

ETC INSTITUTE RENO CITIZEN SURVEY

April 29, 2015

ETC Institute Citizen Survey



- Used statistically valid methodology
- 2,000 questionnaires distributed to households Citywide
- Voluntary participation
- Goal was 400 responses
- 555 responses received (27.75%)

ETC Institute Citizen Survey



Survey sampled citizen satisfaction with

- Communication and outreach
- Police and fire services
- Management of city finances
- Planning and community development
- Code enforcement
- Traffic flow/congestion on major streets
- Maintenance of streets, buildings and facilities
- Parks and recreation
- Customer service

Demographics: Time in Reno



Q18. Demographics: How Long Respondent Has Lived in the City of Reno

by percentage of respondents (excluding "not provided")



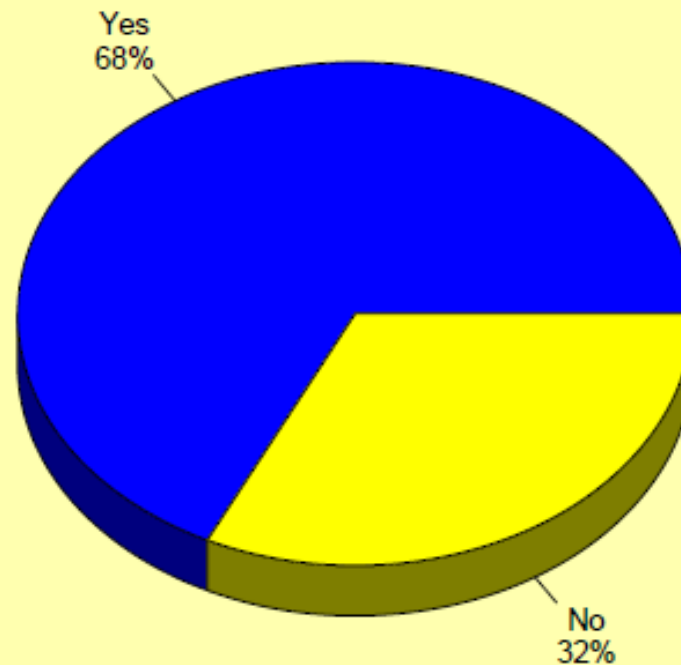
Source: Leisure Vision/ETC Institute for the City of Reno

Demographics: Employed in Reno



Q18a. Demographics: If Respondent Works Within the City Limits

by percentage of respondents (excluding "not provided")

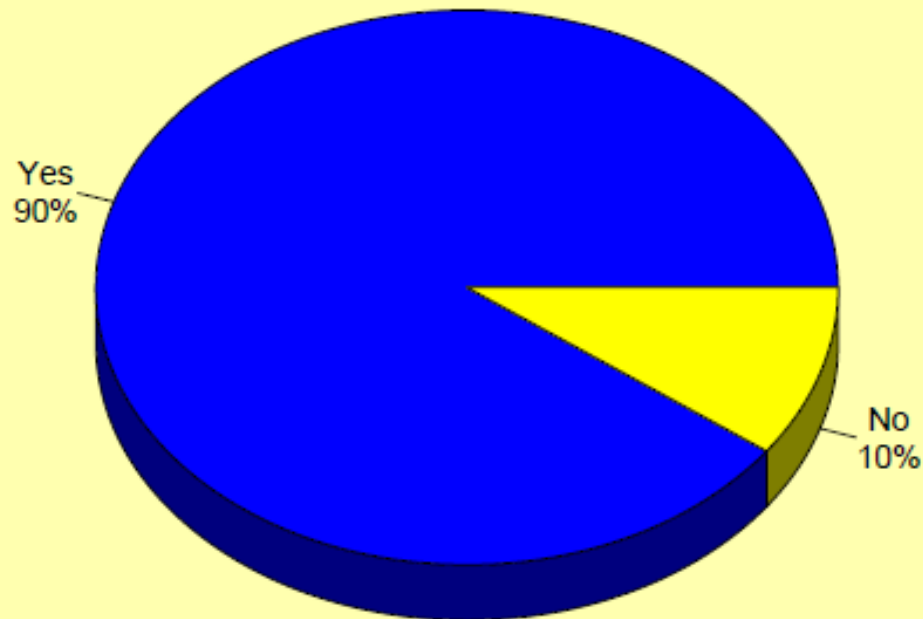


Source: Leisure Vision/ETC Institute for the City of Reno

Demographics: Registered Voters



Q19. Demographics: Whether Respondent is a Registered Voter
by percentage of respondents (excluding "not provided")



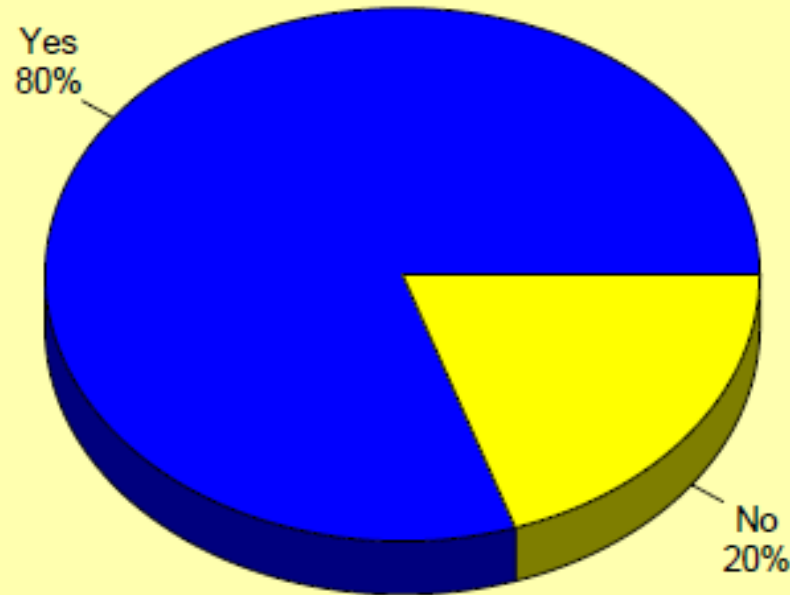
Source: Leisure Vision/ETC Institute for the City of Reno

Demographics: Voted in Last Election?



Q20. Demographics: If Respondent Voted in the Last Local Election

by percentage of respondents (excluding "not provided")



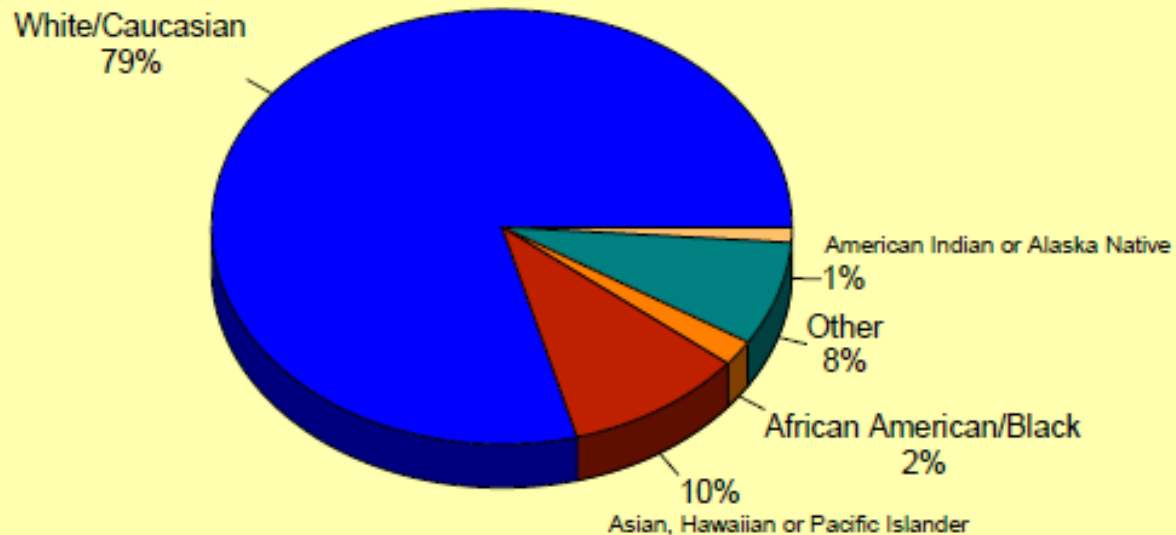
Source: Leisure Vision/ETC Institute for the City of Reno

Demographics: Race/Ethnicity



Q22. Demographics: Race/Ethnicity

by percentage of respondents (excluding "not provided")



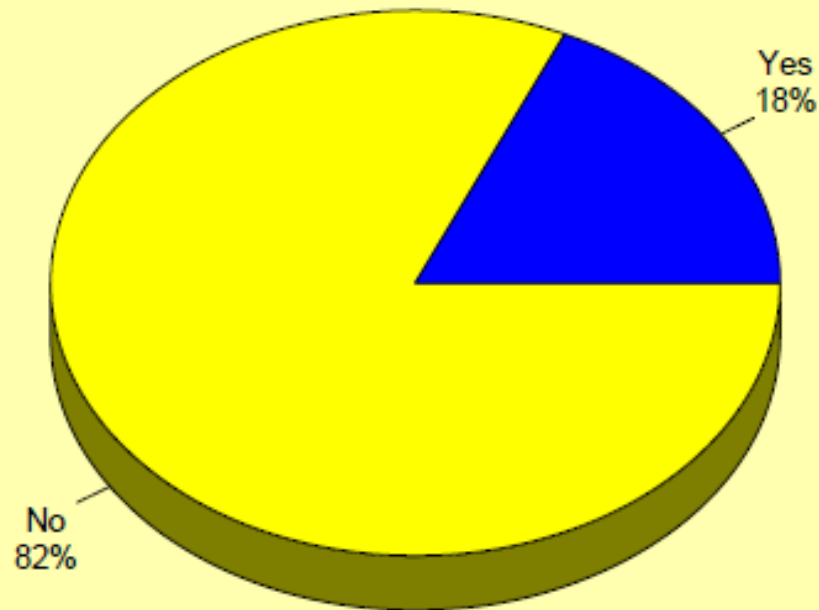
Source: Leisure Vision/ETC Institute for the City of Reno

