Why Conduct a Survey?

The Northbrook Park District commissioned a survey to identify residents’ needs, in order to help determine park and recreation priorities for the community. The survey was conducted during July and August of 2009 by Leisure Vision, a market research firm specializing in government agencies. In addition to measuring customer satisfaction, the survey provides direction to Park District leaders as they embark upon long-range planning to guide the District.

Behind the Numbers

Surveys were mailed to a random sample of 3,000 Northbrook households and followed up a few weeks later with phone calls. A total of 652 residents completed the survey, exceeding the goal of 600. The results have a 95% level of confidence with a margin of error of +/- 3.8%.

The following pages summarize the survey results.
Major Survey Findings

Visitation of Northbrook Park District Parks
Eighty-six percent (86%) of households have visited Northbrook Park District parks during the past 12 months. This is significantly higher than the national benchmarking average of 72%.

Of the 86% of households that have visited Northbrook Park District parks during the past 12 months, 96% rated the overall condition of the parks as either excellent or good, and less than 1% rated the parks as poor.

Participation in Northbrook Park District Recreation Programs
Fifty-four percent (54%) of households have participated in Northbrook Park District recreation programs during the past 12 months. This is significantly higher than the national benchmarking average of 30%.

Of the 54% of households that have participated in Northbrook Park District recreation programs during the past 12 months, 96% rated the overall quality of the programs as either excellent or good, and less than 1% rated the programs as poor. The most frequently mentioned reasons that households have participated in Park District programs are: location of the program facility, fees charged for the class, and quality of the program/facility.

Use of Northbrook Park District Facilities and Major Parks
Fifty-eight percent (58%) of households have used Village Green Park during the past year. The other Park District facilities and major parks visited most often include: Sportsman’s Golf Courses (37%), Meadowhill Aquatic Center (36%), and Techny Prairie Park and Fields (36%).

Organizations Used for Indoor and Outdoor Recreation Activities
The organizations used by the highest percentage of households for indoor and outdoor recreation activities during the past 12 months are: the Northbrook Park District (53%), public schools (28%), fitness centers (25%), school sponsored activities (25%), and north suburban YMCA (24%).

Need for Parks and Recreation Facilities
There are seven parks and recreation facilities that over 45% of households have a need for: walking and biking trails (66%), indoor fitness and exercise facilities (55%), outdoor swimming pools/water parks (51%), indoor running/walking track (49%), indoor swimming pools/leisure pools (48%), golf courses (47%), and golf driving range (46%).

Most Important Parks and Recreation Facilities
Based on the sum of their top four choices, the parks and recreation facilities that households rated as the most important are: walking and biking trails (33%), golf courses (25%), indoor fitness and exercise facilities (25%), and outdoor swimming pools/water parks (25%).

Need for Recreation Programs
The recreation programs that the highest percentage of households have a need for include: adult fitness and wellness programs (39%), community special events (37%), and youth sports programs (31%).

Most Important Recreation Programs
Based on the sum of their top four choices, the recreation programs that households rated as the most important include: adult fitness and wellness programs (28%), community special events (21%), and youth sports programs (20%).
Recreation Programs Used Most Often at Northbrook Park District Facilities

Based on the sum of their top four choices, the recreation programs that households participate in most often at Northbrook Park District facilities include: community special events (18%), youth sports programs (16%), and golf lessons/clinics (12%).

Potential Indoor Programming Spaces

The potential indoor programming spaces that the highest percentage of households would use include: walking and running track (61%), weight room/cardiovascular equipment area (48%), aerobics/fitness/dance class space (41%), and exercise facility for adults 50 years or older (40%).

Paying Additional Taxes to Develop/Operate Indoor Programming Spaces

Fifty-nine percent (59%) of respondents would pay an additional $5 per month or more in taxes to develop and operate the types of indoor programming spaces that are most important to their household. It should also be noted that 77% of respondents would pay some amount of additional taxes per month to develop and operate the types of indoor programming spaces that are most important to their household.

Reasons Preventing the Use of Parks, Recreation Facilities or Programs More Often

The most frequently mentioned reasons preventing households from using Park District parks, recreation facilities or programs more often include: too busy (33%), program or facility not offered (25%), and program times are not convenient (16%).

Actions Most Willing to Fund with Tax Dollars

Based on the sum of their top four choices, the Park District actions that respondents are most willing to fund with their tax dollars include: develop new walking/biking trails and connect existing trails (43%), develop the indoor programming spaces that are most important to their household (38%), and upgrade existing neighborhood and community parks (27%).

