

CLARK COUNTY
RESIDENTS STUDY
2010



LAS VEGAS CONVENTION
AND **VISITORS AUTHORITY**

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LAS VEGAS CONVENTION & VISITORS AUTHORITY

***2010 Clark County
Residents Study***

ACKNOWLEDGMENTS

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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 2010 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 2010.

The questionnaire used for the 2010 Clark County Residents Study was similar in scope and content to the 2008 questionnaire. However, there were some differences in the questions contained in the two versions of the survey. Specifically, the following alterations were made to the 2010 survey instrument:

- Two new questions were added asking respondents if they were aware of the Internet website “stayandplayhere.com”, and if so whether they have visited that website.

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 2010 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 2010 study and highlights results which are significantly different from the 2008 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 19%) among all activities in which residents said they participated. Only movies were mentioned by a larger percentage of residents (20%). Gaming was tied for second among activities done "most often" (8%, along with movies) and came in first among "favorite" activities (8%).
- Sixty-two percent (62%) of Clark County residents said they gamble at least occasionally.
- Of those who gamble, 46% do so at least once a week.
- Sixty-four percent (64%) of gamblers 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 45% saying they budget \$50 or more per day.
- Slot machines continue to be the most popular game (36%), followed by video poker (33%).
- Thirty-eight percent (38%) of those who play video poker or slot machines play the quarter machines most often, while 29% play the penny machines most often (up from 23% in 2008), 21% play the nickel machines most often, and 12% preferred other denominations.
- Thirty-one percent (31%) of slot and video machine players said they play "progressive" machines.

- Fifty-seven percent (57%) of table game players said they played a minimum of \$5.00 (up from 39% in 2008), while 25% said they played a minimum of over \$5.00 (down from 41%), 8% said \$2.00 to \$3.00, and 6% said \$1.00 or less.
- Among those who play table games most often, 27% said their average bet was more than \$10, while another 27% said it was \$6 to \$10, 24% said \$5, and 10% said \$4 or less. Thirteen percent (13%) declined to give an answer. The *average* (mean) bet was \$14.24.
- Among residents who gamble, 19% said they gamble most often in the Boulder Strip/Green Valley area, 15% each said the Summerlin area, North Las Vegas, and the Strip Corridor, 12% in Henderson, 4% Downtown, and 17% elsewhere (including less than 1% who mentioned Lake Las Vegas).
- Among those who do not gamble most often on the Strip Corridor, more than four in ten (44%) said it was because of crowds, tourists, traffic, or difficulty finding parking, while nearly one-quarter (23%) said other places were closer or more convenient for them, 9% 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 3% said they just don't like the Strip.
- Among those who do not gamble most often Downtown, 28% said it was because other places were closer or more convenient for them, 18% cited crowds, tourists, too much traffic, or difficulty finding parking in the Downtown area, 10% said they preferred another area that had bigger or flashier gaming venues or better odds of winning (up from 7% in 2008), 9% said they felt Downtown was a bad environment or cited safety concerns, and 5% said they just don't like the Downtown area in general (down from 10%).
- Fourteen percent (14%) of residents who gamble said they do so only when they have out-of-town visitors, but the vast majority (79%) 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). Seventy-two percent (72%) said they did gamble in a Las Vegas area casino, and 72% of residents who gamble at local

area casinos said they did so at least once a month, with 40% 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 23% mentioned a location in North Las Vegas (up from 17% in 2008), 11% mentioned a casino in the Summerlin area, another 11% mentioned a casino in Henderson, 10% mentioned a casino on the Strip (down from 18%), 4% mentioned a casino located Downtown, and 8% mentioned casinos in other locations (up from 5%). Seven percent (7%) said they couldn't name just a single casino they gamble at most often, while 1% gave no answer at all.
- The vast majority of casino gamers (86%) said they gamble most often in a hotel casino.
- More than seven in ten (72%) casino gamers considered themselves to be either very light or light bettors. Twenty-two percent (22%) considered themselves to be moderate bettors and only 5% considered themselves to be heavy or somewhat heavy bettors.
- Twenty-nine percent (29%) of residents who gamble in casinos maintain casino credit.
- More than four-fifths (82%) of residents who gamble say they are a member of a casino slot club or players' club (up from 77% in 2008).

Gaming Outside Casinos

- Sixteen percent (16%) of Clark County residents who gamble said they gambled at least occasionally in convenience stores, grocery stores, or gas stations (down from 21% in 2008). Among those who do, 28% said they gamble at these locations once a week or more, and 38% said they do so once or twice a month. Thirty-four percent (34%) gamble at these locations less than once a month.
- One quarter (24%) of residents who gamble said they gambled in local bars or restaurants at least occasionally. Among those who do, 20% said they do so once a week or more, 38% said once or twice a month, and 41% said less than once per month.
- Twenty-two percent (22%) of Clark County gamers said they have gambled outside the greater Las Vegas area. Of those who gamble

outside Las Vegas, 77% said they do so less than once a month (up from 60% in 2008), 13% said once or twice a month, and 7% said once a week or more (down from 17%).

Restaurants

- Clark County residents average 6.5 dinners eaten out during a typical month. An average of 23.2% of these dinners are eaten in hotel or motel restaurants.
- More than seven in ten (72%) 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 (19%) said they eat at a coffee shop in a hotel, motel, or casino. Nineteen percent (19%) said they usually dine at a casual sit-down chain restaurant, 9% said they usually eat at a gourmet restaurant (down from 16% in 2008), while 10% 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, 16% go once a month or more (down from 20% in 2008), while 26% said they go four times a year, 31% said they go twice a year, and 26% said they go once a year or less.
- Seventy-four percent (74%) have been to a headliner show, 72% to a large-scale Las Vegas style show, 58% to a Broadway style show, 52% to a comedy show, 51% to a small scale revue, and 41% to a lounge act.
- In the past year, 65% of residents said they watched a movie at a casino-hotel, while 36% said they went shopping (down from 41% in 2008), another 36% said they had gone to a bar, 29% went bowling, and 20% visited a nightclub. Smaller numbers said they went to a barber or hair salon (13%), visited a spa (12%), or attended a gaming tournament (10%).

- We asked residents for the location of the casino they go to most often for leisure or entertainment other than gambling. Twenty percent (20%) mentioned a casino on the Strip Corridor (down from 31% in 2008), 18% mentioned a location on the Boulder Strip or in the Green Valley area, 15% said North Las Vegas, 12% Summerlin, 8% Henderson, 2% Downtown, and 10% either mentioned other locations (3%, up from 1% in 2008) or said they could not choose just one location (7%, up from 2%). One in nine (11%) 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-nine percent (39%) said they had not flown from McCarran during the past year (up from 35% in 2008), while 14% said they had flown once, 13% twice, 19% three to five times, and 15% more than five times. The average (mean) number of flights was 3.4.
- 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, 86% said they were satisfied with the service provided.
- Seven percent (7%) of Clark County residents have used the Las Vegas Monorail to travel in the Las Vegas Strip area (down from 9% in 2008). Of these respondents, 91% said they were satisfied with the service provided.

Fremont Street Experience and "First Friday" Visitation

- Eighty-eight percent (88%) residents said they have been to the Fremont Street Experience in Downtown Las Vegas (up from 86% in 2008). Among those who have visited, 38% said they did not go at all in the past 12 months, 22% said they had been once, 15% twice, 13% three to five times, and 10% 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 (70%), and dining at a restaurant (59%). Thirty-eight percent (38%) said they gambled while at the Fremont Street Experience, 32% purchased something at a retail location, 26% attended

a special event, and 22% 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 8% said they had.

Visitation To Other Clark County Destinations

- Fifteen percent (15%) of residents who do not live in Mesquite 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 2.9.

Forty-four percent (44%) of those who visited Mesquite said it was for vacation or pleasure. Twelve percent (12%) said they were visiting friends or relatives, 11% came to play golf, 10% were just passing through, another 10% were attending a special event, 5% came primarily to gamble, 2% came to visit a spa, and 1% were attending a casino tournament.

The average number of nights stayed in Mesquite in the past year was 1.3 for all visitors, and 1.9 excluding those on day trips.

- Fifteen percent (15%) of residents who do not live in Laughlin 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.

More than one-half (52%) 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 attending a special event, 11% said they were visiting Laughlin primarily to gamble, another 11% were visiting friends or relatives, 4% were visiting for water-based recreation, and another 4% said they were just passing through.

The average number of nights stayed in Laughlin in the past year was 2.0 for all visitors and 2.4 excluding those on day trips.

- Four percent (4%) of residents who do not live in Jean 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 3.2.

Thirty-four percent (34%) of those who traveled to Jean in the past year said it was for vacation or pleasure, while 26% said they were just passing through. Relatively smaller numbers of visitors to Jean said they were visiting primarily to gamble (11%), attending a special event (9%), or visiting friends or relatives (6%).

Nearly eight in ten (79%) 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 0.2. Looking only at those who stayed overnight (i.e., excluding day trippers), the average number of nights stayed was 1.5.

- Twelve percent (12%) of residents who do not live in Primm 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 3.3.

Twenty-seven percent (27%) said they visited Primm primarily to attend a special event (up significantly from 12% in 2008), while 22% visited primarily to shop there, and 19% visited for vacation or pleasure (down from 31% in 2008). Twelve percent (12%) said they visited Primm primarily to gamble, while 8% said they were just passing through and another 8% were visiting friends or relatives.

Seven in ten (70%) said they did not spend any nights in Primm, but 17% said they spent one night, and 12% spent two or more nights. The average number of nights stayed for all respondents was 0.5, while the average number of nights stayed excluding those on day trips was 1.6.

- Twenty-one percent (21%) of residents who do not live in Boulder City 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 4.6.

Three in ten (30%) said they were visiting Boulder City for vacation or pleasure (down from 39% in 2008), while 24% said they were attending a special event, 15% were visiting friends or relatives, 10% were visiting Lake Mead or Hoover Dam, 7% were there primarily to shop, 5% were just passing through, and 1% were visiting primarily to gamble.

Nine in ten (90%) 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 0.1, while the average number of nights stayed excluding those on day trips was 1.6.

Sporting Events Attended

- Residents were asked which of several sporting events they had attended in the past 12 months:
 - A University of Nevada Las Vegas basketball game (17%).
 - A Las Vegas 51's baseball game (16%).
 - An auto race at the Las Vegas Motor Speedway (14%).
 - A University of Nevada Las Vegas football game (13%).
 - A Las Vegas Wranglers hockey game (10%).
 - Any other UNLV sporting event excluding football and basketball games (5%).

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 19%) among all activities mentioned. Gambling tied for second among activities done the most often (8%), and came in first among favorite activities (8%).

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 60 years old (14%).
- Those who are retired (26%) compared to those who are employed (14%).
- Respondents with no children living at home (22%) compared to those with children at home (9%).
- Respondents who have been Clark County residents since 1996 (25%) compared to those who have been residents longer (15%).

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%	8%	6%
Gambling	19	8	8
Eating out	18	9	6
Hiking	15	5	6
Shows	14	3	5
Golf	12	6	7
Community activities	7	4	4
Working out	7	5	3
Camping	7	2	3
Shopping	7	3	3
Visiting friends or relatives	7	3	3
Swimming	6	3	2
Sightseeing	6	2	2
Bowling	6	2	2
Fishing	6	2	2
Boating	5	1	2
Cycling	4	1	1
Sporting events	4	2	2
Picnics	4	1	1
Baseball	3	1	1
Basketball	3	1	1
Nightclubbing	3	1	2
Snow skiing	2	1	1
Bingo	2	0	0
Hunting	2	1	1
Football	2	1	1
Tennis	2	0	1
Water skiing	1	0	0
Horseback riding	1	0	1
Other	19	11	10
Not sure/no answer	9	13	14

* Residents volunteered up to five activities.

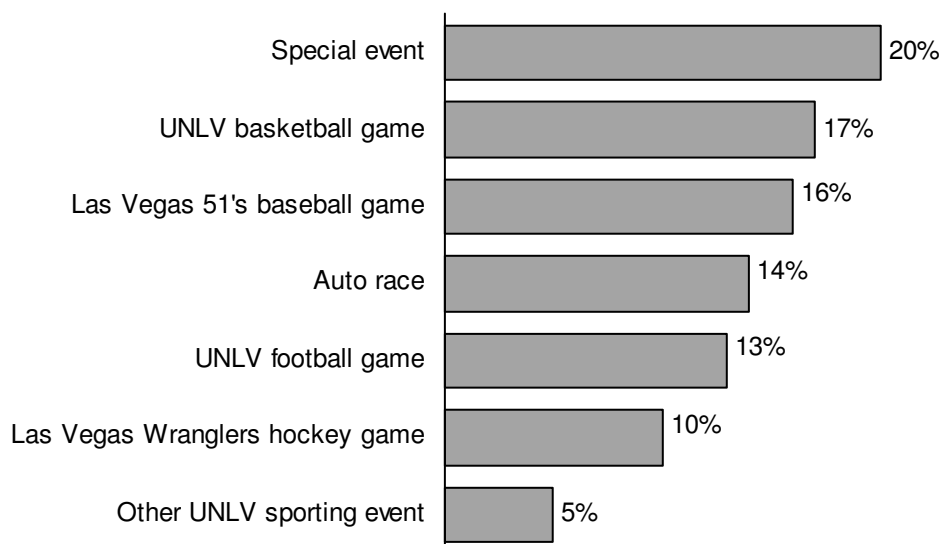
** Only one response was allowed; percentages do not add to 100 because of rounding.

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 (20%).
- A University of Nevada Las Vegas basketball game (17%).
- A Las Vegas 51's* baseball game (16%).
- An auto race at the Las Vegas Motor Speedway (14%).
- A University of Nevada Las Vegas football game (13%).
- A Las Vegas Wranglers hockey game (10%).
- Any other UNLV sporting event excluding football and basketball games (5%).

FIGURE 1
Sporting Events Attended In Past 12 Months



Men were significantly more likely than women to say they attended several different types of sporting events, including UNLV basketball games (20% vs. 13%), auto races at the Las Vegas Motor Speedway (18% vs. 10%), UNLV football games (16% vs. 10%), and Las Vegas Wranglers hockey games (13% vs. 8%).

* Formerly the Las Vegas Stars.

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 (18% vs. 12%), Las Vegas Wranglers hockey games (13% vs. 6%), and special sporting events (23% vs. 15%).

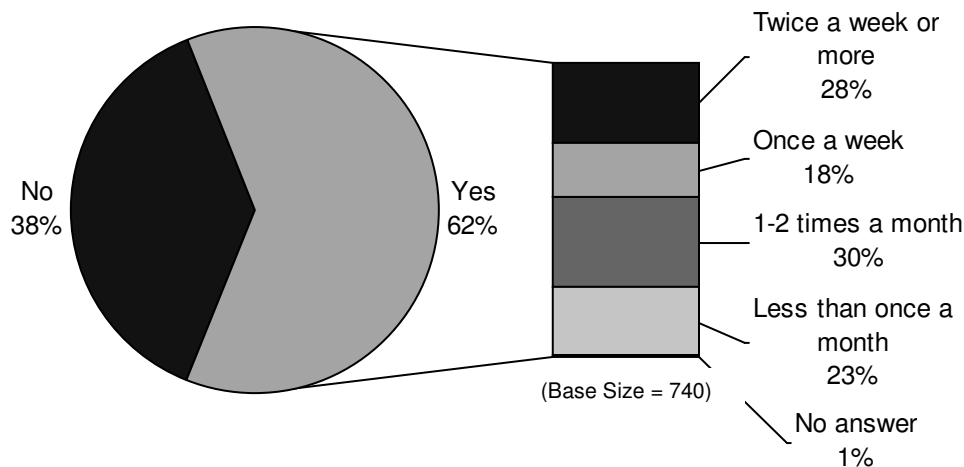
Attendance at sporting events tends to increase with household income. For example, attendance at UNLV basketball games increases from 10% among those earning less than \$50,000, to 17% among those earning \$50,000 to less than \$100,000, to 27% among those earning \$100,000 or more.

GAMBLING

Gambling In General

Sixty-two percent (62%) of Clark County residents said they gamble at least occasionally, while 38% 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-eight percent (28%) said they do so twice a week or more, 18% gamble once a week, 30% gamble once or twice a month, and 23% gamble less than once a month.

Respondents 60 and older were significantly more likely to gamble than those under 60 years old (68% vs. 57%), as were those who are retired compared to those who are employed (67% vs. 59%), those with household incomes of less than \$100,000 compared to those of \$100,000 or more (65% vs. 57%), those who are not college graduates compared to college graduates (66% vs. 56%), and those who do not have children living at home compared to those who do (65% vs. 51%).

