



Strategic
Development
Group, Inc

VISION
vision

Indiana Parks and Recreation Public Survey



Surveys provide two things
every Parks and Rec Department
should know...



First, you need to know the preferences of your present and potential customers. Surveys can benchmark and track the perceptions of residents regarding existing programs and their interest in new services.



Second, you need to know the extent to which voters would support tax or fee increases for expansions and additional programs.



And the result. . .

With statistically valid surveys you'll know the preferences of the community. The findings will help you foresee obstacles, win public support and get your project approved.



Overview

A Collaboration of Public Input Specialists

SDG

Strategic Development Group, Inc. is one of Indiana's most respected consulting firms. We have worked in more than 100 communities with clients in government, business and the non-profit sector. Our services include research, strategic planning, and project management.



Brian O'Neill

Senior Project Manager, has over twenty years of experience in strategic planning. He holds degrees from the University of Notre Dame and Indiana University. He is also past President of both the Monroe County Commissioners and Plan Commission. He has facilitated strategic plans for a broad range of organizations including urban enterprise associations, municipalities, libraries, schools, and local economic organizations. Brian currently serves as the President of the Board for Options for Better Living.





Background

JEM Research

JEM Research Inc., located in Valparaiso, Indiana, is a well established data collection firm serving communities across the United States. With over 50 years of combined experience, our project management staff has successfully managed research projects both qualitative and quantitative. JEM Research Inc. is a quality driven enterprise that provides clients with accurate, reliable and actionable research data.

Center For Community Opinion

The Center for Community Opinion offers quality survey research to government agencies. Each survey is preceded by careful background research and attention to detail as survey questions are developed. The results and analysis promote sound decision-making in policy development.



Sample Question

Indoor park facilities.

For each, please tell me whether you think your community has *too few*, *too many*, or *just the right amount* of each.

- Multi purpose gyms
- Basketball courts
- Dance or exercise rooms
- An indoor fitness center with weight machines.
- Large meeting rooms
- Game and activity space for young people and teens
- Performing arts facilities



Demography of Sample

Number in Sample: 400

Household income

<\$25,000:	8.8%
\$25,001 to \$50,000:	29.8%
\$50,001 to \$75,000:	28.0%
\$75,001 to \$100,000:	14.0%
\$100,000 to \$150,000:	6.5%
>\$150,000:	3.5%
Refused:	9.5%

Ethnicity

Caucasian:	88.8%
Hispanic:	1.3%
Asian:	.8%
Afro-American:	5.8%
Other:	3.5%

Gender

Male:	48.3%
Female:	51.8%

Age

18 to 44:	42.5%
45 to 54:	43.8%
55 and over:	13.8%

Child in household

Parent:	64.5%
Non Parent:	35.3%
Refused:	.3%

Length of residence

<5 years:	24.0%
5 to 10 years:	25.5%
11 to 20 years:	37.0%
>20 years:	13.5%



Demography of Sample

Homeowner or Renter

Homeowner: 86.8%
Renter: 10.5%
DK/Refuse: 2.8%

Area of state

Northern and eastern Indiana: 52.4%
Southern and western Indiana: 47.6%

Visited park/recreation facility in community in last year

Visited park/rec in past year: 90.8%
Not visited: 9.3%

Member of household participated in rec program in last year

Participated: 51.3%
Not participated: 48.5%
DK: .3%



Overall Results

Overall quality of parks in the community

Excellent or Above average:	40.3%
Average:	46.5%
Below average:	7.8%
Poor:	4.3%
Unable to evaluate:	1.3%

Overall quality of rec programs in community

Excellent or Above average:	32.1%
Average:	43.3%
Below average:	14%
Poor:	8.3%
Unable to evaluate:	2.5%



Overall Results

Parks help define character of community

Strongly agree:	38.5%
Agree:	57.8%
Disagree:	3.3%
Strongly disagree:	.5%

Support tax increase to build new park facilities*

Yes:	47.8%
No:	51.1%
Don't know/not sure:	.8%
Refused:	.3%

*364 of the 400 residents interviewed indicated that there were "too few" of at least one indoor or outdoor facility. These respondents were also asked if they would support a tax increase for parks.



