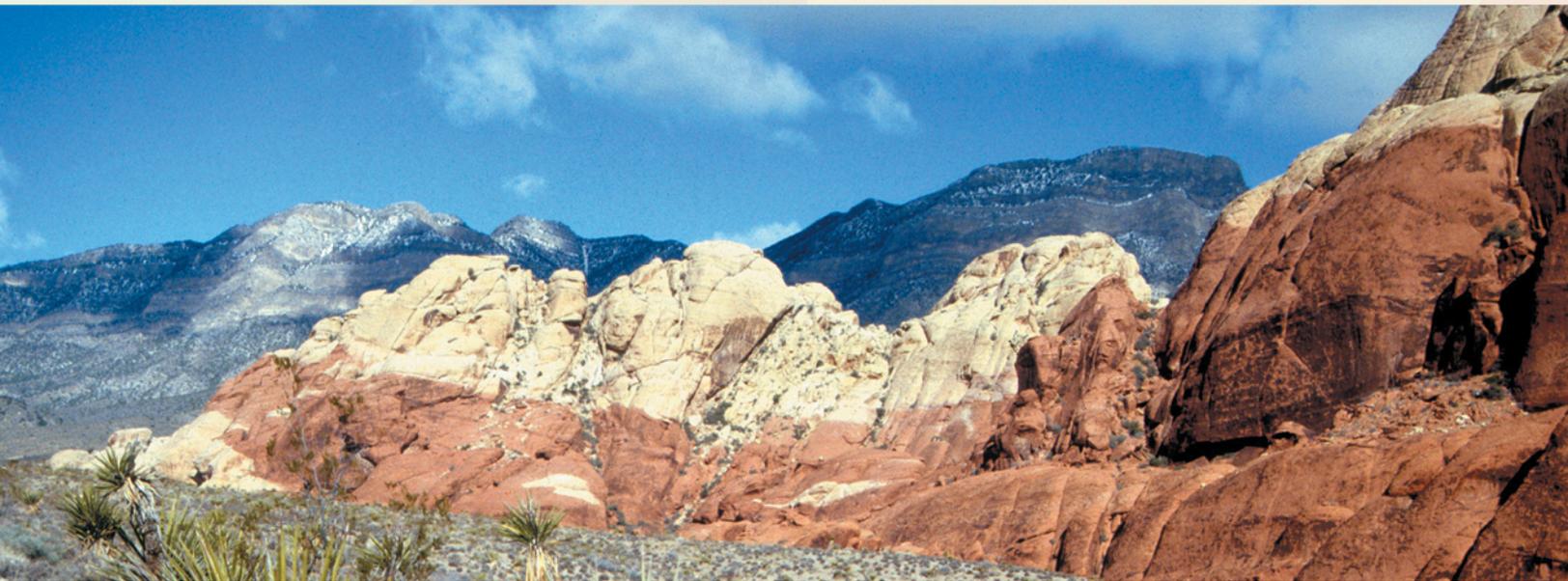


2014

CLARK COUNTY RESIDENTS STUDY



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LAS VEGAS CONVENTION & VISITORS AUTHORITY

***2014 Clark County
Residents Study***

ACKNOWLEDGMENTS

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

VISITOR PROFILE STUDY

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TABLE OF CONTENTS

	<u>Page</u>
RESEARCH OVERVIEW	1
INTRODUCTION.....	1
METHODOLOGY	2
RESEARCH HIGHLIGHTS	3
Gaming In General	3
Gaming In Casinos	3
Gaming Outside Casinos.....	4
Restaurants	4
Entertainment	5
Local Air And Ground Transportation Use.....	5
Downtown Las Vegas Visitation.....	5
Visitation To Other Clark County Destinations.....	6
RESEARCH FINDINGS	7
OVERVIEW OF LEISURE ACTIVITIES.....	7
SPORTING EVENTS ATTENDED.....	9
GAMBLING	11
Gambling In General.....	11
Casino Gambling	24
Gambling Outside Casinos	31
Convenience Stores, Grocery Stores, Gas Stations	31
Local Bars Or Restaurants	32
Outside The Greater Las Vegas Area	33
RESTAURANTS	35
ENTERTAINMENT.....	39
USE OF AIR AND GROUND TRANSPORTATION	44
DOWNTOWN LAS VEGAS VISITATION	47
OTHER CLARK COUNTY TRAVEL DESTINATIONS	51
APPENDIX	
Questionnaire With Aggregate Results	

TABLE OF FIGURES AND TABLES

	<u>Page</u>
TABLE 1: Leisure Activities	8
FIGURE 1: Sporting Events Attended In Past 12 Months	9
FIGURE 2: Gambling Behavior And Frequency	11
TABLE 2: Primary Reason Residents Do Not Gamble	12
FIGURE 3: Average Gambling Budget.....	13
FIGURE 4: Games Played Most Often.....	14
FIGURE 5: Machine Denomination Played Most Often	15
FIGURE 6: Number Of Coins Or Credits Bet Per Play.....	16
FIGURE 7: Play Progressive Machines.....	17
FIGURE 8: Table Minimum Played Most Often.....	18
FIGURE 9: Average Bet	19
FIGURE 10: Where Residents Gamble Most Often	20
TABLE 3: Reasons Residents Do Not Go To The Strip Corridor To Gamble	21
TABLE 4: Reasons Residents Do Not Go Downtown To Gamble	22
FIGURE 11: When Residents Gamble.....	23
FIGURE 12: Gambling In A Casino	24
FIGURE 13: Where Residents Gambled Most Often	26
FIGURE 14: Type Of Casino Gambled In Most Often.....	27
FIGURE 15: Self-Description Of Betting Habits	28
FIGURE 16: Percentage Of Residents Who Maintain Casino Credit	29
FIGURE 17: Percentage Of Residents Who Are Members Of A Casino Slot Club Or Players' Club	30
FIGURE 18: Gambling In Convenience Stores, Grocery Stores, Or Gas Stations.....	31
FIGURE 19: Gambling In Bars Or Restaurants.....	32
FIGURE 20: Gambling Outside Las Vegas	33
FIGURE 21: Where Residents Gamble Outside Las Vegas	34
FIGURE 22: Number Of Dinners Eaten Out Every Month.....	35
FIGURE 23: Proportion Of Dinners Eaten In Hotel/Motel Restaurants	36

TABLE OF FIGURES AND TABLES (Continued/2)

	<u>Page</u>
FIGURE 24: Where Residents Eat When Gambling In A Casino.....	37
FIGURE 25: Type Of Restaurant Usually Patronized.....	38
FIGURE 26: Attendance At Hotel Casino Shows	39
FIGURE 27: Gambling And Show Attendance	40
FIGURE 28: Type Of Hotel Casino Shows Attended.....	41
FIGURE 29: Other Leisure Activities Engaged In At Casino Hotels	42
FIGURE 30: Location Of Hotel-Casino Residents Visit Most Often For Leisure Or Entertainment Other Than Gambling	43
FIGURE 31: Flights From McCarran Airport.....	44
FIGURE 32: Past Year Bus Usage And Satisfaction.....	45
FIGURE 33: Past Year Monorail Usage And Satisfaction	46
FIGURE 34: Percentage Of Residents Who Have Visited Downtown Las Vegas.....	47
FIGURE 35: Number Of Times Visited Downtown Las Vegas During The Past Year	48
FIGURE 36: Percentage Of Residents Who Have Attended ‘First Friday’ Events In The Past 12 Months.....	49
FIGURE 37: Percentage Of Past-Year Downtown Visitors Who Have Visited The Fremont East District In The Past 12 Months	50
FIGURE 38: Percentage Of Residents Who Have Taken A Non-Business Trip To Mesquite During The Past Year.....	51
FIGURE 39: Number Of Times Visited Mesquite During The Past Year.....	52
FIGURE 40: Primary Purpose Of Most Recent Trip To Mesquite	53
FIGURE 41: Number Of Nights Stayed In Mesquite On Most Recent Trip.....	54
FIGURE 42: Percentage Of Residents Who Have Taken A Non-Business Trip To Laughlin During The Past Year.....	55
FIGURE 43: Number Of Times Visited Laughlin During The Past Year	56
FIGURE 44: Primary Purpose Of Most Recent Trip To Laughlin	57
FIGURE 45: Number Of Nights Stayed In Laughlin On Most Recent Trip.....	58
FIGURE 46: Percentage Of Residents Who Have Taken A Non-Business Trip To Jean During The Past Year	59

TABLE OF FIGURES AND TABLES

(Continued/3)

	<u>Page</u>
FIGURE 47: Number Of Times Visited Jean During The Past Year	60
FIGURE 48: Primary Purpose Of Most Recent Trip To Jean	61
FIGURE 49: Number Of Nights Stayed In Jean On Most Recent Trip	62
FIGURE 50: Percentage Of Residents Who Have Taken A Non-Business Trip To Primm During The Past Year	63
FIGURE 51: Number Of Times Visited Primm During The Past Year	64
FIGURE 52: Primary Purpose Of Most Recent Trip To Primm	65
FIGURE 53: Number Of Nights Stayed In Primm On Most Recent Trip	66
FIGURE 54: Percentage Of Residents Who Have Taken A Non-Business Trip To Boulder City During The Past Year	67
FIGURE 55: Number Of Times Visited Boulder City During The Past Year	68
FIGURE 56: Primary Purpose Of Most Recent Trip To Boulder City	69
FIGURE 57: Number Of Nights Stayed In Boulder City On Most Recent Trip ...	70

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 2014 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 2014. The results of the 2014 Clark County Residents Study have been weighted to more accurately reflect the current age group distribution of Clark County adult residents.

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 2014 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 2014 study and highlights results which are significantly different from the 2012 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 leisure, 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 declined from two years ago among leisure activities in which Clark County residents participate, coming in tied for fourth (at 10%, down from 19% in 2012) among all activities mentioned. Gambling was sixth among activities done “most often” (5%, down from 8%), and also came in sixth among “favorite” activities (also 5%, down from 8%).
- Fifty-four percent (54%) of Clark County residents said they gamble at least occasionally.
- Slot machines continue to be the most popular game (43%), followed by video poker (22%, down from 30% in 2012).
- Among residents who gamble, 18% said they gamble most often on the Strip Corridor (up from 13% in 2012), 16% said the Summerlin area, 15% said North Las Vegas, 11% each said Henderson or Green Valley, 7% said the Boulder Strip, 4% Downtown, and 11% elsewhere (down from 16%).

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-three percent (63%) said they did gamble in a Las Vegas area casino.
- We asked residents for the location of the local area casino where they gamble most often. Twenty-six percent (26%) each mentioned a location

in North Las Vegas or a casino on the Boulder Strip or in the Green Valley area, 13% mentioned a location in Summerlin, 12% mentioned a casino on the Strip, 10% mentioned a casino in Henderson, 4% mentioned a casino located Downtown, and 5% mentioned casinos in other locations.

- Thirty percent (30%) of residents who gamble in casinos maintain casino credit, down from 38% in 2012.
- More than four-fifths (83%) of residents who gamble say they are a member of a casino slot club or players' club.

Gaming Outside Casinos

- Twenty-one percent (21%) of Clark County residents who gamble said they gambled at least occasionally in convenience stores, grocery stores, or gas stations.
- Twenty-eight percent (28%, up from 21% in 2012) of residents who gamble said they gambled in local bars or restaurants at least occasionally.
- One in six (17%) of Clark County gamers said they have gambled outside the greater Las Vegas area, down from 23% in 2012.

Restaurants

- Clark County residents average 5.8 dinners eaten out during a typical month. An average of 17.6% of these dinners are eaten in hotel or motel restaurants, down from 23% in 2012.
- Seven in ten (69%) 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 (32%, down from 44% in 2012). Twenty-one percent (21%) said they usually dine at a casual sit-down chain restaurant (such as TGI Friday's, Ruby Tuesday's, Chili's, etc.), while 16% said they usually eat at a coffee shop, with 14% saying the coffee shop is in a hotel, motel, or casino and 2% saying the coffee shop is outside the casino. Fifteen percent (15%) said they usually eat at a gourmet restaurant, 8% said they usually eat at a fast food restaurant, and 6% eat at either a pub (3%), a sushi restaurant (2%, up from less than 1% in 2012), or some other type of dining establishment (1%).

Entertainment

- Fifty-seven percent (57%) of Clark County residents said they have been to a hotel casino show.
- Among those who have been to a hotel casino show, 70% have been to a large-scale Las Vegas style show (up from 60% in 2012), 64% to a headliner show, 53% to a lounge act (up from 33%), 50% each to a small scale revue or a comedy show (up from 42%).and 34% to a Broadway style show (down from 51%).

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. Sixteen percent (16%) said they had flown once, 14% twice, 17% three to five times, and 12% more than five times, and 41% reported zero flights. The average (mean) number of flights was 2.9.
- Thirteen percent (13%) of Clark County residents have used the public bus service to travel around the Las Vegas area during the past year. Nearly nine in ten (88%) 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.
- Seven percent (7%) 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.

Downtown Las Vegas Visitation

- Beginning in 2014 we asked residents if they had *ever* visited Downtown Las Vegas, and 94% said they had. Among all respondents who had ever been to Downtown Las Vegas, the average number of visits to Downtown Las Vegas in the past 12 months was 7.4.
- Past year visitors to Downtown Las Vegas were asked about the activities they had participated in (or seen) while visiting. The most popular activities were the Fremont Street Experience (77%), followed by seeing the street performers (65%), and dining at a restaurant in a casino hotel (52%).

Visitation To Other Clark County Destinations

- Eleven percent (11%) 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, compared to 13% in 2012. Among these respondents, the average number of visits to Mesquite in the past year was 3.5, compared to 4.5 visits in 2012.
- Nine percent (9%) 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, compared to 10% in 2012. Among these respondents, the average number of visits to Laughlin in the past year was 2.0, compared to 2.6 visits in 2012.
- Three percent (3%) 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, compared to 2% in 2012. Among these respondents, the average number of visits to Jean in the past year was 1.6, down from 3.5 in 2012.
- Nine percent (9%) 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, compared to 8% in 2012. Among these respondents, the average number of visits to Primm in the past year was 5.4, compared to 3.8 in 2012.
- Eighteen percent (18%) 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, compared to 19% in 2012. Among these respondents, the average number of visits to Boulder City in the past year was 5.5, compared to 5.2 in 2012.

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 declined from two years ago in all measures, coming in tied for fourth (at 10%, down from 19% in 2012) among all activities mentioned. Gambling was sixth among activities done the most often (5%, down from 8%), and also came in sixth among favorite activities (also 5%, down from 8%).

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

- Respondents aged 60 and older (20%) compared to respondents under 60 years old (6%).
- Those who are retired (18%) compared to those who are employed (6%).
- Respondents with no children living at home (14%) compared to those with children at home (3%).

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**
Hiking	21%	11%	10%
Movies	19	8	8
Eating out	16	10	8
Gambling	10	5	5
Working out	10	7	6
Community activities	10	7	7
Shows	9	3	4
Swimming	8	3	4
Sightseeing	7	2	3
Golf	7	4	4
Bowling	7	2	2
Shopping	6	3	2
Camping	6	2	3
Boating	5	2	2
Sporting events	5	2	2
Visiting friends or relatives	4	2	3
Cycling	4	3	2
Fishing	4	1	2
Picnics	4	2	2
Basketball	3	1	1
Baseball	2	1	1
Nightclubbing	2	0	1
Tennis	2	1	1
Snow skiing	2	0	1
Football	2	1	0
Bingo	1	0	0
Hunting	1	1	1
Horseback riding	1	0	0
Other	8	4	5
Not sure/no answer	9	12	12

* Residents volunteered up to five activities.

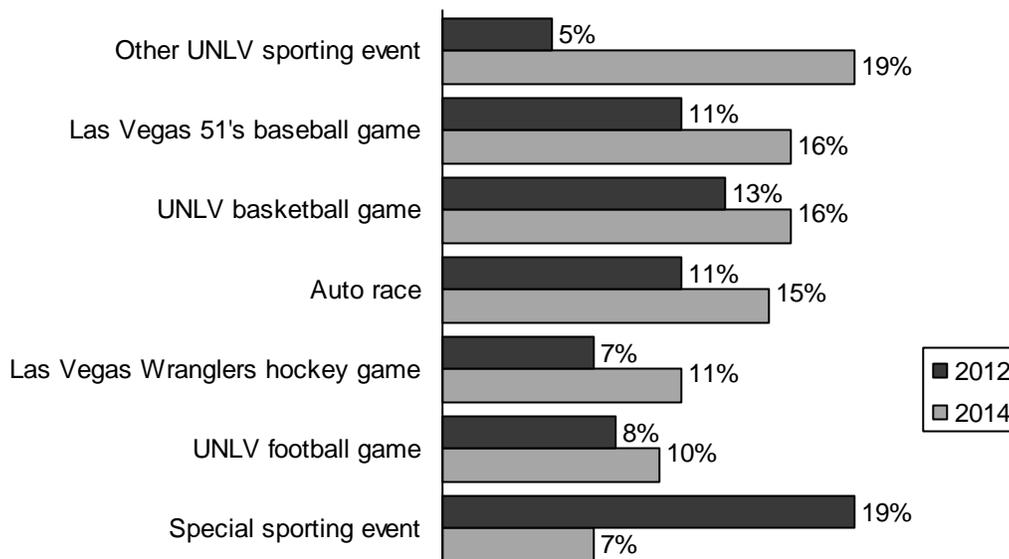
** Only one response was allowed; percentages may not add to 100% because of rounding.

SPORTING EVENTS ATTENDED

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

- A UNLV sporting event excluding football and basketball games (19%, up from 5% in 2012).
- A Las Vegas 51's baseball game (16%, up from 11% in 2012).
- A University of Nevada Las Vegas basketball game (16%).
- An auto race at the Las Vegas Motor Speedway (15%, up from 11% in 2012).
- A Las Vegas Wranglers hockey game (11%, up from 7% in 2012).
- A University of Nevada Las Vegas football game (10%, up from 8% in 2012).
- 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 (7%, down from 19% in 2012).
-

FIGURE 1
Sporting Events Attended In Past 12 Months



Men were significantly more likely than women to say they attended sporting events, including a UNLV basketball games (19% vs. 13%), a Las Vegas 51's baseball games (20% vs. 13%), or an auto race at the Las Vegas Motor Speedway (19% vs. 13%).

