2022 LAUGHLIN

VISITOR PROFILE STUDY

Prepared for:

Las Vegas Convention and Visitors Authority

702-892-0711
3150 Paradise Rd.
Las Vegas, NV 89109-9096
LVCVA.com

By:

Heart+Mind Strategies

12110 Sunset Hills Rd.
Suite 600
Reston, VA 20190
www.heartandmindstrategies.com

Acknowledgments

The Las Vegas Convention and Visitors Authority and Heart+Mind Strategies extend thanks to the Laughlin community for its cooperation in this research project. Special appreciation is noted for cooperation and assistance received from the hotel, motel and casino industries. Appreciation is also extended to the interviewers and Laughlin visitors, without whose dedicated cooperation this study could not have been completed.

Table of Contents

Table of Contents (cont'd)

EXECUTIVE SUMMARY

Compared to before the COVID-19 pandemic, in 2022 Laughlin visitors were younger and more ethnically diverse, with higher educational achievement and income levels. Visitors came to Laughlin for a greater variety of reasons, and spent more than pre-pandemic visitors on lodging, gaming, food and drink, and shows and entertainment. Among the findings of the 2022 report, below are some highlights:

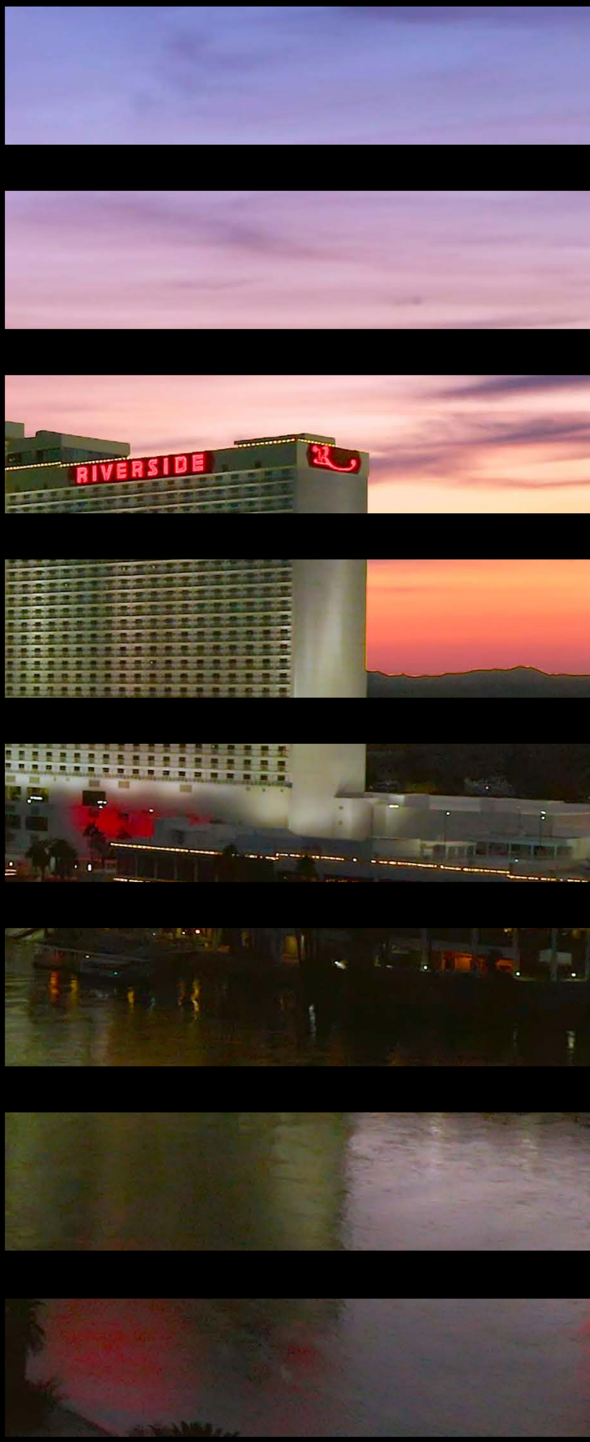
- **Strong satisfaction:** More than eight in ten (82%) visitors to Laughlin in 2022 were "Very Satisfied" with their visit, while 15% said they were "Somewhat Satisfied." Only 3% of visitors were dissatisfied with their visit.
- **Expectations and future visitation:** Laughlin met (61%) or exceeded (35%) expectations among nearly all visitors. Additionally, 87% of Laughlin visitors said they were likely to return to Laughlin in the next year, and 92% said they were likely to recommend Laughlin as a place to visit.
- **More diverse reasons for visiting:** While four in ten (40%) Laughlin visitors came for a vacation, and one-quarter (24%) said they came primarily to gamble, more visitors than in past years said they came to Laughlin for water-based recreation (14%) or to attend a special event (11%).
- **Larger travel parties:** The average party size (average of 2.3 adults) was up from past years, and 12% said they were traveling with someone under 21 years old in their party, up from 5%-6% from 2016-2018. The average number of people per room among hotel visitors (average of 2.2) was also up from past years.
- **Higher spending:** Per trip spending increased significantly for lodging, food and drink, and shows and entertainment from pre-pandemic levels.
- **Gaming remains strong:** Nine in ten (90%) visitors gambled during their trip to Laughlin, and one in four (24%) said that gambling was the main reason for their visit. The average gambling budget was $719.92, around $50-$60 higher than pre-pandemic levels.
- **More visitors coming from Las Vegas:** One in five (21%) visitors in 2022 came from Las Vegas, up from 3% - 6% in past years.
- **Younger, more diverse:** The average age of visitors was 52.7 years, down by more than four years from pre-pandemic results. One in five visitors (22%) was Hispanic/Latino. Nearly half (46%) of visitors had graduated from college, and 47% had household incomes of $80,000 or more, both figures higher than pre-pandemic levels.

INTRODUCTION

The Laughlin Visitor Profile Study is conducted monthly, and reported annually, to provide an ongoing assessment of the Laughlin visitor and trends in visitor behavior over time.

More specifically, the Laughlin Visitor Profile aims to:

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



METHODOLOGY

The 2022 Laughlin visitor profile conducted In-person interviews with 1,200 randomly selected visitors. Due to the pandemic, interviewing did not begin until February, and extra interviews were conducted in March to make up for this. From April to December 2022 approximately 100 interviews were conducted each month.

Throughout this report, charts and graphs are used to illustrate the data. The data presented in these charts are based on the total sample of respondents for 2022 and the preceding years unless otherwise specified. In charts using proportions, those proportions may not add to 100% because of rounding or because multiple responses were permitted.

RESPONDENTS

Qualified survey respondents were visitors to Laughlin (non-residents) who were at least 21 years of age. (Residents of Bullhead City, Arizona, were not considered visitors). Residents of Clark County, including residents of Las Vegas but excluding residents of Laughlin, were treated as visitors to Laughlin. Only visitors who planned to leave Laughlin within 24 hours were asked to complete the survey.

INTERVIEWING

Visitors were intercepted in or near Laughlin hotel-casinos and hotels. To assure a random selection of visitors, different locations were utilized on each interviewing day and interviewing was conducted at different times of day. Verification procedures were conducted throughout the project to assure accurate and valid interviewing.

DATA ANALYSIS

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

STATISTICAL SIGNIFICANCE

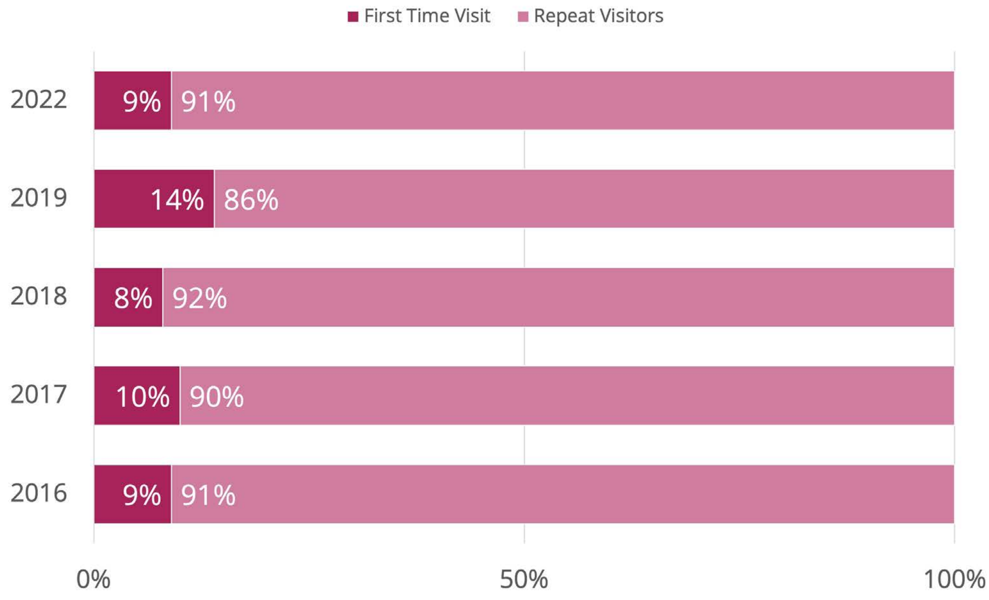
When a difference between observations in one or more years for a particular measure is reported, there is a 95% or better chance that the difference is the result of a true difference between the measure compared over these years and is not due to sampling error alone. This is a commonly accepted standard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

This report presents the results of the 2022 study and compares them to the results of the 2016, 2017, 2018, and 2019 studies (due to the pandemic no report was issued in 2020 or 2021).

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

WHY LAUGHLIN: REASONS FOR VISITING

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



Most visitors are regulars.

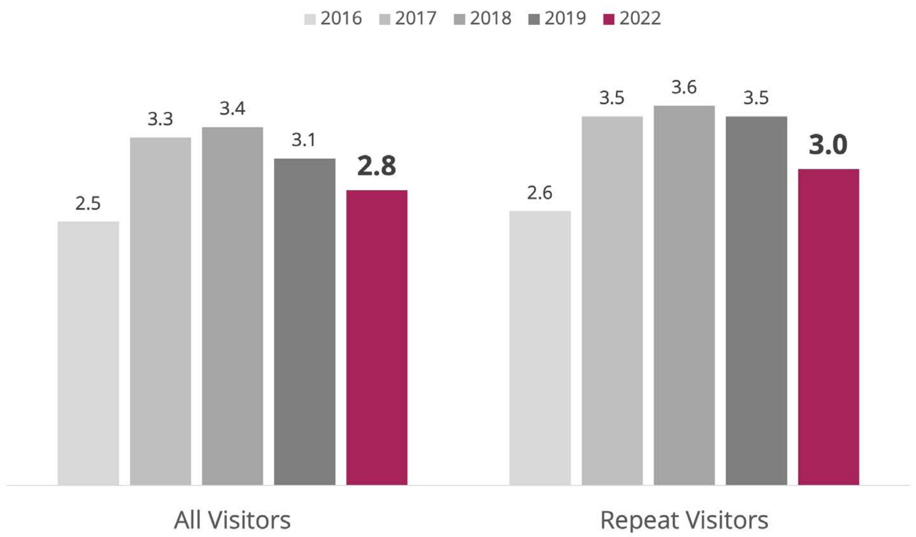
Over nine in ten 2022 Laughlin visitors (91%) had visited Laughlin in the past.

Average number of visits lower than pre-pandemic years.

The average number of visits to Laughlin over the past 12 months was 2.8 among all visitors, with 57% of visitors making more than one trip to Laughlin in the past year.

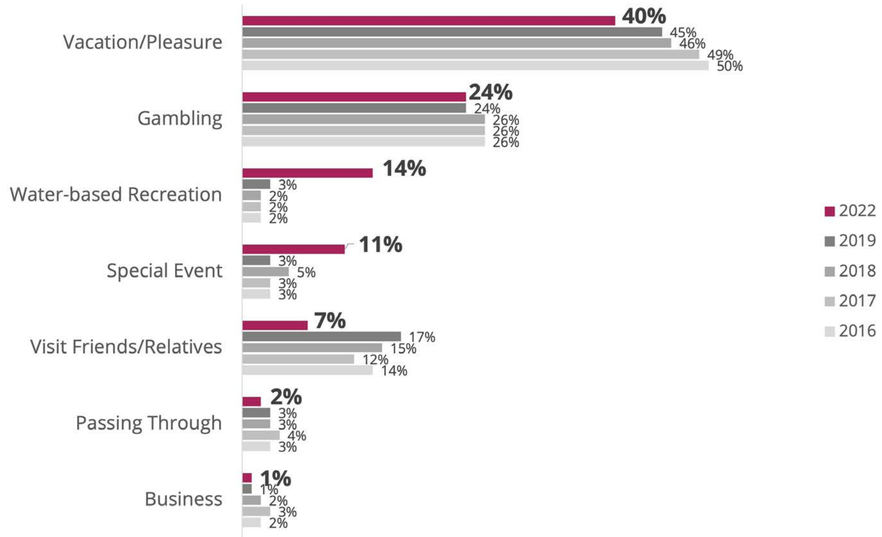
Repeat Laughlin visitors made an average of 3.0 visits. Three in ten (30%) said they made two visits in the past 12 months, up from 2017-19 results.

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



WHY LAUGHLIN

FIGURE 3: **Primary Purpose of Current Visit**
(Among All Visitors)



Vacation time and gambling top the list of reasons to come to Laughlin.

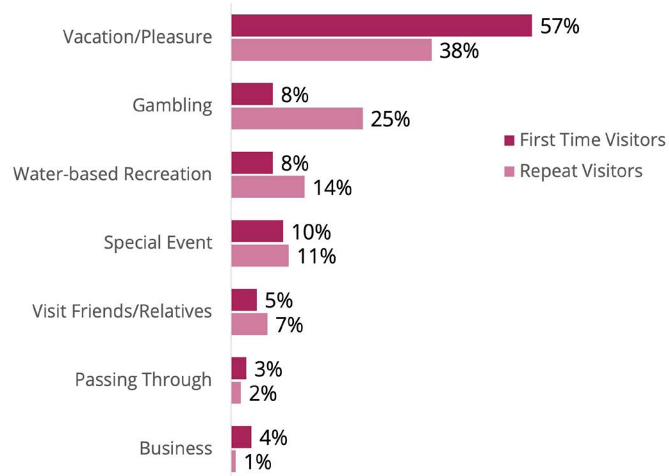
Four in ten 2022 Laughlin visitors (40%) said the primary purpose of their visit was vacation or pleasure, while one-quarter (24%) said it was to gamble.

More visitors than before the pandemic said they were visiting for water-based recreation (14%) or to attend a special event (11%).

First-timers were on vacation; Repeats more likely came for gambling and enjoying the river.

First time visitors to Laughlin were more likely than repeat visitors to say the purpose of their visit was vacation or pleasure (57% vs. 38%), while repeat visitors were more likely to say they came to gamble (25% vs. 8%) or for water-based recreation (14% vs. 8%).

