

WHAT'S NEW WITH KIDS?

For September 2011

Southern Nevadans' Opinions on Commercial Establishments Located Near Their Home

The location of some types of commercial establishments within residential neighborhoods can be controversial because they can affect the quality of residents' lives. A concentration of payday lenders within a community, for example, has been linked to higher violent crime rates.¹ Southern Nevada has more than its share of controversial commercial establishments. How do the residents perceive some of these establishments? Findings from a survey may shed some light on this issue.

Over the past 20 years, The Center for Business and Economic Research (CBER) at the University of Nevada, Las Vegas (UNLV) has conducted a household survey to obtain current demographic data on Southern Nevada residents and to assess their opinions on topics relevant to the growth and well-being of the community. This short piece presents only a small portion of the findings from the 2011 survey, specifically, respondents' opinions towards the proposed location of seven commercial establishments near their home. The options included a major casino, a bar, a strip club, a pawn shop, a payday loan, a liquor store, and a pornography vendor. The results are presented for two types of respondents, those with and those without children.

The partial results of this survey are reported in Table 1. A larger percentage of respondents with children than those without considered the proposed location of each of the seven establishments near their home a "big problem." Both groups of respondents were the most concerned with the location of pornography vendors and strip clubs. Of the respondents with children, 49.6 percent considered the presence of a pornography vendor a "big problem." The corresponding figures for those without children was 43.6 percent. For strip clubs, the respective figures were 46.5 percent and 39.6 percent.

Both groups of respondents were the least concerned with the location of major casinos. Of respondents with children, 65.4 percent did not consider the presence of a major casino a problem. The corresponding figure for respondents without children was 66.5 percent.

The presence of children appears to matter.

Southern Nevadans' Opinions about the Proposed Location of Commercial Establishments Near Their Home*

(Question: How much of a problem do you consider the following
establishments if located close to your home?)

<i>Establishment</i>	<i>Big Problem</i>		<i>Somewhat of a Problem</i>		<i>Not a Problem</i>	
	<i>With kids</i>	<i>Without kids</i>	<i>With kids</i>	<i>Without kids</i>	<i>With kids</i>	<i>Without kids</i>
Major casino	13.2	11.6	21.3	21.9	65.4	66.5
Bar	13.2	12.3	29.0	27.9	57.7	59.8
Strip club	46.5	39.6	14.3	19.8	39.1	40.5
Pawn shop	23.9	20.0	25.8	26.8	50.4	53.1
Pay day loan	22.1	21.8	23.3	23.6	54.6	54.6
Liquor store	22.1	13.8	25.1	24.8	52.8	61.3
Pornography vendor	49.6	43.6	14.2	15.8	36.2	40.6

*Number of respondents with children was 287, and the number without children was 649.

Source: Center for Business and Economic Research, University of Nevada, Las Vegas Community Survey, 2011.

References

I. Kubrin, Charis E. , Gregory D. Squires, and Steven M. Graves, 2009. "Does Fringe Banking Exacerbate Neighborhood Crime Rates? Social Disorganization and the Ecology of Payday Lending," working paper, http://www.gwu.edu/~newsctr/09/pdfs/Pay-day_Lending_and_Crime_Working_Paper.pdf, as of 10/5/11.

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