

# Liquor and Gambling in Manitoba

June 2014



Liquor and Gaming  
Authority of Manitoba

[www.LGManitoba.ca](http://www.LGManitoba.ca)

## EXECUTIVE SUMMARY

The new Liquor and Gaming Authority of Manitoba (LGA) requires a comprehensive and accurate picture of alcohol use and gambling in Manitoba to inform its operational and social responsibility initiatives. In preparation for the creation of the LGA, the Manitoba Gaming Control Commission (MGCC) conducted this province-wide survey of 1,200 adult Manitobans in spring 2013 to gather information about their alcohol and gambling knowledge and behaviours. The MGCC previously conducted a province-wide gambling survey in the *Manitobans and Gambling* series every three years since 2004, and added questions to this survey in 2013 to begin building a base of knowledge about alcohol.

The results show that the majority of Manitobans both drink alcohol and gamble. Nearly 80% of Manitobans reported drinking alcohol in the past year, motivated primarily by social reasons. Most Manitobans were able to identify aspects of responsible drinking and most use at least one responsible drinking strategy to protect themselves when consuming alcohol. Pre-planning transportation, for example by calling a taxi or having a designated driver when intoxicated, is the most popular responsible drinking strategy. Despite the high use of these strategies, the results show that many Manitobans regularly exceeded national low-risk drinking guidelines that advise Canadians to limit how much alcohol they consume on a weekly basis and on any single occasion. These results will serve as benchmarks to measure the success of the LGA's future public education initiatives.

Comparing the findings of this study to those of the earlier *Manitobans and Gambling* studies (2004, 2007, 2010) shows that gambling participation in Manitoba is quite stable. Nearly 80% of Manitobans reported gambling in the past year. The most popular forms of gambling have not changed since 2004 and betting money online continues to be the least popular gambling activity in the province. The results show that Manitobans gamble mainly for entertainment and fun, and that the majority of Manitobans' gambling behaviour indicates that they are not at risk of experiencing harm. Further, the rates of problem gambling have remained stable since the last available measures. This may be because most Manitobans always set limits when gambling, as was the case when this was last measured in 2010.

These results will be used to inform the LGA's responsible drinking and responsible gambling initiatives, as well as its more traditional regulatory activities. The survey will be repeated next in 2016, as collecting similar data at different time points will allow the LGA to chronicle the changing impact of its social responsibility initiatives and to monitor the evolution of Manitobans' alcohol- and gambling-related knowledge and behaviours.

## RESULTS

This report is intended for the LGA's broad stakeholders, including government policymakers, liquor and gambling regulators and operators, and the general public of Manitoba. As such, it does not present test statistics or statistical significance levels, although readers with an interest in research are welcome to contact the LGA for these details. All relationships presented in this report are statistically significant, with p-values less than .01. Appendix A provides methodological information about the study.

### LIQUOR

#### WHO DRINKS IN MANITOBA?

The survey began by asking participants how often they drank alcoholic beverages in the past 12 months. An 'alcoholic beverage' was defined for participants as either:

- one regular bottle or can of beer or one glass of draft;
- one glass of wine or one wine cooler; or
- one straight or mixed drink with 1.5 ounces of liquor.

Using this definition, 79.3% of Manitobans reported drinking alcoholic beverages in the past 12 months. Although this is the first time that the survey measured alcohol consumption, this is similar to the statistic from the most recent Canadian Alcohol and Drug Use Monitoring Survey, which classified 77.8% of Manitobans as past-year drinkers, consistent with the proportion of past-year drinkers in other provinces (Health Canada, 2011). Most of the participants who drank alcohol reported doing so two to three times a week or less, as shown in Table 1. Beer and wine were the most commonly consumed beverages. In the past year, of those who drank:

- 67.5% drank beer
- 63.2% drank wine
- 55.5% drank mixed drinks or cocktails
- 30.8% drank straight liquor
- 25.6% drank coolers
- 24.7% drank shots
- 1.6% drank other alcoholic beverages, such as liqueurs and cider

**Table 1** Drinking frequency

	Never	Less than once a month	Once a month	2-3 times a month	Once a week	2-3 times a week	4-6 times a week	Every day
<b>How often did you drink alcoholic beverages during the past 12 months?</b>	20.7%	17.7%	10.4%	17.7%	12.0%	12.9%	6.1%	2.5%

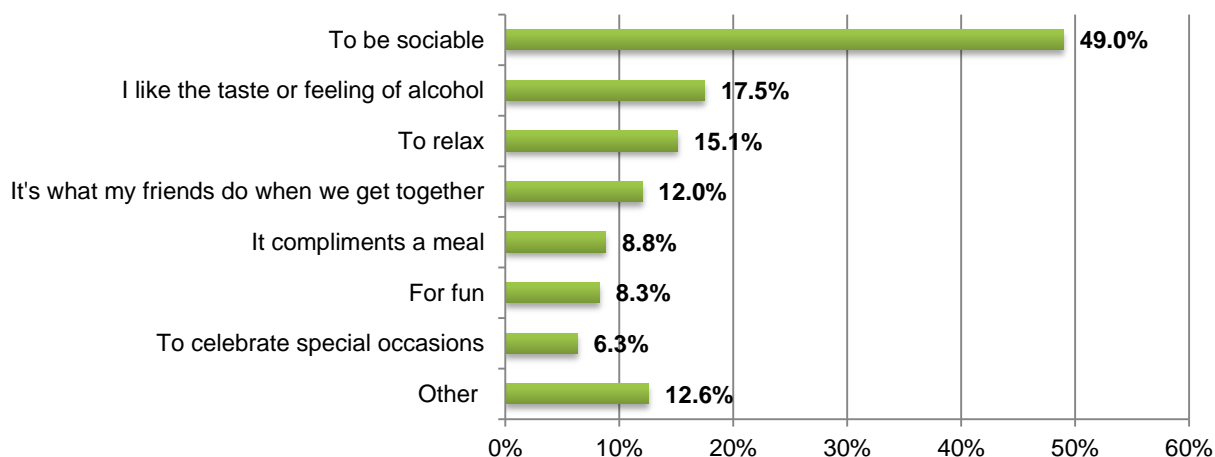
Some demographic groups reported more frequent drinking than others, although these differences are small. In particular, people living in Winnipeg and Northern Manitoba reported slightly more frequent drinking than those living in Brandon and Southern Manitoba. Age has an inverse relationship with drinking frequency; that is, Manitobans in younger age categories

reported drinking more than older participants. Household income and educational achievement have a direct relationship; that is, people with higher household incomes or more years of schooling reported more drinking than those with lower incomes and less schooling. Students and employed participants also reported drinking more than those who are retired, homemakers, unemployed or otherwise out of the labour force. Past-year drinking did not differ by gender.

## WHY DO MANITOBANS DRINK?

Participants were next asked about their reasons for drinking alcohol. First, an unprompted open-ended question asked respondents for their main motivation, to explore their top-of-mind responses. As Figure 1 shows, Manitobans drink alcohol primarily for social reasons, but also because they enjoy the feeling or taste of alcohol, or find drinking relaxing.

**Figure 1** Unprompted main reason for drinking alcohol<sup>1</sup>



Next, the survey asked Manitobans how often they drink alcohol for a series of 15 specific reasons, as shown in Table 2. This list of motives was taken from the Drinking Motives Questionnaire (Cooper, Russell, Skinner & Windle, 1992). Again, social motives were the most commonly endorsed among the three types of motives. As with gambling, the LGA hopes that a more sophisticated understanding of the motives behind alcohol consumption will allow it to tailor its educational messaging to people with different underlying reasons for drinking.

