

# Community Survey

## Findings Report

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conducted for

# The Sugar Grove Park District



by

**Leisure Vision**

a division of ETC Institute  
725 W. Frontier Circle  
Olathe, KS 66061  
(913) 829-1215

December 2008



# **Community Survey**

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## **Executive Summary of Citizen Survey Results**

### **Overview of the Methodology**

The Sugar Grove Park District conducted a Community Survey as part of a Strategic Plan during the fall of 2008 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 Sugar Grove Park District. The survey was administered by a combination of phone and mail.

Leisure Vision worked extensively with Sugar 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.

Leisure Vision mailed surveys to a random sample of 1,500 households throughout the Sugar 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. 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 300 completed surveys from Sugar Grove Park District residents. This goal was accomplished, with a total of 301 surveys having been completed. The results of the random sample of 301 households have a 95% level of confidence with a precision of at least +/-5.6%.

The following pages summarize major survey findings:

## Major Survey Findings

- **Use of Sugar Grove Park District Parks.** The Sugar Grove Park District parks visited by the highest percentage of respondent households during the past year include: Volunteer Park (28%), Sugar Grove Sports Complex (25%), and Black Walnut Park (22%). Sixty-four percent (64%) of households have visited at least one Sugar Grove Park District park during the past year. Of the 64% of households that have visited Park District parks during the past year, 78% rated the physical condition of the parks as either excellent or good.
- **Use of Recreation Facilities.** The recreation facilities used by the highest percentage of respondent households during the past year include: Fox Valley Park District facilities (38%), Sugar Grove Community House (36%), and John Shields Elementary School (30%).
- **Participation in Sugar Grove Park District Programs.** Thirty percent (30%) of those surveyed have participated in Sugar Grove Park District programs during the past year. Of the 30% of households that have participated in Park District programs during the past year, 81% rated the programs as either excellent or good.
- **Activities Participated in at Fox Valley Park District Facilities.** The activities that the highest percentage of Sugar Grove households participate in at Fox Valley Park District facilities include: swimming at outdoor pools (29%), golf (26%), swimming at indoor pools (23%), and fitness center activities (22%).
- **Need for Parks and Recreation Facilities.** There are five parks and recreation facilities that over 40% of households have a need for: biking/walking trails (71%), indoor fitness center (49%), outdoor swimming pool (44%), golf course/driving range (44%), and playgrounds (42%).
- **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: biking/walking trails (48%), indoor fitness center (29%), playgrounds (24%), outdoor swimming pool (22%), and golf course/driving range (22%).
- **Need for Recreation Sports Programs.** The recreation programs that the highest percentage of households have a need for include: adult fitness and wellness programs (47%), special events (33%), youth sports programs (27%), golf lessons and leagues (27%), and youth learn to swim programs (27%).



- **Most Important Recreation and Sports Programs.** Based on the sum of their top four choices, the recreation programs that households rated as the most important are: adult fitness and wellness programs (32%), youth sports programs (20%), youth learn to swim programs (20%), and special events (18%).
- **Reasons Preventing the Use of Park District Parks and Recreation Facilities More Often.** The most frequently mentioned reasons preventing households from using Park District parks and recreation facilities more often include: “program or facility not offered”, (34%), “program times are not convenient” (23%), and “I do not know what is being offered” (21%).
- **Most Important Benefits of Parks and Recreation Activities.** Based on the sum of their top three choices, the benefits of parks and recreation activities that households rated as the most important are: improve physical health and fitness (51%), presents Sugar Grove as a more desirable place to live (47%), preserves open space and the environment (36%), and increases property values (36%).
- **Paying Additional Taxes for Parks and Recreation Facilities and Programs.** Two-thirds (67%) of those surveyed would pay some amount of additional taxes to fund the types of parks and recreation facilities and programs most important to their household. Fifty-four percent (54%) would pay at least \$3 per month in additional taxes. Twenty-two percent (22%) would pay at least \$7 per month in additional taxes.
- **Voting to Fund the Most Important Parks and Recreation Improvements.** Sixty-two percent (62%) of those surveyed would either vote in favor (39%) or might vote in favor (23%) in an election to fund the types of parks and recreation improvements most important to their household. Eighteen percent (18%) would vote against funding parks and recreation improvements, and 20% are not sure how they would vote.

## Other Findings

- Sixty-seven percent (67%) of those surveyed participate in walking activities. Other recreational activities that a high percentage of households participate in include: going on trips (51%), golfing (48%), going to concerts/performances (42%), and swimming (42%).
- Seventy-two percent (72%) of those surveyed are aware of the agreement allowing Sugar Grove residents to use Fox Valley Park District programs and facilities at the same rate as Fox Valley Park District residents.

- Seventy percent (70%) of those surveyed feel the agreement with the Fox Valley Park District is either very important (45%) or somewhat important (25%) to their household.
- Seventy-eight percent (78%) of those surveyed have learned about Sugar Grove Park District programs and activities through the Park District Brochure. Other frequently mentioned ways respondents learn about Park District programs and activities include the newspaper (33%) and from friends and neighbors (32%).
- Respondents would allocate \$30 out of every \$100 to the development of a community center. The remaining \$70 were allocated as follows: development of walking and biking trails (\$21), improvements/maintenance of existing parks and recreation facilities (\$17), development of a new outdoor swimming pool (\$10), improvements and construction of new sports fields (\$9), acquisition of useable park space (\$8), and “other” (\$5).

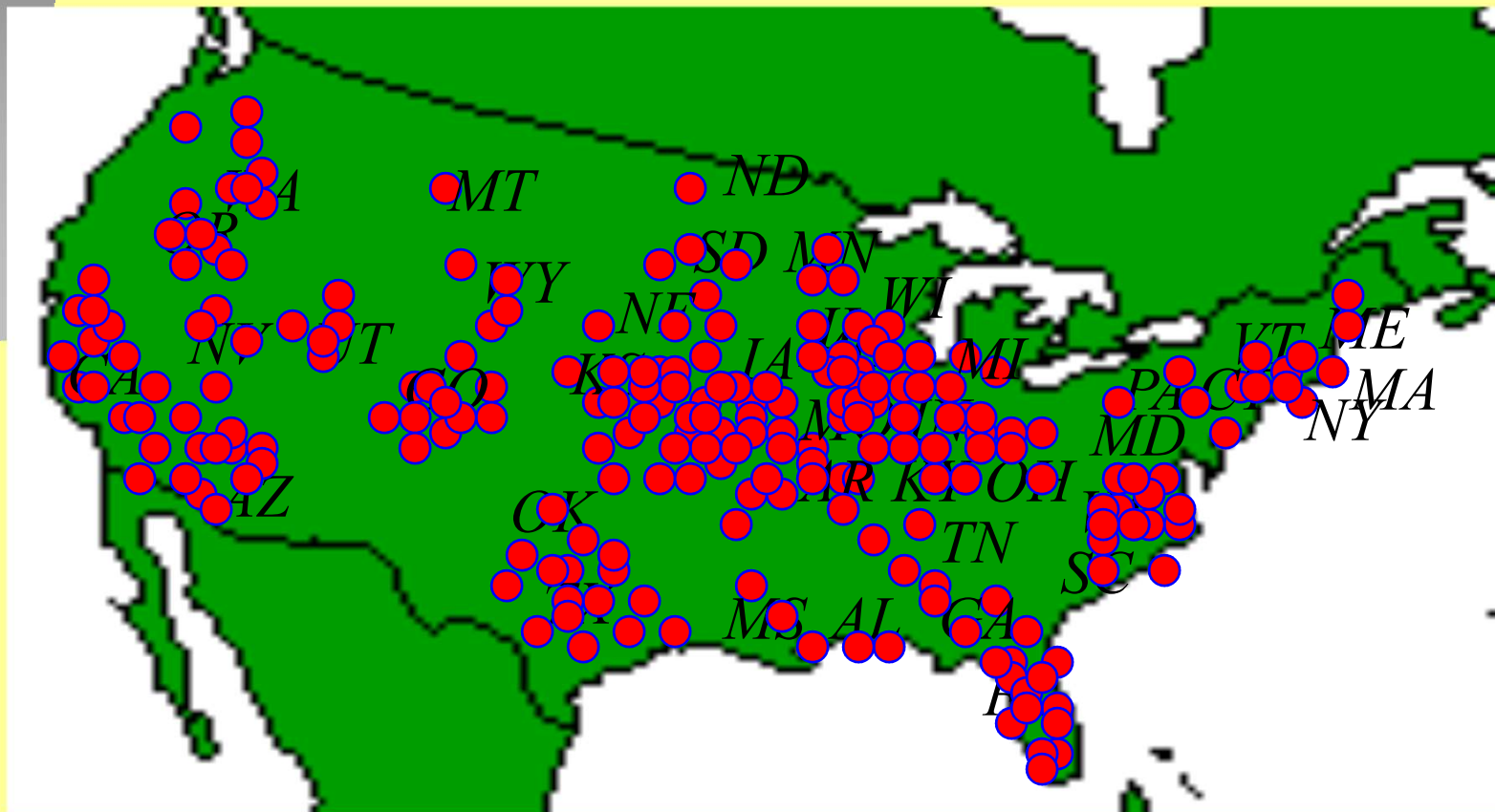
# *Sugar Grove Park District Citizen Survey*

- *Questions on full range of usage, customer satisfaction, needs, unmet needs, and priorities questions*
- *Survey administered by mail and phone*
- *Goal of 300 completed surveys.*
- *Actually completed 301 surveys. Results have 95% level of confidence with margin of error of +/-5.8%*

# *Special Demographic Breakdowns*

- ☐ *Household type*
- ☐ *Age of respondent & Gender*
- ☐ *Length of Residence*
- ☐ *Importance of Agreement*
- ☐ *Tax Support*
- ☐ *Voting*

*Leisure Vision- More than 500 Needs  
Assessment Surveys in 46 States*



*Benchmarking Comparisons to  
Illinois and National Clients*



# ***Leisure Vision***

## ***Illinois Clients Include:***

- ☐ ***Wheeling Park Dist.***
- ☐ ***Champaign Park Dist.***
- ☐ ***Mundelein Park Dist.***
- ☐ ***Schaumburg Park Dist.***
- ☐ ***Elk Grove Park Dist.***
- ☐ ***Naperville Park Dist.***
- ☐ ***Hoffman Estates***
- ☐ ***Winnetka Park Dist.***
- ☐ ***Gurnee Park Dist.***
- ☐ ***River Trails Park Dist.***
- ☐ ***Deerfield Park Dist.***
- ☐ ***Lindenhurst Park Dist.***
- ☐ ***Carol Stream Park Dist.***
- ☐ ***Urbana Park Dist.***
- ☐ ***Downers Grove Park Dist.***
- ☐ ***Lisle Park Dist***
- ☐ ***Freeport Park Dist.***
- ☐ ***Oak Park Park District***
- ☐ ***Des Plaines Park Dist.***
- ☐ ***Sugar Grove Park Dist.***
- ☐ ***Glenview Park District***

# *Major Survey Findings*

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- ❑ *64% of households use parks with good satisfaction*
- ❑ *Fox Valley Park District facilities, Sugar Grove Community House and John Shields Elementary School are facilities used the most often*
- ❑ *Participation in programs is average with average participation*



# *Major Survey Findings*

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- *Respondents participate in a wide range of recreation activities*
- *Park District Brochure, newspaper and through friends are the primary means that respondents find out about programs and activities*

# *Major Survey Findings*

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- *Nearly 75% of respondents are aware of the agreement with the Fox Valley Park District*
- *Fox Valley Park District facilities that Sugar Grove respondents use the most are swimming at outdoor pools, golf, fitness center activities, and swimming at indoor pools*



# *Major Survey Findings*

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- *70% of respondents feel the agreement with the Fox Valley Park District is very important or important*
- *Needs and unmet needs exist for many parks and recreation facilities and programs*

# *Major Survey Findings*

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- *Walking and biking trails, indoor fitness center, playgrounds, an outdoor swimming pool and golf course/driving range are most important facilities to respondents*
- *Adult fitness programs, youth sports programs, youth learn to swim programs and special events are the most important programs to respondents*



# *Major Survey Findings*

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- *Program or facility not offered, program times are not convenient, I do not know what is being offered, and use facilities in other communities are primary reasons preventing more use of Sugar Grove Park District facilities and programs more often*

# *Major Survey Findings*

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- *Improve physical health and fitness and resents Sugar Grove as a more desirable place to live are benefits most important to respondent households*



# *Major Survey Findings*

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- *Development of a community center, walking and biking trails, and improvements to existing parks and recreation facilities are primary ways respondents would allocate \$100*

# *Major Survey Findings*

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- *70% of respondents would invest some level of additional taxes to pay for the parks, recreation facilities and programs that are most important to their household*

# *Major Survey Findings*

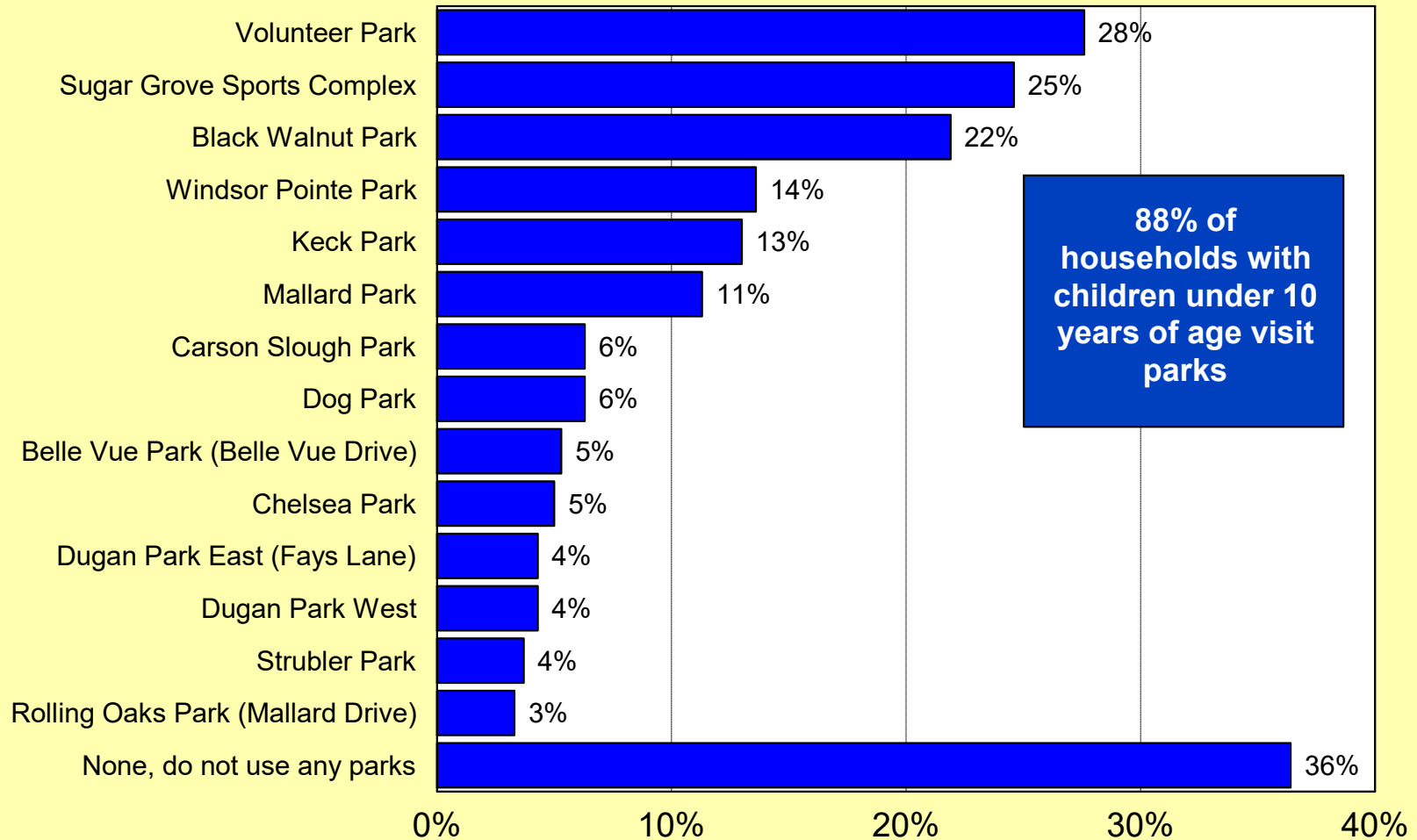
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- *62% of respondents would vote in favor or might vote in favor of a bond election to fund the types of parks and recreation facilities and programs that are most important to their household*



