



2023 City of Las Vegas Community Survey Findings Report

Presented to the City of
Las Vegas, Nevada

February 2024



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Executive Summary

2023 City of Las Vegas Community Survey Executive Summary



Purpose

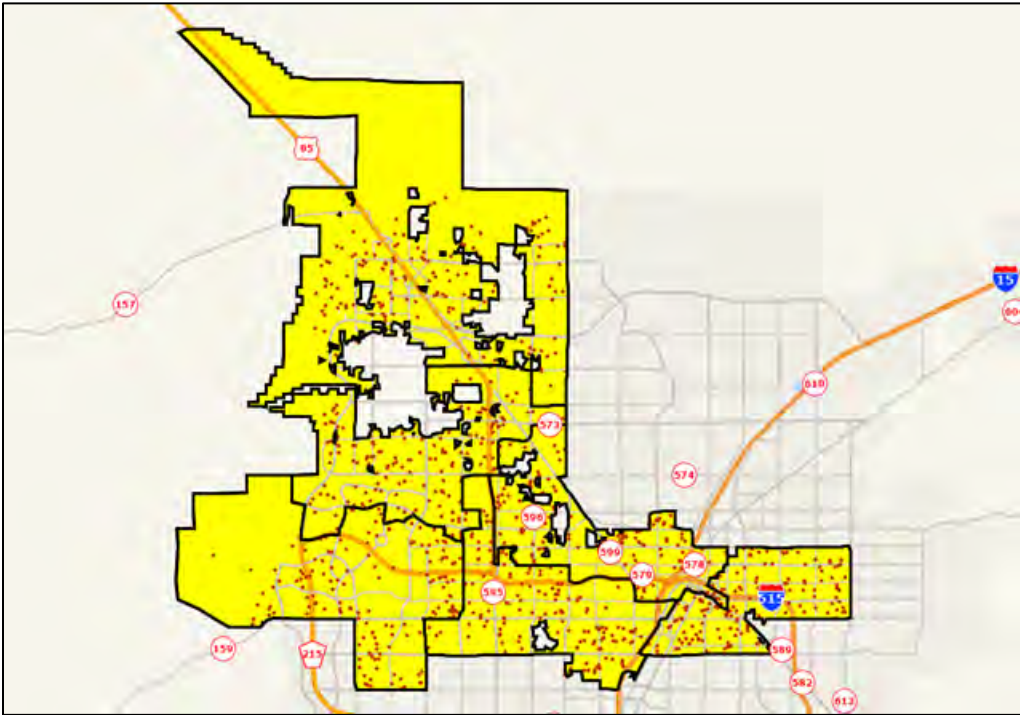
During the fall of 2023, ETC Institute administered a community survey for the City of Las Vegas. It was the tenth time the survey was administered for the City; the first was conducted in 2010. The purpose of the survey was to assess satisfaction with the delivery of major City services, quality of life, and to determine budget priorities for the City.

Methodology

A seven-page survey was mailed to a stratified random sample of households in the City. The sample was stratified to ensure the completion of at least 150 surveys in each of City’s six Council Wards. The mailed survey included a postage-paid return envelope, a cover letter explaining the purpose of the survey, and where residents could complete the online version of the survey.

Approximately ten days after the surveys were mailed, residents who received the survey were contacted by text message to encourage participation. Of the households that received a survey, 912 completed the survey. The results for the random sample of 912 households have a 95% level of confidence with a precision of at least +/- 3.2%.

In order to understand how well services are being delivered in different areas of the City, ETC Institute geocoded the home address of respondents to the survey. The map below shows the physical distribution of survey respondents based on the location of their home.



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“Don’t Know” Responses. The percentage of “don’t know” responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used City services and to facilitate valid comparisons with other communities in the benchmarking analysis. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been included in the tabular data in Section 5 of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “who had an opinion.”

This report contains the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey (Section 1)
- trend charts comparing the results of the 2023 survey to the 2021 and 2013 surveys (Section 2)
- benchmarking data that show how the results for the City of Las Vegas compare to other communities (Section 3)
- Importance-Satisfaction analysis that identifies priorities for investment (Section 4)
- tabular data showing the overall results for all questions on the survey (Section 5)
- a copy of the cover letter and survey instrument (Section 6)

Overall Satisfaction with City Services

Fifty-nine percent (59%) of the residents surveyed, who had an opinion, were “very satisfied” or “satisfied” with the overall quality of services provided by the City of Las Vegas. The major categories of city services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the overall quality of fire services (86%), the reliability of sewer service (78%), the overall quality of emergency medical services (75%), and the overall quality of parks and recreation programs and services (67%).

Perceptions of the City

Residents were asked to rate several items that may influence their perceptions of the City. The items that had the highest levels of satisfaction, based upon the combined “very satisfied” and “satisfied” responses among residents who had an opinion, were: the overall quality of neighborhoods (59%), the quality of services provided by the City (59%), the overall image of the City (52%), and the overall quality of life in the City (47%).

Overall Ratings of the City

Fifty-eight percent (58%) of those surveyed, who had an opinion, gave positive ratings for Las Vegas as a place to retire; 58% gave positive ratings for Las Vegas as a place to work, and 56% gave positive ratings for the City as a place to have a business.

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Satisfaction with Specific City Services

Maintenance Services. The highest levels of satisfaction with City maintenance services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the maintenance of city buildings (63%), the maintenance of traffic signals and street signs (57%), the quality of landscaping along City streets (51%), and the maintenance of neighborhood streets (51%).

Transportation Services. The highest levels of satisfaction with transportation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the ease of walking in the City (39%), the ease of travel on City streets in Las Vegas (38%), and the feeling of safety driving on City streets (26%).

Public Safety Services. The highest levels of satisfaction with public safety services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: firefighting services (78%), how quickly fire/emergency medical services personnel respond to emergencies (70%), and emergency medical services (61%).

Residents were also asked to rate how safe they felt in various situations in the City. The areas where residents felt most safe, based upon the combined percentage of “very safe” and “safe” responses among those who had an opinion, were: in neighborhoods during the day (78%), when walking in neighborhoods (64%), in City facilities (61%), and in Downtown Las Vegas during the day (57%).

Customer Service. Thirty percent (30%) of residents surveyed indicated they had interacted with the City with a question, problem, or complaint during the past year. Those who interacted with the City were asked to indicate how often City employees displayed various behaviors. The items that residents rated highest, based upon the combined percentage of residents who reported the City employee “always” or “usually” displayed the behavior, were: they were courteous and polite (73%), they gave prompt, accurate and complete answers (61%), and they were knowledgeable and technically competent (57%).

Community Development and Beautification. The highest levels of satisfaction with community development and beautification related services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: business licensing (52%), building inspections (44%), zoning services (42%), building permits (42%), and the exterior maintenance of business property (40%).

City Communication. The highest levels of satisfaction with the City’s communication, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the quality of the City’s web page (49%) and the quality of the City’s social media (46%).

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Parks, Recreation, Cultural and Community Services. The highest levels of satisfaction with the City’s parks, recreation, cultural and community services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the number of city parks (64%), the maintenance of sports fields (64%), and the number of park amenities (57%).

Additional Findings

- **Likelihood of Recommending the Community as a Place to Live.** Residents were asked to rate the likelihood that they would recommend their community as a place to live on a 10-point scale, where a rating of 10 meant “very likely” and a rating of 1 meant “not at all likely.” Sixty percent (60%) of the residents surveyed gave a rating of 10, 9, 8 or 7; 21% gave a rating of 6 or 5, 11% gave a rating of 4 or 3, and 7% gave a rating of 2 or 1.
- **Ease of Contacting the City.** Fifty-eight percent (58%) of residents who had contacted the City during the past year felt it was “very easy” or “somewhat easy” to reach the person they needed; 21% felt it was “difficult” to reach the person needed; 20% felt it was “very difficult,” and 2% did not have an opinion.
- **Use of Various City Services.** The City services that residents had used or visited most often during the past year were: City parks (66%), the City’s website (52%) and City bike lanes and bike trails (34%).
- **Primary Sources of City Information.** The three primary sources from which residents reported they received information about City issues, services and events were: television news (54%) and Facebook, X (Twitter) or other social media (41%), and the Las Vegas Review Journal/Las Vegas Sun (33%). The sources of information that residents reported they depend on most to stay informed about the City, based upon the combined percentage of residents who reported they “frequently” or “occasionally” use the source listed, were: non City-owned media (88%), the Internet (not including the City’s website) (86%), and person to person/word of mouth (81%).

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How the City of Las Vegas Compares to Other Communities Regionally

Satisfaction ratings for the City of Las Vegas **rated above the Mountain regional average in 19 of the 47 areas** that were assessed. The Mountain Region includes the states of Colorado, Wyoming, Utah, Nevada, New Mexico, and Arizona. The City rated significantly higher than the Mountain regional average (difference of 5% or more) in 15 of these areas. The table below shows how the City of Las Vegas compares to the Mountain regional average:

Service	Las Vegas	Mountain Region	Difference	Category
Overall quality of parks & rec programs/services	67%	47%	20%	Major Categories of City Services
Overall quality of city customer service	58%	43%	15%	Major Categories of City Services
Quality of services provided by the City	59%	44%	15%	Perceptions of the City
Overall effectiveness of city communication	47%	33%	14%	Major Categories of City Services
Quality of City's social media	46%	33%	13%	City Communication
Availability of information about City	45%	36%	9%	City Communication
Quality of City video programming	40%	32%	8%	City Communication
City efforts to keep you informed	39%	31%	8%	City Communication
Maintenance of city buildings	63%	55%	8%	City Maintenance
Maintenance of streets in your neighborhood	51%	44%	7%	City Maintenance
Fire prevention inspections	49%	42%	7%	Public Safety
Overall quality of city sewer utilities	67%	61%	6%	Major Categories of City Services
Firefighting services	78%	72%	6%	Public Safety
Enforcing clean-up/removal of junk & debris	35%	29%	6%	Community Development/Beautification
The visibility of police in commercial areas	47%	42%	5%	Public Safety
City efforts to be inclusive/promote diversity	45%	41%	4%	Perceptions of the City
Quality of City's web page	49%	47%	2%	City Communication
Overall enforcement of city codes/ordinances	41%	40%	1%	Major Categories of City Services
Exterior maintenance of residential property	35%	34%	1%	Community Development/Beautification
Level of public involvement in local decision making	23%	24%	-1%	City Communication
Quality of animal control	43%	44%	-1%	Public Safety
Enforcing sign regulations	39%	40%	-1%	Community Development/Beautification
Overall image of the City	52%	54%	-2%	Perceptions of the City
Fire/medical personnel response to emergencies	70%	72%	-2%	Public Safety
Exterior maintenance of business property	40%	43%	-3%	Community Development/Beautification
Overall quality of local police protection	43%	47%	-4%	Public Safety
As a place to work	58%	62%	-4%	Overall Ratings of the City
Feeling of safety in your neighborhood at night	53%	58%	-5%	Feeling of Safety in the Community
The visibility of police in neighborhoods	40%	45%	-5%	Public Safety
Quality of landscaping along City streets	51%	56%	-5%	City Maintenance
Overall value you receive for tax dollars/fees	33%	39%	-6%	Perceptions of the City
Maintenance/preservation of downtown	47%	53%	-6%	City Maintenance
Feeling of safety in your neighborhood during the day	78%	85%	-7%	Feeling of Safety in the Community
Overall maintenance of city streets	33%	41%	-8%	Major Categories of City Services
Maintenance of traffic signals and street signs	57%	66%	-9%	City Maintenance
Maintenance of sidewalks	45%	55%	-10%	City Maintenance
As a place to retire	58%	68%	-10%	Overall Ratings of the City
Enforcement of local traffic laws	33%	44%	-11%	Public Safety
Feeling of safety in City parks	40%	52%	-12%	Feeling of Safety in the Community
Adequacy of city street lighting	44%	57%	-13%	City Maintenance
How quickly police respond to emergencies	34%	48%	-14%	Public Safety
Feeling of safety overall as a place to live	54%	69%	-15%	Feeling of Safety in the Community
Emergency medical services	61%	76%	-15%	Public Safety
The City's efforts to prevent crime	34%	52%	-18%	Public Safety
Overall quality of public schools	15%	35%	-20%	Perceptions of the City
Cleanliness of city streets/other public areas	33%	62%	-29%	City Maintenance
As a place to raise children	23%	65%	-42%	Overall Ratings of the City

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How the City of Las Vegas Compares to Other Communities Nationally

Satisfaction ratings for the City of Las Vegas **rated at or above the national average in 15 of the 47 areas** that were assessed. The City rated significantly higher than the national average (difference of 5% or more) in 9 of these areas. The table below shows how the City of Las Vegas compares to the national average:

Service	Las Vegas	U.S.	Difference	Category
Overall quality of city customer service	58%	39%	19%	Major Categories of City Services
Overall quality of parks & rec programs/services	67%	49%	18%	Major Categories of City Services
Overall quality of city sewer utilities	67%	53%	14%	Major Categories of City Services
Overall effectiveness of city communication	47%	37%	10%	Major Categories of City Services
Quality of services provided by the City	59%	49%	10%	Perceptions of the City
Quality of City's web page	49%	42%	7%	City Communication
Quality of City's social media	46%	39%	7%	City Communication
Maintenance of city buildings	63%	56%	7%	City Maintenance
As a place to retire	58%	52%	6%	Overall Ratings of the City
Maintenance of streets in your neighborhood	51%	49%	2%	City Maintenance
Firefighting services	78%	76%	2%	Public Safety
Fire prevention inspections	49%	47%	2%	Public Safety
As a place to work	58%	57%	1%	Overall Ratings of the City
Overall enforcement of city codes/ordinances	41%	40%	1%	Major Categories of City Services
Overall value you receive for tax dollars/fees	33%	33%	0%	Perceptions of the City
Overall image of the City	52%	53%	-1%	Perceptions of the City
City efforts to be inclusive/promote diversity	45%	46%	-1%	Perceptions of the City
Maintenance/preservation of downtown	47%	48%	-1%	City Maintenance
Availability of information about City	45%	46%	-1%	City Communication
Maintenance of sidewalks	45%	47%	-2%	City Maintenance
Quality of City video programming	40%	42%	-2%	City Communication
Fire/medical personnel response to emergencies	70%	72%	-2%	Public Safety
Feeling of safety in your neighborhood during the day	78%	81%	-3%	Feeling of Safety in the Community
City efforts to keep you informed	39%	43%	-4%	City Communication
Quality of landscaping along City streets	51%	55%	-4%	City Maintenance
The visibility of police in commercial areas	47%	51%	-4%	Public Safety
Quality of animal control	43%	49%	-6%	Public Safety
Exterior maintenance of business property	40%	46%	-6%	Community Development/Beautification
Enforcing sign regulations	39%	45%	-6%	Community Development/Beautification
Maintenance of traffic signals and street signs	57%	63%	-6%	City Maintenance
Overall maintenance of city streets	33%	41%	-8%	Major Categories of City Services
Feeling of safety in your neighborhood at night	53%	61%	-8%	Feeling of Safety in the Community
Exterior maintenance of residential property	35%	44%	-9%	Community Development/Beautification
Emergency medical services	61%	71%	-10%	Public Safety
Overall quality of local police protection	43%	53%	-10%	Public Safety
Enforcing clean-up/removal of junk & debris	35%	45%	-10%	Community Development/Beautification
Level of public involvement in local decision making	23%	34%	-11%	City Communication
Feeling of safety overall as a place to live	54%	66%	-12%	Feeling of Safety in the Community
The visibility of police in neighborhoods	40%	54%	-14%	Public Safety
Adequacy of city street lighting	44%	59%	-15%	City Maintenance
The City's efforts to prevent crime	34%	49%	-15%	Public Safety
Feeling of safety in City parks	40%	55%	-15%	Feeling of Safety in the Community
Enforcement of local traffic laws	33%	50%	-17%	Public Safety
Cleanliness of city streets/other public areas	33%	53%	-20%	City Maintenance
How quickly police respond to emergencies	34%	56%	-22%	Public Safety
Overall quality of public schools	15%	48%	-33%	Perceptions of the City
As a place to raise children	23%	61%	-38%	Overall Ratings of the City

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Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 4 of this report.

Overall Priorities for the City by Major Category. This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the services that are recommended as the top priorities in order to raise the City’s overall satisfaction rating are listed below:

- Overall maintenance of city streets (I-S = 0.3806)
- Economic development (jobs) (I-S = 0.2288)
- Overall quality of Metropolitan police services (I-S = 0.2093)

The table on the following page shows the Importance-Satisfaction rating for all 15 major categories of City services that were rated.

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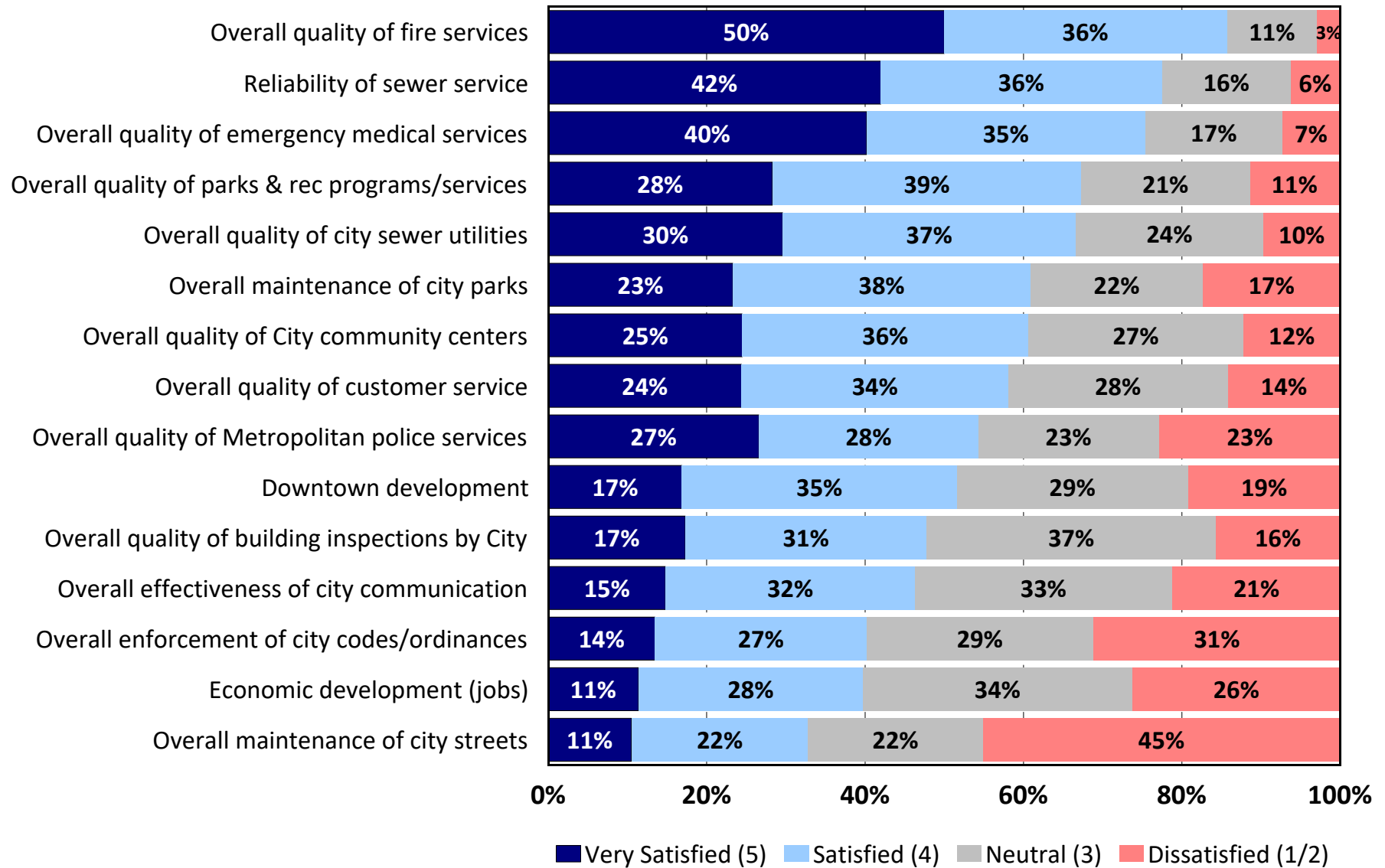
Importance-Satisfaction Rating						
2023 Las Vegas Community Survey						
<u>MAJOR CATEGORIES OF CITY SERVICES</u>						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
Overall maintenance of city streets	57%	1	33%	15	0.3806	1
Economic development (jobs)	38%	3	39%	14	0.2288	2
Overall quality of Metropolitan police services	47%	2	55%	9	0.2093	3
<u>High Priority (IS .10-.20)</u>						
Overall enforcement of city codes/ordinances	32%	4	41%	13	0.1894	4
Downtown development	24%	8	52%	10	0.1133	5
Overall effectiveness of city communication	21%	9	47%	12	0.1097	6
<u>Medium Priority (IS < .10)</u>						
Overall maintenance of city parks	25%	6	61%	6	0.0963	7
Overall quality of parks & rec programs/services	25%	7	67%	4	0.0812	8
Overall quality of emergency medical services	30%	5	75%	3	0.0753	9
Overall quality of city customer service	12%	12	58%	8	0.0521	10
Overall quality of City community centers	13%	11	61%	7	0.0491	11
Overall quality of city sewer utilities	8%	13	67%	5	0.0274	12
Overall quality of building inspections by City	5%	15	48%	11	0.0244	13
Overall quality of fire services	14%	10	86%	1	0.0192	14
Reliability of sewer service	8%	14	78%	2	0.0180	15



Charts and Graphs

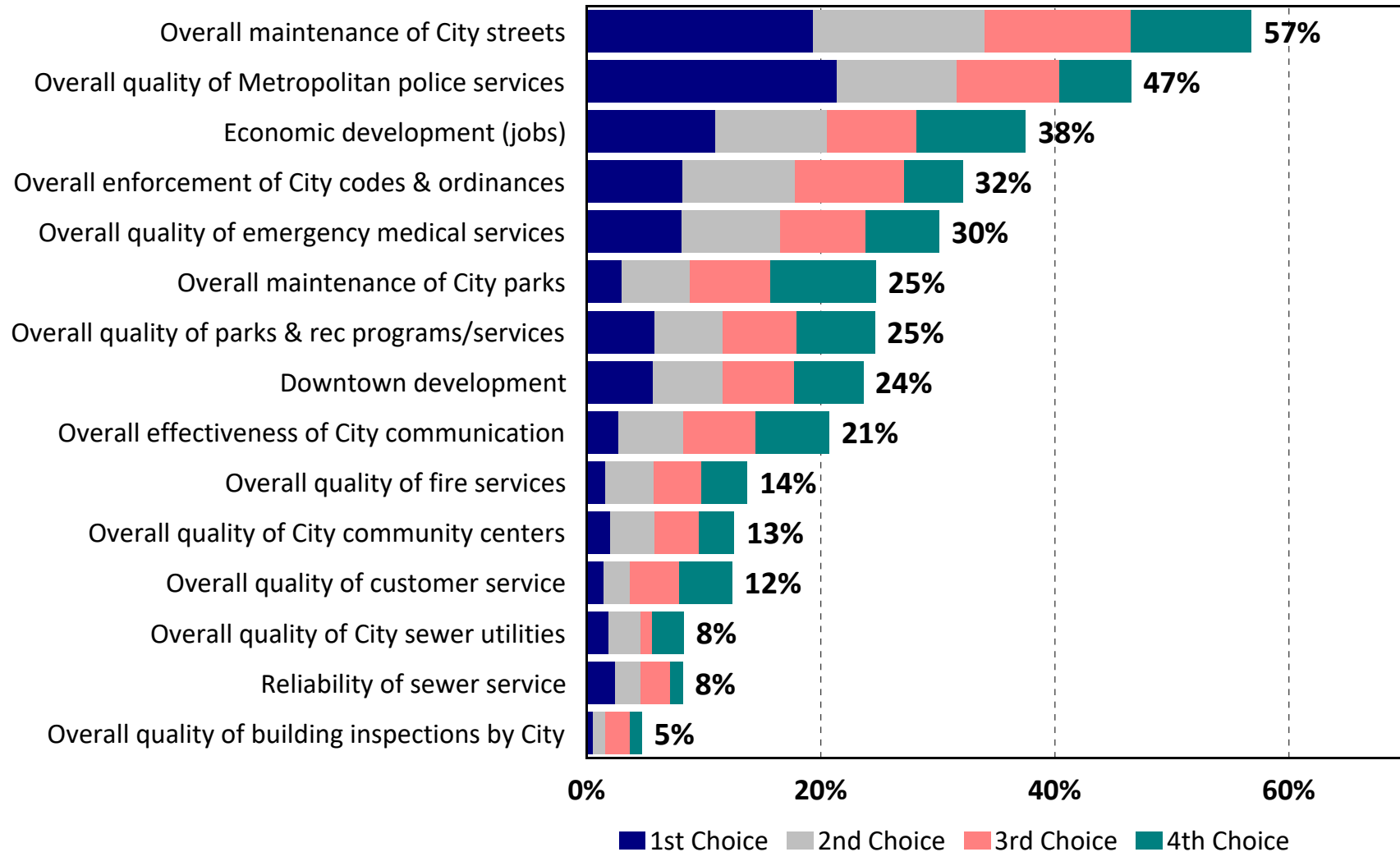
Q1. Satisfaction With Major Categories of City Services

by percentage of respondents (excluding don't knows)



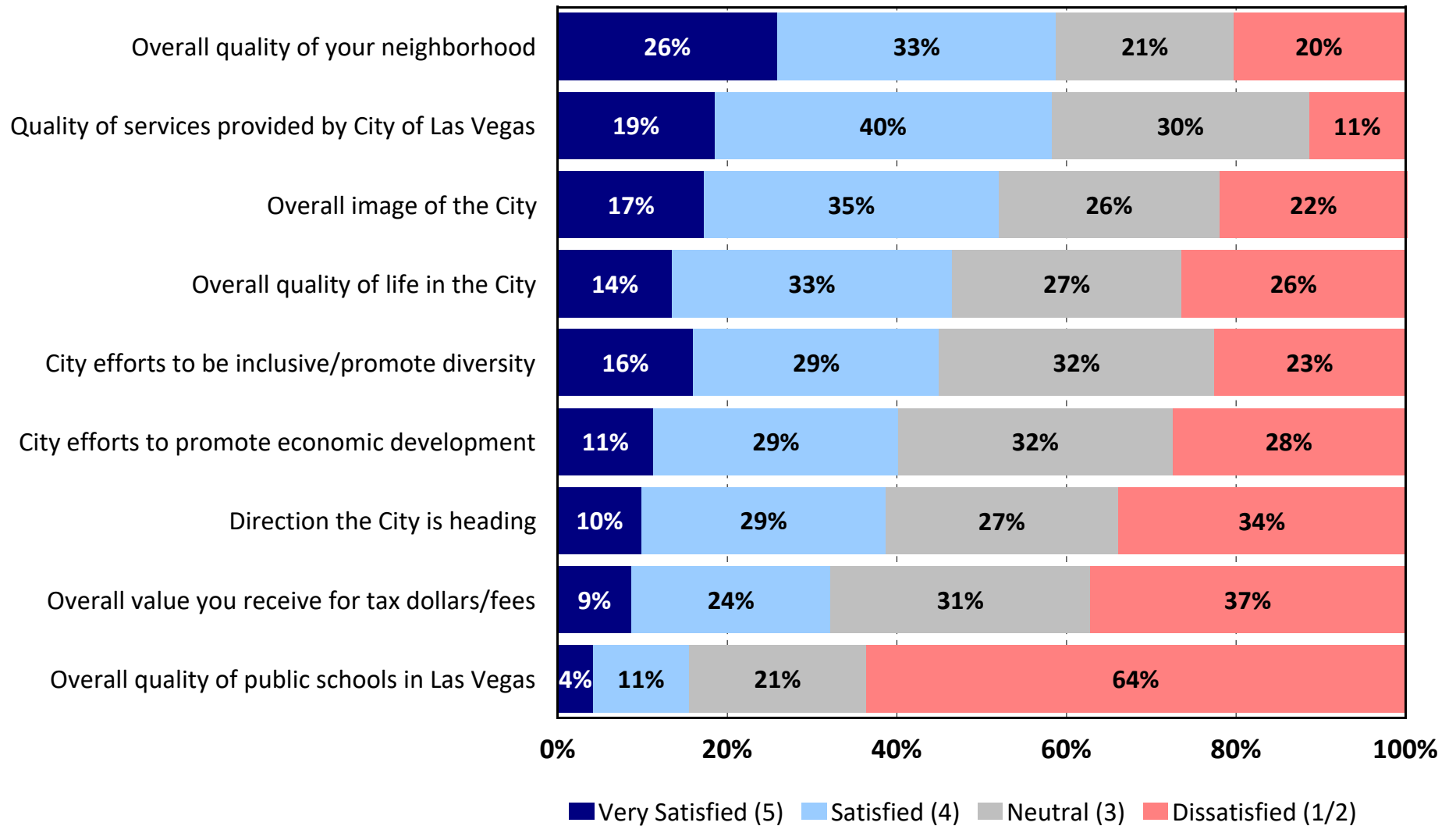
Q2. Major Categories of City Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents surveyed who selected the item as one of their top four choices



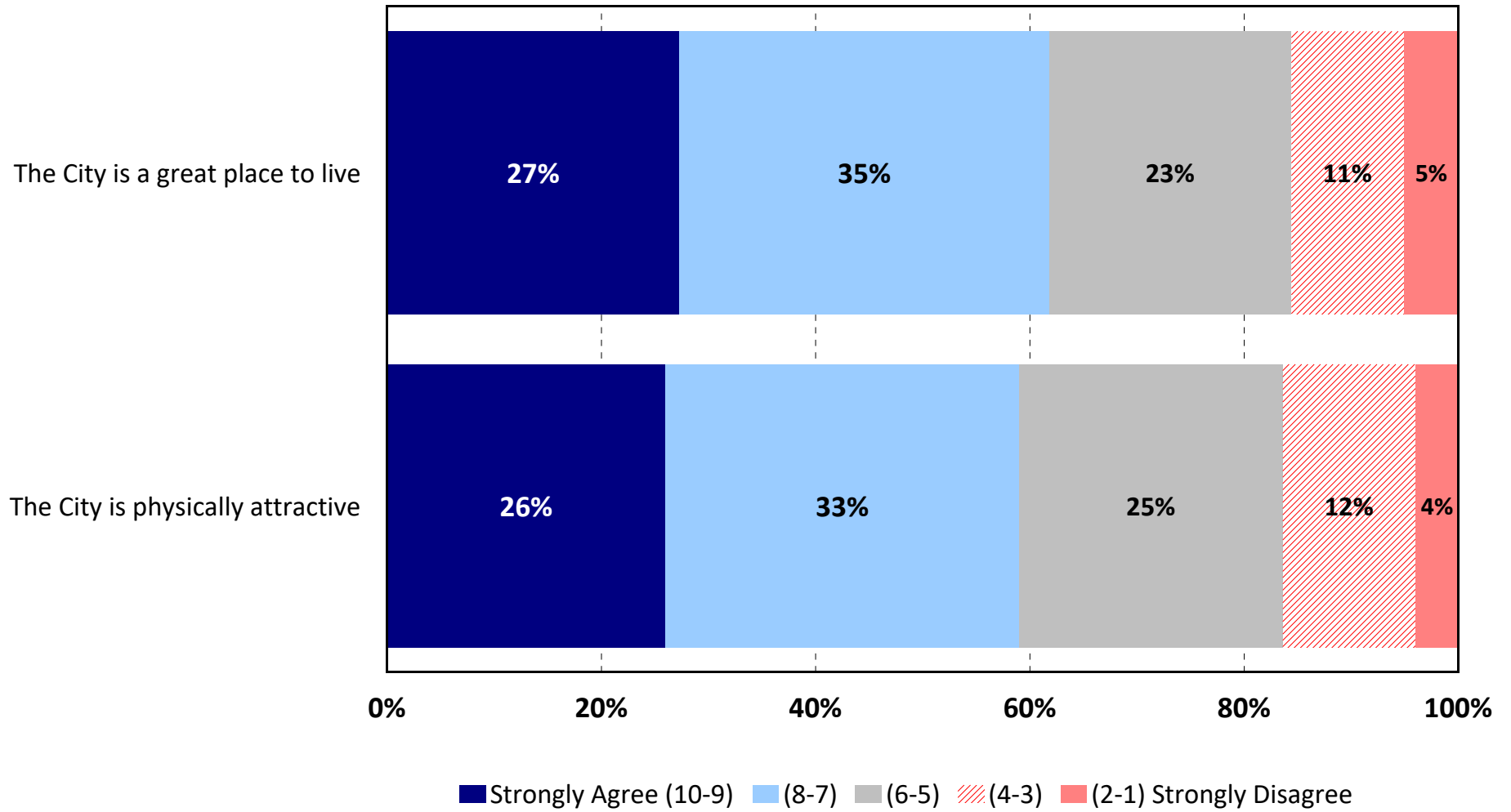
Q3. Satisfaction With Items That Influence Perceptions of the City of Las Vegas

by percentage of respondents (excluding don't knows)



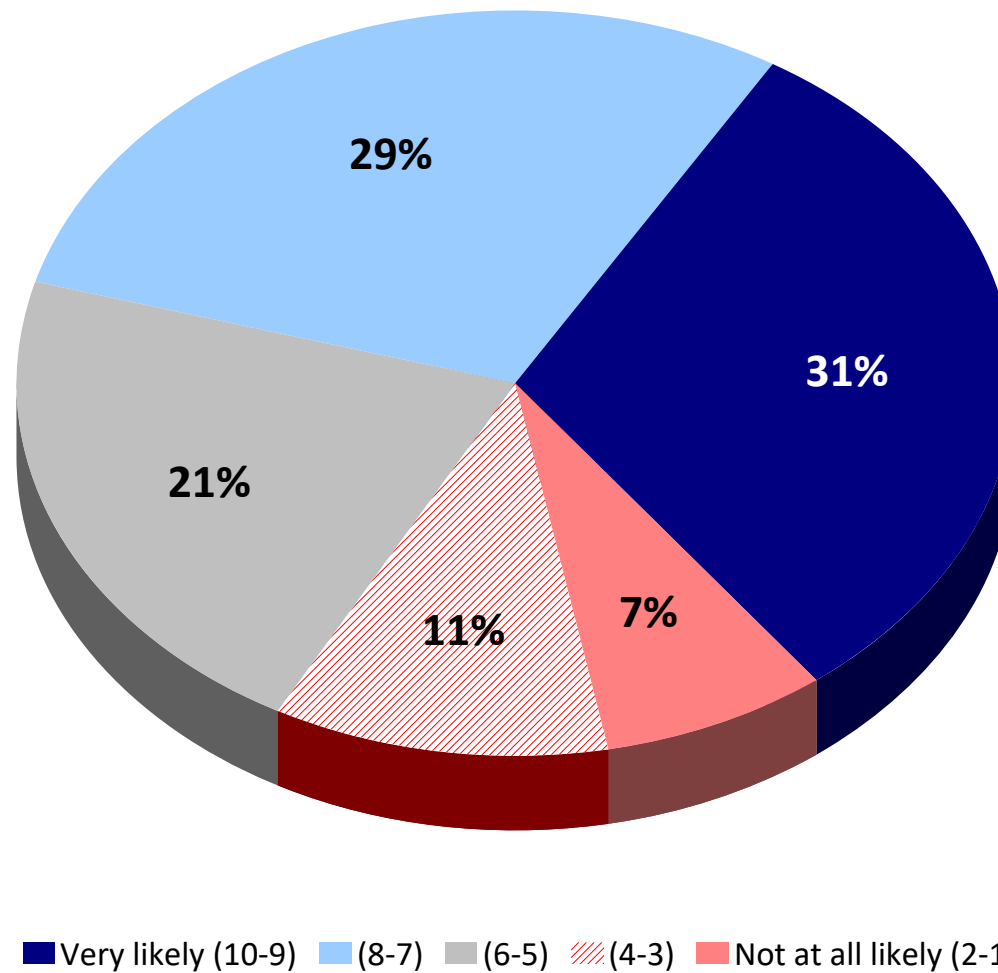
Q4. Agreement with Various Statements About the City of Las Vegas

by percentage of respondents who rated the statement on a 10-point scale, where a rating of 10 meant "strongly agree" and a rating of 1 meant "strongly disagree" (excluding don't knows)



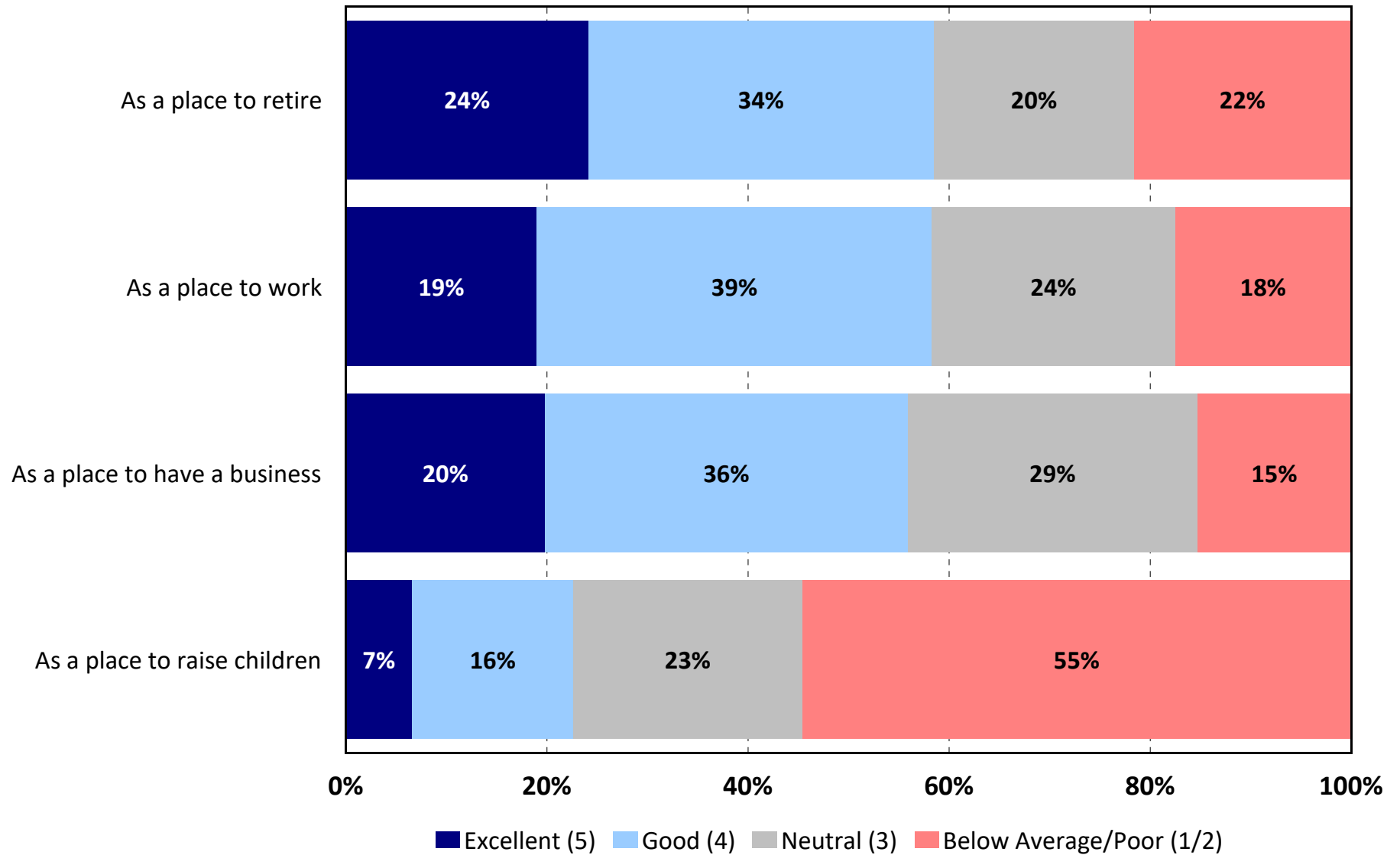
Q5. How likely would you be to recommend the community as a place to live?

by percentage of respondents who rated how likely they would be to recommend their community as a place to live on a 10-point scale, where a rating of 10 meant "very likely" and a rating of 1 meant "not likely at all"



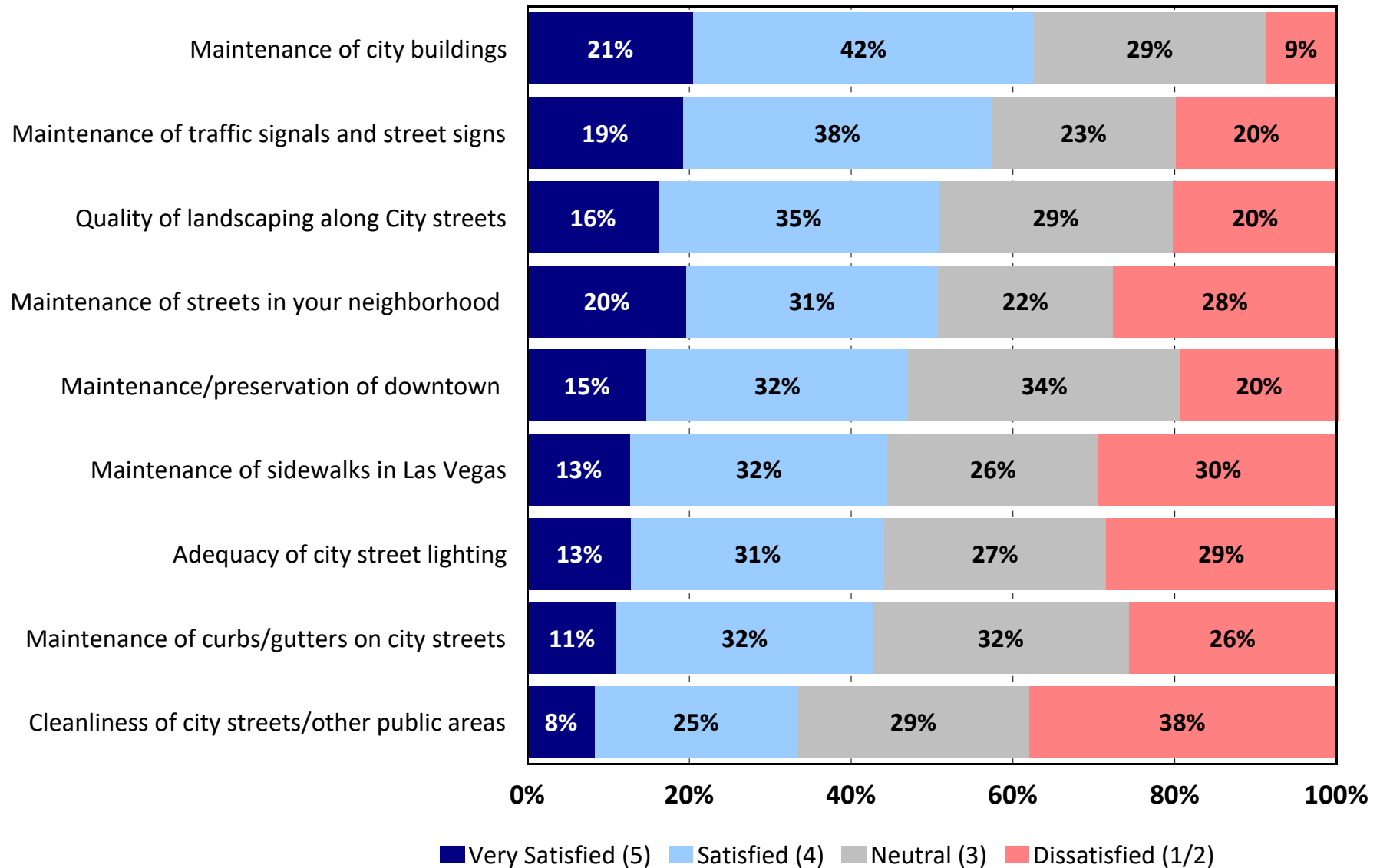
Q6. Overall Ratings of the City

by percentage of respondents (excluding don't knows)



