

## Redemption/Novelty

	2015	2014	2013	2012	2011
Average Weekly Gross	\$132	\$97	\$125	\$76	\$118
Average # Per Operator	43	59	58	51	54
Total # On Location	64,500	87,320	81,664	79,662	72,468
Total New Purchases	10,500	7,400	12,672	10,934	21,472

75% operate redemption/novelty equipment; 74% last year.  
65% of those operating redemption bought new ones; 60% last year.

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

	2015	2014	2013	2012	2011
Yes	35%	28%	36%	34%	28%

NOTE: Prize value limits were varied for this year's poll.

73% indicated that higher priced items would increase their revenue; 92% last year.

## Kiddie Rides

	2015	2014	2013	2012	2011
Average Weekly Gross	\$22	\$23	\$38	\$23	\$35
Average # Per Operator	2	13	8	13	13
Total # On Location	1,520	8,320	6,512	12,298	10,010
Total New Purchases	*	1,280	1,628	1,892	1,540

38% operate kiddie rides; 32% last year.

None of those who operate kiddie rides bought new ones; 29% last year.

## Cranes

	2015	2014	2013	2012	2011
Average Weekly Gross	\$107	\$83	\$78	\$77	\$121
Average # Per Operator	118	50	41	35	30
Total # On Location	210,040	91,000	69,454	71,610	58,080
Total New Purchases	12,460	21,840	10,164	10,340	11,616

89% operate cranes; 91% last year.

53% of those operating cranes bought new ones; 66% last year.

## Rotaries

	2015	2014	2013	2012	2011
Average Weekly Gross	\$90	\$30	\$55	\$30	\$59
Average # Per Operator	10	2	5	4	11
Total # On Location	5,000	440	2,200	2,728	4,840
Total New Purchases	*	*	*	*	880

25% operate rotaries; 11% last year.

None of those operating rotaries bought new ones.

What is the smallest change you made that gave you a big positive result?

***"We got rid of the expensive prizes in our merchandisers. We now use smaller prizes and licensed sports items, and set them to win more."***

***"We worked our cranes more with better prizes, new ideas, and paid more attention to them, which resulted in a large increase in revenue."***