

# Bingo Association Study

## METHODOLOGY NOTE

ComRes interviewed 2,047 GB adults online between 3<sup>rd</sup> and 5<sup>th</sup> January 2014. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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## Bingo Survey

### ONLINE Fieldwork: 3rd-5th January 2014

Absolutes/col percents

Table 1  
Q.1 To what extent do you agree or disagree with the following statements?

#### Summary

Base: All respondents

	Statements						
	Bingo is a game that brings adults of different generations together	Bingo clubs provide an important community service by bringing people in the local area together	If a bingo club were to close, it would have a negative impact on the social life of the surrounding local community	If a bingo club were to close, it would have a negative impact on the economy of the surrounding local community	A decline in the bingo industry would have a negative impact on the economy in Britain overall	It is unfair that bingo clubs currently pay the equivalent of 32% percent VAT	I have a positive view of bingo as a social activity
Unweighted base	2047	2047	2047	2047	2047	2047	2047
Weighted base	2047	2047	2047	2047	2047	2047	2047
NET: Agree	1281 63%	1243 61%	965 47%	696 34%	617 30%	836 41%	1053 51%
Strongly agree (4)	297 14%	236 12%	180 9%	137 7%	122 6%	256 13%	217 11%
Tend to agree (3)	984 48%	1007 49%	785 38%	559 27%	495 24%	581 28%	836 41%
Tend to disagree (2)	269 13%	274 13%	378 18%	497 24%	497 24%	359 18%	421 21%
Strongly disagree (1)	79 4%	102 5%	208 10%	223 11%	213 10%	200 10%	206 10%
NET: Disagree	348 17%	375 18%	586 29%	720 35%	710 35%	559 27%	626 31%
Don't know	418 20%	429 21%	496 24%	631 31%	720 35%	652 32%	367 18%
Mean	2.92	2.85	2.60	2.43	2.40	2.64	2.63
Standard deviation	0.73	0.74	0.86	0.87	0.86	0.94	0.86
Standard error	0.02	0.02	0.02	0.02	0.02	0.03	0.02

## Bingo Survey

### ONLINE Fieldwork: 3rd-5th January 2014

Absolutes/col percents

Table 2

**Q.1 To what extent do you agree or disagree with the following statements?**

**Bingo is a game that brings adults of different generations together**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2047	1021	1026	262	304	335	353	322	471	584	606	360	497	327	782
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	345	801
NET: Agree	1281 63%	632 63%	648 62%	154 63%	230 67%	238 69%	225 62%	194 64%	239 54%	286 52%	374 66%	294 66%	326 67%	237 68%	523 65%
Strongly agree	(4) 297 14%	165 16%	132 13%	57 23%	56 16%	54 16%	47 13%	46 15%	37 8%	48 9%	89 16%	70 16%	89 18%	62 18%	130 16%
Tend to agree	(3) 984 48%	467 47%	517 50%	98 40%	174 50%	184 53%	178 49%	148 49%	202 45%	238 44%	285 50%	224 50%	237 49%	174 50%	393 49%
Tend to disagree	(2) 269 13%	139 14%	131 13%	29 12%	57 17%	37 11%	44 12%	37 12%	65 15%	103 19%	64 11%	56 12%	46 9%	56 16%	93 12%
Strongly disagree	(1) 79 4%	43 4%	36 3%	11 4%	12 3%	6 2%	16 5%	11 4%	22 5%	29 5%	17 3%	14 3%	19 4%	15 4%	25 3%
NET: Disagree	348 17%	182 18%	166 16%	39 16%	69 20%	44 13%	61 17%	48 16%	87 20%	132 24%	82 14%	69 16%	65 13%	72 21%	118 15%
Don't know	418 20%	189 19%	229 22%	50 20%	46 13%	63 18%	79 22%	62 20%	120 27%	129 24%	111 20%	82 18%	95 20%	37 11%	161 20%
Mean	2.92	2.93	2.91	3.04	2.92	3.02	2.89	2.94	2.78	2.73	2.98	2.97	3.01	2.92	2.98
Standard deviation	0.73	0.76	0.70	0.81	0.73	0.64	0.74	0.73	0.73	0.75	0.70	0.70	0.74	0.76	0.71
Standard error	0.02	0.03	0.02	0.06	0.05	0.04	0.04	0.05	0.04	0.04	0.03	0.04	0.04	0.04	0.03

