



Ipsos Reid Public Affairs



British Columbia Lottery Poll Report of Findings

May 31, 2007



Survey Methodology

These are the results of an Ipsos Reid poll conducted on behalf of the BC Lottery Corporation.

The poll was fielded May 30-31, 2007 with a representative sample of 425 adult British Columbians.

The margin of error is ± 4.8 percentage points, 19 times out of 20.

- The margin of error will be larger within regions and for other sub-groupings of the survey population.

These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual BC population according to 2001 Census data.

The poll was conducted using Ipsos Reid's *"Voice of the West Interactive Forum"*.

- An online panel of more than 1,400 British Columbians who have been randomly recruited to match the overall characteristics of the adult BC population.



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Key Findings

This is a high profile issue.

- Nine-in-ten (91%) have heard reports questioning the integrity of BC lottery gaming.

The results are most negative for lottery retailers.

- Nine-in-ten (89%) British Columbians think some retailers are stealing customers' winning tickets.
 - Although most think the problem is limited to a few retailers (69%) and not widespread (20%).
- Nearly three-quarters (73%) are not confident that lottery retail clerks are providing accurate information about winning tickets.
- Seven-in-ten (68%) think ticket theft is the main reason that lottery retailers win more often than the general public.

But, impressions of BC Lottery Corporation have also been negatively impacted.

- Only two-in-ten (22%) British Columbians say they have a favourable impression of BCLC. Four-in-ten (38%) hold an unfavourable impression.
- Half (52%) say their impression of BCLC has worsened over the last few months.

And trust in the BC Lottery Corporation has been damaged.

- Half (53%) do not trust BCLC to manage lottery games in BC.
- Six-in-ten (58%) do not trust BCLC to ensure the right prizes are paid to the rightful owner of the ticket.

Moreover, the public has not been impressed by BCLC's response on this issue.

- Six-in-ten (61%) say BCLC has done a poor job at responding. Only one-quarter (25%) think BCLC has done a good job at responding.

The main impact on players is that they intend to be more careful in checking their tickets.

- Six-in-ten (62%) players say they have/will be more careful in checking their tickets.
- Far fewer players (26%) say they have/will play less.



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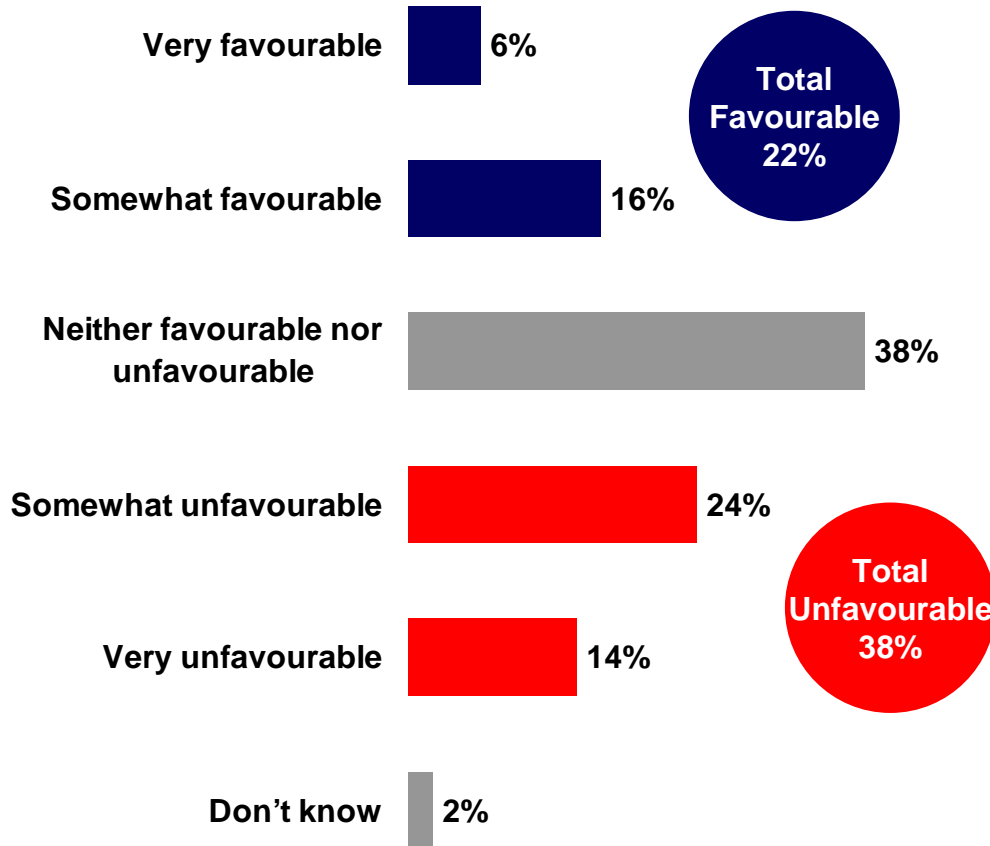
Detailed Results



Impressions of BC Lottery Corporation

- Four-in-ten hold an unfavourable impression of BCLC
- Only two-in-ten favourable and many sitting on the fence
- Lower Mainland residents more likely to be unfavourable

Q1. To begin, do you have a favourable or unfavourable impression of the British Columbia Lottery Corporation?