## Q2. Sugar Grove Park District Parks Visited During the Past Year

by percentage of respondents (multiple choices could be made)



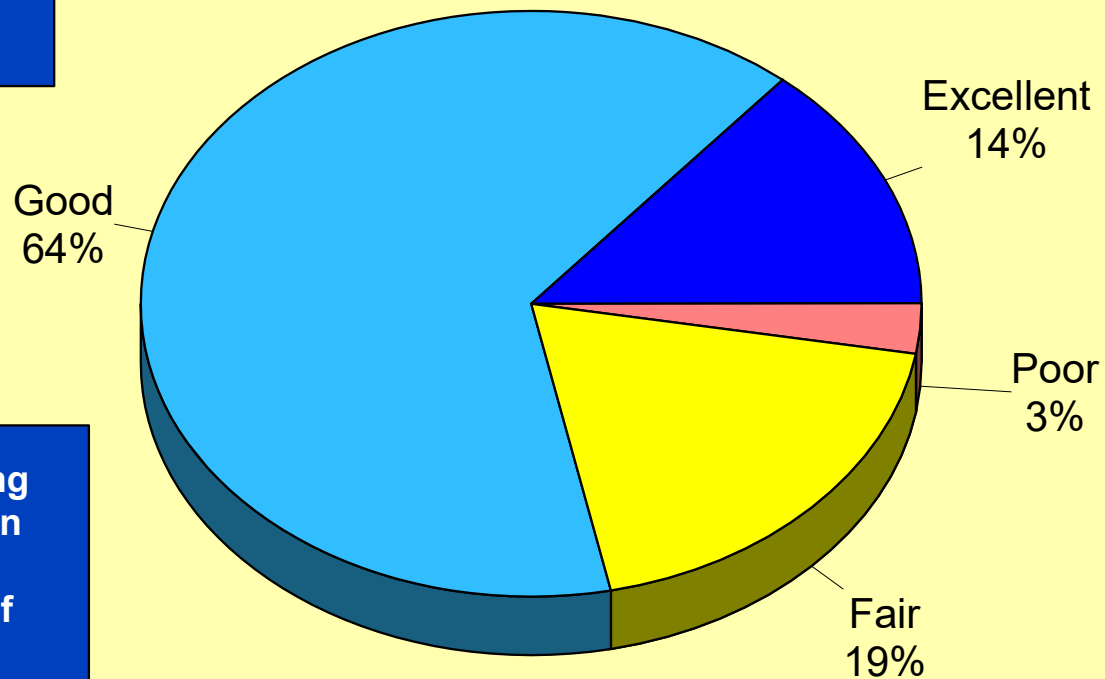
Source: Leisure Vision/ETC Institute (November 2008)

### Q3. How Respondent Households Rate the Physical Condition of the Sugar Grove Park District Parks They Have Visited

by percentage of respondent households that have used at least one Sugar Grove Park District park during the past year

**79% of households rate the conditions of parks as excellent or good**

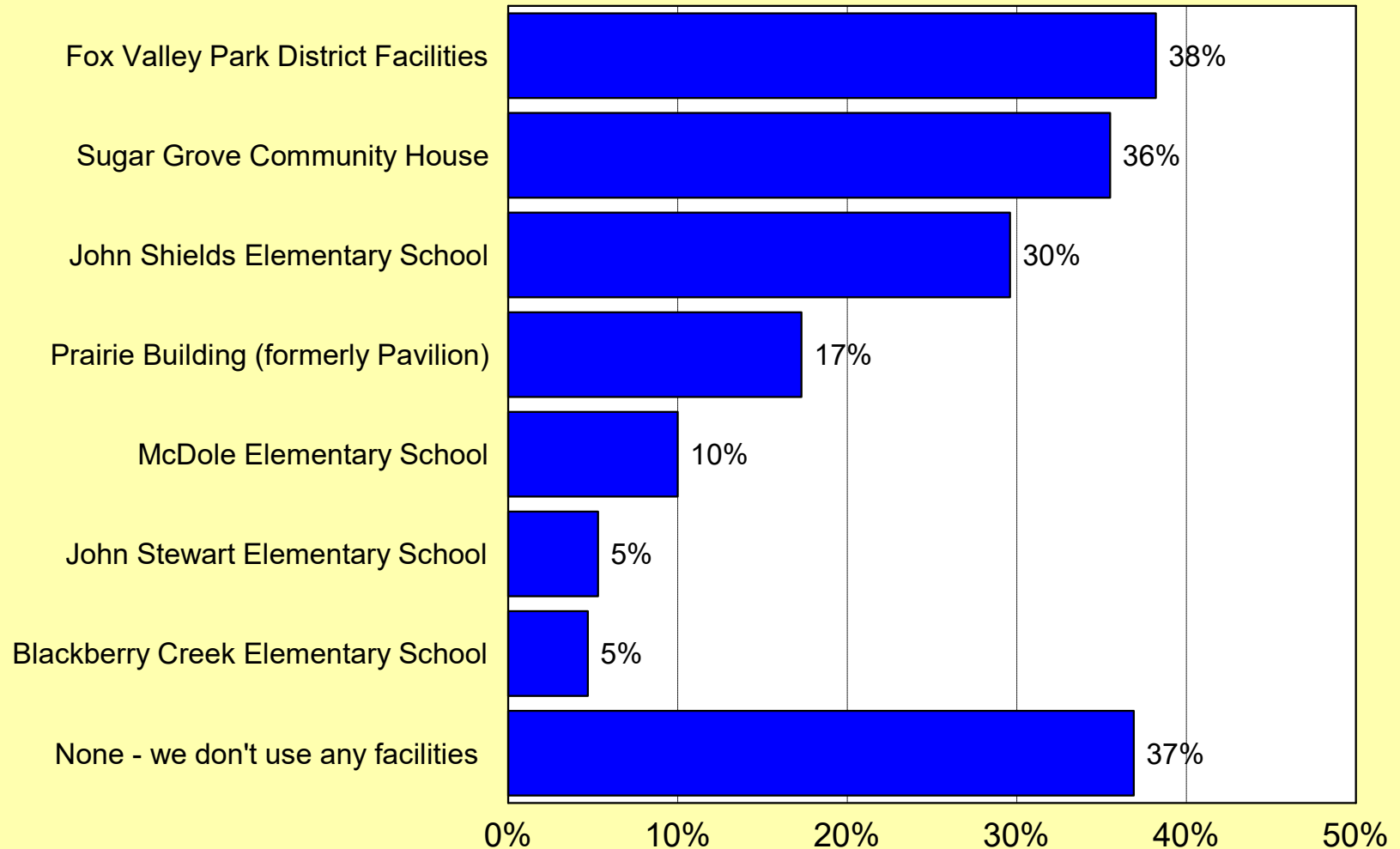
**Excellent ratings are lower than national benchmark of 30%**



Source: Leisure Vision/ETC Institute (November 2008)

## Q4. Recreation Facilities That Respondent Households Have Used During the Past Year

by percentage of respondents (multiple choices could be made)

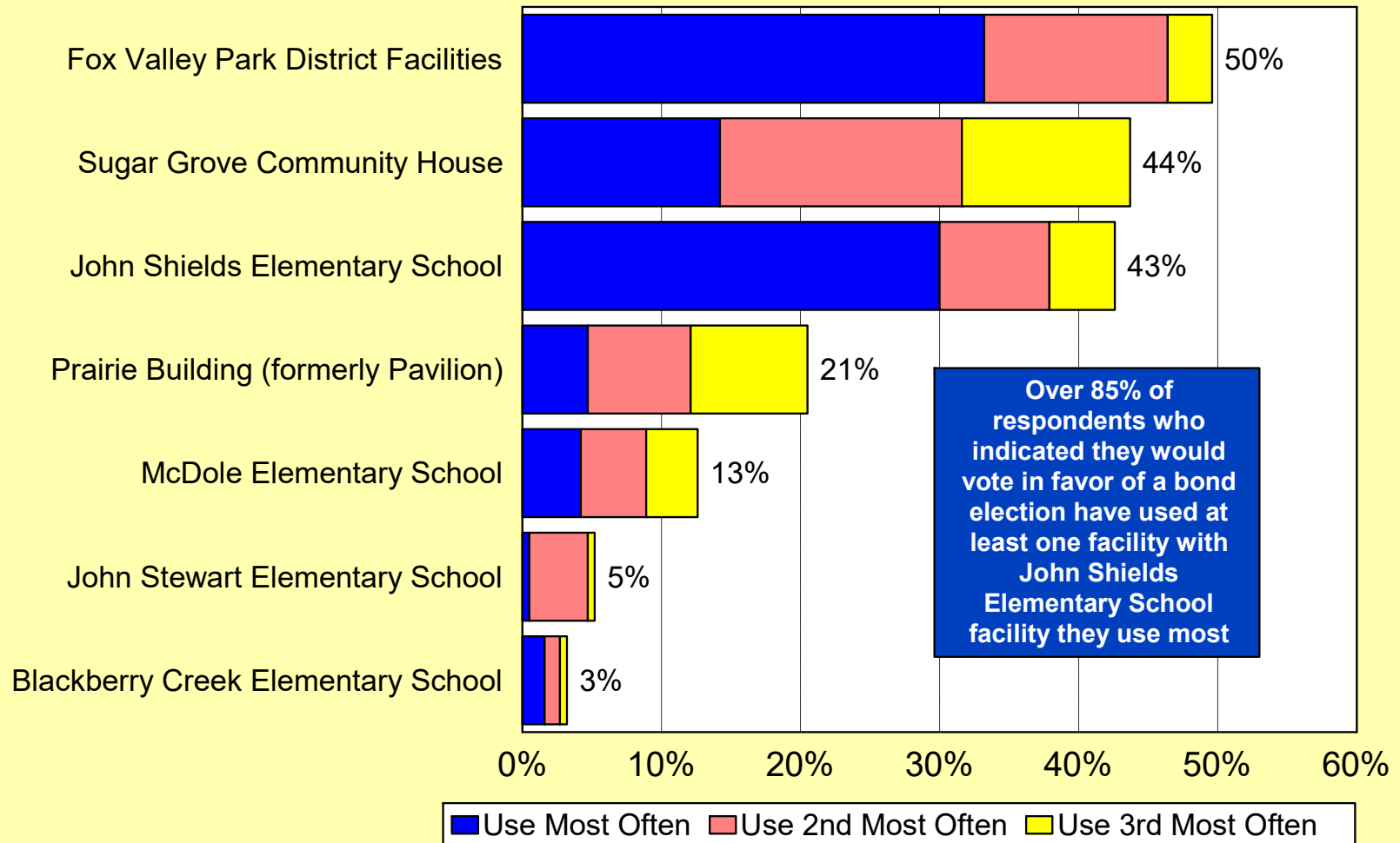


Source: Leisure Vision/ETC Institute (November 2008)



## Q5. Recreation Facilities That Respondent Households Use Most Often

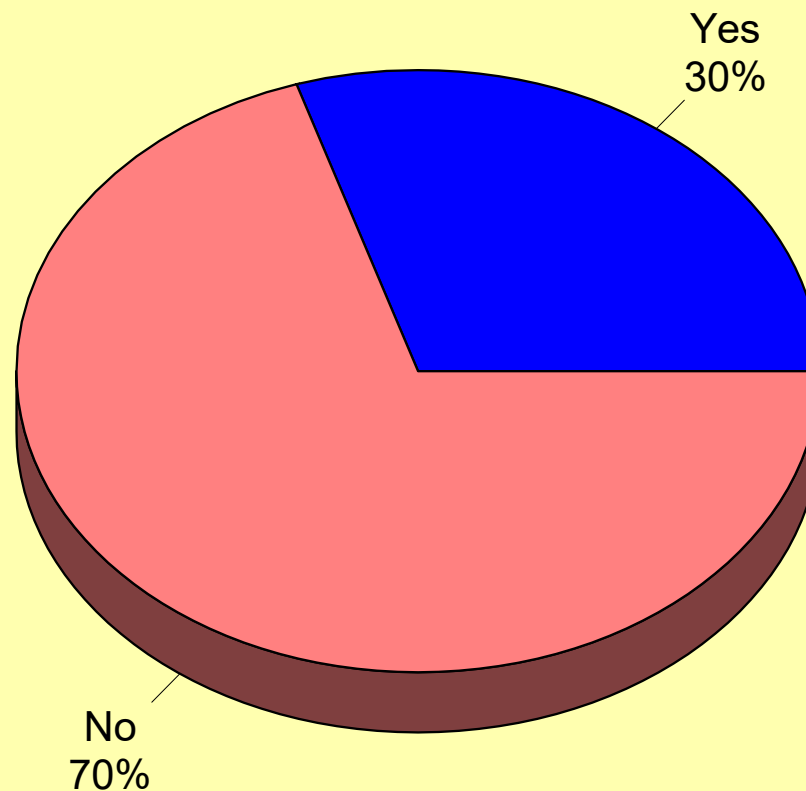
by percentage of households that have used recreation facilities in the past year  
(sum of top three choices)



Source: Leisure Vision/ETC Institute (November 2008)

## Q6. Have Respondent Households Participated in Recreation Programs Offered by the Sugar Grove Park District During the Past 12 Months

