

Backgrounder

7th Annual National Gaming Monitor

Introduction

Canadian attitudes and views continue to evolve when it comes to the topic of gaming and its impact. Over the past several years, gaming has grown in terms of product offerings, economic benefits, responsible gaming programs, and government policy and regulation. Canadians actively participate in gaming and governments benefit from the revenue and spin-off economic impact that accompanies legalized gaming.

In 2006, the Canadian Gaming Association (CGA) initiated the first National Gaming Monitor. The Monitor is a national survey of Canadians which benchmarks values, attitudes and support for gaming in their communities, their provinces and the country. It measures attitudes and beliefs towards economic benefits, responsible gaming, operator integrity, problem gaming, government regulation and expansion of facilities.

In this, the second year for the National Gaming Monitor, there is a clear consistency in the results. Year over year, the monitor will provide a clear benchmark to see how perceptions, attitudes and behaviours change concerning:

- Gaming and its place in society
- Participation in gaming activities
- Gaming as a form of entertainment
- The financial and social outcomes of gambling
- Identifying problem gaming
- Addressing problem gaming

Methodology

This research consisted of a telephone survey administered to a random sample of Canadian households. More than 6,500 households were contacted, with a sample size of 1000 completed interviews. The representativeness margin of error is +/- 3.1% (95% out of 20). Data collection took place between February 10, 2007 and March 10, 2007. The research was managed and executed by PRG Consulting Ltd., a Waterloo, Ontario based market research and data intelligence company.

Summary of Key Findings

Throughout the course of this research, some key findings have emerged. Nearly half of all Canadians surveyed indicated that their main reason for gambling was enjoyment. When asked directly if they bet gambling was fun, over half of respondents agreed.

It is clear the majority of Canadians gamble. They do so because they enjoy it, and do so responsibly. Over three quarters of those surveyed reported that they either always or often go to a gaming facility with a pre-determined amount of money that they are willing to spend strictly for gaming purposes, and that they stick to the budget.

Another significant finding concerns the perceived lack of industry investment into programs that address problem gaming. The Canadian gaming industry could do more to help those who are struggling with problem gaming through contributions to governments and charities that are other than the usual 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