

Lotteries Yukon's 2013 Household Survey and Web Survey Summary of Results

Objectives of the survey

Profits from the sale of lottery tickets in Yukon are allocated to local art, sport, and recreation projects and activities. The Lotteries Yukon survey was designed by Lotteries Yukon and the Yukon Bureau of Statistics to assess Yukon residents' knowledge of how Yukon Lottery revenues are spent, and whether that knowledge influences lottery playing habits.¹

Methodology

The Lotteries Yukon survey had two components. The first component of the survey was a household survey in which respondents were selected from 502 randomly sampled households. Phone numbers were drawn from a bank of phone numbers that included all residential numbers in the 2013 Northwestel telephone book, as well as any other number with the same first 6 digits. The adult who had most recently had a birthday was selected from each household and invited to participate in the survey. All Yukon communities were included in the sample frame, and residents living outside Whitehorse were sampled more heavily than those in Whitehorse to ensure adequate representation. Telephone interviews were conducted between October 28 and November 13, 2013.

The second component of the survey was a web survey. Respondents were recruited using advertisements on Facebook, the Whitehorse Star website, and the Yukon News website. The advertisements on Facebook ran from October 9th to October 29th, and the newspaper website ads ran during the same time-period. Anyone could respond to the web survey, but people who lived outside Yukon were screened out in the first question. In total, 223 eligible respondents completed the web survey.



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Except where otherwise stated, the household survey results were weighted² to correct for place of residence (Whitehorse or outside Whitehorse), age group, gender and population size, using Yukon Bureau of Statistics' June 2013 health care population estimates. As the web survey was not based on a random sample, those results were not weighted and are not generalizable to the population as a whole.

About the respondents

Seventy-six percent of the Yukon population aged 18 years or older lives in the Whitehorse area. Fifty-eight percent of the phone survey respondents lived in the Whitehorse area, whereas 82% of the web survey respondents said they lived in Whitehorse. While the phone interview results are weighted to adjust for the difference between the respondents and the general population, the web survey results are unweighted and therefore may not proportionally reflect the views of Whitehorse respondents.

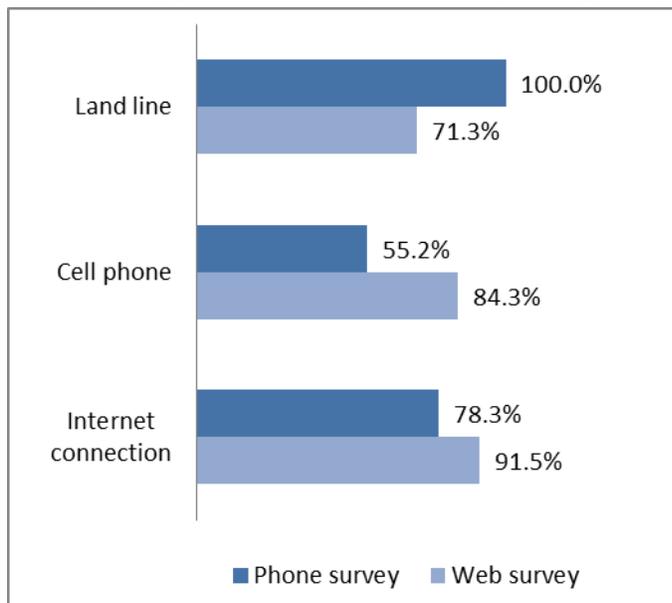
Despite the randomization methods used in sampling for the phone survey, 61% of the respondents were female and 39% were male. The web survey also heard from more women (57%) than men (43%). The Yukon adult population is 49% female and 51% male, and the phone survey results have been weighted to correct for this difference.

The age distribution of both the phone and web survey respondents is skewed somewhat towards older respondents, when compared with the population estimate. Again, the phone survey results have been weighted to correct for this difference.