Demographics: Hispanic/Latino Ancestry



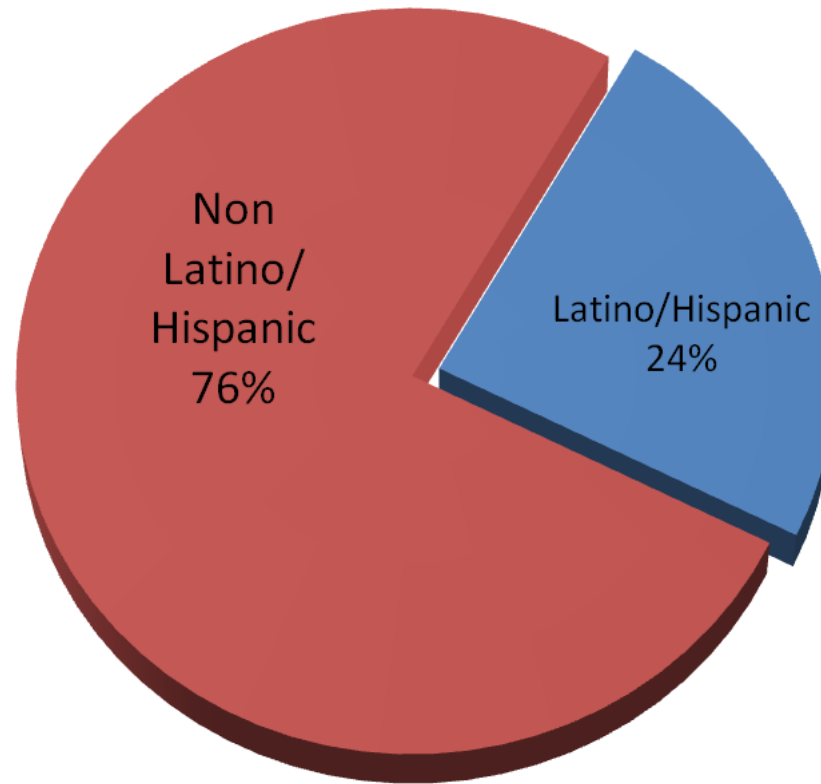
Q23. Demographics: Hispanic or Latino Ancestry

by percentage of respondents (excluding "not provided")



Source: Leisure Vision/ETC Institute for the City of Reno

City Demographics: Hispanic/Latino Ancestry

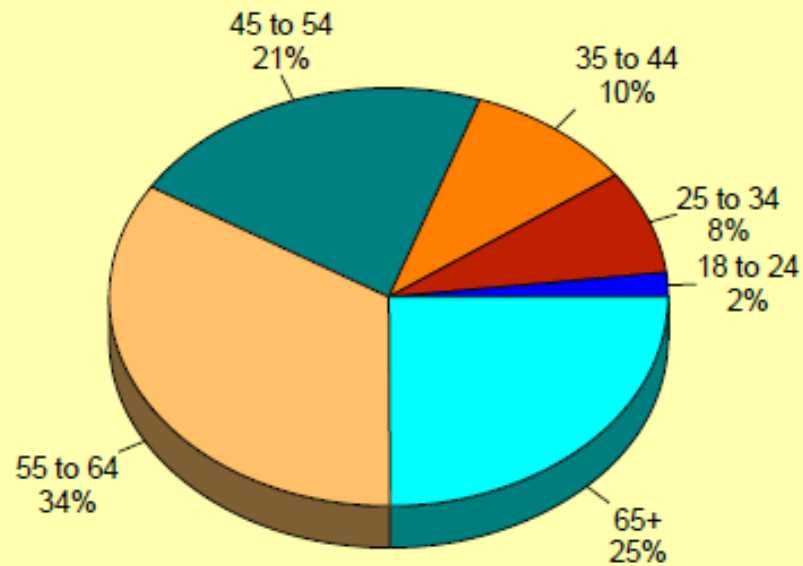


Demographics: Age



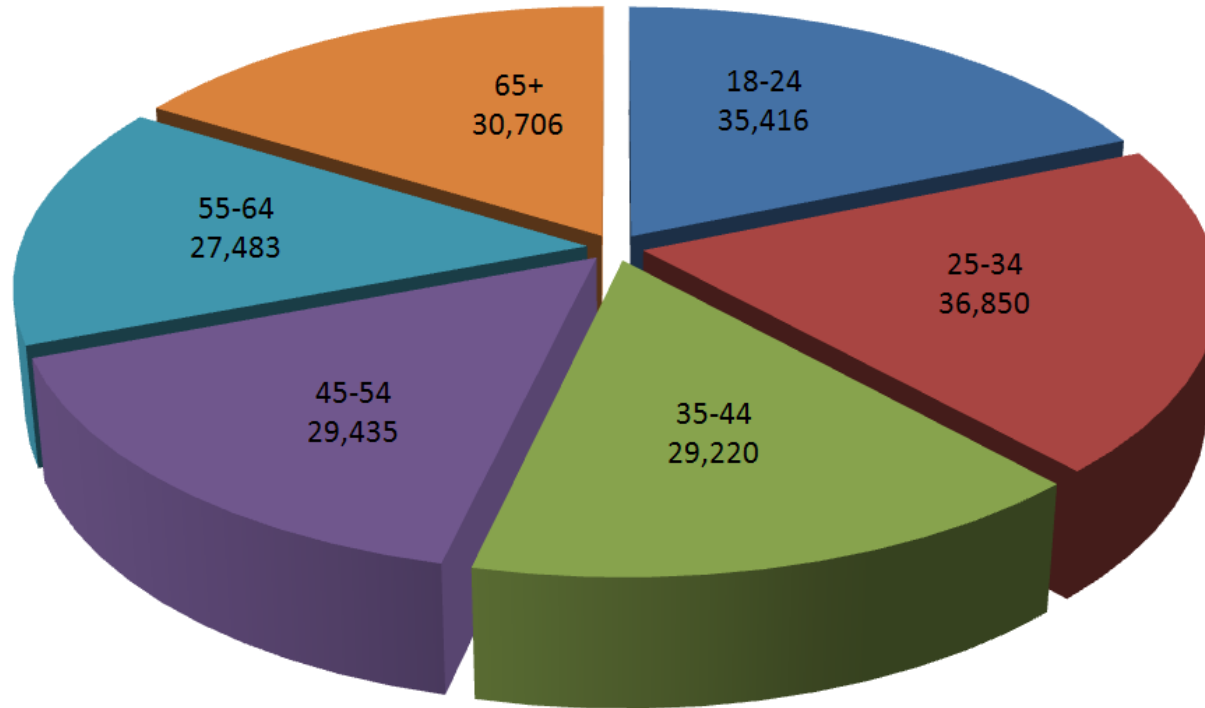
Q21. Demographics: Age of Respondent

by percentage of respondents (excluding "not provided")



Source: Leisure Vision/ETC Institute for the City of Reno

City Demographics Age: 2014 Estimated

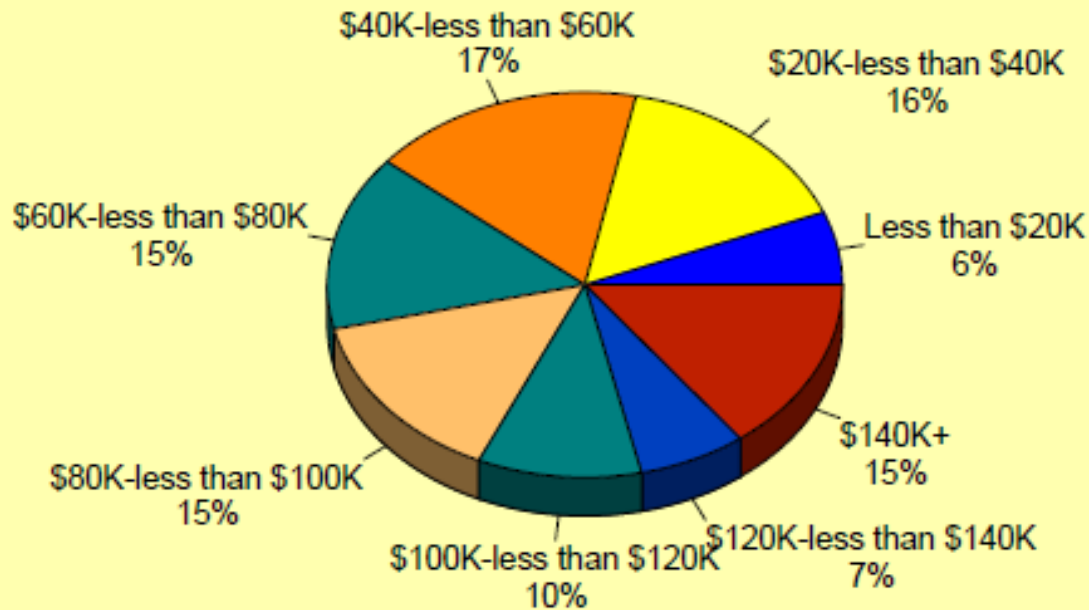


Demographics: Household Income



Q24. Demographics: Total Annual Household Income

by percentage of respondents



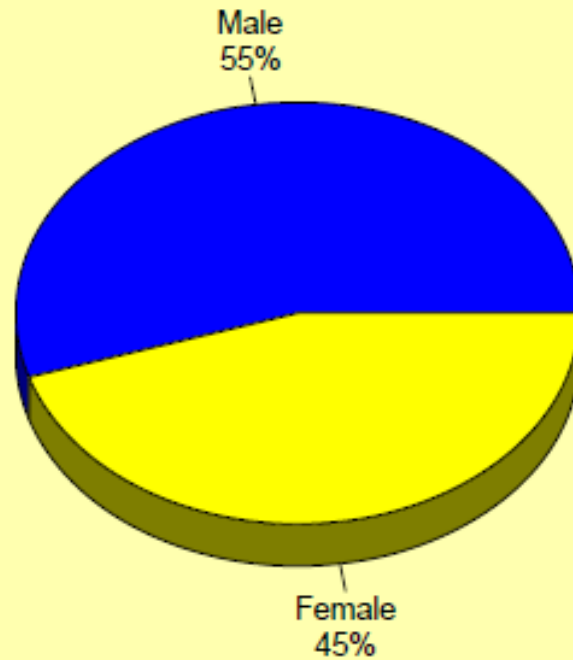
Source: Leisure Vision/ETC Institute for the City of Reno

