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The Responsible Gambling Trust

Bingo Research: Problem gambling in licensed bingo premises
Report prepared for the Responsible Gambling Trust



responsible
gamblingtrust

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Executive summary

The Responsible Gambling Trust commissioned Ipsos MORI and Heather Wardle to “*identify the nature and extent of ‘problem gambling’ behaviour in licensed bingo clubs in Great Britain.*” 1,448 telephone interviews were undertaken with patrons who attend licensed bingo clubs at least monthly. The response rate was 42% and fieldwork took place between 18-21 February and 7-26 March 2016.

Problem gambling is gambling to a degree that compromises, disrupts or damages family, personal or recreational pursuits. In this study, it has been measured using the Problem Gambling Severity Index (PGSI). The PGSI measures both problem gambling and also those who may be at low or moderate risk from their gambling. It has been used in a number of international and British studies measuring gambling behaviour.

Frequency of attendance at bingo clubs

- This is a survey among regular bingo patrons who attend a bingo club at least once a month. A majority of these attend at least weekly (56%). Older patrons, those with a disability and those who are not working for reasons other than unemployment (which are interrelated groups) visit bingo clubs more frequently. Most bingo patrons tend to go to just one club, although around a third have visited more than one club in the past 12 months.

Gambling activities at licensed bingo clubs

- A range of different gambling activities are on offer at bingo clubs. In addition to mainstage bingo and cash bingo interval games, patrons can also play fruit/slot machines, or play games using electronic terminals/touchpads. The survey asked patrons about these types of gambling activities in-club.
- Playing bingo with paper tickets is the most widespread gambling activity in-club, with 83% of patrons having done so in the past 12 months. Playing cash bingo games during session intervals (not using an electronic terminal/touchpad) is the next most prevalent activity (72%), followed by using electronic terminals/touchpads to play bingo or other games (53%) and playing fruit/slot machines at a bingo club (28%). Bingo patrons using electronic terminals/touchpads mainly do so to play mainstage bingo games (90%), although 29% have used electronic terminals/touchpads to play cash bingo interval games and 12% used electronic terminals/touchpads to play fruit/slot or amusement style games.
- Men are more likely than women to have spent money on electronic terminals/touchpads and fruit/slot machines. Younger patrons aged 18-24 are more likely than their counterparts aged 75+ to have spent money on electronic terminals/touchpads – the over 75s are less likely to have used these or to have played cash bingo interval games (compared with patrons as a whole). Unemployed patrons are more likely to have spent money on fruit/slot machines in-club than those in work, and those not working for other reasons.
- Most bingo club patrons undertake more than one gambling activity in-club, with one in eight (13%) only playing with paper tickets and 6% playing only one of electronic terminals/touchpads or cash bingo interval games or fruit/slot machines.
- Looking at activities undertaken in the past 12 months, the most common combination of activities is fruit/slot machines and bingo games (mainstage games and/or cash bingo interval games) (27%). This is followed by paper tickets and cash bingo interval games (24%).

- Just under half of regular patrons who play bingo games do so at least once a week (47% for paper tickets, 42% for bingo games on electronic terminals/touchpads and 48% for cash bingo interval games). Those who play fruit/slot machines tend to do so less regularly. Just over a third (36%) of fruit/slot machine players and three in ten (29%) of those who played fruit/slot machines on electronic terminals/touchpads did so at least once a week. Although older patrons are generally less likely to play cash bingo interval games and electronic terminal/touchpad games, those that do are more likely to play these games more often.

Gambling activities undertaken outside bingo clubs

- Most bingo club patrons have spent money on National Lottery tickets in the past 12 months (70%), by far the most widespread gambling activity. Half (49%) have spent money on scratchcards. A quarter (26%) have bought tickets for other lotteries, including the health lottery and charity lotteries, and a fifth (21%) have spent money on horse or dog races with a bookmaker, and just under a fifth (18%) played bingo online. Only one in eight patrons (13%) have not spent money on any gambling activity outside of licensed bingo clubs.
- Older patrons, patrons who only buy paper tickets when at the bingo club and more frequent attendees of bingo clubs are less likely to engage in external gambling activities.
- Men are more likely than women to have spent money on a number of gambling activities. Patrons who have experienced money problems in the past 12 months are more likely to undertake a range of gambling activities.
- Patrons who play fruit/slot machines in-club (as their most frequent gambling activity) are much more likely to have engaged in a number of external gambling activities, including fruit/slot machines played in other venues. Patrons who play fruit/slot machines and bingo games in clubs are also more likely than others to engage in other forms of gambling outside of the bingo club.

Activities in the bingo club on the most recent visit

- Playing bingo with paper tickets was the most popular gambling activity on the last visit to a bingo club, done by seven in ten (71%). A similar proportion bought food and drink (73%). Most patrons played cash bingo interval games (61%) and two-fifths (40%) played bingo games using electronic terminals/touchpads. One in six (17%) played fruit/slot machines but just 2% played fruit/slot style games on an electronic terminal/touchpad.
- Four-fifths (79%) of bingo club patrons spent between two hours and just under four hours at the bingo club on their most recent visit. Given that playing bingo was the most popular activity, this is not surprising as engaging in mainstage session bingo typically takes a couple of hours. One in ten patrons (10%) spent more than four hours at the bingo club and a similar proportion (11%) had spent less than two hours on their most recent visit. Bingo club patrons who are older tended to spend more time at bingo clubs on their most recent visit.
- People who gambled on fruit/slot machines on their most recent visit tended to play them for less than 30 minutes (60%). One in five (20%) played for over an hour, and a few (2%) played for more than three hours. Similarly, those who played fruit/slot machine style games using an electronic terminal/touchpad did so for less than 30 minutes (87%) and only a few (4%) did so for more than two hours.

Expenditure on gambling activities on most recent visit

- Bingo patrons spent around £33 on average on gambling activities on their most recent visit to a bingo club. Men spent more than women and those aged 35-74 tended to spend more than those who were older or younger than this. There are some variations in the distribution of total spend. The spend of the top 5% of bingo club patrons was more than £85, while for the bottom 5% it was less than £5.50.
- Looking at expenditure in terms of individual activities, spend was highest for playing bingo games on electronic terminals/touchpads (£26.80 on average), closely followed by fruit/slot machines (£24.50 on average). Spend on cash bingo interval games and paper tickets for bingo was around £14 each, and expenditure on fruit/slot machines style games on electronic terminals/touchpads was around £10 on average.
- The more types of activities someone did and the more electronic versions of gambling engaged in on the last visit, the higher their total rates of expenditure. Spend was lowest among those who only bought paper tickets (£12.30) and highest among those who played bingo on electronic terminals/touchpads and who played cash bingo interval games (£46.00).

Who people went to the bingo club with on the most recent visit

- Most patrons went to the bingo club with someone else on their last visit (83%), with 25% attending with a spouse or partner, 35% with another family member and 32% with friends. Men were more likely to go with their spouse, while women were more likely to go with friends.
- Among the 17% who went to the bingo club alone on their last visit, only 8% did not spend any time with anyone else while they were there. Older patrons were more likely to go to the bingo club alone and/or spend time alone, though most met others when they were at the club, highlighting that for most patrons, bingo is a place to meet others and spend time with family and friends.

Motivations for playing bingo

- While most play bingo to win money (76%), patrons participate in bingo for a variety of reasons. The most widespread motivations are that bingo is a fun (96%) and exciting (79%) activity which is an opportunity to socialise (85%). A majority of bingo patrons play bingo to get out of the house (74%), but avoiding boredom/filling time (51%) and taking their mind off other things (44%) are less common reasons. These motivations are more prevalent among patrons with a disability and patrons who visit bingo clubs daily/almost daily.
- Bingo offers social benefits for most patrons. As well as an opportunity to socialise, it is a chance to be around other people (69%) and somewhere patrons can feel safe even when they are on their own (76%). These motives for attending are more likely to be endorsed by older patrons, patrons with a disability and patrons who attend daily/almost daily.
- Bingo also offers intellectual stimulation for some patrons. A majority of bingo players (58%), particularly those with a disability and in self-identified bad health, say they play bingo because they enjoy using their brains.
- Bingo clearly plays an important role in the life of many patrons, particularly those who are older and who visit bingo clubs most frequently. Most bingo patrons look forward to going to bingo (86%) and for a significant minority it is a highlight of their week (25%). Around one in ten (11%) cannot imagine life

without bingo. For some patrons, particularly older patrons and patrons with a disability, bingo saves them money because it is warm and cheap tea/food is on offer (15%).

- Finally, part of the appeal of bingo for many patrons, particularly patrons who are older or with disabilities, is that it is one of the few activities they are able to take part in nowadays (48%).

Risky and problem gambling

- Problem gambling was measured using the Problem Gambling Severity Index which provides estimates of problem gambling, moderate risk gambling, low risk gambling and non-problem gambling.
- Overall, 2.5% of regular bingo club patrons (around one in 40) are problem gamblers. The confidence interval for problem gambling is 1.6 and 3.8, meaning that we are 95% certain that the true figure is within this range.
- A further 9% of patrons are classified as a 'moderate risk' gambler and a further 18.8% as a 'low risk gambler' (low risk and moderate risk gambling together is described as 'risky' gambling).
- Rates of problem gambling are higher among:
 - **men** (4.6% problem gambling; 38.7% risky gambling) than **women** (1.8% problem gambling; 24.1% risky gambling);
 - those aged 55-74 (around 3.6%-3.7% problem gambling) than those aged 18-24 (1.3%). Risky gambling rates (low risk and moderate risk combined) tend to be fairly similar among all age groups;
 - those from **Black and Minority Ethnic groups** (9.2% problem gambling; 45.9% risky gambling) than those who are **White** (2.0% and 25.6%);
 - those with lower levels of **academic achievement** than those educated to degree level or higher;
 - those who are **unemployed** (11.2% problem gambling; 39.2% risky gambling);
 - those with lower levels of **personal income** (3.6% among those earning less than £5,999 per year) but also among those with the highest levels of personal income (3.2% among those earning £21,999 per year or more);
 - those who **rent their property** from a Local Authority (7% problem gambling) than those who own their property outright (0.3%) or who are buying it with the help of a mortgage (1.0%);
 - those in very bad health (5.2% problem gambling, 34.7% risky gambling) than those in **good health** (0.6% problem gambling, 21.7% risky gambling) and, finally
 - problem and risky gambling varies according to self-perceived levels of **social support**. Rates of risky gambling (but not problem gambling) are higher among those who definitely did not meet with or speak to friends and family as often as they would like (55.3%) than those who definitely do (24.0%).
- Rates of problem and risky gambling also vary according to what people do in bingo clubs:
 - Problem gambling rates were highest among those who either played fruit/slot machines and bingo (4.2%) and those who played bingo, cash bingo interval games and electronic terminals/touchpads (4.3%).
 - Problem and risky gambling rates were higher among those who took part in a greater range of other (non-lottery based) gambling activities outside of the bingo club. However, around one in four (24%) of regular bingo patrons only play bingo and do not engage in other gambling activities. Problem gambling rates among this group are 1.5% and risky gambling rates 20.5%, showing that problem and risky gambling exists among all forms of gambling activity.

- Rates of problem and risky gambling are higher among more frequent attendees. Among patrons who go to a bingo club every day, rates of problem gambling are 13.5% and risky gambling are 38.0%, while for those who visit bingo clubs once a month, estimates are 1.1% and 19.9%.
- Risky gambling rates are higher among those who say that going to the bingo is the highlight of their week (38.4%); that bingo is one of the few activities they can take part in nowadays (35.3%); and that they go to the bingo because it is warm and they can get cheap food and that they cannot imagine life without bingo (37.3%). Notably, problem gambling rates do not vary according to these different motivations.
- Total spend was higher among problem and risky gamblers. Average spend among patrons with no problems with their gambling behaviour was £29.90. Among problem gamblers, it was over double this amount at £61.80 and the top 5% of problem gamblers spent more than £295 on their most recent visit.
- Participants were asked how often they feel they have problems with their bingo play specifically and 1.8% at least sometimes feel like they do have such problems. Of this group, 46% are classified as problem gamblers and 47% are risky gamblers, meaning that the majority (93%) have some difficulties with their gambling behaviour generally. Likewise, a third of problem gamblers sometimes experience difficulties with their bingo gambling. There is a subset of regular bingo club patrons who experience some difficulties with their bingo gambling specifically.
- Two-thirds (66%) of patrons who feel they have a problem with their bingo playing have attempted to cut back on their gambling. Trying to get help to do this was not widespread, with most (57%) not seeking any support. A third (36%) sought help from family and friends and less than 10% accessed formal sources of support, such as health care professionals, problem gambling services or others.



Introduction

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1. Introduction

Background and objectives

Research objectives

Most adults in Great Britain gamble and whilst many find it an enjoyable activity, some experience severe difficulties with their gambling behaviour. The Responsible Gambling Trust (RGT) is a charity which is committed to helping minimise gambling-related harm. It seeks to better understand how gambling activities and problems and gambling-related harms can be understood within different sectors.

Those operating within the gambling arena are uniquely placed to help deliver harm minimisation strategies and interventions through education, prevention and player protection initiatives. However, before such activities can be effectively planned, gambling sectors, like the land-based bingo industry, need to have robust insight into the scale and nature of problems experienced by their patrons and how these may vary among different types of people.

The Responsible Gambling Trust has therefore commissioned this project to *"identify the nature and extent of 'problem gambling' behaviour in licensed bingo clubs in Great Britain."*

Bingo in Great Britain

It is estimated that there are approximately 600 licensed bingo premises in Great Britain of which 363 are licensed bingo clubs, the remainder being either high street venues, snooker clubs or holiday parks which offer bingo. The number of bingo clubs has declined in the past five years, from between 700-650.¹ Two-thirds of licensed bingo clubs are owned by the two biggest operators: Gala Leisure and Mecca Bingo. The rest are either smaller chains with less national coverage or independent, sole operator, clubs.

The bingo industry has had to react to external changes (such as the smoking ban), changing leisure and recreation environments and competition from other sectors. Commercial bingo clubs, especially those run by the national chains, have also transformed in terms of the products they offer. Bingo clubs offer much more than just mainstage bingo and have a wider range of ways to play bingo and to access other gambling products, made possible by advances in technology. These include 'mechanised' bingo, high speed bingo games played during intervals and electronic bingo, where bingo cards are loaded onto electronic terminals/touchpads. In many cases, these electronic terminals/touchpads also allow players to access slot machine content alongside traditional fruit/slot machines in bingo clubs.

Figures from the Gambling Commission² show a continuing decline in Gross Gaming Yield (GGY) from bingo ticket sales. However, the same report also highlighted the increasing number of gambling machines that are housed

¹ Gambling Commission (2015). Gambling Industry Statistics: April 2010 to September 2014.

² Gambling Commission (2015). Gambling Industry Statistics: April 2010 to September 2015.

within licensed bingo premises, rising from c. 24,000 in 2010/11 to 52,500 in 2013/14.³ The Commission noted that by 2013/14, licensed bingo premises accounted for over 30% of all gambling machines in Great Britain.

Furthermore, revenues from machines in bingo clubs are rising and increasingly accounting for a greater proportion of GGY than previously. The proportion of gross gaming yield (GGY)⁴ derived from machines in licensed bingo premises has increased from 30% in 2008/09 to 43% in 2014/15. Mechanised cash bingo accounts for a further 35% of GGY (this has been broadly stable since 2008/09) whilst the proportion of GGY accounted for by mainstage bingo has declined from 25% in 2008/09 to 16% in 2014/15. In short, the majority of profits made by the commercial bingo industry come not from the mainstage bingo game, but from ancillary gambling activities like the mechanised cash bingo interval games and increasingly from fruit/slot machines.

Rapid Evidence Assessment

To date, the research on the extent and nature of gambling difficulties experienced by bingo club patrons is very limited. A Rapid Evidence Assessment (REA)⁵, which was undertaken as part of this project, highlighted the lack of evidence in this area. The REA focused on two main questions:

- What is known about the profile of people who attend bingo clubs in Great Britain?
- What is known about the impact of bingo upon people's lives?

The REA found some evidence on the profile of people who attend bingo clubs, mostly derived from national surveys such as the British Gambling Prevalence Surveys series or the Health Surveys for England and Scotland. To date, the largest sample of bingo club patrons available for analysis is the 669 people identified in the combined 2012 Health Survey for England and Scotland dataset. However, this evidence focuses on the profile of people who play bingo games at a variety of venues, not just licensed bingo clubs. Furthermore, it does not look at the profile of different players based on the range of different gambling activities engaged in when at licensed bingo clubs.

The REA found that there is a real paucity of evidence about the impact of bingo on people's lives. There is some evidence that playing bingo can have a positive impact, especially in the short term, on the mental agility and cognitive functioning of players. The literature also shows that bingo can have a beneficial impact on social wellbeing and, among older people, relieve isolation.

In terms of negative impacts, some studies show a link between playing bingo and poorer health, lower levels of physical activity and higher rates of smoking. However, in Great Britain, the socio-economic profile of people who play bingo is the same as those more likely to report poor health, lower physical activity and risky behaviour. The direction of causality is more likely to be that these associations are related to the characteristics of people who play bingo, rather than bingo causing ill health, although this has not been tested either way.

³ Machines in bingo clubs are a mix of category B3, category C and category D machines. The maximum stake allowed on a B3 machines is £2 per spin, for category C it is £1 and stakes on category D machines vary between 10p/20p/30p or £1 depending on whether there is a cash or non-cash prize.

⁴ GGY is defined as the stakes received less winnings paid out and charges paid for *gaming*, such as fees for taking part in poker, which is not played in bingo clubs.

⁵ Wardle, H & Ipsos MORI (2015) *Bingo Research: Rapid Evidence Assessment*. London: Ipsos MORI

Bingo has been associated with gambling problems and gambling-related harm. The most recent results from the 2012 Health Surveys for England and Scotland estimate that 3.4% of those who played bingo at a club in the past year were problem gamblers. The British Gambling Prevalence Survey 2010 showed that problem gambling rates among those who played bingo at a club at least twice a week or more were 7% (Wardle et al, 2014).⁶

The REA highlighted a number of gaps in the evidence on gambling-related harm:

- The evidence base about the potential harms and consequences of bingo play focuses only on problem gambling and not broader harms.
- None of the literature reflects the range of activities offered in modern day bingo clubs or how the profile or impact may vary among different types of player.

This study therefore represents a significant advance in our knowledge of gambling-related harm in relation to bingo, as well as increasing our understanding of the reasons why people play bingo.

Overview of our approach

1,448 telephone interviews were undertaken with patrons who attend licensed bingo clubs at least monthly. Fieldwork took place between 18-21 February and 7-26 March 2016.

Patrons were recruited for the survey in 20 licensed bingo clubs. The sample of clubs was stratified by size to ensure that the largest clubs were represented in the sample, and the remaining clubs were selected to be representative of the profile of bingo clubs in terms of ownership, category and region. Participants were recruited by trained Ipsos MORI interviewers direct from licensed bingo clubs by asking patrons to provide their contact details. Contact details were captured using a paper Contact Sheet (reproduced at Appendix D) which was filled in by patrons and collected by Ipsos MORI recruiters or club members of staff. A total of 3,479 individual contacts were collected in venues, giving a response rate of 42%.

Data are weighted by frequency of bingo club visits, age and sex using the profile of monthly bingo visitors from the Omnibus, Ipsos MORI's nationally representative weekly in-home survey. Further details on the research methodology can be found at Appendix A and the survey questionnaire is at Appendix E.

Sample design

This sample survey has been designed to provide a representative picture of patrons of licensed bingo clubs in Great Britain who are regular attendees (i.e. visiting at least once a month). A sample profile is provided in Appendix B.

Findings relate to regular bingo club patrons who provided their contact details and participated in the survey. Comparing the profile of those who took part in the bingo survey with nationally representative data from the Omnibus survey suggests that younger people and men were less likely to take part in the bingo survey. Weights

⁶ Wardle, H., Seabury, C., Ahmed, H., Payne, C., Byron, C., Corbett, J., & Sutton, R. (2014). *Gambling Behaviour in England and Scotland* Gambling Commission: Birmingham

have been applied to the data to adjust for this, though there is still some under-representation of men and younger people in our sample.

Results are subject to statistical tolerances. Not all differences between the overall results and those for individual sub-groups will be significant. A guide to statistical reliability can be found at Appendix C. Please treat answers with a base size of less than 100 with caution. The descriptive sections of this report aim to highlight where findings between different sub-groups of bingo club patrons are statistically significant.

Report conventions and definitions

Survey results are presented as percentages. Unless otherwise indicated, results from the sample survey are based on all 1,448 participants. Where figures in this report do not add up to 100%, this is the result of computer rounding or multiple responses. An asterisk (*) indicates a score less than 0.5%, but greater than zero.

Definitions of different gambling activities in licensed bingo clubs

The following gambling activities which can be undertaken in bingo clubs were asked about in the survey. The wording below is what was used in the questionnaire (which can be found at Appendix E). For paper tickets and electronic terminals, additional wording was provided in case interviewers needed to give participants more explanation about this activity:

Activity	Further explanation given if required
Paper tickets to play bingo	These are books of tickets where you mark off the numbers with a pen
Electronic terminals/touchpads to play bingo or other games. By electronic terminals/touchpads I mean either the handheld or standalone electronic devices you can use to play bingo or other games.	In Mecca, these are called Max machines, in Gala they are called touchpads, at the Palace they are called Pals
Cash bingo interval games during session intervals NOT played on an electronic terminal/touchpad	
Fruit/slot machines at a bingo club	

A follow-up question was asked to all participants who played electronic terminals/touchpad to play bingo or other games to ascertain whether these were used for:

- Mainstage bingo games
- Cash bingo interval games (sometimes called mechanised cash bingo games)
- Fruit/slot or amusement style games

Subsequent questions about electronic terminals/touchpads grouped together main bingo and interval bingo games and asked about bingo played on an electronic terminal/touchpad.

Bingo subgroups

Bingo club patrons were categorised based on the activities they report taking part in when at bingo clubs. This gives the following mutually exclusive groups:

- Play bingo using paper tickets only
- Electronic terminal/touchpad or cash bingo interval games or fruit/slot machines only
- Paper tickets and cash bingo interval games
- Paper tickets and electronic terminal/touchpad
- Electronic terminals/touchpads and cash bingo interval games
- Fruit/slot machines and bingo (paper tickets and/or cash bingo interval games)
- Paper tickets and electronic terminal/touchpad and cash bingo interval games

Acknowledgements

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Checked & Approved: Sara Gariban
John Kennedy
Alex Bollen
Heather Wardle
Gary Welch



**Gambling activities at licensed
bingo clubs**

	21		49		65			80	
	26				52	67	78		
10	20			51	64	75			
2	24		42	56				86	
12		34		57			79	89	

2. Gambling activities at licensed bingo clubs

Introduction

This chapter explores how often bingo patrons visit clubs and the activities they undertake once there. It first of all looks at the frequency of patrons' visits to licensed bingo clubs, and how this varies by socio-demographic profile and gambling activity. It then goes on to examine how many different clubs bingo patrons have visited in the past 12 months. The chapter then looks at which gambling activities patrons undertake at bingo clubs, how frequently they do so, the range of activities undertaken and how this varies between different groups of bingo patrons.

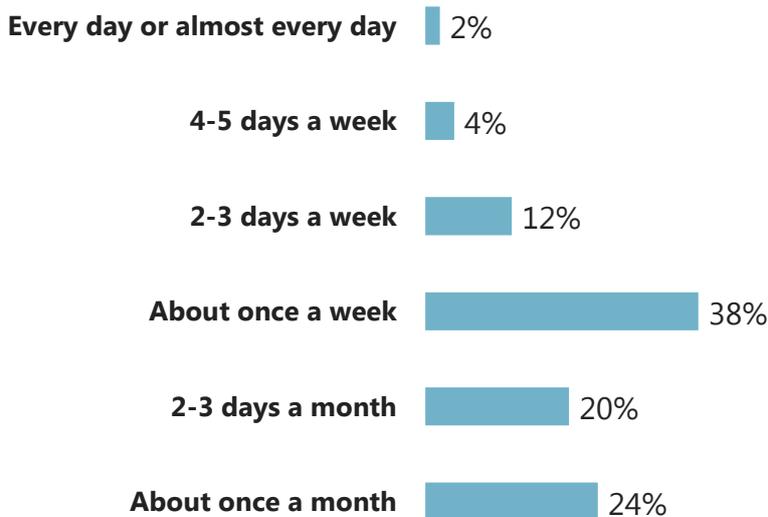
The following activities were asked about in the questionnaire: bingo played with paper tickets; cash bingo interval games during session intervals NOT played on an electronic terminal/touchpad; electronic terminals/touchpads to play bingo or other games. A follow-up question was asked to find out which games were played on electronic terminals/touchpads (mainstage bingo games, cash bingo interval games or fruit/slot or amusement style games), and fruit/slot machines at a bingo club.

Frequency of attending a licensed bingo club

This study focuses on patrons who visit licensed bingo clubs **at least once a month**. A majority (56%) of the bingo club patrons in our sample report that they visit a bingo club at least once a week, with 2% visiting daily or almost every day.

Figure 2.1: Frequency of visiting a licensed bingo club

Q. Typically, how often, do you visit a licensed bingo club?



Visit at least once a week by age	%
18-24	26%
35-34	32%
35-44	50%
45-54	55%
55-64	56%
65-74	74%
75+	94%

Base: 1,448 patrons of licensed bingo clubs who visit at least once a month.

Frequency of visiting a bingo club by socio-demographic and economic factors

Patterns of frequency vary as follows:

- **Men** are twice as likely as **women** to visit a licensed bingo club 2-3 days a month (32% of men vs. 16% of women). Women, on the other hand, are more likely than men to say they visit about once a month (27% women vs. 17% men).
- Frequency of attendance differs according to **age**, with older patrons being more likely to visit bingo clubs regularly. Almost all of those aged 75 and over (94%) and three-quarters (74%) of patrons aged between 65 and 74 visit a licensed bingo club at least once a week. In comparison, just a third (32%) of patrons aged 25-34, and a quarter (26%) aged under 25 visit at least once a week or more often.
- In terms of **economic activity**, while almost half (48%) of patrons who are unemployed, and just over two-fifths (44%) of those in work attend a licenced bingo club at least on a weekly basis, this rises to three-quarters (75%) of those who are not working for another reason. This relates to the age profile of the most frequent attendees, who are more likely to be older and therefore retired.
- Patrons with a **disability** are more likely to be frequent attenders (66% of those with a disability attend at least once a week or more often, compared with 52% of those without a disability). Again, this is related to age, with older patrons more likely to have disabilities.

Figure 2.2: Frequency of attendance by key subgroups

	Every day or almost every day	4-5 days a week	2-3 days a week	About once a week	2-3 days a month	About once a month	Base
OVERALL	2%	4%	12%	38%	20%	24%	(1,448)
Sex							
Men	2%	5%	10%	34%	32%	17%	(223)
Women	2%	3%	13%	40%	16%	27%	(1,225)
Age							
18-24	1%	1%	7%	18%	36%	38%	(54)
25-34	1%	1%	5%	25%	19%	49%	(134)
35-44	1%	1%	8%	39%	26%	24%	(110)
45-54	1%	3%	10%	41%	26%	20%	(264)
55-64	2%	3%	14%	37%	15%	30%	(355)
65-74	3%	6%	18%	48%	15%	11%	(309)
75+	6%	11%	26%	53%	3%	3%	(186)
Ethnicity							
White	2%	3%	12%	39%	20%	25%	(1,251)
BME	4%	8%	19%	33%	16%	20%	(152)

	Every day or almost every day	4-5 days a week	2-3 days a week	About once a week	2-3 days a month	About once a month	Base
Economic activity							
Working	*	2%	8	35%	25%	31%	(579)
Not working (unemployed)	3%	4%	13%	29%	31%	21%	(81)
Not working (for another reason)	4%	7%	20%	45%	10%	15%	(656)
Income per annum							
Up to £15,999	3%	4%	12%	38%	18%	26%	(724)
Between £16,000-£31,999	1%	2%	7%	35%	30%	25%	(223)
£32,000+	4%	2%	12%	51%	19%	12%	(33)*
Money problems							
None	2%	4%	13%	39%	20%	23%	(1,166)
At least some	2%	4%	10%	32%	26%	27%	(209)
Disability							
Yes	3%	6%	18%	39%	17%	18%	(518)
No	2%	3%	10%	38%	21%	27%	(899)
Health							
Good	2%	3%	11%	38%	22%	25%	(865)
Fair	2%	6%	15%	39%	15%	24%	(376)
Bad	2%	6%	16%	37%	19%	20%	(184)

* Caution required due to small base size

Analysis by frequency of attending licensed bingo clubs / and activities undertaken

Frequency of attendance varies according to the types of gambling activities undertaken in clubs:

- Two-thirds (66%) of those who play bingo using paper tickets, and on electronic terminals/touchpads, and cash bingo interval games attend at least once a week. This compares to 56% of patrons as a whole. Almost twice as many patrons who play all of these activities say they attend 2-3 days a week (20% compared to 12% of patrons as a whole).
- Six in ten (59%) patrons who play bingo using paper tickets and electronic terminals/touchpads report that they visit less often than once a week. This compares to 44% of all patrons.

Figure 2.3: Frequency of attendance of licensed bingo clubs by type of gambling activities undertaken

	Every day or almost every day	4-5 days a week	2-3 days a week	About once a week	2-3 days a month	About once a month	Base
OVERALL	2%	4%	12%	38%	20%	24%	(1,448)
Bingo Subgroups							
Paper tickets only	1%	3%	7%	43%	13%	33%	(151)
Electronic terminal/touchpad or cash bingo interval games or fruit/slot machines only	2%	4%	11%	40%	24%	18%	(87)
Paper tickets and cash bingo interval games	1%	2%	9%	43%	18%	28%	(287)
Paper tickets and electronic terminals/touchpads	4%	6%	16%	15%	31%	28%	(105)
Electronic terminals/touchpads & cash bingo interval games	1%	2%	13%	37%	19%	28%	(108)
Fruit/slot machines and bingo	3%	5%	12%	35%	22%	23%	(401)
Paper tickets, electronic terminals/touchpads & cash bingo interval games	1%	5%	20%	40%	22%	12%	(309)
Most frequent Bingo activity**							
Paper tickets	2%	4%	17%	46%	15%	16%	(732)
Bingo on electronic terminal/touchpad	4%	5%	25%	38%	15%	13%	(510)
Cash bingo interval games	2%	4%	22%	47%	12%	13%	(615)
Fruit/slot machines	3%	5%	18%	49%	19%	6%	(159)
Fruit/slot games on electronic terminal/touchpad	9%	12%	23%	24%	32%	0%	(40)*

*Caution required due to small base size

**Please note that patron's most frequent activity may be more than one activity

Number of clubs visited within the past 12 months

Most bingo club patrons tend to attend one club only. The mean number of clubs that bingo patrons have visited in the past 12 months is 1.47 (including the club where they were recruited for this study).

Figure 2.4: Number of clubs attended within the past 12 months

Q. Is [insert club recruited from] the licensed club you usually visit?



Base: 1,448 patrons of licensed bingo clubs who visit at least once a month.

Analysis of number of clubs visited within the past 12 months by socio-demographic and economic factors

The number of clubs visited varies as follows:

- **Women** are more likely than **men** to have visited one club within the past 12 months (67% of women vs. 60% of men). Men on the other hand are more likely than women to have visited three clubs (11% of men vs. just 5% of women).
- Patrons **aged 75 and over** are more likely to have visited five or more clubs (3% vs. 1% of patrons as a whole).
- While a quarter (25%) of patrons **without money problems** have visited two clubs within the past 12 months, this rises to over a third (36%) of those who say they have experienced such problems.
- There are also some differences depending on gambling activity in-club:
 - Patrons who use electronic terminals/touchpads or cash bingo interval games or fruit/slot machines (83%), and those who only play bingo using paper tickets (76%) are more likely than patrons as a whole to have visited one club.
 - Those who play bingo using paper tickets and electronic terminals/touchpads and cash bingo interval games are more likely than patrons overall to have attended two clubs (34% vs. 26%).

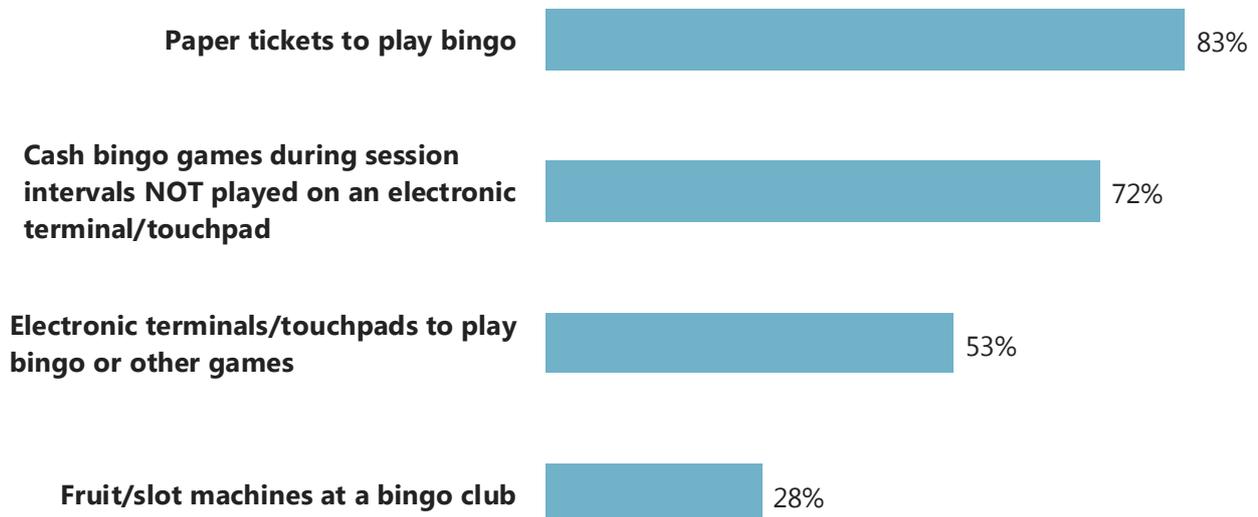
- Patrons who only play fruit/slot machines and bingo games (mainstage games/cash bingo interval) are more likely to have attended three clubs (11% vs. 6% of patrons overall).

Activities undertaken at licensed bingo clubs

In the past 12 months, most patrons have spent money on paper tickets to play bingo (83%) and cash bingo interval games during session intervals not using an electronic terminal/touchpad (72%). Around half (53%) have spent money on electronic terminals/touchpads to play bingo or other games, and approaching three in ten (28%) have spent money on fruit/slot machines at a bingo club.

Figure 2.5: Activities undertaken at licensed bingo clubs within the past 12 months⁷

Q. Thinking about your visits to a licensed bingo club, in the past 12 months have you spent money on...?



Base: 1,448 patrons of licensed bingo clubs who visit at least once a month.

Among patrons who have used an electronic terminal/touchpad within the past 12 months, the vast majority (90%) report using such devices to play mainstage bingo games. Three in ten (29%) have also used electronic terminals/touchpads to play interval bingo games. Fewer patrons (12%) have used their device to play fruit/slot or amusement style games.

⁷ A few patrons said they had not spent money on gambling activities within the past 12 months but then later on in the interview said they had undertaken that activity at their last visit. For instance, 15 patrons said that they had not played slot machines in the last year at Question 2 but then later said they had played fruit/slot machines on their last visit at Question 8. At the data analysis stage, these responses were recoded to "did activity within past 12 months" at Question 2 given that all of those who took part in the survey would have frequented a licensed bingo club within the past 12 months.