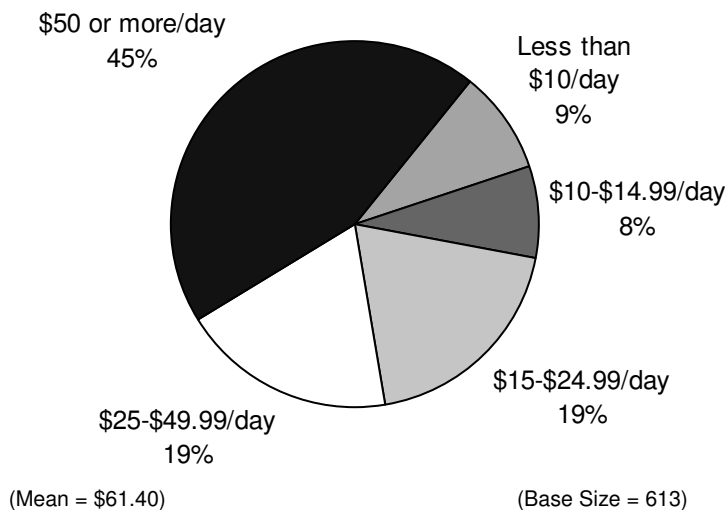
TABLE 2
Reasons Residents Do Not Gamble*
(Among Those Who Do Not Gamble)

	TOTAL
Can't afford it/no money	61%
Don't like it/not interested	37
Never win/unfavorable odds	18
Religious reasons	15
Don't like casino atmosphere	6
Too addictive	3
BASE	(460)

* 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). Sixty-one percent (61%) of these respondents mentioned financial reasons, 37% said they don't like gaming or are just not interested in it, 18% said the odds of winning were unfavorable, 15% cited religious or moral considerations, 6% said they do not like the casino atmosphere, and 3% said gaming was too addictive.

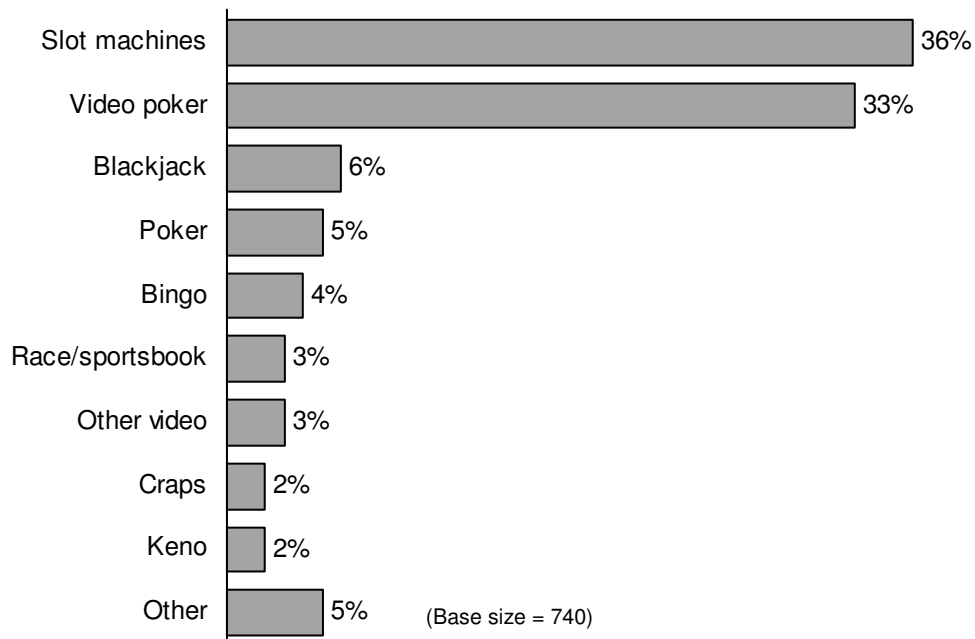
FIGURE 3
Average Gambling Budget
(Among Those Who Gamble And
Volunteered Budget Information)



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, 9% said they budgeted less than \$10 per day for gambling, 8% said \$10 to less than \$15 per day (down from 12% in 2008), 19% said \$15 to less than \$25 per day (up from 15%), 19% said \$25 to less than \$50 per day, and 45% said \$50 or more per day. The average gaming budget was \$61.40 per day.

Men reported a higher average gambling budget than women (\$78.53 vs. \$43.64). Average gambling budgets also increased with household income, from \$45.69 among those earning less than \$50,000 to \$65.99 among those earning \$50,000 to less than \$100,000, to \$97.22 among those earning \$100,000 or more.

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

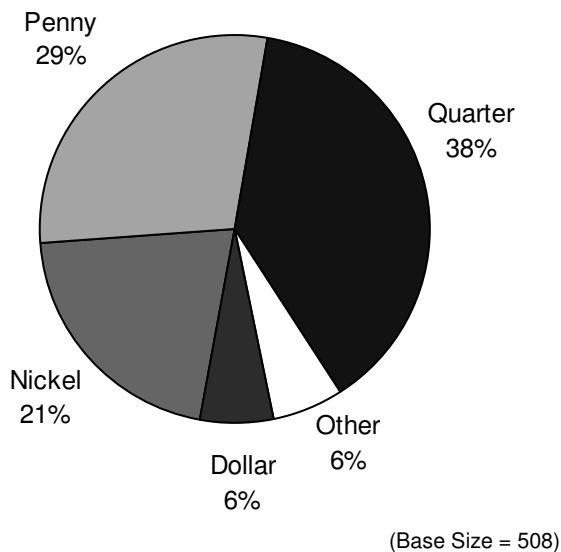


Residents who gamble at least occasionally were asked what game they played most often (Figure 4). Slot machines continue to be the most popular game (36%), followed by video poker (33%). Other games followed more distantly, including blackjack (6%), poker (5%), bingo (4%), race/sportsbook (3%), other video machines (3%), craps (2%), and keno (2%).

There were several subgroup differences of note:

- Men were more likely than women to say they played blackjack (8% vs. 4%), poker (7% vs. 3%), race/sportsbook (5% vs. 2%) and craps (4% vs. 1%), while women were more likely than men to say they played slot machines (43% vs. 29%) and bingo (6% vs. 2%).
- Residents 40 and older were more likely than younger residents to play video poker the most often (36% vs. 17%).
- Those with household incomes of less than \$50,000 were more likely to play slot machines than those with incomes of \$50,000 or more (41% vs. 31%).

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

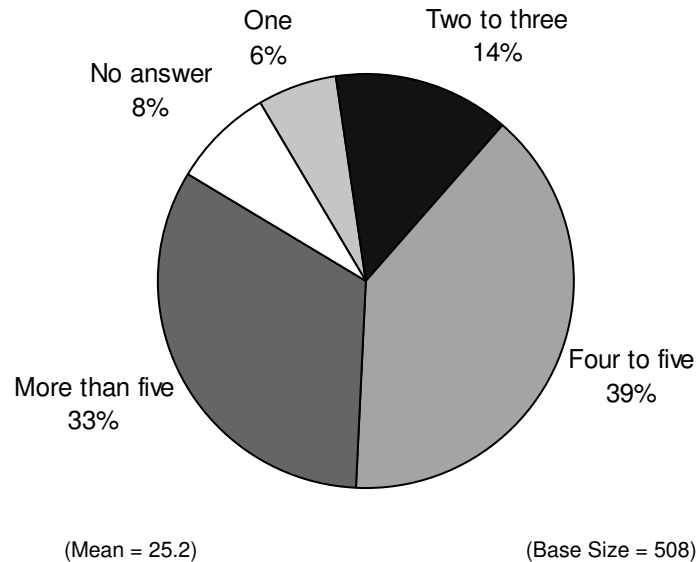


We asked residents who played video poker and slot machines most often which denomination machine they usually played (Figure 5). The greatest preference was for the quarter machines, with 38% saying they play that denomination the most often. Twenty-nine percent (29%) play the penny machines* most often (up from 23% in 2008), while 21% play the nickel machines most often, and 12% preferred other denominations.

Respondents with household incomes of less than \$50,000 were significantly more likely than those with incomes of \$50,000 or more to say they play the penny machines most often (36% vs. 22%).

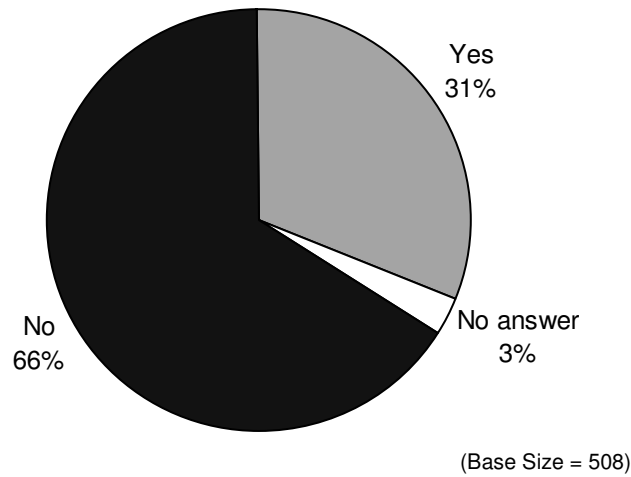
* Penny machine was added as a response option in 2008.

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



Thirty-nine percent (39%) of machine players said they typically bet four to five coins or credits per play, while 33% said they bet more than five (up from 25% in 2008), 14% bet two or three (down from 18%), and 6% bet just one (Figure 6). The *average* number of coins or credits bet per play was 25.2, up significantly from the average of 15.5 in 2008.

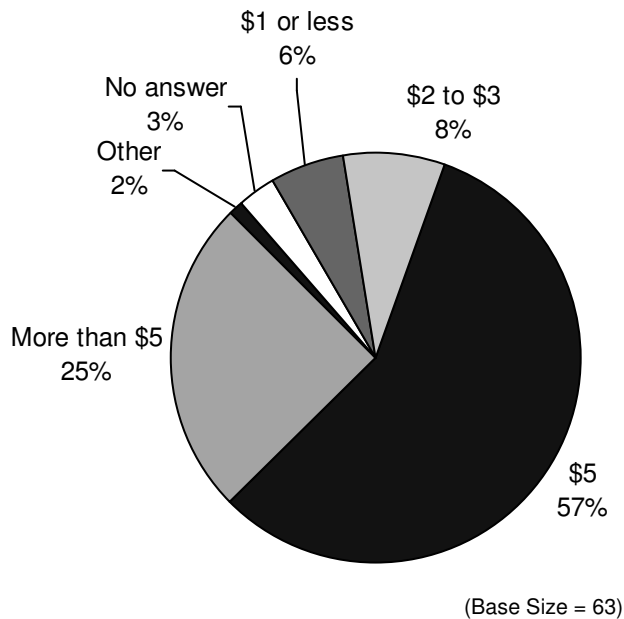
FIGURE 7
Play Progressive Machines
(Among Those Who Play Slot And
Video Poker Machines Most Often)



We asked residents who play video or slot machines most often if they usually play the “progressive” machines, and 31% said they did (Figure 7).

“Progressive” machine play is significantly greater among those less than 30 years old (56%) than among those 50 or older (30%).

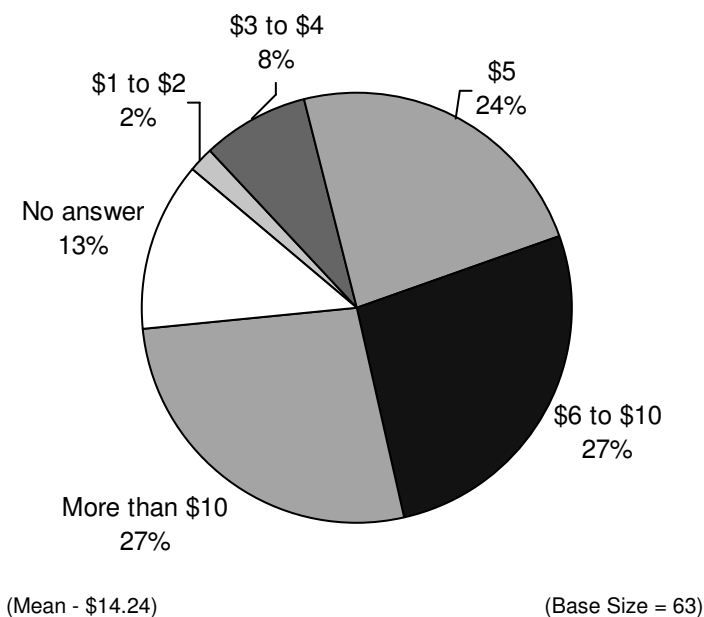
FIGURE 8
Table Minimum Played Most Often
(Among Those Who Play Table Games Most Often)



We asked residents who play table games* most often to tell us what table minimum they most often played (Figure 8). Fifty-seven percent (57%) of table game players said they played a minimum of \$5.00 (up from 39% in 2008), while 25% said more than \$5.00 (down from 41%), 8% said \$2.00 or \$3.00, and 6% said \$1.00 or less.

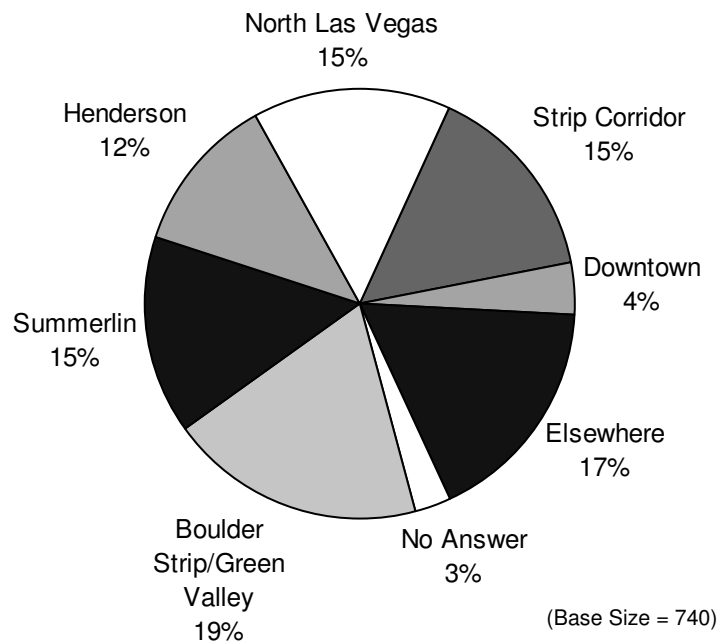
* Table games are defined as blackjack, craps, roulette, baccarat, and Big 6.

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). Twenty-seven percent (27%) said it was \$6 to \$10, while another 27% said more than \$10, 24% said \$5, and 10% said \$4 or less. Thirteen percent (13%) declined to give an answer. The *average* (mean) bet was \$14.24.

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, 15% each said the Summerlin area, North Las Vegas, and the Strip Corridor, 12% in Henderson, 4% Downtown, and 17% elsewhere (including less than 1% who mentioned Lake Las Vegas).

Residents 50 or older were more likely to gamble in the Summerlin area than those under 40 years old (17% vs. 8%).

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>44%</u>
Too crowded/too many tourists	35
Too much traffic/no parking	9
Elsewhere closer/more convenient	23
Odds of winning stiffer/gambling worse	9
Prefer smaller/local gaming venues	5
Just don't like it	3
Other	12
Not sure/no answer	5
BASE	(629)

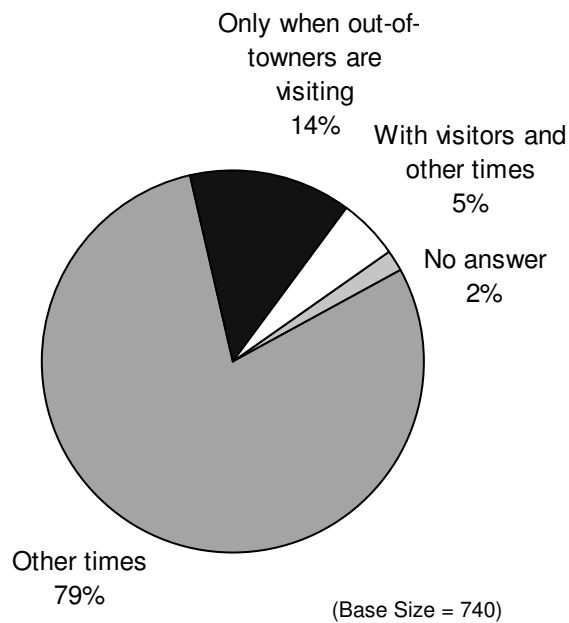
Residents who did not say they gambled most often on the Strip Corridor were asked why (Tables 3). Among those who do not gamble most often on the Strip Corridor, more than four in ten (44%) said it was because of crowds, tourists, traffic, or difficulty finding parking, while nearly one-quarter (23%) said other places were closer or more convenient for them, 9% 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 3% 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	28%
<u>Crowds/traffic/tourists</u>	<u>18</u>
Too crowded/too many tourists	11
Too much traffic/no parking	7
<u>Prefer another area</u>	<u>10</u>
Prefer bigger/flashier gaming venues	5
Odds of winning stiffer/gambling worse	5
Not safe/high crime area/bad environment	9
Just don't like it	5
Other	14
Not sure/no answer	15
BASE	(708)

Residents who did not say they gambled most often Downtown were asked why (Table 4). Among those who do not gamble most often Downtown, 28% said that other places were closer or more convenient for them, 18% cited crowds, tourists, too much traffic, or difficulty finding parking, 10% said they preferred another area that had bigger or flashier gaming venues or better odds of winning (up from 7% in 2008), 9% said they felt Downtown was a bad environment or cited safety concerns, and 5% said they just don't like the Downtown area in general (down from 10%).