## Bingo Survey

### ONLINE Fieldwork: 3rd-5th January 2014

Absolutes/col percents

Table 2

**Q.1 To what extent do you agree or disagree with the following statements?**

**Bingo is a game that brings adults of different generations together**

**Base: All respondents**

	Region													I have a positive view of bingo as a social activity		
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Agree	Dis-agree	Don't know
Unweighted base	2047	175	85	1787	82	220	170	194	141	188	286	308	198	1038	641	368
Weighted base	2047	184	102	1760	82	225	184	184	143	205	266	287	184	1053	626	367
NET: Agree	1281 63%	114 62%	63 62%	1103 63%	58 71%	138 61%	124 68%	116 63%	87 61%	129 63%	166 62%	181 63%	103 56%	928 88%	244 39%	109 30%
Strongly agree (4)	297 14%	32 17%	17 17%	248 14%	15 18%	31 14%	23 12%	26 14%	16 11%	24 12%	50 19%	44 16%	19 10%	274 26%	20 3%	3 1%
Tend to agree (3)	984 48%	83 45%	46 45%	855 49%	44 54%	107 48%	101 55%	90 49%	71 50%	105 51%	116 44%	137 48%	84 46%	654 62%	224 36%	106 29%
Tend to disagree (2)	269 13%	28 15%	16 16%	225 13%	8 10%	29 13%	30 16%	26 14%	17 12%	21 10%	38 14%	31 11%	26 14%	74 7%	170 27%	26 7%
Strongly disagree (1)	79 4%	5 3%	2 2%	72 4%	3 4%	7 3%	2 1%	9 5%	7 5%	11 6%	13 5%	12 4%	7 4%	4 *	73 12%	2 *
NET: Disagree	348 17%	33 18%	18 17%	297 17%	12 14%	37 16%	32 17%	35 19%	23 16%	33 16%	51 19%	43 15%	33 18%	78 7%	243 39%	27 7%
Don't know	418 20%	37 20%	21 21%	360 20%	12 14%	50 22%	28 15%	33 18%	33 23%	43 21%	50 19%	62 22%	49 26%	48 5%	140 22%	231 63%
Mean	2.92	2.96	2.98	2.91	2.99	2.92	2.93	2.88	2.88	2.87	2.94	2.95	2.84	3.19	2.39	2.81
Standard deviation	0.73	0.73	0.71	0.73	0.73	0.72	0.62	0.76	0.73	0.74	0.80	0.74	0.72	0.57	0.79	0.48
Standard error	0.02	0.06	0.09	0.02	0.09	0.05	0.05	0.06	0.07	0.06	0.05	0.05	0.06	0.02	0.04	0.04

## Bingo Survey

### ONLINE Fieldwork: 3rd-5th January 2014

Absolutes/col percents

Table 3

**Q.1 To what extent do you agree or disagree with the following statements?**

**Bingo clubs provide an important community service by bringing people in the local area together**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2047	1021	1026	262	304	335	353	322	471	584	606	360	497	327	782
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	345	801
NET: Agree	1243 61%	648 65%	595 57%	156 64%	201 58%	218 63%	231 63%	186 61%	251 56%	306 56%	356 63%	279 62%	303 62%	229 66%	495 62%
Strongly agree	(4) 236 12%	144 14%	92 9%	51 21%	39 11%	54 16%	37 10%	34 11%	21 5%	45 8%	71 13%	61 14%	59 12%	57 16%	102 13%
Tend to agree	(3) 1007 49%	504 50%	503 48%	106 43%	162 47%	164 48%	195 53%	151 50%	230 52%	261 48%	284 50%	218 49%	244 50%	172 50%	393 49%
Tend to disagree	(2) 274 13%	128 13%	145 14%	25 10%	67 20%	39 11%	47 13%	37 12%	58 13%	90 16%	70 12%	62 14%	51 11%	45 13%	113 14%
Strongly disagree	(1) 102 5%	57 6%	45 4%	9 4%	14 4%	10 3%	22 6%	21 7%	25 6%	39 7%	20 3%	22 5%	21 4%	20 6%	32 4%
NET: Disagree	375 18%	185 18%	190 18%	34 14%	82 24%	49 14%	70 19%	58 19%	83 19%	129 24%	90 16%	84 19%	72 15%	65 19%	145 18%
Don't know	429 21%	170 17%	259 25%	53 22%	62 18%	78 23%	64 18%	60 20%	112 25%	113 21%	122 22%	83 19%	111 23%	51 15%	161 20%
Mean	2.85	2.88	2.82	3.05	2.80	2.98	2.82	2.81	2.74	2.72	2.91	2.87	2.91	2.90	2.88
Standard deviation	0.74	0.77	0.71	0.76	0.74	0.71	0.74	0.78	0.68	0.77	0.70	0.76	0.71	0.78	0.72
Standard error	0.02	0.03	0.03	0.05	0.05	0.04	0.04	0.05	0.04	0.04	0.03	0.04	0.04	0.05	0.03