Differences by socio-demographic and economic factors include:

- **Men** are more likely than **women** to have spent money on electronic terminals/touchpads to play bingo or other games (63% of men vs. 50% of women). Men are also more likely than women to have spent money on fruit/slot machines (36% of men vs. 25% of women).
- There are a number of differences according to **age**:
 - Those aged 18-24 are more likely than patrons aged 75+ to have spent money on electronic terminals/touchpads to play bingo or other games (64% vs. 38%).
 - While 83% of all patrons have spent money on paper tickets to play bingo, this rises to 91% of patrons aged 25-34.
 - Patrons aged 75 and over are less likely than patrons as a whole to have spent money on cash bingo during intervals (64% vs. 72% overall).
- **Black and Minority Ethnic** (BME) patrons (92%) are more likely than **White** patrons (82%) to have spent money on paper tickets to play bingo within the past 12 months.
- Patrons with **incomes between £16,000 and £31,999 per annum** are more likely than those on lower incomes to have spent money on electronic terminals/touchpads (65% compared with 50% of those on incomes below £16,000).
- Almost half (48%) of patrons who are **unemployed** have spent money on fruit/slot machines compared with around a quarter (27%) of those who are in work and those not working for other reasons (26%).

Figure 2.6: Gambling activities undertaken in licensed bingo clubs within the past 12 months

	Paper tickets to play bingo	Cash bingo games during session intervals, not played on electronic terminals/touchpad	Electronic terminals / touchpads to play bingo or other games	Fruit/slot machines at a bingo club	Base
OVERALL	83%	72%	53%	28%	(1,448)
Sex					
Men	82%	66%	63%	36%	(223)
Women	83%	74%	50%	25%	(1,225)
Age					
18-24	77%	68%	64%	45%	(54)
25-34	91%	69%	50%	29%	(134)
35-44	84%	71%	62%	28%	(110)
45-54	82%	73%	51%	29%	(264)
55-64	81%	76%	56%	26%	(355)
65-74	79%	78%	52%	23%	(309)
75+	89%	64%	38%	22%	(186)

	Paper tickets to play bingo	Cash bingo games during session intervals, not played on electronic terminals/touchpad	Electronic terminals / touchpads to play bingo or other games	Fruit/slot machines at a bingo club	Base
Ethnicity					
White	82%	73%	53%	29%	(1,251)
BME	92%	67%	56%	23%	(152)
Economic activity					
Working	82%	71%	57%	27%	(579)
Not working (unemployed)	88%	72%	55%	48%	(81)
Not working (for another reason)	83%	72%	47%	26%	(656)
Income per annum					
Up to £15,999	84%	72%	50%	28%	(724)
£16,000-£31,999	77%	73%	65%	27%	(223)
£32,000+	96%	62%	40%	36%	(33)*
Money problems					
None	81%	73%	54%	26%	(1,166)
At least some	89%	72%	50%	35%	(209)
Disability					
Yes	83%	79%	50%	29%	(518)
No	83%	70%	54%	28%	(899)
Health					
Good	83%	71%	54%	27%	(865)
Fair	84%	76%	53%	35%	(376)
Bad	81%	74%	50%	24%	(184)

*Caution required due to small base

Analysis by frequency of attending licensed bingo clubs and activities undertaken in past 12 months

This section looks at gambling activities undertaken by frequency of attending licensed bingo clubs and also by examining the types of activities patrons undertake once there. There are some variations by key subgroups:

- Almost three-quarters (73%) of those who attend a licensed bingo club on a daily or almost daily basis have spent money on **electronic terminals/touchpads** to play bingo or other games within the past 12 months. This compares with just over half (53%) of patrons as a whole.
- Patrons attending daily or almost daily are more likely to have spent money on **fruit/slot machines** (42% vs. 28% overall).

- Three-quarters (75%) of patrons who attend once a week or 2-3 days a week play cash bingo during session intervals, not using an electronic terminal/touchpad. This is above the average of frequent patrons overall (which is 72%).

Figure 2.7: Frequency of attending licensed bingo clubs and activities undertaken in past 12 months

	Paper tickets to play bingo	Cash bingo games during session intervals, not played on electronic terminals / touchpads	Electronic terminals / touchpads to play bingo or other games	Fruit / slot machines at a bingo club	Base
OVERALL	83%	72%	53%	28%	(1,448)
Frequency of attending licensed bingo clubs*					
Daily/almost daily	84%	71%	73%	42%	(240)
Weekly	84%	75%	55%	27%	(970)
Less often	82%	68%	49%	28%	(238)
Most frequent Bingo activity					
Paper tickets	100%	70%	40%	26%	(732)
Bingo on electronic terminal/touchpad	54%	69%	100%	30%	(510)
Cash bingo interval games	83%	100%	57%	27%	(615)
Fruit/slot machines	79%	74%	65%	100%	(159)
Fruit/slot or amusement style games on electronic terminal/touchpad	66%	77%	100%	92%	(40)*

*Please note that patron's most frequent activity may be more than one activity

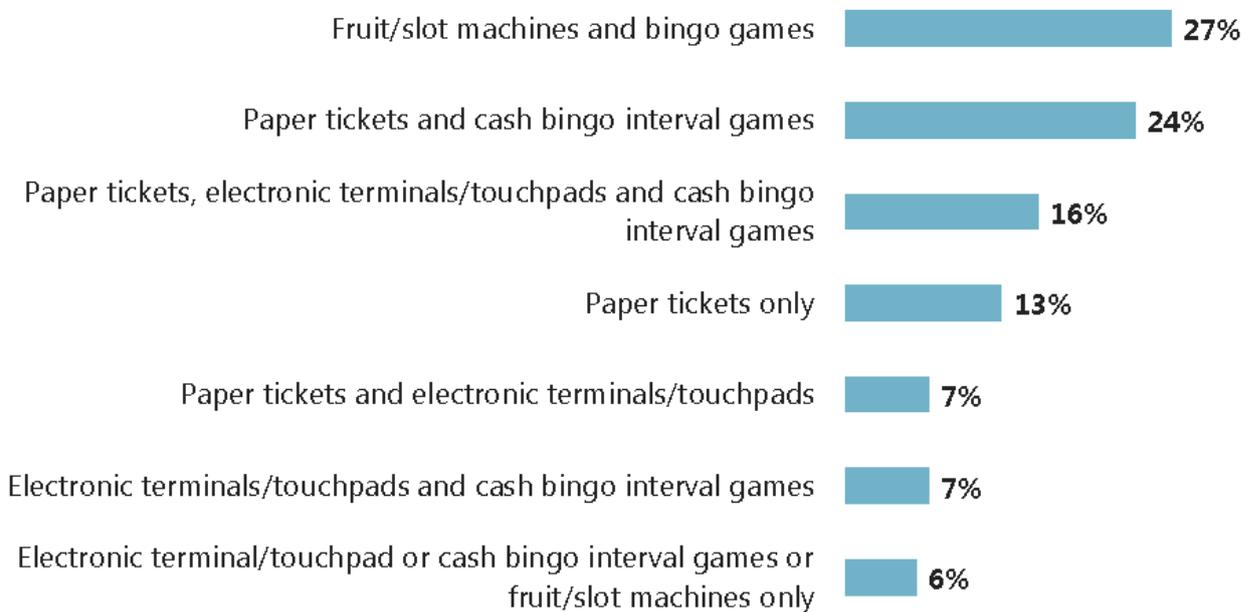
**Caution required due to small base size

Combinations of gambling activities within licensed bingo clubs

Most bingo club patrons undertake more than one gambling activity in-club, with only one in eight (13%) playing with bingo using paper tickets only and 6% playing only one of electronic terminals/touchpads or cash bingo interval games or fruit/slot machines. The most common combination of activities is playing fruit/slot machines and bingo games (mainstage games and/or cash bingo interval games) (27%), followed by paper tickets and cash bingo interval games (24%).

Figure 2.8: Combinations of gambling activities undertaken in licensed bingo clubs

Q. Thinking about your visits to a licensed bingo club, in the past 12 months have you spent money on...?



Base: 1,448 customers of licensed bingo clubs who visit at least once a month.

There are some variations in the combinations of gambling activities undertaken between subgroups:

- **Men** are more likely than **women** to play fruit/slot machines and bingo games (36% vs. 24%) and paper tickets and electronic terminals/touchpads (11% vs. 5%).
- **Patrons aged 75+** are more likely to play bingo with paper tickets only (30% vs. 13% overall). Patrons aged 65-74 are more likely to play electronic terminals/touchpads or cash bingo interval games or fruit/slot machines only (12% vs. 6% overall). Patrons under 25 are more likely to play fruit/slot machines and bingo games (43% vs. 27%).
- Patrons **experiencing money problems** are more likely to play paper tickets and electronic terminals/touchpads than those with no money problems (12% vs. 5%).
- Patrons with a **disability** are more likely to play bingo using paper tickets and cash bingo interval games (29% vs. 22% of patrons without a disability).
- Patrons who **attend daily/almost daily** are more likely to play a combination of fruit/slot machines and bingo games (41% vs. 27% overall) and paper tickets and electronic terminals/touchpads (11% vs. 7% overall). In contrast, patrons who attend either once a week or 2-3 days a week are more likely to play a

combination of paper tickets, electronic terminals/touchpads and cash bingo interval games (19% vs. 16% overall).

Figure 2.9: Combinations of gambling activities undertaken in licensed bingo clubs

	Paper tickets only	Electronic terminal/ touchpad or cash bingo interval games or fruit/slot machines only	Paper tickets & cash bingo interval games	Paper tickets & electronic terminals/ touchpads	Electronic terminals/ touchpads & cash bingo interval games	Fruit/slot machines & bingo	Paper tickets, electronic terminals/ touchpads & cash bingo interval games	Base
OVERALL	13%	6%	24%	7%	7%	27%	16%	(1,448)
Sex								
Men	9%	6%	18%	11%	5%	36%	15%	(223)
Women	15%	6%	25%	5%	8%	24%	16%	(1,225)
Age								
18-24	16%	0%	6%	8%	12%	43%	15%	(54)
25-34	15%	3%	26%	11%	4%	29%	14%	(134)
35-44	8%	3%	20%	13%	9%	28%	21%	(110)
45-54	12%	7%	27%	6%	8%	28%	13%	(264)
55-64	11%	6%	24%	4%	11%	24%	19%	(355)
65-74	10%	12%	28%	3%	7%	23%	18%	(309)
75+	30%	5%	23%	5%	2%	21%	14%	(186)
Economic activity								
Working	14%	4%	21%	7%	9%	27%	17%	(579)
Not working (unemployed)	5%	5%	19%	6%	2%	43%	20%	(81)
Not working (other reason)	15%	8%	28%	5%	6%	25%	14%	(656)
Ethnicity								
White	13%	6%	23%	6%	8%	28%	16%	(1,251)
BME	18%	5%	22%	10%	4%	22%	20%	(152)

	Paper tickets only	Electronic terminal/ touchpad or cash bingo interval games or fruit/slot machines only	Paper tickets & cash bingo interval games	Paper tickets & electronic terminals/ touchpads	Electronic terminals/ touchpads & cash bingo interval games	Fruit/slot machines & bingo	Paper tickets, electronic terminals/ touchpads & cash bingo interval games	Base
Income per annum								
Up to £15,999	15%	4%	24%	6%	9%	27%	17%	(724)
£16,000-£31,999	8%	10%	21%	8%	8%	27%	20%	(223)
£32,000+	9%	2%	27%	10%	2%	36%	14%	(33)*
Money problems								
None	13%	6%	24%	5%	8%	26%	17%	(1,166)
At least some	12%	3%	22%	12%	5%	34%	13%	(209)
Disability								
Yes	9%	5%	29%	5%	8%	27%	17%	(518)
No	15%	6%	22%	7%	8%	27%	16%	(899)
Health								
Good	14%	6%	23%	7%	8%	26%	17%	(865)
Fair	14%	4%	23%	4%	7%	34%	14%	(376)
Bad	11%	9%	29%	7%	7%	21%	16%	(184)

*Caution required due to small base size

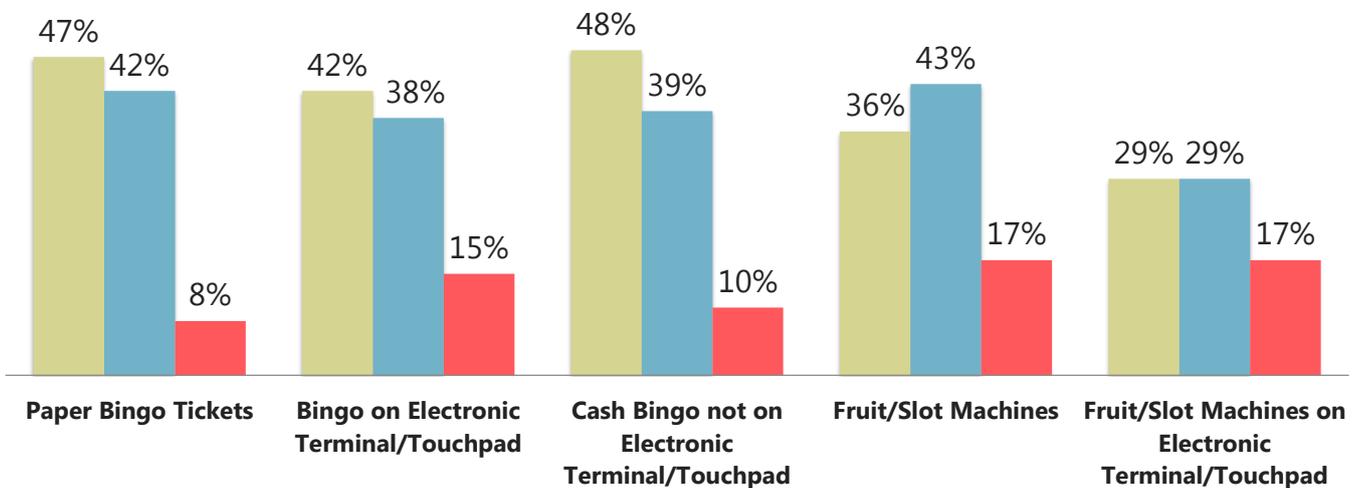
Frequency of undertaking gambling activities in licensed bingo clubs

Just under half (47%) of those who have bought paper tickets in the past 12 months say that they do so at least once a week or more frequently. There is a correlation with age, with older patrons being more likely than their younger counterparts to buy paper tickets at least once a week (87% of patrons aged 75 and over and 64% of patrons aged between 65-74 compared with 24% of those who are aged under 35).

Figure 2.10: Frequency of undertaking gambling activities in licensed bingo clubs

Q. In the past 12 months, how often have you...?

■ At least weekly ■ Less than weekly but at least monthly ■ Less often than once a month



Base: All who did each activity on their last visit. (1,206 paper tickets / 893 electronic terminal / 1,029 cash bingo / 417 fruit/slot machines / 120 fruit/slot machines on electronic terminal).

The frequency of play of paper tickets, electronic terminals/touchpads and cash bingo interval games is very similar. Just under half (48%) of patrons who play cash bingo games during session intervals (not on electronic terminals/touchpads) do so on a weekly or more frequent basis. Although older patrons are less likely to play cash bingo games, those that do are more likely to do so frequently, with 89% of patrons aged 75+, and 65% of patrons aged 65-74 doing so on at least a weekly basis, compared with 26% of patrons aged under 35.

Around two-fifths (42%) of patrons who have played bingo on an electronic terminal/touchpad do so at least weekly. A similar proportion (38%) use electronic devices less often than once a week, but at least once a month.

As with cash bingo interval games, older patrons who do play bingo on an electronic terminal/touchpad are more likely to do so weekly (74% of those aged 75+ and 60% of those aged 65-74, compared with 23% of those aged under 35). Weekly or more frequent usage is also higher among BME patrons than white patrons (63% BME vs. 41% White).

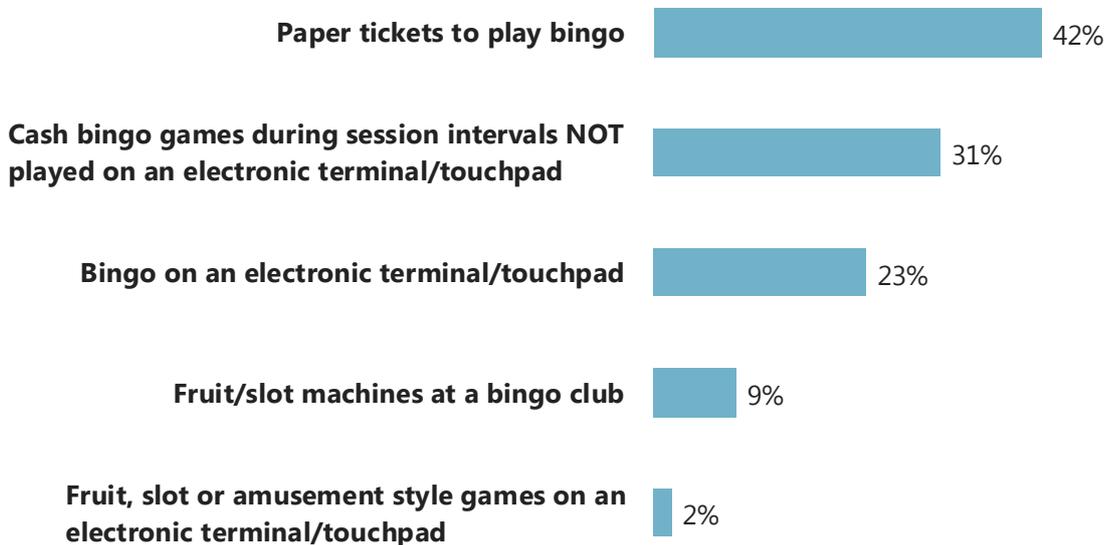
Just over a third (36%) of those who report playing fruit/slot machines at licensed bingo clubs do so weekly or more often. Among those who have played fruit/slot, or amusement style games on electronic terminals/touchpads, three in ten (29%) do so at least on a weekly basis.

Most frequent gambling activities within licensed bingo clubs

The pattern of gambling activities undertaken by patrons *most* frequently⁸ in bingo clubs is similar to activity overall. Playing bingo with paper tickets is the most frequent activity (42%), followed by cash bingo interval games not played on an electronic terminal/touchpad (31%). However, bingo on an electronic terminal/touchpad is not far behind on 23%. For 9% of patrons, playing fruit/slot machines is their most frequent form of gambling activity when at a bingo club. Only 2% of patrons said that playing fruit/slot machine style games on an electronic terminal/touchpad was their most frequent form of gambling activity when visiting bingo clubs. This means that for one in ten patrons, the most frequent form of activity undertaken was not related to any form of bingo game.

Figure 2.11: Most frequent gambling activity within licensed bingo clubs

Q. Thinking about your visits to a licensed bingo club, in the past 12 months have you spent money on...?



Base: 1,448 patrons of licensed bingo clubs who visit at least once a month.

Women (45% vs. 33% of men), patrons over 75 (63%) and patrons who are not working for reasons other than being unemployed (46% vs. 37% working) are more likely than average to play paper tickets most frequently. Women (35% vs. 18% of men) are also more likely to play cash bingo interval games most frequently. It is noticeable that patrons who are unemployed are more likely than those in work to play fruit/slot machine style games on electronic terminals/touchpads (6% unemployed vs. just 1% in work).

It is also notable that those whose most frequent gambling activity is playing fruit/slot machines at a bingo club are more likely than patrons as a whole to use electronic terminals/touchpads to play bingo or other games (65% vs. 53%).

⁸ Figures do not sum to 100% because if more than one activity was undertaken at the highest level of frequency, both were classified as the most frequent

Summary

Playing bingo with paper tickets is the most widespread gambling activity in bingo clubs, with 83% of bingo patrons having spent money on this in the past 12 months, followed by cash bingo interval games not played on an electronic terminal/touchpad (72%). Over half of bingo patrons have spent money on electronic terminals/touchpads (53%), with the vast majority of them playing mainstage bingo games on these; only one in eight patrons who have used electronic terminals/touchpads to play fruit/slot or amusement style games on these. Just over a quarter of patrons (28%) have spent money on fruit/slot machines at a bingo club.

Most patrons undertake more than one gambling activity in-club. The most common combination is fruit/slot machines and bingo games (mainstage games and/or cash bingo interval games). As we go on to discuss in Chapter 6, this combination of gambling activity is most associated with problematic gambling. Only one in eight only play with paper tickets and around one in twenty only play one of electronic terminals/touchpads or cash bingo interval games or fruit/slot machines.

Just under half of patrons who play bingo games (paper tickets, on electronic terminals/touchpads or cash bingo interval games) do so weekly. Fruit/slot machines (either freestanding or on electronic terminals/touchpads) are played less frequently, with around three in ten doing so weekly.

There are significant differences in bingo habits among older and younger patrons. Over 75s are less likely to play cash bingo interval games (although those that do have a greater tendency to play weekly) and the most likely to play only paper tickets. The usage of electronic terminals/touchpads is more widespread among 18-24-year-old patrons, while over 75s are the least likely to have spent money on them (those that do are more likely than average to do so weekly). This suggests that as and when older generations of bingo players are replaced by younger ones, the use of electronic terminals/touchpads will become more widespread.

Older patrons are more likely to attend bingo clubs more often, as are patrons with a disability and who are not working for reasons other than unemployment (these groups are interrelated). The majority of bingo patrons tend to stick to one club, although around a third have visited more than one club in the past 12 months.



**Levels of engagement in
activities at licensed bingo clubs**

3. Levels of engagement in activities at licensed bingo clubs

Introduction

All participants were asked about their most recent visit to a bingo club and which activities they had engaged in. They were asked how much money they had spent on each activity at their most recent visit and how much time, overall, they spent in the club. They were also asked who they had gone to the bingo club with and who they had spent time with whilst at the club. For those who gambled on fruit/slot machines or these types of games on an electronic terminal/touchpad, the amount of time spent playing these games was also collected.

This chapter provides an overview of the different types of activities people engaged in on their most recent visit, their levels of expenditure on different products and their total expenditure across all activities, the total amount of time spent in the venue and how this varies among different types of people.

Measuring expenditure and time spent

Measuring expenditure on gambling activities in surveys is notoriously difficult. People tend to underestimate their losses and overestimate their winnings and often do not interpret the term 'spend' in the same way.⁹ The questions used in this survey were carefully developed and included in our qualitative testing of the questionnaire. For activities such as the purchase of tickets of bingo games, people can recall their exact expenditure very accurately. This is because they buy these tickets up front and can easily recall how much they had 'staked' on bingo tickets. For other activities, such as cash bingo interval games or playing fruit/slot machines, it is more difficult for people to recall how much they had spent as they do not always keep track, sometimes using reinvested winnings and so on. Because of these complexities, we followed the model of the British Gambling Prevalence Survey 2010 whereby expenditure data were collected by asking "how much money did you spend on x." This allows us to differentiate between higher and lower spend individuals but should not be treated as exact estimates of net expenditure, which requires detailed questions about both the amount won and the amount lost on each activity.

Furthermore, when attempting to measure the amount of time spent on each activity, qualitative testing revealed that participants found it very difficult to assign time in the venue across different activities and tended to talk about time spent at the venue as a whole. An exception to this was those who had played fruit/slot machines who could typically recall how much time they spent playing these machines. Therefore, we asked about the total time spent at the venue, accepting that not all of this time would be time spent gambling, and time spent playing fruit/slot machines or similar games on electronic terminals/touchpads. These caveats should be borne in mind when reading this chapter.

⁹ See Wardle et al, (2011) *British Gambling Prevalence Survey 2010*. Birmingham: Gambling Commission for a fuller discussion of this.

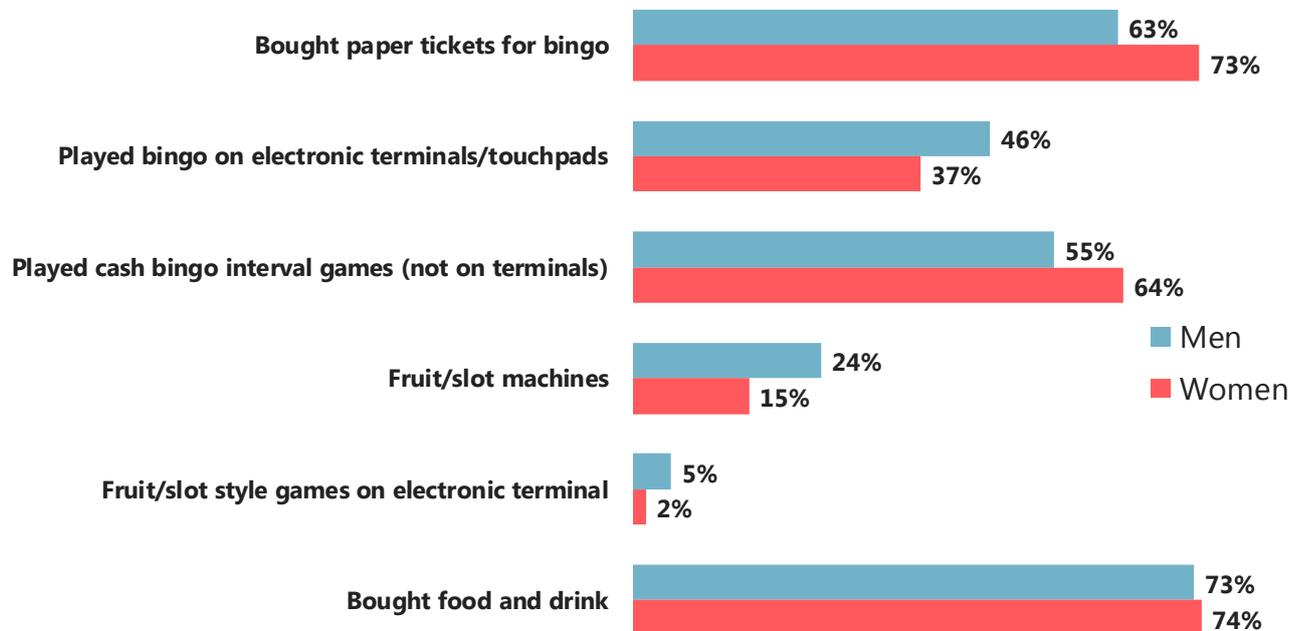
Activities in the bingo club on the most recent visit

Overall, seven in ten bingo club patrons bought paper tickets for bingo (71%) and bought food and drink (73%) on their most recent visit. The majority (61%) also played cash bingo interval games. Two-fifths (40%) played bingo games using electronic terminals/touchpads, whereas one in six (17%) had played fruit/slot machines. However, few (just 2%) played fruit/slot style games on an electronic terminal/touchpad.

Men were less likely than women to have bought paper tickets for bingo or to have played cash bingo interval games but were more likely to have played fruit/slot machines (24% for men vs. 15% for women) or to have played fruit/slot or amusement style games on electronic terminals/touchpads (5% for men vs. 2% for women).

Figure 3.1: Activities at last visit by sex

Q. Thinking about your most recent visit to a licensed bingo club, which of the following, if any, did you do?



Base: 1,448 patrons of licensed bingo clubs who visit at least once a month.

Looking at playing bingo games on an electronic terminal/touchpad, the pattern varied significantly by age for men but not women. Younger men were far more likely than older men to have used these devices. Rates were 52% among men aged 18-34 and 60% among men aged under 55 compared with 33% of men aged 55 and over. Among women, rates varied between 39%- 34% for all age groups. This was the only activity where a difference by age and sex was seen. There were no other differences in participation by age for all other activities.

Figure 3.2: Activities at last visit by sex

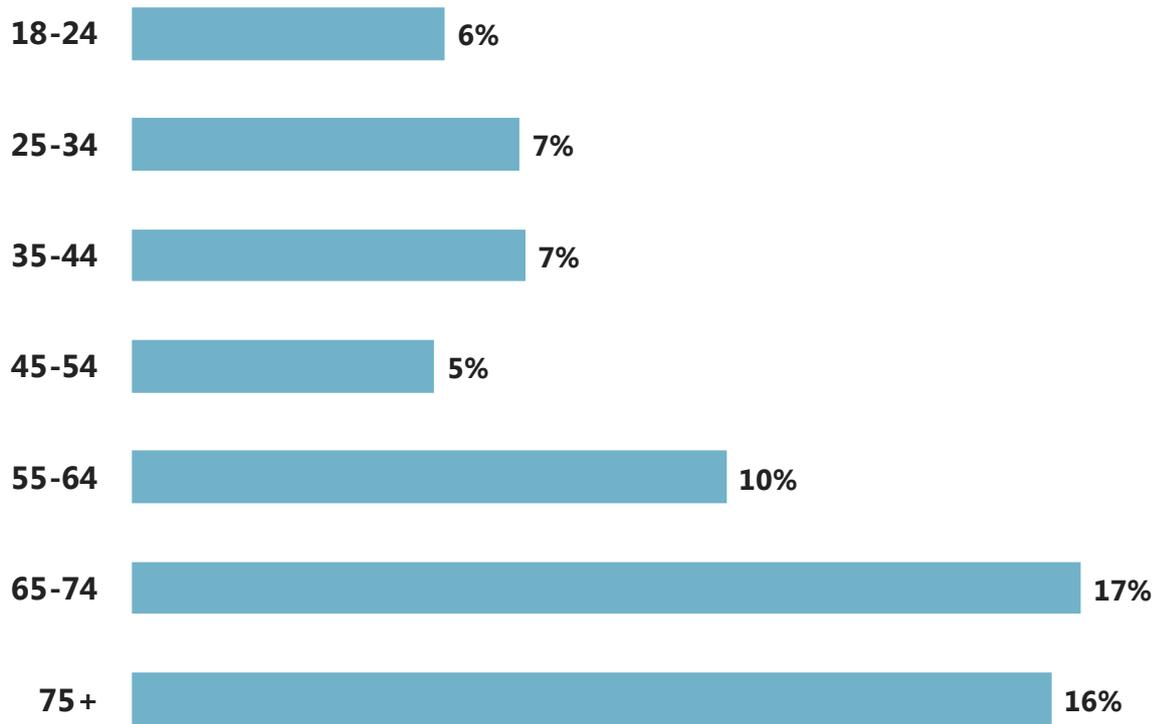
	Men	Women	All
<i>Base</i>	(223)	(1,225)	(1,448)
Bought paper tickets for bingo	63%	73%	71%
Played bingo on electronic terminals/touchpads	46%	37%	40%
Played cash bingo interval games (not electronic terminal/touchpad)	55%	64%	61%
Fruit/slot machines	24%	15%	17%
Fruit/slot or amusement style games on electronic terminal/touchpad	5%	2%	2%
Bought food and drink	73%	74%	73%

It is clear that on their most recent visit, most people took part in more than one form of gambling activity – though playing bingo was the most popular.

Total time spent at the bingo club

The vast majority (79%) of bingo club patrons spent between two hours and just under four hours at the bingo club on their most recent visit. Given that playing bingo was the most popular activity, this is not surprising as engaging in mainstage session bingo typically takes a couple of hours. That said, one in ten patrons (10%) had spent more than four hours at the bingo club and a similar proportion (11%) had spent less than two hours on their most recent visit. This pattern was the same for both men and women.

Bingo club patrons who are older tended to spend more time at bingo clubs on their most recent visit than those who are younger. Between 16-17% of those aged 65 and over spent more than four hours at the club compared with just six per cent of those aged 18-24.

Figure 3.4: Prevalence of spending more than 4 hours at the bingo club by age

Base: 1,448 patrons of licensed bingo clubs who visit at least once a month.

Bingo patrons from BME groups, who are retired (likely related to age), who do not live in one of the most deprived areas in England, Scotland or Wales or who have the lowest levels of personal income all spent more time in the bingo club on their most recent visit than others.

Figure 3.5: Prevalence of spending time at a bingo club by key subgroup

	Less than 2 hours	2 hours, less than 3 hours	3 hours, less than 4	4 hours, less than 6	6 hours or more	Base
Sex						
Men	10%	46%	30%	10%	3%	(223)
Women	12%	50%	30%	8%	1%	(1,222)
All						
Age						
18 -24	13%	56%	25%	5%	0%	(54)
25-34	13%	59%	21%	7%	0%	(133)
35-44	10%	46%	37%	6%	1%	(110)
45-54	11%	47%	37%	5%	0%	(264)
55-64	11%	45%	33%	9%	2%	(355)

65-74	12%	46%	26%	13%	4%	(308)
75+	10%	47%	26%	11%	5%	(185)
Ethnicity						
White	11%	50%	29%	8%	1%	(1,249)
BME	13%	38%	36%	5%	9%	(151)
Economic activity						
Working full time	7%	51%	36%	5%	0%	(370)
Working part time	17%	52%	25%	4%	2%	(209)
Looking after family or home	6%	57%	22%	14%	0%	(94)
Retired	11%	42%	30%	13%	4%	(534)
Unemployed	17%	55%	16%	10%	1%	(81)
Other	14%	51%	29%	5%	1%	(120)
Income per annum						
Less than £5200	15%	50%	23%	8%	4%	(165)
Between £5200-£9999	10%	45%	34%	11%	1%	(321)
Between £10,00-£15,999	8%	56%	27%	7%	1%	(238)
Between £16,000-£20,199	14%	47%	31%	6%	2%	(133)
£21,000+	12%	47%	31%	8%	2%	(588)
Deprivation						
Does not live in most deprived area in England/ Scotland/ Wales	11%	48%	30%	9%	2%	(956)
Lives in most deprived area in England/ Scotland/Wales	10%	52%	34%	3%	.1%	(241)

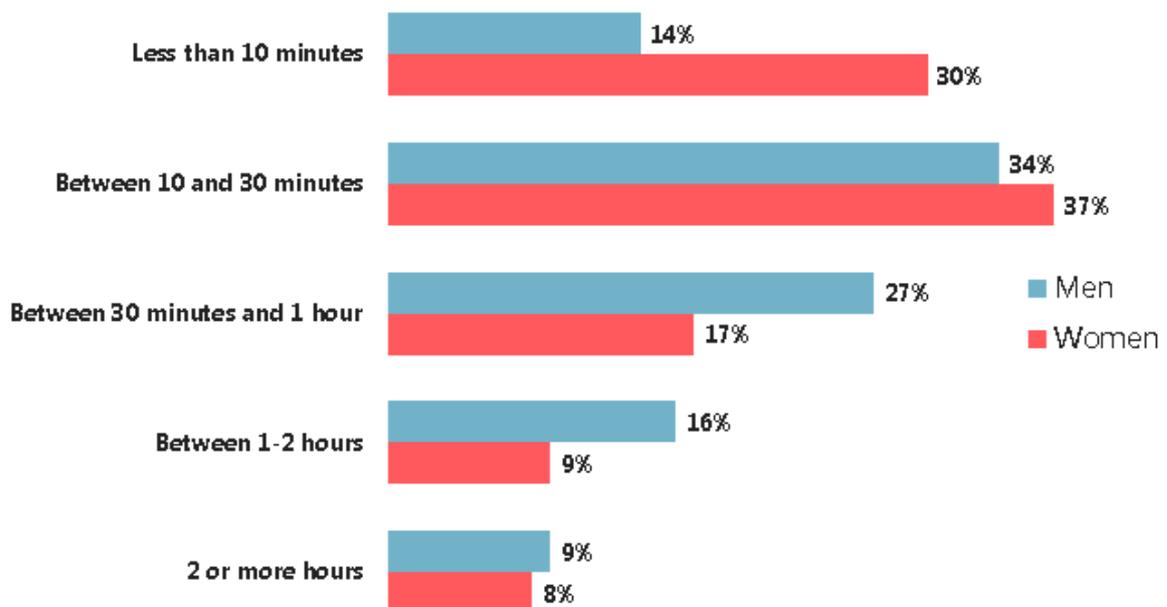
Time spent gambling on fruit/slot machines or amusement style games on an electronic terminal/touchpad

Overall, only a minority of bingo club patrons gambled on fruit/slot machines on their most recent visit and those that did tended to play these machines for less than 30 minutes in total (60%). However, one in five (20%) played these machines for over an hour, with a few (2%) playing them for more than three hours.

