 3 or lower). Two items have their scales reversed before calculating this index.

Online gamblers score lower than gamblers in general for Gambling Literacy. Online gamblers are 15 points less likely to classify as High (39% vs. 54%) and 12 points more likely to classify as Low (33% vs. 21%).

Ticket Only Players are much more likely than Active Players to classify as High for Gambling Literacy (59% vs. 33%) and much less likely to classify as Low (15% vs. 38%).

Positive Play: Gambling Literacy Rating (Among Gambled in Past 30 Days)	Past Year Gamblers			Past Year Online Type		
	All		Online	Ticket Only		Active Game
Sample Size	1,824		588	148		440
High (6-7)	54%	←	39%	59%	←	33%
Medium (4-5)	25%		28%	27%		29%
Low (1-3)	21%	→	33%	15%	→	38%

Q47. *How much do you agree with the following statements? I believe that …?*

- Gambling is not a good way to make money.
- My chances of winning get better after I have lost. (SCALE REVERSED FOR INDEX)
- If I gamble more often, it will help me to win more than I lose. (SCALE REVERSED FOR INDEX)

Scale: 1 = Strongly Disagree to 7 = Strongly Agree

Base: Past year gamblers who have gambled in past 30 days.. (→ points to statistically higher result)

HARMS

Harms: Key Findings

1. One-third (34%) of online gamblers have had a problem with at least one of their gambling activities in the past 12 months, which is twice the rate of gamblers in general (17%).
2. Three-in-ten (29%) online gamblers have had their sleep disrupted in the past 12 months because of their online gambling.
3. One-quarter (25%) of online gamblers have gambled online during work/school hours. One-in-ten (10%) have missed work/school days in the past 12 months because of their gambling, compared to 3% of all gamblers.
4. Two-in-ten (20%) online gamblers have attempted to cut down, control or stop gambling in the past 12 months, which is twice the rate of gamblers in general (10%).
5. One-in-ten (11%) online gamblers have had a significant relationship problem in the past 12 months because of their gambling, compared to 6% among all gamblers.
6. Active Game Players are much more likely than Ticket Only Players to have experienced relationship harms, disrupted sleep, to have gambled online during work/school hours and to have missed work/school days. They are also much more likely to have attempted to cut down/control their gambling and to have had a problem with one of their gambling activities.

Harms: Detailed Results

Relationship Harms from Gambling

Although the incidences are low, online gamblers are more likely than gamblers in general to report relationship problems related to their gambling. One-in-ten (11%) online gamblers say their involvement in gambling has led to significant problems in their relationship with their spouse/partner or important friends or family. Six percent report each of incidences of domestic violence, a separation/divorce and repeated neglect of children/family.

Active Game Players are much more likely than Ticket Only Players to report all negative relationship impacts over the past 12 months. The biggest gap is on the attribute of significant problems in their relationship with their spouse/partner or important friends or family (Active Game Players 11 points higher).

Relationship Harms from Gambling (Yes in Past 12 Months)	Past Year Gamblers			Past Year Online Type		
	All		Online	Ticket Only		Active Game
Sample Size	3,482		842	226		616
Significant problems in your relationship with you spouse/partner or important friends or family	6%	→	11%	3%	→	14%
Caused an instance of domestic violence in your household	3%	→	6%	2%	→	7%
Resulted in separation or divorce	2%	→	6%	1%	→	7%
Caused you to repeatedly neglect your children or family	2%	→	6%	1%	→	7%

Q34. *Has your involvement in gambling led to any of the following in the past 12 months?*
Base: Past year gamblers. (→ points to statistically higher result)

Disrupted Sleep from Online Gambling

Three-in-ten (29%) online gamblers say their online gambling has disrupted their sleeping patterns at least sometimes.

Four-in-ten (37%) Active Game Players say their online gambling has disrupted their sleeping patterns at least sometimes, which compares to a rate of just 2% among Ticket Only Players.

Disrupted Sleep from Online Gambling	PY Online Gamblers	Past Year Online Type		
		Ticket Only		Active Game
Sample Size	842	226		616
Almost always	4%	1%	→	5%
Most of the time	7%	<1%	→	9%
Sometimes	17%	1%	→	23%
Never	70%	97%	←	61%
Don't know/Refused	1%	1%		2%
Sometimes or more often	29%	2%	→	37%

Q31. *How often, if ever, has online gambling disrupted your sleeping patterns?*
Base: Past year online gamblers. (→ points to statistically higher result)

Online Gambling During Work/School

One-quarter (25%) of online gamblers say they have gambled online from work or during working hours.

Active Game Players are much more likely than Ticket Only Players to have gambled online from work or during work hours (32% vs. 3%).

Online Gambling During Work/School	PY Online Gamblers	Past Year Online Type		
		Ticket Only		Active Game
Sample Size	842	226		616
3 to 5 days a week	4%	1%	→	5%
1 or 2 days a week	11%	0%	→	15%
Less than once a week	10%	3%	→	12%
Never	66%	84%	←	60%
Not employed	8%	11%		7%
Don't know/Refused	1%	1%		1%
At least once	25%	3%	→	32%

Q32. *How often, if ever, have you gambled online from work or during working hours?*
Base: Past year online gamblers. (→ points to statistically higher result)

Work/School Days Missed Due to Gambling

One-in-ten (10%) online gamblers say they have missed at least one work/school day in the past 12 months due to their gambling. This is higher than the 3% rate among gamblers in general.

Active Game Players are much more likely than Ticket Only Players to have missed work/school due to gambling (14% vs. 1%).

Work/School Days Missed Due to Gambling	Past Year Gamblers			Past Year Online Type		
	All		Online	Ticket Only		Active Game
Sample Size	3,482		842	226		616
More than 10	1%	→	3%	0%	→	4%
6-10	<1%		1%	0%		1%
1-5	2%	→	6%	1%	→	8%
No days	95%	←	87%	98%	←	83%
Don't Know/Refused	2%		3%	1%		3%
1+ Days	3%	→	10%	1%	→	14%

Q35. *In the past 12 months, about how many work or school days have you lost due to gambling?*
Base: Past year gamblers. (→ points to statistically higher result)

Lost Job or Quit School Due to Gambling

Five percent of online gamblers say they have lost their job or had to quit school due to gambling in the past 12 months. This is higher than the 1% rate among gamblers in general.

Active Game Players are much more likely than Ticket Only Players to have lost their job or had to quit school due to gambling (6% vs. 0%).

Lost Job or Quit School Due to Gambling	Past Year Gamblers			Past Year Online Type		
	All		Online	Ticket Only		Active Game
Sample Size	3,482		842	226		616
Yes	1%	→	5%	0%	→	6%
No	98%	←	94%	100%	←	92%
Don't know/Refused	1%		1%	0%		1%

Q36. *In the past 12 months, have you lost your job or had to quit school due to gambling?*
Base: Past year gamblers. (→ points to statistically higher result)

Attempted to Cut Down, Control or Stop Gambling

Two-in-ten (20%) online gamblers say they have attempted to cut down, control or stop gambling in the past 12 months. This is twice the rate reported among gamblers in general (10%).

Active Game Players are much more likely than Ticket Only Players to have attempted to cut down, control or stop gambling in the past 12 months (25% vs. 5%).