Base: All respondents (n=425)

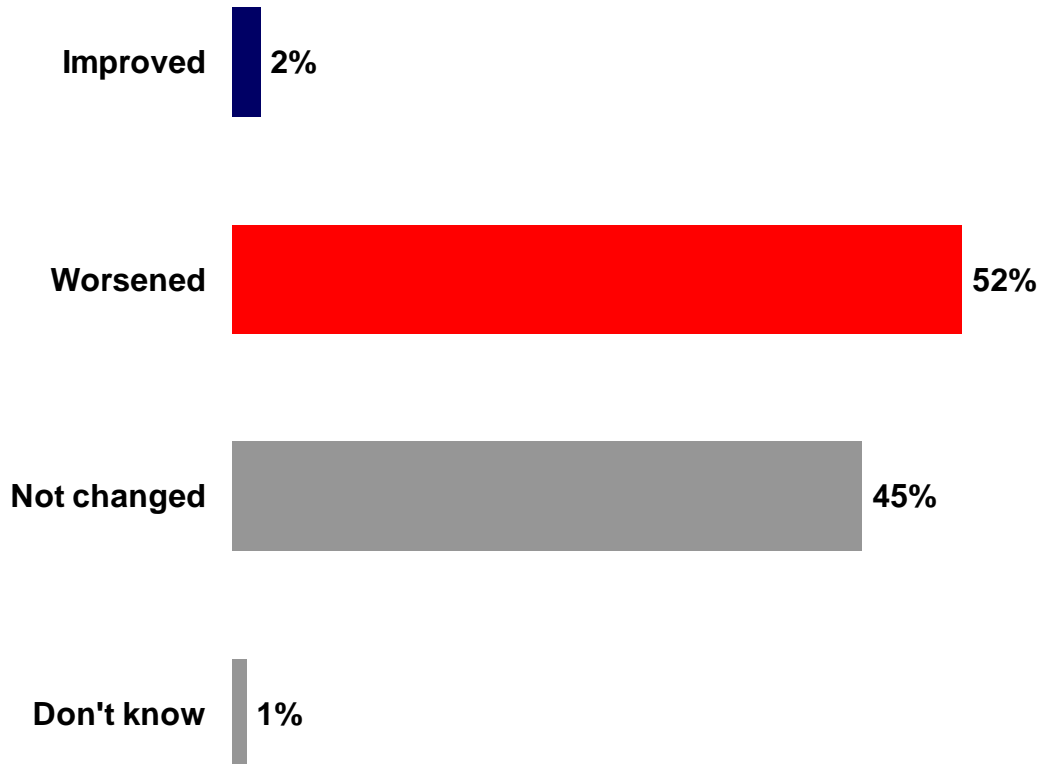
Favourable – Unfavourable	
Players:	25% - 36%
LM:	22% - 42%
Rest of BC:	23% - 32%
Men:	25% - 36%
Women:	21% - 39%



Change in Impressions of BC Lottery Corporation

- Half have worsened impression of BCLC over last few months
- Lower Mainland residents more likely to have worsened impressions

Q2. Has your impression of the BC Lottery Corporation improved, worsened or not changed over the last few months?



Worsened	
Players:	52%
LM:	57%
Rest of BC:	46%
Men:	53%
Women:	52%

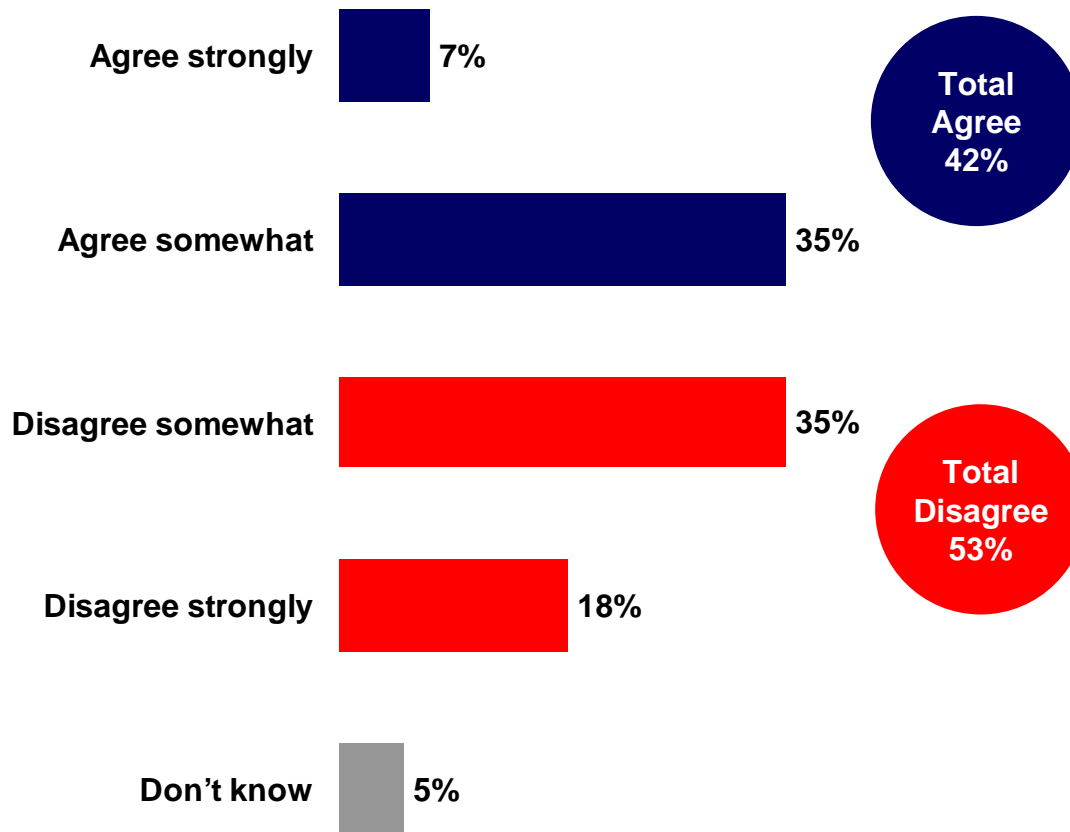
Base: All respondents (n=425)



