



EXECUTIVE SUMMARY

2024

SOUTHERN NEVADA SPANISH SPEAKER SURVEY



Submitted at Meeting
Date: 09/04/2024 Item: 48
By Brian Gordon



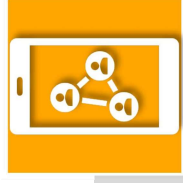
SURVEY
OVERVIEW &
RESPONDENT
DEMOGRAPHICS



GENERAL
PERCEPTIONS
ABOUT
SOUTHERN
NEVADA



INTERACTIONS
WITH
TRADITIONAL
MEDIA



INTERACTIONS
WITH
SOCIAL
MEDIA



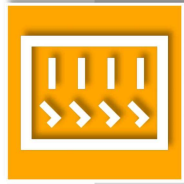
COMMUNICATING
AND
INTERACTING
WITH PUBLIC
AGENCIES



2024

SOUTHERN NEVADA SPANISH SPEAKER SURVEY





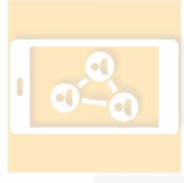
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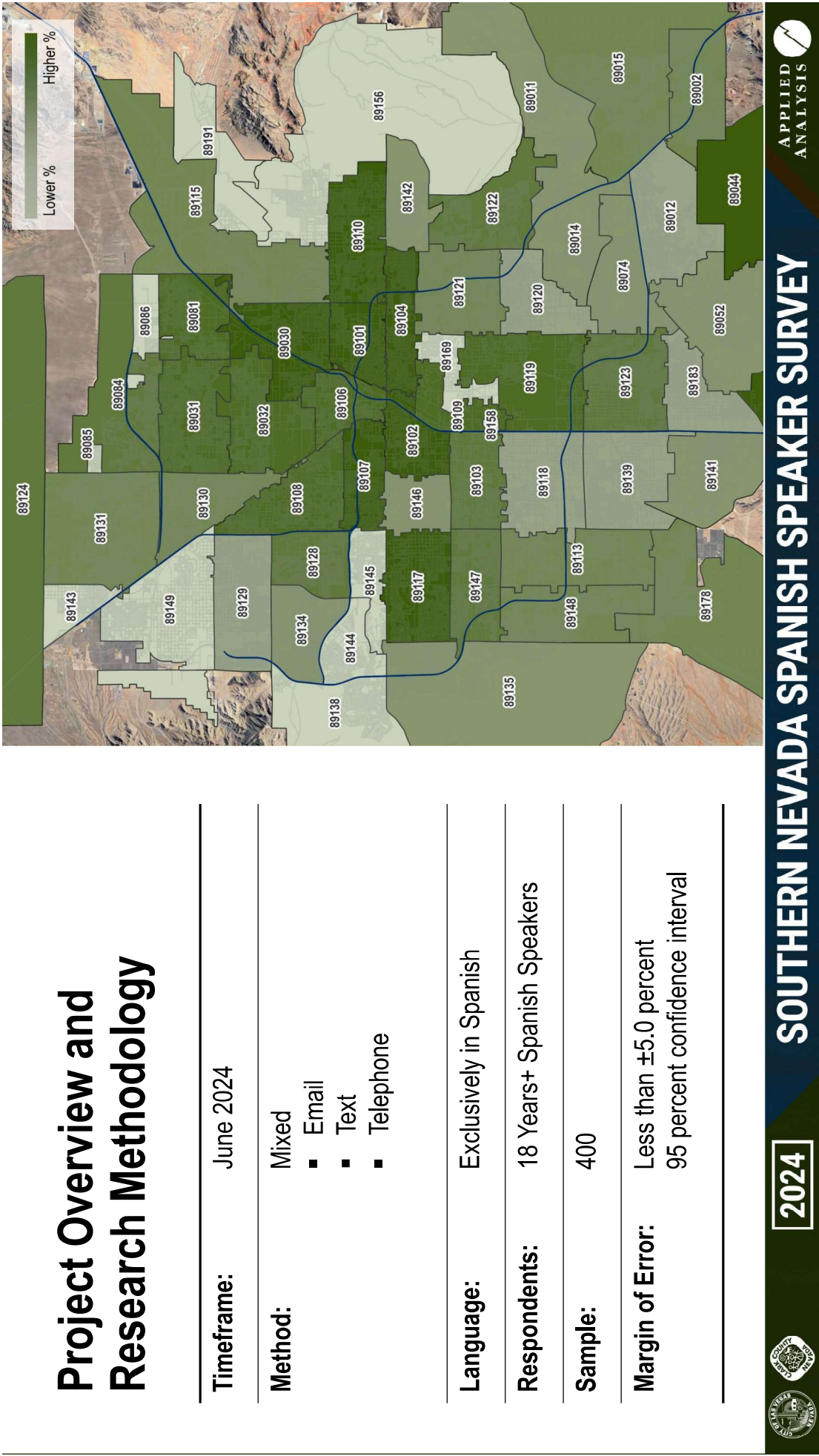
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SOUTHERN NEVADA SPANISH SPEAKER SURVEY



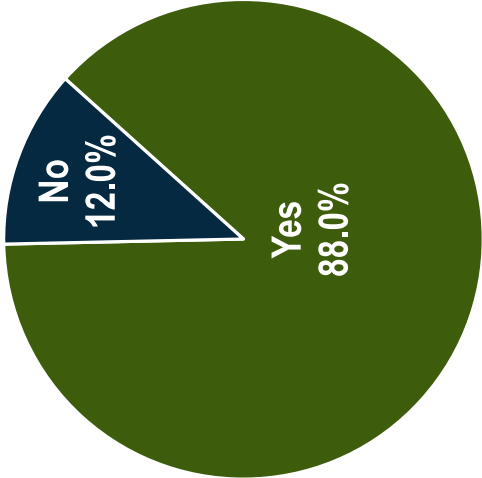
Project Overview and Research Methodology

Timeframe:	June 2024
Method:	Mixed <ul style="list-style-type: none">EmailTextTelephone
Language:	Exclusively in Spanish
Respondents:	18 Years+ Spanish Speakers
Sample:	400
Margin of Error:	Less than ±5.0 percent 95 percent confidence interval

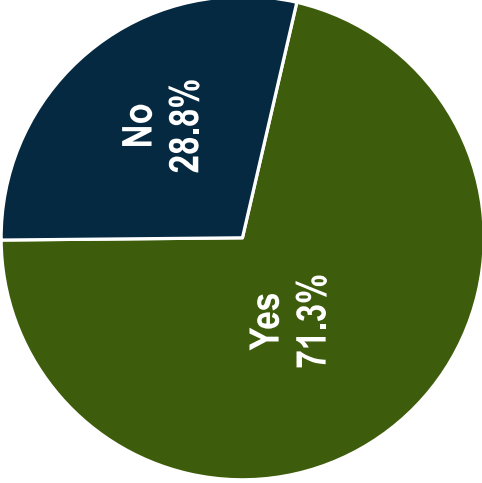


Origin of Respondents and Family Members

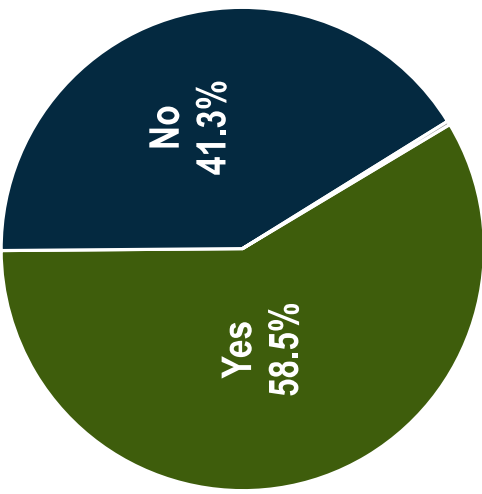
Were you born in the United States?



Were your parents born in the United States?



Were your grandparents born in the United States?



N = 400



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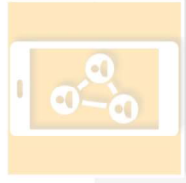
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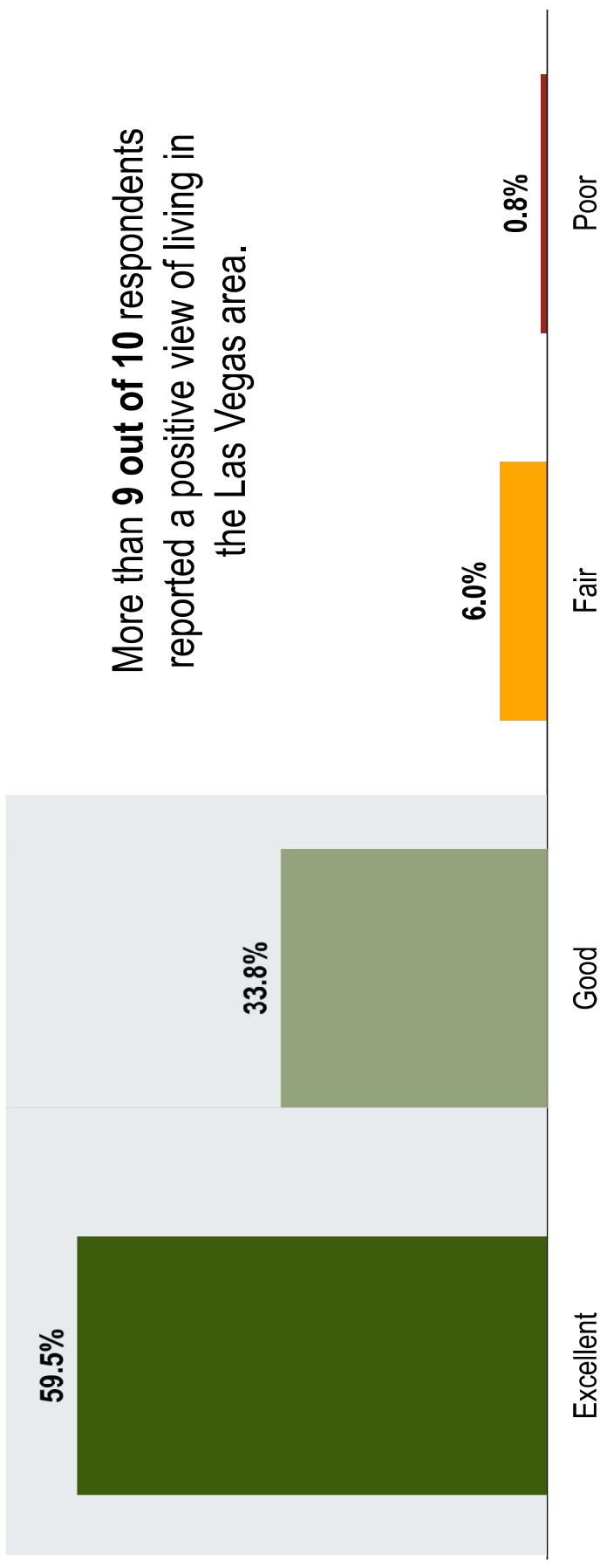


