

Community Attitude and Interest Survey

Executive Summary of Citizen Survey Results

Overview of the Methodology

The Downers Grove Park District conducted a Community Attitude and Interest Survey during November and December of 2006 to help establish priorities for the future improvement of parks and recreation facilities, programs and services within the community. The survey was designed to obtain statistically valid results from households throughout the Downers Grove Park District. The survey was administered by a combination of mail and phone.

Leisure Vision worked extensively with Downers Grove Park District officials in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

In November 2006, surveys were mailed to a random sample of 2,500 households in the Downers Grove Park District. Approximately three days after the surveys were mailed, each household that received a survey also received an electronic voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed, Leisure Vision began contacting households by phone, either to encourage completion of the mailed survey or to administer the survey by phone.

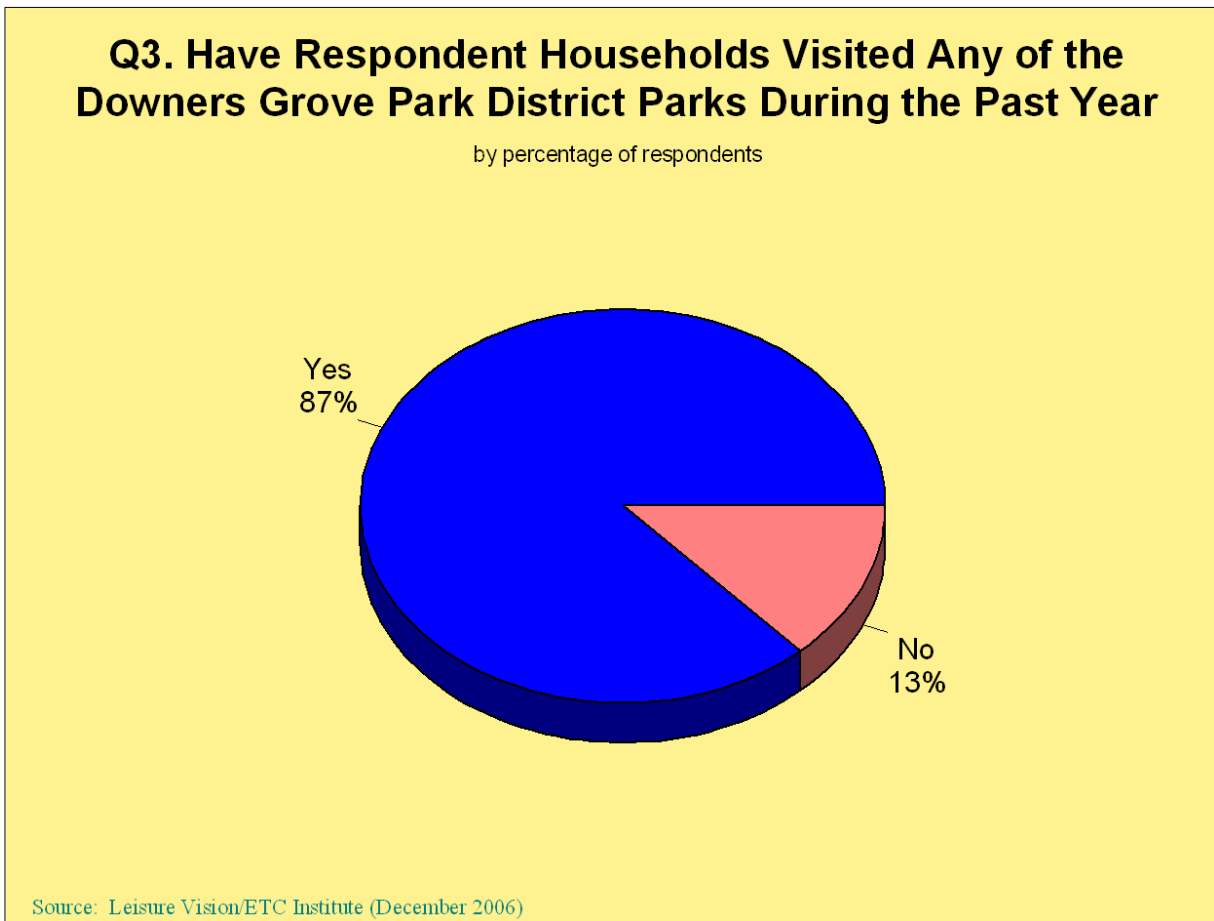
The goal was to obtain a total of at least 500 completed surveys. This goal was exceeded, with a total of 519 surveys having been completed. The results of the random sample of 519 households have a 95% level of confidence with a precision of at least +/-4.3%.

The following pages summarize major survey findings:

Visitation of Parks During the Past Year

Respondents were asked to indicate if they or members of their household have visited any Downers Grove Park District parks during the past year. The following summarizes key findings:

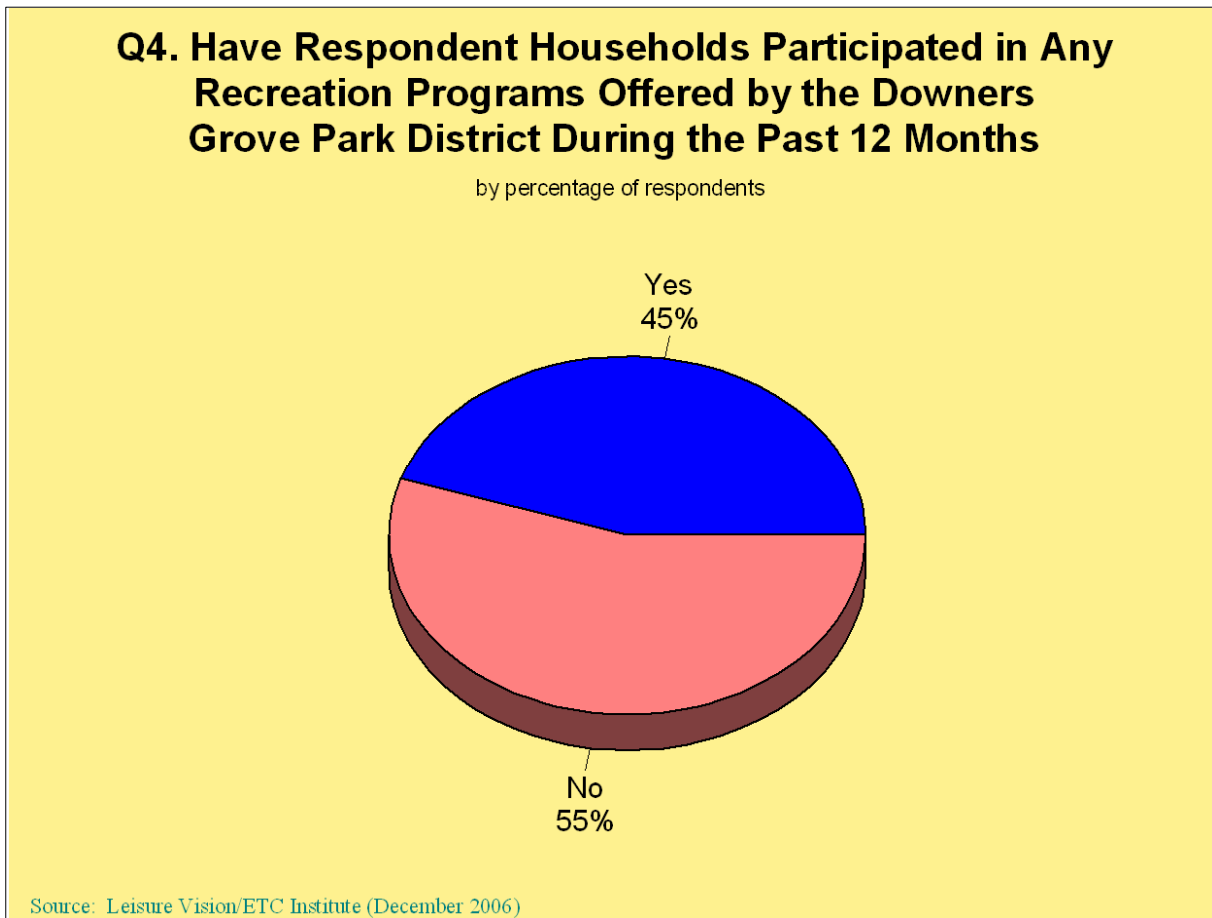
- **Eighty-seven percent (87%) of respondent households have visited Downers Grove Park District parks during the past year.**



Participation in Park District Programs

Respondents were asked if they or members of their household have participated in any recreation programs offered by the Downers Grove Park District during the past 12 months. The following summarizes key findings:

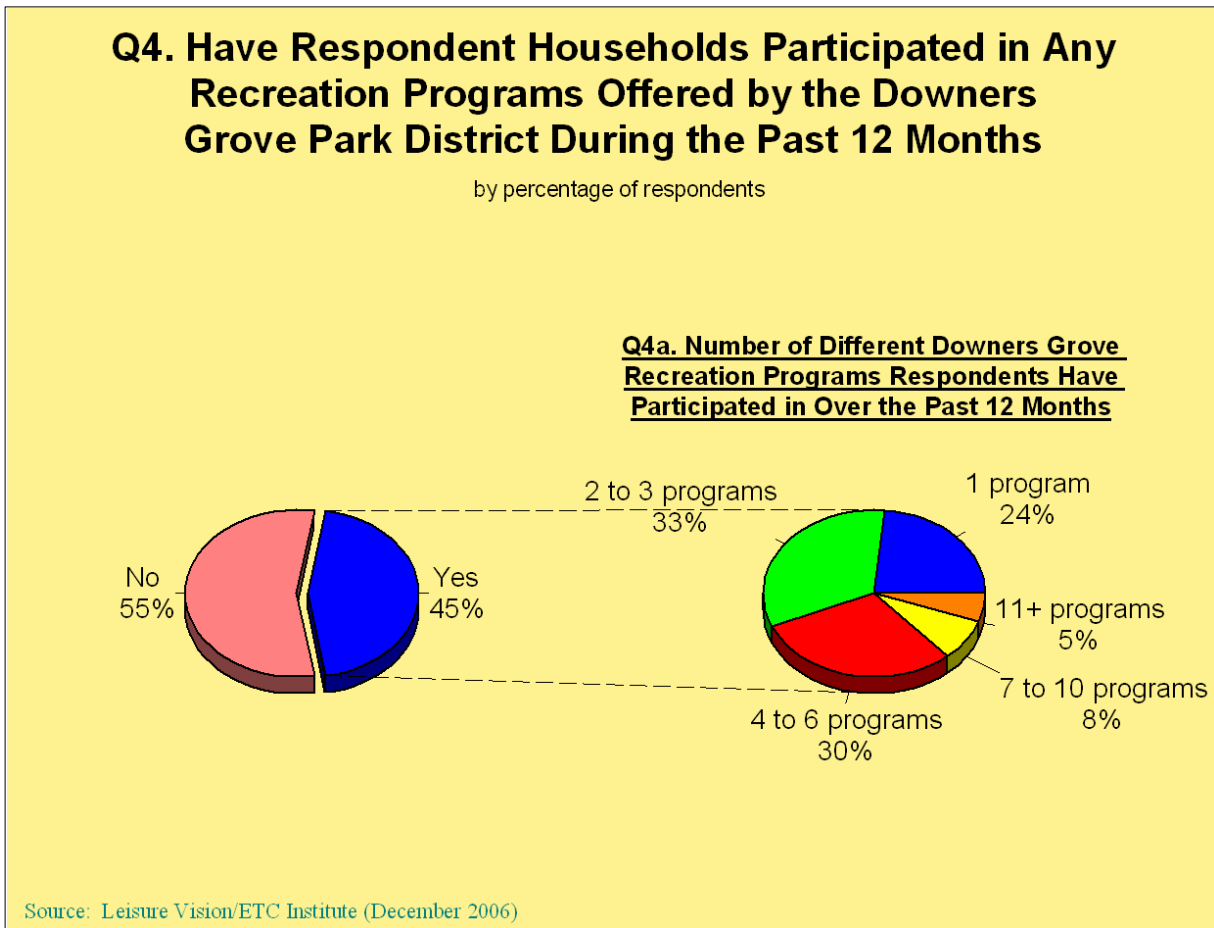
- **Forty-five percent (45%) of respondent households have participated in programs offered by the Downers Grove Park District during the past 12 months.**



Participation in Different Recreation Programs

Respondent households that have participated in Downers Grove Park District recreation programs during the past 12 months were asked to indicate how many different programs they have participated in during that time. The following summarizes key findings:

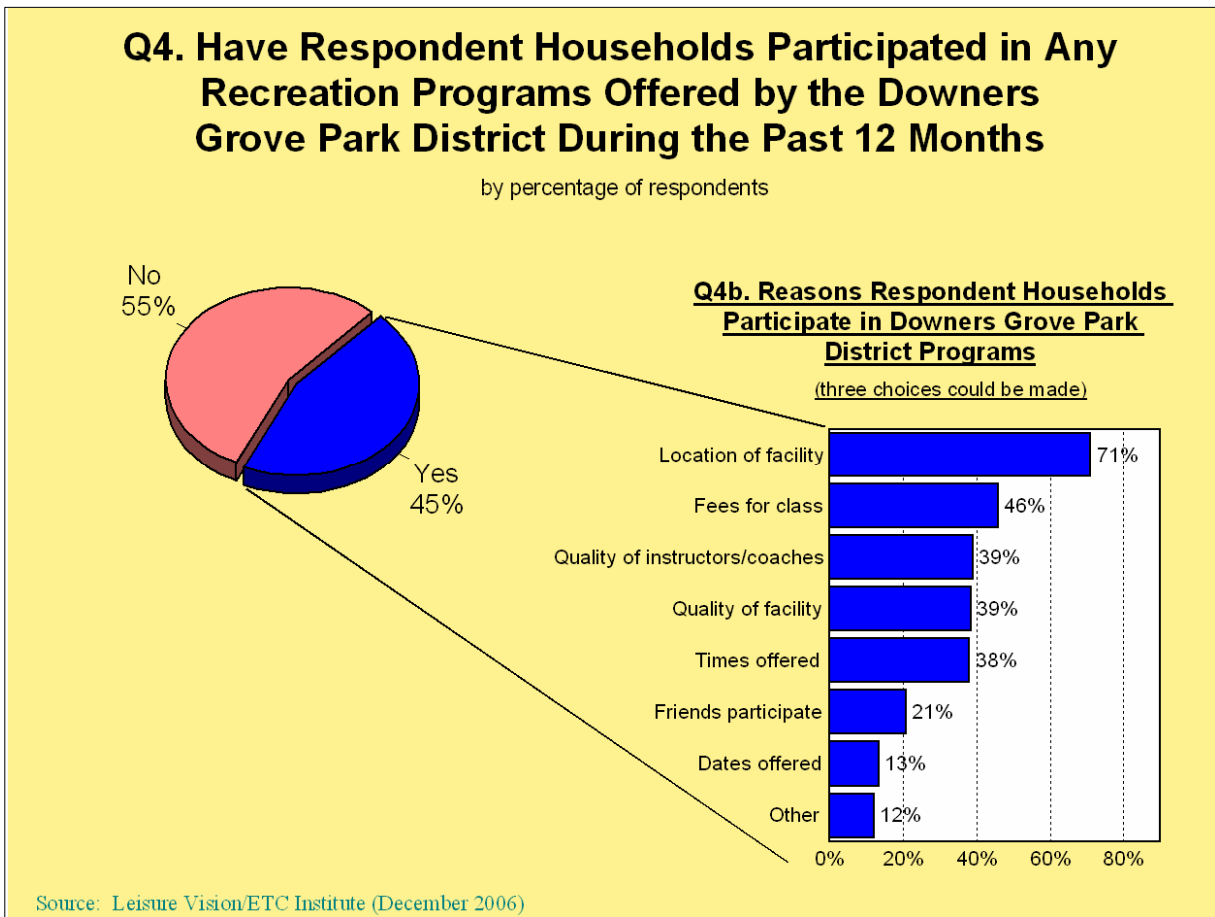
- **Of the 45% of respondent households that have participated in Downers Grove Park District programs during the past 12 months, 76% have participated in at least two different programs, and 43% have participated in at least four different programs.**