FIGURE 11
When Residents Gamble
(Among Those Who Gamble)

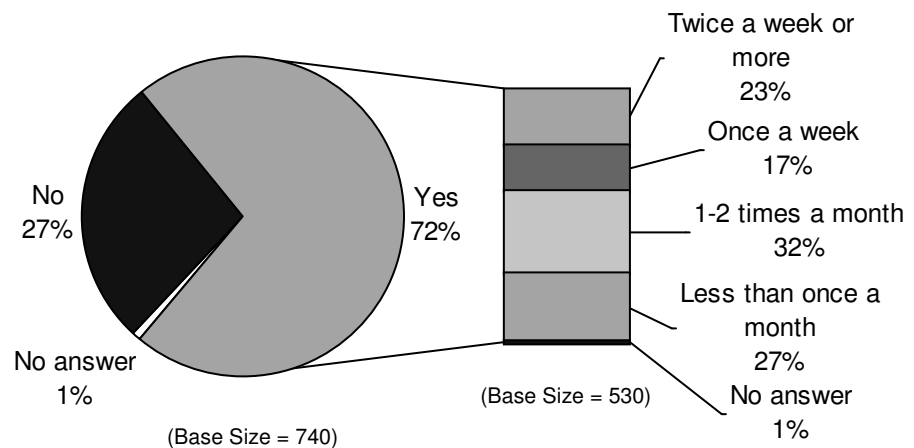


We asked residents who gamble if they gambled only when they had out-of-town visitors or if they gambled at other times (Figure 11). Fourteen percent (14%) said they gambled *only* when they had out-of-town visitors. However, 79% of residents who gamble said they gambled at other times, and an additional 5% gamble both when they have out-of-town guests *and* at other times.

Casino Gambling

We asked residents who gamble if they ever gamble in casinos in the greater Las Vegas area* (Figure 12). Seventy-two percent (72%) 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)



Residents with household incomes of \$50,000 or more were significantly more likely to go to a Las Vegas area casino to gamble than those with household incomes of less than \$50,000 (80% vs. 66%).

Residents who gamble in Las Vegas area casinos were asked how often they do so. Twenty-three percent (23%) said twice a week or more, 17% said once a week, 32% said once or twice a month, 27% said less than once a month, and 1% gave no answer.

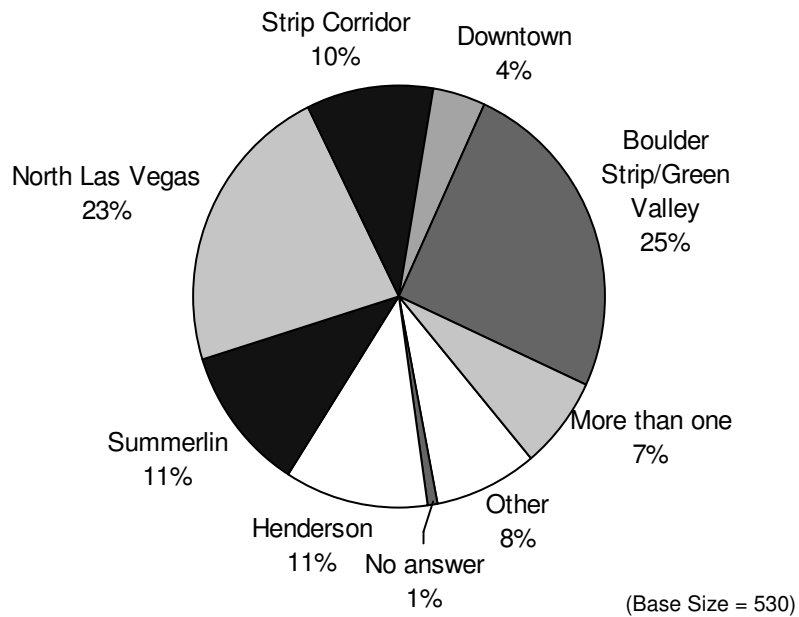
* Respondents were told that the greater Las Vegas area includes the City of Las Vegas, its immediate suburbs, North Las Vegas, Boulder Highway, and Henderson but does not include outlying areas such as Jean, Mesquite, Searchlight, or Laughlin.

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

- Retired residents (34%) vs. the employed (15%).
- Residents 60 or older (33%) vs. those less than 60 years old (12%).
- Residents with no children living at home (26%) vs. those with children (8%).
- Residents with gambling budgets of \$50 or more per day (30%) vs. those with gambling budgets of less than \$50 per day (14%).

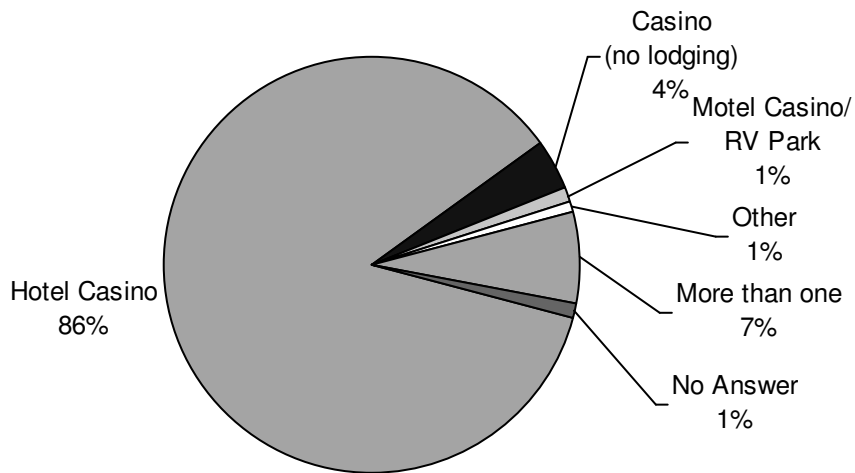
If we compare Figure 2 (the frequency of gambling in any location) to Figure 12 (the frequency of gambling in Las Vegas area casinos), we see that a significantly higher proportion of residents said they gamble once a week or more at all locations (46%) than said they gamble once a week or more at a casino in the greater Las Vegas area (40%).

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 23% mentioned a location in North Las Vegas (up from 17% in 2008), 11% mentioned a casino in the Summerlin area, another 11% mentioned a casino in Henderson, 10% mentioned a casino on the Strip (down from 18%), 4% mentioned a casino located Downtown, and 8% mentioned casinos in other locations (up from 5%). Seven percent (7%) said they couldn't name just a single casino they gamble at most often, while 1% gave no answer at all.

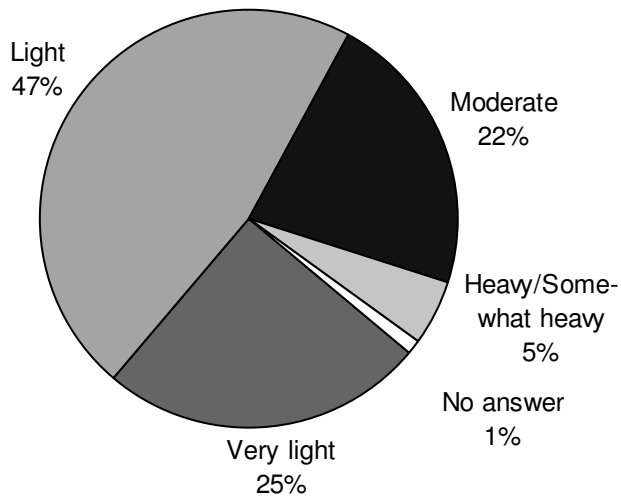
FIGURE 14
Type Of Casino Gambled In Most Often
(Among Those Who Gamble In Las Vegas Area Casinos)



(Base Size = 530)

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, 1% mentioned either motel or RV park casinos, 1% named other types of casinos, 7% declined to name a single casino type, and 1% gave no answer.

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

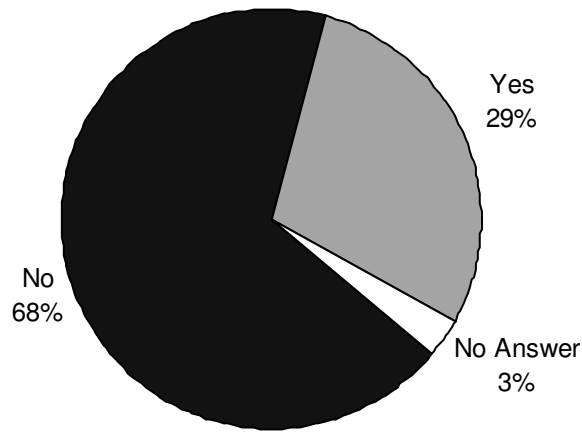


(Base Size = 530)

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). More than seven in ten (72%) respondents consider themselves to be either light (47%) or very light (25%) bettors. Twenty-two percent (22%) of casino gamers consider themselves to be moderate bettors, and 5% said they are heavy or somewhat heavy bettors.

Among those who bet \$50 or more a day, 7% consider themselves “heavy bettors,” 30% say they are “moderate bettors,” and 62% describe themselves as “light bettors” (compared to 89% of those who bet less than \$50 a day), 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)

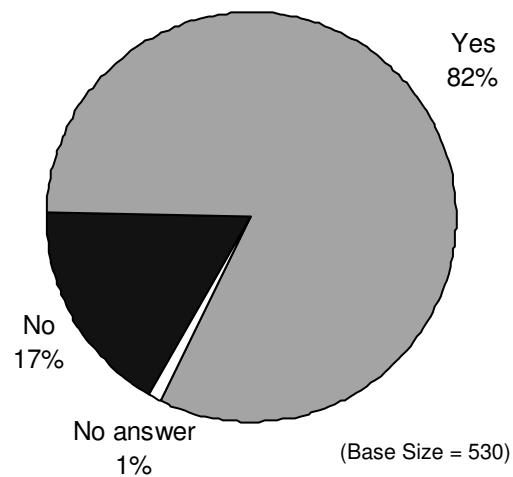


(Base Size = 530)

We asked residents who gamble in Las Vegas area casinos if they maintain casino credit and 29% said they did (Figure 16).

Women (34%) were significantly more likely than men (23%) to say they maintain casino credit.

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)



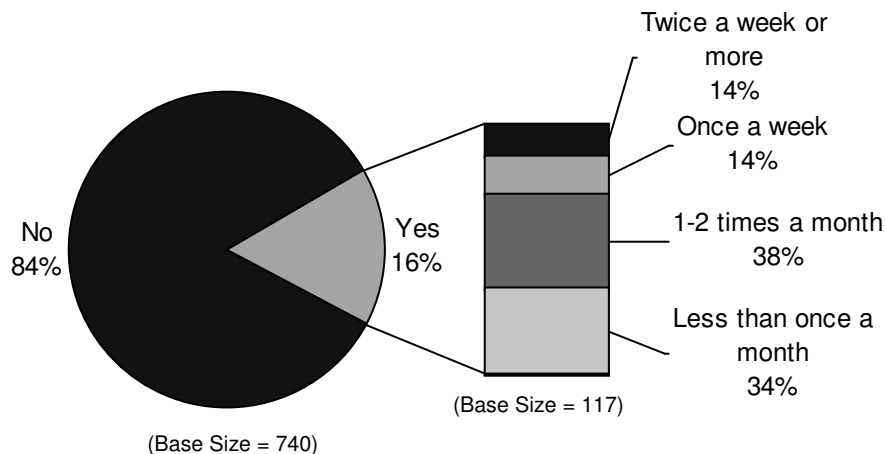
We asked residents if they were a member of a casino slot club or players' club and over four-fifths (82%) said they were (up significantly from 77% in 2008) (Figure 17). Retired residents are more likely to belong to a club than employed residents (86% vs. 78%).

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). Sixteen percent (16%) said they have gambled in these locations (down significantly from 21% in 2008). Among those who do, 28% said they did so once a week or more, 38% said once or twice a month, and 34% said less than once a month.

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)

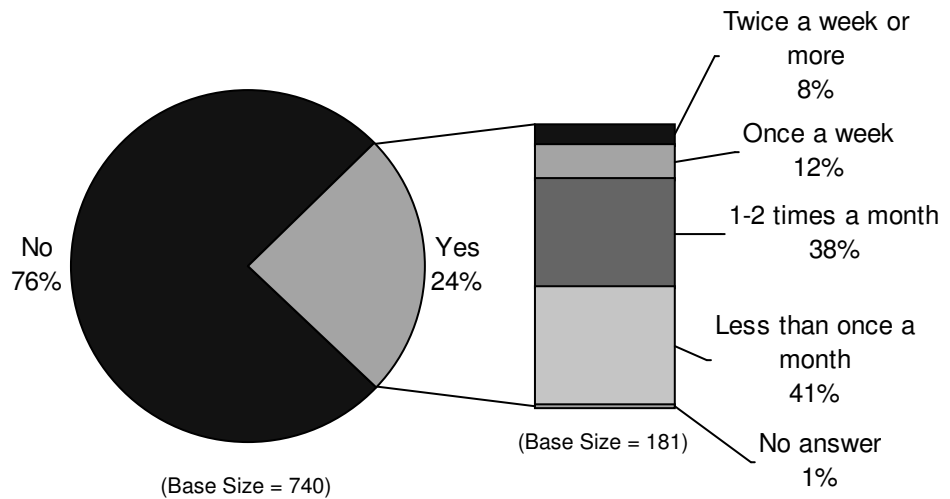


Men are significantly more likely than women to say they gamble in these venues (18% vs. 13%).

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 (24%) said they did. Among those who do, 20% said they did so once a week or more, 38% said once or twice a month, 41% said less than once a month, and 1% gave no answer.

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



Men are more likely than women (28% vs. 21%) to say they gamble in these venues, as are those who are employed compared to those who are retired (33% vs. 15%).

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 22% said they did. Of those who gamble outside of the greater Las Vegas area, 77% said they do so less than once a month (up from 60% in 2008), 13% said once or twice a month, and 7% said once a week or more (down from 17%). 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)

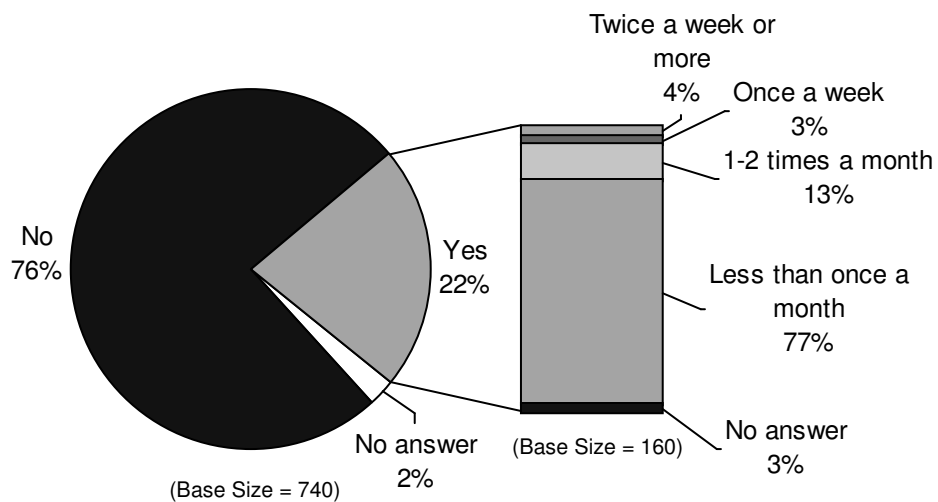
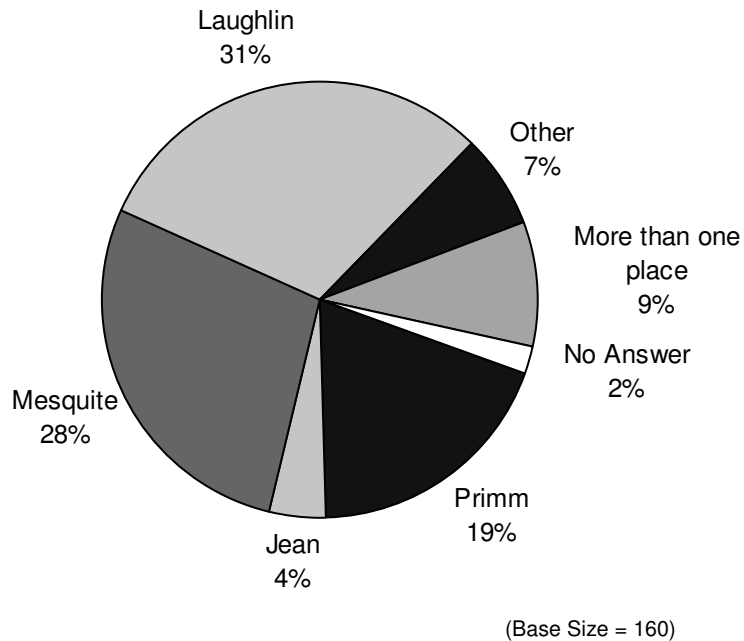


FIGURE 21
 Where Residents Gamble Outside Las Vegas
 (Among Those Who Gamble Outside Las Vegas)



Residents who gamble outside the Las Vegas area were asked in which town or community they gamble the most often (Figure 21). About three in ten (31%) said they gamble most often in Laughlin, while 28% said Mesquite, 19% mentioned Primm, and 4% said Jean. Nine percent (9%) said they gamble at more than one place “most often.” Two percent (2%) gave no answer.

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. Sixty-two percent (62%) 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	\$79.31
Once or twice a week	\$104.30
Once or twice a month	\$88.10
Four times a year or less	\$146.50

We also calculated the total yearly amount budgeted on legalized gambling for each of the four time period categories by multiplying the frequency period *times* the mean budget per period, as follows:

<u>Gambling frequency period</u>	<u>Frequency (periods/year)</u>	<u>Mean budget per period</u>	<u>Budgeted annually[†]</u>
Daily (5 times per week)	260	\$79.31	\$20,621
Weekly	52	\$104.30	\$5,424
Monthly	12	\$88.10	\$1,057
Yearly	1	\$146.50	\$147

These gambling budget estimates are subject to the following caveats:

- The accuracy of these estimates are 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.

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

† Figures rounded to the nearest dollar.

