



THE MOST TRUSTED NAME IN MARKET RESEARCH.

LOCAL BASED RESEARCH FROM THE NATION'S FASTEST GROWING CITY

LAS VEGAS, NEVADA

DEMOGRAPHIC AND PSYCHOGRAPHIC PROFILING

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LAS VEGAS' FOCUS+SM DELIVERS THE RESPONDENTS.

It's that simple.

The information contained in this "WHY LAS VEGAS" presentation clearly indicates a robust demographic base in a market that delivers NEW CONSUMERS each and every month. Vegas' on going population growth, brings new consumers into this "No-Tax / Quality of Life" community and produces a solid (not over researched) Purchase Propensity Index in most every product category.

Focus+ is well regarded as the go-to research center for focus groups, mock juries, entertainment testing and product placement.

We hope that you find the information herein useful. Please contact us if you have a particular demographic or product in mind and a custom report will be prepared for you at no charge.

Looking forward to having your next research project right here in Fabulous Las Vegas!

FOCUS+ PRODUCT PLACEMENT IN LAS VEGAS

Since 1998, we have been successfully providing CLT and HUT testing services to a wide range of clients in the Las Vegas DMA. We have found the key to solid product returns is solid recruiting. The Focus+ database management and tracking systems allow for tight participation control. Plus, the placement and return team continually improves return rates through clarity and consistency in placement instruction, followed by close monitoring of the project from beginning to end.

HOW GOOD ARE WE?

Focus+ averages a 94% return completed for HUT studies, which is considerably better than the national dropout average of 22%.

OVERVIEW

LAS VEGAS EXCEEDS 1,800,000 + RESIDENTS

REMAINS ONE OF THE FASTEST GROWING CITY IN THE UNITED STATES

Population grew faster in Las Vegas than in any other city in the United States over the past decade, averaging a remarkable 6.1 percent per year.

Las Vegas's population is expected to expand at 2.7 percent a year until 2020 reaching over 2.1 million residents.

For these reasons, Las Vegas is rapidly becoming the new "test market" for everything from television/entertainment to consumer goods.

BONUS POINTS

Las Vegas is growing more rapidly than other major Western city.

- Las Vegas population is expected to expand at 2.7 percent a year until 2020. Yet, the rate of job growth from now until 2020 is also expected to eclipse our rivals. The anticipated 7 percent rate of job growth is more than three times higher than the rate of any other city. In addition, despite all those new arrivals, as a percentage of per capita income, housing is more affordable in Las Vegas than any city other than Phoenix.

Las Vegas' economy is attracting technology companies, motion picture production studios and senior housing and housing services.

- Silicon Valley is now looking at Las Vegas. The technology companies are making this move because of low costs and there is no state income tax. Population growth, along with gaming and high tech new businesses, are the key drivers of the Las Vegas economy.

VEGAS IN THE NEWS

LAS VEGAS TOPS CHARTS OF CENSUS FIGURES FOR THE PAST 10 YEARS

The Las Vegas population boom pushed the city of Las Vegas into the top 50 DMA's with a 2010 ranking of 42nd.

Nevada's 66 percent growth rate made it the nation's fastest growing state for the fourth straight decade. Clark County was the nation's 13th fastest-growing county. Neighboring Washington County, Utah was the 12th fastest growing in a list whose top 20 slots consisted entirely of counties in the West and South, with Georgia and Colorado home to 12 of the fastest-growing counties in the country.

THE LAS VEGAS SENIOR MARKET

Las Vegas remains the fastest growing city in the United States based on pure numbers, and is in the top 3 for percentage of annual growth. Each year over 88,000 newcomers select Las Vegas as home.

Four and one half percent (4.5%) of all newcomers moving to Las Vegas are doing so for retirement. This equates to close to 4,000 retirees each month moving to Las Vegas.

Slightly over 2 percent (2.2%) of Las Vegas retirees' hold part time employment. Retirees without employment represent 22.3% of Las Vegas' employment status base.

Current population of greater Las Vegas indicates 9% are between the ages of 55-64 with 12% of the total 65 years of age or older.

LAS VEGAS PROSPEROUS BABY BOOMER PROFILE

The age profile of this market is singular: Baby Boomers (people born between 1949 and 1964) with young, preschool and grade school age children (over 40% greater than the national average). Nearly 20% of the population is under 10 years of age as compared with less than 15% of the US population. Typical of the generation, these families are very mobile. Over 35% of the population has moved in the past 5 years, double the national mobility rates.

