

SMITHGROUP



# CITY OF LAS VEGAS MASTER PLAN 2050 SURVEY

APPLIED  
ANALYSIS



# SURVEY OVERVIEW





# PROJECT OVERVIEW AND RESEARCH METHODOLOGY

## **Overview:**

The City of Las Vegas (“the City”) is interested in learning about residents’ attitudes, impressions, expectations and concerns relative to conditions in the City’s to inform an update to the City’s Master Plan.

## **General Approach:**

Participants were asked a series of questions spanning a number community-related topics, including perceptions about cost, safety, amenities, public services, facilities, transportation and more. The objective of the survey was to better understand public perception and potentially identify areas where conditions should be preserved or modified.

## **Survey Parameters:**

### **Timeframe:**

April 2019

### **Method:**

Online survey

### **City residents:**

City residents (18 years+)

### **Sample:**

420 completed surveys; analysis controlled for age, race/ethnicity and gender

### **Margin of Error:**

±4.7% at the 95% confidence interval



# KEY FINDINGS

# EXECUTIVE SUMMARY

- **Residents Prioritize Cost of Living and Public Safety**

City residents cited cost of living (#1) and public safety (#2) as the most important factors driving why they choose to live in the City, why they might consider leaving the City and what they like most about living in the City.

- **City residents are Generally Satisfied with Their Quality of Life**

Three in four City residents (74%) said they were satisfied with their quality of life in the City. Residents are most satisfied with the City first as a place to live, then as a place to work and retire, respectively. Two in three City residents (66%) also stated that they believe living in the City has provided them with quality economic opportunities. Notably, three out of four residents (74%) would recommend a friend move to the City.

- **City Residents Have a Strong Sense of Community**

Approximately half of City residents (46%) reported participating in community organizations at least once a month. Moreover, eight in ten (79%) reported speaking to their neighbors at least once a week. City residents generally feel at home in their neighborhoods and feel they are good places to live. Again, affordability and safety were the top two elements City residents liked about where they live.

- **Residents Feel Safe in Their Neighborhoods, But Less So in the City Generally**

Roughly two in three City residents (64%) reported feeling safe in the City while eight in ten (79%) reported feeling safe in their neighborhood. Nine in ten residents (92%) believe their neighborhoods were medium or low crime areas. Roughly half residents stated (53%, 55%) that they felt the police were capable of protecting them and would respond quickly if called. Three in four residents (77%) were confident the fire department would respond quickly to an emergency call.



# EXECUTIVE SUMMARY

- **City Residents are Generally Satisfied with Infrastructure and Amenities**

Generally City residents found the affordability and quality of transportation, utilities and housing to be average or above average. However, they found health care and education to be wanting in the same categories.

- **City Residents Feel Las Vegas is Open and Inclusive**

Less than one in ten City residents (5%) felt that the City is not open or inclusive to individuals of a different race, ethnicity, sexual orientation, gender or gender identity. Additionally, one in ten (9%) felt there are poor race relations in the City. Two in three residents (77%) felt that the City is a welcoming place for immigrants, but eight in ten (85%) placed a high priority on the government addressing racial equity gaps.

- **Looking Forward, Residents Prioritize Public Safety, Health Care, Education and Resource Availability**

City residents ranked public safety as the highest priority issue that the City should address in the next 30 years, followed closely by health care and education. Seven in ten (71%) City residents also reported being concerned about the long-term availability of water in the City.



# SURVEY RESULTS





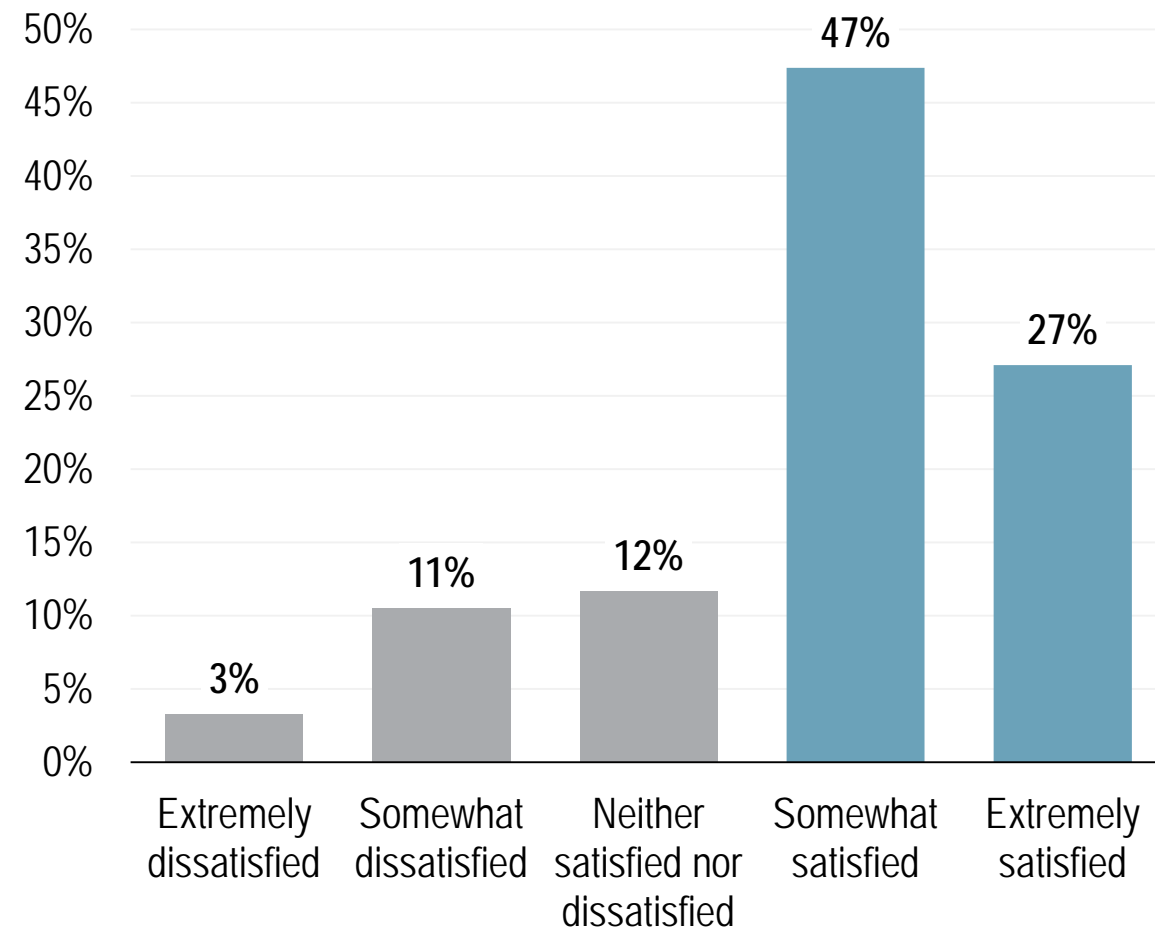
# SURVEY RESULTS

## GENERAL SATISFACTION



# Q1 Which of the following most closely matches your satisfaction with the quality of life in the City?

**2 in 3** City residents are **satisfied** with their **quality of life** in the City



N = 420



## Q2 Tell us about the reasons you live in the City

Cost of Living #1

Safety/Crime #2

Health Care #3

Family #4

Climate #5

Employment #6

Amenities #7

Destinations #8

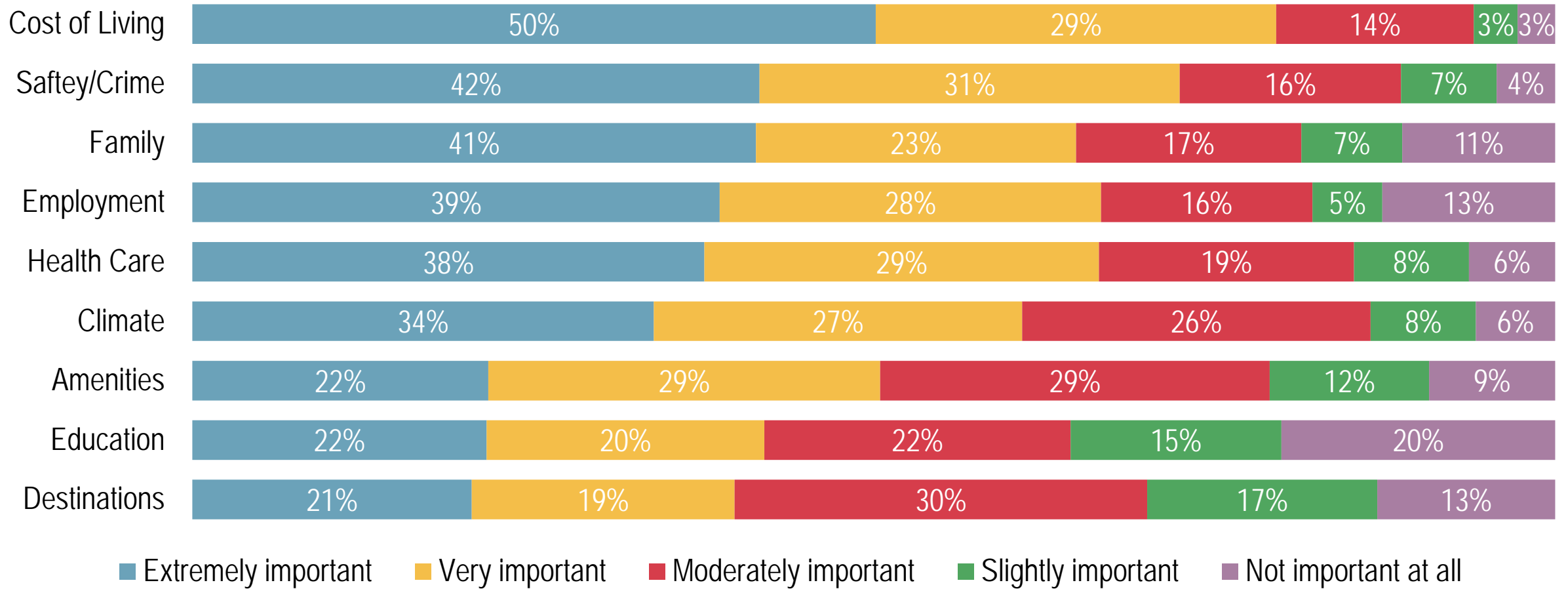
Education #9

City residents cited  
**cost of living** as  
the **most important** reason  
for living in Las Vegas

N = 420



## Q2 Tell us about the reasons you live in the City



N = 420





# Q3 What factors might cause you to consider relocating to another City?

Safety/Crime #1

Cost of Living #2

Health Care #3

Family #4

Employment #5

Climate #6

Education #7

Destinations #8

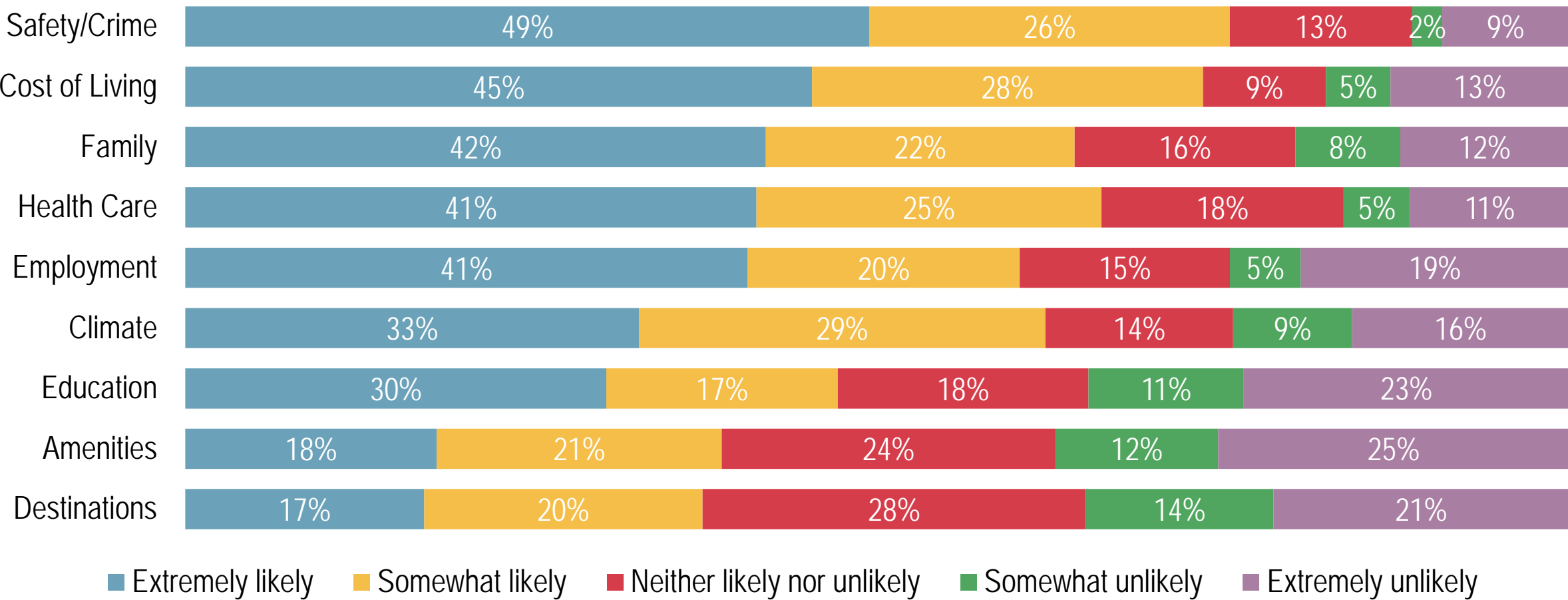
Amenities #9

**Public safety is the most likely reason City residents would consider relocating from Las Vegas**

N = 420



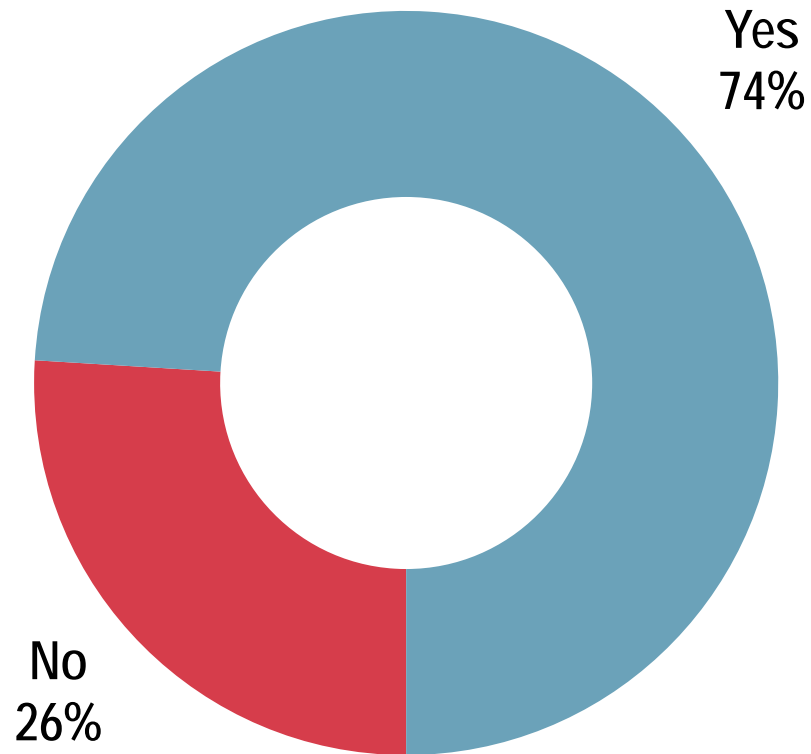
# Q3 What factors might cause you to consider relocating to another City?



N = 420



## Q4 Would you recommend an out-of-state friend or relative move to City?



**3 in 4** City residents would **recommend moving to the City** to an out-of-state friend or relative

N = 420



# Q4 Why would you recommend an out-of-state friend or relative move to the City?



N = 287

# Q4 Why would you recommend an out-of-state friend or relative NOT move to the City?



N = 50



# Q5 Please select which most closely matches your satisfaction with the quality of life in the City

Place to Live

#1

Place to Work

#2

Place to Retire

#3

Place to Raise Children

#4

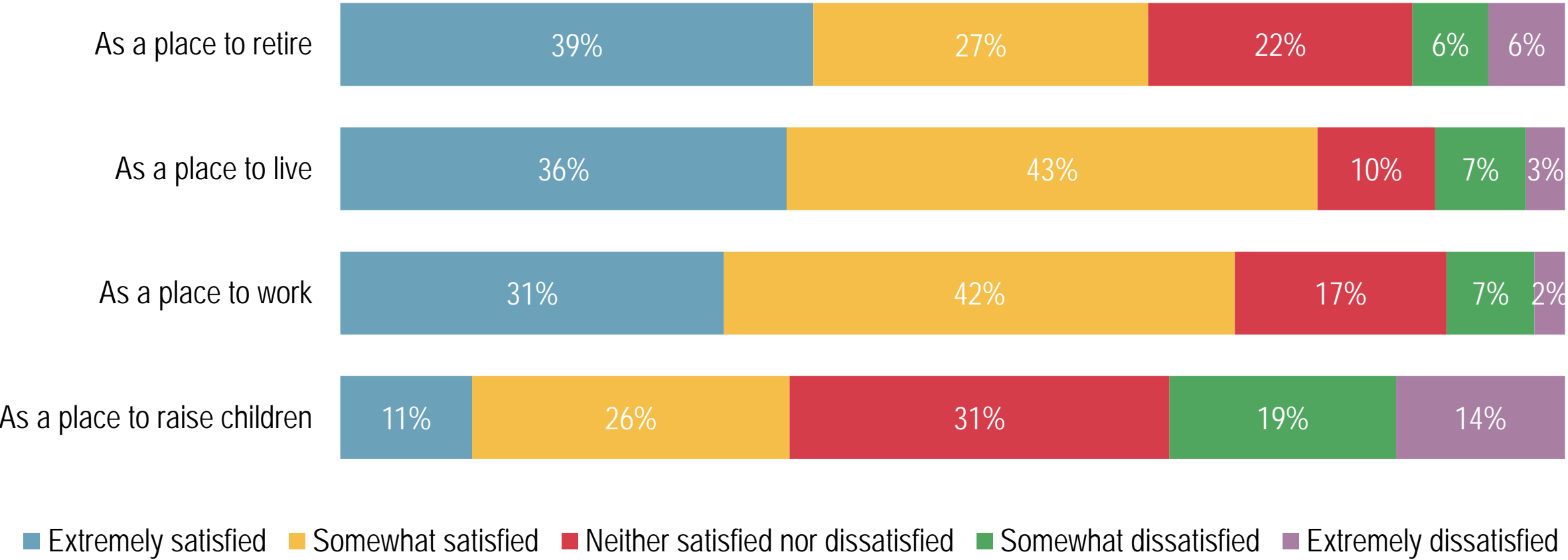
City residents are **most satisfied** with the City  
**as a place to live**

N = 420





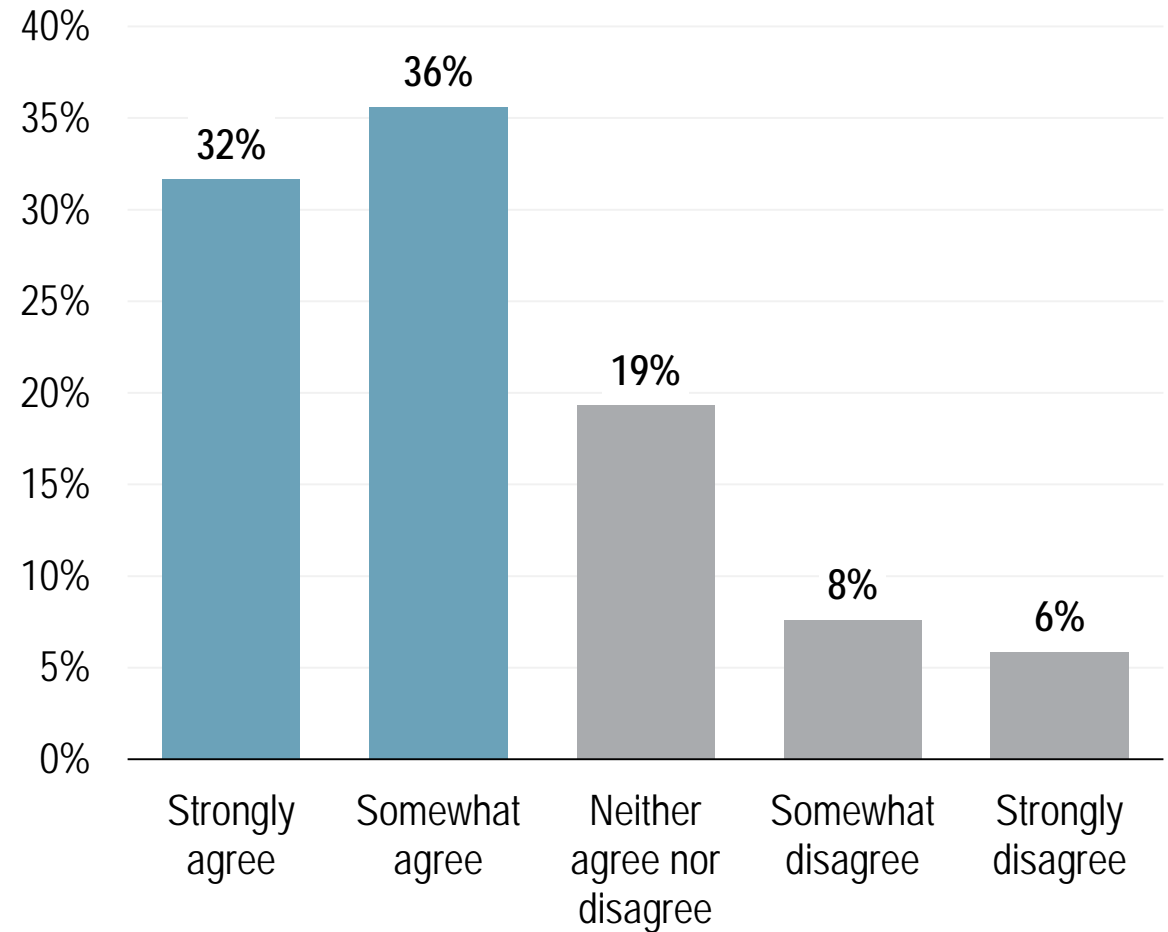
# Q5 Please select which most closely matches your satisfaction with the quality of life in the City



N = 420

**Q6** To what extent to do you agree or disagree that living in the City has offered you good opportunities for you to get ahead economically?