<sup>1</sup> Percentages exceed 100% due to multiple responses. The *Other* category includes responses such as “to quench thirst when it’s hot outside”, “to feel a buzz or get drunk”, “to forget worries or reduce stress”, “for health reasons”, “as part of a work event”, “out of habit”, “to cope with depression, moods or pain” and “to help sleep”.

**Table 2** Frequency of drinking motives

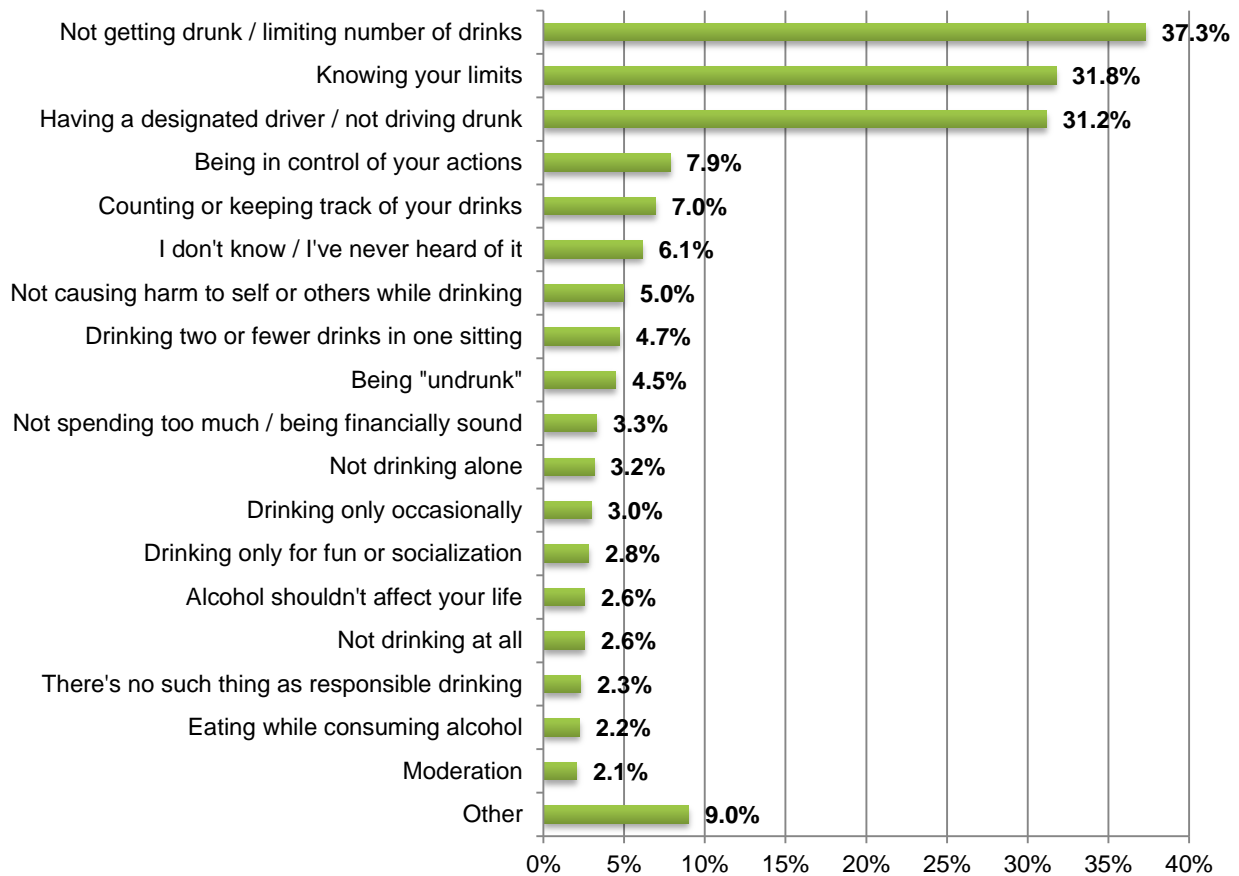
Thinking about all the times you drink, how often do you drink...	Never or almost never	Sometimes	Often	Almost always or always
<b>SOCIAL MOTIVES</b>				
To be sociable?	16.4%	46.2%	16.0%	21.3%
As a way to celebrate?	10.6%	56.7%	18.4%	14.2%
Because it makes a social gathering more enjoyable?	24.3%	48.4%	13.8%	13.5%
Because it is customary on special occasions?	24.4%	46.4%	16.1%	13.0%
Because it is what most of your friends do when you get together?	34.7%	40.6%	12.3%	12.4%
<b>ENHANCEMENT MOTIVES</b>				
Because it's fun?	35.3%	40.0%	10.2%	14.5%
Because you like the feeling?	46.0%	37.2%	8.2%	8.6%
Because it makes you feel good?	45.2%	39.8%	6.9%	8.2%
Because it's exciting?	73.4%	20.1%	2.4%	4.1%
To get high?	82.5%	12.5%	2.1%	2.9%
<b>COPING MOTIVES</b>				
To relax?	35.0%	45.9%	10.7%	8.4%
Because it helps when you feel depressed or nervous?	86.1%	10.9%	0.5%	2.5%
Because you feel more self-confident or sure of yourself?	79.8%	15.5%	2.4%	2.3%
To cheer up when you're in a bad mood?	81.1%	15.8%	1.3%	1.8%
To forget your worries?	85.3%	11.7%	1.6%	1.4%

Note: Total percentages across rows may not equal 100% due to rounding.

## DO MANITOBANS DRINK RESPONSIBLY?

As the new LGA's mandate includes promoting responsible drinking, a significant portion of the alcohol questions explored this concept in some depth with participants. Participants were first asked what it means to drink 'responsibly'. Over 90% of Manitobans were able to offer definitions that correctly identify aspects of this concept, and many participants identified several aspects of responsible consumption. As Figure 2 shows, limiting alcohol intake, knowing your limits and not driving while drunk were the most commonly mentioned aspects of responsible drinking.

