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LAS VEGAS CONVENTION & VISITORS AUTHORITY

***2008 Clark County
Residents Study***

ACKNOWLEDGMENTS

The Las Vegas Convention and Visitors Authority and GLS Research extend thanks to the Las Vegas community for their cooperation on this research project.

VISITOR PROFILE STUDY

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RESEARCH OVERVIEW

INTRODUCTION

The Las Vegas Convention and Visitors Authority (LVCVA) conducts ongoing surveys to determine the opinions, attitudes, and behavior of all Americans — visitors and non-visitors alike — toward Las Vegas. While the data from those studies have yielded valuable national and regional information, they produce almost no information concerning attitudes and behavior of local (Clark County) residents.

Consequently, the LVCVA has commissioned GLS Research to conduct a biennial survey of Clark County residents to investigate the following topics:

- What Clark County residents do with their leisure time and the importance of gambling in relation to other leisure activities.
- The opinions and behaviors of Clark County residents in relation to gambling, casino entertainment, and local restaurants.
- Leisure activities of Clark County residents outside of casinos.
- Other Clark County travel destinations outside of Las Vegas.

Data for the residents study was initially collected within a fiscal year, from July through June, and the first eight reports displayed data for the fiscal years 1989-90, 1991-92, 1993-94, 1995-96, 1997-98, 1999-2000, 2001-02, and 2003-04. Based on the collective feedback of the LVCVA's resort partners and other key audiences, beginning with the 2006 residents study, the data was presented following a calendar year time frame. A detailed analysis of the findings of the 2008 study of Clark County residents is presented after a brief discussion of the study methodology.

METHODOLOGY

GLS Research conducted telephone interviews with 1,200 respondents selected at random from a random-digit-dial sample of Clark County, Nevada households. To account for any seasonal differences in response patterns, interviewing was conducted in four studies of 300 interviews each in February, May, August, and November 2008.

The questionnaire used for the 2008 Clark County Residents Study was similar in scope and content to the 2006 questionnaire. However, there were some differences in the questions and response items contained in the two versions of the survey. Specifically, the following alterations were made to the 2008 survey instrument:

- A question was added asking respondents whether they have attended any “First Friday” events in the emerging arts district around Charleston Boulevard and Main Street in downtown Las Vegas.
- For the question asking respondents whether they have taken a trip within the past 12 months to several Clark County travel destinations, the town of Jean was more specifically described to respondents as “Jean, a town that is halfway between Las Vegas and Primm,” and the town of Primm was more specifically described as “Primm, a town adjacent to Interstate 15 on the Nevada-California border.”
- For respondents who have visited Boulder City in the past 12 months, a new response category was created to capture those who said the primary purpose of their last trip to Boulder City was “to visit Lake Mead or Hoover Dam.”
- In terms of other response items, “penny” was added to the list of available categories for the question asking respondents which denomination machine they play most often, and “\$100” and “Over \$100” were added to the list of available response items for the question asking respondents what table minimum they play most often.
- Also, three new response items were added to the list of types of restaurant residents eat in when they go to a casino to gamble: “pub,” “sushi restaurant,” and “casual, sit-down chain restaurant like TGI Friday’s, Ruby Tuesday’s, Chili’s, etc.”

Interviews were edited for completeness and accuracy, coded, and entered into a computerized database for analysis. The information was then analyzed using statistical software packages available to GLS Research. The questionnaire administered to residents is appended to this report in the form of aggregate results.

The margin of error for the 1,200 respondent sample is $\pm 2.8\%$ at the 95% level of confidence. That is, if this survey were to be repeated exactly as it was originally conducted, then 95 times out of 100, the responses from the sample (expressed as proportions) would be within 2.8% of the original results.

The data analysis consisted of developing statistical profiles of the attitudes, opinions, and perceptions of respondents and identifying statistically significant subgroup differences in response patterns among respondents.

Throughout this report, pie and bar charts are used to illustrate the data. The data presented in these charts are based on the total sample of 1,200 respondents for 2008 unless otherwise specified. In charts using proportions, those proportions may not add to 100% because of rounding or because multiple responses were permitted.

When we note that a difference between subgroups on a particular measure is “significant” or “statistically significant,” we mean that there is a 95% or better chance that the difference is the result of true differences between the subgroup populations and is not due to sampling error alone. When we note that a difference between subgroups is “not significant” or “not statistically significant,” we mean that there is less than a 95% chance that the difference is the result of true differences between the subgroups.

This report presents the results of the 2008 study and highlights results which are significantly different from the 2006 study.

Details on the findings and conclusions of the survey are presented in the following sections of this report.

RESEARCH HIGHLIGHTS

The Las Vegas Convention and Visitors Authority (LVCVA) commissioned GLS Research to design a quantitative study for the purpose of investigating the leisure time activities of Clark County residents and their attitudes, opinions, and behaviors with regard to gaming and other casino-related activities.

The study consisted of 1,200 interviews with Clark County residents who were randomly selected from a random-digit-dial sample of all Clark County households. The margin of error for the 1,200 respondents is $\pm 2.8\%$ at the 95% level of confidence. Statistical analyses of the data were performed, and statistically significant subgroup differences in response patterns were identified.

Following are highlights of the findings of this study of Clark County residents:

Gaming In General

- Gambling continues to be highly ranked among leisure activities in which Clark County residents participate. Gaming came in second (at 18%) among all activities in which residents said they participated. Only movies were mentioned by a larger percentage of residents (20%). Gaming was first among activities done "most often" (9%) and was tied for first among "favorite" activities (7%, along with hiking).
- Two-thirds (65%) of Clark County residents said they gamble at least occasionally.
- Of those who gamble, 44% do so at least once a week.
- Two-thirds of gamblers (65%) who volunteered an amount said they budget \$25 or more a day for gaming — with 19% saying they budget \$25 to \$49 per day, and 46% saying they budget \$50 or more per day.
- Slot machines continue to be the most popular game (39%), followed by video poker (31%).
- Forty-three percent (43%) of those who play video poker or slot machines play the quarter machines most often, while 23% play the penny machines most often, 22% play the nickel machines most often, and 10% preferred other denominations.
- Thirty-three percent (33%) of slot and video machine players said they play "progressive" machines.

- Forty-one percent (41%) of table game players said they played a minimum of over \$5.00 (up from 27% in 2006), while 39% said \$5.00, 8% said \$2.00 to \$3.00, and 11% said \$1.00 or less.
- Among those who play table games most often, 31% said their bet more than \$10 per play, while 30% said it was \$6 to \$10, 17% said \$5, and 6% said \$4 or less. Sixteen percent (16%) declined to give an answer. The *average* (mean) bet was \$15.70.
- Among residents who gamble, 19% said they gamble most often in the Boulder Strip/Green Valley area, 18% the Summerlin area, 16% the Strip Corridor, 13% in North Las Vegas, 9% in Henderson, 5% Downtown, and 16% elsewhere (including less than 1% who mentioned Lake Las Vegas).
- Among those who do not gamble most often on the Strip Corridor, nearly one-half (48%) said it was because of crowds, tourists, traffic, or difficulty finding parking, while one-fifth (21%) said other places were closer or more convenient for them, 7% said the odds of winning are stiffer or the gambling is worse on the Strip, 5% said they prefer smaller or local gaming venues, and another 5% said they just don't like the Strip.
- Objections to gambling Downtown were different with 32% saying that other places were closer or more convenient for them (up from 23% in 2006), 16% cited crowds, tourists, too much traffic, or difficulty finding parking, 12% said they felt Downtown was a bad environment or cited safety concerns, 10% said they just don't like the Downtown area in general, and 7% said they preferred another area that had bigger or flashier gaming venues or better odds of winning.
- Sixteen percent (16%) of residents who gamble said they do so only when they have out-of-town visitors, but the vast majority (78%) gamble at other times.

Gaming In Casinos

- We asked residents who gamble if they ever gamble at casinos in the greater Las Vegas area (versus a local bar, a convenience store/grocery store, or a gas station). Sixty-nine percent (69%) said they did gamble in a Las Vegas area casino, and 69% of residents who gamble at local area casinos said they did so at least once a month, with 37% saying once a week or more and 32% saying once or twice a month.

- We asked residents for the location of the local area casino where they gamble most often. Twenty-five percent (25%) mentioned a casino on the Boulder Strip or in the Green Valley area, while 18% mentioned a location on the Strip, 17% mentioned a location in North Las Vegas, 12% mentioned a casino in the Summerlin area, 12% mentioned a casino in Henderson, 4% mentioned a casino located Downtown, and 5% mentioned casinos in other locations. Five percent (5%) said they couldn't name just a single casino they gamble at most often (up from 2% in 2006), while 2% gave no answer at all.
- The vast majority of casino gamers (86%) said they gamble most often in a hotel casino.
- Seven in ten (70%) casino gamers considered themselves to be either very light or light bettors. Twenty-three percent (23%) considered themselves to be moderate bettors and only 5% considered themselves to be heavy or somewhat heavy bettors.
- Twenty-eight percent (28%) of residents who gamble in casinos maintain casino credit.
- More than three-quarters (77%) of residents who gamble say they are a member of a casino slot club or players' club.

Gaming Outside Casinos

- One-fifth (21%) of Clark County residents who gamble said they gambled at least occasionally in convenience stores, grocery stores, or gas stations. Among those who do, 36% said they gamble at these locations once a week or more, and 32% said they do so once or twice a month. Thirty-one percent (31%) gamble at these locations less than once a month.
- One quarter (26%) of residents who gamble said they gambled in local bars or restaurants at least occasionally. Among those who do, 27% said they do so once a week or more, 31% said once or twice a month, and 42% said less than once per month.
- Twenty-three percent (23%) of Clark County gamers said they have gambled outside the greater Las Vegas area. Of those who gamble outside Las Vegas, 60% said they do so less than once a month, 20% said once or twice a month, and 17% said once a week or more.

Restaurants

- Clark County residents average 6.5 dinners eaten out during a typical month, down significantly from an average of 7.1 in 2006. An average of 23.5% of these dinners are eaten in hotel or motel restaurants.
- Almost three-quarters (74%) of residents who gamble in local area casinos usually eat in a casino restaurant when they gamble.
- Residents who eat out when they gamble at local area casinos are most likely to dine at a hotel/motel/casino buffet (39%). Almost two in ten (18%) say they eat at a coffee shop in a hotel, motel, or casino (down from 25% in 2006). Sixteen percent (16%) said they usually dine at a gourmet restaurant (down from 24%), 15% said a casual sit-down chain restaurant, while 8% said they usually eat at some other type of dining establishment.

Entertainment

- More than six in ten (63%) Clark County residents said they have been to a hotel casino show.
- Among residents who attend hotel casino shows, 20% go once a month or more, while 27% said they go four times a year, 28% said they go twice a year, and 24% said they go once a year or less.
- Seven in ten (71%) have been to a headliner show, 70% to a large-scale Las Vegas style show, 55% to a Broadway style show (up from 46% in 2006), 50% to a comedy show, 49% to a small scale revue, and 43% to a lounge act (down from 49%).
- In the past year, 63% of residents said they watched a movie at a casino-hotel, while four in ten (41%) said they went shopping (down from 49% in 2006), 37% said they had gone to a bar, one in three (33%) went bowling, and 22% visited a nightclub (down from 26%). Smaller numbers said they visited a spa (13%), went to a barber or hair salon (12%), or attended a gaming tournament (9%).
- We asked residents for the location of the casino they go to most often for leisure or entertainment other than gambling. Thirty-one percent (31%) mentioned a casino on the Strip Corridor, 17% mentioned a location on the Boulder Strip or in the Green Valley area, 15% said North Las Vegas, 11% Summerlin, 7% Henderson, 1% Downtown, and 3% mentioned other

locations. One in ten (10%) said they do not go to any casinos for leisure or entertainment.

Local Air And Ground Transportation Use

- We asked Clark County residents how many flights they have made out of McCarran International Airport during the past 12 months. Thirty-five percent (35%) said they had not flown from McCarran during the past year, while 14% said they had flown once, 14% twice, 19% three to five times, and 17% more than five times. The average (mean) number of flights was 3.6.
- Eleven percent (11%) of Clark County residents have used the public bus service to travel around the Las Vegas area during the past year. Of these respondents, 83% said they were satisfied with the service provided.
- Nine percent (9%) of Clark County residents have used the Las Vegas Monorail to travel in the Las Vegas Strip area (down from 12% in 2006). Of these respondents, 90% said they were satisfied with the service provided.

Fremont Street Experience and “First Friday” Visitation

- More than eight in ten (86%) residents said they have been to the Fremont Street Experience in Downtown Las Vegas. Among those who have visited, 37% said they did not go at all in the past 12 months (up from 28% in 2006), 23% said they had been once, 16% twice, 14% three to five times (down from 19%), and 9% more than five times.
- Eighty-seven percent (87%) of residents who visited the Fremont Street Experience in the past year said they had seen the light show, followed by seeing the street performers (65%), and dining at a restaurant (62%). Four in ten (40%) said they gambled while at the Fremont Street Experience, 34% purchased something at a retail location, 28% attended a special event, and 20% went to a lounge or showroom to see some type of entertainment.
- We asked residents if they have attended any of the “First Friday” events in the emerging arts district around Charleston Boulevard and Main Street in the past 12 months and 10% said they had.

Visitation To Other Clark County Destinations

- Sixteen percent (16%) of residents said they had visited Mesquite within the past year for purposes other than work or personal business. Among these respondents, the average number of visits to Mesquite in the past year was 3.3.

Forty-eight percent (48%) of those who visited Mesquite said it was for vacation or pleasure (down from 60% in 2006). Twelve percent (12%) said they were just passing through, 10% were visiting friends or relatives, 9% came to play golf, 8% were attending a special event, 6% came primarily to gamble, and 4% came to visit a spa.

The average number of nights stayed in Mesquite in the past year was 1.3 for all visitors, and 2.0 excluding those on day trips.

- Fifteen percent (15%) of residents said they had visited Laughlin within the past year for purposes other than work or personal business. Among these respondents, the average number of visits to Laughlin in the past year was 2.6.

Almost six in ten (59%) of those who visited Laughlin in the past year said the primary purpose of their most recent trip was vacation or pleasure. Thirteen percent (13%) said they were visiting Laughlin primarily to gamble, 11% were visiting friends or relatives, 10% were attending a special event, 3% said they were just passing through, 3% were visiting for water-based recreation, and 1% were attending a casino tournament.

The average number of nights stayed in Laughlin in the past year was 1.8 for all visitors and 2.2 excluding those on day trips.

- Four percent (4%) of residents said they had visited Jean within the past year for purposes other than work or personal business. Among these respondents, the average number of visits to Jean in the past year was 2.6.

Four in ten residents (41%) who traveled to Jean in the past year said it was for vacation or pleasure. Relatively smaller numbers of visitors to Jean said they were just passing through (17%), were visiting primarily to gamble (15%), visiting friends or relatives (13%), or attending a special event (7%).

Nearly three-quarters (74%) of those who visited Jean in the past year were visiting only for the day and did not spend any nights in Jean.

Including these day trippers, the average number of nights stayed in Jean in the past year was 0.5. Looking only at those who stayed overnight (i.e., excluding day trippers), the average number of nights stayed was 1.9.

- Ten percent (10%) of residents said they had visited Primm within the past year for purposes other than work or personal business. Among these respondents, the average number of visits to Primm in the past year was 3.5.

Thirty-one percent (31%) said they visited Primm primarily for vacation or pleasure, while 22% visited primarily to shop there. Fifteen percent (15%) said they visited Primm primarily to gamble, while 12% said they were attending a special event, 10% were just passing through, 7% were visiting friends or relatives, and 1% were attending a casino tournament.

Seven in ten (70%) said they did not spend any nights in Primm, but 15% said they spent one night, and 13% spent two or more nights. The average number of nights stayed for all respondents was 0.6, while the average number of nights stayed excluding those on day trips was 2.1.

- Eighteen percent (18%) of residents said they had visited Boulder City within the past year for purposes other than work or personal business. Among these respondents, the average number of visits to Boulder City in the past year was 5.5.

Nearly four in ten (39%) said they were visiting Boulder City for vacation or pleasure, while 21% said they were attending a special event, 16% were visiting friends or relatives, 10% were visiting Lake Mead or Hoover Dam, 6% were there primarily to shop, 5% were just passing through (down from 10% in 2006), and 1% were visiting primarily to gamble.

More than eight in ten (86%) of those who visited Boulder City in the past year were visiting only for the day and did not spend any nights in Boulder City. The average number of nights stayed for all respondents was 0.2, while the average number of nights stayed excluding those on day trips was 2.0

Sporting Events Attended

- Residents were asked which of several sporting events they had attended in the past 12 months:
 - An auto race at the Las Vegas Motor Speedway (15%).
 - A University of Nevada Las Vegas basketball game (15%, up from 10% in 2006).
 - A Las Vegas 51's baseball game (15%).
 - A University of Nevada Las Vegas football game (13%).
 - A Las Vegas Wranglers hockey game (11%).
 - Any other UNLV sporting event excluding football and basketball games (7%).

RESEARCH FINDINGS

OVERVIEW OF LEISURE ACTIVITIES

We asked residents to tell us in their own words what activities they took part in during their leisure time over the course of a year. (Residents were instructed to volunteer only activities outside the home, which could be done in or around Las Vegas.) Residents were then asked which of the activities they mentioned was the one they did most often and which one was their favorite (Table 1).

Gambling ranked high on all measures, coming in second (at 18%) among all activities mentioned. Gambling came in first among activities done the most often (9%), and tied for first among favorite activities (7%).

Significantly higher proportions of residents in the following subgroups volunteered gambling as an activity in which they participated:

- Respondents aged 60 and older (24%) compared to respondents under 30 years old (14%).
- Those who are retired (25%) compared to those who are employed (15%).
- Respondents with no children living at home (21%) compared to those with children at home (9%).
- Respondents who are single (22%) compared to those who are married (16%).
- Respondents who have been Clark County residents since 1996 (24%) compared to those who have been residents longer (14%).

TABLE 1
Leisure Activities Of Clark County Residents

What activities do you take part in during your leisure time?	Activities (volunteered responses)*	Activity done most often**	Favorite activity**
Movies	20%	7%	6%
Gambling	18	9	7
Eating out	15	8	5
Hiking	15	6	7
Shows	12	2	4
Community activities	9	5	5
Golf	9	6	5
Shopping	9	4	3
Sightseeing	8	2	3
Bowling	7	3	3
Swimming	7	2	2
Working out	6	3	2
Camping	6	2	3
Visiting friends or relatives	6	2	2
Cycling	5	2	2
Sporting events	5	2	1
Boating	5	1	2
Fishing	5	1	2
Basketball	4	2	1
Baseball	3	1	1
Nightclubbing	3	1	1
Picnics	3	1	1
Bingo	2	2	1
Football	2	1	1
Tennis	2	1	1
Hunting	2	0	1
Snow skiing	2	0	0
Water skiing	1	0	0
Horseback riding	1	0	0
Sunbathing	0	0	0
Other	1	8	8
Not sure/no answer	10	17	18

* Residents volunteered up to five activities.

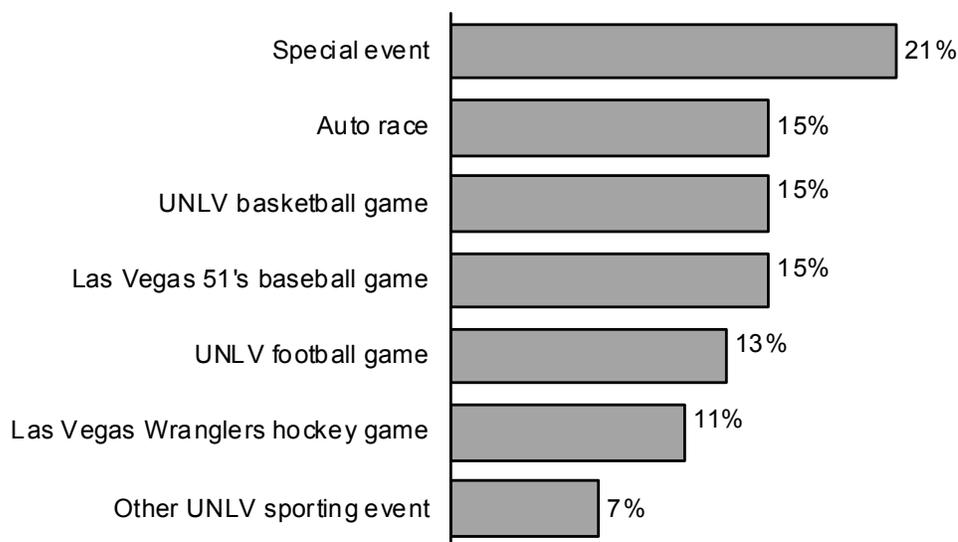
** Only one response was allowed; percentages do not add to 100 because of rounding.

SPORTING EVENTS ATTENDED

We asked residents which of several sporting events they had attended in the past 12 months (Figure 1):

- A special sporting event held in Las Vegas such as a title boxing match, the National Finals Rodeo, a professional golf tournament, or the Las Vegas Bowl football game (21%, down from 24% in 2006).
- An auto race at the Las Vegas Motor Speedway (15%).
- A University of Nevada Las Vegas basketball game (15%, up from 10% in 2006).
- A Las Vegas 51's* baseball game (15%).
- A University of Nevada Las Vegas football game (13%).
- A Las Vegas Wranglers hockey game (11%).
- Any other UNLV sporting event excluding football and basketball games (7%).