**2 in 3** City residents feel that living in the City has **provided** them quality **economic opportunities**



N = 420

# SURVEY RESULTS

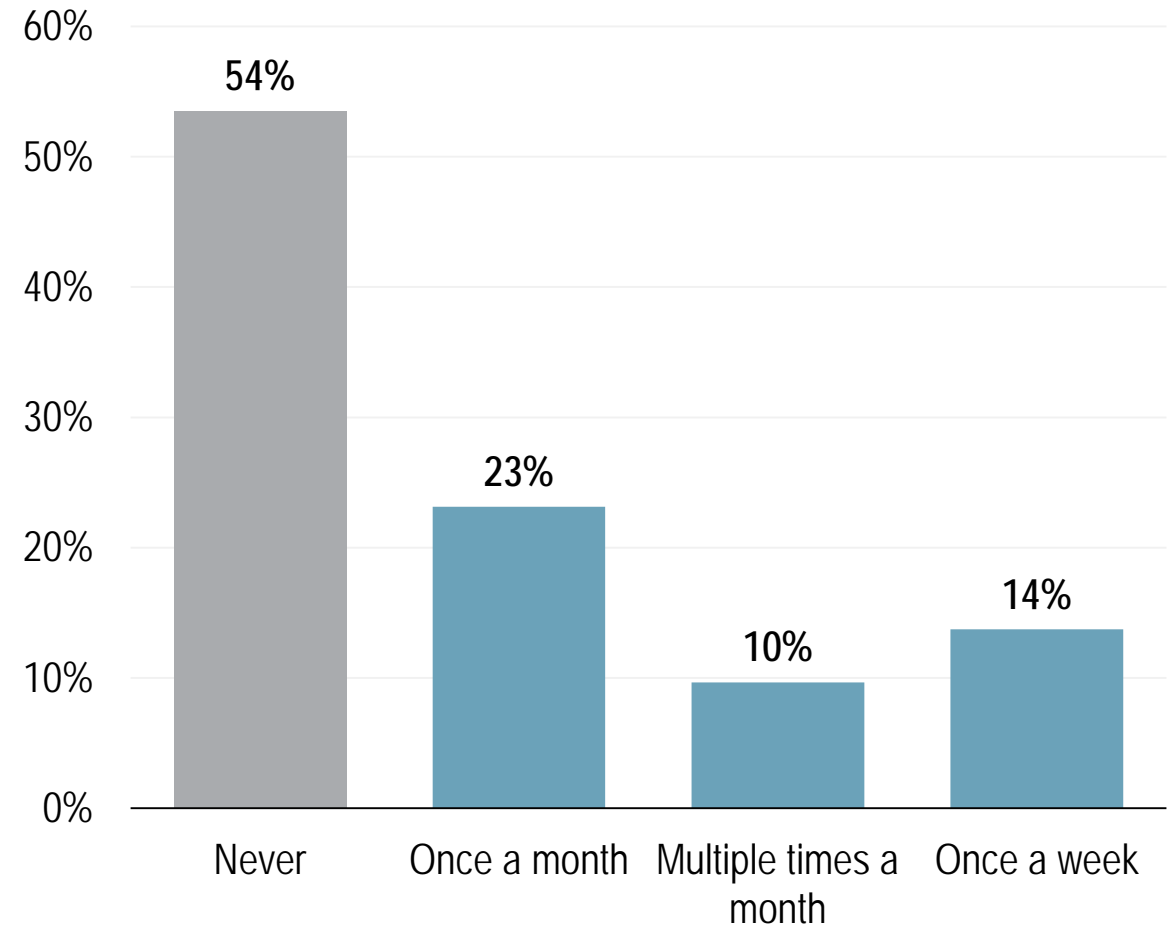
## SENSE OF COMMUNITY





# Q7 How often do you participate in community organizations (e.g., non-profits, interest groups, clubs, etc.)?

Nearly **half** of City residents **participate** in community organizations at least **once a month**

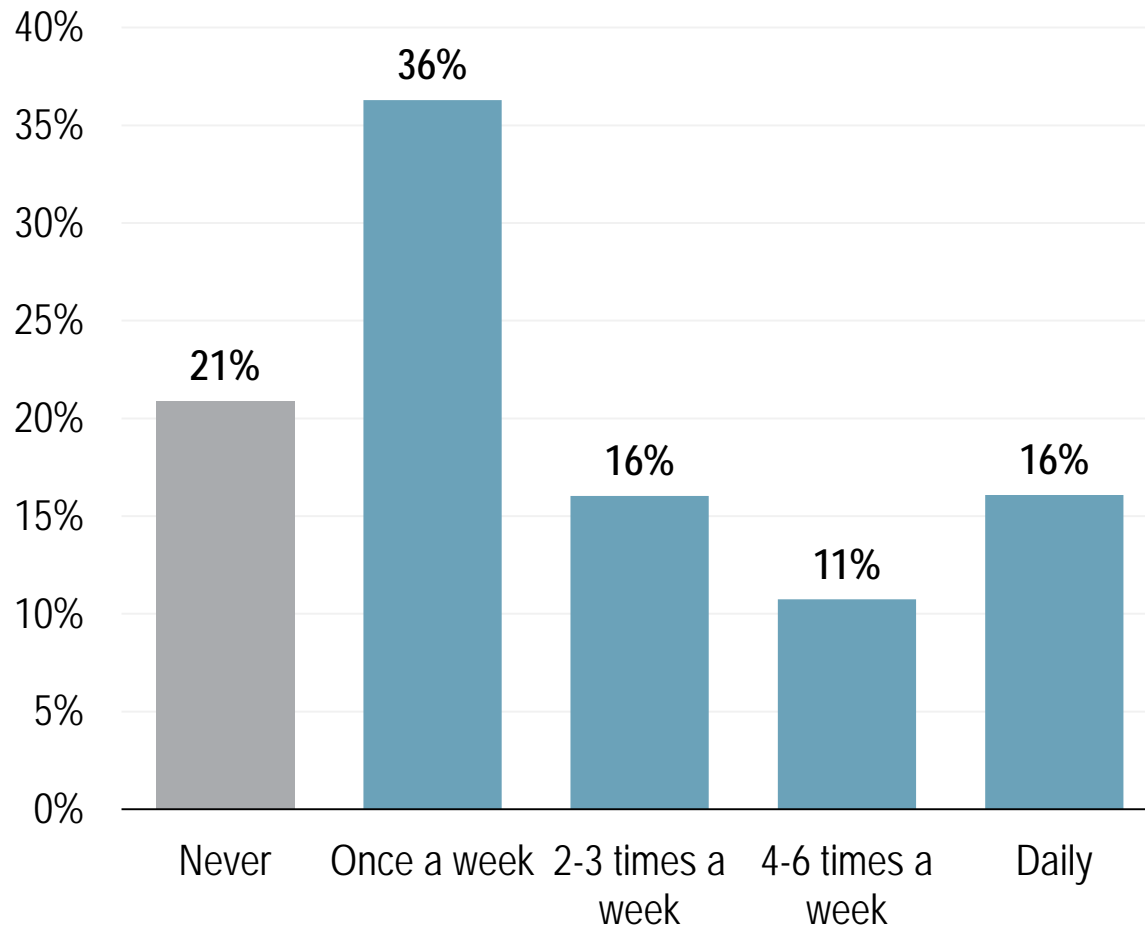


N = 420





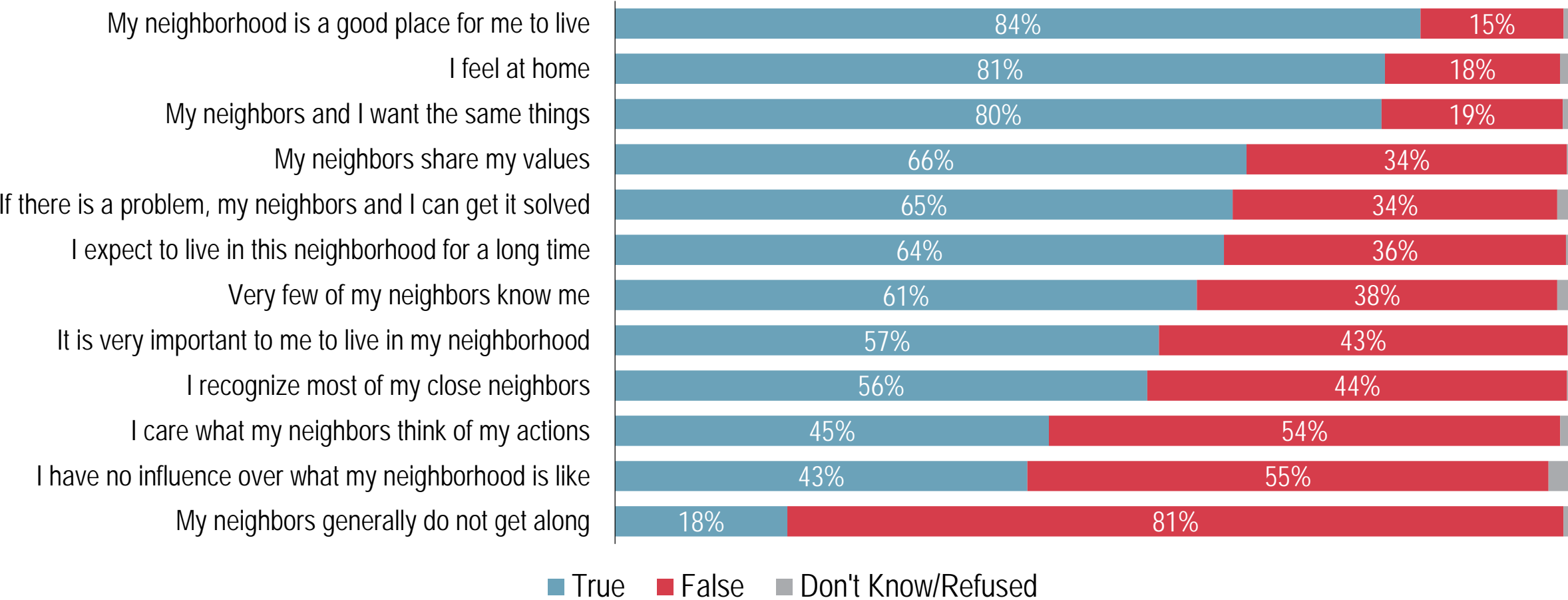
## Q8 How often do you talk with your neighbors?



**8 in 10** City residents  
speak to their neighbors  
at least **once a week**

N = 420

# Q9 Attitudes regarding residents' neighbors and neighborhoods



N = 420



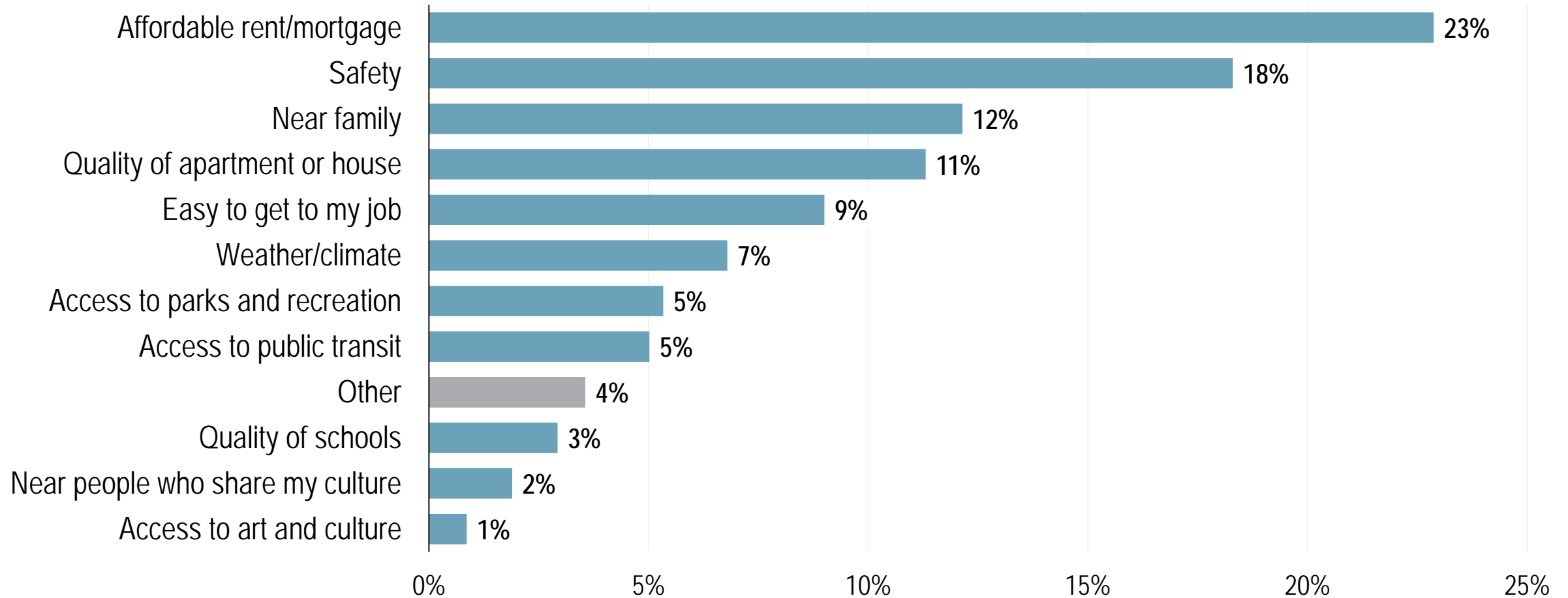
# Q10 One thing missing from my neighborhood is...



N = 243



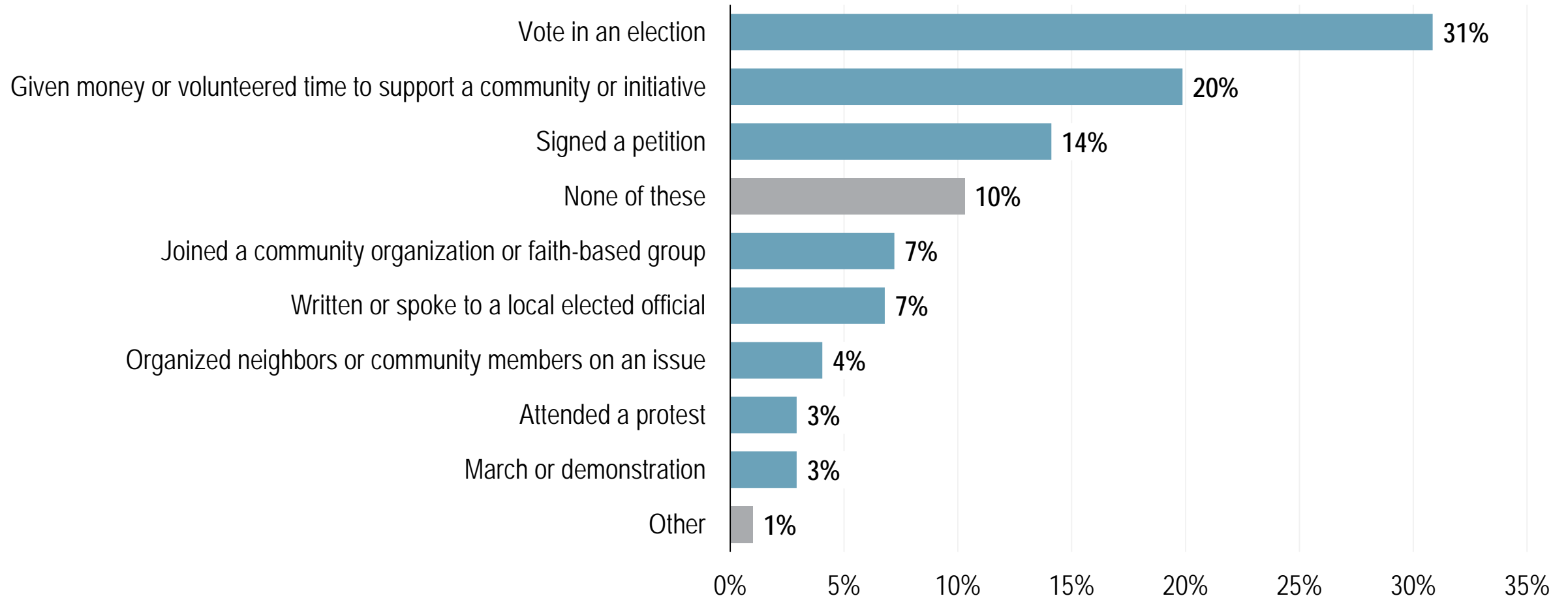
# Q11 What do you like most about where you live? (Select top two)



*N = 840, two responses chosen*



# Q12 Which of the following have you done over the past year?



N = 420



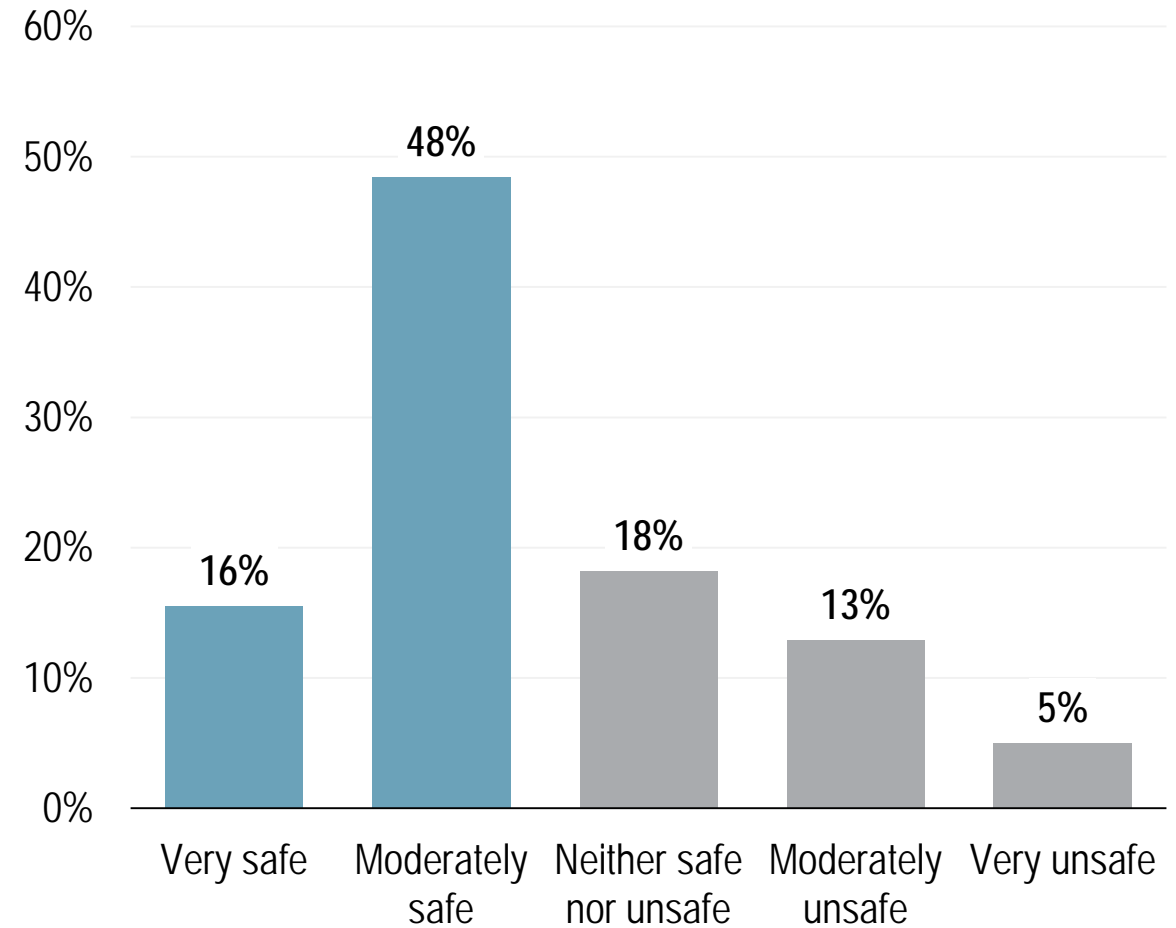
# SURVEY RESULTS

## PUBLIC SAFETY



## Q13 How safe do you feel in the City?

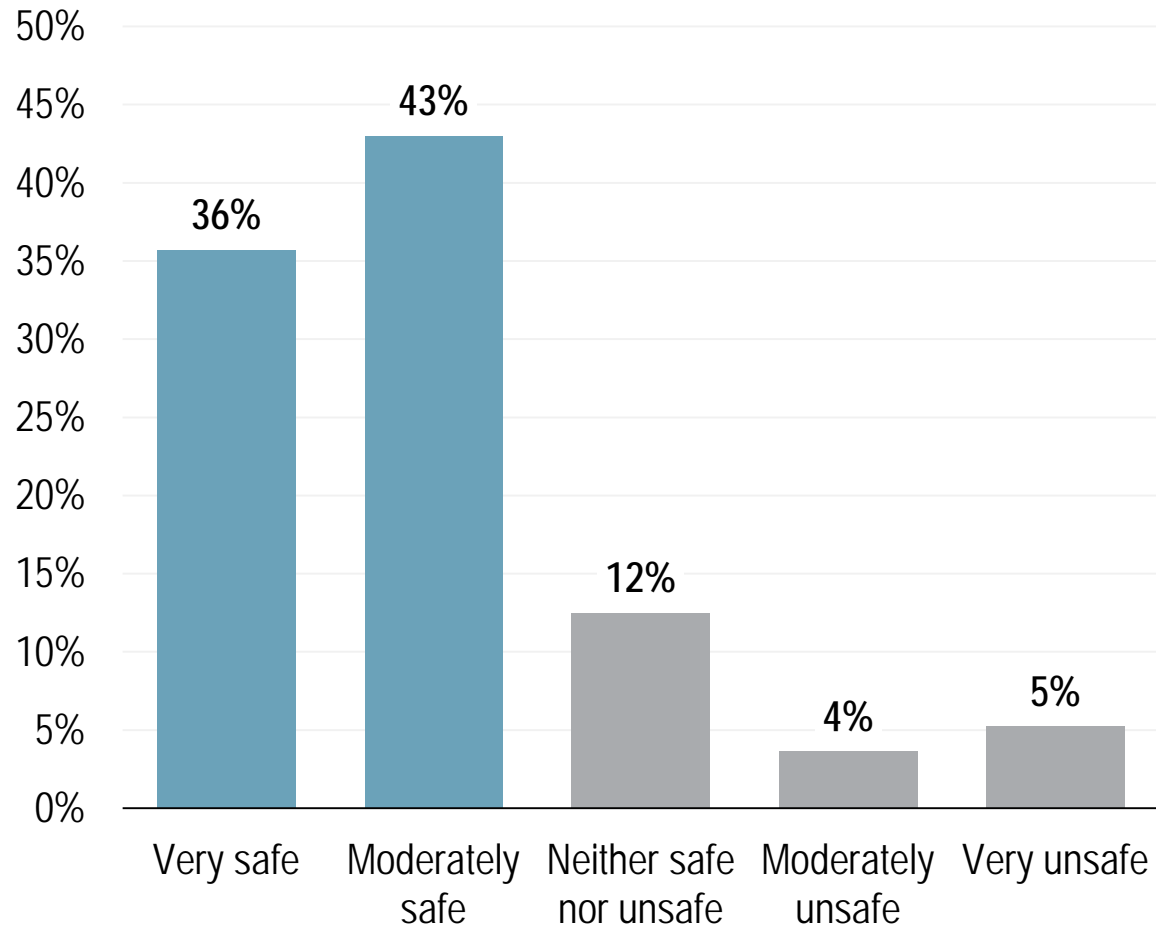
**6 in 10** City residents  
**feel safe** in the City



