LAS Vegas

50 YEARS OF INSIGHTS

2025

LAS VEGAS

VISITOR PROFILE STUDY



Prepared for:

Las Vegas Convention and Visitors Authority

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EXECUTIVE SUMMARY

There were several notable changes among Las Vegas visitors in 2025. Nine in ten visitors had visited Las Vegas in the past, reaching a new high. Spending fluctuated with increases on sporting events and paid attractions and decreases on food and drink, shopping and sightseeing. More visitors gambled than in past years, and there was a marked increase in high income visitors. Nearly all visitors were satisfied with their visit, and were more likely than in past years to say that Las Vegas exceeded their expectations. Among the findings of the 2025 report, below are some highlights:

- **Highly Satisfied Visitors:** Nearly nine in ten (87%) visitors to Las Vegas in 2025 said that they were "Very Satisfied" with their visit, while 10% said they were "Somewhat Satisfied". Only 2% of visitors were dissatisfied with their visit.
- **Exceeding Expectations:** Three in five 2025 visitors (60%) said that Las Vegas exceeded their expectations, up from 54% last year.
- **Traveling in Pairs:** Two-thirds of visitors said two people stayed in their room. The average number of people per room (2.2) was the same as last year.
- **Shorter Trips:** Visitors to Las Vegas in 2025 stayed an average of 3.2 nights and 4.2 days, down from 3.4 nights and 4.4 days in 2024.
- **Changes in Spending:** Per-trip spending decreased on average for food and drink, shopping, and sightseeing, while increasing for sporting events and paid attractions.
- **Gaming Remains Strong:** Four in five visitors gambled during their stay (81%, up from 2021-2024 figures), and the average trip gaming budget was $848.95, similar to last year and above 2021-2023 results.
- **Employed, High Income:** More visitors than in past years were employed (87%) and earning $150,000 or more (44%). Nearly one-half were college graduates (down from last year), and more than one-third (38%) were single, up from past years. The average age of visitors in 2025 was 42.5 years old, down from 43.6 last year.
- **International Visits:** One in eight visitors (12%) came from abroad, the same as 2023-2024 and well ahead of the pandemic low of 3% in 2021.
- **Repeat vs. First Time Visitors:** One in ten visitors (10%) were making their first trip to Las Vegas, down from past years.

INTRODUCTION

The Las Vegas Visitor Profile Study is reported annually to provide an ongoing assessment of the Las Vegas visitor and trends in visitor behavior over time. Through 2021 the report was based on ongoing intercept surveys of travelers to Las Vegas. Beginning in 2022 an online component was added to reach a broader cross-section of visitors to Las Vegas.

More specifically, the Las Vegas Visitor Profile aims to:

- Compare 2025 Las Vegas visitors with 2021-2024 visitors.
- Provide a profile of Las Vegas visitors in terms of socio-demographic and behavioral characteristics.
- Monitor trends in visitor behavior and visitor characteristics.
- Supply detailed information on the vacation and gaming habits of different visitor groups, particularly gaming and non-gaming expenditures.
- Allow the identification of market segments and potential target markets.
- Provide a basis for calculating the economic impact of different visitor groups.
- Determine visitor satisfaction levels.



METHODOLOGY

The 2025 Las Vegas Visitor Profile Study continued using the model introduced in 2022, preserving the in-person interviews that had been done in the past while adding an online survey among visitors who had recently departed Las Vegas.

Approximately 300 monthly in-person interviews were conducted and approximately 150 monthly surveys were conducted online.

In total, 5,409 interviews were conducted during 2025.

RESPONDENTS

Qualified survey respondents were visitors to Las Vegas (excluding residents of Clark County, Nevada) who were at least 21 years of age.

For in-person interviews, only visitors who planned to leave Las Vegas within 24 hours were asked to complete the survey.

For the online survey, only visitors who had recently departed Las Vegas or who planned to leave Las Vegas within 48 hours were able to complete the survey.

WEIGHTING

The results of the Las Vegas Visitor Profile have been weighted to reflect actual visitors to Las Vegas more accurately in terms of mode of transportation, lodging location, visitor origin and month of visit. Specifically:

- The mode of transportation weight is derived from a compilation of data provided by the LVCVA, Harry Reid International Airport and the Nevada Department of Transportation.
- The lodging location weight is derived from geographic area specific occupancy rates from independent surveys conducted by the LVCVA.
- The domestic/international visitor origin weight is derived from data from the LVCVA and international visitation estimates from Tourism Economics.
- The month of visit weight is derived from monthly room nights occupied data from independent surveys conducted by the LVCVA as part of their ongoing room occupancy audit.

INTERVIEWING

In-person visitors were intercepted in the vicinity of Las Vegas casinos, hotels, and at Harry Reid International Airport. Beginning in 2022 interviews were also conducted at Las Vegas attractions such as the Las Vegas Sign and the Fremont Street Experience.

To assure a random selection of visitors, different locations were utilized on each interviewing day, and interviewing was conducted at different times of the day. Verification procedures were conducted throughout the project to assure accurate and valid interviewing. The online sample was given rigorous quality control by both the vendors and Heart+Mind Strategies.

DATA ANALYSIS

Interviews were reviewed for completeness and accuracy, coded, and entered into a computerized database for analysis. The information was then analyzed using statistical software packages available to Heart+Mind Strategies. The questionnaire administered to visitors is appended to this report in the form of aggregate results.

Throughout this report, charts and graphs are used to illustrate the data. The data presented in these charts are based on the total sample of respondents for 2025 and the preceding years, unless otherwise specified. In charts using proportions, those proportions may not add to 100% because of rounding or because multiple responses were permitted.

STATISTICAL SIGNIFICANCE

When a difference between observations in one or more years for a particular measure is reported, there is a 95% or better chance that the difference is the result of a true difference between the measure compared over these years and is not due to sampling error alone. This is a commonly accepted standard for statistical significance testing in market and public opinion research.

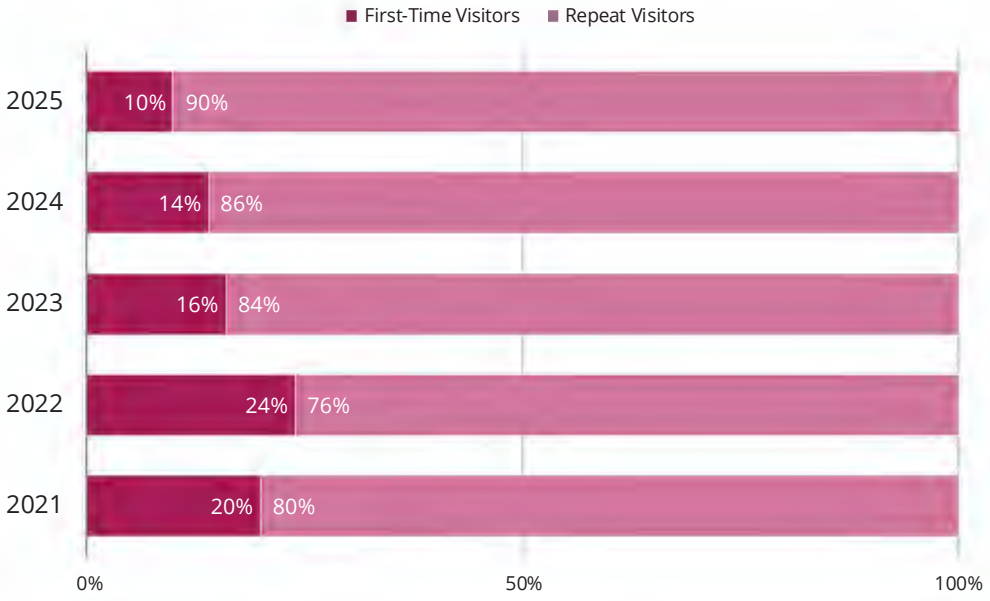
This report presents the results of the 2025 study, as well as for 2021, 2022, 2023, and 2024.

Statistically significant differences in the behavior, attitudes, and opinions of visitors from year to year are pointed out in the text of the report.

WHY VEGAS

WHY VEGAS: REASONS FOR VISITING

FIGURE 1: **First Visit vs. Repeat Visit**



Fewer first-time visitors.

One in ten (10%) visitors were making their first trip to Las Vegas, down from prior years.

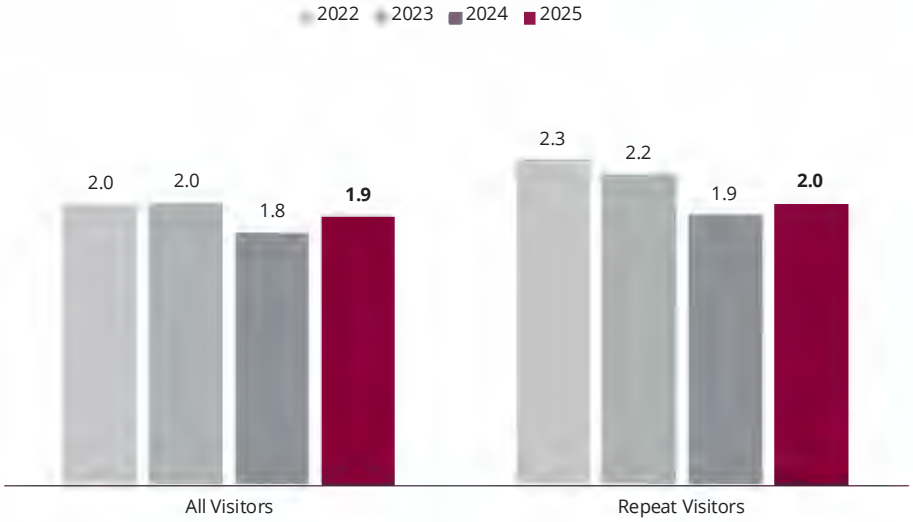


Average number of visits increased.

The average number of visits to Las Vegas in the past year for all visitors was 1.9, up from 1.8 visits last year.

Among repeat visitors, the average number of visits was 2.0. About two in five (41%) repeat visitors made more than one visit to Las Vegas over the past 12 months.

FIGURE 2: **Average Number of Visits in Past 12 Months**



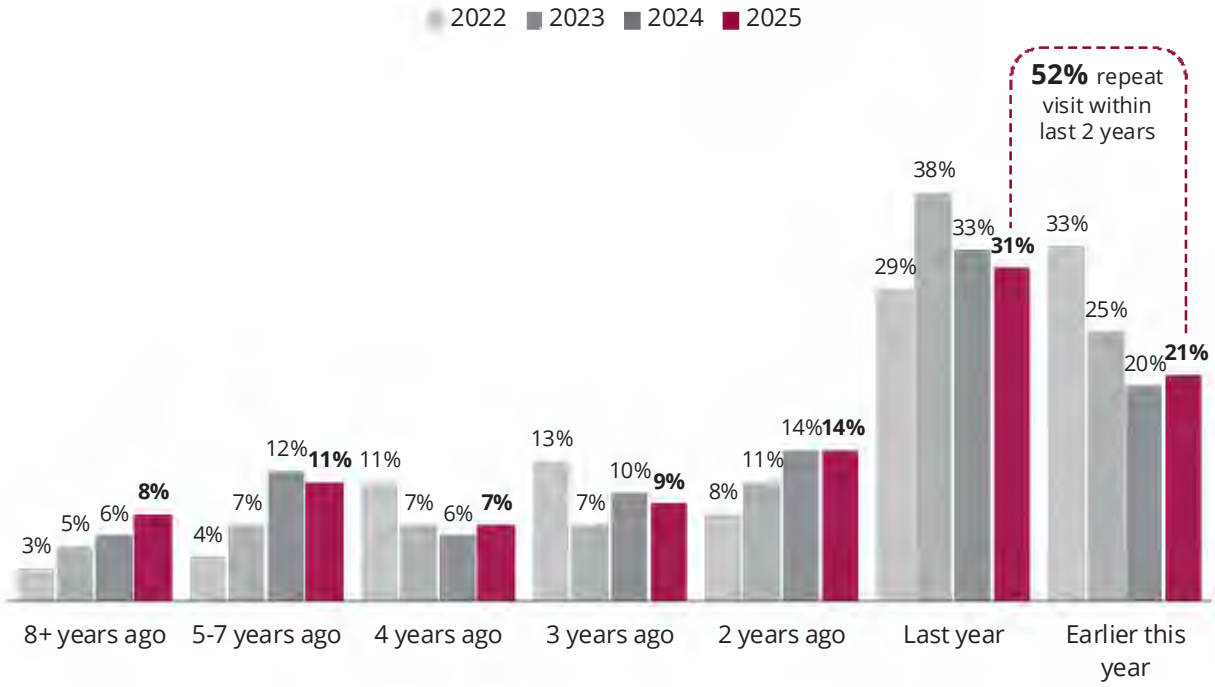
Note: Not asked in 2021.

WHY VEGAS

Most repeat visitors did not wait long between visits.

Half of repeat Las Vegas visitors (52%) said they had visited Las Vegas at least twice over the past two years.

FIGURE 3: **Most Recent Visit to Las Vegas Prior to Current Trip**
(Among Repeat Visitors)



Note: Not asked in 2021.

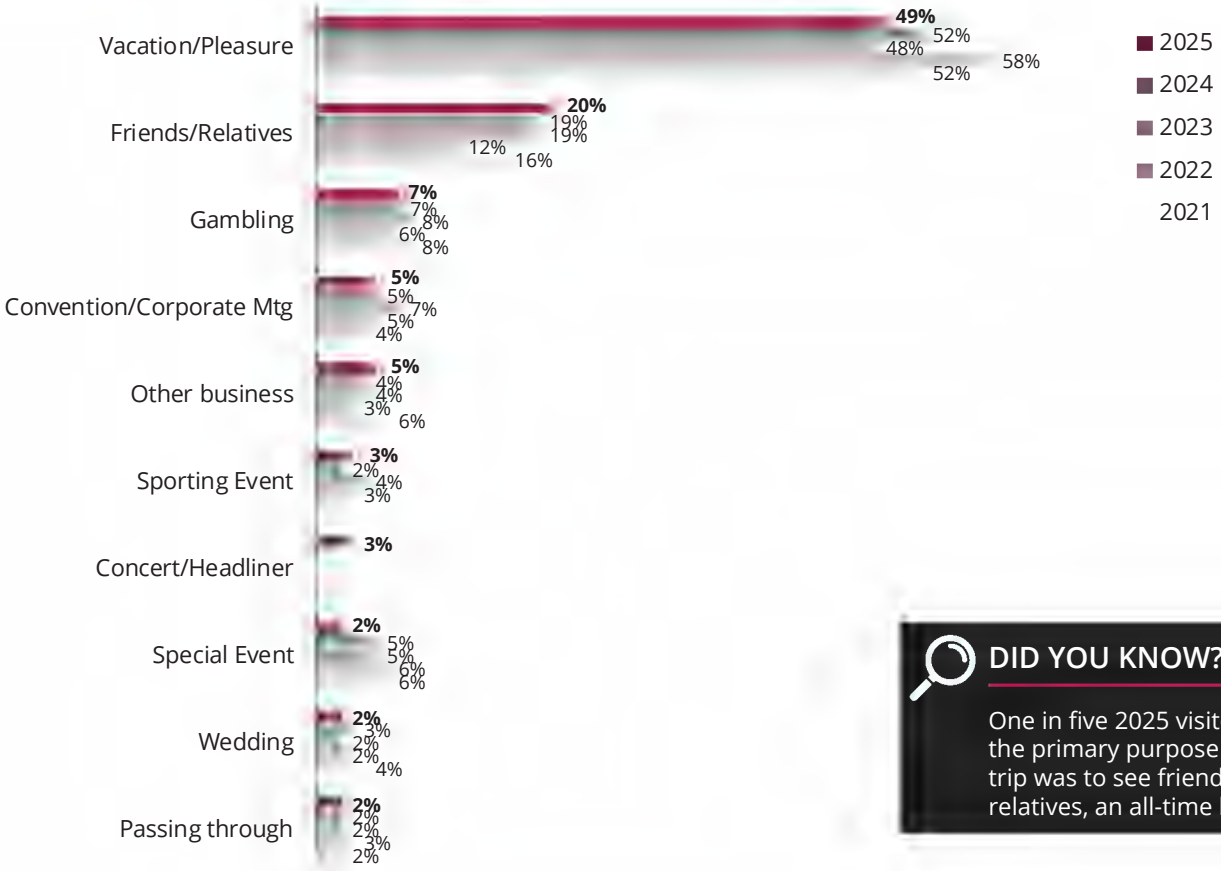


WHY VEGAS

Visiting for pleasure remains as top reason; more visitors are seeing friends and relatives in recent years.

Nearly half (49%) of 2025 visitors said the main purpose of their trip was for vacation/pleasure, down from 52% last year. More visitors said the main purpose of their trip was to attend a sporting event (3% vs. 2%) than last year.

FIGURE 4: **Primary Purpose of Current Visit**



DID YOU KNOW?

One in five 2025 visitors said the primary purpose of their trip was to see friends and relatives, an all-time high.

The purpose of trips differs in some ways between first-timers and repeat visitors.

First-time visitors to Las Vegas were more likely than repeat visitors to say the purpose of their visit was vacation or pleasure (68% vs. 46%), wedding-related visits (3% vs. 2%), or to attend a concert/headliner (4% vs. 3%).

Repeat visitors were more likely than first-time visitors to say they were visiting friends/relatives (22% vs. 6%), attending a convention/corporate meeting (5% vs. 3%), and other business purposes (5% vs. 1%).

FIGURE 5: **Primary Purpose of Current Visit**
(First-Time vs. Repeat Visitors)

First-Time Visitors	Repeat Visitors
68% Vacation/pleasure	**46% Vacation/pleasure**
7% Gambling	**22% Friends/relatives**
6% Friends/relatives	7% Gambling
4% Concert/headliner	5% Convention/corporate mtg
3% Wedding	5% Other business
3% Convention/corporate mtg	3% Concert/headliner
3% Sporting event	3% Sporting event
2% Special event	2% Wedding
2% Passing through	2% Special event
1% Other business	2% Passing through

SPOTLIGHT: FIRST-TIME VISITORS

VISITOR PROFILE SPOTLIGHT: First-Time Visitors

One in ten (10%) 2025 Las Vegas visitors were first-time visitors. Compared to repeat visitors, first-timers skew more female, white, Gen Z, lower income, and are more likely to be international (27% vs. 10%). First-time visitors are more likely to travel for vacation or special occasions, visit Downtown to sightsee/see the casinos, visit paid attractions, and attend live entertainment—especially production shows.

