

**REPORT ON THE SAMPLE SURVEY OF THE PUBLIC'S  
PERCEPTION OF CASINO GAMING FACILITIES**

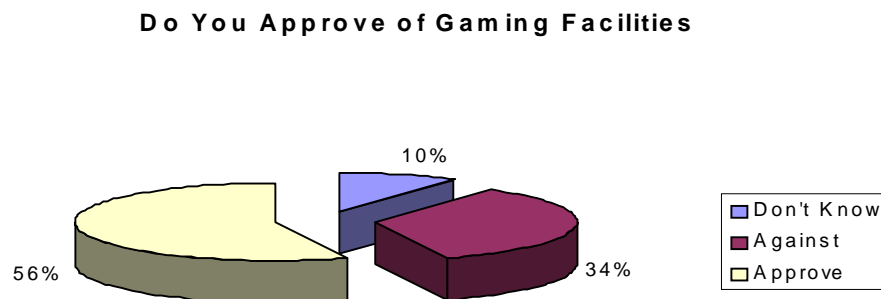
**DECEMBER 1998**

*A Collaborative Effort between the Ministry of Tourism and  
The Statistical Department*

## Preamble:

The sample for this survey is a quota sample. It was implemented by choosing numbers of respondents by district in proportion to the district's population size, age and gender distribution. The sample was further stratified so that communities chosen within the Districts of St. Lucia reflected the socio-economic status of the District. To ensure the proper distribution of the sample no more than one respondent was interviewed per chosen household based on the quota allocation assigned to each district. The overall sample error of proportions in any two-characteristic response categorical variable (example, on a *yes no* response) for this sample survey is  $\pm 2\%$ .

## Report on the Public's Perception of Casino Gaming Facilities:

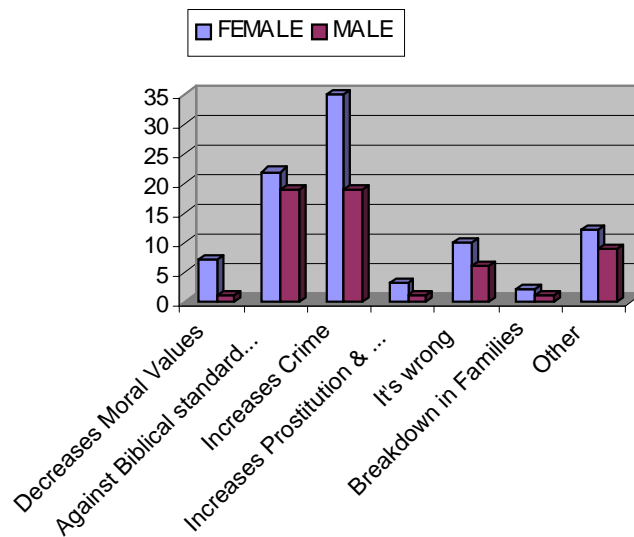


The Survey provided a wealth of contemporary information on the public's perception of Casino Gaming Facilities dis-aggregated by Sex, Age group, Religion, Occupation, Educational attainment etc. The sample of survey respondents is statistically representative of the male to female ratio, which exist in St. Lucia's population. Of the 508 respondents sampled (48.6% were male and 51.4% were female), 56% approved of the introduction of Casino Gaming Facilities in St. Lucia. Males, nonetheless were more in favor of the existence of Casino Gaming Facilities, 64% to be exact as opposed to females 48%. The survey also indicated a marked difference in the religious orientation of respondents and their attitude towards the introduction of Casino Gaming Facilities. Of the 508 respondents, 65.7% were Catholics, with 63.5% Catholics being in favor of the existence of Casino Gaming Facilities. The second largest religion in St. Lucia the Seventh Day Adventist accounts for 9.4% of the population, of this percentage only 25% were in support of the introduction of Casino Gaming Facilities in St. Lucia.