## Bingo Survey

### ONLINE Fieldwork: 3rd-5th January 2014

Absolutes/col percents

Table 3

**Q.1 To what extent do you agree or disagree with the following statements?****Bingo clubs provide an important community service by bringing people in the local area together****Base: All respondents**

	Total	Region											I have a positive view of bingo as a social activity			
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Agree	Dis-agree	Don't know
Unweighted base	2047	175	85	1787	82	220	170	194	141	188	286	308	198	1038	641	368
Weighted base	2047	184	102	1760	82	225	184	184	143	205	266	287	184	1053	626	367
NET: Agree	1243	112	66	1065	56	143	113	114	83	123	171	160	102	937	208	98
	61%	61%	65%	60%	68%	63%	61%	62%	58%	60%	64%	56%	55%	89%	33%	27%
Strongly agree	(4) 236	25	13	198	10	32	18	23	9	24	46	24	13	224	11	2
	12%	14%	13%	11%	12%	14%	10%	12%	7%	12%	17%	8%	7%	21%	2%	1%
Tend to agree	(3) 1007	87	53	867	46	111	94	91	73	100	125	136	90	713	197	96
	49%	47%	52%	49%	56%	49%	51%	50%	51%	49%	47%	47%	49%	68%	32%	26%
Tend to disagree	(2) 274	26	12	235	12	36	19	25	25	22	36	43	19	58	194	21
	13%	14%	12%	13%	14%	16%	11%	13%	17%	11%	13%	15%	10%	6%	31%	6%
Strongly disagree	(1) 102	9	5	87	6	8	6	10	9	12	10	10	16	3	98	-
	5%	5%	5%	5%	7%	4%	3%	5%	7%	6%	4%	3%	8%	*	16%	-
NET: Disagree	375	36	18	322	18	44	25	34	34	34	46	53	34	62	292	21
	18%	19%	17%	18%	22%	20%	14%	19%	24%	17%	17%	18%	19%	6%	47%	6%
Don't know	429	37	18	374	9	38	46	36	26	48	50	74	48	55	126	248
	21%	20%	18%	21%	10%	17%	25%	19%	18%	23%	19%	26%	26%	5%	20%	68%
Mean	2.85	2.86	2.89	2.85	2.80	2.89	2.91	2.86	2.71	2.86	2.95	2.82	2.73	3.16	2.24	2.84
Standard deviation	0.74	0.77	0.74	0.73	0.77	0.73	0.66	0.75	0.73	0.76	0.75	0.69	0.78	0.52	0.79	0.41
Standard error	0.02	0.07	0.09	0.02	0.09	0.05	0.06	0.06	0.07	0.06	0.05	0.05	0.07	0.02	0.03	0.04

## Bingo Survey

### ONLINE Fieldwork: 3rd-5th January 2014

Absolutes/col percents

Table 4

**Q.1 To what extent do you agree or disagree with the following statements?****If a bingo club were to close, it would have a negative impact on the social life of the surrounding local community****Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2047	1021	1026	262	304	335	353	322	471	584	606	360	497	327	782
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	345	801
NET: Agree	965 47%	535 53%	430 41%	131 54%	167 48%	173 50%	165 45%	147 48%	183 41%	253 46%	275 48%	220 49%	216 44%	191 55%	386 48%
Strongly agree	(4) 180 9%	116 12%	64 6%	47 19%	34 10%	28 8%	24 7%	23 8%	24 5%	33 6%	58 10%	42 9%	47 10%	41 12%	74 9%
Tend to agree	(3) 785 38%	419 42%	366 35%	84 35%	133 39%	145 42%	140 38%	124 41%	159 36%	221 40%	217 38%	178 40%	169 35%	150 43%	312 39%
Tend to disagree	(2) 378 18%	179 18%	199 19%	37 15%	73 21%	55 16%	68 19%	51 17%	94 21%	104 19%	104 18%	82 18%	88 18%	64 19%	143 18%
Strongly disagree	(1) 208 10%	95 9%	114 11%	19 8%	32 9%	28 8%	46 13%	31 10%	52 12%	58 11%	59 10%	41 9%	51 10%	36 10%	80 10%
NET: Disagree	586 29%	274 27%	312 30%	55 23%	105 31%	83 24%	114 31%	82 27%	146 33%	161 29%	163 29%	123 28%	139 29%	100 29%	222 28%
Don't know	496 24%	194 19%	302 29%	57 23%	72 21%	88 26%	86 24%	75 25%	117 26%	133 24%	130 23%	102 23%	131 27%	54 16%	192 24%
Mean	2.60	2.69	2.51	2.86	2.62	2.67	2.51	2.61	2.47	2.55	2.63	2.64	2.60	2.67	2.63
Standard deviation	0.86	0.86	0.85	0.91	0.85	0.81	0.87	0.84	0.85	0.83	0.88	0.85	0.89	0.87	0.86
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.05	0.05	0.05	0.04