Overall Results

Outdoor facilities- Too Few

Swimming pools: 62.5%

Restrooms: 62%

Barbeques: 60.5%

Indoor facilities- Too Few

Games and activities for young people and teens: 79.5%

Multipurpose gyms: 63.8%

Performing arts facilities: 60.3%



Overall Results

Activities in Park

Appreciate nature

Always or often do: 75.3%

Relax

Always or often do: 63.3%

Walk

Always or often do: 61%

Family activities

Always or often do: 58%



Results- Gender Differences

- Women think about their children's needs at the park when rating facilities like swimming pools, soccer fields, playgrounds and baseball and soft ball fields.
- Women and men equally indicated there were too few restrooms.



Results- Parent/non-parent

- In supporting tax increases for new park facilities, there was no difference between respondents with children and respondents without children.
- Activities for young people and teens were perceived to be too few by the vast majority of parents (82%) and non parents (75%).



Results- Income

- Respondents over \$50,000 a year are more likely to strongly agree that parks help to define their communities.
- Higher income respondents are generally more willing to support taxes for new park facilities.
- Respondents making more than \$50,000 per year were more likely to indicate that there were too few performing arts facilities and meeting rooms.



Results- Length of Residence

- New residents in the community were more likely to support tax increases for parks and had the highest opinion about the quality of the parks in their community.



Results- Participation in Recreation Programs

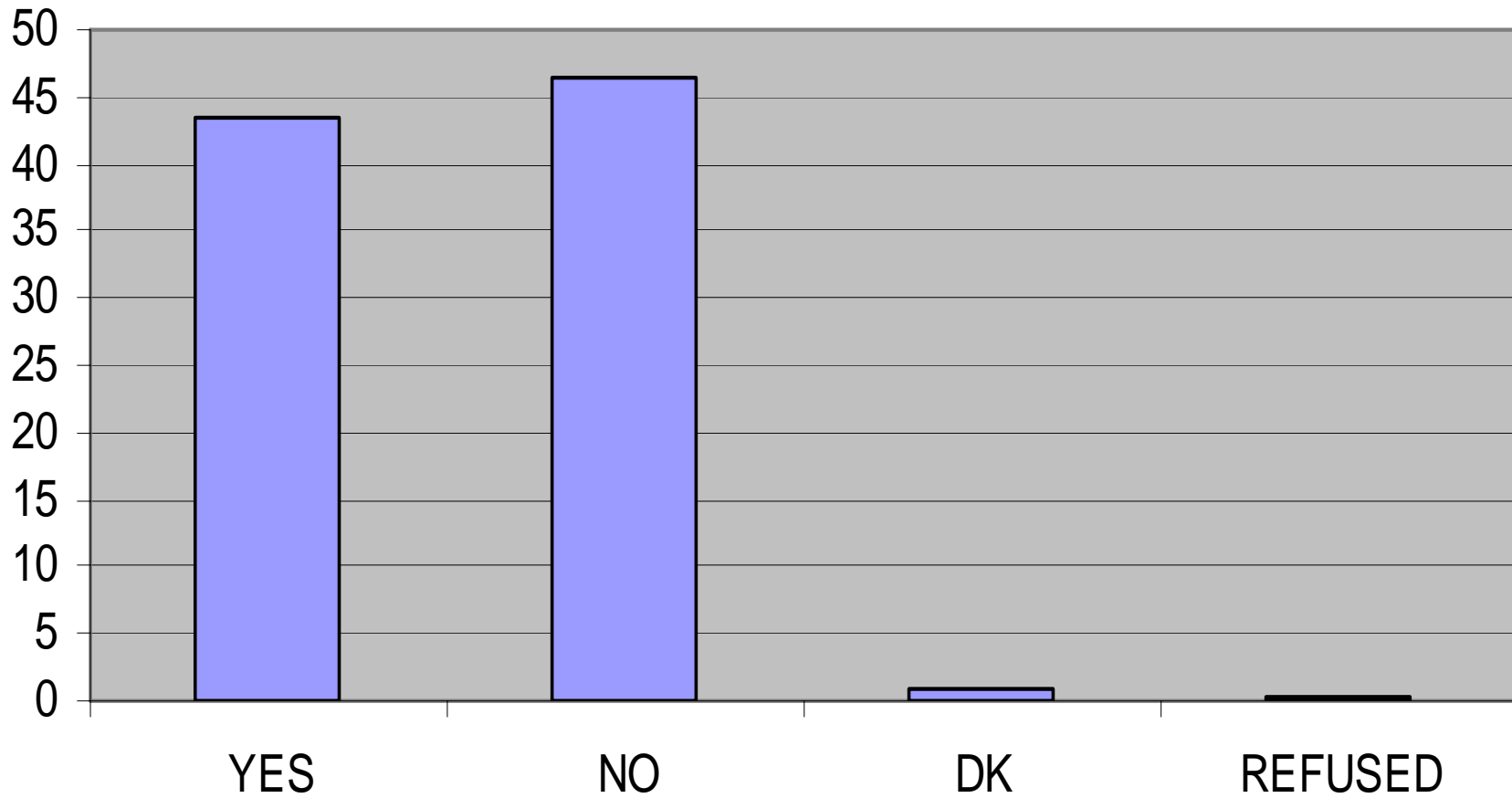
- Respondents who participated in recreation programs generally thought that indoor and outdoor facilities were just about right.
- The exception: Significantly more respondents who did not participate in programs thought that there were too few:
 - Walking trails
 - Picnic areas with picnic tables
 - Tennis courts
 - Performing arts facilities
 - Indoor fitness centers with weight machines



