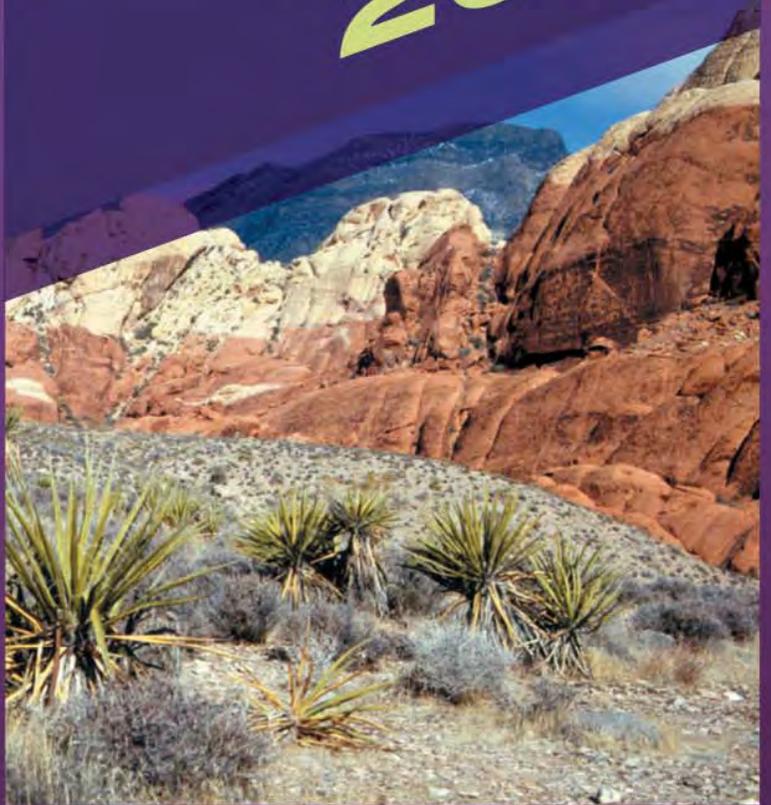


**CLARK COUNTY**  
RESIDENTS STUDY  
**2012**



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# **LAS VEGAS CONVENTION & VISITORS AUTHORITY**

***2012 Clark County  
Residents Study***

# ACKNOWLEDGMENTS

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

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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 2012 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 2012.

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 2012 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 2012 study and highlights results which are significantly different from the 2010 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 third (at 19%) among all activities in which residents said they participated. Only eating out (24%) and movies (23%) were mentioned by a larger percentage of residents. Gaming was tied for second among activities done "most often" (8%, along with working out) and came in second behind eating out (9%) among "favorite" activities (8%).
- Fifty-eight percent (58%) of Clark County residents said they gamble at least occasionally.
- Of those who gamble, 45% 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 20% saying they budget \$25 to \$49 per day, and 44% saying they budget \$50 or more per day.
- Slot machines continue to be the most popular game (37%), followed by video poker (30%).
- Thirty-seven percent (37%) of those who play video poker or slot machines play the quarter machines most often, while 30% play the penny machines most often, 21% play the nickel machines most often, and 10% preferred other denominations.
- Thirty-three percent (33%) of slot and video machine players said they play "progressive" machines.

- Fifty-seven percent (55%) of table game players said they played a minimum of \$5.00, while 33% said they played a minimum of over \$5.00, 6% said \$2.00 to \$3.00, and 7% said \$1.00 or less.
- Among those who play table games most often, 33% said their average bet was more than \$10, 27% said it was \$6 to \$10, 27% said \$5, and 8% said \$4 or less. Five percent (5%) declined to give an answer. The *average* (mean) bet was \$28.50.
- Among residents who gamble, 20% said they gamble most often in the Boulder Strip/Green Valley area, 17% said the Summerlin area, 16% said North Las Vegas, 13% said the Strip Corridor, 12% in Henderson, 3% Downtown, and 16% elsewhere.
- 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 more than two in ten (22%) said other places were closer or more convenient for them, 8% said the odds of winning are stiffer or the gambling is worse on the Strip, 4% 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, 33% said that other places were closer or more convenient for them, 18% cited crowds, tourists, too much traffic, or difficulty finding parking, 6% said they felt Downtown was a bad environment or cited safety concerns (down from 9% in 2010), 5% said they preferred another area that had bigger or flashier gaming venues or better odds of winning (down from 10% in 2010), and 8% said they just don't like the Downtown area in general (up from 5%).
- Thirteen percent (13%) of residents who gamble said they do so only when they have out-of-town visitors, but the vast majority (85%) gamble at other times.

### Gaming In Casinos

- We asked residents who gamble if they ever gamble at casinos in the greater Las Vegas area (versus a local bar, a convenience store/grocery store, or a gas station). Sixty-six percent (66%) 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 38% saying once a week or more and 34% 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 24% mentioned a location in North Las Vegas, 15% mentioned a casino on the Strip (up from 10% in 2010), 14% mentioned a casino in Henderson, another 12% mentioned a casino in the Summerlin area, 3% mentioned a casino located Downtown, and 4% mentioned casinos in other locations. Two percent (2%) 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 (89%) said they gamble most often in a hotel casino.
- Sixty-eight percent (68%) of casino gamers considered themselves to be either very light or light bettors. Twenty-six percent (26%) considered themselves to be moderate bettors and only 4% considered themselves to be heavy or somewhat heavy bettors.
- Thirty-eight percent (38%) of residents who gamble in casinos maintain casino credit, up from 29% in 2010.
- Four-fifths (80%) of residents who gamble say they are a member of a casino slot club or players' club.

### Gaming Outside Casinos

- Twenty percent (20%) of Clark County residents who gamble said they gambled at least occasionally in convenience stores, grocery stores, or gas stations. Among those who do, 33% said they did so once a week or more, 37% said once or twice a month, and 28% said less than once a month.
- One fifth (21%) of residents who gamble said they gambled in local bars or restaurants at least occasionally. Among those who do, 17% said they do so once a week or more, 35% said once or twice a month, and 48% said less than once per month.
- Twenty-three percent (23%) of Clark County gamers said they have gambled outside the greater Las Vegas area. Of those who gamble outside Las Vegas, 63% said they do so less than once a month (down from 78% in 2010), 20% said once or twice a month, and 15% said once a week or more (up from 7%).

### Restaurants

- Clark County residents average 5.9 dinners eaten out during a typical month, down from 6.5 in 2010. An average of 23.0% of these dinners are eaten in hotel or motel restaurants.
- Three-quarters (76%) of residents who gamble in local area casinos usually eat in a casino restaurant when they gamble.
- Residents who eat out when they gamble at local area casinos are most likely to dine at a hotel/motel/casino buffet (44%). Seventeen percent (17%) said they usually dine at a casual sit-down chain restaurant. Fifteen percent (15%) said they eat at a coffee shop in a hotel, motel, or casino, 12% said they usually eat at a gourmet restaurant, while 10% said they usually eat at some other type of dining establishment.

### Entertainment

- Fifty-eight percent (58%) of Clark County residents said they have been to a hotel casino show, down from 63% in 2010.
- Among residents who attend hotel casino shows, 18% go once a month or more, while 27% said they go four times a year, 29% said they go twice a year, and 25% said they go once a year or less.
- Among those who have been to a hotel casino show, 66% have been to a headliner show (down from 74% in 2010), 60% to a large-scale Las Vegas style show (down from 72%), 51% to a Broadway style show (down from 58%), 45% to a small scale revue (down from 51%), 42% to a comedy show (down from 52%), and 33% to a lounge act (down from 41%).
- In the past year, 58% of residents said they watched a movie at a casino-hotel (down from 65% in 2010), while 33% said they went shopping, 26% said they had gone to a bar (down from 36%), 23% went bowling (down from 29%), and 15% visited a nightclub (down from 20%). Smaller numbers said they went to a barber or hair salon (11%), visited a spa (11%), 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 location on the Strip Corridor, while another 20% mentioned a location on the Boulder Strip or in the Green Valley area, 16% said North Las Vegas, 13% Summerlin, 8% Henderson, 2% Downtown, and

4% either mentioned other locations (3%) or said they could not choose just one location (1%, down from 7% in 2010). Fifteen percent (15%) said they do not go to any casinos for non-gaming leisure or entertainment, up from 11% in 2010.

#### 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. Forty-one percent (41%) said they had not flown from McCarran during the past year, while 15% said they had flown once, 12% twice, 18% three to five times, and 14% more than five times. The average (mean) number of flights was 3.0.
- 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.
- Five percent (5%) of Clark County residents have used the Las Vegas Monorail to travel in the Las Vegas Strip area. Of these respondents, 94% said they were satisfied with the service provided.

#### Fremont Street Experience and “First Friday” Visitation

- Eighty-seven percent (87%) residents said they have been to the Fremont Street Experience in Downtown Las Vegas. Among those who have visited, 38% said they did not go at all in the past 12 months, 22% said they had been once, 17% twice, 15% three to five times, and 7% more than five times.
- Eighty-six percent (86%) 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 (74%), and dining at a restaurant (62%). Thirty-four percent (34%) said they gambled while at the Fremont Street Experience, 28% purchased something at a retail location, 25% 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 10% said they had, up from 8% in 2010.

### Visitation To Other Clark County Destinations

- Thirteen percent (13%) 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 4.5.

One-half (51%) of those who visited Mesquite said it was for vacation or pleasure. Nine percent (9%) each said they were visiting friends or relatives or attending a special event, 7% came to play golf, another 7% were just passing through, 6% came to visit a spa, 5% came primarily to gamble, and 1% were attending a casino tournament.

The average number of nights stayed in Mesquite in the past year was 1.5 for all visitors, and 2.2 excluding those on day trips.

- Ten percent (10%) 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, down from 15% in 2010. Among these respondents, the average number of visits to Laughlin in the past year was 2.6.

Fifty-nine percent (59%) of those who visited Laughlin in the past year said the primary purpose of their most recent trip was vacation or pleasure. Sixteen percent (16%) said they were attending a special event, 8% said they were visiting Laughlin primarily to gamble, 7% were visiting friends or relatives, 3% were visiting for water-based recreation, another 3% said they were just passing through, and 1% were attending a casino tournament.

The average number of nights stayed in Laughlin in the past year was 1.7 for all visitors and 2.3 excluding those on day trips.

- Two percent (2%) 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, down from 4% in 2010. Among these respondents, the average number of visits to Jean in the past year was 3.5.

Thirty-two percent (32%) of those who traveled to Jean in the past year said it was for vacation or pleasure, while 25% said they were just passing through, and 21% said they were visiting primarily to gamble. Relatively smaller numbers of visitors to Jean said they were attending a special event (7%) or visiting friends or relatives (4%).

Three-quarters (75%) 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 0.4. Looking only at those who stayed overnight (i.e., excluding day trippers), the average number of nights stayed was 1.6.

- Eight percent (8%) 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, down from 12% in 2010. Among these respondents, the average number of visits to Primm in the past year was 3.8.

Twenty-seven percent (27%) said they visited Primm primarily for vacation or pleasure, while 21% visited primarily to shop there, and 20% were attending a special event. Twelve percent (12%) said they visited Primm primarily to gamble, while 11% said they were just passing through, 7% were visiting friends or relatives, and 1% were attending a casino tournament.

Seven in ten (71%) said they did not spend any nights in Primm, but 14% said they spent one night, and 15% spent two or more nights. The average number of nights stayed for all respondents was 0.6, while the average number of nights stayed excluding those on day trips was 2.2.

- Nineteen percent (19%) 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 5.2.

One-third (34%) said they were visiting Boulder City for vacation or pleasure, while 17% said they were attending a special event (down from 24% in 2010), 14% were visiting friends or relatives, another 14% were visiting Lake Mead or Hoover Dam, 7% were there primarily to shop, 5% were just passing through, and 4% were visiting the veterans cemetery.

More than nine in ten (92%) of those who visited Boulder City in the past year were visiting only for the day and did not spend any nights in Boulder City. The average number of nights stayed for all respondents was 0.2, while the average number of nights stayed excluding those on day trips was 2.5.

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 (13%, down from 17% in 2010).
  - A Las Vegas 51's baseball game (11%, down from 16% in 2010).
  - An auto race at the Las Vegas Motor Speedway (11%).
  - A University of Nevada Las Vegas football game (8%, down from 13%).
  - A Las Vegas Wranglers hockey game (7%, down from 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 third (at 19%) among all activities mentioned. Gambling tied for second among activities done the most often (8%), and came in second 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 (25%) compared to respondents under 60 years old (11%).
- 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 (6%).
- Respondents who have been Clark County residents since 1986 (24%) compared to those who have been residents longer (11%).

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**
Eating out	24%	13%	9%
Movies	23	7	6
<b>Gambling</b>	<b>19</b>	<b>8</b>	<b>8</b>
Hiking	13	6	5
Working out	13	8	6
Shows	12	3	5
Community activities	12	7	7
Golf	10	5	6
Shopping	8	4	3
Visiting friends or relatives	7	3	3
Camping	6	1	2
Swimming	6	3	2
Sightseeing	6	2	2
Cycling	6	2	2
Fishing	5	1	1
Bowling	4	2	2
Boating	4	1	2
Sporting events	4	2	2
Basketball	3	1	1
Bingo	3	1	1
Picnics	2	0	1
Baseball	2	0	1
Nightclubbing	2	0	1
Hunting	2	1	1
Tennis	2	1	1
Snow skiing	1	0	0
Football	1	0	0
Horseback riding	1	1	1
Other	10	7	7
Not sure/no answer	10	13	13

\* Residents volunteered up to five activities.

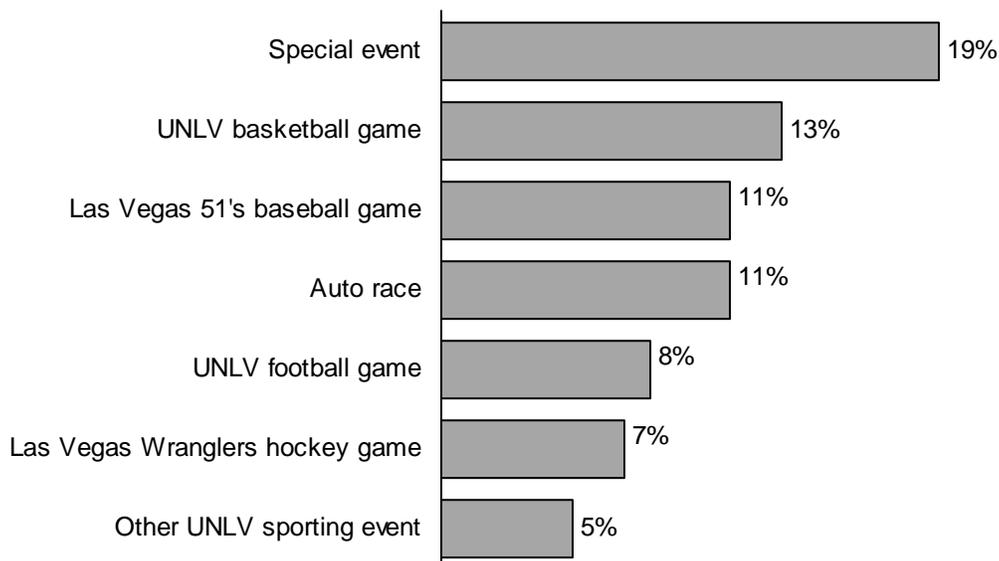
\*\* Only one response was allowed; percentages do not add to 100 because of rounding.

### 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 (19%).
- A University of Nevada Las Vegas basketball game (13%, down from 17% in 2010).
- A Las Vegas 51's\* baseball game (11%, down from 16% in 2010).
- An auto race at the Las Vegas Motor Speedway (11%).
- A University of Nevada Las Vegas football game (8%, down from 13% in 2010).
- A Las Vegas Wranglers hockey game (7%, down from 10% in 2010).
- Any other UNLV sporting event excluding football and basketball games (5%).

FIGURE 1  
Sporting Events Attended In Past 12 Months



\* Formerly the Las Vegas Stars.

Men were significantly more likely than women to say they attended sporting events, including a special sporting event (23% vs. 15%), UNLV basketball games (16% vs. 9%), Las Vegas 51's baseball games (14% vs. 9%), auto races at the Las Vegas Motor Speedway (16% vs. 7%), UNLV football games (10% vs. 5%), and Las Vegas Wranglers hockey games (10% vs. 5%).

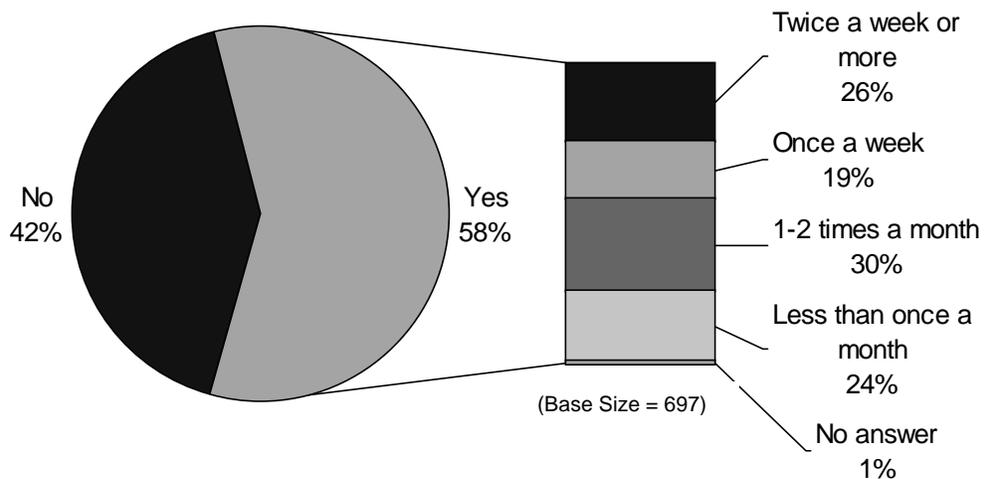
Residents earning \$100,000 or more were significantly more likely to attend a special sporting event (29% vs. 18% among those earning less than \$100,000), a UNLV basketball game (21% vs. 11%), or a UNLV football game (14% vs. 7%).

**GAMBLING**

Gambling In General

Fifty-eight percent (58%) of Clark County residents said they gamble at least occasionally, while 42% 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-six percent (26%) said they do so twice a week or more, 19% gamble once a week, 30% gamble once or twice a month, and 24% gamble less than once a month.