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-four percent (44%) 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)

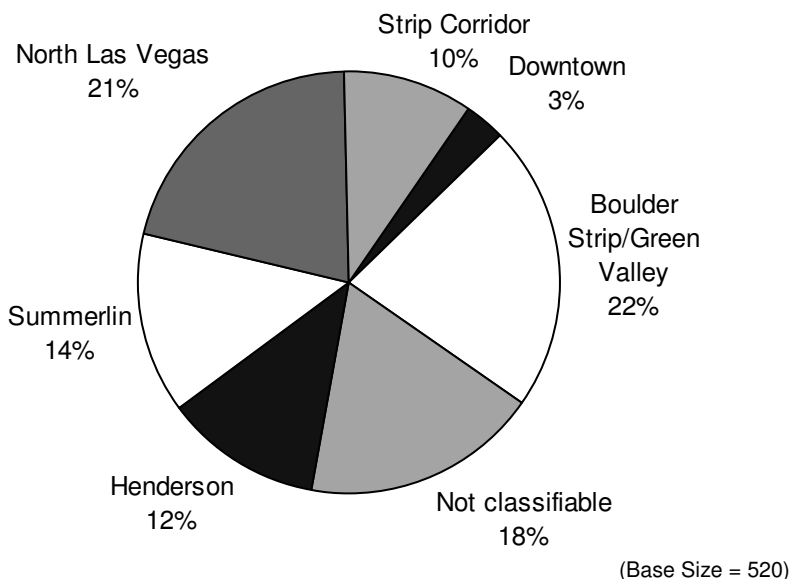
For each respondent, we determined the approximate number of days per year spent gambling in casinos and assigned that value to the location of the casino in which the respondent said they gambled most often. (Residents who did not tell us the frequency or the location of their casino gambling were excluded 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	2,553
Downtown	670
Boulder Strip/ Green Valley	5,527
Henderson	3,119
Summerlin	3,723
North Las Vegas	5,391
Other	<u>4,620</u>
TOTAL	<u>25,603</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 (47%), with 21% saying North Las Vegas (up from 19% in 2008), 14% Summerlin (up from 9%), and 12% Henderson (down from 16%). This was followed by the Boulder Strip/Green Valley area (22%, down from 27%) and the Strip Corridor (10%, down from 17%). They spent the least time in Downtown casinos (3%, down from 4%).

FIGURE 22
Market Share

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



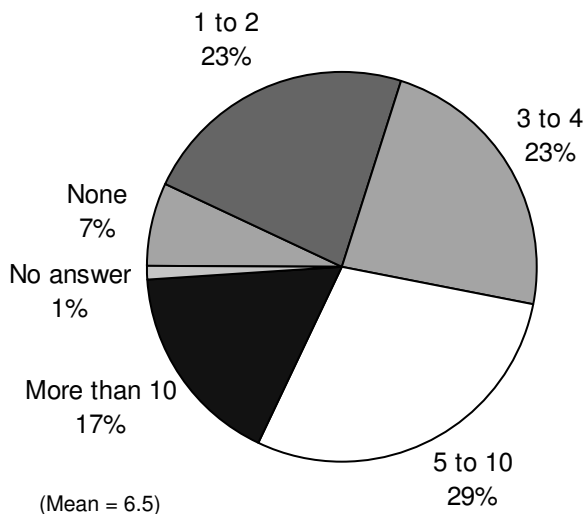
As with the gambling budget estimate, the market share estimate is subject to the same types of caveats; namely:

- 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-three percent (23%) said they dine out once or twice per month, another 23% said they do so three to four times a month, 29% said five to ten times a month, and 17% said more than ten times. Seven percent (7%) said they did not dine out at all and 1% gave no answer. Overall, residents dined out an average of 6.5 times per month.

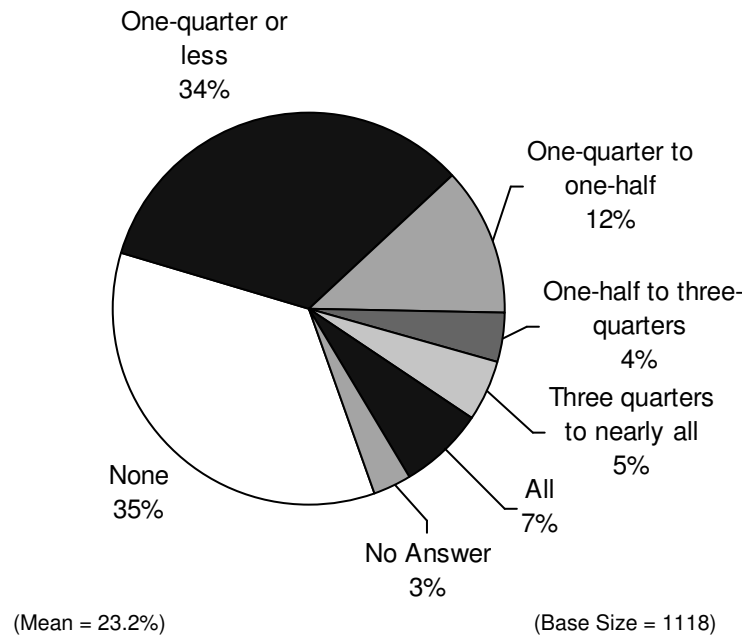
FIGURE 23
Number Of Dinners Eaten Out Every Month



The number of dinners eaten out increases significantly with household income, from an average of 5.3 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 7.5 dinners per month) than those who do not gamble (4.9) – as do men compared to women (6.9 vs. 6.1 times a month), and those who are 60 or older compared to those who are under 60 years old (7.3 vs. 5.8 times a month).

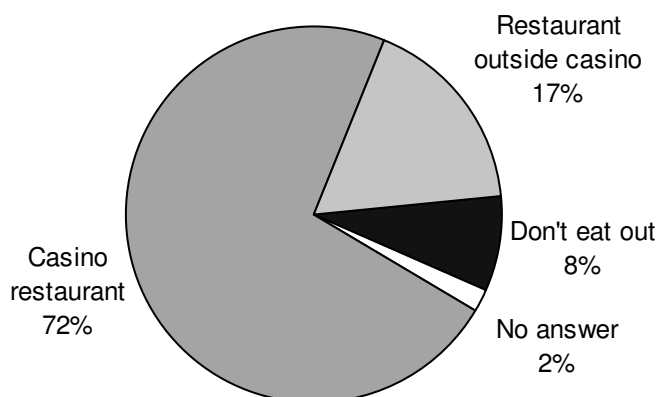
FIGURE 24
Proportion Of Dinners Eaten In Hotel/Motel Restaurants
(Among Those Who Dine Out)



Respondents who dine out were asked what percentage of these dinners were eaten in hotel or motel restaurants (Figure 24). Thirty-five percent (35%) said none of them were, and 46% 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 23.2%.

Residents who are more than 60 years old (average of 29.4%) and retired residents (30.3%) 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)

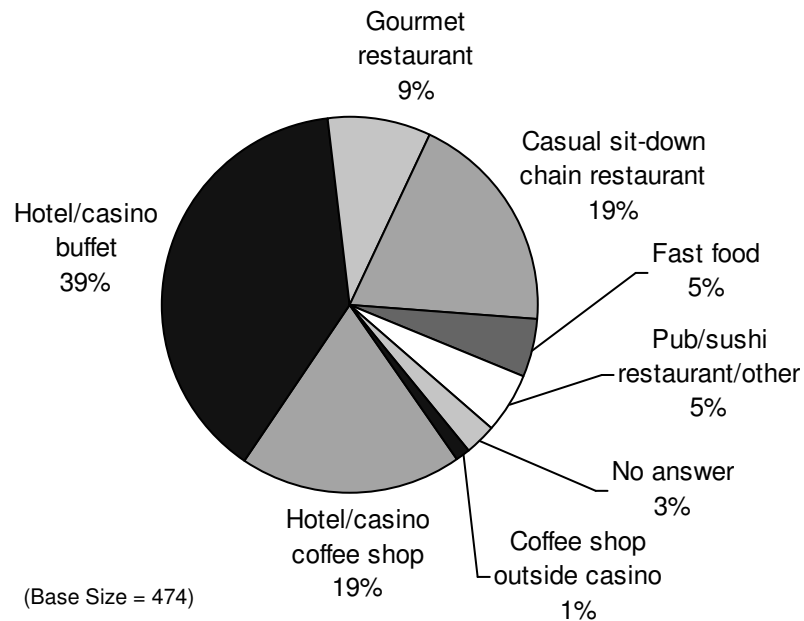


(Base Size = 530)

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). More than seven in ten (72%) of these respondents said they usually eat at a casino restaurant, 17% eat at a restaurant outside the casino, and 8% volunteered that they do not eat when they gamble at a casino.

Nearly eight in ten retired residents (79%) say they eat at a casino restaurant when gambling at a casino, compared to a significantly smaller two-thirds (66%) of employed residents.

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)



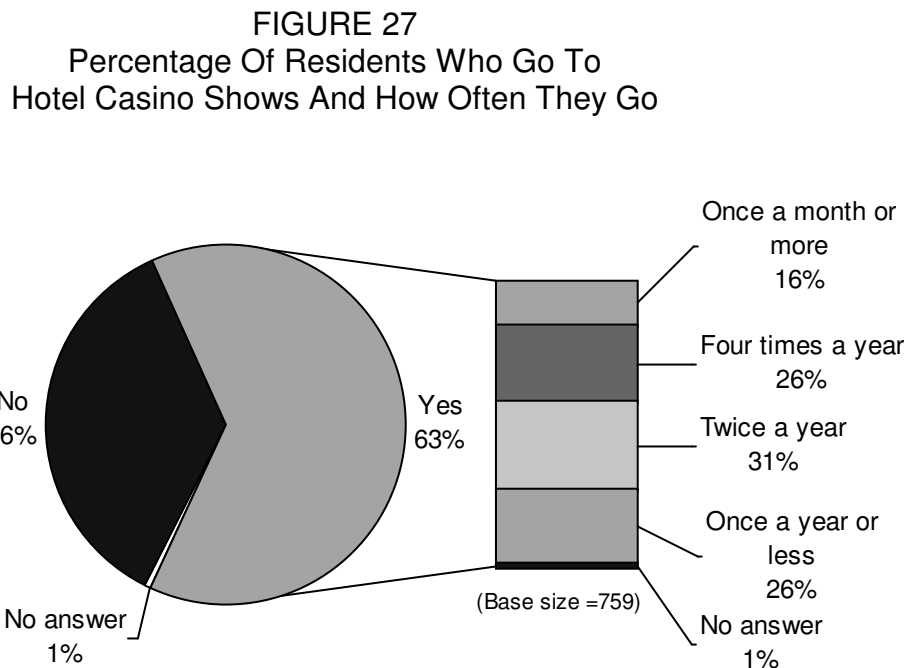
Nearly four in ten (39%) residents who eat out when they go to a casino to gamble usually eat at a buffet in a hotel, motel, or casino (Figure 26). Twenty percent (20%) said they usually eat at a coffee shop, with 19% saying the coffee shop is in a hotel, motel, or casino and 1% saying the coffee shop is outside the casino. Nineteen percent (19%) said they usually dine at a casual sit-down chain restaurant (such as TGI Friday's, Ruby Tuesday's, Chili's, etc.), while 9% said they usually eat at a gourmet restaurant (down from 16% in 2008), 5% said they usually eat at a fast food restaurant, and 5% eat at either a pub (3%), a sushi restaurant (1%), or some other type of dining establishment (1%)*.

Residents who earn \$100,000 or more a year (20%) 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 (47%) and those 50 and older.

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

ENTERTAINMENT

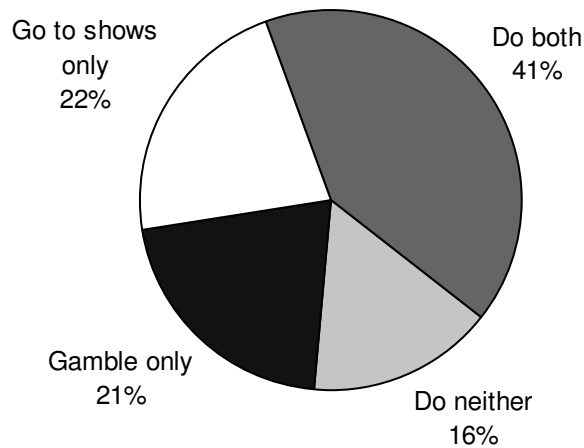
Sixty-three percent (63%) of residents said they have been to a hotel casino show (Figure 27). Sixteen percent (16%) of those who attend shows said they go once a month or more (down from 20% in 2008), while 26% said they go four times a year, 31% said they go twice a year, 26% said they go once a year or less, and 1% gave no answer.



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

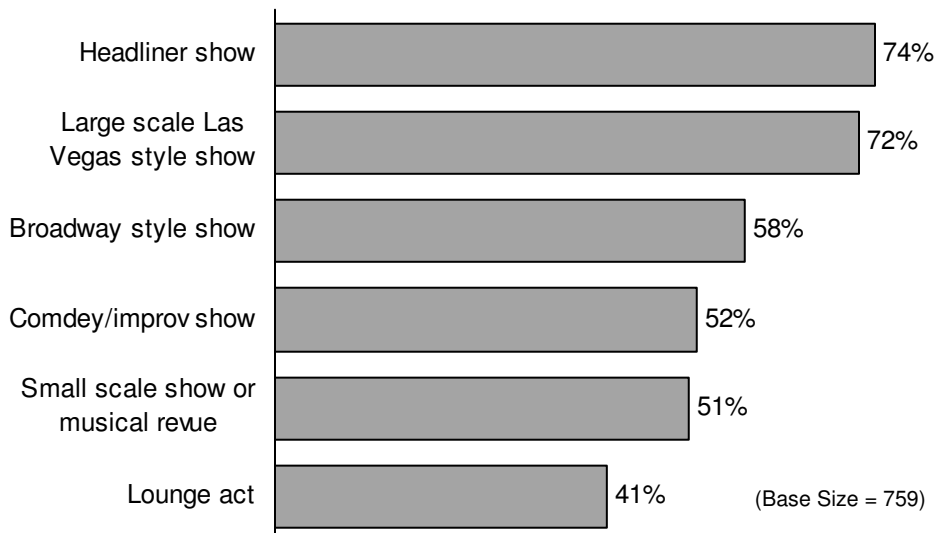
- Residents who gamble (66%) were significantly more likely than those who do not (59%) to say they have been to a hotel casino show.
- The likelihood of having ever attended a hotel casino show increases with income, from 50% of those who earn less than \$50,000 to 78% among those who earn \$100,000 or more.
- Attendance at hotel casino hotel shows also tends to increase with education, from 48% of those with a high school education or less to 72% 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, 41% of Clark County residents both gamble and go to hotel casino shows, 22% go to hotel casino shows but do not gamble (up from 19% in 2008), 21% gamble but do not go to hotel casino shows, 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)

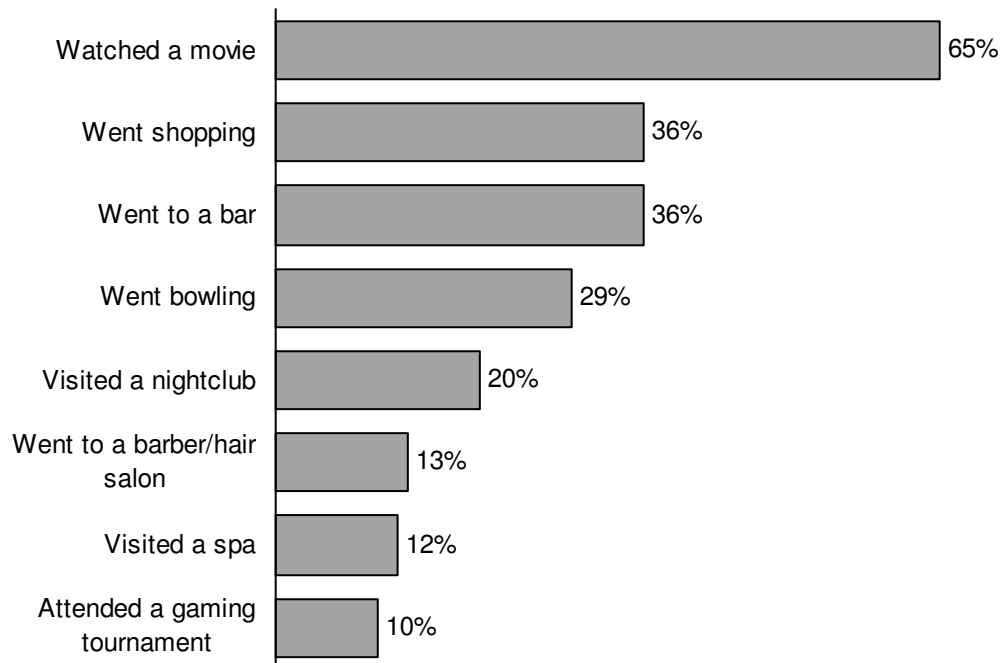


Among those who have been to a hotel casino show, 74% have been to a headliner show, 72% to a large-scale Las Vegas style show, 58% to a Broadway style show, 52% to a comedy show, 51% to a small scale revue, and 41% to a lounge act (Figure 29).

Subgroup differences with regard to the types of hotel casino shows attended included the following:

- Residents who gamble are significantly more likely than those who do not to see a comedy show (58% vs. 40%), a small-scale show (54% vs. 46%), and a lounge act (47% vs. 31%).
- Broadway style shows are more likely to have been seen by women (64%), college graduates (66%), those 60 and older (66%), and those earning \$100,000 or more (71%).