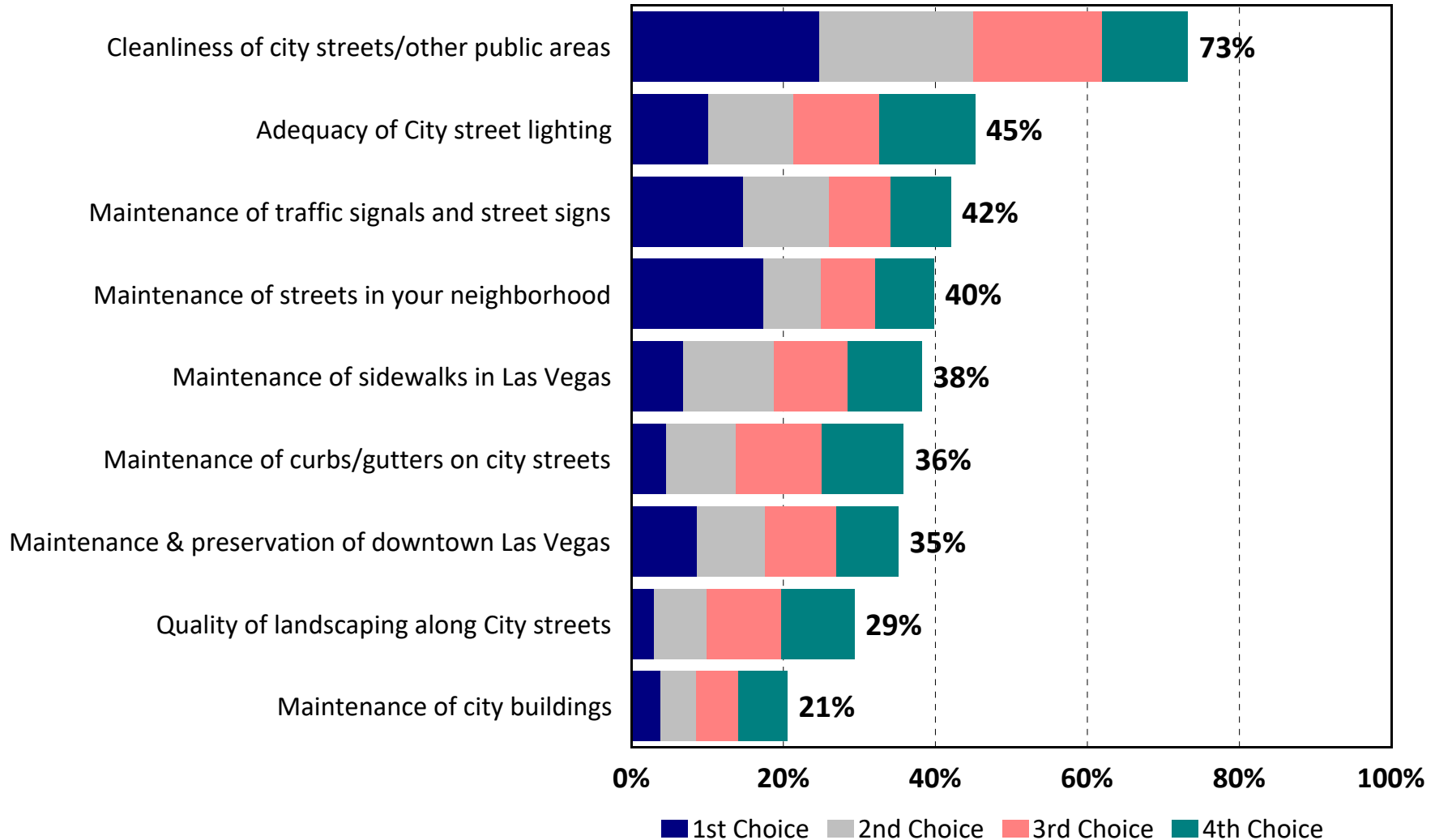
Q7. Satisfaction with Maintenance Services

by percentage of respondents (excluding don't knows)



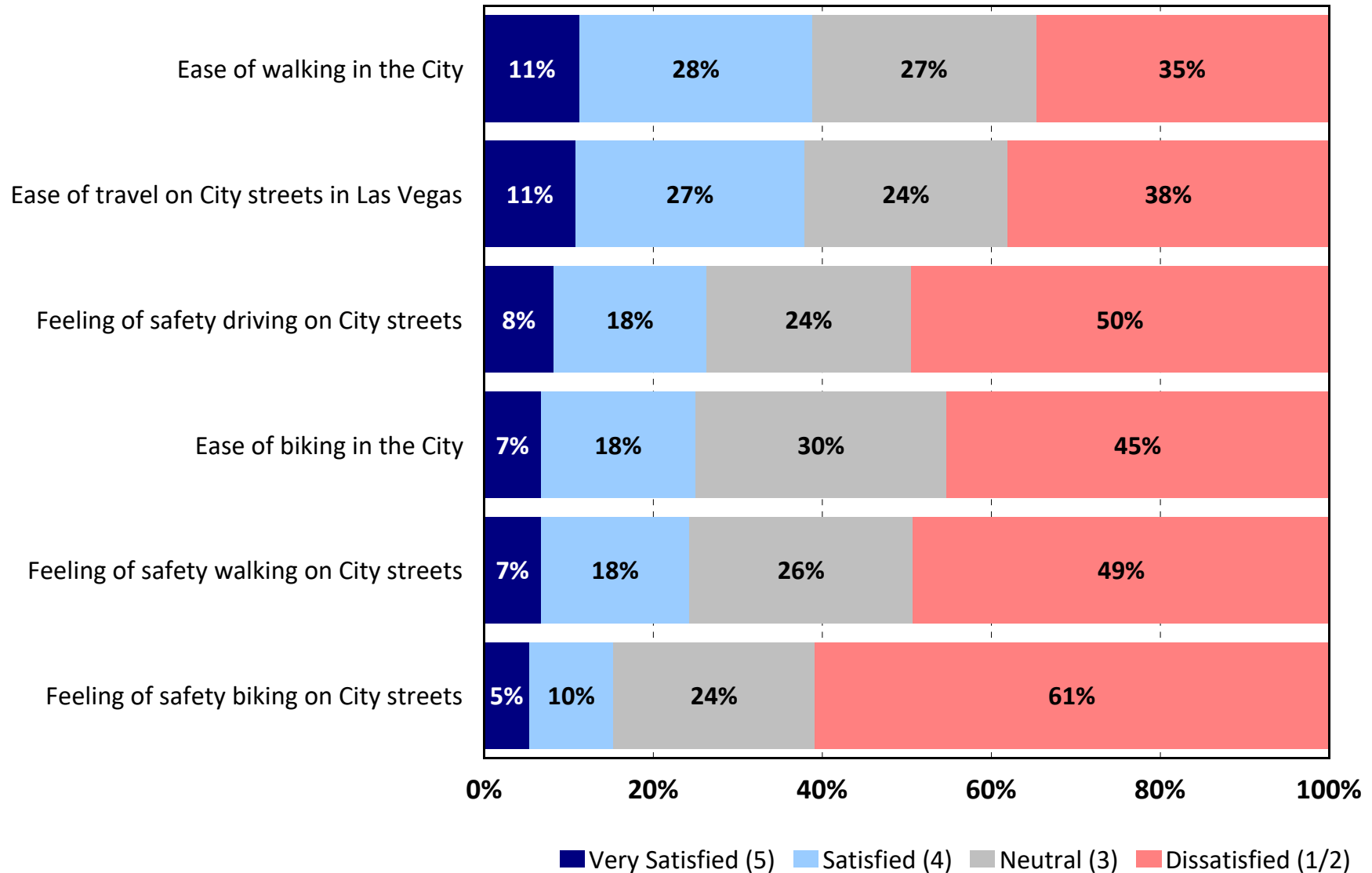
Q8. Maintenance Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents surveyed who selected the item as one of their top four choices



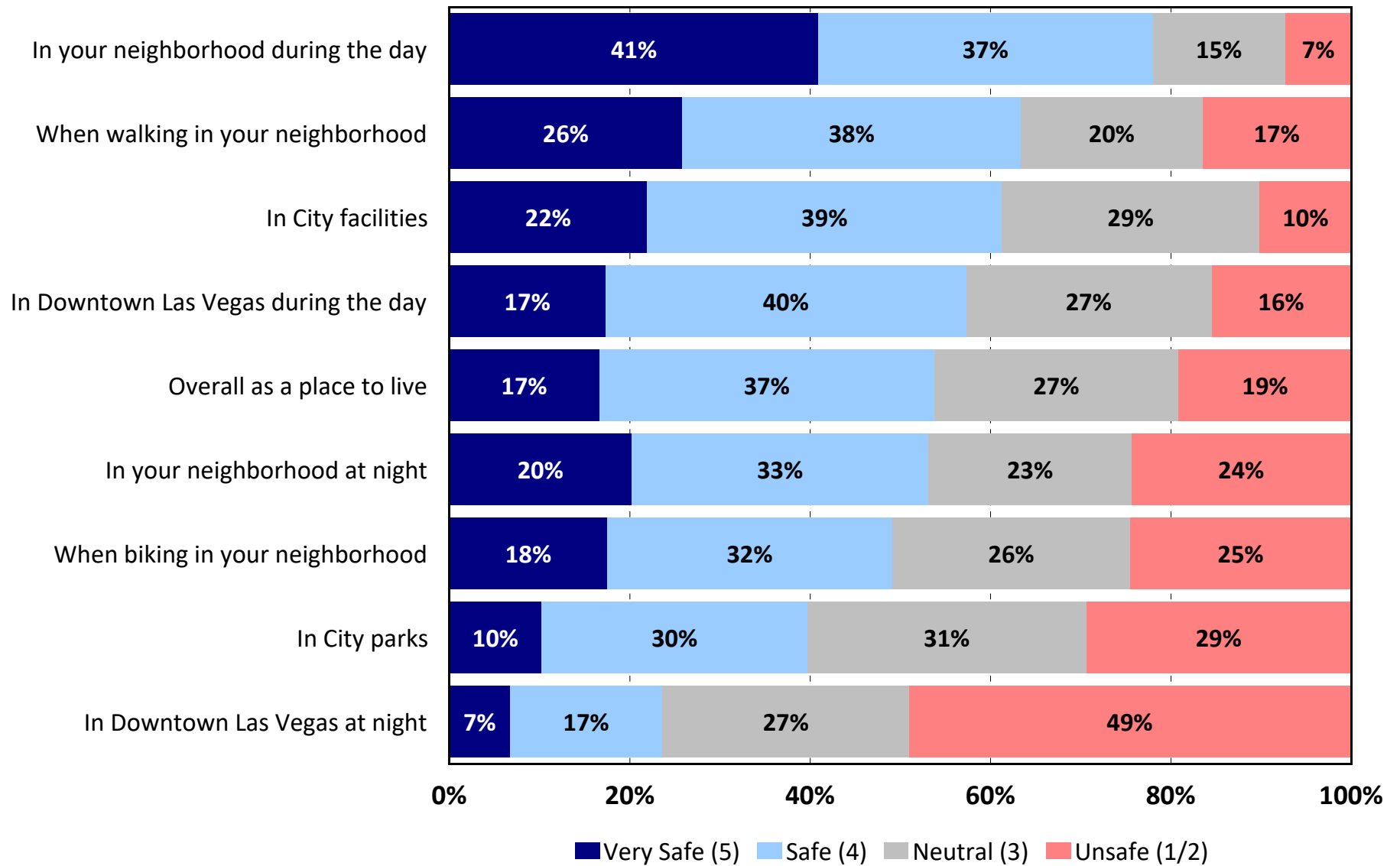
Q9. Satisfaction with Transportation Services

by percentage of respondents (excluding don't knows)



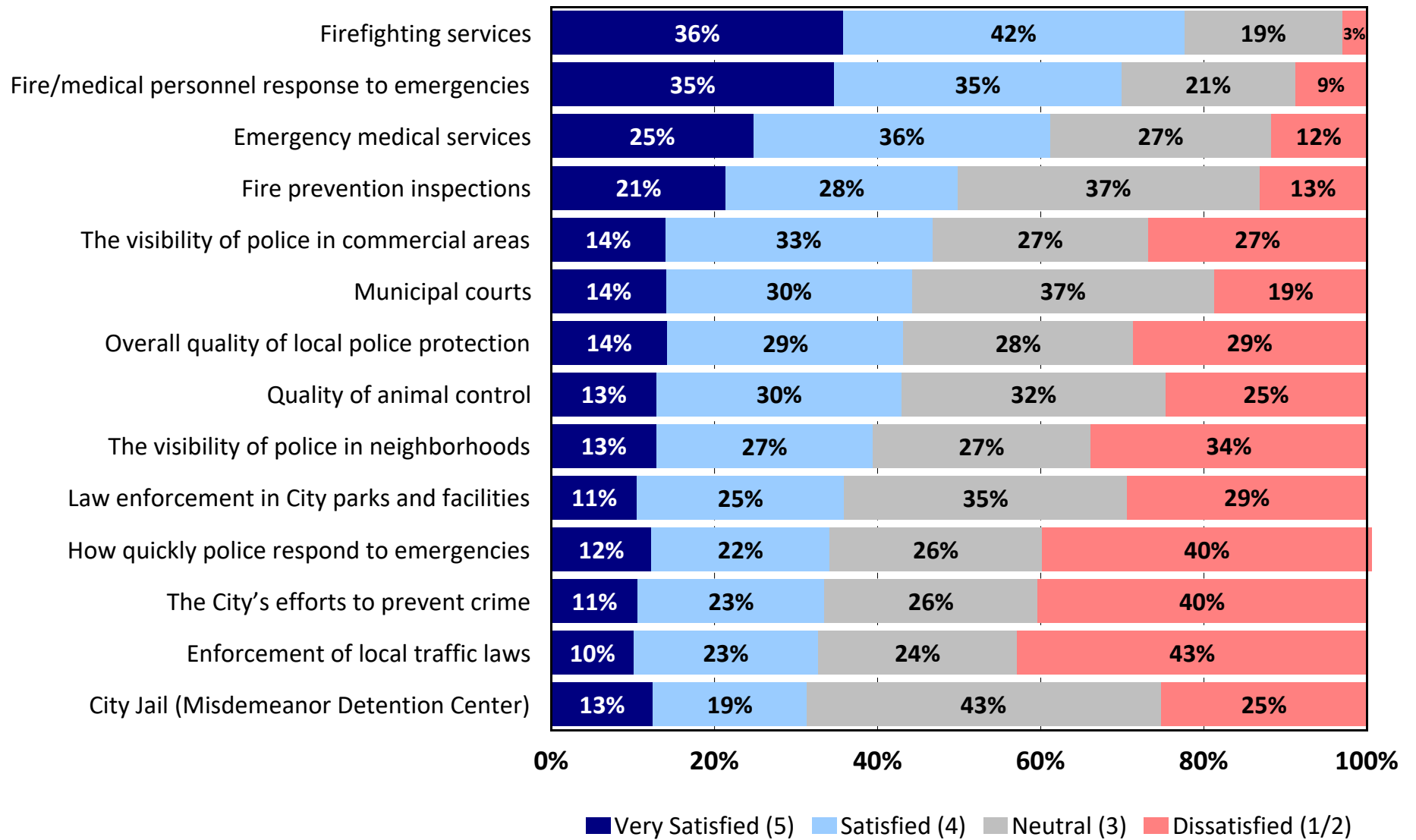
Q10. Feeling of Safety in the City

by percentage of respondents (excluding don't knows)



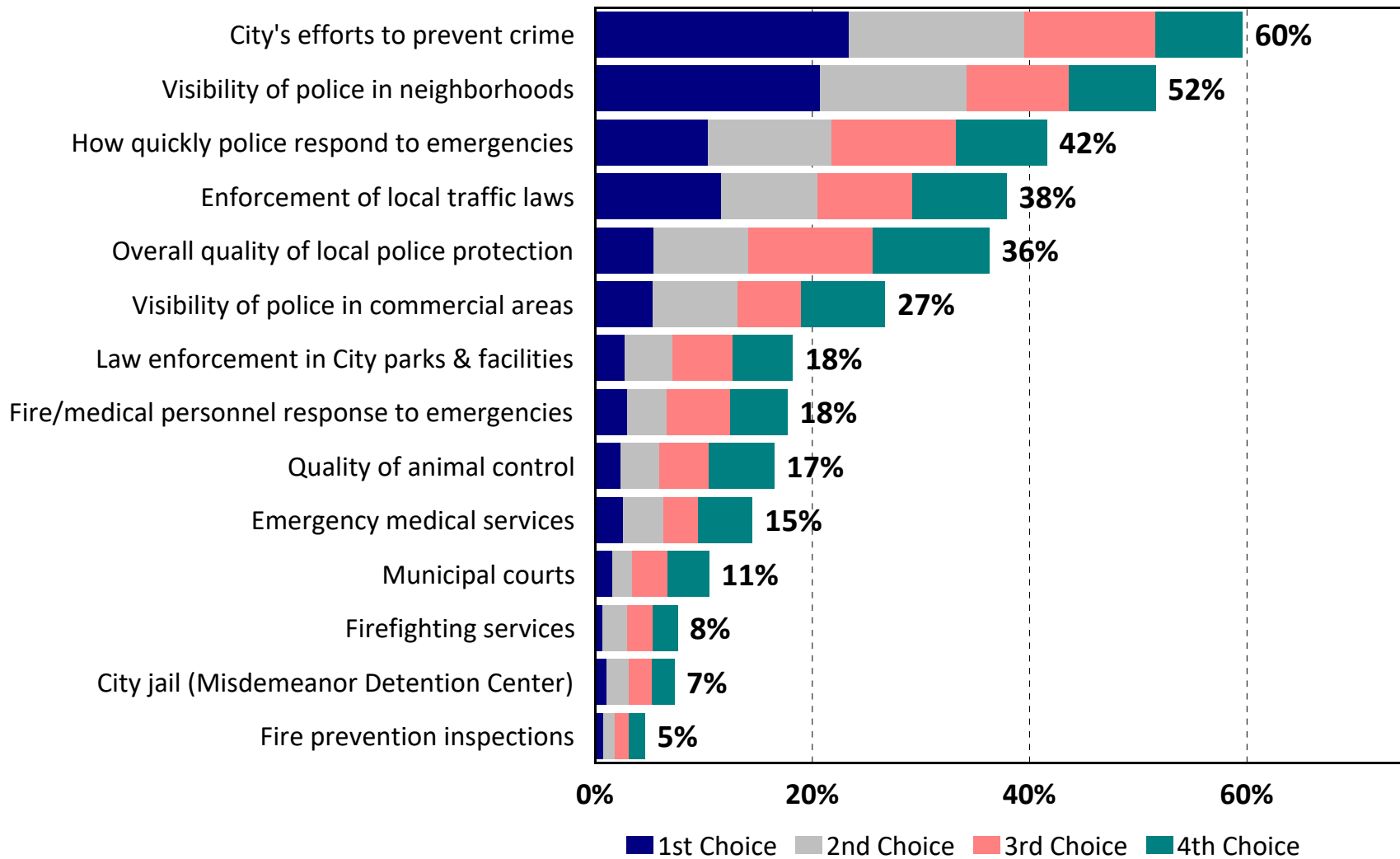
Q11. Satisfaction With Public Safety Services

by percentage of respondents (excluding don't knows)



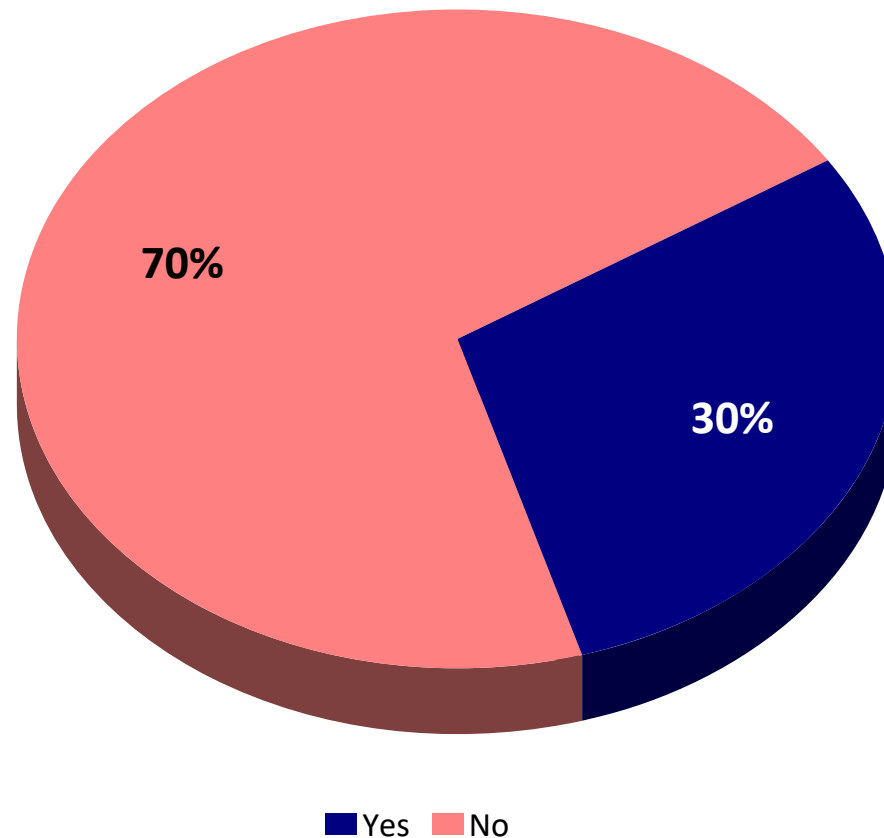
Q12. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents surveyed who selected the item as one of their top four choices



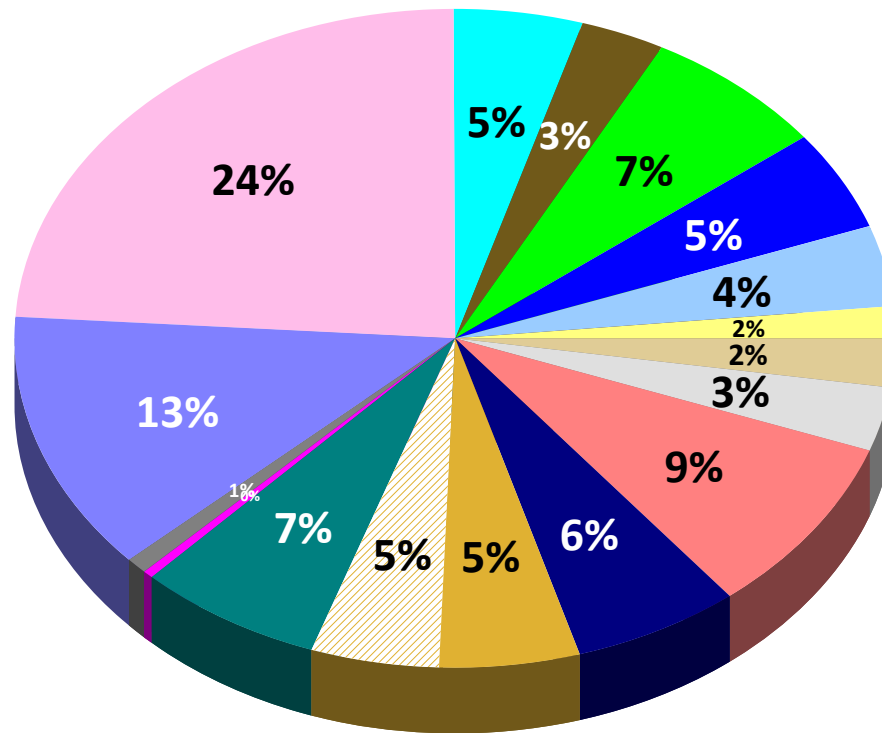
Q13. Have you interacted with (call, on-line or visit) the City with a question, problem, or complaint during the past year?

by percentage of respondents



Q13a. Which department did you contact most recently?

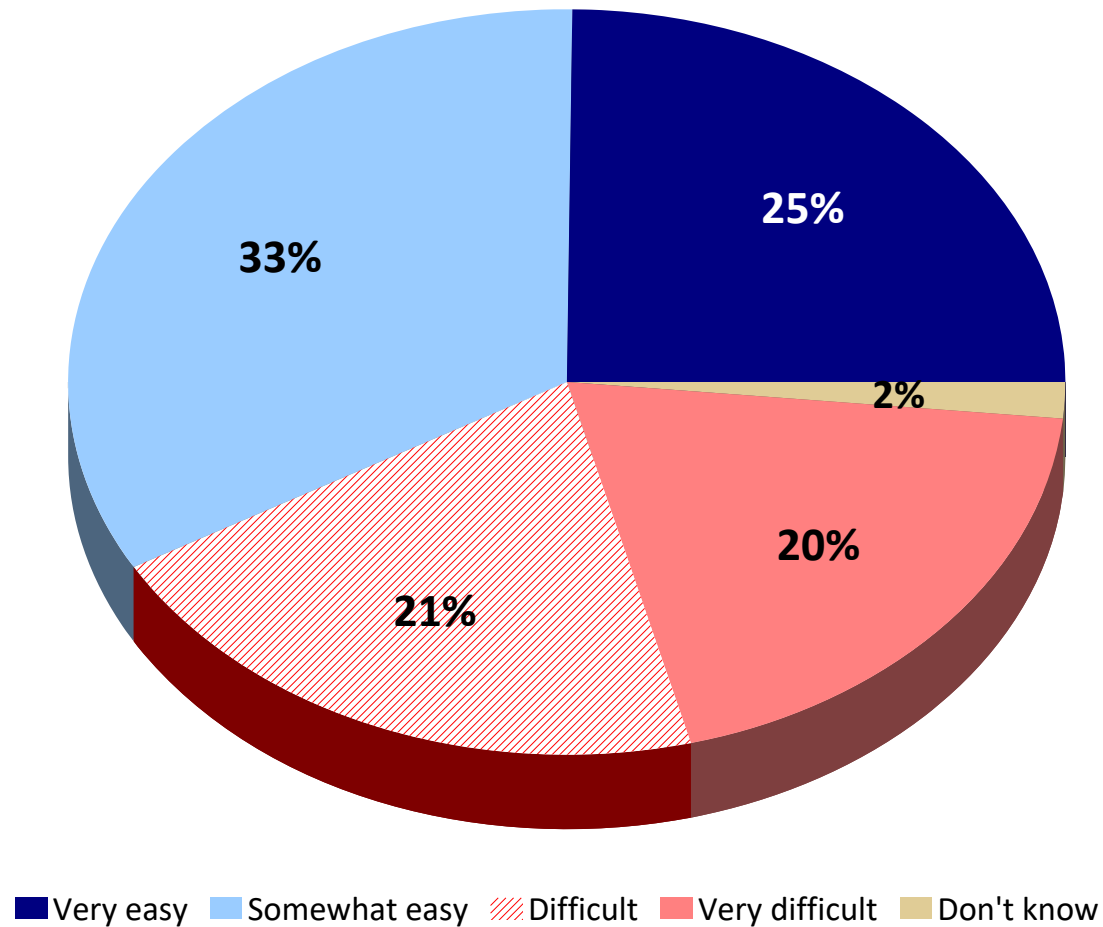
by percentage of respondents who indicated they had interacted with the City during the past year
(excluding "not provided")



- Public Works
- Parks & Recreation
- Fire & Rescue
- City Manager's Office
- City Council Office
- Building & Safety
- Business Licensing
- Municipal Court
- Sewer Billing
- Parking Services
- Code Enforcement
- Street Maintenance
- Sewer Maintenance
- Park Maintenance
- Call Center
- City Marshals/Animal Control
- Other

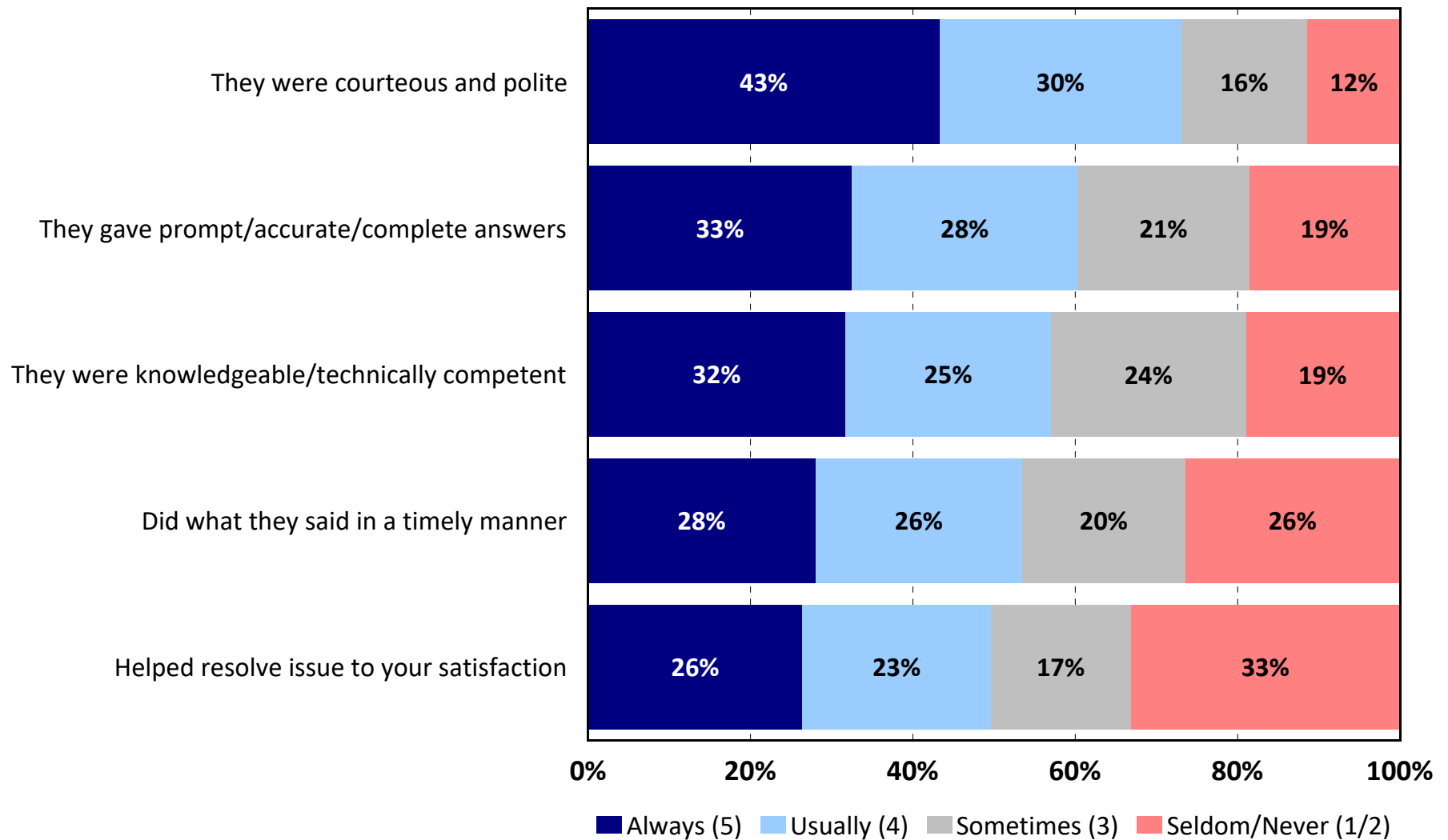
Q13b. How easy was it to contact the person you needed to reach in the Department you listed in Q13a?

by percentage of respondents who indicated they had interacted with the City during the past year



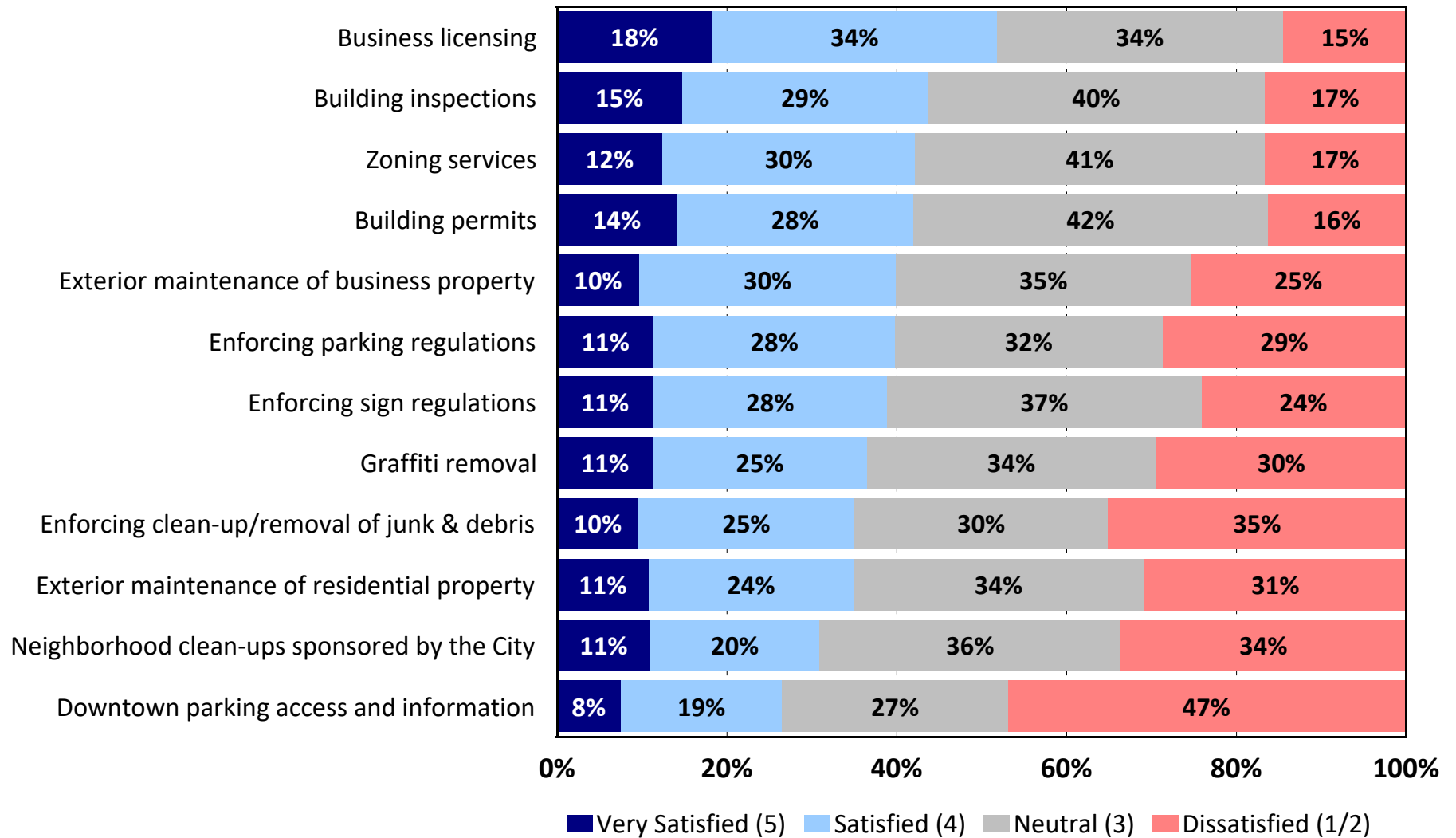
Q13c. How often did the City employee you interacted with display the following behaviors?

by percentage of respondents who had contacted the City during the past year (excluding don't knows)



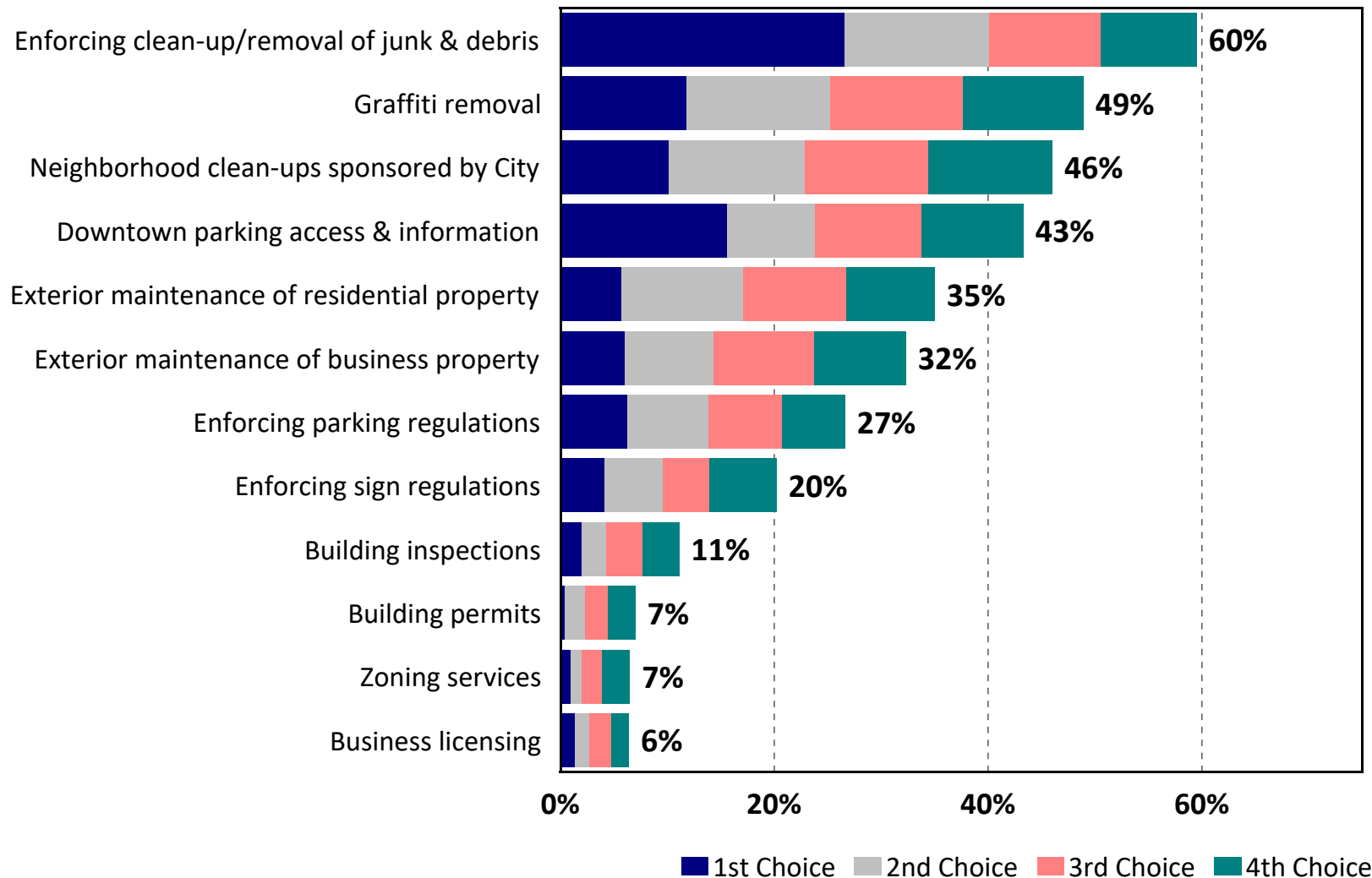
Q14. Satisfaction with Community Development and Beautification Services in the City

by percentage of respondents (excluding don't knows)



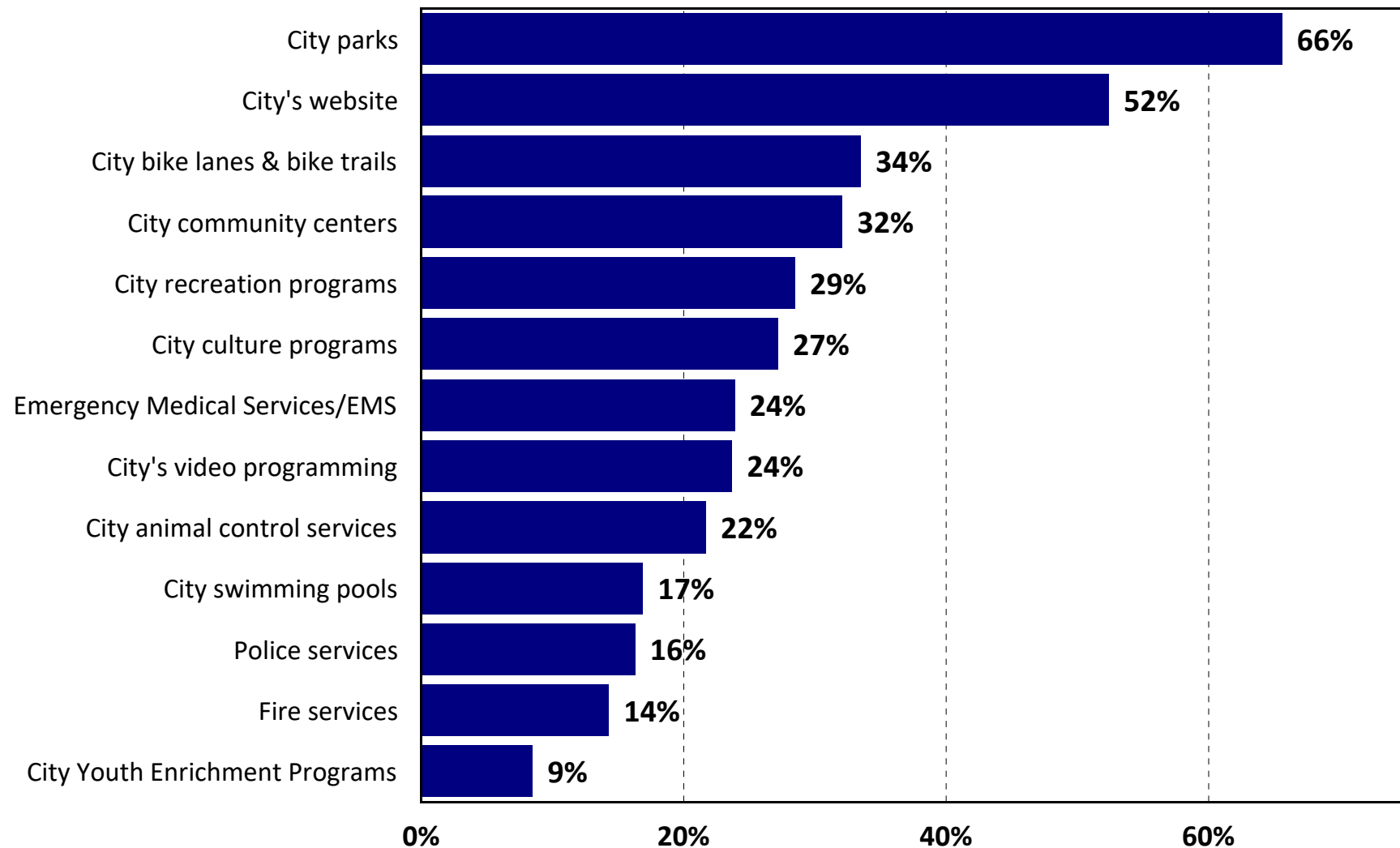
Q15. Community Development and Beautification Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents surveyed who selected the item as one of their top four choices