Respondents 60 and older were significantly more likely to gamble than those under 60 years old (63% vs. 53%), as were those who are retired compared to those who are employed (64% vs. 54%), those with household incomes from \$50,000 to less than \$100,000 (63% vs. 56% of those with incomes under \$50,000 and 53% of those with incomes of \$100,000 or more), and those who do not have children living at home compared to those who do (61% vs. 44%).

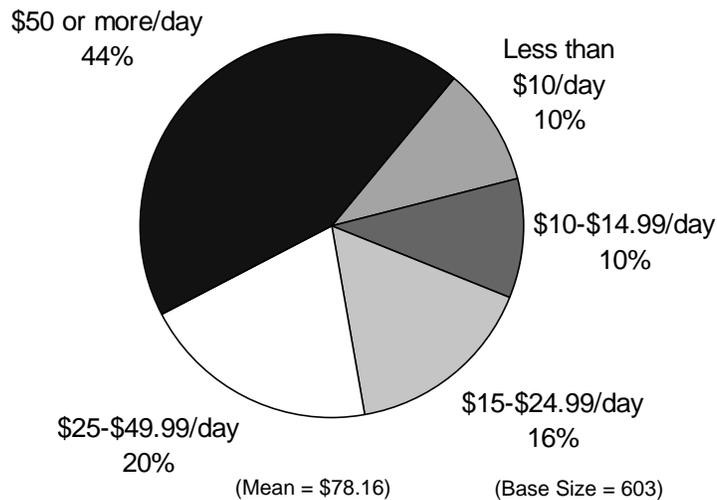
TABLE 2  
Reasons Residents Do Not Gamble\*  
(Among Those Who Do Not Gamble)

	TOTAL
Can't afford it/no money	51%
Don't like it/not interested	25
Never win/unfavorable odds	19
Religious reasons	10
Don't like casino atmosphere	3
Too addictive	2
BASE	(503)

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

We asked residents who do not gamble why they do not (Table 2). Fifty-one percent (51%, down from 61% in 2010) of these respondents mentioned financial reasons, 25% said they don't like gaming or are just not interested in it (down from 37% in 2010), 19% said the odds of winning were unfavorable, 10% cited religious or moral considerations (down from 15%), 3% said they do not like the casino atmosphere (down from 6%), and 2% said gaming was too addictive.

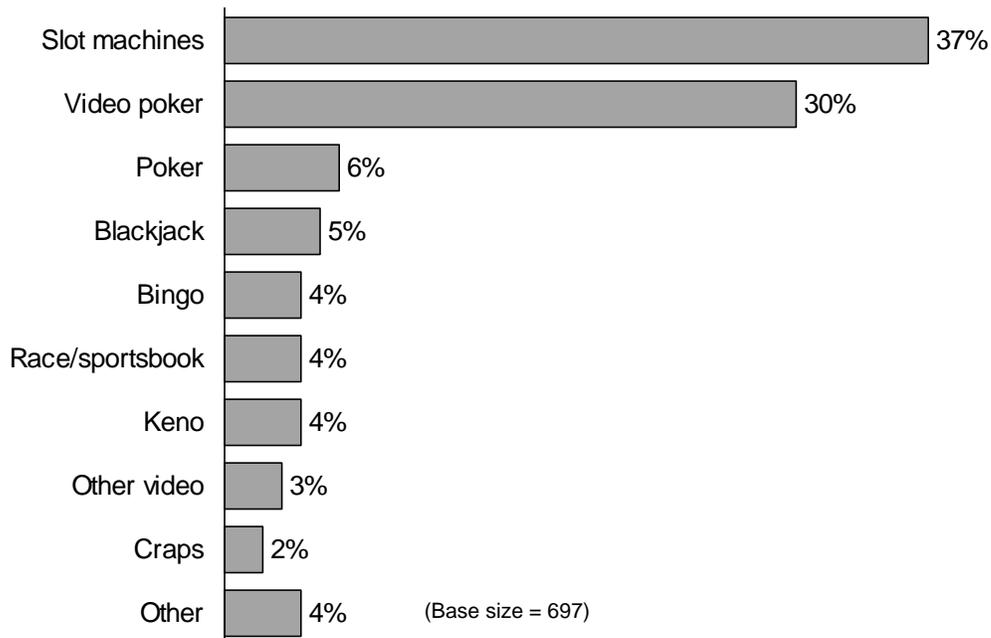
FIGURE 3  
Average Gambling Budget  
(Among Those Who Gamble And  
Volunteered Budget Information)



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, 10% said they budgeted less than \$10 per day for gambling, 10% said \$10 to less than \$15 per day, 16% said \$15 to less than \$25 per day, 20% said \$25 to less than \$50 per day, and 44% said \$50 or more per day. The average gaming budget was \$78.16 per day.

Average gambling budgets increased with household income, with those earning \$100,000 or more budgeting significantly more than those earning less than \$50,000 (\$128.30 vs. \$52.07).

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

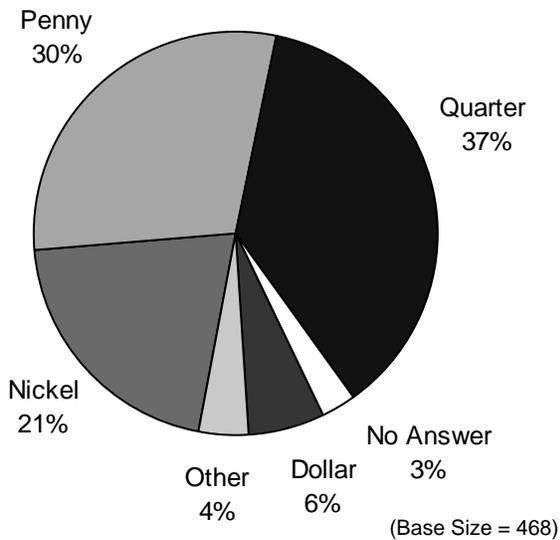


Residents who gamble at least occasionally were asked what game they played most often (Figure 4). Slot machines continue to be the most popular game (37%), followed by video poker (30%). Other games followed more distantly, including poker (6%), blackjack (5%), bingo, race/sportsbook, and keno (4% each), other video machines (3%), and craps (2%).

There were several subgroup differences of note:

- Men were more likely than women to say they played blackjack (7% vs. 3%), poker (9% vs. 4%), and race/sportsbook (7% vs. 1%), while women were more likely than men to say they played slot machines (44% vs. 31%) and bingo (7% vs. 1%).
- Residents 40 and older were more likely than younger residents to play video poker the most often (31% vs. 15%).
- Residents under 30 years old were more likely than older residents to play poker the most often (25% vs. 6%).

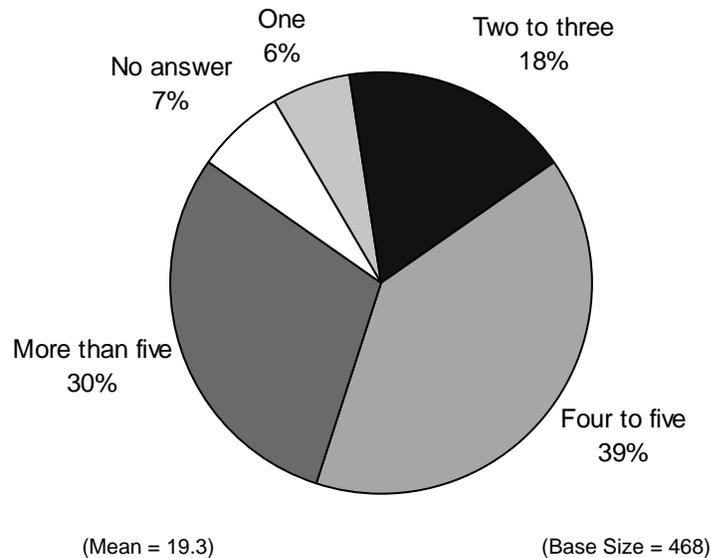
FIGURE 5  
Machine Denomination Played Most Often  
(Among Those Who Play Slot And  
Video Poker Machines Most Often)



We asked residents who played video poker and slot machines most often which denomination machine they usually played (Figure 5). The greatest preference was for the quarter machines, with 37% saying they play that denomination the most often. Thirty percent (30%) play the penny machines most often, while 21% play the nickel machines most often, and 10% preferred other denominations.

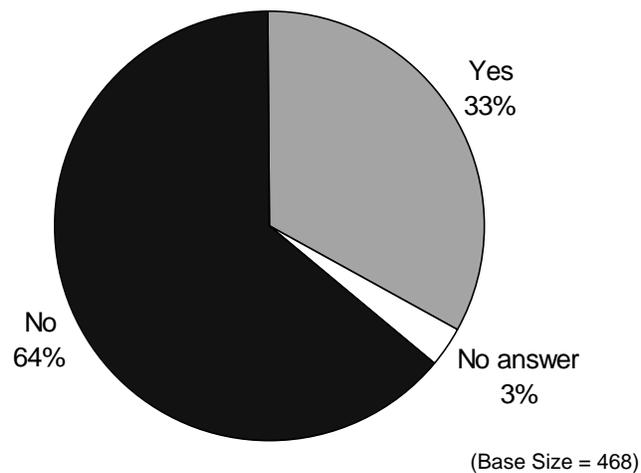
Women were significantly more likely than men to say they play the penny machines most often (35% vs. 23%), while men were more likely than women to play the quarter machines most often (44% vs. 31%).

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 30% said they bet more than five, 18% bet two or three, and 6% bet just one (Figure 6). The *average* number of coins or credits bet per play was 19.3.

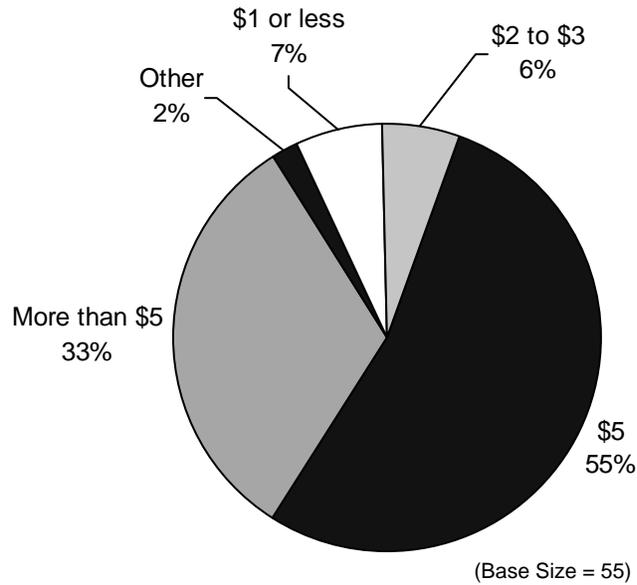
FIGURE 7  
Play Progressive Machines  
(Among Those Who Play Slot And  
Video Poker Machines Most Often)



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

“Progressive” machine play is significantly greater among those who budget \$25 or more a day on gambling than on those who budget less (38% vs. 26%).

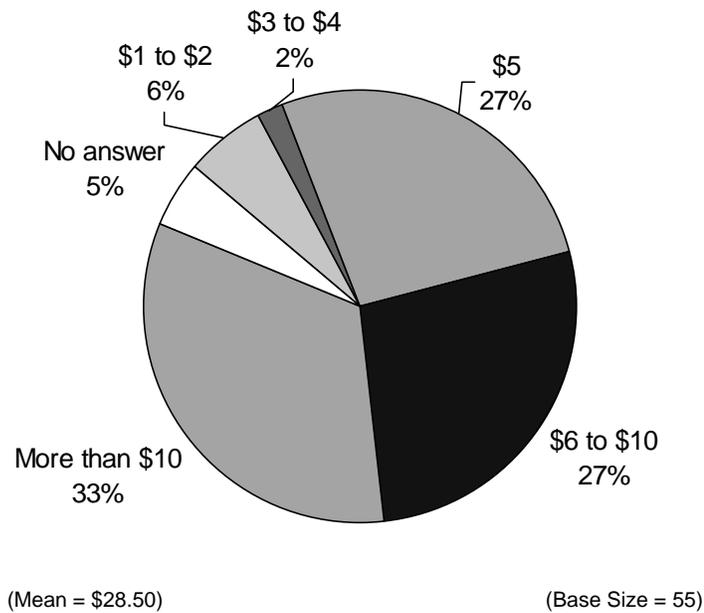
FIGURE 8  
Table Minimum Played Most Often  
(Among Those Who Play Table Games Most Often)



We asked residents who play table games\* most often to tell us what table minimum they most often played (Figure 8). Fifty-five percent (55%) of table game players said they played a minimum of \$5.00, while 33% said more than \$5.00, 6% said \$2.00 or \$3.00, and 7% said \$1.00 or less.

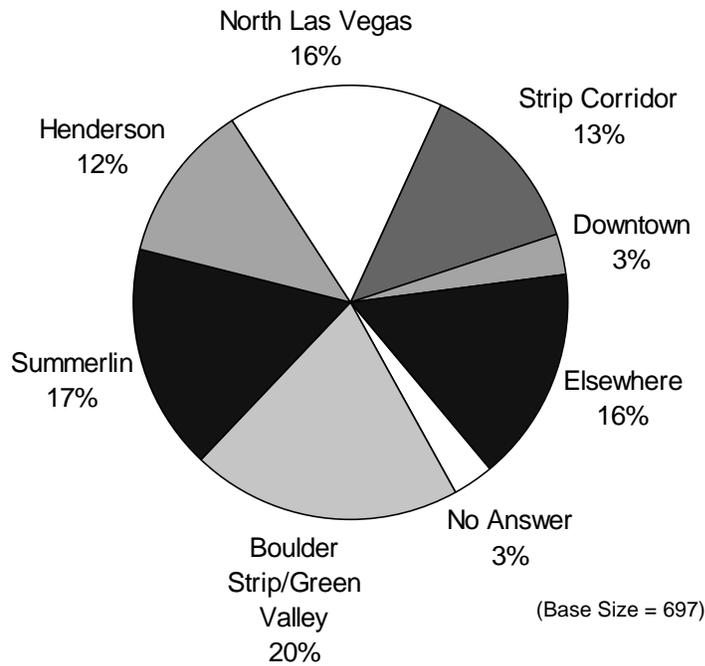
\* Table games are defined as blackjack, craps, roulette, baccarat, and Big 6.

**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 33% said more than \$10, 27% said \$5, and 8% said \$4 or less. Five percent (5%) declined to give an answer. The *average* (mean) bet was \$28.50.

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



All residents who gamble were asked where they gambled most often (Figure 10). Twenty percent (20%) said the Boulder Strip/Green Valley area, 17% said the Summerlin area, 16% said North Las Vegas, 13% said the Strip Corridor, 12% in Henderson, 3% Downtown, and 16% elsewhere.

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	22
Odds of winning stiffer/gambling worse	8
Prefer smaller/local gaming venues	4
Just don't like it	3
Other	16
Not sure/no answer	3
BASE	(610)

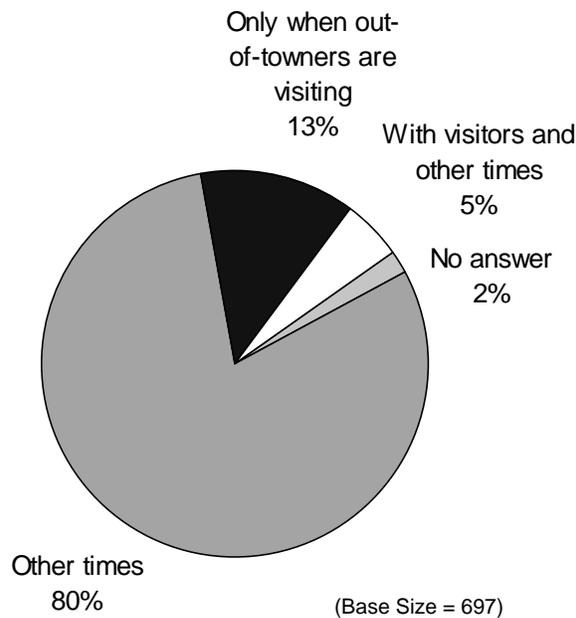
Residents who did not say they gambled most often on the Strip Corridor were asked why (Tables 3). Among those who do not gamble most often on the Strip Corridor, more than four in ten (44%) said it was because of crowds, tourists, traffic, or difficulty finding parking, while more than two in ten (22%) said other places were closer or more convenient for them, 8% said the odds of winning are stiffer or the gambling is worse on the Strip, 4% 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	33%
<u>Crowds/traffic/tourists</u>	<u>18</u>
Too crowded/too many tourists	11
Too much traffic/no parking	7
Just don't like it	8
Not safe/high crime area/bad environment	6
<u>Prefer another area</u>	<u>5</u>
Odds of winning stiffer/gambling worse	3
Prefer bigger/flashier gaming venues	2
Other	22
Not sure/no answer	7
BASE	(673)

Residents who did not say they gambled most often Downtown were asked why (Table 4). Among those who do not gamble most often Downtown, 33% said that other places were closer or more convenient for them, 18% cited crowds, tourists, too much traffic, or difficulty finding parking, 6% said they felt Downtown was a bad environment or cited safety concerns (down from 9% in 2010), 5% said they preferred another area that had bigger or flashier gaming venues or better odds of winning (down from 10% in 2010), and 8% said they just don't like the Downtown area in general (up from 5%).

FIGURE 11  
When Residents Gamble  
(Among Those Who Gamble)



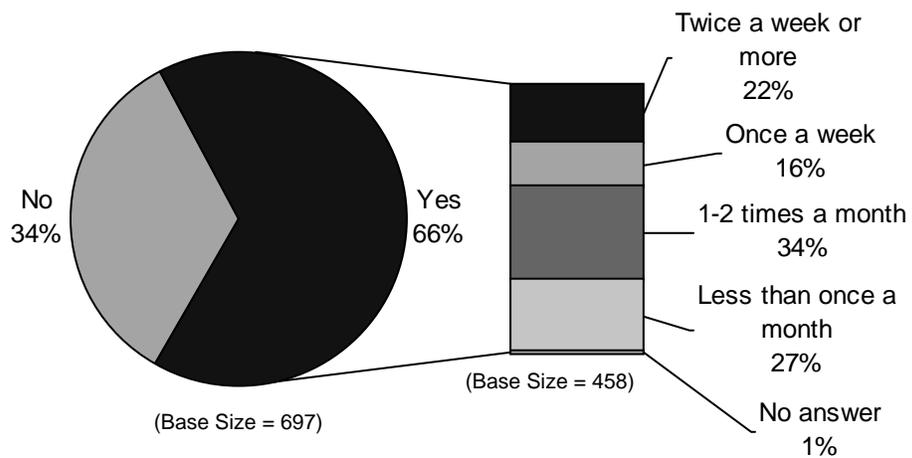
We asked residents who gamble if they gambled only when they had out-of-town visitors or if they gambled at other times (Figure 11). Thirteen percent (13%) said they gambled *only* when they had out-of-town visitors. However, 80% of residents who gamble said they gambled at other times, and an additional 5% gamble both when they have out-of-town guests *and* at other times.

