

Ashburton District



How much is lost to pokies in this District?

Approximately \$7.1 million was lost on pokies in pubs, clubs and TABs in Ashburton District during 2022. That is about \$19,435 each day.

Compared to 2021, the amount lost on pokies **increased** by around **\$590,000**.



How many pokie machines and venues are there?

There are 138 Class 4 pokie machines across 12 venues in Ashburton District as at 31 December 2022.

That's four more than the previous year.



Where are the pokie venues located in the District?

Around 60% of all Class 4 pokie venues in Aotearoa are in medium-high or very-high areas of deprivation.

In Ashburton District, 4 out of 12 venues are in the most deprived communities. **That's 33% of venues.**



Gambling harm in Aotearoa

An estimated 30-60% of all Class 4 pokie losses come from the 1.6% of New Zealanders who are moderate to severe risk gamblers.*

It is clear that a significant portion of pokie losses come from a small number of adults who are experiencing gambling harm.



Who makes more, you or a pokie machine?

The median income in Ashburton District is \$35,900. In comparison, every machine in Ashburton District made, on average, around \$51,403 last year.

That means a pokie machine makes around \$16,000 more each year than the average person in the district. **Who needs that money more?**

*Sources:

Abbott, M., Bellringer, M., & Garrett, N. (2018). New Zealand National Gambling Study: Wave 4 (2015). Report number 6. Auckland: Auckland University of Technology, Gambling and Addictions Research Centre.
Te Hiringa Hauora/Health Promotion Agency. (2021). Results from the Health and Lifestyles Survey 2020

Free, professional and confidential support for anyone impacted by gambling harm. No judgement, only support.



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