Trust in BC Lottery Corporation to Manage Lottery Games

- Slightly more than half do not trust BCLC to manage lottery games in BC
- Distrust higher among women

**Q3. Please indicate whether you agree or disagree with this statement.
"I trust the BC Lottery Corporation to manage lottery games in BC."**



Agree – Disagree	
Players:	46% - 52%
LM:	43% - 52%
Rest of BC:	40% - 55%
Men:	46% - 47%
Women:	37% - 59%

Base: All respondents (n=425)

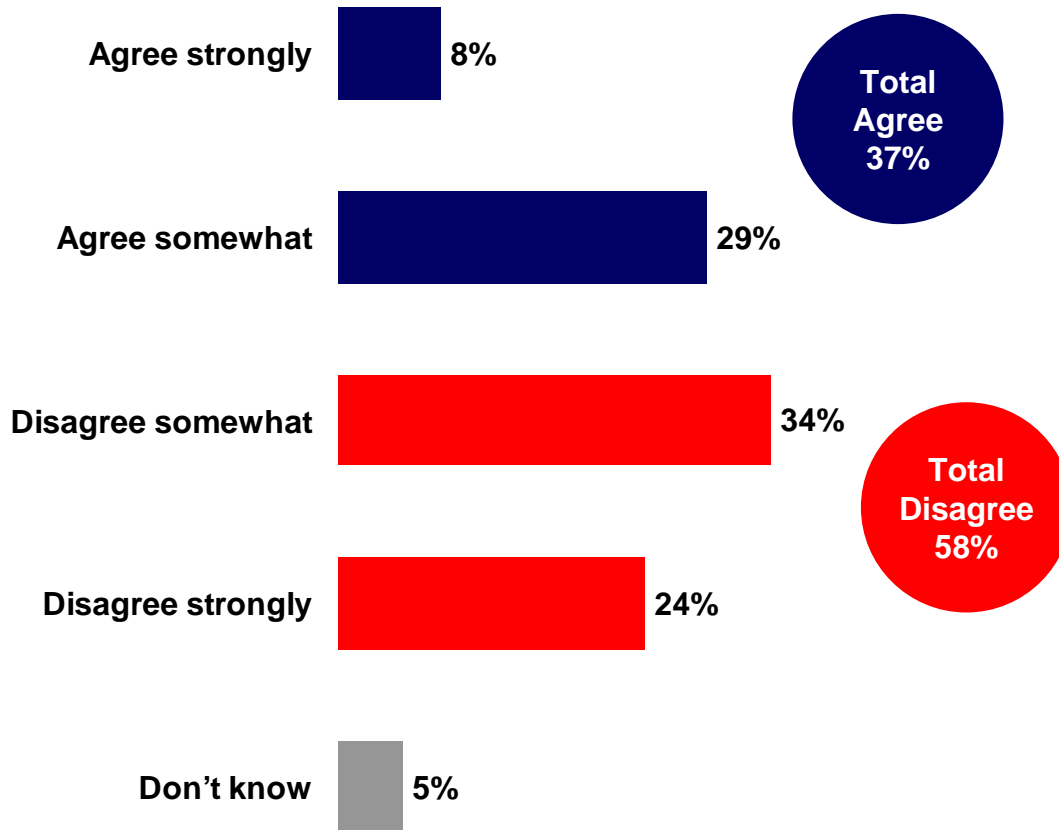


Trust in BCLC to Ensure Prizes Paid to Right Person

- Nearly six-in-ten do not trust BCLC to ensure prizes are paid to rightful owners
- Distrust higher among women

Q4. Please indicate whether you agree or disagree with this statement.

“I trust the BC Lottery Corporation to ensure that the right prizes are paid to the rightful owner of the ticket.”