Las Vegas Prosperous Baby Boomers' have an average household income of \$72,031 more than 50% higher than the US figure. The higher income is primarily the result of two salaries. Over 70% of the households have 2 or more workers. Also typical of this cohort is educational attainment: two-thirds have attended college or completed with a degree.

Las Vegas Prosperous Baby Boomers' tend to be homeowners (over 74%) in new housing developments (75% built since 1980). Their median home value of \$147,000 is approximately 25% higher than the US median. Primarily suburban - these neighborhoods are located within commuting distance of metropolitan job centers.

Prosperous Baby Boomers are active sports enthusiasts: golfing, playing tennis or racquetball, lifting weights and doing aerobics. Much of their time is spent on the PC - playing games, doing taxes and finances, or just web browsing. Their excursions are likely to be a visit to a theme park or a gambling casino. Expenditures include electronics, camcorders, PCs, sports equipment, and home furnishings. They do not invest or save in proportion to their income, but they do carry a lot of insurance.

LAS VEGAS DEMOGRAPHICS



Las Vegas, NV Demographics

2010 Summary

Population	1,838,997
Households	677,117
Families	443,192
Average Household Size	2.69
Owner Occupied Housing Units	389,825
Renter Occupied Housing Units	287,292
Median Age	36.1

Trends: 2010-2015 Annual Rate

Population	1.84%
Households	1.79%
Families	1.69%
Owner Households	1.92%
Median Household Income	2.82%

2010 Households by Income

	Number	Percent
< \$15,000	57,956	8.60%
\$15,000 - \$24,999	54,835	8.10%
\$25,000 - \$34,999	67,207	9.90%
\$35,000 - \$49,999	104,917	15.50%
\$50,000 - \$74,999	153,999	22.70%
\$75,000 - \$99,999	107,093	15.80%
\$100,000 - \$149,999	89,597	13.20%
\$150,000 - \$199,999	19,030	2.80%
\$200,000+	22,477	3.30%

2010 Median Household Income	\$58,189
2010 Average Household Income	\$72,031
2010 Per Capita Income	\$26,775

2010 Population by Age

	Number	Percent
Age 0 - 4	140,004	7.60%
Age 5 - 9	128,343	7.00%
Age 10 - 14	118,348	6.40%
Age 15 - 19	118,168	6.40%
Age 20 - 24	119,997	6.50%
Age 25 - 34	266,196	14.50%
Age 35 - 44	262,884	14.30%
Age 45 - 54	256,959	14.00%
Age 55 - 64	203,282	11.10%
Age 65 - 74	129,137	7.00%
Age 75 - 84	72,277	3.90%
Age 85+	23,402	1.30%

2010 Race and Ethnicity

	Number	Percent
White Alone	1,166,024	63.40%
Black Alone	196,955	10.70%
American Indian Alone	17,117	0.90%
Asian Alone	128,674	7.00%
Pacific Islander Alone	13,265	0.70%
Some Other Race Alone	218,388	11.90%
Two or More Races	98,574	5.40%
Hispanic Origin (Any Race)	566,483	30.80%



Las Vegas Overview

2010 Total Population	1,838,997
2015 Total Population	2,014,925
2010 - 2015 Annual Rate	1.84%
2010 Households	677,117
2010 Average Household Size	2.69
2015 Households	739,747
2015 Average Household Size	2.70
2010 - 2015 Annual Rate	1.79%
2010 Families	443,192
2010 Average Family Size	3.22
2015 Families	481,813
2015 Average Family Size	3.23
2010 - 2015 Annual Rate	1.69%
2010 Housing Units	778,419
Owner Occupied Housing Units	50.1%
Renter Occupied Housing Units	36.9%
Vacant Housing Units	13.0%
2015 Housing Units	869,796
Owner Occupied Housing Units	49.3%
Renter Occupied Housing Units	35.7%
Vacant Housing Units	15.0%
Median Household Income	
2000	\$44,618
2010	\$58,189
2015	\$66,855
Median Home Value	
2000	\$131,965
2010	\$147,047
2015	\$156,750
Per Capita Income	
2000	\$21,739
2010	\$26,775
2015	\$30,786
Median Age	
2000	34.1
2010	36.1
2015	36.3