FIGURE 1
Sporting Events Attended In Past 12 Months



Men were significantly more likely than women to say they attended nearly all types of sporting events, including auto races at the Las Vegas Motor Speedway (19% vs. 12%), UNLV basketball games (18% vs. 12%), UNLV football games (15% vs. 10%), other UNLV sporting events (9% vs. 5%), Las Vegas Wrangles

* Formerly the Las Vegas Stars.

hockey games (13% vs. 9%), and other special sporting events in Las Vegas (25% vs. 16%).

Those who gamble were significantly more likely than those who do not gamble to say that they have attended Las Vegas 51's baseball games (17% vs. 10%) and special sporting events (22% vs. 17%).

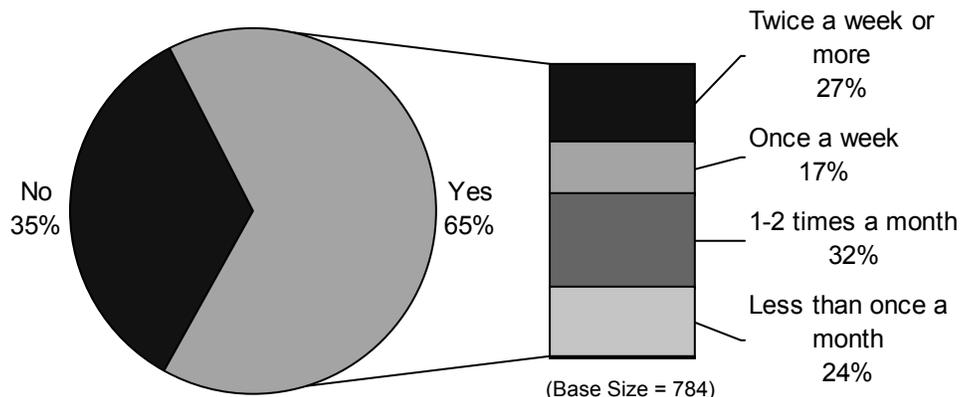
Attendance at *all* sporting events increases with household income. For example, attendance at a special sporting event increases from 15% among those earning less than \$50,000, to 21% among those earning \$50,000 to \$99,999, to 31% among those earning \$100,000 or more.

GAMBLING

Gambling In General

Approximately two-thirds (65%) of Clark County residents said they gamble at least occasionally, while about one-third (35%) said they do not gamble at all (Figure 2).

FIGURE 2
Percentage Of Residents Who Gamble At Least Occasionally And How Often They Gamble



We asked residents who gamble at least occasionally how often they gamble. Twenty-seven percent (27%) said they do so twice a week or more, 17% gamble once a week, 32% gamble once or twice a month, and 24% gamble less than once a month.

Among those who gamble, single people were significantly more likely to do so than those who are married (74% vs. 62%), as were those who do not have children living at home compared to those who do (68% vs. 57%).

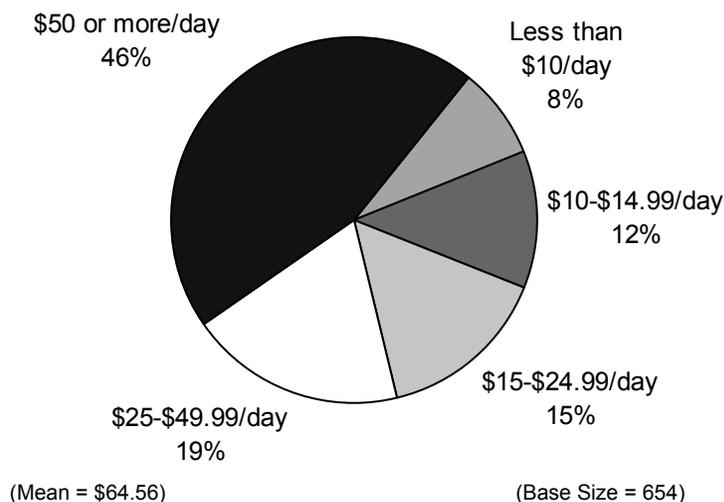
TABLE 2
Reasons Residents Do Not Gamble*
(Among Those Who Do Not Gamble)

	TOTAL
Can't afford it/no money	56%
Don't like it/not interested	40
Never win/unfavorable odds	18
Religious reasons	14
Don't like casino atmosphere	5
Too addictive	5
Refused/no answer	2
BASE	(416)

* Up to two responses were allowed. Percentages represent the combined (first plus second) response.

We asked residents who do not gamble why they do not (Table 2). Fifty-six percent (56%) of respondents mentioned financial reasons, 40% said they don't like gaming or are just not interested in it, 18% said the odds of winning were unfavorable, 14% cited religious or moral considerations, 5% said they do not like the casino atmosphere, and another 5% said gaming was too addictive.

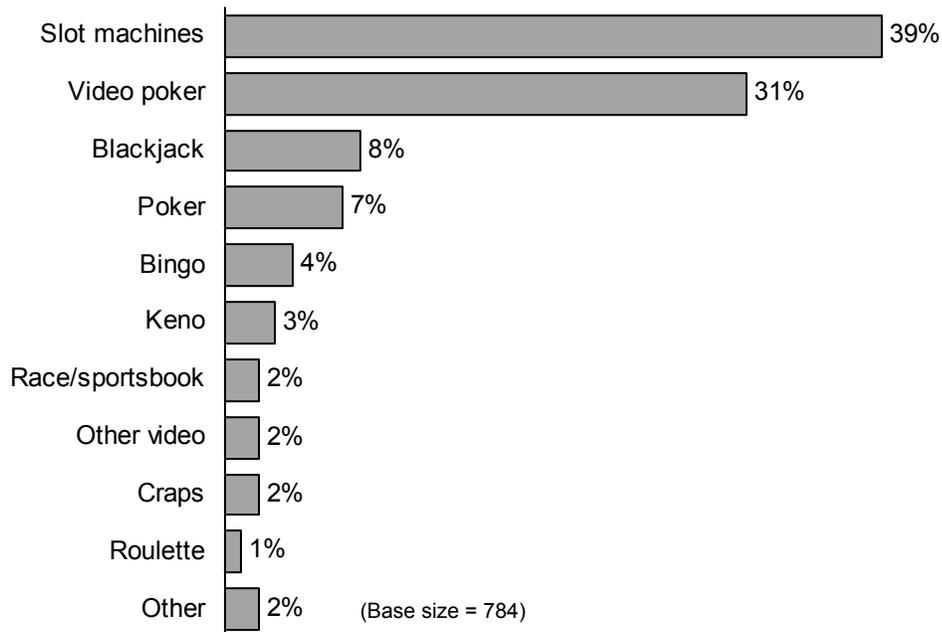
FIGURE 3
Average Gambling Budget
(Among Those Who Gamble And
Volunteered Budget Information)



We asked residents for an estimate of the average amount they budgeted for gambling per day over the course of a year (Figure 3). Among those who responded to the question, 8% said they budgeted less than \$10 per day for gambling, 12% said \$10 to \$14 per day, 15% said \$15 to \$24 per day (down from 19% in 2006), 19% said \$25 to \$49 per day, and 46% said \$50 or more per day. The average gaming budget was \$64.56 per day.

Men reported a higher average gambling budget than women (\$76.22 vs. \$53.58). Gambling budget also increases with household income, from \$51.48 among those with incomes of \$50,000 or less, to \$73.30 among those with incomes of \$50,000 to \$99,999, to \$79.03 among those with incomes of \$100,000 or more.

FIGURE 4
Game Played Most Often
(Among Those Who Gambled)

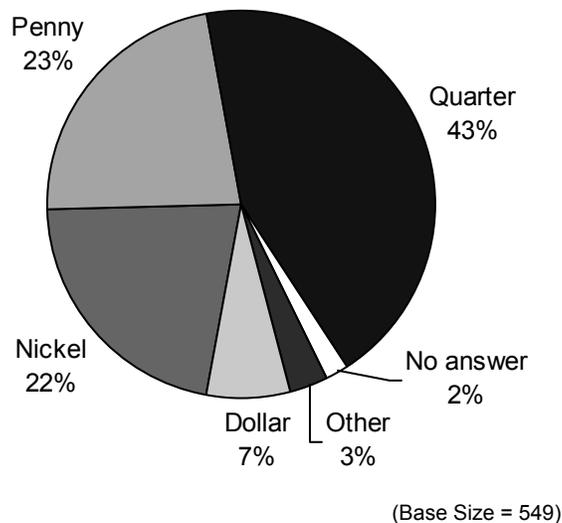


Residents who gamble at least occasionally were asked what game they played most often (Figure 4). Slot machines continue to be the most popular game (39%), followed by video poker (31%). Other games followed more distantly, including blackjack (8%), poker (7%), bingo (4%), keno (3%), race/sportsbook (2%), other video machines (2%), craps (2%), and roulette (1%).

There were several subgroup differences of note:

- Men were more likely than women to say they played blackjack (11% vs. 4%), poker (10% vs. 4%), and craps (3% vs. 1%), while women were more likely than men to say they played bingo (6% vs. 1%).
- Residents 60 and older were more likely than younger residents to play slots the most often (45% vs. 36%), while residents under 30 years old were more likely than older residents to play blackjack most often (25% vs. 6%).

FIGURE 5
Machine Denomination Played Most Often
(Among Those Who Play Slot And
Video Poker Machines Most Often)



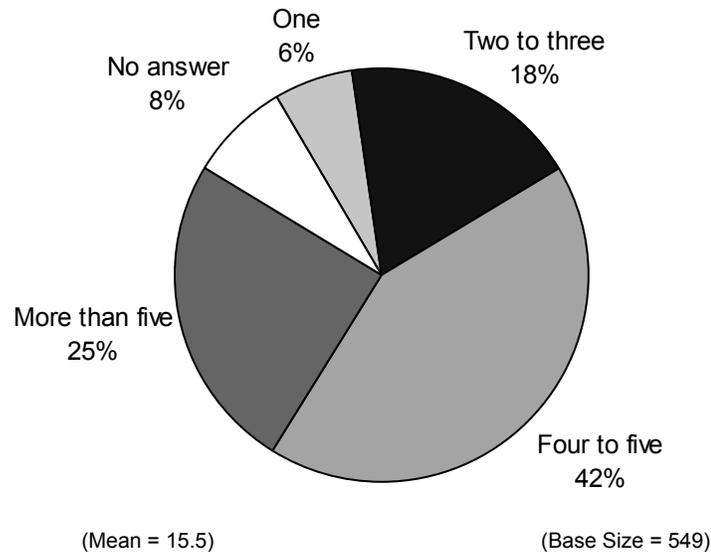
We asked residents who played video poker and slot machines most often which denomination machine they usually played (Figure 5). The greatest preference was for the quarter machines, with 43% saying they play that denomination the most often. Twenty-three percent (23%) play the penny machines* most often, while 22% play the nickel machines most often, and 10% preferred other denominations.

The following are the most noteworthy subgroup differences on this measure:

- The likelihood of playing quarter machines increases with income, from 32% among those earning less than \$50,000 to 55% among those earning \$100,000 or more. Conversely, nickel play declines with income, from 31% among those earning less than \$50,000 to 12% among those earning \$100,000 or more.
- Residents who moved to the area after 1995 (32%) are far more likely than longer-term residents (12% to 17%) to say they play penny machines most often.

* Penny machine was added as a response option in 2008.

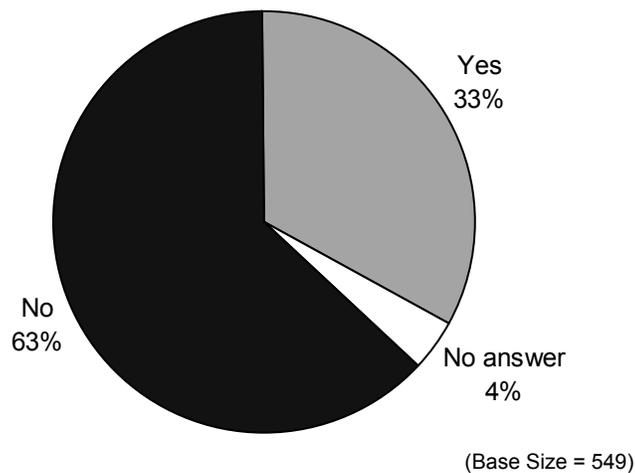
FIGURE 6
Number Of Coins Or Credits Bet Per Play
(Among Those Who Play Slot And
Video Poker Machines Most Often)



Forty-two percent (42%) of machine players said they typically bet four to five coins or credits per play, while 25% said they bet more than five (up from 20% in 2006), 18% bet two or three, and 6% bet just one (Figure 6). The *average* number of coins or credits bet per play was 15.5, up significantly from the average of 9.8 in 2006.

Men bet on average more coins or credit per play (18.7) than women (12.8).

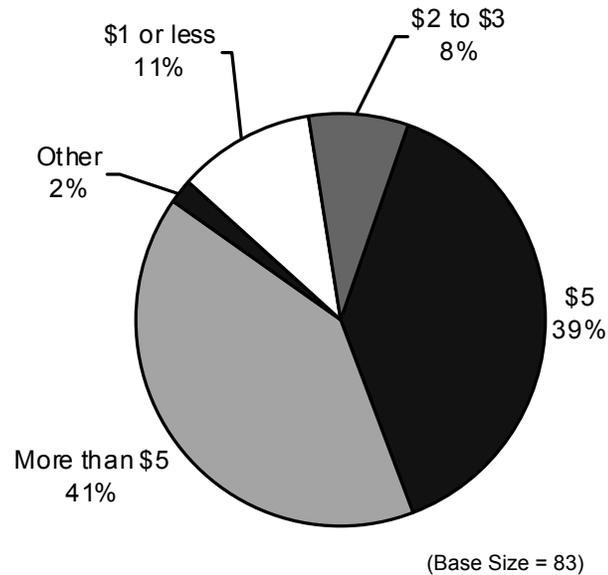
FIGURE 7
Play Progressive Machines
(Among Those Who Play Slot And
Video Poker Machines Most Often)



We asked residents who play video or slot machines most often if they usually play the “progressive” machines, and 33% said they did (Figure 7).

“Progressive” machine play increases from 21% among those less than 30 years old to 41% among those 40 to 49, then declines to 28% among those 60 and older.

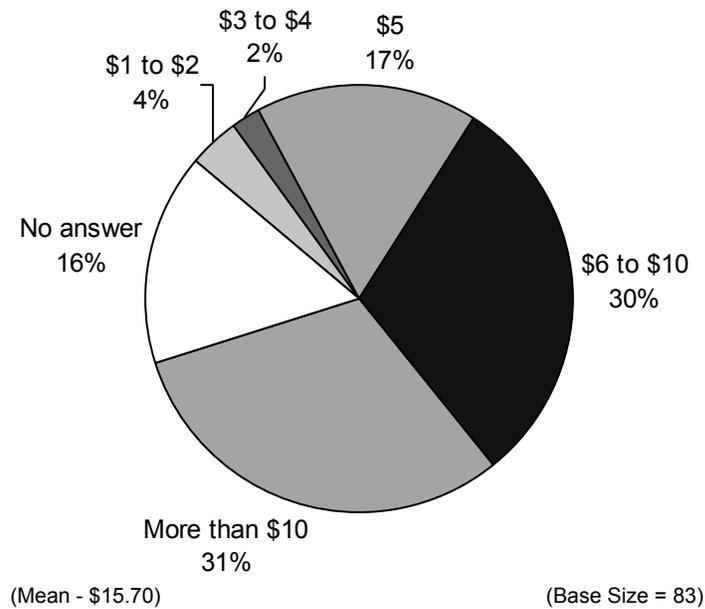
FIGURE 8
Table Minimum Played Most Often
(Among Those Who Play Table Games Most Often)



We asked residents who play table games* most often to tell us what table minimum they most often played (Figure 8). Forty-one percent (41%) of table game players said they played a minimum of over \$5.00 (up from 27% in 2006), while 39% said \$5.00, 8% said \$2.00 or \$3.00, and 11% said \$1.00 or less.

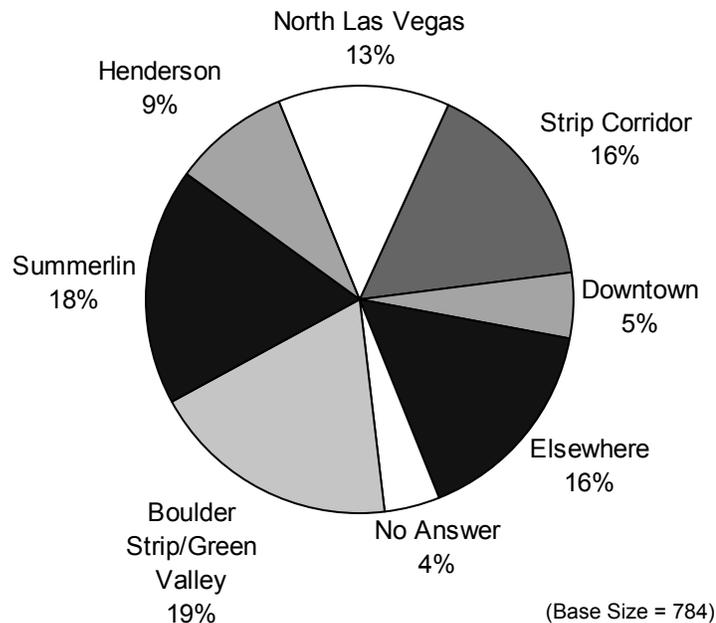
* Table games are defined as blackjack, craps, roulette, baccarat, and Big 6.

FIGURE 9
Average Bet
(Among Those Who Play Table Games Most Often)



We asked residents who play table games most often to tell us their average bet (Figure 9). Thirty-one percent (31%) said it was more than \$10, while 30% said it was \$6 to \$10, 17% said \$5, and 6% said \$4 or less. Sixteen percent (16%) declined to give an answer. The *average* (mean) bet was \$15.70.

FIGURE 10
Where Residents Gamble Most Often
(Among Those Who Gamble)



All residents who gamble were asked where they gambled most often (Figure 10). Nineteen percent (19%) said the Boulder Strip/Green Valley area, 18% the Summerlin area, 16% the Strip Corridor, 13% in North Las Vegas, 9% in Henderson, 5% Downtown, and 16% elsewhere (including less than 1% who mentioned Lake Las Vegas).

Residents younger than 30 years old (30%) were far more likely to gamble on the Strip than older residents (ranging from 20% to 13% for those 30 and older). African-Americans (38%) were distinctly more likely than other groups (11%) to gamble in North Las Vegas. Residents who budget \$15 to \$49 a day on gaming (28%) were significantly more likely than those who budget less (12%) or more (16%) to say they gamble most often in the Boulder Strip or Green Valley area.

TABLE 3
Reasons Residents Do Not Go To The Strip To Gamble
(Among Those Who Do Not Gamble On The Strip Corridor)

	TOTAL
<u>Crowds/traffic</u>	<u>48%</u>
Too crowded/too many tourists	36
Too much traffic/no parking	12
Elsewhere closer/more convenient	21
Odds of winning stiffer/gambling worse	7
Prefer smaller/local gaming venues	5
Just don't like it	5
Other	9
Not sure/no answer	6
BASE	(655)

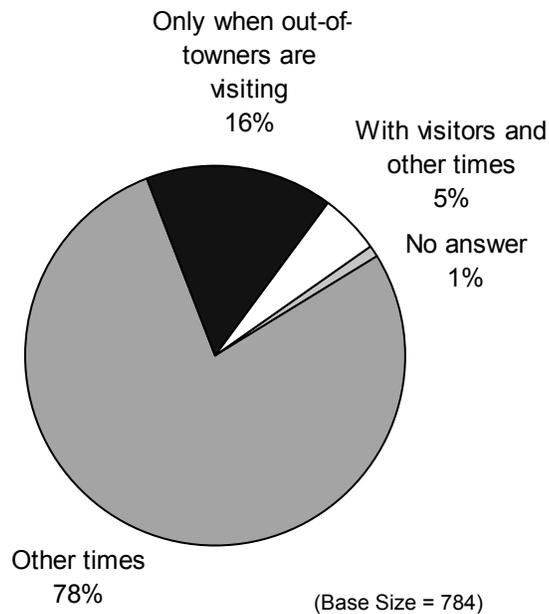
Residents who did not say they gambled most often on the Strip Corridor were asked why (Tables 3). Among those who do not gamble most often on the Strip Corridor, nearly one-half (48%) said it was because of crowds, tourists, traffic, or difficulty finding parking, while one-fifth (21%) said other places were closer or more convenient for them, 7% said the odds of winning are stiffer or the gambling is worse on the Strip, 5% said they prefer smaller or local gaming venues, and another 5% said they just don't like the Strip.

TABLE 4
Reasons Residents Do Not Go Downtown To Gamble
(Among Those Who Do Not Gamble Downtown)

	TOTAL
Elsewhere closer/more convenient	32%
<u>Crowds/traffic/tourists</u>	<u>16</u>
Too crowded/too many tourists	10
Too much traffic/no parking	6
Not safe/high crime area/bad environment	12
Just don't like it	10
<u>Prefer another area</u>	<u>7</u>
Prefer bigger/flashier gaming venues	4
Odds of winning stiffer/gambling worse	3
Other	7
Not sure/no answer	17
BASE	(747)

Residents who did not say they gambled most often Downtown were asked why (Table 4). Among those who do not gamble most often Downtown, 32% said that other places were closer or more convenient for them (up from 23% in 2006), 16% cited crowds, tourists, too much traffic, or difficulty finding parking, 12% said they felt Downtown was a bad environment or cited safety concerns, 10% said they just don't like the Downtown area in general, and 7% said they preferred another area that had bigger or flashier gaming venues or better odds of winning.

