

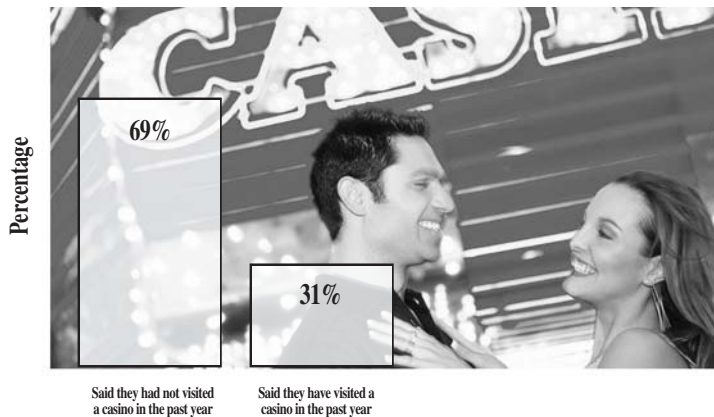


# Poll STATION

With Linda Banister

**W**ith the hopes of one day hitting the jackpot, people have been enticed for decades by various gambling activities. From Blackjack to Western 6/49, there are endless opportunities to try your luck. This month's *Poll Station* asked Edmontonians about their participation in various gambling activities.

## HAVE YOU VISITED A CASINO IN THE PAST YEAR?



To begin, survey respondents were asked if they had visited a casino in the past year. While 31 percent indicated they had visited a casino, 69 percent stated they had not. The most frequently cited reason to not visit a casino was that they do not gamble in general (58 percent), while 29 percent had no interest or time, and a small percentage felt casinos were a waste of money (four percent). Of the 31 percent who had visited a casino, 45 percent had been once, 42 percent had gone two to five times, while 13 percent had visited six or more times. Playing slot machines and volunteering were listed as the top activities during the visits to the casino.

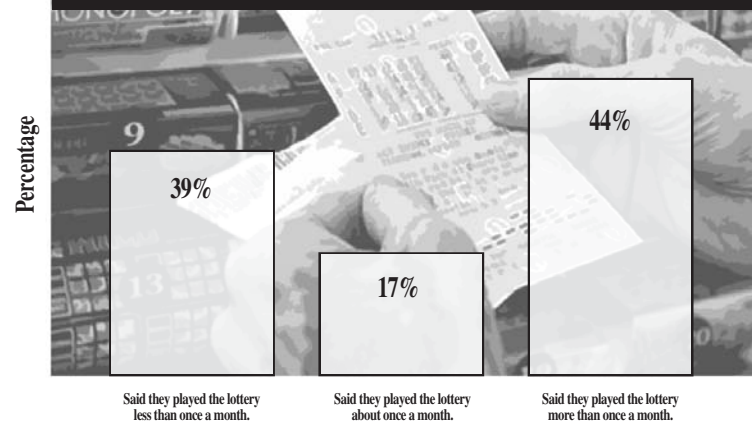
## HAVE YOU PLAYED BINGO IN THE PAST YEAR?

Respondents were then asked about their participation in bingo games at bingo halls in the past year. The majority (94 percent) had not played bingo in the past year, while six percent had played. Of these respondents, 50 percent had played once and 33 percent two to five times. Eleven percent were more frequent visitors who had played 11 or more times. When asked what their primary purpose was for playing bingo, 67 percent considered it a social outing. Of the 94 percent who had not played bingo in the past year, having no interest in general and not gambling were the top reasons they hadn't participated (59 and 19 percent, respectively).

## HAVE YOU PURCHASED A LOTTERY TICKET IN THE PAST YEAR AND HAVE YOU WON?

Finally, respondents were asked about their lottery ticket purchases (lottery tickets include 6-49, Super 7 or any other gaming tickets available from licensed vendors and lottery kiosks). About one third (36 percent) had not purchased a lottery ticket in the past year, citing reasons that included not believing in them (25 percent), not gambling (25 percent), the perception of

## OF THOSE WHO HAVE PLAYED THE LOTTERY...



low chances of winning (22 percent), and the belief that lottery tickets are a waste of money (14 percent). Of the 64 percent who had purchased a lottery ticket, 39 percent did so less than once a month, 17 percent about once a month, and 44 percent more than once a month.

When those respondents were asked whether or not they had ever won anything from their ticket purchases, 66 percent reported that they had, while the remaining 34 percent had not. When the winners were asked what they had won, answers varied from a free ticket or free play (five percent) up to \$100,000 (two percent). The most common answers, however, were \$50 (20 percent) followed by \$20 (16 percent). When respondents who had not previously won in the past were asked if they plan on purchasing a lottery ticket in the future, 96 percent said yes, they are going to keep on trying.

The *Poll Station* surveyed 100 City of Edmonton residents on the topic and, while the results of the research are not statistically reliable, they do provide a qualitative indication of what Edmontonians are thinking.

### New to the Edmontonians website: Monthly Poll Station Online Question

Visit [www.edmontonians.com](http://www.edmontonians.com) to register your opinion

### Want a question included in the Edmontonians Poll?

Contact Linda at 780.451.4444 or e-mail

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*Linda Banister is a certified management consultant and the owner of Banister Research and Consulting Inc., a full service provider of market research and program evaluation services. Visit [www.banister.ab.ca](http://www.banister.ab.ca).*