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425 2nd Street
Suite 400
San Francisco, CA 94107
Telephone: (415) 974-6620
Facsimile: (415) 947-0260
www.glsresearch.com

San Francisco
Las Vegas

LAS VEGAS CONVENTION & VISITORS AUTHORITY

***2016 Clark County
Residents Study***

ACKNOWLEDGMENTS

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

VISITOR PROFILE STUDY

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RESEARCH OVERVIEW

INTRODUCTION

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

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

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

Data for the residents study was initially collected within a fiscal year, from July through June, and the first eight reports displayed data for the fiscal years 1989-90, 1991-92, 1993-94, 1995-96, 1997-98, 1999-2000, 2001-02, and 2003-04. Based on the collective feedback of the LVCVA's resort partners and other key audiences, beginning with the 2006 residents study, the data was presented following a calendar year time frame. A detailed analysis of the findings of the 2016 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 waves of 300 interviews each in February, May, August, and November 2016. Based on current Census of Population estimates, the results of the 2016 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 no more than ± 2.8 percentage points 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 percentage points 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 2016 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 2016 study and highlights results which are significantly different from the 2014 study.

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

RESEARCH HIGHLIGHTS

Following are highlights of the findings from this 2016 study of Clark County residents:

Gaming In General

- About one in ten (11%) Clark County residents named gambling among leisure activities in which they participate, about the same as in the 2014 study and ranked fifth among all activities mentioned. Gambling was also ranked fifth among activities done “most often” (5%, the same as in 2014), and was tied for fourth among “favorite” activities (also 5%).
- Fifty-six percent (56%) of Clark County residents said they gamble at least occasionally.
- Slot machines continue to be the most popular game (34%), followed by video poker (23%).
- Among residents who gamble, 14% said they gamble most often in Summerlin, 13% each said they gamble most often on the Strip Corridor or in Henderson, 11% said North Las Vegas, 10% each said Boulder Highway or Downtown Las Vegas (up from 4% in 2014), 8% said Green Valley, and 11% elsewhere.

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, the same as in 2014.
- We asked residents for the location of the local area casino where they gamble most often. Twenty-four percent (24%) mentioned a location on the Boulder Strip or in the Green Valley area, 20% mentioned a casino in Henderson (up from 10% in 2014), 16% mentioned a location in Summerlin, 15% each mentioned a casino in North Las Vegas (down from 26% in 2014) or on the Strip Corridor, 3% mentioned a casino located Downtown, and 5% mentioned casinos in other locations.
- Nineteen percent (19%) of residents who gamble in casinos maintain casino credit, down from 30% in 2014.

- Seventy-three percent (73%) of residents who gamble in casinos say they are a member of a casino slot club or players' club, down from 83% in 2014.

Gaming Outside Casinos

- One in six (17%) of Clark County residents who gamble said they gambled at least occasionally in convenience stores, grocery stores, or gas stations.
- Thirty-two percent (32%) of residents who gamble said they gambled in local bars or restaurants at least occasionally.
- One in five (20%) of Clark County gamers said they have gambled outside the greater Las Vegas area.

Restaurants

- Clark County residents average 6.4 dinners eaten out during a typical month. An average of 16.8% of these dinners are eaten in hotel or motel restaurants.
- Seven in ten (69%) 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 (38%). Fifteen percent (15%) each said they usually dine at a casual sit-down chain restaurant (such as TGI Friday's, Ruby Tuesday's, Chili's, etc.) or a coffee shop in a hotel, motel, or casino. Eleven percent (11%) said they usually eat at a gourmet restaurant, 8% said they usually eat at a fast food restaurant, 6% eat at a casual sit-down non-chain restaurant, and another 6% eat at either a pub (5%) or some other type of dining establishment (1%).

Entertainment

- Fifty-five percent (55%) of Clark County residents said they have been to a hotel casino show.
- Among those residents who have been to a hotel casino show, 77% have been to a large-scale Las Vegas style show, 57% to a Broadway style show (up from 34% in 2014), 56% to a headliner show (down from 64% in

2014), 52% to a comedy show, 50% to a small scale revue, 38% to a lounge act (down from 53% in 2014), and 19% to see a celebrity DJ.

- Beginning in 2016 residents were asked what were the top tourist attractions to take visiting friends and relatives to see. Twenty-two percent (22%) mentioned the Strip and the casinos there, 15% mentioned Hoover Dam, 14% Red Rock Canyon, 12% the Fremont Street Experience and 10% the fountains at Bellagio.
- Beginning in 2016 residents were also asked which social media or travel review apps or websites they used to plan activities in the Las Vegas area. Google was mentioned by 59%, Yelp by 30%, 29% said they consulted reviews at Online Travel Agencies, 26% mentioned Facebook, 24% consulted reviews at hotel or show venue sites, and 23% said they used TripAdvisor. One-quarter (25%) of residents said they did not use any social media or travel review apps to plan their Las Vegas activities.

Local Air And Ground Transportation Use

- We asked Clark County residents how many flights they had made out of McCarran International Airport during the past 12 months. Fourteen percent (14%) said they had flown once, 16% twice, 15% three to five times, 13% more than five times, and 41% reported zero flights. The average (mean) number of flights was 2.7.
- 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 (86%) of those who had used the public bus system in the Las Vegas area in the past year said they were generally satisfied with the service provided.
- Nine percent (9%) of Clark County residents have used the Las Vegas Monorail to travel in the Las Vegas Strip area. Of these respondents, 98% said they were generally satisfied with the service provided.

Downtown Las Vegas Visitation

- We asked residents if they had ever visited Downtown Las Vegas, and 96% 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 9.9.
- 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 (81%), seeing the street performers (72%), and dining at a restaurant in a casino hotel (57%).

Visitation To Other Clark County Destinations

- Nine percent (9%) 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 11% in 2014. Among these residents, the average number of visits to Mesquite in the past year was 2.8, compared to 3.5 visits in 2014.
- 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, the same as in 2014. Among these residents, the average number of visits to Laughlin in the past year was 1.9, compared to 2.0 visits in 2014.
- 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, the same as in 2014. Among these residents, the average number of visits to Jean in the past year was 2.4, compared to 1.6 in 2014.
- Four percent (4%) of residents who do not live in Primm said they had visited Primm within the past year for purposes other than work or personal business, down from 9% in 2014. Among these residents, the average number of visits to Primm in the past year was 3.2, down from 5.4 in 2014.
- Sixteen percent (16%) 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 18% in 2014. Among these residents, the average number of visits to Boulder City in the past year was 4.7, compared to 5.5 in 2014.

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 was the fifth most popular activity mentioned, among all activities mentioned (11%), among activities done the most often (5%), and also among favorite activities (also 5%). All measures were similar to 2014 readings.

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

- Respondents aged 60 and older (18%) compared to respondents under 60 years old (8%).
- Those who are retired (22%) compared to those who are employed (8%).

TABLE 1
Leisure Activities Of Clark County Residents

What activities do you take part in during your leisure time?	Activities (volunteered responses)*	Activity done most often**	Favorite activity**
Movies	23%	8%	8%
Hiking	21	7	8
Eating out	18	9	5
Shopping	12	4	4
Gambling	11	5	5
Shows	11	2	3
Swimming	9	4	4
Working out	8	4	3
Community activities	8	6	6
Golf	7	4	4
Bowling	6	2	2
Camping	6	3	3
Cycling	6	3	3
Sightseeing	5	1	1
Boating	3	1	1
Visiting friends or relatives	3	2	2
Fishing	3	1	1
Nightclubbing	3	1	2
Sporting events	2	1	1
Basketball	2	1	0
Baseball	2	1	1
Tennis	2	2	2
Snow skiing	2	0	0
Sun bathing	2	0	0
Bingo	2	0	1
Picnics	1	0	0
Football	1	0	0
Hunting	1	0	0
Horseback riding	1	1	1
Other	19	15	16
Not sure/no answer	10	13	15

* Residents volunteered up to five activities.

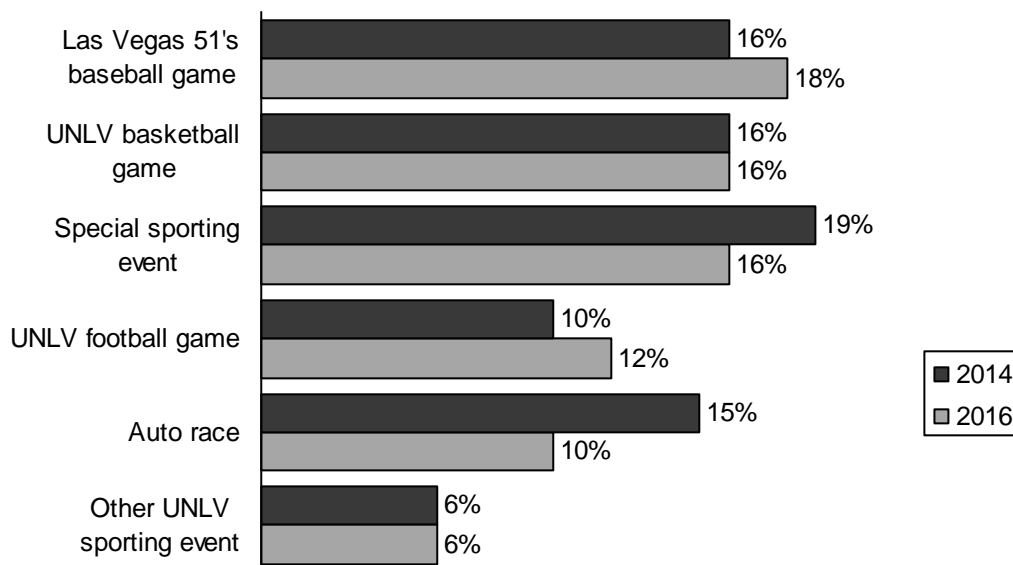
** Only one response was allowed; percentages may not add to 100% because of rounding.

SPORTING EVENTS ATTENDED

We asked residents which of several sporting events they had attended in the past 12 months: Attendance was similar to 2014 for all sporting events with the exception of attending an auto race at the Las Vegas Motor Speedway, which was down from 15% in 2014.

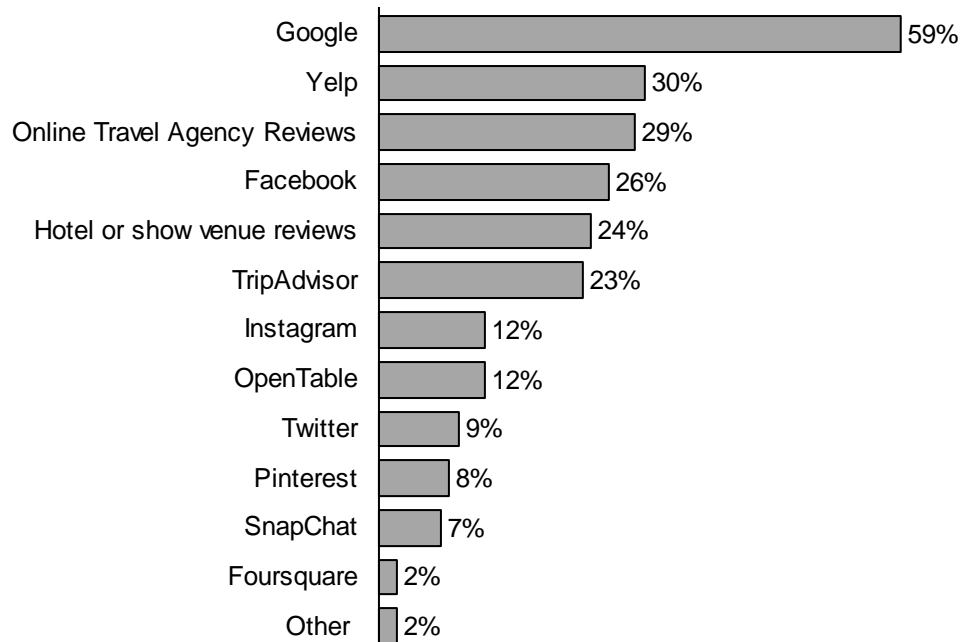
- A Las Vegas 51’s baseball game (18%).
- A University of Nevada Las Vegas basketball game (16%).
- A special sporting event held in Las Vegas such as a title boxing match, the National Finals Rodeo, a professional golf tournament, or the Las Vegas Bowl football game (16%).
- A University of Nevada Las Vegas football game (12%).
- An auto race at the Las Vegas Motor Speedway (10%).
- A UNLV sporting event excluding football and basketball games (6%).

FIGURE 1
Sporting Events Attended In Past 12 Months



Residents of the city of Las Vegas (20%, vs. 11% of those in other communities) and college graduates (22% vs. 11% among those with less than a college degree) were significantly more likely to attend a UNLV Basketball game.

FIGURE 2
Social Media Or Travel Review Apps Or Websites Used To Plan Activities In
Las Vegas



Beginning in 2016, residents were asked which, if any, social media or travel review apps or websites they had used to plan activities in the Las Vegas area over the past 12 months. About six in ten (59%) said they used Google, while about three in ten said they used Yelp (30%) or consulted reviews at Online Travel Agencies (29%). About one in four said they used Facebook (26%), consulted reviews at hotel or show venue sites (24%) or consulted TripAdvisor (23%). One-quarter (25%) of residents said they did not use any apps or websites to plan Las Vegas activities.

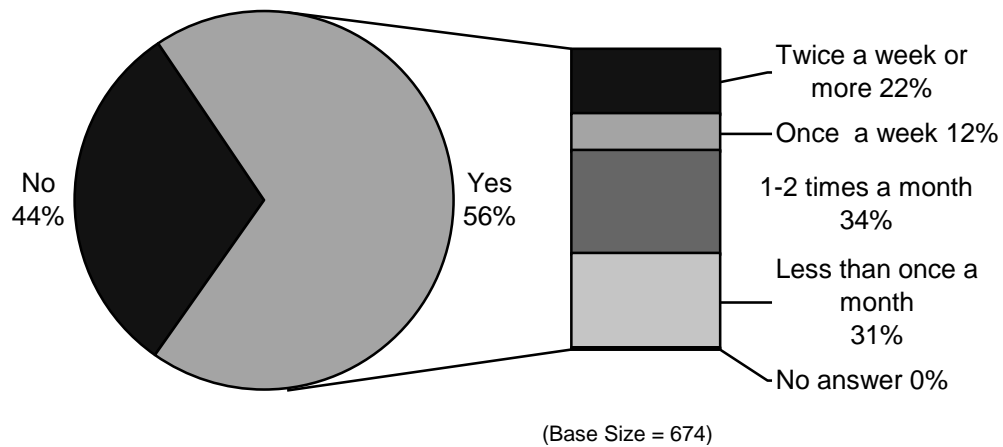
Residents under 30 years old were the most likely to use Instagram (35%) and SnapChat (30%), while residents 60 and older were the most likely to say they had not used any apps or websites (43%).

GAMBLING

Gambling In General

Fifty-six percent (56%) of Clark County residents said they gamble at least occasionally, while 44% said they do not gamble at all.

FIGURE 3
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-two percent (22%) said they do so twice a week or more, 12% gamble once a week, 34% gamble once or twice a month, and 31% gamble less than once a month.

Respondents who do not have children living at home were significantly more likely to gamble compared to those who do (61% vs. 49%), as were those who have moved to Clark County since 1971 compared to those who arrived before 1971 (58% vs. 33%).

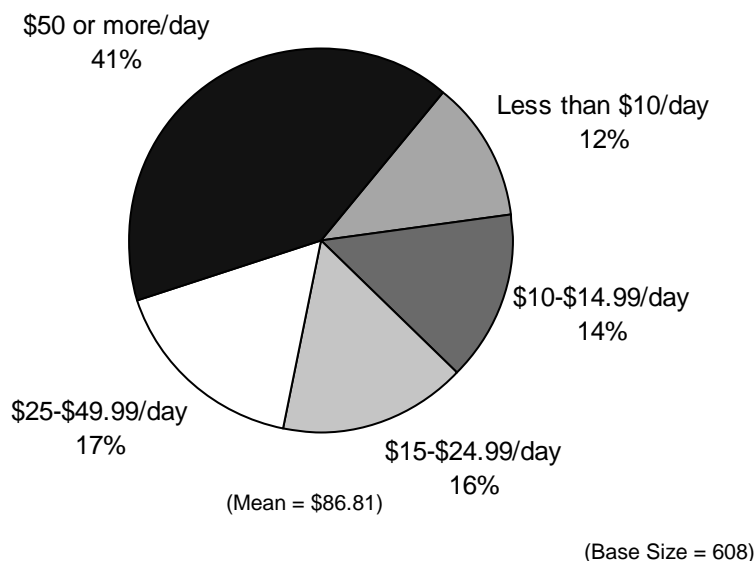
TABLE 2
Reasons Residents Do Not Gamble*
(Among Those Who Do Not Gamble)

	TOTAL
Can't afford it/no money	42%
Don't like it/not interested	25
Religious reasons	14
Never win/unfavorable odds	13
Don't like casino atmosphere	4
Too addictive	3
BASE	(526)

* 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. Forty-two percent (42%, the same as 2014) of these respondents mentioned financial reasons, 25% said they don't like gaming or are just not interested in it, 14% cited religious or moral considerations, 13% said the odds of winning were unfavorable (down from 21% in 2014), 4% said they do not like the casino atmosphere, and 3% said gaming was too addictive.