Demographics: Gender



Q25. Demographics: Gender

by percentage of respondents



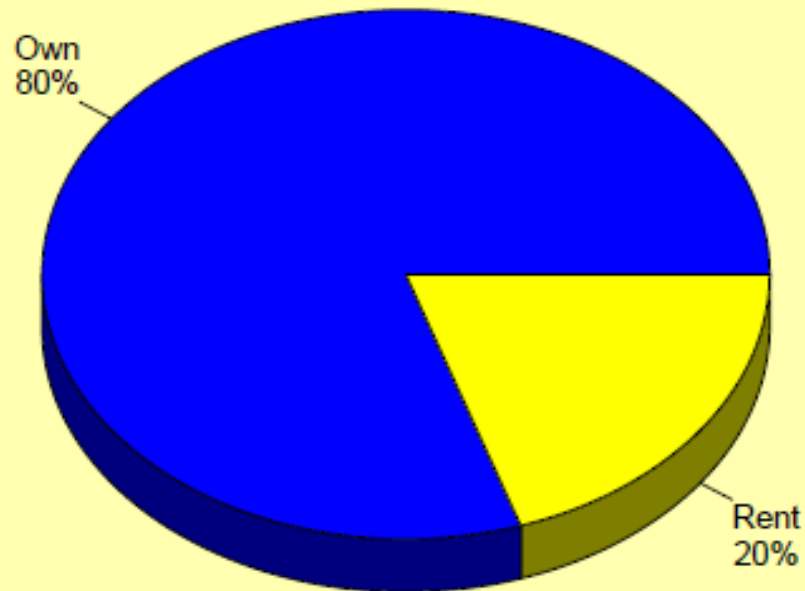
Source: Leisure Vision/ETC Institute for the City of Reno

Demographics: Homeowners or Renters



Q26. Demographics: Own or Rent

by percentage of respondents (excluding "not provided")



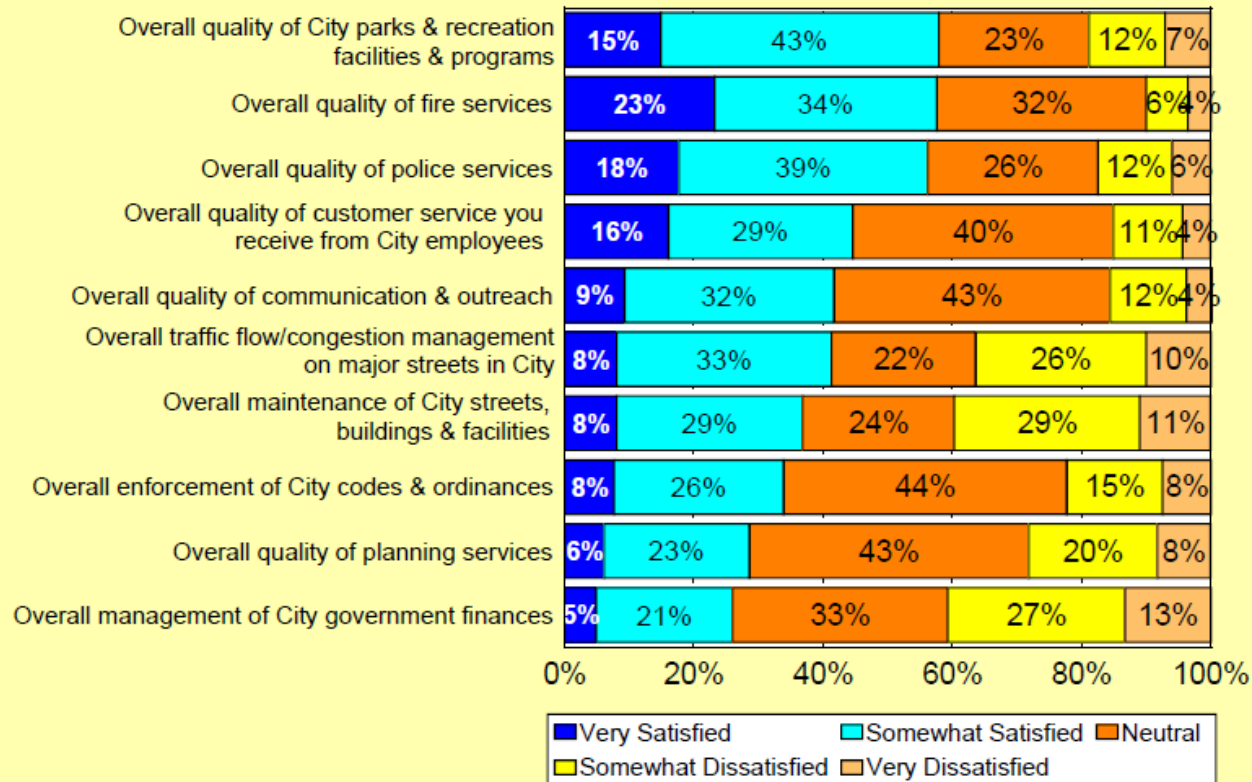
Source: Leisure Vision/ETC Institute for the City of Reno

Overall Satisfaction with City Services



Q1. Overall Satisfaction with City Services

by percentage of respondents (excluding don't know)



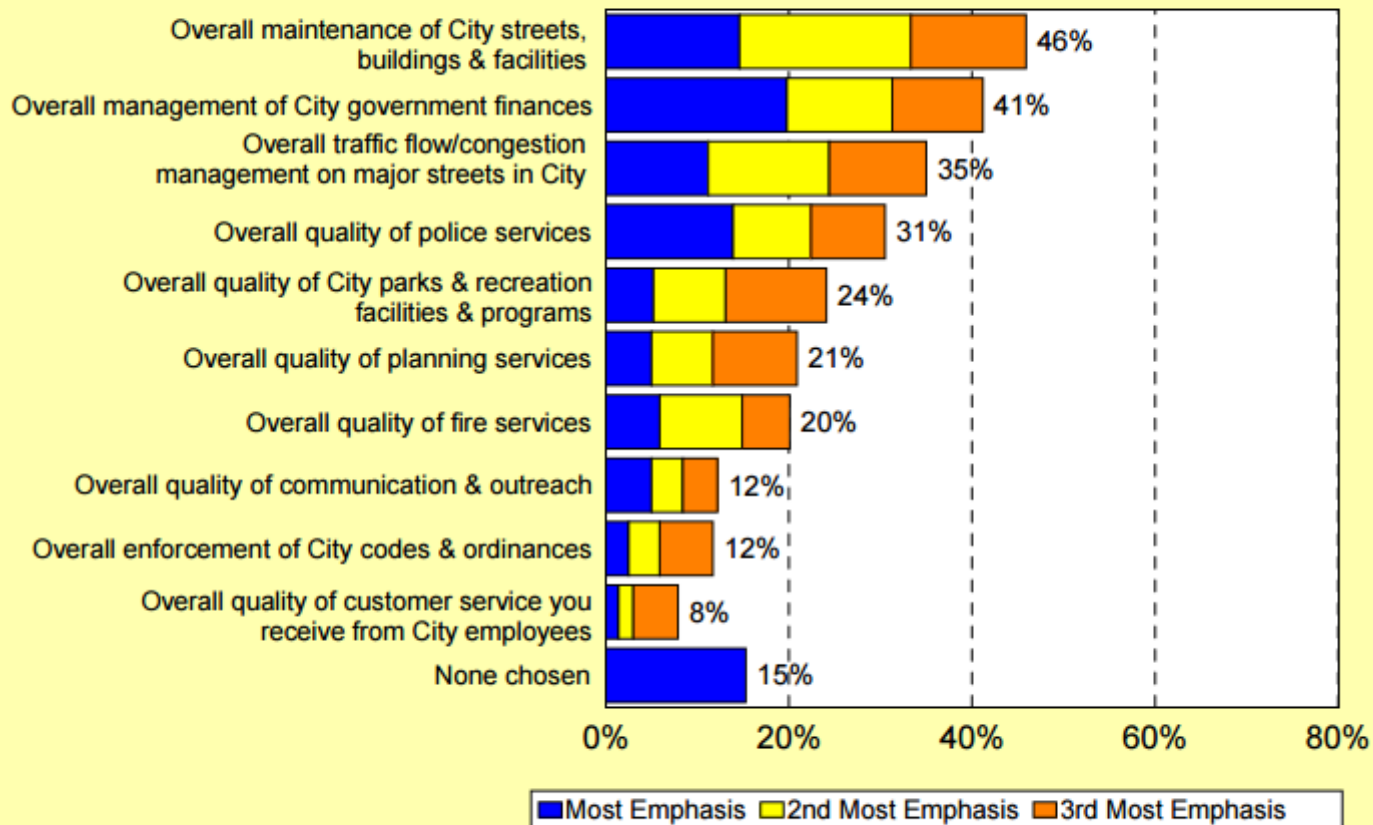
Source: Leisure Vision/ETC Institute for the City of Reno

Service Priorities Next 2 Years



Q2. City Service Items That Respondents Feel Should Receive the MOST EMPHASIS Over the Next Two Years

