

CITY OF SPARKS
PUBLIC ATTITUDE SURVEY - NOV/DEC 2011



Citywide Results (pages 2 - 9)

Comments (pages 10 - 13)

Ward 1 (pages 14 - 23)

Ward 2 (pages 24 - 33)

Ward 3 (pages 34 - 43)

Ward 4 (pages 44 - 53)

Ward 5 (pages 54 - 63)

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	1. Quality of Life				
	The overall quality of life in Sparks				
	Excellent	89.1%	148	30.0%	83.6%
	Good		265	53.6%	
	Fair		72	14.6%	
	Poor		9	1.8%	
	No Answer		16		494
	2. Growth				
	Population				
	Right Amount	43.8%	256	54.0%	
	Too Fast	51.4%	176	37.1%	
	Too Slow	48.0%	42	8.9%	
	No Answer		35		474
	Retail				
	Right Amount	49.7%	237	50.2%	
	Too Fast	23.6%	86	18.2%	
	Too Slow	26.7%	149	31.6%	
	No Answer		37		472
	Jobs				
	Right Amount	11.3%	45	9.9%	
	Too Fast	0.9%	10	2.2%	
	Too Slow	87.8%	401	87.9%	
	No Answer		53		456
	3. City Concerns				
	City Budget/Reduction in Services				
	Large Problem		197	43.4%	
	Medium Problem	75.3%	154	33.9%	77.3%
Wide Results (pages	Small Problem		53	11.7%	
	Not a Problem		50	11.0%	
	No Answer		53		454
Top 6 Concerns	Education/Schools				
	Large Problem		216	50.0%	
	Medium Problem	70.7%	113	26.2%	76.2%
	Small Problem		35	8.1%	
	Not a Problem		68	15.7%	
	No Answer		75		432
Top 6 Concerns	Fire Services				
	Large Problem		101	22.0%	
	Medium Problem	n/a	111	24.1%	46.1%
	Small Problem		68	14.8%	
	Not a Problem		180	39.1%	
	No Answer		47		460

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
Top 6 Concerns	Flooding				
	Large Problem		35	7.8%	
	Medium Problem	35.9%	96	21.5%	29.4%
	Small Problem		131	29.4%	
	Not a Problem		184	50.8%	
	No Answer		61		446
Top 6 Concerns	Gang Activity				
	Large Problem		199	43.3%	
	Medium Problem	n/a	151	32.8%	76.1%
	Small Problem		62	13.5%	
	Not a Problem		48	10.4%	
	No Answer		47	10.2%	460
Top 6 Concerns	Graffiti				
	Large Problem		243	52.0%	
	Medium Problem	65.4%	136	29.1%	81.2%
	Small Problem		61	13.1%	
	Not a Problem		27	5.8%	
	No Answer		40		467
Top 6 Concerns	Overall Growth of the City of Sparks				
	Large Problem		75	16.2%	
	Medium Problem	54.5%	155	33.5%	49.8%
	Small Problem		95	20.6%	
	Not a Problem		137	29.7%	
	No Answer		45	9.7%	462
Top 6 Concerns	Housing Market/Foreclosures				
	Large Problem		368	80.7%	
	Medium Problem	91.1%	61	13.4%	94.1%
	Small Problem		17	3.7%	
	Not a Problem		10	2.2%	
	No Answer		51		456
ICMA & Top 6 Concerns	Neighborhood Appearance				
	Large Problem		85	18.4%	
	Medium Problem	36.4%	133	28.7%	47.1%
	Small Problem		104	22.5%	
	Not a Problem		141	30.5%	
	No Answer		44		463
Top 6 Concerns	Police Services				
	Large Problem		87	19.0%	
	Medium Problem	n/a	98	21.4%	40.3%
	Small Problem		78	17.0%	
	Not a Problem		196	42.7%	
	No Answer		48		459

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
Top 6 Concerns	Taxes				
	Large Problem		113	24.8%	
	Medium Problem	42.3%	110	24.1%	48.9%
	Small Problem		84	18.4%	
	Not a Problem		149	32.7%	
	No Answer		51		456
Top 6 Concerns	Traffic Congestion				
	Large Problem		141	30.3%	
	Medium Problem	66.1%	134	28.8%	59.0%
	Small Problem		88	18.9%	
	Not a Problem		103	22.1%	
	No Answer		41		466
Top 6 Concerns	Unemployment				
	Large Problem		364	80.0%	
	Medium Problem	91.2%	63	13.8%	93.8%
	Small Problem		14	3.1%	
	Not a Problem		14	3.1%	
	No Answer		52		455
	4. Safety - How you feel				
ICMA	Walking alone in your neighborhood after dark				
	Very Safe	68.5%	169	37.8%	76.3%
	Somewhat Safe		172	38.5%	
	Somewhat Unsafe		60	13.4%	
	Very Unsafe		46	10.3%	
	No Answer		60		447
ICMA	Walking alone in your neighborhood during the day				
	Very Safe	93.3%	326	70.4%	94.8%
	Somewhat Safe		113	24.4%	
	Somewhat Unsafe		19	4.1%	
	Very Unsafe		5	1.1%	
	No Answer		44		463
ICMA	Walking alone in business areas after dark				
	Very Safe	59.8%	70	16.6%	62.6%
	Somewhat Safe		194	46.0%	
	Somewhat Unsafe		91	21.6%	
	Very Unsafe		67	15.9%	
	No Answer		85		422
ICMA	Walking alone in business areas during the day				
	Very Safe	94.6%	269	59.5%	91.2%

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Somewhat Safe		143	31.6%	
	Somewhat Unsafe		34	7.5%	
	Very Unsafe		6	1.3%	
	No Answer		55		452
	5. Crime:				
ICMA	During the past 12 months, were you or anyone in your household the victim of any crime?				
	No	89.8%	416	89.5%	
	Yes	10.2%	49	10.5%	
	No Answer		42		465
ICMA	Was this crime(s) reported to the police?				
	No	18.4%	7	13.7%	
	Yes	81.6%	44	86.3%	
	No Answer		456		51
BA	If the crime was reported, how would you rate the contact with police?				
	Excellent	n/a	16	39.0%	61.0%
	Good		9	22.0%	
	Fair		7	17.1%	
	Poor		9	22.0%	
	No Answer		466		41
	6. Police				
ICMA	During the past 12 months, If you were not a victim of crime, have you had any contact with the police?				
	No		270	77.6%	
	Yes		78	22.4%	
	No Answer		157		348
ICMA	How would you rate the contact?				
	Excellent	82.3%	31	40.3%	67.5%
	Good		21	27.3%	
	Fair		10	13.0%	
	Poor		15	19.5%	
	No Answer		428		77
	7. Fire				
ICMA	During the past 12 months, have you had any contact with the fire services?				
	No	86.2%	398	87.3%	
	Yes	13.8%	58	12.7%	
	No Answer		49		456

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
ICMA	How would you rate the quality of services?				
	Excellent	95.5%	41	70.7%	89.7%
	Good		11	19.0%	
	Fair		6	10.3%	
	No Answer		447		58
ICMA	How would you rate the timeliness of the service?				
	Excellent	96.9%	41	74.5%	94.5%
	Good		11	20.0%	
	Fair		3	5.5%	
	No Answer		448		55
	8. Parks and Recreation				
ICMA	Quality of parks				
	Excellent	85.1%	114	25.8%	80.8%
	Good		243	55.0%	
	Fair		75	17.0%	
	Poor		10	2.3%	
	No Answer		63		442
ICMA	Recreation opportunities in Sparks				
	Excellent	85.7%	95	22.4%	74.1%
	Good		220	51.8%	
	Fair		92	21.6%	
	Poor		18	4.2%	
	No Answer		80		425
ICMA	Quality of recreation programs or classes				
	Excellent	82.4%	70	18.6%	75.3%
	Good		213	56.6%	
	Fair		76	20.2%	
	Poor		17	4.5%	
	No Answer		129		376
ICMA	Quality of recreation centers or facilities				
	Excellent	83.3%	69	17.7%	68.9%
	Good		199	51.2%	
	Fair		99	25.4%	
	Poor		22	5.7%	
	No Answer		116		389
ICMA	Quality of special events				
	Excellent		157	37.2%	85.5%
	Good		204	48.3%	

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Fair		48	11.4%	
	Poor		13	3.1%	
	No Answer		83		422
	9. City Services				
ICMA	Overall quality of services in Sparks				
	Excellent	82.8%	89	20.1%	79.9%
	Good		265	59.8%	
	Fair		78	17.6%	
	Poor		11	2.5%	
	No Answer		61		443
ICMA	Quality of Code Enforcement				
	Excellent	58.9%	39	9.9%	61.5%
	Good		202	51.5%	
	Fair		97	24.7%	
	Poor		54	13.8%	
	No Answer		112		392
ICMA	Quality of street repair				
	Excellent	47.5%	44	9.8%	44.6%
	Good		156	34.8%	
	Fair		149	33.3%	
	Poor		99	22.1%	
	No Answer		56		448
ICMA	Quality of street cleaning				
	Excellent	69.0%	68	15.1%	62.3%
	Good		213	47.2%	
	Fair		106	23.5%	
	Poor		64	14.2%	
	No Answer		53		451
ICMA	Quality of snow removal				
	Excellent	41.1%	36	8.4%	48.4%
	Good		172	40.0%	
	Fair		129	30.0%	
	Poor		93	21.6%	
	No Answer		74		430
ICMA	Quality of fire services				
	Excellent	n/a	130	31.2%	84.4%
	Good		222	53.2%	
	Fair		61	14.6%	
	Poor		4	1.0%	
	No Answer		87		417
BA	Quality of police services				
	Excellent	84.5%	119	27.6%	75.9%
	Good		208	48.3%	

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Fair		76	17.6%	
	Poor		28	6.5%	
	No Answer		73		431
City Services	Availability of public transportation				
	Excellent	61.4%	61	16.7%	55.2%
	Good		141	38.5%	
	Fair		86	23.5%	
	Poor		78	21.3%	
	No Answer		138		366
City Services*	Availability of pedestrian walkways				
	Excellent	63.5%**	73	16.6%	70.7%
	Good		239	54.2%	
	Fair		104	23.6%	
	Poor		25	5.7%	
	No Answer		63		441
City Services*	Availability of bicycle lanes				
	Excellent	n/a	52	12.5%	59.5%
	Good		196	47.0%	
	Fair		119	28.5%	
	Poor		50	12.0%	
	No Answer		87		417
	10. Citizen Participation				
	Attended a City of Sparks government meeting, such as the City Council, Parks & Rec Commission, Planning Commission, etc.?				
	No	85.1%	393	87.3%	
	Yes	14.9%	57	12.7%	
	No Answer		54		450
	Watched a city government meeting or other programming on the Sparks Government channel on cable television?				
	No	57.6%	326	72.9%	
	Yes	42.4%	121	27.1%	
	No Answer		57		447
	Volunteered your time to some group/activity in Sparks?				
	No	64.7%	298	66.4%	
	Yes	35.3%	151	33.6%	
	No Answer		55		449
	Used the internet to conduct business with the City of Sparks?				