Attempted to Cut Down, Control or Stop Gambling	Past Year Gamblers			Past Year Online Type		
	All		Online	Ticket Only		Active Game
Sample Size	3,482		842	226		616
Yes	10%	→	20%	5%	→	25%
No	87%	←	78%	93%	←	73%
Don't know/Refused	3%		2%	2%		2%

Q37. *In the past 12 months, have you made attempts to either cut down, control or stop gambling?*
Base: Past year gamblers. (→ points to statistically higher result)

Problem Gambling Activities

One-third (34%) of online gamblers say that at least one type of gambling has been a problem for them in the past 12 months, which is twice the rate among gamblers in general (17%). Among all online gamblers, the most mentioned activities causing problems include lottery games (13%), scratch & win games (10%) and slot machine games (9%).

The findings of this question may differ from other survey results, because in this question respondents are asked to self-associate any problems with a specific form of gambling. Other analysis in this report is based on associating problems and behaviours using the data across multiple questions.

Active Game Players are much more likely than Ticket Only Players to say that at least one type of gambling has been a problem for them in the past 12 months (43% vs. 7%).

Problem Gambling Activities	Past Year Gamblers			Past Year Online Type		
	All		Online	Ticket Only		Active Game
Sample Size	3,482		842	226		616
Lottery games such as Lotto 6/49, BC 49, LOTTO MAX and others	7%	→	13%	5%	→	15%
Scratch & Win games	6%	→	10%	2%	→	13%
Slot machine games	5%	→	9%	1%	→	12%
Casino table games (other than poker) such as blackjack, roulette, craps, etc.	3%	→	7%	1%	→	9%
Keno	3%	→	7%	<1%	→	9%
Charity raffles such as a hospital lottery	2%	→	5%	2%	→	6%
Poker games or tournaments	2%	→	6%	0%	→	8%
Bingo	2%		4%	<1%	→	6%
Pull tabs	1%		2%	0%	→	3%
The outcome of sporting events (other than horse racing)	1%		2%	0%	→	3%
Other casino-type games	1%	→	3%	0%	→	4%
Horse racing	1%		2%	0%	→	3%
Other games of skill such as cards, dice or dominoes	1%		2%	1%		2%
The outcome of non-sports events	1%		2%	0%	→	3%
Other	<1%		<1%	0%		1%
At least one activity	17%	→	34%	7%	→	43%

Q38. *In the past 12 months, have any of the following types of gambling been a problem for you?*
Base: Past year gamblers. (→ points to statistically higher result)

HEALTH AND CORRELATES

Health and Correlates: Key Findings

1. Online gamblers are similar to both gamblers in general and the overall population when it comes to physical health, happiness and most preferred recreational activity other than gambling. They are also similar to gamblers in general on prevalence of mental health issues.
2. Online gamblers are more likely than gamblers in general and the overall population to have used illegal drugs in the past 12 months (22% vs. 14% among all gamblers, 13% among overall population). They are also slightly more likely to drink alcoholic beverages weekly or more (47% vs. 42% among all gamblers, 40% among overall population) and more likely to consume 5 or more drinks monthly or more often (38% vs. 26% among all gamblers, 25% among overall population).
3. In the past 12 months, online gamblers are more likely than gamblers in general and the overall population to have played video games (78% vs. 66% among all gamblers, 64% among overall population) and to have played a gambling-themed game over the internet for fun (60% vs. 33% among all gamblers, 29% among overall population).
4. Active Game Players are much more likely than Ticket Only Players to consume 5 or more drinks on a monthly/yearly basis, to have used illegal drugs and to report mental health issues. They are also much more likely to have played video games and gambling-themed games over the internet for fun.

Health and Correlates: Detailed Results

Most Preferred Recreational Activity

The preferred recreational activities of online gamblers closely match those of both gamblers in general and the overall population. Only 8% of online gamblers say that gambling is their most preferred recreation activity, although this is higher than the 3% rate among both gamblers in general and the overall population.

Active Game Players are much more likely than Ticket Only Players to say that gambling is their most preferred recreational activity (10% vs. 1%).

Most Preferred Recreational Activity	Total Population	Past Year Gamblers			Past Year Online Type		
		All		Online	Ticket Only		Active Game
Sample Size	4,079	3,482		842	226		616
Walking or hiking	21%	21%		18%	21%		18%
Socializing with friends or family	18%	19%		19%	14%	→	21%
Traveling	16%	16%		17%	21%		16%
Watching TV	14%	14%		16%	16%		17%
Reading	9%	9%	←	6%	9%	←	5%
Gardening	6%	6%		5%	5%		5%
Gambling	3%	3%	→	8%	1%	→	10%
Something else	12%	12%		11%	13%		10%
Don't know/Refused	1%	<1%		<1%	0%		<1%

Q1. *Which of the following is your MOST preferred recreational activity?*
Base: All respondents. (→ points to statistically higher result)

General Health

Slightly more than four-in-ten (42%) online gamblers rate their health as ‘excellent’ or ‘very good’, which is on par with both gamblers in general (41%) and the overall population (42%).

Active Game Players are directionally more likely than Ticket Only Players (44% vs. 37%) to rate their health as ‘excellent’ or ‘very good’, but the difference is not statistically significant.

General Health	Total Population	Past Year Gamblers		Past Year Online Type		
		All	Online	Ticket Only		Active Game
Sample Size	4,079	3,482	842	226		616
Excellent	10%	9%	10%	6%	→	11%
Very good	32%	32%	32%	31%		33%
Good	34%	35%	33%	34%		33%
Fair	18%	18%	19%	21%		18%
Poor	6%	5%	6%	7%		6%
Don't know/Refused	<1%	<1%	0%	0%		0%
Excellent/Very good	42%	41%	42%	37%		44%
Fair/Poor	24%	23%	25%	29%		23%

Q2. *Over the past 12 months, would you say that in general your health has been?*
Base: All respondents. (→ points to statistically higher result)

Overall Happiness

Nearly four-in-ten (38%) online gamblers rate their overall level of happiness as ‘very high’ or ‘high’, which is on par with both gamblers in general (38%) and the overall population (38%).

Overall happiness is similar for Ticket Only Players (37% very high/high) and Active Game Players (38%).

Overall Happiness	Total Population	Past Year Gamblers		Past Year Online Type	
		All	Online	Ticket Only	Active Game
Sample Size	4,079	3,482	842	226	616
Very high	6%	6%	6%	5%	7%
High	32%	32%	32%	32%	31%
Moderate	47%	46%	46%	48%	46%
Low	11%	11%	11%	11%	11%
Very low	4%	4%	5%	4%	5%
Don't know/Refused	<1%	<1%	<1%	0%	<1%
Very high/High	38%	38%	38%	37%	38%
Low/Very low	15%	15%	16%	15%	16%

Q3. *In the past 12 months, how would you rate your overall level of happiness?*
Base: All respondents. (→ points to statistically higher result)

How Often Drink Alcoholic Beverages

Although the differences are not substantial, online gamblers are statistically more likely than gamblers in general and the overall population to drink alcoholic beverages weekly (47% among online gamblers vs. 42% among all gamblers, 40% among overall population) and in the past 12 months (90% among online gamblers vs. 87% among all gamblers, 84% among overall population).