Ways Households Learn About Northbrook Park District Programs and Activities

The Park District Newsletter: Your Neighbor (74%) is by a wide margin the most frequently mentioned way respondents have learned about Northbrook Park District programs and facilities during the past 12 months. The other most frequently mentioned ways respondents learn about Park District programs/activities include: newspaper (33%), from friends and neighbors (28%), and direct mail (26%).

Level of Satisfaction with the Overall Value Received from the Northbrook Park District

Seventy-one percent (71%) of respondents are either very satisfied (37%) or somewhat satisfied (34%) with the overall value their household receives from the Northbrook Park District, compared to only 6% of respondents who are either very dissatisfied or somewhat dissatisfied with the overall value received from the Park District.
Q1. Demographics: Number of People in Household
by percentage of respondents

- Two: 30%
- Three: 16%
- Four: 29%
- Five or more: 17%
- One: 8%

Q22. Demographics: Ages of People in Household
by percentage of household occupants

- Under 5 years: 5%
- 5-9 years: 8%
- 10-14 years: 9%
- 15-19 years: 9%
- 20-24 years: 7%
- 25-34 years: 5%
- 35-44 years: 12%
- 45-54 years: 19%
- 55-64 years: 16%
- 65+ years: 10%
Q23. Demographics: Age of Respondents

by percentage of respondents

- Under 35 years: 10%
- 35 - 44 years: 19%
- 45 - 54 years: 29%
- 55 - 64 years: 25%
- 65+ years: 17%

Q24. Demographics: Gender

by percentage of respondents

- Male: 44%
- Female: 56%
Q2. Have You or Members of Your Household Visited Any Northbrook Park District Parks During the Past 12 Months?

by percentage of respondents

Yes 86%

No 14%

Q2a. How Would You Rate the Overall Condition of All the Northbrook Park District Parks You Have Visited?

Excellent 55%

Good 41%

Fair 4%
Q3. Have You or Members of Your Households Participated in Any Recreation Programs or Utilized Any Recreation Facilities Offered by the Northbrook Park District During the Past 12 Months?

by percentage of respondents

Yes 54%
No 46%

Q3a. Number of Different Northbrook Park District Recreation Programs/Activities That Households Have Participated in During the Past 12 Months

No 46%
Yes 54%
2 to 3 programs 43%
4 to 6 programs 15%
7 to 10 programs 8%
11 or more programs 4%
1 program 30%
Q3. Have You or Members of Your Households Participated in Any Recreation Programs or Utilized Any Recreation Facilities Offered by the Northbrook Park District During the Past 12 Months?

by percentage of respondents

Q3b. Primary Reasons Households Have Participated in Northbrook Park District Recreation Programs or Activities

- Location of the program facility: 68%
- Fees charged for the class: 38%
- Quality of the program/facility: 37%
- Friends participate in the program: 33%
- Times the program is offered: 26%
- Quality of instructors/coaches: 24%
- Dates the program is offered: 15%
- Other: 8%

Q3c. How Would You Rate the Overall Quality of the Recreation Programs or Recreation Activities Your Household Has Participated in?

- Excellent: 41%
- Good: 55%
- Fair: 4%
- Excellent: 8%

by percentage of respondents
Q4. Northbrook Park District Facilities and Major Parks That Respondent Households Have Used During the Past Year

by percentage of respondents (multiple choices could be made)

- Village Green Park: 58%
- Sportsman's Golf Courses: 37%
- Meadowhill Aquatic Center: 36%
- Techny Prairie Park & Fields: 36%
- Sportsman's Practice Range/Mini-Golf: 33%
- Leisure Center: 33%
- Wood Oaks Green: 30%
- Meadowhill Park: 27%
- Sports Center Pool: 26%
- Anetsberger Golf Course: 24%
- Sports Center Ice Rinks: 21%
- Trail Through Time: 16%
- Westcott Park: 16%
- Northbrook Theater: 13%
- Ed Rudolph Velodrome: 11%
- Stonegate Park: 10%
- West Park: 10%
- Crestwood Park: 10%
- Greenview Park: 10%
- Indian Ridge Park: 8%
- Senior Center at Leisure Center: 8%
- Williamsburg Square Park: 3%
- Teams Challenge Course: 2%
- Outdoor Education Center: 1%
- Oaklane Park: 1%
- None: 10%
Q5. Park District Facilities and Major Parks That Respondent Households Have Used the Most During the Past Year

by percentage of respondents who selected the items as one of their top three choices
Q6. How Would You Rate the Overall Quality of the Recreation, Parks, and Sports Facilities Listed in Question #4 That Your Household Has Used During the Past 12 Months?