To gauge whether the web survey was enabling us to reach individuals who are not in the home phone sample frame, we asked a question about the use of communication technologies in the respondent's home. Web survey participants were much less likely to have a land line and much more likely to have a cell phone or an internet connection than the phone survey participants (Figure 1).

² Weighting is a statistical technique that corrects for differences between the respondents and the general population in order to improve the accuracy of the estimates. For instance, since the proportion of male respondents was lower than we see in the general population, the answers given by male respondents were weighted more heavily than those of female respondents.

Figure 1. Use of Communication technologies in the home of the phone and web survey participants, percent of respondents (unweighted).



Main findings

Participation in raffles, lotteries, and charitable cash donations

More than three-quarters of the adult Yukon population (68%) and the respondents to the web survey (72%) have made a cash donation to a charitable cause in the past year. The respondents reported that their annual donation amounts ranged between \$5 and \$100,000. Also, three-quarters of the adult population (68%) and 85% of the web survey respondents have bought a raffle ticket to support a charitable cause in the past year. Annual spending reportedly ranged from \$5 to \$6000.

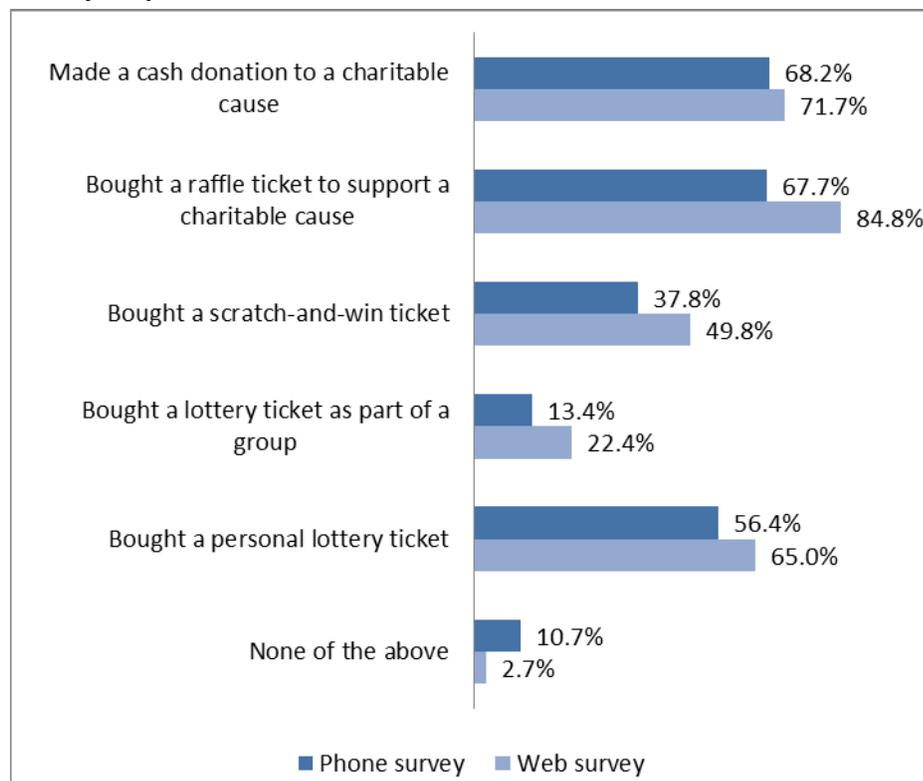
A smaller proportion of the adult Yukon population have bought scratch-and-win tickets in the past year (38%), while web survey respondents were slightly more likely to have done so (50%). Annual spending ranged from \$2 to \$10,000. Personal lottery tickets were more popular, with an estimated 56% of the adult population and 65% of the web survey respondents saying they bought one in the past year. Annual spending ranged between \$2 and \$10,000. Some respondents bought lottery tickets as a group (13% of the adult population and 22% of the web survey respondents). Annual spending on group lottery tickets ranged between \$3 and \$3000.