Reasons for Participating in Recreation Programs

From a list of seven options, respondent households that have participated in Downers Grove Park District recreation programs during the past 12 months were asked to indicate the three primary reasons they participate in programs. The following summarizes key findings:

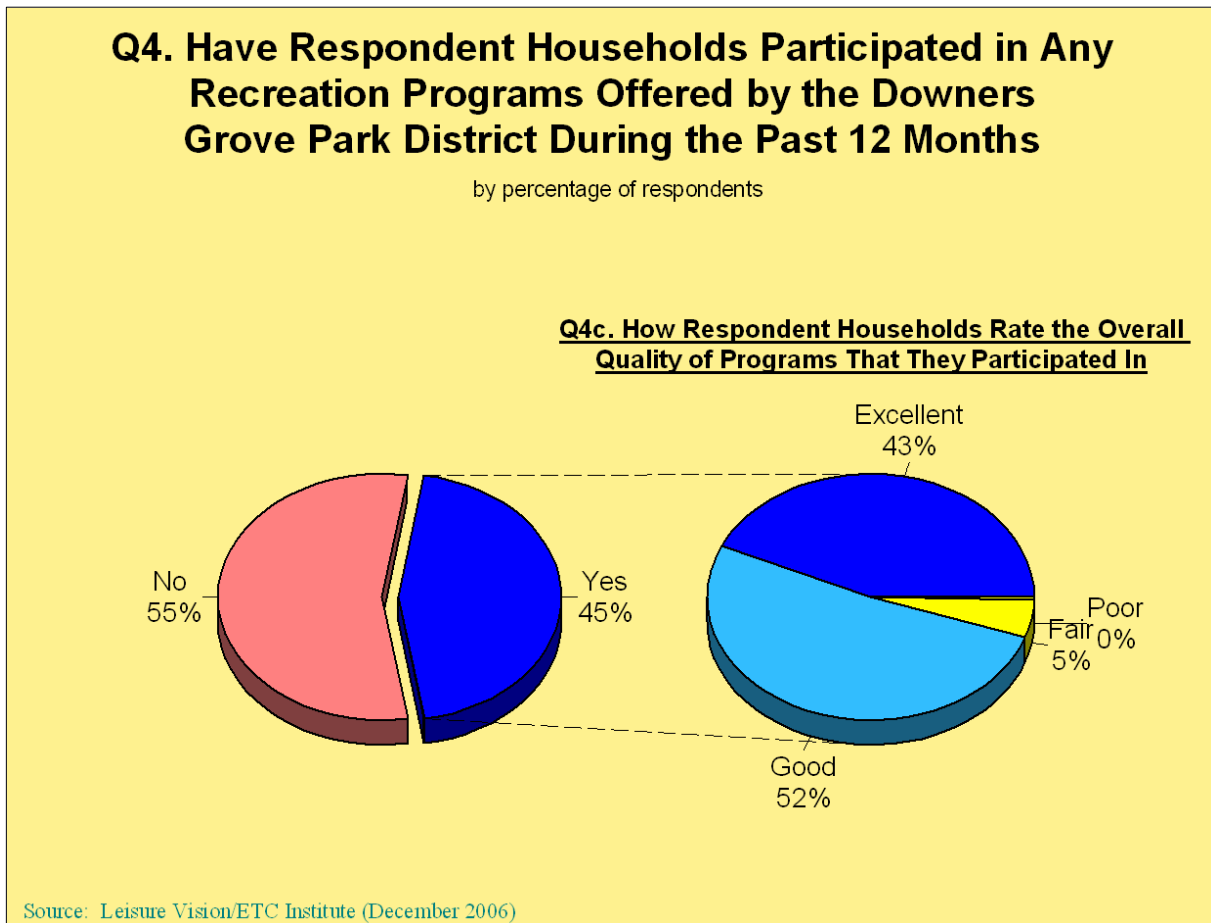
- **Of the 45% of respondent households that have participated in Downers Grove Park District programs during the past 12 months, location of facility (71%) and fees for class (46%) are the top reasons that respondents participate in programs.**



Quality of Recreation Programs

Respondent households that have participated in Downers Grove Park District recreation programs during the past 12 months were asked to rate the quality of the programs they have participated in. The following summarizes key findings:

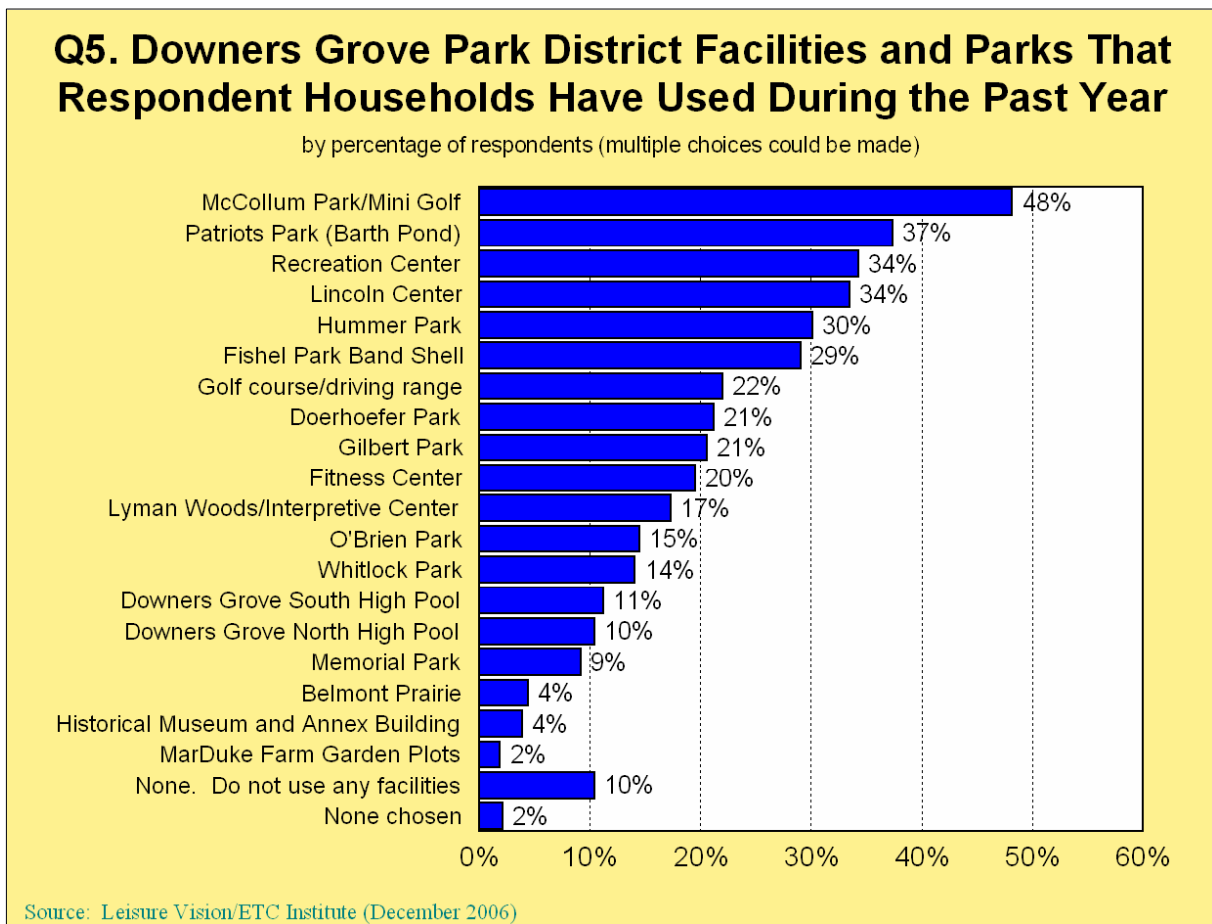
- **Of the 45% of respondent households that have participated in Downers Grove Park District programs during the past 12 months, 95% rated the programs as excellent (43%) or good (52%).** In addition, 5% of respondents rated the programs as fair, and less than 1% rated them as poor.



Use of Park District Facilities and Parks

From a list of 19 Downers Grove Park District facilities and parks, respondents were asked to select all of the ones their household has used during the past year. The following summarizes key findings:

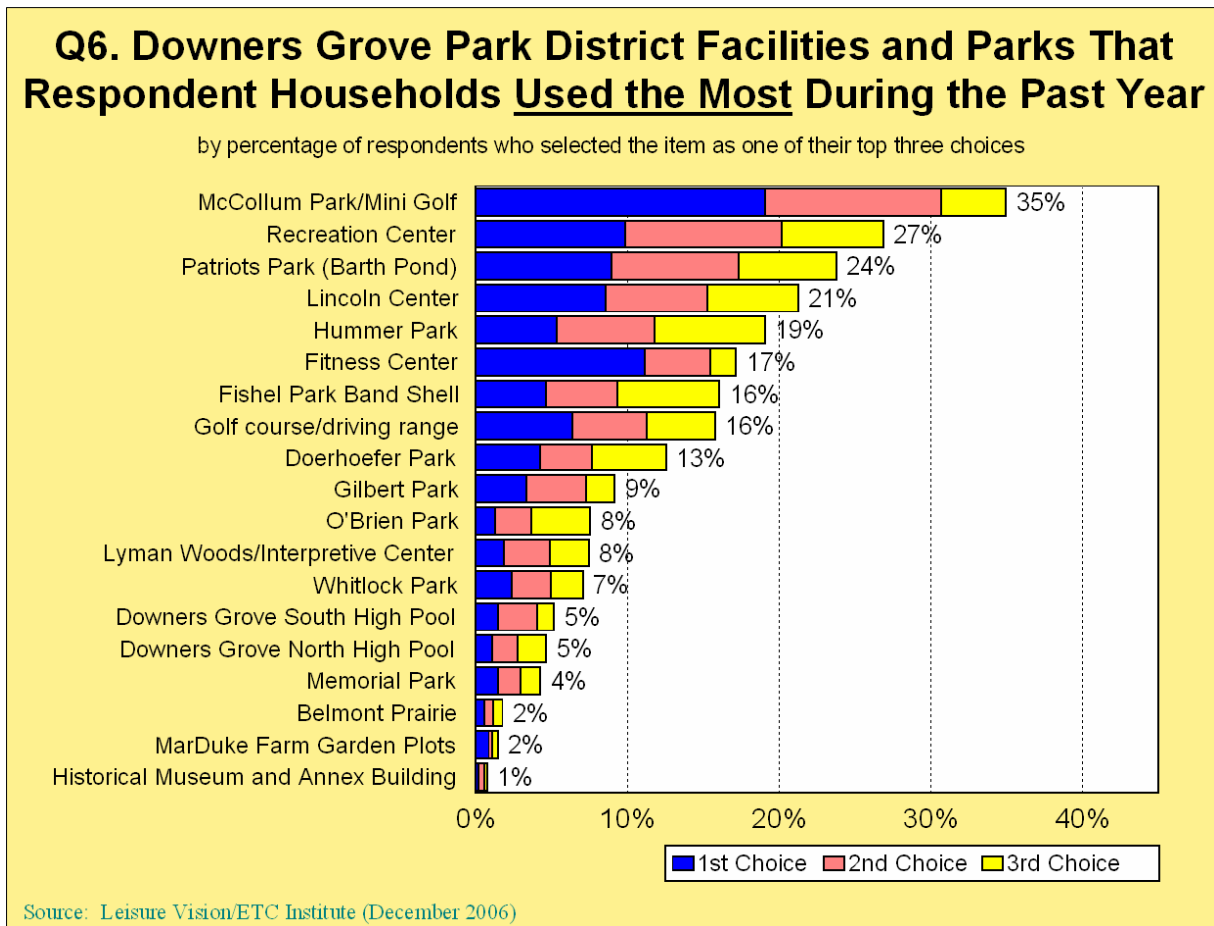
- **The Downers Grove Park District facilities and parks used by the highest percentage of respondent households are: McCollum Park/Mini Golf (48%), Patriots Park (37%), Recreation Center (34%) and Lincoln Center (34%).** It should also be noted that 88% of respondent households have used at least one these 19 Park District facilities and parks during the past year.



Park District Facilities and Parks Used the Most

From the list of 19 Downers Grove Park District facilities and parks, respondents were asked to indicate the three that their household has used the most during the past year. The following summarizes key findings:

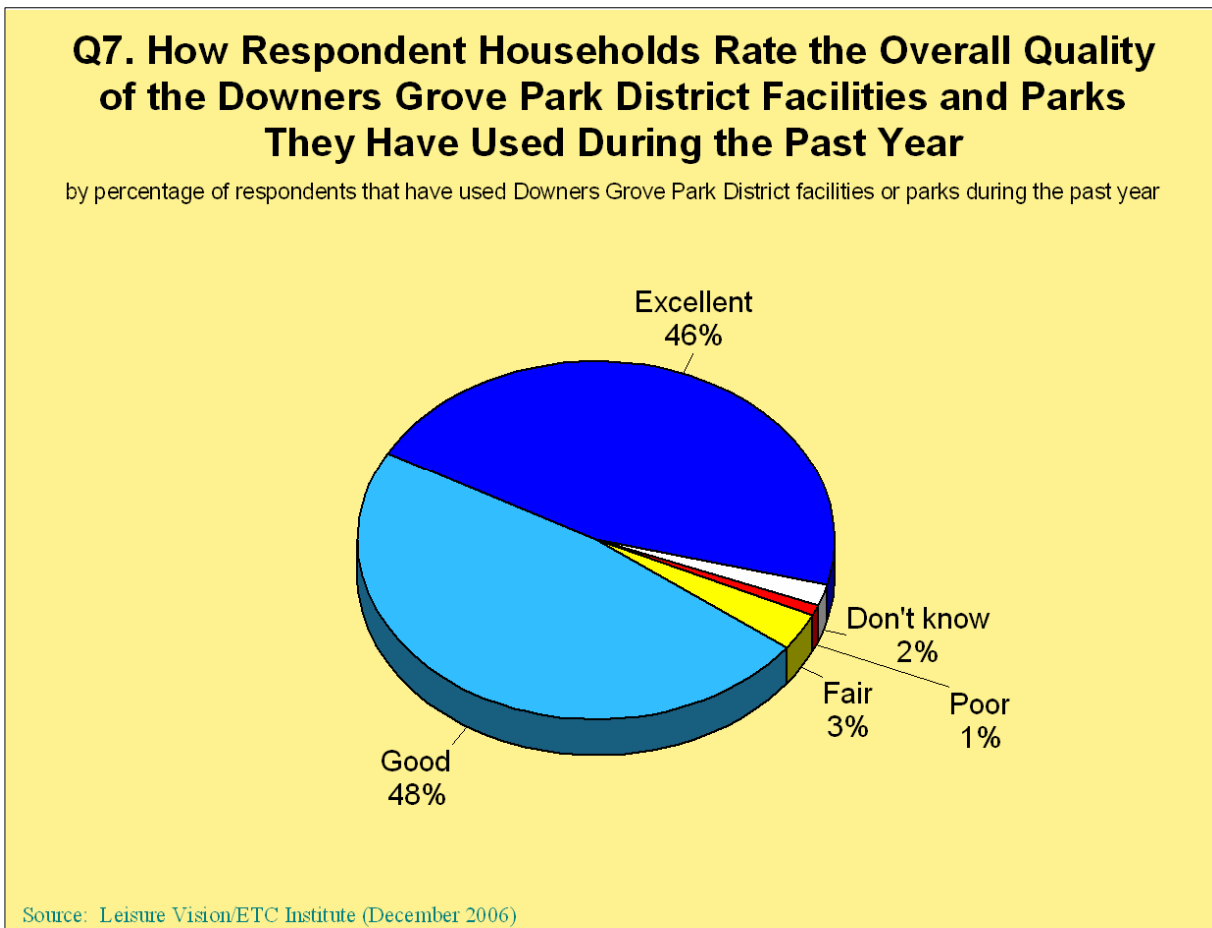
- **Based on the sum of their top three choices, the Downers Grove Park District facilities and parks that respondent households have used the most during the past year are: McCollum Park/Mini Golf (35%), Recreation Center (27%), Patriots Park (24%) and Lincoln Center (21%).**