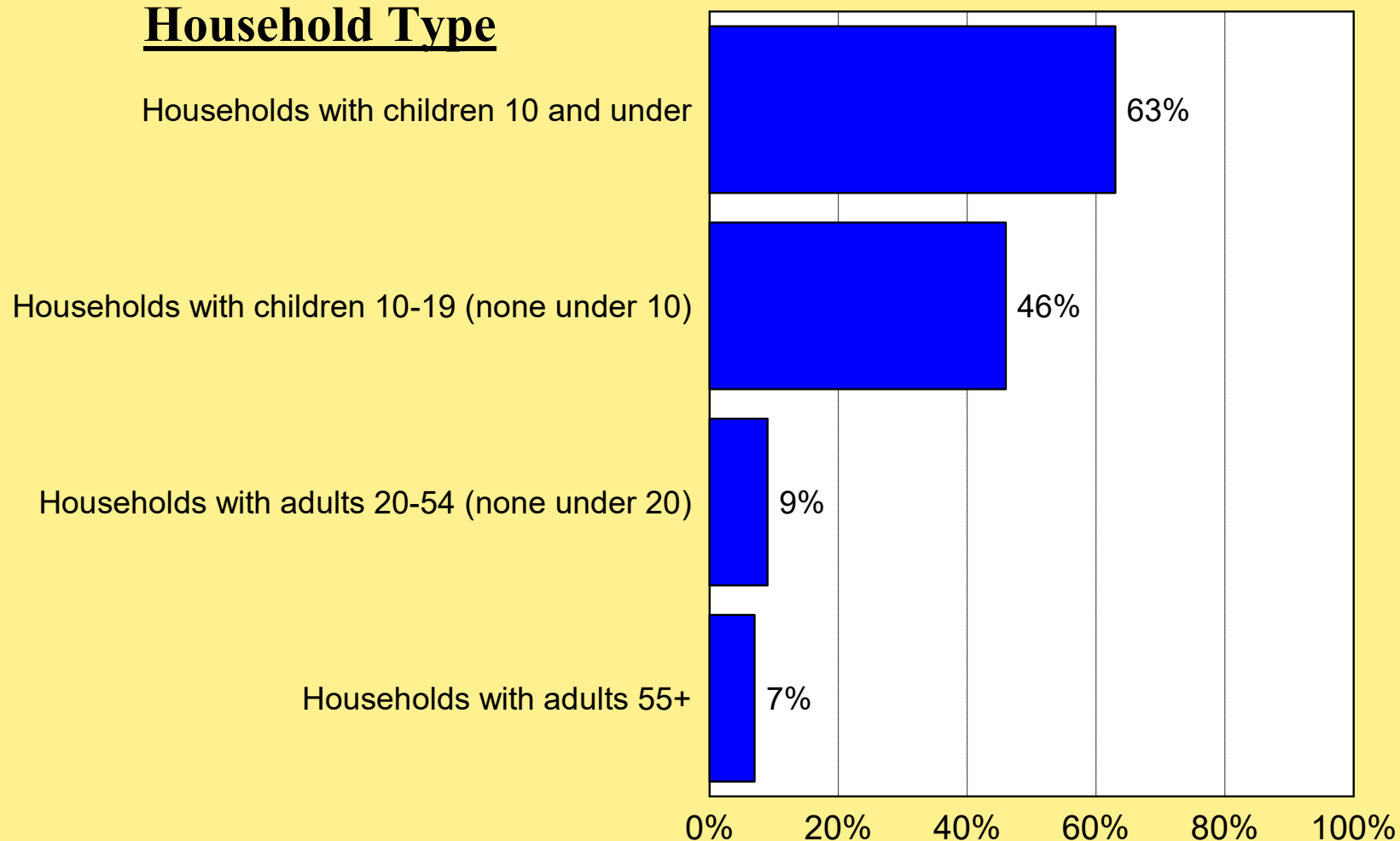
by percentage of respondents



Participation is similar to participation for national benchmark of 30%

## Q6. Have Respondent Households Participated in Recreation Programs Offered by the Sugar Grove Park District During the Past 12 Months

### Household Type

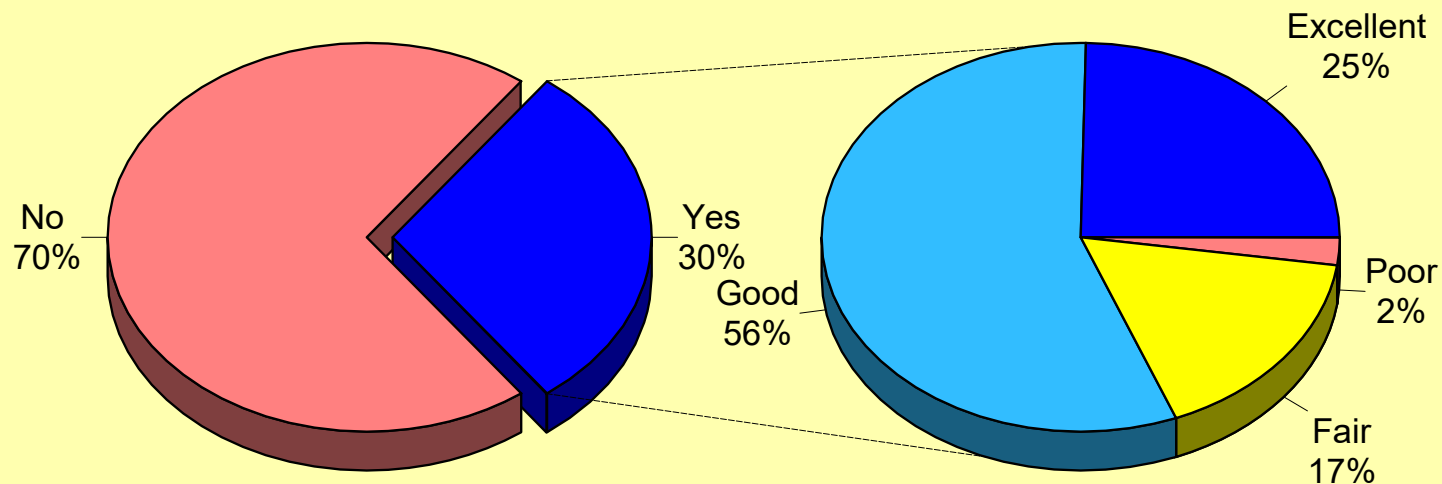


Source: Leisure Vision/ETC Institute (December 2008)

## Q6. Have Respondent Households Participated in Recreation Programs Offered by the Sugar Grove Park District During the Past 12 Months

by percentage of respondents

### Q6a. How Respondents Rate the Overall Quality of the Programs Their Household Has Participated in

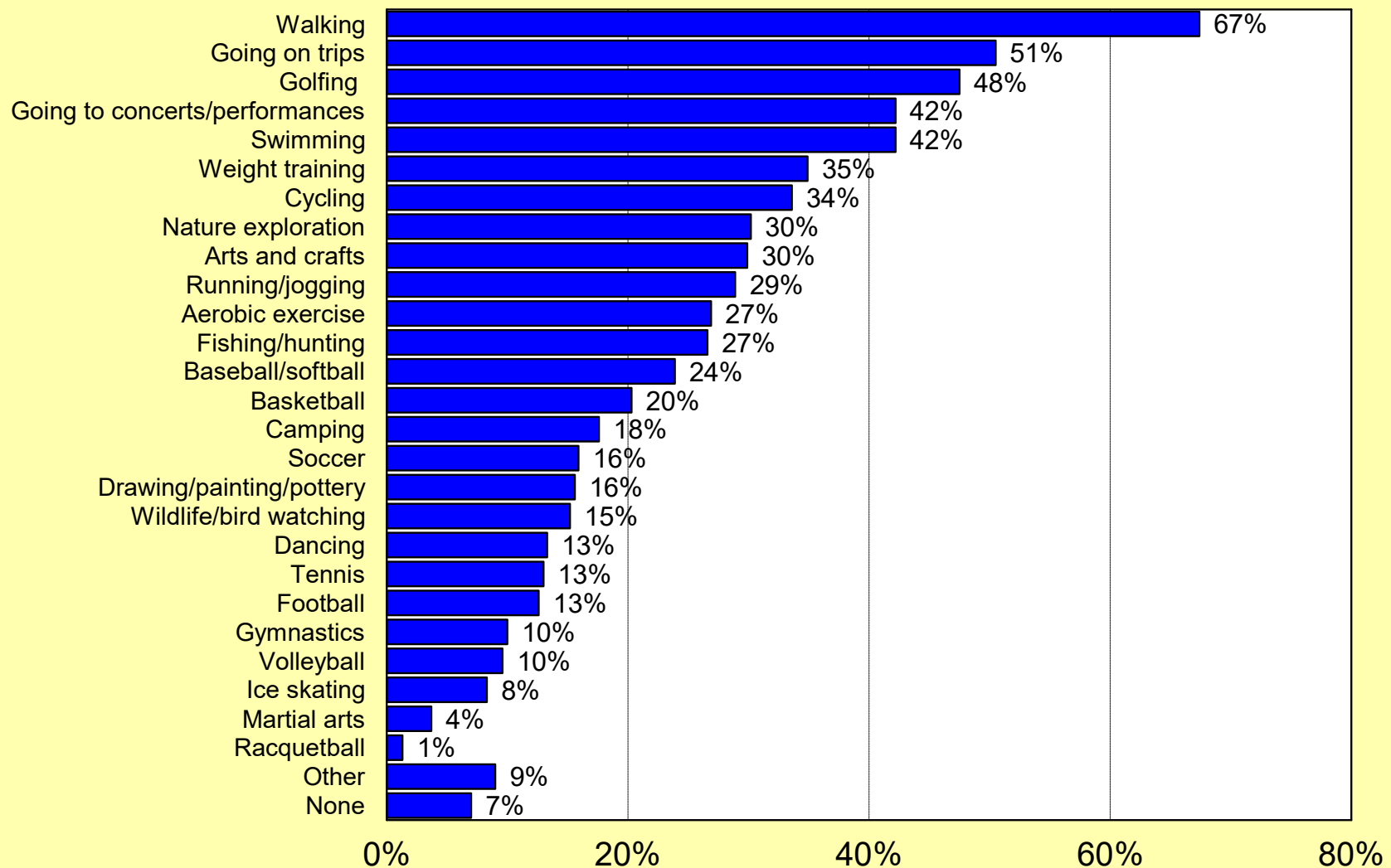


Source: Leisure Vision/ETC Institute (November 2008)



## Q7. Recreational Activities That Respondent Households Participate in

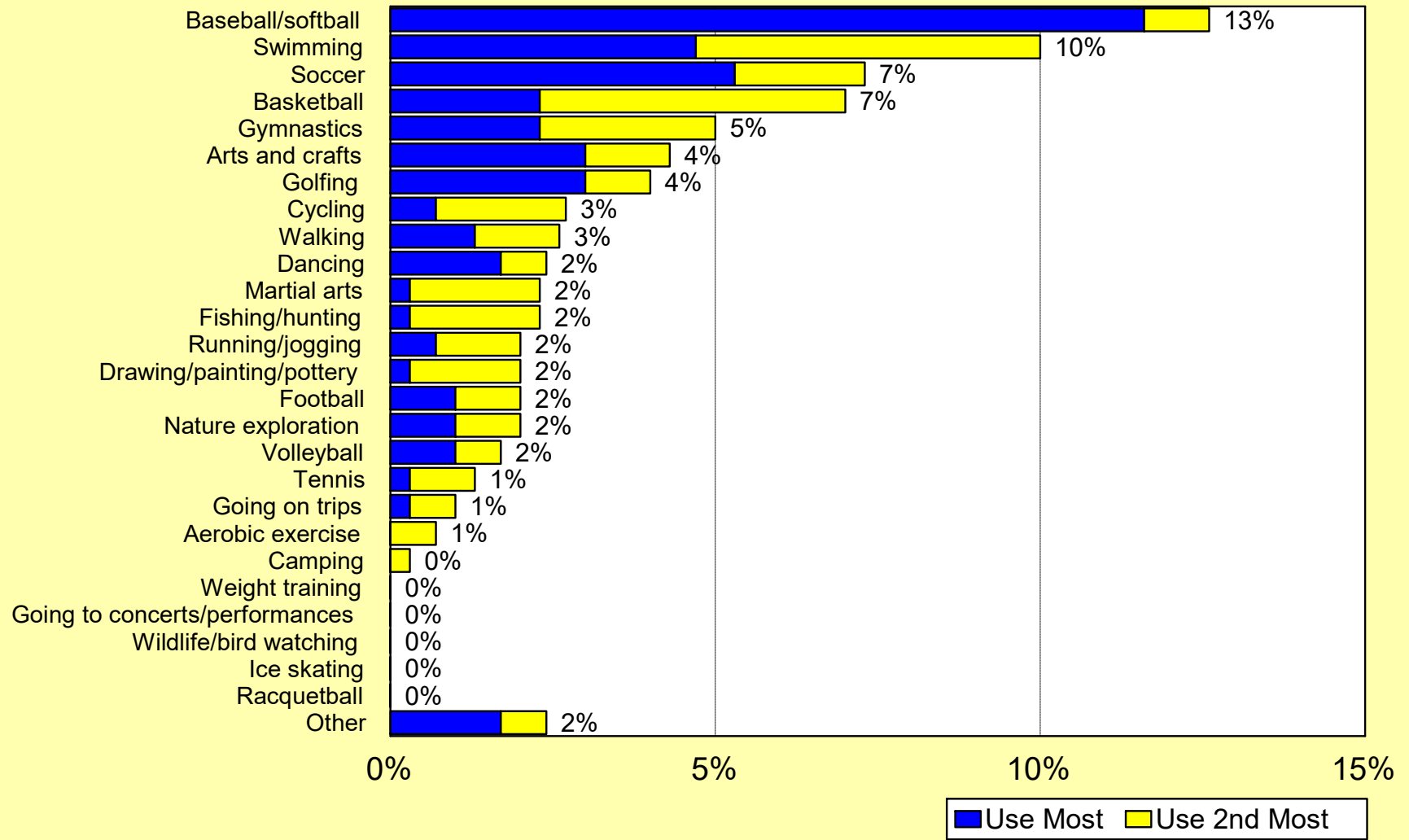
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (November 2008)

## Q8. Recreational Activities That Respondent Household Members Under 19 Years Old Participate in the Most

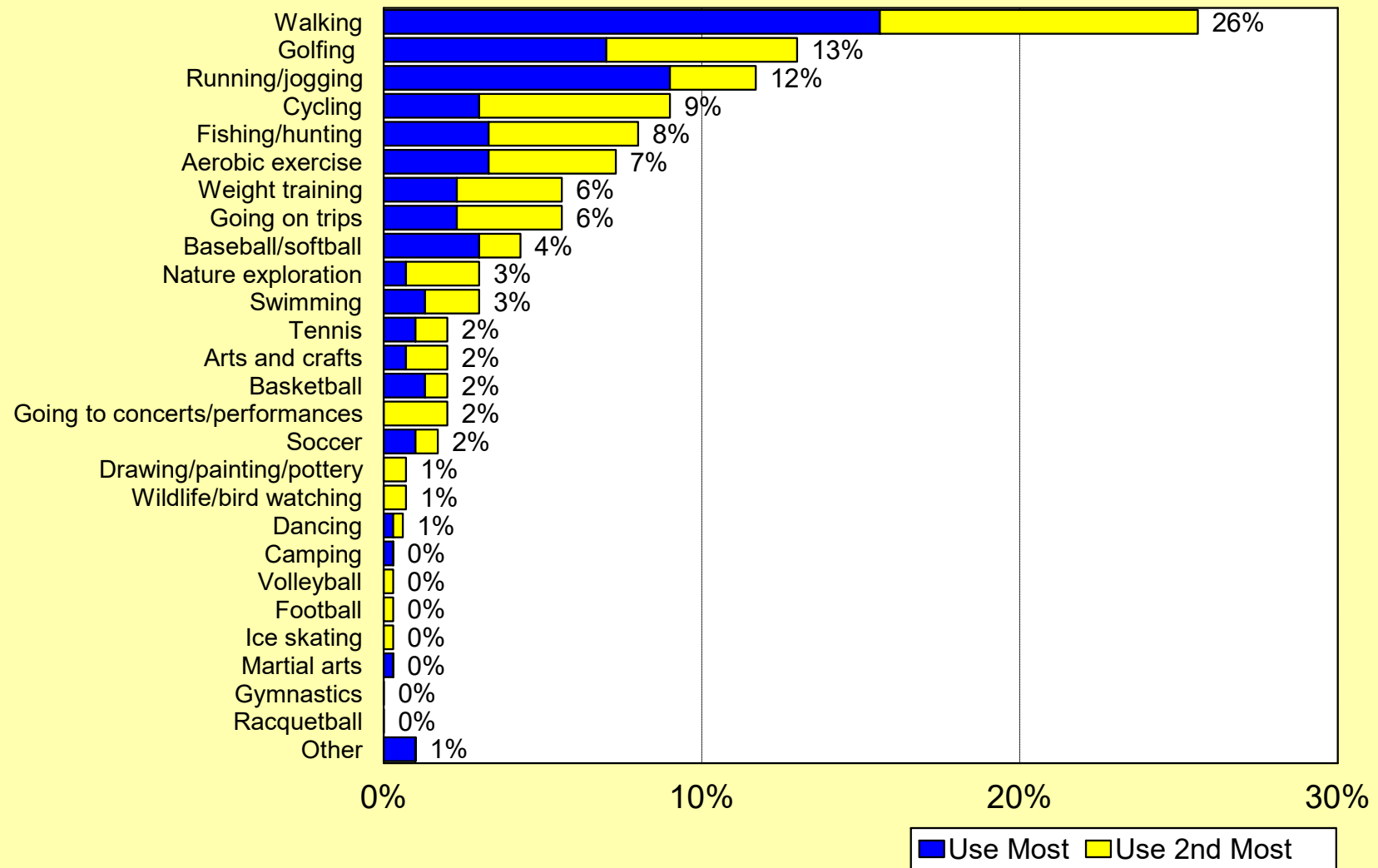
by percentage of respondents who selected the item as one of their top two choices