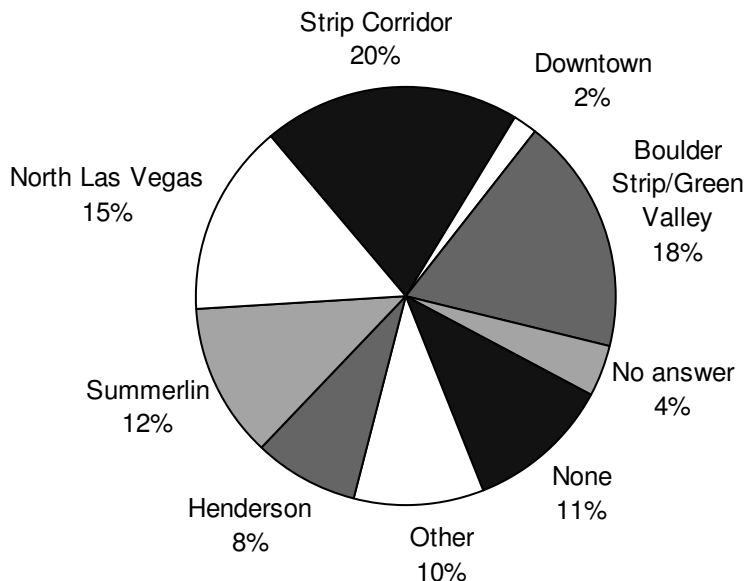
FIGURE 30
Other Leisure Activities Engaged In At Casino Hotels



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). Nearly two-thirds (65%) said they watched a movie at a casino-hotel, while 36% said they went shopping (down from 41% in 2008), another 36% said they had gone to a bar, 29% went bowling, and 20% visited a nightclub. Smaller numbers said they went to a barber or hair salon (13%), visited a spa (12%), or attended a gaming tournament (10%).

The likelihood of doing several of these activities declines with age. Residents less than 40 years old were the most likely – and residents 60 and older the least likely – to have watched a movie (82% vs. 53%) or to have visited a nightclub (37% vs. 12%). Residents less than 30 years old, in particular, were by far the most likely to go bowling (67%) and residents 60 and older the least likely (16%). Residents who gamble are more likely than those who do not to say they went to a bar (42% vs. 26%), visited a nightclub (23% vs. 15%), or attended a gaming tournament (15% vs. 1%).

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



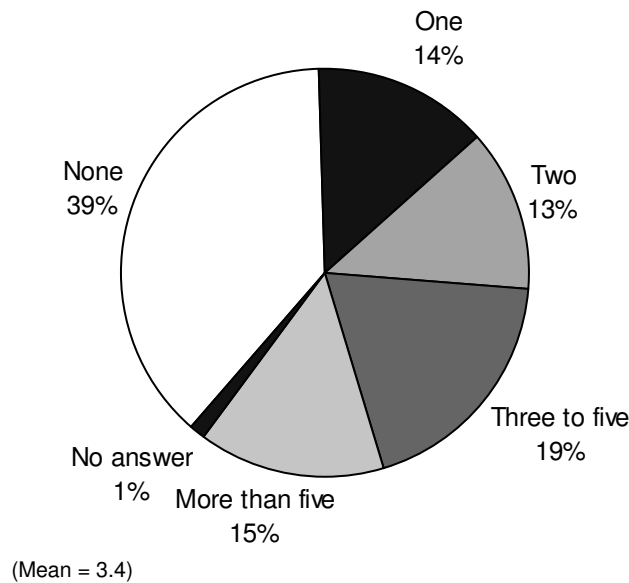
We asked residents the location of the casino they go to most often for leisure or entertainment other than gambling (Figure 31). Twenty percent (20%) mentioned a casino on the Strip Corridor (down from 31% in 2008), 18% mentioned a location on the Boulder Strip or in the Green Valley area, 15% said North Las Vegas, 12% Summerlin, 8% Henderson, 2% Downtown, and 10% either mentioned other locations (3%, up from 1% in 2008) or said they could not choose just one location (7%, up from 2%). One in nine (11%) said they do not go to any casinos for non-gaming leisure or entertainment.

The likelihood of going to a casino on the Strip most often for non-gaming leisure or entertainment tends to increase with residents' gambling budget, with those who budget \$25 or more per day for gambling (25%) the most likely.

USE OF AIR AND GROUND TRANSPORTATION

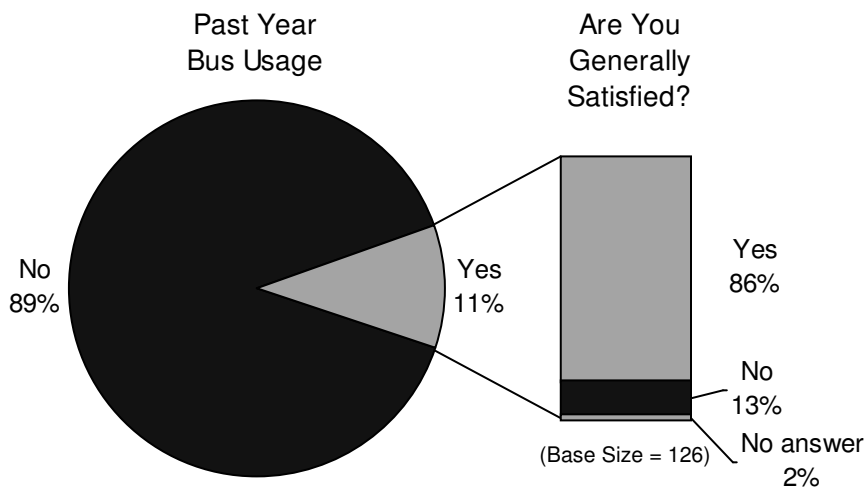
We asked Clark County residents how many flights they have made out of McCarran International Airport during the past 12 months (Figure 32). Thirty-nine percent (39%) said they had not flown from McCarran during the past year (up from 35% in 2008), while 14% said they had flown once, 13% twice, 19% three to five times, and 15% more than five times. The average (mean) number of flights was 3.4.

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



The average number of flights increases with income, from 1.4 among those earning less than \$50,000 to 7.6 among those earning \$100,000 or more. The average number of flights is also higher among college graduates (5.1) than among those with only some college (2.6) or a high school education or less (1.7), and also among those who are employed (4.8) than among those who are retired (2.3).

FIGURE 33
Past Year Bus Usage And Satisfaction

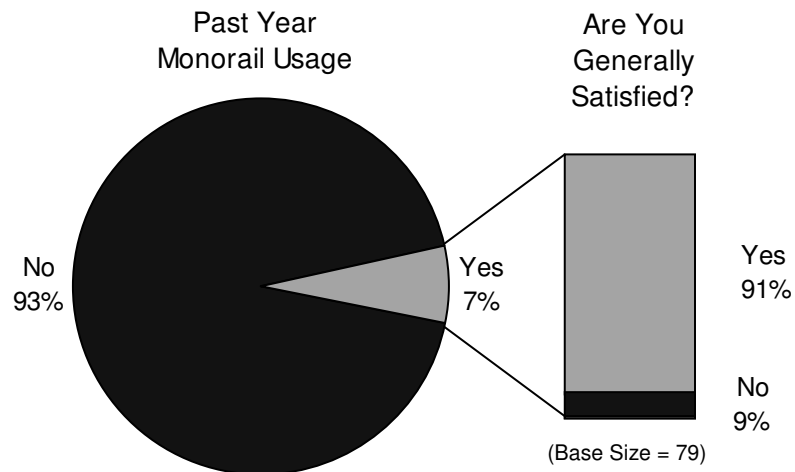


We asked respondents if they had used the public bus system to travel in the Las Vegas area during the past year, and 11% said they had (Figure 33).

More than eight in ten (86%) 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.

Use of the public bus systems is highest among residents who are under 30 years old (26%).

FIGURE 34
Past Year Monorail Usage And Satisfaction



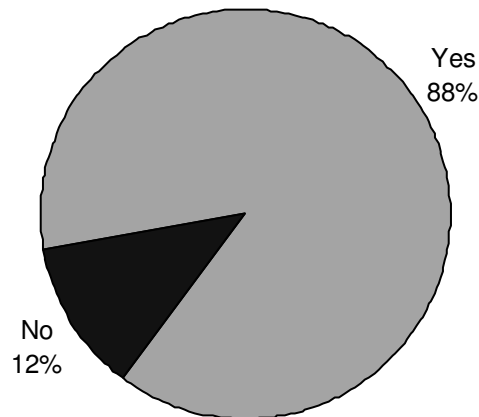
We asked respondents if they had used the Las Vegas Monorail to travel in the Las Vegas Strip area during the past year, and 7% said they had (down from 9% in 2008) (Figure 34). Nine in ten (91%) of those who had used the Las Vegas Monorail in the past year said they were generally satisfied with the service provided.

Monorail use is higher among residents who gamble (8% vs. 5% of those who do not gamble) and those with gambling budgets of \$25 a day or more (10% vs. 5% of those who budget less).

FREMONT STREET EXPERIENCE AND FIRST FRIDAY VISITATION

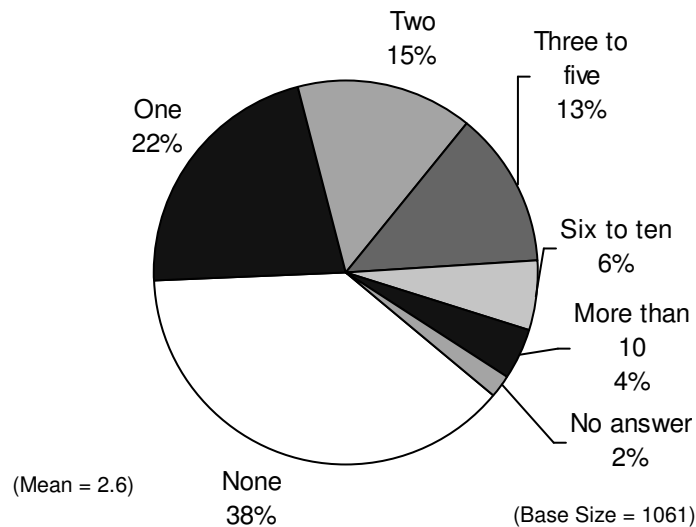
We asked residents if they had *ever* visited the Fremont Street Experience located in Downtown Las Vegas, and 88% said they had (up from 86% in 2008) (Figure 35).

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



Residents who gamble (92%) were more likely to have visited the Fremont Street Experience than those who do not gamble (83%).

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

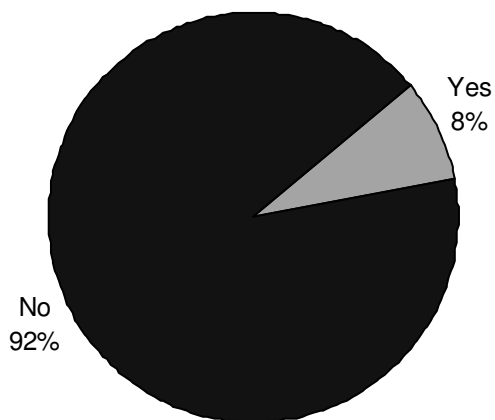


We asked residents who have been to the Fremont Street Experience how many times they had been to the Fremont Street Experience during the past 12 months (Figure 36). Thirty-eight percent (38%) said they did not go at all in the past 12 months, 22% said they had been once, 15% twice, 13% three to five times, and 10% 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 2.6. Among those who actually visited the Fremont Street Experience in the past 12 months, the average number of visits was 4.3.

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 (70%), and dining at a restaurant (59%). Thirty-eight percent (38%) said they gambled while at the Fremont Street Experience, 32% purchased something at a retail location, 26% attended a special event, and 22% went to a lounge or showroom to see some type of entertainment.

More than one-half (54%) 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 (89% vs. 82%). Residents 50 and older were more likely to say they gambled at the Fremont Street Experience (43%) than those under 40 years old (23%).

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



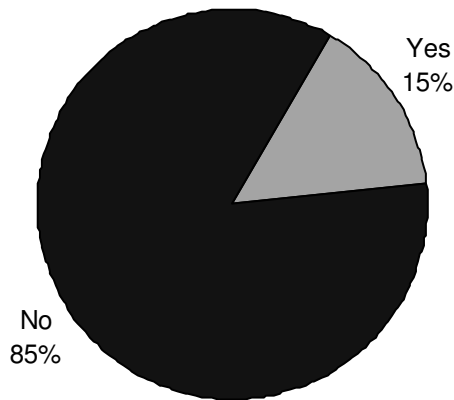
We asked residents if they have attended any of the “First Friday” events in the emerging arts district around Charleston Boulevard and Main Street in the past 12 months* and 8% said they had (Figure 37).

* 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*. Fifteen percent (15%) 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)

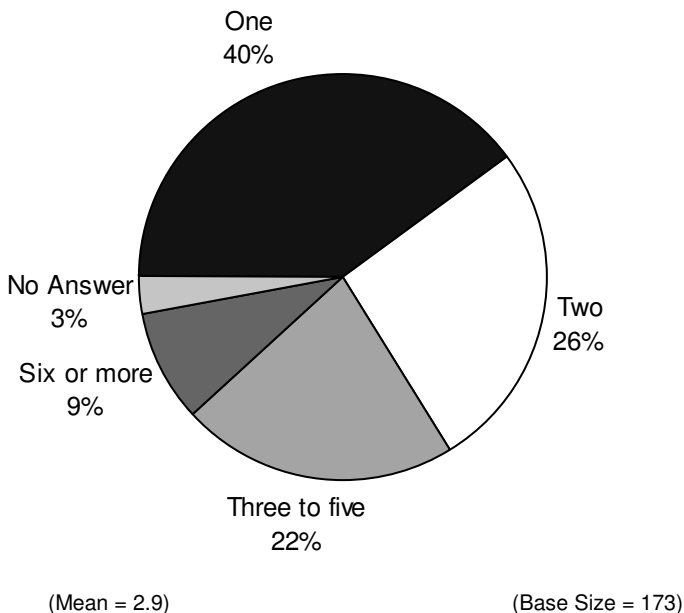


(Base Size = 1180)

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 19% of those earning \$100,000 or more. Residents who gamble (17%) are more likely to have visited Mesquite than those who do not gamble (11%). Men are also more likely to have visited Mesquite (18%) than women (12%).

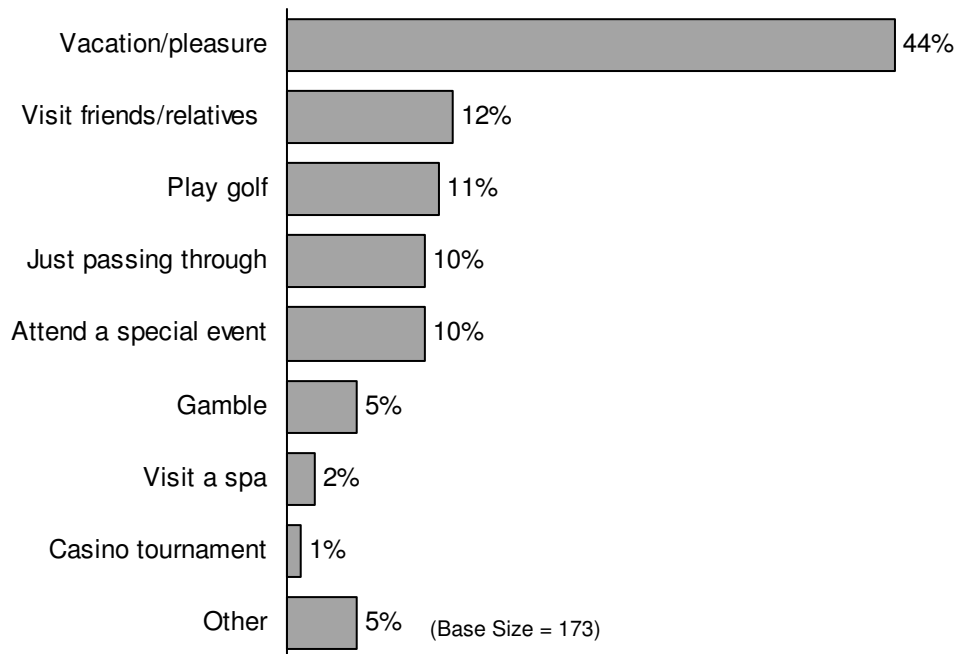
* Excluding the 20 respondents – 2% – who identified themselves as residents of Mesquite.

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). Forty percent (40%) said they had been to Mesquite once, 26% had been twice, 22% three to five times, and 9% had been six or more times. The average number of visits to Mesquite in the past 12 months was 2.9.

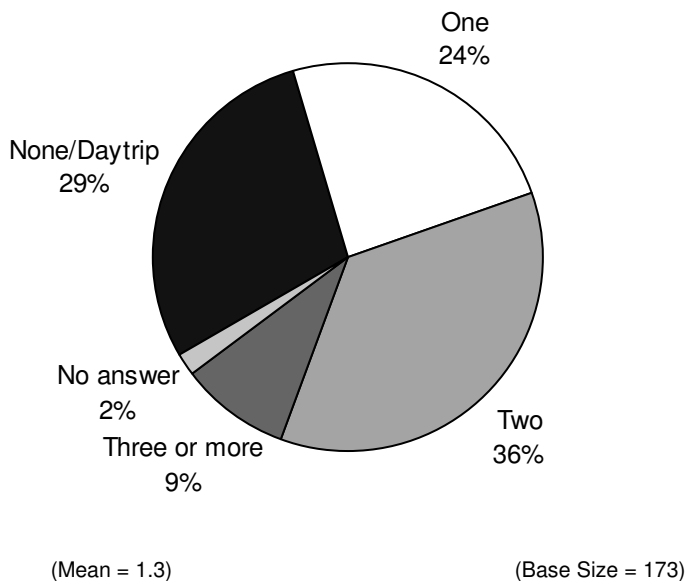
FIGURE 40
Primary Purpose Of Most Recent Trip To Mesquite
(Among Those Who Took A Non-Business
Trip To Mesquite In The Past 12 Months)



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-four percent (44%) said it was for vacation or pleasure. Twelve percent (12%) said they were visiting friends or relatives, 11% came to play golf, 10% were just passing through, another 10% were attending a special event, 5% came primarily to gamble, 2% came to visit a spa, and 1% were attending a casino tournament.

