

CITY OF ABILENE

2007 PARKS AND RECREATION SURVEY

CUMULATIVE RESULTS

PROJECT 03152007

RAYMOND TURCO & ASSOCIATES

JUNE 2007

MY NAME IS _____ AND I'M WITH RAYMAR RESEARCH. WE ARE NOT A DIRECT MARKING FIRM AND THIS IS NOT A SALES CALL. OUR FIRM IS CONDUCTING A SURVEY ON PARKS AND RECREATION IN YOUR COMMUNITY. MY QUESTIONS SHOULD ONLY TAKE ABOUT 10 MINUTES, AND YOUR RESPONSES WILL BE CONFIDENTIAL. WOULD YOU CARE TO PARTICIPATE?

WHAT IS YOUR HOME ZIP CODE?	79601	13%
	79602	13%
	79603	22%
	79605	30%
	79606	22%
SEX	MALE	51%
	FEMALE	49%

1. FIRST, HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE QUALITY OF PARKS AND RECREATION IN ABILENE?

VERY SATISFIED14%
SATISFIED68%
DISSATISFIED	9%
VERY DISSATISFIED	4%
NO OPINION	4%

2. AND HOW LONG HAVE YOU LIVED IN THE CITY?

LESS THAN 4 YEARS9%
4 - 10 YEARS	17%
OVER 10 YEARS	74%
REFUSE TO ANSWER	0%

3. PLEASE TELL WHAT YOUR FAVORITE RECREATIONAL ACTIVITY OR SPORT IN WHICH YOU ENJOY PARTICIPATING?

Walking-jogging-running (27%), miscellaneous (13%), swimming-water sports (12%), fishing (11%)

4. WHICH IS YOUR FAVORITE PARK IN ABILENE?

Nelson (31%), Rose (29%), Red Bud (28%)

5. WHAT DO YOU LIKE ABOUT THAT PARK?

Trails (16%), close proximity-location-convenience (12%), variety-activities (8%)

6. IN YOUR PART OF ABILENE, WHAT ONE RECREATIONAL FACILITY WOULD YOU SAY IS LACKING?

Pool (17%), miscellaneous (16%), trails (13%), water park (12%), recreation-community-youth center (12%)

7. IN THE PAST 12 MONTHS, HAVE YOU OR ANYONE IN YOUR HOUSEHOLD

	YES	NO	DON'T REM
A) VISITED OR USED A MUNICIPAL PARK OR PARK FACILITY	80%	19%	1%
B) VISITED OR USED A MUNICIPAL ATHLETIC FIELD	40%	60%	0%
C) PARTICIPATED IN A YOUTH ATHLETIC LEAGUE	25%	75%	0%
D) PARTICIPATED IN AN ADULT ATHLETIC LEAGUE	8%	92%	0%
E) PARTICIPATED IN ANY PROGRAM OFFERED BY THE ABILENE PARKS AND RECREATION DEPT.	19%	80%	1%
F) USED A MUNICIPAL HIKE AND BIKE TRAIL	32%	67%	0%
G) UTILIZED A PARKS ACTIVITY BUILDING FOR AN EVENT	29%	71%	0%
H) USED THE ROSE PARK TENNIS CENTER	12%	88%	0%
I) VISITED A CITY PARK PAVILION	41%	59%	0%
J) VISITED A CITY PLAYGROUND	57%	43%	0%
K) VISITED THE MUNICIPAL GOLF COURSE	17%	83%	0%
L) USED PLAY AREAS AT A LOCAL GRADE SCHOOL	27%	73%	0%
M) USED RECREATIONAL FACILITIES AT AN AREA COLLEGE OR UNIVERSITY? (IF YES, WHICH ONE?)	29%	70%	0%
Abilene Christian University (55%), Hardin Simmons University (27%), McMurry University (16%), Cisco Junior College (2%)			
N) USED A PRIVATE RECREATION FACILITY OR GYM	36%	64%	0%

8. THE CITY IS CURRENTLY IN THE PROCESS OF UPDATING ITS MASTER DEVELOPMENT PLAN FOR ITS PARK AND RECREATION SYSTEM. WHEN COMPLETED, THE PLAN WOULD MAKE RECOMMENDATIONS FOR ADDITIONAL FACILITIES AND OTHER SERVICES. PLEASE TELL ME HOW IMPORTANT OR UNIMPORTANT YOU THINK IT WOULD BE TO EITHER BUILD NEW OR ADDITIONAL _____ IN ABILENE?

