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# *2012 Community Survey for the Northbrook Park District*

## **Executive Summary Report**

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### **Overview of the Methodology**

Leisure Vision conducted a Community Survey on behalf of the Northbrook Park District during January and February of 2012. This survey was conducted as a follow-up to the 2009 Community Interest and Opinion survey regarding parks and recreation facilities, programs, and services. The survey was designed to obtain statistically valid results from households throughout the Northbrook Park District.

Leisure Vision worked extensively with Northbrook 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 January, Leisure Vision mailed a five-page survey to a random sample of 3,000 households throughout the Northbrook Park District. Approximately three days after the surveys were mailed, each household that received a survey also received an automated 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. Those who indicated they had not returned the survey were given the option of completing it by phone.

The goal was to obtain a total of at least 600 completed surveys from Northbrook Park District households. The goal was far exceeded, with a total of 678 surveys having been completed. The level of confidence is 95% with a margin of error of +/-3.8%.

The following pages summarize major survey findings.

## Major Survey Findings

- **Rating of Overall Condition of ALL Northbrook Park District Parks Visited.** Eighty-three percent (83%) of respondents indicated they had visited Northbrook Park District parks during the previous 12 months. Of those, 57% percent rated the overall condition of all parks visited as “excellent,” 41% rated them as “good,” and 2% rated them as “fair.” No respondents indicated that the parks are in poor condition.
- **Rating of Overall Quality of Northbrook Recreation Programs and Facilities.** Fifty-four percent (54%) of households indicated they participated in recreation programs or used recreation facilities in the Northbrook Park District during the previous 12 months. Of those, 45% rated the overall quality of the programs or facilities as “excellent,” 50% rated them as “good,” and 4% rated them as “fair.” Only 1% of those surveyed felt the overall condition of Northbrook’s programs and facilities was poor.
- **Awareness of Northbrook Park District’s Acquisition of a 6-Acre Site West of Techny Prairie Park and Fields.** Fifty-seven percent (57%) of households indicated they were aware that the Northbrook Park District recently acquired a 6-acre site directly west of Techny Prairie Park and Fields, while 43% said they were not aware of the acquisition.
- **Potential Frequency of Use of Community Center Program Features.** Nearly half of all households (47%) indicated they would use at least one program feature once per month or more. At this frequency, an elevated walking and jogging track would get the most use (63%), with a fitness area being second (62%), and an aerobics, fitness and dance studio the third most frequently-used feature (47%). A preschool area at the Community Center would be used by only 6% of respondents at the rate of once per month or more.
- **FOUR Program Features Respondents Would Support the Most.** Based on the sum of their top four choices, the features most supported for development in a Community Center are: a fitness area (62%), an elevated walking and jogging track (59%), an aerobics, fitness and dance studio (41%), a lap pool for exercise (30%) and a leisure pool (26%).
- **Potential Frequency of Use of a Community Center if ALL Programming Features Were Added.** Forty-three percent (43%) of households would use a Community Center in Northbrook several times per week if it contained all the programming features they selected. Thirteen percent (13%) indicated they would use

a Community Center once per week, and another 13% would use it a few times per month. Fifteen percent (15%) of respondents indicated they would never use a Community Center.

- **Level of Support for Developing a Community Center at the 6-Acre Site West of Techny Prairie Park and Fields.** Almost two-thirds (63%) of households indicated they are either “very supportive” (42%) or “somewhat supportive” (21%) of development of a Community Center at the 6-acre site directly west of Techny Prairie Park and Fields. Twenty-three percent (23%) of respondents were not sure, and 14% were not supportive of development at that location.
- **How Operating Costs for a Community Center Should be Paid For.** More than one-fourth of households (29%) indicated that Community Center operating costs should be paid entirely with user fees. Forty-one percent (41%) believe costs should be covered by “mostly fees and some taxes”, while another 19% indicated “mostly taxes and some fees.” Three percent (3%) of households felt costs should be paid for 100% with taxes, and 8% did not know.
- **Northbrook Leisure Center Visited Over the Past 2 Years.** Fifty percent (50%) of households indicated they had visited the Northbrook Leisure Center on Walters Avenue at least once in the past 2 years.
- **Level of Support for Enhancing the Program Space at the Leisure Center.** Almost three-fourths (70%) of respondents were either “very supportive” (35%) or “somewhat supportive” (35%) of developing a senior fitness/exercise area with cardiovascular and other equipment at the Leisure Center. Sixty-four percent (64%) were supportive of enhancing senior daily activity space, and 61% indicated support for enhancing senior wellness space.
- **FOUR Enhancements/Improvements to the Leisure Center that are Most Important to Households.** Based on the sum of their top four choices, the enhancements and improvements that are most important to respondents are: developing a senior fitness/exercise area (40%), enhancing senior daily activity space (35%), enhancing senior wellness space (29%), enhancing areas for arts programs and classes (22%), and enhancing the Northbrook Theatre (22%).
- **Maximum Amount of Additional Tax Respondents Are Willing to Pay to Develop a Community Center and Renovate the Leisure Center.** Eleven percent (11%) of respondents indicated they would be willing to pay \$9 or more per month in additional revenue to develop and operate a Community Center and renovate the existing Leisure Center. Other amounts that households are willing to pay are: \$7 to \$8 per month

(12%), \$5 to \$6 per month (21%), and \$3 to \$4 per month (28%). Twenty-eight percent (28%) of respondents indicated that no additional revenue should be paid.