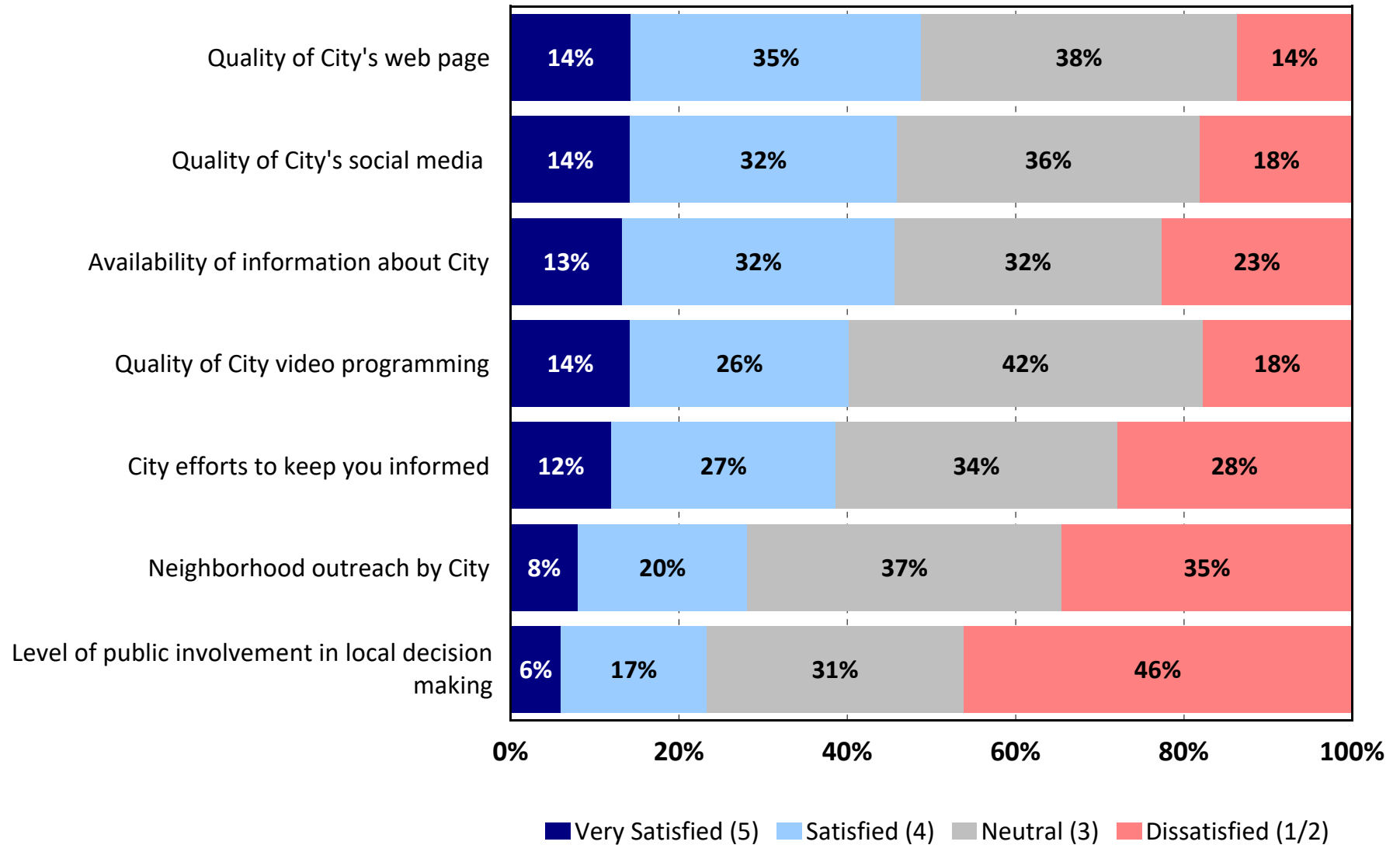
Q16. Which of the following City Services have you used or visited in the past year?

by percentage of respondents (excluding not provided - multiple selections were allowed)



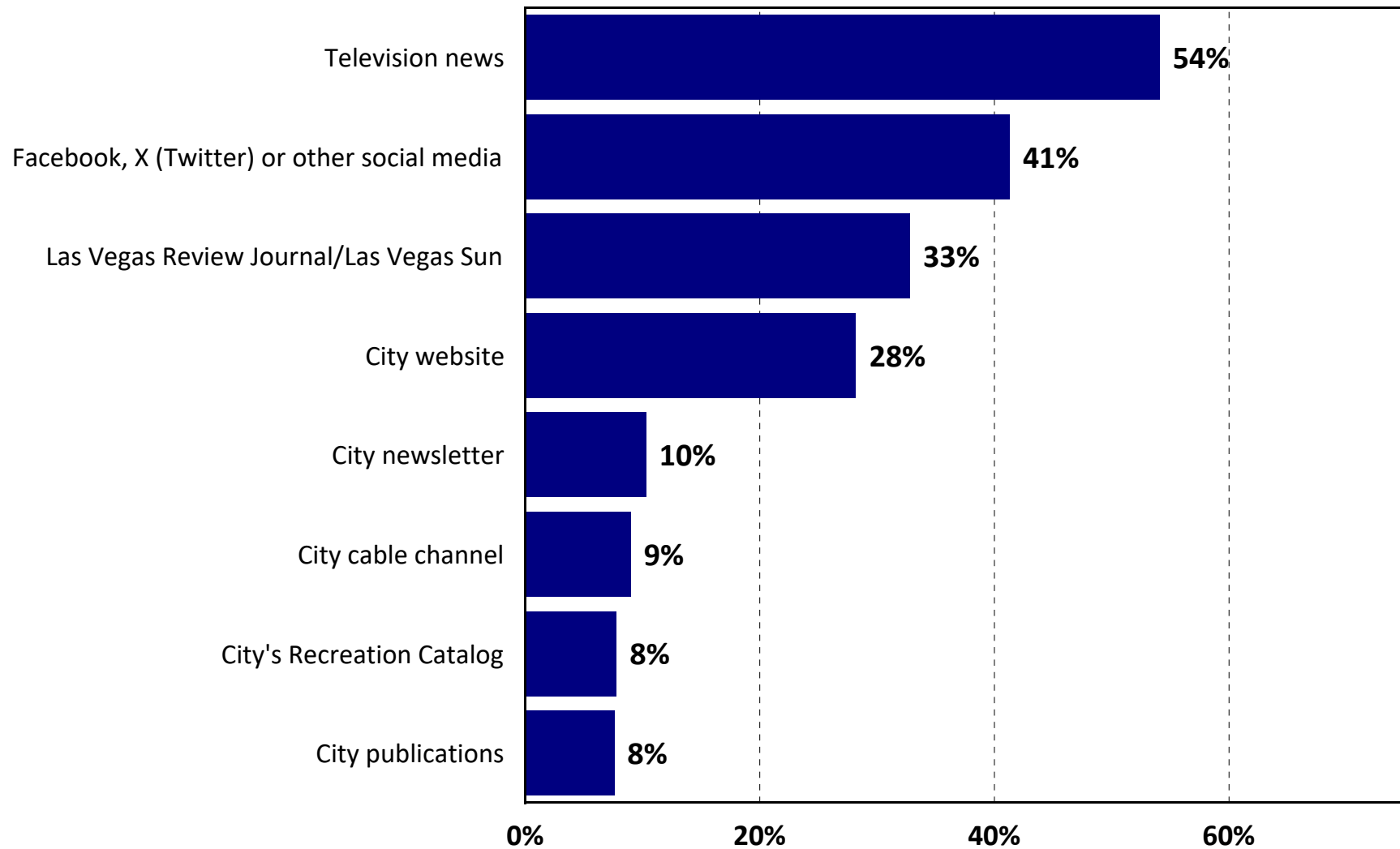
Q17. Satisfaction with City Communication

by percentage of respondents (excluding don't knows)



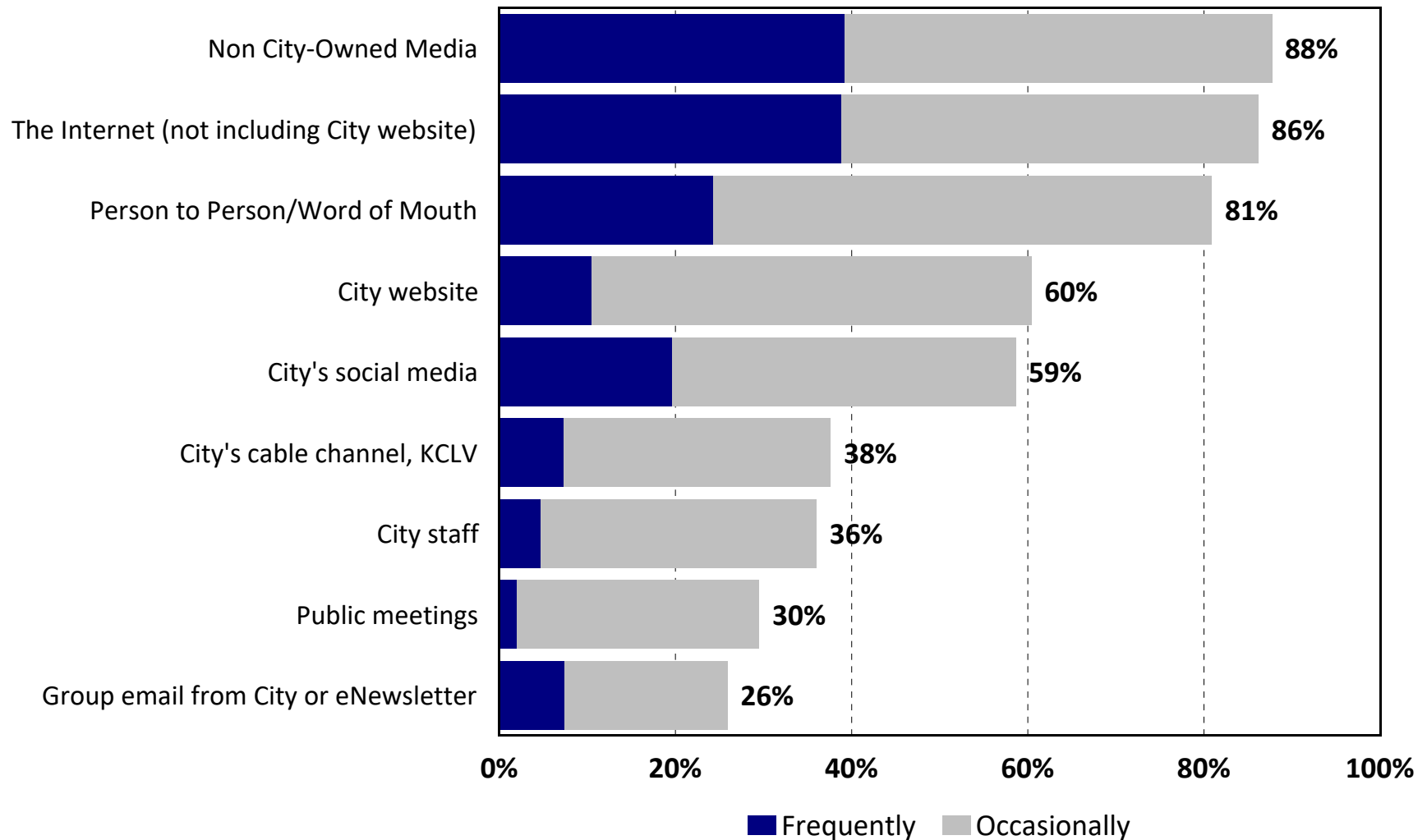
Q18. Which of the following are your primary sources of information about City issues, services, and events?

by percentage of respondents (multiple selections were allowed)



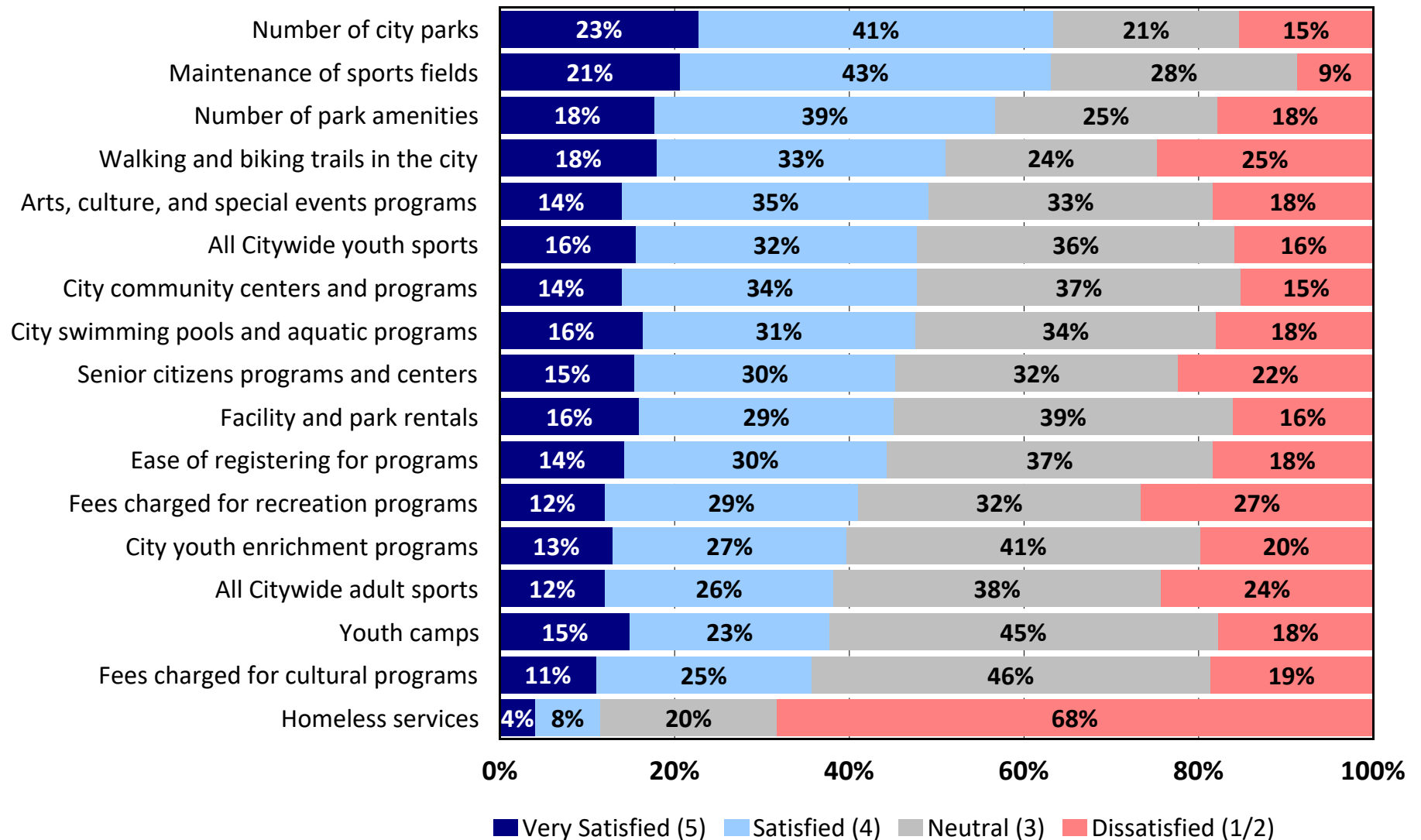
Q19. Sources of Information Residents Depend on Most Often to Stay Informed About the City

by percentage of respondents who indicated they use the type of communication “frequently” or “occasionally” (without “not applicable”)



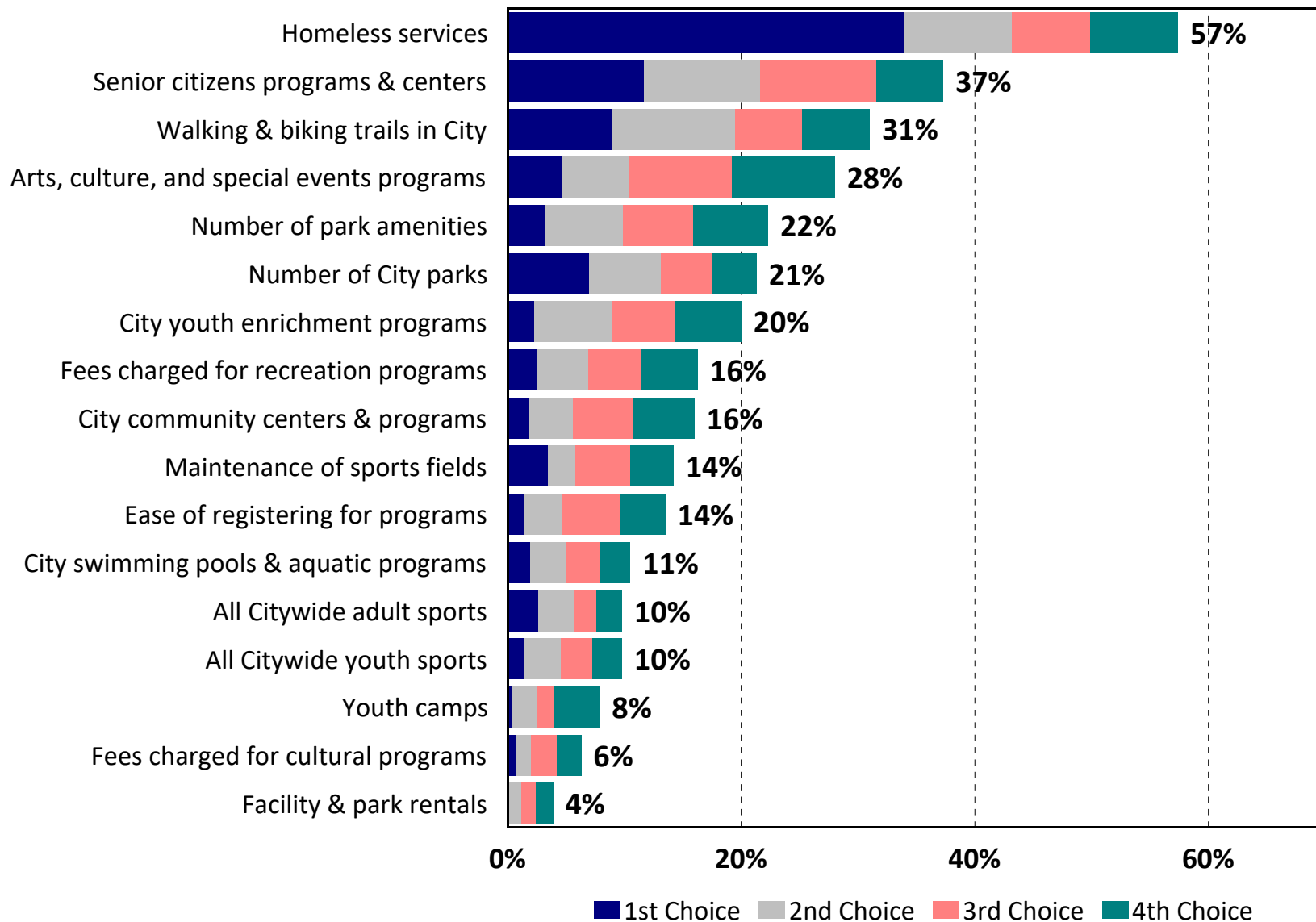
Q20. Satisfaction with Parks, Recreation, Cultural, and Community Services

by percentage of respondents (excluding don't knows)



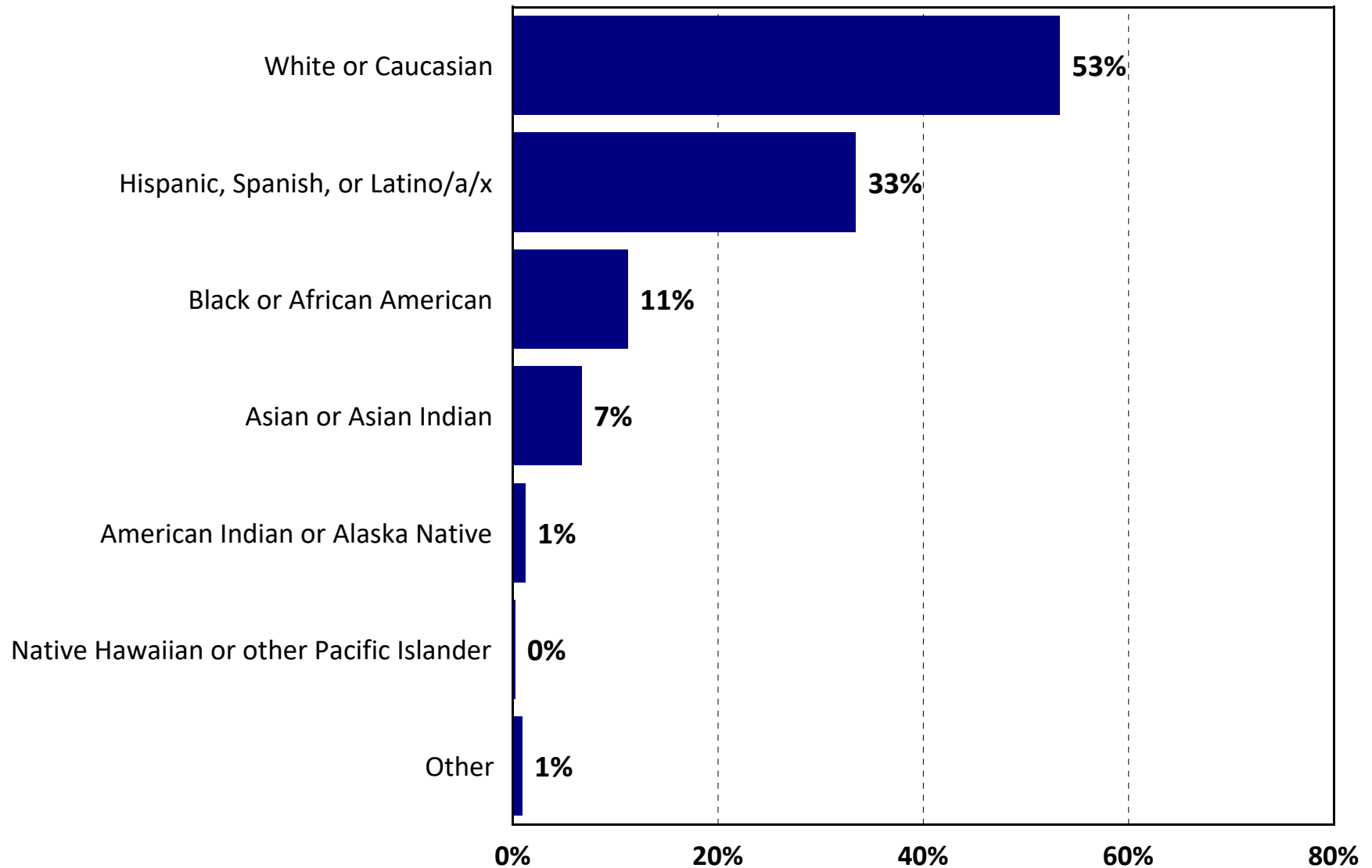
Q21. Parks, Recreation, Cultural, and Community Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents surveyed who selected the item as one of their top four choices



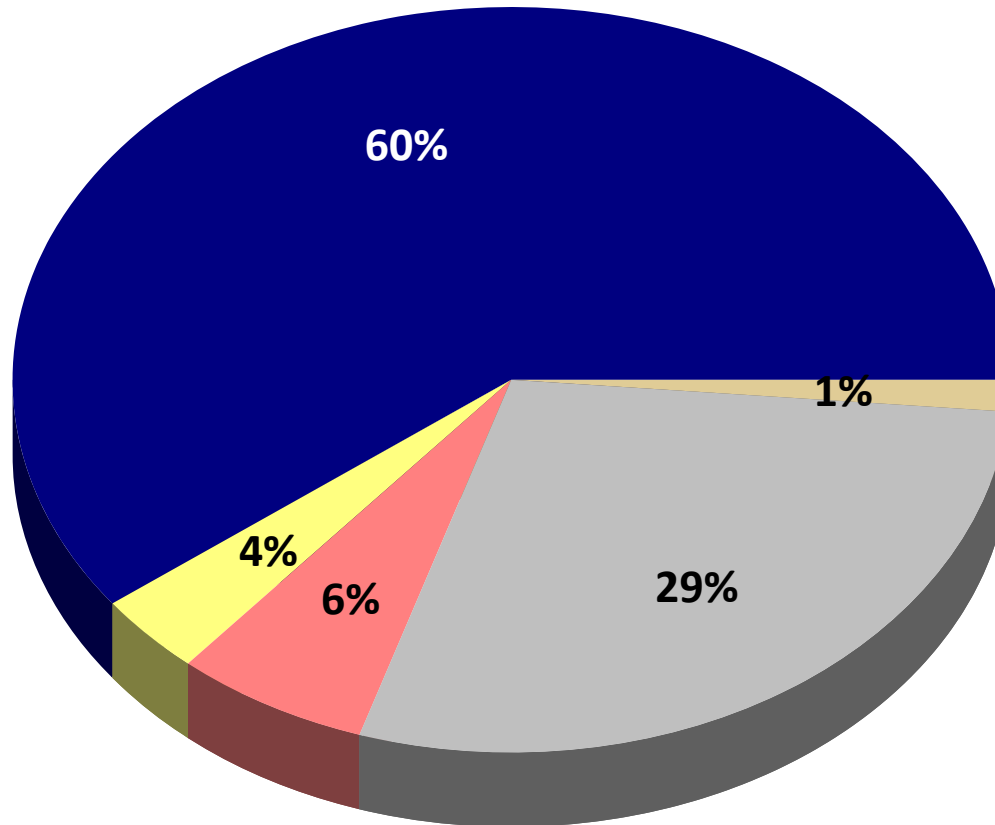
Q22. Race/Ethnicity of Respondents

by percentage of respondents (multiple responses allowed)



Q23. Which of the following BEST describes your employment status?

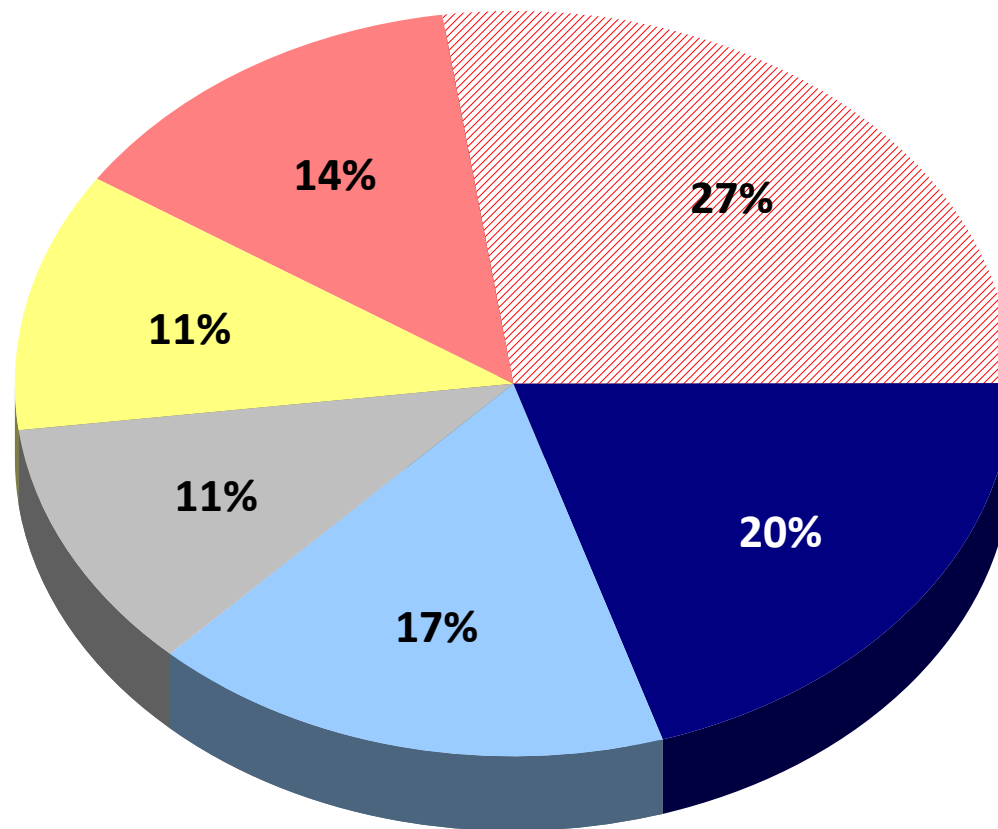
by percentage of respondents



- Employed
- Not employed/seeking work
- Not employed/not seeking work
- Retired
- Not provided

Q24. Number of Years Residents Have Lived in Las Vegas

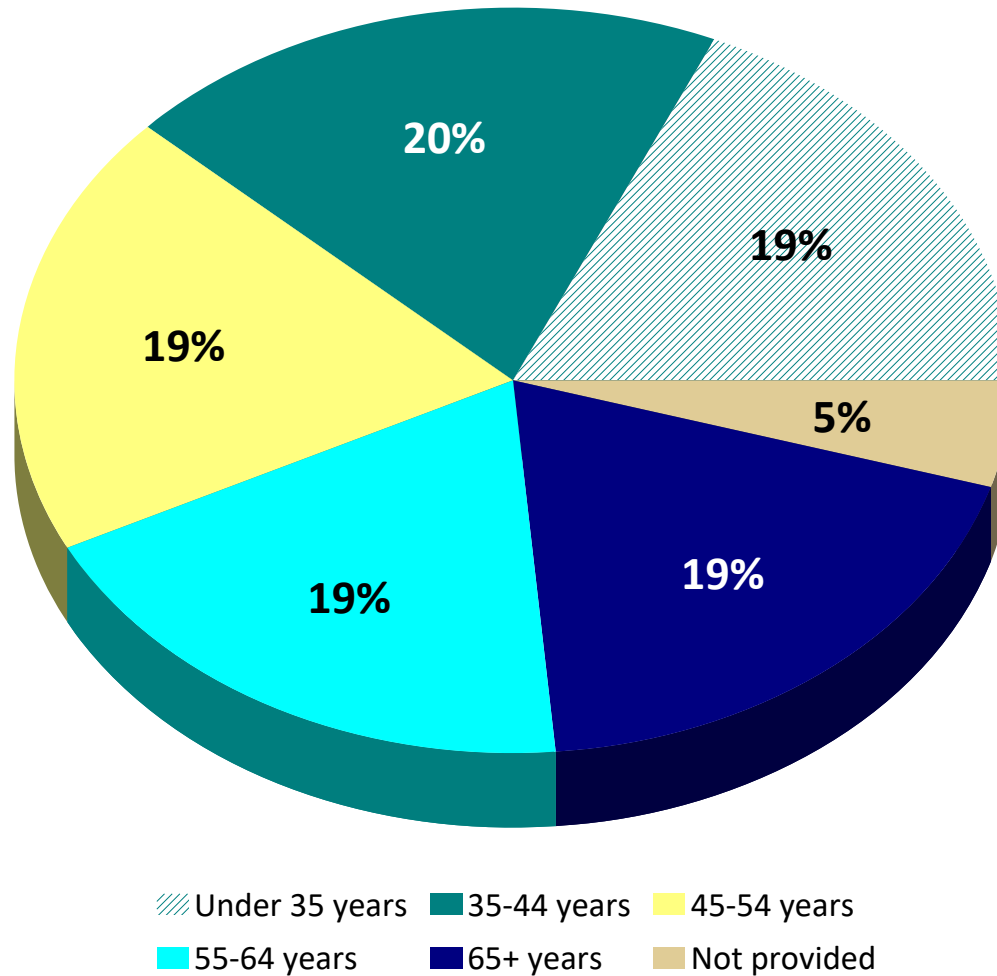
by percentage of respondents



5 years or less 6 to 10 years 11 to 15 years
16 to 20 years 21 to 30 years 31+ years

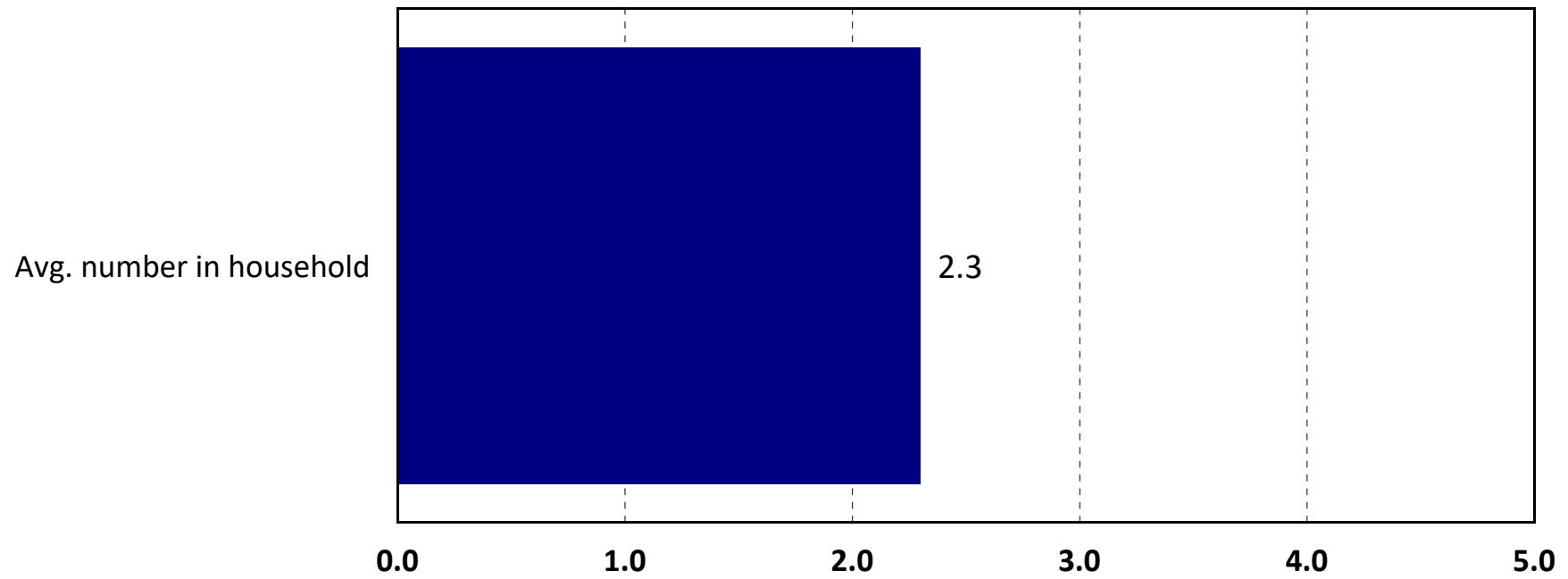
Q25. Age of Respondents

by percentage of respondents (excluding not provided)



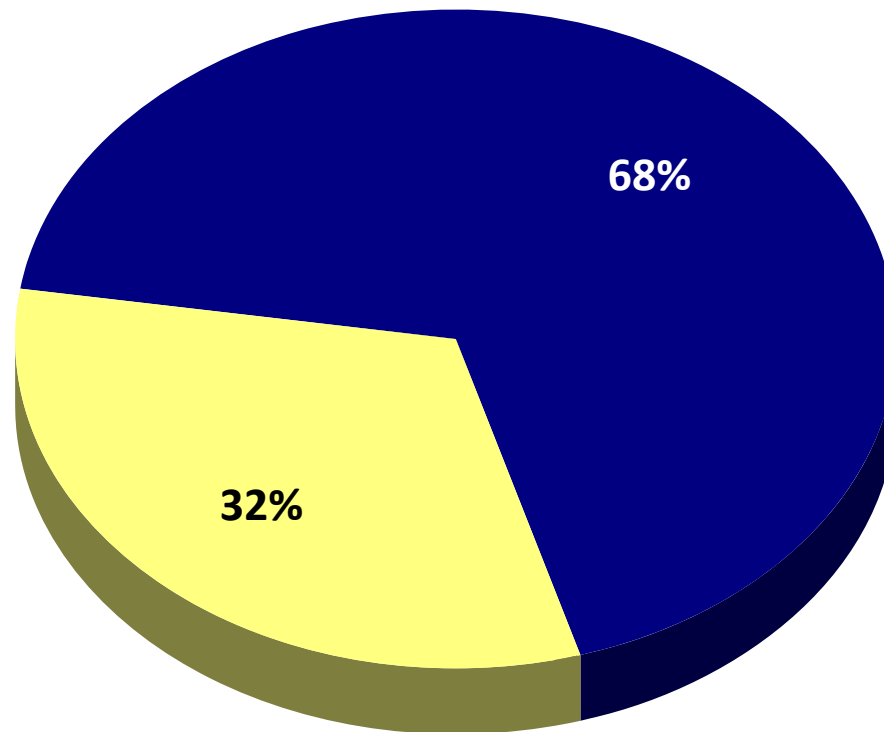
Q26. Average Household Size:

by number of persons in the household



Q27. Do you own or rent/lease your current residence?

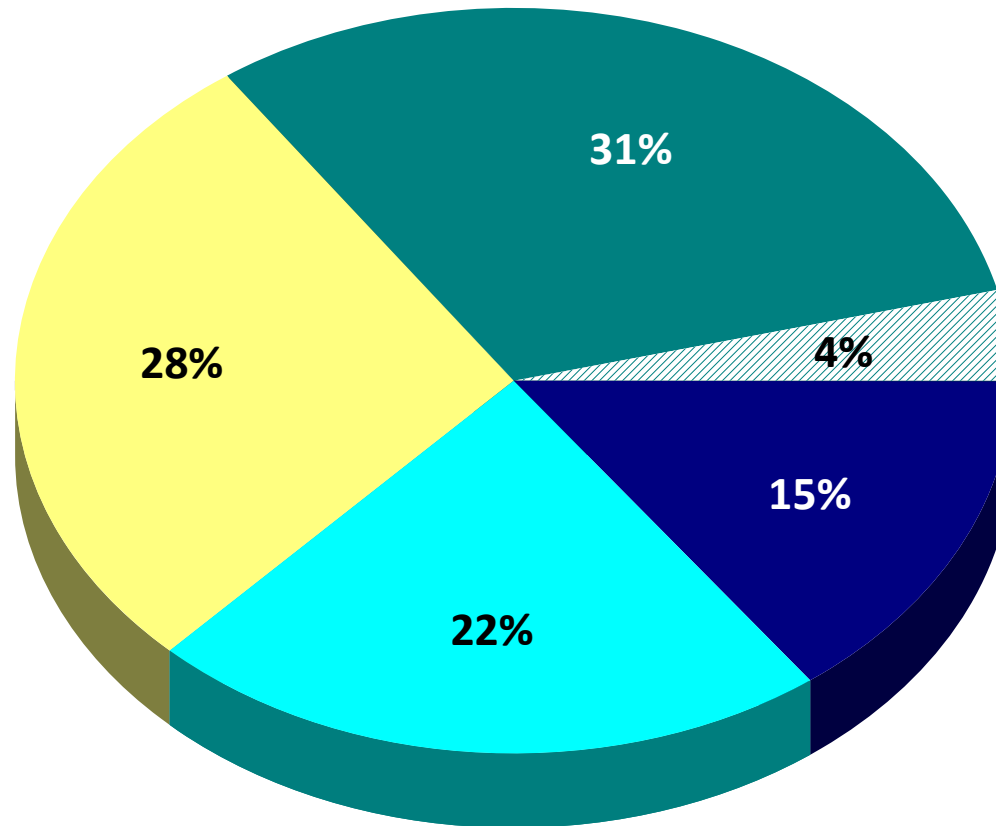
by percentage of respondents



■ Own ■ Rent/lease

Q28. Which of the following is the highest level of education you have completed?

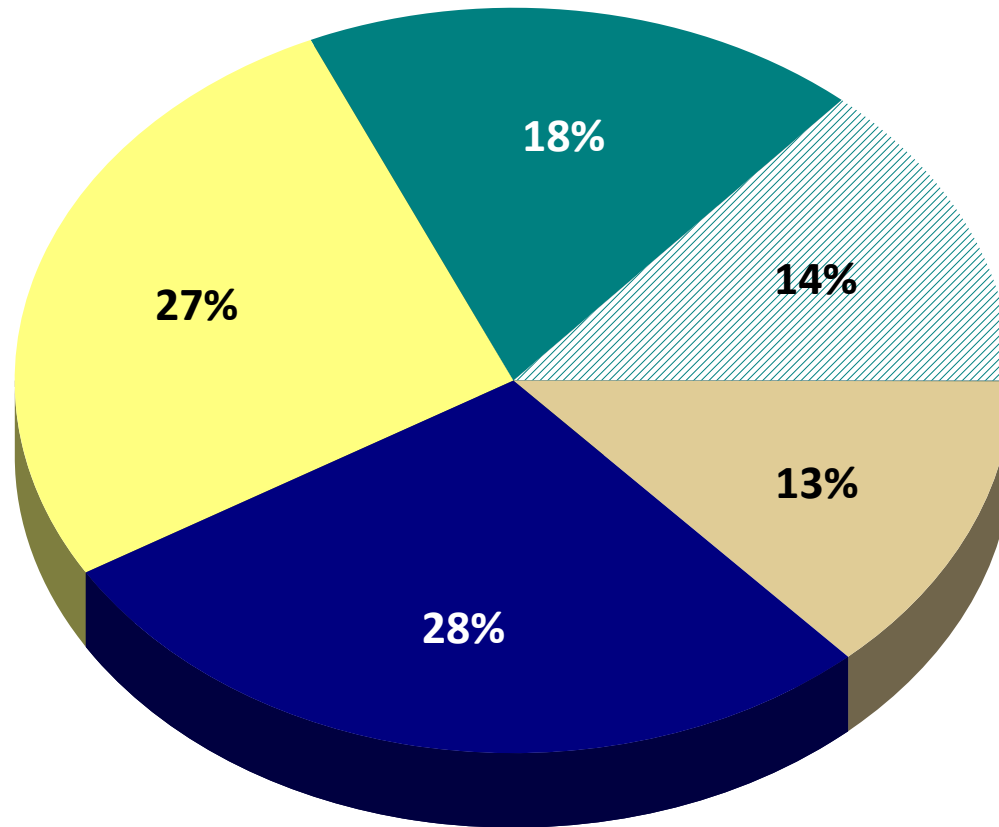
by percentage of respondents (excluding not provided)



Some high school or less High school
Some college College graduate
Graduate degree

Q29. Total Annual Household Income of Respondents

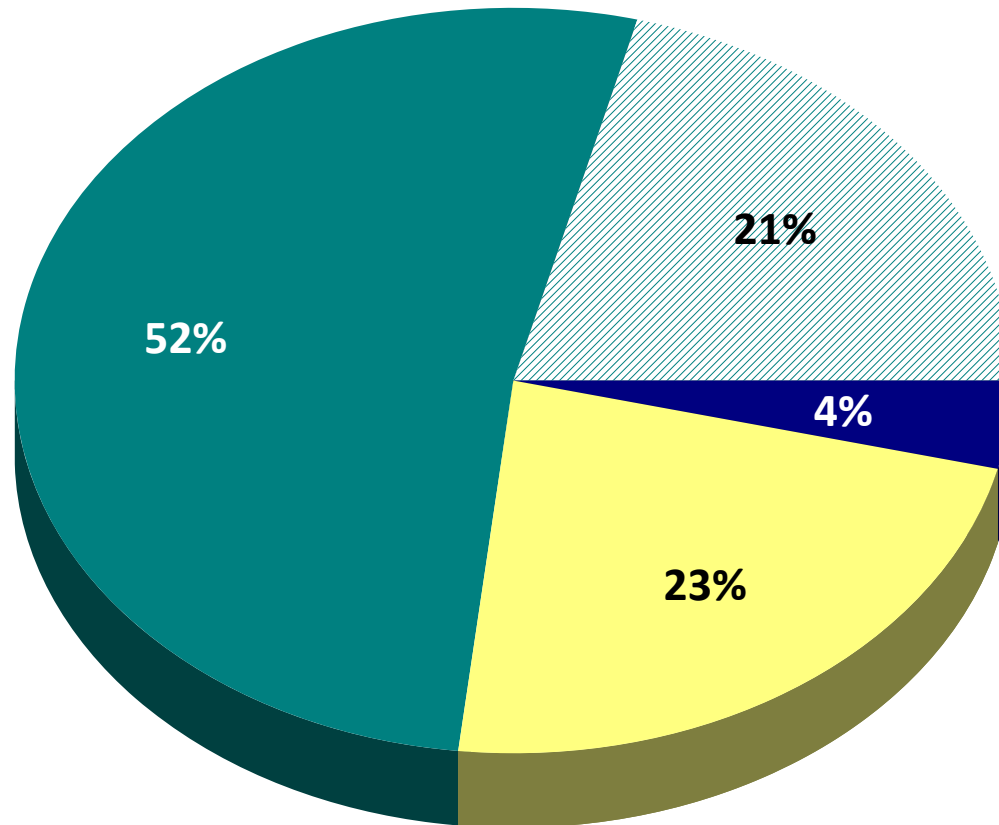
by percentage of respondents



/// Under \$25,000 ■ \$25,000-\$49,999 ■ \$50,000-\$99,999
■ \$100,000 + ■ Not provided

Q30. What is your current marital status?