2010 Employed Population 16+ by Industry

Total	179,195	622,440	760,452
Agriculture/Mining	0.2%	0.1%	0.2%
Construction	8.8%	8.7%	8.9%
Manufacturing	2.7%	2.8%	2.9%
Wholesale Trade	2.0%	2.3%	2.3%
Retail Trade	10.0%	9.9%	9.8%
Transportation/Utilities	3.8%	3.9%	3.9%
Information	1.7%	1.8%	1.8%
Finance/Insurance/Real Estate	6.2%	7.3%	7.4%
Services	62.3%	59.6%	59.2%
Public Administration	2.2%	3.5%	3.7%

2010 Employed Population 16+ by Occupation

Total	179,197	622,439	760,452
White Collar	44.6%	52.6%	53.2%
Management/Business/Finan	8.5%	11.6%	11.9%
Professional	11.5%	15.0%	15.5%
Sales	12.3%	13.0%	13.0%
Administrative Support	12.2%	13.0%	12.9%
Services	34.9%	29.0%	28.5%
Blue Collar	20.5%	18.4%	18.3%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	8.1%	7.2%	7.2%
Installation/Maintenance/Rep	2.9%	3.2%	3.2%
Production	3.2%	2.7%	2.6%
Transportation/Material Movir	6.2%	5.3%	5.2%



Las Vegas Tapestry LifeMode Groups

	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total	677,117	100.0%		1,838,997	100.0%	
L1. High Society	89,358	13.2%	104	259,353	14.1%	101
01 Top Rung	1,867	0.3%	40	5,268	0.3%	37
02 Suburban Splendor	4,563	0.7%	39	14,148	0.8%	38
03 Connoisseurs	3,929	0.6%	42	10,954	0.6%	43
04 Boomburbs	25,459	3.8%	165	74,766	4.1%	152
05 Wealthy Seaboard Suburbs	2,610	0.4%	28	7,476	0.4%	27
06 Sophisticated Squires	13,071	1.9%	71	40,261	2.2%	70
07 Exurbanites	37,859	5.6%	222	106,480	5.8%	225
L2. Upscale Avenues	149,713	22.1%	159	379,887	20.7%	150
09 Urban Chic	6,294	0.9%	70	15,141	0.8%	67
10 Pleasant-Ville	5,205	0.8%	45	14,524	0.8%	42
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	70,308	10.4%	418	176,277	9.6%	417
16 Enterprising Professionals	51,196	7.6%	445	123,844	6.7%	456
17 Green Acres	772	0.1%	4	2,209	0.1%	4
18 Cozy and Comfortable	15,938	2.4%	84	47,892	2.6%	93
L3. Metropolis	3,076	0.5%	9	8,488	0.5%	9
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	1,232	0.2%	15	2,748	0.1%	15
45 City Strivers	746	0.1%	15	2,370	0.1%	16
51 Metro City Edge	461	0.1%	7	1,563	0.1%	8
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	637	0.1%	9	1,807	0.1%	10
L4. Solo Acts	50,618	7.5%	110	109,844	6.0%	117
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	1,488	0.2%	21	3,199	0.2%	20
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	29,273	4.3%	222	62,773	3.4%	226
39 Young and Restless	19,857	2.9%	206	43,872	2.4%	219
L5. Senior Styles	79,754	11.8%	96	169,292	9.2%	89
14 Prosperous Empty Nesters	5,467	0.8%	44	13,518	0.7%	44
15 Silver and Gold	24,377	3.6%	381	54,647	3.0%	396
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	10,156	1.5%	103	20,658	1.1%	101
43 The Elders	7,823	1.2%	190	13,733	0.7%	190
49 Senior Sun Seekers	6,740	1.0%	83	14,651	0.8%	79
50 Heartland Communities	578	0.1%	4	1,467	0.1%	4
57 Simple Living	7,275	1.1%	76	16,740	0.9%	79
65 Social Security Set	17,338	2.6%	394	33,878	1.8%	389
L6. Scholars & Patriots	2,663	0.4%	27	8,839	0.5%	27
40 Military Proximity	2,663	0.4%	197	8,839	0.5%	128
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0



