BMG Research Report

Newham Borough Council
Survey on Casino Proposals
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bmg research

Because people matter.

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1 Executive Summary

A baseline survey on casino proposals in Newham was carried out with a representative sample of 1025 residents in Newham. The collection of data took place between Friday the 13th of April and Friday the 4th of May. A summary of the findings are presented below.

Awareness of Casino Proposal

Prior to their interview for this project, a quarter of respondents were already aware of Newham's selection as one of eight possible locations in Britain for a large casino development.

Type of Development

Respondents were prompted with a list of types of casino development in the area. The most popular of these suggestions was 'A casino located in a new entertainment complex with bars, restaurants, spa and health club, open during the day and night', with a third of respondents being in favour of such a development. That said, half of residents were in opposition to the construction of this 'most popular' option. This option proved most popular amongst White respondents, with 42% in support and was least popular amongst the Asian community, with almost two thirds (61%) in opposition.

The least popular option amongst those suggested was 'a casino by itself', with more than half (57%) of respondents in opposition and just under a quarter (23%) in support. Almost eight in ten Asian respondents opposed this option, whilst a quarter of White respondents were in support.

Perceived Benefits and Disadvantages

Residents were also asked for their opinion on the benefits and disadvantages a large casino development might bring to the area. Almost half of respondents (47%) spontaneously mentioned the creation of jobs as a key benefit, with a quarter (24%) spontaneously mentioning a beneficial effect on the local economy.

Spontaneous disadvantages were more forthcoming, with the main concerns being an increase in 'problem gambling and gambling addiction' (58%) and an increase in 'crime and anti-social behaviour' (56%). An increase in traffic congestion was also mentioned as a spontaneous concern by nearly a quarter (23%) of respondents.

Respondents were also prompted with a list of potential benefits and disadvantages. At least seven in ten respondents agreed with each of the following suggested disadvantages of a **large stand alone casino** development: Increased traffic congestion, increased crime and anti-social behaviour, increased problem gambling, increased noise and disruption at night. The least concerning of the potential disadvantages was that 'some local firms might go out of business', although more than half (51%) of respondents agreed with this sentiment.

Of the prompted potential benefits, the most commonly agreed with for a **large stand alone casino** were the creation of jobs (59%), bringing more money into the borough (41%) and increased tourism (34%). However, respondents were much more likely to agree with the suggested disadvantages than with the suggested advantages, suggesting that a majority of respondents believe the disadvantages of such a development outweigh any associated benefits.

With regards to the views of respondents regarding the same list of potential benefits for a **casino within an entertainment complex**, respondents were more likely to agree that such a development would create jobs in the area (71% in agreement vs. 59% for a stand alone casino), bring more money into the borough (48% vs. 41%) and increase tourism (42% vs. 34%). More than four in ten also agreed that such a development would create a new entertainment area in Newham.

With regards to the suggested potential disadvantages for the development of a **casino within an entertainment complex**, there remained a very high level of agreement with all statements. In fact, in line with the levels of agreement seen for a stand alone casino, more than seven in ten respondents agreed that such a development would bring: Increased traffic congestion, increased crime and anti-social behaviour, increased problem gambling, increased noise and disruption at night (5% higher than for the stand alone option, possibly due to the entertainment facilities aspect).

This illustrates that even for the 'more popular' of the two options; respondents were far more likely to agree with the suggested potential disadvantages than with the suggested potential benefits.

Attitudes to Gambling

Some of the perceived opposition to a casino development in the area can perhaps be explained by the general attitude of residents to gambling. Respondents were shown a list of statements regarding gambling and asked the extent to which they agreed or disagreed with each.

Over two thirds of respondents felt that there are too many opportunities to gamble nowadays, with more than half believing gambling to be a fool's game and a waste of time. Just over half also agreed that gambling should be generally discouraged.

Two thirds also agreed that gambling is dangerous for family life, with more than half disagreeing that gambling is good for either the community or for society generally.

All of these negative views of gambling were significantly stronger amongst the Asian community and this is likely to be at least in part due to the fact that three quarters of all Asian respondents agreed that 'gambling is against my religious beliefs'. This is reinforced by the fact that a significantly higher proportion of the Muslim community than the Christian community agreed with all of the 'negative' statements suggested regarding gambling.

Perhaps somewhat surprisingly given some of these negative associations, opinion was evenly divided when respondents were asked if it would be better if gambling was banned altogether, with three quarters of respondents agreeing that people should have the right to gamble if they want to. This 'right to choose' was also the majority view for each of the ethnic groups, although the 80% of White group who agreed with this was a significantly higher proportion than the 68% of Black and 63% of Asian respondents. Agreement with this statement was also the most prevalent view for Christians (74%) and Muslims (62%), although the level of Christian agreement represents a significantly higher level of agreement compared to Muslims.

Gambling Habits

In line with the negative perceptions of gambling, the vast majority of respondents claimed not to partake in numerous gambling activities. Respondents were prompted with a list of 16 types of gambling and asked which they had spent money on in the last 12 months. They were also asked if they had spent money on these activities in the last month and the approximate amount they had spent in the last month.

Participation in the National Lottery draw was by far the most common type of gambling, with a third of respondents claiming to have played in the last year. Participation was significantly more common amongst White respondents (55%) compared to 28% Black and 18% Asian.

The purchase of scratchcards and gambling on horse races were the next most common types of gambling, although both were endorsed as having been partaken in by only around one in twenty respondents in the last 12 months. Again both types of gambling were much more prevalent in the White community.

2 Background and Methodology

Newham has been chosen as one of eight locations in Britain which are possible sites for a 'large' casino development.

In March 2007 Newham Council commissioned BMG Research to conduct a face to face survey amongst 1,000 local residents to assess the level of support for such a development and gather opinion on related issues.

The survey itself included questions relating to the following areas:

- Current leisure activities of residents;
- Leisure activities residents would like to see more of in Newham during the daytime and evening;
- Current gambling activities, including the frequency of types of gambling undertaken by residents and the amount spent on the most frequent;
- Attitudes to gambling discerned by the level of agreement or disagreement with statements regarding gambling;
- Awareness of the casino development;
- Types of casino development residents would support or oppose;
- Perceived benefits and disadvantages of a casino development in Newham;

Methodology

A key element of the project was to gather the views of a representative cross section of the community. Accordingly, quotas were set based on Census 2001 data for the gender, age, ethnicity and working status of respondents.

Geographical representation was achieved by selecting 84 of the boroughs 159 Super Output Areas (SOA's) at random, with a view to conducting approximately 12 interviews in each. Once these SOA's were selected, a random postcode sector was selected at random within each as a starting point for interviewers.

Interviews took place between Friday the 13th of April and Friday the 4th of May and were carried out throughout the day time and at evenings and weekends; with 'call backs' arranged at a more convenient time for willing respondents who wished to complete an interview.

A total of 1,025 interviews were completed, resulting in an observed statistic of 50% having a confidence interval of +/- 3% at the 95% confidence level.

Graphs and tables are used throughout the report to assist explanation and analysis. Although occasional anomalies appear due to 'rounding' differences, these are never more than +/-1%. These occur where rating scales have been added to calculate proportions of respondents who are in agreement or opposition (e.g. agree or agree strongly).

Demographic Groups

Relevant STATISTICALLY SIGNIFICANT differences in opinion or behaviour between demographic subgroups are commented on in the appropriate section of the report. These demographic groups include the following categories (the number of respondents in each sub category is shown in the table with an asterisk indicating those sub groups which are too small to allow a valid comparison with other sub groups in the same category):

Figure 1a

Demographic	Project sample %	Number
Age		
16-24	20	197
25-34	24	242
35-44	20	204
45-54	14	139
55-64	8	83
65+	12	122
Ethnicity		
White	39	397
Asian	35	351
Black	23	229
Mixed*	1	13
Religion		
Christian	46	453
Buddhist*	*	9
Hindu	6	58
Muslim	29	293
Sikh*	2	19
Any other religion*	2	23
No religion	15	150
Working Status		
Working	47	486
Not working	36	373
Retired	16	162
Length of Residency in Newham		
Up to 2 years	16	162
3-10 years	42	433
Over 10 years	16	167
Household income^		
Under £20k	19	191
£20k-£40k	16	167
£40k-£60k	3	34
£60k-£80k	*	4
£80k+	*	1

^ Only 39% of respondents gave information on income. Analysis by income has been reported, however should be treated with caution

Figure 1a (continued)

Social Class^^		
A* = Professional Grade: Higher managerial, administrative or professional occupations	*	1
B = Managerial and Technical Grade: Intermediate managerial, administrative, professional occupations	8	83
C1 = Non-manual (White Collar) Grade: Supervisory, clerical, junior managerial, administrative or professional occupations	22	226
C2 = Skilled Manual (Blue Collar) Grade: Skilled manual occupations	19	194
D = Semi/unskilled Manual Worker Grade: Semi or unskilled manual occupations	17	171
E = those not working or on a state pension: Those in receipt of Government benefits including state pensioners and those reliant on state benefits	14	147

^^ *In order to determine social class respondents were asked for some details regarding the type of employment currently undertaken by the chief income earner; including rank within any company, the type of industry or company they work in, highest qualifications obtained (job specific or otherwise) and the number of staff responsible for*.

3 Main Findings

Current Leisure Activities

The first section of the survey asked respondents how often they partake in a number of leisure activities. Respondents chose a time period for each activity from a showcard of potential responses.

Figure 1

Q1. Please tell me how frequently you do each of the following leisure activities?

Sample Base = 1025	At least once a week %	At least once a month %	Several times a year %	Once a year or less %	Never or almost never %
Go shopping	63	23	9	4	2
Visit parks	28	44	16	5	7
Go to a community event or social gathering in your usual place of worship	17	18	13	9	43
Use leisure centres	12	17	19	10	41
Go for a drink at a pub or club or wine bar	10	17	15	11	47
Have a meal in a restaurant, cafe or pub	9	29	22	14	27
Visit libraries	9	23	20	15	32
Go to watch live sport	7	7	12	16	57
Do DIY, home maintenance or car repairs	7	20	23	18	32
Play sport at / for sports club	7	13	16	8	55
Go to the cinema	4	26	27	15	28
Attend leisure activity groups such as evening classes	4	6	12	13	64
Go to a community event or social gathering in a community centre	3	7	15	14	61
Attend meetings for local groups / voluntary organisations	2	5	12	12	69
Take part in music, dance, drama or arts & crafts activities	2	6	11	14	67
Go to a concert, theatre, dance show or other live performance (including music)	1	5	16	18	59
Do unpaid voluntary work	1	7	12	10	70

Most Popular

The most popular of the suggested activities was to 'go shopping' with almost nine in ten respondents (86%) claiming to do this either at least once a week (63%) or at least once a month (23%).

Almost three quarters of respondents (72%) claimed to visit parks at least once a week (28%) or at least once a month (44%).

Eating out also proved a popular leisure pursuit with over a quarter (29%) claiming to do this at least once a month, with a further 9% claiming to do this at least once a week. Following on from eating out, 'going for a drink at a pub/club/wine bar' was also popular, with over a quarter of respondents (27%) claiming to do this at least once a month (10%) or a least once a month (17%).

Going to the cinema was also a popular choice with over a quarter of respondents (27%) claiming to do this several times per year, a further quarter at least once per month (26%) and 4% at least once a week.

Keeping fit via the use of leisure centre facilities was also popular, with almost a fifth (19%) claiming to use such facilities several times per year, 17% at least once per month and 12% at least once per week. Playing sport for a local team proved less common with less than a fifth (19%) claiming to do this on a weekly or monthly basis and 16% several times per year.

Young respondents were more likely to claim to frequently use leisure centres and play for local sports clubs than older respondents. Those aged between 16 and 24 were the most active in terms of these pursuits with 43% claiming to use leisure centres either at least once a month (29%) or at least once a week (14%) compared with 39% of 25-34's, 28% of 35-44's and 25% of 45-54's. This figure fell to just 8% of 55-64 year olds and 8% of the over 65's.

A similar pattern emerged for claimed usage of sports clubs with 38% of 16-24's claiming to play at least once a month or at least once a week, compared to 29% of 29-34's, 17% of 35-44's, 10% of 45-54's, 1% of 55-64's and 5% of those over 65.

Visiting the library was also a commonly claimed pursuit with a fifth (20%) claiming to do this several times per year, another fifth (23%) at least once per month and one in ten (9%) at least once per week.

Home and/or vehicle improvements were another popular way of spending leisure time with a quarter (23%) claiming to spend time doing this several times per year, 20% at least once per month and 7% at least once per week.

Least Popular

Several of the suggested pursuits proved much less popular, with voluntary work having a particularly low uptake. Over two thirds of respondents (70%) claimed never to have done any unpaid voluntary work and over two thirds (69%) also claimed never to have attended meetings for local groups or voluntary organisations.

Participation in music, dance, drama or arts and crafts proved similarly unpopular, with 67% of respondents claiming never to have taken part in such activities. More than half also claimed never to attend live concert, theatre or dance performances, although 18% did claim to attend such events once a year or less and 16% several times per year.

