



CITY OF LAS VEGAS 2050 MASTER PLAN SURVEY

WARD-BASED SUPPLEMENT

APPLIED
ANALYSIS 



Part I

General Approach
and High-level
Results

Part II

What
Constituents
Want the City to
Look Like in the
Future

Part III

What Citizens
Think the City's
Priorities Should
Be Overall

Part I

General Approach
and High-level
Results

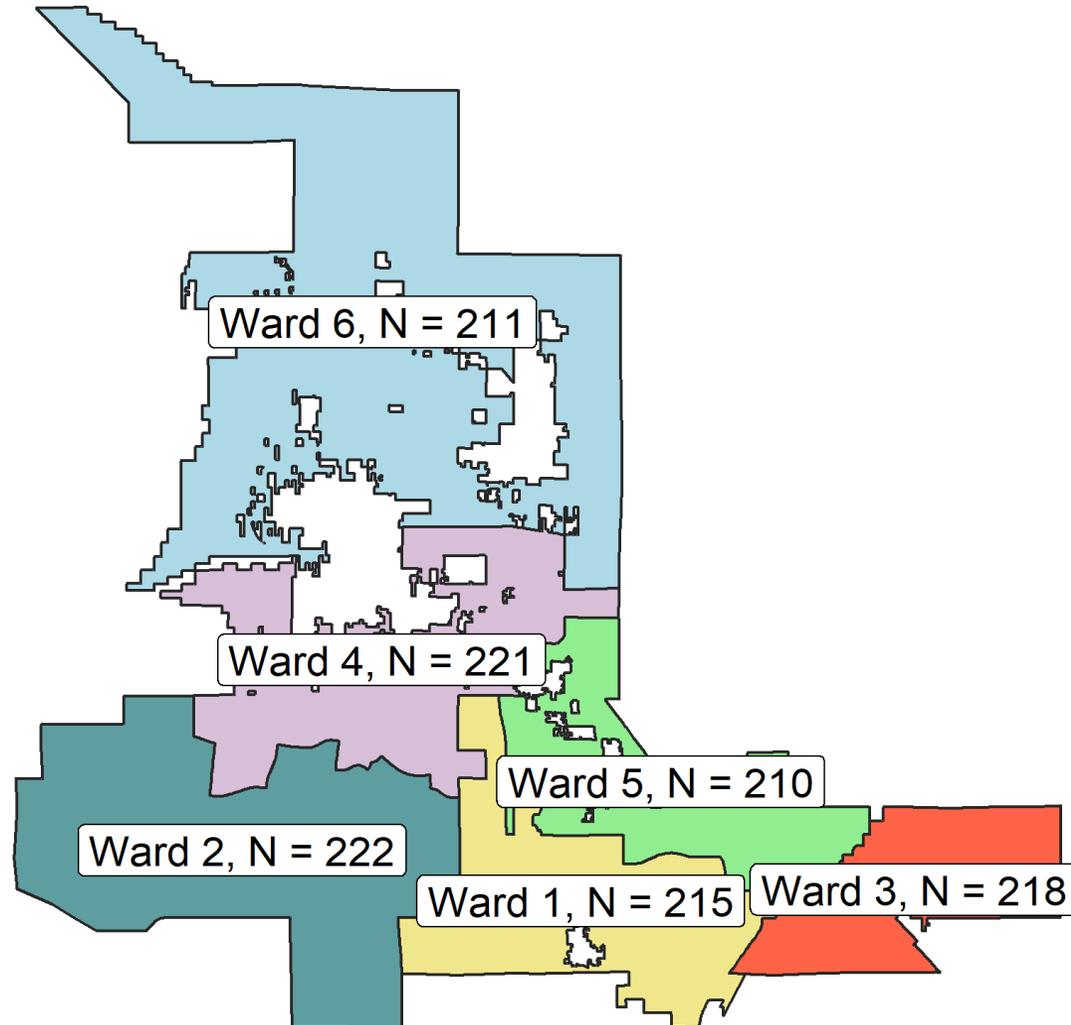
Part II

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RESPONDENTS COUNTS BY WARD



Survey Component	Number of Respondents
Ward 1	215
Ward 2	222
Ward 3	218
Ward 4	221
Ward 5	210
Ward 6	211
Ward-Specific Total	1,297
Initial Survey in April 2019 <i>(Wards Not Identified)</i>	420
City-Wide Total	1,717

Part I
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and High-level
Results

General
Satisfaction

Public
Safety

Openness &
Inclusivity

Sense of
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Goals &
Concerns

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and High-level
Results

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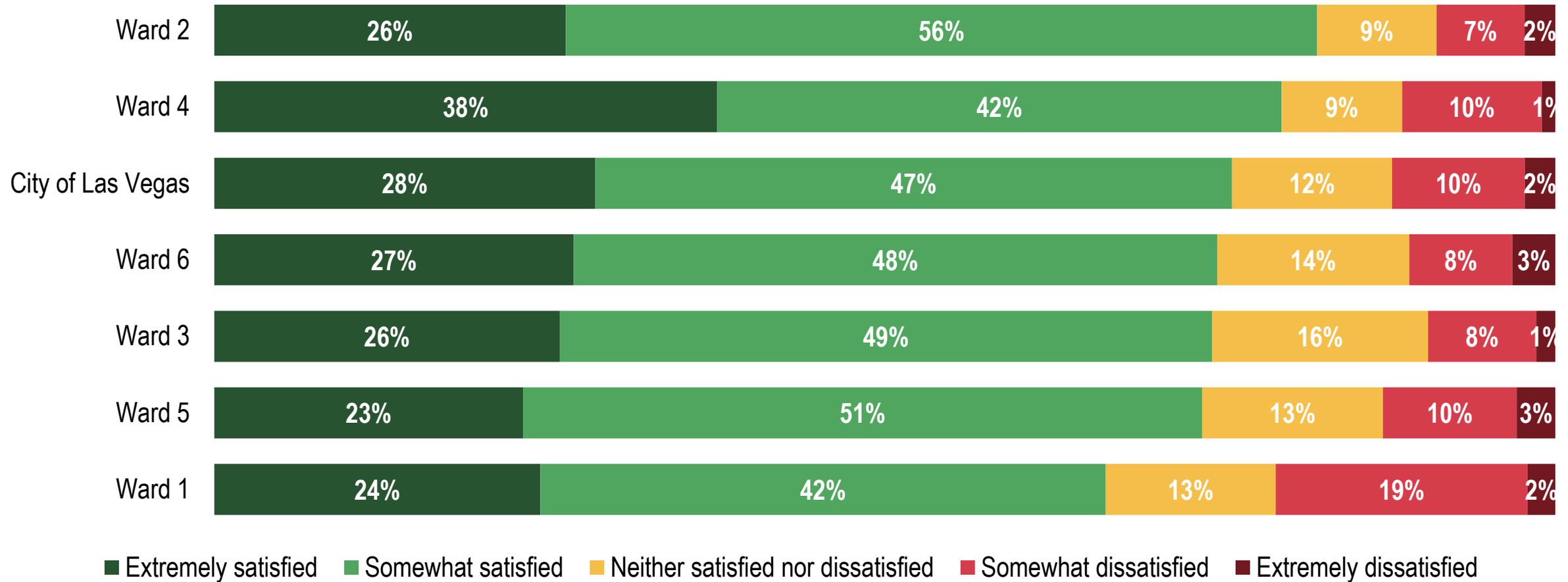
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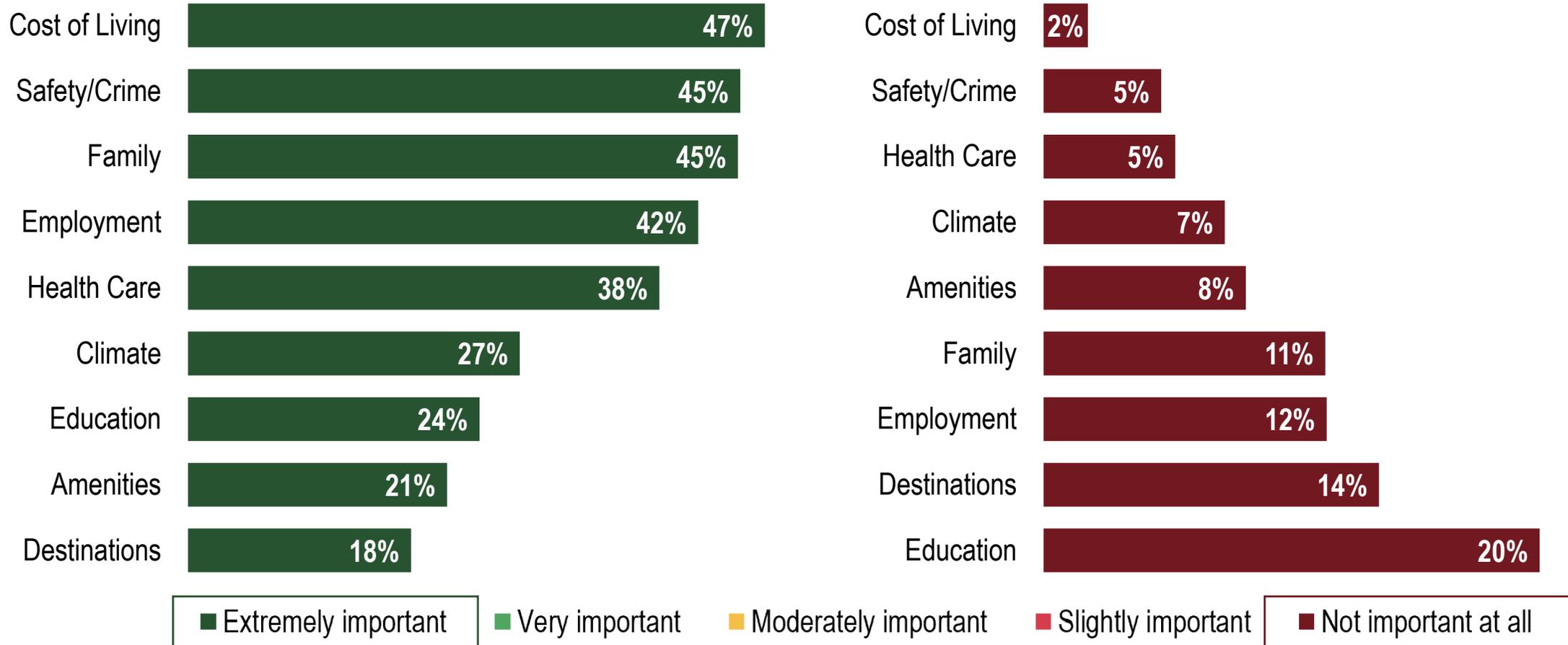
Which of the following most closely matches your satisfaction with the quality of life in the City of Las Vegas?