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	No	74.1%	316	70.7%	
	Yes	25.9%	131	29.3%	
	No Answer		57		447
	11. Miscellaneous				
	Would you support having one consolidated government for all of Reno, Sparks and Washoe County?				
	No	67.1%	308	74.2%	
	Yes	32.9%	107	25.8%	
	No Answer		89		415
	Are sustainability, green technology, and environmental issues important to you?				
	No	16.9%	87	19.9%	
	Yes	83.1%	351	80.1%	
	No Answer		66		438
	12. Demographics				
	How many years have you lived in Sparks?				
	5 years or less	12.8%	74	14.7%	
	6 - 10 years	15.0%	71	14.1%	
	11 - 20 years	19.0%	106	21.1%	
	more than 20 years	53.2%	252	50.1%	
	No Answer				503
	In what category is your age?				
	18 - 24 years	4.3%	14	3.1%	
	25 - 34 years	6.3%	30	6.7%	
	35 - 44 years	9.8%	51	11.5%	
	45 - 64 years	42.7%	178	40.0%	
	65 years or older	36.8%	172	38.7%	
	No Answer		58		445
*The 2010 survey did not specify between victims of crime and non-victims for quality of police service					
**2010 survey asked a combined question on pedestrian/bicycle traffic					

Category	Comments
	depends upon on area
2. Growth	construction
2. Growth	county grown north from Pyramid
2. Growth	North Sparks growing quickly
2. Growth	pop. growing too fast in past but slowed down
2. Growth	post office
2. Growth	Retail effected by slow economy.
2. Growth	retail old area is closing new areas are growing
2. Growth	Retail- too many WalMarts. Wants small business.
2. Growth	should be in the city, not far out
2. Growth	Too many closed buildings
2. Growth	too much government
3. City Concerns	No lighting at the other end of Sparks Blvd, west of Pyramid Hwy-Highlands Ranch (?) - dangerous.
3. City Concerns	budget cuts = big problems in services
3. City Concerns	City, state and county should have more taxes and we should pay our own way
3. City Concerns	del rosa school uniforms improvement
3. City Concerns	Don't have the roads to support the growth
3. City Concerns	everyone working in schools should be teaching, shouldn't build houses where there are round rocks, police services are misdirected, mispent money (not taxes) are the problem, government is the problem
3. City Concerns	Flooding a big problem in some areas. Taxes should be reduce b/c property value going down.
3. City Concerns	Get up front money from speculators in downtown deelopment. taking prop. off tax rolls doesn't help. called city 3 weeks ago about graffiti--still there
3. City Concerns	Graffiti costing taxpayers \$\$
3. City Concerns	graffiti is art. too many police.
3. City Concerns	in mates doing nothing in jail.
3. City Concerns	intersection pyramid and mccarran bad
3. City Concerns	more police out watching drivers.
	need to work out use of traffic circles; including education on them.
3. City Concerns	noticed the city is cleaning up neighborhoods
3. City Concerns	Parks deteriorating, Schools are suffering from budget cuts
3. City Concerns	pyramid needs help better ways to connect freeways. government leave city alone business regulations.
3. City Concerns	school is county not city
3. City Concerns	schools should be govern locally, 3 man teams very wise, get rid of illegally aliens, graffiti early 20s prosecuted by city, concentrate on warehousing, city should make bank keep property they foreclose on city be more
3. City Concerns	Sparks has done a marvelous job w/neighborhood appearance since she moved here 16 years ago.
3. City Concerns	Sparks spending money frugally. Throw book @ gang members.
3. City Concerns	state attorney to go after loan companies because of foreclosures liked landscaping on vista
3. City Concerns	stop lights on pyramid and mccarran
3. City Concerns	taxes too high
3. City Concerns	thinks should raise taxes

3. City Concerns	Too many cuts in fire and police--Sparks native
3. City Concerns	Traffic congestion due to inadequate timing of lights to the flow of traffic.
3. City Concerns	Traffic good except Pyramid at 5pm
3. City Concerns	traffic problems started when the mgm grand went in
3. City Concerns	Unhappy with alarm rates for police services
4. Safety - How you feel	by sparks high where neighbor was raped.
4. Safety - How you feel	carry a gun doesnt feel daughter would be safe. patrol twice a week through neighborhood.
4. Safety - How you feel	concerned when 3 different woman were attacked.
4. Safety - How you feel	Does not walk anywhere at night alone.
4. Safety - How you feel	Does not walk at night
4. Safety - How you feel	Doesn't go out after dark.
4. Safety - How you feel	doesn't walk alone anymore
4. Safety - How you feel	Feels cautious
4. Safety - How you feel	feels safer at legends
4. Safety - How you feel	has nothing to due safety
4. Safety - How you feel	need more police in downtown area
4. Safety - How you feel	unless there are gangs of kids around
8. Parks and Recreation	3man more economical than 4 man
8. Parks and Recreation	boys and girls club likes very much.
8. Parks and Recreation	Concerned about the strict speed limit changes near Legends/Marina.
8. Parks and Recreation	concerned with safety at events
8. Parks and Recreation	Crossing is a problem due to pedestrians.
8. Parks and Recreation	Doesn't use rec oportunities, programs, rec centers
8. Parks and Recreation	Don't engage in these facilities.
8. Parks and Recreation	except for winter
8. Parks and Recreation	fire department put on a display
8. Parks and Recreation	good golf courses
8. Parks and Recreation	lots of parks are full of gang members
8. Parks and Recreation	maintaining is good. homeless taking over a lot of the park areas close to highways
8. Parks and Recreation	mayor good job
8. Parks and Recreation	Most parks don't have restrooms.
8. Parks and Recreation	Need more classes on safety training
8. Parks and Recreation	not yet partcipate
8. Parks and Recreation	Parks could be better-too many dog messes
8. Parks and Recreation	Recreation centers too far out - nothing for intercity kids.
8. Parks and Recreation	recreation classes should not exist, football fields and tennis courts shouldn't exist in schools
8. Parks and Recreation	recreation facilities need bathrooms
8. Parks and Recreation	The parks need to be cleaned better. glass, gum, graffiti, etc.
8. Parks and Recreation	using money wisely, like programs on richard way too much on baseball parks, rib cook off fantastic, christmas parade was great more participation from different groups. Sparks police excellant control over special events.
8. Parks and Recreation	Would like the city of sparks to advertise the senior center.
9. City Services	bicycle lanes traffic hazzard.

9. City Services	building permit upset hard to get spent 5000 dollars
9. City Services	change the rules to have bikes ride towards the traffic
9. City Services	cost more to get on bus
9. City Services	depends on area
9. City Services	Does not agree with noise laws; need better street management in Sparks
9. City Services	Doesn't like new pedestrian walkway designs.
9. City Services	Doesn't use pub transport
9. City Services	doing too much street repair.
9. City Services	Garbage should include better recycling svc.
9. City Services	more traffic observations for speeding
9. City Services	Need to repair residential cracks
9. City Services	nobody fault on road repair
9. City Services	Not enough traffic enforcement by police. Better off without bike lanes.
9. City Services	Oddie to Pyramid is a mess
9. City Services	ped walkways; crosswalks not painted well.
9. City Services	Police are excellent considering what they have
9. City Services	Regarding street cleaning - on the day we put out our garbage for pick up, the street sweeper comes by!
9. City Services	shouldn't tell him when to water. street repair is too often. bicycle lanes are not needed.
9. City Services	there are too many bicycle lanes
9. City Services	Unable to use her \$30 worth of bus tickets for the ACCESS bus for her husband-does not go in Sparks.
9. City Services	Wish that the street repairs weren't doing it all at one area. No more cuts in fire & police.
10. Citizen Participation	availability of public transit; stated buses not on time and inefficient.
10. Citizen Participation	book drives, vfw
10. Citizen Participation	Bus stops are too far for her to walk.
10. Citizen Participation	Channel is moved to the digital tier and haven't been able to watch it since.
10. Citizen Participation	Humane Society
10. Citizen Participation	make city council meetings available on all service plans of tv
10. Citizen Participation	no access on tv, previous continental
10. Citizen Participation	no computer
10. Citizen Participation	no interest
10. Citizen Participation	too boring
10. Citizen Participation	Turkey Trot needs better services
11. Miscellaneous	city of government should not be involved, green tech should pay for itself.
11. Miscellaneous	communicate with mayor to internet
11. Miscellaneous	Consolidated gov't not sure. Same with green tech,
11. Miscellaneous	consolidation should be studied and should do if it saves money.
11. Miscellaneous	difficult to do
11. Miscellaneous	everyone in government should cut their bureaucracy in half. should put the windmills in the Truckee river (under the river).
11. Miscellaneous	feels better communication between 911 call centers needed.
11. Miscellaneous	get rid of both mayors don't like
11. Miscellaneous	Green tech secondary to jobs.

