



# Community Survey Results Summary

September - 2009



## 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.

## 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.



If you have questions or comments about the survey, email [comm@nbparks.org](mailto:comm@nbparks.org).

## **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**

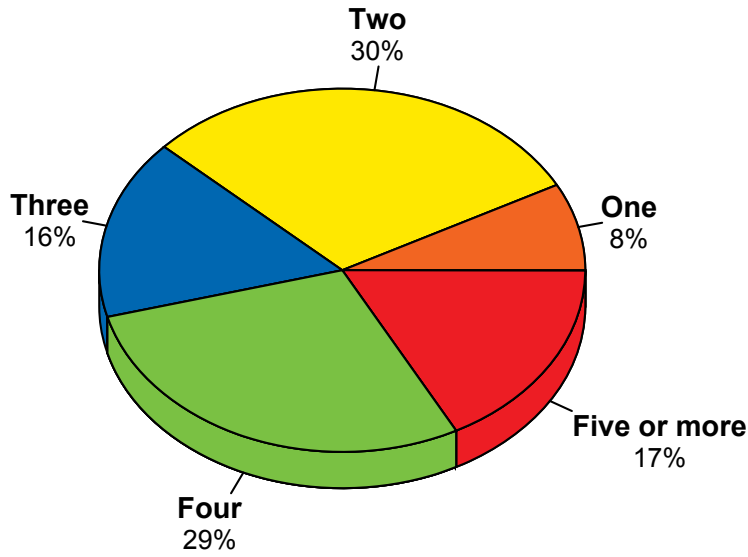
The Park District Newsletter: Your Neighbor (74%) is by a wide margin the most frequently mentioned way respondents have learned about Northbrook Park District programs and facilities during the past 12 months. The other most frequently mentioned ways respondents learn about Park District programs/activities 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.

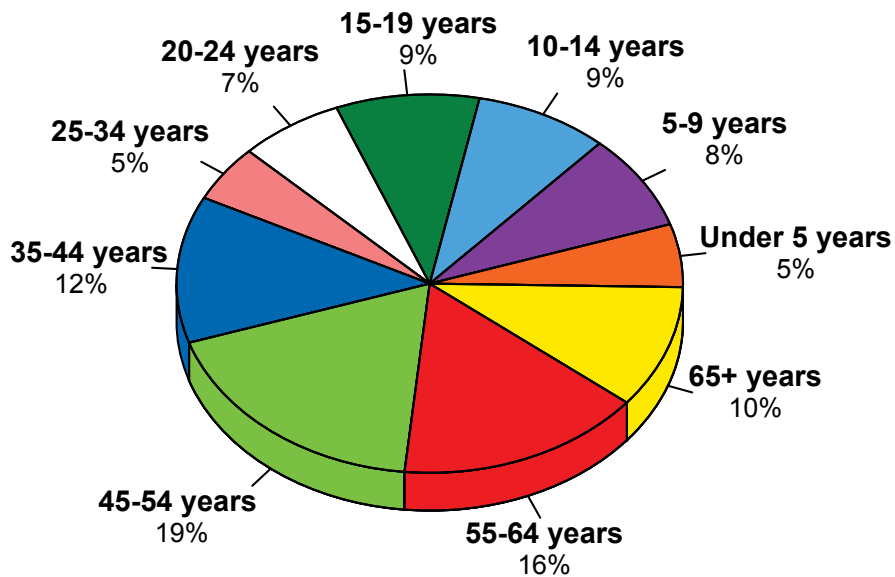
## Q1. Demographics: Number of People in Household

by percentage of respondents



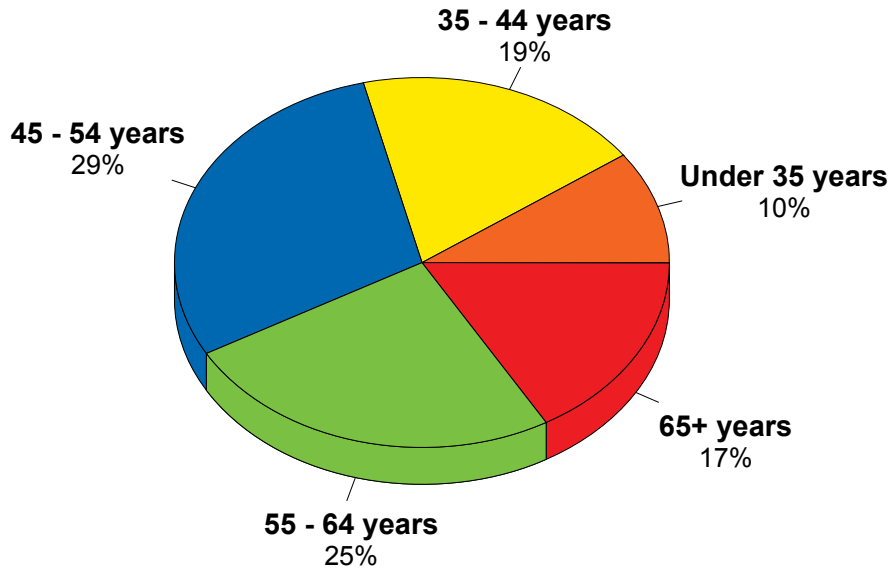
## Q22. Demographics: Ages of People in Household

by percentage of household occupants



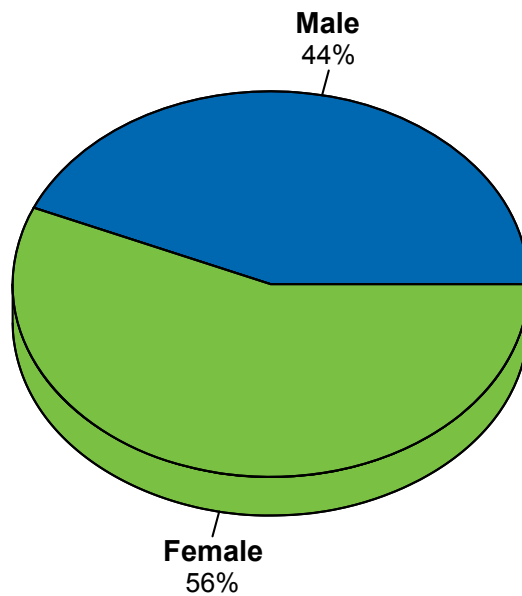
### Q23. Demographics: Age of Respondents

