



An in-depth Analysis into the pattern of Gambling Expenditure in Gauteng and how this was affected by the temporary 2007 suspension of the National Lottery

February 2011

The Research Division of the National responsible Gambling Programme



Executive Summary

This report summarises the findings of a research survey of 2500 randomly selected individuals interviewed in shopping malls and other shopping outlets in Gauteng. The questionnaire which was administered comprised 23 questions (see Appendix) on the past and present habits and views of interviewees with regard to playing Lottery.

Of the 2500 people interviewed, 19% (496) previously bought Lottery tickets regularly, but had subsequently ceased to do so (and were thus classified as ex-Lottery players). The sample was predominantly black (82%) and low income (with a median income of between R2500 and R5000 per month).

Key findings of the survey:

- Participation rates in Lottery rose steadily after its inception in 2000, from an initial 70% up to a high of around 90% (Gauteng) in 2005. Thereafter participation appeared to plunge to below 50% in 2008. Lottery participation rates measured in this survey appear to show an upturn but this may be due to the targeted nature of the sampling (proximity to Lottery vendors)
- Most of those who ceased to play Lottery did not previously gamble in any other form (at the time they played the Lottery) and have not subsequently replaced Lottery with any other form of gambling.
- The predominant reason for ceasing to play lottery was cited as a lack of trust of the Lottery (40%).
- Less than 3% of the sample indicated that the suspension of the Lottery was a factor in their decision to stop playing. In fact the largest group of respondents who stopped playing Lottery did so in the period after the Lottery had been reinstated (ie after October 2007).
- Other reasons given for stopping the Lottery were disappointment with not winning (26%) and financial hardship (17%)
- 80% of the sample was aware of the issue of Problem Gambling with 40% being aware that free help was available for this condition. 26% of the sample had heard of the NRGP with the most likely source of this information being television.

Background

The South African National Lottery was established in 2000 and is the most popular form of gambling in South Africa by value and number of players¹. Lottery became almost a national pastime within a few years of its inception, but in a country with extreme levels of income inequality, it is of interest to track levels of participation and to attempt to explore the effect of the Lottery on South African society. Of interest is also the effect of the suspension of the Lottery for approximately 6 months in 2007 and the view that this may have exacerbated a declining interest in the Lottery.

This project considers several issues relating to the Lottery, including the perception of the Lottery as a form of entertainment, as well as any potential it may have to give rise to gambling addiction with its associated negative consequences. These issues are considered against the backdrop of how the thriving Lottery industry was summarily curtailed because of a dispute over the operator and how recent analysis by Ross et al (2009a)² for Gauteng has concluded that the fall in expenditure in Lottery products

may well be linked to an increase in informal gambling which is most closely associated with problem gambling (page 113), and that this issue is exaggerated for younger people.

A further issue examined in this survey is the extent to which the National Responsible Gaming Programme (NRGP) is known and seen to be working.

¹ http://en.wikipedia.org/wiki/South_African_National_Lottery

² Ross et al (2009a) Summary of basic data on Gauteng Province from the national urban prevalence study on gambling behaviour (unpublished report, Research division of the NRGP).



The South African Lottery

The perception in South Africa of Lottery as a relatively benign form of gambling, not associated with problem gambling, has been the subject of debate (http://www.casasa.org.za/CASA_Newsletter_Issue_5.pdf) not least because of the fact that Lottery operators are not compelled to contribute towards the provision of a research and treatment facility for problem gambling as directed and co-ordinated by the National Responsible Gambling programme (NRGP).

Other gambling operators argue that the proportion of players from the lower income groups playing Lottery are relatively high compared to other forms of gambling and there has been empirical evidence to support this position, see, for example, the various survey reports entitled "Gambling and Problem Gambling in South Africa" (2001, 2003, 2005, 2009) by Peter Collins and Graham Barr. Moreover, while Lottery is often seen to go through an initial period of unbridled popularity, as happened in SA over the first 5 years, Lottery operators then introduce more aggressive forms of marketing and products, which can be played more frequently, to maintain market share. The introduction of Lottery-type products online in the UK either directly associated with the Lottery draw (Thunderball, Lotto Hotpicks, Dream Number) or simply games of chance played online (Fairground Fortune, Perfect Present, Winter Winner) by the operator Camelot was an attempt to widen the Lottery-product market online.

Uthingo operated the South African National Lottery until March 2007 and lost the bid to renew its license to Gidani

after a legal battle and negotiations with the Ministry of Trade and Industry. During that period (March to October 2007) the South African National Lottery was suspended and the first Lotto draw after Gidani took over from Uthingo took place on October 13, 2007.

Gidani have introduced a number of new features aimed at affecting the availability and public presence of Lottery. A new TV game show ('Raise your game') was first aired in October 2007 and the new *Powerball* game was made available in September 2009 with a twice weekly draw (Friday and Tuesday). In November 2009, Gidani negotiated the sale of Lottery tickets at a number of Pick 'n Pay supermarkets.

It is of interest to ascertain whether the temporary suspension and thereafter increased availability of Lottery have altered the nature and pattern of Lottery play, and also to explore the commonly held perception that Lottery is a benign form of gambling not associated with problem gambling.



Survey Design

A questionnaire based survey (see Appendix) was administered by Ipsos Markinor. 2500 persons were interviewed in Gauteng at shopping malls, shopping centres, smaller shops, corner retail outlets and at locations near gambling facilities.

Interviews were conducted daily for 7 consecutive days over the period Monday 19th to Sunday 25th April. Interviews took place between 11h00 and 18h00. The aim of the sampling was to obtain a random sample of around 500 individuals

who previously participated in the Lottery but had at some stage ceased to do so, and now no longer played the Lottery.

