

Liquid Traffic's Bingo Survey

About Liquid Traffic

Liquid Traffic is a marketing and development firm with an extensive background in interactive strategy, development, advertising, custom game design and media buying.

We publish newsletters on games topics, and also conduct sponsored online surveys. Our survey and ad distribution network includes top USA sweepstakes and games properties.

Newsletter Marketing

We publish many electronic newsletters in games categories, ranging from casual game interests to poker. Our newsletters are geo-targeted by country and by subject area. A partial list of the subject areas we cover includes:

- Action Games
- Card Games
- Word Puzzle
- Poker Fans
- Bingo
- Sweepstakes
- New Games Newsletter
- Sports Games

BINGO!

By publishing an electronic bingo newsletter, we found we got the most feedback and calls from our bingo player readers.

We started to wonder what percentage of our readers were real online bingo players, or preferred to play at live events.

So last year we put together a bingo survey and collected the results.

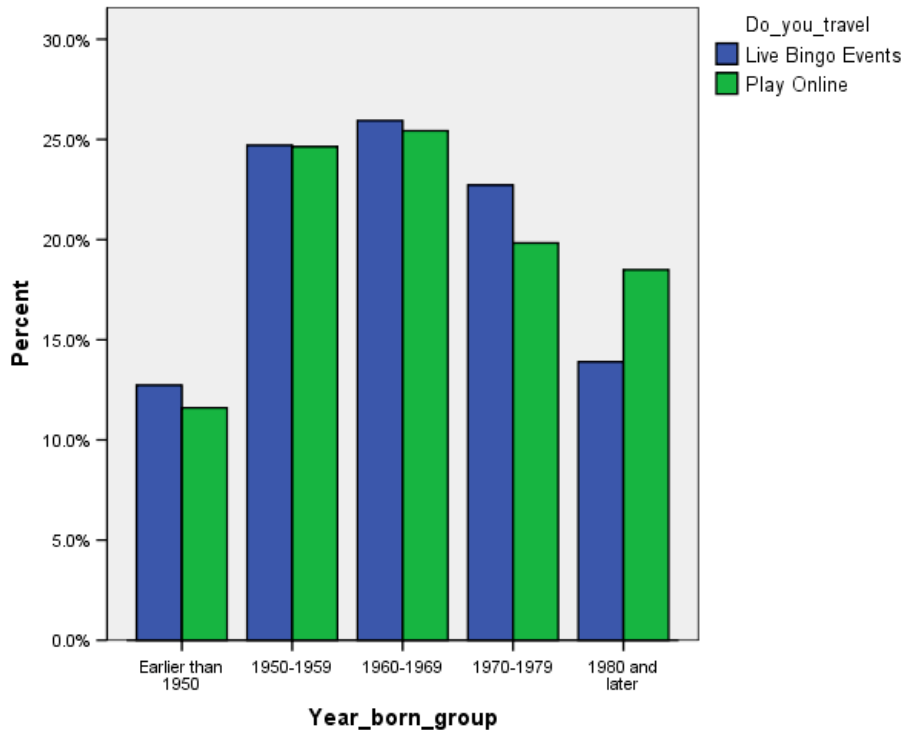
Liquid Traffic's Online Bingo Survey



NOTE: Bingo players (as you can imagine) are highly motivated by prize offers and the opportunity to socialize and make friends.

If you want to get bingo people to sign up for your newsletters, we suggest you offer a prize or incentive!