The findings of the survey confirmed a correlation between sex<sup>1</sup> and the respondent's attitude towards Casino Gaming Facilities. Males were more amenable to Casino Gaming Facilities than females were. In addition to the finding that females made up the majority of the two dominant religious denominations (Catholic and Seventh Day Adventist) in the survey and attended religious services more frequently than males, further gave rise to females pessimistic attitude towards Casino Gaming Facilities. Females distinctly surpassed males in all the reasons given for not approving Casino Gaming Facilities (Chart 1), nonetheless, this wasn't the case when surveyed for the possible benefits to be derived from Casino Gaming Facilities (Chart 2).

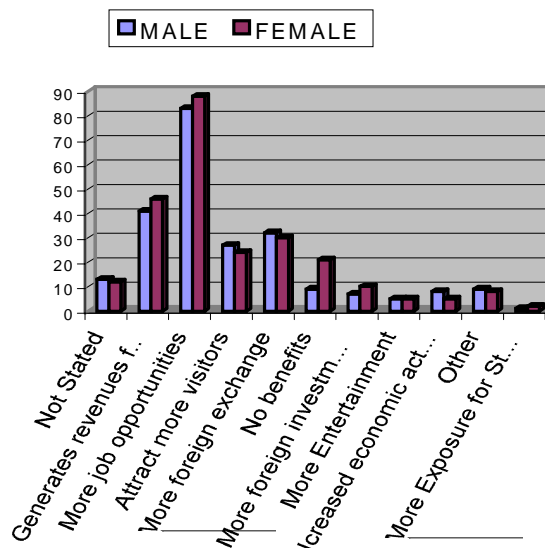
## **Reasons given for not approving Casino Gaming Facilities disaggregated by Sex:**

**Chart 1**



## **Benefits of Casino Gaming Facilities disaggregated by Sex:**

**Chart 2**



A clear difference existed between the various age groups<sup>2</sup> and their perception of Casino Gaming Facilities. Of the adolescent to young adults (15-24), 63.7% approved of Casino Gaming Facilities, while for the older adults (60 years and older) 41.3% approved of it (Table 1). The majority of the respondents were predominantly of the age group (15-24), 31% as opposed to 9.1% of the 60 years and over age group.

<sup>2</sup>Pearson chi-square test of .050 (statistical significance test)

<sup>3</sup> Pearson chi-square test of .000 (statistical significance test)

## **Attitude towards Casino Gaming Facilities disaggregated by Age Group:**

**Table 1:**

<b>Do You Approve of Casino Gaming Facilities</b>	<b>AGE GROUPS</b>				
	<b>15-24 Years</b>	<b>25-34 Years</b>	<b>35-44 Years</b>	<b>45-60 Years</b>	<b>60- Years and over</b>
<b>YES</b>	63.7%	55.5%	56.8%	48.9%	41.3%
<b>NO</b>	26.1%	36.7%	38.3%	36.2%	47.8%

While religion<sup>3</sup> undeniably has an influential consequence on an individual perception of Casino Gaming Facilities, it is also expected that one's frequency in attending religious services should as well. Methodist accounting for 1.4% of total respondents almost unanimously approved the existence of Casino Gaming Facilities, 85.7% to be exact.

While Catholic accounting for the majority of respondents (65.7%), were only 63.5% in favor of Casino Gaming Facilities (Table 2). It therefore goes to reason that Catholics frequency in attending religious services should be relatively less than that of Methodist (see table 3).