Specific Aims of this Project:

This project aims to investigate:

- (i) With particular reference to the Gauteng gambling markets, to use historical data on gambling spending patterns to investigate the extent to which the Lottery brand was damaged (temporarily or permanently) by the suspension of the Lottery in 2007 and whether previous expenditure on the Lottery was then diverted into other forms of gambling expenditure.
- (ii) With particular reference to the Gauteng gambling markets, to test whether player habits have changed (either temporarily or permanently) due to the suspension of the Lottery for a seven month period in 2007 and to examine the hypothesis that this has led to a shift to informal (and illegal) forms of gambling and associated higher levels of problem gambling
- (iii) With particular reference to the Gauteng gambling markets, to assess the perception of Lottery as a benign form of gambling which is not associated with problem gambling.
- (iv) With particular reference to the Gauteng gambling markets, to assess the extent to which players are aware of the NRGP and if so, their view of its efficacy.

Survey Respondents

2500 people were interviewed at shopping malls in Gauteng. Of these 1722 (68.9%) had ever participated in the National Lottery, and 1226 (49%) had bought a lottery ticket in the past 3 months (defined as still actively playing the lottery).

Thus of the 2500 people interviewed, 496 (19% of the total) could be described as ex-Lottery players (i.e. at some stage have participated in Lottery but have not done so in the past 3 months).

These 496 individuals formed the focus of this study.

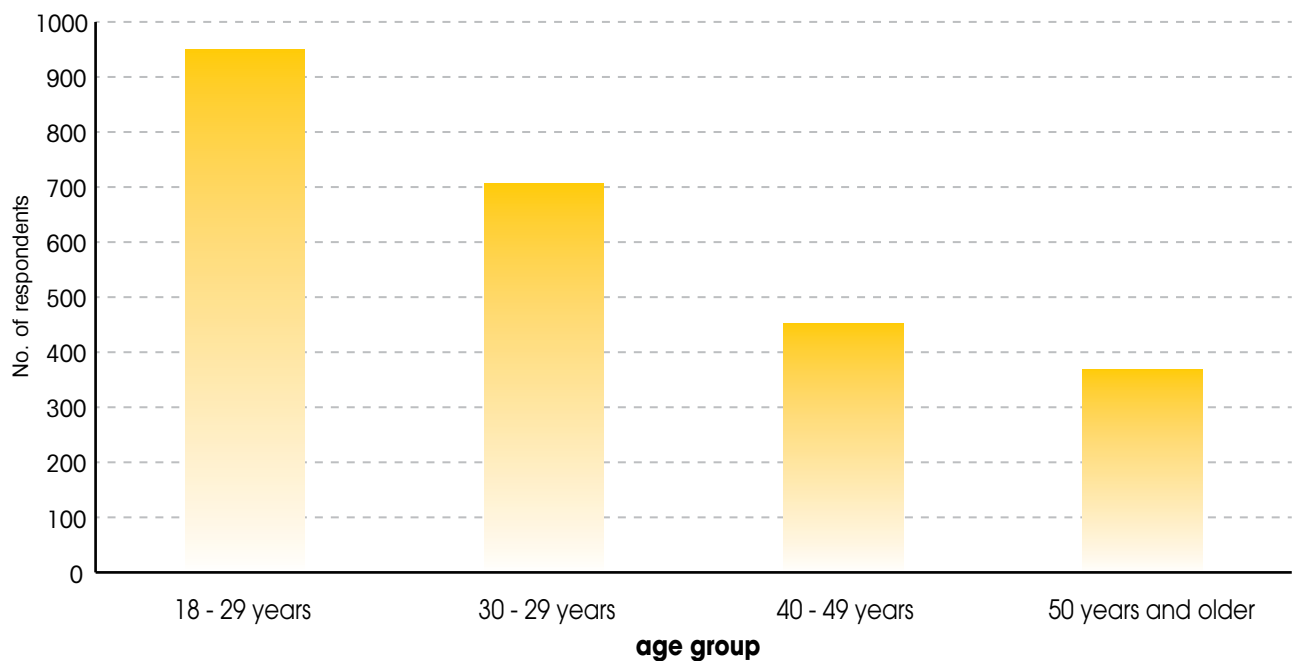
Demographics of all survey respondents:

57% of the respondents were male; most respondents were in the age group 18 to 29 yrs (66% under 30) ; 82%

were black and the median income was R2500 to R4999 per month (note that 21% of the sample did not/would not answer the question on income rendering the estimation of income unreliable).

56% of the group defined as ex-Lottery players were male and 74% were black; the distribution of ages and incomes was the same as for the larger sample.

Figure 1: Age Distribution of Sample



Survey Respondents (continued)

Table 1: Income Groups of Respondents:

	Frequency	Percent
Less than R1,000	465	18.6
R1,000 – R2,499	512	20.5
R2,500 – R4,999	480	19.2
R5,000 – R7,999	277	11.1
R8,000 – R10,999	126	5.0
R11,000 - R14,999	61	2.4
R15,000 - R19,999	33	1.3
More than R20,000 per month	10	.4
Refuse / unsure / dont know	536	21.4
Total	2500	100.0

