



統合型リゾート

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Nagasaki IR and Awareness Survey on Casinos [Nagasaki Residents] - Around 80% of people have not experienced a casino

We conducted a survey to understand the opinions, thoughts and impressions that the residents of Nagasaki have on casinos and the IR process in the event where the prefecture of Nagasaki has a significant possibility of opening an integrated casino resort.

The outline and full details of this survey are as follows:

In May 2022, Casino Guide Japan conducted an online survey of 750 people that live in the Nagasaki Prefecture in Japan.

The respondents were men and women between the ages of 20 - 59.

Participants by Gender

Male: 390 (52%)

Female: 360 (48%)

Summary of the questions and answers asked of participants in the survey

Number of valid responses in this survey: 750

1. Have you ever played at a casino (overseas)?

Yes: 168 (22.4%)

No: 582 (77.6%)



2. What impression do you have of casinos in general?

Good Impression: “fun”, “relaxing”, “entertainment”

Bad Impression: “cheat/scam”, “illegal”, “addictive”

3. Do you think a casino opening in Nagasaki is beneficial for the region?

Yes: 133 (17.7%)

No: 219 (29.2%)

Not Sure: 398 (53%)

4. If a casino opens in Nagasaki, would you go and play?

Yes: 248 (33%)

No: 502 (67%)

5. Have you ever played casino games online?

Yes: 86 (11.5%)

No: 664 (88.5%)

Key Takeaways from the survey

In general, awareness of casinos is low and people are skeptical

What was evidently clear while conducting this survey is that the number of people in Nagasaki have a low level of awareness around casinos and in general this makes them skeptical of the whole process. This is no more so evident than question 3 where over half of participants (53%) said that they were unsure whether opening a casino in Nagasaki is beneficial for their region.

Additionally, only 22% of survey participants have played in a casino overseas (question 1). Which means that their knowledge of casinos comes purely from government and information available in the media and online - which typically skewed to the negative side.

Those that have been to a casino are generally more supportive

For those that have experienced a casino (either online or overseas), they tend to be more supportive of the IR process and selecting Nagasaki as a destination.

These are also the respondents that see casinos as a fun pastime and to be regarded in the entertainment category (see question 2) just like any other form of entertainment such as bars, restaurants and cinemas, for example.



Cross Tabulation of the Nagasaki Survey Data

Have you ever played at a casino (overseas)?

Of the 168 respondents that answered “Yes”: Male 116 (69%), Female 52 (31%)

Of the 582 respondents that answered “No”: Male 274 (47%), Female 308 (53%)

The participants that have played at a casino before are more heavily weighted towards males.

If a casino opens in Nagasaki, would you go and play?

Of the 248 respondents that answered “Yes”: Male 189 (76.2%), Female 59 (23.7%)

Of the 582 respondents that answered “No”: Male 201 (34.5%), Female 301 (51.7%)

Again, those that expressed they would go to play at a casino if it were to open in Nagasaki were typically men. Women were much less likely to go.

Have you ever played casino games online?

Of the 86 respondents that answered “Yes”: Male 72 (83.7%), Female 14 (16.3%)

Of the 664 respondents that answered “No”: Male 318 (47.9%), Female 346 (52.1%)

Further, those that have played online casino games before are overwhelmingly male (83.7%).

This cross tabulation of data by gender shows that males are typically the most likely to play at a casino in general, whether that is an integrated resort, overseas or an online casino.

More awareness is required for females to increase their openness to participation in casino activities.



Cross Tabulation of Nagasaki Population Information

Here we summarize Nagasaki as a prefecture.

409,118 Population [2020] – *Census*

405.9 km² Area

1,008/km² Population Density [2020]

-0.97% Annual Population Change [2015 → 2020]

Population Growth (Census)

1995: 487,063

2000: 470,135

2005: 455,206

2010: 443,766

2015: 429,508

2020: 409,118

Gender (Census 2020)

Males: 188,519

Females: 220,599

Age Groups (Census 2020)

0-14 years: 46,771

15-64 years: 223,535

65+ years: 132,604



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Age Distribution (Census 2020)

0-9 years: 29,995
10-19 years: 34,814
20-29 years: 33,538
30-39 years: 39,450
40-49 years: 51,750
50-59 years: 52,604
60-69 years: 61,018
70-79 years: 55,821
80-89 years: 34,071
90+ years: 9,849

Nationality (Census 2020)

Japanese: 401,784
Foreigners: 2,601

Additional Data

Interestingly, Nagasaki is 5th out of the 47 prefectures for the number of Pachinko Parlors per 100,000 people in data retrieved from the National Police Agency's statistics (source: <http://www.bohan.or.jp/>, 2016).

Pachinko Parlors can be used to give an indication of the popularity and appetite for gaming, entertainment and gambling in a particular region/prefecture.

This data could argue that Nagasaki is ideally positioned as one of the prefectures in which to establish an Integrated Resort in Japan.