Attendance of community events was also unpopular with 61% of respondents claiming never to attend such events either in a community centre or place of worship.

Almost two thirds of respondents (64%) claimed never to attend evening classes in the local area.

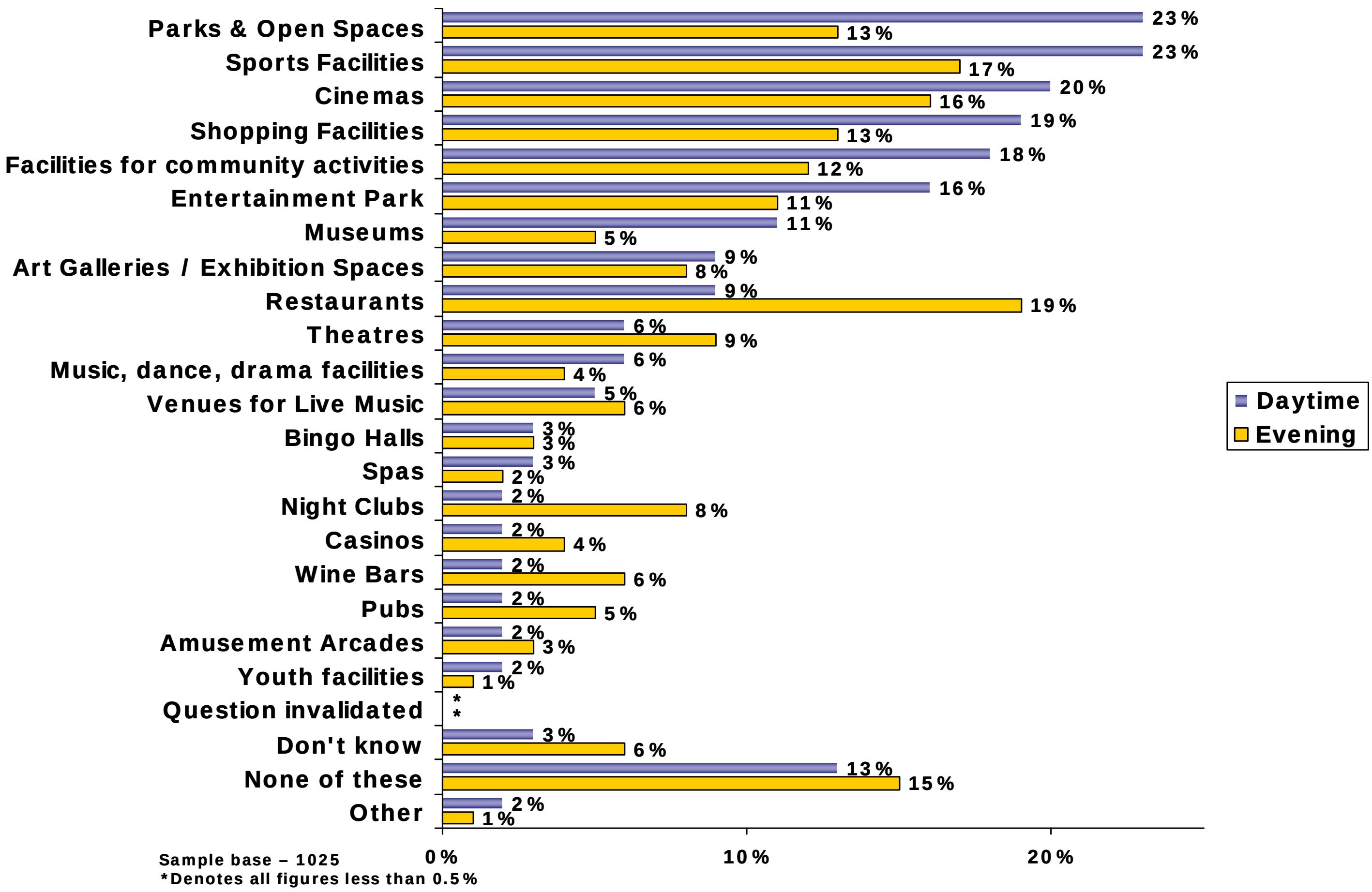
Those over the age of 65 are significantly more likely than their younger counterparts to answer ‘never’ to each of the suggested activities, illustrating that this is the least active age group in terms of time spent on the suggested leisure pursuits.

Leisure Facilities

Following on from their current leisure activities, respondents were asked what two or three leisure and entertainment facilities they would like to see more of in the Newham area during the daytime and evening. Residents were asked to select their preferred two or three options from a showcard of leisure and entertainment facilities.

Figure 2

(Q2/Q3) Leisure and entertainment facilities residents would like to see more of in Newham in the daytime and evening



The pattern of endorsement between daytime and evening preferences proved to be very similar.

Daytime

The most popular three activities residents would like to see more of during the daytime were parks and open spaces (23%), sports facilities (23%) and cinemas (20%). Improved shopping facilities (19%) was also popular, as was 'facilities for community activities' (18%) and the suggestion of an 'entertainment park' (16%). Museums, art galleries and restaurants were all endorsed by around one in ten respondents.

Improved sports facilities during the daytime were particularly desirable for younger respondents with 35% of 16-24's and 31% of 25-34's endorsing this option compared to between 12% and 15% of the older age groups.

Improved sports facilities and shopping facilities during the daytime were more popular options amongst Black and Asian respondents than amongst White respondents. Over a fifth (both 23%) of Black and Asian respondents endorsed improved sports facilities, versus 15% of White respondents. These figures were exactly the same regarding improved daytime shopping facilities.

Evening

The most popular of the suggested leisure and entertainment facilities for expansion during the evening were restaurants (19%), sports facilities (17%) and cinemas (16%). Improved shopping facilities and parks and open spaces were endorsed by 13% of respondents and improved facilities for community activities by 12%. An entertainment park was endorsed by 11% of respondents.

Cinemas were particularly popular with young respondents with 18% of 16-24's and 24% of 25-34's endorsing this option compared to between 8% and 11% of the older age groups.

Evening sports facilities were also popular with younger respondents with 23% of 16-24's and 22% of 25-34's selecting this option compared to between 9% and 14% of older respondents. Evening sports facilities were also significantly more popular with the Asian (25%) and Black (15%) communities compared to White respondents (10%).

Current Gambling Activities

The next section of the survey asked respondents to think about the frequency with which they partake in a number of different gambling activities. Respondents were prompted with a list of gambling activities and asked which they had spent money on in the last 12 months. For each activity they had spent money on in the last 12 months, they were asked which they had spent money on in the last month and then how much of their own money they had spent in the last month on those activities.

Figure 3a

Q4a. Have you spent any of your own money on any of the following activities in the last 12 months?	Yes Last 12 months %
Tickets for the National Lottery Draw	**34**
Scratchcards	**7**
Betting on horse races in a bookmaker's, by phone or at the track	**5**
Tickets for any other lottery	2
The football pools	2
Bingo cards or tickets	2
Raffles or Tombolas	2
Virtual gaming machines in a bookmaker's to bet on virtual roulette, keno, bingo e.t.c	1
Table games (roulette, cards or dice) in a casino	1
On-line gambling like playing poker, bingo, slot machine style games or casino games for money	1
On-line betting with a bookmaker on any event or sport	1
Betting exchange	1
Betting on dog races in a bookmaker's, by phone or at the track	2
Betting on any other event or sport in a bookmaker's, by phone or at the venue	2
Spread-betting	*
Private betting	1
Another form of gambling in the last 12 months	*
Sample base = 1025	

Figure 3b

Q4b. And what about in the last month, have you spent any of your own money on any of the following activities in the last month? Q5. And in the last month, how much of your own money have you spent on each of the activities you mentioned?	
Of those WHO HAVE GAMBLED IN THE LAST 12 MONTHS, this table shows the percentage who have gambled on each activity IN THE LAST MONTH	
Tickets for the National Lottery Draw	**86**
Scratchcards	**74**
Betting on horse races in a bookmaker's, by phone or at the track	**81**
Tickets for any other lottery	65
The football pools	56
Bingo cards or tickets	68
Raffles or Tombolas	39
Virtual gaming machines in a bookmaker's to bet on virtual roulette, keno, bingo e.t.c	47
Table games (roulette, cards or dice) in a casino	42
On-line gambling like playing poker, bingo, slot machine style games or casino games for money	40
On-line betting with a bookmaker on any event or sport	69
Betting exchange	67
Betting on dog races in a bookmaker's, by phone or at the track	50
Betting on any other event or sport in a bookmaker's, by phone or at the venue	67
Spread-betting	33
Private betting	80
Another form of gambling in the last 12 months	33
Sample base = 1025	

The vast majority of the suggested gambling activities were claimed to have been undertaken in the last 12 months by 2% of respondents or less (i.e. a maximum of twenty people). For this reason detailed analysis of the claimed monthly participation and the claimed monthly expenditure on each is not statistically robust. There were three exceptions to this:

The National Lottery

By far the most commonly partaken of the gambling activities suggested was participation in the National Lottery draw (including Thunderball and Euromillions).

Over a third of respondents (34%) claimed to have taken part in the National Lottery in the last 12 months and almost nine in ten (86%) of these people claimed to have participated in the last month.

Claimed participation showed some significant variation by age with those over the age of 35 being more likely to have spent money on the Lottery in the last 12 months than those under 35. Around half of those aged 45-54 (46%), 55-64 (52%), 65 and over (49%). Of those who had spent money in the last year 95% of those over 65 had done so in the last month compared to between 78% and 88% of the younger age groups.

Spending money on the Lottery in the last 12 months was significantly more common in the White community (55%) compared to Black (28%) and Asian respondents (16%). This claimed usage amongst the Black community was also significantly higher than the figure for the Asian community.

Significant differences in participation in the National Lottery by religion showed that Christians (47%) were more likely to have participated in the last 12 months compared to both Hindus (22%) and Muslims (10%). This figure for Hindu participation was also significantly higher compared to the Muslim figure.

There were no significant differences in claimed participation by household income. Differences in claimed expenditure on the Lottery by social class highlighted that respondents classified as ‘E’ are significantly less likely to participate (25%) than all other classes, (AB 40%, C1 37%, C2 44%, D 36%).

In terms of monthly expenditure on the National Lottery, over half of respondents (58%) spend between one and ten pounds per month, with just over a quarter (26%) spending £11-£20, 4% £21-£30, 7% £31-£40 and one in twenty (5%) more than £40 per month.

Scratchcards

Following on from the popularity of the National Lottery, the next most popular of the types of gambling suggested was the purchase of Scratchcards (including National Lottery Scratchcards and games played online).

Almost one in ten respondents (7%) claimed to have purchased a scratchcard in the last 12 months, with almost three quarters of those respondents (74%) claiming to have purchased a scratchcard in the last month.

In terms of claimed scratchcard purchase, the White (12%) and Black communities (7%) were significantly more likely to have purchased in the last

12 months compared to Asian respondents (3%). Christian respondents (9%) were significantly more likely to have spent money on scratchcards in the last 12 months than Muslim respondents (3%). There were no significant differences by age group, social class or household income.

Amongst those respondents purchasing in the last month the most common outlay was between one and ten pounds per month (80%). Almost a fifth of regular purchasers (18%) claimed to spend £11-£20 per month, with 2% claiming to spend more than £21 per month.

Horse Racing

Away from the National Lottery and its associated scratchcards, the most common form of gambling was betting on horse races (in a bookmaker's, by phone or at the track). One in twenty respondents (5%) claimed to have spent money on this form of gambling in the last 12 months. Of these respondents, eight in ten (81%) claimed to have gambled on horse racing in the last month.

In terms of monthly expenditure, just over three quarters (77%) of monthly gamblers on horse racing claim to spend fifty pounds per month or less, with 23% claiming to spend more than fifty pounds per month.

Differences by ethnicity again centred on claimed participation in the last 12 months being higher amongst White respondents (10%) than for Black (1%) or Asian (1%) respondents. Significant differences in habits by religion showed that Christians (6%) and Hindus (2%) were more likely to have participated in the last year than Muslims (0%). There were no significant differences by household income or social class.

Attitude to Gambling

The next section of the survey prompted respondents with numerous statements about gambling and asked the extent to which they agreed or disagreed with each.