Residents earning \$100,000 or more were significantly more likely to attend a UNLV sporting events besides football and basketball (33% vs. 17% among those earning less than \$100,000), a UNLV basketball game (28% vs. 11%), a Las Vegas 51s baseball game (26% vs. 12%), or a Las Vegas Wranglers hockey game (21% vs. 6%).

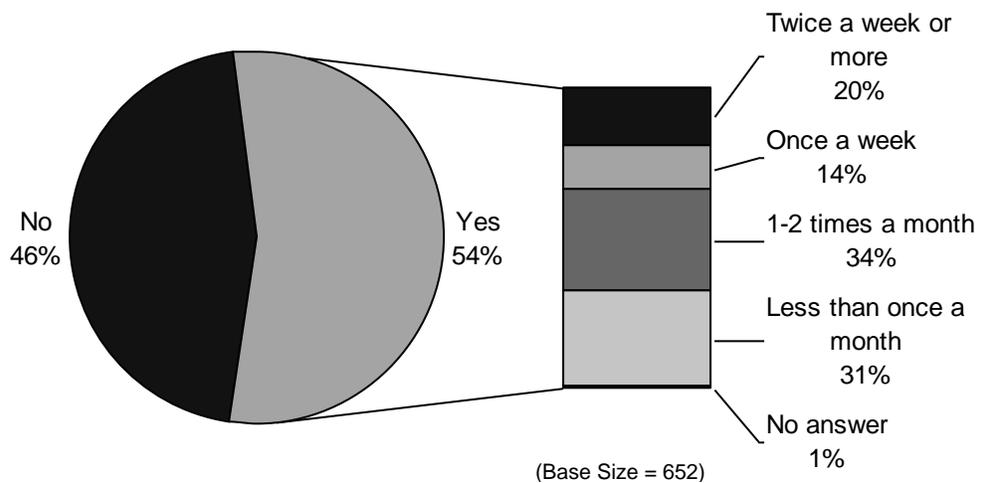
Residents under 30 years of age (34%) were the most likely to say they attended auto races at the Las Vegas Motor Speedway.

GAMBLING

Gambling In General

Fifty-four percent (54%) of Clark County residents said they gamble at least occasionally, while 46% 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 percent (20%) said they do so twice a week or more (down from 26% in 2012), 14% gamble once a week, 34% gamble once or twice a month, and 31% gamble less than once a month (up from 24%).

Respondents 60 and older were significantly more likely to gamble than those under 60 years old (63% vs. 51%), as were those who are retired (62% vs. 51%), those who have lived in or moved to Las Vegas since 1971 compared to those who were already living in Las Vegas before 1971 (56% vs. 38%), and those who do not have children living at home compared to those who do (58% vs. 48%).

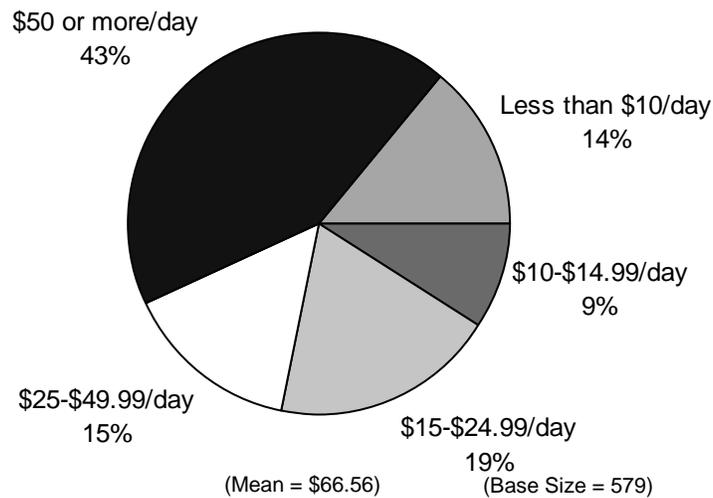
TABLE 2
Reasons Residents Do Not Gamble*
(Among Those Who Do Not Gamble)

	TOTAL
Can't afford it/no money	42%
Never win/unfavorable odds	21
Don't like it/not interested	19
Religious reasons	10
Don't like casino atmosphere	4
Too addictive	3
BASE	(548)

* 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). Forty-two percent (42%, down from 51% in 2012) of these respondents mentioned financial reasons, 21% said the odds of winning were unfavorable, 19% said they don't like gaming or are just not interested in it, 10% cited religious or moral considerations, 4% said they do not like the casino atmosphere, and 3% said gaming was too addictive.

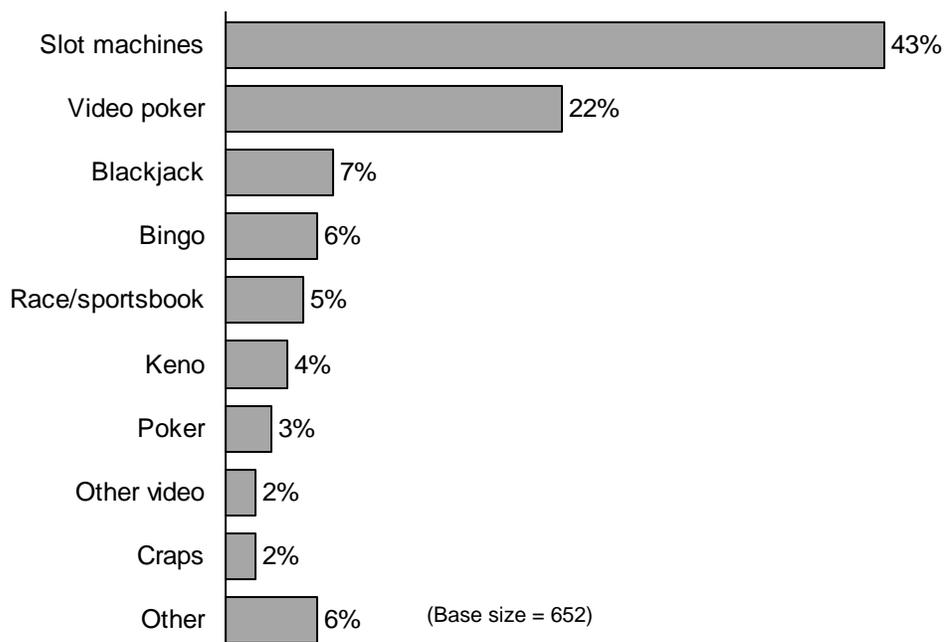
FIGURE 3
Average Gambling Budget
(Among Those Who Gamble And
Volunteered Budget Information)



We asked residents for an estimate of the average amount they budgeted for gambling per day over the course of a year (Figure 3). Among those who responded to the question, 14% said they budgeted less than \$10 per day for gambling, 9% said \$10 to less than \$15 per day, 19% said \$15 to less than \$25 per day, 15% said \$25 to less than \$50 per day, and 43% said \$50 or more per day. The average gaming budget was \$66.56 per day.

Average gambling budgets increased with household income, with those earning \$100,000 or more more likely than those earning less than \$100,000 to say they budgeted \$50 or more a day for gambling (63% vs. 36%).

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

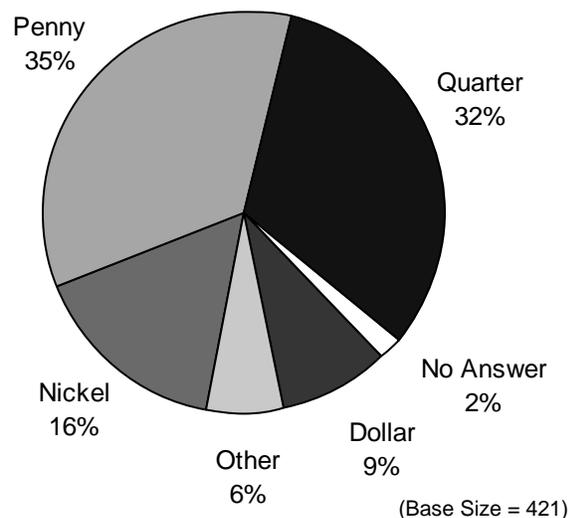


Residents who gamble at least occasionally were asked what game they played most often (Figure 4). Slot machines continue to be the most popular game (43%), followed by video poker (22%, down from 30% in 2012). Other games followed more distantly, including blackjack (7%), bingo (6%), race/sportsbook (5%), keno (4%), poker (3%, down from 6%), and other video machines and craps (2% each).

There were several subgroup differences of note:

- Men were more likely than women to say they bet at a race/sportsbook (9% vs. less than 1%), while women were more likely than men to say they played slot machines (49% vs. 35%) and bingo (9% vs. 3%).
- Residents who budgeted over \$50 a day on gambling were more likely than those who budgeted less to play blackjack the most often (13% vs. 3%).
- Residents who moved to Las Vegas since 2001 were more likely than longer tenured residents to say they played slot machines most often (54% vs. 35%).

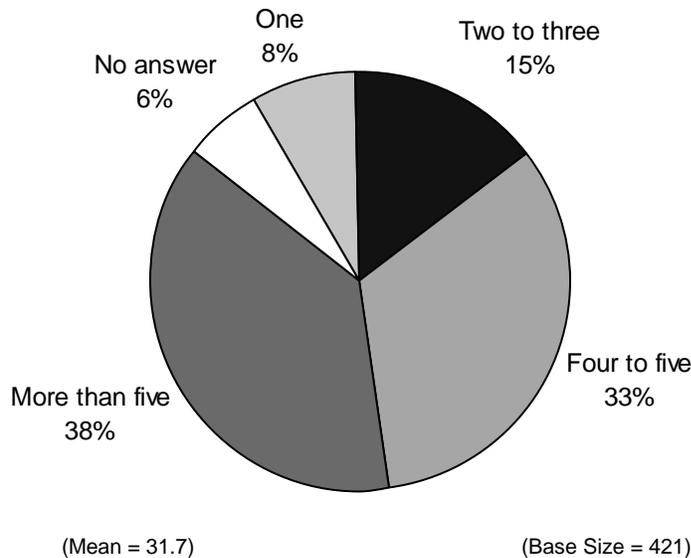
FIGURE 5
Machine Denomination Played Most Often
(Among Those Who Play Slot And
Video Poker Machines Most Often)



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 penny machines, with 35% saying they play that denomination the most often. Thirty-two percent (32%) play the quarter machines most often, while 16% play the nickel machines most often, 9% play the dollar machines most often, and 6% preferred other denominations.

Women were significantly more likely than men to say they play the penny machines most often (44% vs. 23%). College graduates were more likely than those with less education to say they play the dollar machines most often (16% vs. 5%), as were employed residents vs. unemployed or retired residents (14% vs. 4%).

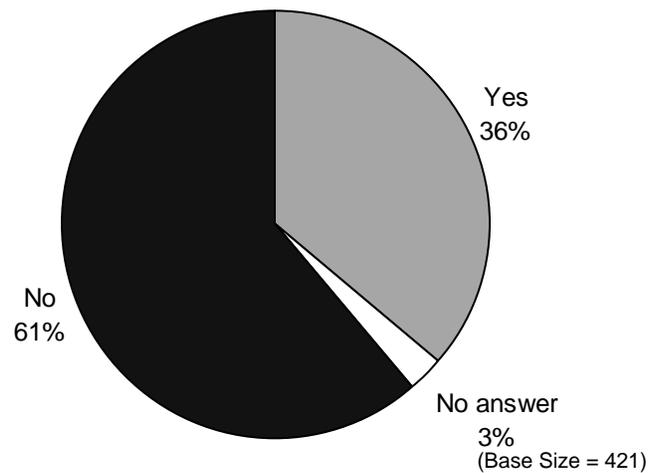
FIGURE 6
Number Of Coins Or Credits Bet Per Play
(Among Those Who Play Slot And
Video Poker Machines Most Often)



Thirty-eight percent (38%) of machine players said they typically bet more than five credits per play (up from 30% in 2012), while 33% said they bet four or five, 15% bet two or three, and 8% bet just one (Figure 6). The average number of coins or credits bet per play was 31.7, up significantly from 19.3 in 2012.

Residents aged 30 to 39 (mean of 72.0 coins or credits per play), those who gambled most frequently on the Strip (mean of 66.6), those earning \$100,000 or more (mean of 66.1), and women (mean of 44.9) bet significantly more coins or credits per play than others.

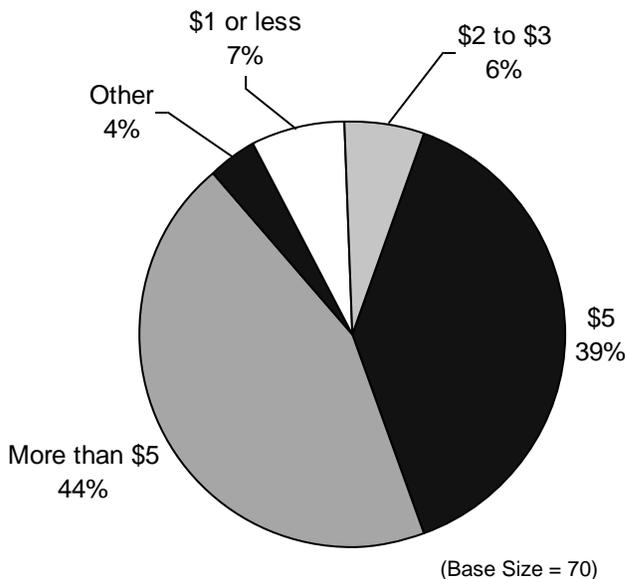
FIGURE 7
Play Progressive Machines
(Among Those Who Play Slot And
Video Poker Machines Most Often)



We asked residents who play video or slot machines most often if they usually play the “progressive” machines, and 36% said they did (Figure 7).

“Progressive” machine play is significantly greater among those who earn \$50,000 or more per year than on those who earn less (43% vs. 27%).

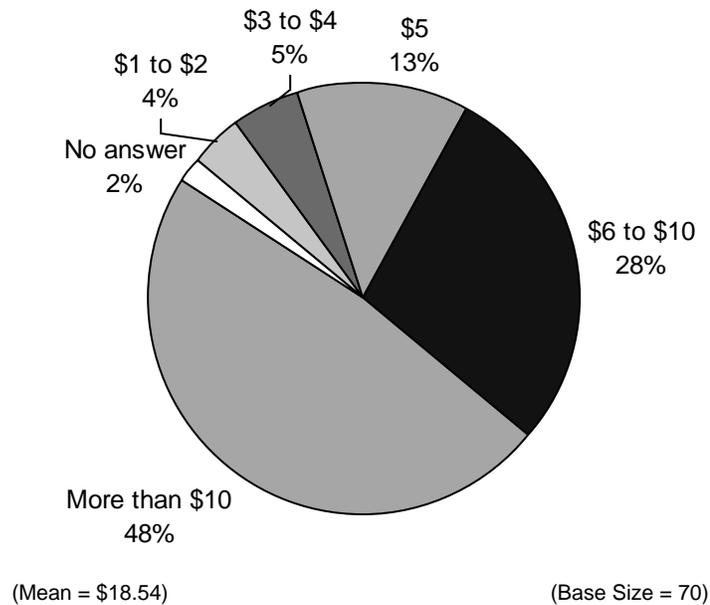
FIGURE 8
Table Minimum Played Most Often
(Among Those Who Play Table Games Most Often)



We asked residents who play table games* most often to tell us what table minimum they most often played (Figure 8). Forty-four percent (44%) of table game players said they played a minimum of more than \$5.00, while 39% said \$5.00, 6% said \$2.00 or \$3.00, and 7% said \$1.00 or less.

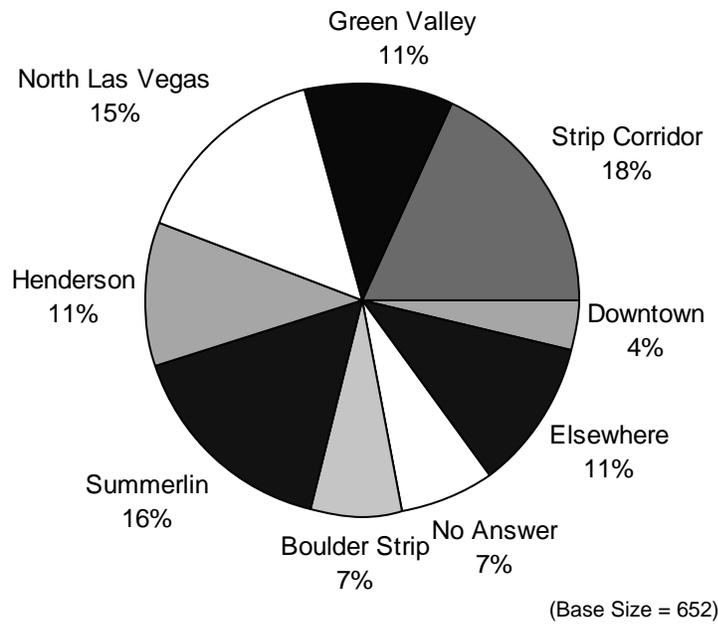
* Table games are defined as blackjack, craps, roulette, baccarat, and Big Six.

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-eight percent (28%) said it was \$6 to \$10, while 48% said more than \$10, 13% said \$5, and 9% said \$4 or less. The *average* (mean) bet was \$18.54.

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



All residents who gamble were asked where they gambled most often (Figure 10). Eighteen percent (18%) said the Strip Corridor (up from 13% in 2012), 16% said the Summerlin area, 15% said North Las Vegas, 11% each said Henderson or Green Valley, 7% said the Boulder Strip, 4% Downtown, and 11% elsewhere (down from 16%).