Results – Live Bingo v Online



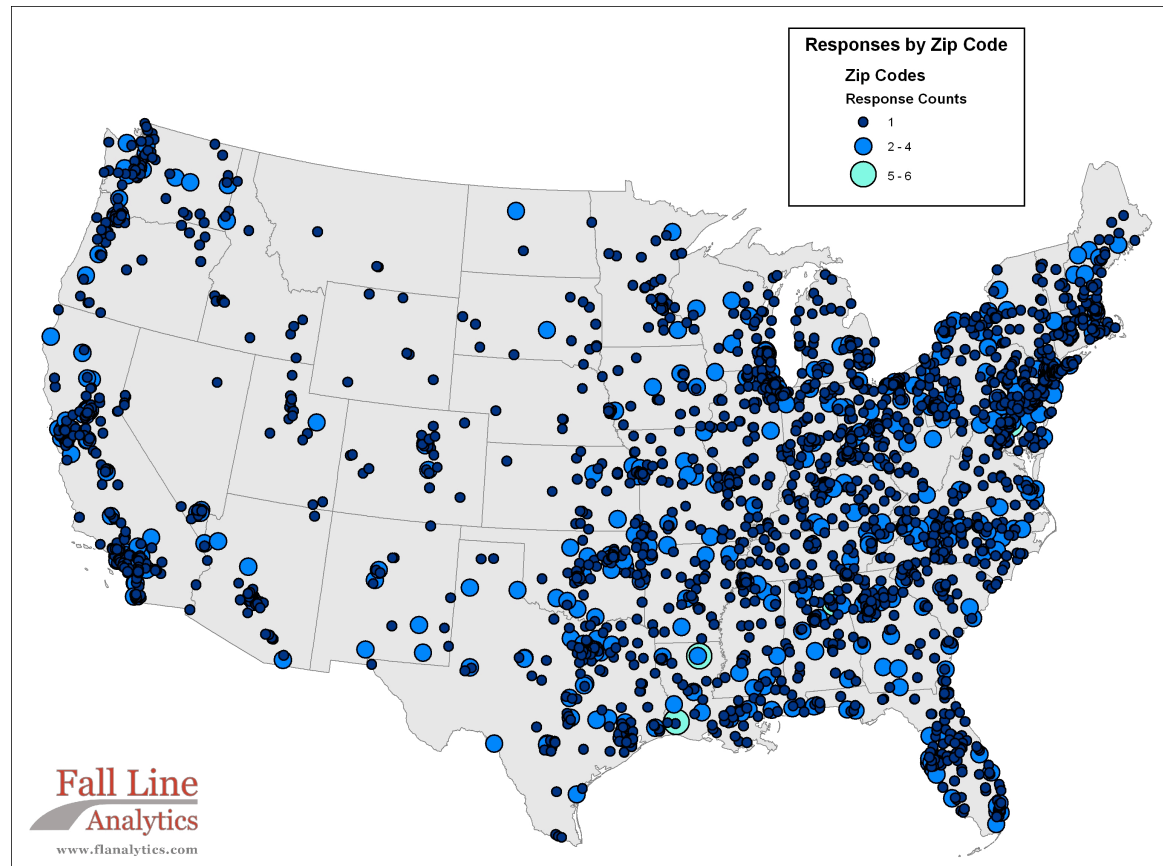
44.8 percent prefer to play live bingo

50.8 percent prefer to play online

What's age got to do with it?

Trends show that with older players – playing at live events is slightly more popular. With younger players, online play is preferred.

Survey Responses by Zip Code



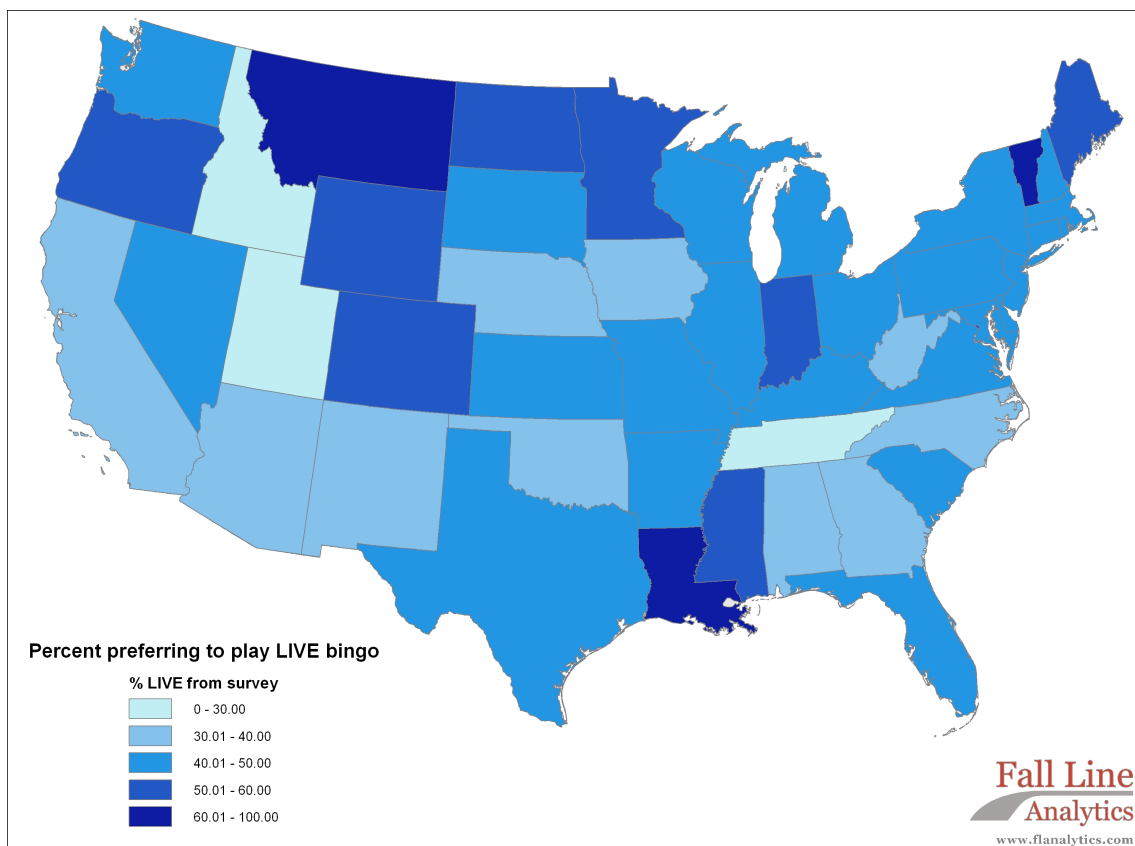
Results – “How Often Do You Play?”

