ABOUT THE SURVEY AND METHODOLOGY

For years, the Las Vegas Global Economic Alliance, along with its partners on the Perspective Council, published survey data in an annual comprehensive research book and quarterly newsletters. The surveys examined the opinions and attitudes of the region's workforce, which provides residents, community leaders and businesses actionable insight into the issues that matter most to community and economic development.

The 2019 Las Vegas Perspective Community Survey is the latest of LVGEA's reports testing sentiments to provide the community with the detailed information its residents need to live, work and engage.

- Three separate web-based surveys were commissioned by the Las Vegas Global Economic Alliance and conducted between March 7 and March 12.
- The sample size of each survey is 500 with a margin of error of +/- 3.7 percent at the 90 percent confidence interval.
- Respondents were selected from the current Clark County (southern Nevada) workforce and thus excludes retirees, students and other unemployed workers.
- This report is a summary of the overall survey results and do not necessarily reflect the views of the Las Vegas Global Economic Alliance, the Perspective Council, or its members.
- For questions about survey results, contact Nick Clason at nickc@lvgea.org.
A LETTER FROM THE CEO

At LVGEA, we are always looking for new ways to understand the changing economic landscape of Southern Nevada. We aim to provide residents with the information they need to take a more active role in shaping critical conversations, decisions and policies.

The data we have compiled in this community survey showcases a bright future for Nevadans: diversified recovery remains on track and the economy is steadily improving. Nevada is currently leading the nation in job growth, home gains and population expansion. However, we also know the region must work toward improving key measures such as overall prosperity, inclusivity and educational attainment. There’s more to be done, and that’s why we keep working.

LVGEA’s business development team continues to aggressively attract businesses to Southern Nevada. This progress—with the help of our partners in the city, county and beyond—has propelled the addition or expansion of nearly 200 businesses over the past seven years, totaling 20,000 jobs.

Whether you agree, disagree, or are indifferent with the results, I hope you find this survey a helpful overview of the diverse perspectives that exist in our region. As always, the community is stronger together as we focus on diversifying and strengthening Southern Nevada, paving the way for a bright economic future for years to come.

Sincerely,

Jonas Peterson
President & Chief Executive Officer,
Las Vegas Global Economic Alliance

“...the region must work toward improving key measures such as overall prosperity, inclusivity and educational attainment. There’s more to be done, and that’s why we keep working.”
Nevada’s Economy

How would you rate the current state of Nevada’s economy?

- Excellent: 9.5%
- Good: 44.1%
- Neutral: 36.2%
- Bad: 8.2%
- Terrible: 2.0%

Would you say things in Nevada are:

- 64.2% Generally headed in the right direction
- 15.1% Not sure
- 20.7% Off on the wrong track

Business Environment & Education

Community

Please rank the following options according to how important they are to making your community a better place to live:

1. Stronger K-12 public schools (2.31)
2. More efforts to decrease crime (2.53)
3. Stronger colleges and universities (3.37)
4. Less road congestion and more public transit (3.64)
5. More park and recreation centers (4.06)
6. More arts and cultural activities and institutions (4.11)
7. Reducing blight in the community (4.40)

Note: 1=most important; 7=least important (Avg. Rank)

Business

Compared to last year, is your business’ bottom line:

- Much better: 40.2%
- Somewhat better: 30.0%
- About the same: 15.9%
- Somewhat worse: 11.3%
- Much worse: 2.6%
Minimum Wage

Do you support or oppose raising Nevada’s minimum wage?

- **Support**: 74.6%
- **Oppose**: 14.9%
- **Not sure / No opinion**: 10.5%

Please rank the following options according to which state minimum wage you most prefer:

1. **$12 per hour** (2.01)
2. **$15 per hour** (2.20)
3. **$10 per hour** (2.38)
4. I don’t support raising the minimum wage from $8.25 per hour (3.42)

Note: (Avg. Rank)

Staffing Needs

How have your employer’s staffing needs changed over the past year?

- **Increased**: 45.5%
- **No change**: 20.1%
- **Decreased**: 34.4%

How do you expect your employer’s staffing needs to change in the coming year?

- **Increase**: 53.3%
- **Decrease**: 17.9%
- **No change**: 28.8%

How easy or difficult is it for your business to recruit new employees?

- **Very easy**: 21.7%
- **Somewhat easy**: 26.6%
- **Neither easy nor difficult**: 18.3%
- **Somewhat difficult**: 22.1%
- **Very difficult**: 6.0%
- **Does not apply to my place of business**: 5.4%
Target Industries

As the regional development authority, the Las Vegas Global Economic Alliance (LVGEA) attracts companies to Clark County in order to grow and diversify the local economy. Of the following target industries listed below, where do you think the LVGEA should focus its efforts.