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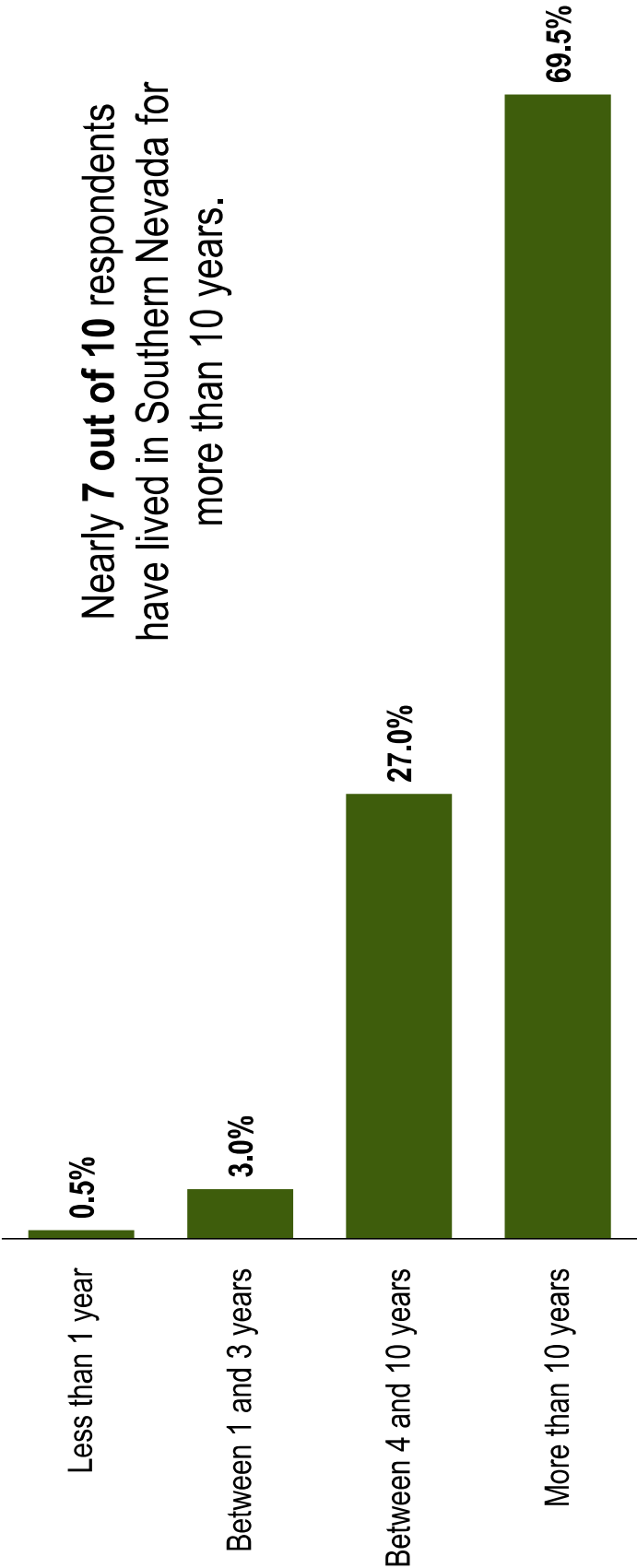


Overall, how do you like living in the Las Vegas area?



N = 400

Resident Tenure | Las Vegas Area



N = 400

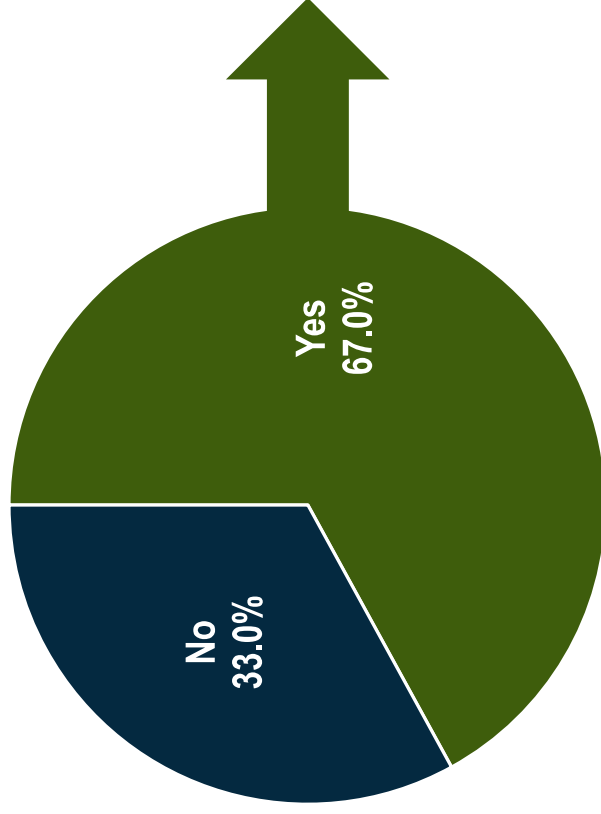


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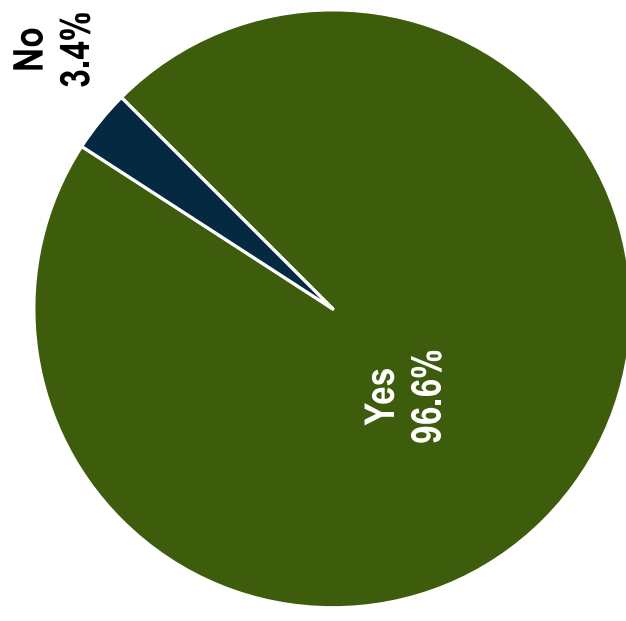
SOUTHERN NEVADA SPANISH SPEAKER SURVEY



Do you have any children under the age of 18?



Do your children speak and/or understand Spanish?



N = 400

N = 268. Note: For those with children under the age of 18.



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SOUTHERN NEVADA SPANISH SPEAKER SURVEY





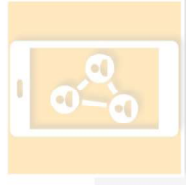
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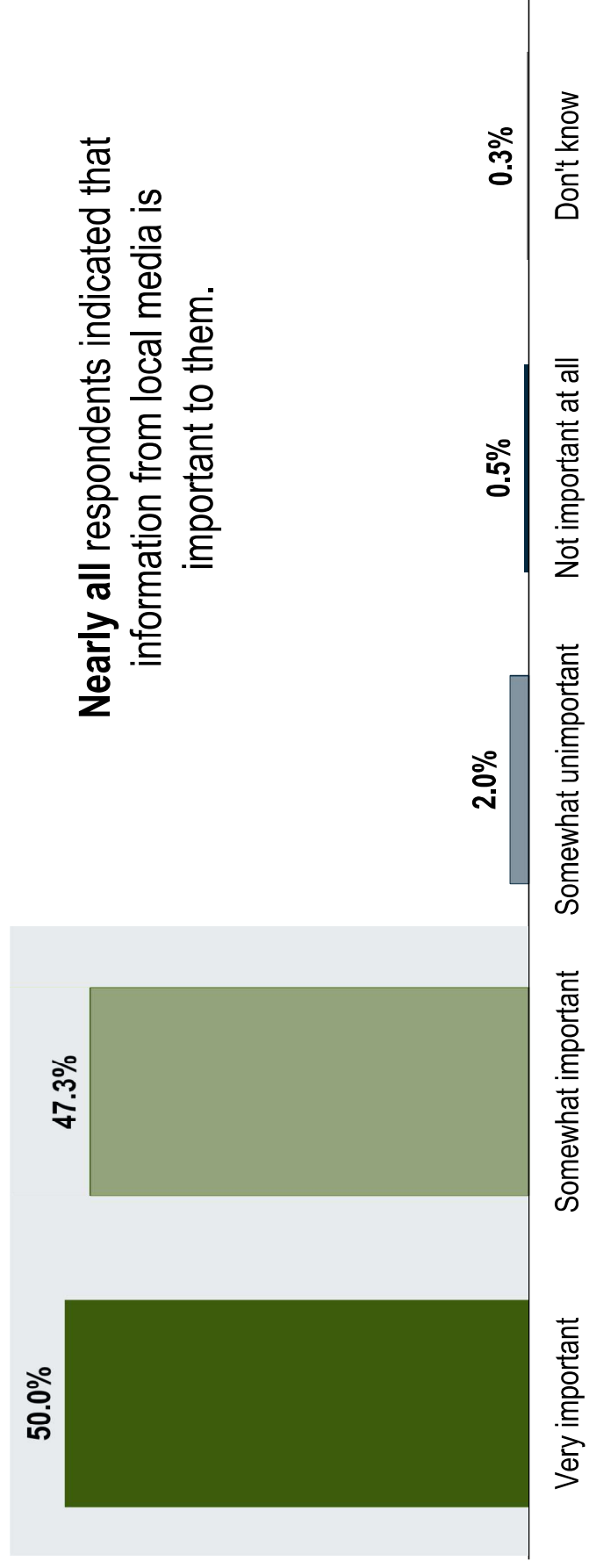