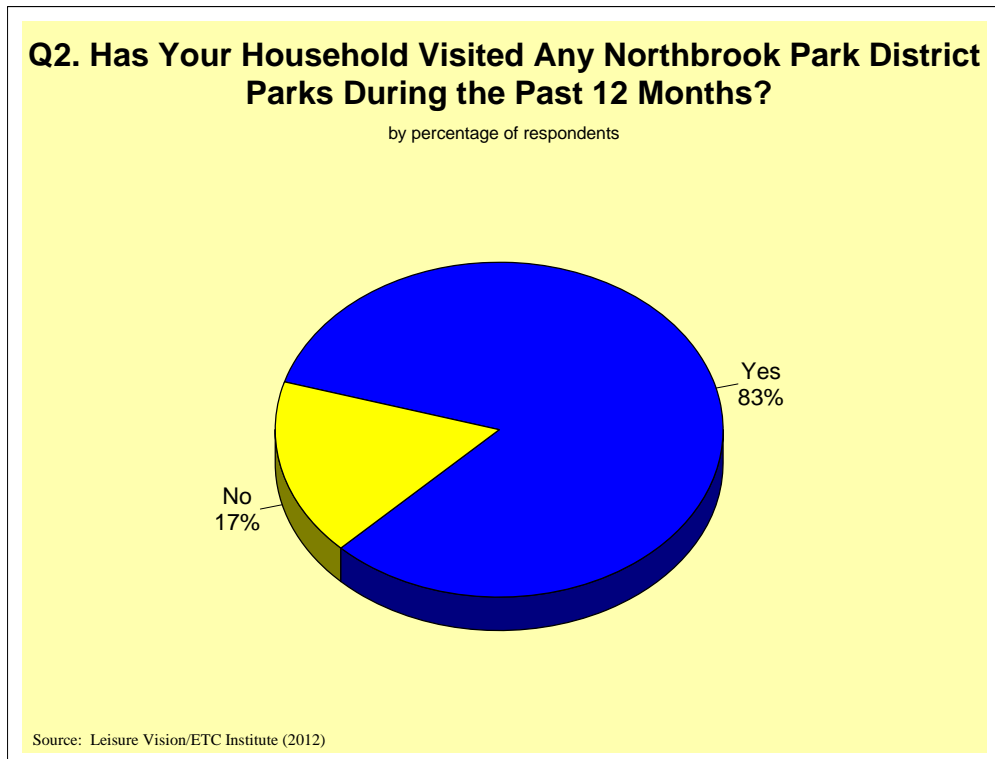
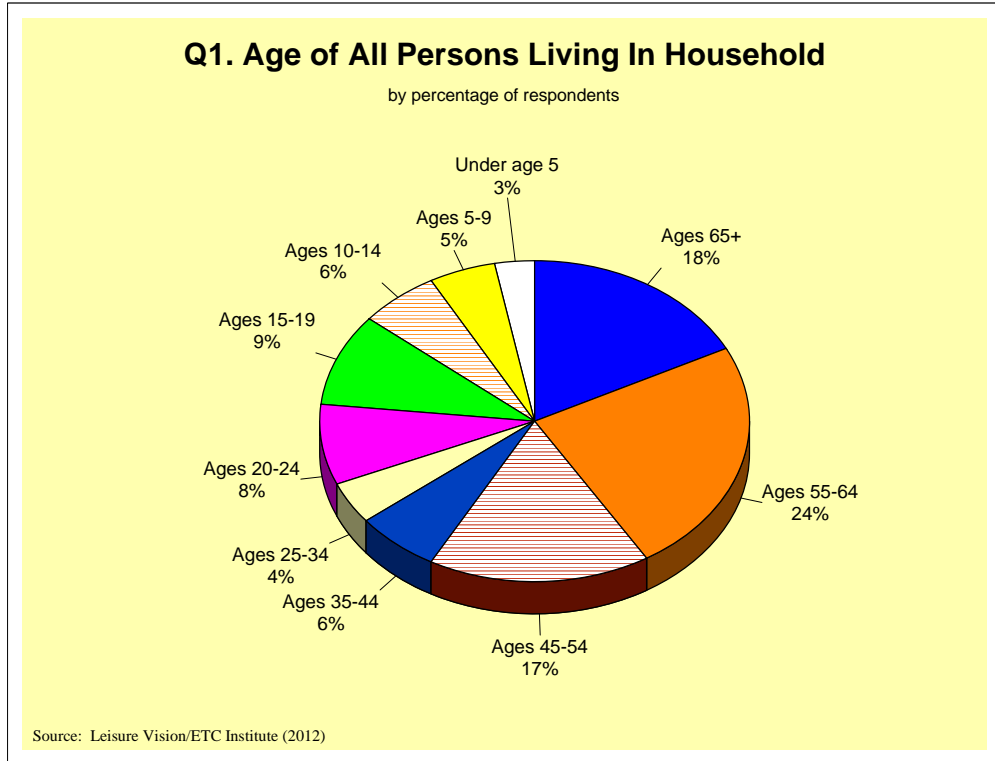
- **Willingness of Households to Approve a Referendum to Build and Operate a Community Center and Renovate the Leisure Center.** Over half (58%) of households indicated they would “vote in favor” (36%) or “might vote in favor” (22%) on a referendum to build and operate a Community Center and renovate the Leisure Center.
- **Major Reasons Why Respondents Are Unsure or Would Vote Against a Referendum.** Of those who answered “not sure” (21%) or “vote against” (21%), more than one-third (35%) indicated they were unwilling to support any additional property taxes for parks and recreation projects. Twenty-nine percent (29%) needed more information.
- **Frequency of Participation in Golf Activities at Sportman’s Country Club.** Twenty-two percent (22%) of households indicated they participate in golf activities at Sportsman’s Country Club at least once per month. Fifty-seven percent (57%) stated they never participate in golf activities at the club.
- **Level of Support for Certain Improvements at Sportman’s Country Club.** Thirty-nine percent (39%) of households were either “very supportive” (17%) or “somewhat supportive” (22%) of replacing the mini-golf course with a new course. Other areas of improvement at Sportsman’s Country Club that respondents also support include: making improvements to the practice range (34%), building additional permanent restrooms on the golf course (32%), renovating and expanding the clubhouse facilities (27%), and expanding and improving golf cart paths (19%).
- **TWO Improvements to Sportman’s Country Club that are Most Important to Households.** Based on the sum of their top two choices, the improvements to Sportsman’s Country Club that are most important to respondent households are: making improvements to the practice range (23%), replacing the mini-golf course with a new course (22%), and building additional permanent restrooms on the golf course (12%). Fifty-seven percent (57%) indicated that no improvements were needed.
- **Likelihood That Respondents Would Vote in Favor of a Referendum if Funding for Improvements to Sportsman’s Country Club Were Included.** More than one-third (39%) of households indicated they would be “as likely” (22%) or “more likely” (17%) to vote in favor if improvements to Sportsman’s Country Club were included in a referendum for a Community Center and renovations to the Northbrook Leisure

