

1 **SAM SCHILDHAUS**

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3 MR. SCHILDHAUS: Thank you very much. This patron
4 survey has three decision points. The first one, the development
5 of a design, and that's been done. The Research Committee this
6 morning approved that and we'll go ahead. The second piece is a
7 pilot study which will be conducted at four facilities. After
8 that we will come back to the committee and they will decide
9 whether we should go ahead with the full study which will be at
10 32 facilities.

11 The basic steps will be to contact the associations,
12 particularly the American Gaming Association; the American Indian
13 Gaming Association to ask for their cooperation, and some of that
14 has been done. No final decision has been made. We will then
15 attempt to gain cooperation of individual casino and riverboat
16 management. We will then visit the facility, learn more about
17 the logistics of doing this and the access points and the ability
18 to measure the flow of clients.

19 The next is specify the sampling procedures, and last
20 of all conduct a set of interviews. We have also developed a
21 series of criteria to see how successful the pilot is. And those
22 are will the casinos participate; can the access points be
23 enumerated and patron flows counted in a cost effective manner;
24 what percentage of patrons will consent to be interviewed; will
25 high rollers be available; and to what extent do we consider the
26 response to be valid. I thank you.

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