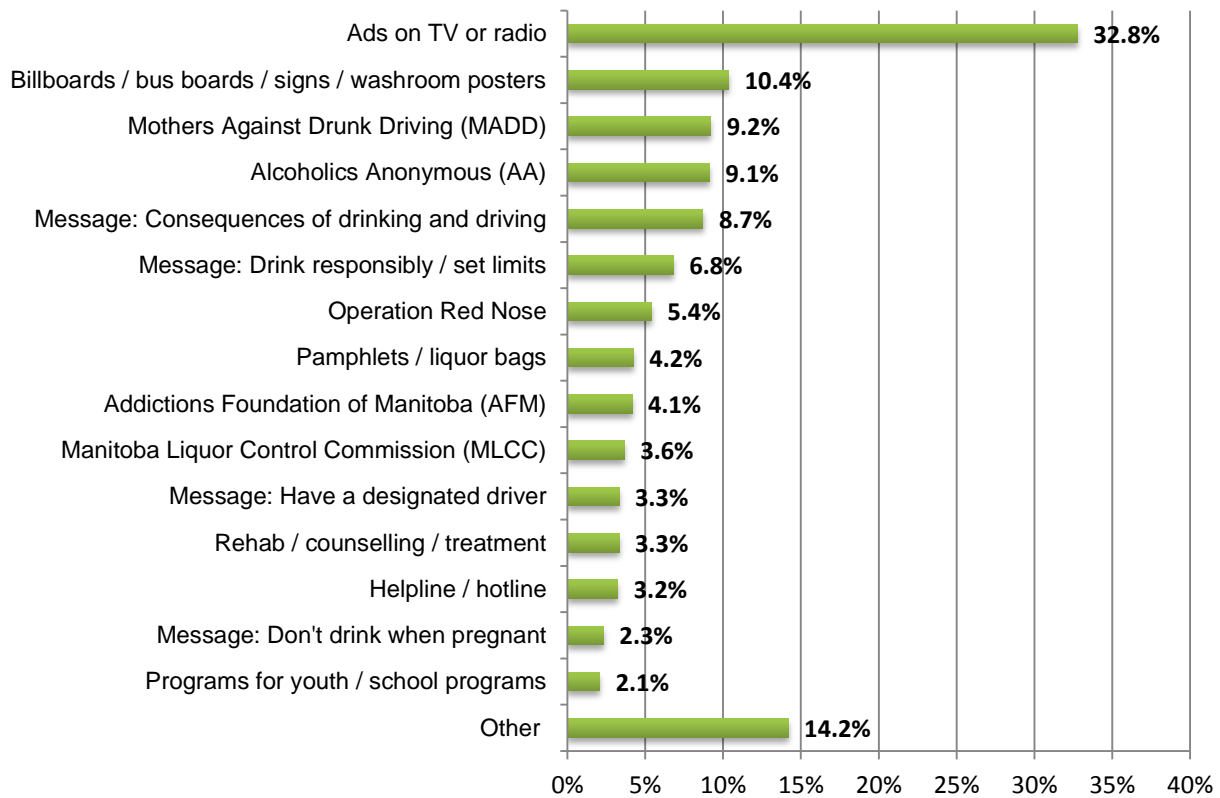
**Figure 2** Definitions of responsible drinking<sup>2</sup>



Although promoting the responsible consumption of alcohol is a new regulatory responsibility for the LGA, many tools and resources have been available from other organizations, including the Addictions Foundation of Manitoba and the former Manitoba Liquor Control Commission. Nearly three-quarters (67.8%) of Manitobans reported that they can recall seeing or hearing about tools or resources to help Manitobans drink responsibly. Although there were few demographic differences among those who could and could not recall seeing or hearing responsible consumption messages, recall was slightly higher among those with more years of education. When asked to describe the tools or resources, the majority of Manitobans said that they had seen or heard advertisements on television or the radio, as shown in Figure 3.

<sup>2</sup> Percentages exceed 100% due to multiple responses. The *Other* category includes responses such as “not drinking around children”, “drink only at home or in a safe place”, “no dependence on alcohol”, “alternating alcoholic and non-alcoholic drinks”, “planning non-drinking days” and “not drinking while pregnant”.

**Figure 3** Recall of tools or resources that promote responsible drinking<sup>3</sup>



Participants were next asked how often they use a series of strategies for responsible drinking. As Table 3 shows, pre-planning transportation is the most commonly used strategy, with nearly 70% of Manitobans reporting always calling a taxi or having a designated driver when they have been drinking. The proportion of Manitobans who use this strategy is highest among those in the 18-24 year old age group; 76.8% of these young adults report always pre-planning their transportation and another 14.8% report doing so often.

The responsible drinking strategies were analyzed to examine whether Manitobans combine multiple strategies when consuming alcohol. This analysis revealed that 87.6% of Manitobans reported always using at least one of the strategies in Table 3 when drinking alcohol. On average, Manitobans who drink reported always using 2.8 of these strategies<sup>4</sup>, and slightly more women than men report always using at least one strategy. This cannot be compared with earlier research as it is the first time these questions have been asked; however, the LGA will continue to track the use of these strategies to measure the effectiveness of its social responsibility initiatives.

<sup>3</sup> Percentages exceed 100% due to multiple responses. The *Other* category includes responses such as “messages about the effect of each drink”, “websites”, “Manitoba Public Insurance (MPI)”, “check stops / breathalyzers”, “#TAXI”, “keys program” and “government programs”.

<sup>4</sup> Median = 3.0 strategies. ‘Median’ indicates the midpoint of the responses, such that there is an equal probability of falling above or below this response. This is generally a better indication of the most common response than an average, since it is unbiased by extreme responses or outliers. For example, the median number of the series 55, 62, 76, 85, 800 is 76, but the average is 215.6.

**Table 3** Frequency of responsible drinking strategies

Do you...	No/Never	Rarely	Sometimes	Often	Always
Pre-plan your transportation, for example by planning to call a taxi or having a designated driver?	13.3%	2.6%	5.2%	10.1%	68.8%
Limit the number of drinks you have on one occasion?	11.7%	4.0%	20.4%	19.4%	44.8%
Count or keep track of the number of drinks you have?	26.5%	7.4%	13.0%	12.3%	40.8%
Refuse a drink you are offered because you don't want it?	5.7%	4.0%	32.3%	21.2%	36.8%
Make a point of eating while you drink alcohol?	11.3%	3.6%	25.6%	24.0%	35.5%
Consider your age, body weight and health when determining your limits?	50.7%	5.1%	13.1%	10.2%	20.9%
Alternate between alcoholic and non-alcoholic drinks?	30.8%	6.7%	31.3%	14.5%	16.6%
Plan non-drinking days every week to avoid developing a habit?	73.2%	2.8%	4.4%	4.5%	15.3%

Note: Total percentages across rows may not equal 100% due to rounding.

In 2011, the Canadian Centre on Substance Abuse published national low-risk alcohol drinking guidelines to help promote a culture of moderation (Butt, Beirness, Gliksman, Paradis & Stockwell, 2011). The final questions in the alcohol section of the survey examined Manitobans' awareness of the guidelines and the extent to which they follow the two guidelines that apply to all Canadians. These are:

- **Weekly drinking guideline:** Reduce the long-term health risks associated with alcohol consumption by drinking no more than 10 (for women) or 15 (for men) alcoholic beverages per week; and
- **Special occasion drinking guideline:** Reduce acute risks associated with alcohol consumption by drinking no more than three (for women) or four (for men) alcoholic beverages on any single occasion.

The results indicate that Manitobans lack awareness of these guidelines. Only 6.1% of Manitobans recalled ever hearing or seeing the guidelines, with no demographic groups more or less likely to recall them. As Tables 4 and 5 show, many Manitobans reported drinking in excess of the low-risk alcohol drinking guidelines. Among Manitobans who drank the past year, 35.9% exceeded the weekly drinking guideline and 62.3% exceeded the special occasion drinking guideline. Still, as the Tables show, the majority of people who exceed these low-risk alcohol drinking guidelines report doing so infrequently, between one and five times a year.

**Table 4** Exceeded weekly drinking guideline (among those who drank alcohol in the past year)

	Never	1-5 times a year	6-11 times a year	Once a month	2-3 times a month	Every week
<b>All past-year drinkers</b>	64.1%	17.2%	4.4%	5.7%	4.8%	3.8%
<b>Men: 15 or more drinks</b>	59.1%	17.4%	4.2%	6.8%	6.9%	5.6%
<b>Women: 10 or more drinks</b>	68.8%	17.0%	4.6%	4.7%	2.8%	2.1%

Note: Total percentages across rows may not equal 100% due to rounding.