Top Twenty Tapestry Segments

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	12. Up and Coming Families	13.7%	13.7%	3.5%	3.5%	392
2	13. In Style	10.4%	24.1%	2.5%	6.0%	418
3	16. Enterprising Professionals	7.6%	31.7%	1.7%	7.7%	445
4	52. Inner City Tenants	7.3%	39.0%	1.5%	9.2%	480
5	07. Exurbanites	5.6%	44.6%	2.5%	11.7%	222
		44.6%		11.7%		
6	36. Old and Newcomers	4.3%	48.9%	1.9%	13.6%	222
7	28. Aspiring Young Families	4.1%	53.0%	2.4%	16.0%	174
8	24. Main Street, USA	4.1%	57.1%	2.6%	18.6%	159
9	38. Industrious Urban Fringe	3.8%	60.9%	1.5%	20.1%	249
10	04. Boomburbs	3.8%	64.7%	2.3%	22.4%	165
		20.1%		10.7%		
11	15. Silver and Gold	3.6%	68.3%	0.9%	23.3%	381
12	37. Prairie Living	3.0%	71.3%	1.0%	24.3%	298
13	39. Young and Restless	2.9%	74.2%	1.4%	25.7%	206
14	58. NeWest Residents	2.9%	77.1%	0.9%	26.6%	328
15	65. Social Security Set	2.6%	79.7%	0.6%	27.2%	394
		15.0%		4.8%		
16	18. Cozy and Comfortable	2.4%	82.1%	2.8%	30.0%	84
17	19. Milk and Cookies	2.1%	84.2%	2.0%	32.0%	106
18	06. Sophisticated Squires	1.9%	86.1%	2.7%	34.7%	71
19	30. Retirement Communities	1.5%	87.6%	1.5%	36.2%	103
20	41. Crossroads	1.4%	89.0%	1.5%	37.7%	92
	Subtotal	9.3%		10.5%		
	Total	89.0%		37.7%		235



Tapestry Urbanization Groups

	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total	677,117	100.0%		1,838,997	100.0%	
U1. Principal Urban Centers I	4,573	0.7%	9	13,184	0.7%	9
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	131	0.0%	3	519	0.0%	2
23 Trendsetters	1,488	0.2%	21	3,199	0.2%	20
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	2,954	0.4%	34	9,466	0.5%	33
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	39,055	5.8%	122	114,710	6.2%	112
45 City Strivers	746	0.1%	15	2,370	0.1%	16
47 Las Casas	445	0.1%	9	1,981	0.1%	9
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	19,734	2.9%	328	74,299	4.0%	332
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	792	0.1%	17	2,182	0.1%	16
65 Social Security Set	17,338	2.6%	394	33,878	1.8%	389
U3. Metro Cities I	86,475	12.8%	113	225,773	12.3%	108
01 Top Rung	1,867	0.3%	40	5,268	0.3%	37
03 Connoisseurs	3,929	0.6%	42	10,954	0.6%	43
05 Wealthy Seaboard Suburbs	2,610	0.4%	28	7,476	0.4%	27
09 Urban Chic	6,294	0.9%	70	15,141	0.8%	67
10 Pleasant-Ville	5,205	0.8%	45	14,524	0.8%	42
16 Enterprising Professionals	51,196	7.6%	445	123,844	6.7%	456
19 Milk and Cookies	14,142	2.1%	106	45,818	2.5%	114
22 Metropolitanans	1,232	0.2%	15	2,748	0.1%	15
U4. Metro Cities II	140,234	20.7%	191	340,555	18.5%	187
28 Aspiring Young Families	27,736	4.1%	174	74,918	4.1%	180
30 Retirement Communities	10,156	1.5%	103	20,658	1.1%	101
34 Family Foundations	1,275	0.2%	22	3,971	0.2%	24
36 Old and Newcomers	29,273	4.3%	222	62,773	3.4%	226
39 Young and Restless	19,857	2.9%	206	43,872	2.4%	219
52 Inner City Tenants	49,140	7.3%	480	123,608	6.7%	472
60 City Dimensions	2,797	0.4%	48	10,755	0.6%	65
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	79,143	11.7%	107	250,592	13.6%	120
04 Boomburbs	25,459	3.8%	165	74,766	4.1%	152
24 Main Street, USA	27,713	4.1%	159	77,700	4.2%	169
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	25,760	3.8%	249	97,624	5.3%	266
48 Great Expectations	211	0.0%	2	502	0.0%	2