by percentage of respondents

Excellent 51%
Good 44%
Fair 4%
Poor 1%

Q7. Organizations That Households Have Used for Indoor and Outdoor Recreation Activities During the Past 12 Months

by percentage of respondents (multiple choices could be made)

Northbrook Park District 53%
Public Schools 28%
Fitness Centers (i.e. Bally's, Five Seasons, etc.) 25%
School sponsored activities 25%
North Suburban YMCA 24%
Neighboring Park Districts 22%
Churches 19%
Private clubs (tennis, golf, dance) 19%
Youth sports associations 13%
Private Schools 7%
Homeowners associations/apartment complex 6%
North Shore Ice Arena 4%
None. Do not use any organization 16%
Q8. How Respondents Believe the Direct Costs Required to Run Various Activities/Programs Should Be Paid

by percentage of respondents

<table>
<thead>
<tr>
<th>Activity/Program</th>
<th>100% Taxes/0% Fees</th>
<th>75% Taxes/25% Fees</th>
<th>50% Taxes/50% Fees</th>
<th>25% Taxes/75% Fees</th>
<th>0% Taxes/100% Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community special events</td>
<td>31%</td>
<td>18%</td>
<td>31%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Competitive youth travel sports</td>
<td>11%</td>
<td>24%</td>
<td>22%</td>
<td>40%</td>
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<tr>
<td>Youth recreation sports programs</td>
<td>6%</td>
<td>18%</td>
<td>39%</td>
<td>20%</td>
<td>17%</td>
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<tr>
<td>Youth instructional programs</td>
<td>4%</td>
<td>15%</td>
<td>40%</td>
<td>20%</td>
<td>22%</td>
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<tr>
<td>Adult recreation sports programs</td>
<td>9%</td>
<td>36%</td>
<td>23%</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>Adult instructional programs</td>
<td>10%</td>
<td>34%</td>
<td>22%</td>
<td>31%</td>
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<tr>
<td>Senior programs</td>
<td>14%</td>
<td>25%</td>
<td>32%</td>
<td>15%</td>
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<tr>
<td>Performing arts programs</td>
<td>14%</td>
<td>41%</td>
<td>21%</td>
<td>20%</td>
<td></td>
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<tr>
<td>Nature programming</td>
<td>11%</td>
<td>17%</td>
<td>39%</td>
<td>16%</td>
<td>16%</td>
</tr>
</tbody>
</table>
Q9. Respondent Households That Have a Need for Various Parks and Recreation Facilities

by percentage of respondents (multiple choices could be made)

- Walking and biking trails: 66%
- Indoor fitness and exercise facilities: 55%
- Outdoor swimming pools/water parks: 51%
- Indoor running/walking track: 49%
- Indoor swimming pools/leisure pools: 48%
- Golf courses: 47%
- Golf driving range: 46%
- Playgrounds: 42%
- Winter sledding hill: 38%
- Open air picnic shelters: 37%
- Miniature golf course: 37%
- Outdoor tennis courts: 35%
- Off-leash dog park: 31%
- Baseball/softball fields: 31%
- Lighted athletic fields: 30%
- Outdoor basketball courts: 30%
- Indoor basketball/volleyball courts: 28%
- Indoor ice arena: 28%
- Soccer/football/lacrosse fields: 27%
- Indoor performing arts center: 27%
- Historical museum: 26%
- Outdoor ice skating: 25%
- Indoor senior center: 8%
- Skateboarding park: 15%
- Velodrome: 15%
- Teams course/climbing wall: 15%
- Disc golf: 14%
- Outdoor inline skating: 11%
Q9a. Estimated Number of Households in the Northbrook Park District That Have a Need for Various Parks and Recreation Facilities by number of households based on 15,028 households in the Northbrook Park District.
Q9b. How Well Parks and Recreation Facilities in the Northbrook Park District Meet the Needs of Respondent Households
by percentage of respondents with a need for parks/facilities