*N = 420*



## Q14 How safe do you feel in your neighborhood?



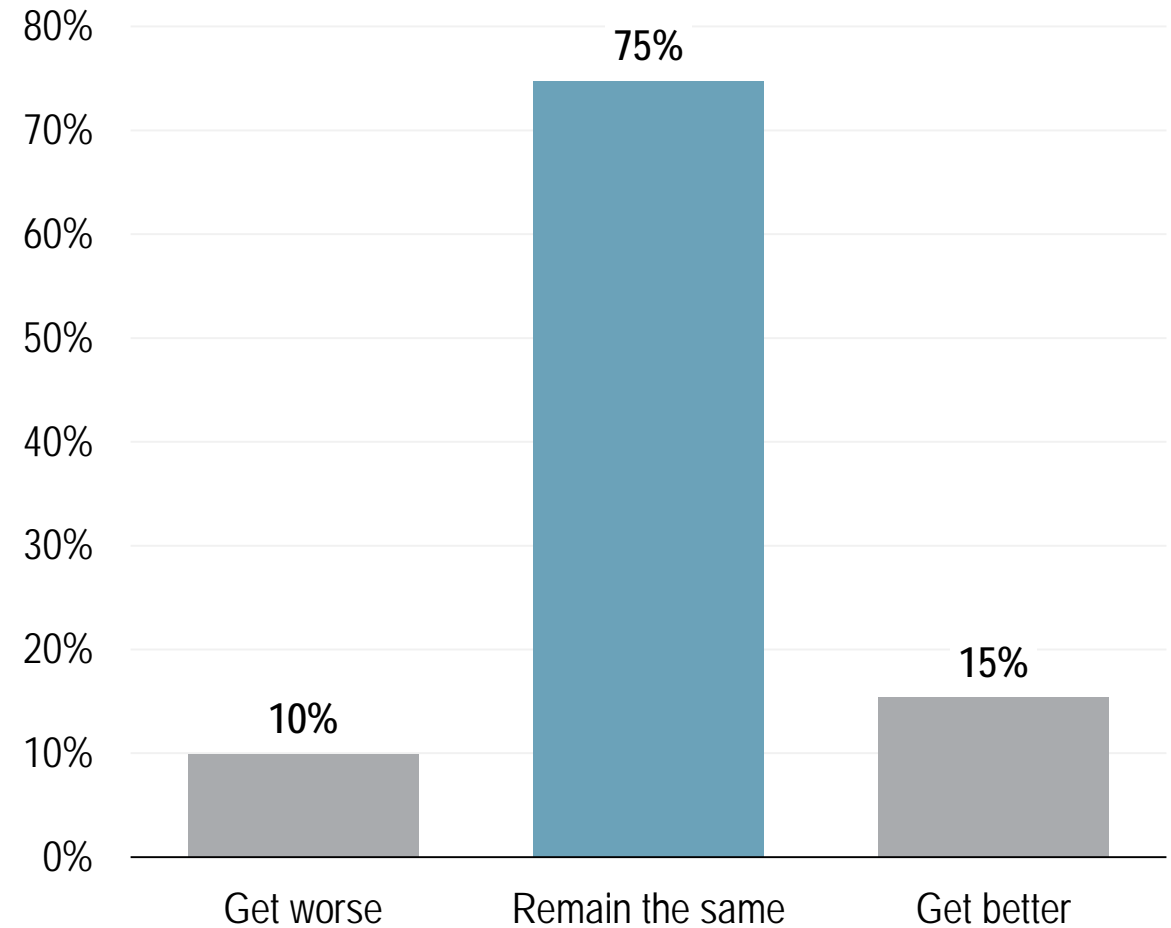
**8 in 10** City residents  
**feel safe** in their own  
neighborhood

N = 420



# Q15 Do you think your neighborhood will be a better or worse place to live in the next year, or will it stay the same?

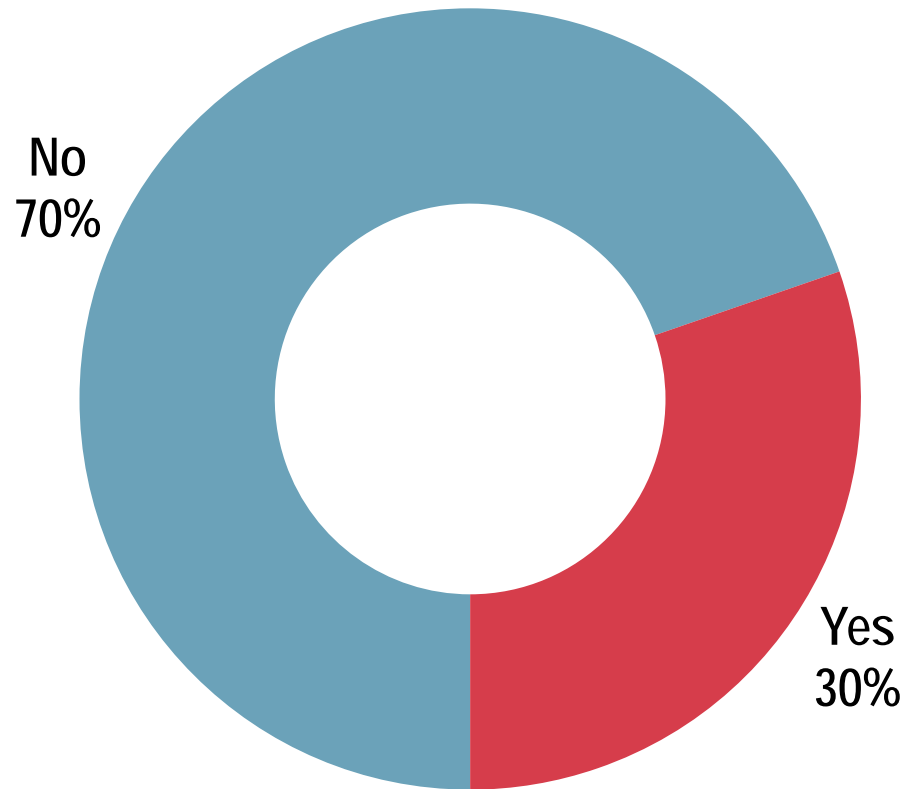
**3 in 4** City residents think their neighborhood will be **neither a better nor worse** place to live next year



N = 420



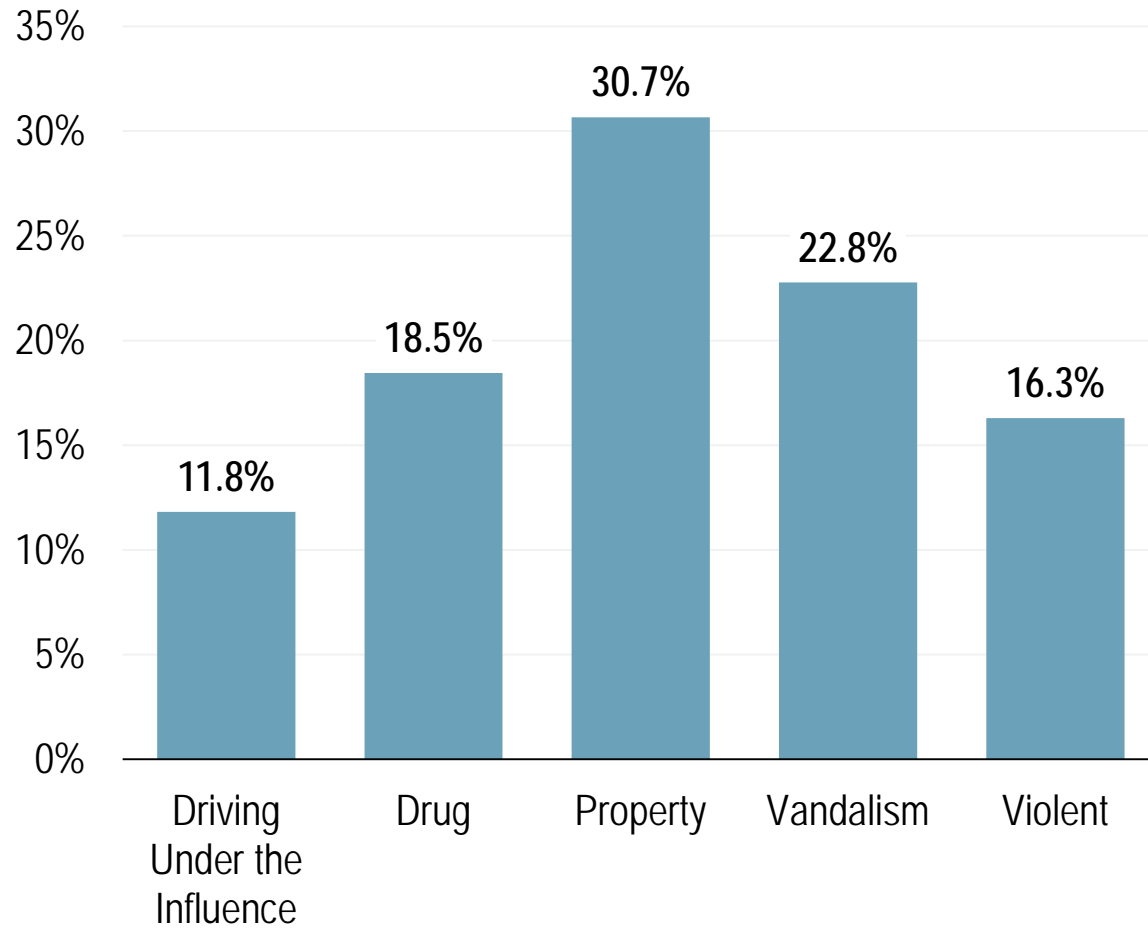
## Q16 Have you ever witnessed a crime in your neighborhood?



**3 in 10** City residents have **witnessed a crime** in their neighborhood at some point

N = 420

## Q16 What type of crime did you witness?

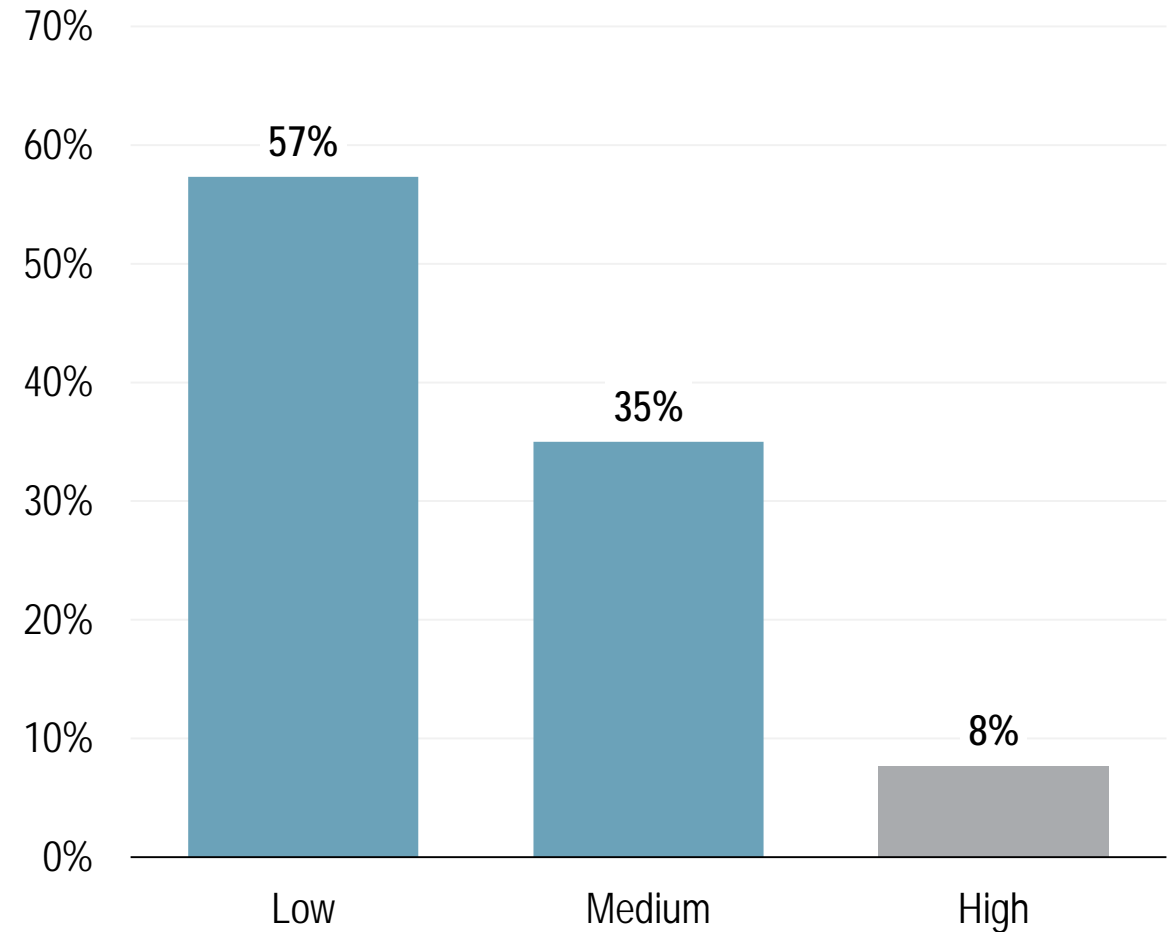


Of the different categories of crimes witnessed, **property crime** was the **most-witnessed**

*N = 191, multiple responses allowed by those who said "Yes" to Q15*

# Q17 Do you consider your neighborhood a high, medium or low crime area?

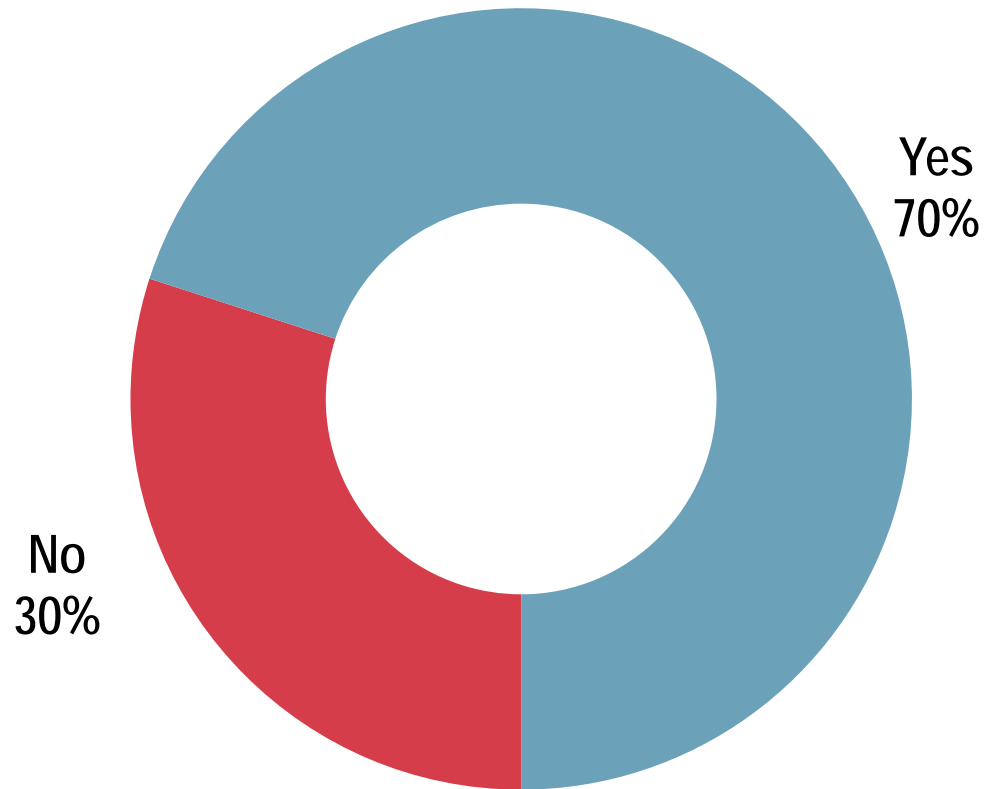
Over **9 in 10** City residents consider their neighborhood to be a **medium or low crime area**



N = 420



# Q18 Do you think the police do a good job with controlling crime in your neighborhood?



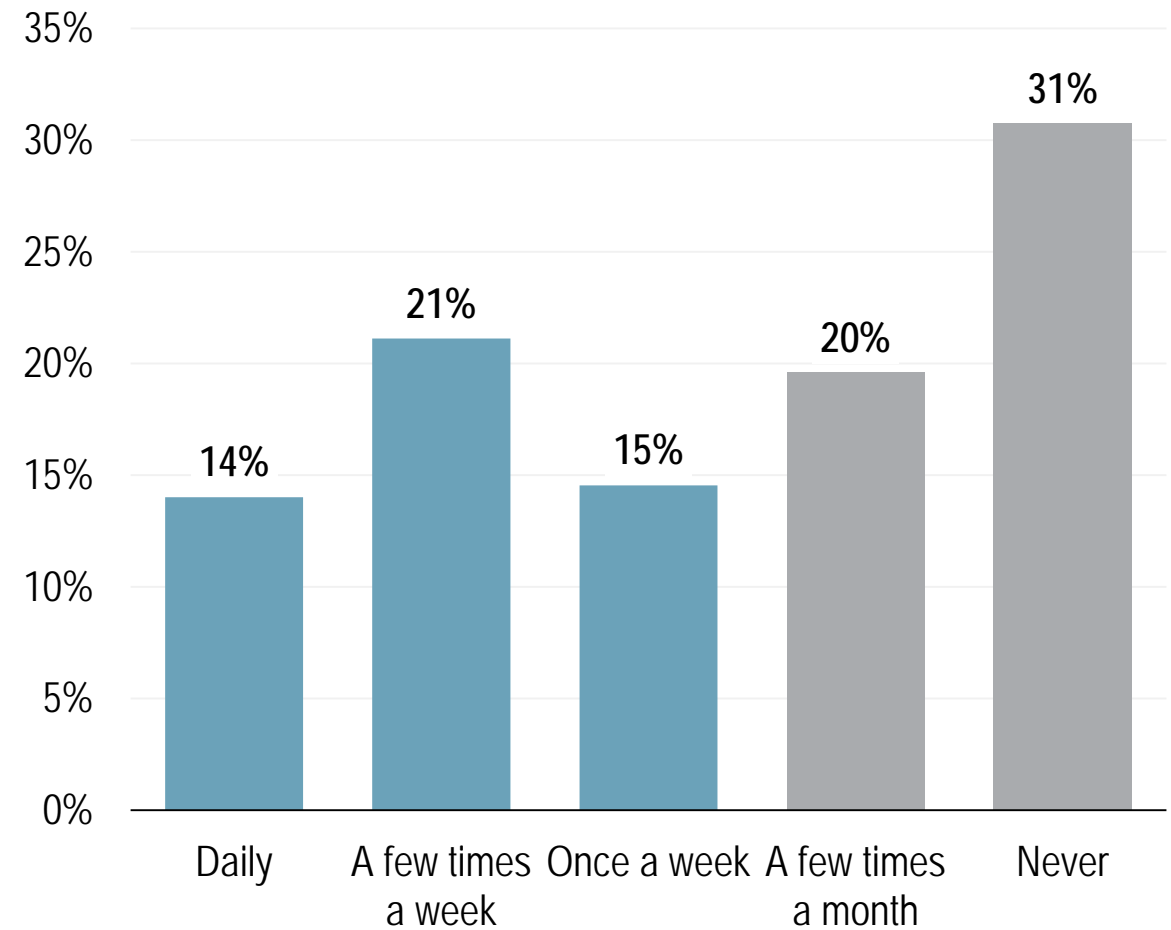
**7 in 10** City residents believe police do a **good job** of controlling crime in their neighborhood

N = 420



# Q19 How frequently do you see police patrols in your neighborhood?

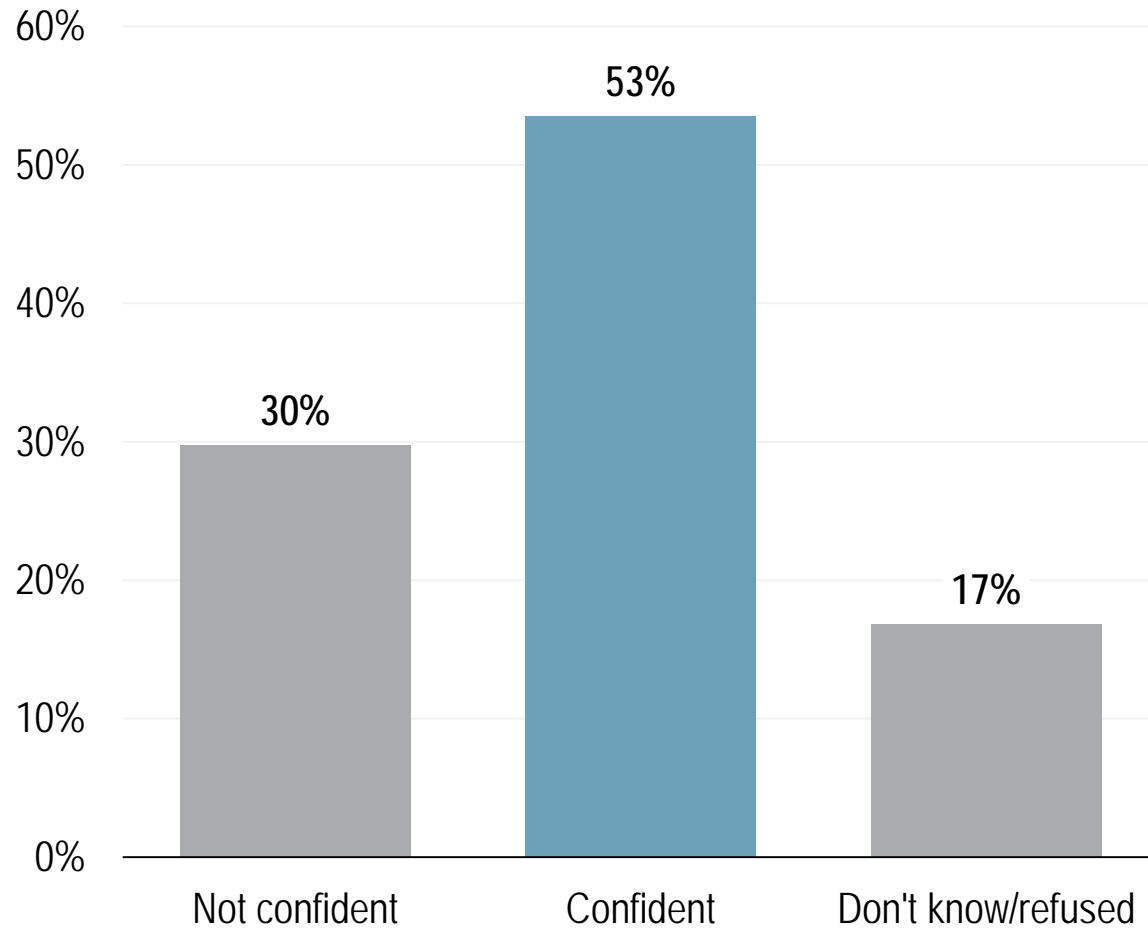
**Half** of City residents **see police patrols** in their neighborhood at least once a week