## Bingo Survey

### ONLINE Fieldwork: 3rd-5th January 2014

Absolutes/col percents

Table 4

**Q.1 To what extent do you agree or disagree with the following statements?****If a bingo club were to close, it would have a negative impact on the social life of the surrounding local community****Base: All respondents**

	Region													I have a positive view of bingo as a social activity		
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Agree	Dis-agree	Don't know
Unweighted base	2047	175	85	1787	82	220	170	194	141	188	286	308	198	1038	641	368
Weighted base	2047	184	102	1760	82	225	184	184	143	205	266	287	184	1053	626	367
NET: Agree	965 47%	93 50%	40 39%	832 47%	39 47%	110 49%	81 44%	89 48%	69 48%	94 46%	135 51%	137 48%	79 43%	736 70%	163 26%	66 18%
Strongly agree	(4) 180 9%	18 10%	8 8%	153 9%	8 9%	27 12%	13 7%	16 8%	10 7%	13 6%	36 14%	21 7%	11 6%	170 16%	8 1%	3 1%
Tend to agree	(3) 785 38%	75 41%	32 31%	678 39%	31 38%	83 37%	68 37%	73 40%	58 41%	82 40%	98 37%	116 41%	68 37%	566 54%	155 25%	64 17%
Tend to disagree	(2) 378 18%	32 17%	26 25%	320 18%	15 18%	47 21%	30 16%	32 17%	30 21%	34 17%	45 17%	52 18%	35 19%	153 14%	204 33%	21 6%
Strongly disagree	(1) 208 10%	18 10%	13 12%	178 10%	11 13%	21 9%	21 11%	23 13%	14 10%	18 9%	22 8%	22 8%	25 14%	58 5%	135 22%	16 4%
NET: Disagree	586 29%	50 27%	38 37%	498 28%	26 31%	68 30%	51 28%	55 30%	45 31%	52 25%	67 25%	74 26%	60 33%	210 20%	339 54%	37 10%
Don't know	496 24%	41 22%	24 23%	431 24%	18 22%	48 21%	52 28%	40 22%	30 21%	58 28%	64 24%	75 26%	46 25%	107 10%	124 20%	264 72%
Mean	2.60	2.65	2.46	2.61	2.55	2.65	2.55	2.56	2.57	2.61	2.74	2.64	2.46	2.90	2.07	2.52
Standard deviation	0.86	0.86	0.89	0.86	0.92	0.87	0.87	0.89	0.83	0.81	0.88	0.80	0.88	0.76	0.80	0.78
Standard error	0.02	0.08	0.11	0.02	0.11	0.07	0.08	0.07	0.08	0.07	0.06	0.05	0.07	0.02	0.04	0.08



## Bingo Survey

### ONLINE Fieldwork: 3rd-5th January 2014

Absolutes/col percents

Table 5

**Q.1 To what extent do you agree or disagree with the following statements?****If a bingo club were to close, it would have a negative impact on the economy of the surrounding local community****Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2047	1021	1026	262	304	335	353	322	471	584	606	360	497	327	782
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	345	801
NET: Agree	696 34%	422 42%	274 26%	126 52%	129 37%	139 40%	115 32%	90 30%	98 22%	164 30%	219 39%	168 38%	145 30%	173 50%	293 37%
Strongly agree	(4) 137 7%	85 8%	53 5%	42 17%	22 6%	24 7%	17 5%	17 6%	15 3%	28 5%	51 9%	27 6%	31 6%	43 12%	48 6%
Tend to agree	(3) 559 27%	337 34%	221 21%	84 35%	106 31%	114 33%	98 27%	73 24%	83 19%	136 25%	168 30%	141 32%	113 23%	130 38%	245 31%
Tend to disagree	(2) 497 24%	245 24%	252 24%	39 16%	82 24%	70 20%	95 26%	84 27%	128 29%	149 27%	133 23%	95 21%	120 25%	75 22%	193 24%
Strongly disagree	(1) 223 11%	108 11%	114 11%	17 7%	39 11%	33 10%	44 12%	34 11%	56 13%	60 11%	52 9%	54 12%	56 12%	27 8%	85 11%
NET: Disagree	720 35%	353 35%	367 35%	57 23%	121 35%	103 30%	138 38%	117 39%	184 41%	209 38%	185 33%	149 34%	176 36%	102 30%	278 35%
Don't know	631 31%	228 23%	403 39%	61 25%	95 28%	103 30%	111 31%	97 32%	164 37%	174 32%	163 29%	128 29%	166 34%	70 20%	230 29%
Mean	2.43	2.51	2.33	2.82	2.45	2.54	2.35	2.35	2.20	2.36	2.54	2.45	2.37	2.68	2.45
Standard deviation	0.87	0.87	0.86	0.89	0.86	0.85	0.84	0.85	0.82	0.84	0.87	0.87	0.88	0.85	0.84
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.05	0.04