Figure 4

Q6. What people have said about gambling. How much you agree or disagree with each statement?					
	Strongly Agree %	**Agree %**	**Neither %**	**Disagree %**	**Strongly Disagree %**
There are too many opportunities for gambling nowadays	20	48	21	10	2
People should have the right to gamble if they want to	18	53	23	4	2
Gambling should be discouraged	19	32	32	15	3
Gambling is an important part of family life	2	6	27	43	22
Most people who gamble do so sensibly	3	17	46	25	8
Gambling is a fool's game	19	35	29	15	2
Gambling is a harmless form of entertainment	3	20	38	29	9
Gambling is a waste of time	19	35	29	15	2
On balance gambling is good for society	1	7	37	39	16
Gambling livens up life	3	18	42	29	9
Gambling is dangerous for family life	23	41	24	9	3
It would be better if gambling was banned altogether	13	20	36	24	7
Gambling is like a drug	25	46	20	8	1
Gambling is good for communities	2	9	30	40	19
Gambling is against my religious beliefs	25	20	25	23	7
Sample base = 1025					

The general consensus of opinion amongst respondents was that gambling has the potential to be addictive and be damaging to society as a whole as well as to an individual and their family. That said, opinion was divided as to whether gambling should be banned altogether and many believed that it should be an individual's right to choose whether they participate in gambling activities.

Negative Connotations

The perceived addictive nature of gambling was borne out by the fact that almost three quarters of respondents (71%) agreed that 'gambling is like a drug' (25% strongly agree, 46% agree).

Many felt that gambling is a 'waste of time' (54% agree or agree strongly, 29% neither agree nor disagree) and 'a fool's game' (54% agree or agree strongly, 29% neither agree nor disagree).

A feeling that 'gambling should be discouraged' also pertained, with more than half (51%) in agreement (32%) or strong agreement (19%) and a third neither agreeing nor disagreeing with this sentiment.

Over two thirds of respondents (68%) felt that there are too many opportunities to gamble nowadays (48% agree, 20% agree strongly). A third (34%) disagreed to some extent with the sentiment that most people who gamble do so sensibly, although half of respondents (46%) neither agreed nor disagreed with this. A similar number (38%) disagreed to some extent that gambling is a harmless form of entertainment, although a third (38%) neither agreed nor disagreed and almost a quarter (24%) agreed with this (21% agree, 3% strongly agree).

Effect on Family and Society

Almost two thirds of respondents (64%) endorsed the fact that gambling is dangerous for family life (41% agree, 23% agree strongly) with a similar proportion (65%) disagreeing that gambling is an important part of family life (43% disagree, 22% disagree strongly).

Gambling was perceived to have a similarly negative effect on communities and wider society with six in ten (59%) disagreeing that gambling is good for communities (40% disagree, 19% disagree strongly) and a similar number (55%) disagreeing that gambling is good for society (39% disagree, 16% disagree strongly).

Almost half of respondents (45%) agreed that gambling was against their religious beliefs, although a third (30%) disagreed to some extent and a quarter (25%) neither agreed nor disagreed.

The Right to Choose

Given that the negative connotations of gambling seem clearly entrenched in the majority of respondents, opinion is very much divided when prompted with the suggestion of an outright ban. A third of respondents (33%) agreed with the proposal of a ban (20% agree, 13% agree strongly) but an equal number (31%)

disagreed (24% disagree, 7% disagree strongly), with a further third (36%) neither in agreement or disagreement.

In fact almost three quarters of respondents (71%) agreed that people should have the right to choose whether to gamble or not (53% agree, 18% agree strongly). Less than one in ten (7%) disagreed with this and a third (32%) were undecided either way.

Differences by Demographic groups

There were some significant differences in attitude by age group, including that older respondents all agreed that there are too many opportunities for gambling nowadays compared to the 16-24 age group. Just over half (57%) of 16-24's agreed or agreed strongly with this sentiment compared to 68% of 25-34's, 71% of 35-44's, 73% of 45-54's/55-64's and 69% of those over 65.

A significant proportion of the 45-54 age group agreed that gambling should be discouraged compared to older and younger respondents and this age group also disagreed that most people who gamble do so sensibly.

Ethnic differences centred on the fact that Asian respondents clearly have a less tolerant view of gambling's place in society than their White counterparts. A significantly greater proportion of Asian respondents agree or agree strongly that:

- There are too many opportunities for gambling nowadays (75% vs. 62% of White respondents).
- Gambling should be discouraged (62%/42%)
- Gambling is a fool's game (59%/52%)
- Gambling is a waste of time (65%/47%)
- Gambling is dangerous for family life (72%/58%)
- It would be better if gambling was banned altogether (44%/23%)
- Gambling is like a drug (77%/66%)

A significantly greater proportion of Asian respondents disagree or disagree strongly that:

- Gambling is an important part of family life (71% vs. 63% of White respondents)

- Most people who gamble do so sensibly (38%/30%)

- Gambling is a harmless for of entertainment (45%/30%)

- On balance, gambling is good for society (61%/51%)

- Gambling is good for communities (66%/57%)

Many Asian respondents are likely to view gambling in a bad light due to the fact that almost three quarters (73%) agree or agree strongly that gambling is against their religious beliefs, compared to 48% of Black and 19% of White respondents.

Interestingly a significantly greater proportion of White respondents agreed or strongly agreed people should have the right to gamble if they want to (80% vs. 68% of Black and 63% of Asian respondents). The fact that around two thirds of Black and Asian respondents also agree with this sentiment to some extent reinforces that the majority of people in the area believe in an individual's right to choose with regards to their participation in gambling activities.

Significant differences by religion mainly centred on a differing extent of views between the Christian and Muslim communities. While both communities tended to follow the same pattern in terms of the direction of their overall agreement/disagreement with each statement, the strength of endorsement showed significant differences for each of the following statements.

A significantly greater proportion of Muslim respondents agree or agree strongly that:

- There are too many opportunities for gambling nowadays (76% Muslims vs. 65% of Christian respondents);

- Gambling should be discouraged (65%/46%);

- Gambling is a fool's game (63%/52%);

- Gambling is a waste of time (69%/50%, also significant vs. 55% of the Hindu community;

- Gambling is dangerous for family life (75%/59%);

- It would be better if gambling was banned altogether (47%/29%);

- Gambling is like a drug (79%/70%);

- Gambling is against my religious beliefs (83%/34%, also significant vs. 48% of the Hindu community).

A significantly greater proportion of Muslim respondents disagree or disagree strongly that:

- On balance, gambling is good for society (62%/52%);

- Gambling livens up life (45%, 34%);

- Gambling is good for communities (67%/56%).

A significantly greater proportion of Christian respondents (74%) agreed or agreed strongly that people should have the right to gamble if they want to, compared to 62% of Muslim respondents.

There were very few significant differences in attitude by working status, although significantly more of the working population agreed that 'gambling is a fool's game' (17%) along with those not working at present (15%), compared to just 9% of those in retirement.

Awareness of Casino

Respondents were asked if they were aware of Newham's selection as one of the eight possible locations for a large casino in Britain, prior to the interview.

A quarter of residents (28%) were aware of Newham's selection, with over two thirds (69%) unaware.

White respondents (36%) were more likely to be aware of the proposal than Black (25%) or Asian (21%) respondents, with Christian respondents (31%) more likely to be aware than Muslim respondents (22%).

Those who have lived in the Newham area for more than 10 years were more likely to be aware of the selection than those living in the area for a shorter time (33% vs. 23% of 3-10 year residents and 17% of those living in the area for up to 2 years).

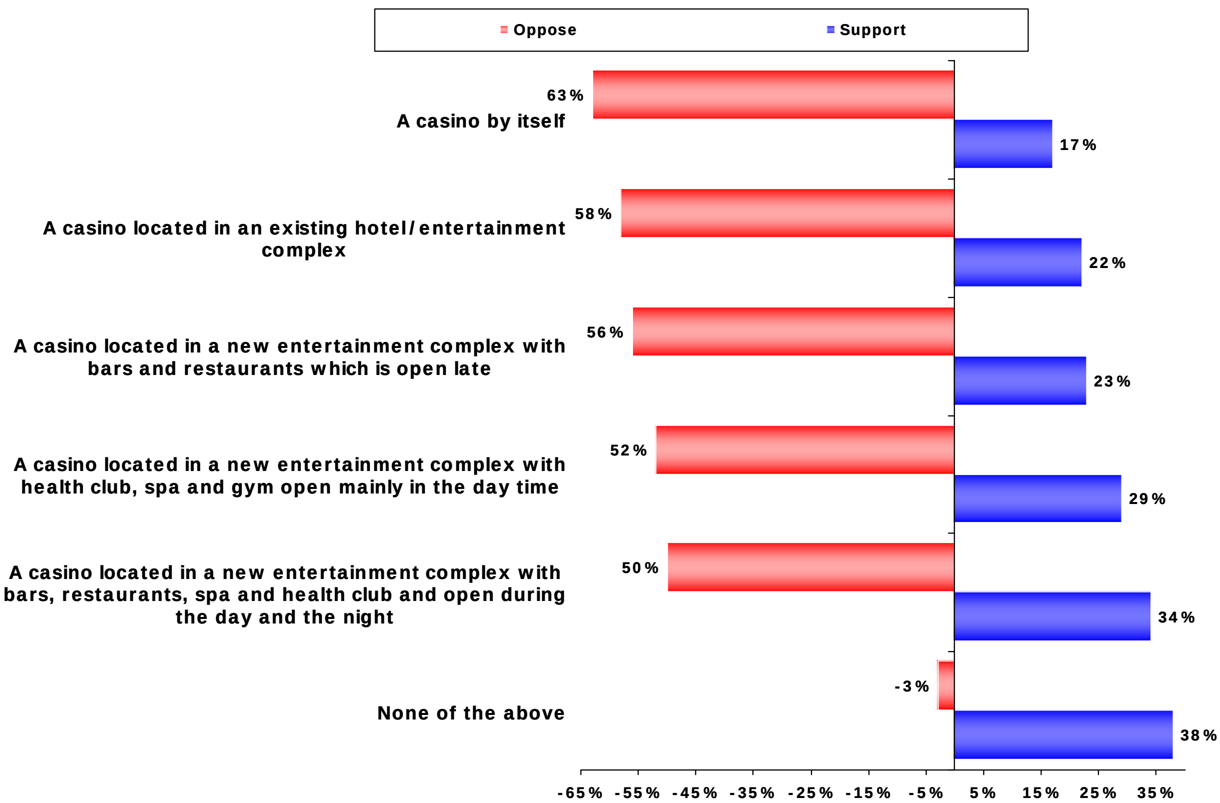
In terms of differences by social class, those in categories AB (36%) or C1 (36%) were more likely to be aware than those in categories D or E, with those earning between £40k and £60k (41%) more likely to be aware than those earning under £20k (24%).

Type of Casino

Respondents were prompted with a list of numerous different types of casino and asked the extent to which they would support or oppose the development of each.

Figure 5

(Q8) Which of the following do you think you might support and which would you oppose?



Q8. Which of the following do you think you might support and which would you oppose?
Sample base = 1025

At least half of respondents either opposed or strongly opposed each type of development with the majority of these falling into the 'strongly oppose' category for each. Around a fifth neither supported nor opposed each suggested development. Four in ten (38%) of respondents strongly supported a 'none of the above' option, illustrating that they would prefer none of the suggested options.

Of the suggested options the most popular was 'a casino located in a new entertainment complex with bars, restaurants, spa and health club and open during the day and night', with a third of residents (34%) in support, (16% strongly support, 18% tend to support). That said, half of respondents (50%) remained in opposition to this option (39% strongly oppose, 11% tend to oppose).

The least popular of the suggested options was a casino by itself, with almost two thirds of respondents (64%) opposing this option (47% strongly oppose, 17% tend to oppose).

This pattern of the relative popularity of each option was reflected across the ethnic groups although a significantly greater proportion of White respondents supported each option (from 22% for a stand alone casino to 43% for a casino within an entertainment complex open day and night) compared to Black and Asian respondents. A significantly larger proportion of Asian respondents were opposed to each option compared to Black and White respondents with the strength of this opposition ranging from 79% for a stand alone casino to 64% for a casino within an entertainment complex open day and night.

A similar pattern of popularity was observed between the Christian and Muslim communities with a comparatively significant proportion of the Muslim community in opposition (tend to oppose/strongly oppose) to each of the suggestions when compared to the views of Christians. The strength of this opposition amongst Muslims ranged from 81% to 'a casino by itself' (vs. 58% of Christians) to 70% for 'a casino located in an entertainment complex with bars, restaurants, spa and health club, open during the day and night' (vs. 43% of Christians).

Social trends showed that respondents classified as E were significantly more likely to oppose (tend to oppose/strongly oppose) the suggestions of 'a casino by itself' (70%) and 'a casino located in an existing hotel/entertainment complex' (65%) compared to all other social groups.

In terms of differences in support by working status, those working full time and those not currently in employment were significantly more likely to support a casino within an entertainment complex, with bars, restaurants, spa & health club & open during the day & the night than those in retirement. A total of 38% in work supported this option along with 35% of those not in work compared to just 23% of those in retirement. Retired residents were significantly more likely to oppose this option, with 57% in opposition compared to 51% of the unemployed and 46% of those in work.

Respondents were asked which of the suggested options would be their most preferred choice and which would be their least preferred choice.

