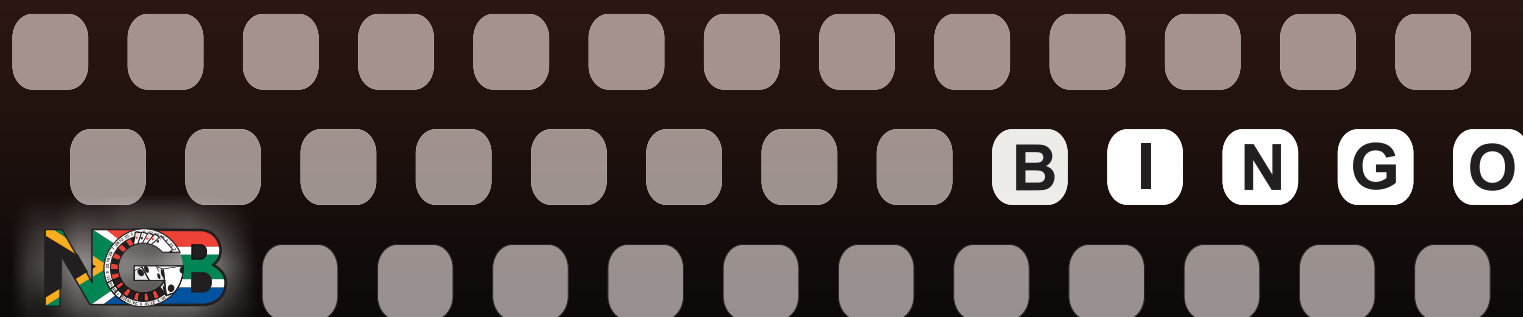


REGULAR GAMBLERS' PERCEPTIONS ON



National
Gambling Board
a member of **the dti** group

REGULAR GAMBLERS' PERCEPTIONS ON

B I N G O

QUALITATIVE RESEARCH REPORT BY THE

National Gambling Board

Ms. T. Mango



B I N G O



EXCLUSION OF CLAIMS

DESPITE ALL EFFORTS TO ENSURE ACCURACY IN THE ASSEMBLY OF INFORMATION AND DATA OR THE COMPILATION THEREOF, THE NATIONAL GAMBLING BOARD IS UNABLE TO WARRANT THE ACCURACY OF THE INFORMATION, DATA AND COMPILATION AS CONTAINED IN THIS REPORT. IT IS IMPORTANT TO STATE THAT THE FINDINGS IN THIS REPORT ARE QUALITATIVE IN NATURE AND ARE THEREFORE NOT REPRESENTATIVE OF THE WHOLE POPULATION OF REGULAR BINGO PLAYERS. THE CONTENT OF THIS REPORT MERELY PROVIDES **the board** WITH AN IN-DEPTH UNDERSTANDING OF THE WAY A SMALL NUMBER OF REGULAR BINGO PLAYERS PERCEIVE BINGO AND THE ELECTRONIC BINGO TERMINALS. THESE INSIGHTS WILL SERVE AS A GUIDELINE IN THE PLANNING OF FUTURE RESEARCH STUDIES, FURTHER INVESTIGATIONS INTO ISSUES RELATED TO ELECTRONIC BINGO TERMINALS AND ANY DECISIONS THAT MIGHT FOLLOW IN THIS REGARD. READERS ARE DEEMED TO HAVE WAIVED AND RENOUNCED ALL RIGHTS TO ANY CLAIM AGAINST THE ABOVE-MENTIONED INSTITUTION AND THEIR EMPLOYEES FOR ANY LOSS OR DAMAGE OF ANY NATURE WHATSOEVER ARISING FROM THE USE OR RELIANCE UPON SUCH INFORMATION, DATA OR COMPLAINTS.

EXCLUSION OF CLAIMS

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EXECUTIVE SUMMARY

This report presents the findings of research conducted by the National Gambling Board (**the board**). The aim of this study was to determine regular gamblers' perceptions regarding playing bingo, and more specifically how they perceive electronic bingo terminals. Focus group discussions were conducted with regular bingo players at all the operational bingo outlets around the country. A total sample of 37 regular bingo players took part in focus group discussions held at four operational bingo outlets in Gauteng and North West. Data was collected over a period of two months from December 2006 – January 2007.

A focus group discussion guide was developed to gather the data needed for the research project. The discussion guide touched on issues such as the respondents' general perception on bingo, incidence of playing bingo, electronic bingo terminals, electronic bingo terminals vs. non-electronic bingo, electronic bingo terminals vs. slot machines, the impact of playing bingo on players' lives and their perceptions of responsible gambling. Each focus group discussion lasted between an hour and half to two hours. Qualitative research methods were used to analyse the data.

Most of the respondents were aware of the different methods of playing bingo, as well as the combinations needed to play a successful game of bingo. Bingo was perceived as a sociable game that enabled people to relax. The respondents who had been exposed to the electronic bingo terminals knew how the machines worked and on what basis the results of each game were reflected or shown to the player. The electronic bingo terminals had been well received by the respondents because of the speed, excitement and flexibility they brought to the whole game of bingo. The respondents who had not been exposed to the electronic bingo terminals strongly objected to the introduction of such machines. The introduction of electronic bingo terminals has brought variety to the bingo hall. The difference between the electronic bingo terminals and slot machines as identified by the respondents, was that they could choose the cards they wanted to play on the terminals and this gave them some sort of 'control' over the game.

The electronic bingo terminals have, according to the respondents, transformed the bingo halls into some kind of mini-casino look-alikes. The electronic bingo terminals look like slot machines and they have the same neon lights and make the same noise as slot machines. An inference can be drawn from the findings that regular bingo players perceive electronic bingo terminals as slot machines. This casino-like environment has attracted the younger generation which had previously thought that bingo was for senior citizens, as stated in various research studies in the past. The fact that Africans and the youth are attracted to the bingo halls now that electronic bingo terminals have been introduced begs the question of whether they are attracted to machines that look like slot machines and could they be possibly mistaking the electronic bingo terminals for slot machines.

The respondents felt that more measures could be taken to ensure that people do not spend more money than what they can afford.

When looking at the gross gaming revenue (GGR) of the licensed bingo operators that have introduced electronic bingo terminals, one can notice that the figures shot up from R7 501 363 at the last quarter of the 2005/2006 financial year to R12 908 763 at the beginning of the 2006/2007 financial year which was when the first electronic bingo terminals were licensed. The GGR figure continues to show a steady increase of approximately 5% at the end of each quarter which is the approximate percentage increase of slot machine GGR at the end of each quarter in Gauteng. This implies that electronic bingo terminals are generating revenue at the same rate as slot machines.

The percentage increase in bingo GGR, which is at the approximate rate as the slot machines GGR percentage increase, raises concerns of responsible gambling because it insinuates that more and more money is being spent at bingo halls as a result of the introductions of electronic bingo terminals.