Figure 2: Race Distribution of Sample

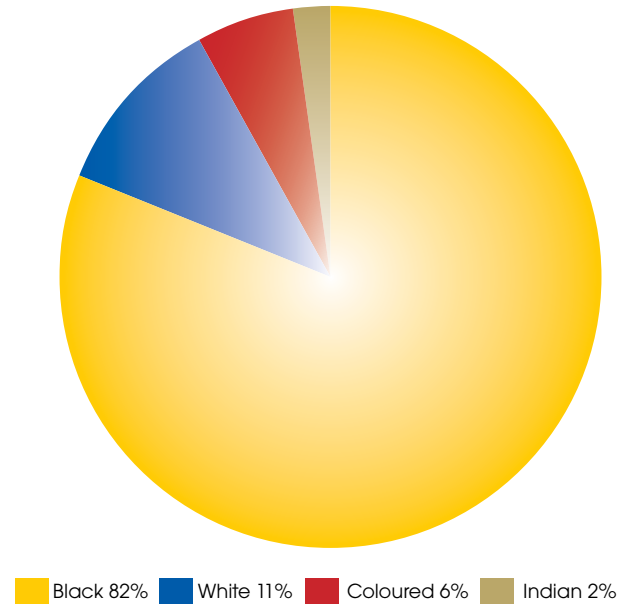
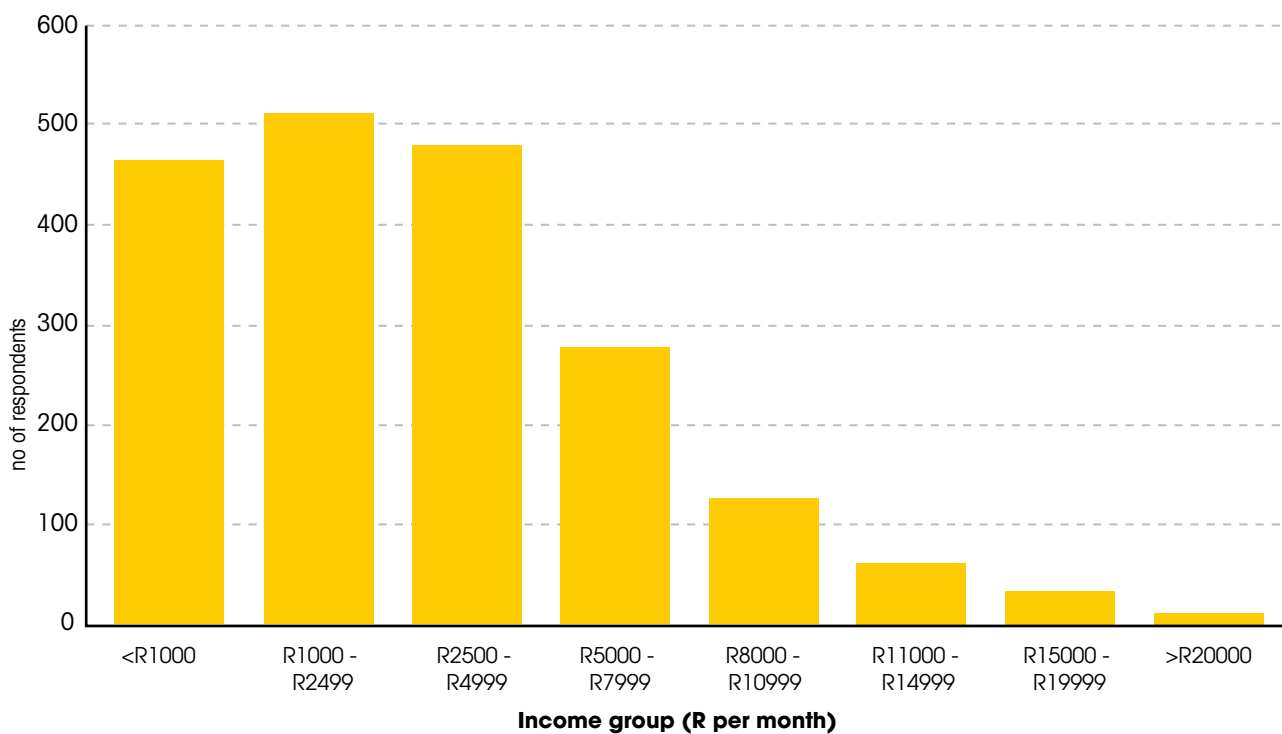


Figure 3: Distribution of incomes of sample



Rates of Participation in Lottery

A comparison with rates of participation in Lottery in previous surveys gives an indication that participation rates rose sharply after the inception of Lottery in 2000 and reached a peak in 2005, after which they declined sharply. This 2010

survey indicates higher rates of participation generally but this should be seen in the light of the fact that sampling took place at locations where people would go to buy lottery tickets.

Table 2: Participation rates over time

Year	% ever participated in Lottery			% Regular Lottery			% Regular Lottery only		
	National	Gauteng	WC	National	Gauteng	WC	National	Gauteng	WC
2001	69.5	68.3	75.8	67.6	67.3	72.9	34.6	30.7	33.2
2003	76.3	86.7	86.2	72.3	83.6	82.3	41.4	40.2	41.3
2005	86.9	93.5	86.8	81.5	81.8	76.8	52.6	52.5	54.1
2008	48.2	49.5	39.0	35.3	39.4	25.2	22.7	24.2	19.2
2010		68.9			45.9			32.0	