N = 420



## Q20 How confident are you in the capability of police to protect you from crime?

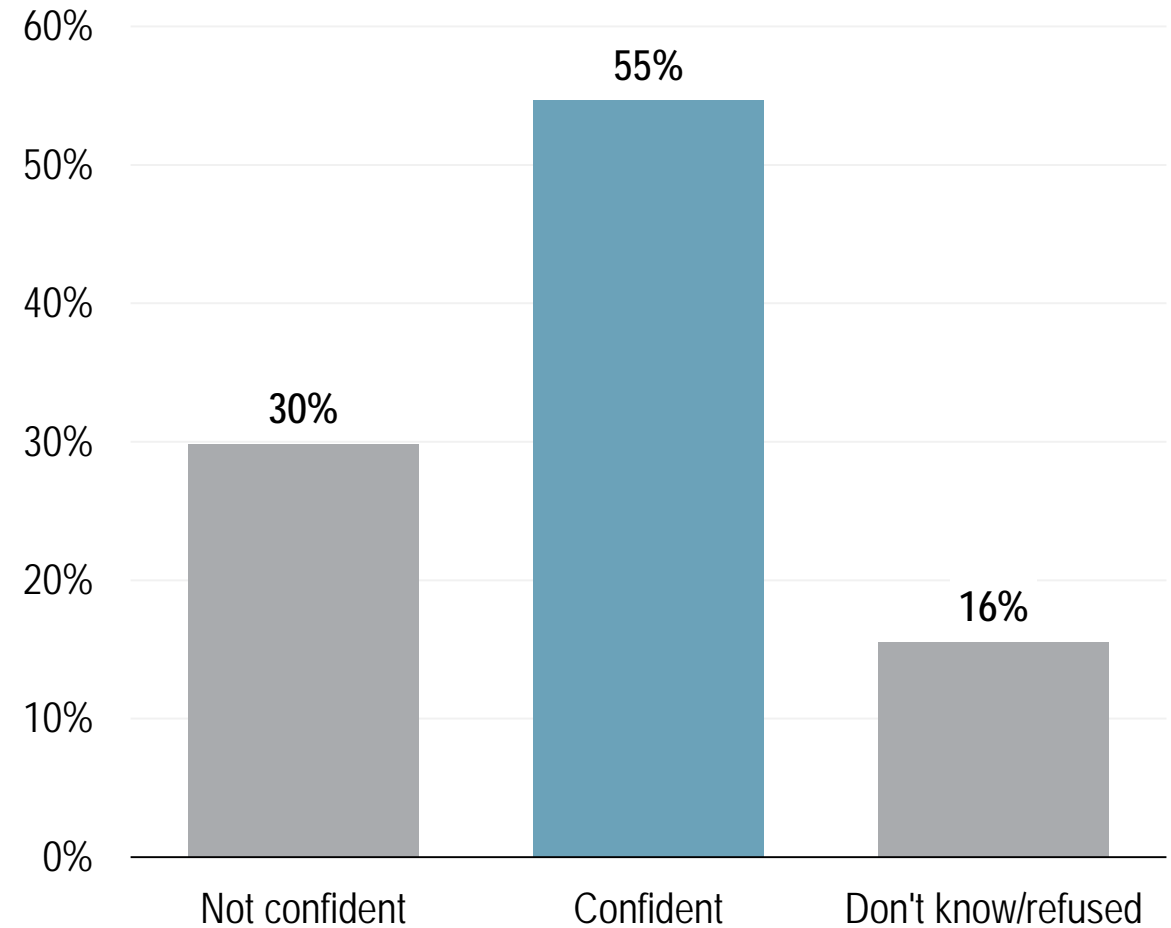


N = 420

Roughly **half** of City residents are **confident** that the police are capable of protecting them from crime

## Q21 How confident are you in the police to respond quickly to a phone call (emergency or non-emergency)?

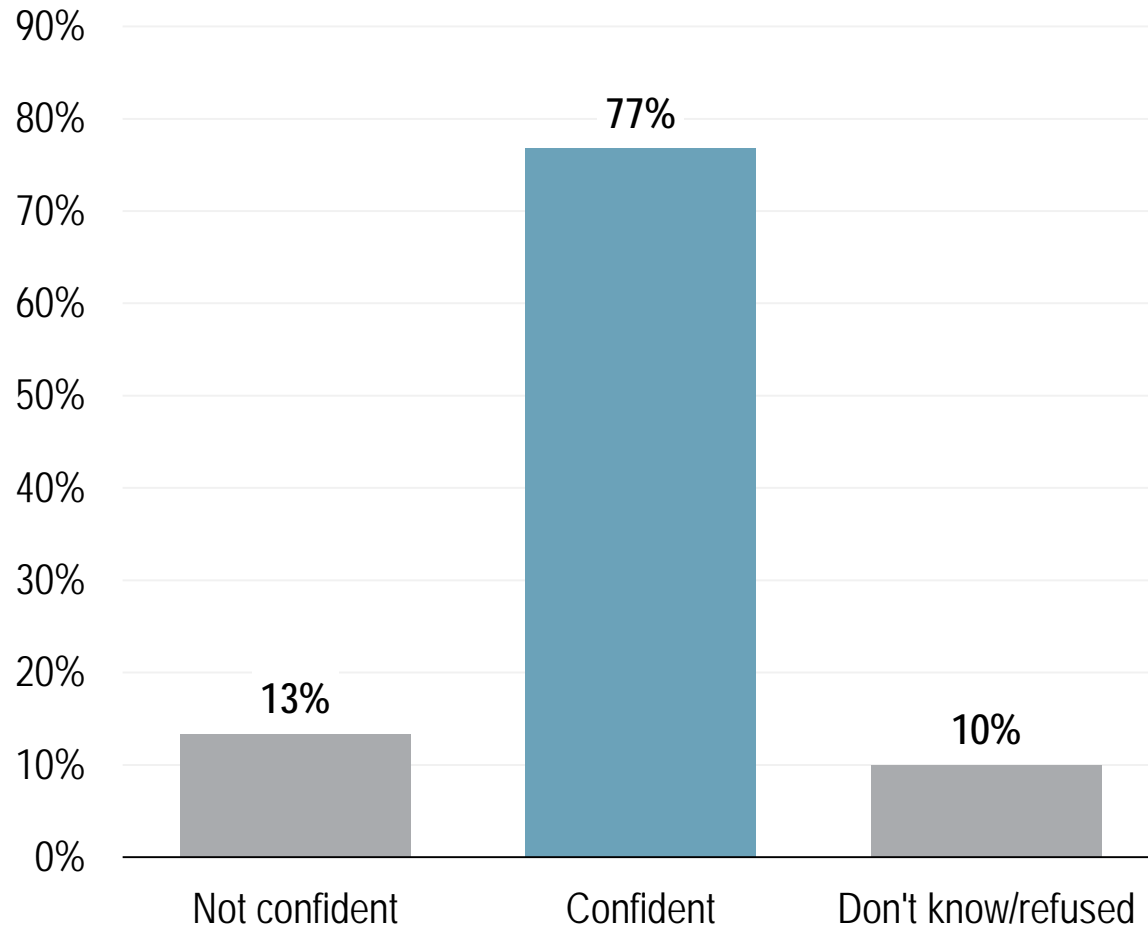
Just over **half** of City residents are confident that the **police will respond quickly** to a phone call



N = 420



## Q22 How confident are you in fire or other emergency services to respond quickly to an emergency phone call?



**3 in 4** City residents are confident that the **fire department will respond quickly** to a phone call

N = 420

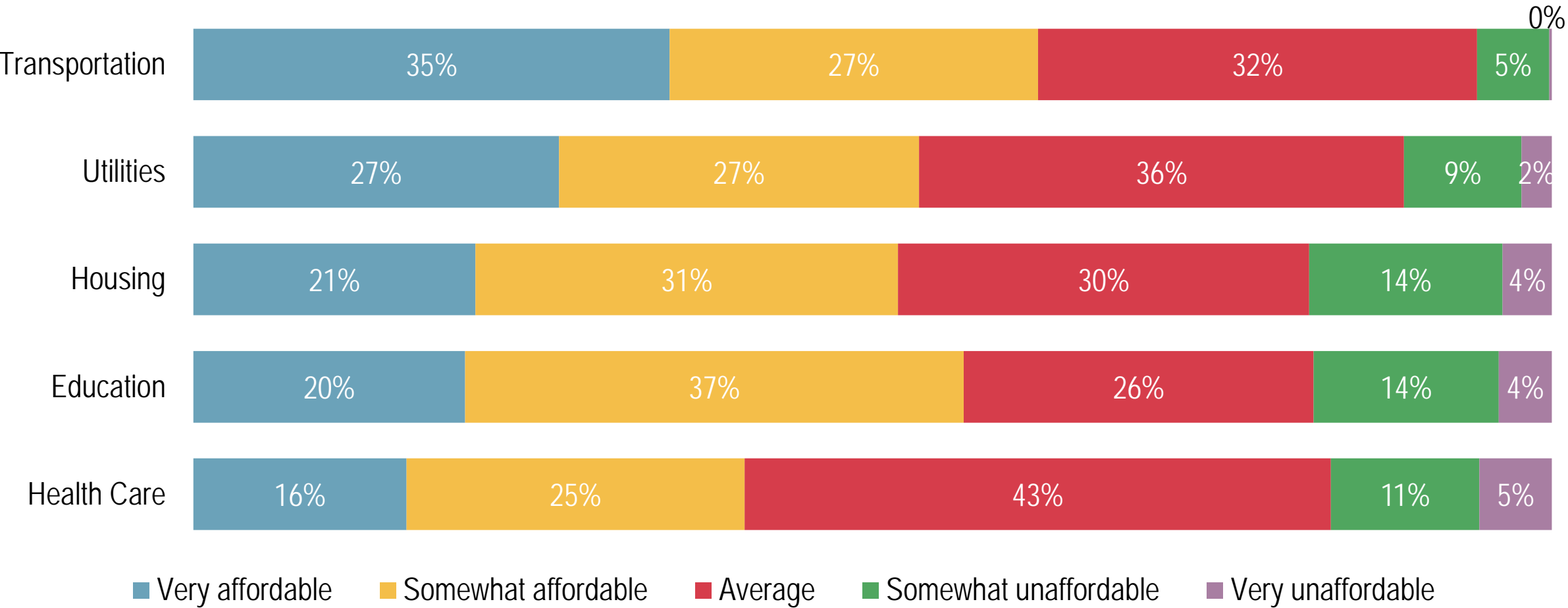


# SURVEY RESULTS

## INFRASTRUCTURE & AMENITIES



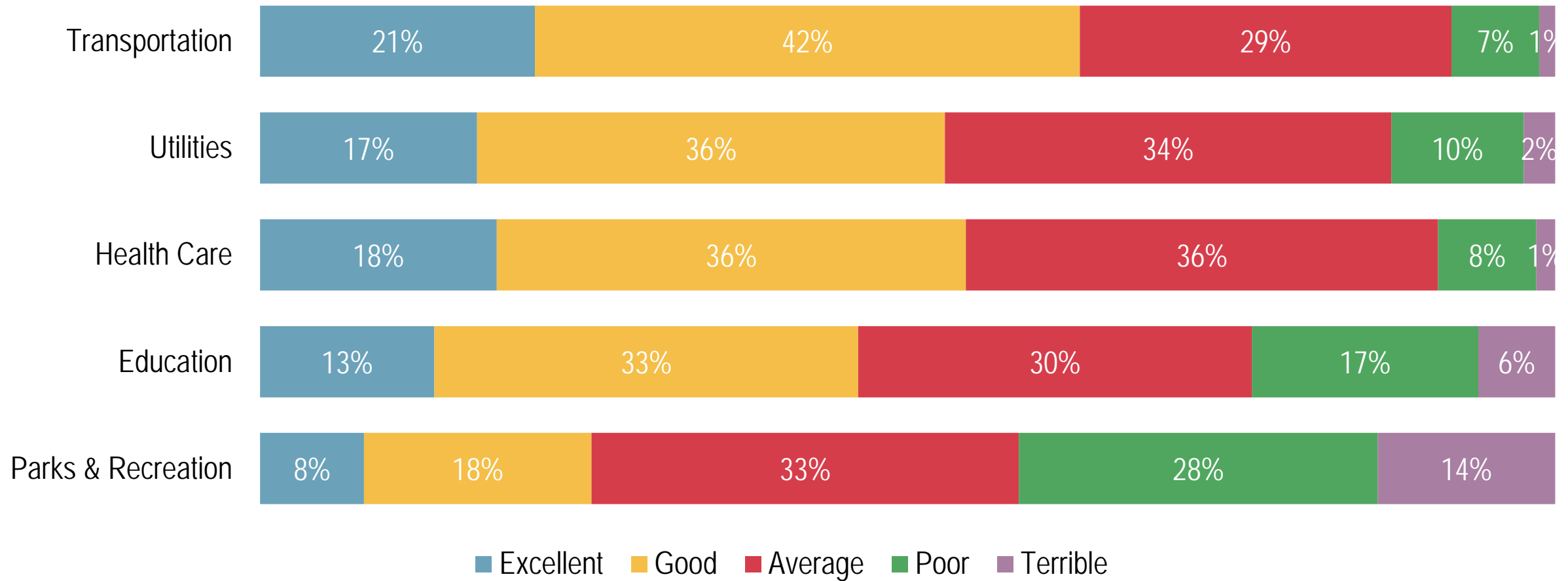
# Q23 Please assess the affordability of the following in the City



N = 420



## Q24 Please assess the quality of the following in the City

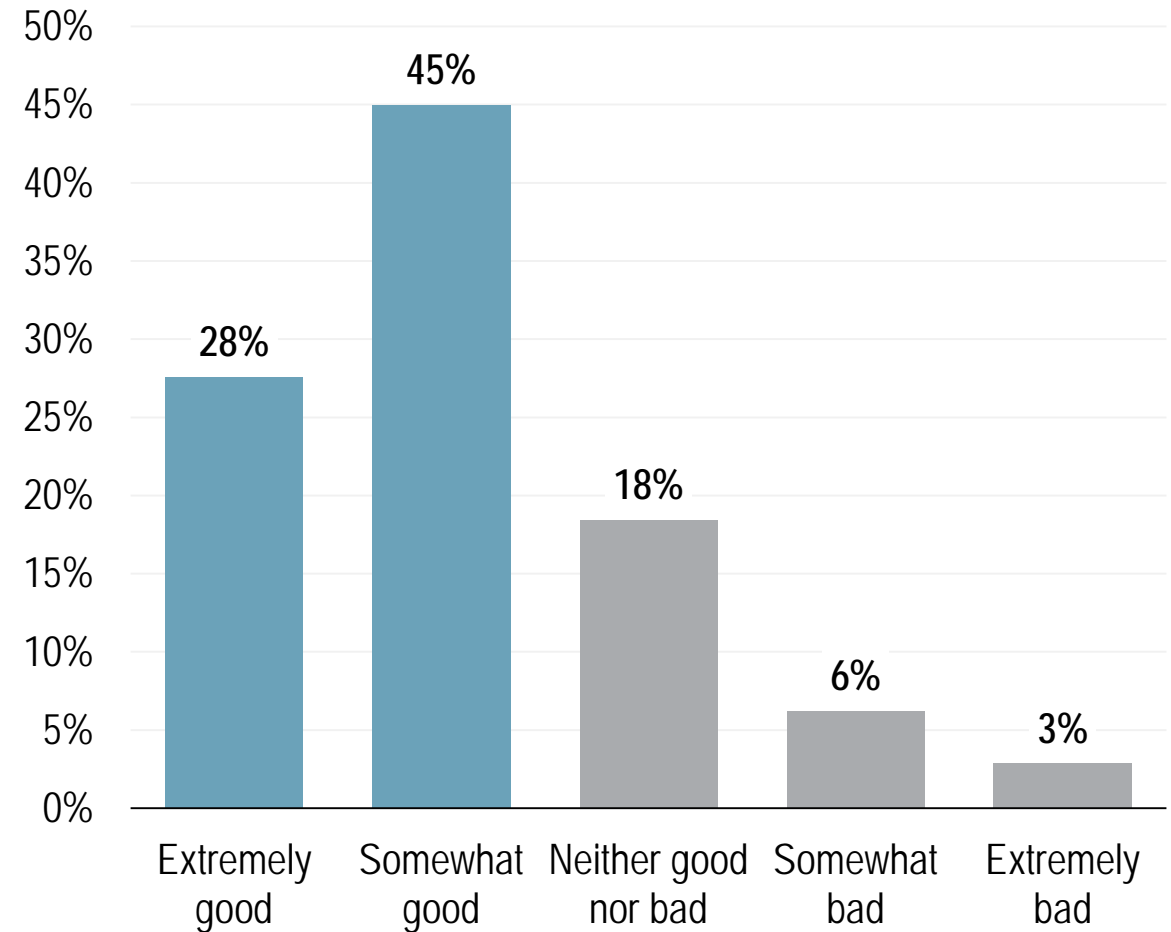


N = 420



**Q25** In comparison to other neighborhoods in the City, how do you rate your neighborhood's accessibility to City services, such as libraries, parks, community centers and recreation facilities?

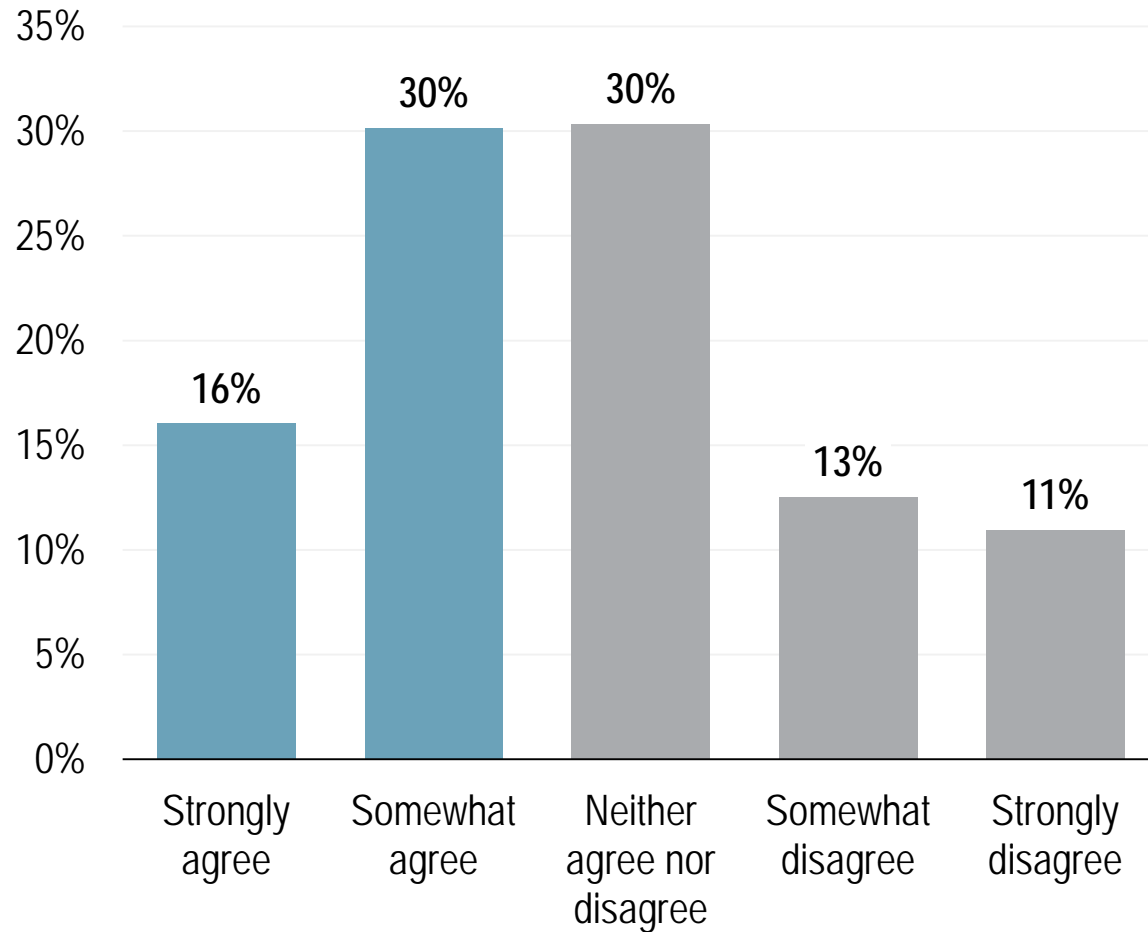
**3 in 4** City residents believe their neighborhood has **better access to City services** than other neighborhoods



N = 420



## Q26 Please state whether you feel like you can rely on public transportation in the City to get where you need to go in a reasonable amount of time.