Men were both more likely to play fruit/slot machines than women and to play them for longer when they did. Bingo patrons who are younger and played fruit/slot machines in bingo clubs on their most recent visit spent less time doing so than those who are older; 39% of those aged 18-24 played these machines for less than 10 minutes compared with 13% for those aged 55 and over.

Figure 3.6: Time spent playing fruit/slot machines by sex

Q. On your most recent visit, how much time in total did you spend playing fruit or slot machines? Was it...?



Base: 1,448 patrons of licensed bingo clubs who visit at least once a month. Fieldwork 7-26 March 2016.

As with fruit/slot machines, the majority of those who played these style games using an electronic terminal/touchpad did so for less than 30 minutes (87%). Just a few (4%) people who played these games on an electronic terminal/touchpad did so for more than two hours.¹⁰

¹⁰ Bases sizes for this group are too small to allow further sub-group analysis

Figure 3.7: Time spent playing fruit/slot machines and fruit/slot or amusement style games

	Less than 10 mins	10mins to 30 mins	30 mins to 1 hr	1-2 hours	2-3 hours	3 or more hours	Base
Time spent playing fruit/slot machines on last visit							
OVERALL	24%	36%	21%	12%	6%	2%	(248)
Sex							
Men	14%	34%	27%	16%	8%	1%	(50)
Women	30%	37%	17%	9%	4%	3%	(198)
Age							
18-34	39%	31%	23%	6%	4%	1%	(43)*
35-54	26%	32%	17%	15%	8%	2%	(61)
55+	13%	40%	22%	14%	8%	4%	(138)
Time spent playing fruit/slot or amusement style games on electronic terminals/touchpads on last visit							
OVERALL	41%	45%	6%	3%	3%	1%	(48)*

*Caution required due to small base size

Expenditure

Expenditure on gambling activities on most recent visit, by sex

Figure 3.8 shows the average expenditure on each activity among patrons on their most recent visit.¹¹ Spend was highest for playing bingo games on electronic terminals/touchpads (£26.80 on average), closely followed by fruit/slot machines, with people spending around £24.50 on these machines on average. Spend on cash bingo interval games and paper tickets for bingo was similar at around £14 each, whereas those who played fruit/slot or amusement style games on electronic terminals/touchpads spent around £10 on average on these games.

The only significant difference between men and women with regards to spend on each activity was that men spent a slightly greater amount of money on paper bingo tickets (£15.80) than women (£13.10).

¹¹ Where exact values were not given by the participant, they were asked to report what range their expenditure fell in. These data have been calculated by assigning people the mid-point of the range where exact values were unknown.

Figure 3.8: Expenditure (£) on gambling activities on most recent visit, by sex

	Men	Women	All
Paper tickets	(138)	(866)	(1,004)
Mean	15.8	13.1	13.7
Median	14.0	11.0	12.0
Standard error of the mean	1.53	0.96	0.98
Electronic bingo	(115)	(571)	(686)
Mean	28.7	26.0	26.8
Median	20.0	21.7	20.0
Standard error of the mean	5.01	2.04	2.57
Cash bingo interval games (not electronic terminal/touchpad)	(121)	(801)	(922)
Mean	14.8	13.7	14.0
Median	10.0	10.0	10.0
Standard error of the mean	1.7	0.6	0.7
Fruit/slot machines	(50)*	(202)	(252)
Mean	29.0	22.0	24.5
Median	20.0	10.0	10.0
Standard error of the mean	5.84	5.50	5.20
Fruit/slot machine or amusement style games on electronic terminals/touchpads	(10)*	(42)*	(52)
Mean	*	15.3	9.3
Median	*	10.0	5.0
Standard error of the mean	*	3.71	2.27

*Caution required due to small base size

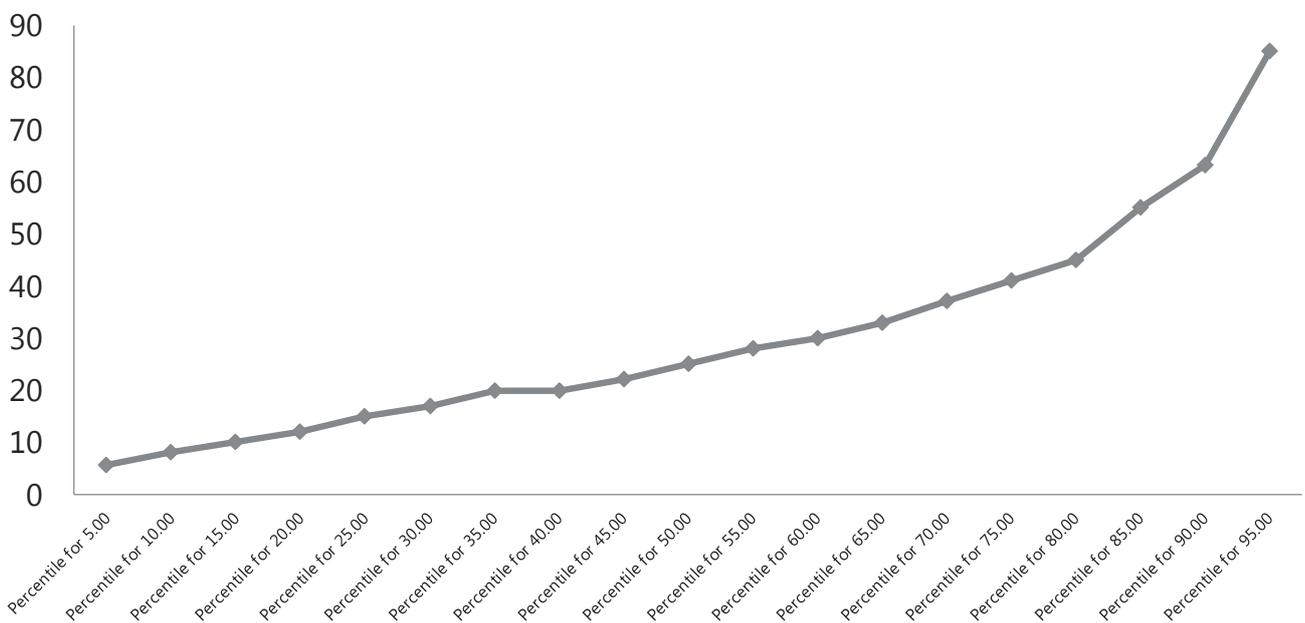
Total expenditure across all activities on most recent visit, by ethnicity and socio-demographic/economic factors

Figure 3.9 shows total average spend across all activities undertaken on the most recent visit to a bingo club. Overall, people spent around £33, on average, across all gambling activities on their most recent visit. Men spent more than women and those aged 35-74 tended to spend more than those who were older or younger than this. However, total spend did not vary by ethnicity, economic activity, personal income or deprivation, meaning that those with lower incomes or living in the most deprived areas tended to spend similar amounts to those with higher incomes or not living in deprived areas.

These averages mask some differences in the distribution of total spend. For example, whilst the average total spend was £33 across all activities, for 5% (95th centile) of bingo club patrons it was more than £85 and for a further 5% of bingo club patrons it was less than £5.50 (5th centile) (see Figure 3.8).

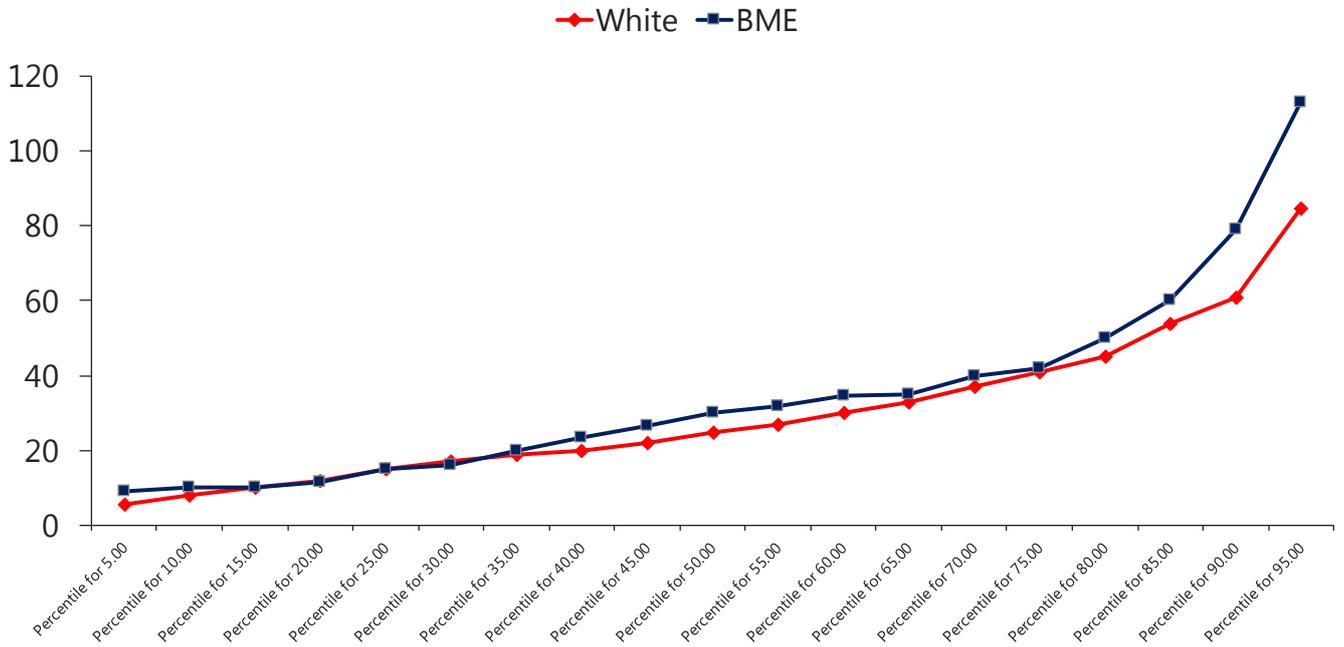
Whilst average spend did not vary significantly by ethnic group (possibly because of low bases sizes among BME groups), there were differences in their spend distribution (see Figure 3.10). Up until the 80th percentile, total spend was similar among those from White and BME groups. From the 80th percentile onwards, total spend increased more sharply and estimates between the two groups started to deviate. At the 95th percentile, total spend among BME groups was £113 compared with £84 for those at the 95th percentile from White groups.

Figure 3.9: Expenditure across all activities undertaken on most recent visit



Base: 1,448 patrons of licensed bingo clubs who visit at least once a month.

Figure 3.10: Expenditure across all activities undertaken on most recent visit



Base: 1,242 White patrons and 148 BME patrons of licensed bingo clubs who visit at least once a month.

Figure 3.11: Expenditure (£) across all activities undertaken on most recent visit

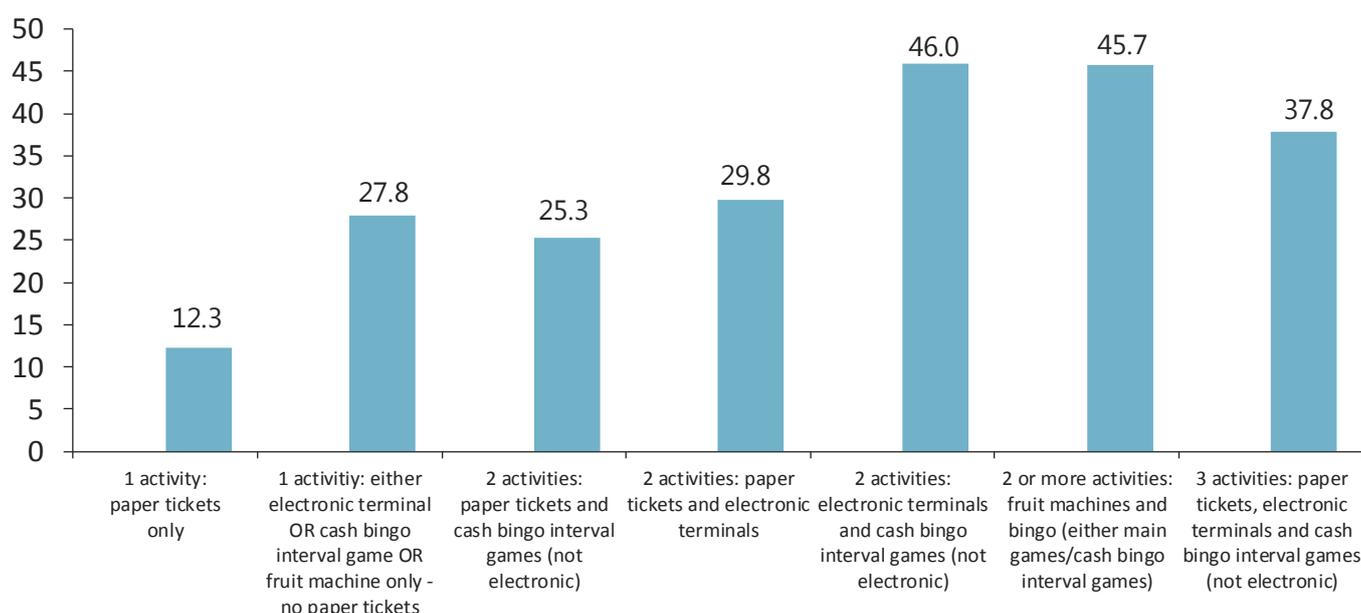
	Mean	Median	Standard error of the mean	Base
Sex				
Men	39.06	30.00	3.23	(217)
Women	31.38	24.00	2.24	(1,217)
All	33.28	25.00	2.20	(1,434)
Age group				
18-24	28.86	23.00	2.07	(53)
25-34	29.55	23.52	2.34	(133)
35-44	35.96	24.97	4.69	(110)
45-54	34.48	24.44	2.96	(262)
55-64	40.03	31.00	3.18	(353)
65-74	35.46	26.00	3.62	(305)
75	26.22	20.56	2.20	(183)
Ethnicity				
White	32.41	25.00	1.94	(1,242)
BME	39.87	30.00	5.40	(148)
Economic activity				
Working full time	34.19	27.00	1.61	(368)
Working part time	31.89	21.00	4.03	(208)
Looking after family or home	42.23	34.66	8.03	(95)
Retired	33.57	25.00	2.97	(528)
Unemployed	25.21	18.24	3.75	(80)
Other	31.24	22.00	3.46	(119)
Income per annum				
Less than £5200	30.77	22.00	3.79	(164)
Between £5200 and £9999	34.43	26.00	1.80	(316)
Between £10,000 and £15,999	31.27	20.00	3.65	(238)
Between £16,000 and 20,199	35.05	30.00	3.07	(132)
£21,000+	34.05	25.00	2.56	(584)

	Mean	Median	Standard error of the mean	Base
Deprivation				
Does not live in most deprived area in England/Scotland/Wales	34.20	25.00	2.66	(948)
Lives in most deprived area in England/Scotland/Wales	29.50	23.26	1.97	(241)

Total expenditure across all activities on most recent visit, by gambling behaviour

Total spend varied according to bingo club patron type. Among those who only bought paper tickets when at the club, expenditure was lowest (£12.30). Total spend was highest among those played bingo on electronic terminals/touchpads and who played cash bingo interval games (£46.00). The broad pattern was that the more types of activities someone did and the more electronic versions of gambling someone engaged in when at the club, the higher their rates of total spend on average.

Figure 3.12: mean total spend by bingo player type



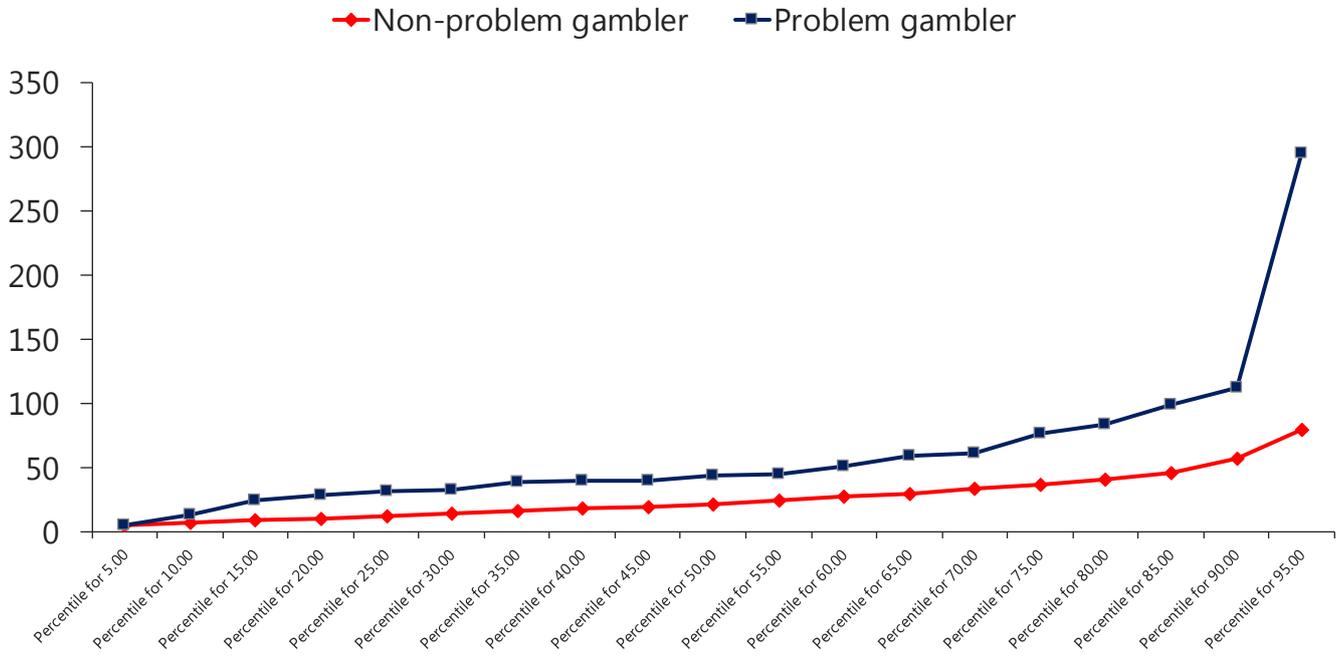
Base: 1,448 patrons of licensed bingo clubs who visit at least once a month.

Total spend was also higher among problem and risky gamblers than non-problem gamblers. Problem gambling was measured using the Problem Gambling Severity Index which provides estimates of problem gambling, moderate risk gambling, low risk gambling and non-problem gambling.¹² Among those with no problems with their gambling behaviour, average spend on their most recent visit was £29.90. Among problem gamblers it was over

¹² Please see chapter 6 for a fuller explanation of how problem and risky gambling is measured.

double this amount at £61.80. 5% of problem gamblers (95th percentile) spent more than £295 on their most recent visit whereas 5% of non-problem gamblers (95th percentile) spent £80 or more (see Figure 3.13).

Figure 3.13: Distribution of total spend by percentile, problem versus non-problem gambler



Base: 942 non-problem gamblers and 50 problem gamblers who visit licensed bingo clubs at least once a month.

Figure 3.14: Total spend by gambling activities undertaken, and by problem gambler status

	Mean	Median	Standard error of the mean	Base
Bingo subgroups				
Paper tickets only	12.3	10.0	1.47	(144)
Electronic terminal/touchpad or cash bingo interval games or fruit/slot machine only	27.8	21.5	3.71	(84)
Paper tickets and cash bingo interval games (not electronic terminal/touchpad)	25.3	20.0	1.68	(285)
Paper tickets and electronic terminals/touchpads	29.8	20.0	7.06	(103)
Electronic terminals/touchpads and cash bingo interval games (not electronic)	46.0	40.0	3.91	(108)
Fruit/slot machines and bingo (either main games/cash interval games)	45.7	32.8	5.08	(401)
Paper tickets, electronic terminals/touchpads and cash bingo interval games (not electronic)	37.8	33.1	2.04	(307)
PGSI score				
Non-problem gambler	29.9	22.0	1.47	(924)
Low risk gambler	36.8	25.5	3.71	(298)
Moderate risk gambler	44.6	39.1	1.68	(162)
Problem gambler	61.8	44.5	7.06	(50)*

*Caution required due to small base size

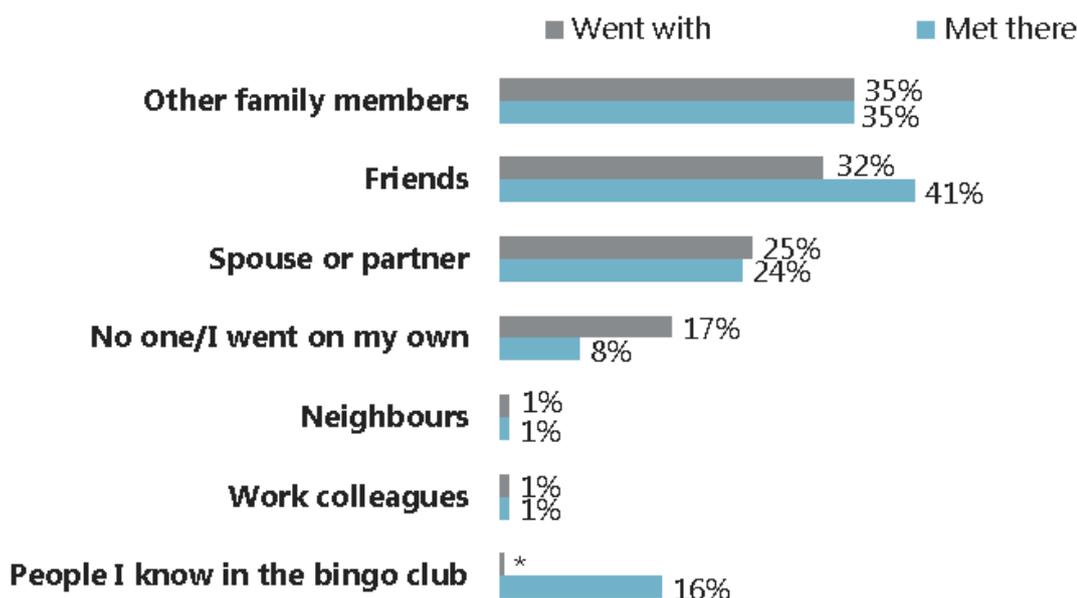
Who people attend bingo clubs with

Who people went to the bingo club with on most recent visit

Bingo is often said to be a social activity. Information from people’s most recent visit supports this, with the vast majority of people going to the bingo club with someone else (83%), be it a spouse or partner (25%), other family member (35%) or friend (32%). Only 17% of regular bingo patrons went alone to the bingo club on their last visit.

Figure 3.15: The social aspect of bingo

Q. Thinking about your most recent visit to a bingo club, who if anyone did you go with?
Q. And who, if anyone, did you spend time with when you were there?



Base: 1,448 patrons of licensed bingo clubs who visit at least once a month.

* Means less than 1% but not zero

Men were more likely than women to report going with their spouse or partner (57% for men; 14% for women) whereas women were more likely than men to go to the bingo club with their friends (37% for women, 16% for men).

Who people go to the bingo club with and who they spend time with when they are there is also different. Over 40% of regular bingo patrons said they spent time with their friends on their most recent visit to the bingo. This is higher than the percentage who went to club with their friends, showing that the bingo club is a venue to meet with and spend time with friends for some. This is also supported by looking at those who went to the bingo club alone. While one in six (17%) patrons went to the bingo club alone, few (just 8%) did not spend any time with anyone else whilst at the venue, suggesting that at least half of those who went to the club alone met other people while they were there.

For some people, it is clear there is a community of people that they know at the bingo club and 16% of people spent time with people they know from bingo whilst at the venue. During qualitative testing of the questionnaire, these people were seen to be part of a participant’s social network but were not necessarily classified as friends.

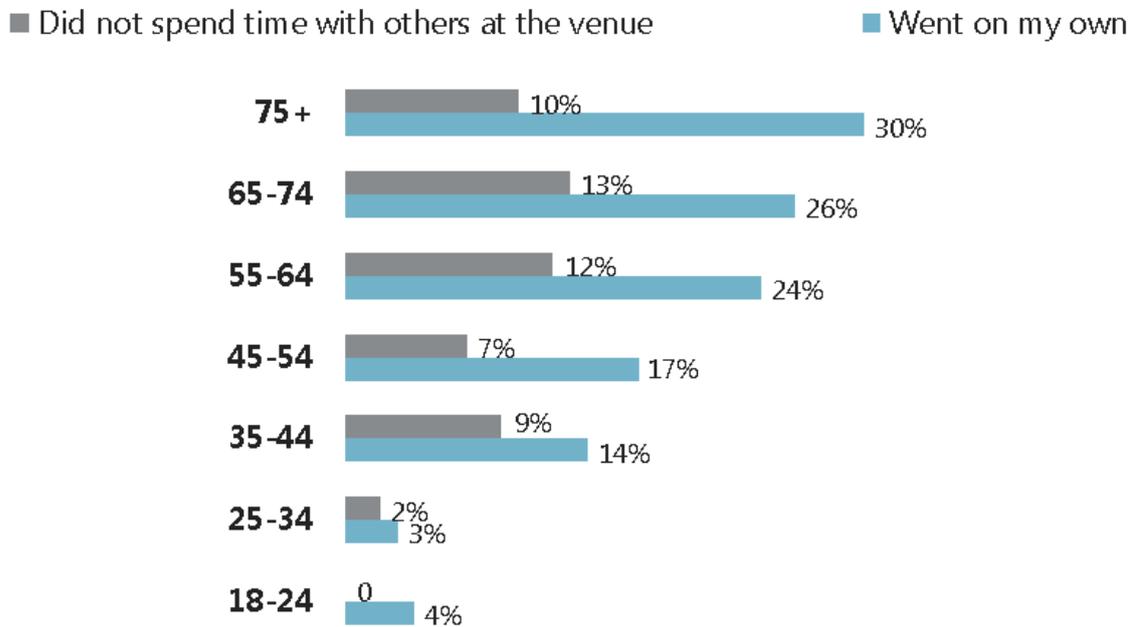
Figure 3.16: The social aspect of bingo

	Men	Women	All
<u>Who attended with</u>	(223)	(1,225)	(1,448)
Went on my own	18	17	17
Spouse/partner	57	14	25
Other family members	26	37	35
Friends	16	37	32
Neighbours	1	1	1
Work colleagues	*	1	1
<u>Who spent time with</u>	(223)	(1,225)	(1,448)
Was on my own	9	8	8
With people I know in bingo club	18	16	16
Spouse/partner	54	14	24
Other family members	29	37	35
Friends	25	47	41
Neighbours	1	1	1
Work colleagues	*	1	1

The likelihood of going to the bingo club alone and/or spending time at the bingo club alone varies by age. Bingo club patrons who are older were more likely to have done both on their most recent visit. However, even among those aged 75 and over, half of those who went to the bingo club alone spent time with other people when there, with one in three (35%) saying they spent time with people they know at the bingo club on their most recent visit. Over a quarter (28%) of those aged 75 and over spent time with other family members and 42% spent time with friends. Only 10% of this age group did not spend time with anyone else when at the bingo club, though this is higher than those aged 34 and under who, typically, are not alone when at the bingo club.

Figure 3.17: Comparison of going to the club and spending time at the club along by age

Q. Thinking about your most recent visit to a bingo club, who if anyone did you go with?
Q. And who, if anyone, did you spend time with when you were there?



Base: 1,448 patrons of licensed bingo clubs who visit at least once a month.

Figure 3.18: Attendance by age

	18-24	25-34	35-44	45-54	55-64	65-74	75 and over
Who attended with	(54)	(134)	(110)	(264)	(355)	(309)	(186)
Went on my own	4%	3%	14%	17%	24%	26%	30%
Spouse/partner	26%	23%	29%	27%	26%	25%	17%
Other family members	47%	51%	37%	38%	30%	20%	25%
Friends	32%	35%	34%	28%	27%	33%	33%
Neighbours	*	0%	0%	0%	1%	1%	0%
Work colleagues	47%	51%	37%	38%	30%	20%	25%
Who spent time with	(54)	(134)	(110)	(264)	(355)	(309)	(185)
Was on my own	0%	2%	9%	7%	12%	13%	10%
With people I know in bingo club	6%	2%	9%	18%	23%	20%	35%
Spouse/partner	29%	23%	27%	26%	25%	23%	13%
Other family members	47%	52%	36%	38%	29%	20%	28%
Friends	44%	41%	43%	37%	35%	44%	42%
Neighbours	-	0%	0%	0%	1%	1%	-
Work colleagues	5%	1%	-	1%	1%	1%	-

Summary

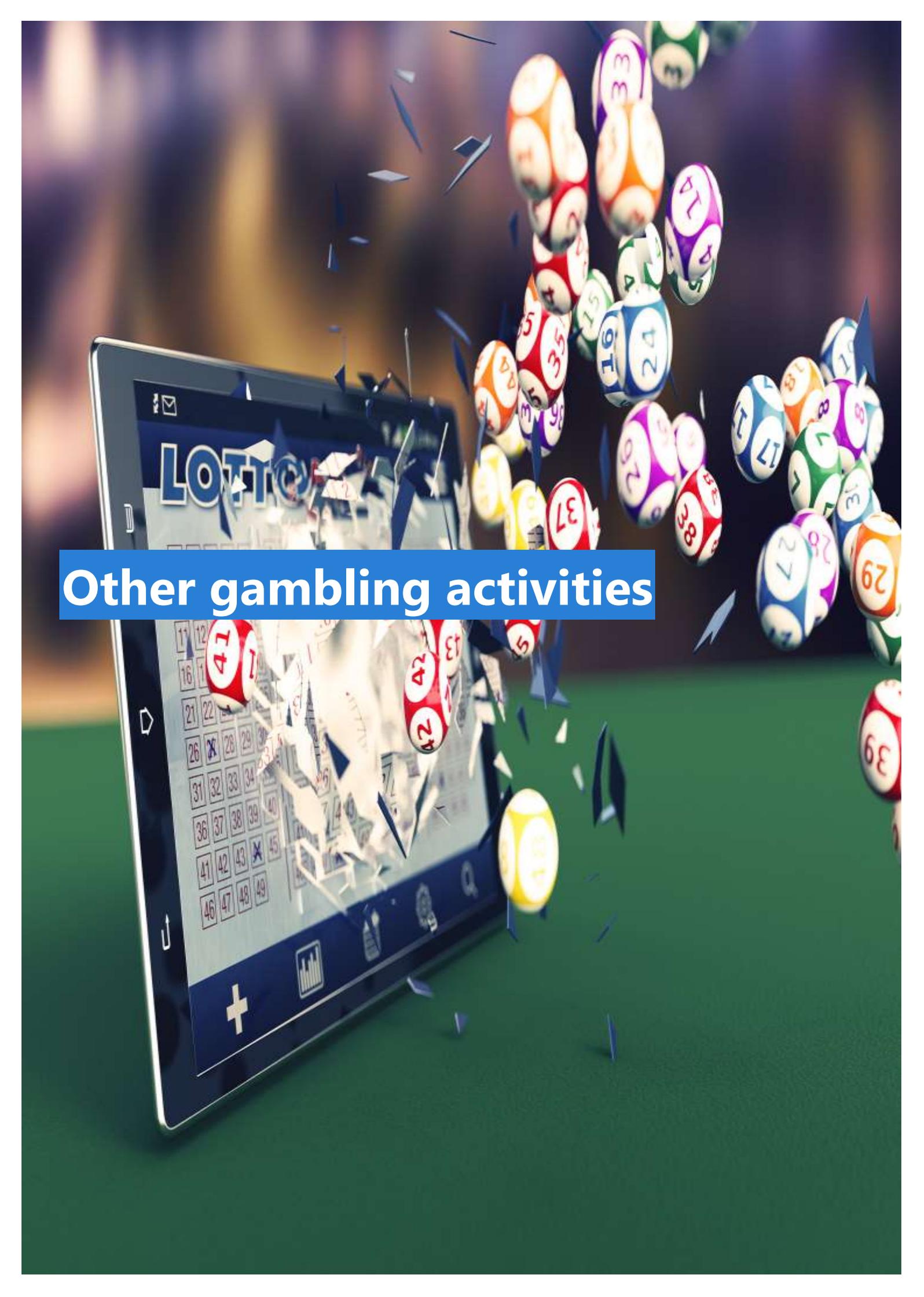
The majority of regular bingo club patrons spent between two and four hours and around £33 each on average on their most recent visit to a bingo club. Whilst these may seem fairly modest amounts of time and expenditure, it is worth remembering that the Bingo Association estimates that, on average, regular weekly bingo patrons make 1.7 visits to bingo clubs, so total weekly or monthly expenditure will be much higher than this. As with any gambling activity, there are variations around this, with around one in ten people spending significantly more time than this in the venue and people with certain characteristics spending more money than others, notably problem gamblers. Older people were more likely to spend more time at the club on their most recent visit but were not more likely to spend more money, particularly those aged 75 and over, demonstrating that there is not always a direct correlation between the amount of time and money spent per visit.

This analysis also shows that problem and risky gamblers spent more money on their most recent visit than non-problem gamblers. There is great interest among regulators and policy makers about the proportion of income derived from problem gamblers among different operators, and the *Pareto Principle* is often quoted (the *Pareto Principle* assumes 80% of the harms come from 20% of the people). However, based on this analysis, it seems the *Pareto Principle* is unlikely to hold true among regular bingo patrons. Whilst spend among problem gamblers is higher than others, the number of problem gamblers among regular bingo patrons is small (see Chapter 6). This

suggests that whilst problem gamblers will be contributing disproportionately to income, because of their higher spend and likely higher frequency of attendance, this distribution is unlikely to mirror Pareto Principle estimates because of the relatively low numbers of bingo club patrons who experience problems. Indeed, estimates from other studies suggest that around 5% of bingo expenditure is attributable to around 2-3% of problem gamblers who play bingo.¹³

Finally, data from this survey supports the notion that going to the bingo club is, for many, a social activity. The vast majority of people either go to the club with friends and/or family or spend time with friends/family when at the venue. Only around one in twelve (8%) people did not spend any time with anyone else whilst at the bingo club, though this increased to one in ten (10%) for those aged 75 and over and one in eight (13%) for those aged 65-74. Notably, around a third of those aged 75 and over spent time with people they know at the bingo venue. Bingo clearly offers access to a social network of regular patrons within the club, as well as being a place to go to with family and friends from existing networks.

¹³ See Orford, J., Wardle, H., Griffiths, M (2013) What proportion of gambling is problem gambling? Estimates from the British Gambling Prevalence Survey 2010. *International Gambling Studies*, 13(1):4-18.