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

	2012	2014
<u>Crowds/traffic</u>	<u>43%</u>	<u>38%</u>
Too crowded/too many tourists	35	30
Too much traffic/no parking	8	8
Elsewhere closer/more convenient	22	23
Odds of winning stiffer/gambling worse	8	9
Prefer smaller/local gaming venues	4	4
Don't gamble much	3	4
Work on the Strip/don't want to go there	4	4
Just don't like it	3	4
Other	10	10
Not sure/no answer	3	5
BASE	(610)	(536)

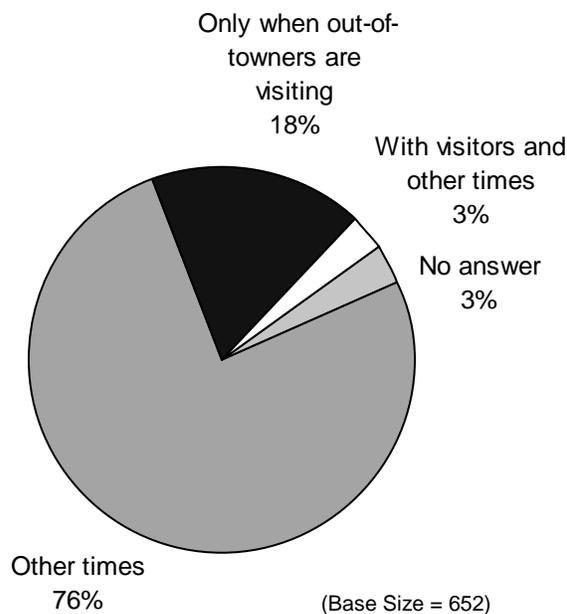
Residents who did not say they gambled most often on the Strip Corridor were asked why (Table 3). Among those who do not gamble most often on the Strip Corridor, almost four in ten (38%) said it was because of crowds, tourists, traffic, or difficulty finding parking, while more than two in ten (23%) said other places were closer or more convenient for them, 9% said the odds of winning are stiffer or the gambling is worse on the Strip, 4% each said they prefer smaller or local gaming venues, they just don't like the Strip, they work on the Strip so they don't want to go there to gamble, or that they don't gamble much.

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

	2012	2014
Elsewhere closer/more convenient	33%	31%
<u>Crowds/traffic/tourists</u>	<u>18</u>	<u>19</u>
Too crowded/too many tourists	11	13
Too much traffic/no parking	7	6
<u>Prefer another area</u>	<u>5</u>	<u>6</u>
Odds of winning stiffer/gambling worse	3	3
Prefer bigger/flashier gaming venues	2	3
Don't gamble much	6	6
Just don't like it	8	6
Not safe/high crime area/bad environment	6	4
Other	16	15
Not sure/no answer	7	13
BASE	(673)	(626)

Residents who did not say they gambled most often Downtown were asked why (Table 4). Among those who do not gamble most often Downtown, 31% said that other places were closer or more convenient for them, 19% cited crowds, tourists, too much traffic, or difficulty finding parking, 6% each said they prefer another area, they just don't like the Downtown area or that they don't gamble much, and 4% said they felt Downtown was a bad environment or cited safety concerns.

FIGURE 11
When Residents Gamble
(Among Those Who Gamble)



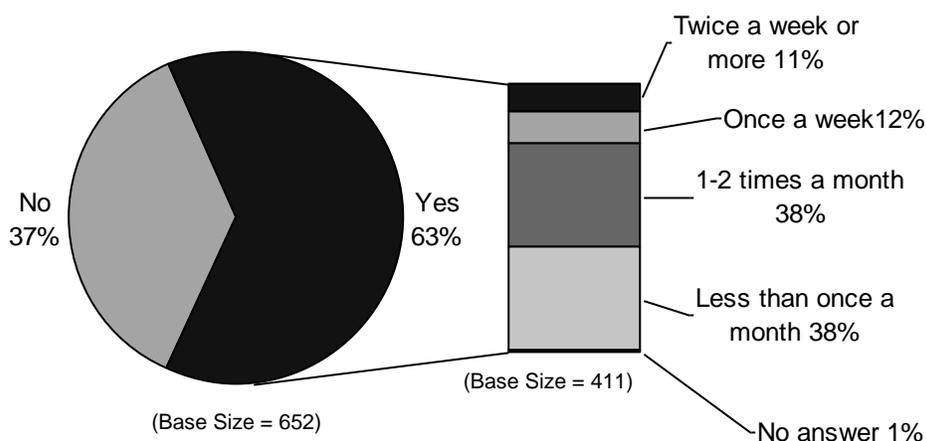
We asked residents who gamble if they gambled only when they had out-of-town visitors or if they gambled at other times (Figure 11). Eighteen percent (18%) said they gambled *only* when they had out-of-town visitors, up from 13% in 2012. However, 76% of residents who gamble said they gambled at other times, and an additional 3% gamble both when they have out-of-town guests *and* at other times.

Respondents who had children living at home (28%) were more likely than those without children living at home (13%) to say they gambled only when they had out of town visitors, as were employed respondents (21%) compared to retired respondents (13%).

Casino Gambling

We asked residents who gamble if they ever gamble in casinos in the greater Las Vegas area* (Figure 12). Sixty-three percent (63%) said they did gamble in a Las Vegas area casino (versus some other location such as a bar or retail store).

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



Residents under 30 years old were significantly less likely to go to a Las Vegas area casino to gamble than older respondents (33% vs. 66%).

Residents who gamble in Las Vegas area casinos were asked how often they do so. Eleven percent (11%) said twice a week or more (down from 22% in 2012), 12% said once a week, 38% said once or twice a month, 38% said less than once a month (up from 27%), and 1% gave no answer.

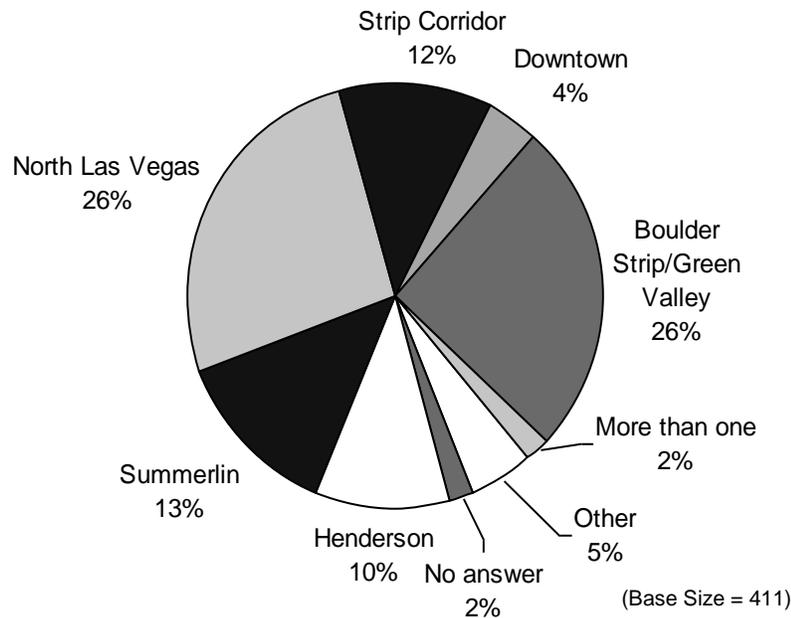
* Respondents were told that the greater Las Vegas area includes the City of Las Vegas, its immediate suburbs, North Las Vegas, Boulder Highway, and Henderson but does not include outlying areas such as Jean, Mesquite, Searchlight, Laughlin, or Primm.

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

- Retired residents (22%) vs. the employed (6%).
- Residents 60 or older (23%) vs. those less than 60 years old (5%).
- Residents with no children living at home (16%) vs. those with children (1%).

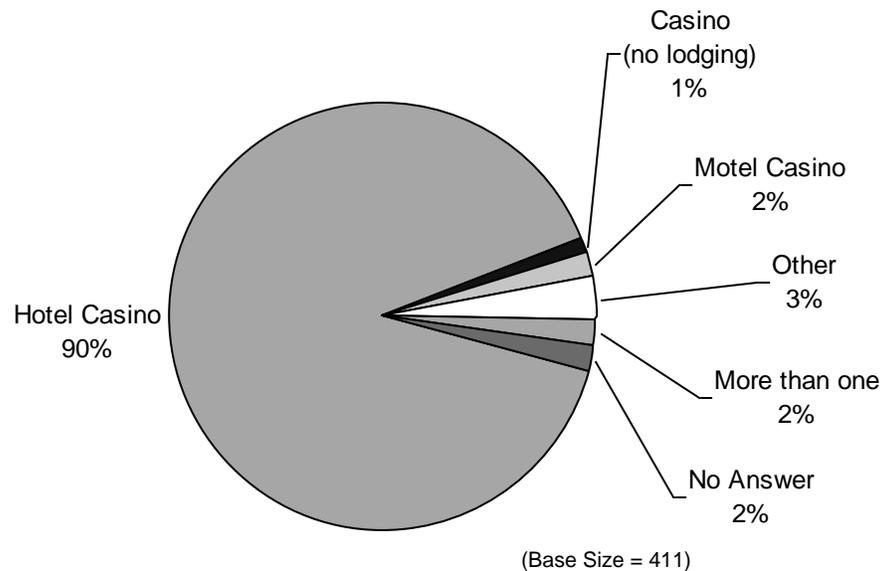
If we compare Figure 2 (the frequency of gambling in any location) to Figure 12 (the frequency of gambling in Las Vegas area casinos), we see that a significantly higher proportion of residents said they gamble once a week or more at all locations (34%) than said they gamble once a week or more at a casino in the greater Las Vegas area (23%).

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



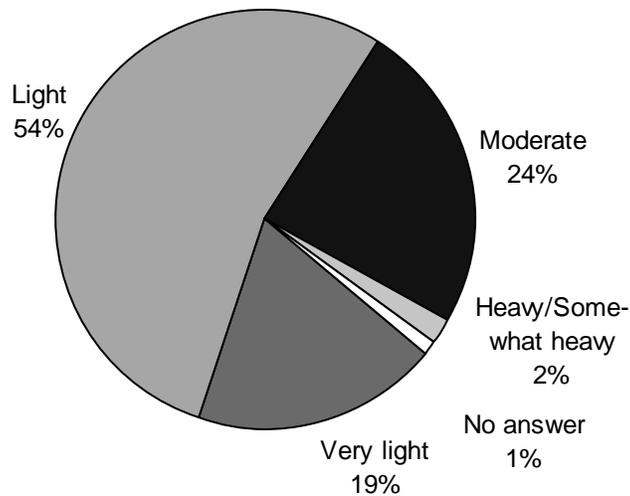
We asked residents the location of the Las Vegas area casino where they gamble most often (Figure 13). Twenty-six percent (26%) each mentioned a location in North Las Vegas or a casino on the Boulder Strip or in the Green Valley area, 13% mentioned a location in Summerlin, 12% mentioned a casino on the Strip, 10% mentioned a casino in Henderson, 4% mentioned a casino located Downtown, and 5% mentioned casinos in other locations. Two percent (2%) said they couldn't name just a single casino they gamble at most often, while another 2% 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 — 90% — said a hotel casino. Two percent (2%) said they most often gambled at a motel (up from less than 1% in 2012), 1% said they gambled most often at freestanding casinos that were not part of a hotel or motel (down from 6% in 2012), 3% named other types of casinos, 2% declined to name a single casino type, and 2% gave no answer.

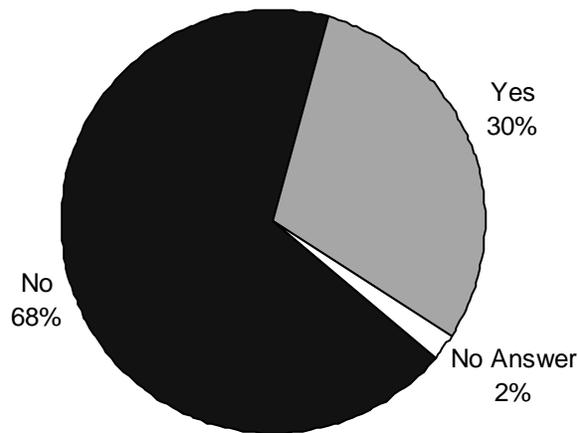
FIGURE 15
Self-Description Of Betting Habits
(Among Those Who Gamble In Las Vegas Area Casinos)



(Base Size = 411)

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). Nearly three-quarters (73%) of respondents consider themselves to be either light (54%) or very light (19%) bettors. Twenty-four percent (24%) of casino gamers consider themselves to be moderate bettors, and 2% said they are heavy or somewhat heavy bettors.

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

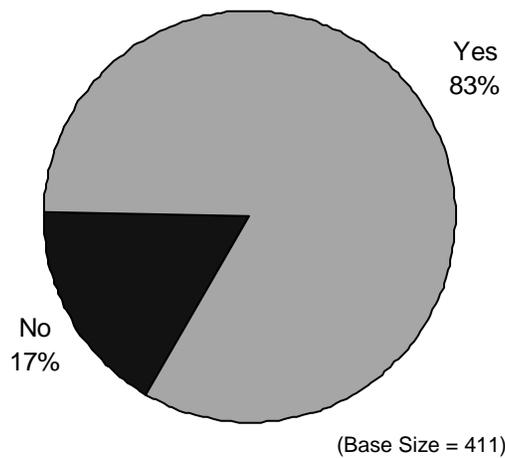


(Base Size = 411)

We asked residents who gamble in Las Vegas area casinos if they maintain casino credit and 30% said they did, down from 38% in 2012 (Figure 16).

Residents without a college degree (39%) were significantly more likely than college graduates (18%) to say they maintain casino credit, as were those earning less than \$100,000 a year (38% vs. 11% 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)



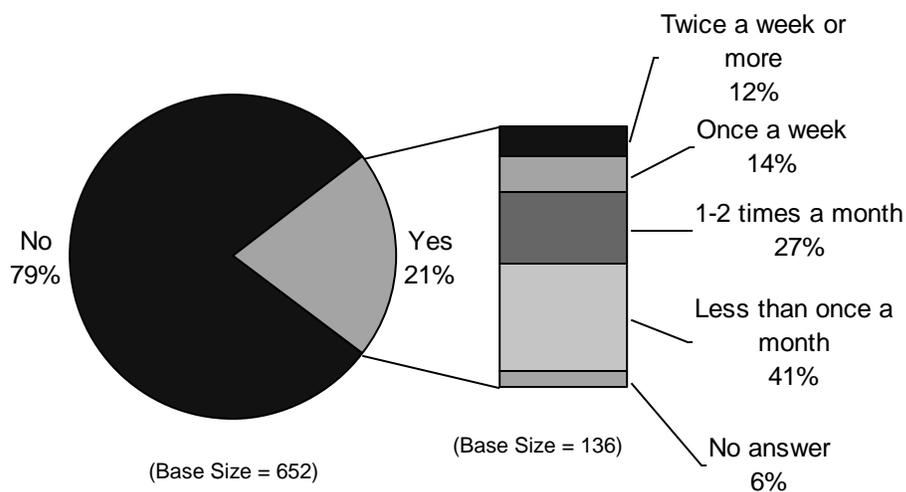
We asked residents if they were a member of a casino slot club or players' club and more than four-fifths (83%) said they were (Figure 17).

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-one percent (21%) said they have gambled in these locations. Among those who do, 26% said they did so once a week or more, 27% said once or twice a month, 41% said less than once a month, and 6% gave no answer.

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

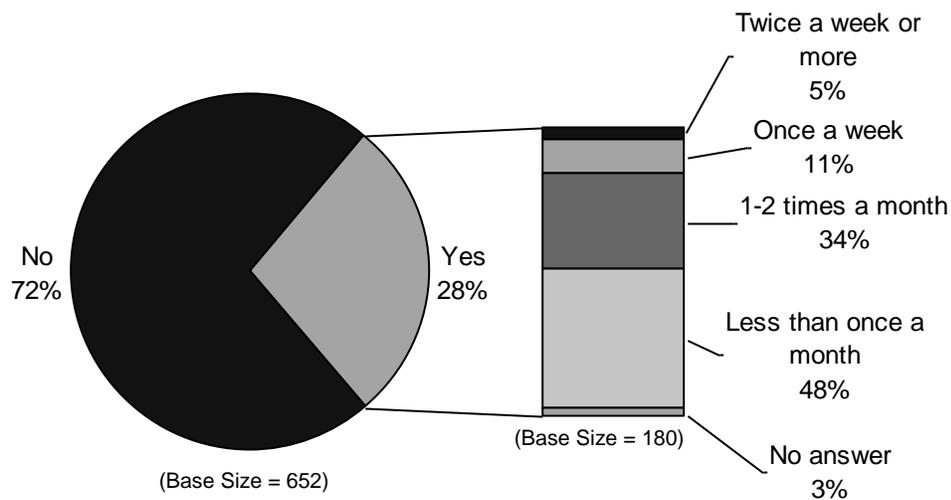


Residents earning less than \$50,000 were significantly more likely than those earning \$50,000 or more to say they gamble in these venues (33% vs. 12%), as were those with a high school education or less (40% vs. 13% among those with at least some college), and single respondents (38% vs. 15% of married/other respondents).

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 more than one in four (28%, up from 21% in 2012) said they did. Among those who do, 16% said they did so once a week or more, 34% said once or twice a month, 48% said less than once a month, and 3% gave no answer.

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

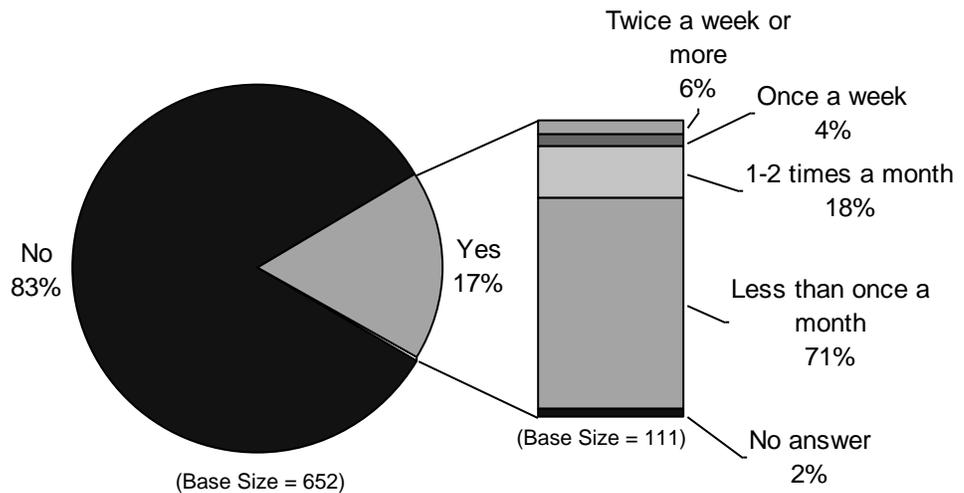


Men are more likely than women (34% vs. 22%) to say they gamble in these venues, as are those who are employed compared to those who are retired (32% vs. 18%) and single compared to non-single residents (40% vs. 24%).