1. Destination Healthcare and Medical Services (3.04)
2. Emerging Technology (3.35)
3. Gaming, Tourism and Conventions (3.89)
4. Business Headquarters and Services (4.00)
5. Logistics, Manufacturing and Supply Chain Management (4.21)
6. Finance, Banking and Insurance (4.29)
7. Autonomous Systems (5.23)

Note: 1=most important; 7=least important (Avg. Rank)

Please rank the industries with the highest demand for future workforce needs:

1. Destination Healthcare and Medical Services (3.00)
2. Emerging Technology (3.35)
3. Gaming, Tourism and Conventions (3.78)
4. Logistics, Manufacturing and Supply Chain Management (4.06)
5. Business Headquarters and Services (4.29)
6. Finance, Banking and Insurance (4.32)
7. Autonomous Systems (5.18)

Note: 1=most needed; 7=least needed (Avg. Rank)

Future Jobs

Please select the option that best describes how you feel about future job opportunities for your children in Southern Nevada.

- There will be plenty of work opportunities so my children won't have to move away from the area (26.8%)
- My children will be able to work near home for a while, but it will be difficult for them and may result in them moving away at some point (20.9%)
- My children will almost certainly have to move away from the area at some point to find work (9.5%)
- N/A; I don't have children (42.7%)
Jobs & Training

If you decided you wanted to change jobs today, how would you feel about the availability of jobs in the community?

- There are a lot of available jobs; I could easily switch: 17.5%
- There are some available jobs; I could switch with some time and effort: 47.3%
- There are only a few available jobs; it would be very difficult to make a switch: 25.7%
- There aren’t many jobs that I’m aware of; it would be impossible to switch: 9.5%

Please select the option that best describes how you feel about the availability of job training or other programs to gain work-related skills:

- My current employer provides sufficient job training: 34.2%
- There are plenty of job training opportunities as long as I pursue them on my own: 24.5%
- I have looked for, but have been unable to find job training: 15.9%
- I have never looked for or been interested in job training: 25.5%

Are you aware of any helpful training, skill development or networking programs for business owners offered in your community?

- Yes, and I have used them in the past: 26.6%
- Yes, but I have not used them: 47.3%
- No: 52.1%

If you decided to get more education and training, what source would you be most likely to use?

- A community college: 26.4%
- A 4-year public college or university: 18.9%
- A 4-year private college or university: 8.8%
- A for-profit college or university: 4.4%
- Another type of institution: 12.3%
- I do not plan to receive more education and training: 19.5%
- Not sure/No opinion: 9.7%
State Revenue Sources

Do you support a state income tax?

- Yes: 25.7%
- No: 56.5%
- Not sure: 17.9%

Do you support the creation of a state lottery?

- Yes: 68.4%
- No: 21.7%
- Not sure: 9.9%

Labor Unions

Do you approve or disapprove of labor unions in Nevada?

- Disapprove: 16.5%
- No opinion: 25.1%
- Approve: 58.5%

Environmental Regulations

How friendly or unfriendly is your local government with regard to environmental regulations?

- Very friendly: 12.1%
- Somewhat friendly: 33.0%
- Neither friendly nor unfriendly: 27.2%
- Somewhat unfriendly: 11.5%
- Very unfriendly: 3.2%
- Does not apply to my business: 12.9%

Presidential Administration

What impact has the current presidential administration had on your business?

- Very negative impact: 7.6%
- Somewhat negative impact: 17.7%
- No impact: 45.3%
- Very / Somewhat positive impact: 29.4%
- Somewhat positive impact: 12.3%
- Very positive impact: 17.1%
Educated Workforce

For Nevada’s economy to compete with other states, it is essential to have an educated workforce.

K-12 Schools

Please select the option that best describes how you feel about the quality of public K-12 schools in Clark County:

- Extremely bad: 13.3%
- Poor: 38.0%
- Average: 30.4%
- Pretty good: 12.1%
- Excellent: 6.2%
- Not sure / No opinion: 10.1%

9.0% Disagree

80.9% Agree

K-12 Funding

Which of the following do you think are the most appropriate funding sources for K-12 education?

1. Hotel room tax (2.52)
2. Sales tax (2.90)
3. Commerce tax (2.90)
4. Mining tax (3.33)
5. Property tax (3.35)

Note: 1=most preferred; 5=least preferred (Avg. Rank)

Education Solutions

Please rank the following options as possible solutions to the Nevada education system:

1. Funding (2.79)
2. Teacher salaries (3.02)
3. Parental involvement (3.44)
4. Accountability (3.53)
5. Reform (4.02)
6. School Choice (4.20)

Note: 1=most important; 6=least important (Avg. Rank)

Funding Formula

Nevada’s education funding formula dates back to 1967. Do you believe that the state should update the education funding formula?