Overall Quality of Park District Facilities and Parks

Respondent households that have used Downers Grove Park District facilities and parks during the past year were asked to rate the overall quality of the facilities and parks they have used. The following summarizes key findings:

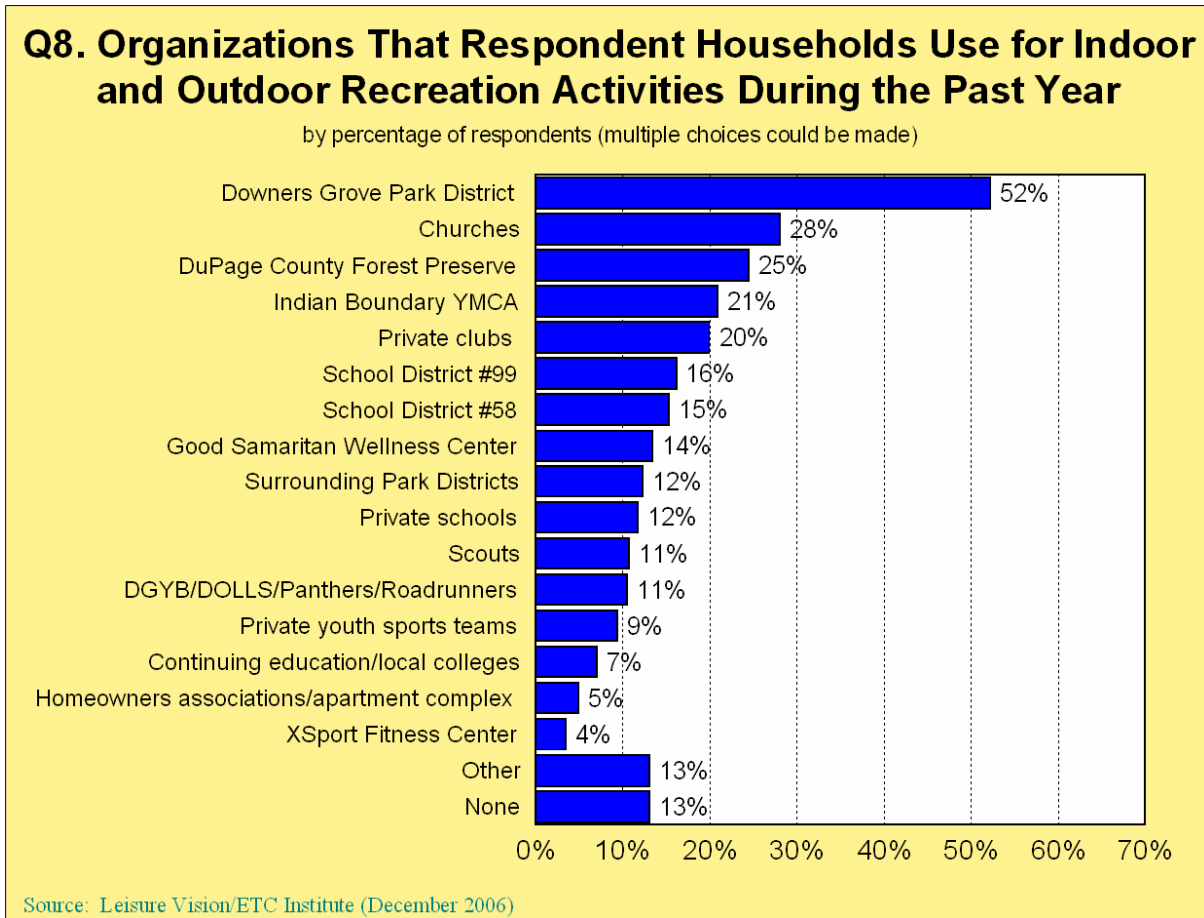
- **Of the 88% of respondent households that have used Park District facilities and parks during the past year, 94% rated the quality of facilities and parks they have used as either excellent (46%) or good (48%).** In addition, 3% of respondents rated the facilities as fair and only 1% rated them as poor.



Organizations Used for Indoor and Outdoor Recreation Activities

From a list of 16 options, respondents were asked to indicate all of the organizations their household has used for indoor and outdoor recreation activities during the past 12 months. The following summarizes key findings:

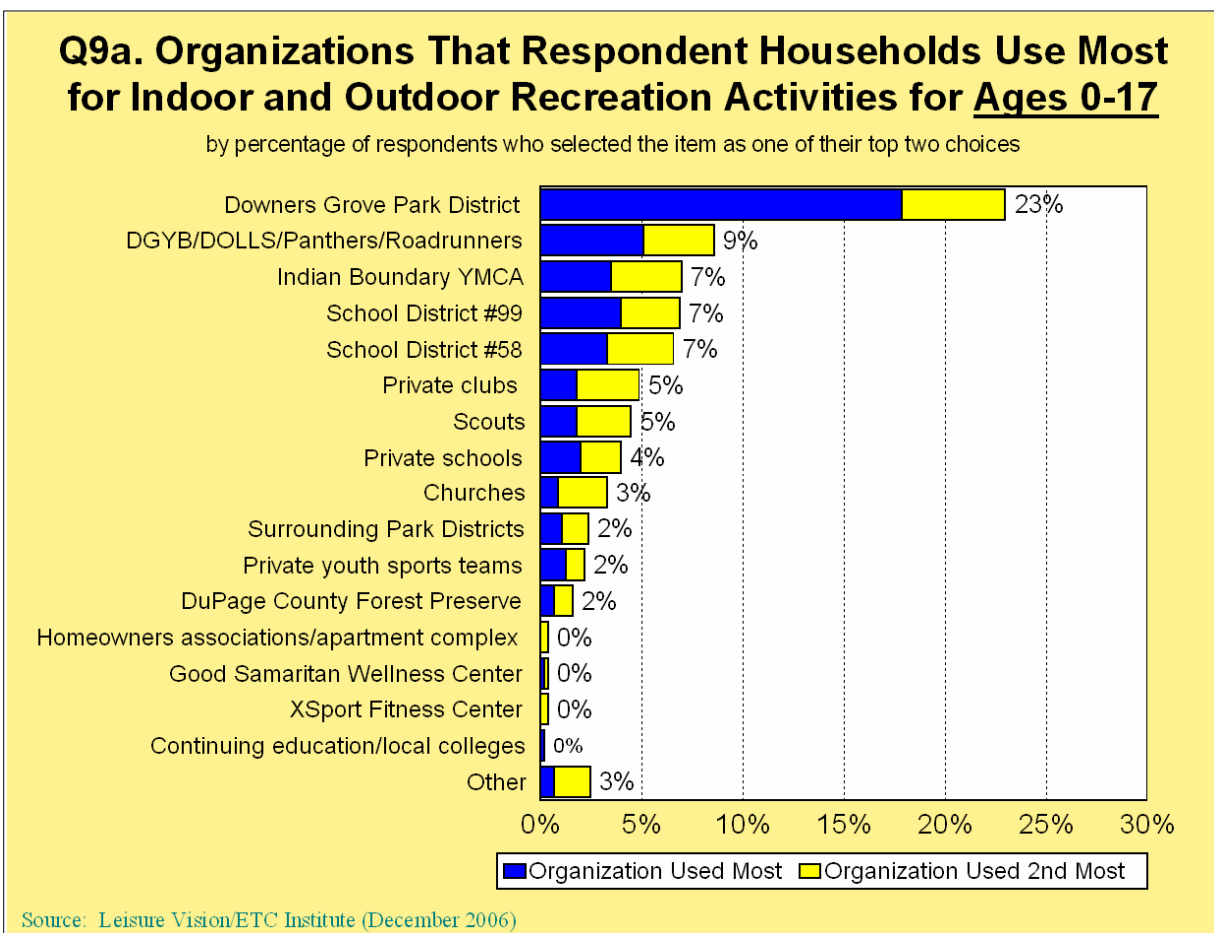
- **The organizations used by the highest percentage of respondent households are: Downers Grove Park District (52%), churches (28%), and the DuPage County Forest Preserve (25%).**



Organizations Used Most for Indoor and Outdoor Recreation Activities for Ages 0-17

From the list of 16 options, respondents were asked to select the two organizations that their household use the most for recreation activities for household members ages 0-17. The following summarizes key findings:

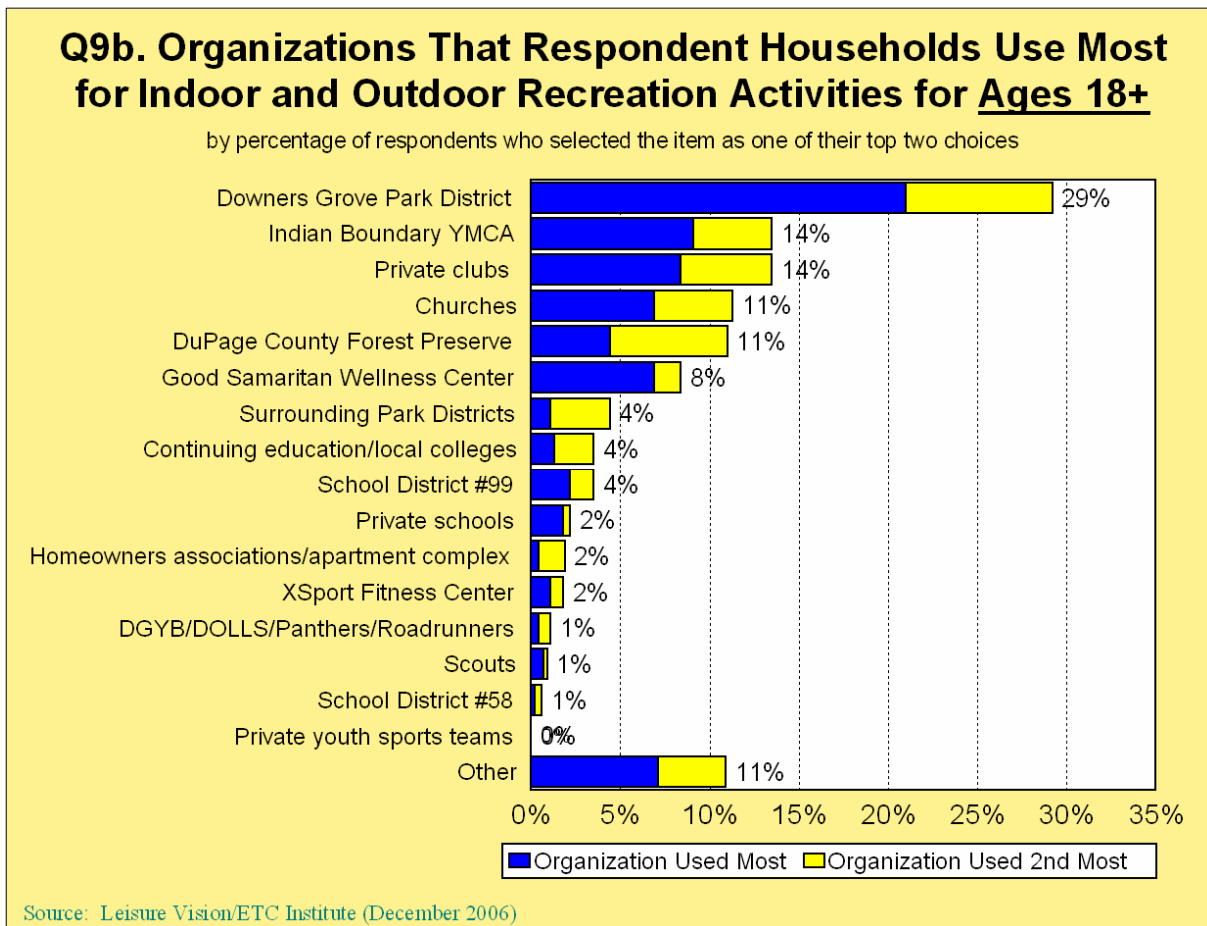
- **Based on the sum of their top 2 choices, the organizations that respondents use the most for household members ages 0-17 are: Downers Grove Park District (23%), DGYB/DOLLS/Panthers/Roadrunners (9%), Indian Boundary YMCA (7%), School District #99 (7%), and School District #58 (7%).**



Organizations Used Most for Indoor and Outdoor Recreation Activities for Adults Ages 18+

From the list of 16 options, respondents were asked to select the two organizations that their household use the most for recreation activities for household members ages 18 or older. The following summarizes key findings:

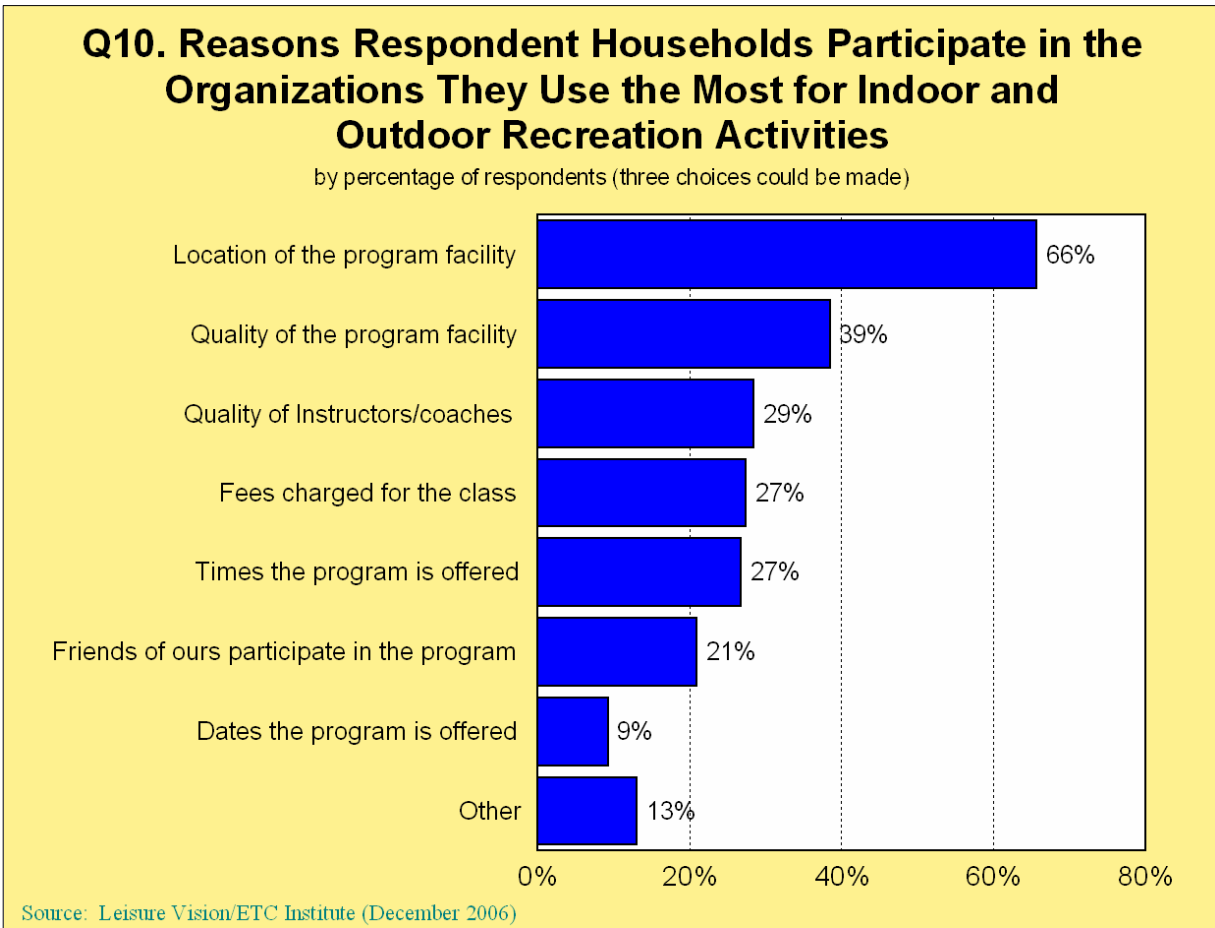
- **Based on the sum of their top 2 choices, the organizations that respondents use the most for household members ages 18 or older are: Downers Grove Park District (29%), Indian Boundary YMCA (14%) and private clubs (14%).**