FIGURE 11
When Residents Gamble
(Among Those Who Gamble)



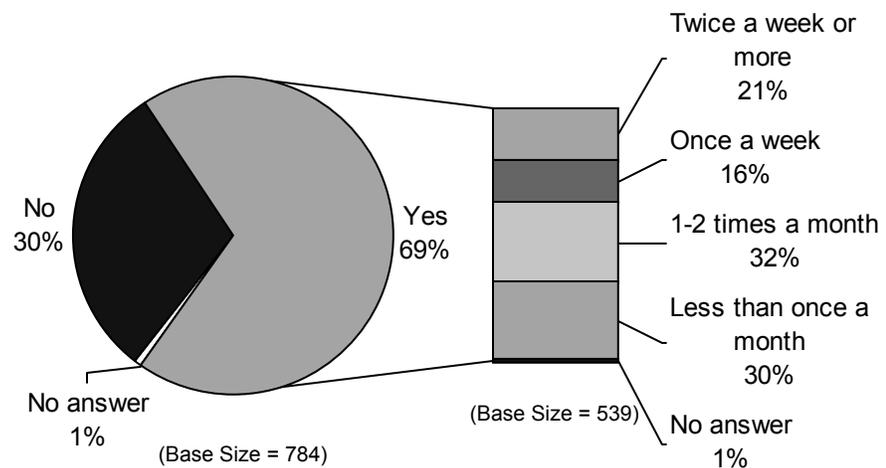
We asked residents who gamble if they gambled only when they had out-of-town visitors or if they gambled at other times (Figure 11). Sixteen percent (16%) said they gambled *only* when they had out-of-town visitors. However, 78% of residents who gamble said they gambled at other times, and an additional 5% gamble both when they have out-of-town guests *and* at other times.

Women were significantly more likely than men to say they gambled only when they had out-of-town visitors (20% vs. 11%).

Casino Gambling

We asked residents who gamble if they ever gamble in casinos in the greater Las Vegas area* (Figure 12). Sixty-nine percent (69%) said they did gamble in a Las Vegas area casino (versus some other location such as a bar or retail store).

FIGURE 12
Percentage Of Gamblers Who Gamble
In Las Vegas Area Casinos And How Often They Do So
(Among Those Who Gamble)



The likelihood of going to a Las Vegas area casino to gamble tends to increase with residents' average daily gaming budget, from 51% of those who budget \$10 or less per day for gaming to 75% of those who budget \$50 or more per day. The likelihood of gaming in the Las Vegas area also increases with education, from 59% among those with a high school diploma or less to 77% among college graduates.

* Respondents were told that the greater Las Vegas area includes the City of Las Vegas, its immediate suburbs, North Las Vegas, Boulder Highway, and Henderson but does not include outlying areas such as Jean, Mesquite, Searchlight, or Laughlin.

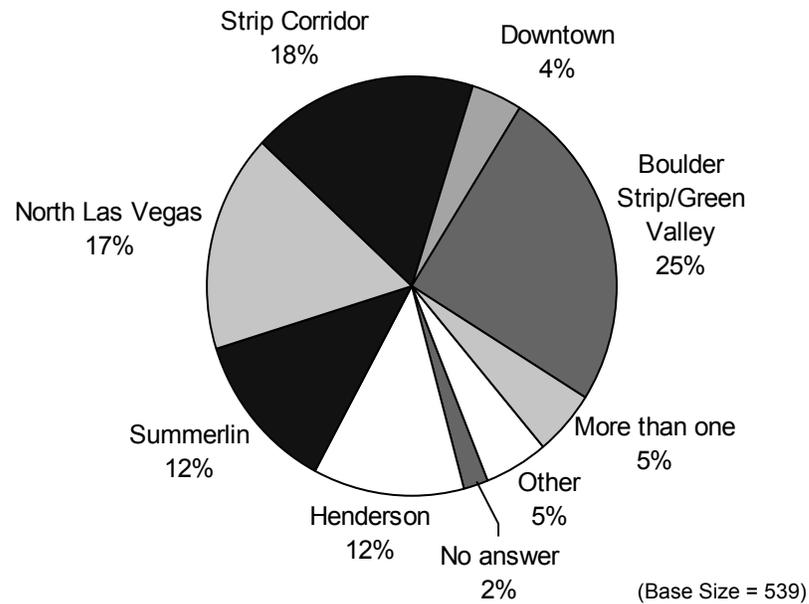
Residents who gamble in Las Vegas area casinos were asked how often they do so (see Figure 12). Twenty-one percent (21%) said twice a week or more, 16% said once a week, 32% said once or twice a month, 30% said less than once a month, and 1% gave no answer.

Significantly higher proportions of the following subgroups said they gamble in Las Vegas area casinos twice a week or more:

- Retired residents (28%) vs. the employed (15%).
- Residents less than 30 years old (26%) – or those 50 to 59 (20%) and 60 or older (29%) vs. those 30 to 39 (8%) or 40 to 49 (10%).
- Residents with no children living at home (24%) vs. those with children (9%).
- Residents who moved to Las Vegas after 1985 (24%) vs. those who have lived in Las Vegas longer (10%).

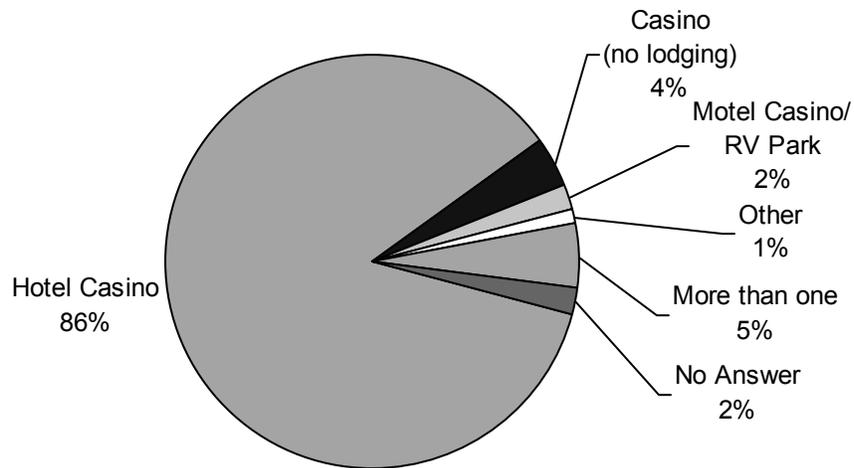
If we compare Figure 2 (the frequency of gambling in any location) to Figure 12 (the frequency of gambling in Las Vegas area casinos), we see that a higher proportion of residents said they gamble once a week or more at all locations (44%) than said they gamble once a week or more at a casino in the greater Las Vegas area (37%).

FIGURE 13
Where Casino Gamblers Most Often Gamble
(Among Those Who Gamble In Las Vegas Area Casinos)



We asked residents the location of the Las Vegas area casino where they gamble most often (Figure 13). Twenty-five percent (25%) mentioned a casino on the Boulder Strip or in the Green Valley area, while 18% mentioned a location on the Strip, 17% mentioned a location in North Las Vegas, 12% mentioned a casino in the Summerlin area, 12% mentioned a casino in Henderson, 4% mentioned a casino located Downtown, and 5% mentioned casinos in other locations. Five percent (5%) said they couldn't name just a single casino they gamble at most often (up from 2% in 2006), while 2% gave no answer at all.

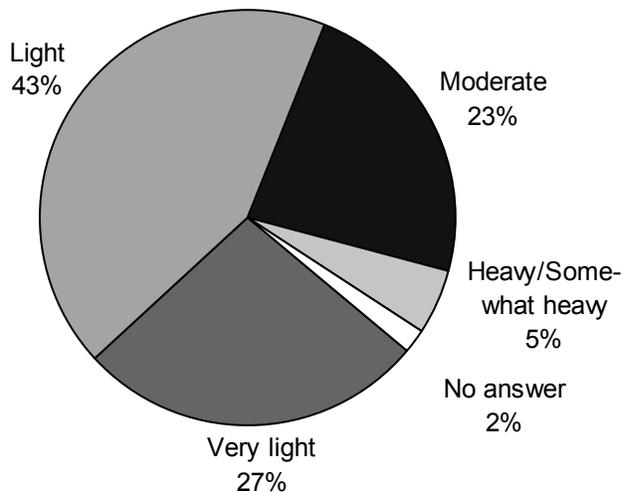
FIGURE 14
Type Of Casino Gambled In Most Often
(Among Those Who Gamble In Las Vegas Area Casinos)



(Base Size = 539)

We asked residents the type of Las Vegas area casino where they gamble most often (Figure 14). The vast majority — 86% — said a hotel casino. Four percent (4%) said they most often gambled at freestanding casinos that were not part of a hotel or motel, 2% mentioned either motel or RV park casinos, 1% named other types of casinos, 5% declined to name a single casino type (up from 2% in 2006), and 2% gave no answer.

FIGURE 15
Self-Description Of Betting Habits
(Among Those Who Gamble In Las Vegas Area Casinos)

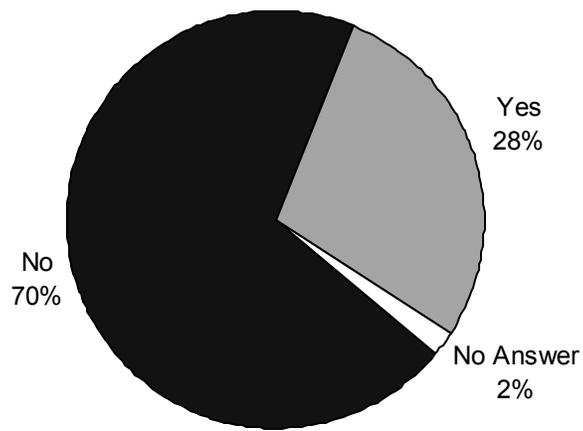


(Base Size = 539)

We asked residents who gamble in Las Vegas area casinos to tell us whether they considered themselves to be very light, light, moderate, somewhat heavy, or very heavy bettors (Figure 15). Seven in ten (70%) respondents consider themselves to be either light (43%) or very light (27%) bettors. Twenty-three percent (23%) of casino gamers consider themselves to be moderate bettors, and 5% said they are heavy or somewhat heavy bettors.

The likelihood of considering oneself a “light bettor” declines with gaming budget, from 85% of those who bet less than \$10 a day to 59% of those who bet more than \$50 a day. Note that among those who bet \$50 or more a day, 5% consider themselves “heavy bettors,” 32% say they are “moderate bettors,” and 59% describe themselves as “light bettors” (suggesting self-evaluations of betting habits are subjective and relative).

FIGURE 16
Percentage Of Residents
Who Maintain Casino Credit
(Among Those Who Gamble In Las Vegas Area Casinos)

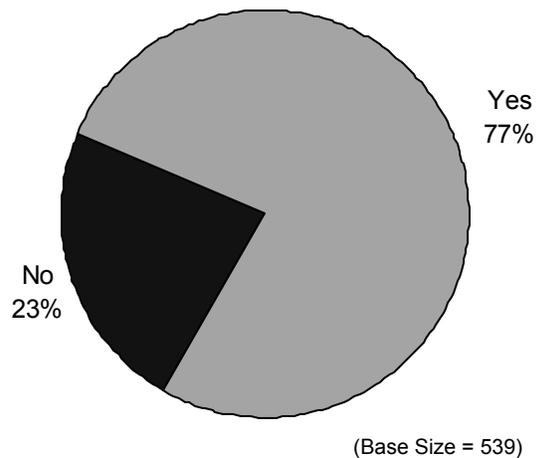


(Base Size = 539)

We asked residents who gamble in Las Vegas area casinos if they maintain casino credit and 28% said they did (Figure 16).

Residents most likely to maintain casino credit are retired (35%) – and also those who are 60 or older (35% maintain credit), have no children in the home (32%), have a household income of less than \$50,000 (36%), and do not have a college degree (33%).

FIGURE 17
Percentage Of Residents Who Are
Members Of A Casino Slot Club Or Players' Club
(Among Those Who Gamble In Las Vegas Area Casinos)



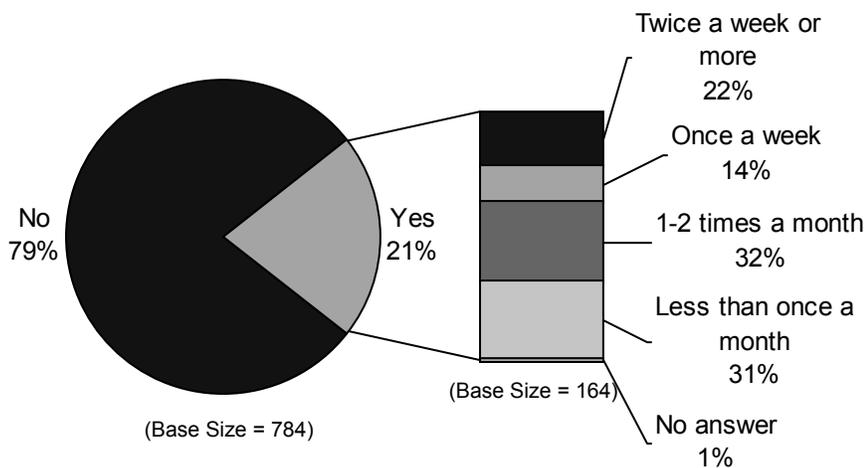
We asked residents if they were a member of a casino slot club or players' club and over three-quarters (77%) said they were (Figure 17). Residents 60 and older (86%) and the retired (83%) are especially likely to belong to a club.

Gambling Outside Casinos

Convenience Stores, Grocery Stores, Gas Stations

We asked residents who gamble if they ever do so in convenience stores, grocery stores, or gas stations in the greater Las Vegas area (Figure 18). One in five (21%) said they have gambled in these locations. Among those who do, 36% said they did so once a week or more, 32% said once or twice a month, 31% said less than once a month, and 1% gave no answer.

FIGURE 18
Percentage Of Residents Who Gamble In Convenience Stores, Grocery Stores, Or Gas Stations And How Often They Do So (Among Those Who Gamble)

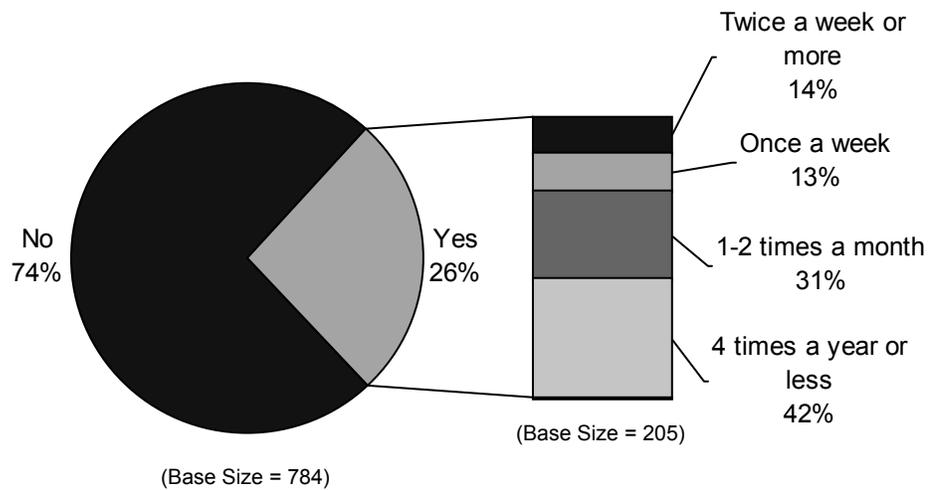


Residents most likely to gamble in these venues are men (25%), those earning less than \$50,000 (25%), those less than 30 years old (28%), residents of Las Vegas proper (24%), and those with children at home (27%).

Local Bars Or Restaurants

Residents who gamble were also asked if they ever gamble in local bars or restaurants in the greater Las Vegas area (Figure 19), and about one in four (26%) said they did. Among those who do, 27% said they did so once a week or more, 31% said once or twice a month, and 42% said less than once a month.

FIGURE 19
Percentage Of Residents Who Gamble In Local Bars
Or Restaurants And How Often They Do So
(Among Those Who Gamble)

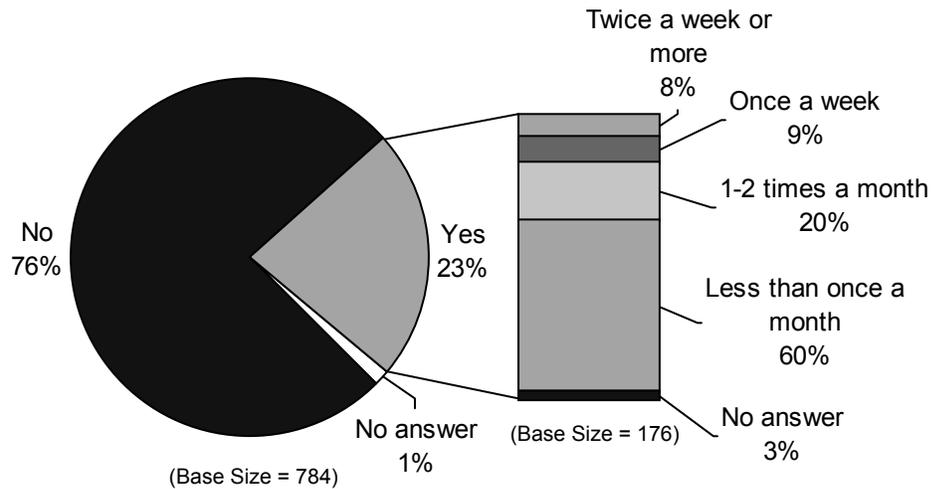


By far, residents less than 30 years old (53%) are most likely to say they gamble in these venues.

Outside The Greater Las Vegas Area

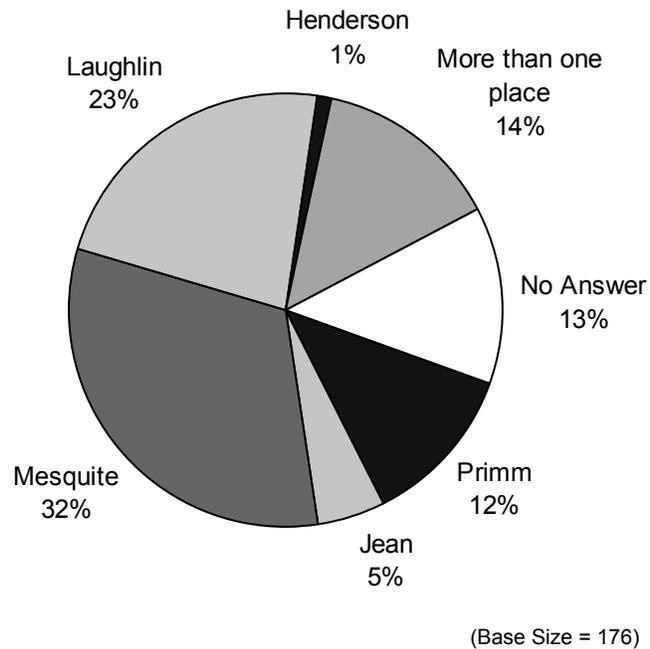
We asked residents who gamble if they ever gambled in Clark County — but *outside* the greater Las Vegas area (Figure 20) — and 23% said they did. Of those who gamble outside of the greater Las Vegas area, 60% said they do so less than once a month, 20% said once or twice a month, and 17% said once a week or more. Three percent (3%) gave no answer.

FIGURE 20
Percentage Of Residents Who Gamble Outside The Greater Las Vegas Area And How Often They Do So (Among Those Who Gamble)



Residents who gamble in these venues most often include those 50 to 59 years old (29%) or older (24%), the retired (27%), and men (26%).

FIGURE 21
Where Residents Gamble Outside Las Vegas
(Among Those Who Gamble Outside Las Vegas)



Residents who gamble outside the Las Vegas area were asked in which town or community they gamble the most often (Figure 21). Nearly one-third (32%) said they gamble most often in Mesquite, while nearly one-quarter (23%) said Laughlin. Other areas mentioned were Primm (12%), Jean (5%), and Henderson (1%, down from 6% in 2006). Fourteen percent (14%) said they gamble at more than one place “most often.” Thirteen percent (13%) gave no answer.

Single residents (3%) were far less likely than married (36%) or separated, divorced, or widowed (43%) residents to say they gamble in Mesquite.

Estimated Gaming Budgets

We asked Clark County residents to tell us whether they engaged in legalized gambling even occasionally, how often they gambled, and how much they budgeted* on gambling. Nearly two-thirds (65%) of adult residents said they gambled at least occasionally.

To determine gaming frequency, interviewers read respondents a list of frequency categories, and respondents identified the category which best described their behavior.

The frequency categories were:

- More than five times a week
- About twice a week
- About once a week
- About twice a month
- About once a month
- About four times a year
- About twice a year
- Once a year or less

To determine gaming budgets, respondents were asked: "On average, about how much money do you personally budget on gambling per (day, week, month or year)?" The choice of time period asked depended on whether the respondent described their gambling frequency in terms of times per week, month, or year, respectively.

* Respondents were asked to estimate the approximate dollar amount they *budgeted* on legalized gambling. This figure is not meant to reflect the total amount actually *spent* on legalized gambling by Clark County residents.

Budgeted amounts are asked because high proportions of respondents typically say they "don't know" or "refuse to answer" actual amounts spent on gambling.

We calculated the mean budget for each of the several time period categories with the following results:

Gambling frequency period	Budget amount*
More than five times a week	\$90.32
Once or twice a week	\$97.46
Once or twice a month	\$118.23
Four times a year or less	\$145.65

Next we calculated the total yearly amount budgeted on legalized gambling by all respondents, multiplying the frequency period *times* the mean budget per period *times* the number of respondents in each frequency period category, as follows:

<u>Gambling frequency period</u>	<u>Frequency (periods/year)</u>	<u>Mean budget per period</u>	<u>Number of respondents</u>	<u>Budgeted annually</u>
Daily (5 times per week)	260	\$90.32	49	\$1,150,677
Weekly	52	\$97.46	299	\$1,515,308
Monthly	12	\$118.23	249	\$353,271
Yearly	1	\$145.65	185	\$26,945
Don't gamble/no data [†]	0	\$00.00	418	\$ 0
			TOTAL	<u>\$3,046,201</u>

The sum of these calculations is \$3,046,201 — the total amount budgeted on legalized gambling per year among 1,200 randomly chosen Clark County residents.