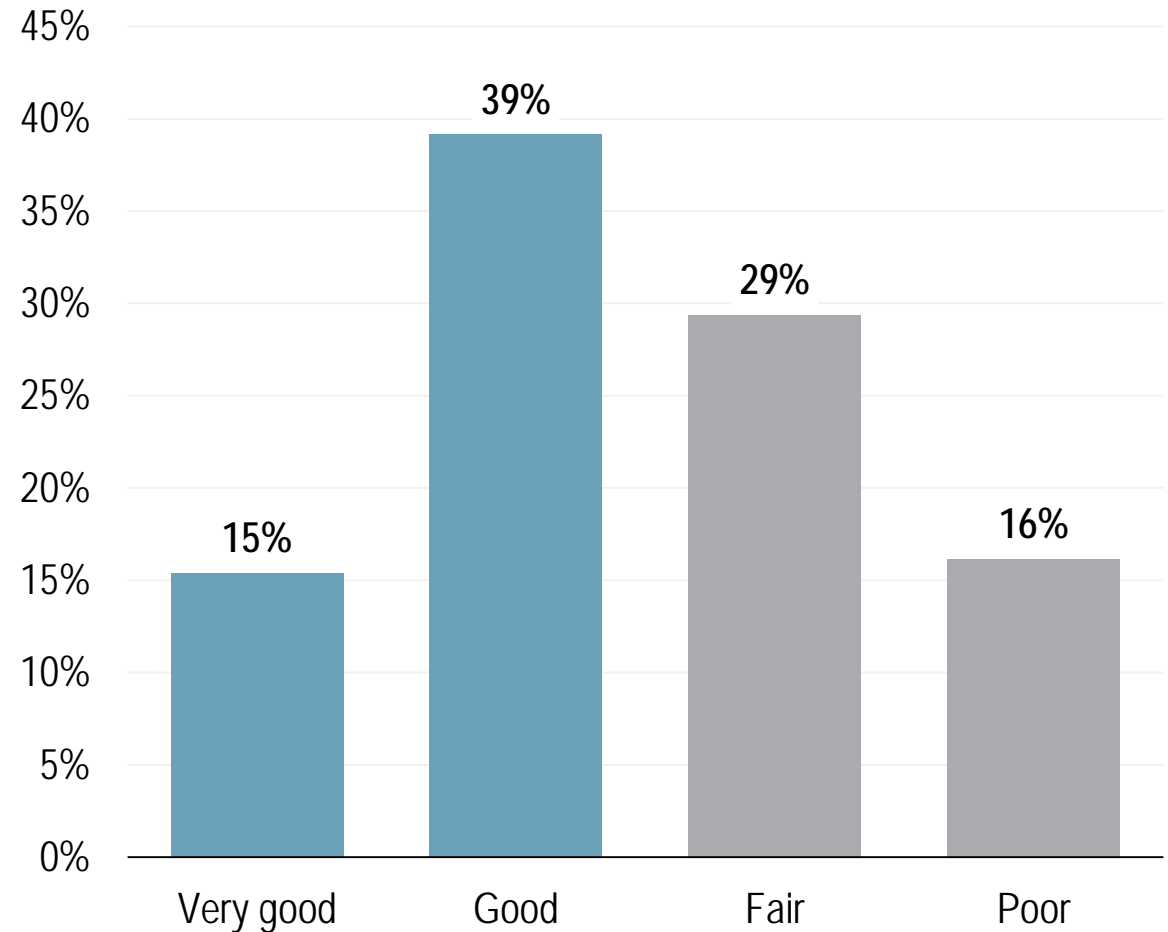
Nearly **half** of City residents feel they **can rely on public transportation** to get them there on time

N = 420



Q27 Please state how you would rate the City in terms of your ability to access affordable health care.

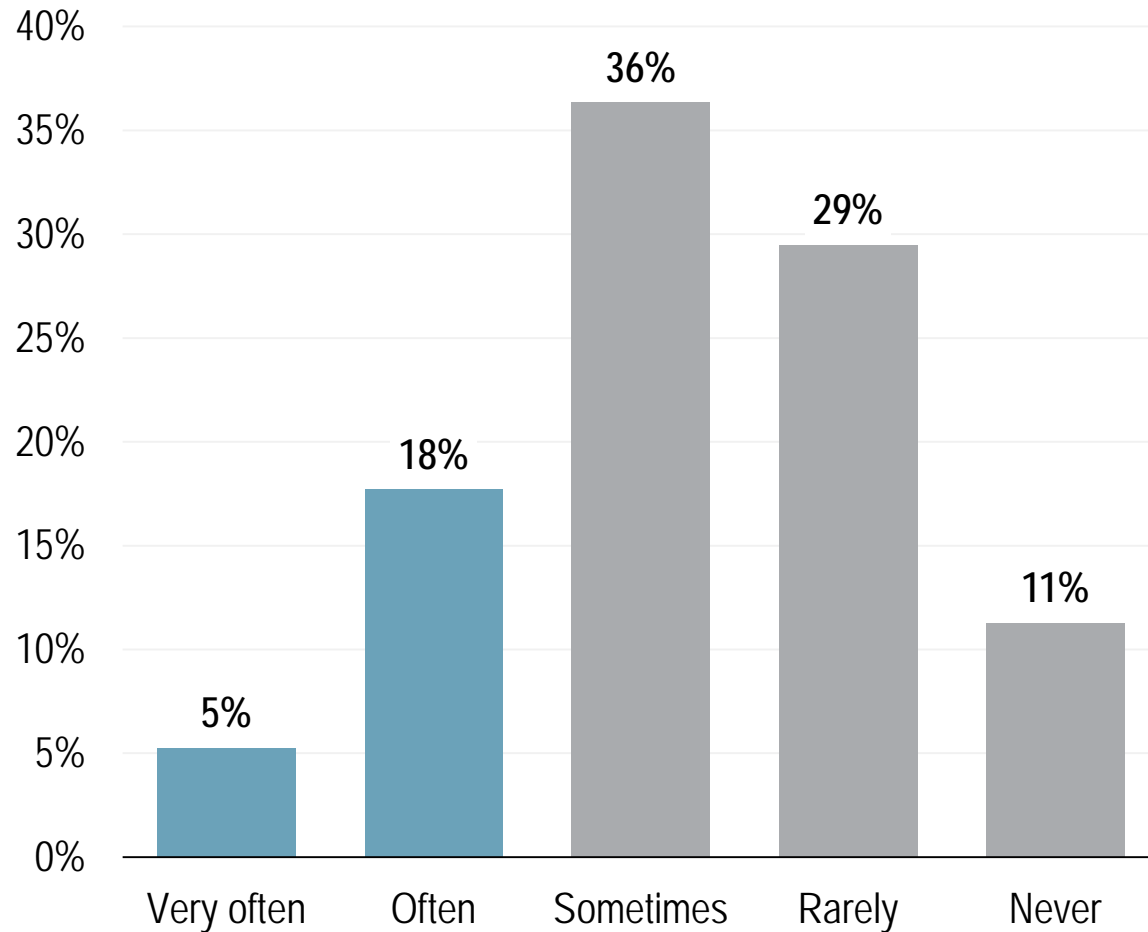
Roughly **half** of City residents feel they have the **ability to access affordable health care** in the City



N = 420



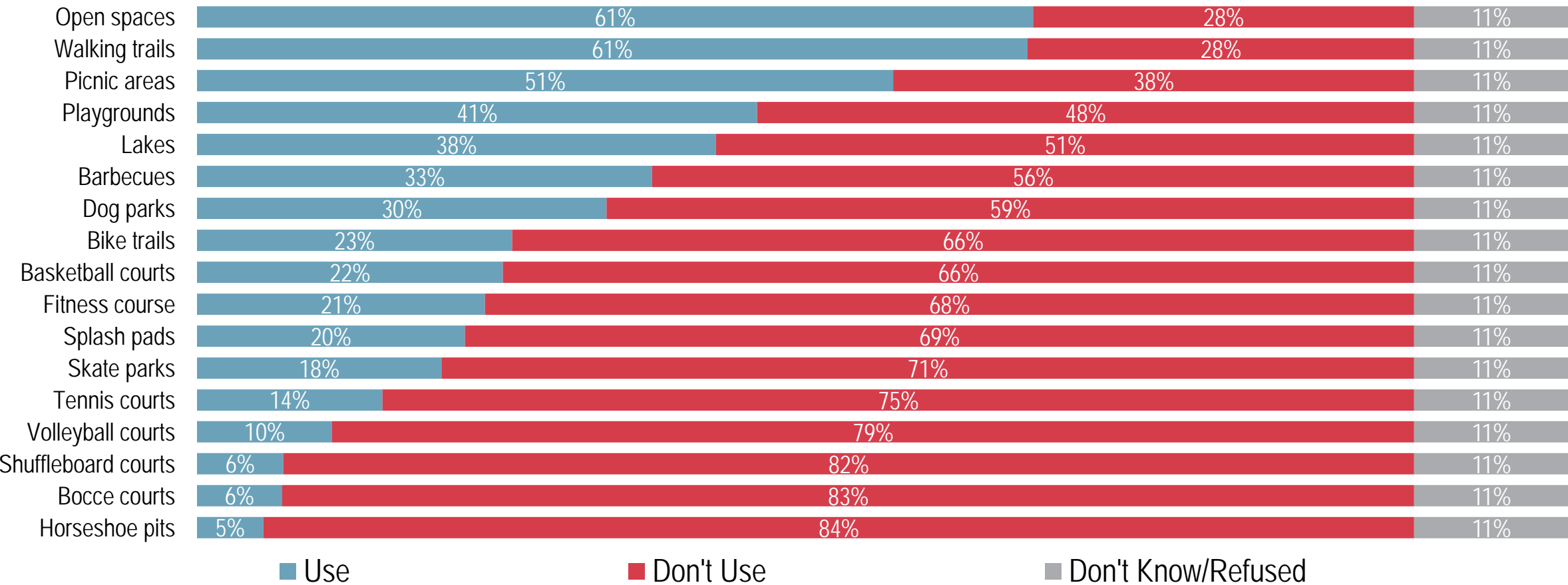
## Q28 About how often would you say you visit City parks other than for use of sports fields: never, rarely, sometimes, often, or very often?



Roughly **1 in 4** City residents **use City parks often** or very often

N = 420

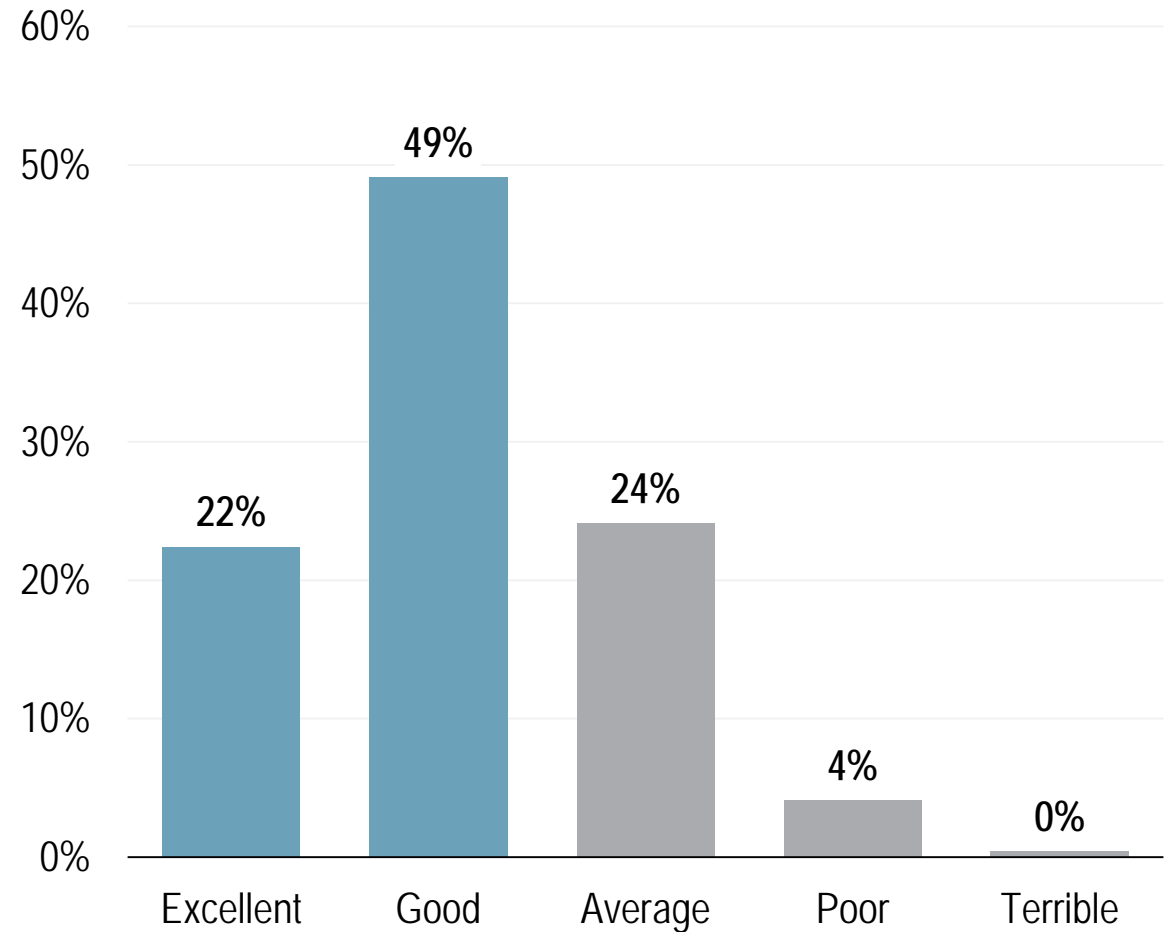
# Q29 Please tell us if you have used any of the following park amenities, other than sports fields, during the past year?



N = 420

# Q30 Overall, would you rate the condition of the City parks as excellent, good, fair or poor?

**2 in 3** City residents rate City parks as **above average condition** to excellent condition



N = 420





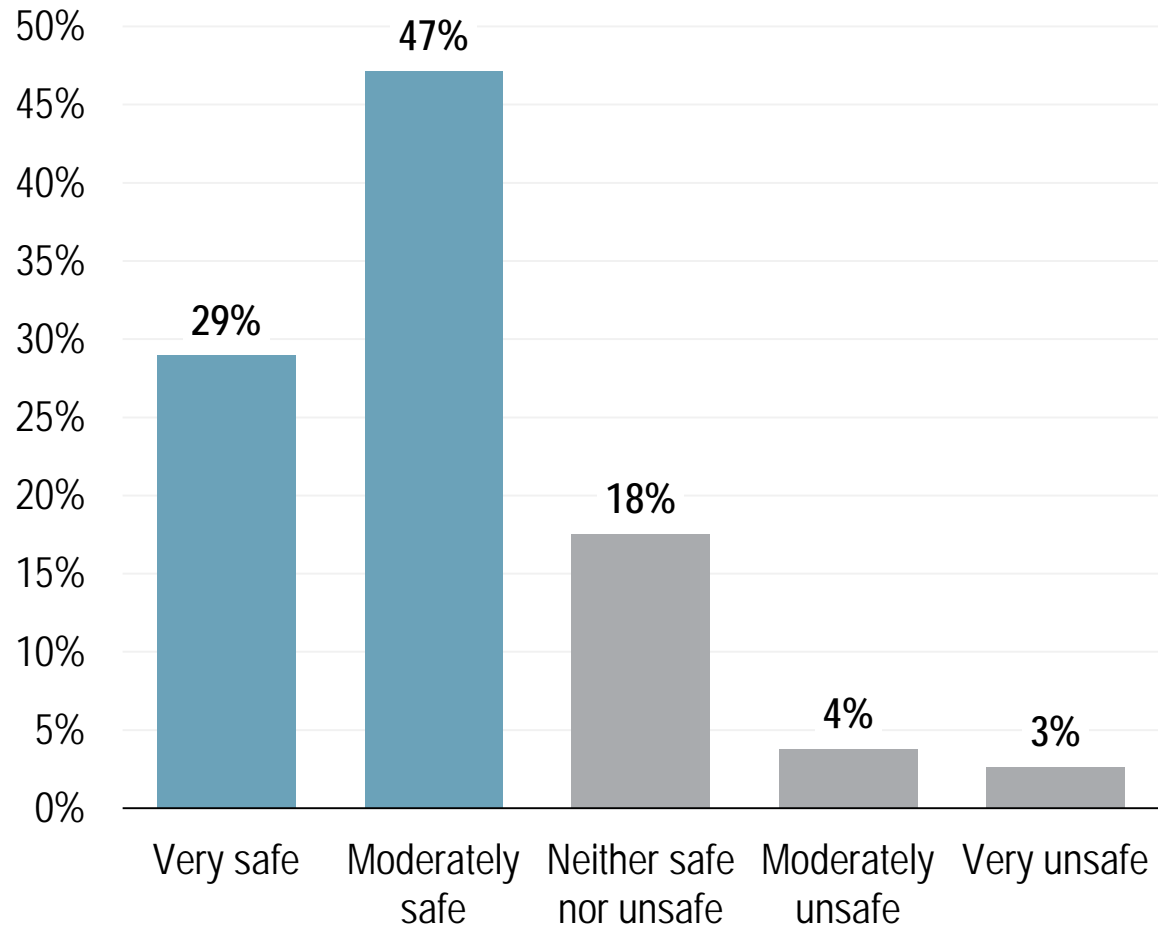


## Q32 What is the primary visit for your trips to the park?



N = 381

## Q33 How safe do you feel in City parks?



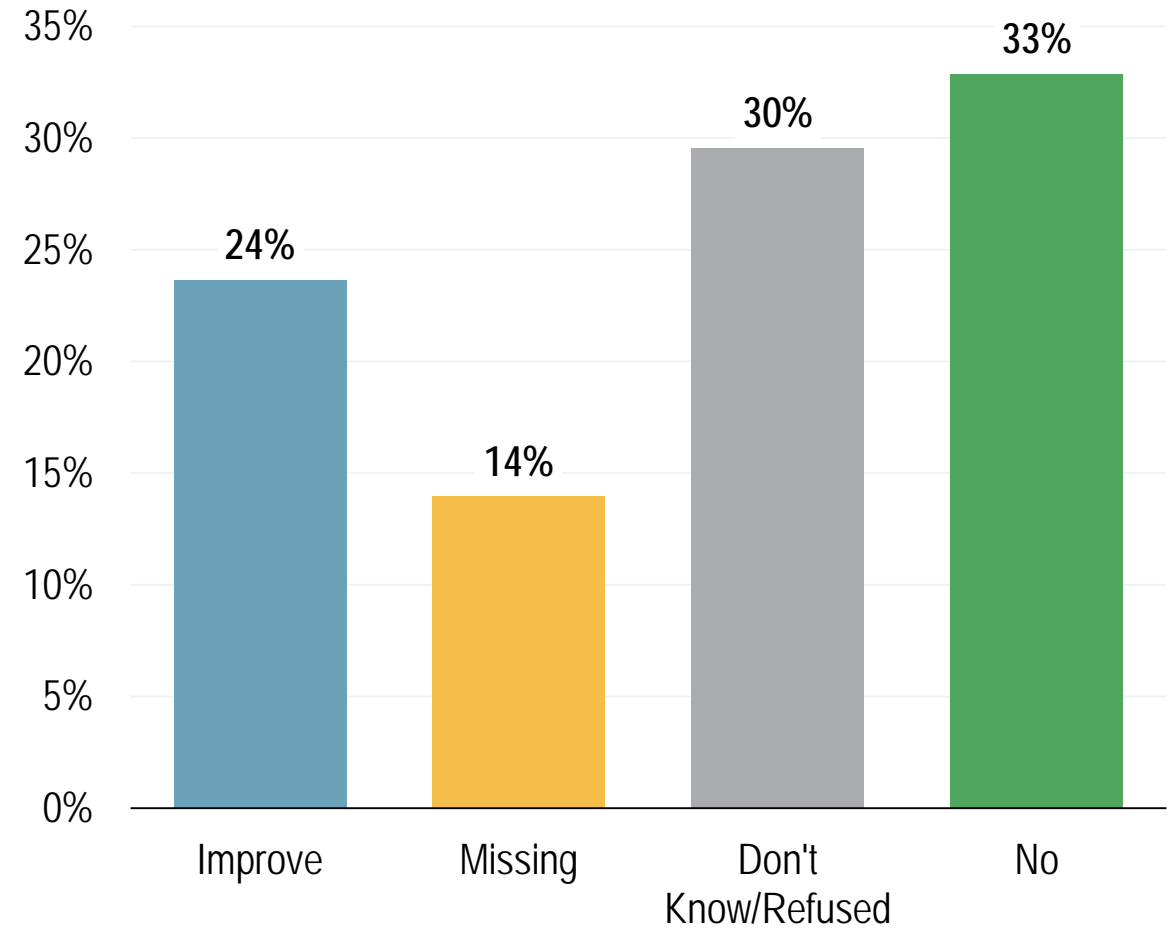
**3 in 4** City residents  
**feel safe** in City parks

N = 420

# Q34 Are there any amenities at City parks that you feel are missing or could be improved?

**1 in 4** City residents feel there are park amenities that **could be improved**

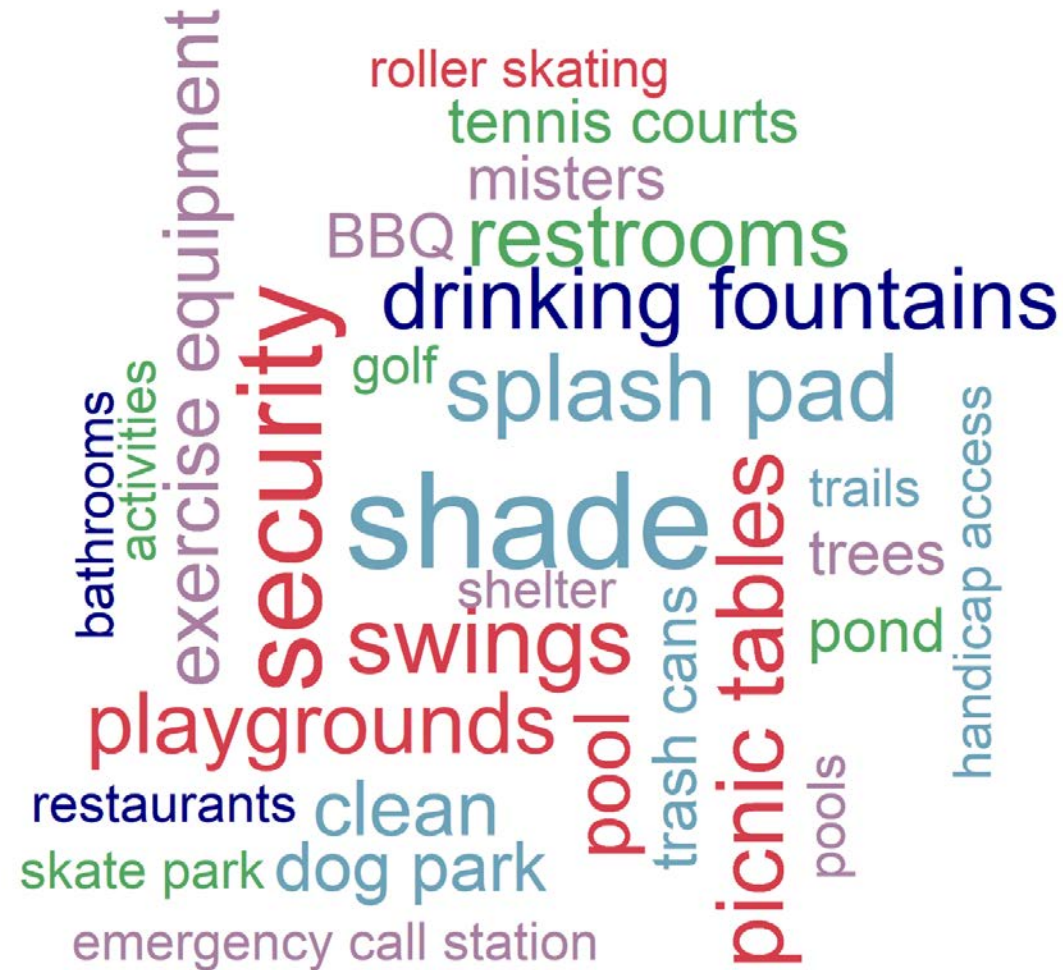
**1 in 7** City residents feel there are park amenities that **could be added**



N = 420



Q34 Are there any amenities at City parks that you feel could be improved?