**Table 2: Attitude towards Casino Gaming Facilities disaggregated by Religion:**

<b>Do you approve of Casino Gaming Facilities</b>	<b>RELIGION</b>						
	<b>Catholic</b>	<b>Seventh Day Adventist</b>	<b>Anglican</b>	<b>Methodist</b>	<b>Pentecostal</b>	<b>Church of God</b>	<b>Baptist</b>
<b>YES</b>	63.5%	25%	75%	85.7%	32.5%	33.3%	6.3%
<b>NO</b>	25.1%	62.5%	25%		60%	66.7%	87.5%
<b>DON'T KNOW</b>	11.4%	12.5%		14.3%	7.5%		6.3%

**Table 3: Frequency of attending Religious Services:**

<b>Frequency in attending Religious Services</b>	<b>RELIGION</b>						
	<b>Catholic</b>	<b>Seventh Day Adventist</b>	<b>Anglican</b>	<b>Methodist</b>	<b>Pentecostal</b>	<b>Church of God</b>	<b>Baptist</b>
<b>Daily</b>	4.2%	14.6%			20%	16.7%	25%
<b>Weekly</b>	25.4%	60.4%	25%	57.1%	42.5%	66.7%	50%
<b>Monthly</b>	9%	6.3%	12.5%	14.3%	2.5%		12.5%
<b>Annually</b>	8.4%	2.1%	6.3%				
<b>Occasionally</b>	43.4%	16.7%	50%	14.3%	30%	16.7%	12.5%
<b>Never</b>	7.8%		6.3%	14.3%	2.5%		



## **Attitude towards Casino Gaming Facilities disaggregated by Educational Attainment:**

**Table 5:**

<b>Do you approve of Casino Gaming Facilities</b>	<b>EDUCATIONAL ATTAINMENT</b>						
	<b>No Schooling</b>	<b>Primary</b>	<b>Secondary</b>	<b>A Level</b>	<b>Technical</b>	<b>Adult Education</b>	<b>University</b>
<b>YES</b>	50%	49.8%	63%	41.7%	61.3%	33.3%	62.5%
<b>NO</b>	22.2%	41.1%	28.2%	41.7%	29%	50%	33.3%

While it may be prudent to treat many of the results with caution, given the various variables influencing the respondents' perceptions of Casino Gaming Facilities and the instances of many respondents not stating their occupations. The fact is that of the 508 respondents, 56% approved the existence of Casino Gaming Facilities in St. Lucia. Only 9.6% gave a 'Don't Know' response. Fifty-six percent (56.3%) of the total respondents already plays the National Lottery while 38% do not play any game of chance. Despite this approval, the results indicate that when asked whether they would accept employment at a casino gaming facility respondents were as much against (51%) this as they were in support of the introduction of gaming facilities (55.9%).

Several salient recommendations came from the survey regarding the operation of Casino Gaming Facilities in St. Lucia. Concerning the extension of credit 78.1% and 81.3% of the respondents felt that credit should not be extended to locals and visitors respectively. An overwhelming 91.5% of the respondents recommended that an age limit should exist for visitors. The respondents also recommended that there should exist a limit of ten thousand dollars (\$10,000) on bets and that a minimum age limit of 20 years exist for Gaming Facility visitors. It must therefore be noted that despite the fact that 56% approved of the operation of Casino Gaming Facilities, a much larger percentage, 77% to be exact, recommended that the Casino Gaming Facilities be regulated either by having an age limit, not extending credit, having limits on bets, heavy security/police etc..

## **Supporting Tables:**

### **Recommended means of regulating Casino Gaming Facilities:**

**Table 6:**

<b>Regulations</b>	<b>Percentage of Respondents</b>
Strictly regulated by Gov't	1.4%
No Drugs, Weapons and Alcohol	1.6%
Restriction on Operating Hours	2%
Membership Only	2.2%
Searching of Patrons	2.8%
Dress Code	3.1%
Good Management	3.3%
Restricted to Tourist Only, no locals	5.3%
There should be an age limit	20.7%
Heavy security/police	22.8%
Not stated	22.6%