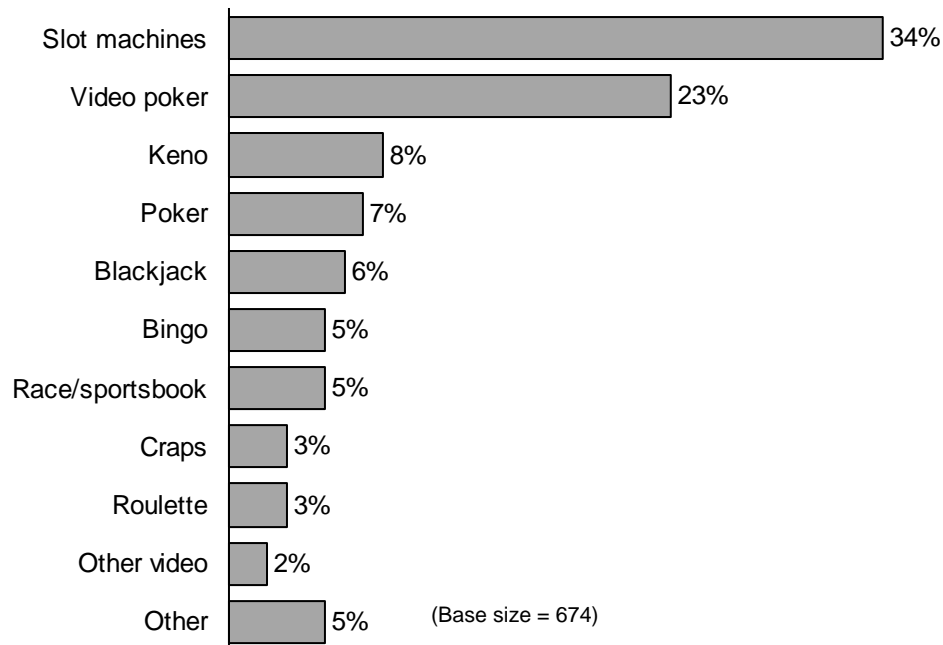
FIGURE 4
Average Gambling Budget
(Among Those Who Gamble And
Volunteered Budget Information)



We asked residents for an estimate of the average amount they budgeted for gambling per day over the course of a year. Among those gamblers who responded to the question, 12% said they budgeted less than \$10 per day for gambling, 14% said \$10 to less than \$15 per day, 16% said \$15 to less than \$25 per day, 17% said \$25 to less than \$50 per day, and 41% said \$50 or more per day. The average gaming budget was \$86.81 per day. These estimates are similar to the 2014 estimates.

Residents aged 40 to 49 (mean of \$198.17) and those aged 50 to 59 (mean of \$108.66) budgeted significantly more for gambling than those 60 years old or older (mean of \$70.60).

FIGURE 5
Game Played Most Often
(Among Those Who Gambled)



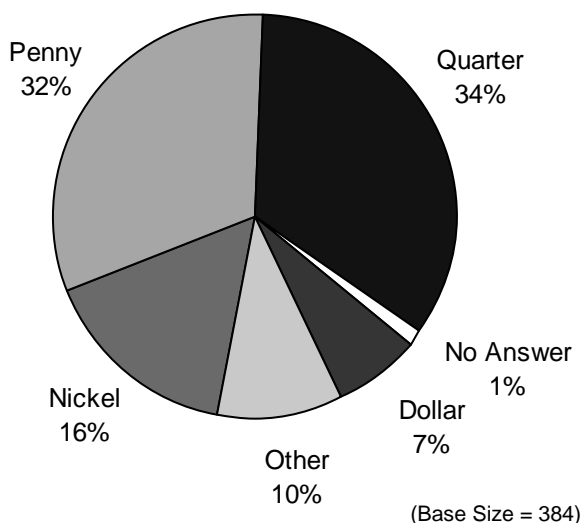
Residents who gamble at least occasionally were asked what game they played most often. Slot machines continue to be the most popular game (34%), followed by video poker (23%). Other games followed more distantly, including keno (8%, up from 4% in 2014), poker (7%), blackjack (6%), bingo and race/sportsbook (5% each), roulette and craps (3% each) and other video machines (2%).

There were several subgroup differences of note:

- Men were more likely than women to say they played blackjack (10% vs. 3%) or craps (5% vs. 1%) most often, while women were more likely than men to say they played slot machines (44% vs. 26%), keno (11% vs. 4%) and bingo (8% vs. 2%) most often.
- College graduates were more likely than those with less education to say they bet at a race/sportsbook (9% vs. 1%) most often.
- Residents aged 60 and older were more likely than younger residents to play slot machines most often (47% vs. 29%). Residents who were retired were also more likely than other residents (45% vs. 31%) to give this

response, as were those who gambled most often on the Strip (77%) or Downtown (56%) compared to those who gambled most often either on Boulder Highway (26%) or somewhere else (27%).

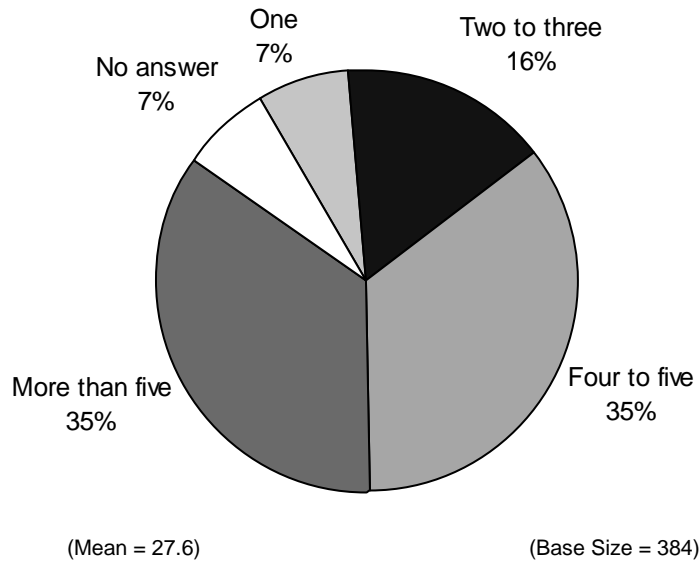
FIGURE 6
Machine Denomination Played Most Often
(Among Those Who Play Slot And
Video Poker Machines Most Often)



We asked residents who played video poker and slot machines most often which denomination machine they usually played. The greatest preference was for the quarter machines, with 34% saying they play that denomination the most often. Thirty-two percent (32%) play the penny machines most often, while 16% play the nickel machines most often, 7% play the dollar machines most often, and 10% preferred other denominations.

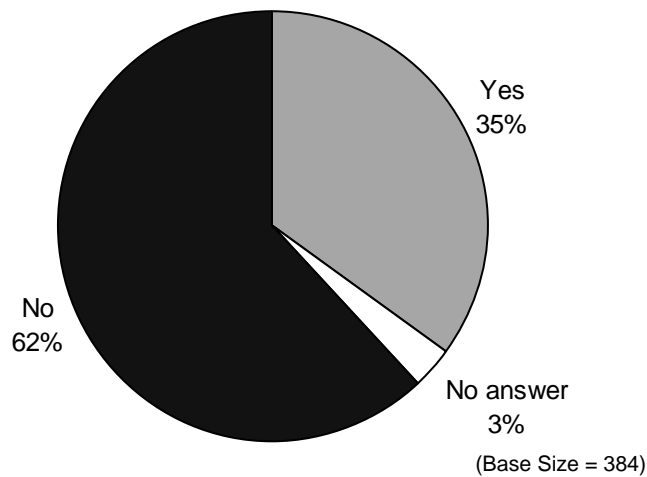
Women were significantly more likely than men to say they play the penny machines most often (43% vs. 19%).

FIGURE 7
 Number Of Coins Or Credits Bet Per Play
 (Among Those Who Play Slot And
 Video Poker Machines Most Often)



Thirty-five percent (35%) of machine players said they typically bet more than five credits per play, while another 35% said they bet four or five, 16% bet two or three, and 7% bet just one. The average number of coins or credits bet per play was 27.6, not significantly different from 2014.

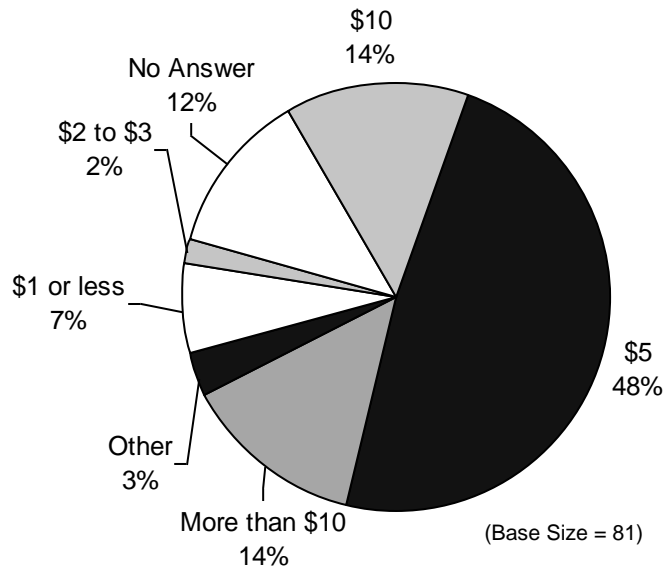
FIGURE 8
Usually Play Progressive Machines
(Among Those Who Play Slot And
Video Poker Machines Most Often)



We asked residents who play video or slot machines most often if they usually play the “progressive” machines, and 35% said they did.

“Progressive” machine play is significantly greater among residents of Henderson (77%) than among residents of Las Vegas (36%) and other communities (28%) as well as among those who moved to Clark County since 2001 (44%) compared to those who moved there before 1985 (15%).

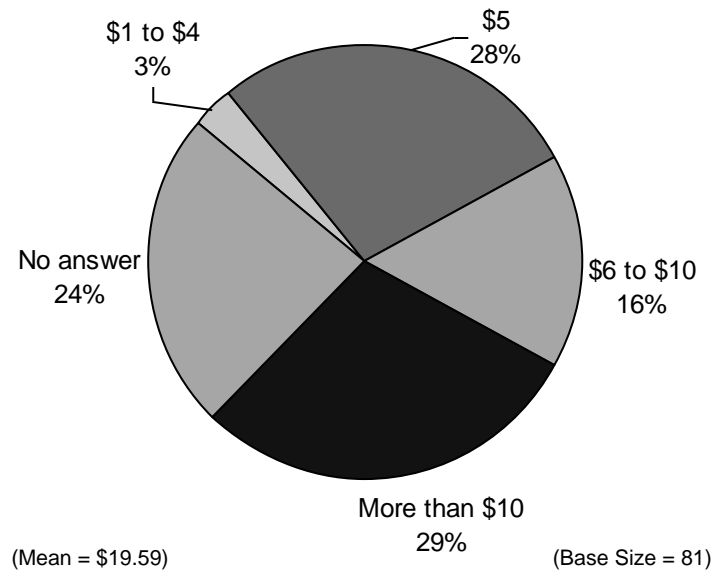
FIGURE 9
Table Minimum Played Most Often
(Among Those Who Play Table Games Most Often)



We asked residents who play table games* most often to tell us what table minimum they most often played. Nearly one-half (48%) of table game players said they played a minimum of \$5.00, while 28% said more than \$5.00, 2% said \$2.00 or \$3.00, and 7% said \$1.00 or less.

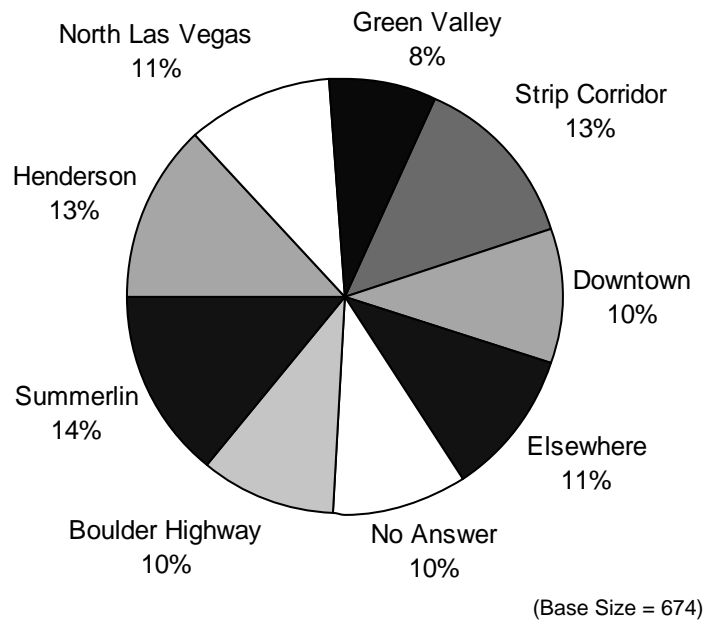
* Table games are defined as blackjack, craps, roulette, baccarat, and Big Six.

FIGURE 10
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. Twenty-eight percent (28%) said it was \$5, while 29% said more than \$10, 16% said \$6 to \$10, and 3% said \$4 or less. The *average* (mean) bet was \$19.59.

FIGURE 11
Where Residents Gamble Most Often
(Among Those Who Gamble)



All residents who gamble were asked where they gambled most often. Fourteen percent (14%) said the Summerlin area, 13% each said the Strip Corridor or Henderson, 11% said North Las Vegas, 10% each said Downtown (up from 4% in 2014) or the Boulder Highway, 8% said Green Valley and 11% said elsewhere.

Residents who have moved to Las Vegas since 2001 were more likely than longer tenured residents to say they gambled on the Strip Corridor most often (21% vs. 8%). Those gamblers with a high school education or less (17%), women (15%), and those without children living at home (14%) were more likely to say they gambled Downtown most often.

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

	2014	2016
<u>Crowds/traffic</u>	<u>38%</u>	<u>38%</u>
Too crowded/too many tourists	30	28
Too much traffic/no parking	8	10
Elsewhere closer/more convenient	23	21
Odds of winning lower/gambling worse	9	10
Just don't like it	4	9
Work on the Strip/don't want to go there	4	6
Don't gamble much	4	3
Prefer smaller/local gaming venues	4	2
Other	10	9
Not sure/no answer	5	3
BASE	(536)	(588)

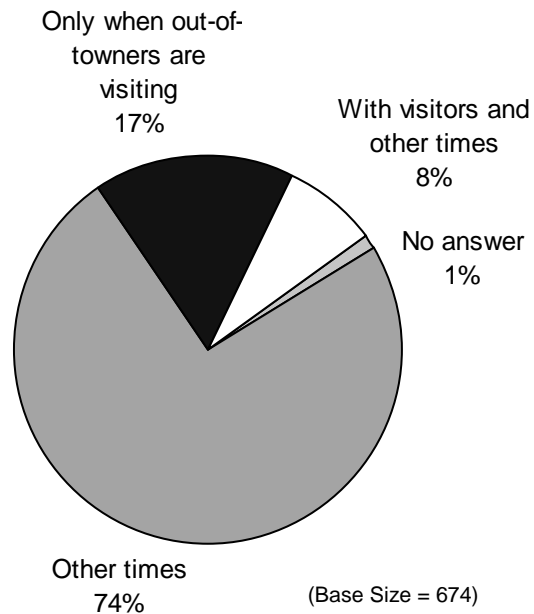
Residents who did not say they gambled most often on the Strip Corridor were asked why. Almost four in ten (38%) residents said it was because of crowds, tourists, traffic, or difficulty finding parking, while about two in ten (21%) said other places were closer or more convenient for them, 10% said the odds of winning are lower or the gambling is worse on the Strip, 9% said they just don't like the Strip, 6% said they work on the Strip so they don't want to go there to gamble, 3% said that they don't gamble much and 2% said they prefer smaller or local gaming venues.

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

	2014	2016
Elsewhere closer/more convenient	31%	31%
<u>Crowds/traffic/tourists</u>	<u>19</u>	<u>14</u>
Too crowded/too many tourists	13	9
Too much traffic/no parking	6	5
Just don't like it	6	11
Don't gamble much	6	10
<u>Prefer another area</u>	<u>6</u>	<u>6</u>
Odds of winning stiffer/gambling worse	3	3
Prefer bigger/flashier gaming venues	3	3
Not safe/high crime area/bad environment	4	6
Other	15	12
Not sure/no answer	13	11
BASE	(626)	(608)

Residents who did not say they gambled most often Downtown were asked why. Among those residents who do not gamble most often Downtown, 31% said that other places were closer or more convenient for them, 14% cited crowds, tourists, too much traffic, or difficulty finding parking, 11% said they just don't like the Downtown area, 10% said that they don't gamble much, and 6% each said they prefer another area or that they felt Downtown was a bad environment or cited safety concerns.

FIGURE 12
When Residents Gamble
(Among Those Who Gamble)



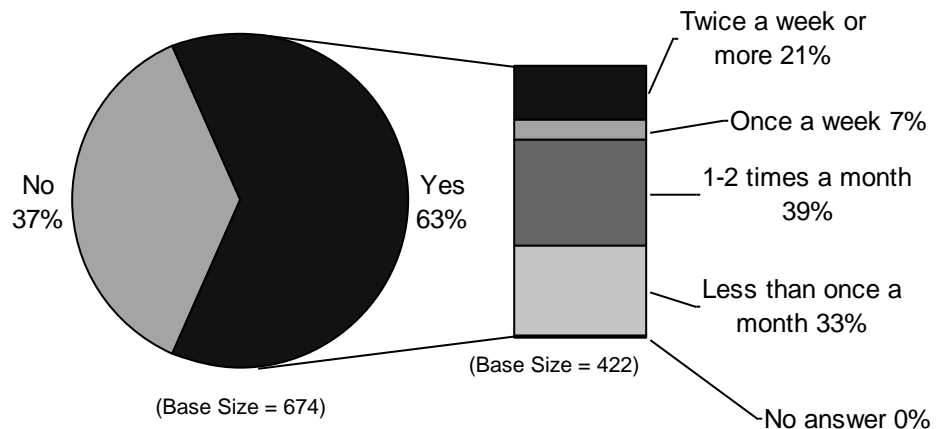
We asked residents who gamble if they gambled only when they had out-of-town visitors or if they gambled at other times. Seventeen percent (17%) said they gambled *only* when they had out-of-town visitors. However, 74% of residents who gamble said they gambled at other times, and an additional 8% gamble both when they have out-of-town guests *and* at other times.

Women (24%) were more likely than men (10%) to say they gambled only when they had out of town visitors, as were those who gambled on the Strip Corridor most frequently (46%) compared to those who gambled most often on the Boulder Highway (7%) and those who gambled at other non-Downtown locations (9%), with those who gamble most frequently Downtown (28%) falling in between.

Casino Gambling

We asked residents who gamble if they ever gamble in casinos in the greater Las Vegas area*. 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 13
Percentage Of Gamblers Who Gamble
In Las Vegas Area Casinos And How Often They Do So
(Among Those Who Gamble)



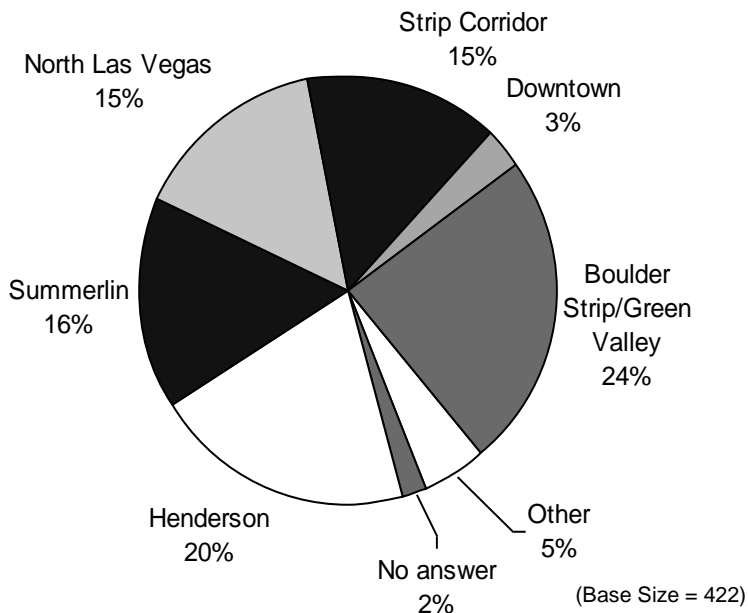
Residents who gamble in Las Vegas area casinos were asked how often they do so. Twenty-one percent (21%) said twice a week or more, 7% said once a week, 39% said once or twice a month and 33% said less than once a month.

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

- Retired residents (32%) vs. the employed (15%).
- Residents 60 or older (26%) vs. those between 40 and 49 years old (10%).

* 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.

FIGURE 14
Where Casino Gamblers Most Often Gamble
(Among Those Who Gamble In Las Vegas Area Casinos)

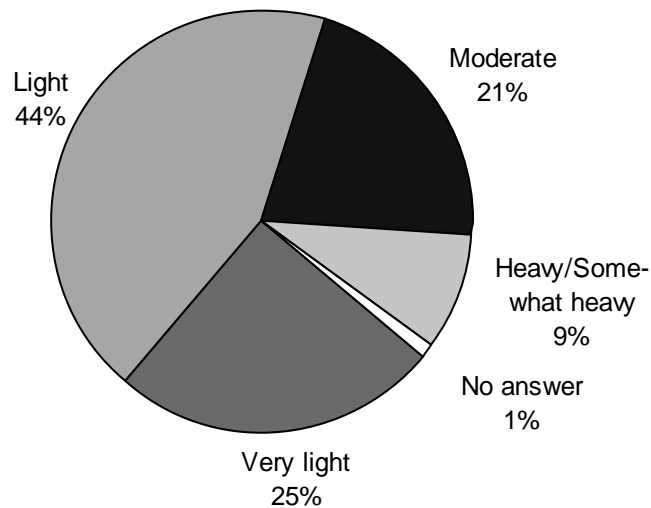


We asked residents the location of the Las Vegas area casino where they gamble most often. Twenty-four percent (24%) mentioned a casino on the Boulder Strip or in the Green Valley area, 20% mentioned a casino in Henderson (up from 10% in 2014), 16% mentioned a location in Summerlin, 15% each mentioned a location in North Las Vegas (down from 26% in 2014) or a casino on the Strip, 3% mentioned a casino located Downtown, and 5% mentioned casinos in other locations.

Women were more likely than men (27% vs. 12%) and those with a high school education or less were more likely than those with more education (34% vs. 14%) to say they gambled in Henderson most often.

Residents earning \$50,000 or more were more likely than those earning less to say they gambled in Summerlin most frequently (20% vs. 4%).

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

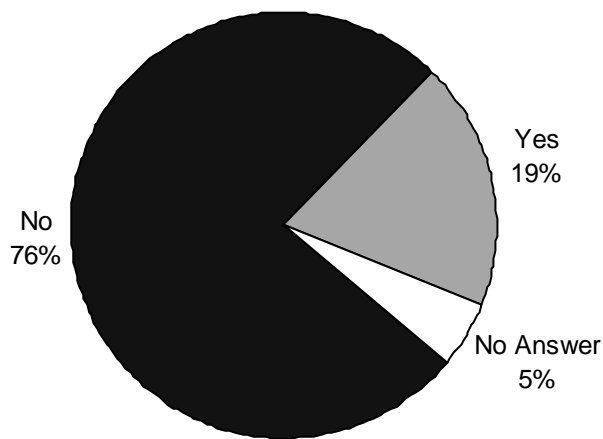


(Base Size = 422)

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. More than two-thirds (69%) of respondents consider themselves to be either light (44%) or very light (25%) bettors. Twenty-one percent (21%) of casino gamers consider themselves to be moderate bettors, and 9% said they are heavy or somewhat heavy bettors (up from 2% in 2014).

Males (16%) were more likely than females (2%) to say they were heavy or somewhat heavy bettors, as were single respondents (22%) compared to those who were married (4%) or separated, divorced, or widowed (3%).

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

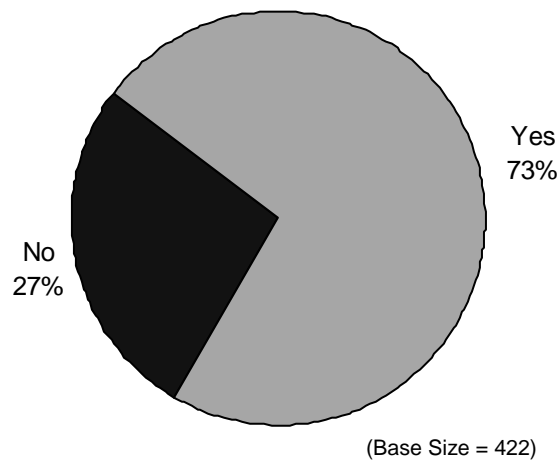


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We asked residents who gamble in Las Vegas area casinos if they maintain casino credit and 19% said they did, down from 30% in 2014.

Residents who were retired (41%) were significantly more likely than those who were employed (11%) to say they maintain casino credit, as were those 50 years of age and older (34%) vs. those less than 50 years old (5%).

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 about three quarters (73%) said they were, down from 83% in 2014.

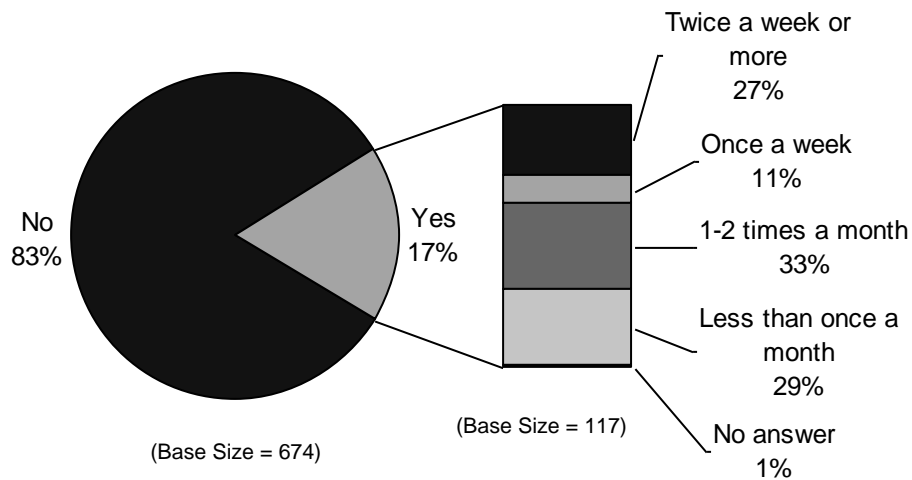
Married respondents were more likely than single respondents to be a member of a slot or players' club (82% vs. 55%) as were retired residents compared to those who were employed (85% vs. 71%).

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. One in six (17%) gamblers said they have gambled in these locations. Among those gamblers who do, 27% said they did so twice a week or more (up from 12% in 2014), 11% said once a week, 33% said once or twice a month, and 29% said less than once a month.

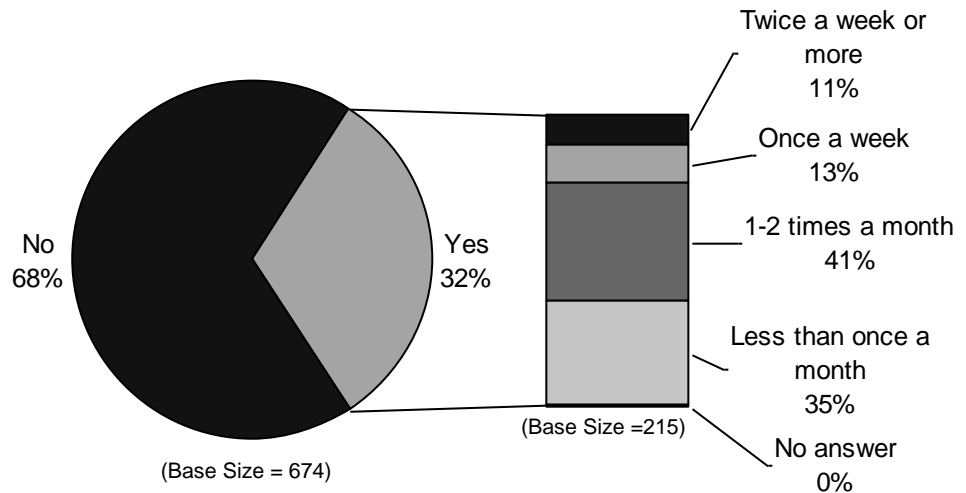
FIGURE 18
Percentage Of Residents Who Gamble In Convenience Stores, Grocery Stores, Or Gas Stations And How Often They Do So
(Among Those Who Gamble)



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, and about one-third (32%) said they did. Among those gamblers who do, 24% said they did so once a week or more, 41% said once or twice a month and 35% said less than once a month.

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



Residents between the ages of 30 and 39 (69%) were significantly more likely than all other age groups to say they gamble in these venues, as were those who are employed compared to those who are retired (41% vs. 12%).

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 — and 20% said they did. Of those who gamble outside of the greater Las Vegas area, 68% said they do so less than once a month, 20% said once or twice a month, and 9% said once a week or more.

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

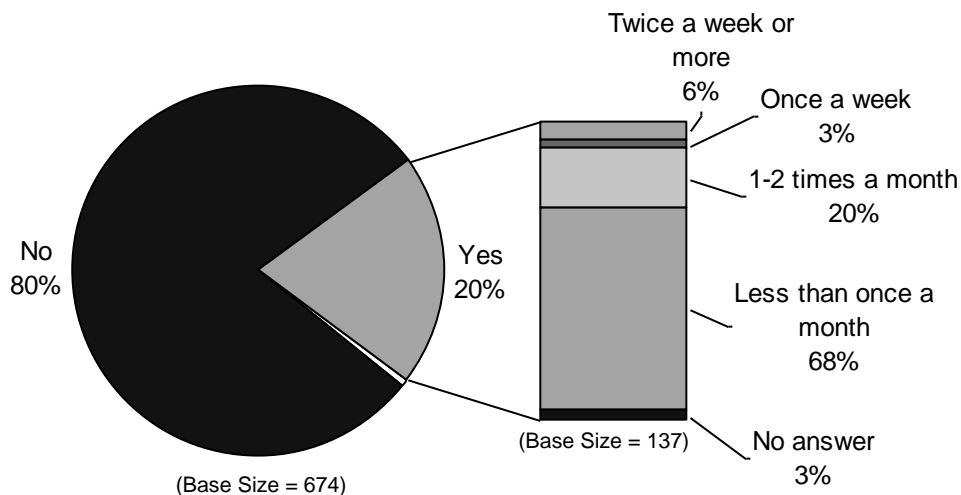
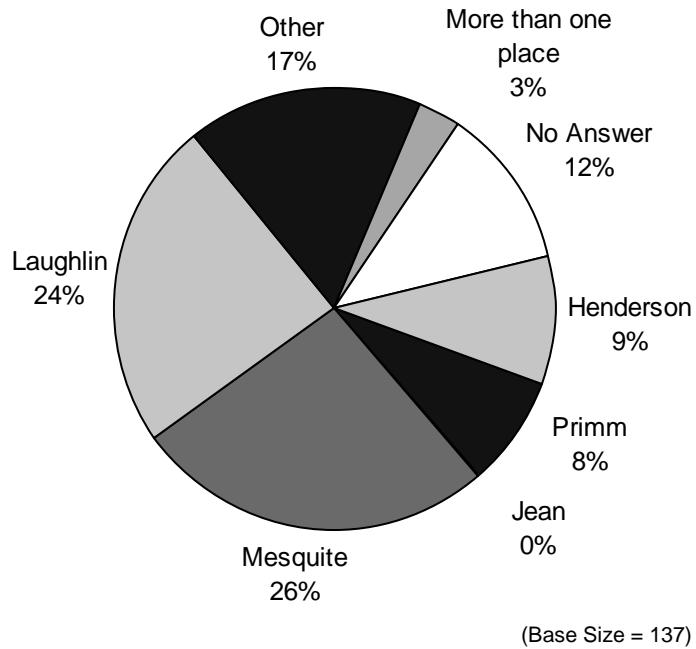


FIGURE 21
Where Residents Gamble Outside Las Vegas
(Among Those Who Gamble Outside Las Vegas)

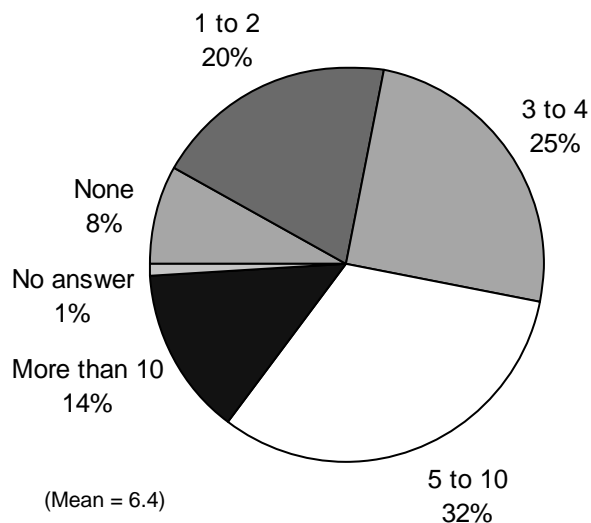


Residents who gamble outside the Las Vegas area were asked in which town or community they gamble the most often. Twenty-six percent (26%) said they gamble most often in Mesquite, while 24% said Laughlin, 9% said Henderson, and 8% said Primm. Three percent (3%) said they gamble at more than one place “most often.”

RESTAURANTS

We asked residents how many dinners they ate out on average every month. Twenty percent (20%) said they dine out once or twice per month, 25% said they do so three to four times a month, 32% said five to ten times a month, and 14% said more than ten times. Eight percent (8%) said they did not dine out at all, and 1% gave no answer. Overall, residents dined out an average of 6.4 times per month.

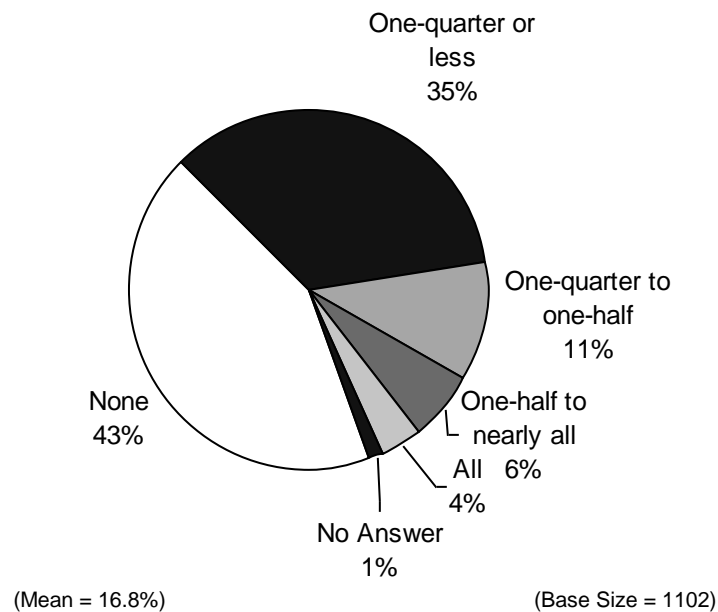
FIGURE 22
Number Of Dinners Eaten Out Every Month



The average number of dinners eaten out by men (average of 7.2 dinners a month) was greater than the average number of dinners eaten out by women (5.6).

Residents who gamble also eat out more often (average of 7.5 dinners per month) than those who do not gamble (4.9), as do those who do not have children living at home compared to those who do (7.0 vs. 5.3 times a month).

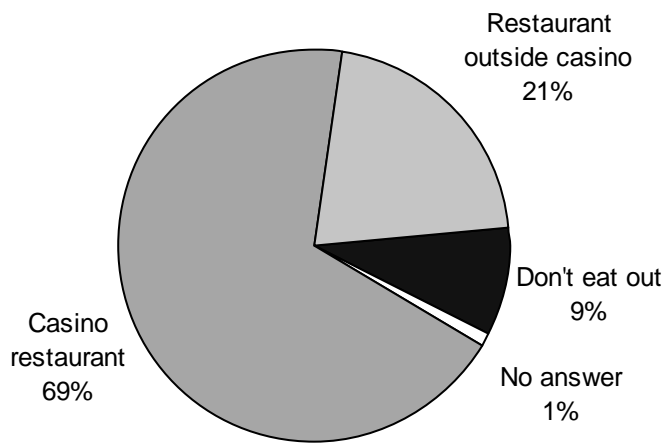
FIGURE 23
Proportion Of Dinners Eaten In Hotel/Motel Restaurants
(Among Those Who Dine Out)



Respondents who dine out were asked what percentage of these dinners were eaten in hotel or motel restaurants. Forty-three percent (43%) said none of them were, and 46% said the proportion was one-half or less. Ten percent (10%) 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 16.8%, not significantly different from 2014.

Residents who are more than 60 years old (average of 23%), those who gamble (21%), and retired residents (27%) cited 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)

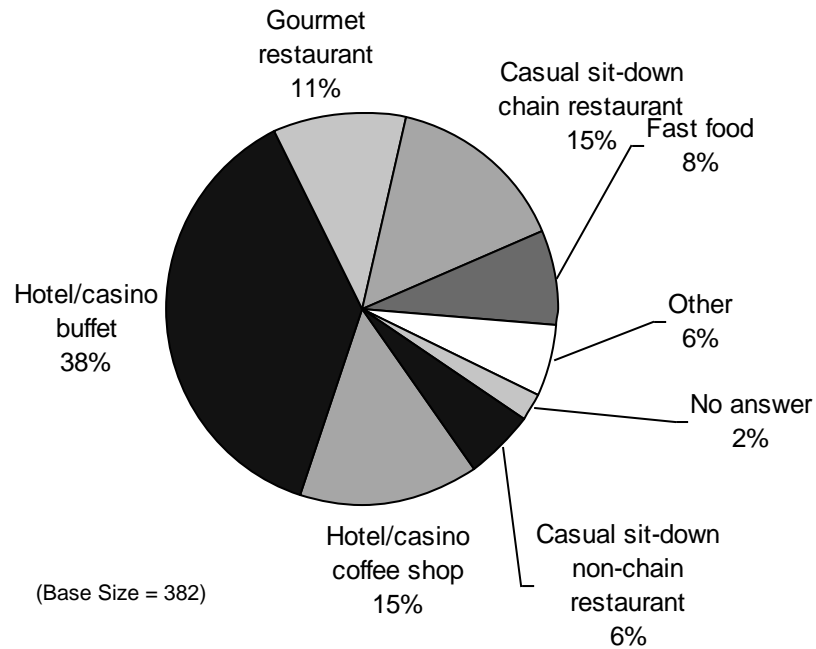


(Base Size = 422)

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. More than two-thirds (69%) of these respondents said they usually eat at a casino restaurant, 21% eat at a restaurant outside the casino, and 9% volunteered that they do not eat when they gamble at a casino.

Retired gamblers (80%) were more likely than employed gamblers (63%) to say they usually eat at a casino restaurant when gambling at a casino.

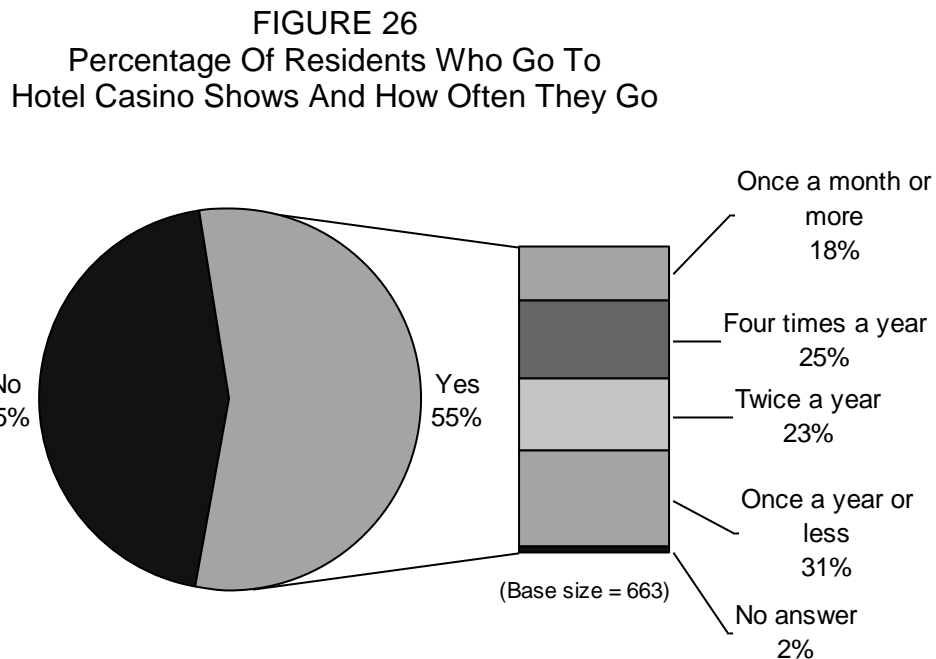
FIGURE 25
Type Of Restaurant Usually
Patronized When Gambling In A Casino
(Among Those Who Eat Out When They
Gamble At Las Vegas Area Casinos)



Nearly four in ten (38%) residents who eat out when they go to a casino to gamble usually eat at a buffet in a hotel, motel, or casino. Fifteen percent (15%) each said they usually dine at a casual sit-down chain restaurant (such as TGI Friday's, Ruby Tuesday's, Chili's, etc.) or a hotel/casino coffee shop. Eleven percent (11%) said they usually eat at a gourmet restaurant, 8% said they usually eat at a fast food restaurant, 6% eat at a casual sit-down non-chain restaurant, and another 6% eat at some other type of dining establishment.

ENTERTAINMENT

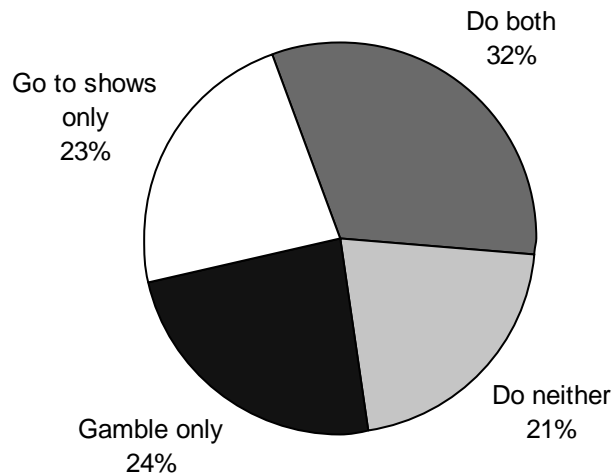
Fifty-five percent (55%) of residents said they have been to a hotel casino show. Eighteen percent (18%) of those residents who attend shows said they go once a month or more, while 25% said they go four times a year, 23% said they go twice a year, and 31% said they go once a year or less.



Several population subgroup differences in show attendance are notable, including:

- Residents earning \$50,000 or more (64%) were significantly more likely than those earning less than \$50,000 (41%) to say they have been to a hotel casino show.
- Residents of Las Vegas (61%) were significantly more likely than residents of Henderson (32%) to say they have been to a hotel casino show.
- Attendance at hotel casino hotel shows tends to increase with education, from 41% of those with a high school education or less to 67% of college graduates.

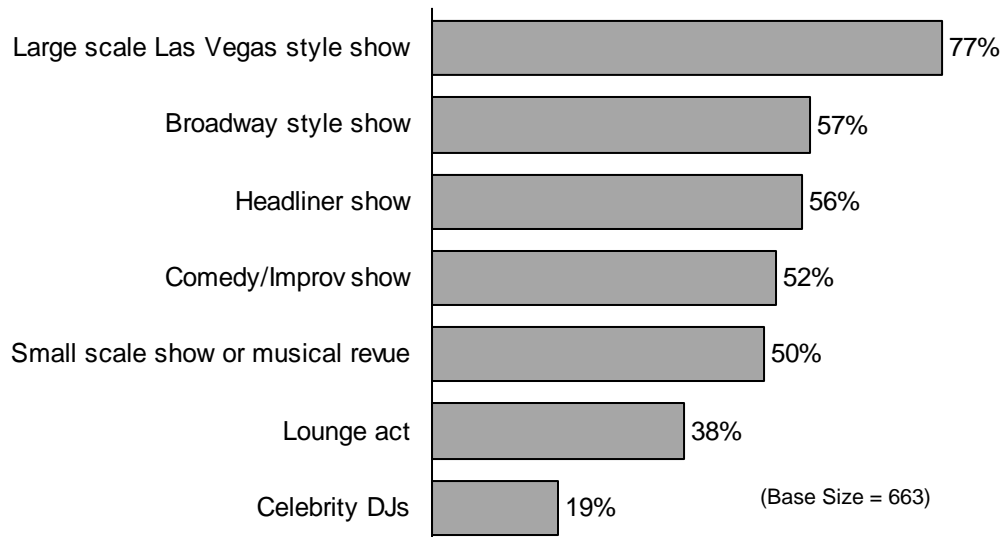
FIGURE 27
Relationship Between Gambling
And Hotel Casino Show Attendance



With regard to the relationship between gambling and hotel casino show attendance among all residents, 32% of Clark County residents both gamble and go to hotel casino shows, 23% go to hotel casino shows but do not gamble, 24% gamble but do not go to hotel casino shows, and 21% neither gamble nor go to hotel casino shows.

College graduates were significantly more likely than those with a high school degree or less to say they both gambled and went to hotel casino shows (36% vs. 24%), as were those without children living at home compared to those with children living at home (38% vs. 23%).

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

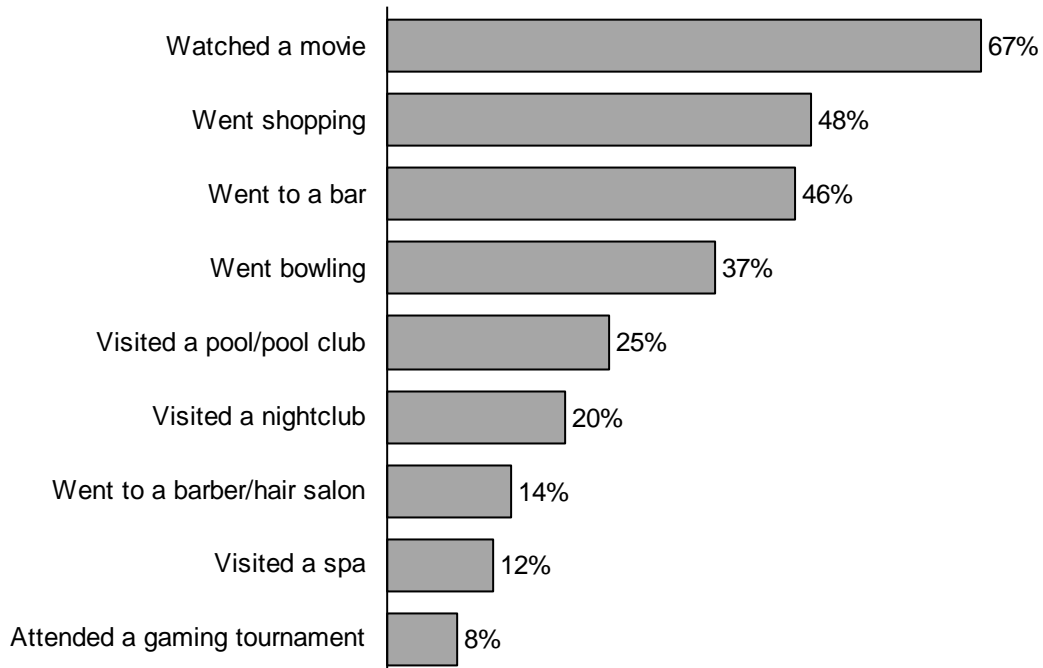


Among those residents who have seen a hotel casino show, 77% have been to a large-scale Las Vegas style show, 57% to a Broadway style show (up from 34% in 2014), 56% to a headliner show (down from 64%), 52% went to a comedy show, 50% to a small scale revue, 38% to a lounge act (down from 53%) and 19% went to see a celebrity DJ show.

Population subgroup differences with regard to the types of hotel casino shows attended include:

- Residents with some college or a college degree were significantly more likely than those with a high school education or less to see a small scale show or musical revue (55% vs. 31%).
- Residents under 30 years old (100%) were the most likely to have seen a large scale production show, and residents under 40 years old (44%) were the most likely to see a Celebrity DJ show.
- Employed residents were more likely than retired residents to have seen a large-scale production show (83% vs. 65%) or a Celebrity DJ show (27% vs. 5%).

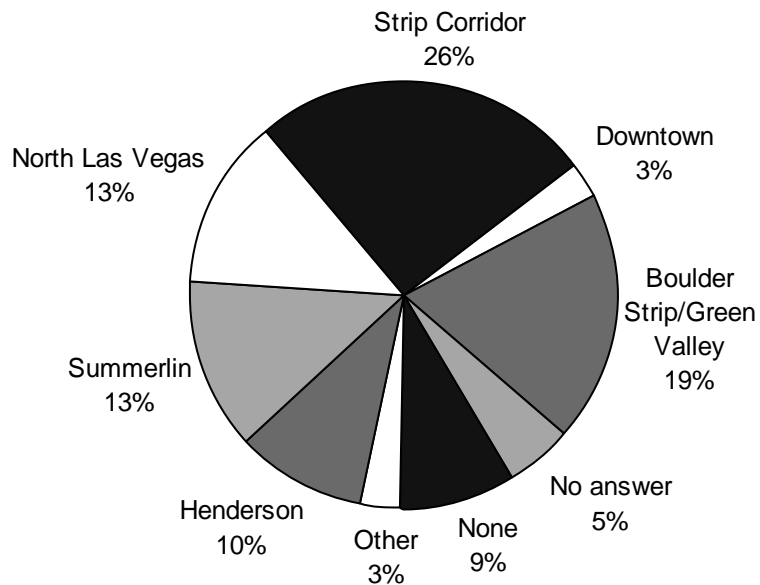
FIGURE 29
Other Leisure Activities Engaged In At Casino Hotels



All respondents were read a list of other types of leisure activities and were asked whether they had engaged in each leisure activity at a casino-hotel within the past 12 months. Two-thirds (67%) said they watched a movie at a casino-hotel, while 48% said they went shopping (up from 37% in 2014), 46% said they had gone to a bar (up from 33% in 2014), 37% went bowling, 25% visited a pool or pool club, and 20% visited a nightclub (up from 15%). Fourteen percent (14%) said they went to a barber or hair salon, 12% visited a spa, and 8% said they attended a gaming tournament.

The likelihood of doing several of these activities declined 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 (69% vs. 26%) or to go bowling (58% vs. 18%). Residents from 30 to 39 years old (27%) were the most likely to go to a spa. Residents who earned \$50,000 or more were more likely than those who earned less than \$50,000 to say they watched a movie (75% vs. 57%), went to a bar (54% vs. 37%), visited a pool club (34% vs. 18%) or went to a spa (16% vs. 6%). Residents who gamble were more likely than those who do not to say they went to a bar (55% vs. 34%), went bowling (42% vs. 31%) or attended a gaming tournament (13% vs. 1%).

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



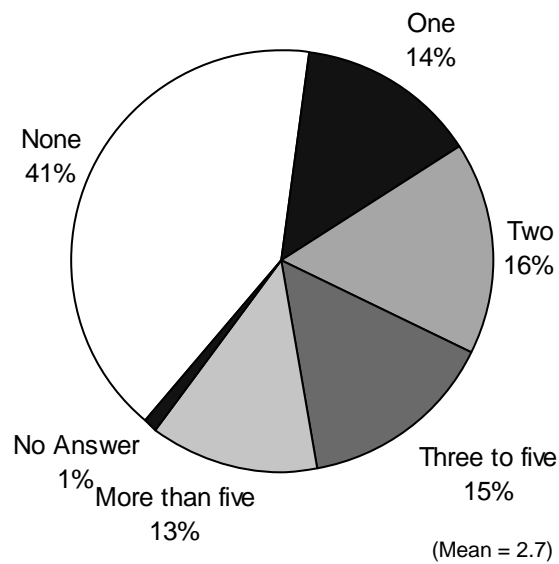
We asked residents the location of the casino they go to most often for leisure or entertainment other than gambling. Twenty-six percent (26%) mentioned a location on the Strip Corridor, while 19% mentioned a location on the Boulder Strip or in the Green Valley area, 13% each said North Las Vegas or Summerlin, 10% Henderson, 3% Downtown, and 3% either mentioned other locations (2%) or said they could not choose just one location (1%). Nine percent (9%) said they do not go to any casinos for non-gaming leisure or entertainment.

Residents who were under 30 (50%) 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

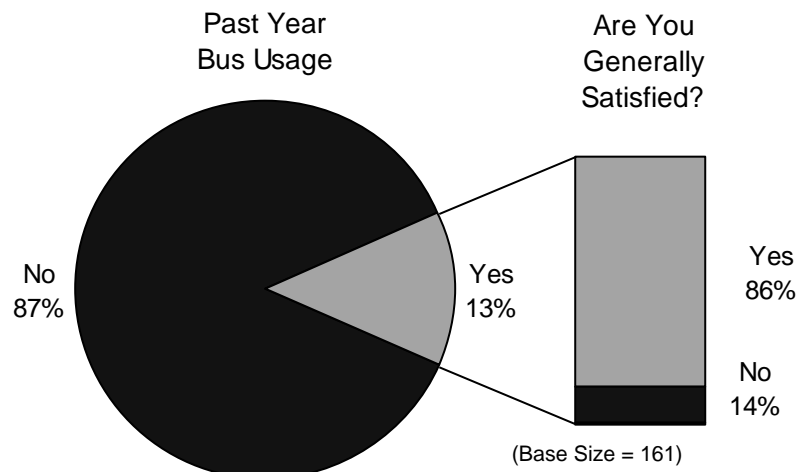
We asked Clark County residents how many flights they have made out of McCarran International Airport during the past 12 months. Forty-one percent (41%) said they had not flown from McCarran during the past year, while 14% said they had flown once, 16% twice, 15% three to five times, and 13% more than five times. The average (mean) number of flights was 2.7.

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



The average number of flights increases with income, from 0.9 among those people earning less than \$50,000 to 5.8 among those earning \$100,000 or more. The average number of flights is also higher among college graduates (4.2) than those with only some college (1.8) and those with a high school education or less (1.0), and also among those who are employed (3.4) than among those who are retired (1.8).

FIGURE 32
Past Year Bus Usage And Satisfaction

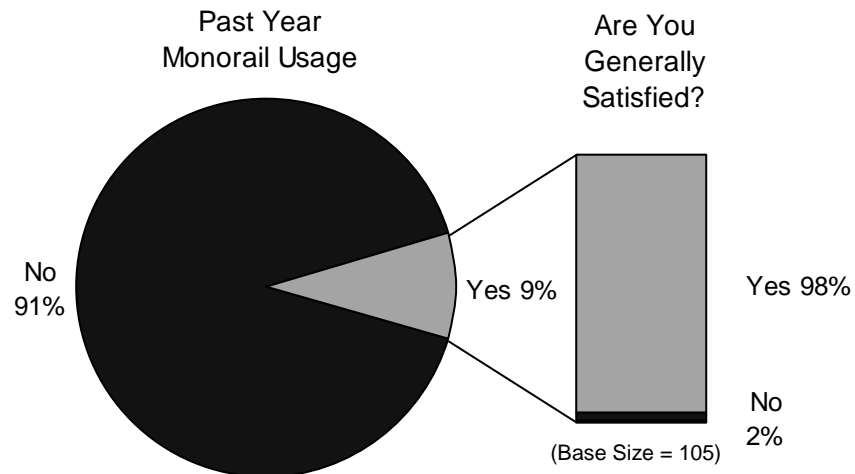


We asked respondents if they had used the public bus system to travel in the Las Vegas area during the past year, and 13% said they had.

Nearly nine in ten (86%) of those people 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 was significantly higher among residents earning less than \$50,000 than those earning \$100,000 or more (20% vs. 8%), those who were single (26%), those who were employed compared to those who were retired (15% vs. 8%), and those who gamble most often on the Boulder Highway compared to those who gamble most often elsewhere (40% vs. 14%).

FIGURE 33
Past Year Monorail Usage And Satisfaction

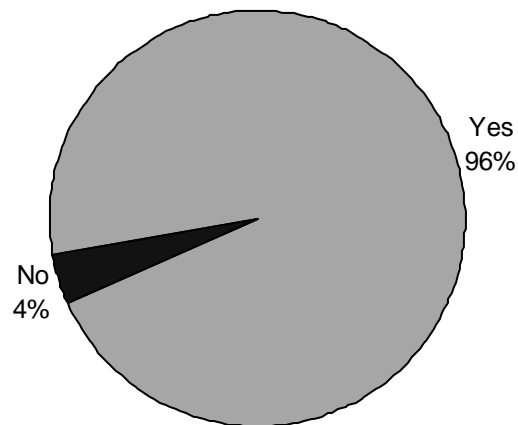


We asked respondents if they had used the Las Vegas Monorail to travel in the Las Vegas Strip area during the past year, and 9% said they had. Ninety-eight percent (98%) of those who had used the Las Vegas Monorail in the past year said they were generally satisfied with the service provided.

DOWNTOWN LAS VEGAS VISITATION

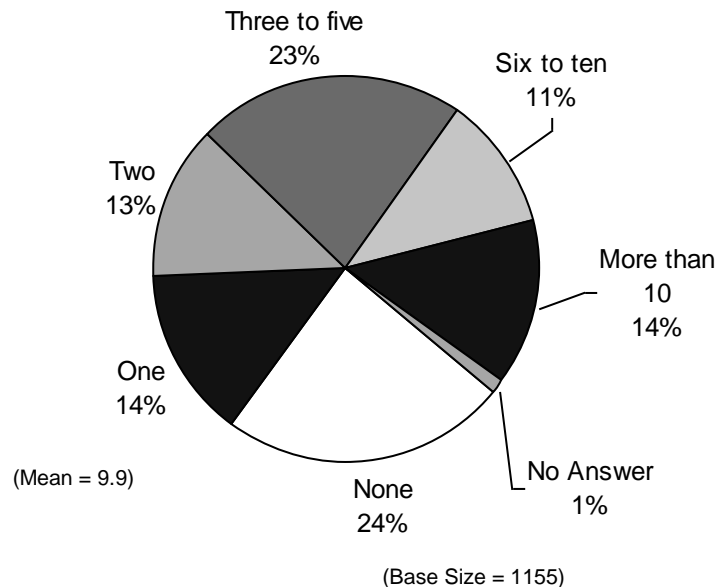
We asked residents if they had *ever* visited Downtown Las Vegas, and 96% said they had.

FIGURE 34
Percentage Of Residents
Who Have Visited Downtown Las Vegas



Residents under 40 years old (100%) were even more likely than residents 40 years old or older (95%) to say they had visited Downtown.

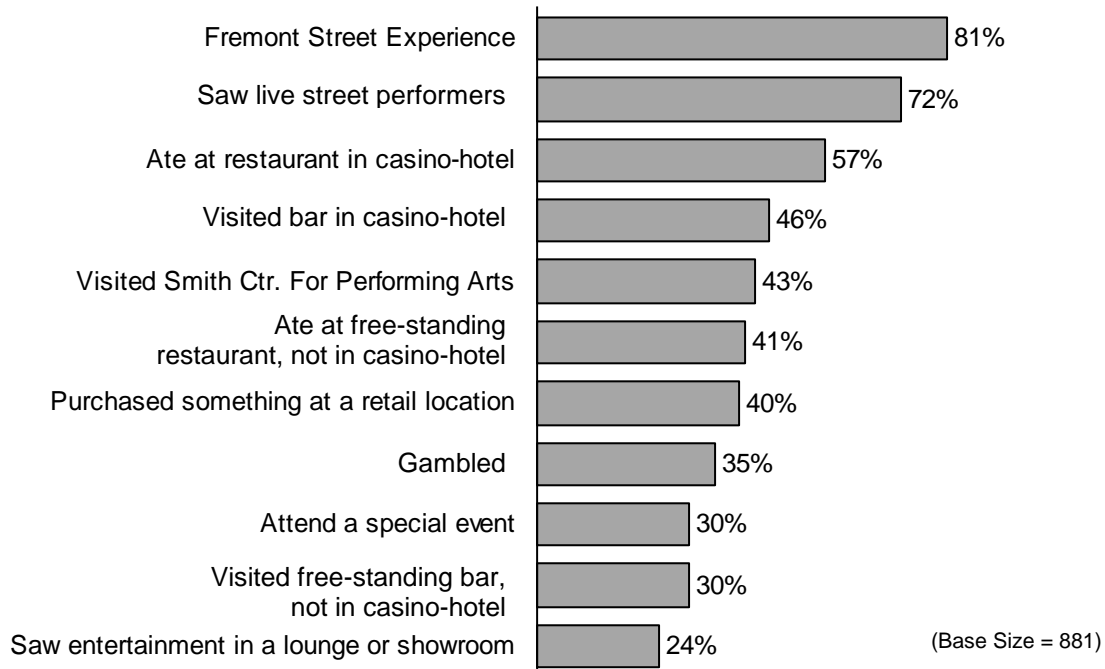
FIGURE 35
Number Of Times Visited
Downtown Las Vegas During Past Year
(Among Those Who Have Ever Visited Downtown Las Vegas)



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. Twenty-four percent (24%) said they did not go at all in the past 12 months, 14% said they had been once, 13% twice, 23% three to five times (up from 17% in 2014), 11% six to ten times, and 14% more than ten times (up from 10% in 2014). 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 9.9. Among those residents who actually visited Downtown Las Vegas in the past 12 months, the average number of visits was 13.0.

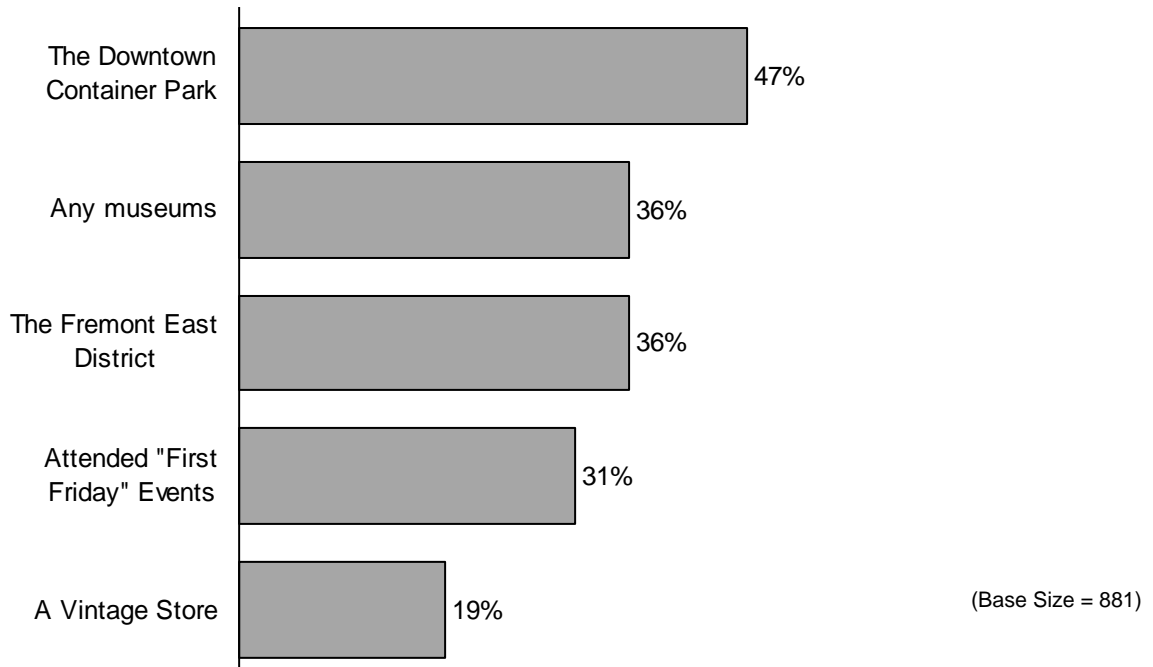
Residents with incomes of \$100,000 or more visited Downtown Las Vegas most frequently during the past 12 months (20.3 visits). Employed residents visited Downtown Las Vegas more often than retired residents (12.9 visits vs. 3.3 visits), as did women compared to men (13.0 vs. 6.5), and residents under 40 vs. those 40 and older (18.7 vs. 4.8).

FIGURE 36
Activities Participated In During Visits To Downtown Las Vegas
(Among Past Year Visitors)



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 visiting the Fremont Street Experience (81%), followed by seeing the street performers (72%), and dining at a restaurant in a casino hotel (57%). Nearly one-half (46%, up from 30% in 2014) visited a bar in a casino-hotel, 43% visited the Smith Center for the Performing Arts, 41% said they ate at a free-standing restaurant that was not in a casino-hotel, 40% purchased something at a retail location (up from 31% in 2014), 35% gambled (up from 25% in 2014), 30% each visited a free-standing bar not in a casino-hotel (up from 22% in 2014) or attended a special event, and 24% saw entertainment in a lounge or showroom.

FIGURE 37
Percentage Of Residents
Who Have Visited Downtown Locations In The Past 12 Months
(Among Past Year Visitors)

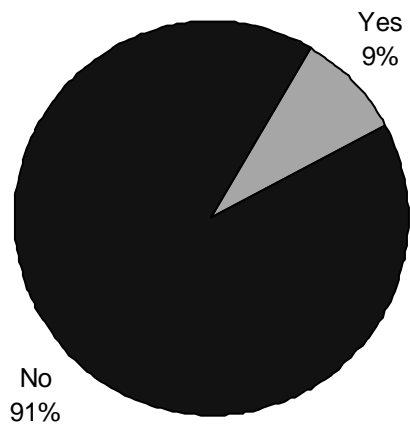


We asked residents who had visited Downtown Las Vegas in the past 12 months if they have visited various locations. In 2016, residents who had visited Downtown over the past 12 months were most likely to say they had visited the Downtown Container Park (47%), followed by museums and the Fremont East District (36% each). About three in ten (31%, up from 21% in 2014) said they had attended any of the “First Friday” events in the emerging arts district around Charleston Boulevard and Main Street, and 19% said they had visited a vintage store (Figure 37). Residents between 30 and 39 years old were the most likely to visit the Fremont East District (57%), the Downtown Container Park (63%), a museum (56%), attend “First Friday” events (49%) or visit a vintage store (37%).

OTHER CLARK COUNTY TRAVEL DESTINATIONS

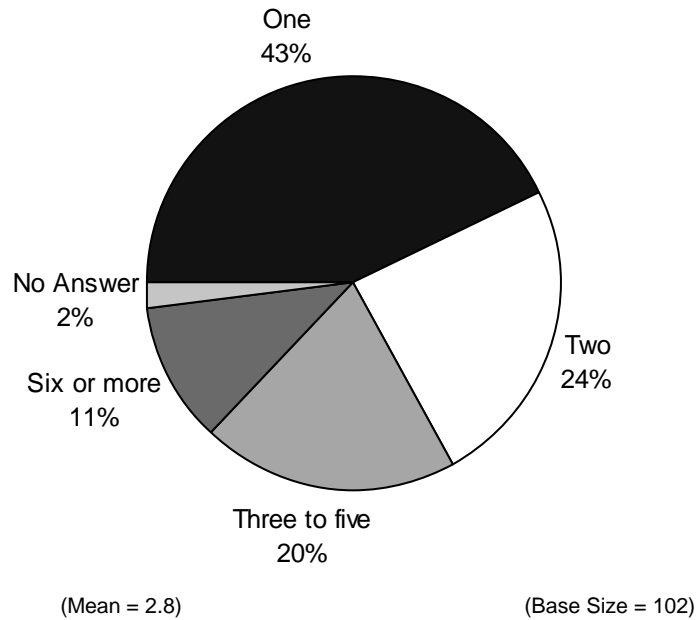
We asked residents if they had taken a trip to Mesquite within the past 12 months for purposes other than work or personal business. Nine percent (9%) said they had.

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



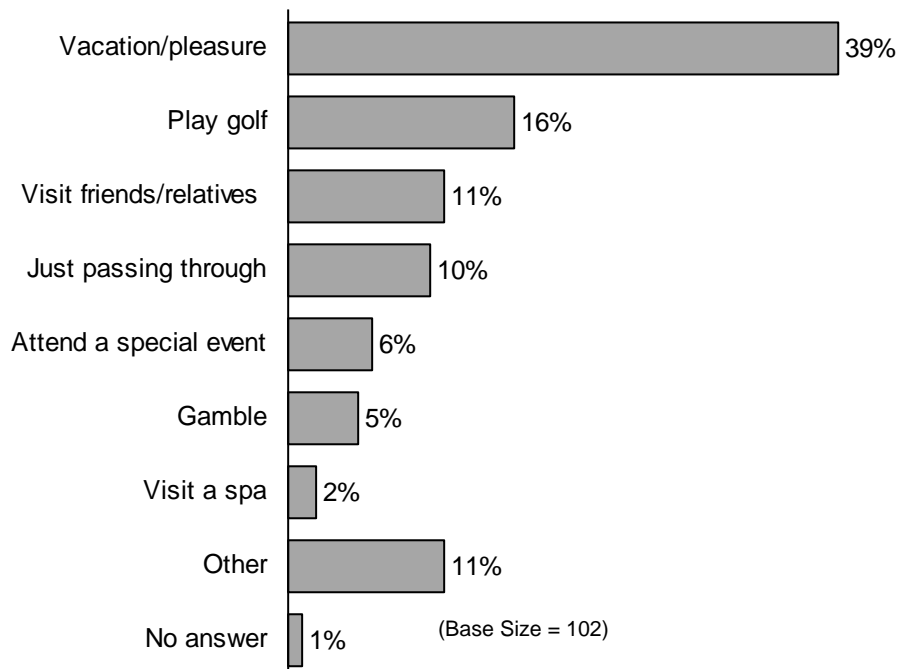
(Base Size = 1165)

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)



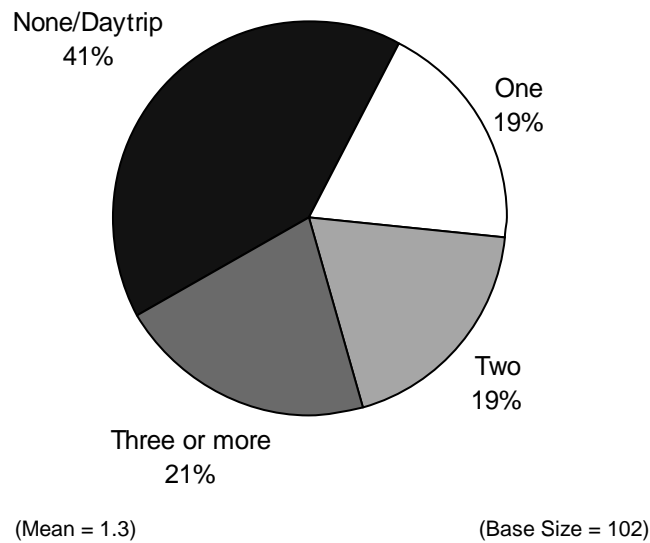
We asked residents how many times they had visited Mesquite during the past 12 months for purposes other than work or personal business. Forty-three percent (43%) said they had been to Mesquite once, 24% had been twice, 20% three to five times, and 11% had been six or more times. The average number of visits to Mesquite in the past 12 months was 2.8.

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)



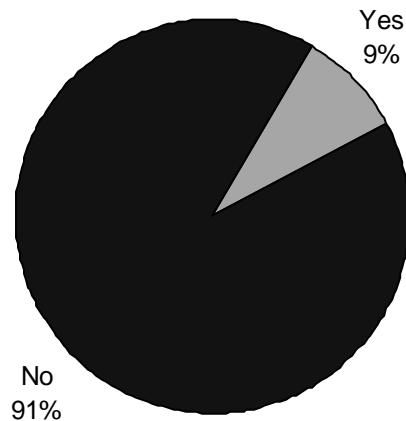
We asked residents who had taken a non-business trip to Mesquite in the past 12 months what was the primary purpose of their most recent trip there. About one in four (39%) said it was for vacation or pleasure. Sixteen percent (16%) said it was to play golf, 11% said they were visiting friends or relatives, 10% were just passing through, 6% were attending a special event, 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. Forty-one percent (41%) said they did not spend any nights in Mesquite, while 19% each said they spent one or two nights, and 21% spent three or more nights. The average number of nights stayed for all respondents was 1.3, while the average number of nights stayed excluding those on day trips was 2.1.

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

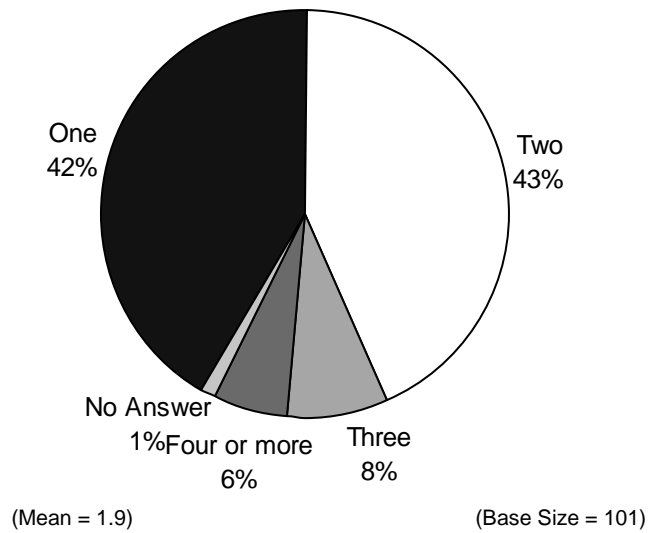


(Base Size = 1191)

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.

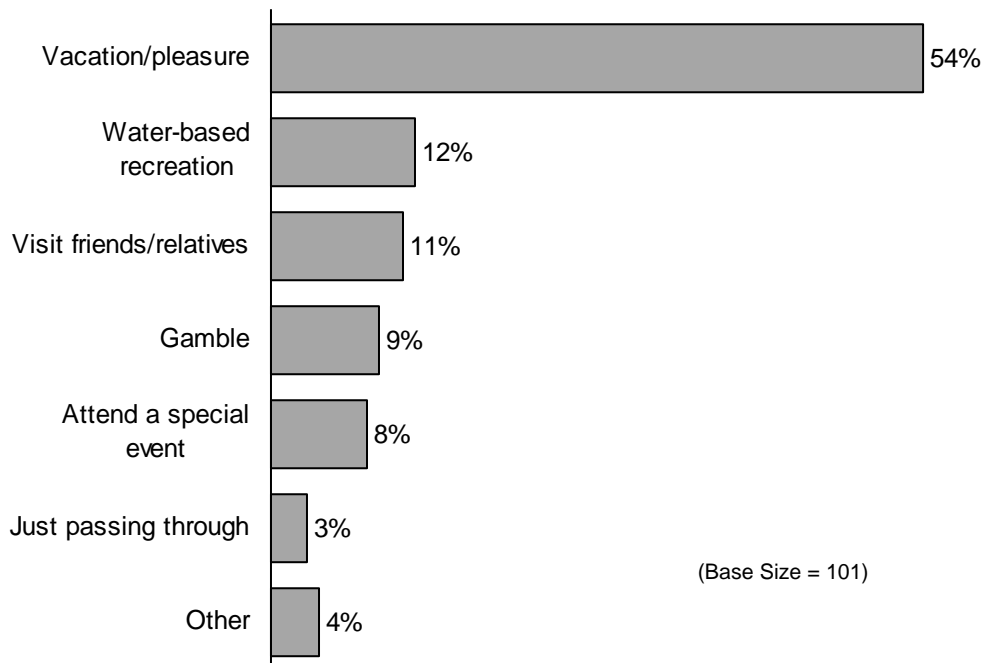
Residents of Henderson (less than 1%) were significantly less likely to have visited Laughlin within the past 12 months than residents of Las Vegas (11%) or other communities (7%). Residents who gamble were more likely to visit Laughlin within the past 12 months compared to those who do not (12% vs. 4%).

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)



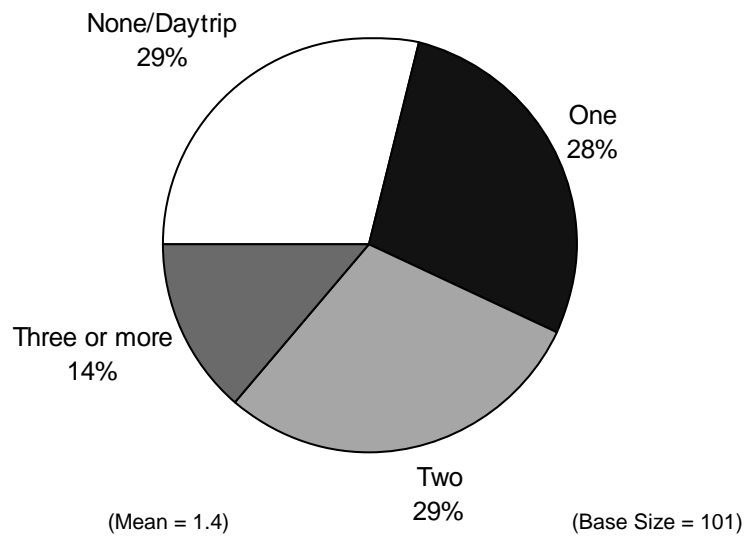
We asked residents how many times they had visited Laughlin during the past year for purposes other than work or personal business. Forty-two percent (42%) said they had been once, 43% said they had been twice, and 14% said they had been three or more times. The average number of visits to Laughlin in the past 12 months was 1.9.

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)



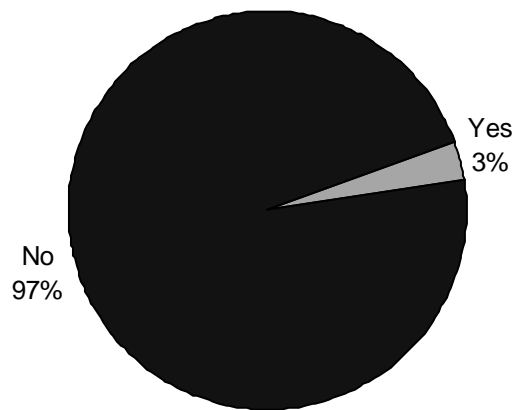
We asked residents who had taken a non-business trip to Laughlin in the past 12 months what was the primary purpose of their most recent trip there. Fifty-four percent (54%) said it was for vacation or pleasure. Twelve percent (12%) were visiting for water-based recreation (up from 1% in 2014), 11% said they were visiting friends and relatives, 9% were visiting Laughlin primarily to gamble, 8% said they were attending a special event, and 3% were just passing through.

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



Respondents were asked how many nights they stayed in Laughlin on their most recent non-business trip there in the past year. About three in ten (29%) said they did not spend any nights in Laughlin, while 28% said they spent one night, 29% spent two nights, and 14% spent three or more nights. The average number of nights stayed for all respondents was 1.4, while the average number of nights stayed excluding those on day trips was 2.0.

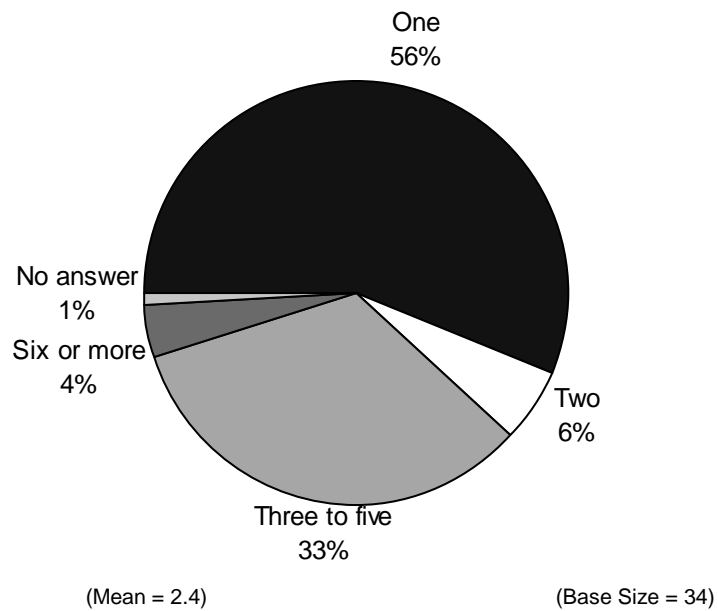
FIGURE 46
Percentage Of Residents Who Have Taken
A Non-Business Trip To Jean During The Past Year
(Among Non-Residents Of Jean)



(Base Size = 1200)

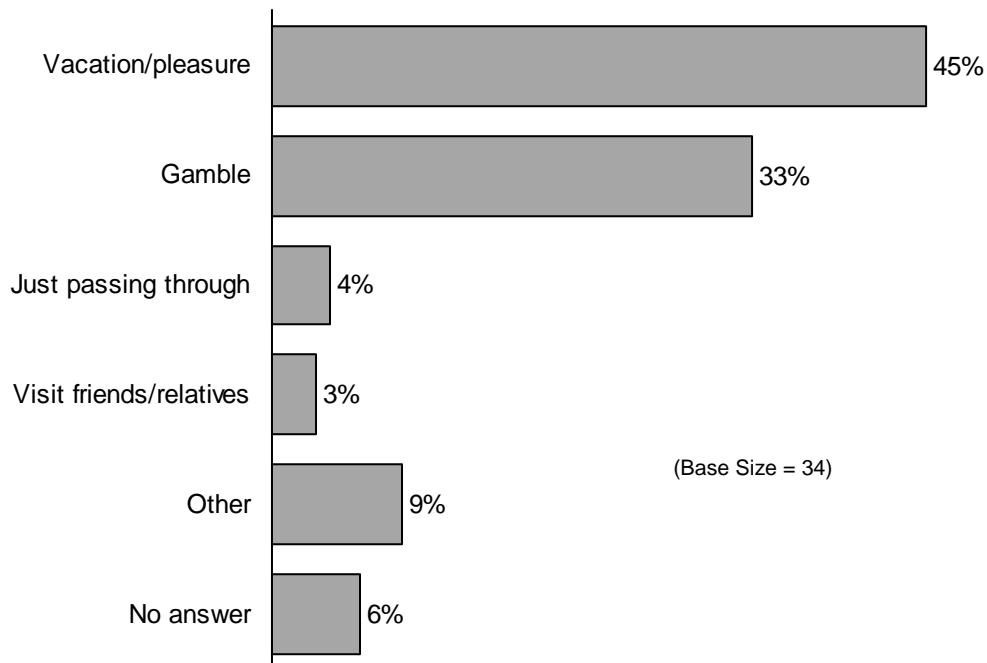
We asked residents if they had taken a trip to Jean within the past 12 months for purposes other than work or personal business. Three percent (3%) said they had.

FIGURE 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)



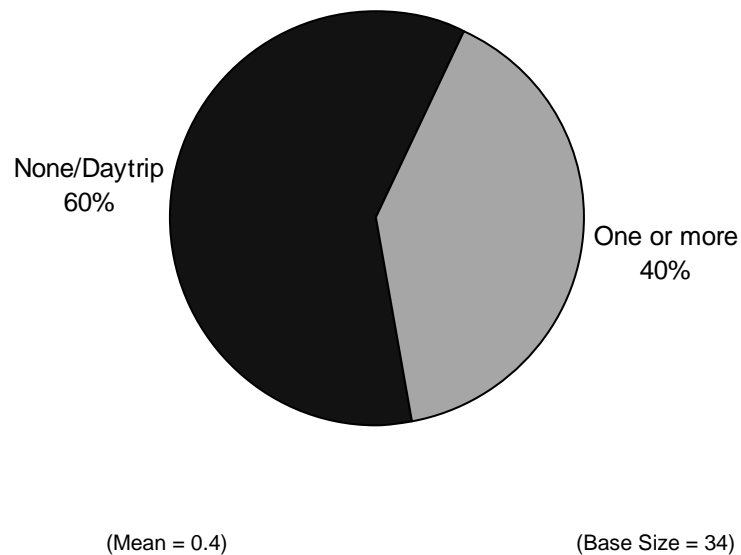
We asked residents how many times they had visited Jean during the past year for purposes other than work or personal business. Fifty-six percent (56%) said they had been once, 6% had been twice, 33% had visited three to five times, and 4% had visited six or more times. The average number of visits to Jean in the past 12 months was 2.4.

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)



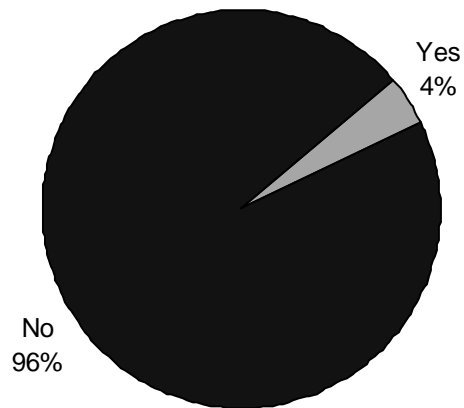
We asked residents who had taken a non-business trip to Jean in the past 12 months what was the primary purpose of their most recent trip there. Forty-five percent (45%) said it was for vacation or pleasure, while 33% said they were visiting primarily to gamble, 4% said they were just passing through, and 3% said they were visiting friends or relatives.

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. Six in ten (60%) said they did not spend any nights in Jean, but 40% said they spent one or more nights. The average number of nights stayed for all respondents (including day trippers) was 0.4, while the average number of nights stayed excluding those on day trips was 1.0.

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

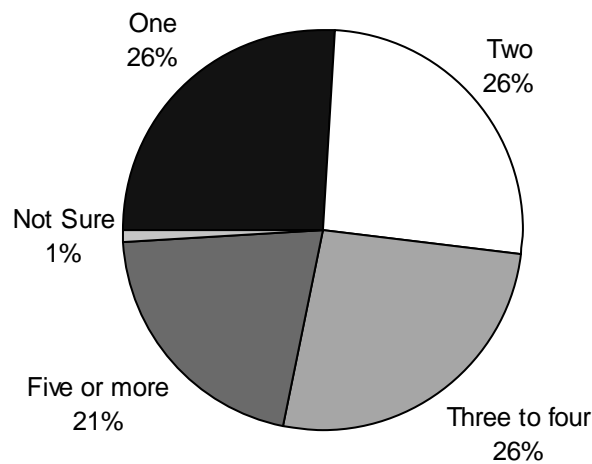


(Base Size = 1199)

We asked residents if they had taken a trip to Primm within the past 12 months for purposes other than work or personal business. Four percent (4%) said they had, down from 9% in 2014.

Residents 50 years old and older were more likely than those younger than 50 to have visited Primm in the past 12 months (7% vs. 2%).

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)

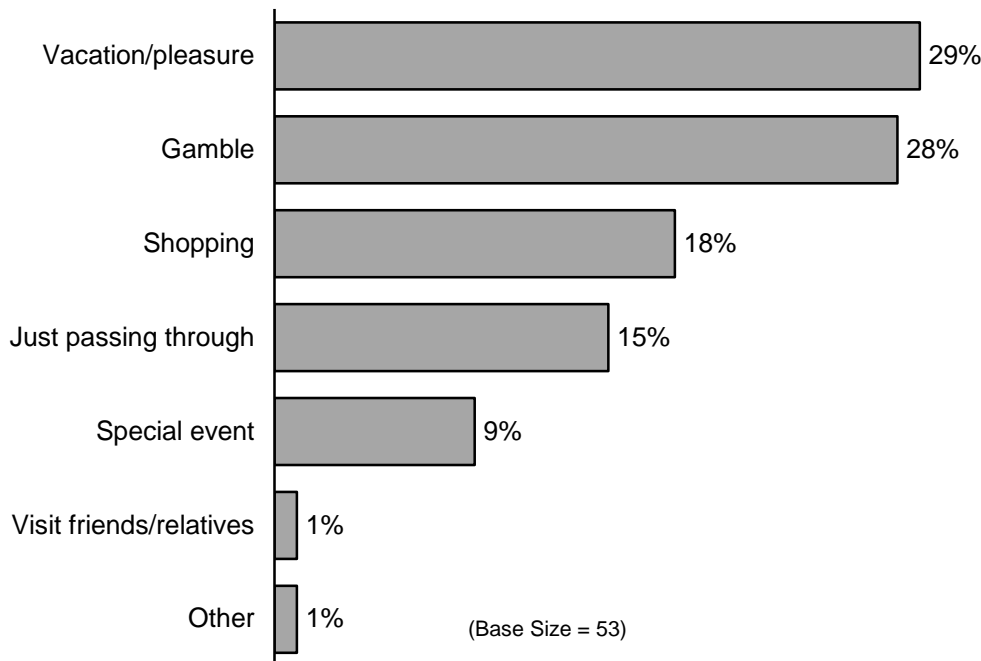


(Mean = 3.2)

(Base Size = 53)

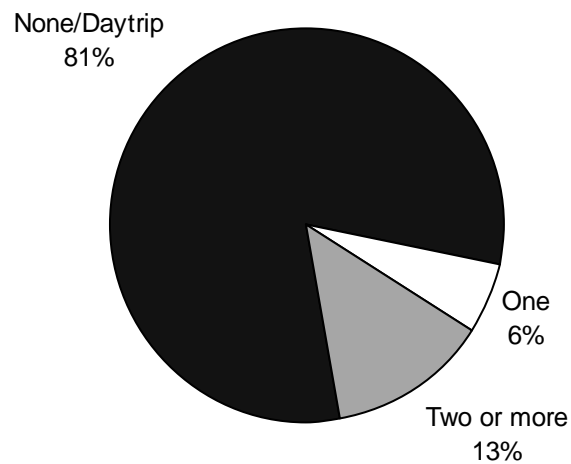
We asked residents how many times they had visited Primm during the past year for purposes other than work or personal business. Twenty-six percent (26%) each said they had been once, twice, and three or four times, and 21% visited five or more times. The average number of visits was 3.2, down from 5.4 in 2014.

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. Twenty-nine percent (29%) said they were visiting for vacation or pleasure, 28% visited Primm primarily to gamble, 18% said they were visiting primarily to shop there, 15% said they were just passing through, 9% were attending a special event, and 1% said they were visiting friends or relatives.

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)

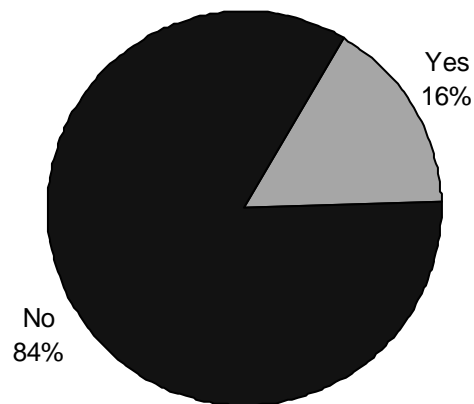


(Mean = 0.4)

(Base Size = 53)

Respondents were asked how many nights they stayed in Primm on their most recent non-business trip there in the past year. Eight in ten (81%) said they did not spend any nights in Primm, but 6% said they spent one night, and 13% spent two 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 1.9.

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)

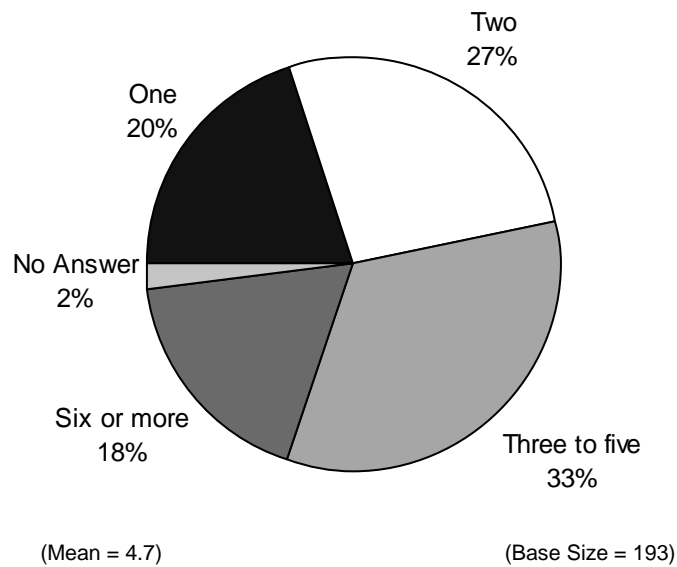


(Base Size = 1185)

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. Sixteen percent (16%) said they had.

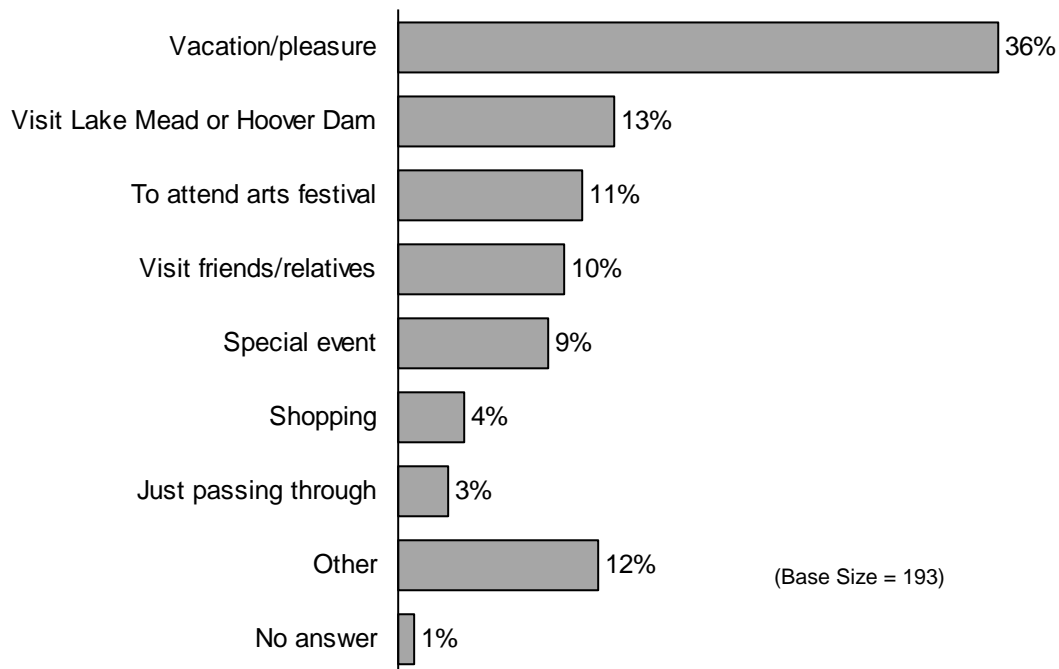
Residents who have lived in Las Vegas since before 2001 were more likely to say they had visited Boulder City than those who had moved to Las Vegas since then (21% vs. 9%).

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)



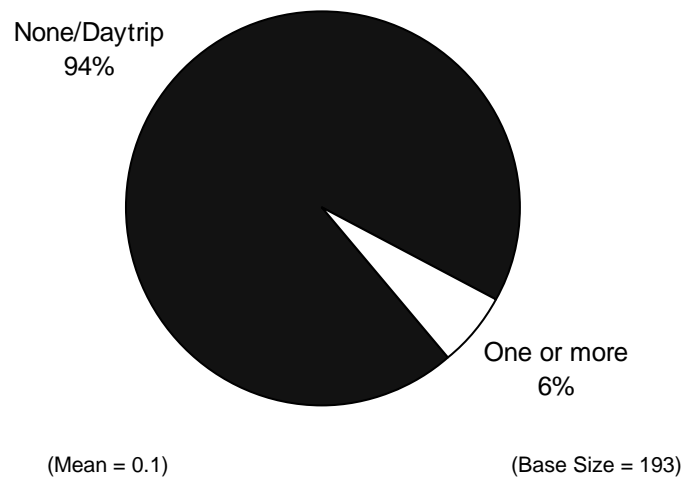
We asked residents how many times they had visited Boulder City during the past year for purposes other than work or personal business. Twenty percent (20%) said they had been once, 27% had been twice, 33% had been three to five times, and 18% had been six or more times. The average number of visits to Boulder City in the past 12 months was 4.7.

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. Thirty-six percent (36%) said it was for vacation or pleasure, while 13% were visiting Lake Mead or Hoover Dam, 11% said they were attending an arts festival, 10% were visiting friends or relatives, 9% were attending a special event (down from 20% in 2014), 4% were there primarily to shop, and 3% were just passing through.

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. Ninety-four percent (94%) said they did not spend any nights in Boulder City (up from 85% in 2014), but 6% said they spent one or more nights (down from 15% in 2014). The average number of nights stayed for all respondents was 0.1 (down from 0.4 in 2014), while the average number of nights stayed excluding those on day trips was 1.5.

APPENDIX

*Questionnaire With
Aggregate Results*

Respondent ID# _____

GENDER

MALE48%

FEMALE.....52

**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?

890XX34%
891XX66

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

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	2%	1%	0%	BASKETBALL
b. BASEBALL (SOFTBALL)	2	1	1	BASEBALL
c. BINGO.....	2	0	1	BINGO
d. BOATING	3	1	1	BOATING
e. BOWLING	6	2	2	BOWLING
f. CAMPING.....	6	3	3	CAMPING
g. COMMUNITY ACTIVITIES (CHURCH, LITTLE LEAGUE, ETC.).....	8	6	6	COMMUNITY ACTIVITIES
h. CYCLING	6	3	3	CYCLING
i. FISHING.....	3	1	1	FISHING
j. FOOTBALL (INCLUDE TOUCH/TAG).....	1	0	0	FOOTBALL
k. EATING OUT	18	9	5	EATING OUT
l. GAMBLING	11	5	5	GAMBLING
m. GOLF	7	4	4	GOLF
n. HIKING.....	21	7	8	HIKING
o. HORSEBACK RIDING	1	1	1	HORSEBACK RIDING
p. HUNTING	1	0	0	HUNTING
q. MOVIES	23	8	8	MOVIES
r. NIGHT CLUBBING	3	1	2	NIGHT CLUBBING
s. PICNICS.....	1	0	0	PICNICS
t. SHOPPING	12	4	4	SHOPPING
u. SHOWS	11	2	3	SHOWS
v. SIGHT SEEING.....	5	1	1	SIGHT SEEING
w. SNOW SKIING.....	2	0	0	SNOW SKIING
x. SPORTING EVENTS	2	1	1	SPORTING EVENTS
y. SUNBATHING.....	2	0	0	SUNBATHING
z. SWIMMING	9	4	4	SWIMMING
aa. TENNIS.....	2	2	2	TENNIS
bb. VISITING FRIENDS OR RELATIVES	3	2	2	VISITING FRIENDS OR RELATIVES
cc. WATER SKIING	0	0	0	WATER SKIING
dd. WORKING OUT	8	4	3	WORKING OUT
ee. OTHER (SPECIFY BELOW)	19	15	16	OTHER
ff. NONE OF THE ABOVE	10	13	15	NONE OF THE ABOVE

Q4

Q5

Q6

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

- None.....8%
- 1 to 220
- 3 to 425
- 5 to 1032
- 11 or more14
- Not sure/No answer1

6.36 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=1102)

- 0%43%
- 1% to 5%24
- 6% to 25%12
- 26% to 50%11
- 51% to 75%3
- 76% to 99%4
- 100%4
- Not sure/Refused1

16.81 MEAN
1.00 MEDIAN

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

YES27%	ASK Q10
NO73	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=320)

- None.....7%
- 129
- 225
- 3 to 525
- 6 or more times14
- Not sure/Refused.....0

3.21 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.....18%
- b. Auto race at the Las Vegas Motor Speedway10
- c. University of Nevada Las Vegas football game.....12
- d. University of Nevada Las Vegas basketball game16
- e. Any other UNLV sporting event excluding football and basketball games.....6
- 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 game16

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

- Mesquite3%
- Laughlin1
- Jean0
- Primm0
- Boulder City1
- NONE OF THE ABOVE95

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. Mesquite9% (N=1165)
- b. Laughlin9 (N=1191)
- c. Jean3 (N=1200)
- d. Primm4 (N=1199)
- e. Boulder City16 (N=1185)
- f. NONE OF THE ABOVE..70

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=102)

1.....43%
 224
 3 or more.....31
 No Answer.....2
2.76 MEAN
2.00 MEDIAN

15. Thinking of the LAST trip you took to Mesquite for purposes other than work or personal business — what was the PRIMARY purpose of that trip? (N=102)

VACATION/PLEASURE39%
 TO GAMBLE5
 VISIT FRIENDS/RELATIVES11
 TO ATTEND A SPECIAL EVENT (E.G., GOLF, CONCERT, OFF-ROAD RACING, RODEO, FESTIVAL, ETC.).....6
 TO ATTEND/PARTICIPATE IN A CASINO TOURNAMENT.....0
 JUST PASSING THROUGH.....10
 TO PLAY GOLF16
 TO VISIT A SPA2
 TO HIKE.....1
 TO ATTEND A SPORTS TOURNAMENT0
 SOME OTHER REASON.....9
 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=102)

None/Daytrip.....41%
 119
 219
 3 or more.....21

1.27 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=101)

1.....42%
 243
 3 or more.....14
 No Answer.....1

1.92 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=101)

VACATION/PLEASURE54%
 TO GAMBLE9
 VISIT FRIENDS/RELATIVES11
 TO ATTEND A SPECIAL EVENT (E.G., GOLF, CONCERT, OFF-ROAD RACING, RODEO, FESTIVAL, ETC.)8
 TO ATTEND/PARTICIPATE IN A CASINO TOURNAMENT.....0
 JUST PASSING THROUGH.....3
 WATER-BASED RECREATION (FOR EXAMPLE, JET SKIING, WATER SKIING, BOATING, ETC.)12
 SOME OTHER REASON4
 DON'T KNOW/REFUSED0

19. Again, thinking of your last trip to Laughlin for purposes other than work or personal business — how many nights did you stay? (N=101)

None/Daytrip.....	29%
1	28
2	29
3 or more.....	14
No Answer	1
<u>1.44</u> MEAN	
<u>2.00</u> 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=34)

1.....	56%
2	6
3 or more.....	37
No Answer	1
<u>2.39</u> MEAN	
<u>1.00</u> 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=34)

VACATION/PLEASURE	45%
TO GAMBLE	33
VISIT FRIENDS/RELATIVES	3
TO ATTEND A SPECIAL EVENT (E.G., GOLF, CONCERT, OFF-ROAD RACING, RODEO, FESTIVAL, ETC.).....	0
TO ATTEND/PARTICIPATE IN A CASINO TOURNAMENT.....	0
JUST PASSING THROUGH.....	4
SOME OTHER REASON	9
DON'T KNOW/REFUSED	6

22. Again, thinking of your last trip to Jean for purposes other than work or personal business — how many nights did you stay? (N=34)

None/Daytrip.....	60%
1	39
2 or more.....	1
<u>0.41</u> MEAN	
<u>1.02</u> 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=53)

1.....	26%
2	26
3 or more.....	47
No Answer	1
<u>3.19</u> MEAN	
<u>2.00</u> 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=53)

VACATION/PLEASURE	29%
TO GAMBLE	28
VISIT FRIENDS/RELATIVES	1
TO ATTEND A SPECIAL EVENT (E.G., GOLF, CONCERT, OFF-ROAD RACING, RODEO, FESTIVAL, ETC.)	9
TO ATTEND/PARTICIPATE IN A CASINO TOURNAMENT.....	0
JUST PASSING THROUGH.....	15
SHOPPING	18
SOME OTHER REASON	1
DON'T KNOW/REFUSED	0

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

None/Daytrip.....	81%
1	6
2 or more.....	13
<u>0.35</u> MEAN	
<u>0.00</u> 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=193)

- 120%
- 227
- 3 to 533
- 6 or more18
- Don't Know/ No Answer2
- 4.73 MEAN
- 3.00 MEDIAN

27. Thinking of the LAST trip you took to Boulder City for purposes other than work or personal business — what was the PRIMARY purpose of that trip? (N=193)

- VACATION/PLEASURE 36%
- TO GAMBLE..... 0
- VISIT FRIENDS/RELATIVES 10
- TO ATTEND A SPECIAL EVENT (E.G., GOLF, CONCERT, OFF-ROAD RACING,RODEO, FESTIVAL, ETC.) 9
- TO ATTEND/PARTICIPATE IN A CASINO TOURNAMENT 0
- JUST PASSING THROUGH 3
- SHOPPING..... 4
- TO VISIT LAKE MEAD OR HOOVER DAM 13
- TO ATTEND AN ARTS FESTIVAL..... 11
- TO VISIT CEMETERY/ VETERAN'S CEMETERY 2
- 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=193)

- None/Daytrip 94%
- 1 or more 6
- 0.09 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?

YES56%	SKIP TO Q31
NO44	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=526)

PRIMARY REASON:

- No money/can't afford it 40%
- No interest/boring 24
- Religious/moral objections 13
- Poor odds/never win 12
- Don't like casinos/crowded/dirty 4
- Fear addiction 1
- Some other reason 4
- Not sure/No answer 3

COMBINED RESPONSES:

- No money/can't afford it 42%
- No interest/boring 25
- Religious/moral objections 14
- Poor odds/never win 13
- Don't like casinos/crowded/dirty 4
- Fear addiction 3
- Some other reason 4

**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 or near Boulder Highway, in the Green Valley area, in the Summerlin area, in North Las Vegas, in Henderson, at Lake Las Vegas, or elsewhere? (N=674)

ON OR NEAR THE STRIP..13%	SKIP TO Q33
DOWNTOWN10	ASK Q32, THEN SKIP TO Q34
BOULDER HIGHWAY.....10	ASK BOTH Q32 & Q33
SUMMERLIN AREA14	
NORTH LAS VEGAS11	
ELSEWHERE.....11	
HENDERSON13	
LAKE LAS VEGAS0	
GREEN VALLEY8	
DON'T KNOW/REFUSED...10	

32. Is there any particular reason why you do not go to the Strip to gamble? (**ACCEPT ONE RESPONSE.**) (N=588)

- Too many tourists/too crowded28%
- Too far away/inconvenient21
- Heavy traffic/no parking 10
- Worse odds/less winnings 10
- Work on the Strip/don't want to go there....6
- Don't gamble much/not a gambler3
- High crime/scary area2
- Prefer smaller/local gaming2
- Just don't like it (non-specific)9
- Some other reason.....7
- Not sure/Refused3

33. Is there any particular reason why you do not go to Downtown Las Vegas to gamble? (**ACCEPT ONE RESPONSE.**) (N=608)

- Too far away/inconvenient31%
- Don't gamble much/not a gambler 10
- Too many tourists/too crowded9
- High crime/scary area6
- Heavy traffic/no parking5
- Worse odds/less winnings3
- Prefer bigger/flashier gaming on the Strip..3
- Work Downtown/don't want to go there2
- Just don't like it (non-specific) 11
- Some other reason.....10
- Not sure/Refused11

34. About how often do you gamble? Would you say it is... (**READ LIST. CIRCLE NUMBER AT FIRST "YES" RESPONSE.**) (N=674)

More than 5 times a week9%	ASK Q35
About twice a week 14	SKIP TO Q36
About once a week..... 12	
About twice a month.....20	SKIP TO Q37
About once a month 14	
About 4 times a year22	SKIP TO Q38
About twice a year6	
Once a year or less4	
DON'T KNOW/REFUSED.0	SKIP TO Q39

35. On average, about how much money do you personally budget on gambling per *DAY*. (**DO NOT ACCEPT A BUDGET AMOUNT OF ZERO DOLLARS.**) (N=58)

- \$15 or less.....24%
- \$16 to \$4020
- \$41 to \$7520
- Over \$7526
- Refused/No answer..... 10
- \$71.16 MEAN
- \$50.00 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=173)

- \$25 or less.....23%
- \$26 to \$5025
- \$51 to \$10016
- Over \$10018
- Refused/No answer..... 18
- \$128.33 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=232)

- \$20 or less28%
- \$21 to \$5023
- \$51 to \$10031
- Over \$10013
- Refused/No answer.....6
- \$73.45 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=210)

- \$30 or less23%
- \$31 to \$10041
- \$101 to \$20010
- Over \$20016
- No answer/Refused.....11
- \$183.43 MEAN
- \$80.00 MEDIAN

39. Which type of gambling game do you play *MOST OFTEN*. **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=674)

SLOT MACHINES34%	ASK Q40
VIDEO POKER.....23	
OTHER VIDEO MACHINES (21, KENO, ETC.).....2	SKIP TO Q45
BACCARAT1	SKIP TO Q43
BIG 60	
BINGO.....5	SKIP TO Q45
BLACKJACK6	SKIP TO Q43
CRAPS3	
KENO8	SKIP TO Q45
POKER.....7	
RACE/SPORTSBOOK5	SKIP TO Q43
ROULETTE3	
OTHER.....5	SKIP TO Q45
DON'T KNOW/REFUSED.1	

40. Which denomination machine do you play *MOST OFTEN*. **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=384)

- PENNY32%
- NICKEL.....16
- DIME.....3
- QUARTER.....34
- HALF DOLLAR2
- DOLLAR7
- FIVE DOLLARS.....0
- 25 DOLLARS.....0
- OTHER.....5
- DK/REFUSED1

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=384)

- 1 to 426%
- 532
- 6 to 2512
- 26 or more.....24
- Not sure/Refused7
- 27.59 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=384)

- YES.....35%
- NO62
- DON'T KNOW/REFUSED ..3

SKIP TO Q45

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

(N=81)

- LESS THAN \$1.00.....3%
- \$1.00.....4
- \$2.00.....2
- \$3.00.....0
- \$5.00.....48
- \$10.00.....14
- \$25.00.....7
- \$50.00.....2
- \$100.00.....4
- OVER \$100.002
- OTHER.....3
- DON'T KNOW/REFUSED12

CONTINUE WITH Q44

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

(N=81)

- Less than \$5.....3%
- \$528
- \$6-\$1016
- Over \$1029
- Don't Know/No Answer24
- \$19.59 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=674)

YES63%	ASK Q46
NO37	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 6% (N=422)
- About twice a week..... 15
- About once a week 7
- About twice a month 21
- About once a month 18
- About four times a year 20
- About twice a year 7
- Once a year or less 6
- DON'T KNOW/REFUSED 0

47. What is the name of the casino where do you do MOST of your gambling? (N=422)

- STRIP (NET)5%
- OFF-STRIP (NET) 10
- DOWNTOWN (NET)..... 3
- BOULDER STRIP (NET) 13
- OUTLYING (NET)66
- Other2
- None/Don't go0
- No answer/Refused.....1

48. Which of the following categories best describes your betting habits in the casinos? Are you a... **(READ LIST.)** (N=422)

- Very light bettor 25%
- Light bettor 44
- Moderate bettor 21
- Somewhat heavy bettor 7
- Heavy bettor 2
- DON'T KNOW/REFUSED 1

49. Do you maintain casino credit? (N=422)

- YES..... 19%
- NO 76
- DON'T KNOW/REFUSED 5

50. Are you a member of a casino slot club or players club? (N=422)

- YES..... 73%
- NO 27

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=422)

CASINO RESTAURANT 69%	ASK Q52
RESTAURANT OUTSIDE THE CASINO 21	
DON'T EAT OUT (VOLUNTEERED) 9	SKIP TO Q53
DON'T KNOW/REFUSED 1	

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=382)

- Fast food restaurant and/or food court 8%
- Buffet in a hotel, motel, or casino 38
- Coffee shop in a hotel, motel, or casino 15
- Coffee shop outside a hotel, motel, or casino 1

- Gourmet restaurant 11
- Pub 5
- Sushi restaurant 0
- Casual, sit-down, chain restaurant (like TGI Friday's, Ruby Tuesday's, Chili's, etc.) 15
- Casual, sit-down, non-chain restaurant 6
- OTHER (SPECIFY:) 1
- DON'T KNOW/REFUSED 2

53. Do you ever gamble in a convenience store, grocery store, or gas station in the greater Las Vegas area? (N=674)

YES 17%	ASK Q54
NO 83	SKIP TO Q55
DON'T KNOW/REFUSED 0	

54. About how often do you gamble in a convenience store, grocery store, or gas station in the greater Las Vegas area? Would you say it is... (N=117)

- More than 5 times a week 10%
- About twice a week 18
- About once a week 11
- About twice a month 10
- About once a month 23
- About four times a year 11
- About twice a year 7
- Once a year or less 11
- DON'T KNOW/REFUSED 1

55. Do you ever gamble in a local bar or restaurant in the greater Las Vegas area? (N=674)

YES 32%	ASK Q56
NO 68	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=215)

- More than 5 times a week 5%
- About twice a week 7
- About once a week 13
- About twice a month 21
- About once a month 19
- About four times a year 18
- About twice a year 10
- Once a year or less 7
- DON'T KNOW/REFUSED 0

57. Do you ever gamble in Clark County OUTSIDE the greater Las Vegas area? (N=674)

YES 20%	ASK Q58
NO 79	SKIP TO Q60
DON'T KNOW/REFUSED 1	

58. About how often do you gamble outside the greater Las Vegas area? Would you say it is... (N=137)
- More than 5 times a week 2%
 - About twice a week 5
 - About once a week 3
 - About twice a month 9
 - About once a month 11
 - About four times a year 14
 - About twice a year 18
 - Once a year or less 36
 - DON'T KNOW/REFUSED 3

59. When you gamble outside the greater Las Vegas area, in which town or community do you gamble **MOST OFTEN?** (ACCEPT ONLY ONE RESPONSE.) (N=137)
- JEAN 0%
 - MESQUITE 26
 - LAUGHLIN 24
 - PRIMM (STATE LINE) 8
 - HENDERSON 9
 - MORE THAN ONE PLACE MOST OFTEN 3
 - OTHER (SPECIFY:) 17
 - DON'T KNOW/REFUSED 12

60. Do you gamble only when you have out-of-town visitors or do you gamble at other times as well? (N=674)
- ONLY WHEN HAVE OUT-OF-TOWN VISITORS 17%
 - OTHER TIMES 74
 - BOTH (VOL.) 8
 - DON'T KNOW/REFUSED 1

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

YES 55%	ASK Q62
NO 45	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=663)
- Twice a week or more 1%
 - About once a week 1
 - About twice a month 3
 - About once a month 14
 - About four times a year 25
 - About twice a year 23
 - Once a year or less 31
 - DON'T KNOW/REFUSED 2

63. Which of the following kinds of shows have you been to? (READ FIRST 7 RESPONSES IN LIST. ACCEPT MULTIPLE RESPONSES.) (N=178)

Q63

	<u>YES</u>	<u>NO</u>	<u>NA</u>
a. Big-name headliner performers in Las Vegas for a <u>special concert</u> (for example, Britney Spears, Reba, Brooks & Dunn, Jennifer Lopez, Elton John, etc.).....	56%	44%	0%
b. Large-scale Las Vegas style shows (e.g., Mystère!, O!, Blue Man Group, etc.)	77	23	0
e. Comedy or improv shows.....	52	47	1
f. Broadway style shows (e.g., Lion King, Jersey Boys, Phantom of the Opera)	57	43	0
g. Celebrity DJs performing in a Las Vegas nightclub (for example, Calvin Harris, Tiesto (pronounced: Tee- ES -toe), Avicii (pronounced: Ah- VEE -chee), Steve Aoki (pronounced: Ah- OH -kee), Skrillex, etc ...	19	81	0
c. Other small-scale shows or musical revues	50	48	1
d. Lounge acts (local bands)	38	62	0

NONE OF THE ABOVE	0	DO NOT READ
NOT SURE/DON'T KNOW	0	
REFUSED/NO ANSWER	0	

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

- a. Watched a movie 67%
- b. Visited a nightclub..... 20
- c. Attended a slot or other type of gaming tournament..... 8
- d. Went shopping 48
- e. Visited a spa..... 12
- f. Went bowling 37
- g. Went to a bar 46
- h. Went to a barber shop or hair salon..... 14
- i. Visited a pool (pool club) 25
- j. OTHER (NET)..... 6

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

- STRIP (NET) 19%
- OFF STRIP (NET)..... 7
- DOWNTOWN (NET)..... 3
- BOULDER HIGHWAY (NET)..... 7
- OUTLYING AREAS (NET) 49
- Other 2
- Can't pick just one..... 1
- None/Don't go 9
- Don't know/Refused 4

65. Which, if any, of the following social media or travel review apps or websites have you used to plan activities IN THE LAS VEGAS AREA in the past 12 months? **(READ LIST)**

	YES	NO	NS/ NA
a. Facebook	26%	73%	0%
b. Foursquare.....	2	98	1
c. SnapChat	7	93	0
d. OpenTable	12	88	1
e. Pinterest.....	8	91	1
f. TripAdvisor.....	23	76	1
g. Twitter	9	91	0
h. Yelp.....	30	69	0
i. Instagram	12	88	0
j. Google.....	59	41	0
k. Consulted reviews at Online Travel Agencies such as Expedia, Booking.com, etc.	29	71	1
l. Consulted reviews at hotel or show venue sites.....	24	76	1
m. OTHER (SPECIFY)..	2	95	3
n. (EXCLUSIVE CODE; DO NOT READ) NONE OF THESE....	25	75	0

66. Have you ever visited Downtown Las Vegas?

YES..... 96%	ASK Q67
NO 4	SKIP TO Q70
DON'T KNOW/REFUSED..... 0	

67. How many times have you visited Downtown Las Vegas in the past 12 months? (N=1155)

None.....	24%
1	14
2	13
3-5	23
6-10	11
11 or more.....	14
Not sure/No answer	1
<u>9.90</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 Q70

68. During any of your visits to Downtown Las Vegas in the past 12 months, did you... (N=881)

a. Visit the Fremont Street Experience?	81%
b. Gamble?.....	35
c. Purchase something at a retail location?	40
d. See some type of entertainment at a lounge or showroom?.....	24
e. Eat at a restaurant in a casino-hotel?	57
f. See live street performers?.....	72
g. Attend a special event?	30
h. Visit a bar in a casino-hotel?.....	46
i. Eat at a free-standing restaurant that is NOT in a casino-hotel.....	41
j. Visit a free-standing bar that is NOT in a casino-hotel.....	30
k. Visited the Smith Center for the Performing Arts.....	43

69. During any of your visits to Downtown Las Vegas in the past 12 months, did you... (N=881)

a. Attend "First Friday"?	31%
b. Visit the Fremont East District? (INTERVIEWER: If necessary, add "The Fremont East District includes venues on the east side of Las Vegas Boulevard in the Downtown Redevelopment Project Area)	36
c. Visit the Downtown Container Park?	47
d. Visit any museums? ..	36
e. Shop at a vintage store?	19

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

- None41%
 - 1 to 230
 - 3 to 515
 - More than 5 times13
 - Don't Know/No Answer1
- 2.71 MEAN
1.00 MEDIAN

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

YES13%	ASK Q72
NO87	SKIP TO Q73
DON'T KNOW/REFUSED.0	

72. Generally, were you satisfied with the public bus service provided? (N=161)

- YES.....86%
- NO14

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

YES9%	ASK Q74
NO91	SKIP TO Q75
DON'T KNOW/REFUSED.0	

74. Generally, were you satisfied with the service provided by the Las Vegas Monorail? (N=105)

- YES.....98%
- NO2
- NOT SURE/NA.....0

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

YES55%	ASK Q76
NO44	SKIP TO Q77
DON'T KNOW/REFUSED 1	

76. Would you say that you have a FAVORABLE or UNFAVORABLE opinion of the Las Vegas Convention and Visitors Authority? (N=661)

- FAVORABLE72%
- UNFAVORABLE.....6
- NOT SURE/DK.....16
- DON'T KNOW/REFUSED.....6

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

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

- EXCELLENT28%
- GOOD43
- FAIR.....13
- POOR4
- NOT SURE/DK9
- REFUSED/NA.....3

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

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

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

- LOCAL TAX.....16%
- HOTEL TAX45
- BOTH (VOL.).....9
- NOT SURE/DK.....28
- REFUSED/NA3

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.

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

Employed full time42%	ASK Q80 & Q81
Employed part time7	
Self-employed9	
Not employed for pay9	SKIP TO Q83 ON PAGE 16
Retired.....24	
Student.....5	
DON'T KNOW/REFUSED.3	

80. What kind of work do you do?

81. What industry is that in?

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

JOB DESCRIPTION/TITLE

(N=706)

INDUSTRY

(N=706)

PROFESSIONAL/TECHNICAL30%
MANAGERS/OFFICIALS/PROPRIETORS11
SALES/CLERICAL WORKERS22
CRAFT WORKERS/FOREMEN.....7
SERVICE WORKERS/OPERATORS27
LABORERS/AGRICULTURAL WORKERS1
OTHER (SPECIFY:).....0
DON'T KNOW/REFUSED2

MINING8%
CONSTRUCTION5
MANUFACTURING.....8
TRANSPORTATION, COMMUNICATIONS, ELECTRIC, GAS, & SANITARY.....5
WHOLESALE TRADE.....3
RETAIL TRADE8
FINANCE, INSURANCE, & REAL ESTATE7
SERVICES49
AGRICULTURE/FORESTRY1
PUBLIC ADMINISTRATION5
OTHER (SPECIFY:).....0
DON'T KNOW/REFUSED.....2

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

82. Do you work for any of the casinos or casino/hotels in Las Vegas? (N=706)

YES..... 14%
NO..... 85
DON'T KNOW/REFUSED 1

83. 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.)

1996 MEAN
1998 MEDIAN

BORN HERE 12%
1960 OR BEFORE 2
1961 TO 1965..... 3
1966 TO 1970..... 2
1971 TO 1975..... 2
1976 TO 1980..... 4
1981 TO 1985..... 3
1986 TO 1990..... 8
1991 TO 1995..... 11
1996 TO 2000..... 12
2001 TO 2005..... 14
2006 TO 2010..... 12
2011 TO PRESENT..... 11
DON'T KNOW/REFUSED 3

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

GRADE SCHOOL OR SOME HIGH SCHOOL 3%
HIGH SCHOOL DIPLOMA (FINISHED GRADE 12) 21
SOME COLLEGE (INCLUDES JUNIOR/COMMUNITY COLLEGE — NO BACHELOR'S DEGREE)..... 25
GRADUATED COLLEGE 29
GRADUATE SCHOOL (MASTER'S OR PH.D.) 16
TECHNICAL, VOCATIONAL OR TRADE SCHOOL 3
DON'T KNOW/REFUSED 3

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

Single..... 27%
Married 52
Separated or divorced 10
Widowed..... 7
DON'T KNOW/REFUSED 3

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

Less than 3 years old 9%
3-12 years old..... 20
13-18 years old..... 11
More than 18 years old..... 14

87. 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..... 67%
BLACK/AFRICAN AMERICAN 7
ASIAN/ASIAN AMERICAN 3
HISPANIC/LATINO 10
NATIVE AMERICAN..... 1
MIXED RACE (VOL.) 2
OTHER (SPECIFY:) 2
NOT SURE/NA..... 9

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.).

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

AGE: _____

47.40 MEAN
46.00 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.....9
30 to 34.....10
35 to 39.....8
40 to 44.....11
45 to 49.....6
50 to 54.....12
55 to 59.....6
60 to 64.....9
65 and older.....17
DON'T KNOW/REFUSED.....4

89. 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..... 5
\$30,000 to \$39,999..... 9
\$40,000 to \$49,999..... 8
\$50,000 to \$59,999..... 8
\$60,000 to \$69,999..... 7
\$70,000 to \$79,999..... 5
\$80,000 to \$89,999..... 5
\$90,000 to \$99,999..... 4
\$100,000 to \$109,999..... 5
\$110,000 to \$119,999..... 3
\$120,000 to \$129,999..... 2
\$130,000 to \$139,999..... 1
\$140,000 to \$149,999..... 2
\$150,000 or more..... 11
DON'T KNOW/REFUSED..... 18

/
My supervisor may be calling you to confirm that this interview took place. May I have your first name and telephone number so she can call and ask for you?

Name

Telephone # (from sample)

That's all the questions I have. Thank you very much for participating in the survey.

ON FIRST PAGE: CALCULATE AND RECORD INTERVIEW LENGTH. RECORD GENDER.

I AFFIRM THAT THE ABOVE INFORMATION IS ACCURATELY RECORDED FROM THE RESPONDENT'S STATEMENTS.

Interviewer's Signature

Date