Other gambling activities

4. Other gambling activities

Introduction

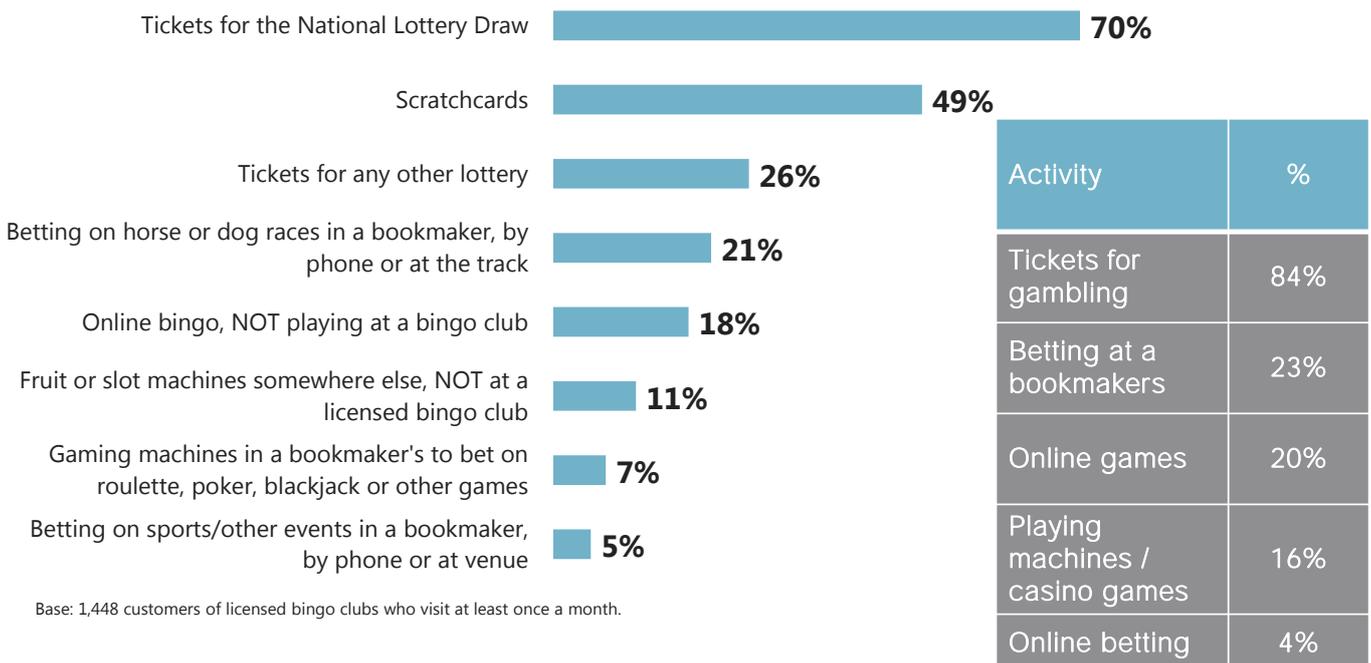
This chapter of the report explores what gambling activities bingo patrons have undertaken outside licensed bingo clubs in the past 12 months, and how frequently these are undertaken. This includes activities such as the National Lottery and lottery-style games, online gambling, and gambling at a bookmaker. It examines whether different subgroups of patrons are more or less likely to gamble on various gambling activities. The relationship between external gambling activities and problem gambling behaviour is considered in Chapter 6.

Past year participation in each activity

In the past 12 months, most bingo club patrons have spent money on National Lottery tickets (70%), by far the most widespread gambling activity. Half (49%) have spent money on scratchcards (excluding online, newspaper, or magazine scratchcards). A quarter (26%) have bought tickets for other lotteries, including the Health Lottery and charity lotteries, and a fifth (21%) have spent money on horse or dog racing with a bookmaker. Around a sixth of patrons (18%) have spent money on online bingo (i.e. not at a bingo club), and one in nine (11%) have spent money on fruit/slot machines which are not at a bingo club. While one in eight patrons (13%) have not spent money on any gambling activity outside of licensed bingo clubs, this rises to almost a quarter (23%) of patrons aged 75 and over. As we have seen in Chapter 2, it is older patrons who are most likely to visit licensed bingo clubs at least on a weekly or more frequent basis.

Figure 4.1: Other gambling activities

Q. In the past 12 months, have you spent any money on...?



Other gambling activities by socio-demographic and economic factors

There are some variations in gambling activities by subgroup (see Figure 4.2 below):

- **Men** are more likely than **women** to have spent money on betting on horse/dog racing with a bookmaker (31% vs. 18%), fruit/slot machines not in a bingo club (15% vs. 9%), gaming machines in a bookmaker (15% vs. 4%), betting on sports events (11% vs. 3%), private betting (8% vs. 2%), online gambling (8% vs. 3%), and the football pools (8% vs. 3%).
- While 70% of all patrons have spent money on the **National Lottery**, less than three-fifths (58%) of patrons **aged 75 and over** have done so with in the past 12 months. Younger patrons are more likely than their older counterparts to have spent money on scratchcards, as well as to have spent money on online betting activities.
- Patrons who are **unemployed** are more likely than their counterparts **not working for another reason** to undertake a range of gambling activities including scratchcards (62% vs. 34%), online bingo not at a bingo club (28% vs. 9%), online gambling (9% vs. 2%), betting on sports events at a bookmaker (13% vs. 4%), spreadbetting (5% vs. <1%), and private betting (8% vs. 2%).
- **BME** patrons are three times as likely as white patrons to have spent money on gaming machines (17% vs. 6%).
- Patrons who have experienced **money problems** in the past 12 months are more likely than those without money problems to have spent money on scratchcards (63% vs. 46%), online bingo (29% vs. 17%), gaming machines (13% vs. 5%), online gambling (8% vs. 3%), and spreadbetting (3% vs. <1%).
- **Younger patrons** are generally more likely than older patrons to play online bingo. For example, three in ten of those aged 18-24 (30%), and also aged 25-34 (29%) do so. This compares to 9% of those aged 65-74 and 2% of patrons aged 75+.

Figure 4.2: Other gambling activities by socio-demographic and economic factors

	Tickets for national lottery draw	Scratch-cards	Tickets for any other lottery	Betting on house/dog races with a bookmaker	Online bingo, not at a bingo club	Fruit/ slot machines not at a licensed bingo club	Base
OVERALL	70%	49%	26%	21%	18%	11%	(1,448)
Sex							
Men	68%	45%	28%	31%	13%	15%	(223)
Women	71%	50%	25%	18%	19%	9%	(1,225)
Age							
18-24	71%	70%	21%	22%	30%	13%	(54)*
25-34	65%	65%	11%	14%	29%	16%	(134)
35-44	71%	50%	32%	28%	16%	14%	(110)
45-54	79%	55%	38%	28%	23%	14%	(264)
55-64	72%	43%	35%	21%	15%	9%	(355)
65-74	71%	32%	26%	18%	9%	6%	(309)

75+	58%	31%	27%	23%	2%	1%	(186)
Work status							
Working	75%	58%	25%	23%	22%	14%	(579)
Not working (unemployed)	54%	62%	23%	18%	28%	9%	(81)
Not working (for another reason)	67%	34%	28%	21%	9%	7%	(656)
Ethnicity							
White	70%	49%	26%	23%	19%	11%	(1,251)
BME	74%	50%	27%	15%	15%	8%	(152)
Income							
Up to £15,999	69%	51%	26%	19%	20%	9%	(724)
£16,000-£31,999	81%	55%	32%	30%	24%	17%	(223)
£32,000+	77%	47%	10%	28%	10%	7%	(33)*
Money problems							
None	70%	46%	25%	22%	17%	10%	(1,166)
At least some	74%	63%	33%	22%	29%	16%	(209)
Disability							
Yes	67%	45%	28%	22%	15%	9%	(518)
No	72%	50%	25%	22%	19%	11%	(899)
Health							
Good	72%	50%	25%	24%	19%	10%	(865)
Fair	74%	49%	28%	18%	16%	13%	(376)
Bad	53%	40%	28%	17%	14%	10%	(184)

*Caution required due to small base size

The table includes the top six gambling activities by frequency. Other activities excluded as below 10%.

When we group together different gambling activities, we see that most patrons (84%) have spent money on tickets for gambling, including the National Lottery and other lotteries. Just under a quarter (23%) have spent money betting with a bookmaker, and a fifth (20%) have spent money on online games. Around a sixth (16%) of patrons have spent money playing machines and/or casino games.

Analysis by frequency of attending licensed bingo clubs and activities undertaken

The most frequent attendees of bingo clubs are less likely to gamble elsewhere. One fifth (19%) of those who attend licensed bingo clubs daily/most days have not undertaken any other form of gambling activity outside of a bingo club in the past 12 months. This compares to 15% of those who attend between 1-3 times days a week, and 9% per cent of those who attend less often. There are also variations in external gambling behaviour according to the type of gambling undertaken in bingo clubs:

- While 18% of all patrons play **online bingo** outside licensed bingo clubs, just 6% of those who only buy paper tickets in clubs do so. A quarter (25%) of those who play electronic terminals/touchpads and cash bingo interval games play online bingo outside bingo clubs, as do 24% of those who play fruit/slot machines and bingo games (either mainstage games or cash bingo interval games) in-club.
- Patrons who play fruit/slot machines and bingo games in-club are more likely to play **gaming machines in bookmakers** (13% vs. 7% overall).
- A quarter (26%) of those who play fruit/slot machines and bingo games also **play fruit/slot machines elsewhere**, compared to 11% of all patrons. Those who play fruit/slot machines and bingo are also more likely than patrons as a whole to play the **National Lottery** (76% vs. 70%) and lottery scratchcards (60% vs. 49%).
- One in ten (11%) of patrons who play electronic terminals/touchpads and cash bingo interval games **bet on sports or other events in a bookmaker**, twice as many as bingo club patrons as a whole (5%).
- While a quarter (26%) of those who play paper tickets, electronic terminals/touchpads, and cash bingo interval games **bet on horse or dog races in a bookmaker**, this falls to just 12% of those who only ever buy paper tickets.
- The proportion of patrons who play fruit/slot machines and cash bingo interval games and **bet at a bookmaker** is more than twice as many as those who only buy paper tickets to play bingo in licensed bingo clubs (28% vs. 12%).

Figure 4.3: Analysis by licensed bingo club subgroup – top six external gambling activities

	Tickets for national lottery draw	Scratch-cards	Tickets for any other lottery	Betting on house/dog races with a bookmaker	Online bingo, not at a bingo club	Fruit/ slot machines not at a licensed bingo club	Base
OVERALL	70%	49%	26%	21%	18%	11%	(1,448)
Frequency of visiting licensed bingo club							
Daily/almost daily	58%	41%	23%	18%	17%	11%	(240)
Weekly	70%	41%	26%	20%	16%	9%	(970)
Less often	72%	58%	26%	23%	20%	13%	(238)

	Tickets for national lottery draw	Scratch-cards	Tickets for any other lottery	Betting on house/dog races with a bookmaker	Online bingo, not at a bingo club	Fruit/ slot machines not at a licensed bingo club	Base
Bingo Subgroups							
Paper tickets only	58%	33%	20%	12%	6%	8%	(151)
Electronic terminal /touchpad or cash bingo interval games or fruit/slot machines only	50%	28%	26%	20%	11%	2%	(87)
Paper tickets and cash bingo interval games	75%	46%	29%	18%	15%	6%	(287)
Paper tickets and electronic terminals/touchpads	73%	50%	22%	29%	18%	5%	(105)
Electronic terminals /touchpads & cash bingo interval games	68%	54%	23%	20%	25%	1%	(108)
Fruit/slot machines and bingo	76%	60%	25%	25%	24%	26%	(401)
Paper tickets, electronic terminals/touchpads & cash bingo interval games	71%	51%	29%	26%	21%	3%	(309)
Most frequent Bingo activity*							
Paper tickets	62%	39%	20%	22%	13%	9%	(732)
Bingo on electronic terminal/touchpad	56%	38%	23%	16%	15%	8%	(510)
Cash bingo interval games	70%	46%	24%	24%	16%	6%	(615)
Fruit/slot machines	76%	45%	26%	28%	16%	25%	(159)
Fruit/slot or amusement style games on electronic terminal/touchpad*	84%	56%	50%	34%	30%	28%	(40)**

*Please note that patron's most frequent activity may be more than one activity

**Caution required due to small base size

Looking at external gambling behaviour in relation to the *most frequent* gambling activities undertaken in licensed bingo clubs, the following differences emerge:

- One quarter (25%) of patrons whose most frequent activity in bingo clubs is playing fruit/slot machines also **play fruit/slot machines elsewhere**. This compares to 11% of all patrons (and 6% of patrons who most frequently play cash bingo interval games).
- Whereas 18% of all patrons have played **online bingo** (not in a bingo club) within the past 12 months, this falls to 13% of those whose most frequent in-club activity is playing bingo with paper tickets.
- Patrons whose most frequent bingo club activity is fruit/slot machines are more likely to have undertaken **private betting** within the past 12 months (6%). By contrast, less than 1% of patrons whose most frequent gambling activity in-club is paper tickets have undertaken private betting.

Figure 4.4 shows the top five external gambling activities in relation to the most frequent gambling activity undertaken within licensed bingo clubs. For example, 62% of patrons whose most frequent in-club activity is paper tickets to play bingo have spent money on tickets for the National Lottery in the past 12 months.

Figure 4.4: Top five external gambling activities by most frequent gambling activity in-club

Paper tickets to play bingo	Bingo on an electronic terminal / touchpad	Cash bingo games during session intervals not on an electronic terminal/touchpad	Fruit/slot machines at a bingo club	Fruit, slot or amusement style games on an electronic terminal/touchpad
<i>Base:</i> (732)	(510)	(615)	(159)	(40)*
Tickets for the National Lottery (62%)	Tickets for the National Lottery (56%)	Tickets for the National Lottery (70%)	Tickets for the National Lottery (76%)	Tickets for the National Lottery (84%)
Scratchcards (39%)	Scratchcards (38%)	Scratchcards (46%)	Scratchcards (45%)	Scratchcards (56%)
Betting on horse or dog races in a bookmaker, by phone or at the track (22%)	Tickets for any other lottery (23%)	Tickets for any other lottery (24%)	Betting on horse or dog races in a bookmaker, by phone or at the track (28%)	Tickets for any other lottery (50%)
Tickets for any other lottery (20%)	Betting on horse or dog races in a bookmaker, by phone or at the track (16%)	Betting on horse or dog races in a bookmaker, by phone or at the track (24%)	Tickets for any other lottery (26%)	Betting on horse or dog races in a bookmaker, by phone or at the track (34%)
Online bingo, not playing in a bingo club (13%)	Online bingo, not playing in a bingo club (15%)	Online bingo, not playing in a bingo club (16%)	Fruit/slot machines somewhere else, not in a bingo club (25%)	Online bingo, not playing in a bingo club (30%)

*Caution required due to small base size

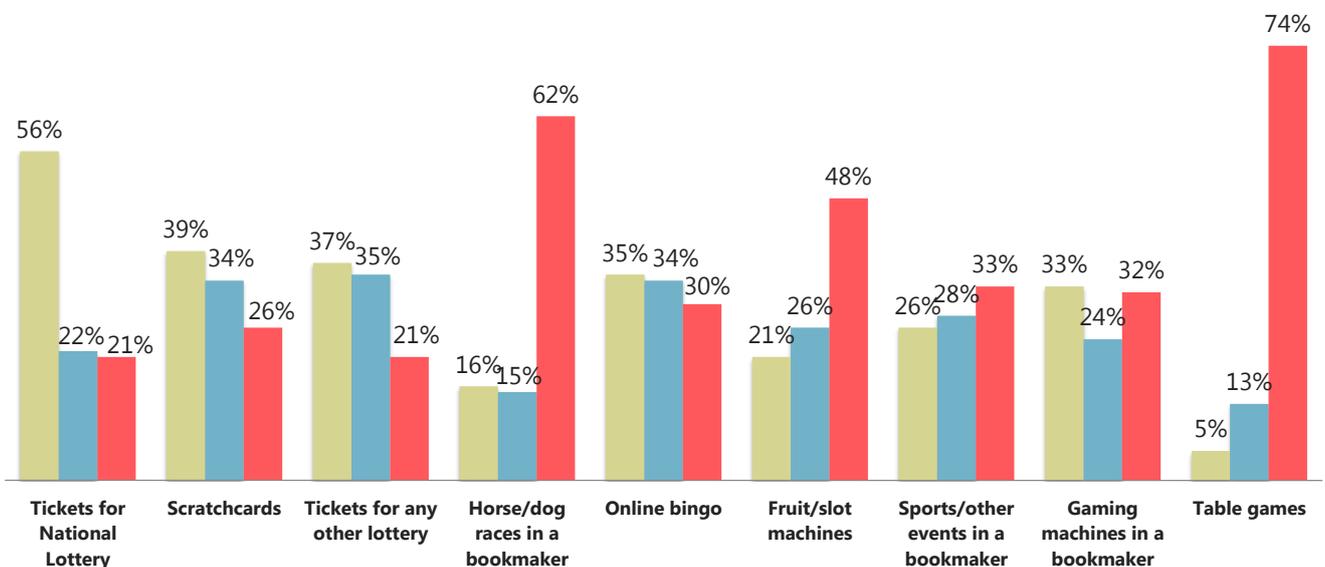
Frequency of engagement in other gambling activities

Patrons who have spent money on gambling activities outside of licensed bingo clubs in the past 12 months were then asked how frequently they undertake each activity. Figure 4.5 shows how often patrons spend money on these gambling activities. Some gambling activities (including spreadbetting and other forms of gambling) are not shown in the chart as the base sizes are too small.

Figure 4.5: Frequency of expenditure on external gambling activities

Q. In the past 12 months, have you spent any money on...?

■ At least weekly ■ Less than weekly but at least monthly ■ Less often than once a month



Base: All who did each activity within the past 12 months (985 spent money on the National Lottery / 640 on scratchcards / 381 other lottery / 268 horse or dog races / 238 online bingo / 112 fruit or slot machines / 62 sport or other events in a bookmaker / 62 gaming machines / 59 table games). Fieldwork 7-26 March 2016.

Frequency of expenditure on external gambling activities by socio-demographic and economic factors

- Most patrons who buy tickets for the **National Lottery** do so at least weekly (56%), and a further one in five (22%) do so less often than once a week, but at least once a month.
- **Scratchcards** tend to be bought less frequently, with 39% buying them weekly and 34% less often than weekly, but at least once a month. The frequency with which **other lottery tickets** are bought is similar (37% weekly and 35% less often, but at least once a month).
- While one fifth (21%) of patrons have spent money gambling in a **bookmakers on horse or dog racing**, the majority (62%) do this less frequently than monthly.
- Just over a third of patrons play **online bingo** at least once a week, or more often. Similar proportions play it less often than once a week, but at least monthly, and less often than once a month.
- One fifth of patrons (21%) who have spent money on **fruit/slot machines outside of licensed bingo clubs** do so at least once a week or more often.

Summary

Most bingo club patrons engage in one or more external gambling activities – just one in eight have not spent money on any external gambling activities outside of clubs within the past 12 months. The National Lottery is by far the most widespread activity, both in terms of numbers participating (70%) and the frequency of spend (56% of those playing do so weekly).

The likelihood of engaging in gambling outside bingo clubs varies among different groups of patrons. Older patrons, patrons who only buy paper tickets and more frequent attendees of bingo clubs (all groups which are closely interrelated) are less likely to engage in external gambling activities.

In contrast, men are more likely than women to have spent money on a number of gambling activities, as are patrons who are working. Of concern is that patrons who have experienced money problems in the past 12 months are more likely to undertake a range of gambling activities – this includes being almost three times more likely to play gaming machines, and online gambling, and almost twice as likely to play online bingo.

There is a relationship between the external gambling activities undertaken and what patrons do in the clubs. Those who play traditional fruit/slot machines in-club are much more likely to have engaged in a number of external gambling activities, including fruit/slot machines, as are patrons who play electronic terminals/touchpads and cash bingo interval games. Patrons who play fruit/slot machines and bingo games in clubs are more likely to have engaged in fruit/slot machines, online bingo, betting with a bookmaker on horse or dog racing, online gaming, and online gambling. As discussed in Chapter 6, this group of patrons has the highest likelihood of risk of problematic gambling behaviour when we group patrons according to the activities they undertake in bingo clubs.

A photograph of an elderly man with glasses and a white shirt, sitting at a bingo table. He is holding a microphone to his mouth with his left hand and a red bingo ball with his right hand. The table in front of him is filled with many colorful bingo balls (red, yellow, green, white) in their respective slots. The background is dark and out of focus.

Why people attend bingo clubs

5. Why people attend bingo clubs

Introduction

This chapter examines the reasons why people attend bingo clubs and play bingo. The motivations asked about in the study were shaped by findings of the Rapid Evidence Assessment (although this found that the evidence on this is sparse) and the qualitative testing of the questionnaire. The qualitative testing involved 20 in-depth interviews with bingo patrons in which we asked them about their motivations for playing bingo at the start of each interview. The findings discussed in this chapter are from the subsequent telephone survey among 1,448 bingo club patrons.

This chapter first of all looks at the motivations for gambling overall, and then groups them thematically as follows:

- Enjoyment (fun, exciting, I enjoy using my brain)
- Social reasons (to socialise, be around other people) and a safe place to go even on your own
- Financial motivations (to win money)
- Escapism (to get out of the house, avoid boredom or fill time, take my mind off things)

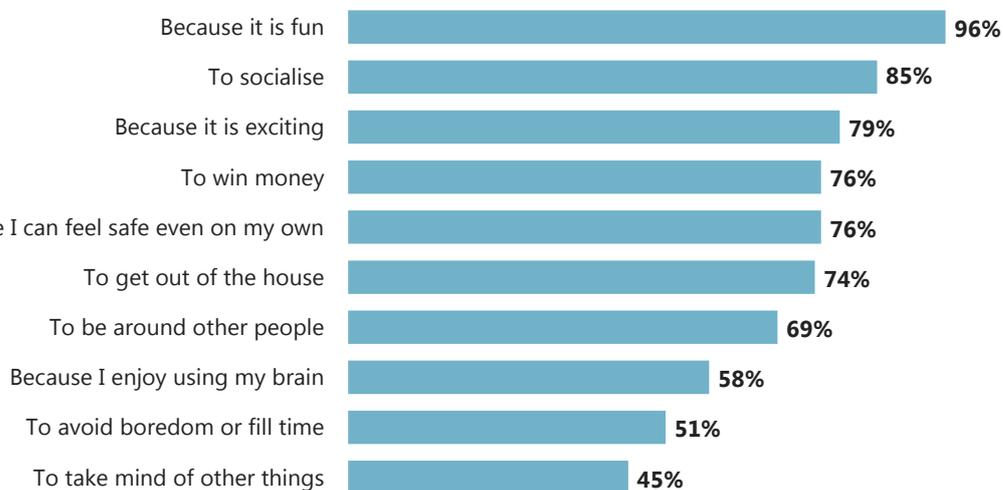
It then examines the meaning of bingo in patrons' lives (i.e. whether it is a highlight of their week). Finally, the chapter looks at levels of social support and social engagement among bingo patrons and how this relates to motivations for playing bingo.

Motivations for gambling

Most of those who have played bingo in a licensed club within the last 12 months do so because it is fun (96%), to socialise (85%), and because it is exciting (79%). Other commonly cited reasons include to win money (76%), that it is a safe environment even when on your own (76%), and that it is an opportunity to get out of the house (74%).

Figure 5.1 Reasons why people play bingo at a licensed bingo club

Q. The following are reasons that some people have given about why they play bingo. To what extent do you agree or disagree that you play bingo...?



Base: 1,445 customers who play bingo in licensed bingo clubs and visit at least once a month.

Enjoyment (fun, excitement and using my brain)

Fun is a key motivation for playing bingo, with almost all bingo club patrons agreeing that they play bingo for this reason. Three-fifths 'strongly' agree (60%) with the statement. There are very few differences by key subgroups. BME patrons are more likely to disagree than White patrons that they play bingo because it is fun (7% vs. 2%).

Excitement is another important motivation. Four-fifths (79%) of patrons agree that they play bingo because it is **exciting**. While one in eight (13%) disagree, this rises to over a fifth (22%) of patrons who are aged 75 and older. Patrons who play bingo because it is an exciting activity are more likely than average to agree with all of the motivations asked about in the survey.

The proportion of patrons who agree they play bingo because '**I enjoy using my brain**' is lower at 58%, although still a majority. Agreement levels are higher among patrons with a disability (70%) and in self-identified bad health (69%). Daily/almost daily attendees (74%) are more likely than those who attend 1-3 days a week (63%), who in turn are more likely than those who attend less often than once a week (50%), to say they play bingo for this reason.

Social reasons and a safe place to go on your own

Social reasons are a significant factor in choosing to play bingo. Most patrons agree that they play bingo to **socialise** (85%), with over half (54%) 'strongly' agreeing that this is the case. This motivation is more prevalent among more frequent attenders, with 93% of patrons who visit daily or on most days agreeing with the statement, compared to 86% who visit 1-3 days a week, and 83% who visit less often.

Seven in ten patrons (69%) agree that they play bingo to **be around other people**, while 24% disagree. This motivation is linked to both age and working status (which are themselves interrelated). Agreement is higher than average among patrons aged 75 and over (82%). Although patrons who are not in work are more likely than those in employment to agree (74% not working vs. 65% in work), this is generally those who are not in work for reasons other than unemployment (75% of those not working for other reasons other than unemployment). As with socialising, this motivation is more widespread among more frequent visitors, with 83% of daily/almost daily attendees playing bingo for this reason, compared to 70% of those who visit 1-3 times a week and 66% of those who visit less often.

Playing bingo to socialise and to be around other people are closely related. While 86% of patrons as a whole agree that they play bingo to socialise, this rises to 96% of those who also say they play to be around other people.

One of the findings from the qualitative piloting of the questionnaire was that for some patrons, a bingo club is a place that they feel safe to go to alone. Three-quarters (76%) of bingo club patrons agree that they play bingo because it is **somewhere they feel safe even if they go on their own**. Around one in seven (15%) disagree. This is more likely to be a motivation for older patrons (84% of those aged over 65 agree, compared to 73% of 35-44 year olds and 63% of under 35 year olds). It is also more likely to be a factor for patrons with a disability (82% compared to 73% of patrons without a disability). Levels of agreement are higher among bingo patrons who gamble on paper tickets, electronic terminals/touchpads and cash bingo interval games (86%).

As we have seen in Chapter 3, patrons may go to bingo on their own but spend time with other people when there. Patrons who agree that they play bingo to be around other people are more likely to agree that bingo is somewhere where they feel safe even if they go on their own (84% vs. 76% overall).

Financial motivations

While not the top reason for participating in bingo, playing to **win money** is an important motivation, with three-quarters (76%) of patrons agreeing that they play bingo for this reason. Around one in six (16%) disagree. There are no differences in agreement according to income levels or work status. Levels of agreement are higher among men than women (85% men vs. 72% women).

Escapism

A majority of patrons (74%) agree with that they play bingo to **get out of the house**. Patrons who self-identify as being in bad health (85%) are more likely to play bingo to get out of the house, as are patrons with a disability (80% vs. 72% of patrons without a disability). Patrons who are unemployed are more likely to say they play bingo to get out of the house (89% vs. 74% overall). Patrons who visit a licensed bingo club daily or on most days are also more likely than average to agree with the statement (83%).

A less widespread motivation, although still endorsed by half (51%) of bingo players, is playing bingo to **avoid boredom or to fill time**. Around a third (36%) disagree. Levels of agreement are higher among men than women (61% men vs. 48% of women) and patrons with a disability (61% vs. 47% of patrons without a disability). While just over a third of those who are in work, or not working for reasons other than being unemployed disagree (37% and 35% disagree respectively), it is noticeable that just 16% of unemployed patrons disagree that they play bingo to avoid boredom or fill time. Patrons who play bingo at least monthly on electronic terminals/touchpads (58%) are more likely than average to agree, as are those whose most frequent gambling activity at a bingo club is to play fruit/slot machines (63%). Bingo patrons who gamble on paper tickets, electronic terminals/touchpads and cash bingo interval games are also more likely to say they play bingo to take their mind off things (59%).

As with other reasons for playing bingo, more frequent bingo club visitors are more likely to agree. Almost three-quarters (73%) of patrons who visit daily/almost daily play bingo for this reason, compared to 53% of those who visit on 1-3 days a week, and 46% of those who visit less often.

Playing bingo to **take my mind off things** is the least widespread motivation, with as many patrons disagreeing as agreeing that they play bingo for this reason (45% agree and 44% disagree). Levels of agreement are higher among patrons with annual personal incomes under £16,000 (49% vs. 35% of patrons on incomes above this threshold) and BME patrons (57% compared to 44% of White patrons). Patrons with a disability are also more likely to agree that this is a reason why they play bingo (55% vs. 40% of patrons without a disability).

As with the other motivations asked about, more frequent bingo club attendees are more likely to agree that they play bingo to take their mind off things (60% of those who visit daily or on most days agree compared to 47% of those who visit 1-3 days a week, and 40% of those who visit less often). Bingo patrons who gamble on paper tickets, electronic terminals/touchpads and cash bingo interval games are also more likely to say they play bingo to take their mind off things (58%).

The meaning of bingo in people's lives

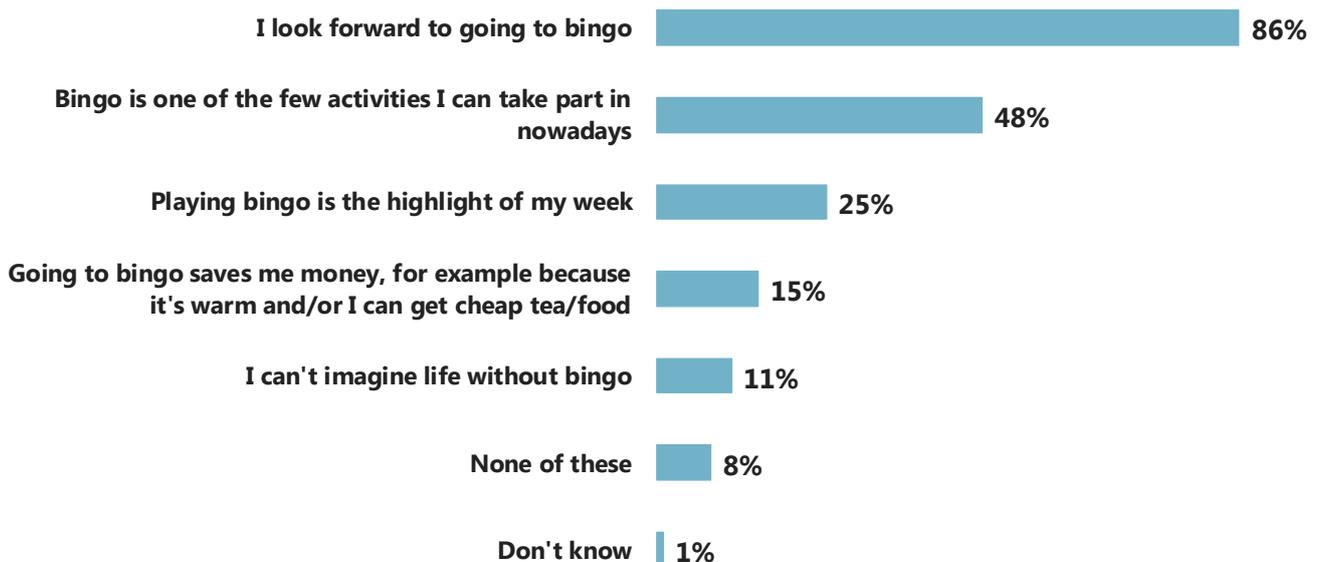
Most (86%) patrons regard bingo as an activity they look forward to. For almost half (48%), it is one of the few activities they can take part in nowadays.

For one in four (25%), playing bingo is the highlight of their week and one in ten (11%) say they cannot imagine life without bingo. These two statements are interlinked, with 71% of those saying they cannot imagine life without bingo saying it is the highlight of their week. Almost all patrons who endorse both statements say they look forward to going to bingo (97% of patrons who see bingo as the highlight of their week and 96% of patrons who cannot imagine life without bingo).

Around one in seven (15%) say that going to bingo saves money because it is warm, and/or they can get cheap tea or food. This rises to 62% among patrons who see bingo as the highlight of their week.

Figure 5.2 Attitudes towards playing bingo

Q. Thinking about playing bingo, which, if any, of the following statements apply to you?



Base: 1,448 customers of licensed bingo clubs who visit at least once a month.

Attitudes towards bingo by social-demographic and economic factors

The following groups are more likely to say that the statements about bingo apply to them:

- **Women** are more likely to say that they look forward to going to bingo (90% of women vs. 77% of men) and that bingo is the highlight of their week (27% vs. 19% of men).
- **Older patrons** are more likely to say the statements apply to them. Almost all (95%) patrons aged 75+ say they look forward to going to bingo, compared to 85% of under 35s. Almost half of those aged 75+ (49%) and over a third of those aged 65-74 (36%) think that playing bingo is the highlight of their week, while 17% of patrons aged under 35 say this is the case. Patrons aged over 75 are also twice as likely as to agree

that going to bingo saves them money because of warmth and/or cheap tea and food (32% vs. 15% overall).

- **Patrons with disabilities** are more likely to agree with every statement, in particular that it is one of the few activities they can look forward to nowadays (67%), bingo is the highlight of their week (36%) and bingo saves them money because of warmth/cheap food and tea (23%).
- Almost twice as many **BME** patrons as **White** patrons say that they cannot imagine life without bingo (19% and 10% respectively).
- With the exception of looking forward to bingo, patrons who **visit daily/most days** are more likely than those who visit 1-3 days a week to agree with the other four statements. There is no difference between these two groups in terms of the proportion who look forward to going to bingo. Those who visit daily/on most days, however, are more likely to agree with all five statements compared to those who visit less often than once a week. For example, while 11% of those who visit less than weekly and 18% of those who visit 1-3 days a week say they can save money because of warmth/cheap food and drink, this rises to 28% of those who visit daily or on most days. And while almost half (48%) of the most frequent patrons say that bingo is the highlight of their week, this falls to a third (33%) of those who visit on 1-3 days a week, and to just one in seven (14%) who visit less often than once a week.
- While 48% of patrons say that bingo is one of the few activities they can take part in, this rises to 69% of those whose most **frequent activity in-club is fruit/slot machines**. Nine in ten (92%) of those who only play paper tickets say they look forward to going to bingo, but this may be more of a reflection of ages as these patrons are more likely to be older.

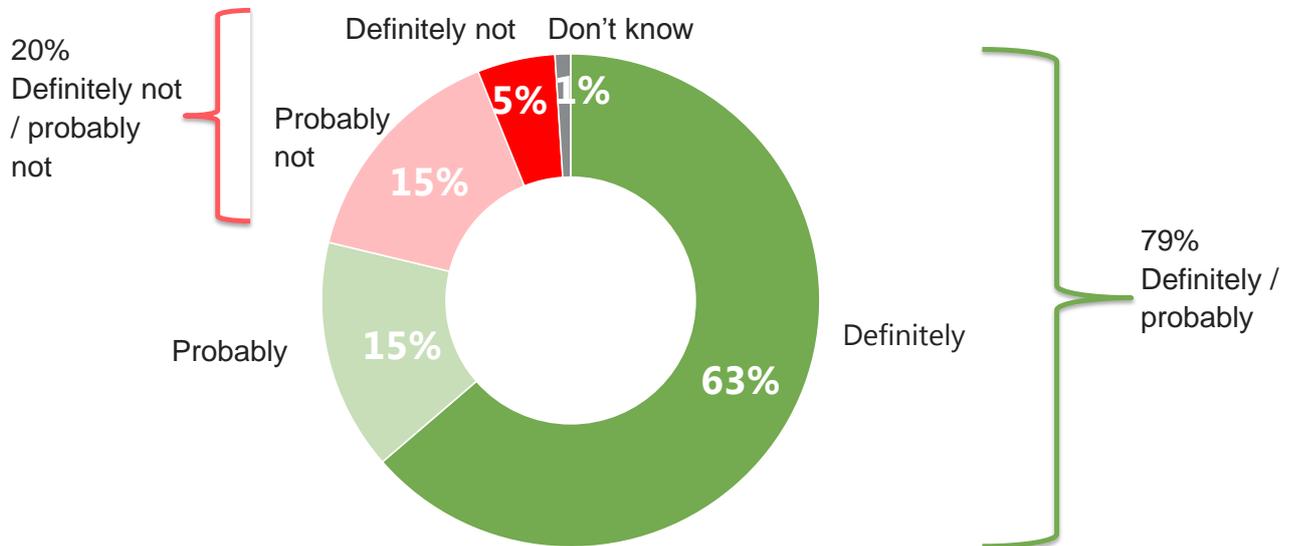
Social support and social engagement

Bingo is often considered a social activity and previous sections have shown that socialising is a key motivation for going to bingo clubs. To explore this further, we asked broader questions about patron's social network and their perceived levels of social support. The section that follows outlines how self-perceived social support is related to motivations for bingo gambling.

