Acknowledgments

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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.
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%).

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.

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%).
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.
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.
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.

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

![Bar chart showing visited other nearby places](chart1)

<table>
<thead>
<tr>
<th>Year</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>25%</td>
<td>24%</td>
<td>23%</td>
<td>24%</td>
<td>7%</td>
</tr>
</tbody>
</table>

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

![Bar chart showing other nearby places visited](chart2)

<table>
<thead>
<tr>
<th>Location</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hoover Dam</td>
<td>46%</td>
<td>37%</td>
<td>20%</td>
<td>9%</td>
<td>5%</td>
</tr>
<tr>
<td>Grand Canyon</td>
<td>10%</td>
<td>9%</td>
<td>9%</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>Oatman</td>
<td>40%</td>
<td>49%</td>
<td>43%</td>
<td>43%</td>
<td>44%</td>
</tr>
<tr>
<td>Lake Mojave/Davis Dam</td>
<td>44%</td>
<td>45%</td>
<td>47%</td>
<td>44%</td>
<td>34%</td>
</tr>
<tr>
<td>Lake Havasu/Colorado River</td>
<td>36%</td>
<td>26%</td>
<td>27%</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>Lake Mead</td>
<td>19%</td>
<td>14%</td>
<td>9%</td>
<td>9%</td>
<td>3%</td>
</tr>
<tr>
<td>Zion Natl Park</td>
<td>1%</td>
<td>4%</td>
<td>3%</td>
<td>1%</td>
<td>6%</td>
</tr>
<tr>
<td>Bryce Canyon</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

(*) Multiple responses permitted
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%).
Most visitors stay at a hotel. The type of lodging remains consistent from recent years, with most (95%) staying at hotels.
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)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Calling property directly</td>
<td>50%</td>
<td>63%</td>
<td>70%</td>
<td>71%</td>
<td>58%</td>
</tr>
<tr>
<td>Website/App</td>
<td>16%</td>
<td>16%</td>
<td>22%</td>
<td>13%</td>
<td>9%</td>
</tr>
<tr>
<td>Booked by someone else</td>
<td>2%</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Trip was a gift/prize/incentive</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Through travel agent</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>In person</td>
<td>1%</td>
<td>4%</td>
<td>5%</td>
<td>15%</td>
<td>26%</td>
</tr>
</tbody>
</table>

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)

<table>
<thead>
<tr>
<th>Time Before Trip</th>
<th>Less than 1 week before trip</th>
<th>1 week to 1 month before trip</th>
<th>More than 1 month before trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>23%</td>
<td>21%</td>
<td>33%</td>
</tr>
<tr>
<td>2017</td>
<td>21%</td>
<td>18%</td>
<td>33%</td>
</tr>
<tr>
<td>2018</td>
<td>18%</td>
<td>15%</td>
<td>33%</td>
</tr>
<tr>
<td>2019</td>
<td>15%</td>
<td>15%</td>
<td>33%</td>
</tr>
<tr>
<td>2022</td>
<td>15%</td>
<td>15%</td>
<td>33%</td>
</tr>
</tbody>
</table>
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)
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)**

![](image1)

**Average Number of Days Stayed**

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4.3</td>
<td>4.5</td>
<td>4.4</td>
<td>4.3</td>
<td>3.4</td>
</tr>
</tbody>
</table>

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

![](image2)

**Average Number of Nights Stayed**

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3.3</td>
<td>3.5</td>
<td>3.4</td>
<td>3.3</td>
<td>2.4</td>
</tr>
</tbody>
</table>
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.
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**

<table>
<thead>
<tr>
<th>Year</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room Occupants</td>
<td>2.0</td>
<td>2.0</td>
<td>2.0</td>
<td>2.1</td>
<td><strong>2.2</strong></td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Year</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults in Party</td>
<td>2.1</td>
<td>2.2</td>
<td>2.1</td>
<td>2.0</td>
<td><strong>2.3</strong></td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>12%</td>
<td>88%</td>
</tr>
<tr>
<td>2019</td>
<td>10%</td>
<td>90%</td>
</tr>
<tr>
<td>2018</td>
<td>5%</td>
<td>95%</td>
</tr>
<tr>
<td>2017</td>
<td>6%</td>
<td>94%</td>
</tr>
<tr>
<td>2016</td>
<td>6%</td>
<td>94%</td>
</tr>
</tbody>
</table>
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.

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%).
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.
GAMING

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.

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.
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)
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:

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

Note: High value for “Other” expenditures is driven by an increase in number of respondents renting jet skis.
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](chart)

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

![Figure 39: Reasons Somewhat Satisfied with Visit](chart)

Note: doesn't list mentions <5%
**EXPERIENCE**

**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.

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

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.