The vast majority of Active Game Players and Ticket Only Players have had an alcoholic beverage in the past 12 months, but the rate is a statistically significant 6 points higher among Active Game Players. There is no difference between the two sub-groups when it comes to weekly alcoholic beverage consumption (47% for both).

How Often Drink Alcoholic Beverages	Total Population	Past Year Gamblers			Past Year Online Type		
		All		Online	Ticket Only		Active Game
Sample Size	4,079	3,482		842	226		616
4 to 6 times a week or more	14%	15%		16%	17%		15%
1 to 3 times a week	26%	27%	→	31%	30%		32%
2 to 3 times a month	17%	17%		19%	13%	→	20%
Once a month	9%	9%		8%	8%		8%
Less than once a month	19%	19%	←	16%	17%		16%
Never in the last 12 months	11%	10%	←	7%	12%	←	6%
Never in your lifetime	4%	3%		3%	3%		3%
Don't know/Refused	<1%	<1%		<1%	<1%		<1%
Weekly or more	40%	42%	→	47%	47%		47%
Past year	84%	87%	→	90%	85%	→	91%

Q4. *In the last 12 months, how often did you drink alcoholic beverages?*
Base: All respondents. (→ points to statistically higher result)

Five or More Drinks on One Occasion

Online gamblers are more likely than gamblers in general and the overall population to say that they have had 5 or more drinks on at least one occasion in the past 12 months (60% among online gamblers vs. 51% among all gamblers, 48% among overall population) and once a month or more (38% among online gamblers vs. 26% among all gamblers, 25% among overall population)

Active Game Players are more likely than Ticket Only Players to have had 5 or more drinks on at least one occasion in the past 12 months (67% vs. 40%). They are twice as likely as Ticket Only Players to have 5 or more drinks on a monthly basis (45% vs. 22%).

Five or More Drinks on One Occasion	Total Population	Past Year Gamblers			Past Year Online Type		
		All		Online	Ticket Only		Active Game
Sample Size	4,079	3,482		842	226		616
More than once per week	4%	5%	→	8%	3%	→	9%
Once per week	6%	6%	→	10%	7%	→	12%
2 to 3 times per month	7%	7%	→	11%	7%	→	13%
Once per month	8%	8%		9%	5%	→	11%
Less than once per month	23%	24%		22%	19%		22%
Never	51%	49%	←	39%	59%	←	33%
Don't know/Refused	1%	<1%		<1%	<1%		<1%
Once per month or more	25%	26%	→	38%	22%	→	45%
Past year	48%	51%	→	60%	40%	→	67%

Q5. *During the past 12 months, have you had 5 or more drinks on one occasion?*
Base: All respondents. (→ points to statistically higher result)

Illegal Drugs

Two-in-ten (22%) online gamblers say they have used illegal drugs at least once in the past 12 months. Almost as many (18%) say they do so once a month or more, which is much higher than for both gamblers in general (9%) and the overall population (8%).

Active Game Players are much more likely than Ticket Only Players to have used illegal drugs in the past 12 months (28% vs. 6%) and on a monthly basis (23% vs. 5%).

Illegal Drugs	Total Population	Past Year Gamblers All		Past Year Gamblers Online	Past Year Online Type Ticket Only		Past Year Online Type Active Game
Sample Size	4,079	3,482		842	226		616
4 to 6 times a week or more	3%	3%	→	5%	2%	→	7%
1 to 3 times a week	2%	2%		4%	1%	→	6%
2 to 3 times a month	2%	2%	→	6%	1%	→	7%
Once a month	1%	2%		3%	1%		3%
Less than once a month	5%	5%		4%	1%	→	5%
Never in the last 12 months	30%	31%		31%	27%		32%
Never in your lifetime	56%	54%	←	44%	67%	←	37%
Don't know/Refused	2%	2%		2%	0%	→	3%
Once per month or more	8%	9%	→	18%	5%	→	23%
Past year	13%	14%	→	22%	6%	→	28%

Q6. *In the last 12 months, how often did you use illegal drugs?*
Base: All respondents. (→ points to statistically higher result)

Mental Health

Just over four-in-ten (42%) online gamblers answered 'yes' to at least one of the four mental health issues shown in the table below. This is only 5 points higher than among gamblers in general or the overall population, but the difference is statistically significant.

Active Game Players are more likely than Ticket Only Players to have considered suicide (26% vs. 18%), have an anxiety disorder (26% vs. 15%) and to have attempted suicide (15% vs. 5%).

Mental Health (Yes)	Total Population	Past Year Gamblers All		Past Year Gamblers Online	Past Year Online Type Ticket Only		Past Year Online Type Active Game
Sample Size	4,079	3,482		842	226		616
Have you ever seriously considered committing suicide or taking your own life?	22%	21%		24%	18%	→	26%
Do you have a mood disorder such as depression, bipolar disorder, mania or dysthymia?	21%	21%		24%	20%		26%
Do you have an anxiety disorder such as a phobia, obsessive-compulsive disorder or a panic disorder	20%	21%		23%	15%	→	26%
Have you ever attempted to commit suicide or tried taking your own life?	10%	10%		12%	5%	→	15%
Any of above	37%	37%	→	42%	31%	→	46%

Q7. *Please answer yes or no to each of the following?*
Base: All respondents. (→ points to statistically higher result)

Video Games

Online gamblers are more likely than gamblers in general or the overall population to have played a video game in the past 12 months (78% vs. 66% among all gamblers, 64% among the overall population). This includes online social games (online gamblers are 13 points higher than all gamblers), console games (12 points higher), online desktop/laptop social games (11 points higher) and PC/Mac games (8 points higher).

Active Game Players are more likely than Ticket Only Players to have played a video game in the past 12 months (84% vs. 61%). This extends to all the video game types tested in the survey.

Video Games	Total Population	Past Year Gamblers			Past Year Online Type		
		All		Online	Ticket Only		Active Game
Sample Size	4,079	3,482		842	226		616
Online social games (mobile phone or tablet)	39%	41%	→	52%	38%	→	57%
Console games	24%	25%	→	37%	23%	→	42%
PC/Mac games	22%	22%	→	30%	18%	→	33%
Online social games (desktop or laptop)	21%	22%	→	35%	18%	→	40%
Other	4%	4%		5%	4%		5%
No	35%	33%	←	21%	38%	←	16%
Don't know/Refused	1%	1%		<1%	1%		<1%
Yes to any	64%	66%	→	78%	61%	→	84%

Q8. *In the past 12 months, have you played any video games?*
Base: All respondents. (→ points to statistically higher result)

Gambling Themed Games for Fun

Six-in-ten (60%) online gamblers say they have played a gambling-themed game over the internet just for fun in the past 12 months. This is much higher than the incidence of play among either gamblers in general (33%) or the overall population (29%).

Active Game Players are three times as likely as Ticket Only Players to have played a gambling-themed game over the internet just for fun in the past 12 months (72% vs. 24%).

