

The Innovation Group Survey Questions

The questions that follow pertain to the survey, *Consumer Behavior in the Gaming Industry*, completed by The Innovation Group as a look into the behavior of modern day gamers. The questions outlined below were asked to each participant of the survey and are now listed in order to give you a better understanding of the information that is available to you. Should you wish to explore further, please email The Innovation Group's Vice President of Research & Analytics, Erika Meeske at emeeske@theinnovationgroup.com.

1. What is your age?
2. Please indicate which of the following you have done during the past year. Select all that apply.
3. We'd like to ask you about casinos proximate to where you live. Please click on the map in the area where you reside for the majority of the year.
4. What is your 5-digit zip code?
5. Where have you gambled at casinos in the United States (select state)?
6. Please click on the map the state(s) where you gambled in a casino most often during the last twelve months? (Up to 10 states.)
7. I see that you gambled in Nevada. Was this a trip to Las Vegas?
8. How many trips do you make to Las Vegas to gamble per year on average?
9. How many trips do you make to Atlantic City to gamble per year on average?
10. Please indicate the casinos in which you gambled starting with the ones that you visited most often. (Up to 10)
11. Please indicate which of the following types of casino locations that you visited during the last twelve months? Please select all that apply.
12. To the best of your recollection, please indicate which of the following types of casinos you visited during the last twelve months? Please select all that apply.
13. I see that you gamble in casinos within your home state. From the list below, please indicate the primary motivating factors that compel you to stay within your home state to gamble? Please indicate all that apply.
14. Are there any other factors not listed above that keep you from venturing outside your state to gamble? If applicable, please indicate in the space provided below.
15. I see that you gamble in casinos outside of your home state. From the list below, please indicate the primary motivating factors that compel you to venture outside your state to gamble? Please indicate all that apply.
16. Are there any other factors not listed above that compel you to venture outside of your home state to gamble? If applicable, please indicate in the space provided below.
17. How many overnight leisure trips have you taken during the last 12 months to gamble at a casino?
18. Why didn't you make any overnight gaming trips over the past 12 months?
19. On your last overnight leisure trip where you gambled, how many nights did you stay overnight?
20. During your last overnight leisure trip where you gambled, how many visits did you make to the casino floor to gamble?

21. During your last overnight leisure trip where you gambled, how much money did you budget over the length of the trip? Enter in each category that applies.
22. How many day trips have you taken during the last 12 months in which you gambled in a casino of any kind?
23. Why didn't you make any day gaming trips over the past 12 months?
24. During your last day trip where you gambled, how much money did you budget over the length of the trip? Enter in each category that applies.
25. Were the total number of overnight gaming trips that you made following the economic recession more, the same or less than the 5 years proceeding the economic recession?
26. Please tell us the primary reasons why you decreased your number of trips. Please select all that apply or add your own in the "Other" boxes.
27. Following the economic recession, has your average per overnight leisure trip spending budget increased, stayed the same or decreased for each of the following categories compared to your annual budget prior to the economic recession? Enter in each category that applies.
28. Please tell us the primary reasons why you decreased your budget. Please select all that apply or add your own in the "Other" boxes.
29. What other things are you spending your time and money on instead of gambling at the casino?
30. During the next; 5 years, do you expect to take more, the same number or fewer overnight trips to gamble at a casino than the previous 5 years?
31. Were the total number of same-day gaming trips that you made following the economic downturn more, the same or less than the 5 years preceding the economic downturn?
32. Please tell us the primary reasons why you decreased your number of day trips. Please select all that apply or add your own in the "Other" boxes.
33. Following the economic recession, has your average per day trip spending budget increased, stayed the same or decreased for each of the following categories compared to your annual budget prior to the economic recession? Enter in each category that applies.
34. Please tell us the primary reasons why you decreased your budget on same-day casino trips. Please select all that apply or add your own in the "Other" boxes.
35. What other things are you spending your time and money on instead of gambling at the casino?
36. During the next; 5 years, do you expect to take more, the same number or fewer day trips to gamble at a casino compared to the previous 5 years?
37. When you visit a casino, have you ever not gambled and instead spent money and time on the non gaming amenities (i.e.: entertainment, spa, golf, food and beverage, etc.)?
38. Does free play increase, have no affect or decrease your personal dollars spent at the casino?
39. In your opinion, what is missing in today's casino experience?
41. Understanding that customer service is vital to the guest experience, please share your opinion about the most important aspects of high quality customer service that compel you to return to your favorite casino. Please list up to 10 aspects in order of importance starting with 1.
42. Please rate the effectiveness of the following casino amenities in attracting you to visit the casino more often.