**Table 5** Exceeded special occasion drinking guideline (among those who drank alcohol in the past year)

	Never	1-5 times a year	6-11 times a year	Once a month	2-3 times a month	Once a week	2-3 times a week	4 or more times a week
<b>All past-year drinkers</b>	37.7%	25.1%	6.4%	10.0%	10.1%	5.9%	2.8%	1.9%
<b>Men: More than 4 drinks</b>	30.5%	22.7%	6.8%	11.2%	12.6%	9.1%	4.0%	3.0%
<b>Women: More than 3 drinks</b>	44.8%	27.5%	5.9%	8.9%	7.6%	2.7%	1.6%	0.9%

Note: Total percentages across rows may not equal 100% due to rounding.

People who never exceeded the special occasion drinking guideline were very unlikely to have ever exceeded the weekly drinking guideline. More men than women reported exceeding both guidelines, and exceeding them more frequently. Age was inversely related to following the guidelines; that is, Manitobans in younger age categories exceeded both guidelines more than older participants. The LGA will use this information to tailor its educational messaging to Manitobans who drink at higher-risk levels and will measure the effectiveness of its public education campaigns by continuing to track the number of Manitobans who exceed these guidelines.

## GAMBLING

### WHO GAMBLES IN MANITOBA?

This section of the survey began by asking participants how often they gamble on specific activities; results are presented in Table 6. The relative popularity of gambling activities and the average frequency of participation have remained nearly unchanged from 2010. Buying charity raffle or fundraising tickets remains the most popular form of gambling in the province; 51.6% of Manitobans reported that they purchase these tickets at least once a year (61.8% in 2010). Buying lottery or instant win tickets and playing electronic gaming machines (i.e., slot machines and VLTs) are other popular gambling activities.

Online gambling remains the least popular reported form of gambling, as only 1.4% of Manitobans reported that they bet money online at least once a year (2.3% in 2010). Of those who gamble online, most (66.7%) played poker, with fewer playing online slot machines, table games or sports betting. For comparison, the MGCC began in 2010 to monitor the extent to which Manitobans play poker or casino games on free Internet sites without wagering real money, which is not considered gambling. As Table 6 shows, 13.7% of participants played on free sites at least once a year (same in 2010). It is not clear whether this interest will lead to an increase in online gambling over time. At this point, only a small minority (4.2%) of the participants who played on free sites also gambled online.

**Table 6** Participation in specific gambling activities (highlighted activity is not considered gambling)

	Never	Less than once a year	1 – 11 times per year	1 - 3 times per month	Once a week or more
Buying charity raffle or fundraising tickets, including charity lotteries and charity breakopens	34.0%	14.4%	42.4%	7.9%	1.3%
Buying lottery, instant win or scratch tickets at lottery kiosks or through subscriptions	38.7%	6.0%	24.8%	17.1%	13.3%
Playing slot machines at a casino	65.0%	7.6%	19.3%	6.5%	1.7%
Playing VLTs at a bar, lounge or racetrack	74.0%	5.0%	13.9%	5.6%	1.4%
Playing poker for money at home with friends or family	78.2%	4.6%	13.1%	2.5%	1.6%
Playing sports lotteries like Sport Select or betting on sports pools	83.7%	5.0%	7.0%	2.5%	1.8%
Playing poker or casino games on free Internet sites without wagering any real money	83.9%	2.4%	4.2%	2.7%	6.8%
Bet money on card games, board games or games of skill such as pool, bowling or darts with friends and family	86.1%	2.8%	8.1%	1.9%	1.1%
Playing bingo for money	87.1%	2.8%	5.1%	1.8%	3.2%
Betting on horse races, whether live at the track or off-track	89.2%	4.5%	5.7%	0.5%	0.2%
Playing table games, such as blackjack and roulette, at a casino	89.8%	3.8%	5.5%	0.7%	0.2%
Playing poker for money in a bar, lounge or other public facility	95.2%	1.4%	2.0%	1.0%	0.4%
Betting money online	97.8%	0.8%	0.6%	0.4%	0.4%

Note: Total percentages across rows may not equal 100% due to rounding.

Participation levels from all gambling activities were used to divide respondents into gambler and non-gambler categories. Those who reported never participating in any of the gambling activities listed in Table 6 (i.e., not including playing on free Internet sites), or participating in up to three activities all less than once a year, were classified as ‘non-gamblers’, with the rest classified as ‘gamblers’. On this basis, 77.3% of Manitobans are gamblers. Table 7 shows the percentages of gamblers reported since the MGCC began tracking this statistic in 2004. Although it can be assumed that the number of gamblers in the province fluctuates over time, it is likely that the actual number of gamblers is more stable than Table 7 suggests, and that some of the flux before 2010 is due to slight differences in the way the information was collected.

**Table 7** Percentage of gamblers reported over time

	2004	2007	2010	2013
Manitobans classified as gamblers	94.0%	69.2%	85.3%	<b>77.3%</b>

The results presented a similar demographic picture of gamblers to the one revealed in 2010. That is, although there are demographic patterns for participation in particular gambling activities, few factors are associated with being a gambler in general. Overall gambling participation does not differ significantly by gender, age or educational achievement. There were small differences in overall gambling rates based on region, employment categories and household income. People living in Northern Manitoba reported more gambling compared with

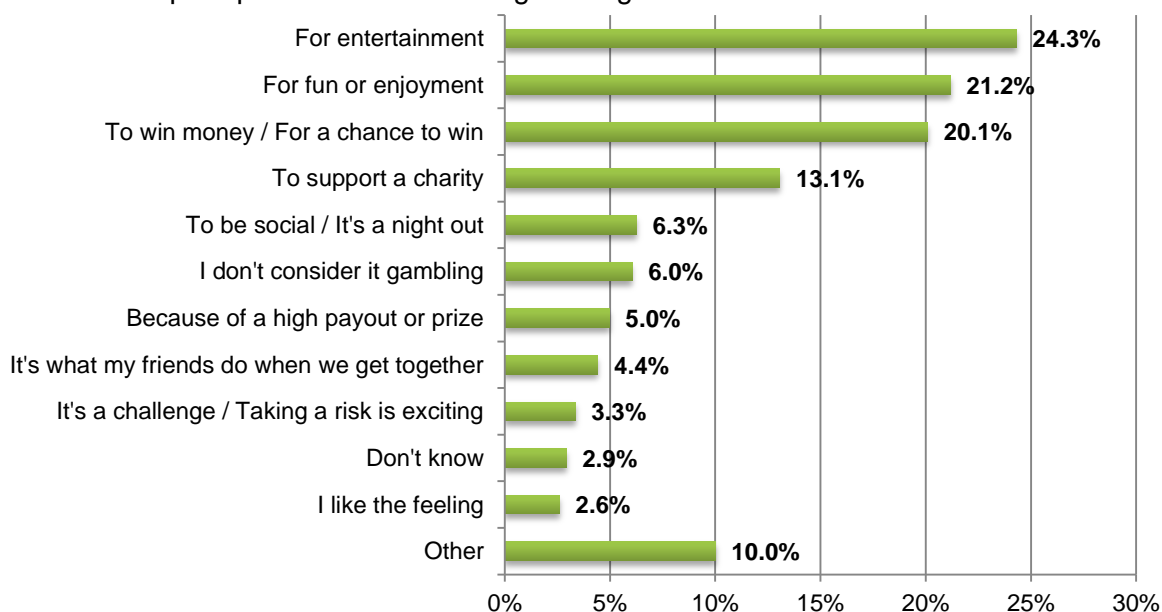
those in other areas of the province. Manitobans who are homemakers, unemployed or otherwise out of the labour force reported less gambling than those who are employed, students and retirees, and gambling increased slightly with household income. This suggests that gambling continues to be a generalized entertainment option, with most adult Manitoban demographic groups almost equally likely to participate in some form of gambling activity.