When looking at the relationship that currently exists between problem gambling and slot machines, the need for more education to be conducted and information to be distributed and displayed on how the electronic bingo terminals work, the differences between the electronic bingo terminals and slot machine, what responsible gambling means, the negative impact of excessive gambling, as well as the impact of spending more than what the player can afford cannot be overemphasised.

1. INTRODUCTION

Bingo has been played in South Africa since the early 1960s and is one of the four legal gambling activities found in the country. The National Gambling Act 7 of 2004 defines bingo as follows:

“bingo” means a game, including a game played in whole or in part by electronic means –

- a) that is played for consideration, using cards or other devices –
 - i) that are divided into spaces each of which bears a different number, picture or symbol; and*
 - ii) with numbers, pictures or symbols arranged randomly such that each card or similar device contains a unique set of numbers, pictures or symbols;**
- b) in which an operator or announcer calls or displays a series of numbers, pictures or symbols in random order and the players match each such number, picture or symbol on the card or device as it is called or displayed; and*
- c) in which the player who is first to match all the spaces on the card or device or who matches a specified set of numbers, pictures or symbols on the card or device, wins a prize ;or any other substantially similar game declared to be bingo in terms of section 6 (4).*

At the time that this research was conducted, bingo was operational in two provinces namely Gauteng and North West.

All the gaming equipment used during the game undergoes testing and SANAS 1718 certification before it can be used in the bingo halls to ensure fairness to the public and the licensee.

1.1 PURPOSE OF THE STUDY

The introduction of technology in any field is always received with mixed perceptions. The introduction of the electronic bingo terminals into the South African gambling industry has been no exception. Different role-players in the gambling industry from regulators to operators have expressed their views on the new bingo devices.

However, the voice of the regular bingo player has not been heard regarding the matter. The main purpose of this study was to establish how South African regular bingo players perceive the new electronic bingo terminals.

One of the responsibilities of **the board** is to ensure punter protection and one way to address this is through the monitoring of the socio-economic impact of gambling. The results of this study will give the Board insight as to how regular bingo gamblers view the electronic bingo terminals and what impact these machines have on their lives on both the social and economic level.

1.2 RESEARCH OBJECTIVES

The objectives of the research project are to:

- a) determine the regular gamblers' perceptions on the electronic bingo terminals;
- b) determine the popularity of the electronic bingo terminals;
- c) determine if the regular gamblers understand how the electronic bingo terminals work;
- d) the impact that the electronic bingo terminals have had on their lives so far;
- e) determine which method of playing bingo (non-electronic vs. electronic) is the most preferred by the regular gamblers;
- f) establish if the regular gambler knows the difference between slot machines and electronic bingo terminals; and
- g) establish the regular gambler's views regarding responsible gambling, and whether they are aware of any information in this regard.

2. LITERATURE REVIEW

Bingo is a specific game of chance in which prizes are awarded on the basis of designated numbers or symbols conforming to numbers or symbols selected at random.

Bingo was originally called 'Beano' which was played at county fairs with a dealer drawing discs from a cigar box and players marking their cards with beans to numbers called. If they were to win they would yell 'beano'.

The history of bingo dates as far back as 1530 in Italy when the lottery was launched (Bingo Gang, 2006). The game then moved to France in the late 1770s but was primarily played by the wealthy. The game made its mark in Germany in the 1950s amongst children for educational purposes. The game eventually moved to the US in 1929 as 'Beano'. The name 'bingo' was developed through a bingo player at a county fair yelling 'bingo' instead of 'beano' and thus BINGO became the new name of the game (Bingo Gang, 2006).

Edwin Lowe, a toy salesman, took the game of beano and redeveloped it into Bingo. He worked with Carl Leffler in increasing the game capabilities. Soon bingo became popular. Several churches and communities used bingo to raise funds for their activities. Bingo in a sense took the form of legal gambling. By 1930 there were over 6000 different bingo cards.

Bingo has taken several educational forms. Today European countries use it as a teaching aid for preschoolers. It makes an interesting tool for teaching maths to small children. It exists in several variations for spelling and teaching history.

2.1 THE EVOLUTION OF BINGO

Evolution can be described as a process in which something passes by degrees to a different stage (especially a more advanced or mature stage). Bingo has certainly evolved over the years from being a game played with beans in the 1500s to a game being played using machines in the 2000s.

2.2 NON-ELECTRONIC BINGO

In non-electronic bingo, players purchase bingo cards containing numbers which are to be matched in various patterns (depending on the game) against numbers on balls drawn randomly. The randomly drawn numbers are called out and players mark the called numbers on their cards. Players call "bingo" when they match the same pattern on their card. The first person to shout "bingo" wins. The card is checked and if everything is in order, the person is the winner. Multiple winners share the prize money in case of a tie. More than six thousand different bingo cards are in existence. This gives every player an equal chance of winning. In non-electronic bingo there is always a winner because the game continues until someone comes up with a perfect match.

One technique adopted by bingo halls is to increase the jackpot by connecting all bingo machines in a particular area. This lures people into playing more games spread over several hours.

Non-electronic bingo requires a certain degree of attentiveness and skill: i.e. listening to the call, marking the cards and shouting “bingo”. This kind of skill has seen bingo players score high in psychological tests measuring mental speed, memory and the ability to pick up information from the environment around them (Responsible Gambling Council, 2002). Players have to be able to check numbers off quickly and need rapid hand-eye co-ordination.

There is a competitive aspect to non-electronic bingo in the sense that the player competes against other players in each game.

2.3 ELECTRONIC BINGO TERMINALS

The electronic bingo terminal is a technological aid to the playing of bingo. The bingo game itself is powered by an independent system, with the machines functioning as terminals for bingo play. Linking electronic bingo terminals within a hall allows the game to be fast and more secure.

Players enter the bingo game through a note reader, and all numbers and cards are displayed on touch-screens. The central server automatically doles out a player's numbers every time a group of balls is drawn. A player has to accept the draw by either pressing the touch screen or the “daub” button to electronically mark the numbers on the card within a limited time. On the lower screen, there are electronic spinning wheels and a numbers screen that resembles a slot machine.

The machines have little “buttons” on the video screens that read “Daub” and “Bingo”. Players who fail to press the “Daub” button after the numbered balls appear on their screens find their cards are not marked. Flexibility is built into the game, in that players are able to change their cards before each draw of numbers and they can keep track of more cards than thought humanly possible.

Electronic bingo terminals display winnings which are not only as a marked bingo card, but also has spinning reel symbols like cherries and diamonds which are similar to traditional slot machine symbols (Rose, 2003).

To claim winnings, the player pushes the onscreen “cash out” button and the machine prints out a bar-coded ticket showing the credits accumulated by the player during the game. The ticket can be inserted into another electronic bingo terminal or it can be redeemed for cash at a cashier station. Essentially, these bingo machines resemble slots machines considerably. Such immense resemblance of bingo machines to slots machines does not gel well with operators licensed to offer slot machine and table games or those opposing slots machine games.