Agree – Disagree	
Players:	39% - 58%
LM:	39% - 59%
Rest of BC:	35% - 58%
Men:	44% - 52%
Women:	31% - 64%

Base: All respondents (n=425)

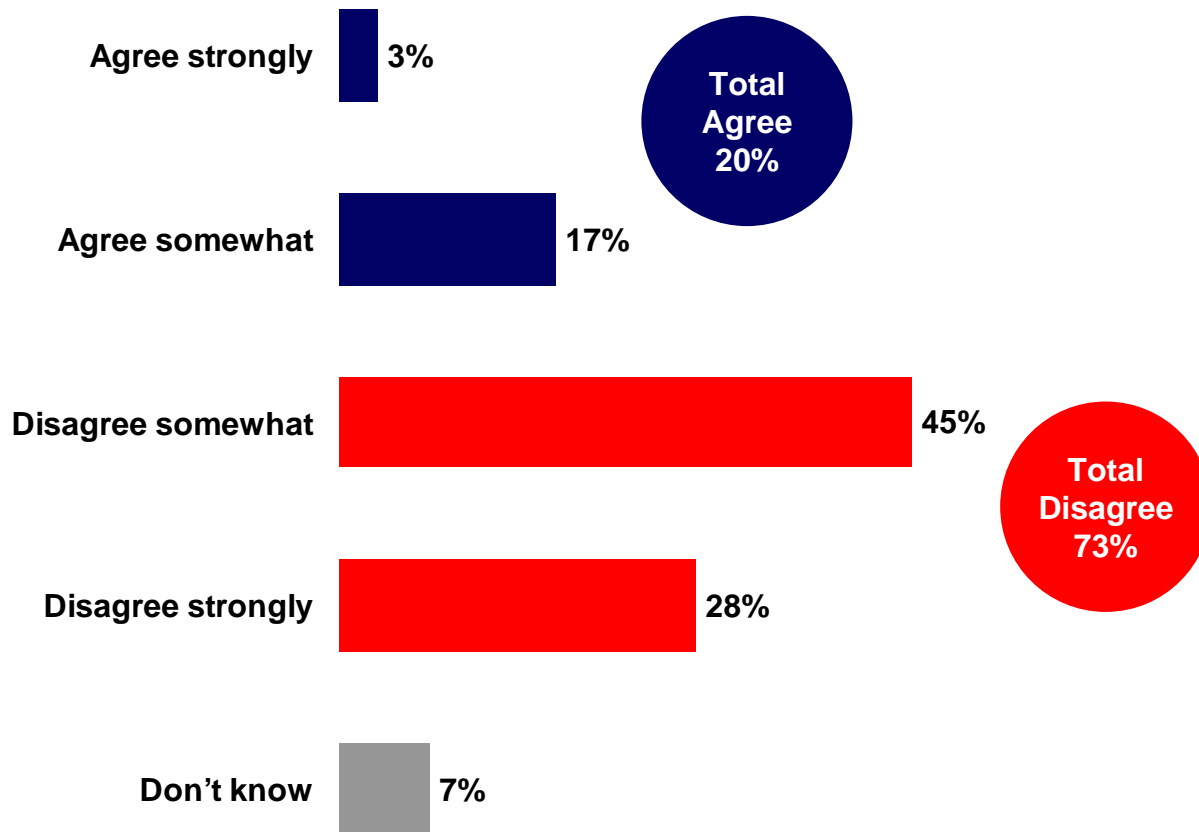


Confidence in Information from Lottery Retail Clerks

- Almost three-quarters are not confident in information from lottery retail clerks
- Confidence weaker in Lower Mainland and among women

Q5. Please indicate whether you agree or disagree with this statement.

“I’m confident lottery retail clerks are providing lottery players with accurate information about winning tickets.”



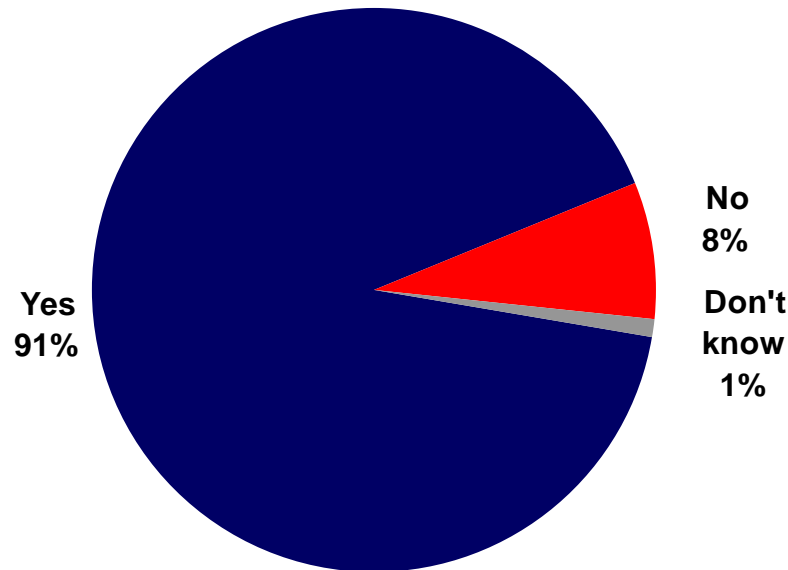
Agree – Disagree	
Players:	21% - 72%
LM:	16% - 78%
Rest of BC:	26% - 65%
Men:	24% - 69%
Women:	16% - 76%

Base: All respondents (n=425)

Awareness of Recent Reports

- Nine-in-ten have heard reports questioning integrity of BC lottery gaming

Q6. Have you read, seen or heard any recent reports questioning the integrity of lottery gaming here in British Columbia?