### **Respondents reply on local ownership of Casino Gaming Facilities disaggregated by Religion:**

**Table 7:**

<b>Allow Local Ownership</b>	<b>RELIGION</b>								
	<b>Catholic</b>	<b>Seventh Day Adventist</b>	<b>Anglican</b>	<b>Methodist</b>	<b>Pentecostal</b>	<b>Church of God</b>	<b>Baptist</b>	<b>Jehovah Witness</b>	<b>Other</b>
<b>YES</b>	69.2%	43.8%	50%	85.7%	55%	16.7%	50%	100%	69.2%
<b>NO</b>	28.7%	52.1%	31.3%	14.3%	35%	83.3%	50%		23.1%
<b>NOT STATED</b>	2.1%	4.2%	18.8%		10%				15.8%

**Respondents reply on having an age limit for Gaming Facility visitors disaggregated by Age group:**

**Table 8:**

Age Limit for Visitors	AGE GROUP				
	15 - 24	25 -34	35 - 44	45 - 60	60Years and over
<b>YES</b>	91.7%	93.8%	91.4%	91.5%	84.8%
<b>NO</b>	6.4%	3.1%	1.2%	6.4%	8.7%

**ADDITIONAL TABLES:** RESPONSES TO SURVEY QUESTIONS – to better interpret these tables they should be used along with the questionnaire which follows this list of tables. Example, BD9 refers to Question 9 in Section B.

**BD9 - Do you know what Gaming Facilities are?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	4	.8	.8	.8
	No	64	12.6	12.6	13.4
	Yes	440	86.6	86.6	100.0
	Total	508	100.0	100.0	

**BD10A - Greater Variety Of Entertainment**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	10	2.0	2.0	2.0
	2-low	30	5.9	5.9	7.9
	1-lowest	50	9.8	9.8	17.7
	3-Average	75	14.8	14.8	32.5
	4-High	132	26.0	26.0	58.5
	5-Highest	211	41.5	41.5	100.0
	Total	508	100.0	100.0	

**BD10B - More Competitive Tourist Destination**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	12	2.4	2.4	2.4
	2-low	40	7.9	7.9	10.2
	1-lowest	51	10.0	10.0	20.3
	3-Average	92	18.1	18.1	38.4
	4-High	113	22.2	22.2	60.6
	5-Highest	200	39.4	39.4	100.0
	Total	508	100.0	100.0	



**BD10C - Attract Foreign Investors**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	15	3.0	3.0	3.0
	2-low	30	5.9	5.9	8.9
	1-lowest	51	10.0	10.0	18.9
	3-Average	97	19.1	19.1	38.0
	4-High	114	22.4	22.4	60.4
	5-Highest	201	39.6	39.6	100.0
	Total	508	100.0	100.0	

**BD10D - Bring in Foreign Exchange**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	12	2.4	2.4	2.4
	2-low	19	3.7	3.7	6.1
	1-lowest	35	6.9	6.9	13.0
	3-Average	78	15.4	15.4	28.3
	4-High	130	25.6	25.6	53.9
	5-Highest	234	46.1	46.1	100.0
	Total	508	100.0	100.0	

**BD10E - Make Hotels more Profitable**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	14	2.8	2.8	2.8
	2-low	33	6.5	6.5	9.3
	1-lowest	40	7.9	7.9	17.1
	3-Average	87	17.1	17.1	34.3
	4-High	107	21.1	21.1	55.3
	5-Highest	227	44.7	44.7	100.0
	Total	508	100.0	100.0	

**BD10F - Increased Number of Jobs**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	11	2.2	2.2	2.2
	2-low	37	7.3	7.3	9.4
	1-lowest	48	9.4	9.4	18.9
	3-Average	93	18.3	18.3	37.2
	4-High	116	22.8	22.8	60.0
	5-Highest	203	40.0	40.0	100.0
	Total	508	100.0	100.0	