	VI	I	U	VU	NO
A) BASEBALL FIELDS	15%	42%	30%	6%	7%
B) ADULT SOFTBALL FIELDS	9%	39%	38%	4%	9%
C) YOUTH SOFTBALL FIELDS	12%	45%	31%	4%	8%
D) SOCCER FIELDS	13%	52%	25%	3%	7%
E) TENNIS COURTS	8%	42%	36%	4%	10%
F) FOOTBALL FIELDS	8%	38%	41%	5%	7%
G) VOLLEYBALL COURTS	9%	52%	26%	3%	10%
H) BASKETBALL COURTS	13%	53%	22%	4%	8%
I) CHILDREN'S WATER SPRAY PARK	32%	49%	10%	3%	5%
J) JOGGING/BIKING TRAILS	26%	59%	11%	2%	2%
K) RENTAL PICNIC/REUNION PAVILIONS	16%	61%	16%	2%	5%
L) RENOVATE NEIGHBORHOOD RECREATION AND SENIOR CENTERS	29%	56%	8%	2%	5%
M) MARINA AT LAKE FORT PHANTOM	25%	43%	21%	3%	8%
N) PLAYGROUNDS	22%	62%	14%	2%	2%
O) PICNIC TABLES	22%	65%	9%	1%	3%
P) EVENTS AMPHITHEATER	18%	51%	21%	2%	9%
Q) DOG PARK	14%	42%	34%	4%	6%
R) NATURAL HABITAT/NATURE AREAS	24%	56%	15%	2%	3%
S) RECREATION CENTER	14%	61%	18%	2%	5%
T) PARK RESTROOMS	37%	56%	3%	1%	2%
U) BMX BICYCLE COURSE	10%	47%	29%	6%	8%

9. FROM THE LIST I JUST READ, WHAT WOULD YOU CONSIDER TO BE THE MOST IMPORTANT RECREATIONAL FACILITY TO CONSTRUCT?

Children's water spray park (18%), jogging-biking trails (15%), marina at Lake Fort Phantom (10%)

10. USING A SCALE OF EXCELLENT, GOOD, FAIR OR POOR, AND BASED ON WHATEVER IMPRESSIONS YOU MAY HAVE, HOW WOULD YOU RATE ABILENE IN TERMS OF

	E	G	F	P	NO
A) THE NUMBER OF PARKS IN THE CITY	14%	55%	25%	5%	1%
B) HAVING PARKS CONVENIENTLY LOCATED FOR PEOPLE IN ALL AREAS	14%	55%	23%	7%	1%
C) THE OVERALL QUALITY OF CITY PARKS	9%	56%	28%	5%	2%
D) THE OVERALL SAFETY OF CITY PARKS	10%	56%	25%	5%	4%
E) THE MAINTENANCE OF CITY PARKS	10%	55%	25%	7%	2%
F) THE VARIETY OF RECREATIONAL FACILITIES WITHIN PARKS	6%	49%	31%	10%	4%
G) THE NUMBER OF ATHLETIC FIELDS IN THE CITY	9%	54%	24%	4%	11%
H) HAVING ATHLETIC FIELDS CONVENIENTLY LOCATED FOR PEOPLE IN ALL AREAS	6%	52%	25%	7%	10%
I) THE OVERALL QUALITY OF CITY ATHLETIC FIELDS	8%	56%	23%	3%	10%
J) THE MAINTENANCE OF CITY ATHLETIC FIELDS	7%	57%	19%	4%	13%
K) THE NUMBER OF PRACTICE FIELDS IN THE CITY	4%	43%	25%	8%	21%
L) HAVING PRACTICE FIELDS CONVENIENTLY LOCATED FOR PEOPLE IN ALL AREAS	4%	40%	25%	11%	25%
M) THE OVERALL QUALITY OF RECREATION CENTERS	7%	48%	26%	5%	14%
N) THE VARIETY OF CLASSES AND PROGRAMS OFFERED BY THE PARKS & RECREATION DEPARTMENT	10%	44%	20%	5%	21%
O) THE OVERALL QUALITY OF PARKS & RECREATION CLASSES AND PROGRAMS	8%	42%	21%	4%	26%
P) THE AMOUNT OF HIKE AND BIKE TRAILS IN CITY	3%	23%	30%	27%	18%
Q) HAVING HIKE AND BIKE TRAILS CONVENIENTLY LOCATED FOR PEOPLE IN ALL AREAS	2%	22%	27%	31%	18%
R) THE OVERALL QUALITY OF HIKE AND BIKE TRAILS IN THE CITY	4%	31%	25%	16%	23%
S) THE OVERALL QUALITY OF PLAYGROUNDS IN CITY	8%	61%	20%	5%	6%
T) THE NUMBER OF CITY TENNIS COURTS	3%	34%	23%	10%	30%
U) THE OVERALL QUALITY OF CITY TENNIS CTS	5%	38%	18%	6%	34%
V) THE OVERALL QUALITY OF CITY SWIMMING POOLS	2%	32%	22%	11%	32%