Yes, Aware	
Players:	92%
LM:	91%
Rest of BC:	91%
Men:	90%
Women:	92%

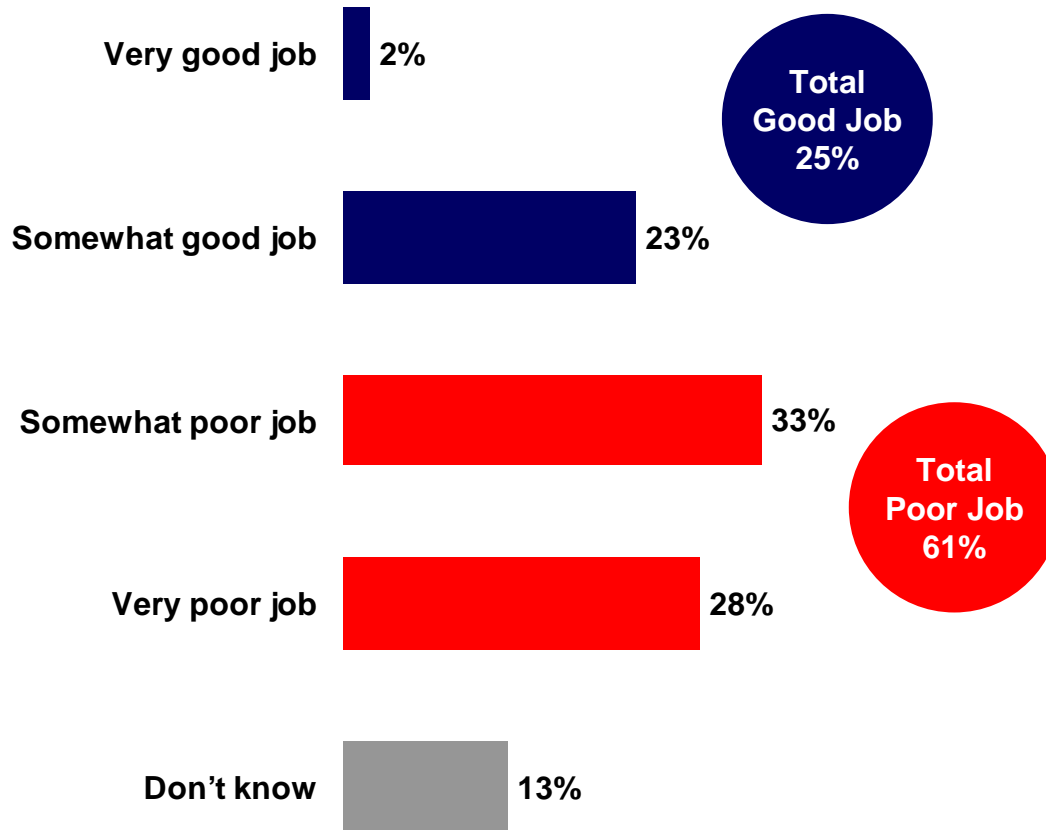
Base: All respondents (n=425)



BCLC's Performance at Responding to Issues

- Six-in-ten say BCLC has done a poor job at responding to recent issues

Q7. In your opinion, has the BC Lottery Corporation done a good job or a poor job at responding to the issues raised in these reports?



Base: Heard recent reports questioning integrity of lottery gaming in BC (n=390)

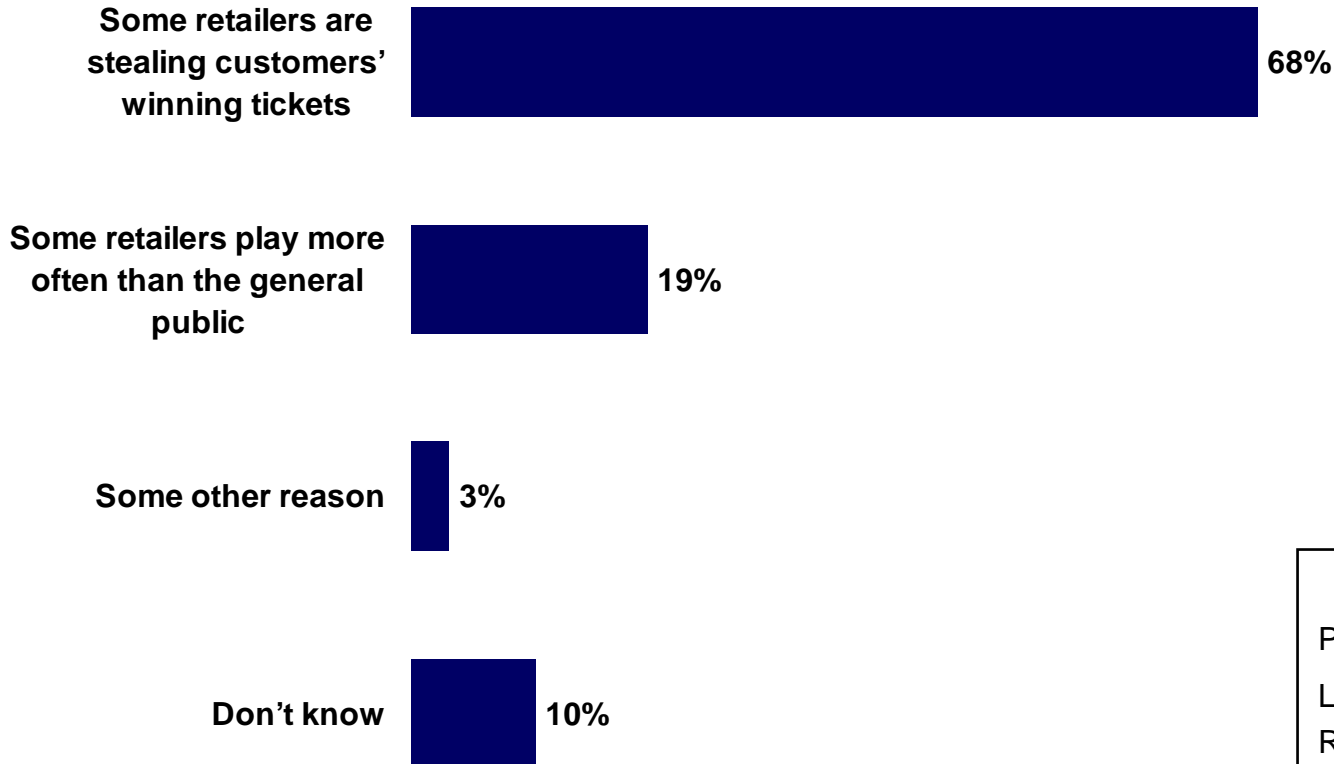
Good Job – Poor Job	
Players:	27% - 61%
LM:	23% - 63%
Rest of BC:	28% - 59%
Men:	24% - 61%
Women:	26% - 61%



