

MESQUITE VISITOR PROFILE

Calendar Year 2004

Annual Report

January 1, 2004 to December 31, 2004

Prepared for:

**Las Vegas Convention And
Visitors Authority**

By:

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VISITOR PROFILE STUDY

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EXECUTIVE SUMMARY

The Mesquite Visitor Profile Study is conducted monthly and reported annually to provide an ongoing assessment of the Mesquite visitor and trends in visitor behavior over time. **In the past, data has been collected within a fiscal year, from July through June, and all past reports displayed fiscal year data. Based on collective feedback of the LVCVA's resort partners and other key audiences, the 2004 visitor profile presents data following a calendar year timeframe. With data now reported on a calendar year basis, the 2003 figures in this report may differ from the fiscal 2003 figures reported in previous visitor profile studies.**

This report presents the findings from the 1,200 personal interviews conducted by GLS Research from January 1, 2004 to December 31, 2004, as well as findings from 2003. One hundred (100) in-person interviews were conducted per month in or near Mesquite hotel-casinos and hotels.

When we note that a difference between subgroups on a particular measure is "significant" or "statistically significant," we mean that there is a 95% or better chance that the difference is the result of true differences between the subgroup populations and is not due to sampling error alone. When we note that a difference between subgroups is "not significant" or "not statistically significant," we mean that there is less than a 95% chance that the difference is the result of true differences between the subgroups.

This section presents the research highlights, beginning on the next page. The findings are presented in detail starting on page 10.

REASONS FOR VISITING

Seventeen percent (17%) of those surveyed this year were first-time visitors to Mesquite. Among first-time visitors, 34% said their primary reason for visiting Mesquite was vacation or pleasure, and 3% mentioned gambling. The proportion of first-time visitors who said they were just passing through Mesquite was 34%, (down significantly from 49% in 2003). Among repeat visitors, 22% mentioned vacation or pleasure as the primary reason for their current visit, (down from 30% last year), while 14% cited gambling. About three in ten (29%) repeat visitors said they were just passing through Mesquite (about the same as last year). The average number of visits by all visitors in the past year was 5.7 (down significantly from the average of 7.0 visits in 2003). The average number of visits by all visitors in the past five years was 17.4. The average number of visits by repeat visitors in the past year was 6.7 (down from 8.3 in 2003), and 20.9 in the past five years.

SUMMARY TABLE OF REASONS FOR
 VISITING AND VISITATION FREQUENCY

	2003	2004
Proportion of respondents who were first-time visitors	18%	17%
Proportion of respondents whose primary purpose for current trip was vacation or pleasure (first-time visitors)	32%	34%
Proportion of respondents whose primary purpose for current trip was to gamble (first-time visitors)	1%	3%
Proportion of respondents whose primary purpose for current trip was just passing through (first-time visitors)	49%	34%
Proportion of respondents whose primary purpose for current trip was vacation or pleasure (repeat visitors)	30%	22%
Proportion of respondents whose primary purpose for current trip was to gamble (repeat visitors)	14%	14%
Proportion of respondents whose primary purpose for current trip was just passing through (repeat visitors)	31%	29%
Average number of visits in past five years (all visitors)	17.7	17.4
Average number of visits in past five years (repeat visitors)	21.4	20.9
Average number of visits in past year (all visitors)	7.0	5.7
Average number of visits in past year (repeat visitors)	8.3	6.7

TRAVEL PLANNING

Almost all visitors arrived in Mesquite in a personal vehicle (98%), with 2% using bus services. Most visitors decided where to stay in Mesquite before leaving home (87%). The majority of visitors (78%) decided which shows to see after arriving in Mesquite. Fifteen percent (15%) of visitors decided which attractions to visit after arrival (down significantly from 41% in 2003). More than six in ten (62%) visitors decided where to gamble before leaving home (up significantly from 55% in 2003), while 32% decided after arriving in Mesquite (down from 39%). More than nine in ten visitors (94%) decided what recreational activities to enjoy in Mesquite before leaving home, while 4% decided after their arrival. Only 3% used the assistance of a travel agent in planning their trip to Mesquite. One-half (50%) visited other places in Nevada and neighboring states. Thirty percent (30%) of all Mesquite visitors also visited Las Vegas on their current trip.

SUMMARY TABLE OF TRAVEL PLANNING CHARACTERISTICS

	2003	2004
Proportion of respondents who traveled to Mesquite in a personal vehicle (automobile/truck/RV/motorcycle)	98%	98%
Proportion of respondents who traveled to Mesquite using bus services	2%	2%
Proportion of respondents who decided where to stay in Mesquite before leaving home	79%	87%
Proportion of respondents who decided which shows to see in Mesquite after arrival	76%	78%
Proportion of respondents who decided which attractions to visit in Mesquite after arrival	41%	15%
Proportion of respondents who decided where to gamble in Mesquite before leaving home	55%	62%
Proportion of respondents who decided where to gamble in Mesquite after arrival	39%	32%
Proportion of respondents who decided what recreational activities to do in Mesquite before leaving home	89%	94%
Proportion of respondents who decided what recreational activities to do in Mesquite after arrival	8%	4%
Proportion of respondents who used the assistance of a travel agent planning their trip to Mesquite	3%	3%
Proportion of respondents who toured nearby places	47%	50%
Proportion of all respondents who visited Las Vegas on their current trip to Mesquite	31%	30%

TRIP CHARACTERISTICS AND EXPENDITURES

The average number of adults per party was 2.1. Only 5% had people under the age of 21 in their immediate party, down from 7% in 2003. Seventy percent (70%) of Mesquite visitors stayed overnight, while 30% were visiting Mesquite just for the day. The average Mesquite visit was 1.8 nights and 2.8 days, up slightly from the previous year. Fifty-nine percent (59%) stayed in a hotel or motel, about the same as last year. The average number of room occupants was 2.0. Non-package visitors spent an average of \$43.82 per night for lodging, up significantly from \$38.25 in 2003. Nearly six in ten lodgers (59%) paid a *regular room rate*. Eighteen percent (18%) purchased a package trip, with an average package cost of \$271.92, up from \$212.68 in 2003. Over the course of their entire stay in Mesquite, visitors spent an average of \$53.64 for food and drink (up from \$43.75 in 2003), \$2.72 for local transportation (down from \$6.63), \$9.37 for recreational activities, \$0.81 for shows (up from \$0.15), and \$4.71 for other expenses.

SUMMARY TABLE OF TRIP CHARACTERISTICS AND EXPENDITURES

	2003	2004
Average number of adults in immediate party	2.2	2.1
Proportion of respondents with persons under 21 in their immediate party	7%	5%
Proportion of respondents who stayed overnight	69%	70%
Proportion of respondents who were in Mesquite for the day only	31%	30%
Days stayed (average)	2.6	2.8
Nights stayed (average)	1.6	1.8
Proportion of respondents who stayed in a hotel or motel room	56%	59%
Number of room occupants (average — hotel/motel only)	2.1	2.0
Lodging expenditures (average per night, hotel/motel overnight visitors only — excludes package and tour/travel group visitors)	\$38.25	\$43.82
Proportion of respondents who paid a regular room rate (among those who stayed in a hotel or motel)	63%	59%
Proportion of visitors who bought a hotel/transportation or hotel/amenities package or traveled with a tour/travel group where lodging was included (among those who stayed overnight in a hotel or motel)	16%	18%
Average cost of package per person (among package/tour group visitors)	\$212.68	\$271.92
Average trip expenditures for food and drink (all respondents)	\$43.75	\$53.64
Average trip expenditures for local transport (all respondents)	\$6.63	\$2.72
Average trip expenditures for recreational activities (all respondents)	\$6.17	\$9.37
Average trip expenditures for shows and entertainment (all respondents)	\$0.15	\$0.81
Average trip expenditures for other expenses (all respondents)	\$4.57	\$4.71

GAMING BEHAVIOR AND BUDGETS

Eighty-seven percent (87%) of visitors gambled while in Mesquite. Those who gambled budgeted an average of \$228.87 for gambling. Gamblers spent an average of 3.4 hours per day gambling. Seventy percent (70%) of gamblers played slot machines (44%, down from 50% in 2003) or video machines (26%) the most often. Nineteen percent (19%) played blackjack the most often, up slightly from 16%.

SUMMARY TABLE OF GAMING BEHAVIOR AND BUDGETS

	2003	2004
Proportion who gambled while visiting Mesquite	85%	87%
Average trip gambling budget (among those who gambled)	\$218.64	\$228.87
Average number of hours per day spent gambling (among those who gambled)	3.3	3.4
Proportion who played slot machines/video machines most often (among those who gambled)	73%	70%
Proportion who played blackjack most often (among those who gambled)	16%	19%

ATTITUDINAL INFORMATION

The vast majority of visitors (96%) reported that they were “very satisfied” with their trip to Mesquite (up from 94% in 2003). Among respondents who said they were only “somewhat” satisfied with their trip, 58% had complaints with their hotel, and 3% said it was because they did not win enough money.

SUMMARY TABLE OF ATTITUDINAL INFORMATION

	2003	2004
Proportion who were “very satisfied” with their current trip to Mesquite	94%	96%
Proportion who complained about not winning enough money (among those who were “somewhat satisfied”)	9%	3%
Proportion who complained about their hotel (among those who were “somewhat satisfied”)	56%	58%

VISITOR DEMOGRAPHICS

Nearly three-quarters (73%) of respondents were 50 years old or older (up significantly from 68% in 2003), and 27% were 65 or older. Only 3% of visitors were less than 30 years old. Eighty-six percent (86%) of visitors were married, and 79% were from Western United States. More than one-half of visitors (57%) had a household income of less than \$60,000 (up from 54% in 2003), while 37% had incomes of \$60,000 or more. Four in ten (42%) were retired, and 38% had a high school education or less.

SUMMARY TABLE OF NOTABLE VISITOR DEMOGRAPHICS

	2003	2004
Proportion of respondents who were 50 years old or older	68%	73%
Proportion of respondents 65 years old or older	26%	27%
Proportion of respondents 21 to 29 years old	4%	3%
Proportion of respondents who were married	88%	86%
Proportion of respondents with a household income less than \$60,000	54%	57%
Proportion of respondents with a household income of \$60,000 or more	39%	37%
Proportion of respondents who were retired	39%	42%
Proportion of respondents with a high school diploma or less	41%	38%
Proportion of respondents who were from the West	78%	79%

SUMMARY OF ECONOMIC IMPACT FACTORS

The following table summarizes the various factors included throughout this report related to the *economic impact* of Mesquite visitors.

SUMMARY TABLE OF ECONOMIC IMPACT FACTORS

	2003	2004
Days stayed (average)	2.6	2.8
Nights stayed (average)	1.6	1.8
Proportion of respondents who stayed overnight	69%	70%
Proportion of respondents who stayed in a hotel or motel room	56%	59%
Lodging expenditures (average per night, hotel/motel overnight visitors only — excludes package and tour/travel group visitors)	\$38.25	\$43.82
Proportion of visitors who bought a hotel/transportation or hotel/amenities package or were traveling as part of a tour/travel group where accommodations were included (among those who stayed overnight in a hotel or motel)	16%	18%
Average cost of package per person (among package/tour group visitors)	\$212.68	\$271.92
Number of room occupants (average — hotel/motel only)	2.1	2.0
Average trip expenditures for food and drink (all respondents)	\$43.75	\$53.64
Average trip expenditures for local transportation (all respondents)	\$6.63	\$2.72
Average trip expenditures for recreational activities (all respondents)	\$6.17	\$9.37
Average trip expenditures for shows (all respondents)	\$0.15	\$0.81
Average trip expenditures for other expenses (all respondents)	\$4.57	\$4.71
Proportion who gambled while visiting Mesquite (all respondents)	85%	87%
Average trip gambling budget (among those who gambled)	\$218.64	\$228.87

Details on these economic impact factors can be found throughout the body of this report.

INTRODUCTION

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

More specifically, the Mesquite Visitor Profile aims:

- To provide a profile of Mesquite visitors in terms of socio-demographic and behavioral characteristics.
- To monitor trends in visitor behavior and visitor characteristics.
- To supply detailed information on the vacation and gaming habits of different visitors groups, particularly gaming and non-gaming expenditures.
- To allow the identification of market segments and potential target markets.
- To provide a basis for calculating the economic impact of different visitor groups.
- To determine visitor satisfaction levels.

METHODOLOGY

In-person interviews were conducted with 1,200 randomly selected visitors. One hundred (100) interviews were conducted each month for 12 months from January through December 2004. Qualified survey respondents were visitors to Mesquite (non-residents) who were at least 21 years of age. Only visitors who planned to leave Mesquite within 24 hours were asked to complete the survey.

Visitors were intercepted near Mesquite hotel-casinos and hotels. To assure a random selection of visitors, different locations were utilized on each interviewing day. Upon completion of the interview, visitors were given souvenirs as tokens of appreciation. Verification procedures were conducted throughout the project to assure accurate and valid interviewing.

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

Throughout this report, bar charts are used to illustrate the data. The data presented in these charts are based on the total sample of 1,200 respondents unless otherwise specified. In charts using proportions, those proportions may not add to 100% because of rounding or because multiple responses were permitted.

When we note that a difference between subgroups on a particular measure is “significant” or “statistically significant,” we mean that there is a 95% or better chance that the difference is the result of true differences between the subgroup populations and is not due to sampling error alone. When we note that a difference between subgroups is “not significant” or “not statistically significant,” we mean that there is less than a 95% chance that the difference is the result of true differences between the subgroups.

This report presents the results of the 2004 study, as well as the results from 2003. Statistically significant differences in the behavior, attitudes, and opinions of visitors from year to year are pointed out in the text of the report. Throughout this report, if data is not presented for both years, it is because the question was not asked both years.

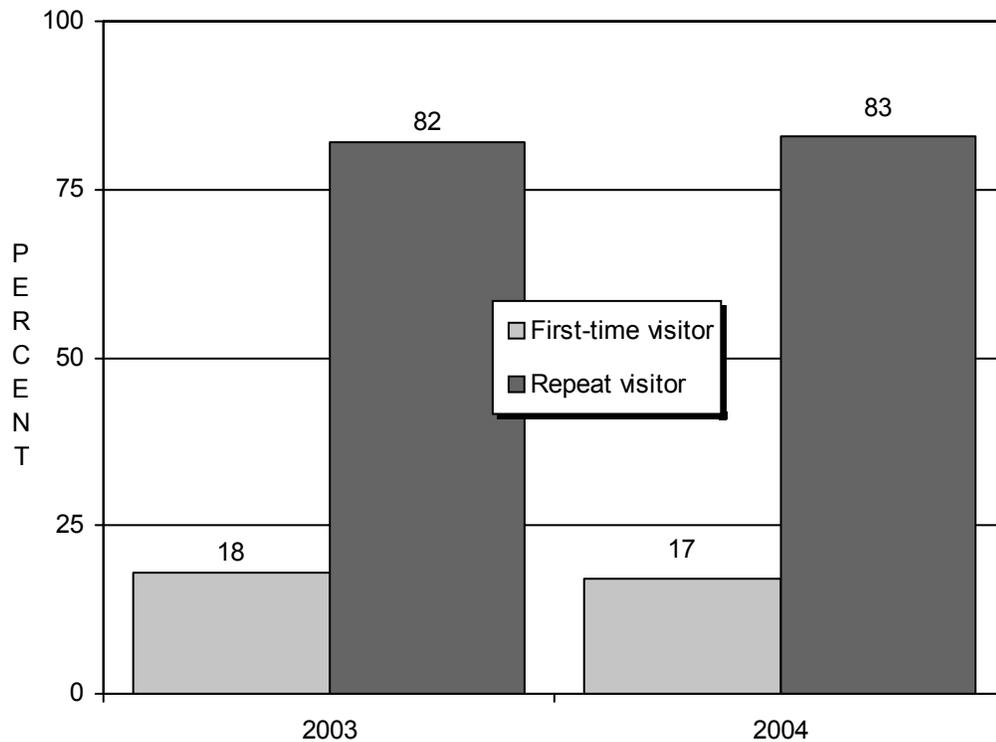
Details on the findings and conclusions of the survey are presented in the following sections of this report.

SUMMARY OF FINDINGS

REASONS FOR VISITING

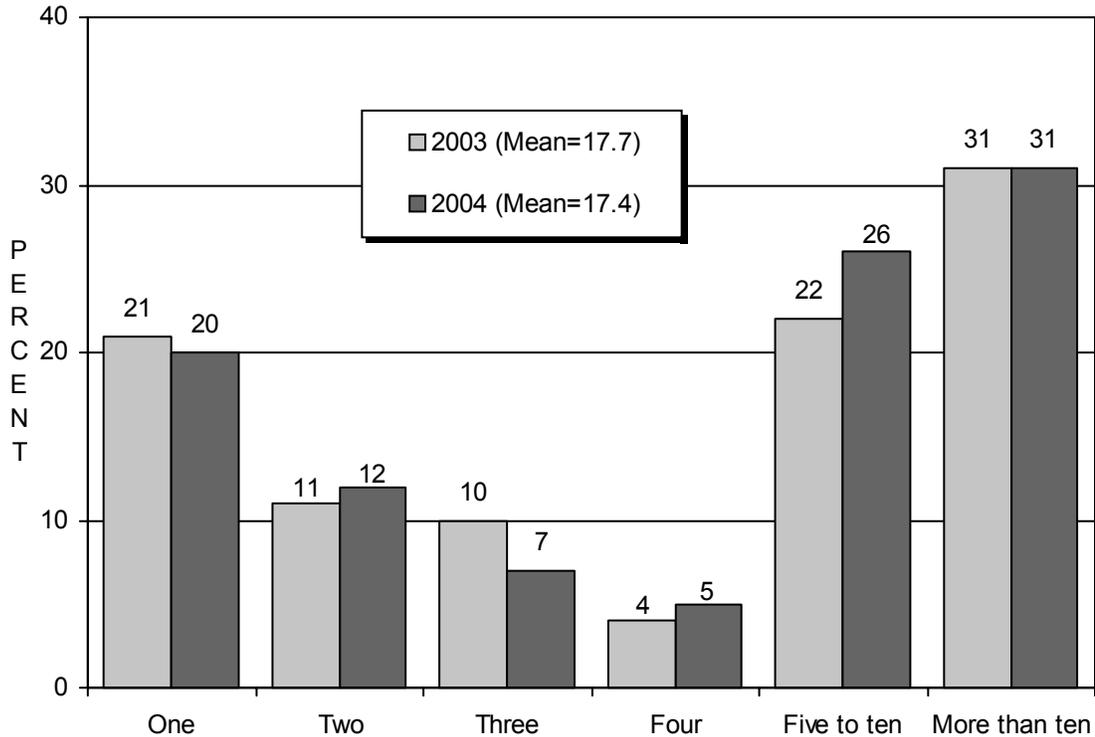
In 2004, 83% of respondents said they had visited Mesquite before, about the same as last year. Seventeen percent (17%) were first time visitors, also about the same as last year (Figure 1).

FIGURE 1
First Visit vs. Repeat Visit*



* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

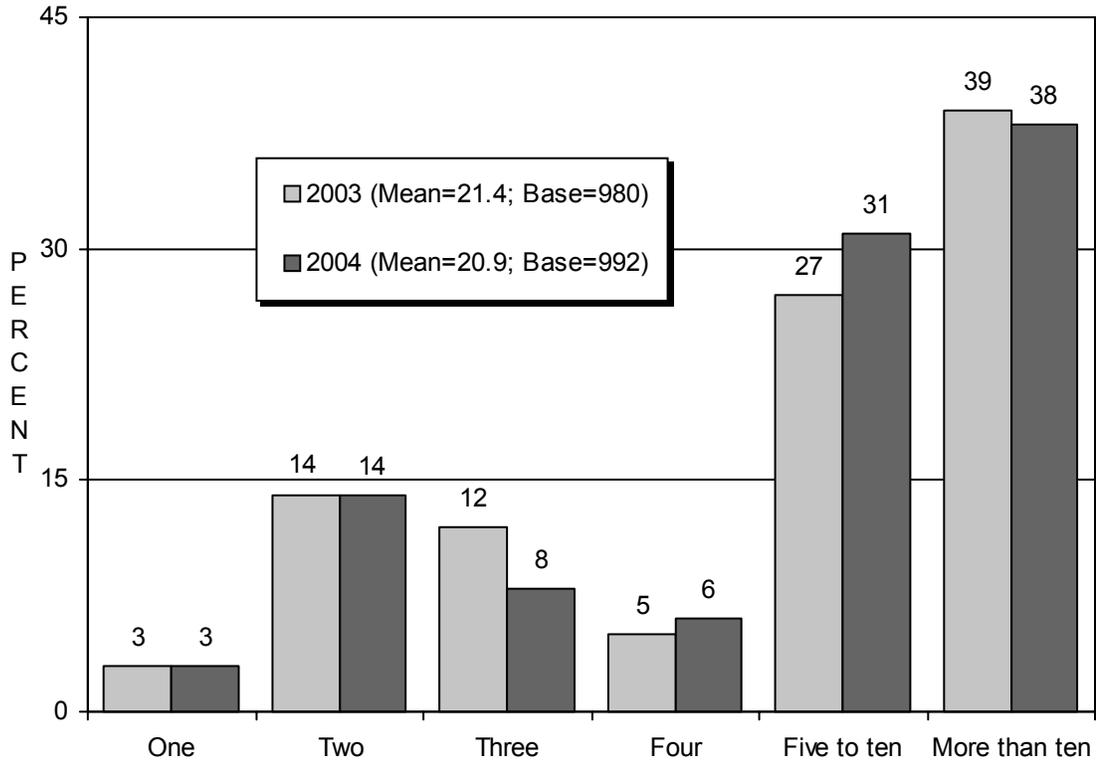
FIGURE 2
Frequency Of Visits In Past Five Years*
(Among All Visitors)



The average (mean) number of visits to Mesquite in the past five years *among all visitors* was 17.4 (Figure 2).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

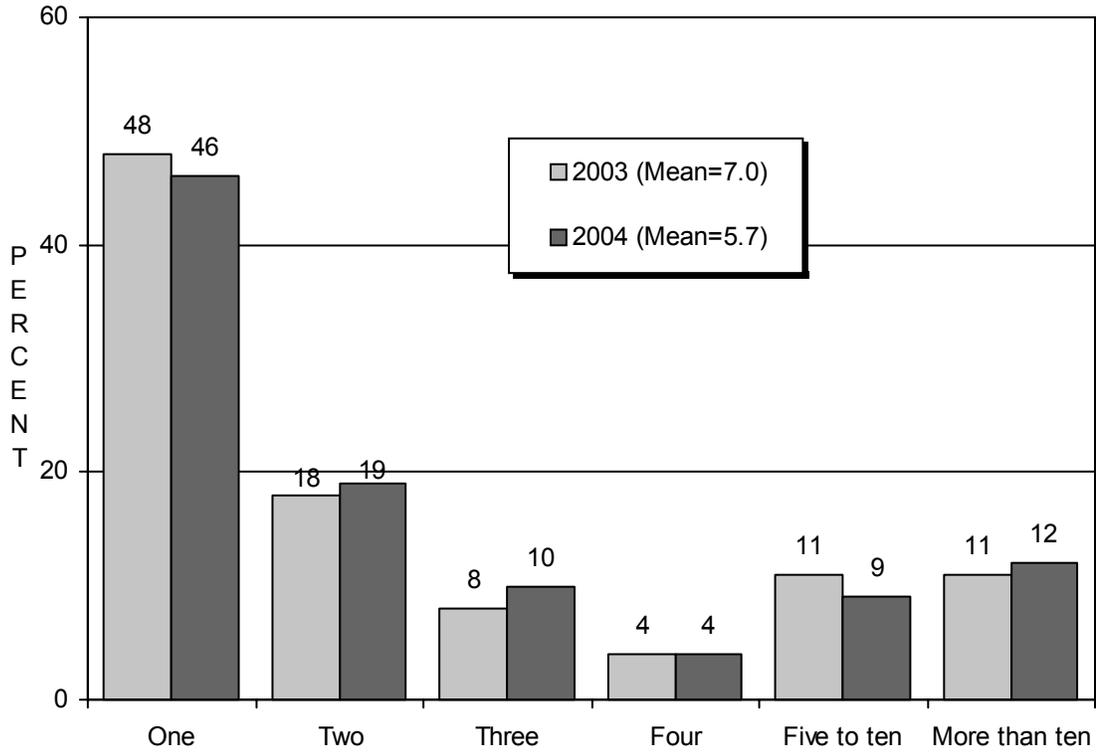
FIGURE 3
Frequency Of Visits In Past Five Years*
(Among Repeat Visitors)



The average number of visits to Mesquite in the past five years *among repeat visitors* was 20.9 (Figure 3).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

