



COOPERATIVE EXTENSION

Bringing the University to You

Special Publication 05-22

2005 Household Survey Results for Colorado River Communities

Including:

**Laughlin, NV
Bullhead City, AZ
Fort Mohave, AZ
Mohave Valley, AZ
Golden Valley, AZ
Needles, CA**

Prepared by:

Buddy Borden
Rob Grumbles
Jim Lopez

University of Nevada Cooperative Extension
University of Nevada, Reno
2345 Red Rock
Las Vegas, NV 89146
702-222-3130

Arizona Cooperative Extension
University of Arizona
101 E. Beale Street, Suite A
Kingman, AZ 86401-5827
928-753-3788

Buddy Borden is an Area Extension Specialist in Community and Economic Development, University of Nevada Cooperative Extension Office, Clark County, University of Nevada, Reno

Rob Grumbles is a County Director / Agent, Agriculture and Natural Resources, University of Arizona Cooperative Extension Office, Mohave County, University of Arizona.

Jim Lopez is an Economist II, University of Nevada Cooperative Extension Office, Clark County, University of Nevada, Reno.

The University of Nevada, Reno is an equal opportunity/affirmative action employer and does not discriminate on the basis of race, color, religion, sex, age, creed, national origin, veteran status, physical or mental disability and sexual orientation in any program or activity it operates. The University of Nevada employs only United States citizens and aliens lawfully authorized to work in the United States.

This report is the second in a series of studies currently being conducted on the Laughlin and Bullhead City region to define the social and economic interactions between communities in the region. First, a special thanks to the Laughlin Town Manger Office, Laughlin Chamber of Commerce, City of Bullhead City, and Bullhead City Economic Development Authority for providing financial support for this study. Second, the research team would like to thank the regional advisory committee and business community for their endless efforts coordinating over 800 face-to-face household interviews. Finally, we would like to thank the research team, Buddy Borden, Rob Grumbles, Jim Lopez, Joan Wright, Slavica Karastankovic, Miguel Henry, and Jennifer Stovall for their superior efforts conducting the household surveys.

Table of Contents

Introduction	7
Regional Map by Zip Code	9
Question 1. Please provide place of residence and place of employment for you and your household.....	10
Question 2. Are you considered a full-time or part-time resident?.....	14
Question 3/4. How long have you been a resident of the region? Where moved from?.....	15
Question 5. What is the size of your household?	16
Question 6A. What is your age?	17
Question 6B. What is your highest educational attainment?	21
Question 6C. What is your ethnicity?	25
Question 6D. What is your employment status?	29
Question 6E. What industry are you employed in?	33
Question 7. Do you or others in your household have more than one job?	40
Question 8. What was your estimated 2004 annual household income?	41

List of Tables

Table 1. Place of Residence, Survey Sample Response versus 2004
Population Estimates 10

Table 2. Place of Employment, Survey Sample Response versus 2004
Employment Estimates 11

Table 3. Survey Sample Response to Family Member’s Place of Employment 13

Table 4. Survey Sample Responses to Residency Status 14

Table 5. Survey Sample Response to Length of Residency 15

Table 6. Survey Sample Response to Average Household Size 16

Table 7. Survey Sample Response to Age (Survey Taker) 18

Table 8. Survey Sample Response to Age (Household Member One) 18

Table 9. Survey Sample Response to Age (Household Member Two) 19

Table 10. Survey Sample Response to Age (Household Member Three) 19

Table 11. Survey Sample Response to Age (Household Member Four) 20

Table 12. Survey Sample Response to Age (Total Household) 20

Table 13. Survey Sample Response to Highest Educational Attainment
(Survey Taker) 22

Table 14. Survey Sample Response to Highest Educational Attainment
(Household Member One) 22

Table 15. Survey Sample Response to Highest Educational Attainment
(Household Member Two) 23

Table 16. Survey Sample Response to Highest Educational Attainment
(Household Member Three) 23

Table 17. Survey Sample Response to Highest Educational Attainment
(Household Member Four) 24

Table 18. Survey Sample Response to Highest Educational Attainment
(Total Household) 24

Table 19. Survey Sample Response to what is your Ethnicity? (Survey Taker) 26

Table 20. Survey Sample Response to what is your Ethnicity?
(Household Member One) 26

Table 21. Survey Sample Response to what is your Ethnicity?
(Household Member Two) 27

Table 22. Survey Sample Response to what is your Ethnicity?
(Household Member Three) 27

Table 23. Survey Sample Response to what is your Ethnicity?
(Household Member Four) 28

Table 24. Survey Sample Response to what is your Ethnicity?
(Total Household) 28

Table 25. Survey Sample Response to what is your Employment Status?
(Survey Taker) 30

Table 26. Survey Sample Response to what is your Employment Status?
(Household Member One) 30

Table 27. Survey Sample Response to what is your Employment Status?
(Household Member Two) 31

Table 28.	Survey Sample Response to what is your Employment Status? (Household Member Three)	31
Table 29.	Survey Sample Response to what is your Employment Status? (Household Member Four)	32
Table 30.	Survey Sample Response to what is your Employment Status? (Total Household)	32
Table 31.	Survey Sample Response to what industry are you employed in? (Survey Taker)	34
Table 32.	Survey Sample Response to what industry are you employed in? (Household Member One)	35
Table 33.	Survey Sample Response to what industry are you employed in? (Household Member Two)	36
Table 34.	Survey Sample Response to what industry are you employed in? (Household Member Three)	37
Table 35.	Survey Sample Response to what industry are you employed in? (Household Member Four)	38
Table 36.	Survey Sample Response to what industry are you employed in? (Total Household)	39
Table 37.	Survey Sample Response to do you or others in your household hold more than one job?	40
Table 38.	Survey Sample Response to what is your estimated 2004 annual household income?	42

List of Figures

Figure 1.	Survey Sample Responses Comparison to 2004 Population Estimates	10
Figure 2.	Survey Sample Response to Place of Employment and Comparison to 2004 Estimated Total Employment across Area	11
Figure 3.	Survey Sample Response to Place of Residence and Place of Employment	12
Figure 4.	Total Area Estimated Population by Place of Residence and Place of Employment	12
Figure 5.	Survey Sample Response to Family Member's Place of Employment	13
Figure 6.	Survey Sample Response to Residency Status	14
Figure 7.	Survey Sample Response to Length of Residency	15
Figure 8.	Survey Sample Response to Average Household Size	16
Figure 9.	Survey Sample Response to Age. (Survey Taker) $n = 807$	17
Figure 10.	Survey Sample Response to Age. (Total Household) $n = 1,972$	17
Figure 11.	Survey Sample Response to Highest Educational Attainment (Survey Taker) $n = 807$	21
Figure 12.	Survey Sample Response to Highest Educational Attainment. (Total Household) $n = 1805$	21
Figure 13.	Survey Sample Response to Ethnicity. (Survey Taker) $n = 807$	25
Figure 14.	Survey Sample Response to Ethnicity. (Total Household) $n = 1,925$	25
Figure 15.	Survey Sample Response to Employment Status. (Survey Taker) $n = 807$	29
Figure 16.	Survey Population Response to Employment Status. (Total Household) $n = 1,730$	29
Figure 17.	Survey Sample Response to Employment Industry. (Survey Taker) $n = 807$	33
Figure 18.	Survey Sample Response to Employment Industry. (Total Household) $n = 1,972$	33
Figure 19.	Survey Sample Response to do you or others in your household hold more than one job?	40
Figure 20.	Survey Sample Response to Annual Household Income. (Survey Taker) $n = 807$	41
Figure 21.	2004 Census Annual Household Income	41

Introduction

Social characteristic of a community is one of the first steps for understanding a community. Often, communities are solely reliant on Census data that is dated and limits its usefulness, especially when an area's population and social characteristics are rapidly changing. This is the situation that currently exists in the Laughlin and Bullhead City region. Population and economic bases are expanding making it necessary to verify most recent published census data through a localized household social and demographic survey. Comparing results from a community primary household survey with published census data can assist a community or region to better understand if the community social characteristics are changing.

The purpose of this report is to present results from a primary household survey conducted face-to-face on 807 households in the Laughlin and Bullhead City region. The survey was conducted during one week in August of 2005. The study area included Laughlin, Nevada; Needles, California; and the Arizona communities of Bullhead City, Fort Mohave, Mohave Valley, and Golden Valley.

Method

Working with a local advisory committee and business organizations representing communities in the study area, a cross section of economic sectors were identified to select employees for face-to-face surveying. A total of 12 economic sectors were selected including retail, gaming, eating/drinking, utilities, government, education, health care, communications, publishing, banking, insurance, and non-profit. Key business operators in each economic sector were identified to approach and asked to make available a cross-section of employees by occupation (i.e. management, mid-level, and entry level employees). In most cases, employees were scheduled to meet with the research team to take the surveys in a group or classroom setting. In some instances surveys were conducted one-on-one. Two questionnaires were administered; 1) Household Background Questionnaire asking basic social and demographic characteristics about their households and 2) Household Expenditure Questionnaire asking typical monthly household expenditures in key economic sectors and where these expenditures take place, in the region or out of the region. This report only summarizes the results from the first survey, Household Background Survey. A research team of seven university professors, research associates, and graduate students administered surveys over a four day period in August 2005.

Results

A total of 807 valid surveys were administered and entered into a SPSS¹ database. Basic frequency and cross-tabulation analyses were conducted on the data set. Given the unique nature of the regional economy, a key cross-tabulation variable was place of residence because several residents live in one community and work in another community. The region has been built around gaming tourism located in Laughlin which is the largest employer group in the region. Several gaming employees actually live in Arizona communities and commute to

¹ SPSS is a predictive analytical software.

Laughlin, Nevada, for employment. Support industries, retail and service, are primarily located in Arizona and continue to expand in response to the increase in population. This dynamic creates several cross-boarder social and economic interactions. Results are summarized in the following pages.

