

CasinoPros / Focus Groups

FOCUS GROUP OBJECTIVES

Our objectives through the issue of “Focus Groups” would be twofold. Our main objective is to involve a strategic number of individuals who are “valued poker” customers on a regular basis. From this sample of customers, we would research and interview these people and develop an analysis of customer service, amenities desired and a confidential objective overview. Secondly, to inquire references for any future development in the area of dining, redevelopment, customer service, games, tournaments, etc. For the most part, many customers are reluctant to discuss their “true” feeling for any business within the confines of that location or with “in-house management” whereas the “focus groups” are able to circumvent that obstacle.

RESEARCH

To uncover the motivations, opinions, attitudes and preferences for potential players of a new poker club the following direction would be advised:

- Who has (formal or informal) input in the decision to visit a card room?
- What appears to be the underlying motivations?
- What satisfaction do “high propensity” players receive from their current location?
- Do non-players have different needs and/or perceptions from the proposed card room?

To Gain Direction Guidance:

- What do potential players feel the new casino has to offer?
- What changes (industry wide) would they like to see (and why)?
- What evidence would they accept that “wanted changes” are or will be taking place?
- What about “emotional” factors?
- Do they see they new card room potentially as a “warm” and “friendly” location?
- Do they see the new casino/card room as a “business” or a “club type” location?
- How important do the participants feel about communications from the new developers?
- How does the new card room or casino location compare with competitors? Which competitors?

METHOD

Qualitative research, because it provides a depth of understanding impossible in a large-scale “survey” research. Focus-group interviews would be the recommendation because the interaction of participants tends to expose much of the needed input for mid and upper management.

QUALIFICATIONS FOR PANEL ELIGIBILITY

Recruiting would be done from a local “in-house” player base (or if desired – use of our “recruiter’s service”) of players from local casinos. We have the ability to recruit gamblers (throughout the US and Canada locations) which would give you a complete sampling discovering any bias from the controlled group of players.

LOCATION AND NUMBER OF GROUPS

An off-site centrally located facility is recommended but not necessary. On-site (if available) could be possible (utilizing a separate training room, meeting area, etc.) if a number of “viewers” wish to be present and/or travel creates a problem.

With casino/gaming groups “gender” usually does not play a “key” issue though we do find certain areas (i.e. poker and bingo) where the percentages of participants may be slightly bias. Each group will average six to eight participants with sessions lasting 90 minutes but no more than two hours unless a decision to create “one-on-one” interviews has been selected.

TIME SCHEDULE

In all cases, a pre-planning schedule with a minimum of two days with internal management to develop guides, script, etc. and 5-10 days as a recruiting period (depending which recruiting method is utilized). All focus groups can be developed within 1-2 days. Analysis and writing of reports would be 7-14 days (top-line report).

It may be necessary to “over-recruit” due to dependability and quality of participants.

Each focus group includes:

Planning Moderating the panels Interpretation and reports Additional Fees: Travel expenses Additional video or visual equipment Recruiting fees, rental of off-site facility, audio/video tapes, food for participants, incentives – (recommended level \$50. - \$75.)

FOCUS GROUP SERVICES

Upon a complete understanding of the desired results and direction, we can complete a cost-effective proposal, which would include all the areas necessary to develop a full analysis.

Services To Include:

Focus Groups – (Four to Six Groups Recommended)
One High Propensity User Group
One Casual User
Group One Non-Users of Local Casino Group
One Users of Local and/or Native American Casinos Group
Casino Analysis – Focus Groups & Probability Study
(Topics – Motivation – Satisfaction – Advertising)
Pre-Planning / Planning – Discussion Guide
Recruiting (Additional Fee)
Field Work – Interviews
Focus Group Meetings
Incentives (Additional Fee)
Staffing – Refreshments
De-Briefing
Top-Line Report and Presentation

(Service Fees: Do Not Include Travel & Related Expenses, Incentives, Recruitment, Meeting/Focus Facilities, etc.)

This outline will give you an overview prospective for your focus groups. We will work with you in designing cards to solicit “paid participants” from “on-property” users; pre-planing; discussion guides; objectives; areas of possible concern and management participation.

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