

Fact Sheet

November 2018

Responsible Gambling in British Columbia

BCLC's mission is to conduct and manage gambling on behalf of the Province in a socially responsible manner. We believe that the more people know, the better equipped they are to make healthy decisions about gambling.

B.C. Gamblers (2018/19 BCLC Key Performance Indicator data*)

- 73% (three in four) of adult British Columbians participated in a gambling activity in the past year, whether they bought a lottery ticket, bet in a casino/Chances/bingo hall or online at PlayNow.com.
- The average B.C. player is 50 years old and an almost equal mix of men and women (49% Male vs. 51% Female).
- More than three quarters of B.C. players have post-secondary or higher education.
- The average annual household income of a player is \$69,483, slightly higher than that over the average B.C. adult.

*Online survey independently conducted by Ipsos Limited Partnership with a random sample of B.C. adults aged 19 and up.

2014 BC Problem Gambling Prevalence Study

- While most people gamble responsibly, a 2014 study into the [Prevalence of Problem Gambling in B.C.](#) found that 3.3 per cent of adult British Columbians have moderate to high problems with gambling, of which 0.7 per cent are considered high. This represents a 28 per cent decline since 2008, when the study found an estimated 4.6 per cent of British Columbians had moderate to high problems with gambling.

GameSense

- Launched in 2009, [GameSense](#) is BCLC's responsible gambling program, designed to assist players in making informed choices about gambling and connect them to resources.
- GameSense Advisors staff GameSense Information Centres in all casinos, and BCLC is expanding their presence to all Community Gaming Centres by fall 2019.
- BCLC has licensed GameSense to seven other gaming jurisdictions in Canada and the U.S.: Alberta Gaming and Liquor, Manitoba Liquor & Lotteries, SaskGaming, Saskatchewan Indian Gaming Authority, Massachusetts Gaming, Connecticut Lottery and MGM Resorts International.

Voluntary Self-Exclusion (VSE) Program

- Self-exclusion from B.C. gambling facilities and PlayNow.com is a personal commitment and a tool available for anyone having difficulty controlling their gambling.
- In 2017/2018, BCLC's [VSE program](#) had approximately 10,600 active enrollees.
- In 2017/2018, casino staff identified and removed individuals enrolled in the VSE program 9,563 times through various means including staff detection, ineligible wins and recognition technology. About 80 per cent VSE violations are from seven per cent of individuals enrolled in the program.

Other Initiatives

- The Province of B.C. and BCLC have invested \$1.365 million over five years to the [UBC Centre for Gambling Research](#).
- BCLC provides mandatory [Appropriate Response Training](#) for all front-line gaming staff.
- BCLC hosts the annual [New Horizons in Responsible Gambling](#) conference in Vancouver for attendees to learn about new developments and best practices in responsible gambling, as well as the prevention of problem gambling.