Women (17%) were more likely than men (9%) to say they gambled only when they had out of town visitors, as were employed respondents (16%) compared to retired respondents (11%).

Casino Gambling

We asked residents who gamble if they ever gamble in casinos in the greater Las Vegas area\* (Figure 12). Sixty-six percent (66%) said they did gamble in a Las Vegas area casino (versus some other location such as a bar or retail store), down from 72% in 2010.

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



The likelihood of going to a Las Vegas area casino to gamble tended to increase with income. Residents with household incomes of \$100,000 or more (79%) were the most likely to go to a Las Vegas area casino to gamble while those with household incomes of \$50,000 (62%) were the least likely.

Residents who gamble in Las Vegas area casinos were asked how often they do so. Twenty-two percent (22%) said twice a week or more, 16% said once a week, 34% said once or twice a month, 27% said less than once a month, and 1% gave no answer.

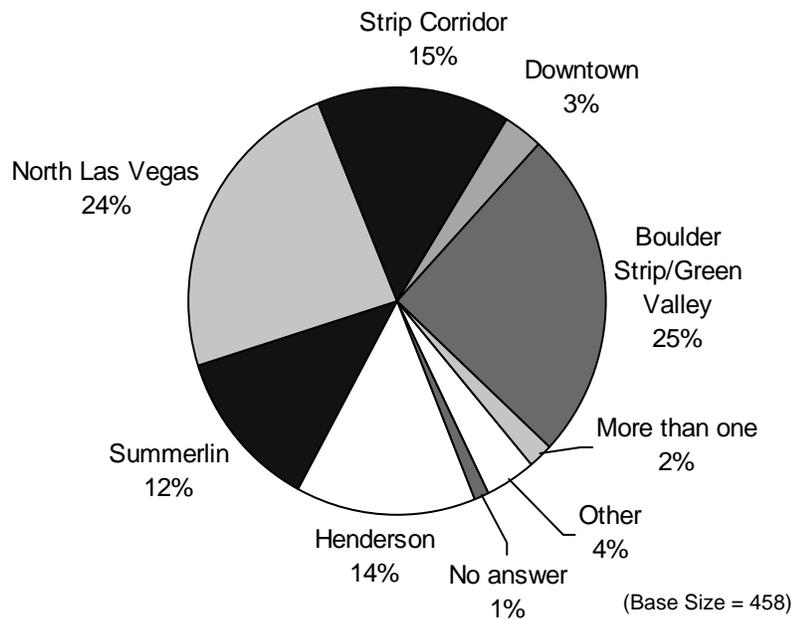
\* Respondents were told that the greater Las Vegas area includes the City of Las Vegas, its immediate suburbs, North Las Vegas, Boulder Highway, and Henderson but does not include outlying areas such as Jean, Mesquite, Searchlight, or Laughlin.

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

- Retired residents (29%) vs. the employed (18%).
- Residents 60 or older (29%) vs. those less than 60 years old (11%).
- Residents with no children living at home (25%) vs. those with children (3%).

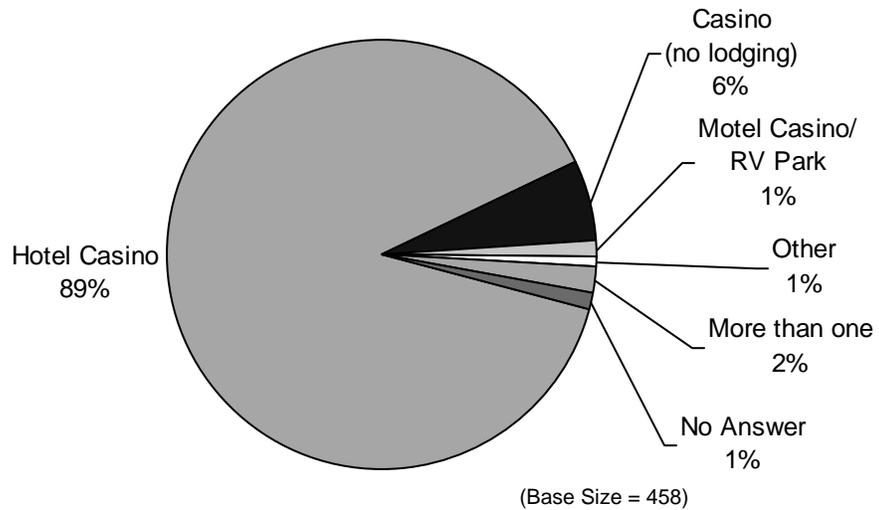
If we compare Figure 2 (the frequency of gambling in any location) to Figure 12 (the frequency of gambling in Las Vegas area casinos), we see that a significantly higher proportion of residents said they gamble once a week or more at all locations (45%) than said they gamble once a week or more at a casino in the greater Las Vegas area (38%).

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



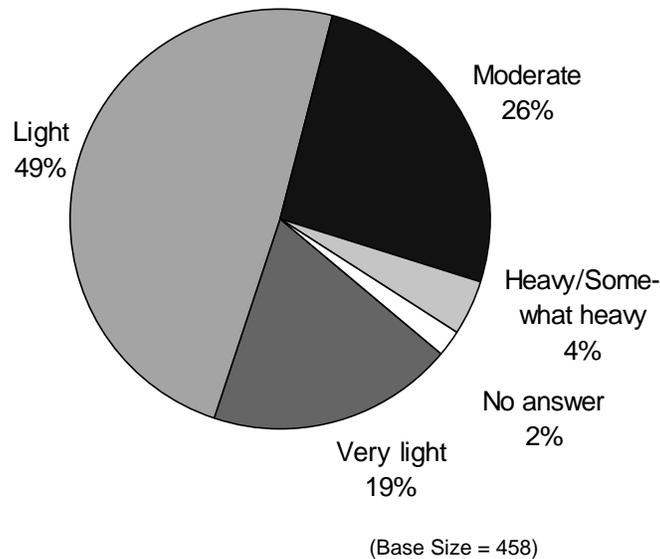
We asked residents the location of the Las Vegas area casino where they gamble most often (Figure 13). Twenty-five percent (25%) mentioned a casino on the Boulder Strip or in the Green Valley area, while 24% mentioned a location in North Las Vegas, 15% mentioned a casino on the Strip (up from 10% in 2010), 14% mentioned a casino in Henderson, another 12% mentioned a casino in the Summerlin area, 3% mentioned a casino located Downtown, and 4% mentioned casinos in other locations. Two percent (2%) 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)



We asked residents the type of Las Vegas area casino where they gamble most often (Figure 14). The vast majority — 89% — said a hotel casino. Six percent (6%) 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, 2% declined to name a single casino type, and 1% gave no answer.

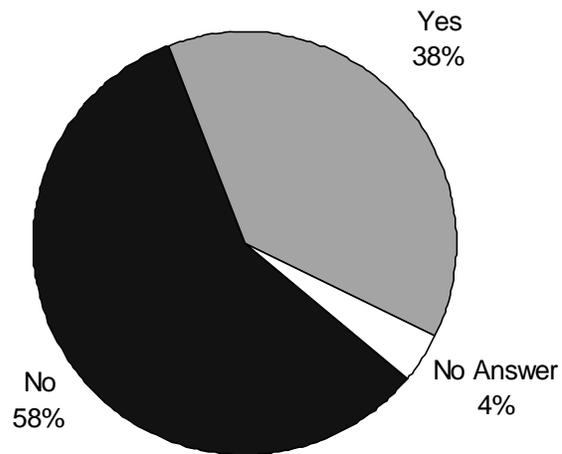
FIGURE 15  
Self-Description Of Betting Habits  
(Among Those Who Gamble In Las Vegas Area Casinos)



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). Two-thirds (68%) of respondents consider themselves to be either light (49%) or very light (19%) bettors. Twenty-six percent (26%) of casino gamers consider themselves to be moderate bettors, and 4% said they are heavy or somewhat heavy bettors.

Among those who bet \$50 or more a day, 7% consider themselves “heavy bettors,” 35% say they are “moderate bettors,” and 57% describe themselves as “light bettors” (compared to 85% 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)

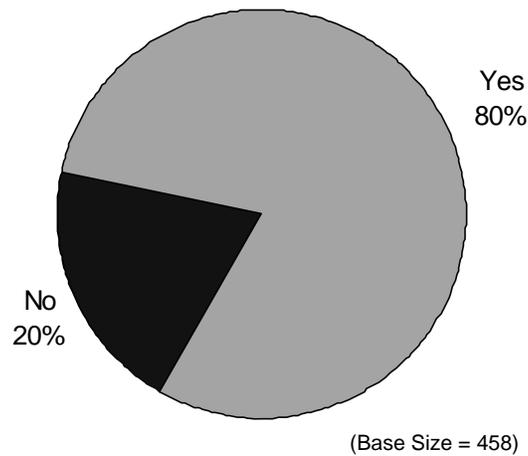


(Base Size = 458)

We asked residents who gamble in Las Vegas area casinos if they maintain casino credit and 38% said they did, up from 29% in 2010 (Figure 16).

Women (45%) were significantly more likely than men (32%) to say they maintain casino credit, as were respondents without children living at home (41% vs. 23%), and those earning less than \$100,000 a year (42% vs. 25% among those earning \$100,000 a year or more).

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)



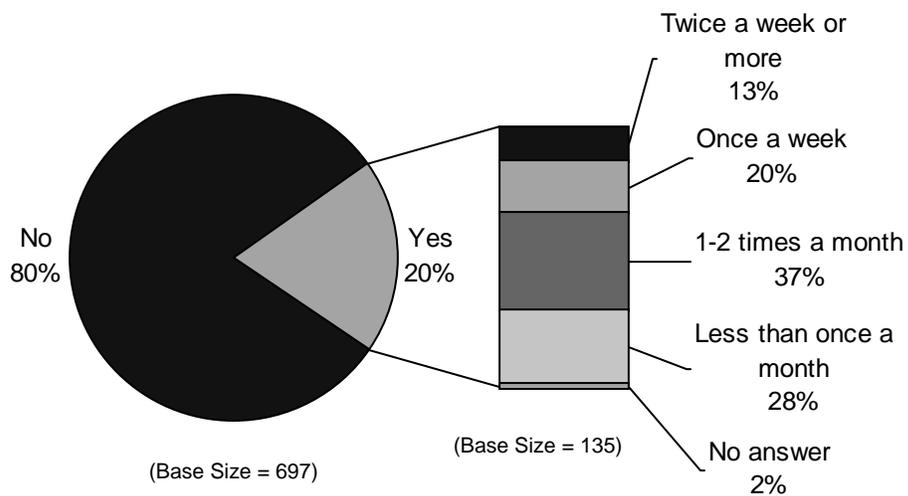
We asked residents if they were a member of a casino slot club or players' club and four-fifths (80%) said they were (Figure 17). Women are more likely to belong to a club than men (86% vs. 74%).

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). Twenty percent (20%) said they have gambled in these locations. Among those who do, 33% said they did so once a week or more, 37% said once or twice a month, and 28% said less than once a month.

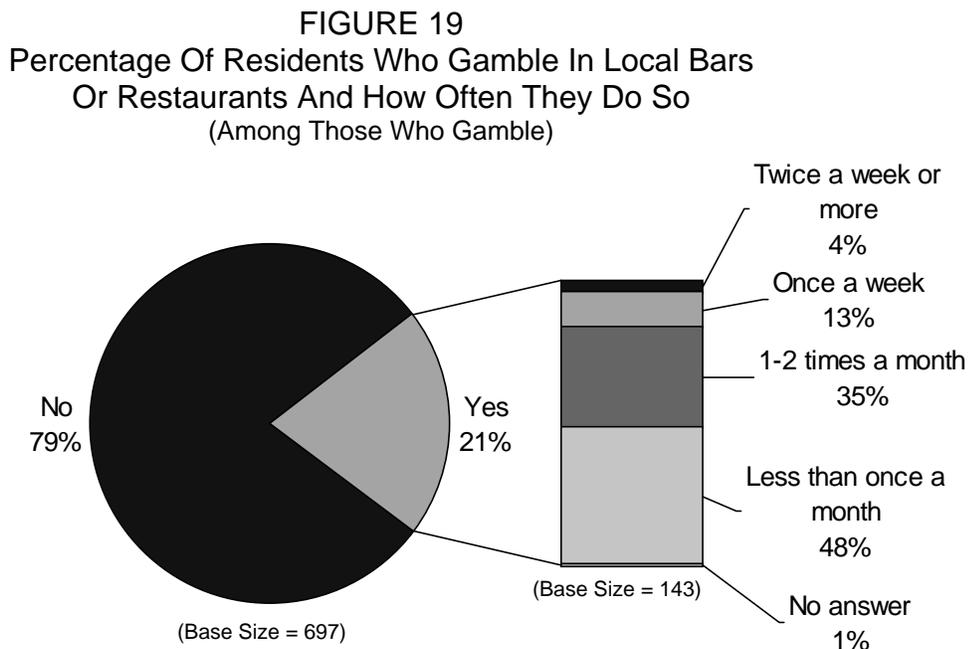
**FIGURE 18**  
Percentage Of Residents Who Gamble In Convenience Stores,  
Grocery Stores, Or Gas Stations And How Often They Do So  
(Among Those Who Gamble)



Residents earning less than \$50,000 were significantly more likely than those earning \$50,000 or more to say they gamble in these venues (27% vs. 16%).

### 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 five (21%) said they did. Among those who do, 17% said they did so once a week or more, 35% said once or twice a month, 48% said less than once a month, and 1% gave no answer.



Men are more likely than women (24% vs. 18%) to say they gamble in these venues, as are those who are employed compared to those who are retired (31% vs. 12%) and those under 60 compared to those 60 and older (34% vs. 11%).

### Outside The Greater Las Vegas Area

We asked residents who gamble if they ever gambled in Clark County — but *outside* the greater Las Vegas area (Figure 20) — and 23% said they did. Of those who gamble outside of the greater Las Vegas area, 63% said they do so less than once a month (down from 78% in 2010), 20% said once or twice a month, and 15% said once a week or more (up from 7%). Two percent (2%) 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)

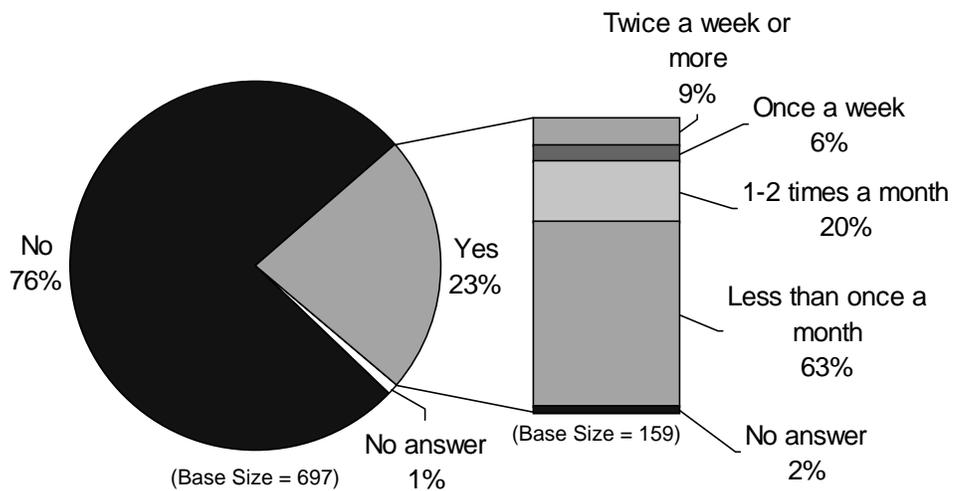
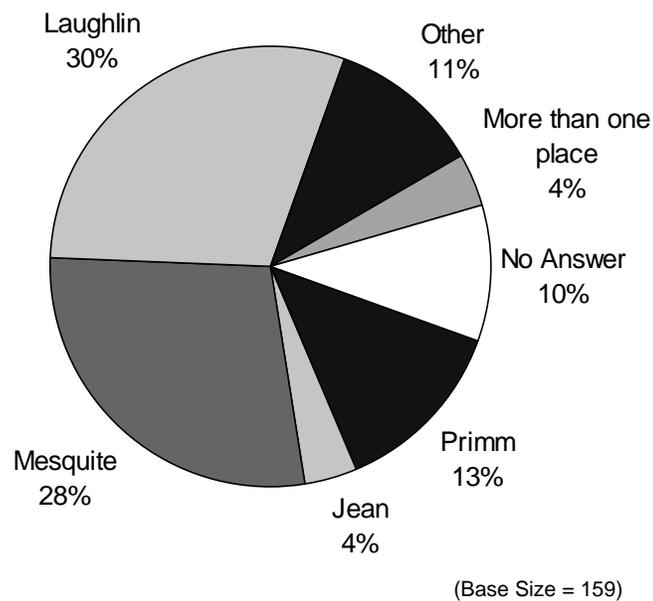


FIGURE 21  
Where Residents Gamble Outside Las Vegas  
(Among Those Who Gamble Outside Las Vegas)



Residents who gamble outside the Las Vegas area were asked in which town or community they gamble the most often (Figure 21). Three in ten (30%) said they gamble most often in Laughlin, while 28% said Mesquite, 13% mentioned Primm, and 4% said Jean. Four percent (4%) said they gamble at more than one place “most often.” Ten percent (10%) 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. Fifty-eight percent (58%) 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.