43. How does the branding of a particular casino influence your visitation to that casino?
44. Which casino brands are the most effective in enticing you to visit a casino? Please enter as many as apply in the space below.
45. Are you a member of a casino players' club program(s)?
46. Why not?
47. How many players clubs do you belong to?
48. Please indicate your top three players clubs in the space provided below.
49. Which of the following offers would be more likely to influence you to visit your favorite casino more often on a scale from very unlikely to very likely?
50. Are there any other offers that would influence you to visit a casino more often?
51. Do you mainly play slots or table games?
52. Please drag and drop the table games you most often play in order with the table game you most frequently play first. Please select all that apply.
53. Which of the following slot machines do you play most often? Please select all that apply.
54. When choosing a slot machine, do you:
55. On a scale from "not at all appealing" to "extremely appealing", how appealing do you find each of the following game features:
56. During a typical casino visit, how likely are you to try the newest slot machines?
57. How effective is your preferred casino at communicating available promotions, bonus dollars, drawing tickets, etc. while you are playing at a slot machine?
58. How effective is your preferred casino at communicating available promotions, bonus dollars, drawing tickets, etc. while you are away from the casino?
59. You indicated that you had played games online. The following set of questions ask about online gaming habits. What types of devices have you used to game online? Please select all that apply.
60. Please indicate what kind of betting or virtual currency games that you play online. Please select all that apply.
61. Please indicate which of the following sports that you participate in fantasy sports leagues.
62. Please indicate the dollar value that you spend annually to enter your fantasy league(s) by sliding the bar to the right on the scale below. If you do not pay an entry fee, please click on the slider so that "0" is indicate to the right of the scale.
63. How has the ability to play online fantasy sports (including daily, weekly and season long leagues) for real money affected your; trip frequency to land based casinos?
64. How has the ability to play online fantasy sports (including daily, weekly and season long leagues) affected your spending patterns to land based casinos?
65. How has the ability to play online social media games (i.e.: Farmville, Mafia Wars, Words With Friends, etc.) for real money or virtual currency affected your; trip frequency to land based casinos?
66. Please indicate the social media games that you play online. Enter all that apply.
67. How has the ability to play online social media games (i.e.: Farmville, Mafia Wars, Words With Friends, etc.) for real money or virtual currency affected your spending patterns to land based casinos?
68. Why don't you play casino style games online for real money? Please select all that apply.
69. Do you gamble online for real money?

70. Have you ever purchased virtual currency for online credits?
71. On average, approximately how much money have you spent on virtual currency during one month?
72. How has the ability to play online casino games for real money affected your; trip frequency to land based casinos?
73. How has the ability to play online casino games affected your spending patterns to land based casinos?
74. Please indicate the number of individual online sites you have used to gamble online on a monthly basis?
75. Please indicate the websites where you most often play online games. (Enter up to 10 sites)
76. Which of the following casino style games have you played when gambling online for real money over the past twelve months? Please select all that apply.
77. In the past month, approximately how frequently did you participate in online gambling sessions?
78. Average wager per bet is the average amount of money you wager per betting occurrence. On average, approximately how much money do you wager per bet online for real money? If Poker, use the amount of the Big Blind or size of Ante.
79. Gaming budget is defined as how much money you are prepared to put at risk during a single gaming session. On average, approximately how much money do you wager over an entire online gaming session for real money?
80. How do restrictions on smoking influence your trip frequency and gaming budget?
81. How do restrictions on alcohol on the casino floor influence your trip frequency and gaming budget?
82. If smoking were banned in your favorite casino would you:
83. If alcoholic beverages were not served in a casino would you:
84. What is your gender?
85. What is the highest level of education you completed?
86. What is the total combined annual income of everyone living in your household?
87. Do you consider yourself to be (race):
88. Please indicate your current marital status:
89. How many children under the age of 18 are living in your household