

Ministry of Housing and Social Development
2007-2008 Public Perceptions of
BC Gaming Survey
Executive Summary Report

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BCStats



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MINISTRY OF HOUSING AND SOCIAL DEVELOPMENT 2007-2008 PUBLIC PERCEPTIONS OF B.C. GAMING SURVEY

EXECUTIVE SUMMARY

In 2007, baseline scores for public familiarity and satisfaction with the regulation and management of gaming in B.C. were established. With the addition of data from 2008, the Gaming Policy and Enforcement Branch (the Branch) is now able to measure changes in these scores against the baseline established in 2007.

KEY FINDINGS

Regulation of Gambling

- 47.4 percent of B.C. residents said they were familiar¹ with the regulation and management practices of the provincial government, compared to 42.6 percent in 2007.
- The percentage of B.C. residents satisfied² with the regulation of gambling in B.C. decreased from 30.8 percent in 2007 to 28.6 percent in 2008.

Addressing Problem Gambling

- 43.5 percent of B.C. residents said they were familiar with the efforts of the provincial government to address problem gambling in B.C., up nearly four percentage points from 2007.
- The percentage of B.C. residents satisfied with the efforts of the provincial government to address problem gambling was relatively constant (16.9% in 2007 and 17.5% in 2008).

Distribution of Revenue

- The percentage of B.C. residents familiar with the distribution of revenue from gambling stayed constant at about 36 percent (36.6% in 2007 and 36.8% in 2008).
- In 2008, 18.5 percent of B.C. residents were satisfied with the distribution of gambling revenue in the province, compared to 16.4 percent in 2007.

Overall

- Positive relationships were found between familiarity and satisfaction for all three sets of questions. The more familiar British Columbians were with the regulation and management of gambling in B.C., the more likely they were to be satisfied with the regulation and management of gambling.

¹ The term “familiar” is used to describe respondents who said they were either “somewhat” or “very familiar”.

² The term “satisfied” is used to describe respondents who said they were either “satisfied” or “very satisfied”.

Table 1: Overall Familiarity and Satisfaction Perceptions³

Overall Familiarity and Satisfaction Perceptions	2007 n=1,531	2008 n=1,627
Regulation of Gambling		
Percent familiar with regulation of gambling in B.C.	42.6	47.4
Percent satisfied with regulation of gambling in B.C.	30.8	28.6
Addressing Problem Gambling		
Percent familiar with efforts to address problem gambling in B.C.	39.6	43.5
Percent satisfied with efforts to address problem gambling in B.C.	16.9	17.5
Distribution of Revenue		
Percent familiar with distribution of revenue from gambling in B.C.	36.6	36.8
Percent satisfied with distribution of revenue from gambling in B.C.	16.4	18.5

³ The term “familiar” includes those who are “somewhat” or “very familiar” and the term “satisfied” includes those who are “somewhat” or “very satisfied”.

1.0 INTRODUCTION

The Gaming Policy and Enforcement Branch (the Branch), of the Ministry of Housing and Social Development (the Ministry), is responsible for regulating all gaming in B.C., ensuring the integrity of people and equipment involved in the gaming industry and for investigating allegations of wrongdoing. This includes regulatory oversight of the B.C. Lottery Corporation (which conducts and manages lotteries, casinos and commercial bingo halls), all gaming service providers and gaming workers, B.C.'s horse racing industry, and licensed gaming events.

Another main function of the Branch, as outlined in their 2008/09 business plan, is to manage responsible gaming programs and to manage the distribution of gaming funds to charitable organizations and communities.

In 2006, the Branch commissioned a survey to probe British Columbians' perceptions of the Branch's performance in fulfilling these goals by measuring familiarity and satisfaction with the regulation and management of gambling in the Province.

The survey was comprised of three sets of questions:

- The percentage of British Columbians surveyed who are **familiar** with the conduct of legal gambling in B.C. and the percentage who are **satisfied** with the conduct of legal gambling;
- The percentage of British Columbians surveyed who are **familiar** with how the government is addressing problem gambling in B.C. and the percentage who are **satisfied** with how the government is addressing problem gambling; and
- The percentage of British Columbians surveyed who are **familiar** with the distribution of gambling revenue in B.C. (e.g., municipal revenue sharing, economic development, charitable gambling, health care, etc.) and the percentage who are **satisfied** with the distribution of gambling revenue.

To address the needs of the Branch, BC STATS included questions provided by the Ministry in its monthly Community Health, Education and Social Services (CHESS) omnibus survey, administered to respondents throughout B.C. The 2007 results are drawn from responses gathered during the three month period: December 2006 to February 2007. The same questions were asked again during the administration of the survey the following year and the 2008 results are derived from this second data collection.

This report presents the 2007 and 2008 overall results, as well as demographic results by Health Authority region, age group, ethnicity, language, income group, education and gender. The report is organized into the following sections:

- **METHODS:** a summary of the methods used for questionnaire design, sampling, data collection and data analysis.
- **RESULTS:** an overall and demographic analysis of survey results, including regression analysis.
- **CONCLUSION:** a summary of findings.
- **APPENDICES:** a map of the demographic regions and a copy of the questionnaire.
- **ADDENDUM:** a set of detailed frequency tables.

2.0 METHODS

This section describes the design of the survey, how the survey was administered, the samples used, and how the data were analyzed.

2.1 Survey Design

Six questions were created that focus on the public's perceptions of the regulation and management of gambling in B.C. These questions were added to the standard CHESSE survey questions for administration to the general population of B.C. (see Appendix B for questionnaire).

2.2 Survey Administration

Computer assisted telephone interviewing (CATI) was used to interview respondents and collect data from December 2006 to February 2007 and then again from December 2007 to February 2008.

Respondents were informed that individual responses are kept confidential as required under Section 9 of the *Statistics Act, RSCB 1996*, and that names and personal information would not be linked to responses or comments in any of the material provided to the Branch.

2.3 Sample

The target population for the CHESSE survey is all persons 15 years of age and over living in B.C. As the survey was conducted using a sample of telephone numbers, households without telephones were excluded from the sample population. These households account for less than three percent of the target population.

There were 1,531 responses to the 2007 survey and 1,627 responses when the survey was conducted between December 2007 and February 2008. In the 2008 survey administration, the number of monthly responses ranged from 609 in December 2007, to 507 in January 2008, and 511 responses were collected in February 2008. Respondents are distributed across the demographic variables.

