

Lottery, Internet Gaming and Casinos – Peaceful Coexistence?

- New study of online players in New Jersey from Commercial Intelligence, the insights arm of Clarion Events' Gaming Division
- Key findings based on survey of 506 active online players responding in January 2014
- 35 % of online players were new to online gambling since Nov. 2013
- 38% of those who previously played on illegal sites had migrated to play on approved operator sites
- There is a clear brand correlation between land-based casinos and online brands used by NJ players



Association of Gaming Equipment Manufacturers

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- Gender: Male 67 %, Female 33 %
- Average age for new players is 46 vs. 42 for previous online players
- 97 % of NJ online players also gamble in land-based casinos, but visit relatively infrequently – 48 % visit a casino a couple of times per year or less; 29 % visit at least monthly and 18 % visit casinos only once per year

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- New online players are influenced by promotions in general and 35 % are influenced by promotions that can be redeemed at land-based casinos
- Hotel stays are most important promotional offer to influence players to use approved sites
- 79 % of online players expect to visit land-based casinos as frequently as before or feel that they are now more likely to visit
- Borgata has noted 85 % of its online players were not recently rated at the property

Association of Gaming Equipment Manufacturers (AGEM)

- AGEM is a non-profit international trade association representing manufacturers and suppliers of electronic gaming devices, systems, table games, online technology, key components and support products and services for the gaming industry. AGEM works to further the interests of gaming equipment suppliers throughout the world. Through political action, trade show partnerships, educational alliances, information dissemination and good corporate citizenship, the members of AGEM work together to create benefits for every company within the organization. Together, AGEM has assisted regulatory bodies and participated in the legislative process to solve problems and create a business environment where AGEM members can prosper while providing a strong level of support to education and responsible gaming initiatives. www.AGEM.org.