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

Likelihood to recommend remains high. Most visitors (83%) will definitely recommend Laughlin, consistent with recent years.
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>
<thead>
<tr>
<th>TABLE 1: Gender/Marital Status/Employment/Education/Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE</td>
</tr>
<tr>
<td>GENDER</td>
</tr>
<tr>
<td>Male</td>
</tr>
<tr>
<td>Female</td>
</tr>
<tr>
<td>MARITAL STATUS</td>
</tr>
<tr>
<td>Married</td>
</tr>
<tr>
<td>Single</td>
</tr>
<tr>
<td>Separated/Divorced</td>
</tr>
<tr>
<td>Widowed</td>
</tr>
<tr>
<td>EMPLOYMENT</td>
</tr>
<tr>
<td>Employed</td>
</tr>
<tr>
<td>Unemployed</td>
</tr>
<tr>
<td>Student</td>
</tr>
<tr>
<td>Retired</td>
</tr>
<tr>
<td>Homemaker</td>
</tr>
<tr>
<td>EDUCATION</td>
</tr>
<tr>
<td>High School or less</td>
</tr>
<tr>
<td>Some college</td>
</tr>
<tr>
<td>College graduate</td>
</tr>
<tr>
<td>Trade/Vocational School</td>
</tr>
<tr>
<td>AGE</td>
</tr>
<tr>
<td>21 to 29</td>
</tr>
<tr>
<td>30 to 39</td>
</tr>
<tr>
<td>40 to 49</td>
</tr>
<tr>
<td>50 to 59</td>
</tr>
<tr>
<td>60 to 64</td>
</tr>
<tr>
<td>65 or older</td>
</tr>
<tr>
<td>MEAN</td>
</tr>
</tbody>
</table>
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   |
| ETHNICITY       | (1,200) | (1,200) | (1,200) | (800)  |
| White           | 78%    | 80%    | 76%    | 71%    |
| African-American/Black | 3%     | 3%     | 3%     | 8%     |
| Asian/Asian-American | 2%    | 2%     | 2%     | 2%     |
| Hispanic/Latino | 15%    | 15%    | 17%    | 17%    |
| Other           | 2%     | 1%     | 2%     | 2%     |
| HOUSEHOLD INCOME|        |        |        |        |
| Less than $20,000| 4%     | 6%     | 5%     | 5%     |
| $20,000 to $39,999 | 18%   | 19%    | 18%    | 18%    |
| $40,000 to $59,999 | 28%   | 30%    | 26%    | 28%    |
| $60,000 to $79,999 | 21%   | 19%    | 21%    | 22%    |
| $80,000 or more  | 27%    | 24%    | 27%    | 26%    |
| Not sure/No answer | 2%   | 3%     | 4%     | 2%     |
| VISITOR ORIGIN  |        |        |        |        |
| USA             | 95%    | 95%    | 96%    | 97%    |
| Eastern states  | 1%     | 1%     | 1%     | 1%     |
| Southern states | 4%     | 4%     | 3%     | 6%     |
| Midwestern states | 17%   | 14%    | 12%    | 12%    |
| Western states  | 73%    | 75%    | 80%    | 78%    |
| California      | 37%    | 36%    | 38%    | 38%    |
| Southern CA     | 35%    | 34%    | 37%    | 36%    |
| Northern CA     | 2%     | 2%     | 1%     | 2%     |
| Arizona         | 20%    | 24%    | 24%    | 23%    |
| Greater Las Vegas | 5%   | 3%     | 4%     | 6%     |
| Other Western states | 11% | 13%    | 14%    | 11%    |
| International   | 6%     | 5%     | 4%     | 3%     |
## TABLE 3: Summary Table of Visitation Frequency + Purpose for Visit

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

## TABLE 4: Summary Table of Travel Planning Characteristics

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

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

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

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GAMBLERS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gambled while in Laughlin (% of all visitors)</td>
<td>99%</td>
<td>98%</td>
<td>98%</td>
<td>95%</td>
<td>90%</td>
</tr>
<tr>
<td>Avg. number of hours gambling per day</td>
<td>5.0</td>
<td>5.1</td>
<td>5.1</td>
<td>5.2</td>
<td>3.4</td>
</tr>
<tr>
<td>Avg. gambling budget for trip</td>
<td>$657.51</td>
<td>$634.91</td>
<td>$670.43</td>
<td>$659.77</td>
<td>$719.92</td>
</tr>
<tr>
<td>Avg. number of different casinos gambled (among those who gambled)</td>
<td>3.5</td>
<td>3.4</td>
<td>3.3</td>
<td>2.9</td>
<td>2.0</td>
</tr>
<tr>
<td>Member of loyalty.slot club</td>
<td>91%</td>
<td>92%</td>
<td>92%</td>
<td>86%</td>
<td>90%</td>
</tr>
</tbody>
</table>
### TABLE 7: Summary Table of Attitudinal Information

