Carrie Miller

Zoom on November 2, 2021

- Considering slot titles are prevalent across multiple apps, How do you decide which app to play?
    - I go to my favorite and choose the games i like that and i know what triggers the bonus
    - Depending on my mood i'll try something new
        - 9 times out of 10 i'll play something i know becuase i know the bonus is a good one
        - If i'm playing with a lower denomination and seeing if I trigger the bonus
            - I can play on a $1 and it two different types of bonuses
                - Scatter with free spins
                - Pick and choose the boxes
- Device
    - Play on my phone
    -
- Location verification issues
    - Have them all the time

- Responsible gaming
    - xxxxxxxx

- What do you do in app non-slot related?
    - Mainly go in and play the slots
    - Get emails about promotions or free play, I'll go check it out
        - Today I saw in my email I had $5 from Caesars
    - If something pops up at the top of the screen I'll check those out

- Community features
    - I see it on BetRivers but it's "my time" so I don't really use it
    - Some times if I see someone won on a certain game I'll check it out but 9 times out of 10 I'll go to a game that I like
    - Trivia for "Free play"
        - I would be interested if i were paying attention
    - They have bingo where you can win free play
        - I've done it but never won
    - Hypothetical: Website with casino content and trivia where you can win free play
        - "That would be interesting"

- Slot organization:
    - xxxxxxxx

- Do they participate in community in-app or outside the app?
    - I'll watch on YouTube (Brian Christopher) if it starts hitting with 3-5 spins
        - "Living vicariously through him"
        - He'll win and then give it 3 more "pumps" and then move on
    - Another YouTube channel SCSlots
    - If I'm in the casino and I see someone who won a jackpot I'll stop and watch

- How often do you find yourself losing money quickly?
    - For $20
        - $0.20-$0.50 per spin

- Either/or scenario
    - Deposit $50, win $50
    - Deposit $50, lose $25 but get to play 2.5 hours

I rather get the quick win because I would withdraw the $50 winnings and then keep playing with the $50. I used to not do that.

- If I deposit $20 and lose it in 10 minutes:
    - "I'm irked"
- If it's 30 minutes
    - Still irked

- Money part weighs more than the entertainment aspect

Other notes:

- She won $50 on one spin and withdrew it
- Dad was a big gambler
    - Been in a casino since I was 14 years old
    - Dad would give her $20 to go play the slots

<u>Call on October 12, 2021</u>

- To set expectations, this call will take about 30 minutes
- Location: PA

Online Real Money Casino	
Do you play?	Yes
What games do you play? (i.e slots, table games)	Slots
How often?	Twice per week

How much have you deposited in the past 12 months?	$3,000-4,000
What brands/apps have you used?	Parx, BetRivers, Harrahs, Borgata, DraftKings
What is your favorite among them?	Parx or DraftKings
Why is it your favorite?	-Bonuses: get bonuses points for time played and/or amount spent. Redeem for credit. -The game play is smooth
How satisfied are you 1-10?	DraftKings: 8 What would make a 10? -Ratio of points to free play -Better bonuses Parx: 6 -More free play
Other Comments	
Physical Casino	
Do you go?	No
How many times did you go in the last 12 months pre-covid?	
How satisfied are you 1-10?	
Do you prefer online or physical?	Online - much easier and convenient
Other Comments	
F2P Casino	
Do you play?	Yes
What apps do you use?	
How often?	
Have you spent money on coins?	
How satisfied are you 1-10?	
Do you prefer F2P casino or real money online casino?	
Other Comments	Slots for paying phone bill (Cricket mobile)
Other Mobile Games (NOT F2P Casino)	

Do you play?	Yes
What apps do you use?	TuneBlast, CoinMaster
How often?	Daily
How satisfied are you 1-10?	8
Other comments	Plays the games through: Mistplay

Slot Discovery

How difficult on a scale of 1 to 10 to learn a new game (10 being most difficult)?

- 3
    - Not too difficult
    - Matter of knowing the bonus symbols
        - For example, one game needed 4 symbols for a bonus when she thought it was 3

Do you read the instructions before playing a new game?

- No, for the most part
    - Typically play ones that I know

If you had a magic wand, how would you want to learn how a new game works?

- Show you what triggers the bonus when you open the game
    - How can I get free spin

How long does it take for you to know whether or not you like a slot?

- Within a few spins
- How long it takes to trigger a payout
- Tried a new game
    - Got 100 free spins and got $5 on new game

Slot Play:

How many have you tried?

- Over 25

What are some specific slots that you like?
- Wild Wild West
- Dazzle Me
- Guns and Roses

Average duration of session?

- Xxxx

How many different slots do you play per session?

- Not many, about 3 favorites
- Stick the ones I like

How does your bankroll affect the way you play?

- If I have $100 I'll play one of my favorite games and do $5 per spin
- If I have $20, I'll still pick a favorite game but do $0.40-$1.00 per spin

Promotions

What percent of promos do you feel are relevant to you?

- Don't feel like they are
    - They don't reflect the time and money that I've spent
    - Feels like this across all apps that she play
- Wager $20, Get $5 on BetMGM
    - Have to play $5 on that machine

Age: 46
Occupation: coordinator for cable cable