11. HOW IMPORTANT OR UNIMPORTANT IS IT FOR THE CITY TO PROVIDE THE FOLLOWING TYPES OF FACILITIES OR PROGRAMS OVER THE NEXT FIVE TO TEN YEARS?

	VI	I	U	VU	NO
A) NEW PARKS IN THE NORTHERN PART OF THE CITY	32%	49%	12%	4%	3%
B) NEW PARKS IN THE SOUTHERN PART OF THE CITY	20%	50%	25%	3%	3%
C) RENOVATION OF CURRENT PARKS	26%	64%	7%	1%	2%
D) ADDITIONAL ATHLETIC FACILITIES	13%	53%	23%	3%	8%
E) MORE PROGRAMS AND FACILITIES FOR SENIORS	25%	55%	11%	2%	7%
F) MORE RECREATION PROGRAMS FOR YOUTH & ADULTS	26%	61%	8%	1%	5%
G) RENOVATION OF POOL FACILITIES	24%	50%	9%	1%	16%
H) EXPANSION OF POOL FACILITIES	24%	49%	11%	1%	15%
I) IMPROVED INDOOR RECREATION FACILITIES	19%	62%	8%	1%	15%
J) AFFORDABLE RECREATION OPPORTUNIES FOR ALL RESIDENTS OF ABILENE, ESPECIALLY THOSE WHO MAY NOT BE ABLE TO AFFORD THEM	46%	49%	3%	1%	2%

VI I U VU NO

K) TRAILS FOR WALKING AND BIKING	37%	52%	7%	1%	4%
L) PARKS AROUND AREA LAKES	31%	55%	8%	2%	5%

12. IN THE PAST YEAR, HAVE YOU OR A MEMBER OF YOUR FAMILY VISITED ONE OF THE CITY'S SENIOR CENTERS? (IF YES: DO YOU MOST FREQUENT THE ROSE CENTER, ONE OF THE NEIGHBORHOOD SENIOR CENTERS, OR BOTH EQUALLY?)

NO	69%
ROSE CENTER	21%
OTHER	7%
EQUALLY	3%
NO OPINION	0%

(IF NO OR NO OPINION, SKIP TO #14)

13. REGARDING SENIOR PROGRAMS, IS THERE A PARTICULAR PROGRAM NOT OFFERED BY THE CITY THAT YOU WOULD LIKE TO SEE OFFERED?

Miscellaneous (22%), arts-crafts (21%), work out-aerobics (18%)

14. I'M GOING TO READ YOU A LIST OF STATEMENTS. PLEASE TELL ME HOW STRONGLY YOU AGREE OR DISAGREE WITH EACH . . .

	SA	A	D	SD	NO
A) I'M SATISFIED WITH THE RECREATIONAL FACILITIES IN ABILENE AS THEY ARE TODAY	4%	61%	29%	3%	2%
B) I AM WILLING TO PAY SOME ADDITIONAL CITY TAXES TO SEE THE QUALITY OF PARKS UPGRADED	7%	62%	23%	5%	3%
C) THE EXISTING PARK SYSTEM IS ADEQUATE	3%	49%	42%	3%	3%
D) THE CITY SHOULD IMPROVE THE EXISTING PARKS AND NOT DEVELOP ANY NEW ONES	5%	45%	41%	5%	5%
E) PARKS CONTRIBUTE TO THE QUALITY OF LIFE IN OUR CITY	31%	67%	1%	0%	1%
F) I FEEL SAFE WHEN I VISIT PARKS IN MY AREA	10%	73%	10%	3%	5%
G) THE APPEARANCE OF PARKS IN THE CITY IS ADEQUATE	3%	74%	13%	2%	1%
H) BETTER PARKS WILL HELP TO IMPROVE OUR CITY IMAGE	27%	65%	6%	0%	2%
I) I FEEL THAT PARKS CONTRIBUTE TO THE ECONOMIC VIABILITY OF THE CITY	19%	67%	10%	1%	3%

15. HOW STRONGLY WOULD YOU SUPPORT OR OPPOSE THE CITY UTILIZING THE FOLLOWING STRATEGIES TO INCREASE THE AMOUNT OF FUNDING AVAILABLE TO THE PARKS AND RECREATION DEPARTMENT IN ORDER FOR IT TO IMPROVE PARK SERVICES IN ABILENE?