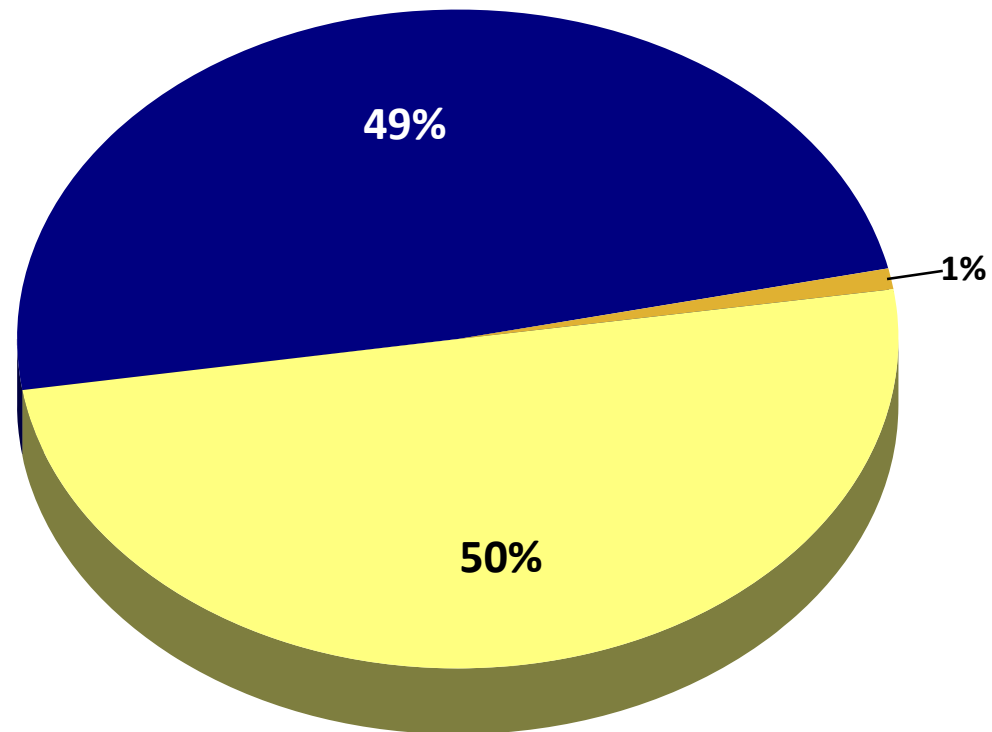
by percentage of respondents (excluding not provided)



Single Married/living with partner
Widowed/divorced/separated Not provided

Q31. Gender of Respondents

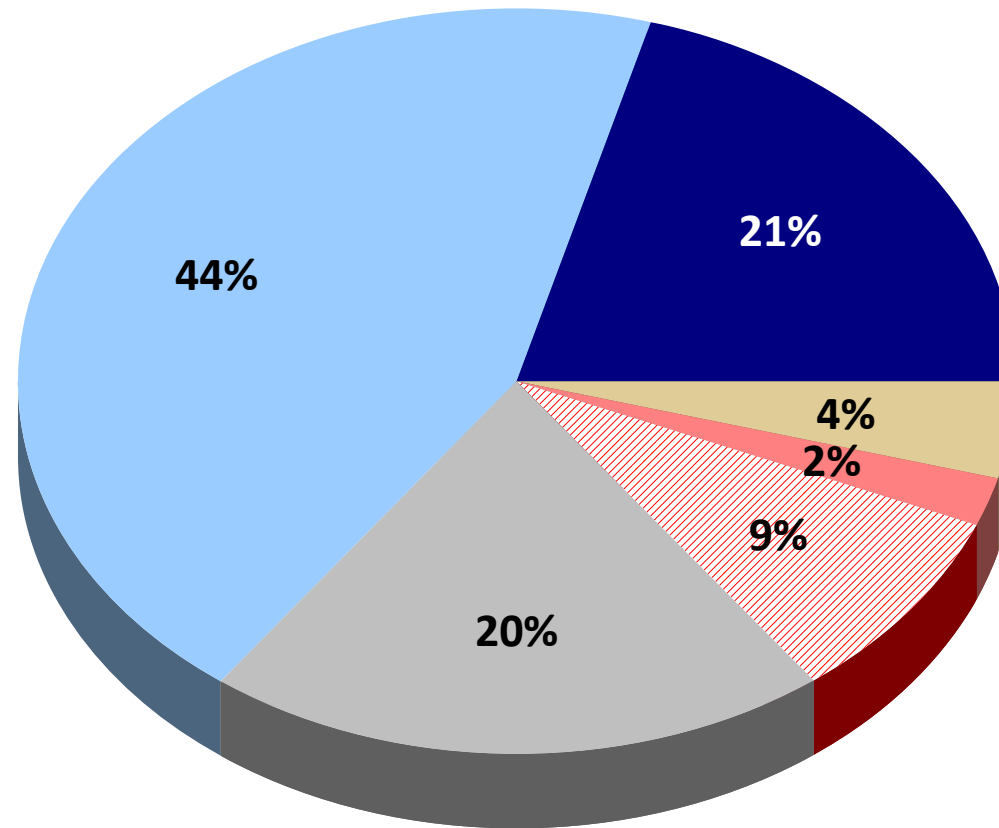
by percentage of respondents



■ Male ■ Female ■ Non-binary or prefer to self-describe

Q32. All things considered, how satisfied are you with your life as a whole these days?

by percentage of respondents



Very satisfied Satisfied Neutral Dissatisfied Very dissatisfied Not provided



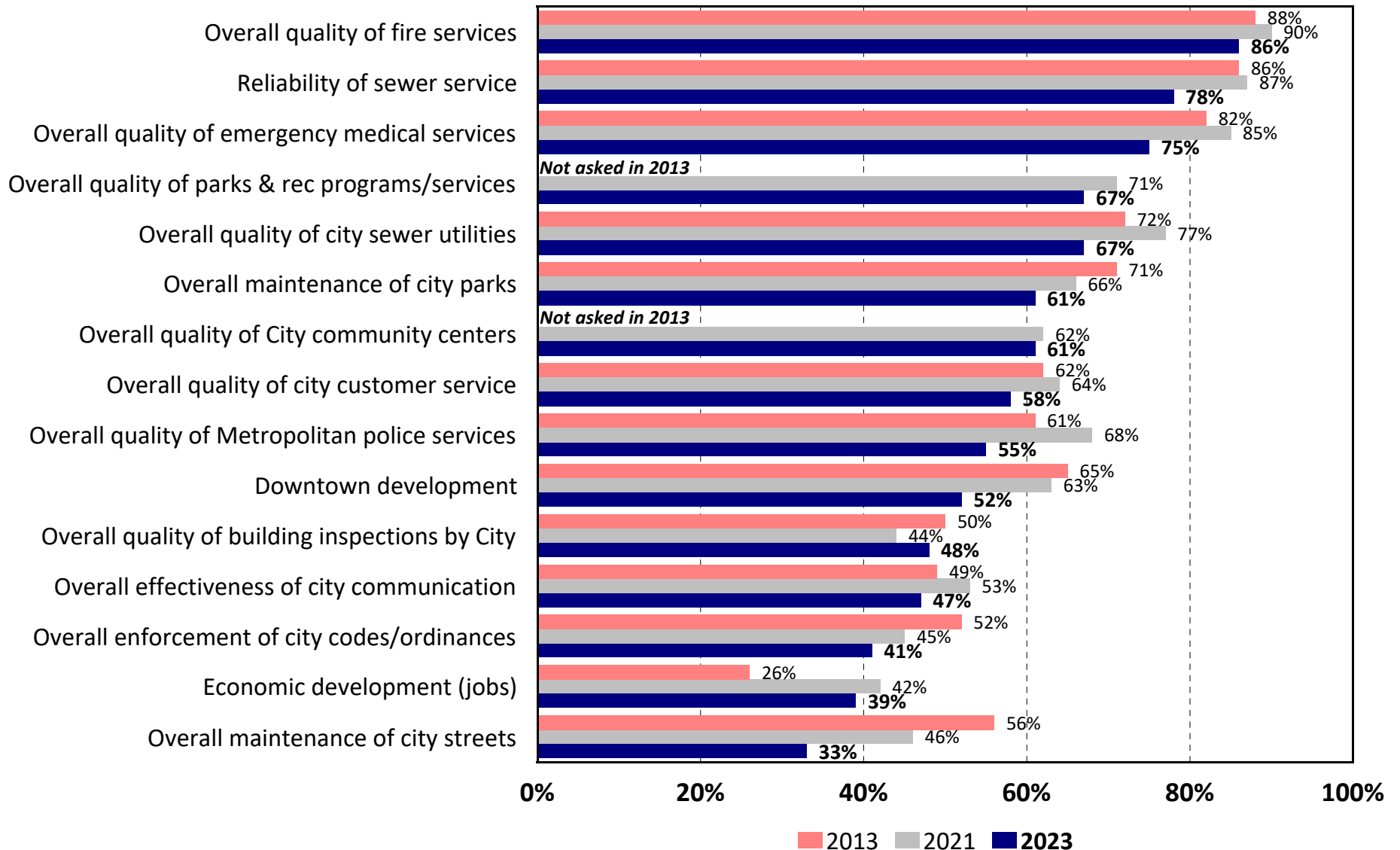
2

Trend Charts

Satisfaction With Major Categories of City Services

Trends: 2013 to 2023

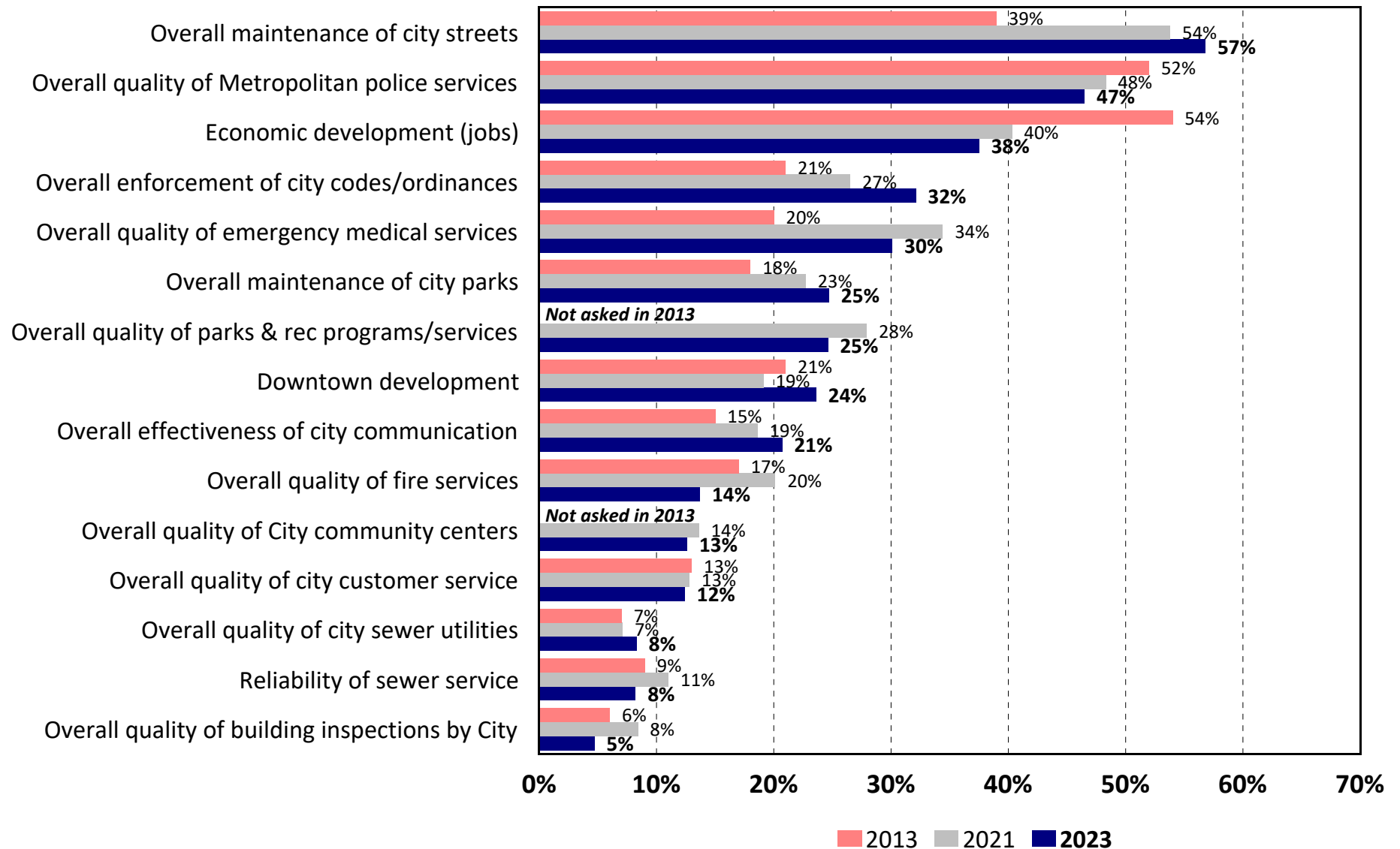
by percentage of respondents who rated the item a 4 or 5 on a 5-point scale (excluding don't knows)



Top Priorities for Major Categories of City Services

Trends: 2013 to 2023

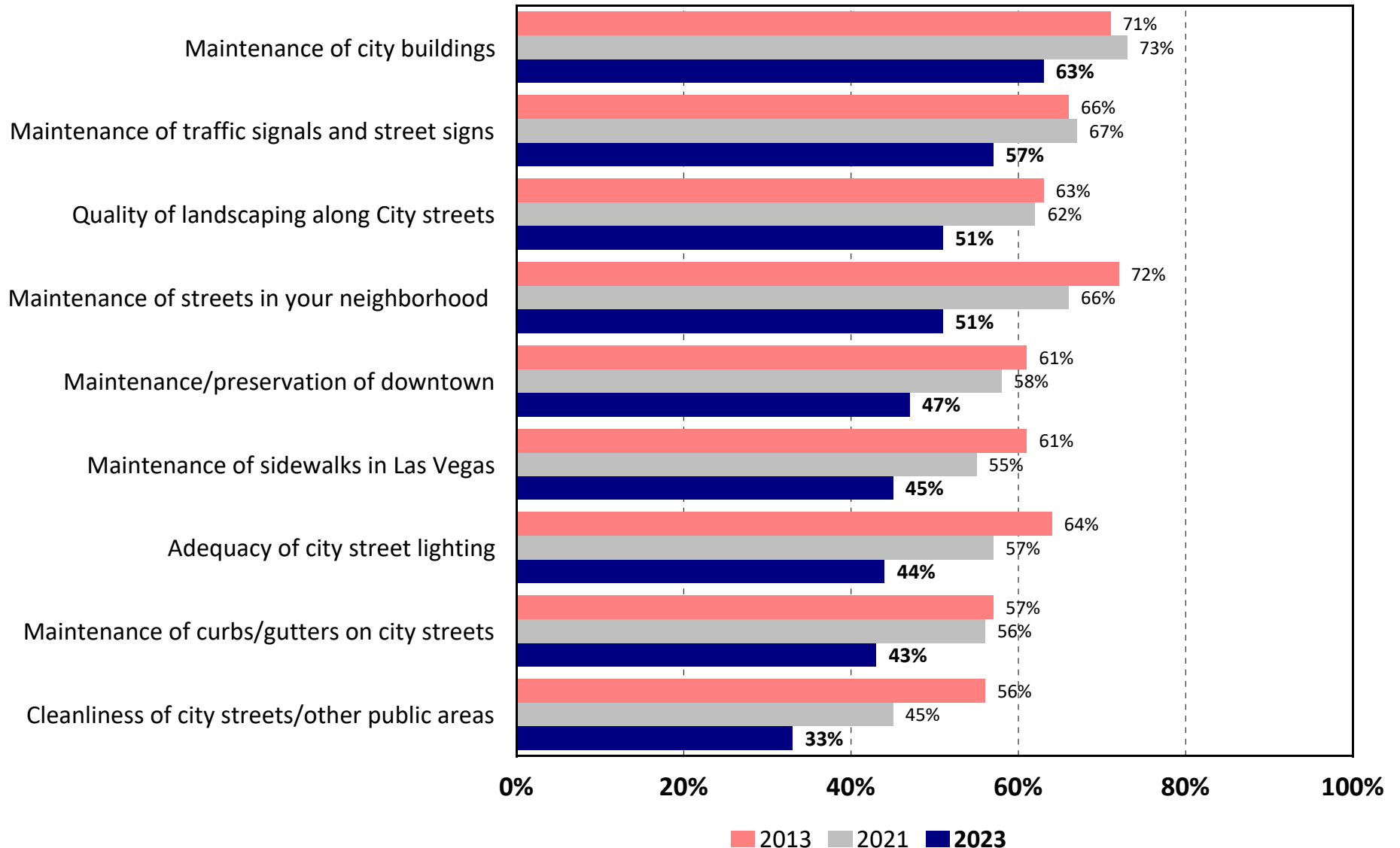
by percentage of respondents surveyed who selected the item as one of their top four choices



Satisfaction With Maintenance Services

Trends: 2013 to 2023

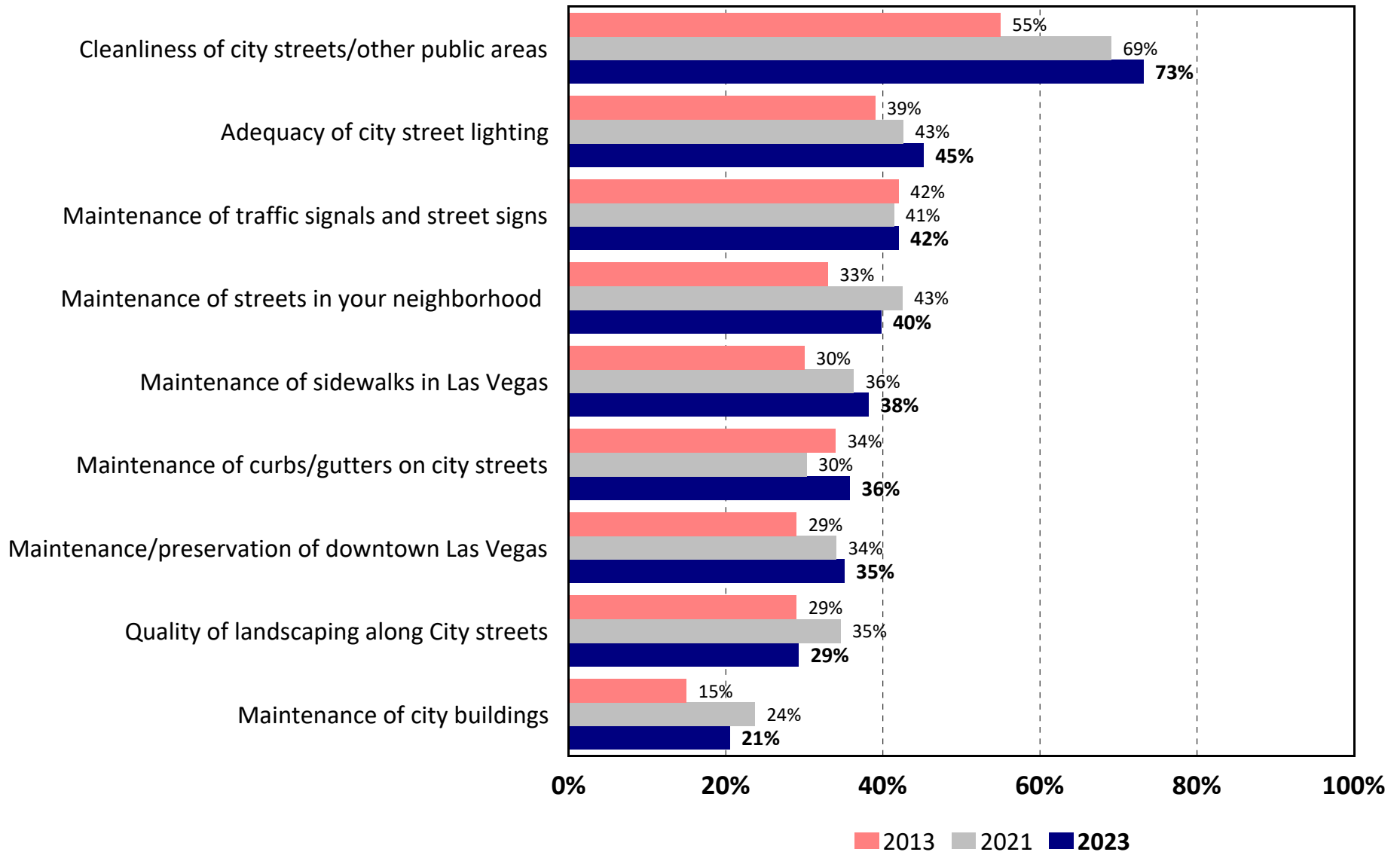
by percentage of respondents who rated the item a 4 or 5 on a 5-point scale (excluding don't knows)



Top Priorities for Maintenance Services

Trends: 2013 to 2023

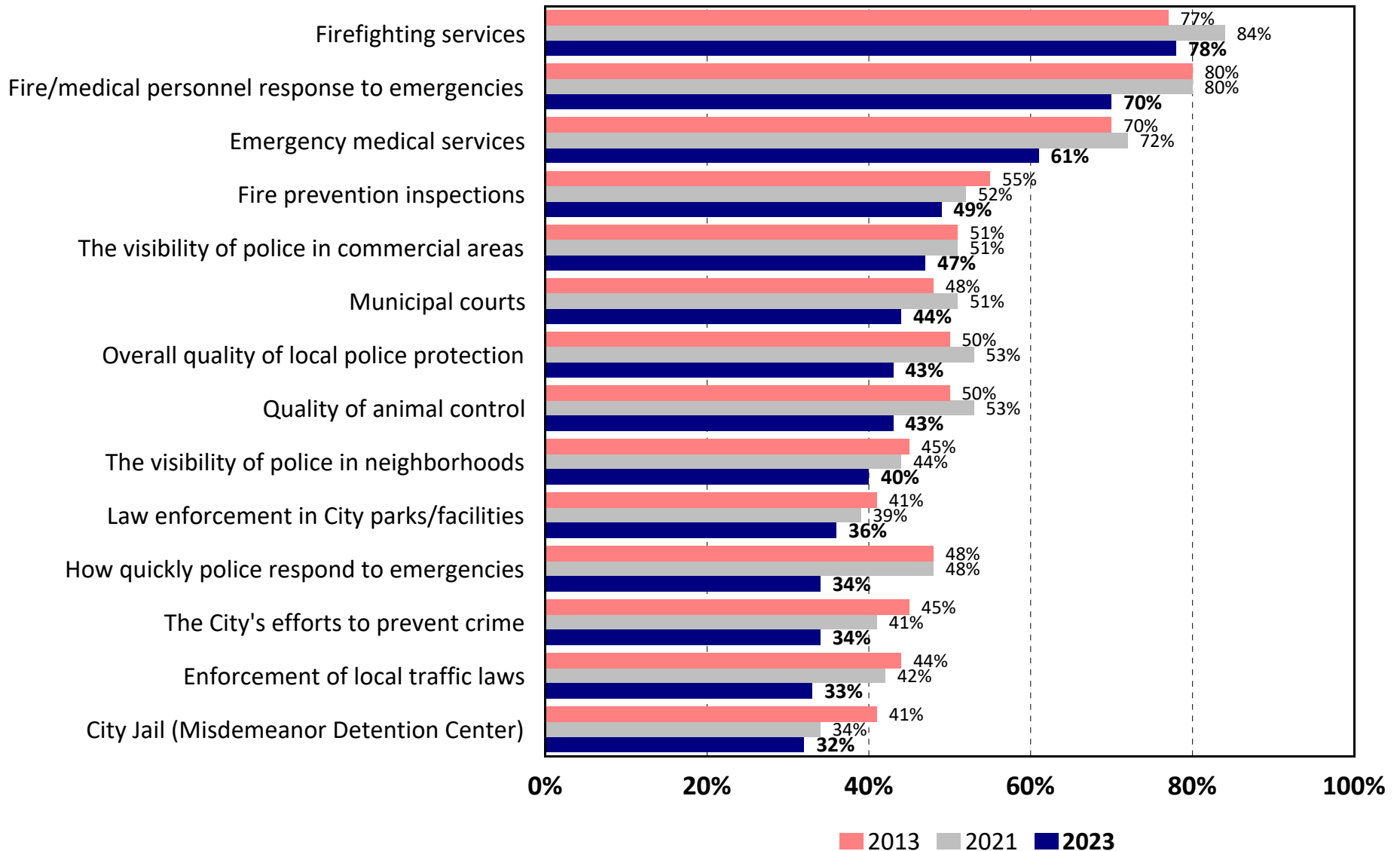
by percentage of respondents surveyed who selected the item as one of their top four choices



Satisfaction With Public Safety Services

Trends: 2013 to 2023

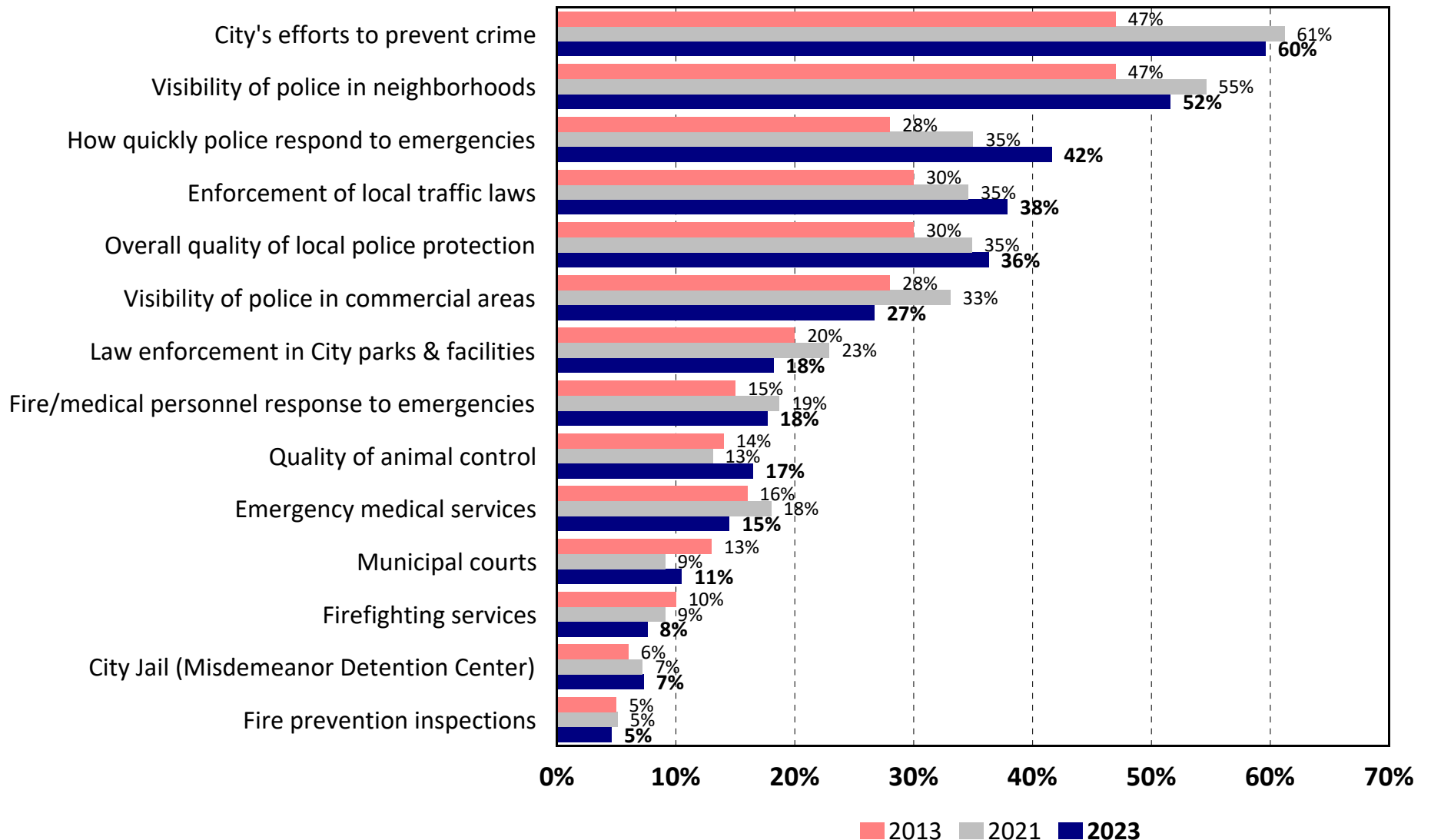
by percentage of respondents who rated the item a 4 or 5 on a 5-point scale (excluding don't knows)



Top Priorities for Public Safety Services

Trends: 2013 to 2023

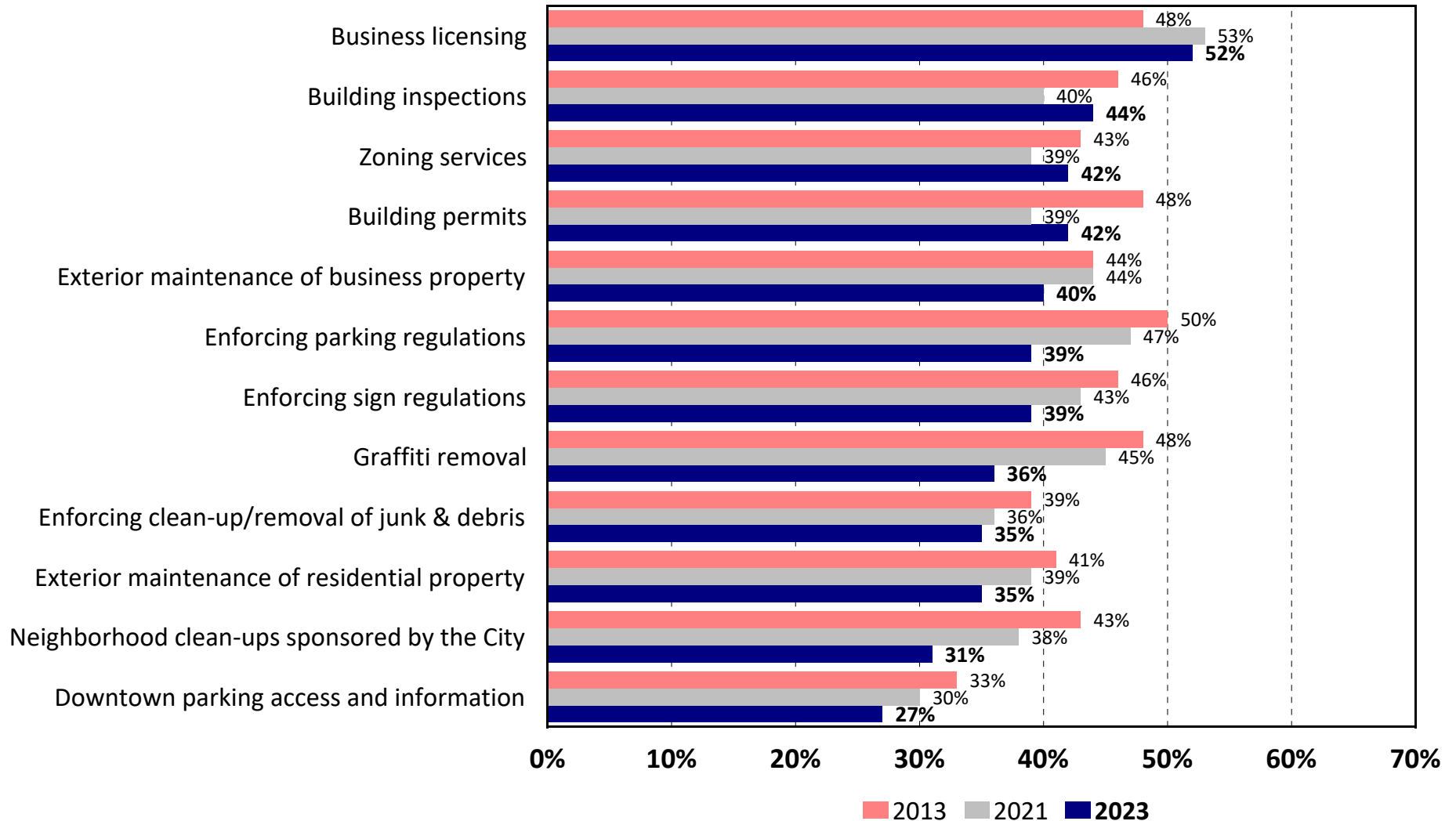
by percentage of respondents surveyed who selected the item as one of their top four choices



Satisfaction with Community Development and Beautification Services in the City

Trends: 2013 to 2023

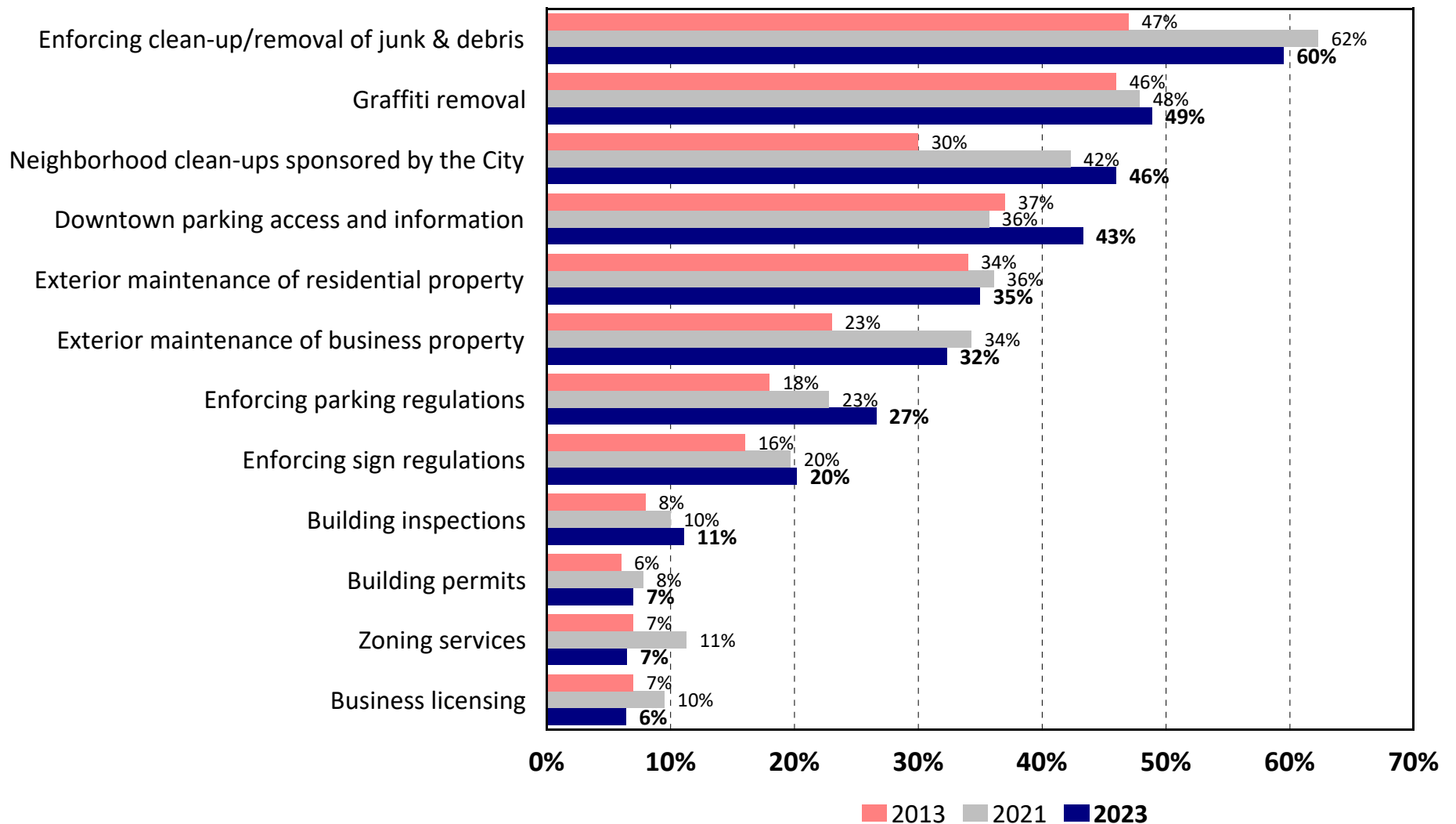
by percentage of respondents who rated the item a 4 or 5 on a 5-point scale (excluding don't knows)



Top Priorities for Community Development and Beautification Services

Trends: 2013 to 2023

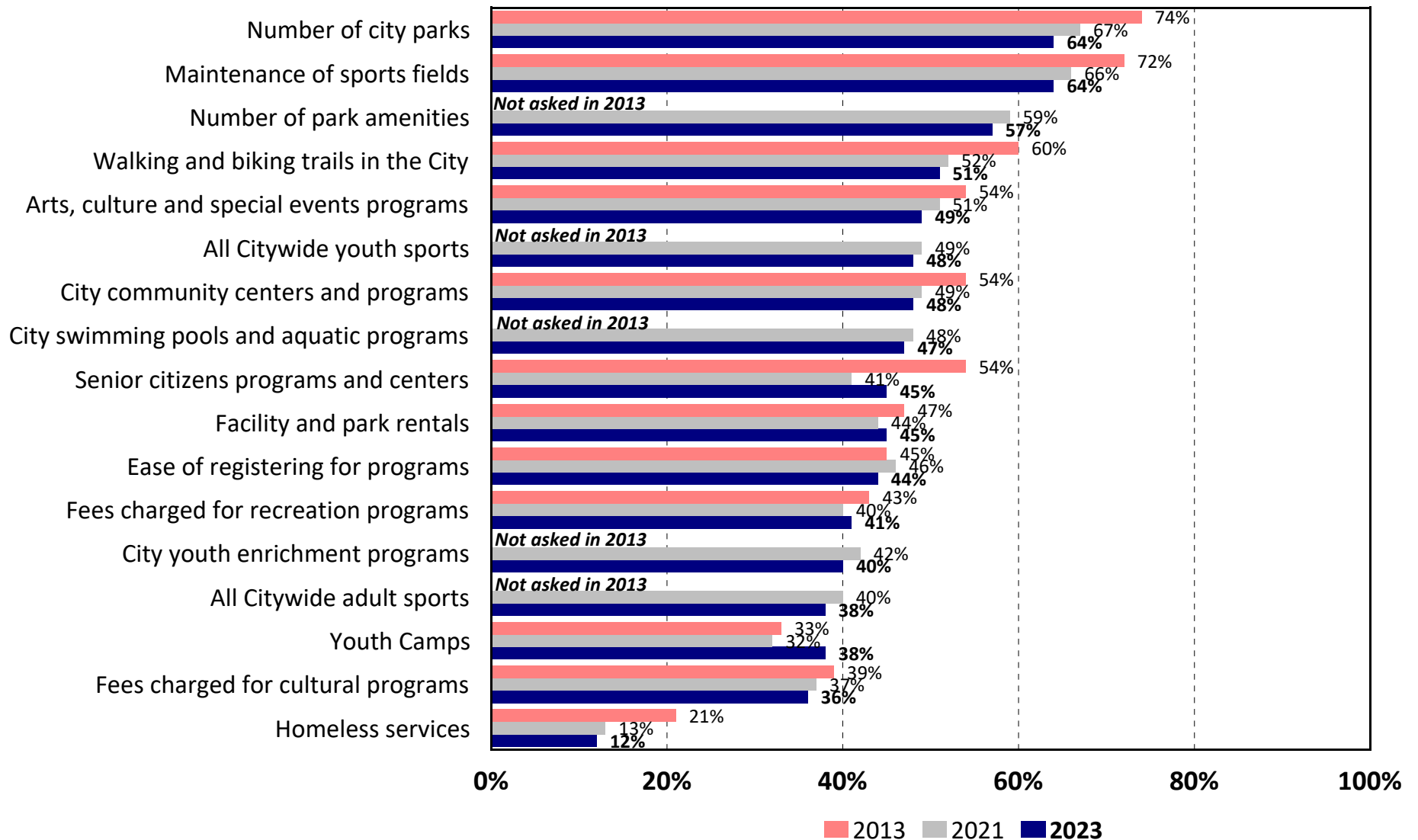
by percentage of respondents surveyed who selected the item as one of their top four choices



Satisfaction with Parks, Recreation, Cultural, and Community Services

Trends: 2013 to 2023

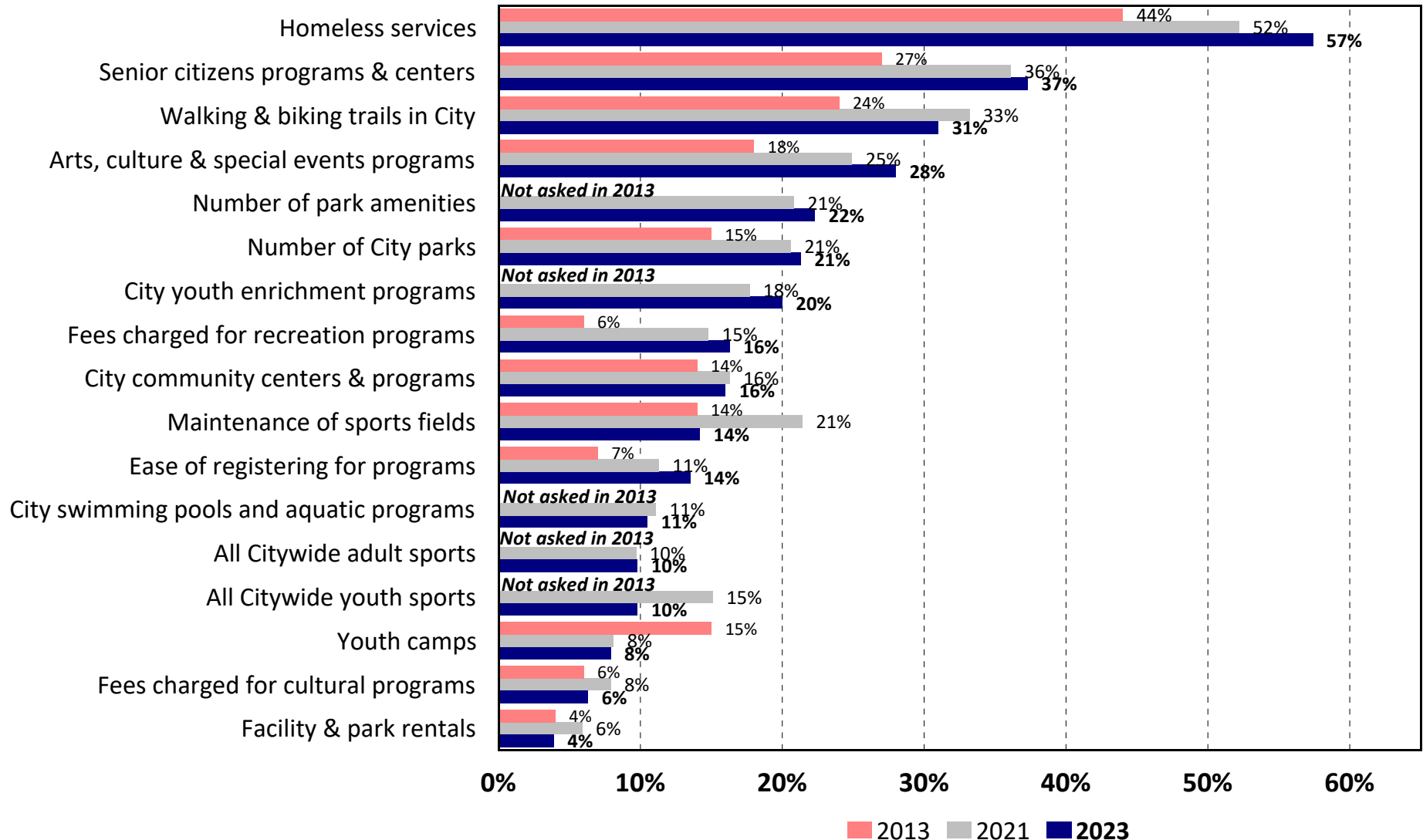
by percentage of respondents who rated the item a 4 or 5 on a 5-point scale (excluding don't knows)



Top Priorities for Parks, Recreation, Cultural, and Community Services

Trends: 2013 to 2023

by percentage of respondents surveyed who selected the item as one of their top four choices





3

**Benchmarking
Analysis**



Benchmarking Analysis

Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders across the United States use statistically-valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 500 communities in 49 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the summer of 2023 to a random sample of more than 10,000 residents across the United States, (2) a regional survey that was administered by ETC Institute during the summer of 2023 to a random sample of residents living in the Mountain Region of the United States. The Mountain Region includes the states of Colorado, Wyoming, Utah, Nevada, New Mexico, and Arizona; and (3) from individual surveys that were administered in 21 large communities (population of 250,000 or more) between January 2021 and December 2023. The “Large U.S. City Average” shown in the performance range charts is the average rating of the 21 communities listed below:

- Austin, Texas
- Bucks County, Pennsylvania
- Buncombe County, North Carolina
- Cincinnati, Ohio
- Dallas, Texas
- Durham, North Carolina
- Durham County, North Carolina
- El Paso, Texas
- Forsyth County, North Carolina
- Fort Worth, Texas
- Henderson, Nevada
- Jefferson County, Alabama
- Johnson County, Kansas
- Kansas City, Missouri
- Mecklenburg County, North Carolina
- Miami, Florida
- Oklahoma City, Oklahoma
- Plano, Texas
- Raleigh, North Carolina
- San Antonio, Texas
- Virginia Beach, Virginia

Interpreting the Charts

National Benchmarks. The first set of charts on the following pages show how the overall ratings for Las Vegas compare to the national average and the Mountain regional average. The blue bar shows the ratings for Las Vegas, the yellow bar for the Mountain Region, and the red bar for the national average.