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



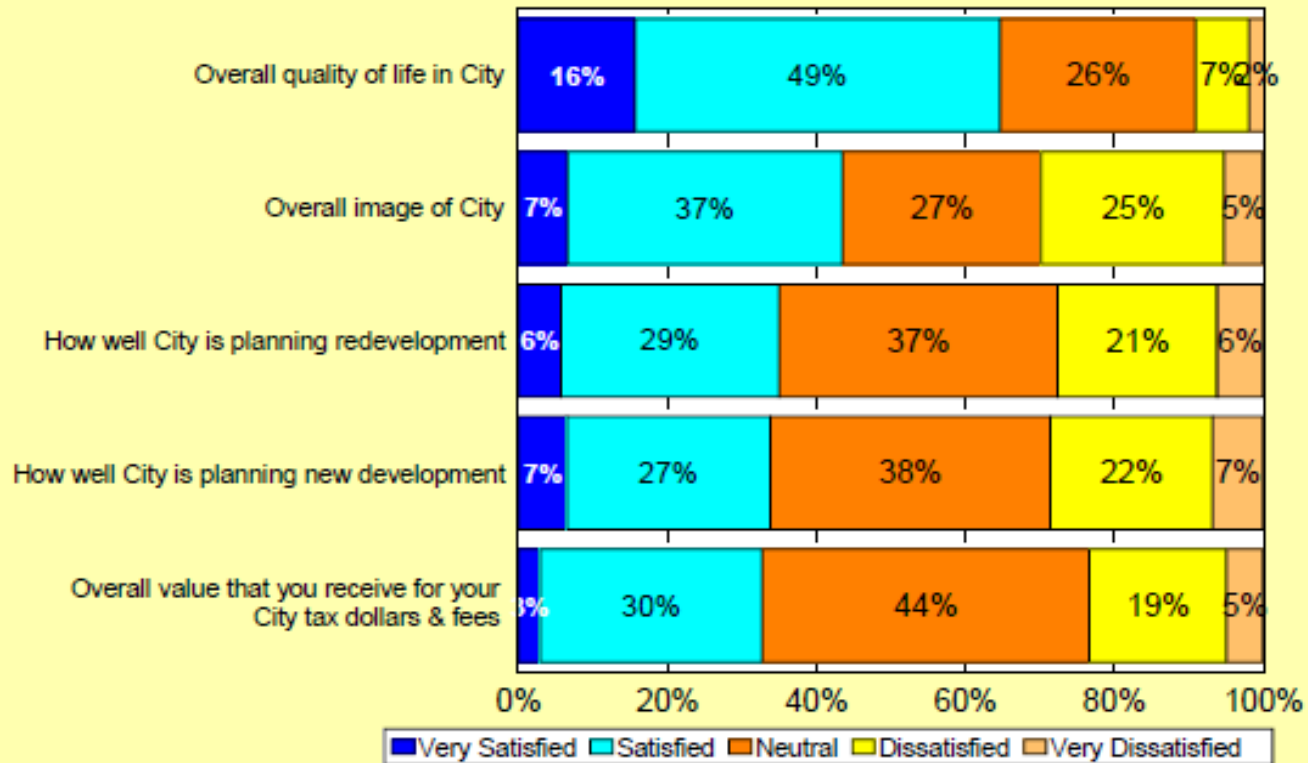
Source: Leisure Vision/ETC Institute for the City of Reno

Overall Satisfaction with Perceptions



Q3. Overall Satisfaction with Perceptions of the City

by percentage of respondents (excluding don't know)



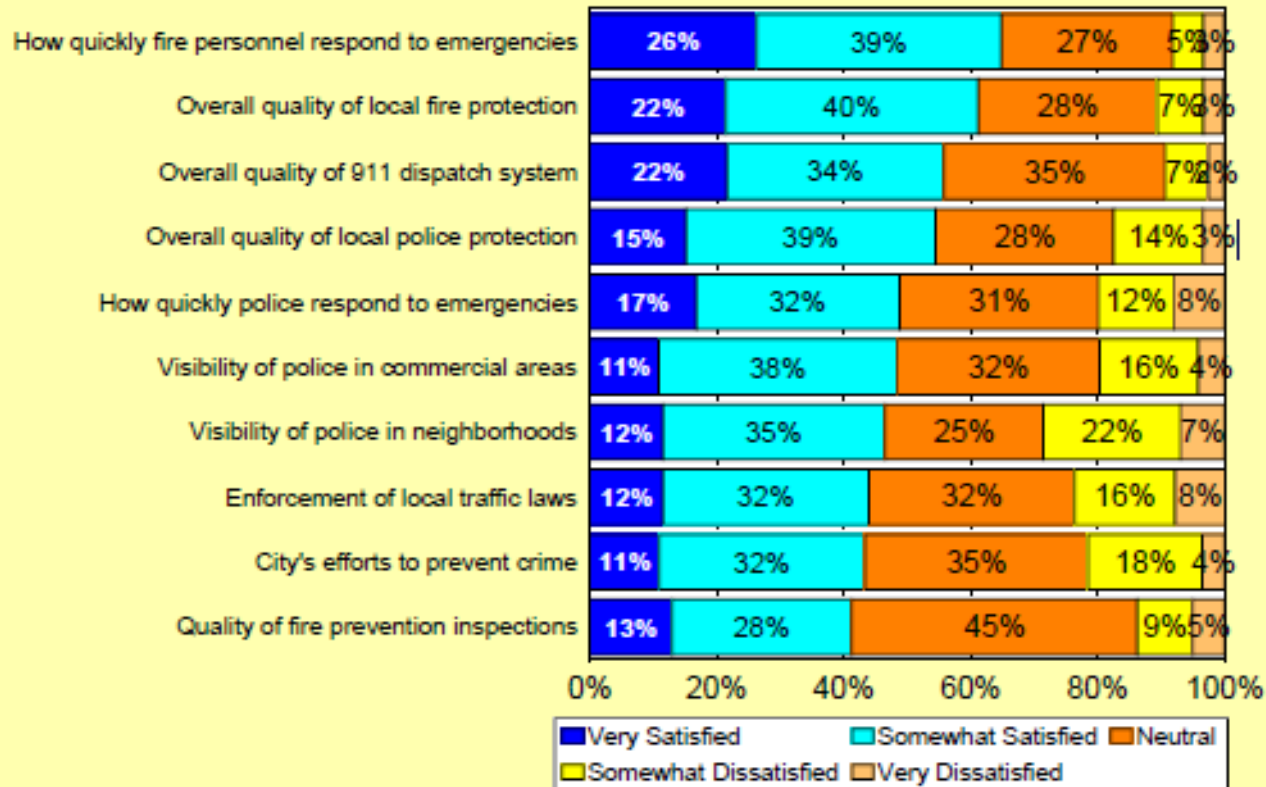
Source: Leisure Vision/ETC Institute for the City of Reno

Overall Satisfaction with Public Safety



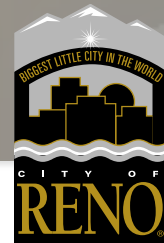
Q4. Overall Satisfaction with Public Safety

by percentage of respondents (excluding don't know)



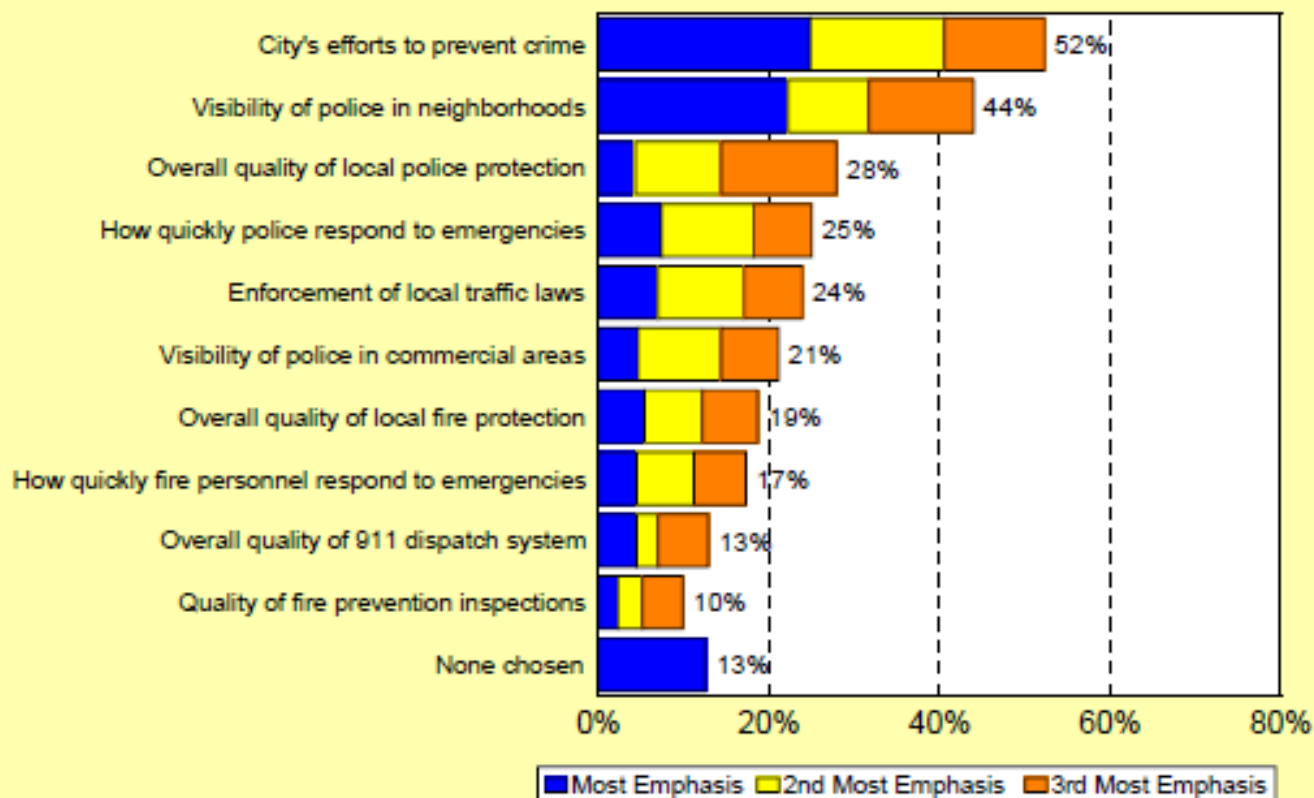
Source: Leisure Vision/ETC Institute for the City of Reno