Most (79%) patrons of licensed bingo clubs say that they 'definitely' or 'probably' meet or talk with family or friends as often as they would like; one in twenty (5%) say they 'definitely' do not do this as often as they would like.

Figure 5.3: Social support networks

Q. Do you meet or talk with family or friends as often as you would like?



Base: 1,448 customers of licensed bingo clubs who visit at least once a month.

Social support and social engagement by socio-demographic and economic factors

Analysis by key subgroups shows:

- **Women** are more likely than **men** to be positive about their level of contact with family/friends (83% of women say they definitely/probably meet them as often as they would like compared to 67% of men).
- Just two-thirds (64%) of patrons aged **between 35 and 54** definitely/probably meet with family/friends as often as they would like, compared to 84% of those **aged 55 and over**.
- Almost twice as many of patrons **with money problems** as those without say that they definitely/probably do not meet or talk with family/friends as often as they would like (32% and 18% respectively).
- While four-fifths (82%) of those who are in good **health** have strong social support networks, this falls to two-thirds (65%) of those who say their health is bad.
- There is little variation according to **bingo playing patterns**, although over a third (35%) of those who play bingo using paper tickets and electronic terminals/touchpads say they definitely/probably do not speak with friends/family as often as they would like – this is almost double the average for all patrons.

Motivations for playing bingo generally do not vary by perceived levels of social support.

The vast majority of patrons (95%) say they definitely or probably would have someone they could turn to if they needed advice about a personal problem – just 3% of patrons say they definitely would not or probably would not.

Summary

Bingo clearly plays an important role in the life of many patrons, particularly those who are older and who visit bingo clubs most frequently. Most bingo patrons look forward to going, and for a significant minority it is a highlight of their week. One in ten cannot imagine life without bingo. Part of the appeal of bingo for many patrons, particularly patrons who are older or with disabilities, is that it is one of the few activities they are able to take part in nowadays. A previous qualitative study among bingo club patrons aged over 44 conducted by the Henley Centre also found that bingo was the only pastime for many of the participants.¹⁴

Patrons play bingo for a variety of reasons, with the most popular being that it is a fun (96%) and exciting (79%) activity which is an opportunity to socialise (85%). While the majority of patrons also participate in bingo to win money (76%), it is only one of a number of reasons why people play the game and one in six patrons disagree that they play for financial reasons.

The Rapid Evidence Assessment found evidence of the positive impact of playing bingo upon social wellbeing and, among older people, relieving isolation. In this study, older patrons (aged over 75) are more likely to play bingo because it allows them to be around other people. Another important finding is that for most patrons, particularly those aged 65 and over, or with a disability, a reason for playing bingo is that bingo is somewhere where they feel safe even on their own.

The literature suggests that attending bingo clubs may improve perceptions of social support but also that having good prior social support may increase the likelihood of attending bingo clubs. These two findings are not necessarily mutually exclusive but point to a diversity of motivations. For some, it may be to relieve isolation. Others may be more socially active generally and thus more likely to engage in bingo.¹⁵ As this study is among bingo patrons only, we cannot test this hypothesis, although it is the case that people who attend bingo more frequently (daily/almost daily) are more likely to say that they play to socialise and to be around other people. Another relevant finding is that patrons with lower levels of social support are more likely to play bingo in order to avoid boredom and get out of the house. As we go on to discuss in Chapter 6, problematic gamblers are less likely to have strong social support networks.

While a majority of bingo patrons play bingo to get out of the house (74%), avoiding boredom/filling time (51%) and taking their mind off other things (45%) are less common reasons. However, all of these reasons are more prevalent among patrons with a disability and patrons who visit bingo clubs daily/almost daily.

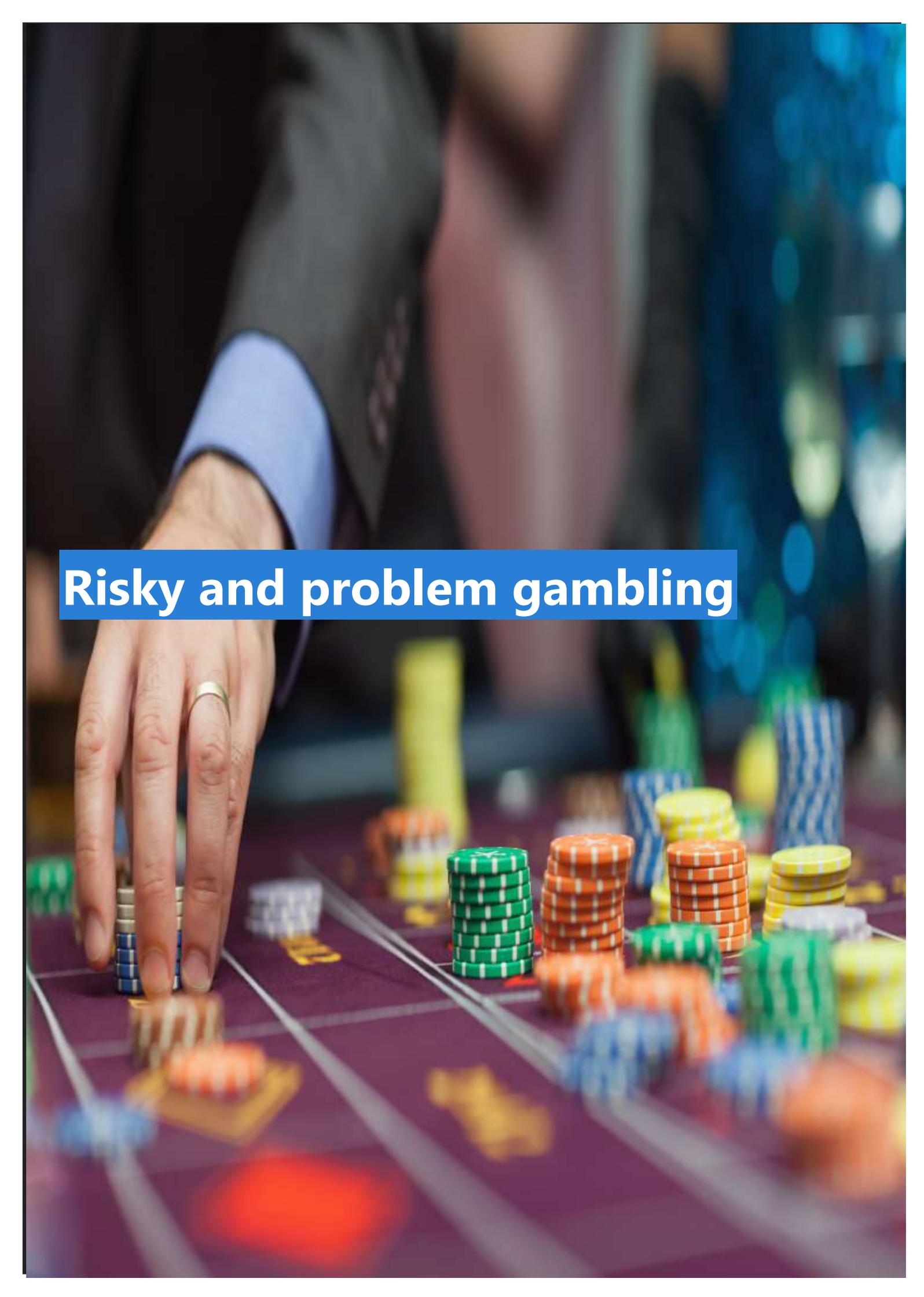
A majority of bingo players, particularly patrons with a disability and in self-identified bad health, say they play bingo because they enjoy using their brains. The Rapid Evidence Assessment found some evidence that playing bingo can have a positive impact, especially in the short term, on mental agility and cognitive processing, although it is unclear whether people who choose to play bingo have better cognitive functions generally or whether engagement in bingo creates improved cognitive abilities. The reality may well be a mix of both.

Finally, for a significant proportion of patrons, particularly older patrons and patrons with a disability, bingo is seen to save them money because it's warm and cheap tea/food is on offer.

¹⁴ Hicks, D., & Stone, R. (2007). *Unlucky For Some: The Social Impact of Bingo Club Closures*. Henley: Henley Centre

¹⁵ Wardle, H & Ipsos MORI (2015) *Bingo Research: Rapid Evidence Assessment*. London: Ipsos MORI

As this illustrates, bingo offers patrons a range of benefits, some of which are linked to overall wellbeing. Gambling in bingo clubs is not without risk, as we go on to explore in the next chapter. However, bingo offers social benefits and, of particular significance for patrons', whose life circumstances limit their ability to participate in other leisure pursuits, the opportunity to take part in a fun and exciting activity.

A close-up photograph of a person's hand, wearing a grey suit jacket and a blue shirt cuff, reaching towards a stack of blue casino chips on a purple felt table. The hand has a gold ring on the ring finger. In the foreground and midground, there are several stacks of chips in various colors: green, orange, yellow, and blue. The background is blurred, showing other people and lights, suggesting a casino environment. A blue horizontal bar with white text is overlaid on the left side of the image.

Risky and problem gambling

6. Risky and problem gambling

Introduction

'Problem gambling' is typically defined as *gambling to a degree that compromises, disrupts or damages family, personal or recreational pursuits*. In their Diagnostics and Statistics Manual 5, the American Psychological Association classified disordered gambling as a behavioural addiction and it is classified as an impulse control disorder according to the International Classification of Diseases-10.

It is increasingly recognised that gambling problems exist on a spectrum of behaviour ranging from no difficulties to severe difficulties and that stability in gambling behaviour is not the norm. Therefore, as well as considering who is experiencing problems with their gambling, it is also important to look at who is at risk of experiencing problems and, preferably, to focus efforts on preventing problems from escalating.

This is true of most, if not all, health related behaviours. It is important to consider the range and extent of behaviour, rather than just its presence or absence. For example, if we were just to categorise people as 'problem' or 'non-problem' drinkers, this would miss important distinctions between those with varying levels of alcohol consumption. Some people may not meet the threshold for 'problem drinking' but their alcohol consumption could still have important implications for both the individual and those around them. In recent years there has been an increasing recognition that gambling behaviour needs to be considered in the same way. Those who experience some gambling-related problems but remain below the threshold for 'problem' gambling may still experience a range of negative outcomes and may be at risk of developing problems in the future. From a population health perspective, this group is important; this is because the contribution at-risk gamblers make to overall levels of harm across the whole population is likely to be higher than that of problem gamblers, due to their greater absolute number.

The Problem Gambling Severity Index (PGSI) was developed with the express aim of identifying those who may be low risk or moderate risk gamblers as well as those who could be classified as 'problem' gamblers.¹⁶ The PGSI thresholds are recognised standards. They have been used in a number of international prevalence surveys and were the measures used in the last British Gambling Prevalence Survey (BGPS) report in 2010 and Health Surveys for England, 2012 and 2015.

Responses to nine PGSI questions are summed to give a score of between zero and 27 and the following thresholds are then applied:

PGSI score category

- 0: Non-problem gambler
- 1-2: Low risk gambler
- 3-7: Moderate risk gambler
- 8 or over: Problem gambler

¹⁶ Ferris, J., Wynne, H. (2001) *The Canadian Problem Gambling Index: Final Report*. Ottawa: The Canadian Centre on Substance Abuse.

The low and moderate risk gamblers represent those who score *below* the threshold for problem gambling but identify with one or more of the PGSI questions. This suggests that they are experiencing some difficulties with their gambling behaviour. In this report, we describe low risk and moderate risk groups as *risky* gamblers.¹⁷

This chapter presents information about the prevalence of problem gambling and risky gambling among regular bingo club patrons. It also examines how rates of problem and risky gambling vary according to a range of socio-demographic, economic, health and lifestyle characteristics.

Caveats

There are a number of caveats which need to be considered when interpreting the *problem* and *risky* gambling estimates:

- As discussed in the Introduction (Section 1.3), there is some under-representation of men and younger people in our sample (although weights have been applied to the data to adjust for this as far as possible). The *problem gambling* and *risky* rates presented therefore may be somewhat conservative as these groups are, typically, more likely to experience problems with their gambling.
- The bingo survey is cross sectional, hence associations are identified in the analysis, but the direction of causality cannot be ascertained.
- Some people may give 'socially desirable' (and potentially dishonest) answers to a questionnaire and may underestimate the extent of their gambling behaviour.
- We do not know the extent to which people's gambling behaviour influenced their decision to take part. Those very engaged in bingo and gambling generally may have been more likely to take part because the survey was relevant to them or may have been less likely to take part, perhaps because they did not want to disclose their behaviour. This potential source of bias is unknown and could affect estimates of problem and risky gambling in either direction.
- No screen for problem gambling is perfect. The best performing screens should endeavour to minimise both 'false positives' and 'false negatives'. A false positive is where someone without a gambling problem is classified as a problem gambler. A false negative is where a person with a gambling problem is classified as someone without a gambling problem. The number of false positives and false negatives is related to the thresholds used. The threshold used for the PGSI follows the recommendation of the screen's developers and is the same as used in the BGPS 2007 and 2010. The PGSI has been validated on a Canadian population. It has not been validated in Britain.
- Finally, a survey estimate is subject to sampling error and should be considered with reference to the confidence intervals (presented where appropriate, in this chapter) as well as the survey design and sample size. Where possible, the survey methodology attempted to overcome some of these criticisms. For

¹⁷ A similar approach was used by Kruse et al (2016) in their longitudinal assessment of PGSI scores over time. This showed among a cohort of adults aged 16 and over living in New Zealand that PGSI scores increased over time, suggesting some progression of difficulties among some people. Other longitudinal studies have noted the instability of problem and risk behaviours over time, with people moving in and out of risky, problem and non-problem gambling. In the UK, Reith and Dobbie (2013) have noted that stability in gambling behaviour is not the norm and that some people have very fluid and transient gambling behaviours over time. Therefore, those who display some level of risky gambling should be a target population group for interventions to help prevent problems escalating. See Kruse, K., White, J., Walton, D., Tu, D. (2016) Changes in risky gambling prevalence among a New Zealand population cohort. *International Gambling Studies*, 16(2): 328-346. Reith, G., Dobbie, F (2013) Gambling careers: a longitudinal, qualitative study of gambling behaviour. *Addiction Research and Theory*, 21(5): 376-390.

example, results were weighted to take into account non-response bias across a number of domains; there was careful consideration of the choice of gambling screen and appropriate thresholds for problem gambling. That said, it is not possible to account for all potential biases and caveats. Therefore, this chapter presents an estimate of current problem gambling among regular bingo club patrons.

Problem gambling severity index scores and item responses

Endorsement of PGSI items, by age and sex

The PGSI consists of nine different questions relating to gambling behaviour. These range from chasing losses to feeling guilty about gambling to feeling like you have a problem with your gambling behaviour. The full questions and responses to them are shown in Figure 6.1.

Among both men and women, betting more that you could afford to lose and chasing losses are the most commonly endorsed problems. One in four men (24.6%) chase their losses or bet more than they can afford to lose at least sometimes when they gamble. Equivalent estimates among women are 15.6% (betting more than could afford) and 12.3% (chasing). Feeling guilty about what happens when you gamble and having to bet with increasing amounts of money to get the same excitement are the next most common problems (around 14% of men and 6% of women endorsed each). Overall, 9.7% of men and 2.9% of women say that they felt like they have a problem with gambling at least sometimes.

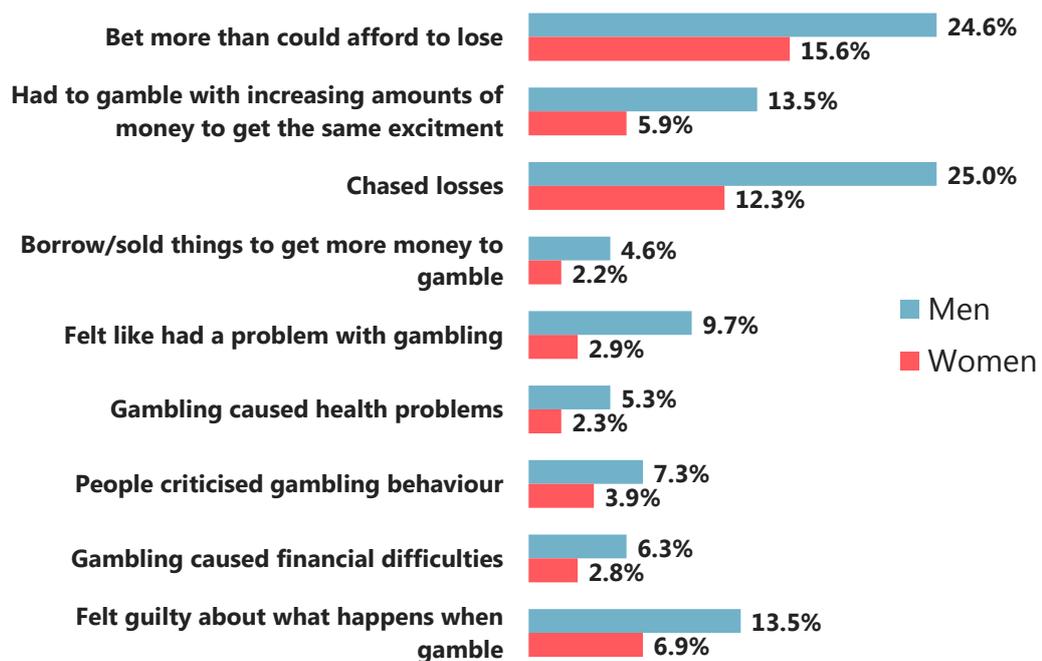
Figure 6.1: Responses to PGSI items, by sex

	Never	Sometimes	Most of the time	Always
Men (223)				
Bet more than could afford to lose	75.4%	19.4%	2.2%	3.1%
Had to gamble with increasing amounts of money to get the same excitement	86.5%	11.0%	1.3%	1.2%
Chased losses	75.0%	14.1%	5.9%	5.0%
Borrow/sold things to get more money to gamble	95.4%	3.1%	1.4%	-
Felt like had a problem with gambling	90.3%	5.7%	1.4%	2.6%
Gambling caused health problems	94.7%	4.5%	0.8%	-
People criticised gambling behaviour	92.7%	5.2%	1.0%	1.1%
Gambling caused financial difficulties	93.7%	6.0%	-	-
Felt guilty about what happens when gamble	86.5%	11.3%	2.0%	-
Women (1,225)				
Bet more than could afford to lose	84.4%	12.4%	1.7%	1.4%
Had to gamble with increasing amounts of	94.1%	4.5%	0.9%	-

money to get the same excitement				
Chased losses	87.7%	8.6%	2.0%	1.7%
Borrow/sold things to get more money to gamble	97.8%	1.9%	-	-
Felt like had a problem with gambling	97.1%	2.6%	-	-
Gambling caused health problems	97.7%	1.7%	-	-
People criticised gambling behaviour	96.1%	3.2%	-	-
Gambling caused financial difficulties	97.2%	2.5%	-	-
Felt guilty about what happens when gamble	93.1%	5.9%	-	-

Figure 6.2: Responses to PGSI items (percentage experiencing problem at least sometimes) by sex

Q. In the past 12 months, how often have you...?



Base: 1,448 customers of licensed bingo clubs who visit at least once a month. Fieldwork 7-26 March 2016.

These patterns of endorsement are very similar to those reported in the BGPS 2010, though in that survey people criticising gambling behaviour was the third most commonly reported problem among men and women.

Men are more likely than women to say that they feel guilty about their gambling, that gambling has caused health problems and that they have had to gamble with increasing amounts of money to get the same excitement. For other items, the rates saying they experience each problem (at least sometimes) do not vary significantly between men and women.

Endorsement of each PGSI item did not vary by age and mirrored the patterns reported for men and women.

Endorsement of each PGSI item by bingo player type

Endorsement of most PGSI items varies among different types of bingo club patrons. The exceptions are needing to gamble with increasing amounts of money, gambling causing health problems and feeling guilty about what happens when you gamble, where rates of endorsement are consistent by bingo player type.

For other items, the typical pattern is that patrons who only play using paper bingo tickets are less likely to endorse each item, while those who play fruit/slot machines and bingo games are most likely. For example, one in four of those who play both fruit/slot machines and bingo games say that they at least sometimes chase their losses (24.8%) and bet more than they could afford to lose (24.7%). Equivalent estimates among those who only play bingo using paper tickets are 8.3% (betting more than could afford to lose) and 7.3% (chasing losses). Figures for endorsement for each item by type of bingo club patron are given in Figure 6.3 below.

Figure 6.3: Response to PGSI items, by bingo patron type

	Paper tickets only	Electronic terminal/ touchpad or cash bingo interval games or fruit machines only	Paper tickets & cash bingo interval games	Paper tickets & electronic terminals	Electronic terminals/ touchpads & cash bingo interval games	Fruit/slot machines & bingo	Paper tickets, electronic terminals/ touchpads & cash bingo interval games
Base:	(147)	(87)	(287)	(105)	(108)	(401)	(309)
<u>Bet more than can afford to lose</u>							
Never	91.7%	79.4%	88.0%	73.1%	89.8%	75.3%	78.3%
Sometimes	6.1%	15.5%	8.3%	24.9%	6.8%	20.7%	17.1%
Most times	1.4%	0.7%	2.2%	2.0%	2.0%	1.9%	1.6%
Almost always/always	0.8%	4.4%	1.5%	-	1.4%	2.0%	3.0%
<u>Had to gamble with increasing amounts of money to get the same excitement</u>							
Never	95.9%	89.7%	95.8%	91.6%	95.0%	87.5%	91.6%
Sometimes	2.7%	10.2%	3.3%	8.4%	2.5%	10.7%	5.0%
Most times	1.4%	0.2%	0.5%	-	1.1%	1.3%	1.7%
Almost always/always	-	-	0.5%	-	1.4%	0.5%	1.8%

	Paper tickets only	Electronic terminal/ touchpad or cash bingo interval games or fruit machines only	Paper tickets & cash bingo interval games	Paper tickets & electronic terminals	Electronic terminals/ touchpads & cash bingo interval games	Fruit/slot machines & bingo	Paper tickets, electronic terminals/ touchpads & cash bingo interval games
Chased losses							
Never	92.7%	81.9%	90.5%	85.6%	89.0%	75.2%	83.2%
Sometimes	5.1%	4.7%	7.2%	11.8	6.4%	17.0%	9.1%
Most times	1.7%	8.8%	1.6%	2.1%	2.2%	4.5%	2.3%
Almost always/always	0.5%	4.6%	0.8%	0.6%	2.4%	3.3%	5.4%
Borrow/sold things to get more money to gamble							
Never	99.8%	100.0%	98.4%	95.9%	99.6%	95.2%	95.1%
Sometimes	0.2%	-	0.4%	4.1%	0.4%	3.8%	4.7%
Most times	-	-	1.1%	-	-	0.8%	-
Almost always/always	-	-	-	-	-	0.2%	0.1%
Felt like had a problem with gambling							
Never	99.5%	96.2%	96.2%	95.7%	97.8%	92.2%	94.8%
Sometimes	0.5%	3.8%	2.7%	4.3%	1.9%	4.8%	4.5%
Most times	-	-	-	-	-	1.5%	0.2%
Almost always/always	-	-	1.1%	-	0.3%	1.5%	0.5%
Gambling caused health problems							
Never	99.7%	96.2%	95.9%	99.0%	98.1%	95.3%	97.6%
Sometimes	0.3%	3.8%	3.5%	1.0%	1.9%	3.3%	1.4%
Most times	-	-	0.1%	-	-	1.0%	0.9%
Almost always/always	-	-	0.4%	-	-	0.3%	0.1%
People criticised gambling behaviour							
Never	97.9%	98.7%	97.1%	90.8%	95.9%	92.1%	96.1%
Sometimes	1.9%	0.6%	2.9%	8.9%	3.6%	5.8%	2.0%
Most times	0.2%	-	-	-	-	1.4%	0.3%
Almost always/always	-	0.7%	-	0.3%	0.4%	0.8%	1.6%

	Paper tickets only	Electronic terminal/ touchpad or cash bingo interval games or fruit machines only	Paper tickets & cash bingo interval games	Paper tickets & electronic terminals	Electronic terminals/ touchpads & cash bingo interval games	Fruit/slot machines & bingo	Paper tickets, electronic terminals/ touchpads & cash bingo interval games
<u>Gambling caused financial difficulties</u>							
Never	99.3%	100.0%	97.3%	95.9%	99.7%	93.4%	94.6%
Sometimes	0.7%	-	2.7%	4.1%	-	5.8%	5.3%
Most times	-	-	-	-	0.3%	0.4%	0.2%
Almost always/always	-	-	-	-	-	0.5%	-
<u>Felt guilty about what happens when gamble</u>							
Never	97.1%	96.6%	94.7%	93.7%	93.4%	84.8%	89.7%
Sometimes	2.7%	3.4%	4.9%	5.2%	6.3%	13.3%	7.0%
Most times	0.2%	-	-	0.7%	0.3%	1.1%	2.9%
Almost always/always	-	-	0.5%	0.4%	-	0.8%	0.4%

PGSI scores by age, sex and bingo club patron type

Figure 6.4 shows PGSI scores for men, women and all bingo club patrons. Scores range from a minimum of 0 to a maximum of 27. The majority of bingo club patrons (69.7%) have a score of 0, meaning that they do not endorse any of the PGSI items (they answered never to all nine questions). However, this means that three in ten (30.3%) regular bingo club patrons did endorse at least one PGSI item (a PGSI score of 1 or more), meaning that they at least sometimes experience one or more of the difficulties asked about.

Figure 6.4: PGSI score, by sex

PGSI score	Men	Women	All
<i>Base:</i>	(223)	(1,225)	(1,448)
0	56.7%	74.1%	69.7%
1	18.1%	11.7%	13.3%
2	4.4%	5.8%	5.4%
3	5.3%	3.0%	3.6%
4	3.8%	1.8%	2.3%
5	1.1%	1.0%	1.0%
6	4.7%	0.3%	1.4%
7	1.3%	0.5%	0.7%
8	0.1%	0.2%	0.1%
9	0.8%	0.3%	0.5%
10	-	0.4%	0.3%
11	2.0%	0.4%	0.8%
12	-	0.0%	0.0%
13	1.6%	0.0%	0.4%
14	-	0.2%	0.1%
15	-	0.0%	0.0%
16	-	-	-
17	0.1%	-	0.0%
18	-	0.1%	0.0%
19	-	0.0%	0.0%
20	-	0.0%	0.0%
21	-	0.0%	0.0%
22	-	0.0%	0.0%
23	-	0.1%	0.1%
24	-	-	-
25	-	-	-
26	-	-	-
27	-	-	-
Mean	3.5	2.7	3.0
Median	2.0	2.0	2.0
Standard error of the mean	0.49	0.21	0.20

Men are more likely than women to have a PGSI score of 1 or more (43.3% for men; 25.9% for women). PGSI scores do not vary by age.

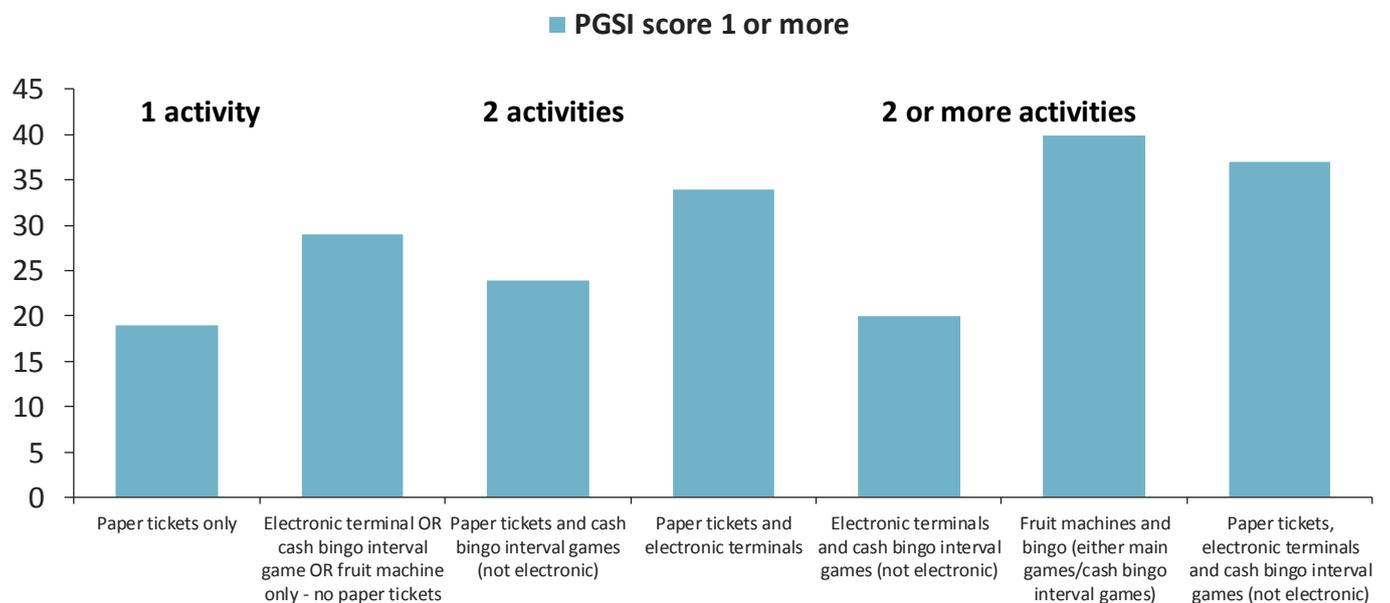
PGSI scores vary among different types of bingo club patrons. Over one in three of those who play fruit/slot machines and bingo games (40.3%) or who play electronic terminals/touchpads, bingo on paper tickets and cash bingo interval games have a PGSI score of one or more (36.6%). However, only around one in five of those who only play bingo using paper tickets (18.9%) or who play bingo on electronic terminals/touchpads and cash bingo interval games (19.6%) reported the same. Mean PGSI scores varied accordingly, being highest among those who play fruit/slot machines and bingo games (3.6) and lowest among those who play bingo using paper tickets only (1.8).

Figure 6.5: PGSI score, by bingo patron type

	Paper tickets only	Electronic terminal or cash bingo interval games or fruit/slot machines only	Paper tickets & cash bingo interval games	Paper tickets & electronic terminals /touchpads	Electronic terminals/ touchpads & cash bingo interval games	Fruit/slot machines & bingo	Paper tickets, electronic terminals/ touchpads & cash bingo interval games
Base:	(147)	(87)	(287)	(105)	(108)	(401)	(309)
0	81.1%	71.2%	76.5%	65.6%	80.4%	59.7%	63.4%
1	14.2%	10.9%	12.8%	15.9%	10.8%	11.1%	18.2%
2	1.0%	3.9%	4.9%	2.2%	1.6%	10.4%	5.2%
3	1.2%	5.0%	2.5%	6.3%	0.7%	5.4%	3.9%
4	0.3%	0.8%	0.1%	4.6%	1.7%	4.7%	3.1%
5	0.6%	0.2%	0.1%	4.3%	1.5%	1.4%	0.7%
6	1.4%	3.4%	-	0.9%	0.7%	2.9%	0.7%
7	0.2%	4.4%	1.1%	0.2%	0.4%	0.2%	0.4%
8	-	0.2%	0.5%	-	-	0.1%	-
9	-	-	-	-	-	1.4%	0.5%
10	-	-	-	-	1.4%	0.1%	0.8%
11	-	-	1.1%	-	0.3%	1.2%	1.0%
12	-	-	-	-	-	0.1%	-
13	-	-	-	-	0.3%	0.5%	1.6%
14	-	-	0.5%	-	-	-	0.1%
15	-	-	-	-	-	0.0%	0.1%
16	-	-	-	-	-	-	-
17	-	-	-	-	-	0.1%	-
18	-	-	-	-	-	-	0.3%
19	-	-	-	-	-	0.1%	-

	Paper tickets only	Electronic terminal or cash bingo interval games or fruit/slot machines only	Paper tickets & cash bingo interval games	Paper tickets & electronic terminals /touchpads	Electronic terminals/ touchpads & cash bingo interval games	Fruit/slot machines & bingo	Paper tickets, electronic terminals/ touchpads & cash bingo interval games
20	-	-	-	-	-	0.1%	-
21	-	-	-	-	-	0.0%	-
22	-	-	-	-	-	0.0%	-
23	-	-	-	-	-	0.3%	-
24	-	-	-	-	-	-	-
25	-	-	-	-	-	-	-
26	-	-	-	-	-	-	-
27	-	-	-	-	-	-	-
Mean	1.8	3.1	2.6	2.5	3.1	3.6	3.1
Median	1.0	2.1	1.0	2.0	1.0	2.0	1.7
SE of mean	0.35	0.71	0.68	0.31	0.95	0.42	0.56

Figure 6.6: Proportion of people with a PGSI score of 1 or more by bingo sub-groups



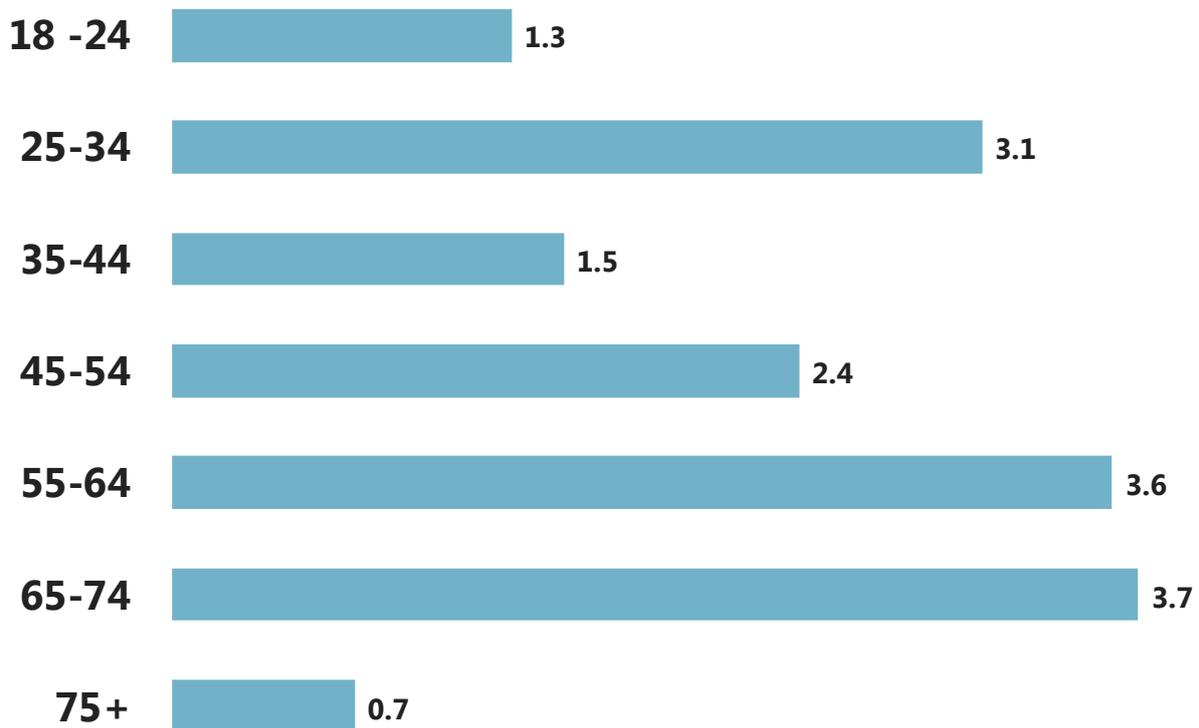
Risky and problem gambling prevalence rates

Overall, 2.5% of regular bingo club patrons (around one in 40) are problem gamblers, with a further 9.0% being classified as a 'moderate risk' gambler and a further 18.8% being classified as a 'low risk gambler'. The confidence interval for problem gambling is 1.6 and 3.8, meaning that we are 95% certain that the true figure is within this range.