2.4 Margin of Error

While the overall number of responses to the 2008 survey is 1,627, the number of valid responses for a given question on the survey varies because some respondents refused to answer certain questions and others indicated that they did not know an answer. On the two key questions regarding familiarity and satisfaction with the government's efforts to regulate gaming, the number of valid responses was 1,598 and 1,309, respectively.

The margin of error was ± 2.45 percent on both of the key questions: "How familiar are you with the efforts of the provincial government to regulate gambling in B.C.?" and "How satisfied are you with the efforts of the provincial government to regulate gambling in B.C.?" This means that if this survey was repeatedly administered, between 44.95 percent and 49.85 percent of

respondents would report familiarity with the efforts of the provincial government to regulate gambling in B.C., 19 times out of 20. Between 26.15 percent and 31.05 percent of respondents would report satisfaction with the efforts of the provincial government to regulate gambling in B.C., 19 times out of 20. The margin of error is shown in Table 2.

Table 2: Margin of Error

Sample	Key Question:	Margin of Error: 95% Confidence Level	Overall Score
1,598	How familiar are you with the efforts of the provincial government to regulate gambling in B.C.?	±2.45%	47.4%
1,309	How satisfied are you with the efforts of the provincial government to regulate gambling in B.C.?	±2.45%	28.6%

3.0 RESULTS

This section of the report presents the key findings of the 2006/07 and 2007/08 *Public Perceptions of B.C. Gaming Survey*. Percentages reported in figures and tables may not add to 100 percent due to rounding.

3.1 Demographic Analysis

Upon the close of the survey, the data were arranged into frequency tables to summarize the results for each question. Table 3 presents demographic and other data for the 2007 and 2008 surveys. The table includes the total number of valid responses (*count*) returned for each question and the percentage of valid responses for each response option. The count of invalid responses (i.e., where the respondent refused to respond or answered “don’t know”) is not shown in the tables and is not calculated into the percentages.

Table 3: Key Respondent Demographics

		2007 (n=1,531)		2008 (n=1,627)	
		Count	Percent	Count	Percent
Health Authority	Fraser Health Authority	300	19.6%	310	19.1%
	Vancouver Coastal Health Authority	322	21.0%	350	21.5%
	Vancouver Island Health Authority	305	19.9%	344	21.1%
	Interior Health Authority	302	19.7%	318	19.5%
	Northern Health Authority	302	19.7%	305	18.7%
	Total	1,531	100%	1,627	100%
Gender	Male	653	42.7%	692	42.5%
	Female	878	57.3%	935	57.5%
	Total	1,531	100%	1,627	100%
Age	15-17	30	2.0%	23	1.5%
	18-24	71	4.8%	51	3.3%
	25-34	183	12.4%	168	10.9%
	35-44	307	20.8%	310	20.1%
	45-54	369	25.0%	344	22.4%
	55-64	278	18.8%	365	23.7%
	65+	237	16.1%	278	18.1%
	Total	1,475	100%	1,539	100%
Total household income (last 12 months)	less than \$15K	80	7.1%	71	5.8%
	\$15K to under \$30K	150	13.3%	178	14.5%
	\$30K to under \$45K	154	13.7%	176	14.4%
	\$45K to under \$60K	193	17.2%	214	17.5%
	\$60K to under \$80K	182	16.2%	193	15.8%
	\$80K to under \$100K	128	11.4%	142	11.6%
	\$100K to under \$120K	91	8.1%	97	7.9%
	\$120K or more	146	13.0%	153	12.5%
	Total	1,124	100%	1,224	100%

Table 3: Key Respondent Demographics (continued)

		2007 (n=1,531)		2008 (n=1,627)	
		Count	Percent	Count	Percent
Highest education level attained	No schooling	3	0.2%	0	0.0%
	Some elementary	10	0.7%	8	0.5%
	Completed elementary	17	1.1%	21	1.3%
	Some secondary	141	9.4%	137	8.6%
	Completed secondary	295	19.6%	304	19.2%
	Some community college, technical college	117	7.8%	119	7.5%
	Completed community college, technical college	292	19.4%	305	19.2%
	Some university or teacher's college	118	7.8%	134	8.5%
	Completed university or teacher's college	474	31.4%	523	33.0%
	Other education or training	41	2.7%	34	2.1%
	Total	1,508	100%	1,585	100%

Language spoken at home	English	1,419	93.0%	1,493	92.8%
	Other (Specify)	91	6.0%	102	6.3%
	Both English & French	8	0.5%	6	0.4%
	French	7	0.5%	8	0.5%
	Total	1,525	100%	1,609	100%

Ethnic background	White/Caucasian	1,021	67.7%	1,145	72.7%
	Other (Specify)	276	18.3%	238	15.1%
	Aboriginal / First Nation	79	5.2%	64	4.1%
	Chinese	64	4.2%	46	2.9%
	South Asian (e.g., East Indian, Pakistan)	29	1.9%	23	1.5%
	South East Asian (e.g., Cambodian, Vietnamese)	12	0.8%	18	1.1%
	Filipino	10	0.7%	10	0.6%
	Latin American / Hispanic	5	0.3%	5	0.3%
	Black or African	5	0.3%	7	0.4%
	West Asian (e.g., Afghan, Iranian)	3	0.2%	4	0.3%
	Japanese	2	0.1%	9	0.6%
	Korean	2	0.1%	3	0.2%
	Arab	1	0.1%	2	0.1%
	Total	1,509	100%	1,574	100%

3.2 Familiarity and Satisfaction

This survey used two key measures of assessment when evaluating public perception of gambling in B.C.; familiarity and satisfaction. In order to accurately assess levels of satisfaction, it is important to include a measure of familiarity. This allows comparisons between those who are familiar and unsatisfied versus those who are unfamiliar and unsatisfied.

Table 4 shows the scores of familiarity and satisfaction across the most recent survey months and also presents totals for 2007 and 2008. In each survey month, rates of familiarity with the regulation of gambling and the efforts of the provincial government to address problem gambling were relatively high compared with familiarity with the distribution of gambling-related revenue. With respect to satisfaction, monthly rates were consistently higher for the regulation of gambling in B.C. than for government's efforts to address problem gambling or the distribution of gambling revenue.