	SS	S	O	SO	NO
A) INCREASE THE DEPARTMENT'S ANNUAL BUDGET	17%	65%	13%	1%	5%
B) INCREASE FEES FOR THOSE WHO PARTICIPATE IN ORGANIZED SPORTS SUCH AS SOCCER OR BASEBALL	4%	54%	34%	3%	5%
C) INCREASE FEES FOR THOSE WHO PARTICIPATE IN YOUTH RECREATION PROGRAMMING	4%	47%	41%	4%	5%
D) MAINTAIN CURRENT FUNDING LEVEL, WHICH OVER TIME COULD RESULT IN THE REDUCTION OF THE NUMBER OF PROGRAMS AND FACILITIES THAT THE DEPARTMENT OFFERS TO HELP FUND PARK FACILITIES AND PROGRAMS	1%	26%	53%	11%	9%
E) REDIRECT A PORTION OF THE CITY SALES TAX REVENUE FROM ECONOMIC DEVELOPMENT TO RECREATION AND PARK PROGRAMS AND FACILITY DEVELOPMENT	14%	65%	14%	2%	5%
F) INCREASE RENTAL FEES FOR PARK FACILITIES	3%	59%	27%	3%	7%

16. FROM WHICH OF THE FOLLOWING SOURCES DO YOU GET INFORMATION ABOUT RECREATIONAL ACTIVITIES IN ABILENE? (CIRCLE ALL THAT APPLY)

ABILENE REPORTER NEWS	75%	PARKS/RECREATION OFFICE	26%
SCHOOL BROCHURES/FLYRS	37%	ABILENE INTERNET HOME PAGE	24%
CITY CABLE CHANNEL	36%	SIGNS	56%
RECREATION BROCHURES	47%	WORD OF MOUTH	83%
RADIO	52%	OTHER _____	.6%
ONLINE NEWSLETTER/LEISURE GUIDE	19%		

17. HOW FREQUENTLY DO YOU VOTE IN CITY-RELATED ELECTIONS, LIKE CITY COUNCIL OR CITY BOND ELECTIONS?

ALWAYS48%
OFTEN30%
SELDOM11%
NEVER10%
NO OPINION1%

18. HOW LIKELY OR UNLIKELY WOULD YOU BE TO SUPPORT A FUTURE BOND ELECTION TO FINANCE MAJOR POTENTIAL PARKS AND RECREATION IMPROVEMENTS?

VERY LIKELY29%
LIKELY48%
UNLIKELY12%
VER UNLIKELY7%
REFUSE TO ANSWER5%

19. THESE LAST FEW QUESTIONS ARE JUST FOR CLASSIFICATION PURPOSES. WHICH OF THE FOLLOWING AGE GROUPS DO YOU COME UNDER?

LESS THAN 25 YEARS3%
25 - 35 YEARS11%
35 - 45 YEARS18%
45 - 55 YEARS23%
55 - 65 YEARS19%
OVER 65 YEARS25%
REFUSED TO ANSWER1%

20. PLEASE TELL ME IF YOU HAVE CHILDREN UNDER THE AGE OF 18 AT HOME (IF YES: IN WHICH OF THE FOLLOWING GROUPS DO THEY COME UNDER?

(CIRCLE ALL THAT APPLY)

NO CHILDREN63%
UNDER 615%
6 - 1219%
13 - 1817%
REFUSE TO ANSWER0%

21. DO YOU PARTICIPATE IN AN ATHLETIC ASSOCIATION IN THE CITY OF ABILENE?

YES20%
NO80%

THAT'S THE END OF OUR SURVEY BUT COULD I CHECK TO SEE IF I DIALED THE CORRECT NUMBER. I DIALED _____. AND COULD I HAVE YOUR FIRST NAME, ONLY IN CASE MY SUPERVISOR HAS TO VERIFY THIS INTERVIEW? _____. THANK YOU AND HAVE A NICE EVENING.

CALLER INI. _____ SHEET NUMBER _____ ZIPCODE _____ SURVEY LENGTH _____