Public Safety Priorities Next 2 Years



Q5. Public Safety Items That Respondents Feel Should Receive the MOST EMPHASIS Over the Next Two Years

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

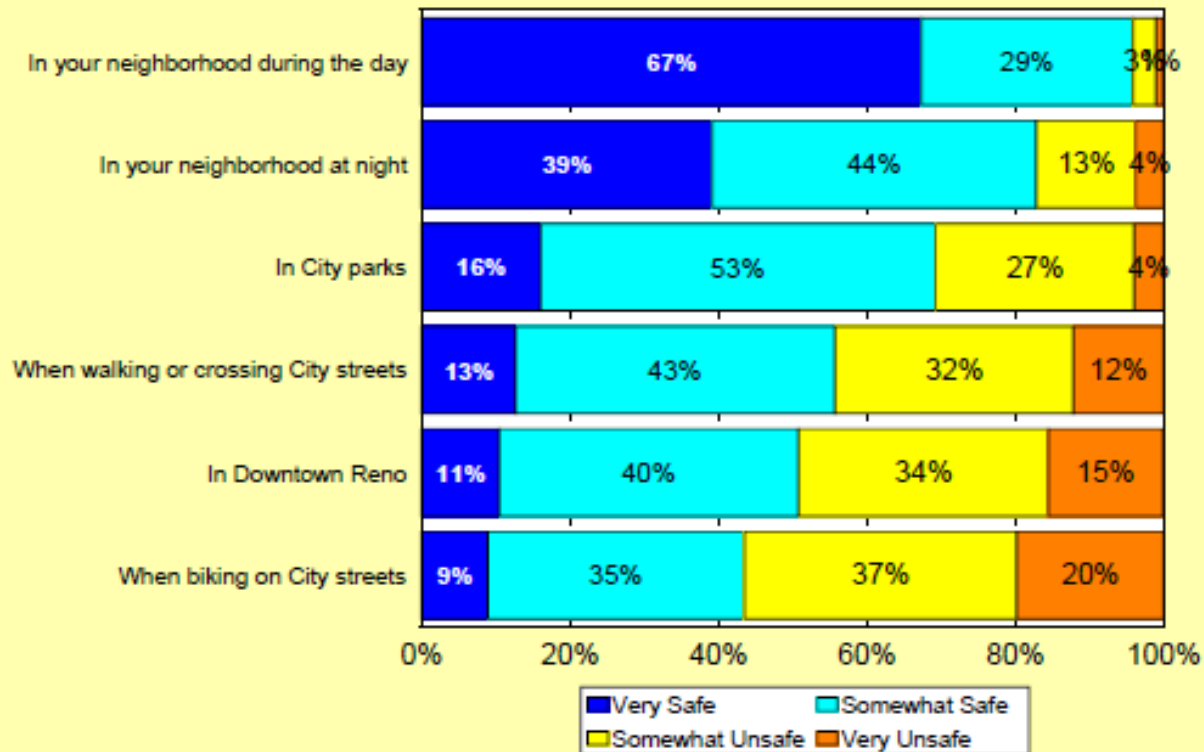


Perception of Safety



Q6. Perceptions of Safety in the City of Reno

by percentage of respondents (excluding don't know)



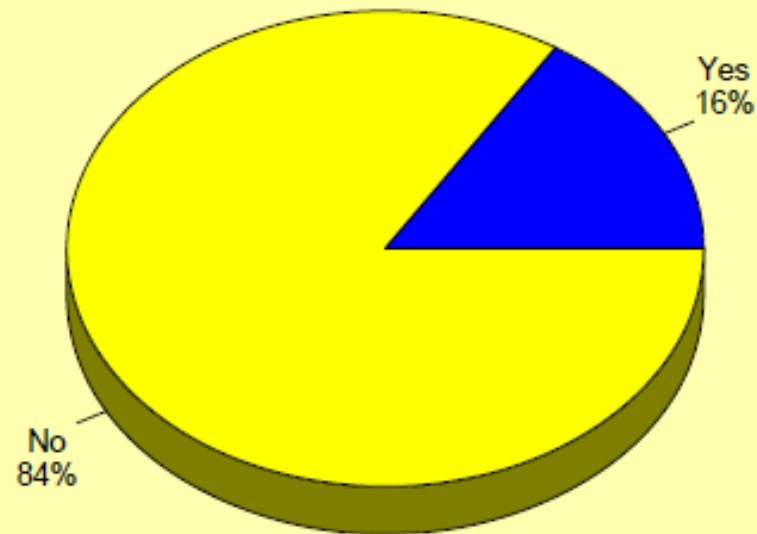
Source: Leisure Vision/ETC Institute for the City of Reno

Victims of Any Crime?



Q7. If Respondent Households Were the Victim of Any Crime Over the Past 12 Months

by percentage of respondents (excluding don't know)



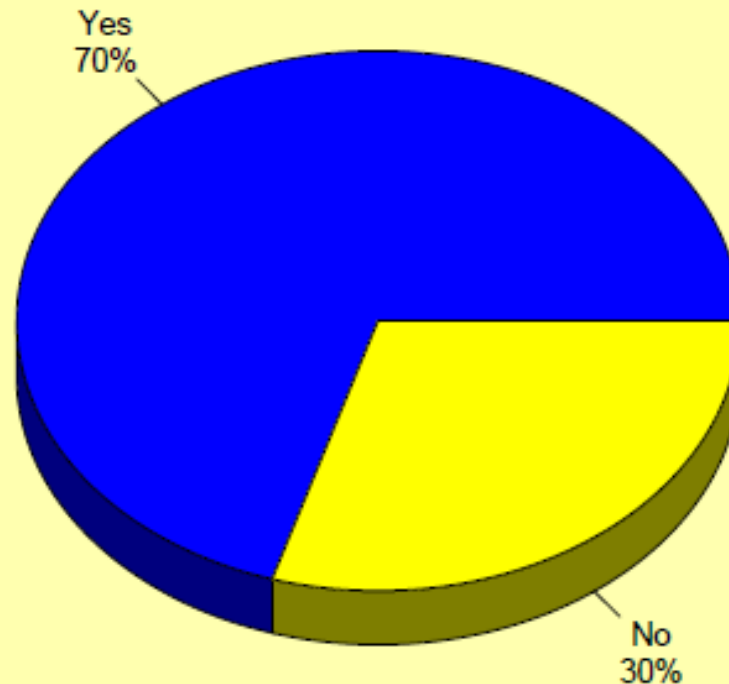
Source: Leisure Vision/ETC Institute for the City of Reno

Crime Reported to Police?



Q7a. If Respondents Reported the Crimes to the Police

by percentage of respondents who were a victim of any crime over the past 12 months (excluding "don't know")



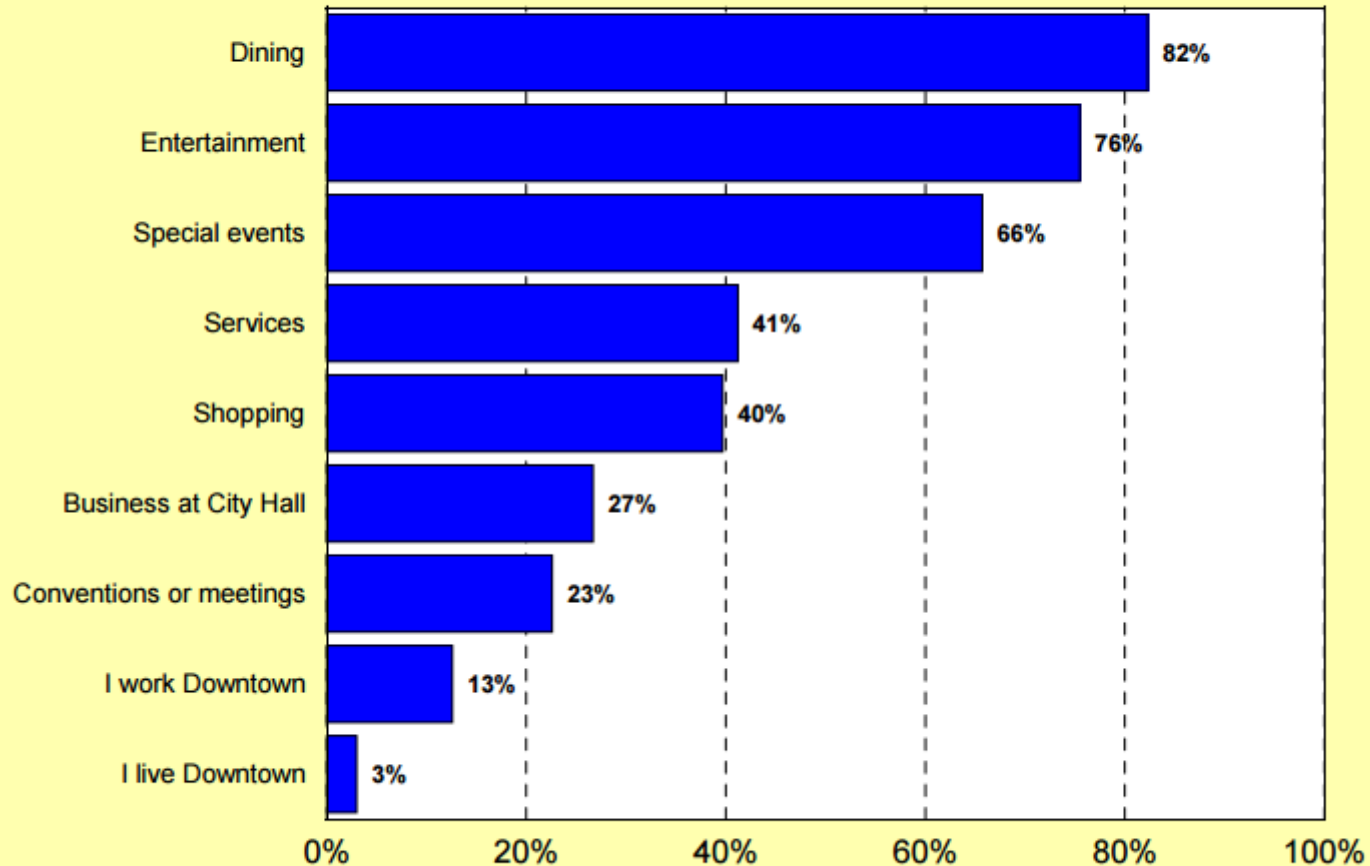
Source: Leisure Vision/ETC Institute for the City of Reno