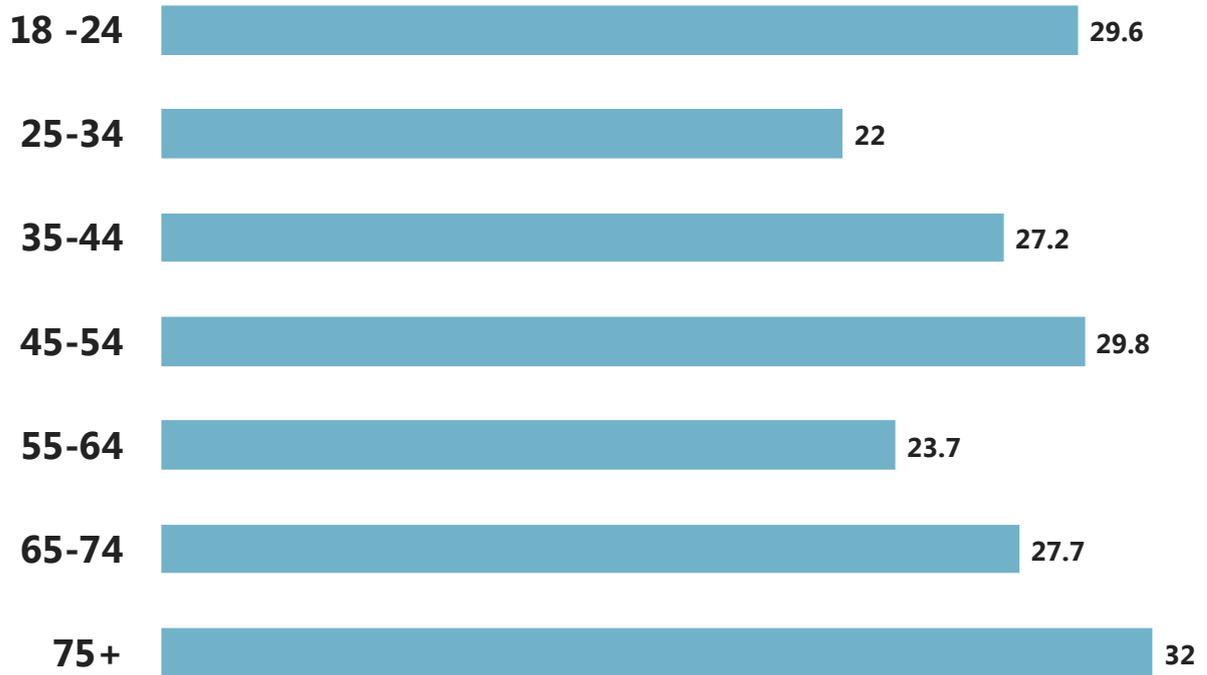
Rates of problem and risky gambling (low risk and moderate risk combined) are higher among men (4.6% problem gambling; 38.7% risky gambling) than women (1.8% problem gambling; 24.1% risky gambling). These patterns are in line with evidence from other surveys like the BGPS or the Health Survey for England.

Problem gambling rates also varies by age, but not in the way expected. Other surveys have typically shown that problem gambling rates tend to be higher among younger older adults and decrease with advancing age. However, among regular bingo club patrons, problem gambling rates are higher among those aged 55-74 (around 3.6%-3.7%) and lower among those aged 18-24 (1.3%). See Figure 6.7. However, risky gambling rates tend to be fairly similar among all age groups (see Figures 6.8 and 6.10).

Figure 6.7: Problem gambling prevalence by age



Base: 1,448 customers of licensed bingo clubs who visit at least once a month.

Figure 6.8: Risky gambling (low or moderate risk) prevalence by age

Base: 1,448 customers of licensed bingo clubs who visit at least once a month.

Factors associated with risky and problem gambling

Previous studies have shown that gambling problems are unequally distributed among different groups of people.¹⁸ Typically, those from more disadvantaged backgrounds or with other health and lifestyle risk factors are more likely to have gambling problems. This section examines the extent to which this is also true among regular bingo club patrons. First we examine how problem gambling and risky gambling rates vary by socio-demographic and economic status, then we look at rates according to other health and wellbeing factors and finally how problem gambling varies among different types of bingo club patron based on the other gambling activities they take part in both in and outside of bingo club venues.

Prevalence of problem and risky gambling, by ethnicity, socio-demographic and economic characteristics

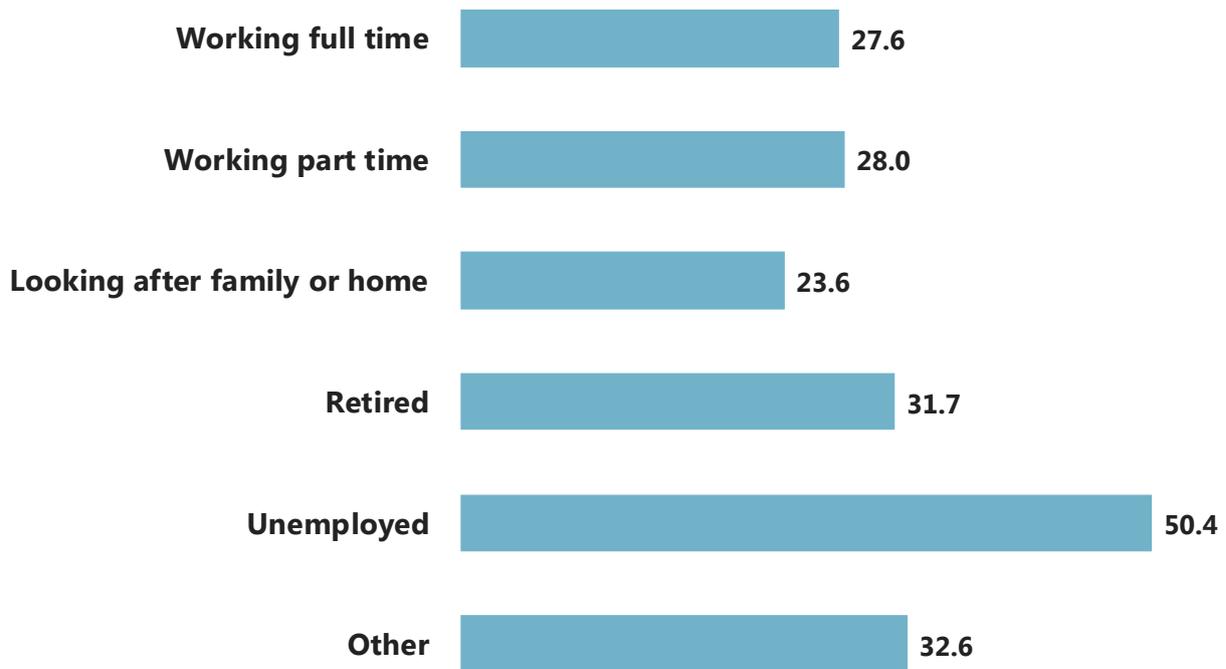
Rates of problem gambling and risky gambling are higher among bingo patrons from BME groups (9.2% problem gambling; 45.9% risky gambling) than those who are White (2.0% and 25.6%). The majority of BME regular bingo club patrons have a PGSI score of one or more (55.2%), indicating the extent to which they should be considered a risky group for the experience of gambling problems.

Problem and risky gambling rates also vary by educational attainment and economic activity. Rates of problem and risky gambling are highest among those who have lower levels of academic achievement (3.1% of those with no academic qualifications and 3.5% of those with GCSEs or equivalent were problem gamblers) and lowest among those educated to degree level or higher (0.3%). Problem and risky gambling rates are highest among those who

¹⁸ See Wardle, H (2015) Exploring area-based vulnerability to harm: Who is vulnerable? London: Westminster.

are unemployed (11.2% problem gambling; 39.2% risky) and lower among all other groups. This means that over half (50.4%) of regular bingo patrons who are unemployed have a PGSI score of 1 or more (see Figure 6.9). These patterns are similar to those observed in studies among people who play machines in bookmakers and among all gamblers in the general population.¹⁹

Figure 6.9: PGSI score of 1 or more by economic activity



Base: 1,448 customers of licensed bingo clubs who visit at least once a month.

Problem gambling, but not risky gambling, varies by personal income. Problem gambling prevalence is higher among those with lower levels of personal income (3.6% among those earning less than £5,999 per year) but also among those with the highest levels of personal income (3.2% among those earning £21,999 per year or more). These findings support a recent review which concluded that patterns of problem gambling by income levels are mixed.²⁰

Finally, problem gambling rates are higher among those who rent their property from a local authority (7%) and lower among those who own their property outright (0.3%) or who are buying it with the help of a mortgage (1.0%).

¹⁹ See Wardle et al (2014) Gambling machines research programme: Report 2: Identifying problem gambling – findings from a survey of loyalty card customers. London: Responsible Gambling Trust.

²⁰ See Wardle, H (2015) Exploring area-based vulnerability to harm: Who is vulnerable? London: Westminster.

Figure 6.10: Problem and risky gambling prevalence, by socio-demographic and economic factors

	Non-problem gambler	Low risk	Moderate risk	Problem gambler	Base
OVERALL	69.7%	18.8%	9.0%	2.5%	(1,448)
Sex					
Men	56.7%	22.5%	16.2%	4.6%	(223)
Women	74.1%	17.5%	6.6%	1.8%	(1,225)
Age					
18-24	69.1%	21.0%	8.6%	1.3%	(54)
25-34	74.9%	16.0%	6.0%	3.1%	(134)
35-44	71.2%	18.8%	8.5%	1.5%	(110)
45-54	67.8%	17.3%	12.5%	2.4%	(264)
55-64	72.7%	18.8%	4.9%	3.6%	(355)
65-74	68.6%	16.5%	11.2%	3.7%	(309)
75+	67.3%	25.5%	6.5%	0.7%	(186)
Ethnicity					
White	72.4%	17.2%	8.3%	2.0%	(1,251)
BME	44.8%	31.7%	14.2%	9.2%	(152)
Marital status					
Single, never married	65.3%	20.7%	10.4%	3.5%	(375)
Married	75.3%	16.1%	7.3%	1.3%	(619)
Separated	53.6%	23.0%	20.9%	2.4%	(47)
Divorced	64.1%	20.9%	10.0%	4.9%	(167)
Widowed	72.1%	19.5%	6.4%	2.0%	(203)
Top educational qualifications					
Degree or higher	82.8%	14.0%	2.8%	0.3%	(98)
A-levels or equivalent	71.5%	14.8%	12.9%	0.8%	(165)
GCSE/vocational qualifications or equivalent	67.8%	19.2%	9.6%	3.4%	(427)
Other	68.5%	15.7%	14.2%	1.6%	(85)
None	69.2%	20.4%	7.3%	3.1%	(573)

	Non-problem gambler	Low risk	Moderate risk	Problem gambler	Base
Economic activity					
Working full time	72.4%	17.4%	8.7%	1.5%	(370)
Working part time	72.0%	17.5%	7.9%	2.6%	(209)
Looking after family or home	76.4%	19.2%	3.7%	0.7%	(95)
Retired	68.3%	19.3%	10.2%	2.2%	(536)
Unemployed	49.6%	28.9%	10.2%	11.2%	(81)
Other	67.4%	17.1%	12.3%	3.2%	(120)
Income					
Less than £5200 per year	65.4%	19.8%	11.2%	3.6%	(165)
Between £5200 and £9999 per year	60.9%	22.6%	12.6%	4.0%	(321)
Between £10,000 and £15,999 per year	69.2%	20.5%	9.9%	0.3%	(238)
Between £16,000 and 20,199 per year	75.0%	15.0%	9.4%	0.5%	(133)
£21,000 or more per year	73.3%	17.1%	6.4%	3.2%	(591)
Tenure					
Buying with mortgage	78.8%	14.3%	5.7%	1.2%	(217)
Own outright	71.1%	19.7%	8.8%	0.3%	(424)
Renting from housing trust/local authority	67.3%	20.9%	9.6%	2.2%	(260)
Renting from local authority	63.5%	17.7%	11.5%	7.3%	(267)
Renting from private landlord	66.4%	20.7%	9.7%	3.2%	(201)
Area deprivation					
Most deprived	72.3%	16.1%	9.0%	2.6%	(957)
Not most deprived	63.1%	25.0%	8.6%	3.3%	(242)

Prevalence of problem and risky gambling, by health and lifestyle characteristics

Problem and risky gambling varies by general health status. Those who are in very good health have the lowest rates of risky gambling (21.7%) and problem gambling (0.6%) whereas those with very bad health have the highest (34.7% and 5.2% respectively). Problem and risky gambling do not vary by presence of a disability and interestingly do not vary by cigarette smoking status or alcohol consumption. This is unusual. Most other national studies show a strong association between problem and risky gambling and cigarette smoking and alcohol consumption. This was certainly true of people who play machines in bookmakers.²¹ This may, in part, be related to the age profile of regular bingo patrons. They tend to be older than other gamblers and cigarette smoking, in particular, is less prevalent among older people.

²¹ See Wardle et al (2014) Gambling machines research programme: Report 2: Identifying problem gambling – findings from a survey of loyalty card customers. London: Responsible Gambling Trust.

Problem and risky gambling varies according to self-perceived levels of social support. Rates of risky gambling (but not problem gambling) are higher among those who definitely did not meet with or speak to friends and family as often as they would like (55.3%) than those who definitely do (24.0%). The majority (60.3%) of those with a definite self-perceived lack of social contact had a PGSI score of 1 or more, highlighting them as a potentially vulnerable group. Bingo patrons were also asked if they had someone they could turn to for advice or support. Rates of problem and risky gambling are lower among those who definitely do (2.2% problem gambling; 26.1% risky gambling) than those who say probably or definitely not.

Figure 6.11: Problem and risky gambling prevalence, by health factors

	Non-problem gambler	Low risk	Moderate risk	Problem gambler	Base
Longstanding illness					
Yes	65.0%	20.6%	10.6%	3.8%	518
No	72.0%	17.7%	8.3%	2.0%	899
General health status					
Very good	77.7%	15.9%	5.8%	0.6%	408
Good	67.8%	19.1%	10.5%	2.6%	457
Fair	64.4%	22.2%	8.9%	4.5%	376
Bad	65.0%	18.2%	14.1%	2.8%	130
Very bad	60.0%	24.6%	10.1%	5.2%	54
Smoking status					
Yes	70.4%	14.6%	11.3%	3.7%	397
No	69.8%	20.4%	7.8%	2.0%	1026
Frequency of alcohol consumption					
4 or more times a week	63.1%	23.8%	12.4%	0.7%	61
2-3 times a week	71.8%	15.1%	9.4%	3.7%	210
2-4 times a month	65.5%	22.1%	8.9%	3.4%	238
Once a month or less often	75.9%	14.4%	7.7%	2.0%	415
Never	65.0%	23.3%	9.6%	2.1%	501
Meet or speak to people as often as would like					
Definitely	74.2%	16.1%	7.9%	1.7%	958
Probably	67.8%	21.6%	7.6%	3.0%	222
Probably not	62.6%	22.6%	10.5%	4.4%	185
Definitely not	39.7%	33.1%	22.2%	5.0%	53

	Non-problem gambler	Low risk	Moderate risk	Problem gambler	Base
Have someone to turn to for advice / support					
Definitely	71.6%	17.8%	8.3%	2.2%	1287
Probably	51.3%	24.4%	17.4%	6.8%	88
Probably not/definitely not	50.1%	32.6%	12.7%	4.5%	50

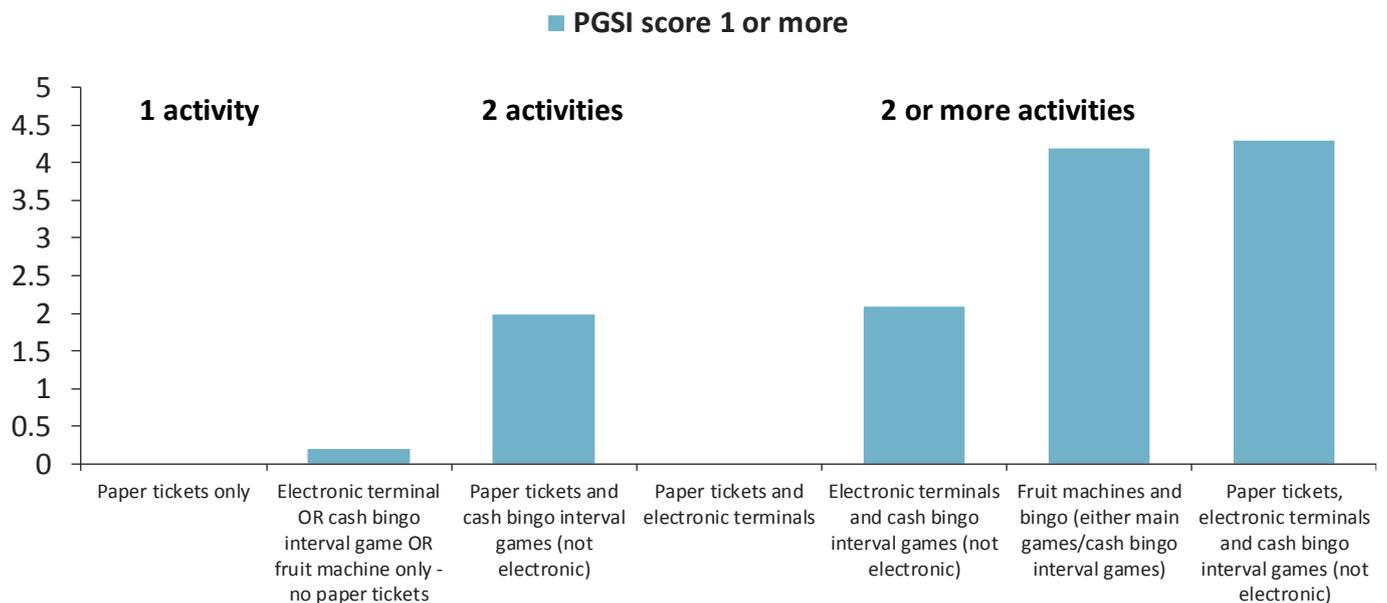
Prevalence of problem and risky gambling by gambling behaviour

As Chapters 2 and 4 have shown, bingo club patrons often engage in a range of gambling activity both within and outside bingo clubs. Some people only ever play bingo using paper tickets and do not engage in other forms of gambling when at the club. Others play bingo, using paper tickets or electronic terminals/touchpads, play cash bingo interval games and/or also gamble on fruit/slot machines. They have a broader gambling repertoire. Previous studies have shown a relationship between problem gambling rates and gambling engagement (broadly defined as the number of other activities undertaken).²² The following section examines how rates of problem gambling and risky gambling vary based on the types of activities people participate in within bingo clubs, as well as the other forms of gambling they engage in generally.

Looking at different types of bingo club patron first, problem and risky gambling rates vary according to the types of activities undertaken when visiting the bingo club. For example, 4.2% of those who play bingo games and fruit/slot machines at bingo clubs and 4.3% of those who play bingo, cash bingo interval games and electronic terminals/touchpads are problem gamblers. None of those who only play bingo using paper tickets and do not engage in other forms of gambling when at the club are problem gamblers.²³

²² See LaPlante, D., Nelson, S., LaBrie, R., Shaffer, H., (2011) Disordered gambling, type of gambling and gambling involvement in the *British Gambling Prevalence Survey 2007*. *European Journal of Public Health*, 21(4):532-7.

²³ This is not to say that there are likely to be no problem gamblers who only play paper tickets at a population level, rather that our survey with its small number of people who fall into this category did not identify them.

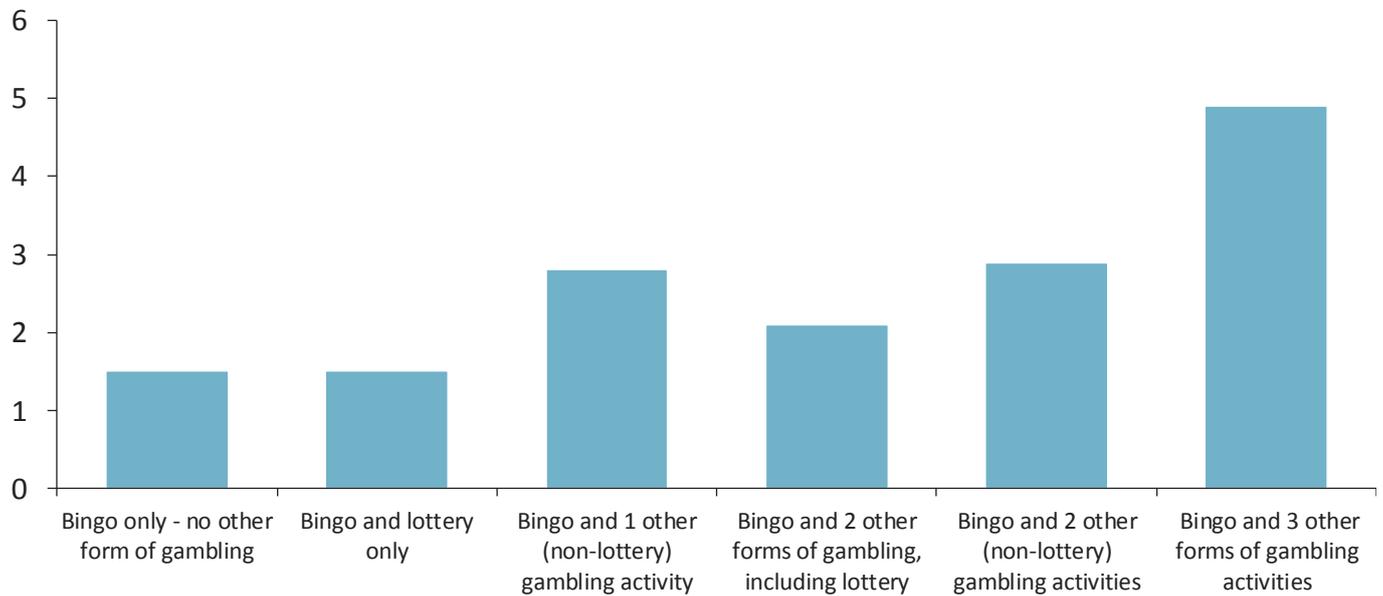
Figure 6.12: Problem gambling prevalence by bingo club patron type

Likewise, rates of risky gambling vary by bingo club patron type. Those who play fruit/slot machines and bingo games have the highest rates of risky gambling (36.1%) whereas those who only play bingo using paper tickets (18.9%) or who play bingo on electronic terminals/touchpads and play cash bingo interval games have the lowest (17.5%).

Bingo club patrons were also grouped based on their engagement in other gambling activities. For example, there is a group of patrons who only play bingo and do not engage in other forms of gambling (1.5% of which are problem gamblers) and a further group of bingo patrons who engage in at least three other forms of gambling (4.9% of which are problem gamblers).

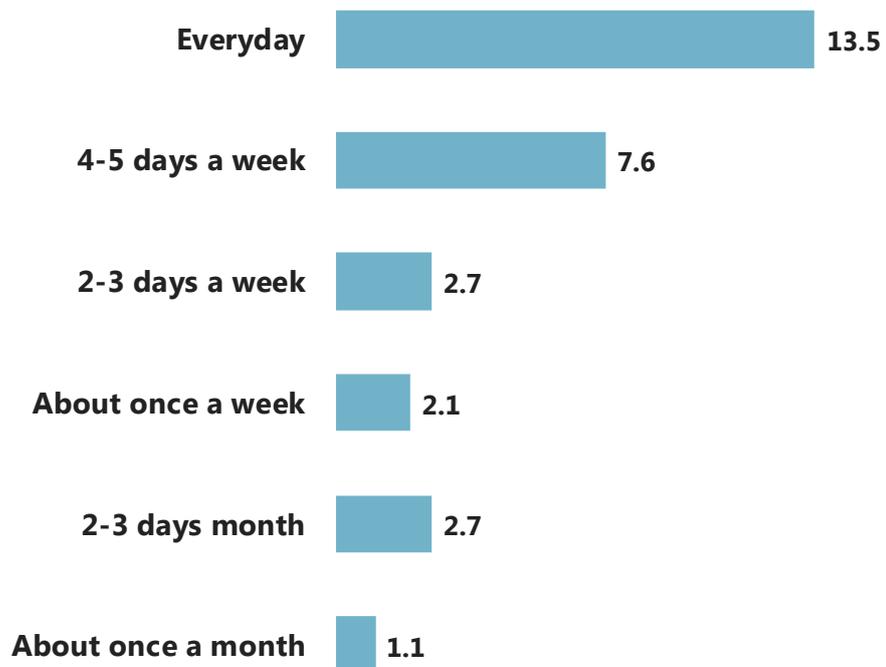
There is a broad pattern where the greater number of other, non-lottery, forms of gambling activity that people engage in, the higher the rates of problem and risky gambling. This supports the findings of previous studies which have emphasised that problem gambling rates are related to broader levels of gambling engagement. That said, around one in four (24%) regular bingo patrons only play bingo and do not engage in other gambling activities. Problem gambling rates among this group are 1.5% and risky gambling rates 20.5%, showing that problem and risky gambling exists among all forms of gambling activity.

Figure 6.13: Problem gambling prevalence by gambler type



Problem and risky gambling are associated with frequency of visiting bingo clubs. The more often people visit a bingo club, the higher the rates of problem and risky gambling. Among those who go to a bingo club every day, rates of problem gambling are 13.5% and risky gambling are 38.0%. Among those who visit bingo clubs once a month, estimates are 1.1% and 19.9% (see Figure 6.14).

Figure 6.14: Problem gambling prevalence by frequency of attending bingo club



Base: 1,448 customers of licensed bingo clubs who visit at least once a month.

Finally, risky gambling rates are higher among those who say that going to the bingo is the highlight of their week (38.4%); that bingo is one of the few activities they can take part in nowadays (35.3%); that they go to the bingo because it is warm and they can get cheap food and tea, and that they cannot imagine life without bingo (37.3%). Notably, problem gambling rates do not vary according to these different motivations.

Figure 6.15: Problem and risky gambling prevalence, by bingo patron type

	Non-problem gambler	Low risk	Moderate risk	Problem gambler	Base
<u>Bingo player type</u>					
Paper tickets only	81.1%	15.2%	3.7%	-	(147)
Electronic terminal or cash bingo interval games or fruit/slot machines only	71.2%	14.9%	13.7%	0.2%	(87)
Paper tickets & cash bingo interval games	76.5%	17.7%	3.8%	2.0%	(287)
Paper tickets & electronic terminals/touchpads	65.6%	18.1%	16.3%	-	(105)
Electronic terminal/touchpads & cash bingo interval games	80.4%	12.4%	5.1%	2.1%	(108)
Fruit/slot machines & bingo	59.7%	21.5%	14.6%	4.2%	(401)
Paper tickets, electronic terminals/touchpads & cash bingo interval games	63.4%	23.4%	8.9%	4.3%	(309)
<u>Other gambling activity type</u>					
Bingo only - no other form of gambling	78.0%	14.8%	5.8%	1.5%	(394)
Bingo and lottery only	75.9%	14.2%	8.4%	1.5%	(358)
Bingo and 1 other (non-lottery) gambling activity	74.9%	18.5%	3.8%	2.8%	(117)
Bingo and 2 other forms of gambling, including lottery	66.8%	23.5%	7.7%	2.1%	(285)
Bingo and 2 other (non-lottery) gambling activities	54.2%	27.9%	15.0%	2.9%	(44)*
Bingo and 3 other forms of gambling activities	55.3%	23.2%	16.7%	4.9%	(250)
<u>Frequency of attending bingo club</u>					
Everyday	48.5%	16.6%	21.4%	13.5%	(79)
4-5 days a week	52.7%	17.5%	22.2%	7.6%	(161)
2-3 days a week	61.2%	24.5%	11.6%	2.7%	(586)
About once a week	71.4%	18.0%	8.5%	2.1%	(384)
2-3 days a month	68.8%	20.4%	8.1%	2.7%	(136)
About once a month	79.0%	13.5%	6.4%	1.1%	(102)

	Non-problem gambler	Low risk	Moderate risk	Problem gambler	Base
Time spent in bingo club at latest visit					
1 hour up to 2 hours	74.9%	15.9%	7.4%	1.7%	(153)
2 hour up to 3 hours	72.2%	18.5%	7.2%	2.1%	(637)
3 hour up to 4 hours	68.2%	18.1%	11.0%	2.7%	(475)
4 hour up to 6 hours	55.5%	25.6%	14.0%	4.8%	(180)
Reasons for going to bingo					
Playing bingo is the highlight of my week					
No	73.7%	16.9%	7.4%	2.0%	(922)
Yes	57.8%	24.4%	14.1%	3.8%	(526)
Playing bingo is one of the few activities I can take part in nowadays					
No	77.2%	15.8%	5.2%	1.9%	(587)
Yes	61.6%	22.0%	13.3%	3.1%	(861)
I look forward to going to bingo					
No	67.4%	18.3%	11.7%	2.6%	(152)
Yes	70.1%	18.8%	8.6%	2.5%	(1,296)
I go to bingo as I can keep warm/get cheap food					
No	71.6%	17.5%	8.4%	2.4%	(1,176)
Yes	59.2%	25.4%	12.7%	2.7%	(272)
I can't imagine life without bingo					
No	71.1%	18.7%	8.0%	2.2%	(1,204)
Yes	57.8%	19.2%	18.1%	4.8%	(244)

*Caution is required due to small base

Logistic regression of factors associated with risky and problem gambling

The analysis presented in the section above shows how the prevalence of problem and risky gambling varies according to different characteristics. This only explores the relationship between the outcome (gambling behaviour) and the variable of interest, for example age. However, many relationships can be influenced by other underlying factors. For example, a relationship between problem gambling and retirement status may be related to age rather than being retired. Multi-variate logistic regression models are used to take this into account and to model the socio-demographic, health and lifestyle factors associated with both problem and risky gambling.

Two separate models were run – one examining the factors associated with being a problem gambler and the other examining the factors associated with being a risky gambler (having a PGSI score of 1-7).

The following variables were entered into each model. These are the main characteristics associated with problem and risky gambling from the previous bi-variate analysis:

- Age
- Sex
- Ethnicity
- Economic activity
- Level of educational qualifications
- Income
- Housing tenure
- Whether lives in the most deprived areas of England, Scotland or Wales
- General health status
- Whether speaks to family/friends as often as would like
- Whether has someone to ask for advice/support

Factors significantly associated with problem gambling among regular bingo patrons are:

- Age
- Ethnicity
- Tenure
- Educational qualifications
- Economic activity
- Income

Results are expressed as odds ratios. Odds higher than 1 indicate that someone has higher odds of being a problem gambler and odds lower than 1 show that someone has lower odds of being a problem gambler. These odds are expressed relative to a reference group. If the confidence interval straddles 1, then the odds of being a problem or risky gambler are the same as the reference group.

For example, age is significantly associated with problem gambling. Figure 6.16 shows that relative to those aged 75 and over (the reference group), the odds of being a problem gambler are nearly 8 times higher (an odd ratio of 7.9) among those aged 65-74. For all other age groups, the odds do not vary significantly from those aged 75 and over (as the confidence intervals straddles 1).

The odds of being a problem gambler are 3.5 times higher among those from BME groups than those who were White.

The odds of being a problem gambler vary according to a range of socio-economic factors. Relative to those educated to degree level or higher, the odds of being a problem gambler are between 5-6 times higher among those with no educational qualifications or whose highest level of educational qualifications are GCSEs or equivalent. Odds are 3.8 times higher among those who are unemployed than those who are in paid employment and odds are lower among those with incomes between £9,999 and £21,999 than those whose income is higher than this. Notably, the odds of being a problem gambler for those with the highest income levels are similar to those with the lowest income levels. Finally, housing tenure is significantly associated with problem gambling but the odds do not vary significantly from the reference group of those who are buying their home with the help of a mortgage or loan.

Figure 6.16: Odds of being a problem gambler

n=1448	Odds ratio	Lower 95% confidence interval	Upper 95% confidence interval
Tenure (p<0.01)			
Buying with mortgage	1	-	-
Own outright	0.20	0.05	0.90
Renting from housing trust/la	0.70	0.15	3.32
Renting from LA	3.75	0.91	15.45
Renting from private landlord	2.50	0.33	19.15
Ethnicity (p<0.01)			
White	1		
Black and minority ethnic	3.51	1.77	6.94
Age group (p<0.01)			
18-24	0.78	0.07	8.79
25-34	1.43	0.21	9.54
35-44	0.77	0.05	12.16
45-54	1.25	0.09	18.31
55-64	2.21	0.53	9.17
65-74	7.91	1.40	44.61
75 and over	1		
Highest educational qualifications (p<0.01)			
Degree or higher	1		
A-levels or equivalent	2.09	0.21	20.80
GCSE/vocational qualifications or equivalent	6.04	2.90	12.58
Other	5.02	1.51	16.72
None	0.97	0.39	2.43
Personal income quintile (p<0.01)			
Less than £5200 per year	0.97	0.39	2.43
Between £5200 and £9999 per year	0.96	0.25	3.71
Between £10,000 and £15,999 per year	0.12	0.02	0.88
Between £16,000 and 20,199 per year	0.19	0.08	0.47
£21,000 or more per year	1	-	-

The following are significantly associated with risky gambling:

- Ethnicity
- Sex
- Income
- Speaking to family or friends as often as they would like
- Deprivation

It is notable that a slightly different range of variables are associated with risky gambling than problem gambling and that socio-economic factors do not feature as heavily. As with problem gambling, the odds of being a risky gambler are over three times higher among those from BME groups compared with those from White groups. The odds of being a risky gambler are two times higher among men than women. Unlike problem gambling, a more linear relationship with income is apparent. Relative to those earning over £21,999, the odds of being a risky gambler are between 1.6 to 2 times higher among those earning less than £16,000. The odds of being a risky gambler are 4 times higher among those who definitely do not speak or meet with family or friends as often as they would like. Finally, the odds of being a risky gambler are 1.5 times higher among those who live in the most deprived areas in England, Wales and Scotland.

Figure 6.17: Odds of being a risky gambler

n=1398	Odds ratio	Lower 95% confidence interval	Upper 95% confidence interval
Ethnicity (p<0.01)			
White	1	-	-
Black and minority ethnic	3.14	1.34	
Sex			
Women	1	-	-
Men	2.07	1.36	3.14
Personal income quintile (p<0.01)			
Less than £5200 per year	1.63	1.02	2.59
Between £5200 and £9999 per year	2.16	1.42	3.27
Between £10,000 and £15,999 per year	1.71	1.14	2.56
Between £16,000 and 20,199 per year	1.04	0.57	1.92
£21,000 or more per year	1		
Self-perceived social support			
Definitely speaks to/meets up with people as often as would like	1	-	-
Probably speaks to/meets up with people as often as would like	1.31	0.75	2.27
Probably does not speak to/meet up with people as often as would like	1.47	0.87	2.46
Definitely does not speak to/meet up with people as often as would like	4.10	2.40	7.00

n=1398	Odds ratio	Lower 95% confidence interval	Upper 95% confidence interval
Deprivation			
Does not live in the most deprived areas in England/Wales/ Scotland	1.00	-	-
Lives in most deprived areas in England/Wales/ Scotland	1.59	1.14	2.22
Deprivation status unknown	1.44	1.02	2.02

Problems with bingo play

Participants were also asked how often they feel they have problems with their bingo play specifically. This is a subjective measure, requiring regular bingo club patrons to be aware of and to admit their problems with bingo gambling, which may have influenced their responses. Results should be viewed with this in mind.

