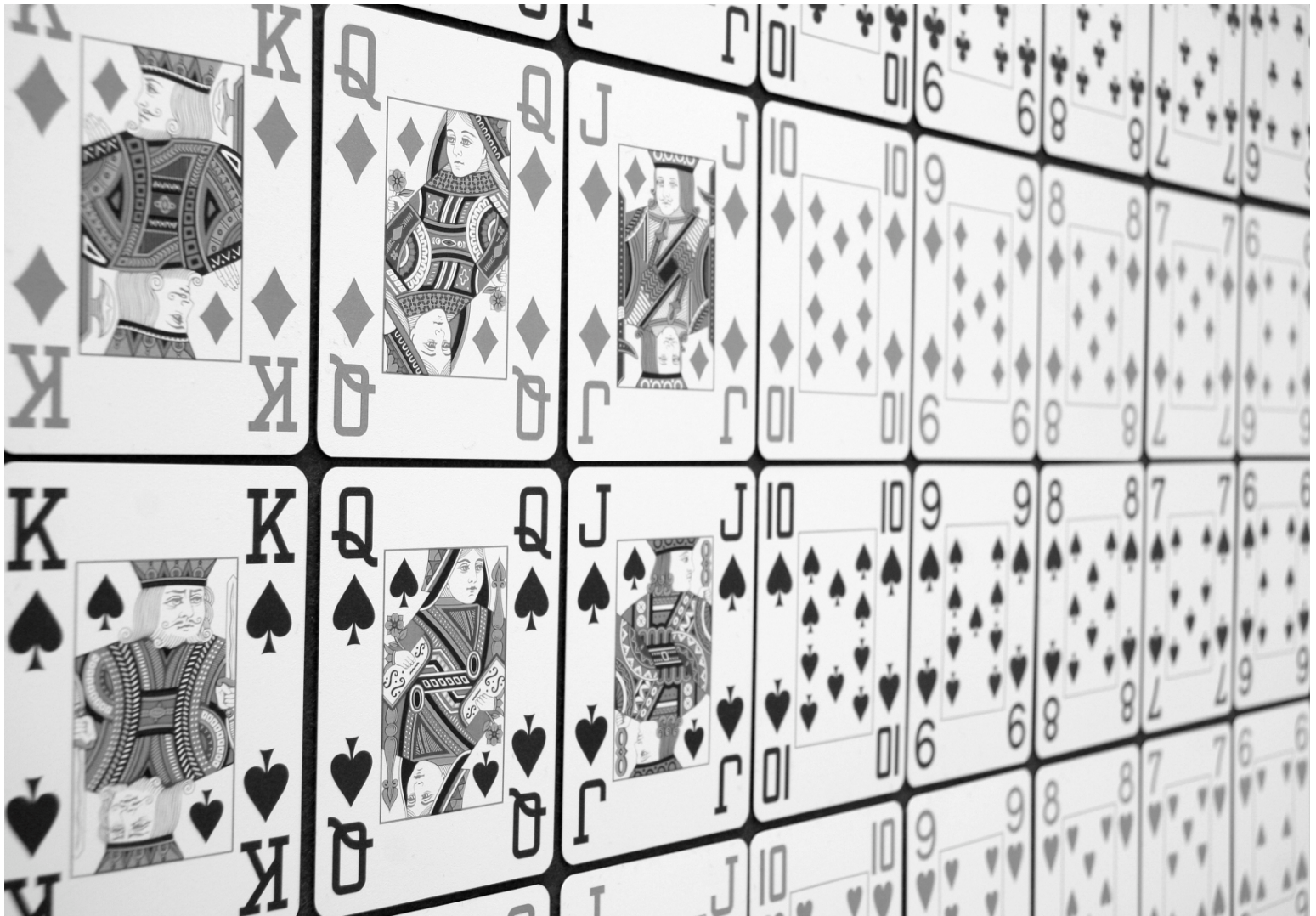


# PARENTS AS PARTNERS

SASKATCHEWAN PARENTS COMPARATIVE ANALYSIS

APRIL 15, 2010



**DECODE**

DECODING YOUTH, YOUNG ADULTS  
AND YOUNG FAMILIES



International Centre for  
Youth Gambling Problems  
and High-Risk Behaviors

[WWW.YOUTHGAMBLING.COM](http://WWW.YOUTHGAMBLING.COM)