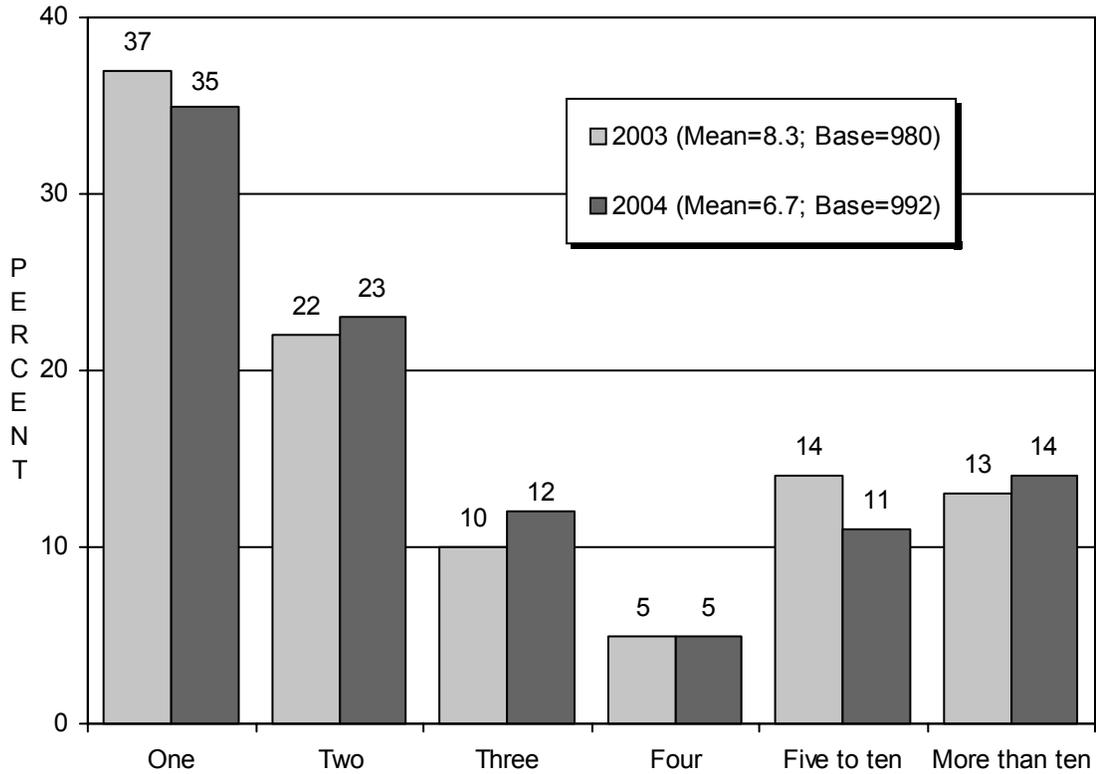
FIGURE 4
Frequency Of Visits In Past Year*
(Among All Visitors)



Among *all visitors*, respondents reported visiting Mesquite an average of 5.7 times in 2004, down significantly from an average of 7.0 in 2003 (Figure 4).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

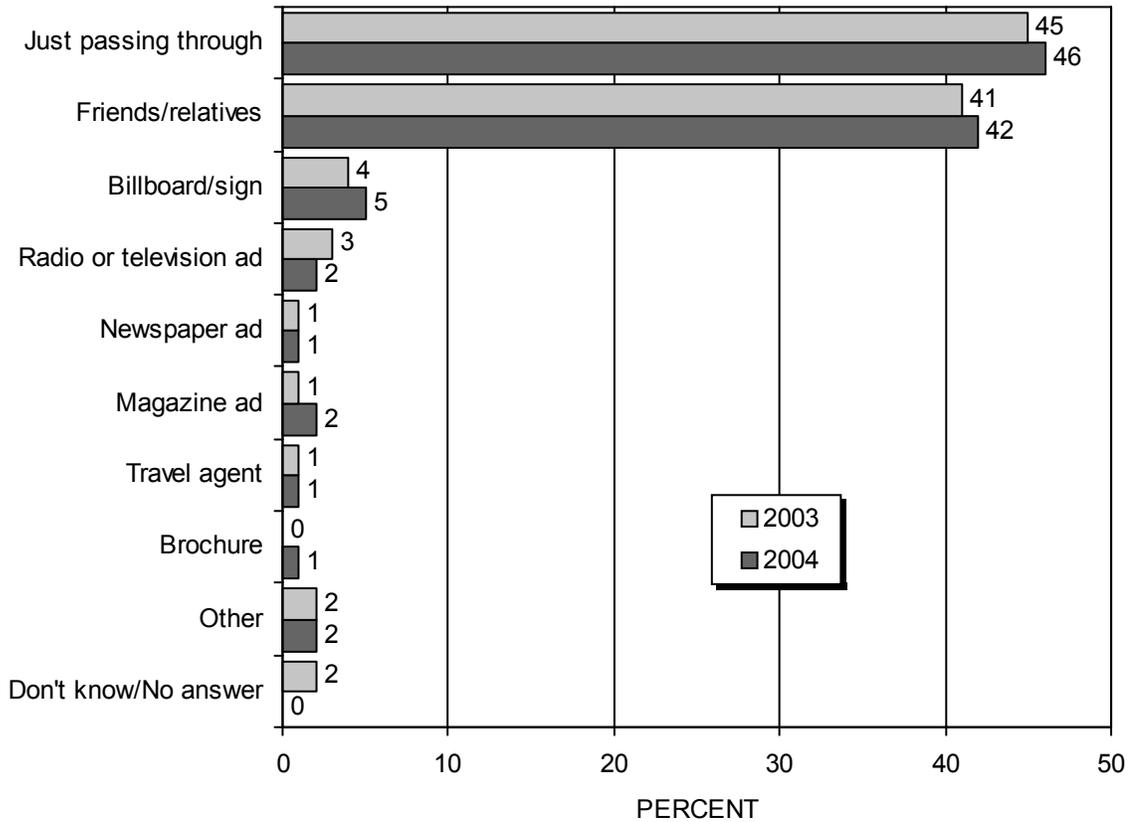
FIGURE 5
Frequency Of Visits In Past Year*
(Among Repeat Visitors)



During the past year, repeat visitors averaged 6.7 trips to Mesquite, significantly fewer than the average of 8.3 trips reported in 2003 (Figure 5).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

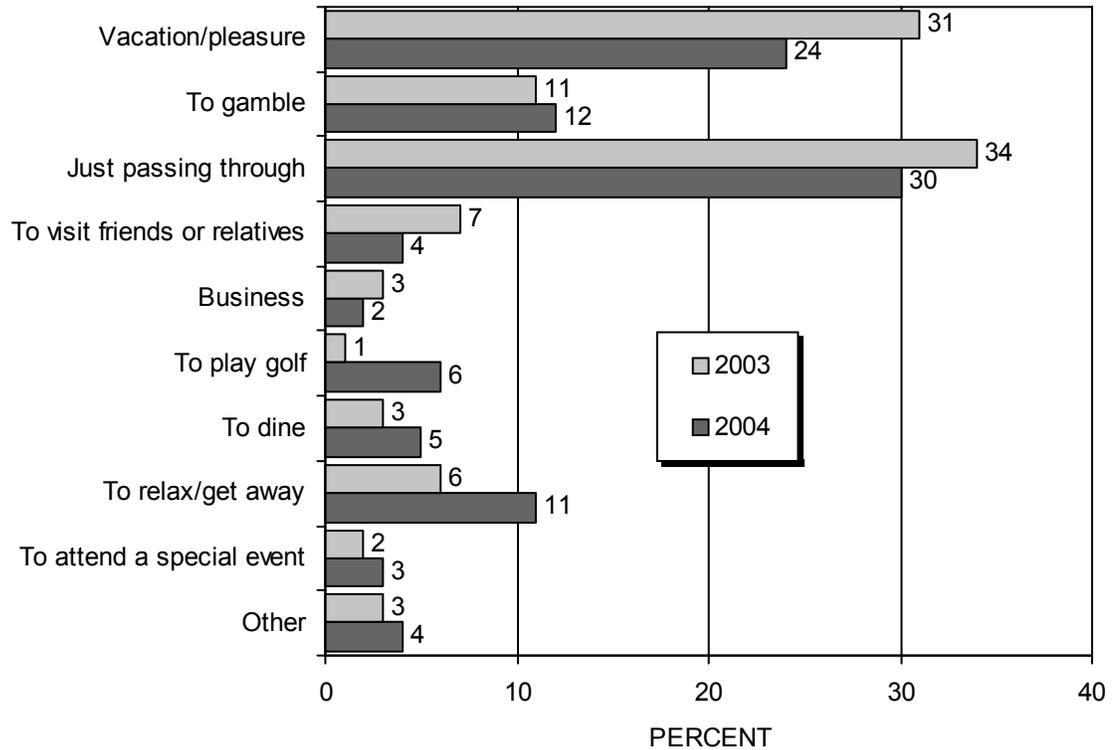
FIGURE 6
 How First Became Aware Of Mesquite*



Most Mesquite visitors said they first became aware of Mesquite while passing through (46%), or from friends and relatives (42%). Five percent (5%) said they first found out about Mesquite from a billboard or a sign, 2% said they first found out about Mesquite from a radio or television advertisement, while another 2% said they first learned about Mesquite through a magazine ad (up from 1% last year). One percent (1%) each said they first heard of Mesquite from a travel agent or from a brochure (Figure 6).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 7
 Primary Purpose Of Current Visit*
 (Among All Visitors)

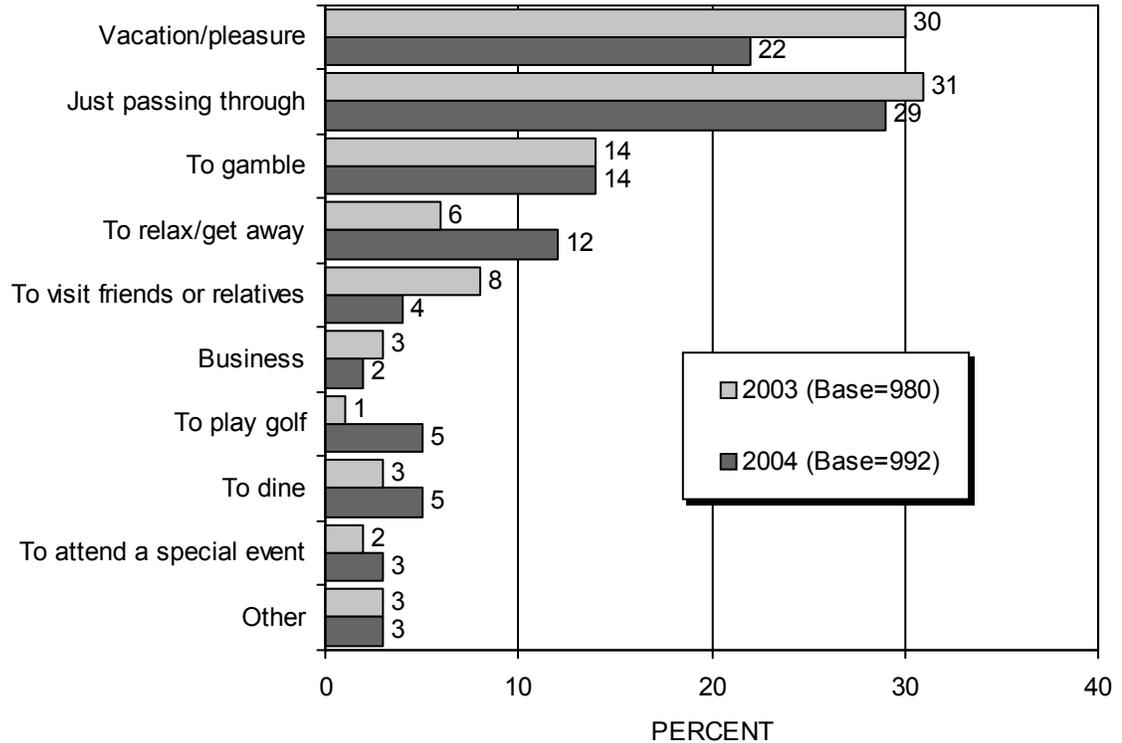


Twenty-four percent (24%) of Mesquite visitors said they were visiting for vacation or pleasure, down from 31% in 2003. The proportion who said they were just passing through Mesquite (30%) was also down significantly, from 34% last year. Twelve percent (12%) said they came to Mesquite primarily to gamble, about the same as last year. Four percent (4%) were visiting friends or relatives, down from 7% last year, while 11% said they visiting Mesquite primarily to relax or just get away, up from 6% last year. Six percent (6%) were visiting Mesquite to play golf, up significantly from 1% in 2003, while (5%) were in Mesquite primarily to dine, up from 3%. Three percent (3%) were in Mesquite to attend a special event (Figure 7).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Starting July 1, 2003, additional response options were added to this question concerning the primary purpose of the current visit. The change in the proportion of visitors saying they came to Mesquite for vacation or pleasure is largely due to this change in the response set — that is, visitors who would have previously chosen “vacation/pleasure” as the reason for their current visit are now choosing more specific responses like “to relax/get away” and “to dine.”

FIGURE 8
 Primary Purpose Of Current Visit*
 (Among Repeat Visitors)



Among repeat visitors, 22% said they were visiting Mesquite for vacation or pleasure, down significantly from 30% last year. About three in ten (29%) said they were just passing through Mesquite, about the same as last year. Fourteen percent (14%) said they came to Mesquite primarily to gamble, also the same as last year. Four percent (4%) were visiting friends or relatives, down from 8% last year, while 12% were visiting primarily to relax or just get away, up from 6%. Five percent (5%) were in Mesquite primarily to dine, up from 3%, while another 5% were in Mesquite to play golf, up from 1%. Three percent (3%) were in Mesquite to attend a special event (Figure 8).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 9
 Primary Purpose Of Current Visit — 2004
 (First-Time vs. Repeat Visitors)

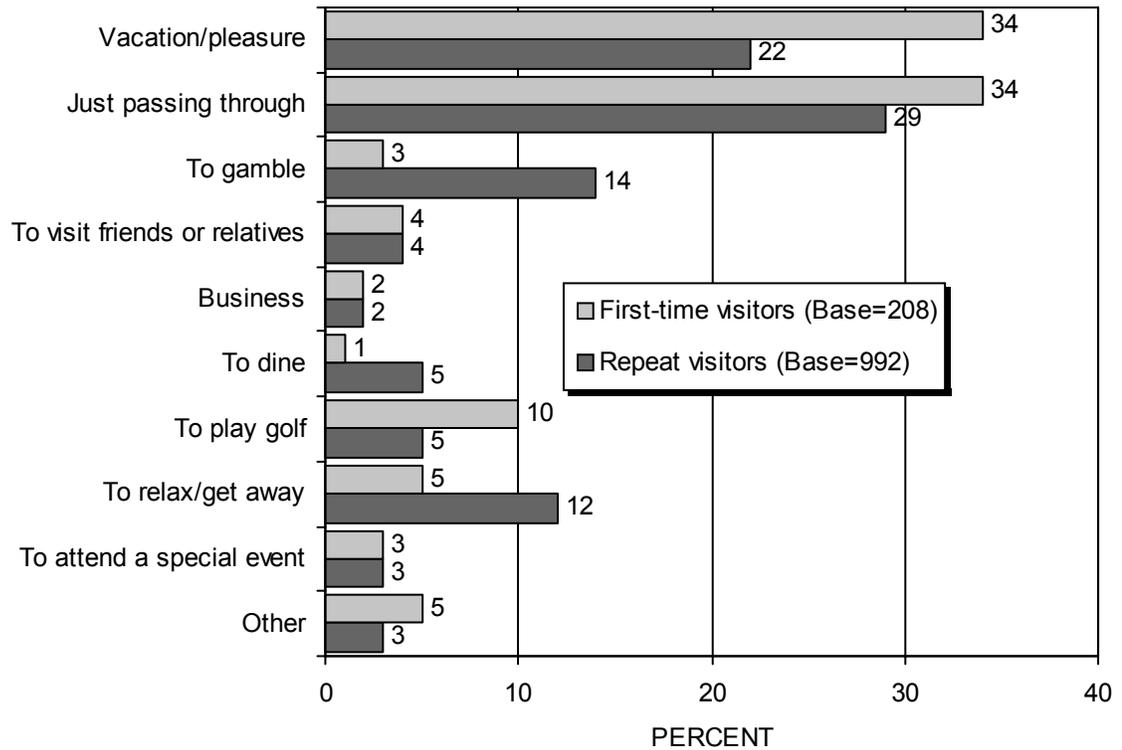
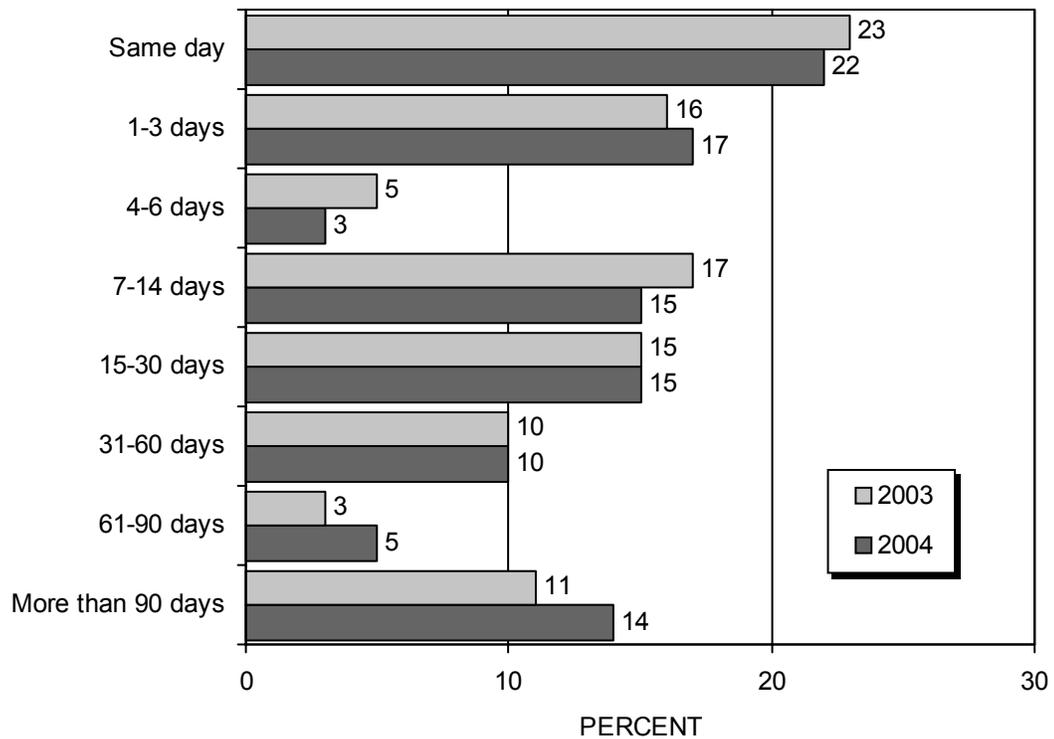


Figure 9 compares *repeat visitors* with *first-time visitors* in terms of the purpose of their *current* visit to Mesquite for 2004. First-time visitors were significantly more likely than repeat visitors to say they were just passing through Mesquite (34% vs. 29%), visiting Mesquite for vacation or pleasure (34% vs. 22%), or visiting Mesquite primarily to play golf (10% vs. 5%). However, repeat visitors were far more likely than first-time visitors to say they were visiting Mesquite specifically to gamble (14% vs. 3%) or to dine out (5% vs. 1%), or just to relax and get away (12% vs. 5%).

TRAVEL PLANNING

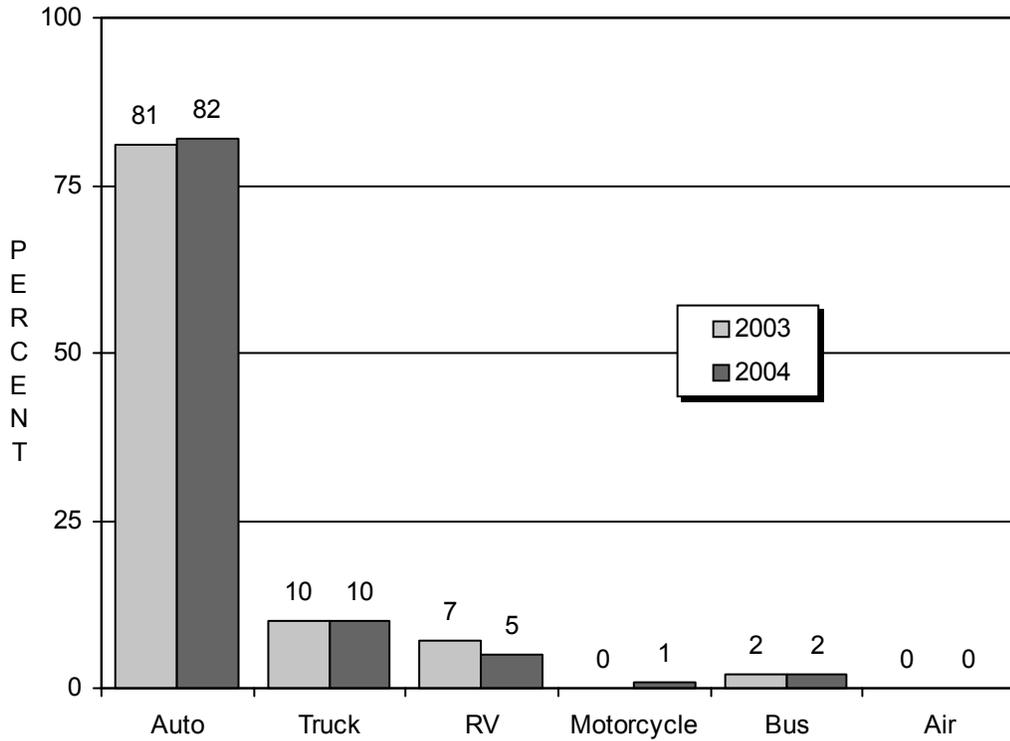
Travel planning varied broadly — from same-day planning to travel plans made more than 90 days in advance. Over one-half (59%) said they planned their latest trip to Mesquite a week or more in advance, about the same as last year (56%). Twenty-two percent (22%) said they decided to visit Mesquite the same day they visited, also about the same as last year (23%). Twenty percent (20%) planned their trip between one and six days in advance, similar to the 21% who did so last year (Figure 10).