Overall, 1.8% of regular bingo patrons at least sometimes feel like they have problems with their bingo play. Estimates are similar for men (2.5%) and women (1.5%) and do not vary with age. Of those who sometimes have problems with their bingo play, 46% are classified as problem gamblers and 47% are risky gamblers, meaning that the majority (93%) have some difficulties with their gambling behaviour generally. Likewise, a third of problem gamblers sometimes experience difficulties with the bingo gambling. Therefore, whilst it is clear there is a relationship between problem gambling and levels of engagement in other gambling activities, it is also clear that there is a subset of regular bingo club patrons who experience some difficulties with their bingo gambling specifically.

Figure 6.18: Problems with bingo gambling

	Men	Women	All
Base:	(219)	(1,206)	(1,425)
Problems with bingo gambling			
Almost always	0.1%	0.1%	0.1%
Most of the time	-	0.2%	0.2%
Some times	2.4%	1.2%	1.5%
Never	97.5%	98.5%	98.2%

Figure 6.19: Problems with bingo gambling, by problem gambling status

	Non-problem gambler	Low risk gamblers	Moderate risk gambler	Problem gambler
Base:	(921)	(301)	(154)	(49)*
Problems with bingo gambling				
Almost always	-	-	0.2%	2.6%
Most of the time	-	-	-	6.5%
Some times	0.2%	0.8%	7.6%	23.7%
Never	99.8%	99.2%	92.2%	67.1%

* Caution required due to small base size

Figure 6.20: Problem and risky gambling prevalence, by problems with bingo gambling

	Problems with bingo gambling	
	At least sometimes	Never
Base:	(51)*	(1,374)
Problem gambling status		
Non-problem gambler	7.3%	70.9%
Low risk gamblers	8.8%	19.2%
Moderate risk gambler	38.1%	8.2%
Problem gambler	45.9%	1.7%

Seeking help

All participants who stated that they feel they have a problem with their gambling behaviour were asked if they have made any attempts to stop or cut down on their gambling. Overall, 66.3% have attempted to cut back on their gambling. However, of this group, seeking help to do this was not widespread. Almost three-fifths (56.6%) did not seek any help, though 35.6% sought help from family and friends. Less than 10% of those who have attempted to cut back on their gambling sought help from formal sources, such as health care professionals, problem gambling services or others.

This is in keeping with evidence from other studies which shows that the vast majority of people who are experiencing problems with their gambling do not seek help and those that do tend to turn to family and friends.

Figure 6.21 Stopping gambling and help seeking

Tried to stop or cut down on gambling	(122)
Yes	66.3%
No	33.7%
Sought help for a gambling problem	(75)
Did not seek any help	56.6%
Sought help from family/friends	35.6%
GP/Nurse/Psychologist/health care professional	3.9%
Gambling help groups/service/advisor	7.3%
Credit or debt advisor	3.9%
Employer	1.0%
Telephone helpline	7.8%
Online help/website	0.5%
Someone else	0.5%
Refused	12.3%
Don't know	4.7%

Summary

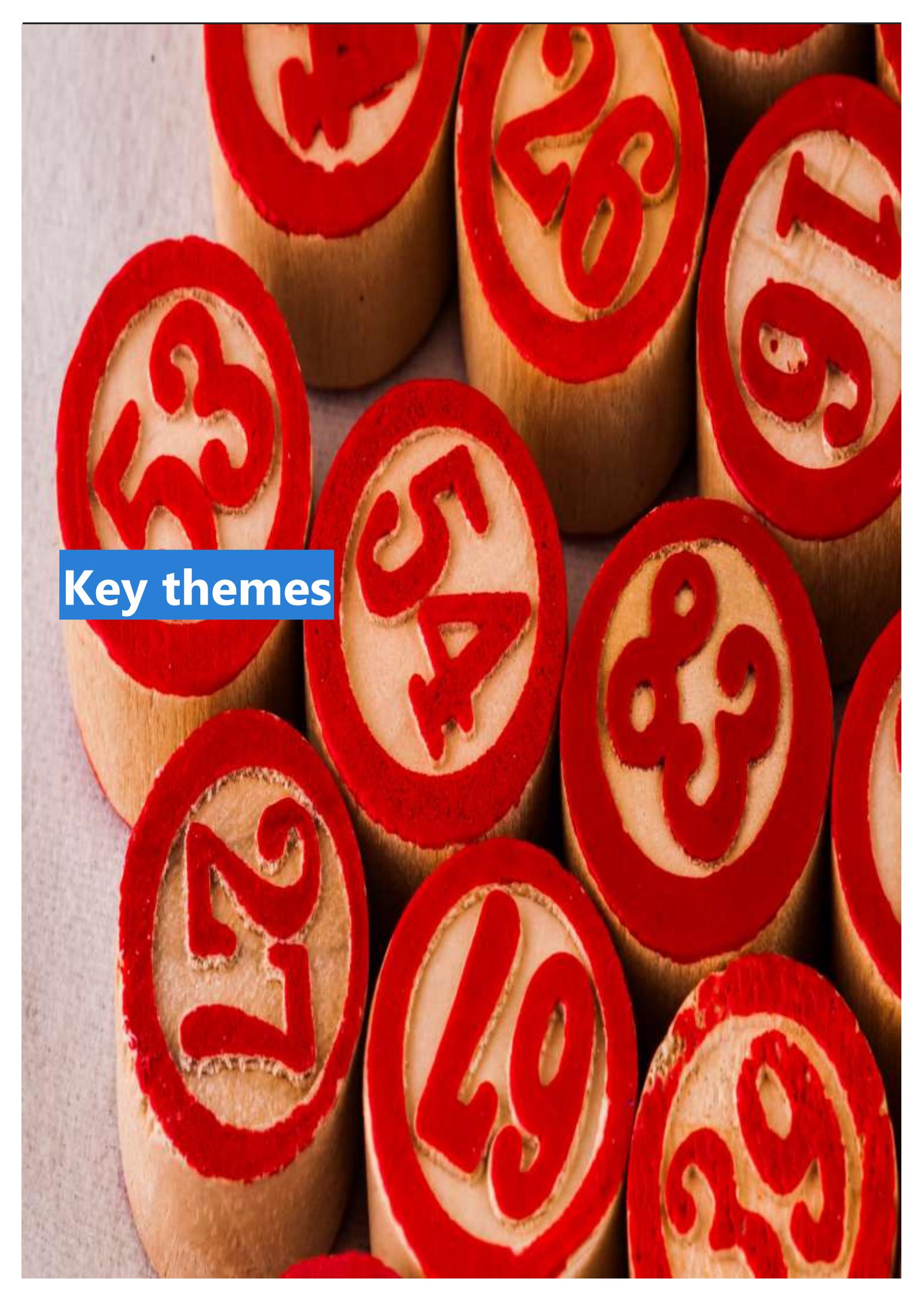
Problem gambling can affect anyone engaging in any type of gambling activity, from any kind of background. This chapter has shown that around 2.5% of regular bingo club patrons are estimated to be problem gamblers, with a further 27.8% who experience some difficulty with their gambling behaviour. This means that around 1 in 40 regular (monthly) bingo club patrons are likely to be experiencing problems and that over one in four are likely to be 'risky' gamblers.

These rates increase for bingo club patrons who are heavily engaged in both the activities offered at bingo clubs and other forms of gambling. Rates of problem gambling among those who go to bingo clubs once a week are 3.0% rising to 13.5% among those who go every day. Rates of risky gambling among those who attend once a week were 29.9%. The Bingo Association estimates that there are 470,000 unique visitors to bingo clubs per week.²⁴ This means that in a given week, we estimate that around 14,100 problems and 140,530 risky gamblers may be present in bingo clubs. The number of 'risky' patrons is particularly notable and suggests that bingo clubs could and should focus efforts on raising awareness of gambling problems and minimising harm among this group.

There is also a pattern showing that the more types of gambling activity someone engages in when at bingo clubs, the higher their risk of problems. That said, some people who only gamble on bingo and no other form of gambling also experience problems. However, if bingo club operators are looking for ways to identify those who are at greater risk, focusing on their most regular patrons who engage with a fuller range of gambling activities when at the club would be a sound starting point.

Whilst problem gambling can affect anyone, there are certain groups known to be more vulnerable to problems. Results from this study show the same is true among bingo club patrons, with those from minority ethnic groups, who are unemployed, who live in more deprived areas and with a perceived lack of social support are more likely to experience problems.

²⁴ This is an estimate, calculated by dividing the total number of weekly visits by 1.7, which is the assumed average of number of visits per week by the Bingo Association.

A collection of approximately ten wooden stamps, each with a red ink design. The designs are intricate, featuring stylized, swirling patterns that resemble traditional East Asian motifs, possibly representing characters or symbols. The stamps are arranged in a cluster, with some overlapping. The wood is light-colored, and the red ink is vibrant. A blue rectangular box with the text "Key themes" is overlaid on the left side of the image.

Key themes

7. Key themes

Key Themes

Bingo in Great Britain has a strong historical lineage. There is evidence that early forms of the bingo game (sometimes known as housey-housey) were played in the nineteenth century and were popular throughout the early part of the twentieth century²⁵. Until 1960, bingo was only allowed to be played for the support of charities and was played in church halls, social clubs and holiday camps across Britain. The bingo industry was not organised on the commercial scale known today. That changed with the passing of the 1960 Betting and Gaming Act which, through a technical loop hole, formalised and legalised bingo clubs as commercial entities and thus gave rise to modern bingo corporations such as Mecca and Rank.²⁶ As described by Carolyn Downs, by 1963 there were 14 million members of bingo clubs in Great Britain. Further changes in legislation in 1968 saw bingo subject to greater levels of regulation but also, as Downs describes, commercial bingo clubs rebranded themselves, changing emphasis from being 'bingo casinos' to 'social clubs'. This rebranding emphasised the social importance of bingo clubs, especially to elderly patrons.

This is a perception of licensed bingo clubs that persists to this day and the traditional stereotype of people who play bingo is that of older women. Findings from this study challenge this stereotype. One in four (25%) regular bingo club patrons were men and around one in four (24%) were aged under 35. Attending licensed bingo clubs clearly appeals to a broader demographic than just older women.

As noted earlier, modern day licensed bingo clubs are also far removed from these earlier counterparts. In order to remain viable and react to changing times, commercial bingo clubs have transformed in terms of the products they offer. This includes a range of advances offered by changing technology, including the national game, bingo games on electronic terminals/touchpads, which in many cases also offer slot machines style games. In short, bingo clubs offer much more than just the main bingo game and have a range of other gambling products and offers available.

Findings from this study highlight how popular these 'ancillary' games are, with 72% of patrons playing cash bingo interval games in the past year, and 61% playing them on their last visit. Over half (53%) of regular patrons play bingo and other games using an electronic terminal/touchpad and 40% had used them on their last visit. Almost three in ten (28%) of patrons have played fruit/slot machines in a bingo club in the last 12 months and 17% did so on their last visit. This highlights not only the range of activities that people take part in, beside the mainstage bingo game, but also that people typically take part in more than one form of gambling, such as combining mainstage bingo with cash bingo interval games. Coming to the club and only playing mainstage bingo games is a minority behaviour.

There is, however, a distinct difference in activity choices between different groups of people. Younger people are more likely to use electronic terminals than older people, men are more likely to play fruit/slot machines than

²⁵ Downs, C (2009) A social, economic and cultural history of bingo (1906-2005): the role of gambling in the lives of working women. Saarbrücken: VDM Verlag

²⁶ The loophole was that bingo was allowed to be played in clubs so long as all the money staked was returned to players but that clubs could also charge for membership of these clubs. For a fuller history of the development of bingo in Great Britain, see Downs, 2004.

women. Men are less frequent visitors to the bingo club but spend more when they are there. Within the bingo club at any given point, there will be different cohorts of people engaging in different ways with the activities on offer.

The findings from this study support the most recent statistics from the Gambling Commission which show how important these 'ancillary' activities are to the commercial viability of clubs. As discussed previously, bingo clubs are increasingly reliant on revenue from fruit/slot machines and mechanised bingo, with gross gaming yield (GGY) from machines increasing from 30% in 2008/09 to 43% in 2014/15 and mechanised bingo accounting for a further 35% of GGY. In short, the majority of profits made by the commercial bingo industry come not from the mainstage bingo game but from ancillary gambling activities like the mechanised interval games and increasingly from fruit/slot machines.

Whilst this study may challenge some stereotypes about who plays bingo, the findings support others. This is namely in the importance that patrons attach to the bingo club as a place to socialise, and arguably, for some, to enhance their mental wellbeing. The vast majority of regular patrons say that they go to the bingo club to socialise (85%), most go with family or friends or meet others when they are there – even those who go alone tend to spend time with people they know when at the club. Only 8% go to the club alone and do not socialise with someone they know when they are there. Among some patrons, especially older people, there is a sense that the bingo club is a safe place for them to spend time or that it one of the few remaining activities available to them. For a minority, going to the bingo club is a way to save some money by spending time in a warm environment where they can access cheap food and drink. For some, the attraction of the bingo club clearly extends beyond the appeal of the game itself. These themes were particularly important for older patrons, those with disabilities or in poorer health – who were also most likely to say that they go to the bingo as they enjoy the mental challenge.

Commercial bingo clubs work hard to foster a sense of community within their clubs, which is clearly part of the attraction of attending for some. Effective communities, however, should offer benefits but also seek to protect those who need it. Bingo has often been viewed as a 'soft form' of gambling, less likely to attract people with problems. Findings from our study show that 2.5% of regular bingo patrons are problem gamblers and that 27.8% are risky gamblers. 1.8% of regular bingo patrons said they felt they had problems with their bingo play specifically. Comparative to other gambling industries, these figures may seem low. However, given that the Bingo Association estimates there are 470,000 visitors to bingo clubs per week,²⁷ we estimate that in a given week around 14,000 problem, and 140,000 risky gamblers may be present in bingo clubs across Great Britain. This gives a large target number for bingo operators to potentially intervene with to offer protections and prevention from harm.

This study shows for the first time how rates of problem and risky gambling vary among different types of bingo club patron. There is a broad pattern by which the more electronic forms of gambling someone engaged in whilst at the bingo club, the higher their rates of problem gambling. Those who play bingo using both paper tickets and electronic terminals/touchpads and play cash bingo interval games have the highest rates of problem gambling (4.3%), followed closely by those who play both bingo (mainstage games and/or cash bingo interval games) and fruit/slot machines (4.2%). This is particularly noteworthy as bingo clubs are coming to increasingly rely on these forms of gambling for revenue. This is not to say, however, that these games cause problem gambling, there may

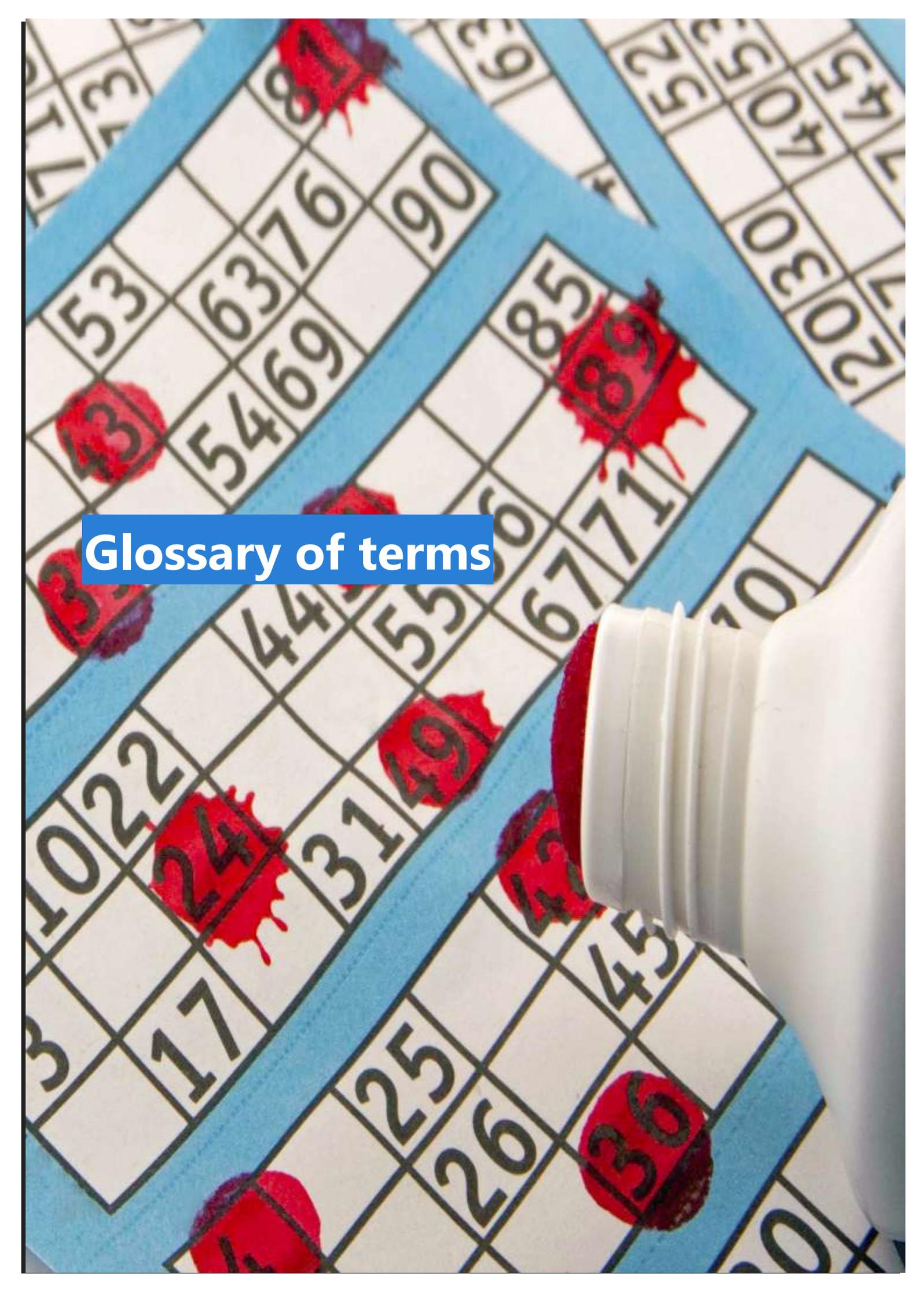
²⁷ This is an estimate, calculated by dividing the total number of weekly visits by 1.7, which is the assumed average of number of visits per week by the Bingo Association.

be other explanations. But if operators are looking to identify those most at risk of experiencing problems, focusing on those who engage in a range of gambling activities when at the club would be a sound starting point.

The Gambling Commission has recently highlighted its renewed emphasis on risk regulation and this is reflected in the National Responsible Gambling Strategy, published by the Responsible Gambling Strategy Board. The National Strategy encourages both the private and public sector, to accept their responsibility in tackling gambling-related harm (Priority 4) and specifically for industry to improve their methods of identifying harmful play (Priority action point 5) and to increase education to prevent gambling-related harm (Priority action point 8).²⁸ This study provides useful insight to operators wishing to better identify which patrons are more likely to be at risk of problems. Results show that problem gambling rates are elevated among those who play every day or almost every day, where 13.5% of regular patrons are classified as problem gamblers. Rates are also higher among those from BME groups, patrons who are unemployed and those from more deprived areas. These groups have often been highlighted in other studies of gambling as being vulnerable to problems, and there is no exception for bingo patrons – those from these backgrounds are also at higher risk of experiencing problems.

Whilst this study helps to highlight the broad types of patron who may be more likely to experience difficulties (those who are more engaged in bingo gambling specifically and the fuller range of activities on offer in bingo clubs, those with certain demographic profiles), it is worth remembering that anyone can experience gambling problems with any form of activity. There are some patrons who only play bingo and also experience problems and around 1 in 55 regular patrons (1.8%) have problems with their bingo play specifically. Insights from this study should help operators think about how best to target their resources in term of helping those who need it and developing harm minimisation strategies. However, they should also realise that there is a really broad range of people who attend bingo clubs, who have different motivations and experiences, and that it is unlikely that 'one size' will fit all when it comes to providing a bingo club environment that offers protections to those in need.

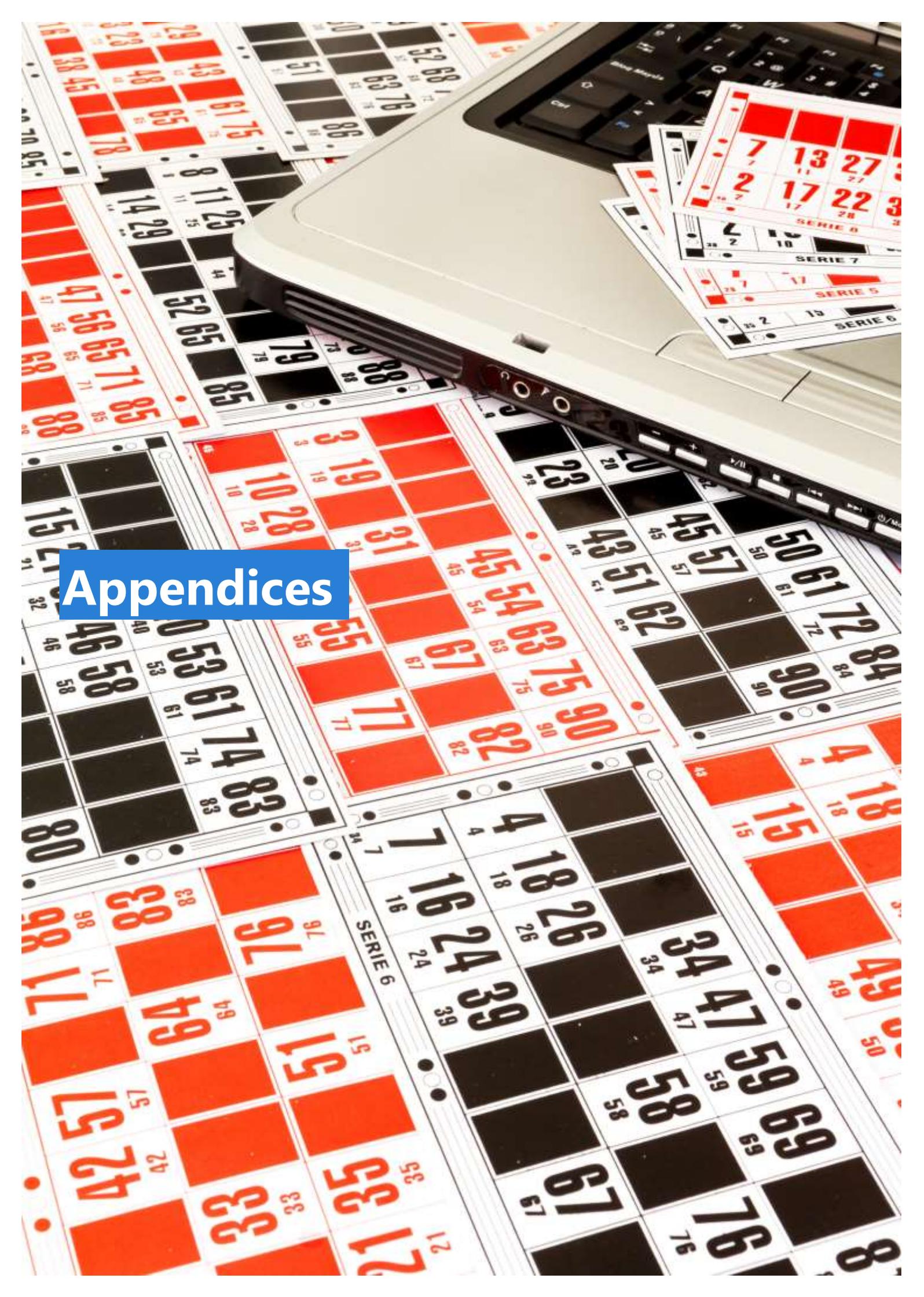
²⁸Responsible Gambling Strategy Board (2016) *The National Responsible Gambling Strategy 2016/17 to 2018/19*. Birmingham: RGSB.



Glossary of terms

8. Glossary of terms

Term	Definition
Bingo	Bingo is a game in which players mark off numbers as the numbers are drawn randomly by a caller. The winner is the first person to mark off a line of numbers in a row or another required pattern.
Cash bingo interval games	These are fast paced bingo games played during the intervals of mainstage bingo sessions, which are played using either a board that is available on each table or through an electronic terminal/touchpad.
Electronic terminals/touchpads	<p>These are handheld or standalone electronic devices used to play bingo or other games. The following games can be played on electronic terminals:</p> <ul style="list-style-type: none"> • Mainstage bingo games • Cash bingo games (also known as interval games) • Fruit/slot or amusement style games
Fruit/slot machines	Coin-operated gaming machines that generate combinations of symbols (usually pictures of different fruits) on rotating dials. Certain combinations win money for the player
Paper tickets	Paper tickets (bought in books) are used to play bingo. Numbers called are marked off with a pen.

A stack of colorful bingo cards with numbers and a laptop keyboard. The cards are arranged in a fan-like pattern, showing various numbers in red and black. A laptop keyboard is visible in the upper right corner, partially obscured by the cards. The word "Appendices" is written in white on a blue rectangular background in the center-left of the image.

Appendices

Appendix A: Research methodology

Summary

A scoping exercise was undertaken at the start of the project to consider sample selection and research design.

Identifying and interviewing bingo patrons online was not considered appropriate, because a significant proportion of bingo patrons do not use the internet (only a minority of people aged over 65 who are from the low socio-economic classes C2DE have access to the internet).

Another option explored was obtaining a sample frame with up-to-date contact details and telephone numbers of all individual members registered across each of the licensed bingo clubs. This would have enabled us to undertake a telephone survey among a random and representative sample of individual members from the entire universe of bingo club members.

The feasibility of this option depended on two assumptions. Firstly, that licensed bingo clubs have appropriate permissions from their members to pass on personal details to a third party (i.e. Ipsos MORI) and, secondly, that the clubs have accurate and up-to-date contact details for each member. However neither of these two criteria could be met.

After careful consideration and discussion, the optimum solution was to select a random sample of licensed bingo clubs, recruit members within the clubs selected, then carry out a follow-up telephone interview with these members at a later date.

Sampling

A sample of bingo clubs was selected from a comprehensive and up-to-date sample frame of all 350 licensed bingo clubs that are members of The Bingo Association.

In order to ensure that the largest clubs were represented in the sample, the sample was stratified as follows:

- Three clubs with **over 6,000 weekly visits** (6 clubs in total) were selected
- Two clubs with **3,000-5,999 weekly visits** (43 clubs in total) were selected

To select the remaining 15 clubs, we ordered the sample as follows:

- By type of **ownership** (national corporate, independent chain, regional corporate, single owner)
- And then by **category** (new builds under 2,000, new builds over 2,000, traditional under 1,100, traditional 1,100-2,000 and traditional over 2,000)
- And then by **Government Office Region** (which was allocated on the basis of postcode)

We selected a random starting point and then picked every n^{th} club. The profile of the sample of bingo clubs drawn was compared with the profile of all clubs in terms of ownership, category and region. Two substitutions were made to ensure the final profile of clubs reflected the profile of all clubs within the membership.

Table A1 below lists the bingo clubs included in the sample.

Table A1: Bingo clubs selected in the sample

Club known as	Club property name	Owner	Type of ownership	Number of visits per week	Club location	Government Office Region
Belper	Ritz Bingo Club	Witnall Automatics Limited	Single owner	Under 3000	Belper	East Midlands
Cricklewood	Beacon Bingo	Beacon Bingo Limited	Regional corporate	9500	London	London
Cumbernauld	Gala Bingo	Gala Leisure Limited	National corporate	Under 3000	London	Scotland
Elephant & Castle	Palace Bingo Club	Palatial Leisure Limited	Independent chain	7500	London	London
Galashiels	Border Bingo Hall	Border Bingo Clubs Limited	Single owner	Under 3000	Galashiels	Scotland
Glasgow Forge	Mecca Bingo	Mecca Bingo Limited	National corporate	7000	London	Scotland
Great Park	Gala Bingo	Gala Leisure Limited	National corporate	Under 3000	Birmingham	West Midlands
Harpurhey	Gala Bingo	Gala Leisure Limited	National corporate	Under 3000	Manchester	North West
Hartlepool	Carlton Clubs	Carlton Clubs Limited	Independent chain	Under 3000	Hartlepool	North East
Hunslet	Mecca Bingo	Mecca Bingo Limited	National corporate	Under 3000	Leeds	Yorkshire and The Humber
Kilmarnock	Gala Bingo	Gala Leisure Limited	National corporate	Under 3000	Kilmarnock	Scotland
Kingstanding	Mecca Bingo	Mecca Bingo Limited	National corporate	Under 3000	Birmingham	West Midlands
Kirkby	Gala Bingo	Gala Leisure Limited	National corporate	Under 3000	Liverpool	North West
Lordshill	Gala Bingo	Gala Leisure Limited	National corporate	Under 3000	Southampton	South East
Margate	Beacon Bingo	Beacon Bingo Limited	Regional corporate	Under 3000	Margate	South East
Middleton	Club 3000	Fraser Capital Management Limited	Independent chain	Under 3000	Middleton	North West
Norwich	Mecca Bingo	Mecca Bingo Limited	National corporate	4000	Norwich	East of England
Rhyl	Apollo	Majestic	Independent	Under 3000	Rhyl	Wales

	Bingo	Bingo Clubs	chain			
Salisbury	Gala Bingo	Gala Leisure Limited	National corporate	Under 3000	Salisbury	South West
Talbot Road	Mecca Bingo	Mecca Bingo Limited	National corporate	6600	Blackpool	North West

Recruitment in bingo clubs

Recruitment took place in two phases:

- A pilot stage in two bingo clubs (Harpurhey and Belper) which took place 10-16 December 2015
- Main phase of recruitment in the remaining 18 clubs which took place 15 January – 18 February 2016

A comprehensive recruitment schedule was compiled for each bingo club selected in the sample which covered a mix of weekdays/weekends and daytime/evenings. Each club was contacted and asked to provide timings and average visitor numbers for each session. This was to ensure that weekday and daytime recruitment shifts were scheduled at times when visitor numbers were relatively high. The timings were arranged so that the recruitment shift covered the mainstage bingo playing session for that morning, afternoon or evening. A key learning from the pilot stage was that in smaller clubs very few additional bingo patrons were recruited after the first two or three sessions. It was therefore decided to vary the number of recruitment sessions according to the size of the club.

Contact details from patrons were collected using a paper Contact Sheet, a copy of which appears in Appendix D. The Contact Sheet was kept as simple as possible. Patrons were required to fill in their name, telephone number (there was the option to fill in two different telephone numbers) and then to sign and date the sheet. All members in attendance at the club were eligible for recruitment, not just those playing bingo.

As a token of appreciation and to encourage participation in the project, all club members who provided their details were entered into a free prize draw of two separate prizes of £500 worth of Love2shop vouchers.

Ipsos MORI asked each bingo club selected in the sample to assist with recruitment as follows:

- To put up posters (produced by Ipsos MORI and approved by the Bingo Association) in prominent places in and around the bingo club to raise awareness among club members and encourage completion of the Contact Sheet.
- Allocate a staff member or "buddy" to help the Ipsos MORI recruiter during each of the assignments to the club (for the duration of the recruitment assignments).

During each recruitment assignment, club managers and representatives were asked to:

- Place a Contact Sheet within each of the paper books purchased by the club members at each book sales desk.
- Instruct the caller to inform club members of the recruitment exercise and request that they complete a Contact Sheet. Ipsos MORI provided a script for callers to be read out before the main session started, before the break in the main session, just before the start of the second half of the main session and on

completion of the main session. The caller was also asked to make it clear that club members were only permitted to complete one Contact Sheet.

- Allocate specific staff members to pick up Contact Sheets that were completed and left on the side of the bingo player tables at specified times during the assignment (as well as at the end of the day if any were not picked up earlier).

All completed contact sheets were either handed to the Ipsos MORI recruiter, to a club staff member or placed into secure and prominently displayed Ipsos MORI Collection Boxes (all clearly labelled using the same branding as the posters and Contact Sheets).

Ipsos MORI recruiters inputted all of the contact details from the collected Contact Sheets into an electronic data file to be used for the telephone survey. The paper Contact Sheets were returned to Ipsos MORI and stored securely before being destroyed.

Questionnaire development: qualitative pilot

A draft questionnaire was developed on the basis of the survey objectives and learnings from the Rapid Evidence Assessment undertaken as part of this project.²⁹

A qualitative pilot was conducted to test:

- The extent to which draft questions were clear and unambiguous and what improvements could be made to the wording.
- Whether all relevant and important issues were adequately covered in the draft questionnaire and what additions were required.
- Responses to sensitive questions in the questionnaire.

Twelve face-to-face pilot interviews lasting between 25-50 minutes were conducted by Ipsos MORI and Heather Wardle. Interviews were conducted in two clubs, The Palace in London and the Gala Meadowbank club in Edinburgh. Participants were given a £20 Love2shop voucher as a thank you for their time. A spread of customers were interviewed in terms of bingo playing, including not only members who play bingo but also some fruit/slot machine players. There was a mix of sex and ages, although the sample was skewed towards older women.

At the start of the pilot, participants were asked about their gaming preferences and motivations for playing bingo. The interviewers then went through the questionnaire, probing participants about their understanding of questions and making observations about the ease with which participants answered questions. Not every question in the draft questionnaire was tested. Questions which are straightforward and widely used and gambling questions which need to be worded to ensure comparability with previous surveys were omitted from the pilot.

As a result of the findings from the pilot, revisions were made to the draft questionnaire. A number of questions were reworded to make their meaning clearer and to capture all the possible options. The questions on motivations for playing bingo were expanded to capture the reasons given in the interviews. The questionnaire was also

²⁹ Wardle, H & Ipsos MORI (2015) *Bingo Research: Rapid Evidence Assessment*. London: Ipsos MORI

reordered so that all questions about the most recent visit to a bingo club came after more general questions about typical behaviour at a bingo club.

Quantitative pilot

Before the telephone survey took place, a quantitative pilot was undertaken to test the content and wording of the questionnaire, as well as assumptions around response rates.

20 pilot interviews were conducted between 18 and 21 February. 50 leads were selected at random for the pilot, with 2-3 leads per club included in the sample.

The quality of the sample was found to be generally good and most participants were willing to take part in the survey. Data checks were carried out and no problems with the routing were identified. The questionnaire was found to be working well. There were a couple of questions where wording was slightly clarified.

Because the pilot interview length was longer than anticipated, the questionnaire was streamlined. One question was deleted and the number of items asked about in respect of motivations for playing bingo was reduced following an exploratory factor analysis.

Data collection

A total of 1,448 interviews carried out with bingo club members who attend a bingo club at least monthly. 1,428 interviews were carried out between 7-26 March in addition to the 20 pilot interviews conducted 18- 21 February. A further 52 interviews were conducted with bingo players who play at least once a year but less often than monthly but these were excluded from the final dataset because of the weighting strategy adopted (described in more detail below).

The sample of bingo club members recruited was loaded into Ipsos MORI's Survey Management System. Each individual case was updated following every call, using a broad set of outcome codes and interviewer notes. Our approach for participants to this survey was cumulative, building upon what happened on previous calls and ensuring that no appointments were missed.

All telephone interviewing was carried out by our fully trained and experienced interviewers who were fully briefed prior to commencing their first shift. Interviews were conducted in accordance with the Market Research Society Code of Conduct with explicit assurances of confidentiality provided during the recruitment stage and also at the start of the telephone interview, particularly important bearing in mind the sensitivities surrounding the subject matter of some of the questions being asked.

We were aware that we were interviewing some people who were experiencing difficulties with their gambling behaviour. At the end of the interview, interviewers made participants aware of a range of sources of help should they wish to find out more about anything raised in the survey. This information was given to all participants, irrespective of their survey responses.

The questionnaire

The questionnaire was administered using Computer Aided Telephone Interviewing (CATI), with survey responses entered directly into an electronic questionnaire by the interviewer conducting the interview.

A copy of the questionnaire appears at Appendix E. Broadly, the questionnaire included questions on engagement in bingo as well as other gambling activities, the types of gambling engaged in whilst at bingo clubs, a problem gambling screening section and questions on motivations for bingo playing and attitudes to bingo.