## Introduction to the National *Parents as Partners* Study

DECODE, in collaboration with Dr. Jeffrey Derevensky (McGill University), initiated the Canadian *Parents as Partners* study to enhance our knowledge and understanding of parental awareness and attitudes toward youth gambling. The study was also designed to generate fact-based direction for the development of communications, support materials, services and programs that will effectively engage parents as partners in youth-centred responsible gambling awareness and problem gambling prevention. Provincial prevalence studies indicate that underage youth engage in gambling, both regulated and unregulated (i.e., informal games and wagering amongst peers). As well, there is research that consistently suggests underage excessive youth gambling is highly problematic and concomitant with a host of negative interpersonal, financial, academic, legal and mental health problems.

There were six funding partners in the study:

- Alberta Gaming and Liquor Commission
- British Columbia Lottery Corporation
- Nova Scotia Gaming Corporation
- Saskatchewan Health
- Fondation Mise sur toi
- Ontario Problem Gambling Research Centre

Project Phases:

- Phase One – Interim National Quantitative Summary Report
- Phase Two – Province-Specific Qualitative Research
- Phase Three – Final Report (including national quantitative, provincial quantitative and provincial qualitative findings)

This report includes national and provincial quantitative findings, and is designed to serve as a resource for various stakeholders and practitioners involved in youth-related prevention initiatives and programs. This study is not intended to identify the underlying causes or incidence of problem gambling amongst youth or adults in Canada.

## Study Methodology

In August of 2008, DECODE, in collaboration with Dr. Derevensky and his research team, executed an online quantitative study with 2,710 Canadian parents. The respondent sample was drawn from an online panel of 400,000 Canadians sourced from Sympatico.MSN.ca, and the survey instrument was programmed and hosted by Research Now. The estimated margin of error for this study is calculated at 3%, 19 times out of 20 (95% confidence level).

An oversample of respondents was included for each study partners to provide a basis for further custom analyses that explore parental attitudes and behaviours as they relate to gambling prevention.

All parents were screened prior to their participation in order to ensure equal representation and distribution of parents with children of varying ages, and an equal ratio of sons and daughters. In order to participate, parents were required to have at least one child living at home between the ages of 13 and 18. Of parents surveyed, most (75%) had just one or two children living at home: 29% had one, 45% had two, 17% had three and 6% had four or more. Parents were instructed to refer to one specific child of a designated age when answering the questions in the online survey. This resulted in the following age distribution (National sample):

- 13 years old – 17%
- 14 years old – 18%
- 15 years old – 18%
- 16 years old – 18%
- 17 years old – 17%
- 18 years old – 12%

(Please note: the minimum legal age to gamble on regulated forms of gambling varies between jurisdictions. In Alberta and Quebec it is 18, while in other provinces it is 19. Accordingly, to participate in the study, parents surveyed from Alberta and Quebec were required to have a child living at home between the ages of 13 and 17, while in other provinces the child was between the ages of 13 and 18.)

The data was weighted to reflect, as closely as possible, the Canadian population distribution by region as outlined by Statistics Canada.

The following summary highlights some important issues and presents any statistically significant differences between provincial and national findings in the *Parents as Partners* study.

For the purposes of this comparative analysis only, the “National” respondent sample consists of the total respondent sample excluding respondents from Saskatchewan. The “Saskatchewan parents” sample consists only of parents from Saskatchewan.