Reasons for Participating in Organizations Used Most for Recreation Activities

From a list of seven options, respondents were asked to indicate the three primary reasons they participate in the organizations they use most for indoor and outdoor recreation activities. The following summarizes key findings:

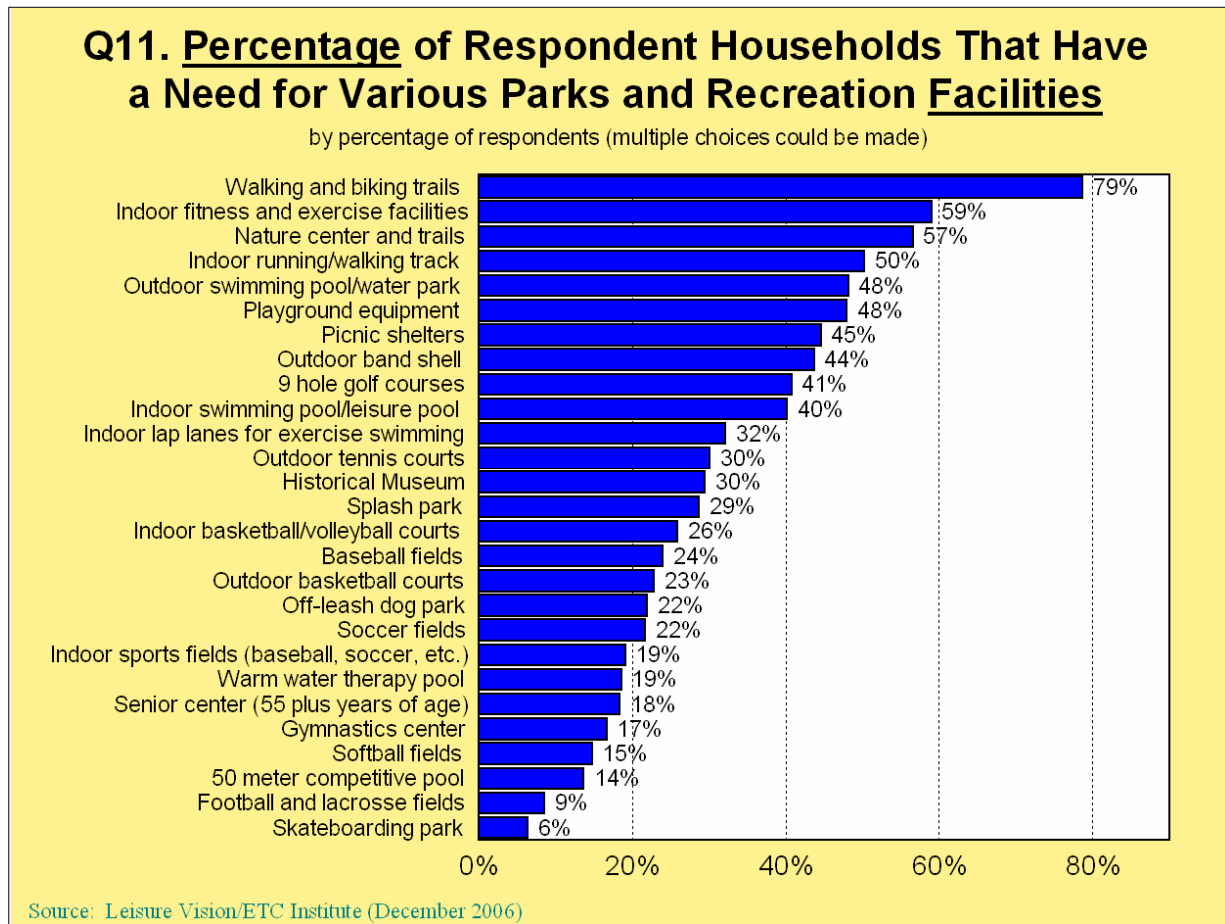
- **The most frequently mentioned reasons that respondents participate in the organizations they use most are: location of the program/facility (66%) and quality of the program/facility (39%).**



Need for Parks and Recreation Facilities

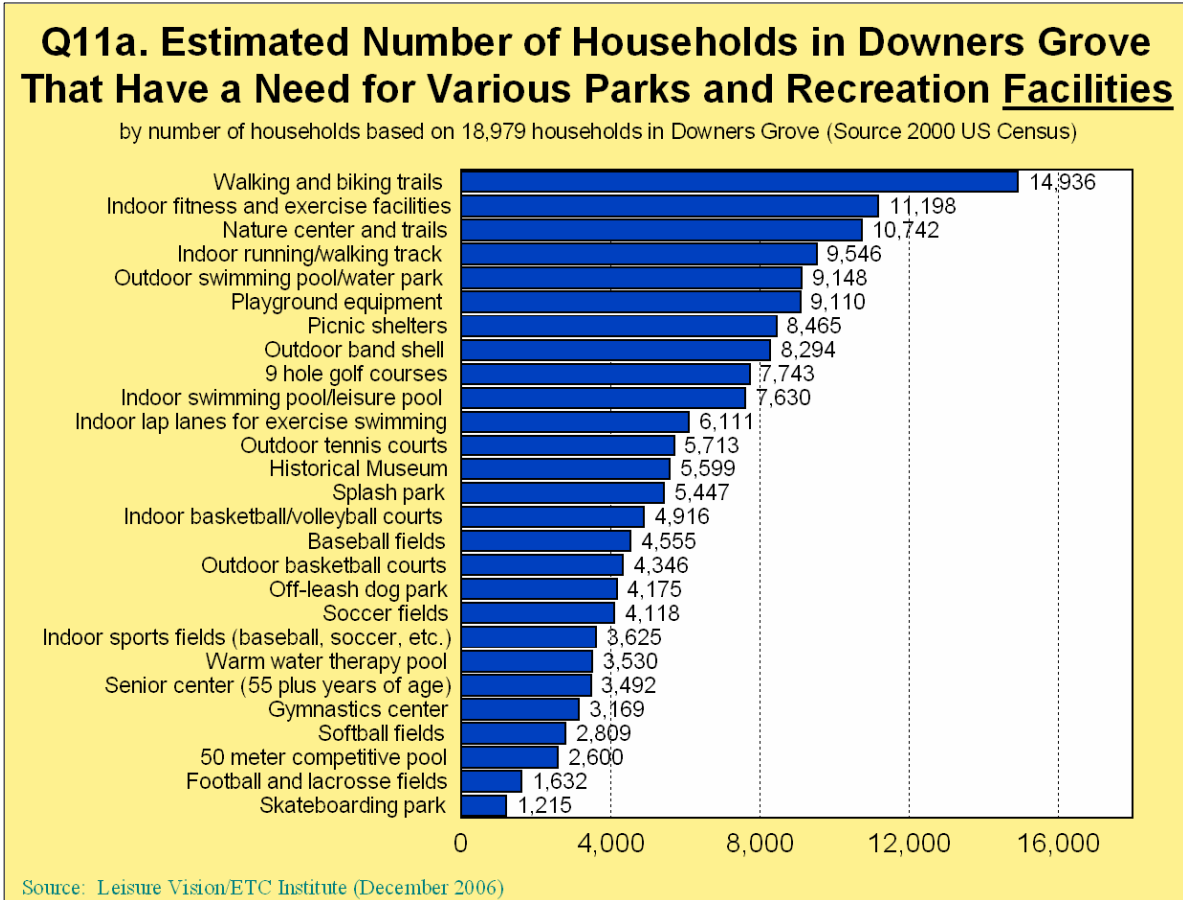
From a list of 27 various parks and recreation facilities, respondents were asked to indicate all of the ones that they and members of their household have a need for. The following summarizes key findings:

- **There are four parks and recreation facilities that at least 50% of respondent households have a need for: walking and biking trails (79%), indoor fitness and exercise facilities (59%), nature center and trails (57%) and indoor running/walking track (50%).**



Need For Parks and Recreation Facilities in Downers Grove

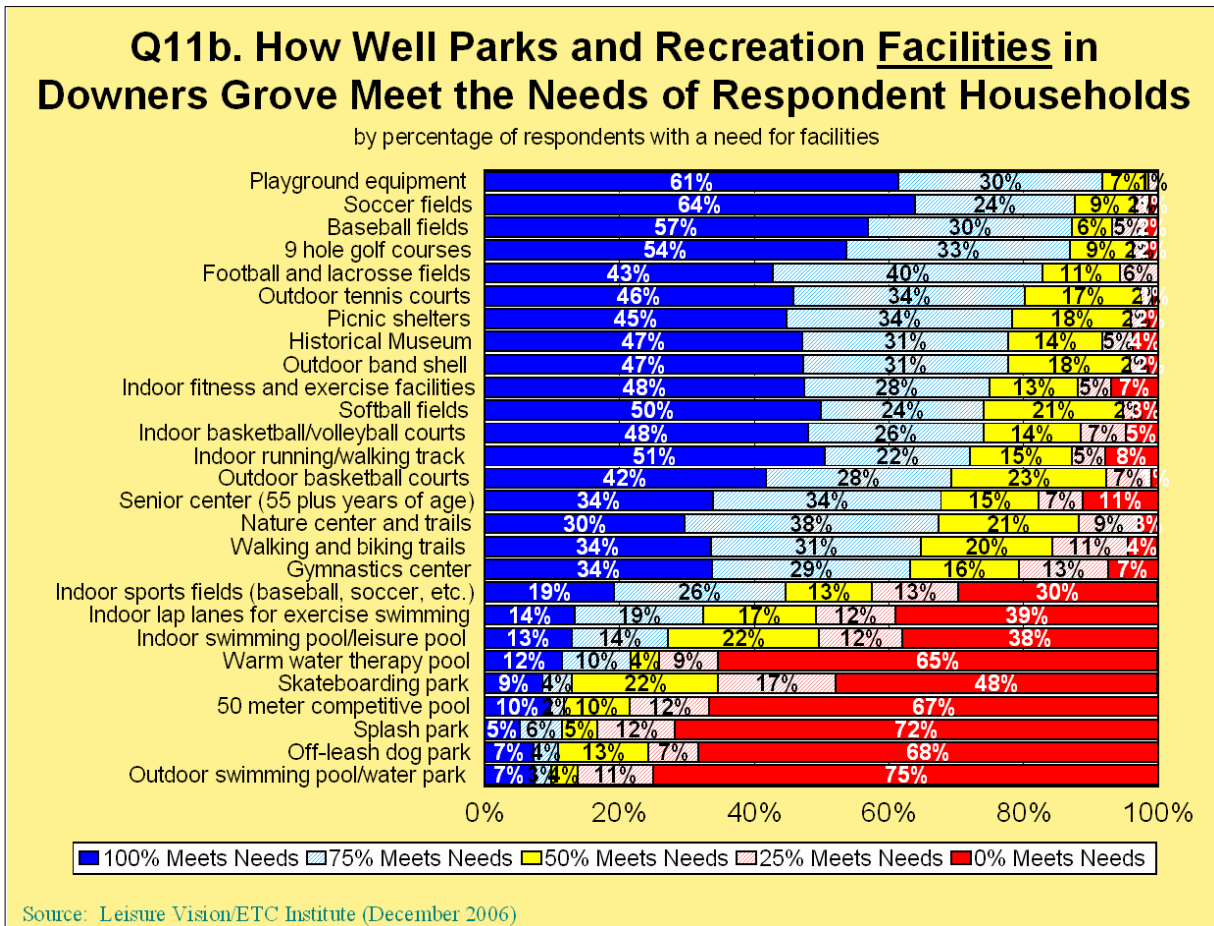
From the list of 27 parks and recreation facilities, respondents were asked to indicate which ones their household has a need for. The graph below shows the estimated number of households in Downers Grove that have a need for various parks and recreation facilities, based on 18,979 households in the Downers Grove.



How Well Parks and Recreation Facilities Meet Needs

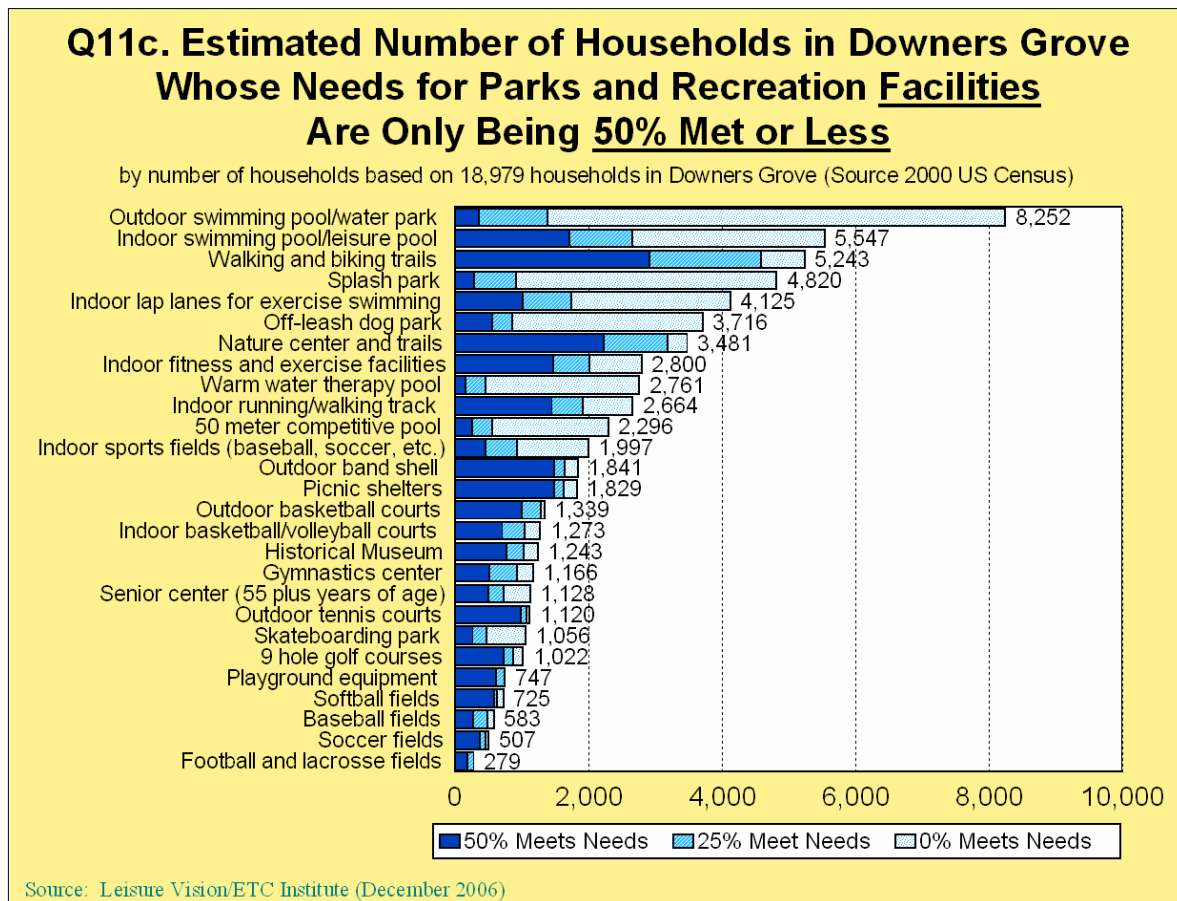
From the list of 27 parks and recreation facilities, respondent households that have a need for facilities were asked to indicate how well these types of facilities in Downers Grove meet their needs. The following summarizes key findings:

- Of the facilities that respondent households have a need for, there are five that completely meet the need of over 50% of respondent households: soccer fields (64%), playground equipment (61%), baseball fields (57%), 9 hole golf courses (54%) and indoor running/walking track (51%).