Downtown Visitation



Q8. Reasons Why Respondents Have Visited the Downtown District Over the Past 12 Months

by percentage of respondents (multiple selections possible; excluding "none chosen")



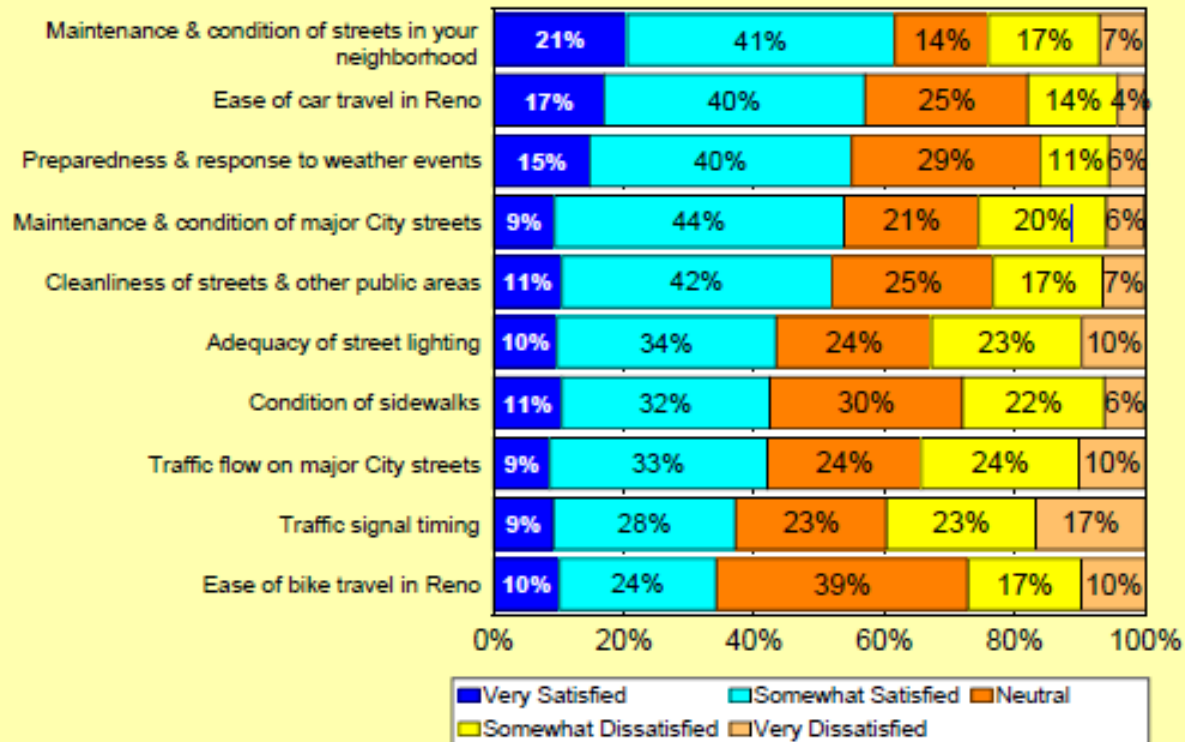
Source: Leisure Vision/ETC Institute for the City of Reno

Overall Satisfaction with Maintenance



Q9. Overall Satisfaction with City Maintenance/Public Works

by percentage of respondents (excluding don't know)



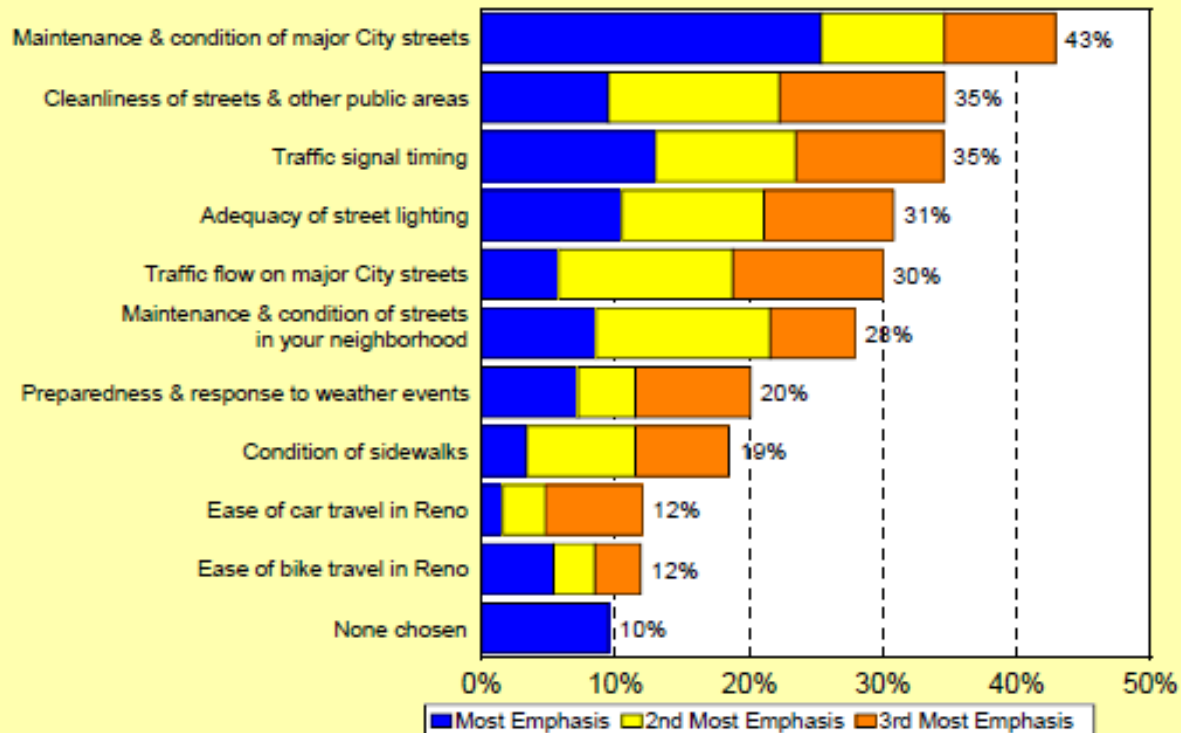
Source: Leisure Vision/ETC Institute for the City of Reno

Maintenance Priorities Next 2 Years



Q10. Maintenance/Public Works Items Respondents Feel Should Receive the MOST EMPHASIS Over the Next Two Years

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



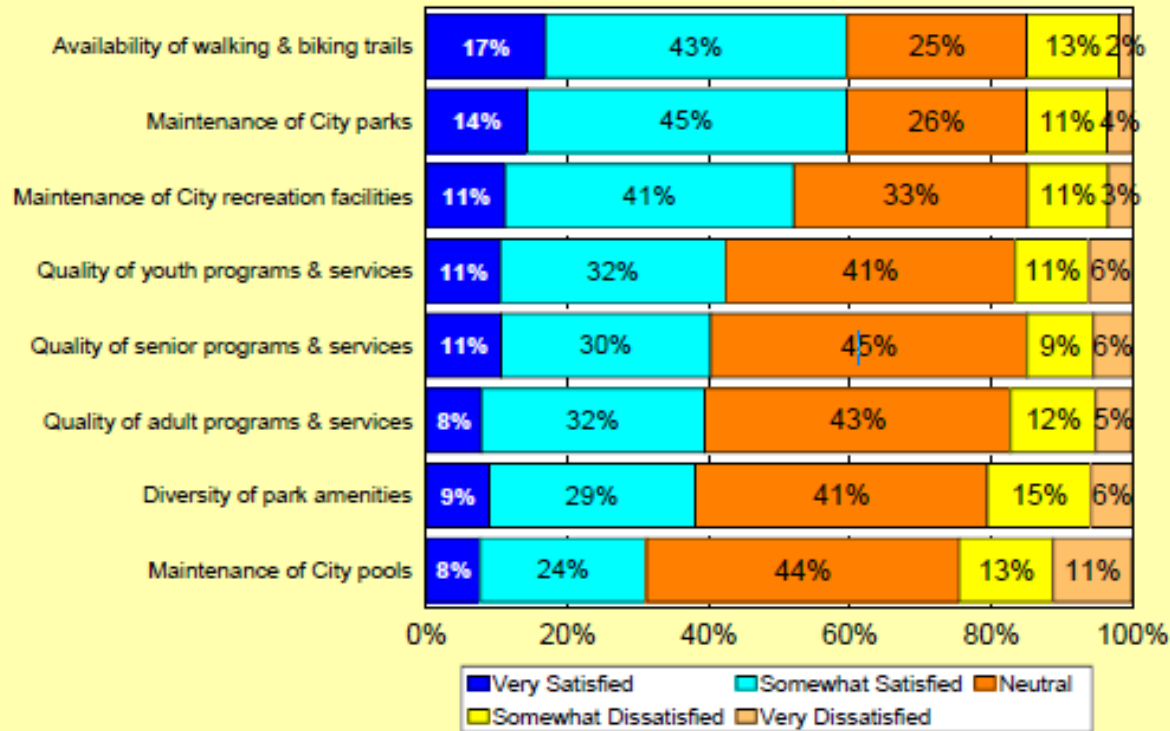
Source: Leisure Vision/ETC Institute for the City of Reno