A minimum of two players is required in order to play the electronic bingo terminal because players play against each other rather than against the machine.

2.4 ELECTRONIC BINGO TERMINALS VS SLOTS

Most of the electronic bingo terminals look and sound like slot machines (Clearly, 2006). They have flashing colourful lights, changing graphics with depictions of cherries, diamonds and other icons familiar to slot players and blinking buttons. This according to Rose (2003) has given bingo halls the look and feel of casinos. Unlike slot machines though, the bingo devices also include a bingo component.

Bingo machines prove to be an improvisation of slot machines. Some countries legally prohibit slot machines but allow people to play bingo games. Hence, casino operators in those countries are trying to bring in machines, which look like slot machines but function like bingo machines. In other words, the games are similar to bingo.

Although electronic bingo terminals look and feel like slot machines, there are fundamental differences between the two games.

1. With electronic bingo terminals, players effectively play against each other by means of a linked network whereas with slot machines the players play against the machine.
2. Electronic bingo terminals are linked to form a network whilst slot machines are entirely independent of one another and one slot machine play is not dependent on any other slot machine.
3. The central random number generator (RNG) in the electronic bingo terminal is located on a server and does not form part of the machine; it serves a number of electronic bingo terminals and supplies each terminal with an identical, randomly selected sequence of numbers and a unique set of bingo cards. In slot machines the RNG which determines the outcome of the game is contained in the slot machine itself and determines its outcomes independently of any other slot machines.
4. In the case of a slot machine, various combinations of symbols attract various predefined winning amounts stipulated in a pay-table whilst in electronic bingo terminals the player wins only one interim prize which is the highest-ranked interim pattern.
5. Unlike in the slot machine, the display on the lower cabinet of the electronic bingo terminal has no effect on the outcome of the game; it is there mainly for entertainment.
6. Electronic bingo terminals always feature a progressive jackpot while a slot machine may or may not feature a progressive jackpot.
7. Electronic bingo terminals guarantee that at least one player will win by completing the game winning pattern whilst slot machines do not guarantee any wins.

Although there are fundamental technical differences between electronic bingo terminals and slot machines, the focus of this study is not on the technical differences but rather on how regular bingo players perceive the electronic bingo terminals at face value.

3. METHODOLOGY

An exploratory, qualitative, non-experimental research approach was used in this research project. Qualitative research design allows the researcher to explore in-depth feelings, attitudes, perceptions and beliefs of people while taking into account the context in which they are found. Qualitative research design is also useful in explaining how people conceptualise the world and construct meaning from it. As a result of the research design used in this study, the findings from this study cannot be generalised across all regular bingo players.

This section begins by addressing the characteristics of the research participants, the sampling procedure used, instruments utilised and procedures followed to meet the objectives of the study.

3.1 SAMPLE AND SAMPLING

The sample was drawn from a population of regular bingo players around the country – at operational bingo outlets in Gauteng and the North West Province. A person was considered to be a regular bingo player if they visited the bingo hall more than once a week. This group of people were thought to be in a better position to give researchers the information required to put together the research report because they were familiar with the game and some of them had had the opportunity of playing both non-electronic and electronic bingo.

A total of 37 people participated in the focus group discussion held around the country. Below is the sample representation per province.

	n	%
Gauteng	28	75.7%
North West	7	18.9%
Total	37	100%

Table 1: Sample representation per province

Most of the respondents (75.7%) came from the Gauteng province while 24.3% came from the platinum province of the North West. The reason for the huge difference in the provincial sample representation is that at the time the data collection was conducted, there were three operational bingo halls in Gauteng and one operational bingo hall in the North West.

3.2 RESEARCH INSTRUMENT

A focus group discussion guideline (see Appendix 1) was developed based on the above literature review, information received from the Bingo Association of South Africa and from the Information Management Department's (IMD) observations while visiting the bingo outlets that have electronic bingo terminals.

The discussion guideline was divided up into six different sections which sought to gather information on the respondents' general perceptions on bingo, incidence of playing bingo, electronic bingo terminals, electronic bingo terminals vs. non-electronic bingo, electronic bingo terminals vs. slot machines and their perceptions regarding responsible gambling.

A short demographic questionnaire (see Appendix 2) which asked for information on province, age, employment status, education level, population group and gender was developed for statistical purposes and to enable the researchers to put together a profile of the people that took part in the study.

3.3 PROCEDURE

Before the research project commenced, staff from the Information Management Department (IMD) met with members of the Bingo Association of South Africa and South African Gaming Manufacturers Association in order to gather in-depth information on how the game of bingo was played and how the electronic bingo terminals worked. The research team took a tour of one of the bingo halls that had electronic bingo terminals and actually observed some of the patrons playing on the terminals.

Data was collected in a period of two months from December 2006 to January 2007 using focus group discussions. Although five operational bingo outlets were initially identified in the country at the start of the projects discussions were only held at four of the outlets because the fifth outlet was in the process of closing down due to change of ownership.

One focus group discussion was held at each venue with each group comprising of between nine to 10 participants selected from the bingo halls. Each group discussion lasted between one hour and half to two hours. Screening questions were used to determine if the people selected for the focus group discussions were regular bingo players.

3.4 LIMITATIONS OF THE STUDY

Although the study was successfully carried out, there were a number of limitations associated with the study. As an exploratory study, the conclusions that can be drawn from it are necessarily preliminary.

First of all, the findings presented here are far from representative, because they are based on a small sample of regular bingo players. The sample size, sampling strategy and the methods used limit the conclusion one can draw and therefore, the findings of the study cannot be generalised to all bingo players.

Secondly, the use of focus group discussions might have further compromised the responses of the participants, encouraging them to tell the researcher what they thought the researcher wanted to hear or what they thought would be best for the bingo hall operator.

4. DEMOGRAPHICS

This section presents the demographics of the respondents that took part in the study. Information on the respondents' age, employment status, educational level, population group and gender are presented below.

	Gender					
	Male		Female			Total
Age	n	%	n	%	n	%
18 - 20 years	2	5.4%	0	0%	2	5.4%
21 - 25 years	2	5.4%	0	0%	2	5.4%
26 - 30 years	0	0%	1	2.7%	1	2.7%
31 - 35 years	1	2.7%	1	2.7%	2	5.4%
36 - 40 years	0	0%	6	16.2%	6	16.2%
41 - 45 years	5	13.5%	4	10.8%	9	24.3%
46 - 50 years	0	0%	3	8.1%	3	8.1%
51 - 55 years	1	2.7%	3	8.1%	4	10.8%
56 - 60 years	0	0%	3	8.1%	3	8.1%
Over 60 years	1	2.7%	3	8.1%	4	10.8%
Age not given	1	2.7%	0	0%	1	2.7%
Total	13	35.1%	24	64.9%	37	100%

Table 2 : Age of respondents by gender

Females made up almost three quarters (64.9%) of the total sample of respondents who took part in the study while males made up the remaining 35.1%. Most of the females (16.2%) fell between the age group of 36 – 40 years while most of the males (13.5%) were between the ages 41 and 45 years.