Outside The Greater Las Vegas Area

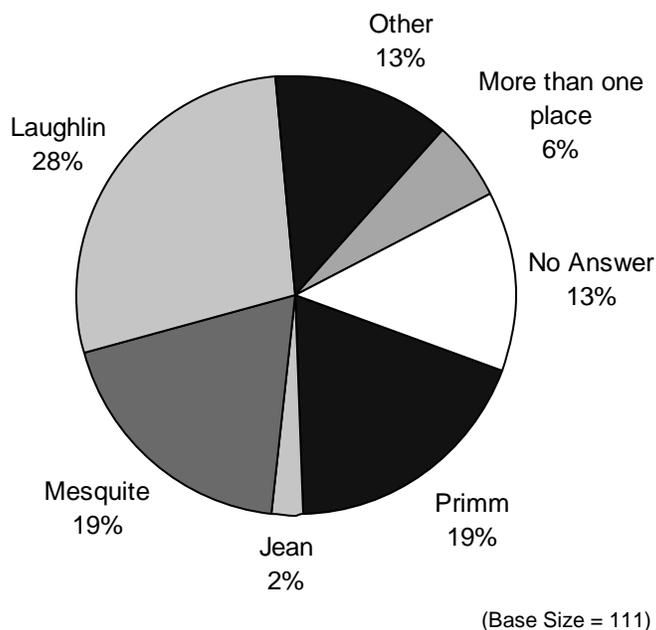
We asked residents who gamble if they ever gambled in Clark County — but *outside* the greater Las Vegas area (Figure 20) — and 17% said they did, down from 23% in 2012. Of those who gamble outside of the greater Las Vegas area, 71% said they do so less than once a month, 18% said once or twice a month, and 10% said once a week or more. 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)



Residents 60 years old or older were more likely than younger residents to say they gambled outside the greater Las Vegas area (25% vs. 14%), as were retired respondents (25% vs. 13% of non-retired respondents).

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

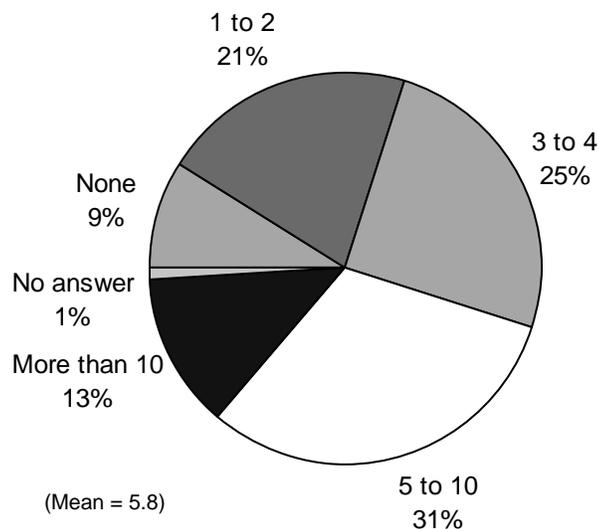


Residents who gamble outside the Las Vegas area were asked in which town or community they gamble the most often (Figure 21). Twenty-eight percent (28%) said they gamble most often in Laughlin, while 19% each said Mesquite or Primm, and 2% said Jean. Six percent (6%) said they gamble at more than one place “most often,” and another 13% gave no answer.

RESTAURANTS

We asked residents how many dinners they ate out on average every month (Figure 22). Twenty-one percent (21%) said they dine out once or twice per month, 25% said they do so three to four times a month, 31% said five to ten times a month, and 13% said more than ten times. Nine percent (9%) said they did not dine out at all, and 1% gave no answer. Overall, residents dined out an average of 5.8 times per month.

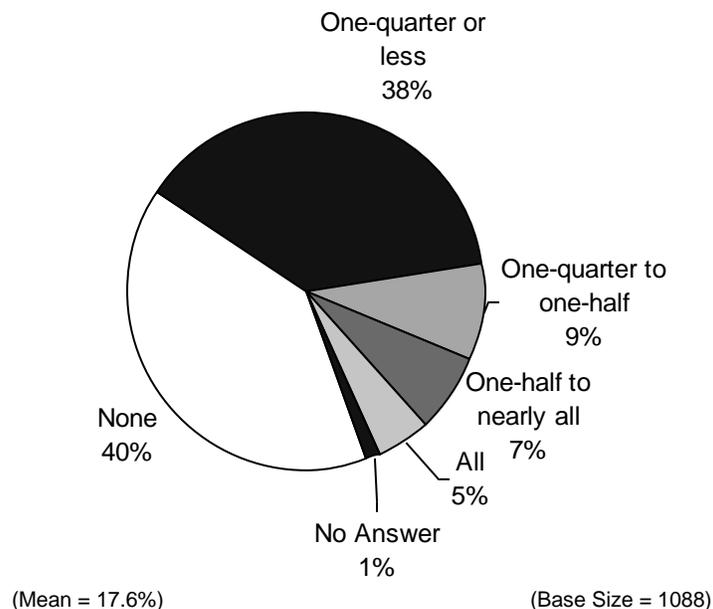
FIGURE 22
Number Of Dinners Eaten Out Every Month



The number of dinners eaten out increases significantly with household income, from an average of 5.0 dinners a month among those earning less than \$50,000 to 7.9 dinners a month among those earning \$100,000 or more.

Residents who gamble also eat out more often (average of 6.4 dinners per month) than those who do not gamble (5.2) – as do those who do not have children living at home compared to those who do (6.4 vs. 4.8 times a month).

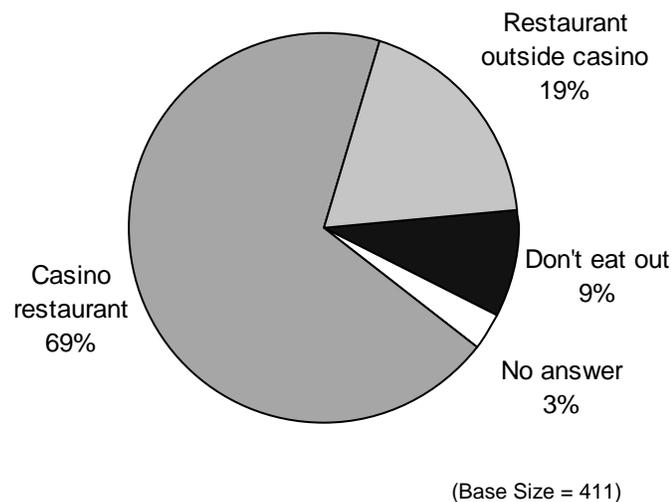
FIGURE 23
Proportion Of Dinners Eaten In Hotel/Motel Restaurants
(Among Those Who Dine Out)



Respondents who dine out were asked what percentage of these dinners were eaten in hotel or motel restaurants (Figure 23). Forty percent (40%) said none of them were, and 47% said the proportion was one-half or less. Twelve percent (12%) 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 17.6%, down from 23.0% in 2012.

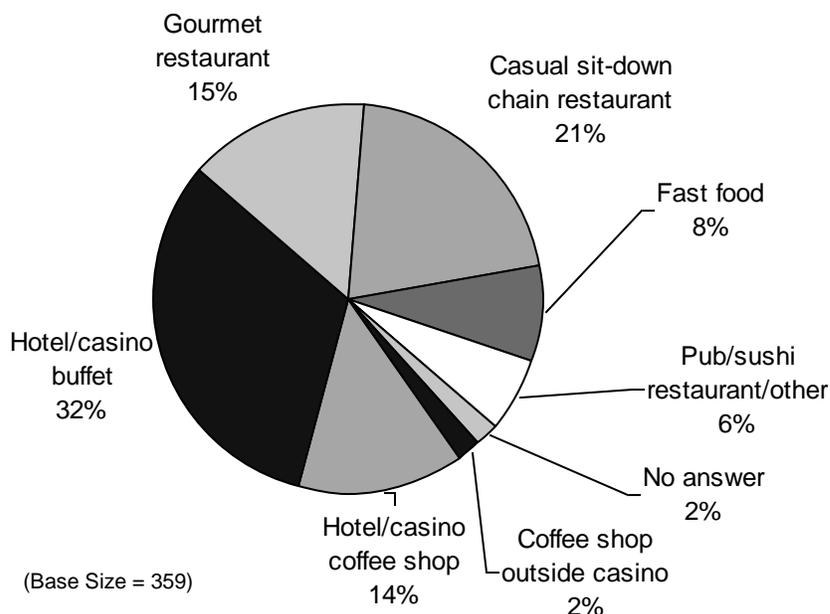
Residents who are more than 60 years old (average of 23.4%), those who gamble (23.3%), and retired residents (22.5%) posted the highest rates of eating in hotel or motel restaurants.

FIGURE 24
Where Residents Eat When
Gambling In A Casino
(Among Those Who Gamble In Las Vegas Area Casinos)



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 24). More than two-thirds (69%) of these respondents said they usually eat at a casino restaurant, 19% eat at a restaurant outside the casino, and 9% volunteered that they do not eat when they gamble at a casino.

FIGURE 25
Type Of Restaurant Usually
Patronized When Gambling In A Casino
 (Among Those Who Eat Out When They
 Gamble At Las Vegas Area Casinos)

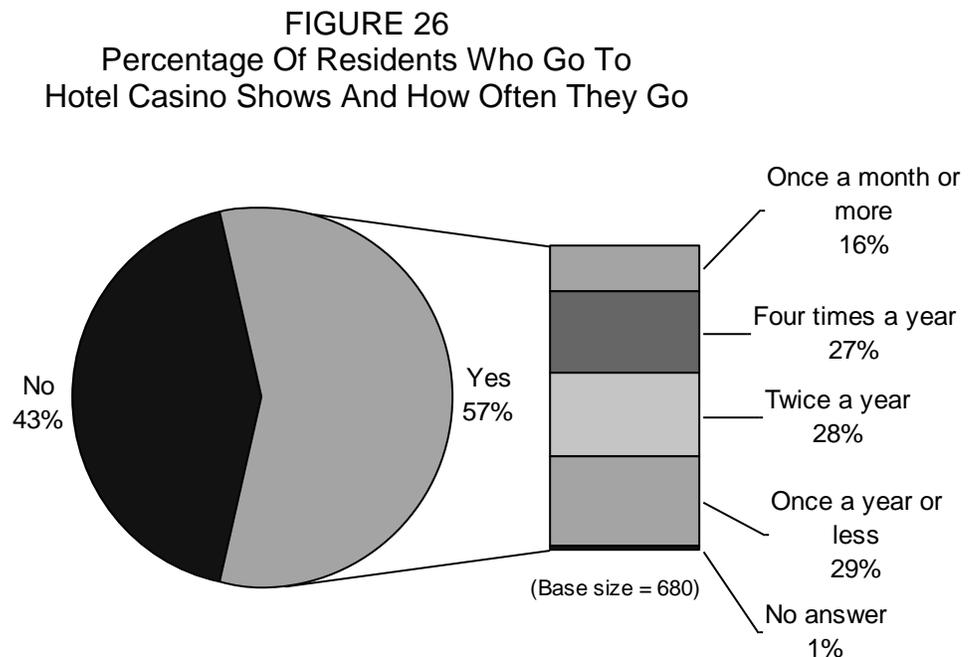


Nearly one-third (32%, down from 44% in 2012) of residents who eat out when they go to a casino to gamble usually eat at a buffet in a hotel, motel, or casino (Figure 25). Twenty-one percent (21%) said they usually dine at a casual sit-down chain restaurant (such as TGI Friday's, Ruby Tuesday's, Chili's, etc.), while 16% said they usually eat at a coffee shop, with 14% saying the coffee shop is in a hotel, motel, or casino and 2% saying the coffee shop is outside the casino. Fifteen percent (15%) said they usually eat at a gourmet restaurant, 8% said they usually eat at a fast food restaurant, and 6% eat at either a pub (3%), a sushi restaurant (2%, up from less than 1% in 2012), or some other type of dining establishment (1%).

Residents who earn \$50,000 or more a year (20%) are significantly more likely than those who earn less than \$50,000 (2%) 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 (51% vs. 24%). Retired respondents were more likely than others, to eat at a coffee shop in a hotel, motel, or casino (25% vs. 7%).

ENTERTAINMENT

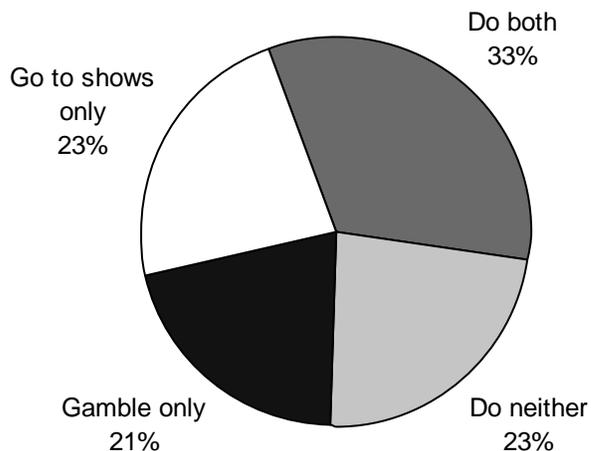
Fifty-seven percent (57%) of residents said they have been to a hotel casino show (Figure 26). Sixteen percent (16%) of those who attend shows said they go once a month or more, while 27% said they go four times a year, 28% said they go twice a year, 29% said they go once a year or less, and 1% gave no answer.



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

- Females (63%) were significantly more likely than males (50%) to say they have been to a hotel casino show.
- Residents who gamble (62%) were significantly more likely than those who do not (51%) to say they have been to a hotel casino show.
- The likelihood of having ever attended a hotel casino show increases with income, from 43% of those who earn less than \$50,000 to 79% among those who earn \$100,000 or more.
- Attendance at hotel casino hotel shows also tends to increase with education, from 42% of those with a high school education or less to 70% of college graduates.

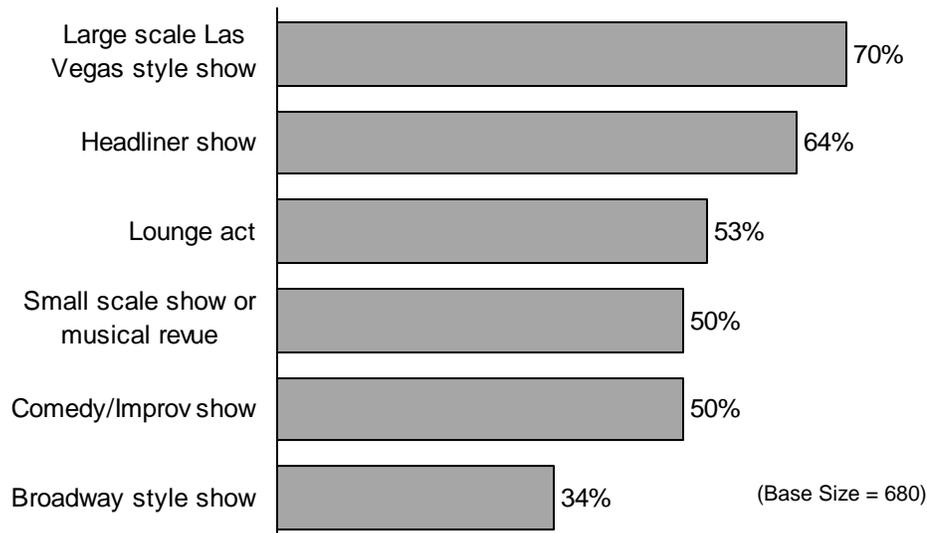
FIGURE 27
Relationship Between Gambling
And Hotel Casino Show Attendance



With regard to the relationship between gambling and hotel casino show attendance among all residents, 33% of Clark County residents both gamble and go to hotel casino shows, 23% go to hotel casino shows but do not gamble, 21% gamble but do not go to hotel casino shows, and 23% neither gamble nor go to hotel casino shows (Figure 27).

College graduates were significantly more likely than those without a college degree to say they both gambled and went to hotel casino shows (43% vs. 27%).

FIGURE 28
Type Of Hotel Casino Shows Attended
(Among Those Who Have Been To Hotel Casino Shows)

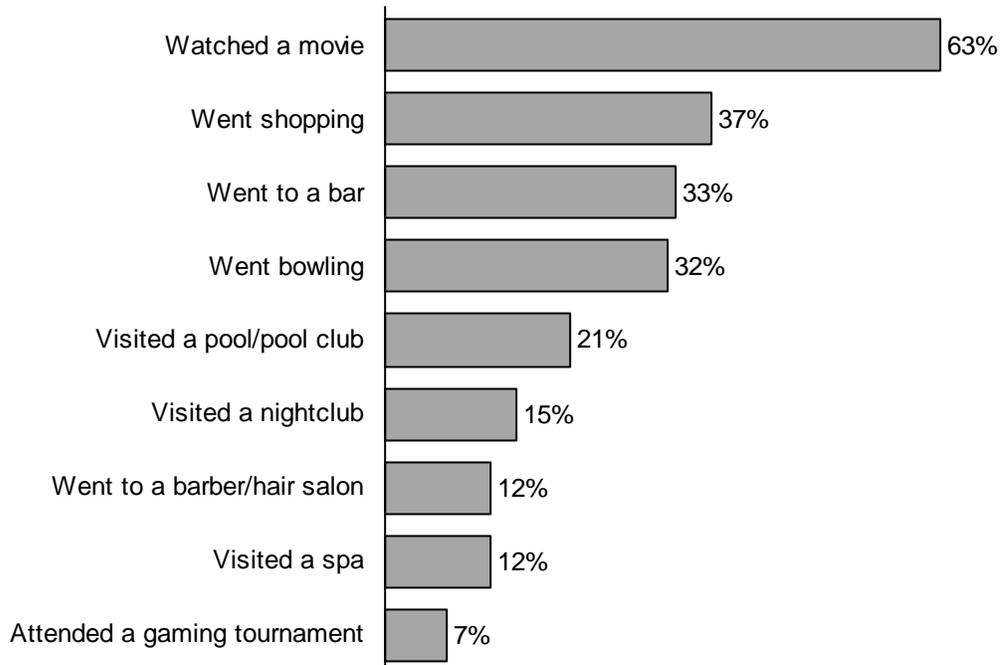


Among those who have been to a hotel casino show, 70% have been to a to a large-scale Las Vegas style show (up from 60% in 2012), 64% to a headliner show, 53% to a lounge act (up from 33%), 50% each to a small scale revue or a comedy show (up from 42%).and 34% to a Broadway style show (down from 51%) (Figure 28).