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\* 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	\$80.36
Once or twice a week	\$102.71
Once or twice a month	\$84.24
Four times a year or less	\$179.32

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<sup>†</sup></u>
Daily (5 times per week)	260	\$80.36	\$20,894
Weekly	52	\$102.71	\$5,341
Monthly	12	\$84.24	\$1,011
Yearly	1	\$179.32	\$179

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. Thirty-eight percent (38%) of all 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)

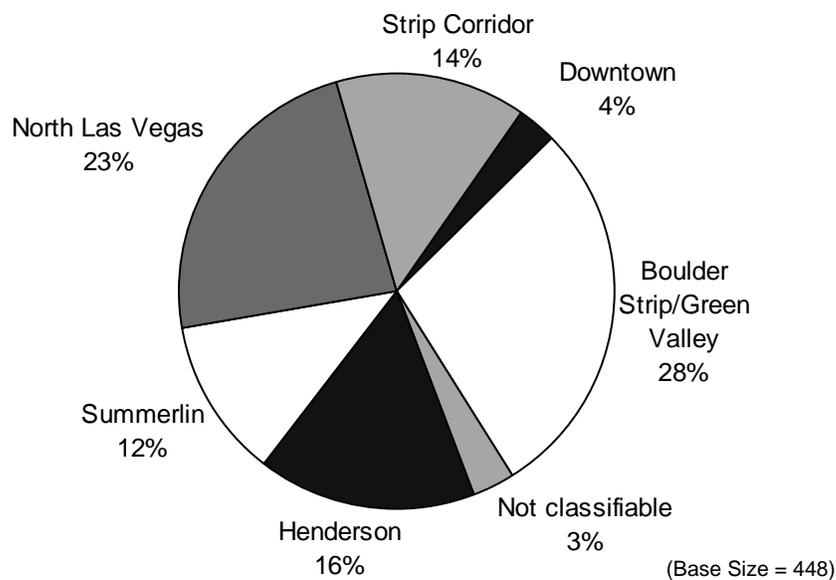
For each respondent, we determined the approximate number of days per year spent gambling in casinos and assigned that value to the location of the casino in which the respondent said they gambled most often. (Residents who did not tell us the frequency or the location of their casino gambling were excluded 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	2,898
Downtown	702
Boulder Strip/ Green Valley	5,717
Henderson	3,203
Summerlin	2,540
North Las Vegas	4,775
Other	<u>692</u>
<b>TOTAL</b>	<b><u>20,527</u></b>

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 (51%), with 23% saying North Las Vegas, 12% Summerlin, and 16% Henderson (up from 12%). This was followed by the Boulder Strip/Green Valley area (28%, up from 22%) and the Strip Corridor (14%, up from 10%). They spent the least time in Downtown casinos (4%).

**FIGURE 22**  
**Market Share**

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



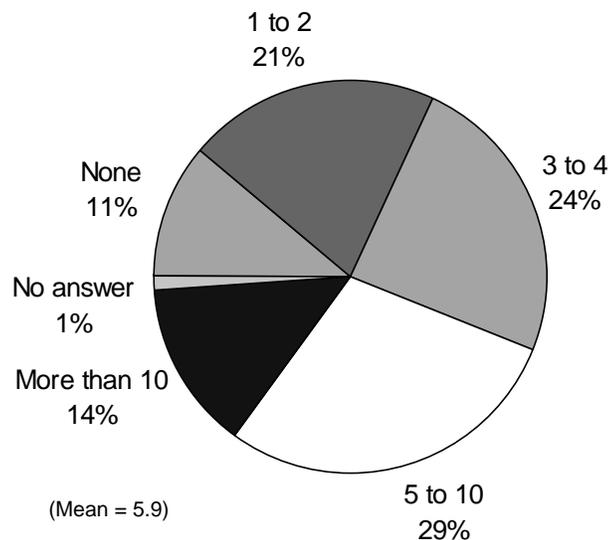
As with the gambling budget estimate, the market share estimate is subject to the same types of caveats; namely:

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

## RESTAURANTS

We asked residents how many dinners they ate out on average every month (Figure 23). Twenty-one percent (21%) said they dine out once or twice per month, 24% said they do so three to four times a month, 29% said five to ten times a month, and 14% said more than ten times (down from 17% in 2010). Eleven percent (11%) said they did not dine out at all (up from 7%) and 1% gave no answer. Overall, residents dined out an average of 5.9 times per month, down from 6.5 in 2010.

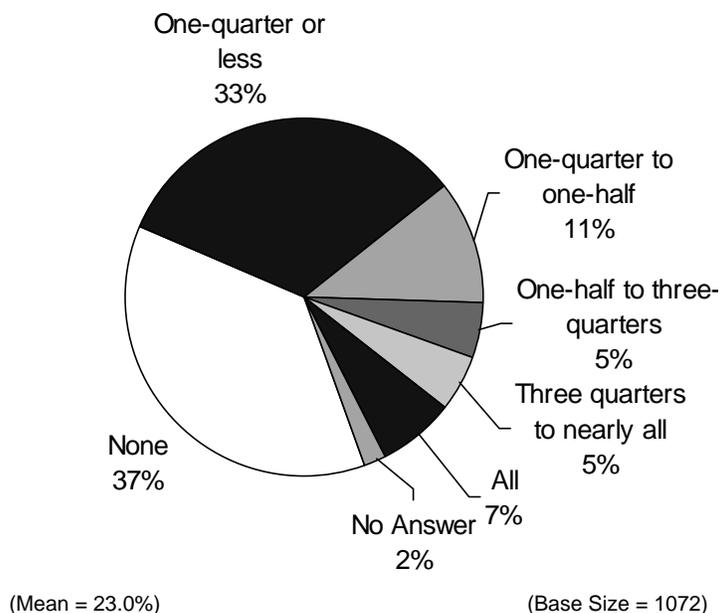
FIGURE 23  
Number Of Dinners Eaten Out Every Month



The number of dinners eaten out increases significantly with household income, from an average of 4.7 dinners a month among those earning less than \$50,000 to 7.7 dinners a month among those earning \$100,000 or more.

Residents who gamble also eat out more often (average of 6.7 dinners per month) than those who do not gamble (4.7) – as do men compared to women (6.4 vs. 5.4 times a month), and those who do not have children living at home compared to those who do (6.1 vs. 5.0 times a month).

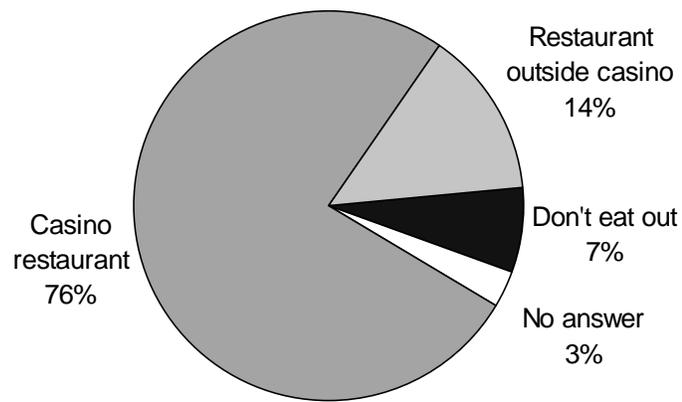
**FIGURE 24**  
Proportion Of Dinners Eaten In Hotel/Motel Restaurants  
(Among Those Who Dine Out)



Respondents who dine out were asked what percentage of these dinners were eaten in hotel or motel restaurants (Figure 24). Thirty-seven percent (37%) said none of them were, and 44% said the proportion was one-half or less. Seventeen percent (17%) 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 23.0%.

Residents who are more than 60 years old (average of 28.2%) and retired residents (28.4%) posted the highest rates of eating in hotel or motel restaurants.

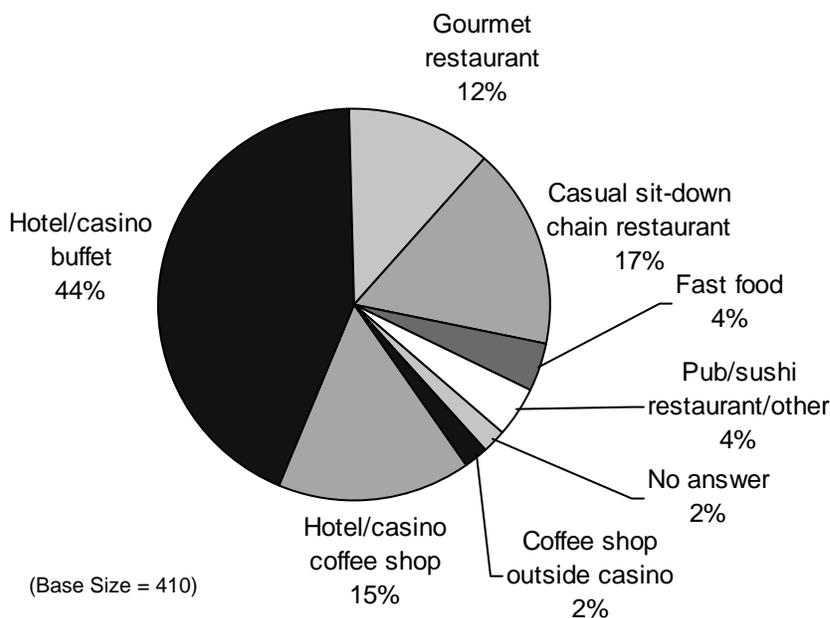
FIGURE 25  
Where Residents Eat When  
Gambling In A Casino  
(Among Those Who Gamble In Las Vegas Area Casinos)



(Base Size = 458)

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 three-quarters (76%) of these respondents said they usually eat at a casino restaurant, 14% eat at a restaurant outside the casino, and 7% volunteered that they do not eat when they gamble at a casino.

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



More than four in ten (44%) 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). Seventeen percent (17%) said they usually eat at a coffee shop, with 15% saying the coffee shop is in a hotel, motel, or casino and 2% saying the coffee shop is outside the casino. Seventeen percent (17%) said they usually dine at a casual sit-down chain restaurant (such as TGI Friday's, Ruby Tuesday's, Chili's, etc.), while 12% said they usually eat at a gourmet restaurant, 4% said they usually eat at a fast food restaurant, and 4% eat at either a pub (2%), a sushi restaurant (less than 1%), or some other type of dining establishment (2%)\*.

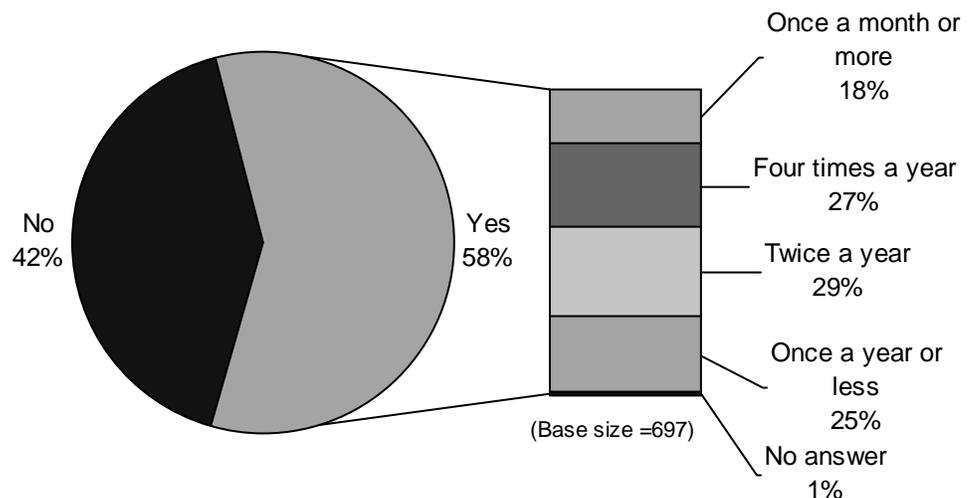
Residents who earn \$100,000 or more a year (35%) are significantly more likely than those who earn less than \$100,000 (6%) to eat at a gourmet restaurant when gaming. A hotel or casino buffet is more likely to be the choice of those earning less than \$50,000 than those earning \$50,000 or more (47% vs. 23%), as well as of those who are retired than those who are employed (53% vs. 32%).

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

## ENTERTAINMENT

Fifty-eight percent (58%) of residents said they have been to a hotel casino show, down from 63% in 2010 (Figure 27). Eighteen percent (18%) of those who attend shows said they go once a month or more, while 27% said they go four times a year, 29% said they go twice a year, 25% said they go once a year or less, and 1% gave no answer.

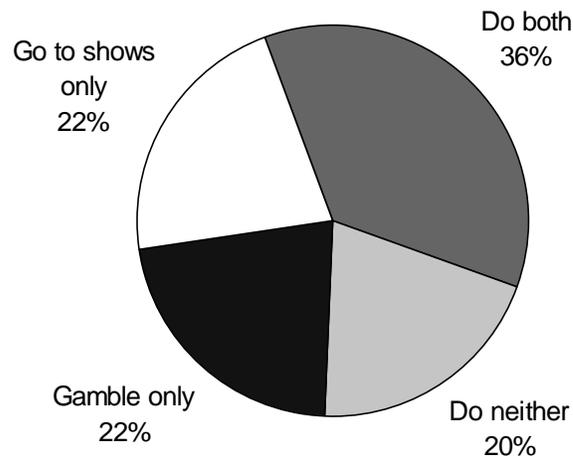
FIGURE 27  
Percentage Of Residents Who Go To  
Hotel Casino Shows And How Often They Go



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

- Residents who gamble (62%) were significantly more likely than those who do not (53%) to say they have been to a hotel casino show.
- The likelihood of having ever attended a hotel casino show increases with income, from 40% of those who earn less than \$50,000 to 80% among those who earn \$100,000 or more.
- Attendance at hotel casino hotel shows also tends to increase with education, from 39% of those with a high school education or less to 71% of college graduates.

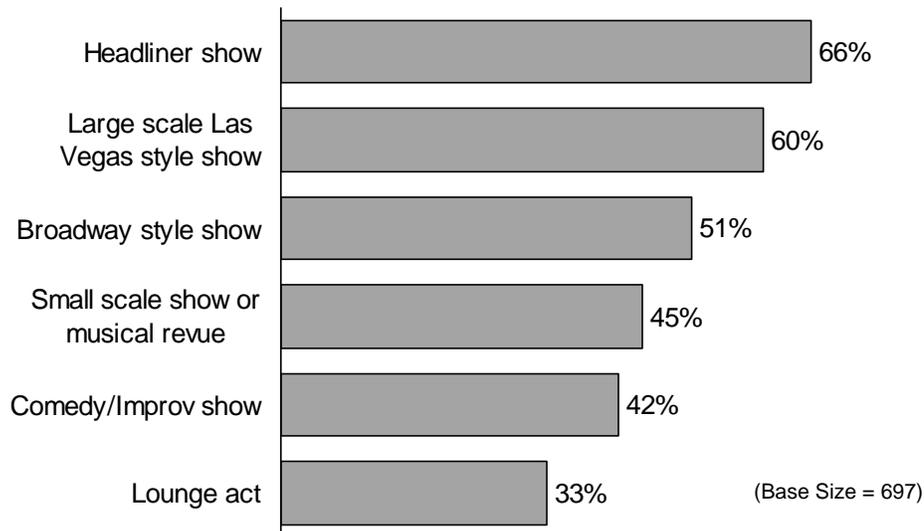
FIGURE 28  
Relationship Between Gambling  
And Hotel Casino Show Attendance



With regard to the relationship between gambling and hotel casino show attendance among all residents, 36% of Clark County residents both gamble and go to hotel casino shows (down from 41% in 2010), 22% go to hotel casino shows but do not gamble, 22% gamble but do not go to hotel casino shows, and 20% neither gamble nor go to hotel casino shows (up from 16%) (Figure 28).

Respondents 60 years old or older were significantly more likely than respondents under 60 to say they both gambled and went to hotel casino shows (41% vs. 31%).

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

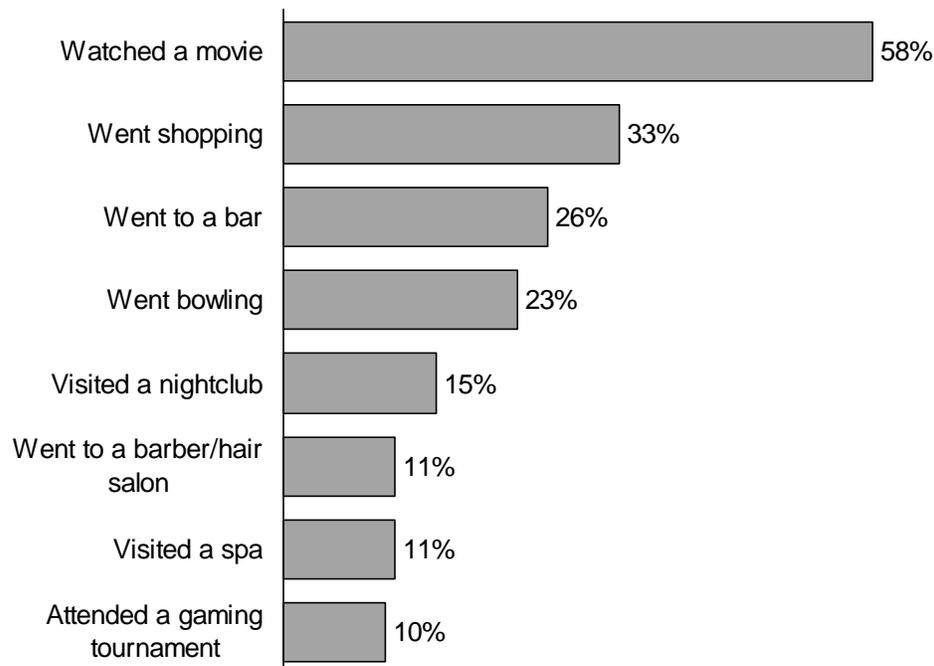


Among those who have been to a hotel casino show, 66% have been to a headliner show (down from 74% in 2010), 60% to a large-scale Las Vegas style show (down from 72%), 51% to a Broadway style show (down from 58%), 45% to a small scale revue (down from 51%), 42% to a comedy show (down from 52%), and 33% to a lounge act (down from 41%) (Figure 29).

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

- Residents earning \$100,000 or more are significantly more likely than those earning less than \$100,000 to see a headliner show (74% vs. 58%) or large-scale production show (74% vs. 55%).
- Women are more likely than men to see a Broadway style show (56% vs. 46%) or a small scale revue (49% vs. 41%).

