

CHAPTER 2

COMMUNITY ATTITUDES: A NATIONAL SURVEY

2.1 INTRODUCTION

2.1.1 Background

The Bureau of Market Research (BMR) and Khalulu Marketing Consulting (KMC) were appointed to conduct an extensive economic impact study of legalised gambling in South Africa from 1994 to 2000. This study covers aspects such as the gambling industry's contribution to GDP, gross fixed investment and employment as well as expenditure displacement effects. A further element of the study was to conduct a nationwide community survey to establish a realistic picture of the environment and market within which the gambling industry has to operate.

This chapter contains the research methodology and findings of the community survey.

2.1.2 Objective of the survey

The objective of the survey was to monitor trends and opinions in gambling behaviour and community attitudes to gambling. Specific emphasis was placed on the following:

- establishing the community's participation in gambling by gambling mode
- reasons for abstaining from any gambling activity
- personal views and acceptability of gambling
- gambling frequency/spending patterns of patrons
- gambling as a leisure activity for South Africans
- application of winnings
- expenditure displacement effects of gambling
- extent of gambling expenditure
- characteristics of gamblers by sociodemographic variables such as age, employment status, educational level, population group, gender and income category

Several of the findings will be used in other parts of the study such as calculating total gambling expenditure, application of winnings, sectoral impact of the gambling industry and many more.

2.1.3 Responsibilities

The fieldwork, including the recruitment, training and control of interviewers, was conducted by Khalulu Marketing Consulting (KMC). The Bureau of Market Research (BMR) of the University of South Africa was responsible for the coding, data capturing, computer processing, analysis and compilation of this chapter.

2.2 SURVEY METHODOLOGY

In order to establish gambling behaviour and community attitudes to gambling, a survey was conducted in the community at large in South Africa. The survey of 2 050 respondents was divided into two separate categories. The one was a Telkom telephone survey (1 000 households) among the South African population at large. This telephone survey excluded non-Telkom telephone subscribers from the survey and it was subsequently decided to supplement it with 1 050 personal interviews in areas with the lowest Telkom telephone penetration.

2.2.1 Survey methodology: Telephone survey

The following survey methodology was applied.

2.2.1.1 *Scope of the telephone survey*

The random selection of respondents with in-home access to Telkom telephones ensures the inclusion of inhabitants all over South Africa irrespective of their location. The telephone survey, therefore, includes respondents living in metropolitan, urban and rural areas in relation to the Telkom telephone distribution in these areas.

2.2.1.2 *Sample size*

The survey was conducted among 1 000 households. The majority of telephonic contacts were made with households after 17h00 on weekdays or during weekends to

allow for randomness in the gender composition and work status of respondents. Confirmation was requested from respondents to ensure that only persons 18 years and older participated in the survey.

2.2.1.3 *Sampling*

The nineteen South African telephone directories were used as a sample frame to randomly select households to be interviewed. The allocation of sample elements was based on the distribution of residential entries in the directories (table 2.1). The sample was drawn from CyberTrade, selecting the specific sample element as well as a maximum of nine substitutes per selected element. CyberTrade is an electronic version of all Telkom subscribers, distinguishing between residential and business entries.

TABLE 2.1
DISTRIBUTION OF SAMPLE ELEMENTS BY TELEPHONE DIRECTORY

Telephone directories	Number of subscribers	%
Boland & West Coast	54	5,4
Cape Peninsula	138	13,7
Durban & Surrounding Area	87	8,7
East London & Border	36	3,6
East Rand	77	7,7
Free State	53	5,3
Johannesburg	113	11,3
KwaZulu-Natal North Coast	20	1,9
KwaZulu-Natal South Coast	10	1,0
Mpumalanga	44	4,3
North West Province	48	4,7
Northern Province	27	2,7
Northern Cape & Namakwaland	21	2,1
PE & E Cape	56	5,6
Pietermaritzburg & KwaZulu-Natal	40	3,9
Pretoria & Surrounding Area	73	7,3
Southern Cape & Karoo	25	2,5
Vaal Triangle	23	2,3
West Rand	55	5,5
Total	1000	100 %

2.2.1.4 *Questionnaire*

A prestructured questionnaire was used for the collection of data. The questionnaire was submitted to the NGB for approval and was thoroughly pretested prior to commencing with the survey (see annexure A).

2.2.1.5 *Interviews*

The telephone interviews were conducted by well-trained interviewers. During the training sessions interviewers were trained with regard to aspects such as general background to the study, information on the type of survey, approach towards respondents, asking of questions, recording of answers and probing.

Continuous contact was maintained with the interviewers during the survey.

2.2.1.6 *Time schedule*

The questionnaires were completed during April and May 2002.

2.2.1.7 *Check-backs*

Check-backs were conducted of each interviewer's questionnaires. Cheating was detected in one case. All the questionnaires completed by this interviewer were discarded, except for a few where the reliability was established through telephone verification. Rephoning was carried out in the affected areas to ensure the completion of the predetermined number of questionnaires in each area.

2.2.2 **Survey methodology: Personal interviews**

2.2.2.1 *Introduction*

As indicated in section 2.2, the telephone survey, utilising the telephone directories and CyberTrade as sample frames, excluded non-Telkom subscribers from the survey. To ensure the inclusion of respondents without Telkom subscription in this (personal interview) survey, the following screening question was asked at the beginning of the interview: 'Do you have a Telkom telephone at home?' A negative response to this question ensured inclusion in the survey.

2.2.2.2 *Study areas*

Households located in areas with the least possibility of being served by an in-home Telkom telephone were selected. It was assumed that the majority of these households were located in formal and informal settlements in urban areas. The majority of formal

houses in urban areas have direct access to Telkom telephones, implying the possibility of their inclusion in the telephone subsurvey. Due to cost considerations, agricultural communities located in typical rural areas often characterised by a dispersed locational pattern, were excluded from the survey.

2.2.2.3 *Sample size*

The survey was conducted among 1 050 households primarily living in informal settlements and villages close to selected towns.

2.2.2.4 *Sampling*

A sample of urban and nonurban areas was selected from North West, Northern Province/Limpopo, Mpumalanga, Free State, Gauteng, KwaZulu-Natal, Eastern Cape, Western Cape and Northern Cape. The distribution of the 2001 African and coloured population in the various provinces was used for this allocation, the reason being that more than 90 % of the Asian and white population are urbanised, with the majority having access to Telkom telephones.

Table 2.2 reflects the areas selected by province and the number of questionnaires completed in each area.

TABLE 2.2
RESPONDENTS BY PROVINCE AND AREAS

Province	Areas	No of Questionnaires
North West	Mabopane	60
	Bapong (Rustenburg)	60
Northern Province	Sibasa (Thoyoandou)	40
	Seshego (Pietersburg)	40
Mpumalanga	Carolina	60
	KaNyamazane (Nelspruit)	60
Free State	Botshabelo	30
	42 nd Hill (Harrismith)	30
KwaZulu Natal	Madadeni (New Castle)	60
	Ezakheni (Ladysmith)	60
	Edendale (Pietermaritzburg)	60
	Umlazi (Durban/Isipingo)	60

Eastern Cape	Bizana	45
	Umtata	60
	Motherwell (Port Elizabeth)	45

(continued)

TABLE 2.2 (CONTINUED)

Western Cape	Khayelitsha (Bellville/Mitchells Plain)	40
	Mbekweni (Paarl)	40
Northern Cape	Kimberley	40
Gauteng	Atteridgeville	40
	Heidelberg	40
	Soweto	40
	Evaton (Vanderbijlpark)	40
Total		1 050

The following procedure was followed in each area to finally select the respondent/household to be interviewed:

- **Informal settlements**

Dwellings were selected at random, after which an interviewer paid a visit to the dwellings. The area supervisor directed an interviewer to selected dwellings, which were given numbers that were written on the cover of the questionnaires.

- **Formal urban settlements**

Addresses (stand or house numbers) were selected at random, after which an interviewer paid a visit to the addresses. Addresses (stand or house numbers) were written on the cover of the questionnaire.

2.2.2.5 *Questionnaire*

The questionnaire was exactly the same as that used in the telephone survey.

2.2.2.6 *Interviewing*

Interviewers were trained ensuring comprehension of all questions by interviewers. The questionnaires for the study were completed during March to May 2002. Three areas were resurveyed during the last week of June 2002.

2.2.2.7 *Check-backs*

To ensure the reliability of survey findings, 10 % of each interviewer's questionnaires were checked before payment. Khalulu Marketing Consulting exercised close supervision in all the selected areas and cheating was found in two areas where the surveys were redone.

2.2.3 **Weighting**

In order to correlate the sample with the population composition the following two weighting procedures were applied.

2.2.3.1 *Personal interview subsurvey*

The composition of the sample shows a bias towards metropolitan areas/large towns and hence proximity to physical gambling facilities, especially casinos. The following weights were allocated:

- 0,2264 to metropolitan areas/large towns (ie those within close proximity of casinos)
- 0,7736 to other urban and informal settlements not in close proximity of casinos

These weights are determined by two factors, namely the percentage of the population without access to in-house Telkom telephones as well as their proximity to casinos.

2.2.3.2 *Total sample*

Estimates show that about one in every four of the approximately 10 million households in South Africa do have access to in-house Telkom telephones. Consequently, the weighted total presented in the tables is calculated as follows:

- 0,7539 to personal interviews
- 0,2461 to telephone interviews

The allocation of the above weights to the samples implies that the sample portrays largely the same characteristics as the population at large.

2.2.4 **Participation**

Generally, respondents were not negative about any of the questions. However, the question on household income levels was experienced as sensitive and approximately 15 % of respondents did not want to divulge their income levels especially in the telephone survey. The question on race elicited some antagonism in the telephone survey and may therefore have resulted in false responses. It was therefore decided not to use the race variable in the cross tabulations and analysis in this report.

2.2.5 Access to gambling facilities

Although access to gambling facilities (especially lottery outlets and casinos) was never a deliberate criteria for selecting sample elements in the telephone survey, just more than 1 % of the respondents advanced lack of access to gambling facilities as the main reason for abstaining from gambling.

2.2.6 Validity of the results

Properly conducted sample surveys yield useful estimates but not exact values. Errors may arise from sampling, nonresponse, reporting and processing. The nature and scope of these errors are discussed below.

2.2.6.1 *Sample error*

Sample error arises because only a fraction of the population is interviewed. As the data collected in these subsurveys are based on representative samples drawn by a probability method, the size of the sample errors can be calculated. Despite the existence of statistical techniques for calculating the extent of sample errors, it is hardly practical to compute the sample error of every average calculated in the study. Sample errors are computed from the standard deviation of sampling means. The function of the standard deviation of sampling means is to provide an interval within which the sample mean may have deviated from the true population mean as a result of random sampling variations. This interval is termed the confidence region.