CLV = 1,717; W1 = 215; W2 = 222; W3 = 218; W4 = 221; W5 = 210; W6 = 211



Please tell us about the reasons you live in the City of Las Vegas.



N = 1,717



Please tell us about the reasons you live in the City of Las Vegas.

Top 3 reasons that are “extremely important” to live in the City of Las Vegas by Ward

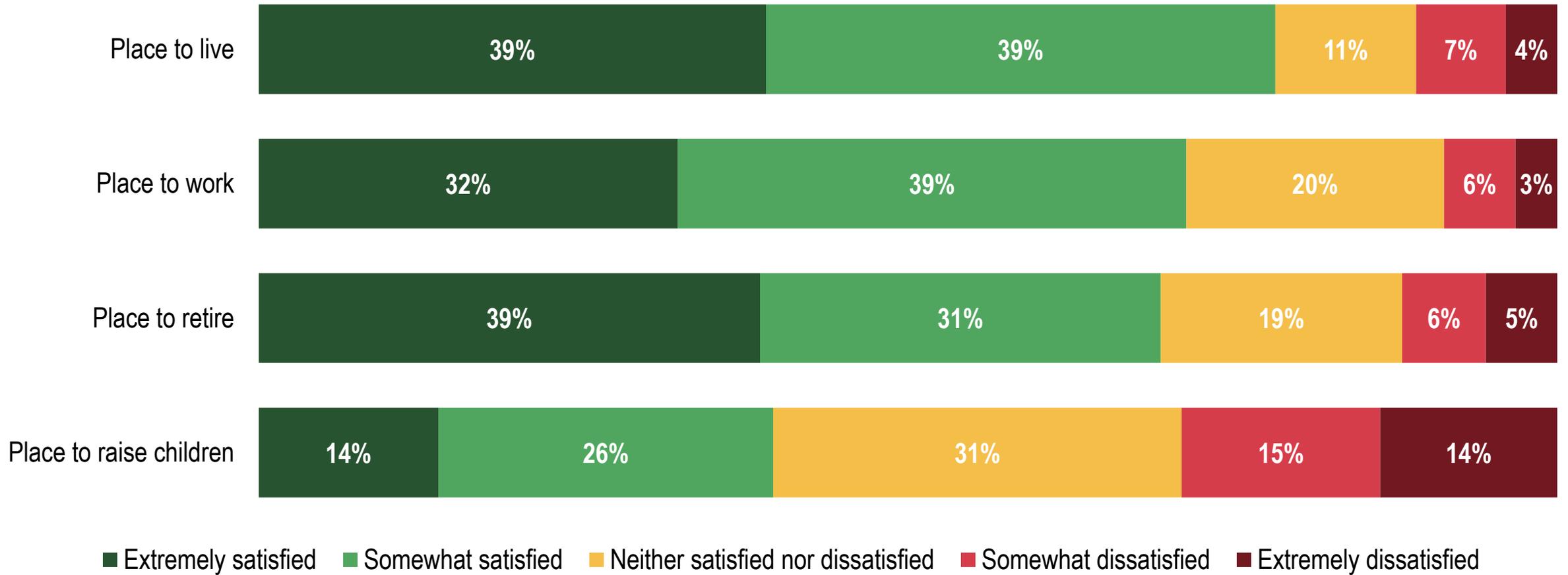
Ward	#1 Reason	#2 Reason	#3 Reason
Ward 1	Family	Cost of Living	Employment
Ward 2	Cost of Living	Safety/Crime	Family
Ward 3	Cost of Living	Safety/Crime	Employment
Ward 4	Family	Employment	Safety/Crime
Ward 5	Safety/Crime	Cost of Living	Family
Ward 6	Family	Safety/Crime	Cost of Living

What factors might cause you to consider relocating to another city?

Top 3 reasons that are “extremely likely” or “somewhat likely” to consider relocation by Ward

Ward	#1 Reason	#2 Reason	#3 Reason
Ward 1	Cost of Living	Safety/Crime	Employment
Ward 2	Safety/Crime	Cost of Living	Employment
Ward 3	Safety/Crime	Cost of Living	Health Care
Ward 4	Safety/Crime	Cost of Living	Health Care
Ward 5	Safety/Crime	Cost of Living	Employment
Ward 6	Safety/Crime	Cost of Living	Employment

Please select which most closely matches your satisfaction with the quality of life in the City of Las Vegas.



N = 1,717

City-wide



Please select which most closely matches your satisfaction with the quality of life in the City of Las Vegas.

Ranking of “extremely satisfied” or “somewhat satisfied” with the quality of life in the City of Las Vegas by Ward

Ward	#1	#2	#3	#4
Ward 1	Place to Live	Place to Work	Place to Retire	Place to Raise Children
Ward 2	Place to Live	Place to Work	Place to Retire	Place to Raise Children
Ward 3	Place to Live	Place to Work	Place to Retire	Place to Raise Children
Ward 4	Place to Live	Place to Retire	Place to Work	Place to Raise Children
Ward 5	Place to Work	Place to Live	Place to Retire	Place to Raise Children
Ward 6	Place to Live	Place to Work	Place to Retire	Place to Raise Children

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and High-level
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Safety

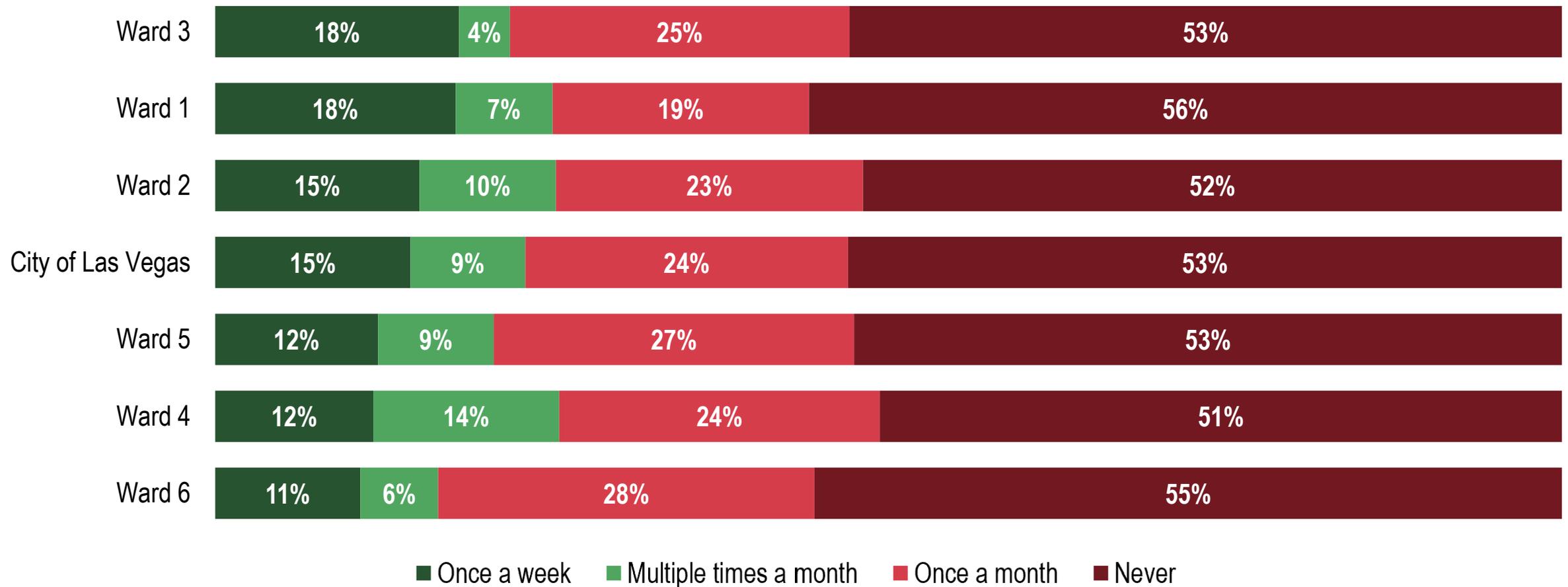
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How often do you participate in community organizations (e.g., non-profits, interest groups, clubs, etc.)?



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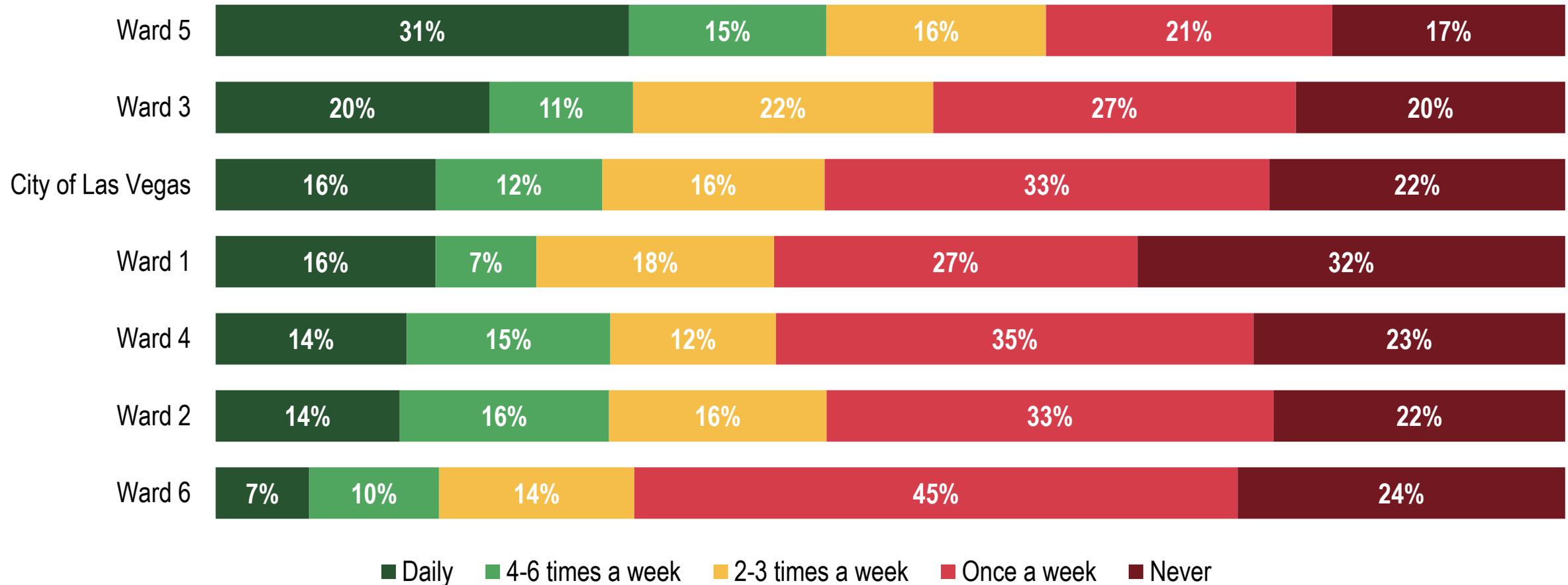
What community organizations (e.g., non-profits, interest groups, clubs, etc.) do you participate in?