Tapestry Urbanization Groups

	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total	677,117	100.0%		1,838,997	100.0%	
U6. Urban Outskirts II	8,373	1.2%	24	20,110	1.1%	21
51 Metro City Edge	461	0.1%	7	1,563	0.1%	8
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	7,275	1.1%	76	16,740	0.9%	79
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	637	0.1%	9	1,807	0.1%	10
U7. Suburban Periphery I	248,635	36.7%	233	686,668	37.3%	229
02 Suburban Splendor	4,563	0.7%	39	14,148	0.8%	38
06 Sophisticated Squires	13,071	1.9%	71	40,261	2.2%	70
07 Exurbanites	37,859	5.6%	222	106,480	5.8%	225
12 Up and Coming Families	92,990	13.7%	392	281,337	15.3%	392
13 In Style	70,308	10.4%	418	176,277	9.6%	417
14 Prosperous Empty Nesters	5,467	0.8%	44	13,518	0.7%	44
15 Silver and Gold	24,377	3.6%	381	54,647	3.0%	396
U8. Suburban Periphery II	32,317	4.8%	50	84,376	4.6%	51
18 Cozy and Comfortable	15,938	2.4%	84	47,892	2.6%	93
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	5,893	0.9%	35	13,912	0.8%	35
40 Military Proximity	2,663	0.4%	197	8,839	0.5%	128
43 The Elders	7,823	1.2%	190	13,733	0.7%	190
53 Home Town	0	0.0%	0	0	0.0%	0
U9. Small Towns	16,795	2.5%	51	41,832	2.3%	50
41 Crossroads	9,477	1.4%	92	25,714	1.4%	88
49 Senior Sun Seekers	6,740	1.0%	83	14,651	0.8%	79
50 Heartland Communities	578	0.1%	4	1,467	0.1%	4
U10. Rural I	1,477	0.2%	2	4,165	0.2%	2
17 Green Acres	772	0.1%	4	2,209	0.1%	4
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	705	0.1%	3	1,956	0.1%	3
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	20,034	3.0%	39	56,843	3.1%	41
37 Prairie Living	20,034	3.0%	298	56,843	3.1%	310
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	6	0.0%	41	189	0.0%	7



Las Vegas Retail Goods and Services Expenditures

Top Tapestry Segments:		Demographic Summary		
			2010	2015
Up and Coming Families	13.7%	Population	1,838,997	2,014,925
In Style	10.4%	Households	677,117	739,747
Enterprising Professionals	7.6%	Families	443,192	481,813
Inner City Tenants	7.3%	Median Age	36.1	36.3
Exurbanites	5.6%	Median Household Income	\$58,189	\$66,855

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	74	\$1,760.97	\$1,192,385,290
Men's	69	\$316.89	\$214,574,798
Women's	65	\$537.43	\$363,904,418
Children's	79	\$315.71	\$213,772,031
Footwear	52	\$217.02	\$146,945,611
Watches & Jewelry	103	\$200.61	\$135,836,469
Apparel Products and Services (1)	185	\$173.31	\$117,351,961
Computer			
Computers and Hardware for Home Use	107	\$204.18	\$138,253,744
Software and Accessories for Home Use	108	\$30.80	\$20,857,776
Entertainment & Recreation	105	\$3,379.50	\$2,288,319,645
Fees and Admissions	105	\$649.62	\$439,869,024
Membership Fees for Clubs (2)	103	\$169.01	\$114,437,141
Fees for Participant Sports, excl. Trips	106	\$113.20	\$76,650,438
Admission to Movie/Theatre/Opera/Ballet	107	\$162.76	\$110,204,435
Admission to Sporting Events, excl. Trips	105	\$62.20	\$42,115,000
Fees for Recreational Lessons	104	\$141.67	\$95,924,552
Dating Services	103	\$0.79	\$537,458
TV/Video/Audio	103	\$1,282.22	\$868,209,883
Community Antenna or Cable TV	102	\$732.29	\$495,848,308
Televisions	107	\$207.06	\$140,205,115
VCRs, Video Cameras, and DVD Players	108	\$22.06	\$14,934,021
Video Cassettes and DVDs	108	\$56.85	\$38,495,265
Video and Computer Game Hardware and Software	108	\$60.23	\$40,785,886
Satellite Dishes	108	\$1.36	\$923,856
Rental of Video Cassettes and DVDs	109	\$44.90	\$30,401,053
Streaming/Downloaded Video	104	\$1.45	\$978,836
Audio (3)	101	\$148.01	\$100,222,095
Rental and Repair of TV/Radio/Audio	106	\$8.00	\$5,415,449
Pets	125	\$538.33	\$364,511,279
Toys and Games (4)	104	\$150.87	\$102,155,355
Recreational Vehicles and Fees (5)	98	\$317.63	\$215,071,394
Sports/Recreation/Exercise Equipment (6)	82	\$149.15	\$100,992,755
Photo Equipment and Supplies (7)	104	\$108.12	\$73,210,281
Reading (8)	101	\$156.29	\$105,825,198
Catered Affairs (9)	111	\$27.28	\$18,474,474
Food	104	\$8,015.44	\$5,427,388,793
Food at Home	104	\$4,633.29	\$3,137,280,785
Bakery and Cereal Products	102	\$610.49	\$413,374,736
Meat, Poultry, Fish, and Eggs	104	\$1,075.27	\$728,082,899
Dairy Products	103	\$510.57	\$345,714,804
Fruit and Vegetables	104	\$818.30	\$554,086,900
Snacks and Other Food at Home (10)	104	\$1,618.66	\$1,096,021,446
Food Away from Home	105	\$3,382.15	\$2,290,108,008
Alcoholic Beverages	106	\$607.51	\$411,355,028
Nonalcoholic Beverages at Home	104	\$454.62	\$307,831,292