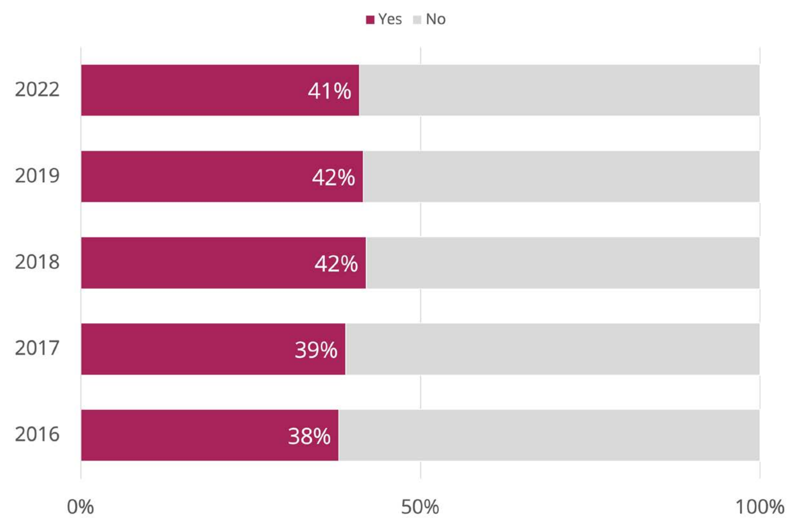
FIGURE 4: **Primary Purpose of Current Visit**
(First Time vs. Repeat Visitors)



Many repeat visitors had come for a special event on a past trip.

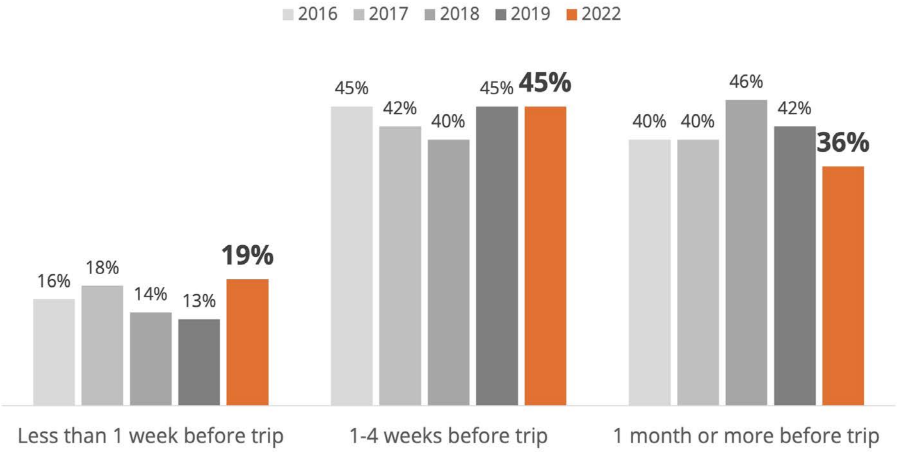
Four in ten repeat visitors (41%) said they had visited Laughlin in the past for a special event, consistent with past results.

FIGURE 5: **Visited Laughlin in Past for a Special Event**
(Among Repeat Visitors)



ON THE GO: TRAVEL, TRANSPORTATION, AND PLACES VISITED

FIGURE 6: **Advance Trip Planning**



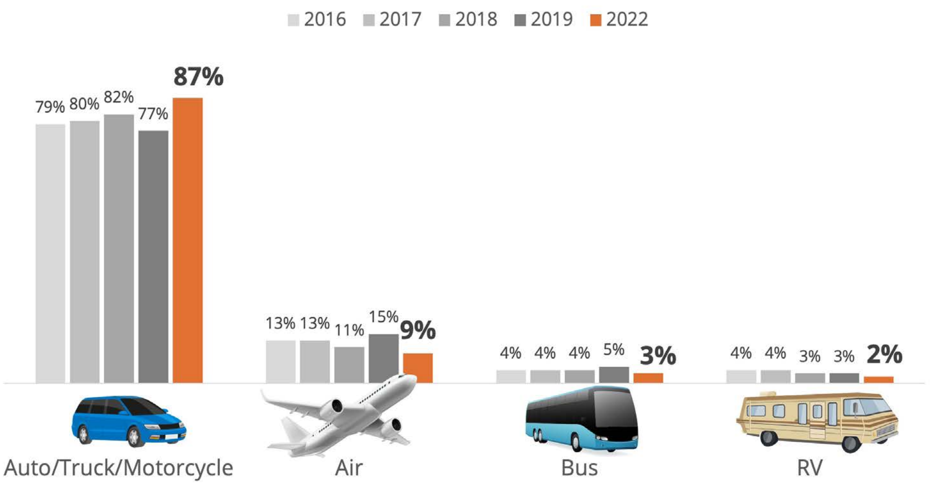
Travelers took less advance time to plan their trip.

Laughlin visitors in 2022 planned their trip closer to departure than pre-pandemic visitors. Nearly half (45%) planned their trip between a week and a month in advance, while 36% planned their trip more than thirty days in advance, down from pre-pandemic results.

Visitors hit the road to get to Laughlin.

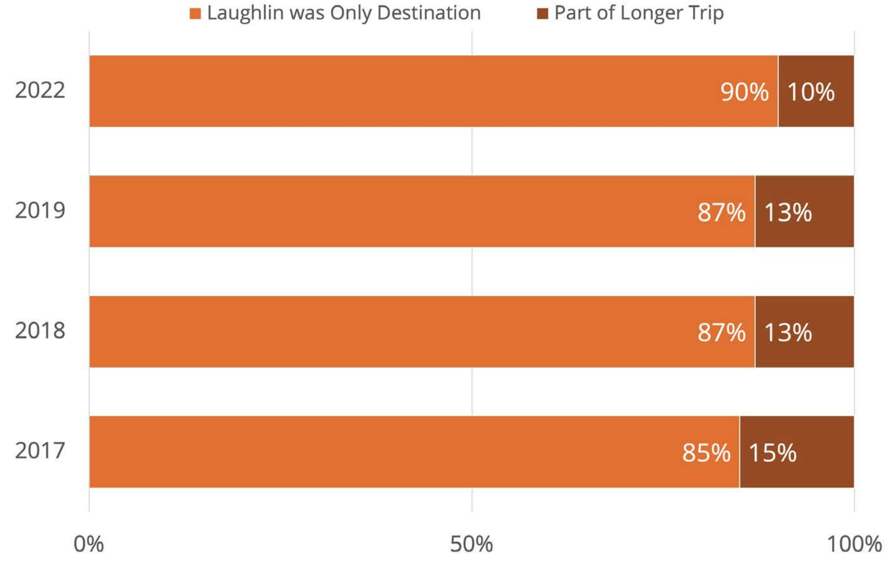
The vast majority of visitors (87%) arrived in Laughlin via private vehicle.

FIGURE 7: **Transportation To Laughlin**



ON THE GO

FIGURE 8: **Laughlin Visit is Part of Longer Trip**



Laughlin is the only destination for majority of visitors.

One in ten visitors (10%) said they were visiting Laughlin as part of a longer trip to multiple destinations.

Las Vegas was main destination for some Laughlin visitors.

Six in ten visitors (61%) who said they were visiting Laughlin as part of a longer trip said the primary destination of their trip was Las Vegas, up from pre-pandemic results.

FIGURE 9: **Primary Destination of Trip**
(Among Those on a Larger, Multi-Destination Trip)

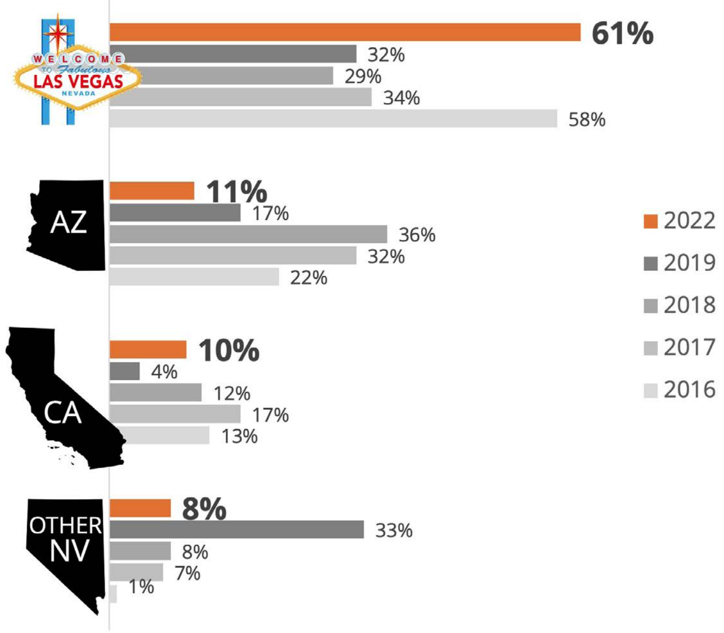
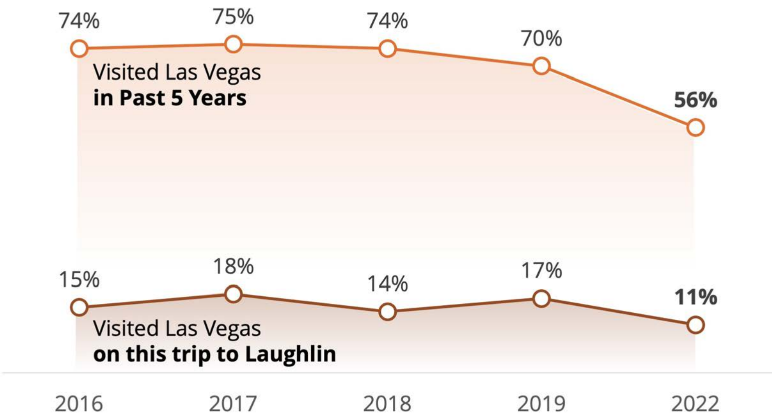


FIGURE 10: **Visited Las Vegas in Past 5 Years / Visited Las Vegas as Part of This Trip**



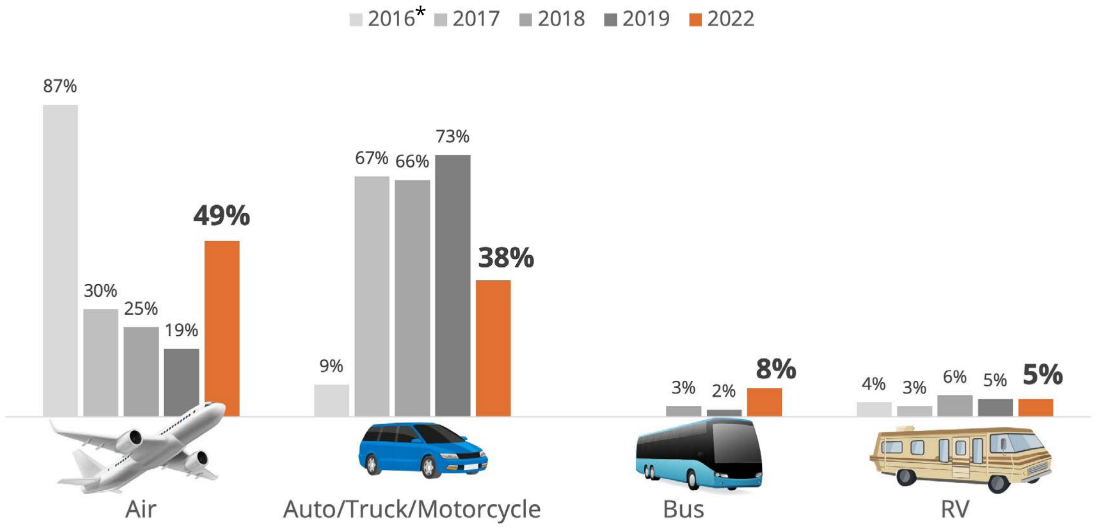
Even if they did not visit Las Vegas on this trip, more than half of visitors had been to Las Vegas in the past 5 years.

Over one-half (56%) of Laughlin visitors had visited Las Vegas in the past 5 years. One in ten visitors (11%) said they would also be visiting Las Vegas during this trip to Laughlin.

Air travel was most popular way to get to Las Vegas for Laughlin visitors.

Nearly one-half (49%) of Laughlin visitors who also visited Las Vegas on their trip said they had arrived in Las Vegas via air, an increase from pre-pandemic results.

FIGURE 11: **Transportation to Las Vegas**



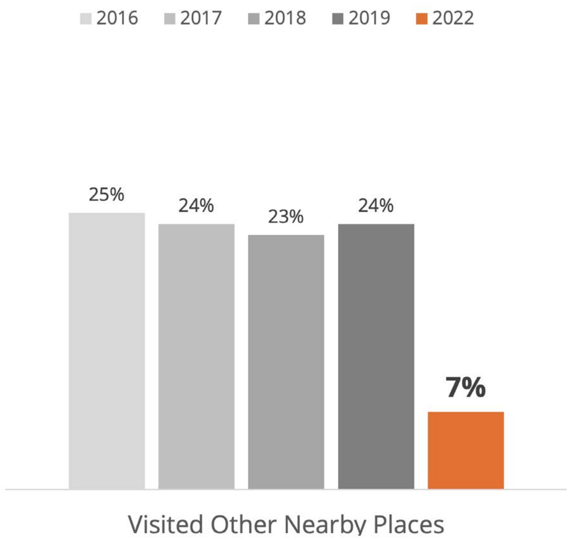
(*) In 2016 this question was only asked of visitors who traveled to Laughlin from Las Vegas.

ON THE GO

Laughlin visitors mostly stayed in town.

Seven percent (7%) of Laughlin visitors said they would be visiting other nearby places during their trip, down from pre-pandemic results.