Gambling Themed Games for Fun	Total Population	Past Year Gamblers			Past Year Online Type		
		All		Online	Ticket Only		Active Game
Sample Size	4,079	3,482		842	226		616
Yes, on a free-play casino website	13%	15%	→	32%	9%	→	40%
Yes, through an App	13%	15%	→	27%	9%	→	33%
Yes, through a social media platform (e.g. Facebook etc.)	9%	11%	→	22%	7%	→	28%
Yes, somewhere else	3%	4%	→	8%	3%	→	9%
No	70%	67%	←	40%	76%	←	28%
Don't know/Refused	1%	<1%		<1%	1%		<1%
Yes to any	29%	33%	→	60%	24%	→	72%

Q9. *In the past 12 months, have you played any gambling-themed games over the internet just for fun, that is, without betting any real money?*
Base: All respondents. (→ points to statistically higher result)

TOOLS AND RESOURCES

Tools and Resources: Key Findings

1. Seven-in-ten (72%) online gamblers are aware of the toll-free problem gambling help line and nearly two-thirds (64%) are aware the provincial government provides free problem gambling counselling services. These awareness levels are on par with gamblers in general.
2. Slightly fewer than one-in-ten (8%) online gamblers say they are currently enrolled in BCLC's Voluntary-Self-Exclusion program, compared to 3% of all gamblers.
3. Active Game Players are more likely than Ticket Only Players to be aware of both the provincial toll-free help line and free problem gambling counselling services. They are also more aware of GameSense Info Centre kiosks and responsible gambling staff in casinos. Ticket Only Players have higher awareness of reminders to play responsibly at ticket retailers, reminders to play responsibly on PlayNow.com and BCLC's voluntary exclusion program.
4. Active Game Players are also much more likely than Ticket Only players to be enrolled in BCLC's Voluntary-Self-Exclusion program.

Tools and Resources: Detailed Results

Awareness of Provincial Government Resources

Seven-in-ten (72%) online gamblers are aware there is a toll-free problem gambling help line in British Columbia. Nearly two-thirds (64%) are aware the BC provincial government provides problem gambling counselling services that are available free of charge. Both of these statistics are on par with gamblers in general (and higher than awareness among the overall population).

Active Game Players are more likely than Ticket Only Players to be aware of both the toll-free line (74% vs. 67%) and free problem gambling counselling services (66% vs. 57%).

Awareness of Provincial Government Resources	Total Population	Past Year Gamblers		Past Year Online Type		
		All	Online	Ticket Only		Active Game
Sample Size	4,079	3,482	842	226		616
That there is a toll-free problem gambling help line in British Columbia?	67%	71%	72%	67%	→	74%
That the BC provincial government provides problem gambling counselling services that are available free of charge?	58%	63%	64%	57%	→	66%

Q48. *Prior to today, were you aware of the following?*
Base: All respondents. (→ points to statistically higher result)

Awareness of Responsible Gambling Programs/Initiatives

Survey respondents were asked about their awareness of 11 programs or initiatives promoting or encouraging responsible gambling in BC. Online gamblers have statistically higher awareness than gamblers in general of three of these programs/initiatives including GameSense Info Centre kiosks in facilities (6 points higher), reminders to play responsibly on PlayNow.com (5 points higher) and trained staff at casinos (4 points higher). They have statistically lower awareness than gamblers in general of reminders to play responsibly at retail locations (8 points lower) and responsible gambling advertising (7 points lower).

Ticket Only Players have higher awareness than Active Game Players of BCLC's voluntary exclusion program (9 points higher), reminders to play responsibly at retail locations (8 points higher) and reminders to play responsibly on PlayNow.com (8 points higher). In contrast, Active Game Players have higher awareness than Ticket Only Players of GameSense Info Centre kiosks in facilities (13 points higher) and trained staff at casinos (9 points higher).

Awareness of Responsible Gambling Programs/Initiatives	Total Population	Past Year Gamblers			Past Year Online Type		
		All		Online	Ticket Only		Active Game
Sample Size	4,079	3,482		842	226		616
Reminders to play responsibly at retail locations that sell lottery tickets or games	51%	54%	←	46%	52%	←	44%
Advertising materials that remind people about responsible gambling	48%	50%	←	43%	46%		42%
A voluntary self-exclusion program which offers players the option to exclude themselves from entering any BC gambling venue, or accessing BCLC's internet gambling site	45%	47%		48%	55%	←	46%
Reminders to play responsibly on PlayNow.com, BCLC's internet gambling website or on bclc.com	44%	47%	→	52%	58%	←	50%
GameSense, a program that educates and reminds people about how to keep gambling safe and fun	42%	45%		45%	49%		44%
The toll-free Problem Gambling/BC GAM Info Line	34%	37%		34%	33%		35%
Availability of free counseling for those that need help	31%	33%		33%	30%		34%
Reminders to play responsibly located throughout casinos in BC and Chances/community gaming centres	31%	33%		30%	27%		31%
GameSense Info Centres, kiosks found at casinos in BC and Chances/community gaming centres that have information on how to keep gambling safe and fun	23%	25%	→	31%	22%	→	35%
Staff onsite at casinos in BC, who are trained to provide information on how to keep gambling safe and fun	18%	20%	→	24%	17%	→	26%
Brochures that provide information on odds and how games work	18%	20%		22%	20%		23%

Q49. *Which of the following programs or initiatives promoting or encouraging responsible gambling in BC are you aware?*
Base: All respondents. (→ points to statistically higher result)

BCLC Voluntary Self Exclusion Program

Nearly one-in-ten (8%) online gamblers say they are currently enrolled in BCLC's Voluntary Self-Exclusion program, which is higher than the rate among either gamblers in general (3%) or the overall population (2%).

Active Game Players are much more likely than Ticket Only Players to say they are currently enrolled in the program (10% vs. 2%).

BCLC Voluntary Self Exclusion Program	Total Population	Past Year Gamblers			Past Year Online Type		
		All		Online	Ticket Only		Active Game
Sample Size	4,079	3,482		842	226		616
I have never enrolled in BCLC's Voluntary Self-Exclusion program	91%	91%	←	85%	94%	←	82%
I am currently enrolled in BCLC's Voluntary Self-Exclusion program	2%	3%	→	8%	2%	→	10%
I was enrolled in BCLC's Voluntary Self-Exclusion program in the past	1%	1%	→	3%	1%		3%
Don't know/Refused	5%	5%		5%	3%		5%

Q51. *Which of the following best describes your enrollment in BCLC's Voluntary Self Exclusion program?*
Base: All respondents. (→ points to statistically higher result)

Discussion and Recommendations

Prevalence Rates

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

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

The prevalence rates found in this study are consistent with a number of international studies using online panels to examine online gambling and problem gambling (Gainsbury et al., 2019; McCormack et al., 2013; Nower et al., 2017). While this remains the best method for assessing the prevalence of online gambling and particularly online problem gambling, the fact that the use of online panels consistently leads to higher levels of pathology must be taken into account.

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

Implications for Responsible Gambling

A key finding of this study is the two sharply differing groups of people who gamble online, the Ticket Only Players and the Active Game Players. While a small number of prevalence studies have identified similar group differences, this study is one of the first to closely examine these two groups and the implications for responsible gambling policy and programming.

These groups are clearly distinguished by the type of games they play - or rather by the games they don’t play, since Active Game Players often include ticket games in their more diverse online gambling activity. These differences provide an opportunity for straightforward segmented and customized responsible gambling efforts and treatment approaches.

Ticket Only Players

The 25% of online players who participate only in lottery and ticket games appear to use online gambling as a convenient way to engage in low risk play. This group of online gamblers tends to be older, and more likely to be retired. They cite concerns such as account safety but are less likely to be concerned about problem gambling. They are less likely to see responsible gambling tools as personally relevant, but more likely to self-manage the time and money they spend gambling, setting limits that are closest to the amount they want to spend. Players in this group report the highest rate of registration on the provincially-operated site PlayNow.com, and are more likely to confine their online gambling to that site.