Las Vegas Retail Goods and Services Expenditures

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	97	\$1,689.84	\$1,144,221,189
Vehicle Loans	104	\$5,126.52	\$3,471,255,346
Health			
Nonprescription Drugs	102	\$104.70	\$70,894,493
Prescription Drugs	97	\$482.35	\$326,608,752
Eyeglasses and Contact Lenses	101	\$77.85	\$52,714,450
Home			
Mortgage Payment and Basics (11)	103	\$9,648.90	\$6,533,435,600
Maintenance and Remodeling Services	100	\$1,992.84	\$1,349,385,690
Maintenance and Remodeling Materials (12)	97	\$362.05	\$245,153,188
Utilities, Fuel, and Public Services	101	\$4,582.32	\$3,102,769,026
Household Furnishings and Equipment			
Household Textiles (13)	104	\$138.66	\$93,892,326
Furniture	105	\$630.92	\$427,209,407
Floor Coverings	98	\$73.56	\$49,808,792
Major Appliances (14)	100	\$303.83	\$205,726,202
Housewares (15)	94	\$81.21	\$54,987,605
Small Appliances	102	\$33.32	\$22,561,625
Luggage	105	\$9.73	\$6,586,986
Telephones and Accessories	74	\$31.53	\$21,347,015
Household Operations			
Child Care	111	\$512.16	\$346,790,476
Lawn and Garden (16)	99	\$414.05	\$280,357,463
Moving/Storage/Freight Express	111	\$67.55	\$45,741,675
Housekeeping Supplies (17)	103	\$721.14	\$488,298,842
Insurance			
Owners and Renters Insurance	99	\$459.76	\$311,310,216
Vehicle Insurance	103	\$1,205.51	\$816,269,574
Life/Other Insurance	98	\$407.14	\$275,679,324
Health Insurance	99	\$1,911.46	\$1,294,284,907
Personal Care Products (18)	106	\$422.40	\$286,013,553
School Books and Supplies (19)	106	\$113.41	\$76,794,396
Smoking Products	100	\$425.71	\$288,252,325
Transportation			
Vehicle Purchases (Net Outlay) (20)	105	\$4,608.65	\$3,120,597,232
Gasoline and Motor Oil	103	\$2,949.34	\$1,997,044,942
Vehicle Maintenance and Repairs	104	\$980.60	\$663,981,616
Travel			
Airline Fares	107	\$490.51	\$332,131,222
Lodging on Trips	102	\$445.79	\$301,853,163
Auto/Truck/Van Rental on Trips	108	\$39.95	\$27,047,924
Food and Drink on Trips	103	\$448.16	\$303,459,646



Las Vegas Retail Potential

Demographic Summary	2010	2015
Population	1,838,997	2,014,925
Total Number of Adults	1,381,430	1,516,541
Households	677,117	739,747
Median Household Income	\$58,189	\$66,855