An estimated 11% of the adult Yukon population and 3% of the web survey respondents said they have not done any of the above in the past year (Table 1 and Figure 2).

Table 1. Amount spent by respondents in the past year (unweighted).

	Phone survey			Web survey		
	Mean	Min	Max	Mean ³	Min	Max
Cash donations to charitable causes	\$323	\$5	\$28,000	\$1,357	\$5	\$100,000
Raffle tickets for a charitable cause	\$307	\$5	\$3,000	\$186	\$10	\$6,000
Scratch-and-win tickets	\$159	\$2	\$10,000	\$112	\$2	\$2,000
Lottery tickets as part of a group	\$48	\$3	\$3,000	\$154	\$5	\$1,500
Personal lottery tickets	\$258	\$2	\$5,200	\$462	\$7	\$10,000

Figure 2. In the past year, have you ever done any of the following? Estimated percent of the Yukon population aged 18 years and over (from the phone survey), and percent of web survey respondents.



³ Measures of central tendency derived from a non-random sample are likely to be biased and should be interpreted with caution. Also, both the phone and web survey results included some outliers where a very small number of respondents reportedly made very large cash donations. These outliers affect the mean value.

Understanding of how Lotteries Yukon revenue is spent

As noted earlier, profits from the sale of lottery tickets in Yukon are allocated to local art, sport, and recreation projects and activities. Charitable donations and raffle tickets to support charitable causes are regulated differently, and are not within Lotteries Yukon's jurisdiction.

We asked the survey participants what causes they think Lotteries Yukon revenue supports. Web survey respondents were much more likely than the average adult Yukon resident to correctly identify sports, arts, or recreation events and organizations. While only 9% of the adult Yukon population were able to correctly identify all three, without adding any other categories, this was true for 46% of the web survey respondents.

While an estimated 46% of the adult Yukon population said they don't know how Lotteries Yukon revenue is spent, this was true for only 13% of the web survey respondents (Figure 3). This may be because the web survey respondents were better informed or better able to look up the answer on the fly, or it may be that the question was easier to answer in an online format where the respondents could see all the options laid out as a checklist.

Many of the things mentioned in the 'other' categories (Figure 3) actually fit under sports, arts, or recreation events and organizations. Other frequently mentioned things were programming or facilities for children and youth (including education), funding for health and medical programs, facilities and non-profit organizations (including physical health, mental health and disability supports), funding for communities or community projects, and funding for shelters, support for homeless people, and affordable housing programs.

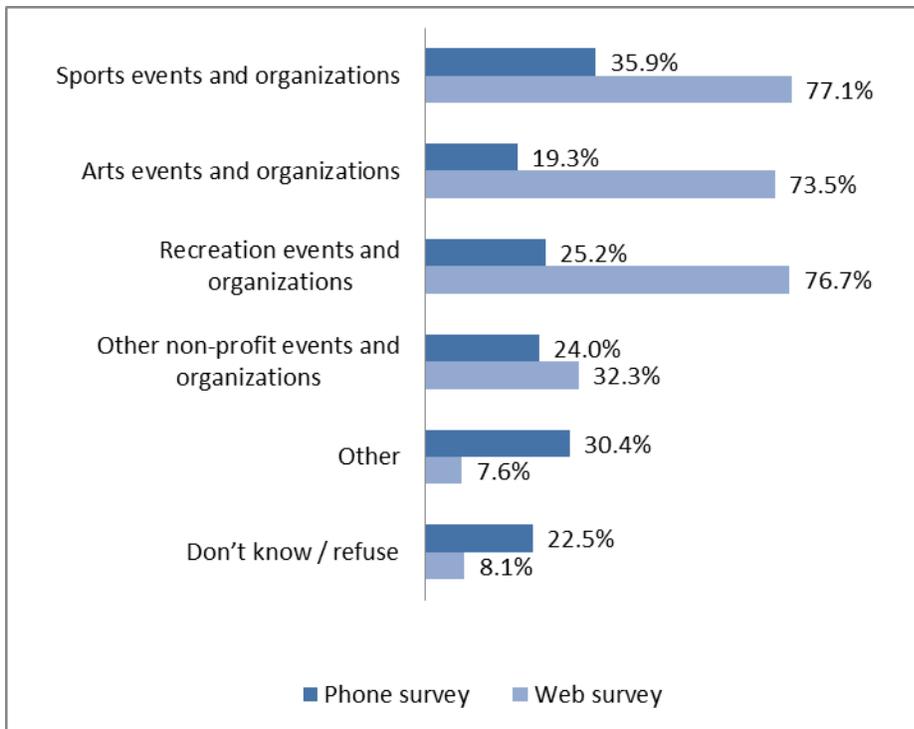
Figure 3. What causes do you think Lotteries Yukon revenue supports? Estimated percent of the Yukon population aged 18 years and over (from the phone survey), and percent of web survey respondents.