N = 91

CITY OF LAS VEGAS MASTER PLAN 2050 SURVEY



**APPLIED ANALYSIS** 



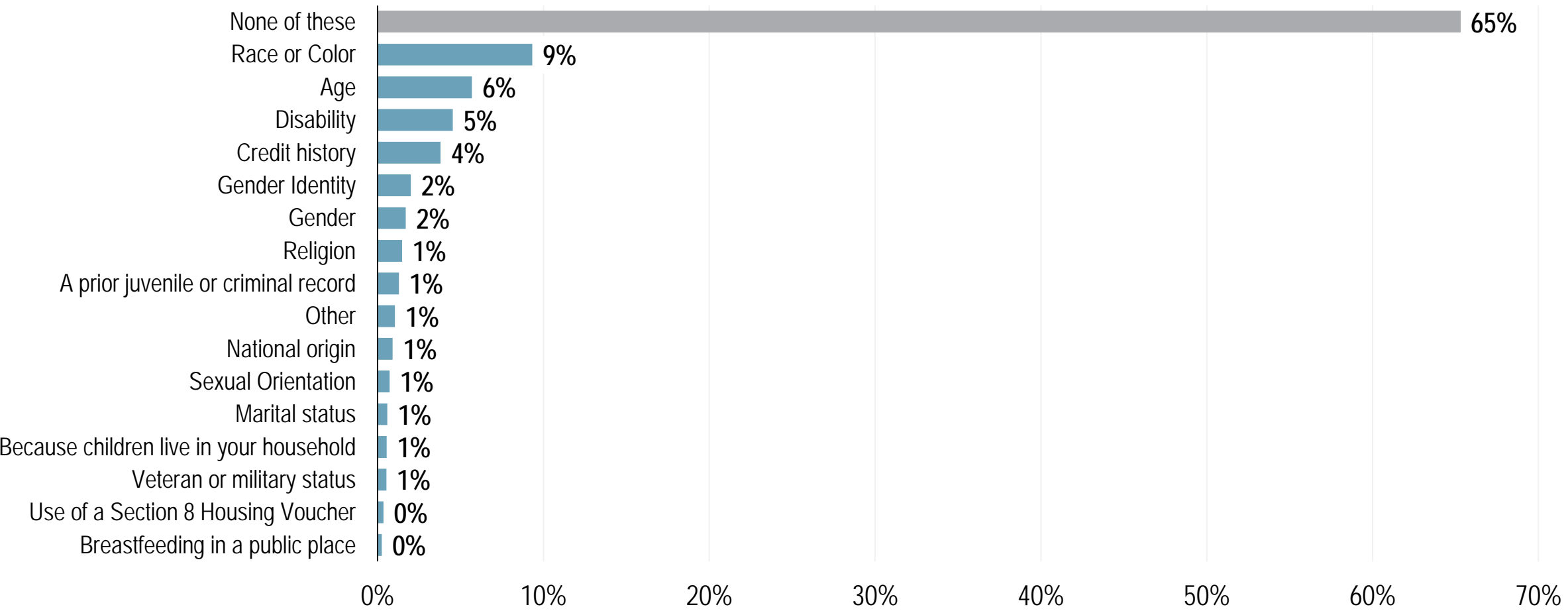
# SURVEY RESULTS

## OPENNESS AND INCLUSIVITY



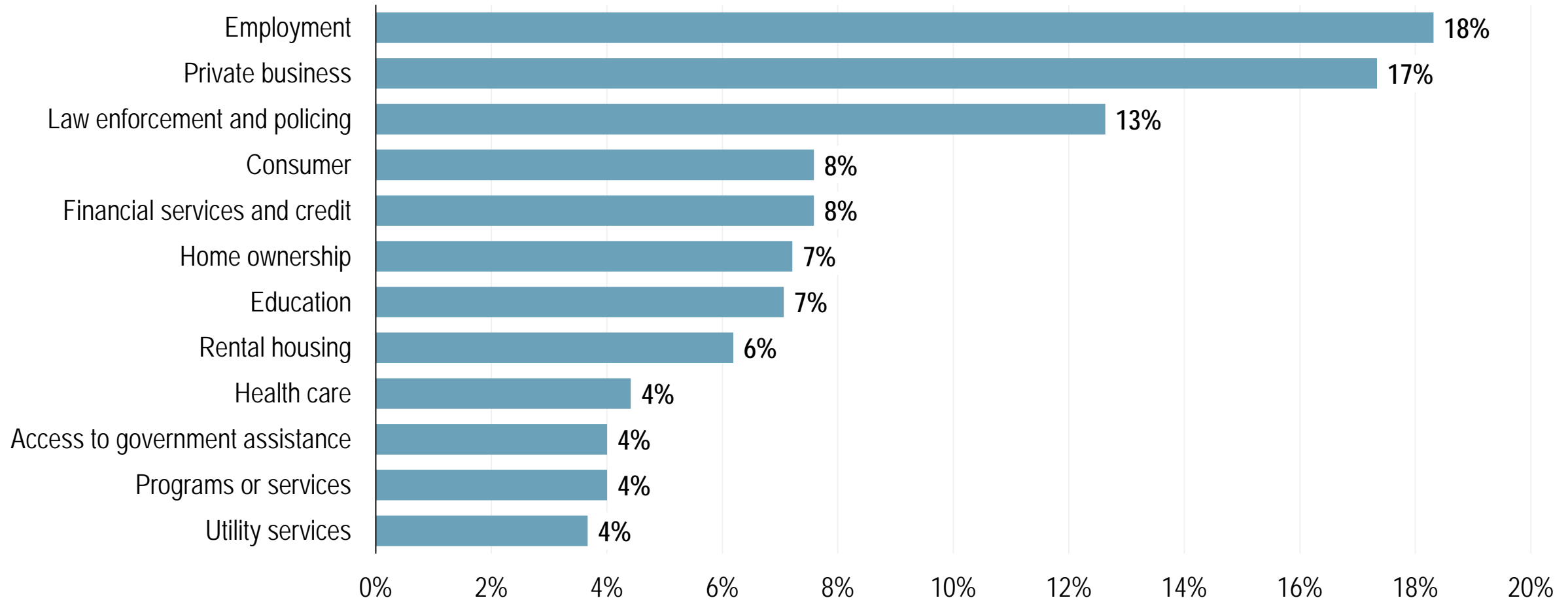


**Q35** In the last 12 months, did you or a member of your immediate household experience discrimination, or were you or a member of your immediate family refused services or treated unfairly because of:



N = 420

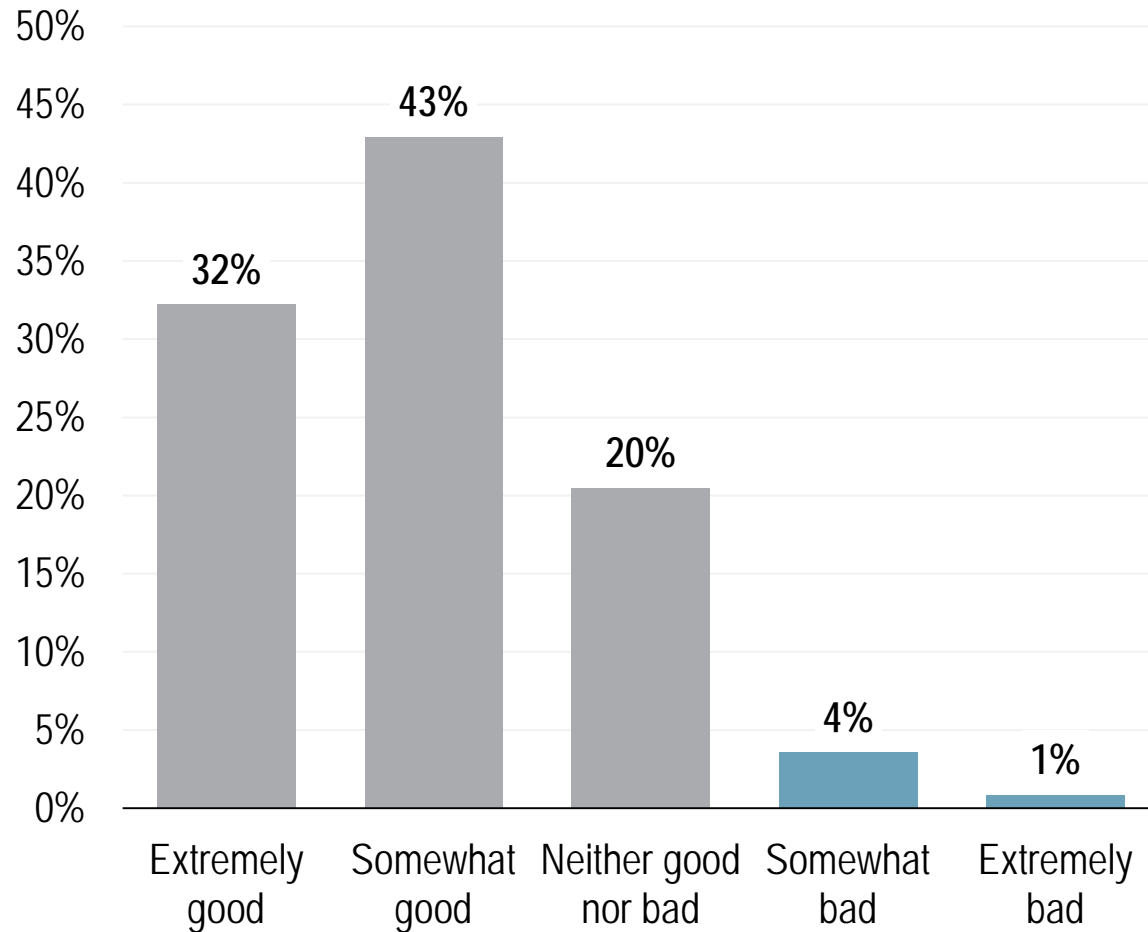
# Q36 If you said “Yes” to at least one item in the previous question, please check the box for each area that you or a member of your immediate household experienced discrimination or unfair treatment with:



*N = 165, multiple responses allowed from those that answered “Yes” to Q36*



# Q37 How would you rate the City as an open and inclusive place for people of different race, ethnicity, sexual orientation, gender or gender identity?

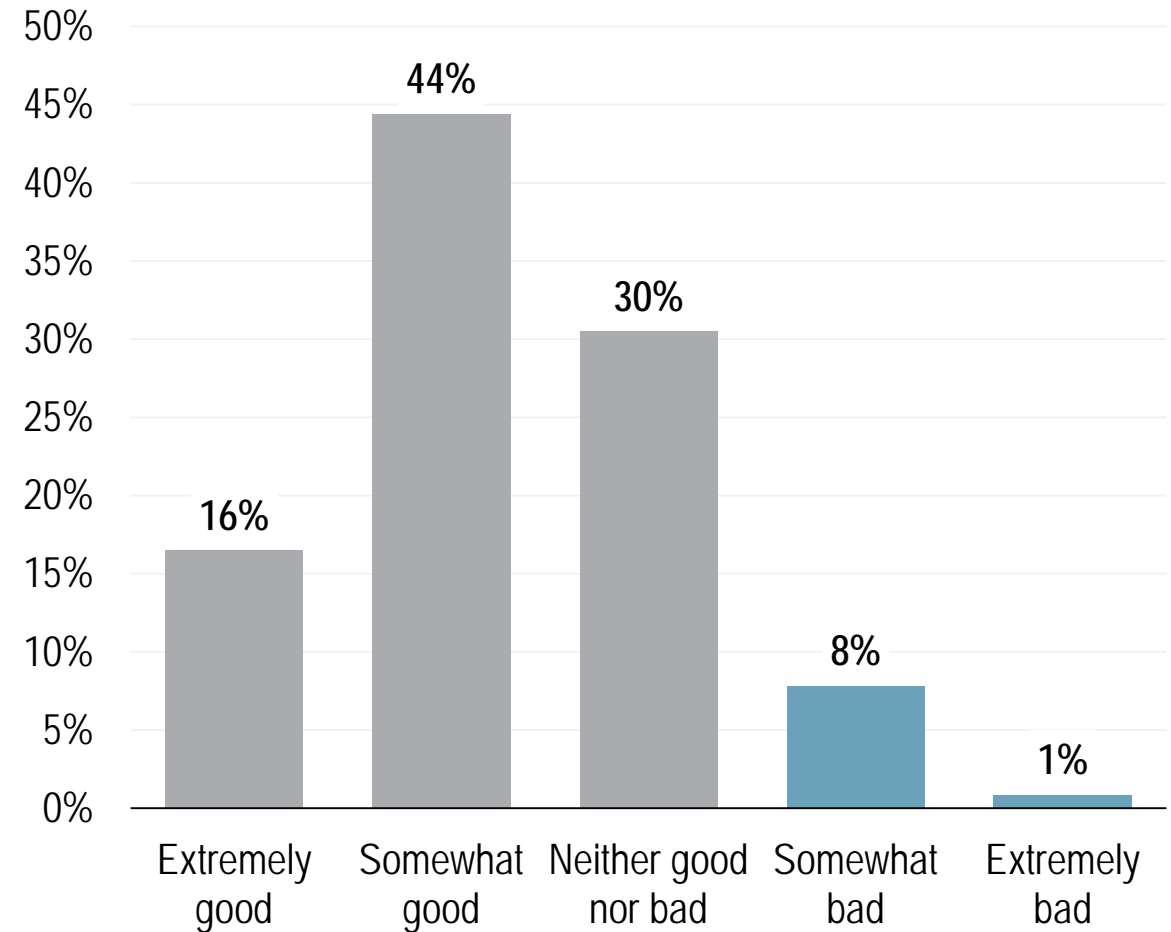


Less than **1 in 10** City residents feel the City is **not open or inclusive**

N = 420

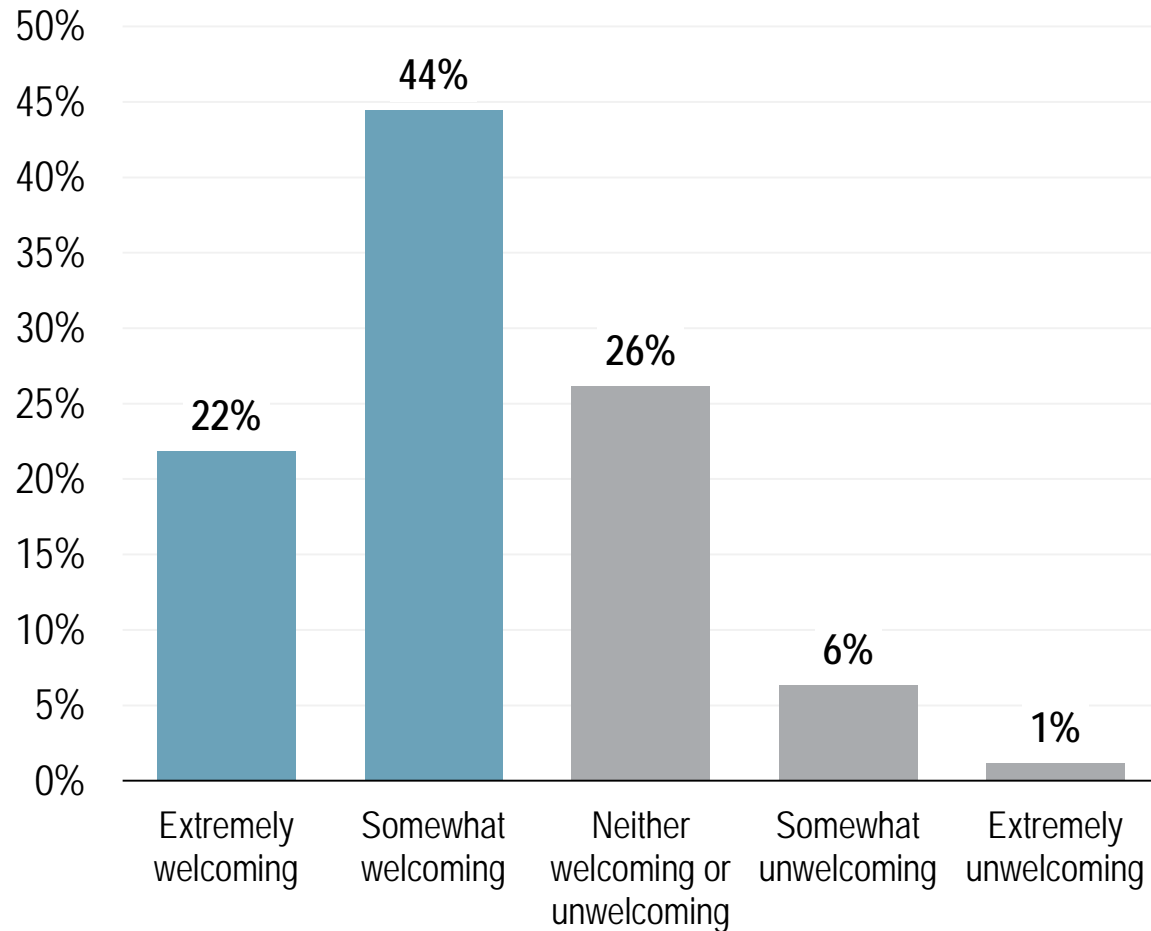
## Q38 How would you rate race relations overall in the City?

Less than **1 in 10** City residents feel there are **poor race relations** in the City



N = 420

## Q39 How would you rate the City as a welcoming place for immigrants?

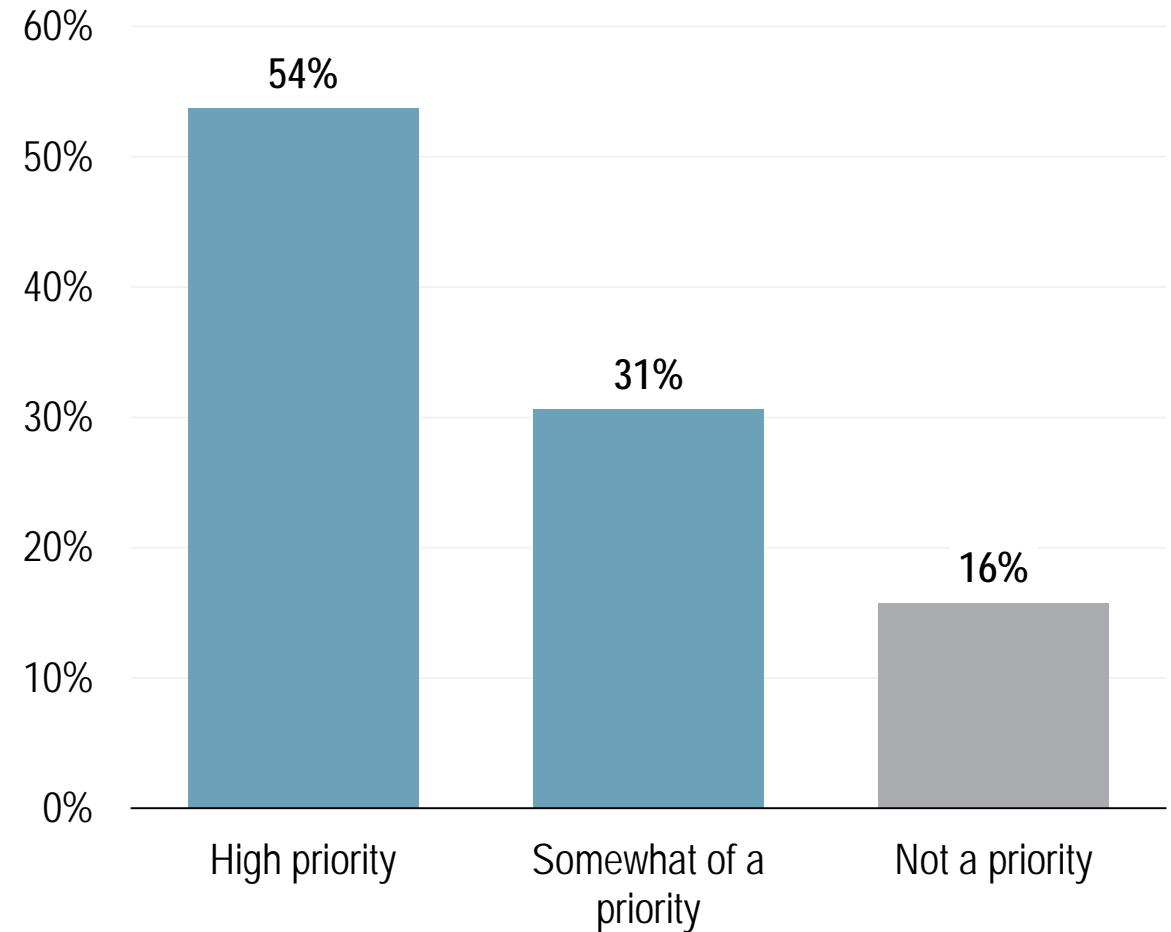


**2 in 3** City residents feel the City is a **welcoming** place for immigrants

N = 420

**Q40** How high of a priority should it be for government to address racial equity gaps in education, criminal justice, jobs, health, housing and other areas?