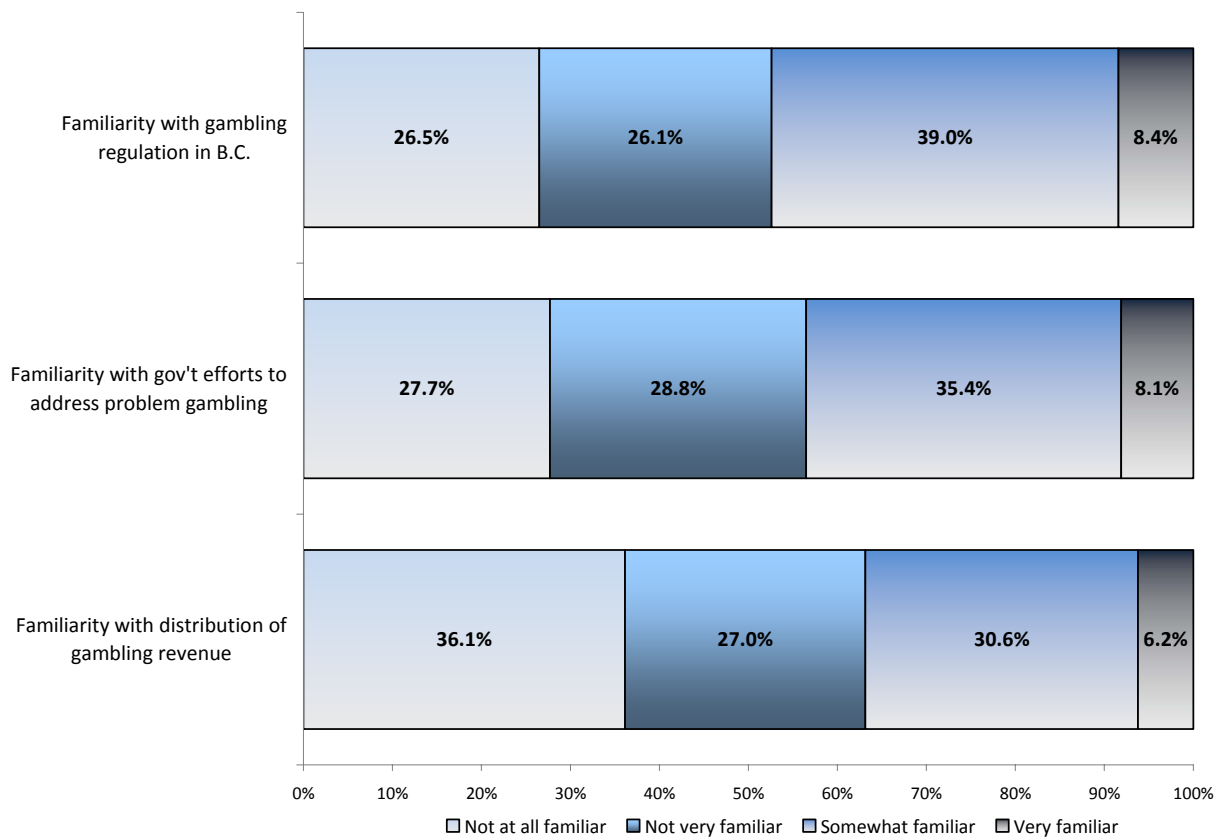
Table 4: Overall scores across survey months

Overall Perceptions	Total 2007	2008			
		Dec-07	Jan-08	Feb-08	Total 2008
Percent Somewhat Familiar or Very Familiar with regulation of gambling in B.C.	42.6	50.0	42.2	49.6	47.4
Percent Satisfied or Very Satisfied with regulation of gambling in B.C.	30.8	26.7	32.9	26.7	28.6
Percent Somewhat Familiar or Very Familiar with efforts of provincial government to address problem gambling in B.C.	39.6	44.1	42.2	44.0	43.5
Percent Satisfied or Very Satisfied with efforts of provincial government to address problem gambling in B.C.	16.9	19.3	19.0	14.3	17.5
Percent Somewhat Familiar or Very Familiar with distribution of revenue from gambling in B.C.	36.6	38.5	33.3	38.4	36.8
Percent Satisfied or Very Satisfied with distribution of revenue from gambling in B.C.	16.4	20.8	19.6	15.6	18.5

3.2.1 Familiarity with regulation and management of gambling in B.C.

Figure 1 shows the 2008 survey results for the overall familiarity of respondents with the management of gambling in B.C. In the areas of familiarity with the regulation of gambling and the efforts of the government to deal with problem gambling, the largest percentages of respondents are in the “somewhat familiar” and “not very familiar” groupings, comprising more than 60 percent of all responses to these two questions. Familiarity with the distribution of gambling revenue is the lowest of the three familiarity questions, with 36.1 percent reporting being “not at all familiar” with how gambling revenue is distributed. For all three questions, fewer than 8.5 percent of respondents consider themselves to be “very familiar” with the topic.

Figure 1: Overall familiarity with the management of gambling in B.C., 2008



There has been a modest and statistically significant increase in the level of familiarity between 2007 and 2008 on the question dealing with the topic of regulation of gambling. Table 5 shows an increase in the percentage reporting being “somewhat familiar” and decreases in the percentages reporting being “not at all familiar” or “not very familiar”. The level of familiarity with government efforts to deal with problem gambling and the distribution of revenue from gambling have stayed relatively constant between 2007 and 2008.