Certain games did exhibit demographic trends. Men reported more gambling than women on sports lotteries, table games and poker, both in public and at home. Manitobans in younger age groups were more likely than those in older groups to report playing sports lotteries, table games, poker and online gambling, but less likely to have gambled on charity raffles. As education and household incomes increase, Manitobans were more likely to gamble on charity raffles and to play poker at home for money, but less likely to report playing bingo.

### WHY DO MANITOBANS GAMBLE?

After learning about their participation, gamblers were asked about their reasons for gambling. First, an unprompted open-ended question asked respondents for their main reason for gambling, to explore their top-of-mind responses. As Figure 4 shows, Manitobans gamble mainly for entertainment and fun, followed by the chance to win money.

**Figure 4** Unprompted main reason for gambling<sup>5</sup>



Manitobans were next asked how often they gamble for a series of specific reasons, as shown in Table 8. The first fifteen motives in the table were taken from the Gambling Motives Questionnaire (GMQ, Stewart & Zack, 2008). The additional four questions are part of the

<sup>5</sup> Percentages exceed 100% due to multiple responses. The *Other* category includes responses such as, “it’s something to do on special occasions”, “to relax”, to earn money”, “out of curiosity” and “to feel more self-confident or sure of myself”.

GMQ-F (Dechant, in press), which was developed by the MGCC to incorporate financial reasons for gambling into the GMQ. The MGCC had a longstanding interest in examining how financial motives fit within the broader model of gambling motives, and the LGA hopes that a more sophisticated understanding of the motives behind gambling will eventually allow it to tailor its educational messaging to people who gamble for different reasons. Table 8 shows that, as in 2010, gambling for fun and to win money were the most commonly endorsed motives for gambling. Few Manitobans reported gambling to earn money or gambling to cope with depression, a lack of self-confidence or bad moods.

**Table 8** Frequency of gambling motives

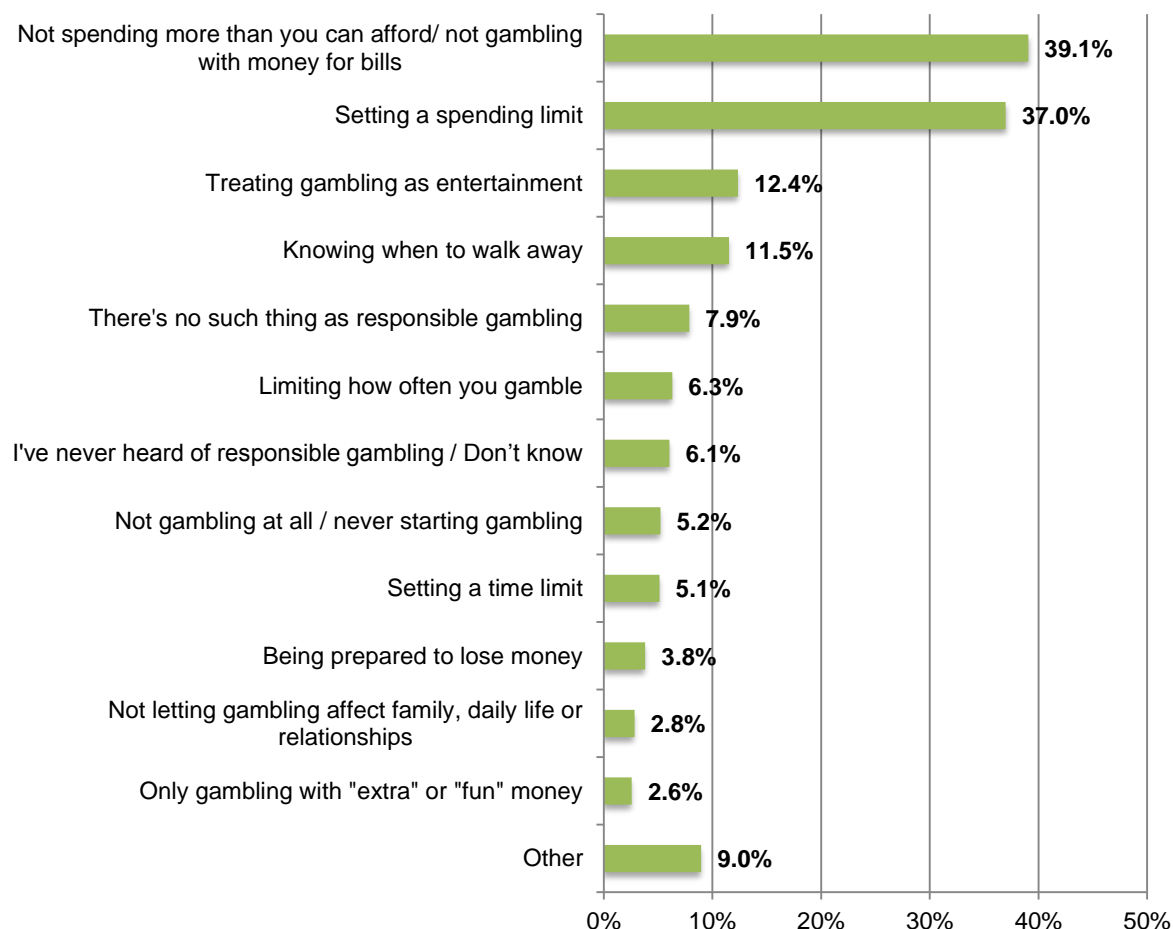
Thinking about all the times you gamble, how often do you gamble...	Never or almost never	Sometimes	Often	Almost always or always
<b>SOCIAL MOTIVES (GMQ)</b>				
Because it's something you do on special occasions?	56.0%	33.9%	5.1%	5.0%
To be sociable?	59.1%	30.6%	2.8%	7.5%
Because it makes a social gathering more enjoyable?	66.4%	25.6%	2.9%	5.0%
Because it is what most of your friends do when you get together?	77.7%	17.7%	2.0%	2.6%
As a way to celebrate?	79.3%	17.2%	1.9%	1.5%
<b>ENHANCEMENT MOTIVES (GMQ)</b>				
Because it's fun?	36.0%	34.0%	8.9%	21.1%
Because it's exciting?	55.1%	31.6%	5.6%	7.7%
Because you like the feeling?	68.7%	22.7%	2.6%	6.0%
Because it makes you feel good?	70.2%	24.0%	1.8%	4.1%
To get a "high" feeling?	90.7%	6.6%	0.8%	1.9%
<b>COPING MOTIVES (GMQ)</b>				
To relax?	76.0%	17.5%	3.2%	3.4%
To cheer up when you're in a bad mood?	91.1%	7.4%	0.4%	1.1%
Because you feel more self-confident or sure of yourself?	91.9%	6.0%	0.8%	1.3%
To forget your worries?	92.8%	5.7%	0.2%	1.3%
Because it helps when you feel depressed or nervous?	96.9%	2.0%	0.7%	0.5%
<b>FINANCIAL MOTIVES</b>				
To win money?	45.1%	29.7%	5.1%	20.0%
Because you enjoy thinking about what you would do if you won a jackpot?	48.3%	35.9%	5.6%	10.1%
Because winning would change your lifestyle?	64.7%	23.0%	3.4%	8.9%
To earn money?	79.9%	14.6%	1.3%	4.1%

Note: Total percentages across rows may not equal 100% due to rounding.