FIGURE 12: **Visited Other Nearby Places**
(Among All Visitors)



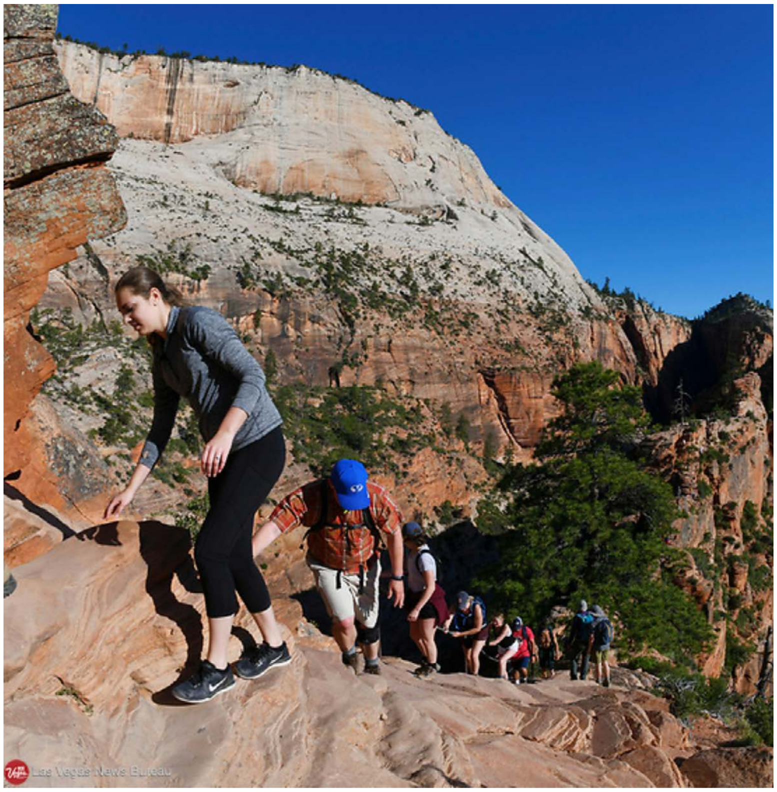
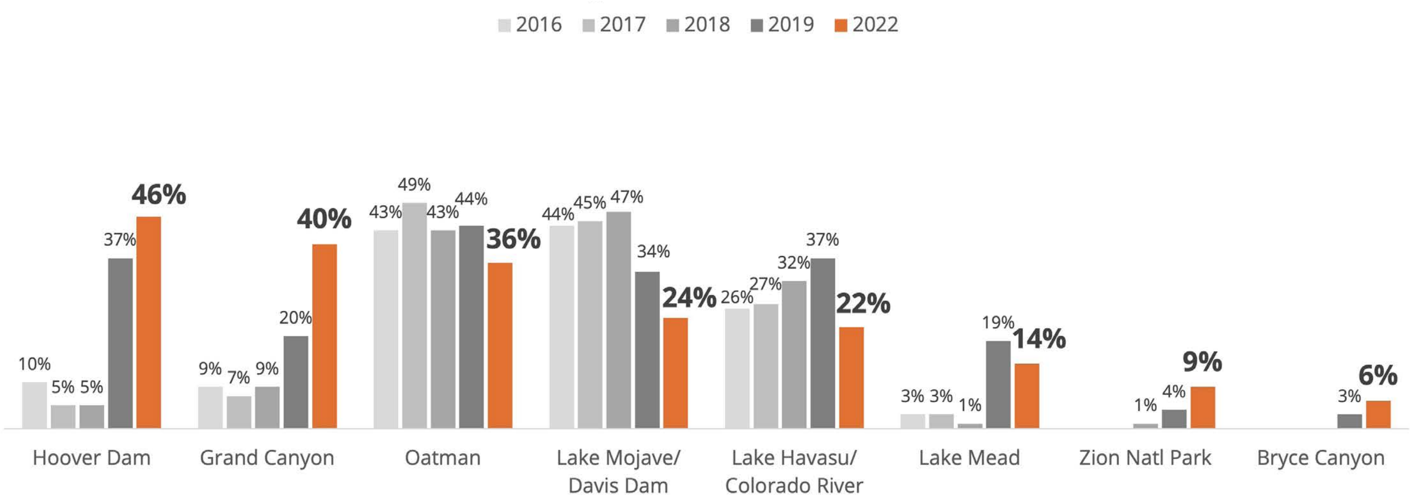


FIGURE 13: **Other Nearby Places Visited***
(Among Visitors Who Also Visited Other Places)

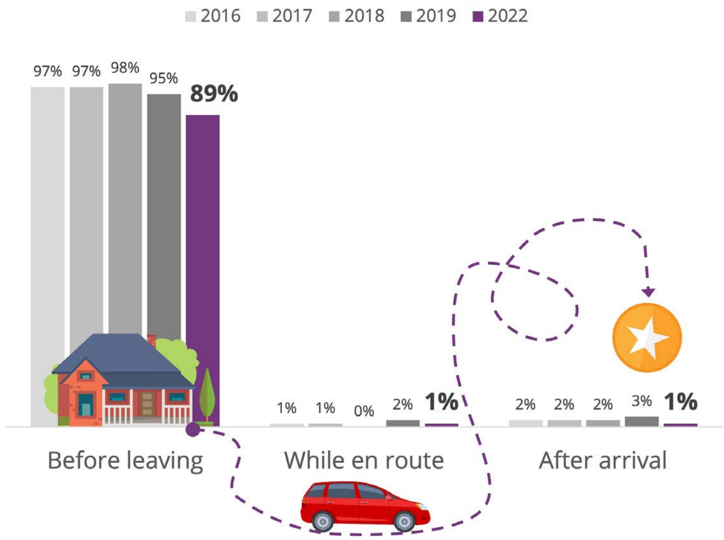


(*) Multiple responses permitted

TRIP PLANNING

TRIP PLANNING: LODGING AND RESERVATIONS

FIGURE 14: **When Decided Where to Stay**
(Among Overnight Visitors)



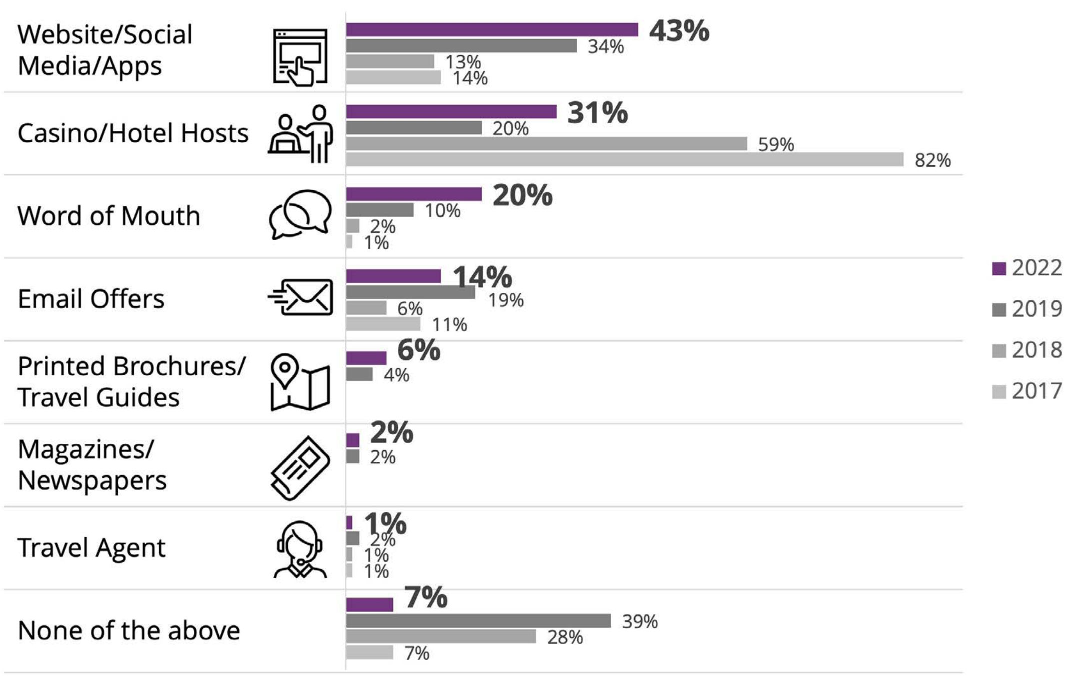
Lodging location was decided ahead of time.

Laughlin visitors continued to plan ahead for their trips, with nearly 9 in 10 (89%) deciding where to stay before leaving, slightly lower than recent years.

Online planning tool use increases.

2022 saw a sharp increase in the use of any online tools (43%) as well as the increase in word of mouth (20%).

FIGURE 15: **Tools Used in Planning Trip***



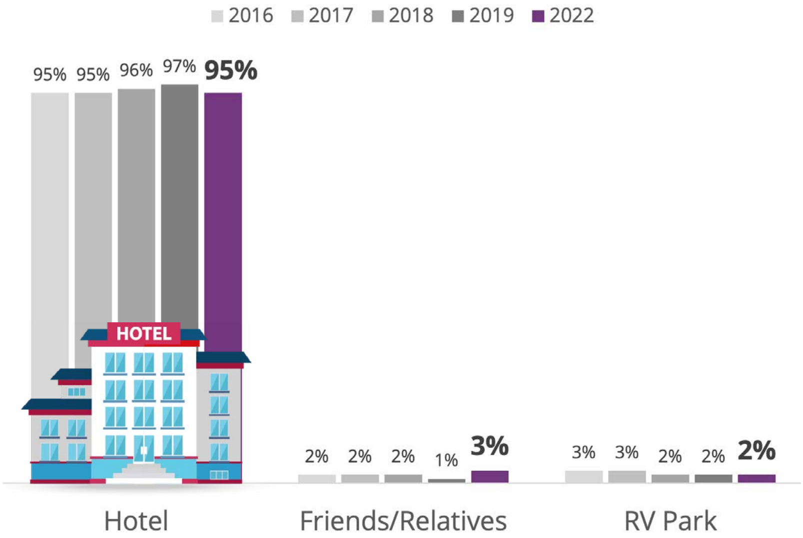
Note: Not asked in 2016
(*) Multiple responses permitted

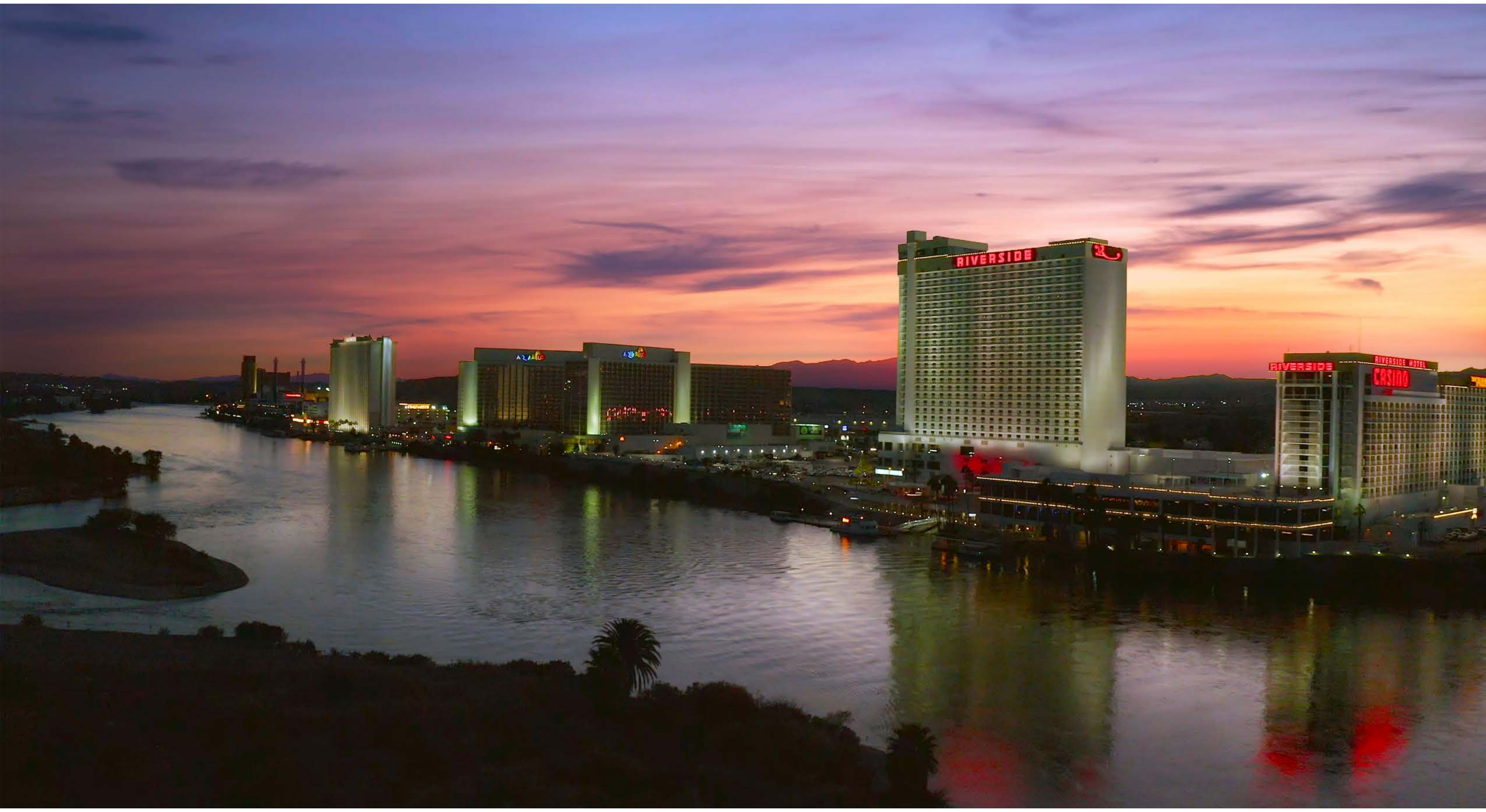
TRIP PLANNING

Most visitors stay at a hotel.

The type of lodging remains consistent from recent years, with most (95%) staying at hotels.

FIGURE 16: **Type of Lodging**
(Among Overnight Visitors)



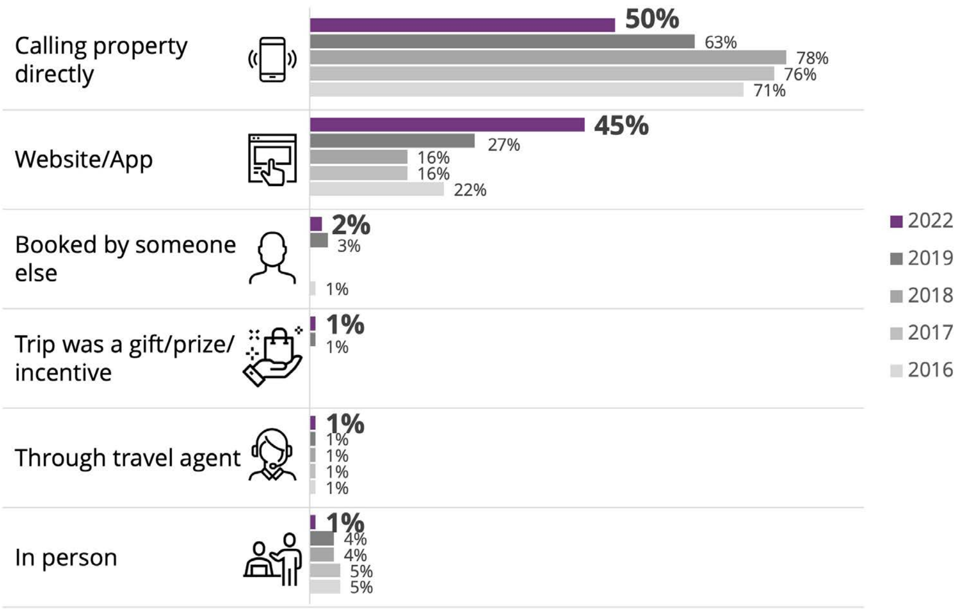


TRIP PLANNING

Calling properties gives way to booking online.