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	712,236	51.6%	102
Bought any women's apparel in last 12 months	640,647	46.4%	102
Bought apparel for child <13 in last 6 months	403,213	29.2%	103
Bought any shoes in last 12 months	744,425	53.9%	103
Bought any costume jewelry in last 12 months	300,475	21.8%	104
Bought any fine jewelry in last 12 months	331,551	24.0%	105
Bought a watch in last 12 months	287,583	20.8%	101
Automobiles (Households)			
HH owns/leases any vehicle	600,194	88.6%	102
HH bought new vehicle in last 12 months	61,529	9.1%	110
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,216,664	88.1%	101
Bought/changed motor oil in last 12 months	707,273	51.2%	99
Had tune-up in last 12 months	452,472	32.8%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	896,253	64.9%	103
Drank regular cola in last 6 months	718,820	52.0%	100
Drank beer/ale in last 6 months	623,702	45.1%	106
Cameras & Film (Adults)			
Bought any camera in last 12 months	206,104	14.9%	100
Bought film in last 12 months	333,729	24.2%	102
Bought digital camera in last 12 months	104,466	7.6%	107
Bought memory card for camera in last 12 months	116,407	8.4%	111
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	421,351	30.5%	104
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	356,961	25.8%	100
Avg monthly cell/mobile phone/PDA bill: \$50-99	462,961	33.5%	105
Avg monthly cell/mobile phone/PDA bill: \$100+	228,205	16.5%	108
Computers (Households)			
HH owns a personal computer	515,049	76.1%	106
HH spent <\$500 on home PC	63,352	9.4%	103
HH spent \$500-\$999 on home PC	129,986	19.2%	105
HH spent \$1000-\$1499 on home PC	110,252	16.3%	110
HH spent \$1500-\$1999 on home PC	60,887	9.0%	108
Spent \$2000+ on home PC	56,477	8.3%	108



Las Vegas Retail Potential

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	843,375	61.1%	102
Bought cigarettes at convenience store in last 30 days	195,148	14.1%	96
Bought gas at convenience store in last 30 days	457,592	33.1%	100
Spent at convenience store in last 30 days: <\$20	140,178	10.1%	105
Spent at convenience store in last 30 days: \$20-39	140,489	10.2%	102
Spent at convenience store in last 30 days: \$40+	487,191	35.3%	100
Entertainment (Adults)			
Attended movies in last 6 months	852,721	61.7%	105
Went to live theater in last 12 months	190,467	13.8%	110
Went to a bar/night club in last 12 months	272,290	19.7%	108
Dined out in last 12 months	702,396	50.8%	104
Gambled at a casino in last 12 months	235,860	17.1%	106
Visited a theme park in last 12 months	334,985	24.2%	109
DVDs rented in last 30 days: 1	37,900	2.7%	103
DVDs rented in last 30 days: 2	68,946	5.0%	107
DVDs rented in last 30 days: 3	45,179	3.3%	105
DVDs rented in last 30 days: 4	62,299	4.5%	113
DVDs rented in last 30 days: 5+	203,642	14.7%	112
DVDs purchased in last 30 days: 1	76,815	5.6%	104
DVDs purchased in last 30 days: 2	76,965	5.6%	106
DVDs purchased in last 30 days: 3-4	69,468	5.0%	103
DVDs purchased in last 30 days: 5+	79,994	5.8%	107
Spent on toys/games in last 12 months: <\$50	81,433	5.9%	94
Spent on toys/games in last 12 months: \$50-\$99	36,798	2.7%	97
Spent on toys/games in last 12 months: \$100-\$199	100,846	7.3%	102
Spent on toys/games in last 12 months: \$200-\$499	160,935	11.6%	112
Spent on toys/games in last 12 months: \$500+	82,695	6.0%	109
Financial (Adults)			
Have home mortgage (1st)	269,377	19.5%	107
Used ATM/cash machine in last 12 months	762,226	55.2%	109
Own any stock	135,564	9.8%	109
Own U.S. savings bond	102,076	7.4%	104
Own shares in mutual fund (stock)	143,284	10.4%	110
Own shares in mutual fund (bonds)	83,989	6.1%	105
Used full service brokerage firm in last 12 months	90,130	6.5%	107
Used discount brokerage firm in last 12 months	28,451	2.1%	105
Have 401K retirement savings	254,871	18.4%	112
Own any credit/debit card (in own name)	1,055,822	76.4%	104
Avg monthly credit card expenditures: <\$111	200,726	14.5%	99
Avg monthly credit card expenditures: \$111-225	123,906	9.0%	99
Avg monthly credit card expenditures: \$226-450	125,336	9.1%	106
Avg monthly credit card expenditures: \$451-700	108,017	7.8%	109
Avg monthly credit card expenditures: \$701+	211,610	15.3%	112
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	959,532	69.5%	100
Used bread in last 6 months	1,331,505	96.4%	100
Used chicken/turkey (fresh or frozen) in last 6 months	1,033,143	74.8%	100
Used fish/seafood (fresh or frozen) in last 6 months	710,900	51.5%	101
Used fresh fruit/vegetables in last 6 months	1,189,166	86.1%	100
Used fresh milk in last 6 months	1,251,735	90.6%	100