78.1% Yes

15.9% Not sure

6.0% No
State Funding
Should the State of Nevada increase the amount of money spent on public education, even if that means your taxes will increase?

- Yes: 66.4%
- No: 33.6%

Please select the additional amount you would be willing to pay each year in order to make your community’s public schools among the top 20% in the country:

- $0: 22.3%
- $1-$99: 33.6%
- $100-$249: 24.3%
- $250-$499: 10.9%
- $500-$999: 4.2%
- $1,000 or more: 4.8%

School Choice
Do you believe parents should be able to send their children to any public school of their choice within their home county?

- Yes: 72.2%
- No: 27.8%

Degrees and Certifications
In general, how important is having a degree or certificate beyond high school?

- Very important: 45.7%
- Somewhat important: 32.2%
- Not very important: 9.9%
- Not at all important: 8.2%
- Not sure/No opinion: 4.0%

Teachers
Please select the option that best describes how you feel about the quality of teachers in the public K-12 schools in Clark County:

- Excellent: 6.4%
- Pretty good: 19.3%
- Average: 46.1%
- Poor: 21.9%
- Extremely bad: 6.4%

Do you think teachers who work in poorer neighborhoods should be paid more than teachers who work in more affluent neighborhoods?

- Yes: 42.2%
- No: 38.6%
- Not sure: 19.3%
CCSD Trustees

Please select the option that best describes how you feel members of the Clark County School District (CCSD) Board of Trustees should be selected:

- 49.1% All CCSD Trustees should be elected
- 47.1% Some CCSD Trustees should be appointed and some elected
- 9.5% All CCSD Trustees should be appointed
- 41.4% Some CCSD Trustees should be appointed and some elected

Higher Education

Please select the option that best describes how you feel about the quality of colleges and universities in Clark County specifically:

- Excellent: 9.0%
- Pretty good: 30.4%
- Average: 48.1%
- Poor: 10.5%
- Extremely bad: 2.0%

Principals

Do you agree that principals with greater decision-making authority at their individual schools have improved educational outcomes?

- Strongly agree: 14.9%
- Agree: 35.0%
- Neutral: 41.2%
- Disagree: 7.2%
- Strongly disagree: 1.8%

In general, when thinking about the value of a college education today, would you say that the overall value most college graduates get back over their lifetime:

- is worth more than what they pay for attending college: 21.1%
- is worth less than what they pay for attending college: 46.1%
- is about equal to what they pay for attending college: 20.7%
- Not sure / No opinion: 12.1%
**Student Loan Debt**

Do you personally view the problem of student loan debt for people in the United States to be a major problem, a minor problem or not a problem?

- **Major problem**: 66.0%
- **Minor problem**: 22.3%
- **Not a problem**: 5.4%
- **Not sure / No opinion**: 6.4%

**Financial Aid**

How important is it for the State of Nevada to continue providing state-funded financial aid for college students who demonstrate financial need?

- **Very important**: 59.2%
- **Somewhat important**: 26.2%
- **Not very important**: 6.4%
- **Not at all important**: 3.2%
- **Not sure / No opinion**: 5.0%

Do you think that the State of Nevada provides enough financial aid for students who want to obtain a college degree?

- **Yes**: 31.6%
- **No**: 39.6%
- **Not sure / No opinion**: 28.8%
TRANSPORTATION INFRASTRUCTURE

Project Neon

Please select the option that best describes how you feel about the construction efforts of Project Neon:

- Excellent / Good: 34.2%
- Good: 22.6%
- Average: 19.8%
- Poor: 12.8%
- Fair: 13.8%
- Don’t know / No opinion: 11.6%

Road Repair

Please select the option that best describes the status of road repair in Southern Nevada:

- Roads are in excellent shape. I almost never see a problem that needs to be fixed: 7.0%
- Roads are in good shape. I only occasionally see a road problem that needs to be fixed: 42.6%
- Roads are in poor shape. I frequently see some road problems that need to be fixed: 38.2%
- Roads are in terrible shape. They constantly need repair: 12.2%
- Don’t know / No opinion: 22.6%

Daily Commute

Please estimate the average amount of time it takes to commute to your destination on a daily basis:

- Less than 5 minutes: 8.2%
- 5 to 15 minutes: 24.0%
- 16 to 30 minutes: 41.0%
- 31 to 45 minutes: 14.6%
- More than 45 minutes: 6.2%
- I don’t commute: 6.0%
Parking Fees
Strip casinos started charging for parking at their hotels. How has this affected your behavior when going to the Strip?