How Often Do You Like to Play?	Percent
As Often as Possible	51.8
Once a Month	29.9
Once a Week	16.6
Total	98.3

Do Online Players Play More?

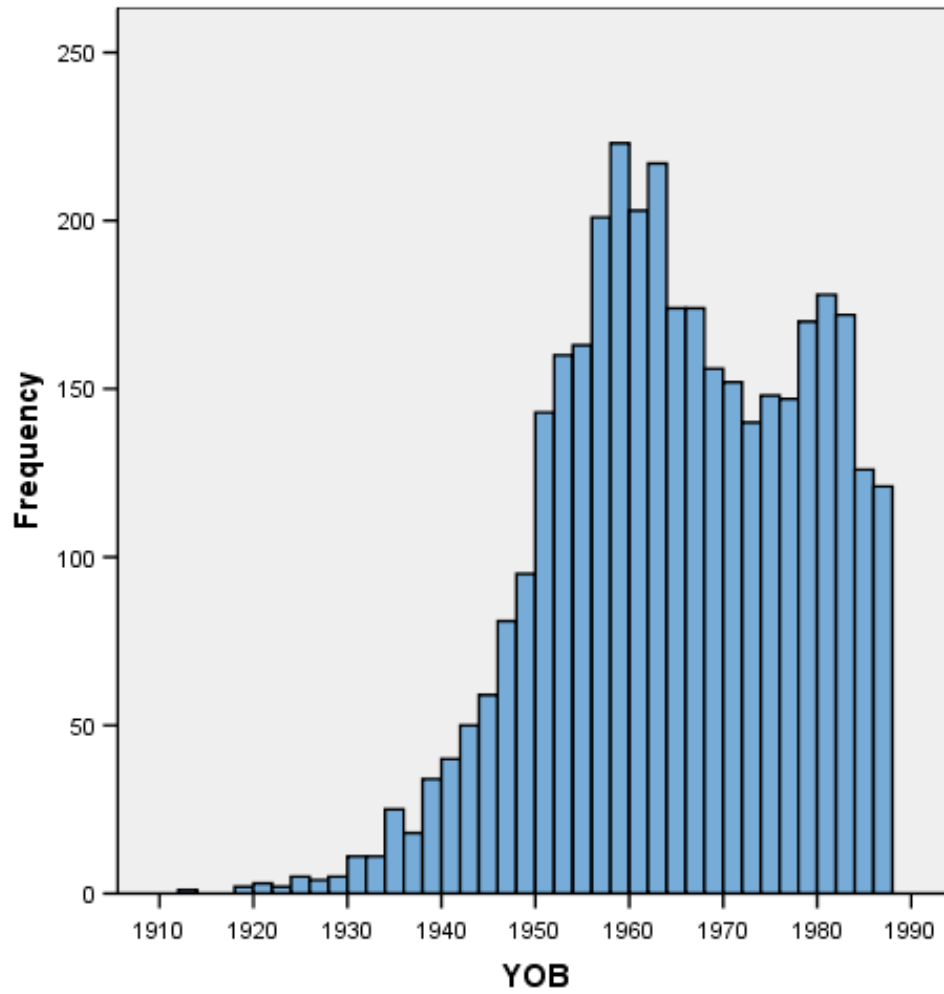
Over half of our survey respondents like to play bingo as often as possible. 17% of respondents play at least weekly, and the interest is certainly there for people to play whenever they can. The people who play online are slightly more likely to want to play “as often as possible”, possibly because it’s easier to play online than at a live event.

Live Bingo v Online - Geography



The darker the blue, the higher the percentage of people who like to play at LIVE bingo events.

Age Distribution



Peak age grouping at around Year of Birth of 1960 – or mid-forties in age.

Another smaller peak – people in their mid-twenties.

Mean age is around 42 years.

Mean = 1964.5
Std. Dev. = 13.217
N = 3,614

Other Games People Play

We asked the bingo players to tell us their other favorite games:

42% said they did not play other games

59% play a variety of other games

Game	Percentage
poker	11.4
blackjack	8.4
multiple	7.3
billiards	5.1
slots	3.4
card games	3.4
monopoly	2.4
solitaire	1.9
spades	1.3
ping pong	1.1
scrabble	1

Age Distribution Of Game Interests

Within the age groups, oldest group of respondents most frequently as a percentage of their age group didn't play any other games.

Poker players were dominated by the people born in the 60's, while the most frequent blackjack players were people born in the 70's.

The most frequent players of more than one game were born in the 60's.

BINGO! – Quick Summary

Many bingo players are online, whether or not they play online bingo:

44.8 percent prefer to play live bingo

50.8 percent prefer to play online

Poker is the top favorite among other games

Older players like playing at live events slightly more than playing online

To get a full copy of Liquid Traffic's
2005 Bingo Survey, or to find out
how we can help you reach your
players via email marketing –

please contact

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