<table>
<thead>
<tr>
<th>Facility</th>
<th>100% Meets Needs</th>
<th>75% Meets Needs</th>
<th>50% Meets Needs</th>
<th>25% Meets Needs</th>
<th>0% Meets Needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdoor swimming pools/water parks</td>
<td>61%</td>
<td>26%</td>
<td>10%</td>
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<tr>
<td>Playgrounds</td>
<td>62%</td>
<td>24%</td>
<td>9%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Indoor ice arena</td>
<td>62%</td>
<td>22%</td>
<td>10%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Baseball/softball fields</td>
<td>57%</td>
<td>26%</td>
<td>12%</td>
<td>3%</td>
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</tr>
<tr>
<td>Skateboarding park</td>
<td>67%</td>
<td>17%</td>
<td>10%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Golf driving range</td>
<td>63%</td>
<td>20%</td>
<td>12%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Golf courses</td>
<td>60%</td>
<td>21%</td>
<td>11%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Soccer/football/lacrosse fields</td>
<td>50%</td>
<td>29%</td>
<td>12%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Winter sledding hill</td>
<td>49%</td>
<td>27%</td>
<td>16%</td>
<td>6%</td>
<td></td>
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<tr>
<td>Velodrome</td>
<td>56%</td>
<td>15%</td>
<td>16%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Outdoor tennis courts</td>
<td>46%</td>
<td>25%</td>
<td>19%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Historical museum</td>
<td>51%</td>
<td>18%</td>
<td>16%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Open air picnic shelters</td>
<td>42%</td>
<td>25%</td>
<td>16%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Lighted athletic fields</td>
<td>44%</td>
<td>22%</td>
<td>20%</td>
<td>9%</td>
<td></td>
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<tr>
<td>Indoor performing arts center</td>
<td>43%</td>
<td>20%</td>
<td>21%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Outdoor basketball courts</td>
<td>38%</td>
<td>25%</td>
<td>20%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Miniature golf course</td>
<td>42%</td>
<td>21%</td>
<td>20%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Walking and biking trails</td>
<td>34%</td>
<td>24%</td>
<td>24%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Teams course/climbing wall</td>
<td>29%</td>
<td>21%</td>
<td>19%</td>
<td>17%</td>
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<tr>
<td>Outdoor ice skating</td>
<td>27%</td>
<td>23%</td>
<td>21%</td>
<td>14%</td>
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<tr>
<td>Indoor senior center</td>
<td>26%</td>
<td>21%</td>
<td>18%</td>
<td>14%</td>
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<tr>
<td>Outdoor inline skating</td>
<td>29%</td>
<td>15%</td>
<td>23%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Indoor basketball/volleyball courts</td>
<td>19%</td>
<td>24%</td>
<td>19%</td>
<td>12%</td>
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</tr>
<tr>
<td>Disc golf</td>
<td>24%</td>
<td>11%</td>
<td>15%</td>
<td>9%</td>
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<tr>
<td>Indoor swimming pools/leisure pools</td>
<td>22%</td>
<td>11%</td>
<td>13%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Indoor fitness and exercise facilities</td>
<td>10%</td>
<td>14%</td>
<td>13%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Off-leash dog park</td>
<td>13%</td>
<td>10%</td>
<td>12%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Indoor running/walking track</td>
<td>9%</td>
<td>9%</td>
<td>13%</td>
<td>11%</td>
<td></td>
</tr>
</tbody>
</table>
Q9c. Estimated Number of Households in the Northbrook Park District Whose Needs for Parks and Recreation Facilities Are Being 50% Met or Less
by number of households based on 15,028 households in the Northbrook Park District
Q10. Parks and Recreation Facilities That Are Most Important to Respondent Households

by percentage of respondent households that selected the item as one of their top four choices.
Q11. Respondent Households That Have a Need for Various Parks and Recreation Programs

by percentage of respondents (multiple choices could be made)

- Adult fitness and wellness programs: 39%
- Community special events: 37%
- Youth sports programs: 31%
- Golf lessons/clinics: 26%
- Nature programs and exhibits: 24%
- Youth summer camp programs: 23%
- Tennis lessons and leagues: 21%
- Water fitness programs: 21%
- Trips to special attractions and events: 21%
- Youth Learn to Swim programs: 20%
- Senior programs: 20%
- Adult sports programs: 20%
- Youth fitness and wellness programs: 19%
- Youth art, dance, performing arts: 17%
- Golf leagues: 16%
- Adult art, dance, performing arts: 13%
- Gymnastics and tumbling programs: 13%
- Before and after school programs: 13%
- Preschool programs/early childhood: 12%
- Martial arts programs: 12%
- Figure skating: 11%
- Cycling programs: 9%
- Programs for people with disabilities: 9%
- Outdoor challenge programs: 9%
- Hockey: 8%
Q11a. Estimated Number of Households in the Northbrook Park District That Have a Need for Various Parks and Recreation Facilities

by number of households based on 15,028 households in the Northbrook Park District