Views on Why Lottery Retailers Winning More Than Public

- Seven-in-ten think it's mostly because some retailers are stealing tickets
- Only two-in-ten think it's mostly because retailers play more often
- Lower Mainland residents more likely to think stealing is main reason

Q8. As you may know, a Vancouver Sun investigation found that lottery retailers are winning at a rate three to six times what would be expected given their share of the population. What do you believe is the MAIN reason this is occurring?



Stealing – Play More	
Players:	65% - 21%
LM:	75% - 13%
Rest of BC:	58% - 26%
Men:	71% - 20%
Women:	65% - 17%

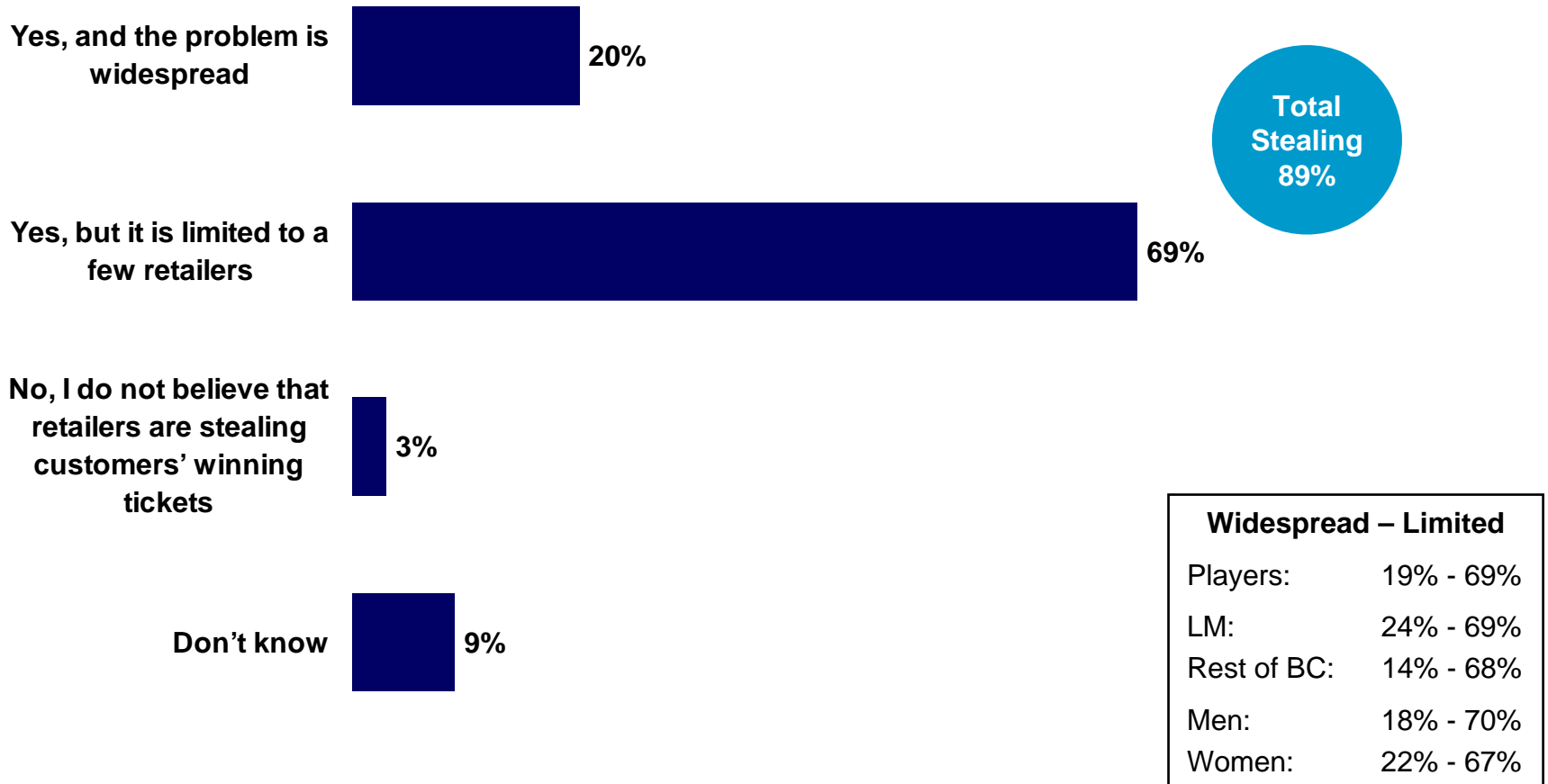
Base: All respondents (n=425)



