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Fact Report

Focal Research On-site Video Lottery Player Recruitment

The Nova Scotia Gaming Foundation (NSGF) has retained Focal Research, an independent Nova Scotia research firm, to create a confidential non-government Video Lottery Player Research Panel. Over the next few months (February-April 2010) staff from Focal will be visiting VLT retail sites throughout the province inviting people who play VLTs to join a player panel. Participation is voluntary. The research panel gives players across the province a secure and private way to share their experiences and opinions about video lottery and changes to the VLT program in Nova Scotia. This is a chance for players to have input without being identified.

Who is the Nova Scotia Gaming Foundation?

- ✓ The Nova Scotia Gaming Foundation (NSGF) is a not-for-profit, arms-length government agency.
- ✓ A primary purpose of the Foundation is to support independent gambling research in Nova Scotia in a balanced, fair and objective manner in order to reduce gambling risk and harm for individuals, families and communities.
- ✓ The Foundation has a volunteer Board of Directors from across the province that is appointed by and accountable to, the Minister of Health Promotion and Protection.
- ✓ Funding for the Foundation comes from 1% of Retailer's commission from video lottery revenues (VLT). This amount is matched by the Nova Scotia Gaming Corporation.

Who is Focal Research?

- ✓ Focal Research is a local independent Nova Scotia research company with internationally recognized expertise in conducting gambling research especially for VLTs.
- ✓ Focal has been conducting gambling research in Nova Scotia for over 20 years working cooperatively with retailers, players, operators and health professionals in the province and abroad.
- ✓ Focal meets or exceeds national confidentiality and ethics requirements for conducting research ensuring the protection and privacy of all participants.
- ✓ Focal's staff are trained professionals committed to objective information to assist all stakeholders in making decisions.

Video Lottery On-site Recruitment Project:

- On behalf of the Foundation, Focal Research is generating a confidential panel of VLT players from across the province.
- To make sure that the opinions of players in all areas of Nova Scotia are represented, Focal staff will be contacting various VLT retailers throughout the province to ask for permission to go on-site to invite video lottery players to join the panel.
- Focal knows that players are at the location to enjoy themselves and socialize and does not want to do anything to interfere with retail staff or their customers.
- In previous research Focal consulted with retailers and players and found out the best way to reach players is to go on-site and get the name and number of those who are interested and then re-contact them at their convenience.
- This approach minimizes inconvenience at the retail location and protects the confidentiality of the player.
- Participation on the panel is voluntary and players can withdraw at any time.
- The panel is used for research purposes only.
- Focal will not be gathering or reporting any information about specific retail locations, nor will individual players be identified.
- The research is approved by the government and the Atlantic Lottery Corporation (ALC) and Nova Scotia Gaming Corporation (NSGC) are informed about the project and the recruitment underway.
- Please contact Focal's toll-free number if you have any questions or concerns (1-888-454-8856) or visit NSGF's website for more information at www.nsgamingfoundation.org.