## DO MANITOBANS GAMBLE RESPONSIBLY?

The MGCC began to track Manitobans' understanding of responsible gambling and use of limit-setting strategies in 2007 to inform its social responsibility initiatives. To explore Manitobans' understanding of gambling behaviours, respondents were asked what it means to them to gamble 'responsibly'. As Figure 5 illustrates, the majority of respondents correctly identified aspects of responsible gambling. Manitobans' perceptions of responsible gambling are consistent over time: the two most commonly mentioned aspects of responsible gambling (i.e., keeping gambling affordable and setting a spending limit) are the same as the top items identified in 2007 and 2010.

**Figure 5** Definitions of responsible gambling<sup>6</sup>



<sup>6</sup> Percentages exceed 100% due to multiple responses. The "Other" category includes responses such as "not getting hooked or addicted", "not borrowing money to gamble", "not relying on gambling for income", "understanding the risks of gambling and signs of problem gambling" and "only gambling when it benefits charities".

Gamblers were next asked about whether and how they limit their gambling. Respondents were asked about four different kinds of limits:

- **Duration limits:** Do you set a limit on how long you play?
- **Frequency limits:** Do you limit how often you gamble?
- **Spending limits:** Do you set a spending limit or budget where you decide in advance the maximum amount you'll spend gambling?
- **Fund access limits:** Do you limit your available cash, for example, by leaving debit cards at home or by stopping play when you run out of cash?

Figure 6 shows that setting a spending limit was the most common strategy used by Manitobans to gamble responsibly, as in past years, though fund access limits have become nearly as popular. There were no material changes in these statistics since 2010. As in previous years, analysis revealed few patterns among people who limit their gambling. People in younger age groups were more likely to limit their access to funds. People with higher levels of education were more likely to limit their access to funds and to set spending limits.

Respondents who reported setting limits were asked additional questions about their average limits and how often they stick to these limits. Those who limit the duration of their gambling reported an average limit of one hour and five minutes of play<sup>7</sup> and 58.8% reported always sticking to their duration limits. Those who set frequency limits reported an average limit of 5.9 gambling sessions per month<sup>8</sup> and 76.6% reported always sticking to their limits. Even more (81.5%) reported always sticking to their spending limit; the average spending limit was \$53.44 per gambling session<sup>9</sup>. These statistics were unchanged from 2010.

The limit-setting strategies were examined to determine whether Manitobans combine multiple strategies to gamble responsibly. This analysis revealed that 26.4% of Manitobans did not use any limit-setting strategies. This is higher than in 2010, when just 19.5% of Manitobans reported not setting any limits, but has decreased since 2007, when 36.0% of Manitobans reported not using any strategies. On average, Manitobans who gamble always used 1.7 limit-setting strategies<sup>10</sup>. There were no demographic associations between always setting at least one limit and gender, region, or income, employment and educational categories; however, limit-setting did vary across age categories, in that more 18 to 24 year old Manitobans reported always setting a limit, compared with all other age groups.

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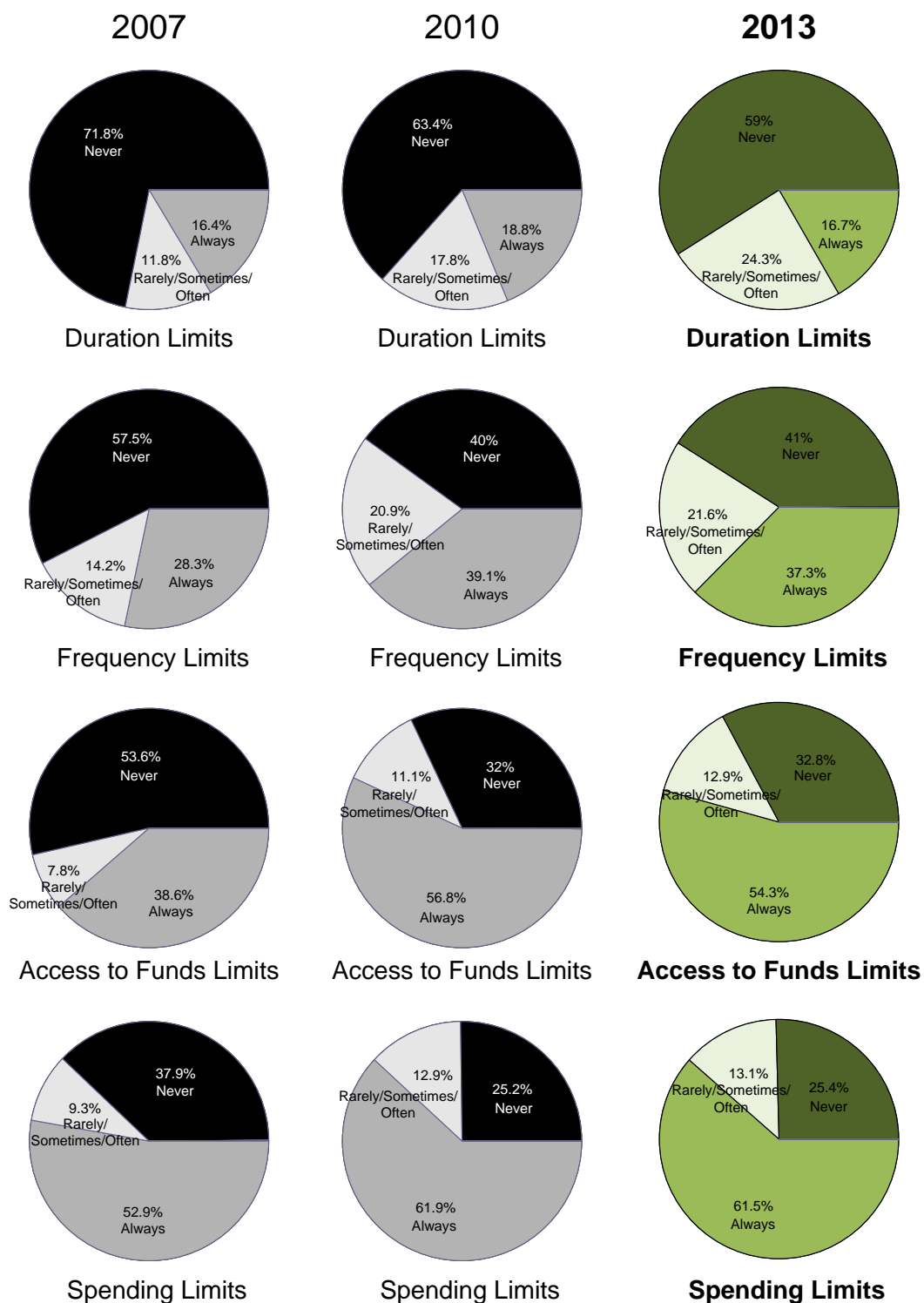
<sup>7</sup> Median = 60 minutes