Figure 4: Participation in Lottery

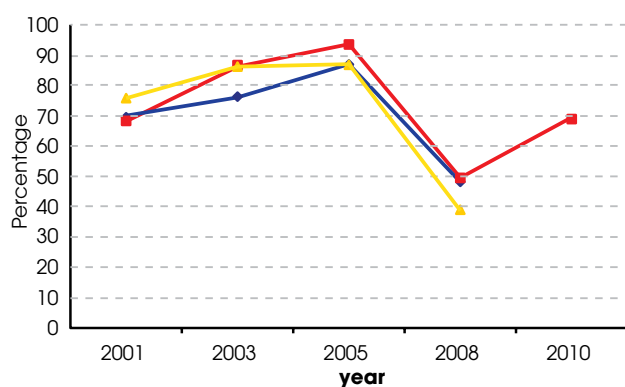


Figure 5: Regular participation in Lottery

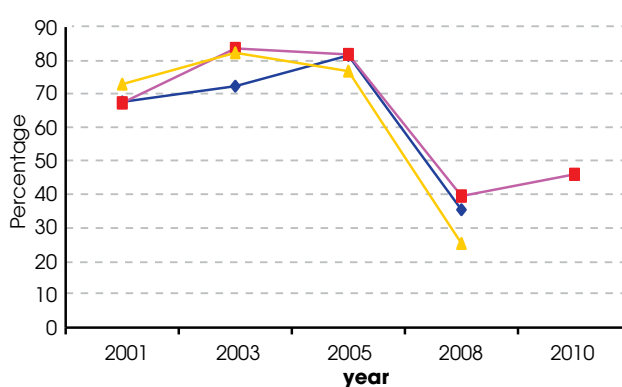
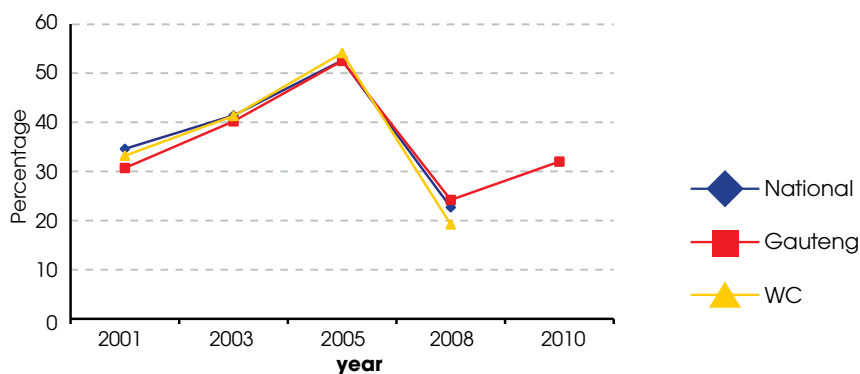


Figure 6: Regular participants in Lottery ONLY



“Gambling and Problem Gambling in South Africa” (reports for 2001, 2003, 2005, 2009) by Peter Collins and Graham Barr
 1147 out of 2500 participants reported regular, current lottery participation
 800 out of 2500 participants reported regular, current lottery participation and no other current form of gambling

Responses to Individual Survey Questions

When did you stop playing Lottery? :

The table below shows when the identified ex-Lottery players last bought a Lottery ticket:

Table 3: When did you stop playing Lottery?

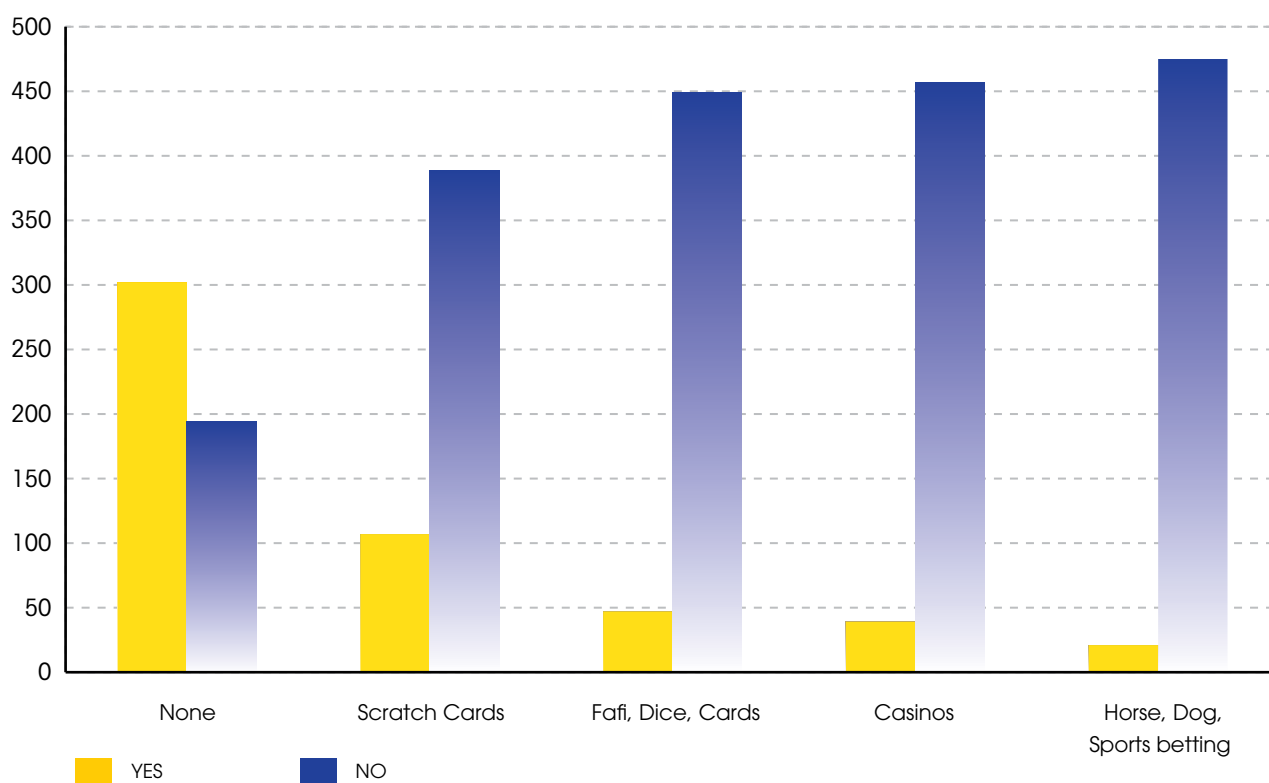
	Frequency	Percent
In the period before the Lottery was suspended	80	16.1
I stopped purchasing Lottery tickets when the Lottery was suspended in March 2007	45	9.1
After October 2007, i.e. after the Lottery was reinstated	208	41.9
Don't know/ Can't remember	163	32.9
Total	496	100.0

Thus most individuals interviewed had stopped playing the Lottery at some point after the suspension of 2007. This data is somewhat unreliable however as a large proportion could not remember when they stopped.