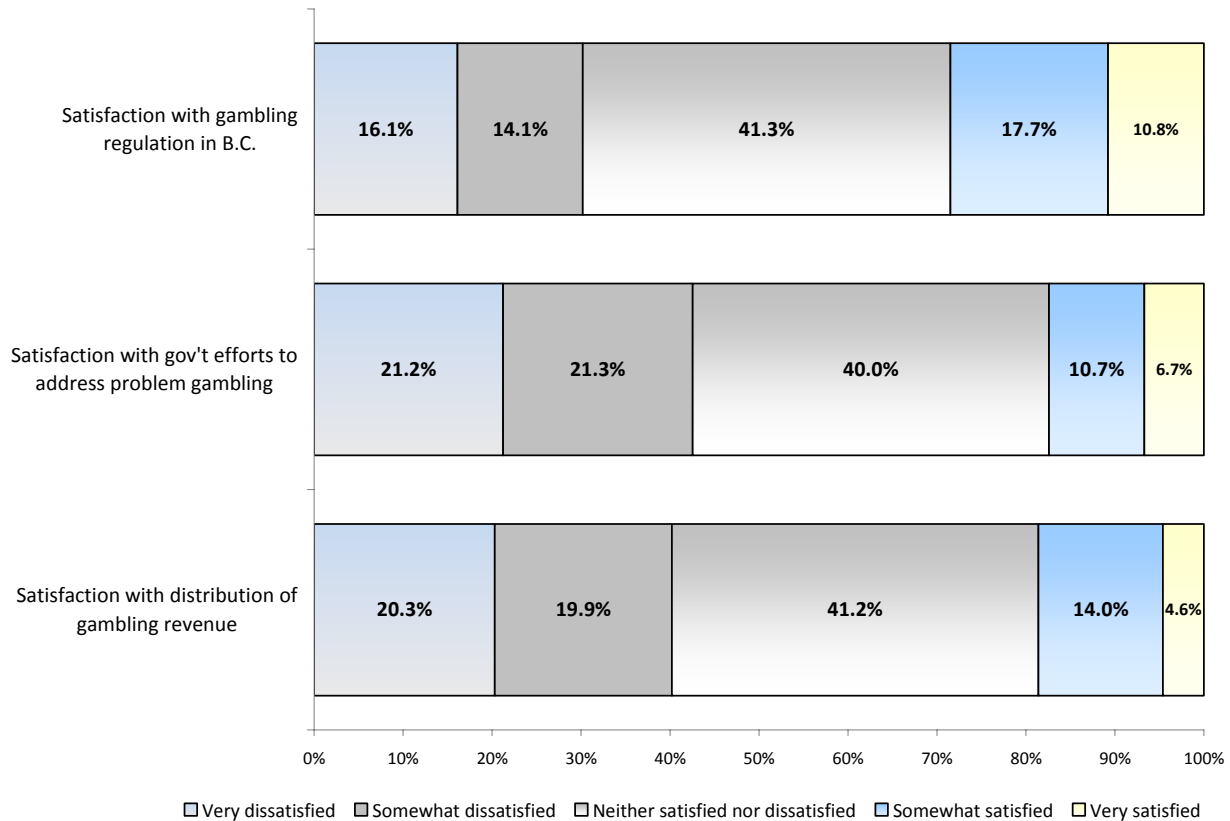
Table 5: Overall familiarity with the management of gambling in B.C., 2007 and 2008

Familiarity with:		Not at all familiar	Not very familiar	Somewhat familiar	Very familiar
Regulation of gambling	2007	28.7%	28.7%	32.9%	9.7%
	2008	26.5%	26.1%	39.0%	8.4%
Government's efforts to address problem gambling	2007	29.4%	31.0%	32.0%	7.6%
	2008	27.7%	28.8%	35.4%	8.1%
Distribution of gambling revenue	2007	36.9%	26.5%	30.7%	6.0%
	2008	36.1%	27.0%	30.6%	6.2%

3.2.2 Satisfaction with regulation and management of gambling in B.C.

Over 40 percent of respondents to the 2008 survey are neutral (neither satisfied nor dissatisfied) with respect to the management of gambling in B.C. Across the three areas of gambling management, respondents expressed the highest levels of satisfaction with the regulation of gambling, with 17.7 percent reporting being “somewhat satisfied” and 10.8 percent “very satisfied”. In all three areas of gaming management, the proportion of respondents who are either “very dissatisfied” or “somewhat dissatisfied” exceeds the proportion who report being either “somewhat satisfied” or “very satisfied”.

Figure 2: Overall satisfaction with the management of gambling in B.C., 2008



Rates of satisfaction with the regulation of gambling in B.C. and government efforts to address problem gambling stayed fairly constant between 2007 and 2008 (Table 6). There was a significant change between 2007 and 2008 in the distribution of responses regarding satisfaction with how gambling revenue is distributed; in 2008, respondents were less likely to be neutral on this topic.

Table 6: Overall satisfaction with the management of gambling in B.C., 2007 and 2008

Satisfaction with:		Very dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Very satisfied
Regulation of gambling	2007	15.2%	13.4%	40.6%	19.9%	10.9%
	2008	16.1%	14.1%	41.3%	17.7%	10.8%
Government's efforts to address problem gambling	2007	20.9%	21.6%	40.6%	11.3%	5.6%
	2008	21.2%	21.3%	40.0%	10.7%	6.7%
Distribution of gambling revenue	2007	19.7%	17.7%	46.2%	11.0%	5.4%
	2008	20.3%	19.9%	41.2%	14.0%	4.6%

3.3 Familiarity versus Satisfaction

Comparing familiarity with the regulation and management of gambling to satisfaction with the regulation and management of gambling produces a clearer understanding of British Columbians' perceptions of gambling.

3.3.1 Regulation of Gambling

Figure 3 groups respondents based on their level of familiarity with the regulation of gambling in B.C. and shows in a separate bar, one for each familiarity group, the level of satisfaction with the regulation of gambling. The following observations can be made from the 2008 survey results presented in Figure 3:

- British Columbians who are “very familiar” with the regulation of gambling in B.C. are more likely to be satisfied with those regulations than British Columbians who are less familiar with the regulation of gambling;
- Nearly 45 percent of British Columbians who are “very familiar” with the regulation of gambling are satisfied with those regulations; and,
- British Columbians who are “not at all familiar” with the regulation of gambling in B.C. are the most likely to be dissatisfied with those regulations (38.4%).

Figure 3: Familiarity with the regulation of gambling in B.C. versus Satisfaction with the efforts of the provincial government to regulate gambling, 2008