Benchmarking Analysis



Performance Range Charts. The second set of charts shows comparisons for several items that were rated on the survey. The horizontal bars show the range of satisfaction among residents in large communities that have participated in the *DirectionFinder*[®] Survey since January 2021. The lowest and highest satisfaction ratings are listed to the left and right of each bar. The yellow dot on each bar shows how the results for Las Vegas compare to the large community national average, which is shown as a vertical dash in the middle of each horizontal bar. If the yellow dot is located to the right of the vertical dash, the City of Las Vegas rated above the large community national average. If the yellow dot is located to the left of the vertical dash, the City rated below the large community national average.

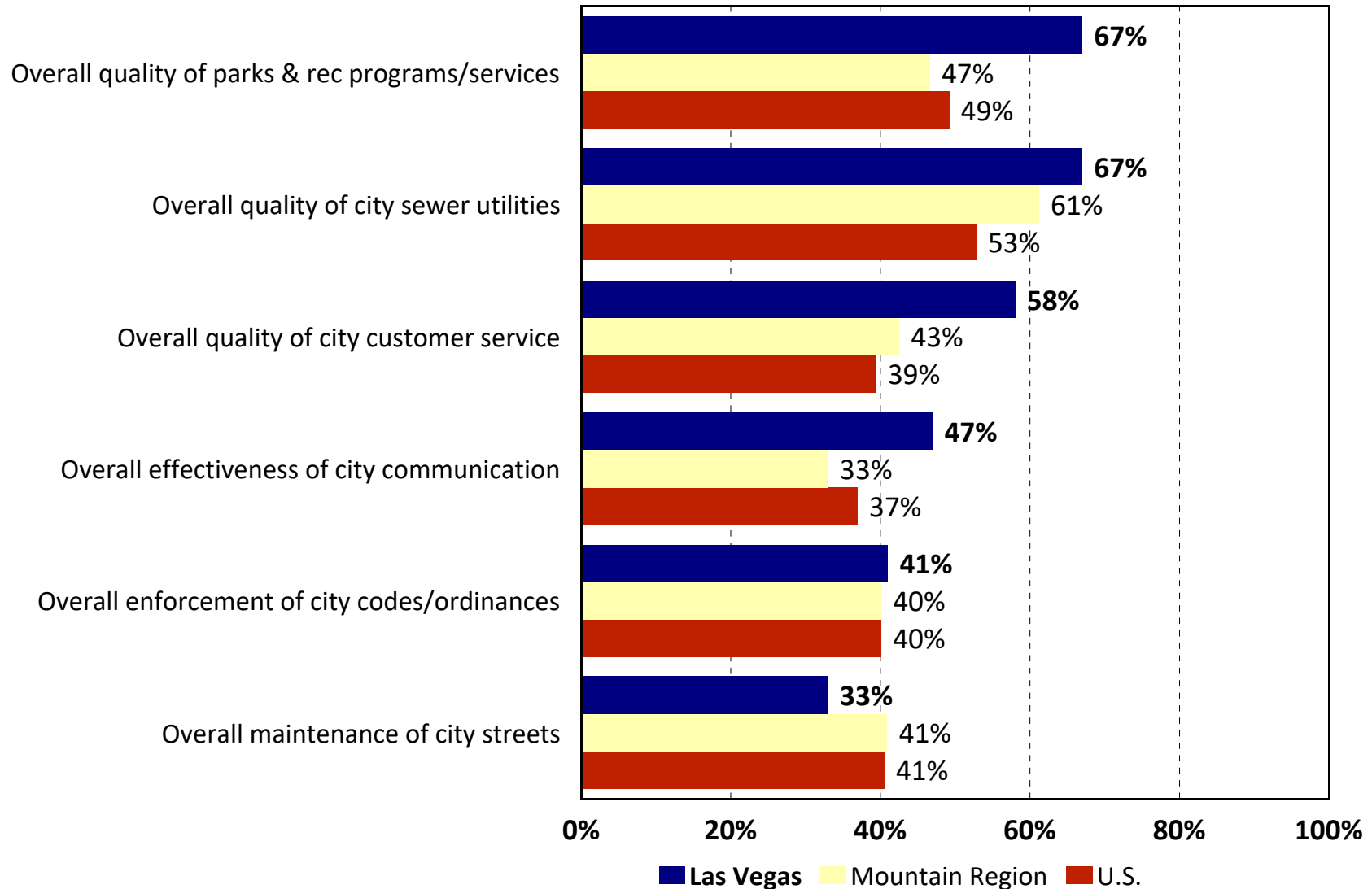
National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Las Vegas is not authorized without written consent from ETC Institute.

Overall Satisfaction with Major Categories of City Services

Las Vegas vs. Mountain Region vs. the U.S.

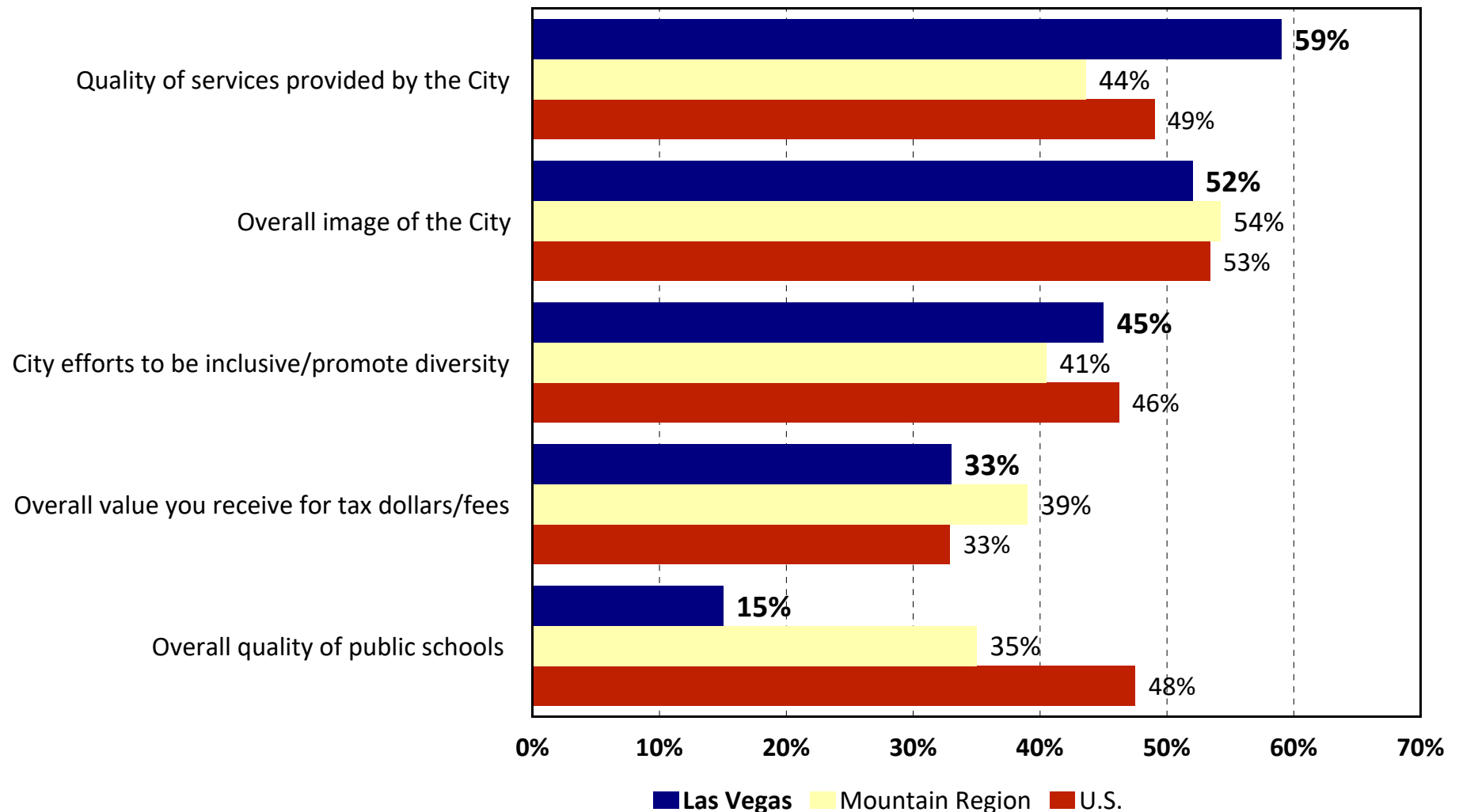
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Issues that Influence Perceptions of the City

Las Vegas vs. Mountain Region vs. the U.S.

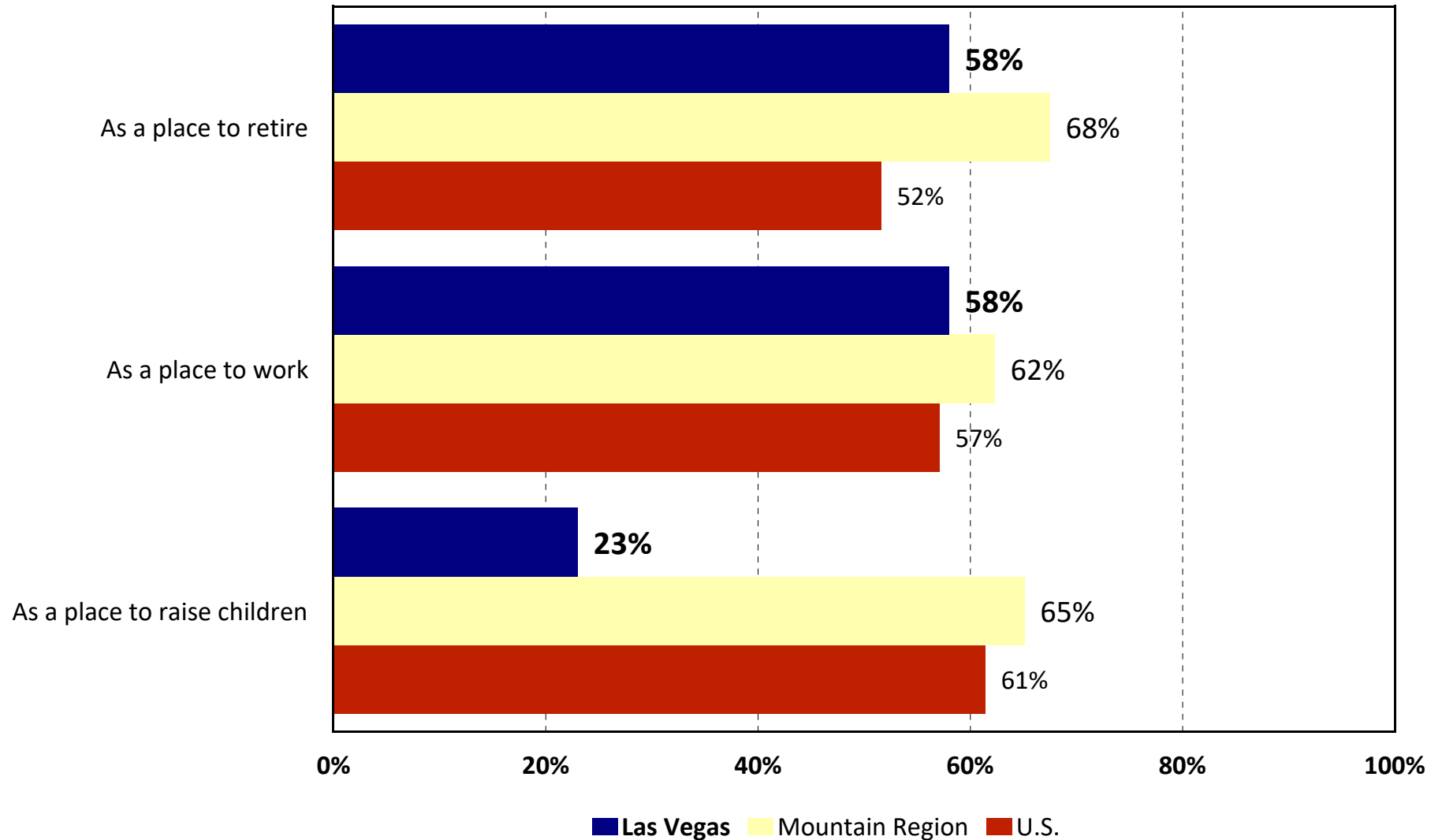
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Ratings of the City

Las Vegas vs. Mountain Region vs. the U.S.

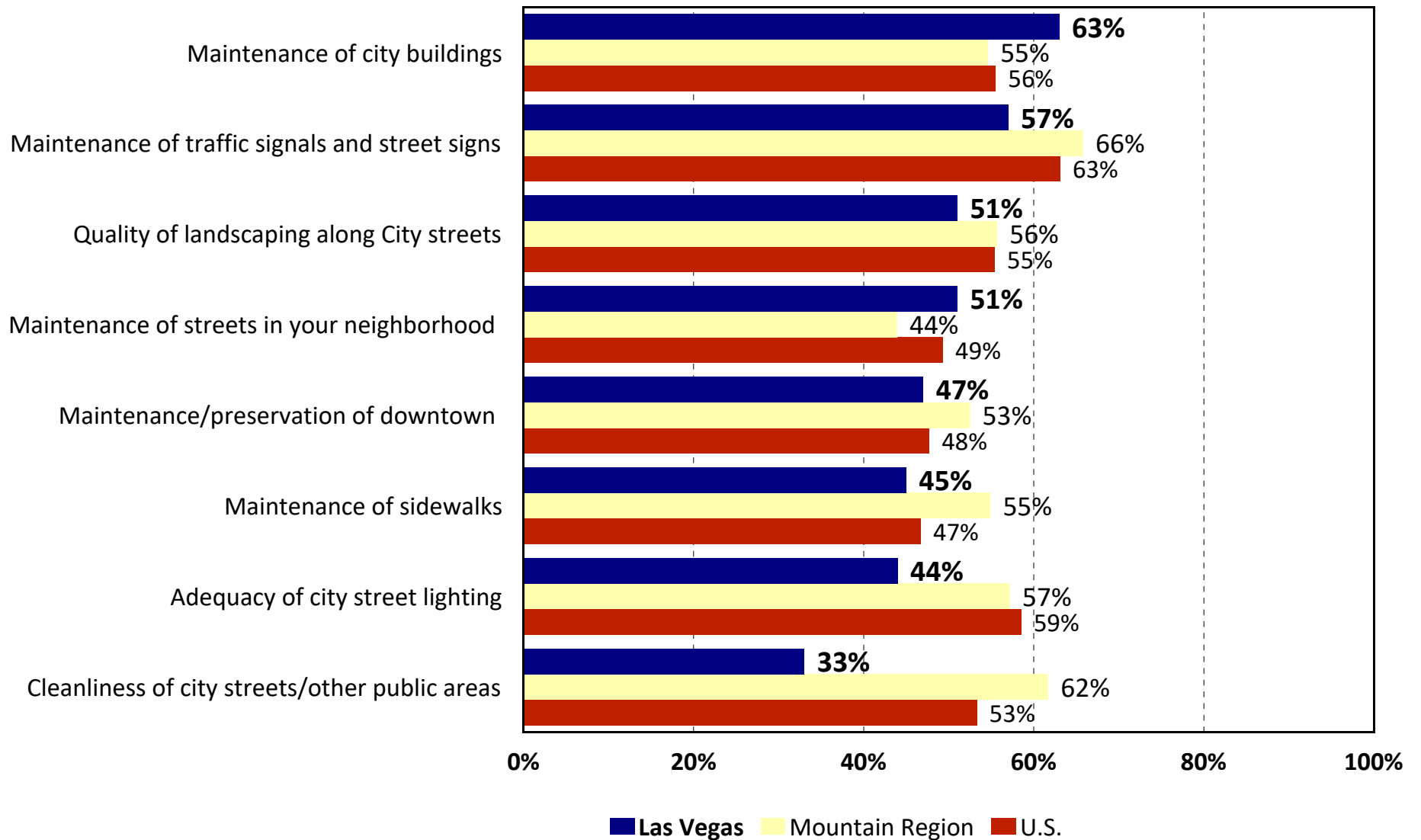
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Overall Satisfaction with City Maintenance

Las Vegas vs. Mountain Region vs. the U.S.

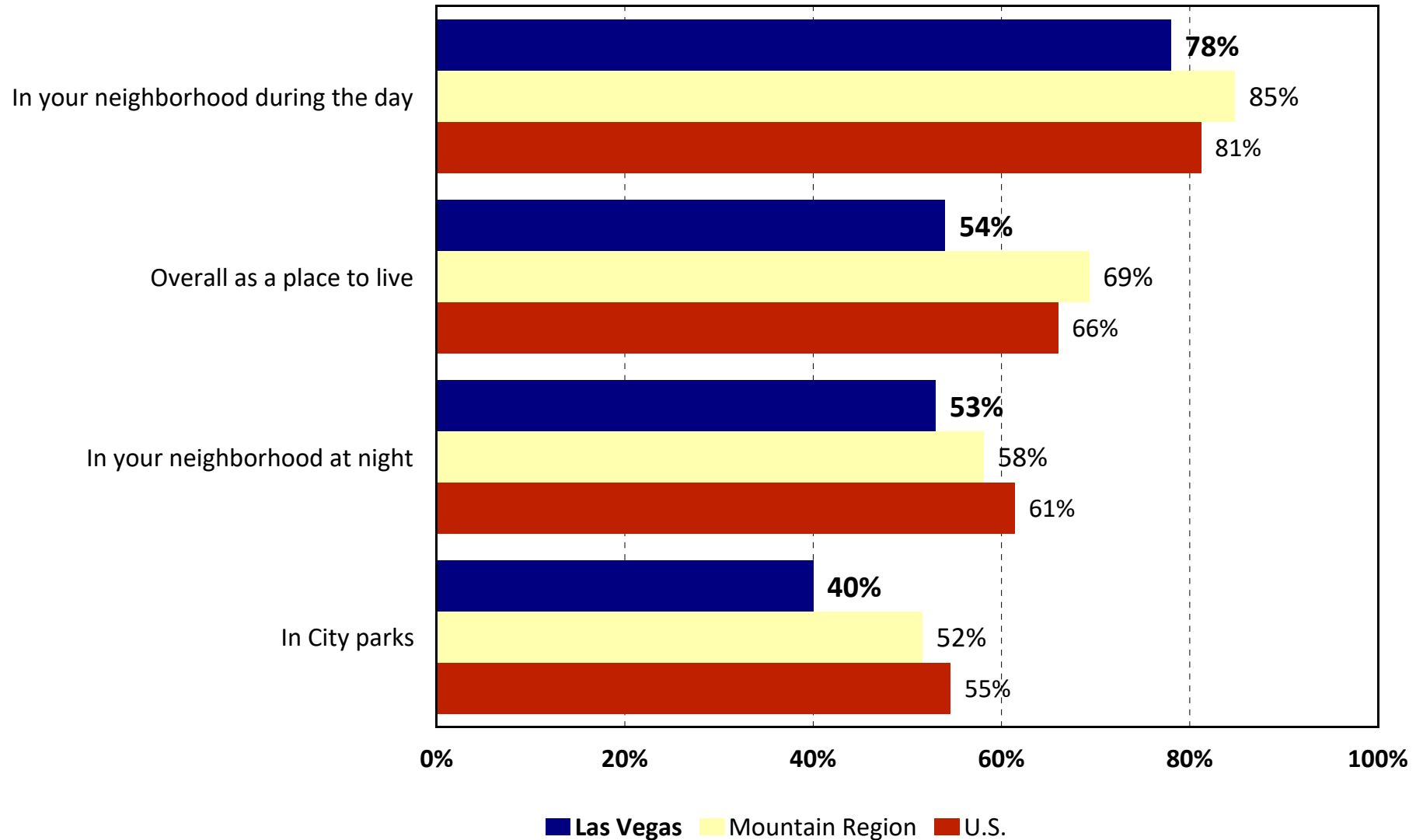
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



How Safe Residents Feel in Their Community

Las Vegas vs. Mountain Region vs. the U.S.

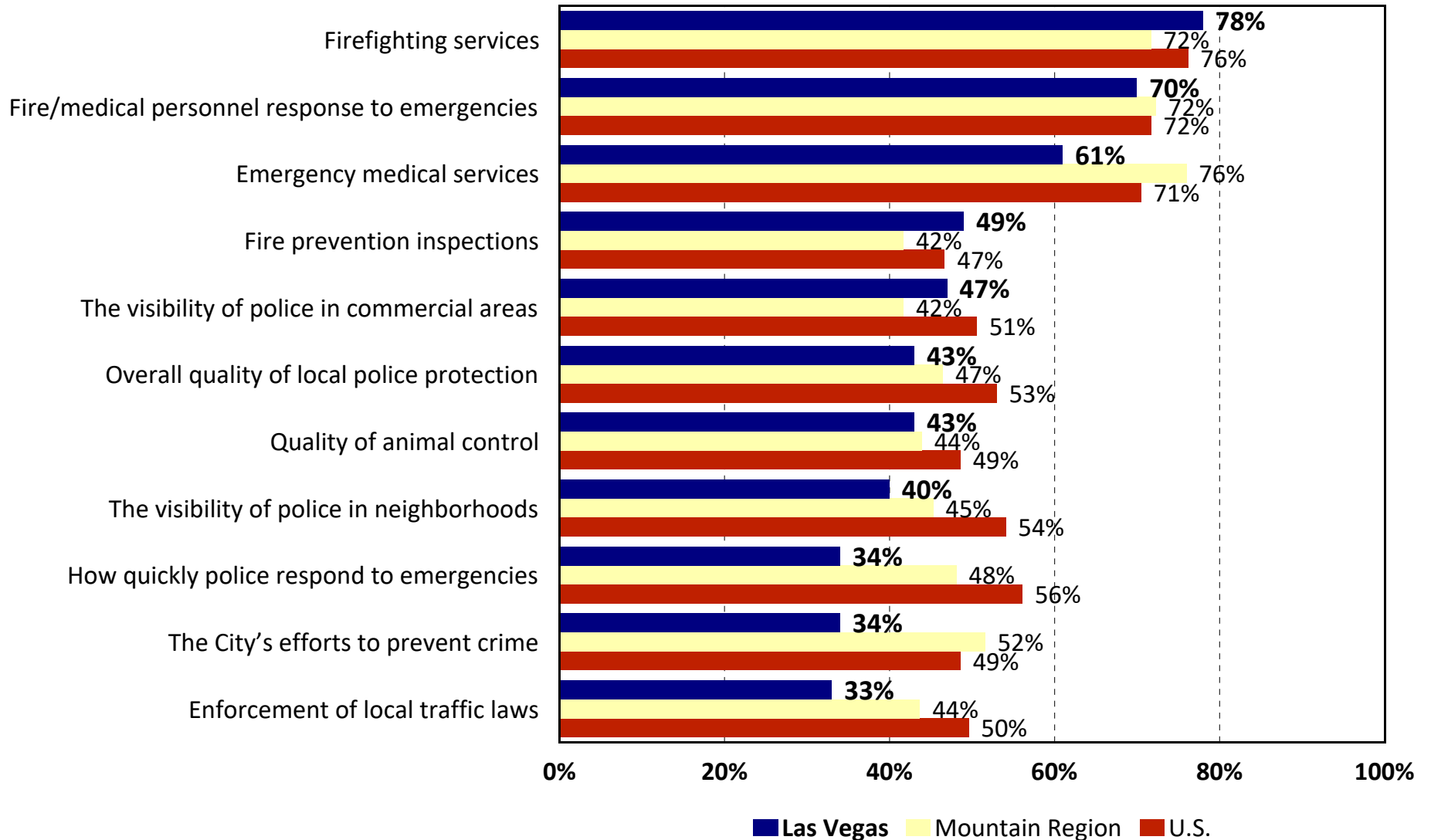
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Overall Satisfaction with Public Safety

Las Vegas vs. Mountain Region vs. the U.S.

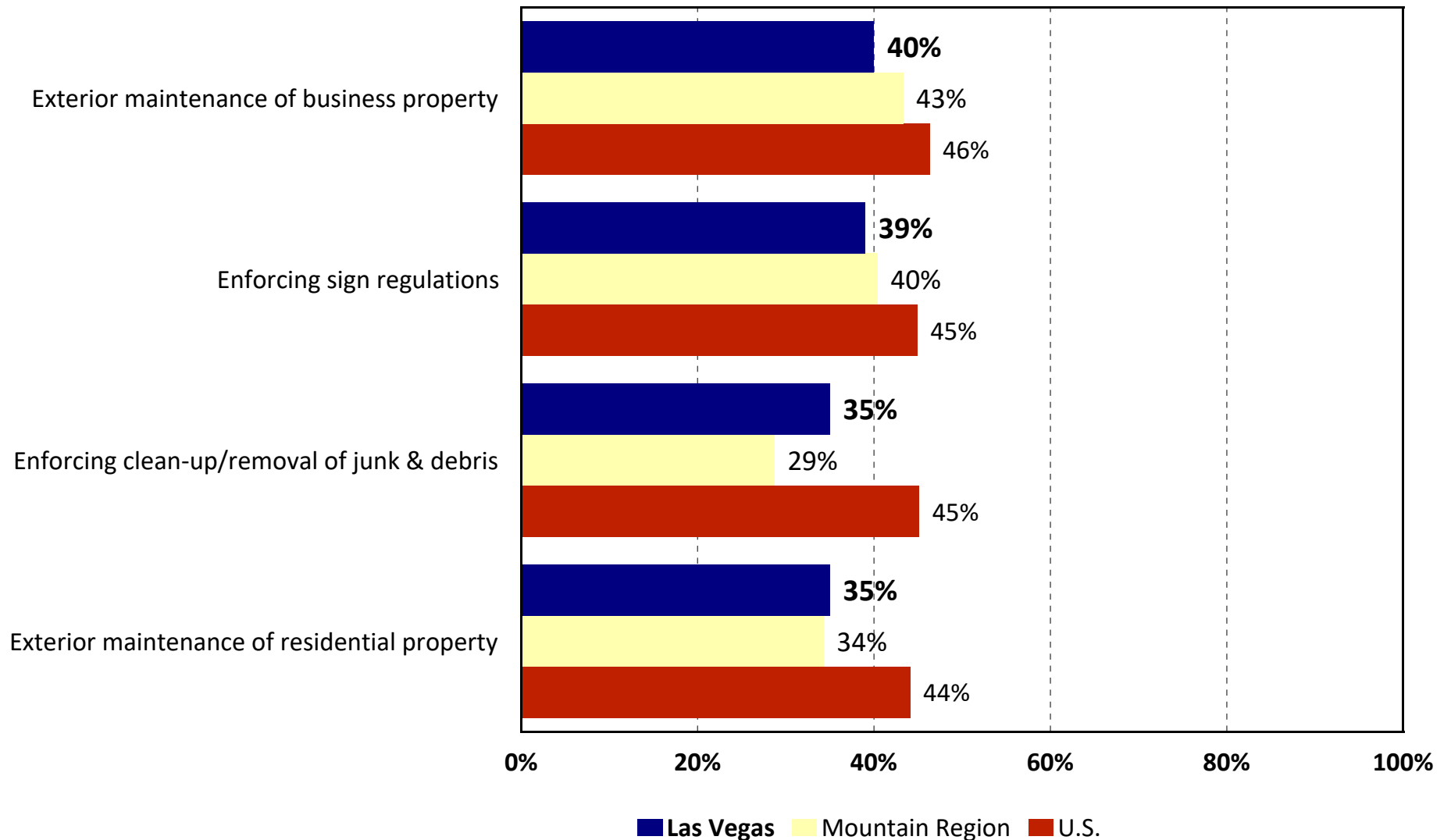
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Community Development/Beautification

Las Vegas vs. Mountain Region vs. the U.S.

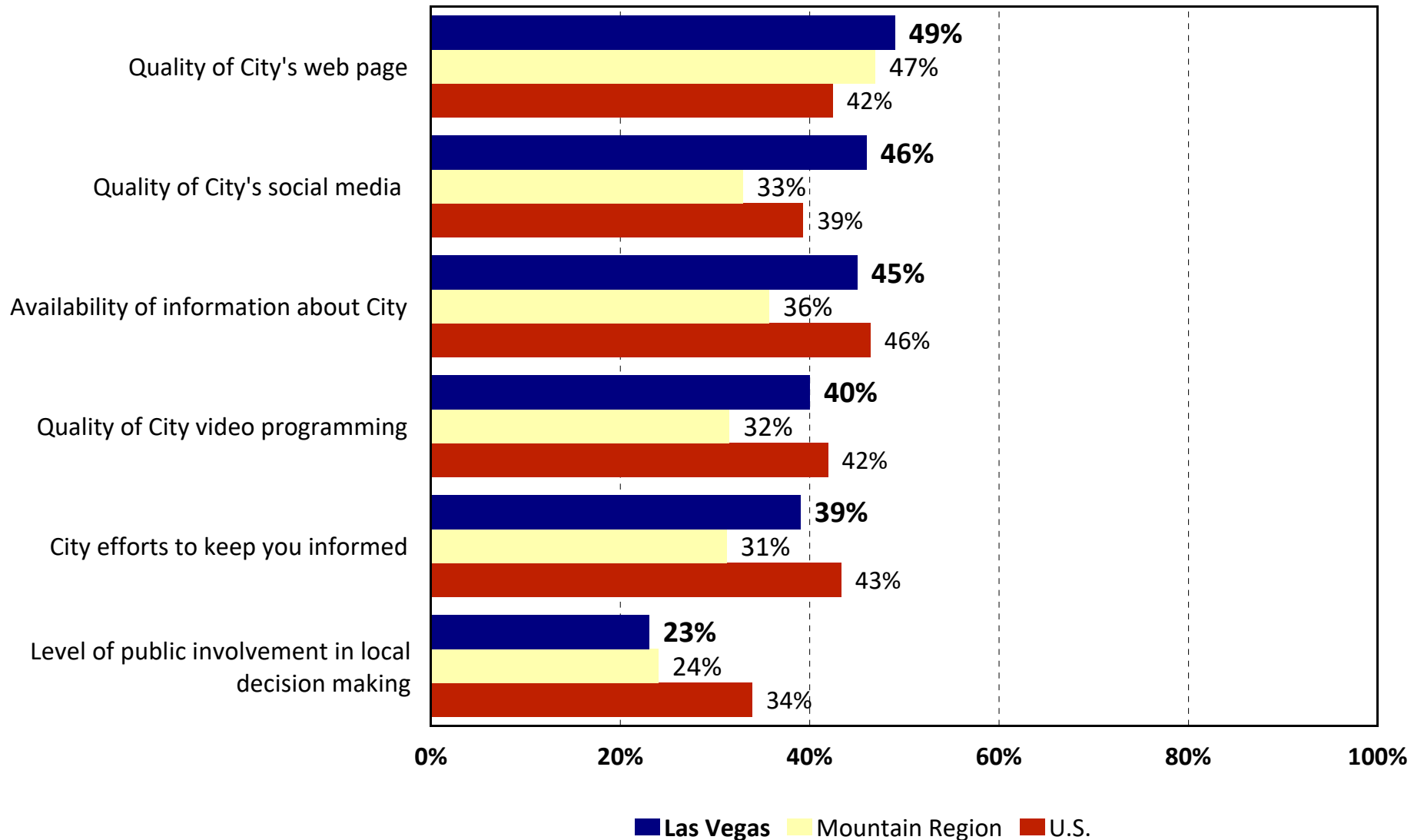
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with City Communication

Las Vegas vs. Mountain Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Comparison to a Range of Performance

Benchmarking Communities

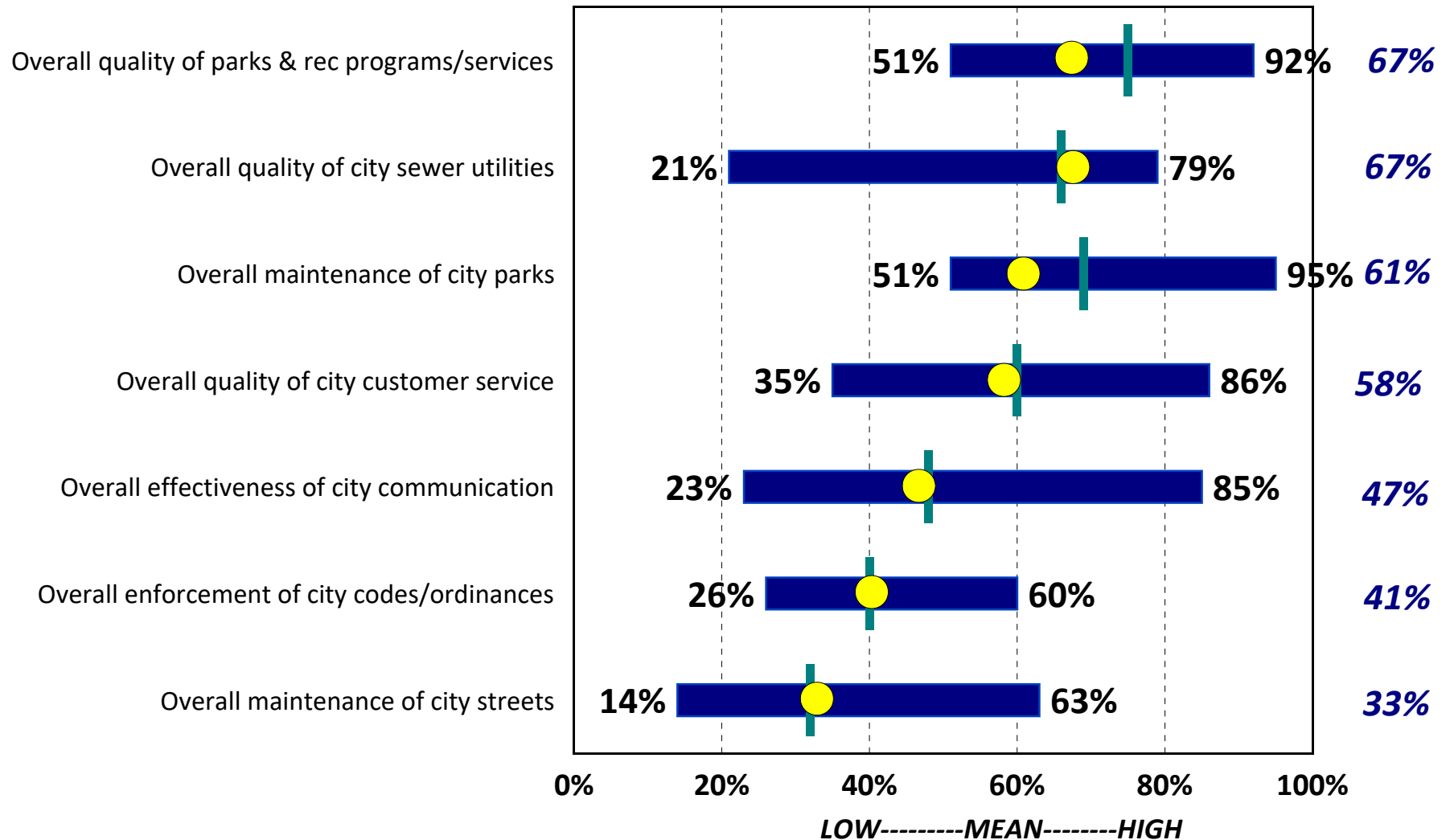
- Austin, TX
- Bucks County, PA
- Buncombe County, NC
- Cincinnati, OH
- Dallas, TX
- Durham, NC
- Durham County, NC
- El Paso, TX
- Forsyth County, NC
- Fort Worth, TX
- Henderson, NV
- Jefferson County, AL
- Johnson County, KS
- Kansas City, MO
- Mecklenburg County, NC
- Miami, FL
- Oklahoma City, OK
- Plano, TX
- Raleigh, NC
- San Antonio, TX
- Virginia Beach, VA

Overall Satisfaction with Major Categories of City Services 2023

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

DirectionFinder Benchmarks - Cities w/population > 250,000 only

● Las Vegas, NV



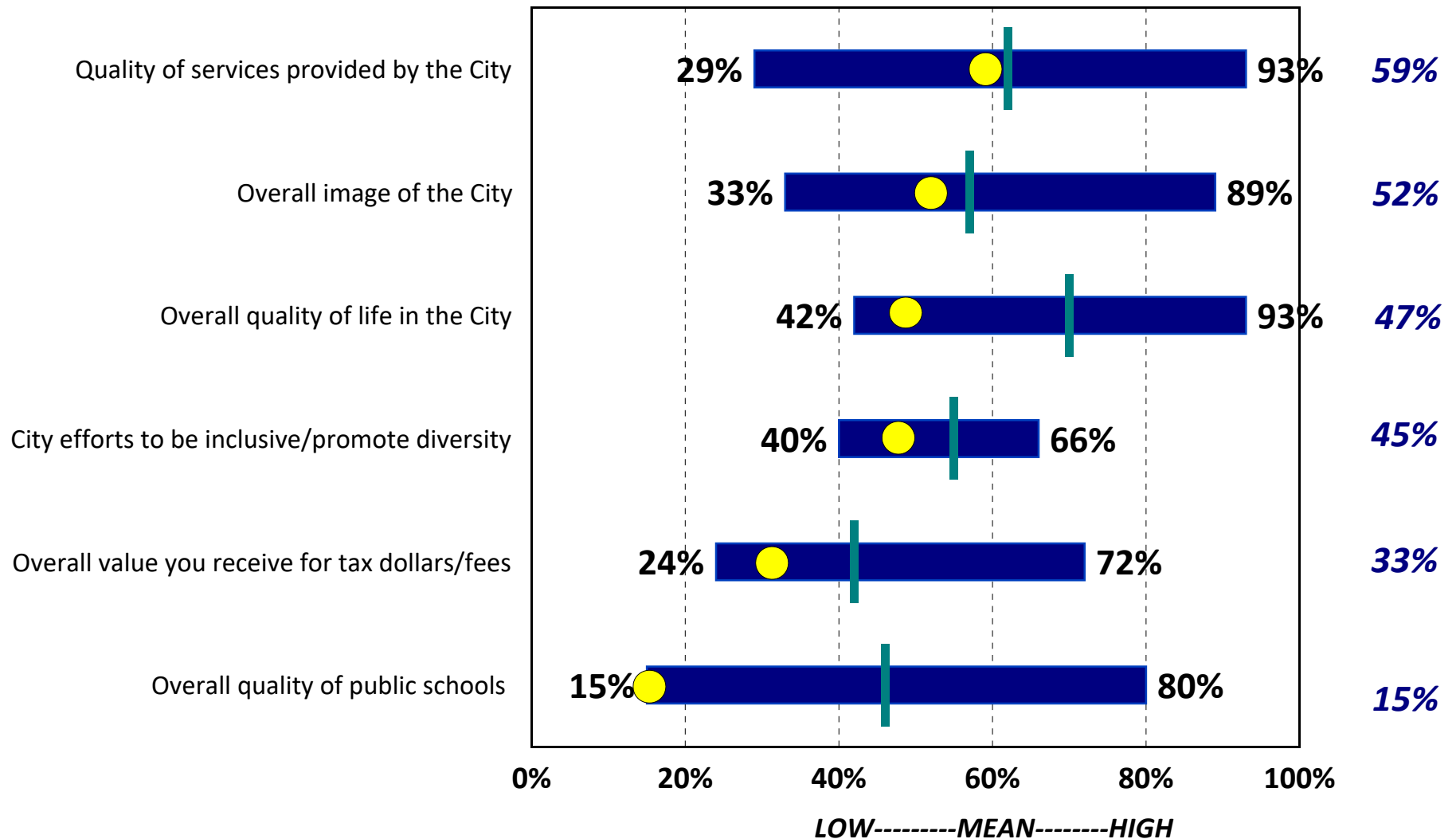
Perceptions Residents Have of the City in Which They Live

2023

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

DirectionFinder Benchmarks - Cities w/population > 250,000 only

● Las Vegas, NV

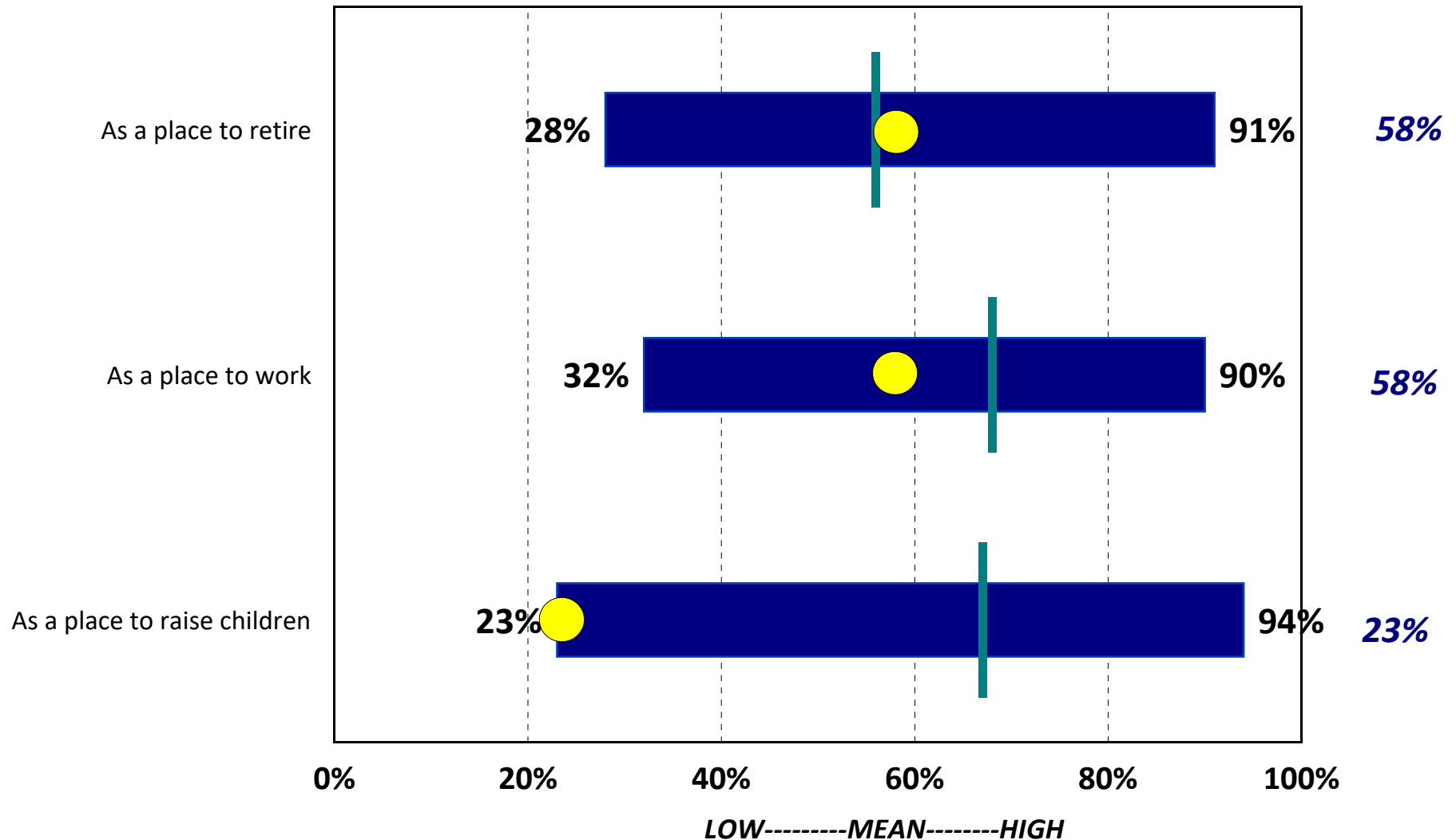


Overall Ratings of the City in Which Residents Live 2023

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "excellent" and 1 was "poor" (excluding don't knows)