FIGURE 10
 Advance Travel Planning*



* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

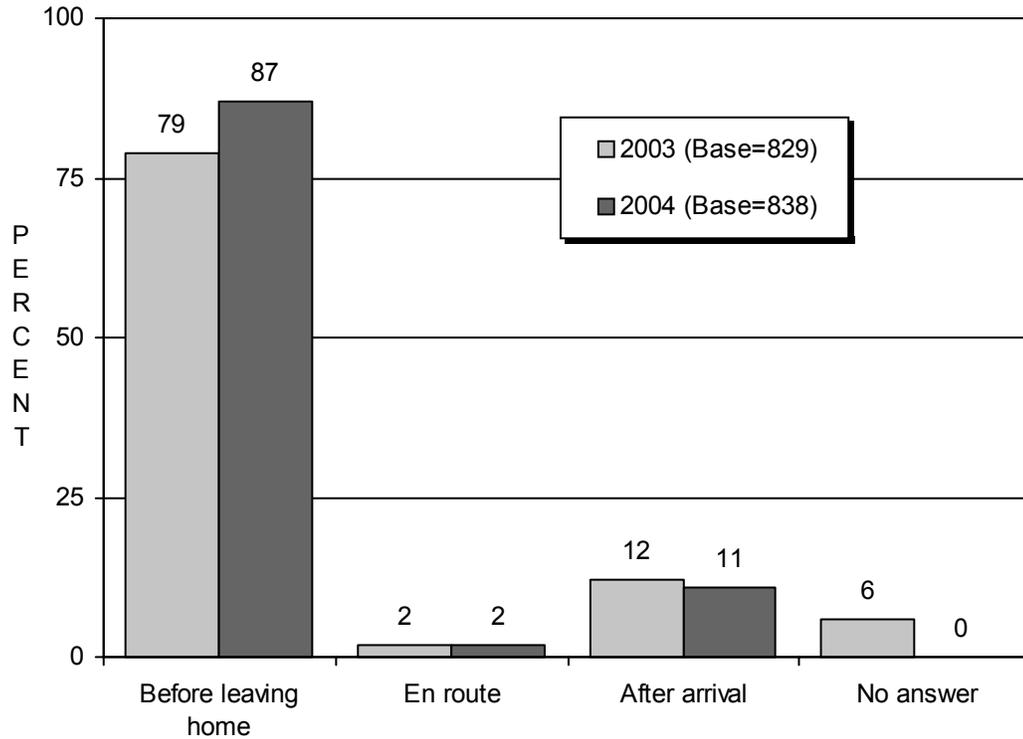
FIGURE 11
Transportation To Mesquite*



Almost all Mesquite visitors (98%) arrived in a personal vehicle. Eighty two percent (82%) drove an automobile, 10% drove a truck, 5% drove an RV, and 1% drove a motorcycle. Two percent (2%) of visitors arrived by bus (Figure 11).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

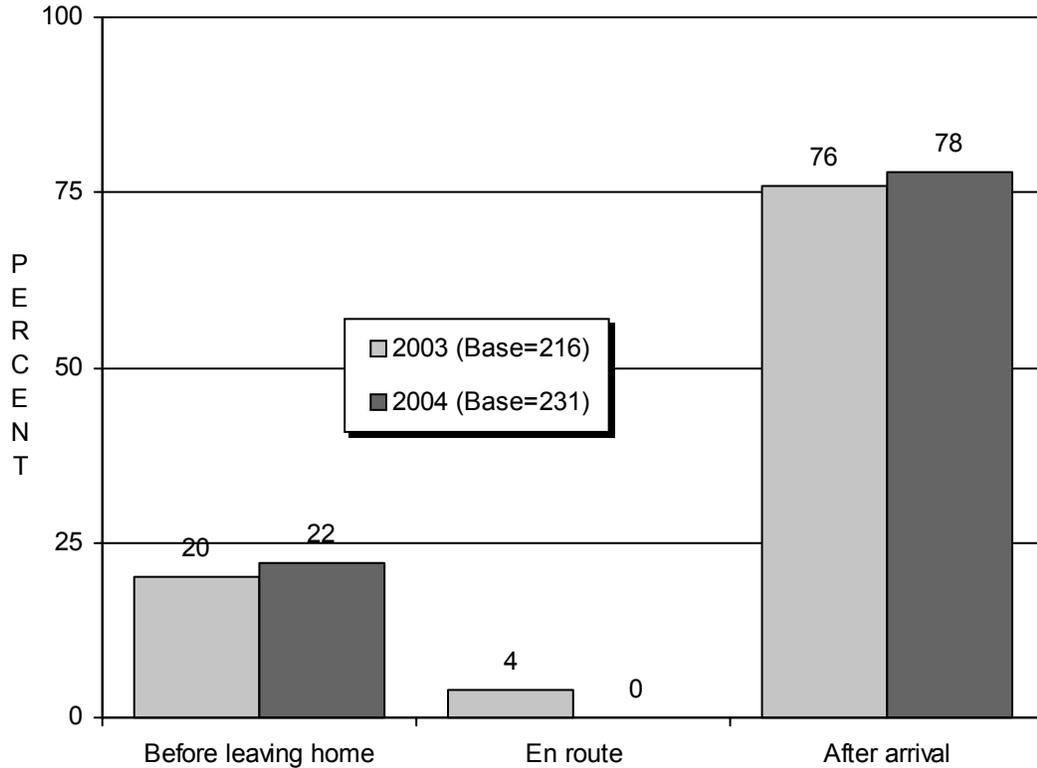
FIGURE 12
 When Decided Where To Lodge*
 (Among Those Who Stayed Overnight)



Among the 70% of visitors in 2004 who stayed overnight in Mesquite, most decided where to stay in Mesquite prior to their visits (87%, up from 79% in 2003). However, 11% decided after arriving in Mesquite, and 2% decided where to lodge while *en route* to Mesquite (Figure 12).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

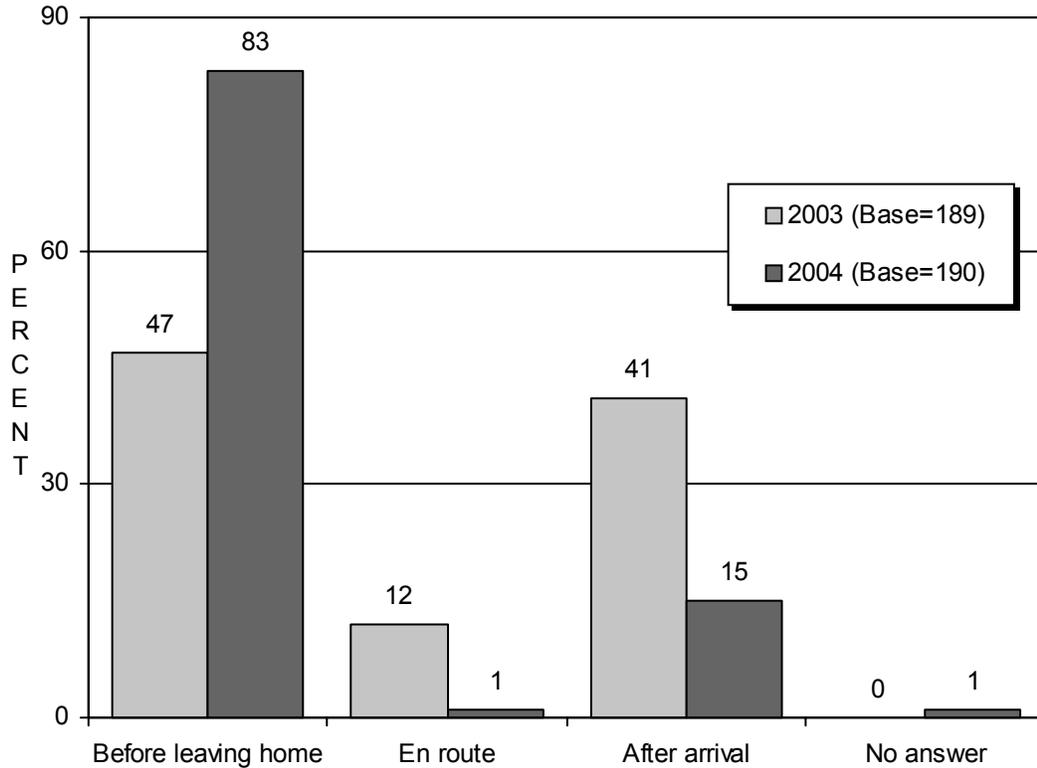
FIGURE 13
When Decided Which Shows To See*
(Among Those Who Saw Shows)



Among the 19% of visitors in 2004 who reported going to a show in Mesquite, most (78%) decided what shows to see after their arrival. Twenty-two percent (22%) decided what shows to see prior to their arrival (Figure 13).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

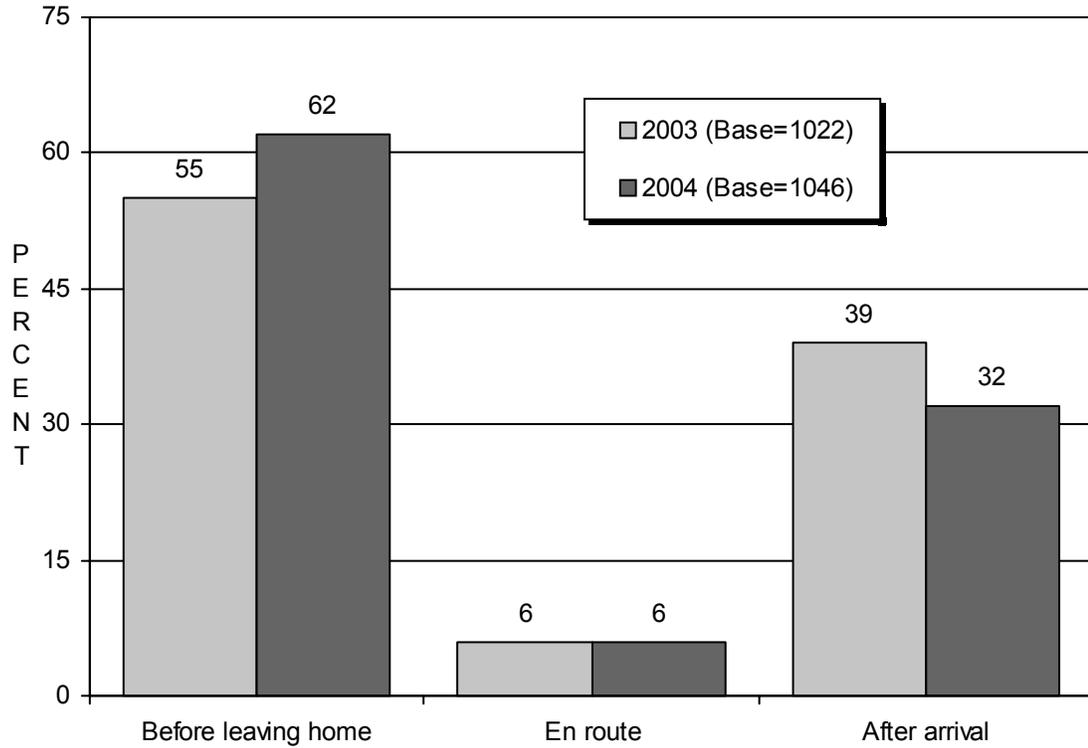
FIGURE 14
 When Decided What Attractions To Visit*
 (Among Those Who Visited Attractions)



Among the 16% of 2004 visitors who reported visiting an attraction in Mesquite, 83% decided what attractions to see prior to arriving in Mesquite, up significantly from 47% in 2003 (Figure 14). Fifteen percent (15%) decided what attractions to see after their arrival, down from 41% last year. One percent (1%) said they decided what attractions to see while *en route* to Mesquite, down from 12%.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

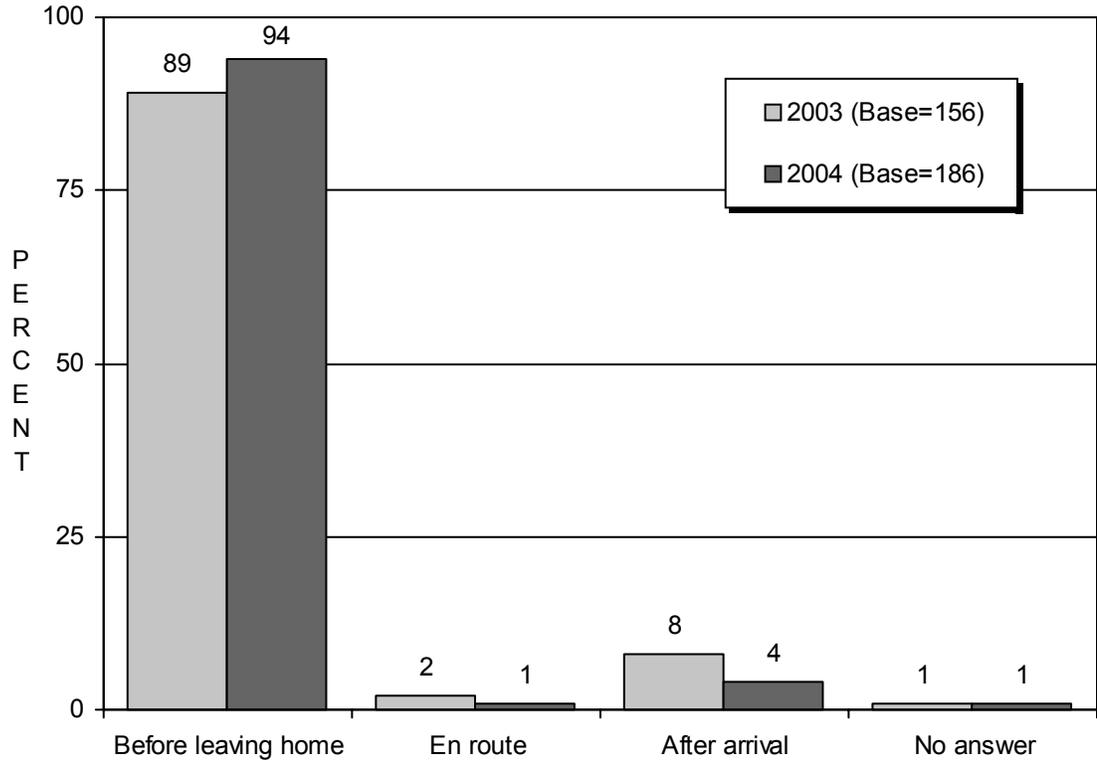
FIGURE 15
When Decided Where To Gamble*
(Among Those Who Gambled)



Among the 87% of visitors who gambled during their trip to Mesquite in 2004, 62% said they decided where to gamble in Mesquite before leaving home, up significantly from 55% in 2003 (Figure 15). Thirty-two percent (32%) said they decided where to gamble after they arrived in Mesquite, down from 39% last year. Six percent (6%) said they decided where to gamble while *en route* to Mesquite, the same as the year before.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

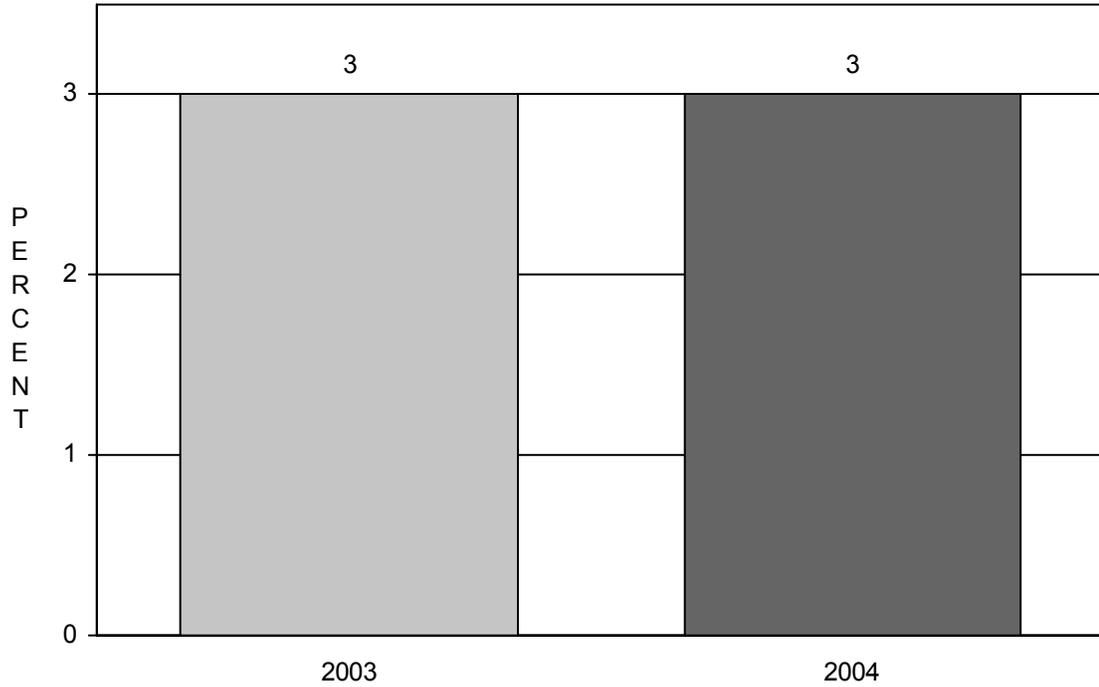
FIGURE 16
 When Decided What Recreational Activities You Would Enjoy*
 (Among Those Who Engaged In Recreational Activities)



Among the 16% of 2004 visitors who engaged in recreational activities during their visit to Mesquite, the vast majority (94%) said they decided what recreational activities they would enjoy in Mesquite before leaving home (Figure 16). Just 4% said they decided what recreational activities they would enjoy after arriving in Mesquite, while 1% said they decided while *en route* to Mesquite.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

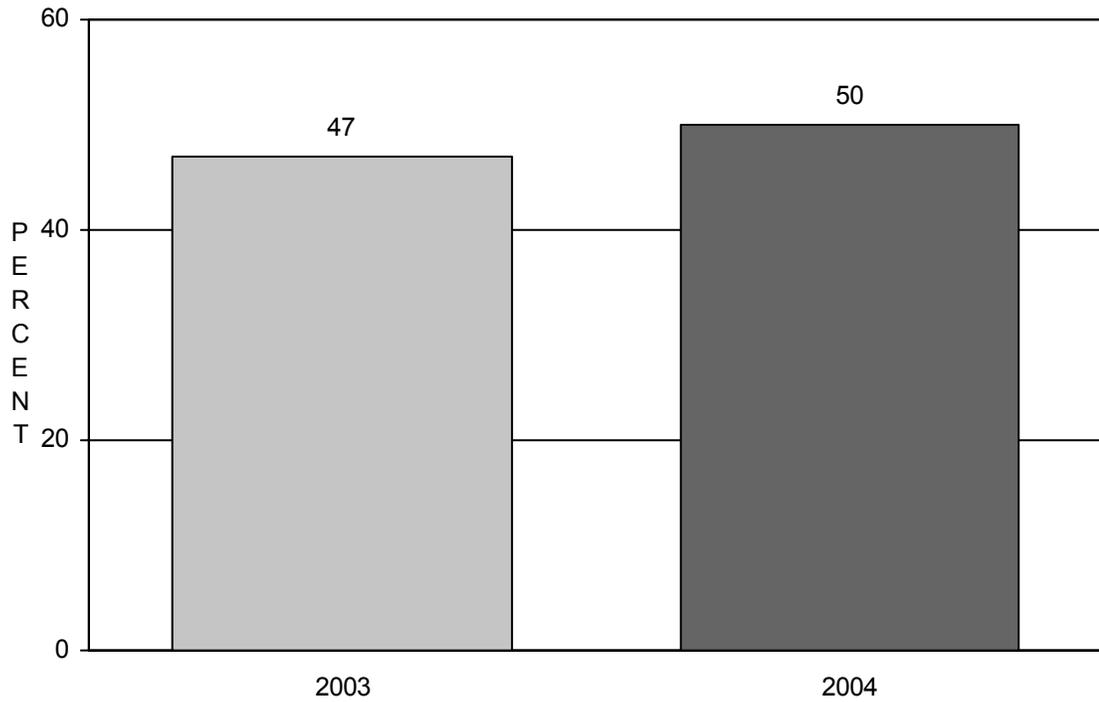
FIGURE 17
Travel Agent Assistance*



In 2004, 3% of all Mesquite visitors were assisted in their travel planning by a travel agent, unchanged from last year (Figure 17).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

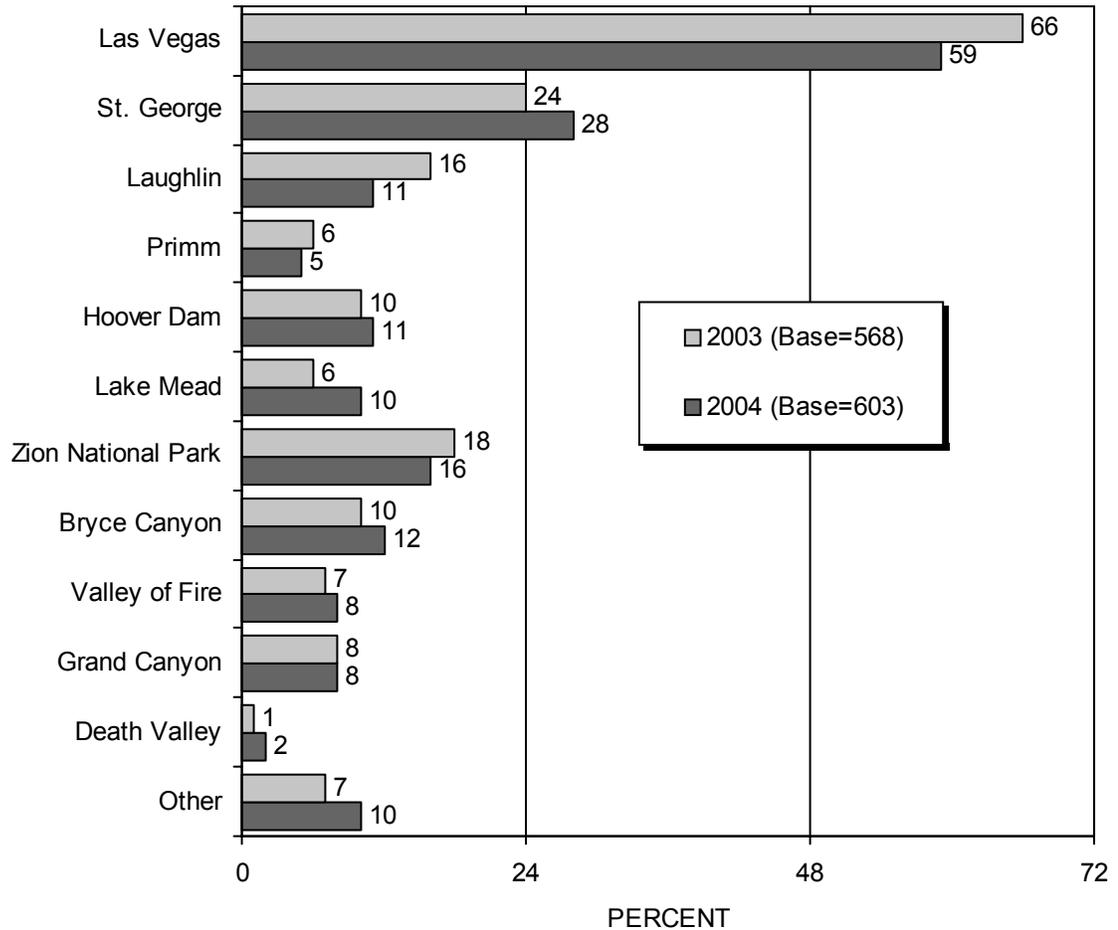
FIGURE 18
Touring Other Areas*



We asked visitors if they had visited, or planned to visit, other areas of Nevada and nearby states (Figure 18). One-half (50%) said yes, about the same as in 2003.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 19
 Other Places Visited*
 (Among Those Who Visited Nearby Places)

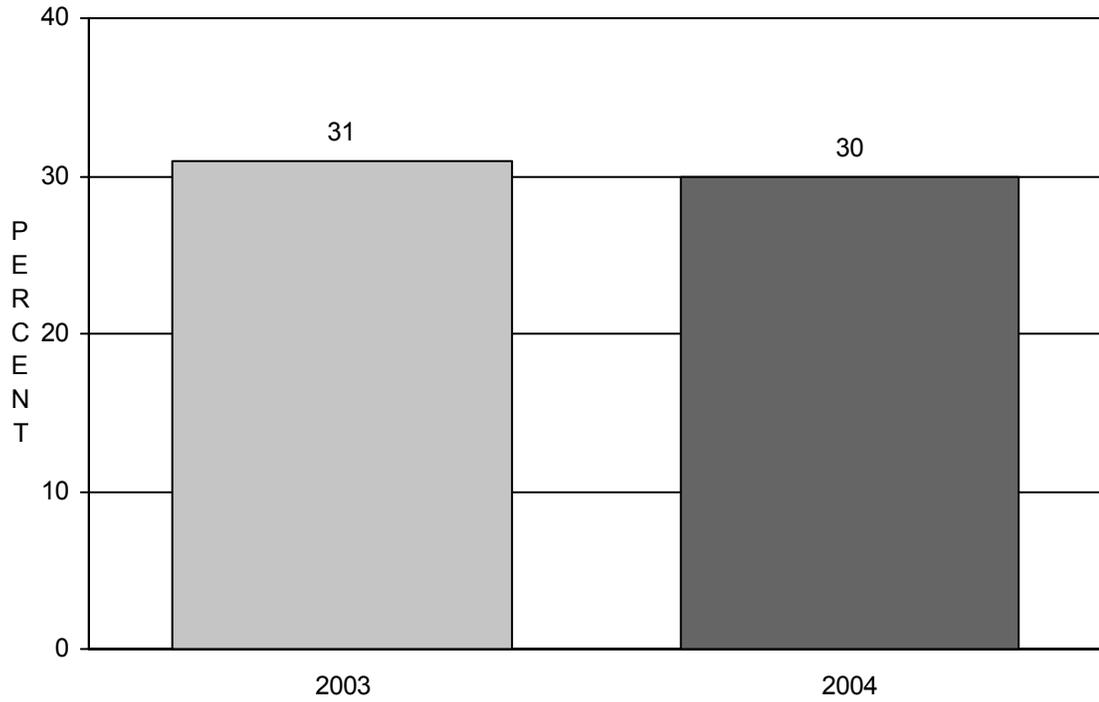


Among those who said they visited nearby areas, 59% visited Las Vegas, down significantly from 66% in 2003. Twenty-eight percent (28%) visited St. George, 16% visited Zion National Park, 12% visited Bryce Canyon, 11% visited Laughlin (down from 16%), another 11% visited Hoover Dam, 10% visited Lake Mead (up from 6%), 8% each visited the Valley of Fire and the Grand Canyon, and 5% visited Primm (Figure 19).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Multiple responses were permitted to this question.