Figure 6

Q9 / Q10 Which would be your most and Least preferred option?		
	Most Preferred (Q9) **%**	**Least Preferred (Q10)** **%**
A casino by itself	3	40
A casino located in an existing hotel / entertainment complex	5	4
A casino located in a new entertainment complex with bars & restaurants which is open late	4	4
A casino located in a new entertainment complex with health club, spa & gym open mainly in the day time	5	5
A casino located in a new entertainment complex with bars, restaurants, spa & health club & open during the day & the night	30	6
None of the above	53	41
Sample base = 1025		

Most Preferred

The preference question elicited a similar pattern of response, with by far the most preferred option being the casino located in a new entertainment complex, with 30% of residents endorsing this. That said, more than half of respondents most preferred option was 'None of the above' indicating that the majority would prefer it if none of the suggestions were developed.

A higher proportion of white respondents (35%) indicated that their preferred development of the five suggested would be a casino within a new entertainment complex, with bars, restaurants, spa and health club open during the day and night, compared to 29% of Black and 23% of Asian respondents. This preference was also indicated by 33% of Christian respondents compared to 18% of Muslims.

A significantly greater proportion of women endorsed 'none of the above' with 57% choosing this option compared to 48% of men. Those over the age of 65 (64%) and Asian respondents (67% vs. 59% White, 52% Black) were also significantly more likely to prefer nothing to be developed when compared to relevant subgroups, in line with Muslims (73%) compared to 50% of Hindus and 45% of Christians.

In terms of social class, a significant proportion of those classified as ‘C1’ (55%) and ‘E’ (55%) endorsed the ‘none of the above’ option when compared to those classified as ‘A’ or ‘B’ (40%).

Least Preferred

The least preferred option was the development of ‘a casino by itself’ with four in ten (40%) endorsing this as their least preferred option. A significantly higher number of White respondents (45%) identified this option as their least preferred when compared to 40% of Asian and 38% of Black respondents. Similarly, this option was least popular amongst 55% of AB respondents compared to 44% of C1’s, 37% of C2’s, 46% of D’s and 37% of E’s.

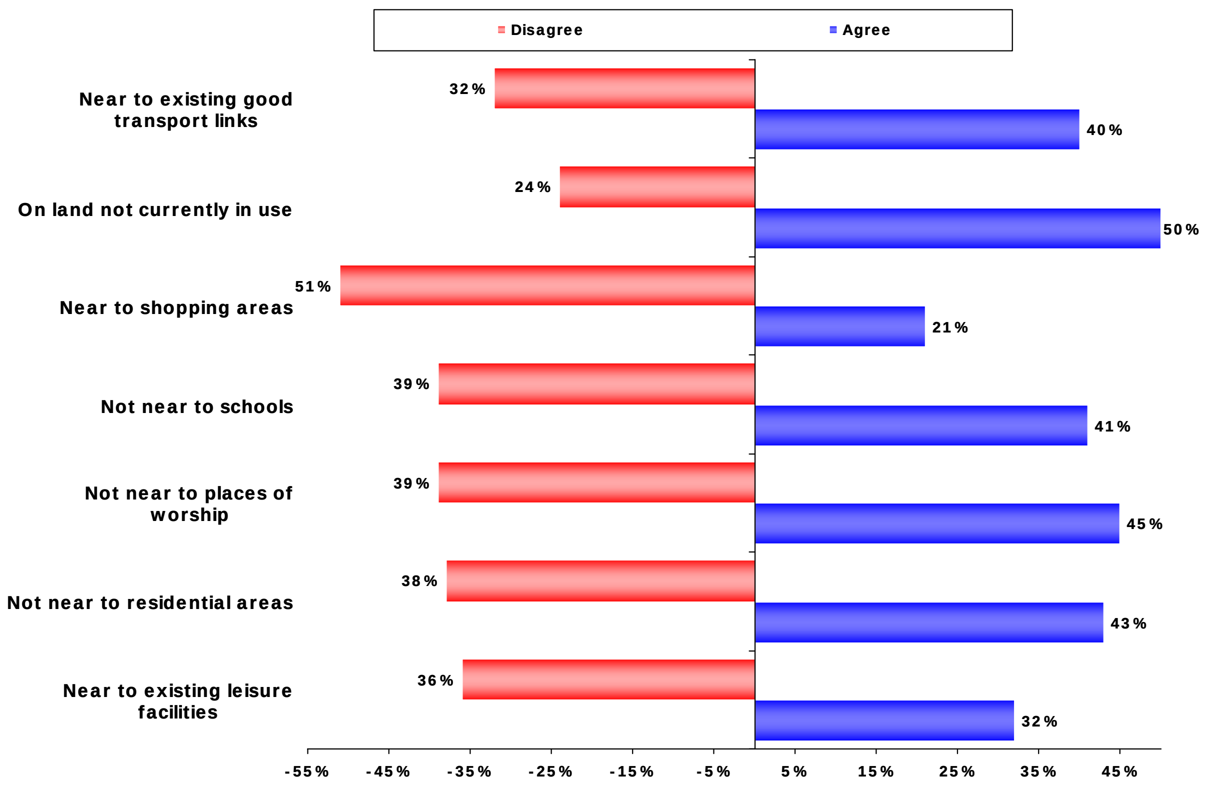
Many respondents (41%) also endorsed ‘none of the above’ for their least preferred option but given the responses at other questions, this is likely to indicate that they would prefer none of the suggestions to be developed rather than an endorsement of ‘any option as long as something is developed’. A significantly higher proportion of Muslims (48%) endorsed this compared to 39% of Christians and 28% of Hindus.

Location

Regarding the location of a potential casino, respondents were prompted with a list of potential locations and criteria for a suitable location and asked the extent to which they agreed with each.

Figure 7

(Q11) How much do you agree or disagree that the following would make good locations?



Sample base = 1025

Half of respondents (50%) agreed or agreed strongly (29%/21%) that any development should employ land not currently in use, with four in ten (40%) believing location next to good transport links is important (29% agree, 11% agree strongly).

Opinion was much more polarized when respondents were asked whether any development should be located; <u>not</u> near to schools, <u>not</u> near to places of worship, <u>not</u> near to residential areas and near to existing leisure facilities. Very similar numbers of residents were in agreement and disagreement with each.

Half of respondents (51%) disagreed that 'near to shopping areas' would be a good location (18% disagree, 33% disagree strongly).

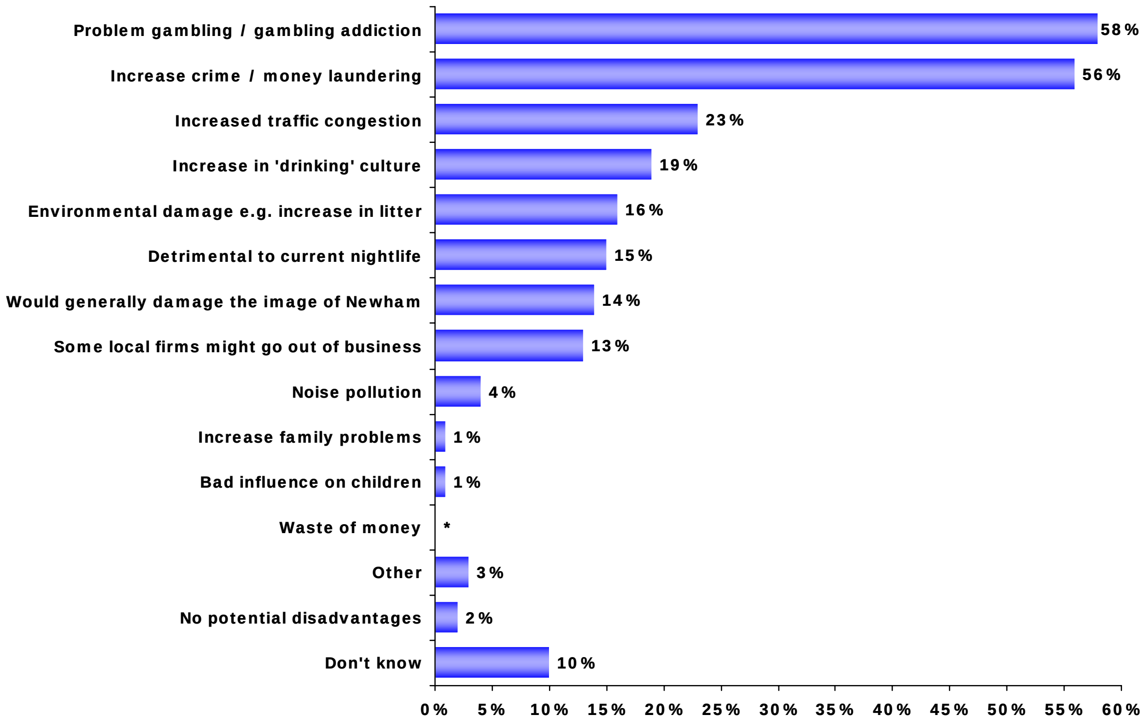
Attitudes to Casino

Open Response

Respondents were asked what they thought were the potential benefits and disadvantages of a large casino development being built in Newham. These questions were unprompted and respondents were able to give the interviewer a completely 'open' response to each. Interviewers recorded the nearest response from a list of potential options and recorded verbatim any responses not appearing on the list.

Figure 8

(Q12) What would you consider to be the potential disadvantages of a large casino development being built in Newham?



Sample base = 1025

The main disadvantages mentioned were the problems associated with gambling addiction (58%) and a potential increase in crime and money laundering in the area (56%). A quarter (23%) also mentioned the potential increase in traffic congestion as a problem and a fifth (19%) mentioned a potential increase in 'drinking' culture in the area would be a disadvantage. Environmental damage (16%), any development being detrimental to current nightlife (15%), the damage of Newham's image (14%) and the fact that some local firms may go out of business (13%) were also mentioned.

Significant differences in opinion by age group showed that a significant number of 55-64s (24%) were concerned about the potential detrimental effect on current nightlife, compared to less than 20% of all other age groups. Respondents aged 45-54 (20%) and those over 65 (19%) were concerned about the image of Newham being damaged, compared to 8% of 16-24's, 13% of 25-34's, 10% of 35-44's and 13% of 55-64's. Young respondents were significantly less concerned about a potential increase in crime and money laundering compared to some of the older age groups with 47% considering this a potential disadvantage compared to 57% of 25-34's, 63% of 35-44's and 59% of those over 65.

In terms of significant differences by ethnicity, Black respondents (62%) were significantly more likely to mention an increase and crime and money laundering as a disadvantage of a large casino development compared to White respondents (53%). Asian respondents were significantly more likely to mention a negative impact on local businesses as a disadvantage than white respondents (16% vs. 10%). Significant differences in opinion by religion showed that Muslim respondents were more likely to mention an increase in crime and money laundering as a disadvantage than their Christian counterparts (61% vs. 51%).

Significant differences by social class showed that those respondents classified as in the E category were significantly more likely to mention the following disadvantages than respondents in other social classes:

- Problem gambling/gambling addiction (73% vs. AB 54%, C1 61%, C2 61%, D 54%).

- Increased crime/money laundering (69% vs. AB 55%, C2 56%, D 53%).

- Some local firms might go out of business (20% vs. C1 12%, C2 10%, D 12%).

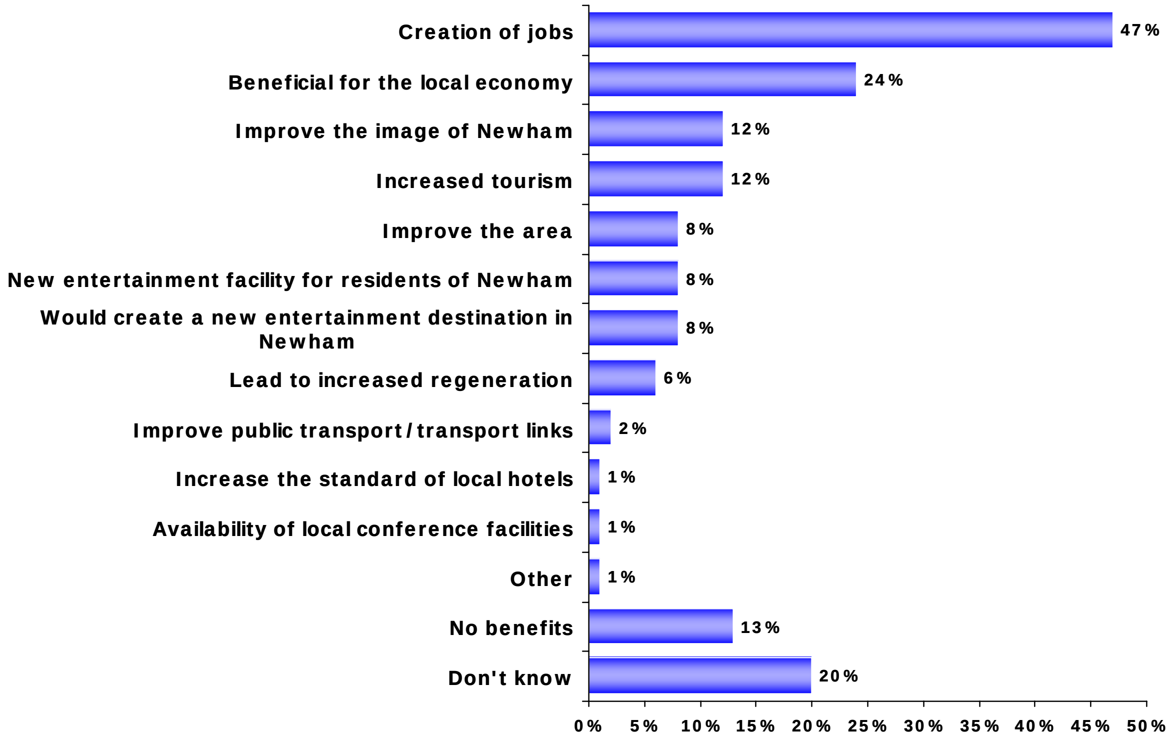
- Environmental damage (22% vs. AB 11%, E 11%).