Downers Grove Households with Their Facility Needs Being 50% Met or Less

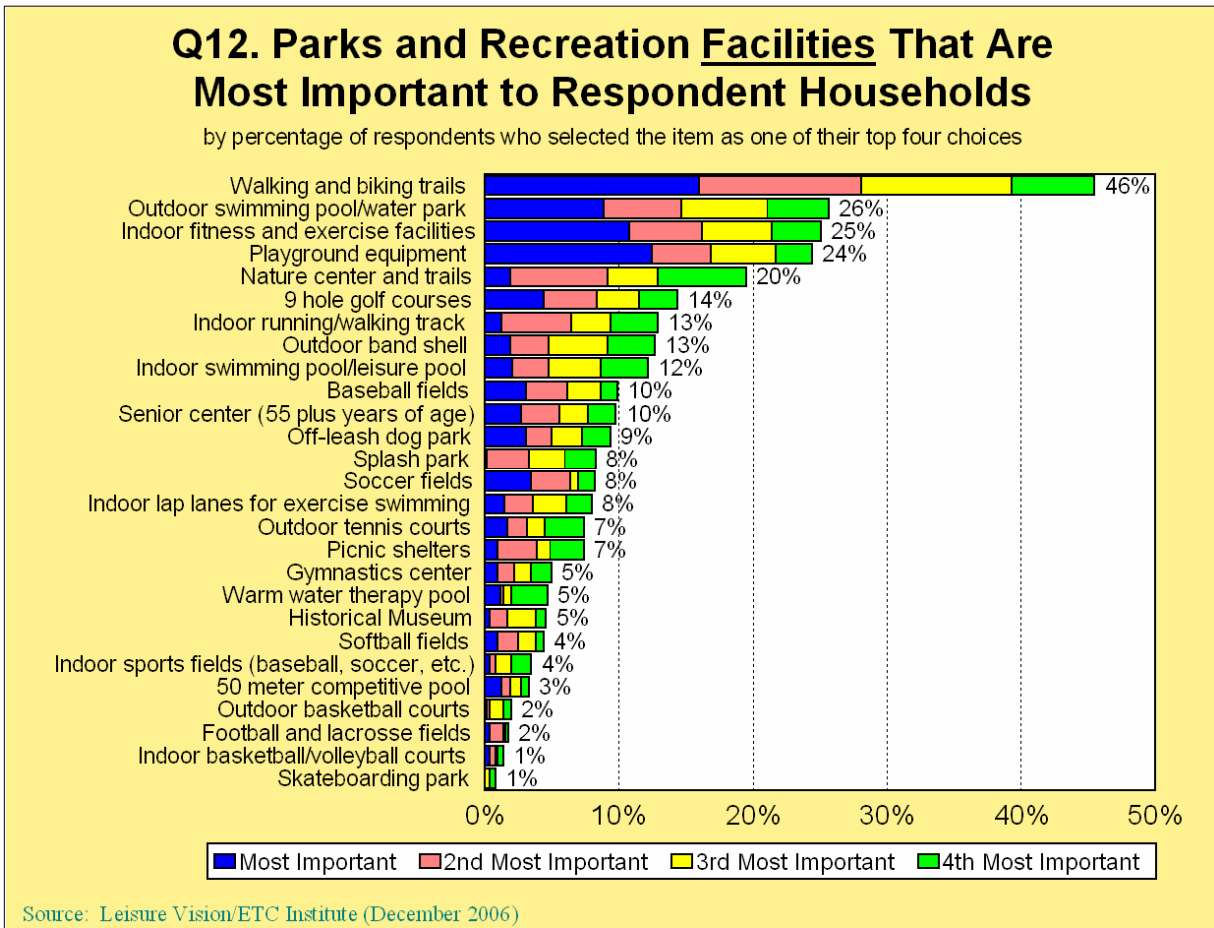
From the list of 27 parks and recreation facilities, respondent households that have a need for facilities were asked to indicate how well these types of facilities in Downers Grove meet their needs. The graph below shows the estimated number of households in Downers Grove whose needs for facilities are only being 50% met or less, based on 18,979 households in Downers Grove.



Most Important Parks and Recreation Facilities

From the list of 27 parks and recreation facilities, respondents were asked to select the four facilities that are most important to their household. The following summarizes key findings:

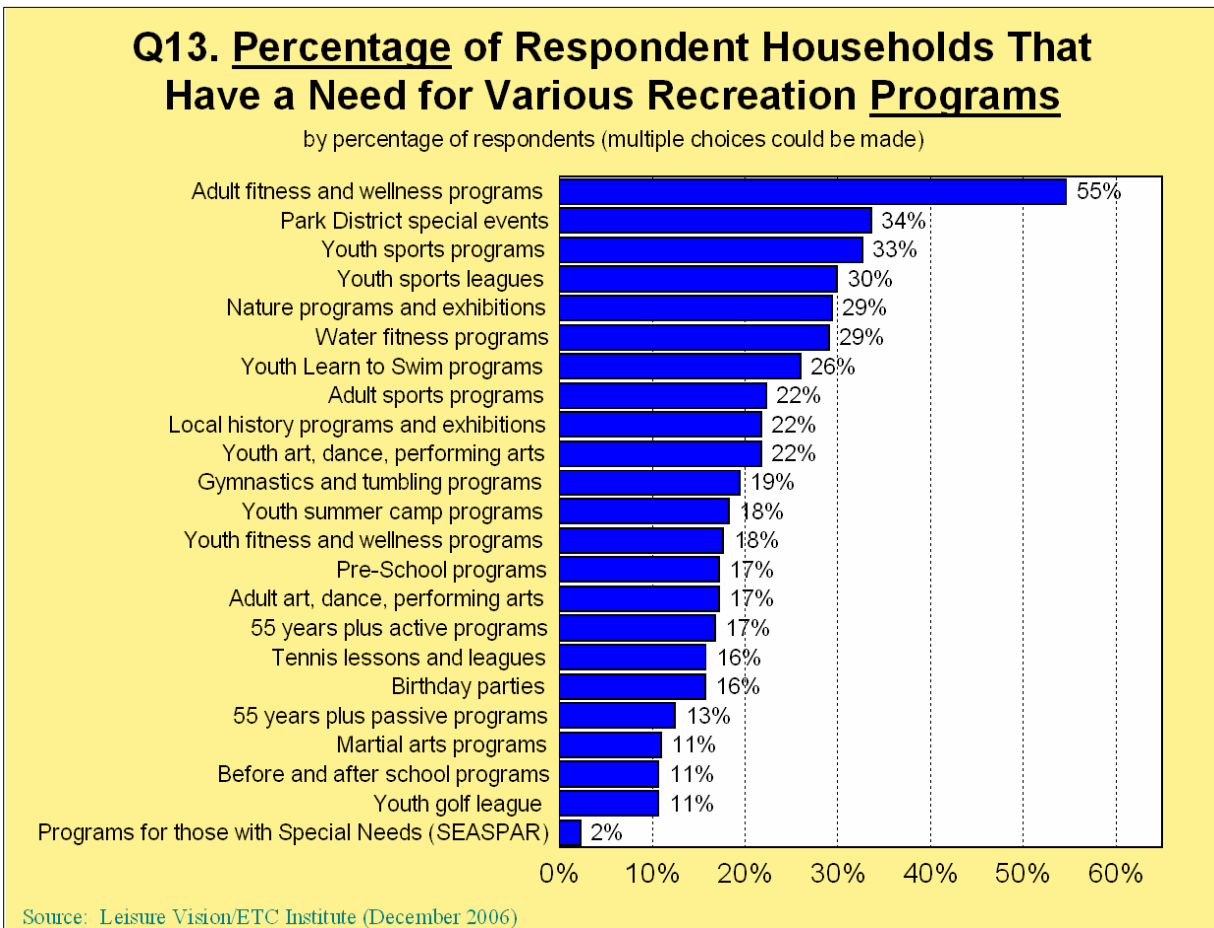
- **Based on the sum of their top 4 choices, the facilities that respondents rated as the most important are: walking and biking trails (46%), outdoor swimming pool/water park (26%), indoor fitness and exercise facilities (25%) and playground equipment (24%).** It should also be noted that walking and biking trails had the highest percentage of respondents select it as their first choice as the most important facility.



Need for Recreation Programs

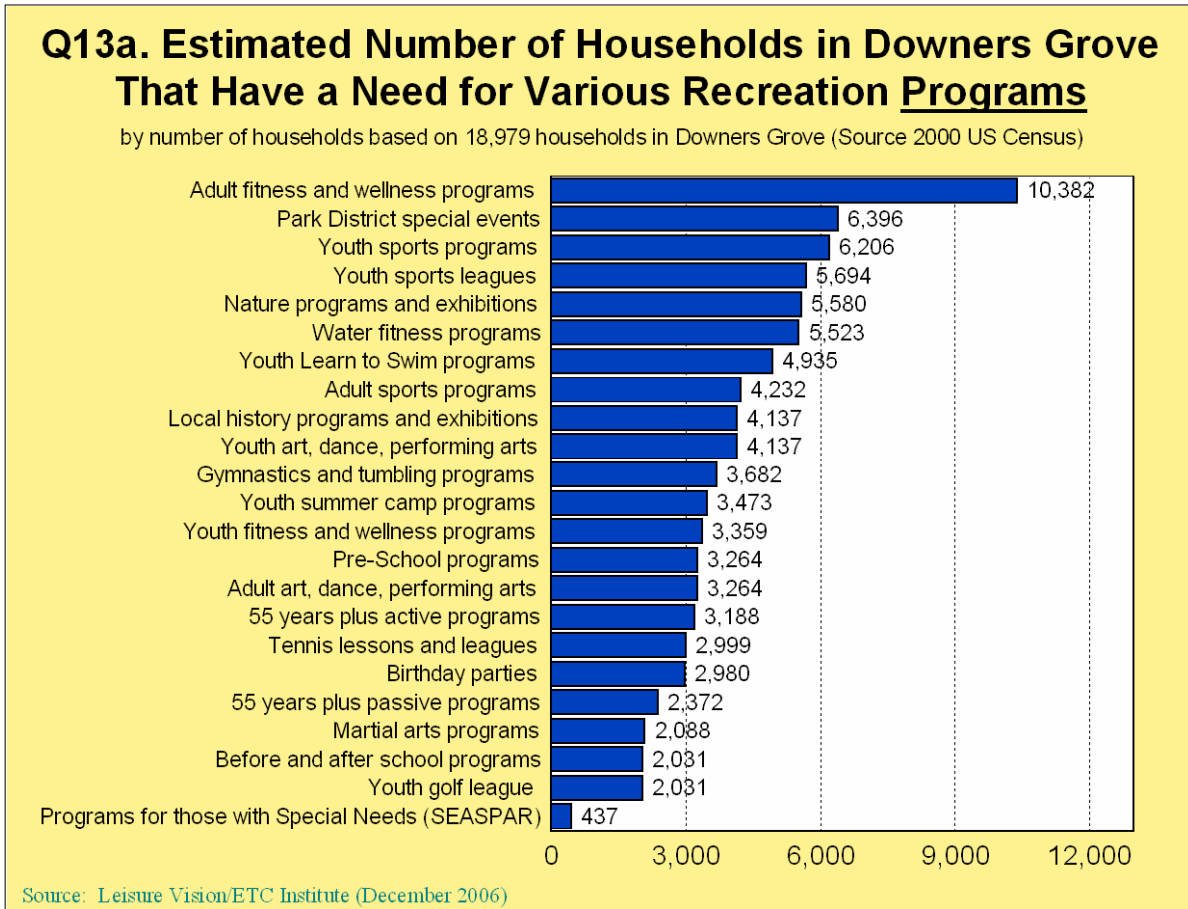
From a list of 23 recreation programs, respondents were asked to indicate all of the ones that they and members of their household have a need for. The following summarizes key findings:

- **There are three recreation programs that over 30% of respondent household have a need for: adult fitness and wellness programs (55%), Park District special events (34%) and youth sports programs (33%).**



Need For Recreation Programs in Downers Grove

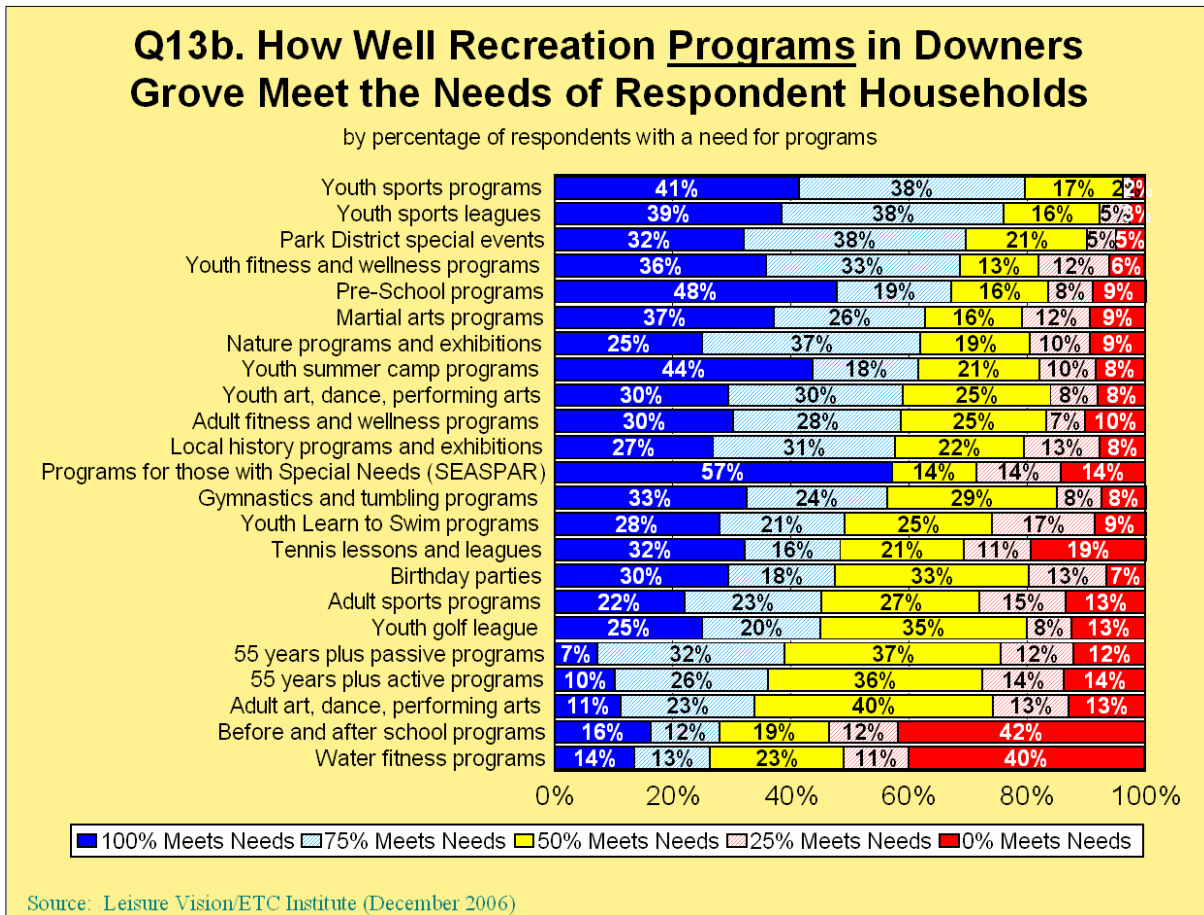
From the list of 23 recreation programs, respondents were asked to indicate which ones they and members of their household have a need for. The graph below shows the estimated number of households in Downers Grove that have a need for recreation programs, based on 18,979 households in Downers Grove.