They also tend to plan trips further in advance, use travel agents, book package/group tour rates, and reserve accommodations online through third-party sites.

While first-time visitors are less likely to say they were very satisfied, they are slightly more likely than repeat visitors to say their trip exceeded expectations.



	First Timers	Repeat Visitors
BASE	(533)	(4,876)
DEMOGRAPHICS		
Female	59%	50%
Age 21-29	23%	8%
Age 30-39	43%	34%
Gen Z	20%	6%
Ethnicity: White	65%	57%
Employed	82%	88%
Not Married	47%	42%
$150k+ HHI	33%	45%
GEOGRAPHY		
International	27%	10%
Live in the South	22%	12%
Live in the Midwest	15%	9%
TRIP PLANNING		
Planned Trip 90+ Days in Advance	28%	19%
Used Travel Agent in Trip Planning	13%	2%
Booked Accommodations Through Travel Agent	9%	1%
If Online - Booked by Third Party Website	60%	42%
Booked Accommodations 60+ Days in Advance	39%	33%
Package/Tour Group Rate	31%	9%
TRIP PERCEPTIONS		
Very Satisfied With Visit	82%	88%
Visit Exceeded Expectations	65%	60%
Highly Likely to Recommend Las Vegas *(rated top 3 on 10-pt scale)*	84%	90%
Likely to Return for Vacation/Leisure *(rated top 3 on 5-pt scale)*	92%	94%

	First Timers	Repeat Visitors
BASE	(533)	(4,876)
AVERAGE SPENDING		
Gaming Budget (among those who gambled)	$903.08	$843.28
Accommodations (per night)	$211.83	$170.92
Food and Drink	$794.40	$559.77
Local Transportation	$287.10	$148.78
Shopping	$434.97	$198.84
Shows/Entertainment	$114.59	$63.46
Sightseeing	$96.95	$27.95
Sporting Events	$28.51	$21.62
Paid Attractions	$100.13	$41.38
Recreational Activities	$54.69	$12.86
TRIP CHARACTERISTICS		
Purpose of Visit: Vacation/Pleasure	68%	46%
Visited for Special Occasion	35%	19%
Arrived by Air	58%	46%
Used Personal Vehicle During Stay	29%	46%
Visited Downtown	69%	39%
Visited Downtown to Sightsee/Casinos	17%	6%
Lodged at Hotel/Timeshare (overnighters)	94%	88%
Lodged on Strip Corridor (overnighters)	75%	69%
Number of People per Room (MEAN)	2.5	2.1
Number of Adults in Party (MEAN)	2.6	2.3
People Under 21 in Party	20%	14%
Nights Stayed (MEAN)	3.8	3.1
Number of Casinos Visited (MEAN)	3.8	3.0
Number of Casinos Gambled (MEAN)	1.9	1.7
Saw Live Entertainment	41%	19%
Saw Production Show	60%	43%
Visited Paid Attractions	51%	22%

SPOTLIGHT: GEN Z vs. MILLENNIALS

VISITOR PROFILE SPOTLIGHT: Gen Z vs. Millennials

About seven percent (7%) of 2025 Las Vegas visitors were Generation Z. Compared to Millennials, Gen Z visitors skew female, multicultural, not employed, single, lower income, and are more likely to come from western states. They tend to plan trips more spontaneously, often booking travel and accommodations less than a week in advance. While vacation is the primary purpose of visit for both generations, Gen Z is more likely to travel to attend a concert/see a headliner and travel for a special occasion. Gen Z visitors are more likely to arrive by ground, travel in larger groups, share rooms, and travel for a daytrip. They also show a higher likelihood of being first-time visitors and engaging in exploratory activities such as visiting Downtown to sightsee/visit casinos, attend live entertainment—especially DJs and nightclubs—and experiencing paid attractions, but are less likely than Millennials to gamble.



	Gen Z	Millennial
BASE	(395)	(2,874)
DEMOGRAPHICS		
Female	61%	53%
Employed	75%	94%
Not Married	85%	55%
Ethnicity - Multicultural	57%	49%
$150k+ HHI	14%	44%
GEOGRAPHY		
Live in the West	68%	58%
International	6%	10%
TRIP PLANNING		
Planned Trip < 1 wk in advance	21%	7%
Day Trip	5%	2%
Lodging in Outlying Areas	13%	9%
Booked Accommodations through website/app	75%	86%
Accommodations Booked by Someone Else	11%	3%
Booked Accommodations < 1 wk in advance	26%	10%
Package/Tour Group Room Rate	19%	10%
TRIP PERCEPTIONS		
Very Satisfied With Visit	79%	88%
Visit Exceeded Expectations	58%	65%
Likely to Return for Vacation/Leisure *(rated top 3 on 5-pt scale)*	93%	95%
Highly Likely to Recommend Las Vegas *(rated top 3 on 10-pt scale)*	83%	90%

	Gen Z	Millennial
BASE	(395)	(2,874)
AVERAGE SPENDING		
Gaming Budget (among those who gambled)	$503.09	$841.47
Accommodations (per night)	$187.17	$179.37
Food and Drink	$469.16	$599.18
Local Transportation	$156.51	$163.68
Shopping	$242.67	$200.23
Shows/Entertainment	$107.33	$61.62
Sightseeing	$37.73	$39.65
Sporting Events	$23.91	$25.67
Paid Attractions	$57.56	$57.04
Recreational Activities	$14.43	$23.33
TRIP CHARACTERISTICS		
First-Time Visitor	27%	11%
Purpose of Visit: Concert/Headliner	6%	3%
Visiting for Special Occasion	41%	23%
Arrived by Ground Transportation	70%	52%
Used Personal Vehicle During Stay	60%	42%
Visited Downtown	62%	42%
Visited Downtown to Sightsee/Casinos	16%	9%
Number of People per Room (MEAN)	2.5	2.2
Number of Adults in Party (MEAN)	2.7	2.4
People Under 21 in Party	10%	17%
Nights Stayed (MEAN)	2.9	3.2
Gambled During Stay	70%	82%
Attended Shows/Entertainment	31%	20%
Went to a Paid Attraction	36%	26%
Went to a Nightclub	30%	13%
Went to an Immersive Experience	18%	9%
Went to a Dayclub	9%	5%
Went to Speedway/Automotive Driving Exp.	3%	1%

FIGURE 6: **Visiting for Special Personal Occasion**



One in five visitors came to Las Vegas for a special personal occasion, such as a birthday or anniversary.

This is slightly down from last year (21% in 2025 vs. 23% in 2024).

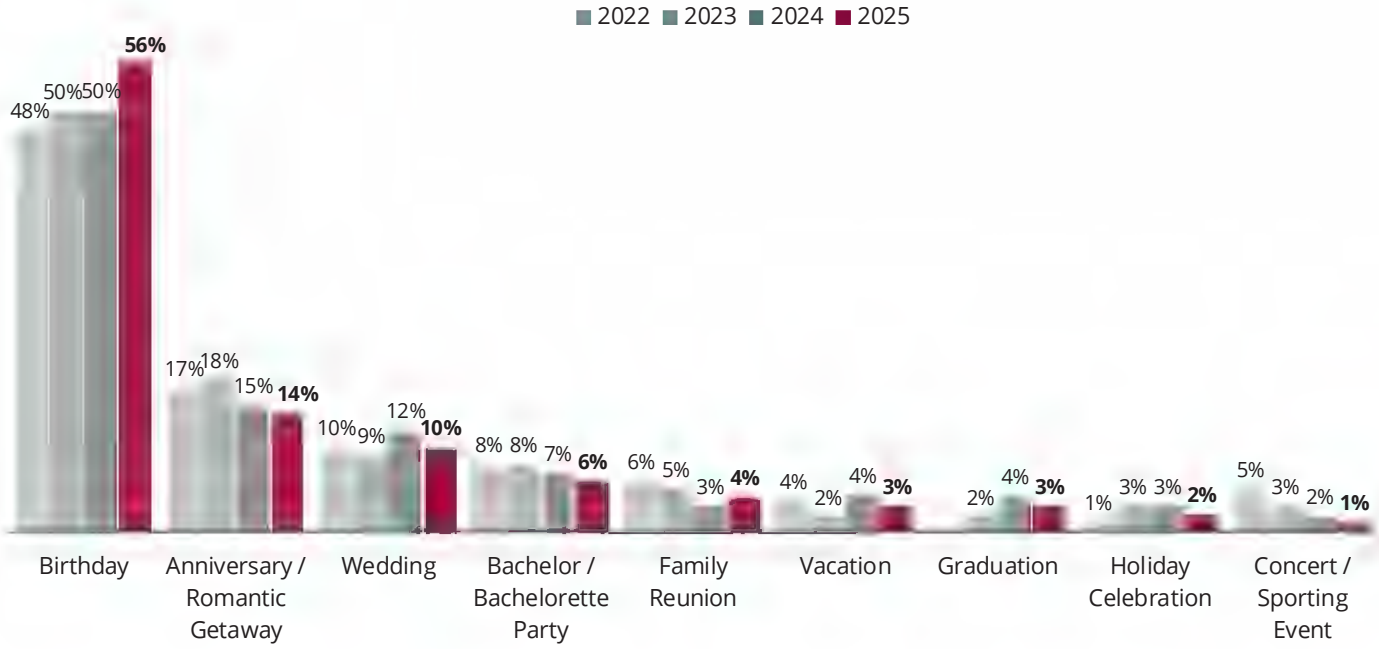
DID YOU KNOW?

Over one-third of visitors under 30 years old (36%) said they came to Las Vegas for a special personal occasion.

Birthday trips become more popular.

Visitors who said they had come to Las Vegas for a special personal occasion were asked what the special personal occasion was, and over half (56%) said it was for a birthday, up from last year (50%). Love and romance remain as popular reasons to visit Las Vegas, with around one-fourth of visitors saying the special occasion was an anniversary or romantic getaway (14%), or a wedding (10%).

FIGURE 7: **Special Personal Occasion Visiting For This Trip**

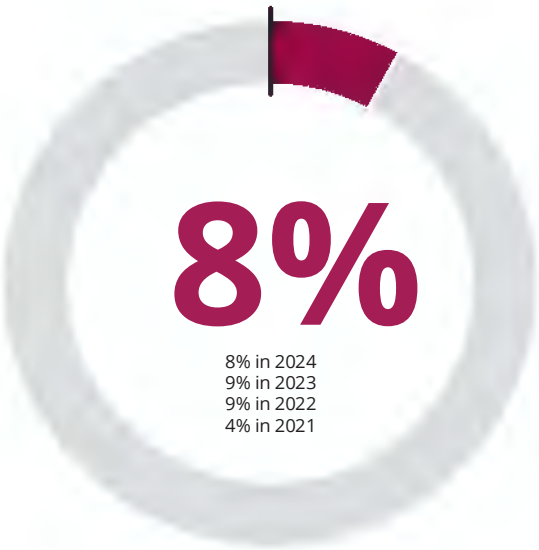


WHY VEGAS

Convention-related visits holding steady.

Nearly one in ten (8%) visitors said they had attended or worked at a convention, trade show, association or corporate meeting during their trip, the same as in 2024.

FIGURE 8: **Attended Convention/Meeting in Las Vegas**



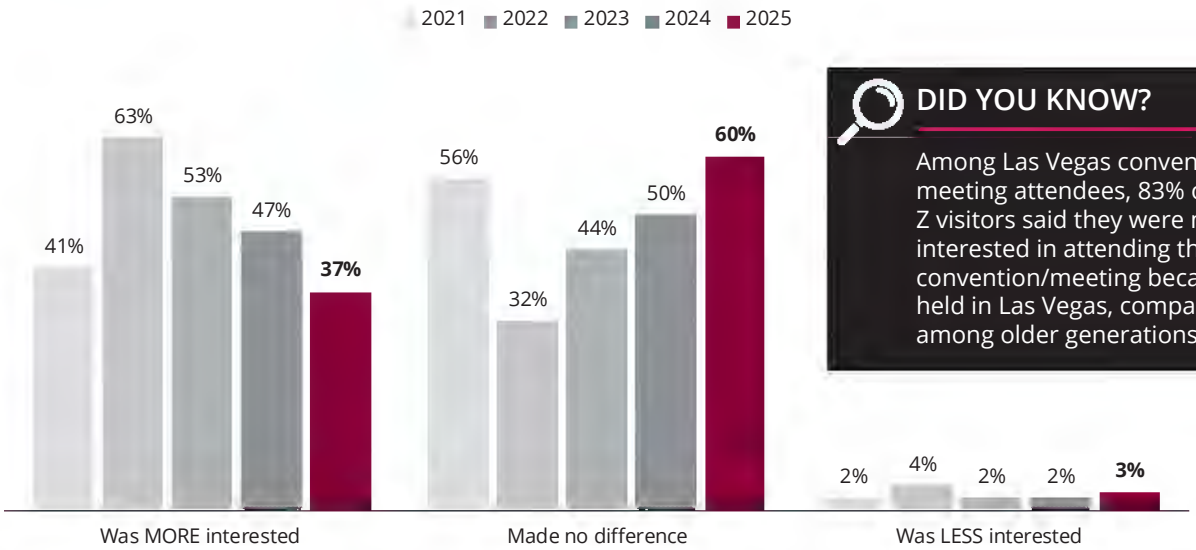


Two in five Convention Visitors said they are more interested in attending their business meeting because it's in Las Vegas.

Among those who attended a convention or corporate meeting during their visit, nearly two in five (37%) said they were more interested in attending the event because it was in Las Vegas, down from 47% last year.

Three in five convention visitors (60%) said it made no difference to them that the event was in Las Vegas.

FIGURE 9: **Impact on Interest in Attending Conventions/Meetings**
(Among Las Vegas Meeting Attendees, n=406)



DID YOU KNOW?

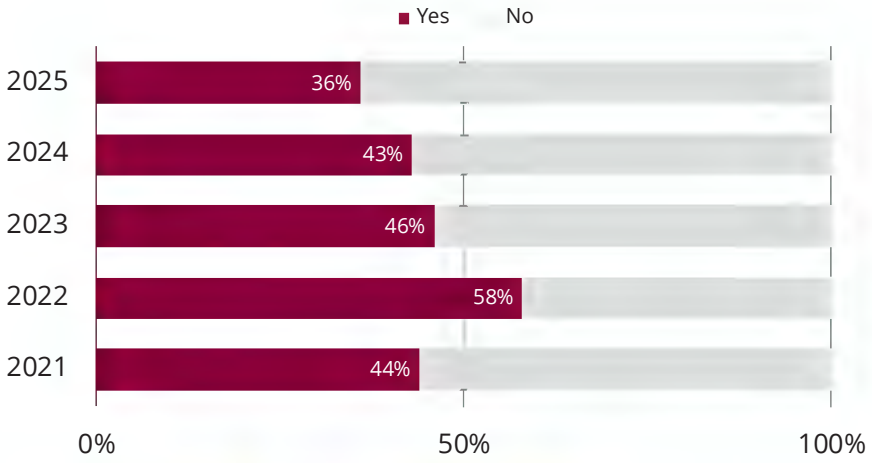
Among Las Vegas convention/ meeting attendees, 83% of Gen Z visitors said they were more interested in attending the convention/meeting because it was held in Las Vegas, compared to 33% among older generations.

WHY VEGAS

Fewer business visitors extending their stay to enjoy leisure time in Las Vegas.

Over one-third (36%) of those who attended a convention or corporate meeting said they extended their stay for leisure purposes, down from 43% in 2024. Among convention visitors who extended their stay, the mean length by which they extended their stay was 2.7 nights.

FIGURE 10: **Extended Trip for Leisure Purposes**
(Among Las Vegas Meeting Attendees, n=406)



Avg. Number of Nights Extended

2021	2022	2023	2024	**2025**
2.8	2.9	2.5	2.8	**2.7**



The proportion of visitors working during their stay holds steady.

Among employed visitors, around one in ten (11%) said they did some work during their visit.

FIGURE 11: **Performed Work During This Visit to Las Vegas**
(Among Employed)



ON THE GO

ON THE GO: TRAVEL, TRANSPORTATION, AND PLACES VISITED

FIGURE 12: **Advance Trip Planning**



Visitors are more likely to plan their trip one month or more before travel.

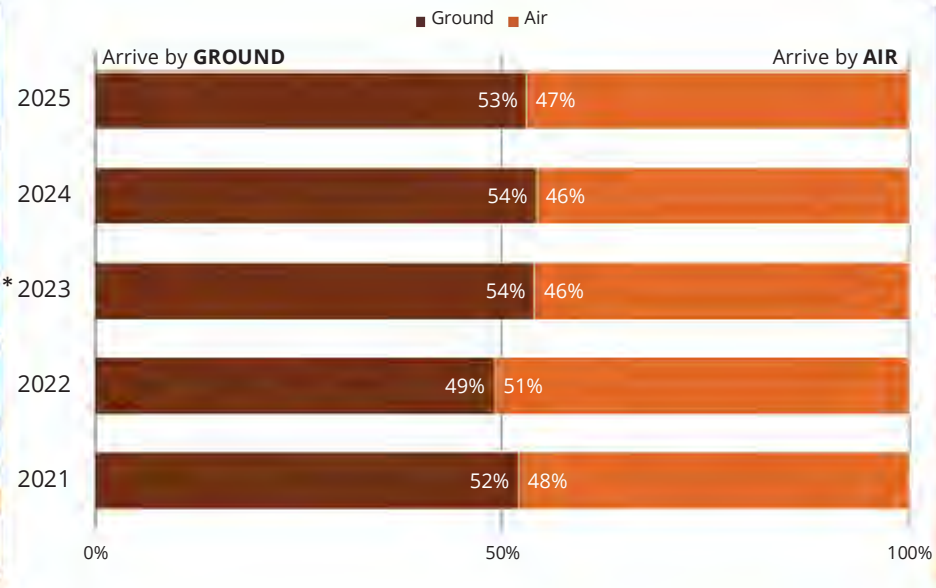
Around three in five (58%) visitors planned their trip one month or more in advance, similar to last year (59%). One-third (33%) of Las Vegas visitors planned their trip between a week and a month ahead, also on par with last year (32%).

Slight majority of visitors drive into Las Vegas.

Over one-half (53%) of visitors arrived in Las Vegas via ground transportation.