- 30.2% I avoid parking at Strip casinos that charge for parking (i.e. park at a casino that doesn't charge for parking)
- 23.2% I avoid using any services from a Strip casino that charges for parking
- 5.8% No change
- 18.0% I use ride-sharing services (e.g. Uber, Lyft, etc.) to get to the Strip
- 4.4% I use public transportation to get to the Strip
- 2.6% I use taxicabs to get to the Strip
- 4.6% I use the valet service more often
- 11.2% I do not go to the Strip
- 53.4% Avoid services and Strip casinos that charge for parking
- 25.8% I avoid attending sporting events on the Strip
- 7.2% I use public transportation to get to the Strip to attend sporting events
- 3.8% I use taxicabs to get to the Strip to attend sporting events
- 21.2% No change
- 47.0% Avoid sporting and entertainment events on the Strip
- 24.8% I use ride-sharing services (e.g. Uber, Lyft, etc.) to get to the Strip to attend sporting events
- 20.0% I avoid the Strip for all entertainment events
- 17.2% No change
- 18.0% I use ride-sharing services (e.g. Uber, Lyft, etc.) to get to the Strip

Sporting Events
Las Vegas has attracted four professional sports teams - the Golden Knights, the Raiders, the Las Vegas Lights and the Las Vegas Aces. How has the presence of these teams affected your driving patterns?

- 53.4% Avoid services and Strip casinos that charge for parking
- 25.8% I avoid attending sporting events on the Strip
- 7.2% I use public transportation to get to the Strip to attend sporting events
- 3.8% I use taxicabs to get to the Strip to attend sporting events
- 21.2% No change
- 47.0% Avoid sporting and entertainment events on the Strip
- 24.8% I use ride-sharing services (e.g. Uber, Lyft, etc.) to get to the Strip to attend sporting events
- 20.0% I avoid the Strip for all entertainment events
- 17.2% No change
- 18.0% I use ride-sharing services (e.g. Uber, Lyft, etc.) to get to the Strip

Parking Fees
Strip casinos started charging for parking at their hotels. How has this affected your behavior when going to the Strip?
Improving Mass Transit

Please estimate the additional amount you would be willing to pay in order to improve the availability of mass transit in Southern Nevada:

- $0/yr: 21.0%
- $1-$25/yr: 35.0%
- $26-$50/yr: 22.0%
- $51 to $100/yr: 12.2%
- $101 to $250/yr: 6.2%
- More than $251/yr: 6.2%

Please select the option that best describes how you feel about the quality of mass public transportation options provided in Southern Nevada:

- Excellent: 4.6%
- Good: 11.8%
- Good / Excellent: 16.4%
- Average: 29.8%
- Fair: 19.6%
- Poor: 14.2%
- I do not utilize mass public transportation: 20.0%

Note: 1=most important; 8=least important (Avg. Rank)

Should the State of Nevada increase the amount of money spent on public infrastructure, even if that means your taxes will increase?

- Yes: 45.0%
- No: 30.2%
- Not sure: 24.8%
**Transportation Projects**

Local groups are studying possible transportation infrastructure needs in local major employment and tourism areas. Please rank the importance of the transportation projects listed below:

1. **Improving pedestrian flow on the Las Vegas Strip by constructing walkways at more intersections** (3.56)
2. Extending the Las Vegas Monorail to McCarran International Airport (3.66)
3. Programs that would pay employees on the Strip to take public transit to work rather than individual cars (3.76)
4. A transit hub near the Las Vegas Strip serving the new convention center, providing easy taxi and other transit services to tourists and guests (4.06)
5. Light rail connecting UNLV, Downtown Las Vegas and destinations in between (4.10)
6. Better staging areas for taxis, Uber/Lyft and limousines at McCarran International Airport and major resorts (4.14)
7. Improving pedestrian and transit connections to the Raiders Stadium (4.71)

**Note:** 1 = most important; 7 = least important (Avg. Rank)

---

**Modes of Transportation**

Please rank the following modes of transportation according to what would be most beneficial in improving your daily life:

1. **Additional lane capacity for cars** (3.07)
2. Buses in dedicated lanes connecting suburbs and downtown (3.82)
3. Light rail connecting locations around the valley (3.98)
4. Improving pedestrian connections to downtown locations (4.24)
5. Extending the Las Vegas Monorail (4.43)
6. Streetcars connecting downtown locations (4.74)
7. Additional high-quality bicycle facilities (5.83)
8. Toll lanes on major freeways like I-15, 215 Beltway and US-95 (5.90)

**Note:** 1 = most beneficial; 8 = least beneficial (Avg. Rank)
Regional Transportation Projects

Local groups are also considering various regional transportation projects. Of the following possible regional transportation projects, please rank their importance to you:

1. Connecting Las Vegas and Los Angeles with high-speed passenger rail (2.58)
2. Expanding I-15 in California to accommodate more passenger traffic (2.82)
3. Completing work on the I-11 to connect Las Vegas to Phoenix (3.57)
4. Extending I-11 to connect Las Vegas and Phoenix to Reno (3.75)
5. Expanding access to refueling and recharging stations for hydrogen and electric-powered vehicles (4.14)
6. Preparing roads in tourist and major employment areas for self-driving cars (4.15)

Note: 1=most important; 6=least important (Avg. Rank)

Transportation Improvements

Which of the following transportation improvement(s) could enhance economic growth in Southern Nevada the most? Choose all that apply:

- **61.0%** Roadways for cars
e.g. interstates, major roads, minor roads
- **63.8%** Transit
e.g. light rail, improved bus service
- **28.8%** Bicycle facilities
e.g. bike lanes, bike trails
- **41.6%** Pedestrian facilities
e.g. sidewalks, walking paths

**3.8%** None of the above
High-Capacity Transit

Please rate how strongly you agree or disagree with the following statement: Southern Nevada would benefit from a high-capacity transit system (frequent and reliable transit such as light rail)

- 70.0% Agree / Strongly Agree
- 37.4% Agree
- 32.6% Strongly Agree
- 21.4% Neutral
- 4.0% Disagree
- 4.6% Strongly Disagree

In your opinion, which is the best option to improve the connection between McCarran International Airport and the Las Vegas Strip?

- 41.6% Extend the monorail
- 26.4% Creation of a light rail system
- 12.0% Provide convenient bus service between McCarran and the Strip
- 11.8% Improve existing roadways
- 8.2% Enhance staging areas for Uber and Lyft at McCarran

Which airport provides the best overall travel experience?

1. Las Vegas - McCarran International Airport (LAS) (7.99)
2. Los Angeles International Airport (LAX) (3.47)
3. Denver International Airport (DEN) (3.48)
4. Phoenix Sky Harbor International Airport (PHX) (3.54)
5. Chicago O’Hare International Airport (ORD) (4.17)
6. Hartsfield-Jackson Atlanta International Airport (ATL) (4.34)

Note: 1=best experience; 6=worse experience (Avg. Rank)
Water Supply

When thinking about the region’s water supply, please select the option that best describes how you feel:

- I think we will have a water shortage in less than 2 years: 18.4%
- I think we will have a water shortage in 2-5 years: 31.2%
- I think we will have a water shortage in 5-10 years: 39.0%
- We have plenty of water for the future: 11.4%

Carbon Emissions

Carbon emissions have significantly dropped in the state over the last five years. Please select how important this issue should be for local business owners:

- Very / Somewhat important: 60.8%
- Somewhat important: 28.4%
- Neutral: 22.4%
- Very unimportant: 7.8%
- Somewhat unimportant: 4.6%
- Not sure: 4.6%

Energy Services

Please rank the importance of the following energy services:

1. Low cost (2.34)
2. Price stability (2.60)
3. Reliability (2.64)
4. Customer service (3.48)
5. Percentage of renewables (3.93)

Note: 1=most important; 5=least important (Avg. Rank)

Amenities

Please select the option that best describes how you feel about the availability of recreational amenities, entertainment and dining options in your local community:

- Excellent / Good: 61.8%
- Good: 26.0%
- Average: 9.0%
- Fair: 3.2%
- Poor: 3.2%

Transportation Infrastructure
Voting Issues
Thinking about your recent vote, what would you say was the top issue on your mind when you cast your vote for state offices such as Governor or the Nevada Legislature?

- Education: 20.0%
- Jobs and the economy: 15.4%
- Healthcare: 15.2%
- Gun policy: 9.4%
- Immigration: 8.4%
- Energy and the environment: 5.4%
- Public safety: 4.8%
- Land use and water: 3.6%
- Yucca Mountain: 2.8%
- Other: 1.8%
- I did not vote: 13.4%

Cannabis Lounges
Licensed cannabis consumption lounges, also known as marijuana lounges, allow patrons to consume marijuana in consumption-friendly businesses such as cafés. Which best describes your view on Nevada’s role in regulating cannabis lounges?

- Nevada should regulate and license cannabis lounges, allowing for the creation of as many lounges as the market can support: 30.1%
- Nevada should regulate and license cannabis lounges but generally limit and restrict the number of lounges that may open: 32.7%
- Nevada should let individual cities and counties decide whether or not to regulate and license cannabis lounges: 23.8%
- Nevada should wait for the federal government to provide guidance allowing for cannabis lounges: 13.4%

Background Checks
A bill that requires background checks on private firearm sales in Nevada was recently signed into law. Do you favor or oppose background checks on private firearm sales in Nevada?