by percentage of respondents



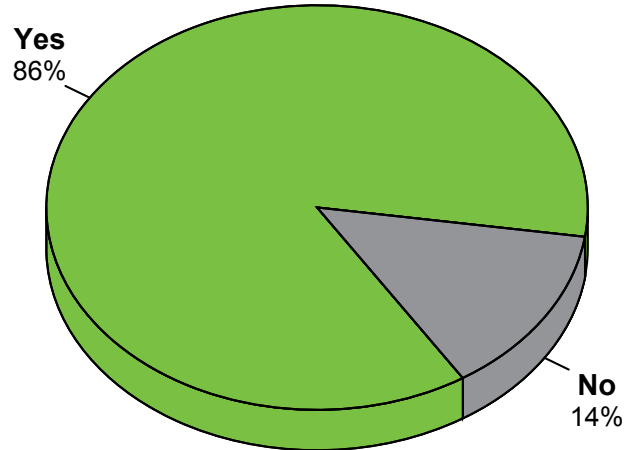
### Q24. Demographics: Gender

by percentage of respondents



## Q2. Have You or Members of Your Household Visited Any Northbrook Park District Parks During the Past 12 Months?

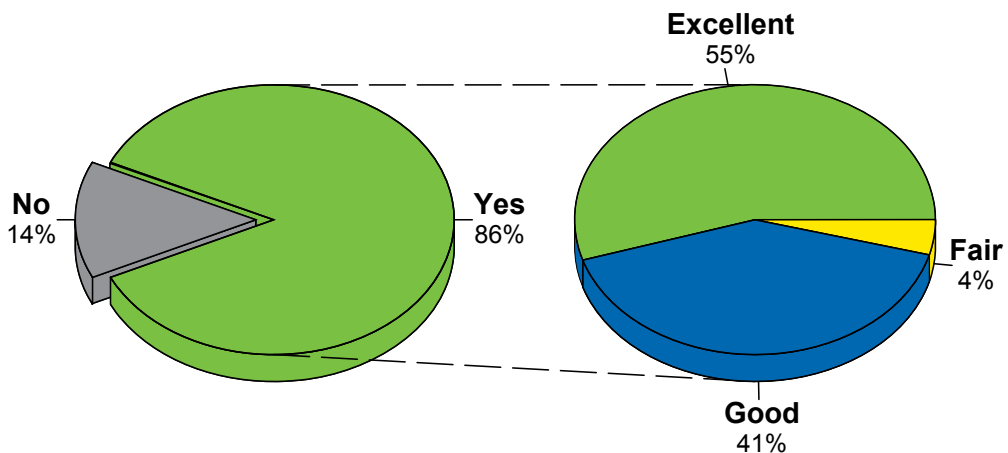
by percentage of respondents



## Q2. Have You or Members of Your Household Visited Any Northbrook Park District Parks During the Past 12 Months?

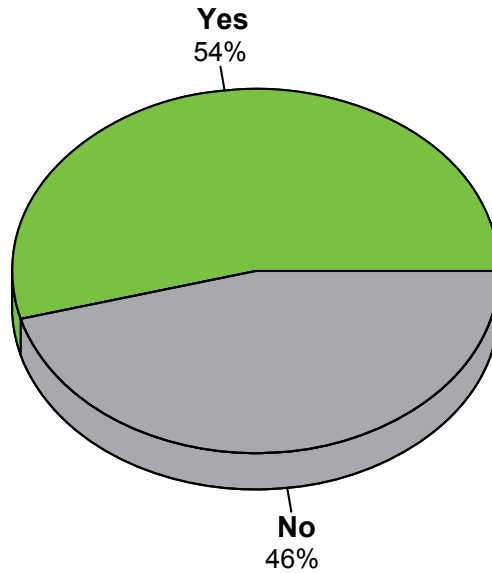
by percentage of respondents

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



**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?**

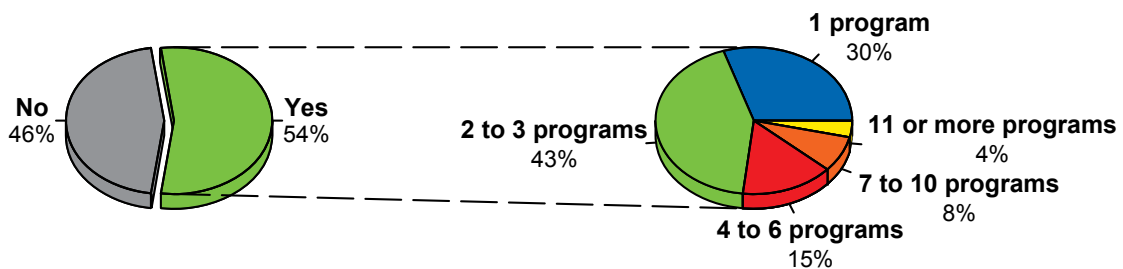
by percentage of respondents



**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?**

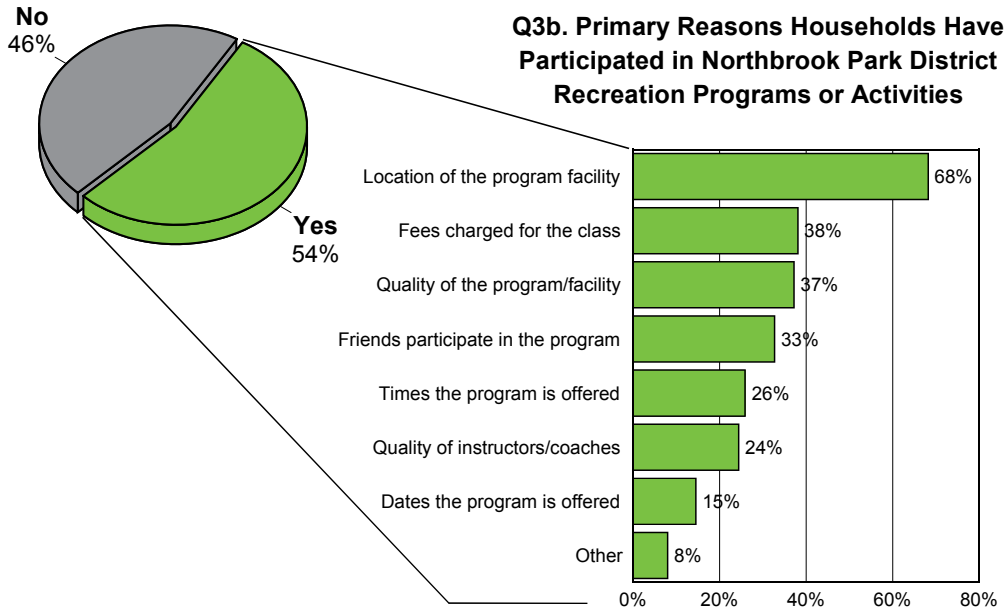
by percentage of respondents

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



**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?**

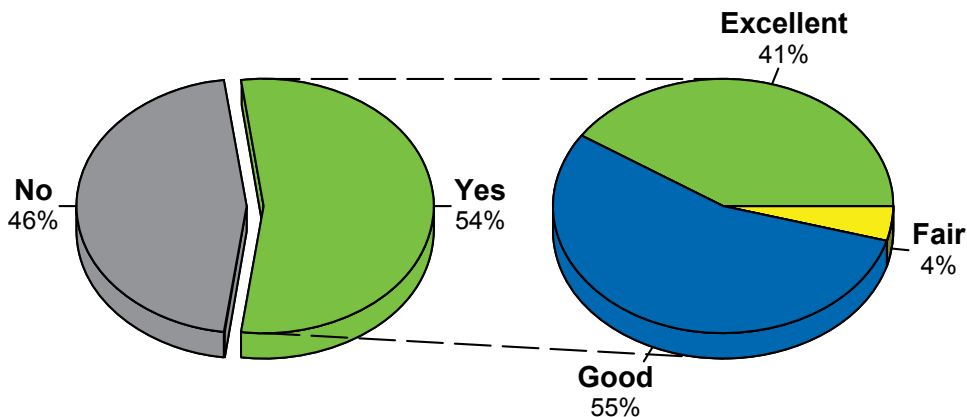
by percentage of respondents



**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

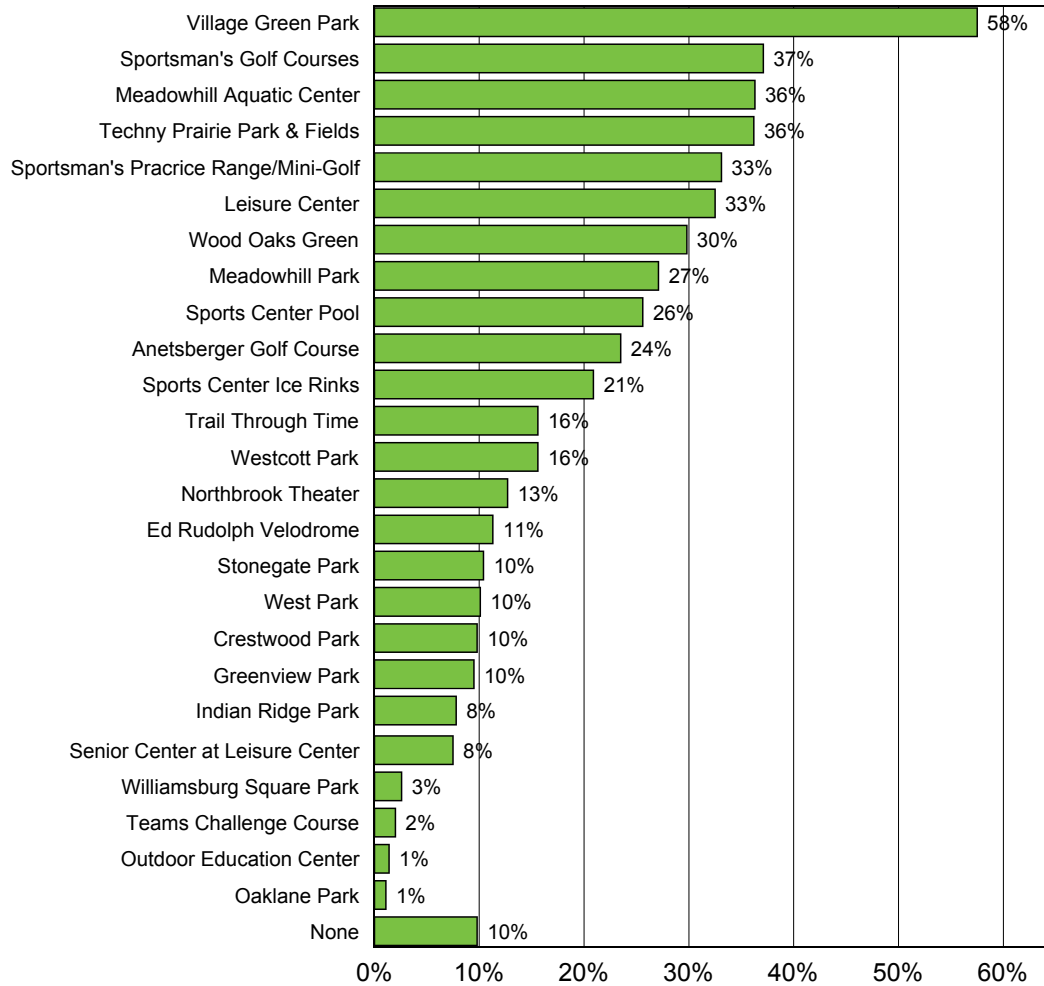
**Q3c. How Would You Rate the Overall Quality of the Recreation Programs or Recreation Activities Your Household Has Participated in?**





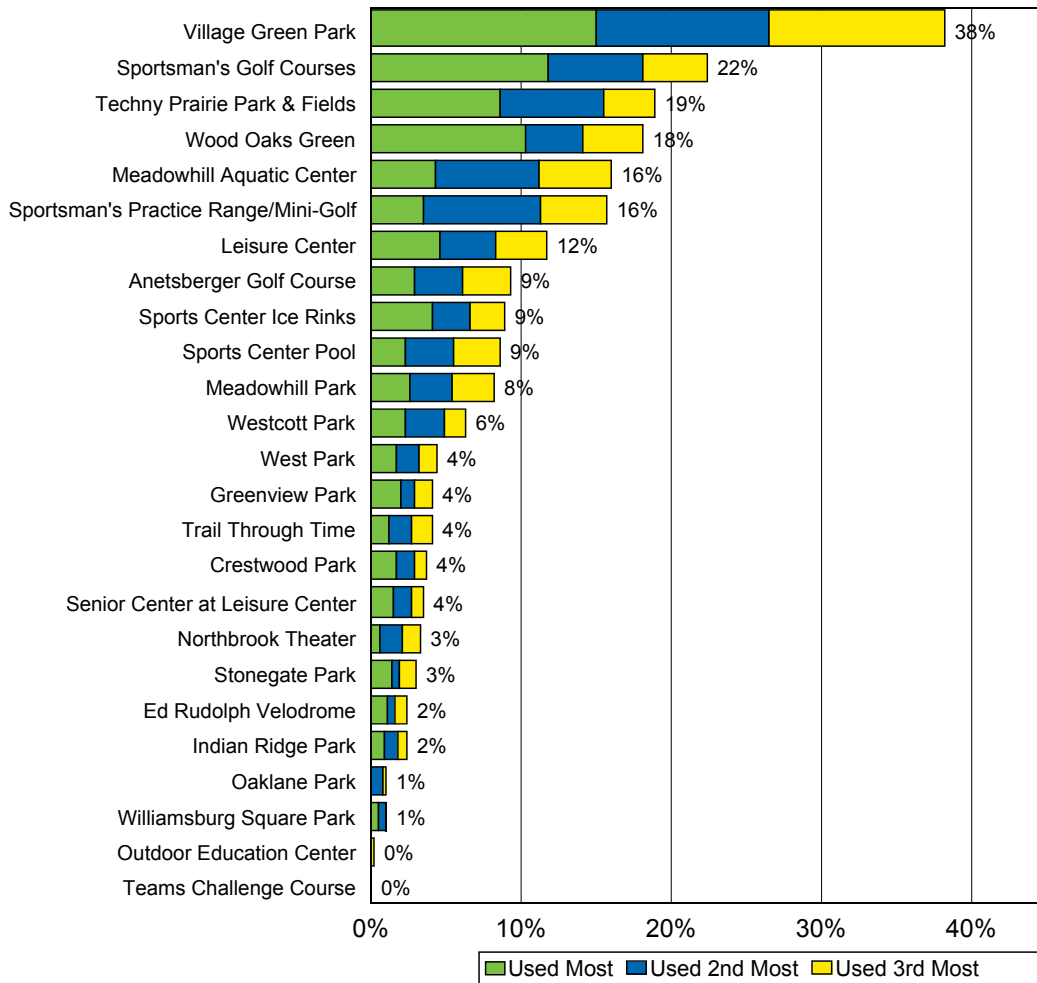
### Q4. Northbrook Park District Facilities and Major Parks That Respondent Households Have Used During the Past Year

by percentage of respondents (multiple choices could be made)