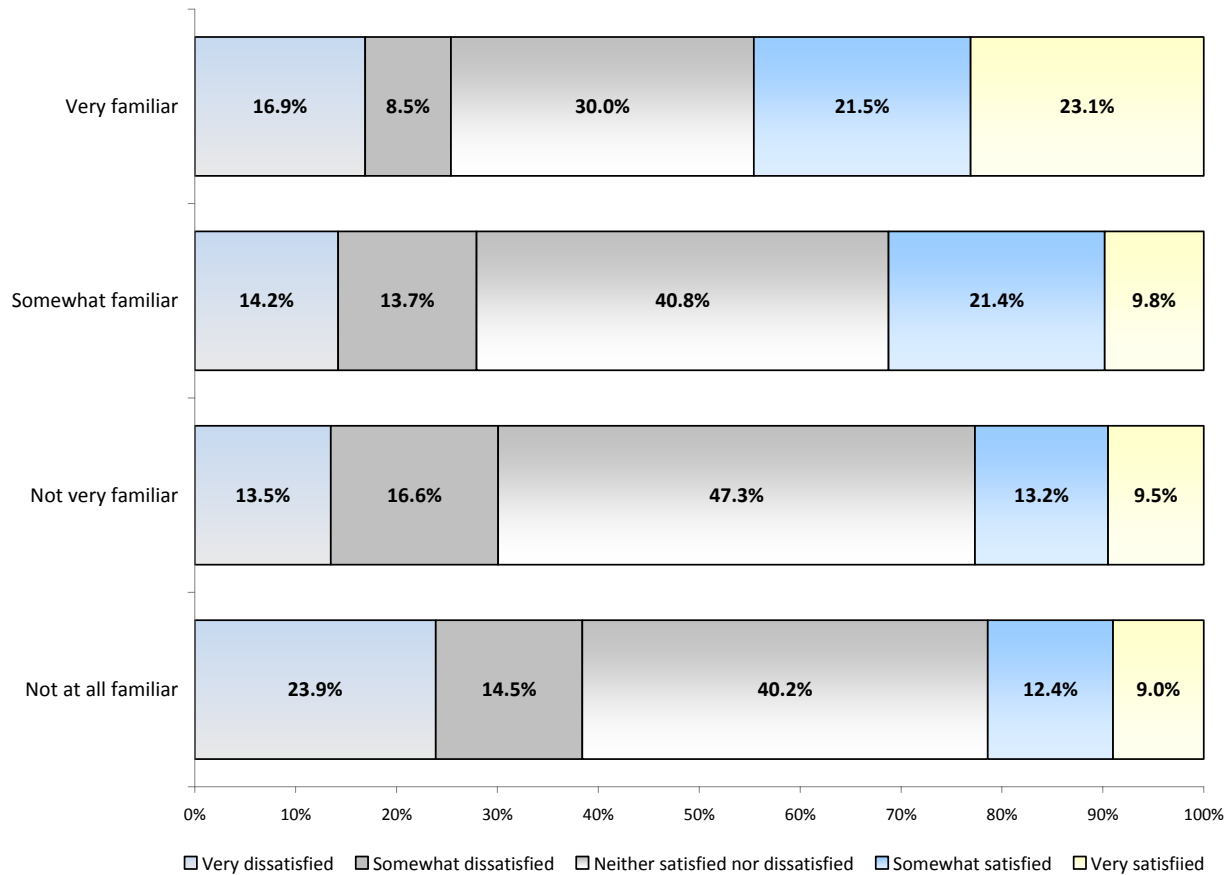


Table 7 shows that the tendency for those who are “very familiar” with the regulation of gambling to be more satisfied with the efforts of government in this area is consistent with findings from 2007. There are no significant differences in the satisfaction levels of respondents in each familiarity grouping between 2007 and 2008.

Table 7: Familiarity with the regulation of gambling in B.C. versus Satisfaction with the efforts of the provincial government to regulate gambling, 2007 and 2008

		Very dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Very satisfied
Very familiar	2007	17.1%	8.2%	27.4%	25.3%	21.9%
	2008	16.9%	8.5%	30.0%	21.5%	23.1%
Somewhat familiar	2007	12.0%	13.0%	38.3%	25.5%	11.2%
	2008	14.2%	13.7%	40.8%	21.4%	9.8%
Not very familiar	2007	13.7%	15.3%	44.2%	18.4%	8.4%
	2008	13.5%	16.6%	47.3%	13.2%	9.5%
Not at all familiar	2007	21.2%	13.9%	46.7%	10.6%	7.6%
	2008	23.9%	14.5%	40.2%	12.4%	9.0%

3.3.2 Efforts to Address Problem Gambling

Figure 4 compares familiarity with the efforts of the provincial government to address problem gambling in the Province to satisfaction with those efforts. The following observations can be made from the 2008 survey results:

- British Columbians who are “very familiar” with the efforts of the provincial government to address problem gambling are more likely to state whether they are satisfied or dissatisfied with these efforts than British Columbians who are less familiar with government’s efforts to address problem gambling;
- British Columbians who are “very familiar” with the efforts of the provincial government to address problem gambling are the most likely to be satisfied with those efforts (42.1%);
- British Columbians who are “very familiar” with the efforts of the provincial government to address problem gambling are more likely to be “very dissatisfied” with those efforts (27.3%) than those who are “somewhat” (16.5%) or “not very familiar” (17.7%); and
- Over half of British Columbians (57.7%) who are “not at all familiar” with the efforts of the provincial government to address problem gambling are dissatisfied with those efforts.

Figure 4: Familiarity with government efforts to address problem gambling versus Satisfaction with government efforts to address problem gambling in B.C., 2008