How to Interpret Tables and Graph

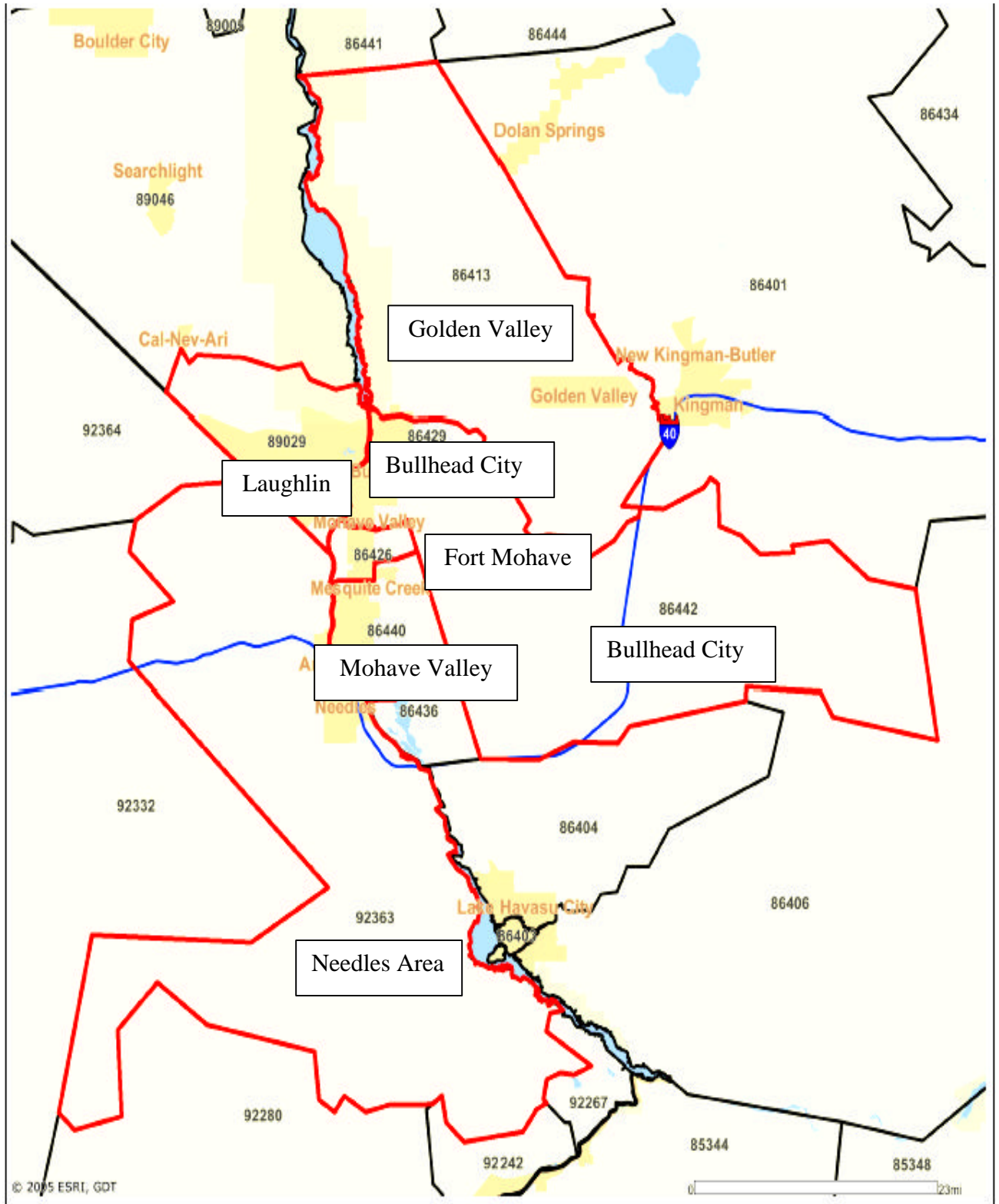
1. Results are presented by place or residence. A total of 31 survey takers did not complete where they resided, thus being counted as a no response. However, they did complete the rest of the survey qualifying them as a valid response.
2. Other no response tabulations represent individuals that answered place of residence question but did not answer a specific question. This no response varies by question. For example, question 2 shows 31 respondents did not answer the place of residence question (row) and 23 respondents did not answer their residency status (column).
3. The survey also asked survey takers to provide information about other members within their household. This increased the actual sample size by 871 for a total sample of 1,678. The initial 807 sample represents only one member of the household (survey taker). Questions 1, 6, and 7 report results for other family members in separate tables and graphs.

General Comments and Conclusions

Comparing survey results with general social and demographic characteristics for Colorado River communities shows that this region is unique in many ways. First, approximately 48 percent of the regions population resides in Bullhead City, 10 percent in Laughlin and 42 percent in other Colorado River communities. This trend is consistent between 2000 and 2004. Second, regional employment shows the opposite effect with 50 percent of the total regional employment located in Laughlin, 31 percent located in Bullhead City and 19 percent in other Colorado River communities. This result further confirms the importance of all Colorado River communities contributing to the overall social and economic structure in the region. Understanding the unique social and economic characteristics of the communities in the region and how they interact is important for any community or economic development planning process.

An additional household survey was also conducted in the region defining household expenditures and interactions with communities in the region. Results of these surveys will be reported in future publications.

Regional Map by Zip Code (outline in red)



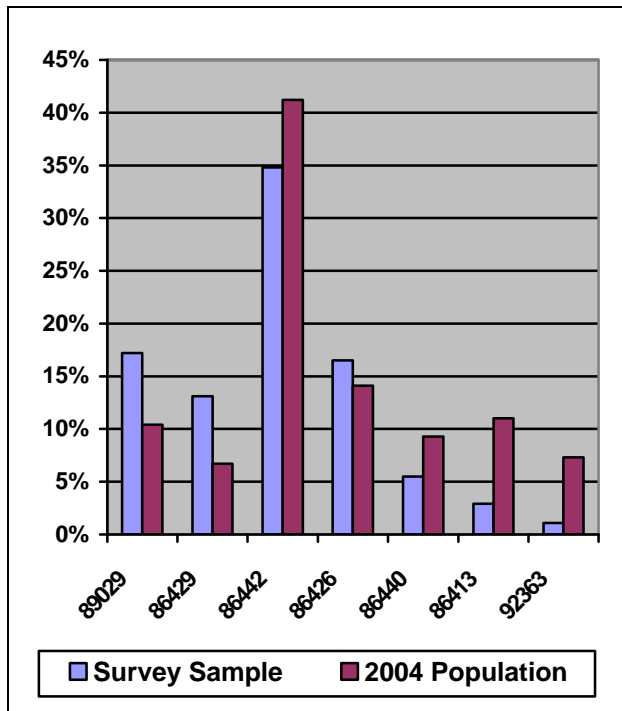
Question 1. Please provide place of residence and place of employment for you and your household.

Table 1. Place of Residence, Survey Sample Response versus 2004 Population Estimates.

<i>Place of Residence (Zip Code)</i>	Survey Sample	Survey Percent	2004 Population*	2004 Percent
Laughlin (89029)	139	17.2	8,153	10.4
Bullhead City (86429)	106	13.1	5,233	6.7
Bullhead City (86442)	281	34.8	32,222	41.2
Fort Mohave (86426)	133	16.5	11,065	14.1
Mohave Valley (86440)	44	5.5	7,286	9.3
Golden Valley (86413)	23	2.9	8,670	11.0
Needles (92363)	9	1.1	5,585	7.3
Other Zip Code Areas	41	5.1	NA	NA
No Response	31	3.8	NA	NA
Total	807	100.0	78,214	100.0

* Estimates provided by ERSI forecasts for 2004

Figure 1. Survey Sample Responses Comparison to 2004 Population Estimates.



Purpose of Question:

To identify where residents live.

Summary:

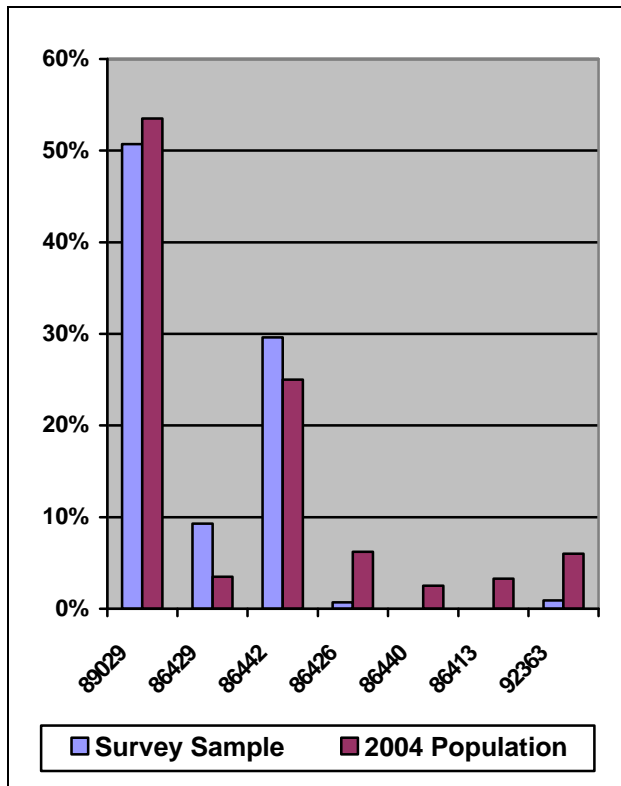
- Overall, survey sample across communities followed the distribution of area population.
- Laughlin (89029), Bullhead City (86429), and Fort Mohave (86426) reported a greater percentage of survey responses when compared to percentage of area population.
- Bullhead City (86442), Mohave Valley (86440), Golden Valley (86413), and Needles (92363) may have been slightly underrepresented when compared to percentage of area population.

Table 2. Place of Employment, Survey Sample Response versus 2004 Employment Estimates.

<i>Place of Employment (Zip Code)</i>	Survey Sample	Survey Percent	2004 Employment*	2004 Percent
Laughlin (89029)	409	50.7	16,661	53.5
Bullhead City (86429)	75	9.3	1,104	3.5
Bullhead City (86442)	239	29.6	7,782	25.0
Fort Mohave (86426)	6	0.7	1,938	6.2
Mohave Valley (86440)	0	0	794	2.5
Golden Valley (86413)	0	0	950	3.3
Needles (92363)	7	0.9	1,869	6.0
Other Zip Code Areas	2	0.2	NA	NA
No Response	69	8.6	NA	NA
Total	807	100.0	31,098	100.0

* Estimates provided by ERSI forecasts for 2004

Figure 2. Survey Sample Response to Place of Employment and Comparison to 2004 Estimated Total Employment Across Area.



Purpose of Question:

To identify where residents work.

Summary:

- ✚ Over 80% of survey participants were employed in Laughlin (89029) and Bullhead City (86442). This is consistent with the region’s total employment allocation.
- ✚ No employment was reported by survey participants for Mohave Valley (86440) and Golden Valley (86413). This is not surprising since it is estimated that these communities account for approximately 5% of the region’s total employment.

Figure 3. Survey Sample Response to Place of Residence and Place of Employment.

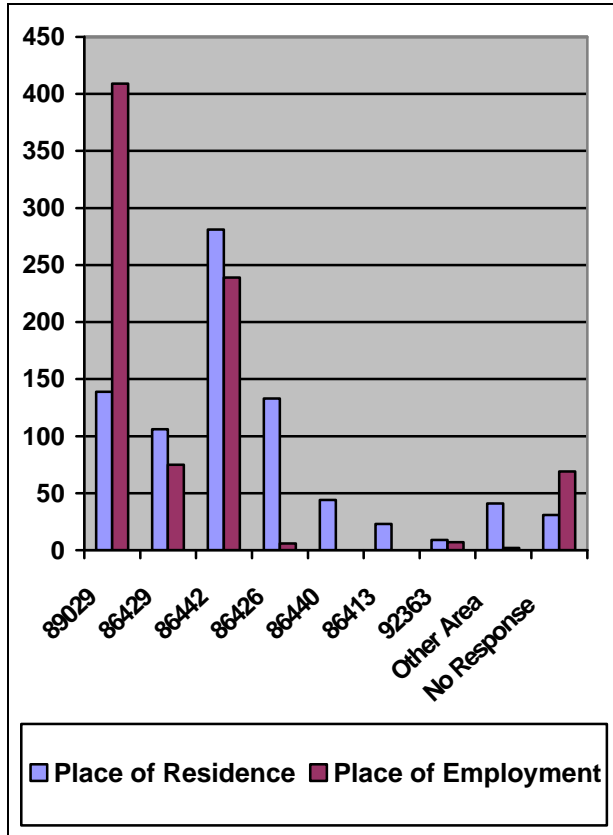
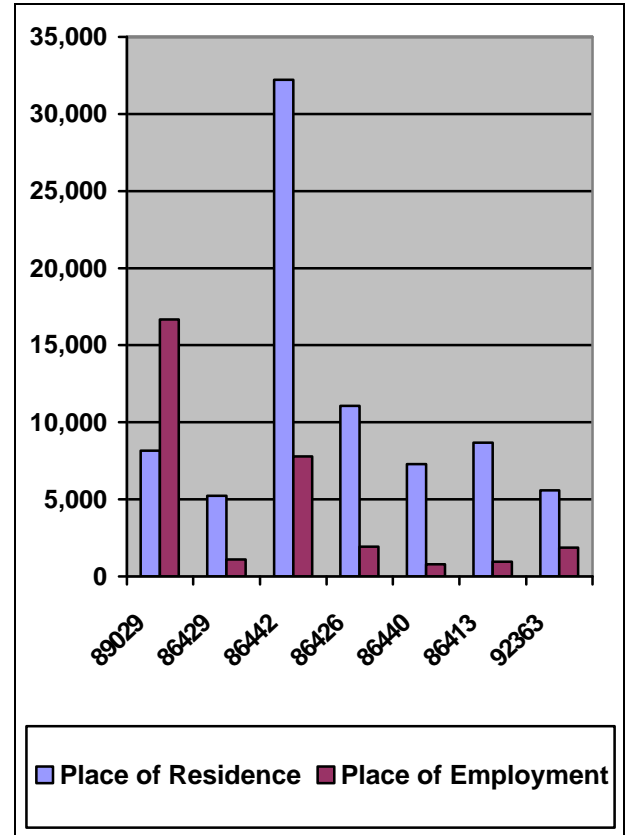


Figure 4. Total Area Estimated Population by Place of Residence and Place of Employment.