Clark County has a total estimated adult population (21 years old or older) of 1,399,307[‡]. Since the estimated amount budgeted on legalized gambling per year per 1,200 Clark County adult residents is \$3,046,201 then the estimated annual amount budgeted per Clark County adult resident on casino gambling is \$2,538.50, and the *estimated annual amount budgeted by all Clark County adult residents* on casino gambling is around \$3.55 billion[§] (\$3,552,141,986).

* This analysis excludes a few gamblers who gave very extreme estimates of their gaming budgets.

† Includes respondents who do not gamble, and respondents who did not provide information about their gaming frequency.

‡ Estimated population for 2008.

§ The estimated annual amount budgeted by all Clark County residents was \$853 million in the 1991-1992 study, \$772 million in the 1993-1994 study, \$1.4 billion in the 1995-1996 study, \$1.33 billion in the 1997-1998 study, \$1.77 billion in the 1999-2000 study, \$2.84 billion in the 2001-2002 study, \$3.26 billion in the 2003-2004 study, and \$3.17 billion in the 2006 study.

This gambling budget estimate is subject to the following caveats:

- The accuracy of this estimate is necessarily limited by measurement error inherent in the nature of the questions asked and in the psychology of the respondents.
- The categories used for the frequency of legalized gambling were purposely designed to be approximations ("*about* twice a week, *about* once a week" etc.) because it was believed that respondents would be unable to accurately recall the exact number of times they went to a casino to gamble over the past year. Because the frequency categories are approximate by design, the numbers we use to represent these categories in calculating the estimate are subject to a reasonable margin of error.
- For example, a respondent who says he engages in legalized gambling "*about* once a week" may, in fact, go more or less than 52 times a year. For the sake of the estimate, we must *assume* that the mean for all respondents who said "*about* once a week" is 52, because we do not know the *actual* number of times per year that these respondents engaged in legalized gambling. The mean for these respondents might, in fact, be higher or lower than 52, but we cannot know that since we do not know the actual frequency of legalized gambling for each respondent.
- With regard to the amount budgeted on legalized gambling per time period (day, week, month, year), we asked respondents to give us an exact dollar amount which represented an estimate of their *average* budget per time period. Even though respondents were asked to give an exact amount, the amount might be an over or underestimate of the average amount actually budgeted per time period. Again, since we cannot know how accurately respondents reported the amount they budgeted, we *assume* for the sake of the estimate that the average amount reported is accurate.
- Furthermore, the estimate represents the potential total dollar amount *budgeted* per year on legalized gambling. This figure is not meant to reflect the total amount actually *spent* on legalized gambling per year by Clark County residents. (Budgeted amounts are asked because high proportions of respondents typically say they "don't know" or "refuse to answer" actual amounts spent on gambling.) There is no way to know for sure if budgeted amounts are greater or less than actual amounts spent. In determining potential total gaming *revenues*, it is safer to assume our estimate is at the high end of any revenue projection.

Estimated Casino Gambling Market Share

We asked Clark County residents to tell us whether they engaged in casino gambling in the greater Las Vegas area, how often they gambled at a casino, and the location of the casino where they do most of their gambling. Forty-five percent (45%) of all (adult) respondents said they gamble in casinos in the greater Las Vegas area at least occasionally.

To determine legalized gambling frequency, interviewers read respondents a list of frequency categories, and respondents identified the category which best described their behavior.

The frequency categories were:

- More than five times a week (260 days per year)
- About twice a week (104 days per year)
- About once a week (52 days per year)
- About twice a month (24 days per year)
- About once a month (12 days per year)
- About four times a year (4 days per year)
- About twice a year (2 days per year)
- Once a year or less (1 day per year)

Casino gamblers were also asked to give the name of one casino where they do most of their gambling. These responses were then categorized into the following groups:

- Strip Corridor
- Downtown
- Boulder Strip/Green Valley
- Henderson
- Summerlin
- North Las Vegas
- Other (not classifiable as to area)

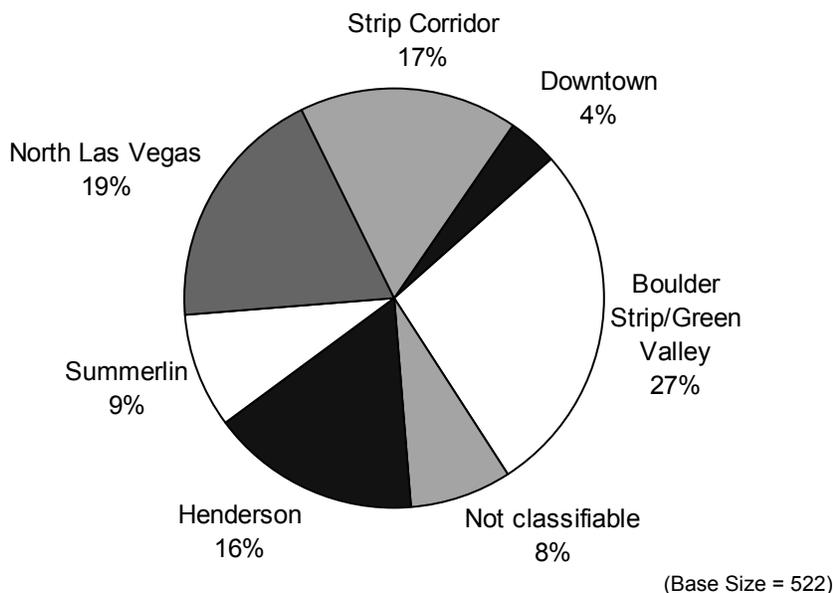
For each respondent, we determined the approximate number of days per year spent gambling in casinos and assigned that value to the location of the casino in which the respondent said they gambled most often. (Residents who did not tell us the frequency or the location of their casino gambling were excluded from this calculation.) We then calculated the total number of days spent by all respondents in each location, with the following results:

<u>Casino Location</u>	<u>Total Gambling Days</u>
Strip Corridor	3,992
Downtown	937
Boulder Strip/ Green Valley	6,201
Henderson	3,664
Summerlin	2,110
North Las Vegas	4,343
Other	<u>1,990</u>
TOTAL	<u>23,237</u>

Figure 22 shows the proportion of gambling days for each location — that is, estimated market share. Residents who gamble in casinos spent most of their time in outlying areas (44%), with 19% saying North Las Vegas, 16% Henderson (up from 10%), and 9% Summerlin (down from 13%). This was followed by the Boulder Strip/Green Valley area (27%) and the Strip Corridor (17%, down from 22%). They spent the least time in Downtown casinos (4%).

FIGURE 22
Market Share

(Computed Among Casino Gamblers Who Specified How Often They Gambled And In What Casino They Gambled Most Often)



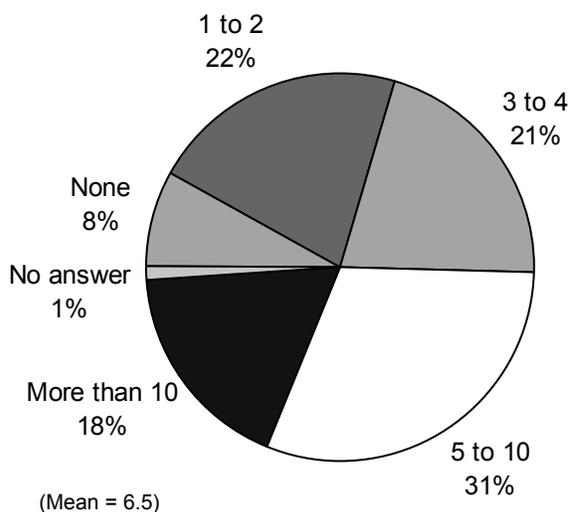
As with the gambling budget estimate, the market share estimate is subject to the same types of caveats; namely:

- The accuracy of this estimate is limited by measurement error inherent in the nature of the questions asked and in the psychology of the respondents.
- The categories used for the frequency of casino gambling were purposely designed to be approximations ("*about* twice a week, *about* once a week" etc.) because it was believed that respondents would be unable accurately to recall the exact number of times they went to a casino to gamble over the past year. Because the frequency categories are approximate by design, the numbers we use to represent these categories in calculating the estimate are subject to a reasonable margin of error.
- For example, a respondent who says he engages in casino gambling "*about* once a week" may, in fact, go more or less than 52 times a year. For the sake of the estimate, we must *assume* that the mean for all respondents who said "*about* once a week" is 52, because we do not know the *actual* number of times per year that these respondents engaged in casino gambling. The average for these respondents might, in fact, be higher or lower than 52, but we cannot know that since we do not know the actual frequency of casino gambling for each respondent.
- Further, each respondent's frequency of casino gambling was arbitrarily assigned to the casino, which the respondent claimed to visit most often, as though all of the respondent's casino gambling time was spent in that casino. In fact, many respondents gamble in more than one casino, but it was deemed impractical to ask respondents to list all casinos they recalled visiting in the past year and the proportion of total casino gambling time spent in each.

RESTAURANTS

We asked residents how many dinners they ate out on average every month (Figure 23). Twenty-two percent (22%) said they dine out once or twice per month, 21% said they do so three to four times a month, 31% said five to ten times a month, and 18% said more than ten times. Eight percent (8%) said they did not dine out at all (up from 5% in 2006), and 1% gave no answer. Overall, residents dined out an average of 6.5 times per month, down from an average of 7.1 in 2006.

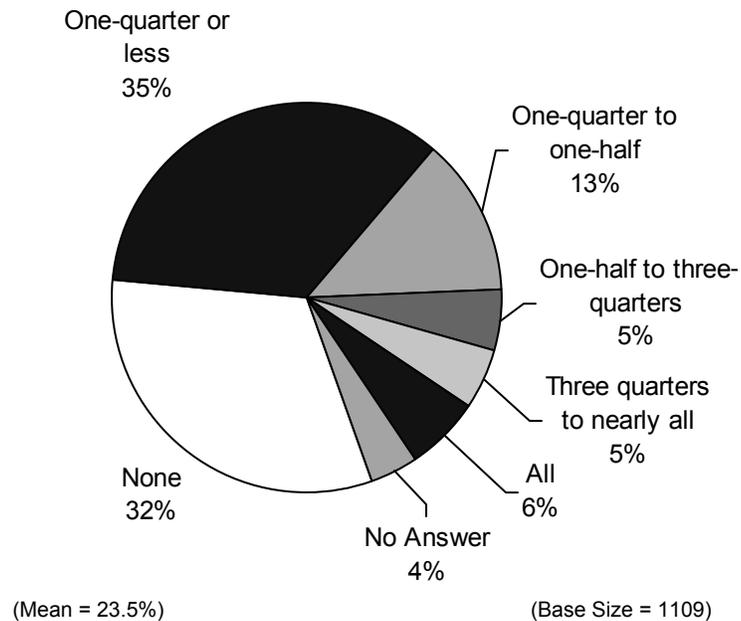
FIGURE 23
Number Of Dinners Eaten Out Every Month



The number of dinners eaten out increases significantly with household income, from an average of 5.7 dinners a month among those earning less than \$50,000 to 8.1 dinners a month among those earning \$100,000 or more.

Residents who gamble also eat out more often (average of 7.2 dinners per month) than those who do not gamble (5.2) – as do men compared to women (7.2 vs. 5.9 times a month).

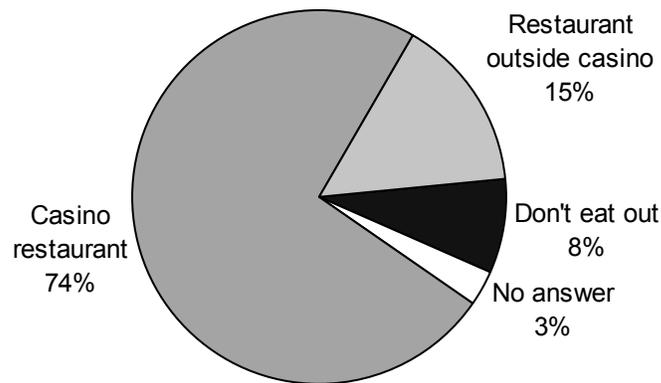
FIGURE 24
Proportion Of Dinners Eaten In Hotel/Motel Restaurants
(Among Those Who Dine Out)



Respondents who dine out were asked what percentage of these dinners were eaten in hotel or motel restaurants (Figure 24). Thirty-two percent (32%) said none of them were, and 48% said the proportion was one-half or less. Sixteen percent (16%) said that more than one-half of their meals were eaten in hotel or motel restaurants. The average percentage of meals eaten in a hotel or motel restaurant was 23.5%.

Residents who are more than 60 years old (average of 30.5%) and retired residents (30.2%) posted the highest rates of eating in hotel or motel restaurants.

FIGURE 25
Where Residents Eat When
Gambling In A Casino
(Among Those Who Gamble In Las Vegas Area Casinos)

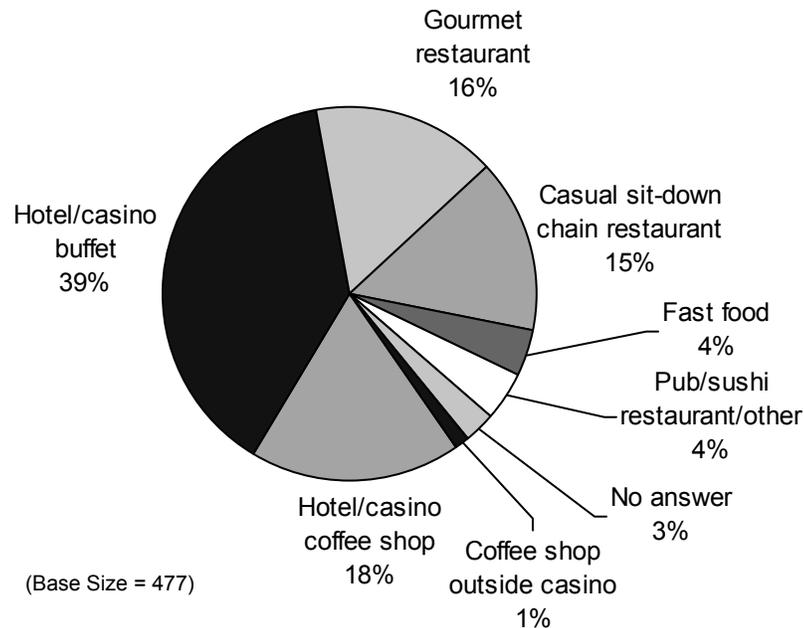


(Base Size = 539)

We asked residents who go to casinos to gamble if they usually eat in a casino restaurant or in a restaurant outside the casino where they gamble (Figure 25). Nearly three-quarters (74%) of these respondents said they usually eat at a casino restaurant, 15% eat at a restaurant outside the casino, and 8% volunteered that they do not eat when they gamble at a casino (down from 12% in 2006).

The likelihood of eating at a casino restaurant increases with age, from 53% of those less than 30 years old to 80% of those 60 and older. Eight in ten retired residents (80%) say they eat at a casino restaurant when gambling at a casino.

FIGURE 26
Type Of Restaurant Usually
Patronized When Gambling In A Casino
(Among Those Who Eat Out When They
Gamble At Las Vegas Area Casinos)



Nearly four in ten (39%) residents who eat out when they go to a casino to gamble usually eat at a buffet in a hotel, motel, or casino (Figure 26). Nineteen percent (19%) said they usually eat at a coffee shop, with 18% saying the coffee shop is in a hotel, motel, or casino (down from 25% in 2006) and 1% saying the coffee shop is outside the casino. Sixteen percent (16%) said they usually dine at a gourmet restaurant (down from 24%), 15% said a casual sit-down chain restaurant (such as TGI Friday's, Ruby Tuesday's, Chili's, etc.) while 8% said they usually eat at a fast food restaurant (4%), a pub (2%), a sushi restaurant (1%), or some other type of dining establishment (1%)*.

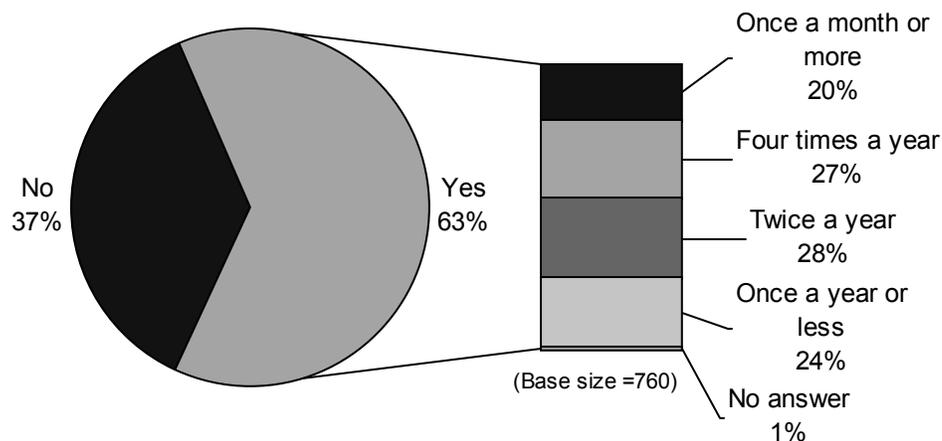
Residents who earn \$100,000 or more a year (34%) are the most likely to eat at a gourmet restaurant when gaming. A hotel or casino buffet is most likely to be the choice of those earning less than \$50,000 (57%), those 60 and older (47%), the retired (51%), and those not employed for pay (49%).

* Pub, sushi restaurant, and casual, sit-down chain restaurant were added as response categories in 2008.

ENTERTAINMENT

Sixty-three percent (63%) of residents said they have been to a hotel casino show (Figure 27). Twenty percent (20%) of those who attend shows said they go once a month or more, while 27% said they go four times a year, 28% said they go twice a year, and 24% said they go once a year or less.

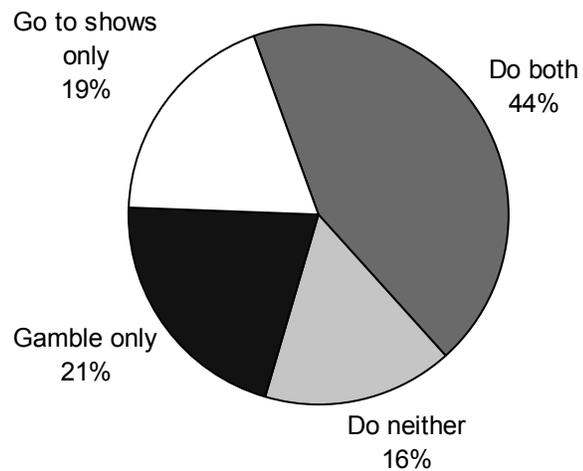
FIGURE 27
Percentage Of Residents Who Go To
Hotel Casino Shows And How Often They Go



Subgroup differences with regard to hotel casino show attendance included the following:

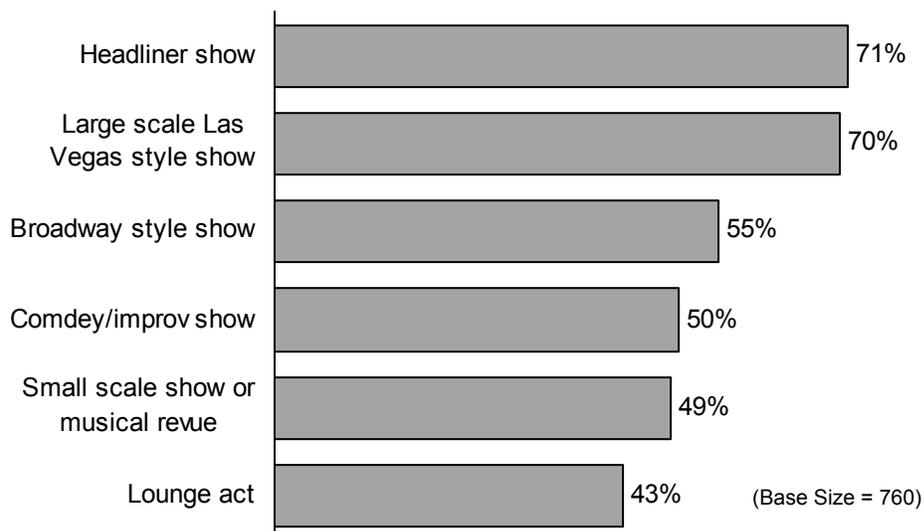
- Residents who gamble (68%) were significantly more likely than those who do not (56%) to say they have been to a hotel casino show.
- The likelihood of having ever attended a hotel casino show increases with income, from 51% of those who earn less than \$50,000 to 81% among those who earn \$100,000 or more.
- Attendance at hotel casino hotel shows also tends to increase with education, from 49% of those with a high school education or less to 71% of college graduates.

FIGURE 28
Relationship Between Gambling
And Hotel Casino Show Attendance



With regard to the relationship between gambling and hotel casino show attendance among all residents, 44% of Clark County residents both gamble and go to hotel casino shows, 21% gamble but do not go to hotel casino shows, 19% go to hotel casino shows but do not gamble, and 16% neither gamble nor go to hotel casino shows (Figure 28).