- Increase in drinking culture (25% vs. C1 23%).

The only significant difference in terms of length of residency in the area was in problem gambling/gambling addiction, with significantly less of those residents living in the area for less than 2 years mentioning this as a disadvantage (51%) compared to 3-10 years (61%) and over 10 years (59%).

Figure 9

(Q13) What would you consider to be the potential benefits of a large casino development being built in Newham?



Sample base = 1025

The main perceived benefit to the area was the creation of jobs (47%), with a quarter (24%) also mentioning the potential benefit to the local economy. One in ten believed an increase in tourism and the general improvement in the image of Newham may also result. A fifth (20%) could think of no potential advantages a development might bring.

A significantly higher proportion of 16-24's (15%) mentioned 'increased' tourism as a benefit compared to just 7% of 45-54's.

Significant differences by ethnicity centred mainly on White respondents mentioning potential benefits at a higher level than their Asian counterparts and this was the case for the following nine benefits:

- Creation of jobs (54% vs. 38%) The 47% of the Black community mentioning this spontaneously was also significantly higher than the Asian community figure.

- Beneficial for the local economy (29% vs. 16%)

- Would create a new entertainment destination in Newham (12% vs. 4%)

- Increased tourism (15% vs. 8%)

- Improve the area (12% vs. 4%)

- New entertainment facilities for residents of Newham (10% vs. 5%).

- Lead to increased regeneration (9% vs. 3%)

- Improve public transport links (5% vs. 1%)

- Increase the standard of local hotels (3% vs. 0%)

- Availability of local conference facilities (2% vs. 0%)

A significantly higher number of Asian respondents compared to White and Black respondents mentioned 'no benefits' when prompted at this question, with figures of 20%, 9% and 13% respectively.

A significantly higher proportion of the Christian community mentioned the following benefits compared to the Muslim community;

- Creation of jobs (48% vs. 36%)

- Beneficial for the local economy (28% vs. 14%)

- Improve the image of Newham (14% vs. 8%)

- Would create a new entertainment destination in Newham (10% vs. 3%)

- Increased tourism (13% vs. 8%)

- Improve the area (10% vs. 4%)

- New entertainment facilities for residents of Newham (10% vs. 5%).

- Lead to increased regeneration (7% vs. 2%)

A significantly higher proportion of the Muslim community mentioned 'no benefits' when compared with the Christian community (20% vs. 11%).

In terms of significant differences by social class 'AB' respondents were more likely to mention the creation of jobs (61%) than 'D' (46%) and 'E' (46%)

respondents. This group was also more likely to mention an improved image of Newham (17%) compared to 8% of 'C2' respondents.

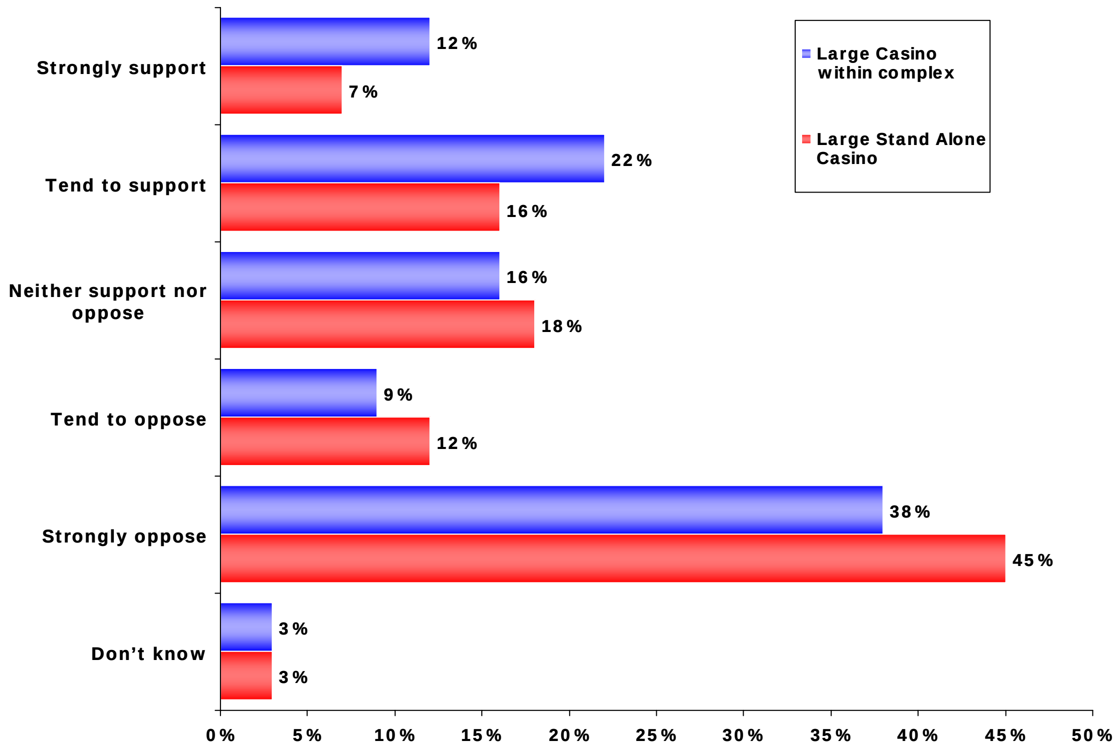
Benefits and disadvantages by type of development

The Council was interested in comparing the attitudes of residents when considering 'a large casino **within an entertainment complex'** as opposed to 'a large **stand alone** casino'. As such, respondents were prompted with the same list of benefits and disadvantages relating to each option and asked the extent to which they agreed or disagreed with each. They were then asked to take everything into account and consider whether they would support or oppose each option.

In line with the pattern of support and endorsement seen at other questions, the more popular choice amongst residents is for the development of a casino within an entertainment complex. That said, opinion remains more opposed to this option than in favour but support is slightly stronger and opposition slightly weaker when compared to attitudes regarding a stand alone casino.

Figure 10

(Q15/17) Taking everything into account would you support or oppose this type of development in Newham?



Sample base = 1025

Just over a third (34%) of total sample endorsed either ‘support’ or ‘strongly support’ for a casino within an entertainment complex compared to under a quarter (23%) in support of a stand alone casino. Contrasting, nearly half (47%) of total sample endorsed ‘tend to oppose’ or ‘strongly oppose’ a casino within an entertainment complex and well over half (47%) opposed a stand alone casino. Tellingly far more people were in the ‘strongly oppose’ rather than ‘tend to oppose’ category for each option, illustrating the level of opposition to each, whereas only around one in ten strongly supported either.

Differences by demographic group

Significant differences in support for the casino within an entertainment complex showed that young respondents were the most in favour of this option with a significantly higher proportion of 16-24’s (48%) supporting this option (tend to support/strongly support) than all other age groups. The two oldest age groups were significantly less likely to support this option than the other age groups with 20% of the over 65’s and 29% of the 55-64’s in support (tend to /strongly) compared to 48% of 16-24’s, 36% of 25-34’s, 31% of 35-44’s and 32% of 45-54’s.

Differences in support for the stand alone casino option showed no significant differences in the level of support by age group but the level of opposition was significantly stronger amongst some of the older age groups compared to 16-24 year olds (65+ 58%, 45-54’s 63%, 35-44’s 62%).

Levels of support showed significant differences by ethnicity, with 42% of White respondents supporting (tend to/strongly) a casino within an entertainment complex, compared to 35% of Black respondents and just 22% of Asian respondents. Correspondingly almost two thirds (61%) of Asian respondents opposed (tend to/strongly) this option compared to 46% of Black respondents and 39% of Whites. The common feature for all ethnicities however was the fact that the most popular option was ‘strongly oppose’ (51% Asian, 35% Black, 30% White).

Differences by ethnicity were repeated for the stand alone casino option with just 15% of Asian respondents in support (tend to/strongly) compared to 26% of Black respondents and 26% of White respondents. The level of opposition amongst each group was more pronounced for the stand alone option but the Asian community was again more significantly opposed with almost three quarters (70%) in opposition (tend to/strongly), compared to 54% of Black respondents and 35% of White respondents. Once again the most popular response amongst each group was ‘strongly oppose’ (Asian 60%, Black 43%, White 35%).

Significant differences by religion for both options showed that in general the Christian community was more in favour of each proposal than the Muslim community and the Muslim community was more opposed to each option than the Christian community. Four in ten (40%) of the Christian community were in support (tend to/strongly support) of a casino within an entertainment complex, compared to one in five (20%) of Muslims. In line with this, almost two thirds of Muslims (65%) were opposed (tend to oppose/strongly oppose) to this option compared to 42% of Christians. Following the same pattern of endorsement between the faiths 28% of Christians were in support of the stand alone casino option, significantly more than the 13% of Muslims in favour. Almost three quarters of the Muslim community (72%) opposed this option, significantly higher than the 50% of Christians in opposition.

In terms of social class, significant differences in support of the casino within an entertainment complex showed that 'AB' respondents were significantly more likely to support this option (43% tend to support/strongly support) than 'E' respondents (29%). For the stand alone casino option both 'AB' and 'D' respondents were significantly more likely to support this option than 'E' respondents (30%, 26% and 16% tend to/strongly support respectively).

There were no significant differences in opinion by either length of residency in Newham or annual household income.

Specific Benefits

In terms of the level of endorsement of specific benefits, the general pattern of opinion is that the suggested benefits are perceived to be stronger in relation to a **casino within an entertainment complex** than they are regarding **a stand alone casino**.

When comparing the perceived associated benefits with each type of development amongst total sample, the main difference in terms of the level of agreement with each potential benefit is regarding the creation of jobs. More than seven in ten respondents (71%) agree or agree strongly that a large casino within an entertainment complex would create jobs, compared to the 60% in agreement regarding job creation from the development of a stand alone casino.

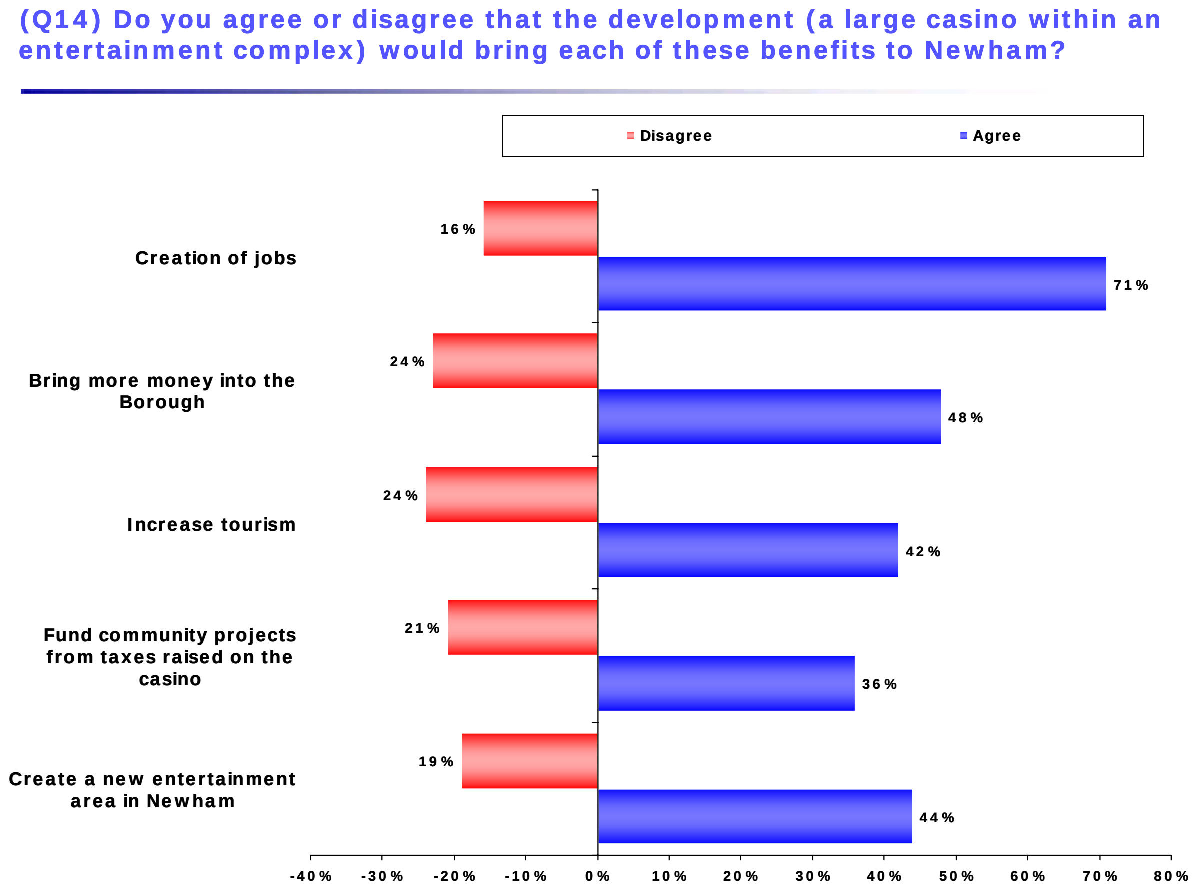
Just under half (48%) believe that a casino within an entertainment complex would bring more money into the borough compared to 41% who agree with this statement regarding a stand alone casino.