11. Miscellaneous	Not big on solar energy. Wants epa and other agencies to be fully funded to avoid pollution .
11. Miscellaneous	not financial if city were better off then would be in support
11. Miscellaneous	one consolidated goverment by the people (legal citiizens) not officials
11. Miscellaneous	only if improved services
11. Miscellaneous	Reno/Sparks would be a great idea to pull together and not washoe county.
11. Miscellaneous	Short end step child
11. Miscellaneous	should have rib cookoff twice a year
11. Miscellaneous	Somewhat care about environmental issues.
11. Miscellaneous	split sparks in half build windmills in east nevada but no government
11. Miscellaneous	Support consolidations without cutting positions.
11. Miscellaneous	Tell Martini I'm on his side
11. Miscellaneous	would consider consolidated government
11. Miscellaneous	yes to reno and sparks but not if other cities are involved.
12. Demographics	Best place to live in the USA.
12. Demographics	encourage residents to clean brush to prevent fires.
12. Demographics	enviromental yes
12. Demographics	feels the guestiones are not very clear.
12. Demographics	going well
12. Demographics	his grandfather moved here before it was a state. thanks us for doing the survey.
12. Demographics	Intersection of Crestsite and Southview by Bud Beasley school is out of control-cars going too fast, not stopping at the signs.
12. Demographics	loves sparks
12. Demographics	loves sparks used to live in Reno
12. Demographics	More and more taxes and less and less services.
12. Demographics	need more sparks police, especially out in east and north sparks.
12. Demographics	so glad not together with Reno, they are in a mess; and really glad we didn't get involved with building the baseball stadium
12. Demographics	sparks does good job.
12. Demographics	Enjoyed answering questions, loves mayor, fire and police dept. and would never move out of sparks.
12. Demographics	the police force needs to be majorly improved. Needs to be more effective in fighting crime.
12. Demographics	the sparks street on mason avenue bad intersection.

CITY OF SPARKS
PUBLIC ATTITUDE SURVEY - NOV/DEC 2011



**W
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1**

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	1. Quality of Life				
	The overall quality of life in Sparks				
	Excellent	77.0%	22	22.0%	71.0%
	Good		49	49.0%	
	Fair		24	24.0%	
	Poor		5	5.0%	
	No Answer		1		100
	2. Growth				
	Population				
	Right Amount	35.1%	51	52.6%	
	Too Fast	59.6%	38	39.2%	
	Too Slow	5.3%	8	8.2%	
	No Answer		3		97
	Retail				
	Right Amount	40.4%	47	50.5%	
	Too Fast	31.9%	16	17.2%	
	Too Slow	27.7%	30	32.3%	
	No Answer		7		93
	Jobs				
	Right Amount	2.9%	5	5.6%	
	Too Fast	12.7%	1	1.1%	
	Too Slow	84.3%	84	93.3%	
	No Answer		10		90
	3. City Concerns				
	City Budget/Reduction in Services				
	Large Problem		39	42.4%	
	Medium Problem	70.2%	32	34.8%	77.2%
	Small Problem		12	13.0%	
	Not a Problem		9	9.8%	
	No Answer		8		92
Top 6 Concerns	Education/Schools				
	Large Problem		39	47.0%	
	Medium Problem	73.6%	18	21.7%	68.7%
	Small Problem		11	13.3%	
	Not a Problem		15	18.1%	
	No Answer		17		83
Top 6 Concerns	Fire Services				
	Large Problem		20	22.2%	
	Medium Problem	n/a	19	21.1%	43.3%

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Small Problem		10	11.1%	
	Not a Problem		41	45.6%	
	No Answer		10		90
Top 6 Concerns	Flooding				
	Large Problem		8	9.1%	
	Medium Problem	25.8%	22	25.0%	34.1%
	Small Problem		24	27.3%	
	Not a Problem		34	9.4%	
	No Answer		12		88
Top 6 Concerns	Gang Activity				
	Large Problem		44	47.3%	
	Medium Problem	n/a	30	32.3%	79.6%
	Small Problem		10	10.8%	
	Not a Problem		9	9.7%	
	No Answer		7		93
Top 6 Concerns	Graffiti				
	Large Problem		58	60.4%	
	Medium Problem	73.7%	26	27.1%	87.5%
	Small Problem		9	9.4%	
	Not a Problem		3	3.1%	
	No Answer		4		96
Top 6 Concerns	Overall Growth of the City of Sparks				
	Large Problem		13	14.4%	
	Medium Problem	54.7%	31	34.4%	48.9%
	Small Problem		21	23.3%	
	Not a Problem		25	27.8%	
	No Answer		10		90
Top 6 Concerns	Housing Market/Foreclosures				
	Large Problem		71	77.2%	
	Medium Problem	86.5%	18	19.6%	96.7%
	Small Problem		2	2.2%	
	Not a Problem		1	1.1%	
	No Answer		8		92
ICMA & Top 6 Concerns	Neighborhood Appearance				
	Large Problem		19	20.4%	
	Medium Problem	51.5%	28	30.1%	50.5%
	Small Problem		23	24.7%	
	Not a Problem		23	24.7%	
	No Answer		7		93
Top 6 Concerns	Police Services				

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Large Problem		18	19.6%	
	Medium Problem	n/a	19	20.7%	40.2%
	Small Problem		18	19.6%	
	Not a Problem		37	40.2%	
	No Answer		8		92
Top 6 Concerns	Taxes				
	Large Problem		21	23.6%	
	Medium Problem	37.1%	15	16.9%	40.4%
	Small Problem		24	27.0%	
	Not a Problem		29	32.6%	
	No Answer		11		89
Top 6 Concerns	Traffic Congestion				
	Large Problem		27	29.3%	
	Medium Problem	61.1%	25	27.2%	56.5%
	Small Problem		20	21.7%	
	Not a Problem		20	21.7%	
	No Answer		8		92
Top 6 Concerns	Unemployment				
	Large Problem		75	83.3%	
	Medium Problem	90.3%	10	11.1%	94.4%
	Small Problem		3	3.3%	
	Not a Problem		2	2.2%	
	No Answer		10		90
	4. Safety - How you feel				
ICMA	Walking alone in your neighborhood after dark				
	Very Safe	51.1%	23	25.0%	69.6%
	Somewhat Safe		41	44.6%	
	Somewhat Unsafe	48.9%	14	15.2%	30.4%
	Very Unsafe		14	15.2%	
	No Answer		8		92
ICMA	Walking alone in your neighborhood during the day				
	Very Safe	87.4%	55	59.8%	85.9%
	Somewhat Safe		24	26.1%	
	Somewhat Unsafe	12.6%	8	8.7%	14.1%
	Very Unsafe		5	5.4%	
	No Answer		8		92
ICMA	Walking alone in business areas after dark				

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Very Safe	60.2%	12	14.3%	66.7%
	Somewhat Safe		44	52.4%	
	Somewhat Unsafe	39.8%	12	14.3%	14.3%
	Very Unsafe		16	19.0%	
	No Answer		16		84
ICMA	Walking alone in business areas during the day				
	Very Safe	90.5%	52	50.0%	79.8%
	Somewhat Safe		31	29.8%	
	Somewhat Unsafe	9.5%	5	4.8%	20.2%
	Very Unsafe		16	15.4%	
	No Answer		9		104
	5. Crime:				
ICMA	During the past 12 months, were you or anyone in your household the victim of any crime?				
	No	89.6%	79	84.0%	
	Yes	10.4%	15	16.0%	
	No Answer		6		94
ICMA	Was this crime(s) reported to the police?				
	No	20.0%	1	6.7%	
	Yes	80.0%	14	93.3%	
	No Answer		85		15
BA	If the crime was reported, how would you rate the contact with police?*				
	Excellent	n/a	5	33.3%	66.7%
	Good		5	33.3%	
	Fair		1	6.7%	
	Poor		4	26.7%	
	No Answer		85		15
	6. Police				
ICMA	During the past 12 months, If you were not a victim of crime, have you had any contact with the police?				
	No		56	80.0%	
	Yes		14	20.0%	
	No Answer		30		70
ICMA	How would you rate the contact?*				
	Excellent	80.0%	7	50.0%	71.4%

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Good		3	21.4%	
	Fair		1	7.1%	
	Poor		3	21.4%	
	No Answer		56		14
	7. Fire				
ICMA	During the past 12 months, have you had any contact with the fire services?				
	No	82.1%	78	84.8%	
	Yes	17.9%	14	15.2%	
	No Answer		8		92
ICMA	How would you rate the quality of services?				
	Excellent	94.1%	9	64.3%	92.9%
	Good		4	28.6%	
	Fair		1	7.1%	
	No Answer		86		14
ICMA	How would you rate the timeliness of the service?				
	Excellent	94.1%	8	57.1%	92.9%
	Good		5	35.7%	
	Fair		0	0.0%	
	Poor		1	7.1%	
	No Answer		86		14
	8. Parks and Recreation				
ICMA	Quality of parks				
	Excellent	80.9%	23	25.8%	79.8%
	Good		48	53.9%	
	Fair		15	16.9%	
	Poor		3	3.4%	
	No Answer		11		89
ICMA	Recreation opportunities in Sparks				
	Excellent	83.3%	16	18.8%	67.1%
	Good		41	48.2%	
	Fair		23	27.1%	
	Poor		5	5.9%	
	No Answer		15		85
ICMA	Quality of recreation programs or classes				
	Excellent	80.5%	13	18.8%	71.0%

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Good		36	52.2%	
	Fair		18	26.1%	
	Poor		2	2.9%	
	No Answer		31		69
ICMA	Quality of recreation centers or facilities				
	Excellent	77.5%	14	18.4%	71.1%
	Good		40	52.6%	
	Fair		20	26.3%	
	Poor		2	2.6%	
	No Answer		24		76
ICMA	Quality of special events				
	Excellent	n/a	29	35.8%	82.7%
	Good		38	46.9%	
	Fair		13	16.0%	
	Poor		1	1.2%	
	No Answer		19		81
	9. City Services				
ICMA	Overall quality of services in Sparks				
	Excellent	78.5%	11	12.9%	70.6%
	Good		49	57.6%	
	Fair		23	27.1%	
	Poor		2	2.4%	
	No Answer		15		85
ICMA	Quality of Code Enforcement				
	Excellent	44.8%	7	9.3%	56.0%
	Good		35	46.7%	
	Fair		20	26.7%	
	Poor		13	17.3%	
	No Answer		25		75
ICMA	Quality of street repair				
	Excellent	45.9%	9	10.1%	41.6%
	Good		28	31.5%	
	Fair		26	29.2%	
	Poor		26	29.2%	
	No Answer		11		89
ICMA	Quality of street cleaning				
	Excellent	65.6%	13	14.6%	56.2%
	Good		37	41.6%	
	Fair		21	23.6%	