The formula for estimating the standard deviation of sampling means ($\hat{\sigma}_{\bar{x}}$) for numerical data is:

$$\hat{\sigma}_{\bar{x}} = \frac{s}{\sqrt{n}}$$

where s = standard deviation of the sample^o
and n = sample size

One can state at a 68 % level of confidence that the sample mean will fall within a range of one standard deviation of the sampling mean above or below the population mean. It is also possible to increase the range to 1,96 standard deviations of the sampling mean, thereby raising the confidence level to 95 %.

The following formula is used to calculate the sample error for proportionate data:

$$\sigma_{\bar{p}} = \sqrt{\frac{p(100-p)}{n}}$$

where p = percentage of respondents who possess the characteristics of interest
n = number of observations

Some indication of the proportions assumed by sample errors can be gained by calculating the sample error of the percentage of the population buying lottery tickets. By applying the above formula, the sample error is calculated as 0,99 % or 1,39 % of the sample mean. It can therefore be stated that the percentage of the population who procure lottery tickets will not deviate more than 1,95 % from the 71,3 % resulting from the survey. The percentage buying lottery tickets will, therefore, not be less than 69,4 % (ie 71,3 % - 1,95 %) or more than 73,3 % (ie 71,3 % + 1,95 %) on a 95 % confidence level. The above example serves as an indication of the confidence region for those

$$\sigma = \sqrt{\frac{\sum (xi - \bar{x})^2}{n-1}}$$

who buy lottery tickets. The same calculation can be effected for other survey findings as well. The conclusion emanating from the above calculation is that the confidence level for the survey is extremely high on a 95 % confidence level.

2.2.6.2 Interviewer errors

Three types of error can be caused by an interviewer's behaviour, namely errors in asking questions, errors in recording answers and errors due to cheating. Although interviewers were well trained it is possible that these types of mistakes may have a negative influence on the survey results. Check-backs revealed cheating by three interviewers whose work had to be redone.

2.2.6.3 Reporting errors

It is virtually impossible to eliminate reporting errors completely. Every possible precaution was taken in the construction of the questionnaire and the training and supervision of the interviewers to minimise these errors. The fact remains, however, that respondents tend to overstate status items such as level of training and income level. The opposite occurs for commitments such as possible financial responsibilities and other aspects perceived by respondents to be negative behaviour such as smoking, alcoholic consumption and gambling especially addictive gambling.

2.2.6.4 Processing errors

Errors of calculation are not uncommon in the processing of data. Measures taken in this study to keep such errors to a minimum include sequence tests, which show up duplication of data on computer databases, and minimum and maximum value tests, which identify impossible and improbable values.

2.2.6.5 Nonresponse

As indicated previously two procedures were applied in cases of nonresponse. Telephone interviewers were supplied with lists of names and telephone numbers. Between five and ten substitutes were provided if the first telephone number on the list failed to result in a successful interview. In the case of personal interviews, a specific procedure was prescribed. Whenever there were problems such as refusals, nobody at the dwelling or respondents refusing to continue with the interviews, they were substituted with the next dwelling. Generally, participation in the survey was very good.

Substitution in the telephone survey was mainly caused by contact failures, notwithstanding the usage of CyberTrade to select respondents. Substitution in the personal interview subsurvey was caused by factors such as nobody at the dwelling and refusal to participate.

2.2.7 **Validation**

The reliability of survey findings is usually measured by comparison with secondary sources. A community survey was conducted in the Mpumalanga Province by the BMR in 2000. The report 'An examination of community attitudes towards and the visiting profile of casinos in the Mpumalanga Province of South Africa' contains some information comparable with the NGB survey. Where applicable, the NGB survey will be compared to the Mpumalanga findings. However, it should be noted that the NGB survey covers the whole of South Africa and that population characteristics may differ from those in Mpumalanga. Some differences may relate to racial composition and the absence of large metropolitan areas in Mpumalanga. The National Centre for the Study of Gambling (NCSG) conducted a national survey in 2001 on problem gambling. Some of the questions regarding participation in gambling activities correlate with the NGB survey and will be used to validate the NGB findings (Collins & Barr 2001).

2.3 **SURVEY FINDINGS**

This section discusses the most important findings of the community survey. The results are presented for South Africa as a whole. Gambling behaviour and attitudes are cross tabulated by sociodemographic variables to clearly portray the profile of the South African population (**18 years and older**) regarding their gambling activities.

2.3.1 **Participation in gambling activities**

Figure 2.1 shows the participation in gambling activities of the South African population during the twelve months preceding the survey. The most popular by far was the National Lottery. Just more than seven out of every ten (71,3 %) confirmed that lottery tickets were procured during the twelve months preceding the survey. This is followed by casino gambling with just less than one in every five (19,3 %) visiting casinos. Wagering on horses was undertaken by 15,3 % of the population. The other

modes of gambling were far less popular, with participation ranging from 0,6 % of the population for on-line gambling to 7,2 % for bingo.

Almost a quarter of the population (27,5 %) indicated that they had not participated in gambling activities at all during the twelve months prior to the survey.

FIGURE 2.1
PARTICIPATION IN GAMBLING BY GAMBLING MODE DURING THE TWELVE MONTHS PRECEDING THE SURVEY

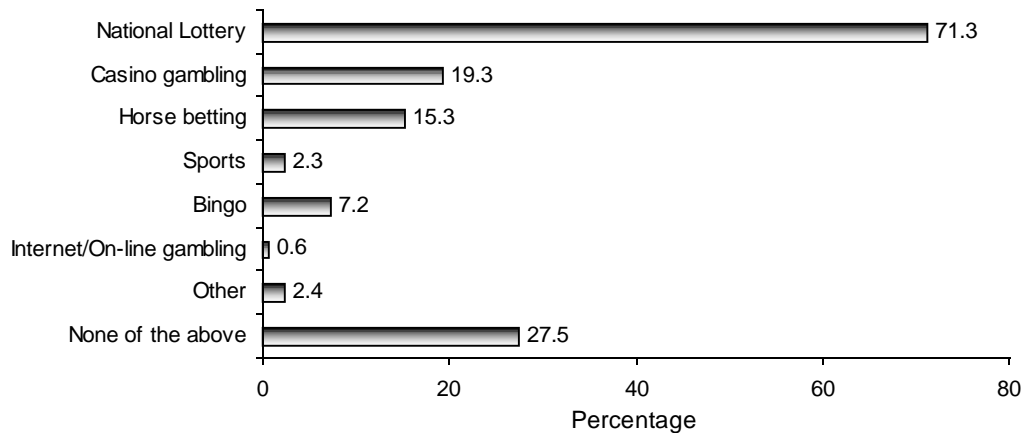


Table 2.3 shows a comparison between the NGB survey and a survey conducted by South Africa's National Responsible Gambling Programme (NRGP) in 2001 (Collins & Barr 2001). The NRGP survey population consisted of 5 800 adults with access to the new forms of legal gambling, namely urban casinos and the National Lottery. The survey enquired on gambling and elicited some information on household expenditure. The survey also enquired on illegal gambling modes such as fafi and dice. The sample excluded the population living in rural areas with no access to commercial gambling. There is a fairly close correlation between the sample populations of the NGB and the NRGP studies. However, the sample for the telephone subsurvey of the NGB study was drawn on a probability basis, implying that rural households with in-house access to Telkom telephones were also included in the study. The share of rural households in the survey was relatively small due to the urban:rural population ratio that is strongly in favour of urban areas especially those with in-house Telkom telephones.

The table confirms an extremely close correlation between the findings of the two surveys. Procurement of lottery tickets differs only marginally: 71,3 % in the case of

the NGB survey in 2002 and 69,5 % in the NRGP survey in 2001. This marginally higher percentage of the NGB survey may be explained by the fact that the mega prizes offered by Uthingo since the beginning of 2002, motivate increased ticket sales (and probably also more participants). Ticket sales increased, for example, from R1,6 billion for the whole of 2001 to R5,7 billion from January 2002 to 19 October 2002 (unpublished information, Uthingo).

TABLE 2.3

COMPARISON OF THE NGB AND NRGP SURVEYS REGARDING PARTICIPATION IN GAMBLING ACTIVITIES

Participation in: ¹⁾	NGB %	NRGP %
National Lottery	71,3	69,5
Slots	-	28,9
Casino gambling	19,3	
Wagering on horses	15,3	10,8
Other gambling activities	> 10,0	> 10,0
Never gamble	27,5	25,6

1) The NGB enquired on participation in gambling activities of respondents during the 12 months preceding the survey while the NRGP asked whether a respondent ever participated in any of the gambling modes.

Frequency of visits to casinos was reported on a slightly higher level in the NRGP study (28,9 % slots) compared to the NGB study (19,3 % casinos). As indicated above, the NGB sample included some households residing in rural areas while the NRGP excluded all rural households. Casinos are far less accessible in rural areas compared to urban areas while rural people may also be less inclined to embark on gambling activities. The NRGP survey may also include participation in illegal slot machines. Abstention from any gambling activities also correlates closely between the NGB study (27,5 %) and the NRGP survey (25,6 %).

The NGB findings also correlate closely with two previous regional surveys. Table 2.4 shows the results of surveys in Mpumalanga in November 2000 and the northern part of the Free State in 2001. The Mpumalanga survey represents a combination of a telephone survey among the provincial population as a whole and personal interviews in the three casino towns while the Free State survey involved only the African population in the Sasolburg/Parys region. Participation in the National Lottery in these surveys

correlates closely with the national NGB survey. The national survey reported lower levels of participation in casino gambling and horse wagering. This can be attributed to the fact that access to physical gambling facilities was more readily available to the Mpumalanga and Free State survey population than to South Africa as a whole.

TABLE 2.4
PARTICIPATION IN GAMBLING ACTIVITIES BY GAMBLING MODE IN
MPUMALANGA AND THE FREE STATE

Mode	Mpumalanga 2000	Free State 2001
National Lottery	80,0	75,3
Casino	45,0	45,4
Wagering on horses	26,0	20,3
Sports betting	-	8,9
Internet/on-line gambling	-	0,6

Sources: Ligthelm 2000 and Ligthelm 2001

2.3.1.1 *Participation by age group*

Table 2.5 shows the participation of the population by age group and gambling mode. The table confirms that the gambling pattern by age group does not show any peculiarities. However, the following general observations are evident from the data:

- The first two age groups 18 to 30 years and 31 to 40 years tend to be relatively more active in gambling activities than the older age groups. For example, where only approximately 20 % of those in the age group 18 to 30 and 31 to 40 years did not participate in gambling, the percentage increases to over 40 % in the last two age groups 51 to 60 years and 60 years and older.
- Participation in the National Lottery, for example, decreased from 78,1 % of those in the 18 to 30 year age group to 56,7 % of those in excess of 60 years. For the same age groups casino gambling decreased from 23,0 % to 15,2 %.