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

- Residents earning \$50,000 or more are significantly more likely than those earning less than \$50,000 to see a large scale production show (79% vs. 58%).
- Residents aged 30 to 49 are more likely than those older or younger to have seen a large scale production show (84% vs. 58%).

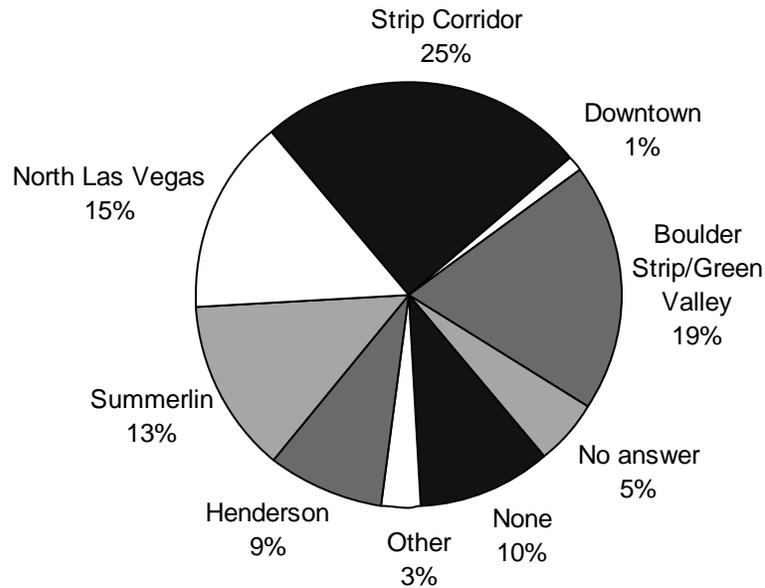
FIGURE 29
Other Leisure Activities Engaged In At Casino Hotels



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 29). Sixty-three percent (63%) said they watched a movie at a casino-hotel, while 37% said they went shopping, 33% said they had gone to a bar (up from 26% in 2012), 32% went bowling (up from 23%), 21% visited a pool or pool club, and 15% visited a nightclub. Twelve percent (12%) each said they went to a barber or hair salon, or visited a spa, while 7% said they attended a gaming tournament (down from 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 (43% vs. 22%) or to go bowling (56% vs. 15%). Residents from 30 to 39 years old (23%) were the most likely to go to a spa. Residents who earned \$100,000 or more were more likely than those who earned less than \$100,000 to say they went shopping (54% vs. 34%) or went to a spa (19% vs. 9%). Residents who gamble were more likely than those who do not to say they watched a movie (68% vs. 56%), went to a bar (43% vs. 21%), visited a pool or pool club (28% vs. 13%), visited a nightclub (18% vs. 11%), attended a gaming tournament (11% vs. 2%), or visited a spa (14% vs. 9%).

FIGURE 30
Location Of Hotel-Casino Residents Visit Most Often
For Leisure Or Entertainment Other Than Gambling



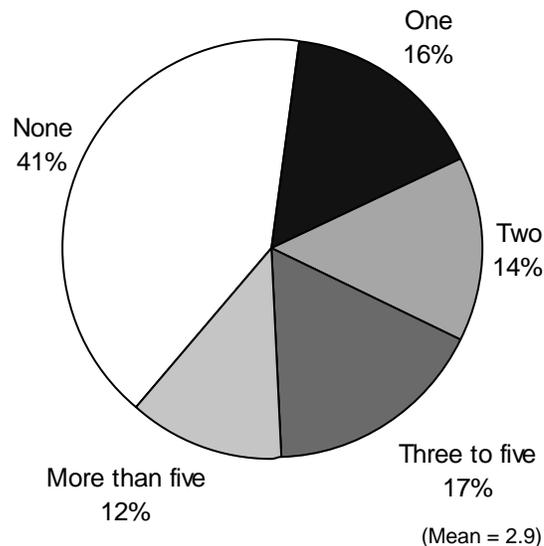
We asked residents the location of the casino they go to most often for leisure or entertainment other than gambling (Figure 30). Twenty-five percent (25%) mentioned a location on the Strip Corridor (up from 20% in 2012), while 19% mentioned a location on the Boulder Strip or in the Green Valley area, 15% said North Las Vegas, 13% Summerlin, 9% Henderson, 1% Downtown, and 3% either mentioned other locations (2%) or said they could not choose just one location (1%). Ten percent (10%) said they do not go to any casinos for non-gaming leisure or entertainment, down from 15% in 2012.

Residents who were under 30 (41%) 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

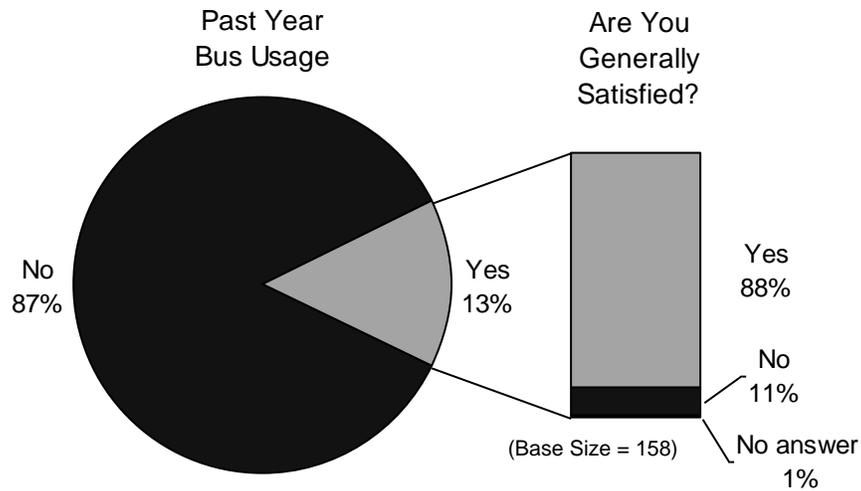
We asked Clark County residents how many flights they have made out of McCarran International Airport during the past 12 months (Figure 31). Forty-one percent (41%) said they had not flown from McCarran during the past year, while 16% said they had flown once, 14% twice, 17% three to five times, and 12% more than five times. The average (mean) number of flights was 2.9.

FIGURE 31
Number Of Flights From McCarran Airport
During Past 12 Months



The average number of flights increases with income, from 1.5 among those earning less than \$50,000 to 6.3 among those earning \$100,000 or more. The average number of flights is also higher among college graduates (4.0) and those with only some college (2.8) than among those with a high school education or less (1.4), and also among those who are employed (3.9) than among those who are retired (1.8).

FIGURE 32
Past Year Bus Usage And Satisfaction

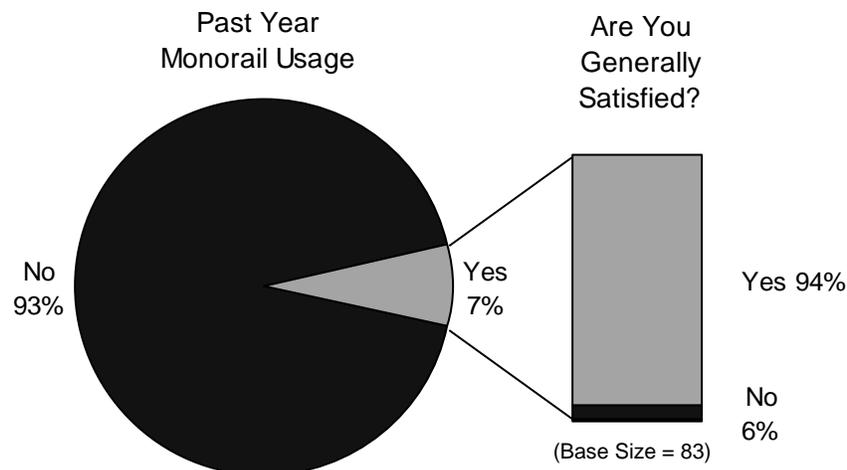


We asked respondents if they had used the public bus system to travel in the Las Vegas area during the past year, and 13% said they had (Figure 32).

Nearly nine in ten (88%) 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 (25% vs. 7%), those with a high school education or less (24% vs. 9% among those with at least some college), and those under 30 years old (36% vs. 10% among those 30 years old or older).

FIGURE 33
Past Year Monorail Usage And Satisfaction



We asked respondents if they had used the Las Vegas Monorail to travel in the Las Vegas Strip area during the past year, and 7% said they had (Figure 33). 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 males than females (10% vs. 4%), residents who work in a casino (19% vs. 7%), and those who have lived in Clark County since 1986 (8% vs. 3% among those who have lived in Clark County before 1986).

DOWNTOWN LAS VEGAS VISITATION

Beginning in 2014 we asked residents if they had ever visited Downtown Las Vegas, and 94% said they had (Figure 34).

FIGURE 34
Percentage Of Residents
Who Have Visited Downtown Las Vegas

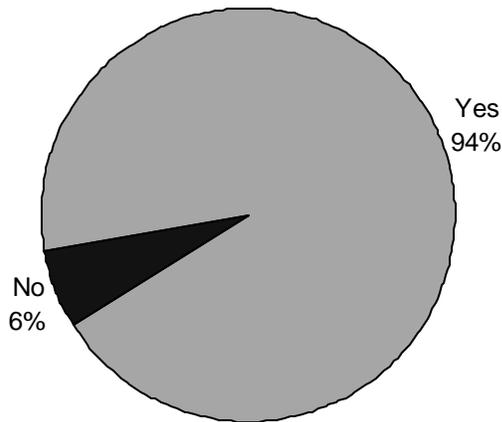
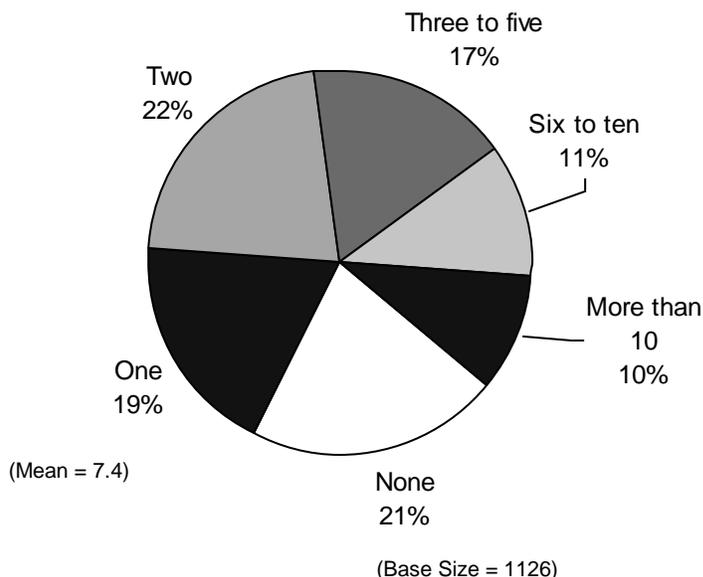


FIGURE 35
Number Of Times Visited
Downtown Las Vegas During Past Year
(Among Those Who Have Ever Visited Downtown Las Vegas)

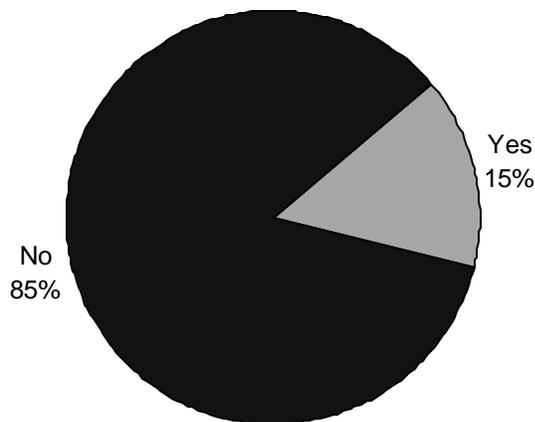


We asked residents who have been to Downtown Las Vegas how many times they had been to Downtown Las Vegas during the past 12 months (Figure 35). Twenty-one percent (21%) said they did not go at all in the past 12 months, 19% said they had been once, 22% twice, 17% three to five times, and 21% more than five times. Among all respondents who had ever been Downtown Las Vegas, the average number of visits to Downtown Las Vegas in the past 12 months was 7.4. Among those who actually visited Downtown Las Vegas in the past 12 months, the average number of visits was 9.4. Residents with incomes of \$100,000 or more visited Downtown Las Vegas most frequently during the past 12 months (15.1 visits). Employed residents visited Downtown Las Vegas more often than retired residents (10.5 visits vs. 3.3 visits).

Past year visitors to Downtown Las Vegas were asked about the activities they had participated in (or seen) while visiting. The most popular activity was the Fremont Street Experience (77%), followed by seeing the street performers (65%), and dining at a restaurant in a casino hotel (52%). Thirty-seven percent (37%) said they ate at a free-standing restaurant that was not in a casino-hotel, 35% visited the Smith Center for the Performing Arts, 31% purchased something at a retail location, 30% visited a bar in a casino-hotel, 29% attended a special event, 25% gambled, 22% visited a free-standing bar that is not in a casino-hotel, and 21% went to a lounge or showroom to see some type of entertainment.

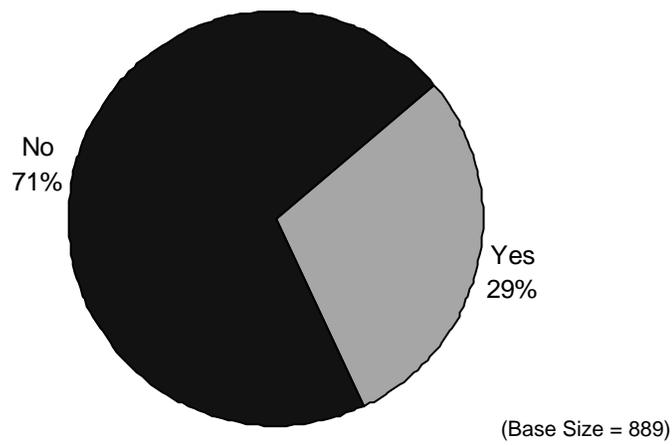
Forty percent (40%) of gamers said they have gambled in Downtown Las Vegas in the past 12 months. Residents 60 and older were more likely to say they gambled in Downtown Las Vegas (37%) than those under 60 years old (21%), as were retired residents (32%) compared to employed residents (22%). Residents under 30 years of age were the most likely to say they visited the Fremont Street Experience (90%).

FIGURE 36
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 15% said they had, up from 10% in 2012 (Figure 36). Residents earning \$100,000 or more were more likely than those earning less than \$100,000 to say they have attended “First Friday” events (28% vs 13%).

FIGURE 37
Percentage Of Past-Year Downtown Visitors
Who Have Visited The Fremont East District
(Among Those Who Have Visited Downtown Las Vegas In The Past 12 Months)

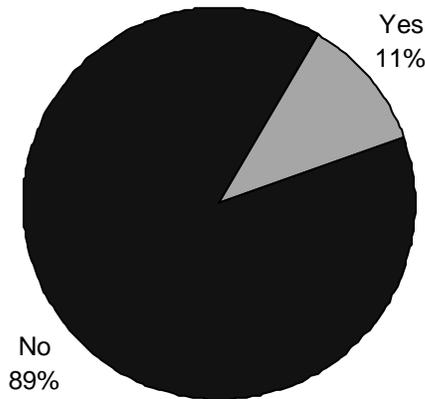


Beginning in 2014, residents who said they had visited Downtown Las Vegas in the past 12 months were asked if they had visited the Fremont East District and 29% said they had (Figure 37).

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. Eleven percent (11%) said they had (Figure 38).

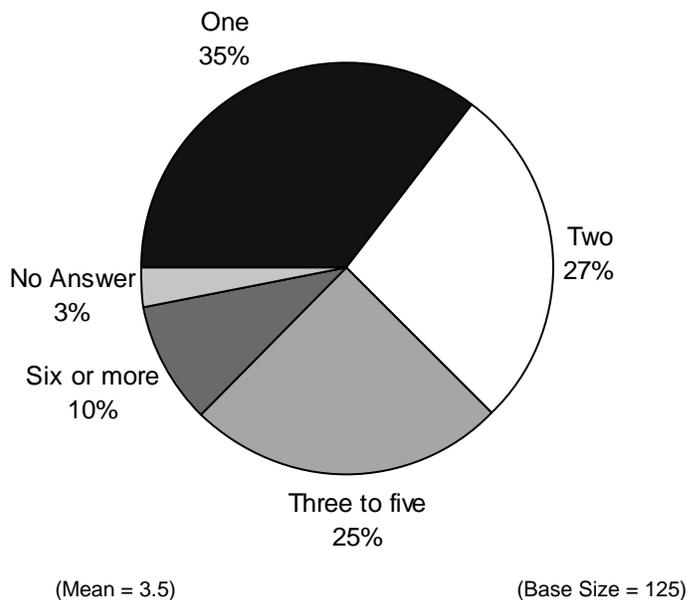
FIGURE 38
Percentage Of Residents Who Have Taken
A Non-Business Trip To Mesquite During The Past Year
(Among Non-Residents Of Mesquite)



(Base Size = 1188)

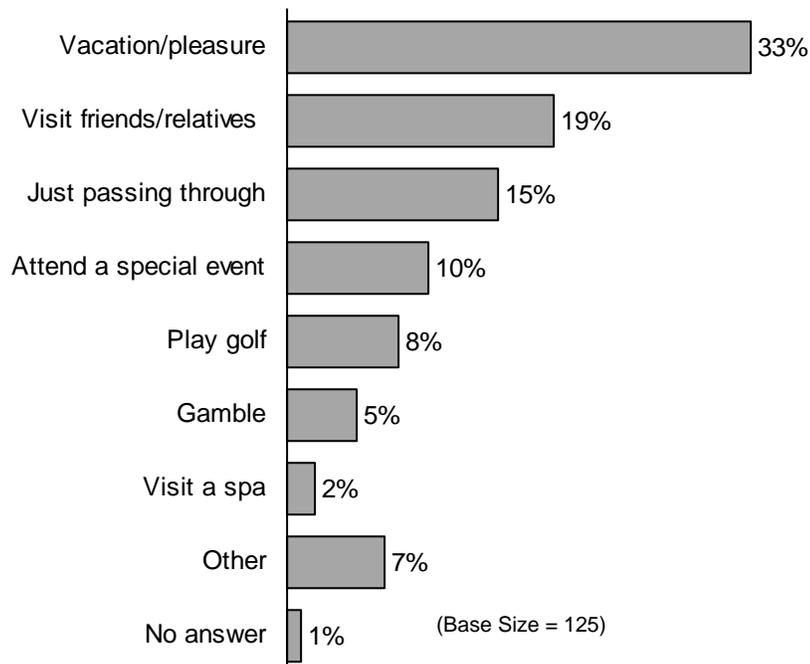
Residents who do not have children living at home (13%) are significantly more likely to have visited Mesquite than those with children living at home (6%). Men are also more likely to have visited Mesquite (14%) than women (8%).