How the public thinks Lotteries Yukon revenue should be spent

While approximately three-quarters of the web survey respondents agreed that Lotteries Yukon revenue should be used to support sports, arts, and recreation events and organizations, this was true for a much lower proportion of the population estimate based on the phone survey. From the phone survey, an estimated 36% of adult Yukon residents said that they thought the money should support sports events and organizations; this dropped to 25% for recreation and 19% for arts events and organizations (Figure 4).

Figure 4. What causes do you think Lotteries Yukon revenue SHOULD support? Estimated percent of the Yukon population aged 18 years and over (from the phone survey), and percent of web survey respondents.



As with the previous question, many of the things mentioned in the 'other' categories (Figure 4) actually fit under sports, arts, or recreation events and organizations. However, the respondents identified a number of other areas where they thought the lottery money should go. These included, in order of frequency from the most to the least often mentioned:

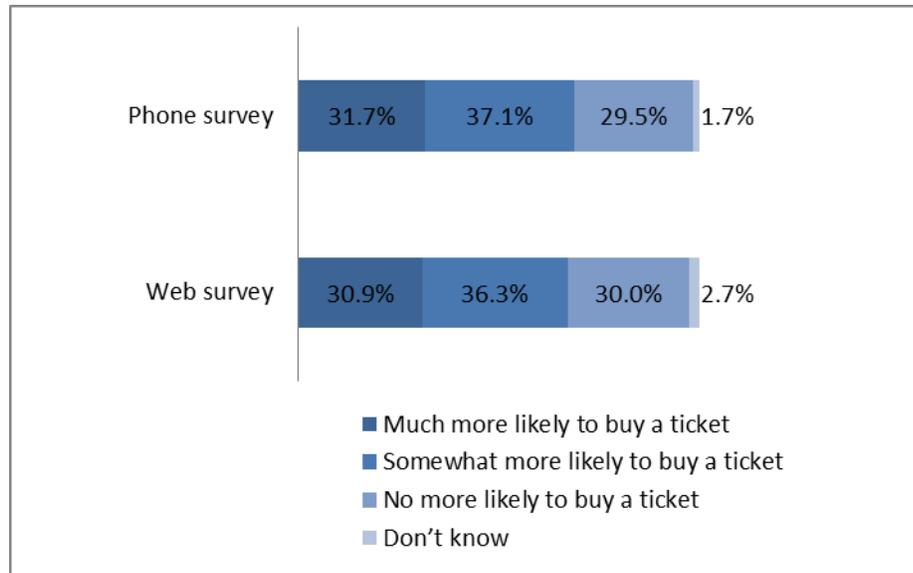
- Programming for children and youth (including education)
- Funding for health and medical programs, facilities and non-profit organizations (including physical health, mental health and disability supports)
- Funding for shelters, support for homeless people, and affordable housing programs
- Food banks
- Other social programming
- Animal shelters
- Programs for elders and seniors
- Communities
- Various non-profit organizations that did not fit into any of the above categories

Does it matter to ticket-buyers where the money goes?