TABLE 2.5**PARTICIPATION IN GAMBLING BY AGE GROUP**

Mode	Age group (years)					Total population
	18-30	31-40	41-50	51-60	60+	
National Lottery	78,1	76,1	67,5	56,4	56,7	71,3
Casino gambling	23,0	22,0	15,6	12,1	15,2	19,4
Wagering (betting on horses)	17,6	17,7	13,5	11,1	8,1	15,3
Sports betting	3,5	1,5	2,3	2,5	0,6	2,3
Bingo	10,8	9,4	2,5	2,3	3,1	7,2
Internet/on-line gambling	0,2	1,0	0,5	1,4	0,0	0,6
Other	1,1	3,3	2,6	3,6	1,5	2,4
None of the above	20,8	22,6	31,5	41,7	42,9	27,6

2.3.1.2 Participation by employment status

Table 2.6 shows the support base of the individual gambling modes by employment status of participants. The unemployed represent, for example, 40,2 % of those that abstain from gambling while part-time workers represent only 9,6 %. Of those that procured lottery tickets, 45,9 % are engaged in a full-time job while the unemployed represent only 27,2 % of lottery ticket buyers.

Amongst other things, the following is evident from the survey: the unemployed and retired/nonworkers show a smaller propensity to gamble than those with a full-time or part-time job. A comparison of the employment groups' share in the survey population with their share in nonparticipation in gambling reveals the following ((-) indicates a less than pro-rata nonparticipation and a (+) a larger share in nonparticipation):

Employment status	Groups share in survey population (a) %	Share in nonparticipation (b) %	Difference (b) – (a)	
• Full-time	40,8	27,9	-12,9	
• Part-time	15,1	9,6	- 5,5	
• Unemployed	30,9	40,2	+ 9,3	
• Retired	6,8	8,6	15,4	+
• Home duties	4,5	6,8	+ 2,3	

TABLE 2.6**SUPPORT BASE OF GAMBLING MODE BY EMPLOYMENT STATUS**

Mode	Full-time work %	Part-time work %	Unemployed (looking for work) %	Retired/ nonworker %	Home duties %	Total %
National lottery	45,9	17,2	27,2	5,9	3,8	100,0
Casino gambling	50,6	19,8	22,1	5,0	2,5	100,0
Wagering (betting on horses)	46,7	17,6	27,6	5,2	2,8	100,0
Sports betting	30,1	10,4	50,7	4,8	3,9	100,0
Bingo	34,7	23,9	35,6	3,5	2,3	100,0
Internet/on-line gambling	54,6	30,2	6,2	0,0	9,0	100,0
Other	18,5	34,6	38,4	6,9	1,6	100,0
None of the above	27,9	9,6	40,2	15,4	6,8	100,0

Table 2.7 reveals the involvement of a particular group (in terms of their employment status) in gambling activities. Amongst other things, the survey reveals that:

- almost eight in every ten full- and part-time workers bought lottery tickets during the twelve months preceding the survey as against 62,6 % and 49,6 % of the unemployed and retired persons who participated
- almost one in every four workers (full-time and part-time) as against one in every seven unemployed frequented casinos during the same period
- just more than a third (35,7 %) of the unemployed abstained from all forms of gambling as against 18,8 % of full-time workers who reported no participation

TABLE 2.7
PARTICIPATION IN GAMBLING BY EMPLOYMENT STATUS

Mode	Full-time work %	Part-time work %	Unemployed (looking for work) %	Retired/ nonworker %	Home duties %	Total population %
National Lottery	80,3	81,2	62,6	49,6	58,9	71,4
Casino gambling	23,6	24,9	13,6	11,0	10,2	19,0
Wagering (betting on horses)	17,1	17,4	13,4	9,2	9,2	15,0
Sports betting	1,7	1,6	3,7	1,3	2,0	2,3
Bingo	6,1	11,4	8,3	3,0	3,6	7,2
Internet/on-line gambling	0,8	1,2	0,1	0,0	1,2	0,6
Other	1,1	5,4	2,9	1,9	0,8	2,4
None of the above	18,8	17,4	35,7	49,6	41,1	27,5

2.3.1.3 *Participation by educational level*

Participation in gambling activities by the South African population correlates positively with level of education. Nonparticipation in gambling declines as follows (table 2.8):

Level	% of nonparticipation
• No formal schooling	51,3
• Grade 1 – 7 (Primary)	31,0

- Grade 8 – 12 (Secondary) 24,3
- Post matric (Tertiary) 25,9

For example, participation in the National Lottery increased from 48,7 % of the population with no schooling to 72,8 % of the population with post-school qualifications. Casino patronage increased from 11,3 % to 22,8 % and wagering on horses from 9,2 % to 9,9 %. However, it is interesting to note that betting on horses is of particular interest to people with secondary qualifications (19,9 %).

The above finding correlates with the NRGF finding that propensity never to gamble correlates significantly with absence of education (Collins & Barr 2002:58). The NRGF survey found that 52,2 % of those with no education never gamble. The percentage in the NGB survey is 51,3 %.

TABLE 2.8
PARTICIPATION IN GAMBLING BY EDUCATIONAL LEVEL

Mode	No formal schooling %	Primary (Grade 1-7) %	Secondary (Grade 8-12) %	Tertiary (Post matric) %	Total population %
National Lottery	48,7	67,9	74,4	72,8	71,3
Casino gambling	11,3	11,3	22,0	22,8	19,3
Wagering (betting on horses)	9,2	12,5	19,9	9,9	15,3
Sports betting	0,7	0,6	3,0	2,8	2,3
Bingo	1,4	4,6	10,2	4,7	7,2
Internet/on-line gambling	0,0	0,0	0,4	1,8	0,6
Other	1,4	5,6	2,0	0,5	2,4
None of the above	51,3	31,0	24,3	25,9	27,6

2.3.1.4 *Participation by gender*

Males show a considerably higher propensity to gamble than females. Almost one third (35,8 %) of females confirmed that they had not participated in any gambling activities during the twelve months preceding the survey. The percentage for males amounted to only 17,8 % (table 2.9). The NRGF study also confirms that significantly more nongamblers are women than men (Collins & Barr 2002:58). Although female participation is at a lower level, both genders participate in all gambling modes. The three most important modes show the following participation rates by gender:

	Males (%)	Females (%)
• Lottery	80,6	63,5
• Casinos	24,9	14,6
• Horse wagering	20,5	10,9

TABLE 2.9
PARTICIPATION IN GAMBLING BY GENDER

Mode	Male %	Female %	Total population %
National Lottery	80,6	63,5	71,2
Casino gambling	24,9	14,6	19,3
Wagering (betting on horses)	20,5	10,9	15,3
Sports betting	2,9	1,9	2,3
Bingo	7,6	6,7	7,1
Internet/on-line	0,7	0,6	0,6
Other	3,2	1,7	2,4
None of the above	17,8	35,8	27,6

2.3.1.5 *Participation by income category*

Propensity not to gamble declines from 32,8 % of those with an income of less than R500 per month to 21,6 % of those with an income of between R501 and R1 000 per month and remains around this level for the rest of the income groups. The NRGPS study (Collins & Barr 2002:58) also confirms that propensity not to gamble declines as income increases and stays around the same level for the middle- to high-income groups.

It seems, therefore, that the very low-income group shows the lowest propensity to gamble. This is particularly true for gambling activities other than the lottery. Participation in the lottery shows a similar pattern but with less significant differences between low-, middle- and high-income groups. National Lottery stood at 66,4 % for the lowest and 68,1 % for the highest income groups and increased to approximately 78 % for the first three middle-income groups and 71,1 % for the second highest income group (table 2.10).

TABLE 2.10
PARTICIPATION IN GAMBLING BY INCOME CATEGORY
(MONTHLY INCOME)

Activity	Less than R500	R501- R1 000	R1 001- R2 000	R2 001- R5 000	R5 001- R10 000	R10 000+
National Lottery	66,4	77,2	77,5	78,0	71,1	68,1
Casino gambling	17,4	15,8	27,6	22,6	27,5	27,2
Wagering (betting on horses)	11,9	16,3	27,9	17,3	5,5	1,8
Sports betting	0,8	2,7	3,5	2,1	2,1	0,0
Bingo	4,6	6,7	12,9	3,6	4,1	0,0
Internet/on-line gambling	0,0	0,3	0,8	1,5	0,7	1,8
Other	4,5	3,6	2,4	1,4	0,0	0,0
None of the above	32,8	21,6	19,8	21,5	28,9	22,7

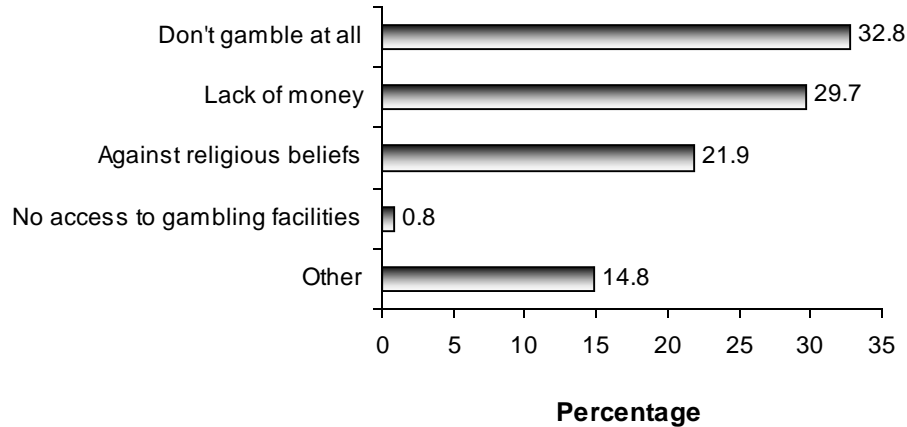
2.3.2 Reasons for nonparticipating in gambling

The just more than a quarter (27,5 %) of respondents, who indicated that they had not participated in any gambling activities during the twelve months preceding the survey, were asked to indicate the main reason for their nonparticipation. Figure 2.2 shows that the following reasons, in order of importance, explain their nonparticipation:

- don't gamble at all 32,8 %
- lack of money 29,7 %
- against religious beliefs 21,9 %

It is interesting to note that only 0,8 % of the respondents mentioned lack of access to gambling facilities as their main reason for abstaining from gambling.

FIGURE 2.2
REASONS ADVANCED BY RESPONDENTS FOR NOT PARTICIPATING IN
GAMBLING DURING THE TWELVE MONTHS PRECEDING THE SURVEY



In terms of the total population, the above findings translate into the following: 8,2 % of the population do not participate in gambling due to a lack of money; a further 9,0 % of the total population do not gamble at all and 6,0 % advance religious reasons for not gambling.

The rest of this section disaggregates the reasons for nonparticipation by various sociodemographic variables.

2.3.2.1 *Nonparticipation by age group*

The reasons advanced by respondents for abstaining from gambling are largely similar across age groups. The following is evident from table 2.11:

- Almost one in every four respondents in all age groups not participating in gambling advanced religious beliefs as the main reason for their conduct.
- Where approximately a third of all the age groups in the 18 to 60 year categories indicated that they do not gamble at all, the percentage increased to just less than half (46,7 %) in the 60 year plus group.
- Lack of money as reason for nonparticipation plays the most prominent role in the age groups 31 to 40 years and 51 to 60 years.