These players would appear to value convenience, familiarity and ease of use, and account security. A focus on these aspects of their online experience is recommended. Because they report higher likelihood of self-management, responsible gambling efforts could encourage this behaviour by increasing the visibility and accessibility of self-management tools. Some research and testing to ensure these tools appear more relevant and engaging for this older group would support their inclination to manage their own play responsibly.

Active Game Players

In contrast to those players who purchase a ticket and wait for the outcome, Active Game Players engage in a wider variety of games that provide real-time results with continuous and/or intermittent reinforcement of the behaviour. The most important finding for this group is the higher risk of problem gambling and of harmful consequences from their gambling such as sleep disruption, missed work or school, and relationship damage.

In terms of gambling behaviour, Active Game Players are more likely to: have multiple online accounts (38% vs. just 3% of Ticket Only Players); spend more time gambling online (32% report more than four hours vs. 1% of Ticket Only Players); gamble at work (32% vs. 3%); report that at least one gambling activity has been a problem in the past 12 months (43% vs. 7%); and report attempts to cut down or stop gambling in the past 12 months (25% vs. 5%).

In terms of responsible gambling this group is less likely to set deposit or spending limits that they can afford. Their key self-management strategies appear to be those designed to maximize the time and money they spend by slowing play, taking breaks or using smaller bets, as well as understanding how the games work. At the same time, this group reports moderate awareness of responsible gambling tools and is more likely to regard those tools as personally relevant, including openness to the use of blocking software to prevent them from gambling online (10% of Active Game Players vs. 3% of Ticket Only players). One quarter of this group has requested a short-term block on their account as a forced break, and 13% have self-excluded for a longer-term break. This combination of risk behaviors with awareness of and openness to tools provides an opportunity for stronger responsible gambling supports for these players.

Recommendations

Recommendations for improvement include additional research, focused player segmentation and marketing efforts, and rewards for player engagement with responsible gambling supports. Some specific recommendations are described below:

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

  NOTE: There is sufficient information from this survey to begin to develop a profile of this group that would inform treatment approaches and targeted responsible gambling efforts.
- Public education to clearly separate the regulated provincial site from other online gambling offerings should be considered. This will make it as easy as possible for those players who value the convenience and security of online gambling to distinguish between the provincial site and unregulated sites that are sometimes very aggressively promoted.
- The regulator should require, and the operator undertake, a commitment to use player data to identify those players most at risk and intervene to reduce risk. This study clearly showed the value of segmenting players, by type of game (ticket only vs. active game), and by player groups to focus responsible gambling supports on the games and players where these are needed most.
- Marketing and promotion of responsible gambling supports and treatment programs should shift to online and mobile formats, given that those who gamble online, and those who fit the higher-risk Active Player group in particular, show higher risk than other gamblers.

- The visibility, accessibility and promotion of responsible gambling (RG) tools on the PlayNow site should be heightened, including push communications with reminders, links and instructions for relevant tools, including:
    - Self-assessment tool that would produce immediate results and be paired with customized recommendations to use tools and strategies to reduce risk,
    - Short tutorials on how games work to increase general awareness,
    - Dashboards to increase and maintain self-awareness of their play,
    - Limit-setting tools to support them in self-managing their play,
    - Tools to manage their play for them, such as short-term breaks, self-exclusion, and blocking software (via free download).
- Engagement with RG tools should be encouraged and "incentivized". The recommendation is to provide players with rewards for each level of engagement, from completing tutorials to completing self-exclusion without breach. There is mounting evidence that providing rewards, even monetary rewards, for healthier behaviours can be part of a successful strategy to help people help themselves.
- Blocking software could be offered as a free download to anyone in the province. Those most at-risk in this survey, the Active Player group, reported greater willingness to use responsible gambling supports, including software to block access to all gambling sites in order to stop gambling. These products have advanced considerably in recent years and may offer flexibility to players such as blocking for certain time periods to provide a break, or blocking only certain (e.g., non-regulated) sites.

Finally, and importantly, it is recommended that any changes in responsible gambling supports be done in a staged fashion with evaluation at each stage. This should include establishing very reasonable and modest objectives for the desired change – for example, increases in self-awareness or use of RG tools, rather than immediate changes in gambling behaviour – and measuring the impact. This is especially important because previous responsible gambling research shows that, while changes in knowledge, understanding and intentions can be achieved, actual behaviour change is extremely difficult and will likely require persistent, layered strategies that evolve with the players, the games and the platforms.

In this way, GPEB and BCLC are positioned to contribute to harm reduction for British Columbians, but also more broadly to the field of responsible gambling.

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Appendix: Survey Questionnaire

BC Online Prevalence Study
Final Questionnaire
February 2020

Introduction (After Screeners for Age, Gender and Region)
This survey is being conducted on behalf of the Government of British Columbia. The goal is to better understand the health and recreation activities of British Columbians. Your participation is voluntary, your responses are anonymous, and you can quit the survey at any time.

1. Which of the following is your MOST preferred recreational activity?
Select one response.

[RANDOMIZE]
Watching TV
Walking or hiking
Gardening
Reading
Socializing with friends or family
Traveling
Gambling
Something else
Don't know/Refused

2. Over the past 12 months, would you say that in general your health has been…
Select one response.

Excellent
Very good
Good
Fair
Poor
Don't know/Refused

3. In the past 12 months, how would you rate your overall level of happiness?
Select one response.

Very high
High
Moderate
Low
Very low
Don't know/Refused

Correlates Questions
The next few questions ask about your alcohol use, illegal drug use and mental health. They are important for better understanding the health issues of British Columbians. Please remember that your responses will remain anonymous.

4. In the last 12 months, how often did you drink alcoholic beverages?
Select one response.

4 to 6 times a week or more
1 to 3 times a week
2 to 3 times a month
Once a month
Less than once a month
Never in the last 12 months
Never in your lifetime
Don't know/Refused

[IF NEVER IN LAST 12 MONTHS OR LIFETIME, SKIP TO Q6 – ELSE, CONTINUE]

5. During the past 12 months, have you had 5 or more drinks on one occasion?
Select one response.

More than once per week
Once per week
2 to 3 times per month
Once per month
Less than once per month
Never
Don't know/Refused

6. In the last 12 months, how often did you use illegal drugs?
Select one response.

4 to 6 times a week or more
1 to 3 times a week
Once a week
2 to 3 times a month
Once a month
Less than once a month
Never in the last 12 months
Never in your lifetime
Don't know/Refused

7. Please answer yes or no to each of the following.
Select one response per row.

Do you have a mood disorder such as depression, bipolar disorder, mania or dysthymia?
Do you have an anxiety disorder such as a phobia, obsessive-compulsive disorder or a panic disorder?

Have you ever seriously considered committing suicide or taking your own life?
Have you ever attempted to commit suicide or tried taking your own life?

[COLUMNS]
Yes
No
Don't know/Refused

8. In the past 12 months, have you played any video games?
Select all that apply.

Online social games (mobile phone or tablet)
Online social games (desktop or laptop)
Console games
PC/Mac games
Other
No
Don't know/Refused

9. In the past 12 months, have you played any gambling-themed games over the internet just for fun, that is, without betting any real money?
Select all that apply.

