



THE NEXT GENERATION OF CASINO GAMERS: MILLENNIALS & MOBILE GAMERS

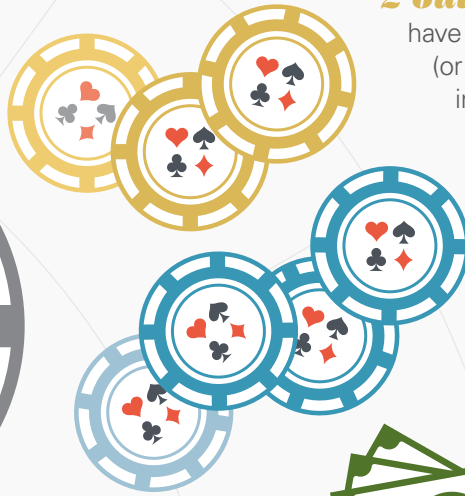


57% of the Mobile Gamer segment are already playing online casino-type games on their mobile phone compared to **48%** of Millennials.

Of all Casino Gamers, traditional or online, **44%** spend at least **\$250** gambling while **19%** spend at least **\$1,000**.



Of those that have gambled online for real money, **36%** spend at least **\$250** while **37%** spend at least **\$1,000**.



2 out of 3 Millennials

have gambled at a casino (or a casino website) in the past year.

3 out of 4 Mobile Gamers

have gambled at a casino (or a casino website) in the past year.



53% have participated or would participate in online gaming for real money in addition to their casino experiences.



25% of those who have not gambled in the past year say they don't visit casinos, but would game online for real money.



44% of men have gambled at an online casino or poker room with real money compared to **23% of women**.



One online casino brand makes the **Top 4** in brand awareness:
1 Caesars (NJ)
2 Trump Taj Mahal (NJ)
3 Harrah's Ac (NJ)
4 Pokerstars (online)