TABLE 2.11

REASONS FOR NONPARTICIPATION IN GAMBLING BY AGE GROUP

Activity	18 – 30 years %	31 – 40 years %	41 – 50 years %	51 – 60 years %	60 + years %
Lack of money	27,6	33,3	21,4	36,4	20,0
Against religious beliefs	24,1	23,3	21,4	22,7	26,7
Don't gamble at all	31,0	30,0	35,7	27,3	46,7
No access to gambling facilities	0,0	0,0	0,0	4,5	0,0
Other	17,2	13,3	21,4	9,1	6,7
Total	100,0	100,0	100,0	100,0	100,0

2.3.2.2 *Nonparticipation by employment status*

Table 2.12 shows the reasons advanced for nonparticipation in gambling by employment status. As could be expected, lack of money was the main reason mentioned by the unemployed. It also played an important role in the case of nonworkers and part-time workers. Gambling being contrary to religious beliefs or respondents simply not participating in gambling played a dominant role in all other cases.

TABLE 2.12
REASONS FOR NONPARTICIPATION IN GAMBLING BY
EMPLOYMENT STATUS

Reasons	Full-time work %	Part-time work %	Unemployed (looking for work) %	Retired/ Nonworker %	Home duties %
Lack of money	11,1	25,0	49,0	21,1	11,1
Against religious beliefs	22,2	33,3	15,7	31,6	44,4
Don't gamble at all	52,8	25,0	23,5	31,6	11,1
No access to gambling facilities	0,0	0,0	2,0	0,0	0,0
Other	13,9	16,7	9,8	15,8	33,3
Total	100,0	100,0	100,0	100,0	100,0

2.3.2.3 *Nonparticipation by educational level*

Table 2.13 confirms a positive correlation between level of education and abstaining from gambling owing to religious beliefs and/or not participating in gambling at all. The higher the educational level the larger the percentage of respondents who abstain from gambling.

On the other hand, as may be expected, there is a negative correlation between educational level and the availability of money for gambling. Lack of money as reason for nonparticipation in gambling is advanced by 53,8 % of those without any schooling while only one in every ten (10,3 %) respondents with post-matric qualifications

mentioned this reason. This reflects a lack of adequate disposable income among those with no or only primary education.

TABLE 2.13
REASONS FOR NONPARTICIPATION IN GAMBLING BY
EDUCATIONAL LEVEL

Reasons	No formal schooling %	Primary (Grade 1-7) %	Secondary (Grade 8-12) %	Tertiary (Post matric) %
Lack of money	53,8	46,9	21,8	10,3
Against religious beliefs	7,7	12,5	29,1	27,6
Don't gamble at all	15,4	25,0	30,9	48,3
No access to gambling facilities	0,0	3,1	1,8	1,6
Other	23,1	12,5	16,4	13,8
Total	100,0	100,0	100,0	100,0

2.3.2.4 *Nonparticipation by gender*

Lack of money as a reason for nonparticipation in gambling activities is slightly more important for females (30,3 %) than for males (24,3 %). Approximately one quarter of both genders advanced religious beliefs as a reason for nonparticipation. A large percentage indicated that they do not gamble at all (males: 43,2 % and females 29,2 %) (table 2.14).

TABLE 2.14
REASONS FOR NONPARTICIPATION IN GAMBLING BY GENDER

Reasons	Male %	Female %
Lack of money	24,3	30,3
Against religious beliefs	24,3	22,5
Don't gamble at all	43,2	29,2
No access to gambling facilities	0,0	1,1
Other	8,1	16,9
Total	100,0	100,0

2.3.2.5 *Nonparticipation by income category*

Nonparticipation in gambling activities by income category (table 2.15) confirms that a larger percentage of respondents with high incomes and a high level of education (section 2.3.2.3) advanced religious beliefs for their abstention from gambling. The table also confirms that higher income groups tend to show a lower propensity to gamble than lower income groups.

TABLE 2.15
REASONS FOR NONPARTICIPATION IN GAMBLING BY MONTHLY
INCOME CATEGORY¹⁾

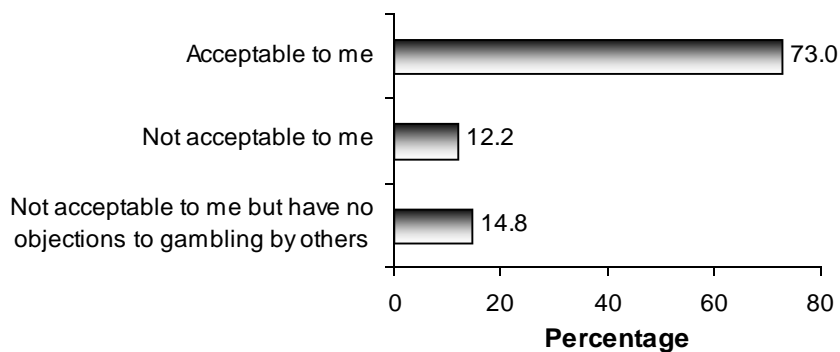
Reasons	<R1 000 %	>R1 000 %
Lack of money	43,4	11,1
Against religious beliefs	17,0	31,1
Don't gamble at all	22,6	44,4
No access to gambling facilities	1,9	0,0
Other	15,1	13,3
Total	100,0	100,0

1) Number of income categories is reduced due to a lack of sufficient observations.

2.3.3 Personal views on gambling

Figure 2.3 depicts the response to the question: ‘What are your personal views on casino gambling?’ Among those expressing an opinion, the majority (73,0 %) believe casino gambling is acceptable. About one in every eight (12,2 %) respondents believe casino gambling is not acceptable while the rest do not gamble but have no objections to gambling by others (14,8 %).

FIGURE 2.3
WHAT ARE YOUR PERSONAL VIEWS ON GAMBLING?



A similar question was posed during the survey in Mpumalanga in 2000. Acceptability was lower than in the NGB survey. Only 58,8 % of respondents regarded gambling as

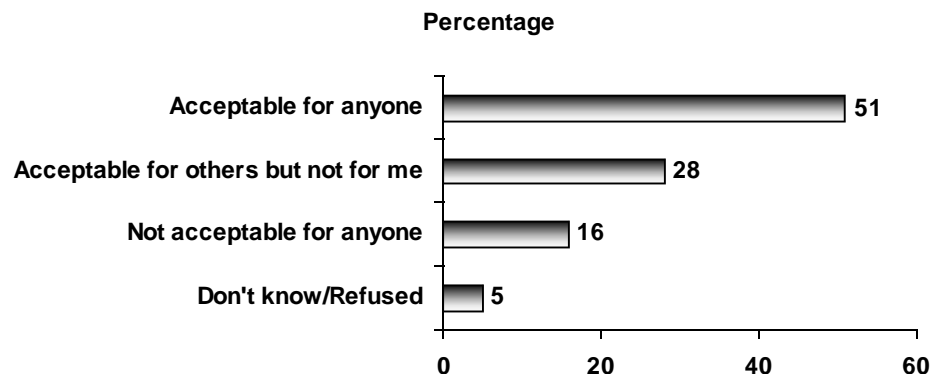
acceptable with 19,9 % indicating that gambling was unacceptable to them. The fact that the NGB survey is almost two years later than the Mpumalanga survey may explain the higher acceptability levels for South Africa as a whole. The inclusion of large metropolitan areas in the South African survey may also have promoted higher acceptability levels. Urban communities are generally more liberal and tolerant in their views compared to rural communities.

The above findings for the South African population correlate with a similar question posed to the United States population in 2002. It is, however, important to note that the South African question refers to the acceptability of gambling in general as opposed to the USA question requesting only acceptability of casino gambling. Figure 2.4 confirms that 16 % of the US population finds casino gambling unacceptable. However, the percentage of those that express total acceptance is higher in South Africa (73,0 %) than in the USA (51 %).

The American Gambling Association (2002:13) comments as follows on the 2002 survey: ‘The 2002 survey of acceptability found that 79 % of Americans believe that casino entertainment is acceptable for themselves or others. This number has remained relatively constant from year to year. While the number of people who believe that casino gambling is acceptable for anyone went down 3 percentage points since the 2001 poll, the number of people who believe it is unacceptable for anyone did not show a corresponding increase. Instead, there was a 3 % shift to the ‘don’t know/refused’ category’.

FIGURE 2.4

THE US POPULATION’S RESPONSES TO THE QUESTION: ‘WHAT ARE YOUR OWN PERSONAL VIEWS OF CASINO GAMBLING?’



Source: AGA 2002.

The views of the South African population are disaggregated by various sociodemographic data in the rest of this section.

2.3.3.1 *Personal views by age group*

Views on gambling change with age. Table 2.16 shows that 75,9 % of those in the 18 to 30 year age group indicated that gambling is acceptable to them. The percentage drops to 60,0 % in the 60 plus age group. Those that held negative views on gambling increased from 12,8 % in the 18 to 30 year age group to 22,9 % in the 60 plus age group.

In the United States it was also found that young people in their twenties and thirties are far more likely to see gambling as an acceptable activity than those over the age of 65. Acceptability levels decline with age – most likely a reflection of a new generation that has grown up with gambling and accepting it as part of society (AGA 2002:3).

TABLE 2.16
PERSONAL VIEWS ON GAMBLING BY AGE GROUP

View	18 – 30 years %	31 – 40 years %	41 – 50 years %	51 – 60 years %	60 + years %
Acceptable to me	75,9	76,3	73,0	63,3	60,0
Not acceptable to me but have no objections to gambling by others	11,3	10,7	13,5	12,2	17,1
Not acceptable to me	12,8	13,0	13,5	24,5	22,9
Total	100,0	100,0	100,0	100,0	100,0

2.3.3.2 *Personal views by employment status*

Employment status influences the personal views of the population towards gambling to some extent. A substantially higher percentage of full- and part-time workers as well as unemployed people expressed their acceptance of gambling. Just more than seven out of every ten employed/unemployed respondents indicated that they find gambling

acceptable. This figure declined to 59,5 % in the case of retired workers and even to a low of 47,6 % among people involved in home duties on a full-time basis (table 2.17).

TABLE 2.17
PERSONAL VIEWS ON GAMBLING BY EMPLOYMENT STATUS

View	Full-time work %	Part-time work %	Unemployed (looking for work) %	Retired/ Nonworker %	Home duties %
Acceptable to me	75,0	80,3	73,6	59,5	47,6
Not acceptable to me but have no objections to gambling by others	12,2	9,1	12,1	13,5	23,8
Not acceptable to me	12,8	10,6	14,3	27,0	28,6
Total	100,0	100,0	100,0	100,0	100,0

2.3.3.3 *Personal views by educational level*

There are no substantial differences of opinion on the acceptability of gambling between respondents with different levels of schooling - approximately seven in every ten respondents indicated that they find gambling acceptable (table 2.18). However, the table shows a slightly higher level of acceptance among respondents with primary and secondary education compared to those without schooling and those with tertiary qualifications.