FIGURE 20
Proportion Of All Mesquite Visitors
Who Visited Las Vegas*



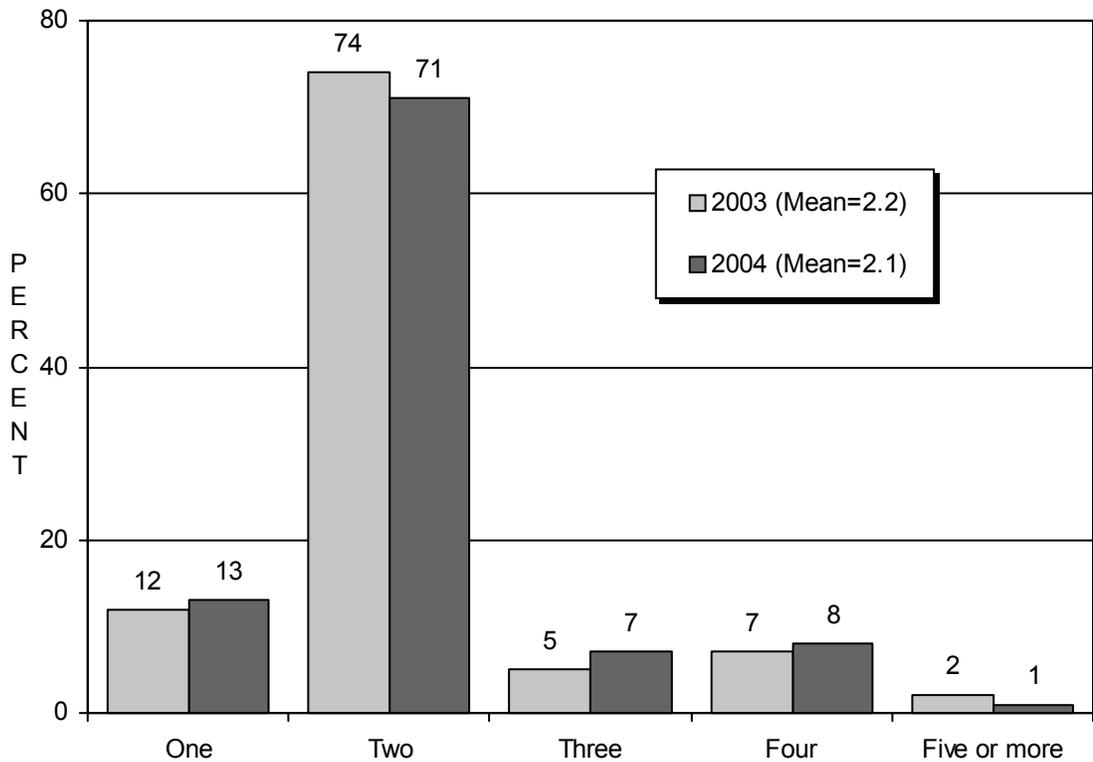
Among *all* Mesquite visitors, three in ten (30%) said they also visited, or planned to visit, Las Vegas on their current trip, similar to last year (Figure 20).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

TRIP CHARACTERISTICS AND EXPENDITURES

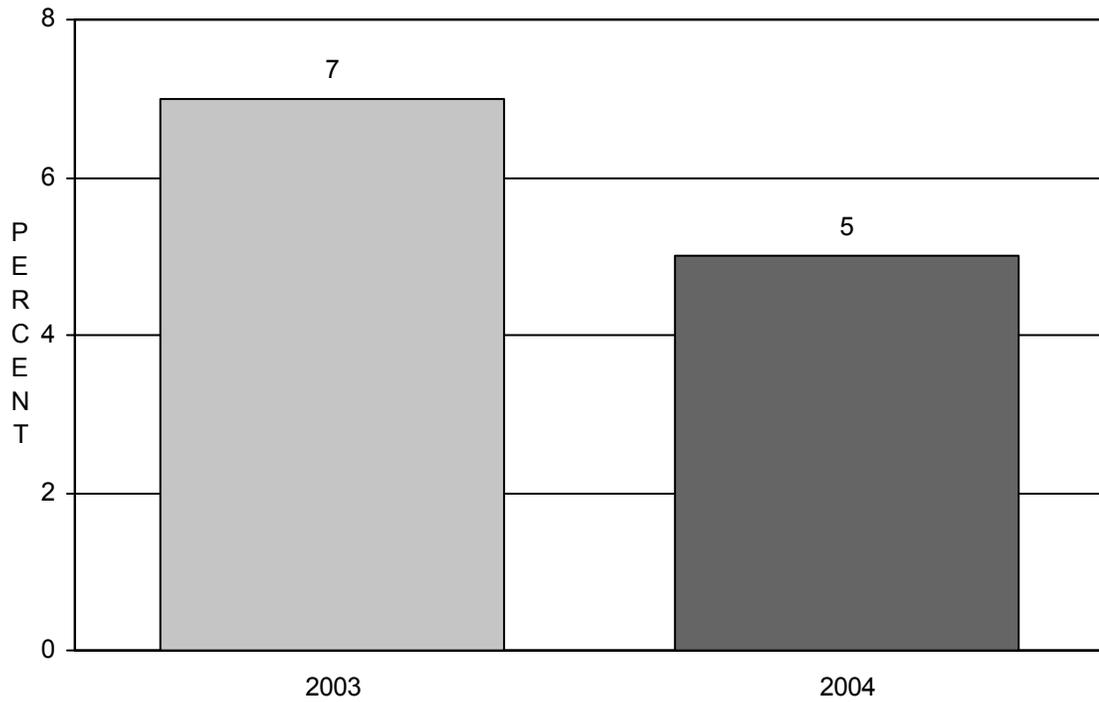
We asked visitors how many adults (21 years old or older), including themselves, were in their immediate party (Figure 21). The majority (71%) of Mesquite visitors reported two adults in their immediate party. The proportion of visitors with three or more adults in their immediate party was 16%, while 13% said they were traveling alone. The average party size was 2.1, about the same as last year.

FIGURE 21
Adults In Immediate Party*



* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 22
People In Party Under Age 21*



The proportion of visitors who reported having people in their party under the age of 21 was 5%, down significantly from 7% in 2003 (Figure 22).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 23
Nights Stayed*

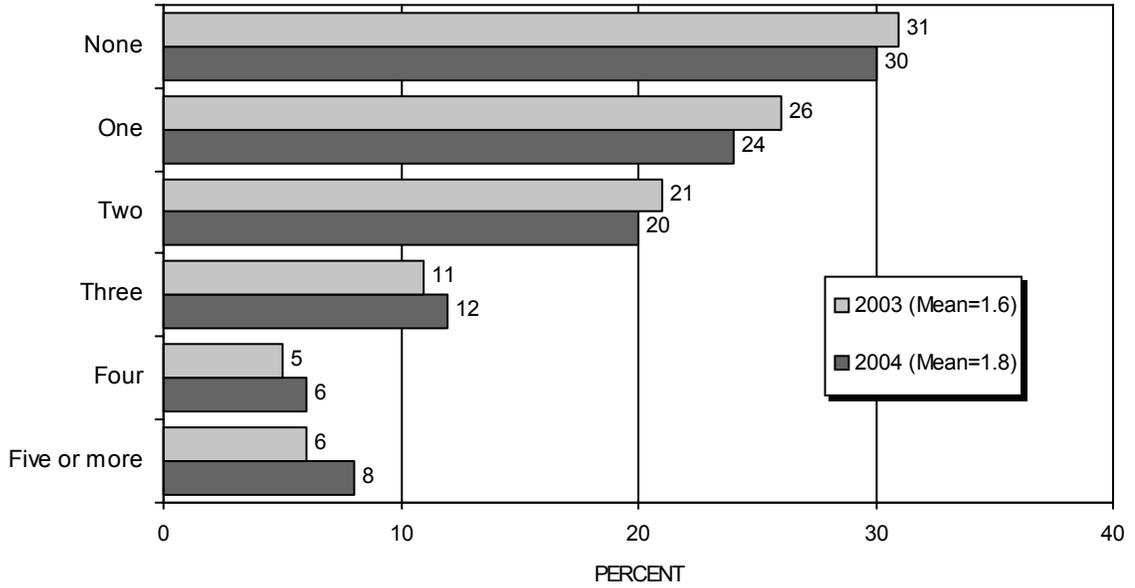
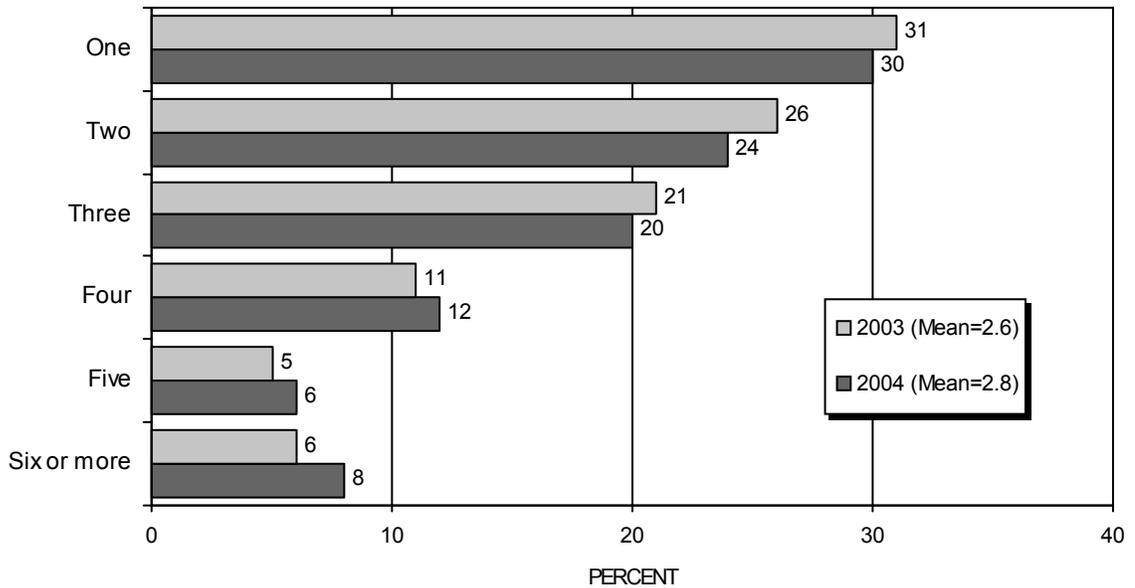


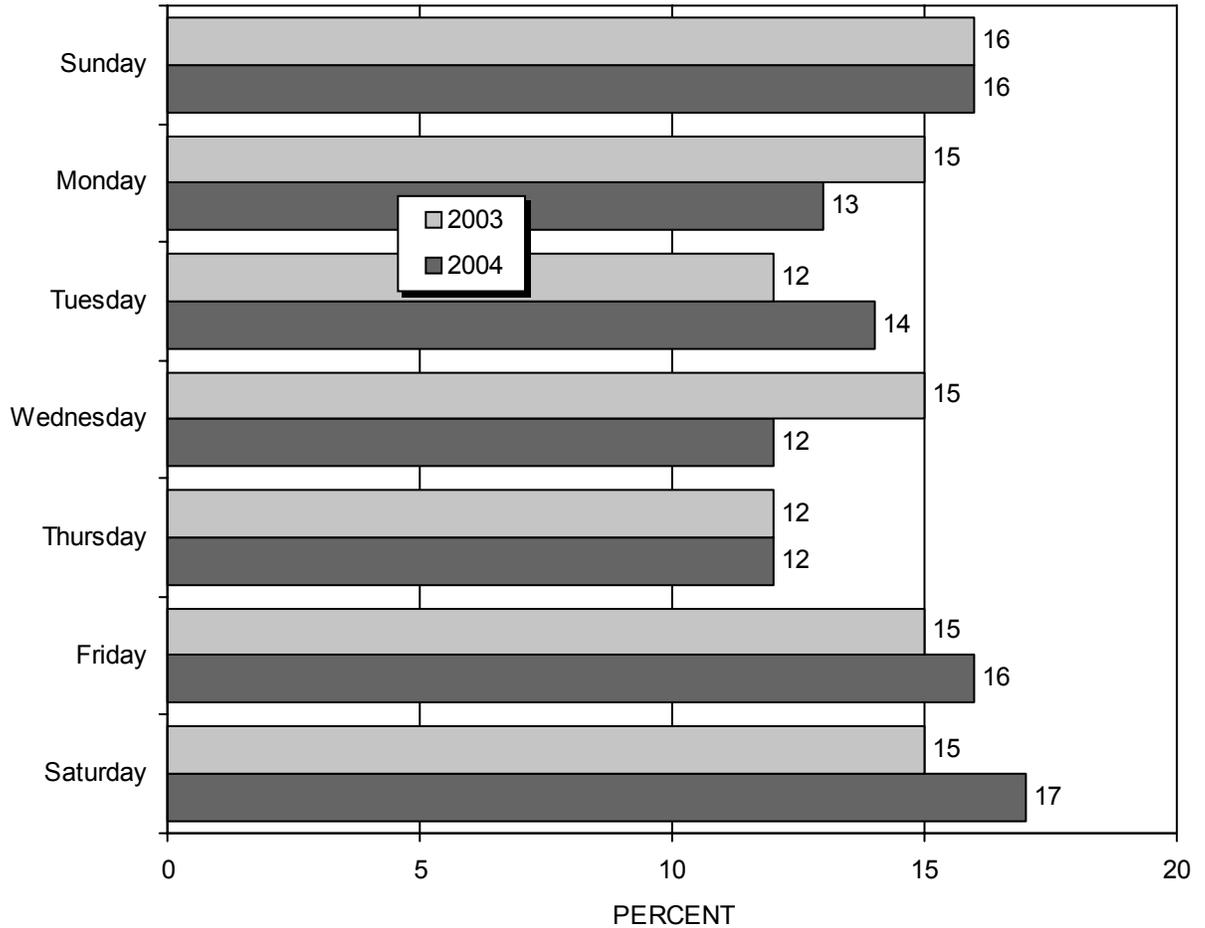
FIGURE 24
Days Stayed*



During 2004, Mesquite visitors stayed an average of 1.8 nights and 2.8 days, up slightly from 1.6 nights and 2.6 days the previous year (Figures 23 and 24).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

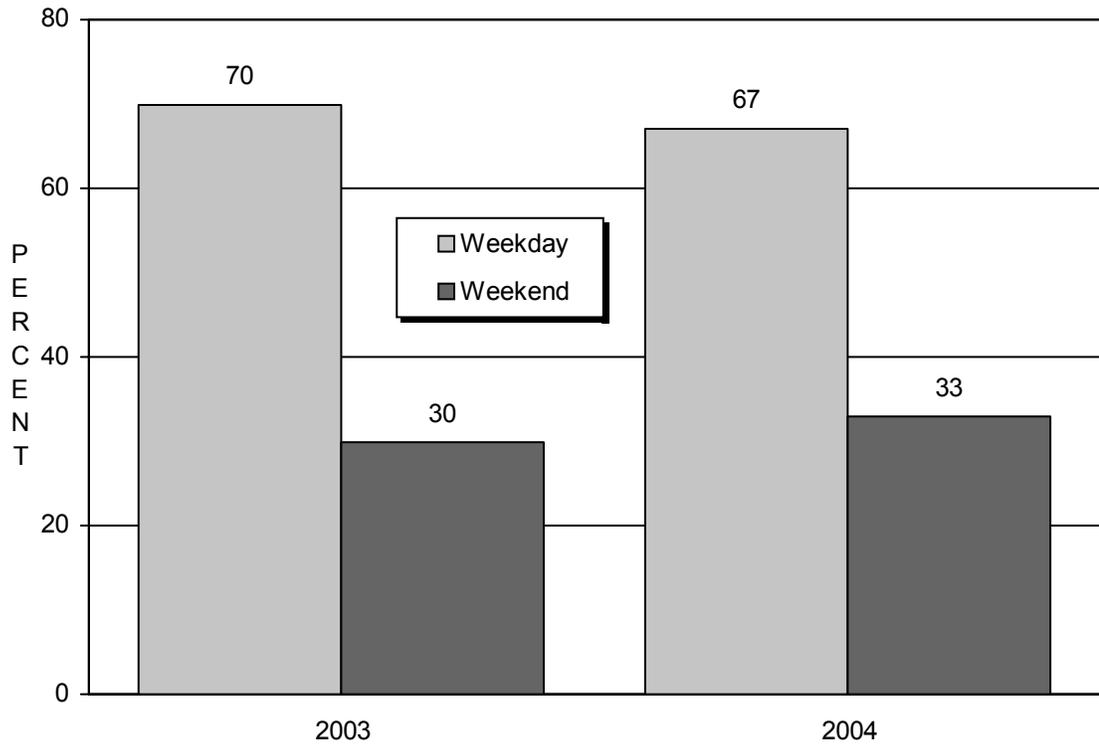
FIGURE 25
Day Of Arrival*



In 2004, visitors were most likely to arrive in Mesquite on a Saturday (17%), followed by a Friday or Sunday (16% each). Visitors were least likely to arrive on a Wednesday or Thursday (12% each) (Figure 25).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

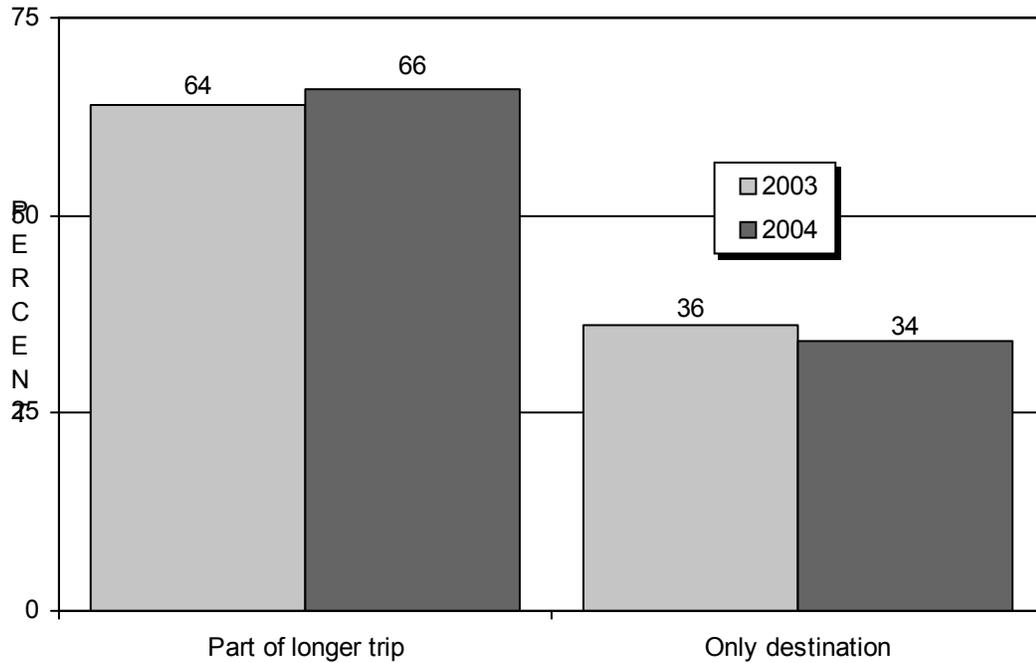
FIGURE 26
Weekend Versus Weekday Arrival*



In 2004, two-thirds (67%) of visitors arrived in Mesquite between Sunday and Thursday, although this is down slightly from 70% in 2003. One-third (33%) arrived in Mesquite on a Friday or a Saturday, up slightly from 30% last year (Figure 26).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

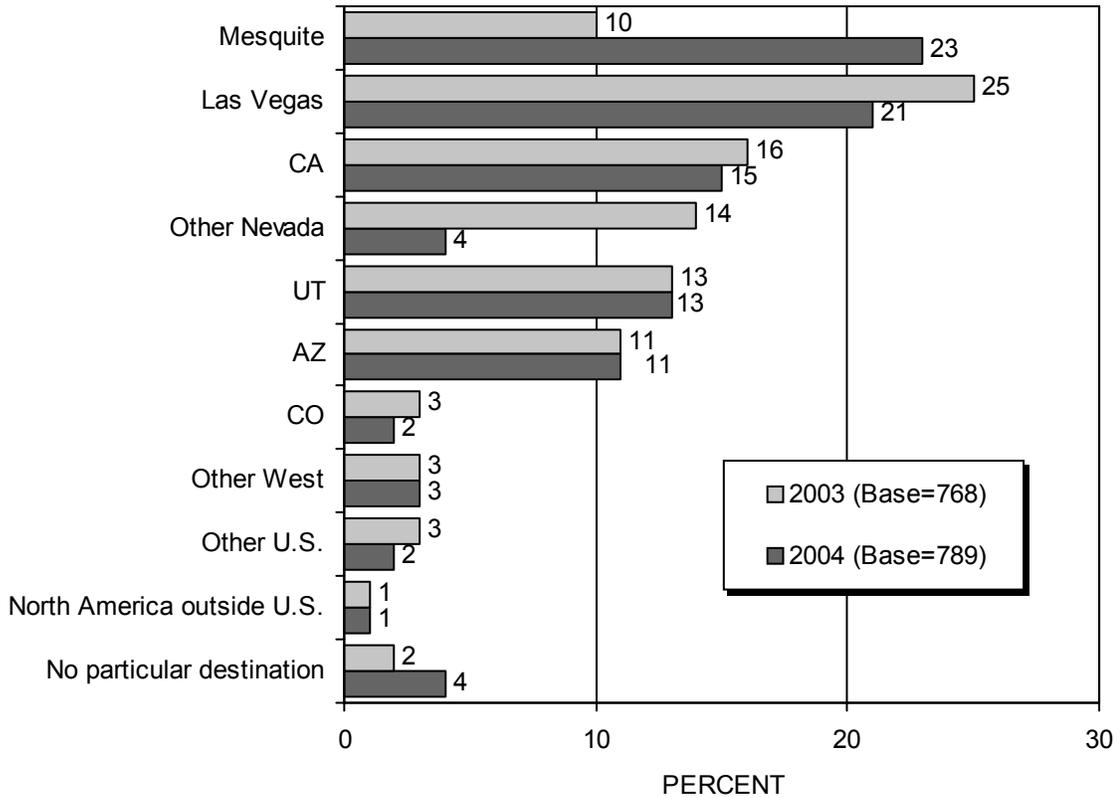
FIGURE 27
Whether Mesquite Visit Is Part Of A Longer Trip*



More than six in ten (66%) Mesquite visitors said their visit to Mesquite was part of a longer trip (Figure 27), similar to last year.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

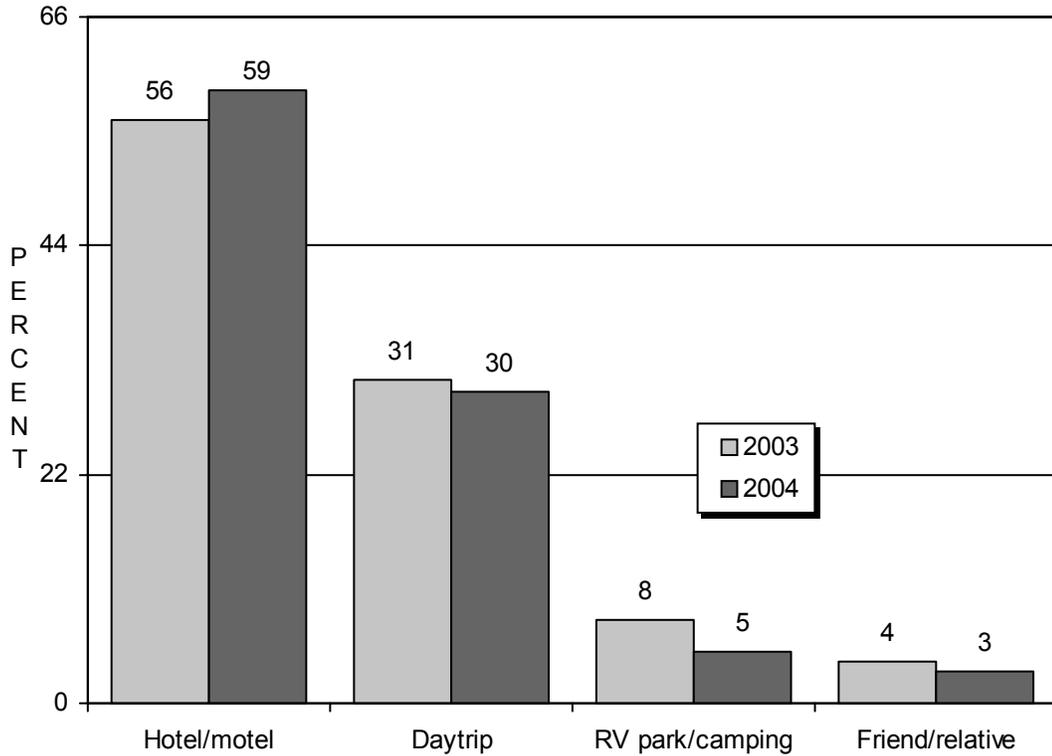
FIGURE 28
 Primary Destination Of Trip*
 (Among Those On A Longer, Multi-Destination Trip)