While half of visitors (50%) book accommodations by calling properties, booking through a website or an app increased sharply in 2022 to 45%.

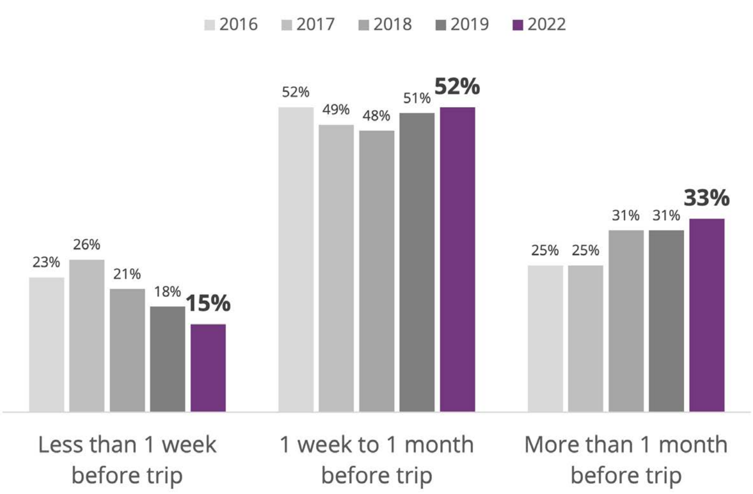
FIGURE 17: **Method of Booking Accommodations**
(Among Those Who Stayed in Hotel)



Visitors booked more than 7 days in advanced.

Similar to 2019, 2022 Laughlin visitors were more likely to book their trip 30 or more days ahead of their trip (33%) compared to 2016 and 2017.

FIGURE 18: **Advanced Booking of Accommodations**
(Among Those Who Stayed in Hotel)

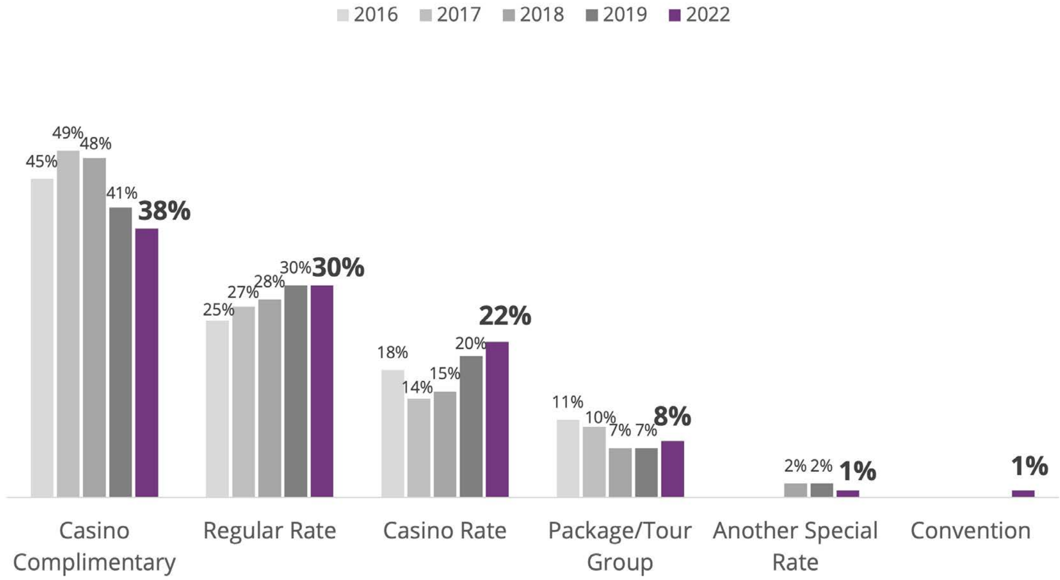


TRIP PLANNING

Casino rates remain the most popular.

3 out of 5 Laughlin visitors (60%) booked at a casino rate (casino rate + casino complimentary rate), consistent with 2016-2019 data. Regular rate bookings continue to be higher than earlier years (30%).

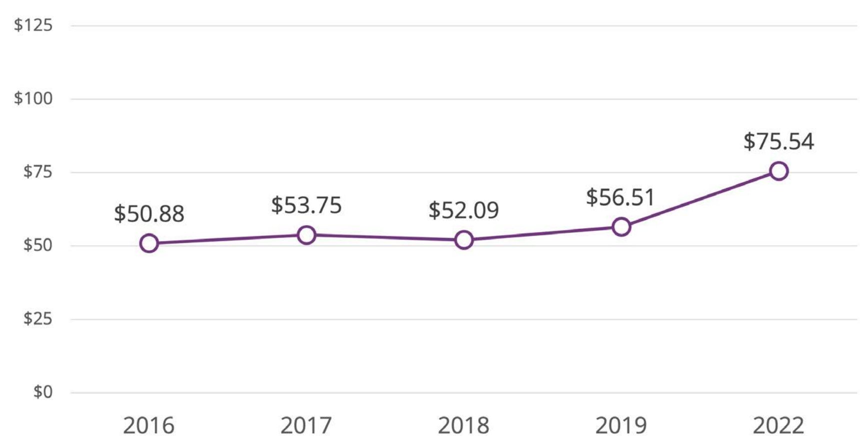
FIGURE 19: **Type of Room Rate**
(Among Those Who Stayed in Hotel)



Visitors spent more per night on lodging.

Nearly 1 in 3 (30%) visitors who stayed in a hotel (non-package/non-comp) paid a room rate over $101 per night.

FIGURE 20: **Average Spend Per Night on Lodging**
(Among Non-Package, Non-Comp Visitors Who Stayed in Hotel)

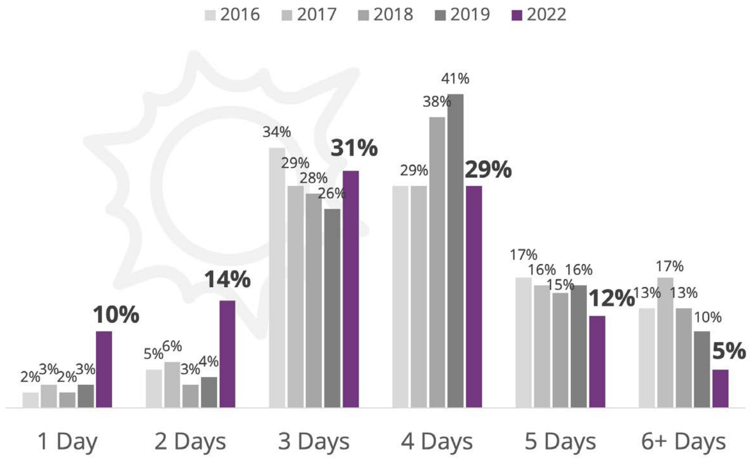


TRIP PLANNING

Shorter trips were more popular.

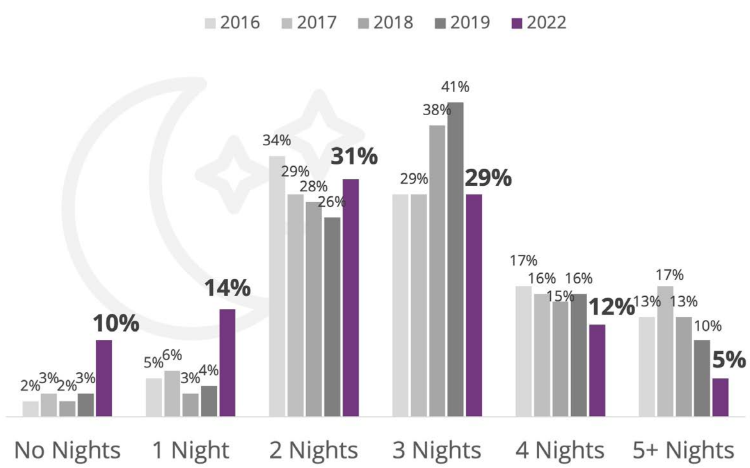
The average number of days (3.4) and nights (2.4) stayed in Laughlin was down from recent years. Trips of one to three days were more common in 2022 (55%), with trips of 5 or more days (16%) decreasing the most.

FIGURE 21: **Number of Days Stayed (Length of Stay)**



Average Number of Days Stayed				
2016	2017	2018	2019	**2022**
4.3	4.5	4.4	4.3	**3.4**

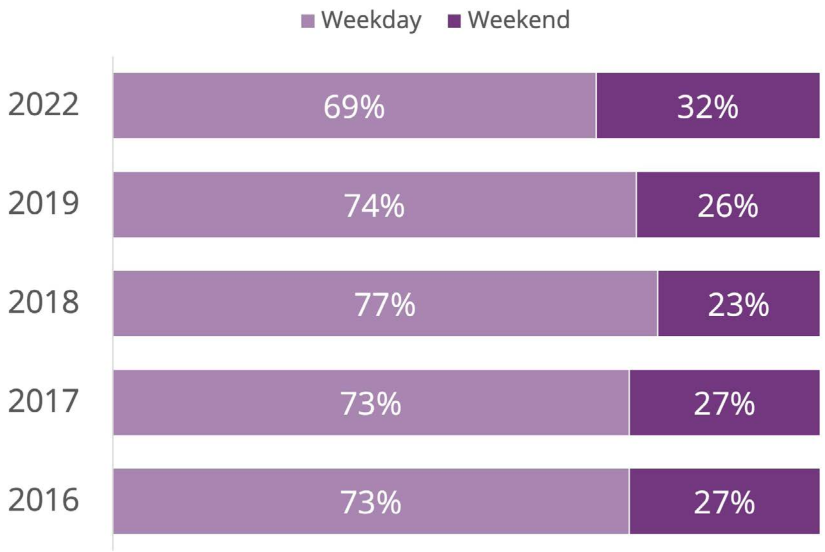
FIGURE 22: **Number of Nights Stayed (Length of Stay)**



Average Number of Nights Stayed				
2016	2017	2018	2019	**2022**
3.3	3.5	3.4	3.3	**2.4**

TRIP PLANNING

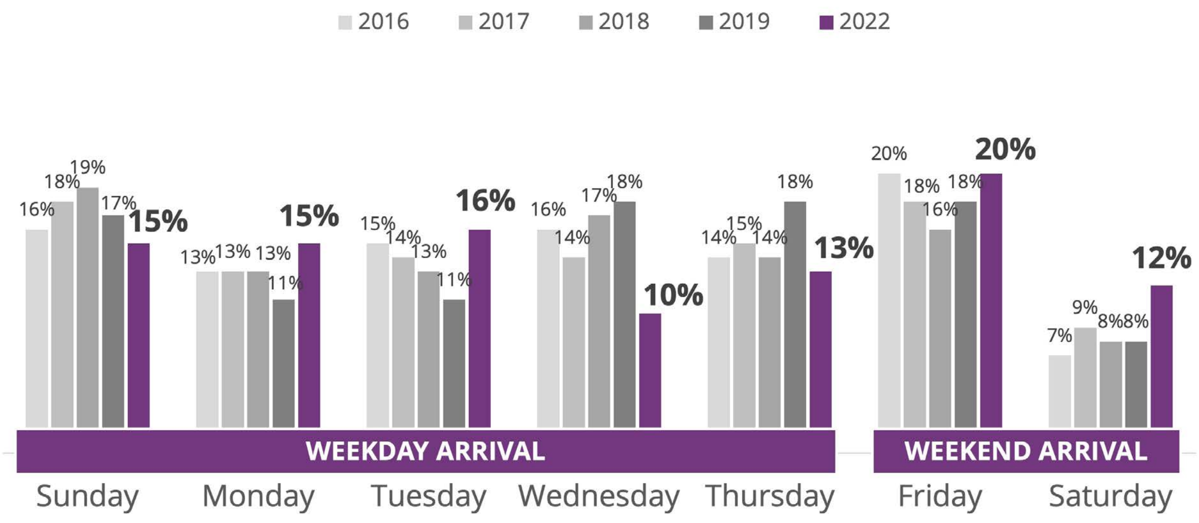
FIGURE 23: **Weekday vs. Weekend Arrival**



Most visitors arrive during a weekday.

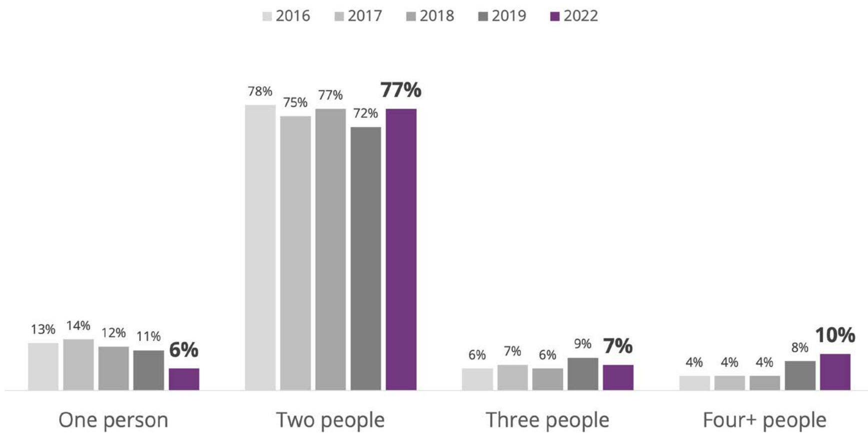
While 7 in 10 visitors are arriving on a weekday (69%), weekend arrivals (32%) were higher than past years. 1 in 5 (20%) visitors arrived on Friday.

FIGURE 24: **Day of Arrival**



TRIP PLANNING

FIGURE 25: **Number of Room Occupants**
(Among Those Who Stayed in Hotel)



More people per room in 2022.

The mean number of room occupants increased in 2022 (2.2), largely driven by a decrease in one-person stays (6%).

Average Number of Room Occupants

2016	2017	2018	2019	**2022**
2.0	2.0	2.0	2.1	**2.2**

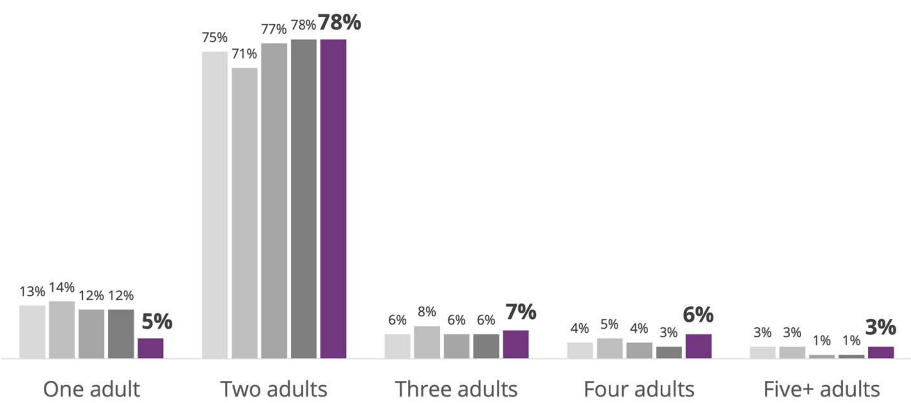
More adults per party.