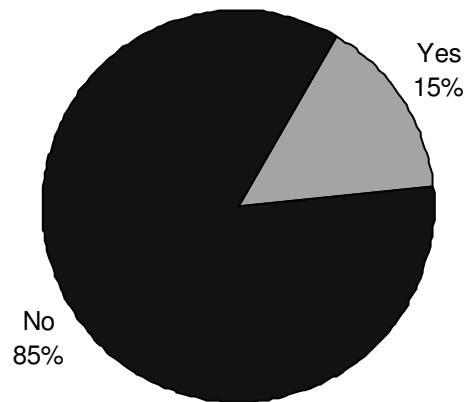
Men were more likely than women to say they visited Mesquite to play golf (17% vs. 1%), as were those with household incomes of \$50,000 or more (17%) compared to those with incomes of less than \$50,000 (2%).

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). Twenty-nine percent (29%) said they did not spend any nights in Mesquite, while 24% said they spent one night (up from 15% in 2008), 36% 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 1.9.

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



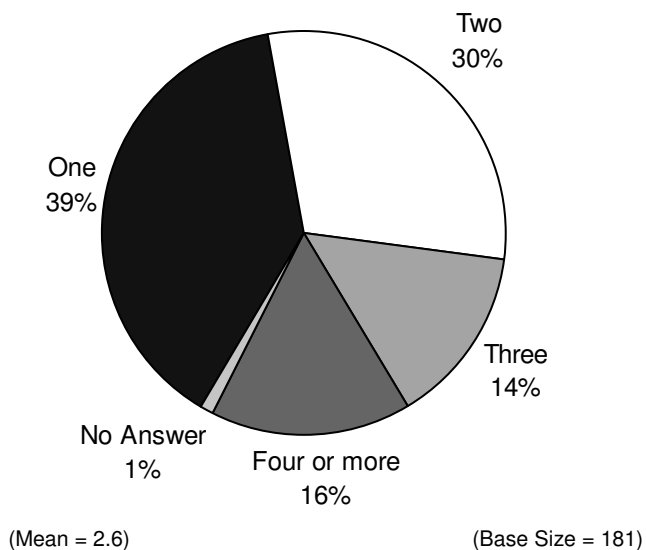
(Base Size = 1192)

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 7% 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 (20% vs. 8%) as were men compared to women (18% vs. 13%).

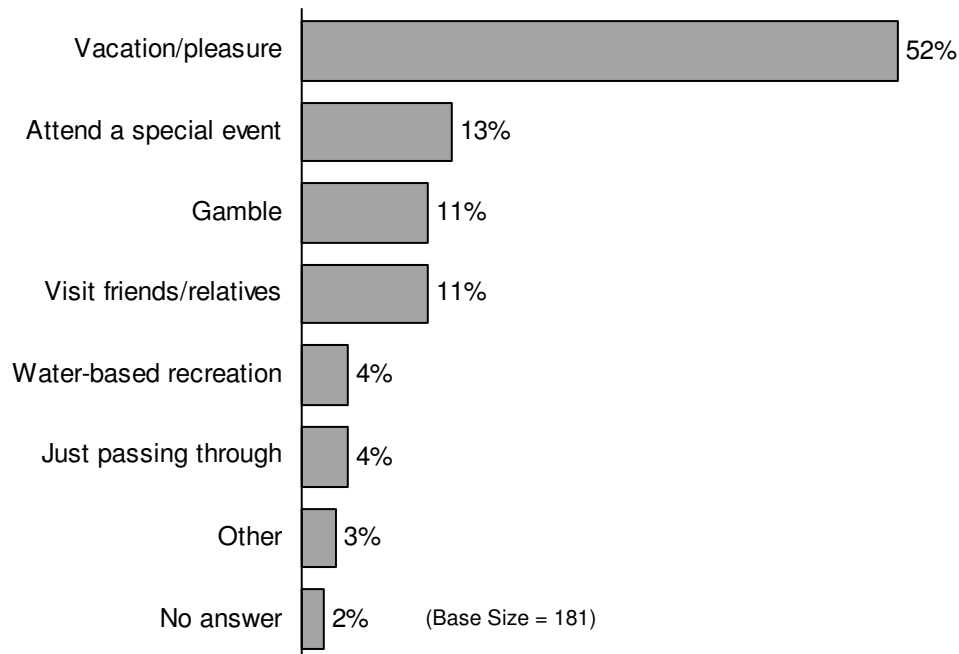
* Excluding the 8 respondents – 1% – who identified themselves as residents of Laughlin.

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)



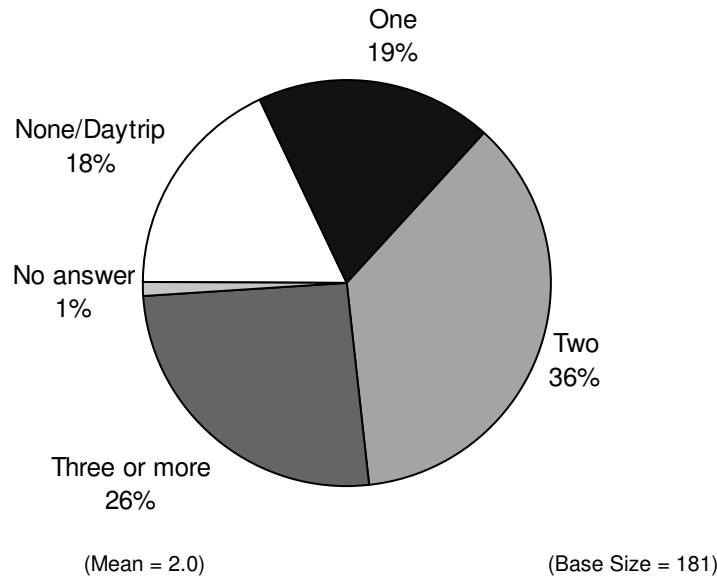
We asked residents how many times they had visited Laughlin during the past year for purposes other than work or personal business (Figure 43). Thirty-nine percent (39%) said they had been once, 30% said they had been twice, and 30% said they had been three or more times. The average number of visits 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)



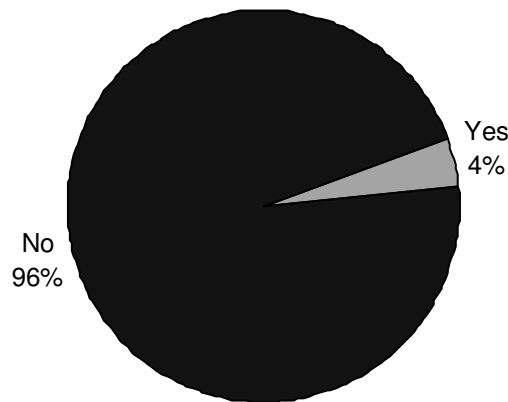
We asked residents who had taken a non-business trip to Laughlin in the past 12 months what was the primary purpose of their most recent trip there (Figure 44). More than one-half (52%) said it was for vacation or pleasure. Thirteen percent (13%) said they were attending a special event, 11% said they were visiting Laughlin primarily to gamble, another 11% were visiting friends or relatives, 4% were visiting for water-based recreation, and another 4% said they were just passing through.

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). Eighteen percent (18%) said they did not spend any nights in Laughlin, while 19% said they spent one night, 36% spent two nights, and 26% spent three or more nights. The average number of nights stayed for all respondents was 2.0, while the average number of nights stayed excluding those on day trips was 2.4.

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



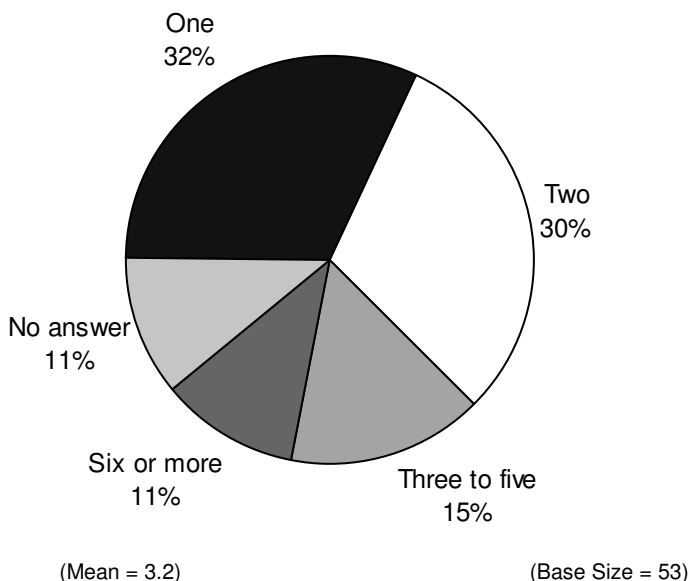
(Base Size = 1199)

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 (6%) were more likely than those who do not (2%) to have visited Jean.

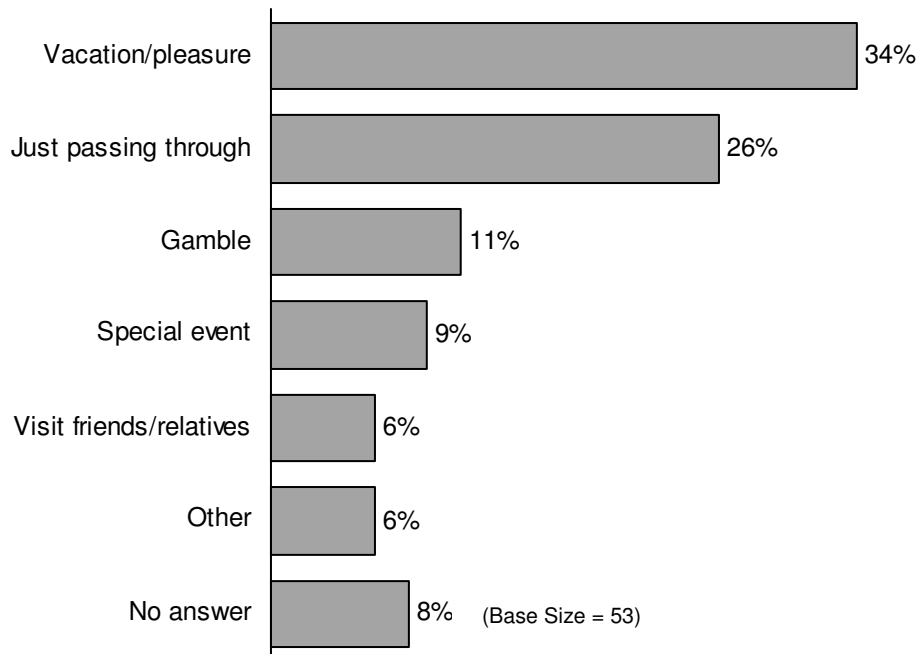
* Excluding the 1 respondent – less than 1% – who identified themselves as a resident of Jean.

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)



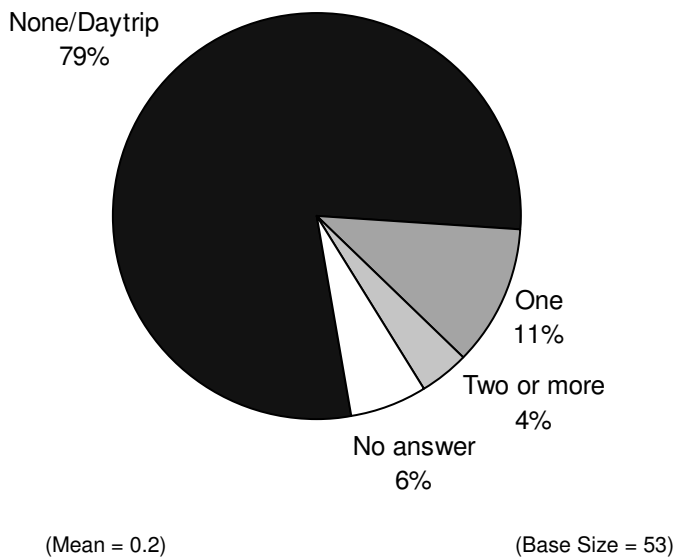
We asked residents how many times they had visited Jean during the past year for purposes other than work or personal business (Figure 47). Thirty-two percent (32%) said they had been once, 30% had been twice, 15% had been three to five times, and 11% had visited six or more times. The average number of visits to Jean in the past 12 months was 3.2.

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)



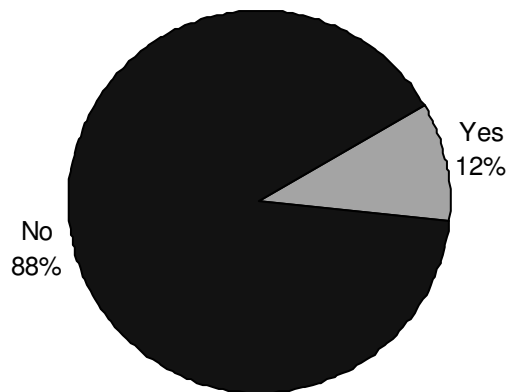
We asked residents who had taken a non-business trip to Jean in the past 12 months what was the primary purpose of their most recent trip there (Figure 48). Thirty-four percent (34%) said it was for vacation or pleasure, while 26% said they were just passing through. Relatively smaller numbers of visitors to Jean said they were visiting primarily to gamble (11%), attending a special event (9%), or visiting friends or relatives (6%).

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 eight in ten (79%) said they did not spend any nights in Jean, but 11% said they spent one night and 4% said they spent two or more nights. The average number of nights stayed for all respondents (including day trippers) was 0.2, while the average number of nights stayed excluding those on day trips was 1.5.

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



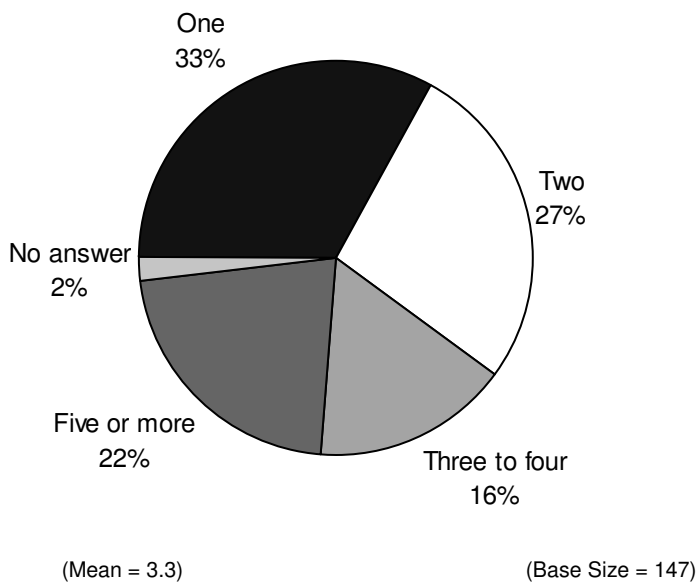
(Base Size = 1198)

We asked residents if they had taken a trip to Primm within the past 12 months for purposes other than work or personal business*. Twelve percent (12%) 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 (15% vs. 8%), as were those with household incomes of \$50,000 or more compared to those with incomes of less than \$50,000 (14% vs. 9%).

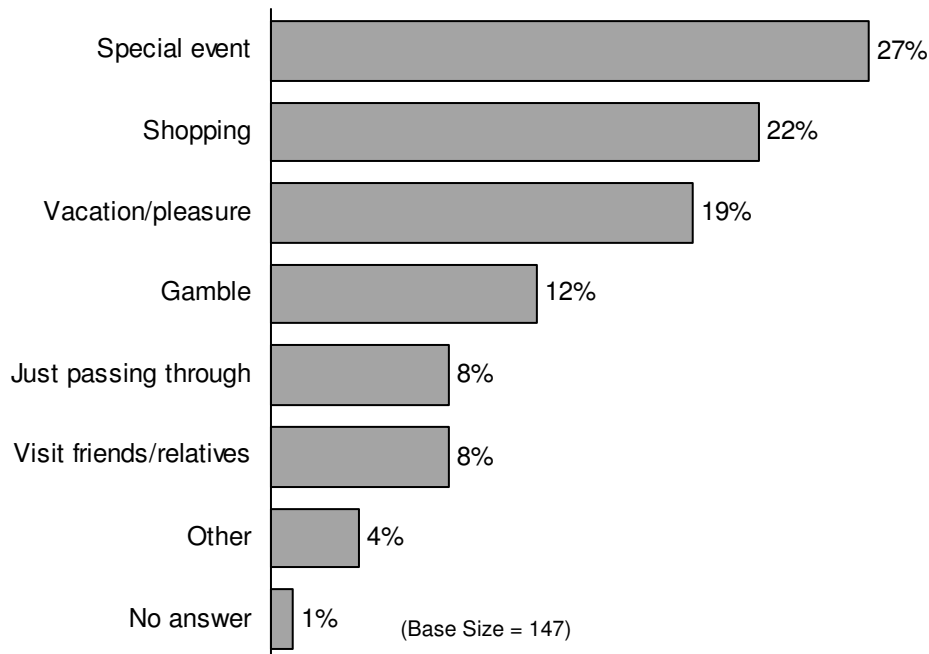
* Excluding the 2 respondents – less than 1% – who identified themselves as residents of Primm.