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)



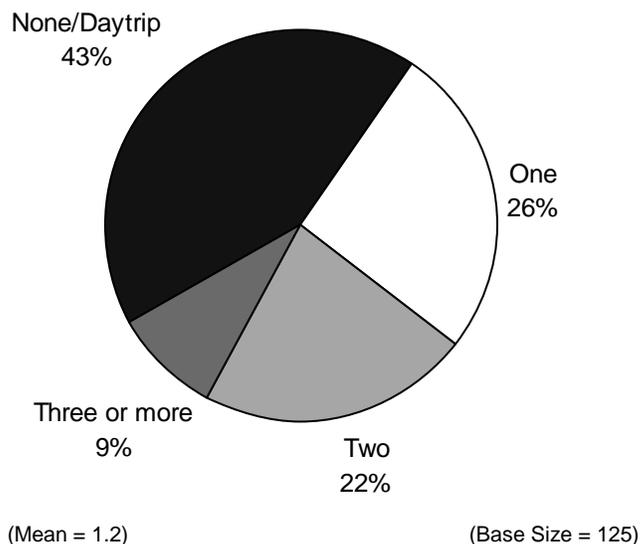
We asked residents how many times they had visited Mesquite during the past 12 months for purposes other than work or personal business (Figure 39). Thirty-five percent (35%) said they had been to Mesquite once, 27% had been twice, 25% three to five times, and 10% had been six or more times. The average number of visits to Mesquite in the past 12 months was 3.5.

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)



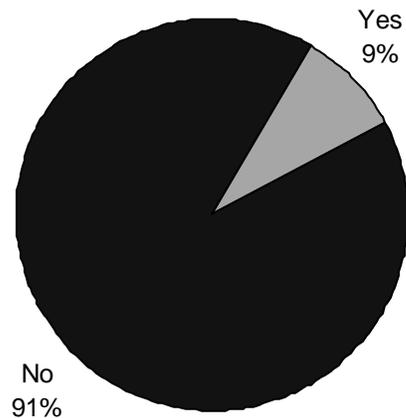
We asked residents who had taken a non-business trip to Mesquite in the past 12 months what was the primary purpose of their most recent trip there (Figure 40). One-third (33%) said it was for vacation or pleasure. Nineteen percent (19%) said they were visiting friends or relatives, 15% were just passing through, 10% were attending a special event, 8% came to play golf, 5% came primarily to gamble, and 2% came to visit a spa.

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



Respondents were asked how many nights they stayed in Mesquite on their most recent non-business trip there in the past year (Figure 41). Forty-three percent (43%) said they did not spend any nights in Mesquite, while 26% said they spent one night, 22% spent two nights, and 9% spent three or more nights. The average number of nights stayed for all respondents was 1.2, while the average number of nights stayed excluding those on day trips was 2.1.

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

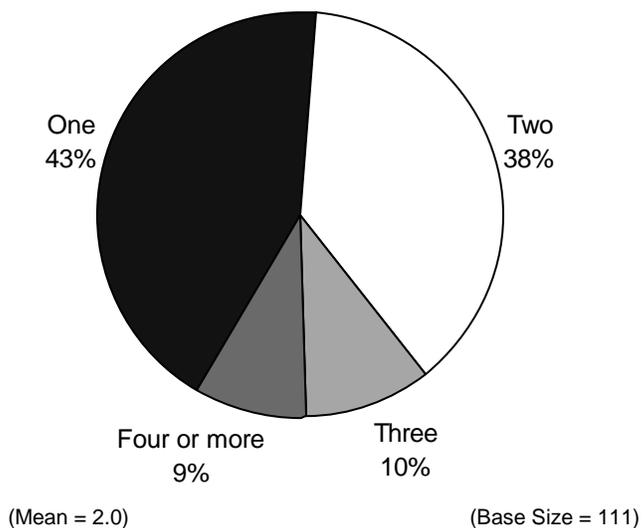


(Base Size = 1195)

We asked residents if they had taken a trip to Laughlin within the past 12 months for purposes other than work or personal business. Nine percent (9%) said they had (Figure 42).

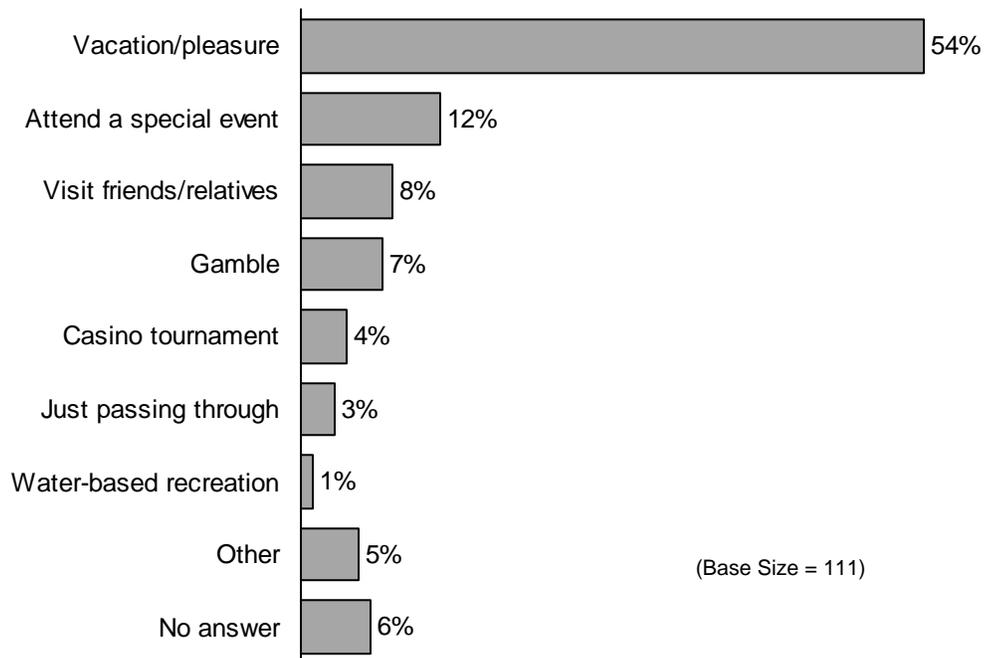
Residents without children living at home were significantly more likely to have visited Laughlin within the past 12 months than those who had children living at home (12% vs. 5%).

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



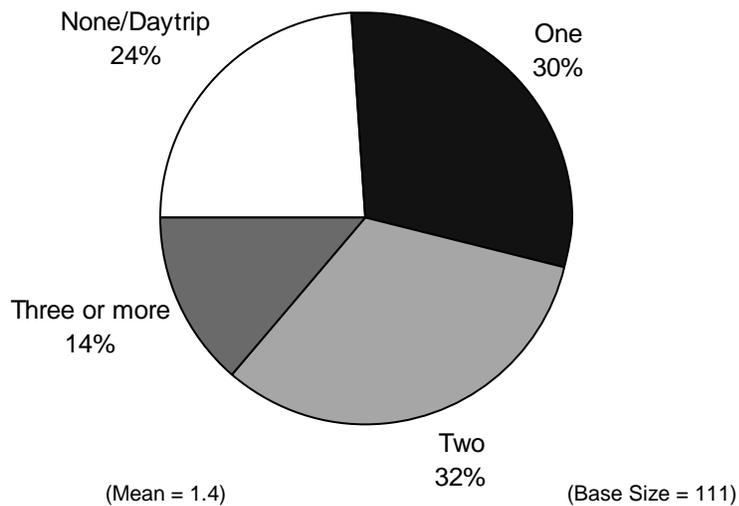
We asked residents how many times they had visited Laughlin during the past year for purposes other than work or personal business (Figure 43). Forty-three percent (43%) said they had been once, 38% said they had been twice, and 19% said they had been three or more times. The average number of visits to Laughlin in the past 12 months was 2.0.

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)



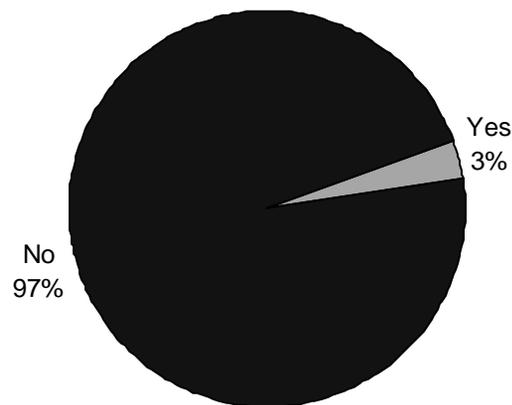
We asked residents who had taken a non-business trip to Laughlin in the past 12 months what was the primary purpose of their most recent trip there (Figure 44). Fifty-four percent (54%) said it was for vacation or pleasure. Twelve percent (12%) said they were attending a special event, 8% said they were visiting friends and relatives, 7% were visiting Laughlin primarily to gamble, 4% were attending a casino tournament, 3% were just passing through, and 1% were visiting for water-based recreation.

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 (24%) said they did not spend any nights in Laughlin, while 30% said they spent one night, 32% spent two nights, and 14% spent three or more nights. The average number of nights stayed for all respondents was 1.4, while the average number of nights stayed excluding those on day trips was 1.9.

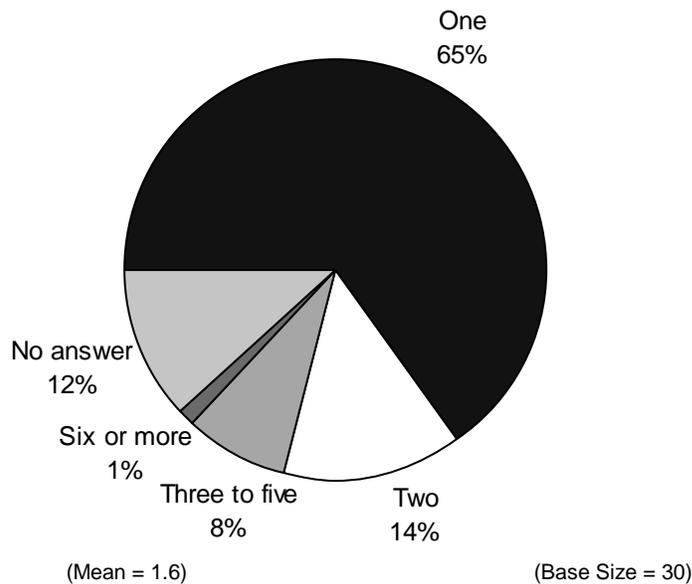
FIGURE 46
Percentage Of Residents Who Have Taken
A Non-Business Trip To Jean During The Past Year
(Among Non-Residents Of Jean)



(Base Size = 1199)

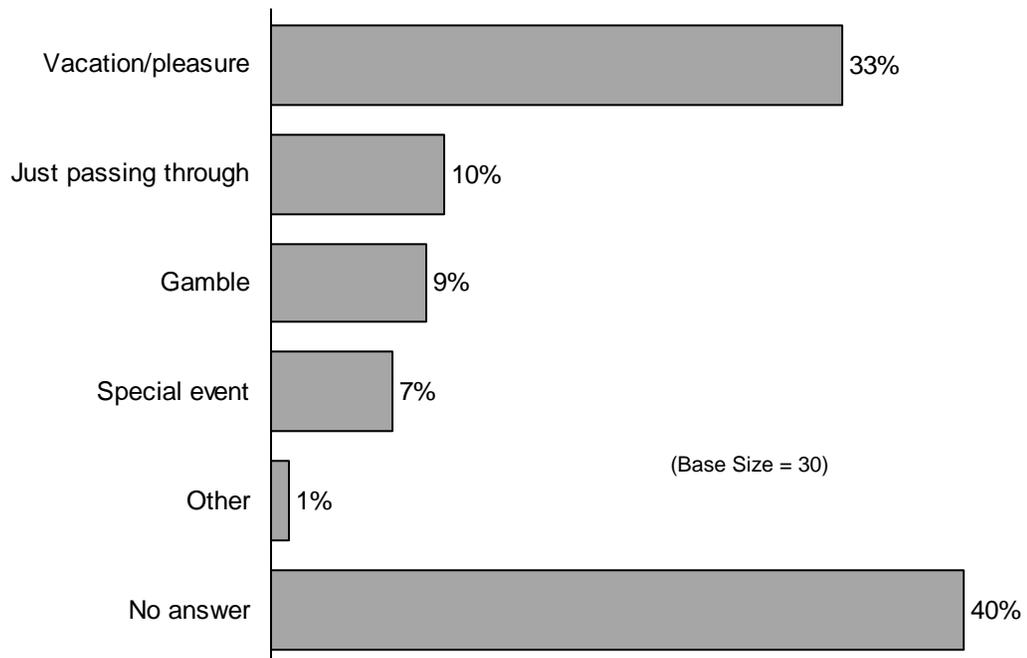
We asked residents if they had taken a trip to Jean within the past 12 months for purposes other than work or personal business. Three percent (3%) said they had (Figure 46).

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)



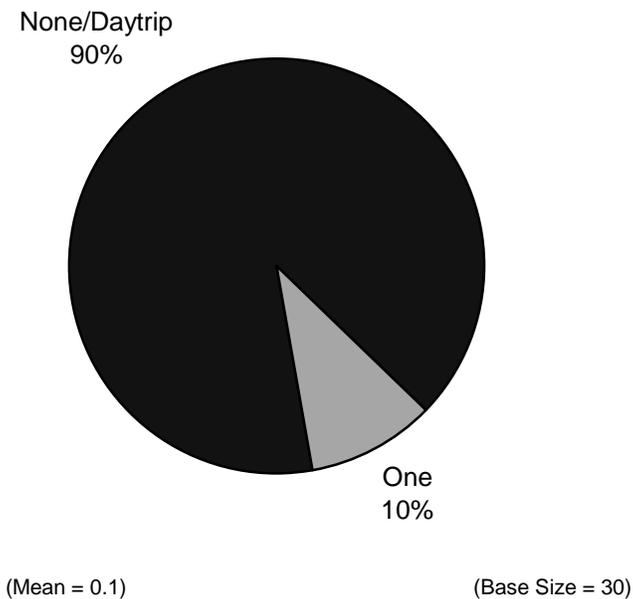
We asked residents how many times they had visited Jean during the past year for purposes other than work or personal business (Figure 47). Two-thirds (65%, up from 25% in 2012) said they had been once, 14% had been twice, and 9% had visited three or more times. The average number of visits to Jean in the past 12 months was 1.6, down from 3.5 in 2012.

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)



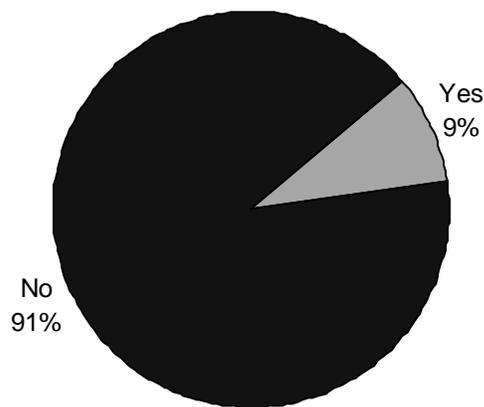
We asked residents who had taken a non-business trip to Jean in the past 12 months what was the primary purpose of their most recent trip there (Figure 48). Thirty-three percent (33%) said it was for vacation or pleasure, while 10% said they were just passing through, 9% said they were visiting primarily to gamble, and 7% said they were attending a special event. Four in ten visitors (40%) gave no answer.

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). Nine in ten (90%) said they did not spend any nights in Jean, but 10% said they spent one night. The average number of nights stayed for all respondents (including day trippers) was 0.1, while the average number of nights stayed excluding those on day trips was 1.0.

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

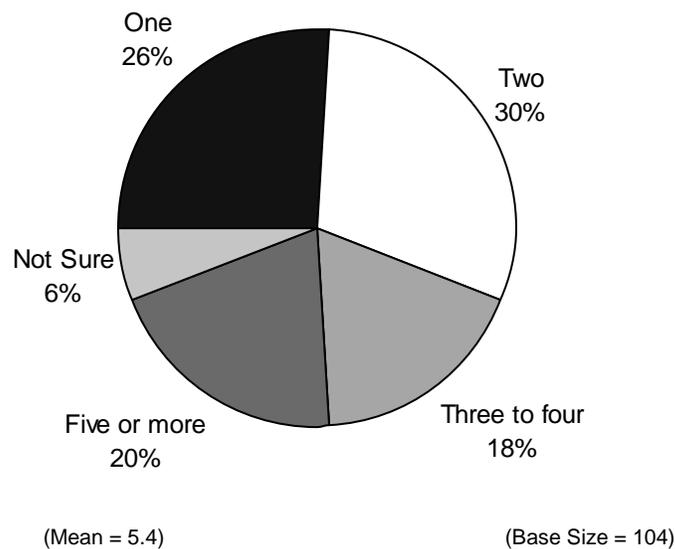


(Base Size = 1199)

We asked residents if they had taken a trip to Primm within the past 12 months for purposes other than work or personal business. Nine percent (9%) said they had (Figure 50).