Center. Forty-nine percent (49%) indicated they would be less likely to vote in favor of a referendum, and 13% were not sure.

*Section 2:*  
*Charts and Graphs*

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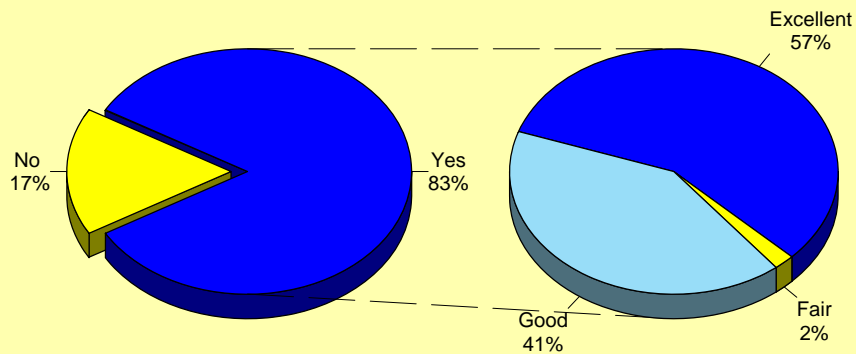
# 2012 Community Survey for the Northbrook Park District



**Q2. Has Your Household Visited Any Northbrook Park District Parks During the Past 12 Months?**

by percentage of respondents

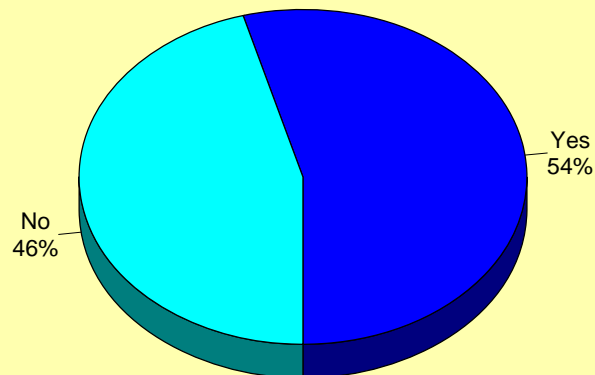
**Q2a. How Would You Rate the Overall Condition of All Northbrook Park District Parks You Have Visited?**



Source: Leisure Vision/ETC Institute (2012)

**Q3. Has Your Household Participated in Any Recreation Programs or Used Any Recreation Facilities Offered by Northbrook Park District in the Past 12 Months?**

by percentage of respondents



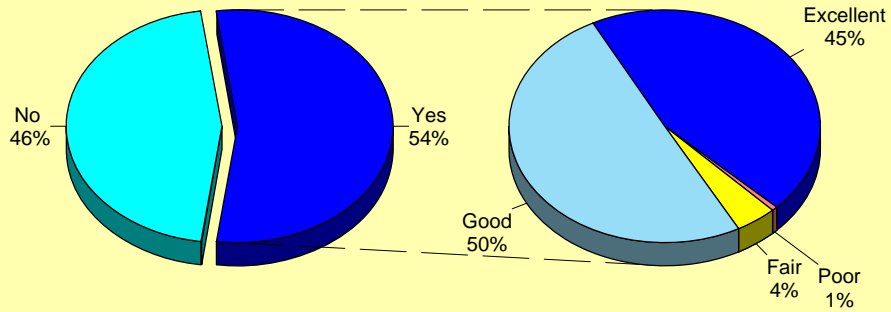
Source: Leisure Vision/ETC Institute (2012)



**Q3. Has Your Household Participated in Any Recreation Programs or Used Any Recreation Facilities Offered by Northbrook Park District in the Past 12 Months?**

by percentage of respondents

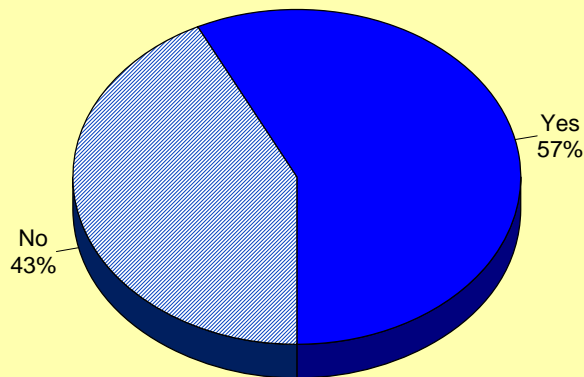
**Q3a. How Would You Rate the Overall Quality of Those Recreation Programs or Facilities?**



Source: Leisure Vision/ETC Institute (2012)

**Q4. Are You Aware that the Northbrook Park District Recently Acquired a 6-Acre Site Directly West of Techny Prairie Park and Fields?**