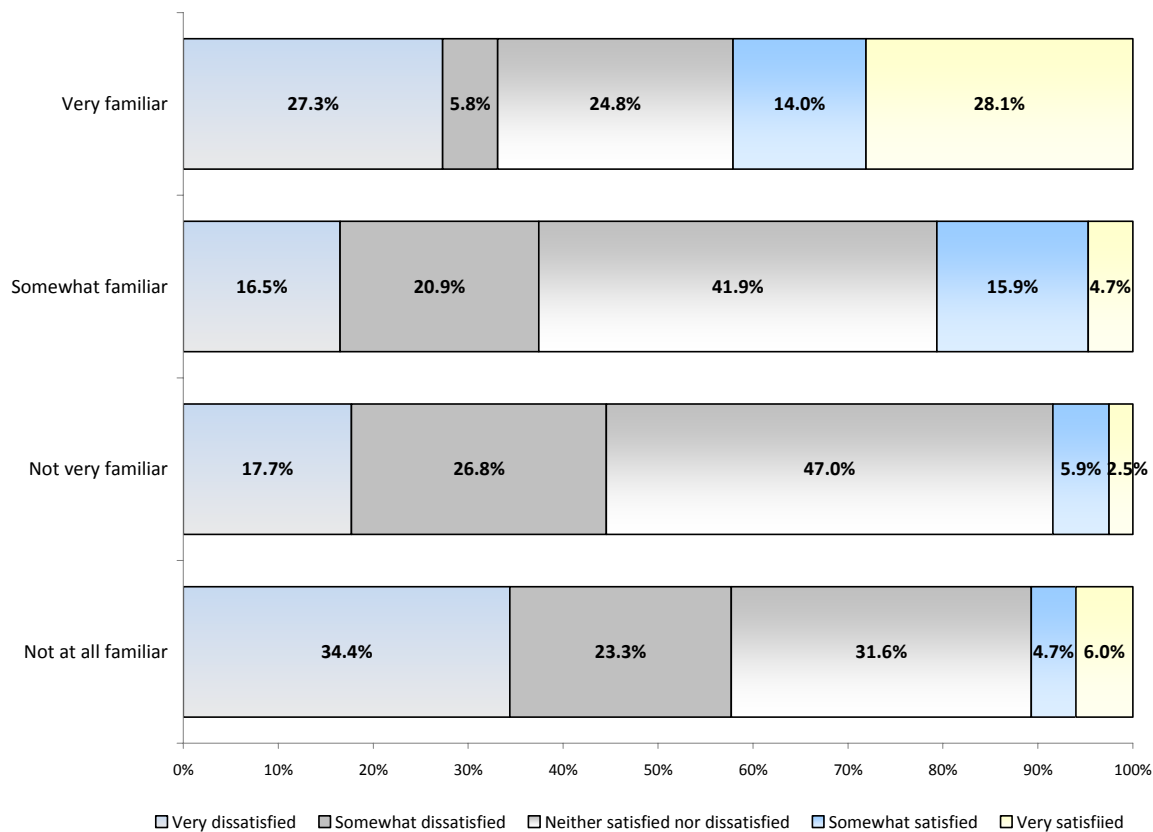


Table 8 shows that satisfaction levels for the groupings of respondents by familiarity with the government's efforts to deal with problem gambling are fairly steady between 2007 and 2008, with a few notable exceptions. The percentage of those in the "very familiar" group who report being "very satisfied" increased by almost ten percentage points from 18.3 to 28.1 percent between 2007 and 2008. There was also a substantial increase in the percentage of those who are "very familiar" and "very dissatisfied", from 22.0 to 27.3 percent. This suggests there is an increased tendency, among those who are most familiar with the efforts of government to address problem gambling, to form strong opinions on the topic.

Table 8: Familiarity with the government efforts to address problem gambling versus Satisfaction with government efforts to address problem gambling in B.C., 2007 and 2008

		Very dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Very satisfied
Very familiar	2007	22.0%	9.2%	24.8%	25.7%	18.3%
	2008	27.3%	5.8%	24.8%	14.0%	28.1%
Somewhat familiar	2007	15.9%	21.4%	40.0%	16.3%	6.4%
	2008	16.5%	20.9%	41.9%	15.9%	4.7%
Not very familiar	2007	18.1%	28.8%	45.9%	5.4%	1.8%
	2008	17.7%	26.8%	47.0%	5.9%	2.5%
Not at all familiar	2007	31.9%	17.6%	40.1%	5.7%	4.7%
	2008	34.4%	23.3%	31.6%	4.7%	6.0%

3.3.3 Distribution of Revenue from Gambling

Figure 5 compares familiarity with the distribution of revenue from gambling in the Province to satisfaction with those efforts. The following observations can be made from the 2008 survey results:

- British Columbians who are "very familiar" with the distribution of revenues from gambling are much more likely to state whether they are satisfied or dissatisfied with these distributions than British Columbians not familiar with government's distribution of gambling revenue;
- 43.3 percent of those who are "very familiar" with the distribution of revenue from gambling are satisfied with those distributions;
- British Columbians who are "very familiar" with the efforts of the provincial government to address problem gambling are more likely to be "very dissatisfied" with those efforts (23.3%) than those who are "somewhat" (12.2%) or "not very familiar" (19.0%); and
- More than half of British Columbians (54.0%) who are "not at all familiar" with the distribution of revenue from gambling are dissatisfied with those efforts.

Figure 5: Familiarity with the distribution of revenue from gambling versus Satisfaction with the distribution of revenue from gambling, 2008

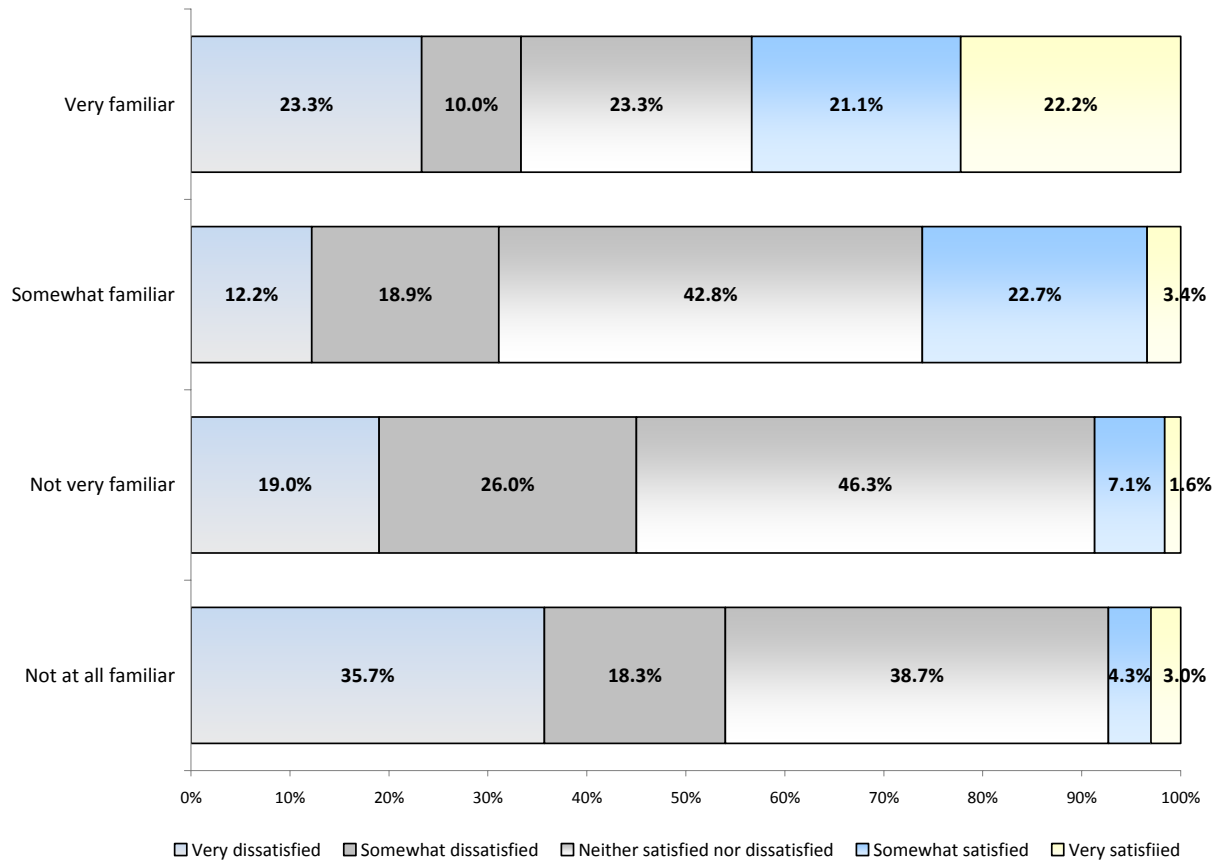


Table 9 shows that satisfaction levels with the government’s efforts to distribute revenue from gambling are fairly steady between 2007 and 2008, with no significant exceptions.