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). Thirty-three percent (33%) said they had been once, 27% had been twice, 16% had been three or four times, and 22% visited five or more times. The average number of visits was 3.3.

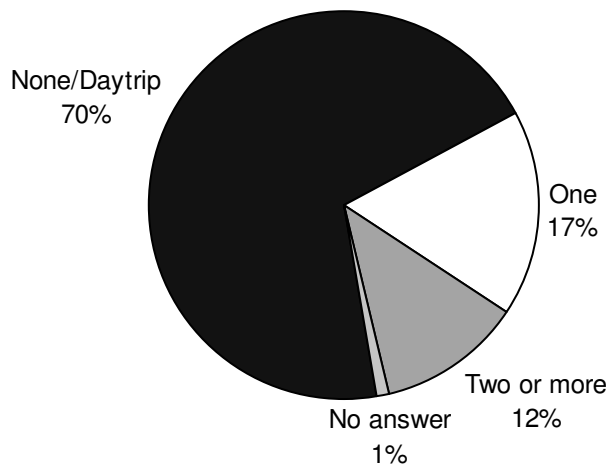
FIGURE 52
Primary Purpose Of Most Recent Trip To Primm
(Among Those Who Took A Non-Business
Trip To Primm In The Past 12 Months)



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). Twenty-seven percent (27%) said they were attending a special event (up significantly from 12% in 2008), while 22% visited primarily to shop there, and 19% visited for vacation or pleasure (down from 31% in 2008). Twelve percent (12%) said they visited Primm primarily to gamble, while 8% said they were just passing through and another 8% were visiting friends or relatives.

Men were more likely than women to have visited Primm to attend a special event (34% vs. 20%), while women were more likely than men to have visited Primm primarily to shop there (31% vs. 13%).

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)

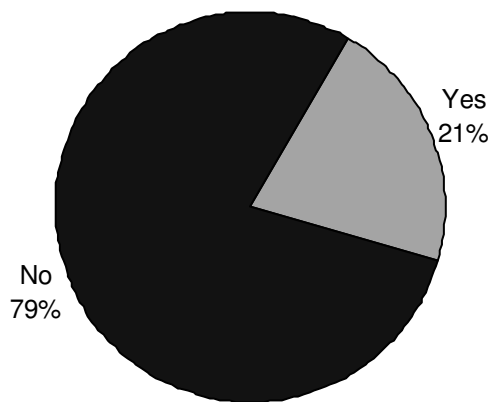


(Mean = 0.5)

(Base Size = 147)

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 17% said they spent one night, and 12% spent two or more nights. The average number of nights stayed for all respondents was 0.5, while the average number of nights stayed excluding those on day trips was 1.6 (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)



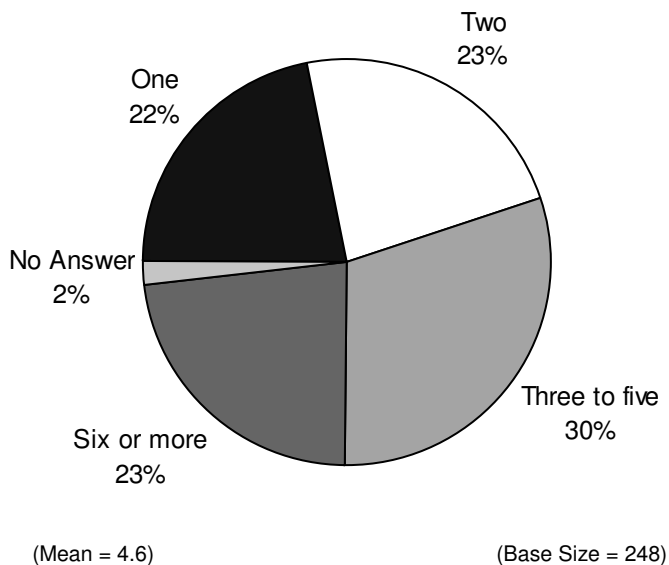
(Base Size = 1178)

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*. Twenty-one percent (21%) said they had (Figure 54).

Residents who live in the Henderson area (31%) or elsewhere in the greater Las Vegas area (25%) were significantly more likely than those who live in Las Vegas (17%) to say they visited Boulder City in the past 12 months.

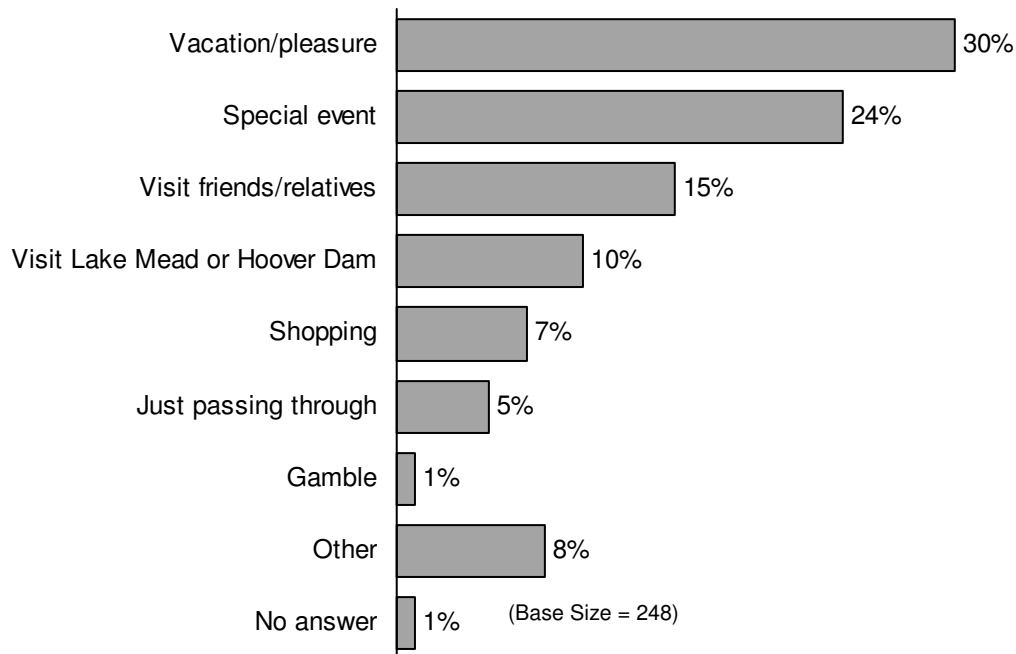
* Excluding the 22 respondents – 2% – who identified themselves as residents of Boulder City.

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)



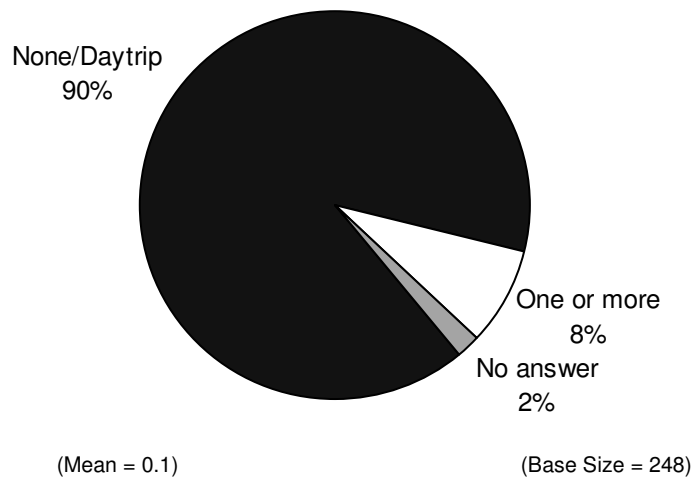
We asked residents how many times they had visited Boulder City during the past year for purposes other than work or personal business (Figure 55). Twenty-two percent (22%) said they had been once, 23% had been twice, 30% had been three to five times, and 23% had been six or more times. The average number of visits to Boulder City in the past 12 months was 4.6.

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). Three in ten (30%) said it was for vacation or pleasure (down from 39% in 2008), while 24% said they were attending a special event, 15% were visiting friends or relatives, 10% were visiting Lake Mead or Hoover Dam, 7% were there primarily to shop, 5% were just passing through, and 1% were visiting primarily to gamble.

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). Nine in ten (90%) said they did not spend any nights in Boulder City, but 8% said they spent one or more nights. The average number of nights stayed for all respondents was 0.1, while the average number of nights stayed excluding those on day trips was 1.6 (Figure 57).

APPENDIX

*Questionnaire With
Aggregate Results*

Respondent ID# _____

GENDER

MALE49%

FEMALE.....51

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

**SUPERVISOR:
MALE/FEMALE QUOTA**

NO LESS THAN 48% MALE

NO MORE THAN 52% FEMALE

Time Started _____

Time Ended _____

Interview Length _____

Interviewer _____

Date _____

Rep & page # _____

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

3. What is your ZIP code, please?

890XX34%

891XX66

**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.**

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

YES	ASK Q3
NO	TERMINATE

4. What activities do you take part in during your leisure time over the course of a year? I'm interested in activities *outside your home* which you can do *in and around Las Vegas*. **(DO NOT READ LIST. ACCEPT UP TO 5 RESPONSES. PROBE:)** Any others?
5. Which of the activities you just mentioned do you do most often? **(IF NECESSARY, READ "YES" RESPONSES BACK TO RESPONDENT TO REFRESH HIS/HER MEMORY.)**
6. Which of the activities you just mentioned is your favorite? **(AGAIN, IF NECESSARY, READ "YES" RESPONSES BACK TO RESPONDENT TO REFRESH HIS/HER MEMORY.)**

	<u>Q4</u>	<u>Q5 MOST OFTEN</u>	<u>Q6 FAVORITE</u>	
a. BASKETBALL	3%	1%	1%	BASKETBALL
b. BASEBALL (SOFTBALL)	3	1	1	BASEBALL
c. BINGO.....	2	0	0	BINGO
d. BOATING	5	1	2	BOATING
e. BOWLING	6	2	2	BOWLING
f. CAMPING.....	7	2	3	CAMPING
g. COMMUNITY ACTIVITIES (CHURCH, LITTLE LEAGUE, ETC.).....	7	4	4	COMMUNITY ACTIVITIES
h. CYCLING	4	1	1	CYCLING
i. FISHING.....	6	2	2	FISHING
j. FOOTBALL (INCLUDE TOUCH/TAG).....	2	1	1	FOOTBALL
k. EATING OUT	18	9	6	EATING OUT
l. GAMBLING	19	8	8	GAMBLING
m. GOLF	12	6	7	GOLF
n. HIKING.....	15	5	6	HIKING
o. HORSEBACK RIDING	1	0	1	HORSEBACK RIDING
p. HUNTING.....	2	1	1	HUNTING
q. MOVIES	20	8	6	MOVIES
r. NIGHT CLUBBING.....	3	1	2	NIGHT CLUBS
s. PICNICS.....	4	1	1	PICNICS
t. SHOPPING	7	3	3	SHOPPING
u. SHOWS	14	3	5	SHOWS
v. SIGHT SEEING.....	6	2	2	SIGHT SEEING
w. SNOW SKIING.....	2	1	1	SNOW SKIING
x. SPORTING EVENTS	4	2	2	SPORTING EVENTS
y. SUNBATHING.....	0	0	0	SUNBATHING
z. SWIMMING.....	6	3	2	SWIMMING
aa. TENNIS.....	2	0	1	TENNIS
bb. VISITING FRIENDS OR RELATIVES	7	3	3	VISITING FRIENDS
cc. WATER SKIING.....	1	0	0	WATER SKIING
dd. WORKING OUT	7	5	3	WORKING OUT
ee. OTHER (SPECIFY BELOW).....	19	12	10	OTHER
ff. NONE OF THE ABOVE	9	13	14	NONE OF THE ABOVE

Q4

Q6

7. About how many dinners do you eat out every month?
(FILL IN BLANKS.)

- None.....7%
- 1 to 223
- 3 to 423
- 5 to 1029
- More than 1017
- Not sure/No answer1
- 6.48 MEAN
- 4.00 MEDIAN

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=1118)

- 0%35%
- 1% to 25%34
- 26% to 50%12
- 51% to 75%4
- 76% to 99%5
- 100%7
- Not sure/Refused3
- 23.19 MEAN
- 5.00 MEDIAN

9. Do you ever stay overnight in local hotels or motels in
Las Vegas?

YES25%	ASK Q10
NO75	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=302)

- None.....14%
- 124
- 222
- 3 to 528
- 6 or more times13
- 3.10 MEAN
- 2.00 MEDIAN

11. In the past 12 months have you attended any of the
following sporting events?

- a. Las Vegas 51's baseball
game.....16%
- b. Auto race at the Las
Vegas Motor
Speedway14
- c. University of Nevada Las
Vegas football game.....13
- d. University of Nevada Las
Vegas basketball game17
- f. Any other UNLV sporting
event excluding football
and basketball games.....5
- 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 game20
- g. Las Vegas Wranglers
hockey game10

12. Are you a resident of... **(READ LIST.
RESPONDENT MAY SAY "NO" TO ALL BUT MAY
ONLY SAY "YES" TO ONE.)** * - less than 0.5%

- Mesquite2%
- Laughlin1
- Jean.....*
- Primm*
- Boulder City2
- NONE OF THE ABOVE96

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. Mesquite15% (N=1180)
- b. Laughlin15 (N=1192)
- c. Jean4 (N=1199)
- d. Primm12 (N=1198)
- e. Boulder City21 (N=1178)
- f. NONE OF THE ABOVE..57

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=173)

1.....40%
226
3 or more.....31
Refused/No answer3
2.93 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=173)

VACATION/PLEASURE44%
TO GAMBLE5
VISIT FRIENDS/RELATIVES12
TO ATTEND A SPECIAL EVENT (E.G., GOLF, RODEO, FESTIVAL, ETC.).....10
TO ATTEND/PARTICIPATE IN A CASINO TOURNAMENT1
JUST PASSING THROUGH.....10
TO PLAY GOLF11
TO VISIT A SPA2
SOME OTHER REASON.....5
DON'T KNOW/REFUSED0

16. Again, thinking of your last trip to Mesquite for purposes other than work or personal business — how many nights did you stay? (N=173)

None/Daytrip.....29%
124
236
3 or more.....9
Refused/No answer.....2
1.30 MEAN
1.00 MEDIAN

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=181)

139%
230
3 or more.....30
Refused/No answer.....1
2.64 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=181)

VACATION/PLEASURE52%
TO GAMBLE11
VISIT FRIENDS/RELATIVES11
TO ATTEND A SPECIAL EVENT (E.G., GOLF, RODEO, FESTIVAL, ETC.)13
TO ATTEND/PARTICIPATE IN A CASINO TOURNAMENT0
JUST PASSING THROUGH.....4
WATER-BASED RECREATION (FOR EXAMPLE, JET SKIING, WATER SKIING, BOATING, ETC.)4
SOME OTHER REASON3
DON'T KNOW/REFUSED2

19. Again, thinking of your last trip to Laughlin for purposes other than work or personal business — how many nights did you stay? (N=181)

None/Daytrip 18%
 1 19
 2 36
 3 or more 26
 Refused/No answer 1
1.97 MEAN
2.00 MEDIAN

**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=53)

1 32%
 2 30
 3 or more 26
 Refused/No answer 11
3.17 MEAN
2.00 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=53)

VACATION/PLEASURE 34%
 TO GAMBLE 11
 VISIT FRIENDS/RELATIVES 6
 TO ATTEND A SPECIAL
 EVENT (E.G., GOLF, RODEO,
 FESTIVAL, ETC.) 9
 TO ATTEND/PARTICIPATE
 IN A CASINO TOURNAMENT 0
 JUST PASSING THROUGH 26
 SOME OTHER REASON 6
 DON'T KNOW/REFUSED 8

22. Again, thinking of your last trip to Jean for purposes other than work or personal business — how many nights did you stay? (N=53)

None/Daytrip 79%
 1 11
 2 or more 4
 Refused/No answer 6
0.24 MEAN
0.00 MEDIAN

**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=147)

1 33%
 2 27
 3 to 4 16
 5 or more 22
 Not sure/Refused 2
3.28 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=147)

VACATION/PLEASURE 19%
 TO GAMBLE 12
 VISIT FRIENDS/RELATIVES 8
 TO ATTEND A SPECIAL
 EVENT (E.G., GOLF, RODEO,
 FESTIVAL, ETC.) 27
 TO ATTEND/PARTICIPATE
 IN A CASINO TOURNAMENT 0
 JUST PASSING THROUGH 8
 SHOPPING 22
 SOME OTHER REASON 4
 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=147)

None/Daytrip 70%
1 17
2 or more 12
Refused/No answer 1
0.48 MEAN
0.00 MEDIAN

**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=248)

1 22%
2 23
3 to 5 30
6 or more 23
Refused/No answer 2
4.55 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=248)

