

Fact Sheet

Liquor and Gambling in Manitoba II

In 2016, the Liquor and Gaming Authority of Manitoba (LGA) conducted the *Liquor and Gambling in Manitoba II* survey to examine liquor and gambling knowledge and behaviours. The results will be used to inform the LGA's responsible drinking and responsible gambling initiatives, including the development of a new province-wide public education campaign. The complete report is available at LGAmanitoba.ca.

METHOD

A province-wide, 15 to 20 minute telephone survey was conducted with a representative sample of 1,200 adult Manitobans.

RESULTS: Liquor

When asked about their drinking behaviours:

- 75.3% of Manitobans drank alcoholic beverages in the previous 12 months.
- Beer and wine were the most commonly consumed beverages.
- Most Manitobans who drink do so moderately. 91% reported drinking two to three times a week or less.

Drinking Motives

Of Manitobans who consumed liquor, most (43.9%) drank to be sociable. Other top reasons included enjoying the feeling or taste of alcohol (16.8%), and drinking for fun (9.2%).

Responsible Drinking

Most (86.3%) Manitobans reported always using at least one responsible drinking strategy. On average, Manitobans who drank always used more than two of these strategies. The most common strategies included:

- 65.2% always pre-planned their transportation, for example by calling a taxi or having a designated driver.
- 46.8% always limited the number of drinks consumed on one occasion.

Despite using these strategies, many Manitobans regularly exceeded national low-risk drinking guidelines that advise Canadians to limit how much alcohol they consume on a weekly basis and on any single occasion. 33.3% of those who drank exceeded the weekly drinking guideline, and 59.6% exceeded the special occasion drinking guideline.

RESULTS: Gambling

When asked about their gambling behaviours:

- 74.2% of Manitobans gambled in the previous 12 months. This is a downward trend since 2010, when 85.3% of Manitobans gambled.
- 48.1% of Manitobans bought charity raffle or fundraising tickets, the most common form of gambling, at least once a year. Buying lottery or instant win tickets and playing slot machines and VLTs were other popular gambling activities.
- Online gambling was the least popular form of gambling; only 1.5% of Manitobans reported betting money online.

Gambling Motives

Reasons for gambling varied among adult Manitobans. The top reasons included:

- 26.1% gambled to support a charity.
- 20.9% gambled for fun or enjoyment.
- 15.9% gambled for entertainment purposes.
- 13.9% gambled for a chance to win money.

Responsible Gambling

- A spending limit was the most common responsible gambling strategy. 56.6% of Manitobans always set spending limits. Further, 51.9% always limited access to funds by leaving debit or credit cards at home.
- Although provincial rates of at-risk and problem gambling have declined since 2013, further research is necessary. Manitoba's rates continue to be similar to those of other provinces.

FUTURE DIRECTIONS

The results of this survey will serve as benchmarks for the development and evaluation of the LGA's social responsibility initiatives. The next *Liquor and Gambling in Manitoba* survey is planned for 2019.