N = 1,245; Multiple responses allowed.



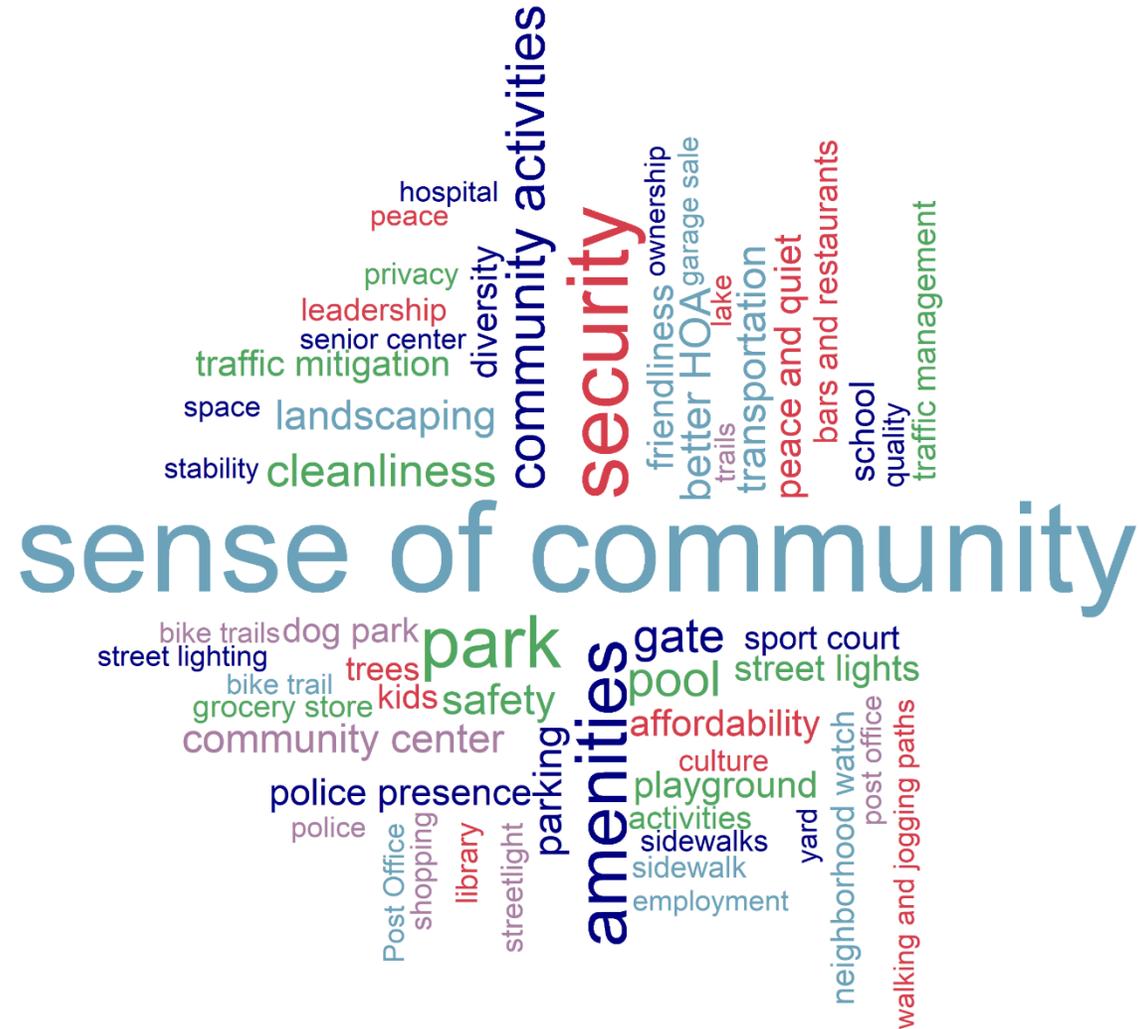
How often do you talk with your neighbors?



CLV = 1,717; W1 = 215; W2 = 222; W3 = 218; W4 = 221; W5 = 210; W6 = 211



One thing missing from my neighborhood is...



N = 1,245; Multiple responses allowed.



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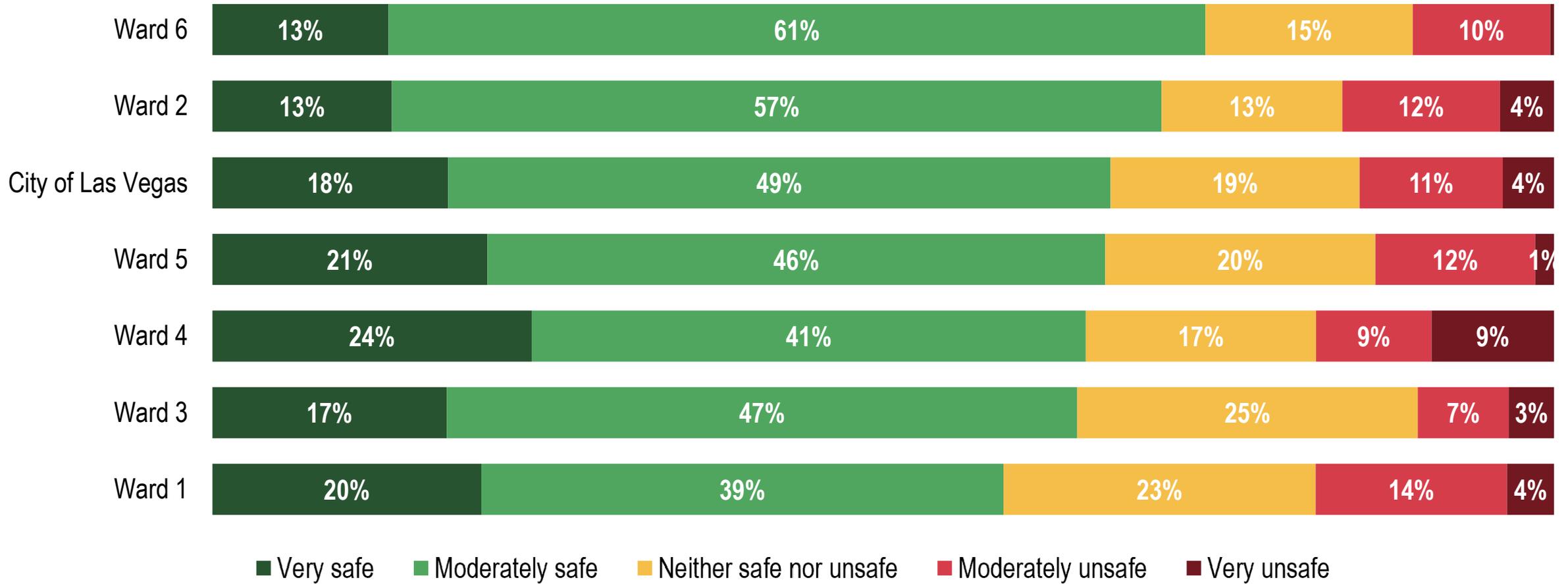
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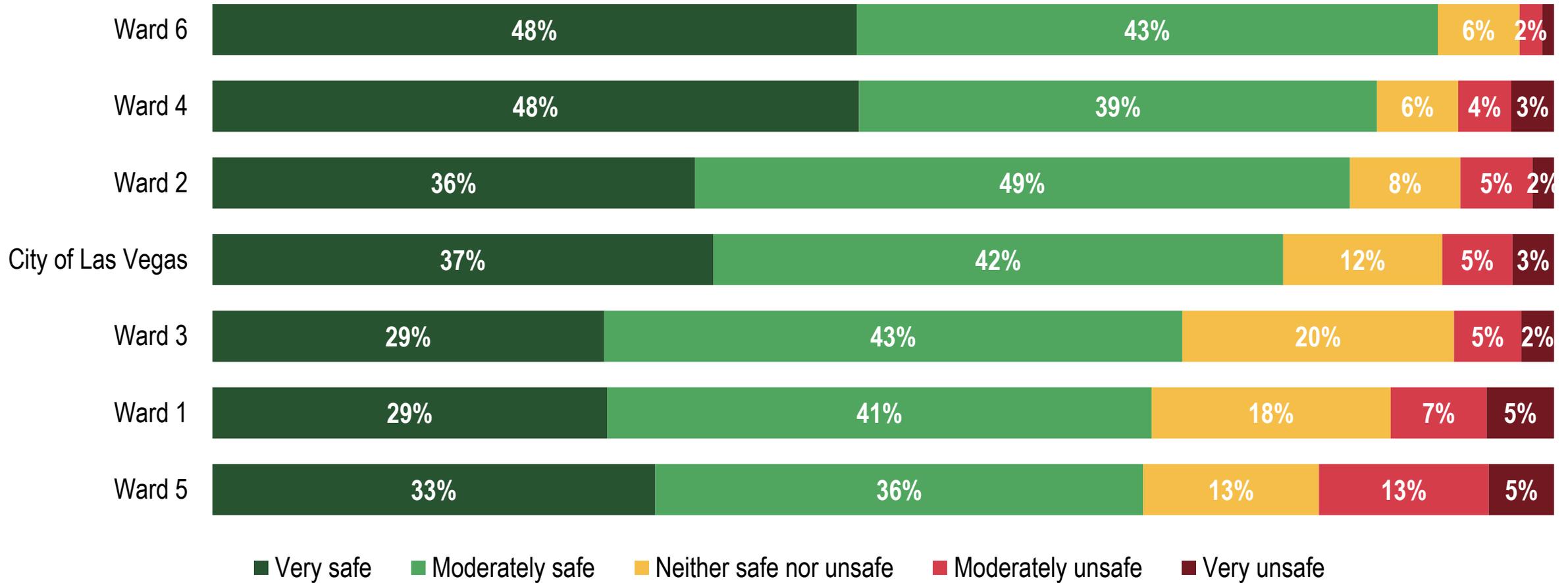
How safe do you feel in the City of Las Vegas?