The mean number of adults per party was higher than past years (2.3), driven in part by an increase in parties with four or more adults (9%).

Average Number of Adults in Party

2016	2017	2018	2019	**2022**
2.1	2.2	2.1	2.0	**2.3**

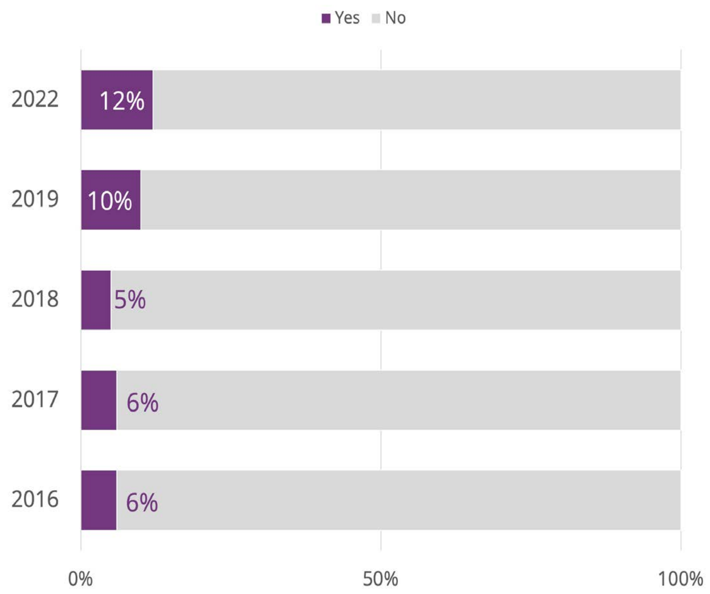
FIGURE 26: **Number of Adults in Immediate Party**



More groups with children coming to visit Laughlin than before the pandemic.

Similar to 2019, more visitors came with someone under 21 (12%).

FIGURE 27: **Have Persons Under Age 21 in Party**



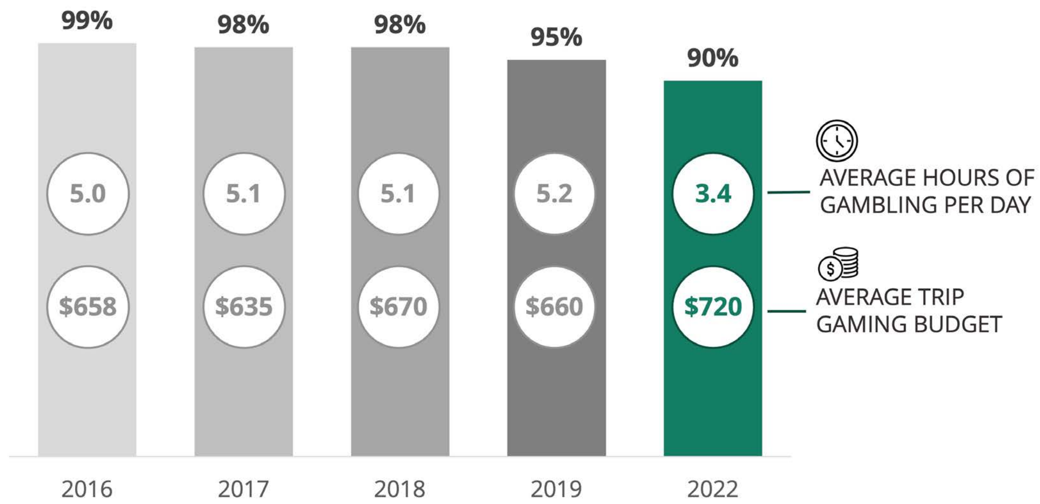
GAMING

GAMING: BEHAVIOR AND BUDGETS

Strong gaming budgets continue.

While nine in ten Laughlin visitors (90%) gambled during their stay, this was down from previous results. They also spent less time gambling (average of 3.4 hours) than pre-pandemic visitors. Nevertheless, the average amount budgeted for gambling ($719.92) was significantly higher than pre-pandemic results.

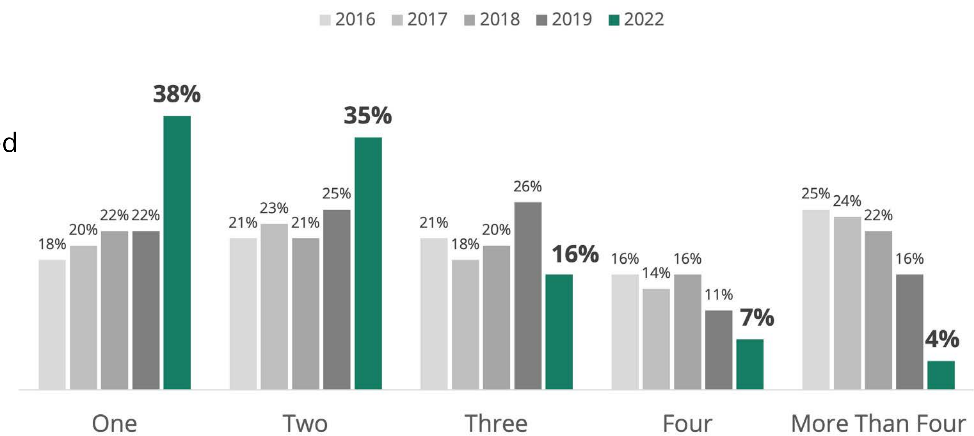
FIGURE 28: **Gambled While in Laughlin/Gaming Budget/Hours of Gambling**
(Among Those Who Gambled)



Visitors focusing their time within fewer casinos during stay.

Visitors gambled at an average of 2.1 casinos during their stay, down from previous results. Nearly three-quarters of visitors said they gambled at one or two casinos (72%).

FIGURE 29: **Number of Casinos Where Gambled**
(Among Those Who Gambled)

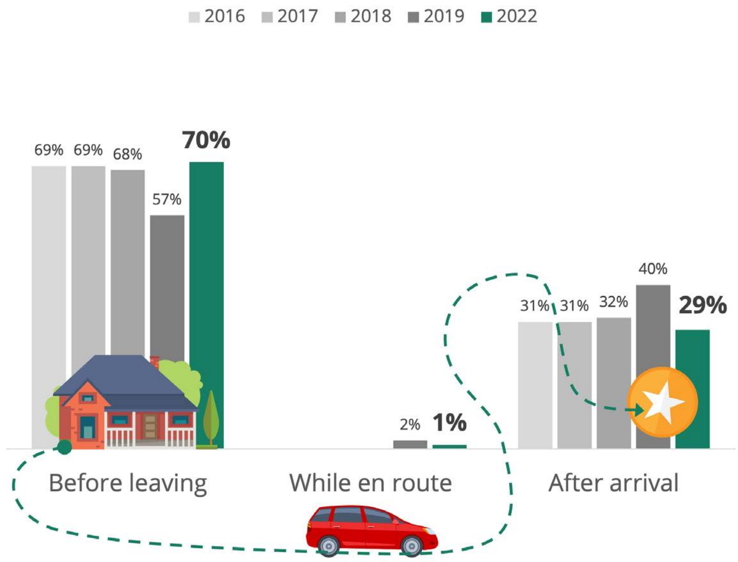


<u>Average Number of Casinos Gambled At</u>

2016	2017	2018	2019	**2022**
3.5	3.4	3.3	2.9	**2.1**

GAMING

FIGURE 30: **When Decided Where to Gamble**
(Among Those Who Gambled)



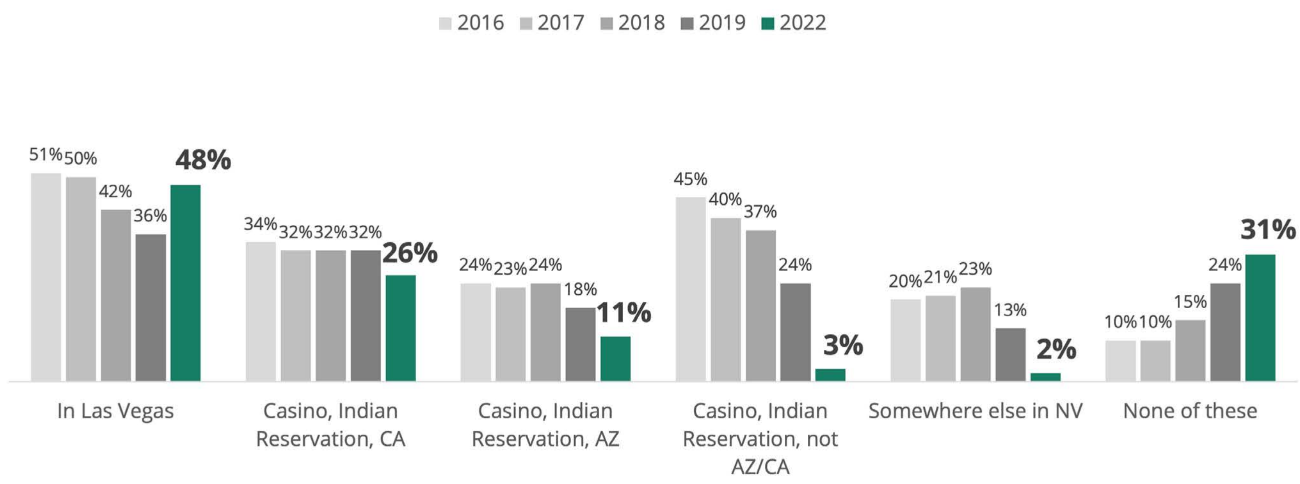
Two-thirds planned where they wanted to gamble ahead of time, the rest decided when they got to Laughlin.

Seven in ten visitors (70%) said they decided where they would gamble before arriving in Laughlin, up from 57% in 2019.

Las Vegas gambling is also popular with Laughlin visitors.

All visitors were asked where they had gambled outside of Laughlin over the past 12 months. Nearly one-half (48%) said they had gambled in Las Vegas, while about one-quarter (26%) said they had gambled at an Indian Reservation in California.

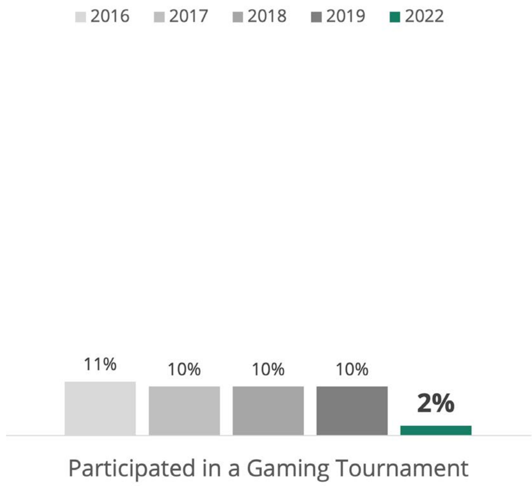
FIGURE 31: **Other Places Gambled Outside of Laughlin**
(Among All Visitors)



Participating in Gaming tournaments is down from pre-pandemic years.

Among all visitors, 2% said they participated in a gaming tournament during their stay, down from 10-11% from 2016 – 2019.

FIGURE 32: **Gaming Tournaments**



Slot/Loyalty clubs were popular with visitors gambling in Laughlin.

Nine in ten Laughlin visitors who gambled (90%) said they were a member of a slot or loyalty club.

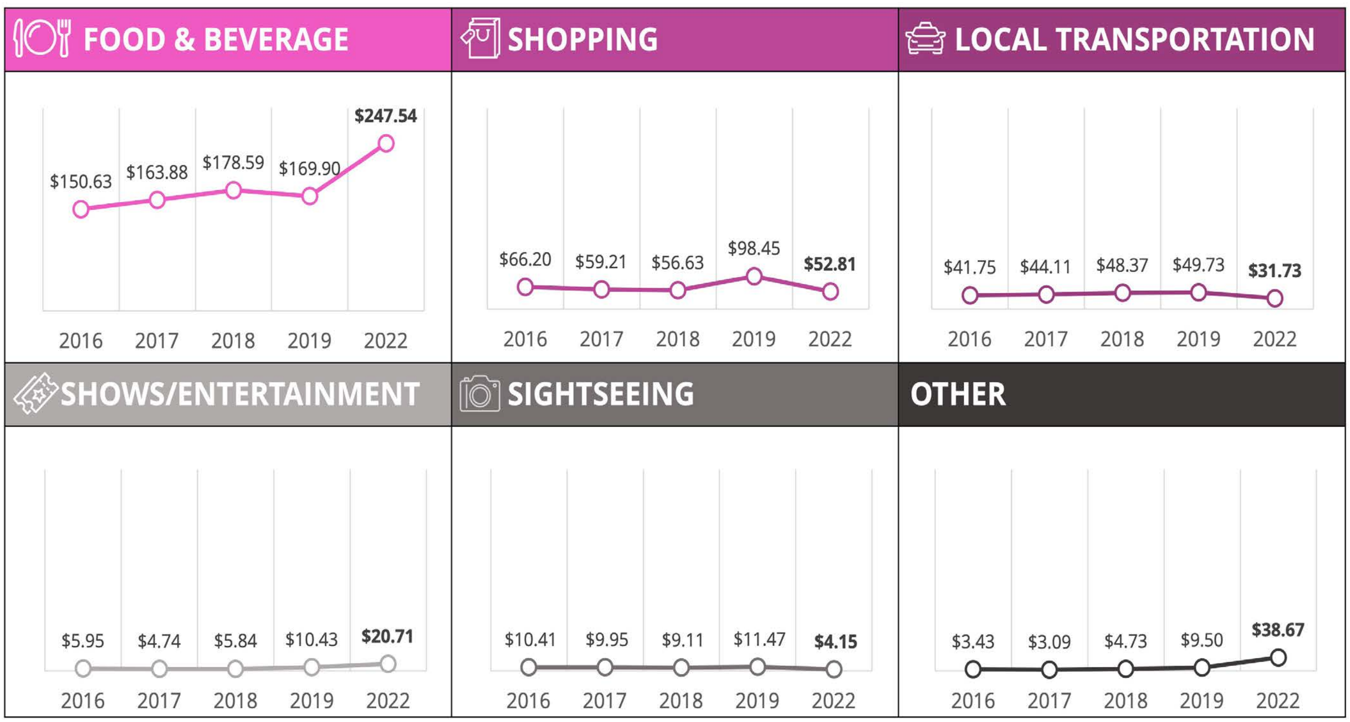
FIGURE 33: **Member of Slot/Loyalty Club**

ACTIVITIES: ENTERTAINMENT ACTIVITIES AND SPENDING

Spending on Food/Drink and Shows/Entertainment was up across all visitors.

Among all visitors to Laughlin, including those who spent nothing, mean spending on Food/Drink ($247.54) and Shows/Entertainment ($20.71) reached record levels and was significantly higher than any previous year. Spending on Shopping ($52.81), Local transportation ($31.73), Sightseeing ($4.15) was lower than previous years, particularly 2019.