- Adult fitness and wellness programs: 5,906
- Community special events: 5,500
- Youth sports programs: 4,584
- Golf lessons/clinics: 3,967
- Nature programs and exhibits: 3,547
- Youth summer camp programs: 3,396
- Tennis lessons and leagues: 3,186
- Water fitness programs: 3,171
- Trips to special attractions and events: 3,081
- Youth Learn to Swim programs: 2,961
- Senior programs: 2,961
- Adult sports programs: 2,930
- Youth fitness and wellness programs: 2,855
- Youth art, dance, performing arts: 2,480
- Golf leagues: 2,435
- Adult art, dance, performing arts: 1,984
- Gymnastics and tumbling programs: 1,939
- Before and after school programs: 1,894
- Preschool programs/early childhood: 1,788
- Martial arts programs: 1,788
- Figure skating: 1,653
- Cycling programs: 1,368
- Programs for people with disabilities: 1,292
- Outdoor challenge programs: 1,277
- Hockey: 1,232
Q11b. How Well Recreation Programs in the Northbrook Park District Meet the Needs of Respondent Households

by percentage of respondents with a need for recreation programs

0% 20% 40% 60% 80% 100%

- Figure skating
- Community special events
- Youth sports programs
- Youth summer camp programs
- Hockey
- Golf lessons/clinics
- Cycling programs
- Senior programs
- Preschool programs/early childhood
- Before and after school programs
- Gymnastics and tumbling programs
- Youth Learn to Swim programs
- Youth art, dance, performing arts
- Programs for people with disabilities
- Outdoor challenge programs
- Adult sports programs
- Tennis lessons and leagues
- Adult art, dance, performing arts
- Martial arts programs
- Nature programs and exhibits
- Trips to special attractions and events
- Youth fitness and wellness programs
- Adult fitness and wellness programs
- Water fitness programs

Legend:
- 100% Meets Needs
- 75% Meets Needs
- 50% Meets Needs
- 25% Meets Needs
- 0% Meets Needs
Q11c. Estimated Number of Households in the Northbrook Park District Whose Needs for Recreation Programs Are Being 50% Met or Less

by number of households based on 15,028 households in the Northbrook Park District
Q12. Recreation Programs that Are Most Important to Respondent Households

by percentage of respondent households that selected the item as one of their top four choices
Q13. Recreation Programs That Households Currently Participate in Most Often at Northbrook Park District Facilities

by percentage of respondent households that selected the item as one of their top four choices

- Community special events: 18%
- Youth sports programs: 16%
- Golf lessons/clinics: 12%
- Youth summer camp programs: 11%
- Golf leagues: 8%
- Figure skating: 7%
- Adult fitness and wellness programs: 6%
- Adult sports programs: 6%
- Youth art, dance, performing arts: 5%
- Youth Learn to Swim programs: 5%
- Tennis lessons and leagues: 5%
- Senior programs: 4%
- Nature programs and exhibits: 4%
- Before and after school programs: 3%
- Hockey: 3%
- Water fitness programs: 3%
- Preschool programs/early childhood: 3%
- Youth fitness and wellness programs: 2%
- Trips to special attractions and events: 2%
- Cycling programs: 2%
- Adult art, dance, performing arts: 2%
- Martial arts programs: 2%
- Programs for people with disabilities: 1%
- Gymnastics and tumbling programs: 1%
- Outdoor challenge programs: 1%
Q14. Potential Indoor Programming Spaces That Households Would Use

by percentage of respondents (multiple choices could be made)