TABLE 2.18
PERSONAL VIEWS ON GAMBLING BY EDUCATIONAL LEVEL

View	No formal schooling %	Primary (Grade 1-7) %	Secondary (Grade 8-12) %	Tertiary (Post matric) %
Acceptable to me	68,2	78,9	74,3	67,0
Not acceptable to me but have no objections to gambling by others	18,2	11,6	10,1	15,6
Not acceptable to me	13,6	9,5	15,6	17,4
Total	100,0	100,0	100,0	100,0

2.3.3.4 *Personal views by gender*

Females reported that gambling is slightly less acceptable to them than to males. Almost one in every five (18,7 %) females indicated that gambling is not acceptable to them. The figure for males is one in every ten (10,4 %). Where 80,1 % of males reported that gambling is acceptable to them, only 66,8 % of females approve of gambling (table 2.19).

TABLE 2.19**PERSONAL VIEWS ON GAMBLING BY GENDER**

View	Male %	Female %
Acceptable to me	80,1	66,8
Not acceptable to me but have no objections to gambling by others	9,5	14,5
Not acceptable to me	10,4	18,7
Total	100,0	100,0

2.3.3.5 Personal views by income category

Table 2.20 reflects a negative correlation in personal views on gambling with income level. The higher the income the less acceptable gambling becomes. Unacceptability of gambling increased from 8,9 % of those with an income of less than R500 per month to 30,0 % of those with an income of more than R10 000 per month.

TABLE 2.20**PERSONAL VIEWS ON GAMBLING BY INCOME CATEGORY**

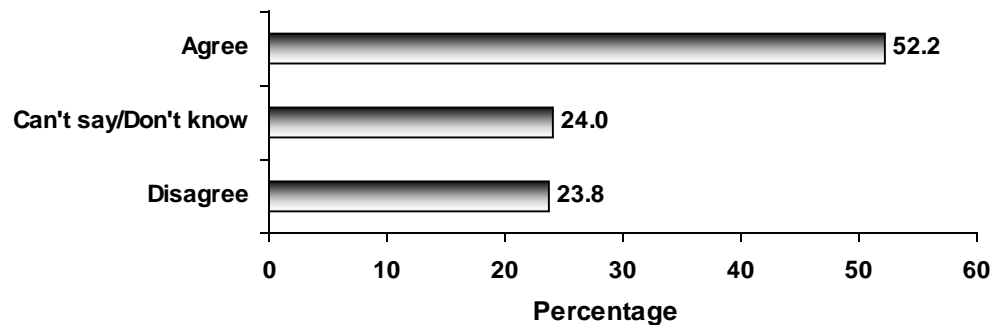
View	Less than R500 %	R501-R1 000 %	R1 001-R2 000 %	R2 001-R5 000 %	R5 001-R10 000 %	R10 000 + %
Acceptable to me	78,2	80,0	75,0	71,9	62,5	60,0
Not acceptable to me but have no objections to gambling by others	12,9	8,9	12,5	10,9	15,6	10,0
Not acceptable to me	8,9	11,1	12,5	17,2	21,9	30,0
Total	100,0	100,0	100,0	100,0	100,0	100,0

2.3.4 Views on casino gambling as an important leisure activity

The question regarding the views of respondents on casino gambling as a leisure activity was phrased as follows: ‘How would you respond to the following statement: casino gambling is an important leisure activity for South Africans?’ and was asked of all respondents – including those who had not visited a casino during the twelve months preceding the survey.

Views on the above statement differ substantially (figure 2.5). Just more than half (52,2 %) the respondents agreed with the statement. On the other side of the scale, 23,8 % disagreed with the statement. A relatively large percentage, namely just less than a quarter of the population (24,0 %) were undecided.

FIGURE 2.5
‘CASINO GAMBLING IS AN IMPORTANT LEISURE ACTIVITY FOR
SOUTH AFRICANS’



In a similar question posed to the Mpumalanga population in 2000, it was found that 54,2 % were in agreement, 29,6 % disagreed and 16,2 % were undecided. Those that perceived casino gambling as an important leisure activity amounted to just more than half the population in both surveys while those in disagreement amounted to just less than one third (29,6 % in Mpumalanga and 28,6 % in South Africa as a whole).

2.3.4.1 *Views on casino gambling by age group*

As could be expected the view that casino gambling is an important leisure activity correlates negatively with age. Where only 20,7 % in the age group 18 to 30 years disagreed with the statement that casino gambling is an important leisure activity, the percentage increased to 32,4 % in the 60 years plus age group.

TABLE 2.21
VIEWS ON CASINO GAMBLING AS AN IMPORTANT LEISURE ACTIVITY
BY AGE GROUP

View	18 – 30 years %	31 – 40 years %	41 – 50 years %	51 – 60 years %	60 + years %
Disagree	20,7	20,9	27,9	28,6	32,4
Agree	57,9	55,8	43,0	49,0	43,2
Can't say/Don't know	21,4	23,3	29,1	22,4	24,3
Total	100,0	100,0	100,0	100,0	100,0

2.3.4.2 *Views on casino gambling by employment status*

The views of respondents on casino gambling as a leisure activity by employment status are reflected in table 2.22. Those involved in home duties on a full-time basis expressed the most widespread disagreement (38,1 %) with the statement, followed by the retired/nonworker group with 28,9 %. Workers (full- and part-time) as well as those looking for work show the least disagreement with the statement (17,2 % of the part-time workers, 22,8 % of the unemployed and 24,6 % of the full-time workers).

TABLE 2.22
VIEWS ON CASINO GAMBLING AS AN IMPORTANT LEISURE ACTIVITY BY
EMPLOYMENT STATUS

View	Full-time work %	Part-time work %	Unemployed (looking for work) %	Retired/ Nonworker %	Home duties %
Disagree	24,6	17,2	22,8	28,9	38,1
Agree	56,4	60,9	48,5	42,1	28,6
Can't say/Don't know	19,0	21,9	28,7	28,9	33,3
Total	100,0	100,0	100,0	100,0	100,0

2.3.4.3 *Views on casino gambling by educational level*

No significant difference is discernible in the views of respondents regarding casino gambling as a leisure activity by educational level. Approximately half of all the educational categories contained in table 2.23 agree that casino gambling is an important leisure activity.

TABLE 2.23

VIEWS ON CASINO GAMBLING AS AN IMPORTANT LEISURE ACTIVITY BY EDUCATIONAL LEVEL

View	No formal schooling %	Primary (Grade 1-7) %	Secondary (Grade 8-12) %	Tertiary (Post matric) %
Disagree	27,3	16,0	21,9	34,5
Agree	45,5	48,9	55,3	49,1
Can't say/Don't know	27,3	35,1	22,8	16,4
Total	100,0	100,0	100,0	100,0

2.3.4.4 Views on casino gambling by gender

Males, to a larger extent than females, felt that casino gambling is an important leisure activity with just more than half (57,9 %) expressing agreement with this view as against 47,1 % of females (table 2.24).

TABLE 2.24

VIEWS ON CASINO GAMBLING AS AN IMPORTANT LEISURE ACTIVITY BY GENDER

View	Male %	Female %
Disagree	21,3	26,3
Agree	57,9	47,1
Can't say/Don't know	20,8	26,7
Total	100,0	100,0

2.3.4.5 Views on casino gambling by income category

Table 2.25 shows the response to the question on casino gambling as a leisure activity by income group. It would seem that the middle-income groups tend to agree with the view while disagreement is strongest among the poorest (to a lesser extent) and most affluent income groups. These two groups are probably more intent on winning than pursuing a leisure activity - the poor since winnings can contribute to their survival and the affluent since gambling is seen as part of their 'investment' activity.

TABLE 2.25

VIEWS ON CASINO GAMBLING AS AN IMPORTANT LEISURE ACTIVITY BY INCOME CATEGORY

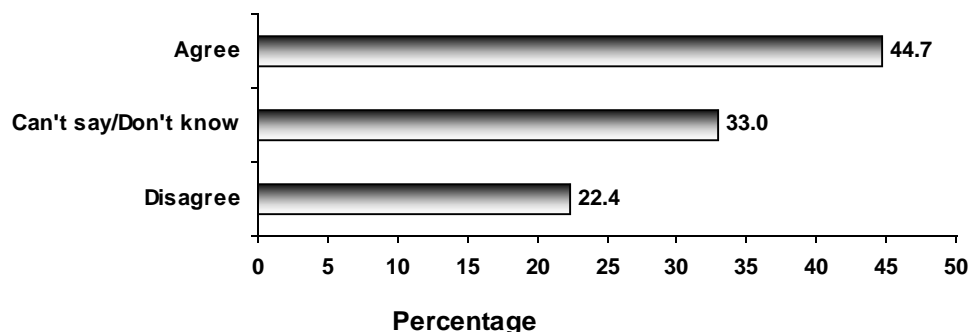
View	Less than R500 %	R501-R1 000 %	R1 001-R2 000 %	R2 001-R5 000 %	R5 001-R10 000 %	R10 000 + %
Disagree	15,2	14,6	19,7	28,1	37,5	68,2
Agree	48,5	59,6	60,6	56,3	50,0	22,7
Can't say/Don't know	36,4	25,8	19,7	15,6	12,5	9,1
Total	100,0	100,0	100,0	100,0	100,0	100,0

2.3.5 Views on horse race meetings as an important leisure activity for South Africans

Wagering on horses is the third most important mode in the gambling industry. Involvement in horse wagering can imply either the attendance of horse race meetings or betting that can be conducted off-course at bookmakers, totalizators or on-line. The question in the questionnaire referred to the first-mentioned only and was phrased as follows: 'How would you respond to the following statement: Attending horse race meetings is an important leisure activity for South Africans?'

The question was posed to all respondents. A large percentage (33,0 %) of respondents were uncertain. This is understandable in view of the large percentage of the population who has never attended horse race meetings and could therefore not express an informed view on the statement. Just more than two out of every five (44,7 %) respondents agreed with the above statement and 22,4 % expressed disagreement (figure 2.6).

FIGURE 2.6
ATTENDING HORSE RACE MEETINGS IS AN IMPORTANT LEISURE ACTIVITY FOR SOUTH AFRICANS



Due to the relatively high percentage (a third) of respondents who did not venture a view on the statement, the rest of this section presents only a qualitative review of the responses. Generally, the views on horse race meetings as a leisure activity strongly correlate with views on casino gambling as a leisure activity.

- Disagreement with horse race meetings being an important leisure activity correlates positively with age. The older the respondents, the larger the percentage that disagrees with the statement that horse race meetings are an important leisure activity.
- Turning to employment status, disagreement is more widespread among those involved permanently in home duties than those engaged in a full- or part-time work and the unemployed.
- Those with primary education show less disagreement with the statement compared to the other categories.
- Males expressed less disagreement with the statement than females.
- Disagreement with the statement on horse race meetings correlates positively with income group. The poorer the respondents, the larger the percentage disagreeing, implying the possibility of greater participation in horse race meetings (or betting) than in the case of the more affluent groups, should they have the means to do so.