Overall Satisfaction with PRCS



Q11. Overall Satisfaction with Parks and Recreation

by percentage of respondents (excluding don't know)



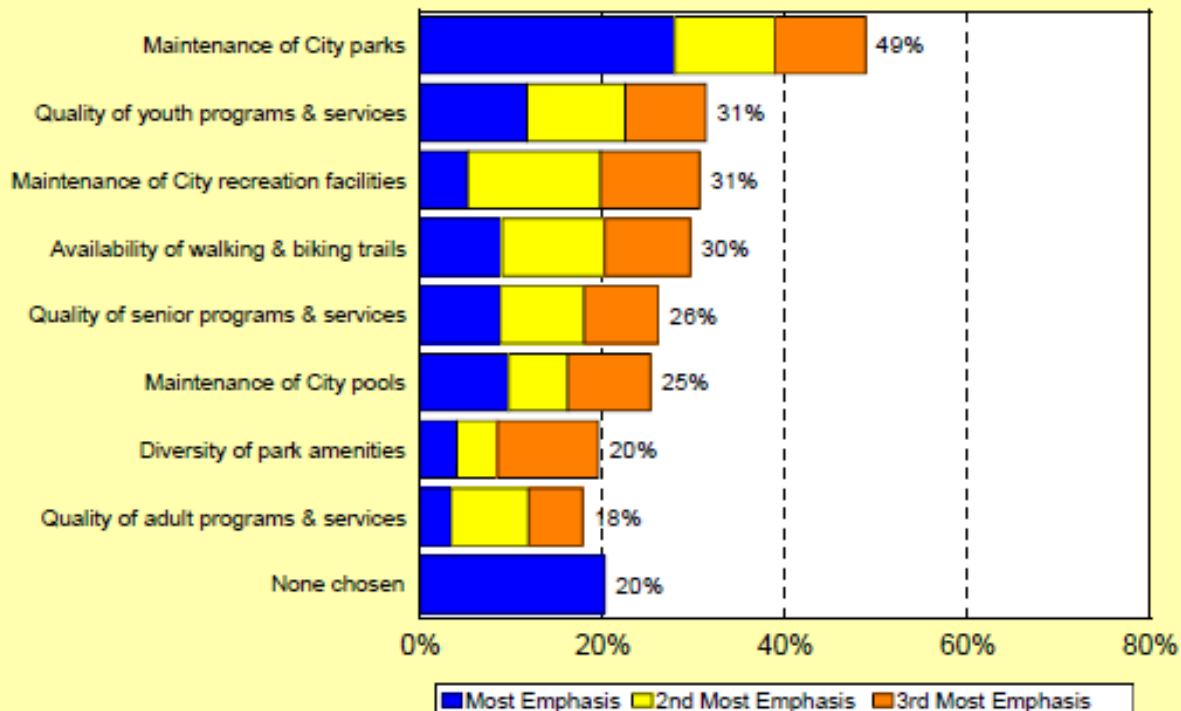
Source: Leisure Vision/ETC Institute for the City of Reno

PRCS Priorities Next 2 Years



Q12. Parks and Recreation Items Respondents Feel Should Receive the MOST EMPHASIS Over the Next Two Years

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



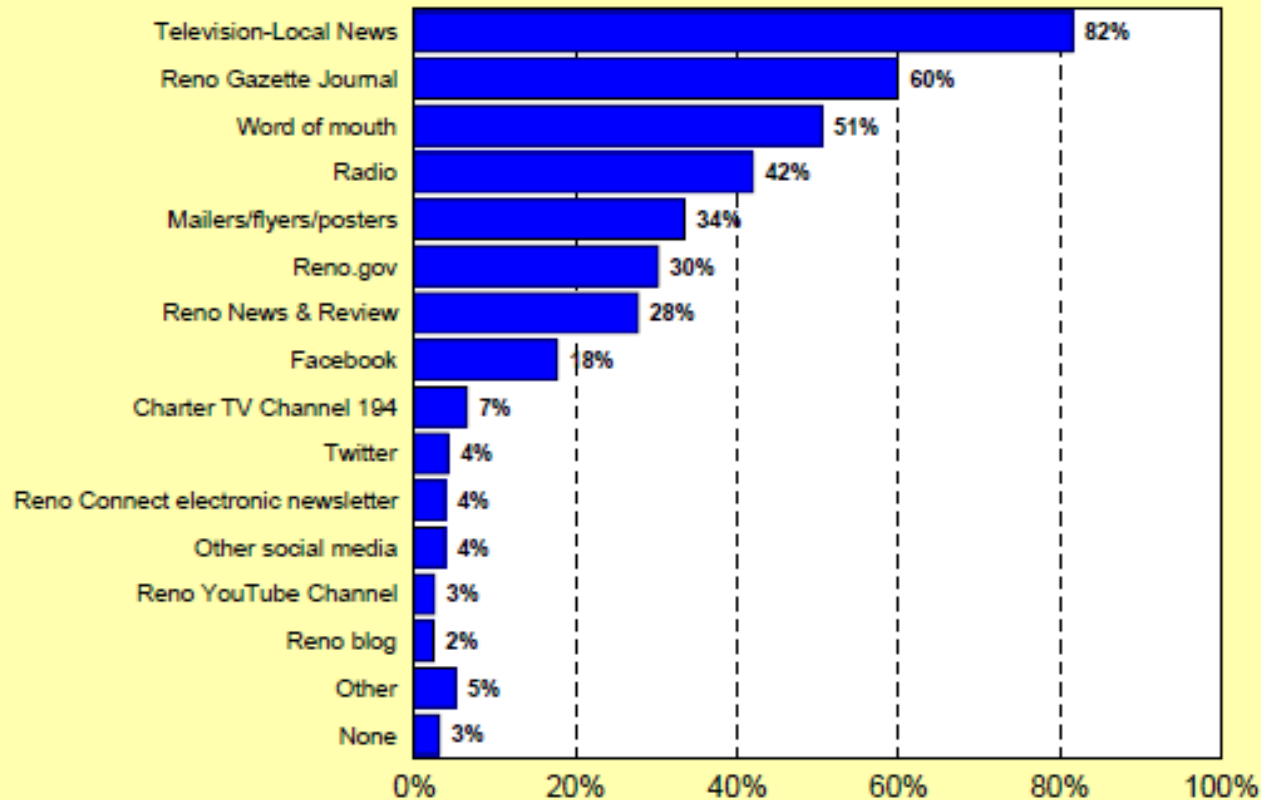
Source: Leisure Vision/ETC Institute for the City of Reno

How Do Citizens Obtain Information?



Q13. Sources Respondent Households Use to Find out About City of Reno News, Information and Programming

by percentage of respondents (multiple selections possible)



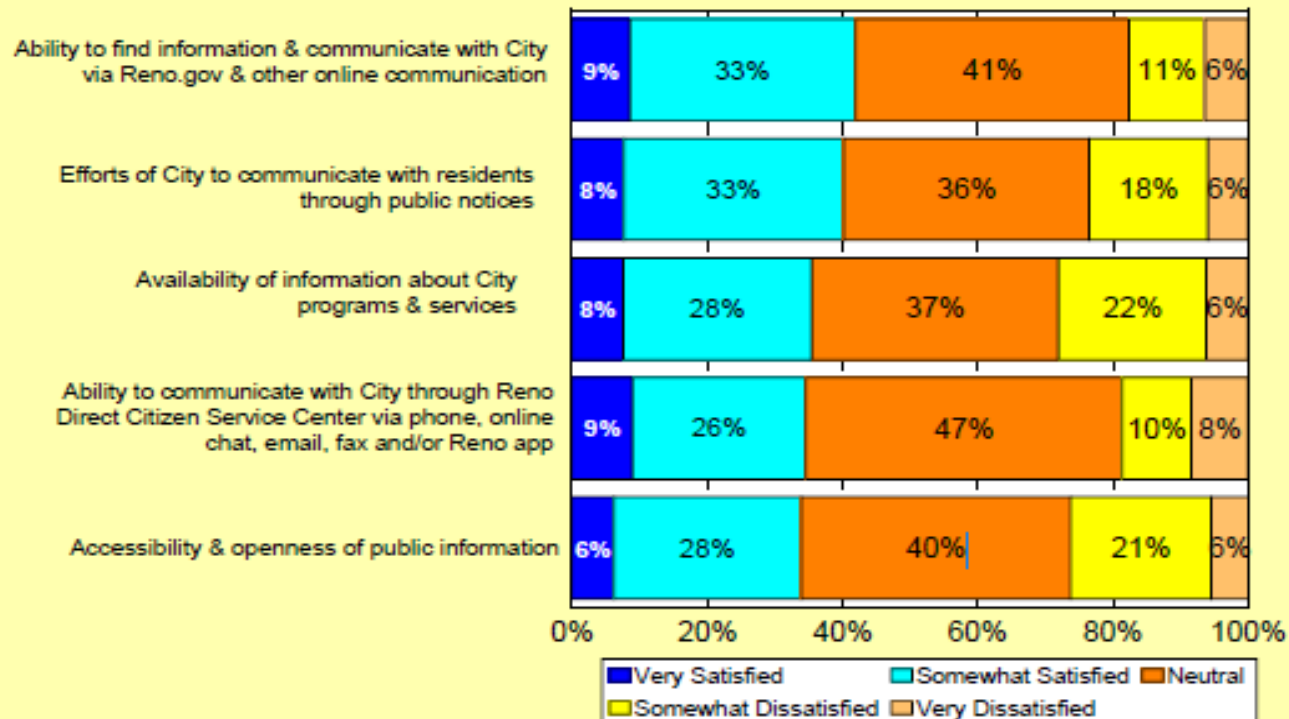
Source: Leisure Vision/ETC Institute for the City of Reno

Satisfaction with City Communication



Q14. Overall Satisfaction with City Communication

by percentage of respondents (excluding don't know)