DirectionFinder Benchmarks - Cities w/population > 250,000 only

● Las Vegas, NV



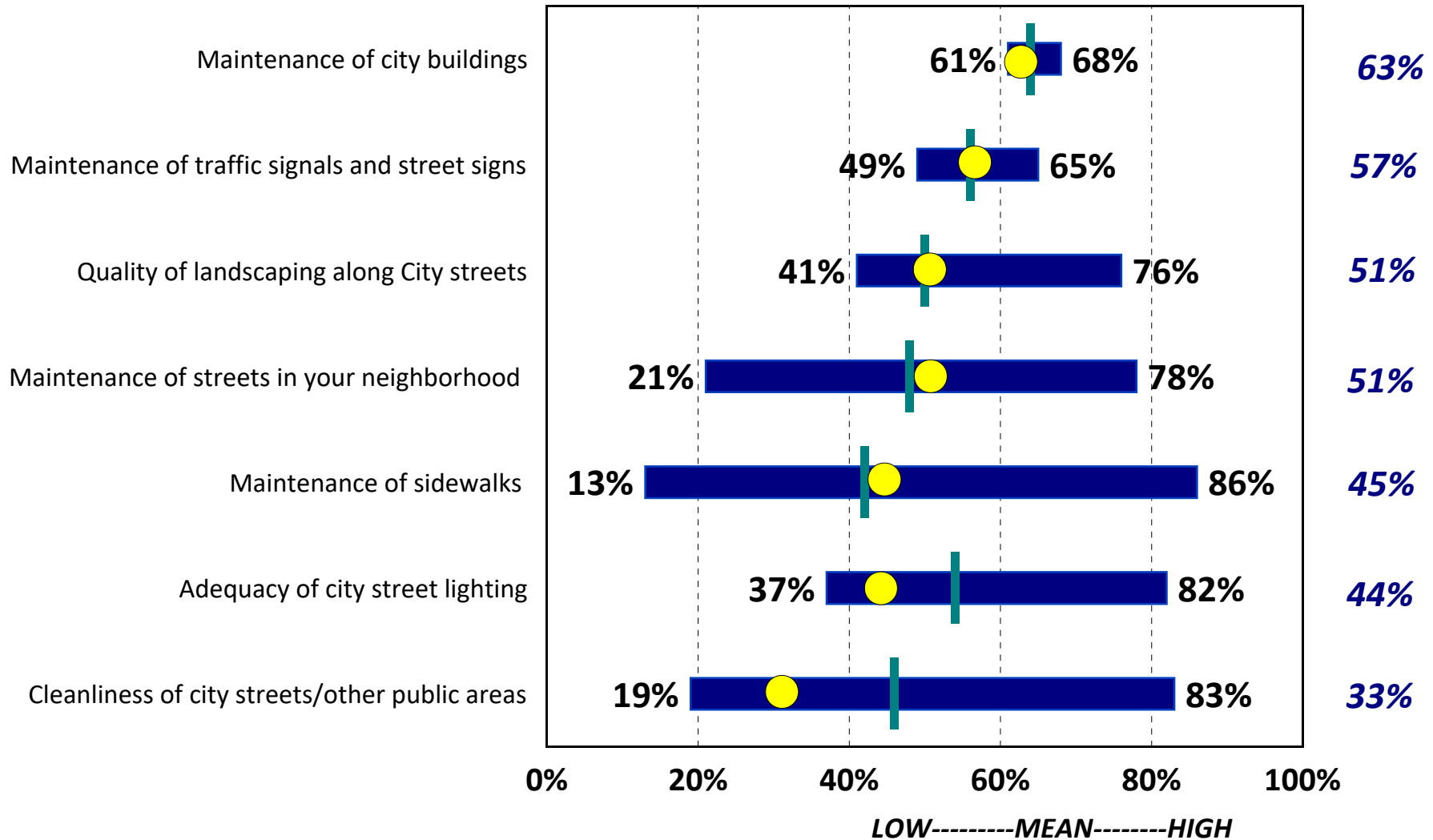
Overall Satisfaction with City Maintenance

2023

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

DirectionFinder Benchmarks - Cities w/population > 250,000 only

● Las Vegas, NV



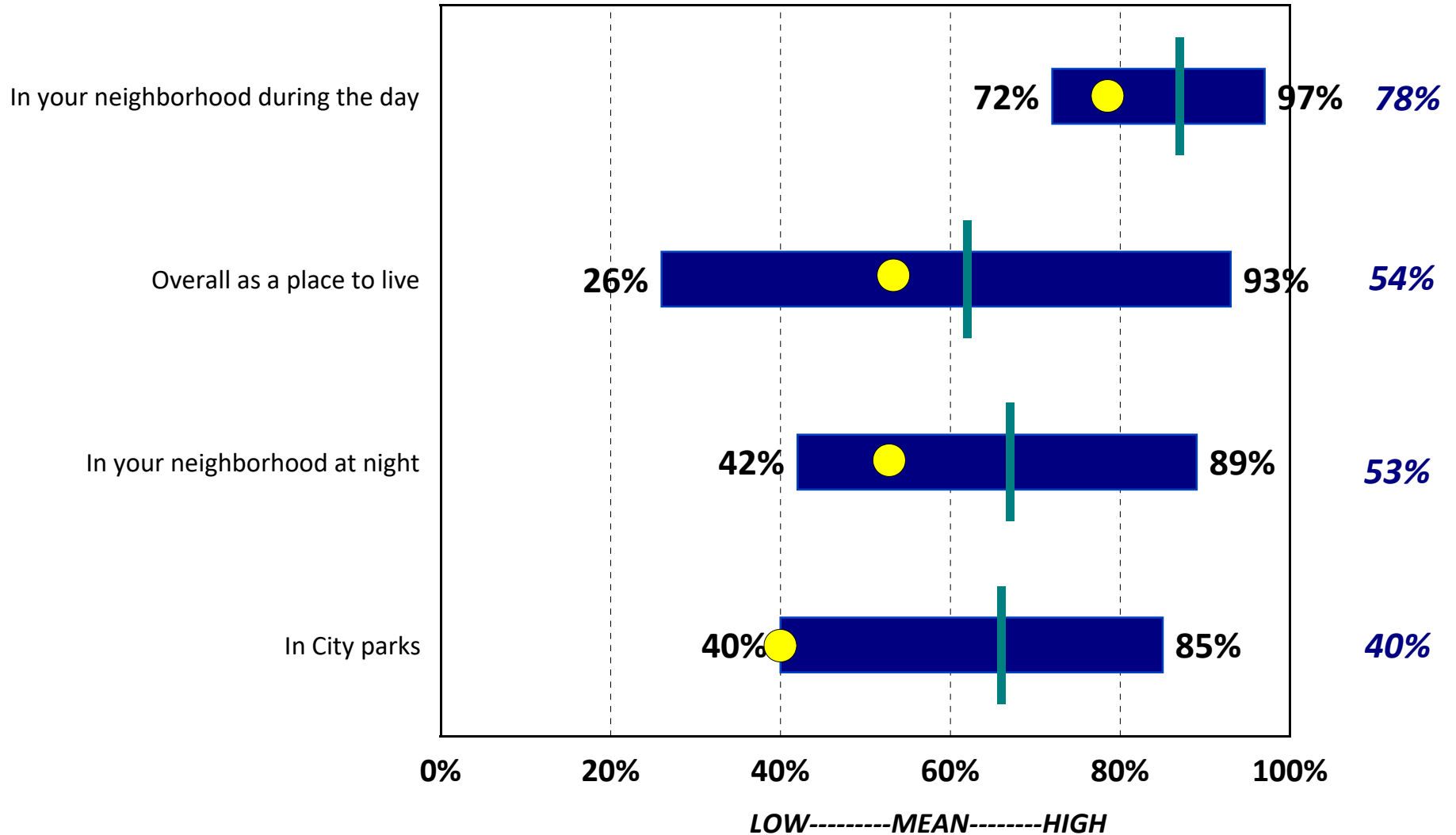
Feeling of Safety in the Community

2023

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)

DirectionFinder Benchmarks - Cities w/population > 250,000 only

● Las Vegas, NV

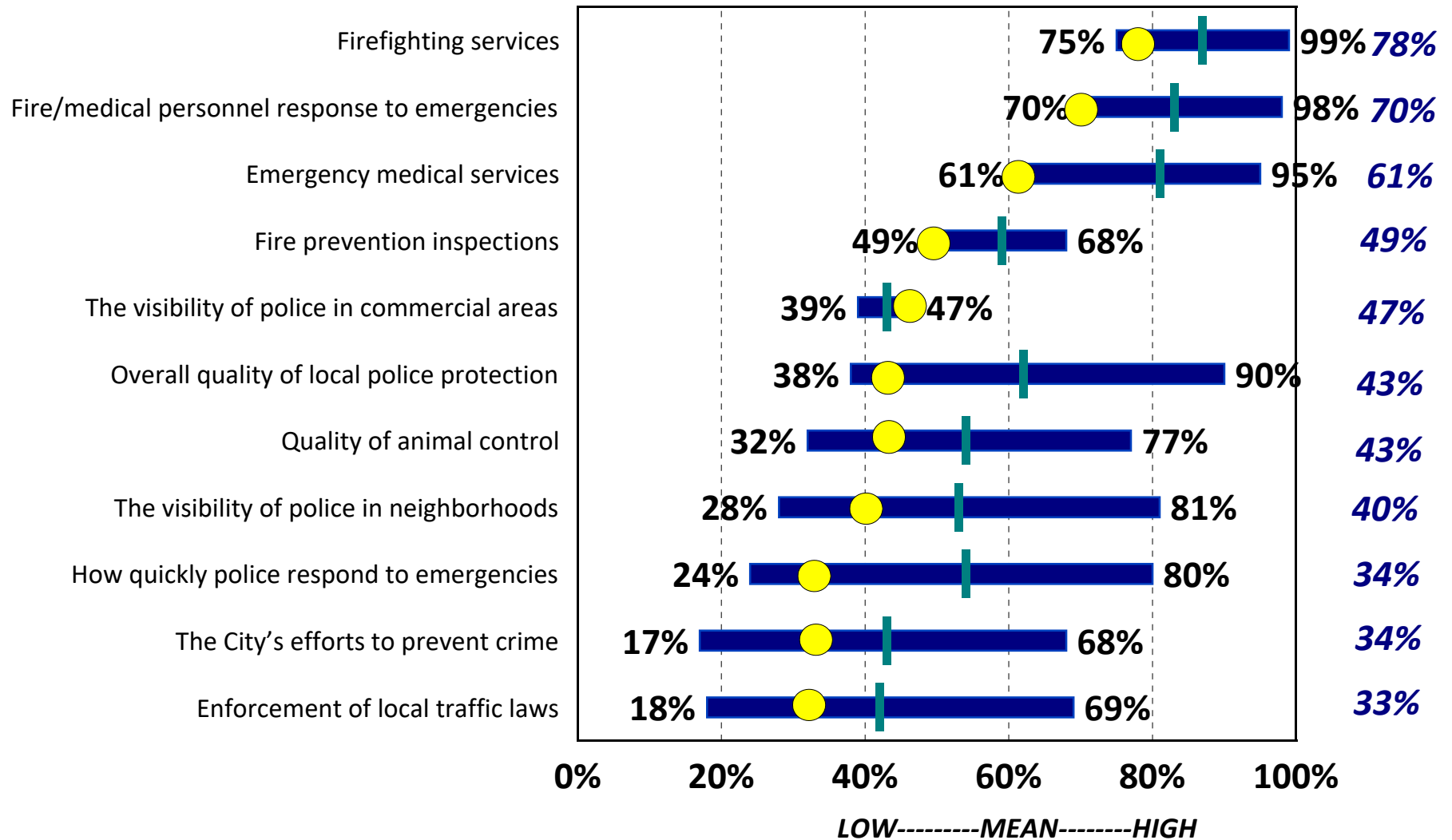


Overall Satisfaction with Public Safety

2023

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

DirectionFinder Benchmarks - Cities w/population > 250,000 only ● Las Vegas, NV

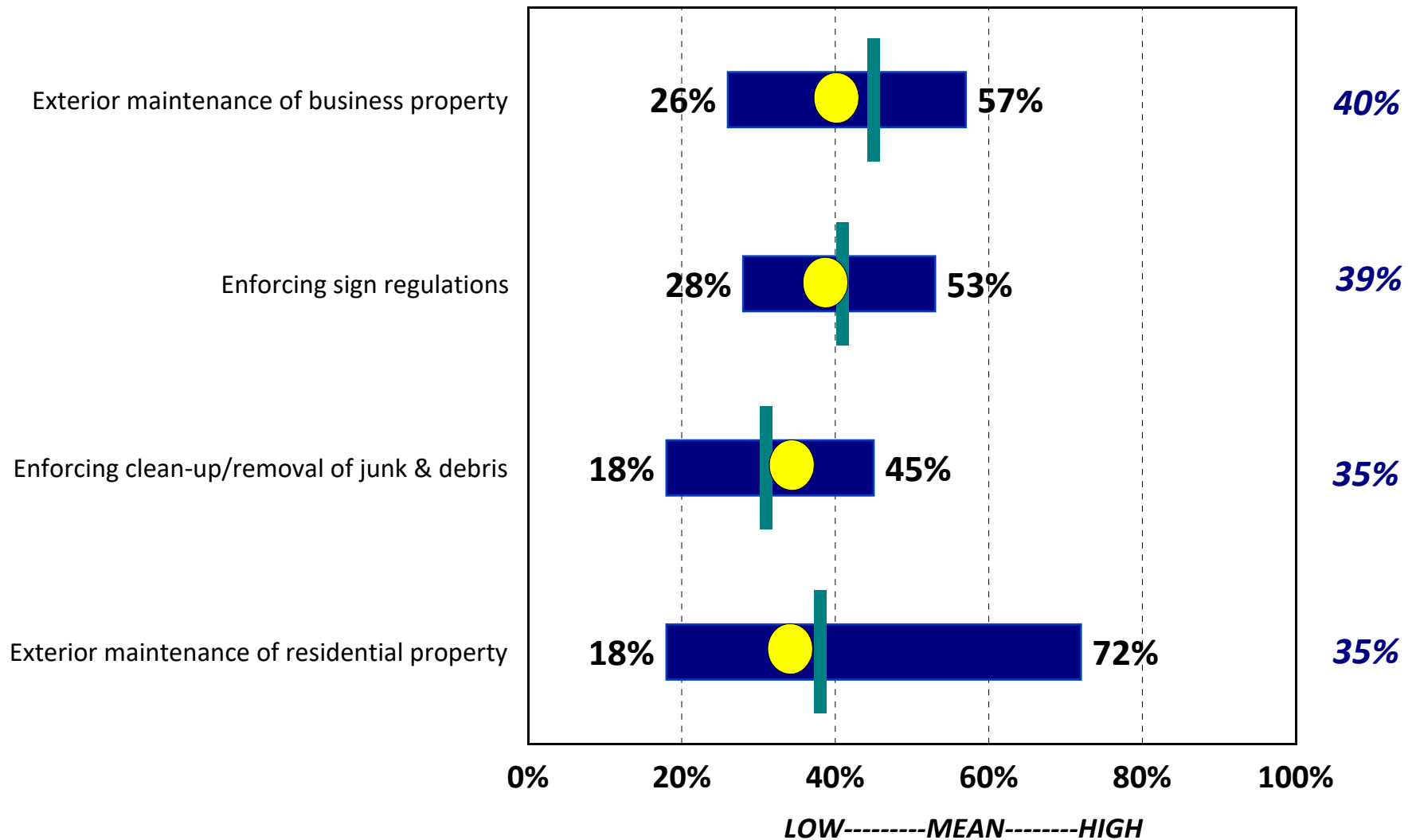


Satisfaction with Community Development and Beautification 2023

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

DirectionFinder Benchmarks - Cities w/population > 250,000 only

● Las Vegas, NV

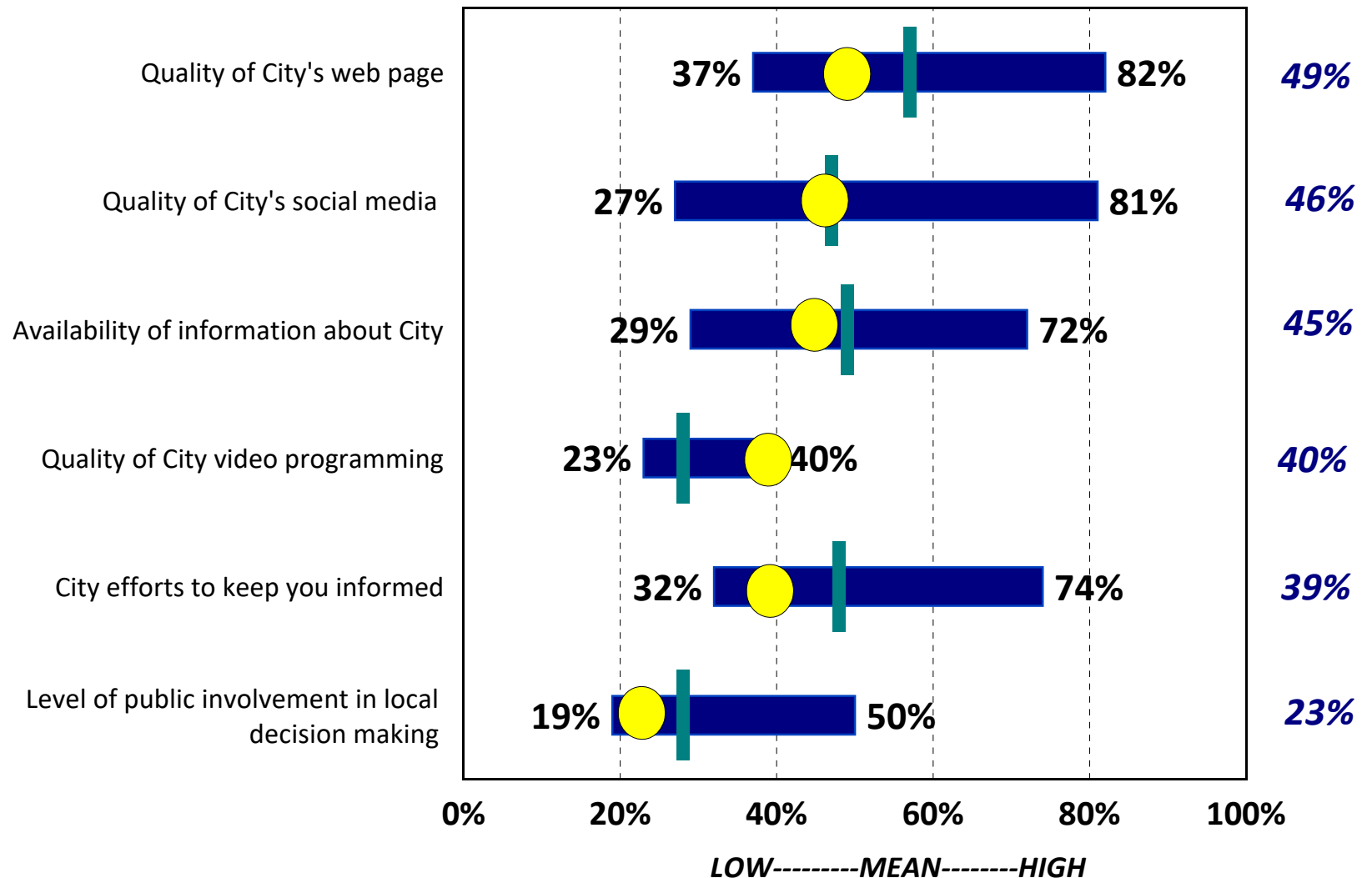


Satisfaction with City Communication 2023

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

DirectionFinder Benchmarks - Cities w/population > 250,000 only

● Las Vegas, NV



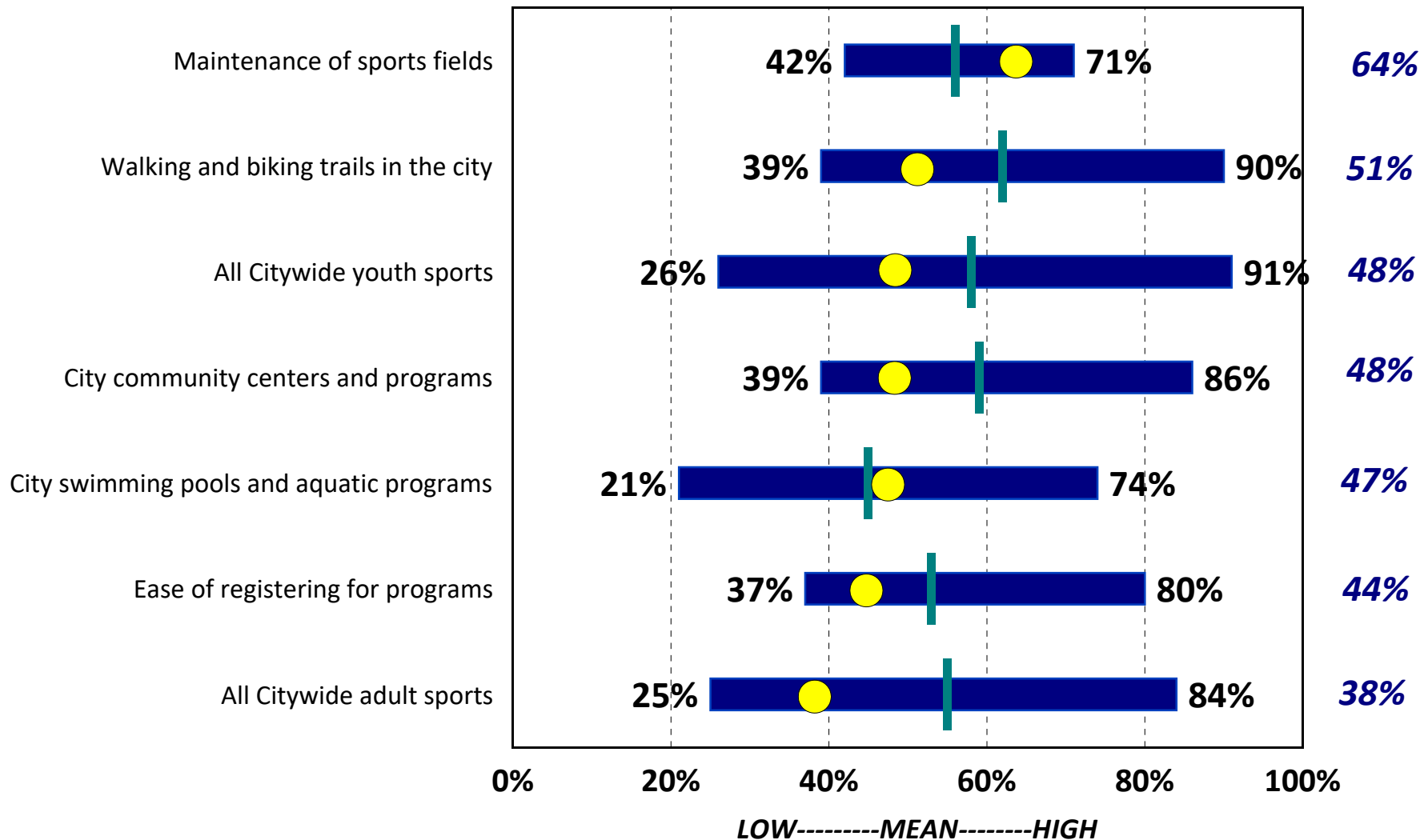
Satisfaction with Parks and Recreation Services

2023

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

DirectionFinder Benchmarks - Cities w/population > 250,000 only

● Las Vegas, NV





4 Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, community leaders have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City’s performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding “Don’t Know” responses). “Don’t Know” responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify the major City services that should receive the most emphasis over the next two years. More than half (56.8%) of households selected “*overall maintenance of city streets*” as one of the most important items for the City to emphasize.

With regard to satisfaction, 33% of respondents surveyed rated “*overall maintenance of city streets*” as a “4” or “5” on a 5-point scale (where “5” means “Very Satisfied”) excluding “Don’t Know” responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 56.8% was multiplied by 67% (1-0.33). This calculation yielded an I-S rating of 0.3806, which ranked first out of fifteen categories of major City services analyzed.

Importance-Satisfaction Analysis



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

Tables showing the results for the City of Las Vegas are provided on the following pages.

Importance-Satisfaction Rating

2023 Las Vegas Community Survey

MAJOR CATEGORIES OF CITY SERVICES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
Overall maintenance of city streets	57%	1	33%	15	0.3806	1
Economic development (jobs)	38%	3	39%	14	0.2288	2
Overall quality of Metropolitan police services	47%	2	55%	9	0.2093	3
<u>High Priority (IS .10-.20)</u>						
Overall enforcement of city codes/ordinances	32%	4	41%	13	0.1894	4
Downtown development	24%	8	52%	10	0.1133	5
Overall effectiveness of city communication	21%	9	47%	12	0.1097	6
<u>Medium Priority (IS <.10)</u>						
Overall maintenance of city parks	25%	6	61%	6	0.0963	7
Overall quality of parks & rec programs/services	25%	7	67%	4	0.0812	8
Overall quality of emergency medical services	30%	5	75%	3	0.0753	9
Overall quality of city customer service	12%	12	58%	8	0.0521	10
Overall quality of City community centers	13%	11	61%	7	0.0491	11
Overall quality of city sewer utilities	8%	13	67%	5	0.0274	12
Overall quality of building inspections by City	5%	15	48%	11	0.0244	13
Overall quality of fire services	14%	10	86%	1	0.0192	14
Reliability of sewer service	8%	14	78%	2	0.0180	15

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to emphasize over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

2023 Las Vegas Community Survey

MAINTENANCE SERVICES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
Cleanliness of city streets/other public areas	73%	1	33%	9	0.4904	1
Adequacy of city street lighting	45%	2	44%	7	0.2531	2
Maintenance of sidewalks in Las Vegas	38%	5	45%	6	0.2101	3
Maintenance of curbs/gutters on city streets	36%	6	43%	8	0.2041	4
<u>High Priority (IS .10-.20)</u>						
Maintenance of streets in your neighborhood	40%	4	51%	4	0.1950	5
Maintenance/preservation of downtown	35%	7	47%	5	0.1860	6
Maintenance of traffic signals and street signs	42%	3	57%	2	0.1806	7
Quality of landscaping along City streets	29%	8	51%	3	0.1436	8
<u>Medium Priority (IS <.10)</u>						
Maintenance of city buildings	21%	9	63%	1	0.0759	9

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to emphasize over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

2023 Las Vegas Community Survey

PUBLIC SAFETY SERVICES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
The City's efforts to prevent crime	60%	1	34%	12	0.3934	1
The visibility of police in neighborhoods	52%	2	40%	9	0.3096	2
How quickly police respond to emergencies	42%	3	34%	11	0.2746	3
Enforcement of local traffic laws	38%	4	33%	13	0.2539	4
Overall quality of local police protection	36%	5	43%	7	0.2069	5
<u>High Priority (IS .10-.20)</u>						
The visibility of police in commercial areas	27%	6	47%	5	0.1415	6
Law enforcement in City parks/facilities	18%	7	36%	10	0.1165	7
<u>Medium Priority (IS <.10)</u>						
Quality of animal control	17%	9	43%	8	0.0941	8
Municipal courts	11%	11	44%	6	0.0588	9
Emergency medical services	15%	10	61%	3	0.0566	10
Fire/medical personnel response to emergencies	18%	8	70%	2	0.0531	11
City Jail (Misdemeanor Detention Center)	7%	13	32%	14	0.0496	12
Fire prevention inspections	5%	14	49%	4	0.0235	13
Firefighting services	8%	12	78%	1	0.0167	14

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to emphasize over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

2023 Las Vegas Community Survey

COMMUNITY DEVELOPMENT AND BEAUTIFICATION SERVICES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
Enforcing clean-up/removal of junk & debris	60%	1	35%	9	0.3868	1
Neighborhood clean-ups sponsored by the City	46%	3	31%	11	0.3174	2
Downtown parking access and information	43%	4	27%	12	0.3161	3
Graffiti removal	49%	2	36%	8	0.3130	4
Exterior maintenance of residential property	35%	5	35%	10	0.2275	5
<u>High Priority (IS .10-.20)</u>						
Exterior maintenance of business property	32%	6	40%	5	0.1938	6
Enforcing parking regulations	27%	7	39%	6	0.1623	7
Enforcing sign regulations	20%	8	39%	7	0.1232	8
<u>Medium Priority (IS < .10)</u>						
Building inspections	11%	9	44%	2	0.0622	9
Building permits	7%	10	42%	4	0.0406	10
Zoning services	7%	11	42%	3	0.0377	11
Business licensing	6%	12	52%	1	0.0307	12

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to emphasize over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

2023 Las Vegas Community Survey

PARKS, RECREATION, CULTURAL, AND COMMUNITY SERVICES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS > .20)						
Homeless services	57%	1	12%	17	0.5051	1
Senior citizens programs and centers	37%	2	45%	9	0.2052	2
High Priority (IS .10-.20)						
Walking and biking trails in the City	31%	3	51%	4	0.1519	3
Arts, culture and special events programs	28%	4	49%	5	0.1428	4
City youth enrichment programs	20%	7	40%	13	0.1200	5
Medium Priority (IS <.10)						
Fees charged for recreation programs	16%	8	41%	12	0.0962	6
Number of park amenities	22%	5	57%	3	0.0959	7
City community centers and programs	16%	9	48%	7	0.0832	8
Number of city parks	21%	6	64%	1	0.0767	9
Ease of registering for programs	14%	11	44%	11	0.0756	10
All Citywide adult sports	10%	13	38%	14	0.0608	11
City swimming pools and aquatic programs	11%	12	47%	8	0.0557	12
Maintenance of sports fields	14%	10	64%	2	0.0511	13
All Citywide youth sports	10%	14	48%	6	0.0510	14
Youth Camps	8%	15	38%	15	0.0490	15
Fees charged for cultural programs	6%	16	36%	16	0.0403	16
Facility and park rentals	4%	17	45%	10	0.0215	17

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to emphasize over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Analysis



Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

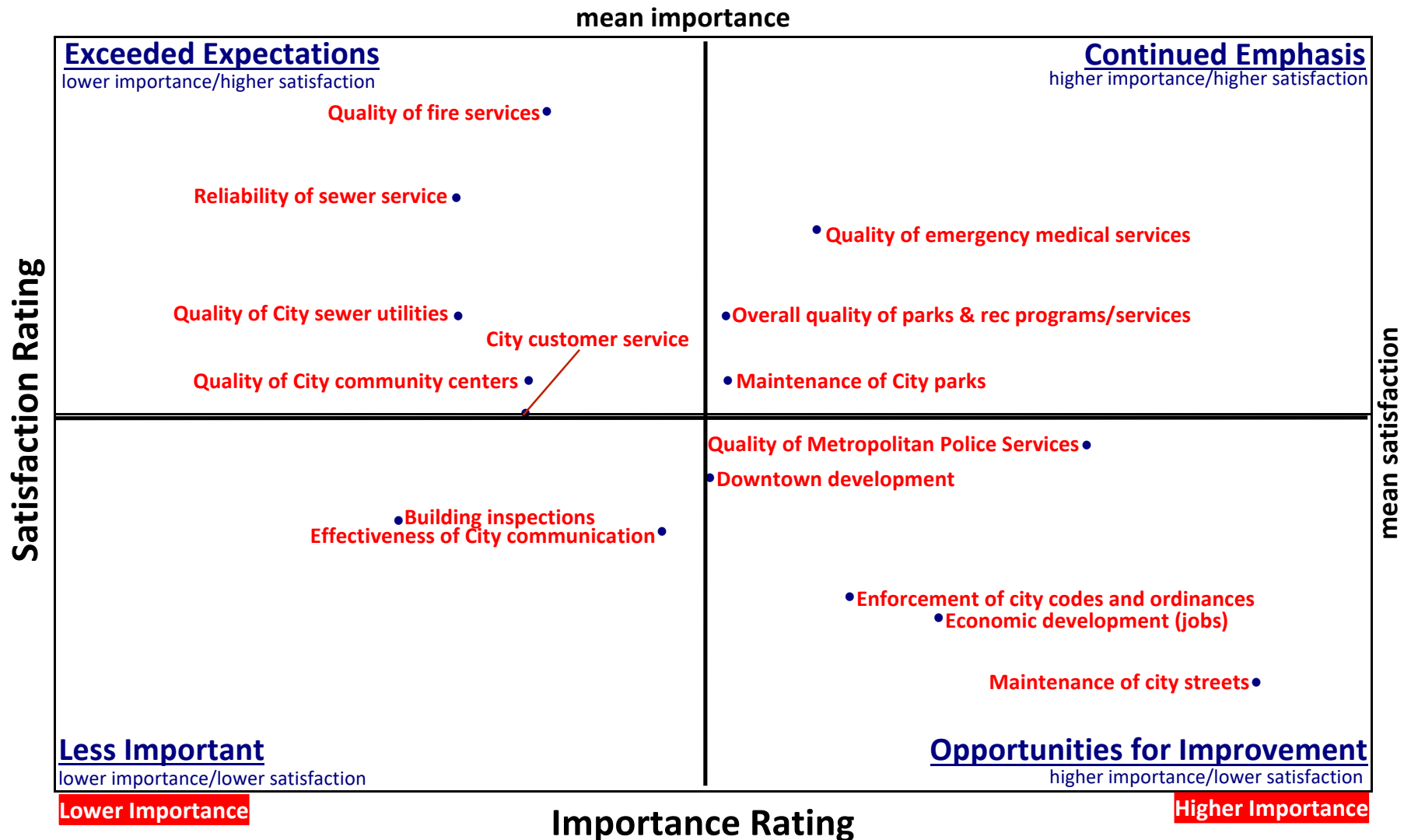
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to its performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrix charts showing the results for the City of Las Vegas are provided on the following pages.

2023 City of Las Vegas DirectionFinder Importance-Satisfaction Assessment Matrix

-Major Categories of City Services-

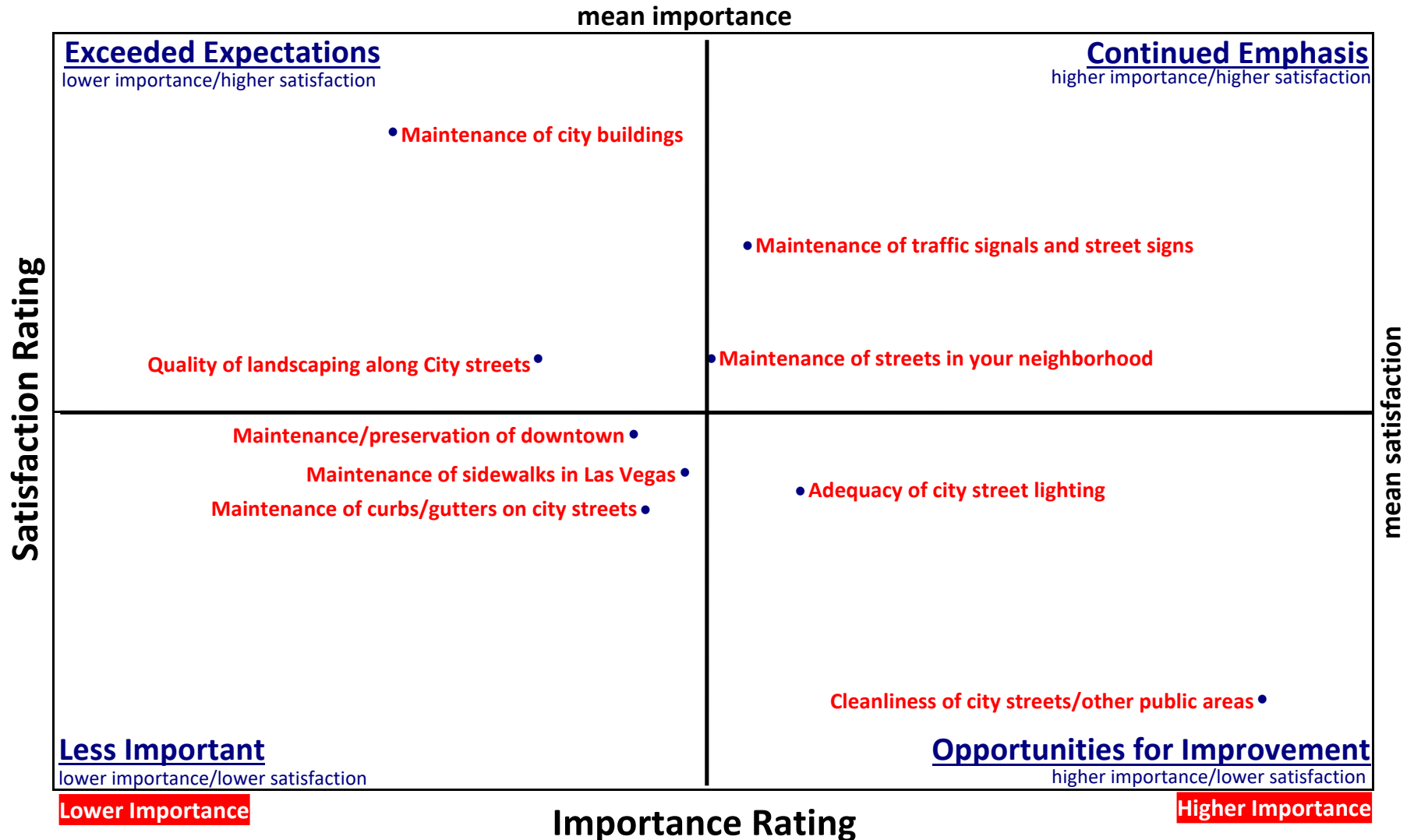
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2023 City of Las Vegas DirectionFinder Importance-Satisfaction Assessment Matrix

-Maintenance Services-

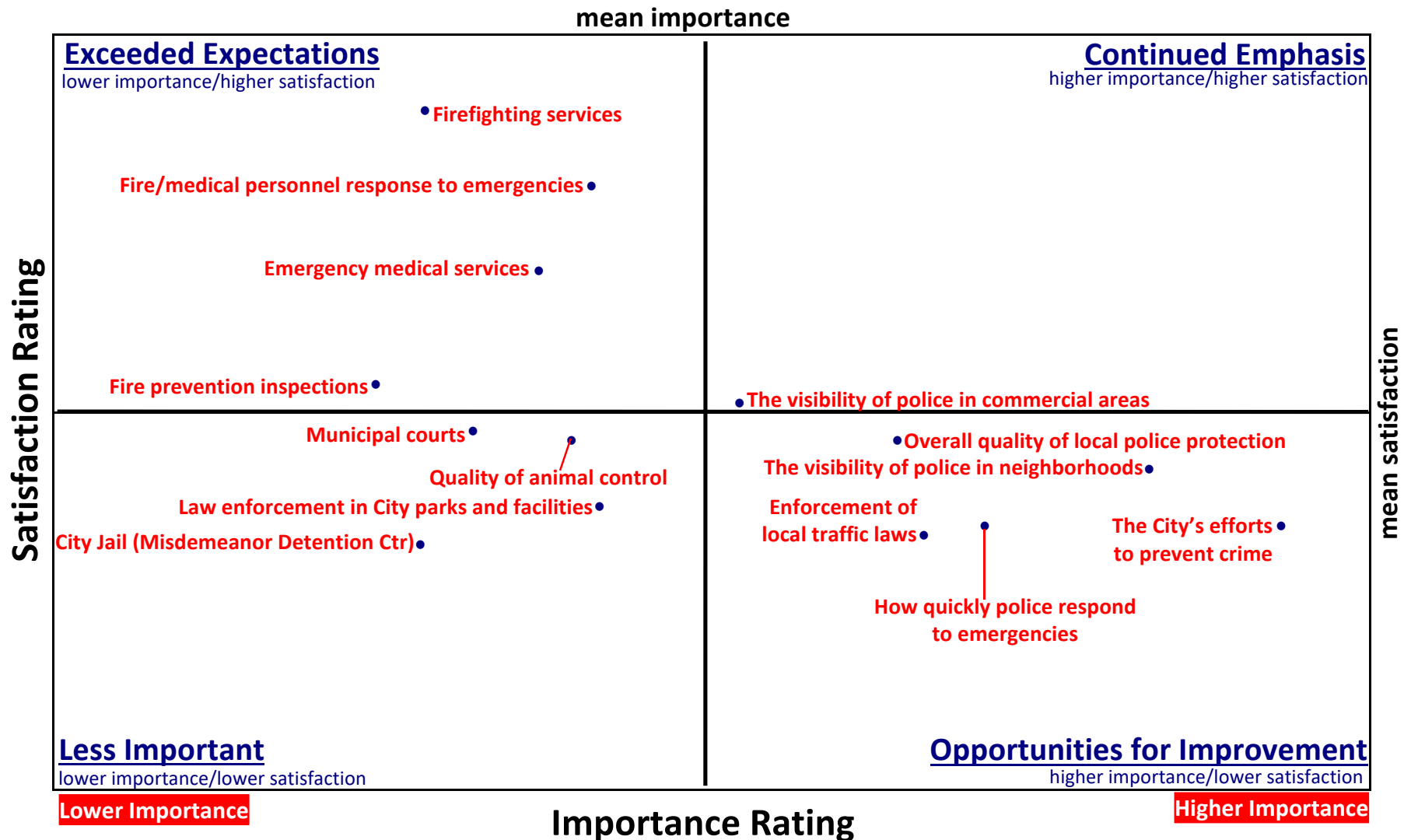
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2023 City of Las Vegas DirectionFinder Importance-Satisfaction Assessment Matrix

-Public Safety Services-

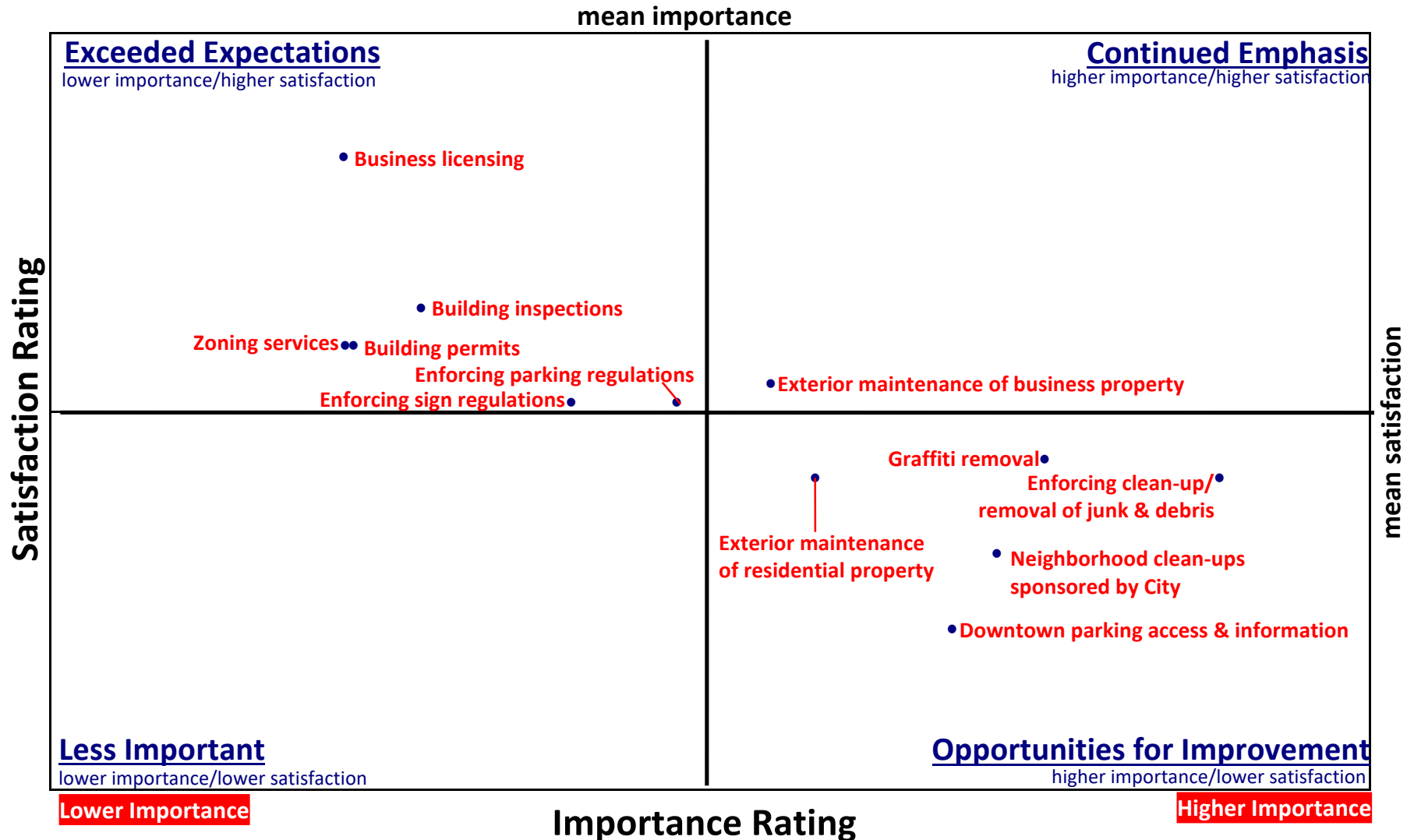
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2023 City of Las Vegas DirectionFinder Importance-Satisfaction Assessment Matrix