FIGURE 13: **Ground vs. Air Transportation to Las Vegas**







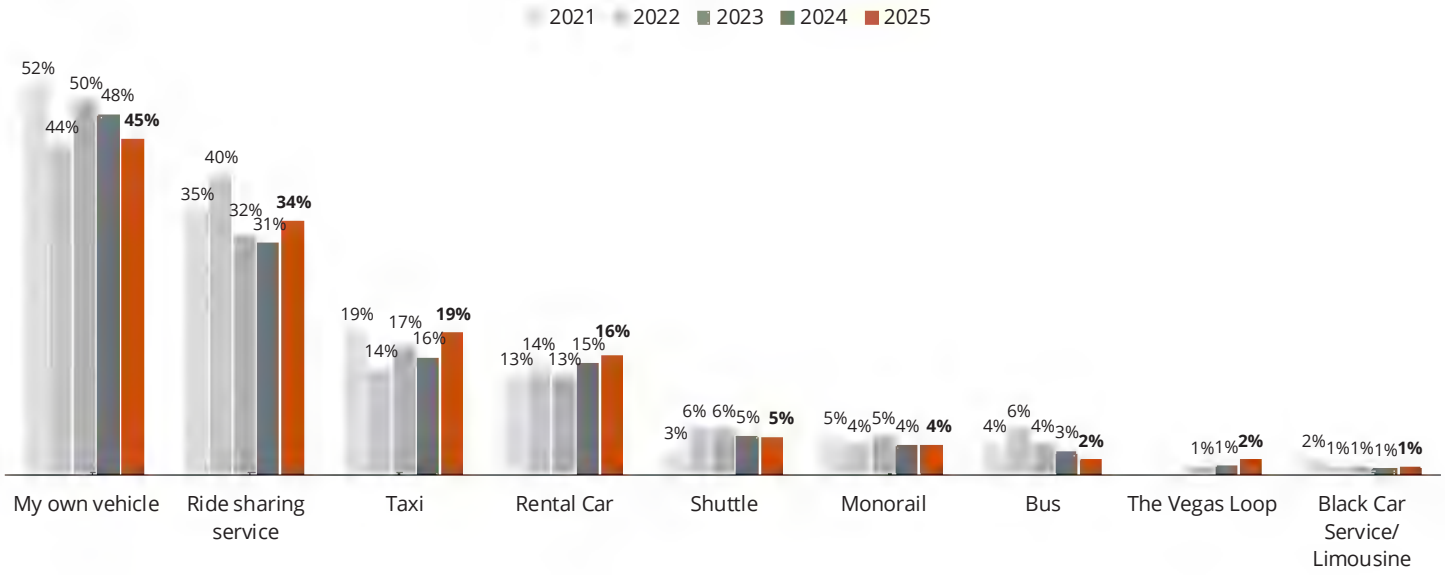
**Note: 2023 air/ground mix reflects enhanced weighting methodology with updated data sources; prior years reflect slightly different data sources.*

ON THE GO

Visitors mostly travel around town using their personal vehicle. Ride-sharing and taxi use is on the rise.

Nearly one-half (45%) of visitors drove their own vehicle during their visit, down from last year (48%). Compared to 2024, more visitors used a ride-sharing service (34% vs. 31%) or took a taxi (19% vs. 16%).

FIGURE 14: **How I Got Around Las Vegas**



Note: Multiple responses permitted, "Vegas Loop" added in 2023

Fewer visitors are exploring Downtown.

About two in five (42%) visited Downtown Las Vegas during their stay, down from 52% last year.

FIGURE 15: **Visited Downtown Las Vegas**



DID YOU KNOW?

While four in ten among all Las Vegas visitors went Downtown during their stay, Gen Z visitors (62%), those with incomes under $100,000 (61%), and those who saw shows (57%) or went to sporting events (51%), were more likely to visit Downtown Las Vegas.

ON THE GO

Lodging and gambling growing as draws for Downtown.

About two in five (42%) of visitors who went Downtown said the main reason was to see the Fremont Street Experience, down from 50% last year. One in seven (14%) said they were lodging Downtown, up from 12% last year. More visitors than last year said they went Downtown for gambling purposes (12% vs. 8%).

FIGURE 16: **Reasons for Visiting Downtown**
(Among Downtown Las Vegas Visitors)

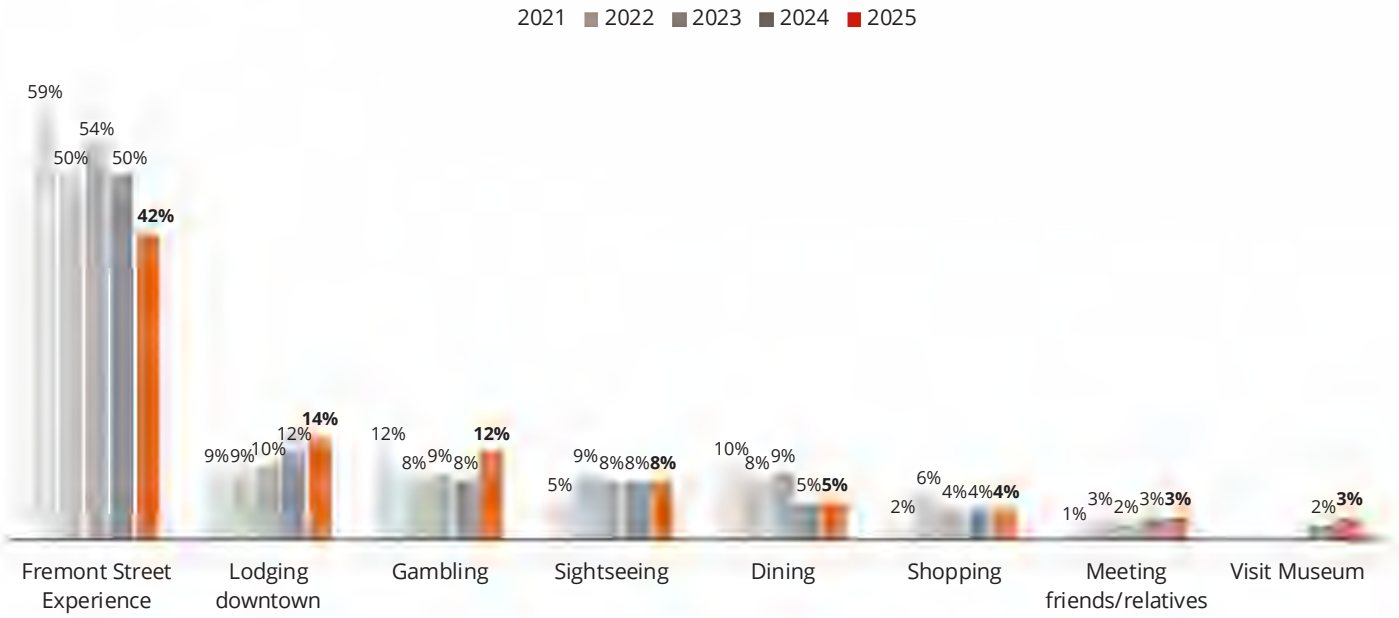
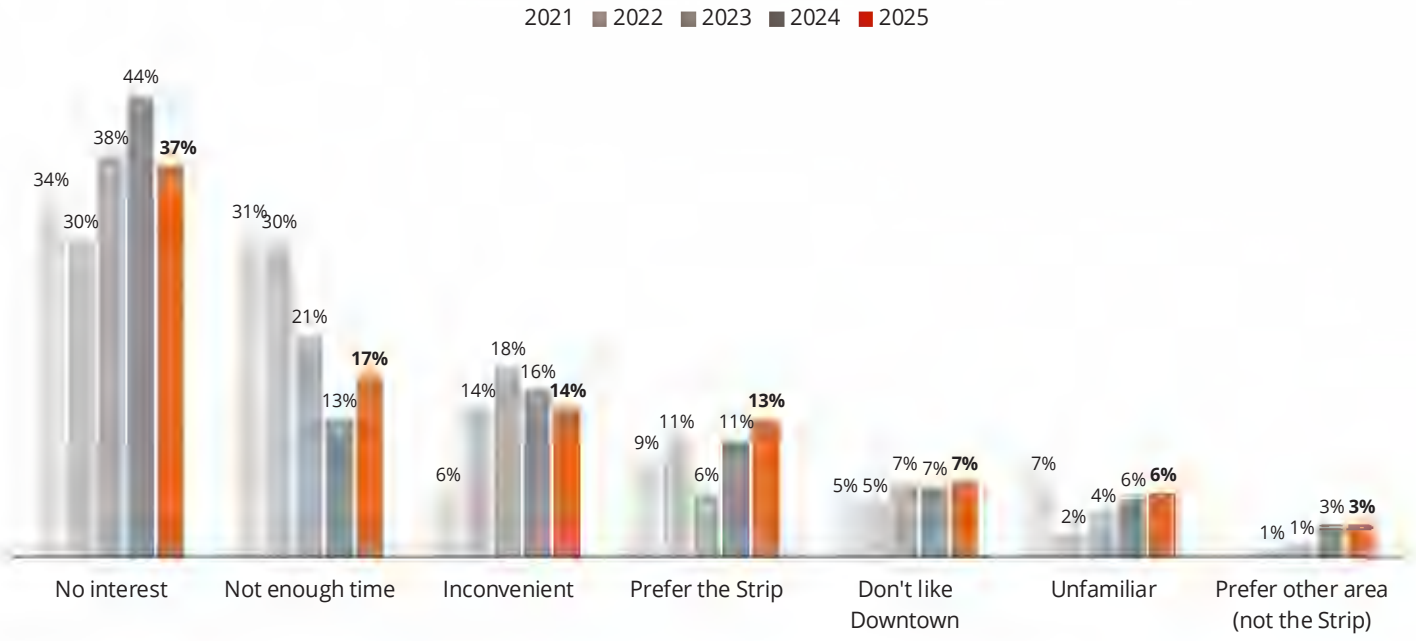


FIGURE 17: **Reasons for NOT Visiting Downtown**
(Among Non-Visitors to Downtown Las Vegas)



ON THE GO

Visitors mainly focus their trip on Las Vegas rather than nearby places.

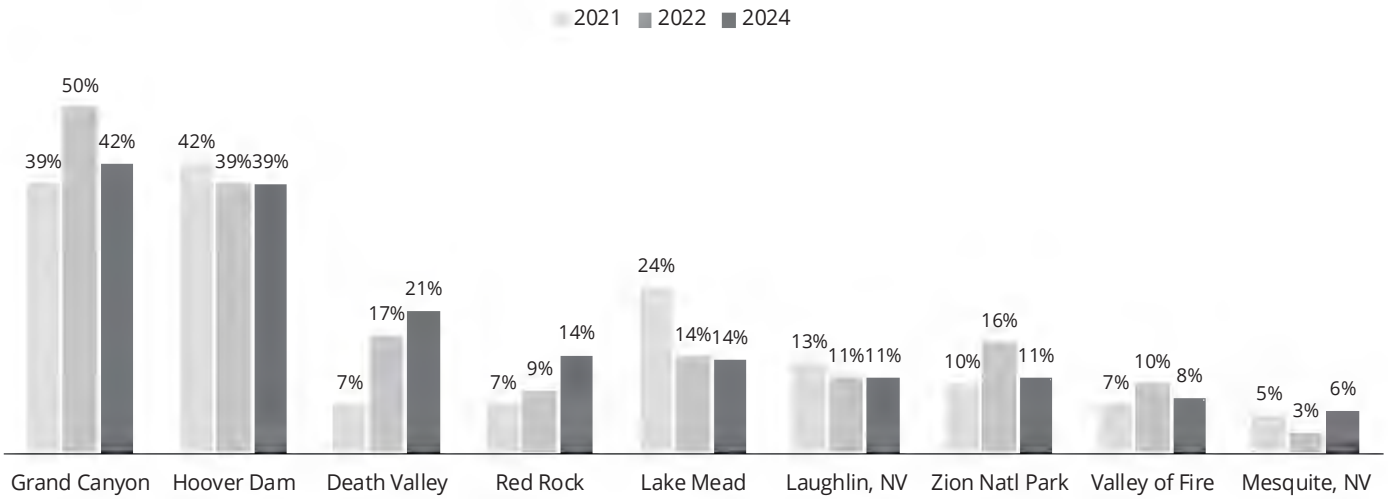
About one in ten visitors (11%) in 2024* visited nearby destinations before or after their trip to Las Vegas, down from 16% in 2022.

FIGURE 18: **Visited Other Nearby Places***





FIGURE 19: **Other Nearby Places Visited***
(Among Visitors to Other Places)



**Note: With question rotation schedule, this was not asked in 2023 or 2025.*

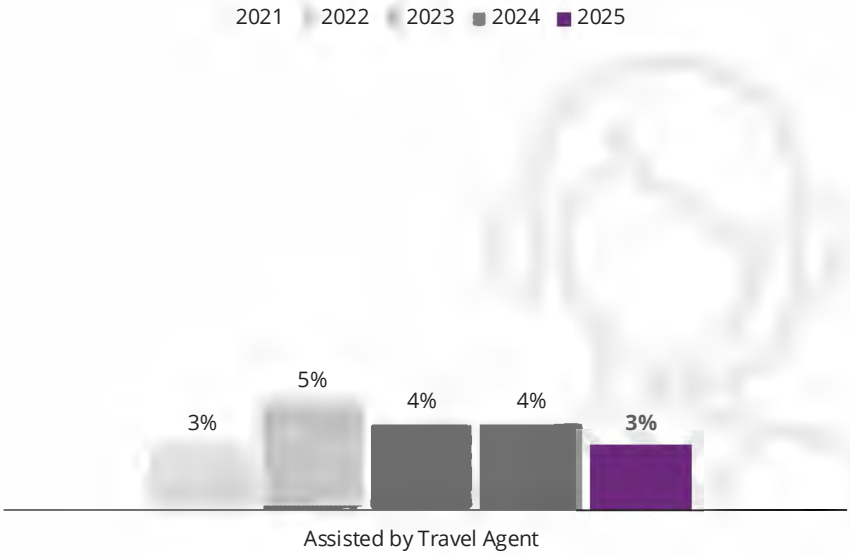
TRIP PLANNING

TRIP PLANNING: LODGING AND RESERVATIONS

Few visitors used a travel agent/advisor when planning their trip.

Three percent (3%) of visitors used a travel agent in planning their trip to Las Vegas, down from 5% in 2022.

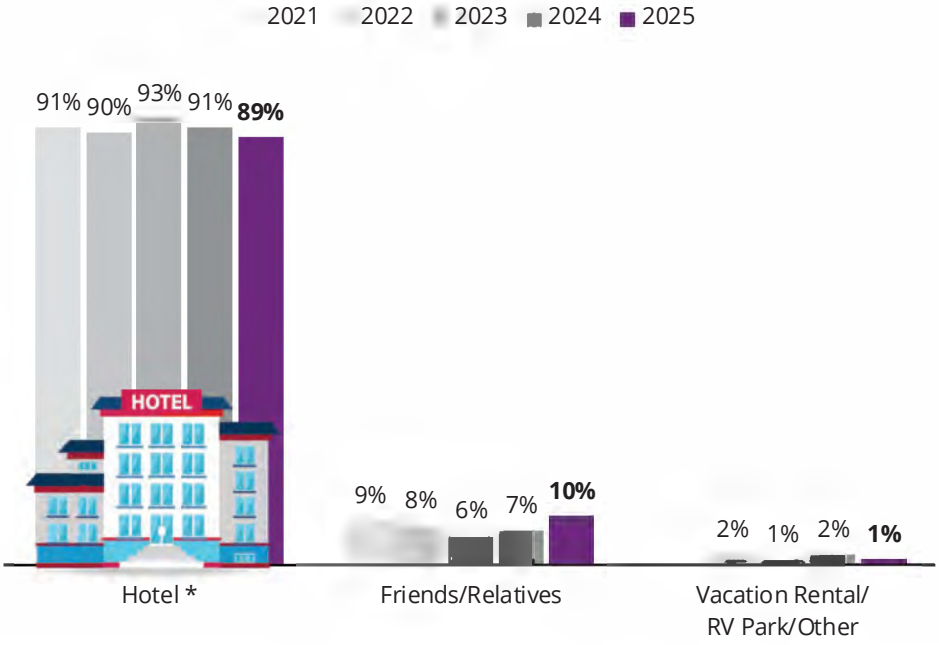
FIGURE 20: **Assisted by Travel Agent in Planning Trip**



Most visitors stay at a hotel. Staying with relatives and friends reaches a past five-year high.

Around nine in ten visitors (89%) lodged at a hotel in 2025, down from 91% in 2024. One in ten visitors (10%) lodged with friends or relatives, up significantly from last year (7%), and a five-year high.

FIGURE 21: **Type of Lodging**
(Among Overnight Visitors)



** Also includes respondents who stayed in a timeshare.*

DID YOU KNOW?

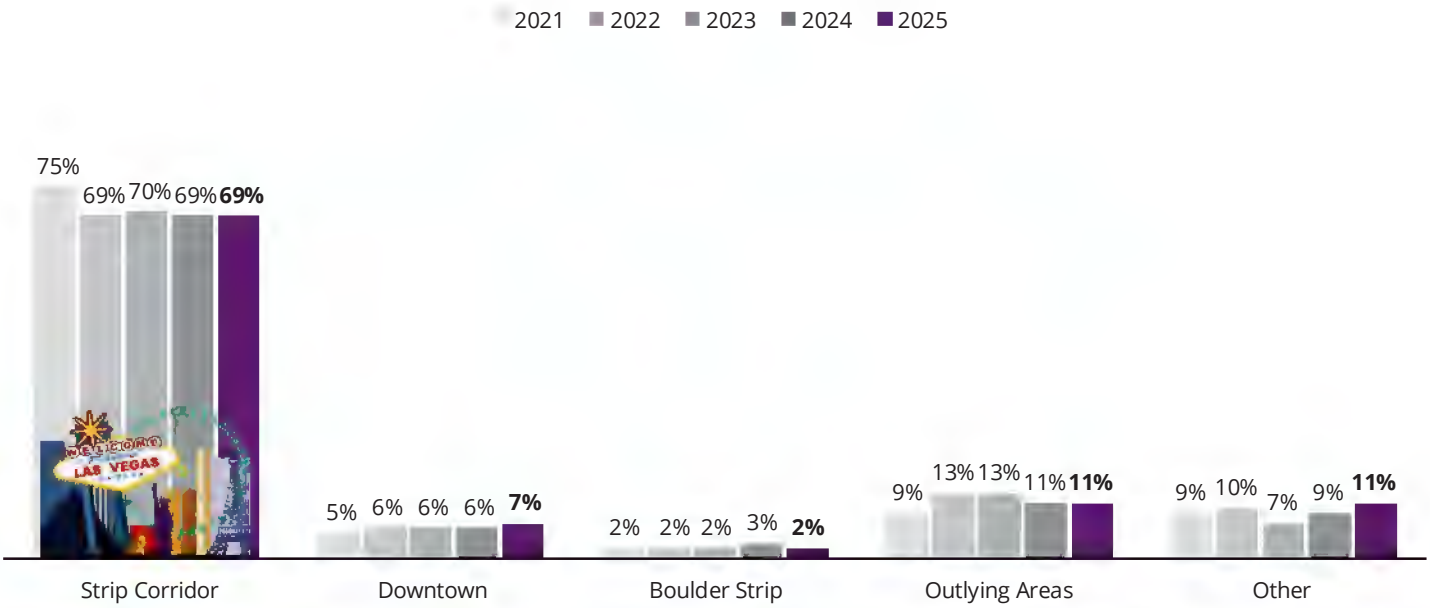
One in eight (12%) visitors from Southern California said they stayed with friends or relatives.