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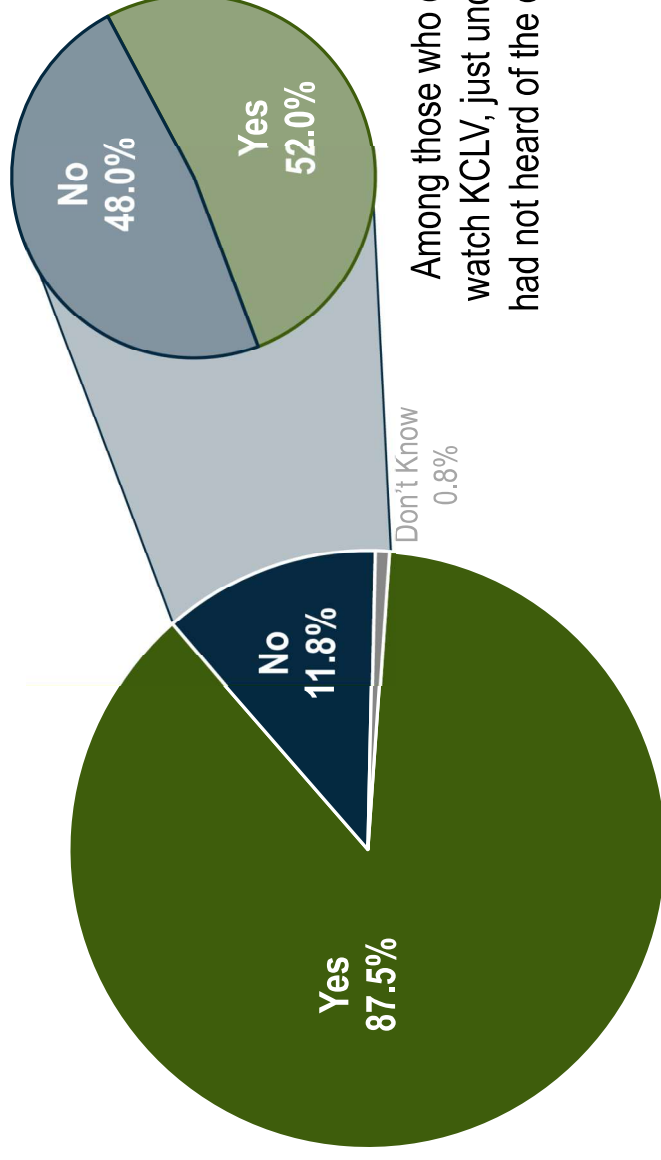
How important is it for you to watch, listen or seek out the local media for information?



N = 400

Do you watch the City of Las Vegas' television channel, KCLV Channel 2?

The majority of respondents reported watching KCLV Channel 2.



Among those who do not watch KCLV, just under **half** had not heard of the channel.

N = 400

N = 50

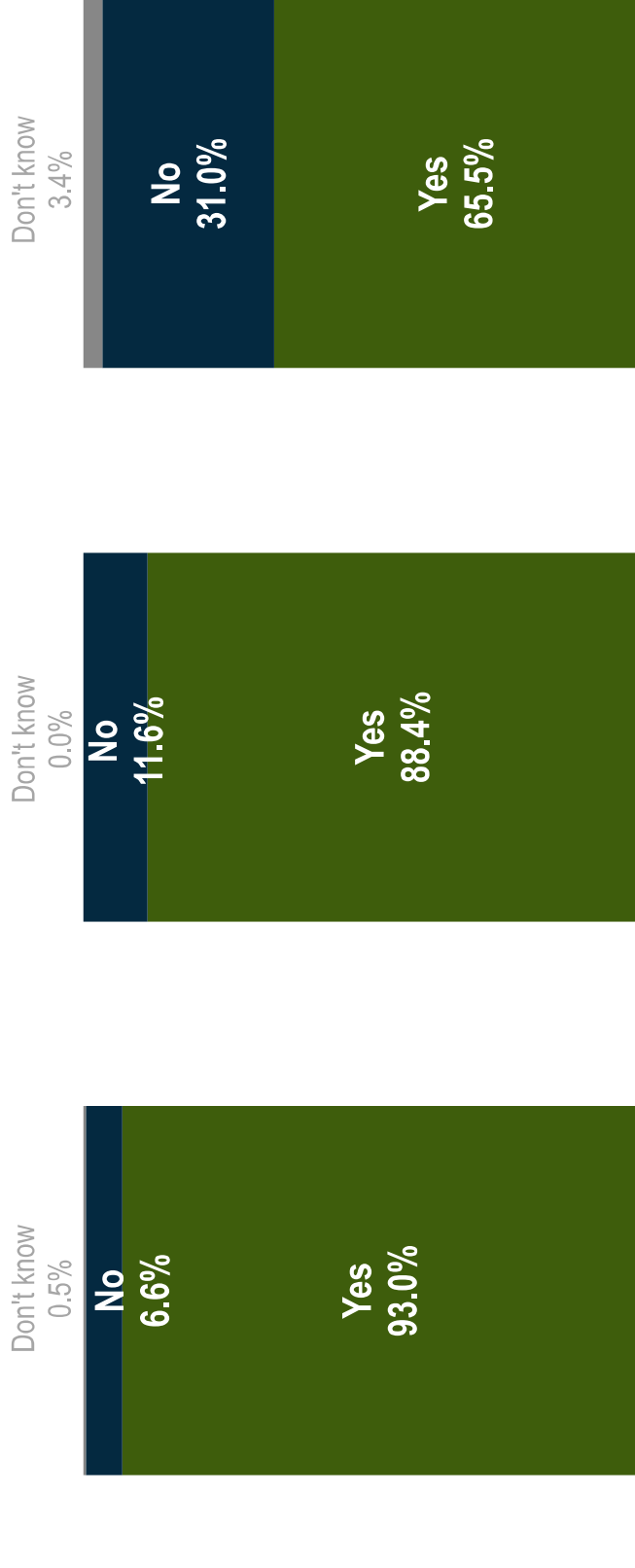


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SOUTHERN NEVADA SPANISH SPEAKER SURVEY

APPLIED ANALYSIS

KCLV Channel 2 Viewership by Jurisdiction (Based on Zip Code)



N = 400

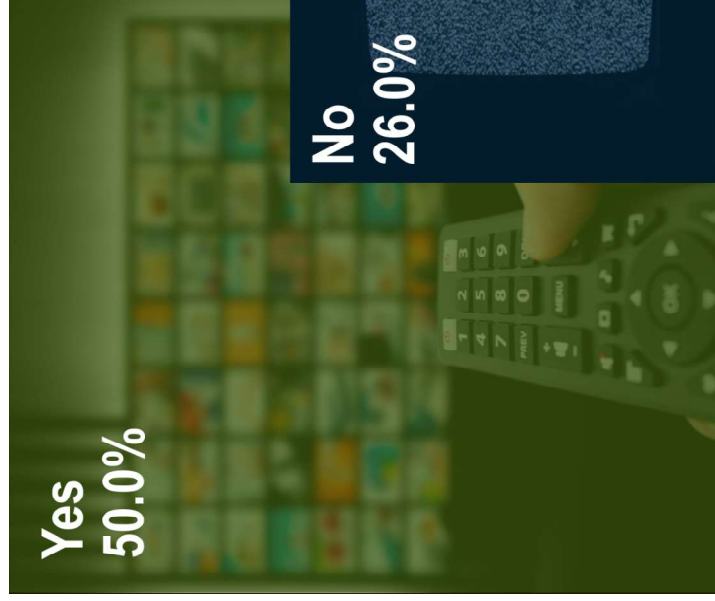


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SOUTHERN NEVADA SPANISH SPEAKER SURVEY



Would you be more inclined to watch KCLV Channel 2 if it contained more Spanish content?



Half of respondents indicated that they would be more likely to watch KCLV Channel 2 if it had more content in Spanish.