Other forms of gambling that ex-Lottery players used to participate in (prior to and after stopping Lottery participation):

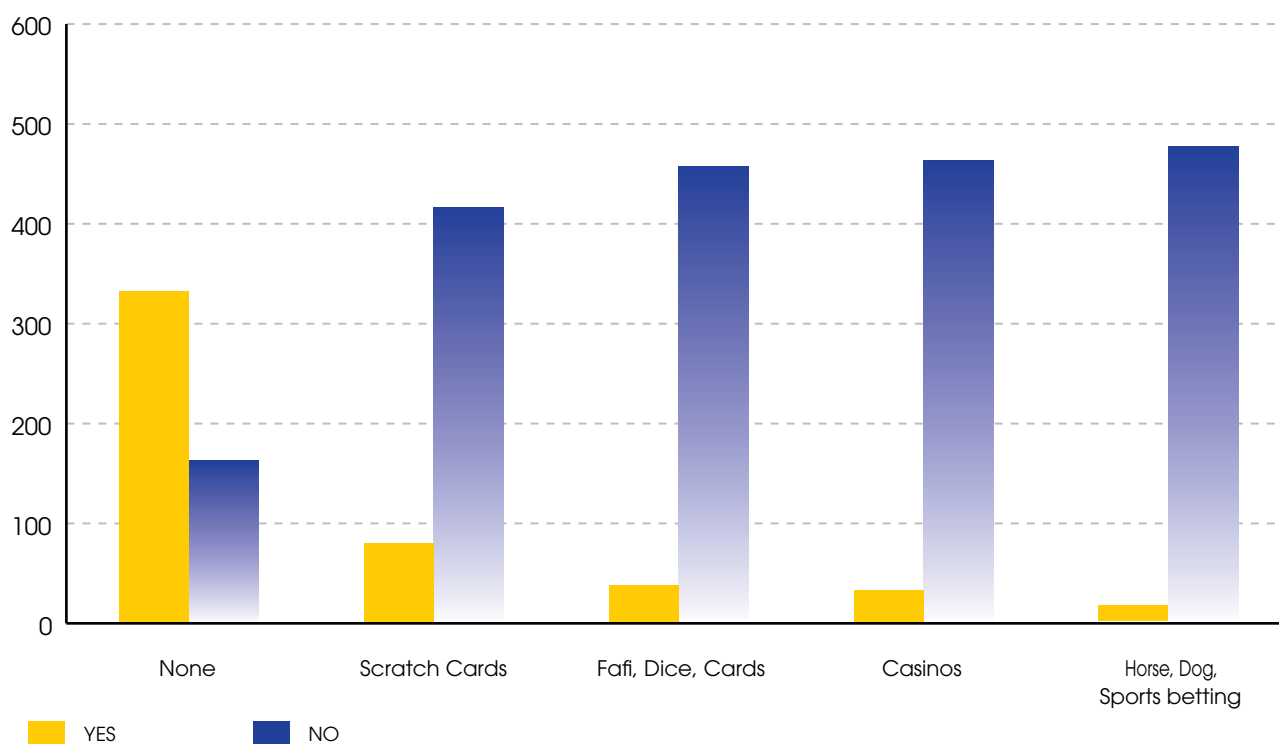
The majority of ex-Lottery players (61%) did not participate in any other forms of gambling when they previously played the Lottery. Figure 1 below shows the spread of gambling forms which ex-Lottery players used to participate in (multiple responses were allowed):

Figure 7: Other forms of gambling besides Lottery



Responses to Individual Survey Questions (continued)

Figure 8: Forms of gambling participated in after ceasing to play the Lottery



Those participants who still played the Lottery (1226 current Lottery players) had the following play patterns: 30% of them also participated in other forms of gambling (as opposed to

18% of ex-Lottery players) with roughly 90% of both groups playing at least once a month. See below for the frequency of play for the two groups:

Table 4: Frequency of play of “other gambling activities besides Lottery” for those still currently playing Lottery

	Frequency	Percent
Everyday	63	17.4
3-4 times a week	144	39.8
Once a week	73	20.2
Once a month	46	12.7
Less frequently than once a month	36	9.9
Total	362	100.0

Table 5: Frequency of play of “other gambling activities besides Lottery” for ex-Lottery players

	Frequency	Percent
Everyday	16	18.2
3-4 times a week	21	23.9
Once a week	20	22.7
Once a month	20	22.7
Less frequently than once a month	11	12.5
Total	88	100.0

Responses to Individual Survey Questions (continued)

What did ex-Lottery players do with the expenditure they previously allocated to Lottery tickets?

The table below indicates that most respondents reported that the money previously used to purchase Lottery tickets was absorbed back into general household expenditure (31.7%) or was unaccounted for (46.4%). Only 7.3% of respondents reported spending this money on other gambling activities. This is supported by the fact that the pattern of "other gambling activities" is broadly the same before respondents ceased to play Lottery (Fig 7) as it was in the period afterwards (Fig 8). In particular, the data collected in this study does not support the view that playing the Lottery was replaced by cheaper alternative (including possibly illegal games of Fafi and Dice) forms of gambling.