Purpose of Question:

Identify the relationship between survey sample response to place of residence and place of employment. Better understand commuting patterns of cross-boarder communities.

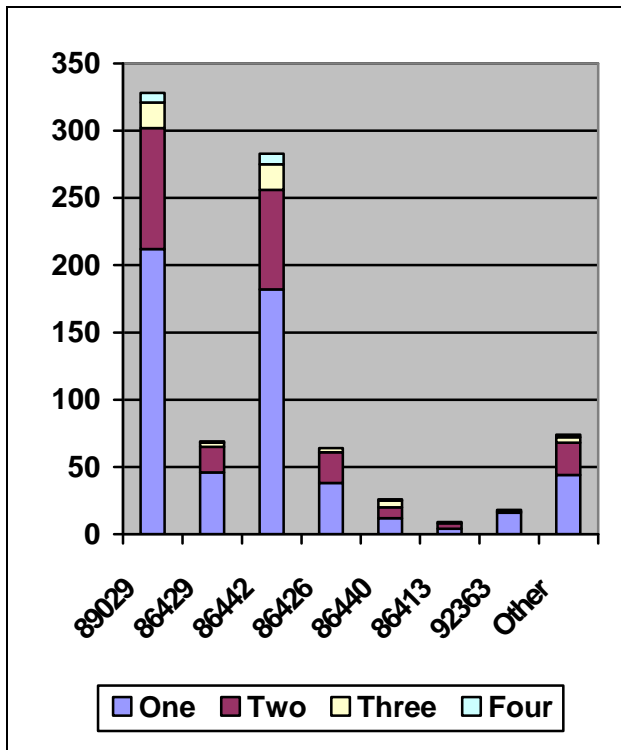
Summary:

- ✚ Survey participant response to location of residence and employment showed similar trend to the total area. Over 80% of residency is concentrated in Bullhead City (86442), Bullhead City (86426), Laughlin (89029) and Golden Valley (86413). Over 80% of employment is concentrated in Laughlin (89029) and Bullhead City (86442)
- ✚ Survey participants reported:
 - Nearly 35% lived in Bullhead City (86442) and accounted for 30% of the total employment.
 - Over 50% were employed in Laughlin (89029) and accounted for 17% of the total residency.

Table 3. Survey Sample Response to Family Member’s Place of Employment.

<i>Place of Employment (Zip Code)</i>	Family Member One	Family Member Two	Family Member Three	Family Member Four	Total
Laughlin (89029)	212	90	19	7	328
Bullhead City (86429)	46	19	3	1	69
Bullhead City (86442)	182	74	19	8	283
Fort Mohave (86426)	38	23	3	0	64
Mohave Valley (86440)	12	8	5	1	26
Golden Valley (86413)	4	4	0	1	9
Needles (92363)	16	1	1	0	18
Other Zip Code Areas	44	24	4	2	74
No Response	253	564	753	787	NA
Total	807	807	807	807	871

Figure 5. Survey Sample Response to Family Member’s Place of Employment.



Purpose of Question:
Collect complete employment information for each member of a household.

Summary:

- Over 70% of the total reported household member employment was located in Laughlin (89028) and Bullhead City (86442).
- An additional 871 jobs were reported for household members. Total employment represented in the survey sample equaled 1,678.

Question 2. Are you considered a full-time or part-time resident?

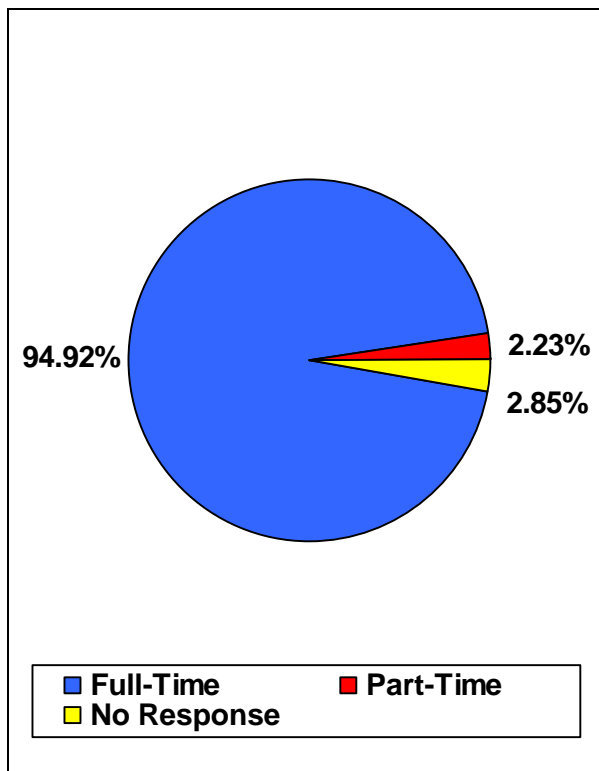
Table 4. Survey Sample Responses to Residency Status.

<i>Residency Status (Zip Code)</i>	Full-Time *	Part-Time**	No Response	Total
Laughlin (89029)	134	4	1	139
Bullhead City (86429)	103	2	1	106
Bullhead City (86442)	277	3	1	281
Fort Mohave (86426)	132	1	0	133
Mohave Valley (86440)	41	2	1	44
Golden Valley (86413)	23	0	0	23
Needles (92363)	9	0	0	9
Other Zip Code Areas	35	5	1	41
No Response	12	1	18	31
Total	766	18	23	807

* Full-Time 6+ months per year

** Part-Time, less than 6 months per year

Figure 6. Survey Sample Response to Residency Status.



Purpose of Question:

Historically, this region has been considered a retirement community with part-time residency or second home ownership.

Summary:

➤ Nearly 95% of the total survey sample indicated that they lived in the region full-time, six or more months per year.

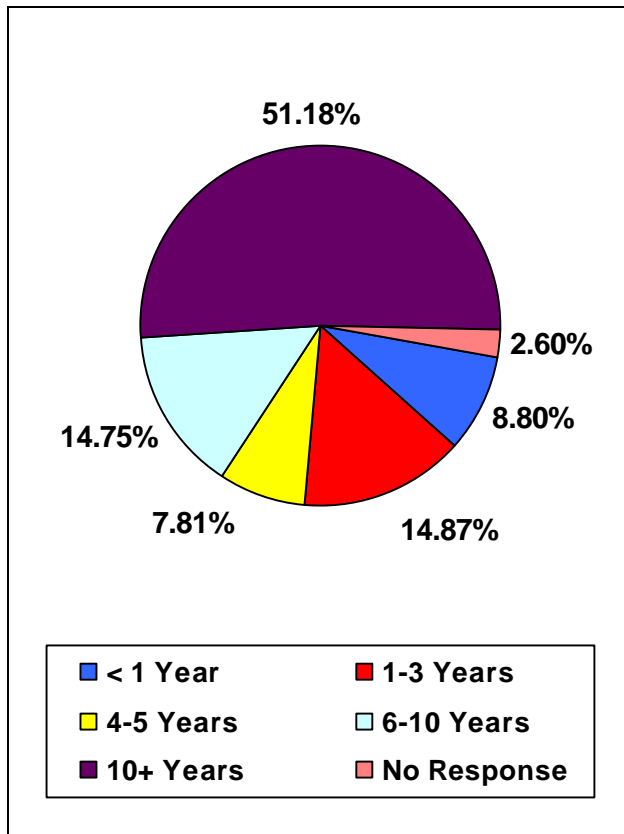
➤ Less than 3% of the total survey sample was considered part-time residents, less than six months per year.

Question 3 & 4. How long have you been a resident of the region? Where did you move from?

Table 5. Survey Sample Response to Length of Residency.

<i>Length of Residency (Zip Code)</i>	< 1 Year	1 – 3 Years	4 – 5 Years	6 – 10 Years	10+ Years	No Response	Total
Laughlin (89029)	11	26	13	29	60	0	139
Bullhead City (86429)	12	15	15	17	47	0	106
Bullhead City (86442)	25	41	18	45	152	0	281
Fort Mohave (86426)	15	18	9	19	72	0	133
Mohave Valley (86440)	4	8	2	2	28	0	44
Golden Valley (86413)	1	3	4	3	12	0	23
Needles (92363)	0	4	0	0	5	0	9
Other Zip Code Areas	2	3	1	1	30	4	41
No Response	1	2	1	3	7	17	31
Total	71	120	63	119	413	21	807

Figure 7. Survey Sample Response to Length of Residency



Purpose of Question:

The region has experienced significant growth over the last decade. Understanding how long a household has been in a community is important for overall planning purposes and could provide some insight to how a community or region may change overtime.

Summary:

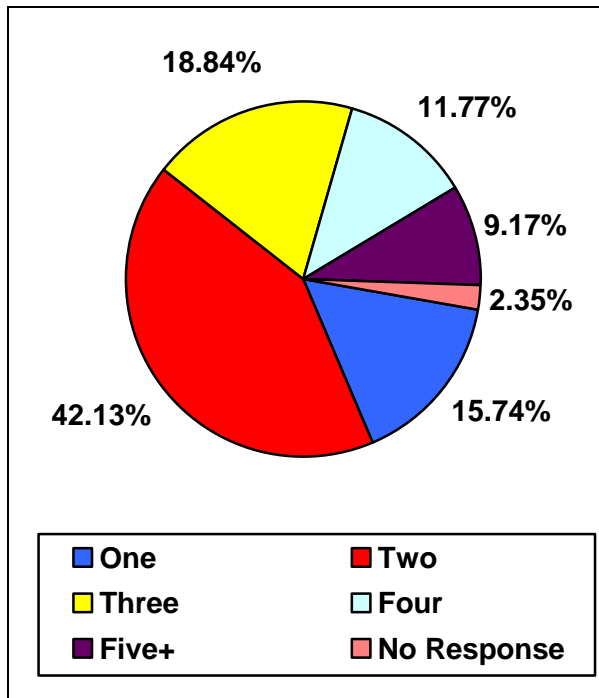
- ✚ Over 51% of the total responding sample reported that they had been a resident of the region for ten or more years.
- ✚ Over 23% of the responding sample reported that they have been a resident in the region three years or less.
- ✚ Top three areas relocating from are California, Arizona, and Nevada.

Question 5. What is the size of your household?

Table 6. Survey Sample Response to Average Household Size.

<i>Size of Household (Zip Code)</i>	One	Two	Three	Four	Five+	No Response	Total Sample	Ave. Size
Laughlin (89029)	35	70	13	14	7	0	139	2.19
Bullhead City (86429)	25	41	21	8	10	1	106	2.37
Bullhead City (86442)	39	119	53	41	29	0	281	2.65
Fort Mohave (86426)	10	55	36	16	16	0	133	2.79
Mohave Valley (86440)	6	13	11	8	6	0	44	2.88
Golden Valley (86413)	4	13	5	0	1	0	23	2.17
Needles (92363)	0	4	2	3	0	0	9	2.88
Other Zip Code Areas	6	20	6	3	5	1	41	2.21
No Response	2	5	5	2	0	17	31	NA
Total	127	340	152	95	74	19	807	2.49

Figure 8. Survey Sample Response to Average Household Size.



