

Four in Ten (42%) Casino Visitors in the US Spending Less than Last Year

*But Free Casino Hotel Night (43%) or Tickets to Casino
entertainment/ Live Show (41%) Popular Incentives To Boost
Attendance*

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Ipsos Reid

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Calgary, AB – Casinos in the United States continue to feel the pinch from the downturn in the economy according to the results of an Ipsos study of casino visitors released today.

The Ipsos “State of the Casino Visitor in America” study indicates that a significant 42% of casino visitors report having spent less on casino related activities during the past year compared with a mere 8% who say they spent more. Half of casino visitors (50%) report spending nearly as much money as they did the previous year.

Of the 42% who report spending less, 43% specifically cite the economy (14%) and a weaker personal financial or income situation (29%) for the change in behaviour. This was followed by 40% who were less specific about the cause but very clear on the effect: they are just not going out in general against the backdrop of the U.S. economic environment.

“It’s no surprise to any casino operator that the poor economy has had a significant, and for some, devastating impact on the casino business. Consumers are much more cautious and spendthrift and are seeking different value for the entertainment and experience dollar,” said Paul Lauzon, Senior Vice President with Ipsos Reid.

“Casinos remain a popular attraction for Americans –both in-state casinos and destination sites such as Las Vegas and Atlantic City – but our study found that some casino visitors are starting to spend slightly more on non-gambling related activities than they are at the slots and tables.”

And so, who do casino owners have coming through their doors? Knowing the demographics and behaviours of this gambling class during this environment may help them better shape an entertainment experience trump card. Among casino going respondents surveyed:

- One third (33%) have been to a casino at least once in the past year
- Almost as many (27%) have visited in the past month
- One in ten (12%) have visited a casino in the past week
- Adults with a household income above \$75k are more likely to visit a casino than those earning less

The study also showed that visiting a casino is seen as social experience to be shared with others. Casino visitors rarely do so alone:

- Three quarters (76%) report going with a companion (friend or spouse)
- One third (32%) report typically visiting with a larger group
- One in ten (11%) report visiting with work colleagues

Only 18% of respondents report having visited a casino on their own.



But, as casinos try to build loyalty and incentive programs to keep visitors in the casinos and returning again, some of these programs clearly have more traction than others:

- Half of casino visitors report possessing a player loyalty card to their casino
- Casino visitor say that incentive programs such as a free night in the Casino hotel (43%) or a free ticket to Casino entertainment or live show (41%) would entice them to stay and spend more time at the Casino

“One area where we see some future potential for casinos to develop their brand and business is through the Internet,” adds Lauzon.

“The study showed that approximately one quarter of respondents who had been to a Casino at least once in the past three years said that they would be likely to play Casino style gaming on the Internet for real money should their favorite Casino offer the service.”

These are some of the findings of an Ipsos study conducted online with U.S. Americans between September 17 to 28, 2009. A national sample of 1,521 U.S. adults aged 20 and above answered this online survey. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the U.S. population according to 2006 census data. Results are considered accurate within 2.51 percentage points, 19 times out of 20.

To find more information about Ipsos' Lottery and Gaming research practice, visit <http://www.ipsos.ca/reid/lotgam/> or stop by our booth (#1282) at the G2E Global Gaming Expo November 16th to 20th in Las Vegas, NV.



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