Over **8 in 10** City residents feel the government should **address racial equity gaps**



*N = 420*



# SURVEY RESULTS

## GOALS AND CONCERNS





# Q41 Please rank the issues the City should prioritize over the next 30 years

Public Safety #1

Health Care #2

Education & Youth Development #3

Housing #4

Community Services #5

Economic & Urban Development #6

Transportation/Public Works #7

Parks & Recreation #8

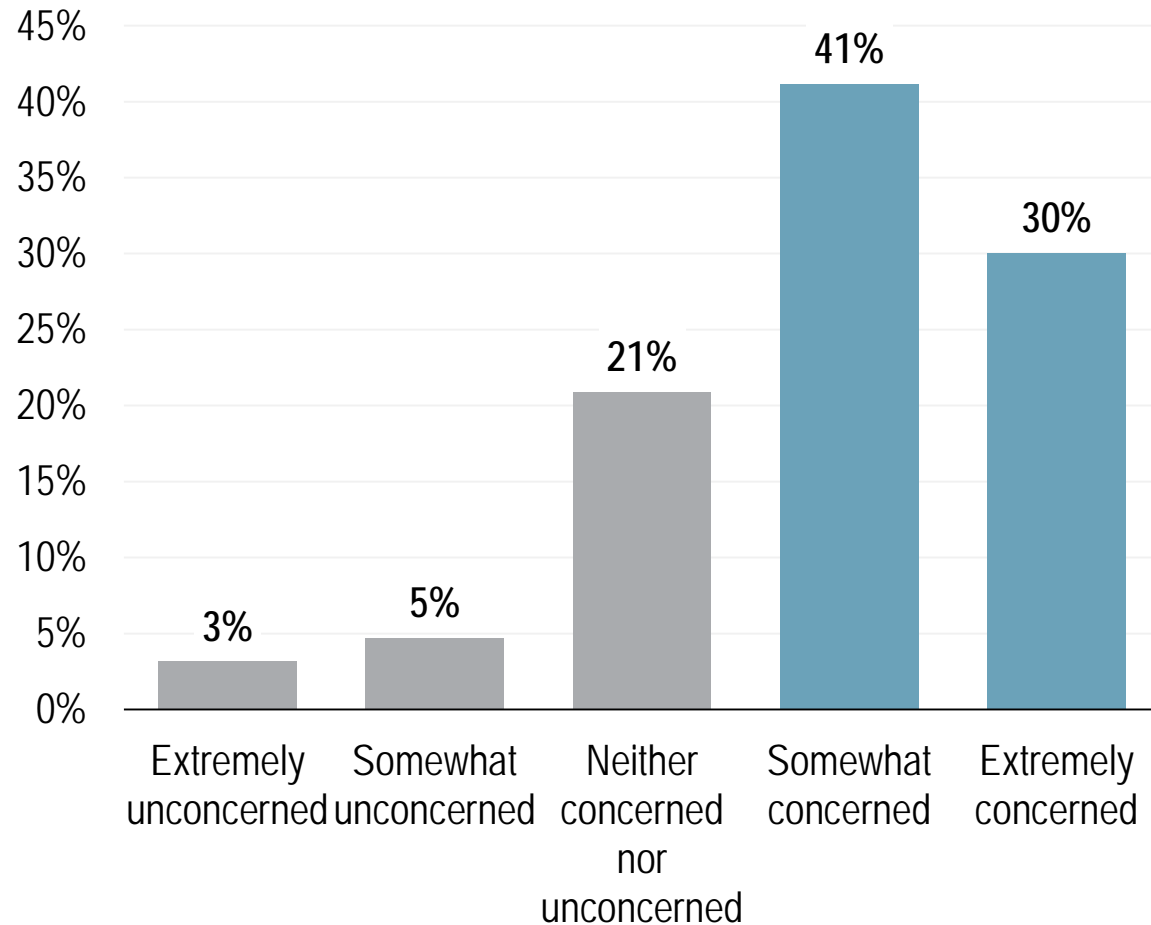
Cultural Affairs #9

City residents ranked **public safety** as the **highest priority** issue that the City should **address in the next 30 years**

N = 420



## Q42 To what extent are you concerned about the availability of water in the City?



**7 in 10** City residents are **concerned about** the availability of **water** in the City

N = 420

# Q43 In 30 years, I want the City to be...



N = 412



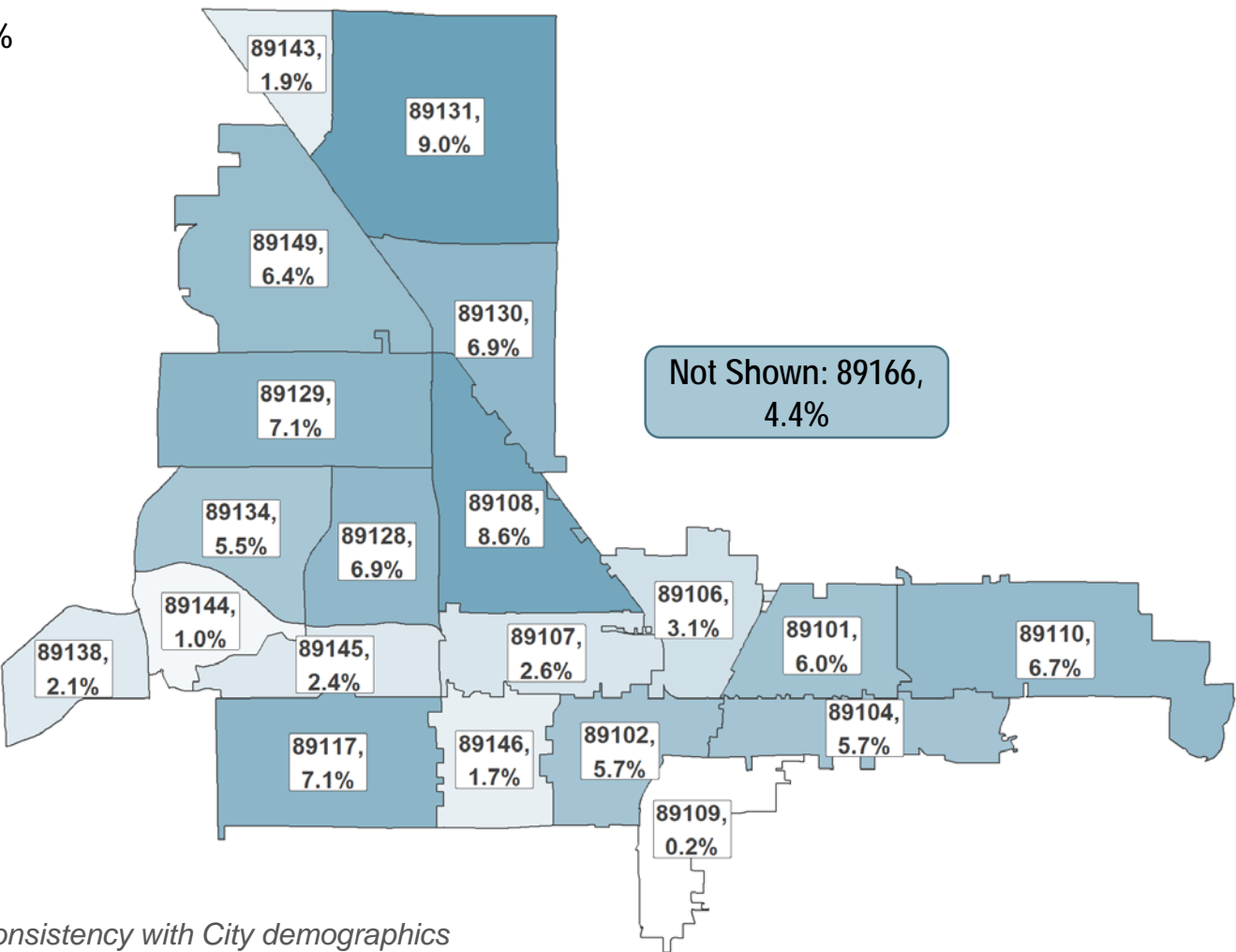
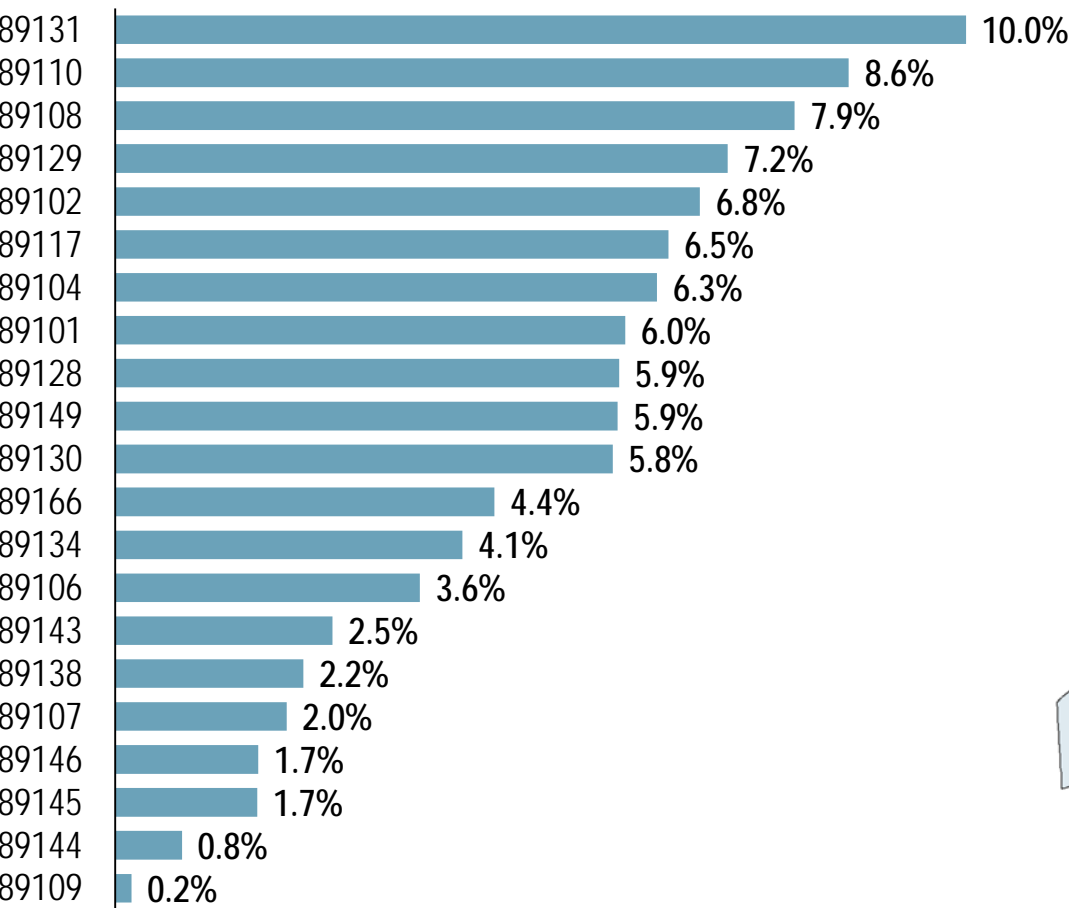
# SURVEY RESULTS

## DEMOGRAPHICS





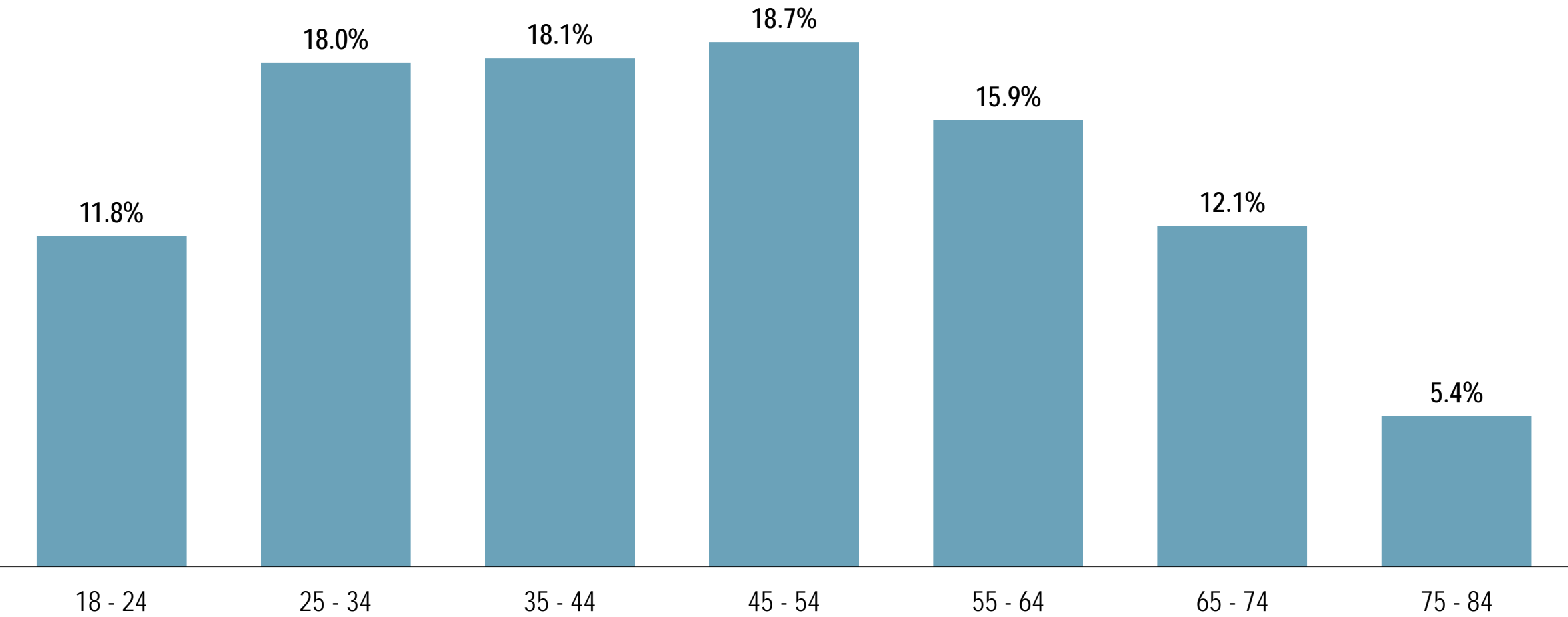
# DEMOGRAPHICS ZIP CODE



*N = 420, analysis controlled for age, race/ethnicity and gender to ensure consistency with City demographics*



# DEMOGRAPHICS AGE

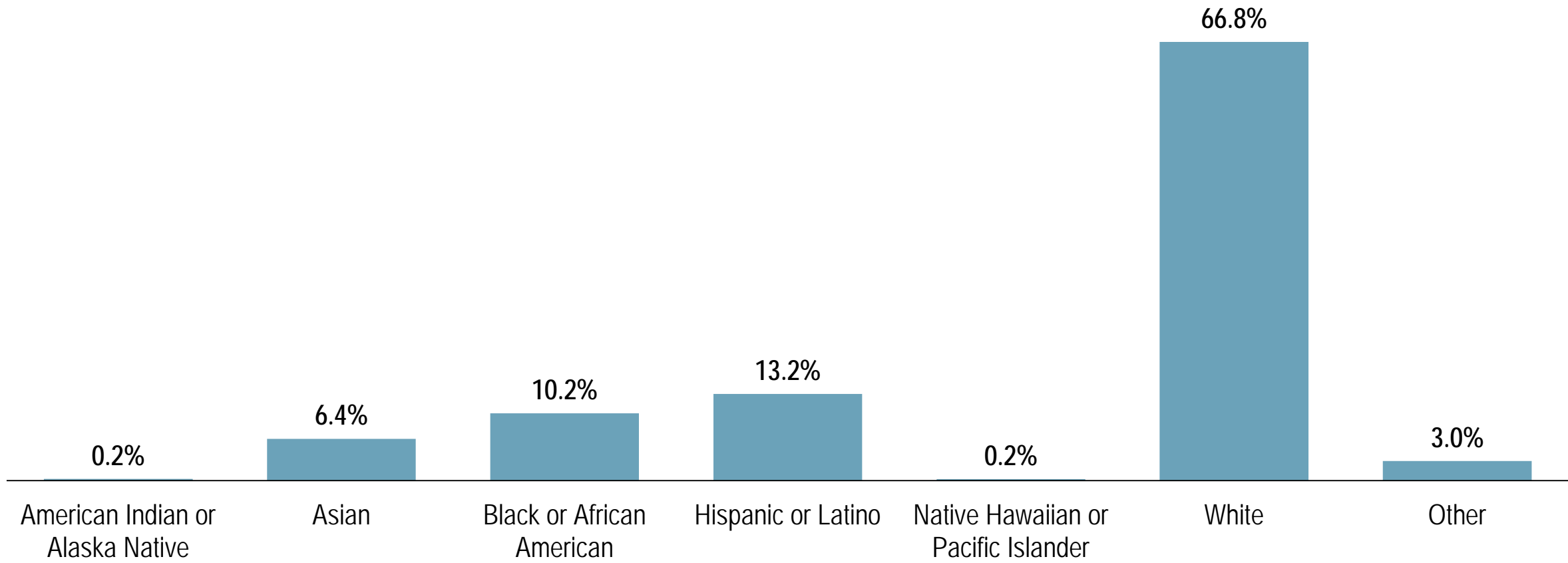


*N = 420, analysis controlled for age, race/ethnicity and gender to ensure consistency with City demographics*





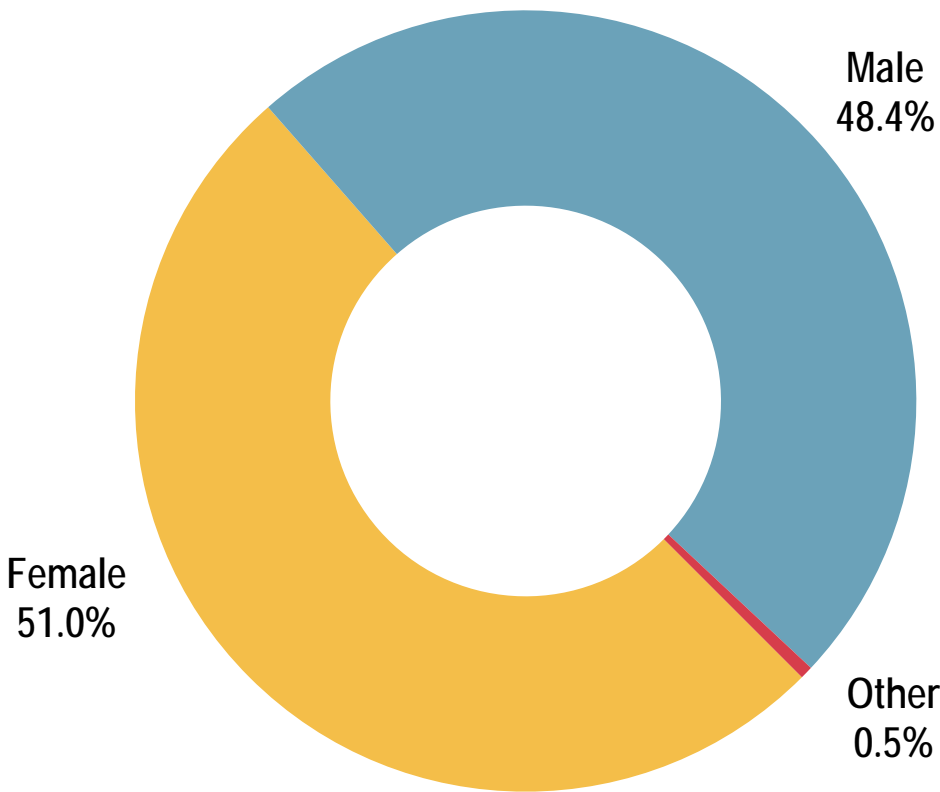
# DEMOGRAPHICS RACE / ETHNICITY



*N = 420; analysis controlled for age, race/ethnicity and gender to ensure consistency with City demographics*



# DEMOGRAPHICS GENDER



*N = 420; analysis controlled for age, race/ethnicity and gender to ensure consistency with City demographics*

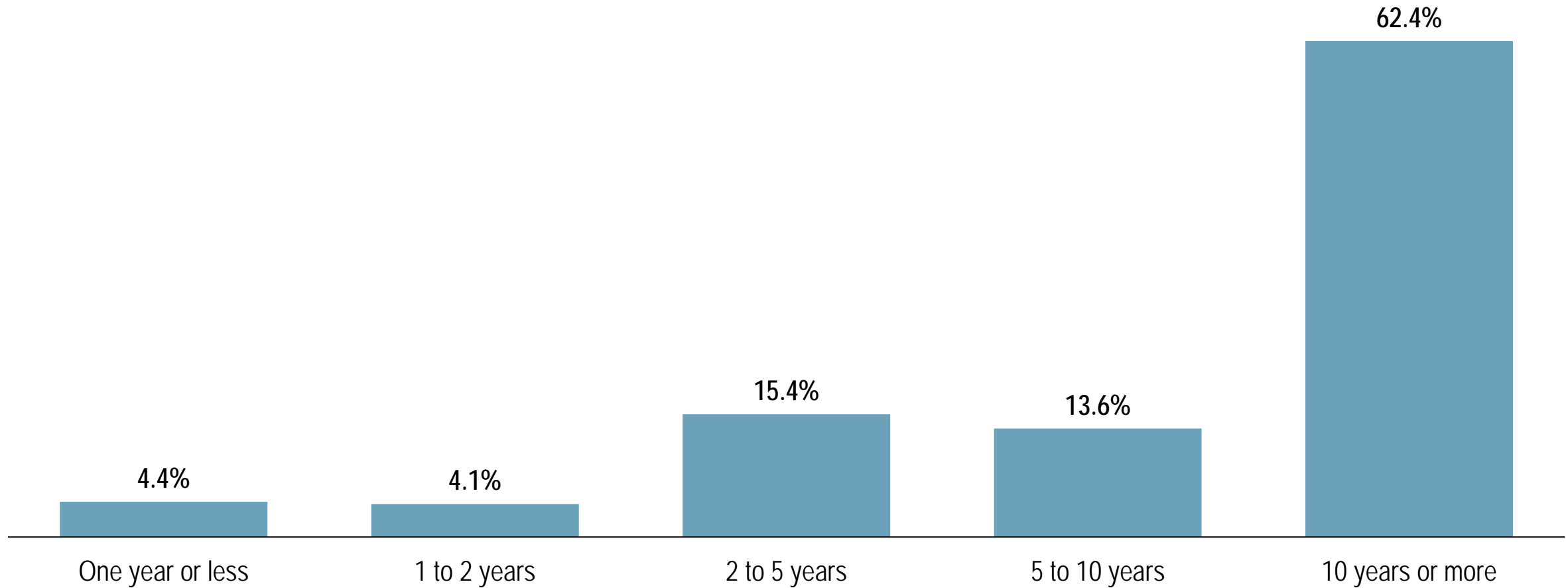


# DEMOGRAPHICS SEXUAL ORIENTATION



*N = 420; analysis controlled for age, race/ethnicity and gender to ensure consistency with City demographics*

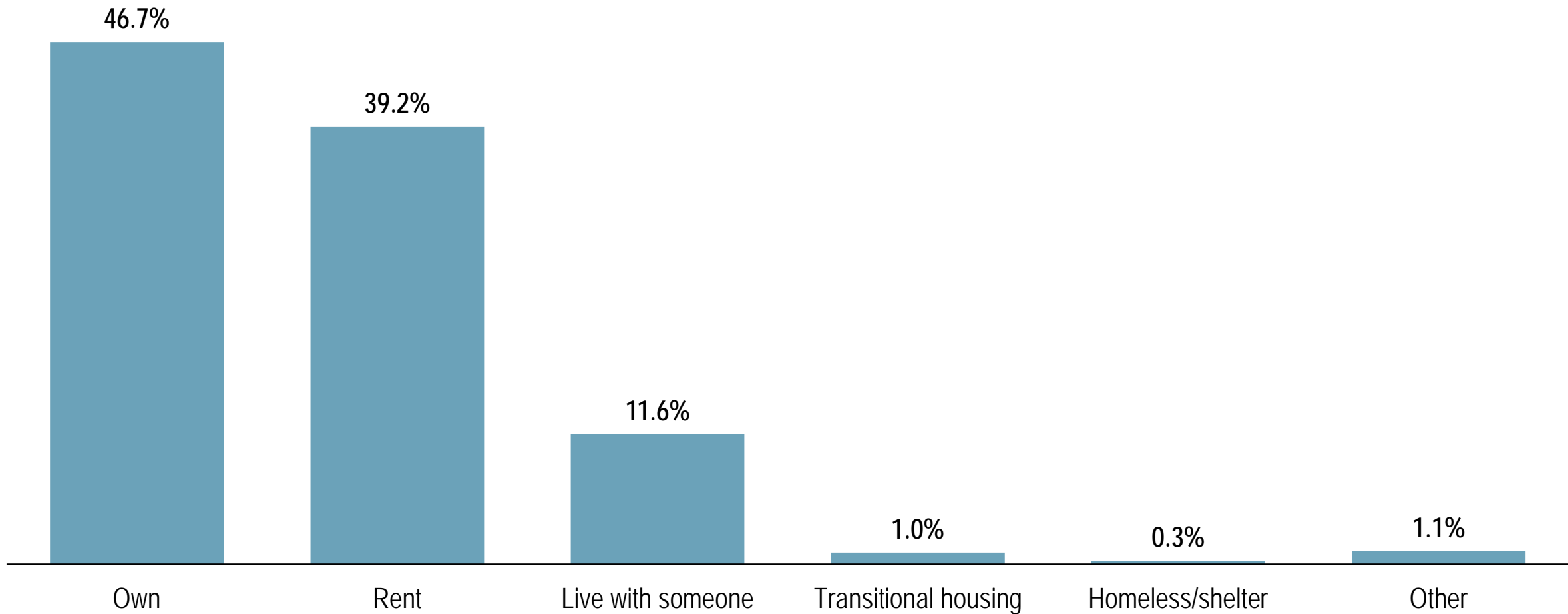
# DEMOGRAPHICS LENGTH OF RESIDENCE



*N = 420; analysis controlled for age, race/ethnicity and gender to ensure consistency with City demographics*