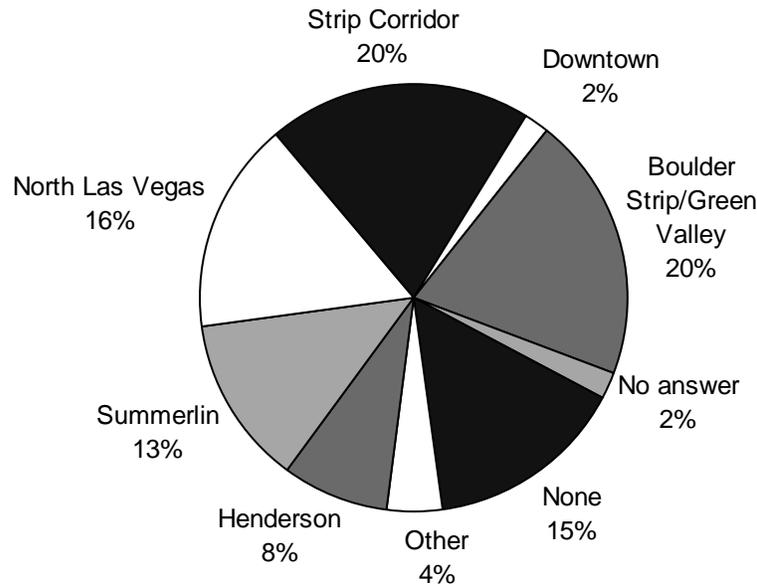
FIGURE 30  
Other Leisure Activities Engaged In At Casino Hotels



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). Fifty-eight percent (58%, down from 65% in 2010) said they watched a movie at a casino-hotel, while 33% said they went shopping, 26% said they had gone to a bar (down from 36%), 23% went bowling (down from 29%), and 15% visited a nightclub (down from 20%). Smaller numbers said they went to a barber or hair salon (11%), visited a spa (11%), or attended a gaming tournament (10%).

The likelihood of doing several of these activities declines with age. Residents less than 30 years old were the most likely – and residents 60 and older the least likely – to have gone to a bar (50% vs. 19%) or to have visited a nightclub (40% vs. 10%). Residents less than 50 years old were more likely than those over 50 to have watched a movie (76% vs. 52%) or to go bowling (49% vs. 14%). Residents who gamble are more likely than those who do not to say they watched a movie (60% vs. 54%), went to a bar (31% vs. 18%), visited a nightclub (17% vs. 11%), attended a gaming tournament (16% vs. 2%), or visited a spa (14% vs. 8%).

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



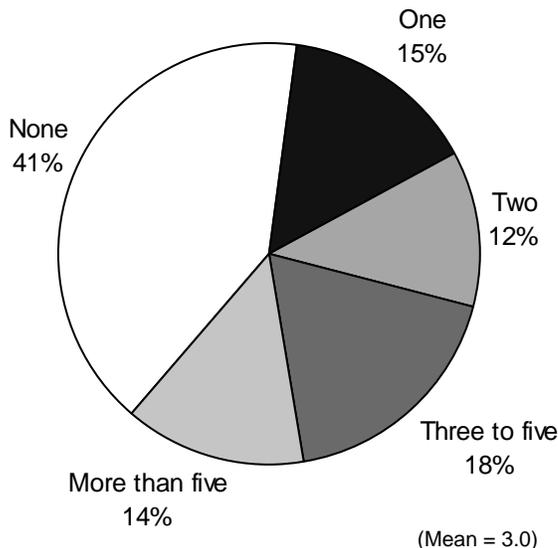
We asked residents the location of the casino they go to most often for leisure or entertainment other than gambling (Figure 31). Twenty percent (20%) mentioned a location on the Strip Corridor, while another 20% mentioned a location on the Boulder Strip or in the Green Valley area, 16% said North Las Vegas, 13% Summerlin, 8% Henderson, 2% Downtown, and 4% either mentioned other locations (3%) or said they could not choose just one location (1%, down from 7% in 2010). Fifteen percent (15%) said they do not go to any casinos for non-gaming leisure or entertainment, up from 11% in 2010.

Residents who were under 30 (37%), those with incomes over \$100,000 (29%), and those who were employed (25%) were the most likely to say they go to a casino on the Strip most often for non-gaming leisure or entertainment.

### USE OF AIR AND GROUND TRANSPORTATION

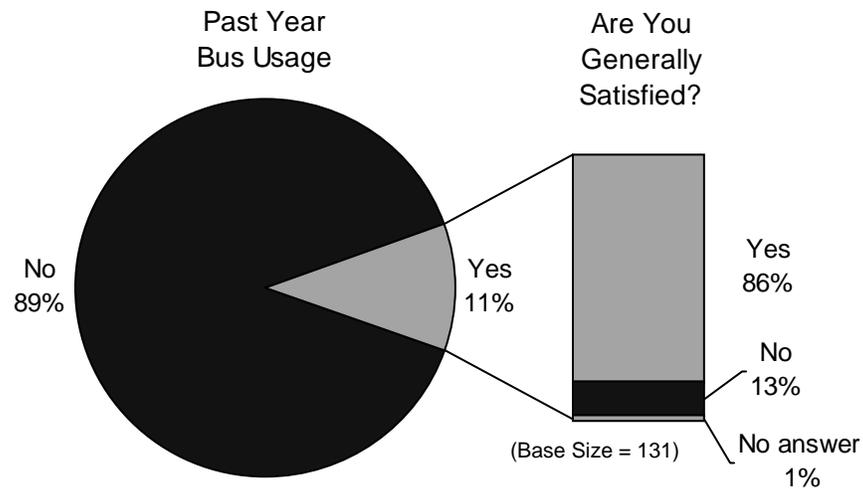
We asked Clark County residents how many flights they have made out of McCarran International Airport during the past 12 months (Figure 32). Forty-one percent (41%) said they had not flown from McCarran during the past year, while 15% said they had flown once, 12% twice, 18% three to five times, and 14% more than five times. The average (mean) number of flights was 3.0.

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



The average number of flights increases with income, from 1.2 among those earning less than \$50,000 to 6.1 among those earning \$100,000 or more. The average number of flights is also higher among college graduates (5.0) than among those with only some college (2.0) or a high school education or less (1.3), and also among those who are employed (4.8) than among those who are retired (2.1).

FIGURE 33  
Past Year Bus Usage And Satisfaction

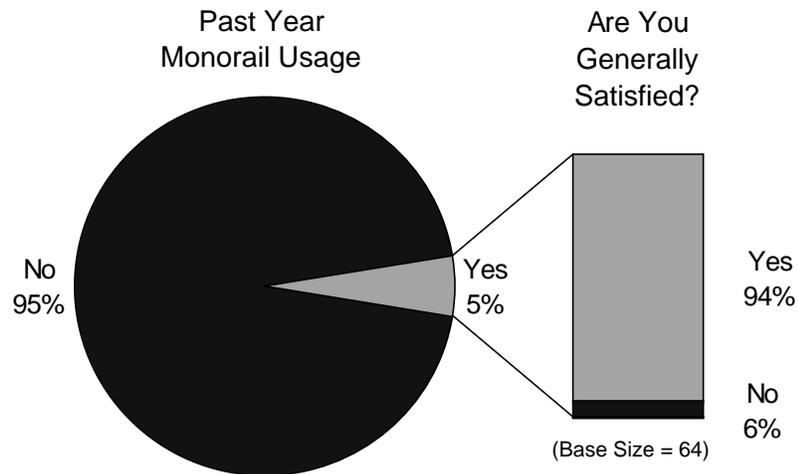


We asked respondents if they had used the public bus system to travel in the Las Vegas area during the past year, and 11% said they had (Figure 33).

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 system is significantly higher among residents earning less than \$50,000 than those earning \$50,000 or more (19% vs. 7%).

FIGURE 34  
Past Year Monorail Usage And Satisfaction



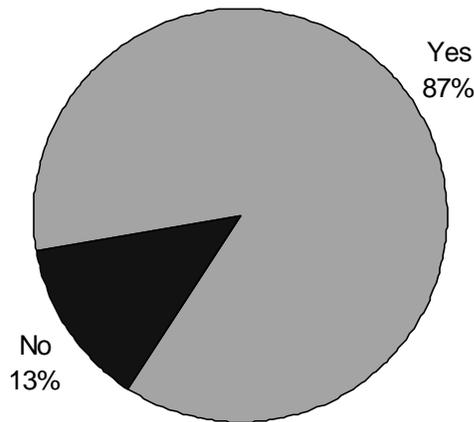
We asked respondents if they had used the Las Vegas Monorail to travel in the Las Vegas Strip area during the past year, and 5% said they had (Figure 34). Ninety-four percent (94%) of those who had used the Las Vegas Monorail in the past year said they were generally satisfied with the service provided.

Monorail use is higher among residents who gamble (7% vs. 4% of those who do not gamble) and those who have lived in Clark County since 2001 (10% vs. 4% among those who have lived in Clark County longer).

### FREMONT STREET EXPERIENCE AND FIRST FRIDAY VISITATION

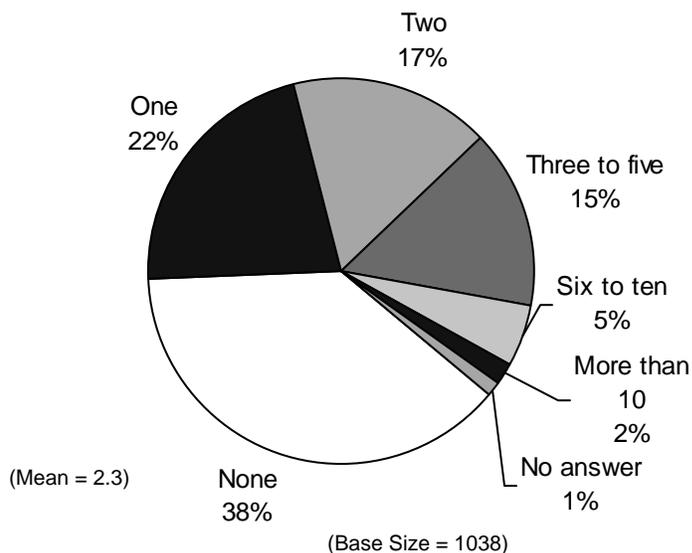
We asked residents if they had ever visited the Fremont Street Experience located in Downtown Las Vegas, and 87% said they had (Figure 35).

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



Residents who gamble were significantly more likely to have visited the Fremont Street Experience than those who do not gamble (91% vs. 80%).

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

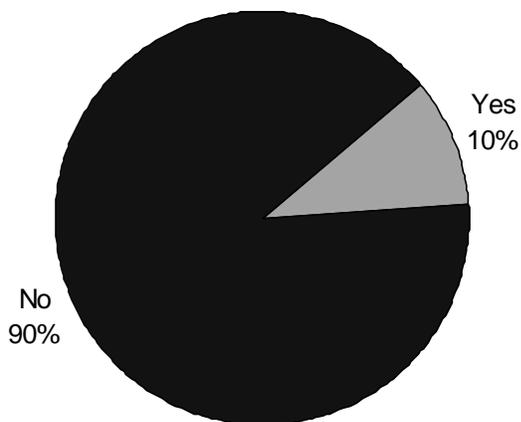


We asked residents who have been to the Fremont Street Experience how many times they had been to the Fremont Street Experience during the past 12 months (Figure 36). Thirty-eight percent (38%) said they did not go at all in the past 12 months, 22% said they had been once, 17% twice, 15% three to five times, and 7% 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 2.3. Among those who actually visited the Fremont Street Experience in the past 12 months, the average number of visits was 3.7. Residents under 30 visited the Fremont Street Experience most frequently during the past 12 months (5.9 visits).

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 86% of past year visitors, followed by seeing the street performers (74%), and dining at a restaurant (62%). Thirty-four percent (34%) said they gambled while at the Fremont Street Experience, 28% purchased something at a retail location, 25% attended a special event, and 22% went to a lounge or showroom to see some type of entertainment.

Nearly one-half (49%) 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 (88% vs. 81%). Residents 60 and older were more likely to say they gambled at the Fremont Street Experience (43%) than those under 60 years old (25%), as were retired residents (46%) compared to employed residents (24%).

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



We asked residents if they have attended any of the "First Friday" events in the emerging arts district around Charleston Boulevard and Main Street in the past 12 months\* and 10% said they had, up from 8% in 2010 (Figure 37). Residents who were under 30 were the most likely to say they have attended "First Friday" events (40%).

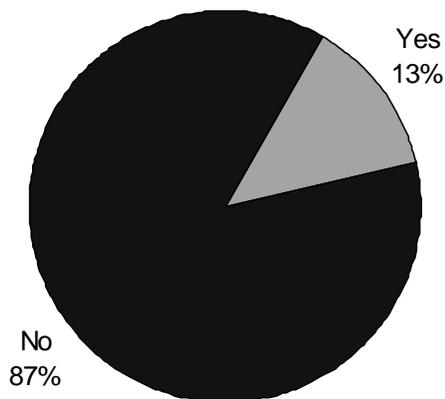
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\* This question was first asked in 2008.

## 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\*. Thirteen percent (13%) 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)



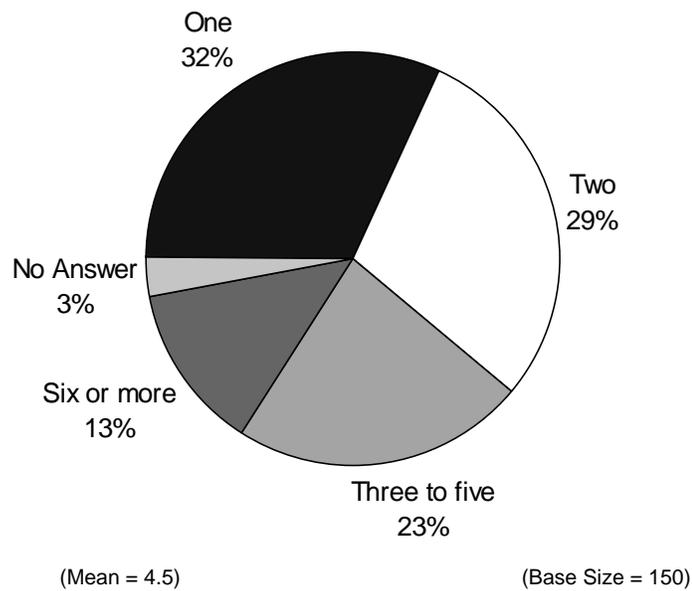
(Base Size = 1175)

Residents earning \$50,000 or more (17%) are significantly more likely to have visited Mesquite than those earning less than \$50,000 (11%). Residents who gamble (16%) are more likely to have visited Mesquite than those who do not gamble (9%). Men are also more likely to have visited Mesquite (15%) than women (11%).

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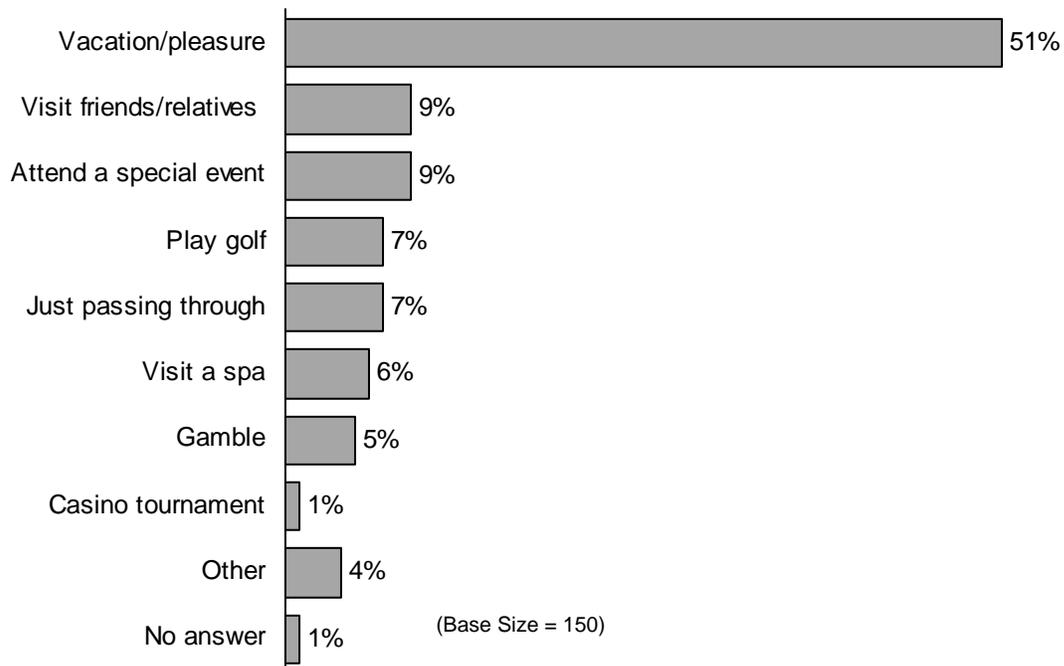
\* Excluding the 25 respondents – 2% – who identified themselves as residents of Mesquite.

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



We asked residents how many times they had visited Mesquite during the past 12 months for purposes other than work or personal business (Figure 39). Thirty-two percent (32%) said they had been to Mesquite once, 29% had been twice, 23% three to five times, and 13% had been six or more times. The average number of visits to Mesquite in the past 12 months was 4.5.

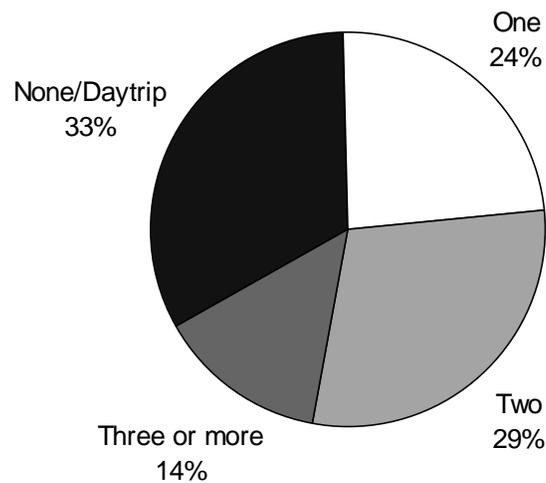
FIGURE 40  
Primary Purpose Of Most Recent Trip To Mesquite  
(Among Those Who Took A Non-Business  
Trip To Mesquite In The Past 12 Months)



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). One-half (51%) said it was for vacation or pleasure. Nine percent (9%) each said they were visiting friends or relatives or attending a special event, 7% came to play golf, another 7% were just passing through, 6% came to visit a spa, 5% came primarily to gamble, and 1% were attending a casino tournament.