Table 6: Allocation of money that was previously used for Lottery tickets

	Frequency	Percent
Savings	39	7.9
Basic household expenditure	157	31.7
Activities listed in Q05 (gambling)	36	7.3
Other activities e.g. restaurant/ movies/sports events	32	6.5
Servicing debt	2	0.4
Nothing in particular	230	46.4
Total	496	100.0

It is worth noting that the two categories "Basic Household Expenditure" and "Nothing in particular", constitute the overwhelming proportion of the (rerouted Lottery ticket money) expenditure. Both probably represent the position that, "in reality, the extra money is not particularly noticeable".

Why did ex-Lottery players elect to stop playing Lottery?

The only notable reason given (by 40% of ex-Lottery players) for ceasing to play the Lottery was that they "ceased to trust the Lottery". Only 2.6% of these respondents indicated that they had ceased to play the Lottery because it was suspended. Other reasons that were cited were "I always

lost and never won" (26%) and an inability to afford playing Lottery (17%).

Table 7: Reasons for ceasing to play Lottery

Reason for ceasing to play Lottery	% who cited this reason
Stopped trusting lottery	40%
Always lost, never won	26%
Could no longer afford to play Lottery	17%
Found other forms of entertainment	12%
Other reasons	6%
Lottery was suspended	3%
No reason	3%
Family/ friends wanted me to stop	1%

Do you consider Lottery a form of gambling?

89% (2217) considered the Lottery to be a form of gambling. This figure was the same for those who currently buy Lottery tickets as it was for those who used to do so (ex-Lottery players).

Table 8: Do you consider Lottery to be a form of gambling?

	Frequency	Percent
Yes	2217	88.7
No	254	10.2
Don't know	29	1.2
Total	2500	100.0

Participation in other forms of gambling?

30% of the sample (743) indicated that they had ever participated in another form of gambling (besides the Lottery). Of these 497 individuals (ie 20% of the total sample) currently participated in other gambling activities. The frequencies of gambling for these 497 people are shown below. It can be seen that almost all of them (90%) gamble regularly (where we define 'regularly' to be at least once a month), with more than half of them gambling at least 3 times a week. (Note that this is around 10% of the *total* sample).

Responses to Individual Survey Questions (continued)

Table 9: Frequency of participation in other forms of gambling

	Frequency	Percent
Everyday	88	17.7
3-4 times a week	177	35.6
Once a week	109	21.9
Once a month	69	13.9
Less frequently than once a month	53	10.7
Don't know/ Cant remember	1	0.2
Total	497	100

Awareness

80% of the sample indicated an awareness of Problem Gambling as a condition.

Table 10: Awareness of Problem Gambling and NRGP services

Aware that a free service is available to help problem gamblers?		40%
Aware that the phone number of this service is given out in adverts?		20%
Have you heard of NRGP?		26%
How have you heard of the NRGP?	TV	19%
	Print media	5%
	Billboards	5%
	Posters	4%
	Lotto outlets	3%
	Family / Friends	2%
Heard or seen the following ?	Adverts of any kind for the NRGP	24%
	Posters/leaflets for the NRGP	17%
Have you heard of the slogan "Winners know when to Stop"		33%
Where did you see/hear the above slogan?	casinos	7%
	TV	22%
	radio	7%
	print media	4%
	billboards	6%
	posters	4%

Discussion

Do you or anyone you know experience problems with Lottery or any other gambling?

5% of the sample overall indicated "Yes" to the above question. There was an indication that higher income groups were more likely to answer yes to this question (12% of those earning more than R11000 answered yes to this question, n=104) although the numbers in the groups were generally too small to be reliable.

Discussion

(a) Effects of the Suspension of the Lottery in 2007

The data in this survey indicate no difference in demographic or income profile between the current lottery players, those who have never participated in lottery and those defined as ex-lottery players.

There is no indication of a link between the temporary suspension of lottery and the downward trend in participation rates. This finding may be obscured by the apparent inability of people to remember when or why they stopped playing the lottery so there may still have been a detrimental effect due to the lack of presence of the lottery but this link was clearly not explicit or a conscious motivation. It seems likely that people who previously participated in the Lottery may not have explicitly decided to cease playing because of the suspension, but may well have simply not resumed playing once it was reinstituted. Thus the suspension could be said to have occasioned some people to change their habits but not necessarily directly caused these changes. The main reason given for ceasing to play Lottery was that participants ceased to "trust" the Lottery. Apart from the potentially damaging suspension of the Lottery in 2007, the Lottery has been dogged by a consistently poor record of disbursement of funds to beneficiaries of the Lottery by the National Lottery Distribution Trust Fund. This has received extensive negative media attention over the past decade and it is possible that this has fuelled the reported lack of trust surrounding Lottery. It is not possible in this survey to distinguish between lack of trust related to perceptions of administrative ineptness and that related to the view that the Lottery is in some way 'rigged'. This topic could fruitfully be explored further in focus group type studies.

It is clear from past data that participation in Lottery rose in the first five years after Lottery was instituted. It then appeared

that from a high of around 90% in 2005, interest began to wane quite substantially so that by 2008 the participation rates were as low as 50%. Data captured in this survey shows an increase in participation on these rates but it is cautioned against over interpreting these figures as they may well be inflated on account of the fact that sampling in this survey was done entirely at shopping outlets where people are able to buy Lottery tickets.

Ex-Lottery players in this survey were and remained predominantly non-participants of other forms of gambling. If they did partake in another form of gambling, it was most likely to be in the form of Scratch cards. Those who did participate in other forms of gambling were largely regular gamblers (roughly 90% partook at least once a month). There was no difference in pattern of gambling between those who continued to play Lottery and those who did not.

(b) Awareness of Problem Gambling and the NRGP.