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Poor		18	20.2%	
	No Answer		11		89
ICMA	Quality of snow removal				
	Excellent	30.5%	9	11.0%	47.6%
	Good		30	36.6%	
	Fair		29	35.4%	
	Poor		14	17.1%	
	No Answer		18		82
ICMA	Quality of fire services				
	Excellent	n/a	24	30.4%	88.6%
	Good		46	58.2%	
	Fair		9	11.4%	
	Poor		0	0.0%	
	No Answer		21		79
BA	Quality of police services*				
	Excellent	78.3%	24	28.9%	74.7%
	Good		38	45.8%	
	Fair		15	18.1%	
	Poor		6	7.2%	
	No Answer		17		83
City Services	Availability of public transportation				
	Excellent	76.0%	17	23.6%	75.0%
	Good		37	51.4%	
	Fair		11	15.3%	
	Poor		7	9.7%	
	No Answer		28		72
City Services*	Availability of pedestrian walkways**				
	Excellent	54.9%	11	12.6%	74.7%
	Good		54	62.1%	
	Fair		17	19.5%	
	Poor		5	5.7%	
	No Answer		13		87
City Services*	Availability of bicycle lanes**				
	Excellent	54.9%	10	11.8%	51.8%
	Good		34	40.0%	
	Fair		24	28.2%	
	Poor		17	20.0%	
	No Answer		15		85
	10. Citizen Participation				

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Attended a City of Sparks government meeting, such as the City Council, Parks & Rec Commission, Planning Commission, etc.?				
	No	88.4%	81	90.0%	
	Yes	11.6%	9	10.0%	
	No Answer		10		90
	Watched a city government meeting or other programming on the Sparks Government channel on cable television?				
	No	60.0%	62	69.7%	
	Yes	40.0%	27	30.3%	
	No Answer		11		89
	Volunteered your time to some group/activity in Sparks?				
	No	74.5%	55	61.1%	
	Yes	25.5%	35	38.9%	
	No Answer		10		90
	Used the internet to conduct business with the City of Sparks?				
	No	82.1%	73	81.1%	
	Yes	17.8%	17	18.9%	
	No Answer		10		90
	11. Miscellaneous				
	Would you support having one consolidated government for all of Reno, Sparks and Washoe County?				
	No	65.0%	62	78.5%	
	Yes	35.0%	17	21.5%	
	No Answer		21		79
	Are sustainability, green technology, and environmental issues important to you?				
	No	17.0%	14	15.7%	
	Yes	83.0%	75	84.3%	
	No Answer		11		89
	12. Demographics				
	How many years have you lived in Sparks?				

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	5 years or less	14.7%	17	17.0%	
	6 - 10 years	7.8%	14	14.0%	
	11 - 20 years	19.6%	16	16.0%	
	more than 20 years	57.8%	53	53.0%	
	No Answer				100
	In what category is your age?				
	18 - 24 years	4.4%	3	3.4%	
	25 - 34 years	5.6%	7	8.0%	
	35 - 44 years	8.9%	10	11.5%	
	45 - 64 years	43.3%	31	35.6%	
	65 years or older	37.7%	36	41.4%	
	No Answer		13		87
*The 2010 survey did not specify between victims of crime and non-victims for quality of police service					
**2010 survey asked a combined question on pedestrian/bicycle traffic					

CITY OF SPARKS
PUBLIC ATTITUDE SURVEY - NOV/DEC 2011



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Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	1. Quality of Life				
	The overall quality of life in Sparks				
	Excellent	86.6%	23	23.7%	82.5%
	Good		57	58.8%	
	Fair		15	15.5%	
	Poor		2	2.1%	
	No Answer		7		97
	2. Growth				
	Population				
	Right Amount	39.6%	46	48.9%	
	Too Fast	58.2%	40	42.6%	
	Too Slow	2.2%	8	8.5%	
	No Answer		10		94
	Retail				
	Right Amount	46.9%	41	44.1%	
	Too Fast	19.8%	22	23.7%	
	Too Slow	33.3%	30	32.3%	
	No Answer		11		93
	Jobs				
	Right Amount	10.0%	11	11.7%	
	Too Fast	1.1%	3	3.2%	
	Too Slow	88.9%	80	85.1%	
	No Answer		10		94
	3. City Concerns				
	City Budget/Reduction in Services				
	Large Problem		39	42.9%	
	Medium Problem	78.0%	24	26.4%	69.2%
	Small Problem		16	17.6%	
	Not a Problem		12	13.2%	
	No Answer		12		91
Top 6 Concerns	Education/Schools				
	Large Problem		40	45.5%	
	Medium Problem	72.6%	25	28.4%	73.9%
	Small Problem		9	10.2%	
	Not a Problem		14	15.9%	
	No Answer		15		88
Top 6 Concerns	Fire Services				
	Large Problem		16	17.4%	

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Medium Problem	n/a	24	26.1%	43.5%
	Small Problem		20	21.7%	
	Not a Problem		32	34.8%	
	No Answer		11		92
Top 6 Concerns	Flooding				
	Large Problem		7	7.8%	
	Medium Problem	16.0%	16	17.8%	25.6%
	Small Problem		31	34.4%	
	Not a Problem		36	9.9%	
	No Answer		13		90
Top 6 Concerns	Gang Activity				
	Large Problem		44	46.8%	
	Medium Problem	n/a	29	30.9%	77.7%
	Small Problem		15	16.0%	
	Not a Problem		6	6.4%	
	No Answer		9	9.6%	94
Top 6 Concerns	Graffiti				
	Large Problem		51	54.3%	
	Medium Problem	68.1%	25	26.6%	80.9%
	Small Problem		12	12.8%	
	Not a Problem		6	6.4%	
	No Answer		9		94
Top 6 Concerns	Overall Growth of the City of Sparks				
	Large Problem		15	16.1%	
	Medium Problem	60.9%	39	41.9%	58.1%
	Small Problem		15	16.1%	
	Not a Problem		24	25.8%	
	No Answer		10	10.8%	93
Top 6 Concerns	Housing Market/Foreclosures				
	Large Problem		76	83.5%	
	Medium Problem	86.5%	6	6.6%	90.1%
	Small Problem		6	6.6%	
	Not a Problem		3	3.3%	
	No Answer		12		91
ICMA & Top 6 Concerns	Neighborhood Appearance				
	Large Problem		17	18.5%	
	Medium Problem	41.5%	31	33.7%	52.2%
	Small Problem		19	20.7%	
	Not a Problem		25	27.2%	
	No Answer		11		92

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
Top 6 Concerns	Police Services				
	Large Problem		17	18.7%	
	Medium Problem	n/a	22	24.2%	42.9%
	Small Problem		17	18.7%	
	Not a Problem		35	38.5%	
	No Answer		12		91
Top 6 Concerns	Taxes				
	Large Problem		21	22.8%	
	Medium Problem	32.6%	21	22.8%	45.7%
	Small Problem		19	20.7%	
	Not a Problem		31	33.7%	
	No Answer		11		92
Top 6 Concerns	Traffic Congestion				
	Large Problem		39	41.5%	
	Medium Problem	62.1%	21	22.3%	63.8%
	Small Problem		18	19.1%	
	Not a Problem		16	17.0%	
	No Answer		9		94
Top 6 Concerns	Unemployment				
	Large Problem		67	71.3%	
	Medium Problem	92.1%	17	18.1%	89.4%
	Small Problem		5	5.3%	
	Not a Problem		5	5.3%	
	No Answer		9		94
	4. Safety - How you feel				
ICMA	Walking alone in your neighborhood after dark				
	Very Safe		22	24.4%	65.6%
	Somewhat Safe	56.5%	37	41.1%	
	Somewhat Unsafe		17	18.9%	
	Very Unsafe	27.2%	14	15.6%	
	No Answer		13		90
ICMA	Walking alone in your neighborhood during the day				
	Very Safe		54	51.4%	81.0%
	Somewhat Safe	93.5%	31	29.5%	
	Somewhat Unsafe		6	5.7%	
	Very Unsafe	6.5%	14	13.3%	
	No Answer		12		105

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
ICMA	Walking alone in business areas after dark				
	Very Safe		13	15.3%	61.2%
	Somewhat Safe	55.7%	39	45.9%	
	Somewhat Unsafe		20	23.5%	
	Very Unsafe	44.3%	13	15.3%	
	No Answer		18		85
ICMA	Walking alone in business areas during the day				
	Very Safe		59	56.7%	79.8%
	Somewhat Safe	97.0%	24	23.1%	
	Somewhat Unsafe		8	7.7%	
	Very Unsafe	3.0%	13	12.5%	
	No Answer		12		104
	5. Crime:				
ICMA	During the past 12 months, were you or anyone in your household the victim of any crime?				
	No	88.2%	85	90.4%	
	Yes	11.8%	9	9.6%	
	No Answer		9		94
ICMA	Was this crime(s) reported to the police?				
	No	9.1%	1	9.1%	
	Yes	90.9%	10	90.9%	
	No Answer				11
BA	If the crime was reported, how would you rate the contact with police?				
	Excellent	n/a	5	62.5%	75.0%
	Good		1	12.5%	
	Fair		2	25.0%	
	Poor		0	0.0%	
	No Answer		95		8
	6. Police				
ICMA	During the past 12 months, if you were not a victim of crime, have you had any contact with the police?				
	No	68.1%	58	78.4%	
	Yes	31.9%	16	21.6%	
	No Answer		29		74

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
ICMA	How would you rate the contact?				
	Excellent	75.9%	6	37.5%	50.0%
	Good		2	12.5%	
	Fair		3	18.8%	
	Poor		5	31.3%	
	No Answer		87		16
	7. Fire				
ICMA	During the past 12 months, have you had any contact with the fire services?				
	No	90.2%	74	82.2%	
	Yes	9.8%	16	17.8%	
	No Answer		13		90
ICMA	How would you rate the quality of services?				
	Excellent	66.7%	11	68.8%	81.3%
	Good	22.2%	2	12.5%	
	Fair	11.1%	3	18.8%	
	No Answer		87		16
ICMA	How would you rate the timeliness of the service?				
	Excellent	77.8%	11	68.8%	81.3%
	Good	22.2%	2	12.5%	
	Fair		3	18.8%	
	No Answer		87		16
	8. Parks and Recreation				
ICMA	Quality of parks				
	Excellent	85.1%	20	23.8%	79.8%
	Good		47	56.0%	
	Fair		14	16.7%	
	Poor		3	3.6%	
	No Answer		19		84
ICMA	Recreation opportunities in Sparks				
	Excellent	83.9%	20	25.0%	73.8%
	Good		39	48.8%	
	Fair		16	20.0%	
	Poor		5	6.3%	
	No Answer		23		80
ICMA	Quality of recreation programs or classes				