Over four in ten (42%) of respondents agree that a casino within an entertainment complex would increase tourism in the area, compared to 34% who agree with this statement regarding a stand alone casino.

The other suggested benefit (fund community projects from taxes raised on the casino) elicited a similar level of agreement with regards to a casino within an entertainment complex (36%) and a stand alone casino (33%).

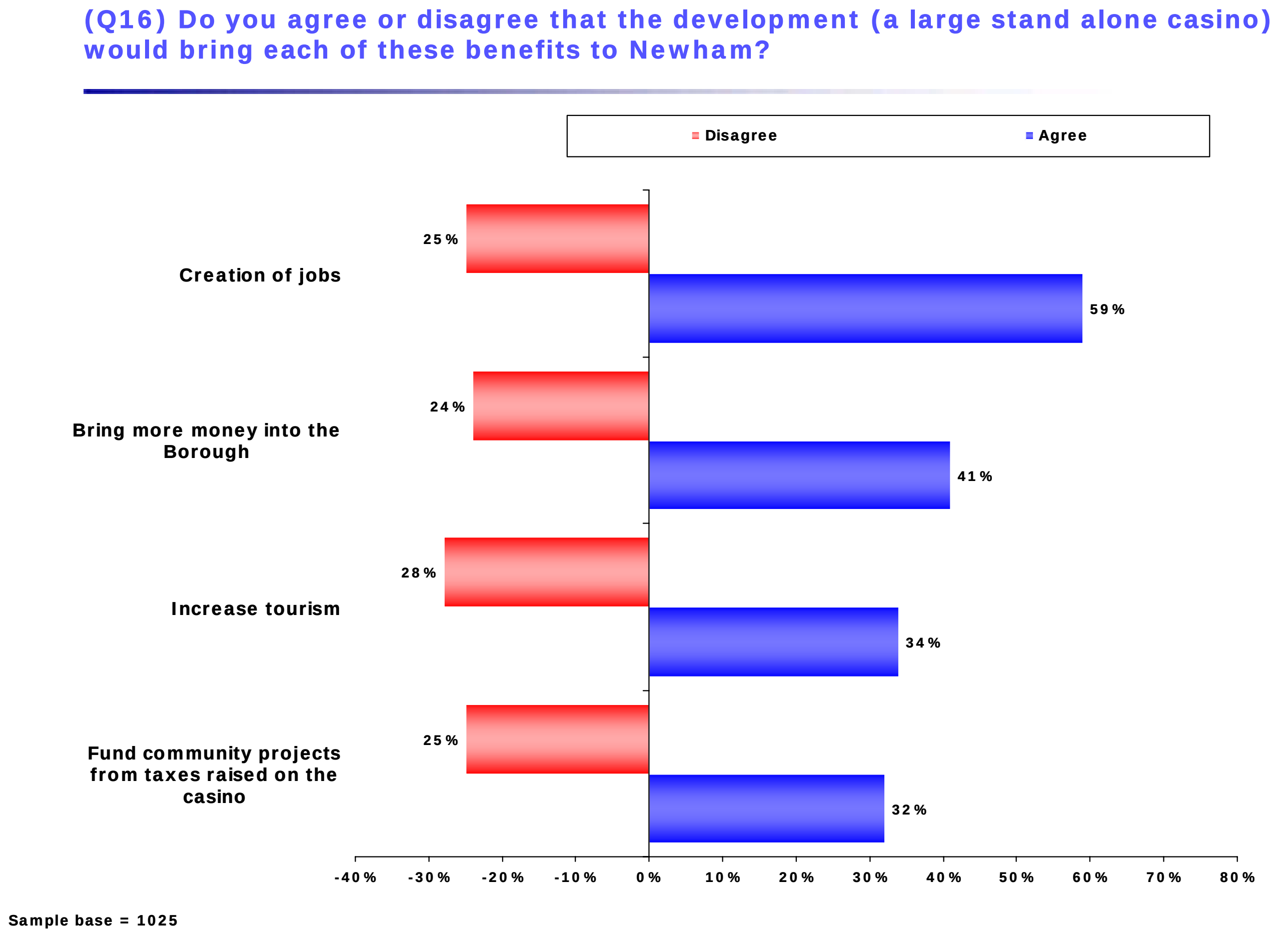
The suggested benefit of ‘the creation of a new entertainment area in Newham’ was specific to the casino and entertainment complex option and resulted in a 44% level of agreement amongst total sample.

Figure 11a



Sample base = 1025

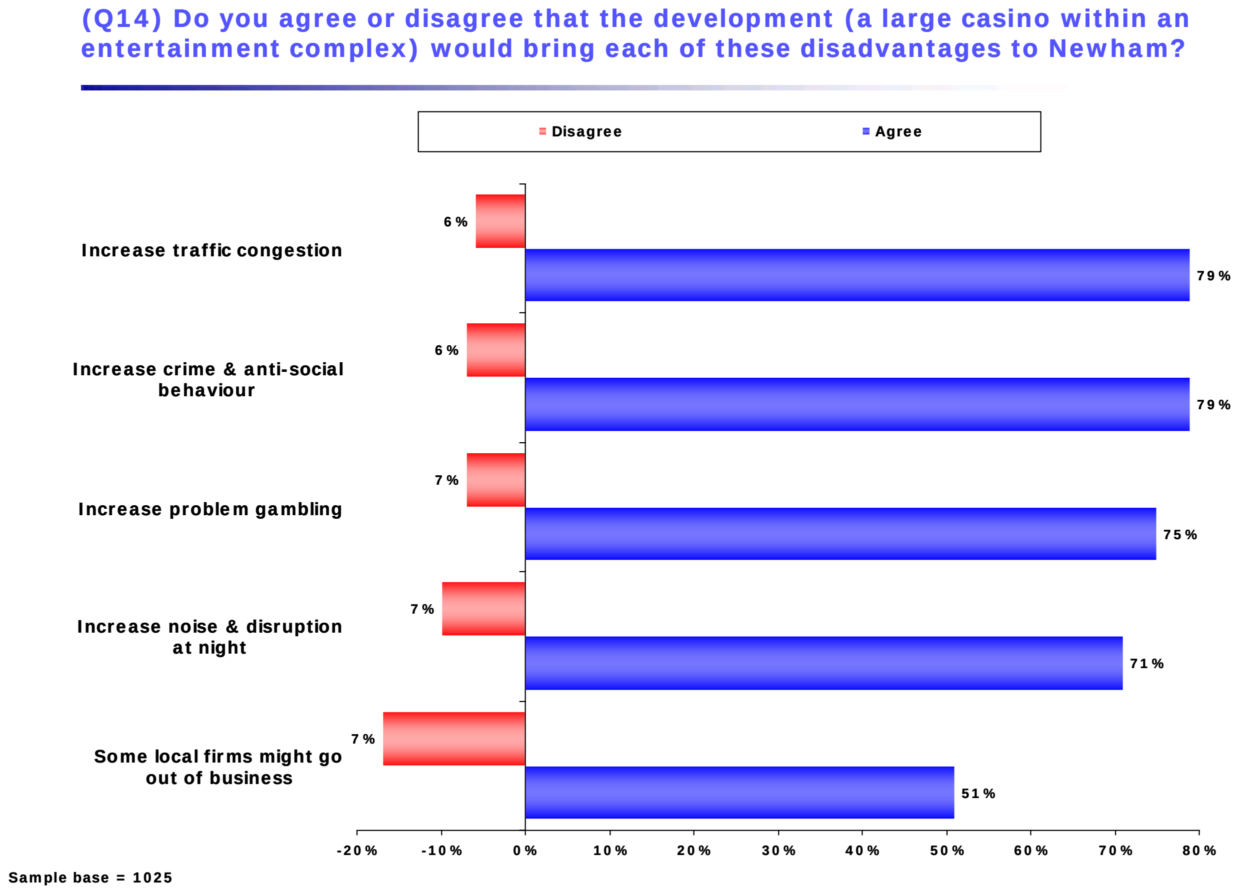
Figure 11b



Asian respondents were significantly more likely to disagree or disagree strongly with each suggested benefit than their White or Black counterparts with regards to both types of development. These levels of disagreement with the benefits suggested of a **large casino within an entertainment complex**, range from 20% for 'the creation of jobs in the area' to 31% for 'increased tourism'. Perceived benefits of a **large stand alone casino** are also disagreed with more vehemently among the Asian community, with this level of disagreement ranging from 30% for the creation of jobs to 39% for an increase in tourism.

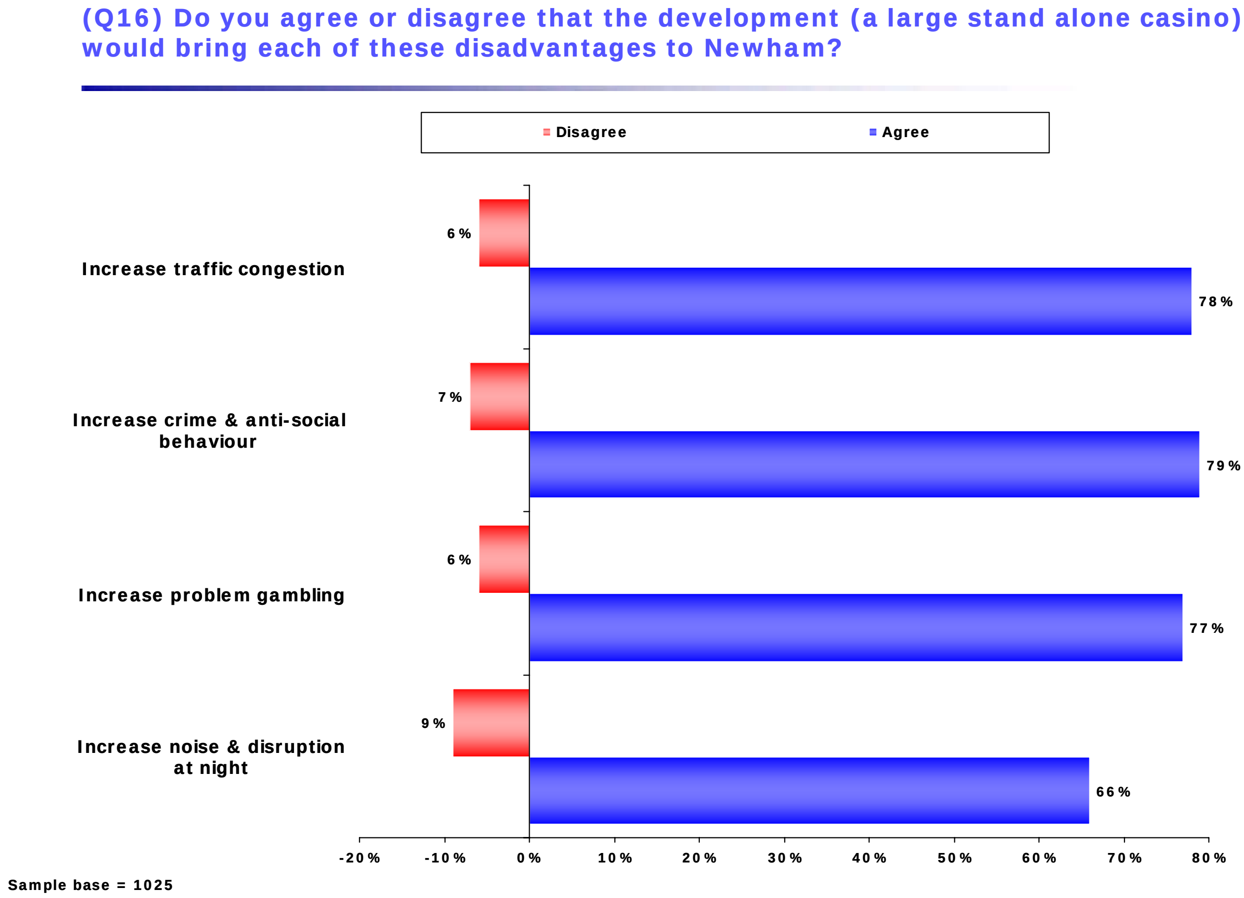
In terms of significant differences by religion, Muslim respondents were significantly more likely to disagree or disagree strongly with each suggested benefit for both a casino within an entertainment complex and a large stand alone casino than the Christian community. For a large casino within an entertainment complex this level of disagreement ranged from 23% for the creation of jobs (vs. 16% of Christians in disagreement) to 36% for increased tourism amongst Muslims (vs. 19% of Christians in disagreement).