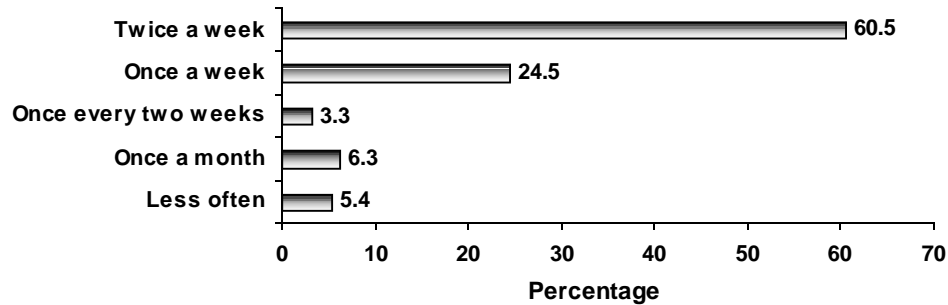
2.3.6 Procurement of lottery tickets

Respondents who confirmed their participation in the National Lottery were requested to indicate how often they buy lottery tickets. Figure 2.7 reveals that three in every five respondents (60,5 %) procure lottery tickets twice a week. This is followed by a further 24,5 % that buy lottery tickets once a week. The less frequent buyers are in the minority; 3,3 % buy once every two weeks, 6,3 % once a month and 5,4 % less often.

A comparison between the NGB survey and the NRGP survey shows a slightly higher procurement rate in the NGB than the NRGP survey. The NRGP survey indicated that 67,6 % play the lottery regularly (mostly once a week) compared with the 84,9 % who play the lottery once or more frequently per week in the NGB survey. Since the NRGP survey, the National Lottery has introduced mega-prizes (a R20 million and even R30 million jackpot) as well as a Wednesday draw. This may have influenced the population to increase their frequency of buying lottery tickets. The sales of lottery tickets, for

example, increased with 245,3 % from January/December 2001 (twelve months) to January/19 October 2002 (nine and a half months).

FIGURE 2.7
HOW OFTEN DO YOU BUY LOTTERY TICKETS



2.3.6.1 Procurement of lottery tickets by age group

The frequency of buying lottery tickets is reflected by age group in table 2.26. The buying pattern across age groups are fairly similar with a slightly higher participation rate among the younger age groups. The largest percentage (just more or close to half the respondents) procure tickets twice a week, followed by more or less one quarter of the population that buy tickets once per week. The percentage of buyers who procure tickets less often than once per week correlates positively with age, namely:

**Procurement less often than once
per week**

- 18 to 30 years 11,6 %
- 31 to 40 years 13,4 %
- 41 to 50 years 17,8 %
- 51 to 60 years 26,7 %
- 60+ years 28,6 %

TABLE 2.26
FREQUENCY OF BUYING LOTTERY TICKETS BY AGE GROUP

Frequency	18 – 30 years %	31 – 40 years %	41 – 50 years %	51 – 60 years %	60 + years %
Twice a week	61,9	64,8	58,1	46,7	47,6

Once a week	26,5	21,9	24,2	26,7	23,8
Once every two weeks	2,7	2,9	3,2	6,7	9,5
Once a month	6,2	4,8	8,1	10,0	4,8
Less often	2,7	5,7	6,5	10,0	14,3
Total	100,0	100,0	100,0	100,0	100,0

2.3.6.2 Procurement of lottery tickets by employment status

Table 2.27 reflects no substantial differences in the buying of lottery tickets by employment status. The following minor behavioural differences are evident:

- Respondents involved in home duties reported a slightly lower buying frequency than the other groups in the twice-a-week category while they recorded the highest frequency in the once-a-week, once-every-two-weeks and once-a-month categories.

TABLE 2.27

FREQUENCY OF BUYING LOTTERY TICKETS BY EMPLOYMENT STATUS

Frequency	Full-time work	Part-time work	Unemployed (looking for work)	Retired/ Nonworker	Home duties
	%	%	%	%	%
Twice a week	58,4	66,1	63,3	55,0	41,7
Once a week	23,5	23,2	26,7	20,0	33,3
Once every two weeks	4,0	1,8	2,2	5,0	8,3
Once a month	7,4	3,6	4,4	10,0	16,7
Less often	6,7	5,4	3,3	10,0	0,0
Total	100,0	100,0	100,0	100,0	100,0

2.3.6.3 Procurement of lottery tickets by educational level

Although participation in the National Lottery is highest among people with secondary and tertiary qualifications (see table 2.28), the buying frequency of lottery tickets is the highest among respondents with primary and secondary qualifications. No less than 73,9 % and 63,1 % of those with primary and secondary qualifications respectively procured tickets twice a week compared with 50,0 % of those without formal schooling and 45,1 % of those with tertiary qualifications. The latter two groups tend to favour the once a week buying pattern more than those with primary and secondary qualifications.

Close to eight in every ten respondents in all four educational groups distinguished in table 2.28, procured lottery tickets at least once a week.

TABLE 2.28

FREQUENCY OF BUYING LOTTERY TICKETS BY EDUCATIONAL LEVEL

Frequency	No formal schooling %	Primary (Grade 1-7) %	Secondary (Grade 8-12) %	Tertiary (Post matric) %
Twice a week	50,0	73,9	63,1	45,1
Once a week	30,0	15,9	25,0	30,5
Once every two weeks	0,0	2,9	2,4	4,9
Once a month	10,0	4,3	4,8	11,0
Less often	10,0	2,9	4,8	8,5
Total	100,0	100,0	100,0	100,0

2.3.6.4 Procurement of lottery tickets by gender

The frequency of buying lottery tickets is slightly higher among males than females. Close to two in every three (65,3 %) males procure tickets twice a week compared with 55,1 % in the case of females. About one quarter of both genders (males: 24,0 % and females: 25,3 %) reported that they buy tickets once a week (table 2.29).

TABLE 2.29

FREQUENCY OF BUYING LOTTERY TICKETS BY GENDER

Frequency	Male %	Female %
Twice a week	65,3	55,1
Once a week	24,0	25,3
Once every two weeks	2,4	4,4
Once a month	4,8	7,6
Less often	3,6	7,6
Total	100,0	100,0

2.3.6.5 Procurement of lottery tickets by income category

Participation in the lottery by income group suggests a more active participation by the lower income groups. The twice-a-week buyers correlate negatively with income. Just more than two thirds (69,1 %) of those that earn less than R500 per month procured lottery tickets twice a week. This percentage declined to 30,8 % for those earning more than R5 000 per month. The more affluent respondents represent the largest percentages in the once-every-two weeks, once-a-month and less-often categories (table 2.30).

TABLE 2.30

FREQUENCY OF BUYING LOTTERY TICKETS BY INCOME CATEGORY

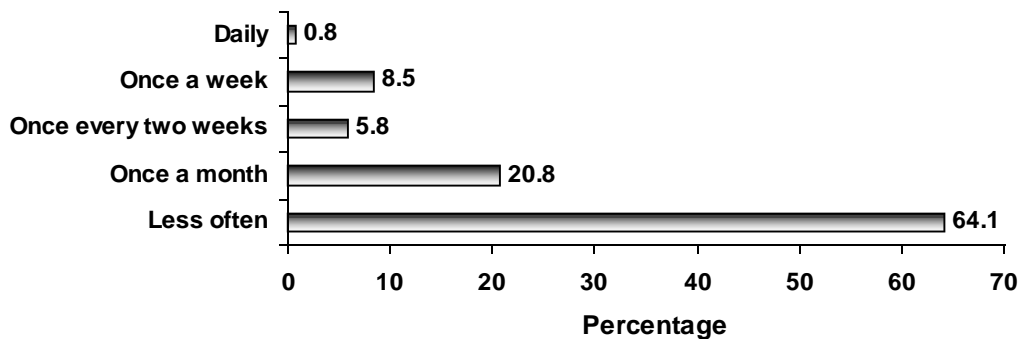
Frequency	Less than R500 %	R501- R1 000 %	R1 001- R2 000 %	R2 001- R5 000 %	R5 000+ %
Twice a week	69,1	66,7	62,7	60,8	30,8

Once a week	17,6	23,6	25,4	27,5	30,8
Once every two weeks	2,9	1,4	1,7	3,9	7,7
Once a month	5,9	4,2	5,1	2,0	17,9
Less often	4,4	4,2	5,1	5,9	12,8
Total	100,0	100,0	100,0	100,0	100,0

2.3.7 Frequency of visits to casinos

Patrons of casinos, representing approximately one fifth of the South African population (who visited a casino during the twelve months preceding the study), were requested to indicate how frequently they visit casinos. Figure 2.8 reflects that just less than two thirds (64,1 %) of casino patrons visited casinos less often than once a month. Just more than one in every five patrons (20,8 %) frequent the casino once a month. One in every twenty (5,8 %) visit the casinos once every two weeks and a further 8,5 % once a week. Only 0,8 % of patrons confirmed daily visits to casinos.

FIGURE 2.8
FREQUENCY OF VISITS TO CASINOS



The questions on the frequency of visits to casinos and wagering on horses were only put to respondents participating in these two events. The responses are therefore fairly limited, implying that disaggregation of the data in terms of sociodemographic categories will result in an even smaller number of observations per cell. Only broad observations by sociodemographic variable are therefore presented with regard to the frequency of casino patronage and wagering on horses.

The following broad characteristics of casino patrons can be presented:

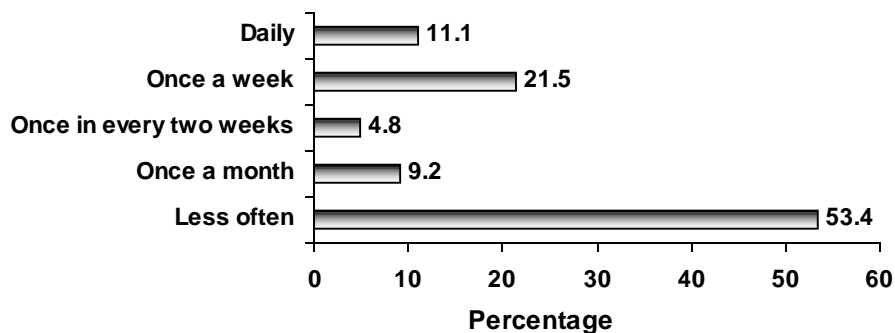
- The majority of patrons (seven in every ten) fall into the age group 21 to 40 years. Frequency of casino visits decline considerably as patrons become older.

- The majority (two thirds) of casino patrons confirm their involvement in full- or part-time work. Less than one in every four patrons were unemployed.
- Just more than half the casino patrons have a secondary school qualification. Just less than one third have a tertiary qualification. Visitors with no schooling are in the minority.
- The gender mix of patrons is slightly in favour of males, representing just more than half of all visitors to casinos.
- The income levels of patrons are distributed across all income categories. However, it would seem that the most affluent portion of the population is less inclined to visit casinos.