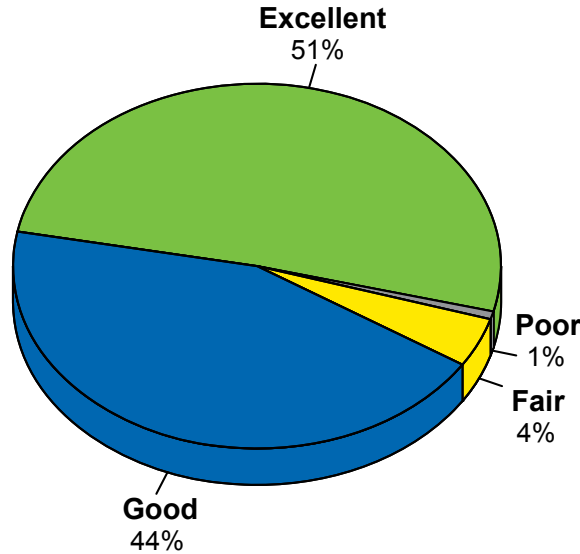
## Q5. Park District Facilities and Major Parks That Respondent Households Have Used the Most During the Past Year

by percentage of respondents who selected the items as one of their top three choices



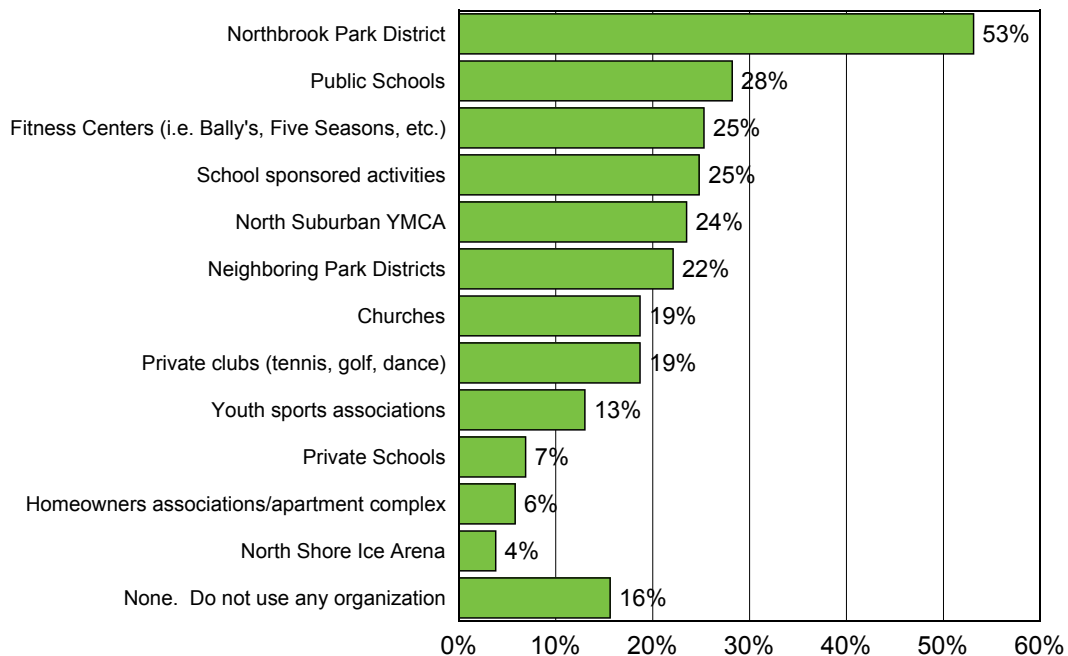
**Q6. How Would You Rate the Overall Quality of the Recreation, Parks, and Sports Facilities Listed in Question #4 That Your Household Has Used During the Past 12 Months?**

by percentage of respondents



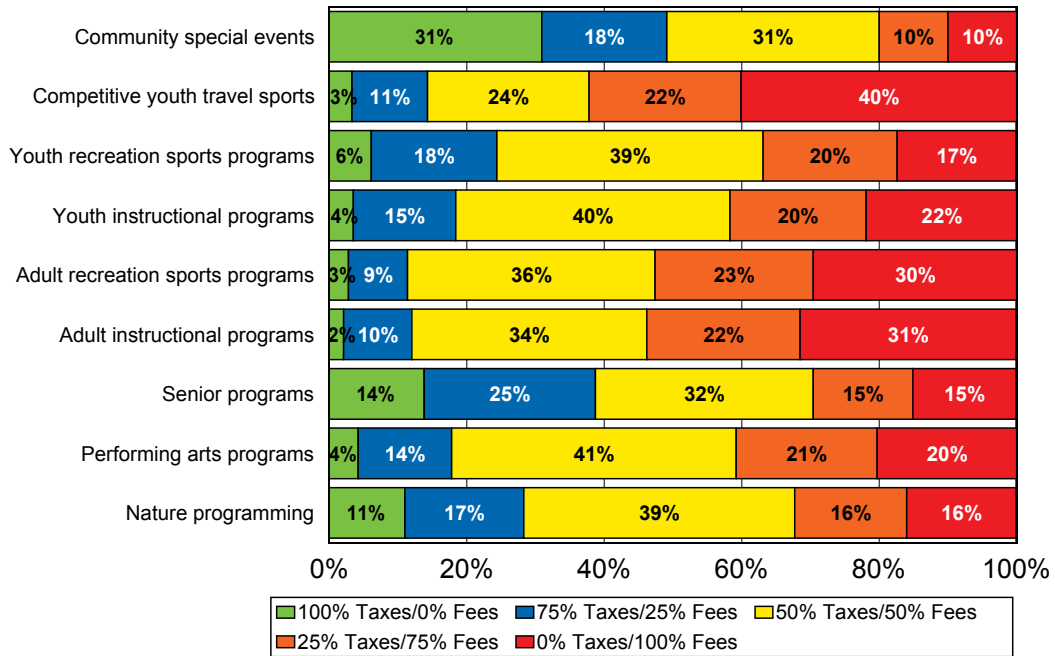
**Q7. Organizations That Households Have Used for Indoor and Outdoor Recreation Activities During the Past 12 Months**

by percentage of respondents (multiple choices could be made)



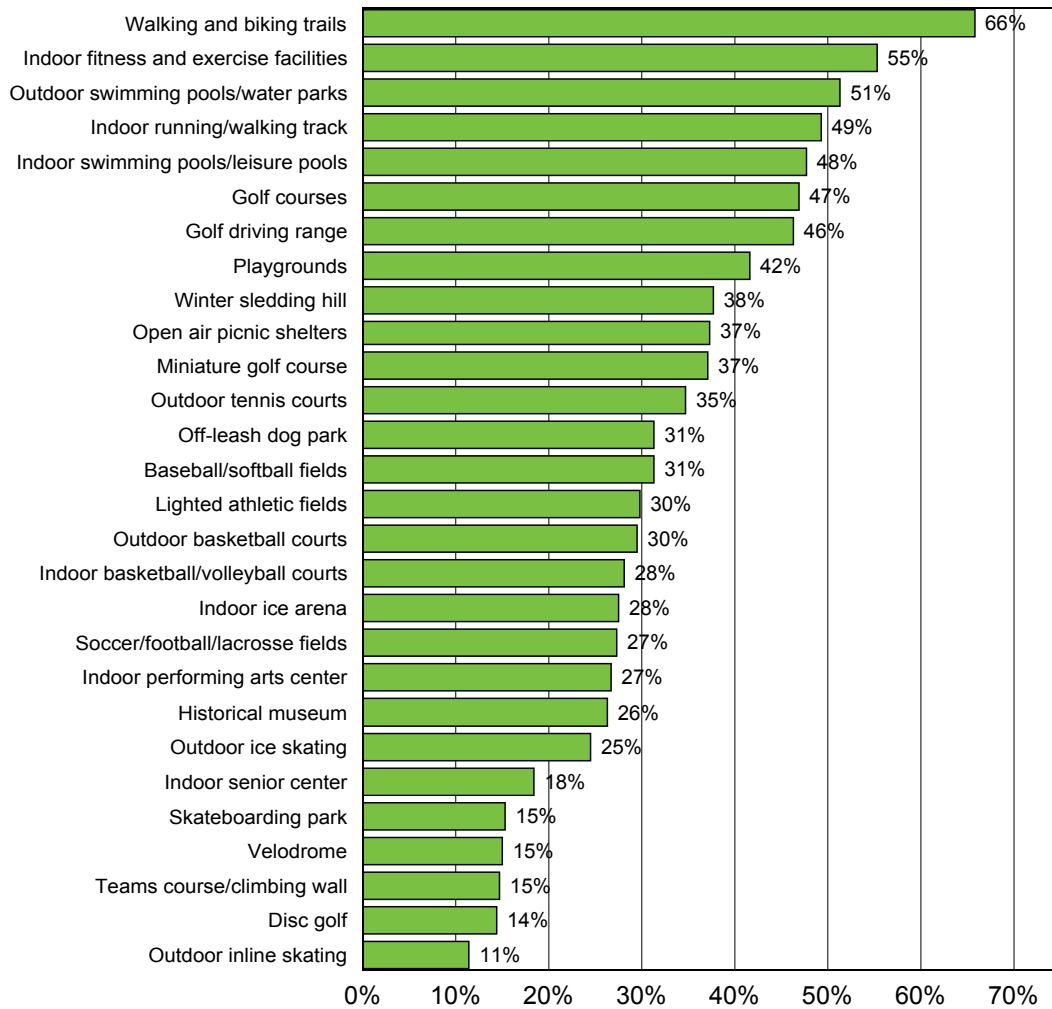
## Q8. How Respondents Believe the Direct Costs Required to Run Various Activities/Programs Should Be Paid