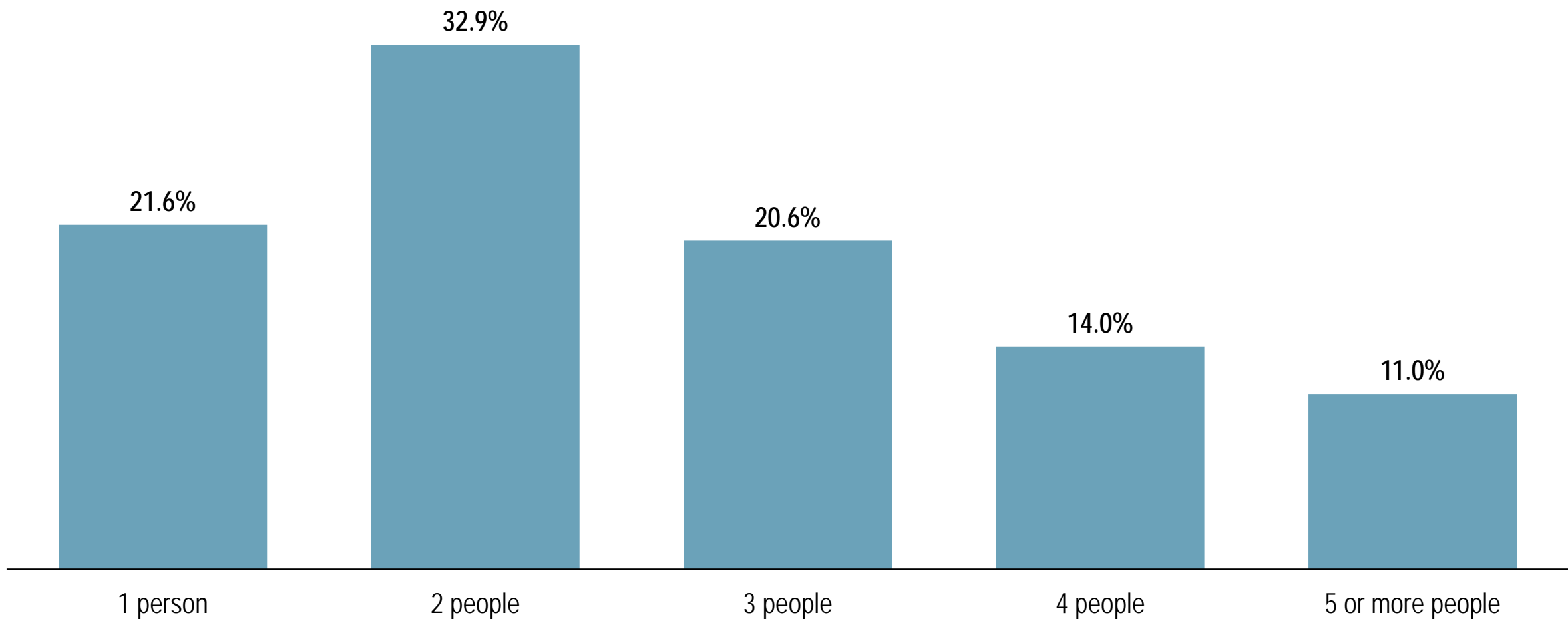
# DEMOGRAPHICS HOUSING TENURE



*N = 420; analysis controlled for age, race/ethnicity and gender to ensure consistency with City demographics*



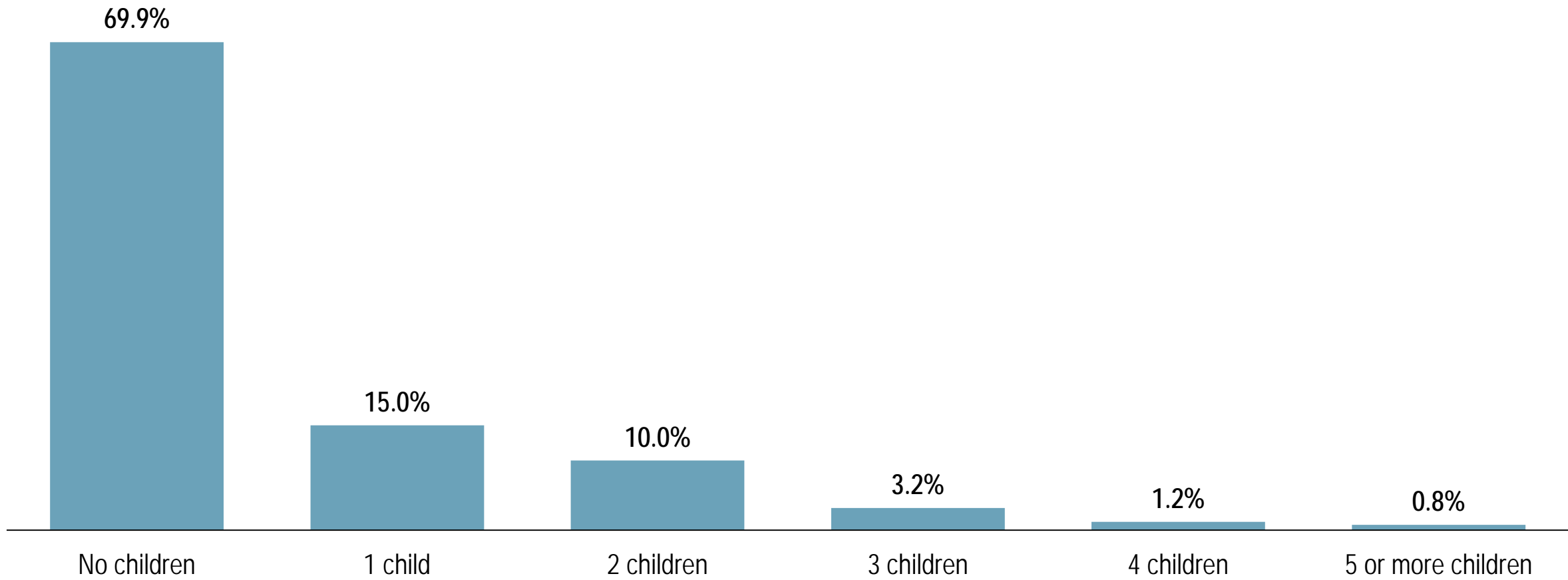
# DEMOGRAPHICS HOUSEHOLD SIZE



*N = 420; analysis controlled for age, race/ethnicity and gender to ensure consistency with City demographics*



# DEMOGRAPHICS CHILDREN IN HOUSEHOLD

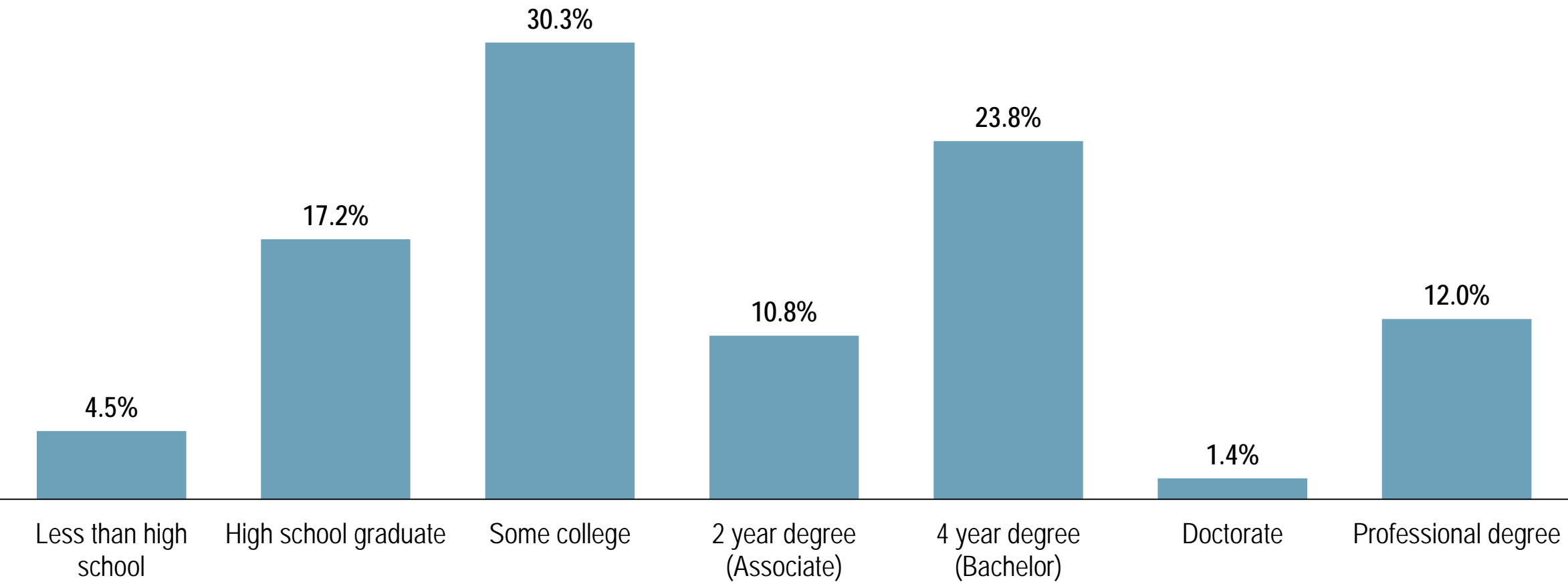


*N = 420; analysis controlled for age, race/ethnicity and gender to ensure consistency with City demographics*





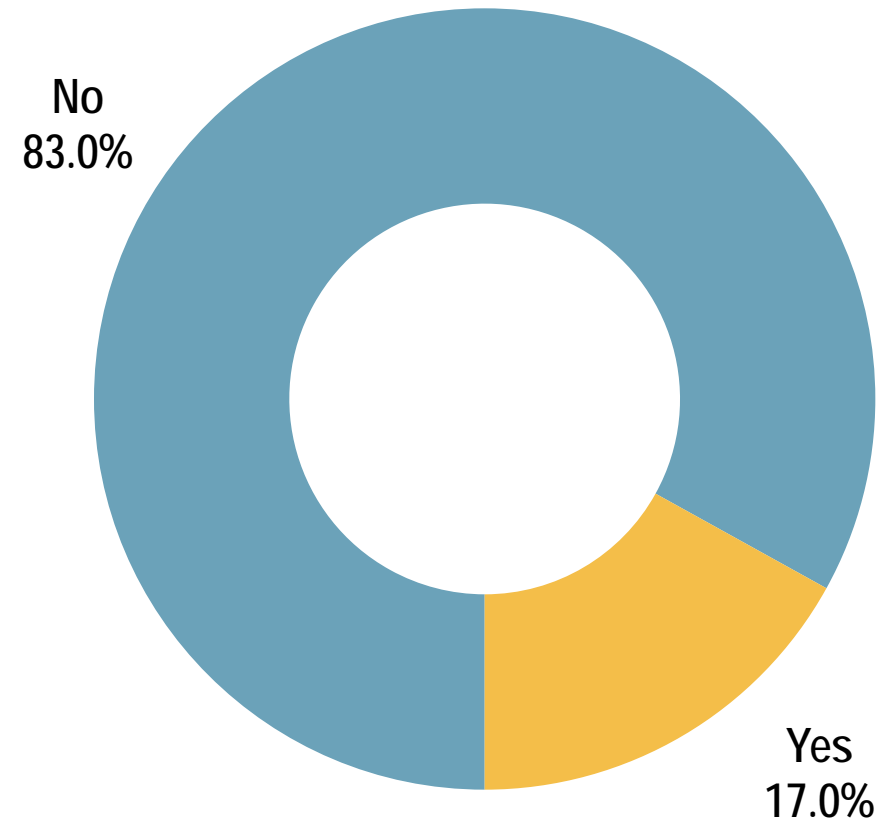
# DEMOGRAPHICS EDUCATIONAL ATTAINMENT



*N = 420; analysis controlled for age, race/ethnicity and gender to ensure consistency with City demographics*

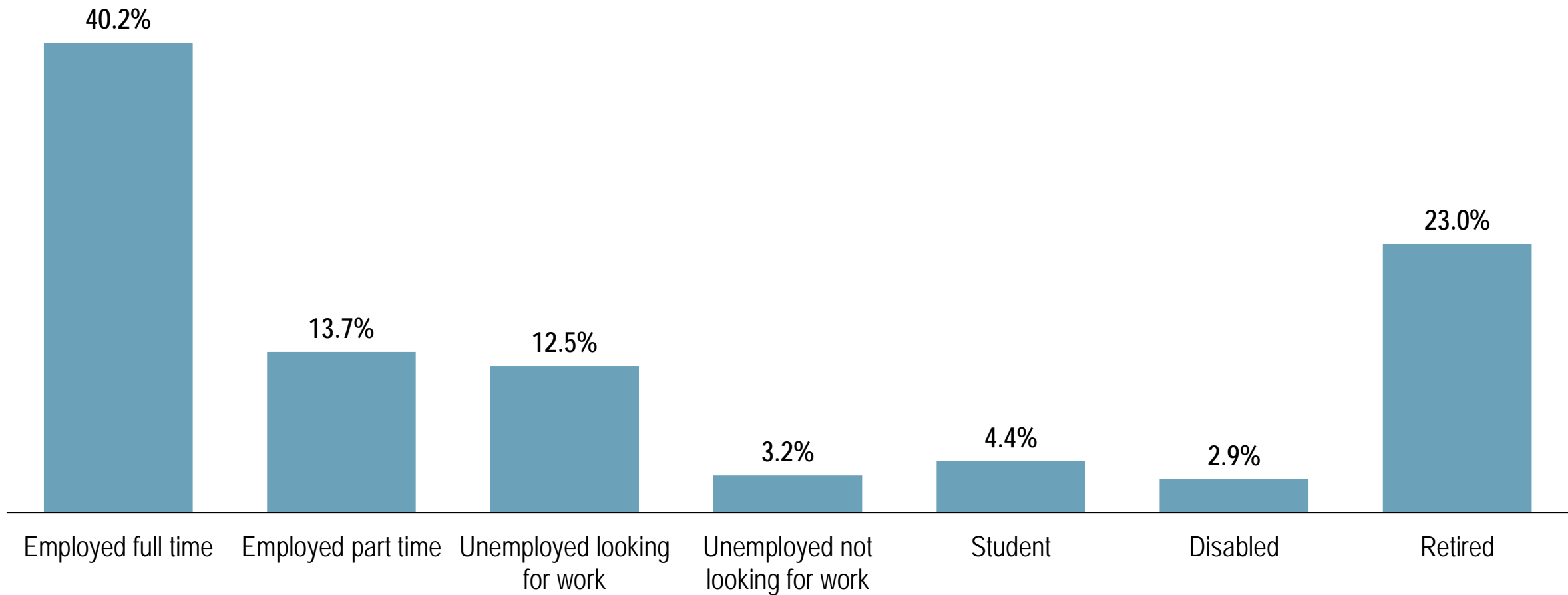


# DEMOGRAPHICS DISABLED



*N = 420; analysis controlled for age, race/ethnicity and gender to ensure consistency with City demographics*

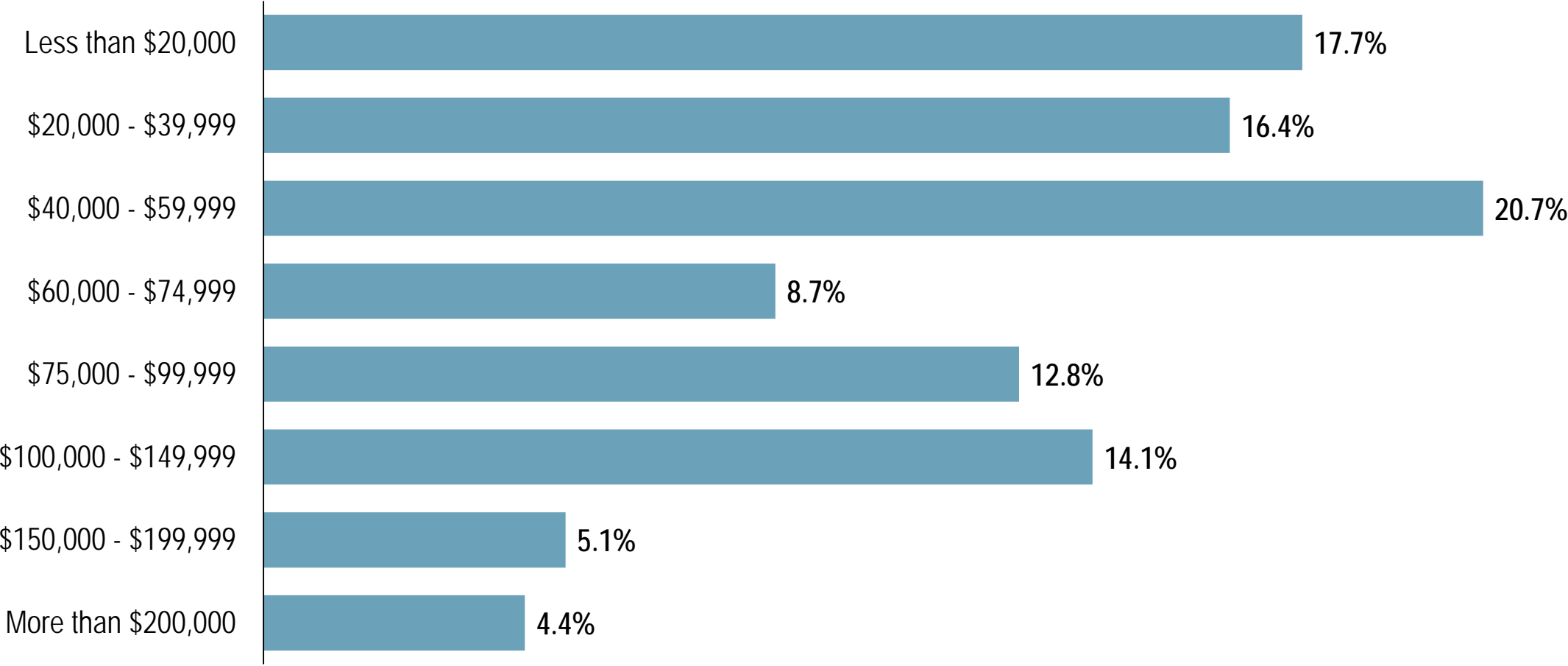
# DEMOGRAPHICS EMPLOYMENT STATUS



*N = 420; analysis controlled for age, race/ethnicity and gender to ensure consistency with City demographics*



# DEMOGRAPHICS HOUSEHOLD INCOME

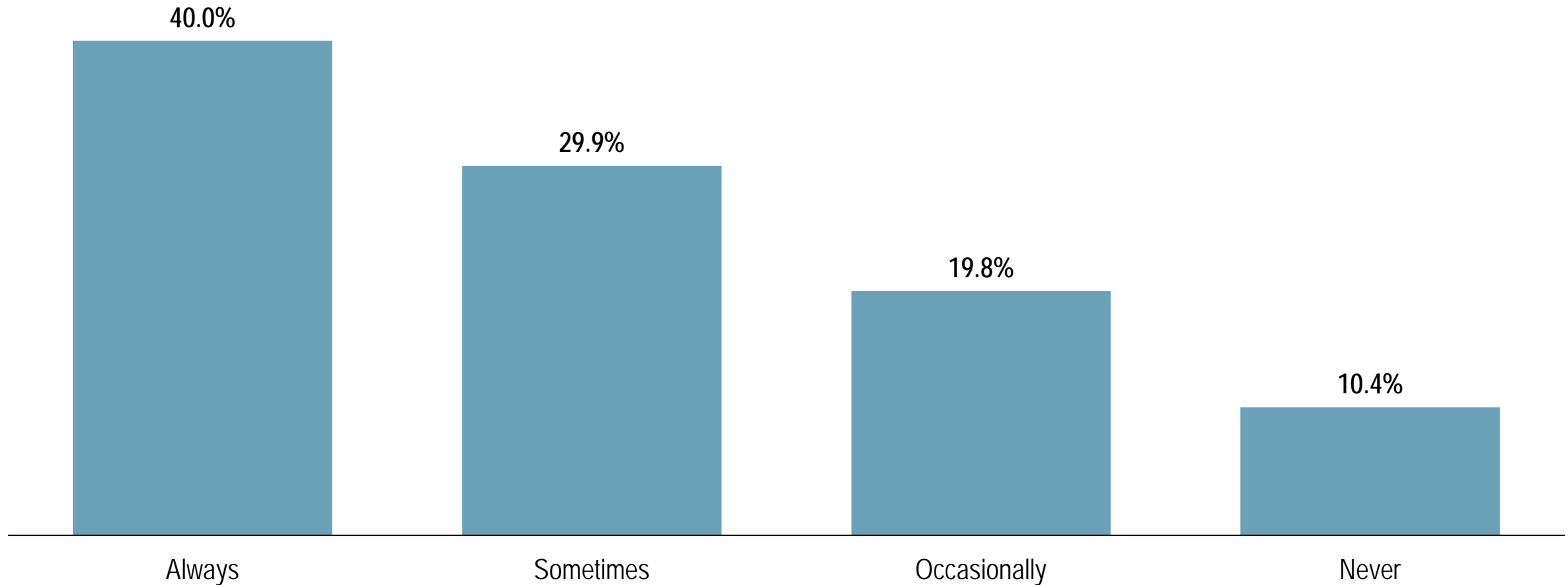


*N = 420; analysis controlled for age, race/ethnicity and gender to ensure consistency with City demographics*



# DEMOGRAPHICS

## How often does your family have money left after paying your monthly bills?



*N = 420; analysis controlled for age, race/ethnicity and gender to ensure consistency with City demographics*





SMITHGROUP



# CITY OF LAS VEGAS MASTER PLAN 2050 SURVEY

APPLIED  
ANALYSIS