How Well Recreation Programs Meet Needs

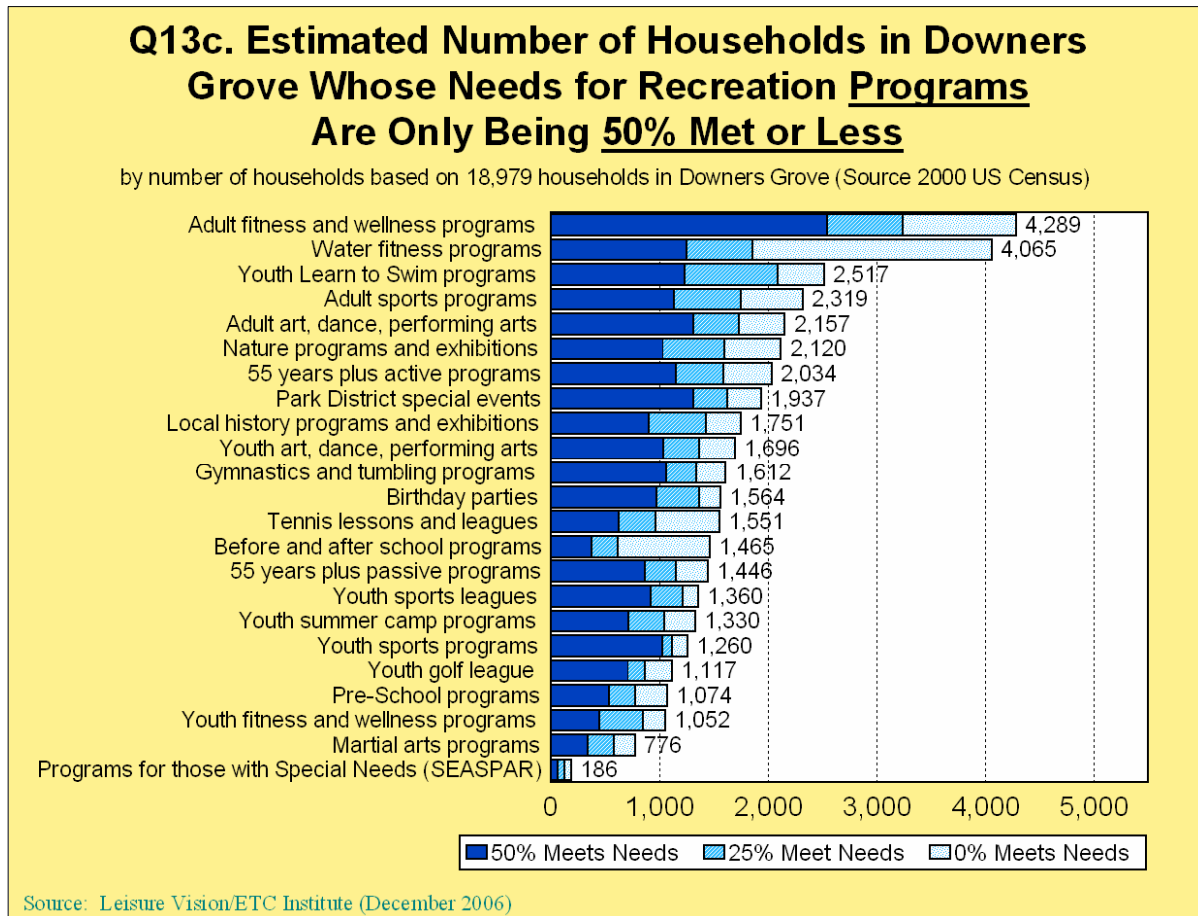
From the list of 23 recreation programs, respondent households that have a need for programs were asked to indicate how well those programs meet their needs. The following summarizes key findings:

- Of the programs that respondent households have a need for, there are four that completely meet the need of over 40% of respondent households: programs for those with special needs (57%), pre-school programs (48%), youth summer camp programs (44%) and youth sports programs (41%).



Downers Grove Households with Their Program Needs Being 50% Met or Less

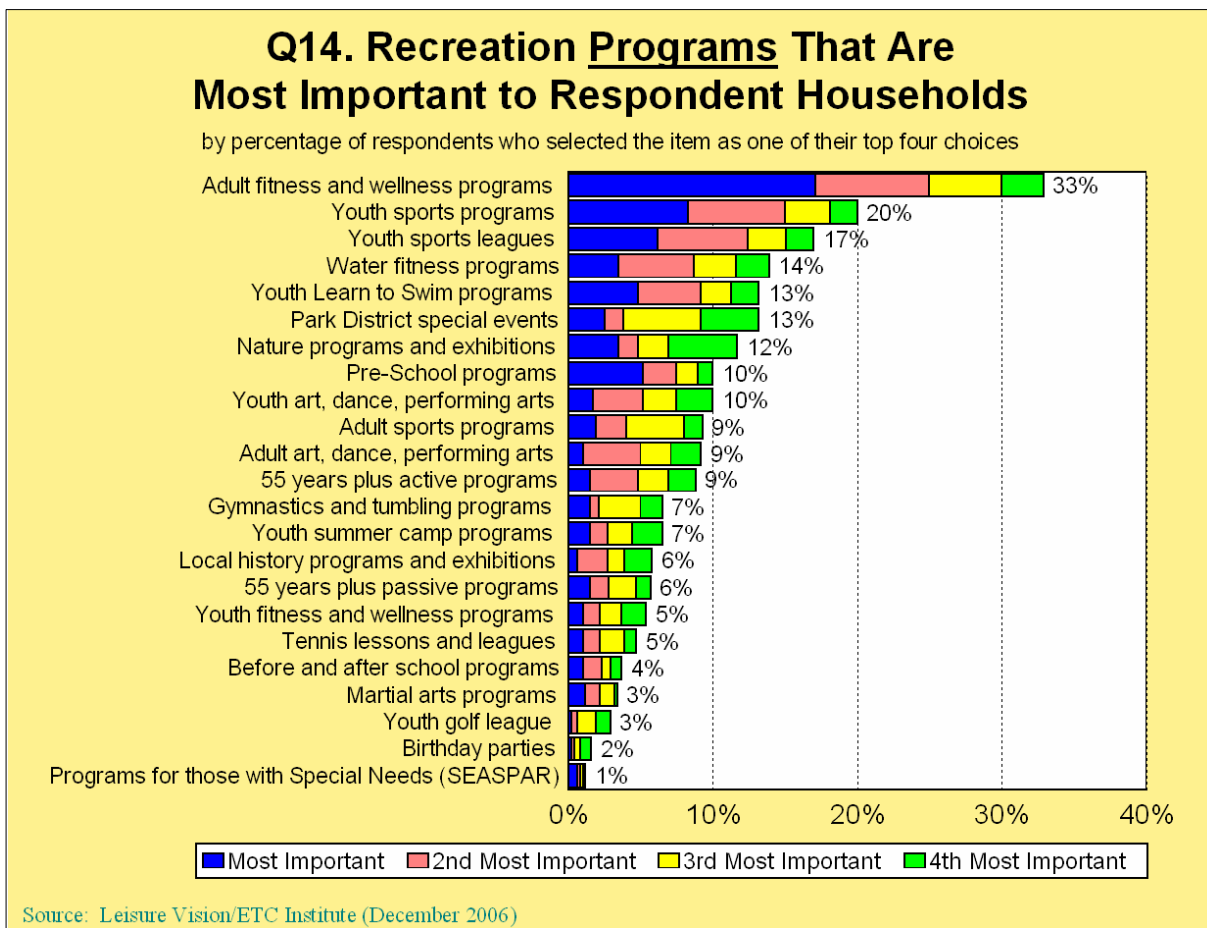
From the list of 23 recreation programs, respondent households that have a need for programs were asked to indicate how well those programs meet their needs. The graph below shows the estimated number of households in Downers Grove whose needs for programs are only being 50% met or less, based on 18,979 households in Downers Grove.



Most Important Recreation Programs

From the list of 23 recreation programs, respondents were asked to select the four that are most important to their household. The following summarizes key findings:

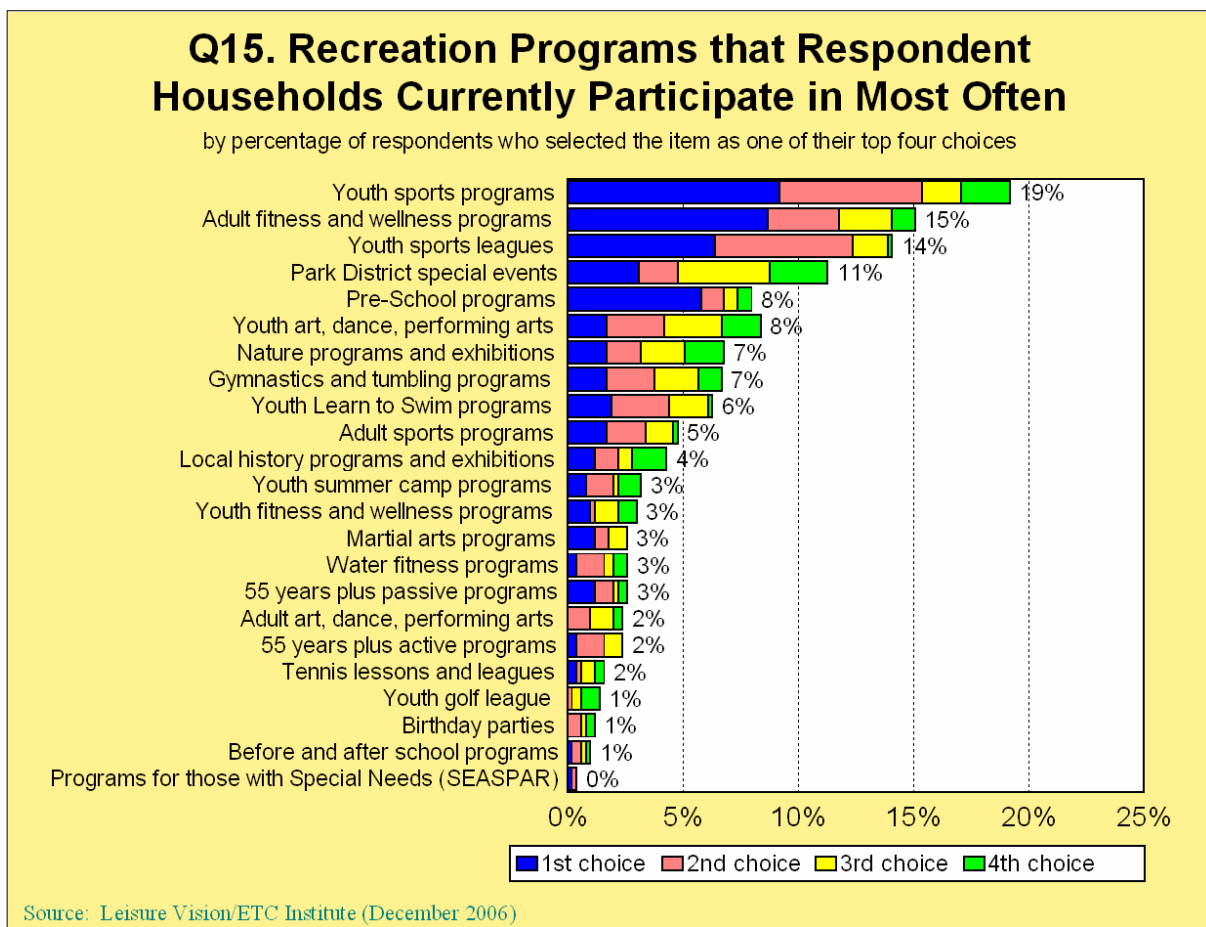
- **Based on the sum of their top 4 choices, the programs that respondents rated as the most important are: adult fitness and wellness programs (33%), youth sports programs (20%) and youth sports leagues (17%).** It should also be noted that adult fitness and wellness programs had the highest percentage of respondents select it as their first choice as the most important program.



Programs Respondents Currently Participate in Most Often

From the list of 23 recreation programs, respondents were asked to select the four that their household currently participates in most often at Downers Grove Park District facilities. The following summarizes key findings:

- **Based on the sum of their top 4 choices, the programs that respondent households currently participate in most often are: youth sports programs (19%), adult fitness and wellness programs (15%) and youth sports leagues (14%).** It should also be noted that youth sports programs had the highest percentage of respondents select it as their first choice as the program they currently participate in most often.