by percentage of respondents



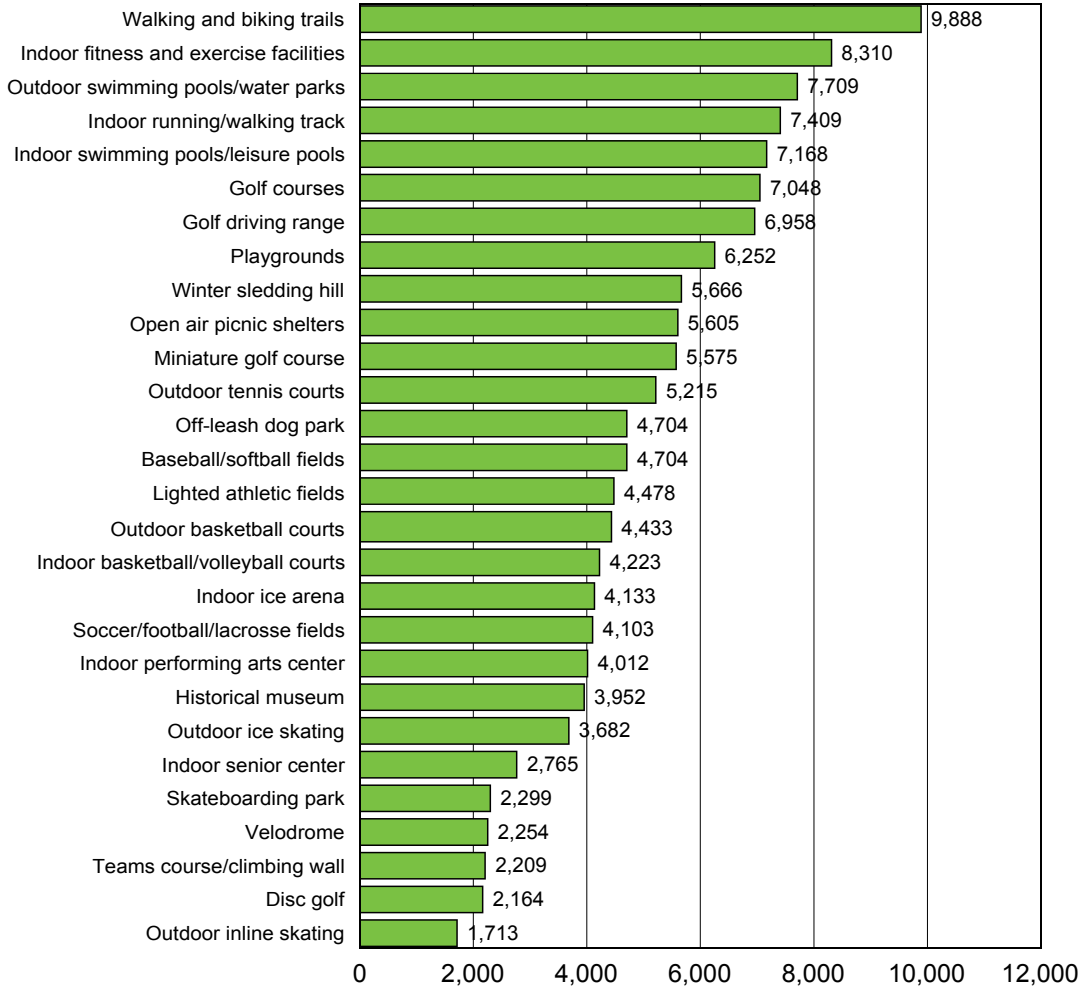
## Q9. Respondent Households That Have a Need for Various Parks and Recreation Facilities

by percentage of respondents (multiple choices could be made)



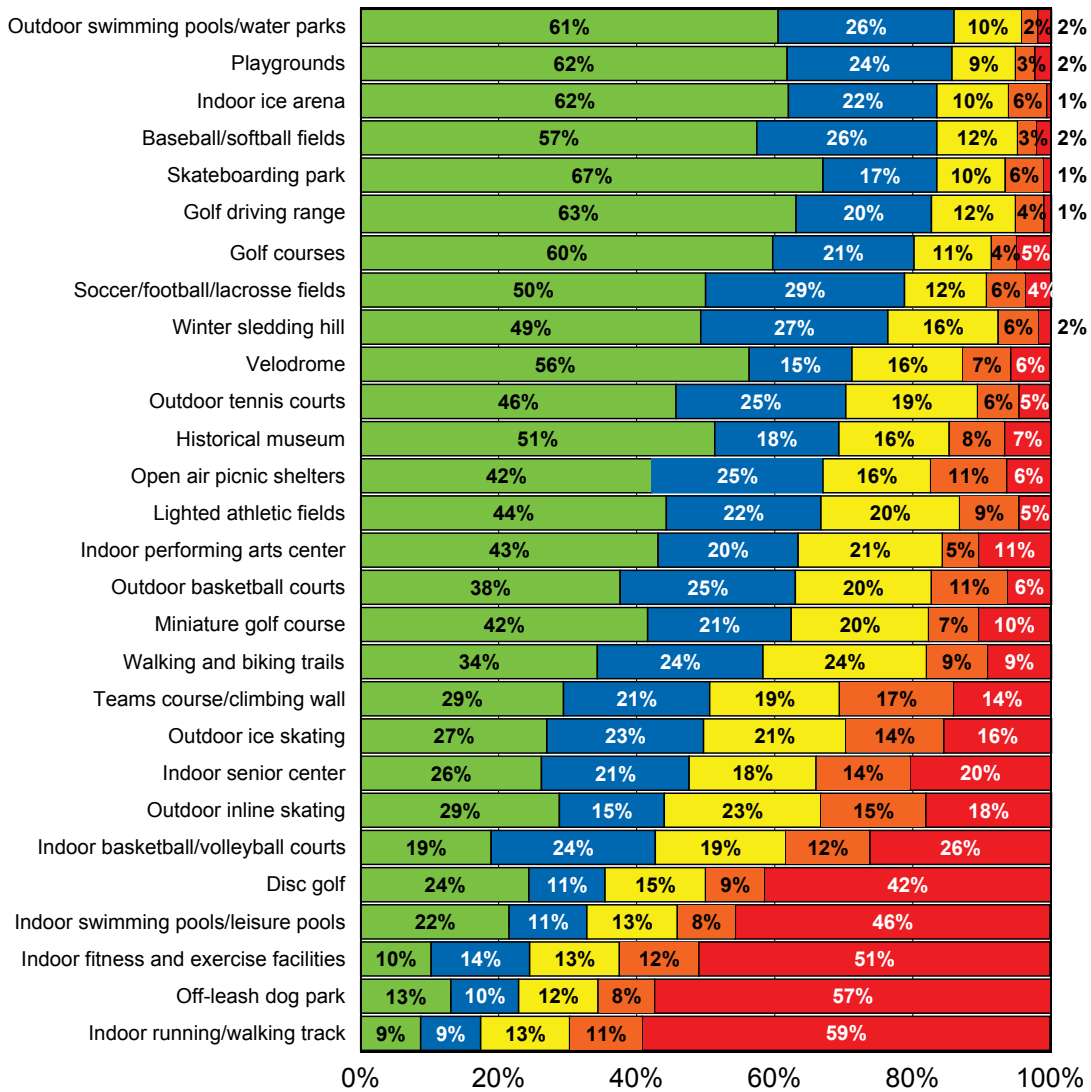
## Q9a. Estimated Number of Households in the Northbrook Park District That Have a Need for Various Parks and Recreation Facilities

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

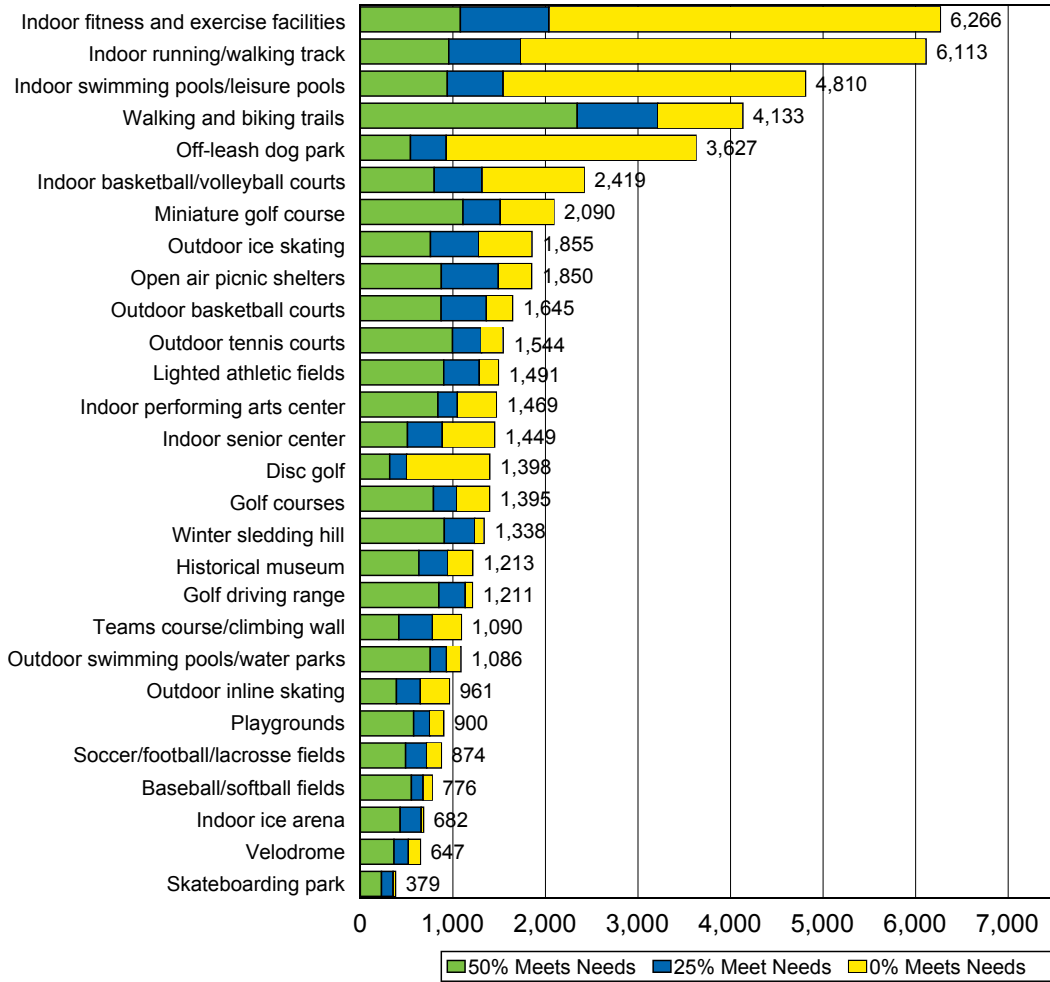
by percentage of respondents with a need for parks/facilities



100% Meets Needs 75% Meets Needs 50% Meets Needs 25% Meets Needs 0% Meets Needs

### Q9c. Estimated Number of Households in the Northbrook Park District Whose Needs for Parks and Recreation Facilities Are Being 50% Met or Less