Believability that Retailers are Stealing Winning Tickets

- Nine-in-ten believe that some retailers are stealing customers' winning tickets
- However, most think the problem is limited to a few retailers
- Lower Mainland residents more likely to think problem is widespread

Q9. Do you believe that some retailers in BC are stealing customers' winning tickets?



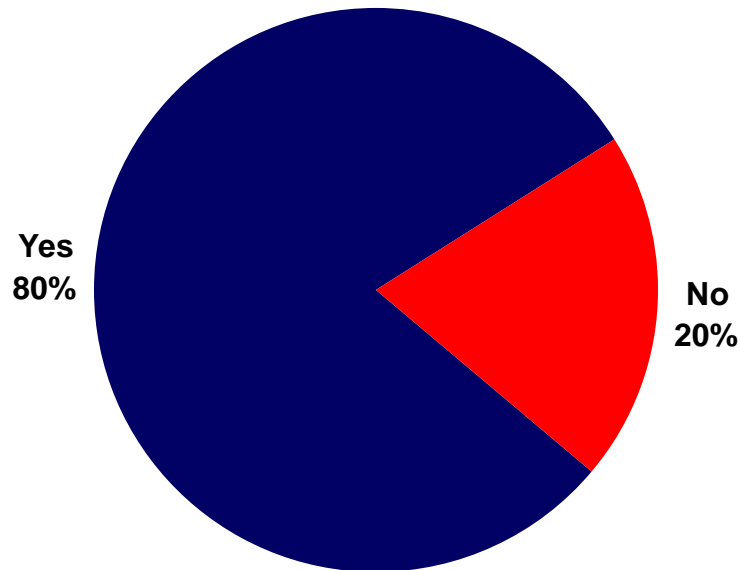
Base: All respondents (n=425)



Lottery Play

- Eight-in-ten have played a lottery game in the past year

Q10. Have you played any lottery games in the past year? By lottery games this means Lotto 6/49 Super 7, Scratch & Win, Millionaire Life, Keno or Sports Action or other games offered at lottery ticket retailers.



Yes, Played	
LM:	80%
Rest of BC:	80%
Men:	79%
Women:	81%

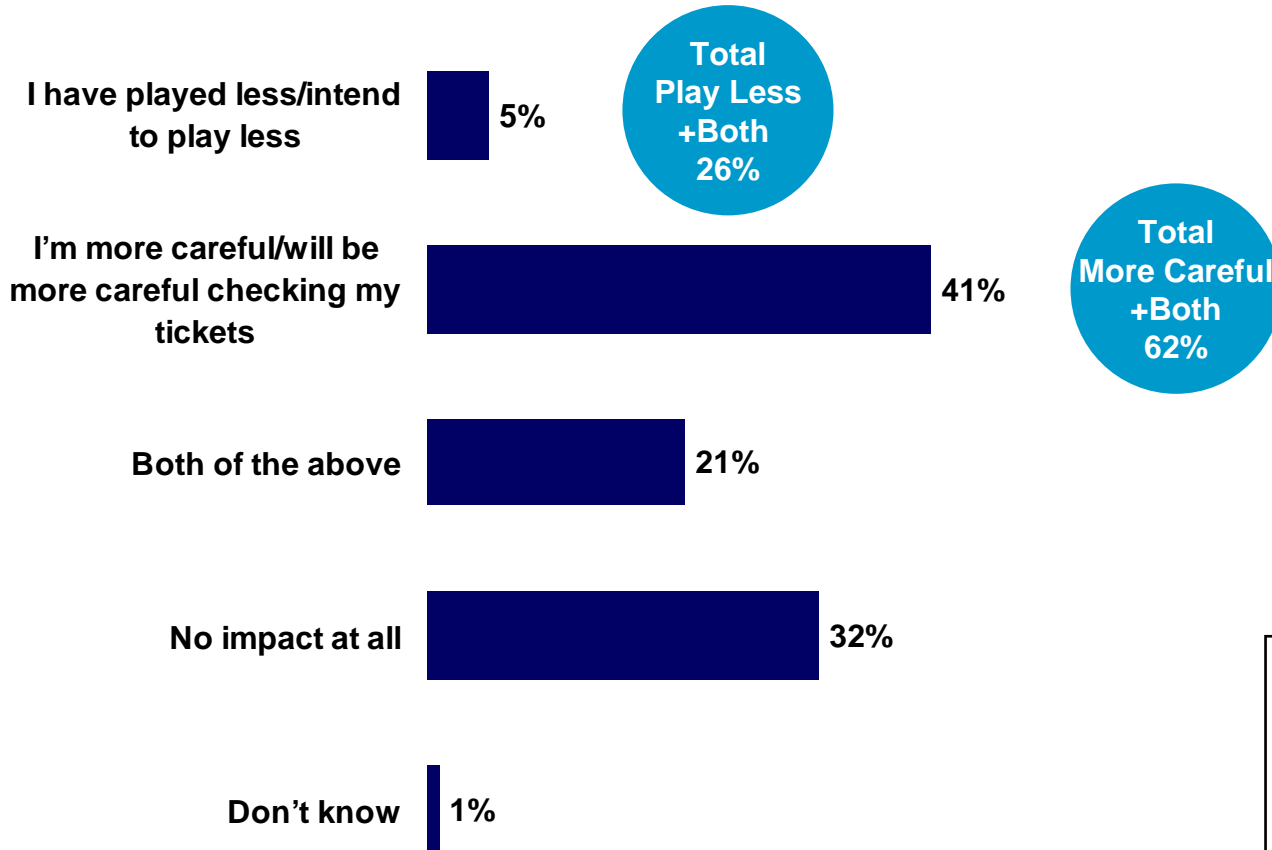
Base: All respondents (n=425)