TRIP PLANNING

The Strip remains the most popular place to stay.

More than two-thirds (69%) of visitors stayed on the Strip, similar to the past three years.

FIGURE 22: **Location of Lodging**
(Among Overnight Visitors)





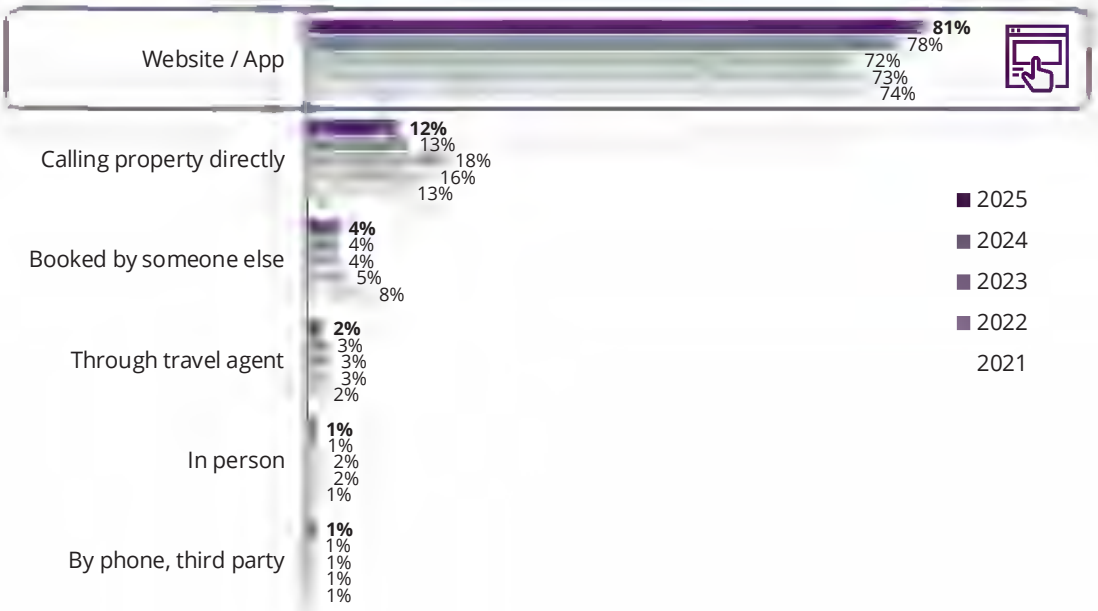
Note: The Strip Corridor includes properties on or near Las Vegas Boulevard, generally between Russell Road to the south and St. Louis Avenue to the north.

TRIP PLANNING

Visitors booking through a website or app at an all-time high.

About four in five visitors booked their accommodations online (81%), an all-time high. Fewer visitors are booking through a travel agent (2%) compared to last year (3%).

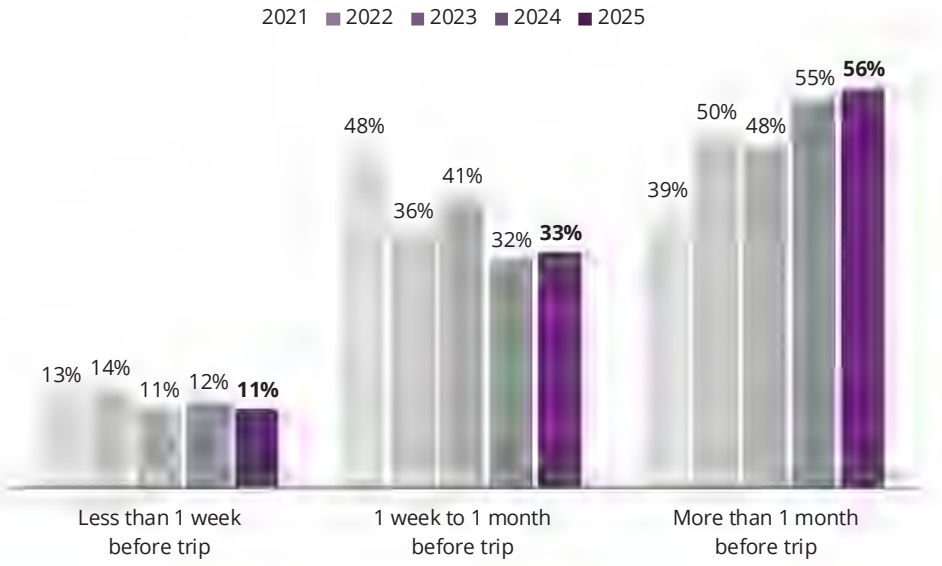
FIGURE 23: **Method of Booking Accommodations**
(Among Those Who Stayed in Hotel)



More than half of visitors are booking their trip more than one month in advance.

Advance booking of accommodations among visitors to Las Vegas remains similar to last year, where more than one half of visitors (56%) booked their accommodation more than one month before their trip. One third (33%) booked their accommodation between one week to a month in advance, while 11% booked their trip less than a week in advance.

FIGURE 24: **Advanced Booking of Accommodations**
(Among Those Who Stayed in Hotel)

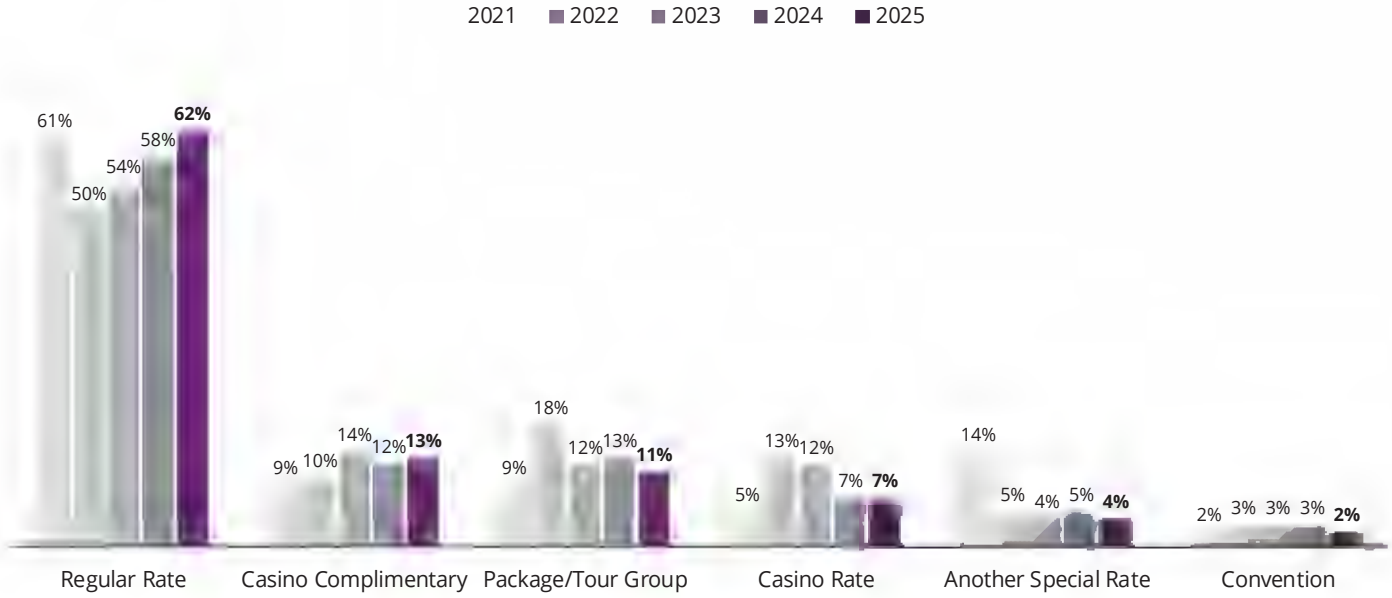


TRIP PLANNING

Most visitors paid a regular room rate.

Around three in five (62%) visitors booked their accommodation at a regular rate, up from 58% last year. Compared to last year, fewer visitors booked their accommodation using a package or tour group rate (11% vs. 13%).

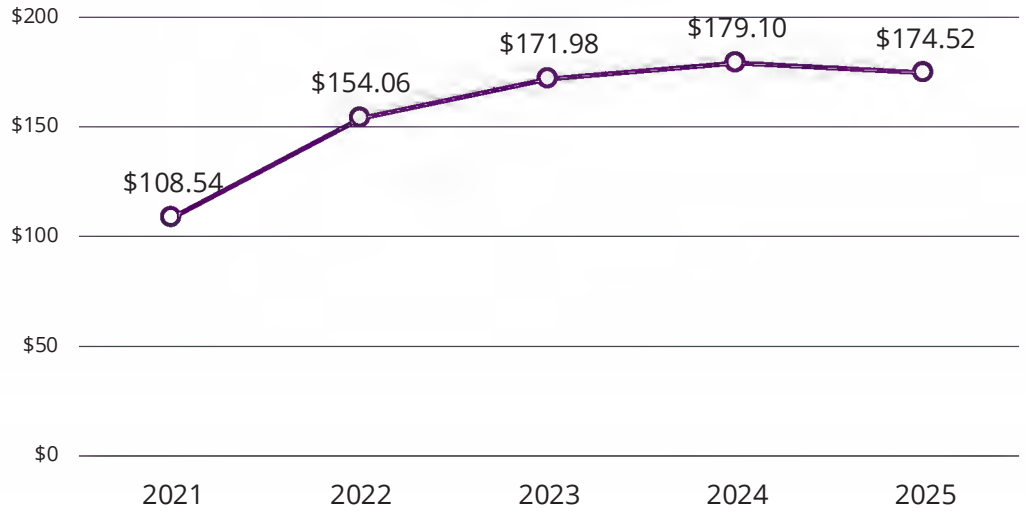
FIGURE 25: **Type of Room Rate**
(Among Those Who Stayed in Hotel)



Average room rates declined in the past year.

The average amount spent per night on lodging in 2025 was $174.52, down from 2024 levels.

FIGURE 26: **Average Spend Per Night on Lodging**
(Among Non-Package, Non-Comp Visitors Who Stayed in Hotel)

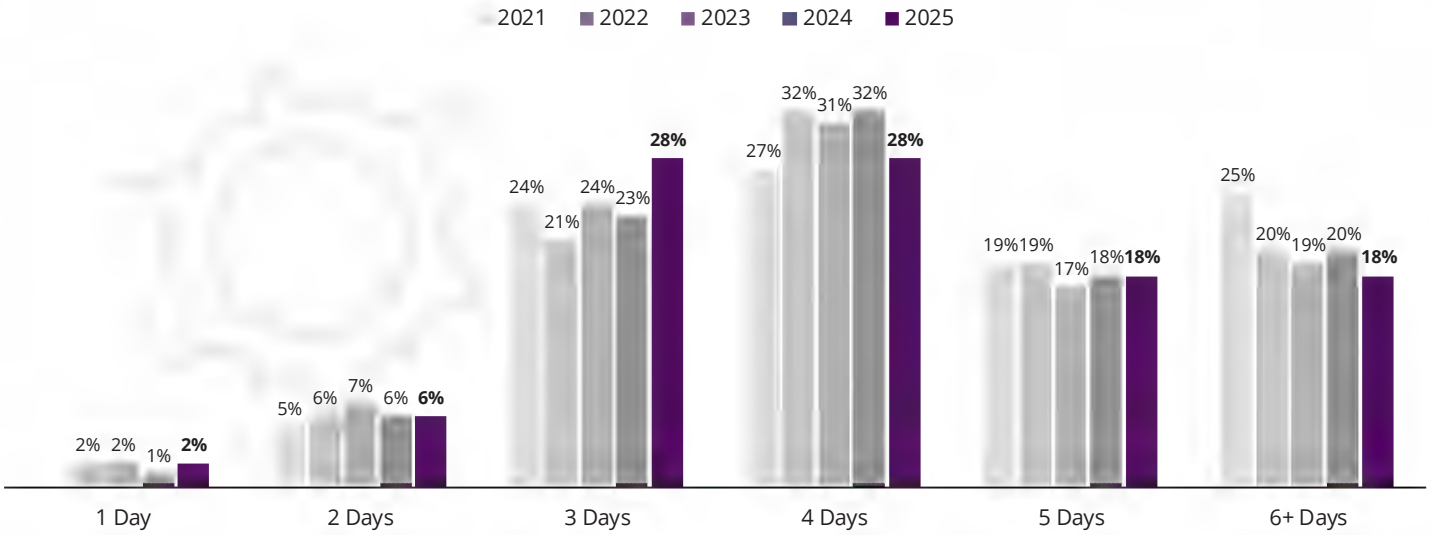


TRIP PLANNING

Visitors' length of stay down from last year.

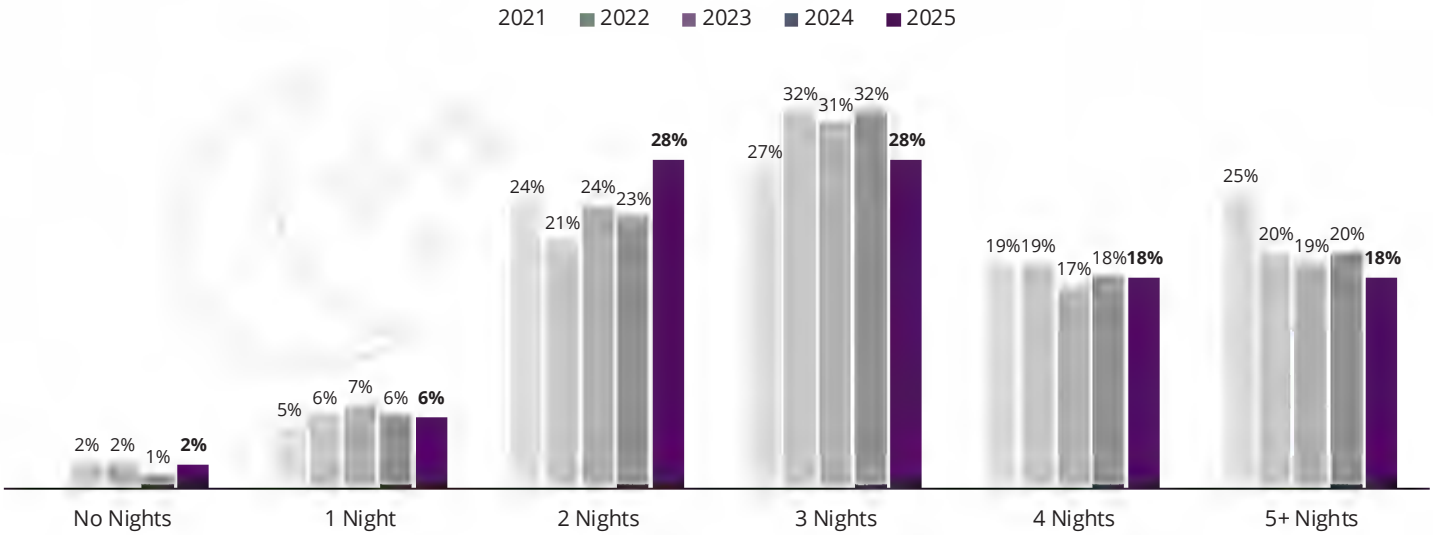
The average number of days (4.2) and nights (3.2) stayed in Las Vegas in 2025 decreased from 2024 (4.4 days and 3.4 nights).

FIGURE 27: **Number of Days Stayed (Length of Stay)**



Average Number of Days Stayed				
2021	2022	2023	2024	**2025**
4.6	4.4	4.3	4.4	**4.2**

FIGURE 28: **Number of Nights Stayed (Length of Stay)**



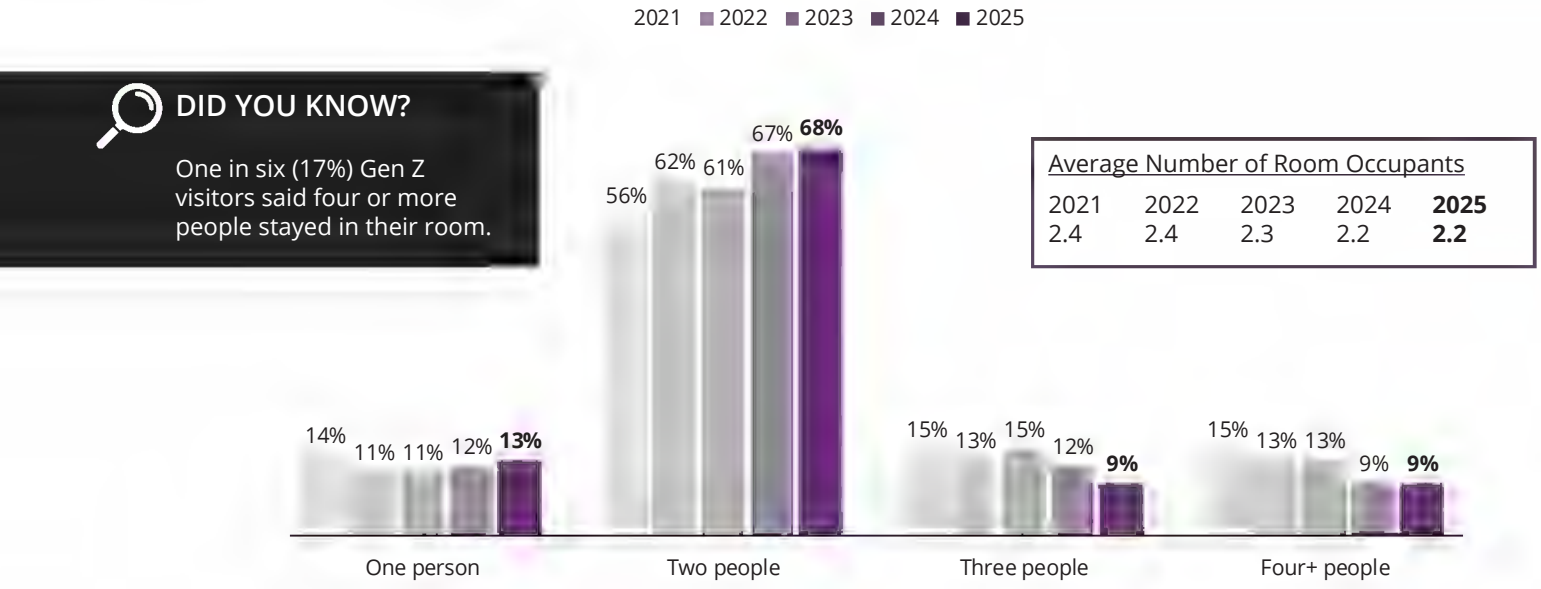
Average Number of Nights Stayed				
2021	2022	2023	2024	**2025**
3.6	3.4	3.3	3.4	**3.2**

TRIP PLANNING

Visitors with 2 people per room remains the norm.