FIGURE 34: **Average Trip Expenditures**
(All Visitors)

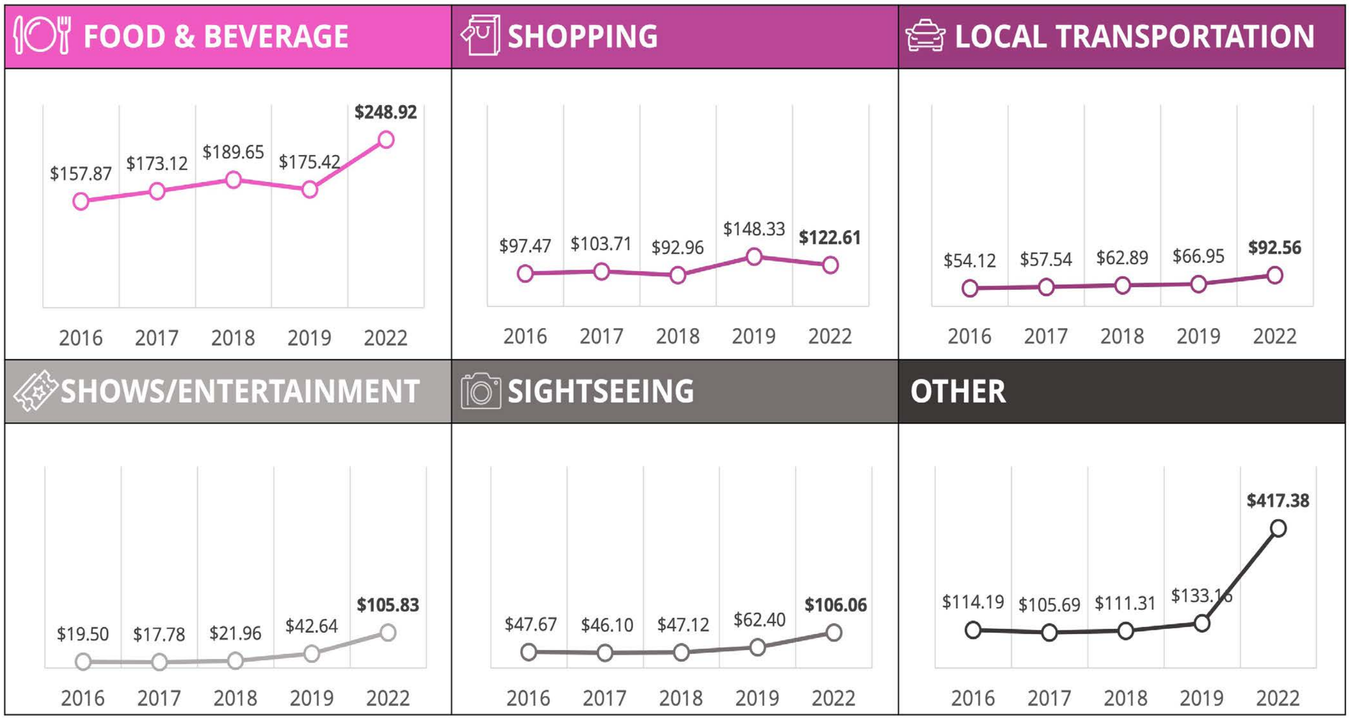


ACTIVITIES

Among spenders, most categories saw an increase from 2019.

Among those who spent money on each category, spending on Shows/Entertainment ($105.83) saw the highest increase from 2019 ($42.64) as the proportion who spent on this category remained stable (27%). Fewer visitors spent money on sightseeing (4%, spending $106.06). The amount visitors spent on shopping was lower than 2019 while the level of visitors spending on shopping also decreased (43%, spending $122.61).

FIGURE 35: **Average Trip Expenditures**
(Among Spenders)

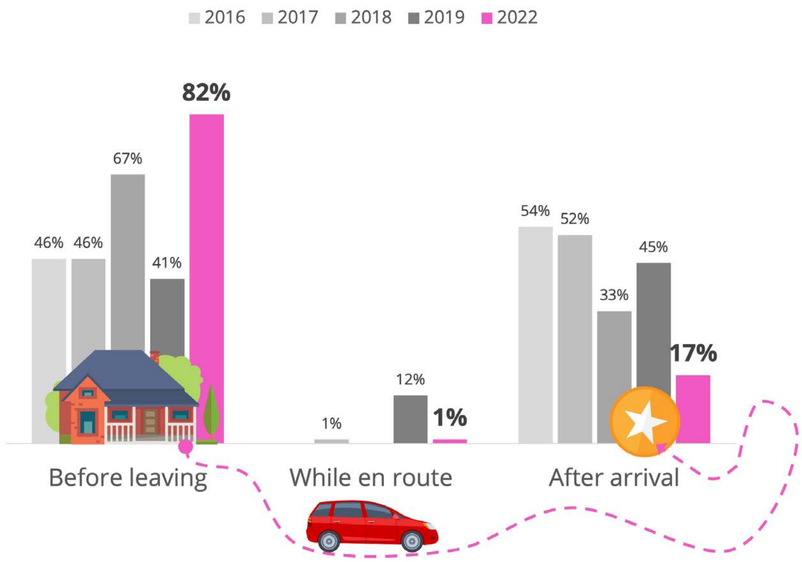


Percentages of respondents who spent money in each category are shown in the following table:

	2016	2017	2018	2019	2022
Food & Beverage					
(BASE)	(1,145)	(1,136)	(1,130)	(775)	(1,193)
Proportion of Total	95%	95%	94%	97%	100%
Shopping					
(BASE)	(815)	(686)	(731)	(532)	(517)
Proportion of Total	68%	57%	61%	67%	43%
Local Transportation					
(BASE)	(926)	(920)	(925)	(595)	(411)
Proportion of Total	77%	77%	77%	74%	34%
Shows/Entertainment					
(BASE)	(366)	(320)	(319)	(198)	(318)
Proportion of Total	31%	27%	27%	25%	27%
Sightseeing					
(BASE)	(262)	(259)	(232)	(152)	(47)
Proportion of Total	22%	22%	19%	19%	4%
Other					
(BASE)	(36)	(36)	(51)	(58)	(111)
Proportion of Total	3%	3%	4%	7%	9%

Note: High value for "Other" expenditures is driven by an increase in number of respondents renting jet skis.

FIGURE 36: **When Decided What Show to See**
(Among Those Who Saw a Show)



Shows were being decided before arriving.

Among visitors who saw a show, most decided which shows to see before leaving (82%).

EXPERIENCE: SATISFACTION AND EXPECTATIONS

Satisfaction remains strong.

Satisfaction with the visit remains high (97%), with the most cited reasons for being very satisfied including friendly/ excellent service staff and natural scenery.

FIGURE 37: **Satisfaction with Visit**

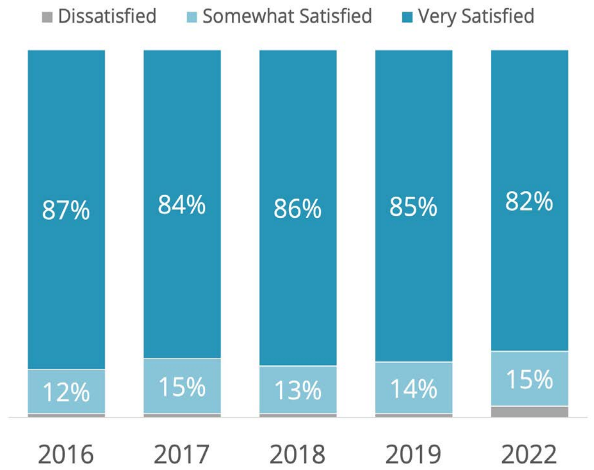
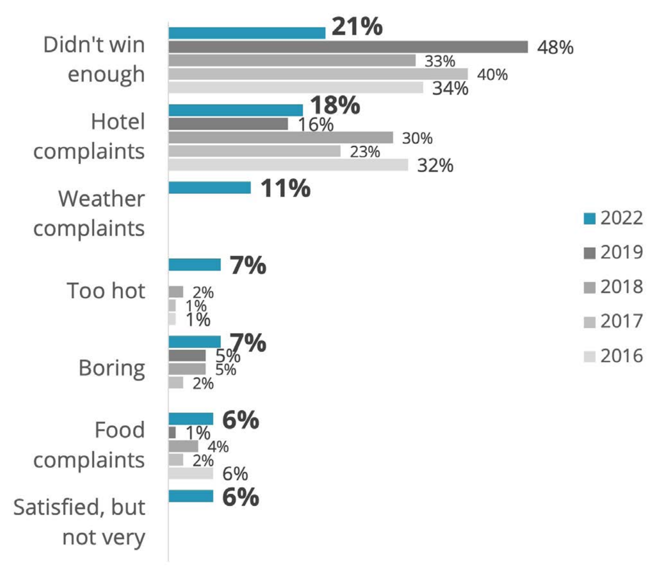


FIGURE 38: **Reasons Very Satisfied with Visit**
(Among Very Satisfied)

Among visitors not fully satisfied with their stay, different reasons are mentioned.

FIGURE 39: **Reasons Somewhat Satisfied with Visit**
(Among Somewhat Satisfied)



Note: doesn't list mentions <5%

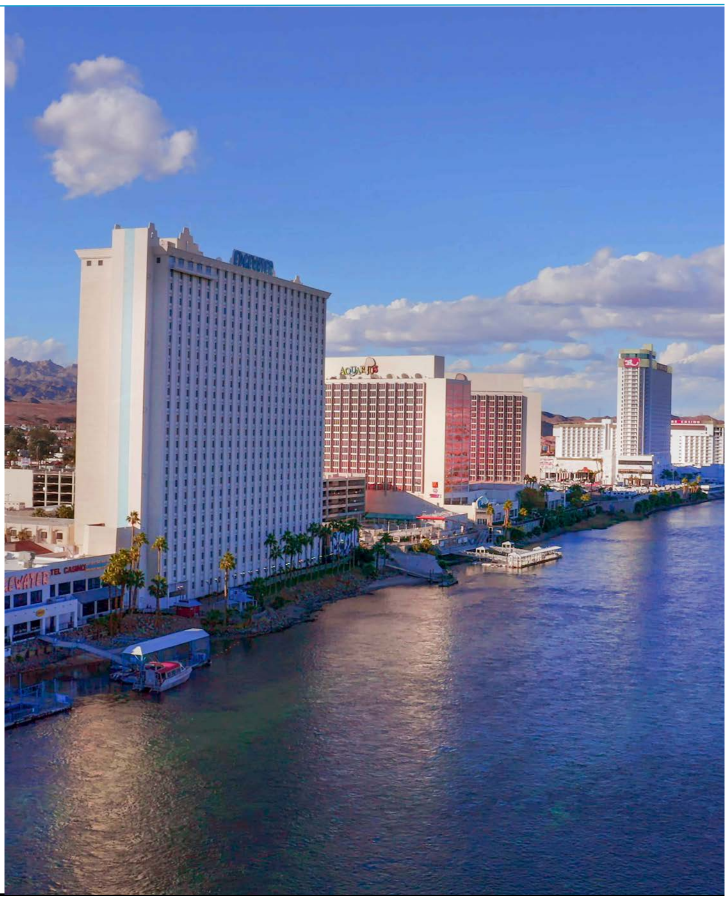
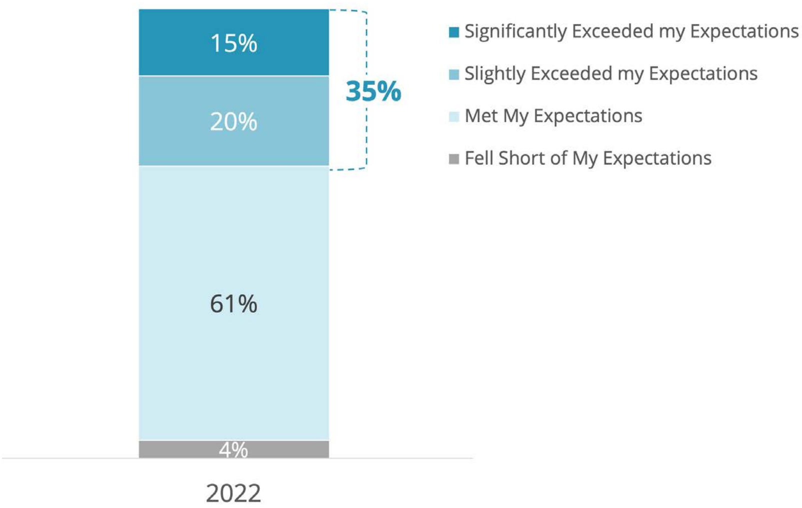


FIGURE 40: **Laughlin Compared to Expectations**



Expectations are met for most visitors.

Three in five visitors (61%) said their trip met their expectations, with many (35%) saying the trip exceeded expectations.

Likelihood to return is high.

Most visitors are likely to return to Laughlin, with three in four (75%) saying they definitely would return in the next year.

Likelihood to recommend remains high.

Most visitors (83%) will definitely recommend Laughlin, consistent with recent years.

FIGURE 41: **Likely to Return to Laughlin Next Year**

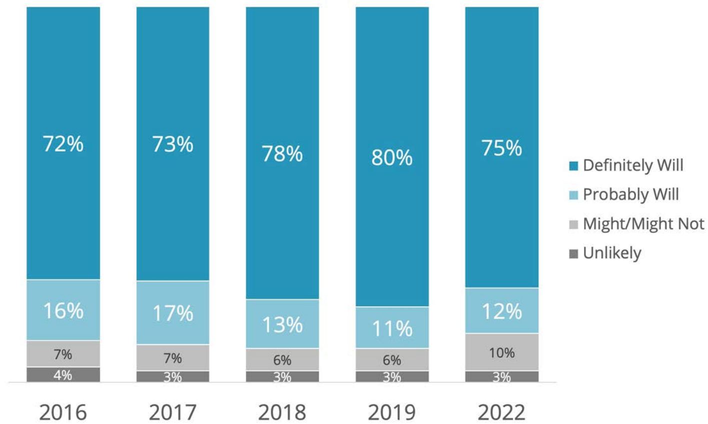
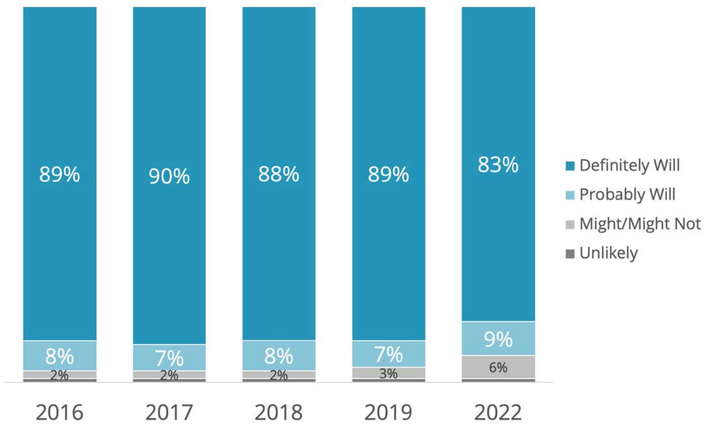


FIGURE 42: **Likely to Recommend Laughlin to Others**



WHO'S HERE: VISITOR DEMOGRAPHICS

2022 visitors to Laughlin were notably different from recent years on most demographics. They were more likely to be married in 2022 (79%) compared to 2016-2019 (65%-69%). The mean visitor age was also significantly lower (52.7 vs 58.0-59.8 in 2016-2019), with an increase concentrated among 30–49-year-olds. There were also more visitors who are currently employed (63%) and college graduates (46%).