Most of the people interviewed in this survey were aware of the existence of the phenomenon of problem gambling (defined very loosely as a problem of addiction similar to that experienced by some people with respect to alcohol or drugs). Overall 5% indicated that they or someone they knew suffered from problem gambling. However this figure was higher (at 7%) for those who indicated that they still currently bought Lottery tickets, and also for those who indicated that they currently participated in other forms of gambling (10%).

Although there was an awareness (40%) of the fact that a free counseling service was available for problem gamblers, only 26% recognized the name of the organisation associated with this service, namely the NRGP. These levels of awareness were essentially the same for those who had never gambled, those who used to gamble and those who still actively gambled via the Lottery. The most recognizable feature of the NRGP appeared to be the slogan "Winners know when to Stop" and most respondents appeared to have been made aware of the NRGP or its services through television. It is interesting to note that people indicated an awareness of the slogan that appears both directly on NRGP advertising as well as on all TV advertising of gambling. It perhaps underscores the effectiveness of a multi faceted approach to elevating awareness of problem gambling in society.

⁶ <http://www.onlinelotto.co.za/archives/224#more-224>; <http://retail.bizcommunity.com/Article/237/422/41845.html>
<http://www.ngopulse.org/article/national-lottery-distribution-trust-fund>

Appendix: Questionnaire

						GO TO:
1.	Have you ever participated in the national lottery (Lotto, Lotto Plus, Powerball)? ONE MENTION ONLY.	1.	Yes	-1		Q2
		2.	No	-2		Q9
2.	INTERVIEWER INSTRUCTION: ASK Q.2 IF 'YES' (CODE 1) FOR 'THE NATIONAL LOTTERY' AT Q.1. Have you bought a national lottery (Lotto, Lotto Plus, Powerball) ticket in the past 3 months? ONE MENTION ONLY.	1.	Yes	-1		Q3
		2.	No	-2		Q3
3.	INTERVIEWER INSTRUCTION: ASK Q.3 IF 'YES' (CODE 1) AND NO (CODE 2) FOR 'THE NATIONAL LOTTERY' AT Q.2. PLEASE CORRECT TENSE (PAST VS. PRESENT) ACCORDING TO Q2. How often do you (did you) participate in the national lottery (Lotto, Lotto Plus, Powerball)? READ OUT. ONE MENTION ONLY.	Twice a week	Once a week	Once a month	Less frequent than once a month	Don't Know/ Can't Remember (DNRO)
	The national lottery (Lotto, Lotto Plus, Powerball)	-1	-2	-3	-4	9

GO TO Q4 IF ANSWERED NO (CODE 2) AT Q2

GO TO Q9 IF ANSWERED YES (CODE 1) AT Q2

INTERVIEWER INSTRUCTION: Q.4 TO Q.9 SHOULD ONLY BE ANSWERED BY THOSE WHO ANSWERED NO (CODE 2) AT Q.2.

4.	When did you last purchase a national lottery ticket? READ OUT. ONE MENTION ONLY.	1.	In the period before the lottery was suspended (i.e. prior to March 2007)	59-1
		2.	I stopped purchasing lottery tickets when the lottery was suspended in March 2007	59-2
		3.	After October 2007 (i.e. after the lottery was reinstated)	59-3
		4.	Don't know/Can't remember (DNRO)	59-9
5.	<u>BEFORE you stopped playing the Lottery</u> , did you ALSO participate in the following categories of games-of-chance (for money)? READ OUT. MULTIMENTIONS POSSIBLE.	1.	Casinos (including slot machines/ Roulette/ Blackjack/ Bingo slots/ Grand slots)	-01
		2.	Scratch cards	-02
		3.	Fafi (ichina), dice or cards (other than at a casino)	-03
		4.	Horse/dog racing and/or sports betting	-04

Appendix: Questionnaire (continued)

When you stopped playing, what did you mainly do with the money you previously spent on Lottery tickets? READ OUT. ONE MENTION ONLY. PROBE TO DETERMINE MAIN ACTION.	1.	Savings	-01
	2.	Basic household expenditure	-02
	3.	Activities listed in Q.5 above	-03
	4.	Other activities e.g. restaurant/movies/sports events	-04
	5.	Servicing debt	-05
	6.	Nothing in particular	-06
7. AFTER you stopped playing the Lottery, did you participate in the following categories of games-of-chance, for money? READ OUT. MULTIMENTIONS POSSIBLE.	1.	Casinos (including slot machines/ Roulette/ Blackjack/ Bingo slots/ Grand slots)	-01
	2.	Scratch cards	-02
	3.	Fafi (ichina), dice or cards (other than at a casino)	-03
	4.	Horse/dog racing and/or sports betting	-04
8. Indicate which of the following was the reason(s) for your decision to stop playing the national lottery. READ OUT. MULTIMENTIONS POSSIBLE.	1.	The national lottery was suspended	-01
	2.	I stopped trusting the national lottery	-02
	3.	I found other things to do for entertainment	-03
	4.	I can no longer afford it	-04
	5.	Members of my family/friends wanted me to stop playing	-05
	6.	Other (SPECIFY:)	-06
9. INTERVIEWER INSTRUCTION: ASK ALL Do you consider the lottery to be a form of gambling? ONE MENTION ONLY.	1.	Yes	-01
	2.	No	-02
	3.	Don't know	-03

ASK ALL:

				GO TO:
10.	Have you ever participated in any other forms of gambling excluding the national lottery?	1.	Yes	-1
		2.	No	-2 Q13
	ONE MENTION ONLY.			
11.	INTERVIEWER INSTRUCTION: ASK Q.11 IF 'YES' (CODE 1) FOR 'ANY OTHER FORMS OF GAMBLING EXCLUDING THE NATIONAL LOTTERY' AT Q.10. Do you currently participate in any other forms of gambling excluding the national lottery? ONE MENTION ONLY.	1.	Yes	-1
		2.	No	-2 Q13