We asked visitors to name their primary destination if Mesquite was not their only destination (Figure 28). More than two in ten said Mesquite was their primary destination (up from 10% in 2003), while 21% said Las Vegas, and 4% named other Nevada destinations (down from 14% in 2003). California was mentioned by 15%, followed by Utah (13%), Arizona (11%), Colorado (2%), and other destinations in the Western U.S. (3%). Two percent (2%) mentioned other destinations in the U.S. outside the West, while 1% mentioned other North American destinations outside the U.S. Four percent (4%) of respondents said they had no particular destination in mind, up from 2% last year.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

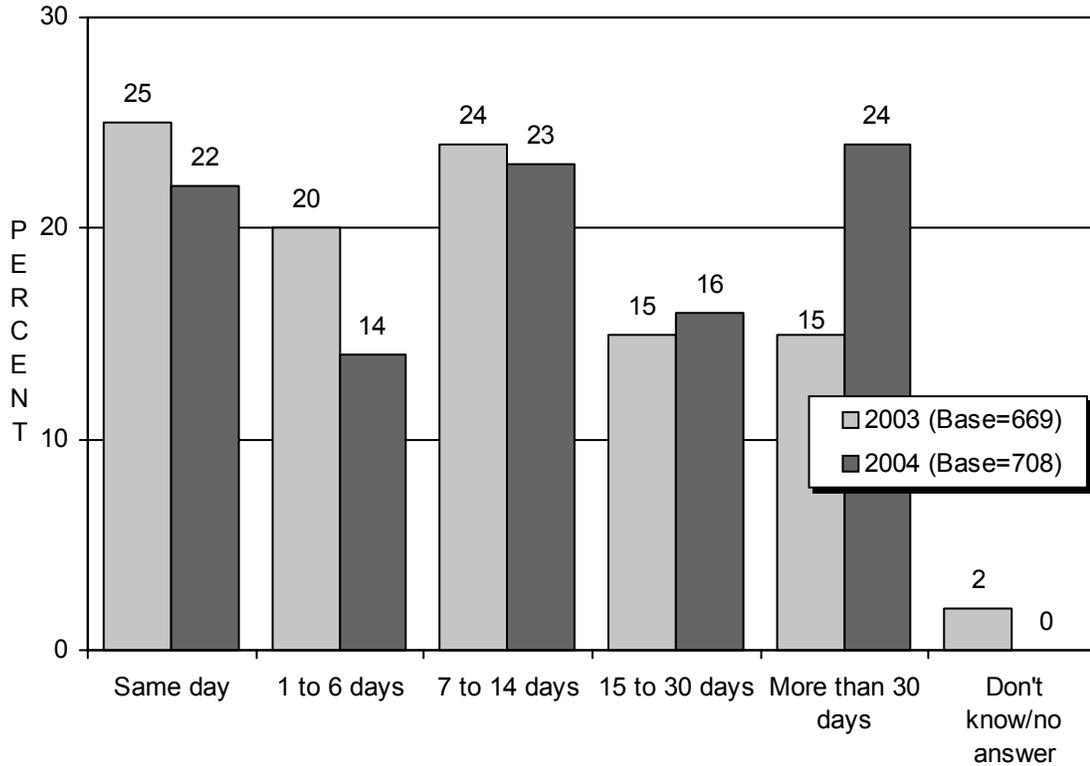
FIGURE 29
Where Lodged*



As shown in Figure 29, six in ten visitors (59%) stayed in hotels or motels in Mesquite in 2004, about the same as in 2003. Three in ten visitors (30%) were visiting Mesquite for the day, also similar to last year. Five percent (5%) were in an RV or camping, down from 8% in 2003. Three percent (3%) were staying with friends or relatives.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

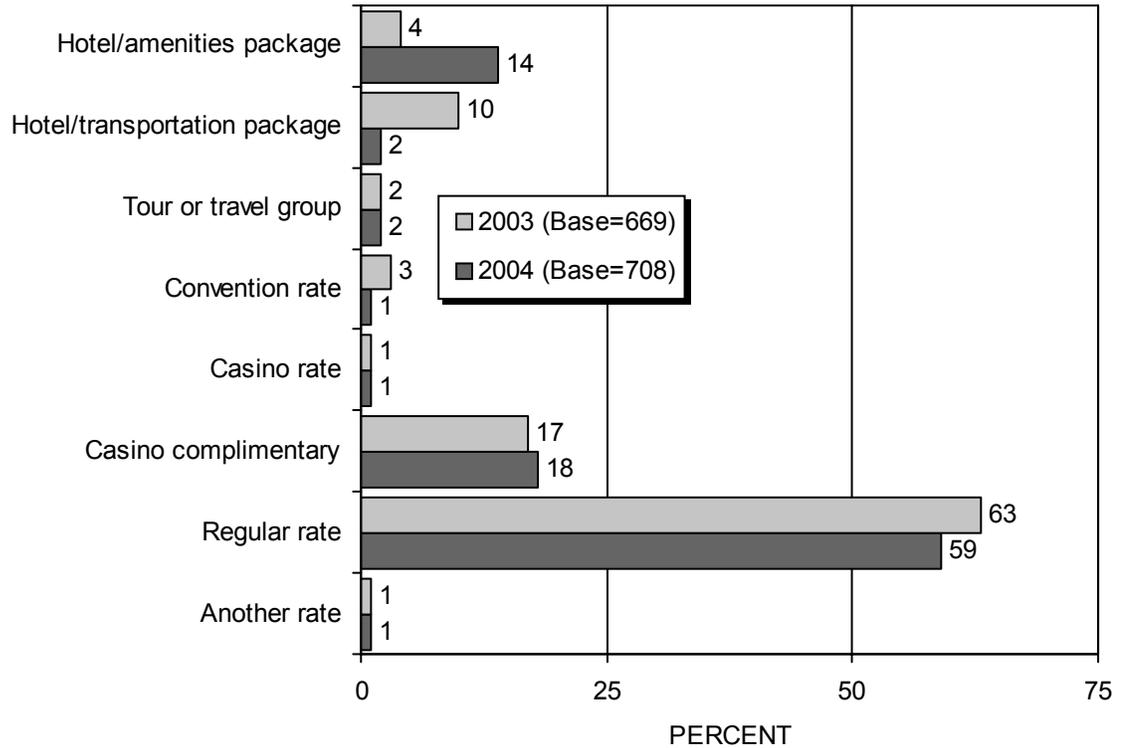
FIGURE 30
 How Far In Advance Accommodations Were Booked*
 (Among Those Staying In A Hotel Or Motel)



We asked those staying in a hotel, motel, or RV park how far in advance they had booked accommodations (Figure 30). More than two in ten (22%) booked their accommodations on the day of their arrival, about the same as the year before. Fourteen percent (14%) of visitors booked one to six days in advance (down significantly from 20% in 2003), 23% booked seven to 14 days in advance, 16% booked 15 to 30 days in advance, and 24% booked more than 30 days in advance (up significantly from 15%).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

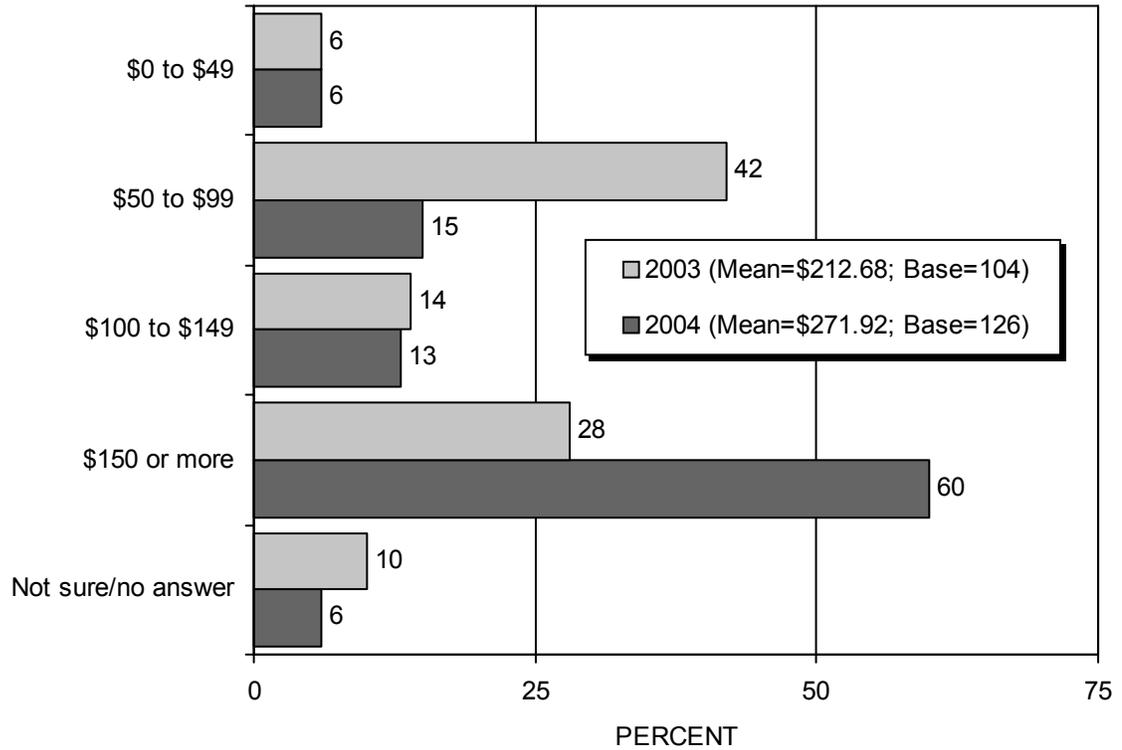
FIGURE 31
 Type Of Room Rate*
 (Among Those Staying In A Hotel Or Motel)



We asked those staying in a hotel or motel what type of room rate they had received for their accommodations (Figure 31). Nearly six in ten (59%) said they paid a regular room rate, about the same as the year before. Eighteen percent (18%) of lodgers received a casino complimentary rate, also similar to last year. Another 18% paid some type of group rate, with 2% saying it was a hotel/transportation package rate (down significantly from 10% in 2003), 14% saying it was a hotel/amenities package rate (up significantly from 4%), and 2% saying it was a tour or travel group rate. One percent (1%) each received a special casino rate, a convention or company group rate (down from 3% last year), or paid some other rate.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

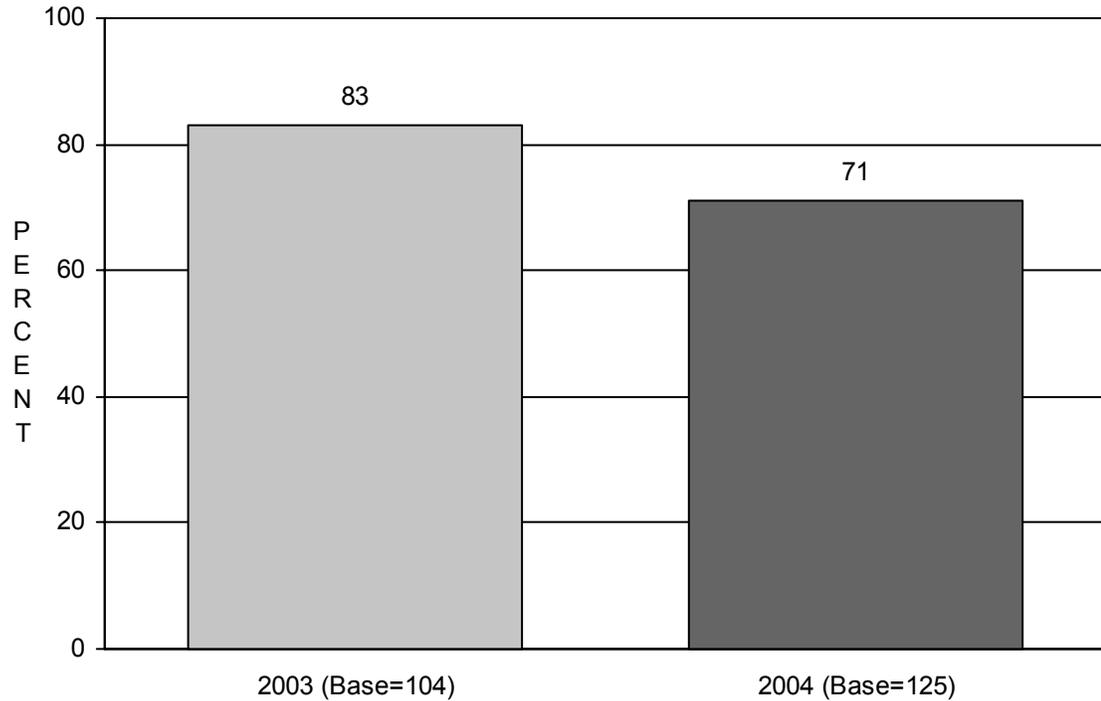
FIGURE 32
 Cost Of Package — Per Person*
 (Among Those Who Bought A Package)



We asked for the package cost from visitors who had purchased a hotel/transportation, hotel/amenities, or tour/travel group package (Figure 32). Six percent (6%) of these visitors paid less than \$50 for their package, while 15% paid \$50-\$99 on their package deal (down significantly from 42% in 2003). Another 13% paid between \$100 and \$149, and 60% paid \$150 or more (up significantly from 28% in 2003). Six percent (6%) of visitors were not sure how much their package cost. The average per-person package cost for 2004 was \$271.92, up from a cost of \$212.68 in 2003.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

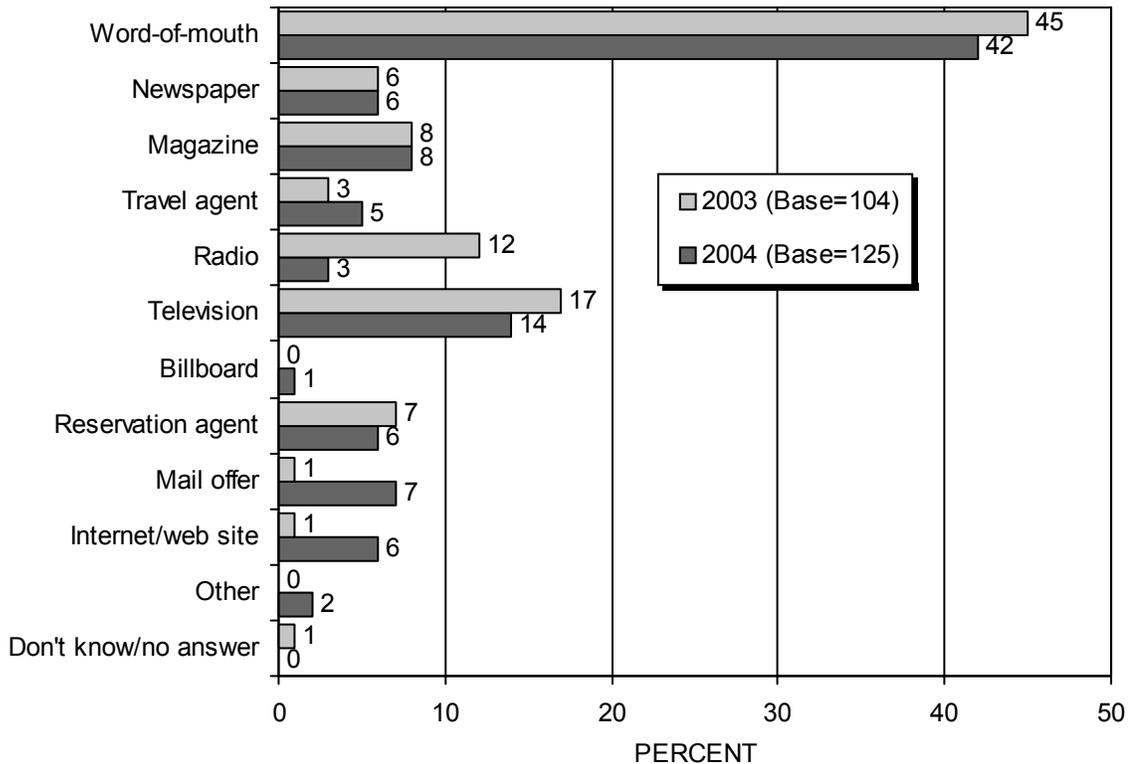
FIGURE 33
Package Purchased Directly From A Hotel*
(Among Those Who Bought A Package)



We asked visitors who purchased a package if they purchased it directly from the hotel, and 71% said they had, a significant decrease from 83% in 2003 (Figure 33).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

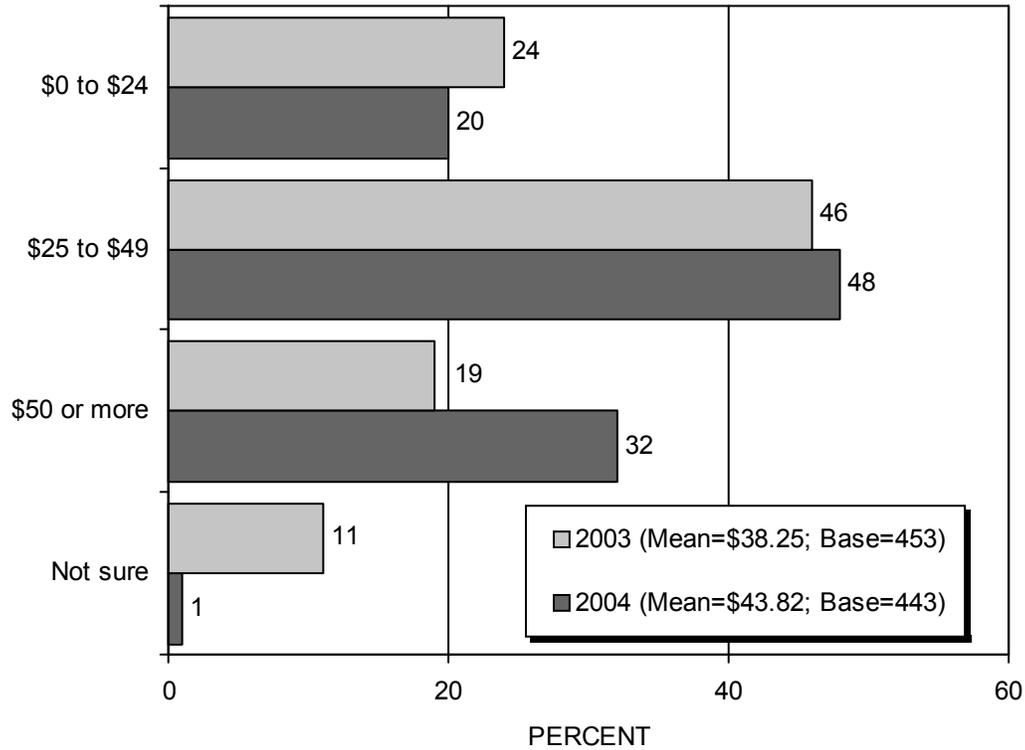
FIGURE 34
 Where First Heard About The Package*
 (Among Those Who Bought A Package)



When asked where they first heard about the package they purchased, more than four in ten (42%) package purchasers said they first heard about it from friends, co-workers, or relatives (word-of-mouth), about the same as last year. Fourteen percent (14%) of package purchasers said they first learned about the package through a television advertisement, also about the same as last year, while 3% heard about it through a radio advertisement (down from 12% the year before). Eight percent (8%) heard about the package through a magazine, while 7% said they received an offer in the mail (up from 1% in 2003). Six percent (6%) each said they first learned about the package through a newspaper ad, through a reservation agent/call center, or a web site (up from 1% last year). Five percent (5%) said they first heard about the package through a travel agent (Figure 34).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

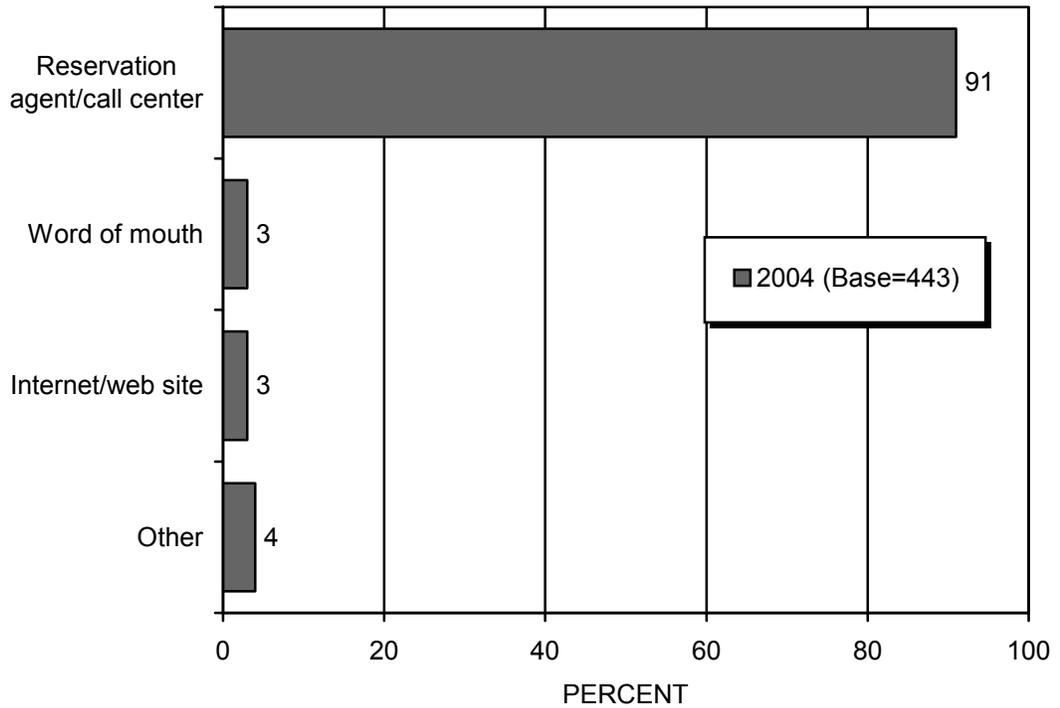
FIGURE 35
Lodging Expenditures — Average Per Night*
 (Among Those Staying In A Hotel Or Motel/Non-Package)



Twenty percent (20%) said the average per-night cost of their hotel or motel room (non-package) was under \$25 (Figure 35). About one-half of visitors (48%) reported spending between \$25 and \$49 per night on their room, about the same as last year. Thirty-two percent (32%) spent \$50 or more, up significantly from 19% in 2003. The average (mean) expenditure was \$43.82, up significantly from the average of \$38.25 last year.

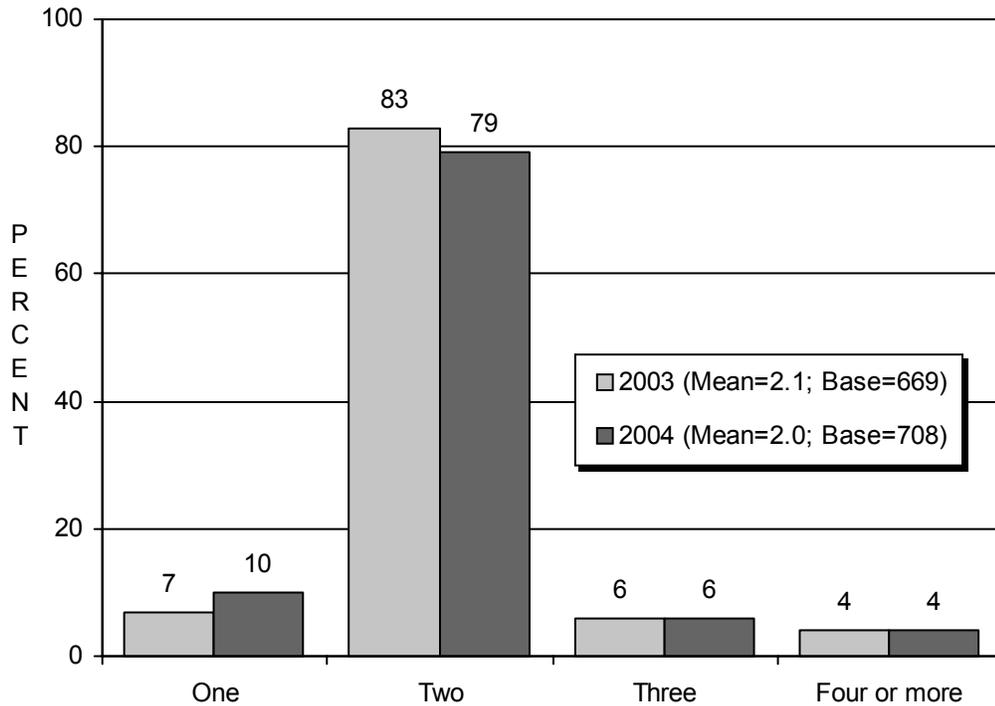
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 36
How First Learned About Room Rate
(Among Those Staying In A Hotel Or Motel/Non-Package)



Beginning in 2004, non-package hotel and motel lodgers were asked how they first found out about the room rate they paid (Figure 36). The vast majority (91%) said they first heard of their room rate from a reservation agent or through a cell center. Smaller numbers reported first hearing about their room rate through the Internet (3%), or word of mouth (3%).