-Community Development and Beautification Services-

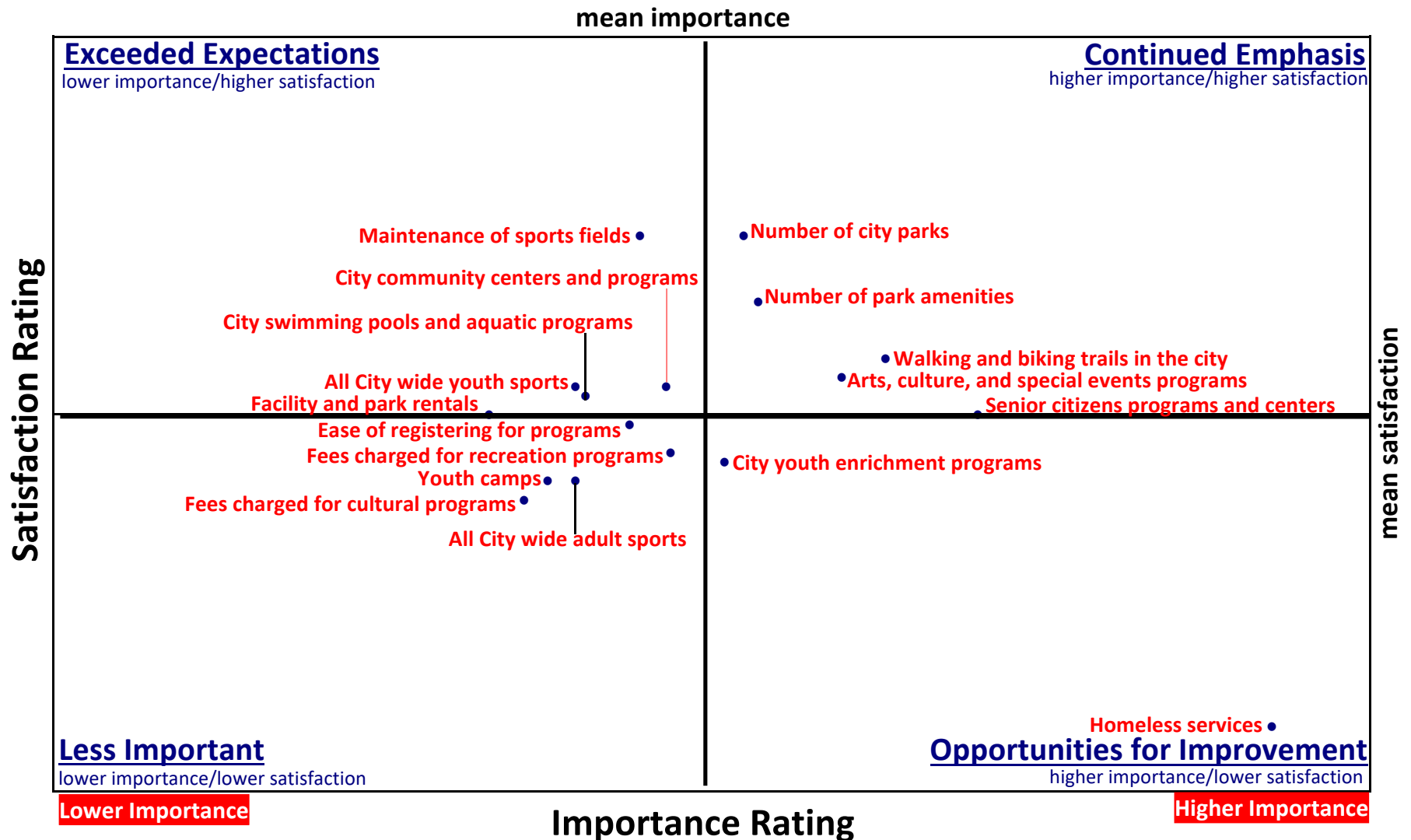
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2023 City of Las Vegas DirectionFinder Importance-Satisfaction Assessment Matrix

-Parks, Recreation, Cultural, and Community Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)





5

Tabular Data

Q1. Please rate your overall satisfaction with major categories of services provided by the City of Las Vegas on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=912)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Reliability of sewer service	39.8%	33.7%	15.5%	4.4%	1.4%	5.3%
Q1-2. Overall quality of fire services	41.7%	29.7%	9.5%	2.2%	0.2%	16.7%
Q1-3. Overall quality of emergency medical services	34.4%	30.2%	14.8%	4.6%	1.6%	14.4%
Q1-4. Overall quality of City parks & recreation programs & services	26.1%	36.0%	19.6%	8.3%	2.1%	7.9%
Q1-5. Overall quality of City community centers	17.9%	26.3%	19.8%	7.3%	1.5%	27.1%
Q1-6. Overall maintenance of City parks	21.9%	35.3%	20.5%	11.8%	4.4%	6.0%
Q1-7. Overall maintenance of City streets	10.4%	22.0%	21.8%	27.7%	16.9%	1.1%
Q1-8. Overall quality of City sewer utilities	26.0%	32.5%	20.8%	7.0%	1.5%	12.2%
Q1-9. Overall enforcement of City codes & ordinances	11.8%	23.4%	25.0%	18.4%	8.9%	12.5%
Q1-10. Overall quality of building inspections by City	10.6%	18.8%	22.5%	8.0%	1.6%	38.5%
Q1-11. Overall quality of customer service you receive from City employees	21.5%	29.6%	24.3%	9.0%	3.5%	12.1%
Q1-12. Overall effectiveness of City communication	12.9%	27.6%	28.5%	13.8%	4.8%	12.3%
Q1-13. Economic development (jobs)	9.2%	22.8%	27.5%	15.0%	6.1%	19.3%
Q1-14. Downtown development	15.1%	31.1%	26.2%	12.4%	4.8%	10.3%
Q1-15. Overall quality of metropolitan police services	25.2%	26.2%	21.6%	13.6%	8.1%	5.3%

WITHOUT "DON'T KNOW"

Q1. Please rate your overall satisfaction with major categories of services provided by the City of Las Vegas on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=912)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Reliability of sewer service	42.0%	35.5%	16.3%	4.6%	1.5%
Q1-2. Overall quality of fire services	50.0%	35.7%	11.4%	2.6%	0.3%
Q1-3. Overall quality of emergency medical services	40.2%	35.2%	17.3%	5.4%	1.9%
Q1-4. Overall quality of City parks & recreation programs & services	28.3%	39.0%	21.3%	9.0%	2.3%
Q1-5. Overall quality of City community centers	24.5%	36.1%	27.2%	10.1%	2.1%
Q1-6. Overall maintenance of City parks	23.3%	37.6%	21.8%	12.6%	4.7%
Q1-7. Overall maintenance of City streets	10.5%	22.3%	22.1%	28.0%	17.1%
Q1-8. Overall quality of City sewer utilities	29.6%	37.0%	23.7%	8.0%	1.7%
Q1-9. Overall enforcement of City codes & ordinances	13.5%	26.7%	28.6%	21.1%	10.2%
Q1-10. Overall quality of building inspections by City	17.3%	30.5%	36.5%	13.0%	2.7%
Q1-11. Overall quality of customer service you receive from City employees	24.4%	33.7%	27.7%	10.2%	4.0%
Q1-12. Overall effectiveness of City communication	14.8%	31.5%	32.5%	15.8%	5.5%
Q1-13. Economic development (jobs)	11.4%	28.3%	34.1%	18.6%	7.6%
Q1-14. Downtown development	16.9%	34.7%	29.2%	13.8%	5.4%
Q1-15. Overall quality of metropolitan police services	26.6%	27.7%	22.8%	14.4%	8.6%

Q2. Which FOUR of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. Top choice	Number	Percent
Reliability of sewer service	22	2.4 %
Overall quality of fire services	15	1.6 %
Overall quality of emergency medical services	74	8.1 %
Overall quality of City parks & recreation programs & services	53	5.8 %
Overall quality of City community centers	18	2.0 %
Overall maintenance of City parks	27	3.0 %
Overall maintenance of City streets	176	19.3 %
Overall quality of City sewer utilities	17	1.9 %
Overall enforcement of City codes & ordinances	75	8.2 %
Overall quality of building inspections by City	5	0.5 %
Overall quality of customer service you receive from City employees	13	1.4 %
Overall effectiveness of City communication	25	2.7 %
Economic development (jobs)	100	11.0 %
Downtown development	52	5.7 %
Overall quality of Metropolitan police services	195	21.4 %
None chosen	45	4.9 %
Total	912	100.0 %

Q2. Which FOUR of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 2nd choice	Number	Percent
Reliability of sewer service	20	2.2 %
Overall quality of fire services	37	4.1 %
Overall quality of emergency medical services	77	8.4 %
Overall quality of City parks & recreation programs & services	53	5.8 %
Overall quality of City community centers	35	3.8 %
Overall maintenance of City parks	53	5.8 %
Overall maintenance of City streets	134	14.7 %
Overall quality of City sewer utilities	25	2.7 %
Overall enforcement of City codes & ordinances	88	9.6 %
Overall quality of building inspections by City	10	1.1 %
Overall quality of customer service you receive from City employees	21	2.3 %
Overall effectiveness of City communication	51	5.6 %
Economic development (jobs)	87	9.5 %
Downtown development	54	5.9 %
Overall quality of Metropolitan police services	93	10.2 %
None chosen	74	8.1 %
Total	912	100.0 %

Q2. Which FOUR of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 3rd choice	Number	Percent
Reliability of sewer service	23	2.5 %
Overall quality of fire services	37	4.1 %
Overall quality of emergency medical services	67	7.3 %
Overall quality of City parks & recreation programs & services	57	6.3 %
Overall quality of City community centers	35	3.8 %
Overall maintenance of City parks	63	6.9 %
Overall maintenance of City streets	114	12.5 %
Overall quality of City sewer utilities	9	1.0 %
Overall enforcement of City codes & ordinances	85	9.3 %
Overall quality of building inspections by City	19	2.1 %
Overall quality of customer service you receive from City employees	38	4.2 %
Overall effectiveness of City communication	56	6.1 %
Economic development (jobs)	70	7.7 %
Downtown development	56	6.1 %
Overall quality of Metropolitan police services	80	8.8 %
None chosen	103	11.3 %
Total	912	100.0 %

Q2. Which FOUR of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 4th choice	Number	Percent
Reliability of sewer service	10	1.1 %
Overall quality of fire services	36	3.9 %
Overall quality of emergency medical services	57	6.3 %
Overall quality of City parks & recreation programs & services	61	6.7 %
Overall quality of City community centers	27	3.0 %
Overall maintenance of City parks	82	9.0 %
Overall maintenance of City streets	94	10.3 %
Overall quality of City sewer utilities	25	2.7 %
Overall enforcement of City codes & ordinances	46	5.0 %
Overall quality of building inspections by City	9	1.0 %
Overall quality of customer service you receive from City employees	41	4.5 %
Overall effectiveness of City communication	57	6.3 %
Economic development (jobs)	85	9.3 %
Downtown development	54	5.9 %
Overall quality of Metropolitan police services	56	6.1 %
None chosen	172	18.9 %
Total	912	100.0 %

SUM OF TOP 4 CHOICES**Q2. Which FOUR of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 4)**

<u>Q2. Sum of top 4 choices</u>	<u>Number</u>	<u>Percent</u>
Reliability of sewer service	75	8.2 %
Overall quality of fire services	125	13.7 %
Overall quality of emergency medical services	275	30.2 %
Overall quality of City parks & recreation programs & services	224	24.6 %
Overall quality of City community centers	115	12.6 %
Overall maintenance of City parks	225	24.7 %
Overall maintenance of City streets	518	56.8 %
Overall quality of City sewer utilities	76	8.3 %
Overall enforcement of City codes & ordinances	294	32.2 %
Overall quality of building inspections by City	43	4.7 %
Overall quality of customer service you receive from City employees	113	12.4 %
Overall effectiveness of City communication	189	20.7 %
Economic development (jobs)	342	37.5 %
Downtown development	216	23.7 %
Overall quality of Metropolitan police services	424	46.5 %
None chosen	45	4.9 %
Total	3299	

Q3. Perceptions. Several items that may influence your perception of the city of Las Vegas are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=912)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by City of Las Vegas	17.4%	37.6%	28.6%	9.2%	1.5%	5.6%
Q3-2. Overall image of City	16.8%	33.7%	25.3%	16.7%	4.7%	2.9%
Q3-3. Overall quality of life in City	13.2%	32.1%	26.4%	18.8%	6.9%	2.6%
Q3-4. Overall quality of your neighborhood	25.3%	32.2%	20.5%	13.0%	6.8%	2.1%
Q3-5. Overall quality of public schools in City of Las Vegas	3.4%	9.1%	16.9%	23.0%	28.3%	19.3%
Q3-6. Overall value that you receive for your City tax dollars & fees	8.1%	22.0%	28.6%	23.4%	11.5%	6.4%
Q3-7. City efforts to promote economic development	10.0%	25.5%	28.6%	17.8%	6.6%	11.5%
Q3-8. City efforts to be inclusive & to promote diversity in the community	13.3%	24.0%	26.9%	11.6%	7.1%	17.1%
Q3-9. Direction City is heading	9.3%	27.0%	25.7%	20.1%	11.7%	6.3%

WITHOUT "DON'T KNOW"

Q3. Perceptions. Several items that may influence your perception of the city of Las Vegas are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=912)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City of Las Vegas	18.5%	39.8%	30.3%	9.8%	1.6%
Q3-2. Overall image of City	17.3%	34.7%	26.1%	17.2%	4.9%
Q3-3. Overall quality of life in City	13.5%	33.0%	27.1%	19.3%	7.1%
Q3-4. Overall quality of your neighborhood	25.9%	32.9%	20.9%	13.3%	6.9%
Q3-5. Overall quality of public schools in City of Las Vegas	4.2%	11.3%	20.9%	28.5%	35.1%
Q3-6. Overall value that you receive for your City tax dollars & fees	8.7%	23.5%	30.6%	24.9%	12.3%
Q3-7. City efforts to promote economic development	11.3%	28.9%	32.3%	20.1%	7.4%
Q3-8. City efforts to be inclusive & to promote diversity in the community	16.0%	29.0%	32.4%	14.0%	8.6%
Q3-9. Direction City is heading	9.9%	28.8%	27.4%	21.4%	12.5%

Q4. Please rate your level of agreement with the following statements on a scale of 1 to 10, where a 10 means "Strongly Agree" and 1 means "Strongly Disagree."

(N=912)

	Strongly agree	9	8	7	6	5	4	3	2	Strongly disagree	Don't know
Q4-1. City is a great place to live	13.9%	13.3%	17.1%	17.2%	11.7%	10.7%	6.0%	4.4%	1.8%	3.3%	0.5%
Q4-2. City is physically attractive	14.4%	11.5%	16.1%	16.7%	12.5%	12.0%	8.9%	3.5%	1.8%	2.2%	0.5%

WITHOUT "DON'T KNOW"

Q4. Please rate your level of agreement with the following statements on a scale of 1 to 10, where a 10 means "Strongly Agree" and 1 means "Strongly Disagree." (without "don't know")

(N=912)

	Strongly agree	9	8	7	6	5	4	3	2	Strongly disagree
Q4-1. City is a great place to live	14.0%	13.3%	17.2%	17.3%	11.8%	10.8%	6.1%	4.4%	1.8%	3.3%
Q4-2. City is physically attractive	14.4%	11.6%	16.2%	16.8%	12.6%	12.0%	8.9%	3.5%	1.8%	2.2%

Q5. On a scale of 1 to 10, where a 10 means "Very Likely" and a 1 means "Not at All Likely," please indicate how likely you would be to recommend your community as a place to live.

(N=912)

	Very likely	9	8	7	6	5	4	3	2	Not at all likely	Don't know
Q5-1. Recommend the community as a place to live	18.1%	12.7%	14.8%	14.1%	11.4%	9.9%	5.8%	4.7%	3.3%	4.1%	1.1%

WITHOUT "DON'T KNOW"

Q5. On a scale of 1 to 10, where a 10 means "Very Likely" and a 1 means "Not at All Likely," please indicate how likely you would be to recommend your community as a place to live. (without "don't know")

(N=912)

	Very likely	9	8	7	6	5	4	3	2	Not at all likely
Q5-1. Recommend the community as a place to live	18.3%	12.9%	15.0%	14.3%	11.5%	10.0%	5.9%	4.8%	3.3%	4.1%

Q6. Ratings of the City. Please rate Las Vegas on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor" with regard to each of the following.

(N=912)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q6-1. As a place to raise children	5.9%	14.5%	20.6%	25.3%	23.9%	9.8%
Q6-2. As a place to work	17.9%	37.0%	22.7%	11.7%	4.7%	6.0%
Q6-3. As a place to retire	23.2%	33.2%	19.2%	12.1%	8.8%	3.5%
Q6-4. As a place to have a business	16.7%	30.4%	24.2%	8.6%	4.3%	15.9%

WITHOUT "DON'T KNOW"

Q6. Ratings of the City. Please rate Las Vegas on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor" with regard to each of the following. (without "don't know")

(N=912)

	Excellent	Good	Neutral	Below average	Poor
Q6-1. As a place to raise children	6.6%	16.0%	22.8%	28.1%	26.5%
Q6-2. As a place to work	19.0%	39.3%	24.2%	12.5%	5.0%
Q6-3. As a place to retire	24.1%	34.4%	19.9%	12.5%	9.1%
Q6-4. As a place to have a business	19.8%	36.1%	28.8%	10.2%	5.1%

Q7. Maintenance. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by the City.

(N=912)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Maintenance of streets in your neighborhood	19.3%	30.7%	21.4%	18.4%	8.8%	1.4%
Q7-2. Maintenance of sidewalks in City of Las Vegas	12.2%	30.5%	25.0%	18.5%	9.8%	4.1%
Q7-3. Maintenance of traffic signals & street signs	18.6%	37.2%	22.0%	12.7%	6.7%	2.7%
Q7-4. Maintenance & preservation of Downtown Las Vegas	13.2%	29.1%	30.2%	12.7%	4.7%	10.2%
Q7-5. Maintenance of City buildings (City Hall, Senior Centers, Community Centers & Fire Stations)	16.9%	34.6%	23.6%	6.4%	0.8%	17.8%
Q7-6. Overall cleanliness of City streets & other public areas	8.1%	24.5%	27.9%	23.7%	13.2%	2.7%
Q7-7. Adequacy of City street lighting	12.5%	30.6%	26.8%	20.7%	7.1%	2.3%
Q7-8. Maintenance of curbs & gutters on City streets	10.6%	30.6%	30.5%	16.6%	8.2%	3.5%
Q7-9. Quality of landscaping along City streets	15.6%	33.3%	28.0%	14.8%	4.7%	3.6%

WITHOUT "DON'T KNOW"**Q7. Maintenance. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by the City. (without "don't know")**

(N=912)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Maintenance of streets in your neighborhood	19.6%	31.1%	21.7%	18.7%	8.9%
Q7-2. Maintenance of sidewalks in City of Las Vegas	12.7%	31.8%	26.1%	19.3%	10.2%
Q7-3. Maintenance of traffic signals & street signs	19.2%	38.2%	22.7%	13.1%	6.9%
Q7-4. Maintenance & preservation of Downtown Las Vegas	14.7%	32.4%	33.6%	14.2%	5.3%
Q7-5. Maintenance of City buildings (City Hall, Senior Centers, Community Centers & Fire Stations)	20.5%	42.1%	28.7%	7.7%	0.9%
Q7-6. Overall cleanliness of City streets & other public areas	8.3%	25.1%	28.6%	24.4%	13.5%
Q7-7. Adequacy of City street lighting	12.8%	31.3%	27.4%	21.2%	7.3%
Q7-8. Maintenance of curbs & gutters on City streets	11.0%	31.7%	31.6%	17.2%	8.5%
Q7-9. Quality of landscaping along City streets	16.2%	34.6%	29.0%	15.4%	4.9%

Q8. Which FOUR of the City maintenance services listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of streets in your neighborhood	159	17.4 %
Maintenance of sidewalks in City of Las Vegas	62	6.8 %
Maintenance of traffic signals & street signs	134	14.7 %
Maintenance & preservation of Downtown Las Vegas	78	8.6 %
Maintenance of City buildings (City Hall, Senior Centers, Community Centers & Fire Stations)	36	3.9 %
Overall cleanliness of City streets & other public areas	225	24.7 %
Adequacy of City street lighting	92	10.1 %
Maintenance of curbs & gutters on City streets	42	4.6 %
Quality of landscaping along City streets	27	3.0 %
None chosen	57	6.3 %
Total	912	100.0 %

Q8. Which FOUR of the City maintenance services listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q8. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of streets in your neighborhood	69	7.6 %
Maintenance of sidewalks in City of Las Vegas	109	12.0 %
Maintenance of traffic signals & street signs	103	11.3 %
Maintenance & preservation of Downtown Las Vegas	82	9.0 %
Maintenance of City buildings (City Hall, Senior Centers, Community Centers & Fire Stations)	42	4.6 %
Overall cleanliness of City streets & other public areas	185	20.3 %
Adequacy of City street lighting	103	11.3 %
Maintenance of curbs & gutters on City streets	83	9.1 %
Quality of landscaping along City streets	63	6.9 %
None chosen	73	8.0 %
Total	912	100.0 %

Q8. Which FOUR of the City maintenance services listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q8. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of streets in your neighborhood	65	7.1 %
Maintenance of sidewalks in City of Las Vegas	88	9.6 %
Maintenance of traffic signals & street signs	74	8.1 %
Maintenance & preservation of Downtown Las Vegas	85	9.3 %
Maintenance of City buildings (City Hall, Senior Centers, Community Centers & Fire Stations)	50	5.5 %
Overall cleanliness of City streets & other public areas	154	16.9 %
Adequacy of City street lighting	102	11.2 %
Maintenance of curbs & gutters on City streets	104	11.4 %
Quality of landscaping along City streets	89	9.8 %
None chosen	101	11.1 %
Total	912	100.0 %

Q8. Which FOUR of the City maintenance services listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q8. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of streets in your neighborhood	70	7.7 %
Maintenance of sidewalks in City of Las Vegas	89	9.8 %
Maintenance of traffic signals & street signs	72	7.9 %
Maintenance & preservation of Downtown Las Vegas	75	8.2 %
Maintenance of City buildings (City Hall, Senior Centers, Community Centers & Fire Stations)	59	6.5 %
Overall cleanliness of City streets & other public areas	103	11.3 %
Adequacy of City street lighting	115	12.6 %
Maintenance of curbs & gutters on City streets	98	10.7 %
Quality of landscaping along City streets	88	9.6 %
None chosen	143	15.7 %
Total	912	100.0 %

SUM OF TOP 4 CHOICES

Q8. Which FOUR of the City maintenance services listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 4)

<u>Q8. Sum of top 4 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of streets in your neighborhood	363	39.8 %
Maintenance of sidewalks in City of Las Vegas	348	38.2 %
Maintenance of traffic signals & street signs	383	42.0 %
Maintenance & preservation of Downtown Las Vegas	320	35.1 %
Maintenance of City buildings (City Hall, Senior Centers, Community Centers & Fire Stations)	187	20.5 %
Overall cleanliness of City streets & other public areas	667	73.1 %
Adequacy of City street lighting	412	45.2 %
Maintenance of curbs & gutters on City streets	327	35.9 %
Quality of landscaping along City streets	267	29.3 %
None chosen	57	6.3 %
Total	3331	

Q9. Transportation. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

(N=912)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Ease of travel on City streets in Las Vegas	10.4%	26.2%	23.1%	20.6%	16.2%	3.4%
Q9-2. Ease of biking in City	4.3%	11.7%	19.1%	13.8%	15.2%	35.9%
Q9-3. Ease of walking in City	10.1%	24.6%	23.7%	19.4%	11.5%	10.7%
Q9-4. Feeling of safety when driving on City streets	7.8%	17.2%	23.0%	27.3%	19.7%	4.9%
Q9-5. Feeling of safety when walking on City streets	6.1%	16.2%	24.3%	26.0%	19.6%	7.7%
Q9-6. Feeling of safety when biking on City streets	3.3%	6.3%	14.8%	18.2%	19.7%	37.7%

WITHOUT "DON'T KNOW"

Q9. Transportation. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")

(N=912)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Ease of travel on City streets in Las Vegas	10.8%	27.1%	24.0%	21.3%	16.8%
Q9-2. Ease of biking in City	6.7%	18.3%	29.7%	21.5%	23.8%
Q9-3. Ease of walking in City	11.3%	27.5%	26.5%	21.7%	12.9%
Q9-4. Feeling of safety when driving on City streets	8.2%	18.1%	24.2%	28.7%	20.8%
Q9-5. Feeling of safety when walking on City streets	6.7%	17.6%	26.4%	28.1%	21.3%
Q9-6. Feeling of safety when biking on City streets	5.3%	10.0%	23.8%	29.2%	31.7%

Q10. Feeling of Safety. On a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

(N=912)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q10-1. In your neighborhood during the day	39.9%	36.3%	14.4%	5.0%	2.1%	2.3%
Q10-2. In your neighborhood at night	19.6%	31.9%	21.9%	15.9%	7.6%	3.1%
Q10-3. In City parks	9.0%	26.0%	27.2%	18.2%	7.7%	12.0%
Q10-4. In Downtown Las Vegas during the day	15.6%	36.0%	24.5%	11.1%	2.9%	10.1%
Q10-5. In Downtown Las Vegas at night	5.9%	15.0%	24.3%	27.1%	16.3%	11.3%
Q10-6. When biking in your neighborhood	11.0%	19.8%	16.6%	9.6%	5.7%	37.3%
Q10-7. When walking in your neighborhood	24.5%	35.6%	19.1%	9.6%	5.9%	5.3%
Q10-8. Overall as a place to live	16.0%	36.0%	26.1%	12.7%	5.9%	3.3%
Q10-9. In City facilities	18.9%	34.0%	24.6%	7.5%	1.4%	13.7%

WITHOUT "DON'T KNOW"

Q10. Feeling of Safety. On a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations. (without "don't know")

(N=912)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q10-1. In your neighborhood during the day	40.9%	37.1%	14.7%	5.2%	2.1%
Q10-2. In your neighborhood at night	20.2%	32.9%	22.6%	16.4%	7.8%
Q10-3. In City parks	10.2%	29.5%	30.9%	20.7%	8.7%
Q10-4. In Downtown Las Vegas during the day	17.3%	40.0%	27.2%	12.3%	3.2%
Q10-5. In Downtown Las Vegas at night	6.7%	16.9%	27.4%	30.5%	18.4%
Q10-6. When biking in your neighborhood	17.5%	31.6%	26.4%	15.4%	9.1%
Q10-7. When walking in your neighborhood	25.8%	37.6%	20.1%	10.2%	6.3%
Q10-8. Overall as a place to live	16.6%	37.2%	27.0%	13.2%	6.1%
Q10-9. In City facilities	21.9%	39.4%	28.5%	8.6%	1.7%

Q11. Public Safety. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the City of Las Vegas.

(N=912)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Visibility of police in neighborhoods	12.2%	25.1%	25.2%	20.5%	11.6%	5.4%
Q11-2. Visibility of police in commercial areas	12.9%	30.3%	24.6%	17.5%	7.3%	7.3%
Q11-3. City's efforts to prevent crime	9.9%	21.4%	24.5%	23.0%	14.8%	6.5%
Q11-4. How quickly police respond to emergencies	9.8%	17.2%	20.6%	16.9%	14.6%	20.9%
Q11-5. Enforcement of local traffic laws	9.2%	20.6%	22.3%	18.0%	21.3%	8.7%
Q11-6. Overall quality of local police protection	13.0%	26.8%	25.9%	17.1%	9.3%	7.9%
Q11-7. Law enforcement in City parks & facilities	8.3%	20.1%	27.4%	14.4%	8.9%	20.9%
Q11-8. Firefighting services	27.9%	32.6%	15.1%	2.0%	0.3%	22.1%
Q11-9. How quickly fire/emergency medical services personnel respond to emergencies	27.0%	27.3%	16.6%	4.9%	1.9%	22.4%
Q11-10. Fire prevention inspections	11.7%	15.6%	20.3%	5.8%	1.4%	45.2%
Q11-11. Quality of animal control	9.8%	22.7%	24.3%	12.7%	5.9%	24.6%
Q11-12. City jail (Misdemeanor Detention Center)	4.4%	6.6%	15.2%	5.7%	3.2%	64.9%
Q11-13. Emergency medical services	18.6%	27.4%	20.3%	6.3%	2.6%	24.8%
Q11-14. Municipal courts	8.0%	17.1%	21.1%	7.2%	3.4%	43.2%

WITHOUT "DON'T KNOW"

Q11. Public Safety. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the City of Las Vegas. (without "don't know")

(N=912)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Visibility of police in neighborhoods	12.9%	26.5%	26.7%	21.7%	12.3%
Q11-2. Visibility of police in commercial areas	14.0%	32.7%	26.5%	18.9%	7.9%
Q11-3. City's efforts to prevent crime	10.6%	22.9%	26.1%	24.6%	15.8%
Q11-4. How quickly police respond to emergencies	12.3%	21.8%	26.1%	21.4%	18.4%
Q11-5. Enforcement of local traffic laws	10.1%	22.6%	24.4%	19.7%	23.3%
Q11-6. Overall quality of local police protection	14.2%	29.0%	28.1%	18.6%	10.1%
Q11-7. Law enforcement in City parks & facilities	10.5%	25.4%	34.7%	18.2%	11.2%
Q11-8. Firefighting services	35.8%	41.8%	19.4%	2.5%	0.4%
Q11-9. How quickly fire/emergency medical services personnel respond to emergencies	34.7%	35.2%	21.3%	6.4%	2.4%
Q11-10. Fire prevention inspections	21.4%	28.4%	37.0%	10.6%	2.6%
Q11-11. Quality of animal control	12.9%	30.1%	32.3%	16.9%	7.8%
Q11-12. City jail (Misdemeanor Detention Center)	12.5%	18.8%	43.4%	16.3%	9.1%
Q11-13. Emergency medical services	24.8%	36.4%	27.0%	8.3%	3.5%
Q11-14. Municipal courts	14.1%	30.1%	37.1%	12.7%	6.0%

Q12. Which FOUR of the public safety items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q12. Top choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	189	20.7 %
Visibility of police in commercial areas	48	5.3 %
City's efforts to prevent crime	213	23.4 %
How quickly police respond to emergencies	95	10.4 %
Enforcement of local traffic laws	106	11.6 %
Overall quality of local police protection	49	5.4 %
Law enforcement in City parks & facilities	25	2.7 %
Firefighting services	6	0.7 %
How quickly fire/emergency medical services personnel respond to emergencies	27	3.0 %
Fire prevention inspections	7	0.8 %
Quality of animal control	22	2.4 %
City jail (Misdemeanor Detention Center)	10	1.1 %
Emergency medical services	24	2.6 %
Municipal courts	15	1.6 %
None chosen	76	8.3 %
Total	912	100.0 %

Q12. Which FOUR of the public safety items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q12. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	123	13.5 %
Visibility of police in commercial areas	71	7.8 %
City's efforts to prevent crime	147	16.1 %
How quickly police respond to emergencies	104	11.4 %
Enforcement of local traffic laws	81	8.9 %
Overall quality of local police protection	79	8.7 %
Law enforcement in City parks & facilities	40	4.4 %
Firefighting services	21	2.3 %
How quickly fire/emergency medical services personnel respond to emergencies	33	3.6 %
Fire prevention inspections	9	1.0 %
Quality of animal control	32	3.5 %
City jail (Misdemeanor Detention Center)	18	2.0 %
Emergency medical services	34	3.7 %
Municipal courts	16	1.8 %
None chosen	104	11.4 %
Total	912	100.0 %

Q12. Which FOUR of the public safety items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q12. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	86	9.4 %
Visibility of police in commercial areas	54	5.9 %
City's efforts to prevent crime	110	12.1 %
How quickly police respond to emergencies	104	11.4 %
Enforcement of local traffic laws	79	8.7 %
Overall quality of local police protection	105	11.5 %
Law enforcement in City parks & facilities	51	5.6 %
Firefighting services	21	2.3 %
How quickly fire/emergency medical services personnel respond to emergencies	53	5.8 %
Fire prevention inspections	12	1.3 %
Quality of animal control	42	4.6 %
City jail (Misdemeanor Detention Center)	19	2.1 %
Emergency medical services	29	3.2 %
Municipal courts	30	3.3 %
None chosen	117	12.8 %
Total	912	100.0 %

Q12. Which FOUR of the public safety items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q12. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	73	8.0 %
Visibility of police in commercial areas	70	7.7 %
City's efforts to prevent crime	73	8.0 %
How quickly police respond to emergencies	77	8.4 %
Enforcement of local traffic laws	79	8.7 %
Overall quality of local police protection	98	10.7 %
Law enforcement in City parks & facilities	50	5.5 %
Firefighting services	21	2.3 %
How quickly fire/emergency medical services personnel respond to emergencies	48	5.3 %
Fire prevention inspections	14	1.5 %
Quality of animal control	55	6.0 %
City jail (Misdemeanor Detention Center)	19	2.1 %
Emergency medical services	46	5.0 %
Municipal courts	35	3.8 %
None chosen	154	16.9 %
Total	912	100.0 %

SUM OF TOP 4 CHOICES

Q12. Which FOUR of the public safety items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 4)

Q12. Sum of top 4 choices	Number	Percent
Visibility of police in neighborhoods	471	51.6 %
Visibility of police in commercial areas	243	26.6 %
City's efforts to prevent crime	543	59.5 %
How quickly police respond to emergencies	380	41.7 %
Enforcement of local traffic laws	345	37.8 %
Overall quality of local police protection	331	36.3 %
Law enforcement in City parks & facilities	166	18.2 %
Firefighting services	69	7.6 %
How quickly fire/emergency medical services personnel respond to emergencies	161	17.7 %
Fire prevention inspections	42	4.6 %
Quality of animal control	151	16.6 %
City jail (Misdemeanor Detention Center)	66	7.2 %
Emergency medical services	133	14.6 %
Municipal courts	96	10.5 %
None chosen	76	8.3 %
Total	3273	

Q13. Customer Service. Have you contacted the City (by phone, online, or visiting) with a question, problem, or complaint during the past year?

Q13. Have you contacted City with a question, problem, or complaint during past year	Number	Percent
Yes	270	29.6 %
No	642	70.4 %
Total	912	100.0 %

Q13a. Which Department did you contact most recently?

Q13a. Which Department did you contact most recently	Number	Percent
Public Works	16	5.9 %
Parks & Recreation	23	8.5 %
Fire & Rescue	8	3.0 %
City Manager's Office	6	2.2 %
City Council Office	4	1.5 %
Building & Safety	10	3.7 %
Business Licensing	13	4.8 %
Municipal Court	18	6.7 %
Sewer Billing	8	3.0 %
Parking Services	12	4.4 %
Code Enforcement	62	23.0 %
Street Maintenance	33	12.2 %
Sewer Maintenance	2	0.7 %
Park Maintenance	1	0.4 %
Call Center	18	6.7 %
City Marshals/Animal Control	12	4.4 %
Other	13	4.8 %
Not provided	11	4.1 %
Total	270	100.0 %

WITHOUT "NOT PROVIDED"

Q13a. Which Department did you contact most recently? (without "not provided")

Q13a. Which Department did you contact most recently	Number	Percent
Public Works	16	6.2 %
Parks & Recreation	23	8.9 %
Fire & Rescue	8	3.1 %
City Manager's Office	6	2.3 %
City Council Office	4	1.5 %
Building & Safety	10	3.9 %
Business Licensing	13	5.0 %
Municipal Court	18	6.9 %
Sewer Billing	8	3.1 %
Parking Services	12	4.6 %
Code Enforcement	62	23.9 %
Street Maintenance	33	12.7 %
Sewer Maintenance	2	0.8 %
Park Maintenance	1	0.4 %
Call Center	18	6.9 %
City Marshals/Animal Control	12	4.6 %
Other	13	5.0 %
Total	259	100.0 %

Q13a-17. Other:

Q13a-17. Other	Number	Percent
Police	6	46.2 %
Animal services	1	7.7 %
Reported a passed out man on my street	1	7.7 %
Councilman	1	7.7 %
Call for discrimination	1	7.7 %
Sidewalks	1	7.7 %
City Hall	1	7.7 %
311 info	1	7.7 %
Total	13	100.0 %

Q13b. How easy was it to contact the person you needed to reach in the Department you indicated in Question 13a?

Q13b. How easy was it to contact the person you needed to reach

	Number	Percent
Very easy	67	24.8 %
Somewhat easy	90	33.3 %
Difficult	56	20.7 %
Very difficult	53	19.6 %
Don't know	4	1.5 %
Total	270	100.0 %

WITHOUT "DON'T KNOW"

Q13b. How easy was it to contact the person you needed to reach in the Department you indicated in Question 13a? (without "don't know")

Q13b. How easy was it to contact the person you needed to reach

	Number	Percent
Very easy	67	25.2 %
Somewhat easy	90	33.8 %
Difficult	56	21.1 %
Very difficult	53	19.9 %
Total	266	100.0 %

Q13c. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means "Always" and 1 means "Never."

(N=270)

	Always	Usually	Sometimes	Seldom	Never	Don't know
Q13c-1. They were courteous & polite	40.4%	27.8%	14.4%	6.7%	4.1%	6.7%
Q13c-2. They gave prompt, accurate, & complete answers to questions	30.7%	26.3%	20.0%	11.1%	6.3%	5.6%
Q13c-3. They did what they said they would do in a timely manner	24.8%	22.6%	17.8%	14.1%	9.3%	11.5%
Q13c-4. They were knowledgeable & technically competent	29.3%	23.3%	22.2%	11.5%	5.9%	7.8%
Q13c-5. They helped you resolve an issue to your satisfaction	24.8%	21.9%	16.3%	14.1%	17.0%	5.9%

WITHOUT "DON'T KNOW"

Q13c. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means "Always" and 1 means "Never." (without "don't know")

(N=270)

	Always	Usually	Sometimes	Seldom	Never
Q13c-1. They were courteous & polite	43.3%	29.8%	15.5%	7.1%	4.4%
Q13c-2. They gave prompt, accurate, & complete answers to questions	32.5%	27.8%	21.2%	11.8%	6.7%
Q13c-3. They did what they said they would do in a timely manner	28.0%	25.5%	20.1%	15.9%	10.5%
Q13c-4. They were knowledgeable & technically competent	31.7%	25.3%	24.1%	12.4%	6.4%
Q13c-5. They helped you resolve an issue to your satisfaction	26.4%	23.2%	17.3%	15.0%	18.1%

Q14. Community Development and Beautification. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

(N=912)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Enforcing clean-up & removal of junk/debris on private property	7.5%	19.7%	23.2%	17.2%	10.1%	22.3%
Q14-2. Enforcing exterior maintenance of residential property	8.7%	19.4%	27.5%	16.2%	8.7%	19.5%
Q14-3. Enforcing exterior maintenance of business property	7.8%	24.1%	27.9%	13.9%	6.3%	20.1%
Q14-4. Enforcing sign regulations	8.2%	20.1%	26.9%	12.6%	4.8%	27.4%
Q14-5. Enforcing parking regulations	9.0%	22.5%	24.9%	14.6%	8.1%	20.9%
Q14-6. Business licensing	9.2%	16.9%	17.0%	4.8%	2.5%	49.6%
Q14-7. Zoning services	6.4%	15.2%	21.1%	6.3%	2.3%	48.8%
Q14-8. Building permits	6.4%	12.6%	18.9%	5.2%	2.2%	54.8%
Q14-9. Building inspections	6.7%	13.2%	18.0%	5.5%	2.1%	54.6%
Q14-10. Graffiti removal	8.9%	19.8%	26.8%	15.8%	7.5%	21.3%
Q14-11. Neighborhood clean-ups sponsored by City	7.0%	12.7%	22.7%	13.6%	7.9%	36.1%
Q14-12. Downtown parking access & information	6.0%	15.2%	21.3%	24.0%	13.5%	20.0%

WITHOUT "DON'T KNOW"

Q14. Community Development and Beautification. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")

(N=912)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Enforcing clean-up & removal of junk/debris on private property	9.6%	25.4%	29.9%	22.1%	13.0%
Q14-2. Enforcing exterior maintenance of residential property	10.8%	24.1%	34.2%	20.2%	10.8%
Q14-3. Enforcing exterior maintenance of business property	9.7%	30.2%	34.8%	17.4%	7.8%
Q14-4. Enforcing sign regulations	11.3%	27.6%	37.0%	17.4%	6.6%
Q14-5. Enforcing parking regulations	11.4%	28.4%	31.5%	18.4%	10.3%
Q14-6. Business licensing	18.3%	33.5%	33.7%	9.6%	5.0%
Q14-7. Zoning services	12.4%	29.8%	41.1%	12.2%	4.5%
Q14-8. Building permits	14.1%	27.9%	41.7%	11.4%	4.9%
Q14-9. Building inspections	14.7%	29.0%	39.6%	12.1%	4.6%
Q14-10. Graffiti removal	11.3%	25.2%	34.0%	20.1%	9.5%
Q14-11. Neighborhood clean-ups sponsored by City	11.0%	19.9%	35.5%	21.3%	12.3%
Q14-12. Downtown parking access & information	7.5%	19.0%	26.6%	30.0%	16.8%

Q15. Which FOUR of the community development items listed in Question 14 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q15. Top choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up & removal of junk/debris on private property	243	26.6 %
Enforcing exterior maintenance of residential property	52	5.7 %
Enforcing exterior maintenance of business property	55	6.0 %
Enforcing sign regulations	37	4.1 %
Enforcing parking regulations	57	6.3 %
Business licensing	13	1.4 %
Zoning services	9	1.0 %
Building permits	4	0.4 %
Building inspections	18	2.0 %
Graffiti removal	108	11.8 %
Neighborhood clean-ups sponsored by City	92	10.1 %
Downtown parking access & information	142	15.6 %
None chosen	82	9.0 %
Total	912	100.0 %

Q15. Which FOUR of the community development items listed in Question 14 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q15. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up & removal of junk/debris on private property	123	13.5 %
Enforcing exterior maintenance of residential property	104	11.4 %
Enforcing exterior maintenance of business property	76	8.3 %
Enforcing sign regulations	50	5.5 %
Enforcing parking regulations	69	7.6 %
Business licensing	12	1.3 %
Zoning services	9	1.0 %
Building permits	17	1.9 %
Building inspections	21	2.3 %
Graffiti removal	122	13.4 %
Neighborhood clean-ups sponsored by City	117	12.8 %
Downtown parking access & information	75	8.2 %
None chosen	117	12.8 %
Total	912	100.0 %

Q15. Which FOUR of the community development items listed in Question 14 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q15. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up & removal of junk/debris on private property	95	10.4 %
Enforcing exterior maintenance of residential property	88	9.6 %
Enforcing exterior maintenance of business property	86	9.4 %
Enforcing sign regulations	39	4.3 %
Enforcing parking regulations	62	6.8 %
Business licensing	19	2.1 %
Zoning services	17	1.9 %
Building permits	19	2.1 %
Building inspections	31	3.4 %
Graffiti removal	113	12.4 %
Neighborhood clean-ups sponsored by City	105	11.5 %
Downtown parking access & information	91	10.0 %
None chosen	147	16.1 %
Total	912	100.0 %

Q15. Which FOUR of the community development items listed in Question 14 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q15. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up & removal of junk/debris on private property	82	9.0 %
Enforcing exterior maintenance of residential property	76	8.3 %
Enforcing exterior maintenance of business property	78	8.6 %
Enforcing sign regulations	57	6.3 %
Enforcing parking regulations	54	5.9 %
Business licensing	15	1.6 %
Zoning services	24	2.6 %
Building permits	24	2.6 %
Building inspections	31	3.4 %
Graffiti removal	103	11.3 %
Neighborhood clean-ups sponsored by City	106	11.6 %
Downtown parking access & information	87	9.5 %
None chosen	175	19.2 %
Total	912	100.0 %

SUM OF TOP 4 CHOICES**Q15. Which FOUR of the community development items listed in Question 14 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 4)**

<u>Q15. Sum of top 4 choices</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up & removal of junk/debris on private property	543	59.5 %
Enforcing exterior maintenance of residential property	320	35.1 %
Enforcing exterior maintenance of business property	295	32.3 %
Enforcing sign regulations	183	20.1 %
Enforcing parking regulations	242	26.5 %
Business licensing	59	6.5 %
Zoning services	59	6.5 %
Building permits	64	7.0 %
Building inspections	101	11.1 %
Graffiti removal	446	48.9 %
Neighborhood clean-ups sponsored by City	420	46.1 %
Downtown parking access & information	395	43.3 %
None chosen	82	9.0 %
Total	3209	

Q16. Usage of City Services. Please indicate if you or other members of your household have used the services listed below during the past year.