## Bingo Survey

### ONLINE Fieldwork: 3rd-5th January 2014

Absolutes/col percents

Table 5

**Q.1 To what extent do you agree or disagree with the following statements?****If a bingo club were to close, it would have a negative impact on the economy of the surrounding local community****Base: All respondents**

	Region													I have a positive view of bingo as a social activity		
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Agree	Dis-agree	Don't know
Unweighted base	2047	175	85	1787	82	220	170	194	141	188	286	308	198	1038	641	368
Weighted base	2047	184	102	1760	82	225	184	184	143	205	266	287	184	1053	626	367
NET: Agree	696 34%	75 41%	37 37%	583 33%	27 33%	77 34%	58 31%	66 36%	42 30%	72 35%	107 40%	84 29%	50 27%	570 54%	93 15%	33 9%
Strongly agree	(4) 137 7%	16 9%	9 9%	112 6%	2 3%	16 7%	11 6%	11 6%	4 3%	10 5%	34 13%	16 6%	7 4%	121 11%	12 2%	4 1%
Tend to agree	(3) 559 27%	59 32%	28 27%	471 27%	25 30%	61 27%	46 25%	55 30%	38 27%	62 30%	73 27%	68 24%	43 23%	449 43%	80 13%	29 8%
Tend to disagree	(2) 497 24%	41 22%	16 16%	439 25%	23 28%	53 23%	52 28%	49 27%	38 27%	39 19%	56 21%	68 24%	61 33%	210 20%	251 40%	35 10%
Strongly disagree	(1) 223 11%	17 9%	16 16%	189 11%	12 15%	24 11%	18 10%	21 11%	23 16%	18 9%	26 10%	29 10%	19 10%	76 7%	133 21%	14 4%
NET: Disagree	720 35%	59 32%	32 32%	628 36%	35 43%	77 34%	71 38%	70 38%	61 43%	56 28%	82 31%	97 34%	79 43%	286 27%	384 61%	49 13%
Don't know	631 31%	50 27%	32 32%	549 31%	20 24%	71 32%	56 30%	48 26%	40 28%	77 37%	78 29%	105 37%	55 30%	197 19%	149 24%	285 78%
Mean	2.43	2.55	2.44	2.42	2.28	2.45	2.39	2.41	2.23	2.50	2.61	2.39	2.30	2.72	1.94	2.28
Standard deviation	0.87	0.87	1.00	0.86	0.82	0.88	0.84	0.85	0.84	0.82	0.94	0.86	0.78	0.81	0.74	0.80
Standard error	0.02	0.08	0.13	0.02	0.10	0.07	0.08	0.07	0.08	0.07	0.07	0.06	0.07	0.03	0.03	0.09