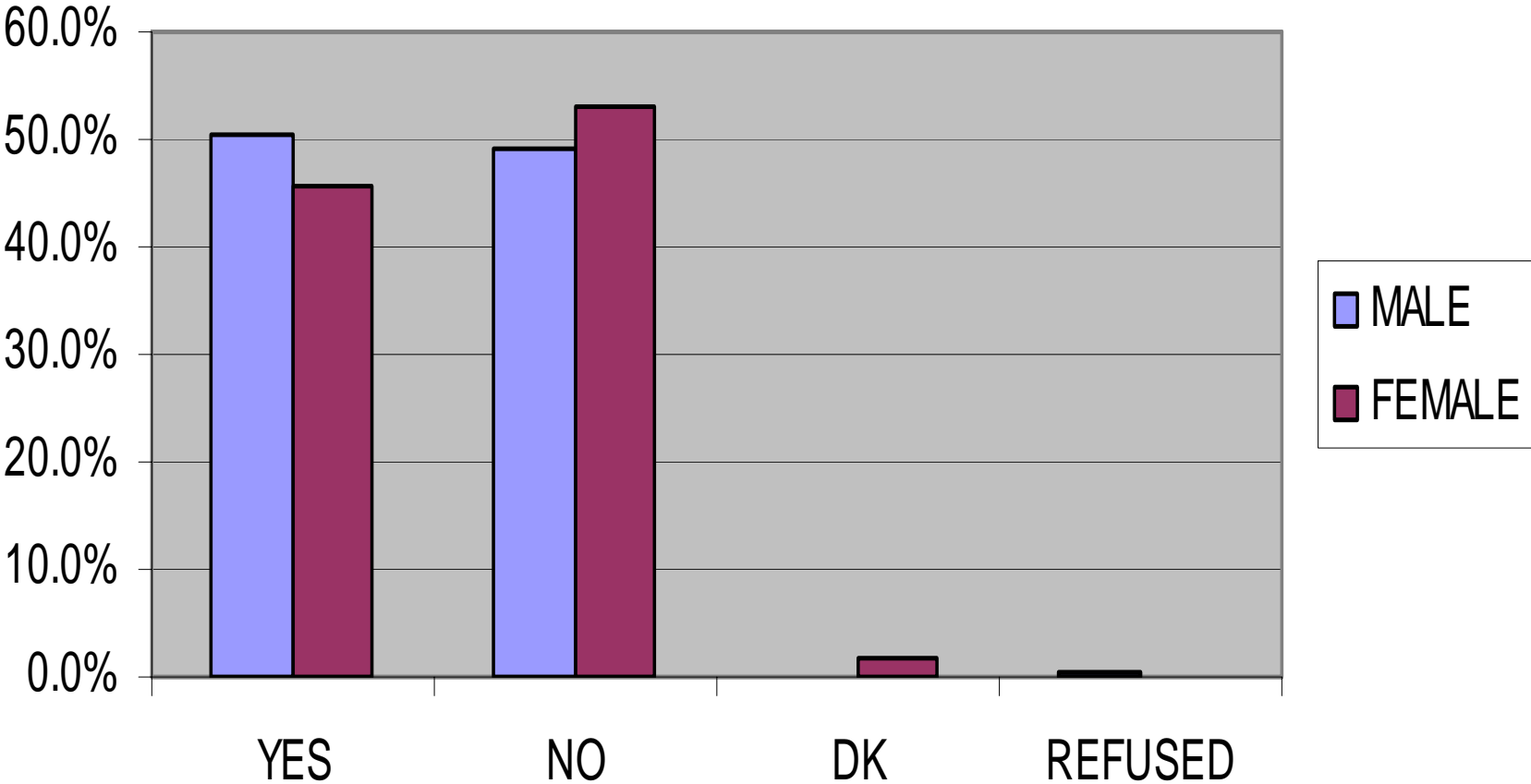
Support Tax Increase

364 of the 400 residents interviewed indicated that there were “too few” of at least one indoor or outdoor facility. These respondents were also asked if they would support a tax increase for parks. The following charts illustrate some of the findings.