Impact of Recent Issues on Play

- One-quarter of lottery players say they have/will play less
- Six-in-ten say they have/will be more careful in checking tickets
- Women more likely to play less and be more careful

Q11. What impact do recent reports about lotteries in BC have on your personal lottery play?



Less + Both – Careful + Both	
LM:	26% - 62%
Rest of BC:	26% - 62%
Men:	19% - 54%
Women:	33% - 70%

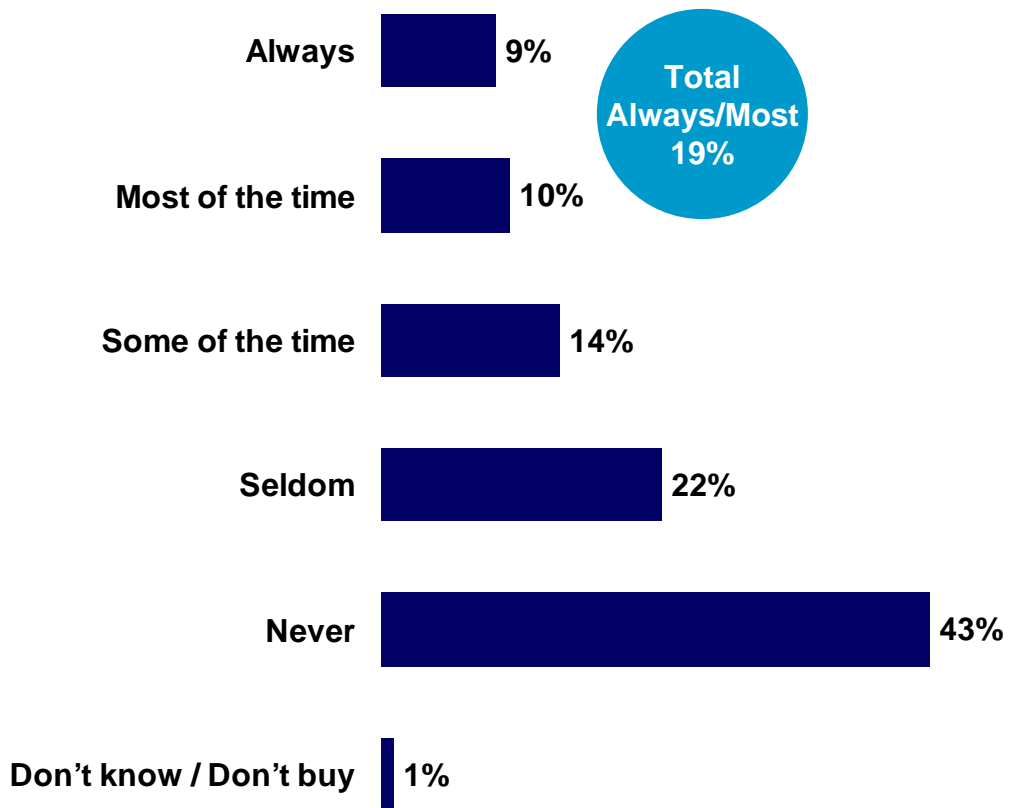
Base: Lottery players (n=345)



Signing the Back of Lottery Tickets

- Only two-in-ten lottery players sign the back of their ticket all or most of the time
- Women more likely to make a habit of signing

Q12. When you buy lottery tickets, how often do you sign the back of the ticket?



**Total
Always/Most
19%**

Always/Most	
LM:	20%
Rest of BC:	18%
Men:	15%
Women:	23%

Base: Lottery players (n=345)