<sup>8</sup> Median = twelve sessions per year

<sup>9</sup> Median = \$20.00 per session

<sup>10</sup> Median = 2.0 strategies

**Figure 6** Use of four limit-setting strategies

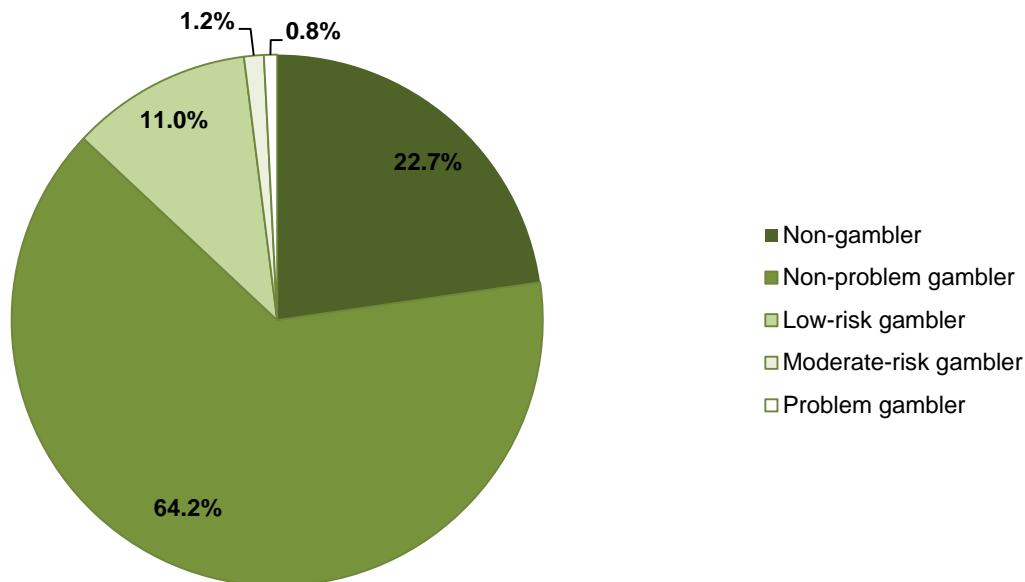


Note: Total percentages in each pie chart may not equal 100% due to rounding.

For the first time in this survey, the MGCC included questions from the Canadian Problem Gambling Index (CPGI, Ferris & Wynne, 2001) to measure the prevalence of gambling-related harm, including problem gambling. Accurate data about the distribution of gambling- and liquor-

related harm in the population will be necessary for the LGA to develop effective public education initiatives, and the CPGI is a validated tool to measure the proportion of Manitobans who gamble at risky levels. As shown in Figure 7, the vast majority of Manitobans (86.9%) either do not gamble or their gambling behaviour does not indicate that they are at any risk of experiencing harm. 11.0% of Manitobans reported behaviours suggesting that they are at low-risk of experiencing gambling-related harm, and 1.2% reported behaviours suggesting moderate risk levels. 0.8% of Manitobans reported behaviours that classify them as problem gamblers.

**Figure 7** PGSI risk levels



Note: Total pie chart percentage chart may not equal 100% due to rounding.

Although this is the first time that the MGCC included the CPGI questions, rates of problem gambling prevalence in Manitoba have been measured previously. Most recently, these rates were measured in 2006 by the Addictions Foundation of Manitoba (Lemaire, MacKay & Patton, 2007), which found that 9.6% of gamblers were at low risk of experiencing harm, 4.7% were gambling at moderate risk levels and 1.4% were classified as problem gamblers. The current rates are actually much more stable than this comparison suggests, as the instructions for calculating low-risk and moderate-risk groups were changed in 2010 (Currie, Casey & Hodgins, 2010).<sup>11</sup>

These results indicate that rates of problem gambling have remained stable since the last available measures. Although there were no relationships between gender, age, region or employment categories and gambling risk levels, risk levels did have small inverse correlations with education and household income. That is, gambling risk decreases with rising education

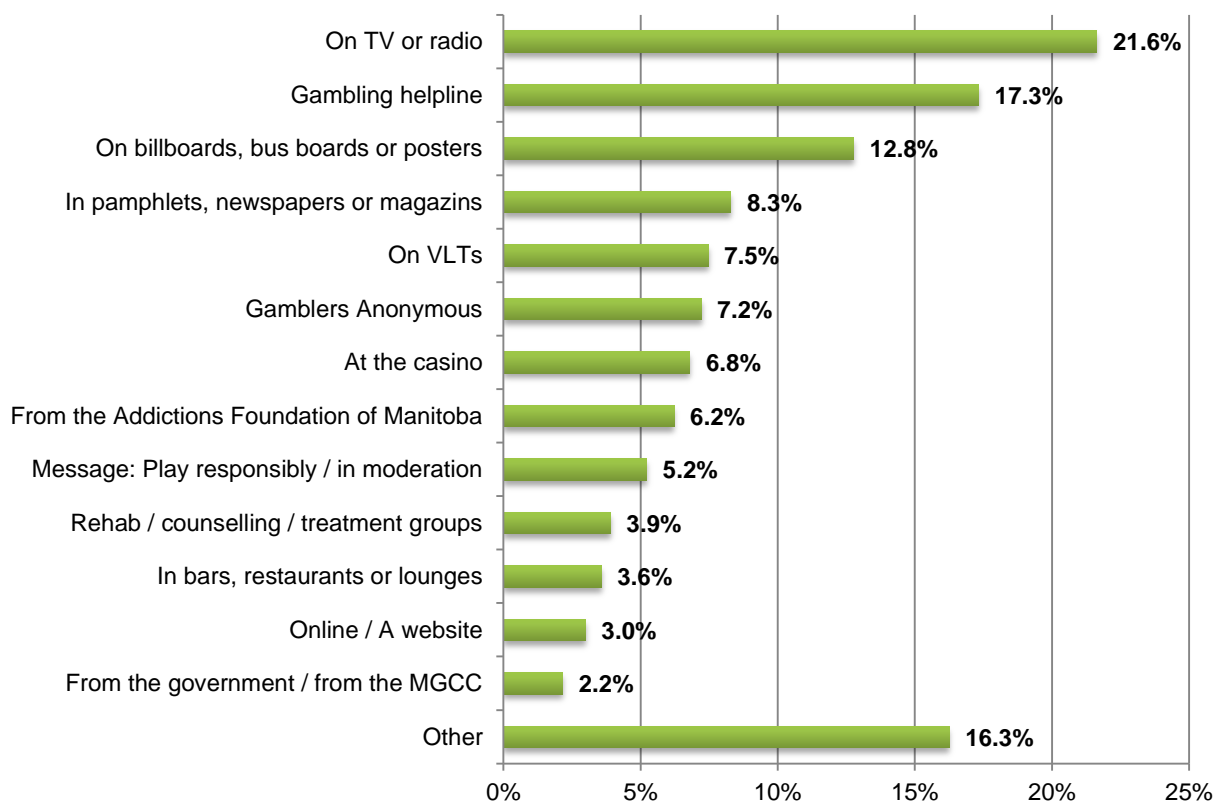
<sup>11</sup> For comparison's sake, rates for the current study would be 7.6% of low-risk gamblers and 4.6% moderate risk gamblers using the old calculation methods, nearly identical to the results from the earlier study. The rates of problem gambling can be compared directly to the earlier study, as the instructions for calculating this group have remained unchanged.



and with rising income. The results also indicate that Manitobans lack a general awareness of the extent of problem gambling. When asked what they think the rate is, Manitobans' average estimate was that 30.6% of people in the province have gambling problems, nearly 40 times the actual rate.

Finally, participants were asked about their recall of tools or resources available to promote responsible gambling. Overall, 72.7% of participants recalled seeing or hearing about tools or resources; however, when asked about two specific tools, just 6.4% of participants recalled seeing the Cost of Play Calculator Wheel in Manitoba's bars or lounges and even fewer (3.2%) recalled ever seeing or hearing about the Gambling Log App for Android phones. The majority of those who reported general recall said that they had seen or heard advertisements on television or radio, as shown in Figure 8. General recall was slightly higher among those with more years of education and with higher household incomes.

