



Do you attend major trade shows?

“We used to attend trade shows, but for street locations there are few games that have been successful. We would attend if we were in the FEC business.”

“I have been in business for 45 years and I rely on word of mouth.”

“We used to go to trade shows every other year when they were in the Chicago area. Now they are strictly in Las Vegas and it is not worth our time or money to fly there.”

10. Do you attend major industry trade shows?

	2015	2014	2013	2012	2011
Yes	79%	79%	74%	70%	61%

NOTE: 26% attended IAAPA and 66% attended Amusement Expo.

11. Have routes been sold in your area in the last year?

	2015	2014	2013	2012	2011
Yes	60%	58%	59%	51%	52%

12. What is the average target age of your customers in the MAJORITY of your locations?

	2015	2014	2013	2012	2011
12 yrs. & Under	4%	4%	6%	4%	13%
13 yrs.-18 yrs.	4%	12%	8%	8%	13%
Over 18	42%	39%	53%	50%	37%
All Ages	50%	45%	33%	38%	37%

13. Indicate YOUR share of the revenue split with locations.

	2015	2014	2013	2012	2011
GAMES					
Under 50%	16%	15%	10%	13%	7%
50/50 Split	61%	60%	68%	65%	66%
Over 50%	23%	25%	22%	22%	27%
MUSIC					
Under 50%	18%	20%	10%	27%	8%
50/50 Split	53%	30%	32%	34%	40%
Over 50%	29%	50%	58%	39%	52%
BULK					
Under 50%	21%	39%	22%	24%	41%
50/50 Split	18%	*	14%	12%	21%
Over 50%	61%	61%	64%	64%	38%

14. Does your business have a Social Media presence?

	2015	2014	2013	2012	2011
Yes	63%	52%	37%	35%	30%

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

	2015	2014	2013	2012	2011
Web site-Yes	72%	63%	55%	53%	46%
E-mail address-Yes	89%	86%	76%	88%	79%

16. Do you use a “Smart Phone” or “Tablet” in your business?

	2015	2014	2013	2012	2011
Yes	83%	77%	77%	79%	44%

17. Do you use any apps or software on your “Smart Phone” or “Tablet” that help you in your daily business operation?

	2015	2014	2013
Yes	49%	30%	54%

Music apps and Management Software apps topped the list with Route Boost garnering the most mentions.