N = 50

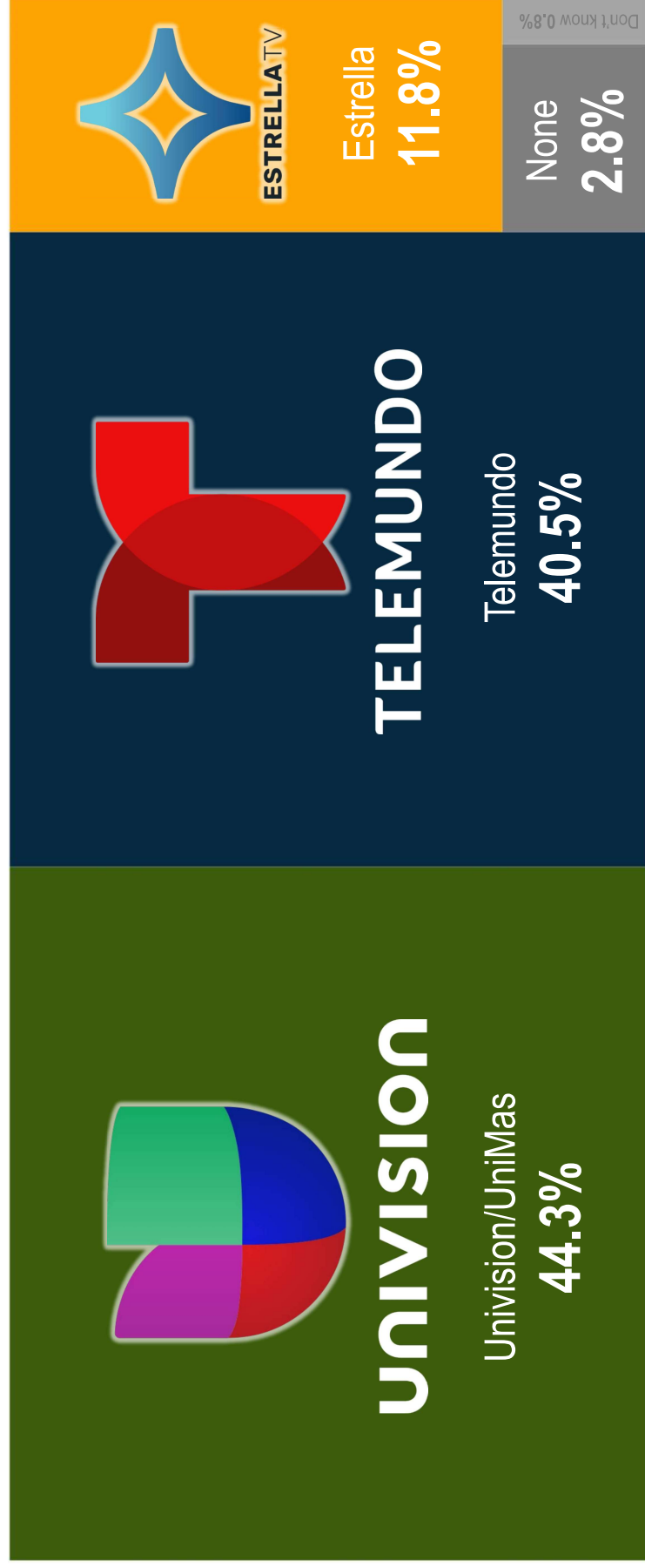


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SOUTHERN NEVADA SPANISH SPEAKER SURVEY



What Spanish language television networks do you watch most often?



N = 400



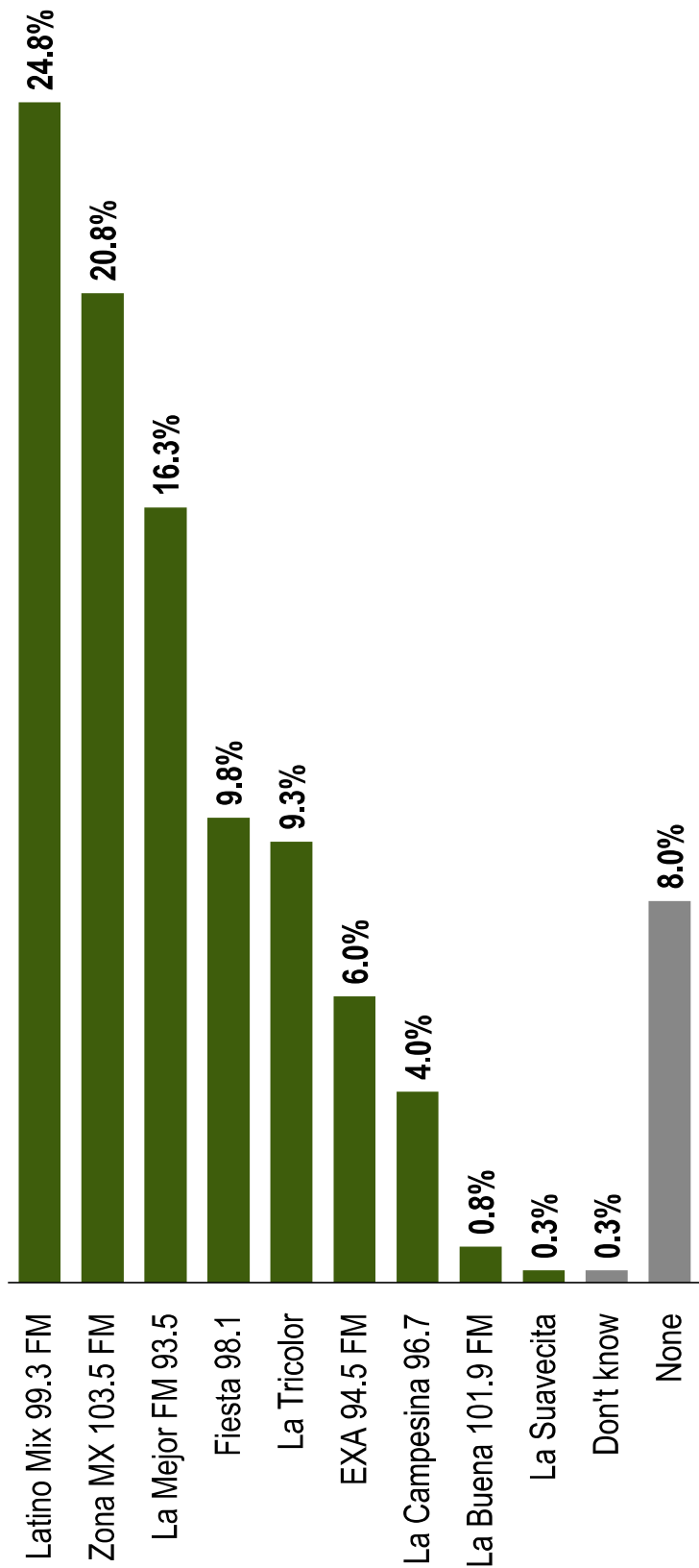
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SOUTHERN NEVADA SPANISH SPEAKER SURVEY

APPLIED
ANALYSIS



Which Spanish language radio station do you listen to most often?



N = 400



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SOUTHERN NEVADA SPANISH SPEAKER SURVEY





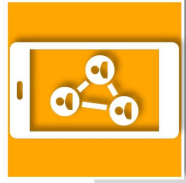
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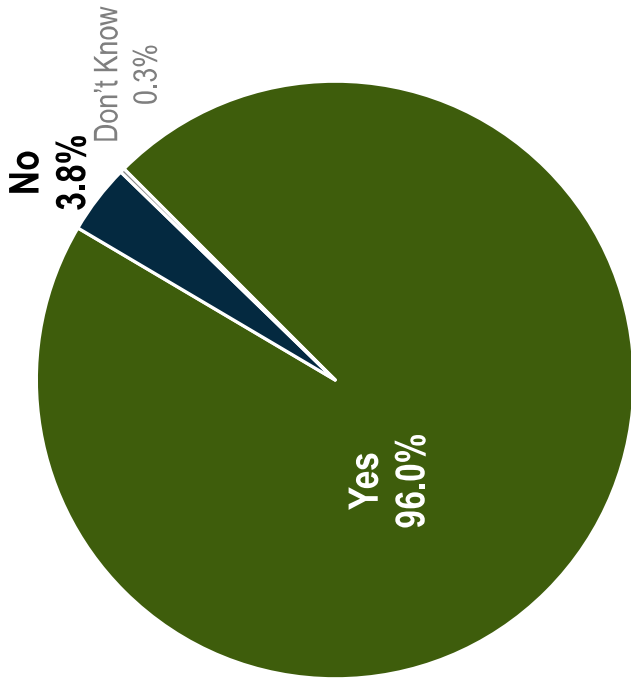


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SOUTHERN NEVADA SPANISH SPEAKER SURVEY



Do you use social media?



Nearly **all** respondents report using social media.