- Favor: 72.3%
- Oppose: 25.8%
- Don’t know / No opinion: 13.6%

Legalized Prostitution
Prostitution is illegal in Clark County (which contains Las Vegas) but permitted in other areas of Nevada. Do you have a generally favorable or unfavorable opinion of it?

- Favorable: 35.1%
- Unfavorable: 39.1%
- Don’t know / No opinion: 25.8%
Healthcare

A health reform bill was signed into law in 2010 (“Obamacare”). Given what you know about the health reform law, do you have a generally favorable or generally unfavorable opinion of it?

Tariffs

In the last year, President Trump has placed tariffs on Chinese imports and imported steel and aluminum, and is considering placing tariffs on imported automobiles and automobile parts. Given what you know about the tariffs, do you have a generally favorable or generally unfavorable opinion of it?

Yucca Mountain

The U.S. Department of Energy recently transferred a half-ton shipment of weapons-grade plutonium from South Carolina to the Nevada National Security Site. Knowing this, do you support or oppose the resurrection of the Yucca Mountain project?
Law Enforcement

Do you believe we have enough police to keep our community safe?

- We have enough police to keep our community safe: 30.1%
- We need more police to keep our community safe: 45.1%
- We need to significantly increase the number of police to keep our community safe: 13.4%
- No opinion: 11.4%

How much confidence do you have in local law enforcement?

- 14.8% Great deal
- 27.9% Quite a lot
- 13.8% Very little
- 33.9% Some
- 3.4% No opinion
- 6.2% None

Charitable Work

On average, how much time do you spend volunteering or helping with charitable work each week?

- 60.5% 0 hrs/wk
- 29.9% 1-3 hrs/wk
- 5.6% 4-5 hrs/wk
- 4.0% 5+ hrs/wk

Neighborhood

How strong is the sense of community in your neighborhood?

- 11.8% Not at all strong
- 5.8% Extremely strong
- 28.3% Not so strong
- 19.8% Extremely / Very strong
- 40.1% Somewhat strong
- 14.0% Very strong
- 54.1% Somewhat safe
- 30.7% Extremely safe
- 12.4% Somewhat unsafe
- 2.8% Extremely unsafe

Please select the option that describes how you feel about the safety of the neighborhood in which you live:

- 84.8% Extremely / Somewhat safe
- 30.7% Extremely safe
- 54.1% Somewhat safe
- 12.4% Somewhat unsafe
- 2.8% Extremely unsafe

How many of your neighbors do you know?

- All of them: 3.0%
- Most of them: 12.2%
- About half of them: 12.4%
- A few of them: 54.1%
- None: 18.4%
Economic Impact

Which of the following would have the most positive impact on Nevada business?

- **31.1%** Increasing access to workforce training
- **18.4%** Increasing the pool of Science, Technology, Engineering and Mathematics (STEM) graduates
- **16.8%** Enhancing Nevada’s image
- **13.8%** Immigration reform (e.g. work permits, H-1 visas)
- **12.2%** Increasing access to capital
- **6.2%** Enhancing the commercialization of university research

1.6% Other

Which of the following is having the greatest negative impact on our economy?

- **27.7%** Education system
- **22.6%** Lack of affordable housing
- **21.4%** Income inequality
- **11.8%** Access / Quality of healthcare
- **10.0%** The availability of jobs

6.6% None of the above

Income Distribution

Over the past 10 years, do you feel income distribution in Southern Nevada is getting...

- **40.3%** Significantly / Somewhat better
- **11.0%** Significantly worse
- **27.7%** Somewhat worse
- **8.0%** Significantly better
- **32.3%** Somewhat better
- **21.0%** No change / Staying the same

Housing Market

How much do you believe the average sale price of a single family home in Southern Nevada will increase in the next year?

- **51.9%** More than 3%
- **14.4%** Exactly 3%
- **15.2%** Less than 3%
- **6.2%** It will not increase
- **11.2%** Don’t know / No opinion
- **1.2%** Other
**Jobs**

Please rank in order of importance which issues our policymakers and community organizations should focus on to improve Nevada’s future:

1. **Education** (4.00)
2. **Healthcare** (4.68)
3. **Crime** (5.02)
4. **Job Creation** (5.61)
5. **Water** (6.56)
6. **Workforce development** (7.26)
7. **Taxes** (7.56)
8. **Community** (7.75)
9. **Transportation** (7.99)
10. **Infrastructure** (8.01)
11. **Utilities** (8.51)
12. **Shortfalls in the state budget** (8.75)
13. **Business operating environment** (9.30)

Note: 1=most important; 13=least important (Avg. Rank)

**Taxes**

A tax reform bill was signed into law in 2017. Given what you know about the tax reform law, do you have a generally favorable or generally unfavorable opinion of it?

