

# Redemption/Novelty

**OPERATOR  
COMMENTS**

	2006	2005	2004	2003	2002
Average Weekly Gross	\$110	\$173	\$134	\$202	\$192
Average # Per Operator	48	55	42	73	68
Total # On Location	74,000	85,000	73,000	108,000	116,000
Total Annual Revenue	\$423 mil	\$765 mil	\$509 mil	\$1.1 bil	\$1.2 bil
Total New Purchases	11,000	10,000	10,000	9,000	12,000

55% Operate Redemption/Novelty Equipment; same as last year

24% Of those operating redemption bought no new games; 33% last year

While the overall average was \$110, games in FECs averaged \$360

**Have you encountered legal problems with redemption/novelty equipment in your area?**

	2006	2005	2004	2003	2002
Yes	11%	13%	16%	21%	19%

**Is there a prize value limit in your area?**

Yes	18%
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*“The big issue in the industry is new games. It seems like they just come up with a different name or branding of a game. Not to mention price! But it plays or drives like older titles or has the same old content of play. In our FECs if it doesn’t have a steering wheel, gun, or tickets coming out of it, forget it. Plus we adhere to no violence.”*

# Kiddie Rides

	2006	2005	2004	2003	2002
Average Weekly Gross	\$68	\$45	\$43	\$41	\$41
Average # Per Operator	20	17	9	7	9
Total # On Location	16,000	12,000	9,000	7,000	7,000
Total Annual Revenue	\$57 mil	\$28 mil	\$20 mil	\$15.3 mil	\$23 mil
Total New Purchases	1,100	*	*	*	*

27% operate kiddie rides; 26% last year

65% of those who operate kiddie rides bought no new ones; 45% last year

35% indicated they bought an average of 6 USED kiddie rides; 2,000 total

6% indicated that they used to operate kiddie rides; 2% last year

0% said they plan to add kiddie rides to their equipment mix

40% said that kids are more demanding about what they ride

*“The street route for video games are dead. If you can buy a new game for a street location (like the location wants), it will take forever to pay off your investment. You have to be very selective where you put your games.”*

# Cranes

	2006	2005	2004	2003	2002
Average Weekly Gross	\$89	\$135	\$101	\$132	\$113
Average # Per Operator	21	40	18	20	24
Total # On Location	45,000	83,000	41,000	45,000	54,000
Total Annual Revenue	\$208 mil	\$583 mil	\$215	\$309 mil	\$317 mil
Total New Purchases	8,000	10,000	6,200	7,500	7,000

76% operate cranes; same as last year

50% of those operating cranes bought no new ones

NOTE: We asked operators to name what they perceive as the greatest crane invention. Here’s what they said (in order of response): automatic percentaging was way ahead in the number of operators giving us their opinions. Next came dual power level controls, progressive wins, self-leveling of prizes, giant cranes, jumbo plush, ACME crane moving floor, multi-games, AirGlow, winner every time, play to win, prize counter, and digital functions.