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

	2016	**2017**	**2018**	**2019**	**2022**
BASE	(1,200)	(1,200)	(1,200)	(800)	(1,200)
GENDER					
Male	49%	50%	50%	51%	50%
Female	51%	50%	50%	49%	50%
MARITAL STATUS					
Married	67%	68%	69%	65%	79%
Single	17%	16%	16%	15%	15%
Separated/Divorced	7%	9%	6%	10%	3%
Widowed	9%	6%	9%	10%	3%
EMPLOYMENT					
Employed	37%	35%	37%	44%	63%
Unemployed	3%	4%	3%	2%	1%
Student	1%	0%	1%	0%	0%
Retired	56%	58%	56%	52%	35%
Homemaker	3%	3%	3%	3%	1%
EDUCATION					
High School or less	32%	33%	31%	30%	22%
Some college	33%	35%	35%	36%	28%
College graduate	31%	29%	31%	29%	46%
Trade/Vocational School	3%	3%	4%	5%	3%
AGE					
21 to 29	5%	4%	6%	6%	7%
30 to 39	8%	7%	8%	11%	18%
40 to 49	11%	11%	11%	14%	20%
50 to 59	17%	20%	17%	15%	17%
60 to 64	13%	13%	13%	12%	6%
65 or older	46%	45%	46%	43%	32%
MEAN	59.4	59.8	59.3	58.0	52.7

WHO'S HERE

2022 also saw the continued trend of ethnic diversity in visitors, with one-third (34%) being non-white. There were also more visitors with household incomes greater than $80,000 (47%). Most visitor came to Laughlin from the West region (85%), with one in five (21%) coming from Greater Las Vegas, significantly higher than any recent year (3%-6% in 2016-2019).

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

	2016	2017	2018	2019	2022
BASE	(1,200)	(1,200)	(1,200)	(800)	(1,200)
ETHNICITY					
White	78%	80%	76%	71%	65%
African-American/Black	3%	3%	3%	8%	8%
Asian/Asian-American	2%	2%	2%	2%	4%
Hispanic/Latino	15%	15%	17%	17%	22%
Other	2%	1%	2%	2%	2%
HOUSEHOLD INCOME					
Less than $20,000	4%	6%	5%	5%	1%
$20,000 to $39,999	18%	19%	18%	18%	5%
$40,000 to $59,999	28%	30%	26%	28%	13%
$60,000 to $79,999	21%	19%	21%	22%	23%
$80,000 or more	27%	24%	27%	26%	47%
Not sure/No answer	2%	3%	4%	2%	11%
VISITOR ORIGIN					
USA	**95%**	**95%**	**96%**	**97%**	**97%**
Eastern states	1%	1%	1%	1%	1%
Southern states	4%	4%	3%	6%	3%
Midwestern states	17%	14%	12%	12%	7%
Western states	73%	75%	80%	78%	85%
California	37%	36%	38%	38%	31%
Southern CA	35%	34%	37%	36%	30%
Northern CA	2%	2%	1%	2%	1%
Arizona	20%	24%	24%	23%	23%
Greater Las Vegas	5%	3%	4%	6%	21%
Other Western states	11%	13%	14%	11%	10%
International	**6%**	**5%**	**4%**	**3%**	**3%**

APPENDIX A

APPENDIX A: Summary Tables of Visitor Characteristics

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

	2016	2017	2018	2019	2022
ALL VISITORS					
First-time Visitors	9%	10%	8%	14%	9%
Primary purpose was Vacation/Leisure	50%	49%	46%	45%	40%
Primary purpose was Gambling	26%	26%	26%	24%	24%
Avg. number of visits in past year	2.5	3.3	3.4	3.1	2.8
REPEAT VISITORS					
Primary purpose was Vacation/Leisure	49%	48%	44%	45%	38%
Primary purpose was Gambling	27%	27%	27%	26%	25%
Avg. number of visits in past year	2.6	3.5	3.6	3.5	3.0
FIRST-TIME VISITORS					
Primary purpose was Vacation/Leisure	52%	56%	68%	45%	57%
Primary purpose was Gambling	9%	17%	12%	15%	8%

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

	2016	2017	2018	2019	2022
MODE OF TRAVEL TO LAUGHLIN					
Arrived by GROUND transportation	87%	87%	89%	85%	91%
Arrived by AIR transportation	13%	13%	11%	15%	9%
MADE DECISIONS BEFORE ARRIVAL					
Decided where to stay before arrival	99%	98%	98%	97%	88%
Decided where to gamble before arrival	69%	70%	68%	59%	71%
Decided which shows to see before arrival	46%	47%	67%	53%	83%
TRAVEL PLANNING					
Used Travel Agent/Advisor	2%	1%	1%	2%	1%
Used website/app to plan trip	N/A	14%	13%	34%	43%
PLACES TO VISIT					
Visited Las Vegas in past 5 years	79%	79%	77%	74%	56%
Visited Las Vegas on current trip to Laughlin	14%	17%	13%	17%	9%
Visited other nearby places	25%	24%	23%	24%	7%

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

	2016	2017	2018	2019	2022
SIZE OF PARTY					
Avg. number of ADULTS in party	2.1	2.2	2.1	2.0	2.3
Had persons UNDER 21 in party	6%	6%	5%	10%	12%
LENGTH OF STAY					
Stayed overnight	98%	98%	98%	97%	90%
Avg. number of DAYS stayed	4.3	4.5	4.4	4.3	3.4
Avg. number of NIGHTS stayed	3.3	3.5	3.4	3.3	2.4
Stayed in a hotel (among overnight visitors)	95%	95%	96%	97%	95%
Avg. number of room occupants	2.0	2.0	2.0	2.1	2.2
LODGING SPENDING					
Avg. per night spend on Lodging (non-package, non-comp)	$50.88	$53.75	$52.09	$56.51	$75.54
Bought package/tour group trip	11%	10%	7%	7%	8%
OTHER TRIP SPENDING					
Avg. spend on Food + Drink	$150.63	$163.88	$178.59	$169.90	$247.54
Avg. spend on Local Transportation	$41.75	$44.11	$48.37	$49.73	$31.73
Avg. spend on Shopping	$66.20	$59.21	$56.63	$98.45	$52.81
Avg. spend on Shows/Entertainment	$5.95	$4.74	$5.84	$10.43	$20.71
Avg. spend on Sightseeing	$10.41	$9.95	$9.11	$11.47	$4.15

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

	2016	2017	2018	2019	2022
GAMBLERS					
Gambled while in Laughlin (% of all visitors)	99%	98%	98%	95%	90%
Avg. number of hours gambling per day	5.0	5.1	5.1	5.2	3.4
Avg. gambling budget for trip	$657.51	$634.91	$670.43	$659.77	$719.92
Avg. number of different casinos gambled (among those who gambled)	3.5	3.4	3.3	2.9	2.0
Member of loyalty/slot club	91%	92%	92%	86%	90%

TABLE 7: **Summary Table of Attitudinal Information**

	2016	2017	2018	2019	2022
SATISFACTION					
Very Satisfied with Laughlin visit	87%	84%	86%	85%	82%
Definitely will return to Laughlin in next year	72%	73%	78%	80%	75%
Definitely will recommend Laughlin to others	89%	90%	88%	89%	83%

TABLE 8: **Summary Table of Visitor Demographics**

	2016	2017	2018	2019	2022
ECONOMIC BACKGROUND					
HS diploma, or less	32%	33%	31%	30%	22%
HHI of less than $60,000	50%	55%	49%	51%	19%
Employed	37%	35%	37%	44%	63%
Retired	56%	58%	56%	52%	35%
SOCIAL BACKGROUND					
Married	67%	68%	69%	65%	79%
50+ years old	76%	78%	76%	70%	55%
65+ years old	46%	45%	46%	43%	32%
Avg. Age	59.4	59.8	59.3	58.0	52.7
ORIGIN					
From Southern California	35%	34%	37%	36%	30%
From International Origin	6%	5%	4%	3%	3%

APPENDIX B

APPENDIX B: Aggregate Results for Calendar Year 2022

RESPONDENT ID# ____ ____ ____ ____

INTERVIEW DATE: ____ ____/____ ____/____ __

INTERVIEW LOCATION CODE ____ ____ ____ ___

TIME STARTED (USE 24-HOUR CLOCK) ____ ____:____ ____

TIME ENDED (USE 24-HOUR CLOCK) ____ ____:____ ____

INTERVIEW LENGTH: ____ ____ MIN.

INTERVIEWER ID# ____ ____

RESPONDENT GENDER (BY OBSERVATION)

MALE..50%

FEMALE..50%

Hello. I'm _____________ from Heart+Mind Strategies, a national marketing research firm. We are conducting a survey of visitors for the Laughlin Visitors Bureau. All answers are kept strictly confidential.

1. Are you a visitor to the Laughlin/Bullhead City area, or are you a resident of the Laughlin/ Bullhead City area?

   VISITOR .... **ASK Q2**

   RESIDENT..................... TERMINATE

   NOT SURE/DK.............. TERMINATE

   REFUSED/NA................ TERMINATE

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

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

   NO .... TERMINATE

   NOT SURE/DK.............. TERMINATE

   REFUSED/NA................ TERMINATE

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

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

   NO .... TERMINATE

   NOT SURE/DK.............. TERMINATE

   REFUSED/NA................ TERMINATE

4. Is this your first visit to Laughlin, or have you visited before?

   FIRST VISIT .... 9% **SKIP TO Q7**

   VISITED BEFORE....................... 91% **ASK Q5**

   NOT SURE/DK............................ 0% **ASK Q5**

   REFUSED/NA.............................. 0% **ASK Q5**

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

   2.8 MEAN (ALL VISITORS)

   3.0 MEAN (REPEAT VISITORS)

6. Have you visited Laughlin in the past to attend a special event such as River Days, a rodeo, a car or motorcycle rally, or an outdoor concert?

   YES.. 41%

   NO 60%

   NOT SURE/DK............................ 0%

   REFUSED/NA.............................. 0%

(ASK OF ALL RESPONDENTS.)

7. What was the primary purpose of THIS trip to Laughlin? (ASK AS OPEN END. ACCEPT ONLY ONE RESPONSE. WRITE RESPONSE IN BLANK BELOW.)

   To attend or work at a convention/trade show..............0%

   Vacation/Pleasure...40%

   To gamble...24%

   Visit friends/relatives 7%

   To attend a special event (e.g., a rodeo, car or motorcycle rally, outdoor concert)................................11%

   To attend/participate in a casino tournament................0%

   Business purposes 1%

   Water-based recreation..14%

   Just passing through 2%

   Some other reason..2%

   NOT SURE/DK...0%

   REFUSED/NA...0%

8. Did you travel to Laughlin by... (READ LIST. ACCEPT ONLY ONE RESPONSE.)

Automobile....87%
Air.... 9%
Recreational Vehicle (RV).... 2%
Bus (IF "YES" ASK, "Do you mean...":)
  Regularly scheduled bus service like Greyhound.... 0%
  Or a chartered or escorted bus service or bus tour.... 2%
Truck.... 0%
Motorcycle.... 0%
REFUSED/NA.... 0%

9. How far in advance did you plan this trip to Laughlin? (ASK AS OPEN END.)

Same day....2%
1-3 days before....7%
4-6 days before....9%
7-14 days before.... 20%
15-30 days before.... 25%
31-60 days before.... 21%
61-90 days before....9%
91-120 days before....2%
More than 120 days before....4%
NOT SURE/DK....0%
REFUSED/NA....0%

10. Which of the following tools did you use in planning your trip to Laughlin? (INTERVIEWER: READ LIST; ACCEPT MULTIPLE RESPONSES)

Websites.... 37%
Casino/Hotel Hosts.... 31%
Word of mouth.... 20%
Email offers.... 14%
Apps....7%
Printed brochures or travel guides....6%
Magazines or newspapers....2%
Travel agent....1%
Social media....1%
Other (SPECIFY:)....2%

11. At what point in your planning did you decide... (READ LIST AND FIRST 3 RESPONSE CODES)

AMONG ALL RESPONDENTS:

A. Where you would stay?
Before leaving home.... 89%
While en route to Laughlin.... 1%
After arrival.... 1%
Does not apply.... 10%
DON'T KNOW.... 0%
REFUSED.... 0%

B. Where you would gamble?
Before leaving home.... 62%
While en route to Laughlin.... 1%
After arrival.... 26%
Does not apply.... 10%
DON'T KNOW.... 0%
REFUSED.... 0%

C. Which shows you would see?
Before leaving home.... 8%
While en route to Laughlin.... 0%
After arrival.... 2%
Does not apply.... 90%
DON'T KNOW.... 0%
REFUSED.... 0%

AMONG THOSE TO WHOM THE QUESTION APPLIES:

A. Where you would stay? (n=1,081)
Before leaving home.... 98%
While en route to Laughlin.... 1%
After arrival.... 1%
DK/NA.... 0%

B. Where you would gamble? (n=1,077)
Before leaving home.... 70%
While en route to Laughlin.... 1%
After arrival.... 29%
DK/NA.... 0%

C. Which shows you would see? (n=115)
Before leaving home.... 82%
While en route to Laughlin.... 1%
After arrival.... 17%
DK/NA.... 0%

12. Is this visit to Laughlin part of a longer trip where Laughlin is just one leg of that trip, or is Laughlin your only destination?

Part of longer trip	10%	**ASK Q13**
Only destination	90%	**SKIP TO Q14**
NOT SURE/DK	0%	**SKIP TO Q14**
REFUSED/NA	0%	**SKIP TO Q14**

13. You just said Laughlin was not your only destination on this trip. When you left your home town or city, what was the PRIMARY destination of your trip? (N=127)

Las Vegas	61%
Arizona	11%
California	10%
Other Nevada	8%
Texas	2%
Utah	1%
New Mexico	1%
No Primary Destination	3%
NO ANSWER	4%

14. Will you (or did you) visit Las Vegas either before or after this visit to Laughlin? (Excludes residents of Las Vegas) (n=951)

Yes	11%	**ASK Q15**
No	87%	
NOT SURE/DK	0%	**SKIP TO Q17**
REFUSED/NA	1%	

15. Did you travel to Las Vegas by... (READ LIST. ACCEPT ONLY ONE RESPONSE.) (n=108)

Automobile, truck, RV, bus	51%
Air	49%

16. On this trip, will you (or did you) visit... (N=108)

Downtown Las Vegas (that is, the area on or near Fremont Street)?	57%
The Strip in Las Vegas (that is, the area on or near Las Vegas Boulevard)?	85%

17. On this trip to Laughlin, where did you lodge?

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

TYPE OF LODGING

Hotel	86%
RV Park	2%
Friends/Relatives	2%
Day Trip/Other	10%

LOCATION OF LODGING

Laughlin	86%
Bullhead City	0%
Location could not be determined	14%
Friends/Relatives	2%
Day Trip	10%

TYPE OF LODGING (AMONG THOSE WHO STAYED OVERNIGHT) (N=1081)

Hotel	95%
Friends/Relatives	3%
RV Park	2%
Other	0%

IF RESPONSE TO Q17 IS A HOTEL OR MOTEL (CODES 1000-2999), ASK Q18 THROUGH Q22.