Purpose of Question:

Identify average household size for each community and region. This could also assist with defining the type of household (i.e. families, retirees, etc.)

Summary:

- ✚ Average household size for the total responding sample was 2.49, which is similar to overall regional average household size of 2.43.
- ✚ Laughlin (89029) has the smallest average household size of 2.19, while Mohave Valley (86440) and Needles (92363) have the largest household size of 2.88.

Question 6A. What is your age?

Figure 9. Survey Sample Response to Age. (Survey Taker) $n = 807$

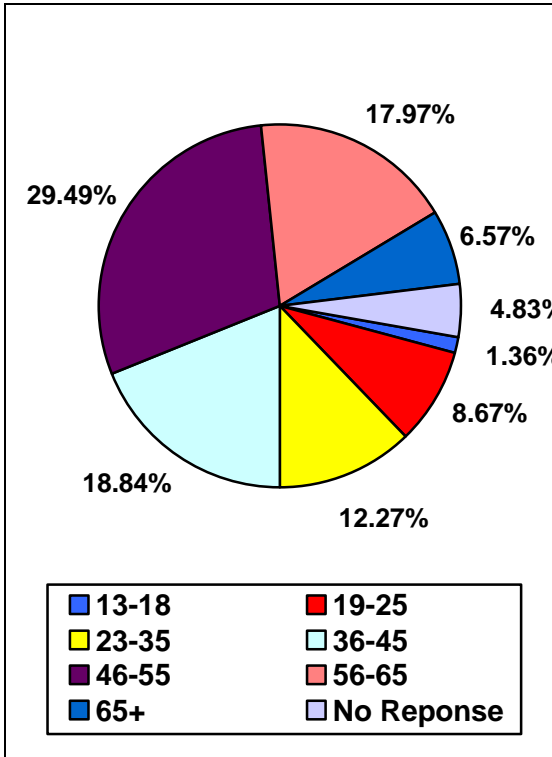
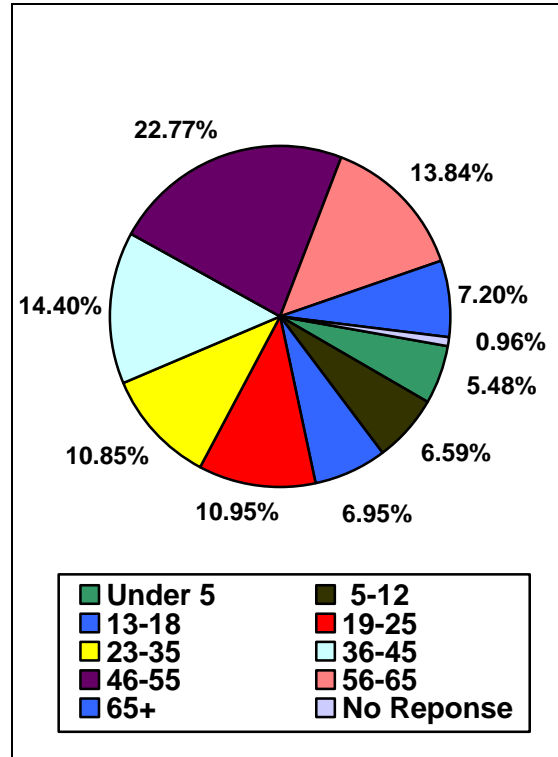


Figure 10. Survey Sample Response to Age. (Total Household) $n = 1,972$



Purpose of Question:

Identify the age distribution for a community or region to further assist with overall planning. Different age groups have different demands on a community.

Summary

Survey Taker:

- Nearly 59% of survey respondents were between the ages 36-55. This is consistent with the overall age distribution in the region.
- Over 6% of survey respondents were over the age of 65 with 95% still active in the workforce.

Total Household:

- Nearly 40% of total household members were under the age of 18 years.
- Over 7% of total household members were over the age of 65. This result may indicate that the survey taker was living with parents and/or grandparents.

Table 7. Survey Sample Response to Age (Survey Taker)

<i>Age of Survey Taker (Zip Code)</i>	Age 13 - 18	Age 19 -25	Age 26 -35	Age 36 - 45	Age 46 - 55	Age 56 - 65	Age 65+	No Response	Total Sample
Laughlin (89029)	0	14	11	23	30	28	26	7	139
Bullhead City (86429)	0	10	16	14	32	22	8	4	106
Bullhead City (86442)	7	29	40	53	82	51	12	7	281
Fort Mohave (86426)	3	9	18	31	40	26	5	1	133
Mohave Valley (86440)	1	4	7	11	16	3	1	1	44
Golden Valley (86413)	0	1	2	3	11	6	0	0	23
Needles (92363)	0	0	2	1	5	1	0	0	9
Other Zip Code Areas	0	1	1	15	17	6	1	0	41
No Response	0	2	2	1	5	2	0	19	31
Total	11	70	99	152	238	145	53	39	807

Table 8. Survey Sample Response to Age (Household Member One)

<i>Household Member One (Zip Code)</i>	Age Under 5	Age 5 - 12	Age 13 - 18	Age 19 -25	Age 26 -35	Age 36 - 45	Age 46 - 55	Age 56 - 65	Age 65+	No Response	Total Sample
Laughlin (89029)	1	0	2	12	6	14	23	22	15	44	139
Bullhead City (86429)	6	1	2	6	11	10	20	13	9	28	106
Bullhead City (86442)	4	6	7	27	33	43	63	40	15	43	281
Fort Mohave (86426)	2	1	2	11	19	21	34	18	14	11	133
Mohave Valley (86440)	0	0	0	6	3	11	11	1	6	6	44
Golden Valley (86413)	0	0	1	0	1	2	9	6	0	4	23
Needles (92363)	0	0	0	0	1	1	2	4	0	1	9
Other Zip Code Areas	0	0	1	3	3	10	12	3	4	5	41
No Response	0	2	1	0	1	1	5	1	1	19	31
Total	13	10	16	65	78	113	179	108	64	161	807

Table 9. Survey Sample Response to Age (Household Member Two)

<i>Household Member Two (Zip Code)</i>	Age Under 5	Age 5 - 12	Age 13 - 18	Age 19 -25	Age 26 -35	Age 36 - 45	Age 46 - 55	Age 56 - 65	Age 65+	No Response	Total Sample
Laughlin (89029)	2	9	9	2	1	2	4	4	6	100	139
Bullhead City (86429)	7	8	2	8	5	2	2	3	1	68	106
Bullhead City (86442)	19	15	27	21	12	7	9	5	5	161	281
Fort Mohave (86426)	4	18	16	11	5	2	3	0	6	68	133
Mohave Valley (86440)	2	7	3	3	0	2	4	3	0	20	44
Golden Valley (86413)	1	0	2	1	2	0	0	0	0	17	23
Needles (92363)	0	2	1	0	0	0	2	0	0	4	9
Other Zip Code Areas	0	2	7	4	1	0	3	1	1	22	41
No Response	0	2	1	1	0	1	1	0	1	24	31
Total	35	63	68	51	26	16	28	16	20	484	807

Table 10. Survey Sample Response to Age (Household Member Three)

<i>Household Member Three (Zip Code)</i>	Age Under 5	Age 5 - 12	Age 13 - 18	Age 19 -25	Age 26 -35	Age 36 - 45	Age 46 - 55	Age 56 - 65	Age 65+	No Response	Total Sample
Laughlin (89029)	3	9	4	3	2	1	0	0	1	116	139
Bullhead City (86429)	3	7	5	3	1	0	0	0	0	87	106
Bullhead City (86442)	18	16	10	10	3	1	2	3	2	216	281
Fort Mohave (86426)	4	10	7	1	2	1	2	1	2	103	133
Mohave Valley (86440)	5	4	2	2	0	0	0	0	0	31	44
Golden Valley (86413)	0	0	1	0	0	0	0	0	0	22	23
Needles (92363)	0	0	2	0	1	0	0	0	0	6	9
Other Zip Code Areas	1	3	4	1	0	0	0	0	0	32	41
No Response	1	1	0	1	0	0	0	0	0	28	31
Total	35	50	35	21	9	3	4	4	5	641	807

Table 11. Survey Sample Response to Age (Household Member Four)

<i>Household Member Four (Zip Code)</i>	Age Under 5	Age 5 - 12	Age 13 - 18	Age 19 -25	Age 26 -35	Age 36 - 45	Age 46 - 55	Age 56 - 65	Age 65+	No Response	Total Sample
Laughlin (89029)	2	3	1	1	0	1	0	0	0	131	139
Bullhead City (86429)	3	2	1	3	1	0	0	0	0	96	106
Bullhead City (86442)	11	3	3	6	0	0	5	0	2	251	281
Fort Mohave (86426)	6	2	1	0	2	0	1	0	0	121	133
Mohave Valley (86440)	3	1	2	1	0	0	0	0	0	37	44
Golden Valley (86413)	0	0	0	0	0	1	0	0	0	22	23
Needles (92363)	1	0	0	0	0	0	0	1	0	7	9
Other Zip Code Areas	1	1	1	0	0	0	0	0	0	38	41
No Response	0	0	0	0	0	0	0	0	0	31	31
Total	27	12	9	11	3	2	6	1	2	734	807

Table 12. Survey Sample Response to Age (Total Household)

<i>Total Household (Zip Code)</i>	Age Under 5	Age 5 - 12	Age 13 - 18	Age 19 -25	Age 26 -35	Age 36 - 45	Age 46 - 55	Age 56 - 65	Age 65+	No Response	Total Sample
Laughlin (89029)	7	21	16	32	20	41	57	54	48	NA	296
Bullhead City (86429)	19	18	10	30	34	26	54	38	18	NA	247
Bullhead City (86442)	52	40	54	93	88	104	161	99	36	NA	727
Fort Mohave (86426)	16	31	29	32	46	55	80	45	27	NA	361
Mohave Valley (86440)	10	12	8	16	10	24	31	7	7	NA	125
Golden Valley (86413)	1	0	4	2	5	6	20	12	0	NA	50
Needles (92363)	1	2	3	0	4	2	9	6	0	NA	27
Other Zip Code Areas	2	6	13	9	5	25	32	10	6	NA	108
No Response	0	0	0	2	2	1	5	2	0	19	31
Total	108	130	137	216	214	284	449	273	142	19	1,972

Question 6B. What is your highest educational attainment?

