

**OPERATOR
COMMENTS**

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

“Educate FEC owners on how to best operate their redemption games and redemption counters. There is so much more money in our cash boxes as we work hard to maximize our revenue and buying the right prizes makes a huge difference.”

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

Bulk Vending

	2007	2006	2005
Average weekly Gross	\$35	\$80	\$127
Average # Per Operator	267	235	507
Total # On Location	217,000	283,000	781,000
Total Annual Revenue	\$18 mil	\$12 mil	\$1.2 bil

29% operate bulk vending; 45% last year

35% indicated that they have raised their bulk vend price-per-play in the last 12 months; 29% said they plan to

57% have seen traditional amusement operators adding bulk to their routes

27% have added other types of equipment

Cigarette Vending

	2007	2006	2005	2004	2003
Average Weekly Gross	\$169	\$154	\$207	\$148	\$125
Average # Per Operator	28	28	22	29	20
Total # On Location	230,000	25,000	18,000	26,000	20,000
Total Annual Revenue	\$158 mil	\$200 mil	\$194 mil	\$200 mil	\$130,000
Brand-New Purchases	less than 1,000	*	*	*	*

29% operate cigarette vending machines; 32% last year

76% of those who operate cigarette vending machines bought no new ones

\$5.95 is the average vend price operators charge per pack in their machines

The lowest was \$5 and the highest was \$8

Full Line Vending

	2007	2006
Average Weekly Gross	\$222	\$131
Average # Per Operator	162	129
Total # On Location	45,000	72,000
Total Annual Revenue	\$236 mil	\$490 mil

10% operate full line vending equipment

What type of full line vending machines do you operate?

The most common answers were snack, drink, coffee, and personal items