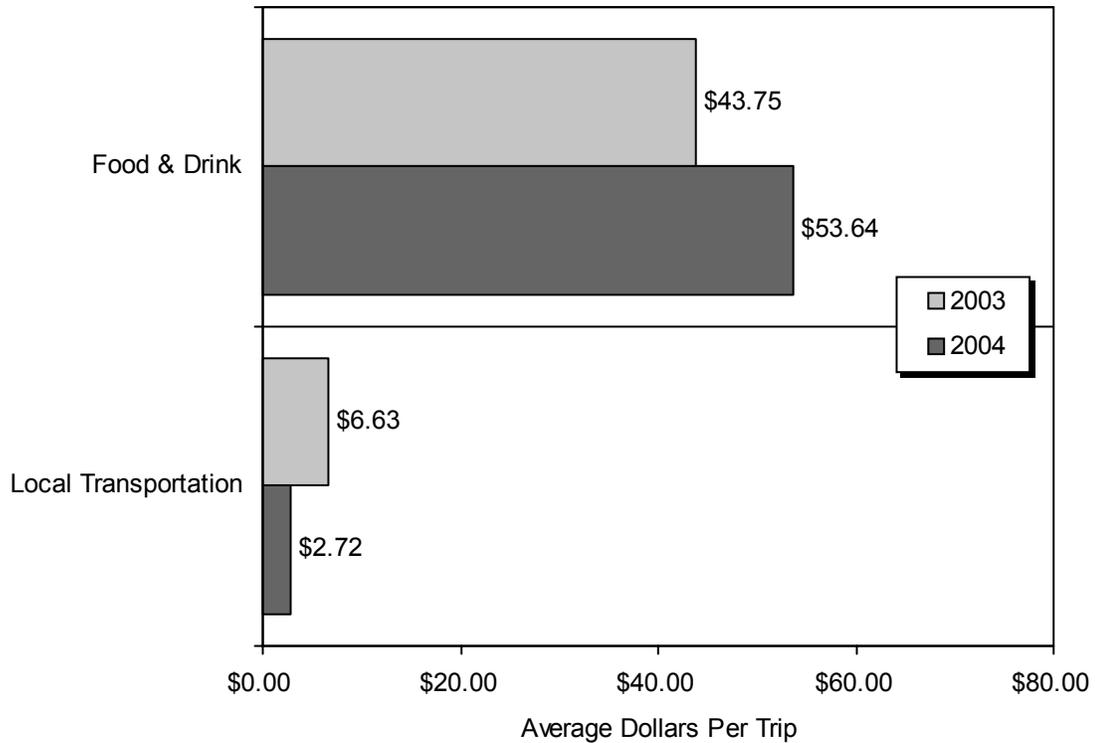
FIGURE 37
Number Of Room Occupants*
 (Among Those Staying In A Hotel Or Motel)



As Figure 37 shows, most Mesquite visitors reported two room occupants (79%, down significantly from 83% last year). The proportion of visitors lodging alone was 10%, up from 7% the year before. Ten percent (10%) of visitors reported four or more room occupants, the same as last year. The average (mean) number of room occupants was 2.0, similar to last year.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 38
Average Trip Expenditures On Food & Drink —
And Local Transportation*
(Including Visitors Who Spent Nothing In That Category)



We asked all visitors about their daily expenditures on food and drink and on local transportation.

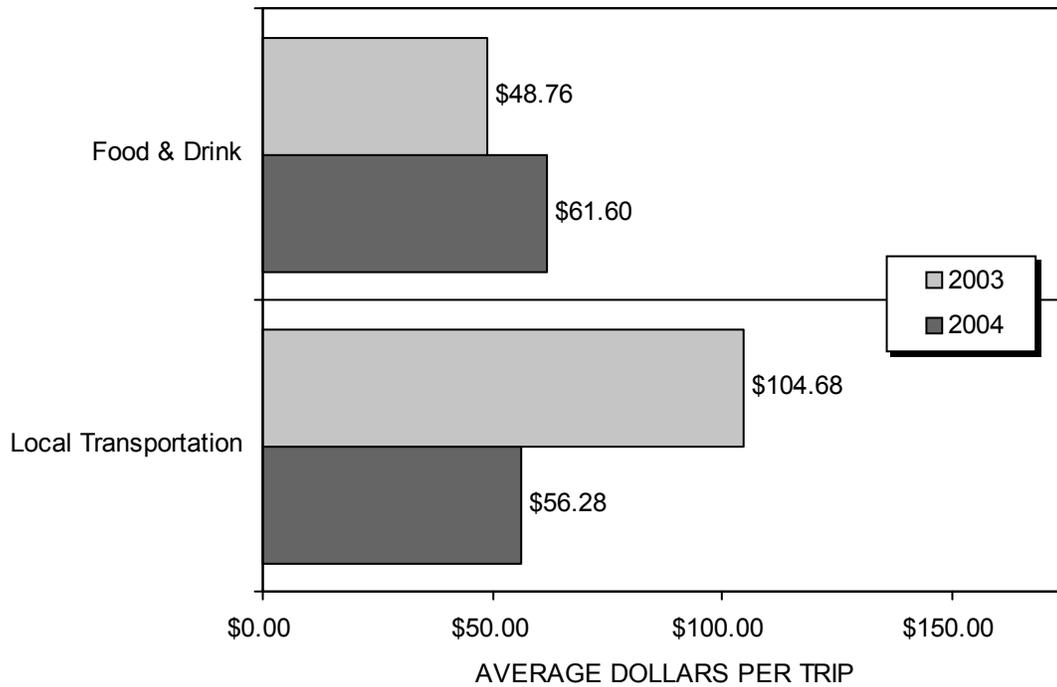
Figure 38 shows the average trip expenditures *including visitors who said they spent nothing in that category*. In 2004, the average food and drink expenditure was \$53.64, up significantly from \$43.75 in 2003.

The average local transportation expenditure for 2004 was \$2.72, down significantly from \$6.63 in 2003.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Trip expenditures are calculated by multiplying respondents' estimated daily expenditures by the number of days they had spent in Mesquite on their most recent trip.

FIGURE 39
 Average Trip Expenditures On Food & Drink —
 And Local Transportation*
 (Among Those Who Spent Money In That Category)



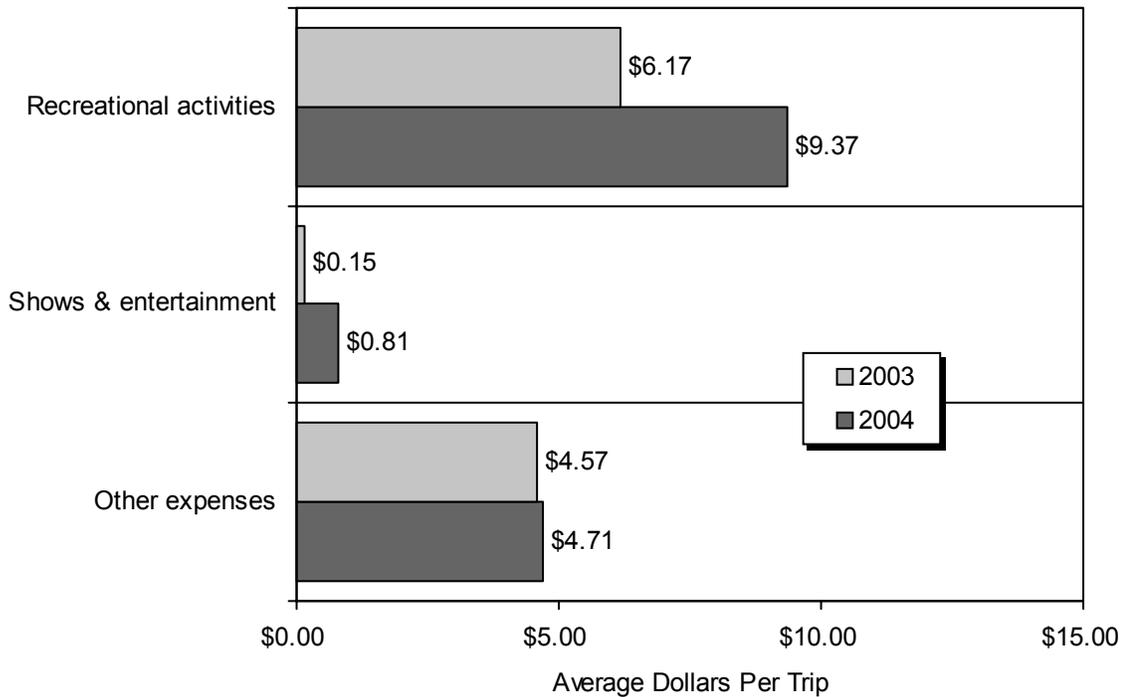
Among visitors who indicated they spent money in these categories, the average expenditure on food and drink in 2004 was \$61.60, up significantly from \$48.76 in 2003. The average expenditure on local transportation in 2004 was \$56.28, down significantly from \$104.68 in 2003 (Figure 39).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

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

	2003	2004
<u>Food and Drink</u>		
Base size	(1077)	(1045)
Proportion of total	90%	87%
<u>Local Transportation</u>		
Base size	(76)	(58)
Proportion of total	6%	5%

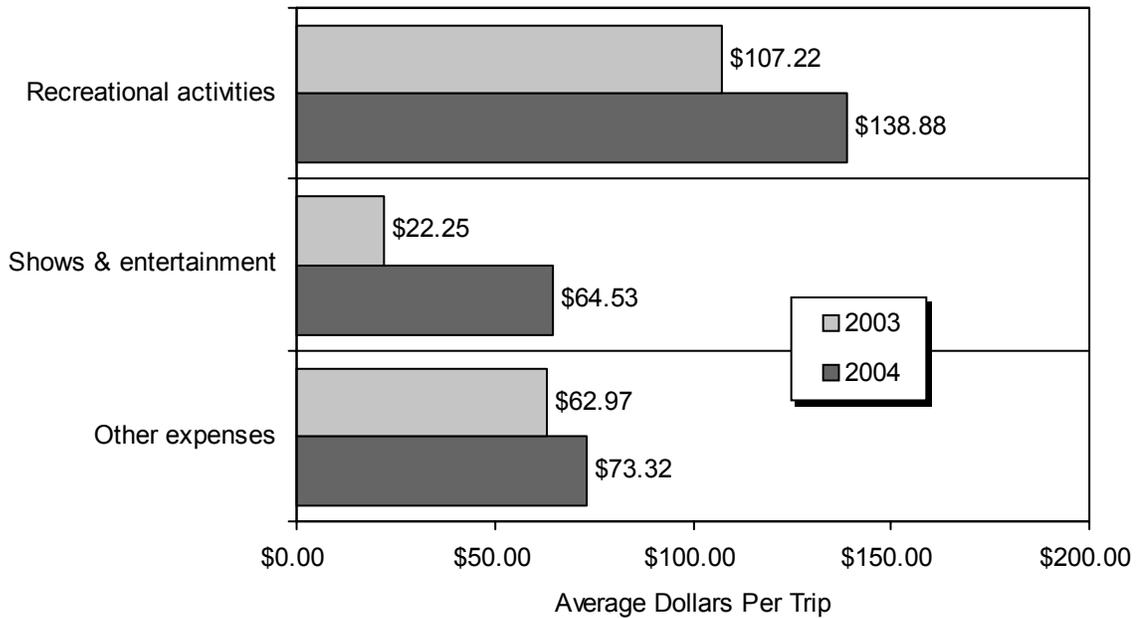
FIGURE 40
Average Trip Expenditures On Recreational Activities,
Shows And Entertainment, And Other Expenses*
(Including Visitors Who Spent Nothing In That Category)



We asked all visitors about the amount of money they spent on recreational activities, shows and entertainment, and other expenses during their visit to Mesquite. Figure 40 shows these average expenditures *including visitors who said they spent nothing in each category*. The average total spent on recreational activities in 2004 was \$9.37. The average total spent on shows was \$0.81 per trip, up from the average of \$0.15 in 2003. The average amount spent on other expenses was \$4.71.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 41
Average Trip Expenditures On Recreational Activities,
Shows And Entertainment, And Other Expenses*
(Among Those Who Spent Money In That Category)



Considering only visitors who spent money in that category, the average total expenditure for recreational activities in 2004 was \$138.88. The average total spent on shows was \$64.53. Visitors also spent an average of \$73.32 on other expenses (Figure 41).

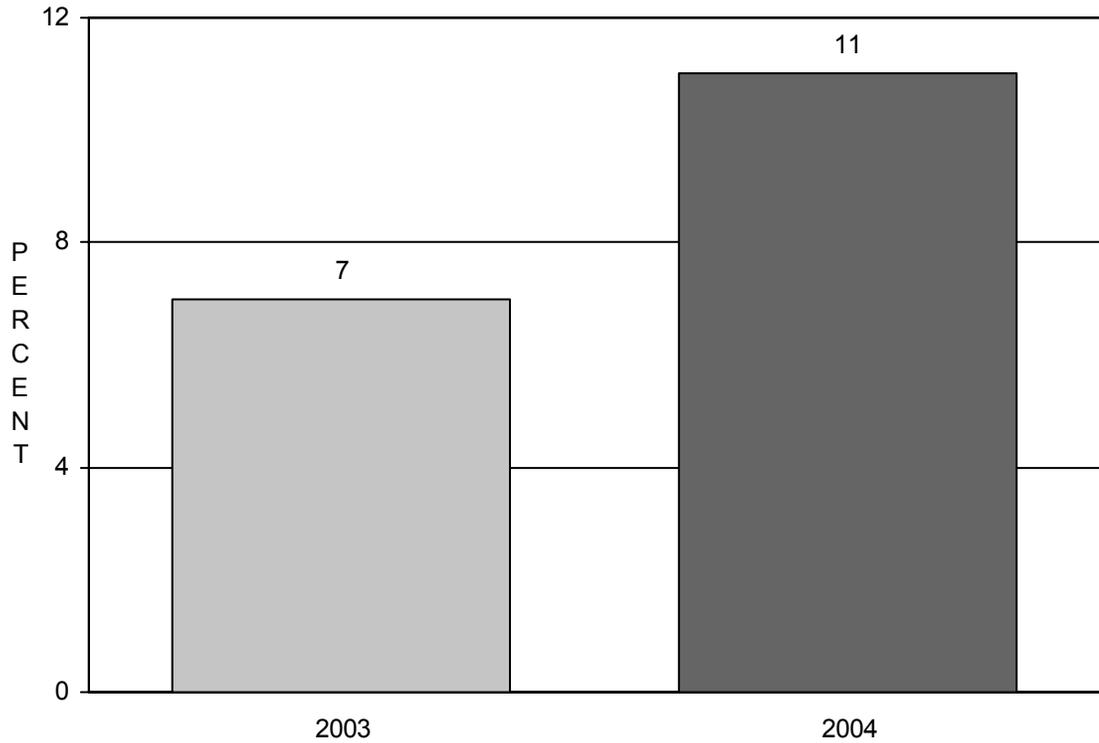
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

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

	2003	2004
<u>Recreation</u>		
Base size	(70)	(81)
Proportion of total	6%	7%
<u>Shows</u>		
Base size	(8)*	(15)*
Proportion of total	1%	1%
<u>Other</u>		
Base size	(88)	(77)
Proportion of total	7%	6%

* Note extremely small base size

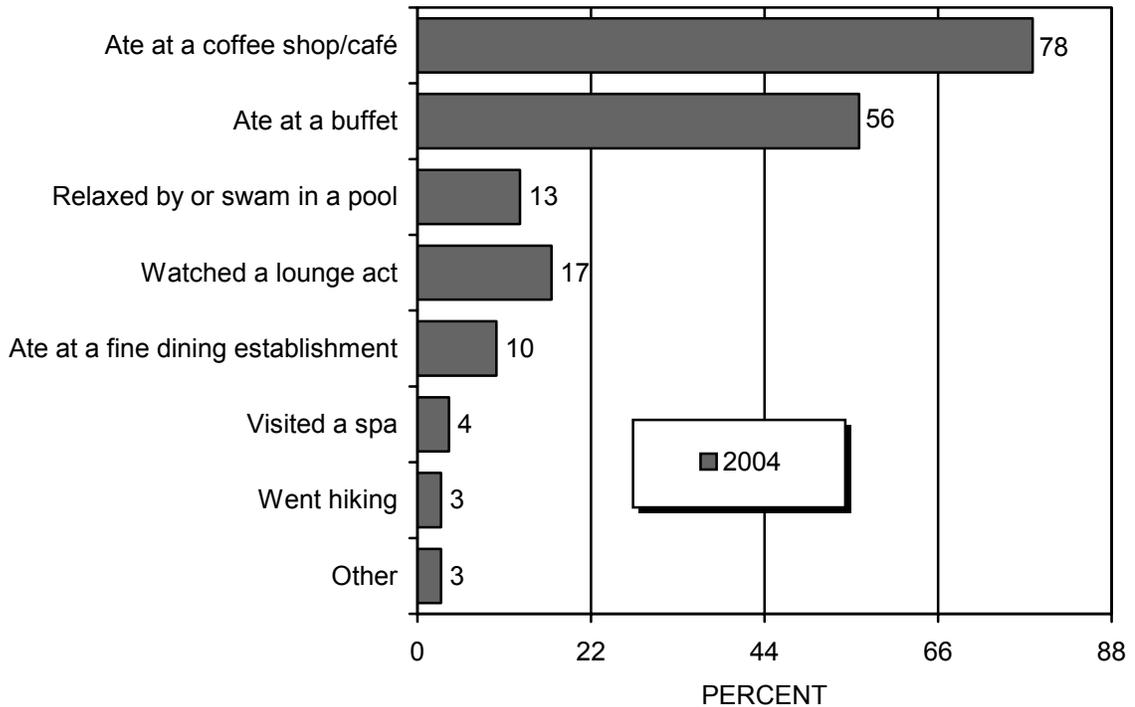
FIGURE 42
Whether Played Golf While Visiting Mesquite*



Eleven percent (11%) of Mesquite visitors said they played golf while visiting Mesquite, up significantly from 7% in 2003 (Figure 42).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

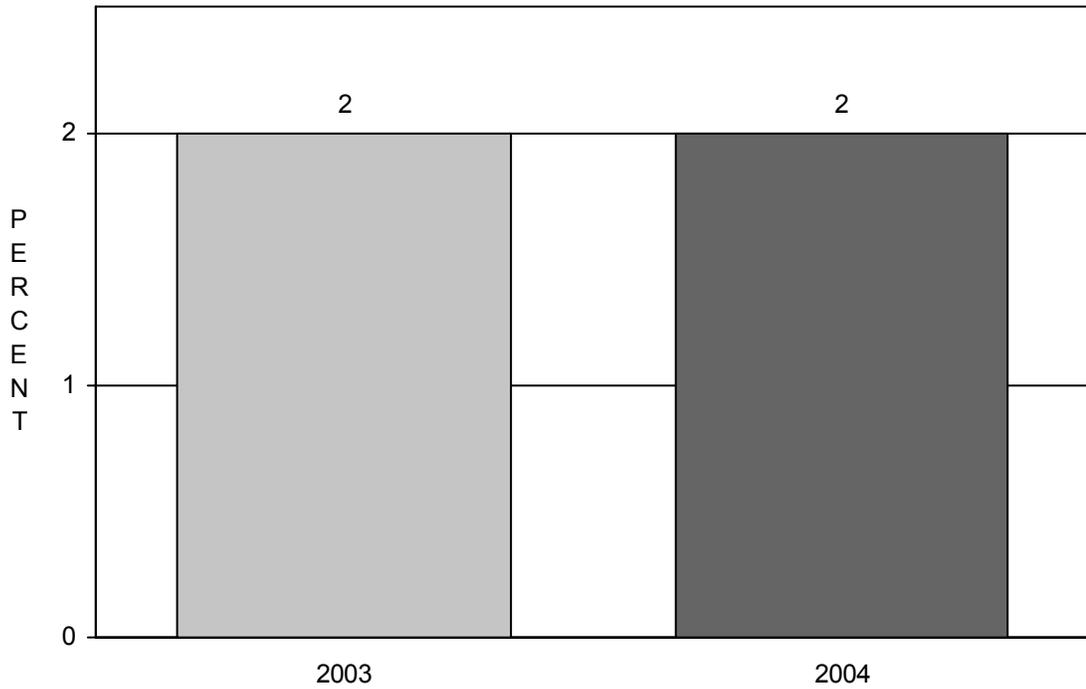
FIGURE 43
Other Activities Participated In While Visiting Mesquite*



Starting in 2004, respondents were asked whether or not they participated (or planned to participate) in several other activities during their visit to Mesquite (Figure 43). Seventy-eight percent (78%) said they ate a coffee shop or café in Mesquite, and 56% said they ate at a buffet. Seventeen percent (17%) said they watched a lounge act, 13% relaxed by or swam in a pool, 10% ate at a fine dining establishment, 4% visited a spa, and 3% went hiking.

* Multiple responses were permitted to this question.

FIGURE 44
Whether Stopped By The Mesquite Visitors Center*



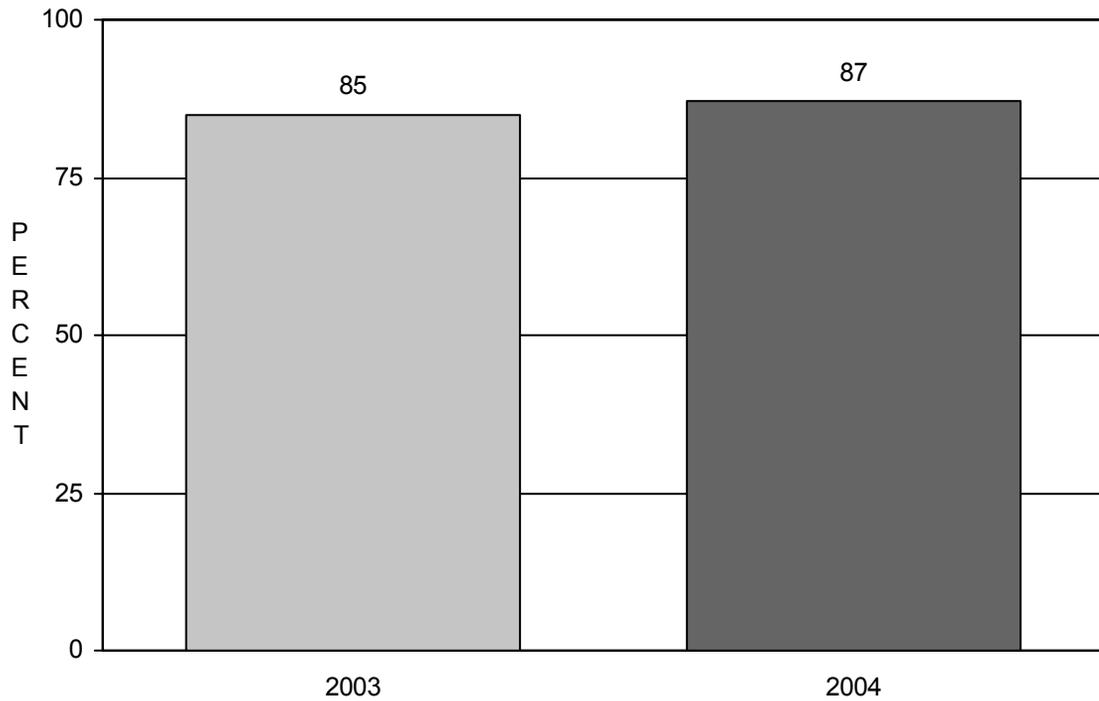
Only 2% of visitors said they stopped by the Mesquite Visitors Center while in Mesquite, the same as last year (Figure 44).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

GAMING BEHAVIOR AND BUDGETS

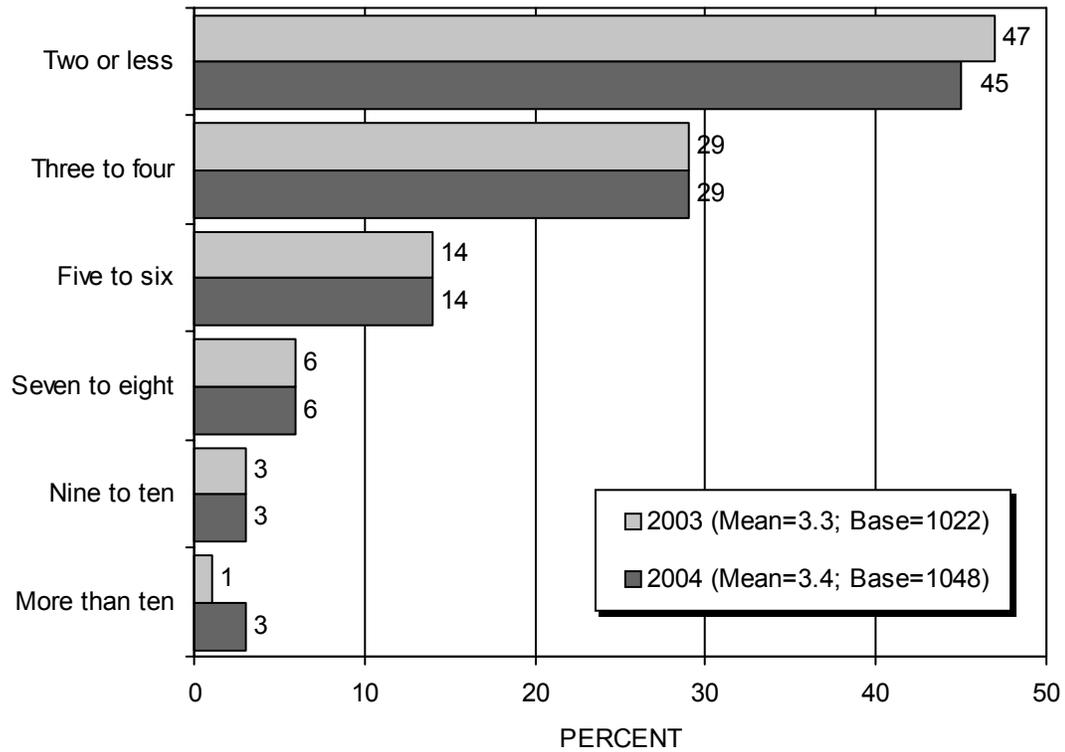
Eighty-seven percent (87%) of visitors gambled while in Mesquite, about the same number as did so last year (Figure 45).