Figure 12a



(Q14) Do you agree or disagree that the development (a large casino within an entertainment complex) would bring each of these disadvantages to Newham?
Disagree
Agree
Increase traffic congestion
6%
79%
Increase crime & anti-social behaviour
6%
79%
Increase problem gambling
7%
75%
Increase noise & disruption at night
7%
71%
Some local firms might go out of business
7%
51%
-20%
-10%
0%
10%
20%
30%
40%
50%
60%
70%
80%
Sample base = 1025

Figure 12b



In terms of the level of endorsement of specific disadvantages amongst total sample, the general pattern of opinion is that the suggested disadvantages are perceived to be equally high for both a **casino within an entertainment complex** and **a stand alone casino**.

One of the potential disadvantages 'some local firms might go out of business' was only suggested for the casino within an entertainment complex option and was endorsed by 50% of respondents (20% strongly agree, 30% agree), the lowest level of endorsement for any of the suggested disadvantages.

Of the other potential disadvantages suggested, at least 66% of respondents agreed with each (agree/strongly agree) for both types of development;

- Increased traffic congestion (78% casino within entertainment complex, 77% stand alone casino);

- Increased crime and anti-social behaviour (78%/79%);

- Increased problem gambling (75%/77%);

- Increased noise and disruption at night (70%/66%)

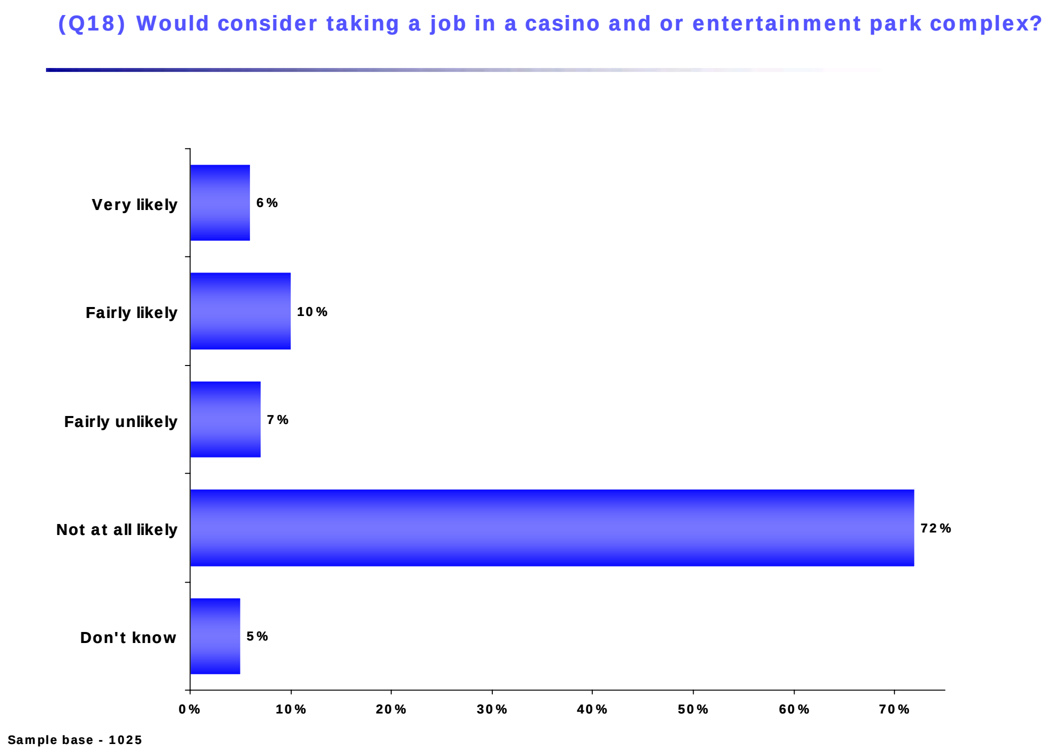
In line with the pattern of endorsement at the previous question amongst different ethnic groups, Asian respondents are significantly more likely to agree or agree strongly with suggested disadvantages than White or Black respondents. For the stand alone casino option this level of agreement ranges from 73% for increased noise and disruption at night (vs. 62% of white respondents) to 85% for an increase in crime and anti-social behaviour (vs. 75% of white respondents). For the casino within an entertainment complex option this ranges from 78% for increased noise and disruption at night (vs. 64% of white respondents) to 85% for increased traffic congestion (vs. 73% of white respondents).

Religious differences follow a similar pattern, with a larger proportion of the Muslim community generally agreeing with each suggested disadvantage for both types of development when compared to the Christian community. For the casino within an entertainment complex this level of disagreement ranges from 78% for increased noise and disruption at night (vs. 68% of Christians) to 84% for increased crime and anti-social behaviour (vs. 75% of Christians). For the stand alone casino option the level of disagreement amongst Muslims ranges from 72% for increased noise and disruption at night (vs. 66% of Christians) to 81% for increased traffic congestion (vs. 78% of Christians).

Employment

Respondents were asked whether they would consider taking a job in a casino or entertainment park complex.

Figure 13



Almost three quarters of respondents (72%) believe it to be 'not at all likely' that they would consider taking a job in any casino or entertainment park complex, with a further 7% believing this to be 'fairly unlikely'.

Younger respondents were significantly more likely to consider taking a job at any development, with 27% describing themselves as either fairly likely or very likely to do so. This was a significantly larger proportion than all other age groups (25-34's 19%, 35-44's 17%, 45-54's 19%, 55-64's 10%, 65+ 2%).

Black respondents were more likely to consider taking a job in a casino or entertainment complex than White or Asian respondents, with 21% claiming they would be 'very likely' or 'fairly likely' to consider it compared to 15% of White respondents and 12% of Asian respondents.

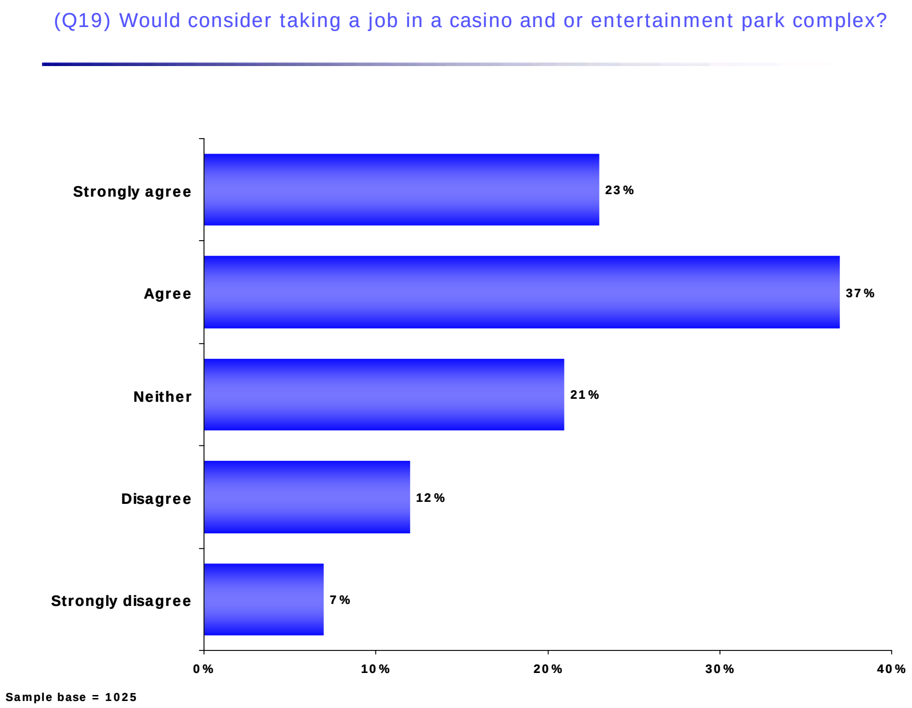
Thos having lived in the area for more than 10 years were significantly less likely to consider taking such a job than those who had lived in the area for a shorter time with 83% claiming they would be 'fairly unlikely' or 'very unlikely' to consider it compared to 71% of those who have lived in the area for up to 2 years and 77% who have lived in the area for between 3 and 10 years.

There were no significant differences by religion social class or household income.

Investment in the community

Finally, respondents were asked to what extent they agreed with the suggestion that a proportion of any profits from such a development should be invested in the community.

Figure 14



Almost two thirds of respondents believe that this would be a good idea (37% agree, 23% strongly agree), although one in ten (12%) disagree and 7% disagree strongly.

A significantly larger proportion of White (67%) and Black (63%) respondents agreed with this sentiment compared to their Asian counterparts (47%). Similarly, a significantly higher proportion of Christian respondents either agreed or strongly agreed with this suggestion (68%) compared to Muslim respondents (45%) and a significantly higher proportion of Muslim respondents disagreed or strongly disagreed with this proposal (25%) when compared to Christian respondents (17%).

Those who have lived in the area for more than 10 years were significantly more likely to agree or agree strongly with this idea than those who had lived in the area for a shorter period of time (82% versus 77% of those living in the area between 3 and 10 years and 71% of those living in the area for less than 2 years).

Appendix 1 – Respondent Profile

Demographic	Project sample %	Census 2001	Difference +/-%
Gender			
Male	49	50	-1
Female	51	50	1
Age			
16-24	19	20	-1
25-44	44	46	-2
45-64	22	22	0
65+	16	12	4
Ethnicity			
White	39	39	0
Mixed	1	3	-2
Asian	35	33	2
Black	22	22	0
Other	2	3	-1
Disability			
Limiting long-term illness	5	17	
No limiting long-term illness	95	83	
Working Status			
FT Employed	35	32	3
PT Employed	9	7	2
Self Employed	3	5	-2
Unemployed	2	6	-4
FT Student	9	13	-4
Retired	15	15	0
Looking after Home	15	10	5
Perm Sick	16	6	10
Other	1	6	-5
Housing Tenure			
Owned outright/buying on mortgage	43	46	-3
Social rented - Rented from council	22	23	-1
Social rented - Other social rented	13	11	2
Private rented	21	18	3
Lives rent free	*	2	
Religion			
Christian	46	47	-1
Buddhist	*	1	
Hindu	6	7	-1
Jewish	*	0	
Muslim	29	24	5
Sikh	2	3	-1
Any other religion	*	0	
No religion	15	9	6
Religion not stated	2	9	-7

Appendix 2 – Questionnaire

Current Leisure activities

Q1. We are interested in the things people do in their leisure time outside of their home; I'm going to read out a list of leisure activities. Please look at the card and tell me how frequently you do each one.

SHOWCARD 1

TICK ONE RESPONSE PER ROW

	At least once a week	At least once a month	Several times a year	Once a year or less	Never
Go to watch live sport	7	7	13	16	58
Go to the cinema	4	26	27	15	28
Go to a concert, theatre, dance show or other live performance (including music)	11	5	16	18	59
Go for a drink at a pub or club or wine bar	10	17	15	11	47
Have a meal in a restaurant, café or pub	9	29	22	14	27
Do DIY, home maintenance or car repairs	7	20	23	18	32
Attend leisure activity groups such as evening classes	4	6	12	13	64
Attend meetings for local groups/voluntary organisations	2	5	12	13	69
Go to a community event or social gathering in a community centre	3	7	15	14	61
Go to a community event or social gathering in your usual place of worship	3	7	15	14	61
Do unpaid voluntary work	2	7	12	10	70
Use leisure centres	12	17	19	10	42
Play sport at/for sports club	7	12	16	9	55
Take part in music, dance, drama or arts and crafts activities	2	6	11	14	67
Visit libraries	9	23	20	15	32
Visit parks	28	44	16	5	7
Go shopping	63	23	9	4	2
Other	*	*	*	*	99

Leisure Facilities

Q2. From this list what two or three leisure and entertainment facilities would you like to see more of in Newham during the daytime?
SHOWCARD 2
TICK MAXIMUM OF 3 RESPONSES

Q3. And which two or three leisure and entertainment facilities would you like to see more of in Newham during the evening?
SHOWCARD 2
TICK MAXIMUM OF 3 RESPONSES

	Q2 Daytime	**Q3 Evening**
Cinemas	20	16
Theatres	6	9
Museums	11	5
Art Galleries/Exhibition Spaces	10	8
Venues for Live Music	6	6
Parks and Open Spaces	23	13
Bingo Halls	3	3
Night Clubs	2	8
Casinos	2	5
Wine Bars	2	6
Restaurants	10	19
Pubs	2	5
Amusement Arcades	2	3
Shopping Facilities	19	13
Sports Facilities	23	17
Spas	3	2
Entertainment Park	16	11
Facilities for community activities	18	12
Facilities for taking part in music, dance, drama or arts and crafts activities	6	4
Other – WRITE IN AND TICK APPROPRIATE BOX	2	1

Current Gambling Activities

Q4a. Have you spent any of your own money on any of the following activities in the last 12 months?
Q4b. And what about in the last month, have you spent any of your own money on any of the following activities in the last month?