The breakdown of Saskatchewan participants is as follows:

- 136 fathers
- 364 mothers

Having children in the following age ranges:

- 13 year olds – 44 kids
- 14 year olds – 94 kids
- 15 year olds – 101 kids
- 16 year olds – 95 kids
- 17 year olds – 106 kids
- 18 year olds – 60 kids

### Seriousness of the issue

Parents from Saskatchewan view gambling as less serious an issue than parents from other provinces. On a five point scale (ranging from 1=not at all serious to 5=very serious), Saskatchewan parents had a mean of 3.12 compared to the national norm of 3.27.

Of the 12 youth behaviours listed below, parents ranked gambling as the least serious youth issue.

Issue	Saskatchewan Parents	National Sample (not including Sask parents)
Drug use	84.2%	87%
Alcohol use	80.4%	82%
Drinking & driving	82.6%	81%
Unsafe sexual activities	79.1%	81%
Violence in schools, bullying	72.8%	75%
Smoking	66.5%	73%
Obesity, eating disorders	64.5%	66%
Spending too much time online	65.0%	66%
Negative body image	63.9%	64%
Excessive video game playing	58.2%	64%
Depression	61.1%	60%
Gambling	34%	40%

N.B. "In your opinion how serious of an issue are the following for teens today?"

Note, figures represent top two box responses: "serious" and "very serious."

### Participation in gambling with child by activity

The following chart compares the percentage of Saskatchewan parents who participate in specific gambling activities with their child compared to the percentage of parents from all other provinces.

	Saskatchewan Parents	National Sample (not including Sask parents)
Raffle tickets	53.6%	41%
Scratch 'n' win tickets	38.1%	40.2%
Bingo	17.6%	8.6%
Lottery tickets (ie: Lotto 649, Lotto MAX, Western 649 etc.)	9.4%	11.5%
Card games other than poker	9.4%	5.9%
Sports pools	8.2%	4.7%
Betting of activities that you are participating in	4.8%	3.1%
Poker	3.5%	3.9%
Sports lottery (Sport Select)	3.5%	1%
Betting on an individual sports game, with or without a bookie	2.4%	1.2%
Casino table games	2.4%	.6%
Keno	1.2%	.8%
Online gambling	1.2%	1.1%
VLTs	1.2%	.8%
Horse racing	1.2%	3.3%

While Saskatchewan parents have a high rate of participation in gambling activities with their children, 34.9% of parents reported having never participated in any form of gambling with their child. This is significantly less than the national average of 40%.

24.2 % Saskatchewan parents say their child has received lottery, scratch 'n' win or sports lottery tickets as a holiday gift from a relative or friend.

19.1% of Saskatchewan parents say they have given their child lottery, scratch 'n' win or sports lottery tickets as a holiday gift.

Percentage of all children, by age, who have received lottery, scratch 'n' win or sports lottery tickets as a holiday gift from their parents:

- 13-14 years old 10.7%
- 15-16 years old 21.7%
- 17 years old 25.9%
- 18 years old 24.7%

### Level of parental concern with poker play, from most to least

As shown in the graph below, parents are much more concerned with poker games when money is involved. Additionally, in situations in which parents do not have the ability to monitor their child's behaviour, such as with playing poker at a friend's house or online, parents are more concerned with their child's poker play.

Poker setting	Saskatchewan	National
Poker online, with money	69.4%	78.7%
Poker at friend's house with friends, with money	64.3%	71.8%
Poker at your home with friends, with money	59.5%	68.9%
Poker at school at lunch/recess with friends, with money	56%	76.6%
Poker at home with family, with money	56%	63.3%
Poker online, no money	50%	57%
Poker at school at lunch/recess with friends, no money	40.7%	50.3%
Poker at home with family, no money	33.3%	23.5%
Poker at friend's house with friends, no money	33%	41%
Poker at your home with friends, no money	29.8%	36.5%

### Amount of money children have to spend on gambling before parents in Saskatchewan became concerned about their child gambling

This chart outlines the percentage of parents that would be concerned if they knew that their child was gambling with specific amounts of money. Results show that approximately half of parents would be concerned if they knew their child was gambling with amounts less than \$1.