Source: Leisure Vision/ETC Institute (November 2008)

## Q8. Recreational Activities That Respondent Household Members 19 to 54 Years Old Participate in the Most

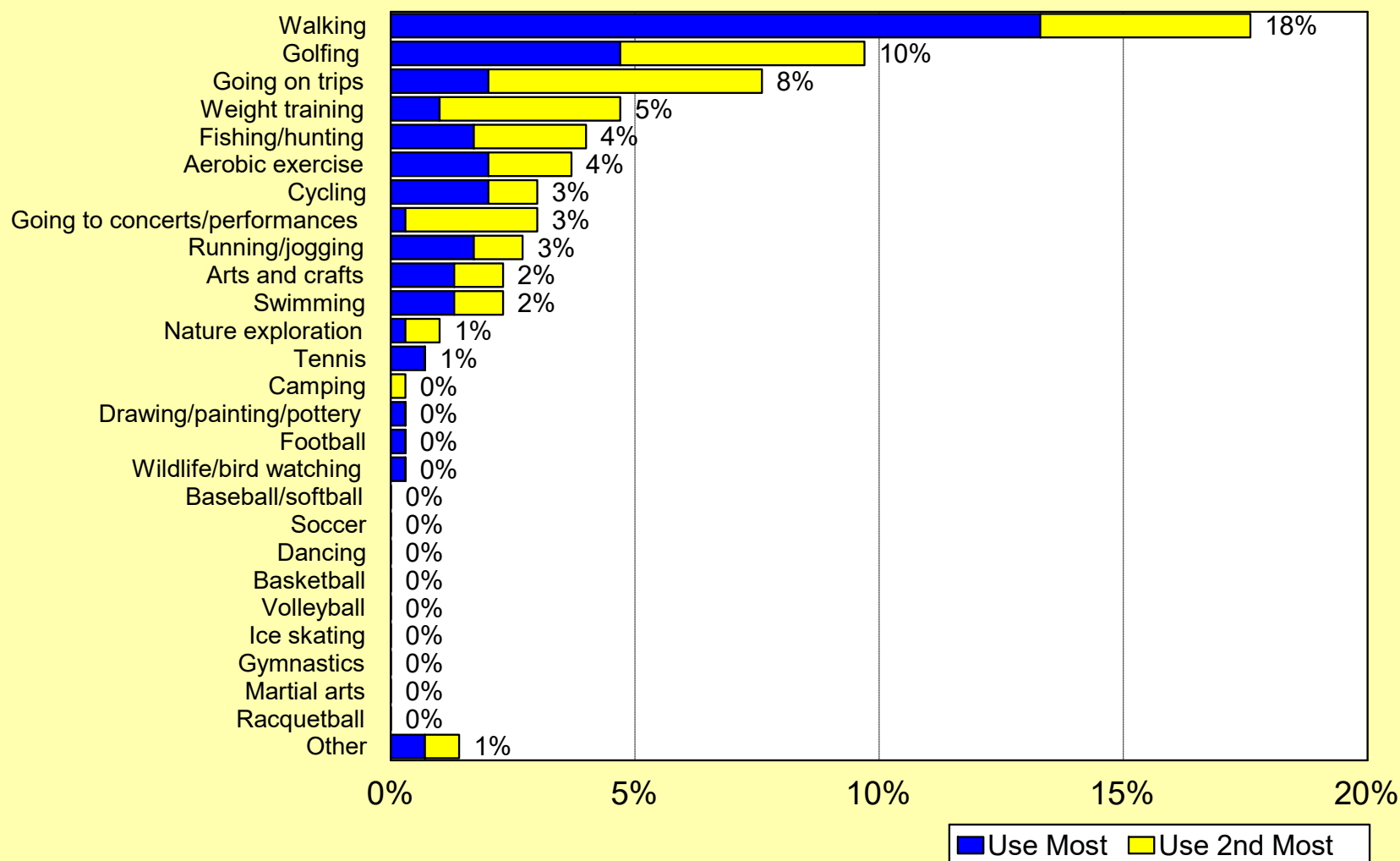
by percentage of respondents who selected the item as one of their top two choices



Source: Leisure Vision/ETC Institute (November 2008)

## Q8. Recreational Activities That Respondent Household Members Ages 55 and Older Participate in the Most

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

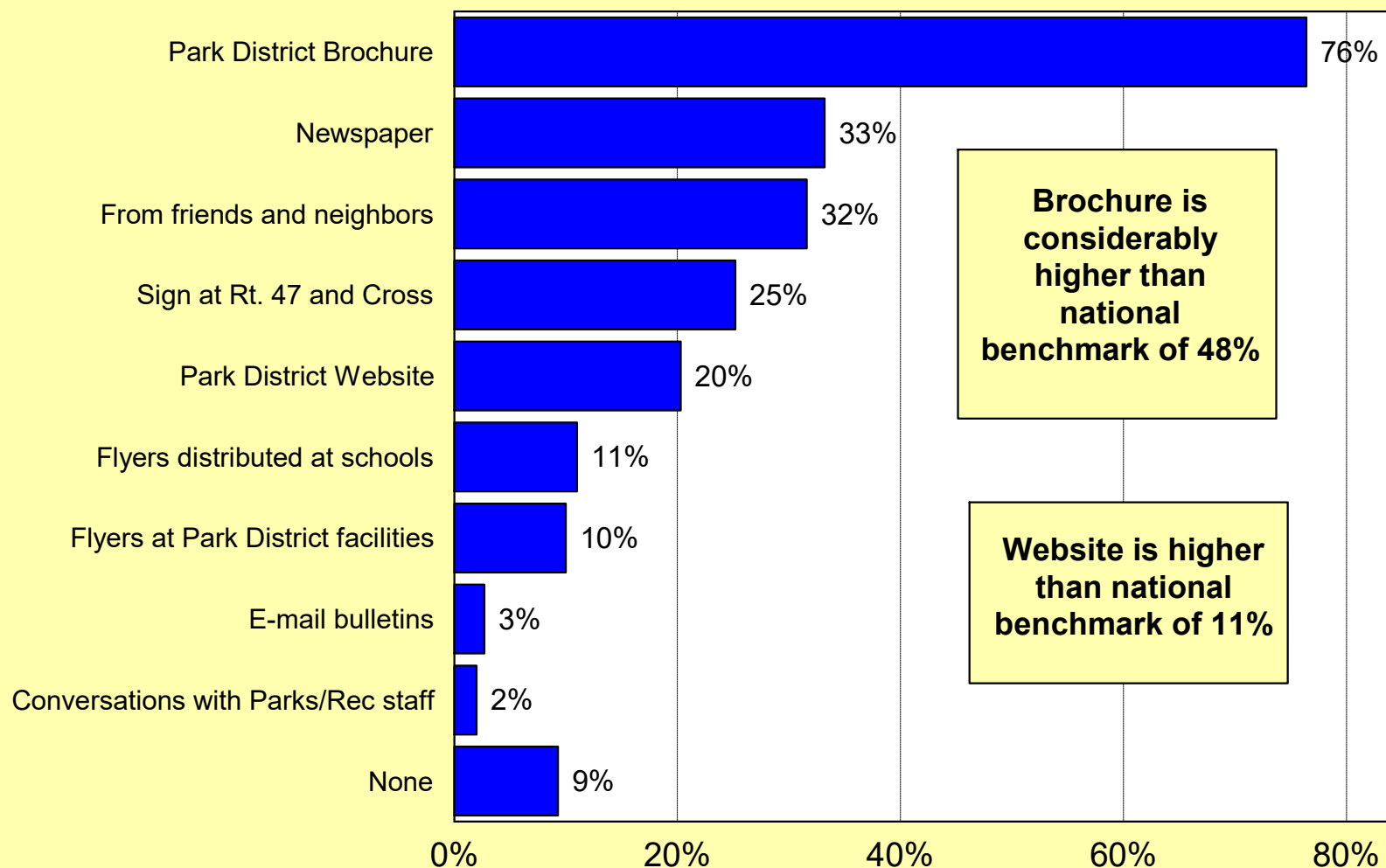


Source: Leisure Vision/ETC Institute (November 2008)



## Q17. Ways Respondents Learn About Sugar Grove Park District Programs and Activities

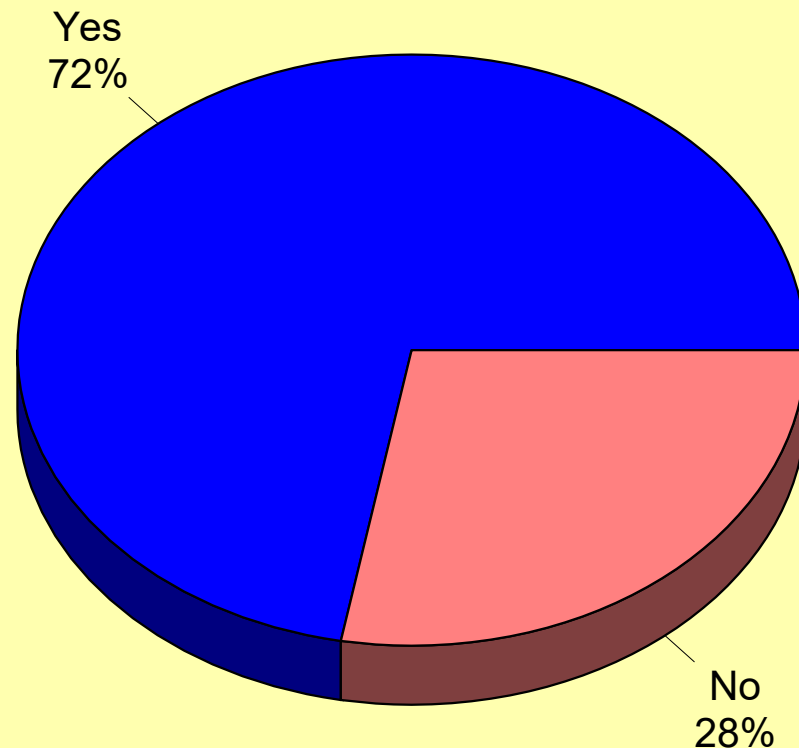
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (November 2008)

# **Q9. Are You Aware of the Agreement That Allows Sugar Grove Residents to Use Fox Valley Park District Programs and Facilities at the Same Rate of Fox Valley Park District Residents?**

by percentage of respondents

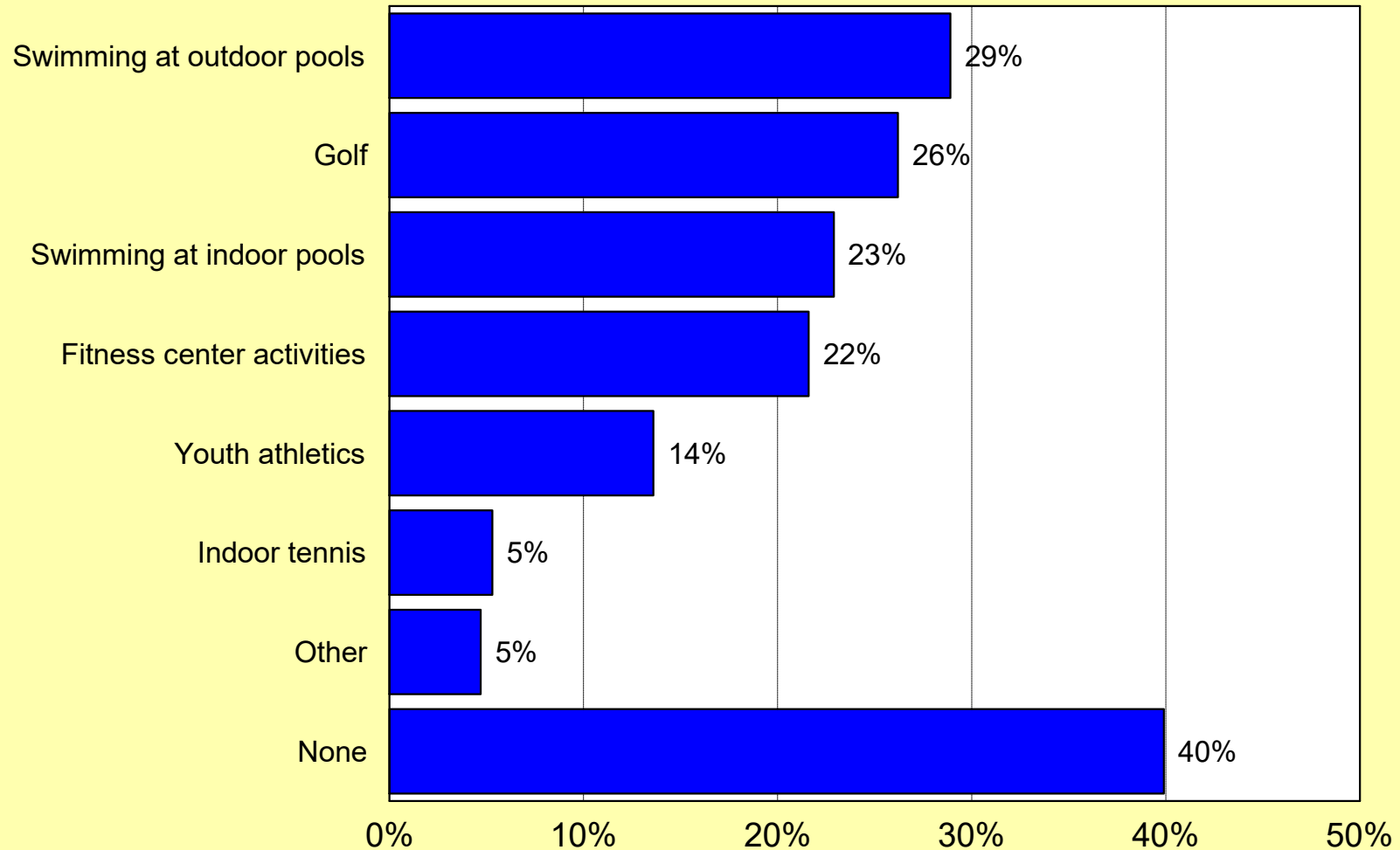


**At least 50% of all demographic groups except those who were not sure how important the agreement was are aware of the agreement**