2.3.8 Wagering on horses

Figure 2.9 portrays the response to the question: ‘How often do you bet on horses?’ The question was posed only to respondents that affirm their wagering on horses. Almost a third (32,6 %) of punters wagered money on horses once or more per week: 11,1 % on a daily basis and 21,5 % once a week. However, the majority of punters (53,4 %) wagered money on horses less often than monthly.

FIGURE 2.9
HOW OFTEN DO YOU BET ON HORSES?



The following broad characteristics of punters can be highlighted:

- As is the case with casino patrons, the overwhelming majority of punters on horses (seven in every ten) fall in the 21 to 40 year age group. Participation declined after 40 years to just over 1 % of punters falling in the 60 years plus category.

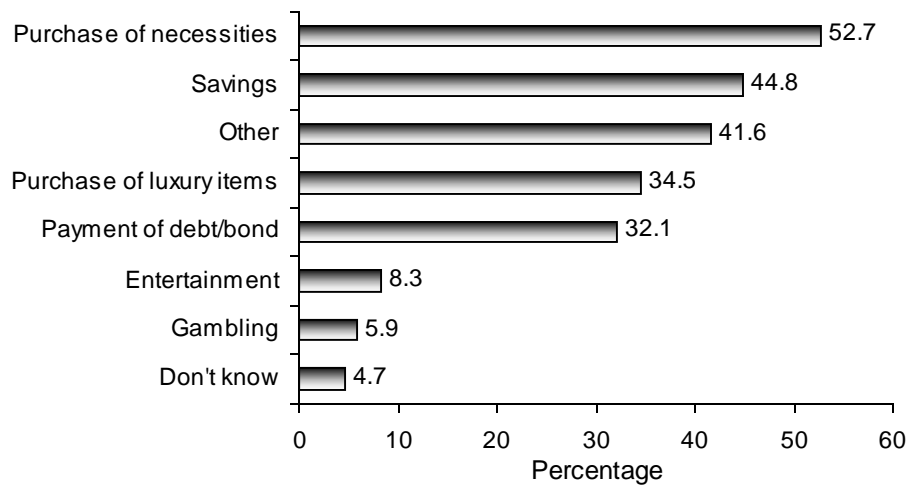
- Just less than two-thirds of punters are employed in a full- or part-time capacity. Just more than one quarter indicated that they are unemployed or looking for work.
- Almost two out of every three punters have a secondary school qualification. People with no formal schooling represent a minute percentage of punters.
- Just less than two out of every three punters are male.
- All income categories were represented, including the lowest and most affluent. The majority (seven in every ten) fell within the middle-income categories.

2.3.9 Allocation of winnings

The results of the response to the question: ‘If you win money today, on what would you spend it?’ are contained in figure 2.10. These responses are indicative of the possible application of winnings from gambling. The following were the items mostly mentioned by respondents:

- | | |
|----------------------------|--------|
| • purchase of necessities | 52,7 % |
| • savings | 44,8 % |
| • purchase of luxury items | 34,5 % |
| • payment of debt/bond | 32,1 % |

The 41,6 % ‘other’ include, inter alia, the following: charity, paying of school fees, starting a business and donations to the church, old age home and school.

FIGURE 2.10**IF YOU WIN ANY MONEY FROM GAMBLING TODAY, ON WHAT WOULD YOU SPEND IT?**

It should be kept in mind that respondents were invited to mention more than one item on which they would spend their winnings. Percentages allocated to the above items are therefore not necessarily indicative of the relative amounts that winners would spend on the items. A respondent mentioning, for example, savings and purchase of necessities would not necessarily allocate equal amounts to the two mentioned items. The percentages merely refer to the number of respondents who would spend some (or all) of his/her winnings on a particular item.

2.3.9.1 *Allocation of winnings by age group*

The payment of debt, purchasing of luxury items and savings declined in importance as age increased (table 2.31). The most important expenditure items, however, vary across age groups. Purchasing of necessities is mentioned as the most important in the lower age groups while savings is identified as important by the older age groups.

TABLE 2.31
ALLOCATION OF WINNINGS BY AGE GROUP

Application of winnings	18 – 30 years %	31 – 40 years %	41 – 50 years %	51 – 60 years %	60 + years %
Payment of debt/bond	28,6	37,5	37,4	20,9	24,0
Purchase of luxury items	36,4	42,2	28,9	24,0	16,8
Purchase of necessities	60,8	58,0	41,2	43,4	30,3
Saving	45,6	52,7	38,4	30,4	39,3
Entertainment	11,1	7,9	4,4	8,5	7,6
Gambling	7,0	7,0	4,8	4,3	0,8
Other	42,0	43,1	37,1	46,1	39,5
Don't know	4,5	2,0	7,1	6,4	9,5
Total	100,0	100,0	100,0	100,0	100,0

2.3.9.2 Allocation of winnings by employment status

The allocation of winnings by employment status is largely according to a priori expectations. The procurement of necessities is of particular importance to the unemployed and part-time workers while savings is the most frequent item mentioned by full-time and retired workers (table 2.32).

TABLE 2.32
ALLOCATION OF WINNINGS BY EMPLOYMENT STATUS

Allocation	Full-time work %	Part-time work %	Unemployed (looking for work) %	Retired/ Nonworker %	Home duties %
Payment of debt/bond	36,1	36,4	26,1	16,8	21,5
Purchase of luxury items	35,7	40,7	35,3	19,7	14,1
Purchase of necessities	46,1	60,9	63,4	37,4	38,4
Saving	49,8	49,4	36,9	41,0	21,5
Entertainment	9,0	13,4	5,6	6,7	1,4
Gambling	6,8	8,5	4,6	3,4	0,0
Other	38,3	43,4	45,9	46,6	42,7
Don't know	4,2	2,4	4,1	10,3	14,5
Total	100,0	100,0	100,0	100,0	100,0

2.3.9.3 Allocation of winnings by educational qualification

The allocation of winnings by educational qualification is contained in table 2.33. The purchase of household necessities from winnings declined from 73,0 % in the case of respondents with no schooling to 41,7 % of those with tertiary qualifications. Savings is

important in all categories but more so among those with tertiary qualifications. This pattern reflects the limited personal disposable income of poorly qualified people compared to that of the better qualified.

TABLE 2.33**ALLOCATION OF WINNINGS BY EDUCATIONAL LEVEL**

Allocation	No formal schooling	Primary (Grade 1-7)	Secondary (Grade 8-12)	Tertiary (Post matric)
Payment of debt/bond	22,3	35,8	31,7	31,2
Purchase of luxury items	29,0	38,9	36,5	28,2
Purchase of necessities	73,0	53,2	56,9	41,7
Saving	40,6	38,1	45,3	50,2
Entertainment	0,0	4,5	9,3	10,9
Gambling	3,0	3,0	8,5	3,8
Other	32,0	42,1	48,5	29,0
Don't know	1,5	3,3	4,4	6,4
Total	100,0	100,0	100,0	100,0

2.3.9.4 Allocation of winnings by gender

Table 2.34 suggests no significant differences in the application of winnings by gender. However, males are slightly more inclined to spend winnings on luxury items or to save the money compared to women.

TABLE 2.34**ALLOCATION OF WINNINGS BY GENDER**

Allocation	Male	Female
Payment of debt/bond	32,3	31,9
Purchase of luxury items	37,5	31,1
Purchase of necessities	52,8	52,6
Saving	47,5	41,8
Entertainment	8,9	8,0
Gambling	5,5	6,1
Other	42,6	41,1
Don't know	4,7	4,7
Total	100,0	100,0

2.3.9.5 Allocation of winnings by income category

The lower income groups tend to prioritise expenditure of winnings on luxury items and household necessities far more prominently than higher income groups (table 2.35). Savings are reported by all income groups as a high priority item for the allocation of winnings.

TABLE 2.35**ALLOCATION OF WINNINGS BY INCOME CATEGORY**

Allocation	Less than R500 %	R501-R1 000 %	R1 001-R2 000 %	R2 001-R5 000 %	R5 000-R10 000 %	R10 001-R20 000 %	More than R20 000 %
Payment of debt/bond	34,8	34,3	33,7	28,3	37,1	28,2	32,0
Purchase of luxury items	43,8	36,9	37,3	32,1	22,6	12,8	12,0
Purchase of necessities	63,2	55,8	60,5	47,3	30,6	2,6	0,0
Savings	39,3	41,6	53,6	54,3	48,0	30,8	20,0
Entertainment	8,6	8,3	8,6	11,0	9,3	5,1	0,0
Gambling	3,3	6,7	14,5	4,8	0,7	0,0	0,0
Other	40,6	48,6	43,3	38,3	34,5	33,3	28,0
Don't know	3,4	2,9	1,8	3,4	4,0	15,4	16,0
Total	100,0	100,0	100,0	100,0	100,0	100,0	100,0

2.3.10 Expenditure displacement

The question to determine the possible displacement effect read as follows: ‘If you were not gambling, on what would you have spent the above amount instead?’ Although various responses, such as ‘household necessities (food, soap, etc)’, ‘luxury items’, ‘savings’ and ‘other entertainment’ were provided in the questionnaire, interviewers were requested not to read out these alternatives, so as not to influence the response of patrons.

It should be noted that the result of the above procedure provides only a rough approximation of expenditure displacement. Respondents tend to mention only one or two items from which displacement would have been effected. In reality, household budget allocations do not always function in this manner. Respondents may displace small amounts from a large number of items rather than redirect funds from only one item (say luxury goods or savings). (See also chapter 3 for a more extensive discussion on the subject.)

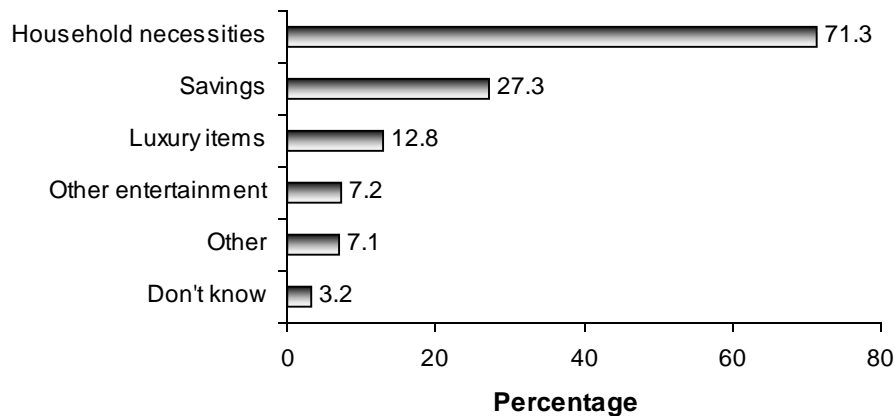
The results of the response to the question is shown in figure 2.11. The following were mentioned as items on which gambling money would have been spent if not on gambling:

- household necessities 71,3 %
- savings 27,3 %
- luxury items 12,8 %
- other entertainment 7,2 %

Most respondents mentioned more than one item. This procedure does not allow for determining the relative importance of the items, as respondents did not mention which percentage of money would be allocated to which item. The above should therefore be regarded merely as the items mentioned by respondents without necessarily portraying the relative allocation of gambling money.