The mean number of guests per room was 2.2, on par with last year, but down from 2021-2023. Around two-thirds (68%) of visitors said two people stayed in their room, up from 2021-2023 results.

FIGURE 29: **Number of Room Occupants**
(Among Those Who Stayed in Hotel)



DID YOU KNOW?

One in six (17%) Gen Z visitors said four or more people stayed in their room.

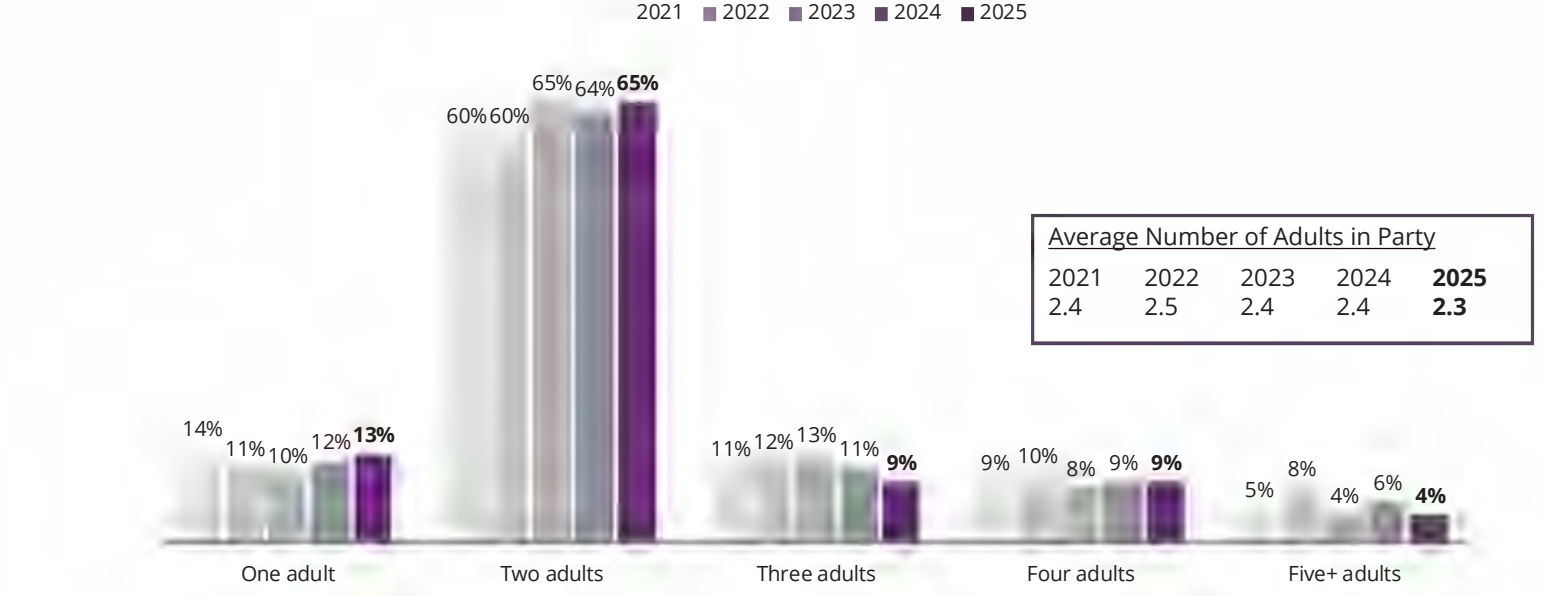
Average Number of Room Occupants

2021	2022	2023	2024	**2025**
2.4	2.4	2.3	2.2	**2.2**

Two-thirds of visitors report two adults in their party.

About two in three visitors (65%) were accompanied by one other adult. The average party size was 2.3 adults, down from 2.4 last year.

FIGURE 30: **Number of Adults in Immediate Party**



Average Number of Adults in Party

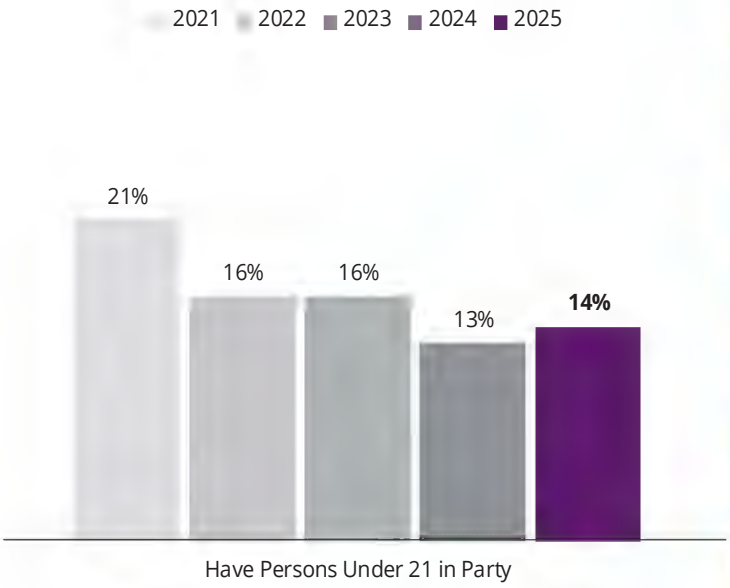
2021	2022	2023	2024	**2025**
2.4	2.5	2.4	2.4	**2.3**

TRIP PLANNING

Groups with children visiting Las Vegas slightly increased since last year.

Parties with someone under 21 years old in 2025 slightly increased from last year (14% vs. 13%).

FIGURE 31: **Have Persons Under Age 21 in Party**

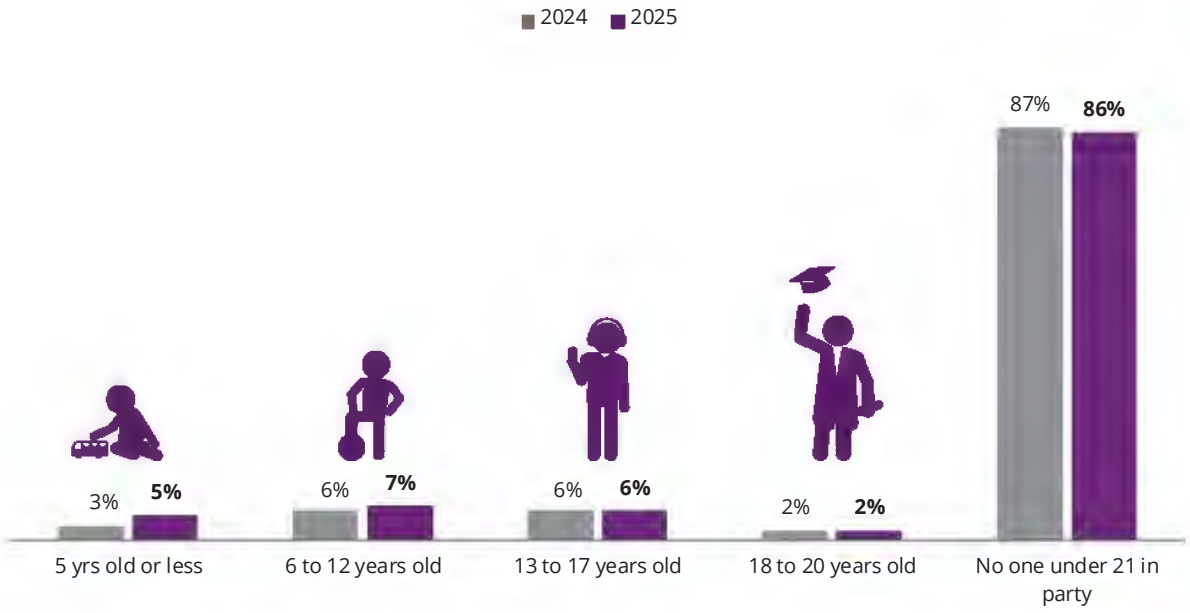




14% of visitors have children in their party.

Most of the under 21 travelers are school-aged (6-17 years old). The average number of children under 21 among those travelling with children was 1.8.

FIGURE 32: **Age of People Under 21 in Party**



Note: Multiple responses are possible (i.e. a visitor may travel with more than one person under 21, in multiple age categories).

SPOTLIGHT: PLAN WITH INFLUENCERS

VISITOR PROFILE SPOTLIGHT: Plan With Influencers

In 2025, visitors were asked if they used the advice of "influencers*" in planning their Las Vegas trip, and one in eight (12%) said they had. Those who used influencers were more likely than other visitors to be first-time visitors to Las Vegas, visit for vacation, visit for a special event/concert, and arrive to Las Vegas by ground. They were more likely to participate in a variety of activities and spent more on average in all categories besides gambling. On average, they reported more adults in their party and a longer length of stay and were more likely to be traveling with children. Six in ten were under 40 years of age and report lower income than those who did not consult influencers. While they were less likely to say they were very satisfied with their trip or that their visit exceeded their expectations, they were more likely to say they planned to visit Las Vegas for vacation/ leisure in the future.



	Used Influencer	All Other Visitors
BASE	(662)	(4,715)
DEMOGRAPHICS		
Age 21-39	60%	42%
Employed	82%	88%
Ethnicity: Multicultural	49%	41%
$150k+ HHI	29%	46%
GEOGRAPHY		
Live in CA	41%	31%
International	8%	13%
TRIP PLANNING		
Used Travel Agent in Trip Planning	7%	3%
Booked Accommodations w/Smartphone/Tablet	46%	39%
Booked Accommodations <1 Week in Advance	17%	10%
Package/Tour Group Room Rate	20%	10%
TRIP PERCEPTIONS		
Very Satisfied With Visit	73%	90%
Visit Exceeded Expectations	52%	61%
Likely to Return for Vacation/Leisure *(rated top 3 on 5-pt scale)*	96%	94%
Highly Likely to Recommend Las Vegas *(rated top 3 on 10-pt scale)*	80%	91%
TOP 5 SOCIAL MEDIA USAGE (AT LEAST ONCE/WEEK)		
Instagram	78%	59%
Facebook	74%	61%
TikTok	66%	25%
YouTube	62%	26%
X	34%	18%

	Used Influencer	All Other Visitors
BASE	(662)	(4,715)
AVERAGE SPENDING		
Gaming Budget (among those who gambled)	$720.30	$870.43
Accommodations (per night)	$193.13	$171.93
Food and Drink	$754.72	$559.59
Local Transportation	$262.75	$149.01
Shopping	$509.90	$182.35
Shows/Entertainment	$177.48	$52.60
Sightseeing	$85.32	$27.77
Sporting Events	$45.17	$19.21
Paid Attractions	$123.00	$36.75
Recreational Activities	$66.27	$10.14
TRIP CHARACTERISTICS		
First-Time Visitor	22%	8%
Purpose of Visit: Vacation/Pleasure	60%	47%
Purpose of Visit: Concert/Special Event	11%	5%
Visited for Special Occasion	45%	18%
More Interested In Attending Convention because it was in Las Vegas	68%	32%
Arrived by Ground Transportation	65%	51%
Visited Downtown	67%	39%
Number of Adults in Party (MEAN)	2.6	2.3
People Under 21 in Party	20%	13%
Nights Stayed (MEAN)	3.5	3.2
Gambled During Stay	86%	80%
Saw Live Entertainment	44%	18%
Attended a Sporting Event	9%	5%
Viewed a Sporting Event	25%	11%
Went to Paid Attractions	47%	22%
Went to a Nightclub	29%	9%

**Question Text: Did you use advice, tips, or anecdotes from bloggers, vloggers, YouTubers, influencers, or other online personalities when planning for this trip to Las Vegas?*

GAMING

GAMING: BEHAVIOR AND BUDGETS

More visitors participated in gaming during 2025.

About four out of five (81%) visitors gambled during their stay, up from 2021-2024 results. Among those visitors, the average amount of time spent gambling was 2.6 hours. The overall gaming budget among gamblers was $848.95, up significantly from 2021-2023.

FIGURE 33: **Gambled While in Las Vegas/Hours of Gambling**

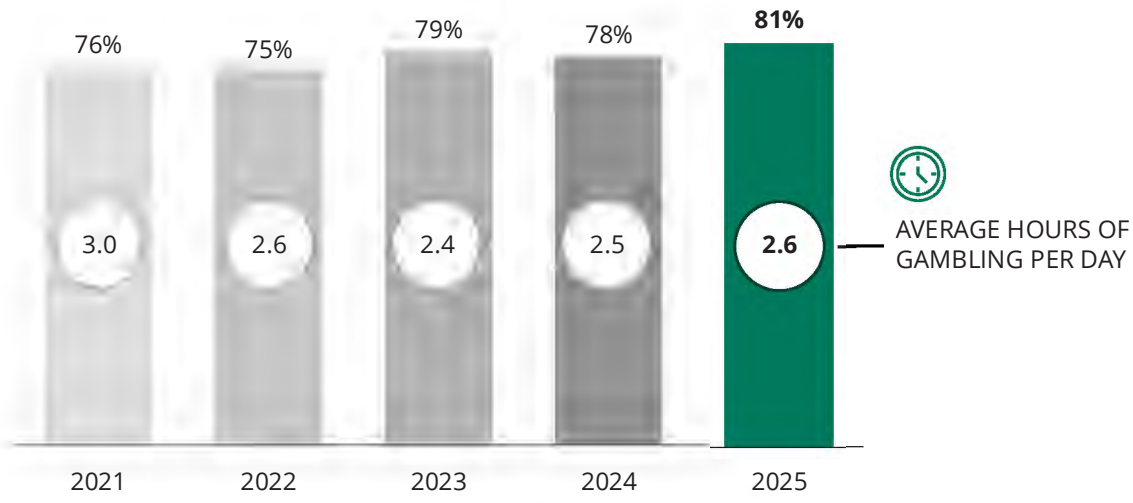
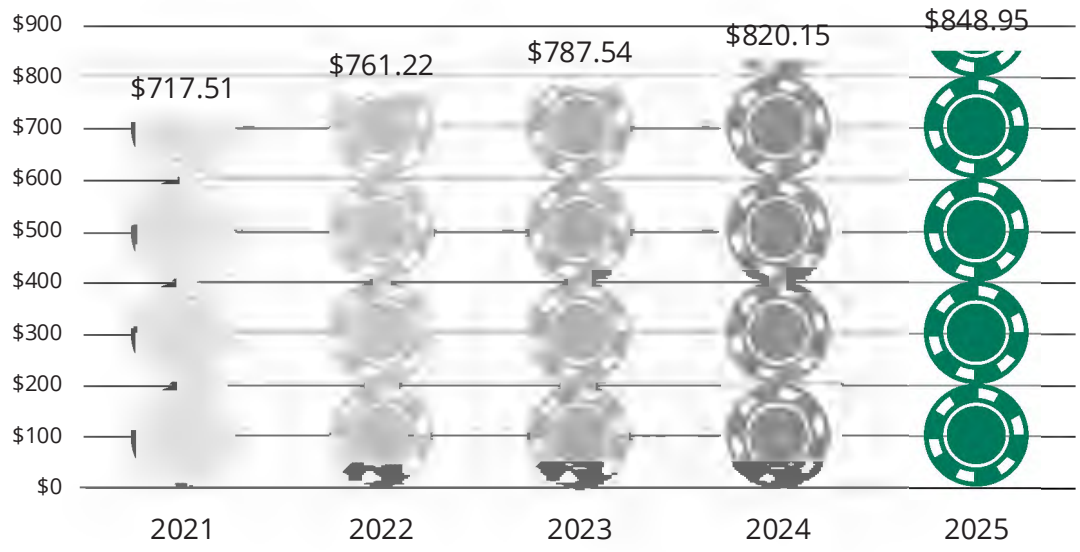


FIGURE 34: **Gaming Budget**



GAMING

Visitors spent time within fewer casinos during stay.

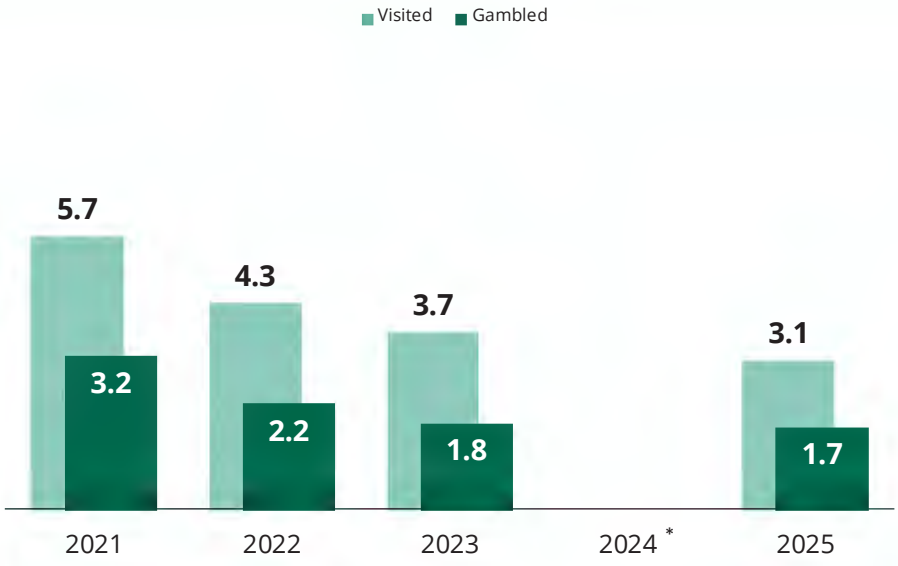
In 2025, Las Vegas visitors went to an average of 3.1 casinos during their stay, continuing a downward trend from 5.7 casinos in 2021, 4.3 in 2022, and 3.7 in 2023.