Source: Leisure Vision/ETC Institute (November 2008)

## Q10. Activities That Respondent Households Participate in at Fox Valley Park District Facilities

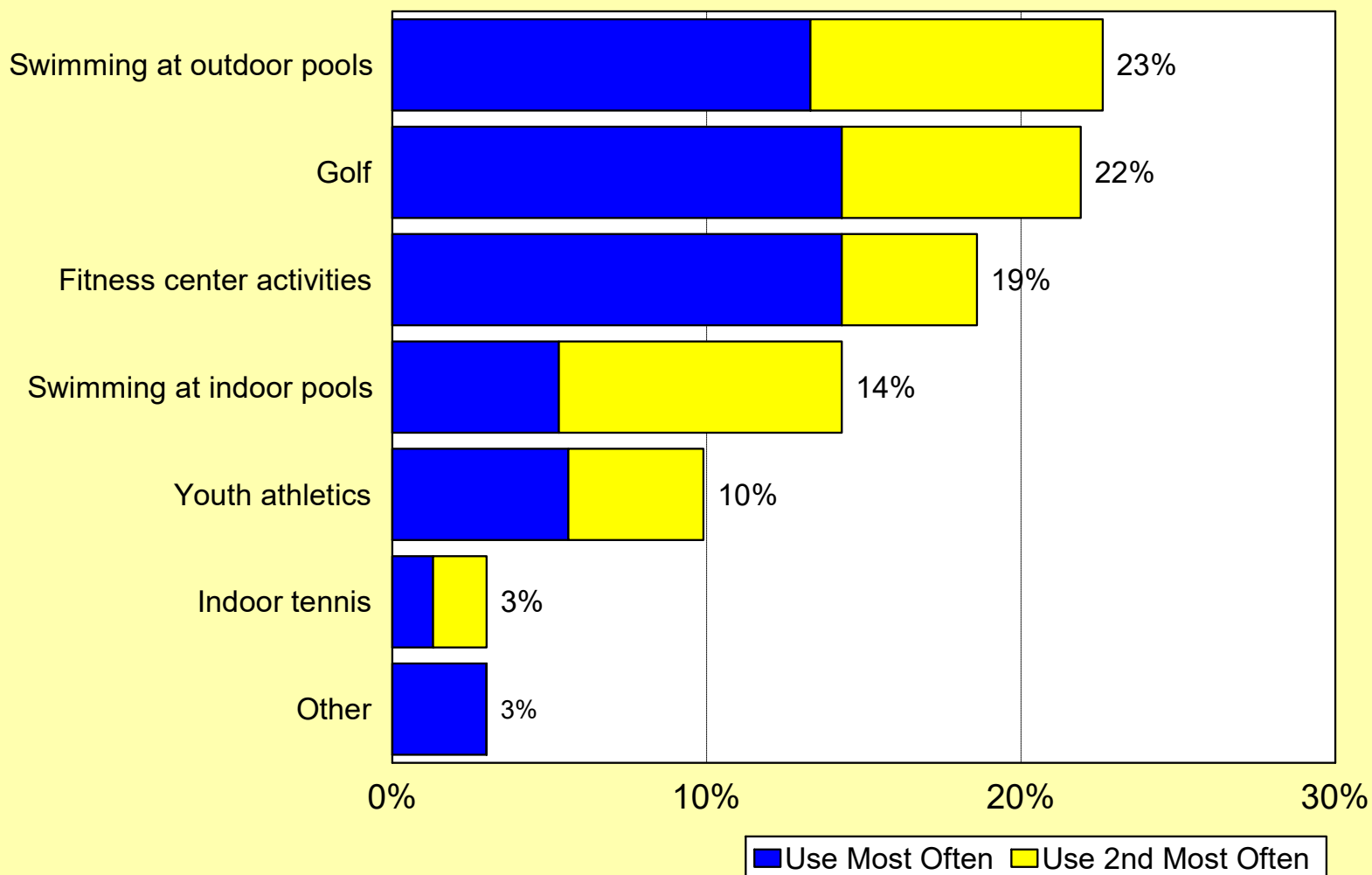
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (November 2008)

## Q11. Activities That Respondent Households Participate in Most Often at Fox Valley Park District Facilities

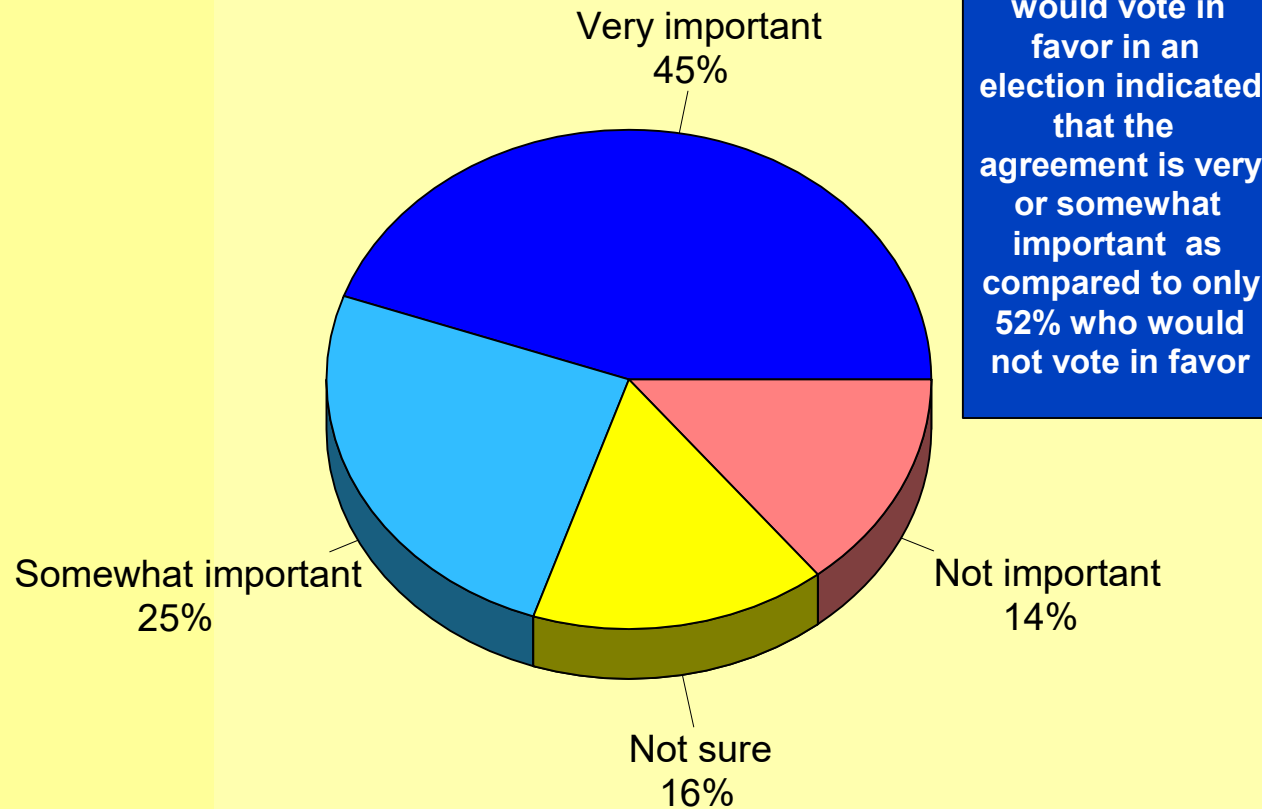
by percentage of respondents who selected it as one of their top two choices



Source: Leisure Vision/ETC Institute (November 2008)

## Q12. How Important Is the Agreement with the Fox Valley Park District to You and Members of Your Household?

by percentage of respondents

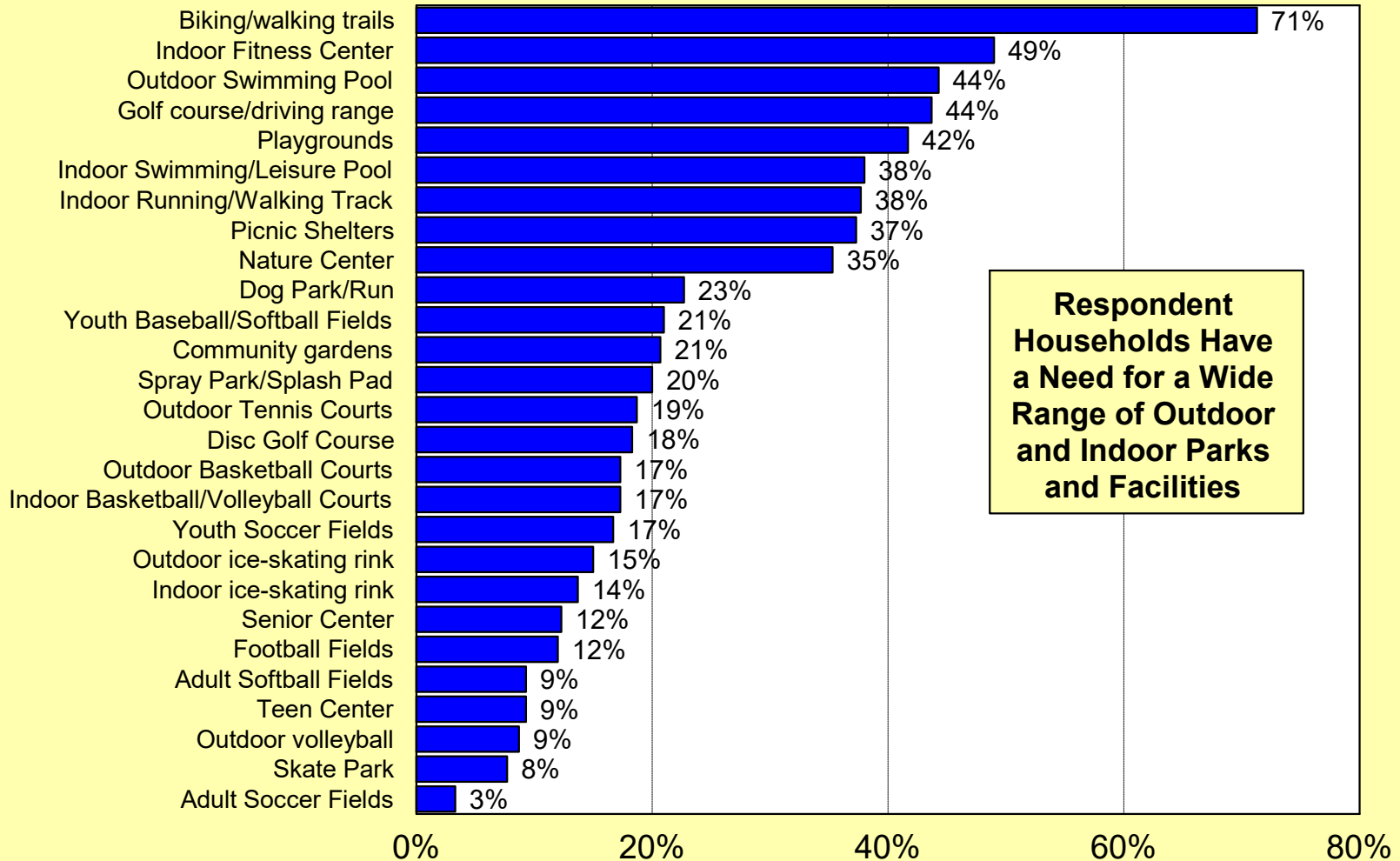


Source: Leisure Vision/ETC Institute (November 2008)



## Q13. Respondent Households That Have a Need for Various Recreation Facilities

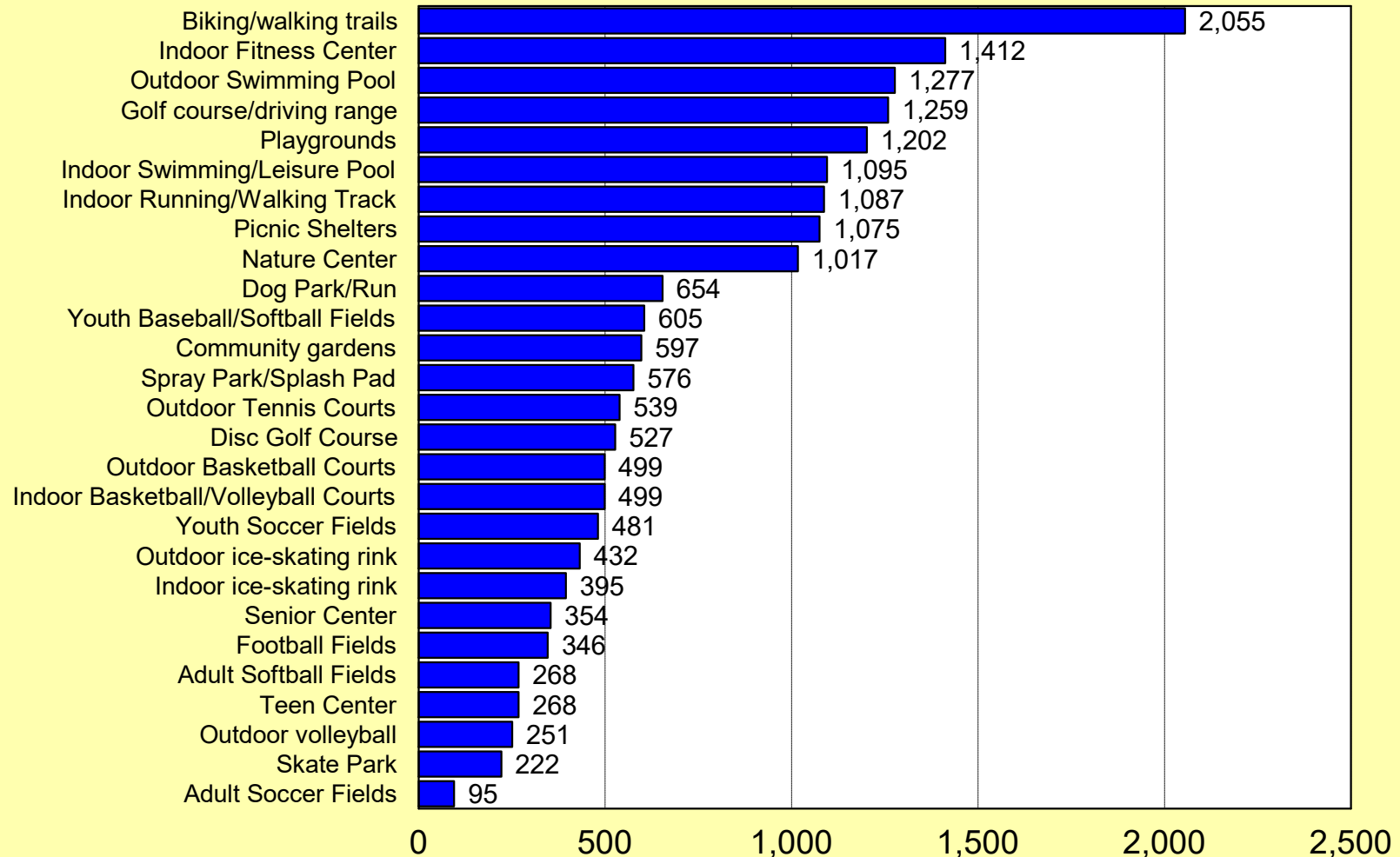
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (November 2008)