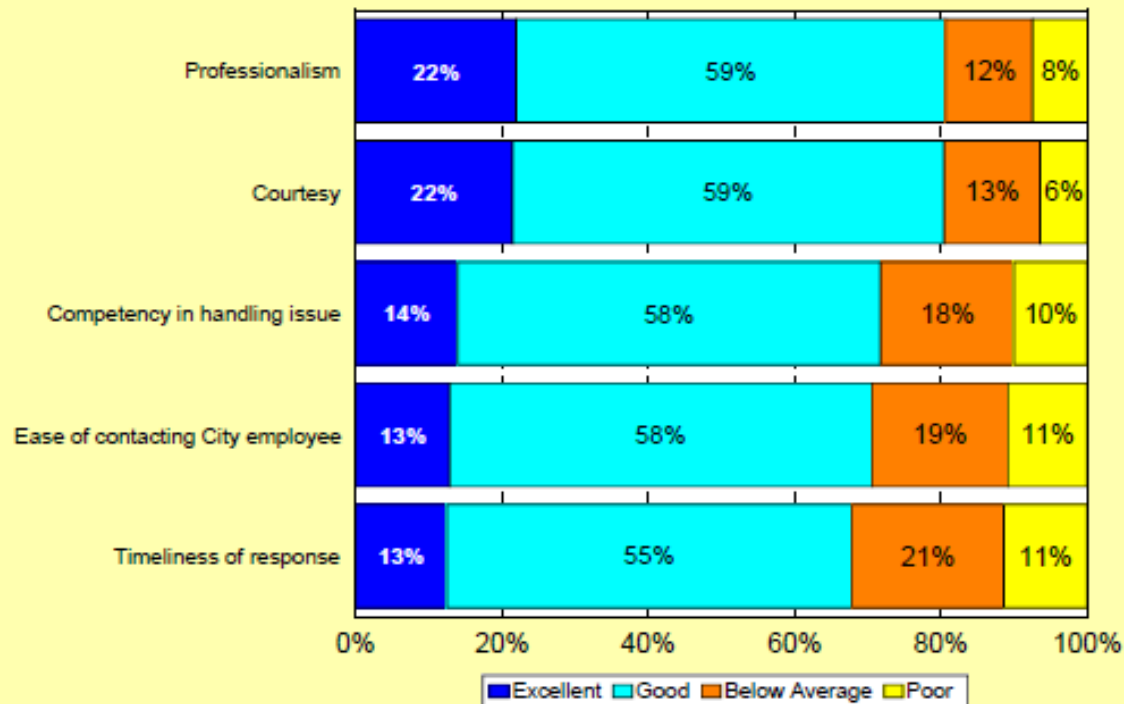
Source: Leisure Vision/ETC Institute for the City of Reno

Interactions with City Employees



Q15. Respondent Ratings Based on Overall Interactions with City of Reno Employees

by percentage of respondents (excluding don't know)



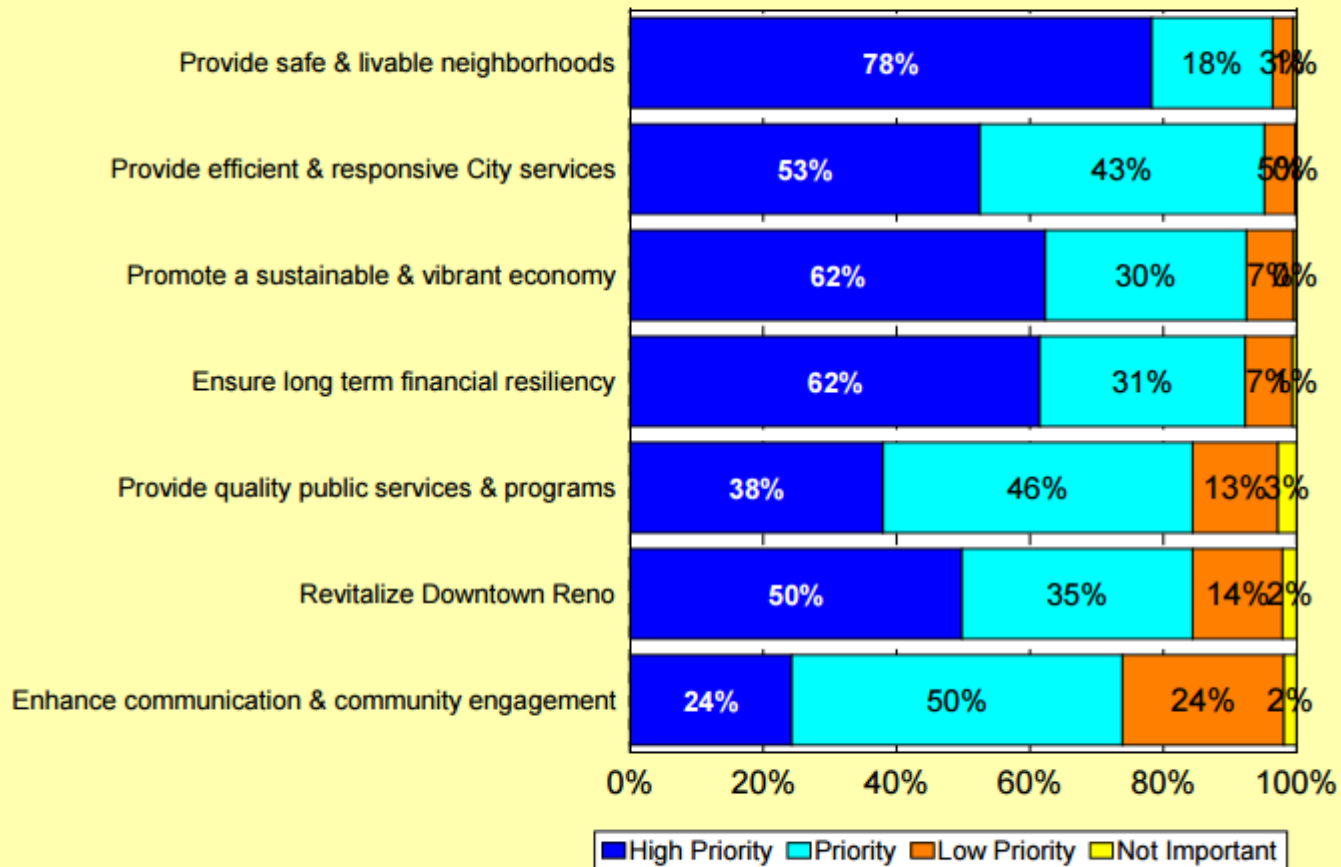
Source: Leisure Vision/ETC Institute for the City of Reno

Major Focus Areas



Q16. Importance of Major Focus Areas

by percentage of respondents (excluding don't know)



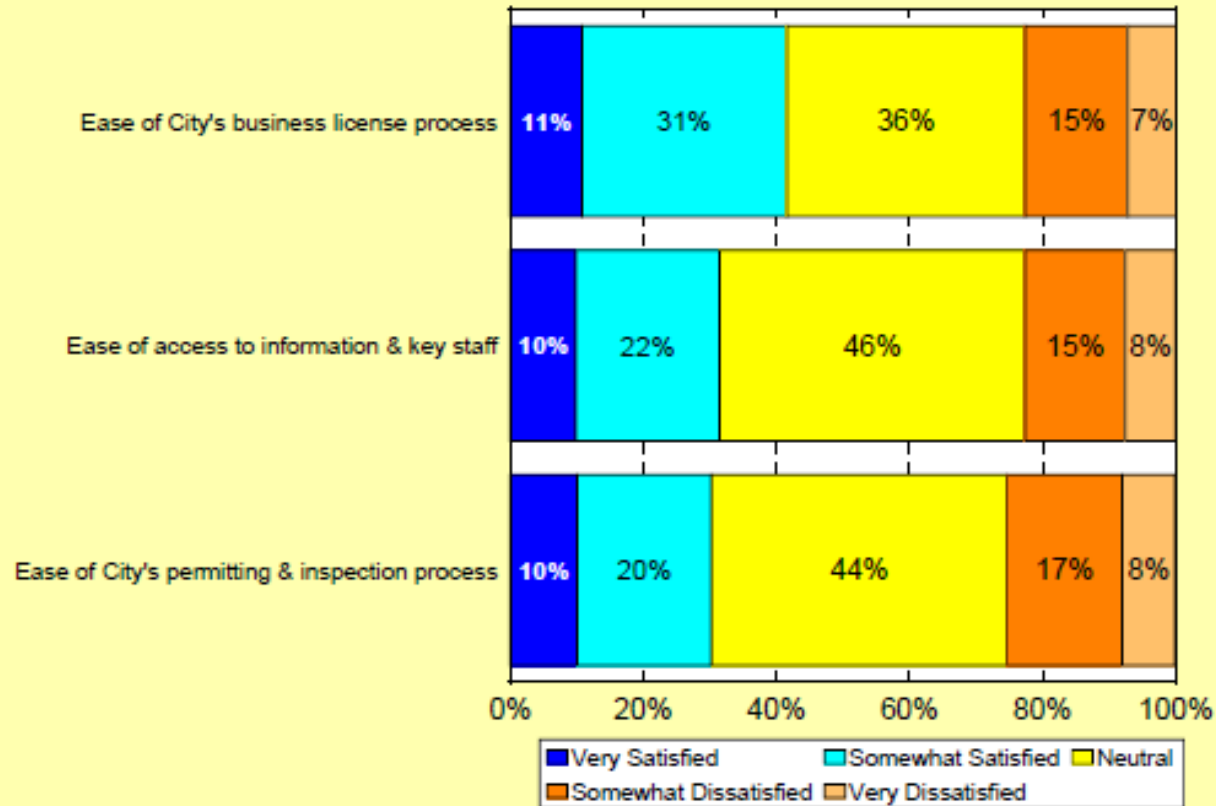
Source: Leisure Vision/ETC Institute for the City of Reno

Economic Development Services



Q17. Overall Satisfaction with Economic Development

by percentage of respondents (excluding don't know)



Source: Leisure Vision/ETC Institute for the City of Reno