N = 400

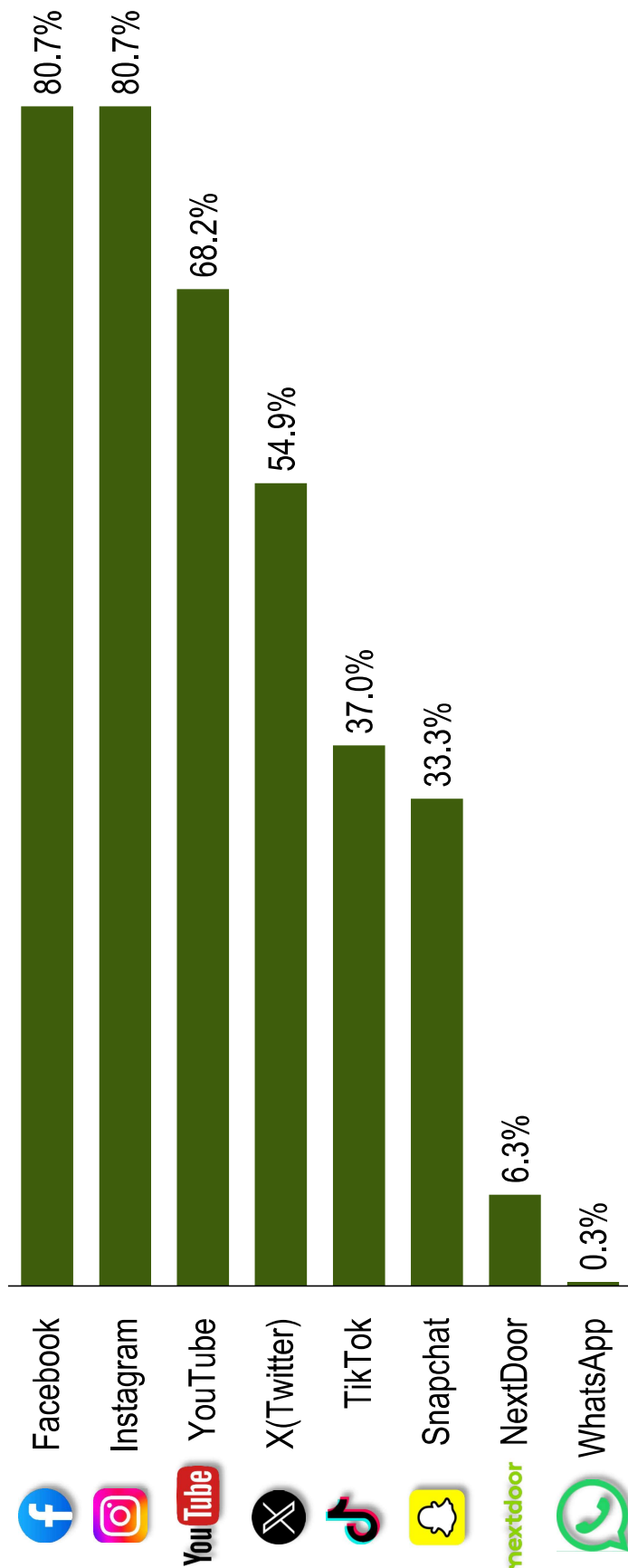


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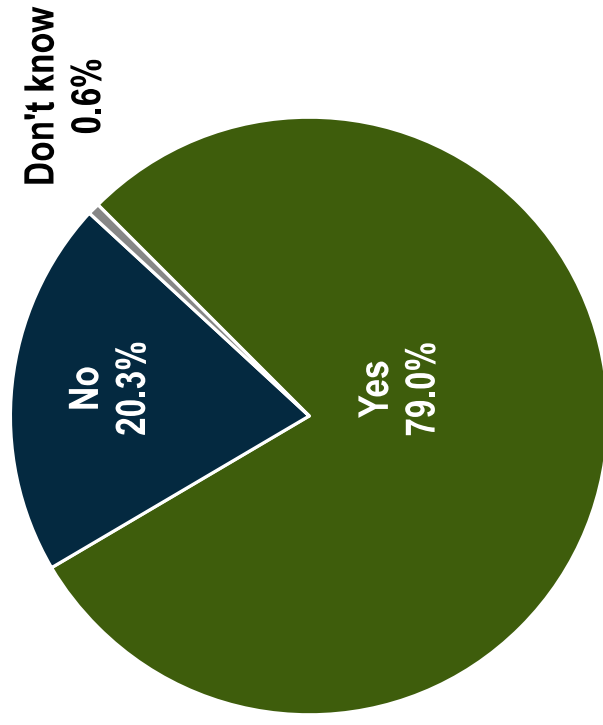


What social media platforms do you typically use?



N = 384. Note: This is a multiple response question. Sample size reflects the number of respondents, not responses.

Do you use Facebook for local Facebook groups such as La Pulga de Las Vegas, Inmigrando con Kathia, or Amigos Salvadoreños en Las Vegas?



Nearly 4 out of 5 respondents reported using Facebook to engage with local groups.

N = 310

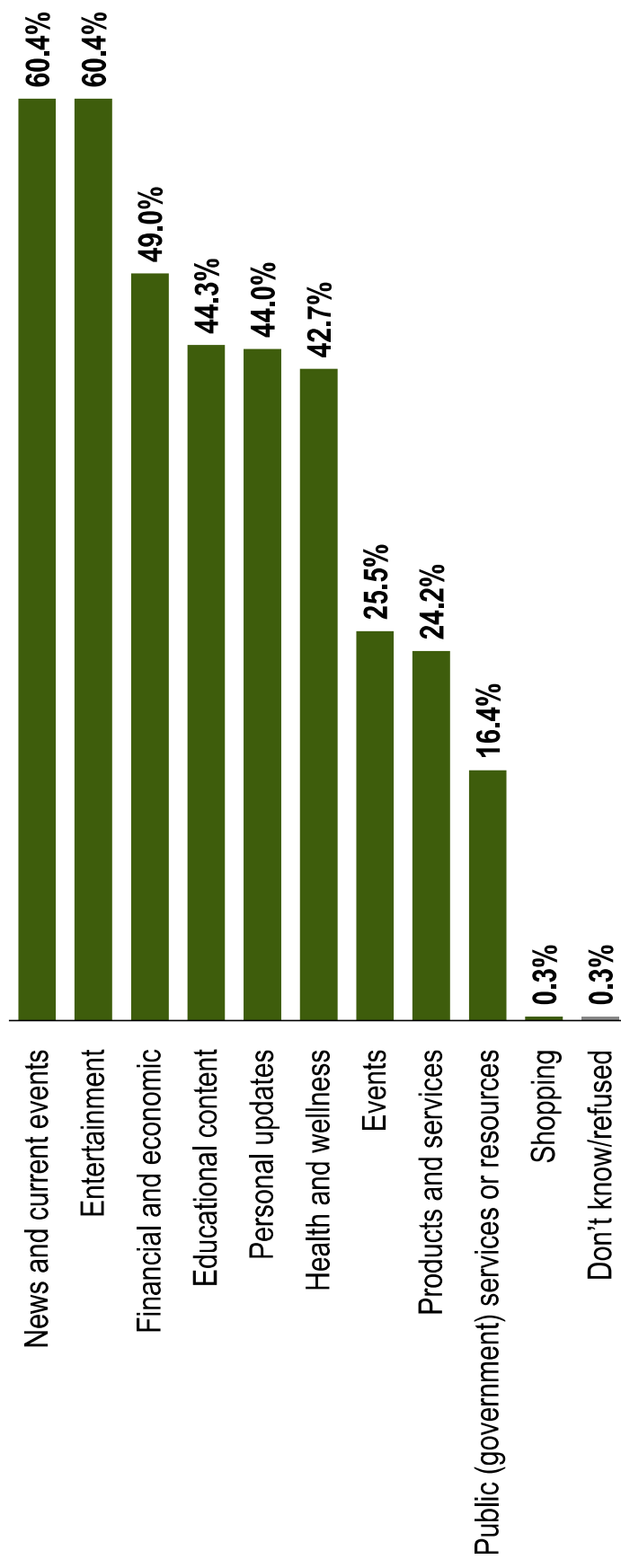


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SOUTHERN NEVADA SPANISH SPEAKER SURVEY

APPLIED ANALYSIS

What types of information do you most often seek out through social media?



N = 384. Note: This is a multiple response question. Sample size reflects the number of respondents, not responses.

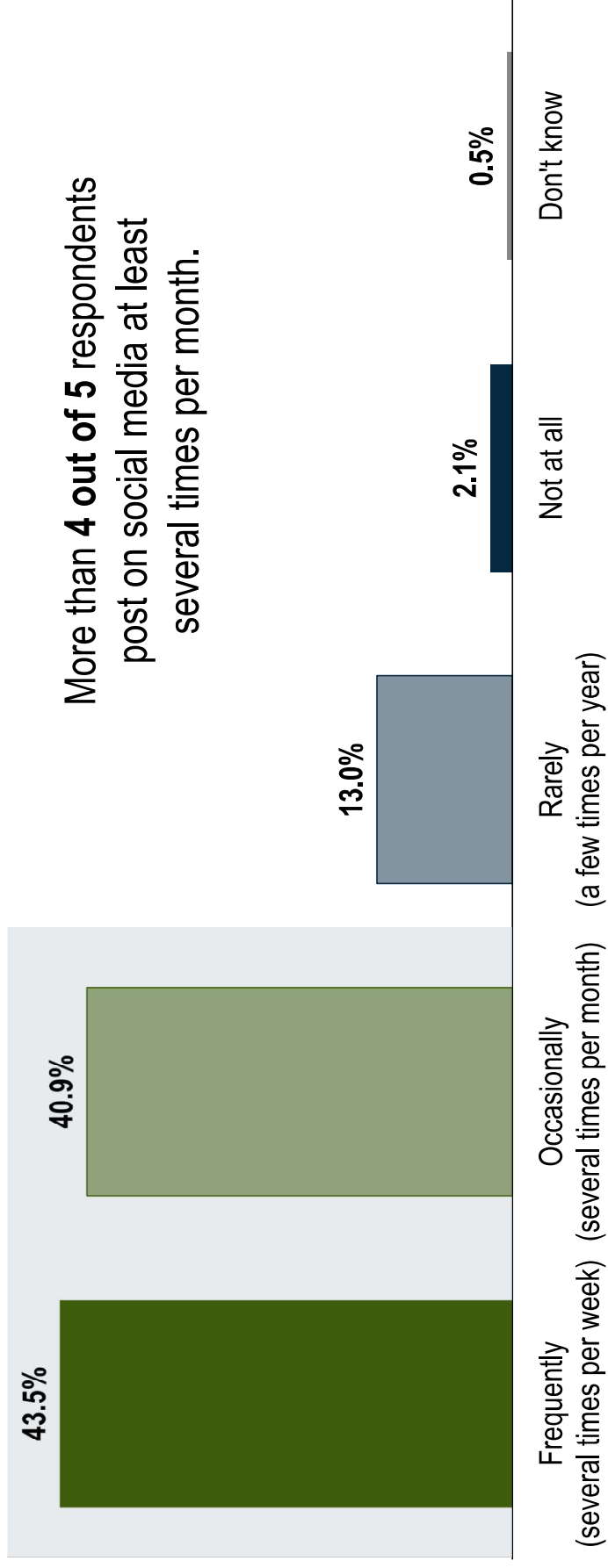


2024

SOUTHERN NEVADA SPANISH SPEAKER SURVEY

APPLIED
ANALYSIS

How often do you create and post content to social media platforms?