(N=912)

	Yes	No	Not provided
Q16-1. City emergency medical services (EMS)	22.5%	71.6%	5.9%
Q16-2. City youth enrichment programs (Safekey, Batteries Included, Youth Neighborhood Association Partnership Program, Strong Start Academy)	7.9%	84.9%	7.2%
Q16-3. City's video programming including cable television & web streaming	21.5%	69.3%	9.2%
Q16-4. City's website	48.1%	43.6%	8.2%
Q16-5. Police services provided at City parks & facilities by Deputy City Marshals	14.8%	76.1%	9.1%
Q16-6. Fire services	13.2%	78.9%	7.9%
Q16-7. City parks	60.3%	31.6%	8.1%
Q16-8. City recreation programs	25.9%	64.9%	9.2%
Q16-9. City swimming pools	15.4%	75.7%	9.0%
Q16-10. City culture programs (Rainbow Company Youth Theater, Las Vegas Valley Book Festival, classes offered at cultural centers, City galleries, amphitheaters, etc.)	24.8%	66.3%	8.9%
Q16-11. City community centers	29.3%	62.1%	8.7%
Q16-12. City animal control services	19.8%	71.6%	8.6%
Q16-13. City bike lanes & bike trails	30.5%	60.6%	8.9%

WITHOUT "NOT PROVIDED"**Q16. Usage of City Services. Please indicate if you or other members of your household have used the services listed below during the past year. (without "not provided")**

(N=912)

	Yes	No
Q16-1. City emergency medical services (EMS)	23.9%	76.1%
Q16-2. City youth enrichment programs (Safekey, Batteries Included, Youth Neighborhood Association Partnership Program, Strong Start Academy)	8.5%	91.5%
Q16-3. City's video programming including cable television & web streaming	23.7%	76.3%
Q16-4. City's website	52.4%	47.6%
Q16-5. Police services provided at City parks & facilities by Deputy City Marshals	16.3%	83.7%
Q16-6. Fire services	14.3%	85.7%
Q16-7. City parks	65.6%	34.4%
Q16-8. City recreation programs	28.5%	71.5%
Q16-9. City swimming pools	16.9%	83.1%
Q16-10. City culture programs (Rainbow Company Youth Theater, Las Vegas Valley Book Festival, classes offered at cultural centers, City galleries, amphitheaters, etc.)	27.2%	72.8%
Q16-11. City community centers	32.1%	67.9%
Q16-12. City animal control services	21.7%	78.3%
Q16-13. City bike lanes & bike trails	33.5%	66.5%

Q17. Communication. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of communication provided by the City of Las Vegas.

(N=912)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q17-1. Availability of information about City programs & services	11.8%	28.6%	28.2%	15.5%	4.6%	11.3%
Q17-2. City efforts to keep you informed about local issues	11.1%	24.6%	30.9%	18.2%	7.5%	7.8%
Q17-3. Level of public involvement in local decision making	4.9%	14.3%	25.2%	24.1%	14.0%	17.4%
Q17-4. Quality of City video programming including cable television & web streaming	8.8%	16.0%	25.9%	7.5%	3.5%	38.4%
Q17-5. Quality of City's social media on Facebook, X (Twitter), Nextdoor, Instagram, LinkedIn, TikTok	9.1%	20.3%	23.0%	8.0%	3.6%	36.0%
Q17-6. Quality of City's web page	10.3%	24.8%	27.0%	7.3%	2.5%	28.1%
Q17-7. Neighborhood outreach by City	5.2%	12.9%	24.1%	16.3%	5.9%	35.5%

WITHOUT "DON'T KNOW"

Q17. Communication. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of communication provided by the City of Las Vegas. (without "don't know")

(N=912)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17-1. Availability of information about City programs & services	13.3%	32.3%	31.8%	17.4%	5.2%
Q17-2. City efforts to keep you informed about local issues	12.0%	26.6%	33.5%	19.7%	8.1%
Q17-3. Level of public involvement in local decision making	6.0%	17.3%	30.5%	29.2%	17.0%
Q17-4. Quality of City video programming including cable television & web streaming	14.2%	26.0%	42.0%	12.1%	5.7%
Q17-5. Quality of City's social media on Facebook, X (Twitter), Nextdoor, Instagram, LinkedIn, TikTok	14.2%	31.7%	36.0%	12.5%	5.7%
Q17-6. Quality of City's web page	14.3%	34.5%	37.5%	10.2%	3.5%
Q17-7. Neighborhood outreach by City	8.0%	20.1%	37.4%	25.3%	9.2%

Q18. Which of the following are your primary sources of information about City issues, services, and events?

Q18. Your primary sources of information about City issues, services, & events	Number	Percent
City newsletter	94	10.3 %
Las Vegas Review Journal/Las Vegas Sun	299	32.8 %
Television news	493	54.1 %
Facebook, X (Twitter) or other social media	377	41.3 %
City cable channel	82	9.0 %
City website	257	28.2 %
City publications	69	7.6 %
City's Recreation Catalog	71	7.8 %
Other	36	3.9 %
Total	1778	

Q18-9. Other:

Q18-9. Other	Number	Percent
Friends	4	11.1 %
The Weekly	3	8.3 %
Library	2	5.6 %
Councilwoman Victoria Seaman	1	2.8 %
Texts	1	2.8 %
Mail	1	2.8 %
Radio	1	2.8 %
Other newsletters	1	2.8 %
Nevada Independent	1	2.8 %
Community websites	1	2.8 %
City cast Las Vegas podcast	1	2.8 %
Vegas podcast and email	1	2.8 %
NPR	1	2.8 %
Emails from City	1	2.8 %
Community outreach where we live	1	2.8 %
HOA information/updates	1	2.8 %
Word of mouth	1	2.8 %
NEWS MEDIA	1	2.8 %
YouTube	1	2.8 %
Information handouts at local libraries, schools, clinics etc.	1	2.8 %
Library, speaking with other residents	1	2.8 %
PHONE	1	2.8 %
Alternate media	1	2.8 %
Internet search	1	2.8 %
Co-workers' information and opinions	1	2.8 %
Online news sources	1	2.8 %
My council member sends great mails	1	2.8 %
Neighborhood email	1	2.8 %
Online searches	1	2.8 %
Newsfeed on cell phone	1	2.8 %
Total	36	100.0 %

Q19. In general, please indicate whether you "Frequently," "Occasionally" or "Never" depend on the following types of communication to stay informed about the City of Las Vegas. If you do not have access to the type of communication listed, please select "Not Applicable."

(N=912)

	Frequently	Occasionally	Never	Not applicable
Q19-1. Group email from City or eNewsletter	5.4%	13.4%	53.6%	27.6%
Q19-2. Person to person/word of mouth	20.8%	48.6%	16.4%	14.1%
Q19-3. Non City-owned media (local newspapers, television, radio, magazines, web sites)	34.6%	42.9%	11.0%	11.5%
Q19-4. The internet (not including City's website)	34.2%	41.7%	12.2%	12.0%
Q19-5. City's social media (Facebook, X (Twitter), & other social media)	16.6%	32.9%	35.0%	15.6%
Q19-6. City's cable channel, KCLV	5.9%	24.5%	50.4%	19.2%
Q19-7. City staff	3.6%	24.1%	49.3%	22.9%
Q19-8. Public meetings	1.5%	21.4%	54.8%	22.3%
Q19-9. City website (lasvegasnevada.gov)	8.7%	41.1%	32.7%	17.5%

WITHOUT "NOT APPLICABLE"

Q19. In general, please indicate whether you "Frequently," "Occasionally" or "Never" depend on the following types of communication to stay informed about the City of Las Vegas. If you do not have access to the type of communication listed, please select "Not Applicable." (without "not applicable")

(N=912)

	Frequently	Occasionally	Never
Q19-1. Group email from City or eNewsletter	7.4%	18.5%	74.1%
Q19-2. Person to person/word of mouth	24.3%	56.6%	19.2%
Q19-3. Non City-owned media (local newspapers, television, radio, magazines, web sites)	39.2%	48.5%	12.4%
Q19-4. The internet (not including City's website)	38.9%	47.3%	13.8%
Q19-5. City's social media (Facebook, X (Twitter), & other social media)	19.6%	39.0%	41.4%
Q19-6. City's cable channel, KCLV	7.3%	30.3%	62.4%
Q19-7. City staff	4.7%	31.3%	64.0%
Q19-8. Public meetings	2.0%	27.5%	70.5%
Q19-9. City website (lasvegasnevada.gov)	10.5%	49.9%	39.6%

Q20. Parks, Recreation, Cultural, Community, and Youth Development Services. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

(N=912)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20-1. Maintenance of sports fields	14.3%	29.4%	19.5%	5.3%	0.8%	30.8%
Q20-2. Number of City parks	19.2%	34.4%	18.0%	9.6%	3.4%	15.4%
Q20-3. Number of park amenities	14.6%	32.2%	20.9%	11.8%	3.0%	17.4%
Q20-4. Walking & biking trails in City	14.6%	26.8%	19.6%	14.6%	5.5%	19.0%
Q20-5. City swimming pools & aquatic programs	9.6%	18.5%	20.4%	7.2%	3.4%	40.8%
Q20-6. Senior citizens programs & centers	8.4%	16.3%	17.7%	9.1%	3.2%	45.3%
Q20-7. All Citywide adult sports	5.7%	12.4%	17.8%	8.4%	3.1%	52.6%
Q20-8. All Citywide youth sports	7.0%	14.5%	16.3%	5.9%	1.2%	55.0%
Q20-9. Ease of registering for programs	7.1%	15.1%	18.8%	6.8%	2.4%	49.8%
Q20-10. Fees charged for recreation programs	6.1%	14.8%	16.6%	10.0%	3.6%	48.9%
Q20-11. Arts, culture, & special events programs in both indoor & outdoor City facilities & public right of way areas	9.0%	22.6%	20.9%	9.1%	2.7%	35.6%
Q20-12. City community centers & programs	8.2%	19.8%	21.7%	7.2%	1.6%	41.3%
Q20-13. City youth enrichment programs (Safekey, Batteries Included, Youth Neighborhood Association Partnership Program)	5.2%	10.7%	16.2%	6.3%	1.6%	60.0%
Q20-14. Facility & park rentals	6.9%	12.7%	16.9%	5.7%	1.3%	56.5%
Q20-15. Youth camps	4.6%	7.0%	13.7%	4.9%	0.5%	69.2%
Q20-16. Homeless services	2.6%	4.9%	13.3%	18.9%	25.9%	34.4%

Q20. Parks, Recreation, Cultural, Community, and Youth Development Services. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20-17. Fees charged for cultural programs	5.0%	11.3%	20.8%	6.5%	2.1%	54.3%

WITHOUT "DON'T KNOW"

Q20. Parks, Recreation, Cultural, Community, and Youth Development Services. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")

(N=912)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20-1. Maintenance of sports fields	20.6%	42.5%	28.2%	7.6%	1.1%
Q20-2. Number of City parks	22.7%	40.7%	21.2%	11.4%	4.0%
Q20-3. Number of park amenities	17.7%	39.0%	25.4%	14.3%	3.6%
Q20-4. Walking & biking trails in City	18.0%	33.0%	24.2%	18.0%	6.8%
Q20-5. City swimming pools & aquatic programs	16.3%	31.3%	34.4%	12.2%	5.7%
Q20-6. Senior citizens programs & centers	15.4%	29.9%	32.3%	16.6%	5.8%
Q20-7. All Citywide adult sports	12.0%	26.2%	37.5%	17.8%	6.5%
Q20-8. All Citywide youth sports	15.6%	32.2%	36.3%	13.2%	2.7%
Q20-9. Ease of registering for programs	14.2%	30.1%	37.3%	13.5%	4.8%
Q20-10. Fees charged for recreation programs	12.0%	29.0%	32.4%	19.5%	7.1%
Q20-11. Arts, culture, & special events programs in both indoor & outdoor City facilities & public right of way areas	14.0%	35.1%	32.5%	14.1%	4.3%
Q20-12. City community centers & programs	14.0%	33.8%	37.0%	12.3%	2.8%
Q20-13. City youth enrichment programs (Safekey, Batteries Included, Youth Neighborhood Association Partnership Program)	12.9%	26.8%	40.5%	15.6%	4.1%
Q20-14. Facility & park rentals	15.9%	29.2%	38.8%	13.1%	3.0%
Q20-15. Youth camps	14.9%	22.8%	44.5%	16.0%	1.8%

WITHOUT "DON'T KNOW"

Q20. Parks, Recreation, Cultural, Community, and Youth Development Services. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20-16. Homeless services	4.0%	7.5%	20.2%	28.8%	39.5%
Q20-17. Fees charged for cultural programs	11.0%	24.7%	45.6%	14.1%	4.6%

Q21. Which FOUR of the parks, recreation, cultural, community, and youth development services listed in Question 20 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q21. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of sports fields	32	3.5 %
Number of City parks	64	7.0 %
Number of park amenities	29	3.2 %
Walking & biking trails in City	82	9.0 %
City swimming pools & aquatic programs	17	1.9 %
Senior citizens programs & centers	107	11.7 %
All Citywide adult sports	24	2.6 %
All Citywide youth sports	13	1.4 %
Ease of registering for programs	13	1.4 %
Fees charged for recreation programs	24	2.6 %
Arts, culture, & special events programs in both indoor & outdoor City facilities & public right of way areas	43	4.7 %
City community centers & programs	17	1.9 %
City youth enrichment programs (Safekey, Batteries Included, Youth Neighborhood Association Partnership Program)	21	2.3 %
Facility & park rentals	1	0.1 %
Youth camps	4	0.4 %
Homeless services	309	33.9 %
Fees charged for cultural programs	6	0.7 %
<u>None chosen</u>	<u>106</u>	<u>11.6 %</u>
Total	912	100.0 %

Q21. Which FOUR of the parks, recreation, cultural, community, and youth development services listed in Question 20 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q21. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of sports fields	21	2.3 %
Number of City parks	56	6.1 %
Number of park amenities	61	6.7 %
Walking & biking trails in City	96	10.5 %
City swimming pools & aquatic programs	28	3.1 %
Senior citizens programs & centers	90	9.9 %
All Citywide adult sports	28	3.1 %
All Citywide youth sports	29	3.2 %
Ease of registering for programs	30	3.3 %
Fees charged for recreation programs	39	4.3 %
Arts, culture, & special events programs in both indoor & outdoor		
City facilities & public right of way areas	52	5.7 %
City community centers & programs	34	3.7 %
City youth enrichment programs (Safekey, Batteries Included, Youth Neighborhood Association Partnership Program)	60	6.6 %
Facility & park rentals	10	1.1 %
Youth camps	20	2.2 %
Homeless services	85	9.3 %
Fees charged for cultural programs	12	1.3 %
<u>None chosen</u>	<u>161</u>	<u>17.7 %</u>
Total	912	100.0 %

Q21. Which FOUR of the parks, recreation, cultural, community, and youth development services listed in Question 20 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q21. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of sports fields	43	4.7 %
Number of City parks	40	4.4 %
Number of park amenities	55	6.0 %
Walking & biking trails in City	52	5.7 %
City swimming pools & aquatic programs	26	2.9 %
Senior citizens programs & centers	91	10.0 %
All Citywide adult sports	17	1.9 %
All Citywide youth sports	25	2.7 %
Ease of registering for programs	46	5.0 %
Fees charged for recreation programs	41	4.5 %
Arts, culture, & special events programs in both indoor & outdoor		
City facilities & public right of way areas	80	8.8 %
City community centers & programs	47	5.2 %
City youth enrichment programs (Safekey, Batteries Included, Youth Neighborhood Association Partnership Program)	50	5.5 %
Facility & park rentals	11	1.2 %
Youth camps	13	1.4 %
Homeless services	61	6.7 %
Fees charged for cultural programs	20	2.2 %
<u>None chosen</u>	<u>194</u>	<u>21.3 %</u>
Total	912	100.0 %

Q21. Which FOUR of the parks, recreation, cultural, community, and youth development services listed in Question 20 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q21. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of sports fields	34	3.7 %
Number of City parks	35	3.8 %
Number of park amenities	58	6.4 %
Walking & biking trails in City	53	5.8 %
City swimming pools & aquatic programs	24	2.6 %
Senior citizens programs & centers	52	5.7 %
All Citywide adult sports	20	2.2 %
All Citywide youth sports	23	2.5 %
Ease of registering for programs	35	3.8 %
Fees charged for recreation programs	45	4.9 %
Arts, culture, & special events programs in both indoor & outdoor		
City facilities & public right of way areas	80	8.8 %
City community centers & programs	47	5.2 %
City youth enrichment programs (Safekey, Batteries Included, Youth Neighborhood Association Partnership Program)	51	5.6 %
Facility & park rentals	14	1.5 %
Youth camps	36	3.9 %
Homeless services	68	7.5 %
Fees charged for cultural programs	19	2.1 %
<u>None chosen</u>	<u>218</u>	<u>23.9 %</u>
Total	912	100.0 %

SUM OF TOP 4 CHOICES

Q21. Which FOUR of the parks, recreation, cultural, community, and youth development services listed in Question 20 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 4)

<u>Q21. Sum of top 4 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of sports fields	130	14.3 %
Number of City parks	195	21.4 %
Number of park amenities	203	22.3 %
Walking & biking trails in City	283	31.0 %
City swimming pools & aquatic programs	95	10.4 %
Senior citizens programs & centers	340	37.3 %
All Citywide adult sports	89	9.8 %
All Citywide youth sports	90	9.9 %
Ease of registering for programs	124	13.6 %
Fees charged for recreation programs	149	16.3 %
Arts, culture, & special events programs in both indoor & outdoor		
City facilities & public right of way areas	255	28.0 %
City community centers & programs	145	15.9 %
City youth enrichment programs (Safekey, Batteries Included, Youth Neighborhood Association Partnership Program)	182	20.0 %
Facility & park rentals	36	3.9 %
Youth camps	73	8.0 %
Homeless services	523	57.3 %
Fees charged for cultural programs	57	6.3 %
None chosen	106	11.6 %
Total	3075	

Q22. Which of the following best describes your race/ethnicity?

<u>Q22. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	61	6.7 %
Black or African American	102	11.2 %
American Indian or Alaska Native	11	1.2 %
White or Caucasian	486	53.3 %
Native Hawaiian or other Pacific Islander	2	0.2 %
Hispanic, Spanish, or Latino/a/x	305	33.4 %
Other	8	0.9 %
Total	975	

Q22-6. Self-describe your race/ethnicity:

<u>Q22-7. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Mixed	2	25.0 %
Jewish	1	12.5 %
French, Chippewa	1	12.5 %
English, Scottish, Irish, German, Scandinavian, Turkish	1	12.5 %
European	1	12.5 %
Middle Eastern	1	12.5 %
British	1	12.5 %
Total	8	100.0 %

Q23. Which of following BEST describes your employment status?

<u>Q23. Your employment status</u>	<u>Number</u>	<u>Percent</u>
Employed	549	60.2 %
Not employed, but seeking work	33	3.6 %
Not employed, but not seeking work (e.g., homemaker, student)	58	6.4 %
Retired	260	28.5 %
Not provided	12	1.3 %
Total	912	100.0 %

WITHOUT "NOT PROVIDED"

Q23. Which of following BEST describes your employment status? (without "not provided")

<u>Q23. Your employment status</u>	<u>Number</u>	<u>Percent</u>
Employed	549	61.0 %
Not employed, but seeking work	33	3.7 %
Not employed, but not seeking work (e.g., homemaker, student)	58	6.4 %
Retired	260	28.9 %
Total	900	100.0 %

Q24. How many years have you lived in Las Vegas?

<u>Q24. How many years have you lived in Las Vegas</u>	<u>Number</u>	<u>Percent</u>
0-5	243	26.6 %
6-10	121	13.3 %
11-15	99	10.9 %
16-20	98	10.7 %
21-30	150	16.4 %
31+	181	19.8 %
Not provided	20	2.2 %
Total	912	100.0 %

WITHOUT "NOT PROVIDED"**Q24. How many years have you lived in Las Vegas? (without "not provided")**

<u>Q24. How many years have you lived in Las Vegas</u>	<u>Number</u>	<u>Percent</u>
0-5	243	27.2 %
6-10	121	13.6 %
11-15	99	11.1 %
16-20	98	11.0 %
21-30	150	16.8 %
31+	181	20.3 %
Total	892	100.0 %

Q25. What is your age?

<u>Q25. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	169	18.5 %
35-44	179	19.6 %
45-54	175	19.2 %
55-64	173	19.0 %
65+	175	19.2 %
Not provided	41	4.5 %
Total	912	100.0 %

WITHOUT "NOT PROVIDED"**Q25. What is your age? (without "not provided")**

<u>Q25. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	169	19.4 %
35-44	179	20.6 %
45-54	175	20.1 %
55-64	173	19.9 %
65+	175	20.1 %
Total	871	100.0 %

Q26. Including yourself, how many people in your household are...

	<u>Mean</u>	<u>Sum</u>
number	2.3	1975
Under age 12	0.2	199
Ages 12-17	0.1	114
Ages 18-34	0.5	412
Ages 35-44	0.4	309
Ages 45-54	0.3	288
Ages 55-64	0.3	292
Ages 65+	0.4	361

Q27. Do you own or rent/lease your current residence?

Q27. Do you own or rent/lease your current residence	Number	Percent
Own	593	65.0 %
Rent/lease	276	30.3 %
Not provided	43	4.7 %
Total	912	100.0 %

WITHOUT "NOT PROVIDED"**Q27. Do you own or rent/lease your current residence? (without "not provided")**

Q27. Do you own or rent/lease your current residence	Number	Percent
Own	593	68.2 %
Rent/lease	276	31.8 %
Total	869	100.0 %

Q28. Which of the following is the highest level of education you have completed?

Q28. Highest level of education you have completed	Number	Percent
Some high school or less	33	3.6 %
High school	270	29.6 %
Some college	246	27.0 %
College graduate	194	21.3 %
Graduate degree	130	14.3 %
Not provided	39	4.3 %
Total	912	100.0 %

WITHOUT "NOT PROVIDED"**Q28. Which of the following is the highest level of education you have completed? (without "not provided")**

Q28. Highest level of education you have completed	Number	Percent
Some high school or less	33	3.8 %
High school	270	30.9 %
Some college	246	28.2 %
College graduate	194	22.2 %
Graduate degree	130	14.9 %
Total	873	100.0 %

Q29. Would you say your total annual household income is...

Q29. Your total annual household income	Number	Percent
Under \$25K	124	13.6 %
\$25K to \$49,999	164	18.0 %
\$50K to \$99,999	246	27.0 %
\$100K+	257	28.2 %
Not provided	121	13.3 %
Total	912	100.0 %

WITHOUT "NOT PROVIDED"

Q29. Would you say your total annual household income is... (without "not provided")

Q29. Your total annual household income	Number	Percent
Under \$25K	124	15.7 %
\$25K to \$49,999	164	20.7 %
\$50K to \$99,999	246	31.1 %
\$100K+	257	32.5 %
Total	791	100.0 %

Q30. What is your current marital status?

Q30. Your current marital status	Number	Percent
Single	192	21.1 %
Married/living with partner	476	52.2 %
Widowed/divorced/separated	210	23.0 %
Not provided	34	3.7 %
Total	912	100.0 %

WITHOUT "NOT PROVIDED"

Q30. What is your current marital status? (without "not provided")

Q30. Your current marital status	Number	Percent
Single	192	21.9 %
Married/living with partner	476	54.2 %
Widowed/divorced/separated	210	23.9 %
Total	878	100.0 %

Q31. Your gender:

<u>Q31. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	442	48.5 %
Female	450	49.3 %
Non-binary	5	0.5 %
Prefer to self-describe	4	0.4 %
Not provided	11	1.2 %
Total	912	100.0 %

WITHOUT "NOT PROVIDED"**Q31. Your gender: (without "not provided")**

<u>Q31. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	442	49.1 %
Female	450	49.9 %
Non-binary	5	0.6 %
Prefer to self-describe	4	0.4 %
Total	901	100.0 %

Q31-4. Self-describe your gender:

<u>Q31-4. Self-describe your gender</u>	<u>Number</u>	<u>Percent</u>
Trans	1	50.0 %
Fluid	1	50.0 %
Total	2	100.0 %

Q32. All things considered, how satisfied are you with your life as a whole these days?

Q32. How satisfied are you with your life as a whole these days

	Number	Percent
Very satisfied	190	20.8 %
Satisfied	403	44.2 %
Neutral	184	20.2 %
Dissatisfied	79	8.7 %
Very dissatisfied	19	2.1 %
Not provided	37	4.1 %
Total	912	100.0 %

WITHOUT "NOT PROVIDED"

Q32. All things considered, how satisfied are you with your life as a whole these days? (without "not provided")

Q32. How satisfied are you with your life as a whole these days

	Number	Percent
Very satisfied	190	21.7 %
Satisfied	403	46.1 %
Neutral	184	21.0 %
Dissatisfied	79	9.0 %
Very dissatisfied	19	2.2 %
Total	875	100.0 %

Ward

Ward	Number	Percent
1	152	16.7 %
2	153	16.8 %
3	150	16.4 %
4	154	16.9 %
5	150	16.4 %
6	153	16.8 %
Total	912	100.0 %



6 Survey Instrument



**LAS VEGAS
CITY COUNCIL**

CAROLYN G. GOODMAN

Mayor

BRIAN KNUDSEN

Mayor Pro Tem

CEDRIC CREAR

VICTORIA SEAMAN

OLIVIA DIAZ

FRANCIS ALLEN-PALENSKE

NANCY E. BRUNE

MIKE JANSSEN

City Manager

November 2023

Dear Las Vegas Resident:

You have been selected to participate in a study assessing city services, quality of life and budget priorities for the city of Las Vegas. Only a small group of city residents have been invited to share their views; thus it is very important that we hear from you.

Enclosed is a short survey that should take fewer than 10 minutes to complete. If there are individual questions not applicable to you, select "Don't Know," and complete the rest of the survey, please. Then return the survey in the enclosed postage-paid envelope within the next 10 days.

This survey also may be completed online at LasVegasGov.org. To help us verify that you are one of the households that was randomly selected for the survey, you will be asked to enter your home address at the end of the survey. Your address information will also help us ensure that we hear from people in all areas of the city. Your responses will be **strictly confidential** -your name will not be released for any purpose.

Your feedback is very important. It will help the city see where improvements can have the greatest benefit for the community and help ensure tax dollars are being spent wisely.

Please focus your responses on services provided within the boundaries of the city of Las Vegas. Keep in mind that the city does not have authority over the Las Vegas Metropolitan Police Department or the Clark County School District. However, the city is responsible for law enforcement in city facilities and parks, which is provided by the deputy city marshals.

The city of Las Vegas and ETC Institute are working together on this study. ETC Institute is a national leader in the field of community-based market research. You can learn more about ETC Institute at <http://etcinstitute.com>. If you have questions on this survey, please contact the City Manager's Office at 702-229-6501.

Thank you for your help and your insight. We look forward to getting your response.

Mike Janssen
City Manager

CITY HALL
495 S. MAIN ST.
LAS VEGAS, NV 89101
702.229.6011 | VOICE
711 | TTY



cityoflasvegas lasvegasnevada.gov

Esta carta lo invita a participar en una encuesta de la Ciudad de Las Vegas. Si quieres participar o tienes dudas, llama al 1-844-811-0411.



2023 Las Vegas Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the city's on-going effort to involve residents in long-range planning and investment decisions. You may also complete this survey on-line by going to LasVegasGov.org. If you have questions, please call the City Manager's Office at 702-229-6501. Thank you!

1. Please rate your overall satisfaction with major categories of services provided by the city of Las Vegas on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Major Categories of City Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Reliability of sewer service	5	4	3	2	1	9
02. Overall quality of fire services	5	4	3	2	1	9
03. Overall quality of emergency medical services	5	4	3	2	1	9
04. Overall quality of city parks and recreation programs and services	5	4	3	2	1	9
05. Overall quality of city community centers	5	4	3	2	1	9
06. Overall maintenance of city parks	5	4	3	2	1	9
07. Overall maintenance of city streets	5	4	3	2	1	9
08. Overall quality of city sewer utilities	5	4	3	2	1	9
09. Overall enforcement of city codes and ordinances	5	4	3	2	1	9
10. Overall quality of building inspections by the city	5	4	3	2	1	9
11. Overall quality of customer service you receive from city employees	5	4	3	2	1	9
12. Overall effectiveness of city communication	5	4	3	2	1	9
13. Economic development (jobs)	5	4	3	2	1	9
14. Downtown development	5	4	3	2	1	9
15. Overall quality of metropolitan police services	5	4	3	2	1	9

2. Which FOUR of the major categories of city services listed in Question 1 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write-in your answers below using the numbers from the list in Question 1.]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____

3. Perceptions. Several items that may influence your perception of the city of Las Vegas are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Quality of Life	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of services provided by the city of Las Vegas	5	4	3	2	1	9
2. Overall image of the city	5	4	3	2	1	9
3. Overall quality of life in the city	5	4	3	2	1	9
4. Overall quality of your neighborhood	5	4	3	2	1	9
5. Overall quality of public schools in the city of Las Vegas	5	4	3	2	1	9
6. The overall value that you receive for your city tax dollars and fees	5	4	3	2	1	9
7. City efforts to promote economic development	5	4	3	2	1	9
8. City efforts to be inclusive and to promote diversity in the community	5	4	3	2	1	9
9. The direction the city is heading	5	4	3	2	1	9

4. Please rate your level of agreement with the following statements on a scale of 1 to 10, where a 10 means "Strongly Agree" and 1 means "Strongly Disagree."

		Strongly Agree							Strongly Disagree			Don't Know
1.	The city is a great place to live	10	9	8	7	6	5	4	3	2	1	99
2.	The city is physically attractive	10	9	8	7	6	5	4	3	2	1	99

5. On a scale of 1 to 10, where a 10 means "Very Likely" and a 1 means "Not at All Likely," please indicate how likely you would be to recommend your community as a place to live.

		Very Likely							Not at All Likely			Don't Know
1.	Recommend the community as a place to live	10	9	8	7	6	5	4	3	2	1	99

6. **Ratings of the City.** Please rate Las Vegas on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor" with regard to each of the following.

Ratings of the City	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. As a place to raise children	5	4	3	2	1	9
2. As a place to work	5	4	3	2	1	9
3. As a place to retire	5	4	3	2	1	9
4. As a place to have a business	5	4	3	2	1	9

7. **Maintenance.** Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by the city.

City Maintenance	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Maintenance of streets in YOUR neighborhood	5	4	3	2	1	9
2. Maintenance of sidewalks in the city of Las Vegas	5	4	3	2	1	9
3. Maintenance of traffic signals and street signs	5	4	3	2	1	9
4. Maintenance and preservation of downtown Las Vegas	5	4	3	2	1	9
5. Maintenance of city buildings (City Hall, Senior Centers, Community Centers and Fire Stations)	5	4	3	2	1	9
6. Overall cleanliness of city streets and other public areas	5	4	3	2	1	9
7. Adequacy of city street lighting	5	4	3	2	1	9
8. Maintenance of curbs and gutters on city streets	5	4	3	2	1	9
9. Quality of landscaping along city streets	5	4	3	2	1	9

8. Which FOUR of the city maintenance services listed in Question 7 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write-in your answers below using the numbers from the list in Question 7.]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____

9. **Transportation.** Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

Transportation	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Ease of travel on city streets in Las Vegas	5	4	3	2	1	9
2. Ease of biking in the city	5	4	3	2	1	9
3. Ease of walking in the city	5	4	3	2	1	9
4. Feeling of safety when driving on city streets	5	4	3	2	1	9
5. Feeling of safety when walking on city streets	5	4	3	2	1	9
6. Feeling of safety when biking on city streets	5	4	3	2	1	9

10. **Feeling of Safety.** On a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

Feeling of Safety	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1. In your neighborhood during the day	5	4	3	2	1	9
2. In your neighborhood at night	5	4	3	2	1	9
3. In city parks	5	4	3	2	1	9
4. In Downtown Las Vegas during the day	5	4	3	2	1	9
5. In Downtown Las Vegas at night	5	4	3	2	1	9
6. When biking in your neighborhood	5	4	3	2	1	9
7. When walking in your neighborhood	5	4	3	2	1	9
8. Overall as a place to live	5	4	3	2	1	9
9. In city facilities	5	4	3	2	1	9

As you answer the following public safety questions, keep in mind that the city does not have authority over the Las Vegas Metropolitan Police Department. However, the city is responsible for law enforcement in city facilities and parks, which is provided by the Deputy City Marshals.

11. **Public Safety.** Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the city of Las Vegas.

Public Safety	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. The visibility of police in neighborhoods	5	4	3	2	1	9
02. The visibility of police in commercial areas	5	4	3	2	1	9
03. The city's efforts to prevent crime	5	4	3	2	1	9
04. How quickly police respond to emergencies	5	4	3	2	1	9
05. Enforcement of local traffic laws	5	4	3	2	1	9
06. Overall quality of local police protection	5	4	3	2	1	9
07. Law enforcement in city parks and facilities	5	4	3	2	1	9
08. Firefighting services	5	4	3	2	1	9
09. How quickly fire/emergency medical services personnel respond to emergencies	5	4	3	2	1	9
10. Fire prevention inspections	5	4	3	2	1	9
11. Quality of animal control	5	4	3	2	1	9
12. City Jail (Misdemeanor Detention Center)	5	4	3	2	1	9
13. Emergency medical services	5	4	3	2	1	9
14. Municipal courts	5	4	3	2	1	9

12. **Which FOUR of the public safety items listed in Question 11 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years?** [Write-in your answers below using the numbers from the list in Question 11.]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____

13. Customer Service. Have you contacted the city (by phone, on-line, or visiting) with a question, problem, or complaint during the past year?

___(1) Yes [Answer Q13a-c.] ___(2) No [Skip to Q14.]

13a. Which Department did you contact most recently?

- | | | |
|-------------------------------|----------------------------|--------------------------------------|
| ___(01) Public Works | ___(07) Business Licensing | ___(13) Sewer Maintenance |
| ___(02) Parks and Recreation | ___(08) Municipal Court | ___(14) Park Maintenance |
| ___(03) Fire and Rescue | ___(09) Sewer Billing | ___(15) Call Center |
| ___(04) City Manager's Office | ___(10) Parking Services | ___(16) City Marshals/Animal Control |
| ___(05) City Council Office | ___(11) Code Enforcement | ___(17) Other: _____ |
| ___(06) Building & Safety | ___(12) Street Maintenance | |

13b. How easy was it to contact the person you needed to reach in the Department you indicated in Question 13a?

___(4) Very easy ___(2) Difficult ___(9) Don't know
 ___(3) Somewhat easy ___(1) Very difficult

13c. Several factors that may influence your perception of the quality of customer service you receive from city employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means "Always" and 1 means "Never."

	Always	Usually	Sometimes	Seldom	Never	Don't Know
1. They were courteous and polite	5	4	3	2	1	9
2. They gave prompt, accurate, and complete answers to questions	5	4	3	2	1	9
3. They did what they said they would do in a timely manner	5	4	3	2	1	9
4. They were knowledgeable and technically competent	5	4	3	2	1	9
5. They helped you resolve an issue to your satisfaction	5	4	3	2	1	9

14. Community Development and Beautification. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

Community Development and Beautification		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Enforcing the clean-up and removal of junk/debris on private property	5	4	3	2	1	9
02.	Enforcing the exterior maintenance of residential property	5	4	3	2	1	9
03.	Enforcing the exterior maintenance of business property	5	4	3	2	1	9
04.	Enforcing sign regulations	5	4	3	2	1	9
05.	Enforcing parking regulations	5	4	3	2	1	9
06.	Business licensing	5	4	3	2	1	9
07.	Zoning services	5	4	3	2	1	9
08.	Building permits	5	4	3	2	1	9
09.	Building inspections	5	4	3	2	1	9
10.	Graffiti removal	5	4	3	2	1	9
11.	Neighborhood clean-ups sponsored by the city	5	4	3	2	1	9
12.	Downtown parking access and information	5	4	3	2	1	9

15. Which FOUR of the community development items listed in Question 14 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write-in your answers below using the numbers from the list in Question 14.]

1st: ___ 2nd: ___ 3rd: ___ 4th: ___

16. Usage of City Services. Please indicate if you or other members of your household have used the services listed below during the past year.

Services			
01.	City Emergency Medical Services (EMS)	Yes	No
02.	City Youth Enrichment Programs (Safekey, Batteries Included, Youth Neighborhood Association Partnership Program, Strong Start Academy)	Yes	No
03.	The city's video programming including cable television and web streaming	Yes	No
04.	The city's website	Yes	No
05.	Police services provided at city parks and facilities by Deputy City Marshals	Yes	No
06.	Fire services	Yes	No
07.	City parks	Yes	No
08.	City recreation programs	Yes	No
09.	City swimming pools	Yes	No
10.	City culture programs (Rainbow Company Youth Theater, Las Vegas Valley Book Festival, classes offered at cultural centers, city galleries, amphitheaters, etc.)	Yes	No
11.	City community centers	Yes	No
12.	City animal control services	Yes	No
13.	City bike lanes and bike trails	Yes	No

17. Communication. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of communication provided by the city of Las Vegas.

City Communications	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The availability of information about city programs and services	5	4	3	2	1	9
2. City efforts to keep you informed about local issues	5	4	3	2	1	9
3. The level of public involvement in local decision making	5	4	3	2	1	9
4. The quality of city video programming including cable television and web streaming	5	4	3	2	1	9
5. The quality of the city's social media on Facebook, X (Twitter), Nextdoor, Instagram, LinkedIn, TikTok	5	4	3	2	1	9
6. The quality of the city's web page	5	4	3	2	1	9
7. Neighborhood outreach by the city	5	4	3	2	1	9

18. Which of the following are your primary sources of information about city issues, services, and events? [Check all that apply.]

- | | |
|--|--|
| <input type="checkbox"/> (1) City newsletter | <input type="checkbox"/> (6) City website |
| <input type="checkbox"/> (2) Las Vegas Review Journal/Las Vegas Sun | <input type="checkbox"/> (7) City publications |
| <input type="checkbox"/> (3) Television News | <input type="checkbox"/> (8) City's Recreation Catalog |
| <input type="checkbox"/> (4) Facebook, X (Twitter) or other social media | <input type="checkbox"/> (9) Other: _____ |
| <input type="checkbox"/> (5) City cable channel | |

19. In general, please indicate whether you "Frequently," "Occasionally" or "Never" depend on the following types of communication to stay informed about the city of Las Vegas. If you do not have access to the type of communication listed, please select "Not Applicable."

Type of Communication	Frequently	Occasionally	Never	Not Applicable
1. Group Email from the city or e-newsletter	3	2	1	9
2. Person to person/word of mouth	3	2	1	9
3. Non city-owned media (local newspapers, television, radio, magazines, web sites)	3	2	1	9
4. The Internet (not including the city's website)	3	2	1	9
5. The city's social media (Facebook, X (Twitter), and other social media)	3	2	1	9
6. The city's cable channel, KCLV	3	2	1	9
7. City staff	3	2	1	9
8. Public meetings	3	2	1	9
9. City website (lasvegasnevada.gov)	3	2	1	9

20. Parks, Recreation, Cultural, Community, and Youth Development Services. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Maintenance of sports fields	5	4	3	2	1	9
02. Number of city parks	5	4	3	2	1	9
03. Number of parks amenities	5	4	3	2	1	9
04. Walking and biking trails in the city	5	4	3	2	1	9
05. City swimming pools and aquatic programs	5	4	3	2	1	9
06. Senior citizens programs and centers	5	4	3	2	1	9
07. All citywide adult sports	5	4	3	2	1	9
08. All citywide youth sports	5	4	3	2	1	9
09. Ease of registering for programs	5	4	3	2	1	9
10. Fees charged for recreation programs	5	4	3	2	1	9
11. Arts, culture, and special events programs in both indoor and outdoor City facilities and public right of way areas	5	4	3	2	1	9
12. City community centers and programs	5	4	3	2	1	9
13. City youth enrichment programs (Safekey, Batteries Included, Youth Neighborhood Association Partnership Program)	5	4	3	2	1	9
14. Facility and park rentals	5	4	3	2	1	9
15. Youth camps	5	4	3	2	1	9
16. Homeless services	5	4	3	2	1	9
17. Fees charged for cultural programs	5	4	3	2	1	9

21. Which FOUR of the parks, recreation, cultural, community, and youth development services listed in Question 20 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write-in your answers below using the numbers from the list in Question 20.]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____

Demographics

22. Which of the following best describes your race/ethnicity? [Check all that apply.]

- ____(01) Asian or Asian Indian
- ____(02) Black or African American
- ____(03) American Indian or Alaska Native
- ____(04) White or Caucasian
- ____(05) Native Hawaiian or other Pacific Islander
- ____(06) Hispanic, Spanish, or Latino/a/x
- ____(99) Other: _____

23. Which of following BEST describes your employment status?

- ____(1) Employed
- ____(2) Not employed, but seeking work
- ____(3) Not employed, but NOT seeking work (e.g., homemaker, student)
- ____(4) Retired

24. How many years have you lived in Las Vegas? _____ years

25. What is your age? _____ years

26. Including yourself, how many people in your household are...

- Under age 12: ____
- Ages 12-17: ____
- Ages 18-34: ____
- Ages 35-44: ____
- Ages 45-54: ____
- Ages 55-64: ____
- Ages 65+: ____

27. Do you own or rent/lease your current residence? ____ (1) Own ____ (2) Rent/lease

28. Which of the following is the highest level of education you have completed?

- (1) Some high school or less (3) Some college (5) Graduate degree
 (2) High school (4) College graduate

29. Would you say your total annual household income is...

- (1) Under \$25,000 (2) \$25,000 to \$49,999 (3) \$50,000 to \$99,999 (4) \$100,000 or more

30. What is your current marital status?

- (1) Single (2) Married/Living with partner (3) Widowed/Divorced/Separated

31. Your gender:

- (1) Male (2) Female (3) Non-binary (4) Prefer to self-describe: _____

32. All things considered, how satisfied are you with your life as a whole these days?

- (5) Very satisfied (3) Neutral (1) Very dissatisfied
 (4) Satisfied (2) Dissatisfied

33. Would you be willing to participate in future surveys sponsored by Las Vegas?

- (1) Yes [Answer Q33a.] (2) No

33a. Please provide your contact information.

Mobile Phone Number: _____

Email Address: _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the city are having problems with city services. If your address is not correct, please provide the correct information. Thank you.