**Figure 8** Recall of responsible gambling tools or resources<sup>12</sup>



<sup>12</sup> Percentages exceed 100% due to multiple responses. The *Other* category includes responses such as, “workplace programs”, “messages to set limits”, “messages to keep it a game”, “options for time limits on machines”, “information at lottery kiosks”, “casino self-exclusion”, “casino information centres”, “in washrooms”, “from Manitoba Lotteries” and “on the backs of tickets”.

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## ACKNOWLEDGEMENTS

The LGA is grateful to the Manitobans who participated in this research and acknowledges Prairie Research Associates' skilled data collection.

## APPENDIX A: METHODOLOGY

The MGCC contacted Prairie Research Associates (PRA) Inc. to conduct the 15-20 minute telephone survey with a representative sample of adult Manitobans. The MGCC developed the 88-item survey instrument based on its previous studies and included new questions on alcohol use. PRA conducted a pretest with 14 participants to allow for revisions that facilitated better participant comprehension of the questions.

PRA used a stratified sampling technique to ensure the inclusion of participants from the major regions of the province – Winnipeg, Brandon, southern and northern Manitoba. The telephone survey took place over four weeks from May 29 to June 28, 2013 from PRA's call centre in Winnipeg. Multiple call attempts to non-responders varied by day of the week and time of day to ensure higher response rates.

Using the Marketing Research and Intelligence Association's calculations, the response rate for the survey is 16.0 percent. The lower response rate could be due to the average length of the survey (over 16 minutes), or the higher refusal rate of mobile phone respondents. Tables 9 and 10 outline the detailed call record and theoretical error rates based on region. Due to the stratified sampling technique, the theoretical error rate for the province is +/- 2.8%.

Where the random sample diverged from population data, weights based on the 2011 Canadian Census corrected for minor discrepancies in gender, age, and household income. Table 11 shows the demographic characteristics, comparing the weighted, un-weighted, and population data. This report presents analysis calculated with weighted data. All quantitative analysis used the SPSS 18.0 software package, including testing for any differences in participant subpopulations. Analysis involved non-parametric tests because most dataset variables consisted of nominal and ordinal measures. The MGCC acknowledges that statistical inferences to a population from a sample must be considered in relation to the power of statistical tests used. Readers should use caution when inferring the findings of this report to the population due to the ordinal and nominal-level tests conducted. Relationships presented in this report were statistically significant with p-values equaling less than 0.01. Intended for general audiences, this report does not present test statistics or specific significance levels, although interested readers are welcome to contact the LGA for these details.

**Table 9** Call Record

		N	%
<b>A</b>	<b>Total numbers attempted</b>	<b>26,860</b>	<b>100%</b>
1.	Not in service	5,612	21%
2.	Fax	307	1%
3.	Business	130	<1%
	Remaining	20,811	77%
<b>B</b>	<b>Total eligible numbers</b>	<b>20,811</b>	<b>100%</b>
4.	Busy	490	2%
5.	Answering machines	5,158	25%
6.	No answer	3,854	19%
7/8.	Language/illness/incapability	515	2%
9.	Selected/eligible respondent not available	598	3%
	Remaining	10,196	49%
<b>C</b>	<b>Total asked</b>	<b>10,196</b>	<b>100%</b>
10.	Household refusal	984	10%
11.	Respondent refusal	5,847	57%
12.	Qualified respondent break off	60	<1%
	Remaining	3,305	32%
<b>D</b>	<b>Co-operative contacts</b>	<b>3,305</b>	<b>100%</b>
13.	Disqualified	2,099	64%
<b>14.</b>	<b>Completed interviews</b>	<b>1,206</b>	<b>36%</b>
	<b>Refusal rate = (10+11+12)/C</b>	<b>6,891/10,196</b>	<b>68%</b>
	<b>Response rate = (D/B)</b>	<b>3,305/20,811</b>	<b>16%</b>
	<b>Completion rate = (14/B)</b>	<b>1,206/20,811</b>	<b>6%</b>

**Table 10** Call record

Region	Population 18 and older*	Completed surveys	Error rate (+/-)
Manitoba	972,225	1,206	± 2.8%
Winnipeg	525,450	609	± 4.0%
Rural Manitoba	446,805	597	± 4.0%
Brandon	49,825	131	± 8.6%
Southern Manitoba**	351,770	319	± 5.5%
Northern Manitoba**	45,210	147	± 8.1%

\* Based on 2011 Canadian Census. Data calculated based on <https://www12.statcan.gc.ca/census-recensement/2011/dp-pd/prof/>

\*\* Southern Manitoba includes census subdivisions 1 through 10 and 12 to 20 (excluding Brandon). Northern Manitoba includes census subdivisions 21 to 23.

**Table 11** Demographic characteristics

	Population %	Unweighted sample %	Weighted sample %
<b>Region (18 and older)</b>			
Winnipeg	54.0%	50.5%	52.0%
Rural Manitoba	46.0%	49.5%	48.0%
Brandon	5.1%	10.9%	10.6%
Southern Manitoba	36.2%	26.5%	25.7%
Northern Manitoba	4.7%	12.2%	11.7%
<b>Gender (18 and older)</b>			
Female	51.4%	62.8%	51.3%
Male	48.6%	37.2%	48.7%
<b>Age (years)</b>			
18 to 24	12.7%	6.5%	13.8%
25 to 34	16.6%	10.4%	16.0%
35 to 44	16.6%	14.9%	15.4%
45 to 54	19.5%	22.2%	18.4%
55 to 64	16.1%	24.8%	16.3%
65 to 74	9.6%	14.3%	9.9%
75 and older	9.1%	6.6%	9.8%
Don't know/no response	-	0.3%	0.4%
<b>Education*</b>			
Less than high school	29.5%	8.4%	8.9%
Completed high school	26.7%	25.5%	27.5%
Some post-secondary	-	14.3%	15.8%
Completed post-secondary	43.9%	51.2%	47.2%
Don't know/no response	-	0.6%	0.6%
<b>Household income (18 and older)</b>			
Under \$20,000	7.8%	5.5%	7.0%
\$20,000 to \$30,000	9.0%	7.4%	8.1%
\$30,000 to \$50,000	22.1%	15.4%	17.7%
\$50,000 to \$80,000	28.3%	22.1%	24.1%
\$80,000 to \$100,000	12.8%	12.4%	10.7%
More than \$100,000	20.0%	21.1%	16.6%
Don't know/no response	-	16.1%	15.7%
<b>Employment status**</b>			
Employed full-time	63.6%	47.4%	48.6%
Employed part-time		14.5%	15.4%
Unemployed/not in labour force	3.7%	8.6%	8.7%
Student	32.7%	1.9%	3.2%
Retired		26.9%	23.6%
Don't know/no response	-	0.6%	0.6%

Information shown for region, gender, and age are based on 2011 census information. All other information is based on 2006 census information, as more recent information is not available from Statistics Canada.

\* Education census information is based on those 15 and older, and does not include a category for 'some post-secondary education'. 'Completed post-secondary' for the census includes the census categories: Apprenticeship or trades certificate or diploma; College, CEGEP or other non-university certificate or diploma; University certificate or diploma below the bachelor level; and University certificate, diploma or degree.

\*\* Employment status census information is based on those 15 and older. Census information does not break down employment into full- and part-time categories. The student and retired information includes students, homemakers, retired workers, seasonal workers in an off season who were not looking for work, and persons who could not work because of a long-term illness or disability.