Using the African National Congress Youth League (ANCLY) cut off age for youth which is 35 years, the males (13.7%) appeared to be younger than the females (5%). Most of the respondents (24.3%), however, fell within the age of group 41 – 45 years.

One male respondent did not specify his age.

	n	%
White	28	75.7%
African	7	18.9%
Asian	2	5.4%
Total	37	100%

Table 3 : Population group of the respondents

DEMOGRAPHICS

Most of the respondents who took part in the study were white making up 75.7% of the sample. Africans made 18.8% of the sample while the final 5.4% was made up by Asians.

	n	%
Full-time work (including self employment)	20	54.1%
Part-time work (including self employment)	6	16.2%
Home duties	4	10.8%
Retired or Pensioner	3	8.1%
Unemployed (looking for a work)	2	5.4%
Student	2	5.4%
Total	37	100%

Table 4 : Employment status of the respondents

Over half of the respondents (54.1%) reported that they were employed, on a full-time basis, this included self employment. Part-time employed respondents comprised of 16.2% of the sample while 10.8% of the respondents were involved in home duties. The remaining 18.9% of the sample was made up of retired respondents (8.1%), unemployed respondents (5.4%) and students (5.4%).

	n	%
Primary (Grade 1 - 7)	1	2.7%
Secondary (Grade 8 - 12)	21	56.8%
Tertiary (Post matric)	15	40.5%
Total	37	100%

Table 5 : Education level of the respondents

All of the respondents had some form of formal education with 56.8% of the respondents having gone as far as secondary school level. Only 40.5% of the respondents had reached tertiary level while 2.7% Attended primary school only.

5. INTRODUCTION TO BINGO

This section looks at the general perceptions of the regular bingo players that participated in the study regarding the game of bingo. Issues such as the definition of bingo, different ways of playing bingo, skills required to play bingo, reasons for playing bingo, whether bingo is gambling and what makes bingo different from other modes of gambling are addressed.

5.1 WHAT IS BINGO?

Bingo was described by most of the respondents as an exciting British game of numbers. It was a form of entertainment where a small amount of money was used to play the game for a long period of time.

'It is a form of entertainment because you can use R100 to play for an hour.'

Although bingo was seen as an exciting and entertaining game, some of the respondents acknowledged the fact that it was also a form of gambling where you could either win or lose money. Some of the views expressed by the respondents were:

'It's a funny game which may take your money gradually until it finishes it every month.'

'It's a naughty game that influences you and takes your money because it doesn't talk to you.'

5.2 PLAYING THE GAME OF BINGO

When asked about the different ways of playing bingo, the respondents that had only been exposed to non-electronic bingo could only describe the different combinations that were required in order to play a successful game of non-electronic bingo. On the other hand, the respondents that had been exposed to both electronic and non-electronic bingo mentioned both ways of playing bingo as well as the combinations needed for a successful bingo game.

According to the respondents, there were no specific skills required to play bingo but familiarity with the numbers, alertness and good eye-hand coordination were very helpful while playing the non-electronic bingo game because,

'You snooze, you lose.'

Patience was also seen to be a necessary attribute for a bingo player because waiting in anticipation for your numbers to be called out during the non-electronic bingo session was never easy.

5.3 REASONS FOR PLAYING BINGO

The bingo hall itself was seen as a place where the respondents could escape to when wanting to get away from the everyday stresses and pressures of life. The game of bingo provided a form of relaxation thus helping the respondents to forget about their problems and their daily life activities for as long as they were part of the game.

A sociable environment was also found in the bingo hall that enabled bingo players to talk to each other and make friends while competing against each other.

'It's sociable; I'm talking more on the ordinary bingo because you get to talk to people in between games.' 'But on the slots you can talk to your next-door-neighbour and you get to know more people.'

'You meet most of your regular friends here and sometime when a person snoozes you just laugh it out or something like that.'

5.4 BINGO AND GAMBLING

When the respondents were asked if they considered bingo to be a form of gambling, the responses received were a mixture of “yes” and “no”.

The respondents who considered bingo to be a form of gambling saw it as a game of chance where there was a possibility of winning or losing money. The respondents went on to say that when you play bingo for the first time you start off by playing one card, but as time passes by and as one becomes more familiar with the game and numbers, the number of cards being played at one time increases and the probabilities of winning also increase.

'The more cards you play the greater the chance of winning is.'

This on its own indicated to the respondents that bingo was a form of gambling because the more cards they bought to play the game the more money they were likely to lose.

'We consider it gambling because it takes your money. At the end of the day you are losing money.'

The respondents who did not consider bingo to be a form of gambling pointed out that they only played bingo for relaxation purposes and if they won money it was to their advantage.

'For me its not really for the money, I'm just here for fun. If I win it's a bonus...but if I do not win, I don't feel sorry.'

When compared to other modes of gambling for example casino, horseracing and betting and limited payout machines (LPMs), bingo was considered to be different by the respondents. Reasons given for this difference were that the other forms of gambling were more expensive and required more money than bingo and while money was being spent in bingo, it was spent over a long period of time.

'In bingo you lose your money more slowly than in any other gambling.'

For regular bingo players, bingo was the most preferred form of gambling amongst all other modes of gambling.

6. INCIDENCE OF PLAYING BINGO

The respondents' incidence of playing bingo is addressed in this section. Issues such as how the respondents started playing bingo, frequency of playing bingo, satisfaction with number of bingo halls and problems with bingo are explored.

6.1 ENTERING THE BINGO SCENE

Most of the respondents appeared to have been playing bingo for a number of years and had been introduced to the game by different people that they knew for example family members, friends and partners.

'I started playing bingo as a child; the whole family would get together.' 'We'd have our own little sets and from there I started playing at school functions to raise money and then I got hooked onto Galaxy.'

A few of the respondents walked into the bingo halls on their own out of curiosity when they saw other people entering bingo venues.

'We just came here one day and saw the machines and we liked it.'

The staff at the bingo halls also played their role in introducing some of the respondents to the game of bingo.

'And they [staff members] are very good in calling you in.' 'They will just call you and they will explain to you how bingo is played.'

6.2 FREQUENCY OF PLAYING BINGO

An overwhelming majority of the respondents indicated that they played bingo almost on a daily basis.

'I come here everyday, twice a day sometimes.'

Some of the respondents reported that their frequenting the bingo hall depended on the availability of funds; they came to the bingo hall for as long as they had funds available to spare.

'It depends on our financial status at that time.'