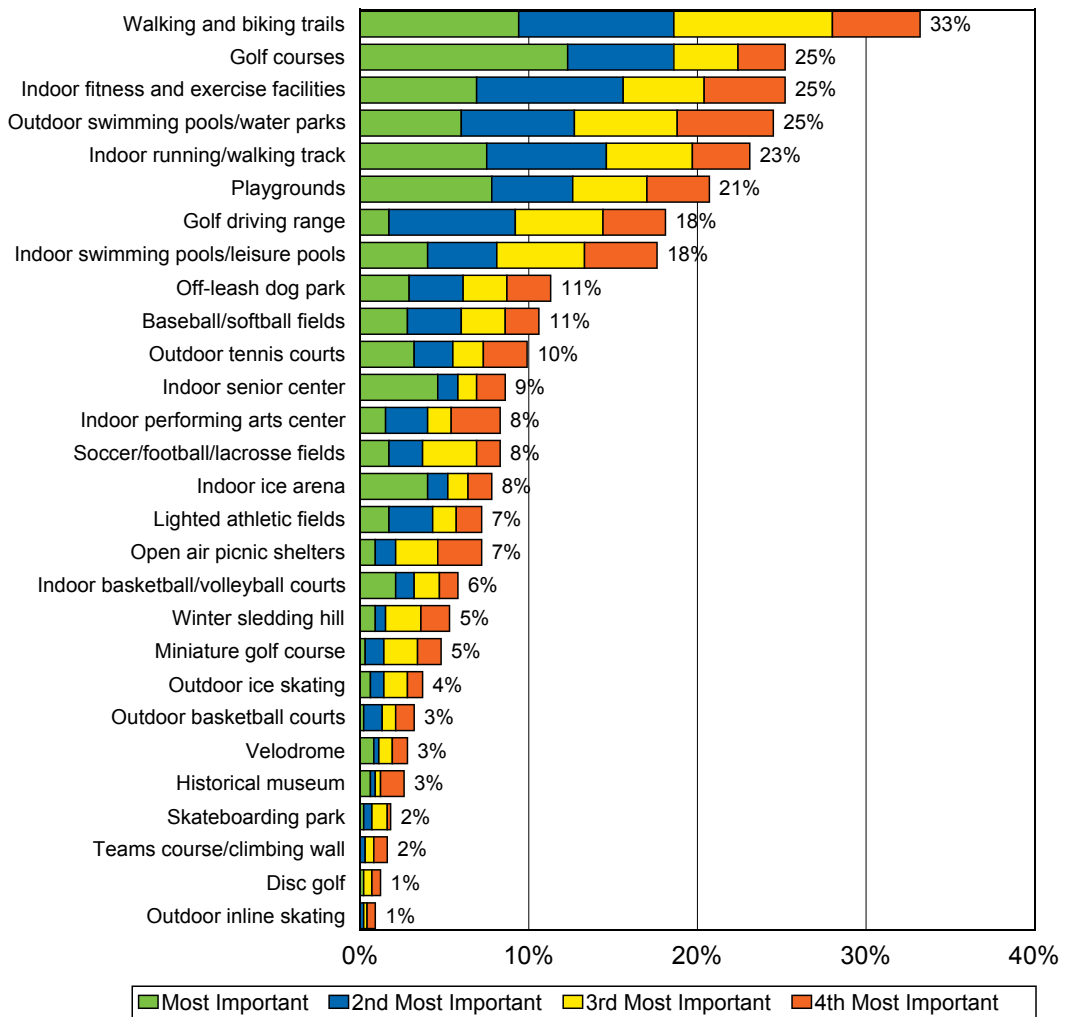
by number of households based on 15,028 households in the Northbrook Park District





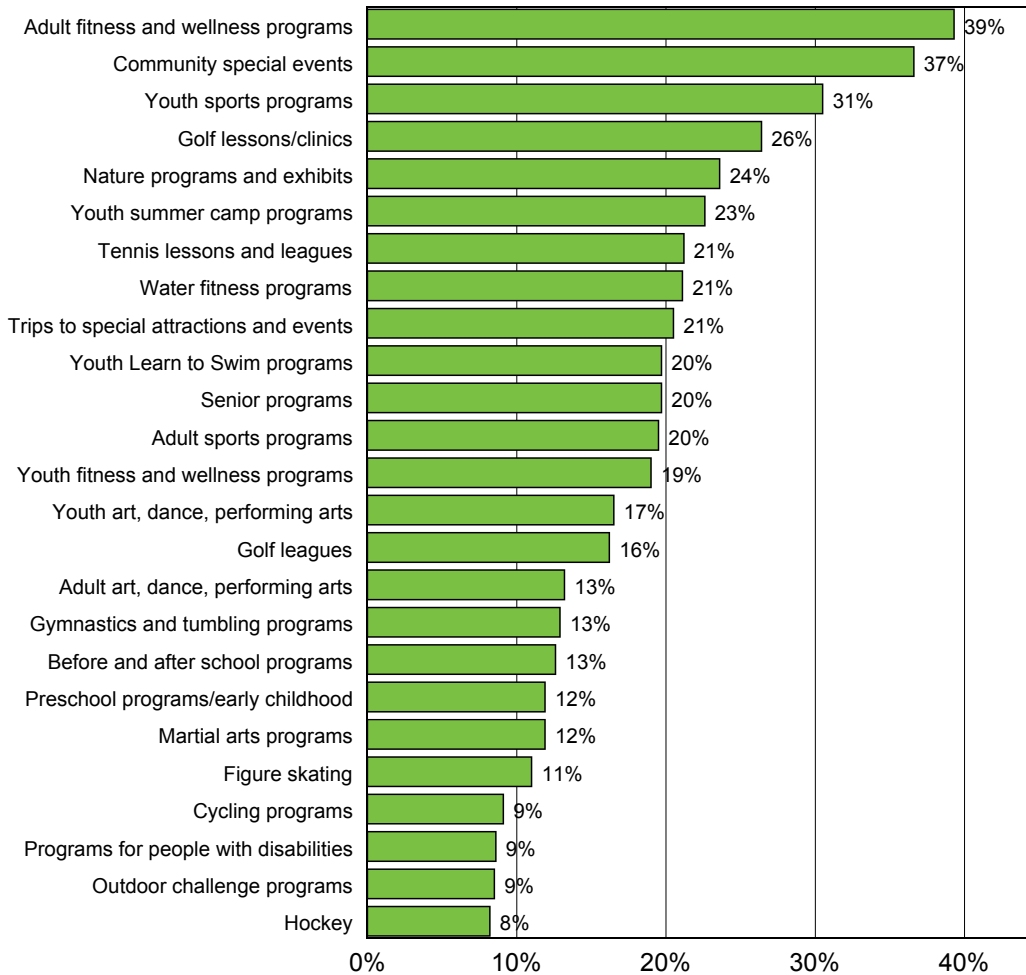
## Q10. Parks and Recreation Facilities That Are Most Important to Respondent Households

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



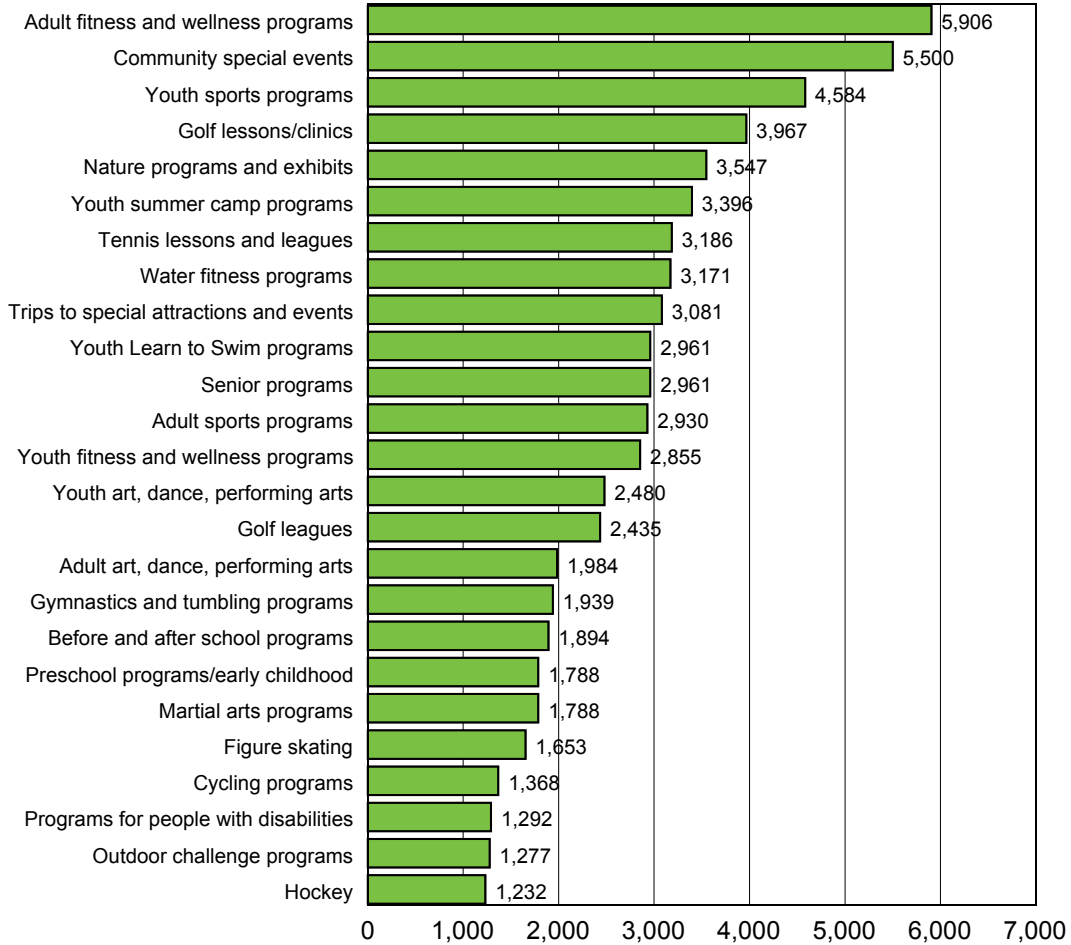
## Q11. Respondent Households That Have a Need for Various Parks and Recreation Programs

by percentage of respondents (multiple choices could be made)