Figure 11. Survey Sample Response to Highest Educational Attainment (Survey Taker) $n = 807$

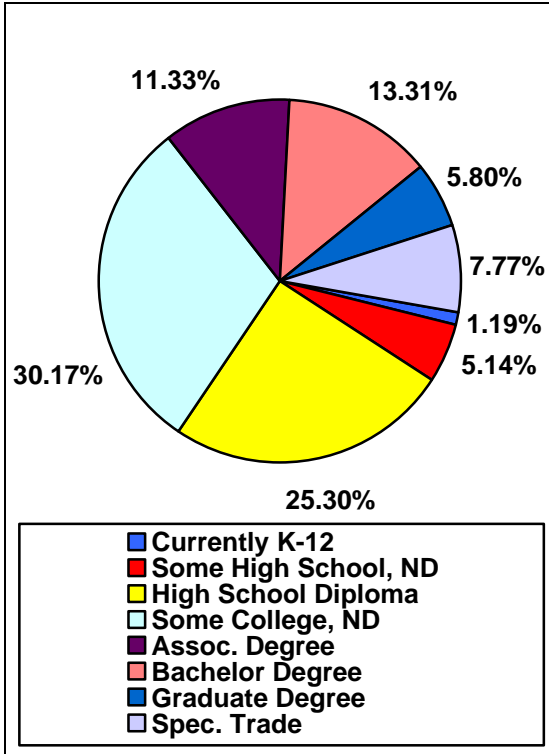
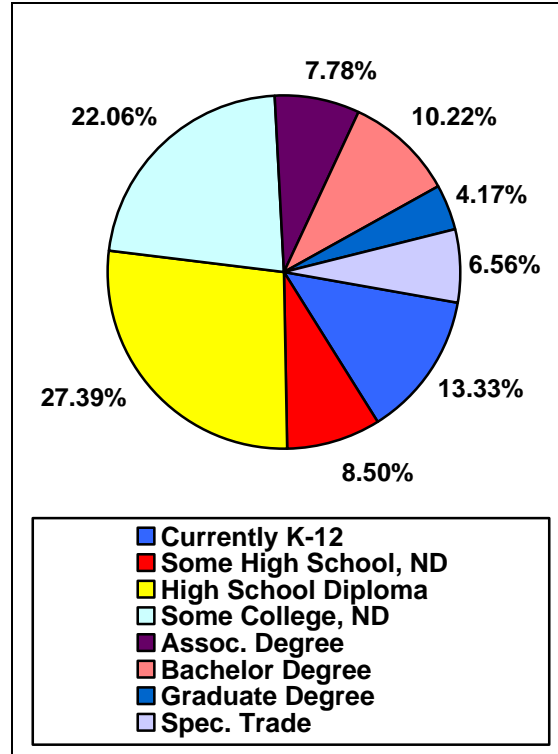


Figure 12. Survey Sample Response to Highest Educational Attainment. (Total Household) $n = 1805$



Purpose of Question:

Educational attainment is an important indicator for a community to define and recruit business and industry.

Summary:

🚩 Survey Taker:

- Over 70% of survey respondents have received post high school education
- One-quarter of survey respondent's highest level of education is high school.

🚩 Household Members:

- Approximately 51% of total household members have received post high school education.
- Over 13% of total household members are still enrolled in K-12, while over 8% of household members have some high school education, but no diploma.

Table 13. Survey Sample Response to Highest Educational Attainment (Survey Taker)

<i>Highest Education Attainment (Zip Code)</i>	Currently Enrolled In K-12	High School, No Diploma	High School Diploma	Some College, No Diploma	Associate Degree	Bachelor Degree	Graduate Degree	Specialty/Trade	NR	Total
Laughlin (89029)	0	1	29	42	12	18	16	14	7	139
Bullhead City (86429)	1	3	22	25	14	18	3	13	7	106
Bullhead City (86442)	7	22	69	79	31	26	13	15	9	281
Fort Mohave (86426)	0	6	39	39	15	19	5	8	2	133
Mohave Valley (86440)	1	4	10	18	2	3	2	1	3	44
Golden Valley (86413)	0	1	10	4	5	0	0	3	0	23
Needles (92363)	0	0	4	4	0	0	1	0	0	9
Other Zip Code Areas	0	0	8	15	5	6	2	5	0	41
No Response	0	2	1	3	2	1	2	0	20	31
Total	9	39	192	229	86	101	44	59	48	807

Table 14. Survey Sample Response to Highest Educational Attainment (Household Member One)

<i>Highest Education Attainment (Zip Code)</i>	Currently Enrolled In K-12	High School, No Diploma	High School Diploma	Some College, No Diploma	Associate Degree	Bachelor Degree	Graduate Degree	Specialty/Trade	NR	Total
Laughlin (89029)	0	10	33	17	4	16	5	4	50	139
Bullhead City (86429)	2	6	27	9	4	12	2	6	38	106
Bullhead City (86442)	13	33	64	42	19	25	12	19	54	281
Fort Mohave (86426)	5	9	47	33	5	11	3	5	15	133
Mohave Valley (86440)	0	4	20	5	0	2	2	2	9	44
Golden Valley (86413)	0	1	8	1	2	2	2	2	5	23
Needles (92363)	0	0	4	0	2	1	0	1	1	9
Other Zip Code Areas	0	2	8	12	5	5	1	3	5	41
No Response	3	1	1	3	0	2	0	1	20	31
Total	23	66	212	122	41	76	27	43	197	807

Table 15. Survey Sample Response to Highest Educational Attainment (Household Member Two)

<i>Highest Education Attainment (Zip Code)</i>	Currently Enrolled In K-12	High School, No Diploma	High School Diploma	Some College, No Diploma	Associate Degree	Bachelor Degree	Graduate Degree	Specialty/ Trade	NR	Total
Laughlin (89029)	18	1	4	2	0	3	1	3	107	139
Bullhead City (86429)	8	2	6	3	2	2	0	3	80	106
Bullhead City (86442)	37	13	27	12	3	3	1	3	182	281
Fort Mohave (86426)	24	6	17	3	3	1	0	1	78	133
Mohave Valley (86440)	9	3	2	3	0	1	1	0	25	44
Golden Valley (86413)	1	1	1	2	0	0	0	0	23	23
Needles (92363)	2	0	0	1	1	0	0	0	5	9
Other Zip Code Areas	8	0	4	4	0	0	0	2	23	41
No Response	2	2	0	2	0	0	0	0	25	31
Total	109	28	61	32	9	10	3	12	543	807

Table 16. Survey Sample Response to Highest Educational Attainment (Household Member Three)

<i>Highest Education Attainment (Zip Code)</i>	Currently Enrolled In K-12	High School, No Diploma	High School Diploma	Some College, No Diploma	Associate Degree	Bachelor Degree	Graduate Degree	Specialty/ Trade	NR	Total
Laughlin (89029)	12	3	3	0	1	1	0	1	118	139
Bullhead City (86429)	8	2	1	1	0	0	0	0	94	106
Bullhead City (86442)	30	5	10	5	2	1	0	2	226	281
Fort Mohave (86426)	12	2	5	1	0	1	0	0	112	133
Mohave Valley (86440)	6	0	1	0	1	0	0	0	36	44
Golden Valley (86413)	0	0	0	1	0	0	0	0	22	23
Needles (92363)	1	0	0	1	0	0	0	0	7	9
Other Zip Code Areas	7	0	1	0	0	0	0	0	33	41
No Response	1	0	1	1	0	0	0	0	28	31
Total	77	12	22	10	4	3	0	3	676	807

Table 17. Survey Sample Response to Highest Educational Attainment (Household Member Four)

<i>Highest Education Attainment (Zip Code)</i>	Currently Enrolled In K-12	High School, No Diploma	High School Diploma	Some College, No Diploma	Associate Degree	Bachelor Degree	Graduate Degree	Specialty/Trade	NR	Total
Laughlin (89029)	5	1	0	0	0	1	1	0	131	139
Bullhead City (86429)	3	4	0	0	0	0	0	0	99	106
Bullhead City (86442)	7	3	5	1	0	2	0	1	262	281
Fort Mohave (86426)	3	0	1	1	0	0	0	0	128	133
Mohave Valley (86440)	2	0	0	1	0	0	0	0	41	44
Golden Valley (86413)	0	0	0	1	0	0	0	0	22	23
Needles (92363)	0	0	0	0	0	1	0	0	8	9
Other Zip Code Areas	2	0	0	0	0	0	0	0	39	41
No Response	0	0	0	0	0	0	0	0	31	31
<i>Total</i>	22	8	6	4	0	4	1	1	761	807

Table 18. Survey Sample Response to Highest Educational Attainment (Total Household)

<i>Highest Education Attainment (Zip Code)</i>	Currently Enrolled In K-12	High School, No Diploma	High School Diploma	Some College, No Diploma	Associate Degree	Bachelor Degree	Graduate Degree	Specialty/Trade	NR	Total
Laughlin (89029)	35	16	69	61	17	39	23	22	413	695
Bullhead City (86429)	22	17	56	38	20	32	5	22	218	530
Bullhead City (86442)	94	76	175	139	55	57	26	40	766	1,405
Fort Mohave (86426)	44	23	109	77	23	32	8	14	335	665
Mohave Valley (86440)	18	11	33	27	3	6	5	3	114	220
Golden Valley (86413)	1	3	19	9	7	2	2	5	72	115
Needles (92363)	3	0	8	6	3	2	1	1	21	45
Other Zip Code Areas	17	2	21	31	10	11	3	10	100	205
No Response	6	5	3	9	2	3	2	1	124	155
<i>Total</i>	240	153	493	397	140	184	75	118	2,230	4,035

Question 6C. What is your ethnicity?

Figure 13. Survey Sample Response to Ethnicity. (Survey Taker) $n = 807$

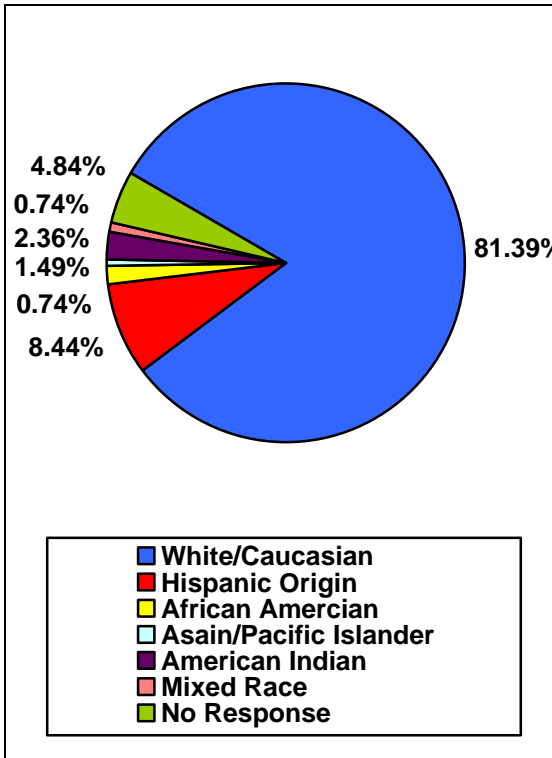
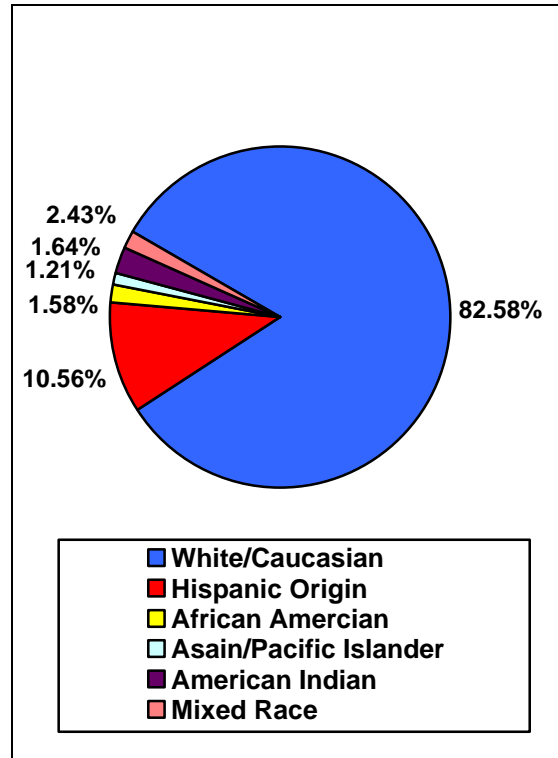


Figure 14. Survey Sample Response to Ethnicity. (Total Household) $n = 1,925$



Purpose of Question:

Ethnic diversity is important for better understanding a community or region’s social characteristics. This can also identify business niches and opportunities targeted at ethnic origins.

✚ Survey Taker:

- Over 81% of survey participants were White/Caucasian, followed by Hispanic origin at 8%. This is consistent with the region’s ethnic make-up.

✚ Household Members:

- Over 82% of household members were White/Caucasian, followed by Hispanic origin at 10%. This is consistent with the region’s ethnic make-up.

