



Thursday 28th July 2016

THE BINGO ASSOCIATION REAFFIRMS ITS COMMITMENT TO SOCIAL RESPONSIBILITY

The Bingo Association has welcomed a report published today by Ipsos MORI which explores the profile of bingo customers in Great Britain. The report was commissioned by the Responsible Gambling Trust with the support of The Bingo Association.

Key findings include:

- The majority of patrons see bingo as an opportunity to socialise (85%) and to be around other people (69%)
- The most popular activity amongst regulars was playing bingo with paper tickets (83%)
- More than three quarters (79%) of patrons spent between two and four hours at the bingo club on their most recent visit, which coincides with the average main bingo session length
- 2.5% of regular bingo club members are problem gamblers. This falls largely in line with the findings of the British Gambling Prevalence Survey 2010 (3.1%)

The findings help to paint a clearer picture of bingo customers and their behaviours. Importantly, they will also help to guide The Bingo Association on what additional measures can be implemented to further reduce problem gambling prevalence.

Following this research, The Bingo Association will be trialling a different style of messaging in the Midlands area from 8th August 2016. The new messaging will target the relatively small number of bingo players who think they may have a problem, with the aim of encouraging more of them to seek help.

The industry, led by The Bingo Association, has been a trailblazer in terms of social responsibility. This includes the recent implementation of a Bingo Industry Self-Exclusion Scheme to support players who have voluntarily requested to be excluded from bingo premises. It also includes a Bingo Industry Code of Conduct for Responsible Gambling which encourages best practice in the area of social responsibility, such as staff training on problem gambling and responsible marketing. Adhering to the code is a condition of membership to The Bingo Association.

Miles Baron, Chief Executive of The Bingo Association, said:

“The Bingo Association felt it was important to support this research because it would help to provide us with an even better understanding of our customers and their behaviours. We were pleased that the research reaffirmed what we know; that the majority of people visiting a bingo club do so because they see it as an opportunity to socialise and be around others in a safe environment.”

“Whilst it is positive to see that levels of problem gambling have not increased since 2010, as an industry we take our duty of care very seriously and are always working to reduce the risk of problem gambling. Working closely with the IGRG, we are now in the process of reviewing our current approach to how we share socially responsible messaging to ensure that anyone who is concerned that their gambling is becoming a problem has easy access to

effective information about the support available to them. This will involve refining the ways in which we share this information to guarantee that we are reaching all players, for example, by using both paper tickets and electronic terminals.”

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Notes to editors

About The Bingo Association

The Bingo Association is the trade association of the licensed bingo industry in Great Britain, representing the proprietors licensed under The Gambling Act 2005. www.bingo-association.co.uk.

There are 103 proprietors in membership. Membership profile ranges from the large operators, including Gala (138 clubs) and Mecca (87 clubs), to smaller operators like Carlton Leisure (14 clubs) and many single unit businesses. The bingo sector directly employs over 13,000 people in the UK.

Over 3 million customers made over 48m visits to bingo clubs last year.

The Bingo Association launched a Bingo Industry Code of Conduct for Responsible Gambling. The Code of Conduct, entitled *Getting it Right*, has become a condition of membership going forward and has been introduced to encourage best practice by all Association Members in the area of Social Responsibility. The 12 points of the Code include a commitment to:

- A national self-exclusion scheme
- Participation in annual age verification tests
- Adherence to anti-money laundering measures
- Staff training on Social Responsibility and problem gambling
- Ensuring socially responsible marketing of products
- Making an annual cash contribution to a gambling harm prevention charity

About the Responsible Gambling Trust and the Ipsos MORI research

The Responsible Gambling Trust commissioned Ipsos MORI and Dr Heather Wardle to “identify the nature and extent of ‘problem gambling’ behaviour in licensed bingo retail operations in Great Britain.” Ipsos MORI undertook 1,448 telephone interview with patrons who attended licensed bingo clubs at least monthly. Fieldwork took place between 18-21 February and 7-26 March 2016. Problem gambling in this study was measured using the Problem Gambling Severity Index (PGSI), which identifies both problem gambling and those who may be ‘at-risk’.

To provide some historical context, the most recent results from the 2012 Health Surveys for England and Scotland estimate that 3.4% of those who played at a bingo club in the past year were problem gamblers.

This report presents an estimate of current problem gambling among regular bingo club patrons. However, any survey estimate is subject to sampling error and should be considered with reference to the confidence intervals, survey design and sample size. Where possible the report methodology attempted to overcome some of these factors; results were weighted to take account of non-response bias, 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, and we therefore caution against population-level correlations being made.

The Responsible Gambling Trust is the leading charity in the UK committed to minimising gambling-related harm. As an independent national charity funded by donations from the gambling industry, the Responsible Gambling Trust funds education, prevention and treatment services and commissions research to broaden public understanding of gambling-related harm. The aim is to stop people getting into problems with their gambling, and ensure that those that do develop problems receive fast and effective treatment and support. Click here to find out more: <http://www.responsiblegamblingtrust.org.uk/>

The Responsible Gambling Trust raises over £7 million each year in voluntary contributions from the gambling industry operating in Great Britain. This donation based system was proposed under the Gambling Act 2005 and is prescribed by the Gambling Commission in its Licence Conditions and Codes of Practice.

The Responsible Gambling Trust's programme of treatment, education, harm prevention and research are guided by the National Responsible Gambling Strategy, which is defined by the independent Responsible Gambling Strategy Board (RGSB) and endorsed by the Gambling Commission. The RGSB, the Gambling Commission and RGT work together under the terms of an agreement in place since 2012.