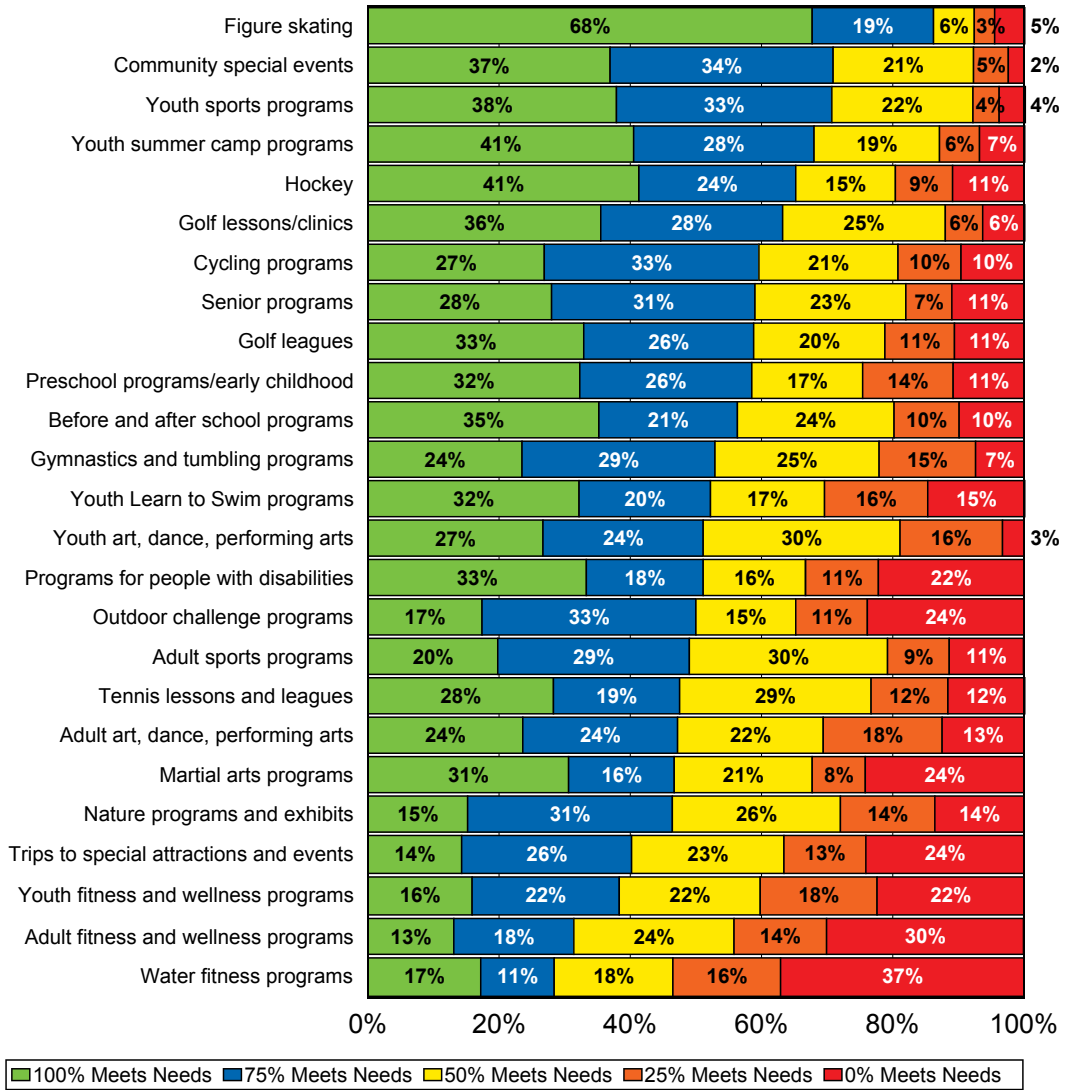
### Q11a. Estimated Number of Households in the Northbrook Park District That Have a Need for Various Parks and Recreation Facilities

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



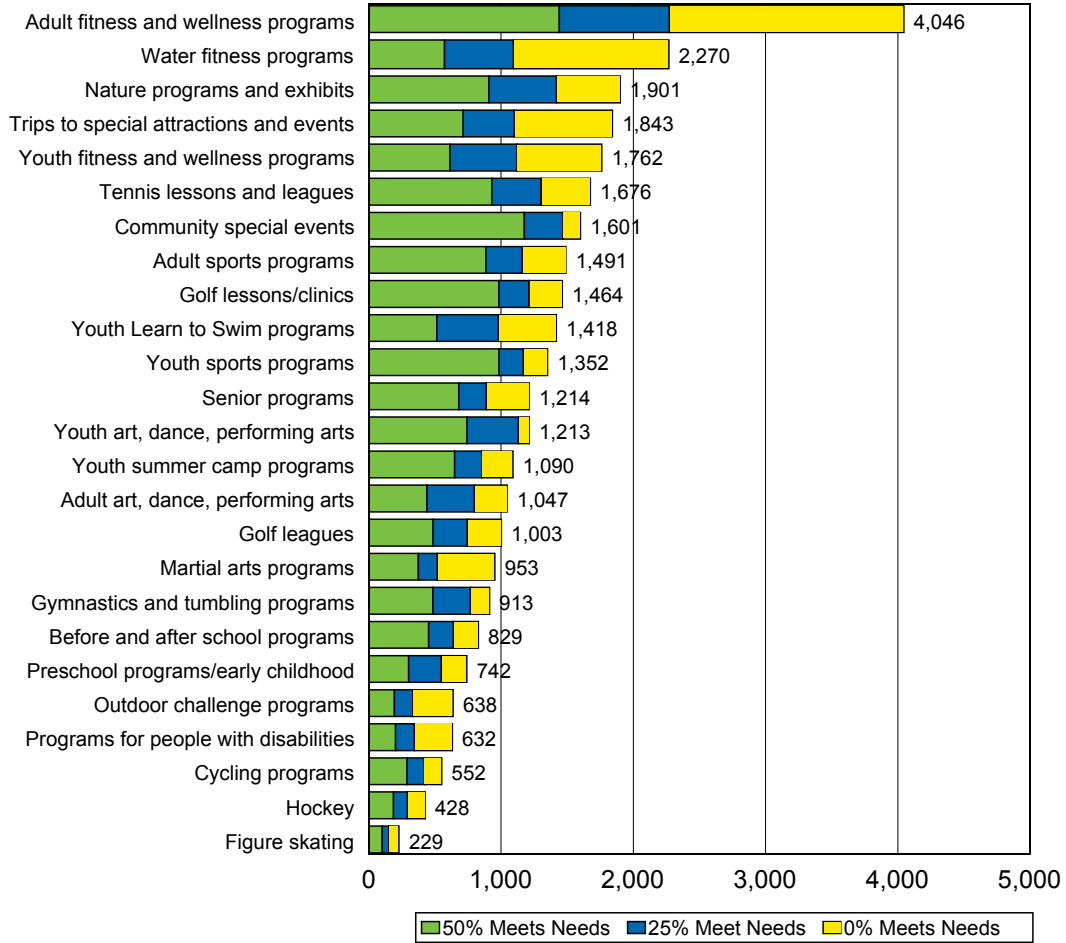
## Q11b. How Well Recreation Programs in the Northbrook Park District Meet the Needs of Respondent Households

by percentage of respondents with a need for recreation programs



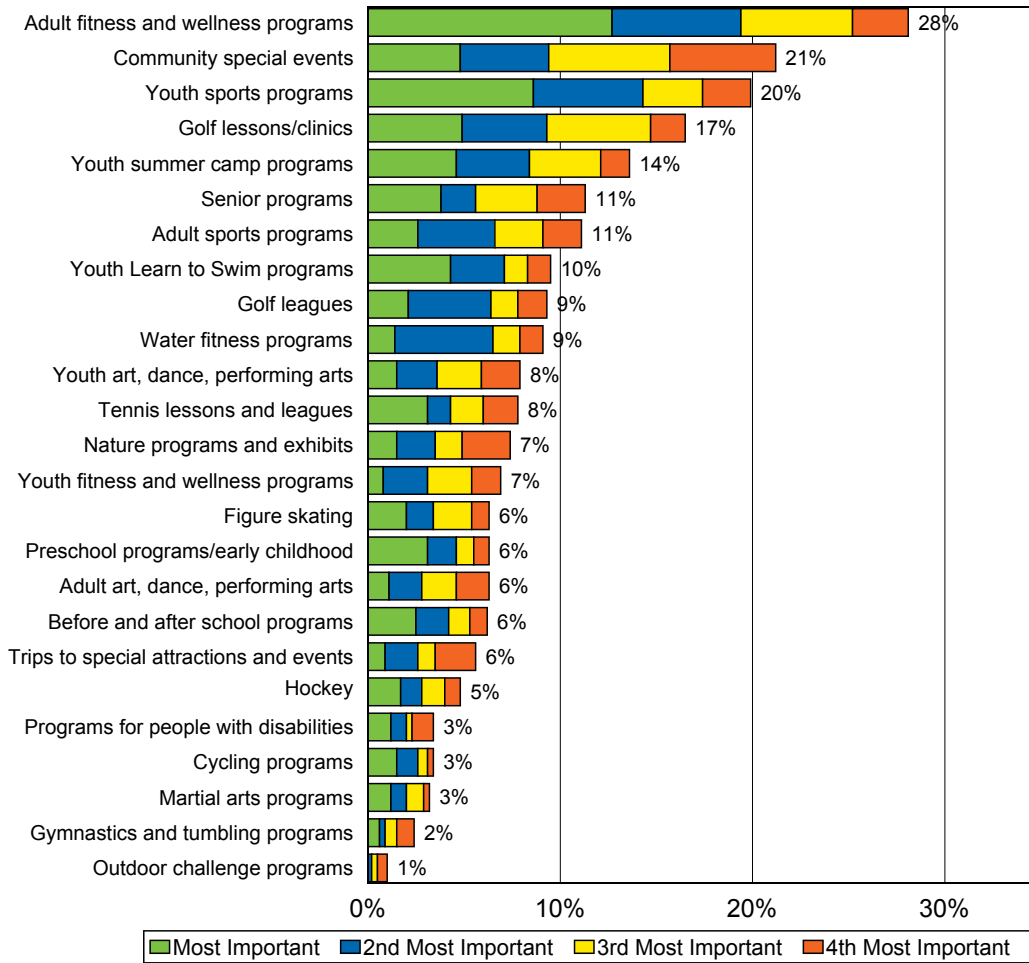
### Q11c. Estimated Number of Households in the Northbrook Park District Whose Needs for Recreation Programs Are Being 50% Met or Less