Yes, on a free-play casino website
Yes, through a social media platform (e.g. Facebook etc.)
Yes, through an App
Yes, somewhere else
No
Don't know/Refused

Gambling Participation Questions
The next few questions ask about your participation in various gambling activities in the past 12 months. We are interested in the responses of frequent gamblers, infrequent gamblers and non-gamblers.

10. In the past 12 months, how OFTEN have you bet or spent money on each of the following gambling activities? Please include any activity regardless of whether it takes place in a retail store, casino, at home, online or anywhere else.
Select one response per row.

[PROGRESSIVE GRID]
[ROWS]
Charity raffles such as a hospital lottery
Lottery games such as Lotto 6/49, BC 49, LOTTO MAX and others
Scratch & Win games
Keno
Bingo
Poker games or tournaments
Slot machine games

Casino table games (other than poker) such as blackjack, roulette, craps, etc.
Other casino-type games
Horse racing
The outcome of sporting events (other than horse racing)
The outcome of non-sports events
Pull tabs
Other games of skill such as cards, dice or dominoes
Any other type of gambling **[ANCHOR. ALWAYS LAST]**

[COLUMNS]
More than once a week
Once a week
Once every 2-3 weeks
Once a month
Once every 2-5 months
1-2 times in past year
NEVER in past 12 months
Don't know/Refused

[IF ANY Q10 RESPONSE IS IN PAST YEAR (1-6) – MARK AS PAST YEAR GAMBLER]
[IF NO Q10 RESPONSE IS IN PAST YEAR (1-6) – MARK AS NON-GAMBLER]

[IF PAST YEAR GAMBLER, CONTINUE – ELSE, SKIP TO Q14]

Q11A. In the past 12 months, have you bet or spent money **ONLINE** on any of the activities mentioned in the prior question (including lottery tickets). This could be through your computer, mobile phone or other device?

Yes, I did at least one of these activities online in the past 12 months
No, I did not do any of these activities online in the past 12 months

[IF YES, CONTINUE – ELSE, SKIP TO Q14]

11. In the past 12 months, how OFTEN have you bet or spent money on each of the following gambling activities **ONLINE**? Please include the online purchase of lottery/raffle tickets.

Select one response per row.

[PROGRESSIVE GRID]
[ROWS – ALL ACTIVITIES IN PAST YEAR FROM Q10]
Charity raffles such as a hospital lottery
Lottery games such as Lotto 6/49, BC 49, LOTTO MAX and others
Scratch & Win games
Keno
Bingo
Poker games or tournaments
Slot machine games
Casino-type games (other than poker) such as blackjack, roulette, craps, etc.
Other casino-type games

Horse racing
The outcome of sporting events (other than horse racing)
The outcome of non-sports events
Pull tabs
Other games of skill such as cards, dice or dominoes
Any other type of ONLINE gambling **[ANCHOR. ALWAYS LAST]**

[COLUMNS]
More than once a week
Once a week
Once every 2-3 weeks
Once a month
Once every 2-5 months
1-2 times in past year
NEVER in past 12 months
Don't know/Refused

[IF ANY Q11 RESPONSE IS IN PAST YEAR (1-6) – MARK AS PAST ONLINE YEAR GAMBLER]

12. In the past 12 months, how much did you SPEND on ALL GAMBLING per month (on average)?

$[NUMBER BOX, 1 to 100000] per month
Nothing
Don't know/Refused

[IF AMOUNT ENTERED IN Q12 AND PAST YEAR GAMBLER, CONTINUE – ELSE, SKIP TO Q14]

13. Of your spending on gambling, how much of your monthly average spend of [INSERT $AMOUNT FROM PRIOR] was for ONLINE gambling?

$[NUMBER BOX, 1 to 100000] per month **[AMOUNT IN Q13 CANNOT BE HIGHER THAN AMOUNT IN Q12]**
Nothing
Don't know/Refused

***PlayNow* Questions**

14. Are you registered on PlayNow.com, BCLC's legal internet gambling website?
Select one response.

Yes
No
Don't know/Refused

[IF Q14 = YES AND PAST YEAR ONLINE GAMBLER , CONTINUE – ELSE, SKIP TO BEFORE NEXT SECTION]

15. In the past 12 months, what portion of your online gambling was done on BCLC's PlayNow.com website?

Select one response.

All of it was done on PlayNow.com
Most of it was done on PlayNow.com
About half of it was done on PlayNow.com
Most of it was done on other online site
All of it was done on other online sites
Don’t know/Refused

[IF NON-GAMBLER, SKIP TO Q48 – ELSE, CONTINUE]

Online Specific Questions

16A. Generally speaking, how important are each of the following as reasons for why you gamble?
Select one response per row.

[PROGRESSIVE GRID]
[ROWS - RANDOMIZE]
Entertainment/fun
A chance to win big
The sense of anticipation/chance to dream
Something to do with family/friends
It provides a rush/thrill
To make money
To escape boredom/fill my time
For the mental challenge or to learn about the game/activity
Sense of achievement when I win
To impress other people
It helps when I feel tense

[COLUMNS]
Absolutely critical
Very important
Somewhat important
Not very important
Not at all important
Don’t know/Refused

[IF PAST YEAR ONLINE GAMBLER, CONTINUE – ELSE, SKIP TO BEFORE Q33]

The next section of questions asks about your ONLINE gambling activities over the past 12 months.

16. What year did you first start using the Internet for gambling purposes?

[DROP DOWN 1990-2020]
Don’t know/Refused

17. Generally speaking, how important are each of the following as reasons for why you gamble online?

Select one response per row.

[PROGRESSIVE GRID]
[ROWS - RANDOMIZE]
Entertainment/fun
A chance to win big
The sense of anticipation/chance to dream
Something to do with family/friends
It provides a rush/thrill
To make money
To escape boredom/fill my time
For the mental challenge or to learn about the game/activity
Sense of achievement when I win
To impress other people
It helps when I feel tense

[COLUMNS]
Absolutely critical
Very important
Somewhat important
Not very important
Not at all important
Don't know/Refused

18. Over the past 12 months, approximately how much time did you spend gambling online in an average week?

Select one response.

Less than 1 hour a week
1-3 hours a week
4-6 hours a week
7-9 hours a week
10-12 hours a week
12-14 hours a week
15 or more hours a week
Don't know/Refused

19. Where do you primarily gamble online?

Select one response.

At home
At work
When away from home and work (e.g. travelling, waiting etc.)
Other (specify)
Don't know/Refused

20. What time of day do you most often use the Internet to gamble or place bets?

Select one response.

Early morning: 6 a.m. to 9 a.m.
Late morning: 9 a.m. to noon
Noon to 6 p.m.
6 p.m. to midnight
Midnight to 6 a.m.
Don't know/Refused

21. What is your preferred method for accessing the Internet for gambling?
Select one response.

Computer/laptop
Mobile/smart phone
Some other portable device (e.g., iPad or similar)
Television
Other (specify)
Don't know/Refused

22. Do you prefer online gambling to land-based gambling?
Select one response.

Yes
No
I like online and land-based gambling equally
Don't know/Refused

23. What are your usual payment methods for online gambling?
Select all that apply.

Credit card
Debit card
Pre-paid credit card
Direct bank transfer
Wire transfer
Casino cage deposit
Electronic funds account (e.g. Paypal)
Other (specify)
Don't know/Refused

24. When gambling online, has the switch away from using cash to gamble, to using a credit card or other electronic means of payment when gambling online …
Select one response.