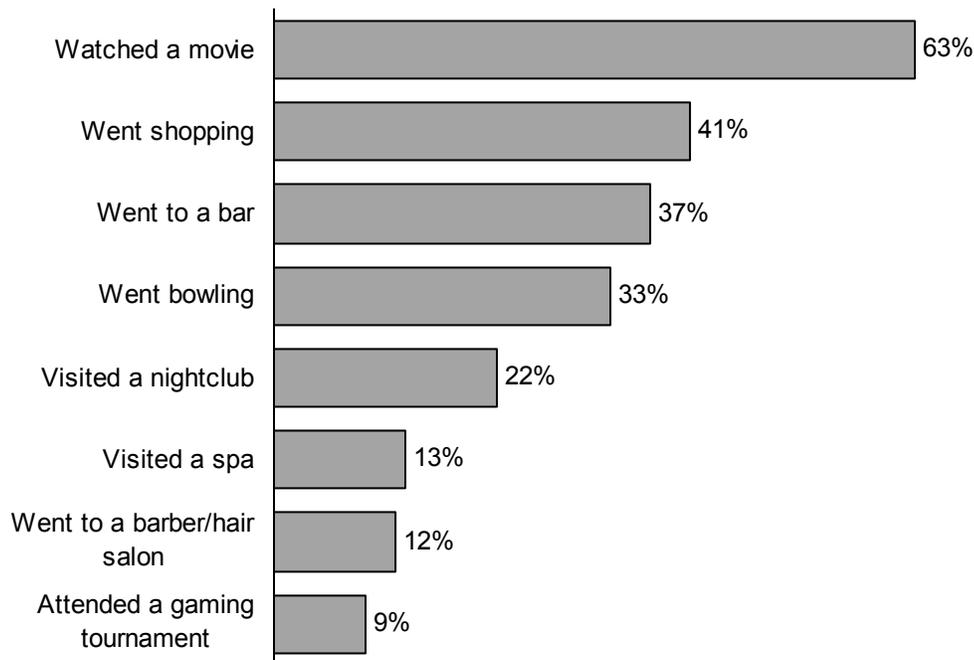
FIGURE 29
Type Of Hotel Casino Shows Attended
(Among Those Who Have Been To Hotel Casino Shows)



Among those who have been to a hotel casino show, 71% have been to a headliner show, 70% to a large-scale Las Vegas style show, 55% to a Broadway style show (up from 46% in 2006), 50% to a comedy show, 49% to a small scale revue, and 43% to a lounge act (down from 49%) (Figure 29).

Residents who gamble are significantly more likely than those who do not to see a headliner (75% vs. 63%), a comedy show (52% vs. 45%), a small-scale show (54% vs. 38%), and a lounge act (46% vs. 34%). Not surprisingly, residents who gamble on the Strip are most likely to say they have been to a Las Vegas style production show (85%). Broadway style shows are more likely to have been seen by women (59%), college graduates (64%), and those earning \$100,000 or more (67%). Residents who have lived in Las Vegas since 1986 are more likely than residents who have been in the area longer to have been to a headliner (73% vs. 65%), a comedy show (54% vs. 42%), or a small-scale show (54% vs. 40%).

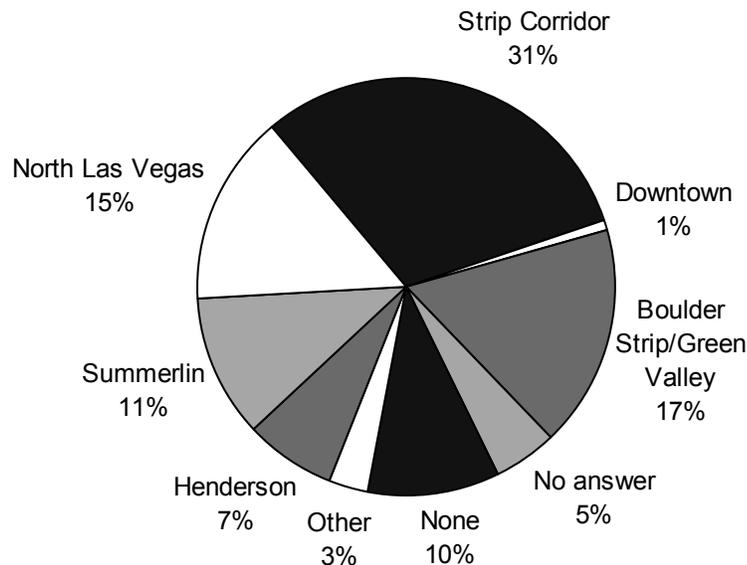
FIGURE 30
Other Leisure Activities Engaged In At Casino Hotels



All respondents were read a list of other leisure activities and were asked whether they had engaged in each leisure activity at a casino-hotel within the past 12 months (Figure 30). More than six in ten (63%) said they watched a movie at a casino-hotel, while four in ten (41%) said they went shopping (down from 49% in 2006), 37% said they had gone to a bar, one in three (33%) went bowling, and 22% visited a nightclub (down from 26%). Smaller numbers said they visited a spa (13%), went to a barber or hair salon (12%), or attended a gaming tournament (9%).

The likelihood of doing the most popular of these activities declines with age, with some activities being particularly likely for residents less than 30 years old – going to a bar (63%), bowling (67%), and visiting a nightclub (47%). Residents who gamble are more likely than those who do not to say they went to the movies (63% vs. 58%), went to a bar (44% vs. 25%), went bowling (34% vs. 29%), went to a nightclub (26% vs. 15%), or attended a gaming tournament (13% vs. 2%).

FIGURE 31
Location Of Hotel-Casino Residents Visit Most Often
For Leisure Or Entertainment Other Than Gambling



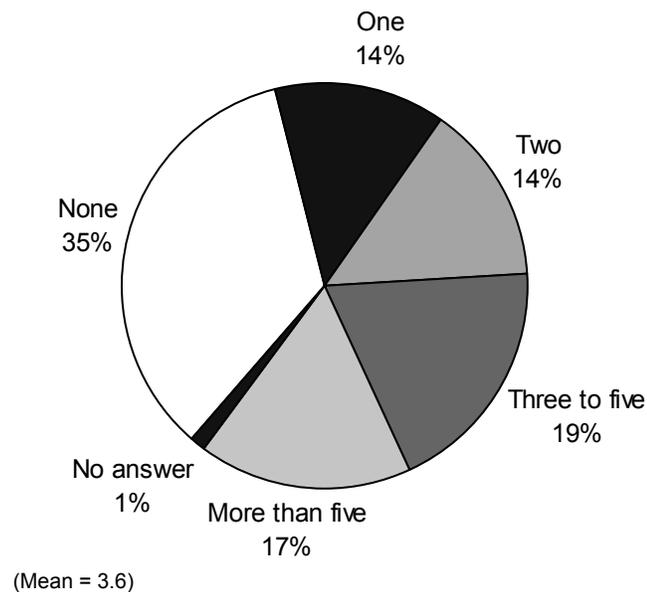
We asked residents the location of the casino they go to most often for leisure or entertainment other than gambling (Figure 31). Thirty-one percent (31%) mentioned a casino on the Strip Corridor, 17% mentioned a location on the Boulder Strip or in the Green Valley area, 15% said North Las Vegas, 11% Summerlin, 7% Henderson, 1% Downtown, and 3% mentioned other locations. One in ten (10%) said they do not go to any casinos for leisure or entertainment.

Residents less than 30 years old (43%) are far more likely than others to say they most often go to the Strip. Gamblers are more likely than those who do not gamble to go to the Strip (33% vs. 28%) or to the Boulder Strip (19% vs. 14%).

USE OF AIR AND GROUND TRANSPORTATION

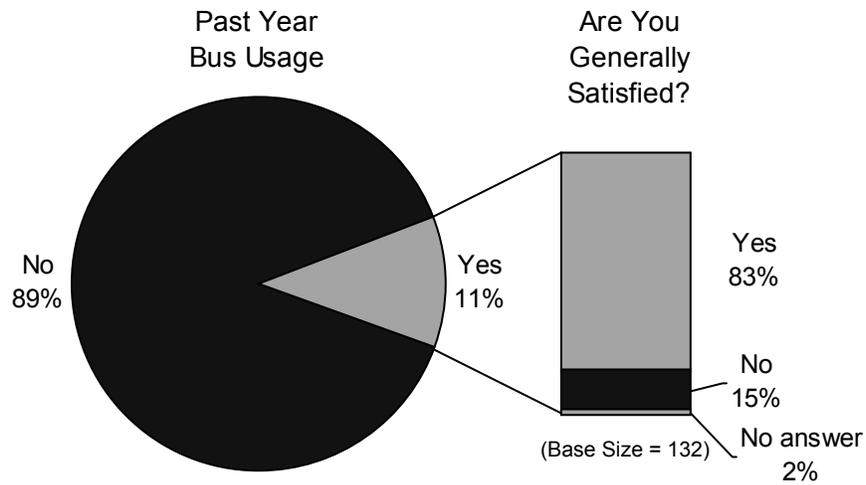
We asked Clark County residents how many flights they have made out of McCarran International Airport during the past 12 months (Figure 32). Thirty-five percent (35%) said they had not flown from McCarran during the past year, while 14% said they had flown once, 14% twice, 19% three to five times, and 17% more than five times. The average (mean) number of flights was 3.6.

FIGURE 32
Number Of Flights From McCarran Airport
During Past 12 Months



Men took significantly more flights out of McCarran in the past 12 months (average of 4.4 flights) than women (2.9). The average number of flights increases with income, from 1.5 among those earning less than \$50,000 to 8.4 among those earning \$100,000 or more. The average number of flights is highest among those 30 to 39 years old (6.2), followed by those 40 to 49 (5.2), those less than 30 and 50 to 59 (3.6 for both groups), with those 60 and older having the lowest average (2.3).

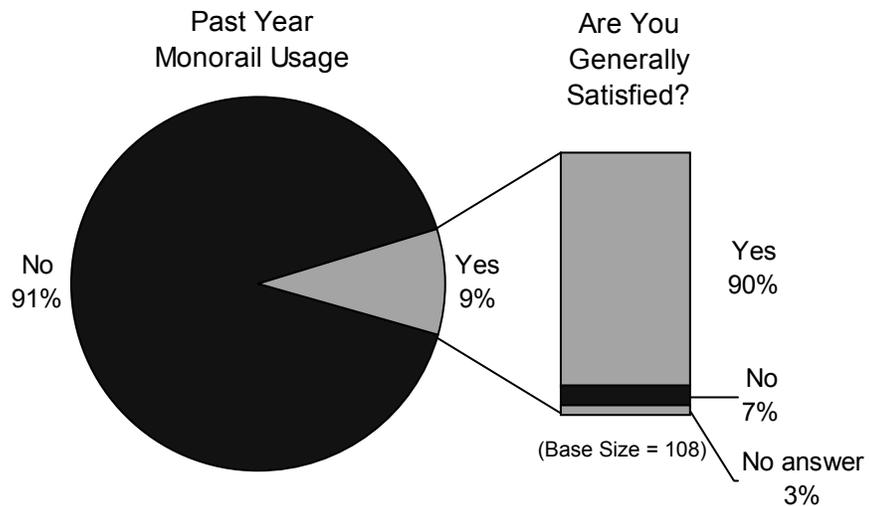
FIGURE 33
Past Year Bus Usage And Satisfaction



We asked respondents if they had used the public bus system to travel in the Las Vegas area during the past year, and 11% said they had (Figure 33).

More than eight in ten (83%) of those who had used the public bus system in the Las Vegas area in the past year said they were generally satisfied with the service provided.

FIGURE 34
 Past Year Monorail Usage And Satisfaction



We asked respondents if they had used the Las Vegas Monorail to travel in the Las Vegas Strip area during the past year, and 9% said they had (down from 12% in 2006) (Figure 34). Nine in ten (90%) of those who had used the Las Vegas Monorail in the past year said they were generally satisfied with the service provided.

Monorail use is higher among residents who are 40 to 59 years old (12%) than among those younger (9%) or older (6%).

FREMONT STREET EXPERIENCE AND FIRST FRIDAY VISITATION

We asked residents if they had ever visited the Fremont Street Experience located in Downtown Las Vegas, and more than eight in ten (86%) said they had (Figure 35).

FIGURE 35
Percentage Of Residents
Who Have Been To The Fremont Street Experience

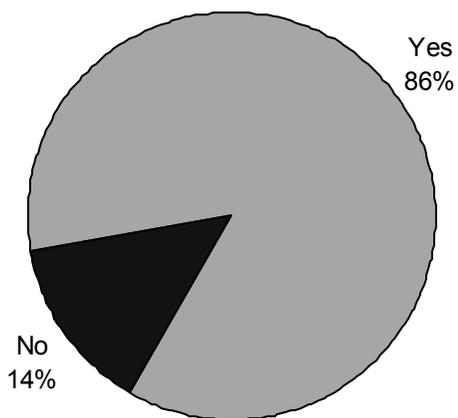
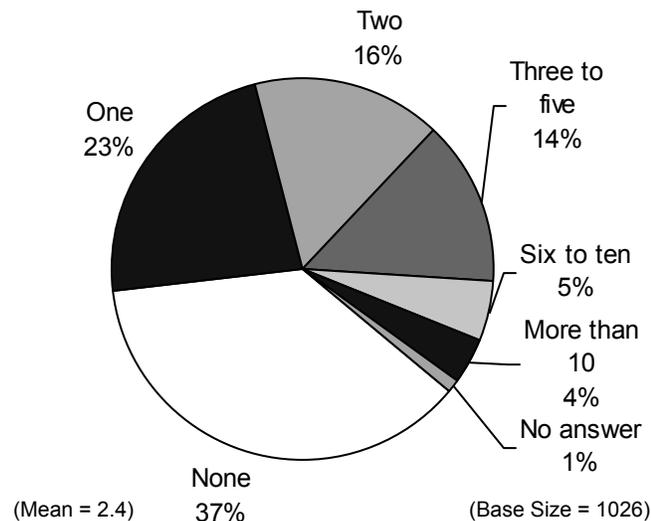


FIGURE 36
Number Of Times Visited
The Fremont Street Experience During Past Year
(Among Those Who Have Ever Been To The Fremont Street Experience)

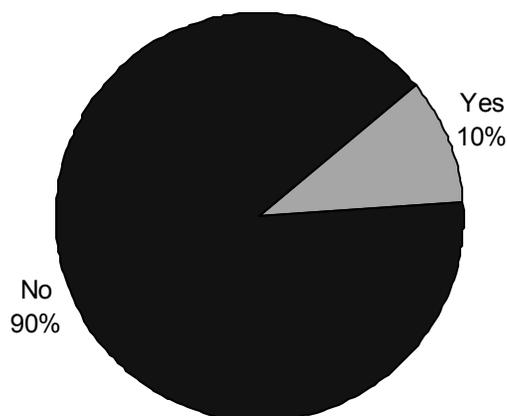


We asked residents who have been to the Fremont Street Experience how many times they had been to the Fremont Street Experience during the past 12 months (Figure 36). Thirty-seven percent (37%) said they did not go at all in the past 12 months (up from 28% in 2006), 23% said they had been once, 16% twice, 14% three to five times (down from 19%), and 9% more than five times. Among all respondents who had ever been to the Fremont Street Experience, the average number of visits to the Fremont Street Experience in the past 12 months was 2.4, down significantly from the average of 3.3 visits in 2006. Among those who actually visited the Fremont Street Experience in the past 12 months, the average number of visits was 3.8, not significantly different from two years ago.

Past year visitors to the Fremont Street Experience were asked about the activities they had participated in (or seen) while visiting. The most popular activity continues to be the light show, mentioned by 87% of past year visitors, followed by seeing the street performers (65%), and dining at a restaurant (62%). Four in ten (40%) said they gambled while at the Fremont Street Experience, 34% purchased something at a retail location, 28% attended a special event, and 20% went to a lounge or showroom to see some type of entertainment.

More than one-half (53%) of gamers said they have gambled at the Fremont Street Experience in the past 12 months. Gamers were also significantly more likely than non-gamers to say they saw the light show at the Fremont Street Experience (90% vs. 80). Residents 60 and older were especially likely to say they saw the light show (93%) and gambled (47%).

FIGURE 37
Percentage Of Residents
Who Have Attended “First Friday” Events In The Past 12 Months



We asked residents if they have attended any of the “First Friday” events in the emerging arts district around Charleston Boulevard and Main Street in the past 12 months* and 10% said they had (Figure 37).

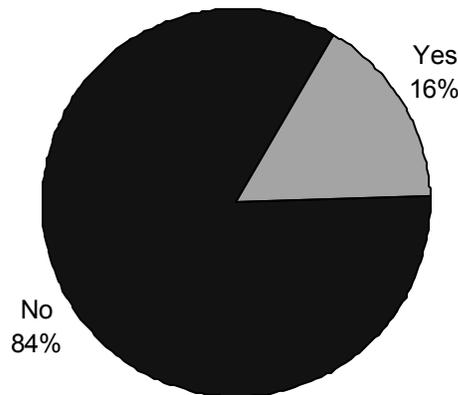
Among those most likely to attend a “First Friday” event were residents less than 30 years old (15%), those earning \$100,000 or more (15%), college graduates (13%), and those who are employed (13%).

* This question was first asked in 2008.

OTHER CLARK COUNTY TRAVEL DESTINATIONS

We asked residents if they had taken a trip to Mesquite within the past 12 months for purposes other than work or personal business*. Sixteen percent (16%) said they had (Figure 38).

FIGURE 38
Percentage Of Residents Who Have Taken
A Non-Business Trip To Mesquite During The Past Year
(Among Non-Residents Of Mesquite)

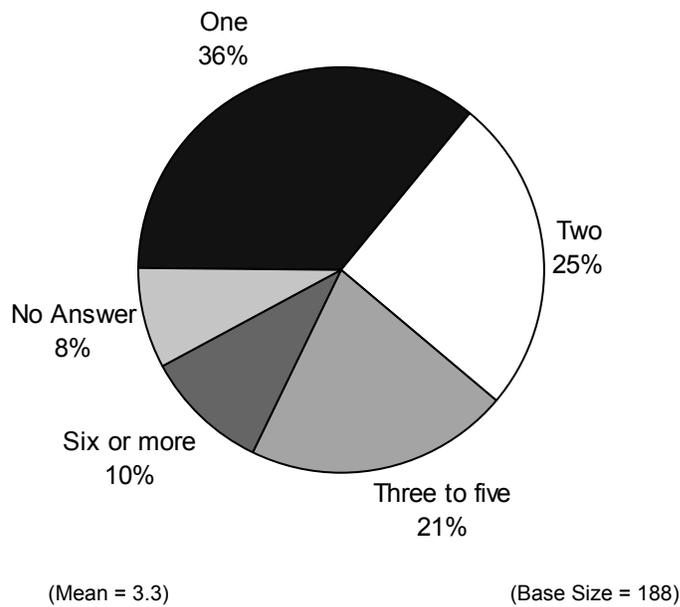


(Base Size = 1171)

The likelihood of having visited Mesquite in the past 12 months tended to increase with income, from 11% of those earning less than \$50,000 per year to 20% of those earning \$100,000 or more. Residents who are married (18%) or separated, divorced, or widowed (17%) are far more likely than single residents (9%) to visit Mesquite. The employed (17%) and retired (17%) are more likely than those not employed for pay (9%) to visit Mesquite.

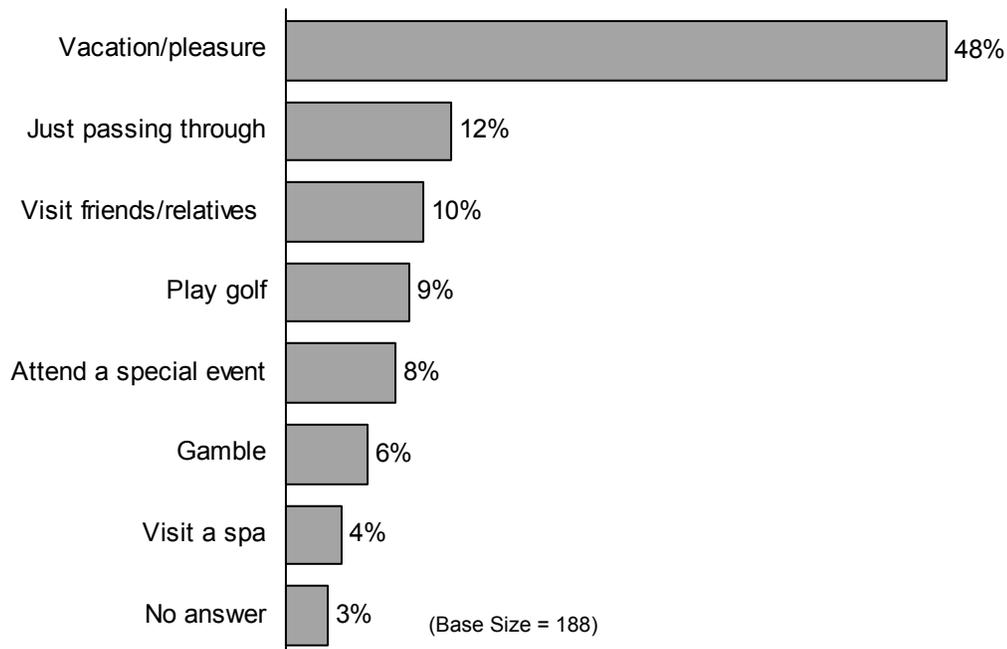
* Excluding the 29 respondents – 2% – who identified themselves as residents of Mesquite.

FIGURE 39
Number Of Times Visited Mesquite During The Past Year
(Among Those Who Took A Non-Business
Trip To Mesquite In The Past 12 Months)



We asked residents how many times they had visited Mesquite during the past 12 months for purposes other than work or personal business (Figure 39). Thirty-six percent (36%) said they had been to Mesquite once, 25% had been twice, 21% three to five times, and 10% had been six or more times. The average number of visits to Mesquite in the past 12 months was 3.3.