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



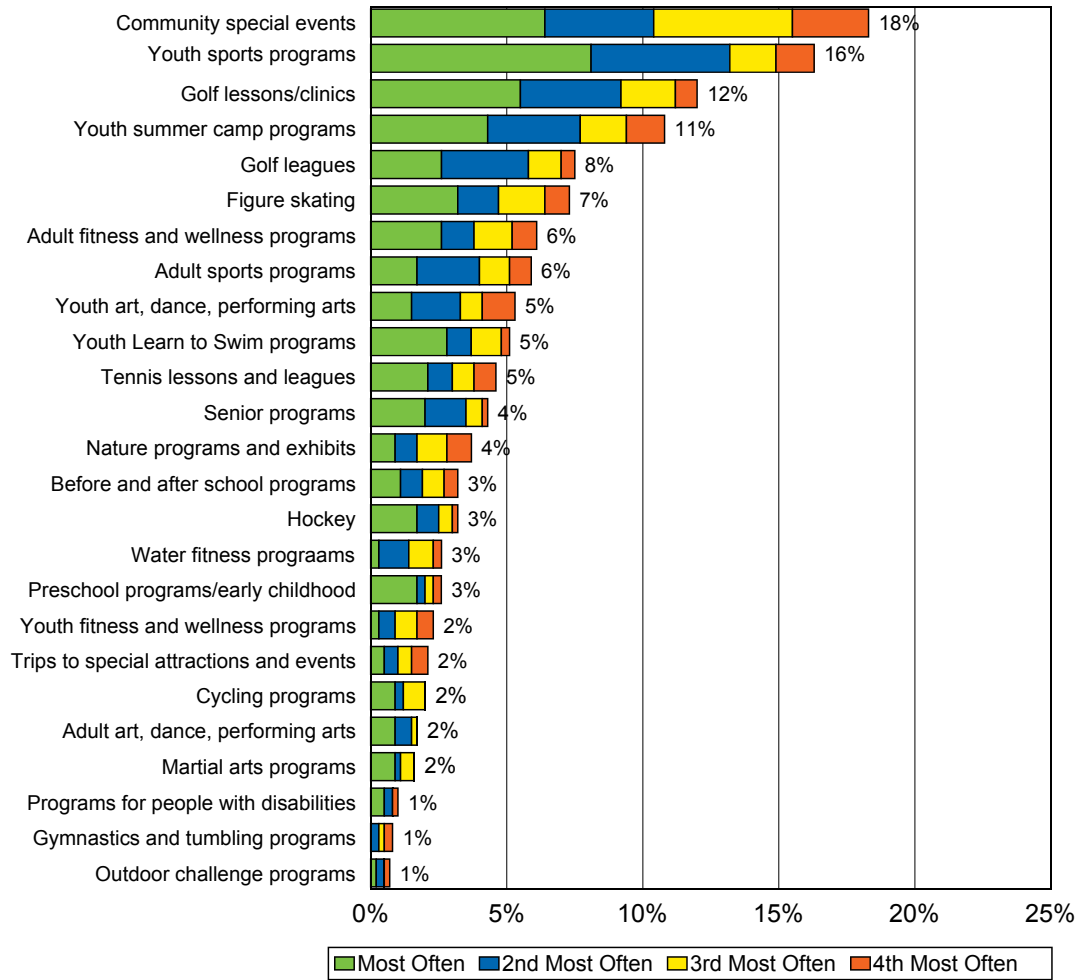
## Q12. Recreation Programs that Are Most Important to Respondent Households

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



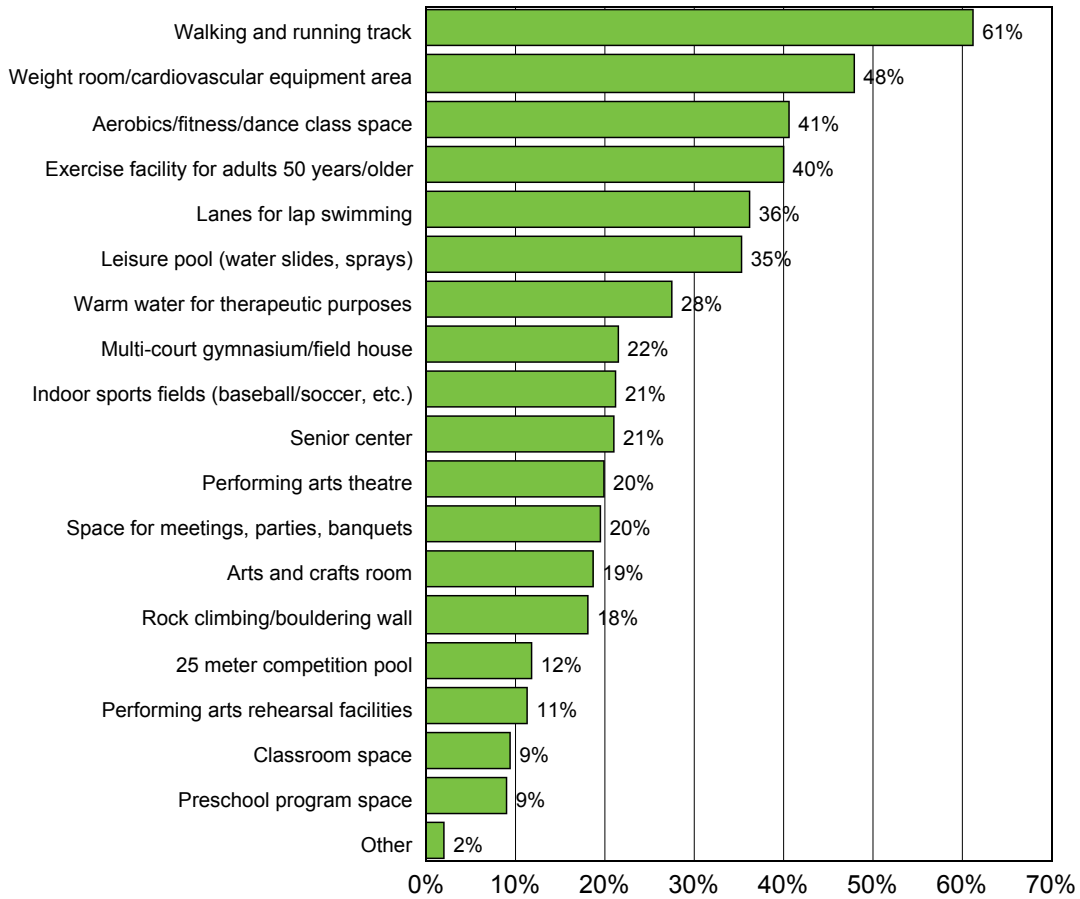
### Q13. Recreation Programs That Households Currently Participate in Most Often at Northbrook Park District Facilities

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



## Q14. Potential Indoor Programming Spaces That Households Would Use

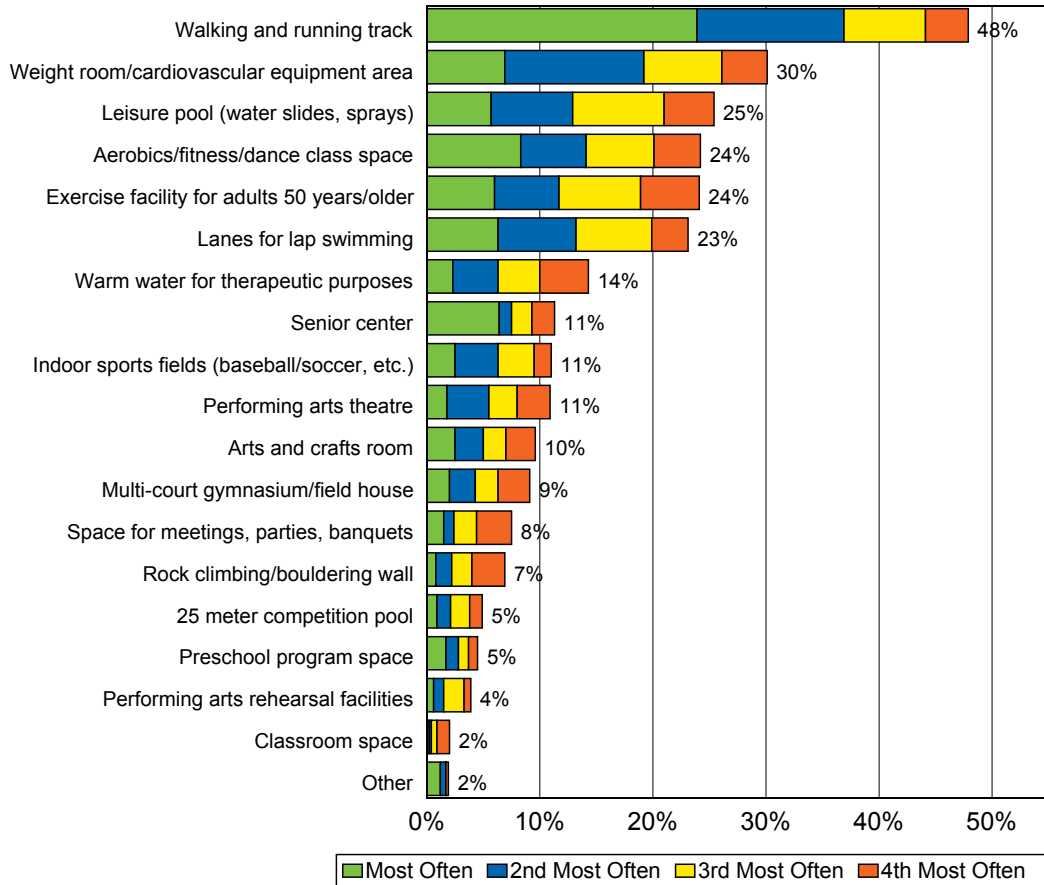
by percentage of respondents (multiple choices could be made)





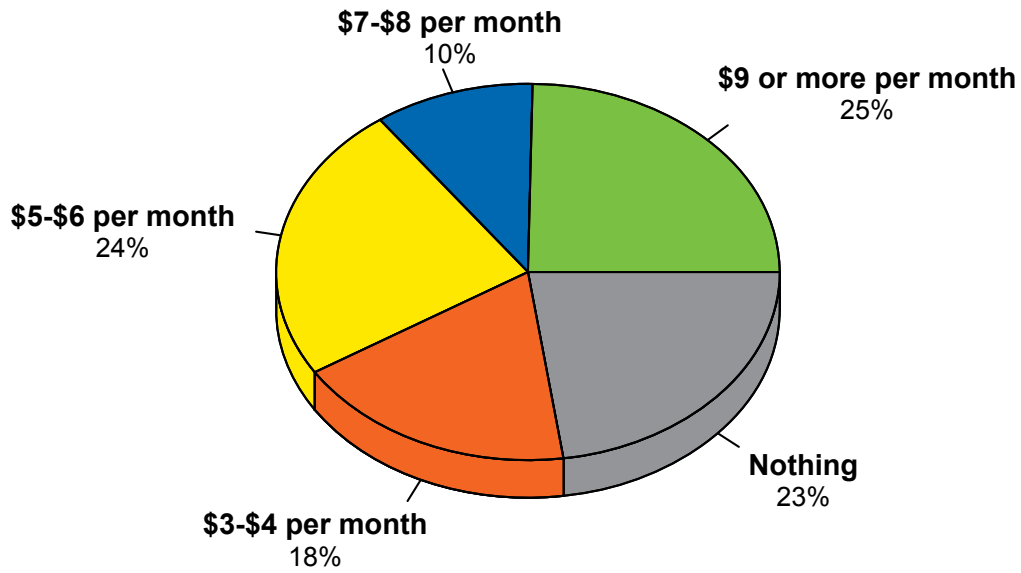
## Q15. Potential Indoor Programming Spaces That Households Would Use Most Often