NOTE TO INTERVIEWER: FOR EACH OPTION CODED 1 AT QUESTION 4b (i.e. respondent has undertaken activity in last month) ask Q5

Q5. And in the last month how much of your own money have you spent on each of the activities you mentioned?
PROMPT RESPONDENT WITH ACTIVITIES MENTIONED AS UNDERTAKEN IN LAST MONTH AT Q4b

IF NO ACTIVITIES AT Q4 UNDERTAKEN IN LAST MONTH THEN SKIP TO Q6

	Q4a Last 12 months TICK ONE ON EACH ROW		**Q4b Last month TICK ONE ON EACH ROW**		**Q5 How much in the last month**
	Yes	**No**	**Yes**	**No**	**WRITE IN AMOUNT TO NEAREST £**
Tickets for the National Lottery Draw Include Thunderball and Euromillions Do not include scratchcards	34	66	86	14	
Scratchcards Include National Lottery scratchcards and games played online Do not include newspaper or magazine scratchcards	7	93	74	26	
Tickets for any <u>other</u> lottery Include charity lotteries for hospices, sports or social clubs, e.g. 'Monday Lottery' Do not include Irish lottery or any other international lotteries or buying raffle tickets	2	98	65	35	

	Q4a Last 12 months TICK ONE ON EACH ROW		Q4b Last month TICK ONE ON EACH ROW		Q5 How much in the last month
	Yes	**No**	**Yes**	**No**	**WRITE IN AMOUNT TO NEAREST £**
The football pools Do not include betting on football matches with a bookmaker	2	98	56	44	
Bingo cards or tickets Include playing boards at a bingo hall Do not include newspaper bingo tickets, or bingo played online	2	98	68	32	
Raffles or Tombolas Charity raffle tickets sold in support of 'good causes' or tombola events at, for example, Garden fetes	2	98	39	61	
Virtual gaming machines in a bookmaker's to bet on virtual roulette, keno, bingo e.t.c Do not include quiz machines	2	98	47	53	
Table games (roulette, cards or dice) in a casino Do not include poker or casino games played on-line	1	99	42	58	
On-line gambling like playing poker, bingo, slot machine style games or casino games for money Include gambling on-line through a computer, mobile phone, or interactive TV Do not include bets made with on-line bookmakers or betting exchanges	1	99	40	60	

	Q4a Last 12 months TICK ONE ON EACH ROW		Q4b Last month TICK ONE ON EACH ROW		Q5 How much in the last month
	Yes	**No**	**Yes**	**No**	**WRITE IN AMOUNT TO NEAREST £**
On-line betting <u>with a bookmaker</u> on any event or sport Include betting on-line through a computer, mobile phone or interactive TV Do not include bets made with a betting exchange or spread-betting	1	99	69	31	
Betting exchange (This is where you lay or back bets against other people using a betting exchange. There is no bookmaker to determine the odds. This is sometimes called 'peer to peer' betting)	1	99	67	33	
Betting on horse races <u>in a bookmaker's, by phone or at the track</u> Include tote betting and betting on virtual horse races shown in a bookmaker's Do not include bets made with on-line bookmakers or betting exchanges	5	95	81	19	
Betting on dog races <u>in a bookmaker's, by phone or at the track</u> Include tote betting and betting on virtual dog races shown in a bookmaker's Do not include bets made with on-line bookmakers or betting exchanges	2	98	50	50	

	Q4a Last 12 months TICK ONE ON EACH ROW		Q4b Last month TICK ONE ON EACH ROW		Q5 How much in the last month
	Yes	**No**	**Yes**	**No**	**WRITE IN AMOUNT TO NEAREST £**
Betting on any other event or sport <u>in a bookmaker's, by phone or at the venue</u> Include, Irish Lottery, 49's Do not include bets made with on-line bookmakers or betting exchanges, or spread-betting	2	98	67	33	
Spread-betting (In spread-betting you bet that the outcome of an event will be higher or lower than the bookmaker's prediction. The amount you win or lose depends on how right or wrong you are)	*	99	33	67	
Private betting playing cards or games for money with friends, family or colleagues	2	98	80	20	
Another form of gambling in the last 12 months (WRITE IN AND TICK APPROPRIATE BOX)	*	99	33	67	

Attitude to Gambling

Q6. I am going to read out some things which people have said about gambling. Please could you tell me how much you agree or disagree with each statement?
SHOWCARD 3
TICK ONE RESPONSE PER ROW

	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
There are too many opportunities for gambling nowadays	20	48	21	10	2
People should have the right to gamble if they want to	18	53	23	5	2
Gambling should be discouraged	19	32	32	15	3
Gambling is an important part of family life	2	6	27	43	22
Most people who gamble do so sensibly	3	17	46	25	9
Gambling is a fool's game	19	35	29	15	2
Gambling is a harmless form of entertainment	3	21	38	29	9
Gambling is a waste of time	19	35	29	15	2
On balance gambling is good for society	2	7	37	39	16
Gambling livens up life	3	18	42	29	9
Gambling is dangerous for family life	23	41	24	9	3
It would be better if gambling was banned altogether	13	20	36	24	7
Gambling is like a drug	25	46	20	8	1
Gambling is good for communities	2	9	30	40	19
Gambling is against my religious beliefs	25	20	25	23	7

Awareness of Casino

Q7. In January the London Borough of Newham was selected as one of eight possible locations for a large casino in Britain. Before taking part in this interview, were you aware of Newham's selection?
ONE CODE ONLY

Yes	28
No	69
Don't know	3

A large casino could run card games, dice games and have roulette wheels. It could have up to 150 slot machines with a jackpot of up to £4,000. The maximum size of a casino would be around half the size of a football pitch. A casino contained within an entertainment complex could include restaurants, music venues, bars or a health spa and conference facilities and would be much bigger.

Q8. There are many different types of casino that could be built in Newham, Which of the following do you think you might support and which would you oppose?
SHOWCARD 4
TICK ONE RESPONSE PER ROW

	Strongly support	Tend to support	Neither support nor oppose	Tend to oppose	Strongly oppose
A casino by itself	3	14	20	17	47
A casino located in an existing hotel/entertainment complex	7	15	20	15	43
A casino located in a new entertainment complex with bars and restaurants which is open late	6	17	21	14	42
A casino located in a new entertainment complex with health club, spa and gym open mainly in the day time	7	22	19	11	41
A casino located in a new entertainment complex with bars, restaurants, spa and health club and open during the day and the night	16	18	16	11	39
None of the above	38	*	60	*	2

Q9. Which would be your most preferred option?
ONE CODE ONLY

Q10. And which would be your least preferred option?
ONE CODE ONLY

	Most Preferred (Q9)	**Least Preferred (Q10)**
A casino by itself	3	40
A casino located in an existing hotel/entertainment complex	5	4
A casino located in a new entertainment complex with bars and restaurants which is open late	4	4
A casino located in a new entertainment complex with health club, spa and gym open mainly in the day time	5	5
A casino located in a new entertainment complex with bars, restaurants, spa and health club and open during the day and the night	30	6
None of the above	53	41

Q11. There are many different criteria for the location of a possible casino which need to be considered. How much do agree or disagree that the following would make good locations?
SHOWCARD 3
TICK ONE RESPONSE PER ROW

	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
Near to existing good transport links	11	29	28	10	22
On land not currently in use	21	29	26	8	16
Near to shopping areas	5	16	27	18	33
Not near to schools	31	10	20	7	32
Not near to places of worship	33	12	16	7	32
Not near to residential areas	26	17	19	7	31
Near to existing leisure facilities	14	18	32	11	25

Attitudes to Casino

Q12. What would you consider to be the potential **disadvantages** of a large casino development being built in Newham?

UNPROMPTED - PROBE FULLY

CODE NEAREST FROM LIST BELOW – MULTICODING POSSIBLE
WRITE IN ANY OTHER DISADVANTAGES MENTIONED NOT COVERED BY THE BELOW LIST

Problem gambling/gambling addiction	58
Increase crime/money laundering	56
Some local firms might go out of business	13
Detrimental to current nightlife	15
Increased traffic congestion	23
Environmental damage e.g. increase in litter	16
Increase in ‘drinking’ culture	19
Would generally damage the image of Newham	14
Noise pollution	5
Other (WRITE IN)	3
Don’t know	10

Q13. And what would you consider to be the potential **benefits** of a large casino development being built in Newham?
UNPROMPTED - PROBE FULLY
CODE NEAREST FROM LIST BELOW – MULTICODING POSSIBLE
WRITE IN ANY OTHER BENEFITS MENTIONED NOT COVERED BY THE BELOW LIST

Creation of jobs	47
Beneficial for the local economy	24
Improve the image of Newham	12
Would create a new entertainment destination in Newham	8
Increased tourism	12
Improve the area	8
Lead to increased regeneration	6
Improve public transport/transport links	2
Increase the standard of local hotels	1
Availability of local conference facilities	1
New entertainment facility for residents of Newham	8
Other (WRITE IN)	1
Don't know	20

Q14. I am now going to read out some potential benefits and disadvantages that people have said about the development of **a large casino within an entertainment complex**. The entertainment complex might include features such as restaurants, a cinema, live music, hotel and conference facilities and a spa. Please could you tell me how much you agree or disagree that the development of a large casino within an entertainment complex will bring each benefit or disadvantage to Newham?
SHOWCARD 3
TICK ONE RESPONSE PER ROW

Reverse the order for half the sample i.e. disadvantages first and then benefits

		Agree	Neither	Disagree	Strongly Disagree
Potential Benefits					
Creation of jobs	21	50	13	9	8
Bring more money into the Borough	15	34	29	14	9
Increase Tourism	10	33	34	15	9
Fund community projects from taxes raised on the casino	10	26	43	13	8
Create a new entertainment area in Newham	12	33	37	11	8
Potential Disadvantages					
Increase traffic congestion	35	44	15	5	1
Increase crime and anti-social behaviour	39	40	15	6	1
Increase problem gambling	39	36	18	6	1
Increase noise and disruption at night	33	38	20	9	1
Some local firms might go out of business	21	30	33	14	3

Q15.**Taking everything into account would you support or oppose the development of** <u>a large casino within an entertainment complex</u> **in Newham?**
SHOWCARD 4
ONE CODE ONLY

	12
Tend to support	22
Neither support nor oppose	16
Tend to oppose	9
Strongly oppose	38
Don't know	3

Q16. I am now going to read out some potential benefits and disadvantages that people have said about the development of **<u>a large stand alone casino</u>**. Please could you tell me how much you agree or disagree that the stand alone casino will bring each benefit or disadvantage to Newham?
SHOWCARD 3
TICK ONE RESPONSE PER ROW

	Strongly Agree	Agree		Disagree	Strongly Disagree
Potential Benefits					
Creation of jobs	11	48	15	13	12
Bring more money into the Borough	8	33	34	16	9
Increase Tourism	5	28	38	19	10
Fund community projects from taxes raised on the casino	7	25	43	16	9
Potential Disadvantages					
Increase traffic congestion	33	45	17	5	1
Increase crime and anti-social behaviour	35	44	15	6	6
Increase problem gambling	36	41	17	6	1
Increase noise and disruption at night	29	37	26	8	1

Q17. **Taking everything into account would you support or oppose the development of** a large stand alone casino **in Newham?**

SHOWCARD 4

ONE CODE ONLY

	7
Tend to support	16
Neither support nor oppose	18
Tend to oppose	12
Strongly oppose	45
Don't know	3

Q18. How likely is it that you would consider taking a job in a casino and or entertainment park complex?

SHOWCARD 5

ONE CODE ONLY

Very likely	6
Fairly likely	10
Fairly unlikely	7
Not at all likely	72
Don't know	6

Q19. One suggestion that has been put forward with the proposed casino development in Newham is that a proportion of the profits should be invested in the community for example to support local community projects or to provide help for people with gambling problems. How much do you agree or disagree that this is a good idea?

SHOWCARD 3

ONE CODE ONLY

Strongly agree	23
Agree	37
Neither	21
Disagree	12
Strongly disagree	7

Q20. Newham Council may want to re-contact some residents who have taken part in this survey, in the next 12 months. This would be to explore some of these issues in more detail. Would you be willing to take part in further research?

TICK 'YES' IFRESPONDENT AGREES TO BE RECONTACTED

Yes	23	No	77