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Excellent	79.4%	18	23.7%	77.6%
	Good		41	53.9%	
	Fair		12	15.8%	
	Poor		5	6.6%	
	No Answer		27		76
ICMA	Quality of recreation centers or facilities				
	Excellent	78.0%	12	16.0%	68.0%
	Good		39	52.0%	
	Fair		17	22.7%	
	Poor		7	9.3%	
	No Answer		28		75
ICMA	Quality of special events				
	Excellent	n/a	31	36.9%	84.5%
	Good		40	47.6%	
	Fair		12	14.3%	
	Poor		1	1.2%	
	No Answer		19		84
	9. City Services				
ICMA	Overall quality of services in Sparks				
	Excellent	79.1%	18	20.0%	80.0%
	Good		54	60.0%	
	Fair		14	15.6%	
	Poor		4	4.4%	
	No Answer		12		90
ICMA	Quality of Code Enforcement				
	Excellent	48.1%	6	7.6%	57.0%
	Good		39	49.4%	
	Fair		24	30.4%	
	Poor		10	12.7%	
	No Answer		23		79
ICMA	Quality of street repair				
	Excellent	46.8%	11	12.2%	44.4%
	Good		29	32.2%	
	Fair		31	34.4%	
	Poor		19	21.1%	
	No Answer		12		90
ICMA	Quality of street cleaning				
	Excellent	60.4%	13	14.1%	62.0%
	Good		44	47.8%	

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Fair		25	27.2%	
	Poor		10	10.9%	
	No Answer		10		92
ICMA	Quality of snow removal				
	Excellent	30.3%	6	7.0%	46.5%
	Good		34	39.5%	
	Fair		22	25.6%	
	Poor		24	27.9%	
	No Answer		16		86
ICMA	Quality of fire services				
	Excellent	n/a	24	28.2%	77.6%
	Good		42	49.4%	
	Fair		16	18.8%	
	Poor		3	3.5%	
	No Answer		17		85
BA	Quality of police services				
	Excellent	81.3%	18	20.5%	70.5%
	Good		44	50.0%	
	Fair		18	20.5%	
	Poor		8	9.1%	
	No Answer		14		88
City Services	Availability of public transportation				
	Excellent	65.4%	18	23.4%	63.6%
	Good		31	40.3%	
	Fair		16	20.8%	
	Poor		12	15.6%	
	No Answer		25		77
City Services*	Availability of pedestrian walkways**				
	Excellent	62.5%	18	20.2%	71.9%
	Good		46	51.7%	
	Fair		18	20.2%	
	Poor		7	7.9%	
	No Answer		13		89
City Services*	Availability of bicycle lanes**				
	Excellent	62.5%	10	12.3%	55.6%
	Good		35	43.2%	
	Fair		27	33.3%	
	Poor		9	11.1%	
	No Answer		21		81
	10. Citizen Participation				

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Attended a City of Sparks government meeting, such as the City Council, Parks & Rec Commission, Planning Commission, etc.?				
	No	84.6%	77	84.6%	
	Yes	15.4%	14	15.4%	
	No Answer		11		91
	Watched a city government meeting or other programming on the Sparks Government channel on cable television?				
	No	53.3%	67	83.8%	
	Yes	46.7%	13	16.3%	
	No Answer		22		80
	Volunteered your time to some group/activity in Sparks?				
	No	63.3%	64	71.9%	
	Yes	36.7%	25	28.1%	
	No Answer		13		89
	Used the internet to conduct business with the City of Sparks?				
	No	72.5%	67	74.4%	
	Yes	27.5%	23	25.6%	
	No Answer		12		90
	11. Miscellaneous				
	Would you support having one consolidated government for all of Reno, Sparks and Washoe County?				
	No	68.3%	58	70.7%	
	Yes	31.7%	24	29.3%	
	No Answer		20		82
	Are sustainability, green technology, and environmental issues important to you?				
	No	10.3%	15	16.9%	
	Yes	89.7%	74	83.1%	
	No Answer		13		89
	12. Demographics				
	How many years have you lived in Sparks?				

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	5 years or less	10.0%	12	11.9%	
	6 - 10 years	13.0%	12	11.9%	
	11 - 20 years	15.0%	18	17.8%	
	more than 20 years	62.0%	59	58.4%	
	No Answer				101
	In what category is your age?				
	18 - 24 years	7.1%	6	6.7%	
	25 - 34 years	8.2%	6	6.7%	
	35 - 44 years	10.6%	8	8.9%	
	45 - 64 years	36.5%	35	38.9%	
	65 years or older	37.6%	35	38.9%	
	No Answer		11		90
*The 2010 survey did not specify between victims of crime and non-victims for quality of police service					
**2010 survey asked a combined question on pedestrian/bicycle traffic					

CITY OF SPARKS
PUBLIC ATTITUDE SURVEY - NOV/DEC 2011



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Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	1. Quality of Life				
	The overall quality of life in Sparks				
	Excellent	96.1%	36	36.4%	87.9%
	Good		51	51.5%	
	Fair		11	11.1%	
	Poor		1	1.0%	
	No Answer				99
	2. Growth				
	Population				
	Right Amount	50.5%	43	45.7%	
	Too Fast	43.4%	43	45.7%	
	Too Slow	6.1%	8	8.5%	
	No Answer				94
	Retail				
	Right Amount	52.5%	48	50.0%	
	Too Fast	22.2%	22	22.9%	
	Too Slow	25.3%	26	27.1%	
	No Answer				96
	Jobs				
	Right Amount	18.6%	8	8.5%	
	Too Fast	2.3%	0	0.0%	
	Too Slow	79.1%	86	91.5%	
	No Answer				94
	3. City Concerns				
	City Budget/Reduction in Services				
	Large Problem		46	48.9%	
	Medium Problem	73.5%	37	39.4%	88.3%
	Small Problem		6	6.4%	
	Not a Problem		5	5.3%	
	No Answer				94
Top 6 Concerns	Education/Schools				
	Large Problem		46	52.3%	
	Medium Problem	69.2%	24	27.3%	79.5%
	Small Problem		5	5.7%	
	Not a Problem		13	14.8%	
	No Answer				88
Top 6 Concerns	Fire Services				
	Large Problem		29	31.2%	
	Medium Problem	n/a	22	23.7%	54.8%

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Small Problem		12	12.9%	
	Not a Problem		30	32.3%	
	No Answer				93
Top 6 Concerns	Flooding				
	Large Problem		7	8.0%	
	Medium Problem	22.6%	27	30.7%	38.6%
	Small Problem		23	26.1%	
	Not a Problem		31	8.6%	
	No Answer				88
Top 6 Concerns	Gang Activity				
	Large Problem		39	42.9%	
	Medium Problem	n/a	27	29.7%	72.5%
	Small Problem		15	16.5%	
	Not a Problem		10	11.0%	
	No Answer			0.0%	91
Top 6 Concerns	Graffiti				
	Large Problem		47	51.1%	
	Medium Problem	56.6%	28	30.4%	81.5%
	Small Problem		12	13.0%	
	Not a Problem		5	5.4%	
	No Answer				92
Top 6 Concerns	Overall Growth of the City of Sparks				
	Large Problem		20	21.1%	
	Medium Problem	47.5%	32	33.7%	54.7%
	Small Problem		21	22.1%	
	Not a Problem		22	23.2%	
	No Answer			0.0%	95
Top 6 Concerns	Housing Market/Foreclosures				
	Large Problem		79	84.0%	
	Medium Problem	91.6%	9	9.6%	93.6%
	Small Problem		5	5.3%	
	Not a Problem		1	1.1%	
	No Answer		6		94
ICMA & Top 6 Concerns	Neighborhood Appearance				
	Large Problem		22	23.2%	
	Medium Problem	24.8%	24	25.3%	48.4%
	Small Problem		19	20.0%	
	Not a Problem		30	31.6%	
	No Answer				95
Top 6 Concerns	Police Services				

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Large Problem		20	21.1%	
	Medium Problem	n/a	18	18.9%	40.0%
	Small Problem		20	21.1%	
	Not a Problem		37	38.9%	
	No Answer				95
Top 6 Concerns	Taxes				
	Large Problem		26	28.6%	
	Medium Problem	47.0%	24	26.4%	54.9%
	Small Problem		16	17.6%	
	Not a Problem		25	27.5%	
	No Answer				91
Top 6 Concerns	Traffic Congestion				
	Large Problem		26	27.4%	
	Medium Problem	59.2%	29	30.5%	57.9%
	Small Problem		16	16.8%	
	Not a Problem		24	25.3%	
	No Answer				95
Top 6 Concerns	Unemployment				
	Large Problem		80	86.0%	
	Medium Problem	91.2%	10	10.8%	96.8%
	Small Problem		2	2.2%	
	Not a Problem		1	1.1%	
	No Answer				93
	4. Safety - How you feel				
ICMA	Walking alone in your neighborhood after dark				
	Very Safe	75.8%	32	36.4%	77.3%
	Somewhat Safe		36	40.9%	
	Somewhat Unsafe		9	10.2%	
	Very Unsafe		11	12.5%	
	No Answer				88
ICMA	Walking alone in your neighborhood during the day				
	Very Safe	95.9%	64	67.4%	97.9%
	Somewhat Safe		29	30.5%	
	Somewhat Unsafe		2	2.1%	
	Very Unsafe		0	0.0%	
	No Answer				95
ICMA	Walking alone in business areas after dark				