Women were more likely than men to say they visited Mesquite to visit a spa (12% vs. 1%).

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)

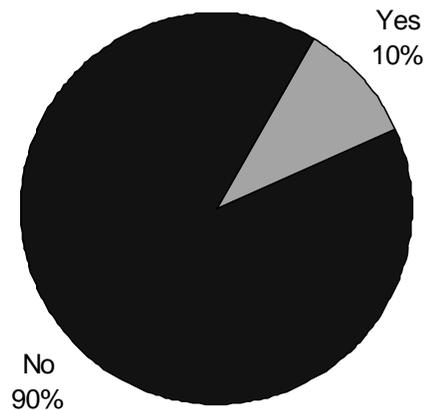


(Mean = 1.5)

(Base Size = 150)

Respondents were asked how many nights they stayed in Mesquite on their most recent non-business trip there in the past year (Figure 41). One-third (33%) said they did not spend any nights in Mesquite, while 24% said they spent one night, 29% spent two nights, and 14% spent three or more nights. The average number of nights stayed for all respondents was 1.5, while the average number of nights stayed excluding those on day trips was 2.2.

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



(Base Size = 1189)

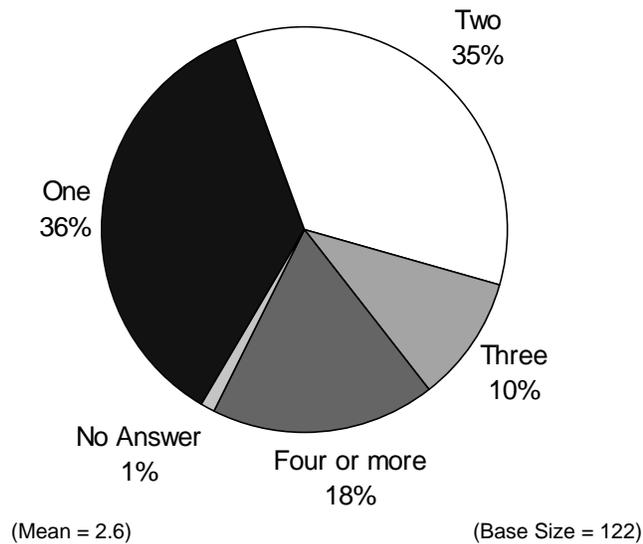
We asked residents if they had taken a trip to Laughlin within the past 12 months for purposes other than work or personal business\*. Ten percent (10%) said they had, down from 15% in 2010 (Figure 42).

Residents who gamble were significantly more likely than those who do not gamble to say they visited Laughlin in the past 12 months (14% vs. 6%).

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

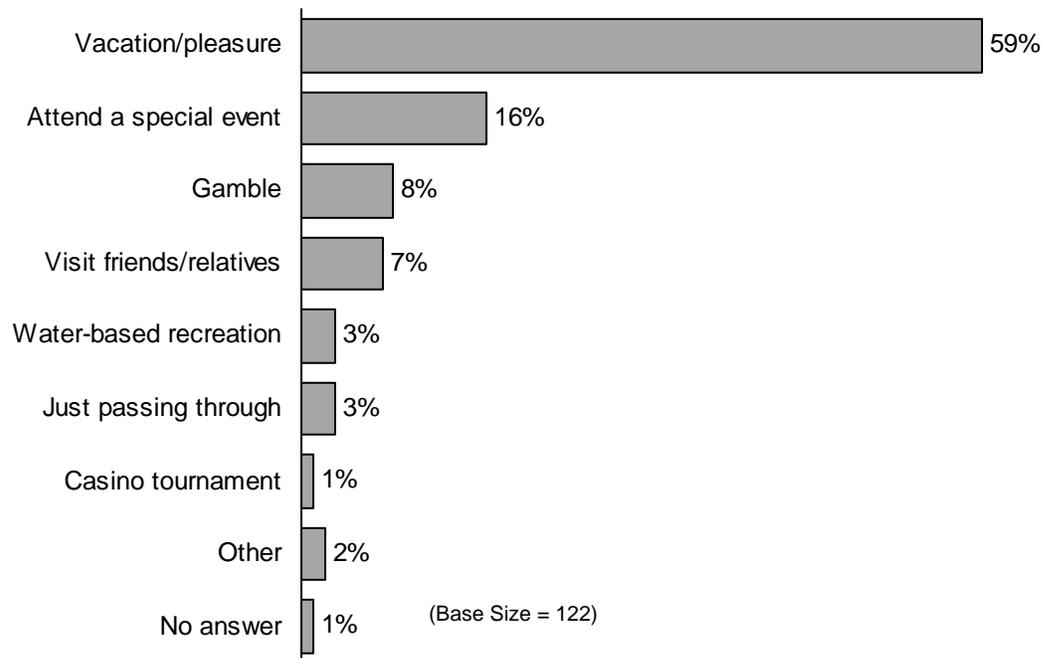
**FIGURE 43**  
 Number Of Times Visited Laughlin During The Past Year  
 (Among Those Who Took A Non-Business  
 Trip To Laughlin In The Past 12 Months)



We asked residents how many times they had visited Laughlin during the past year for purposes other than work or personal business (Figure 43). Thirty-six percent (36%) said they had been once, 35% said they had been twice, and 28% said they had been three or more times. The average number of visits to Laughlin in the past 12 months was 2.6.

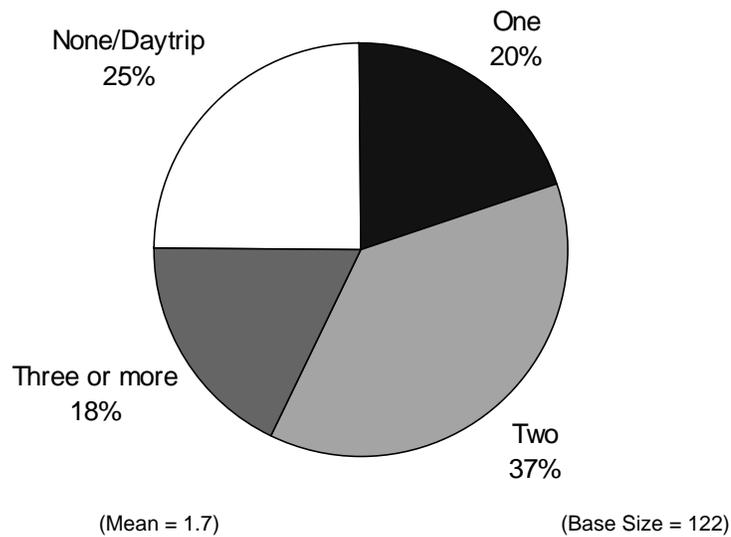
Residents who had children living at home visited Laughlin significantly more frequently than those without (3.9 vs. 2.3).

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)



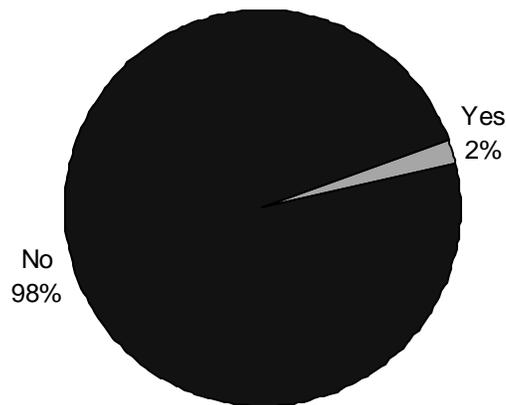
We asked residents who had taken a non-business trip to Laughlin in the past 12 months what was the primary purpose of their most recent trip there (Figure 44). Fifty-nine percent (59%) said it was for vacation or pleasure. Sixteen percent (16%) said they were attending a special event, 8% said they were visiting Laughlin primarily to gamble, 7% were visiting friends or relatives, 3% were visiting for water-based recreation, another 3% said they were just passing through, and 1% were attending a casino tournament.

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



Respondents were asked how many nights they stayed in Laughlin on their most recent non-business trip there in the past year (Figure 45). One-quarter (25%) said they did not spend any nights in Laughlin, while 20% said they spent one night, 37% spent two nights, and 18% spent three or more nights. The average number of nights stayed for all respondents was 1.7, while the average number of nights stayed excluding those on day trips was 2.3.

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



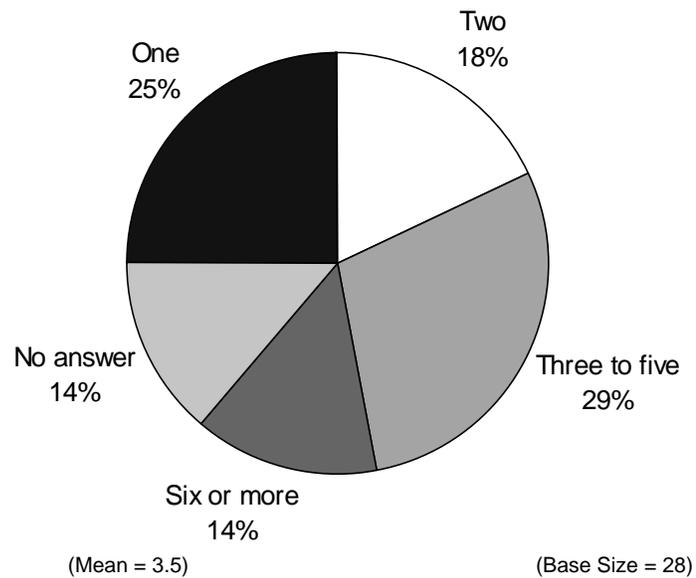
(Base Size = 1198)

We asked residents if they had taken a trip to Jean within the past 12 months for purposes other than work or personal business\*. Two percent (2%) said they had, down from 4% in 2010 (Figure 46).

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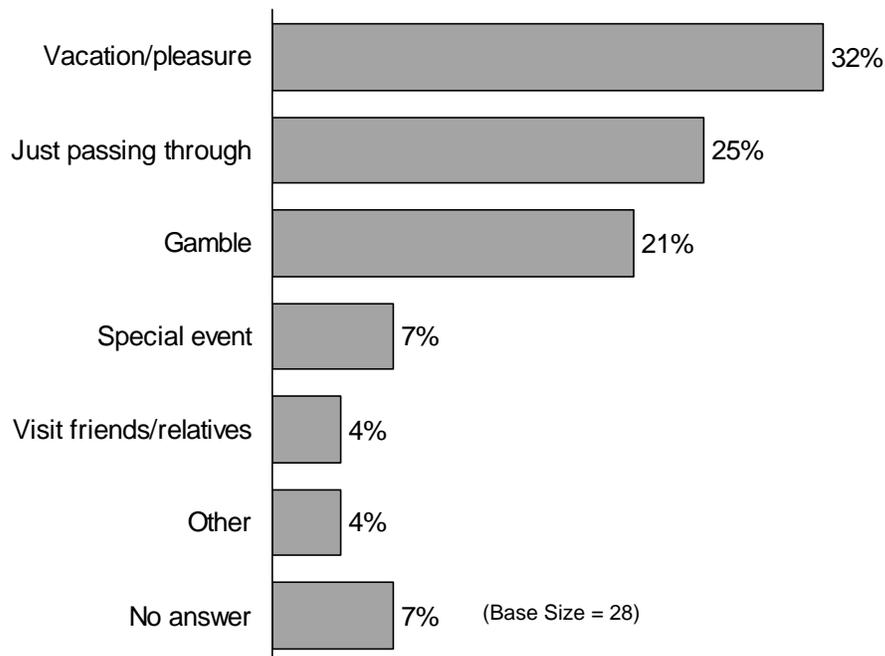
\* Excluding the two respondents – less than 1% – who identified themselves as a resident of Jean.

**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)



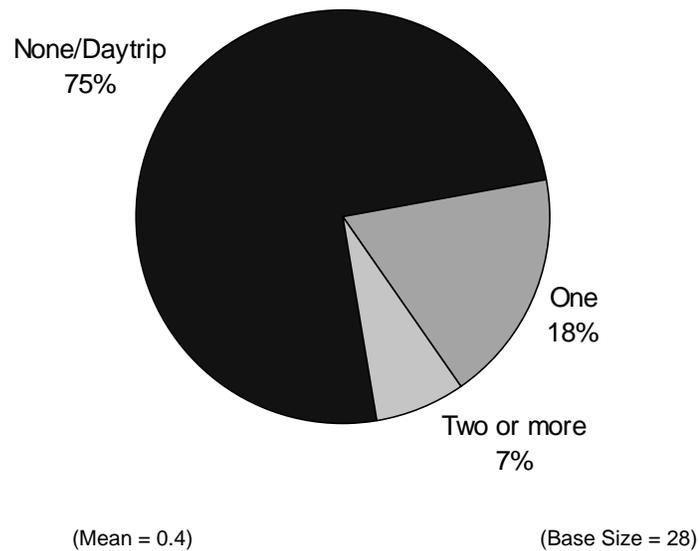
We asked residents how many times they had visited Jean during the past year for purposes other than work or personal business (Figure 47). One-quarter (25%) said they had been once, 18% had been twice, 29% had been three to five times, and 14% had visited six or more times. The average number of visits to Jean in the past 12 months was 3.5.

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)



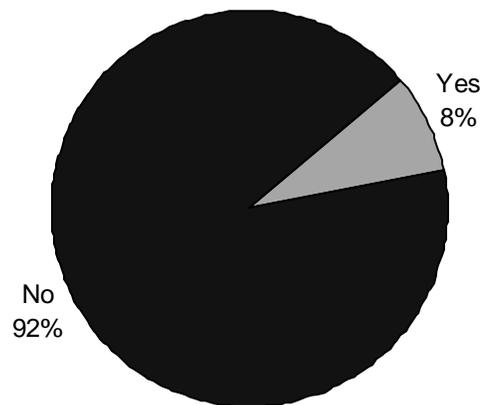
We asked residents who had taken a non-business trip to Jean in the past 12 months what was the primary purpose of their most recent trip there (Figure 48). Thirty-two percent (32%) said it was for vacation or pleasure, while 25% said they were just passing through, and 21% said they were visiting primarily to gamble. Relatively smaller numbers of visitors to Jean said they were attending a special event (7%) or visiting friends or relatives (4%).

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). Three-quarters (75%) said they did not spend any nights in Jean, but 18% said they spent one night and 7% said they spent two or more nights. The average number of nights stayed for all respondents (including day trippers) was 0.4, while the average number of nights stayed excluding those on day trips was 1.6.

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



(Base Size = 1198)

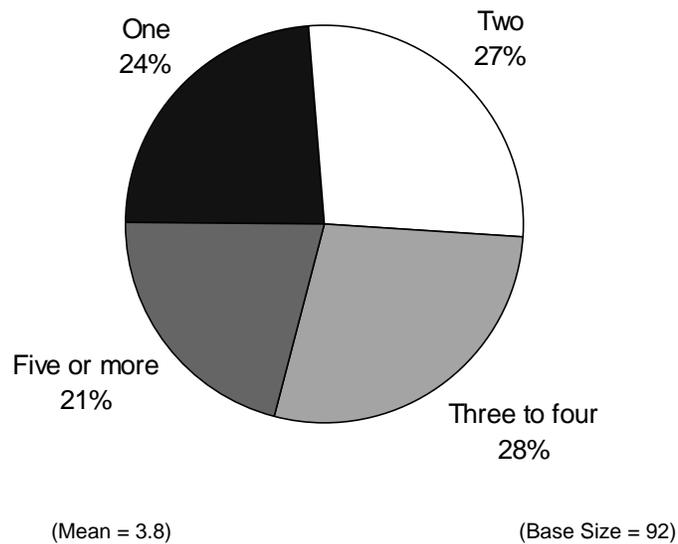
We asked residents if they had taken a trip to Primm within the past 12 months for purposes other than work or personal business\*. Eight percent (8%) said they had, down from 12% in 2010 (Figure 50).

Residents who gamble were significantly more likely to have visited Primm in the past 12 months than those who do not gamble (11% vs. 4%), as were those with household incomes of \$50,000 or more compared to those with incomes of less than \$50,000 (11% vs. 6%).

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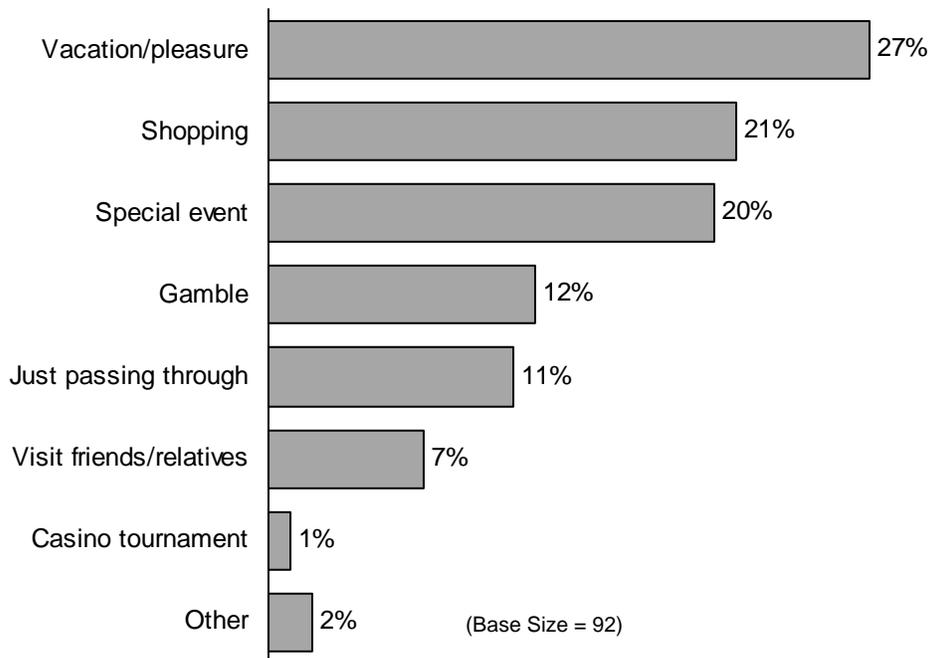
\* Excluding the two respondents – less than 1% – who identified themselves as residents of Primm.