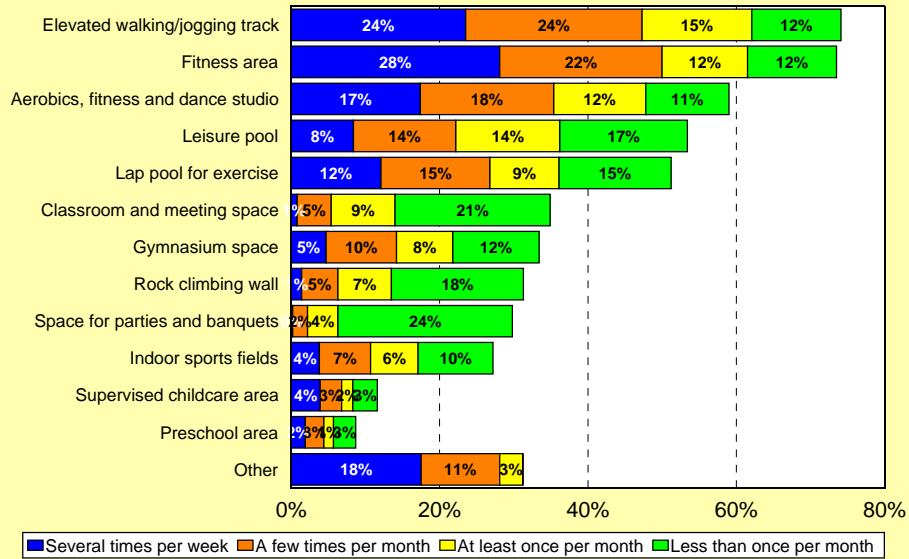
by percentage of respondents



Source: Leisure Vision/ETC Institute (2012)

### Q5. How Often Households Would Use Certain Program Features

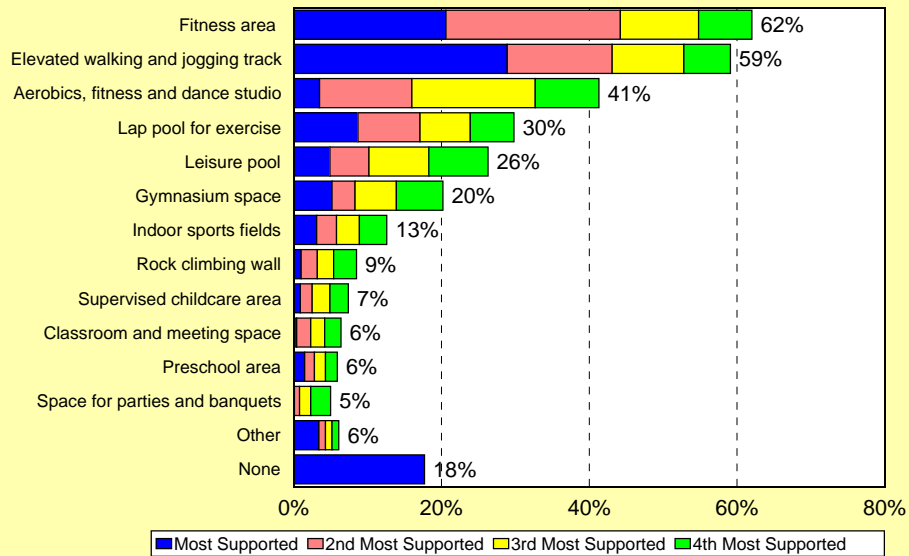
by percentage of respondents



Source: Leisure Vision/ETC Institute (2012)

### Q6. FOUR Features Most Supported for Development in a Community Center for Northbrook Residents

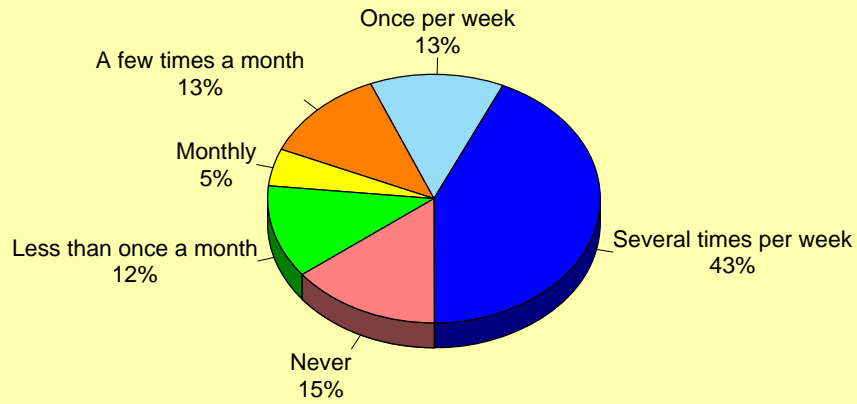
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (2012)

**Q7. How Often Households Would Use a Community Center in Northbrook if it Contained ALL Programming Features**

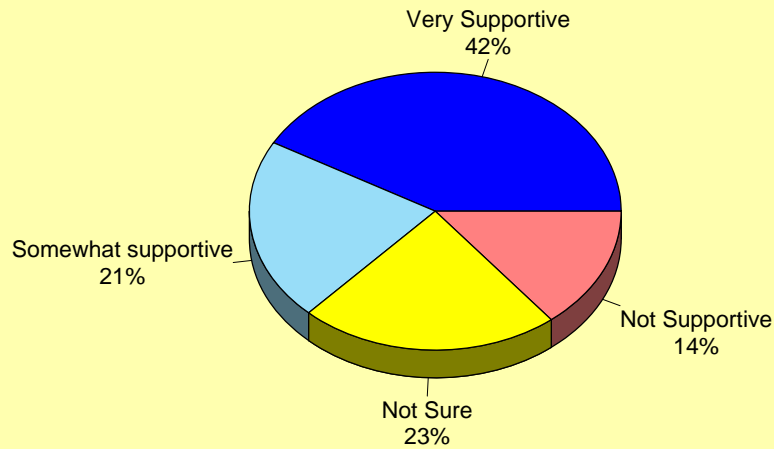
by percentage of respondents



Source: Leisure Vision/ETC Institute (2012)