Amount of money	Saskatchewan	National
Any amount	44.7%	52.4%
Over \$1	50.6%	59.2%
Over \$5	62.4%	72%
Over \$10	77.7%	85.8%
Over \$20	94.2%	94.8%
Over \$50	97.7%	98.2%
Over \$100	98.9%	99.3%

### Age breakdown compared to the level of parent concern when their children are gambling with money

This chart outlines the percentage of parents that would be concerned if they knew that their child was gambling with specific amounts of money, separated by age of child. Results show that parents of younger children are more concerned with their child gambling with very small amounts of money. Parents of older children would only become concerned once their child is gambling with greater amounts of money.

Amount of money	13 year olds	14 year olds	15 year olds	16 year olds	17 year olds	18 year olds
	National % Sask %	National % Sask %	National % Sask %	National % Sask %	National % Sask %	National % Sask %
Any amount	60.6 42.9	60.8 57.1	53.5 46.2	50.6 46.7	49.1 38.5	32.9 38.5
Over \$5	85.7 57.1	79.5 71.4	74.4 61.6	73.1 66.7	64.9 69.3	44.9 53.9
Over \$10	95.7 85.7	91.8 78.5	89.3 84.7	86.4 80	80.2 77	63.3 69.3
Over \$20	98.9 100	97.5 99.9	95.8 100	95.8 100	92.3 92.4	85.2 92.4
Over \$50	99.8 100	99.1 99.9	98.7 100	98.3 100	98.7 100	93 100
Over \$100	99.8 100	99.8 99.9	99.8 100	99.9 100	99.8 100	95.5 100

### Children's access to money and the Internet

While still relatively high, Saskatchewan parents (66%) are less likely to monitor their child's online activities than the national sample (72%).

When asked whether their child had access to a personal credit card, Saskatchewan parents reported 6.8% of children had a credit card, which is significantly higher than the national norm of 4.5%.

	Saskatchewan	National (not including Sask. parents)
Do you monitor your child's online activity	66%	72%
Does your child have access to a personal credit card	6.8%	4.5%

The average weekly allowance given to children by Saskatchewan parents is \$23.92 compared to the national sample of \$21.34.

### Measures taken to control child's Internet access

	Saskatchewan Sample	National Sample (not including Sask. parents)
Place home computer in a common space where family members are usually present	75%	79%
Enforce strict rules about length of time allowed online	54%	58%
Set controls on the computer to limit access to inappropriate sites	48%	53%

The percentage of Saskatchewan children who have computers in their bedrooms is 38.8%, while the national average is 34.1%.



## Conversations about teen issues

Parents in Saskatchewan thought that the fear of disappointing their child was the most important reason limiting their discussions with their children relating to teen issues, followed by fear of how their child may react, and their belief that their child would not understand.

In comparison to the national norms, parents in Saskatchewan were more likely to be concerned as to how their children might react.

## Limitations to discussing gambling

The primary limitations precluding conversations among Saskatchewan parents were:

1. It's not a priority
2. They don't have sufficient information about the issue
3. They don't know how to address the issue of underage youth gambling
4. They don't think their child will listen to their advice
5. Don't want to be seen as intruding
6. Uncomfortable discussing gambling
7. Don't want to be seen as the bad cop
8. They don't think it's their responsibility

Saskatchewan parents were more likely to feel uncomfortable discussing underage youth gambling with their child compared to parents in the rest of Canada, and they believe that their child would be less receptive if they initiated a conversation about gambling.

## Point at which Saskatchewan parents would initiate a conversation about gambling with their child

	Mom	Dad
Conversation with other parents	64.3%	50%
Friend or acquaintance who gambles	64.3%	50%
Child pressured to participate	62.8%	51.3%
Topic discussed at school	51.1%	39.6%
Viewed on the news	44.2%	30.9%
Became aware of campaign	23.8%	18.7%

### Knowledge about the risks associated with gambling and teen gambling

As can be observed by the figures below, Saskatchewan parents score better than the national sample in terms of understanding the risks associated to gambling.

