

Checklist for Assessing Casinos for Success by Professor Slots

DATE: _____ Payout Percentage (from online research): _____%
 CASINO PROPERTY/LOCATION: _____

For ALL Slots Enthusiasts

Assessment Area and/or Topic	1 (Low) to 7 (High)
Convenience of Casino Location	
Overall Parking Situation, including Valet (if Applicable)	
Overall Activity Level of Players in Main Slots Area	
Quality of Beverage Service from a Slot Machine (if Applicable)	
Visibility/Activeness of Cash-Carrying Slot Attendants	
Interaction with any Casino Employee(s): Efficiently/Courtesy	
Quality of Smoking Parlor (if Applicable)	
Restroom cleanliness	
YOUR Personal Preference #1:	
YOUR Personal Preference #2:	

For Slots Enthusiasts with an ENTERTAINMENT-focused Gambling Goal

Assessment Area and/or Topic	1 (Low) to 7 (High)
Musical Entertainment Venue (if applicable)	
Apparent "Fun" Level of Players in Main Slots Area	
Overall Atmosphere and Service within Restaurant(s) of Interest	
Your Current Enjoyment Level, Even Not Gambling	

For Slots Enthusiasts with a COMPLIMENTARY GIFTS-focused Gambling Goal

Assessment Area and/or Topic	1 (Low) to 7 (High)
People-Moving Efficiency of Promotions Counter (imagine 200 people)	
Players Club Benefits (may require brochure study & questioning)	
Evaluation of Promotions Counter Service (after getting a new card?)	
Read Promotion Posters Scattered Near Casino Entrance. Interesting?	

For Slots Enthusiasts with a TAKE-HOME CASH-focused Gambling Goal

Assessment Area and/or Topic	1 (Low) to 7 (High)
Overall Condition of High Limit Slots Area	
Player Activity Level in High Limit Slots Area	
Slot Attendant Stationed in High Limit Area? (Yes = 7, No = 3)	
Visibility of Suited Casino Employees	

Add up all 1 (Low) to 7 (High) rankings above for Total Assessment Score: _____

Post-Assessment: Immediately after visiting, how do you feel about this casino? (IMPORTANT)

Most Liked Casino Feature:

Least Liked Casino Feature: