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	4	CONVENTION AN

MATRIX OF LAS VEGAS VISITOR SEGMENTS

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CONVENTION AND	ALL VISITORS				MODE OF /			MARKET SEGMENT				ISITOR ORIGIN		LOCATION OF LODGING			GENDER		
respondents (n=)	G	eneration Z	Millennials 0	Generation X	Boomers	Air	Ground 2923	Convention	Package	Tourist	Casino Guest	SoCal 1708	Other USA	International	Downtown	Strip 3722	Other	Male 2748	Female
Percent of Total Visitors	100.0%	8.2%	45.2%	33.0%	13.5%	46.0%	54.0%	9.3%	9.9%	59.2%	21.6%	31.5%	56.9%	11.6%	5.5%	68.7%	25.7%	50.8%	49.2%
² First Time Visitor	16.2%	35.3%	19.8%	10.4%	6.9%	24.8%	8.9%	16.8%	35.3%	17.7%	3.0%	4.2%	18.0%	40.1%	13.9%	17.1%	14.3%	14.4%	18.1%
³ Average Number of Visits within Past 12 Months (among all visitors)	2.0	1.7	2.0	1.9	2.2	1.4	2.4	1.7	1.6	1.7	3.0	2.5	1.8	1.2	1.9	1.9	2.2	2.0	2.0
⁴ Primary Purpose of Current Trip - Vacation / Pleasure	47.6%	58.0%	47.3%	46.7%	43.7%	59.5%	37.4%	6.8%	70.1%	53.0%	39.8%	39.3%	46.0%	78.1%	58.2%	55.6%	23.8%	44.3%	50.9%
⁵ Primary Purpose of Current Trip - Business	10.0%	2.9%	7.3%	17.2%	5.9%	16.3%	4.6%	83.6%		3.2%	1.2%	5.5%	12.4%	10.7%	6.8%	11.2%	7.5%	12.8%	7.19
6 Primary Purpose of Current Trip - Gambling	8.1%	3.5%	8.0%	7.9%	11.9%	5.1%	10.8%	2.4%		3.5%	24.3%	15.2%	5.6%	1.2%	7.7%	8.9%	6.1%	11.4%	4.89
⁷ Primary Purpose of Current Trip - Special Event	5.1%	7.4%	6.1%	4.1%	2.6%	4.0%	6.0%	3.5%	8.0%	5.7%	2.7%	6.4%	5.1%	1.0%	2.6%	5.5%	4.3%	3.7%	6.5%
Attended a Convention, trade show or corporate meeting	9.3%	4.2%	8.4%	13.7%	4.7%	14.7%	4.7%	100.0%	0.0%	0.0%	0.0%	6.0%	11.3%	8.7%	5.5%	10.4%	7.1%	11.9%	6.79
Did you Conduct Any Work During Your Stay in Las Vegas	12.6% 46.0%	8.3%	9.8%	16.7% 54.1%	16.5% 43.7%	18.0%	7.6%	85.5%	8.3%	3.5% 46.8%	2.2%	8.9% 6.1%	14.8% 58.2%	12.3% 94.6%	6.9% 48.8%	13.5% 53.1%	11.4% 26.5%	14.7% 45.6%	10.49
¹⁰ Traveled by Air ¹¹ Planned Trip 7-30 Days in Advance	38.0%	33.1%	39.2%	34.1%	43.7%	26.4%	47.9%	42.0%	18.7%	40.8%	59.3%	50.1%	36.8%	94.8%	48.8%	35.1%	44.1%	43.8%	34.69
12 Planned Trip 31-90 Days in Advance	36.2%	36.9%	32.6%	40.4%	37.5%	48.0%	26.1%	38.4%	35.1%	41.3%	21.8%	25.9%	39.2%	49.9%	40.4%	39.7%	25.9%	34.4%	34.07
¹³ Planned Trip More Than 90 Days in Advance	15.6%	14.0%	16.7%	14.8%	14.8%	22.5%	9.7%	14.4%	38.3%	15.3%	6.5%	8.5%	15.0%	37.7%	14.2%	17.7%	10.4%	14.0%	17.29
14 Assisted By Travel Agent In Planning Trip	3.7%	2.8%	4.8%	3.0%	2.2%	7.3%	0.6%	9.0%	21.2%	1.2%	0.3%	0.6%	3.0%	15.4%	2.7%	3.8%	3.5%	3.5%	3.99
¹⁵ Lodged Along Strip Corridor	70.2%	57.1%	71.8%	73.4%	64.8%	79.8%	61.9%	78.1%		65.7%	75.8%	68.9%	67.2%	88.8%	0.0%	100.0%	0.0%	70.7%	69.8%
¹⁶ Lodged Downtown	5.7%	2.4%	5.5%	5.9%	7.4%	5.9%	5.4%	3.4%	4.7%	4.9%	9.1%	5.4%	5.7%	5.8%	100.0%	0.0%	0.0%	5.4%	6.0%
¹⁷ Traveled with Someone under 21	16.4%	18.6%	21.3%	13.9%	5.1%	9.7%	22.1%	7.2%	20.5%	19.4%	10.4%	17.0%	16.6%	13.7%	10.2%	12.7%	27.6%	14.5%	18.49
¹⁸ Gambled During Visit	78.6%	65.0%	79.3%	80.4%	80.1%	79.7%	77.6%	68.4%	79.2%	73.9%	95.6%	84.6%	76.6%	72.0%	88.0%	84.0%	62.1%	80.2%	77.09
¹⁹ Average Hours Gambled per Day (if gambled)	2.4	2.1	2.3	2.4	2.7	2.0	2.7	2.0	2.6	2.0	3.2	2.9	2.2	1.6	2.4	2.4	2.5	2.6	2.
²⁰ Attended a Show	25.7%	31.4%	26.0%	24.9%	22.9%	34.6%	18.1%	20.0%	58.5%	25.4%	13.9%	19.5%	24.8%	46.8%	17.3%	29.3%	17.8%	22.5%	29.09
²¹ Attended a Sporting Event	6.0%	10.4%	6.3%	4.7%	5.5%	4.0%	7.7%	6.0%	7.0%	7.0%	2.7%	5.1%	7.1%	2.8%	1.6%	4.4%	11.3%	6.9%	5.0%
²² Visited an Attraction (paid admission)	31.1%	36.0%	35.4%	27.7%	22.5%	41.7%	22.1%	22.2%	57.3%	33.5%	16.6%	18.9%	31.8%	61.0%	29.2%	33.9%	24.1%	26.4%	35.9%
23 Visitor Satisfaction - Very Satisfied	87.1%	77.4%	88.7%	87.2%	87.4%	89.1%	85.4%	85.1%	85.1%	86.5%	90.5%	86.3%	86.0%	94.5%	89.4%	88.3%	83.3%	87.9%	86.3%
²⁴ Visitor Satisfaction - Somewhat Satisfied	10.6%	18.5%	9.4%	11.1%	8.9%	9.4%	11.6%	12.3%	12.7%	10.7%	8.6%	11.8%	11.1%	4.7%	7.4%	9.6%	13.9%	9.9%	11.3%
25 Average Room Rate Paid (excluding Package Purchasers)	\$171.98	\$152.97	\$177.53	\$174.28	\$157.27	\$187.53	\$156.39	\$177.86	\$0.00	\$180.37	\$125.00	\$161.92	\$173.90	\$187.80	\$133.75	\$179.50	\$152.87	\$170.98	\$173.15
²⁶ Average Number of Nights Stayed	3.3	3.0	3.3	3.3	3.2	4.0	2.6	3.5		3.3	2.7	2.7	3.2	5.1	3.2	3.4	2.9	3.2	3.3
²⁷ Average Number of People per Room	2.3	2.9	2.5	2.2	2.0	2.2	2.5	1.6		2.4	2.3	2.4	2.3	2.4	2.2	2.3	2.5	2.2	2.4
²⁸ Average Expenditures per Trip on Room / per person	\$239.60	\$155.63	\$234.64	\$267.60	\$247.27	\$344.23	\$164.75	\$378.16	\$0.00	\$242.56	\$150.26	\$181.19	\$243.30	\$391.73	\$192.47	\$264.01	\$176.75	\$242.20	\$236.40
²⁹ Average Spent per Trip on Food & Drink	\$564.73 \$152.68	\$470.42	\$586.99	\$589.43	\$488.68	\$679.27	\$466.92	\$637.84	\$826.20	\$554.56	\$443.95	\$489.18	\$558.77	\$798.97 \$197.97	\$534.71	\$612.24	\$444.02	\$571.16	\$557.66
³⁰ Average Spent per Trip on Local Transportation ³¹ Average Spent per Trip on Shopping	\$152.68	\$186.13 \$298.04	\$164.67 \$250.88	\$141.32 \$244.98	\$120.63 \$226.16	\$202.85 \$277.71	\$109.93 \$225.04	\$208.92 \$223.99	\$296.73 \$571.94	\$145.39 \$235.29	\$83.15 \$153.38	\$113.80 \$207.89	\$165.03 \$247.35	\$197.97 \$369.89	\$114.94 \$169.71	\$155.82 \$249.30	\$152.42 \$266.19	\$158.01 \$247.52	\$147.28
³² Average Spent per Trip on Show / Entertainment	\$108.54	\$109.71	\$250.88	\$104.73	\$220.10	\$140.81	\$223.04	\$80.48	\$249.80	\$109.71	\$53.64	\$207.83	\$107.41	\$190.24	\$82.74	\$120.12	\$200.19	\$94.90	\$122.59
³³ Average Spent per Trip on Sightseeing	\$46.96	\$58.64	\$58.00	\$39.49	\$21.80	\$55.37	\$39.80	\$44.11	\$123.09	\$43.92	\$21.87	\$34.17	\$51.79	\$58.31	\$30.07	\$45.95	\$53.32	\$43.69	\$50.38
³⁴ Average Spent Per Trip on Sporting Events of any kind	\$14.77	\$7.84	\$15.40	\$16.38	\$13.12	\$13.32	\$16.01	\$16.73	\$28.16	\$13.98	\$9.98	\$11.93	\$17.15	\$10.87	\$4.95	\$14.04	\$18.83	\$20.29	\$9.09
³⁵ Parking/Parking Fees	\$19.72	\$21.52	\$24.45	\$15.28	\$13.80	\$8.86	\$28.96	\$21.83	\$26.39	\$19.28	\$17.04	\$30.55	\$16.70	\$4.95	\$16.75	\$19.90	\$19.88	\$20.24	\$19.13
³⁶ Average spent per Trip on Misc. / Other	\$13.73	\$17.04	\$15.20	\$12.65	\$9.62	\$10.44	\$16.53	\$26.42	\$26.19	\$11.76	\$7.97	\$17.01	\$14.71	\$0.00	\$10.31	\$10.95	\$21.89	\$15.82	\$11.5
³⁷ Total Non-Gaming Expenditures per Trip	\$1,409.94	\$1,324.96	\$1,467.21	\$1,431.86	\$1,229.66	\$1,732.85	\$1,149.03	\$1,638.50	\$2,148.51	\$1,376.45	\$941.25	\$1,166.28	\$1,422.21	\$2,022.93	\$1,156.65	\$1,492.32	\$1,236.39	\$1,413.83	\$1,405.26
³⁸ Gambling Budget (among those who gambled)	\$787.54	\$396.41	\$747.31	\$849.52	\$969.19	\$826.80	\$753.72	\$706.66	\$759.40	\$644.73	\$1,139.48	\$852.84	\$745.85	\$793.97	\$821.62	\$825.03	\$643.10	\$928.48	\$638.58
³⁹ Gambling Budget (among all visitors including those that spent \$0)	\$619.01	\$257.80	\$592.27	\$683.24	\$775.88	\$659.24	\$585.03	\$483.21	\$601.72	\$476.44	\$1,088.84	\$721.87	\$571.10	\$571.40	\$722.81	\$693.12	\$399.25	\$744.75	\$491.52
40 Total Gaming Budget and Non-Gaming Expenditures	\$2,028.94	\$1,582.76	\$2,059.47	\$2,115.10	\$2,005.55	\$2,392.09	\$1,734.06	\$2,121.71	\$2,750.23	\$1,852.89	\$2,030.08	\$1,888.15	\$1,993.31	\$2,594.33	\$1,879.46	\$2,185.44	\$1,635.64	\$2,158.58	\$1,896.78
41 Average Number of Days Stayed	4.3	4.0	4.3	4.3	4.2	5.0	3.6	4.5	5.2	4.3	3.7	3.7	4.2	6.1	4.2	4.4	3.9	4.2	4.3
⁴² Total Spending / Budget per Day	\$476.28	\$399.71	\$482.45	\$486.26	\$479.18	\$478.60	\$477.82	\$474.06	\$530.76	\$434.28	\$545.21	\$514.61	\$472.64	\$427.63	\$448.34	\$495.40	\$423.11	\$515.58	\$515.58
43 Eastern states	7.1%	4.3%	5.8%	9.8%	6.5%	14.4%	0.9%	14.8%	5.1%	7.2%	4.5%	0.0%	12.5%	0.0%	5.2%	8.3%	4.2%	8.5%	5.7%
44 Southern states	12.3%	13.6%	10.7%	13.7%	13.4%	24.1%	2.2%	18.7%	12.3%	12.8%	8.1%	0.0%	21.6%	0.0%	14.1%	13.3%	9.2%	12.7%	11.89
45 Midwestern states 46 Western states	10.1% 59.0%	9.6% 68.3%	8.9% 62.7%	11.7% 51.0%	10.4% 60.2%	18.9% 18.7%	2.5% 93.3%	14.3% 41.3%	10.1% 39.0%	11.5% 57.1%	4.3% 80.8%	0.0%	17.7% 48.2%	0.0%	9.4% 59.1%	11.4% 52.1%	6.7% 77.3%	9.8% 59.3%	10.39
47 California	36.0%	41.5%	40.2%	29.7%	33.8%	7.8%	93.3%	25.4%	25.8%	32.7%	54.1%	100.0%	48.2%	0.0%	34.8%	34.5%	40.1%	36.7%	35.19
48 Northern California	50.070	/1.3/0		20.770	55.676	1.070	00.076					100.078	1.170	0.078		54.570	6.7%	4.2%	4.69
	4.4%	3.6%		3.7%	3.6%	3.6%	5.1%					0.0%	7.7%	0.0%	4.5%	3.5%			
49 Southern California	4.4% 31.6%	3.6% 37.9%	5.3%	3.7% 26.0%	3.6% 30.2%	3.6%	5.1% 54.9%	5.1%		4.3%	4.2%	0.0%	7.7%	0.0%	4.5%	3.5% 30.9%		32.6%	30.5%
			5.3%		3.6% 30.2% 9.8%			5.1%	4.9%	4.3%	4.2%						33.5%	32.6% 10.5%	
49 Southern California	31.6%	37.9%	5.3% 34.9%	26.0%	30.2%	4.2%	54.9%	5.1% 20.2%	4.9% 20.9% 4.3%	4.3% 28.4%	4.2% 49.9%	100.0%	0.0%	0.0%	30.4%	30.9%	33.5%		30.59 11.59 11.99
49 Southern California 50 Arizona	31.6% 11.0%	37.9% 12.5%	5.3% 34.9% 11.7%	26.0% 10.1%	30.2% 9.8%	4.2% 1.2%	54.9% 19.4%	5.1% 20.2% 6.2%	4.9% 20.9% 4.3% 9.0%	4.3% 28.4% 10.6%	4.2% 49.9% 17.1%	100.0% 0.0%	0.0% 19.3%	0.0% 0.0%	30.4% 12.8%	30.9% 7.5%	33.5% 20.0%	10.5%	11.59
49 Southern California 50 Arizona 51 Other Western states	31.6% 11.0% 12.0%	37.9% 12.5% 14.3%	5.3% 34.9% 11.7% 10.8%	26.0% 10.1% 11.2%	30.2% 9.8% 16.5%	4.2% 1.2% 9.8%	54.9% 19.4% 14.0%	5.1% 20.2% 6.2% 9.8%	4.9% 20.9% 4.3% 9.0% 33.5%	4.3% 28.4% 10.6% 13.8%	4.2% 49.9% 17.1% 9.6%	100.0% 0.0% 0.0%	0.0% 19.3% 21.1%	0.0% 0.0% 0.0%	30.4% 12.8% 11.4%	30.9% 7.5% 10.1%	33.5% 20.0% 17.2%	10.5% 12.1%	11.59 11.99
49 Southern California 50 Arizona 51 Other Western states 52 International	31.6% 11.0% 12.0% 11.6%	37.9% 12.5% 14.3% 4.2%	5.3% 34.9% 11.7% 10.8% 12.0%	26.0% 10.1% 11.2% 13.7%	30.2% 9.8% 16.5% 9.5%	4.2% 1.2% 9.8% 23.8%	54.9% 19.4% 14.0% 1.2%	5.1% 20.2% 6.2% 9.8% 10.9%	4.9% 20.9% 4.3% 9.0% 33.5%	4.3% 28.4% 10.6% 13.8% 11.4%	4.2% 49.9% 17.1% 9.6% 2.3%	100.0% 0.0% 0.0%	0.0% 19.3% 21.1% 0.0%	0.0% 0.0% 0.0% 100.0%	30.4% 12.8% 11.4% 12.1%	30.9% 7.5% 10.1% 14.9%	33.5% 20.0% 17.2% 2.6%	10.5% 12.1% 9.6%	11.59 11.99 13.69 15.59
49 Southern California 50 Arizona 51 Other Western states 52 International 53 21 to 29	31.6% 11.0% 12.0% 11.6% 12.7%	37.9% 12.5% 14.3% 4.2% 100.0%	5.3% 34.9% 11.7% 10.8% 12.0% 10.0%	26.0% 10.1% 11.2% 13.7% 0.0%	30.2% 9.8% 16.5% 9.5% 0.0%	4.2% 1.2% 9.8% 23.8% 12.0%	54.9% 19.4% 14.0% 1.2% 13.3%	5.1% 20.2% 6.2% 9.8% 10.9% 7.3%	4.9% 20.9% 4.3% 9.0% 33.5% 17.9% 34.3%	4.3% 28.4% 10.6% 13.8% 11.4% 15.3%	4.2% 49.9% 17.1% 9.6% 2.3% 5.6%	100.0% 0.0% 0.0% 13.7%	0.0% 19.3% 21.1% 0.0% 13.1%	0.0% 0.0% 0.0% 100.0% 7.8%	30.4% 12.8% 11.4% 12.1% 5.8%	30.9% 7.5% 10.1% 14.9% 11.4%	33.5% 20.0% 17.2% 2.6% 17.7%	10.5% 12.1% 9.6% 10.0%	11.59 11.99 13.69
49 Southern California 50 Arizona 51 Other Western states 52 International 53 21 to 29 54 30 to 39	31.6% 11.0% 12.0% 11.6% 12.7% 28.3%	37.9% 12.5% 14.3% 4.2% 100.0% 0.0%	5.3% 34.9% 11.7% 10.8% 12.0% 10.0% 62.6%	26.0% 10.1% 11.2% 13.7% 0.0%	30.2% 9.8% 16.5% 9.5% 0.0% 0.0%	4.2% 1.2% 9.8% 23.8% 12.0% 25.0%	54.9% 19.4% 14.0% 1.2% 13.3% 31.1%	5.1% 20.2% 6.2% 9.8% 10.9% 7.3% 24.7%	4.9% 20.9% 4.3% 9.0% 33.5% 17.9% 34.3%	4.3% 28.4% 10.6% 13.8% 11.4% 15.3% 27.6%	4.2% 49.9% 17.1% 9.6% 2.3% 5.6% 29.1%	100.0% 0.0% 0.0% 13.7% 32.6%	0.0% 19.3% 21.1% 0.0% 13.1% 25.7%	0.0% 0.0% 100.0% 7.8% 29.5%	30.4% 12.8% 11.4% 12.1% 5.8% 28.8%	30.9% 7.5% 10.1% 14.9% 11.4% 29.0%	33.5% 20.0% 17.2% 2.6% 17.7% 26.2%	10.5% 12.1% 9.6% 10.0% 22.9%	11.59 11.99 13.69 15.59 33.99 25.29
49 Southern California 50 Arizona 51 Other Western states 52 International 53 21 to 29 54 30 to 39 55 40 to 49	31.6% 11.0% 12.0% 11.6% 12.7% 28.3% 29.7%	37.9% 12.5% 14.3% 4.2% 100.0% 0.0%	5.3% 34.9% 11.7% 10.8% 12.0% 10.0% 62.6% 27.4%	26.0% 10.1% 11.2% 13.7% 0.0% 52.6%	30.2% 9.8% 16.5% 9.5% 0.0% 0.0%	4.2% 1.2% 9.8% 23.8% 12.0% 25.0% 30.7%	54.9% 19.4% 14.0% 1.2% 13.3% 31.1% 28.9%	5.1% 20.2% 6.2% 9.8% 10.9% 7.3% 24.7% 37.3%	4.9% 20.9% 4.3% 9.0% 33.5% 17.9% 34.3% 29.1%	4.3% 28.4% 10.6% 13.8% 11.4% 15.3% 27.6% 29.3%	4.2% 49.9% 17.1% 2.3% 5.6% 29.1% 27.8%	100.0% 0.0% 0.0% 13.7% 32.6% 28.5%	0.0% 19.3% 21.1% 0.0% 13.1% 25.7% 29.8%	0.0% 0.0% 100.0% 7.8% 29.5% 32.4%	30.4% 12.8% 11.4% 12.1% 5.8% 28.8% 28.7%	30.9% 7.5% 10.1% 14.9% 11.4% 29.0% 30.5%	33.5% 20.0% 17.2% 2.6% 17.7% 26.2% 27.8%	10.5% 12.1% 9.6% 10.0% 22.9% 34.1%	11.59 11.99 13.69 15.59 33.99
⁴⁹ Southern California ⁵⁰ Arizona ⁵¹ Other Western states ⁵² International ⁵³ 21 to 29 ⁵⁴ 30 to 39 ⁵⁵ 40 to 49 ⁵⁵ 50 to 59	31.6% 11.0% 12.0% 11.6% 12.7% 28.3% 29.7% 17.3%	37.9% 12.5% 14.3% 4.2% 100.0% 0.0% 0.0% 0.0% 0.0%	5.3% 34.9% 11.7% 10.8% 12.0% 62.6% 27.4% 0.0% 0.0%	26.0% 10.1% 11.2% 13.7% 0.0% 52.6% 47.4% 0.0%	30.2% 9.8% 16.5% 9.5% 0.0% 0.0% 12.0% 27.5% 60.5%	4.2% 1.2% 9.8% 23.8% 12.0% 25.0% 30.7% 21.4% 3.3% 7.7%	54.9% 19.4% 14.0% 1.2% 13.3% 31.1% 28.9% 13.7% 4.1% 8.9%	5.1% 20.2% 6.2% 9.8% 10.9% 7.3% 24.7% 37.3% 25.6%	4.9% 20.9% 4.3% 9.0% 33.5% 17.9% 34.3% 29.1% 10.7%	4.3% 28.4% 10.6% 13.8% 11.4% 15.3% 27.6% 29.3% 15.7% 3.8% 8.4%	4.2% 49.9% 17.1% 9.6% 2.3% 5.6% 29.1% 27.8% 20.9% 4.2% 12.5%	100.0% 0.0% 0.0% 13.7% 32.6% 28.5% 13.2% 4.4% 7.6%	0.0% 19.3% 21.1% 0.0% 13.1% 25.7% 29.8% 19.0% 3.8% 8.7%	0.0% 0.0% 100.0% 7.8% 29.5% 32.4% 19.8% 1.6% 8.8%	30.4% 12.8% 11.4% 5.8% 28.8% 28.7% 20.9% 4.2% 11.6%	30.9% 7.5% 10.1% 14.9% 29.0% 30.5% 18.1% 3.3% 7.7%	33.5% 20.0% 17.2% 2.6% 17.7% 26.2% 27.8% 14.1% 4.8% 9.3%	10.5% 12.1% 9.6% 10.0% 22.9% 34.1% 20.8% 3.6% 8.6%	11.5 11.9 13.6 15.5 33.9 25.2 13.6 3.9 8.0
9 Southern California 50 Arizona 51 Other Western states 52 International 53 21 to 29 54 30 to 39 55 40 to 49 55 50 to 59 57 60 to 64 56 53 of older 59 Average	31.6% 11.0% 12.0% 11.6% 28.3% 29.7% 17.3% 3.7% 8.3% 43.8	37.9% 12.5% 14.3% 4.2% 100.0% 0.0% 0.0% 0.0% 0.0% 0.0% 23.6	5.3% 34.9% 11.7% 10.8% 12.0% 62.6% 27.4% 0.0% 0.0% 0.0% 36.1	26.0% 10.1% 11.2% 0.0% 0.0% 52.6% 47.4% 0.0% 0.0% 50.0%	30.2% 9.8% 16.5% 9.5% 0.0% 0.0% 12.0% 27.5% 60.5%	4.2% 1.2% 9.8% 23.8% 12.0% 25.0% 30.7% 21.4% 3.3% 7.7% 44.5	54.9% 19.4% 14.0% 1.2% 13.3% 31.1% 28.9% 13.7% 4.1% 8.9% 43.1	5.1% 20.2% 6.2% 9.8% 10.9% 7.3% 24.7% 37.3% 25.6% 3.3% 1.8% 44.4	4.9% 20.9% 4.3% 9.0% 33.5% 17.9% 34.3% 29.1% 10.7% 2.8% 5.2% 40.3	4.3% 28.4% 10.6% 13.8% 11.4% 15.3% 27.6% 29.3% 15.7% 3.8% 8.4% 43.1	4.2% 49.9% 17.1% 9.6% 2.3% 5.6% 29.1% 27.8% 20.9% 4.2% 12.5% 46.8	100.0% 0.0% 0.0% 13.7% 32.6% 28.5% 13.2% 4.4% 7.6% 42.6	0.0% 19.3% 21.1% 0.0% 13.1% 25.7% 29.8% 19.0% 3.8% 8.7% 44.2	0.0% 0.0% 100.0% 7.8% 29.5% 32.4% 19.8% 1.6% 8.8% 44.6	30.4% 12.8% 11.4% 5.8% 28.8% 28.7% 20.9% 4.2% 11.6% 46.5	30.9% 7.5% 10.1% 14.9% 11.4% 29.0% 30.5% 18.1% 3.3% 7.7% 43.9	33.5% 20.0% 17.2% 2.6% 17.7% 26.2% 27.8% 14.1% 4.8% 9.3% 42.9	10.5% 12.1% 9.6% 10.0% 22.9% 34.1% 20.8% 3.6% 8.6% 45.3	11.5 11.9 13.6 15.5 33.9 25.2 13.6 3.9 8.0 42
9 Southern California 50 Arizona 51 Other Western states 52 International 53 21 to 29 54 30 to 39 55 40 to 49 55 50 to 59 57 60 to 64 58 65 and older 59 Average 60 Less than \$20,000	31.6% 11.0% 12.0% 11.6% 28.3% 29.7% 17.3% 3.7% 8.3% 43.8 2.9%	37.9% 12.5% 14.3% 4.2% 100.0% 0.0% 0.0% 0.0% 0.0% 23.6 14.3%	5.3% 34.9% 11.7% 10.8% 12.0% 62.6% 27.4% 0.0% 0.0% 0.0% 36.1 2.5%	26.0% 10.1% 11.2% 0.0% 52.6% 47.4% 0.0% 0.0% 50.0 50.0	30.2% 9.8% 16.5% 0.0% 0.0% 12.0% 27.5% 60.5% 65.8 2.3%	4.2% 1.2% 9.8% 23.8% 12.0% 25.0% 30.7% 21.4% 3.3% 7.7% 44.5 0.6%	54.9% 19.4% 14.0% 1.2% 13.3% 31.1% 28.9% 13.7% 4.1% 8.9% 43.1 4.9%	5.1% 20.2% 6.2% 9.8% 10.9% 7.3% 24.7% 37.3% 25.6% 3.3% 1.8% 44.4	4.9% 20.9% 4.3% 9.0% 33.5% 17.9% 34.3% 29.1% 10.7% 2.8% 5.2% 40.3 4.8%	4.3% 28.4% 10.6% 13.8% 11.4% 15.3% 27.6% 29.3% 15.7% 3.8% 8.4% 43.1 3.1%	4.2% 49.9% 17.1% 9.6% 2.3% 5.6% 29.1% 27.8% 20.9% 4.2% 12.5% 46.8 2.0%	100.0% 0.0% 0.0% 13.7% 32.6% 28.5% 13.2% 4.4% 7.6% 42.6 3.4%	0.0% 19.3% 21.1% 0.0% 13.1% 25.7% 29.8% 19.0% 3.8% 8.7% 4.42 3.2%	0.0% 0.0% 100.0% 7.8% 29.5% 32.4% 19.8% 1.6% 8.8% 44.6 0.2%	30.4% 12.8% 11.4% 5.8% 28.8% 28.7% 20.9% 4.2% 11.6% 46.5 1.9%	30.9% 7.5% 10.1% 14.9% 11.4% 29.0% 30.5% 18.1% 3.3% 7.7% 43.9 1.5%	33.5% 20.0% 17.2% 2.6% 17.7% 26.2% 27.8% 14.1% 4.8% 9.3% 42.9 7.0%	10.5% 12.1% 9.6% 10.0% 22.9% 34.1% 20.8% 3.6% 8.6% 45.3 2.7%	11.5 11.9 13.6 15.5 33.9 25.2 13.6 3.9 8.0 42 3.1
9 Southern California 30 Arizona 31 Other Western states 32 International 33 21 to 29 54 30 to 39 55 40 to 49 55 50 to 59 57 60 to 64 58 65 and older 59 Average 60 Less than \$20,000 61 61 \$20,000 to \$39,999	31.6% 11.0% 12.0% 11.6% 28.3% 29.7% 17.3% 3.7% 8.3% 43.8 2.9% 5.0%	37.9% 12.5% 14.3% 4.2% 100.0% 0.0% 0.0% 0.0% 0.0% 23.6 14.3% 7.8%	5.3% 34.9% 11.7% 10.8% 12.0% 10.0% 62.6% 27.4% 0.0% 0.0% 0.0% 36.1 2.5% 2.4%	26.0% 10.1% 11.2% 0.0% 52.6% 47.4% 0.0% 0.0% 50.0 50.0 0.9% 0.7%	30.2% 9.8% 16.5% 9.5% 0.0% 0.0% 12.0% 27.5% 60.5% 65.8 2.3% 1.7%	4.2% 1.2% 9.8% 23.8% 12.0% 25.0% 30.7% 21.4% 3.3% 7.7% 44.5 0.6% 2.6%	54.9% 19.4% 14.0% 1.2% 13.3% 31.1% 28.9% 13.7% 4.1% 8.9% 43.1 4.9% 7.1%	5.1% 20.2% 6.2% 9.8% 10.9% 7.3% 24.7% 37.3% 25.6% 3.3% 1.8% 44.4 1.9% 2.7%	4.9% 20.9% 4.3% 9.0% 33.5% 17.9% 34.3% 29.1% 10.7% 2.8% 5.2% 40.3 4.8% 9.1%	4.3% 28.4% 10.6% 13.8% 11.4% 15.3% 27.6% 29.3% 15.7% 3.8% 8.4% 43.1 3.1% 5.5%	4.2% 49.9% 17.1% 9.6% 2.3% 5.6% 29.1% 27.8% 20.9% 4.2% 12.5% 46.8 2.0% 2.9%	100.0% 0.0% 0.0% 13.7% 32.6% 28.5% 13.2% 4.4% 7.6% 42.6 3.4% 6.5%	0.0% 19.3% 21.1% 0.0% 13.1% 25.7% 29.8% 19.0% 3.8% 8.7% 44.2 3.2% 4.9%	0.0% 0.0% 100.0% 7.8% 29.5% 32.4% 19.8% 1.6% 8.8% 44.6 0.2% 1.3%	30.4% 12.8% 11.4% 5.8% 28.8% 28.7% 20.9% 4.2% 11.6% 46.5 1.9% 2.8%	30.9% 7.5% 10.1% 14.9% 11.4% 29.0% 30.5% 18.1% 3.3% 7.7% 43.9 1.5% 3.8%	33.5% 20.0% 17.2% 2.6% 17.7% 26.2% 27.8% 14.1% 4.8% 9.3% 42.9 7.0% 8.6%	10.5% 12.1% 9.6% 10.0% 22.9% 34.1% 20.8% 3.6% 8.6% 45.3 2.7% 1.9%	11.5 11.9 13.6 15.5 33.9 25.2 13.6 3.9 8.0 42 3.1 2.4
49 Southern California 50 Arizona 51 Other Western states 52 International 53 21 to 29 54 30 to 39 55 40 to 49 56 50 to 59 57 60 to 64 58 65 and older 59 Average 60 Less than \$20,000 \$39,999 62 \$40,000 to \$59,999	31.6% 11.0% 12.0% 11.6% 28.3% 29.7% 17.3% 3.7% 8.3% 43.8 2.9% 5.0% 9.0%	37.9% 12.5% 14.3% 4.2% 100.0% 0.0% 0.0% 0.0% 0.0% 23.6 14.3% 7.8% 25.3%	5.3% 34.9% 11.7% 10.8% 12.0% 0.0% 62.6% 27.4% 0.0% 0.0% 36.1 2.5% 2.4% 10.8%	26.0% 10.1% 11.2% 0.0% 52.6% 47.4% 0.0% 50.0 50.0 0.9% 0.7% 3.2%	30.2% 9.8% 16.5% 9.5% 0.0% 0.0% 12.0% 27.5% 60.5% 65.8 2.3% 1.7% 7.7%	4.2% 1.2% 9.8% 23.8% 12.0% 25.0% 30.7% 21.4% 3.3% 7.7% 44.5 0.6% 2.6% 8.5%	54.9% 19.4% 14.0% 1.2% 13.3% 31.1% 28.9% 13.7% 4.1% 8.9% 43.1 4.9% 7.1% 9.5%	5.1% 20.2% 6.2% 9.8% 10.9% 7.3% 24.7% 37.3% 25.6% 3.3% 1.8% 44.4 1.9% 2.7% 7.6%	4.9% 20.9% 4.3% 9.0% 33.5% 17.9% 34.3% 29.1% 10.7% 2.8% 5.2% 40.3 4.8% 9.1%	4.3% 28.4% 10.6% 13.8% 11.4% 27.6% 29.3% 15.7% 3.8% 8.4% 43.1 3.1% 5.5% 10.5%	4.2% 49.9% 17.1% 9.6% 2.3% 5.6% 29.1% 27.8% 20.9% 4.2% 12.5% 46.8 2.0% 2.9% 4.5%	100.0% 0.0% 0.0% 13.7% 32.6% 28.5% 13.2% 4.4% 7.6% 4.2.6 3.4% 6.5% 8.2%	0.0% 19.3% 21.1% 0.0% 13.1% 25.7% 29.8% 19.0% 3.8% 8.7% 44.2 3.2% 4.9% 10.3%	0.0% 0.0% 100.0% 29.5% 32.4% 19.8% 1.6% 8.8% 44.6 0.2% 1.3% 4.9%	30.4% 12.8% 11.4% 5.8% 28.8% 28.7% 20.9% 4.2% 11.6% 46.5 1.9% 2.8% 9.7%	30.9% 7.5% 10.1% 14.9% 29.0% 30.5% 18.1% 3.3% 7.7% 43.9 1.5% 3.8% 8.3%	33.5% 20.0% 17.2% 2.6% 17.7% 26.2% 27.8% 14.1% 4.8% 9.3% 42.9 7.0% 8.6% 10.6%	10.5% 12.1% 9.6% 10.0% 22.9% 34.1% 20.8% 3.6% 8.6% 45.3 2.7% 1.9% 7.5%	11.5 11.9 13.6 15.5 33.9 25.2 13.6 3.9 8.0 42 3.1 2.4 10.6
49 Southern California 50 Arizona 51 Other Western states 52 International 53 21 to 29 54 30 to 39 55 40 to 49 56 50 to 59 57 60 to 64 58 65 and older 59 Average 60 Less than \$20,000 61 51 \$20,000 to \$39,999 62 \$40,000 to \$59,999 63 \$60,000 to \$79,999	31.6% 11.0% 12.0% 11.6% 28.3% 29.7% 17.3% 3.7% 8.3% 43.8 2.9% 5.0% 9.0% 15.5%	37.9% 12.5% 14.3% 4.2% 100.0% 0.0% 0.0% 0.0% 0.0% 23.6 14.3% 7.8% 25.3% 16.6%	5.3% 34.9% 11.7% 10.8% 12.0% 10.0% 62.6% 27.4% 0.0% 0.0% 0.0% 36.1 2.5% 2.4% 10.8% 19.6%	26.0% 10.1% 11.2% 0.0% 52.6% 47.4% 0.0% 50.0 50.0 0.9% 0.7% 3.2% 7.4%	30.2% 9.8% 16.5% 9.5% 0.0% 0.0% 12.0% 