CLV = 1,717; W1 = 215; W2 = 222; W3 = 218; W4 = 221; W5 = 210; W6 = 211



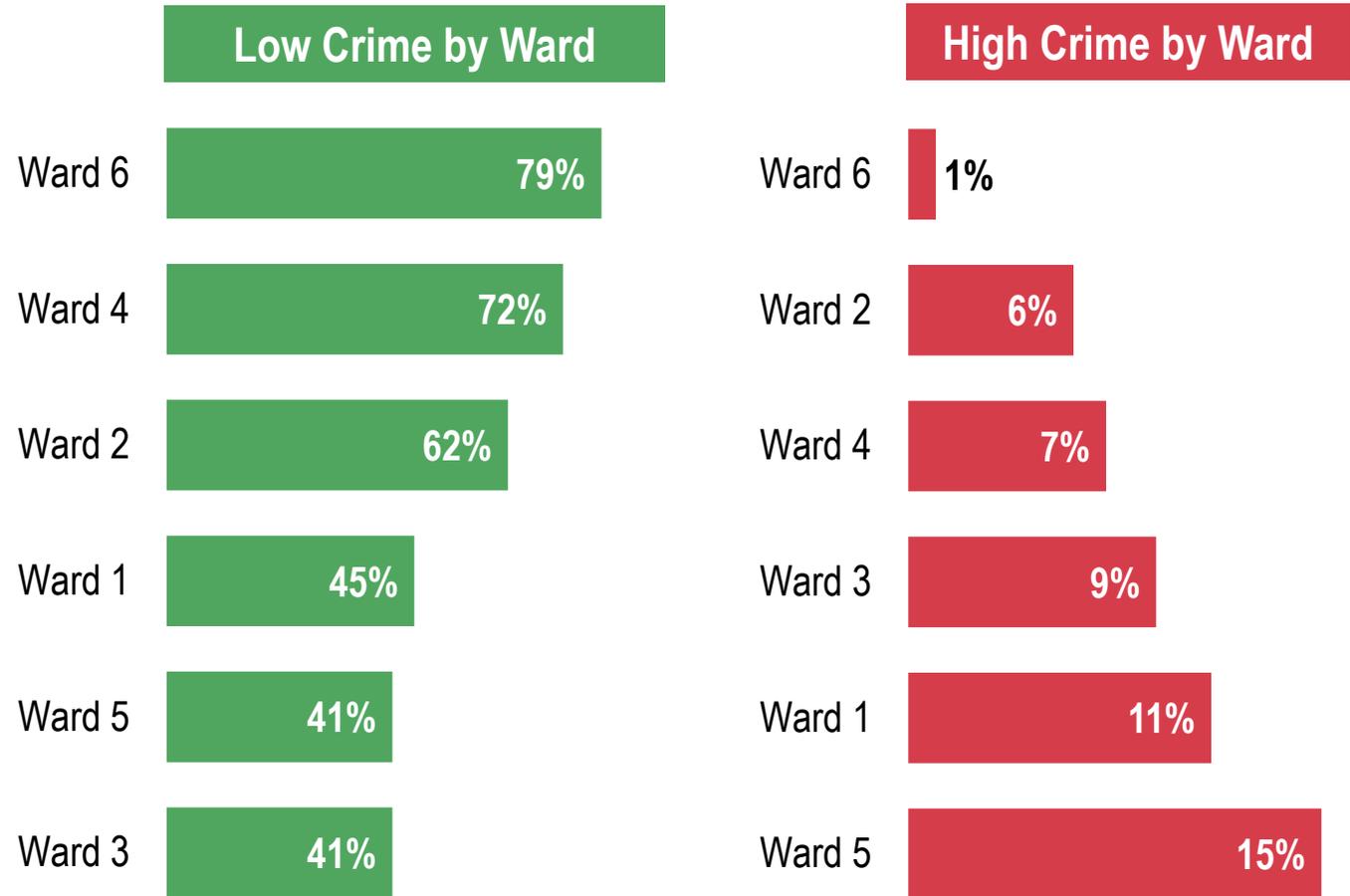
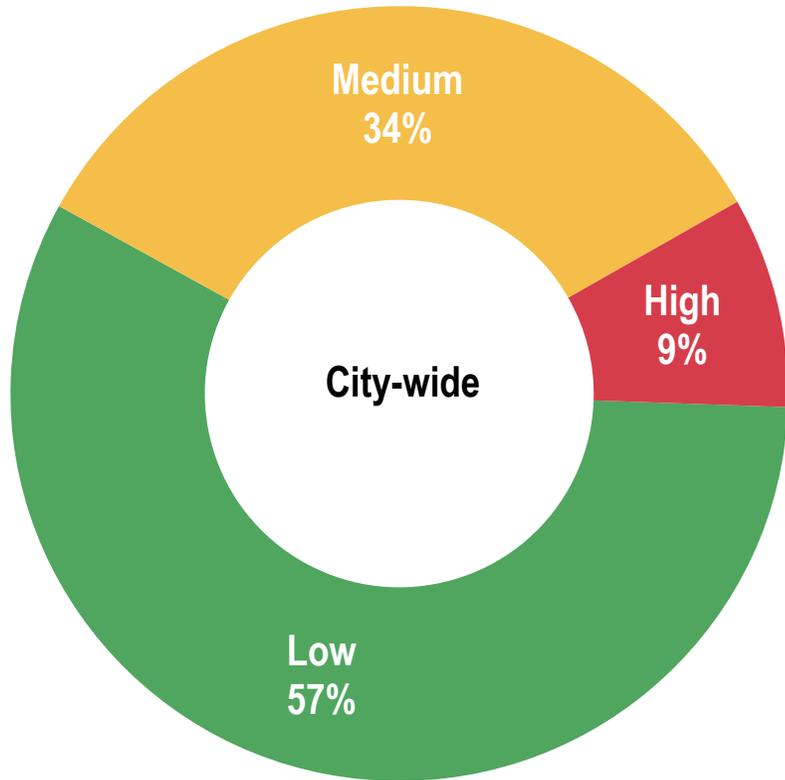
How safe do you feel in your neighborhood?



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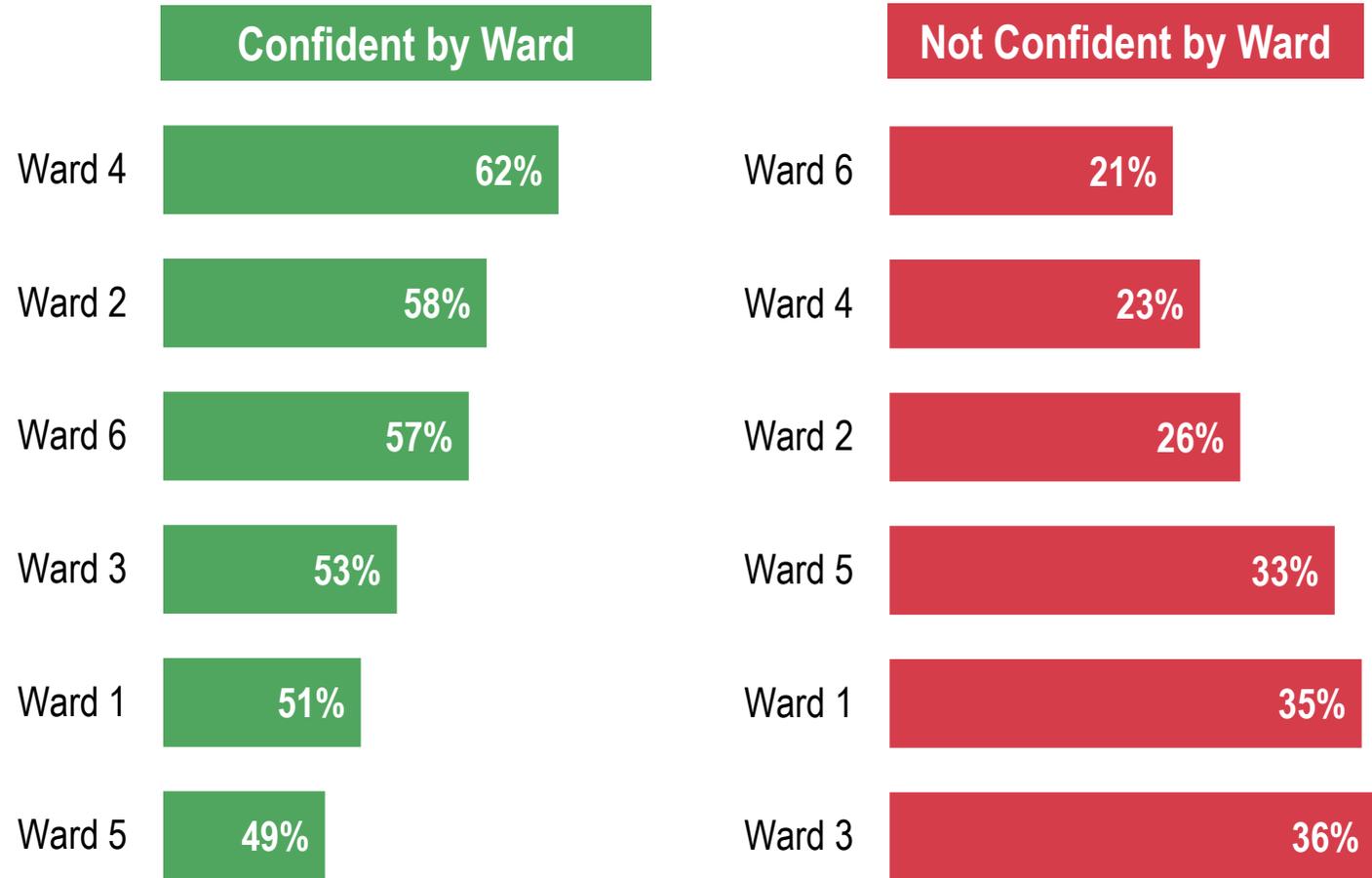
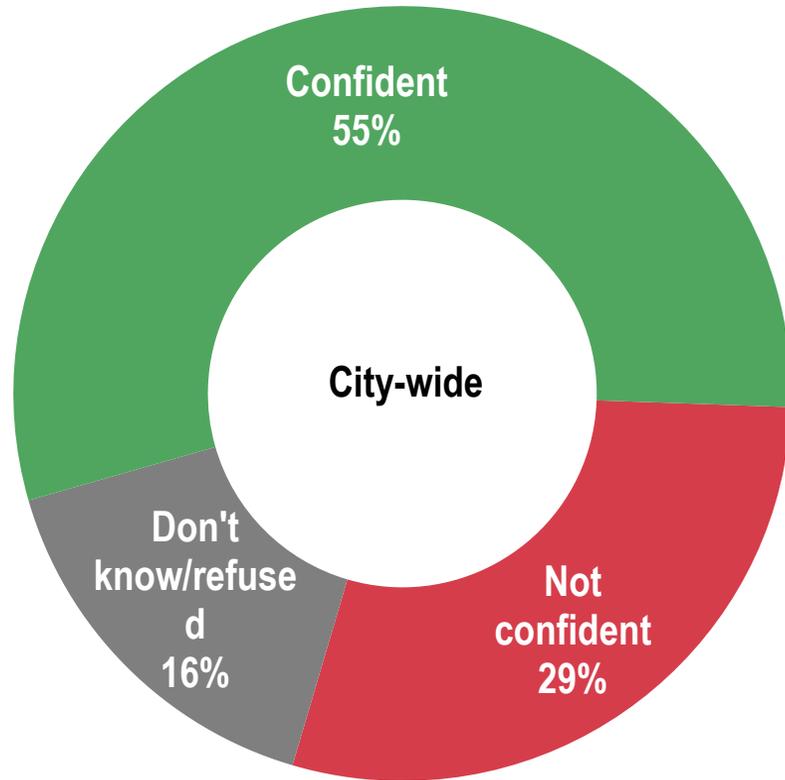
Do you consider your neighborhood a high, medium or low crime area?