Some of the respondents only played the electronic bingo terminals while some only played the non-electronic bingo. There were also some who spread their time across both methods of playing bingo.

'I'm basically here everyday for the links.' 'I'll play the links from 1 - 3pm, then in-between I'll play on the machines and I'll just make sure that each time I'll add extra hours.'

The bingo hall provided a warm and cosy environment that allowed the respondents to relax. The staff members and the other regular bingo players were considered to be very friendly and for this reason, the respondents preferred going to the bingo hall as often as possible rather than going to the other gambling venues.

'I like these people, the workers also.'

'We are one big family!'

There was a common view shared by the respondents that there were not enough bingo halls in the country and they would have liked to see bingo halls in the provinces that currently did not offer this game.

'We would like to see more.'

Although the majority of the respondents indicated that they played bingo on a daily basis, none of them considered themselves to have a problem with bingo though they did admit that it was possible to get addicted to the game.

'You can become addicted to it because when you start winning you don't want to stop.'

7. ELECTRONIC BINGO TERMINALS

This section looks at issues related to the electronic bingo terminals. The respondents' perceptions towards the electronic bingo terminals are explored with particular focus on the respondents' knowledge of the machines, how they work, their thoughts and feelings towards them and the impact the machines have had on the bingo halls in terms of ambiance.

7.1 KNOWLEDGE OF THE ELECTRONIC BINGO TERMINALS

Only the respondents sampled from the venues that had both electronic bingo and non-electronic bingo facilities were aware of the electronic bingo terminals.

When it came to explaining how the electronic bingo terminals worked, the respondents appeared to have a clear sense of how the machines operated. The respondents were aware that on the electronic bingo terminals they were playing against each other. The terminals were linked and this enabled them to compete against each other.

'What makes it fun is that the machines are linked.' 'So if he plays flops and I play flops, we compete against each other to see who is going to make the money or who is going to win.'

The respondents were able to choose the cards they were going to play with and they won the game according to the combinations they chose.

'You win according to your combinations.'

There was a mixture of “yes” and “no” responses from the respondents when asked if they received any information and/or education on how to play the electronic bingo terminals.

The respondents who indicated that they had received lessons on how to play the machine were given the lesson by the cashiers.

'One of the cashiers showed me how to play when I came in the first time.'

The rest of the respondents learnt from other fellow electronic bingo terminal players how to play the machines.

'When I first started playing machines, I didn't have a clue what's going on...there was one guy who came walking past me.' 'He said 'do you know what's going on?' I said 'no, not really'.' 'Then he started showing me exactly how it works.'

All of the respondents seemed to be aware that when they played the electronic bingo terminals they had to focus on the top part of the machine because that was where the game of bingo was.

'I don't know why they put the screen there. It's only for people who don't know the game.'

There was apparently information on the machines that notified the players that reel display were purely for entertainment and did not have any impact on the bingo game.

'It says on the machine 'reel display for entertainment only'.'

There were respondents though who indicated that they also focus on the bottom part of the machine because it takes their mind off the results of the game and they enjoy looking at the reels spin.

'I play the game on the top and they look at the bottom because I don't want to interfere with what's happening on the top.'

7.2 THOUGHTS AND FEELINGS TOWARDS THE ELECTRONIC BINGO TERMINALS

There was a general sense of positive reception of the electronic bingo terminals by the respondents who had been exposed to them. The majority of these respondents said they liked the terminals and enjoyed playing them.

'I like the terminals!'

'I tell you I enjoy it so much.'

The reasons given for the positive response to the electronic bingo terminals were that the game on the terminals was fast and there was room for flexibility during the game.

'It's quick!'

'For me it's just that I don't have the patience to sit down at the manual bingo, so that's why I like the machines.'

'On the machine slots, if you get an urgent phone call, you can answer your call but in the manual you can't.'

The concept of electronic bingo terminals was frowned upon when introduced to the respondents who had not been exposed to the machines. This group of respondents felt that the introduction of the electronic bingo terminals would take away the thrill and the fun of the game because there was more to bingo than just numbers. The interaction with the callers and other bingo players made the game exciting.

'The callers make it exciting...they greet you, they talk to you and you get to crack jokes.'

These respondents felt that the introduction of the electronic bingo terminals would take away the human element that came with the game and thus make the whole game of bingo aloof and boring.

'It's all the talking during the game and laughing at people that snooze that makes the game exciting.'

When asked if they would be interested in trying out the electronic bingo terminals, the respondents were strongly against the idea.

'No! We are not interested. I'm saying we are not interested. We don't want it.'

'Not as far as bingo is concerned...we are not interested!'

7.3 IMPACT OF THE ELECTRONIC BINGO TERMINALS ON THE BINGO HALLS

The electronic bingo terminals have, according to the respondents who were familiar with them, transformed the bingo halls. The machines were said to have created an atmosphere of fun and excitement.

'It's more exciting. You can stay here for the whole night.'

The noise and neon lights from the machines have brought life to the bingo hall and they attracted people into the hall.

'All of a sudden if you walk into the place it's different. The noises of the machines liven up the place.'

8. ELECTRONIC BINGO TERMINALS VS NON-ELECTRONIC BINGO

In this section, the respondents who were familiar with both the electronic bingo terminals and non-electronic bingo compared the two methods of playing bingo. The differences between the two methods of playing the game of bingo were explored and the respondents stated which method they preferred.

8.1 COMPARING THE TWO METHODS

The respondents felt there was no need to compare the electronic bingo terminals and non-electronic bingo because the game was the same on both.

'It's all the same.'

The only difference the respondents could identify between the two methods of playing bingo was the impact each method had on them as individuals. Most of the respondents felt that the fast-paced game on the electronic bingo gave them an adrenalin rush that they could not get from the non-electronic bingo.

'...but you get far more adrenalin rushes on the machines because you are opening that next number and maybe it will be what you want. It's far more exciting.'

Some of the respondents felt that when compared to the electronic bingo terminals non-electronic bingo was physically strenuous on the wrists.

'Your wrists can be sore when making dots on the card.'

8.2 Preferences

When asked which method of playing bingo they preferred, an overwhelming majority of the respondents preferred both the electronic bingo terminals and non-electronic bingo. The reason for this was that it balanced out the bingo hall.

'We'd prefer to have both because it gives you a nice balance.'

The respondents wanted to be able to choose which method they wanted to play depending on their mood and financial situation on that particular day. The respondents felt that on days when they were on a tight budget they wanted to be able to play non-electronic bingo because the fact that it was slower than the terminals made it much more affordable to play.

'If you are on a tight budget, the manual bingo is far better than the machines...the manual is much better because your money lasts longer.'

On days when the respondents did not have much time to spare, they preferred the electronic bingo terminals because the game was fast and they could still have a great time.

'Sometimes you only got an hour or two. Then you can't sit in the manual all day.'