FIGURE 45
Whether Gambled While in Mesquite*



* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

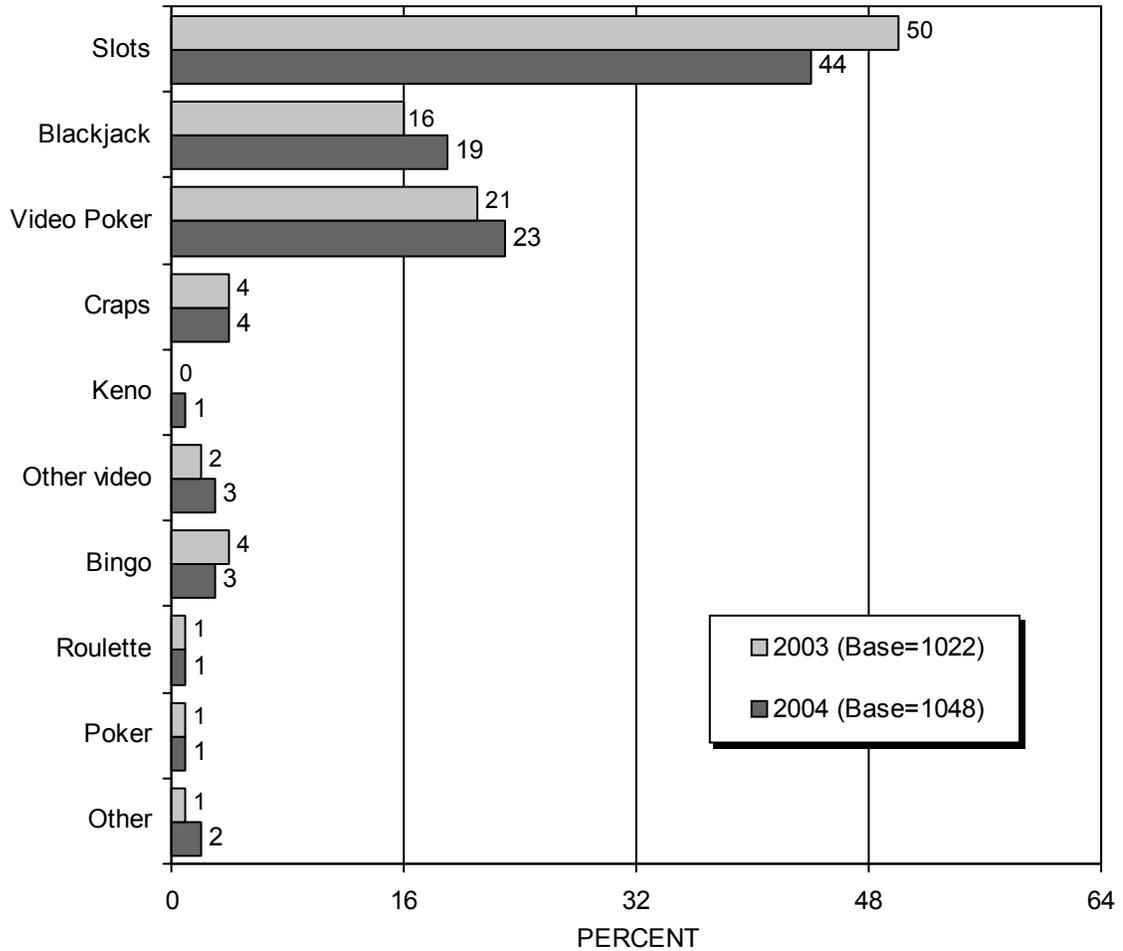
FIGURE 46
 Hours Of Gambling — Average Per Day*
 (Among Those Who Gambled)



Among those who gambled while in Mesquite in 2004, most (45%) spent two hours or less gambling daily, similar to last year's figure (Figure 46). However, the proportion who spent ten or more hours per day gambling (3%) increased significantly from the year before (1%). The average (mean) number of hours spent gambling was 3.4, about the same as last year.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

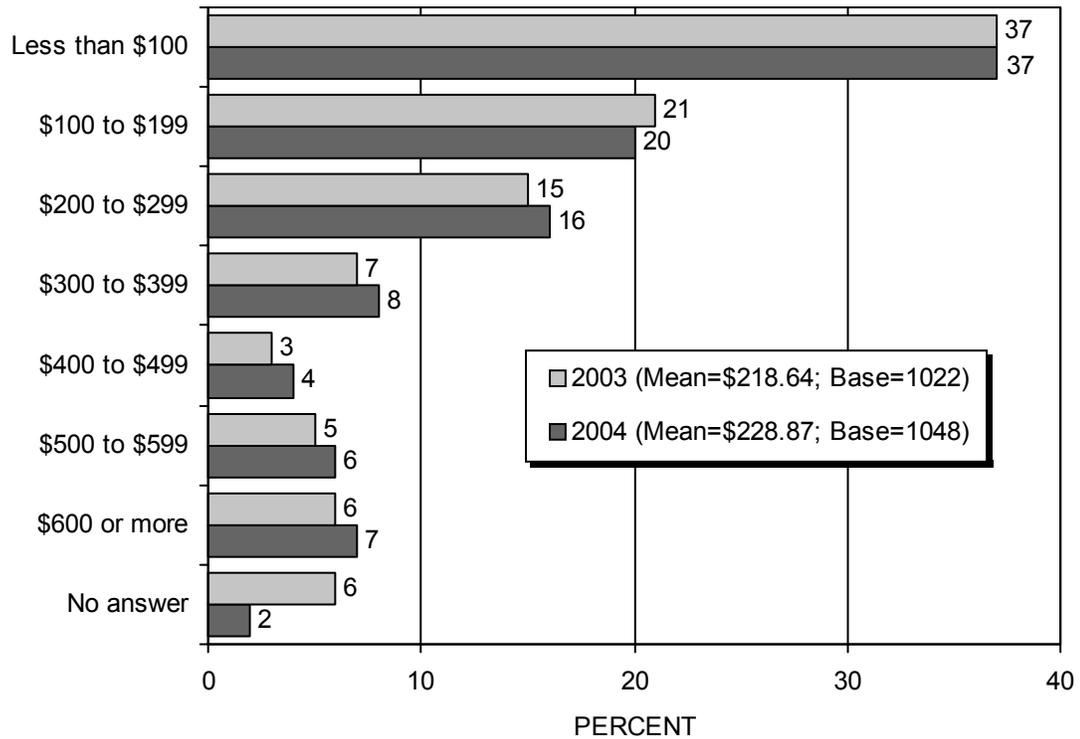
FIGURE 47
 Casino Game Played Most Often*
 (Among Those Who Gambled)



As Figure 47 shows, the largest proportion of gamblers (44%) played slot machines most often, although this is down significantly from 2003 (50%). This was followed by video poker machines (23%), and blackjack (19%, up slightly from 16%). Players of all other games make up the remaining 15% of the total.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

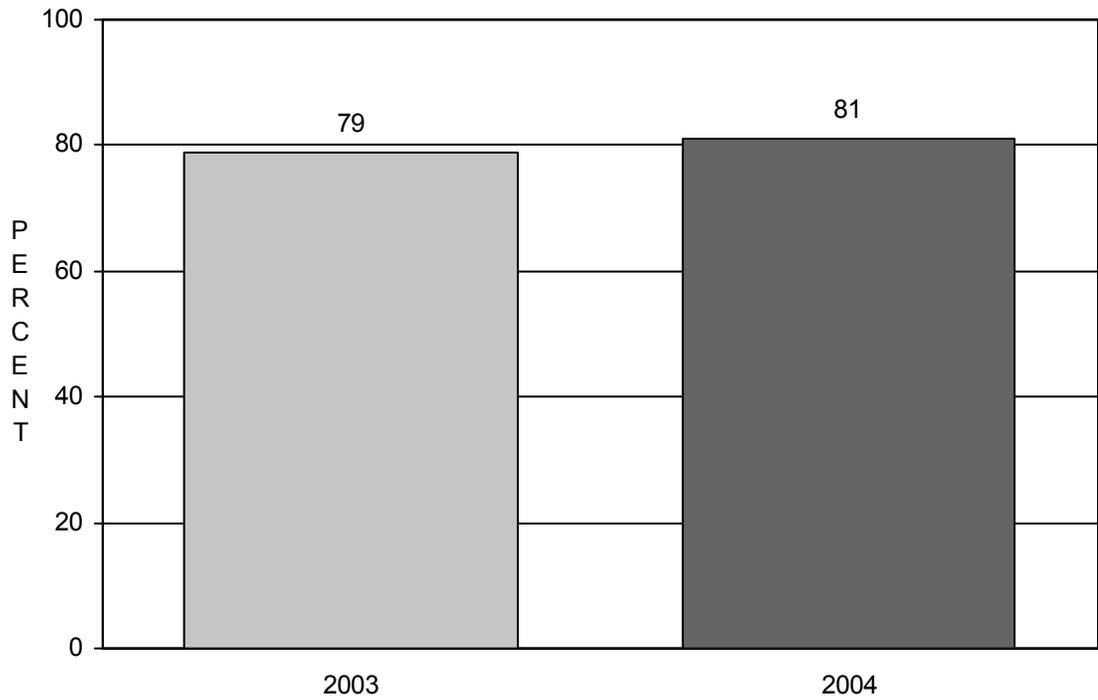
FIGURE 48
 Trip Gambling Budget*
 (Among Those Who Gambled)



The average trip gambling budget in 2004 was \$228.87, comparable to last year's figure (Figure 48). The largest proportion of gamblers (37%) said they budgeted less than \$100 for gambling, the same as last year.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 49
Gambling Outside Mesquite*



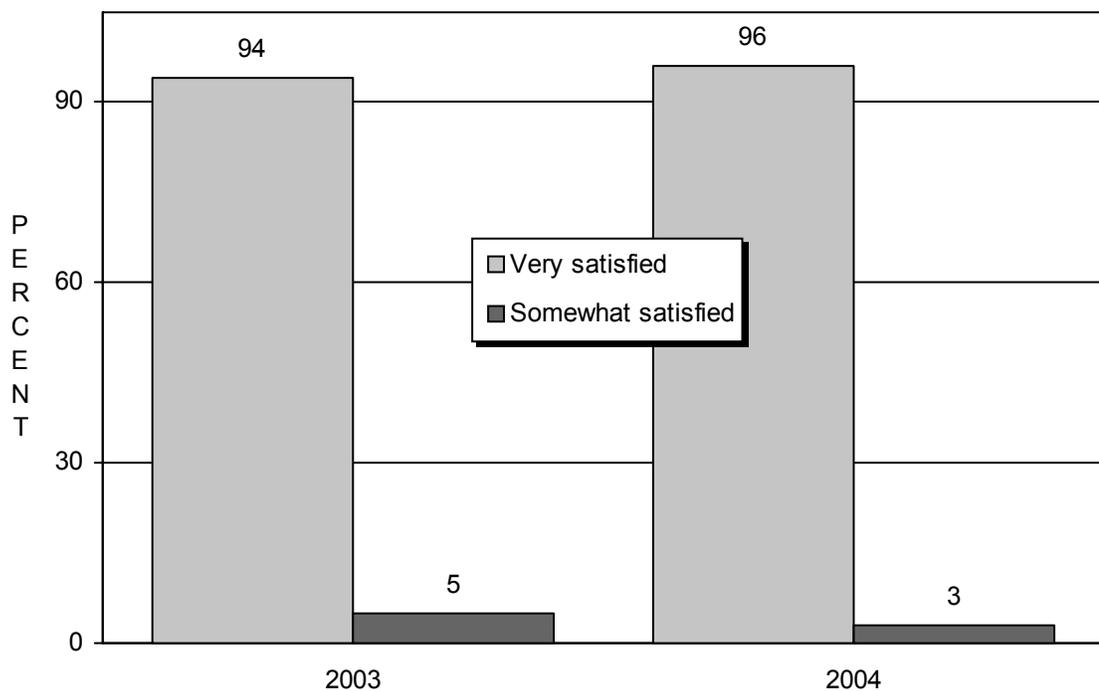
Eight in ten (81%) visitors said they had gambled outside Mesquite in the past year, about the same number as last year (Figure 49).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

ATTITUDINAL INFORMATION

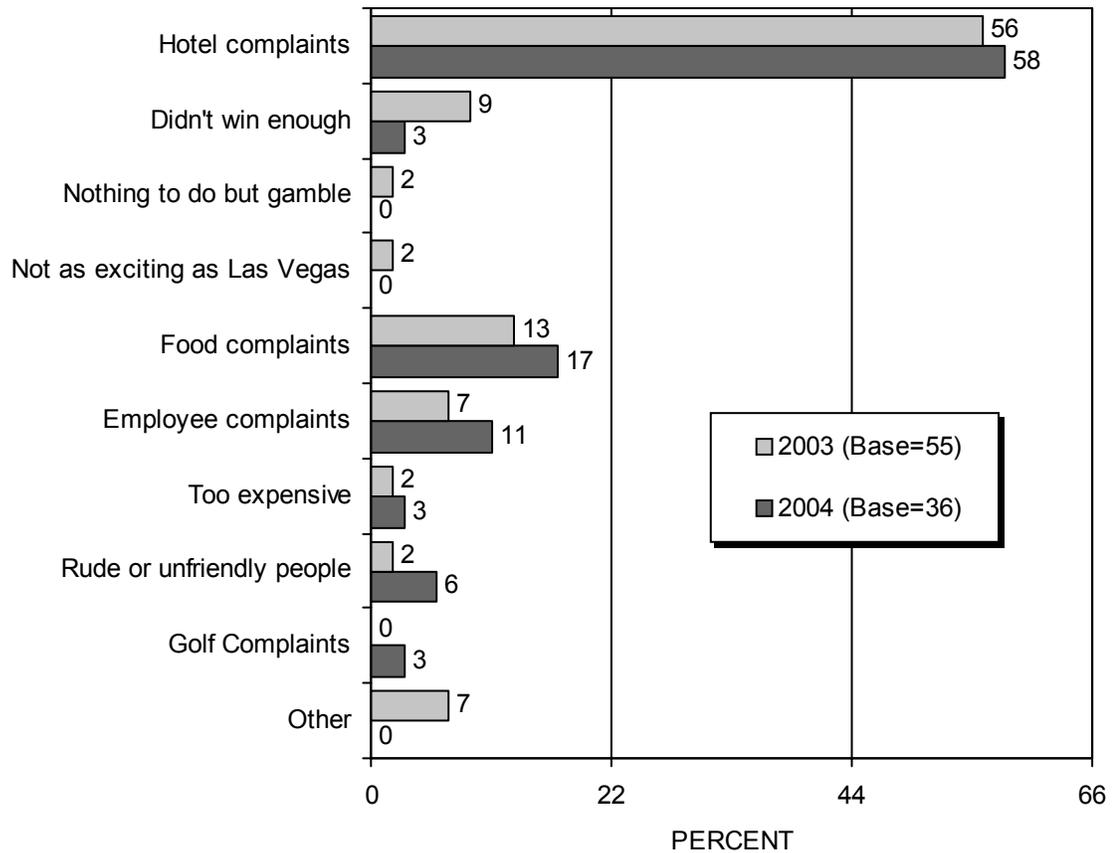
Virtually all (99%) visitors gave Mesquite a high satisfaction rating (Figure 50). In fact, 96% of visitors were “very” satisfied with their visit to Mesquite in the 2004 survey, an increase over last year (94%). Three percent (3%) were “somewhat” satisfied, down from 5%.

FIGURE 50
Satisfaction With Visit*



* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

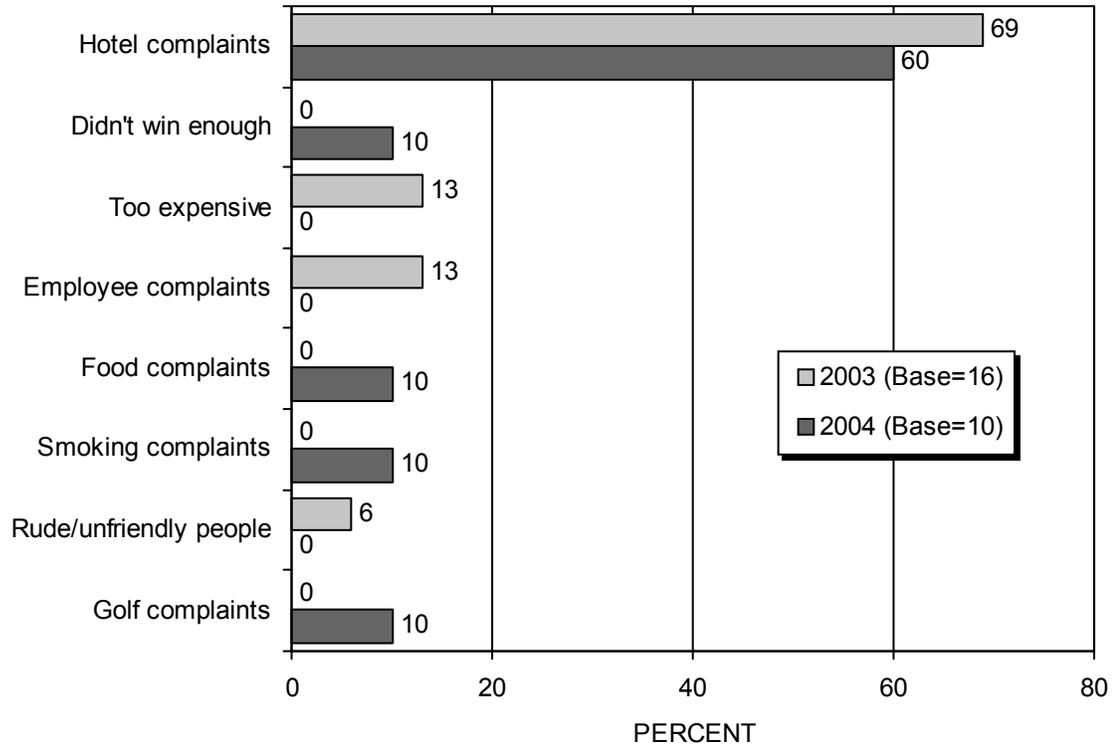
FIGURE 51
 Why Not “Very” Satisfied With Visit*
 (Among Those Who Were “Somewhat” Satisfied)



Those who were “somewhat” satisfied with their visit to Mesquite were asked why they were not “very” satisfied (Figure 51). Of the 36 respondents in this category in 2004, the largest proportion (58%) said they had hotel complaints, similar to last year. Seventeen percent (17%) had complaints about the food, 11% had complaints about hotel/casino employees, 6% mentioned rude or unfriendly people, and 3% said they didn’t win enough money gambling.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 52
 Why Dissatisfied With Visit*
 (Among Those Who Were Dissatisfied)



Those who were dissatisfied with their visit to Mesquite were asked why (Figure 52). Of the 10 respondents in this category, six (60%) had hotel complaints.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

VISITOR DEMOGRAPHICS

As Figures 53 and 54 show, respondents to the 2004 Mesquite Visitor Profile were likely to be married (86%), white (97%), over 50 years old (73%, up from 68% in 2003), and from the Western U.S. (79%). Respondents were more likely to be employed (54%) than retired (42%). More than one-half of visitors (57%) had a household income of less than \$60,000 (up from 54% in 2003), while 37% had incomes of \$60,000 or more. Thirty-eight percent (38%) had a high school education or less.

FIGURE 53
 VISITOR DEMOGRAPHICS

	YEAR 2003	YEAR 2004
<u>GENDER</u>		
Male	51%	50%
Female	49	50
<u>MARITAL STATUS</u>		
Married	88	86
Single	3	5
Separated/divorced	6	6
Widowed	3	4
<u>EMPLOYMENT</u>		
Employed	57	54
Unemployed	2	1
Student	0	0
Retired	39	42
Homemaker	3	3
<u>EDUCATION</u>		
High school or less	41	38
Some college	34	35
College graduate	23	25
Trade/vocational school	2	3
<u>AGE</u>		
21 to 29	4	3
30 to 39	9	7
40 to 49	19	17
50 to 59	28	29
60 to 64	14	17
65 or older	26	27
Refused/No answer	1	0
MEAN	55.0	56.3
BASE	(1200)	(1200)

FIGURE 54
VISITOR DEMOGRAPHICS
(Continued/2)

	YEAR 2003	YEAR 2004
<u>ETHNICITY</u>		
White	96%	97%
African-American/Black	1	0
Asian/Asian American	1	1
Hispanic/Latino	2	1
Other	1	1
<u>HOUSEHOLD INCOME</u>		
Less than \$20,000	2	6
\$20,000 to \$39,999	24	25
\$40,000 to \$59,999	28	26
\$60,000 to \$79,999	21	20
\$80,000 or more	18	17
Not sure/no answer	8	5
<u>VISITOR ORIGIN</u>		
<u>U.S.A.</u>	<u>93</u>	<u>93</u>
Eastern states [*]	2	3
Southern states [†]	3	3
Midwestern states [‡]	10	8
<u>Western states[§]</u>	<u>78</u>	<u>79</u>
<u>California</u>	10	10
Southern California	9	9
Northern California	1	1
<u>All Other West</u>	<u>68</u>	<u>69</u>
Utah	32	31
Arizona	4	3
Greater Las Vegas	10	10
Other West	23	25
No ZIP code given	0	0
<u>Foreign</u>	<u>7</u>	<u>7</u>
BASE	(1200)	(1200)

^{*} Eastern states: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.

[†] Southern states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

[‡] Midwestern states: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

[§] Western states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming.

APPENDIX:

**QUESTIONNAIRE WITH
AGGREGATE RESULTS**

RESPONDENT ID# _____
 INTERVIEW DATE: ____/____/____
INTERVIEW DAY:
 INTERVIEW LOCATION CODE _____
 TIME STARTED (USE 24-HOUR CLOCK)
 ____:____

TIME ENDED (USE 24-HOUR CLOCK)
 ____:____
 INTERVIEW LENGTH ____ MIN.
 INTERVIEWER ID # _____
RESPONDENT GENDER (BY OBSERVATION)
 MALE50%
 FEMALE50

Hello. I'm _____ from GLS Research, a national marketing research firm. We are conducting a survey of visitors to Mesquite. All answers are kept strictly confidential.

1. Are you a visitor to Mesquite, or are you a resident of the Mesquite area?

VISITOR.....	ASK Q2
RESIDENT	TERMINATE
NOT SURE/DK	
REFUSED/NA.....	

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	
REFUSED/NA.....	

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

YES	ASK A1
NO	TERMINATE
NOT SURE/DK.....	
REFUSED/NA	

A1. Is this your first visit to Mesquite, or have you visited before?