CLV = 1,717; W1 = 215; W2 = 222; W3 = 218; W4 = 221; W5 = 210; W6 = 211



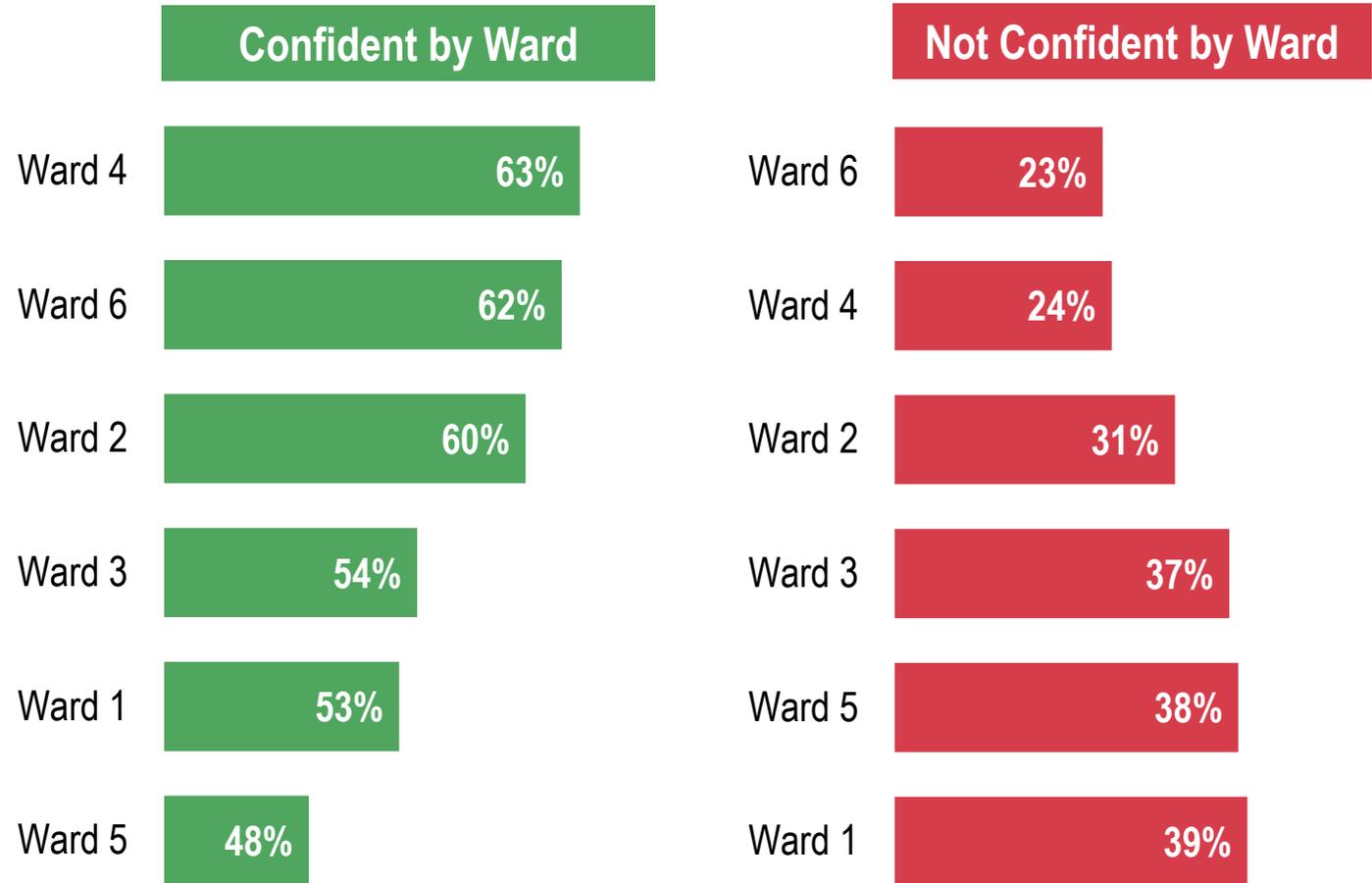
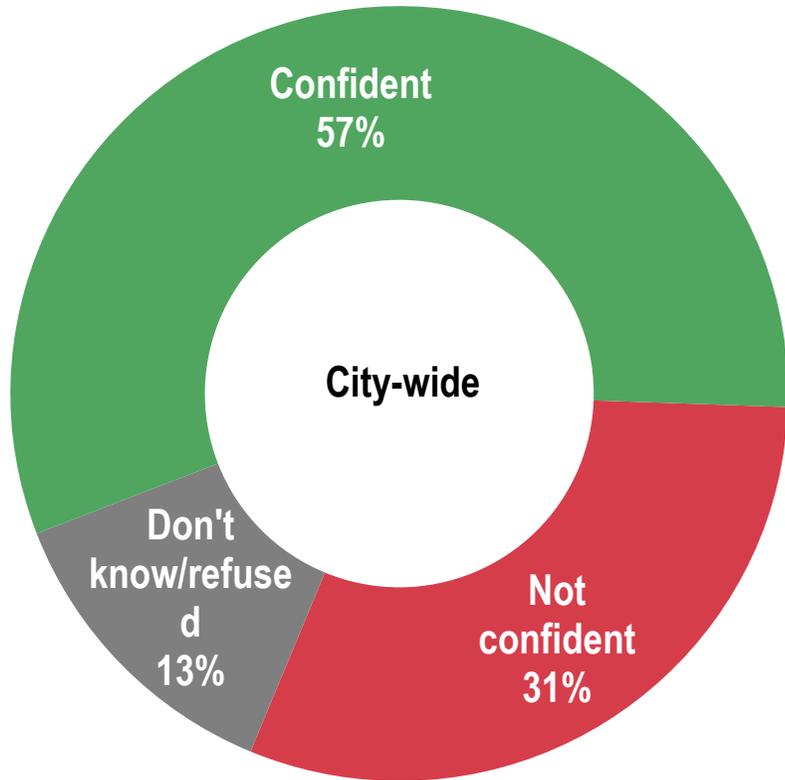
How confident are you in the capability of police to protect you from crime?



