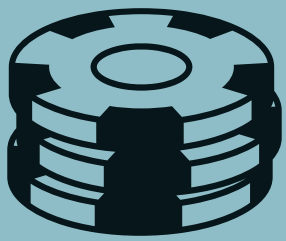


#OPPOSEPOKIEPLANS

The psychology of casinos



Casinos are designed to keep patrons gambling for as long as possible. Casinos make you forget the outside world through clever design. Most casinos have few clocks or windows, so you lose track of time. The architecture features of a casino such as: no windows, low ceilings, dim lighting, distractions, constant noise, comfortable seating and even the carpet choice; are all part of a design choice by the casino to disorient patrons and control perspective in an effort to keep you gambling for as long as possible.⁴

73%

In 2018, 73.6% of people who asked for help with harmful gambling in the Waikato did so because of casino pokies.

Strong opposition from the Hamilton City Council

"It is well known how addictive these pokies are and we have a responsibility to take care of the vulnerable parts of our community. Hamiltonians don't win here. The only winner is SkyCity and their bottom line."

– Hamilton Mayor, Andrew King.³

424

There are already 424 pokies in pubs and clubs in Hamilton City, and nearly \$25 million was spent on non-casino pokies in 2018.

Does Hamilton need any more pokies?

References available at www.pgf.nz/oppose-pokie-plans