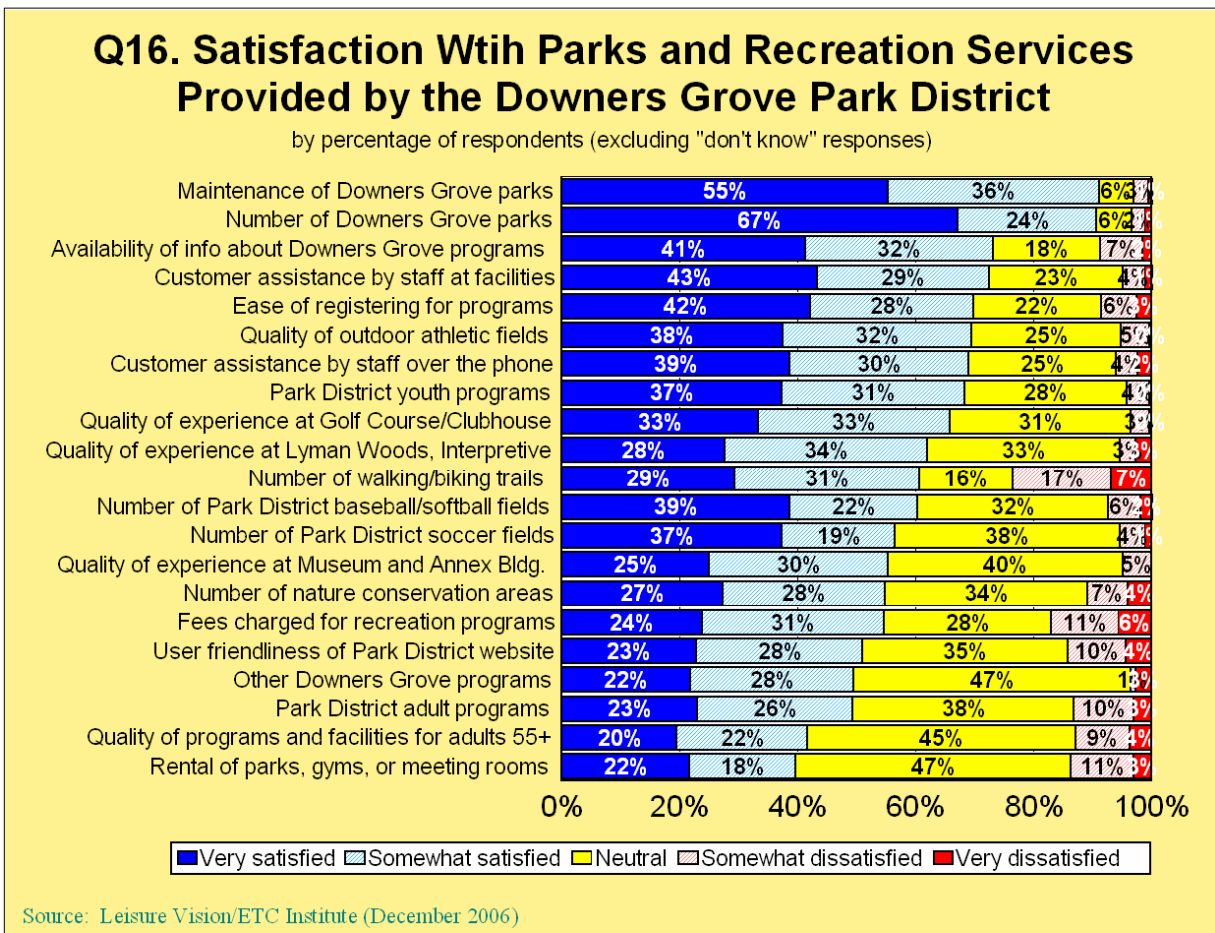


Level of Satisfaction with Various Parks and Recreation Services

From a list of 21 various parks and recreation services provided by the Downers Grove Park District, respondents were asked to indicate their level of satisfaction with each one. The following summarizes key findings:

(Note: graph below excludes “don’t know” responses.)

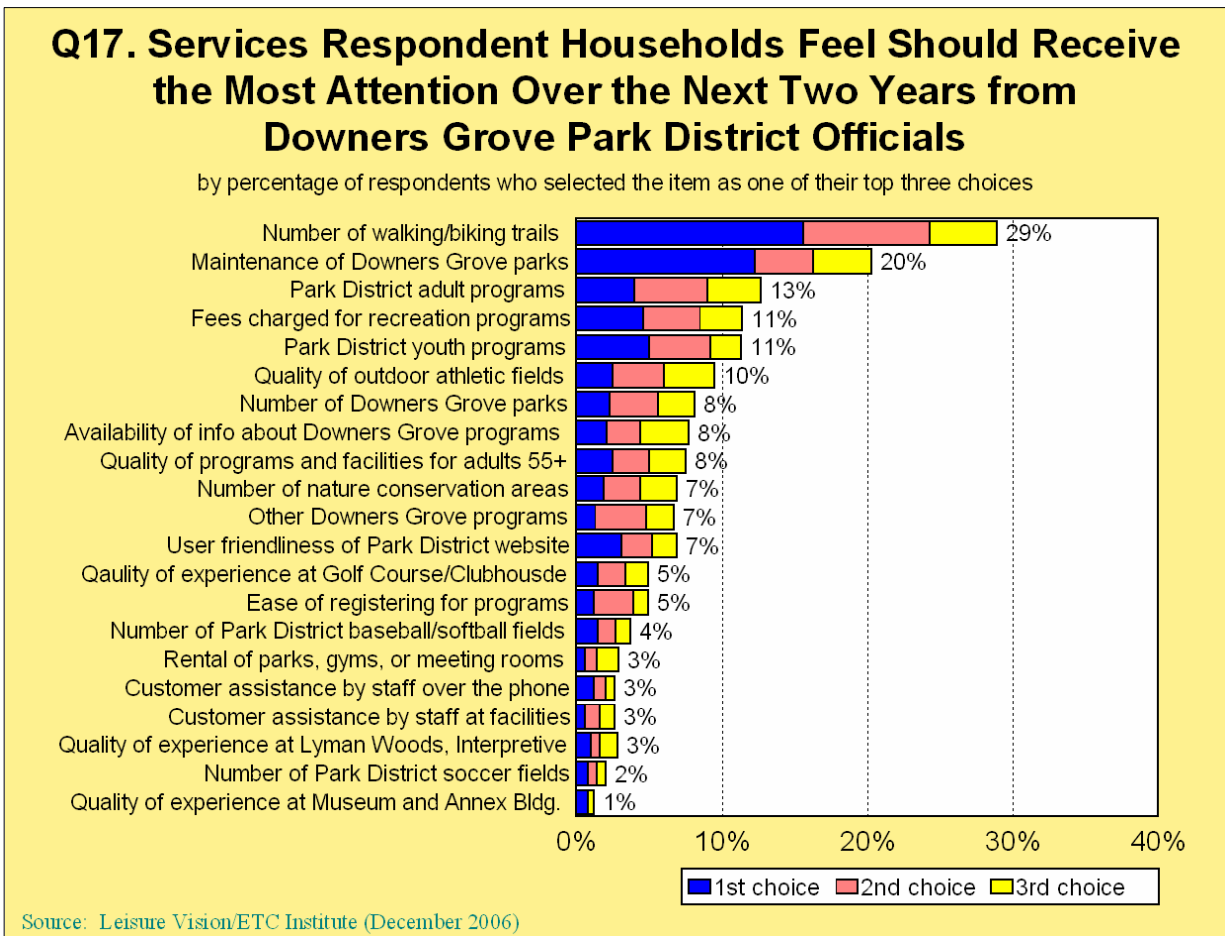
- The parks and recreation services that the highest percentage of respondents are very satisfied with are: number of Downers Grove parks (67%), maintenance of Downers Grove parks (55%), customer assistance by staff at facilities (43%), ease of registering for programs (42%) and availability of info about Downers Grove programs (41%).**



Parks and Recreation Services that Should Receive the Most Attention

From the list of 21 various parks and recreation services provided by the Downers Grove Park District, respondents were asked to select the three they feel should receive the most attention from Downers Grove Park District officials over the next two years. The following summarizes key findings:

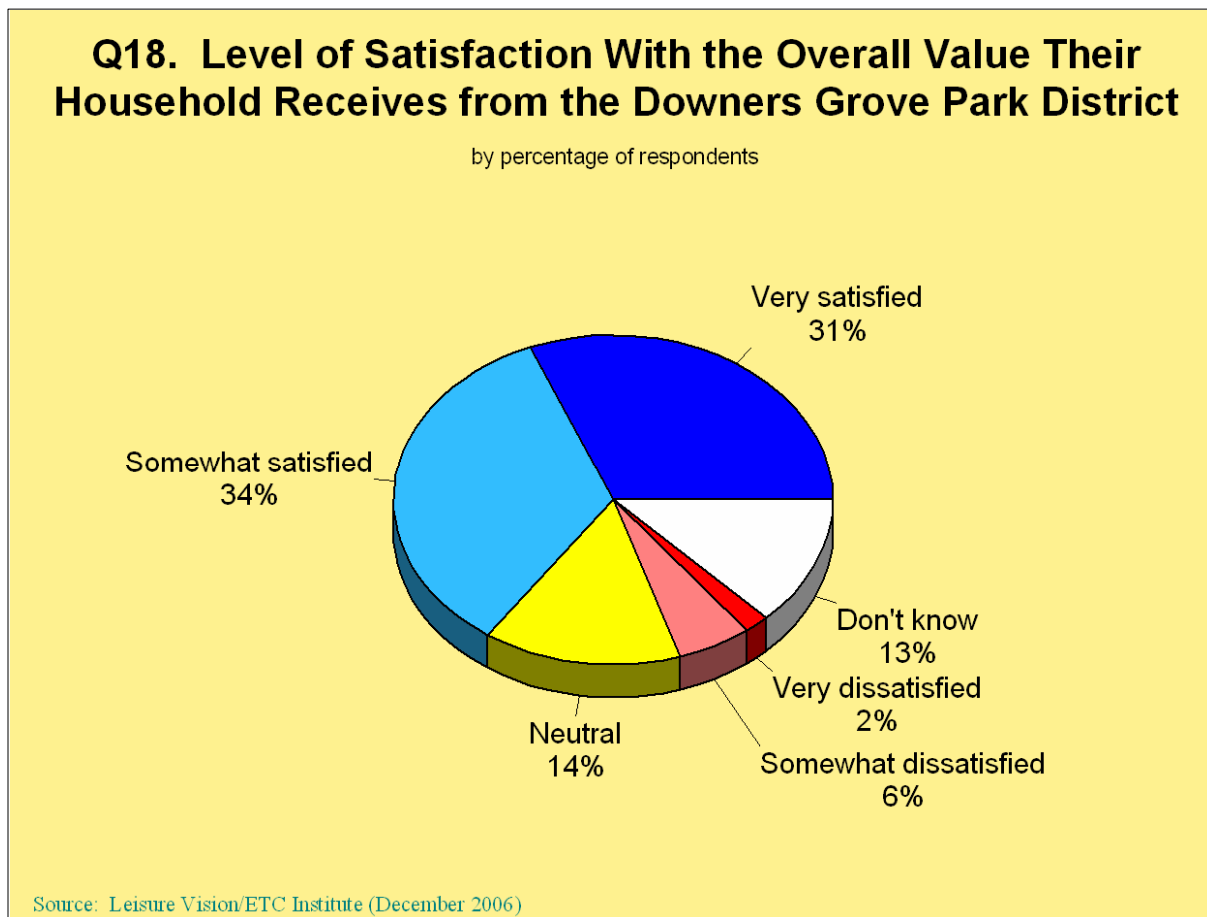
- Based on the sum of their top 3 choices, the parks and recreation services that respondents feel should receive the most attention over the next two years are: number of walking/biking trails (29%), maintenance of Downers Grove parks (20%), and Park District adult programs (13%).** It should also be noted that number of walking/biking trails had highest percentage of respondents select it as their first choice as the parks and recreation service that should receive the most attention over the next two years.



Level of Satisfaction with Value Received from the Park District

Respondents were asked to indicate their level of satisfaction with the overall value their household receives from the Downers Grove Park District. The following summarizes key findings:

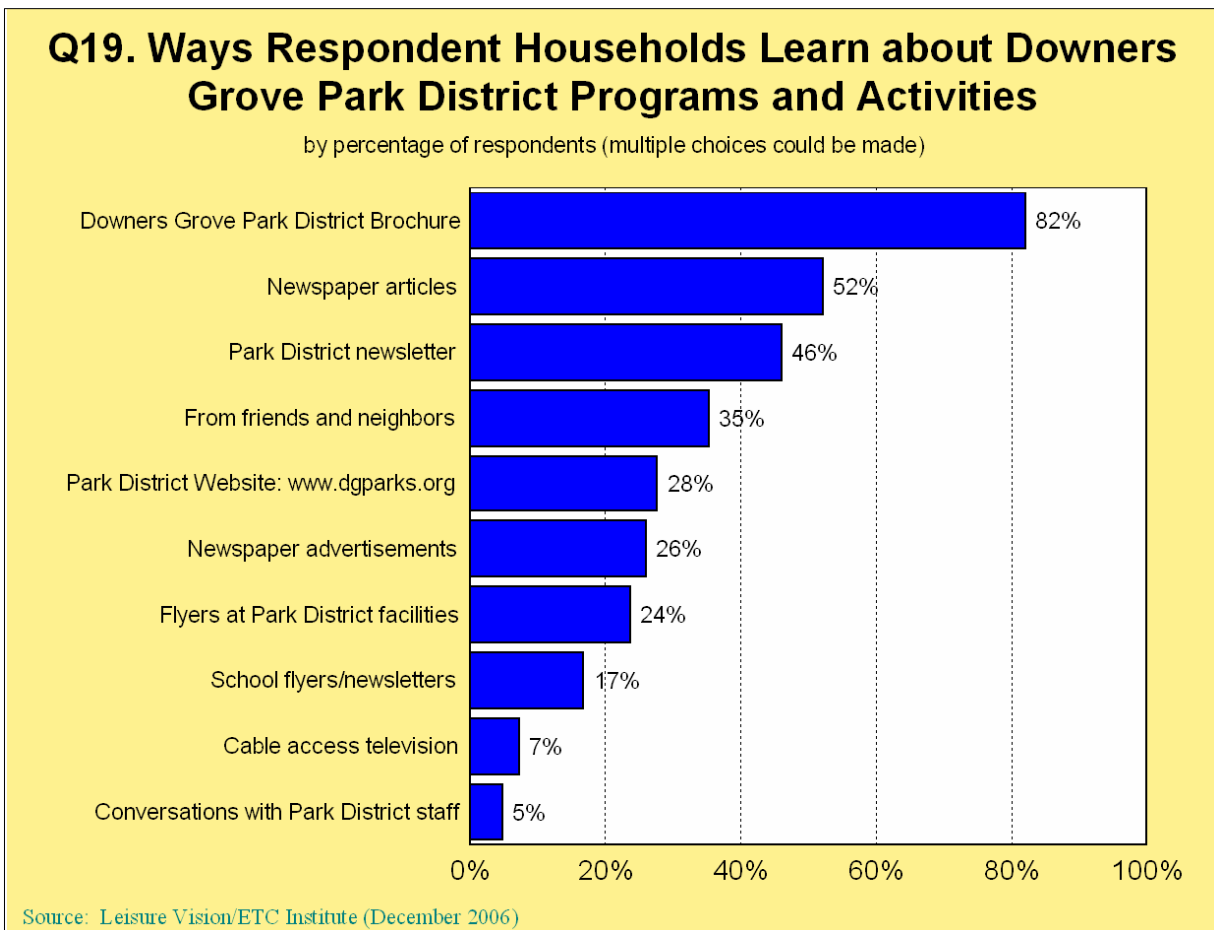
- **Sixty-five percent (65%) of respondents indicated being either very satisfied (31%) or somewhat satisfied (34%) with the overall value their household receives from the Downers Grove Park District.** In addition, only 8% of respondents indicated being either very dissatisfied (2%) or somewhat dissatisfied (6%) with the overall value received from the Park District. An additional 14% of respondents indicated “neutral” and 13% indicated “don’t know”.