Table 9: Familiarity with distribution of revenue from gambling versus Satisfaction with distribution of revenue from gambling in B.C., 2007 and 2008

		Very dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Very satisfied
Very familiar	2007	17.9%	13.1%	23.8%	22.6%	22.6%
	2008	23.3%	10.0%	23.3%	21.1%	22.2%
Somewhat familiar	2007	12.9%	14.1%	48.5%	18.7%	5.9%
	2008	12.2%	18.9%	42.8%	22.7%	3.4%
Not very familiar	2007	13.9%	26.8%	54.3%	4.0%	1.0%
	2008	19.0%	26.0%	46.3%	7.1%	1.6%
Not at all familiar	2007	36.3%	14.4%	42.1%	3.2%	4.0%
	2008	35.7%	18.3%	38.7%	4.3%	3.0%

3.4 Regression Analysis

Figures 3, 4 and 5 suggest that there is a positive relationship between familiarity and satisfaction with the regulation and management of gambling in the province. The standard method for examining relationships between two variables is to conduct linear regression analysis.

Linear regressions examine the relationship between an independent variable and a dependent variable. In this case, the independent variable is familiarity and the dependent variable is satisfaction. Linear regressions indicate if familiarity with an issue affects satisfaction with how that issue is being addressed. Table 10 provides the results of this analysis.

Table 10: Linear Regression Analysis of Familiarity and Satisfaction, 2007 and 2008

Question	Year	Regression coefficient ⁴	T-statistic	P-value
Familiarity with regulation of gambling in B.C. versus satisfaction with regulation of gambling in B.C.	2007	0.194	5.806	0.000
	2008	0.167	4.637	0.000
Familiarity with efforts of provincial government to address problem gambling in B.C. versus satisfaction with efforts of provincial government to address problem gambling in B.C.	2007	0.245	7.316	0.000
	2008	0.262	7.369	0.000
Familiarity with distribution of revenue from gambling in B.C. versus satisfaction with distribution of revenue from gambling in B.C.	2007	0.331	9.883	0.000
	2008	0.320	9.095	0.000

The regression coefficients indicate the direction and magnitude of the relationship between familiarity and satisfaction. A regression coefficient of 0.167 for regulation of gambling indicates that an increase in familiarity will result in an increase in satisfaction. Specifically, if an individual's familiarity increases one step (e.g., from "somewhat unfamiliar" to "somewhat familiar") we would expect to see their satisfaction increase by 0.167 points. Put another way, we would expect someone who is "very familiar" with the regulation of gaming in B.C. to be about 0.67 of a step higher in their satisfaction than someone who is "not at all familiar" with how gambling is regulated.

⁴ The answers for the familiarity and satisfaction questions are scored differently. Familiarity is scaled from 0-3 with zero indicating the respondent is not at all familiar with the issue and three indicating the respondent is very familiar with the issue. Satisfaction is scaled from 1-5 with one indicating that the respondent is very dissatisfied with how government is addressing the issue and five indicating that the respondent is very satisfied with how government is addressing the issue.

Positive regression coefficients were also found for government's handling of problem gambling and the distribution of gaming revenue. This indicates that for all three sets of questions, increased familiarity is related to increased satisfaction. For government's response to problem gambling, we would expect someone who is "very familiar" with problem gambling programs to be about one step more satisfied with government's response than someone who is "not at all familiar" with related programs. Similarly, for government's distribution of gaming revenue we would expect someone who is "very familiar" with how funds are distributed to be 1.3 steps more satisfied with government's distribution of gaming revenue than someone who is "not at all familiar". The p-value for each regression is less than 0.001 which indicates that there is less than a one in one-thousand chance that the observed relationships were due to chance.

4.0 CONCLUSIONS

The 2006-2007 *Public Perceptions of B.C. Gaming Survey* established a baseline for overall familiarity and satisfaction with the regulation and management of gambling in B.C. With the addition of the 2008 results, the data reinforce trends identified in 2007.