Table 19. Survey Sample Response to What is your Ethnicity? (Survey Taker)

<i>Ethnicity (Zip Code)</i>	White/ Caucasian	Hispanic Origin	African American	Asian or Pacific Islander	American Indian	Mixed Race	No Response	Total
Laughlin (89029)	104	12	6	3	4	5	5	139
Bullhead City (86429)	90	6	2	1	2	0	5	106
Bullhead City (86442)	238	29	3	2	5	0	4	281
Fort Mohave (86426)	117	11	0	0	4	0	1	133
Mohave Valley (86440)	35	4	0	0	3	0	2	44
Golden Valley (86413)	21	2	0	0	0	0	0	23
Needles (92363)	7	1	0	0	1	0	0	9
Other Zip Code Areas	35	2	1	0	0	1	1	40
No Response	9	1	0	0	0	0	21	31
Total	656	68	12	6	19	6	39	807

Table 20. Survey Sample Response to What is your Ethnicity? (Household Member One)

<i>Ethnicity (Zip Code)</i>	White/ Caucasian	Hispanic Origin	African American	Asian or Pacific Islander	American Indian	Mixed Race	No Response	Total
Laughlin (89029)	72	12	3	4	0	2	46	139
Bullhead City (86429)	66	5	0	2	0	0	33	106
Bullhead City (86442)	195	28	2	1	5	1	49	281
Fort Mohave (86426)	103	12	0	2	1	2	13	133
Mohave Valley (86440)	28	4	0	0	3	1	8	44
Golden Valley (86413)	17	1	0	1	0	0	4	23
Needles (92363)	7	1	0	0	1	0	0	9
Other Zip Code Areas	28	5	0	0	1	1	6	40
No Response	7	1	0	0	0	1	22	31
Total	523	69	5	10	11	8	181	807

Table 21. Survey Sample Response to What is your Ethnicity? (Household Member Two)

<i>Ethnicity (Zip Code)</i>	White/ Caucasian	Hispanic Origin	African American	Asian or Pacific Islander	American Indian	Mixed Race	No Response	Total
Laughlin (89029)	23	11	1	1	0	1	102	139
Bullhead City (86429)	28	1	2	2	0	0	73	106
Bullhead City (86442)	91	20	2	0	3	1	164	281
Fort Mohave (86426)	51	6	0	1	1	2	72	133
Mohave Valley (86440)	16	5	0	0	2	0	21	44
Golden Valley (86413)	4	2	0	0	0	0	17	23
Needles (92363)	4	0	0	0	1	0	4	9
Other Zip Code Areas	13	4	1	0	0	1	22	40
No Response	5	1	0	0	0	0	25	31
Total	235	20	6	4	7	5	500	807

Table 22. Survey Sample Response to What is your Ethnicity? (Household Member Three)

<i>Ethnicity (Zip Code)</i>	White/ Caucasian	Hispanic Origin	African American	Asian or Pacific Islander	American Indian	Mixed Race	No Response	Total
Laughlin (89029)	11	7	1	1	1	2	116	139
Bullhead City (86429)	13	2	0	0	0	0	91	106
Bullhead City (86442)	48	12	1	0	2	2	216	281
Fort Mohave (86426)	23	4	0	1	0	1	104	133
Mohave Valley (86440)	6	3	0	0	2	1	32	44
Golden Valley (86413)	0	1	0	0	0	0	22	23
Needles (92363)	1	0	0	0	2	0	6	9
Other Zip Code Areas	6	1	1	0	0	1	32	40
No Response	1	0	1	0	0	0	29	31
Total	109	30	4	2	7	7	648	807

Table 23. Survey Sample Response to What is your Ethnicity? (Household Member Four)

<i>Ethnicity (Zip Code)</i>	White/ Caucasian	Hispanic Origin	African American	Asian or Pacific Islander	American Indian	Mixed Race	No Response	Total
Laughlin (89029)	3	2	0	1	1	2	130	139
Bullhead City (86429)	7	0	0	0	0	0	99	106
Bullhead City (86442)	18	7	2	0	0	2	252	281
Fort Mohave (86426)	8	1	1	0	0	0	123	133
Mohave Valley (86440)	2	2	0	0	0	0	40	44
Golden Valley (86413)	0	1	0	0	0	0	22	23
Needles (92363)	1	0	0	0	1	0	7	9
Other Zip Code Areas	2	0	0	0	0	1	38	40
No Response	0	0	0	0	0	0	31	31
Total	41	13	3	1	2	5	742	807

Table 24. Survey Sample Response to What is your Ethnicity? (Total Household)

<i>Ethnicity (Zip Code)</i>	White/ Caucasian	Hispanic Origin	African American	Asian or Pacific Islander	American Indian	Mixed Race	No Response	Total
Laughlin (89029)	213	44	11	10	6	12	399	695
Bullhead City (86429)	204	14	4	5	2	0	301	530
Bullhead City (86442)	590	96	10	3	15	6	685	1,405
Fort Mohave (86426)	302	34	1	4	6	5	313	665
Mohave Valley (86440)	87	18	0	0	10	2	103	220
Golden Valley (86413)	42	7	0	1	0	0	65	115
Needles (92363)	20	2	0	0	6	0	17	45
Other Zip Code Areas	84	12	3	0	1	5	99	200
No Response	22	3	1	0	0	1	128	155
Total	1,564	200	30	23	46	31	2,110	4,035

Question 6D. What is your employment status?

Figure 15. Survey Sample Response to Employment Status.
(Survey Taker) $n = 807$

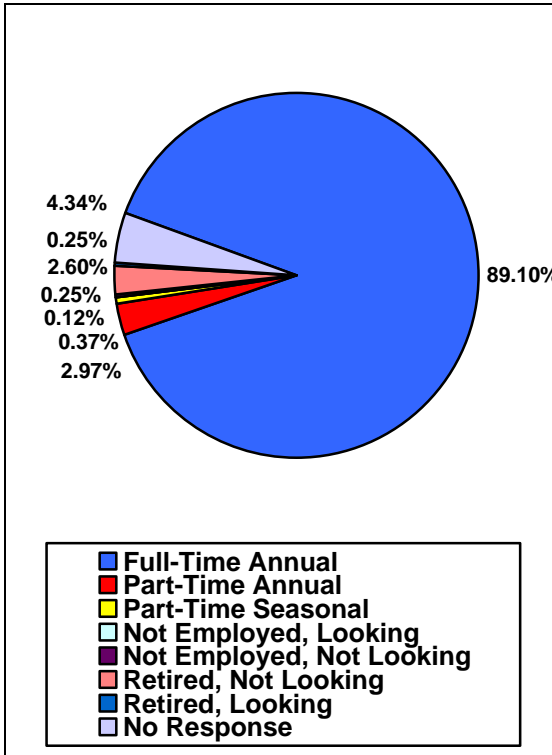
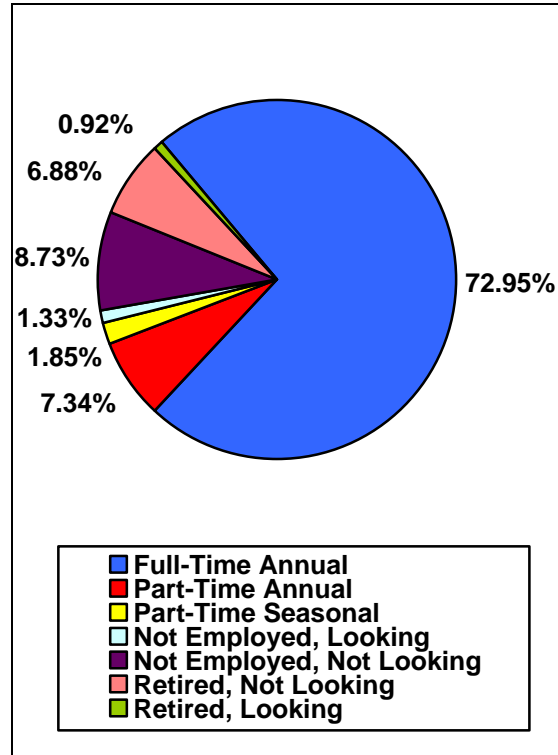


Figure 16. Survey Population Response to Employment Status.
(Total Household) $n = 1,730$



Purpose of Question:

Employment status in a community or region provides some insight into the types of business and industry and overall economic stability.

✚ Survey Taker:

- Over 89% of survey respondents were employed full-time, annually.
- Nearly 3% of survey respondents were employed part-time, annually.

✚ Household Members:

- Nearly 73% of household members were employed full-time, annually.
- Over 7% of household members were employed part-time, annually.
- Over 8% of household members were not employed and not looking. This result is a direct correlation to the under 18 population still in school.

Table 25. Survey Sample Response to What is your Employment Status? (Survey Taker)

<i>Employment Status (Zip Code)</i>	Full- Time Annual	Part- Time Annual	Part- Time Seasonal	Not Employed, But Looking	Not Employed, Not Looking	Retired, Not Looking	Retired, Looking	No Response	Total
Laughlin (89029)	105	7	0	0	1	18	2	6	139
Bullhead City (86429)	97	4	0	0	0	1	0	4	106
Bullhead City (86442)	262	9	2	1	1	2	0	4	281
Fort Mohave (86426)	130	2	0	0	0	0	0	1	133
Mohave Valley (86440)	42	0	1	0	0	0	0	1	44
Golden Valley (86413)	23	0	0	0	0	0	0	0	23
Needles (92363)	9	0	0	0	0	0	0	0	9
Other Zip Code Areas	41	0	0	0	0	0	0	0	41
No Response	10	2	0	0	0	0	0	19	31
Total	719	24	3	1	2	21	2	35	807

Table 26. Survey Sample Response to What is your Employment Status? (Household Member One)

<i>Employment Status (Zip Code)</i>	Full- Time Annual	Part- Time Annual	Part- Time Seasonal	Not Employed, But Looking	Not Employed, Not Looking	Retired, Not Looking	Retired, Looking	No Response	Total
Laughlin (89029)	57	9	3	0	3	16	2	49	139
Bullhead City (86429)	48	4	1	0	4	9	2	38	106
Bullhead City (86442)	167	16	4	2	17	14	4	57	281
Fort Mohave (86426)	69	13	4	3	8	18	2	16	133
Mohave Valley (86440)	23	2	0	4	2	5	0	8	44
Golden Valley (86413)	11	0	0	0	3	3	0	6	23
Needles (92363)	6	0	0	0	1	1	0	1	9
Other Zip Code Areas	20	5	0	1	5	4	0	6	41
No Response	7	0	0	0	3	0	0	21	31
Total	408	49	12	10	46	70	10	202	807

Table 27. Survey Sample Response to What is your Employment Status? (Household Member Two)

<i>Employment Status (Zip Code)</i>	Full- Time Annual	Part- Time Annual	Part- Time Seasonal	Not Employed, But Looking	Not Employed, Not Looking	Retired, Not Looking	Retired, Looking	No Response	Total
Laughlin (89029)	8	4	0	1	8	5	0	113	139
Bullhead City (86429)	12	3	1	0	3	3	0	84	106
Bullhead City (86442)	39	16	5	2	15	8	1	195	281
Fort Mohave (86426)	19	7	1	1	12	4	0	89	133
Mohave Valley (86440)	4	4	1	1	5	2	0	27	44
Golden Valley (86413)	3	0	0	0	0	0	0	20	23
Needles (92363)	2	0	0	0	0	0	0	7	9
Other Zip Code Areas	6	4	1	0	3	1	0	26	41
No Response	3	0	0	0	2	0	0	26	31
Total	96	38	9	5	48	23	1	587	807

Table 28. Survey Sample Response to What is your Employment Status? (Household Member Three)