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Very Safe	56.2%	14	16.5%	54.1%
	Somewhat Safe		32	37.6%	
	Somewhat Unsafe		21	24.7%	
	Very Unsafe		18	21.2%	
	No Answer				85
ICMA	Walking alone in business areas during the day				
	Very Safe	95.7%	50	54.9%	89.0%
	Somewhat Safe		31	34.1%	
	Somewhat Unsafe		9	9.9%	
	Very Unsafe		1	1.1%	
	No Answer				91
	5. Crime:				
ICMA	During the past 12 months, were you or anyone in your household the victim of any crime?				
	No	88.0%	87	90.6%	
	Yes	12.0%	9	9.4%	
	No Answer				96
ICMA	Was this crime(s) reported to the police?				
	No	16.7%	0	0.0%	
	Yes	83.3%	9	100.0%	
	No Answer				9
BA	If the crime was reported, how would you rate the contact with police?				
	Excellent	n/a	4	50.0%	62.5%
	Good		1	12.5%	
	Fair		1	12.5%	
	Poor		2	25.0%	
	No Answer				8
	6. Police				
ICMA	During the past 12 months, If you were not a victim of crime, have you had any contact with the police?				
	No	68.4%	58	79.5%	
	Yes	31.6%	15	20.5%	
	No Answer				73
ICMA	How would you rate the contact?				
	Excellent	70.9%	8	53.3%	80.0%

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Good		4	26.7%	
	Fair		1	6.7%	
	Poor		2	13.3%	
	No Answer				15
	7. Fire				
ICMA	During the past 12 months, have you had any contact with the fire services?				
	No	87.6%	82	90.1%	
	Yes	12.4%	9	9.9%	
	No Answer				91
ICMA	How would you rate the quality of services?				
	Excellent	100.0%	6	66.7%	88.9%
	Good		2	22.2%	
	Fair		1	11.1%	
	No Answer				9
ICMA	How would you rate the timeliness of the service?				
	Excellent	100.0%	6	66.7%	100.0%
	Good		3	33.3%	
	Fair			0.0%	
	No Answer				9
	8. Parks and Recreation				
ICMA	Quality of parks				
	Excellent	87.1%	22	24.7%	77.5%
	Good		47	52.8%	
	Fair		17	19.1%	
	Poor		3	3.4%	
	No Answer				89
ICMA	Recreation opportunities in Sparks				
	Excellent	85.9%	18	20.7%	74.7%
	Good		47	54.0%	
	Fair		21	24.1%	
	Poor		1	1.1%	
	No Answer				87
ICMA	Quality of recreation programs or classes				
	Excellent	82.3%	10	13.0%	74.0%
	Good		47	61.0%	

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Fair		18	23.4%	
	Poor		2	2.6%	
	No Answer				77
ICMA	Quality of recreation centers or facilities				
	Excellent		12	16.0%	68.0%
	Good	89.7%	39	52.0%	
	Fair		21	28.0%	
	Poor		3	4.0%	
	No Answer				75
ICMA	Quality of special events				
	Excellent	n/a	33	38.4%	88.4%
	Good		43	50.0%	
	Fair		7	8.1%	
	Poor		3	3.5%	
	No Answer				86
	9. City Services				
ICMA	Overall quality of services in Sparks				
	Excellent	86.6%	23	25.3%	83.5%
	Good		53	58.2%	
	Fair		14	15.4%	
	Poor		1	1.1%	
	No Answer				91
ICMA	Quality of Code Enforcement				
	Excellent	70.1%	9	11.5%	60.3%
	Good		38	48.7%	
	Fair		19	24.4%	
	Poor		12	15.4%	
	No Answer				78
ICMA	Quality of street repair				
	Excellent	49.0%	3	3.3%	39.6%
	Good		33	36.3%	
	Fair		32	35.2%	
	Poor		23	25.3%	
	No Answer				91
ICMA	Quality of street cleaning				
	Excellent	78.9%	8	8.7%	58.7%
	Good		46	50.0%	
	Fair		22	23.9%	
	Poor		16	17.4%	

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	No Answer				92
ICMA	Quality of snow removal				
	Excellent	48.0%	6	6.8%	43.2%
	Good		32	36.4%	
	Fair		29	33.0%	
	Poor		21	23.9%	
	No Answer				88
ICMA	Quality of fire services				
	Excellent	n/a	25	30.1%	80.7%
	Good		42	50.6%	
	Fair		16	19.3%	
	Poor		0	0.0%	
	No Answer				83
BA	Quality of police services				
	Excellent	70.9%	31	34.8%	74.2%
	Good		35	39.3%	
	Fair		15	16.9%	
	Poor		8	9.0%	
	No Answer				89
City Services	Availability of public transportation				
	Excellent	65.7%	12	16.4%	58.9%
	Good		31	42.5%	
	Fair		19	26.0%	
	Poor		11	15.1%	
	No Answer				73
City Services*	Availability of pedestrian walkways				
	Excellent	69.7%	13	14.6%	62.9%
	Good		43	48.3%	
	Fair		28	31.5%	
	Poor		5	5.6%	
	No Answer				89
City Services*	Availability of bicycle lanes				
	Excellent	69.7%	9	10.6%	52.9%
	Good		36	42.4%	
	Fair		30	35.3%	
	Poor		10	11.8%	
	No Answer				85
	10. Citizen Participation				

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Attended a City of Sparks government meeting, such as the City Council, Parks & Rec Commission, Planning Commission, etc.?				
	No	88.9%	87	93.5%	
	Yes	11.1%	6	6.5%	
	No Answer				93
	Watched a city government meeting or other programming on the Sparks Government channel on cable television?				
	No	58.2	73	78.5%	
	Yes	41.2	20	21.5%	
	No Answer				93
	Volunteered your time to some group/activity in Sparks?				
	No	66.7%	66	71.7%	
	Yes	33.3%	26	28.3%	
	No Answer				92
	Used the internet to conduct business with the City of Sparks?				
	No	73.5%	66	72.5%	
	Yes	26.5%	25	27.5%	
	No Answer				91
	11. Miscellaneous				
	Would you support having one consolidated government for all of Reno, Sparks and Washoe County?				
	No	68.2%	66	76.7%	
	Yes	31.8%	20	23.3%	
	No Answer				86
	Are sustainability, green technology, and environmental issues important to you?				
	No	20.6%	25	27.5%	
	Yes	79.4%	66	72.5%	
	No Answer				91
	12. Demographics				
	How many years have you lived in Sparks?				

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	5 years or less	19.6%	14	14.0%	
	6 - 10 years	19.6%	15	15.0%	
	11 - 20 years	19.6%	30	30.0%	
	more than 20 years	41.2%	41	41.0%	
	No Answer				100
	In what category is your age?				
	18 - 24 years	3.2%	2	2.2%	
	25 - 34 years	4.2%	5	5.5%	
	35 - 44 years	9.5%	9	9.9%	
	45 - 64 years	40.0%	40	44.0%	
	65 years or older	43.1%	35	38.5%	
	No Answer				91
*The 2010 survey did not specify between victims of crime and non-victims for quality of police service					
**2010 survey asked a combined question on pedestrian/bicycle traffic					

CITY OF SPARKS
PUBLIC ATTITUDE SUR4VEY - NOV/DEC 2011



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Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	1. Quality of Life				
	The overall quality of life in Sparks				
	Excellent	95.8%	32	33.0%	90.7%
	Good		56	57.7%	
	Fair		9	9.3%	
	Poor		0	0.0%	
	No Answer		5		97
	2. Growth				
	Population				
	Right Amount	44.7%	61	66.3%	
	Too Fast	51.1%	23	25.0%	
	Too Slow	4.3%	8	8.7%	
	No Answer		10		92
	Retail				
	Right Amount	58.5%	50	52.6%	
	Too Fast	16.0%	11	11.6%	
	Too Slow	25.5%	34	35.8%	
	No Answer		7		95
	Jobs				
	Right Amount	8.0%	11	12.5%	
	Too Fast	0.0%	3	3.4%	
	Too Slow	76.0%	74	84.1%	
	No Answer		14		88
	3. City Concerns				
	City Budget/Reduction in Services				
	Large Problem		34	39.1%	
	Medium Problem	82.0%	29	33.3%	72.4%
	Small Problem		11	12.6%	
	Not a Problem		13	14.9%	
	No Answer		14		87
Top 6 Concerns	Education/Schools				
	Large Problem		42	48.8%	
	Medium Problem	69.8%	23	26.7%	75.6%
	Small Problem		6	7.0%	
	Not a Problem		15	17.4%	
	No Answer		15		86
Top 6 Concerns	Fire Services				
	Large Problem		17	18.7%	
	Medium Problem	n/a	28	30.8%	49.5%

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Small Problem		13	14.3%	
	Not a Problem		33	36.3%	
	No Answer		10		91
Top 6 Concerns	Flooding				
	Large Problem		4	4.5%	
	Medium Problem	37.4%	16	18.0%	22.5%
	Small Problem		30	33.7%	
	Not a Problem		39	10.8%	
	No Answer		12		89
Top 6 Concerns	Gang Activity				
	Large Problem		29	31.9%	
	Medium Problem	n/a	32	35.2%	67.0%
	Small Problem		14	15.4%	
	Not a Problem		16	17.6%	
	No Answer		10	11.0%	91
Top 6 Concerns	Graffiti				
	Large Problem		42	46.2%	
	Medium Problem	67.7%	30	33.0%	79.1%
	Small Problem		13	14.3%	
	Not a Problem		6	6.6%	
	No Answer		10		91
Top 6 Concerns	Overall Growth of the City of Sparks				
	Large Problem		7	7.7%	
	Medium Problem	50.0%	24	26.4%	34.1%
	Small Problem		23	25.3%	
	Not a Problem		37	40.7%	
	No Answer		10	11.0%	91
Top 6 Concerns	Housing Market/Foreclosures				
	Large Problem		69	76.7%	
	Medium Problem	93.3%	19	21.1%	97.8%
	Small Problem		2	2.2%	
	Not a Problem		0	0.0%	
	No Answer		11		90
ICMA & Top 6 Concerns	Neighborhood Appearance				
	Large Problem		9	9.8%	
	Medium Problem	30.4%	26	28.3%	38.0%
	Small Problem		21	22.8%	
	Not a Problem		36	39.1%	
	No Answer		9		92
Top 6 Concerns	Police Services				