27.5% 60.5% 65.8 2.3% 1.7% 7.7%	4.2% 1.2% 9.8% 23.8% 12.0% 25.0% 30.7% 21.4% 3.3% 7.7% 44.5 0.6% 2.6% 8.5% 14.7%	54.9% 19.4% 14.0% 1.2% 13.3% 31.1% 28.9% 13.7% 4.1% 8.9% 43.1 4.9% 7.1% 9.5% 16.1%	5.1% 20.2% 6.2% 9.8% 10.9% 24.7% 37.3% 25.6% 3.3% 1.8% 44.4 1.9% 2.7% 7.6% 8.2%	4.9% 20.9% 4.3% 9.0% 33.5% 17.9% 34.3% 29.1% 10.7% 2.8% 5.2% 40.3 4.8% 9.1% 11.0%	4.3% 28.4% 10.6% 13.8% 11.4% 15.3% 27.6% 29.3% 15.7% 3.8% 8.4% 43.1 3.1% 5.5% 10.5% 10.5% 16.8%	4.2% 49.9% 17.1% 9.6% 2.3% 5.6% 29.1% 27.8% 20.9% 4.2% 12.5% 46.8 2.0% 2.9% 4.5% 14.7%	100.0% 0.0% 0.0% 13.7% 28.5% 13.2% 4.4% 7.6% 42.6 3.4% 6.5% 8.2% 12.9%	0.0% 19.3% 21.1% 0.0% 13.1% 25.7% 29.8% 19.0% 3.8% 8.7% 44.2 3.2% 4.9% 10.3% 16.9%	0.0% 0.0% 100.0% 29.5% 32.4% 19.8% 1.6% 8.8% 44.6 0.2% 1.3% 4.9%	30.4% 12.8% 11.4% 5.8% 28.8% 28.7% 20.9% 4.2% 11.6% 4.65 1.9% 2.8% 9.7% 17.2%	30.9% 7.5% 10.1% 14.9% 29.0% 30.5% 18.1% 3.3% 7.7% 43.9 1.5% 3.8% 8.3%	33.5% 20.0% 17.2% 2.6% 17.7% 26.2% 27.8% 14.1% 4.8% 9.3% 42.9 7.0% 8.6% 10.6% 14.6%	10.5% 12.1% 9.6% 10.0% 22.9% 34.1% 20.8% 3.6% 45.3 2.7% 1.9% 7.5% 13.6%	11.5 11.9 13.6 15.5 33.9 25.2 13.6 3.9 8.0 42 3.1 2.4 10.6 17.4
9 Southern California 9 Arizona 31 Other Western states 32 International 33 21 to 29 54 30 to 39 55 40 to 49 55 50 to 59 37 60 to 64 58 65 and older 59 Average 60 Less than \$20,000 \$20,000 to \$39,999 62 \$40,000 to \$59,999	31.6% 11.0% 12.0% 11.6% 28.3% 29.7% 17.3% 3.7% 8.3% 43.8 2.9% 5.0% 9.0%	37.9% 12.5% 14.3% 4.2% 100.0% 0.0% 0.0% 0.0% 0.0% 23.6 14.3% 7.8% 25.3%	5.3% 34.9% 11.7% 10.8% 12.0% 0.0% 62.6% 27.4% 0.0% 0.0% 36.1 2.5% 2.4% 10.8%	26.0% 10.1% 11.2% 0.0% 52.6% 47.4% 0.0% 50.0 50.0 0.9% 0.7% 3.2%	30.2% 9.8% 16.5% 9.5% 0.0% 0.0% 12.0% 27.5% 60.5% 65.8 2.3% 1.7% 7.7%	4.2% 1.2% 9.8% 23.8% 12.0% 25.0% 30.7% 21.4% 3.3% 7.7% 44.5 0.6% 2.6% 8.5%	54.9% 19.4% 14.0% 1.2% 13.3% 31.1% 28.9% 13.7% 4.1% 8.9% 43.1 4.9% 7.1% 9.5%	5.1% 20.2% 6.2% 9.8% 10.9% 7.3% 24.7% 37.3% 25.6% 3.3% 1.8% 44.4 1.9% 2.7% 7.6%	4.9% 20.9% 4.3% 9.0% 33.5% 17.9% 34.3% 29.1% 10.7% 2.8% 5.2% 40.3 4.8% 9.1%	4.3% 28.4% 10.6% 13.8% 11.4% 27.6% 29.3% 15.7% 3.8% 8.4% 43.1 3.1% 5.5% 10.5%	4.2% 49.9% 17.1% 9.6% 2.3% 5.6% 29.1% 27.8% 20.9% 4.2% 12.5% 46.8 2.0% 2.9% 4.5%	100.0% 0.0% 0.0% 13.7% 32.6% 28.5% 13.2% 4.4% 7.6% 4.2.6 3.4% 6.5% 8.2%	0.0% 19.3% 21.1% 0.0% 13.1% 25.7% 29.8% 19.0% 3.8% 8.7% 44.2 3.2% 4.9% 10.3%	0.0% 0.0% 100.0% 29.5% 32.4% 19.8% 1.6% 8.8% 44.6 0.2% 1.3% 4.9%	30.4% 12.8% 11.4% 5.8% 28.8% 28.7% 20.9% 4.2% 11.6% 46.5 1.9% 2.8% 9.7%	30.9% 7.5% 10.1% 14.9% 29.0% 30.5% 18.1% 3.3% 7.7% 43.9 1.5% 3.8% 8.3%	33.5% 20.0% 17.2% 2.6% 17.7% 26.2% 27.8% 14.1% 4.8% 9.3% 42.9 7.0% 8.6% 10.6%	10.5% 12.1% 9.6% 10.0% 22.9% 34.1% 20.8% 3.6% 8.6% 45.3 2.7% 1.9% 7.5%	11.5 11.9 13.6 15.5 33.9 25.2 13.6 3.9 8.0 42 3.1 2.4 10.6