

## BLACKPOOL SURVEY: SUMMARY REPORT

Populus interviewed a random sample of 1,036 adults aged 18+ by telephone between July 26<sup>th</sup> & 27<sup>th</sup> 2006. Interviews were conducted across the country and the results have been weighted to be representative of all adults. Populus is a member of the British Polling Council and abides by its rules. For more details go to [www.populuslimited.com](http://www.populuslimited.com).

### PROMPTED PREFERENCE FOR SUPER CASINO LOCATION

Out of these following locations which do you think would be the most suitable location for a 'vegas-style' super casino?	
Blackpool	38%
Greenwich (South East London)	14%
Manchester	10%
Brent (North West London)	7%
Glasgow	6%
Sheffield	4%
Newcastle	4%
Cardiff	3%
None of these	10%
Don't know	5%

However asked to choose between those locations on the Government's shortlist for a super casino, Blackpool emerges as the most popular choice (38%) mentioned by nearly twice as many people as the two London options (Greenwich - 14% and Brent - 7%) combined and by nearly three times as many as the Greenwich option alone. Manchester also increases in popularity from 4% to 10%, as does Glasgow from 2% to 6%.

Blackpool performs consistently across age ranges, gender and social class. It is the most popular preference in all regions - except the North East where 34% favour Newcastle and 29% favour Blackpool - including those regions which have a town or a city on the shortlist:

- Twice as many Londoners 34% would like to see the super casino based in Blackpool as based in Greenwich (17%).

- In the North West 59% of people would prefer the casino to be based in Blackpool and only 18% would prefer it in Manchester.

Blackpool's chief rival – Greenwich – does worse among and the over 65s (10%) than overall and particularly badly in the in the North East (4%) and the North West (4%).

#### SPONTANEOUS PREFERENCE FOR SUPER CASINO LOCATION

The Government is deciding where would be the best location for the one 'Las Vegas-style' super casino. Where do you think would be the most suitable location in the UK for a 'Las Vegas-style' super casino?	
London	30%
Blackpool	14%
Birmingham	4%
Manchester	4%
Glasgow	2%
Newcastle	1%
Scotland	1%
Leeds	1%
Liverpool	1%
Sheffield	1%
Cardiff	*
Other	10%
Nowhere	7%
Don't know	26%

Asked spontaneously to name where one super casino should be based 30% say London and 14% say Blackpool. No other venue is mentioned by more than 4%. A quarter of people (26%) say they don't know and 7% say there should not be a super casino in Britain.

London is the spontaneous preference of more young people (36% of 18–24 year olds and 35% of 25–34 year olds), it is relatively less favoured by older people (24% of 55–64 year olds and 25% of over 65s).

Blackpool finds more favour among skilled workers (20%) than the population at large and also among people living in the North West, where 45% mention it spontaneously as opposed to 10% mentioning Manchester.

#### MANCHESTER V BLACKPOOL

Given a straight choice between Manchester and Blackpool as the site of the super casino, nearly two-thirds of people opt for Blackpool (63%). Blackpool enjoys 59% or more support among every age group, gender and social class.

Within the North West region, Blackpool enjoys an advantage of more than four to one (77% vs 17%) over Manchester.

#### VISITING BLACKPOOL WITH A SUPER CASINO

A quarter of people say they have visited Blackpool for business or pleasure in the last two years. Men (29%) are marginally more likely to have done so than women (21%). 55–64 year olds are less likely to have done so than other age groups (18%). Skilled workers (34%) are the social group most likely to have done so, clerical workers (19%) the least.

By region, people from London and the South East (15%) are the least likely to have visited Blackpool in the last two years, those in the North of England (45%) the most likely. Two thirds of people (65%) living in the North West have visited Blackpool in the last two years.

Just under a half (45%) of those who have been to Blackpool in the last two years say they would be likely to visit it more often if it had a super casino.

A third (31%) of those who haven't visited Blackpool recently say they would be more likely to do so if it had a super casino. The young (54% of 18–24 year olds and 44% of 25–34 year olds) are the most likely to say this.