They gambled at an average of 1.7 casinos, down from 2.2 in 2022.

DID YOU KNOW?

Although Gen Z reports the lowest gambling participation in Las Vegas, they visit more casinos on average (3.2) than older generations (2.9), exploring more as newer visitors to the destination.

FIGURE 35: **Number of Casinos Visited/Gambled**



**Note: Not asked in 2024*



ACTIVITIES

ACTIVITIES: ENTERTAINMENT ACTIVITIES AND SPENDING

Shifts in visitors' spending habits.

After steadily increasing since the pandemic, spending on food and drinks decreased in 2025 compared to 2024, averaging $582.86 among all Las Vegas visitors. Spending on shopping ($222.05) and sightseeing ($34.74) also decreased compared to last year, while spending on sporting events ($22.30) and paid attractions ($47.16) increased from 2024 spending levels.

FIGURE 36: **Average Trip Expenditures**
(All Visitors, including those who spent nothing)





**Note: Beginning in 2024, visitors were asked how much they spent on paid attractions and recreational activities during their stay. This refinement may have affected how much visitors said they spent in other categories such as shows and entertainment and sporting events.*

ACTIVITIES

Among spenders, food and beverage and shopping spending decreased from last year.

Among spending visitors, food and drink spending decreased to an average of $589.36, though this was still higher than 2021-2023 averages. Spending on shopping ($377.04) also dropped from the 2024 average, while spending on sporting events ($452.48) and paid attractions ($166.74) increased from 2024 levels.

FIGURE 37: **Average Trip Expenditures**
(Among Spenders)



Percentages of respondents who spent money in each category are shown in the following table:

		2021	2022	2023	2024	2025
Food & Drink	(BASE) Proportion of Total	(3,893) 99%	(6,174) 99%	(5,363) 99%	(5,382) 99%	(5,350) 99%
Shopping	(BASE) Proportion of Total	(3,256) 83%	(4,558) 73%	(3,292) 61%	(3,368) 62%	(3,216) 60%
Local Transportation	(BASE) Proportion of Total	(3,189) 81%	(4,609) 74%	(3,481) 64%	(4,032) 74%	(4,249) 79%
Sightseeing	(BASE) Proportion of Total	(1,399) 36%	(1,390) 22%	(1,441) 27%	(1,320) 24%	(1,080) 20%
Shows/ Entertainment	(BASE) Proportion of Total	(649) 17%	(1,766) 28%	(1,327) 25%	(1,070) 20%	(1,106) 21%
Sporting Events	(BASE) Proportion of Total	(127) 3%	(351) 6%	(245) 5%	(186) 3%	(266) 5%
Paid Attractions	(BASE) Proportion of Total				(1,410) 26%	(1,530) 28%
Recreational Activities	(BASE) Proportion of Total				(310) 6%	(326) 6%

**Note: Beginning in 2024, visitors were asked how much they spent on paid attractions and recreational activities during their stay. This refinement may have affected how much visitors said they spent in other categories such as shows and entertainment and sporting events.*

ACTIVITIES

Year-to-year consistency in those attending shows or paid attractions.

About one in five visitors (21%) in 2025 attended shows or entertainment during their visit, while one in four went to paid attractions (25%), both figures the same as in 2024. Among visitors who saw shows in 2025, fewer said they went to Production Shows (46%) than in past years.

FIGURE 38: **Attended a Show**

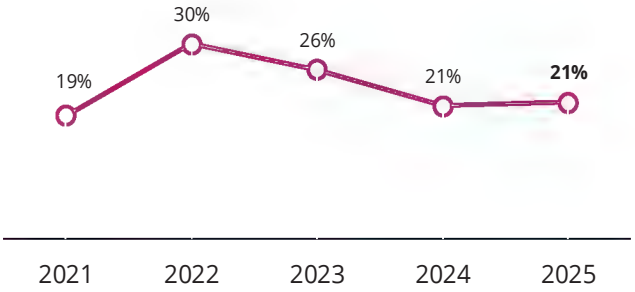


FIGURE 39: **Types of Entertainment**
(Among Those Who Saw Shows)

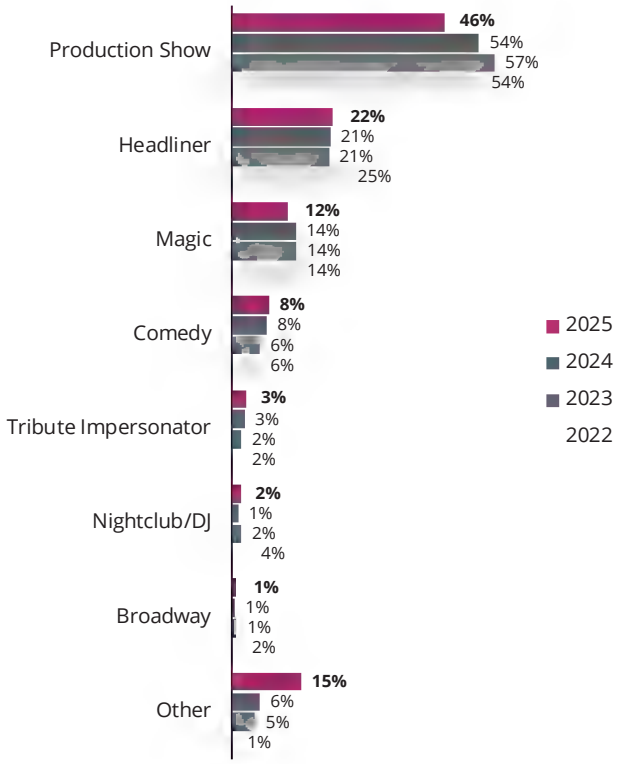


FIGURE 40: **Attended Other Paid Attraction**

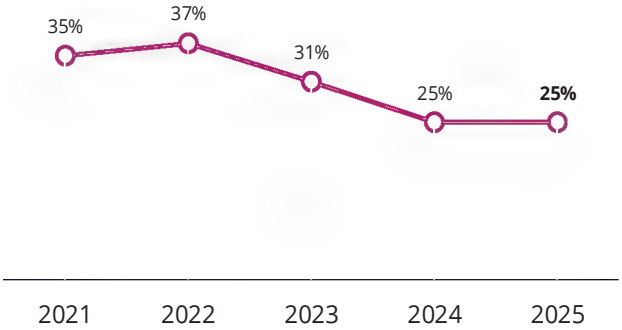
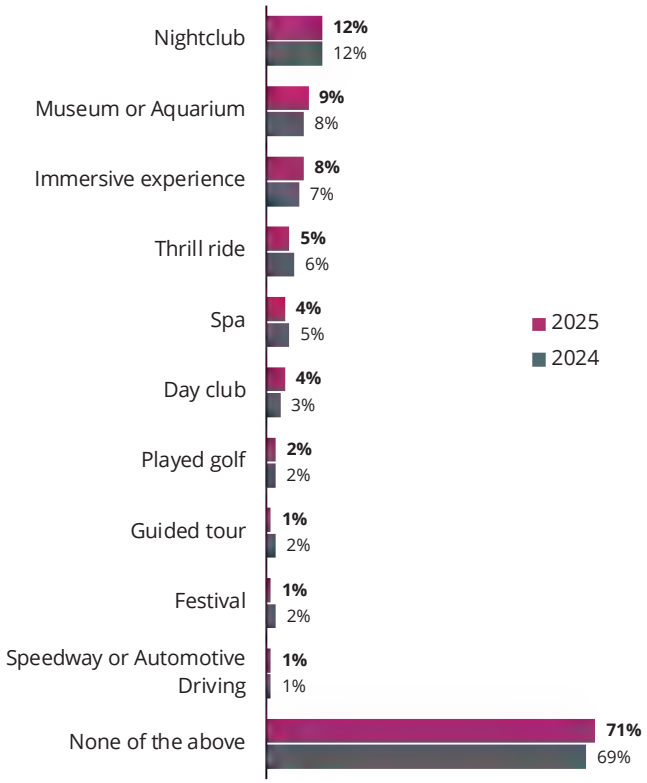


FIGURE 41: **Types of Paid Attractions**



Note: Not asked in 2021

ACTIVITIES

More visitors viewing sports during their stay.

Five percent (5%) of visitors attended sporting events during their stay. One in eight (13%) viewed sporting events while visiting Las Vegas, up from 10% in 2024.

FIGURE 42: **Attended Sporting Event**



FIGURE 43: **Viewed Sporting Event**



Note: Not asked in 2021



SPOTLIGHT: SPORTS VISITORS

VISITOR PROFILE SPOTLIGHT: Sports Visitors

Visitors to Las Vegas who attended a sporting event (5% of all visitors) exhibit unique behaviors in terms of how they plan, book, and experience Las Vegas. This includes heavier social media usage, booking lodging within a shorter timeframe, visiting with a larger party and for more nights on average, higher spend across most categories, and a greater likelihood to return in a short timeframe.

	Sports Visitors	Non-Sports Visitors
BASE	(290)	(5,119)
TOP 5 SOCIAL MEDIA USAGE (AT LEAST ONCE/WEEK)		
Instagram	74%	61%
Facebook	69%	63%
YouTube	49%	30%
TikTok	44%	30%
X	32%	19%
TRIP PLANNING		
Used advice/tips from a Las Vegas influencer	20%	12%
Purchased event ticket before lodging	58%	23%
Booked Accommodations < 2 Weeks in Advance	31%	24%
TRIP CHARACTERISTICS		
First-Time Visitor	13%	10%
Arrived by Ground	65%	52%
Number of Adults in Party (MEAN)	2.6	2.3
Someone <21 in Party	25%	14%
Nights Stayed (MEAN)	3.5	3.2

	Sports Visitors	Non-Sports Visitors
BASE	(290)	(5,119)
AVERAGE SPENDING		
Gambling Budget (among those who gambled)	$635.02	$686.47
Accommodations (per night)	$201.08	$173.03
Food and Drink	$759.90	$572.93
Local Transportation	$258.85	$156.94
Shopping	$349.02	$215.07
Shows/Entertainment	$79.45	$67.87
Paid Attractions	$85.43	$45.00
Recreational Activities	$62.89	$14.37
Sporting Events	$419.73	N/A
TRIP PERCEPTIONS		
Very Satisfied With Visit	86%	88%
Extremely Likely to Return for Vacation/ Leisure	62%	53%



EXPERIENCE

EXPERIENCE: SATISFACTION AND EXPECTATIONS

Visitor satisfaction remains strong.

About nine in ten visitors (87%) were very satisfied with their visit to Las Vegas in 2025, the same as last year. Among visitors not fully satisfied with their stay, the main mention is cost, cited by 22% of those somewhat satisfied.

FIGURE 44: **Satisfaction with Visit**

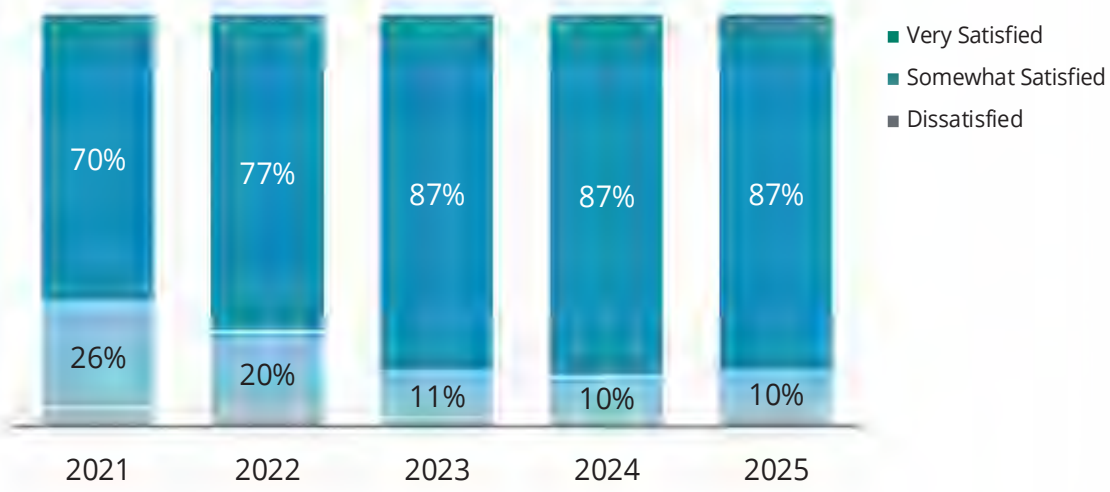


FIGURE 45: **Reasons Somewhat Satisfied with Visit**
(Among Somewhat Satisfied, n=535)



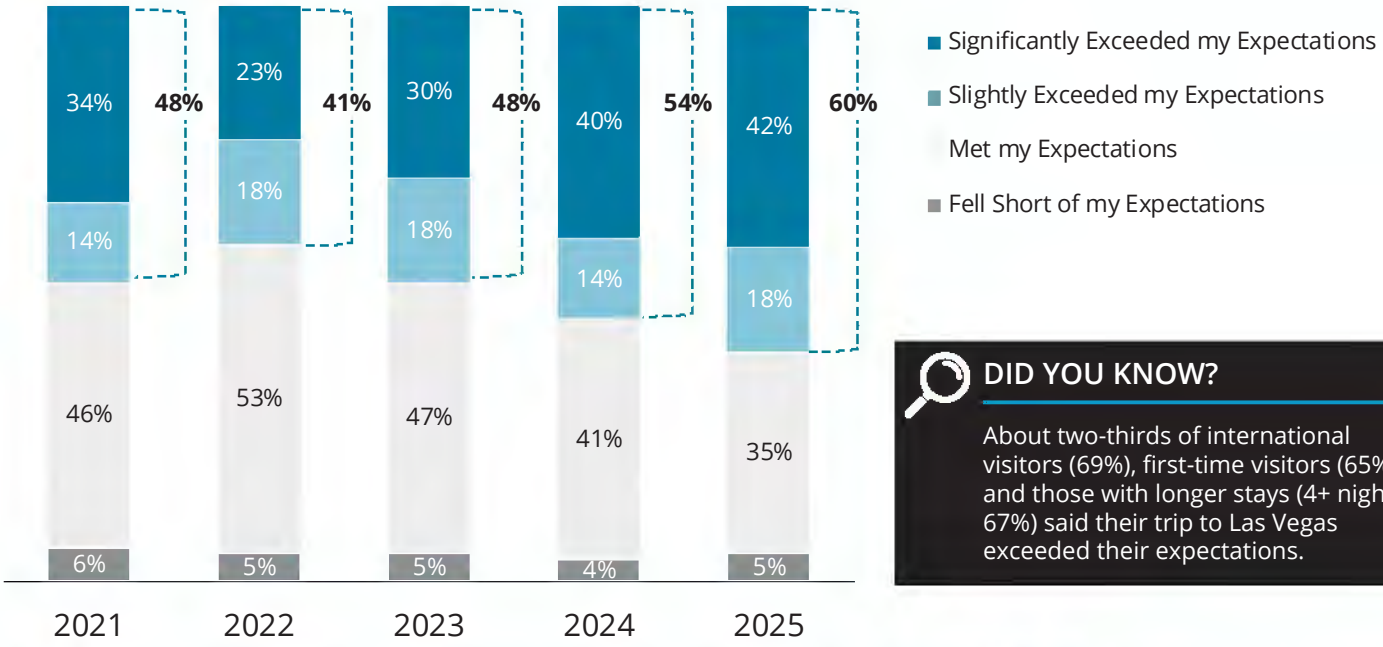
Note: Not asked in 2021; Mentions <4% not listed

EXPERIENCE

Las Vegas exceeding expectations reaches highest point in past five years.

Las Vegas exceeded expectations among three in five (60%) visitors, up from 54% in 2024. Around two in five (42%) visitors said Las Vegas "significantly" exceeded their expectations, slightly up from 40% last year.

FIGURE 46: **Las Vegas Compared to Expectations**



DID YOU KNOW?

About two-thirds of international visitors (69%), first-time visitors (65%) and those with longer stays (4+ nights, 67%) said their trip to Las Vegas exceeded their expectations.





Likelihood to return to Las Vegas rebounds from previous year.

Eight in ten Las Vegas visitors (80%) are "Extremely" (53%) or "Very" (27%) likely to return to Las Vegas for vacation or leisure in the future, up from 75% in 2024.

FIGURE 47: **Likely to Return to Las Vegas for Vacation Trip**



Note: Not asked in 2021

WHO'S HERE

WHO'S HERE: VISITOR DEMOGRAPHICS

2025 visitors were overall more likely to be employed and 30 to 39 years old than in recent years. Fewer visitors were married than last year, while 38% were single, up from 2021–2024 figures. Fewer visitors than last year were college graduates or higher. The mean (average) age was 42.5 years, down from 43.6 years in 2024.

TABLE 1: **Gender/Marital Status/Employment/Education/Age**

	2021	2022	2023	2024	2025
BASE	(3,917)	(6,267)	(5,414)	(5,418)	(5,409)
GENDER					
Male	50%	49%	51%	49%	49%
Female	50%	51%	49%	51%	51%
MARITAL STATUS					
Married	56%	58%	64%	61%	57%
Single	33%	35%	30%	33%	38%
Separated/Divorced	8%	6%	4%	5%	4%
Widowed	3%	1%	1%	1%	1%
EMPLOYMENT					
Employed	71%	84%	84%	86%	87%
Unemployed	6%	3%	3%	3%	2%
Student	2%	3%	2%	2%	2%
Retired	15%	8%	9%	7%	6%
Stay at home spouse/partner	6%	2%	2%	3%	3%
EDUCATION					
High School or less	25%	18%	10%	11%	16%
Some college	32%	29%	30%	30%	30%
College graduate or higher	42%	51%	56%	56%	49%
Trade/Vocational School	2%	2%	3%	4%	4%
AGE					
21 to 29	21%	23%	13%	10%	9%
30 to 39	25%	30%	28%	29%	35%
40 to 49	21%	22%	30%	32%	33%
50 to 59	15%	14%	17%	20%	15%
60 to 64	6%	3%	4%	3%	4%
65 or older	12%	7%	8%	6%	4%
MEAN	43.2	40.7	43.8	43.6	42.5

WHO'S HERE

The 2025 visitor profile continues to be more ethnically diverse in recent years. One in six visitors in 2025 were Hispanic/Latino. There was a significant increase in the percentage of visitors with a household income of $150,000 or more. Three in ten 2025 visitors (29%) came from Southern California. More visitors than last year came from Utah, while fewer came from the Midwest. One in eight (12%) were international visitors.