The respondents felt that non-electronic bingo provided a quiet and peaceful environment that helped them to relax on days when they had a lot going on in their lives.

'If you've come in because you've been going through something in your heart, you come so you might cool down and chill out.' 'It is a more peaceful and quiet game...but when I want the excitement then I go to the machines.'

There was a small group of respondents who felt that if they had to choose between the two methods of playing bingo, they would rather have non-electronic bingo. The main reason for this was that slot machines could also be found in casinos but bingo cards could not be found in casino. They felt that the casino slot machines could substitute the electronic bingo terminals but nothing could substitute non-electronic bingo.

'If you take this place away, you can go to Emerald Casino and play slots there but you are not going to play bingo cards there.'

9. ELECTRONIC BINGO TERMINALS VS SLOT MACHINES

This section tests the respondents' awareness of the differences between electronic bingo terminals and slot machines. Issues such as the respondents' first impressions of the electronic bingo terminals, the differences between the electronic bingo machines and slot machines, how the two compare and the respondents' perceptions of the pay-outs are covered in this section. This section was only applicable to the respondents who had been exposed to the electronic bingo machines.

9.1 FIRST IMPRESSION OF THE ELECTRONIC BINGO TERMINALS

All of the respondents commented that when they first saw the electronic bingo terminals they thought:

'There is a casino!'

The respondents thought the electronic bingo terminals resembled slot machines and thus made the bingo hall look and feel like a casino. The noise and lights reminded them of the casino environment. One respondent actually commented that when he first saw the electronic bingo terminals he thought there was no need for him to go to the nearest casino because now there was a mini casino close to him.

'You know what I first thought when I saw the slots; I said 'Goodbye Caesars, mini casino here we come'.'

A lot of the respondents admitted that they were sceptical at first when they saw the electronic bingo terminals because they thought they would work like slot machines. As they spent more time on the terminals they soon realised that they were different from the slots.

'I thought 'I should be careful because I'm going to lose my money like on the slots'.'

The respondents all agreed that when you first walked into the bingo hall, it looked like a casino but once inside you realised that it was not a casino because the environment was much more relaxed as compared to the casino environment.

'It looks like a casino when you first walk in, but when you are inside you realise it's not a casino but just a place where you can relax.'

One observation made by some of the respondents when they first saw the electronic bingo terminals was that suddenly there were not as many old people anymore. The electronic bingo terminals had brought in a younger generation that had previously associated bingo with senior citizens.

'When I first saw the slots, I thought there are not so many old people anymore.'

9.2 COMPARING ELECTRONIC BINGO TERMINALS AND SLOT MACHINES

The respondents unanimously indicated that there was a difference between the electronic bingo terminals and slot machines. When probed on the difference between the two types of machines, almost all of the respondents seemed to think that they had some sort of control on the game on the electronic bingo terminals because they were able to choose the cards that had the numbers that they wanted to play whereas on the slot machines they just put in their money and pressed buttons; they had no control whatsoever on the slot machines. Although they were able to choose the cards they wanted to play, the respondents were aware that it was still a game of chance.

'It (the game) is out of your hands but at least you can feel you've got some sort of choice by choosing your numbers ...so you feel you've got some sort of control whereas on ordinary slots you've got no control whatsoever.'

When questioned if the pay-outs from the electronic terminals and slot machines were the same, most of the respondents were of the view that the pay-outs were different. The slot machines were thought to pay-out larger amounts of money as compared to the electronic bingo terminals.

'The slot machines take longer to make you win, but when you start winning it will give you a lot of money.' 'Here, you won't get that much.'

Even though the slot machines paid out larger amounts of winnings, the respondents felt that in order for the slot machine to pay-out a lot of money, you also had to play with a lot of money.

'You have to actually spend a lot of money in order to make a lot of money with slot machines.'

The electronic bingo terminals were considered to be cheaper to play but the winnings were less when compared to the slot machines.

'It's more affordable here.'

10. RESPONSIBLE GAMBLING

Responsible gambling is addressed in this section. Issues such as whether people should be encouraged to play bingo, available responsible gambling information and how responsible gambling can be encouraged amongst bingo players are covered in this section.

10.1 ENCOURAGING PEOPLE TO PLAY BINGO

All of the respondents felt that people should be encouraged to play bingo because it was a fun and relaxing game.

'It is something that can take your mind off problems you have got. You can come and relax here.'

The respondents felt that families and senior citizens should be the ones that are targeted the most when promoting bingo.

According to the respondents, bingo enabled families to spend quality time together while having fun especially because today we live in a fast-paced society and family members are very busy. When they do find time to relax it's difficult for them to engage in activities that will interest everyone. Bingo was one activity that was considered to be suitable for family members be it young or old.

'Another thing, in today's life a lot of families are actually walking past each other. They don't often see each other, but they can come to bingo like I have brought my whole family to bingo today.'

Bingo was thought to be suitable for senior citizens because it was much more affordable, relaxing and stimulating as compared to the casino. As a result, senior citizens would be able to spend less of their pension money on gambling and they would still be having fun while stimulating their brains.

'Old age people, they do not know about bingo but they know about the casino so they take their pension and go blow it there.'

'It is also brain stimulation for them.'

10.2 PROMOTING RESPONSIBLE GAMBLING

When asked to point out any responsible gambling information that they were aware of, the respondents mentioned stickers on machines, pamphlets, posters on the walls and warnings printed on their tickets. They were also aware of the message that was carried by all of these notices: *“Winners know when to stop!”*, as well as the toll-free number on the notices that they could call if they needed help.

Although the respondents were aware of the information available on responsible gambling, they commented that it was not as visible as it was supposed to be. The stickers on the machines were said to be small and difficult to notice.

‘There is a little small sticker on every machine but it’s so hard to see.’

The pamphlets were also said to be placed in places where they could not be easily seen by the people that they were meant to be speaking to.

‘I’ve seen them (pamphlets) like once.’

Over and above the information that was currently available on responsible gambling, the respondents felt that there was more that could still be done to encourage people to gamble responsibly. Suggestions such as advertising on all forms of media should be considered so that people are reached far and wide. Placing the pamphlets in visible places and handing them out at the entrances would also help to catch the respondent’s attention.

The respondents also wanted all bingo promotion Short Message Systems (SMSs) to carry the National Responsible Gambling Programme (NRGP) message just like all casino promotion SMSs.

‘I always get an SMS for everyday there’s a special going on here at bingo, but I also get an SMS from the casino when there’s a special.’ ‘Immediately after the message from the casino they say National Responsible Gambling.’ ‘That’s why I’m saying we need the same SMS here as well’. ‘Most people have got membership here in bingo as well, they should be sent that National Responsible Gambling SMS too.’

It was felt that bingo management also had a critical role to play when it came to encouraging the respondents to gamble responsibly. If management could be trained on how to identify people that needed intervention it would be helpful in promoting responsible gambling because they interacted with the regular bingo players on daily basis and they would be in a better position to identify the people that needed help.

