BASSED ON SURVEY OF 3,043 ADULTS IN 16 MARKETS WITHIN 400 MILE RADIUS OF ATLANTIC CITY

FEBRUARY 2012

LLOYD D. LEVENSON INSTITUTE OF GAMING, HOSPITALITY & TOURISM
THE RICHARD STOCKTON COLLEGE OF NEW JERSEY
Relative Interest in Traditional Casino Games

- Slots: 42.2%
- Roulette: 24.9%
- Bacaarat: 8.6%
- Craps: 16.0%
- BJ: 32.0%

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Played “Most Often” When Visiting a Casino

- Slots: 57.8%
- BJ: 15.4%
- Video Poker: 8.3%
- Craps: 4.9%
- Roulette: 4.5%
- Live Poker: 2.9%
- Race/Sports Book: 2.6%
Played Poker in Past Six Months by Age Cohort

Lloyd D. Levenson Institute at Stockton College - Feb 2012
Played Poker in Past Six Months

9.5% College
6.5% No College
Played Poker in Past Six Months by Marital/Civil Union Status

<table>
<thead>
<tr>
<th>Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married/CU</td>
<td>8.6%</td>
</tr>
<tr>
<td>Single</td>
<td>9.2%</td>
</tr>
<tr>
<td>D/S</td>
<td>4.6%</td>
</tr>
</tbody>
</table>
Poker Platform Preferences*

- With Friends/Home: 62.0%
- Casino Video Poker: 20.8%
- Live Casino: 7.7%
- Internet: 6.8%

*Internet if legal

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Poker Platform Preferences: Male vs. Female

<table>
<thead>
<tr>
<th>Platform</th>
<th>Males</th>
<th>Females</th>
</tr>
</thead>
<tbody>
<tr>
<td>With Friends/Home</td>
<td>75%</td>
<td>39%</td>
</tr>
<tr>
<td>Video Poker</td>
<td>4%</td>
<td>14%</td>
</tr>
<tr>
<td>Casino Live Game</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Internet (if legal)</td>
<td>40%</td>
<td>13%</td>
</tr>
</tbody>
</table>

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Preference of Playing Popular Casino Games on the Internet if Legal

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Preference for Playing Blackjack on the Internet* by Age Cohort

*if legal

- <30: 24%
- 30-49: 10%
- 50-64: 6%
- >65: 4%

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Preference for Playing Blackjack on the Internet* by Income Cohort

- <$75K: 23.0%
- 75-$150K: 29.0%
- >$150K: 19.9%

*if legal

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