N = 384

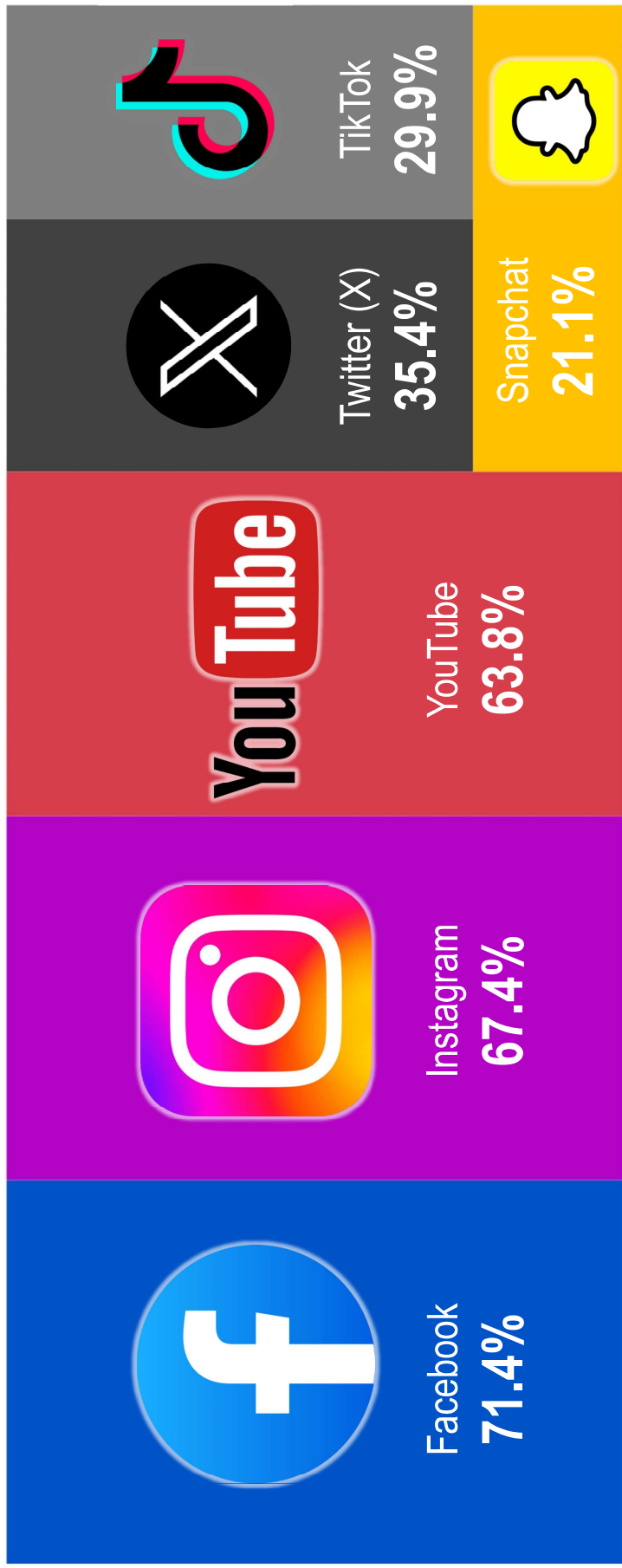


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SOUTHERN NEVADA SPANISH SPEAKER SURVEY



Which social media platforms do you watch videos on?



N = 384. Note: This is a multiple response question. Sample size reflects the number of respondents, not responses.



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APPLIED
ANALYSIS



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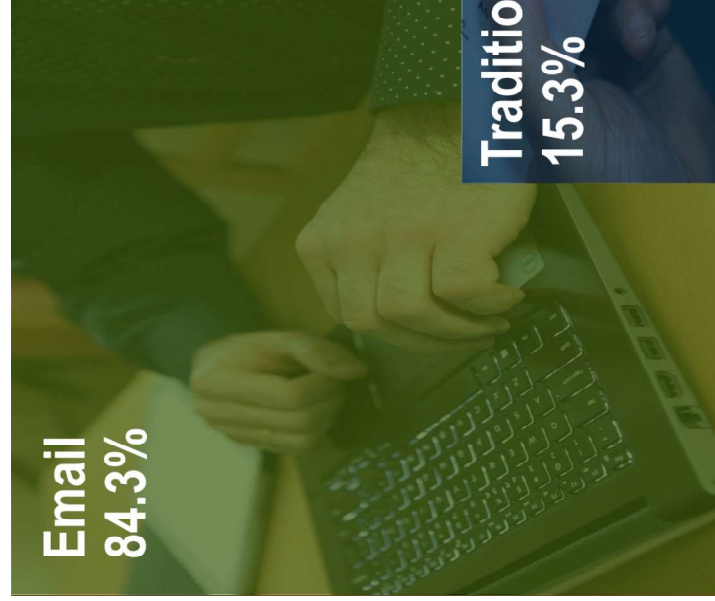


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Do you prefer email or traditional mail to receive information from the local government?



More than **4 out of 5** respondents say they prefer email when communicating with local government.

N = 400

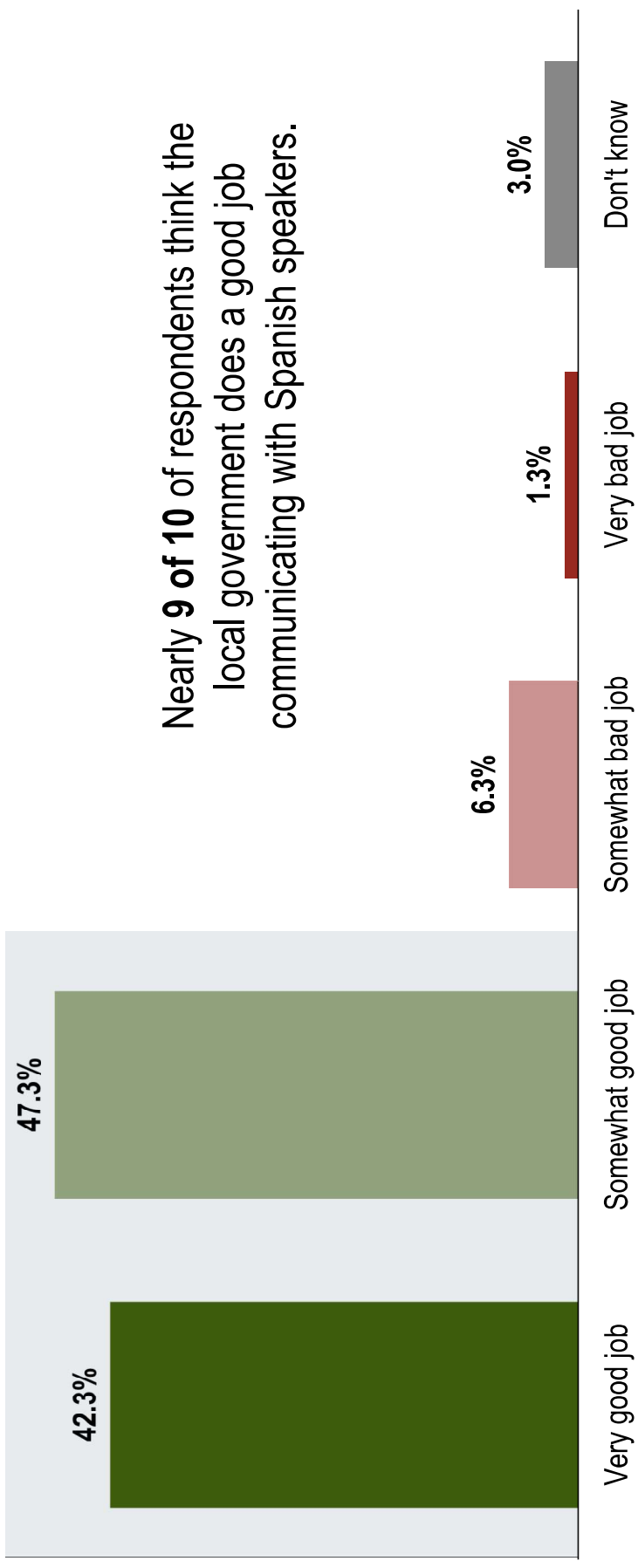


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SOUTHERN NEVADA SPANISH SPEAKER SURVEY

APPLIED ANALYSIS

Does the local government do a good job or bad job in communicating with Spanish speakers?



N = 400



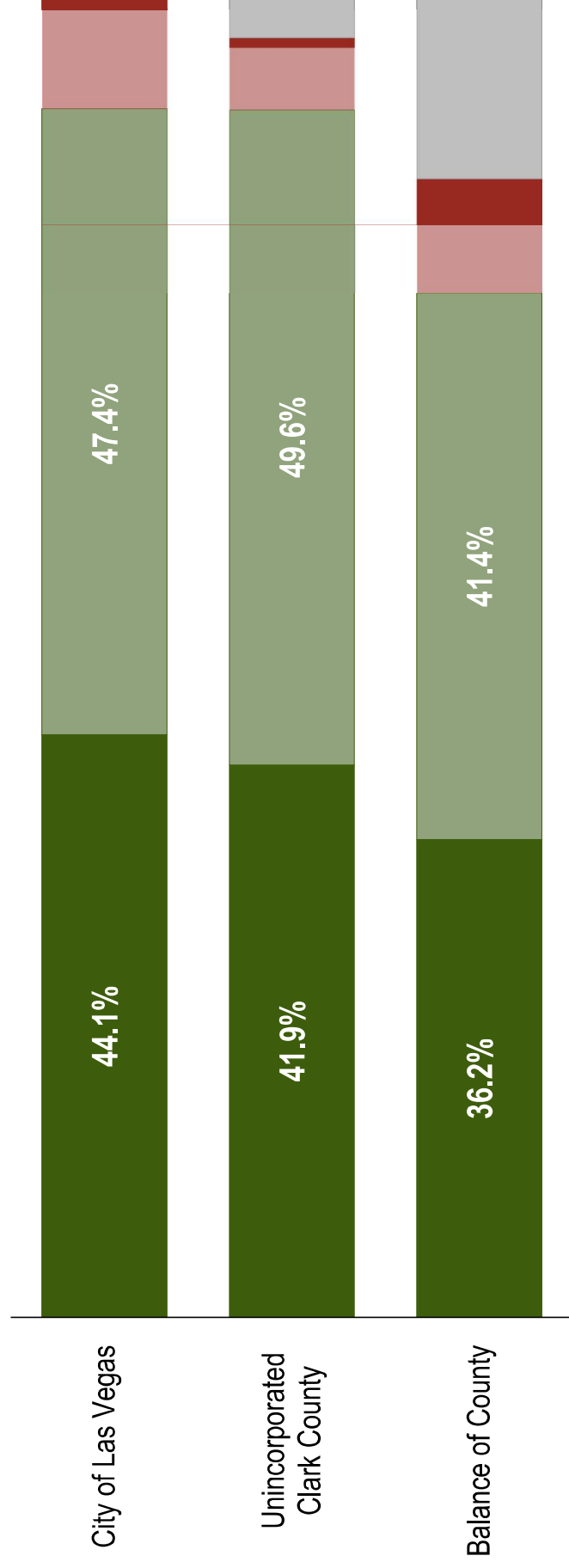
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SOUTHERN NEVADA SPANISH SPEAKER SURVEY