Residents with household incomes of \$100,000 or more were significantly more likely to have visited Primm in the past 12 months than those with incomes of less than \$50,000 (14% vs. 5%).

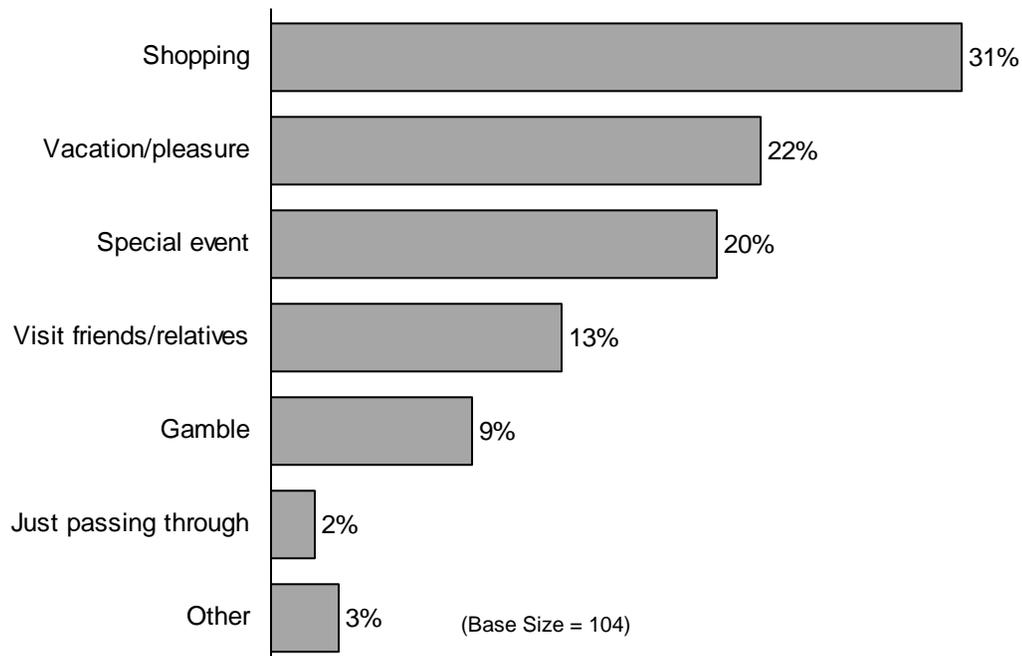
FIGURE 51
Number Of Times Visited Primm During The Past Year
(Among Those Who Took A Non-Business
Trip To Primm In The Past 12 Months)



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-six percent (26%) said they had been once, 30% had been twice, 18% had been three or four times, and 20% visited five or more times. The average number of visits was 5.4.

Men (mean of 9.9 visits) made significantly more trips to Primm over the past 12 months than women (2.7).

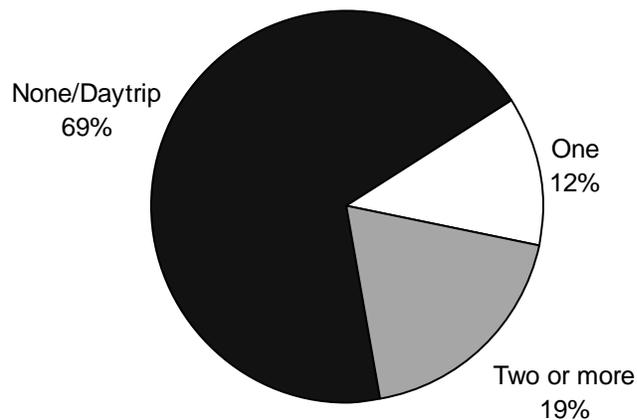
FIGURE 52
Primary Purpose Of Most Recent Trip To Primm
(Among Those Who Took A Non-Business
Trip To Primm In The Past 12 Months)



We asked residents who had taken a non-business trip to Primm in the past 12 months what was the primary purpose of their most recent trip to Primm (Figure 52). Thirty-one percent (31%) said they were visiting primarily to shop there, 22% were visiting for vacation or pleasure, and 20% were attending a special event. Thirteen percent (13%) said they were visiting friends or relatives, 9% visited Primm primarily to gamble, and 2% said they were just passing through.

Women were significantly more likely to be visiting Primm to shop (47% vs. 10%), while men were more likely than women to say they were visiting friends or relatives (27% vs. 2%).

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)

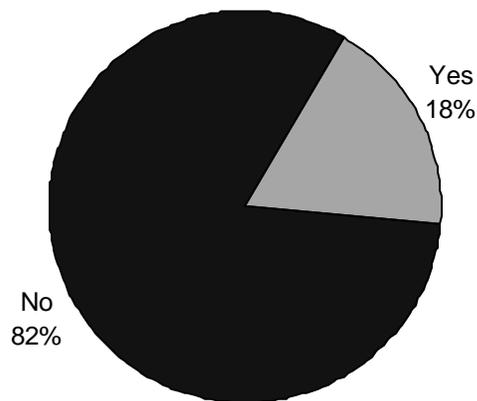


(Mean = 0.6)

(Base Size = 104)

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 (69%) said they did not spend any nights in Primm, but 12% said they spent one night, and 19% 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 1.8 (Figure 53).

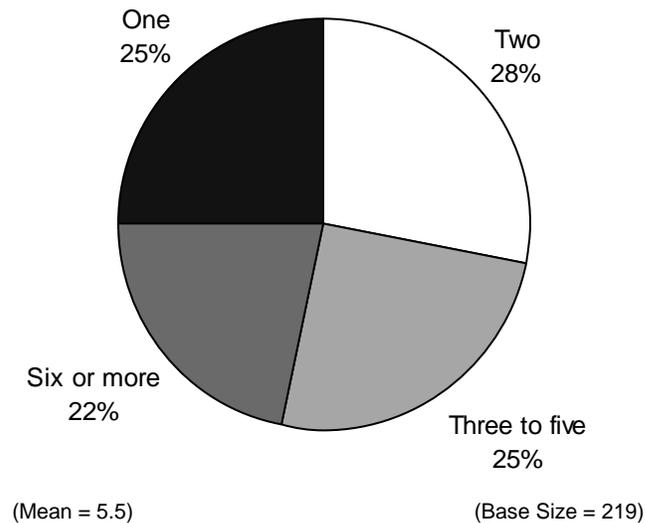
FIGURE 54
Percentage Of Residents Who Have Taken
A Non-Business Trip To Boulder City During The Past Year
(Among Non-Residents Of Boulder City)



(Base Size = 1189)

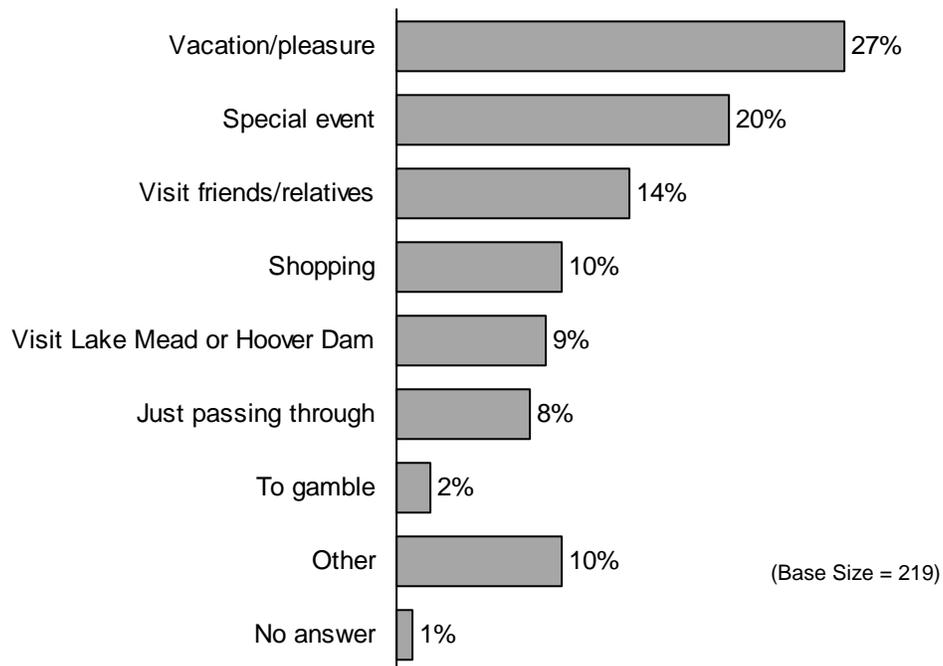
We asked residents if they had taken a trip to Boulder City within the past 12 months for purposes other than work or personal business. Eighteen percent (18%) said they had (Figure 54).

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)



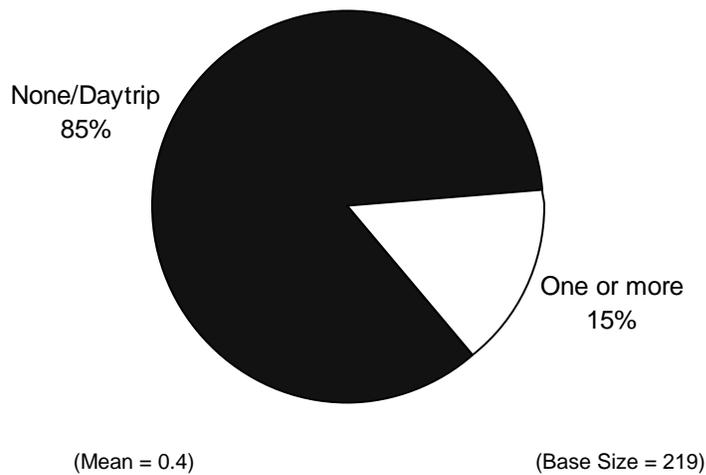
We asked residents how many times they had visited Boulder City during the past year for purposes other than work or personal business (Figure 55). Twenty-five percent (25%) said they had been once, 28% had been twice, 25% had been three to five times, and 22% had been six or more times. The average number of visits to Boulder City in the past 12 months was 5.5.

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



We asked residents who had taken a non-business trip to Boulder City in the past 12 months what was the primary purpose of their most recent trip there (Figure 56). Twenty-seven percent (27%) said it was for vacation or pleasure, while 20% said they were attending a special event, 14% were visiting friends or relatives, 10% were there primarily to shop, 9% were visiting Lake Mead or Hoover Dam, 8% were just passing through, and 2% were visiting primarily to gamble.

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



Respondents were asked how many nights they stayed in Boulder City on their most recent non-business trip there in the past year (Figure 57). Eighty-five percent (85%) said they did not spend any nights in Boulder City, but 15% said they spent one or more nights. The average number of nights stayed for all respondents was 0.4, while the average number of nights stayed excluding those on day trips was 2.8 (Figure 57).

APPENDIX

*Questionnaire With
Aggregate Results*

Respondent ID# _____

GENDER

MALE47%

FEMALE.....53

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

Time Started _____

Time Ended _____

Interview Length _____

Interviewer _____

Date _____

Rep & page # _____

**SUPERVISOR:
MALE/FEMALE QUOTA**

NO LESS THAN 48% MALE

NO MORE THAN 52% FEMALE

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

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

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

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

YES	ASK Q3
NO	TERMINATE

3. What is your ZIP code, please?

890XX35%
891XX65

**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	1	1	BASEBALL
c. BINGO.....	1	0	0	BINGO
d. BOATING	5	2	2	BOATING
e. BOWLING	7	2	2	BOWLING
f. CAMPING.....	6	2	3	CAMPING
g. COMMUNITY ACTIVITIES (CHURCH, LITTLE LEAGUE, ETC.).....	10	7	7	COMMUNITY ACTIVITIES
h. CYCLING	4	3	2	CYCLING
i. FISHING.....	4	1	2	FISHING
j. FOOTBALL (INCLUDE TOUCH/TAG).....	2	1	0	FOOTBALL
k. EATING OUT	16	10	8	EATING OUT
l. GAMBLING	10	5	5	GAMBLING
m. GOLF	7	4	4	GOLF
n. HIKING.....	21	11	10	HIKING
o. HORSEBACK RIDING	1	0	0	HORSEBACK RIDING
p. HUNTING.....	1	1	1	HUNTING
q. MOVIES	19	8	8	MOVIES
r. NIGHT CLUBBING	2	0	1	NIGHT CLUBBING
s. PICNICS.....	4	2	2	PICNICS
t. SHOPPING	6	3	2	SHOPPING
u. SHOWS	9	3	4	SHOWS
v. SIGHT SEEING.....	7	2	3	SIGHT SEEING
w. SNOW SKIING.....	2	0	1	SNOW SKIING
x. SPORTING EVENTS	5	2	2	SPORTING EVENTS
y. SUNBATHING.....	0	0	0	SUNBATHING
z. SWIMMING	8	3	4	SWIMMING
aa. TENNIS.....	2	1	1	TENNIS
bb. VISITING FRIENDS OR RELATIVES	4	2	3	VISITING FRIENDS OR RELATIVES
cc. WATER SKIING.....	0	0	0	WATER SKIING
dd. WORKING OUT	10	7	6	WORKING OUT
ee. OTHER (SPECIFY BELOW).....	8	4	5	OTHER
ff. NONE OF THE ABOVE	9	12	12	NONE OF THE ABOVE

Q4 _____

Q6 _____

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

None.....9%
1 to 221
3 to 425
5 to 1031
11 or more 13
Not sure/No answer 1
5.82 MEAN
4.00 MEDIAN

IF "NONE" ("00"), SKIP TO Q9

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=1088)

0%40%
1% to 5%.....21
6% to 25%..... 17
26% to 50%..... 9
51% to 75%.....2
76% to 99%.....5
100%5
Not sure/Refused2
17.61 MEAN
2.00 MEDIAN

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

YES31%	ASK Q10
NO69	SKIP TO Q11
DON'T KNOW/REFUSED.....0	

10. How many times in the past 12 months have you stayed overnight in local hotels or motels in Las Vegas? (N=372)

None..... 11%
124
220
3 to 529
6 or more times 15
Not sure/Refused..... 1
3.14 MEAN
2.00 MEDIAN

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

a. Las Vegas 51's baseball game.....16%
b. Auto race at the Las Vegas Motor Speedway15
c. University of Nevada Las Vegas football game.....10
d. University of Nevada Las Vegas basketball game 16
e. Any other UNLV sporting event excluding football and basketball games.....7
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 game11

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%

Mesquite1%
Laughlin *
Jean..... *
Primm *
Boulder City1
NONE OF THE ABOVE97

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 11% (N=1188)
b. Laughlin 9 (N=1195)
c. Jean 3 (N=1199)
d. Primm 9 (N=1199)
e. Boulder City 18 (N=1189)
f. NONE OF THE ABOVE.. 64

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=125)

1.....36%
227
3 or more.....34
No Answer.....3
3.45 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? (N125)

VACATION/PLEASURE33%
TO GAMBLE5
VISIT FRIENDS/RELATIVES19
TO ATTEND A SPECIAL EVENT (E.G., GOLF, CONCERT, OFF-ROAD RACING, RODEO, FESTIVAL, ETC.).....10
TO ATTEND/PARTICIPATE IN A CASINO TOURNAMENT.....0
JUST PASSING THROUGH.....15
TO PLAY GOLF8
TO VISIT A SPA2
SOME OTHER REASON.....6
DON'T KNOW/REFUSED1

16. Again, thinking of your last trip to Mesquite for purposes other than work or personal business — how many nights did you stay? (N=125)

None/Daytrip.....43%
127
222
3 or more.....9
1.22 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=111)

143%
238
3 or more.....19
2.03 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=111)

VACATION/PLEASURE54%
TO GAMBLE7
VISIT FRIENDS/RELATIVES8
TO ATTEND A SPECIAL EVENT (E.G., GOLF, CONCERT, OFF-ROAD RACING, RODEO, FESTIVAL, ETC.)12
TO ATTEND/PARTICIPATE IN A CASINO TOURNAMENT4
JUST PASSING THROUGH.....3
WATER-BASED RECREATION (FOR EXAMPLE, JET SKIING, WATER SKIING, BOATING, ETC.)1
SOME OTHER REASON5
DON'T KNOW/REFUSED6

19. Again, thinking of your last trip to Laughlin for purposes other than work or personal business — how many nights did you stay? (N=111)

None/Daytrip24%
130
232
3 or more 14
1.41 MEAN
1.00 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=30)

165%
2 14
3 or more9
Not sure/Refused 12
1.59 MEAN
1.00 MEDIAN

21. Thinking of the LAST trip you took to Jean for purposes other than work or personal business — what was the PRIMARY purpose of that trip? (N=30)

VACATION/PLEASURE33%
TO GAMBLE9
VISIT FRIENDS/RELATIVES0
TO ATTEND A SPECIAL EVENT
(E.G., GOLF, CONCERT,
OFF-ROAD RACING, RODEO,
FESTIVAL, ETC.)7
TO ATTEND/PARTICIPATE
IN A CASINO TOURNAMENT0
JUST PASSING THROUGH10
SOME OTHER REASON1
DON'T KNOW/REFUSED40

22. Again, thinking of your last trip to Jean for purposes other than work or personal business — how many nights did you stay? (N=30)

None/Daytrip90%
1 10
0.10 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=104)

126%
230
3 16
43
5 or more20
Not sure/Refused7
5.42 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=104)

VACATION/PLEASURE22%
TO GAMBLE9
VISIT FRIENDS/RELATIVES 13
TO ATTEND A SPECIAL EVENT
(E.G., GOLF, CONCERT,
OFF-ROAD RACING, RODEO,
FESTIVAL, ETC.)20
TO ATTEND/PARTICIPATE
IN A CASINO TOURNAMENT0
JUST PASSING THROUGH2
SHOPPING31
SOME OTHER REASON3
DON'T KNOW/REFUSED 1

25. Again, thinking of your last trip to Primm for purposes other than work or personal business — how many nights did you stay? (N=104)

None/Daytrip69%
1 12
2 or more..... 19
0.56 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=219)

125%
228
3 to 525
6 or more.....23
Don't Know/ No Answer0
5.47 MEAN
2.00 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=219)

- VACATION/PLEASURE27%
- TO GAMBLE..... 2
- VISIT FRIENDS/RELATIVES 14
- TO ATTEND A SPECIAL EVENT (E.G., GOLF, CONCERT, OFF-ROAD RACING,RODEO, FESTIVAL, ETC.)20
- TO ATTEND/PARTICIPATE IN A CASINO TOURNAMENT 0
- JUST PASSING THROUGH 8
- SHOPPING..... 10
- TO VISIT LAKE MEAD OR HOOVER DAM 9
- TO VISIT CEMETERY/ VETERAN'S CEMETERY 0
- SOME OTHER REASON 10
- 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=219)

None/Daytrip85%
1 9
2 or more..... 6
0.41 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?