## Q13a. Estimated Number of Households in Sugar Grove That Have a Need for Various Recreation Facilities

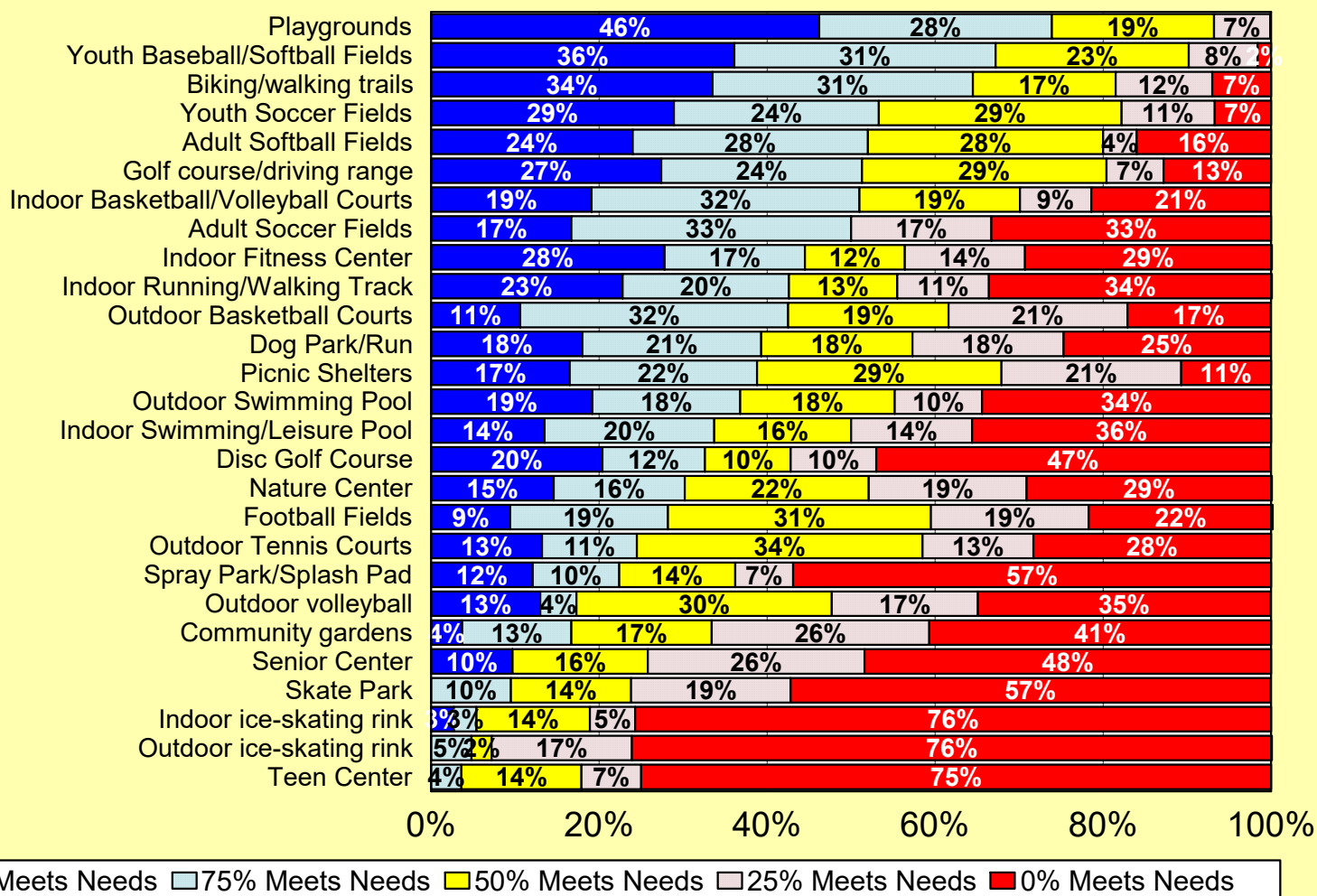
by number of households based on 2,882 households in Sugar Grove



Source: Leisure Vision/ETC Institute (November 2008)

## Q13b. How Well Recreation Facilities Available to Sugar Grove Residents Meet the Needs of Respondent Households

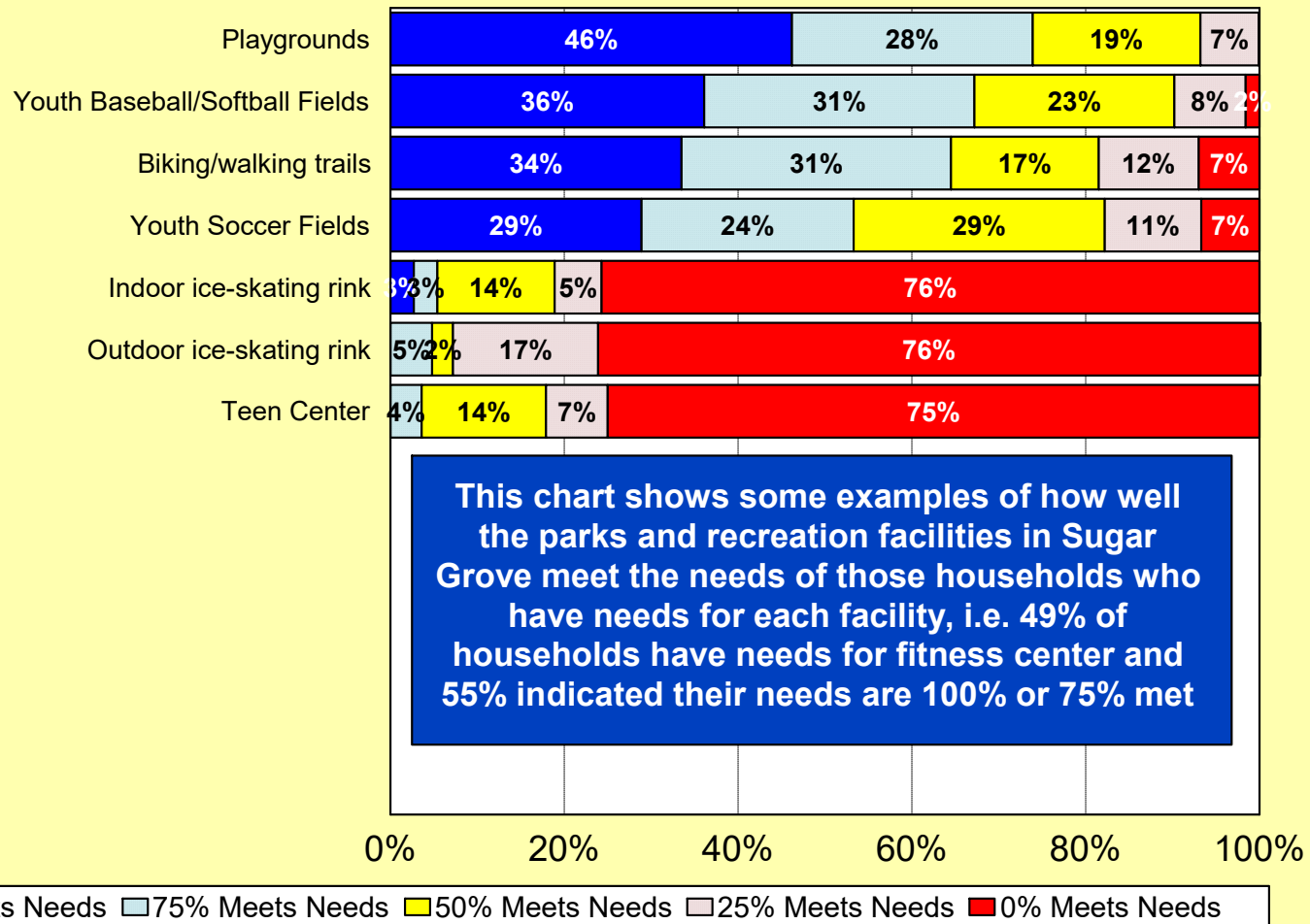
by percentage of respondent households that have a need for facilities



Source: Leisure Vision/ETC Institute (November 2008)

## Q13b. How Well Recreation Facilities Available to Sugar Grove Residents Meet the Needs of Respondent Households

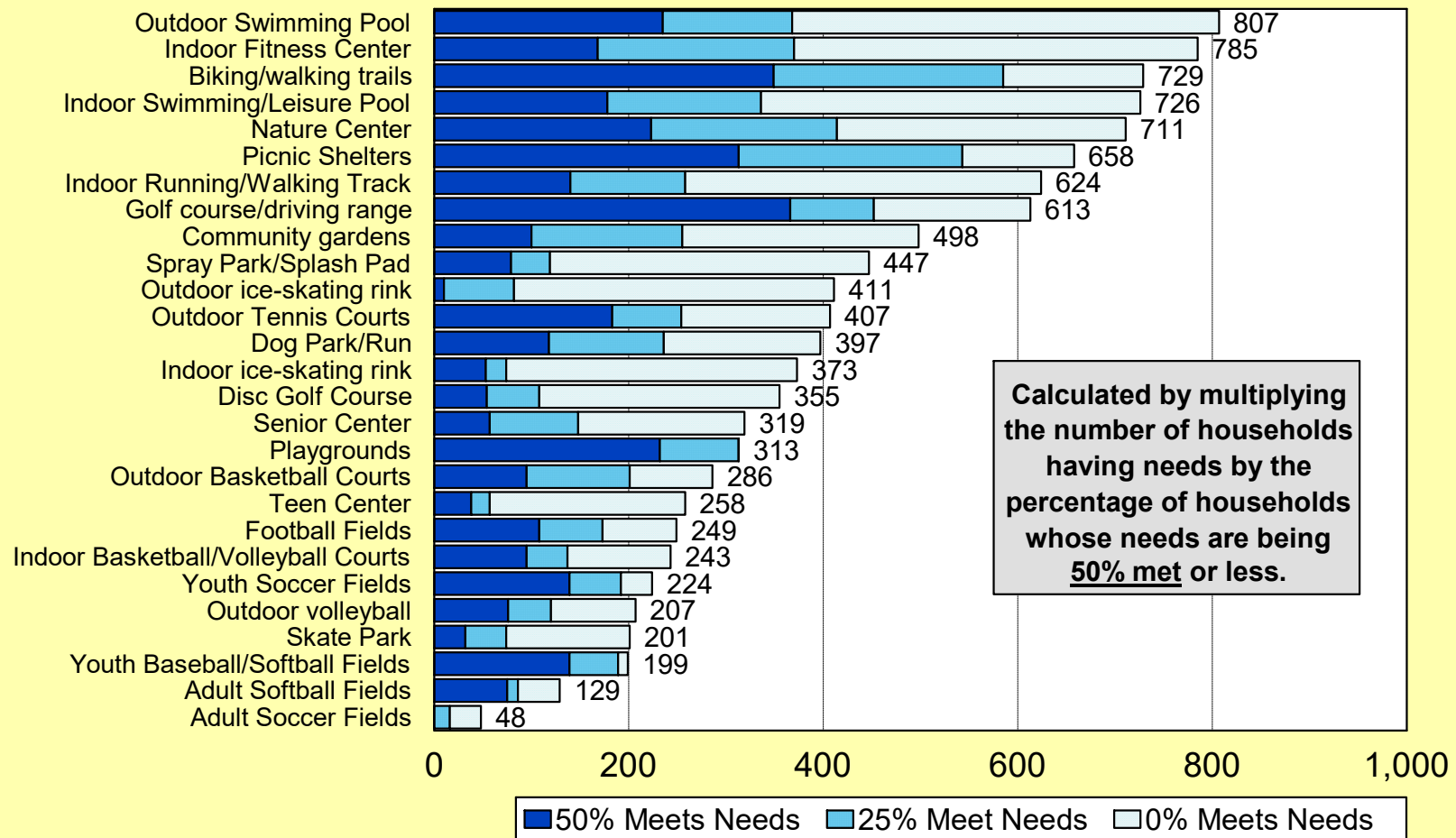
by percentage of respondent households that have a need for facilities



Source: Leisure Vision/ETC Institute (November 2008)

## Q13c. Estimated Number of Households in Sugar Grove Whose Needs for Parks and Recreation Facilities Are Only Being 50% Met or Less

by number of households based on 2,882 households in Sugar Grove

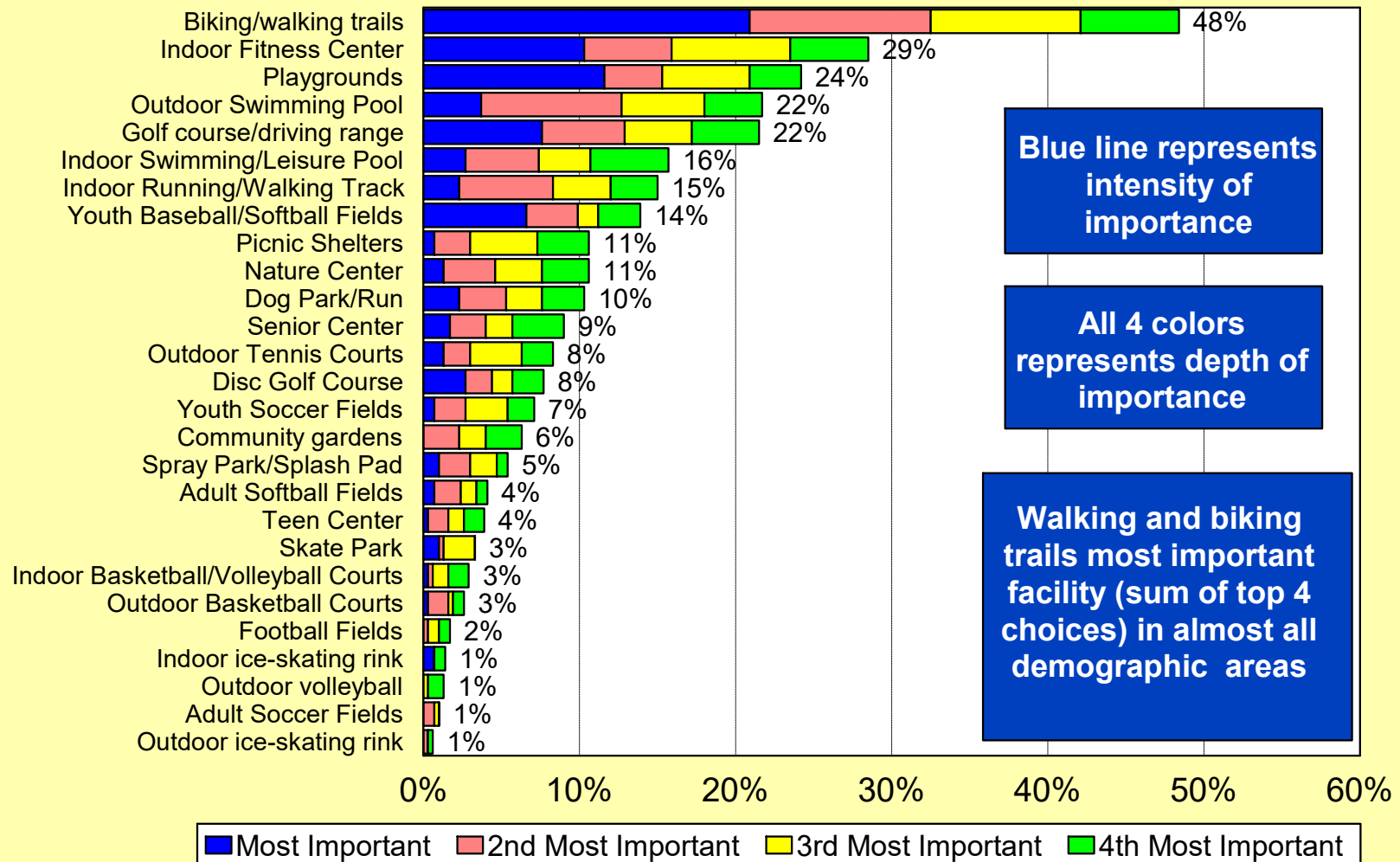


Source: Leisure Vision/ETC Institute (November 2008)