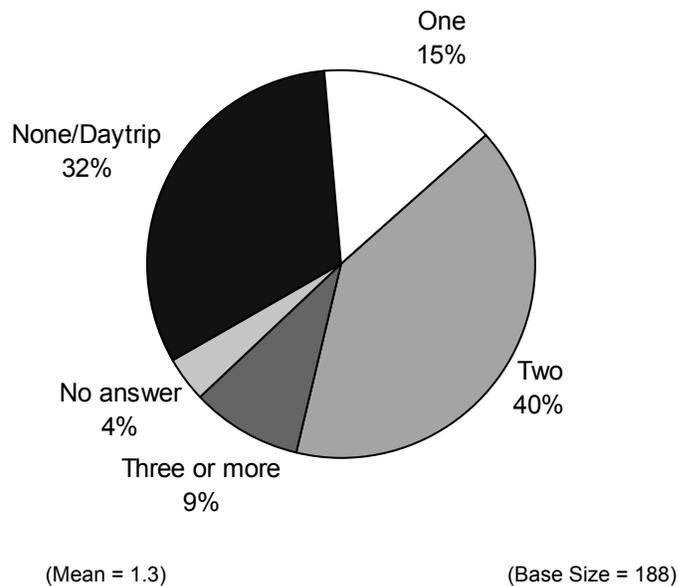
FIGURE 40
Primary Purpose Of Most Recent Trip To Mesquite
(Among Those Who Took A Non-Business
Trip To Mesquite In The Past 12 Months)



We asked residents who had taken a non-business trip to Mesquite in the past 12 months what was the primary purpose of their most recent trip there (Figure 40). Forty-eight percent (48%) said it was for vacation or pleasure (down from 60% in 2006). Twelve percent (12%) said they were just passing through, 10% were visiting friends or relatives, 9% came to play golf, 8% were attending a special event, 6% came primarily to gamble, and 4% came to visit a spa.

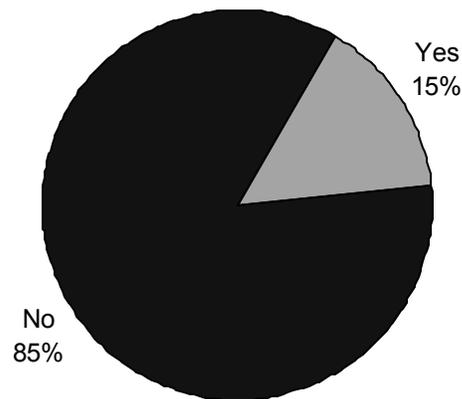
Women (12%) were more likely than men (4%) to say they went to Mesquite for a special event.

FIGURE 41
Number Of Nights Stayed In Mesquite On Most Recent Trip
(Among Those Who Took A Non-Business
Trip To Mesquite In The Past 12 Months)



Respondents were asked how many nights they stayed in Mesquite on their most recent non-business trip there in the past year (Figure 41). Thirty-two percent (32%) said they did not spend any nights in Mesquite, while 15% said they spent one night, 40% spent two nights, and 9% spent three or more nights. The average number of nights stayed for all respondents was 1.3, while the average number of nights stayed excluding those on day trips was 2.0.

FIGURE 42
Percentage Of Residents Who Have Taken
A Non-Business Trip To Laughlin During The Past Year
(Among Non-Residents Of Laughlin)



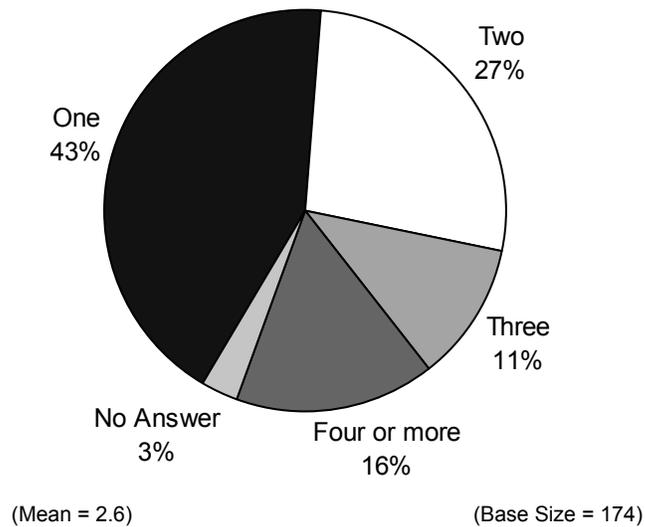
(Base Size = 1189)

We asked residents if they had taken a trip to Laughlin within the past 12 months for purposes other than work or personal business*. Fifteen percent (15%) said they had (Figure 42).

The likelihood of having visited Laughlin increases with age, from 8% among those less than 30 years old to 18% of those 60 and older. Residents who gamble were significantly more likely than those who do not gamble to say they visited Laughlin in the past 12 months (18% vs. 8%).

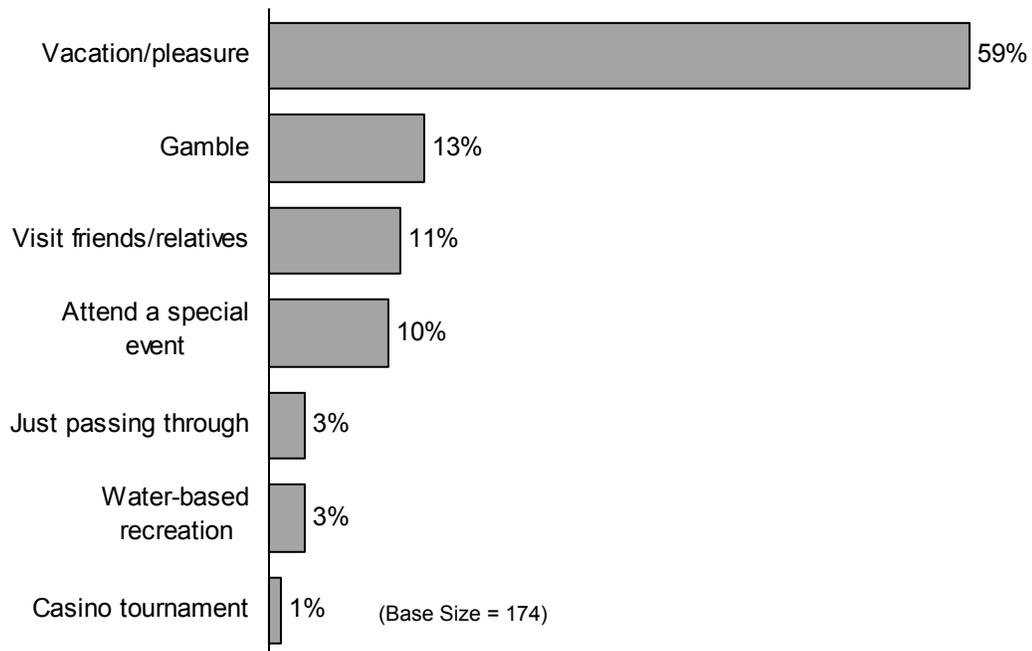
* Excluding the 11 respondents – 1% – who identified themselves as residents of Laughlin.

FIGURE 43
Number Of Times Visited Laughlin During The Past Year
(Among Those Who Took A Non-Business
Trip To Laughlin In The Past 12 Months)



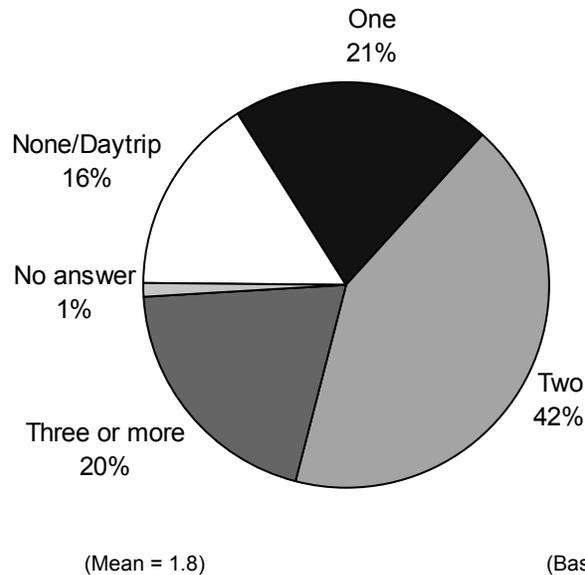
We asked residents how many times they had visited Laughlin during the past year for purposes other than work or personal business (Figure 43). Forty-three percent (43%) said they had been once, 27% said they had been twice, and 27% said they had been three or more times. The average number of visits to Laughlin in the past 12 months was 2.6.

FIGURE 44
Primary Purpose Of Most Recent Trip To Laughlin
 (Among Those Who Took A Non-Business
 Trip To Laughlin In The Past 12 Months)



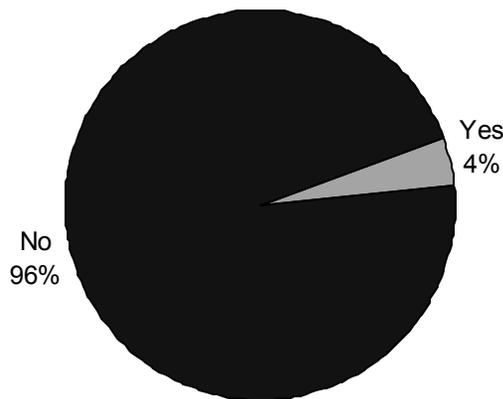
We asked residents who had taken a non-business trip to Laughlin in the past 12 months what was the primary purpose of their most recent trip there (Figure 44). More than one-half (59%) said it was for vacation or pleasure. Thirteen percent (13%) said they were visiting Laughlin primarily to gamble, 11% were visiting friends or relatives, 10% were attending a special event, 3% said they were just passing through, 3% were visiting for water-based recreation, and 1% were attending a casino tournament.

FIGURE 45
Number Of Nights Stayed In Laughlin On Most Recent Trip
(Among Those Who Took A Non-Business
Trip To Laughlin In The Past 12 Months)



Respondents were asked how many nights they stayed in Laughlin on their most recent non-business trip there in the past year (Figure 45). Sixteen percent (16%) said they did not spend any nights in Laughlin, while 21% said they spent one night, 42% spent two nights, and 20% spent three or more nights. The average number of nights stayed for all respondents was 1.8, while the average number of nights stayed excluding those on day trips was 2.2.

FIGURE 46
Percentage Of Residents Who Have Taken
A Non-Business Trip To Jean During The Past Year
(Among Non-Residents Of Jean)



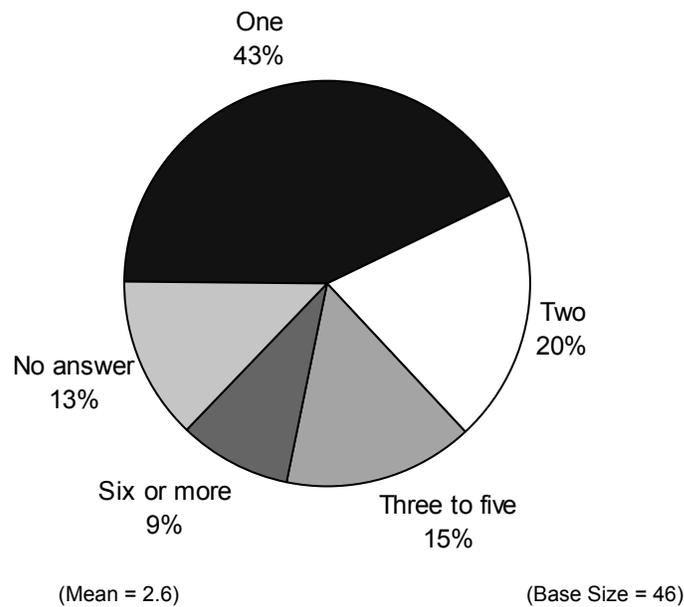
(Base Size = 1197)

We asked residents if they had taken a trip to Jean within the past 12 months for purposes other than work or personal business*. Four percent (4%) said they had (Figure 46).

Residents who gamble (5%) were significantly more likely than those who do not (2%) to have visited Jean.

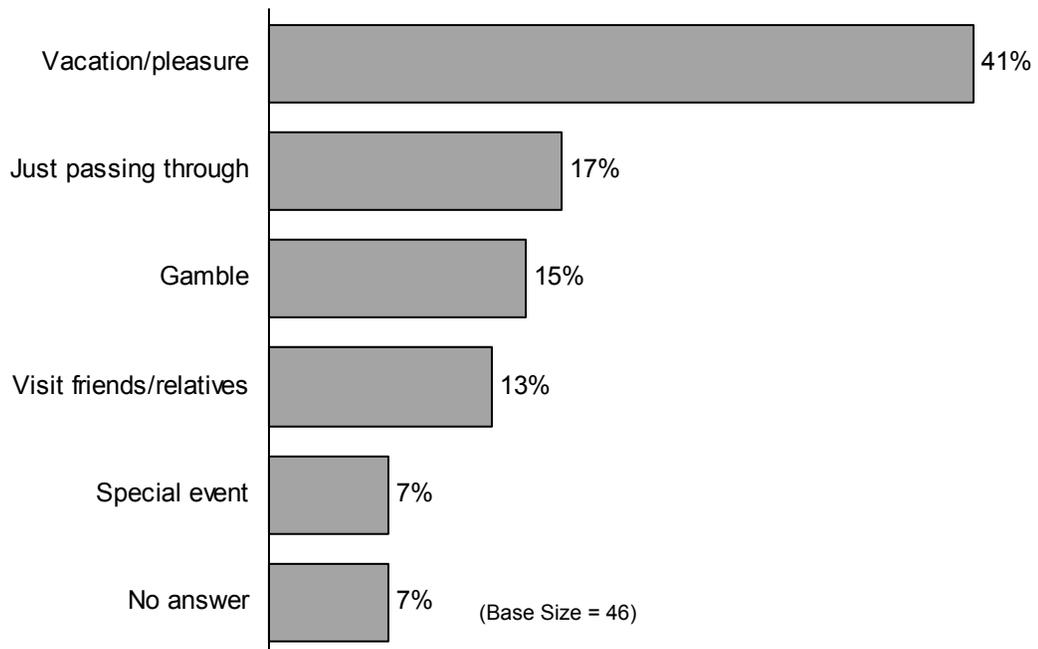
* Excluding the 3 respondents – less than 1% – who identified himself as a resident of Jean.

FIGURE 47
Number Of Times Visited Jean During The Past Year
(Among Those Who Took A Non-Business
Trip To Jean In The Past 12 Months)



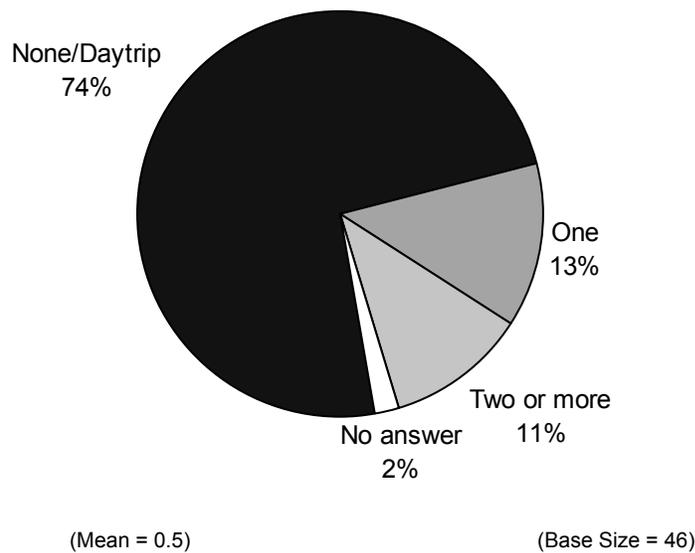
We asked residents how many times they had visited Jean during the past year for purposes other than work or personal business (Figure 47). Forty-three percent (43%) said they had been once, 20% had been twice, 15% had been three to five times, and 9% had visited six or more times. The average number of visits to Jean in the past 12 months was 2.6.

FIGURE 48
Primary Purpose Of Most Recent Trip To Jean
 (Among Those Who Took A Non-Business
 Trip To Jean In The Past 12 Months)



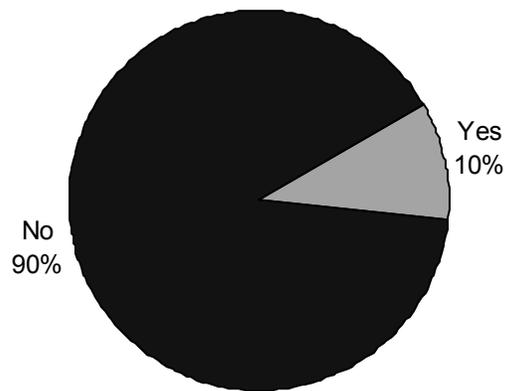
We asked residents who had taken a non-business trip to Jean in the past 12 months what was the primary purpose of their most recent trip there (Figure 48). Forty-one percent (41%) said it was for vacation or pleasure. Relatively smaller numbers of visitors to Jean said they were just passing through (17%), were visiting primarily to gamble (15%), visiting friends or relatives (13%), or attending a special event (7%).

FIGURE 49
Number Of Nights Stayed In Jean On Most Recent Trip
(Among Those Who Took A Non-Business
Trip To Jean In The Past 12 Months)



Respondents were asked how many nights they stayed in Jean on their most recent non-business trip there in the past year (Figure 49). Nearly three-quarters (74%) said they did not spend any nights in Jean, but 13% said they spent one night and 11% said they spent two or more nights. The average number of nights stayed for all respondents (including day trippers) was 0.5, while the average number of nights stayed excluding those on day trips was 1.9.

FIGURE 50
Percentage Of Residents Who Have Taken
A Non-Business Trip To Primm During The Past Year



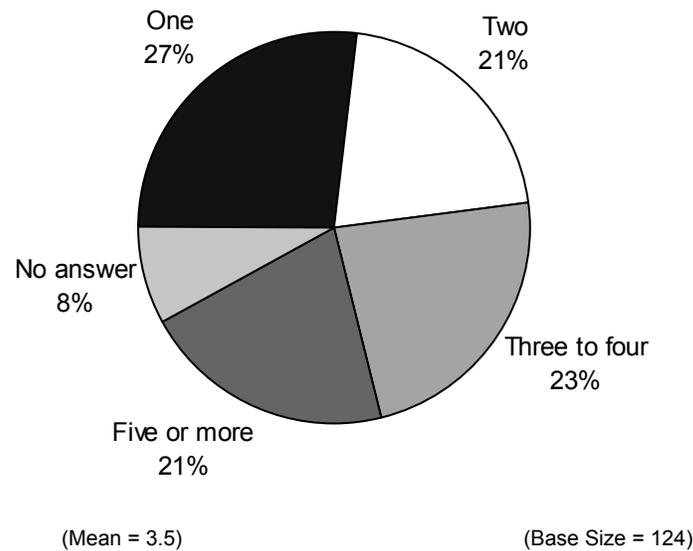
(Base Size = 1198)

We asked residents if they had taken a trip to Primm within the past 12 months for purposes other than work or personal business*. Ten percent (10%) said they had (Figure 50).

Residents who gamble were significantly more likely to have visited Primm in the past 12 months than those who do not gamble (13% vs. 6%).

* Excluding the 2 respondents – less than 1% – who identified themselves as residents of Primm.

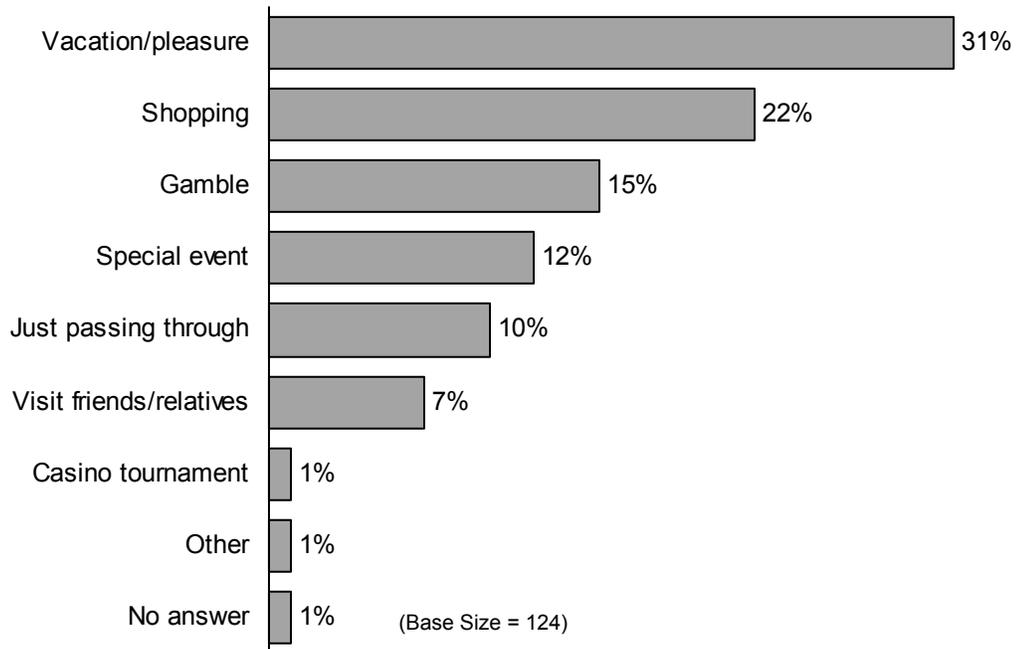
FIGURE 51
Number Of Times Visited Primm During The Past Year
(Among Those Who Took A Non-Business
Trip To Primm In The Past 12 Months)



We asked residents how many times they had visited Primm during the past year for purposes other than work or personal business (Figure 51). Twenty-seven percent (27%) said they had been once, 21% had been twice, 23% had been three or four times, and 21% visited five or more times. The average number of visits was 3.5.