CLV = 1,717; W1 = 215; W2 = 222; W3 = 218; W4 = 221; W5 = 210; W6 = 211



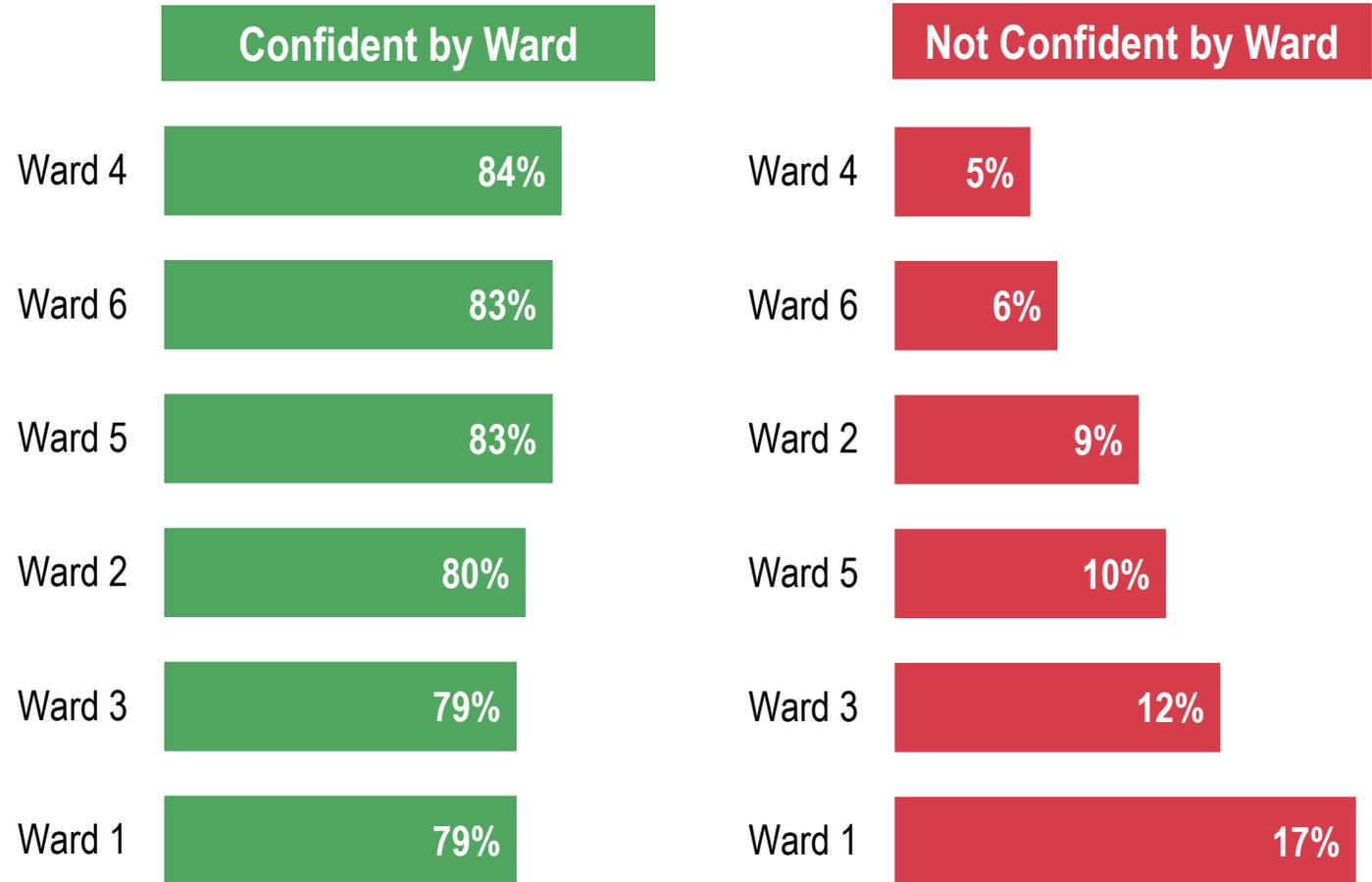
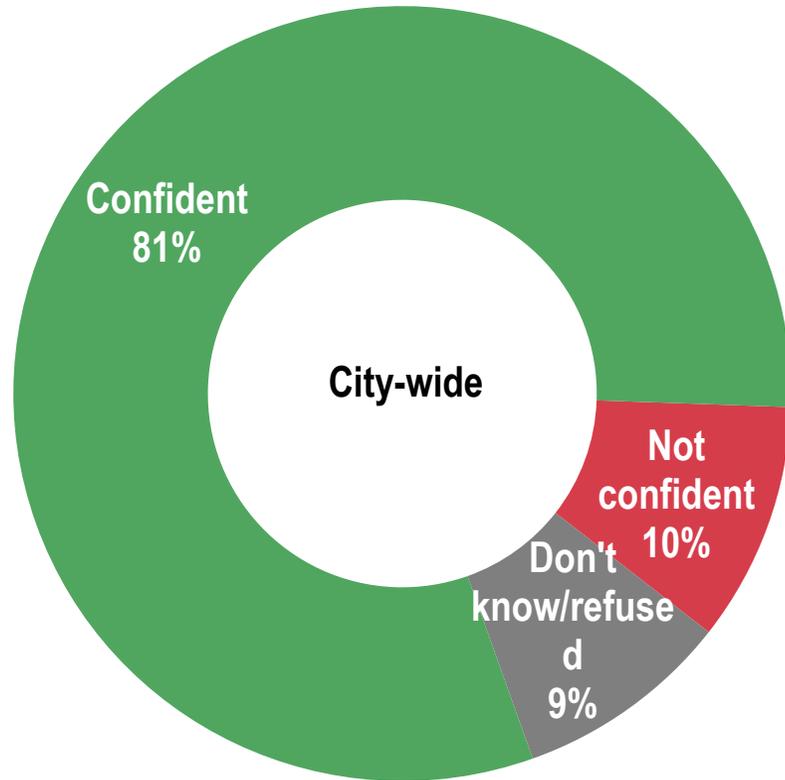
How confident are you in the police to respond quickly to a phone call (emergency or non-emergency)?



CLV = 1,717; W1 = 215; W2 = 222; W3 = 218; W4 = 221; W5 = 210; W6 = 211



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



CLV = 1,717; W1 = 215; W2 = 222; W3 = 218; W4 = 221; W5 = 210; W6 = 211



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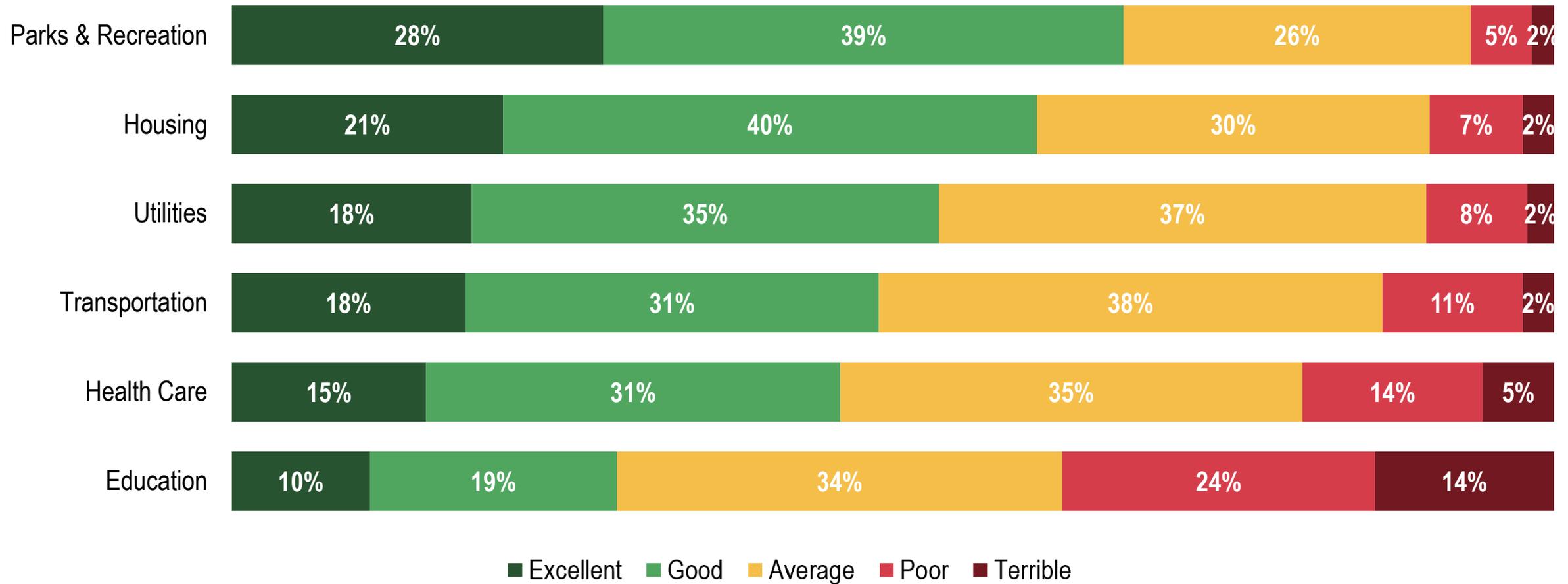
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Please assess the quality of the following in the City of Las Vegas.



N = 1,717

City-wide

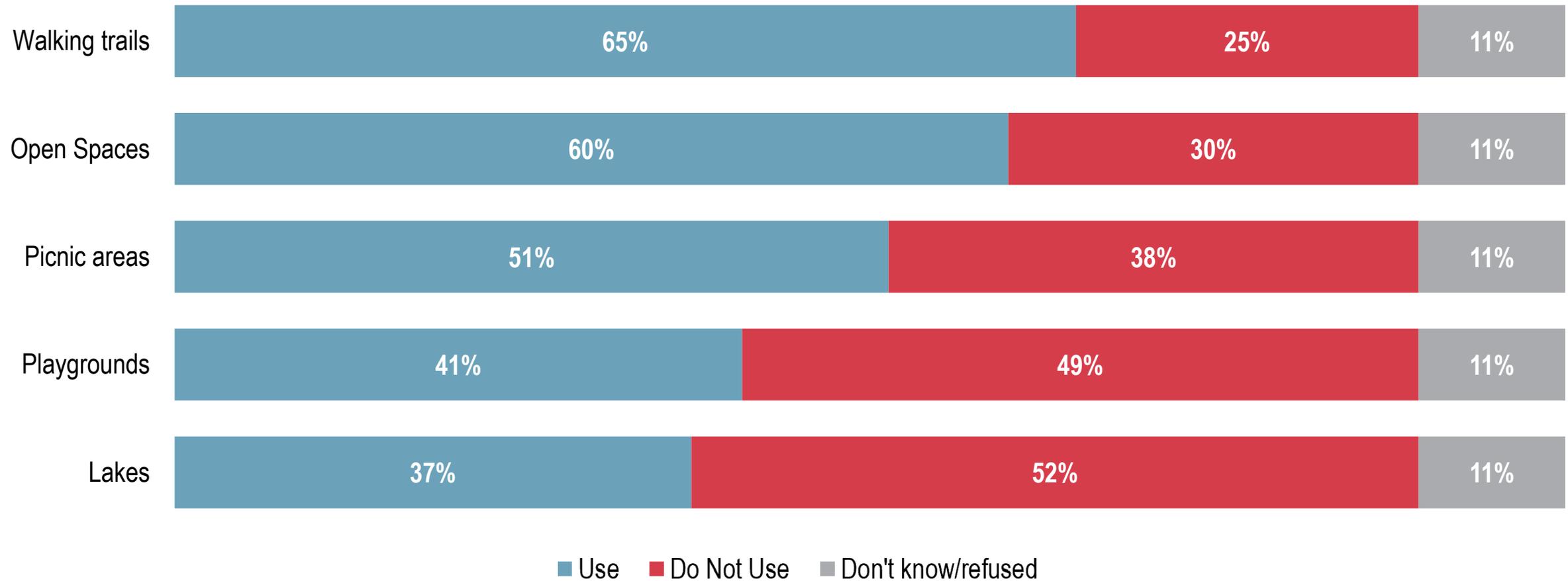


Please assess the quality of the following in the City of Las Vegas.