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



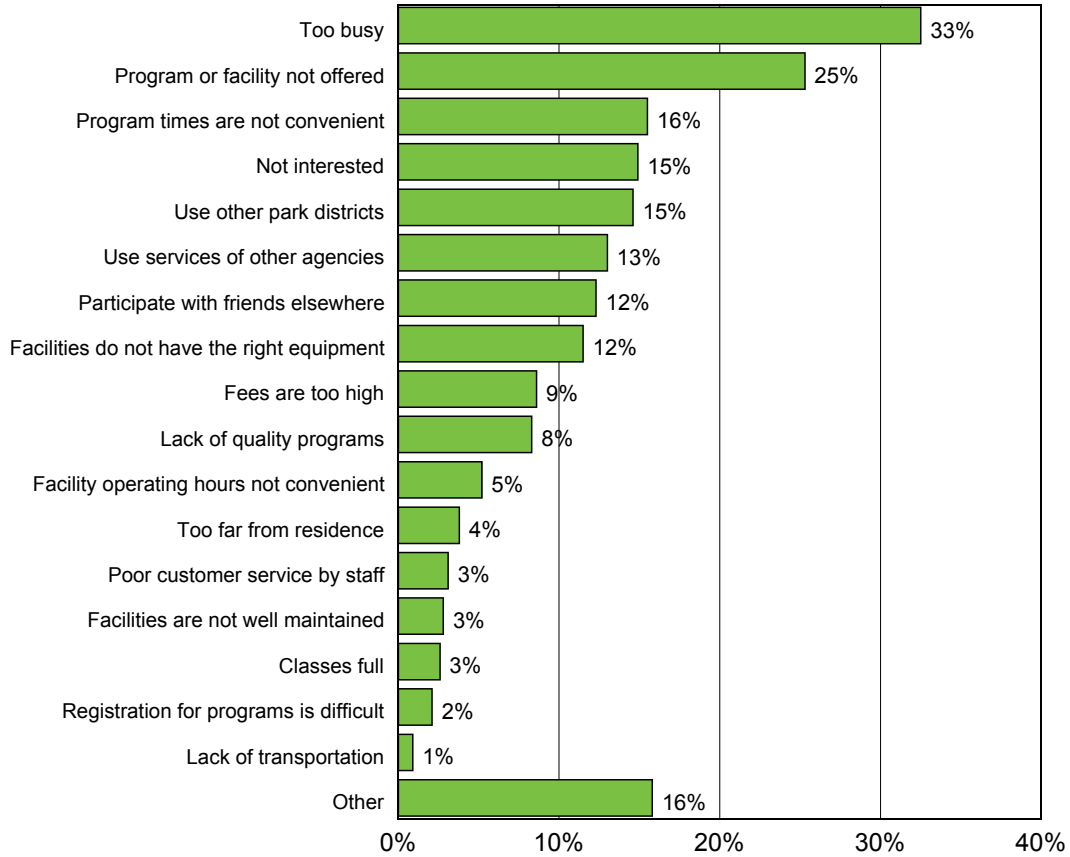
**Q16. Maximum Amount of Additional Tax Revenue That Respondents Would Pay to Develop and Operate the Types of Indoor Programming Spaces Most Important to Their Household**

by percentage of respondents



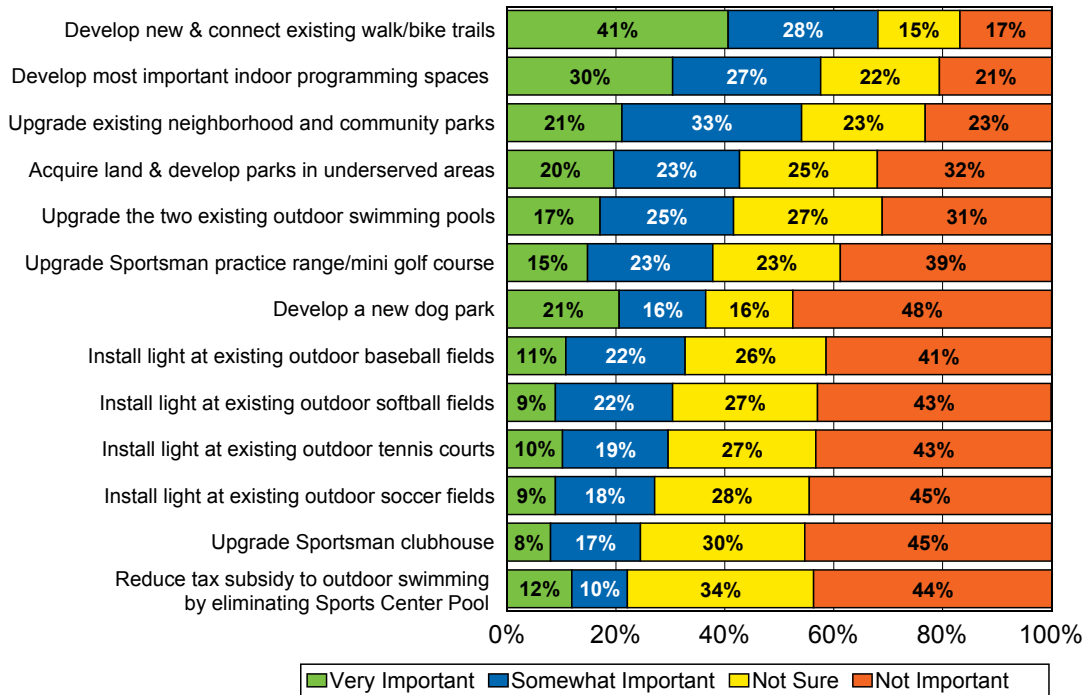
### Q17. Reasons Preventing Households From Using Northbrook Park District Parks, Recreation Facilities or Programs More Often

by percentage of respondents (multiple choices could be made)



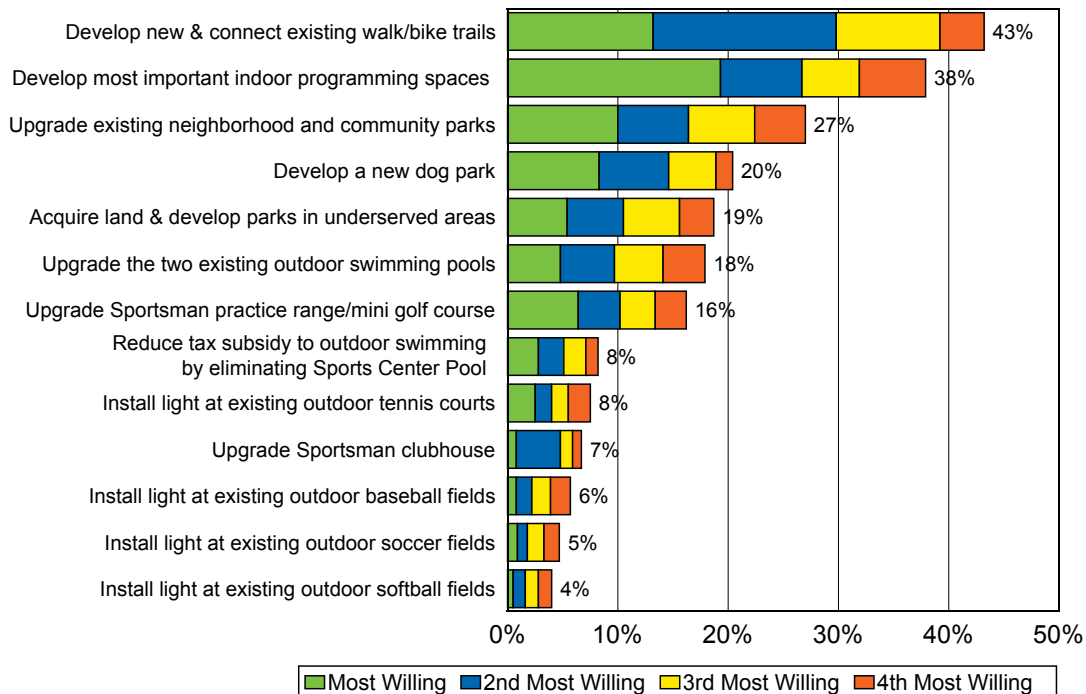
### Q18. Importance of Various Actions the Northbrook Park District Could Take

by percentage of respondents



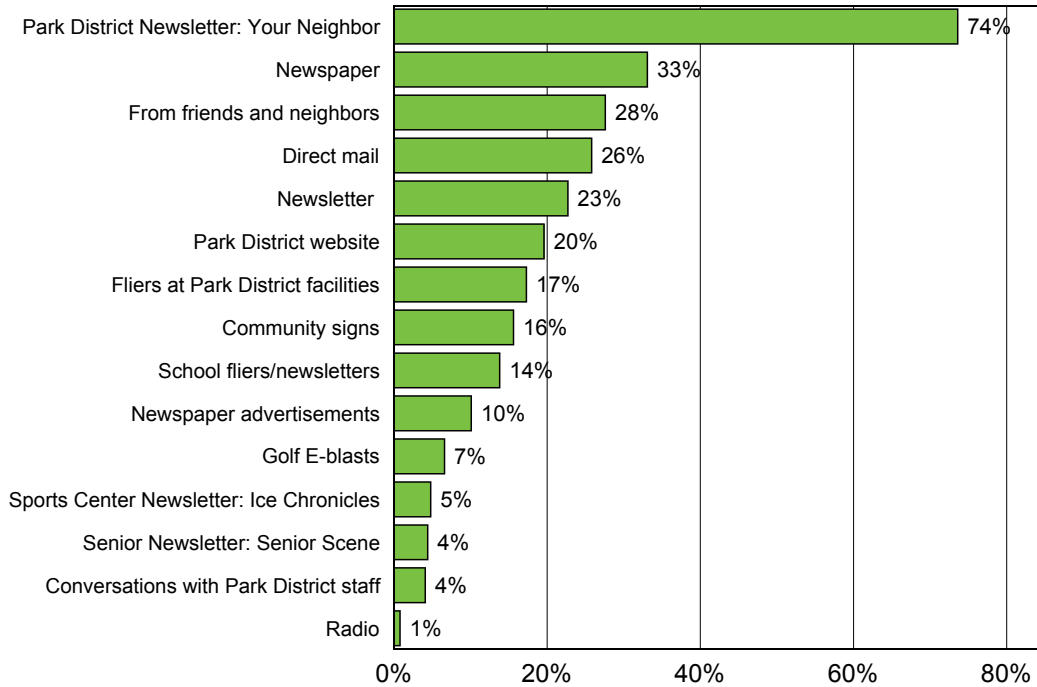
### Q19. Actions That Respondents Are Most Willing to Fund with Their Tax Dollars

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



### 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)



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

by percentage of respondents