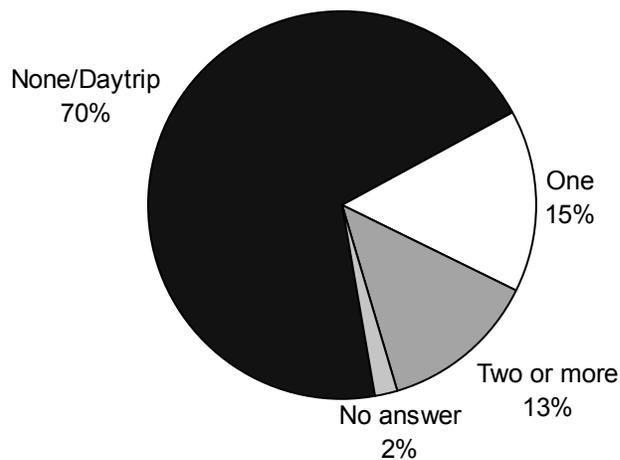
Men made on average more trips to Primm than women (4.1 vs. 2.7).

FIGURE 52
Primary Purpose Of Most Recent Trip To Primm
 (Among Those Who Took A Non-Business
 Trip To Primm In The Past 12 Months)



We asked residents who had taken a non-business trip to Primm in the past 12 months what was the primary purpose of their most recent trip to Primm (Figure 52). Thirty-one percent (31%) said they visited Primm primarily for vacation or pleasure, while 22% visited primarily to shop there. Fifteen percent (15%) said they visited Primm primarily to gamble, while 12% said they were attending a special event, 10% were just passing through, 7% were visiting friends or relatives, and 1% were attending a casino tournament.

FIGURE 53
Number Of Nights Stayed In Primm On Most Recent Trip
(Among Those Who Took A Non-Business
Trip To Primm In The Past 12 Months)

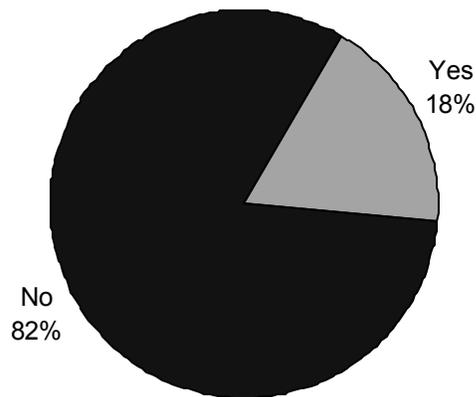


(Mean = 0.6)

(Base Size = 124)

Respondents were asked how many nights they stayed in Primm on their most recent non-business trip there in the past year. Seven in ten (70%) said they did not spend any nights in Primm, but 15% said they spent one night, and 13% spent two or more nights. The average number of nights stayed for all respondents was 0.6, while the average number of nights stayed excluding those on day trips was 2.1 (Figure 53).

FIGURE 54
Percentage Of Residents Who Have Taken
A Non-Business Trip To Boulder City During The Past Year
(Among Non-Residents Of Boulder City)



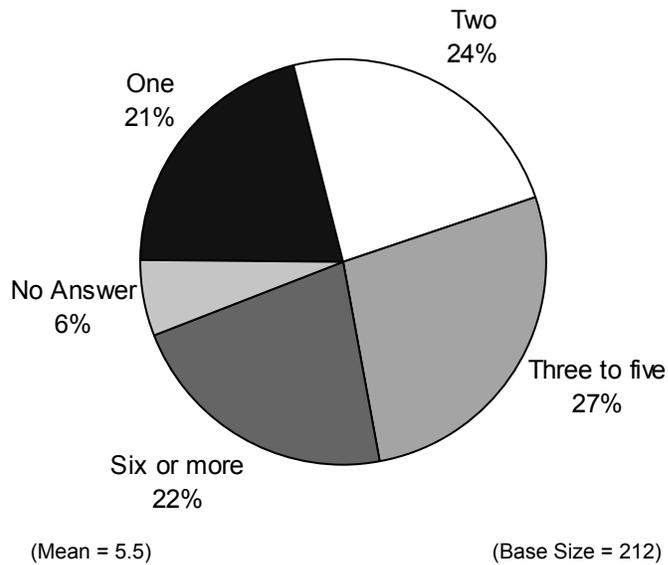
(Base Size = 1172)

We asked residents if they had taken a trip to Boulder City within the past 12 months for purposes other than work or personal business*. Eighteen percent (18%) said they had (Figure 54).

Residents who live in the Henderson area (29%) or elsewhere in the greater Las Vegas area (21%) were significantly more likely than those who live in Las Vegas (15%) to say they visited Boulder City in the past 12 months.

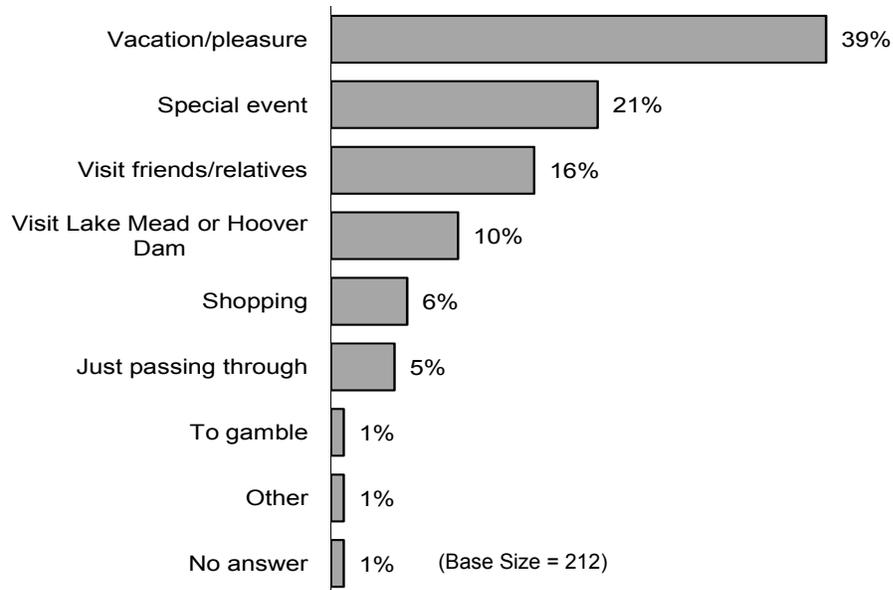
* Excluding the 28 respondents – 2% – who identified themselves as residents of Boulder City.

FIGURE 55
Number Of Times Visited Boulder City During The Past Year
(Among Those Who Took A Non-Business
Trip To Boulder City In The Past 12 Months)



We asked residents how many times they had visited Boulder City during the past year for purposes other than work or personal business (Figure 55). Twenty-one percent (21%) said they had been once, 24% had been twice, 27% had been three to five times, and 22% had been six or more times. The average number of visits to Boulder City in the past 12 months was 5.5.

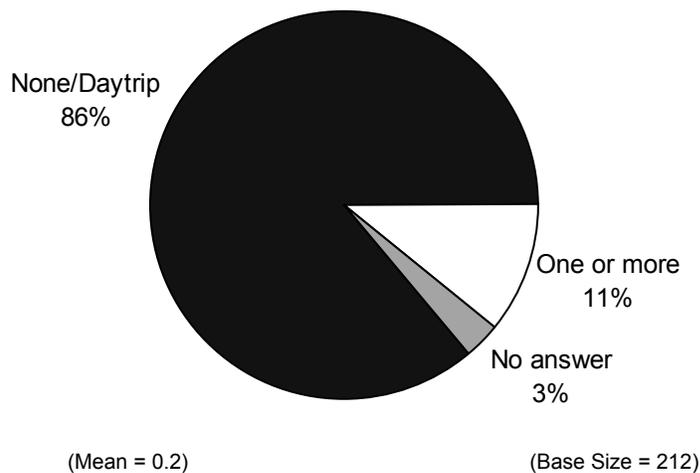
FIGURE 56
Primary Purpose Of Most Recent Trip To Boulder City
(Among Those Who Took A Non-Business
Trip To Boulder City In The Past 12 Months)



We asked residents who had taken a non-business trip to Boulder City in the past 12 months what was the primary purpose of their most recent trip there (Figure 56). Nearly four in ten (39%) said it was for vacation or pleasure, while 21% said they were attending a special event, 16% were visiting friends or relatives, 10% were visiting Lake Mead or Hoover Dam*, 6% were there primarily to shop, and 5% were just passing through (down from 10% in 2006), and 1% were visiting primarily to gamble.

* The 2008 study is the first year "visiting Lake Mead or Hoover Dam" was given a separate response category.

FIGURE 57
Number Of Nights Stayed In Boulder City On Most Recent Trip
(Among Those Who Took A Non-Business
Trip To Boulder City In The Past 12 Months)



Respondents were asked how many nights they stayed in Boulder City on their most recent non-business trip there in the past year (Figure 57). More than eight in ten (86%) said they did not spend any nights in Boulder City, but 11% said they spent one or more nights. The average number of nights stayed for all respondents was 0.2, while the average number of nights stayed excluding those on day trips was 2.0 (Figure 57).

APPENDIX

*Questionnaire With
Aggregate Results*

Respondent ID# _____

GENDER

MALE49%
 FEMALE.....51

**RESPONDENT ID NUMBERS
 SHOULD START WITH "001"
 AND END WITH "300"**

Time Started _____
 Time Ended _____
 Interview Length _____
 Interviewer _____
 Date _____
 Rep & page # _____

**SUPERVISOR:
MALE/FEMALE QUOTA**

**NO LESS THAN 48% MALE
 NO MORE THAN 52% FEMALE**

Hello. I'm _____ from GLS Research, a national marketing research firm. We are conducting a survey among Las Vegas area residents and would like to ask you a few questions about travel and leisure activities. All answers are kept strictly confidential.

1. We are supposed to interview people who are 21 years old or older. Are you 21 years old or older?

YES	ASK Q2
NO NOT SURE/DK DON'T KNOW/REFUSED	ASK TO SPEAK TO SOMEONE IN THE HOUSE- HOLD WHO IS 21 OR OLDER

2. Do you live year-round in Clark County, Nevada (that is, the Las Vegas area)?

YES	ASK Q3
NO	TERMINATE

3. What is your ZIP code, please?

890XX33%
 891XX67

**ALL ZIPS MUST BEGIN WITH
 890- OR 891-.**
**IF RESPONDENT GIVES A ZIP CODE THAT DOES
 NOT BEGIN WITH 890- OR 891-, TERMINATE.
 IF RESPONDENT IS NOT SURE OR REFUSES,
 TERMINATE.**

**NOT ALL PROPORTIONS MAY ADD TO 100% DUE TO ROUNDING
 OR BECAUSE MULTIPLE RESPONSES WERE PERMITTED**

7. About how many dinners do you eat out every month? **(FILL IN BLANKS.)**
6.54 MEAN (Including 0)
4.00 MEDIAN (Including 0)
7.09 MEAN (Excluding 0)
5.00 MEDIAN (Excluding 0)
8. Of the dinners you eat out, about what **PERCENTAGE** would you say you eat in hotel or motel restaurants? **(FILL IN BLANK. NUMBER CANNOT EXCEED 100.)** (N=1109)
23.52 MEAN (Including 0%)
5.00 MEDIAN (Including 0%)
35.64 MEAN (Excluding 0%)
25.00 MEDIAN (Excluding 0%)
9. Do you ever stay overnight in local hotels or motels in Las Vegas?

YES23%	ASK Q10
NO77	SKIP TO Q11
DON'T KNOW/REFUSED.....0	

10. How many times in the past 12 months have you stayed overnight in local hotels or motels in Las Vegas? (N=273)
- None..... 13%
 121
 225
 3 to 420
 5 or more times20
 Not sure/Refused 1
3.56 MEAN (Including 0)
2.00 MEDIAN (Including 0)
4.08 MEAN (Excluding 0)
2.00 MEDIAN (Excluding 0)

11. In the past 12 months have you attended any of the following sporting events?
- a. Las Vegas 51's baseball game..... 15%
 - b. Auto race at the Las Vegas Motor Speedway..... 15
 - c. University of Nevada Las Vegas football game..... 13
 - d. University of Nevada Las Vegas basketball game 15
 - f. Any other UNLV sporting event excluding football and basketball games7
 - e. A special sporting event held in Las Vegas such as a title boxing match, the National Finals Rodeo, a professional golf tournament, or the Las Vegas Bowl football game....21
 - g. Las Vegas Wranglers hockey game 11
12. Are you a resident of... **(READ LIST. RESPONDENT MAY SAY "NO" TO ALL BUT MAY ONLY SAY "YES" TO ONE.)**
- Mesquite.....2%
 - Laughlin..... 1
 - Jean..... * * - less than 1%
 - Primm *
 - Boulder City2
 - NONE OF THE ABOVE94
13. Within the past 12 months, have you taken a trip for purposes other than work or personal business to any of the following towns? **(MULTIPLE RESPONSES ALLOWED.)**

**SEE Q12!
IF RESPONDENT IS A RESIDENT OF THE TOWN, OMIT THAT TOWN'S NAME FROM THE LIST.**

- a. Mesquite 16% (N=1171)
- b. Laughlin 15 (N=1189)
- c. Jean (a town that is half way between Las Vegas and Primm) 4 (N=1197)
- d. Primm (a town adjacent to Interstate 15 on the Nevada-California border).. 10 (N=1198)
- e. Boulder City 18 (N=1172)
- f. NONE OF THE ABOVE 56

IF "NONE OF THE ABOVE" IN Q13, SKIP TO Q29 ON PAGE 6. (PROGRAMMER: NOTE THAT "NONE OF THE ABOVE" IS AN EXCLUSIVE CODE – NO OTHER CODE CAN BE CHOSEN IF IT IS CHOSEN.)

IF "YES" TO "MESQUITE" IN Q13A, ASK Q14 THROUGH Q16.

14. How many times have you visited Mesquite for purposes other than work or personal business in the past 12 months? (N=188)

3.28 MEAN
2.00 MEDIAN

15. Thinking of the LAST trip you took to Mesquite for purposes other than work or personal business — what was the PRIMARY purpose of that trip? (N=188)

VACATION/PLEASURE	48%
TO GAMBLE	6
VISIT FRIENDS/RELATIVES	10
TO ATTEND A SPECIAL EVENT (E.G., GOLF, RODEO, FESTIVAL, ETC.)	8
TO ATTEND/PARTICIPATE IN A CASINO TOURNAMENT	0
JUST PASSING THROUGH	12
TO PLAY GOLF	9
TO VISIT A SPA	4
SOME OTHER REASON	0
DON'T KNOW/REFUSED	3

16. Again, thinking of your last trip to Mesquite for purposes other than work or personal business — how many nights did you stay? (N=188)

1.33 MEAN (Including daytrips)
1.99 MEAN (Excluding daytrips)
2.00 MEDIAN (Including & excluding daytrips)

IF "YES" TO "LAUGHLIN" IN Q13B, ASK Q17 THROUGH Q19.

17. How many times have you visited Laughlin for purposes other than work or personal business in the past 12 months? (N=174)

2.55 MEAN
2.00 MEDIAN

18. Thinking of the LAST trip you took to Laughlin for purposes other than work or personal business — what was the PRIMARY purpose of that trip? (N=174)

VACATION/PLEASURE	59%
TO GAMBLE	13
VISIT FRIENDS/RELATIVES	11
TO ATTEND A SPECIAL EVENT (E.G., GOLF, RODEO, FESTIVAL, ETC.)	10
TO ATTEND/PARTICIPATE IN A CASINO TOURNAMENT	1
JUST PASSING THROUGH	3
WATER-BASED RECREATION (FOR EXAMPLE, JET SKIING, WATER SKIING, BOATING, ETC.)	3
SOME OTHER REASON	0
DON'T KNOW/REFUSED	0

19. Again, thinking of your last trip to Laughlin for purposes other than work or personal business — how many nights did you stay? (N=174)

1.84 MEAN (Including daytrips)
2.19 MEAN (Excluding daytrips)
2.00 MEDIAN (Including & excluding daytrips)

**IF "YES" TO "JEAN" IN Q13C,
ASK Q20 THROUGH Q22.**

20. How many times have you visited Jean for purposes other than work or personal business in the past 12 months? (N=46)

2.55 MEAN
1.50 MEDIAN

21. Thinking of the LAST trip you took to Jean for purposes other than work or personal business — what was the PRIMARY purpose of that trip? (N=46)

VACATION/PLEASURE41%
TO GAMBLE 15
VISIT FRIENDS/RELATIVES 13
TO ATTEND A SPECIAL
EVENT (E.G., GOLF, RODEO,
FESTIVAL, ETC.) 7
TO ATTEND/PARTICIPATE
IN A CASINO TOURNAMENT 0
JUST PASSING THROUGH 17
SOME OTHER REASON 0
DON'T KNOW/REFUSED 7

22. Again, thinking of your last trip to Jean for purposes other than work or personal business — how many nights did you stay? (N=46)

0.47 MEAN (Including daytrips)
0.00 MEDIAN (Including daytrips)
1.91 MEAN (Excluding daytrips)
1.00 MEDIAN (Excluding daytrips)

**IF "YES" TO "PRIMM" IN Q13D,
ASK Q23 THROUGH Q25.**

23. How many times have you visited Primm for purposes other than work or personal business in the past 12 months? (N=124)

3.46 MEAN
2.00 MEDIAN

24. Thinking of the LAST trip you took to Primm for purposes other than work or personal business — what was the PRIMARY purpose of that trip? (N=124)

VACATION/PLEASURE31%
TO GAMBLE 15
VISIT FRIENDS/RELATIVES 7
TO ATTEND A SPECIAL
EVENT (E.G., GOLF, RODEO,
FESTIVAL, ETC.) 12
TO ATTEND/PARTICIPATE
IN A CASINO TOURNAMENT 1
JUST PASSING THROUGH 10
SHOPPING 22
SOME OTHER REASON 1
DON'T KNOW/REFUSED 1

25. Again, thinking of your last trip to Primm for purposes other than work or personal business — how many nights did you stay? (N=124)

0.59 MEAN (Including daytrips)
0.00 MEDIAN (Including daytrips)
2.09 MEAN (Excluding daytrips)
1.00 MEDIAN (Excluding daytrips)

**IF "YES" TO "BOULDER CITY" IN Q13E,
ASK Q26 THROUGH Q28.**

26. How many times have you visited Boulder City for purposes other than work or personal business in the past 12 months? (N=212)

5.54 MEAN
3.00 MEDIAN

27. Thinking of the LAST trip you took to Boulder City for purposes other than work or personal business — what was the PRIMARY purpose of that trip? (N=212)

VACATION/PLEASURE	39%
TO GAMBLE	1
VISIT FRIENDS/RELATIVES	16
TO ATTEND A SPECIAL EVENT (E.G., GOLF, RODEO, FESTIVAL, ETC.)	21
TO ATTEND/PARTICIPATE IN A CASINO TOURNAMENT	0
JUST PASSING THROUGH	5
SHOPPING	6
TO VISIT LAKE MEAD OR HOOVER DAM	10
SOME OTHER REASON	1
DON'T KNOW/REFUSED	1

28. Again, thinking of your last trip to Boulder City for purposes other than work or personal business — how many nights did you stay? (N=212)

0.21 MEAN (Including daytrips)
0.00 MEDIAN (Including daytrips)
2.00 MEAN (Excluding daytrips)
1.00 MEDIAN (Excluding daytrips)

29. I'd like to ask you a few questions about legalized gambling. By *legalized gambling* I mean all games of chance, including bingo, sports book, slot machines, and video gambling games, as well as casino-type games. I'm interested in all the legalized gambling you may do, whether it's at a casino or at some other public location — for instance, a convenience store, restaurant, or gas station. **(INTERVIEWER: IF RESPONDENT ASKS IF GAMBLING INCLUDES PRIVATE CARD PARTIES IN PEOPLE'S HOMES WHERE BETTING OCCURS, SAY "NO.")**
First, do you gamble even occasionally?