<i>Employment Status (Zip Code)</i>	Full- Time Annual	Part- Time Annual	Part- Time Seasonal	Not Employed, But Looking	Not Employed, Not Looking	Retired, Not Looking	Retired, Looking	No Response	Total
Laughlin (89029)	4	4	0	1	6	0	0	124	139
Bullhead City (86429)	1	1	2	0	4	0	0	98	106
Bullhead City (86442)	14	5	4	2	12	3	0	241	281
Fort Mohave (86426)	3	2	1	1	9	2	0	115	133
Mohave Valley (86440)	0	1	1	0	4	0	0	38	44
Golden Valley (86413)	0	0	0	0	0	0	0	23	23
Needles (92363)	1	0	0	0	0	0	0	8	9
Other Zip Code Areas	1	0	0	1	3	0	0	36	41
No Response	1	0	0	0	0	0	0	30	31
Total	25	13	8	5	38	5	0	713	807

Table 29. Survey Sample Response to What is your Employment Status? (Household Member Four)

<i>Employment Status (Zip Code)</i>	Full- Time Annual	Part- Time Annual	Part- Time Seasonal	Not Employed, But Looking	Not Employed, Not Looking	Retired, Not Looking	Retired, Looking	No Response	Total
Laughlin (89029)	2	0	0	0	3	0	0	134	139
Bullhead City (86429)	0	1	0	0	2	0	0	106	106
Bullhead City (86442)	9	1	0	2	3	0	2	264	281
Fort Mohave (86426)	1	0	0	0	5	0	1	126	133
Mohave Valley (86440)	0	1	0	0	2	0	0	41	44
Golden Valley (86413)	1	0	0	0	0	0	0	22	23
Needles (92363)	1	0	0	0	0	0	0	8	9
Other Zip Code Areas	0	0	0	0	2	0	0	39	41
No Response	0	0	0	0	0	0	0	31	31
Total	14	3	0	2	17	0	3	768	807

Table 30. Survey Sample Response to What is your Employment Status? (Total Household)

<i>Employment Status (Zip Code)</i>	Full- Time Annual	Part- Time Annual	Part- Time Seasonal	Not Employed, But Looking	Not Employed, Not Looking	Retired, Not Looking	Retired, Looking	No Response	Total
Laughlin (89029)	176	24	3	2	21	39	4	426	695
Bullhead City (86429)	158	13	4	0	13	13	2	330	530
Bullhead City (86442)	491	47	15	9	48	27	7	761	1,405
Fort Mohave (86426)	222	24	6	5	34	24	3	347	665
Mohave Valley (86440)	69	8	3	5	13	7	0	115	220
Golden Valley (86413)	38	0	0	0	3	3	0	71	115
Needles (92363)	19	0	0	0	1	1	0	24	45
Other Zip Code Areas	68	9	1	2	13	5	0	107	205
No Response	21	2	0	0	5	0	0	127	155
Total	1,262	127	32	23	151	119	16	2,305	4,035

Question 6E. What industry are you employed in?

Figure 17. Survey Sample Response to Employment Industry.
(Survey Taker) $n = 807$

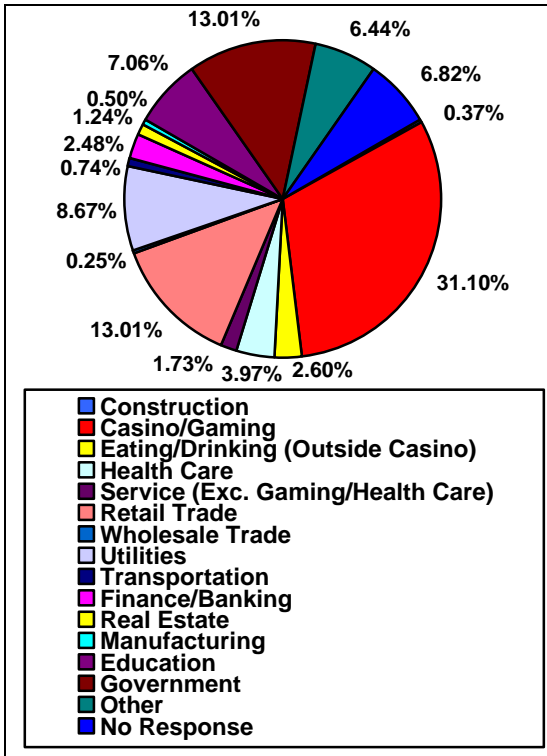
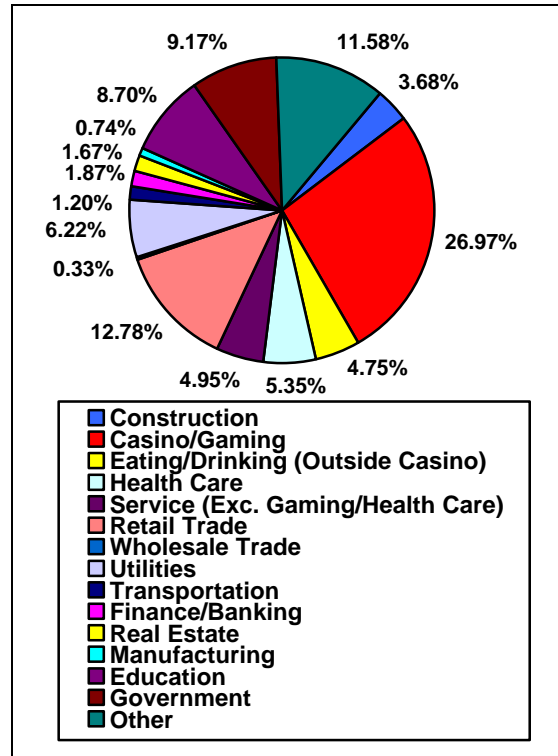


Figure 18. Survey Sample Response to Employment Industry.
(Total Household) $n = 1,972$



Purpose of Question:

Employment by industry is important to define a community’s or region’s key economic sectors and the level of economic base diversity.

Summary

Survey Taker:

- Over 31% of survey takers are employed by the casino/gaming industry, followed by 13% employed by retail trade and government sectors.
- Over 8% of the survey takers are employed by the utility sector.

Household Members:

- Nearly 27% of household members are employed by the casino/gaming sector, followed by nearly 13% employed by the retail trade sector.
- Over 15% of household members are employed by the government and utility sectors.

Table 31. Survey Sample Response to What industry are you employed in? (Survey Taker)

<i>Employment Industry (Zip Code)</i>	Construction	Casino/ Gaming	Eating/ Drinking (outside casino)	Health Care	Service (except gaming & health care)	Retail Trade	Wholesale Trade	Utilities	Trans- portation
Laughlin (89029)	0	46	6	4	6	18	0	3	2
Bullhead City (86429)	1	31	3	4	2	17	0	7	1
Bullhead City (86442)	0	88	12	14	0	40	1	23	2
Fort Mohave (86426)	1	42	0	4	3	17	0	16	1
Mohave Valley (86440)	0	15	0	2	1	6	0	2	0
Golden Valley (86413)	0	11	0	1	1	3	1	1	0
Needles (92363)	0	4	0	1	0	1	0	0	0
Other Zip Code Areas	1	9	0	1	1	2	0	17	0
No Response	0	5	0	1	0	1	0	1	0
Total	3	251	21	32	14	105	2	70	6

<i>Employment Industry (Zip Code)</i>	Finance/ Banking	Real Estate	Manufacturing	Education	Government	Other	No Response	Total
Laughlin (89029)	4	3	0	9	11	11	16	139
Bullhead City (86429)	0	3	1	9	16	10	1	106
Bullhead City (86442)	4	3	2	27	36	20	9	281
Fort Mohave (86426)	8	0	1	11	20	4	5	133
Mohave Valley (86440)	3	1	0	0	9	2	3	44
Golden Valley (86413)	1	0	0	0	2	2	1	23
Needles (92363)	0	0	0	0	2	1	0	9
Other Zip Code Areas	0	0	0	1	7	2	0	41
No Response	0	0	0	0	4	0	21	31
Total	20	10	4	57	105	52	55	807

Table 32. Survey Sample Response to What industry are you employed in? (Household Member One)

<i>Employment Industry (Zip Code)</i>	Construction	Casino/ Gaming	Eating/ Drinking (outside casino)	Health Care	Service (except gaming & health care)	Retail Trade	Wholesale Trade	Utilities	Trans- portation
Laughlin (89029)	2	21	9	3	4	6	0	2	4
Bullhead City (86429)	3	13	2	4	1	9	1	2	3
Bullhead City (86442)	13	44	8	18	15	25	0	6	2
Fort Mohave (86426)	12	17	3	4	9	9	0	3	1
Mohave Valley (86440)	6	4	1	2	4	2	0	2	0
Golden Valley (86413)	0	3	0	1	1	1	0	1	0
Needles (92363)	0	0	0	0	0	1	0	1	0
Other Zip Code Areas	4	2	0	1	0	3	0	5	0
No Response	0	0	1	1	1	0	0	0	0
Total	40	104	24	34	35	56	1	22	10

<i>Employment Industry (Zip Code)</i>	Finance/ Banking	Real Estate	Manufacturing	Education	Government	Other	No Response	Total
Laughlin (89029)	1	2	0	8	1	10	66	139
Bullhead City (86429)	0	1	1	4	1	14	47	106
Bullhead City (86442)	1	4	1	23	11	29	81	281
Fort Mohave (86426)	1	2	2	6	7	21	36	133
Mohave Valley (86440)	1	1	0	1	1	1	18	44
Golden Valley (86413)	0	0	0	2	2	1	11	23
Needles (92363)	0	0	0	0	1	5	1	9
Other Zip Code Areas	0	2	0	5	2	2	15	41
No Response	0	0	0	1	0	0	27	31
Total	4	12	4	50	26	83	302	807

Table 33. Survey Sample Response to What industry are you employed in? (Household Member Two)

<i>Employment Industry (Zip Code)</i>	Construction	Casino/ Gaming	Eating/ Drinking (outside casino)	Health Care	Service (except gaming & health care)	Retail Trade	Wholesale Trade	Utilities	Trans- portation
Laughlin (89029)	0	4	4	0	0	1	0	0	0
Bullhead City (86429)	1	5	0	2	1	2	0	0	0
Bullhead City (86442)	2	16	7	4	5	10	0	1	2
Fort Mohave (86426)	5	8	5	1	3	3	1	0	0
Mohave Valley (86440)	1	2	0	0	3	1	0	0	0
Golden Valley (86413)	0	1	1	0	1	0	0	0	0
Needles (92363)	0	0	0	1	1	0	0	0	0
Other Zip Code Areas	0	0	0	1	2	2	0	0	0
No Response	0	0	0	2	0	0	1	0	0
Total	9	36	17	11	16	19	2	1	2

<i>Employment Industry (Zip Code)</i>	Finance/ Banking	Real Estate	Manufacturing	Education	Government	Other	No Response	Total
Laughlin (89029)	0	1	0	1	0	2	126	139
Bullhead City (86429)	1	0	0	1	1	2	90	106
Bullhead City (86442)	1	0	0	8	2	7	216	281
Fort Mohave (86426)	1	0	0	1	0	5	100	133
Mohave Valley (86440)	0	0	1	2	0	1	33	44
Golden Valley (86413)	0	0	0	1	0	0	19	23
Needles (92363)	0	0	0	0	0	0	7	9
Other Zip Code Areas	1	0	2	1	0	2	30	41
No Response	0	0	0	0	0	2	26	31
Total	4	1	3	15	3	21	647	807

Table 34. Survey Sample Response to What industry are you employed in? (Household Member Three)