**BD111 - Consequences 1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid More policemen will be needed	1	.2	.2	.2
Loss of savings and property	1	.2	.2	.4
Attracting undesirables	1	.2	.2	.6
More Rape cases	2	.4	.4	1.0
Ungodly society and corruption will increase	4	.8	.8	1.8
Increase in living standard	5	1.0	1.0	2.8
Money Laundering	6	1.2	1.2	3.9
More theft	9	1.8	1.8	5.7
More Family breakdown	10	2.0	2.0	7.7
Moral Decline	13	2.6	2.6	10.2
Tendency of St_Lucians to be Addicted Gamblers	18	3.5	3.5	13.8
More drug abuse	36	7.1	7.1	20.9
More prostitution_sexually transmitted disease and vandalism	44	8.7	8.7	29.5
No consequences	57	11.2	11.2	40.7
Not Stated	59	11.6	11.6	52.4
Other	78	15.4	15.4	67.7
More Killings and Crime rate increase	164	32.3	32.3	100.0
Total	508	100.0	100.0	

**C121 - Regulation 1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Gaming should be heavily taxed	2	.4	.4	.4
	No Credit but should be open to locals	3	.6	.6	1.0
	No gaming on religious holidays	5	1.0	1.0	2.0
	Limit on locals who enter facility	5	1.0	1.0	3.0
	Acceptable level of behaviour	5	1.0	1.0	3.9
	Gaming should be restricted to hotels and not other public p	5	1.0	1.0	4.9
	Strictly regulated by government	7	1.4	1.4	6.3
	No weapons drugs or alcohol should be allowed	8	1.6	1.6	7.9
	Restrictions on opening and closing hours	10	2.0	2.0	9.8
	Members should be identified and there should be membership	11	2.2	2.2	12.0
	Should not be introduced - do not support it	12	2.4	2.4	14.4
	Every one should be searched on entering facility	14	2.8	2.8	17.1
	There should be a dress code	16	3.1	3.1	20.3
	Good management, strict rules and regulations	17	3.3	3.3	23.6
	Should be restricted to only tourist_no locals allowed	25	4.9	4.9	28.5
	Other	27	5.3	5.3	33.9
	There should be an age limit	105	20.7	20.7	54.5
	Not stated	115	22.6	22.6	77.2
	Heavy security - police etc	116	22.8	22.8	100.0
	Total	508	100.0	100.0	

**C13 - Allow Local Ownership?"**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	19	3.7	3.7	3.7
	No	163	32.1	32.1	35.8
	Yes	326	64.2	64.2	100.0
	Total	508	100.0	100.0	

**C14 - Unrestricted Access?"**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	15	3.0	3.0	3.0
	Yes	123	24.2	24.2	27.2
	No	370	72.8	72.8	100.0
	Total	508	100.0	100.0	

**C15 - Who Should Be Allowed Access?"**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Locals	11	2.2	2.2	2.2
	Not Stated	28	5.5	5.5	7.7
	Visitors	79	15.6	15.6	23.2
	Both	390	76.8	76.8	100.0
	Total	508	100.0	100.0	

**C16 - Any Limit on Wager or Bet?"**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	160	31.5	31.5	31.5
	Not Stated	171	33.7	33.7	65.2
	Yes	177	34.8	34.8	100.0
	Total	508	100.0	100.0	

**C17 - Information on Gaming - Reading**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	10	2.0	2.0	2.0
	Radio	30	5.9	5.9	7.9
	Peers	47	9.3	9.3	17.1
	Television	101	19.9	19.9	37.0
	Reading	120	23.6	23.6	60.6
	Not Stated	200	39.4	39.4	100.0
	Total	508	100.0	100.0	

**C17A - Information on Gaming - Peers**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	2	.4	.4	.4
	Radio	46	9.1	9.1	9.4
	Peers	61	12.0	12.0	21.5
	Television	65	12.8	12.8	34.3
	Not Stated	334	65.7	65.7	100.0
	Total	508	100.0	100.0	

**C18A - Credit to Locals**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	19	3.7	3.7	3.7
	Yes	92	18.1	18.1	21.9
	No	397	78.1	78.1	100.0
	Total	508	100.0	100.0	