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Large Problem		16	17.4%	
	Medium Problem	n/a	19	20.7%	38.0%
	Small Problem		12	13.0%	
	Not a Problem		45	48.9%	
	No Answer		9		92
Top 6 Concerns	Taxes				
	Large Problem		21	23.1%	
	Medium Problem	49.5%	20	22.0%	45.1%
	Small Problem		16	17.6%	
	Not a Problem		34	37.4%	
	No Answer		10		91
Top 6 Concerns	Traffic Congestion				
	Large Problem		18	20.0%	
	Medium Problem	75.6%	25	27.8%	47.8%
	Small Problem		21	23.3%	
	Not a Problem		26	28.9%	
	No Answer		11		90
Top 6 Concerns	Unemployment				
	Large Problem		71	78.9%	
	Medium Problem	87.6%	15	16.7%	95.6%
	Small Problem		0	0.0%	
	Not a Problem		4	4.4%	
	No Answer		11		90
	4. Safety - How you feel				
ICMA	Walking alone in your neighborhood after dark				
	Very Safe	87.6%	52	59.8%	89.7%
	Somewhat Safe		26	29.9%	
	Somewhat Unsafe		7	8.0%	
	Very Unsafe		2	2.3%	
	No Answer		14		87
ICMA	Walking alone in your neighborhood during the day				
	Very Safe	97.8%	78	85.7%	100.0%
	Somewhat Safe		13	14.3%	
	Somewhat Unsafe		0	0.0%	
	Very Unsafe		0	0.0%	
	No Answer		10		91
ICMA	Walking alone in business areas after dark				

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Very Safe	61.4%	14	16.7%	36.9%
	Somewhat Safe		17	20.2%	
	Somewhat Unsafe		42	50.0%	
	Very Unsafe		11	13.1%	
	No Answer		17		84
ICMA	Walking alone in business areas during the day				
	Very Safe	94.3%	52	59.1%	93.2%
	Somewhat Safe		30	34.1%	
	Somewhat Unsafe		5	5.7%	
	Very Unsafe		1	1.1%	
	No Answer		13		88
	5. Crime:				
ICMA	During the past 12 months, were you or anyone in your household the victim of any crime?				
	No	90.2%	80	88.9%	
	Yes	9.8%	10	11.1%	
	No Answer		11		90
ICMA	Was this crime(s) reported to the police?				
	No	33.3%	4	40.0%	
	Yes	66.7%	6	60.0%	
	No Answer				10
BA	If the crime was reported, how would you rate the contact with police?				
	Excellent	n/a	2	28.6%	28.6%
	Good		0	0.0%	
	Fair		2	28.6%	
	Poor		3	42.9%	
	No Answer				7
	6. Police				
ICMA	During the past 12 months, If you were not a victim of crime, have you had any contact with the police?				
	No	73.6%	47	79.7%	
	Yes	26.4%	12	20.3%	
	No Answer				59
ICMA	How would you rate the contact?				
	Excellent	95.9%	3	27.3%	90.9%

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Good		7	63.6%	
	Fair		0	0.0%	
	Poor		1	9.1%	
	No Answer				11
	7. Fire				
ICMA	During the past 12 months, have you had any contact with the fire services?				
	No	84.9%	81	89.0%	
	Yes	15.1%	10	11.0%	
	No Answer		9		91
ICMA	How would you rate the quality of services?				
	Excellent	100.0%	9	90.0%	90.0%
	Good		0	0.0%	
	Fair		1	10.0%	
	No Answer				10
ICMA	How would you rate the timeliness of the service?				
	Excellent	100.0%	9	90.0%	90.0%
	Good		0	0.0%	
	Fair		1	10.0%	
	No Answer				10
	8. Parks and Recreation				
ICMA	Quality of parks				
	Excellent	86.0%	27	27.0%	80.0%
	Good		53	53.0%	
	Fair		8	8.0%	
	Poor		12	12.0%	
	No Answer				100
ICMA	Recreation opportunities in Sparks				
	Excellent	84.6%	20	23.8%	82.1%
	Good		49	58.3%	
	Fair		14	16.7%	
	Poor		1	1.2%	
	No Answer		16		84
ICMA	Quality of recreation programs or classes				
	Excellent	83.5%	14	18.9%	79.7%
	Good		45	60.8%	

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Fair		12	16.2%	
	Poor		3	4.1%	
	No Answer		26		74
ICMA	Quality of recreation centers or facilities				
	Excellent	88.9%	14	17.9%	71.8%
	Good		42	53.8%	
	Fair		20	25.6%	
	Poor		2	2.6%	
	No Answer		22		78
ICMA	Quality of special events				
	Excellent	n/a	27	32.9%	84.1%
	Good		42	51.2%	
	Fair		10	12.2%	
	Poor		3	3.7%	
	No Answer		18		82
	9. City Services				
ICMA	Overall quality of services in Sparks				
	Excellent	86.7%	14	16.1%	87.4%
	Good		62	71.3%	
	Fair		11	12.6%	
	Poor		0	0.0%	
	No Answer		13		87
ICMA	Quality of Code Enforcement				
	Excellent	75.3%	8	9.8%	73.2%
	Good		52	63.4%	
	Fair		14	17.1%	
	Poor		8	9.8%	
	No Answer		18		82
ICMA	Quality of street repair				
	Excellent	45.1%	12	13.6%	55.7%
	Good		37	42.0%	
	Fair		24	27.3%	
	Poor		15	17.0%	
	No Answer		12		88
ICMA	Quality of street cleaning				
	Excellent	73.0%	17	19.3%	73.9%
	Good		48	54.5%	
	Fair		14	15.9%	
	Poor		9	10.2%	

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	No Answer		12		88
ICMA	Quality of snow removal				
	Excellent	61.1%	12	14.1%	68.2%
	Good		46	54.1%	
	Fair		19	22.4%	
	Poor		8	9.4%	
	No Answer		15		85
ICMA	Quality of fire services				
	Excellent	n/a	26	31.0%	89.3%
	Good		49	58.3%	
	Fair		8	9.5%	
	Poor		1	1.2%	
	No Answer		16		84
BA	Quality of police services				
	Excellent	95.9%	21	25.0%	82.1%
	Good		48	57.1%	
	Fair		10	11.9%	
	Poor		5	6.0%	
	No Answer		16		84
City Services	Availability of public transportation				
	Excellent	48.5%	8	11.1%	43.1%
	Good		23	31.9%	
	Fair		18	25.0%	
	Poor		23	31.9%	
	No Answer		28		72
City Services*	Availability of pedestrian walkways				
	Excellent	61.2%	14	16.7%	73.8%
	Good		48	57.1%	
	Fair		17	20.2%	
	Poor		5	6.0%	
	No Answer		16		84
City Services*	Availability of bicycle lanes				
	Excellent	61.2%	11	13.3%	72.3%
	Good		49	59.0%	
	Fair		15	18.1%	
	Poor		8	9.6%	
	No Answer		17		83
	10. Citizen Participation				

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Attended a City of Sparks government meeting, such as the City Council, Parks & Rec Commission, Planning Commission, etc.?				
	No	82.6%	74	84.1%	
	Yes	17.4%	14	15.9%	
	No Answer				88
	Watched a city government meeting or other programming on the Sparks Government channel on cable television?				
	No	60.9%	59	67.8%	
	Yes	39.1%	28	32.2%	
	No Answer				87
	Volunteered your time to some group/activity in Sparks?				
	No	60.9%	51	58.0%	
	Yes	39.1%	37	42.0%	
	No Answer				88
	Used the internet to conduct business with the City of Sparks?				
	No	71.7%	53	60.2%	
	Yes	28.3%	35	39.8%	
	No Answer				88
	11. Miscellaneous				
	Would you support having one consolidated government for all of Reno, Sparks and Washoe County?				
	No	64.6%	57	69.5%	
	Yes	35.4%	25	30.5%	
	No Answer		18		82
	Are sustainability, green technology, and environmental issues important to you?				
	No	19.1%	15	18.3%	
	Yes	80.9%	67	81.7%	
	No Answer		18		82
	12. Demographics				
	How many years have you lived in Sparks?				

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	5 years or less	12.1%	19	19.0%	
	6 - 10 years	27.3%	19	19.0%	
	11 - 20 years	21.2%	21	21.0%	
	more than 20 years	39.4%	41	41.0%	
	No Answer				100
	In what category is your age?				
	18 - 24 years	2.2%	2	2.3%	
	25 - 34 years	8.8%	9	10.3%	
	35 - 44 years	12.1%	13	14.9%	
	45 - 64 years	38.5%	33	37.9%	
	65 years or older	38.5%	30	34.5%	
	No Answer				87
*The 2010 survey did not specify between victims of crime and non-victims for quality of police service					
**2010 survey asked a combined question on pedestrian/bicycle traffic					

CITY OF SPARKS
PUBLIC ATTITUDE SURVEY - NOV/DEC 2011



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Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	1. Quality of Life				
	The overall quality of life in Sparks				
	Excellent	90.2%	35	34.7%	86.1%
	Good		52	51.5%	
	Fair		13	12.9%	
	Poor		1	1.0%	
	No Answer		2		101
	2. Growth				
	Population				
	Right Amount	48.5%	55	56.7%	
	Too Fast	45.5%	32	33.0%	
	Too Slow	6.1%	10	10.3%	
	No Answer		6		97
	Retail				
	Right Amount	50.0%	51	53.7%	
	Too Fast	28.0%	15	15.8%	
	Too Slow	22.0%	29	30.5%	
	No Answer		8		95
	Jobs				
	Right Amount	15.2%	10	11.1%	
	Too Fast	1.1%	3	3.3%	
	Too Slow	83.7%	77	85.6%	
	No Answer		13		90
	3. City Concerns				
	City Budget/Reduction in Services				
	Large Problem		39	43.3%	
	Medium Problem	73.5%	32	35.6%	78.9%
	Small Problem		8	8.9%	
	Not a Problem		11	12.2%	
	No Answer		13		90
Top 6 Concerns	Education/Schools				
	Large Problem		49	56.3%	
	Medium Problem	68.4%	23	26.4%	82.8%
	Small Problem		4	4.6%	
	Not a Problem		11	12.6%	
	No Answer		16		87
Top 6 Concerns	Fire Services				
	Large Problem		19	20.2%	
	Medium Problem	n/a	18	19.1%	39.4%

