

The Next Generation of Casino Gamers

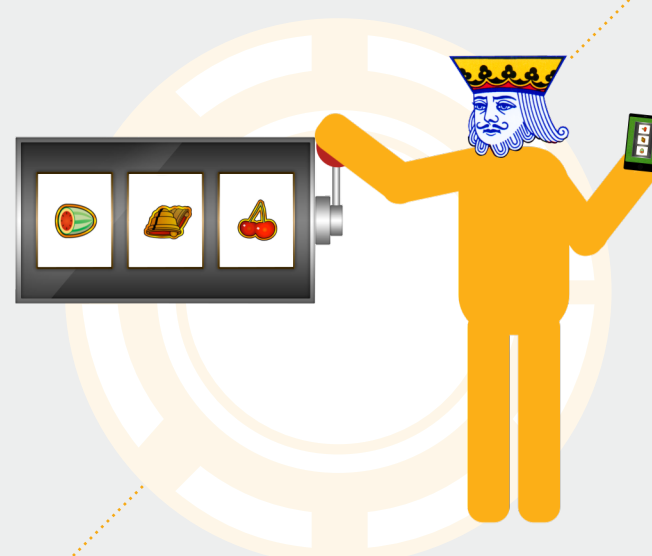
57% of the Mobile Gamer segment are already playing online casino-type games on their mobile phone
↳ compared to **48% OF MILLENNIALS**.



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.

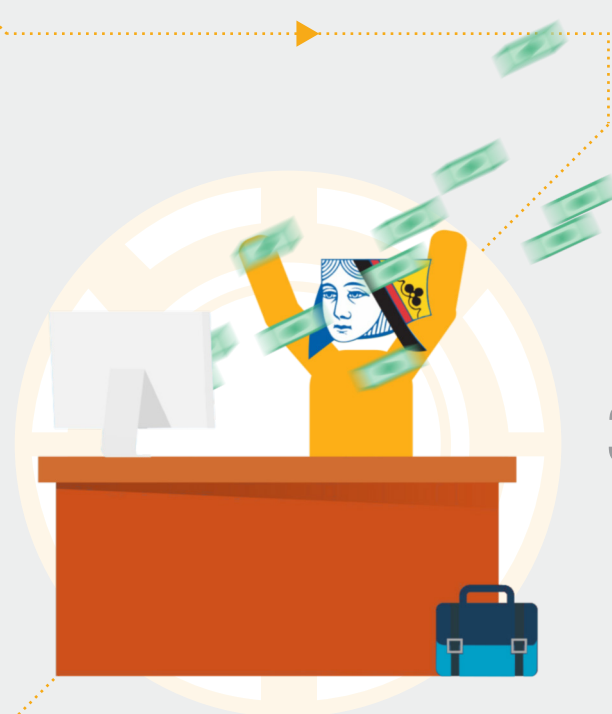


25% of those who have not gambled in the past year say they don't visit casinos, but would game online for real money.



44% OF MEN have gambled at an online casino or poker room with real money
↳ compared to **23% OF WOMEN**.

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**.



ONE ONLINE CASINO brand makes **THE TOP 4** in brand awareness:
1 Caesars (NJ)
2 Trump Taj Mahal (NJ)
3 Harrah's (NJ)
4 Pokerstars (online)

Key Insight:

Mobile gamers are the next generation of casino gamers.