## Q14. Recreation Facilities That Are Most Important to Respondent Households

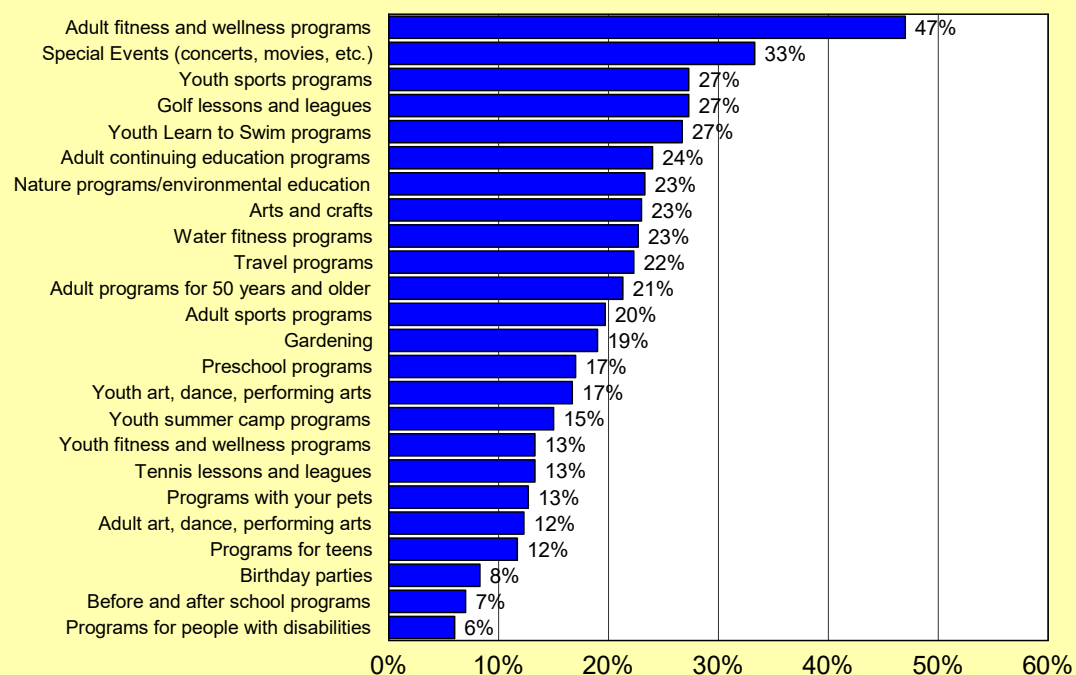
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (November 2008)

## Q15. Respondent Households That Have a Need for Various Recreation and Sports Programs

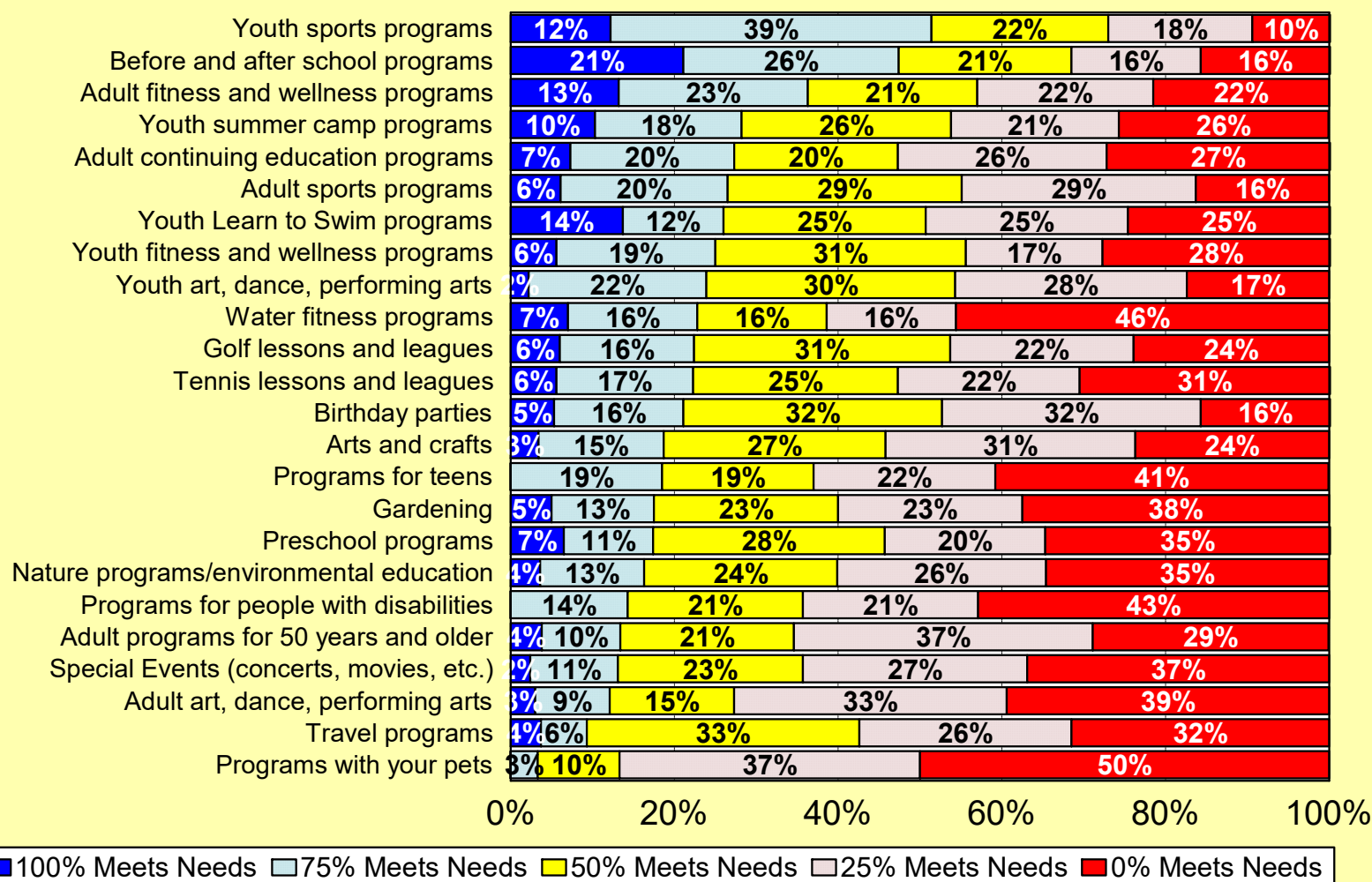
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (November 2008)

# Q15b. How Well Recreation and Sports Programs Available to Sugar Grove Residents Meet the Needs of Respondent Households

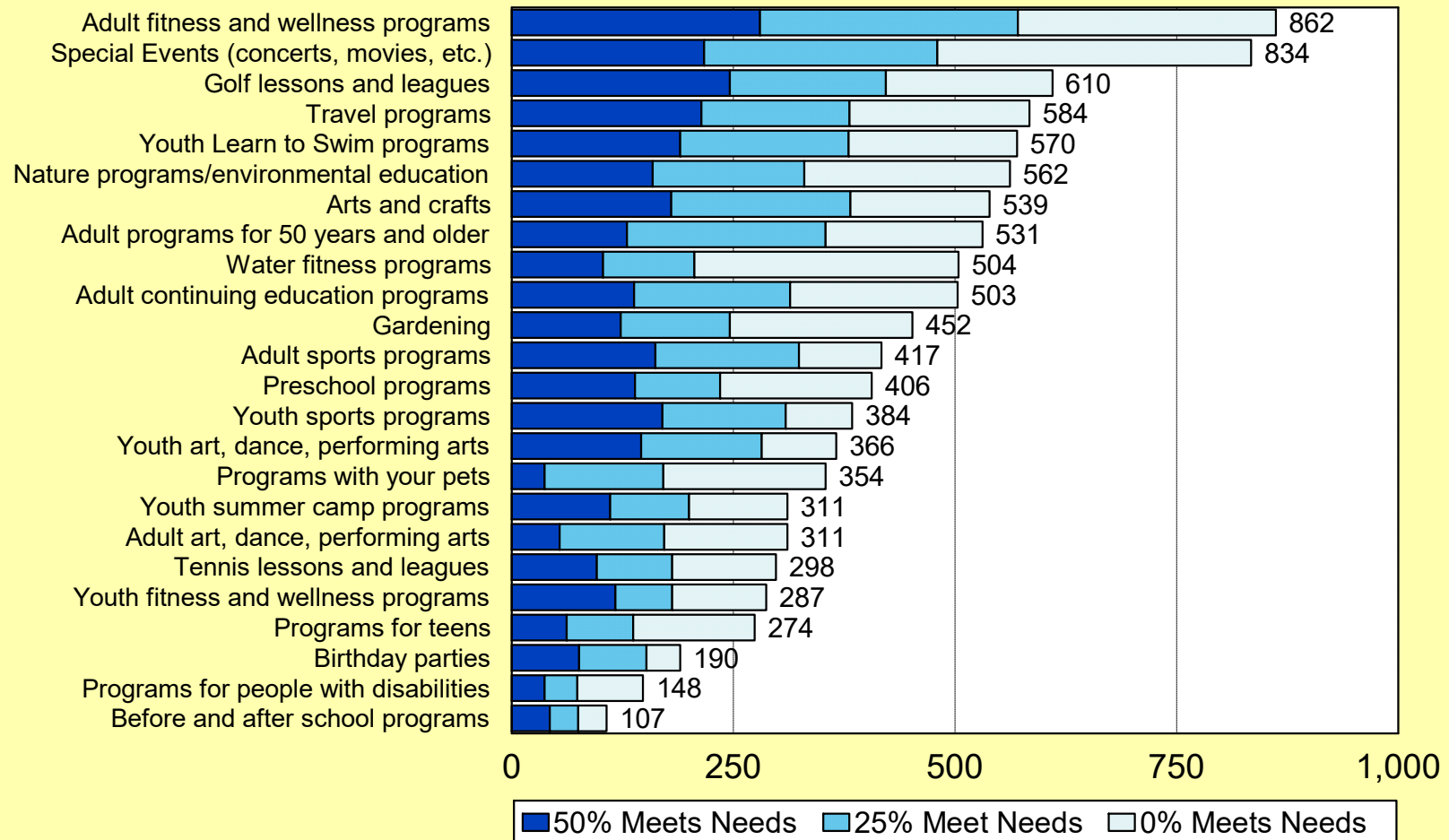
by percentage of respondent households that have a need for programs



Source: Leisure Vision/ETC Institute (November 2008)

## Q15c. Estimated Number of Households in Sugar Grove Whose Needs for Recreation and Sports Programs Are Only Being 50% Met or Less

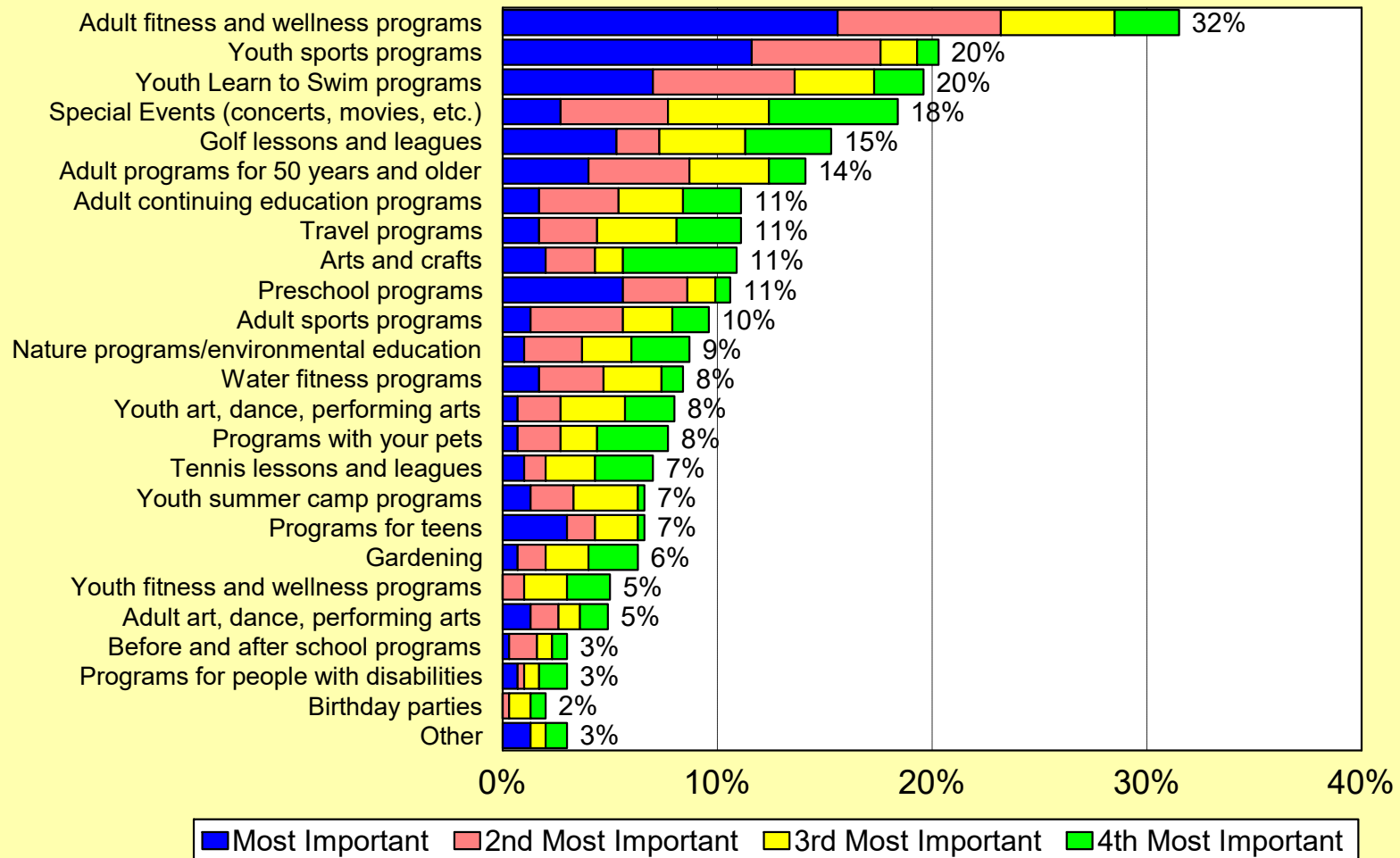
by number of households based on 2,882 households in Sugar Grove



Source: Leisure Vision/ETC Institute (November 2008)