FIRST VISIT 17%	SKIP TO QA4 ON PAGE 2
VISITED BEFORE.....83	ASK A2
NOT SURE/DK.....0	
REFUSED/NA0	

A2. Including this trip, how many times have you visited Mesquite in the *past 5 years*? **(RECORD NUMBER BELOW AS 2 DIGITS. IF RESPONDENT SAYS "1," CONFIRM THAT THIS IS NOT THE RESPONDENT'S FIRST VISIT.)**

17.43 MEAN (ALL VISITORS)
20.88 MEAN (REPEAT VISITORS) (N=992)

A3. Including this trip, how many times have you visited Mesquite in the *past 12 months*? **(RECORD NUMBER BELOW AS 2 DIGITS.)**

5.72 MEAN (ALL VISITORS)
6.71 MEAN (REPEAT VISITORS) (N=992)

A4. **(ASK OF ALL RESPONDENTS.)**
 How did you first become aware of Mesquite?
(ASK AS AN OPEN-ENDED QUESTION. ACCEPT ONLY ONE RESPONSE.)

NEWSPAPER AD 1%
 MAGAZINE AD..... 2
 RADIO OR TELEVISION AD 2
 BILLBOARD/SIGN 5
 FRIENDS/RELATIVES
 (WORD-OF-MOUTH)..... 42
 TRAVEL AGENT 1
 HOTEL/MOTEL DIRECTORY..... 0
 JUST PASSING THROUGH 46
 BROCHURE/PAMPHLET 1
 SOME OTHER WAY 1
 NOT SURE/DK..... 0
 REFUSED/NA 0

A5. What was the *primary purpose* of *THIS* trip to Mesquite? **(ASK AS AN OPEN-END. ACCEPT ONLY ONE RESPONSE.)**

TO ATTEND OR WORK AT A
 CONVENTION/TRADE SHOW0%
 TO ATTEND A
 CORPORATE MEETING0
 TO GAMBLE.....12
 INCENTIVE TRAVEL
 PROGRAM (WON A TRIP AS A
 BONUS
 FROM EMPLOYER).....0
 VACATION/PLEASURE24
 VISIT FRIENDS/RELATIVES4
 TO ATTEND A SPECIAL
 EVENT (E.G., GOLF, RODEO,
 OR A FIGHT).....3
 TO ATTEND/PARTICIPATE
 IN A CASINO TOURNAMENT0
 OTHER BUSINESS
 PURPOSES.....2
 JUST PASSING THROUGH30
 WEDDING/TO GET MARRIED0
 TO PLAY GOLF6
 TO GO TO A SPA.....0
 TO RELAX/GET AWAY11
 TO DINE5
 SOME OTHER REASON3
 NOT SURE/DK0
 REFUSED/NA.....0

A6. Is this visit to Mesquite part of a longer trip where Mesquite is just one leg of that trip, or is Mesquite your only destination?

PART OF LONGER TRIP 66%	ASK A7
ONLY DESTINATION..... 34	SKIP TO B1
NOT SURE/DK 0	
REFUSED/NA..... 0	

A7. You just said Mesquite was not your only destination on this trip. When you left your home town or city, what was the PRIMARY destination of your trip? **(ASK AS AN OPEN-ENDED QUESTION. ACCEPT ONLY ONE RESPONSE. NOTE: THE PRIMARY DESTINATION CANNOT BE THEIR HOME TOWN OR CITY. PROBE IF NECESSARY TO MAKE SURE IT IS NOT: "That's not your home town or city, is it?")**
(N=789)

- MESQUITE, NEVADA..... 23%
- LAS VEGAS, NEVADA 21
- CALIFORNIA..... 15
- UTAH..... 13
- ARIZONA 11
- OTHER NEVADA 4
- COLORADO..... 2
- OTHER WEST 3
- OTHER U.S..... 2
- OTHER NORTH AMERICA 1
- NO PARTICULAR DESTINATION..... 4

B1. Did you travel to Mesquite by... **(READ LIST. ACCEPT ONLY ONE RESPONSE.)**

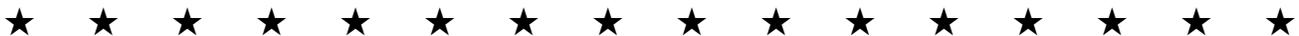
- Air..... 0%
- Bus
(IF "YES" ASK, "Do you mean...":)
Regularly scheduled bus service like Greyhound 0
- Or a chartered or escorted bus service or bus tour 2
- Automobile..... 82
- Truck..... 10
- Motorcycle 1
- Recreational Vehicle (RV)..... 5
- REFUSED/NA..... 0

B2. How far in advance did you plan this trip to Mesquite? **(ASK AS OPEN END.)**

- SAME DAY 22%
- 1-3 DAYS BEFORE 17
- 4-6 DAYS BEFORE 3
- 7-14 DAYS BEFORE 15
- 15-30 DAYS BEFORE 15
- 31-60 DAYS BEFORE 10
- 61-90 DAYS BEFORE 5
- MORE THAN 90 DAYS BEFORE..... 14
- NOT SURE/DK 0
- REFUSED/NA..... 0

B3. Did a travel agency assist you in planning your trip?

YES 3%	ASK B4
NO 97	SKIP TO B5
NOT SURE/DK..... 0	
REFUSED/NA 0	



(ASK ONLY OF THOSE WHO SAID "YES" IN B3.)

B4. Did the travel agent... **(READ LIST)** (N=33)

	<u>YES</u>	<u>NO</u>	<u>DON'T KNOW</u>	<u>RE-FUSED</u>
Influence your decision to visit Mesquite?.....	23%	77%	0%	0%
Influence your choice of accommodations?	19	81	0	0
"Book" your accommodations?.....	87	13	0	0
"Book" your transportation?.....	55	45	0	0

B5. (ASK OF ALL RESPONDENTS.)

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

	READ THESE RESPONSE CODES			DO NOT READ THESE RESPONSE CODES		
	Before Leaving Home	While En Route To Mesquite	After Arrival	DOES NOT APPLY	DON'T KNOW	RE-FUSED
AMONG ALL RESPONDENTS:						
a. Where to lodge in Mesquite?	61%	1%	8%	30%	0%	0%
b. What shows to see in Mesquite?	4	0	15	81	0	0
c. What attractions to visit in or near Mesquite?.....	13	0	2	84	0	0
d. What events to attend in Mesquite?	3	0	0	97	0	0
e. Where to gamble in Mesquite?	54	5	28	13	0	0
f. What recreational activities you would enjoy in Mesquite?	15	0	1	85	0	0

	Before Leaving Home	While En Route To Mesquite	After Arrival	DK/NA	
	AMONG THOSE TO WHOM THE QUESTION APPLIES:				
a. Where to lodge in Mesquite?	87%	2%	11%	0%	(N=838)
b. What shows to see in Mesquite?	22	0	78	0	(N=231)
c. What attractions to visit in or near Mesquite?.....	83	1	15	1	(N=190)
d. What events to attend in Mesquite?	100	0	0	0	(N=41)
e. Where to gamble in Mesquite?	62	6	32	0	(N=1046)
f. What recreational activities you would enjoy in Mesquite?	94	1	4	1	(N=186)

C1. On this trip to Mesquite, where did you lodge?
(ASK AS OPEN END. ACCEPT ONLY ONE RESPONSE. A "LODGING" IS ANY PLACE THE RESPONDENT SLEPT OVERNIGHT. SOME PEOPLE MIGHT COME TO MESQUITE AT NIGHT JUST TO GAMBLE THROUGH THE NIGHT AND LEAVE THE NEXT DAY. THESE PEOPLE DID NOT "LODGE" ANYWHERE — CODE 96.)

- HOTEL/MOTEL 59%
- FRIENDS/RELATIVES 3
- RV/CAMPER/CAMPING 5
- DID NOT LODGE ANYWHERE .. 30
- TIMESHARE..... 3
- NOT SURE/DK..... 0
- REFUSED/NA 0

IF RESPONSE TO C1 IS STAYED AT A HOTEL OR MOTEL (CODES 01-10, 97), ASK C2 THROUGH C8.

ANY OTHER RESPONSE TO C1, SKIP TO C9 ON PAGE 6.

C2. How far in advance did you make your reservations for your (hotel room/motel room/RV park space) for this trip to Mesquite? **(ASK AS OPEN END.)** (N=708)

- SAME DAY22%
- 1-6 DAYS BEFORE 14
- 7-14 DAYS BEFORE23
- 15-30 DAYS BEFORE 16
- MORE THAN 30 DAYS BEFORE24
- NOT SURE/DK0
- REFUSED/NA.....0

C3. Including yourself, how many people stayed in your room? (N=708)

- ONE 10%
- TWO..... 79
- THREE..... 6
- FOUR..... 3
- FIVE OR MORE..... 0
- REFUSED/NA.....0

2.04 MEAN

C4. Which of the following rate categories best describes your room rate? **(SHOW CARD "A." ACCEPT ONLY ONE RESPONSE.)** (N=708)

HOTEL/TRANSPORTATION PACKAGE DEAL..... 2%	ASK C5
TOUR/TRAVEL GROUP 2	
HOTEL/AMENITIES PACKAGE DEAL..... 14	SKIP TO C8
CONVENTION GROUP/COMPANY MEETING..... 1	
CASINO RATE 1	
REGULAR FULL-PRICE ROOM RATE..... 59	
CASINO COMPLIMENTARY 18	SKIP TO C9
ANOTHER RATE 1	SKIP TO C8
NOT SURE/DK..... 0	
REFUSED/NA 0	

C5 Did you purchase your package directly from a hotel? (N=125)

- YES 71%
- NO 29
- NOT SURE/DK 0
- REFUSED/NA..... 0

C6. What was the total *PER PERSON* cost of your package? **(ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)** (N=125)

- \$0 - \$49..... 6%
- \$50 - \$99..... 15
- \$100 - \$149..... 13
- \$150 or more 62
- Refused/No answer 5

\$271.92 MEAN
\$199.00 MEDIAN

- C7. Where did you *first* hear about this package?
(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.) (N=125)
- NEWSPAPER.....6%
 - TELEVISION..... 14
 - RADIO.....3
 - MAGAZINE 8
 - TRAVEL AGENT 5
 - WORD-OF-MOUTH..... 42
 - OUTDOOR BILLBOARD 1
 - INTERNET/WEBSITE..... 6
 - OFFER RECEIVED IN THE MAIL..... 7
 - RESERVATION AGENT/ CALL CENTER 6
 - OTHER 2
 - NOT SURE/DK 0
 - REFUSED/NA..... 0

PACKAGE VISITORS SKIP TO C9

- C8. **(ASK ONLY OF NON-PACKAGE VISITORS)**
 By the time you leave Mesquite, 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=443)
- \$0 - \$24 20%
 - \$25 - \$49 48
 - \$50 or more 32
 - Refused/No answer..... 1
- \$43.82 MEAN
\$39.00 MEDIAN

- C8a. How did you *first* find out about the room rate you paid? **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=443)
- RESERVATION AGENT/ CALL CENTER 91
 - WORD-OF-MOUTH 3
 - INTERNET AD (POP-UP OR BANNER AD) /WEBSITE 3
 - OTHER..... 4
 - NOT SURE/DK 0

- C9. **(ASK OF ALL RESPONDENTS.)**
 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.")
(WRITE TWO-DIGIT NUMBER IN BLANKS BELOW.)

- 1..... 13%
 - 2..... 71
 - 3..... 7
 - 4..... 8
 - 5 or more 1
- 2.12 MEAN
2.00 MEDIAN

- C10. Are there any people *under the age of 21* in your IMMEDIATE party?
- YES..... 5%
 - NO 95
 - NOT SURE/DK 0
 - REFUSED/NA..... 0

C11. By the time you leave, how many *nights* will you have stayed in Mesquite? **(WRITE TWO-DIGIT NUMBER IN BLANKS BELOW.)**

- None..... 30%
- 1 24
- 2 20
- 3 12
- 4 6
- 5 or more..... 8
- 1.75 MEAN
- 1.00 MEDIAN

IF THE ANSWER TO C11 IS "00," THEN C1 MUST BE "96."

C12. By the time you leave, how many *days* will you have been in Mesquite? **(WRITE TWO-DIGIT NUMBER IN BLANKS BELOW. MUST BE AT LEAST "01.")**

- 1 30%
- 2 24
- 3 20
- 4 12
- 5 6
- 6 or more..... 8
- 2.75 MEAN
- 2.00 MEDIAN

C13. On what day of the week did you arrive in Mesquite?

- SUNDAY 16%
- MONDAY 13
- TUESDAY 14
- WEDNESDAY 12
- THURSDAY 12
- FRIDAY 16
- SATURDAY 17
- REFUSED/NA..... 0

D1. Have you gambled during this visit to Mesquite?

YES 87%	ASK D2
NO 13	SKIP TO D5 ON PAGE 7
NOT SURE/DK..... 0	
REFUSED/NA 0	

D2. 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=1048)

- 0-2 45%
- 3-4 29
- 5-6 14
- 7-8 6
- 9-10 3
- MORE THAN 10..... 3
- 3.41 MEAN
- 3.00 MEDIAN

D3. Which type of casino game do you play *MOST OFTEN*. **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=1048)

- SLOT MACHINES 44%
- VIDEO POKER..... 23
- OTHER VIDEO MACHINES (21, KENO, ETC.)..... 3
- BINGO 3
- BLACKJACK 19
- CRAPS 4
- KENO 1
- POKER..... 1
- ROULETTE 1
- OTHER..... 2
- NOT SURE/DK..... 0
- REFUSED/NA 0

D4. 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=1048)

- \$1 - \$99 37%
- \$100 - \$199 20
- \$200 - \$299 16
- \$300 - \$399 8
- \$400 - \$499 4
- \$500 - \$599 6
- \$600 or more 7
- Refused/No answer..... 2
- \$228.87 MEAN
- \$100.00 MEDIAN

D5. **(ASK OF ALL RESPONDENTS.)** Within the past 12 months, have you gambled at a casino facility anywhere in the United States outside of the Mesquite area? Please do not include “card rooms,” even though they are similar to casinos.

- YES 81%
- NO 19
- NOT SURE/DK..... 0
- REFUSED/NA 0

B6. Will you (or did you) visit other areas of Nevada or the surrounding area, either before or after this visit to Mesquite?

YES 50%	ASK B7
NO 50	SKIP TO B8
NOT SURE/DK..... 0	
REFUSED/NA 0	

B7. On this trip, will you (or did you) visit... **(READ LIST. ACCEPT MULTIPLE RESPONSES.)**

- A. Las Vegas 59% (N=603)
- B. Laughlin..... 11
- C. Primm (Stateline) 5
- D. Hoover Dam 11
- E. Lake Mead..... 10
- F. Mt. Charleston/ Lee Canyon ... 0
- G. Valley of Fire 8
- H. Grand Canyon..... 8
- I. Death Valley..... 2
- J. Bryce Canyon..... 12
- K. Zion National Park..... 16
- L. St. George (Utah)..... 28
- X. Other 10

B8. Which of the following activities did you (or will you) participate in during your stay in Mesquite? **(READ LIST. ACCEPT MULTIPLE RESPONSES.)**

- A. Relax or swim at a pool 13%
- B. Play golf..... 11
- C. Visit a spa 4
- D. Eat at a buffet 56
- E. Eat at a coffee shop/café..... 78
- F. Eat at a fine dining establishment 10
- G. Hiking..... 3
- H. Watch a lounge act..... 17
- I. Other..... 3

B9. While in Mesquite, did you stop by the Mesquite Visitors Center?

- YES.....2%
- NO98
- NOT SURE/DK0
- REFUSED/NA.....0

C14. By the time you leave Mesquite, how much will you have spent *ON AVERAGE PER DAY* in Mesquite for...
(READ EACH ITEM. ROUND TO THE NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)

- | | | | |
|--|----------------|----------------------|----------|
| A. Food and drink. Please include only your own, personal expenses and not those of your entire party. | <u>\$53.64</u> | MEAN (INCLUDING \$0) | PER TRIP |
| | <u>\$61.60</u> | MEAN (EXCLUDING \$0) | AVERAGE |
| B. Local transportation (for example, car rental, taxi limo, gas). Please include all your daily transportation expenses | <u>\$2.72</u> | MEAN (INCLUDING \$0) | PER TRIP |
| | <u>\$56.28</u> | MEAN (EXCLUDING \$0) | AVERAGE |

C15. By the time you leave Mesquite, how much will you have spent in Mesquite 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.)**

- | | | |
|---|-----------------|----------------------|
| A. Recreational activities such as golf, horseback riding, a spa, or shooting | <u>\$9.37</u> | MEAN (INCLUDING \$0) |
| | <u>\$138.88</u> | MEAN (EXCLUDING \$0) |
| B. Shows/entertainment (not including gambling)..... | <u>\$0.81</u> | MEAN (INCLUDING \$0) |
| | <u>\$64.53</u> | MEAN (EXCLUDING \$0) |
| X. Other | <u>\$4.71</u> | MEAN (INCLUDING \$0) |
| | <u>\$73.32</u> | MEAN (EXCLUDING \$0) |



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

F1. Overall, how satisfied were you with your visit to Mesquite? Were you... **(READ LIST.)**

Very satisfied..... 96%	SKIP TO G1 ON PAGE 9
Somewhat satisfied 3	ASK F2
Very/somewhat dissatisfied . 1	ASK F3
Very dissatisfied *	* - less than 1%
<u>DO NOT READ</u>	
NOT SURE/DK..... 0	SKIP TO G1 ON PAGE 9
REFUSED/NA 0	

F2. You just said you were *somewhat* satisfied with your overall experience in Mesquite. What is the *MAIN* reason that keeps you from saying you were *very* satisfied? **(ACCEPT ONLY ONE RESPONSE.)** (N=36)

- | | |
|---|---------------------------------|
| HOTEL COMPLAINTS 58% | RUDE/UNFRIENDLY PEOPLE 6% |
| FOOD COMPLAINTS..... 17 | GAMBLING COMPLAINTS 3 |
| HOTEL/CASINO EMPLOYEE COMPLAINTS 11 | TOO EXPENSIVE..... 3 |
| | GOLF COMPLAINTS..... 3 |

AFTER ANSWERING F2, SKIP TO G1

F3. What is the *MAIN* reason you were dissatisfied with your overall experience in Mesquite? **(ACCEPT ONLY ONE RESPONSE.)** (N=10)

- | | |
|------------------------------|-----------------------------|
| HOTEL COMPLAINTS 60% | FOOD COMPLAINTS 10% |
| GAMBLING COMPLAINTS 10 | SMOKING COMPLAINTS 10 |
| | GOLF COMPLAINTS..... 10 |



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

G1. Are you currently... **(READ LIST. ACCEPT ONLY ONE RESPONSE.)**

Employed 54%	ASK G2
Unemployed 1	SKIP TO G3
Student 0	
Retired 42	
Homemaker 3	
<u>DO NOT READ</u>	SKIP TO G3
REFUSED/NA 0	

G2. What is your occupation? **(SPECIFY OCCUPATION, NOT TITLE OR COMPANY NAME. "SELF EMPLOYED" IS NOT AN ACCEPTABLE RESPONSE. PROBE FOR THE TYPE OF WORK DONE.)** (N=648)

- SALES/CLERICAL 28%
- SERVICE WORKERS 24
- MANAGERS/OFFICIALS/
PROPRIETORS 19
- PROFESSIONAL/TECHNICAL 18
- CRAFTWORKERS/FOREMEN 7
- FARMING/AGRICULTURE 2
- LABORER 2

G3. What was the last grade or year of school that you completed? **(DO NOT READ LIST.)**

- GRADE SCHOOL OR
SOME HIGH SCHOOL 2%
- HIGH SCHOOL DIPLOMA
(FINISHED GRADE 12) 35
- SOME COLLEGE (INCLUDES
JUNIOR/COMMUNITY
COLLEGE — NO BACHELOR'S
DEGREE) 35
- GRADUATED COLLEGE 19
- GRADUATE SCHOOL
(MASTER'S OR PH.D.) 6
- TECHNICAL, VOCATIONAL,
OR TRADE SCHOOL 3
- REFUSED/NA 0

G4. What is your marital status? Are you... **(READ FIRST 4 ITEMS IN LIST.)**

- Married 86%
- Single 5
- Separated or divorced 6
- Widowed 4
- REFUSED/NA 0

G5. What country do you live in?

USA	93%	ASK G6	
AUSTRALIA.....	*	* - less than 1%	
CANADA.....	6		
ENGLAND (GREAT BRITAIN)	1		
FRANCE	0		
GERMANY.....	0		
ITALY	0		
JAPAN	0		
MEXICO.....	0		
NETHERLANDS (HOLLAND)	*		SKIP TO G7
SOUTH KOREA.....	0		
SWEDEN	*		
OTHER EUROPE (NORWAY, DENMARK, SPAIN, PORTUGAL, ETC.; SPECIFY:)	0		
OTHER	*		
REFUSED/NA.....	*		

G6. **(ASK ONLY OF VISITORS FROM THE USA)**
What is your ZIP code, please?
(REGION - FROM ZIP CODE)

EAST	3%
SOUTH	3
MIDWEST	8
WEST	79
CALIFORNIA.....	10
SOUTHERN CA	9
NORTHERN CA	1
UTAH.....	31
ARIZONA	3
GREATER LAS VEGAS.....	10
OTHER WEST	25
FOREIGN VISITORS	7
NO ZIP CODE	0

G7. **(ETHNICITY BY OBSERVATION. IF UNSURE, ASK:)**

Most people think of themselves as belonging to a particular ethnic or racial group. What ethnic or racial group are you a member of? **(ASK ONLY IF NECESSARY: Are you white, Black or African American, Asian or Asian American, Hispanic or Latino — or of some other ethnic or racial background?)** * - less than 1%

WHITE	97%
BLACK OR AFRICAN AMERICAN	*
ASIAN OR ASIAN AMERICAN	1
HISPANIC/LATINO	1
NATIVE AMERICAN	1
MIXED RACE	*
OTHER	0
NOT SURE/DON'T KNOW	0
REFUSED/NO ANSWER	0

EDITORS!
ALL EUROPEAN AND MIDDLE EASTERN NATIONALITIES (FOR EXAMPLE, IRISH, ITALIAN, JEWISH, ARAB, ARMENIAN, TURKISH, ETC.) SHOULD BE CLASSIFIED AS "WHITE". ALL PACIFIC ISLANDERS (PHILIPPINES, HAWAII, SAMOA, FIJI, ETC.) SHOULD BE CLASSIFIED AS "ASIAN".

G8. What is your age, please? **(RECORD IT EXACTLY AND CIRCLE APPROPRIATE CATEGORY BELOW.)**

56.26 MEAN
57.00 MEDIAN

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

21 to 29.....	3%
30 to 39.....	7
40 to 49.....	17
50 to 59.....	29
60 to 64.....	17
65 and older	27
REFUSED/NA	0

G9. Please tell me which one of these categories includes your total household income before taxes last year. **(SHOW CARD "B".)** Include your own income and that of any member of your household who is living with you.

- A. Less than \$20,000..... 6%
- B. \$20,000 to \$29,999 12
- C. \$30,000 to \$39,999 14
- D. \$40,000 to \$49,999 14
- E. \$50,000 to \$59,999 12
- F. \$60,000 to \$69,999 10
- G. \$70,000 to \$79,999 10
- H. \$80,000 to \$89,999 7
- I. \$90,000 to \$99,999 5
- J. \$100,000 or more..... 5
- NOT SURE/DK 0
- REFUSED/NA..... 5

CARD A

HOTEL/MOTEL RATES

1. HOTEL/TRANSPORTATION PACKAGE DEAL

One price that includes your hotel room *and* airfare or bus transportation to Las Vegas. The package may or may not also include other items such as shows or meals.

2. HOTEL/AMENITIES PACKAGE DEAL (NO TRANSPORTATION INCLUDED)

One price that includes your hotel room *and* other items such as shows, meals, or other amenities, but *does not* include airfare or bus transportation to Las Vegas.

3. TOUR/TRAVEL GROUP

You are traveling as part of a tour or travel group. The tour/travel group package price includes room *and* airfare or bus transportation to Las Vegas. The package may or may not also include other items such as shows or meals.

4. CONVENTION GROUP/COMPANY MEETING

Arranged through an employer or convention.

5. CASINO RATE

Special reduced rate arranged through a casino host or casino employee.

6. REGULAR FULL-PRICE ROOM RATE

Full price, no discounts.

7. CASINO COMPLIMENTARY

Room is free of charge.

8. ANOTHER RATE

Any other special room rate not shown above.

CARD B

INCOME CATEGORIES

- A. Less than \$20,000**
- B. \$20,000 to \$29,999**
- C. \$30,000 to \$39,999**
- D. \$40,000 to \$49,999**
- E. \$50,000 to \$59,999**
- F. \$60,000 to \$69,999**
- G. \$70,000 to \$79,999**
- H. \$80,000 to \$89,999**
- I. \$90,000 to \$99,999**
- J. \$100,000 or more**