## Bingo Survey

### ONLINE Fieldwork: 3rd-5th January 2014

Absolutes/col percents

Table 6

**Q.1 To what extent do you agree or disagree with the following statements?****A decline in the bingo industry would have a negative impact on the economy in Britain overall****Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2047	1021	1026	262	304	335	353	322	471	584	606	360	497	327	782
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	345	801
NET: Agree	617 30%	372 37%	244 23%	126 52%	112 32%	128 37%	105 29%	74 24%	72 16%	125 23%	199 35%	154 34%	140 29%	150 43%	265 33%
Strongly agree	(4) 122 6%	92 9%	30 3%	45 18%	14 4%	21 6%	21 6%	14 5%	7 2%	21 4%	51 9%	20 5%	30 6%	53 15%	43 5%
Tend to agree	(3) 495 24%	280 28%	214 21%	82 34%	98 28%	107 31%	85 23%	59 20%	64 14%	104 19%	148 26%	134 30%	110 23%	96 28%	222 28%
Tend to disagree	(2) 497 24%	250 25%	247 24%	35 15%	79 23%	73 21%	93 25%	89 29%	128 29%	157 29%	132 23%	96 21%	112 23%	80 23%	189 24%
Strongly disagree	(1) 213 10%	125 12%	89 8%	12 5%	38 11%	29 8%	41 11%	27 9%	66 15%	75 14%	51 9%	39 9%	48 10%	31 9%	84 11%
NET: Disagree	710 35%	374 37%	335 32%	48 20%	116 34%	102 29%	134 37%	116 38%	194 44%	232 42%	183 32%	135 30%	160 33%	112 32%	273 34%
Don't know	720 35%	256 26%	464 44%	69 29%	117 34%	115 33%	125 34%	114 37%	180 40%	191 35%	186 33%	157 35%	186 38%	84 24%	263 33%
Mean	2.40	2.45	2.32	2.91	2.38	2.52	2.36	2.32	2.05	2.20	2.52	2.47	2.40	2.66	2.42
Standard deviation	0.86	0.91	0.79	0.86	0.83	0.83	0.87	0.81	0.78	0.84	0.89	0.81	0.87	0.94	0.85
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.06	0.06	0.05	0.04	0.04	0.05	0.05	0.06	0.04

## Bingo Survey

### ONLINE Fieldwork: 3rd-5th January 2014

Absolutes/col percents

Table 6

**Q.1 To what extent do you agree or disagree with the following statements?****A decline in the bingo industry would have a negative impact on the economy in Britain overall****Base: All respondents**

	Region													I have a positive view of bingo as a social activity			
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Agree	Dis-agree	Don't know	
Unweighted base	2047	175	85	1787	82	220	170	194	141	188	286	308	198	1038	641	368	
Weighted base	2047	184	102	1760	82	225	184	184	143	205	266	287	184	1053	626	367	
NET: Agree	617 30%	63 34%	35 34%	519 29%	26 32%	69 31%	54 29%	58 31%	42 29%	62 30%	105 40%	63 22%	40 22%	523 50%	62 10%	32 9%	
Strongly agree	(4) 6%	122 8%	15 6%	6 6%	101 6%	6 7%	8 4%	10 5%	11 6%	4 3%	12 6%	33 12%	11 4%	6 3%	114 11%	7 1%	- -
Tend to agree	(3) 24%	495 24%	48 26%	29 28%	418 24%	20 25%	61 27%	44 24%	47 25%	38 26%	50 25%	72 27%	52 18%	34 18%	408 39%	55 9%	32 9%
Tend to disagree	(2) 24%	497 24%	48 26%	12 11%	437 25%	21 26%	64 28%	52 28%	47 25%	32 23%	38 19%	49 18%	79 28%	55 30%	230 22%	241 39%	25 7%
Strongly disagree	(1) 10%	213 10%	17 9%	7 7%	189 11%	3 4%	24 11%	14 7%	22 12%	23 16%	26 13%	26 10%	25 9%	26 14%	48 5%	155 25%	11 3%
NET: Disagree	710 35%	65 35%	19 18%	626 36%	24 30%	88 39%	66 36%	68 37%	55 38%	64 31%	75 28%	105 37%	81 44%	278 26%	396 63%	36 10%	
Don't know	720 35%	56 30%	48 47%	616 35%	31 38%	68 30%	65 35%	58 32%	46 32%	79 38%	86 32%	119 41%	64 35%	253 24%	169 27%	299 81%	
Mean	2.40	2.48	2.63	2.38	2.57	2.33	2.42	2.37	2.24	2.38	2.63	2.29	2.16	2.74	1.81	2.31	
Standard deviation	0.86	0.87	0.86	0.86	0.79	0.80	0.80	0.87	0.86	0.92	0.95	0.80	0.82	0.77	0.70	0.73	
Standard error	0.02	0.08	0.13	0.03	0.11	0.07	0.08	0.08	0.09	0.08	0.07	0.06	0.07	0.03	0.03	0.09	