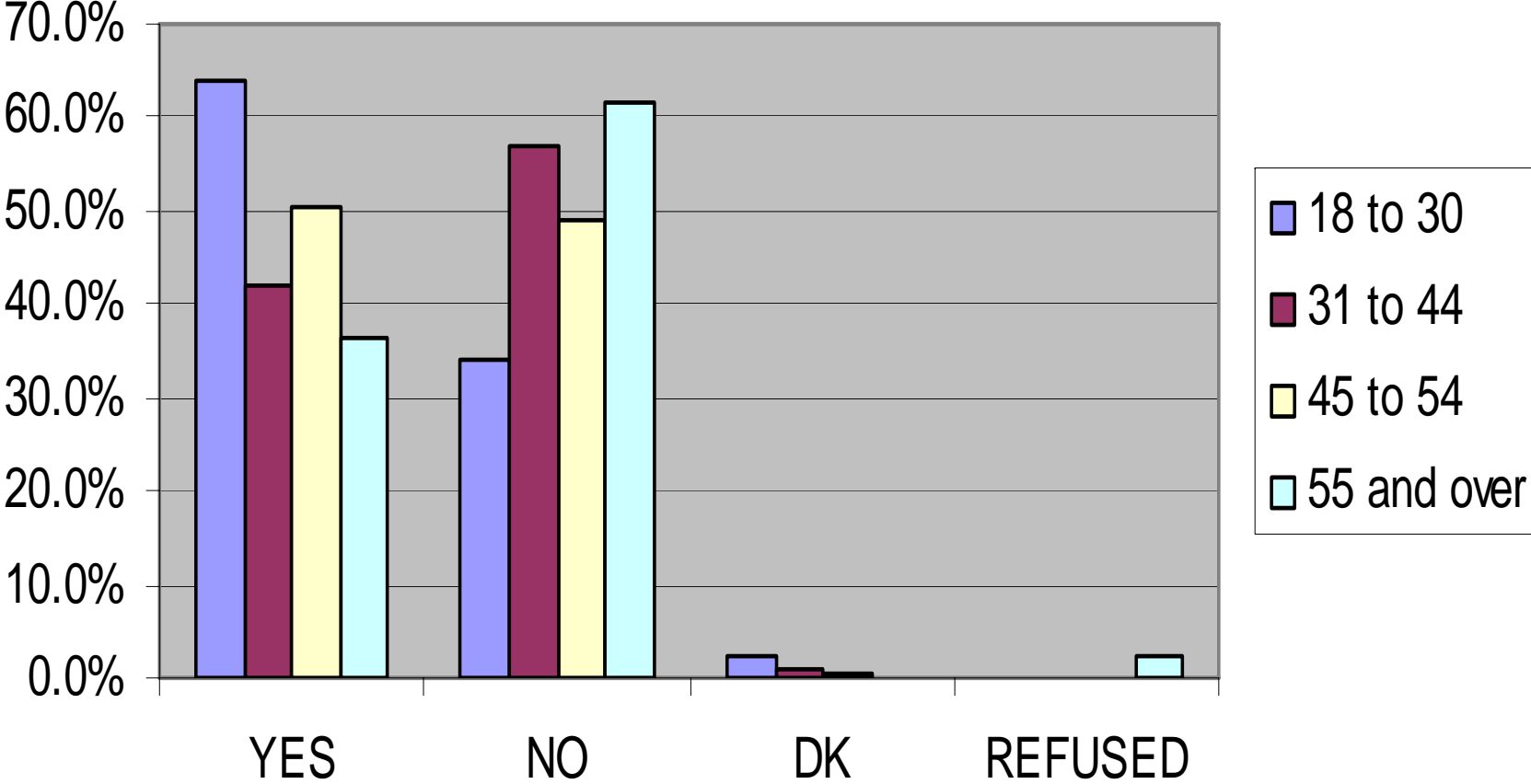
Support Tax Increase



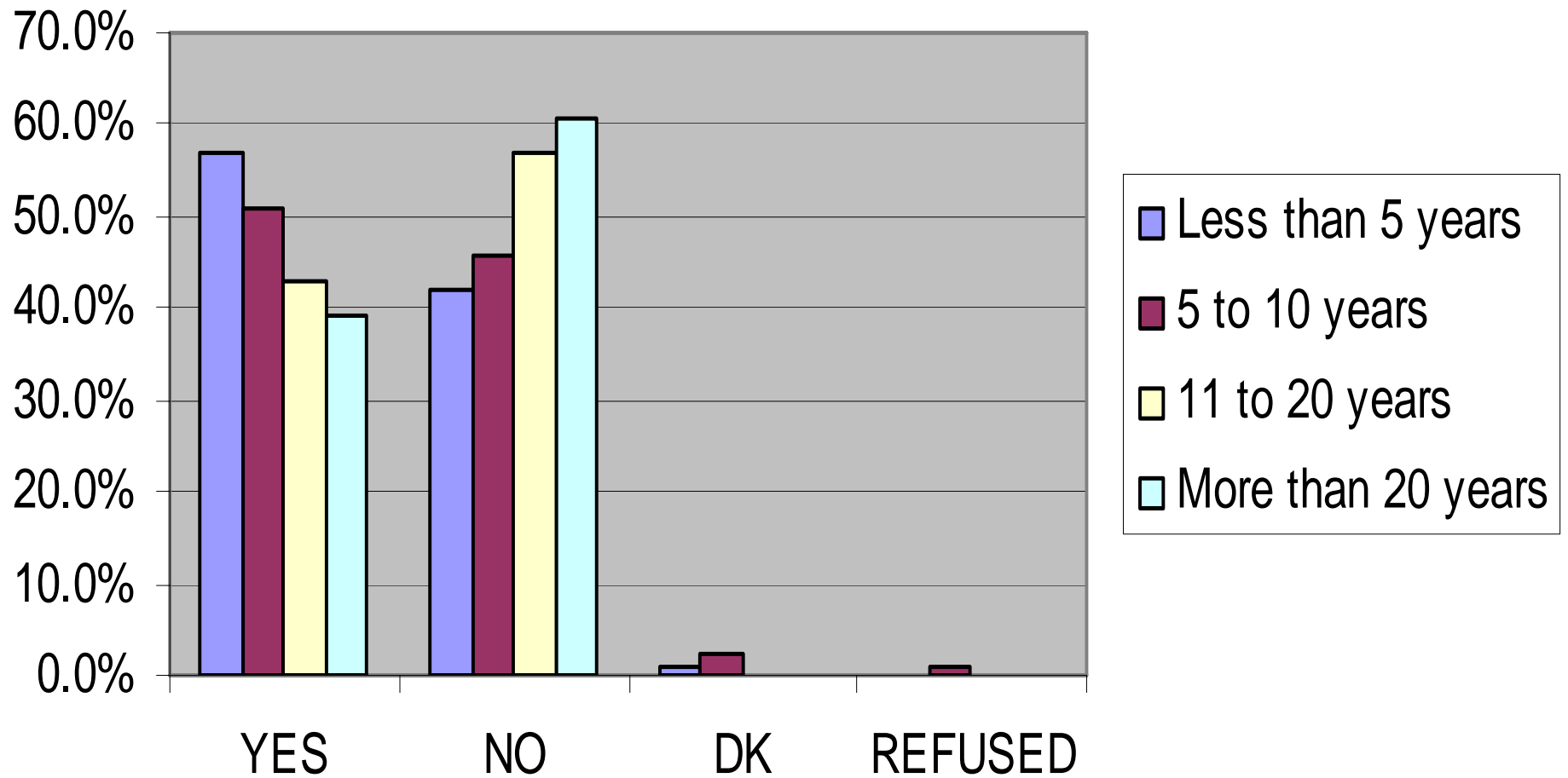
