

**OPERATOR
 COMMENTS**

Question: If you could change one thing in the coin-op industry today what would it be?

“Legalize gambling machines nationally and get the manufacturers out of my collections with their online cuts of my money.”

“Doing something about all the free music being used in bars while we are paying fees.”

“U.S. dollar coins ‘ONLY.’ No paper money.”

“I’d want to change the negative vibes.”

10. What is YOUR share of the location split?

	2007	2006	2005	2004	2003
GAMES					
Under	9%	11%	4%	3%	3%
50/50 Split	77%	65%	65%	78%	71%
Over 50%	13%	24%	31%	18%	26%
MUSIC					
Under 50%	14%	18%	2%	5%	7%
50/50 Split	56%	52%	61%	61%	54%
Over 50%	30%	30%	37%	34%	39%

11. Is the Internet vital to your business?

	2007	2006
Yes	60%	56%

12. Does your business have its own Web site? E-mail address?

	2007	2006	2005	2004	2003
WEB SITE					
Yes	44%	24%	29%	29%	27%
E-MAIL ADDRESS					
Yes	70%	66%	69%	67%	71%

13. What industry Web sites do you visit regularly?

The #1 answer was “none,” followed by Ecast, *Play Meter*, TouchTunes, Rowe/AMI, Merit, Namco, Inside CoinOp, AMOA, JVL, Betson, IT, and Happ.

14. In the past 12 months how have the following fared:

	2007	2006	2005	2004	2003
COMPETITION					
Increased	27%	28%	23%	26%	28%
Decreased	20%	21%	20%	20%	17%
Unchanged	53%	51%	27%	54%	55%
LOCAL ECONOMY					
Increased	20%	32%	20%	15%	14%
Decreased	60%	35%	53%	57%	61%
Unchanged	20%	33%	27%	28%	25%
YOUR BUSINESS					
Increased	33%	26%	30%	31%	36%
Decreased	44%	46%	49%	42%	42%
Unchanged	24%	28%	21%	27%	22%

15. Are you a member of any associations?

	2007	2006	2005	2004	2003
Yes	75%	70%	66%	72%	74%

16. Are your local legislators sensitive to coin-op industry issues?

	2007	2006	2005	2004
Yes	22%	23%	33%	37%

17. Who do you rely on for your equipment financing?

	2007	2006
Banks	27%	38%
Firestone Financial	14%	17%
Finance myself	57%	17%
Distributor	5%	13%

18. Is the distributors’ role in the industry diminishing?

	2007	2006	2005	2004	2003
Yes	50%	43%	51%	40%	41%
No	25%	29%	24%	29%	33%
Unsure	25%	28%	25%	30%	26%