## Bingo Survey

### ONLINE Fieldwork: 3rd-5th January 2014

Absolutes/col percents

Table 7

**Q.1 To what extent do you agree or disagree with the following statements?**

**It is unfair that bingo clubs currently pay the equivalent of 32% percent VAT**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2047	1021	1026	262	304	335	353	322	471	584	606	360	497	327	782
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	345	801
NET: Agree	836 41%	478 48%	358 34%	136 56%	128 37%	150 43%	157 43%	119 39%	148 33%	172 31%	249 44%	201 45%	214 44%	171 50%	334 42%
Strongly agree	(4) 256 13%	175 17%	81 8%	56 23%	43 12%	46 13%	36 10%	39 13%	36 8%	54 10%	80 14%	56 13%	65 13%	58 17%	109 14%
Tend to agree	(3) 581 28%	303 30%	277 27%	80 33%	85 25%	103 30%	121 33%	80 26%	112 25%	118 21%	169 30%	145 32%	149 31%	113 33%	225 28%
Tend to disagree	(2) 359 18%	179 18%	179 17%	23 10%	70 20%	61 18%	58 16%	59 19%	88 20%	123 22%	98 17%	66 15%	72 15%	49 14%	144 18%
Strongly disagree	(1) 200 10%	108 11%	92 9%	13 5%	22 6%	23 7%	35 10%	38 13%	69 16%	79 14%	49 9%	32 7%	41 8%	31 9%	69 9%
NET: Disagree	559 27%	287 29%	271 26%	36 15%	91 26%	85 25%	93 25%	97 32%	157 35%	202 37%	146 26%	97 22%	113 23%	79 23%	212 27%
Don't know	652 32%	237 24%	414 40%	71 29%	126 36%	110 32%	116 32%	88 29%	141 32%	174 32%	172 30%	147 33%	159 33%	95 27%	254 32%
Mean	2.64	2.71	2.55	3.04	2.68	2.74	2.63	2.55	2.38	2.40	2.71	2.76	2.73	2.79	2.69
Standard deviation	0.94	0.97	0.89	0.87	0.90	0.89	0.90	0.98	0.96	0.98	0.93	0.88	0.92	0.94	0.93
Standard error	0.03	0.04	0.04	0.06	0.07	0.06	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.06	0.04

## Bingo Survey

### ONLINE Fieldwork: 3rd-5th January 2014

Absolutes/col percents

Table 7

**Q.1 To what extent do you agree or disagree with the following statements?**

**It is unfair that bingo clubs currently pay the equivalent of 32% percent VAT**

**Base: All respondents**

	Region													I have a positive view of bingo as a social activity		
	Total	Scotland	Wales	NET:									Agree	Dis-agree	Don't know	
				England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East				South West
Unweighted base	2047	175	85	1787	82	220	170	194	141	188	286	308	198	1038	641	368
Weighted base	2047	184	102	1760	82	225	184	184	143	205	266	287	184	1053	626	367
NET: Agree	836 41%	89 48%	44 43%	704 40%	39 48%	87 38%	75 41%	69 37%	63 44%	86 42%	126 47%	94 33%	65 35%	660 63%	133 21%	44 12%
Strongly agree	(4) 256 13%	28 15%	10 10%	218 12%	15 18%	26 12%	22 12%	23 12%	15 10%	24 12%	46 17%	30 10%	17 9%	228 22%	24 4%	4 1%
Tend to agree	(3) 581 28%	61 33%	33 33%	487 28%	24 30%	60 27%	54 29%	46 25%	48 34%	62 30%	80 30%	64 22%	48 26%	432 41%	109 17%	40 11%
Tend to disagree	(2) 359 18%	30 16%	16 16%	313 18%	12 15%	46 20%	34 18%	33 18%	29 20%	36 17%	36 14%	59 21%	28 15%	153 15%	170 27%	36 10%
Strongly disagree	(1) 200 10%	10 5%	8 8%	182 10%	10 12%	20 9%	11 6%	18 10%	11 8%	21 10%	29 11%	36 13%	26 14%	30 3%	160 26%	11 3%
NET: Disagree	559 27%	40 22%	24 24%	495 28%	23 28%	66 29%	45 24%	50 27%	40 28%	57 28%	65 24%	96 33%	54 29%	182 17%	330 53%	47 13%
Don't know	652 32%	56 30%	35 34%	562 32%	20 25%	73 32%	64 35%	65 35%	41 28%	62 30%	75 28%	97 34%	65 35%	211 20%	164 26%	277 75%
Mean	2.64	2.83	2.68	2.62	2.71	2.61	2.71	2.62	2.65	2.63	2.75	2.46	2.47	3.02	1.99	2.40
Standard deviation	0.94	0.86	0.88	0.95	1.02	0.92	0.87	0.96	0.86	0.94	0.99	0.97	0.99	0.77	0.89	0.75
Standard error	0.03	0.08	0.12	0.03	0.13	0.07	0.08	0.08	0.09	0.08	0.07	0.07	0.09	0.03	0.04	0.08