Las Vegas Retail Potential

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Health (Adults)			
Exercise at home 2+ times per week	433,308	31.4%	107
Exercise at club 2+ times per week	185,334	13.4%	116
Visited a doctor in last 12 months	1,080,546	78.2%	100
Used vitamin/dietary supplement in last 6 months	674,119	48.8%	102
Home (Households)			
Any home improvement in last 12 months	210,969	31.2%	100
Used housekeeper/maid/professional cleaning service in last 12 r	114,383	16.9%	108
Purchased any HH furnishing in last 12 months	79,039	11.7%	110
Purchased bedding/bath goods in last 12 months	377,325	55.7%	102
Purchased cooking/serving product in last 12 months	192,722	28.5%	105
Bought any kitchen appliance in last 12 months	123,791	18.3%	103
Insurance (Adults)			
Currently carry any life insurance	676,993	49.0%	101
Have medical/hospital/accident insurance	1,018,318	73.7%	101
Carry homeowner insurance	729,490	52.8%	100
Carry renter insurance	98,167	7.1%	118
Have auto/other vehicle insurance	1,179,219	85.4%	101
Pets (Households)			
HH owns any pet	308,979	45.6%	96
HH owns any cat	149,815	22.1%	95
HH owns any dog	220,592	32.6%	94
Reading Materials (Adults)			
Bought book in last 12 months	723,100	52.3%	106
Read any daily newspaper	572,576	41.4%	97
Heavy magazine reader	296,492	21.5%	108
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	1,055,224	76.4%	105
Went to family restaurant/steak house last mo: <2 times	355,817	25.8%	99
Went to family restaurant/steak house last mo: 2-4 times	399,872	28.9%	105
Went to family restaurant/steak house last mo: 5+ times	300,357	21.7%	111
Went to fast food/drive-in restaurant in last 6 mo	1,251,928	90.6%	101
Went to fast food/drive-in restaurant <5 times/mo	415,673	30.1%	98
Went to fast food/drive-in 5-12 times/mo	443,976	32.1%	102
Went to fast food/drive-in restaurant 13+ times/mo	393,083	28.5%	103
Fast food/drive-in last 6 mo: eat in	542,201	39.2%	102
Fast food/drive-in last 6 mo: home delivery	177,106	12.8%	115
Fast food/drive-in last 6 mo: take-out/drive-thru	745,463	54.0%	103
Fast food/drive-in last 6 mo: take-out/walk-in	348,107	25.2%	103
Telephones & Service (Households)			
HH owns in-home cordless telephone	426,354	63.0%	98
HH average monthly long distance phone bill: <\$16	187,254	27.7%	99
HH average monthly long distance phone bill: \$16-25	81,464	12.0%	103
HH average monthly long distance phone bill: \$26-59	66,639	9.8%	101
HH average monthly long distance phone bill: \$60+	29,912	4.4%	101



Las Vegas Retail Market Potential

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Television & Sound Equipment (Households)			
HH owns 1 TV	134,839	19.9%	100
HH owns 2 TVs	181,651	26.8%	101
HH owns 3 TVs	152,788	22.6%	101
HH owns 4+ TVs	141,553	20.9%	100
HH subscribes to cable TV	430,753	63.6%	110
HH watched 15+ hours of cable TV last week	417,142	61.6%	103
Purchased audio equipment in last 12 months	61,577	9.1%	110
Purchased CD player in last 12 months	37,299	5.5%	105
Purchased DVD player in last 12 months	75,804	11.2%	106
Purchased MP3 player in last 12 months	68,190	10.1%	115
Purchased video game system in last 12 months	65,524	9.7%	111
Travel (Adults)			
Domestic travel in last 12 months	791,677	57.3%	108
Took 3+ domestic trips in last 12 months	318,035	23.0%	111
Spent on domestic vacations last 12 mo: <\$1000	185,707	13.4%	106
Spent on domestic vacations last 12 mo: \$1000-1499	101,762	7.4%	106
Spent on domestic vacations last 12 mo: \$1500-1999	63,178	4.6%	114
Spent on domestic vacations last 12 mo: \$2000-2999	62,205	4.5%	109
Spent on domestic vacations: \$3000+	73,390	5.3%	110
Foreign travel in last 3 years	384,314	27.8%	111
Took 3+ foreign trips by plane in last 3 years	67,240	4.9%	107
Spent on foreign vacations last 12 mo: <\$1000	80,701	5.8%	106
Spent on foreign vacations last 12 mo: \$1000-2999	62,493	4.5%	114
Spent on foreign vacations: \$3000+	68,850	5.0%	107
Stayed 1+ nights at hotel/motel in last 12 months	614,331	44.5%	108