- **Strongly support**: 28.7%
- **Somewhat support**: 42.9%
- **Somewhat oppose**: 14.4%
- **Strongly oppose**: 4.2%
- **Don’t know / Undecided**: 18.4%

Do you support or oppose the use of performance-based tax incentives offered to companies that create new jobs?

- **Favorable**: 34.9%
- **Don’t know / No opinion**: 36.3%

**Nevada Job Creation**

Nevada led the nation in job growth between November 2017 and November 2018. What do you think is most responsible for the success of Nevada’s job creation gains?

- **Nevada’s economic development organizations**: 31.9%
- **National trends in the economy**: 26.8%
- **Nevada’s tax rates**: 24.6%
- **Something else**: 16.8%
Sports Outlook

Rate your level of agreement with the following: In the next five years, Las Vegas will become the sports and entertainment capital of the United States.

62.0% Strongly Agree / Agree
20.6% Strongly disagree
18.6% No impact
15.0% Disagree
4.4% Strongly disagree
31.1% Other

Professional Sports

Please rank in order of preference which of the following professional sports would you most prefer to see in Las Vegas:

1. Major League Baseball (MLB) (2.29)
2. National Basketball Association (NBA) (2.36)
3. Major League Soccer (MLS) (3.27)
4. National Women's Soccer League (NWSL) (3.94)
5. Major League Rugby (MLR) (4.35)
6. National Lacrosse League (NLL) (4.78)

Note: 1=most preferred; 6=least preferred (Avg. Rank)

NBA Franchises

Las Vegas is one of the potential cities discussed in contention to secure an NBA franchise. Which of the following NBA teams would you prefer to have relocate to Las Vegas?

- 24.4% Clippers
- 19.6% Kings
- 15.4% Suns
- 9.6% Nets
- 31.1% Other
DEMOGRAPHICS

Survey 1: Business Environment & Education

Politics

Generally speaking, do you think of yourself as a:

- 21.3% Republican
- 39.0% Democrat
- 25.1% Independent
- 5.6% Other
- 9.2% Prefer not to answer

In general, how would you describe your own political viewpoint?

- 24.1% Conservative
- 33.8% Moderate
- 26.8% Liberal
- 15.3% Prefer not to answer

Education

What is the highest level of education you have attained?

- 28.6% Some college, no degree
- 20.9% High school graduate
- 23.5% Bachelor’s degree
- 13.3% Associate’s degree
- 3.0% Some high school
- 2.6% Master’s degree
- 2.6% Professional degree
- 1.4% Doctoral degree
- 2.4% Prefer not to say

Household Income

What was your total household income before taxes last year?

- Less than $25,000: 12.3%
- $25,000-$49,999: 25.1%
- $50,000-$74,999: 20.9%
- $75,000-$99,999: 20.1%
- $100,000-$149,999: 10.9%
- $150,000-$200,000: 4.4%
- More than $200,000: 2.2%
- Prefer not to say: 4.2%

Military Service

Are you currently serving, or have you ever served on active duty in the U.S. Armed Forces, Military Reserves or National Guard?

- Yes, I am an active duty member of the U.S. Armed Forces: 2.4%
- Yes, I currently serve in the Military Reserves or the National Guard: 3.4%
- Yes, I previously served on active duty in the U.S. Armed Forces, Military Reserves or National Guard but I am now a civilian: 9.7%
- No, I have never served on active duty in the U.S. Armed Forces, Military Reserves or National Guard: 84.5%
Marital Status

What is your marital status?

- Married: 37.2%
- Divorced: 12.9%
- Separated: 4.6%
- Widowed: 2.8%
- Never married: 42.5%

Children at Home

If you have children age(s) 17 and under, how many live in your household?

- 0: 28.0%
- 1: 17.7%
- 2: 11.9%
- 3: 6.2%
- 4: 1.4%
- 5+: 0.6%
- I do not have any children: 34.2%

Employment Status

Which of the following best describes your employment status?

- Employed full-time: 69.4%
- Employed part-time: 16.3%
- Self-employed: 14.3%
- Other: 0.6%

Race/Ethnicity

What is your race/ethnicity?

- White or Caucasian: 54.9%
- Hispanic or Latino: 16.1%
- Black or African-American: 12.3%
- Asian: 9.3%
- Pacific Islander: 1.2%
- Native American: 1.2%
- Other: 5.0%
Survey 2: Transportation & Infrastructure

Politics

Generally speaking, do you think of yourself as a:

- 25.8% Republican
- 24.6% Independent
- 33.4% Democrat
- 9.0% Prefer not to answer
- 7.2% Other

In general, how would you describe your own political viewpoint?