Appendix: Questionnaire (continued)

12.	INTERVIEWER INSTRUCTION: ASK Q.12 IF 'YES' (CODE 1) FOR 'ANY OTHER FORMS OF GAMBLING' AT Q.11. How often do you participate in any other forms of gambling excluding the national lottery? READ OUT. ONE MENTION ONLY.	Everyday	3-4 Times a week	Once a week	Once a month	Less frequent than once a month	Don't Know/ Can't Remember (DNRO)
	Any other forms of gambling excluding the national lottery		-1	-2	-3	-4	9

ASK ALL:

READ OUT: YOU WILL BE AWARE OF THE FACT THAT SOME PEOPLE HAVE ADDICTION OR OTHER SERIOUS PROBLEMS WITH ALCOHOL AND/OR DRUGS.

					GO TO:
13.	Are you aware that some people have similar problems with excessive gambling?	1.	Yes	-1	
	ONE MENTION ONLY.	2.	No	-2	
		3.	Don't know (DNRO)	-3	
14.	Are you aware that expert and confidential counselling is available free of charge in South Africa to help people with gambling problems?	1.	Yes	-1	
	ONE MENTION ONLY.	2.	No	-2	
		3.	Don't know (DNRO)	-3	
15.	Are you aware that the telephone number given for contacting this free counselling line is included in every print, radio and television advert for casinos?	1.	Yes	-1	
	ONE MENTION ONLY.	2.	No	-2	
		3.	Don't know (DNRO)	-3	
16.	Have you or anyone close to you ever experienced these sorts of problems with the lottery or any of the other activities listed in questions 5 and 7 above?	1.	Yes	-1	
	ONE MENTION ONLY.	2.	No	-2	
		3.	Don't know (DNRO)	-3	
17.	Have you heard of the National Responsible Gambling Programme (NRGP)?	1.	Yes	-1	Q18
	ONE MENTION ONLY.	2.	No	-2	Q19
		3.	Don't know (DNRO)	-3	Q19

Appendix: Questionnaire (continued)

18.	INTERVIEWER INSTRUCTION: ASK ALL WHO SAID YES AT Q.17 (CODE 1). How did you hear of the NRGP? READ OUT. MULTIMENTIONS POSSIBLE.	1. TV -1 2. Print media such as newspapers and magazine -2 3. Billboards -3 4. Posters in places of gambling -4 5. Outlets selling lotto tickets -5 6. From a friend or family member -6 7. From a community or religious leader -7 8. Don't know/unsure (DNRO) -8
19.	Have you heard or seen any TV or print advertisements or billboards by the National Responsible Gambling Programme? ONE MENTION ONLY.	1. Yes -1 2. No -2 3. Don't know (DNRO) -3
20.	Have you seen any leaflets or posters in a casino or other gambling venues telling you about help for gambling problems? ONE MENTION ONLY.	1. Yes -1 2. No -2 3. Don't know (DNRO) -3
21.	Have you ever come across the slogan 'winners know when to stop'? ONE MENTION ONLY.	1. Yes -1 Q22 2. No -2 Q23 3. Don't know (DNRO) -3 Q23
22.	INTERVIEWER INSTRUCTION: ASK ALL WHO SAID YES AT Q.21. You mentioned that you have come across the slogan 'winners know when to stop', do you remember where you came across that slogan? DO NOT READ OUT. MULTIMENTIONS POSSIBLE.	1. Pamphlets or sign ups in casinos -1 2. TV -2 3. Radio -3 4. Print media such as newspapers and magazines -4 5. Billboards -5 6. Posters -6 7. Other (SPECIFY:) -7

INTERVIEWER INSTRUCTION: IF YES IN Q10 HAND THE PERSON A NRGP PAMPHLET

Appendix: Questionnaire (continued)

					GO TO:
23.	In order to provide an effective service, the National Responsible Gambling Programme, the NRGP, needs to have access to information from people like yourself. If you provide us with your contact details now and when we contact you, complete a follow-up interview, you will receive a retail voucher for R100. You must be available to complete the actual questionnaire personally in order to receive the voucher at that time in the future.	1.	Yes	-1	CHECK PERSONAL DETAILS ON FRONT PAGE & GO TO CLASSIFICATION
		2.	No	-2	CLASSIFICATION
ONE MENTION ONLY.					

IF YES IN Q16 – RESPONDENT ADMITTED THAT HE/SHE COULD HAVE A PROBLEM WITH GAMBLING, READ OUT AND RECORD FULLY

D.1	Gender (record by observation)	1. Male	-1
		2. Female	-2
D.2	Age	1. 18 – 29 years (if younger than 18 terminate interview)	-1
		2. 30 – 39 years	-2
		3. 40 – 49 years	-3
		4. 50 years and older	-4
		5. Refused (DNRO)	-5
D.3	Race (record by observation)	1. Black	-1
		2. White	-2
		3. Coloured	-3
		4. Indian	-4
		5. Unsure	-5
D.4	For analysis purposes, we would like to get a feeling of your personal income. What is your personal monthly income after tax and deductions?	1. Less than R1,000	-1
		2. R1,000 – R2,499	-2
		3. R2,500 – R4,999	-3
		4. R5,000 – R7,999	-4
		5. R8,000 – R10,999	-5
		6. R11,000 – R14,999	-6
		7. R15,000 – R19,999	-7
		8. More than R20,000 per month	-8
		9. Refuse / unsure / don't know (DNRO)	-9

Day of interview:	
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
Sunday	

Type of place interviewed:	
1. Mall	
2. Independent shopping centre	
3. Corner shop	

Name of place interviewed:	