**Q8. Support for Development of a Community Center at the 6-Acre Site Directly West of Techny Prairie Park and Fields**

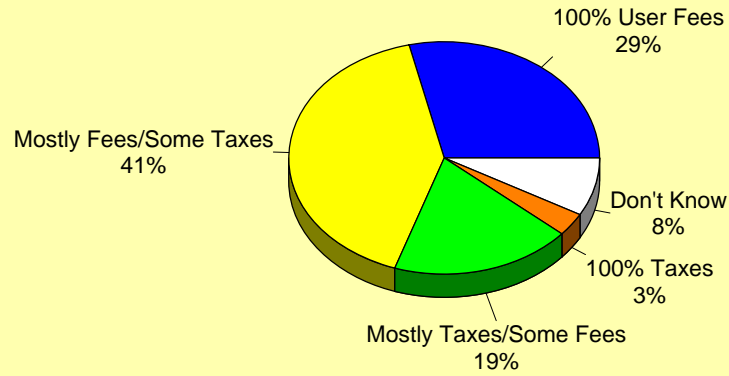
by percentage of respondents



Source: Leisure Vision/ETC Institute (2012)

### Q9. How to Pay for Community Center Operating Costs

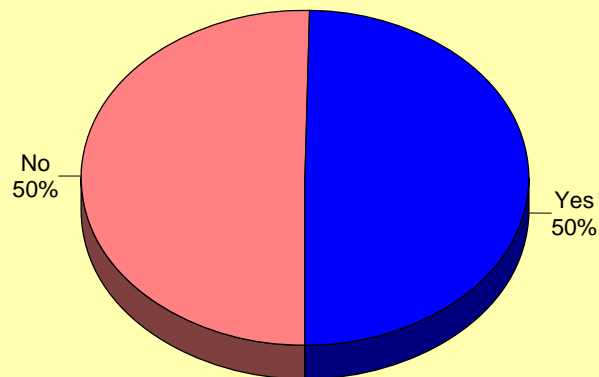
by percentage of respondents



Source: Leisure Vision/ETC Institute (2012)

### Q10. Have You Visited the Northbrook Leisure Center in the Past 2 Years?

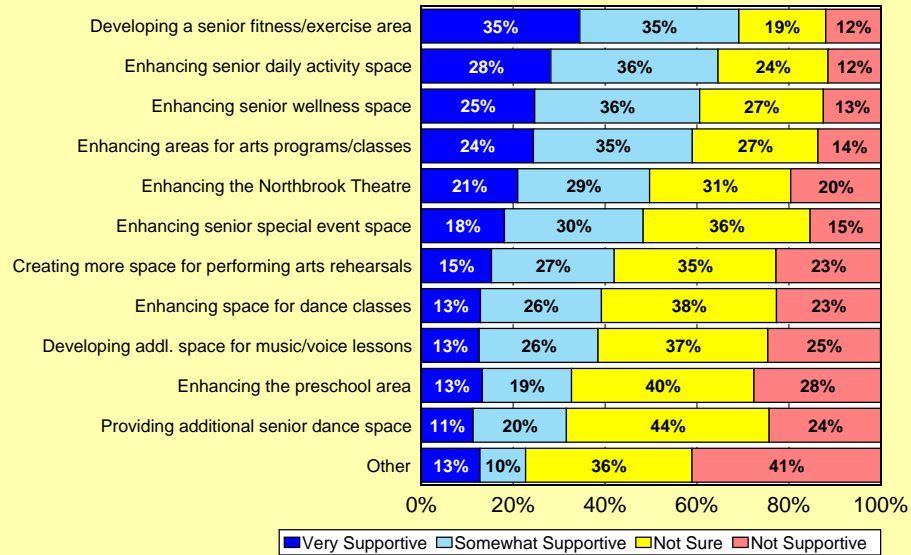
by percentage of respondents



Source: Leisure Vision/ETC Institute (2012)

### Q11. Level of Support for Enhancing Program Space at the Leisure Center

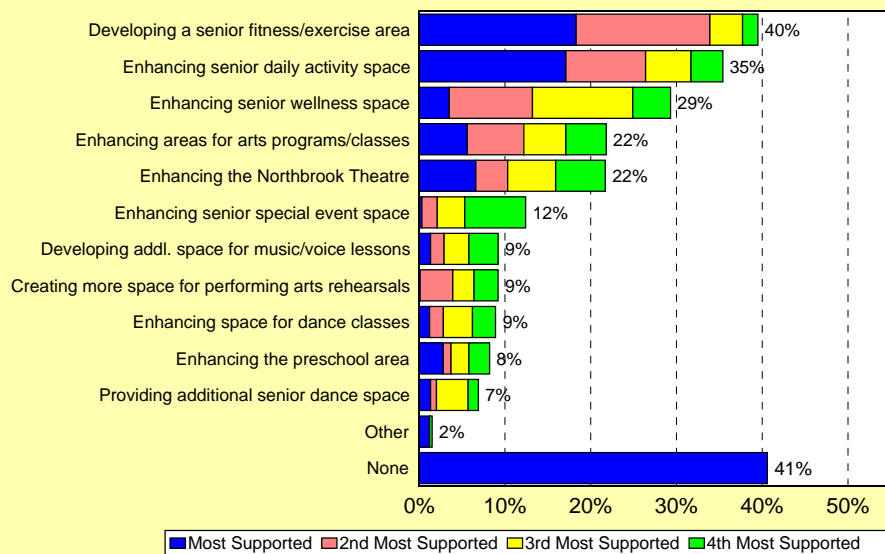
by percentage of respondents



Source: Leisure Vision/ETC Institute (2012)