- Walking and running track: 61%
- Weight room/cardiovascular equipment area: 48%
- Aerobics/fitness/dance class space: 41%
- Exercise facility for adults 50 years/older: 40%
- Lanes for lap swimming: 36%
- Leisure pool (water slides, sprays): 35%
- Warm water for therapeutic purposes: 28%
- Multi-court gymnasium/field house: 22%
- Indoor sports fields (baseball/soccer, etc.): 21%
- Senior center: 21%
- Performing arts theatre: 20%
- Space for meetings, parties, banquets: 20%
- Arts and crafts room: 19%
- Rock climbing/bouldering wall: 8%
- 25 meter competition pool: 12%
- Performing arts rehearsal facilities: 11%
- Classroom space: 9%
- Preschool program space: 9%
- Other: 2%
Q15. Potential Indoor Programming Spaces That Households Would Use Most Often

by percentage of respondent households that selected the item as one of their top four choices
Q16. Maximum Amount of Additional Tax Revenue That Respondents Would Pay to Develop and Operate the Types of Indoor Programming Spaces Most Important to Their Household

by percentage of respondents

- $9 or more per month: 25%
- $7-$8 per month: 10%
- $5-$6 per month: 24%
- $3-$4 per month: 18%
- Nothing: 23%
Q17. Reasons Preventing Households From Using Northbrook Park District Parks, Recreation Facilities or Programs More Often

by percentage of respondents (multiple choices could be made)

- Too busy: 33%
- Program or facility not offered: 25%
- Program times are not convenient: 16%
- Not interested: 15%
- Use other park districts: 15%
- Use services of other agencies: 13%
- Participate with friends elsewhere: 12%
- Facilities do not have the right equipment: 12%
- Fees are too high: 9%
- Lack of quality programs: 8%
- Facility operating hours not convenient: 5%
- Too far from residence: 4%
- Poor customer service by staff: 3%
- Facilities are not well maintained: 3%
- Classes full: 3%
- Registration for programs is difficult: 2%
- Lack of transportation: 1%
- Other: 16%
Q18. Importance of Various Actions the Northbrook Park District Could Take
by percentage of respondents

- Develop new & connect existing walk/bike trails: 41%, 28%, 15%, 17%
- Develop most important indoor programming spaces: 30%, 27%, 22%, 21%
- Upgrade existing neighborhood and community parks: 21%, 33%, 23%, 23%
- Acquire land & develop parks in underserved areas: 20%, 23%, 25%, 32%
- Upgrade the two existing outdoor swimming pools: 17%, 25%, 27%, 31%
- Upgrade Sportsman practice range/mini golf course: 15%, 23%, 23%, 39%
- Install light at existing outdoor baseball fields: 21%, 16%, 16%, 48%
- Install light at existing outdoor softball fields: 11%, 22%, 26%, 41%
- Install light at existing outdoor tennis courts: 10%, 19%, 27%, 43%
- Install light at existing outdoor soccer fields: 9%, 18%, 28%, 45%
- Upgrade Sportsman clubhouse: 8%, 17%, 30%, 45%
- Reduce tax subsidy to outdoor swimming: 12%, 10%, 34%, 44%

Q19. Actions That Respondents Are Most Willing to Fund with Their Tax Dollars
by percentage of respondent households that selected the item as one of their top four choices

- Develop new & connect existing walk/bike trails: 43%
- Develop most important indoor programming spaces: 30%
- Upgrade existing neighborhood and community parks: 27%
- Develop a new dog park: 20%
- Acquire land & develop parks in underserved areas: 19%
- Upgrade the two existing outdoor swimming pools: 18%
- Upgrade Sportsman practice range/mini golf course: 16%
- Install light at existing outdoor tennis courts: 8%
- Install light at existing outdoor baseball fields: 8%
- Upgrade Sportsman clubhouse: 7%
- Install light at existing outdoor soccer fields: 6%
- Install light at existing outdoor softball fields: 5%
- Install light at existing outdoor baseball fields: 4%
Q20. Ways Households Have Learned About Northbrook Park District Programs and Activities During the Past 12 Months

by percentage of respondents (multiple choices could be made)

- Park District Newsletter: Your Neighbor: 74%
- Newspaper: 33%
- From friends and neighbors: 28%
- Direct mail: 26%
- Newsletter: 23%
- Park District website: 20%
- Fliers at Park District facilities: 17%
- Community signs: 16%
- School fliers/newsletters: 14%
- Newspaper advertisements: 10%
- Golf E-blasts: 7%
- Sports Center Newsletter: Ice Chronicles: 5%
- Senior Newsletter: Senior Scene: 4%
- Conversations with Park District staff: 4%
- Radio: 1%

Q21. Level of Satisfaction with the Overall Value Households Receive From the Northbrook Park District

by percentage of respondents

- Very Satisfied: 37%
- Somewhat Satisfied: 34%
- Neutral: 17%
- Somewhat Dissatisfied: 5%
- Very Dissatisfied: 1%
- Don't Know: 6%