Does the local government do a good job or bad job in communicating with Spanish speakers? By Jurisdiction

Very good job Somewhat good job Somewhat bad job Very bad job Don't know



N = 400

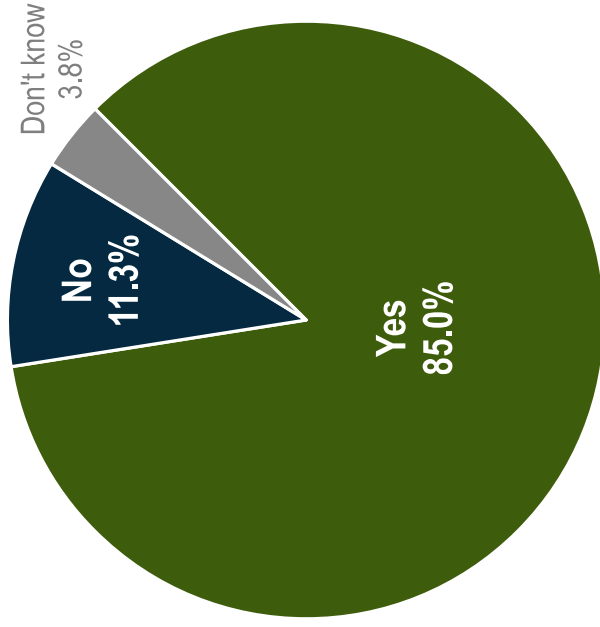


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APPLIED ANALYSIS

When information about the local government is not available in Spanish, has it been easy to connect with a Spanish-speaking representative?



Over 4 out of 5 respondents report that it is easy to find a Spanish-speaking representative.

N = 400

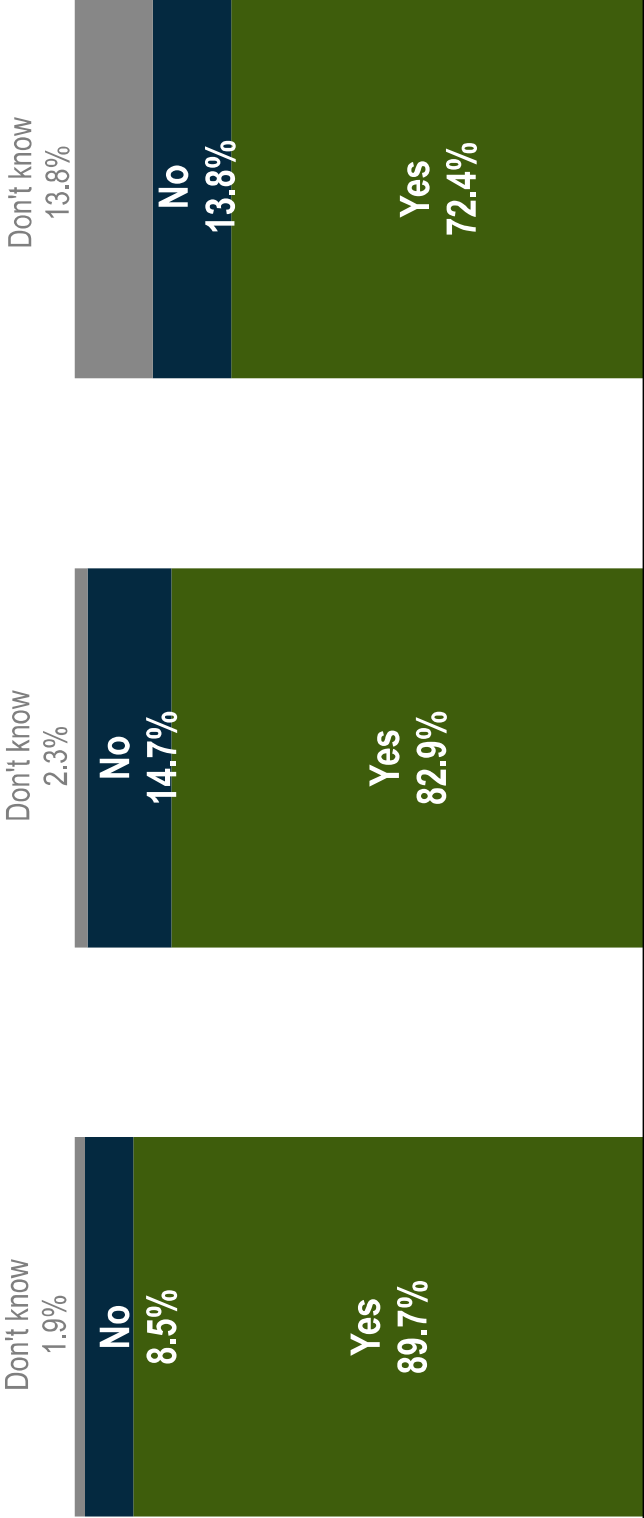


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When information about the local government is not available in Spanish, has it been easy to connect with a Spanish-speaking representative? By Jurisdiction



N = 400

City of Las Vegas Unincorporated Clark County Balance of County

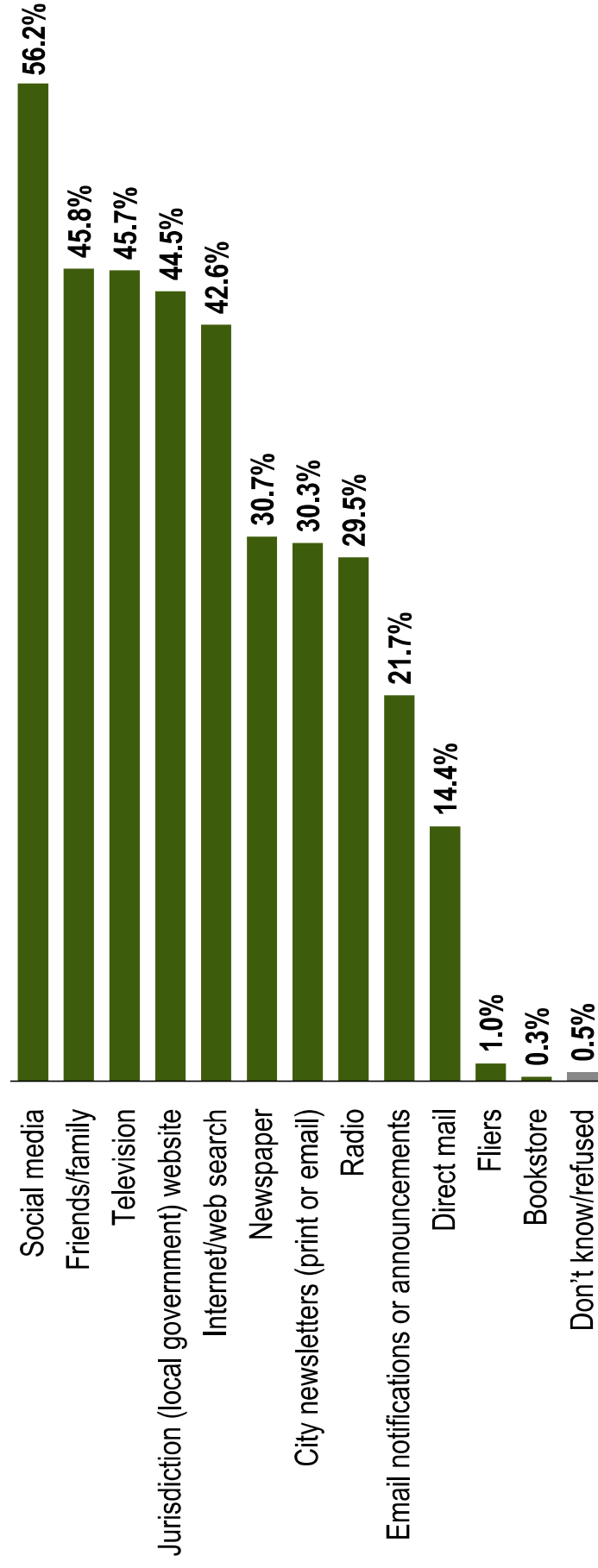


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If you wanted to find information about programs or events hosted by the local government, where would you go to get that information?



N = 400; Note: This is a multiple response question. Sample size reflects the number of respondents, not responses.