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



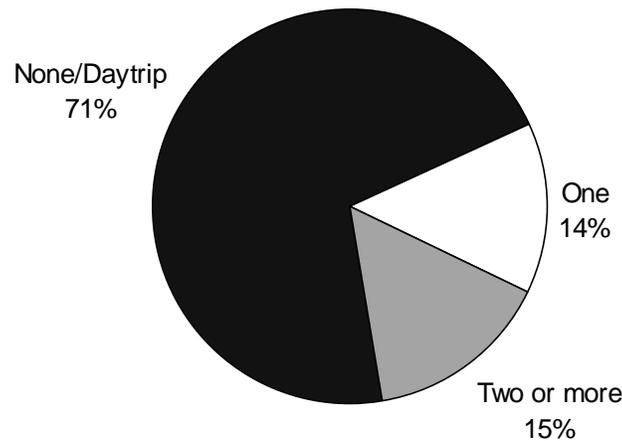
We asked residents how many times they had visited Primm during the past year for purposes other than work or personal business (Figure 51). Twenty-four percent (24%) said they had been once, 27% had been twice, 28% had been three or four times, and 21% visited five or more times. The average number of visits was 3.8.

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 visiting for vacation or pleasure, while 21% visited primarily to shop there, and 20% were attending a special event. Twelve percent (12%) said they visited Primm primarily to gamble, while 11% said they were just passing through, 7% were visiting friends or relatives, and 1% were attending a casino tournament.

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

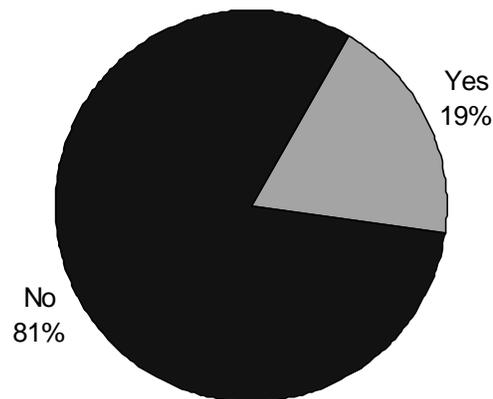


(Mean = 0.6)

(Base Size = 92)

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 (71%) said they did not spend any nights in Primm, but 14% said they spent one night, and 15% spent two or more nights. The average number of nights stayed for all respondents was 0.6, while the average number of nights stayed excluding those on day trips was 2.2 (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 = 1187)

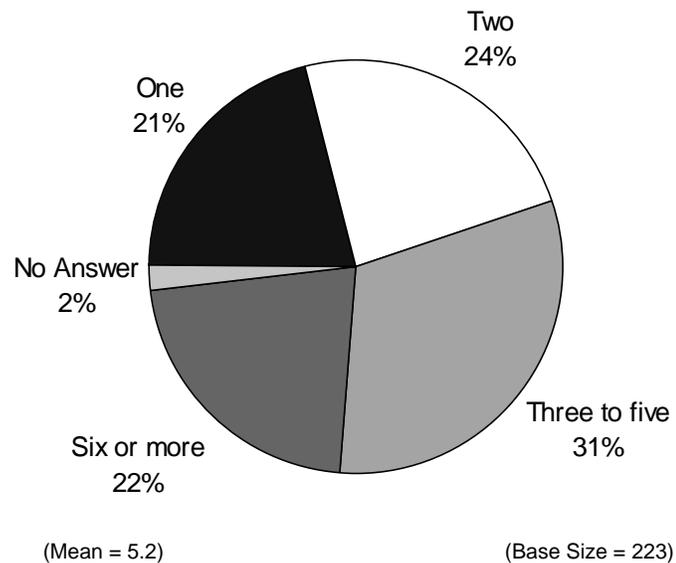
We asked residents if they had taken a trip to Boulder City within the past 12 months for purposes other than work or personal business\*. Nineteen percent (19%) said they had (Figure 54).

College graduates (26%) were more likely than residents with less education (14%) to say they visited Boulder City in the past 12 months, as were those earning \$50,000 or more (24%) compared to those earning less than \$50,000 (15%), and those who were married (22%) compared to those who were single (15%).

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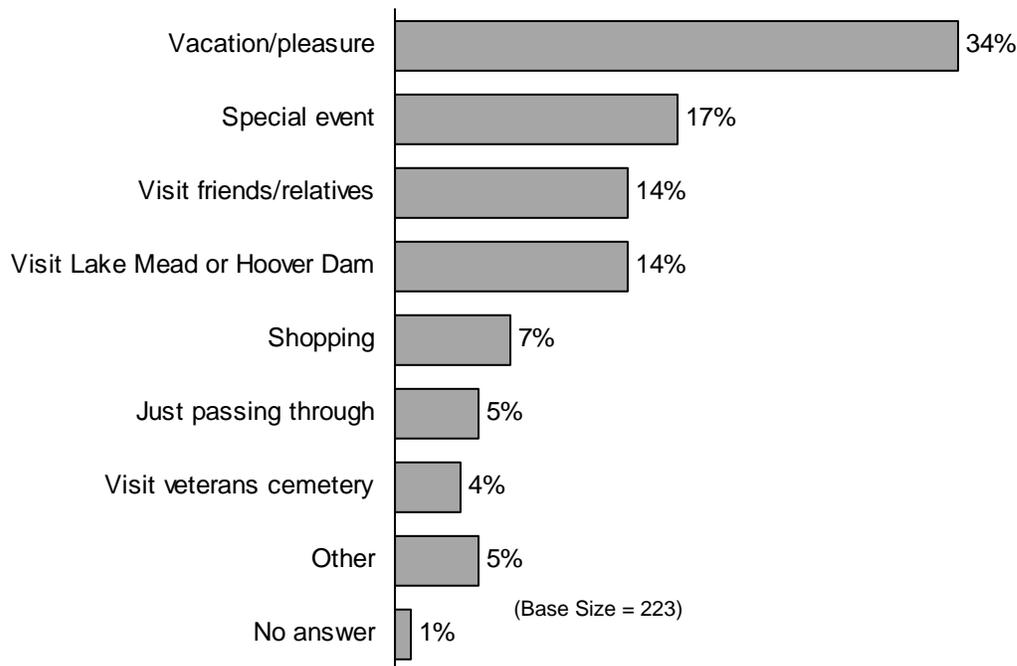
\* Excluding the 13 respondents – 1% – who identified themselves as residents of Boulder City.

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



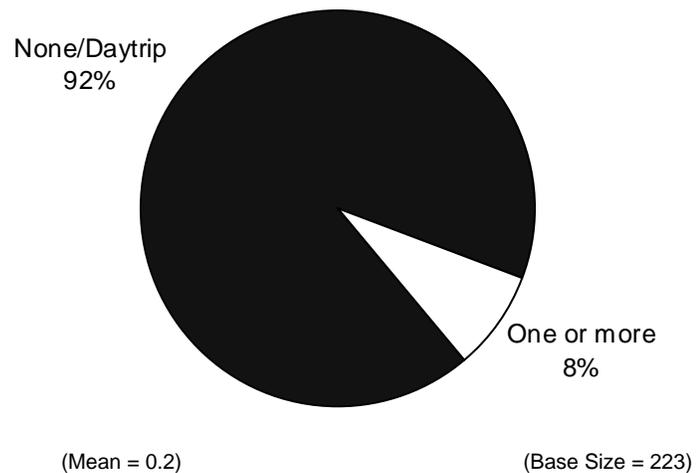
We asked residents how many times they had visited Boulder City during the past year for purposes other than work or personal business (Figure 55). Twenty-one percent (21%) said they had been once, 24% had been twice, 31% had been three to five times, and 22% had been six or more times. The average number of visits to Boulder City in the past 12 months was 5.2.

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). One-third (34%) said it was for vacation or pleasure, while 17% said they were attending a special event (down from 24% in 2010), 14% were visiting friends or relatives, another 14% were visiting Lake Mead or Hoover Dam, 7% were there primarily to shop, 5% were just passing through, and 4% were visiting the veterans cemetery.

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



Respondents were asked how many nights they stayed in Boulder City on their most recent non-business trip there in the past year (Figure 57). More than nine in ten (92%) 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 0.2, while the average number of nights stayed excluding those on day trips was 2.5 (Figure 57).

# APPENDIX

*Questionnaire With  
Aggregate Results*

Respondent ID# \_\_\_\_\_

GENDER

MALE .....48%

FEMALE.....52

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

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

YES	<b>ASK Q3</b>
NO	<b>TERMINATE</b>

3. What is your ZIP code, please?

\_\_\_\_\_

890XX .....37%  
891XX .....63

**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.**

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) .....	2	0	1	BASEBALL
c. BINGO.....	3	1	1	BINGO
d. BOATING .....	4	1	2	BOATING
e. BOWLING .....	4	2	2	BOWLING
f. CAMPING .....	6	1	2	CAMPING
g. COMMUNITY ACTIVITIES (CHURCH, LITTLE LEAGUE, ETC.) .....	12	7	7	COMMUNITY ACTIVITIES
h. CYCLING .....	6	2	2	CYCLING
i. FISHING.....	5	1	1	FISHING
j. FOOTBALL (INCLUDE TOUCH/TAG) .....	1	0	0	FOOTBALL
k. EATING OUT .....	24	13	9	EATING OUT
l. GAMBLING .....	19	8	8	GAMBLING
m. GOLF .....	10	5	6	GOLF
n. HIKING.....	13	6	5	HIKING
o. HORSEBACK RIDING .....	1	1	1	HORSEBACK RIDING
p. HUNTING.....	2	1	1	HUNTING
q. MOVIES.....	23	7	6	MOVIES
r. NIGHTCLUBBING.....	2	0	1	NIGHT CLUBBING
s. PICNICS.....	2	0	1	PICNICS
t. SHOPPING .....	8	4	3	SHOPPING
u. SHOWS.....	12	3	5	SHOWS
v. SIGHTSEEING.....	6	2	2	SIGHT SEEING
w. SNOW SKIING.....	1	0	0	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	1	1	TENNIS
bb. VISITING FRIENDS OR RELATIVES .....	7	3	3	VISITING FRIENDS
cc. WATER SKIING .....	0	0	0	WATER SKIING
dd. WORKING OUT .....	13	8	6	WORKING OUT
ee. OTHER (SPECIFY BELOW) .....	10	7	7	OTHER
ff. NONE OF THE ABOVE .....	10	13	13	NONE OF THE ABOVE

Q4

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Q6

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7. About how many dinners do you eat out every month? **(FILL IN BLANKS.)**
- None.....11%
  - 1 to 2 .....21
  - 3 to 4 .....24
  - 5 to 10 .....29
  - 11 or more .....14
  - Not sure/No answer .....1
- 5.88 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=1072)
- 0% .....37%
  - 1% to 5%.....20
  - 6% to 25%.....13
  - 26% to 50%.....11
  - 51% to 75%.....5
  - 76% to 99%.....5
  - 100% .....7
  - Not sure/Refused .....2
- 23.00 MEAN  
3.00 MEDIAN

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

YES .....24%	<b>ASK Q10</b>
NO .....76	<b>SKIP TO Q11</b>
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=283)
- None.....16%
  - 1 .....26
  - 2 .....20
  - 3 to 5 .....25
  - 6 or more times .....13
- 3.34 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.....11%
  - b. Auto race at the Las Vegas Motor Speedway.....11
  - c. University of Nevada Las Vegas football game.....8
  - d. University of Nevada Las Vegas basketball game .....13
  - e. Any other UNLV sporting event excluding football and basketball games .....5
  - f. 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....19
  - g. Las Vegas Wranglers hockey game .....7
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%
- Mesquite.....2%
  - Laughlin.....1
  - Jean.....\*
  - Primm .....\*
  - Boulder City .....1
  - NONE OF THE ABOVE .....96
13. Within the past 12 months, have you taken a trip for purposes other than work or personal business to any of the following towns? **(MULTIPLE RESPONSES ALLOWED.)**

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

- a. Mesquite ..... 13% (N=1175)
- b. Laughlin ..... 10 (N=1189)
- c. Jean ..... 2 (N=1198)
- d. Primm ..... 8 (N=1198)
- e. Boulder City ..... 19 (N=1187)
- f. NONE OF THE ABOVE .66

**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=150)

1.....32%  
2 .....29  
3 to 5 .....23  
6 or more.....13  
Refused/No answer.....3  
4.52 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=150)

VACATION/PLEASURE .....51%  
TO GAMBLE .....5  
VISIT FRIENDS/RELATIVES .....9  
TO ATTEND A SPECIAL EVENT (E.G., GOLF, RODEO, FESTIVAL, ETC.) .....9  
TO ATTEND/PARTICIPATE IN A CASINO TOURNAMENT .....1  
JUST PASSING THROUGH .....7  
TO PLAY GOLF .....7  
TO VISIT A SPA .....6  
SOME OTHER REASON .....4  
DON'T KNOW/REFUSED .....1

16. Again, thinking of your last trip to Mesquite for purposes other than work or personal business — how many nights did you stay? (N=150)

None/Daytrip .....33%  
1 .....24  
2 .....29  
3 or more.....14  
Refused/No answer .....0  
1.50 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=122)

1 .....36%  
2 .....35  
3 or more.....28  
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=122)

VACATION/PLEASURE .....59%  
TO GAMBLE .....8  
VISIT FRIENDS/RELATIVES .....7  
TO ATTEND A SPECIAL EVENT (E.G., GOLF, RODEO, FESTIVAL, ETC.) .....16  
TO ATTEND/PARTICIPATE IN A CASINO TOURNAMENT .....1  
JUST PASSING THROUGH .....3  
WATER-BASED RECREATION (FOR EXAMPLE, JET SKIING, WATER SKIING, BOATING, ETC.) .....3  
SOME OTHER REASON .....3  
DON'T KNOW/REFUSED .....1

19. Again, thinking of your last trip to Laughlin for purposes other than work or personal business — how many nights did you stay? (N=122)

None/Daytrip .....25%  
1 .....20  
2 .....37  
3 or more .....18  
Refused/No answer .....0  
1.70 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=28)

1 .....25%  
2 .....18  
3 or more .....43  
Refused/No answer .....14  
3.50 MEAN  
2.50 MEDIAN

21. Thinking of the LAST trip you took to Jean for purposes other than work or personal business — what was the PRIMARY purpose of that trip? (N=28)

VACATION/PLEASURE .....32%  
TO GAMBLE .....21  
VISIT FRIENDS/RELATIVES .....4  
TO ATTEND A SPECIAL  
EVENT (E.G., GOLF, RODEO,  
FESTIVAL, ETC.) .....7  
TO ATTEND/PARTICIPATE  
IN A CASINO TOURNAMENT .....0  
JUST PASSING THROUGH .....25  
SOME OTHER REASON .....4  
DON'T KNOW/REFUSED .....7

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

None/Daytrip .....75%  
1 .....18  
2 or more .....7  
Refused/No answer .....0  
0.39 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=92)

1 .....24%  
2 .....27  
3 .....17  
4 .....11  
5 or more .....21  
Not sure/Refused .....0  
3.77 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=92)

VACATION/PLEASURE .....27%  
TO GAMBLE .....12  
VISIT FRIENDS/RELATIVES .....7  
TO ATTEND A SPECIAL  
EVENT (E.G., GOLF, RODEO,  
FESTIVAL, ETC.) .....20  
TO ATTEND/PARTICIPATE  
IN A CASINO TOURNAMENT .....1  
JUST PASSING THROUGH .....11  
SHOPPING .....21  
SOME OTHER REASON .....2  
DON'T KNOW/REFUSED .....0

25. Again, thinking of your last trip to Primm for purposes other than work or personal business — how many nights did you stay? (N=92)
- None/Daytrip .....71%  
1 .....14  
2 or more .....15  
Refused/No answer .....0  
0.63 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=223)
- 1 .....21%  
2 .....24  
3 to 5 .....31  
6 or more .....22  
Refused/No answer .....2  
5.21 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=223)

VACATION/PLEASURE.....	34%
TO GAMBLE .....	0
VISIT FRIENDS/RELATIVES.....	14
TO ATTEND A SPECIAL EVENT (E.G., GOLF, RODEO, FESTIVAL, ETC.).....	17
TO ATTEND/PARTICIPATE IN A CASINO TOURNAMENT.....	0
JUST PASSING THROUGH.....	5
SHOPPING .....	7
TO VISIT LAKE MEAD OR HOOVER DAM.....	14
TO VISIT VETERANS CEMETERY .....	4
SOME OTHER REASON.....	5
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=223)
- None/Daytrip .....92%  
1 or more.....8  
Refused/No answer .....0  
0.19 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 .....	58%	<b>SKIP TO Q31</b>
NO .....	42	<b>ASK Q30 THEN SKIP TO Q61 ON PAGE 11</b>
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=503)

PRIMARY REASON:

- No money/can't afford it.....47%  
No interest/boring.....22  
Poor odds/never win .....15  
Religious/moral objections .....8  
Fear addiction .....2  
Don't like casinos/crowded/dirty .....2  
Some other reason .....4  
Not sure/No answer .....0

COMBINED RESPONSES:

- No money/can't afford it.....51%  
No interest/boring.....25  
Poor odds/never win .....19  
Religious/moral objections .....10  
Don't like casinos/crowded/dirty .....3  
Fear addiction .....2  
Some other reason .....4  
No 2<sup>nd</sup> response .....86

**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=697)

ON OR NEAR THE STRIP .13%	<b>SKIP TO Q33</b>
DOWNTOWN.....3	<b>ASK Q32, THEN SKIP TO Q34</b>
BOULDER STRIP/ GREEN VALLEY.....20	<b>ASK BOTH Q32 &amp; Q33</b>
SUMMERLIN AREA.....17	
NORTH LAS VEGAS .....16	
HENDERSON .....12	
LAKE LAS VEGAS.....0	
ELSEWHERE.....16	
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=610)

- Too many tourists/too crowded.....35%
- Too far away/inconvenient.....22
- Heavy traffic/no parking .....9
- Worse odds/less winnings .....8
- Smaller/local gaming more appealing.....4
- Work on the Strip/don't want to go there ...4
- Just don't like it (non-specific).....3
- Don't gamble much/not a gambler.....3
- High crime/scary area .....1
- Some other reason .....9
- Not sure/Refused.....3

