



ONTrack Network Audience

- The ONTrack Network audience is 33% more likely than the average person to visit a casino
- The ONTrack Network audience is the single largest betting group in America
- The ONTrack Network audience bets more frequently and they attend casinos more often than any other group

31% (70.6 million) of the American population (18+) has visited a casino in the last year

- 41% (34 million) of our audience visited casinos in the last year
- On average, our audience spends four hours on a single occasion at casinos with the intent to wager
- 93% of our audience visit sport bars with the intent to wager

Americans visited casinos a total of 376 million times in 2007, an average of 6.9 visits per person

Our audience has visited the following places in the last year:

Places visited in the past year	Total 18+		Horse Racing Fans		18-44	
Any (Net)	33%		44%		31%	
Casino	%	Mean times visited (excl. 0)	%	Mean times visited (excl. 0)	%	Mean times visited (excl. 0)
	31%	7.7	41%	8.3	31%	5.1
	Intent to wager	65%	6.1	74%	5.4	63%
Avg. hrs spent	4.2		4.0		3.7	
Horse racing track	%	Mean times visited (excl. 0)	%	Mean times visited (excl. 0)	%	Mean times visited (excl. 0)
	7%	2.9	16%	2.8	7%	2.7
	Intent to wager	71%	2.7	69%	2.7	79%
Avg. hrs spent	3.0		3.1		3.0	
OTB	%	Mean times visited (excl. 0)	%	Mean times visited (excl. 0)	%	Mean times visited (excl. 0)
	2%	2.9	5%	3.0	3%	2.3
	Intent to wager	88%	2.7	93%	2.9	91%
Avg. hrs spent	1.9		2.0		1.8	
Online horse racing betting website	%	Mean times visited (excl. 0)	%	Mean times visited (excl. 0)	%	Mean times visited (excl. 0)
	2%	7.5	4%	8.5	3%	2.9
	Intent to wager	77%	5.2	79%	5.8	87%
Avg. hrs spent	2.3		2.5		2.6	

Sources

- TNS Sports Poll Report
- US Census 2007
- American Gaming Association Survey of Casino Entertainment 2008