YES54%	SKIP TO Q31
NO 46	ASK Q30 THEN SKIP TO Q61 ON PAGE 11
DON'T KNOW/REFUSED 0	

30. People have many different reasons for choosing not to gamble. What is the PRIMARY reason you choose not to gamble? Any other reason? (ACCEPT UP TO 2 RESPONSES.) (N=548)

PRIMARY REASON:

No money/can't afford it41%
No interest/boring..... 18
Poor odds/never win..... 18
Religious/moral objections 8
Fear addiction 3
Don't like casinos/crowded/dirty 3
Some other reason..... 8
Not sure/No answer 2

COMBINED RESPONSES:

No money/can't afford it42%
Poor odds/never win21
No interest/boring..... 19
Religious/moral objections 10
Don't like casinos/crowded/dirty 4
Fear addiction 3
Some other reason 8

**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=652)

ON OR NEAR THE STRIP..18%	SKIP TO Q33
DOWNTOWN4	ASK Q32, THEN SKIP TO Q34
BOULDER STRIP7	ASK BOTH Q32 & Q33
SUMMERLIN AREA16	
NORTH LAS VEGAS15	
ELSEWHERE.....11	
HENDERSON11	
LAKE LAS VEGAS0	
GREEN VALLEY11	
DON'T KNOW/REFUSED.....7	

32. Is there any particular reason why you do not go to the Strip to gamble? (**ACCEPT ONE RESPONSE.**) (N=536)

- Too many tourists/too crowded30%
- Too far away/inconvenient23
- Worse odds/less winnings9
- Heavy traffic/no parking8
- Smaller/local gaming more appealing4
- Work on the Strip/don't want to go there....4
- Don't gamble much/not a gambler4
- Just don't like it (non-specific)4
- Some other reason.....10
- Not sure/Refused5

33. Is there any particular reason why you do not go to Downtown Las Vegas to gamble? (**ACCEPT ONE RESPONSE.**) (N=626)

- Too far away/inconvenient31%
- Too many tourists/too crowded13
- Heavy traffic/no parking6
- Don't gamble much/not a gambler6
- High crime/scary area4
- Worse odds/less winnings3
- Prefer bigger/flashier gaming3
- Work downtown/don't want to go there2
- I just don't like it (non-specific)6
- Some other reason.....13
- Not sure/Refused13

34. About how often do you gamble? Would you say it is... (**READ LIST. CIRCLE NUMBER AT FIRST "YES" RESPONSE.**) (N=652)

More than 5 times a week 7%	ASK Q35
About twice a week 13 About once a week..... 14	SKIP TO Q36
About twice a month..... 16 About once a month 18	SKIP TO Q37
About 4 times a year 16 About twice a year 12 Once a year or less 4	SKIP TO Q38
DK/REFUSED 1	SKIP TO Q39

35. On average, about how much money do you personally budget on gambling per *DAY*. (**DO NOT ACCEPT A BUDGET AMOUNT OF ZERO DOLLARS.**) (N=47)

- \$50 or less.....45%
- \$51 to \$100 11
- Over \$1008
- Refused/No answer.....36
- \$59.84 MEAN
- \$20.00 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=177)

- \$25 or less.....31%
- \$26 to \$5022
- \$51 to \$10025
- Over \$10013
- Refused/No answer.....9
- \$93.05 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=220)

\$20 or less.....28%
\$21 to \$5025
\$51 to \$10026
Over \$10017
Refused/No answer.....5
\$96.85 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=203)

\$20 or less.....29%
\$21 to \$5012
\$51 to \$10018
Over \$10028
No answer/Refused.....13
\$215.48 MEAN
\$100.00 MEDIAN

39. Which type of gambling game do you play *MOST OFTEN*. **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=652)

SLOT MACHINES.....43%	ASK Q40
VIDEO POKER.....22	
OTHER VIDEO MACHINES (21, KENO, ETC.).....2	SKIP TO Q45
BACCARAT0	SKIP TO Q43
BIG 60	
BINGO.....6	SKIP TO Q45
BLACKJACK7	SKIP TO Q43
CRAPS2	
KENO4	SKIP TO Q45
POKER.....3	
RACE/SPORTSBOOK5	
ROULETTE1	SKIP TO Q43
OTHER.....5	SKIP TO Q45
DON'T KNOW/REFUSED.....0	

40. Which denomination machine do you play *MOST OFTEN*. **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=421)

PENNY35%
NICKEL.....16
DIME.....1
QUARTER.....32
HALF DOLLAR2
DOLLAR9
FIVE DOLLARS.....1
25 DOLLARS.....0
OTHER.....2
DK/REFUSED2

CONTINUE WITH Q41

41. On the average, how many coins/credits do you usually bet for each play on a machine? **(INTERVIEWER: IF RESPONDENT SAYS "MAXIMUM," ASK: "How many would that be on the average?") (WRITE NUMBER IN BLANKS BELOW. ALLOW UP TO 500 AS THE TOP MAXIMUM.)** (N=421)

1 to 426%
530
6 to 2516
26 or more.....23
Not sure/Refused6
31.65 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=421)

YES.....36%
NO61
DK/REFUSED.....4

SKIP TO Q45

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

(N=70)

LESS THAN \$1.....4%
\$1 – LESS THAN \$5.....9
\$5.....39
\$10.00.....25
\$25.00.....19
Other.....4
Don't Know/ No Answer.....1

CONTINUE WITH Q44

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

(N=70)

Less than \$5.....8%
\$513
\$6-\$2051
Over \$2025
Not sure/Refused2
\$18.54 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=652)

YES 63%	ASK Q46
NO 37	SKIP TO Q53
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 2% (N=411)
About twice a week..... 9
About once a week 12
About twice a month 17
About once a month 22
About four times a year 17
About twice a year 12
Once a year or less 10
DON'T KNOW/REFUSED 1

47. What is the name of the casino where do you do MOST of your gambling? (N=411)

STRIP (NET) 5%
OFF-STRIP (NET) 7
DOWNTOWN (NET)..... 4
BOULDER STRIP (NET) 11
OUTLYING (NET) 65
Other 3
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=411)

- Very light bettor 19%
- Light bettor 54
- Moderate bettor 24
- Somewhat heavy bettor 2
- Heavy bettor 0
- DON'T KNOW/REFUSED 2

49. Do you maintain casino credit? (N=411)

- YES..... 30%
- NO 68
- DON'T KNOW/REFUSED 2

50. Are you a member of a casino slot club or players club? (N=411)

- YES..... 83%
- NO 16
- DON'T KNOW/REFUSED 1

51. When you go to a casino to gamble, do you also usually eat at a restaurant in the casino property or at a restaurant located elsewhere? (N=411)

CASINO RESTAURANT69%	ASK Q52
RESTAURANT OUTSIDE THE CASINO 19	
DON'T EAT OUT (VOLUNTEERED)9	SKIP TO Q53
DON'T KNOW/REFUSED.....3	

52. When you go to a casino to gamble, what type of restaurant do you usually eat in? Is it a... **(READ LIST. IF RESPONDENT GIVES THE NAME OF A RESTAURANT, PROBE:)** What *TYPE* of restaurant is that? **(RECORD BOTH NAME AND TYPE OF RESTAURANT UNDER "OTHER".)** (N=359)

- Fast food restaurant8%
- Buffet in a hotel, motel, or casino32
- Coffee shop in a hotel, motel, or casino 14
- Coffee shop outside a hotel, motel, or casino3
- Gourmet restaurant 15
- Pub3
- Sushi restaurant2
- Casual, sit-down, chain restaurant (like TGI Friday's, Ruby Tuesday's, Chili's, etc.)21
- Other..... 1
- DON'T KNOW/REFUSED2

53. Do you ever gamble in a convenience store, grocery store, or gas station in the greater Las Vegas area? (N=652)

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

54. About how often do you gamble in a convenience store, grocery store, or gas station in the greater Las Vegas area? Would you say it is... (N=136)

- More than 5 times a week 1%
- About twice a week..... 11
- About once a week 14
- About twice a month 9
- About once a month 18
- About four times a year 12
- About twice a year 14
- Once a year or less 15
- DON'T KNOW/REFUSED 6

55. Do you ever gamble in a local bar or restaurant in the greater Las Vegas area? (N=652)

YES 28%	ASK Q56
NO 72	SKIP TO Q57
DON'T KNOW/REFUSED..... 0	

56. About how often do you gamble in a local bar or restaurant in the greater Las Vegas area? Would you say it is... (N=180)
- More than 5 times a week0%
 - About twice a week.....5
 - About once a week 11
 - About twice a month 14
 - About once a month20
 - About four times a year 16
 - About twice a year 14
 - Once a year or less 18
 - DON'T KNOW/REFUSED3

57. Do you ever gamble in Clark County OUTSIDE the greater Las Vegas area? (N=652)

YES 17%	ASK Q58
NO 83	SKIP TO Q60
DON'T KNOW/REFUSED..... 0	

58. About how often do you gamble outside the greater Las Vegas area? Would you say it is... (N=111)
- More than 5 times a week1%
 - About twice a week.....5
 - About once a week4
 - About twice a month6
 - About once a month 11
 - About four times a year20
 - About twice a year25
 - Once a year or less26
 - Don't Know/Refused2

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=111)

- JEAN.....2%
- MESQUITE 19
- LAUGHLIN29
- PRIMM (STATE LINE)..... 19
- MORE THAN ONE PLACE MOST OFTEN6
- OTHER 13
- DON'T KNOW/REFUSED 13

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

- ONLY WHEN HAVE OUT-OF-TOWN VISITORS ... 18% (N=652)
- OTHER TIMES..... 76
 - BOTH (VOL.)..... 3
 - DON'T KNOW/REFUSED 3

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 57%	ASK Q62
NO 43	SKIP TO Q64
DON'T KNOW/REFUSED..... 0	

62. About how often do you go to a casino show? Would you say it is... (READ LIST. CIRCLE NUMBER AT FIRST "YES" RESPONSE.) (N=680)

- Twice a week or more1%
- About once a week2
- About twice a month5
- About once a month 9
- About four times a year27
- About twice a year28
- Once a year or less29
- DON'T KNOW/REFUSED1

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

(N=680)

	Q63		
	YES	NO	NA
a. Headliner shows (big-name stars)	64%	36%	0%
b. Large-scale Las Vegas style shows (e.g., Mystère!, O!, Blue Man Group, etc.)	70	30	0
e. Comedy or improv shows	50	50	0
f. Broadway style shows (e.g., Jersey Boys, Mamma Mia, Rock of Ages, Million Dollar Quartet)	34	66	0
c. Other small-scale shows/musical revues...	50	50	0
d. Lounge acts (local bands)	53	47	1
NONE OF THE ABOVE	2	DO NOT READ	
NOT SURE/DON'T KNOW	3		
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 63%
- b. Visited a nightclub 15
- c. Attended a slot or other type of gaming tournament 7
- d. Went shopping 37
- e. Visited a spa 12
- f. Went bowling 32
- g. Went to a bar 33
- h. Went to a barber shop or hair salon 12
- i. Visited a pool (pool club) 21
- j. OTHER (NET) 10
 - Entertainment/Shows 1
 - Restaurants 2
 - All other mentions 7

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

- STRIP (NET) 18%
- OFF STRIP (NET) 7
- DOWNTOWN (NET) 1
- BOULDER STRIP (NET) 8
- OUTLYING AREAS (NET) 50
- Other 1
- Can't pick just one 1
- None/Don't go 10
- Don't know/Refused 5

65. Have you ever visited Downtown Las Vegas?

YES 94%	ASK Q66
NO 6	SKIP TO Q69
DON'T KNOW/REFUSED.... 0	

66. How many times have you visited Downtown Las Vegas in the past 12 months? (N=1126)

None.....	21%
1	19
2	22
3-5	17
6-10	11
11 or more.....	10
Not sure/No answer	1
<u>7.42</u> MEAN	
<u>2.00</u> MEDIAN	

**IF THE RESPONDENT HAS NOT VISITED
DOWNTOWN LAS VEGAS DURING THE PAST YEAR,
RECORD "0" IN THE BLANK ABOVE AND SKIP TO
Q69**

67. During any of your visits to Downtown Las Vegas in the past 12 months, did you... (N=889)

- a. Visit the Fremont Street Experience? 77%
- b. Gamble?.....25
- c. Purchase something at a retail location?31
- d. See some type of entertainment at a lounge or showroom?.....21
- e. Eat at a restaurant in a casino-hotel? 52
- f. See live street performers?.....65
- g. Attend a special event?29
- h. Visit a bar in a casino-hotel?.....30
- i. Eat at a free-standing restaurant that is NOT in a casino-hotel?37
- j. Visit a free-standing bar that is NOT in a casino-hotel?.....22
- k. Visit the Smith Center for the Performing Arts?35

68. During any of your visits to Downtown Las Vegas in the past 12 months, did you... (N=889)

- a. Attend "First Friday"?21%
- b. Visit the Fremont East District? 29

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	30
3 to 5	17
More than 5 times	12
<u>2.87</u> MEAN	
<u>1.00</u> MEDIAN	

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

YES 13%	ASK Q71
NO..... 87	SKIP TO Q72
DON'T KNOW/REFUSED.... 0	

71. Generally, were you satisfied with the public bus service provided? (N=158)

YES	88%
NO	11
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?

YES7%	ASK Q73
NO.....93	SKIP TO QError! Bookmark not defined.
DON'T KNOW/REFUSED.....0	

73. Generally, were you satisfied with the service provided by the Las Vegas Monorail? (N=83)

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

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

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

Employed full time42%	ASK Q75 & Q76
Employed part time8	
Self-employed8	
Not employed for pay 11	SKIP TO Q78 ON PAGE 15
Retired.....26	
Student.....3	
DON'T KNOW/REFUSED.....2	

75. What kind of work do you do?

76. What industry is that in?

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

JOB DESCRIPTION/TITLE

INDUSTRY

(N=689)

(N=689)

PROFESSIONAL/TECHNICAL 30%
MANAGERS/OFFICIALS/PROPRIETORS 12
SALES/CLERICAL WORKERS 16
CRAFT WORKERS/FOREMEN..... 5
SERVICE WORKERS/OPERATORS 29
LABORERS/AGRICULTURAL WORKERS 1
OTHER..... 2
DON'T KNOW/REFUSED..... 5

MINING 7%
CONSTRUCTION 6
MANUFACTURING..... 7
TRANSPORTATION, COMMUNICATIONS, ELECTRIC, GAS, & SANITARY 6
WHOLESALE TRADE..... 5
RETAIL TRADE 10
FINANCE, INSURANCE, & REAL ESTATE 9
SERVICES 43
AGRICULTURE/FORESTRY..... 0
PUBLIC ADMINISTRATION 4
OTHER..... 0
DON'T KNOW/REFUSED..... 4

77. Do you work for any of the casinos or casino/hotels in Las Vegas? (N=689)

YES 10%

NO 89

DON'T KNOW/REFUSED 0

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

1995 MEAN
1998 MEDIAN

BORN HERE 9%

1960 OR BEFORE 2

1961 TO 1965 3

1966 TO 1970 3

1971 TO 1975 2

1976 TO 1980 5

1981 TO 1985 3

1986 TO 1990 8

1991 TO 1995 12

1996 TO 2000 16

2001 TO 2005 19

2006 TO 2010 10

2011 TO PRESENT 8

DON'T KNOW/REFUSED 2

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

GRADE SCHOOL OR SOME HIGH SCHOOL 5%

HIGH SCHOOL DIPLOMA (FINISHED GRADE 12) 24

SOME COLLEGE (INCLUDES JUNIOR/COMMUNITY COLLEGE — NO BACHELOR'S DEGREE) 27

GRADUATED COLLEGE 24

GRADUATE SCHOOL (MASTER'S OR PH.D.) 16

TECHNICAL, VOCATIONAL OR TRADE SCHOOL 2

DON'T KNOW/REFUSED 2

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

Single 25%

Married 58

Separated or divorced 9

Widowed 7

DON'T KNOW/REFUSED 2

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

Less than 13 years old 29%

13-18 years old 15

More than 18 years old 15

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

WHITE 61%

BLACK/AFRICAN AMERICAN 11

ASIAN/ASIAN AMERICAN 6

HISPANIC/LATINO 11

NATIVE AMERICAN 1

MIXED RACE (VOL.) 2

OTHER 1

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.).

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

AGE: _____

47.46 MEAN
45.00 MEDIAN

(IF RESPONDENT REFUSES TO STATE AGE, ASK:)

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

21 to 24..... 7%
25 to 29..... 5
30 to 34..... 15
35 to 39..... 10
40 to 44..... 10
45 to 49..... 8
50 to 54..... 10
55 to 59..... 7
60 to 64..... 9
65 and older..... 17
DON'T KNOW/REFUSED..... 2

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

Less than \$20,000..... 8%
\$20,000 to \$29,999..... 6
\$30,000 to \$39,999..... 9
\$40,000 to \$49,999..... 9
\$50,000 to \$59,999..... 6
\$60,000 to \$69,999..... 5
\$70,000 to \$79,999..... 7
\$80,000 to \$89,999..... 5
\$90,000 to \$99,999..... 3
\$100,000 to \$109,999..... 6
\$110,000 to \$119,999..... 4
\$120,000 to \$129,999..... 2
\$130,000 to \$139,999..... 1
\$140,000 to \$149,999..... 1
\$150,000 or more..... 8
DON'T KNOW/REFUSED..... 22



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