33. Is there any particular reason why you do not go to Downtown Las Vegas to gamble? (**ACCEPT ONE RESPONSE.**) (N=673)

- Too far away/inconvenient.....33%
- Too many tourists/too crowded.....11
- Heavy traffic/no parking .....7
- High crime/scary area .....6
- Don't gamble much/not a gambler.....6
- Worse odds/less winnings .....3
- Prefer bigger/flashy gaming.....2
- Work downtown/don't want to go there.....2
- I just don't like it (non-specific).....8
- Some other reason .....14
- Not sure/Refused.....7

34. About how often do you gamble? Would you say it is... (**READ LIST. CIRCLE NUMBER AT FIRST "YES" RESPONSE.**) (N=697)

More than 5 times a week ..... 7%	<b>ASK Q35</b>
About twice a week ..... 20 About once a week ..... 19	<b>SKIP TO Q36</b>
About twice a month ..... 19 About once a month..... 12	<b>SKIP TO Q37</b>
About 4 times a year ..... 14 About twice a year ..... 6 Once a year or less..... 4	<b>SKIP TO Q38</b>
DK/REFUSED..... 1	<b>SKIP TO Q39</b>

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=45)

- \$50 or less .....38%
- \$51 to \$100 .....22
- Over \$100 .....18
- Refused/No answer .....22
- \$147.20 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=270)

- \$20 or less .....19%
- \$21 to \$50 .....27
- \$51 to \$100 .....22
- Over \$100 .....18
- Refused/No answer .....14
- \$102.71 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=212)

\$20 or less.....27%  
\$21 to \$50 .....27  
\$51 to \$100 .....20  
Over \$100 .....16  
Refused/No answer .....10  
\$104.30 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=165)

\$20 or less.....28%  
\$21 to \$50 .....12  
\$51 to \$100 .....24  
Over \$100 .....24  
No answer/Refused .....13  
\$179.32 MEAN  
\$100.00 MEDIAN

39. Which type of gambling game do you play *MOST OFTEN*. (**DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.**) (N=697)

SLOT MACHINES.....37%	<b>ASK Q40</b>
VIDEO POKER .....30	
OTHER VIDEO MACHINES (21, KENO, ETC.).....3	<b>SKIP TO Q45</b>
BACCARAT.....0	<b>SKIP TO Q43</b>
BIG 6 .....0	
BINGO.....4	<b>SKIP TO Q45</b>
BLACKJACK .....5	<b>SKIP TO Q43</b>
CRAPS .....2	
KENO .....4	<b>SKIP TO Q45</b>
POKER.....6	
RACE/SPORTSBOOK.....4	
ROULETTE .....1	<b>SKIP TO Q43</b>
OTHER.....3	<b>SKIP TO Q45</b>
DON'T KNOW/REFUSED.....0	

40. Which denomination machine do you play *MOST OFTEN*. (**DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.**) (N=468)

PENNY ..... 30%  
NICKEL .....21  
DIME .....2  
QUARTER.....37  
HALF DOLLAR.....1  
DOLLAR.....6  
FIVE DOLLARS.....1  
25 DOLLARS.....0  
OTHER.....1  
DK/REFUSED .....3

**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=468)

1 .....6%  
2 to 3 .....18  
4 to 5 .....39  
6 or more.....30  
Not sure/Refused .....7  
19.34 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=458)

YES.....33%  
NO .....64  
DK/REFUSED.....3

**SKIP TO Q45**

43. What table minimum do you play MOST OFTEN.  
**(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=55)
- LESS THAN \$1 .....4%
  - \$1 .....4
  - \$2 .....2
  - \$3 .....4
  - \$5 .....55
  - \$10.00 .....18
  - \$25.00 .....9
  - \$50.00 .....2
  - \$100.00 .....2
  - OVER \$100.00 .....0
  - OTHER .....2
  - DON'T KNOW/REFUSED .....0

**CONTINUE WITH Q44**

44. What is your average bet? **(WRITE AMOUNT IN BLANKS BELOW.)** (N=55)
- Less than \$5 .....7%
  - \$5 .....27
  - \$10 .....27
  - \$11-\$25 .....20
  - Over \$25 .....13
  - Don't know/No answer .....5
- \$16.31 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=697)

YES ..... 66%	<b>ASK Q46</b>
NO ..... 34	<b>SKIP TO Q53</b>
DON'T KNOW/REFUSED ..... 0	

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 ..... 5% (N=458)
  - About twice a week ..... 18
  - About once a week ..... 16
  - About twice a month ..... 19
  - About once a month ..... 16
  - About four times a year ..... 13
  - About twice a year ..... 7
  - Once a year or less ..... 7
  - DON'T KNOW/REFUSED ..... 1
47. What is the name of the casino where do you do MOST of your gambling? (N=458)
- STRIP (NET) .....6%
  - MGM Grand ..... 1
  - Bally's ..... 1
  - Caesars Palace ..... 1
  - Treasure Island ..... 1
  - Wynn ..... 1
  - Other .....2
  - OFF-STRIP (NET) .....8
  - Orleans .....3
  - Palace Station .....1
  - Gold Coast .....1
  - Palms .....1
  - Tuscany .....1
  - Terrible's .....1
  - Other .....1
  - DOWNTOWN (NET) .....3
  - Golden Nugget .....1
  - Other .....2
  - BOULDER STRIP (NET) .....13
  - Boulder Station .....5
  - Sam's Town .....3
  - Nevada Palace .....2
  - Arizona Charlie's East .....1
  - Other .....2
  - OUTLYING (NET) .....65
  - Santa Fe .....8
  - Green Valley Ranch .....8
  - Sunset Station .....6
  - Suncoast .....6
  - Aliente .....5
  - Red Rock Resort .....5
  - Southcoast .....4
  - Cannery .....4
  - Texas Station .....4
  - Fiesta .....2
  - Fiesta Henderson .....2
  - M Resort .....2
  - Silverton .....1
  - Eldorado Casino .....1
  - Arizona Charlie's .....1
  - Other .....4
  - Other .....1
  - Can't pick just one .....2
  - No answer/Refused .....2

48. Which of the following categories best describes your betting habits in the casinos? Are you a... **(READ LIST.)** (N=458)

- Very light bettor ..... 19%
- Light bettor ..... 49
- Moderate bettor ..... 26
- Somewhat heavy bettor ..... 1
- Heavy bettor ..... 2
- DON'T KNOW/REFUSED ..... 2

49. Do you maintain casino credit? (N=458)

- YES ..... 38%
- NO ..... 58
- DON'T KNOW/REFUSED ..... 4

50. Are you a member of a casino slot club or players club? (N=458)

- YES ..... 80%
- NO ..... 20
- DON'T KNOW/REFUSED ..... 0

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=458)

CASINO RESTAURANT .....76%	<b>ASK Q52</b>
RESTAURANT OUTSIDE THE CASINO .....14	
DON'T EAT OUT (VOLUNTEERED).....7	<b>SKIP TO Q53</b>
DON'T KNOW/REFUSED.....3	

52. When you go to a casino to gamble, what type of restaurant do you usually eat in? Is it a... **(READ LIST. IF RESPONDENT GIVES THE NAME OF A RESTAURANT, PROBE:)** What *TYPE* of restaurant is that? **(RECORD BOTH NAME AND TYPE OF RESTAURANT UNDER "OTHER".)** (N=410)

- Fast food restaurant .....4%
- Buffet in a hotel, motel, or casino.....44
- Coffee shop in a hotel, motel, or casino .....15
- Coffee shop outside a hotel, motel, or casino .....2
- Gourmet restaurant .....12
- Pub .....2
- Sushi restaurant .....0
- Casual, sit-down, chain restaurant (like TGI Friday's, Ruby Tuesday's, Chili's, etc.).....17
- OTHER .....2
- DON'T KNOW/REFUSED .....2

53. Do you ever gamble in a convenience store, grocery store, or gas station in the greater Las Vegas area? (N=697)

YES ..... 20%	<b>ASK Q54</b>
NO ..... 80	<b>SKIP TO Q55</b>
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=135)

- More than 5 times a week ..... 3%
- About twice a week ..... 10
- About once a week ..... 20
- About twice a month ..... 19
- About once a month ..... 19
- About four times a year ..... 15
- About twice a year ..... 9
- Once a year or less ..... 4
- DON'T KNOW/REFUSED ..... 2

55. Do you ever gamble in a local bar or restaurant in the greater Las Vegas area? (N=697)

YES ..... 21%	<b>ASK Q56</b>
NO ..... 79	<b>SKIP TO Q57</b>
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=143)
- More than 5 times a week .....0%
  - About twice a week .....4
  - About once a week .....13
  - About twice a month .....13
  - About once a month .....22
  - About four times a year .....16
  - About twice a year .....19
  - Once a year or less .....13
  - DON'T KNOW/REFUSED .....1

57. Do you ever gamble in Clark County OUTSIDE the greater Las Vegas area? (N=697)

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

58. About how often do you gamble outside the greater Las Vegas area? Would you say it is... (N=159)
- More than 5 times a week .....4%
  - About twice a week .....6
  - About once a week .....6
  - About twice a month .....9
  - About once a month .....11
  - About four times a year .....18
  - About twice a year .....23
  - Once a year or less .....22
  - DON'T KNOW/REFUSED .....2

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=159)
- JEAN .....4%
  - MESQUITE .....28
  - LAUGHLIN .....30
  - PRIMM (STATE LINE) .....13
  - MORE THAN ONE PLACE MOST OFTEN .....4
  - OTHER .....11
  - DON'T KNOW/REFUSED .....10

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 ... 13% (N=697)
- OTHER TIMES ..... 80
- 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 ..... 58%	<b>ASK Q62</b>
NO ..... 42	<b>SKIP TO Q64</b>
DON'T KNOW/REFUSED ..... 0	

62. About how often do you go to a casino show? Would you say it is... (READ LIST. CIRCLE NUMBER AT FIRST "YES" RESPONSE.) (N=697)
- Twice a week or more .....0%
  - About once a week .....3
  - About twice a month .....6
  - About once a month .....10
  - About four times a year .....27
  - About twice a year .....29
  - Once a year or less .....25
  - DON'T KNOW/REFUSED .....1

63. Which of the following kinds of shows have you been to?  
(N=697)

Q63

	YES	NO	NA
a. Headliner shows (big-name stars).....	66%	32%	2%
b. Large-scale Las Vegas style shows (e.g., Mystère!, O!, Blue Man Group, etc.).....	60	38	2
e. Comedy or improv shows .....	42	56	2
f. Broadway style shows (e.g., Lion King, Jersey Boys, Phantom of the Opera) .....	51	47	2
c. Other small-scale shows/musical revues ..	45	53	2
d. Lounge acts (local bands) .....	33	65	2
NONE OF THE ABOVE.....	1	<b>DO NOT READ</b>	
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 .....58%
- b. Visited a nightclub..... 15
- c. Attended a slot or other type of gaming tournament..... 10
- d. Went shopping.....33
- e. Visited a spa ..... 11
- f. Went bowling .....23
- g. Went to a bar .....26
- h. Went to a barber shop or hair salon ..... 11
- i. OTHER (NET).....2
  - Entertainment/Shows .....0
  - Swimming.....0
  - Restaurants .....0
  - All other mentions.....0
  - 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 (NET).....13%
  - Caesars Palace.....2
  - Bellagio .....2
  - Other Strip mentions (Less than 2%)... 10
- OFF STRIP (NET).....7
  - Orleans .....3
  - Other Off-Strip mentions .....4
- DOWNTOWN (NET).....2
- BOULDER STRIP (NET) .....8
  - Boulder Station .....4
  - Sam's Town .....2
  - Other Boulder Strip mentions .....2
- OUTLYING AREAS (NET).....50
  - Red Rock Resort.....8
  - Green Valley Resort.....6
  - Southcoast .....6
  - Santa Fe.....6
  - Sunset Station.....5
  - Aliente .....4
  - Suncoast .....4
  - Texas Station .....3
  - Cannery .....3
  - Fiesta Henderson.....2
  - All other Outlying mentions .....4
- Other .....3
- Can't pick just one.....1
- None/Don't go .....15
- Don't know/Refused.....2

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

YES ..... 87%	<b>ASK Q66</b>
NO ..... 13	<b>SKIP TO Q68</b>
DON'T KNOW/REFUSED.... 0	

66. How many times have you been to the Fremont Street Experience in the past 12 months? (N=1038)

None..... 38%  
1 ..... 22  
2 ..... 17  
3 or more..... 22  
Not sure/No answer ..... 1  
2.25 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=633)

- a. See the light show?..... 86%
- b. Gamble?..... 34
- c. Purchase something at a retail location? ..... 28
- d. See some type of entertainment at a lounge or showroom?..... 22
- e. Eat at a restaurant?..... 62
- f. See live street performers?..... 74
- g. Attend a special event?..... 25

68. Have you attended any of the "First Friday" events in the emerging arts district around Charleston Boulevard and Main Street in the past 12 months?

YES ..... 10%  
NO ..... 90  
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..... 41%  
1 to 2 ..... 27  
3 to 5 ..... 18  
Over 5 times..... 13  
Not sure/No answer ..... 0  
3.03 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%	<b>ASK Q71</b>
NO ..... 89	<b>SKIP TO Q72</b>
DON'T KNOW/REFUSED ... 0	

71. Generally, were you satisfied with the public bus service provided? (N=131)

YES ..... 86%  
NO ..... 13  
DON'T KNOW/REFUSED... 1

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

YES ..... 5%	<b>ASK Q73</b>
NO ..... 95	<b>SKIP TO Q74</b>
DON'T KNOW/REFUSED .... 0	

73. Generally, were you satisfied with the service provided by the Las Vegas Monorail? (N=64)

YES ..... 94%  
NO ..... 6  
NOT SURE/NA..... 0

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

YES ..... 28%	<b>ASK Q73b</b>
NO ..... 72	<b>SKIP TO Q74</b>
NOT SURE/NA ..... 0	

73b. Have you visited that website? (N=332)

YES ..... 24%  
NO ..... 76

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

YES ..... 71%	<b>ASK Q75</b>
NO ..... 29	<b>SKIP TO Q76</b>
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=847)

FAVORABLE ..... 74%

UNFAVORABLE ..... 5

NOT SURE/DK ..... 17

DON'T KNOW/REFUSED ..... 5

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 ..... 26%

GOOD ..... 42

FAIR ..... 16

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 ..... 14%

HOTEL TAX ..... 43

BOTH (VOL.) ..... 7

NOT SURE/DK ..... 35

REFUSED/NA ..... 1

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 ..... 28%	<b>ASK Q79 &amp; Q80</b>
Employed part time ..... 4	
Self-employed ..... 8	
Not employed for pay ..... 10	<b>SKIP TO Q82 ON PAGE 16</b>
Retired ..... 46	
Student ..... 1	
DON'T KNOW/REFUSED ..... 3	

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=484)

**INDUSTRY**

(N=484)

PROFESSIONAL/TECHNICAL.....	36%
MANAGERS/OFFICIALS/PROPRIETORS.....	7
SALES/CLERICAL WORKERS .....	22
CRAFT WORKERS/FOREMEN .....	7
SERVICE WORKERS/OPERATORS .....	25
LABORERS/AGRICULTURAL WORKERS.....	1
OTHER.....	0
DON'T KNOW/REFUSED.....	2

MINING .....	1%
CONSTRUCTION .....	6
MANUFACTURING .....	5
TRANSPORTATION, COMMUNICATIONS, ELECTRIC, GAS, & SANITARY .....	8
WHOLESALE TRADE .....	2
RETAIL TRADE .....	12
FINANCE, INSURANCE, & REAL ESTATE .....	9
SERVICES .....	52
AGRICULTURE/FORESTRY.....	1
PUBLIC ADMINISTRATION .....	3
OTHER.....	1
DON'T KNOW/REFUSED.....	1

**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=484)

YES..... 12%

NO..... 87

DON'T KNOW/REFUSED ..... 0

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 ..... 7%

1960 OR BEFORE ..... 5

1961 TO 1965 ..... 4

1966 TO 1970 ..... 4

1971 TO 1975 ..... 5

1976 TO 1980 ..... 6

1981 TO 1985 ..... 4

1986 TO 1990 ..... 9

1991 TO 1995 ..... 13

1996 TO 2000 ..... 15

2001 TO 2005 ..... 14

2006 TO 2010 ..... 9

2011 TO PRESENT ..... 3

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..... 4%

HIGH SCHOOL DIPLOMA (FINISHED GRADE 12)..... 24

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

GRADUATED COLLEGE ..... 24

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

TECHNICAL, VOCATIONAL OR TRADE SCHOOL..... 2

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

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

Single ..... 15%

Married ..... 58

Separated or divorced..... 12

Widowed..... 12

DON'T KNOW/REFUSED..... 3

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

Less than 13 years old ..... 14%

13-18 years old..... 10

More than 18 years old ..... 15

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 ..... 76%

BLACK/AFRICAN AMERICAN..... 9

ASIAN/ASIAN AMERICAN..... 3

HISPANIC/LATINO ..... 4

NATIVE AMERICAN ..... 1

MIXED RACE (VOL.) ..... 1

OTHER..... 0

NOT SURE/NA..... 7

**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: \_\_\_\_\_

59.58 MEAN  
61.50 MEDIAN

**(IF RESPONDENT REFUSES TO STATE AGE, ASK:)**

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

21 to 24.....	2%
25 to 29.....	2
30 to 34.....	3
35 to 39.....	4
40 to 44.....	6
45 to 49.....	8
50 to 54.....	9
55 to 59.....	10
60 to 64.....	12
65 and older .....	42
DON'T KNOW/REFUSED .....	3

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.....	8%
\$20,000 to \$29,999 .....	7
\$30,000 to \$39,999 .....	10
\$40,000 to \$49,999 .....	8
\$50,000 to \$59,999 .....	8
\$60,000 to \$69,999 .....	4
\$70,000 to \$79,999 .....	5
\$80,000 to \$89,999 .....	3
\$90,000 to \$99,999 .....	4
\$100,000 to \$109,999 .....	4
\$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 .....	7
DON'T KNOW/REFUSED .....	25



Las Vegas Convention and Visitors Authority  
3150 Paradise Road, Las Vegas, NV 89109-9096  
[LasVegas.com](http://LasVegas.com)

For additional research publications and statistics, visit [LVCVA.com](http://LVCVA.com).