**C18B - Credit to Visitors**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	23	4.5	4.5	4.5
	Yes	72	14.2	14.2	18.7
	No	413	81.3	81.3	100.0
	Total	508	100.0	100.0	

**C19 - How Gaming Facility to be Operated**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	38	7.5	7.5	7.5
	Both part of a hotel and on their own	66	13.0	13.0	20.5
	Gaming facility allowed to operate on their own	178	35.0	35.0	55.5
	Gaming facility as part of hotel	226	44.5	44.5	100.0
	Total	508	100.0	100.0	

**C20A - Age limit For Visitors?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	18	3.5	3.5	3.5
	No	25	4.9	4.9	8.5
	Yes	465	91.5	91.5	100.0
	Total	508	100.0	100.0	

**C21 - Operated on Religious Holidays?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	19	3.7	3.7	3.7
	Yes	163	32.1	32.1	35.8
	No	326	64.2	64.2	100.0
	Total	508	100.0	100.0	

**C22 - Income a Criteria for Participation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	21	4.1	4.1	4.1
	Yes	227	44.7	44.7	48.8
	No	260	51.2	51.2	100.0
	Total	508	100.0	100.0	

**C23 - Do You Approve Of Gaming Facilities**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dont Know	49	9.6	9.6	9.6
	No	175	34.4	34.4	44.1
	Yes	284	55.9	55.9	100.0
	Total	508	100.0	100.0	

**C241 - If you do not approve - reason 1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Increases level of poverty	1	.2	.2	.2
	Not necessary as part of tourism package	1	.2	.2	.4
	More stealing	1	.2	.2	.6
	Money will not stay in the country	1	.2	.2	.8
	Increase drug trafficking	2	.4	.4	1.2
	Its addictive	2	.4	.4	1.6
	The country in not ready of this	2	.4	.4	2.0
	Breakdown in families	3	.6	.6	2.6
	Increases prostitution_teenage pregnancy	4	.8	.8	3.3
	Negative impact on the family and on young persons	4	.8	.8	4.1
	Decreases moral values	8	1.6	1.6	5.7
	Not Stated	9	1.8	1.8	7.5
	Its wrong_Dont support it	16	3.1	3.1	10.6
	Other	21	4.1	4.1	14.8
	Against biblical standard and the will of God	41	8.1	8.1	22.8
	Increases crime	54	10.6	10.6	33.5
	Not Stated	338	66.5	66.5	100.0
	Total	508	100.0	100.0	

**C251 - Benefits of Gaming 1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	St_Lucia better known internationally	3	.6	.6	.6
	More opportunities for entertainment	10	2.0	2.0	2.6
	Increased economic activity	13	2.6	2.6	5.1
	More foreign investment	17	3.3	3.3	8.5
	Other	17	3.3	3.3	11.8
	Not stated	22	4.3	4.3	16.1
	Not Stated	25	4.9	4.9	21.1
	No benefits	30	5.9	5.9	27.0
	Attract more visitors_more interaction with between visitors	51	10.0	10.0	37.0
	More foreign exchange	62	12.2	12.2	49.2
	Generates revenues for the country	87	17.1	17.1	66.3
	More job opportunities	171	33.7	33.7	100.0
	Total	508	100.0	100.0	

**D27 - Which do you play most?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	2	.4	.4	.4
	Slot machines	4	.8	.8	1.2
	Not Stated	5	1.0	1.0	2.2
	Football Pools	6	1.2	1.2	3.3
	Card games	12	2.4	2.4	5.7
	None	193	38.0	38.0	43.7
	National Lottery	286	56.3	56.3	100.0
	Total	508	100.0	100.0	

**D29 - Accept Employment in Gaming?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	2	.4	.4	.4
	Dont Know	64	12.6	12.6	13.0
	Yes	179	35.2	35.2	48.2
	No	263	51.8	51.8	100.0
	Total	508	100.0	100.0	