## Bingo Survey

### ONLINE Fieldwork: 3rd-5th January 2014

Absolutes/col percents

Table 8

**Q.1 To what extent do you agree or disagree with the following statements?**

**I have a positive view of bingo as a social activity**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2047	1021	1026	262	304	335	353	322	471	584	606	360	497	327	782
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	345	801
NET: Agree	1053 51%	550 55%	504 48%	158 65%	197 57%	206 60%	182 50%	138 45%	173 39%	229 42%	309 55%	254 57%	261 54%	213 62%	450 56%
Strongly agree	(4) 217 11%	133 13%	84 8%	57 23%	46 13%	46 13%	29 8%	22 7%	18 4%	38 7%	78 14%	46 10%	55 11%	58 17%	92 11%
Tend to agree	(3) 836 41%	417 42%	420 40%	101 42%	152 44%	160 46%	152 42%	116 38%	156 35%	190 35%	231 41%	209 47%	206 42%	155 45%	358 45%
Tend to disagree	(2) 421 21%	212 21%	209 20%	23 9%	74 21%	56 16%	73 20%	73 24%	122 27%	153 28%	119 21%	71 16%	78 16%	57 17%	151 19%
Strongly disagree	(1) 206 10%	96 10%	110 11%	15 6%	21 6%	18 5%	35 9%	40 13%	77 17%	70 13%	38 7%	38 9%	60 12%	29 8%	54 7%
NET: Disagree	626 31%	308 31%	319 31%	37 15%	95 28%	74 21%	108 30%	112 37%	200 45%	223 41%	157 28%	109 24%	137 28%	86 25%	206 26%
Don't know	367 18%	146 15%	221 21%	48 20%	53 15%	65 19%	75 21%	54 18%	72 16%	95 17%	101 18%	83 19%	88 18%	46 13%	146 18%
Mean	2.63	2.68	2.58	3.02	2.76	2.83	2.61	2.48	2.30	2.44	2.75	2.72	2.64	2.81	2.74
Standard deviation	0.86	0.87	0.85	0.84	0.80	0.77	0.82	0.86	0.85	0.85	0.83	0.81	0.90	0.86	0.80
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.05	0.03

## Bingo Survey

### ONLINE Fieldwork: 3rd-5th January 2014

Absolutes/col percents

Table 8

**Q.1 To what extent do you agree or disagree with the following statements?**

**I have a positive view of bingo as a social activity**

**Base: All respondents**

	Region													I have a positive view of bingo as a social activity		
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Agree	Dis-agree	Don't know
Unweighted base	2047	175	85	1787	82	220	170	194	141	188	286	308	198	1038	641	368
Weighted base	2047	184	102	1760	82	225	184	184	143	205	266	287	184	1053	626	367
NET: Agree	1053 51%	90 49%	58 57%	905 51%	49 59%	115 51%	95 51%	100 54%	65 45%	107 52%	154 58%	139 49%	81 44%	1053 100%	-	-
Strongly agree (4)	217 11%	22 12%	11 11%	184 10%	8 10%	29 13%	15 8%	19 10%	13 9%	16 8%	50 19%	22 8%	11 6%	217 21%	-	-
Tend to agree (3)	836 41%	68 37%	47 46%	722 41%	40 49%	86 38%	79 43%	81 44%	52 36%	90 44%	104 39%	117 41%	71 38%	836 79%	-	-
Tend to disagree (2)	421 21%	49 27%	15 15%	357 20%	19 23%	43 19%	41 22%	38 20%	36 25%	31 15%	42 16%	70 24%	38 21%	-	421 67%	-
Strongly disagree (1)	206 10%	21 11%	11 11%	174 10%	6 8%	20 9%	18 10%	17 9%	15 10%	24 12%	19 7%	30 11%	24 13%	-	206 33%	-
NET: Disagree	626 31%	70 38%	26 25%	531 30%	25 30%	63 28%	59 32%	55 30%	51 36%	55 27%	60 23%	100 35%	62 34%	-	626 100%	-
Don't know	367 18%	25 14%	18 18%	324 18%	8 10%	47 21%	31 17%	29 16%	27 19%	43 21%	51 19%	47 16%	41 22%	-	-	367 100%
Mean	2.63	2.57	2.70	2.64	2.69	2.69	2.60	2.66	2.54	2.61	2.86	2.55	2.47	3.21	1.67	-
Standard deviation	0.86	0.89	0.86	0.85	0.79	0.88	0.83	0.83	0.86	0.86	0.87	0.83	0.86	0.40	0.47	-
Standard error	0.02	0.07	0.10	0.02	0.09	0.07	0.07	0.07	0.08	0.07	0.06	0.05	0.07	0.01	0.02	-