

Gambling in Licensed Bingo Premises

Overview of the Research

9 December 2015



What I am covering today

- **Research objectives**
- **What the project involves**
- **Overcoming challenges**
- **The questionnaire**
- **Key timings and deliverables**



What the project involves

Several components

- **Review of existing literature**
- **National survey on Omnibus**
(for weighting purposes – 6 waves)
- **Face-to-face recruitment of bingo customers in bingo clubs**
- **Telephone survey of customers**
(including cognitive testing and piloting)
- **In-depth interviews with key stakeholders**



Overcoming challenges

- **Access to a representative sample of bingo customers**
- **Not all clubs have up-to-date contact details of customers**
- **Some clubs don't have permission to pass on customer contact details**
- **We sampled by region, visits per week, type of club**



The clubs selected

Club	Location
Beacon Bingo	MARGATE
Border Bingo Hall	GALASHIELS
Carlton Clubs Limited	HARTLEPOOL
Gala Bingo	MANCHESTER
	LIVERPOOL
	KILMARNOCK
	GLASGOW
	SOUTHAMPTON
	SALISBURY
	BIRMINGHAM
Apollo Bingo	RHYL
Mecca Bingo	NORWICH
	BLACKPOOL
	BIRMINGHAM
	LEEDS
Palace Bingo Club	LONDON
Ritz Bingo Club	BELPER

- Scientific selection process
- Four face-to-face recruitment sessions in each club – at weekends and on weekdays
- Aiming to recruit 6,120 bingo customers

Publicity and recruitment

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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 recruit members and need your help!

We just need you to fill in the Contact Sheet which you've been given, or is on your table. Once you've completed it 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

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

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

  

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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

  

The questionnaire

The main survey questionnaire will cover:

- **Bingo playing**
- **Other gambling**
- **Problematic gambling**
(using Problem Gambling Severity Index)
- **Motivations for playing bingo**
- **Demographics**



Timings

Component	Date
REA/ Literature Review	November-December 2015
National Omnibus Survey	November-December 2015
Face-to-face recruitment of customers in bingo clubs	Pilot this week, with mainstage in January 2016
Cognitive testing of main-stage questionnaire	January 2016
Telephone survey of customers	February-March 2016
Topline results, computer tables, analytical report, presentation of findings	April-May 2016

Thank you!
Contact Ipsos MORI

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