### Q12. FOUR Enhancements and Improvements That Are Most Important to Respondent Households

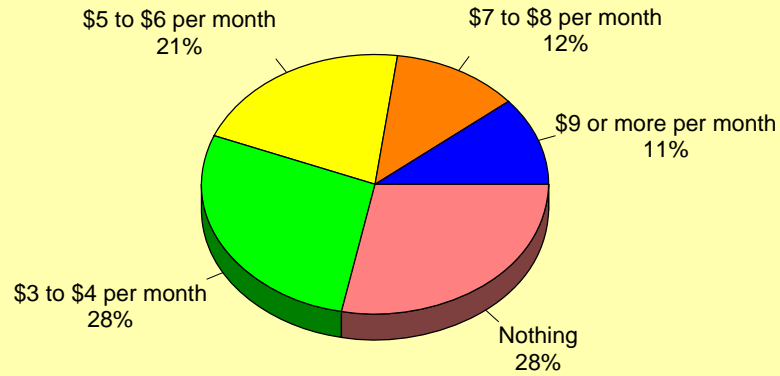
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (2012)

**Q13. Maximum Additional Revenue Respondents are Willing to Pay to Develop and Operate a Community Center and Renovate the Existing Leisure Center**

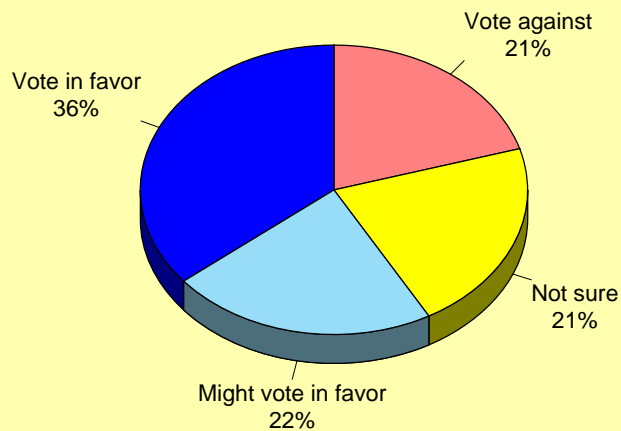
by percentage of respondents



Source: Leisure Vision/ETC Institute (2012)

**Q14. How Respondents Would Vote on a Referendum to Build and Operate a Community Center and Renovate the Leisure Center**

by percentage of respondents

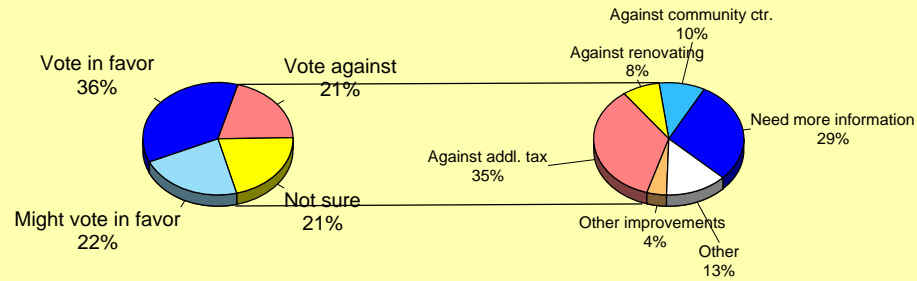


Source: Leisure Vision/ETC Institute (2012)

**Q14. How Respondents Would Vote on a Referendum to Build and Operate a Community Center and Renovate the Leisure Center**

by percentage of respondents

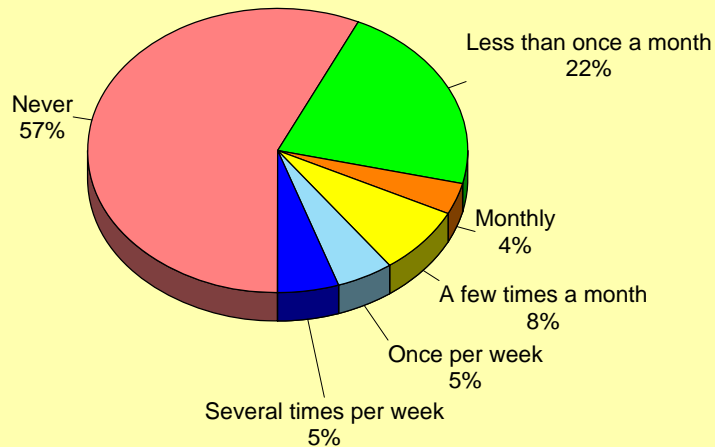
**Q14a. What is the major reason you are not sure or would vote against?**



Source: Leisure Vision/ETC Institute (2012)

