

**OPERATOR  
COMMENTS**

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

*“Better equipment pricing. By the time many of my machines have paid for themselves they are either in dis-repair or obsolete. Pay back of 12 months or less is difficult unless you are an FEC.”*

*“I would change all companies in this industry to a professional group of operators in dealing with customers and presenting a good image to others.”*

*“OK as is!”*

# Redemption/Novelty

	2007	2006	2005	2004	2003
Average Weekly Gross	\$182	\$110	\$173	\$134	\$202
Average # Per Operator	45	48	55	42	73
Total # On Location	67,000	74,000	85,000	73,000	108,000
Total Annual Revenue	\$634 mil	\$423 mil	\$765 mil	\$509 mil	\$1.1 bil
Total New Purchases	8,000	11,000	10,000	10,000	9,000

53% operate redemption/novelty equipment; 55% last year

32% of those operating redemption bought no new games; 24% last year

While the overall average was \$182, games in FECs averaged \$434

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

	2007	2006	2005	2004	2003
Yes	13%	11%	13%	16%	21%

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

	2007	2006
Yes	29%	18%

# Kiddie Rides

	2007	2006	2005	2004	2003
Average Weekly Gross	\$48	\$68	\$45	\$43	\$41
Average # Per Operator	10	20	17	9	7
Total # On Location	8,000	16,000	12,000	9,000	7,000
Total Annual Revenue	\$20 mil	\$57 mil	\$28 mil	\$20 mil	\$15.3 mil
Total New Purchases	under 1,000	1,100	*	*	*

27% operate kiddie rides; 27% last year, too

64% of those who operate kiddie rides bought no new ones; 65% last year

37% indicated they bought an average of 3 USED kiddie rides

2% indicated that they used to operate kiddie rides

5% said they plan to add kiddie rides to their equipment mix

16% said that kids are more demanding about what they ride; 40% last year

# Cranes

	2007	2006	2005	2004	2003
Average Weekly Gross	\$123	\$89	\$135	\$101	\$132
Average # Per Operator	20	21	40	18	20
Total # On Location	38,000	45,000	83,000	41,000	45,000
Total Annual Revenue	\$243 mil	\$208 mil	\$583 mil	\$215 mil	\$309 mil
Total New Purchases	8,000	8,000	10,000	6,200	7,500

68% operate cranes; down from the 76% last year

60% of those operating cranes bought no new ones