‘Even the management as they know that we are regulars, sometimes they must talk to us and ask if it does not really interfere with our social lives or home lives.’ ‘They should do that on a regular basis because if maybe you ask one-by-one maybe you’ll find out a lot.’

11. DISCUSSION

This section discusses the data obtained in the present study. The respondents' perceptions of bingo as a game are first discussed followed by the perceptions they have on the electronic bingo terminals. The discussion will also focus on the comparison of electronic bingo terminal and slot machines and end off by looking at bingo and responsible gambling.

11.1 PERCEPTIONS ON BINGO AS A GAME

Most of the respondents were aware of the different methods of playing bingo that were available in their provinces as well as the combinations needed to play a successful game of bingo. This indicated that the respondents had some form of knowledge of how the game of bingo operated either electronically or non-electronically. However, this was not the case amongst those who were exposed to non-electronic bingo.

Although no specific skills were needed to play bingo, the respondents who played non-electronic bingo felt that there were characteristics that every bingo player should have in order to play a good game of bingo such as familiarity with the numbers, patience, alertness and good eye-hand coordination. This supported an article written by the Responsible Gambling Council (2002) which stated that bingo players have to be able to mark off numbers swiftly and thus needed to have rapid hand-eye coordination.

The respondents who took part in this study shared the same view that was shared by the respondents in another study conducted by the Board in 2005 looking at the Socio-economic Impact of Legalised Gambling in South Africa that bingo was a sociable game that enabled people to relax, forget about their problems and make friends.

The notion that bingo was a relaxation activity seemed to cloud some of the respondents' judgement when it came to the issue of whether bingo was a form of gambling or not. This indicated that public awareness campaigns had to be intensified to make people aware of what gambling is and to educate them on the different modes of gambling and the risks involved.

Most of the respondents had been playing bingo for a number of years and had been introduced to the game by people they knew. They continued to play bingo almost on a daily basis. This explained why the respondents were very familiar with the game of bingo whether electronic or non-electronic.

11.2 PERCEPTIONS ON THE ELECTRONIC BINGO TERMINALS

The respondents who had been exposed to the electronic bingo terminals knew how the machines worked and on what basis the results of each game were reflected/shown to the player. Although some of the respondents had been offered lessons on how to play the terminals, there were those who had not been offered lessons as other players showed or told them how to play the terminals. It is advisable to have formal lessons offered to all electronic bingo terminals players especially newcomers in order to avoid misconceptions and confusion.

The electronic bingo terminals had been well received by the respondents because of the speed, excitement and flexibility they brought to the whole game of bingo. This was in line with the information received from the Bingo Association of South Africa that indicated that electronic bingo terminals were linked and that the game was fast.

The respondents who had not been exposed to the electronic bingo terminals strongly objected to the introduction of such machines. Although valid reasons were given for such objection, one could argue that the lack of exposure, information and knowledge could be the reason for such strong objection. Research has shown that individuals are usually comfortable with that which they are familiar with and changes or new ways of doing things are not easily accepted. Visitors to the bingo hall need to be educated on the existence, nature and risks involved regarding the play of electronic bingo terminals.

The introduction of electronic bingo terminals has brought variety to the bingo hall and respondents could now pick and choose which game they wanted to play based on their individual circumstances, time and funds available on that particular day (players stated that they found the non-electronic method of playing bingo less expensive than the fast games they play on bingo terminals). Each method of playing bingo had its own advantages and excitement offered to players, but the nature of the game was still the same.

11.3 COMPARING ELECTRONIC BINGO TERMINALS AND SLOT MACHINES

The electronic bingo terminals have, according to the respondents, transformed the bingo halls into some kind of mini-casino look-alikes. The machines, lights and noise, to some extent, resembled the casino environment. This comment was also made by Rose (2003) when he first entered a bingo hall that had electronic bingo terminals. This casino-like environment has attracted the younger generation which had previously thought that bingo was for senior citizens. It is not possible to say whether this new group of bingo players is attracted by slot machines that offer a game of bingo or by an electronic method of playing bingo.

The difference between the electronic bingo terminals and slot machines as identified by the respondents, was that they could choose the cards they wanted to play on the terminals and this gave them some sort of 'control' over the game. This was a misleading belief that led the respondents to believing that their chances of winning were higher on the electronic bingo terminals than they were on slots machines because they had some kind of control over the game. This goes to show that public awareness has to be conducted in this area so that people are aware that they have no control whatsoever over the game.

There was, however, a group of respondents who indicated that if they had to choose between the two methods of playing bingo, they would choose non-electronic bingo because slot machines could be found in casinos but bingo cards are not available in casinos. This indicated that these respondents felt that there were similarities between electronic bingo terminals and slot machines to the extent that one could easily substitute the other. This shows that although all of the respondents had said there was a difference between slots machines and electronic bingo terminals some still believed they were somehow similar. It is not possible to conclude whether the similarity is found in the way the two machines function or the effects they have on the people that play them.

11.4 BINGO AND RESPONSIBLE GAMBLING

It appeared that not enough was being done to promote responsible gambling. The respondents felt that more measures could be taken to ensure that people do not spend more money than what they can afford. Although bingo was considered to be a fun, a relaxing game, took place in a social and friendly environment, and more people should be encouraged to play the game, it was still possible for a person to become addicted. Therefore the nature and risks of playing bingo need to be communicated to players.

12. CONCLUSION

Most of the respondents were aware of the different methods of playing bingo, as well as the combinations needed to play a successful game of bingo. Bingo was perceived as a sociable game that enabled people to relax. The respondents who had been exposed to the electronic bingo terminals knew how the machines worked and on what basis the results of each game were reflected or shown to the player. The electronic bingo terminals had been well received by the respondents because of the speed, excitement and flexibility they brought to the whole game of bingo. The respondents who had not been exposed to the electronic bingo terminals strongly objected to the introduction of such machines. The introduction of electronic bingo terminals has brought variety to the bingo hall. The difference between the electronic bingo terminals and slot machines as identified by the respondents, was that they could choose the cards they wanted to play on the terminals and this gave them some sort of 'control' over the game.

The electronic bingo terminals have, according to the respondents, transformed the bingo halls into some kind of mini-casino look-alikes. The electronic bingo terminals look like slot machines and they have the same neon lights and make the same noise as slot machines. An inference can be drawn from the findings that regular bingo players perceive electronic bingo terminals as slot machines. This casino-like environment has attracted the younger generation which had previously thought that bingo was for senior citizens, as stated in various research studies in the past. The fact that Africans and the youth are attracted to the bingo halls now that electronic bingo terminals have been introduced begs the question of whether they are attracted to machines that look like slot machines and could they be possibly mistaking the electronic bingo terminals for slot machines.