Statement	% of Saskatchewan parents who agree with statement	% of National sample who agree with statement
Gambling can negatively impact work performance	84.7%	79.8%
Teen gambling can lead to criminal behaviour	74.2%	70.6%
Gambling can lead to criminal behaviour	66.1 %	65.1 %
Gambling can increase self confidence	6.1%	7.1%
Gambling can help develop useful skills	6.1%	7.4%
Teen gambling can help develop useful skills	4.5%	8.3%

Saskatchewan parents were also asked to provide what they thought was the actual legal age for a number of different activities, including purchasing lottery tickets, gambling in a casino, and playing VLTs.

### Saskatchewan parents' knowledge of legal gambling age for lottery tickets

Age	% of Parents
None (no age restrictions to purchase a lottery ticket)	1.7
12	0.1
14	0.1
16	6
18	67.1
19	22.8
21	1.6
22	0.6

The legal age in Saskatchewan to purchase lottery products, including lottery tickets and scratch 'n' win tickets, is 18 years.

### Saskatchewan parents' knowledge of legal gambling age for casinos

Age	% of Parents
18	36.4
19	56.2
20	0.1
21	6.7
22	0.6

The legal age to gamble in a Saskatchewan casino is 19 years.

### Saskatchewan parents' knowledge of legal gambling age for VLTs

Age	% of Parents
None (no age restrictions to play VLTs)	2
18	34.4
19	58.4
20	0.5
21	4.1
22	0.6

The legal age to play VLTs in Saskatchewan is 19 years.

### Level of parental gambling problems

Parents from Saskatchewan were asked if they knew somebody who had experienced a gambling problem and/or if they had ever personally experienced a gambling problem.

Overall, 43% of participants from Saskatchewan reported knowing someone who has experienced a gambling problem; this is significantly higher than the national rate of 36%.

In addition, 7.4% of Saskatchewan participants reported having experienced a gambling problem themselves. This is significantly higher than the national rate of 5.0%.

## Who is responsible for preventing teen gambling problems

Group	Percent of Saskatchewan parents who agree or strongly agree
Parents	95%
Teens	87.4%
Gambling industry	67.1%
Government	51%
School staff	39.6%
Mental health professionals	27.4%

## Where would parents turn for help?

Saskatchewan parents report that in the event of an adolescent gambling problem, they would seek help from the following:

- School guidance counsellor
- An addiction centre
- Gamblers Anonymous
- Family physician
- Online resources
- Family member

Compared to the national norms, Saskatchewan parents are more likely to seek help from an addictions centre or school guidance counsellor.

Parents were asked what strategies they would employ to help a child with a gambling problem. Choices included:

- Having a discussion about the dangers of gambling
- Seeking information on teen gambling to educate themselves
- Establishing controls and strictly monitoring their child's online activity
- Seeking help from a professional
- Restricting their child's access to money
- Setting curfews
- Monitoring their child's behaviour.

## Saskatchewan parents' preferred methods of receiving information concerning teen gambling

When parents were asked to identify the primary method of receiving information, they indicated the following:

- |   |      |
|---|------|
| • School bulletins and information packages | 27%  |
| • Websites                                  | 14%  |
| • Televised public service announcements    | 11%  |
| • Brochures                                 | 10%  |
| • Documentaries                             | 9.4% |

### Cautionary notes

The results presented for adult patterns of gambling may be inconsistent with provincial research on gambling behaviours and habits in general, and should be interpreted with some caution. It is important to note that the sample was restricted to a parent with one or more children ranging in age from 13 to 18, thus, in general, minimizing the inclusion of young adult gamblers. This sample was also restricted to individuals with computer access to the web-based survey. Past research has suggested that this may be a more highly educated population. Finally, the availability of different forms of gambling varies across the country. This may impact both the type of readily-available adult gambling activities, and the types of gambling engaged in by underage youth.

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