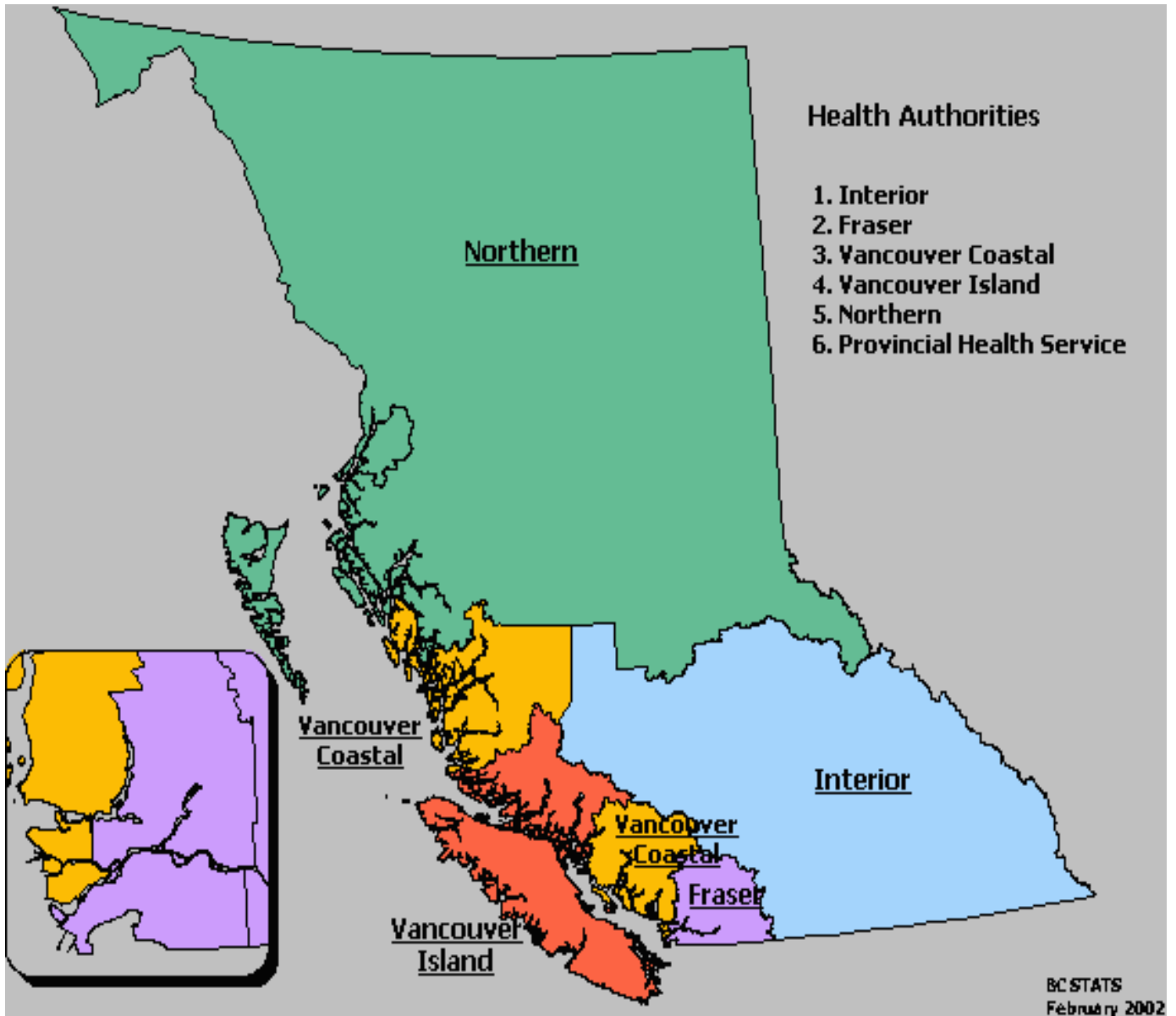
- There is a positive relationship between levels of familiarity with government's management of gambling in B.C. and levels of satisfaction. This relationship was established through regression analysis in both 2007 and 2008. The conclusion is that the more an individual knows about the government's management of gambling and related issues, the more likely they are to be satisfied with the government's efforts in these areas.
- Rates of familiarity have increased with respect to both the regulation of gambling and the government's efforts to deal with problem gambling.
- Among the three areas studied -- regulation of gambling, government's efforts to deal with problem gambling and the distribution of gambling revenues -- familiarity and satisfaction with gambling regulation in B.C. is the highest, and it is the lowest for the distribution of gambling revenues.
- Satisfaction levels with the three areas of gambling studied have stayed relatively constant between 2007 and 2008.

Key 2008 statistics

- 47.4 percent of B.C. residents said they were familiar with the regulation and management practices of the provincial government, 28.6 percent said they were satisfied.
- 43.5 percent of B.C. residents said they were familiar with the efforts of the provincial government to address problem gambling in B.C., while 17.5 percent of B.C. residents said they were satisfied.
- 36.8 percent of B.C. residents said they were familiar with the distribution of revenue from gambling, while 18.5 percent of B.C. residents said they were satisfied.

APPENDICES

APPENDIX A – HEALTH AUTHORITY MAP



APPENDIX B – QUESTIONNAIRE

BC STATS OMNIBUS SURVEY

[NOTE: TEXT IN CAPS IS NOT READ OUT TO THE RESPONDENT]

INTRODUCTION

Hello. My name is _____, and I am calling on behalf of BC STATS, the central statistical agency of the Province of British Columbia. We are conducting interviews with BC residents to learn about their experiences with government services such as health and education.

May I speak to the person in your household who is 15 years old or older and whose birthday comes next?

IF NEW RESPONDENT ON LINE, REINTRODUCE.

Your feedback will be used to help plan improvements in public services. The interview will take between 5 and 10 minutes to complete, depending on your answers. To ensure the quality of our work, this call may be recorded.

Your participation in this interview is completely voluntary. If you do decide to participate, you may withdraw at any time without any consequences or any explanation. All feedback will be kept confidential and your responses will be anonymous. If there is a question that you prefer not to answer, tell me and I will move onto the next one. You can end the interview at any time you wish. May I begin the interview now?

IF YES: CONTINUE

IF NO: THANK AND TERMINATE

IF ADDITIONAL INFORMATION IS REQUESTED BY RESPONDENT:

You were selected at random from a list of all BC Residents. If you agree to participate, I would ask you some questions. This will take about 5 and 10 minutes, based on your answers. The interview is confidential. All interviewers have sworn an oath that they will not identify you and can be prosecuted for breaking this oath. Information will only be reported in aggregate form to policy makers and persons who deliver health, education or economic support services. Your feedback will be used to plan improvements and report to the public on the health, education and economic security of your community and the province.

IF RESPONDENTS INQUIRES FURTHER ABOUT WHAT BC STATS IS: The mandate of BC Stats is to produce and interpret statistical information relating to all facets of life in British Columbia, including the demographic, social and economic conditions of the province and its population and to assist British Columbia provincial government ministries and agencies with their statistical activities.

IF RESPONDENT ENDS SURVEY INTERVIEW:

Because you have decided to stop the interview, you may decide to have all your responses erased or allow us to use the information you have provided. What would you prefer me to do?

[OTHER OMNIBUS SURVEY QUESTIONS]

Ministry of Public Safety and Solicitor General: BC Gaming Questions

Now I would like to ask you a few questions about gambling in BC.

1. Would you say that you are very, somewhat, not very or not at all familiar with the regulation of gambling, in BC—this includes lotteries, bingo, raffles, casinos and horse-racing?

3 – Very familiar
2 – Somewhat familiar
1 – Not very familiar
0 – Not at all familiar
Don't know
Refused

2. On a scale from 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, how satisfied are you with the efforts of the provincial government to regulate gambling in BC?

1 – Very Dissatisfied
2
3
4
5 – Very Satisfied
Don't know
Refused

3. Would you say that you are very, somewhat, not very or not at all familiar with the efforts of the provincial government to address problem gambling in BC?

3 – Very familiar
2 – Somewhat familiar
1 – Not very familiar
0 – Not at all familiar
Don't know
Refused

4. On a scale from 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, how satisfied are you with the efforts of the provincial government to address problem gambling in BC?

1 – Very Dissatisfied
2
3
4
5 – Very Satisfied
Don't know

Refused

5. Would you say that you are very, somewhat, not very or not at all familiar with the distribution of revenue from gambling in BC?

3 – Very familiar

2 – Somewhat familiar

1 – Not very familiar

0 – Not at all familiar

Don't know

Refused

6. On a scale from 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, how satisfied are you with the distribution of revenue from gambling in BC?

1 – Very Dissatisfied

2

3

4

5 – Very Satisfied

Don't know

Refused