We asked the survey participants whether it makes a difference to their spending habits if they know the money is going to a good cause in the territory. There was very little difference between the web survey participants and the estimated adult Yukon population from the phone survey.

Sixty-nine percent of adult Yukon residents (67% of the web survey respondents) said they would be ‘much more likely’ or ‘somewhat more likely’ to buy a ticket if they knew the money was going towards a good cause in Yukon. Less than a third of respondents said it would not make a difference to them or they didn’t know if it would (Figure 5).

Figure 5. If you know the money you spend on a lottery or scratch-and-win ticket is going towards a good cause in Yukon, does it make you much more likely, somewhat more likely, or no more likely to buy a ticket? Estimated percent of the Yukon population aged 18 years and over (from the phone survey), and percent of web survey respondents.



Conclusions

The majority of adult Yukon residents have bought lottery or scratch-and-win tickets in the past year. The Lotteries Yukon survey shows us how adult Yukon residents think lottery revenues are spent, and how they think those revenues should be spent. Most residents were unable to correctly identify sports, arts, and recreation events and organizations as the recipients of those revenue dollars, to the exclusion of other potential recipients. Some thought the money is available to fund a wider range of social programs and non-profit organizations, while others don't know how the money is spent. Many thought the money should be available to a wider range of recipients.

The survey results also revealed that it is important to the majority of potential lottery players—adult Yukon residents—to know that the money they spend on lottery tickets is going towards a good cause in Yukon.

Appendix 1. Lotteries survey questionnaire

Q1. [Screening question for web survey] Are you a Yukon resident?

- Yes
- No -> We are only collecting information from Yukon residents at this time. Thank you for your interest in this survey. [Automatically end survey]

Q2. Do you live in Whitehorse, or in another part of the Yukon? (For phone interviews, this question can be answered by the interviewer based on the phone number)

- Whitehorse
- Outside Whitehorse

Q3. In the past year, have you ever:

- Made a cash donation to a charitable cause
- Bought a raffle ticket to support a charitable cause
- Bought a scratch-and-win ticket
- Bought a lottery ticket as part of a group, such as a workplace lottery buying club
- Bought a personal lottery ticket
- None of the above -> Skip to Q5
- Don't know -> Skip to Q5
- Refuse -> Skip to Q5

(Ask for each of the above which was checked):

Q4. In the past year, how much money would you estimate you have spent on:

- a. **Cash donations to charitable causes** \$_____
 - Don't know
 - Refuse
- b. **Raffle tickets for a charitable cause** \$_____
 - Don't know
 - Refuse
- c. **Scratch-and-win tickets** \$_____
 - Don't know
 - Refuse
- d. **Lottery tickets as part of a group, such as a workplace lottery buying club** \$_____
 - Don't know
 - Refuse
- e. **Personal lottery tickets (not as part of a buying club)** \$_____
 - Don't know
 - Refuse

Q5. What causes do you think Lotteries Yukon revenue supports?

- Sports events and organizations
- Arts events and organizations
- Recreation events and organizations
- Other non-profit events and organizations (such as: _____)
- Other: _____
- Don't know
- Refuse

Q6. What causes do you think Lotteries Yukon revenue SHOULD support?

- Sports events and organizations
- Arts events and organizations
- Recreation events and organizations
- Other non-profit events and organizations (such as: _____)
- Other: _____
- Don't know
- Refuse

Q7. If you know the money you spend on a lottery or scratch-and-win ticket is going towards a good cause in the Yukon, does it make you:

- Much more likely,
- Somewhat more likely, or
- No more likely to buy a ticket?
- Don't know
- Refuse

Q8. Are you: *(Phone interview: don't read the question aloud unless necessary)*

- Male
- Female?

Q9. Are you:

- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65 or over?

Q10. At home, do you have: *(check all that apply)*

- A land line
- A cell phone
- An internet connection
- None of the above