IF RESPONSE TO Q17 IS AN RV PARK (CODES 3000-3999), ASK Q18 THROUGH Q19, THEN SKIP TO Q22.

IF RESPONSE TO Q17 IS CODE #4000 OR HIGHER, SKIP TO Q22.

18. Which of the following [SHOW CARD] best describes how you, or someone in your party, booked your accommodations in Laughlin? (ACCEPT ONLY ONE RESPONSE.) (N=1052)

Booked by phone, calling the hotel, motel, or RV park directly	50%
Booked through a website or app on the Internet using a desktop or laptop computer	28%
Booked at a website or app on the Internet using a smartphone or tablet	16%
Not sure because someone else in your party booked the hotel and you don't know how they did it	2%
Booked through a travel agent (either in person or by phone)	1%
Booked in person at the hotel, motel, or RV park	1%
The trip was a gift, prize, or incentive, so the accommodations were booked for you	1%
Booked by phone but not by calling the hotel directly and not through a travel agent	0%
OTHER	0%
REFUSED/NA	0%

19. How far in advance did you make your reservations for your (hotel room/motel room/RV park space) for this trip to Laughlin? (ASK AS OPEN END.) (N=1053)

Same day	1%
1-3 days before	6%
4-6 days before	8%
7-14 days before	23%
15-30 days before	29%
31-60 days before	20%
61-90 days before	7%
91-120 days before	2%
More than 120 days before	4%
NOT SURE/DK	0%
REFUSED/NA	0%

PEOPLE STAYING IN AN RV PARK (CODE 3000-3999 IN Q17) SHOULD SKIP TO Q23 AFTER BEING ASKED Q19.

20. Including yourself, how many people stayed in your room? (N=1030)

One	6%
Two	77%
Three	7%
Four or more	10%
REFUSED/NA	0%

2.2 MEAN

21. Which of the following rate categories best describes your room rate? (SHOW CARD. ACCEPT ONLY ONE RESPONSE.)(N=1030)

Casino complimentary	38%	**SKIP TO Q23**
Regular full-price room rate	30%	
Casino rate	22%	
Hotel/Transportation package deal	6%	
Hotel/Amenities package deal	1%	**SKIP TO Q23**
Tour/Travel group	1%	
Convention group/Company meeting	1%	**ASK Q22**
Another rate	1%	**ASK Q22**
NOT SURE/DK	0%	
REFUSED/NA	0%	

(ASK ONLY OF NON-PACKAGE VISITORS)

22. By the time you leave Laughlin, how much will you have spent on average per night, on your hotel or motel room? (ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.) (n=561)

$1 - $50	20%
$51 - $75	20%
$76 - $100	28%
$101 or more	10%
NOT SURE/NO ANSWER	22%

$75.54 MEAN

$75.00 MEDIAN

(ASK OF ALL RESPONDENTS.)

23. Including yourself, how many adults 21 years old or older are in your IMMEDIATE party (such as a spouse or friends who are traveling with you)? (IF RESPONDENT SAYS MORE THAN 8, EXPLAIN: "If you are part of a tour group, do not include all members of your tour group -- only those adult friends and relatives who are traveling with you.")

1	5%
2	78%
3	7%
4	6%
5 to 9	3%
10 or more	0%

2.3 MEAN

2.0 MEDIAN

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

Yes	12%
No	88%
NOT SURE/DK	0%
REFUSED/NA	0%

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

Day Trip	10%
1	14%
2	31%
3	29%
4	12%
5 or more	5%

2.4 MEAN

2.0 MEDIAN

26. By the time you leave, how many days will you have been in Laughlin? (WRITE TWO-DIGIT NUMBER IN BLANKS BELOW. MUST BE AT LEAST "01.")

1	10%
2	14%
3	31%
4	29%
5	12%
6 or more	5%

3.4 MEAN

3.0 MEDIAN

27. On what day of the week did you arrive in Laughlin?

Sunday	15%
Monday	15%
Tuesday	16%
Wednesday	10%
Thursday	13%
Friday	20%
Saturday	12%
REFUSED/NA	0%

28. Have you gambled during this visit to Laughlin?

Yes	90%	**ASK Q29**
No	10%	**SKIP TO Q34**
NOT SURE/DK	0%	
REFUSED/NA	0%	

29. On average, how many hours PER DAY did you spend gambling? (WRITE TWO-DIGIT NUMBER IN BLANKS BELOW. IF GREATER THAN 12, CLARIFY BY ASKING: "Do you mean that you spent on average [FILL IN NUMBER OF HOURS] hours gambling every day you were here?") (N=1077)

1 to 2 hours 36%
3 to 4 hours 43%
5 to 6 hours 14%
7 to 8 hours 5%
9 to 10 hours 1%
More than 10 hours 1%
3.4 MEAN
3.0 MEDIAN

30. How many different casinos have you gambled at during your stay in Laughlin? (WRITE TWO-DIGIT NUMBER IN BLANKS BELOW.) (N=1077)

1 .... 38%
2 .... 35%
3 .... 16%
4 .... 7%
5 or more 4%
2.0 MEAN
2.0 MEDIAN

31. Not including travel, food, or lodging, how much money did you budget for gambling on this trip? Include only your own, personal, gambling budget and not the gambling budgets of others who may have been with you. (ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.) (N=1077)

$1 - $99 .... 6%
$100 - $199 .... 8%
$200 - $299 .... 13%
$300 - $399 .... 10%
$400 - $499 .... 9%
$500 - $599 .... 17%
$600 or more 35%
NOT SURE/NO ANSWER 1%
$719.92 MEAN
$500.00 MEDIAN

32. Are you a member of a slot or loyalty club at any of the Laughlin resorts? (N=1084)

Yes 90%
No 10%

33. Did you (or will you) participate in a gaming tournament (for example a video poker, slot machine, blackjack, or poker tournament)?

YES 2%
NO 98%

(ASK OF ALL RESPONDENTS.)

34. In which of the following locations have you gambled at a casino facility during the past 12 months? Please do not include "card rooms," even though they are similar to casinos. Have you gambled... (READ LIST)

In Las Vegas, Nevada 48%
At a casino on an Indian reservation in California 26%
At a casino on an Indian reservation in Arizona 11%
At a casino on an Indian reservation outside Arizona or California 3%
Somewhere else in Nevada (outside the Laughlin area) 2%
Other 2%
None of these 31%

35. Have you visited Las Vegas, Nevada, in the past 5 years?

Yes 56%
No 23%
Resident of Las Vegas 21%
REFUSED/NA 1%

36. Will you (or did you) visit other areas of Nevada or the surrounding area (for example, the Grand Canyon and Death Valley), either before or after this visit to Laughlin?

Yes .... 7% **ASK Q37**
No 93%
NOT SURE/DK .... 0% **SKIP TO Q38**
REFUSED/NA 0%

37. On this trip, will you (or did you) visit... (READ LIST. ACCEPT MULTIPLE RESPONSES.) (N=89)

Hoover Dam 46%
Grand Canyon 40%
Oatman, Arizona 36%
Lake Mojave/Davis Dam 24%
Lake Havasu/Colorado River 22%
Lake Mead 14%
Zion National Park 9%
Bryce Canyon 6%
Other 8%

APPENDIX B

38. By the time you leave Laughlin, how much will you have spent ON AVERAGE PER DAY for...

    Food and drink. Please include only your own, personal expenses and not those of your entire party. (AVERAGE TRIP EXPENDITURES PER DAY.)

    $247.54 MEAN (INCLUDING $0)

    $248.92 MEAN (EXCLUDING $0)

    Local transportation (for example, car rental, taxi, limo, gas). Please include all your daily transportation expenses. (AVERAGE TRIP EXPENDITURES PER DAY.)

    $31.73 MEAN (INCLUDING $0)

    $92.56 MEAN (EXCLUDING $0)

39. By the time you leave Laughlin, how much will you have spent on each of the following items IN TOTAL FOR YOUR ENTIRE TRIP? Please include only your own, personal expenses and not those of your entire party.

    (READ EACH ITEM. ROUND TO THE NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)

    Shopping (gifts, clothing, personal items)

    $ 52.81 MEAN (INCLUDING $0)

    $122.61 MEAN (EXCLUDING $0)

    Shows/entertainment (not including gambling)

    $ 20.71 MEAN (INCLUDING $0)

    $105.83 MEAN (EXCLUDING $0)

    Sightseeing

    $ 4.15 MEAN (INCLUDING $0)

    $106.06 MEAN (EXCLUDING $0)

    Other

    $ 38.67 MEAN (INCLUDING $0)

    $417.38 MEAN (EXCLUDING $0)

Just a few more questions on your impressions of Laughlin in general...

40. Overall, how satisfied were you with your visit to Laughlin? Were you... (READ LIST.)

Very satisfied	82%	**ASK Q41**
Somewhat satisfied	15%	**SKIP TO Q42**
Somewhat dissatisfied	3%	**SKIP TO Q43**
Very dissatisfied	0%	**SKIP TO Q43**
NOT SURE/DK	0%	**SKIP TO Q44**
REFUSED/NA	0%	**SKIP TO Q44**

41. You just said you were very satisfied with your overall experience in Laughlin. What is the MAIN reason that you were very satisfied? (ACCEPT ONLY ONE RESPONSE.) (N=986)

Friendly people/staff	17%
Beautiful/Being by the river	12%
Great place for a getaway	9%
Good hotel/lodgings	9%
Everything went well	7%
Enjoy gambling	6%
Saw family/friends	5%
Won money gambling	5%
Good weather	5%
Love Laughlin (GENERAL)	4%
Prefer to Las Vegas	3%
Good entertainment	3%
Many things to see and do	3%
Other (2% or less)	12%
NO ANSWER	0%

42. You just said you were somewhat satisfied with your overall experience in Laughlin. What is the MAIN reason that keeps you from saying you were very satisfied? (ACCEPT ONLY ONE RESPONSE.) (N=181)

Didn't win enough gambling	21%
Hotel complaints	18%
Weather complaints	11%
Nothing to do/it's boring	7%
Too hot	7%
Satisfied, but not very satisfied	6%
Food complaints	6%
Employee complaints	4%
Old & rundown/Needs update	4%
Too expensive	3%
Too crowded	3%
Other (2% or less)	9%
NO ANSWER	1%

43. You just said you were dissatisfied with your overall experience in Laughlin. What is the MAIN reason that you were dissatisfied? (ACCEPT ONLY ONE RESPONSE.) (N=33)

Hotel complaints	33%
Didn't win enough gambling	12%
Old & rundown/Needs update	10%
Entertainment complaints	9%
Too expensive	6%
Too hot	3%
Food complaints	3%
Too hard to get around	3%
Problem with trip	3%
Other	18%

APPENDIX B

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

Significantly exceeded my expectations	15%
Slightly exceeded my expectations	20%
Met my expectations	61%
Fell slightly short of my expectations	4%
Fell significantly short of my expectations	0%
NOT SURE/DK	0%
REFUSED/NA	0%

45. How likely will you be to return to Laughlin in the next year? Would you say you… (READ FIRST 5 RESPONSES)

Definitely will	75%
Probably will	12%
Might/might not	10%
Probably will not	3%
Definitely will not	0%
NOT SURE/NO ANSWER	0%

46. How likely will you be to recommend Laughlin to friends, relatives, and co-workers as a destination for a vacation or pleasure trip? Would you say you… (READ FIRST 5 RESPONSES)

Definitely will recommend	83%
Probably will recommend	9%
Might/might not recommend	6%
Probably will not recommend	1%
Definitely will not recommend	0%
NOT SURE/NO ANSWER	0%

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

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

Facebook	75%
Instagram	35%
YouTube	32%
Snapchat	21%
Pinterest	16%
TikTok	15%
Twitter	12%
LinkedIn	5%
Twitch	2%
Tumblr	2%
Reddit	1%
Other	0%
NONE OF THESE	20%

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

Employed	63%
Unemployed	1%
Student	0%
Retired	35%
Homemaker	1%
REFUSED/NA	0%

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

Grade school or some high school	1%
High school diploma (finished grade 12)	21%
Some college (includes junior/community college — no bachelor's degree)	28%
Graduated college	40%
Graduate school (Master;s or Ph.D.)	6%
Technical, vocational or trade school	3%
REFUSED/NA	0%

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

Married	79%
Single	15%
Separated or divorced	3%
Widowed	3%
REFUSED/NA	0%

51. What country do you live in?

USA	97%	ASK Q52
International	3%	SKIP TO Q53
REFUSED/NA	0%	SKIP TO Q53

52. What is your ZIP code? (REGION DERIVED FROM ZIP CODES)

East	1%
South	3%
Midwest	7%
West	85%
California	31%
Arizona	23%
Greater Las Vegas	21%
Other West	10%
International visitors	3%
No zip code given	0%

(ETHNICITY BY OBSERVATION. IF UNSURE, ASK:)

53. 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, Asian, Hispanic or Latino -- or of some other ethnic or racial background?)

White	65%
Hispanic/Latino	22%
Black or African American	8%
Asian or Asian American	4%
Native American	2%
Mixed race	1%
Other	0%
NOT SURE/DON'T KNOW	0%
REFUSED/NO ANSWER	0%

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

52.7 MEAN

52.0 MEDIAN

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

21 to 29	7%
30 to 39	18%
40 to 49	20%
50 to 59	17%
60 to 64	6%
65 and older	32%
REFUSED/NA	0%

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

Less than $20,000	1%
$20,000 to $29,999	2%
$30,000 to $39,999	3%
$40,000 to $49,999	5%
$50,000 to $59,999	8%
$60,000 to $69,999	12%
$70,000 to $79,999	11%
$80,000 to $89,999	12%
$90,000 to $99,999	6%
$100,000 to $149,999	22%
$150,000 or more	7%
NOT SURE/DK	0%
REFUSED/NA	11%

Las Vegas Convention and Visitors Authority
3150 Paradise Road
Las Vegas, NV 89109-9096
VisitLasVegas.com
VisitLaughlin.com

For further information, please contact the LVCVA Research Center at 702-892-2805 or at research@lvcva.com