The respondents felt that more measures could be taken to ensure that people do not spend more money than what they can afford.

When looking at the gross gaming revenue (GGR) of the licensed bingo operators that have introduced electronic bingo terminals, one can notice that the figures shot up from R7 501 363 at the last quarter of the 2005/2006 financial year to R12 908 763 at the beginning of the 2006/2007 financial year which was when the first electronic bingo terminals were licensed. The GGR figure continues to show a steady increase of approximately 5% at the end of each quarter which is the approximate percentage increase of slot machine GGR at the end of each quarter in Gauteng. This implies that electronic bingo terminals are generating revenue at the same rate as slot machines.

The percentage increase in bingo GGR, which is at the approximate rate as the slot machines GGR percentage increase, raises concerns of responsible gambling because it insinuates that more and more money is being spent at bingo halls as a result of the introductions of electronic bingo terminals.

When looking at the relationship that currently exists between problem gambling and slot machines, the need for more education to be conducted and information to be distributed and displayed on how the electronic bingo terminals work, the differences between the electronic bingo terminals and slot machine, what responsible gambling means, the negative impact of excessive gambling, as well as the impact of spending more than what the player can afford cannot be overemphasised.

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FOCUS GROUP DISCUSSION GUIDE

[Probe: When thinking about bingo, what comes to mind? Capture words, ideas. Look for positive and negative comments, and probe on why these feelings. Then carry on with the rest of the issues, and touch on/skip issues already reflected above.]

[Instruction: Adapt discussion guide to profile of bingo players, e.g. only traditional players, both or only electronic bingo terminal players.]

1. Introduction to bingo

- a) What is bingo?
- b) What are the different ways of playing bingo?
- c) What kind of skills is required to play bingo?
- d) Why do you like *bingo*? Reasons.
- e) Is playing bingo gambling?
- f) Is bingo different (if it is different) from the other modes of gambling (e.g. casinos, horseracing and betting and LPMs)?

2. Incidence of playing bingo

- a) How did you start playing bingo? Probe whether alone or with friends? Do you make friends whilst playing bingo? [Probe social impact.]
- b) How often do you play bingo? Why do you (prefer) to play bingo? What is nice about the game?
- c) Are there enough bingo halls in the country?
- d) Has playing bingo become a problem for you (in terms of problem gambling)? [Probe on all problems/challenges mentioned.]

3. Electronic bingo terminals

- a) Do you know about the electronic bingo terminals?
- b) What do you think of the electronic bingo terminals?
- c) How do the electronic bingo terminals work?
- d) Have electronic bingo terminals transformed (if they have) the bingo hall in any way?
- e) When playing the electronic bingo terminal which part of the machine do you focus on?
- f) What do you like about these machines? And why?
- g) What don't you like about these machines? And why?
- h) Were you offered lessons on how to play the electronic bingo terminals?

4. Electronic bingo terminals vs. non-electronic bingo

- a) How do the electronic bingo terminals compare to the non-electronic way of playing bingo?
- b) Which *method* of playing bingo do you most prefer i.e. electronic or non-electronic? Motive your answer.
- c) Apart from being electronic, what is the difference between the electronic bingo terminals and non-electronic bingo in terms of the actual bingo game?
- d) If bingo halls were only to have one method of playing bingo, which one would you rather have (electronic or non-electronic)? And why?

5. Electronic bingo terminals vs. slot machines

- a) What was your first impression of the bingo terminals?
- b) Is there a difference between electronic bingo terminals and slot machines? And what is the difference?
- c) How do the electronic bingo terminals compare to slot machines?
- d) Do you think the pay-outs are the same? Probe into reasons for their responses.

6. Responsible gambling

- a) Should people be encouraged to play bingo? [If applicable, probe traditional versus electronic, and why.]
- b) How much time do you spend playing non-electronic bingo? [State period, day, week, etc?]
- c) How much time do you spend playing electronic bingo terminals? [State period, day, week, etc?]
- d) What responsible gambling information are you currently aware of? [Probe on advertisements, pamphlets, stickers, word of mouth, etc]
- e) How can responsible gambling be encouraged amongst bingo players like yourself?

7. Any other information

DEMOGRAPHIC QUESTIONNAIRE

1. Name of province

Province	Circle one
a) Gauteng	1
b) North West	2

2. How old are you?

1	2	3	4	5	6	7	8	9	10
18-20 years	21-25 years	26-30 years	31-35 years	36-40 years	41-45 years	46-50 years	51-55 Years	56-60 Years	10 Older than 60

3. How would you describe your work status?

Work Status	Circle one
a) Full-time work (including self employed)	1
b) Part-time work (including self employed)	2
c) Unemployed (looking for work)	3
d) Retired/pensioner	4
e) Home duties	5
f) Student	6

4. What is your educational level?

1	2	3	4
No formal schooling	Primary (Grade 1-7)	Secondary (Grade 8 – 12)	Tertiary (Post matric)

5. What is your population group?

Population Group	Circle one
a) Asian	1
b) African	2
c) Coloured	3
d) White	4

6. What is your gender?

Gender	Circle one
a) Male	1
b) Female	2

LICENSED BINGO OPERATORS IN GAUTENG

As of 30 October 2007, the number of licensed bingo operator and number of seats in Gauteng was follows:

INSTITUTION	ADDRESS	NO. OF SEATS	STATUS
Peermont Global (Pty) Ltd	Emperors Palace, 64 Jones Road, Kempton Park	137	Not Operational
Galaxy Bingo Developments (Pty) Ltd	River Square Shopping Centre, Three Rivers	500	Operational
Galaxy Bingo (East Rand Mall) (Pty) Ltd	Shop M2, K90 Centre, East Rand Mall	1375	Operational
Galaxy Bingo Special Projects (Pty) Ltd	Portion 10, Sandton Square, Sandton	500	Not operational
Metro Bingo Johannesburg (Pty) Ltd	Carlton Centre, Johannesburg	100	Not operational
Viva Bingo (Alberton) Pty Ltd	Village Square, Voortrekker Road, Alberton Boulevard	330	Operational
Viva Bingo (Kempton Park) Pty Ltd	Mall@Reds, Rooihuiskraal, Centurion	260	Operational
Viva Bingo (Kolonnade) Pty Ltd	Kolonnade Shopping Centre, Montana	180	Operational
Viva Bingo (Krugersdorp) Pty Ltd	Shop 12 Fernridge Centre, 95 Hendrik Verwoerd Drive, Randburg	304	Not operational
Viva Bingo (Westgate) Pty Ltd	Sections 3 to 6, Ontdekkers Boulevard, Roodepoort	226	Operational
Silk Gaming & Leisure (Pty) Ltd	Turffontein Racecourse, Johannesburg	372	Operational
Silk Gaming & Leisure (Pty) Ltd	Address not yet known	387	Not operational

LICENSED BINGO OPERATORS IN GAUTENG

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