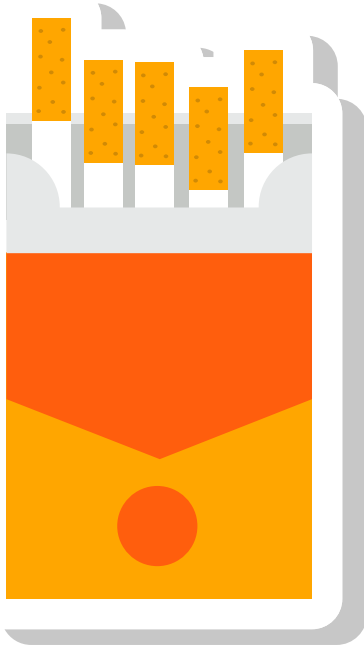


# BUTTING OUT THE MYTH

## THE TRUTH: GAMBLERS PREFER SMOKE FREE CASINOS

Smokefree casinos were once rare but are becoming the new normal. We conducted a survey of dues paying Rudies, loyal fans of the popular Brian Christopher Slots YouTube channel (BCSlots.com) to assess smoking preferences. Respondents are active gamblers: 68% visit a casino multiple times per month with an average \$1,122 budget per visit. Rudies fan club members love slots so much that they pay a monthly membership to watch slots online when not at the casino. **The results are clear: gaming enthusiasts strongly prefer smokefree casinos.** Survey n=911

**NEARLY 81% ARE NONSMOKERS** ONLY 19% OF RUDIES SMOKE



### THE NUMBER OF NONSMOKERS GROWS

- 82%** of Frequent Gamblers
- 83%** of High Income Gamblers (\$100k+)
- 87%** of the General US Population

Average Budget Per Visit **\$1,122**

**95% AGREE**  
Secondhand Smoke is Harmful

**82% AGREE**  
Smoke Bothers Them in Casinos

### HOW HAS GOING SMOKEFREE AFFECTED YOUR BUSINESS?

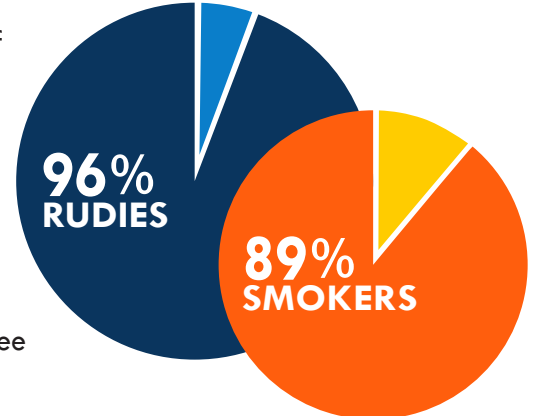
“People are spending more time here and if we are looking at total growth of carded players, that’s gone up. We’ve seen a lot of new players come in and sign up for the players club and we think a lot of that is due to going smokefree.”

**DEVIN WINSBY, MARKETING MANAGER, ANGEL OF THE WINDS CASINO**

**94%** of all respondents **prefer smokefree casinos** over a smoking one.

**88%** of smokers also **prefer smokefree indoor air casinos** vs a smoking one as long as there is an outdoor smoking patio.

The vast majority of respondents would visit a smoke free casino with outdoor smoking and gaming patios, with many stating they would stay & play longer in a smokefree environment.



### HOW DOES THE SMOKE IN CASINOS AFFECT YOU?

<p><b>I drive past 6 casinos</b> to go to a smoke free casino.</p>	<p>It hurts my eyes, nose and throat and gives me a headache. It <b>makes me leave the casino earlier</b> than what I might like due to discomfort.</p>	<p>We only have one casino in [my] area which is smoking. Instead of going there <b>we save up and take a trip to a non-smoking casino.</b></p>	<p>I don't mind it - but my wife hates it. She would go with me - <b>increasing my time and visits to casinos.</b></p>	<p>Even as a smoker, when you hit the door of the casino <b>and the smell of smoke hits you</b>, it can be undesirable.</p>
<p>As a smoker I do like the non smoking area, it's cleaner, and <b>[I] can breathe better.</b></p>	<p><b>I also will only go to casinos that require masks</b> and yet they are removed to smoke - it just doesn't make any sense.</p>	<p>I've thought this multiple times as we are leaving that <b>we would totally have stayed longer</b> if [the smoke wasn't] so bad.</p>	<p>We quit going to [our local casino] because of the smoke. We complained and after we did not get a response, <b>we went elsewhere.</b></p>	

**There are nearly 1,000 smokefree U.S. casinos and gaming venues.**  
Learn more at [BCSlots.com](http://BCSlots.com) or [SmokeFreeCasinos.org](http://SmokeFreeCasinos.org)