Support Tax Increase by Gender



Support Tax Increase by Age

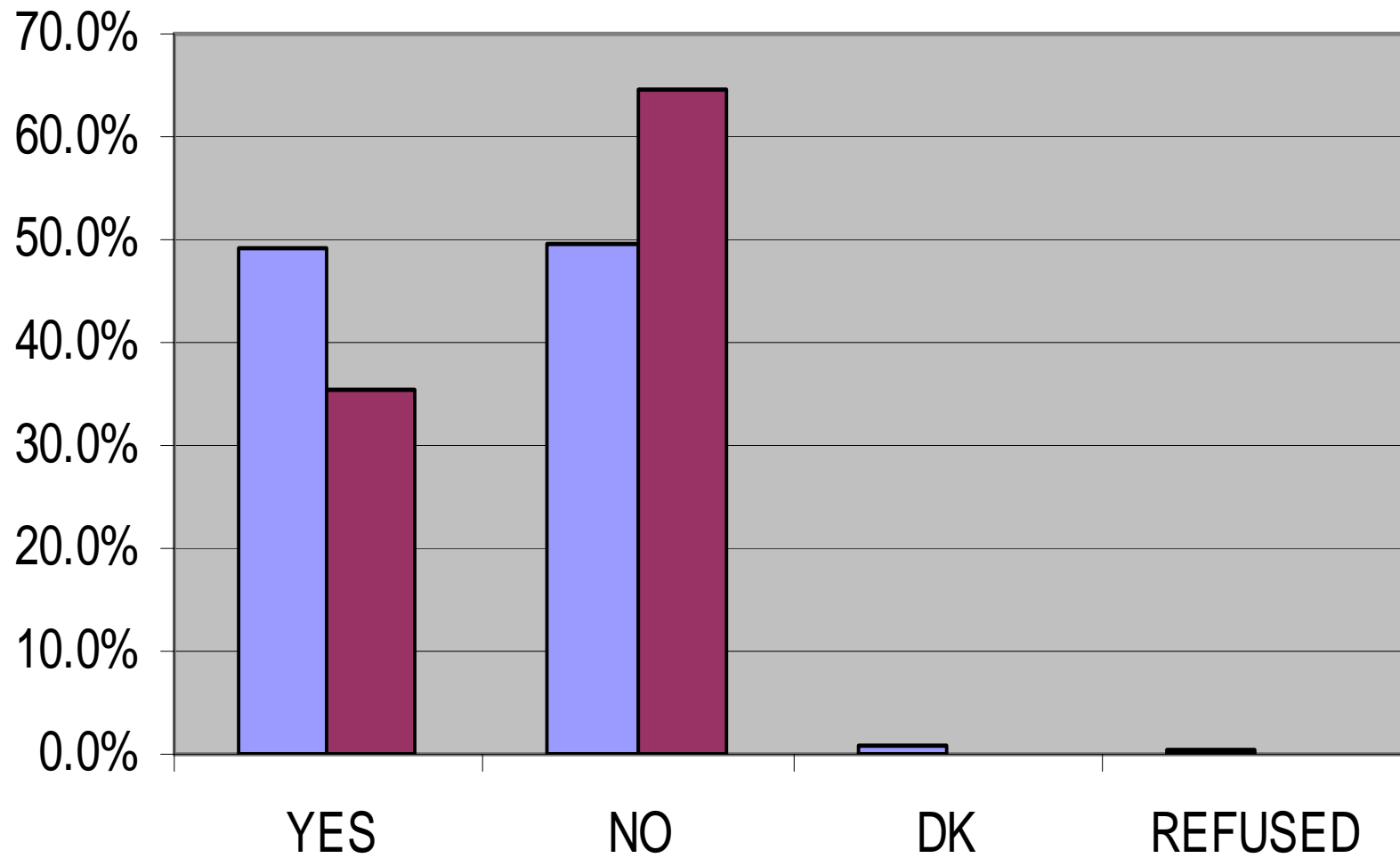


Support Tax Increase