

THE RESPONSIBLE GAMING COUNCIL POKER POLL



Ipsos Reid

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THE RESPONSIBLE GAMING COUNCIL POKER POLL

Toronto, ON – An Ipsos Reid survey conducted on behalf of the Responsible Gaming Council finds that 21% of adult Ontarians play poker for money. In fact, 4% or nearly 350,000, play "often".

How often are they playing? 16% are playing poker for money with friends, family, and/or colleagues once a week or more often; 8% play online once a week or more frequently; and 4% of Ontarians who play poker for money are playing at a bar and/or a casino at least once a week.

And, some are playing more often than they used to. Thinking back over the past two years, one-third (33%) of Ontarians who play poker for money say they are playing more frequently with friends, family, and/or colleagues; 18% are spending more time online playing poker; and 14% are playing more poker in bars and/or casinos than they were two years ago.

So what's the appeal of playing poker for money? For some it's the money. Asked what they like about playing poker for money, the most commonly volunteered response was the chances of winning at 30%. In fact, 20% of poker players think poker is a good way to earn money (vs. 8% of all Ontarians), 4% think they could make a living of it (2% all Ontarians), and 10% say they sometimes find themselves spending more money than they can afford to.

Two-thirds of Ontarians think playing poker for money online or in a casino/bar is a problem today (69% and 67%, respectively) and another 37% think playing poker for money with friends/family/colleagues is a problem. In fact, 6% of poker players say at times they

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are concerned about how much poker they play and 5% fear that they may be headed toward a gambling problem. Moreover, among all Ontarians, two in ten (18%) are concerned about a friend's poker playing.

These are the findings of an Ipsos Reid/Responsible Gaming Council poll conducted from February 21 to March 2, 2006. For the survey, a representative randomly selected sample of 1003 adult Ontarians was interviewed by telephone. With a sample of this size, the results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Ontario population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to Census data.

Two In Ten (21%) Ontarians Play Poker For Money

Two in ten (21%) adult Ontarians play Texas Hold'em or other poker games for money. Specifically, 4% play "often", 6% "occasionally", and 11% "rarely". In comparison, 79% "never" play.

- Young adults 18-34 years of age are more likely to be playing poker for money (37% vs. 14% of those 35 and older).
- Men are more likely than women to play poker for money (26% vs. 16%).

How Often Are They Playing?

Sixteen percent of poker players are playing poker for money with friends, family, and/or colleagues once a week or more often; 11% are playing once every couple of weeks; 11% once a month; 22% once every couple of months; and 21% are playing once a year or less frequently. Two in ten (19%) poker players never play with friends, family, or colleagues.

- Young adults 18-34 years of age are more likely than those 35 or older to play once a week or more often (24% vs. 7%).

Eight percent of poker players play poker online for money once a week or more frequently; 1% are playing once every couple of weeks; 2% once a month; 2% once every couple of months; and 9% are playing once a year or less frequently. Eight in ten (78%) poker players never play poker for money online.

Finally, 4% of Ontarians who play poker for money are playing at a bar and/or a casino at least once a week; 2% are playing once every couple of weeks; 7% once a month; 12% once every couple of months; and 23% are playing once a year or less frequently. Half (52%) of poker players never play poker at a casino or bar.



Many Poker Players Are Playing More Often Than They Used To

Thinking back over the past two years, one-third (33%) of Ontarians who play poker for money say they are playing more frequently with friends, family, and/or colleagues. This compares to 45% who are playing the same amount and 17% who are playing less poker for money with friends/family/colleagues.

- Poker players 18-34 years of age are more likely to be playing more poker these days (49% vs. 14% of those who are older), whereas those 35 or older are more likely to be playing the same amount as they were two years ago (56% vs. 35% of young adults).

Two in ten (18%) are spending more time online playing poker. In comparison, 50% are playing the same amount and 17% are playing less online poker than they were two years ago.

Finally, 14% are playing more poker in bars and/or casinos than they were two years ago. Conversely, six in ten (60%) are playing the same amount and 17% are playing less.

What's The Appeal Of Playing Poker For Money?

Asked what they like about playing poker for money, the most commonly volunteered response was the chances of winning at 30%. Other reasons include it's fun (25%), it's a way to socialize (21%), the thrill of it (12%), and the challenge (11%). Of concern, 5% are playing poker for money as a diversion from everyday life.

- Those most likely to be playing poker for the chance to win money are men (38%), young adults (35%), and those who play online (56%).

One in ten (8%) Ontarians agree (2% "strongly" and 6% "somewhat") with the statement "playing poker is a good way to earn extra money". On the other hand, 91% disagree with this statement (11% "somewhat" and 80% "strongly").

- Young adults are more likely than those 35 and older to agree (16% vs. 4%).
- Men are more likely than women to agree (10% vs. 6%).
- Poker players are four times as likely as non players to agree with the statement (20% vs. 5%).
- Online poker players are especially likely to agree with the statement (42%).

Two percent of Ontarians agree (1% "strongly" and 1% "somewhat") with the statement "I could see myself making a living through poker playing". Ninety-eight percent of Ontarians disagree (4% "somewhat" and 93% "strongly").

- Again, young adults are more likely than those 35 and older to agree (4% vs. 1%).
- Again, poker players are more likely than non players to agree with the statement (4% vs. 1%).
- Again, online poker players are likely to agree with the statement (14%).

One in ten (10%) poker players agree (5% "strongly" and 5% "somewhat") with the statement "sometimes I find myself spending more money than I can afford to when I play poker". On the other hand, 87% disagree (8% "somewhat" and 80% "strongly") with this statement.

Is Poker Something To Worry About Today?

Two-thirds (69%) of Ontarians think playing poker for money online is a problem today, 26% think it's a "major problem". In comparison, 23% do not think it's a problem.

- Women are more likely than men to think it's a problem (72% vs. 66%).
- Ontarians who don't play poker are slightly more likely to think it's a problem (71% vs. 64% of poker players).

Two-thirds (67%) of Ontarians think playing poker for money in a casino/bar is a problem today, 25% think it's a "major problem". Conversely, 28% do not think it's a problem.

- Again, women are more likely than men to think it's a problem (72% vs. 62%).
- Again, Ontarians who don't play poker are more likely to think it's a problem (69% vs. 60% of poker players).

Four in ten (37%) Ontarians think playing poker for money with friends/family/colleagues is a problem (9% "major problem"). On the other hand, 58% do not think it's a problem.

- Again, Ontarians who don't play poker are more likely to think it's a problem (39% vs. 28% of poker players).

Six percent of poker players agree (2% "strongly" and 5% "somewhat") with the statement "at times, I am concerned about how much poker I play." On the other hand, 92% disagree (10% "somewhat" and 82% "strongly") with this statement.



Five percent of poker players agree (1% "strongly" and 4% "somewhat") with the statement "sometimes I worry that I might be headed toward a gambling problem". Conversely, 93% disagree (7% "somewhat" and 86% "strongly") with this statement.

Among all Ontarians, two in ten (18%) agree (6% "strongly" and 12% "somewhat") with the statement "at times, I am concerned about how much a friend of mine plays poker". Three in four (74%) disagree (14% "somewhat" and 59% "strongly") with this statement.

- Young adults are more likely to have a friend they're worried about (24% vs. 15% of those 35 or older).

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