TABLE 2: **Ethnicity/Household Income/Visitor Origin**

	2021	2022	2023	2024	2025
BASE	(3,917)	(6,267)	(5,414)	(5,418)	(5,409)
ETHNICITY					
White	56%	62%	61%	61%	58%
African-American/Black	17%	12%	14%	15%	16%
Asian/Asian-American	6%	7%	9%	6%	7%
Hispanic/Latino	19%	16%	13%	15%	17%
Other	3%	3%	3%	3%	2%
HOUSEHOLD INCOME					
Less than $20,000	3%	3%	3%	3%	2%
$20,000 to $39,999	13%	9%	5%	4%	4%
$40,000 to $59,999	18%	17%	9%	7%	6%
$60,000 to $79,999	17%	19%	16%	10%	7%
$80,000 to $99,999	17%	16%	19%	11%	6%
$100,000 to $119,999	11%	14%	15%	18%	10%
$120,000 to $149,999	6%	10%	12%	21%	21%
$150,000 or more	14%	11%	21%	25%	44%
Not sure/No answer	4%	1%	1%	1%	1%
VISITOR ORIGIN					
USA	**97%**	**91%**	**88%**	**88%**	**88%**
[1]Eastern states	8%	9%	7%	7%	8%
[2]Southern states	17%	18%	12%	14%	13%
[3]Midwestern states	12%	12%	10%	12%	10%
[4]Western states	60%	52%	59%	55%	58%
California	30%	31%	36%	32%	32%
Southern CA	26%	27%	32%	30%	29%
Northern CA	4%	4%	4%	2%	3%
Arizona	11%	7%	11%	11%	12%
Utah	5%	4%	4%	4%	5%
Other Western states	14%	10%	8%	8%	9%
International	**3%**	**9%**	**12%**	**12%**	**12%**

[1]Eastern states: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont

[2]Southern states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia

[3]Midwestern states: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin

[4]Western states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada (excluding Clark County), New Mexico, Oregon, Utah, Washington, Wyoming

Note: Percentages may not add to 100% due to rounding.

SPOTLIGHT: EVOLVING VISITOR PROFILE

VISITOR PROFILE SPOTLIGHT: Evolving Visitor Profile

Looking back over the past 10 years, we are observing differences in the visitor age groups visiting the destination. For example, visitors in their 20s back in 2015 are now in their 30s, and their profile and behavior looks different now. We also see today's visitors in their 20s, 30s, 40s, etc., are different compared to the same age groups back in 2015.

Below is a summary of the trends we're seeing among Las Vegas visitors over the long-term.



	2015	2025	CHANGE
FIRST-TIME VISITORS			
21-29	29%	25%	-4
30-39	20%	12%	-8
40-49	14%	7%	-7
50-59	13%	4%	-9
60+	10%	5%	-5
VISITED DOWNTOWN ON TRIP			
21-29	32%	56%	+24
30-39	29%	43%	+14
40-49	33%	39%	+6
50-59	33%	43%	+10
60+	34%	34%	-
GAMBLED DURING TRIP			
21-29	64%	72%	+8
30-39	67%	82%	+15
40-49	72%	80%	+8
50-59	74%	84%	+10
60+	82%	82%	-
AVG. NUMBER OF PEOPLE IN ROOM			
21-29	2.19	2.42	+0.23
30-39	2.14	2.22	+0.08
40-49	1.96	2.14	+0.18
50-59	1.85	2.10	+0.25
60+	1.98	2.11	+0.13
PEOPLE UNDER 21 IN PARTY			
21-29	4%	10%	+6
30-39	18%	17%	-1
40-49	10%	17%	+7
50-59	5%	9%	+4
60+	3%	7%	+4
STAYING WITH FRIENDS OR RELATIVES			
21-29	10%	18%	+8
30-39	4%	13%	+9
40-49	3%	7%	+4
50-59	2%	4%	+2
60+	3%	6%	+3

There are fewer first-time visitors across age groups, but especially among those in their 30s, 40s, and 50s.

Visits to Downtown are up, particularly among those in their 20s.

Each age group below 60 is more likely to gamble during their trip than their counterparts a decade ago.

An increased number of room occupants is not just a phenomenon among younger visitors – all age groups exhibit this trend to some extent…

…largely due to an increase in under 21 visitors as part of their parties.

Compared to 2015, more visitors are staying with friends or relatives, particularly those in their 20s and 30s.

VISITOR PROFILE SPOTLIGHT: Evolving Visitor Profile (cont'd)

	2015	2025	CHANGE
VERY SATISFIED			
21-29	88%	81%	-7
30-39	89%	89%	-
40-49	90%	87%	-3
50-59	86%	90%	+4
60+	89%	82%	-7
MARRIED			
21-29	36%	16%	-20
30-39	81%	35%	-46
40-49	89%	77%	-12
50-59	83%	79%	-4
60+	85%	76%	-9
COLLEGE GRADUATES OR HIGHER			
21-29	41%	29%	-12
30-39	63%	39%	-24
40-49	64%	59%	-5
50-59	64%	61%	-3
60+	47%	57%	+10

The oldest and youngest age groups are the ones exhibiting more risk of a less satisfactory experience now compared to 2015.

The demographic profile of visitors is changing in notable ways, including fewer married visitors in their 20s and 30s...

...and fewer college graduates among younger visitors.



APPENDIX A

APPENDIX A: Summary Tables of Visitor Characteristics

TABLE 3: **Summary Table of Visitation Frequency + Purpose for Visit**

	2021	2022	2023	2024	2025
ALL VISITORS					
First-time Visitors	20%	24%	16%	14%	10%
Primary purpose was Vacation/Leisure	52%	58%	48%	52%	49%
Primary purpose was Gambling	8%	6%	8%	7%	7%
Primary purpose was visiting Friends/Family	16%	12%	19%	19%	20%
REPEAT VISITORS					
Primary purpose was Vacation/Leisure	49%	56%	44%	49%	46%
Primary purpose was Gambling	8%	6%	9%	7%	7%
Primary purpose was visiting Friends/Family	18%	13%	21%	20%	22%
FIRST-TIME VISITORS					
Primary purpose was Vacation/Leisure	67%	65%	67%	65%	68%
Primary purpose was Gambling	5%	6%	4%	4%	7%
Primary purpose was visiting Friends/Family	8%	8%	8%	9%	6%

TABLE 4: **Summary Table of Travel Planning Characteristics**

	2021	2022	2023	2024	2025
MODE OF TRAVEL TO LAS VEGAS					
Arrived by GROUND transportation	52%	49%	54%	54%	53%
Arrived by AIR transportation	48%	51%	46%	46%	47%
MODE OF TRAVEL AROUND TOWN					
Used own vehicle	52%	44%	50%	48%	45%
Used ride sharing service	35%	40%	32%	31%	34%
Used Taxis	19%	14%	17%	16%	19%
TRAVEL PLANNING					
Used Travel Agent	3%	5%	4%	4%	3%
Used website/app to book accommodations	74%	73%	72%	78%	81%
PLACES TO VISIT					
Visited Downtown Las Vegas	53%	58%	54%	52%	42%
Visited other nearby places	12%	16%	-	11%	-

APPENDIX A

TABLE 5: **Summary Table of Trip Characteristics + Expenditures**

	2021	2022	2023	2024	2025
SIZE OF PARTY					
Avg. number of ADULTS in party	2.4	2.5	2.4	2.4	2.3
Had persons UNDER 21 in party	21%	16%	16%	13%	14%
LENGTH OF STAY					
Stayed overnight	99.9%	97.9%	97.9%	98.8%	97.9%
Avg. number of DAYS stayed	4.6	4.4	4.3	4.4	4.2
Avg. number of NIGHTS stayed	3.6	3.4	3.3	3.4	3.2
Stayed in a hotel/timeshare (among overnight visitors)	91%	90%	93%	91%	89%
Avg. number of hotel room occupants	2.4	2.4	2.3	2.2	2.2
LODGING SPENDING					
Avg. per night spend on Lodging (non-package, non-comp)	$108.82	$154.06	$171.98	$179.10	$174.52
Paid regular room rate	61%	50%	54%	58%	62%
Bought package/tour group trip	9%	18%	12%	13%	11%
OTHER TRIP SPENDING					
Avg. spend on Food and Drink	$459.93	$519.23	$564.73	$615.07	$582.86
Avg. spend on Shopping	$284.55	$195.74	$249.21	$281.12	$222.05
Avg. spend on Local Transportation	$130.02	$138.74	$152.68	$159.79	$162.33
Avg. spend on Sightseeing	$51.28	$13.98	$46.96	$43.31	$34.74
Avg. spend on Shows/Entertainment	$32.55	$117.29	$108.54	$63.14	$68.48
Avg. spend on Sporting Events	$12.81	$15.81	$14.77	$12.27	$22.30
Avg. spend on Paid Attractions	--	--	--	$39.67	$47.16
Avg. spend on Recreational Activities	--	--	--	$13.41	$16.98

TABLE 6: **Summary Table of Gaming Behavior + Budgets**

	2021	2022	2023	2024	2025
GAMBLERS					
Gambled while in Las Vegas (% of all visitors)	76%	75%	79%	78%	81%
Avg. number of hours gambling per day	3.0	2.6	2.4	2.5	2.6
Avg. gambling budget for trip	$717.51	$761.22	$787.54	$820.15	$848.95

APPENDIX A

TABLE 7: **Summary Table of Entertainment Activities**

	2021	2022	2023	2024	2025
ENTERTAINMENT					
Attended shows in Las Vegas	19%	30%	26%	21%	21%
Went to other paid attractions in Las Vegas	35%	37%	31%	25%	25%
Attended sporting events in Las Vegas	-	6%	6%	4%	5%

TABLE 8: **Summary Table of Attitudinal Information**

	2021	2022	2023	2024	2025
SATISFACTION					
Very Satisfied with Las Vegas trip	70%	77%	87%	87%	87%
Somewhat Satisfied with Las Vegas trip	26%	20%	11%	10%	10%
EXPECTATIONS					
Las Vegas exceeded expectations	48%	41%	48%	54%	60%
Las Vegas met expectations	46%	53%	47%	41%	35%

TABLE 9: **Summary Table of Visitor Demographics**

	2021	2022	2023	2024	2025
ECONOMIC BACKGROUND					
College degree or higher	42%	51%	56%	56%	49%
HHI of $80,000 or more	46%	52%	67%	75%	82%
Employed	71%	84%	84%	86%	87%
Retired	15%	8%	9%	7%	6%
SOCIAL BACKGROUND					
Married	56%	58%	64%	61%	57%
40+ years old	54%	47%	59%	61%	56%
Avg. Age	43.2	40.7	43.8	43.6	42.5
ORIGIN					
From the West	60%	52%	59%	55%	58%
From Southern California	26%	27%	32%	30%	29%
From International Origin	3%	9%	12%	12%	12%

APPENDIX B

APPENDIX B: Aggregate Results for Calendar Year 2025

RESPONDENT ID# ____ ____ ____ ____

INTERVIEW DATE: ____ ____/____ ____/____ __

INTERVIEW LOCATION CODE ____ ____ ____ ___

INTERVIEWER ID# ____ ____

INTERVIEW DAY:

SUNDAY.....1
MONDAY.....2
TUESDAY.....3
WEDNESDAY.....4
THURSDAY.....5
FRIDAY.....6
SATURDAY.....7

RESPONDENT GENDER (BY OBSERVATION)

MALE.....49%

FEMALE.....51%

Hello. I'm _____ from Heart+Mind Strategies, a national marketing research firm. We are conducting a survey of visitors for the Las Vegas Convention and Visitors Authority. All answers are kept strictly confidential.

1. Are you a visitor to Las Vegas, or are you a resident of Clark County?

   VISITOR ..... **ASK Q2**

   RESIDENT..... TERMINATE

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

   YES.....**ASK Q3**

   NO .....TERMINATE

3. Will you be leaving Las Vegas within the next 24 hours?

   YES.....**ASK Q4**

   NO .....TERMINATE

4. Have you been interviewed like this in Las Vegas at any other time in the past 12 months?

   YES..... TERMINATE

   NO ..... **ASK Q5**

5. Is this your first visit to Las Vegas, or have you visited before?

   FIRST VISIT 10%

   VISITED BEFORE 90%

6. Including this trip, how many times have you visited Las Vegas in the past 12 months? (RECORD NUMBER BELOW AS 2 DIGITS.)

   1 ..... 63%

   2-3..... 28%

   4-5..... 6%

   6 OR MORE 3%

   1.9 MEAN

   1.0 MEDIAN

7. When was your last trip to Las Vegas prior to this one? (N=4876)

   Earlier in 2025 .....21%

   2024 .....31%

   2023 .....14%

   2022 .....9%

   2021 .....7%

   2018 - 2020.....11%

   Before 2018.....8%

(ASK OF ALL RESPONDENTS.)

8. What was the primary purpose of THIS trip to Las Vegas? (ASK AS AN OPEN-END. ACCEPT ONLY ONE RESPONSE. WRITE RESPONSE IN BLANK BELOW.)

   To attend or work at a convention/trade show..... 4%

   To attend a corporate meeting..... 1%

   To gamble..... 7%

   Vacation/pleasure 49%

   Visit friends/relatives 20%

   To attend a special event (e.g., rodeo, festival, or concert)..... 2%

   To attend a concert/see a headliner 3%

   Other business purposes 5%

   Just passing through 2%

   To attend a wedding/get married 2%

   To attend a sporting event (e.g., NFL, NHL, UNLV, or a fight) 3%

   Some other reason..... 2%

   NOT SURE/DK..... 0%

   REFUSED/NA..... 0%

APPENDIX B

9. Did you come to Las Vegas for a special personal occasion such as a birthday, anniversary, Bachelor/ette party, or a family reunion?

YES	21%	**ASK Q10**
NO	79%	**SKIP TO Q11**
NOT SURE/DK	0%	
REFUSED/NA	0%	

10. What was the special personal occasion? (N=1125)

Birthday	56%
Anniversary/Romantic getaway	14%
Wedding	10%
Bachelor/bachelorette party	6%
Family reunion	4%
Special event	1%
Vacation	3%
Holiday celebration	2%
Graduation	3%
Other	1%
REFUSED/NA	0%

11. While in Las Vegas, did you attend or work at a convention, trade show, association, or corporate meeting?

YES	8%	**ASK Q12**
NO	92%	**SKIP TO Q14**
NOT SURE/DK	0%	
REFUSED/NA	0%	

12. Were you MORE or LESS interested in attending this convention, trade show, association, or corporate meeting because it was held in Las Vegas, or did it make NO DIFFERENCE to you that it was held in Las Vegas? (N=406)

More interested	37%
Less interested	3%
No difference	60%
NOT SURE/DK	0%
REFUSED/NA	0%

13. How many nights, if any, did you extend your stay in Las Vegas for leisure purposes? (N=406)

None	64%
1	9%
2	8%
3	10%
4-5	7%
6 OR MORE	2%

1.0 MEAN

2.7 MEAN (among those who extended trip)

14. Did you travel to Las Vegas by... (READ LIST. ACCEPT ONLY ONE RESPONSE.)

Air	47%

BUS **(IF "YES" ASK, "Do you mean...":)**

Regularly scheduled bus service like Greyhound	1%
A chartered or escorted bus service or tour bus	0%

AUTOMOBILE **(IF "YES" ASK, "Do you mean...":)**

Your own vehicle	43%
A rental vehicle	8%
Truck	1%
Motorcycle	0%
Recreational Vehicle (RV)	0%

15. Including yourself, how many people are traveling in your vehicle? (IF ZERO, RE-ASK. IF MORE THAN 6, CONFIRM.) (N=2803)

1	8%
2	52%
3	19%
4	15%
5 OR MORE	6%

2.6 MEAN

16. Did you arrive via Interstate 15 from California? (N=2855)

YES	59%
NO	38%
NOT SURE/DK	3%
REFUSED/NA	0%

(ASK OF ALL RESPONDENTS.)

17. Which of the following kinds of transportation have you used during your visit? (READ LIST. ACCEPT MULTIPLE RESPONSES.)

Your own vehicle	45%
Rental car	16%
Black Car Service/Limousine	1%
Public bus	2%
Charter bus	1%
Hotel shuttle	5%
Monorail	4%
Taxi	19%
Ride sharing service	34%
The Vegas Loop	2%

18. How far in advance did you plan this trip to Las Vegas? (ASK AS OPEN END.)

Same day	1%
1-3 days before	3%
4-6 days before	5%
7-14 days before	14%
15-30 days before	19%
31-60 days before	20%
61-90 days before	18%
More than 90 days before	19%
NOT SURE/DK	0%
REFUSED/NA	0%

19. Did a travel agency assist you in planning your trip?

YES	3%
NO	97%
NOT SURE/DK	0%
REFUSED/NA	0%

INTERVIEWER!

IF YOU ARE CONDUCTING THE INTERVIEW AT A DOWNTOWN LOCATION, CIRCLE "YES" (1) IN Q20 AND ASK Q21. IF YOU ARE NOT DOWNTOWN, READ THE FOLLOWING TO RESPONDENT BEFORE Q20:

"There are two main areas where hotels and casinos are located in Las Vegas. One area is referred to as The Strip. The Strip includes all the properties on or near Las Vegas Boulevard. The other area is referred to as Downtown Las Vegas. Downtown includes all the properties on or near Fremont Street."

POINT OUT THE "DOWNTOWN" AND "STRIP" AREAS ON THE MAP AS YOU READ THE ABOVE EXPLANATION. IF IT HELPS THE RESPONDENT, ALSO POINT OUT WHERE ON THE MAP YOU ARE CURRENTLY LOCATED.

20. While in Las Vegas, have you visited the Downtown area? (POINT OUT THE DOWNTOWN AREA ON THE MAP.)

YES	42%	**ASK Q21**
NO	57%	**SKIP TO Q22**
DK/NA	1%	**SKIP TO Q23**

(ASK ONLY IF "YES" IN Q20.)