The questionnaire administered the Problem Gambling Severity Index (PGSI) tool. This tool has been widely used and has advantages over other screening methods (like the DSM-IV/5) as it was specifically developed to measure gambling problems among community samples and includes measurement of sub-threshold problems (moderate and low-risk gambling). We do acknowledge, however, that no screen is perfect and there may be false positives or false negatives. The approach taken on other studies to attempt to address this has been to administer two different screening instruments. However, this would have added significantly to interview length and was deemed inappropriate in this instance.

Response rates

Once all duplicate contact details had been removed, a total of 3,479 individual contacts were available for the telephone survey. There were 1,448 completed interviews once the 52 participants who attend bingo clubs less than monthly were excluded from the dataset, giving a response rate of 42%. Refusals and answering machines were the most common reasons for non-response.

Table A2: Response rates

Outcome	Number	%
Completed interviews	1,448	42
Refused	704	20
Answer machine	532	15
Disconnected / wrong number	315	9
Abandoned	186	5
No answer	137	4
Number not used / unallocated	59	2
Other	98	3
TOTAL	3,479	100

Weighting

Survey results were weighted using data collected from Ipsos MORI's nationally representative Omnibus which is a face-to-face in home survey which takes place on a weekly basis.

The following question was asked on six waves of the Omnibus between October 2015 – January 2016, resulting in 11,690 interviews in total:

Q. *Typically, how often, if at all, do you visit a licensed bingo club? By licensed bingo club we mean a club where the main purpose is to play bingo – please exclude Social Clubs, Working Men's Clubs and Amusement arcades. SINGLE CODE ONLY*

- *I typically visit:*
- *2 or more times a week*
- *About once a week*
- *2 – 3 days a month*
- *About once a month*
- *6 – 11 times a year*
- *1 – 5 times a year*
- *Less often than once a year*
- *Never*
- *Don't know*

A clear bias arising from the recruitment strategy adopted for this study is that more frequent bingo club members had a greater opportunity to fill in a Contact Sheet. To account for this frequency bias, as well as any demographic skews to the sample, the sample was weighted in line with the Omnibus profile in terms of frequency, age and sex.

There were large differences between the survey and the Omnibus sample in terms of frequency of attendance. Over half (55%) of the telephone sample attend a bingo club twice or more a week, compared to 8% of the Omnibus sample of people who have attended a bingo club in the last year. If the telephone sample was weighted to match the profile of people who attended a bingo club in the last year, very large weights would have to be applied, which would reduce the effective sample size considerably.

It was therefore decided to define the survey sample in terms of people who visit bingo clubs at least once a month or more. This meant excluding 52 people from the dataset, but increased the effective sample size by around 50% compared with weighting on the basis of people who have attended in the past year. Data were therefore weighted by frequency of bingo club visits, age and sex using the profile of monthly bingo visitors from the Omnibus.

The unweighted and weighted sample profile can be found at Appendix B.

Omnibus technical details

The Omnibus is a weekly survey providing c.2,000 in-home interviews with a nationally representative sample of adults aged 15 and over. It uses a controlled form of random location sampling (known as 'random locale'). Random locale is a dual-stage sample design, taking as its universe Sample Units, a bespoke amalgamation of Output Areas (OA's – the basic building block used for output from the Census) in Great Britain. A control method is applied to field region and sub-region to ensure a good geographical spread. To define primary sampling units (PSUs), OA's are grouped into Sample Units taking account of their ACORN characteristics. A total of 170-180 PSU's are randomly selected from our stratified groupings with probability of selection proportional to size. Usually two adjacent output areas (OA), made up of c.125 addresses each, are randomly selected from each PSU, this then becomes the secondary sampling unit. CACI ACORN is used to select OA's with differing profiles to ensure a broad cross-section of the public are interviewed. Sex, age, working status and tenure are individually defined for each Sample Unit to reflect the demography of the area.

Omnibus data are weighted to correct for any minor deficiencies or bias in the sample. A 'rim weighting' system is used which weights to the latest set of mid-year census estimates and NRS defined profiles for age, social grade, region and working status - within sex and additional profiles on tenure and ethnicity.

Appendix B: Sample profile

Table B1: Survey sample profile (weighted and unweighted)

		Weighted (%)	Unweighted (%)
Sex	Male	25%	15%
	Female	75%	85%
Age	18-24	10%	4%
	25-34	14%	9%
	35-44	12%	8%
	45-54	20%	18%
	55-64	13%	25%
	65-74	19%	21%
	75+	9%	12%
Work status	Working	51%	40%
	Not working	46%	58%
Ethnicity	White	89%	86%
	BME	7%	11%
Frequency of attending bingo club	Every day/almost every day	2%	6%
	4-5 days a week	4%	11%
	2-3 days a week	12%	41%
	About once a week	38%	27%
	2-3 days a month	20%	9%
	About once a month	24%	7%
	At least weekly	56%	84%
Gambling activities played in bingo clubs	Paper tickets	83%	83%
	Electronic terminals/ touchpads to play bingo or other games	53%	63%
	Cash bingo games during session intervals not on electronic terminal/touchpad	72%	76%
	Fruit/slot machines	28%	29%
Problematic gambler status	Low risk	18.8%	20.8%
	Moderate risk	9.0%	11.2%
	Problem gambler	2.5%	3.5%

Please note that the figures may not add to 100% due to refusals

Appendix C: Guide to statistical reliability

Ensuring that the survey results are statistically reliable is important when comparing the data between different groups within the sample to ensure that any differences are real (i.e. statistically significant). Because of the complex survey design, all significance testing has been checked using SPSS vx, complex surveys module. This allows us to take into account both the weights and clustered sample design in analysis.

A sample size of 1,448 patrons permits good level of analysis by key demographic variables (such as age, sex and work status). This can be explained in the tables that follow. To illustrate, the patrons who took part in the survey are only be a sample of the total population of members of licensed bingo clubs across the UK, so we cannot be certain that the figures obtained are exactly those that would have been reached had every member been interviewed (the 'true' values). We can, however, predict the variation between the sample results and the 'true' values from knowledge of the size of the samples on which the results to each question is based, and the number of times a particular answer is given. The confidence with which we can make this prediction is usually chosen to be 95% - that is, the chances are 95 in 100 that the 'true' value will fall within a specified range.

The following table indicates that we can expect an overall **sampling tolerance of +/- 2.5 percentage points** at the '95% confidence interval' for the survey overall. The table shows sampling tolerances for a simple random sample. In our report, all significance testing has been checked for complex survey design.

Table C1: Survey sampling tolerances: overall level

Size of sample on which survey result is based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or 90%	30% or 70%	50%
100	5.9	9.0	9.8
500	2.6	4.0	4.4
1,000	1.9	2.8	3.1
1,448	1.5	2.4	2.6
1,500	1.5	2.3	2.5
2,000	1.3	2.0	2.2

For example, with a sample size of 1,448, if 50% of patrons visit a licensed bingo club at least once a week, then the chances are 19 in 20 that the 'true' value (i.e. the one which would have been obtained if patrons of licensed bingo clubs had been interviewed) will fall within the range of +2.6 percentage points from the survey result (i.e. between 47.4% and 52.6%).

The following table indicates the sampling tolerances when comparing different groups of participants. If we once again assume a '95% confidence interval', the differences between the results of two separate groups must be greater than the values given in the following table in order to be deemed 'statistically significant':

Table C2: Survey sampling tolerances: sub-group level

Size of sample on which survey result is based	Differences required for significance at or near these percentage levels		
	10% or 90%	30% or 70%	50%
Men (223) vs. Women (1,225)	4.3	6.6	7.1
Patrons with annual personal incomes below £16,000 (724) per annum vs. those with incomes £16,000+ (252)	4.3	6.6	7.2
Patrons aged under 25 (54) vs. those aged 75+ (186)	7.1	10.8	11.8
White patrons (1,251) vs. BME (152) patrons	5.1	7.7	8.4
Disabled (518) and not disabled (899)	3.2	5.0	5.4
No money problems (1,166) and at least some money problems (209)	4.4	6.8	7.4

For example, if 30% of low risk gamblers give a particular answer compared with 40% of medium risk gamblers (assuming sample sizes in the table above), then the chances are 19 in 20 that this ten point difference is significant (as the difference is more than 8.8 percentage points).

It is important to note that, strictly speaking, the above confidence interval calculations relate only to samples that have been selected using strict probability sampling methods. However, in practice it is reasonable to assume that these calculations provide a good indication of the confidence intervals relating to this survey.

Appendix D: Contact Sheet for capturing club member details

Ipsos MORI

CONTACT SHEET FOR

BINGO CLUB MEMBER SURVEY

Those who provide their contact details will be entered into 2 free prize draws for £500 worth of "love2shop"* vouchers

TODAY The Bingo Association is recruiting people to participate in a telephone survey of bingo club members.

We have an Ipsos MORI representative here with us today.
To take part, please fill in this form:

Name

Telephone number 1

Telephone number 2

I give permission for Ipsos MORI to contact me to take part in a telephone interview in early 2016.

SIGN

DATE / /

Once you've completed this form either:

- put it in the Ipsos MORI box
- hand it to the Ipsos MORI representative
- hand it to a member of the club's staff

Thank you!

* If you wish to have a copy of the prize draw rules, please contact Ipsos MORI on 020 7347 3219

Appendix E: Survey questionnaire

Bingo Research (JN 15-049618-01) Final Questionnaire 7.03.2016

QUESTIONS ARE ASKED OF ALL UNLESS OTHERWISE STATED

STANDARD INTRO, INCLUDE CUSTOMER'S NAME FROM SAMPLE

Good morning, afternoon, evening. My name is from Ipsos MORI, the market and opinion research organisation, and we are carrying out a short survey of bingo club members. This survey is being conducted in accordance with the MRS Code of Conduct. Can I speak with <<<ADD NAME OF CUSTOMER RECRUITED>>>?

IF PERSON WHO ANSWERED THE PHONE IS THE CUSTOMER THEN CONTINUE. IF PERSON WHO ANSWERED THE PHONE IS NOT THE CUSTOMER, REPEAT THE GREETING AT THE START OF THE SCRIPT ONCE ESTABLISHED YOU ARE SPEAKING WITH THE CUSTOMER.

You will recall that you recently agreed to participate in a telephone survey of bingo club members, by completing a contact sheet at <<<CLUB>>> on <<<DATE>>>. The bingo caller's name was <<<ADD NAME>>>.

I would like to assure you that all the information we collect will be kept in the strictest confidence, and used for research purposes only. All responses will remain anonymous. This call may be monitored as part of our quality control procedures. The interview will take no more than 20 minutes.

Section 1: Bingo Playing

**Q1. Typically, how often, do you visit a licensed bingo club? By licensed bingo club we mean a club where the main purpose is to play bingo – please exclude Social Clubs, Working Men's Clubs and Amusement arcades. Please also exclude any online bingo.
Is it...READ OUT AND CODE FIRST TO APPLY...: SINGLE CODE ONLY**

- Every day or almost every day
- 4-5 days a week
- 2-3 days a week
- About once a week
- 2 – 3 days a month
- About once a month
- 6 – 11 times a year
- 1 – 5 times a year
- Less often than once a year
- Never SCREEN OUT
- Don't know SCREEN OUT

Q2a. **Thinking about your visits to a licensed bingo club, in the past 12 months have you spent money on...READ OUT...CODE ALL THAT APPLY. MULTICODE OK**

1. Paper tickets to play bingo. IF NECESSARY: These are books of tickets where you mark off the numbers with a pen
2. Electronic terminals or touchpads to play bingo or other games. By electronic terminals I mean either the handheld or standalone electronic devices you can use to play bingo or other games. IF NECESSARY: In Mecca, these are called Max machines, in Gala they are called touchpads, at the Palace they are called Pals.
3. Cash bingo games during session intervals NOT played on an electronic terminal
4. Fruit/slot machines at a bingo club

DO NOT READ OUT

5. None of these (SINGLE CODE)
6. Don't know (SINGLE CODE)

ASK ALL WHO USED AN ELECTRONIC TERMINAL/MACHINE (Q2a/2)

Q2b **When you used electronic terminals or touchpads what did you play? Was it...READ OUT AND CODE ALL THAT APPLY. MULTICODE OK**

1. Main bingo games
2. Interval bingo games (sometimes called cash bingo games)
3. Fruit/slot or amusement style games

DO NOT READ OUT

4. Other (WRITE IN)
5. None of these apply (SINGLE CODE)
6. Don't know (SINGLE CODE)

ONLY ASK EACH INDIVIDUAL ACTIVITY FOR THOSE WHO SAY THEY HAVE DONE EACH ACTIVITY IN THE PAST 12 MONTHS AT Q2A and Q2B (option 2 is asked if Q2B = 1 or 2 and option 5 is asked if Q2B = 3.

Q2c **In the past 12 months, how often have you... is it...SINGLE CODE EACH**

1. Bought paper tickets to play bingo?
2. Played bingo on an electronic terminal or touchpad?
3. Played cash bingo games during session intervals NOT played on an electronic terminal or touchpad?
4. Played fruit/slot machines at a bingo club?
5. Played fruit/slot or amusement style games on an electronic terminal or touchpad?

DO NOT INCLUDE SHOW OPTIONS WHICH ARE MORE FREQUENT THAN OPTION SELECTED AT Q1.
READ OUT AND CODE FIRST TO APPLY

- Every day or almost every day
- 4-5 days a week
- 2-3 days a week
- About once a week
- 2 – 3 days a month

- About once a month
- 6 – 11 times a year
- 1 – 5 times a year
- Don't know

Q3 **Is [insert name of club from sample] the licensed bingo club you usually visit?** SINGLE CODE

Yes
No

Q4 **Including [insert name of club from sample], how many different licensed bingo clubs have you visited in the past 12 months?** SINGLE CODE

1 (INTERVIEWER NOTE: CODE THIS IF THEY ONLY EVER VISIT CLUB NAMED IN SAMPLE)
2
3
4
5+
Don't know

ONLY ASK THOSE WHO VISIT WEEKLY (Q1/1-4)

Q5 **Which day, or days, during the week do you usually visit a licensed bingo club?** MULTICODE
OK

Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday
It varies/no day in particular (SINGLE CODE)
Every day (SINGLE CODE)
Don't know (SINGLE CODE)

ASK ALL

Q6a **On the days when you visit a licensed bingo club, do you usually go in the...?** MULTICODE
OK.

READ OUT
Morning
Afternoon
Evening
DO NOT READ:
It varies (SINGLE CODE)
Stay all day
Don't know (SINGLE CODE)

Q6b How old were you the first time you visited a licensed bingo club?

WRITE IN (range 10.....99)

Q7 When did you LAST visit a licensed bingo club? SINGLE CODE

Today

Yesterday

In the past week

In the past month

In the past two or three months

More than four months ago

Don't know

READ OUT: I'd now like to ask you a few questions about your most recent visit to a licensed bingo club.**Q8 Thinking about your most recent visit to a licensed bingo club, which of the following, if any, did you do? MULTICODE OK**

READ OUT

1. Bought paper tickets to play bingo. IF NECESSARY: These are books of tickets where you mark off the numbers with a pen
2. Played bingo on an electronic terminal or touchpad IF NECESSARY: By electronic terminals I mean either the handheld or standalone electronic devices you can use to play bingo or other games
3. Played cash bingo games during session intervals NOT played on an electronic terminal or touchpad
4. Played fruit/slot machines
5. Played fruit/slot or amusement style games on an electronic terminal or touchpad. IF NECESSARY: By electronic terminals I mean either the handheld or standalone electronic devices you can use to play bingo or other games.
6. Bought food and/or drink

DO NOT READ OUT

None of these (SINGLE CODE)

Don't know (SINGLE CODE)

ASK ALL WHO PLAYED BOUGHT PAPER TICKETS TO PLAY BINGO (Q8/1)

Q9a **On your most recent visit, how much money did you spend on paper bingo tickets?**

WRITE IN

Bands as prompts:

Less than £1

£1-5

£5.01 - £10

£10.01 - £20

£20.01 - £30

£30.01 - £40

£40.01 - £50

More than £50 (WRITE IN AMOUNT)

Don't know

ASK ALL WHO PLAYED BINGO ON AN ELECTRONIC TERMINAL (Q8/2)

Q9b **On your most recent visit, how much money did you spend on bingo played on an electronic terminal or touchpad?**

WRITE IN

Bands as prompts:

Less than £1

£1-5

£5.01 - £10

£10.01 - £20

£20.01 - £30

£30.01 - £40

£40.01 - £50

More than £50 (WRITE IN AMOUNT)

Don't know

ASK ALL WHO PLAYED CASH BINGO (Q8/3)

Q9c **On your most recent visit, how much money did you spend on cash bingo games during session intervals NOT played on an electronic terminal or touchpad?**

WRITE IN

Bands as prompts:

Less than £1

£1-5

£5.01 - £10

£10.01 - £20

£20.01 - £30

£30.01 - £40

£40.01 - £50

More than £50 (WRITE IN AMOUNT)

Don't know

ASK ALL WHO PLAYED FRUIT/SLOT MACHINES (Q8/4)

Q9d **And on your most recent visit, how much money did you spend on fruit/slot machines? Was it...READ OUT...SINGLE CODE**

Less than £1

£1-5

£5.01 - £10

£10.01 - £20

£20.01 - £30

£30.01 - £40

£40.01 - £50

More than £50 (WRITE IN AMOUNT)

Don't know

ASK ALL WHO PLAYED FRUIT/SLOT MACHINES (Q8/4)

Q9e **On your most recent visit, how much time in total did you spend playing fruit/slot machines? Was it...SINGLE CODE**

READ OUT

Less than 10 minutes

10 minutes up to 30 minutes

30 minutes up to 1 hour

1 hour up to 2 hours

2 hour up to 3 hours

3 hour up to 4 hours

4 hour up to 6 hours

6 hours or more

Don't know (DO NOT READ OUT)

ASK ALL WHO PLAYED BINGO ON AN ELECTRONIC TERMINAL (Q8/5)

Q9f **And on your most recent visit, how much money did you spend on fruit/slot or amusement style games on an electronic terminal or touchpad? Was it...READ OUT...SINGLE CODE**

Less than £1

£1-5

£5.01 - £10

£10.01 - £20

£20.01 - £30

£30.01 - £40

£40.01 - £50

More than £50 (WRITE IN AMOUNT)

Don't know

ASK ALL WHO PLAYED BINGO ON AN ELECTRONIC TERMINAL (Q8/5)

Q9g **On your most recent visit, how much time did you spend playing fruit/slot, amusement style games on an electronic terminal or touchpad? Was it... SINGLE CODE**

READ OUT

Less than 10 minutes

10 minutes up to 30 minutes

30 minutes up to 1 hour

1 hour up to 2 hours

2 hour up to 3 hours

3 hour up to 4 hours

4 hour up to 6 hours

6 hours or more

Don't know (DO NOT READ OUT)

Q10 **On your most recent visit, how much time IN TOTAL did you spend at the bingo club? Was it... READ OUT. SINGLE CODE**

Less than 30 minutes

30 minutes up to 1 hour

1 hour up to 2 hours

2 hour up to 3 hours

3 hour up to 4 hours

4 hour up to 6 hours

6 hours or more

Don't know

Q11 Still thinking about your most recent visit to a bingo club, who, if anyone, did you go with to the bingo club? NB, DO NOT READ OUT. MULTICODE OK

No one/ I went on my own (SINGLE CODE)

Spouse or partner

Friends

People I know in the bingo club

Neighbours

Work colleagues

Other family members

Other (WRITE IN)

Don't know (SINGLE CODE)

Q12 And who, if anyone, did you spend time with when you were there? NB, DO NOT READ OUT. MULTICODE OK

No one/ I was there on my own (SINGLE CODE)

Spouse or partner

Friends

People I know in the bingo club

Neighbours

Work colleagues

Other family members

Other (WRITE IN)

Don't know (SINGLE CODE)

Section 2: Other Gambling

Q13 Thinking more generally now, I'm going to read out a list of activities. Please tell me whether or not you have spent any money on each one in the past 12 months? In the past 12 months, have you spent any money on...? MULTICODE OK

READ OUT

1. Tickets for the National Lottery Draw. This includes Thunderball and Euromillions and tickets bought online
2. Scratchcards. This does NOT include online, newspaper or magazine scratchcards
3. Tickets for any other lottery, including charity lotteries, the health lottery
4. The football pools
5. Gaming machines in a bookmaker's to bet on roulette, poker, blackjack or other games
6. Fruit/slot machines somewhere else, NOT at a licensed bingo club
7. Table games, such as roulette, cards or dice, in a casino
8. Online bingo, NOT playing at a bingo club
9. Online gambling like playing poker, instant win/scratchcard games, fruit/slot machine style games or casino games for money
10. Online betting with a bookmaker on any event or sport
11. Online betting exchange. *(Interviewer note: This is where you lay or back bets against other people using a betting exchange. There is no bookmaker to determine the odds. This is sometimes called 'peer to peer' betting)*
12. Betting on horse or dog races in a bookmaker, by phone or at the track
13. Betting on sports or other events in a bookmaker, by phone or at the venue
14. Spreadbetting *(Interviewer note: In spread-betting you bet that the outcome of an event will be higher or lower than the bookmaker's prediction. The amount you win or lose depends on how right or wrong you are)*
15. Private betting or gambling for money with friends, family or colleagues
16. Another form of gambling in the last 12 months
17. None of these (SINGLE CODE)
18. Don't know (SINGLE CODE)

ASK IF ANY OPTION SELECTED AT Q13. IF NONE/DON'T KNOW, SKIP TO Q15

Q14 **And in the past 12 months, how often have you...?**

READ OUT. ONLY SHOW OPTIONS SELECTED AT Q13

1. Bought tickets for the National Lottery Draw, this includes Thunderball and Euromillions. This can be from a shop or online
 2. Bought scratchcards. Please do NOT include anything bought online or from a newspaper or magazine
 3. Bought tickets for any other lottery, including charity lotteries, the health lottery
 4. Spent money on the football pools
 5. Spent money on gaming machines in a bookmaker's
 6. Spent money on fruit/slot machines, NOT at a licensed bingo club
 7. Spent money on table games, such as roulette, cards or dice, in a casino Please do NOT include online casinos
 8. Spent money on online bingo, NOT playing at a bingo club
 9. Spent money gambling online on poker, instant win/scratchcard games, fruit/slot machine style games or casino games
 10. Spent money betting online with a bookmaker on any event or sport
 11. Spent money betting online on betting exchanges
 12. Spent money betting on horse/dog races in a bookmaker's, by phone or at the track? Please do NOT include bets made online
 13. Spent money betting on sports/other events in a bookmaker's, by phone or at the track? Please do NOT include bets made online
 14. Spent money spreadbetting
 15. Bet or gambled privately for money with friends, family or colleagues
 16. Spent money on other forms of gambling
-
- Every day or almost every day
 - 2-3 days a week
 - 4-5 days a week
 - About once a week
 - 2 – 3 days a month
 - About once a month
 - 6 – 11 times a year
 - 1 – 5 times a year
 - Don't know

Section 3: Gambling behaviours

ONLY ASK THIS SECTION OF RESPONDENTS WHO GAMBLE (ANY OPTION SELECTED AT Q13 OR Q2a CODED 1-4)

READ OUT: **I am now going to ask you a set of questions about gambling, including bingo. Please indicate the extent to which each one has applied to you in the past 12 months.**

READ OUT:

- Q15a **In the past 12 months, how often have you bet more than you could afford to lose?** SINGLE CODE
- Q15b **In the past 12 months, how often have you needed to gamble with larger amounts of money to get the same excitement?** SINGLE CODE
- Q15c **In the past 12 months, how often have you gone back to try to win back the money you'd lost?** SINGLE CODE
- Q15d **In the past 12 months, how often have you borrowed money or sold anything to get money to gamble?** SINGLE CODE
- Q15e **In the past 12 months, how often have you felt that you might have a problem with gambling?** SINGLE CODE
- Q15f **In the past 12 months, how often have you felt that gambling has caused you any health problems, including stress or anxiety?** SINGLE CODE
- Q15g **In the past 12 months, how often have people criticised your betting, or told you that you have a gambling problem, whether or not you thought it is true?** SINGLE CODE
- Q15h **In the past 12 months, how often have you felt your gambling has caused financial problems for you or your household?** SINGLE CODE
- Q15i **In the past 12 months, how often have you felt guilty about the way you gamble or what happens when you gamble?** SINGLE CODE

1. Almost always
2. Most of the time
3. Sometimes
4. Never

Don't know (DO NOT READ OUT)

Q16 In the past 12 months how often have you felt you might have a problem with...SINGLE
CODE EACH

READ OUT

Your bingo playing at a licensed bingo club (IF Q2a/1-2)

Your bingo playing online (IF CODED 8 AT Q13)

Playing fruit/slot machines (not online) (IF Q2a/4 OR Q13/6)

1. Almost always
2. Most of the time
3. Sometimes
4. Never

Don't know (DO NOT READ OUT)

ASK IF Q15e/1-3 or Q16 (any) 1-3

Q17 Have you tried to stop, or cut down your gambling because of a problem? SINGLE CODE

Yes

No

Refused (DO NOT SECTION)

Don't know (DO NOT READ OUT)

IF YES TO PREVIOUS QUESTION, ASK:

Q18 Have you sought help from any of the following about your gambling? MULTICODE OK

READ OUT:

Family or friends

GP/Nurse/Psychologist or other health care professional

Gambling help group / service / advisor or counsellor

Credit/debt advisor

Faith / religious leader

Employer

Other counselling/psychologist/psychiatrist service

Telephone helpline (WRITE IN)

Online help/website (WRITE IN)

Someone else (WRITE IN)

Have not sought help (SINGLE CODE)

DO NOT READ OUT

Refused (SINGLE CODE)

Don't know (SINGLE CODE)

Section 4: Motivation for playing bingo

ASK ALL WHO PLAY BINGO AT LEAST ONCE A YEAR (Q2a/1-3) OR PLAYED BINGO AT THEIR MOST RECENT VISIT TO A BINGO CLUB (Q8/1-3)

Q19 **The following are reasons that some people have given about why they play bingo at a licensed bingo club. To what extent do you agree or disagree that you play bingo...** SINGLE CODE EACH

READ OUT EACH. RANDOMISE

Because it's exciting

Because it's fun

To avoid boredom or fill my time

To take my mind off other things

To win money

To socialise

To be around other people

To get out of the house

Because I enjoy using my brain

It is somewhere where I feel safe even if I go on my own

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

ASK ALL BUT ONLY SHOW CODES 1-2 TO THOSE WHO PLAY BINGO AT LEAST ONCE A YEAR (Q2a/1-3) OR PLAYED BINGO AT THEIR MOST RECENT VISIT TO A BINGO CLUB (Q8/1-3)

Q20 **Thinking about playing bingo, which, if any, of the following statements apply to you?** MULTICODE OK

READ OUT. RANDOMISE

1. Playing bingo is the highlight of my week
2. Bingo is one of the few activities I can take part in nowadays
3. I look forward to going to bingo
4. I can't imagine life without bingo
5. Going to bingo saves me money, for example because it's warm and/or I can get cheap tea/food

DO NOT READ OUT

6. None of these (SINGLE CODE)
7. Don't know (SINGLE CODE)

Section 5: Demographics

I am now going to ask you a few questions about yourself,

(IF NECESSARY: This is so we can see how bingo playing varies between different types of people)

QD1 **Taking all things together on a scale of 1 to 10, how happy would you say you are these days. Here 1 means very unhappy and 10 means very happy. SINGLE CODE**

1-10

Don't know (DO NOT READ OUT)

QD2 **How is your health in general. Would you say it is...SINGLE CODE**

READ OUT

Very good

Good

Fair

Bad

Very bad

Refused (DO NOT READ OUT)

Don't know (DO NOT READ OUT)

QD3 **Do you have any long-term illness, health problem or disability which limits your daily activities or the work you can do? Please include frailty or problems due to old age. SINGLE CODE ONLY.**

IF ASKED: By disability I mean a physical, sensory or other impairment (e.g. partially sighted or hard of hearing).

Yes

No

Prefer not to say (DO NOT READ OUT)

Don't know (DO NOT READ OUT)

QD4 **Do you smoke cigarettes at all nowadays? SINGLE CODE**

Yes

No

I only smoke e-cigarettes (DO NOT READ OUT)

Prefer not to say (DO NOT READ OUT)

Don't know (DO NOT READ OUT)

QD5 **How often, if at all, do you have a drink containing alcohol? SINGLE CODE**

4 or more times a week

2-3 times a week

2-4 times a month
Once a month or less often
Never
Prefer not to say (DO NOT READ OUT)
Don't know (DO NOT READ OUT)

QD6 Do you meet or talk with family or friends as often as you would like? Definitely or probably, or definitely or probably not? SINGLE CODE

Definitely
Probably
Probably not
Definitely not
Don't know (DO NOT READ OUT)

QD7 And do you have someone you could turn to if you needed advice or suggestions about a personal problem? Definitely or probably, or definitely or probably not? SINGLE CODE

Definitely
Probably
Probably not
Definitely not
Don't know (DO NOT READ OUT)

QD8 Do you join in the activities of any of following organisations on a regular basis? MULTICODE OK

READ OUT:
Political parties
Trade unions (including students' union)
Environmental group
Parents'/School Association
Tenants'/Residents' group or Neighbourhood watch
Education, arts or music group/evening class
Religious group or church organisation
Group for elderly people (e.g. lunch club)
Youth group
Women's Institute/Townsmen's Guild
Social club/working men's club
Other group or organisation (WRITE IN)
None of these (SINGLE CODE)
Don't know (DO NOT READ OUT)

INTERVIEWER TO CODE

QD10. **Sex:** SINGLE CODE DO NOT ASK

Male

Female

QD11. **How old are you?**

WRITE IN

Refused

QD12 **To which ethnic group do you consider yourself to belong?** READ OUT, SINGLE CODE

White:

English / Welsh / Scottish / Northern Irish / British

Irish

Gypsy or Irish Traveller

Any other White background (WRITE IN)

Mixed:

White and Black Caribbean

White and Black African

White and Asian

Any other Mixed / Multiple ethnic background (WRITE IN)

Asian or Asian British:

Indian

Pakistani

Bangladeshi

Chinese

Any other Asian background (WRITE IN):

Black/Black British:

African

Caribbean

Any other Black background (WRITE IN):

Other ethnic groups:

Arab

Any other ethnic group (WRITE IN):

Prefer not to say (DO NOT READ OUT)

Don't know (DO NOT READ OUT)

QD13 Which of the following describes your current situation?

SINGLE CODE. READ OUT

Single, that is, never married and never registered in a same-sex civil partnership

Married

Separated, but still legally married

Divorced

Widowed

In a registered same-sex civil partnership

Separated, but still legally in a same-sex civil partnership

Formerly in a same-sex civil partnership which is now legally dissolved

Surviving partner from a same-sex civil partnership

Refused (DO NOT READ OUT)

Don't know (DO NOT READ OUT)

QD14 Please tell me which, if any, is the highest educational or professional qualification you have obtained. (IF STILL STUDYING, CHECK FOR HIGHEST ACHIEVED SO FAR) SINGLE CODE

No formal qualifications

GCSE / O-level / CSE

Vocational qualifications (=NVQ1+2)

A-Level or equivalent (=NVQ3)

Bachelor Degree or equivalent (=NVQ4)

Masters / PhD or equivalent

Other

Still studying

Don't know (DO NOT READ OUT)

QD15 Which of the following describes your current situation?

SINGLE CODE. READ OUT

Working full-time (30hrs/wk+)

Working part-time (8-29 hrs/wk)

Not working (i.e. under 8 hrs/week) - housewife

Not working (i.e. under 8hrs/week) - retired

Not working (i.e. under 8 hrs/week) - unemployed (registered)

Not working (i.e. under 8 hrs/week) - unemployed (not registered but looking for work)

Not working (i.e. under 8hrs/week) - student

Not working (i.e. under 8hrs/week) - other (incl. disabled)

Refused (DO NOT READ OUT)

Don't know (DO NOT READ OUT)

QD16 **Which of the following best describes your home?** SINGLE CODE. READ OUT

- Being bought on a mortgage
- Owned outright by household
- Rented from Housing Association / Trust
- Rented from Local Authority
- Rented from private landlord
- Other (WRITE IN)
- Don't know (DO NOT READ OUT)

QD17 **What is your full postcode?** WRITE IN FULL

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IF NOT WILLING TO GIVE FULL POSTCODE PLEASE ASK FOR POSTCODE SECTOR

QD18 **What is the total number of people living in your household including yourself and any children?**

SINGLE CODE ONLY

- 1 – self only
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9+
- Refused

QD19 **I'm going to read out some statements, please tell me the extent to which these apply to you.** SINGLE CODE EACH ROTATE

In the past two weeks I have often felt little interest or pleasure in doing things
 In the past two weeks I have often felt down, depressed or hopeless

- Strongly agree
- Tend to agree
- Neither agree or disagree
- Tend to disagree
- Strongly disagree
- Refused (DO NOT READ OUT)
- Don't know (DO NOT READ OUT)

QD20 In the last month, have you had any money problems? SINGLE CODE

READ OUT

No problems at all

Slight problems only

Definite problem

Very severe problems

Refused (DO NOT READ OUT)

Don't know (DO NOT READ OUT)

QD21 The next question is about your own personal income. I only need to know the approximate amount – would weekly, monthly or yearly be best? Please tell me which of the following bands best reflects your total personal income per [week/month/year]. Is it...READ OUT PER WEEK/PER MONTH/PER YEAR AS APPROPRIATE...

SINGLE CODE ONLY

	Per week	Per month	Per year
A	Up to £100	Up to £430	Up to £5,199
B	£101 - £200	£431 - £870	£5,200 - £9,999
C	£201 - £300	£871 - £1,300	£10,000 - £15,999
D	£301 - £400	£1,301 - £1,730	£16,000 - £20,999
E	£401 - £600	£1,731 - £2,600	£21,000 - £31,999
F	£601 - £800	£2,601 - £3,500	£32,000 – £41,999
H	£801 - £1,000	£3,501 - £4,300	£42,000 – £51,999
I	Over £1,000	£4,300 or more	£52,0000 or more

Refused (DO NOT READ OUT)

Don't know (DO NOT READ OUT)

RECONTACT QUESTION

QREC Thank you very much for taking part in this survey. Ipsos MORI may want to carry out some further research for this study in the future. Would you be willing to be re-contacted within the next year or two, should we wish to do so? There would be no obligation to take part.

Yes

No

That's the end of the survey, many thanks for your help.

If you'd like more information about anything raised in the survey the following may be of help:

- gambleware: this website has general advice about gambling and responsible gambling: gambleaware.co.uk
- Gamcare: the UK's largest treatment provider for gambling problems. GamCare.org.uk; Tel: [0845 600 0133](tel:08456000133)
- Citizens Advice: free online and in person advice about a range of issues: citizensadvice.org.uk

IF RESPONDENT ASKS ABOUT THE PRIZE DRAW FOR TWO LOVE2SHOP VOUCHERS WORTH £500, PLEASE EXPLAIN THAT THE PRIZE DRAW FOR EVERYONE WHO FILLED IN A CONTACT SHEET AT A BINGO CLUB HAS NOW TAKEN PLACE.

For more information

3 Thomas More Square
London
E1W 1YW

t: +44 (0)20 3059 5000

www.ipsos-mori.com

<http://twitter.com/IpsosMORI>

About Ipsos MORI's Social Research Institute

The Social Research Institute works closely with national governments, local public services and the not-for-profit sector. Its c.200 research staff focus on public service and policy issues. Each has expertise in a particular part of the public sector, ensuring we have a detailed understanding of specific sectors and policy challenges. This, combined with our methodological and communications expertise, helps ensure that our research makes a difference for decision makers and communities.