by Length of Residence

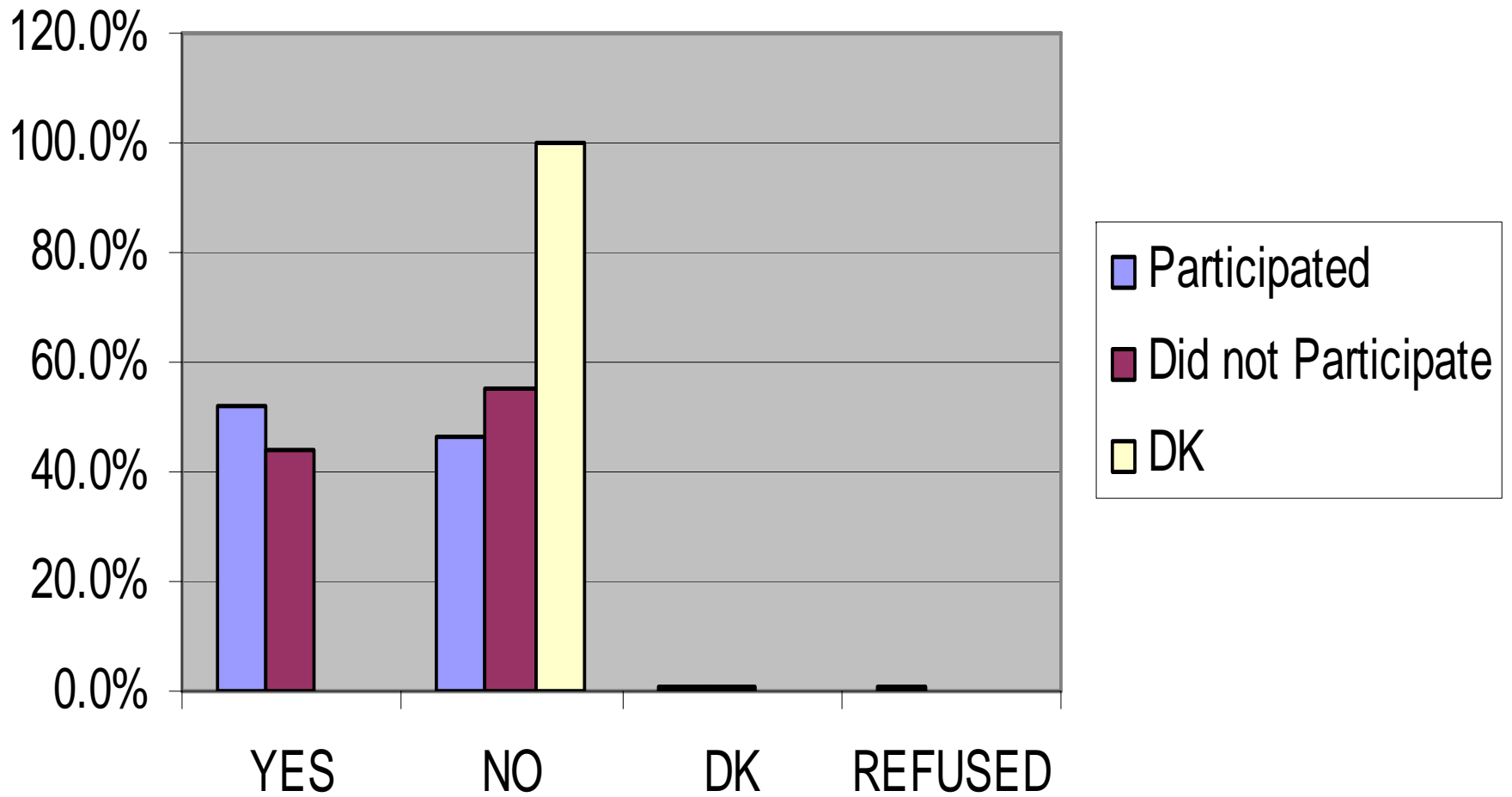


Support Tax Increase by Visited Park

■ Visited Park
■ Did not Visit Park



Support Tax Increase by Program Participation



Support Tax Increase by Parental Status