<i>Employment Industry (Zip Code)</i>	Construction	Casino/ Gaming	Eating/ Drinking (outside casino)	Health Care	Service (except gaming & health care)	Retail Trade	Wholesale Trade	Utilities	Trans- portation
Laughlin (89029)	0	3	2	0	2	2	0	0	0
Bullhead City (86429)	0	0	0	0	0	2	0	0	0
Bullhead City (86442)	1	4	2	2	4	4	0	0	0
Fort Mohave (86426)	0	1	1	0	1	1	0	0	0
Mohave Valley (86440)	0	0	0	0	0	0	0	0	0
Golden Valley (86413)	0	0	0	0	0	0	0	0	0
Needles (92363)	0	0	0	0	0	0	0	0	0
Other Zip Code Areas	0	0	1	0	0	0	0	0	0
No Response	0	0	0	0	0	0	0	0	0
Total	1	8	6	2	7	9	0	0	0

<i>Employment Industry (Zip Code)</i>	Finance/ Banking	Real Estate	Manufacturing	Education	Government	Other	No Response	Total
Laughlin (89029)	0	0	0	0	0	0	130	139
Bullhead City (86429)	0	0	0	0	0	1	103	106
Bullhead City (86442)	0	0	0	5	1	8	250	281
Fort Mohave (86426)	0	1	0	0	1	3	124	133
Mohave Valley (86440)	0	0	0	0	1	0	43	44
Golden Valley (86413)	0	0	0	1	0	0	22	23
Needles (92363)	0	0	0	0	1	0	8	9
Other Zip Code Areas	0	0	0	0	0	0	40	41
No Response	0	0	0	0	0	0	31	31
Total	0	1	0	6	3	13	751	807

Table 35. Survey Sample Response to What industry are you employed in? (Household Member Four)

<i>Employment Industry (Zip Code)</i>	Construction	Casino/ Gaming	Eating/ Drinking (outside casino)	Health Care	Service (except gaming & health care)	Retail Trade	Wholesale Trade	Utilities	Trans- portation
Laughlin (89029)	0	1	2	0	0	0	0	0	0
Bullhead City (86429)	0	0	0	0	1	0	0	0	0
Bullhead City (86442)	2	2	0	1	1	2	0	0	0
Fort Mohave (86426)	0	0	1	0	0	0	0	0	0
Mohave Valley (86440)	0	0	0	0	0	0	0	0	0
Golden Valley (86413)	0	1	0	0	0	0	0	0	0
Needles (92363)	0	0	0	0	0	0	0	0	0
Other Zip Code Areas	0	0	0	0	0	0	0	0	0
No Response	0	0	0	0	0	0	0	0	0
Total	2	4	3	1	2	2	0	0	0

<i>Employment Industry (Zip Code)</i>	Finance/ Banking	Real Estate	Manufacturing	Education	Government	Other	No Response	Total
Laughlin (89029)	0	0	0	0	0	0	136	139
Bullhead City (86429)	0	0	0	0	0	1	104	106
Bullhead City (86442)	0	0	0	2	0	1	270	281
Fort Mohave (86426)	0	0	0	0	0	1	131	133
Mohave Valley (86440)	0	0	0	0	0	1	43	44
Golden Valley (86413)	0	0	0	0	0	0	22	23
Needles (92363)	0	1	0	0	0	0	8	9
Other Zip Code Areas	0	0	0	0	0	0	41	41
No Response	0	0	0	0	0	0	31	31
Total	0	1	0	2	0	4	786	807

Table 36. Survey Sample Response to What industry are you employed in? (Total Household)

<i>Employment Industry (Zip Code)</i>	Construction	Casino/ Gaming	Eating/ Drinking (outside casino)	Health Care	Service (except gaming & health care)	Retail Trade	Wholesale Trade	Utilities	Trans- portation
Laughlin (89029)	2	75	23	7	12	27	0	5	6
Bullhead City (86429)	5	49	5	10	5	30	1	9	4
Bullhead City (86442)	18	154	29	39	25	81	1	30	6
Fort Mohave (86426)	18	68	10	9	16	30	1	19	2
Mohave Valley (86440)	7	21	1	4	8	9	0	4	0
Golden Valley (86413)	0	16	1	2	3	4	1	2	0
Needles (92363)	0	4	0	2	1	2	0	1	0
Other Zip Code Areas	5	11	1	3	3	7	0	22	0
No Response	0	5	1	4	1	1	1	1	0
Total	55	403	71	80	74	191	5	93	18

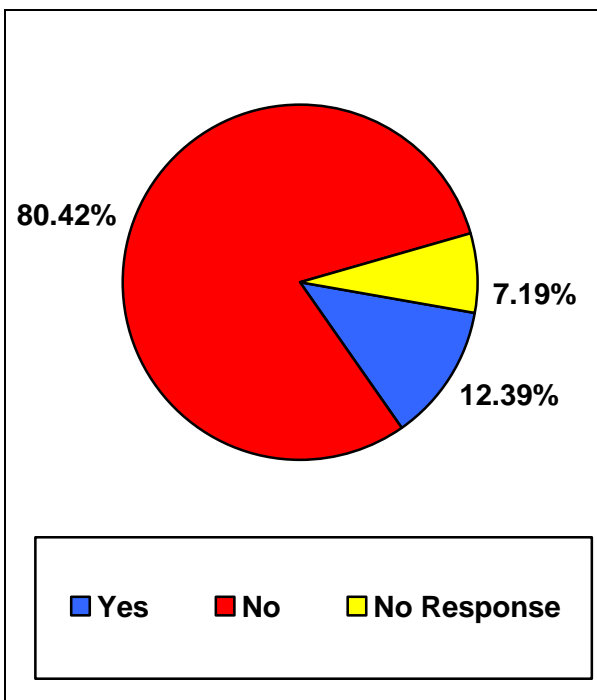
<i>Employment Industry (Zip Code)</i>	Finance/ Banking	Real Estate	Manufacturing	Education	Government	Other	No Response	Total
Laughlin (89029)	5	6	0	18	12	23	474	695
Bullhead City (86429)	1	4	2	14	18	28	345	530
Bullhead City (86442)	6	7	3	65	50	65	826	1,405
Fort Mohave (86426)	10	3	3	18	28	34	396	665
Mohave Valley (86440)	4	2	1	3	11	5	140	220
Golden Valley (86413)	1	0	0	4	4	3	75	115
Needles (92363)	0	1	0	0	4	6	24	45
Other Zip Code Areas	1	2	2	7	9	6	126	205
No Response	0	0	0	1	4	2	136	155
Total	28	25	11	130	137	173	2,541	4,035

Question 7. Do you or others in your household have more than one job?

Table 37. Survey Sample Response to “Do you or others in your household hold more than one job”?

<i>Second Job (Zip Code)</i>	Yes	No	No Response	Total
Laughlin (89029)	9	116	14	139
Bullhead City (86429)	13	92	1	106
Bullhead City (86442)	47	222	12	281
Fort Mohave (86426)	15	111	7	133
Mohave Valley (86440)	5	37	2	44
Golden Valley (86413)	3	19	1	23
Needles (92363)	0	8	1	9
Other Zip Code Areas	4	36	1	41
No Response	4	8	19	31
Total	100	649	58	807

Figure 19. Survey Sample Response to “Do you or others in your household hold more than one job”?



Purpose of Question:

A community or regional indicator to measure economic health is the number of secondary jobs residents hold. High percentages of residents holding second jobs may indicate a shortage of employment or low livable wages.

Summary:

- Over 12% of survey respondents indicated that they did hold a second job.
- Over 80% of survey respondents did not hold a second job.

Question 8. What was your estimated 2004 annual household income?

Figure 20. Survey Sample Response to Annual Household Income. (Survey Taker) $n = 807$

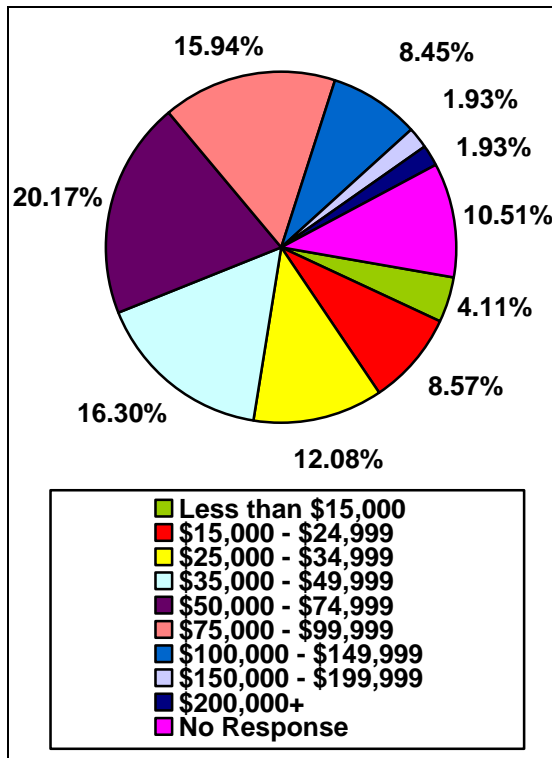
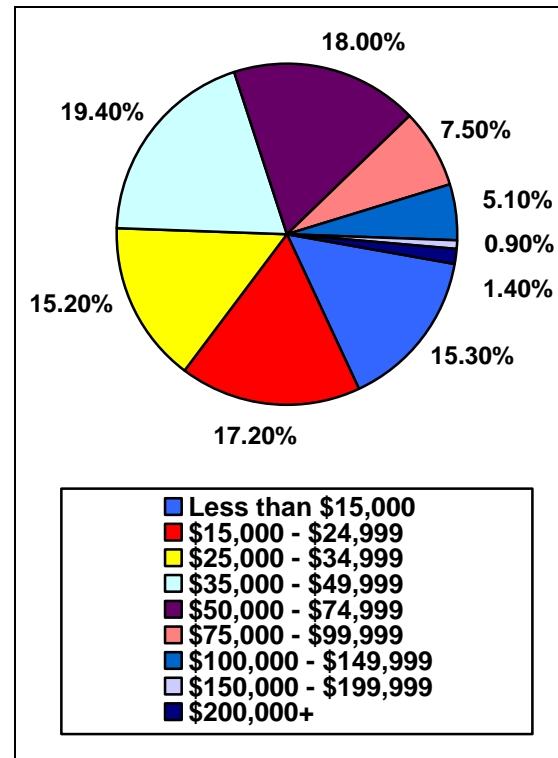


Figure 21. 2004 Census Annual Household Income.



Purpose of Question:

Annual household income measures the wealth of a community or region.

Summary:

- ✚ Approximately 13 % of the survey sample reported annual household income less than \$25,000. 2004 Census reports over 27% of households with incomes less than \$25,000.
- ✚ Approximately 36% of the survey sample reported annual household income between \$25,000 and \$50,000. 2004 Census reports approximately 36% of total households with annual household incomes between \$25,000 and \$50,000.
- ✚ Approximately 36% of the survey sample reported annual household income between \$50,000 and \$100,000. 2004 Census reports approximately 25% of total households with incomes between \$50,000 and \$100,000
- ✚ Approximately 12% of the survey sample reported annual household income greater than \$100,000. 2004 Census reports 6% of households with annual incomes over \$100,000.

Question 8. What was your estimated 2004 annual household income?

Table 38. Survey Sample Response to What is your estimated 2004 annual household income?

<i>Annual Household Income (Zip Code)</i>	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000+	NR	Total
Laughlin (89029)	5	6	26	32	21	13	16	3	3	15	139
Bullhead City (86429)	8	19	15	8	19	12	7	2	5	11	106
Bullhead City (86442)	14	25	40	50	69	32	20	6	5	20	281
Fort Mohave (86426)	3	9	10	25	34	20	18	3	0	11	133
Mohave Valley (86440)	2	6	3	7	10	5	5	0	0	6	44
Golden Valley (86413)	1	2	1	4	8	4	2	0	0	1	23
Needles (92363)	0	2	0	3	0	3	0	0	1	0	9
Other Zip Code Areas	1	0	4	3	4	13	11	2	1	2	41
No Response	0	2	1	3	2	0	1	0	1	21	31
Total	34	71	100	135	167	132	70	16	16	87	807