VACATION/PLEASURE 30%
TO GAMBLE 1
VISIT FRIENDS/RELATIVES 15
TO ATTEND A SPECIAL
EVENT (E.G., GOLF, RODEO,
FESTIVAL, ETC.) 24
TO ATTEND/PARTICIPATE
IN A CASINO TOURNAMENT 0
JUST PASSING THROUGH 5
SHOPPING 7
TO VISIT LAKE MEAD OR
HOOVER DAM 10
SOME OTHER REASON 8
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=248)

None/Daytrip 90%
1 or more 8
Refused/No answer 2
0.13 MEAN
0.00 MEDIAN

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 62%	SKIP TO Q31
NO 38	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=460)

PRIMARY REASON:

No money/can't afford it 48%
No interest/boring 23
Poor odds/never win 12
Religious/moral objections 12
Don't like casinos/crowded/dirty 2
Fear addiction 2
Some other reason 2
Not sure/No answer 0

COMBINED RESPONSES:

No money/can't afford it 61%
No interest/boring 37
Poor odds/never win 18
Religious/moral objections 15
Don't like casinos/crowded/dirty 6
Fear addiction 3
Some other reason 5
No 2nd response 56

**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=740)

ON OR NEAR THE STRIP..15%	SKIP TO Q33
DOWNTOWN4	ASK Q32, THEN SKIP TO Q34
BOULDER STRIP/ GREEN VALLEY.....19	ASK BOTH Q32 & Q33
SUMMERLIN AREA.....15	
NORTH LAS VEGAS15	
ELSEWHERE.....16	
HENDERSON12	
LAKE LAS VEGAS0	
DON'T KNOW/REFUSED.....3	

32. Is there any particular reason why you do not go to the Strip to gamble? (**ACCEPT ONE RESPONSE.**) (N=629)

- Too many tourists/too crowded35%
- Too far away/inconvenient23
- Worse odds/less winnings9
- Heavy traffic/no parking9
- Work on the Strip/don't want to go there....6
- Smaller/local gaming more appealing5
- Don't gamble much/not a gambler4
- Just don't like it (non-specific)3
- Some other reason.....3
- Not sure/Refused5

33. Is there any particular reason why you do not go to Downtown Las Vegas to gamble? (**ACCEPT ONE RESPONSE.**) (N=708)

- Too far away/inconvenient28%
- Too many tourists/too crowded11
- High crime/scary area9
- Heavy traffic/no parking7
- Don't gamble much/not a gambler7
- Prefer bigger/flashy gaming5
- Worse odds/less winnings5
- I just don't like it (non-specific)5
- Work downtown/don't want to go there3
- Some other reason.....5
- Not sure/Refused15

34. About how often do you gamble? Would you say it is... (**READ LIST. CIRCLE NUMBER AT FIRST "YES" RESPONSE.**) (N=740)

More than 5 times a week 6%	ASK Q35
About twice a week 22 About once a week..... 18	SKIP TO Q36
About twice a month..... 16 About once a month 15	SKIP TO Q37
About 4 times a year 13 About twice a year 6 Once a year or less 5	SKIP TO Q38
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=41)

- \$50 or less.....34%
- \$51 to \$10024
- Over \$10012
- Refused/No answer.....29
- \$79.31 MEAN
- \$60.00 MEDIAN

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=298)

- \$20 or less.....20%
- \$21 to \$5023
- \$51 to \$10024
- Over \$10017
- Refused/No answer.....16
- \$104.30 MEAN
- \$50.00 MEDIAN

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=224)

\$20 or less.....23%
\$21 to \$5028
\$51 to \$10024
Over \$10013
Refused/No answer.....12
\$88.10 MEAN
\$50.00 MEDIAN

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=173)

\$20 or less.....23%
\$21 to \$5017
\$51 to \$10020
Over \$10019
No answer/Refused.....21
\$146.50 MEAN
\$50.00 MEDIAN

39. Which type of gambling game do you play *MOST OFTEN*. (**DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.**) (N=740)

SLOT MACHINES.....36%	ASK Q40
VIDEO POKER.....33	
OTHER VIDEO MACHINES (21, KENO, ETC.).....3	SKIP TO Q45
BACCARAT0	SKIP TO Q43
BIG 60	
BINGO.....4	SKIP TO Q45
BLACKJACK6	SKIP TO Q43
CRAPS2	
KENO2	SKIP TO Q45
POKER.....5	
RACE/SPORTSBOOK3	
ROULETTE0	SKIP TO Q43
OTHER.....5	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=508)

PENNY29%
NICKEL.....21
DIME.....1
QUARTER.....38
HALF DOLLAR1
DOLLAR6
FIVE DOLLARS.....0
25 DOLLARS.....1
OTHER.....2
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=508)

16%
2-314
4-539
More than 533
Not sure/Refused8
25.23 MEAN
5.00 MEDIAN

CONTINUE WITH Q42

42. Do you *USUALLY* play the "progressive" machines — that is, the machines where the jackpot increases until someone wins it? (N=508)

YES.....31%
NO66
DK/REFUSED.....3

SKIP TO Q45

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

(N=63)

LESS THAN \$1.00.....3%
 \$1.00.....3
 \$2.00.....2
 \$3.00.....6
 \$5.00.....57
 \$10.00.....13
 \$25.00.....8
 \$50.00.....0
 \$100.00.....2
 OVER \$100.002
 OTHER.....2
 DON'T KNOW/REFUSED3

CONTINUE WITH Q44

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

(N=63)

\$1-\$22%
 \$3-\$48
 \$524
 \$6-\$1027
 Over \$1027
 Don't know/No answer13
\$14.24 MEAN
\$10.00 MEDIAN

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=740)

YES 72%	ASK Q46
NO 27	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 6% (N=530)
 About twice a week..... 17
 About once a week 17
 About twice a month 18
 About once a month 14
 About four times a year 13
 About twice a year 9
 Once a year or less 4
 DON'T KNOW/REFUSED 1

47. What is the name of the casino where do you do MOST of your gambling? (N=530)

BOULDER STRIP/GREEN VALLEY 25%
 NORTH LAS VEGAS 23
 SUMMERLIN..... 11
 HENDERSON 11
 STRIP CORRIDOR/OFF-STRIP 10
 DOWNTOWN 4
 OTHER..... 8
 CAN'T NAME JUST ONE 7
 DON'T KNOW/REFUSED 1

48. Which of the following categories best describes your betting habits in the casinos? Are you a... **(READ LIST.)** (N=530)

- Very light bettor 25%
- Light bettor 47
- Moderate bettor 22
- Somewhat heavy bettor 3
- Heavy bettor 1
- DON'T KNOW/REFUSED 1

49. Do you maintain casino credit? (N=530)

- YES..... 29%
- NO 68
- DON'T KNOW/REFUSED 3

50. Are you a member of a casino slot club or players club? (N=530)

- YES..... 82%
- NO 17
- DON'T KNOW/REFUSED 1

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=530)

CASINO RESTAURANT72%	ASK Q52
RESTAURANT OUTSIDE THE CASINO 17	
DON'T EAT OUT (VOLUNTEERED)8	SKIP TO Q53
DON'T KNOW/REFUSED.....2	

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=474)

- Fast food restaurant5%
- Buffet in a hotel, motel, or casino39
- Coffee shop in a hotel, motel, or casino 19
- Coffee shop outside a hotel, motel, or casino 1
- Gourmet restaurant9
- Pub3
- Sushi restaurant 1
- Casual, sit-down, chain restaurant (like TGI Friday's, Ruby Tuesday's, Chili's, etc.) 19
- OTHER..... 1
- DON'T KNOW/REFUSED3

53. Do you ever gamble in a convenience store, grocery store, or gas station in the greater Las Vegas area? (N=740)

YES 16%	ASK Q54
NO 84	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=117)

- More than 5 times a week 2%
- About twice a week..... 12
- About once a week 14
- About twice a month 17
- About once a month 21
- About four times a year 10
- About twice a year 10
- Once a year or less 14
- DON'T KNOW/REFUSED 0

55. Do you ever gamble in a local bar or restaurant in the greater Las Vegas area? (N=740)

YES 24%	ASK Q56
NO 76	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=181)
- More than 5 times a week 1%
 - About twice a week 7
 - About once a week 12
 - About twice a month 17
 - About once a month 21
 - About four times a year 17
 - About twice a year 17
 - Once a year or less 8
 - DON'T KNOW/REFUSED 1

57. Do you ever gamble in Clark County OUTSIDE the greater Las Vegas area? (N=740)

YES 22%	ASK Q58
NO 76	SKIP TO Q60
DON'T KNOW/REFUSED 2	

58. About how often do you gamble outside the greater Las Vegas area? Would you say it is... (N=160)
- More than 5 times a week 1%
 - About twice a week 3
 - About once a week 3
 - About twice a month 3
 - About once a month 9
 - About four times a year 20
 - About twice a year 26
 - Once a year or less 31
 - DON'T KNOW/REFUSED 3

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=160)

- JEAN 4%
- MESQUITE 28
- LAUGHLIN 31
- PRIMM (STATE LINE) 19
- MORE THAN ONE PLACE MOST OFTEN 9
- OTHER 7
- DON'T KNOW/REFUSED 2

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 ... 14% (N=740)
- OTHER TIMES 79
 - BOTH (VOL.) 5
 - DON'T KNOW/REFUSED 2

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 36	SKIP TO Q64
DON'T KNOW/REFUSED 1	

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=759)

- Twice a week or more 1%
- About once a week 2
- About twice a month 4
- About once a month 9
- About four times a year 26
- About twice a year 31
- Once a year or less 26
- DON'T KNOW/REFUSED 1

63. Which of the following kinds of shows have you been to?

(N=759)

	Q63		
	YES	NO	NA
a. Headliner shows (big-name stars)	74%	26%	0%
b. Large-scale Las Vegas style shows (e.g., Mystère!, O!, Blue Man Group, etc.)	72	28	0
e. Comedy or improv shows	52	48	1
f. Broadway style shows (e.g., Lion King, Jersey Boys, Phantom of the Opera).....	58	42	0
c. Other small-scale shows/musical revues...	51	48	1
d. Lounge acts (local bands).....	41	58	1
NONE OF THE ABOVE	1	DO NOT READ	
NOT SURE/DON'T KNOW	0		
REFUSED/NO ANSWER	0		

64. Which of the following other leisure activities have you done at a casino-hotel within the past 12 months?

- a. Watched a movie 65%
- b. Visited a nightclub 20
- c. Attended a slot or other type of gaming tournament..... 10
- d. Went shopping 36
- e. Visited a spa..... 12
- f. Went bowling 29
- g. Went to a bar 36
- h. Went to a barber shop or hair salon..... 13
- i. OTHER (NET)..... 16
 - Entertainment/Shows..... 5
 - Swimming 4
 - Restaurants 3
 - All other mentions 4
 - Not sure/not applicable 0

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..... 20%
- BOULDER STRIP/GREEN VALLEY 18
- NORTH LAS VEGAS 15
- SUMMERLIN..... 12
- HENDERSON 8
- DOWNTOWN 2
- OTHER..... 3
- CAN'T NAME JUST ONE 7
- NONE..... 11
- DON'T KNOW/REFUSED 4

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

YES 88%	ASK Q66
NO 12	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=1061)

None.....38%
122
216
3 or more.....22
Not sure/No answer2
2.61 MEAN
1.00 MEDIAN

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?..... 38
- c. Purchase something at a retail location? 32
- d. See some type of entertainment at a lounge or showroom?..... 22
- e. Eat at a restaurant?..... 59
- f. See live street performers?..... 70
- g. Attend a special event? 26

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..... 8%
NO 92
NOT SURE/NA..... 0

69. How many flights have you made out of McCarran International Airport (the Las Vegas airport) during the past 12 months?

None.....39%
114
213
3 to 519
Over 5 times.....15
Not sure/No answer1
3.41 MEAN
1.00 MEDIAN

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

YES 11%	ASK Q71
NO 89	SKIP TO Q72
DON'T KNOW/REFUSED.... 0	

71. Generally, were you satisfied with the public bus service provided? (N=126)

YES 86%
NO 13
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?

YES 7%	ASK Q73
NO 93	SKIP TO Q74
DON'T KNOW/REFUSED.... 0	

73. Generally, were you satisfied with the service provided by the Las Vegas Monorail? (N=79)

YES 91%
NO 9
NOT SURE/NA..... 0

73a. Are you aware of the Internet website "stayandplayhere.com"?

YES 24%	ASK Q73b
NO 75	SKIP TO Q74
NOT SURE/NA..... 0	

73b. Have you visited that website? (N=292)

YES 29%
NO 71

74. Have you heard or read anything about the Las Vegas Convention and Visitors Authority (also known as the LVCVA)?

YES 73%	ASK Q75
NO 27	SKIP TO Q76
DON'T KNOW/REFUSED... 1	

75. Would you say that you have a FAVORABLE or UNFAVORABLE opinion of the Las Vegas Convention and Visitors Authority? (N=874)

FAVORABLE 71%
UNFAVORABLE 6
NOT SURE/DK 22
DON'T KNOW/REFUSED 1

76. As you may or may not know, the Las Vegas Convention and Visitors Authority is an organization responsible for bringing conventions and tourists to Las Vegas.

How good a job do you think the Las Vegas Convention and Visitors Authority is doing in bringing conventions and tourists to Las Vegas? Would you say they're doing an excellent job, a good job, a fair job, or a poor job?

EXCELLENT 20%
GOOD 48
FAIR 17
POOR 3
NOT SURE/DK 12
REFUSED/NA 1

77. How do you think the Las Vegas Convention and Visitors Authority is funded? **[ALTERNATE WORDING:]**

Is it funded through local tax dollars which Las Vegas residents pay or is it funded through hotel tax dollars which visitors to Las Vegas pay when they stay at Las Vegas hotels?

Is it funded through hotel tax dollars which visitors to Las Vegas pay when they stay at Las Vegas hotels or is it funded through local tax dollars which Las Vegas residents pay?

LOCAL TAX 15%
HOTEL TAX 48
BOTH (VOL.) 7
NOT SURE/DK 29
REFUSED/NA 0

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.

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

Employed full time 34%	ASK Q79 & Q80
Employed part time 6	
Self-employed 8	
Not employed for pay 12	SKIP TO Q82 ON PAGE 16
Retired 39	
Student 1	
DON'T KNOW/REFUSED 1	

79. What kind of work do you do?

80. 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=565)

INDUSTRY

(N=565)

PROFESSIONAL/TECHNICAL	40%
MANAGERS/OFFICIALS/PROPRIETORS	11
SALES/CLERICAL WORKERS	13
CRAFT WORKERS/FOREMEN.....	3
SERVICE WORKERS/OPERATORS	24
LABORERS/AGRICULTURAL WORKERS	7
OTHER.....	1
DON'T KNOW/REFUSED	2

MINING	10%
CONSTRUCTION	5
MANUFACTURING.....	4
TRANSPORTATION, COMMUNICATIONS, ELECTRIC, GAS, & SANITARY	4
WHOLESALE TRADE.....	8
RETAIL TRADE	7
FINANCE, INSURANCE, & REAL ESTATE	5
SERVICES	37
AGRICULTURE/FORESTRY.....	1
PUBLIC ADMINISTRATION	9
OTHER.....	5
DON'T KNOW/REFUSED.....	4

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.

81. Do you work for any of the casinos or casino/hotels in Las Vegas? (N=565)

YES..... 14%

NO..... 86

DON'T KNOW/REFUSED 1

82. 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 4%

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..... 11

1991 TO 1995..... 14

1996 TO 2000..... 16

2001 TO 2005..... 17

2006 TO PRESENT..... 9

DON'T KNOW/REFUSED 2

83. 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) 24

SOME COLLEGE (INCLUDES JUNIOR/COMMUNITY COLLEGE — NO BACHELOR'S DEGREE)..... 28

GRADUATED COLLEGE 26

GRADUATE SCHOOL (MASTER'S OR PH.D.) 17

TECHNICAL, VOCATIONAL OR TRADE SCHOOL 1

DON'T KNOW/REFUSED 1

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

Single..... 16%

Married 60

Separated or divorced 12

Widowed..... 11

DON'T KNOW/REFUSED 1

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

Less than 13 years old 17%

13-18 years old..... 10

More than 18 years old..... 16

86. 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 8

ASIAN/ASIAN AMERICAN 3

HISPANIC/LATINO 5

NATIVE AMERICAN..... 1

MIXED RACE (VOL.) 2

OTHER..... 1

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.).

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

AGE: _____

56.43 MEAN
58.00 MEDIAN

(IF RESPONDENT REFUSES TO STATE AGE, ASK:)

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

21 to 24.....	1%
25 to 29.....	3
30 to 34.....	5
35 to 39.....	6
40 to 44.....	7
45 to 49.....	8
50 to 54.....	12
55 to 59.....	10
60 to 64.....	11
65 and older.....	34
DON'T KNOW/REFUSED.....	2

88. 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.....	9%
\$20,000 to \$29,999.....	7
\$30,000 to \$39,999.....	8
\$40,000 to \$49,999.....	10
\$50,000 to \$59,999.....	8
\$60,000 to \$69,999.....	6
\$70,000 to \$79,999.....	6
\$80,000 to \$89,999.....	5
\$90,000 to \$99,999.....	4
\$100,000 to \$109,999.....	5
\$110,000 to \$119,999.....	2
\$120,000 to \$129,999.....	2
\$130,000 to \$139,999.....	1
\$140,000 to \$149,999.....	1
\$150,000 or more.....	9
DON'T KNOW/REFUSED.....	21



Las Vegas Convention and Visitors Authority
3150 Paradise Road, Las Vegas, NV 89109-9096
VisitLasVegas.com

For additional research publications and statistics visit LVCVA.com