- 26.4% Conservative
- 36.6% Moderate
- 14.6% Prefer not to answer
- 22.4% Liberal
- 2.8% Prefer not to answer

Education

What is the highest level of education you have attained?

- Professional degree 2.4%
- Doctoral degree 1.0%
- Master’s degree 8.0%
- Bachelor’s degree 27.8%
- Associate’s degree 13.2%
- Some college, no degree 26.4%
- Some high school 18.4%
- High school graduate 2.8%
- Prefer not to say 9.0%

Household Income

What was your total household income before taxes last year?

- Less than $25,000 11.4%
- $25,000-$49,999 26.6%
- $50,000-$74,999 21.8%
- $75,000-$99,999 18.2%
- $100,000-$149,999 11.2%
- $150,000-$200,000 4.4%
- More than $200,000 3.0%
- Prefer not to say 3.4%

Military Service

Are you currently serving, or have you ever served on active duty in the U.S. Armed Forces, Military Reserves or National Guard?

- Yes, I am an active duty member of the U.S. Armed Forces 2.6%
- Yes, I currently serve in the Military Reserves or the National Guard 2.8%
- Yes, I previously served on active duty in the U.S. Armed Forces, Military Reserves or National Guard but I am now a civilian 8.8%
- No, I have never served on active duty in the U.S. Armed Forces, Military Reserves or National Guard 85.8%
Marital Status
What is your marital status?
- Married: 39.6%
- Divorced: 13.2%
- Separated: 4.8%
- Widowed: 1.8%
- Never married: 40.6%

Employment Status
Which of the following best describes your employment status?
- Employed full-time: 69.6%
- Employed part-time: 18.4%
- Self-employed: 12.0%
- Employed full-time: 69.6%
- Employed part-time: 18.4%
- Self-employed: 12.0%

Children at Home
If you have children age(s) 17 and under, how many live in your household?
- 0: 23.0%
- 1: 17.0%
- 2: 12.2%
- 3: 6.0%
- 4: 1.0%
- 5+: 1.6%

Race/Ethnicity
What is your race/ethnicity?
- White or Caucasian: 56.4%
- Hispanic or Latino: 15.0%
- Black or African-American: 12.0%
- Asian: 8.2%
- Pacific Islander: 1.8%
- Native American: 1.8%
- Other: 4.8%
Survey 3: Community & Government

Politics

Generally speaking, do you think of yourself as a:

- 22.4% Republican
- 26.0% Independent
- 38.9% Democrat
- 6.0% Prefer not to answer

In general, how would you describe your own political viewpoint?

- 31.7% Moderate
- 27.7% Liberal
- 28.9% Conservative
- 11.6% Prefer not to answer

Military Service

Are you currently serving, or have you ever served on active duty in the U.S. Armed Forces, Military Reserves or National Guard?

- 3.2% Yes, I am an active duty member of the U.S. Armed Forces
- 8.6% Yes, I previously served on active duty in the U.S. Armed Forces, Military Reserves or National Guard but I am now a civilian
- 2.6% Yes, I currently serve in the Military Reserves or the National Guard
- 85.6% No, I have never served on active duty in the U.S. Armed Forces, Military Reserves or National Guard

Education

What is the highest level of education you have attained?

- 25.4% Bachelor's degree
- 13.8% Associate's degree
- 26.8% Some college, no degree
- 19.0% High school graduate
- 2.4% Some high school
- 9.0% Master's degree
- 3.0% Professional degree
- 0.8% Doctoral degree
- 6.8% Prefer not to answer

Household Income

What was your total household income before taxes last year?

- Less than $25,000: 12.2%
- $25,000-$49,999: 25.8%
- $50,000-$74,999: 21.6%
- $75,000-$99,999: 17.6%
- $100,000-$149,999: 13.0%
- $150,000-$200,000: 4.2%
- More than $200,000: 2.0%
- Prefer not to say: 3.8%
Marital Status

What is your marital status?
- Widowed 1.6%
- Divorced 13.4%
- Separated 4.4%
- Married 40.7%
- Never married 39.9%

Employment Status

Which of the following best describes your employment status?
- Self-employed 13.4%
- Employed part-time 18.6%
- Employed full-time 68.1%

Children at Home

If you have children age(s) 17 and under, how many live in your household?
- 0: 21.4%
- 1: 17.8%
- 2: 13.8%
- 3: 6.6%
- 4: 1.6%
- 5+: 0.8%
- I do not have any children: 38.1%

Race/Ethnicity

What is your race/ethnicity?
- White or Caucasian 55.5%
- Hispanic or Latino 16.4%
- Black or African-American 13.4%
- Asian 8.4%
- Pacific Islander 1.8%
- Native American 0.8%
- Other 3.8%