

# THE ENTICEMENTS OF SCRATCH TICKETS

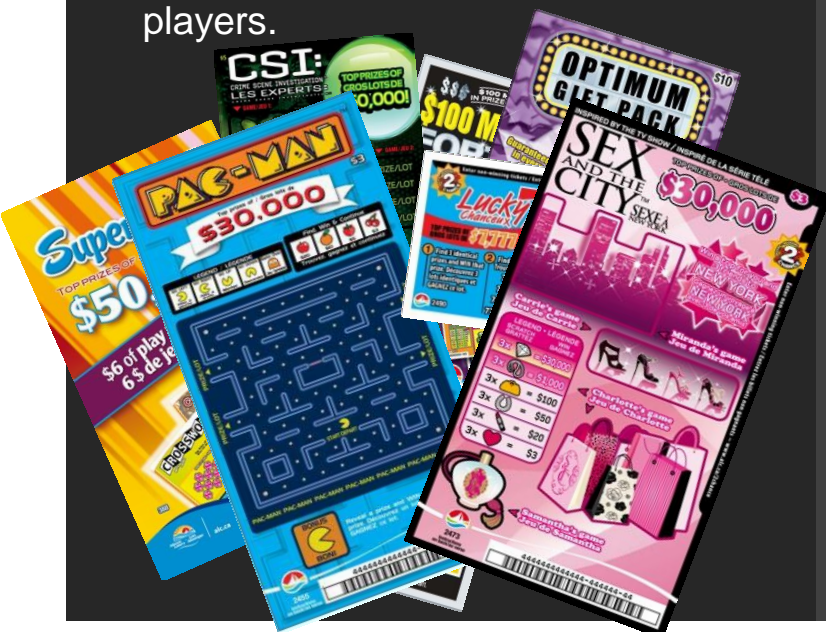
## DESIGN OF THE PAPER SLOT MACHINE

### THE 'INSTANT WIN'

- Unlike with weekly draw tickets, players of scratch tickets don't have to wait to find out the results, increasing the likelihood they will get caught up in the excitement and purchase more tickets than they originally planned.

### VISUAL APPEAL

- Scratching the ticket provides a sense of exhilaration as well as anticipation when revealing the hidden symbols.
- The bright colours of the tickets are designed to attract and entice customers to buy.
- Scratch tickets are available in a variety of different themes and purchase prices, increasing their appeal to a wide variety of players.



## FAMILY GAME NIGHT

Scratch'N'Win tickets can contribute to the normalization of gambling by building on the idea of family fun nights. Tickets often showcase a variety of themes similar to common family board games, which can promote gambling as a risk-free activity.



## ENTICING CAMPAIGNS

Even advertising for Scratch'N'Win tickets can increase Nova Scotians' level of play:



By suggesting that a person can simply scratch a ticket and enhance their lifestyle, the advertising can create a misperception that every ticket is a winning ticket.

## THE GIFT THAT KEEPS ON GIVING ...



Scratch tickets often appear to be an easy and fun gift, but these items may come with a hefty long-term price. For example, giving scratch tickets to young people is not only illegal, research also shows that it can increase the potential for youth to develop gambling problems later in life.

Key factors associated with gambling harms and risk to youth 13 to 18 include exposure to gambling by adults and having others facilitate or encourage them to gamble, so don't be tempted by the presumed ease and low cost of lottery tickets.