**Q15. How Often Does Your Household Participate in Golf Activities at Sportsman's Country Club?**

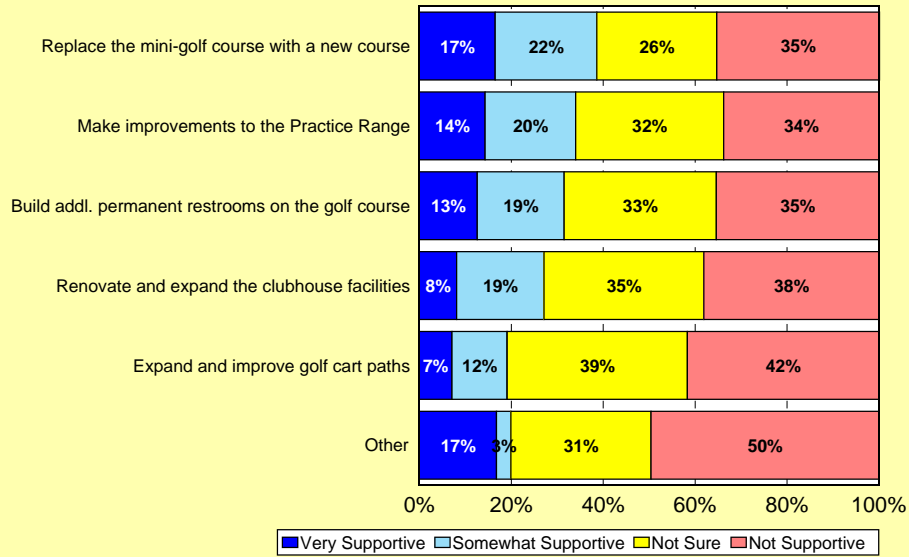
by percentage of respondents



Source: Leisure Vision/ETC Institute (2012)

### Q16. Level of Support for Certain Improvements at Sportsman's Country Club

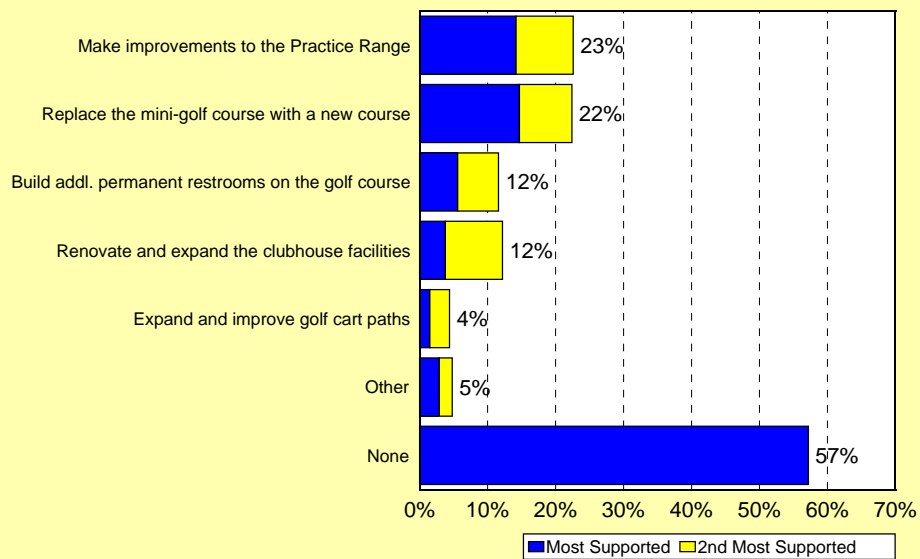
by percentage of respondents



Source: Leisure Vision/ETC Institute (2012)

### Q17. TWO Improvements to Sportman's Country Club That Are Most Important to Respondent Households

by percentage of respondents who selected the item as one of their top two choices

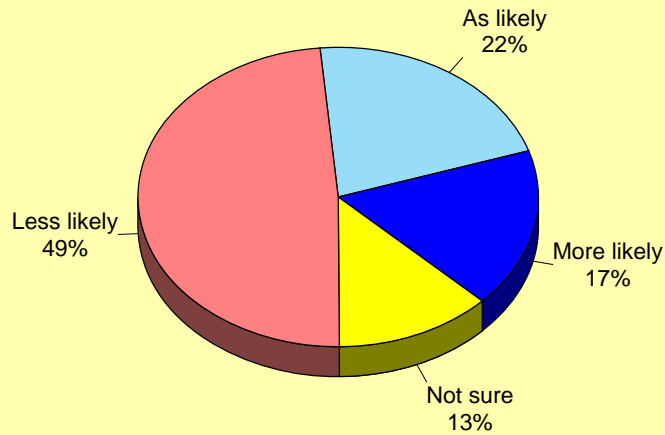


Source: Leisure Vision/ETC Institute (2012)



**Q18. Likelihood of Respondents Voting in Favor if Sportsman's Country Club Were Included in a Referendum for a Community Center & Renovations to Northbrook Leisure Center**