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Small Problem		13	13.8%	
	Not a Problem		44	46.8%	
	No Answer		9		94
Top 6 Concerns	Flooding				
	Large Problem		9	9.9%	
	Medium Problem	36.0%	15	16.5%	26.4%
	Small Problem		23	25.3%	
	Not a Problem		44	12.2%	
	No Answer		12		91
Top 6 Concerns	Gang Activity				
	Large Problem		43	47.3%	
	Medium Problem	n/a	33	36.3%	83.5%
	Small Problem		8	8.8%	
	Not a Problem		7	7.7%	
	No Answer		12		91
Top 6 Concerns	Graffiti				
	Large Problem		45	47.9%	
	Medium Problem	61.6%	27	28.7%	76.6%
	Small Problem		15	16.0%	
	Not a Problem		7	7.4%	
	No Answer		9		94
Top 6 Concerns	Overall Growth of the City of Sparks				
	Large Problem		20	21.5%	
	Medium Problem	59.6%	29	31.2%	52.7%
	Small Problem		15	16.1%	
	Not a Problem		29	31.2%	
	No Answer		10		93
Top 6 Concerns	Housing Market/Foreclosures				
	Large Problem		73	82.0%	
	Medium Problem	96.9%	9	10.1%	92.1%
	Small Problem		2	2.2%	
	Not a Problem		5	5.6%	
	No Answer		14		89
ICMA & Top 6 Concerns	Neighborhood Appearance				
	Large Problem		18	19.8%	
	Medium Problem	34.0%	24	26.4%	46.2%
	Small Problem		22	24.2%	
	Not a Problem		27	29.7%	
	No Answer		12		91
Top 6 Concerns	Police Services				

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Large Problem		16	18.0%	
	Medium Problem	n/a	20	22.5%	40.4%
	Small Problem		11	12.4%	
	Not a Problem		42	47.2%	
	No Answer		14		89
Top 6 Concerns	Taxes				
	Large Problem		24	25.8%	
	Medium Problem	44.8%	30	32.3%	58.1%
	Small Problem		9	9.7%	
	Not a Problem		30	32.3%	
	No Answer		10		93
Top 6 Concerns	Traffic Congestion				
	Large Problem		31	32.6%	
	Medium Problem	73.0%	34	35.8%	68.4%
	Small Problem		13	13.7%	
	Not a Problem		17	17.9%	
	No Answer		8		95
Top 6 Concerns	Unemployment				
	Large Problem		71	80.7%	
	Medium Problem	94.7%	11	12.5%	93.2%
	Small Problem		4	4.5%	
	Not a Problem		2	2.3%	
	No Answer		15		88
	4. Safety - How you feel				
ICMA	Walking alone in your neighborhood after dark				
	Very Safe	71.9%	40	44.4%	80.0%
	Somewhat Safe		32	35.6%	
	Somewhat Unsafe		13	14.4%	
	Very Unsafe		5	5.6%	
	No Answer		13		90
ICMA	Walking alone in your neighborhood during the day				
	Very Safe	91.9%	75	79.8%	96.8%
	Somewhat Safe		16	17.0%	
	Somewhat Unsafe		3	3.2%	
	Very Unsafe		0	0.0%	
	No Answer		9		94
ICMA	Walking alone in business areas after dark				

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Very Safe	65.2%	17	20.2%	64.3%
	Somewhat Safe		37	44.0%	
	Somewhat Unsafe		21	25.0%	
	Very Unsafe		9	10.7%	
	No Answer		19		84
ICMA	Walking alone in business areas during the day				
	Very Safe	95.9%	56	61.5%	91.2%
	Somewhat Safe		27	29.7%	
	Somewhat Unsafe		7	7.7%	
	Very Unsafe		1	1.1%	
	No Answer		12		91
	5. Crime:				
ICMA	During the past 12 months, were you or anyone in your household the victim of any crime?				
	No	93.1%	85	93.4%	
	Yes	6.9%	6	6.6%	
	No Answer		12		91
ICMA	Was this crime(s) reported to the police?				
	No	14.3%	1	16.7%	
	Yes	85.7%	5	83.3%	
	No Answer				6
BA	If the crime was reported, how would you rate the contact with police?				
	Excellent	n/a	0	0.0%	66.7%
	Good		2	66.7%	
	Fair		1	33.3%	
	Poor		0	0.0%	
	No Answer				3
	6. Police				
ICMA	During the past 12 months, If you were not a victim of crime, have you had any contact with the police?				
	No	62.0%	51	70.8%	
	Yes	38.0%	21	29.2%	
	No Answer				72
ICMA	How would you rate the contact?				
	Excellent	94.5%	7	33.3%	57.1%

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Good		5	23.8%	
	Fair		5	23.8%	
	Poor		4	19.0%	
	No Answer				21
	7. Fire				
ICMA	During the past 12 months, have you had any contact with the fire services?				
	No	86.0%	83	90.2%	
	Yes	14.0%	9	9.8%	
	No Answer		10		92
ICMA	How would you rate the quality of services?				
	Excellent	92.9%	6	66.7%	100.0%
	Good		3	33.3%	
	Fair		0	0.0%	
	No Answer				9
ICMA	How would you rate the timeliness of the service?				
	Excellent	92.8%	7	87.5%	100.0%
	Good		1	12.5%	
	Fair		0	0.0%	
	No Answer				8
	8. Parks and Recreation				
ICMA	Quality of parks				
	Excellent	86.3%	22	23.9%	76.1%
	Good		48	52.2%	
	Fair		21	22.8%	
	Poor		1	1.1%	
	No Answer		10		92
ICMA	Recreation opportunities in Sparks				
	Excellent	90.4%	21	23.6%	73.0%
	Good		44	49.4%	
	Fair		18	20.2%	
	Poor		6	6.7%	
	No Answer		13		89
ICMA	Quality of recreation programs or classes				
	Excellent	85.9%	15	18.8%	73.8%
	Good		44	55.0%	

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Fair		16	20.0%	
	Poor		5	6.3%	
	No Answer		22		80
ICMA	Quality of recreation centers or facilities				
	Excellent	82.5%	17	20.0%	65.9%
	Good		39	45.9%	
	Fair		21	24.7%	
	Poor		8	9.4%	
	No Answer		17		85
ICMA	Quality of special events				
	Excellent	n/a	37	41.6%	87.6%
	Good		41	46.1%	
	Fair		6	6.7%	
	Poor		5	5.6%	
	No Answer		13		89
	9. City Services				
ICMA	Overall quality of services in Sparks				
	Excellent	83.0%	23	25.6%	77.8%
	Good		47	52.2%	
	Fair		16	17.8%	
	Poor		4	4.4%	
	No Answer		12		90
ICMA	Quality of Code Enforcement				
	Excellent	58.9%	9	11.5%	60.3%
	Good		38	48.7%	
	Fair		20	25.6%	
	Poor		11	14.1%	
	No Answer		24		78
ICMA	Quality of street repair				
	Excellent	50.5%	9	10.0%	42.2%
	Good		29	32.2%	
	Fair		36	40.0%	
	Poor		16	17.8%	
	No Answer		12		90
ICMA	Quality of street cleaning				
	Excellent	66.7%	17	18.9%	61.1%
	Good		38	42.2%	
	Fair		24	26.7%	
	Poor		11	12.2%	

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	No Answer		12		90
ICMA	Quality of snow removal				
	Excellent	36.0%	3	3.4%	37.1%
	Good		30	33.7%	
	Fair		30	33.7%	
	Poor		26	29.2%	
	No Answer		13		89
ICMA	Quality of fire services				
	Excellent	n/a	31	36.0%	86.0%
	Good		43	50.0%	
	Fair		12	14.0%	
	Poor		0	0.0%	
	No Answer		16		86
BA	Quality of police services				
	Excellent	85.9%	25	28.7%	78.2%
	Good		43	49.4%	
	Fair		18	20.7%	
	Poor		1	1.1%	
	No Answer		15		87
City Services	Availability of public transportation				
	Excellent	49.4%	6	8.3%	34.7%
	Good		19	26.4%	
	Fair		22	30.6%	
	Poor		25	34.7%	
	No Answer		30		72
City Services*	Availability of pedestrian walkways				
	Excellent	69.6%	17	18.5%	70.7%
	Good		48	52.2%	
	Fair		24	26.1%	
	Poor		3	3.3%	
	No Answer		10		92
City Services*	Availability of bicycle lanes				
	Excellent	69.6%	12	14.5%	65.1%
	Good		42	50.6%	
	Fair		23	27.7%	
	Poor		6	7.2%	
	No Answer		19		83
	10. Citizen Participation				

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	Attended a City of Sparks government meeting, such as the City Council, Parks & Rec Commission, Planning Commission, etc.?				
	No	81.0%	74	84.1%	
	Yes	19.0%	14	15.9%	
	No Answer		14		88
	Watched a city government meeting or other programming on the Sparks Government channel on cable television?				
	No	55.6%	65	73.0%	
	Yes	44.4%	24	27.0%	
	No Answer		13		89
	Volunteered your time to some group/activity in Sparks?				
	No	58.2%	62	68.9%	
	Yes	41.8%	28	31.1%	
	No Answer		12		90
	Used the internet to conduct business with the City of Sparks?				
	No	70.7%	57	64.8%	
	Yes	29.3%	31	35.2%	
	No Answer		14		88
	11. Miscellaneous				
	Would you support having one consolidated government for all of Reno, Sparks and Washoe County?				
	No	69.0%	65	75.6%	
	Yes	31.0%	21	24.4%	
	No Answer		16		86
	Are sustainability, green technology, and environmental issues important to you?				
	No	17.2%	18	20.7%	
	Yes	82.8%	69	79.3%	
	No Answer		15		87
	12. Demographics				
	How many years have you lived in Sparks?				

Question Origination		% Excellent/Good; Safe/Somewhat Safe; Major/Somewhat Problem 2010	Actual Responses 2011	% of Responses 2011	% Excellent/Good; Safe/Somewhat Safe; Large/Medium Problem 2011
	5 years or less	7.8%	12	11.8%	
	6 - 10 years	7.8%	11	10.8%	
	11 - 20 years	19.4%	21	20.6%	
	more than 20 years	65.0%	58	56.9%	
	No Answer				102
	In what category is your age?				
	18 - 24 years	5.1%	1	1.1%	
	25 - 34 years	5.1%	3	3.3%	
	35 - 44 years	8.2%	11	12.2%	
	45 - 64 years	54.1%	39	43.3%	
	65 years or older	27.5%	36	40.0%	
	No Answer		12		90
*The 2010 survey did not specify between victims of crime and non-victims for quality of police service					
**2010 survey asked a combined question on pedestrian/bicycle traffic					