Ways Respondents Learn About Programs and Activities

From a list of 10 options, respondents were asked to indicate all of the ways they learn about Downers Grove Park District programs and activities. The following summarizes key findings:

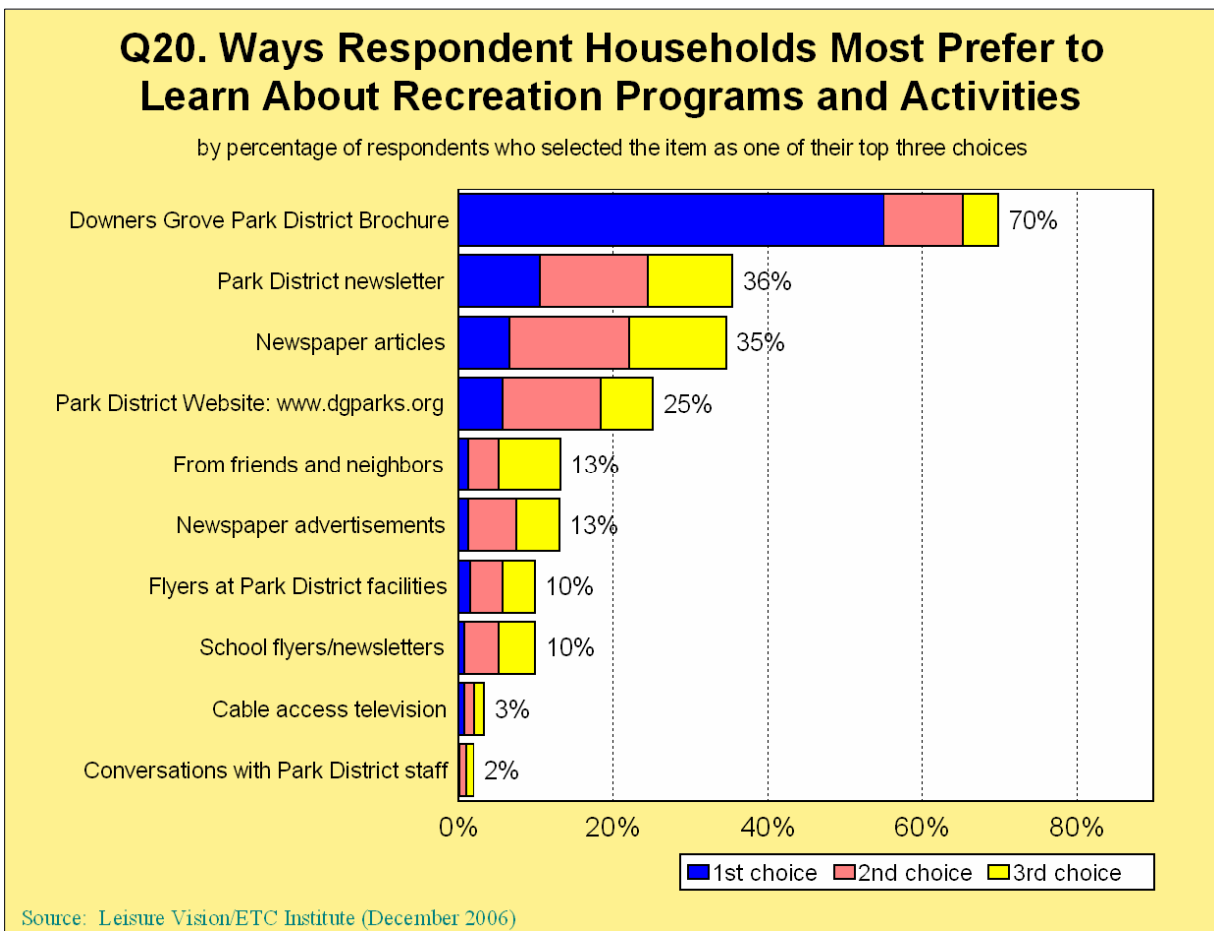
- **The Downers Grove Park District Brochure (82%) is the most frequently mentioned way that respondents learn about Downers Grove Park District programs and activities.** The other most frequently mentioned ways that respondents learn about Park District programs and activities include: newspaper articles (52%) and Park District newsletter (46%).



Most Preferred Ways to Learn About Recreation Programs and Activities

From the list of 10 options, respondents were asked to select the three ways they most prefer to learn about Downers Grove Park District programs and activities. The following summarizes key findings:

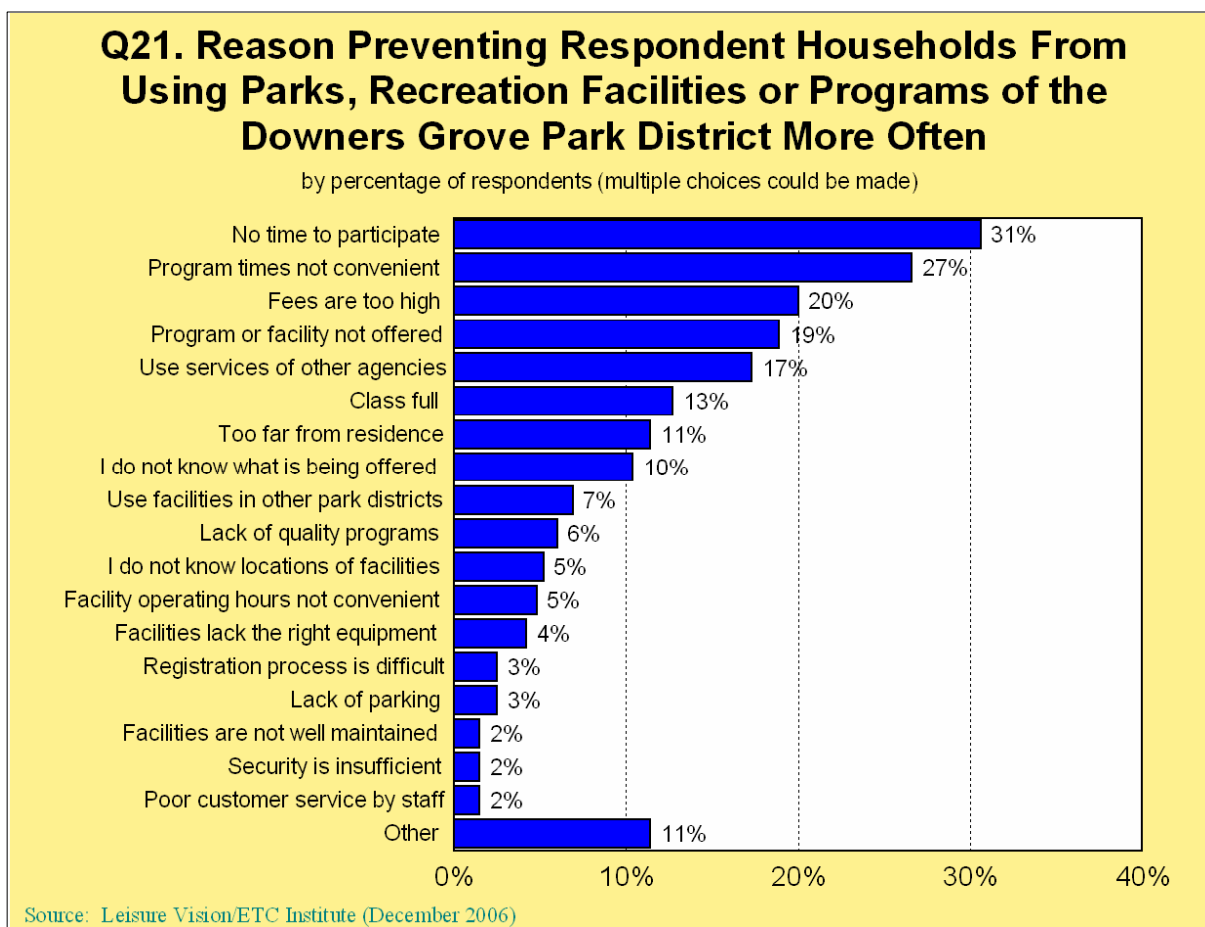
- Based on the sum of their top 3 choices, the ways that respondent household most prefer to learn about Downers Grove Park District programs and activities are: Downers Grove Park District Brochure (70%), Park District newsletter (36%) and newspaper articles (35%).** It should also be noted that the Downers Grove Park District Brochure had by a wide margin the highest percentage of respondents select it as their first choice as the way they most prefer to learn about Park District programs and activities.



Reasons Preventing the Use of Parks, Facilities and Programs More Often

From a list of 18 reasons, respondents were asked to select all of the ones that prevent them and members of their household from using parks, recreation facilities or programs of the Downers Grove Park District more often. The following summarizes key findings:

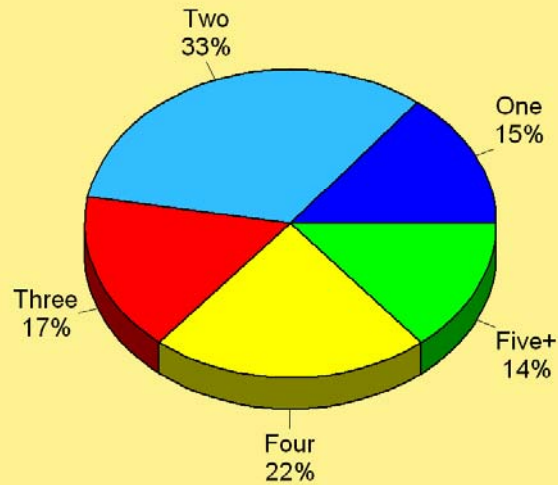
- **“No time to participate” (31%) is the reason preventing the highest percentage of respondent households from using Park District parks, facilities, and programs more often.** The other most frequently mentioned reasons preventing respondents from using parks, facilities, and programs more often include: “program times not convenient” (27%), “fees are too high” (20%) and “program or facility not offered” (19%).



Demographics

Q1. Demographics: Number of People in Household

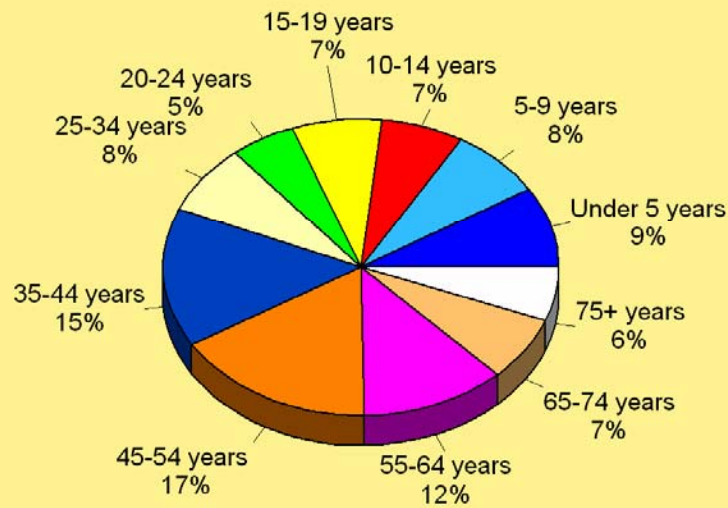
by percentage of respondents



Source: Leisure Vision/ETC Institute (December 2006)

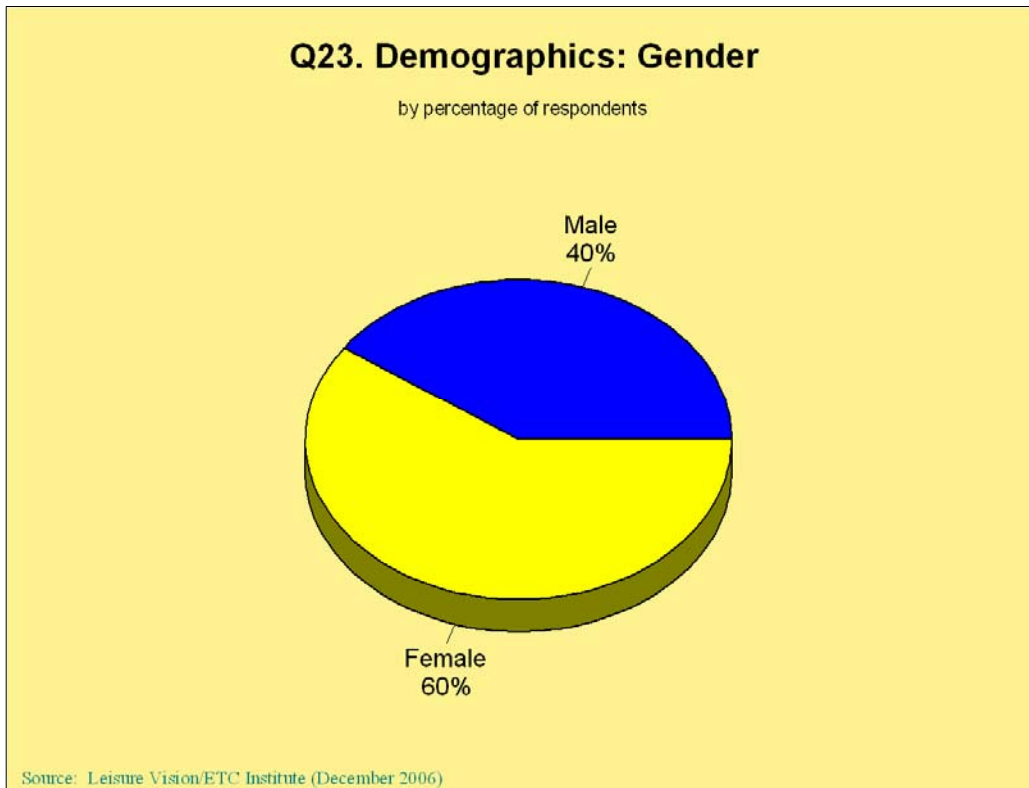
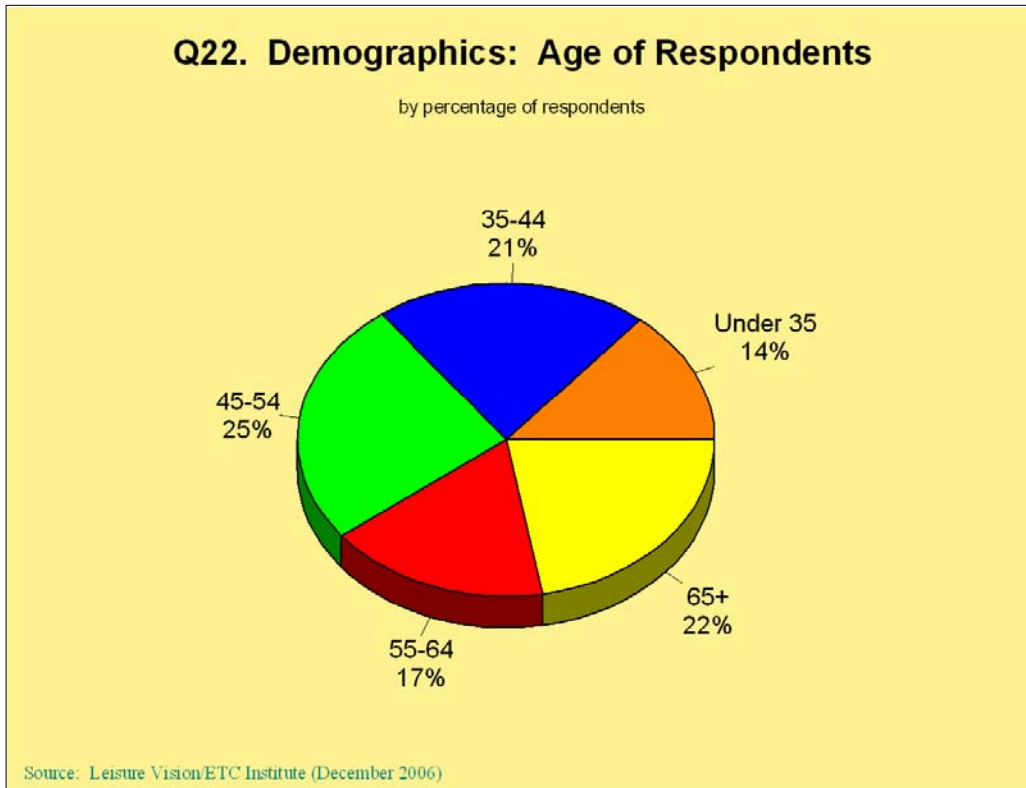
Q2. Demographics: Ages of People in Household

by percentage of respondents



Source: Leisure Vision/ETC Institute (December 2006)

Demographics (Continued)



Demographics (Continued)