Ranking of “excellent” or “good” quality in the City of Las Vegas by Ward

Good/Services	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Parks and Recreation	#1	#1	#1	#1	#1	#1
Housing	#2	#2	#2	#2	#2	#2
Transportation	#3	#4	#4	#5	#3	#4
Utilities	#4	#3	#3	#3	#4	#3
Health Care	#5	#5	#5	#4	#5	#5
Education	#6	#6	#6	#6	#6	#6

Please tell us if you have used any of the following park amenities – other than sports fields – during the past year.

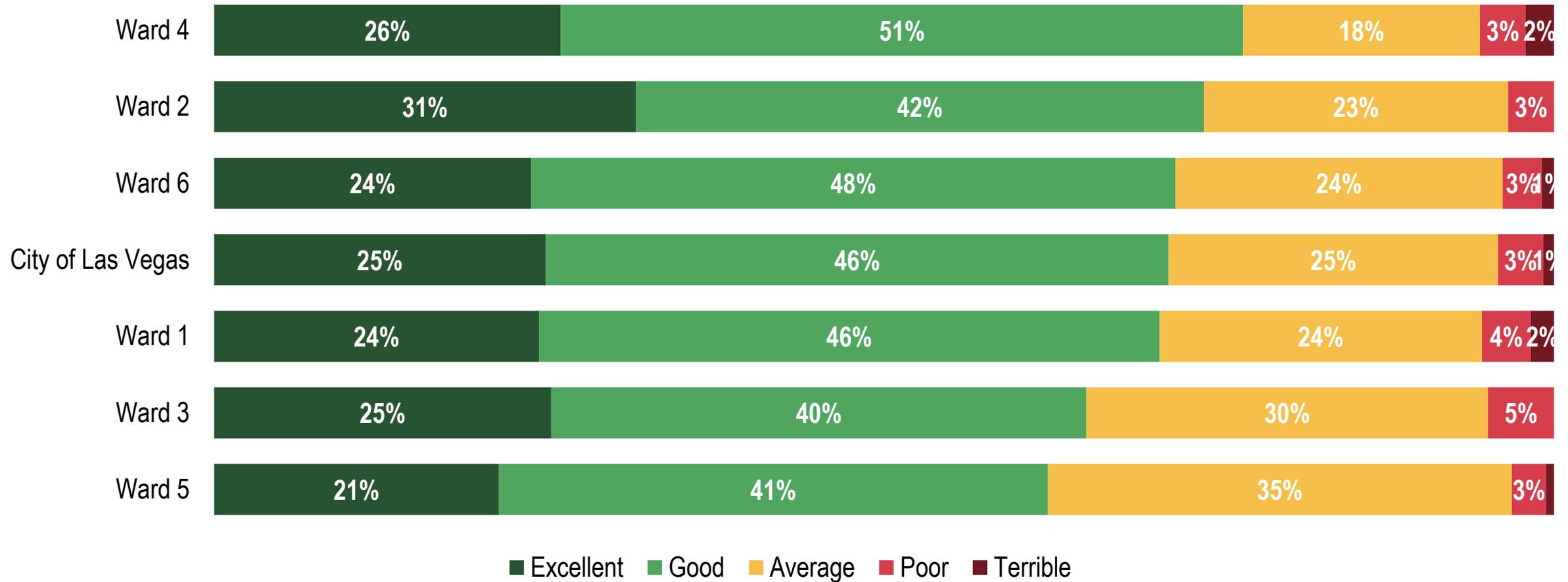


N = 1,717; Top five responses only.

City-wide

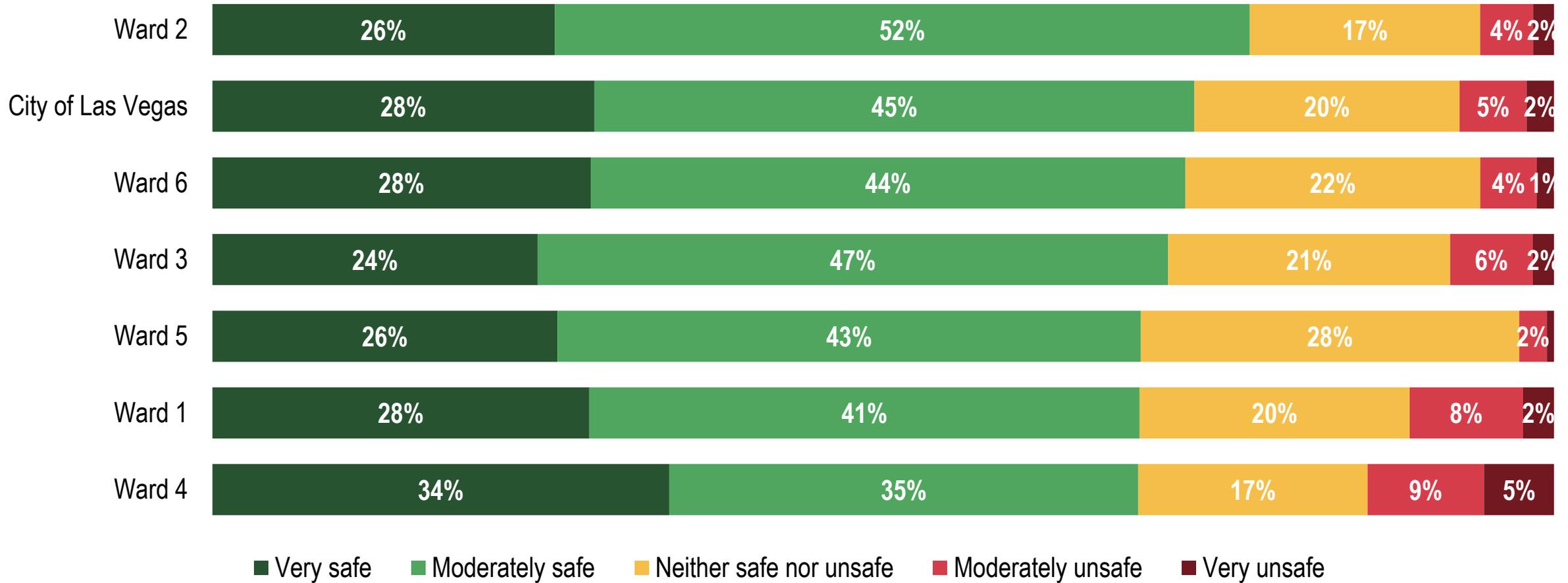


Overall, would you rate the condition of the City parks as excellent, good, average, fair or poor?



CLV = 1,717; W1 = 215; W2 = 222; W3 = 218; W4 = 221; W5 = 210; W6 = 211

How safe do you feel in City of Las Vegas parks?



CLV = 1,717; W1 = 215; W2 = 222; W3 = 218; W4 = 221; W5 = 210; W6 = 211



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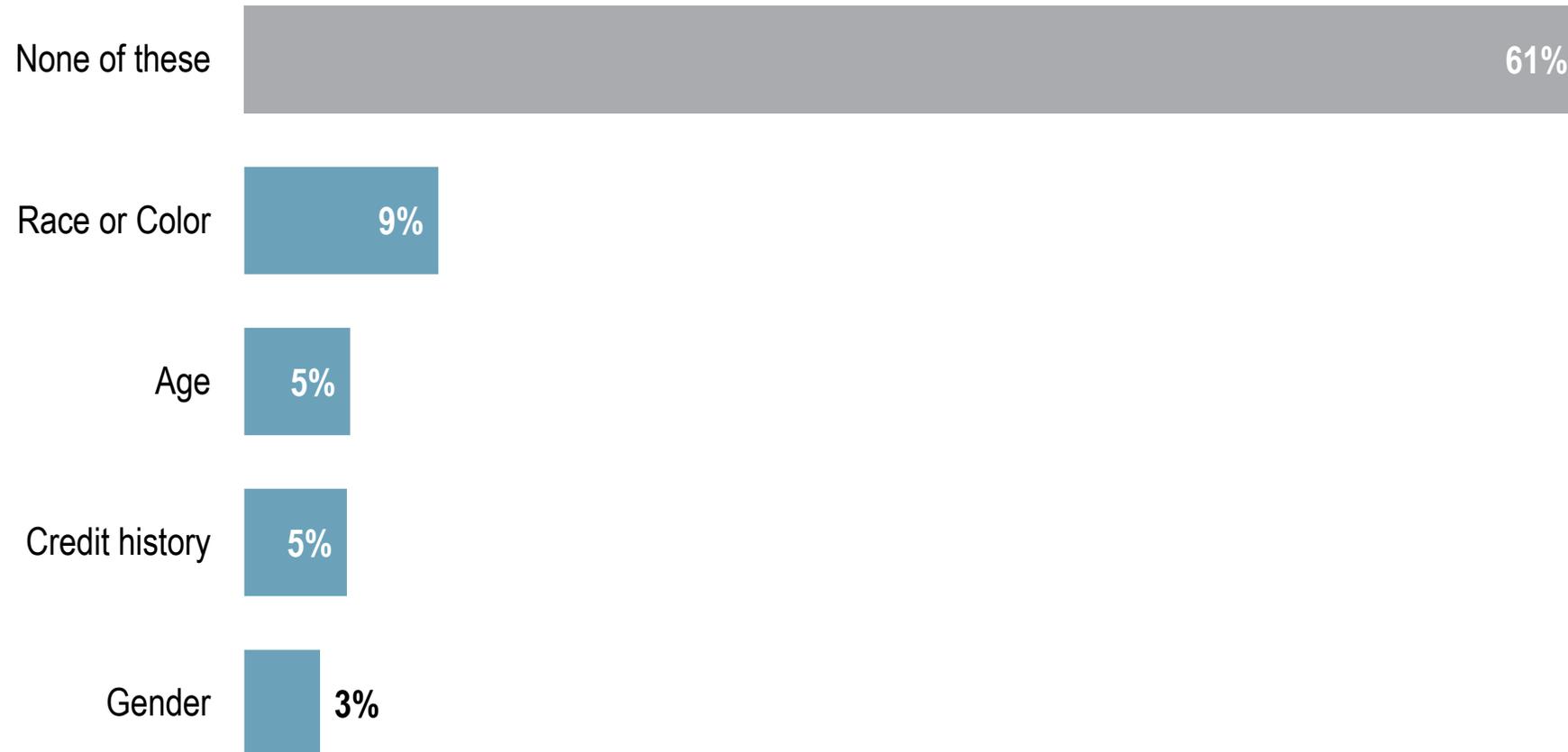
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In the last 12 months, did you or a member of your immediate household experience discrimination, or were you or a member of your immediate family refused services or treated unfairly because of:

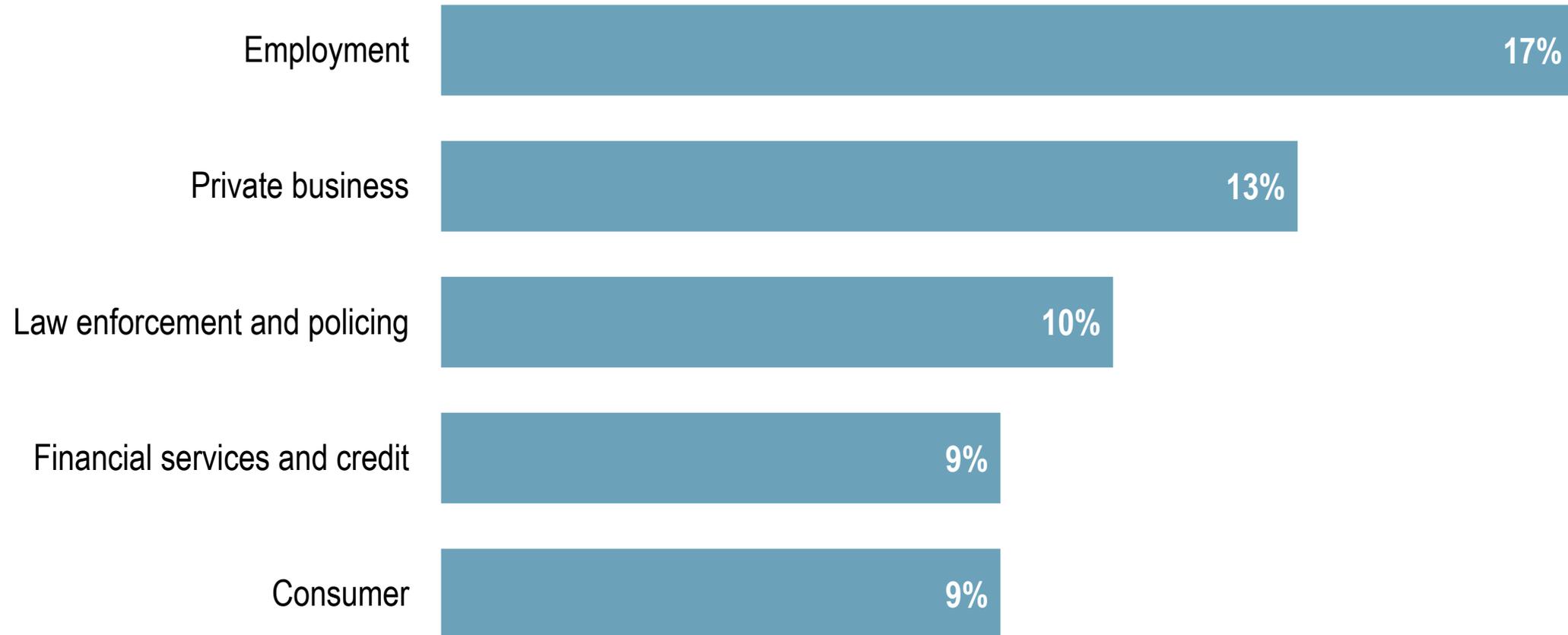


N = 2,084; Multiple responses allowed. Top five responses only.

City-wide



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:

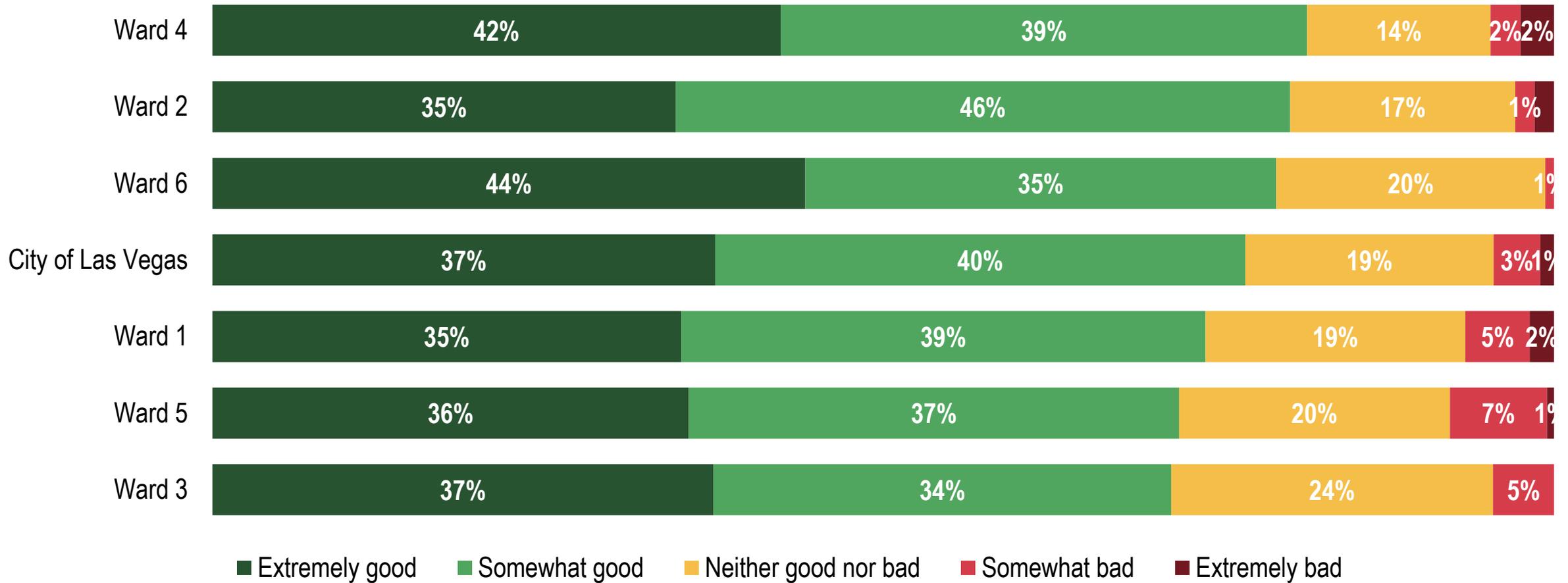


N = 2,218; Multiple responses allowed. Top five responses only.

City-wide



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



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Inclusivity

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Infrastructure
& Amenities

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Please rank the issues the City of Las Vegas should prioritize over the next 30 years.

Public Safety #1

Health Care #2

Education & Youth Development #3

Housing #4

Community Services #5

Transportation/Public Works #6

Economic & Urban Development #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 = 1,717

City-wide



Please rank the issues the City of Las Vegas should prioritize over the next 30 years.

Issue	Rank	Issue	Rank	Issue	Rank
Public Safety	#1	Education & Youth Development	#1	Public Safety	#1
Education & Youth Development	#2	Health Care	#2	Health Care	#2
Health Care	#3	Public Safety	#3	Education & Youth Development	#3
Housing	#4	Housing	#4	Housing	#4
Community Services	#5	Community Services	#5	Community Services	#5
Transportation/Public Works	#6	Transportation/Public Works	#6	Transportation/Public Works	#6
Economic & Urban Development	#7	Economic & Urban Development	#7	Economic & Urban Development	#7
Parks & Recreation	#8	Parks & Recreation	#8	Parks & Recreation	#8
Cultural Affairs	#9	Cultural Affairs	#9	Cultural Affairs	#9
Ward 1 N = 215		Ward 2 N = 222		Ward 3 N = 218	



Please rank the issues the City of Las Vegas should prioritize over the next 30 years.

Public Safety	#1	Public Safety	#1	Education & Youth Development	#1
Education & Youth Development	#2	Education & Youth Development	#2	Health Care	#2
Health Care	#3	Health Care	#3	Public Safety	#3
Housing	#4	Housing	#4	Housing	#4
Community Services	#5	Community Services	#5	Community Services	#5
Transportation/Public Works	#6	Economic & Urban Development	#6	Transportation/Public Works	#6
Economic & Urban Development	#7	Transportation/Public Works	#7	Economic & Urban Development	#7
Parks & Recreation	#8	Parks & Recreation	#8	Parks & Recreation	#8
Cultural Affairs	#9	Cultural Affairs	#9	Cultural Affairs	#9
Ward 4 N = 221		Ward 5 N = 210		Ward 6 N = 211	



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and High-level
Results

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1. Less about progress; more about preservation
2. The future is tomorrow, not 30 years from now
3. Cognitive dissonance, progress absent cost
4. This is the community they have chosen, remember why
5. Need to justify the benefits of growth, progress or pain
6. Seeking a sense of community, sense of pride
7. A city that is both opportunistic and strategic
8. The City and its residents are not one thing

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What Citizens
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Be Overall

1. Preserve quality of life; hold the line
2. Create opportunities for all residents to thrive
3. Make Las Vegas among the safest cities in America
4. Increase accessibility to quality health care
5. Expect equality, inclusion and acceptance
6. War on poverty
7. Maintain financial responsibility; ensure asset maximization
8. Partnership; a can-do, will-do city



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