21. What is the MAIN REASON you [visited/are visiting] the Downtown area? (ASK AS AN OPEN-END. ACCEPT ONLY ONE RESPONSE. WRITE RESPONSE IN BLANK BELOW.) (N=2283)

Lodging Downtown	14%
To see the Fremont Street Experience	42%
To gamble	12%
To dine	5%
To see a show	1%
To shop	4%
To see/attend a free event	1%
To sightsee (other than the Fremont Street Experience)	8%
Prefer Downtown	2%
Meet friends/relatives	3%
To see/attend a paid event	1%
To visit a museum	3%
To see the arts district	1%
To see container park	1%
Other (SPECIFY):	2%
NOT SURE/DK	0%
REFUSED/NA	0%

(ASK ONLY IF "NO" IN Q20)

22. Is there any particular reason why you did not visit Downtown Las Vegas? (ASK AS AN OPEN-END. ACCEPT ONLY ONE RESPONSE. WRITE RESPONSE IN BLANK BELOW.) (N=3082)

Not enough time	17%
Unfamiliar with Downtown	6%
Don't like Downtown; It's a bad area	7%
Only interested in/Prefer the Strip.	13%
Not interested (GENERAL);Didn't want to; No reason to; Seen it already	37%
Inconvenient; Out of the way	14%
Prefer another area (not the Strip)	3%
Too crowded / too much traffic	1%
Other (SPECIFY):	2%
DK/NA	0%

23. On this trip to Las Vegas, where did you lodge?

(ASK AS OPEN END. ACCEPT ONLY ONE RESPONSE. CIRCLE CODE NUMBER. INTERVIEWER: A "LODGING" IS ANY PLACE THE RESPONDENT SLEPT OVERNIGHT. SOME PEOPLE COME TO LAS VEGAS AT NIGHT JUST TO GAMBLE THROUGH THE NIGHT AND LEAVE THE NEXT DAY. THESE PEOPLE DID NOT "LODGE" ANYWHERE (CODE #5000).)

TYPE OF LODGING

(ALL RESPONDENTS)

Hotel	86%
RV Park	0%
Friends/Relatives	9%
Vacation Rental	1%
Day trip/No lodging	2%
Other/Timeshare	2%

TYPE OF LODGING

(AMONG THOSE WHO STAYED OVERNIGHT) (N=5296)

Hotel	88%
RV Park	0%
Friends/Relatives	10%
Vacation Rental	1%
Other/Timeshare	1%

APPENDIX B

LOCATION OF LODGING

(ALL RESPONDENTS)

Strip Corridor 68%
- On the Strip 55%
- Just off the Strip 12%

Downtown 7%

Boulder Strip 2%

Outlying Areas 10%

Other 14%

LOCATION OF LODGING

(AMONG THOSE WHO STAYED OVERNIGHT) (N=5296)

Strip Corridor 69%
- On the Strip 57%
- Just off the Strip 12%

Downtown 7%

Boulder Strip 2%

Outlying Areas 11%

Other 12%

IF RESPONSE TO Q23 IS A HOTEL (CODES 1000-2999), ASK Q24 THROUGH Q29.

IF RESPONSE TO Q23 IS AN RV PARK (CODES 3000-3999), ASK Q24 – Q26, THEN SKIP TO Q30

IF RESPONSE TO Q23 IS A TIMESHARE (T.S. OR 9996), OR VACATION RENTAL (CODE 6000), SKIP TO Q27

IF RESPONSE TO Q23 IS FRIENDS/RELATIVES (CODE 4000), DAY TRIP (CODE 5000), OR OTHER (CODE 9997), SKIP TO Q30

24. Which of the following [SHOW CARD] best describes how you, or someone in your party, booked your accommodations in Las Vegas? (ACCEPT ONLY ONE RESPONSE.) (N=4713)

Booked by phone, calling the hotel vacation rental property, or RV park directly 12%

Booked through a travel agent (either in person or by phone) 2%

Booked by phone but not by calling the property directly and not through a travel agent 1%

Booked through a website or app on the Internet using a desktop or laptop computer 41%

Booked through a website or app on the Internet using a smartphone or tablet 40%

Booked in person 1%

The trip was a gift, prize, or incentive, so the accommodations were booked for you 1%

Not sure because someone else in your party booked the hotel and you don't know how they did it 2%

OTHER (SPECIFY:) 0%

REFUSED/NA 0%

25. How far in advance did you make your reservations for your (hotel room/motel room/RV park space) for this trip to Las Vegas? (ASK AS OPEN END.) (N=4850)

Same day 3%

1-3 days before 3%

4-6 days before 5%

7-14 days before 13%

15-30 days before 20%

31-60 days before 22%

61-90 days before 18%

91-120 days before 12%

More than 120 days before 4%

NOT SURE/DK 1%

PEOPLE STAYING IN AN RV PARK (CODE 3000-3999 IN Q23) SHOULD SKIP TO Q30 AFTER BEING ASKED Q26.

26. Which of the following best describes how you booked through a website or app? (N=3808)

Directly through the lodging provider's website or app 56%

Through a third-party website such as Expedia or Travelocity 44%

NOT SURE/DK 0%

REFUSED/NA 0%

27. Including yourself, how many people stayed in your room? (WRITE EXACT NUMBER IN THE BLANK BELOW.) (N=4707)

One 13%

Two 68%

Three 9%

Four 8%

Five 1%

Six or more 1%

REFUSED/NA 0%

2.2 MEAN

2.0 MEDIAN

APPENDIX B

28. Which of the following rate categories best describes your room rate? (SHOW ROOM RATE CARD. ACCEPT ONLY ONE RESPONSE.) (N=4703)

Hotel/Transportation package deal	6%
Hotel/Amenities package deal	4%
Tour/Travel group	0%
[SKIP TO Q30]	

Convention group/company meeting	2%
Casino rate	7%
Regular full-price room rate	62%
[ASK Q29]	

Casino complimentary	13%
Vacation rental rate	1%
[SKIP TO Q30]	

Another rate	4%
[ASK Q29]	

(ASK ONLY OF NON-PACKAGE VISITORS)

29. By the time you leave Las Vegas, how much will you have spent, on average per night, on your hotel room? (ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.) (N=3528)

$1-$49	3%
$50-$99	17%
$100-$149	21%
$150 OR MORE	58%
NOT SURE/REFUSED	1%
$174.52 MEAN	
$160.00 MEDIAN	

(ASK OF ALL RESPONDENTS)

30. Including yourself, how many adults 21 years old or older are in your IMMEDIATE party (such as a spouse or friends who are traveling with you)?

(IF RESPONDENT SAYS MORE THAN 8, EXPLAIN: "If you are part of a tour group, do not include all members of your tour group * only those adult friends and relatives who are traveling with you.")

1	13%
2	65%
3	9%
4	9%
5 OR MORE	4%
2.3 MEAN	
2.0 MEDIAN	

31. Are there any people under the age of 21 in your IMMEDIATE party?

YES	14%
NO	86%

32. Of the people under the age of 21 in your party, how many are there in each of the following age categories? (RECORD RESPONSES IN THE BLANKS BELOW)

No one under 21	86%
5 years old or less	5%
6 to 12 years old	7%
13 to 17 years old	6%
18 to 20 years old	2%
REFUSED/NA	0%

33. By the time you leave, how many nights will you have stayed in Las Vegas? (WRITE TWO-DIGIT NUMBER IN BLANKS BELOW.)

0	2%
1	6%
2	28%
3	28%
4	18%
5 OR MORE	18%
3.2 MEAN	
3.0 MEDIAN	

33b. By the time you leave, how many days will you have been in Las Vegas?

1	2%
2	6%
3	28%
4	28%
5	18%
6 OR MORE	18%
4.2 MEAN	
4.0 MEDIAN	

34. During your stay in Las Vegas, how many casinos or casino-hotel properties did you visit? If you are staying at a casino/hotel, please include it in your count.

0	4%
1	18%
2	22%
3	24%
4	16%
5-6	13%
7-10	3%
11 or more	1%
3.1 MEAN	
3.0 MEDIAN	

APPENDIX B

35. At how many of these casinos or casino-hotel properties did you gamble?

0	20%
1	31%
2	26%
3	14%
4-6	8%
7 or more	1%
1.7	MEAN
1.0	MEDIAN

36. Have you gambled during this visit to Las Vegas?

YES	81%	**ASK Q37**
NO	19%	**SKIP TO Q39**

37. On average, how many hours PER DAY did you spend gambling (N=4357)

1 OR LESS	27%
2	31%
3 TO 4	30%
5 TO 6	10%
7 TO 8	1%
MORE THAN 8	1%
DON'T KNOW/NA	0%
2.6	MEAN
2.0	MEDIAN

38. Not including travel, food, or lodging, how much money did you budget for gambling on this trip? Include only your own, personal, gambling budget and not the gambling budgets of others who may have been with you. (N=4357)

$0-$99	5%
$100-$199	6%
$200-$299	9%
$300-$399	8%
$400-$499	7%
$500-$599	10%
$600 OR MORE	54%
NOT SURE/REFUSED	1%
$848.95	MEAN
$600.00	MEDIAN

39. Have you been to any shows or live performances of any type while visiting Las Vegas?

YES	21%
NO	79%
NOT SURE/DK	0%
REFUSED/NA	0%

40. What entertainment have you been to during your current trip to Las Vegas? (ACCEPT UP TO THREE RESPONSES.) (N=1141)

Production show	46%
Headliners	22%
Magic show	12%
Comedy show	8%
Nightclub/DJ	2%
Tribute/Impersonator	3%
Broadway	1%
Other	15%

41. Have you attended any sporting events (such as an NFL or NHL game, Formula 1 or NASCAR, a boxing match, UFC or mixed martial arts, college football or basketball game, soccer match, baseball game, etc.) while visiting Las Vegas?

YES	5%
NO	95%
NOT SURE/DK	0%
REFUSED/NA	0%

42. Have you viewed any sporting events (such as an NFL or NHL game, March Madness, a boxing match, UFC or mixed martial arts, NBA, college football or basketball game, soccer match, baseball game, etc.) while visiting Las Vegas?

YES	13%
NO	87%
NOT SURE/DK	0%
REFUSED/NA	0%

43. On this trip to Las Vegas, have you been to, or do you plan to go to, other Las Vegas attractions for which you have to pay — for example, the Mandalay Bay Shark Reef, the Stratosphere Observation Tower and Rides, The High Roller Observation Wheel, Top Golf, Fremont Slotzilla Zipline, Area 15, etc.?

YES	25%
NO	74%
NOT SURE/DK	1%
REFUSED/NA	0%

44. Which of the following activities did you participate in during your stay? (INTERVIEWER: READ LIST; ACCEPT MULTIPLE RESPONSES)

Nightclub	12%
Museum or Aquarium	9%
Immersive experience	8%
Thrill ride	5%
Spa	4%
Day club	4%
Golf	2%
Guided tour	1%
Festival	1%
Speedway/Automotive experience	1%
None of the above	71%

APPENDIX B

45. By the time you leave Las Vegas, how much will you have spent ON AVERAGE PER DAY for…

a. Food and drink. Please include only your own, personal expenses and not those of your entire party.

$582.86 MEAN (INCLUDING $0)

$589.36 MEAN (EXCLUDING $0)

b. Local transportation, (for example, car rental, taxi, limo, ride-sharing, gas), but NOT including parking fees. Please include all your daily transportation expenses.

$162.33 MEAN (INCLUDING $0)

$206.92 MEAN (EXCLUDING $0)

46. By the time you leave Las Vegas, how much will you have spent on each of the following items IN TOTAL FOR YOUR ENTIRE TRIP? Please include only your own, personal expenses and not those of your entire party. (READ EACH ITEM. ROUND TO THE NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)

A. Shopping (gifts, clothing, personal items)

$222.05 MEAN (INCLUDING $0)

$377.04 MEAN (EXCLUDING $0)

B. Sporting events of any kind

$ 22.30 MEAN (INCLUDING $0)

$452.48 MEAN (EXCLUDING $0)

C. Shows/entertainment (not including gambling)

$ 68.48 MEAN (INCLUDING $0)

$338.44 MEAN (EXCLUDING $0)

D. Sightseeing

$ 34.74 MEAN (INCLUDING $0)

$174.57 MEAN (EXCLUDING $0)

E. Parking/parking fees

$ 22.30 MEAN (INCLUDING $0)

$ 64.38 MEAN (EXCLUDING $0)

F. Paid Attractions

$ 47.16 MEAN (INCLUDING $0)

$166.74 MEAN (EXCLUDING $0)

G. Recreational Activities

$ 16.98 MEAN (INCLUDING $0)

$281.43 MEAN (EXCLUDING $0)

X. Other

$ 10.12 MEAN (INCLUDING $0)

$216.67 MEAN (EXCLUDING $0)

Just a few more questions on your impressions of Las Vegas in general…

47. Overall, how satisfied were you with your visit to Las Vegas? Were you… (READ LIST.)

Very satisfied	87%
Somewhat satisfied	10%
Somewhat dissatisfied	2%
Very dissatisfied	1%
NOT SURE/DK	0%
REFUSED/NA	0%

48. You just said you were somewhat satisfied with your overall experience in Las Vegas. What is the MAIN reason that keeps you from saying you were very satisfied? (ACCEPT ONLY ONE RESPONSE.) (N=535)

Too expensive	22%
Trip was too short	10%
Las Vegas is dirty/too many homeless people	10%
Gambling complaints	9%
Hotel complaints	7%
Too hard to get around	7%
Too crowded	4%
Too much going on/too intense	4%
Satisfied, but not very satisfied	3%
Problems with trip to Las Vegas	3%
Parking fee complaints	3%
Too hot	2%
Entertainment complaints	2%
Not a place for children	2%
Bad weather, not heat related	2%
Other	10%
Don't Know/No Answer	0%

49. What is the MAIN reason you were dissatisfied with your overall experience in Las Vegas? (ACCEPT ONLY ONE RESPONSE) (N=134)

Too expensive	26%
Hotel complaints	11%
Las Vegas is dirty/too many homeless people	10%
Too hard to get around	8%
Gambling complaints	8%
Problems with trip to Las Vegas	7%
Too much going on/too intense	6%
Here on business, not pleasure	3%
Parking fee complaints	3%
Too hot	2%
Too crowded	2%
Other	14%
Don't Know/No Answer	0%

APPENDIX B

50. Which phrase best describes your Las Vegas experience on this trip compared to your expectations before arriving? Would you say Las Vegas… (READ LIST)

Significantly exceeded my expectations	42%
Slightly exceeded my expectations	18%
Met my expectations	35%
Fell slightly short of my expectations	4%
Fell significantly short of my expectations	1%
NOT SURE/DK	0%

51. On a zero to ten scale where zero means you are extremely unlikely and ten means you are extremely likely, how likely are you to recommend Las Vegas to family, friends and colleagues?

10	72%
9	8%
8	9%
7	4%
6	2%
5	2%
0-4	2%

52. Please indicate how likely you would be to GO TO LAS VEGAS FOR A VACATION OR LEISURE TRIP anytime in the future. (READ FIRST 5 RESPONSES ONLY)

Extremely likely	53%
Very likely	27%
Somewhat likely	14%
Not too likely	5%
Not at all likely	1%
NOT SURE/DK	0%
REFUSED/NA	0%

(ASK IF EXTREMELY, VERY, OR SOMEWHAT LIKELY TO VISIT LAS VEGAS AGAIN.)

53. When do you anticipate making your next visit to Las Vegas? (N=5074)

Later this year	45%
Next year	38%
Between 3 – 5 years from now	13%
More than 5 years from now	2%
NOT SURE/DK	2%
REFUSED/NA	0%

54. What social media platforms do you use regularly, that is, at least once a week? (INTERVIEWER: READ LIST; ACCEPT MULTIPLE RESPONSES)

Facebook	63%
Instagram	62%
YouTube	31%
TikTok	30%
X (Twitter)	19%
LinkedIn	10%
Pinterest	9%
Reddit	9%
Threads	5%
Twitch	3%
Tumblr	1%
Other	1%
NONE OF THESE	4%

55. Did you use advice, tips or anecdotes from bloggers, vloggers, YouTubers, influencers, or other online personalities when planning for this trip to Las Vegas?

YES	12%
NO	87%
NOT SURE/DK	1%
REFUSED/NA	0%

APPENDIX B

Now I'd like to ask you a few final questions for statistical purposes.

56. Are you currently... (READ LIST. ACCEPT ONLY ONE RESPONSE.)

Employed	87%
Unemployed	2%
Student	2%
Retired	6%
Stay-at-home spouse/partner	3%
REFUSED/NA	0%

(ASK OF EMPLOYED RESPONDENTS.)

57. Did you conduct any work, online or otherwise, for your employer during your stay in Las Vegas? (N=4721)

YES	11%
NO	89%
NOT SURE/DK	0%
REFUSED/NA	0%

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

Grade school or some high school	1%
High school diploma (finished grade 12)	16%
Some college (includes junior/community college - no bachelor's degree)	30%
Graduated college	38%
Graduate school (master's or Ph.D.)	11%
Technical, vocational, or trade school	4%
REFUSED/NA	0%

59. What is your marital status? Are you... (READ FIRST 4 ITEMS IN LIST.)

Married	57%
Single	38%
Separated or divorced	4%
Widowed	1%
REFUSED/NA	0%

60. What is your ZIP code, please?

REGION FROM ZIP CODE

EAST	8%
SOUTH	13%
MIDWEST	10%
WEST	58%
California	32%
Northern CA.	3%
Southern CA.	29%
Arizona	12%
Utah	5%
Other West	9%
International Visitors	12%

61. 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	58%
Black or African American	16%
Asian or Asian American	7%
Hispanic/Latino	17%
Native American	1%
Mixed Race	2%
Other (SPECIFY:)	0%

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

42.5 MEAN

41.0 MEDIAN

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

21 to 29	9%
30 to 39	35%
40 to 49	33%
50 to 59	15%
60 to 64	4%
65 and older	4%
REFUSED/NA	0%

63. Please tell me which one of these categories includes your total household income before taxes last year. (SHOW CARD.) Include your own income and that of any member of your household who is living with you.

Less than $40,000	5%
$40,000 to $49,999	3%
$50,000 to $59,999	3%
$60,000 to $69,999	2%
$70,000 to $79,999	4%
$80,000 to $89,999	3%
$90,000 to $99,999	4%
$100,000 to $119,999	10%
$120,000 to $149,999	21%
$150,000 or more	44%
NOT SURE/DK	0%
REFUSED/NA	1%

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