YES	65%	SKIP TO Q31
NO	35	ASK Q30 THEN SKIP TO Q61 ON PAGE 11
DON'T KNOW/REFUSED	0	

30. People have many different reasons for choosing not to gamble. What is the PRIMARY reason you choose not to gamble? Any other reason? (ACCEPT UP TO 2 RESPONSES.) (N=416)

PRIMARY REASON:
No money/can't afford it.....46%
No interest/boring.....27
Poor odds/never win12
Religious/moral objections9
Fear addiction2
Don't like casinos/crowded/dirty1
Not sure/No answer2

COMBINED RESPONSES:
No money/can't afford it.....56%
No interest/boring.....40
Poor odds/never win18
Religious/moral objections14
Fear addiction5
Don't like casinos/crowded/dirty5
No 2nd response/No answer.....62

**SKIP TO Q61
ON PAGE 11**

31. Where do you do *MOST* of your gambling — on or near the "Strip," in Downtown Las Vegas, on the Boulder Strip, in the Green Valley area, in the Summerlin area, in North Las Vegas, in Henderson, at Lake Las Vegas, or elsewhere? (N=784)

ON OR NEAR THE STRIP .16%	SKIP TO Q33
DOWNTOWN.....5	ASK Q32, THEN SKIP TO Q34
BOULDER STRIP/ GREEN VALLEY.....19	ASK BOTH Q32 & Q33 *-less than 1%
SUMMERLIN AREA.....18	
NORTH LAS VEGAS13	
HENDERSON9	
LAKE LAS VEGAS.....0*	
ELSEWHERE.....15	
DON'T KNOW/REFUSED....4	

32. Is there any particular reason why you do not go to the Strip to gamble? (**ACCEPT ONE RESPONSE.**) (N=655)

- Too many tourists/too crowded.....36%
- Too far away/inconvenient.....21
- Heavy traffic/no parking12
- Worse odds/less winnings7
- Smaller/local gaming more appealing.....5
- Don't gamble much/not a gambler.....5
- Work on the Strip/don't want to go there ...4
- Just don't like it (non-specific).....5
- Not sure/Refused6

33. Is there any particular reason why you do not go to Downtown Las Vegas to gamble? (**ACCEPT ONE RESPONSE.**) (N=747)

- Too far away/inconvenient.....32%
- High crime/scary area12
- Too many tourists/too crowded.....10
- I just don't like it (non-specific).....10
- Heavy traffic/no parking6
- Don't gamble much/not a gambler.....5
- Prefer bigger/flashy gaming4
- Worse odds/less winnings3
- Work Downtown/don't want to go there2
- Not sure/Refused17

34. About how often do you gamble? Would you say it is... (**READ LIST. CIRCLE NUMBER AT FIRST "YES" RESPONSE.**) (N=784)

More than 5 times a week6%	ASK Q35
About twice a week 21	SKIP TO Q36
About once a week 17	
About twice a month 20	SKIP TO Q37
About once a month..... 11	
About 4 times a year 14	SKIP TO Q38
About twice a year 6	
Once a year or less..... 4	
DK/REFUSED..... 0	SKIP TO Q39

35. On average, about how much money do you personally budget on gambling per *DAY*. (**DO NOT ACCEPT A BUDGET AMOUNT OF ZERO DOLLARS.**) (N=49)

\$90.32 MEAN
\$67.50 MEDIAN
\$300.00 MAXIMUM

SKIP TO Q39

36. On average, about how much money do you personally budget on gambling per *WEEK*. (**DO NOT ACCEPT A BUDGET AMOUNT OF ZERO DOLLARS.**) (N=299)

\$97.46 MEAN
\$54.50 MEDIAN
\$1,000.00 MAXIMUM

SKIP TO Q39

37. On average, about how much money do you personally budget on gambling per *MONTH*. (**DO NOT ACCEPT A BUDGET AMOUNT OF ZERO DOLLARS.**) (N=249)

\$118.23 MEAN
\$50.00 MEDIAN
\$1,500.00 MAXIMUM

SKIP TO Q39

38. On average, about how much money do you personally budget on gambling per YEAR. (DO NOT ACCEPT A BUDGET AMOUNT OF ZERO DOLLARS.) (N=185)

\$145.65 MEAN
\$100.00 MEDIAN
\$2,000.00 MAXIMUM

39. Which type of gambling game do you play MOST OFTEN. (DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.) (N=784)

SLOT MACHINES.....39%	ASK Q40
VIDEO POKER31	
OTHER VIDEO MACHINES (21, KENO, ETC.).....2	SKIP TO Q45
BACCARAT.....0	SKIP TO Q43
BIG 60	
BINGO.....4	SKIP TO Q45
BLACKJACK8	SKIP TO Q43
CRAPS2	
KENO3	SKIP TO Q45
POKER.....7	
RACE/SPORTSBOOK.....2	SKIP TO Q43
ROULETTE1	
OTHER.....2	SKIP TO Q45
DON'T KNOW/REFUSED.....1	

40. Which denomination machine do you play MOST OFTEN. (DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.) (N=549)

PENNY 23%
NICKEL.....22
DIME.....1
QUARTER.....43
HALF DOLLAR.....1
DOLLAR7
FIVE DOLLARS.....0
25 DOLLARS.....0
OTHER1
DK/REFUSED2

CONTINUE WITH Q41

41. On the average, how many coins/credits do you usually bet for each play on a machine? (INTERVIEWER: IF RESPONDENT SAYS "MAXIMUM," ASK: "How many would that be on the average?") (WRITE NUMBER IN BLANKS BELOW. ALLOW UP TO 500 AS THE TOP MAXIMUM.) (N=549)

15.52 MEAN
5.00 MEDIAN
375 MAXIMUM

CONTINUE WITH Q42

42. Do you USUALLY play the "progressive" machines — that is, the machines where the jackpot increases until someone wins it? (N=549)

YES.....33%
NO63
DK/REFUSED.....4

SKIP TO Q45

43. What table minimum do you play MOST OFTEN. (DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.) (N=83)

\$1.00 or less.....11%
\$2.00 to \$3.008
\$5.0039
More than \$5.0041
OTHER.....2

CONTINUE WITH Q44

44. What is your average bet? (WRITE AMOUNT IN BLANKS BELOW.) (N=83)

\$15.70 MEAN
\$10.00 MEDIAN
\$100.00 MAXIMUM

45. The following questions are about gambling in the greater Las Vegas area. By "greater Las Vegas area" we mean the City of Las Vegas, its immediate suburbs, North Las Vegas, Boulder Highway, and Henderson. The "greater Las Vegas area" does *not* include outlying areas like Jean, Mesquite, Searchlight, or Laughlin.

Do you ever go to a casino in the greater Las Vegas area to gamble? (N=784)

YES 69%	ASK Q46
NO 30	SKIP TO Q53
DON'T KNOW/REFUSED..... 1	

46. About how often do you go to a casino in the greater Las Vegas area to gamble? Would you say it is...

More than 5 times a week 4% (N=539)

About twice a week 16

About once a week 17

About twice a month 19

About once a month 13

About four times a year 15

About twice a year 10

Once a year or less 5

DON'T KNOW/REFUSED 1

47. What is the name of the casino where do you do MOST of your gambling? (N=539)

BOULDER STRIP/GREEN VALLEY25%

STRIP CORRIDOR/OFF-STRIP 18

NORTH LAS VEGAS 17

SUMMERLIN..... 12

HENDERSON 12

DOWNTOWN..... 4

OTHER..... 5

CAN'T NAME JUST ONE 5

DON'T KNOW/REFUSED..... 2

48. Which of the following categories best describes your betting habits in the casinos? Are you a... **(READ LIST.)** (N=539)

Very light bettor (1)..... 27%

Light bettor (2) 43

Moderate bettor (3)..... 23

Somewhat heavy bettor (4) 3

Heavy bettor (5)..... 2

DON'T KNOW/REFUSED 2

2.04 MEAN

49. Do you maintain casino credit? (N=539)

YES 28%

NO 70

DON'T KNOW/REFUSED 2

50. Are you a member of a casino slot club or players club? (N=539)

YES 77%

NO 23

PROGRAMMER!
NOTE THAT Q51 FROM THE 2006 QUESTIONNAIRE HAS BEEN DELETED

51. When you go to a casino to gamble, do you also usually eat at a restaurant in the casino property or at a restaurant located elsewhere? (N=539)

CASINO RESTAURANT74%	ASK Q52
RESTAURANT OUTSIDE THE CASINO 15	
DON'T EAT OUT (VOLUNTEERED).....8	SKIP TO Q53
DON'T KNOW/REFUSED.....3	

52. When you go to a casino to gamble, what type of restaurant do you usually eat in? Is it a... **(READ LIST. IF RESPONDENT GIVES THE NAME OF A RESTAURANT, PROBE:)** What TYPE of restaurant is that? **(RECORD BOTH NAME AND TYPE OF RESTAURANT UNDER "OTHER".)** (N=477)

Fast food restaurant4%

Buffet in a hotel, motel, or casino 39

Coffee shop in a hotel, motel, or casino 18

Coffee shop outside a hotel, motel, or casino 1

Gourmet restaurant 16

Pub 2

Sushi restaurant 1

Casual, sit-down, chain restaurant (like TGI Friday's, Ruby Tuesday's, Chili's, etc.) 15

OTHER..... 1

DON'T KNOW/REFUSED 3

53. Do you ever gamble in a convenience store, grocery store, or gas station in the greater Las Vegas area? (N=784)

YES 21%	ASK Q54
NO 79	SKIP TO Q55
DON'T KNOW/REFUSED..... 0	

54. About how often do you gamble in a convenience store, grocery store, or gas station in the greater Las Vegas area? Would you say it is... (N=164)

- More than 5 times a week 6%
- About twice a week 16
- About once a week..... 14
- About twice a month..... 13
- About once a month 20
- About four times a year 12
- About twice a year 13
- Once a year or less 6
- DON'T KNOW/REFUSED 1

55. Do you ever gamble in a local bar or restaurant in the greater Las Vegas area? (N=784)

YES 26%	ASK Q56
NO 74	SKIP TO Q57
DON'T KNOW/REFUSED..... 0	

56. About how often do you gamble in a local bar or restaurant in the greater Las Vegas area? Would you say it is... (N=205)

- More than 5 times a week4%
- About twice a week9
- About once a week..... 13
- About twice a month..... 13
- About once a month 18
- About four times a year21
- About twice a year 13
- Once a year or less9
- DON'T KNOW/REFUSED0

57. Do you ever gamble in Clark County OUTSIDE the greater Las Vegas area? (N=784)

YES 23%	ASK Q58
NO 76	SKIP TO Q60
DON'T KNOW/REFUSED 1	

58. About how often do you gamble outside the greater Las Vegas area? Would you say it is... (N=176)

- More than 5 times a week2%
- About twice a week7
- About once a week.....9
- About twice a month.....7
- About once a month13
- About four times a year18
- About twice a year22
- Once a year or less20
- DON'T KNOW/REFUSED3

59. When you gamble outside the greater Las Vegas area, in which town or community do you gamble MOST OFTEN? (ACCEPT ONLY ONE RESPONSE.) (N=176)

- JEAN.....5%
- MESQUITE32
- LAUGHLIN.....23
- PRIMM (STATE LINE)..... 13
- HENDERSON..... 1
- MORE THAN ONE PLACE MOST OFTEN 14
- DON'T KNOW/REFUSED 13

60. Do you gamble only when you have out-of-town visitors or do you gamble at other times as well?

- ONLY WHEN HAVE OUT-OF-TOWN VISITORS ... 16% (N=784)
- OTHER TIMES..... 78
- BOTH (VOL.)..... 5
- DON'T KNOW/REFUSED 1

61. **(ASK OF ALL RESPONDENTS:)**
Do you ever go to any of the shows which the casinos offer? This would include lounge acts as well as showrooms.

YES 63%	ASK Q62
NO 37	SKIP TO Q64
DON'T KNOW/REFUSED 0	

62. About how often do you go to a casino show? Would you say it is... **(READ LIST. CIRCLE NUMBER AT FIRST "YES" RESPONSE.)** (N=760)

- Twice a week or more 1%
- About once a week 2
- About twice a month 4
- About once a month 13
- About four times a year 27
- About twice a year 28
- Once a year or less 24
- DON'T KNOW/REFUSED 1

63. Which of the following kinds of shows have you been to? **(READ FIRST 6 RESPONSES IN LIST. ACCEPT MULTIPLE RESPONSES.)**

(N=760)

	Q63		
	YES	NO	NA
a. Headliner shows (big-name stars).....	71%	28%	0%
b. Large-scale Las Vegas style shows (e.g., Mystère!, Jubilee, O!, Blue Man Group, etc.).....	70	30	0
e. Comedy or improv shows	50	50	0
f. Broadway style shows (e.g., Mama Mia, Spamalot, Jersey Boys, Phantom of the Opera).....	55	45	0
c. Other small-scale shows or musical revues	49	51	0
d. Lounge acts (local bands)	43	57	0
NONE OF THE ABOVE	2	98	
NOT SURE/DON'T KNOW	0	100	DO NOT READ
REFUSED/NO ANSWER	0	100	

64. Which of the following other leisure activities have you done at a casino-hotel within the past 12 months?
- | | YES | NO |
|--|-----|-----|
| a. Watched a movie | 63 | 37% |
| b. Visited a nightclub..... | 22 | 78 |
| c. Attended a slot or other type of gaming tournament..... | 9 | 91 |
| d. Went shopping..... | 41 | 59 |
| e. Visited a spa | 13 | 87 |
| f. Went bowling | 33 | 67 |
| g. Went to a bar | 37 | 63 |
| h. Went to a barber shop or hair salon | 12 | 88 |
| i. OTHER (NET)..... | 15 | 85 |
| Entertainment/Shows | 10 | |
| Restaurants | 6 | |
| Swimming | 3 | |
| Sightseeing..... | 2 | |
| Convention/Conference..... | 2 | |
| Amusement Parks | 2 | |

64a. What is the name of the hotel-casino that you go to MOST OFTEN for leisure or entertainment OTHER THAN GAMBLING?

- | | |
|----------------------------------|-----|
| STRIP CORRIDOR/OFF-STRIP | 31% |
| BOULDER STRIP/GREEN VALLEY | 17 |
| NORTH LAS VEGAS | 15 |
| SUMMERLIN..... | 11 |
| HENDERSON | 7 |
| DOWNTOWN..... | 1 |
| OTHER..... | 1 |
| CAN'T NAME JUST ONE | 3 |
| NONE..... | 10 |
| DON'T KNOW/REFUSED..... | 5 |

65. Have you ever been to the Fremont Street Experience located in Downtown Las Vegas?

YES	86%	ASK Q66
NO	14	SKIP TO Q68
DON'T KNOW/REFUSED.....	0	

66. How many times have you been to the Fremont Street Experience in the past 12 months? (N=1026)
- | | |
|--------------------------|-----|
| None..... | 37% |
| 1 | 23 |
| 2 | 16 |
| 3 to 5 | 14 |
| 6 to 10 | 5 |
| More than 10..... | 4 |
| Not sure/No answer | 1 |
- 2.39 MEAN (Including 0)
1.00 MEDIAN (Including 0)
3.82 MEAN (Excluding 0)
2.00 MEDIAN (Excluding 0)

IF THE RESPONDENT HAS NOT BEEN TO THE FREMONT STREET EXPERIENCE DURING THE PAST YEAR, RECORD "0" IN THE BLANK ABOVE AND SKIP TO Q68

67. During any of your visits to the Fremont Street Experience in the past 12 months, did you... (N=635)
- | | |
|--|-----|
| a. See the light show?..... | 87% |
| b. Gamble?..... | 40 |
| c. Purchase something at a retail location? | 34 |
| d. See some type of entertainment at a lounge or showroom? | 20 |
| e. Eat at a restaurant? | 62 |
| f. See live street performers?..... | 65 |
| g. Attend a special event?..... | 28 |
68. Have you attended any of the "First Friday" events in the emerging arts district around Charleston Boulevard and Main Street in the past 12 months?
- | | |
|-----------|-----|
| YES | 10% |
| NO | 90 |
69. How many flights have you made out of McCarran International Airport (the Las Vegas airport) during the past 12 months?
- | | |
|--------------------------|-----|
| None..... | 35% |
| 1 to 2 | 28 |
| 3 to 5 | 19 |
| Over 5 flights..... | 17 |
| Not sure/No answer | 1 |
- 3.64 MEAN (Including None)
2.00 MEDIAN (Including None)
5.65 MEAN (Excluding None)
3.00 MEDIAN (Excluding None)

70. Over the past year, have you used the public bus system to travel in the Las Vegas area?

YES11%	ASK Q71
NO89	SKIP TO Q72
DON'T KNOW/REFUSED.....0	

71. Generally, were you satisfied with the public bus service provided? (N=132)

YES83%
NO15
DON'T KNOW/REFUSED.....2

72. Over the past year, have you used the Las Vegas Monorail to travel in the Las Vegas Strip area?

YES9%	ASK Q73
NO91	SKIP TO Q74
DON'T KNOW/REFUSED0	

73. Generally, were you satisfied with the service provided by the Las Vegas Monorail? (N=108)

YES90%
NO7
NOT SURE/NA.....3

Now I'd like to ask you some questions just for classification purposes. As I mentioned before, all your answers will be kept strictly confidential.

74. What is your employment situation? Are you... **(READ LIST.)**

Employed full time.....40%	ASK Q75 & Q76
Employed part time6	
Self-employed8	
Not employed for pay.....9	SKIP TO Q78 ON PAGE 14
Retired.....34	
Student.....1	
DON'T KNOW/REFUSED.....2	

75. What kind of work do you do?

76. What industry is that in?

(PROBE FOR JOB TITLE AND/OR LISTEN CAREFULLY TO JOB DESCRIPTION AND THE KIND OF COMPANY WORKED FOR. FILL IN THE BLANKS BELOW.)

JOB DESCRIPTION/TITLE

(N=654)

PROFESSIONAL/TECHNICAL 23%
MANAGERS/OFFICIALS/PROPRIETORS 12
SALES/CLERICAL WORKERS 19
CRAFT WORKERS/FOREMEN 6
SERVICE WORKERS/OPERATORS 31
LABORERS/AGRICULTURAL WORKERS..... 8
OTHER..... 0
DON'T KNOW/REFUSED..... 1

INDUSTRY

(N=654)

MINING2%
CONSTRUCTION7
MANUFACTURING.....5
TRANSPORTATION, COMMUNICATIONS, ELECTRIC, GAS, & SANITARY4
WHOLESALE TRADE.....8
RETAIL TRADE.....9
FINANCE, INSURANCE, & REAL ESTATE9
SERVICES36
AGRICULTURE/FORESTRY0
PUBLIC ADMINISTRATION13
OTHER.....0
DON'T KNOW/REFUSED6

INTERVIEWER: IF IT IS COMPLETELY CLEAR FROM THE PREVIOUS QUESTION THAT THE RESPONDENT WORKS FOR A CASINO OR CASINO/HOTEL, CIRCLE "1" ["YES"] IN THE NEXT QUESTION AND CONTINUE. OTHERWISE, ASK THE NEXT QUESTION.

77. Do you work for any of the casinos or casino/hotels in Las Vegas? (N=654)

YES..... 12%
NO..... 88
DON'T KNOW/REFUSED 1

78. What year did you move to Clark County, or were you born here? (IF "BORN HERE" ASK:) In what year were you born? (RECORD YEAR AND CIRCLE APPROPRIATE CATEGORY BELOW.)

1990 MEAN
1994 MEDIAN

BORN HERE 5%
1960 OR BEFORE 4
1961 TO 1965 3
1966 TO 1970 4
1971 TO 1975 5
1976 TO 1980 7
1981 TO 1985 6
1986 TO 1990 10
1991 TO 1995 13
1996 TO 2000 17
2001 TO 2005 18
2006 TO PRESENT 6
DON'T KNOW/REFUSED 4

79. What was the last grade or year of school that you completed? (DO NOT READ LIST.)

GRADE SCHOOL OR SOME HIGH SCHOOL 3%
HIGH SCHOOL DIPLOMA (FINISHED GRADE 12)..... 26
SOME COLLEGE (INCLUDES JUNIOR/COMMUNITY COLLEGE — NO BACHELOR'S DEGREE) 25
GRADUATED COLLEGE 24
GRADUATE SCHOOL (MASTER'S OR PH.D.) 18
TECHNICAL, VOCATIONAL OR TRADE SCHOOL 3
DON'T KNOW/REFUSED 1

80. What is your current marital status? Are you... (READ LIST)

Single 19%
Married 57
Separated or divorced 12
Widowed 10
DON'T KNOW/REFUSED 1

81. Do you have any children of your own living at home with you who are... (READ LIST.)

Less than 13 years old 21%
13-18 years old 12
More than 18 years old 14

82. Most people think of themselves as belonging to a particular ethnic or racial group. What ethnic or racial group are you a member of? (ASK ONLY IF NECESSARY: Are you white, Black or African American, Asian or Asian American, Hispanic or Latino — or of some other ethnic or racial background?)

WHITE 77%
BLACK/AFRICAN AMERICAN 7
ASIAN/ASIAN AMERICAN 3
HISPANIC/LATINO 5
NATIVE AMERICAN 1
MIXED RACE (VOL.) 2
OTHER 0
NOT SURE/NA 5

EDITORS!

ALL EUROPEAN AND MIDDLE EASTERN NATIONALITIES (FOR EXAMPLE, IRISH, ITALIAN, JEWISH, ARAB, ARMENIAN, TURKISH, ETC.) SHOULD BE CLASSIFIED AS "WHITE". ALL PACIFIC ISLANDERS (PHILIPPINES, HAWAII, SAMOA, FIJI, ETC.) SHOULD BE CLASSIFIED AS "ASIAN". THE "OTHER" CATEGORY SHOULD INCLUDE ONLY THOSE OF MIXED RACE (FOR EXAMPLE, BLACK AND HISPANIC, ASIAN AND BLACK, ETC.).

83. What is your age, please? **(RECORD IT EXACTLY AND CIRCLE APPROPRIATE CATEGORY BELOW.)**

AGE: _____

53.97 MEAN
55.00 MEDIAN

(IF RESPONDENT REFUSES TO STATE AGE, ASK:)

Which of the following categories does your age fall into? **(READ LIST.)**

21 to 24.....	2%
25 to 29.....	5
30 to 34.....	5
35 to 39.....	8
40 to 44.....	7
45 to 49.....	9
50 to 54.....	11
55 to 59.....	10
60 to 64.....	12
65 and older	27
DON'T KNOW/REFUSED	3

84. Please tell me which one of the following categories includes your total household income before taxes last year. Include your own income and that of any member of your immediate household who is living with you. Was it... **(READ LIST.)**

Less than \$20,000.....	5%
\$20,000 to \$29,999	7
\$30,000 to \$39,999	7
\$40,000 to \$49,999	7
\$50,000 to \$59,999	7
\$60,000 to \$69,999	6
\$70,000 to \$79,999	6
\$80,000 to \$89,999	4
\$90,000 to \$99,999	3
\$100,000 to \$109,999	5
\$110,000 to \$119,999	3
\$120,000 to \$129,999	1
\$130,000 to \$139,999	1
\$140,000 to \$149,999	1
\$150,000 or more	7
DON'T KNOW/REFUSED	31