[RANDOMIZE FIRST TWO]
Increased the amount you gamble
Decreased the amount you gamble
Had no impact on how much you gamble
Don't know/Refused

25. How many separate online accounts do you have with different online gambling websites?
Select one response.

0
1
2
3-4
5-6
More than 6
Don't know/Refused

26. If available, would you prefer to gamble online on …
Select one response.

[RANDOMIZE FIRST TWO]
A British Columbia regulated site
Off-shore sites
No preference either way
Don't know/Refused

27. Did the introduction of BCLC's PlayNow.com online gambling website (in 2010) impact your decision to gamble online?
Select one response.

[ROTATE FIRST TWO]
Yes, I started gambling online because BCLC launched the PlayNow website
No, I was already gambling online
Neither. I would have found a way to gamble online whether or not BCLC launched a website
Don't know/Refused

28. Think about the FIRST TIME you gambled online via computer, mobile phone, other device. Which of the following were the three biggest influences in your decision to start gambling online?
Select up to three influences.

[RANDOMIZE]
Advertising/marketing
Use of free play or social media
Price including bonuses free credit, odds, payout rates
Greater number of betting options and games available
Dislike of or discomfort with land-based venues
Convenience – more convenience online
Access (available 24-7 from any location)
Physical comfort of gambling from home
Privacy/anonymity
Other (specify)
Don't know/Refused

29. What would you say are the three biggest advantages of online gambling over gambling at an actual casino, race track, or other facility?
Select up to three advantages.

[RANDOMIZE]
Use of free play sites
Price including bonuses free credit, odds, payout rates
Greater number of betting options and games available
Don't have to drive to land-based venues
Convenience – more convenience online
Access (available 24-7 from any location)
Physical comfort of gambling from home
Privacy/anonymity
Access to responsible gambling tools, such as account information, limit-setting on losses and deposits etc.
Lower secondary costs (i.e. driving, parking, food and beverages)
Other (please specify)
Don't know/Refused

30. What would you say are the three biggest disadvantages of online gambling over gambling at land-based venues?
Select up to three disadvantages.

[RANDOMIZE]
Unreliable technology or Internet access
Difficult to use
Difficulty to verify the fairness of games
Concerns about account safety (e.g. money and personal information)
Too easy to gamble at work or home when I should be doing other things
More addictive
Difficulty setting time, spending or loss limits
Easier to spend money
Less enjoyable game, environment or social experience
Other (specify)
Don't know/Refused

31. How often, if ever, has online gambling disrupted your sleeping patterns?
Select one response.

[ROTATE 1-2-3-4OR 4-3-2-1]
Never
Sometimes
Most of the time
Almost always
Don't know/Refused

32. How often, if ever, have you gambled online from work or during working hours?
Select one response.

[ROTATE FIRST 4, 1-2-3-4 OR 4-3-2-1]
Never
Less than once a week
1 or 2 days a week
3 to 5 days a week
Not employed
Don't know/Refused

PGSI
Now, please think about all your past year gambling activities and not just those you do online.

33. Thinking about when you participated in gambling activities over the last 12 months, how often …
Select one response per row.

[PROGRESSIVE GRID]

[ROWS]
Have you bet more than you could really afford to lose
Have you needed to gamble with larger amounts of money to get the same feeling of excitement
Have you gone back another day to try to win back the money you lost
Have you borrowed money or sold anything to get money to gamble
Have you felt that you might have a problem with gambling
Has your gambling caused you any health problems, including stress or anxiety
Have people criticized your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true
Has your gambling caused financial problems for you or your household
Have you felt guilty about the way you gamble or what happens when you gamble

[COLUMNS]
Never
Sometimes
Most of the time
Almost always

Harms Questions

34. Has your involvement in gambling led to any of the following in the past 12 months?
Select one response per row.

[PROGRESSIVE GRID]
[ROWS]
Significant problems in your relationship with your spouse/partner or important friends or family
Caused an instance of domestic violence in your household
Resulted in separation or divorce
Caused you to repeatedly neglect your children or family

[COLUMNS]
Yes
No
Don't know/Refused

35. In the past 12 months, about how many work or school days have you lost due to gambling?

[NUMBER BOX 1-365] Days
No days
Don't know/Refused

36. In the past 12 months, have you lost your job or had to quit school due to gambling?
Select one response.

Yes
No
Don't know/Refused

37. In the past 12 months, have you made attempts to either cut down, control or stop gambling?
Select one response.

Yes
No
Don't know/Refused

38. In the past 12 months, have any of the following types of gambling been a problem for you?
Select all that apply.

[ROWS – ALL ACTIVITIES IN PAST YEAR FROM Q10]
Charity raffles such as a hospital lottery
Lottery games such as Lotto 6/49, BC 49, LOTTO MAX and others
Scratch & Win games
Keno
Bingo
Poker games or tournaments
Slot machine games
Casino table games (other than poker) such as blackjack, roulette, craps, etc.
Other casino-type games
Horse racing
The outcome of sporting events (other than horse racing)
The outcome of non-sports events
Pull tabs
Other games of skill such as cards, dice or dominoes
Any other type of gambling (specify)
NONE
Don't know/Refused

39. In the past 12 months, have any events in your life contributed to problems related to your gambling?

Yes, please describe the life event [TEXT BOX]
No
Don't know/Refused

Responsible Gambling Actions

40. Thinking about when you participated in gambling activities over the last 12 months, how often did you take each of the following actions? If an action does not apply to you at all, choose 'Not applicable to me'.

Select one response per row.
[PROGRESSIVE GRID]
[BLOCK A – SHOW FIRST, RANDOMIZE ITEMS]
I set a limit on how much money I am going to spend
I only gambled with money I could afford to lose
I only spent time gambling that I could afford to spend
I considered the amount of money I was willing to lose before I gambled
I only treat gambling as a social/entertainment experience
I treat gambling expenditures as being similar to any other entertainment expense
I limit the frequency of participating in gambling

[BLOCK B – SHOW SECOND, RANDOMIZE ITEMS]
Take breaks from gambling, like going to eat at the venue restaurant or get coffee, while at the slots and casino site
Make smaller bets or play less expensive slot machines to play longer
Look up the odds of winning of a specific game
Look up the payout percentage of a game
Bought less expensive lottery tickets to play more
I set any gambling winnings aside

[COLUMNS]
Always
Almost always
Sometimes
Rarely
Never
Not applicable to me
Don't know/Refused

[IF PAST YEAR ONLINE GAMBLER, CONTINUE – ELSE, SKIP TO Q45]

41. There are a number of tools available on ONLINE gambling sites that allow users to set limits on the amount of time or money they spend gambling. Thinking about when you participated in ONLINE gambling activities over the last 12 months, how often did you use each of the following tools? If a tool does not apply to you at all, choose "Not applicable to me".

Select one response per row.