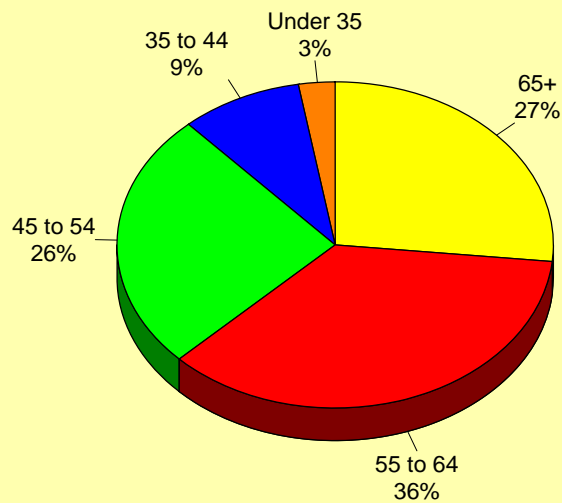
by percentage of respondents



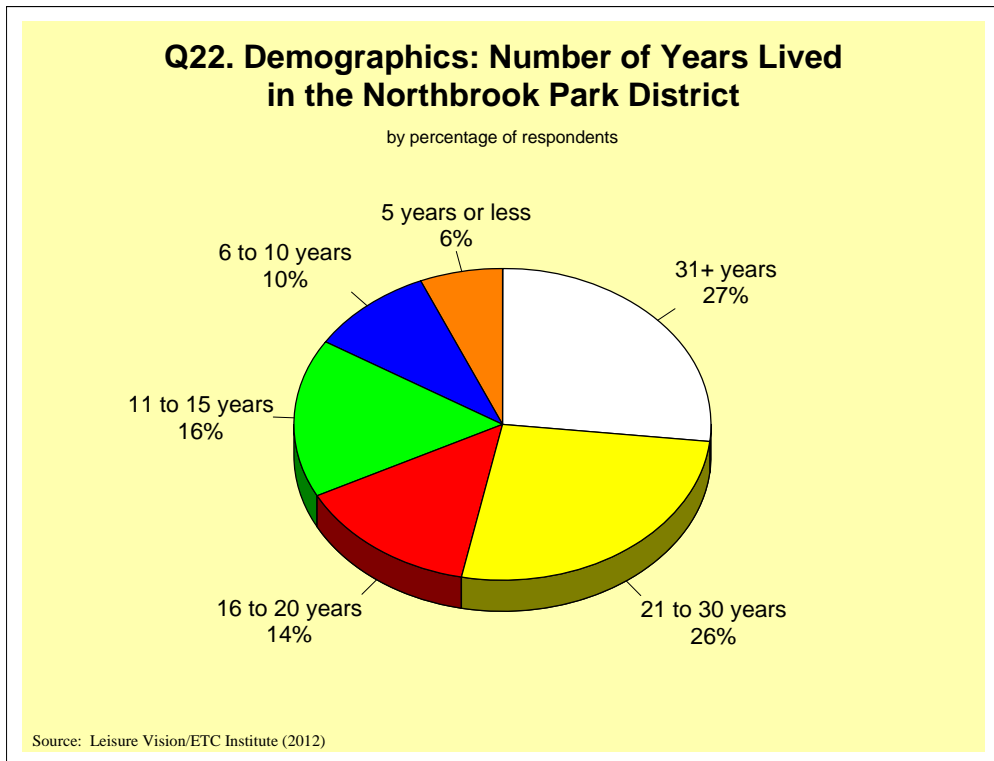
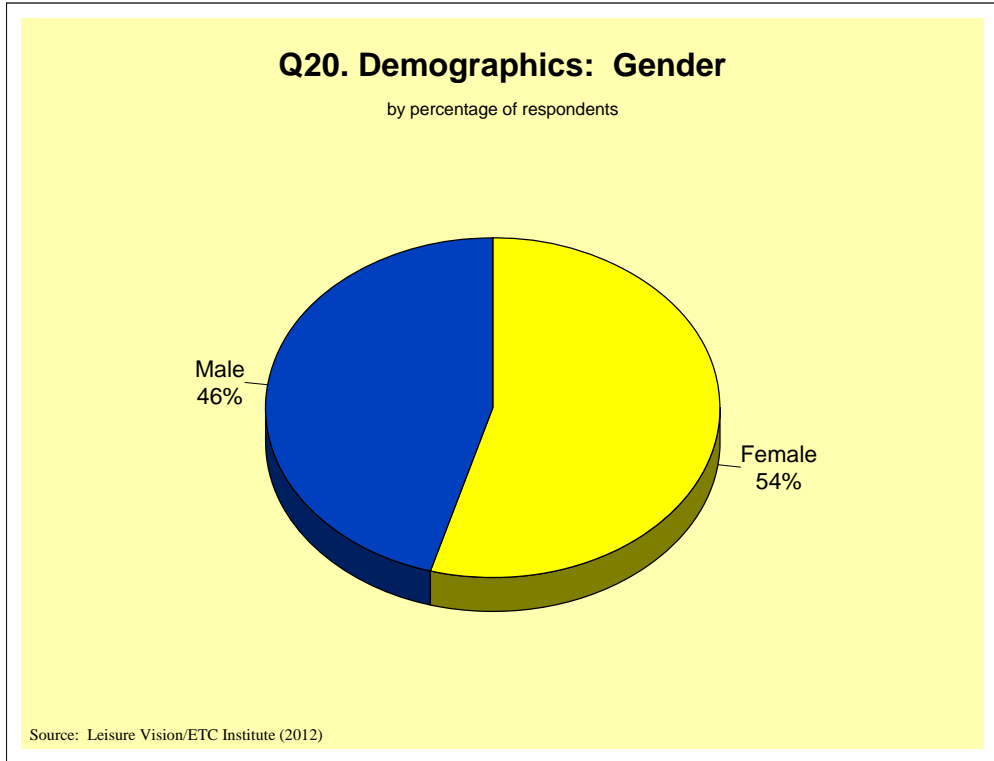
Source: Leisure Vision/ETC Institute (2012)

**Q19. Demographics: Age of Respondents**

by percentage of respondents

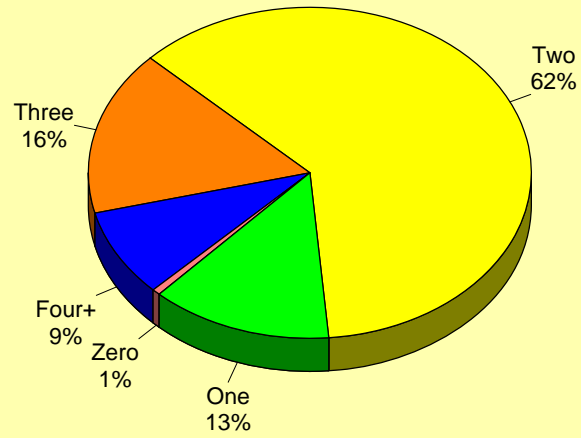


Source: Leisure Vision/ETC Institute (2012)



**Q23. Demographics: Number of Registered Voters  
in the Household**

by percentage of respondents



Source: Leisure Vision/ETC Institute (2012)