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>SATISFACTION</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very Satisfied with Laughlin visit</td>
<td>87%</td>
<td>84%</td>
<td>86%</td>
<td>85%</td>
<td>82%</td>
</tr>
<tr>
<td>Definitely will return to Laughlin in next year</td>
<td>72%</td>
<td>73%</td>
<td>78%</td>
<td>80%</td>
<td>75%</td>
</tr>
<tr>
<td>Definitely will recommend Laughlin to others</td>
<td>89%</td>
<td>90%</td>
<td>88%</td>
<td>89%</td>
<td>83%</td>
</tr>
</tbody>
</table>

### TABLE 8: Summary Table of Visitor Demographics

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

<table>
<thead>
<tr>
<th>Destination</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Las Vegas</td>
<td>61%</td>
</tr>
<tr>
<td>Arizona</td>
<td>11%</td>
</tr>
<tr>
<td>California</td>
<td>10%</td>
</tr>
<tr>
<td>Other Nevada</td>
<td>8%</td>
</tr>
<tr>
<td>Texas</td>
<td>2%</td>
</tr>
<tr>
<td>Utah</td>
<td>1%</td>
</tr>
<tr>
<td>New Mexico</td>
<td>1%</td>
</tr>
<tr>
<td>No Primary Destination</td>
<td>3%</td>
</tr>
<tr>
<td>NO ANSWER</td>
<td>4%</td>
</tr>
</tbody>
</table>

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%  SKIP TO Q17
- NOT SURE/DK ........................ 0%  REFUSED/NA ........................ 1%

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

<table>
<thead>
<tr>
<th>Travel Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automobile, truck, RV, bus</td>
<td>51%</td>
</tr>
<tr>
<td>Air</td>
<td>49%</td>
</tr>
</tbody>
</table>

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).)

<table>
<thead>
<tr>
<th>Type of Lodging</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel</td>
<td>86%</td>
</tr>
<tr>
<td>RV Park</td>
<td>2%</td>
</tr>
<tr>
<td>Friends/Relatives</td>
<td>2%</td>
</tr>
<tr>
<td>Day Trip/Other</td>
<td>10%</td>
</tr>
</tbody>
</table>

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)

<table>
<thead>
<tr>
<th>Reservation Timeframe</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Same day</td>
<td>1%</td>
</tr>
<tr>
<td>1-3 days before</td>
<td>6%</td>
</tr>
<tr>
<td>4-6 days before</td>
<td>8%</td>
</tr>
<tr>
<td>7-14 days before</td>
<td>23%</td>
</tr>
<tr>
<td>15-30 days before</td>
<td>29%</td>
</tr>
<tr>
<td>31-60 days before</td>
<td>20%</td>
</tr>
<tr>
<td>61-90 days before</td>
<td>7%</td>
</tr>
<tr>
<td>91-120 days before</td>
<td>2%</td>
</tr>
<tr>
<td>More than 120 days before</td>
<td>4%</td>
</tr>
<tr>
<td>NOT SURE/DK</td>
<td>0%</td>
</tr>
</tbody>
</table>
- REFUSED/NA ........................................................................ 0%

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

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%

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%

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

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%

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%
NOT SURE/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%
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%
- Somewhat satisfied............... 15%
- Somewhat dissatisfied.........  3%
- Very dissatisfied...............  0%
- NOT SURE/DK......................  0%
- REFUSED/NA.......................  0%

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 ............................  0%

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%
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?)

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>65%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>22%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>8%</td>
</tr>
<tr>
<td>Asian or Asian American</td>
<td>4%</td>
</tr>
<tr>
<td>Native American</td>
<td>2%</td>
</tr>
<tr>
<td>Mixed race</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
</tr>
<tr>
<td>NOT SURE/DON'T KNOW</td>
<td>0%</td>
</tr>
<tr>
<td>REFUSED/NO ANSWER</td>
<td>0%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Age Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>21 to 29</td>
<td>7%</td>
</tr>
<tr>
<td>30 to 39</td>
<td>18%</td>
</tr>
<tr>
<td>40 to 49</td>
<td>20%</td>
</tr>
<tr>
<td>50 to 59</td>
<td>17%</td>
</tr>
<tr>
<td>60 to 64</td>
<td>6%</td>
</tr>
<tr>
<td>65 and older</td>
<td>32%</td>
</tr>
<tr>
<td>REFUSED/NA</td>
<td>0%</td>
</tr>
</tbody>
</table>

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.

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