FIGURE 2.11

IF YOU WERE NOT GAMBLING, ON WHAT WOULD YOU HAVE SPENT THE AMOUNT GAMBLED INSTEAD?



The results of the NGB survey differ to some degree from a survey conducted among casino patrons in Mpumalanga in 2000. The main difference between the NGB survey and the Mpumalanga survey is that the latter was conducted among casino patrons (approximately 20 % of the population) while the NGB survey includes all persons participating in gambling (approximately 70 % of the population). Furthermore, the Mpumalanga survey requested only one displacement item from respondents while the NGB survey allowed for more than one alternative. The results of the Mpumalanga survey reveal the following displacement effects:

- Household necessities 41,6 %
- Savings 32,6 %
- Other entertainment 12,6 %
- Luxury items 10,6 %
- Don't know/can't say 3,8 %

The comparison clearly shows a measure of correlation between the two surveys as regards savings (27,3 % and 32,6 %), luxury items (12,8 % and 10,6 %) and other entertainment (7,2 % and 12,6 %). The substantial difference as regards household necessities is probably due to the fact that the NGB survey allowed for multiple items and the Mpumalanga survey for a single item. This suggests that the allocation to household necessities is probably closer to the Mpumalanga finding than the NGB figure.

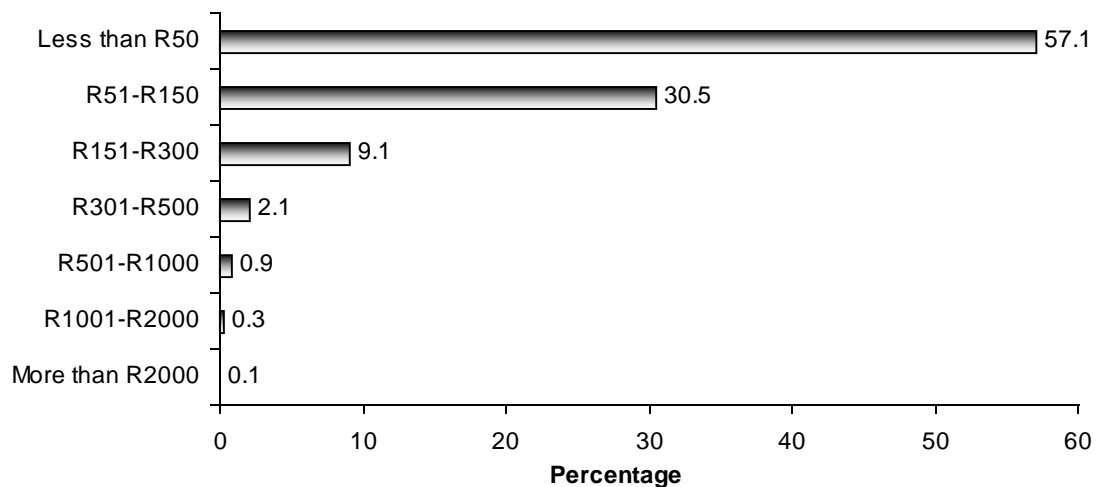
The comparison reveals that household necessities were mentioned by considerably more respondents in the NGB survey than the Mpumalanga survey. The other items correlate fairly well. Since the NGB survey allowed for more than one item, respondents could have listed household necessities in addition to the other items mentioned, for example savings, luxury items and other entertainment.

2.3.11 Expenditure on gambling

Figure 2.12 shows the distribution of monthly expenditure on gambling by income category. The figure shows that 57,1 % of all gamblers spent less than R50 per month while a further 30,5 % spent between R51 and R150. This implies that almost nine out of every ten gamblers spend less than R150 per month on gambling. The figure also shows that 9,1 % spend between R151 and R300 and only 3,4 % spend more than R300 per month.

FIGURE 2.12

HOW MUCH DID YOU SPEND ON LEGAL GAMBLING LAST MONTH (ALL GAMBLING MODES)?



In interpreting the expenditure figures provided by respondents, the following should be taken into account (see also section 3.6.3):

- Enquiry on individual expenditure items often results in overreporting since the procedure does not allow for balancing expenditure with disposable income.
- The extent to which those respondents perceive gambling expenditure as negative, neutral or positive may also influence the extent of over- or underreporting.

Average expenditure, disaggregated according to sociodemographic variable, is reviewed in the rest of this section.

2.3.11.1 *Average expenditure by age group*

Table 2.36 reflects no significant differentiation in gambling expenditure by age group. Approximately nine in every ten respondents in all the age groups spent less than R150 per month.

TABLE 2.36
AVERAGE EXPENDITURE BY AGE GROUP

Expenditure	18 – 30 years %	31 – 40 years %	41 – 50 years %	51 – 60 years %	60 + years %
Less than R50	59,1	50,5	61,9	60,7	59,1
R51 – R150	27,8	37,9	25,4	28,6	27,3
R151 – R300	9,6	7,8	9,5	10,7	9,1
R301 – R500	1,7	2,9	3,2	0,0	0,0
R501 – R1 000	0,9	1,0	0,0	0,0	4,5
Total	100,0	100,0	100,0	100,0	100,0

2.3.11.2 *Average expenditure by employment status*

Gambling expenditure by employment status confirms that considerably more full-time employees spent in excess of R50 per month than persons in the other

employment categories. Half (50,0 %) the full-time employees spent less than R50 per month while almost eight out of every ten of the respondents involved in home duties spent less than R50 per month (table 2.37).

TABLE 2.37
AVERAGE EXPENDITURE BY EMPLOYMENT STATUS

Expenditure	Full-time work	Part-time work	Unemployed (looking for work)	Retired/ Nonworker	Home duties
	%	%	%	%	%
Less than R50	50,0	66,1	58,2	63,2	83,3
R51 – R150	35,3	26,8	29,7	26,3	16,7
R151 – R300	10,0	7,1	8,8	10,5	0,0
R301 – R500	2,7	0,0	2,2	0,0	0,0
R501 – R1 000	1,3	0,0	0,0	0,0	0,0
Total	100,0	100,0	100,0	100,0	100,0

2.3.11.3 Average expenditure by educational qualification

Level of schooling does not seem to effect gambling expenditure. About three in every five persons in each educational category spent less than R50 per month, followed by just more than a quarter that spent between R51 and R150 of all educational categories (table 2.38).

TABLE 2.38
AVERAGE MONTHLY EXPENDITURE BY EDUCATIONAL LEVEL

Expenditure	No formal schooling	Primary (Grade 1-7)	Secondary (Grade 8-12)	Tertiary (Post matric)
	%	%	%	%
Less than R50	66,6	59,2	56,5	58,1
R51 – R150	25,0	26,8	32,7	29,6
R151 – R300	8,3	11,3	8,9	7,4
R301 – R500	0,0	1,4	1,2	4,9
R501 – R1 000	0,0	1,4	0,6	0,0
Total	100,0	100,0	100,0	100,0

2.3.11.4 Average expenditure by gender

Table 2.39 confirms slightly higher gambling expenditure among males than females. Just less than half males (46,8 %) spent in excess of R50 per month. The percentage for females amounted to 37,2 %.

TABLE 2.39

AVERAGE EXPENDITURE BY GENDER

Expenditure	Male %	Female %
Less than R50	53,2	62,8
R51 – R150	32,2	28,2
R151 – R300	11,1	7,1
R301 – R500	2,3	1,3
R501 – R1 000	1,2	0,6
Total	100,0	100,0

2.3.11.5 Average expenditure by income category

Table 2.40 suggests an increase in gambling expenditure with an increase in income (up to R5 000 per month). The percentage of people that spent less than R50 decreased from 70,6 % of those earning less than R500 a month to 40,4 % of those in the income category R2 001 to R5 000 per month. On the other hand, the highest income category (R5 000 plus per month) reported a large percentage (61,1 %) spending less than R50 per month.

TABLE 2.40**AVERAGE EXPENDITURE BY INCOME CATEGORY**

Expenditure	Less than R500 %	R501-R1 000 %	R1 001-R2 000 %	R2 001-R5 000 %	R5 000+ %
Less than R50	70,6	62,2	50,0	40,4	61,1
R51 – R150	23,5	27,0	36,7	36,5	27,8
R151 – R300	5,9	9,5	11,7	11,5	5,6
R301 – R500	0,0	0,0	1,7	7,7	2,8
R501 – R1 000	0,0	1,4	0,0	1,9	2,8
Total	100,0	100,0	100,0	100,0	100,0

2.4 SUMMARY

The main findings of the community survey regarding community attitudes and gambling behaviour of the South African population can be summarised as follows:

- Just more than a quarter of the population abstained from participating in any gambling activities during the twelve months preceding the survey.
- The National Lottery is by far the most popular gambling mode in South Africa. Just more than seven in every ten South Africans procured lottery tickets while only

two in every ten visited casinos during the twelve months preceding the national survey.

- Those that did not participate in gambling activities advanced the following reasons (in order of importance) for their nonparticipation: don't gamble at all, lack of money and against religious beliefs. Less than 1 % mentioned lack of access to gambling facilities as a reason for nonparticipation.
- Just more than seven in every ten South Africans believe that gambling is acceptable for themselves or others. Just more than 10 % disapproved of gambling.
- The majority of casino patrons regard casino gambling as an important leisure activity. It is also evident that the winning motive is strongly prevalent among certain patrons and serves as a motivation for participation in gambling.
- The frequency of procuring lottery tickets is fairly high. Three in every five participants procure lottery tickets twice a week and a further quarter buy lottery tickets once a week.
- Patrons of casinos, representing approximately one fifth of the South African population, portray the following visiting profile. Two in every three casino patrons visited a casino less often than once a month and one in every five visited casinos once a month, implying that 15 % of casino patrons tend to visit casinos more often than monthly.
- Of those participating in horse betting, almost one third confirmed that they bet once a week or more. Just more than half bet less often than monthly.
- Winnings emanating from gambling activities were allocated to a wide variety of items including household necessities, savings, purchasing of luxury goods, payment of debt and other entertainment activities.
- Gambling money is displaced from a variety of items ranging from household necessities to dissavings.
- Just under nine in every ten respondents that participated in gambling spent less than R150 in the month preceding the survey. Almost three in every ten spent less than R50 per month.

The above confirms that the South African community holds quite divergent views on gambling related issues: from actively participating in gambling related activities to totally abstaining from them; from finding gambling acceptable to wholly disapproving

of gambling. These and other characteristics are measured in the immature South African gambling market, showing some signs of volatility (see section 3.6.7). The findings can therefore be regarded as important benchmarks to detect future trends and tendencies in community perceptions and conduct in the gambling market.