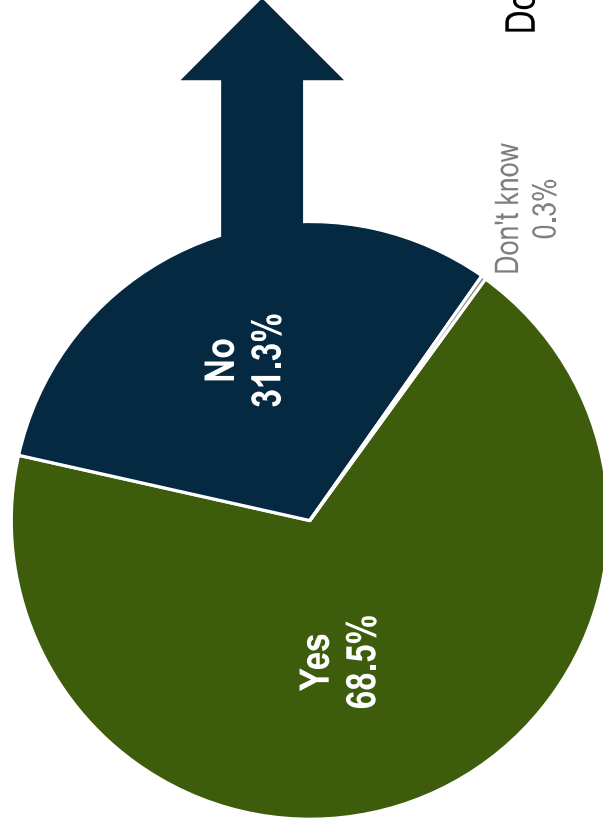


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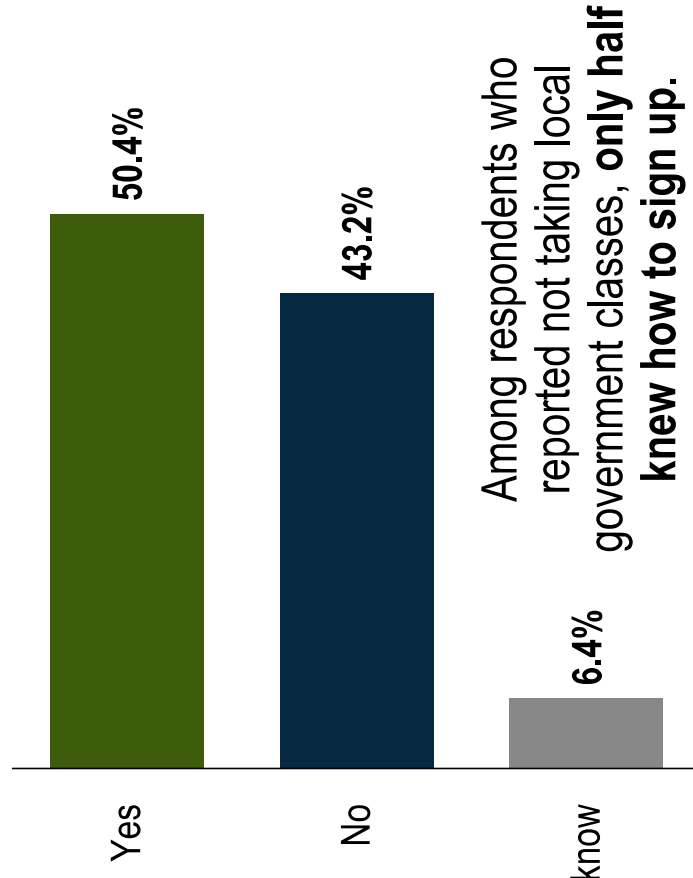
APPLIED
ANALYSIS

Have you taken a recreation or educational class offered by the local government?



N = 400

Know how to sign up?



N = 125

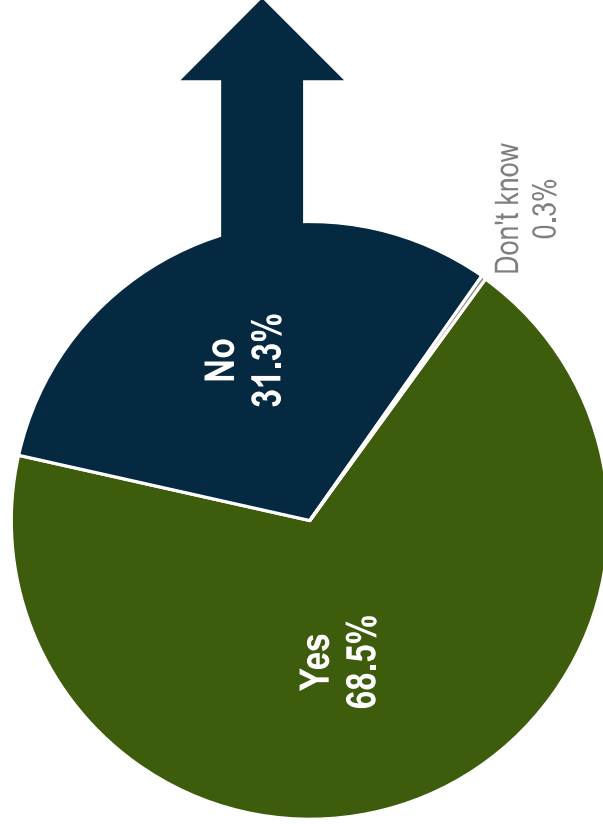


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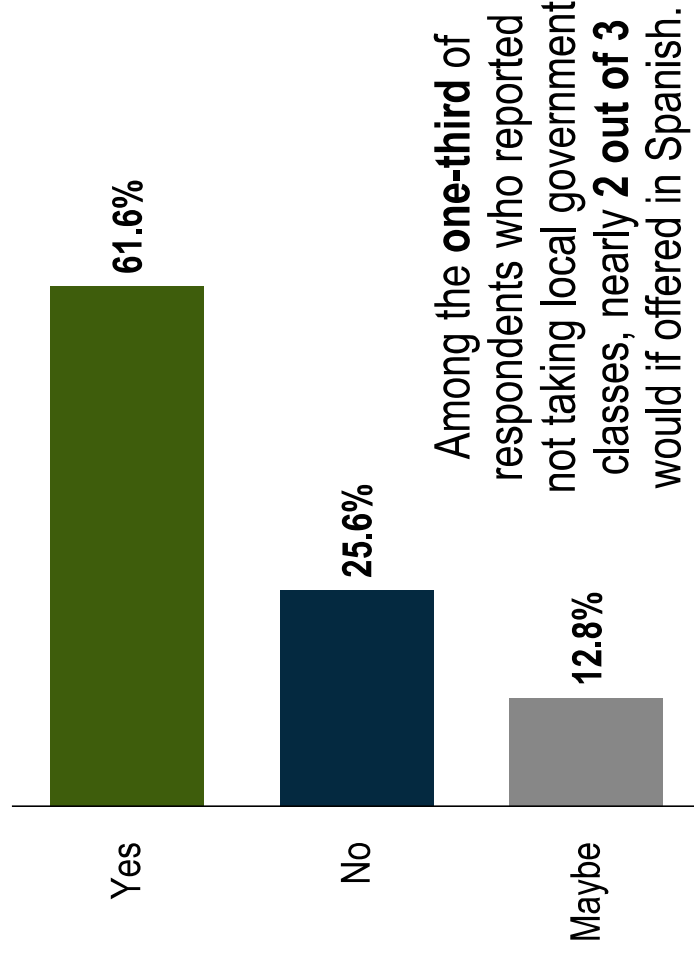


Have you taken a recreation or educational class offered by the local government?



N = 400

If offered in Spanish?



N = 125

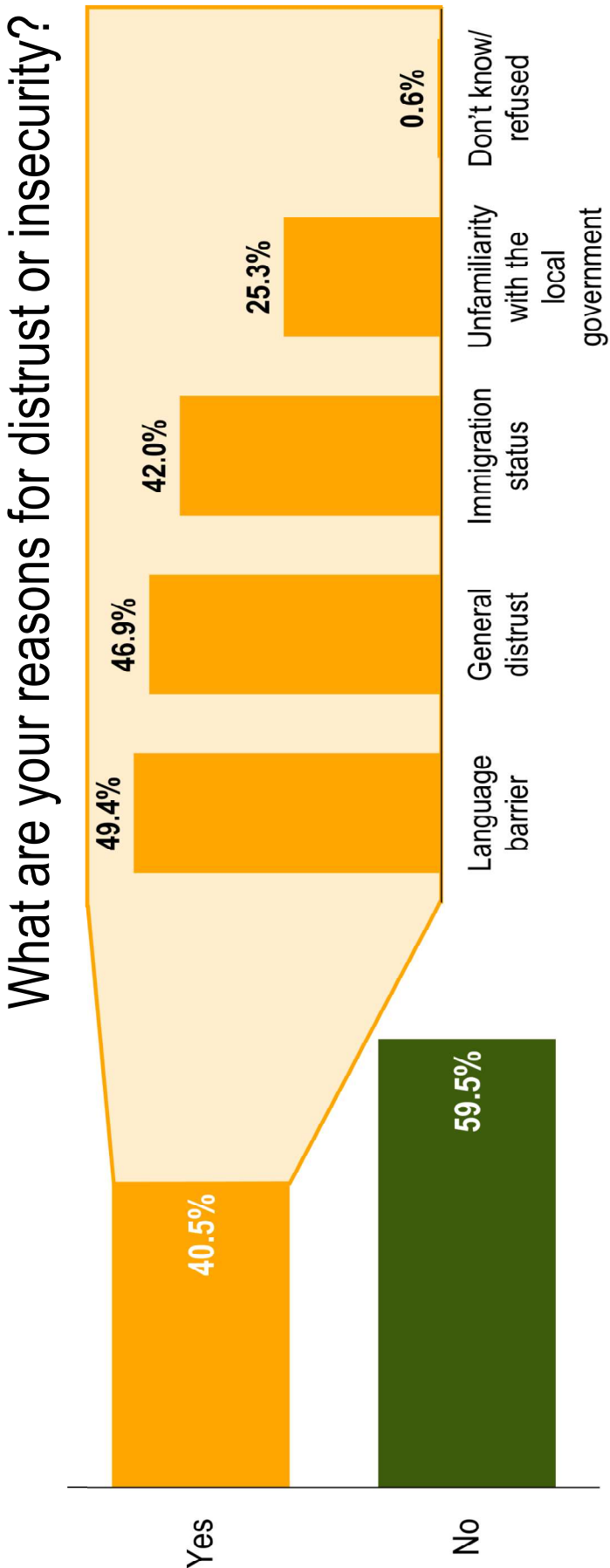


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Have you ever neglected to visit city or county facilities to access public resources due to distrust or insecurity?



N = 400

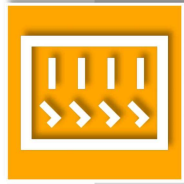
N = 162; Note: This is a multiple response question. Sample size reflects the number of respondents, not responses.



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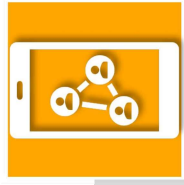
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