[ROWS RANDOMIZE]
Tools that remind/require you to take breaks in playing
Tools that set limits on how much time you can spend playing
Tools that set limits on when you can play (e.g. days of week, times of day)
Tools that set limits on how much money you can spend (e.g. loss limits, deposit limits)
Tools that provide information to learn about responsible/problem gambling

[COLUMNS]
Always
Almost always
Sometimes
Rarely
Never
Not applicable to me
Don't know/Refused

42. For you personally, how useful are the tools mentioned in the previous question that allow you to manage your online gambling?
Select one response.

Very useful
Somewhat useful
Not very useful
Not at all useful
Don't know/Refused

43. What is your usual approach when you do set limits for things like time and money for ONLINE gambling?
Select one response.

I set to the MAXIMUM allowed
I set a limit that is a LOT MORE than I plan to spend
I set a limit that is a LITTLE MORE than I plan to spend
I set a limit that is CLOSE TO the amount I plan to spend
I set a limit that is LOWER THAN the amount I plan to spend
Don't know/Refused/Not applicable

44. Have you ever asked for your ONLINE account to be blocked so that you can take a break from online gambling?
Select one response.

Yes, for a few weeks or more
Yes, for 1-2 weeks
Yes, for a few days or less
No
Don't know/Refused

Positive Play Index Pre-Commitment and Literacy

45. In the last **month (30 days)**, have you participated in any gambling activities?
Select one response.

Yes
No
Don't know/Refused

[IF NO/DON'T KNOW, SKIP TO Q48 – ELSE, CONTINUE]

46. Thinking about your gambling over the last **month (30 days)**, please answer the following questions. In the last month (30 days) …
Select one response per row. Please use a scale where 1 means Never and 7 means Always.

[ROWS – RANDOMIZE]
I only gambled with MONEY that I could afford to lose.
I only spent TIME gambling that I could afford to spend.
I considered the amount of MONEY I was willing to lose BEFORE I gambled.
I considered the amount of TIME I was willing to spend BEFORE I gambled.

[COLUMNS]
1 – Never
2
3
4
5
6
7 – Always

47. How much do you agree with the following statements? I believe that …
Select one response per row. Please use a scale where 1 means Strongly Disagree and 7 means Strongly Agree.

[ROWS – RANDOMIZE]
Gambling is not a good way to make money.
My chances of winning get better after I have lost.
If I gamble more often, it will help me to win more than I lose.

[COLUMNS]
1 – Strongly Disagree
2
3
4
5
6
7 – Strongly Agree

Assistance Questions

48. Prior to today, were you aware of the following?
Select one response per row.

[ROWS]
That there is a toll-free problem gambling help line in British Columbia?
That the BC provincial government provides problem gambling counselling services that are available free of charge?

[COLUMNS]
Yes
No

49. Which of the following programs or initiatives promoting or encouraging responsible gambling in BC are you aware of?
Select all that apply.

[RANDOMIZE]
GameSense, a program that educates and reminds people about how to keep gambling safe and fun [KEEP WITH NEXT STATEMENT]
GameSense Info Centres, kiosks found at casinos in BC and Chances/community gaming centres that have information on how to keep gambling safe and fun [KEEP WITH PREVIOUS STATEMENT]
Reminders to play responsibly at retail locations that sell lottery tickets or games
Reminders to play responsibly on PlayNow.com, BCLC's internet gambling website, or on bclc.com
A voluntary self-exclusion program which offers players the option to exclude themselves from entering any BC gambling venue, or accessing BCLC's internet gambling site
Staff onsite at casinos in BC, who are trained to provide information on how to keep gambling safe and fun
The toll-free Problem Gambling/BC GAM Info Line
Advertising materials that remind people about responsible gambling
Availability of free counseling for those that need help
Brochures that provide information on odds and how games work [ALWAYS SECOND LAST OR THIRD LAST]
Reminders to play responsibly located throughout casinos in BC and Chances/community gaming centres [ALWAYS SECOND LAST OR THIRD LAST]
None of the above [EXCLUSIVE, LEAVE LAST]

[IF PAST YEAR ONLINE GAMBLER, CONTINUE – ELSE, SKIP TO BEFORE Q51]

50. There are several online tools that block access to online gambling. These tools are used to prevent underage gambling, gambling in schools as well as the workplace and to assist those who are unable to control their gambling.

    Would you personally consider using this type of service?
Select one response.

I have used this type of service

I would consider using this type of service
I would not consider using this type of service
Don't know/Refused

Demographics [ASK OF ALL RESPONDENTS]
The last few questions are to help us segment the responses.

51. Which of the following best describes your enrollment in BCLC's Voluntary Self Exclusion program? [ADD HYPERLINK TO BCLC'S VOLUNTARY SELF EXCLUSION: https://www.gamesense.com/support/voluntary-self-exclusion.html]

Select one response.

I have never enrolled in BCLC's Voluntary Self-Exclusion program
I am currently enrolled in BCLC's Voluntary Self-Exclusion program
I was enrolled in BCLC's Voluntary Self-Exclusion program in the past
Don't know/Refused

52. Ethnicity

CAETHN4. Some questions can be sensitive in nature. We would like to remind you that your participation is strictly voluntary and that your responses are used for research purposes only. A "Prefer not to answer" option is available for you to select, if the case. What were the ethnic or cultural origins of your ancestors? An ancestor is usually more distant than a grandparent.

53. Education

CAEDU2. What is the highest degree or level of school you have completed?

Select only one

- _1 Primary school or less
- _2 Some high school
- _3 Graduated high school
- _4 Some college / CEGEP / Trade School
- _5 Graduated from college / CEGEP / Trade School
- _6 Some university, but did not finish
- _7 University undergraduate degree
- _8 University graduate degree

54. Marital status

USMAR2. What is your marital status?

Select only one

- _1 Single, never married
- _2 Living with partner
- _3 Married
- _4 Widowed
- _5 Divorced or separated

55. Employment

EMP01_. What is your current employment status?

Select only one

- _1 Employed full-time
- _2 Employed part-time
- _3 Self employed
- _4 Unemployed but looking for a job
- _5 Unemployed and not looking for a job/Long-term sick or disabled
- _6 Full-time parent, homemaker
- _7 Retired
- _8 Student/Pupil
- _9 Military
- _10 Prefer not to answer
- _11 N/A
- _12 N/A

56. Kids in household
KIDS02. How many children under the age of 18 are living in your household? Please reference only the children for which you are the parent or legal guardian. (If there are no children under 18 in your household, please type 0)

57. Household income
USHHI3. Please indicate your annual household income before taxes.

Future Research Permission
From time to time, we ask people if they would be willing to do follow up research with us, in the form of short surveys, interviews or as a discussion group either in person or online. In these discussions, we gather a group of people to talk or chat about issues that are of interest to them. This is not a sales offer and we DO NOT try to sell you anything. There is also an incentive offered for your participation.

By agreeing to this, you are not guaranteed to be contacted. We would just like to add your name to a list of potential contacts. This information will be retained for 24 months. Would you be interested in participating in any future research studies (on this topic only) and providing your name, phone number and email address?

I agree
No thank you
Don’t know/Refused/Not applicable

[MUST COMPLETE NAME AND AT LEAST ONE ADDITIONAL FIELD – NEW SCREEN IF CODE 1 “I agree” SELECTED]

Thank you for agreeing to be contacted should we conduct follow-up research. Please provide your contact information below.

Name:
Day phone #:
Evening phone #:
Email address:

Ipsos