## Q16. Recreation and Sports Programs That Are Most Important to Respondent Households

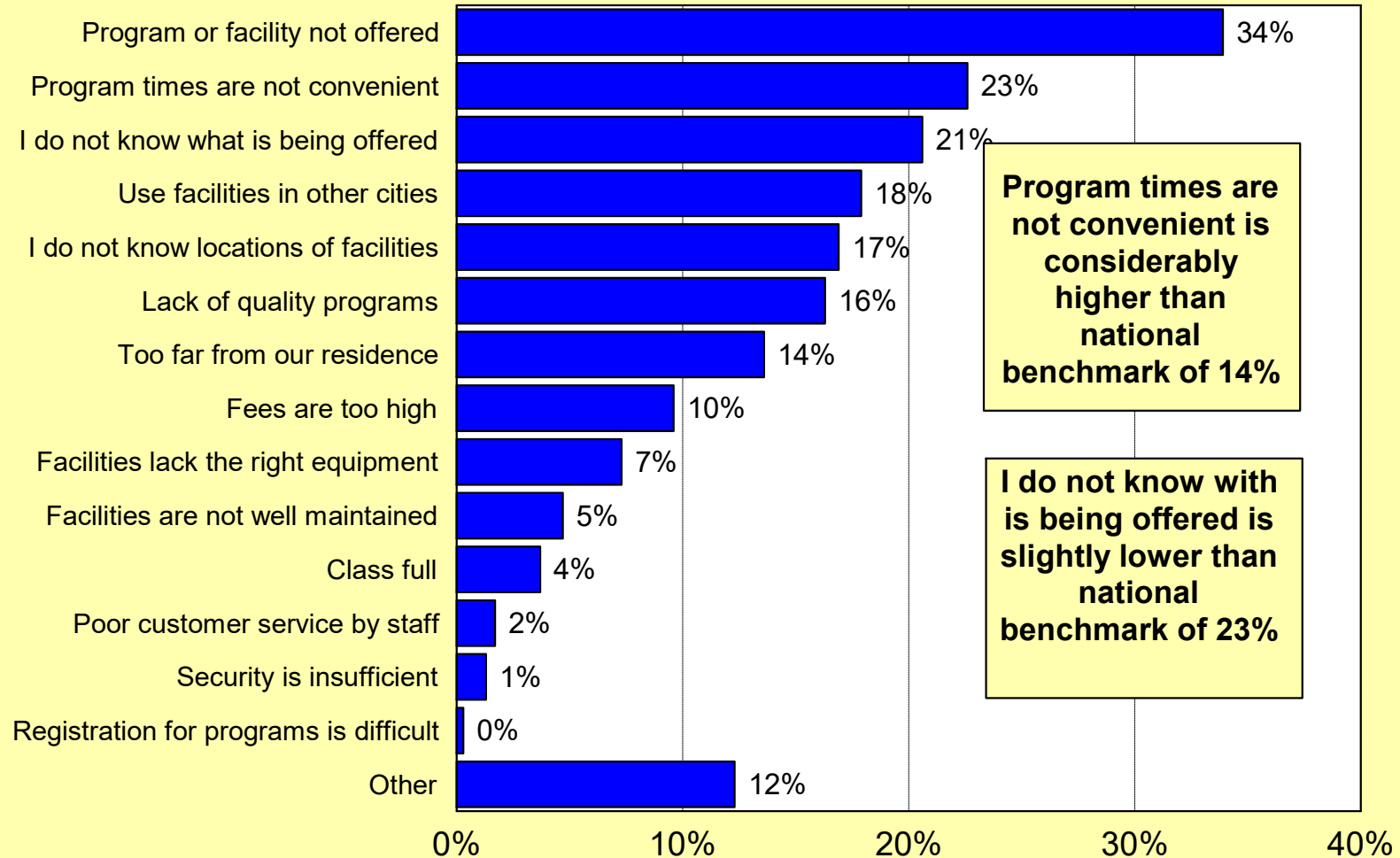
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (November 2008)

## Q18. Reasons Preventing the Use of Sugar Grove Park District Parks, Recreation and Sports Facilities or Programs More Often

by percentage of respondents (multiple choices could be made)

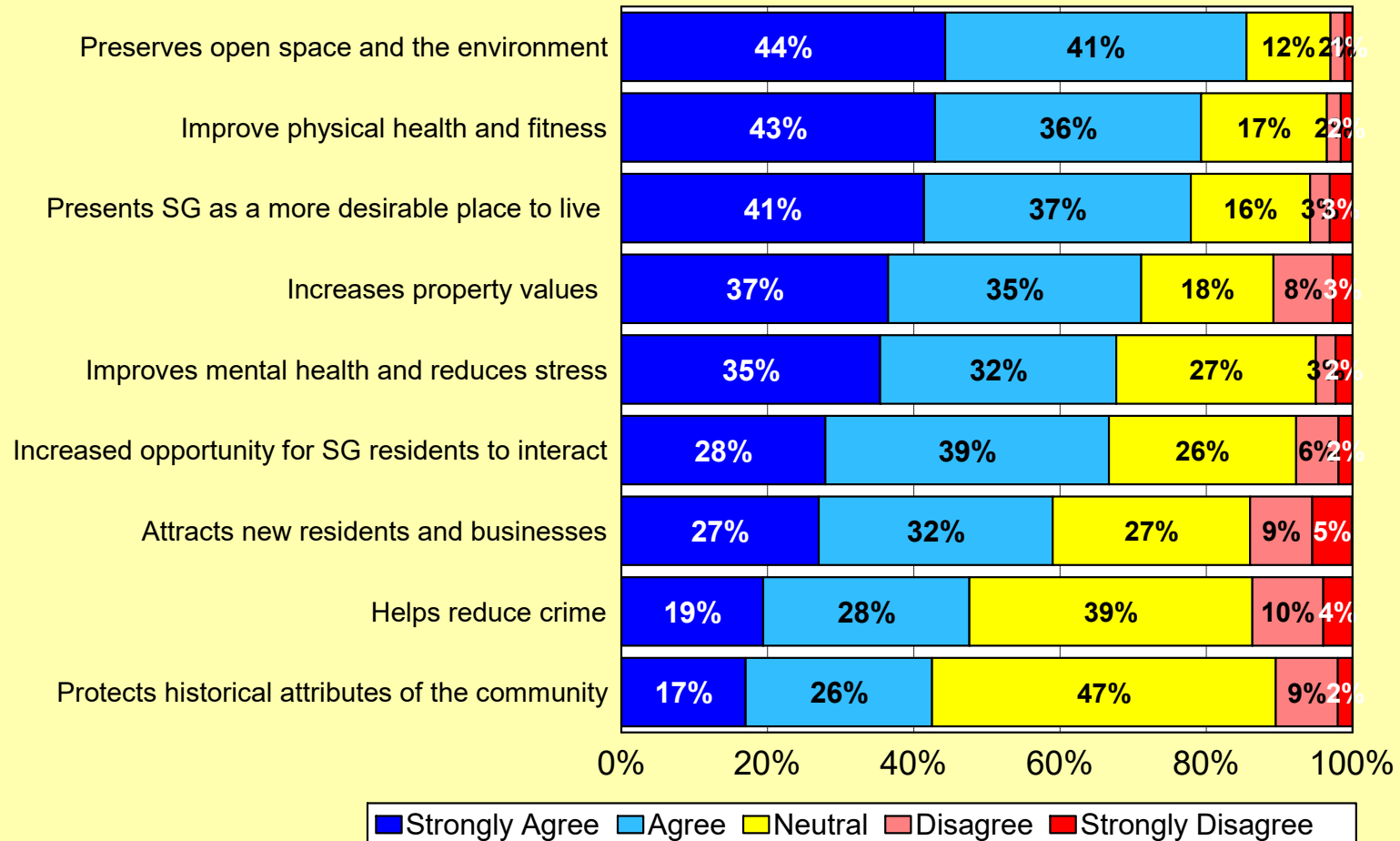


Source: Leisure Vision/ETC Institute (November 2008)



## Q19. Level of Agreement with Potential Benefits Being Provided by Parks, Trails, and Recreation Facilities

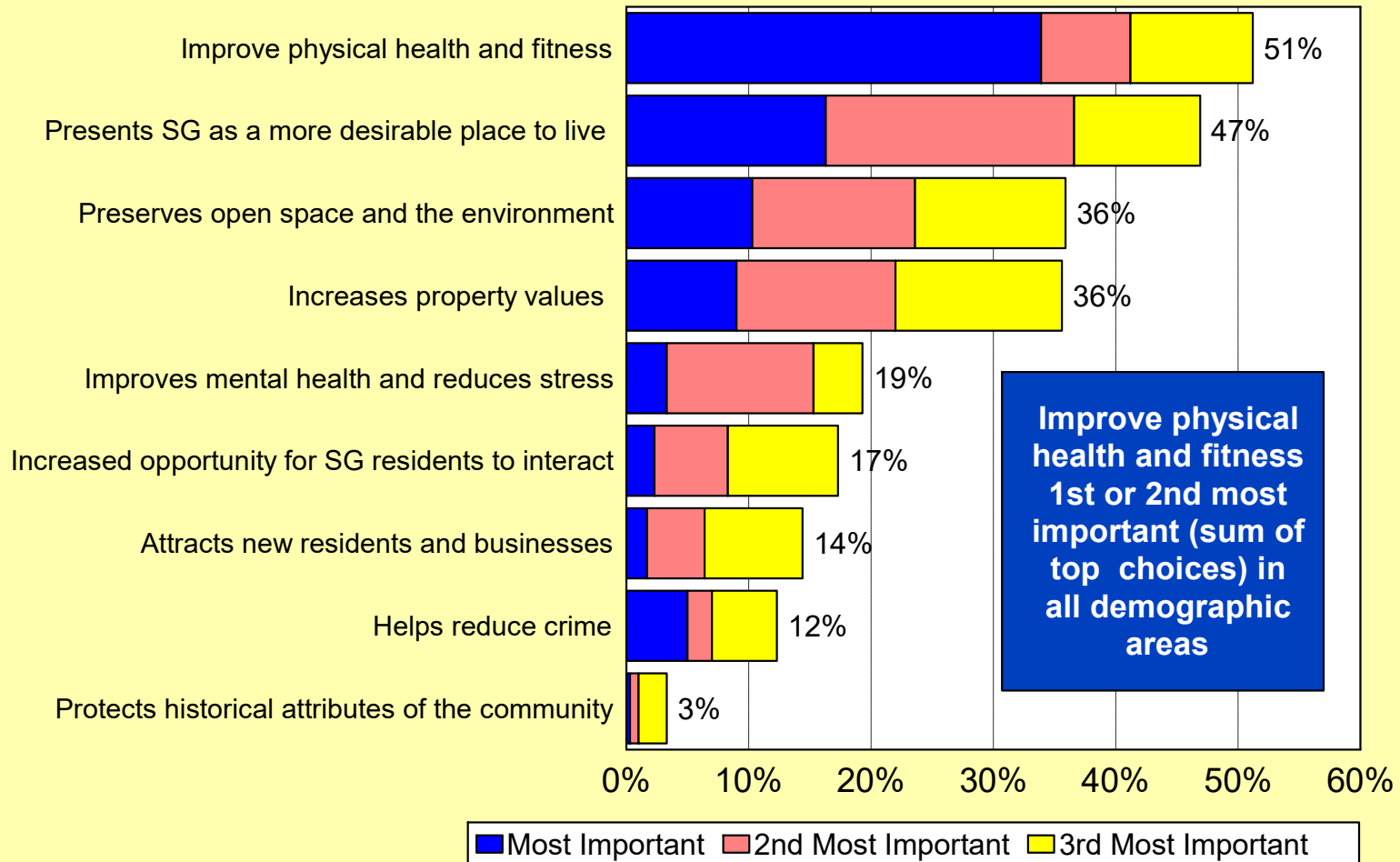
by percentage of respondents (excluding "don't know" responses)



Source: Leisure Vision/ETC Institute (November 2008)

## Q20. Benefits That Are Most Important to Respondent Households

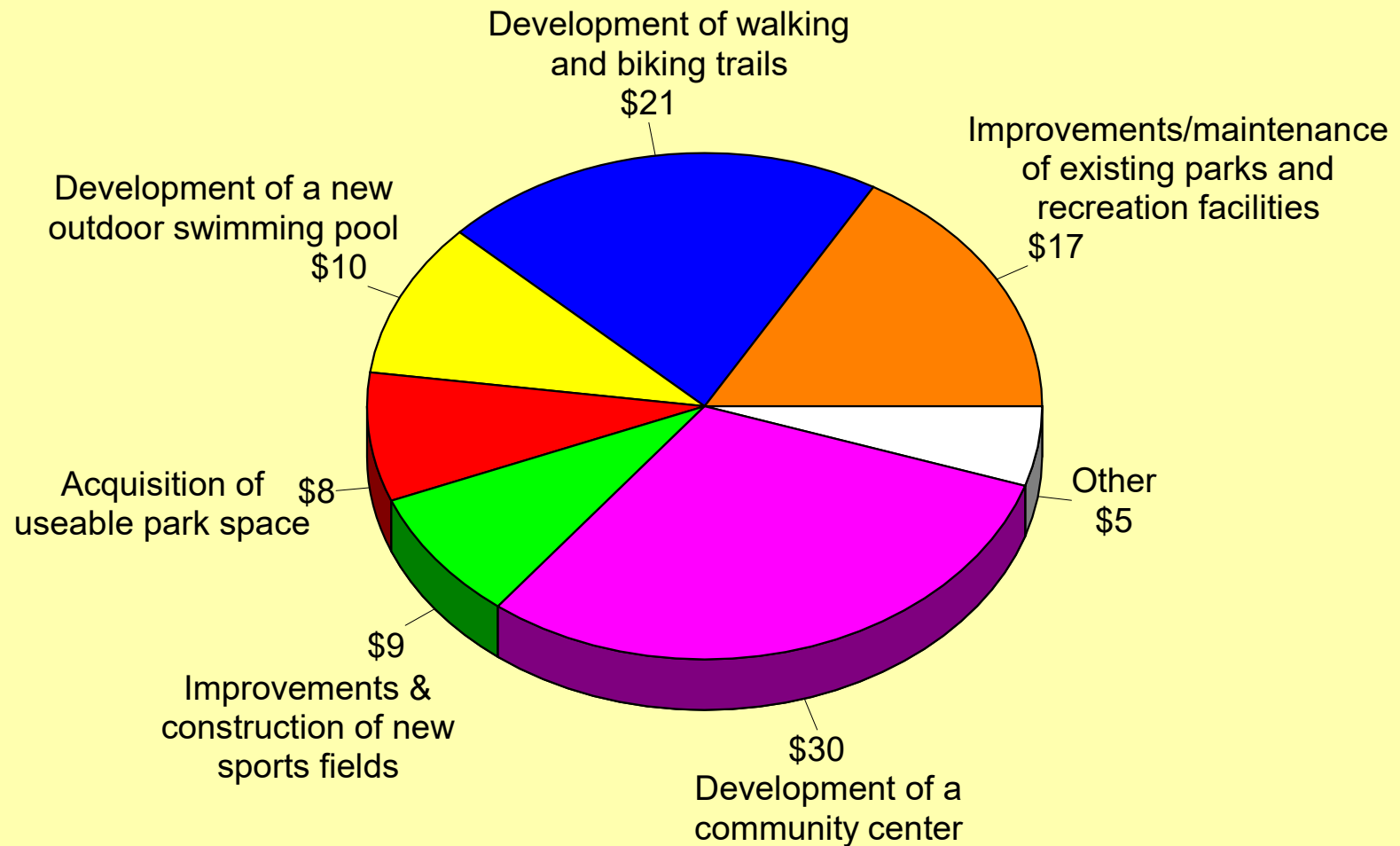
by percentage of respondents who selected it as one of their top three choices



Source: Leisure Vision/ETC Institute (November 2008)

## Q21. How Respondents Would Allocate \$100 Among Various Parks, Trails, Sports and Recreation Facilities

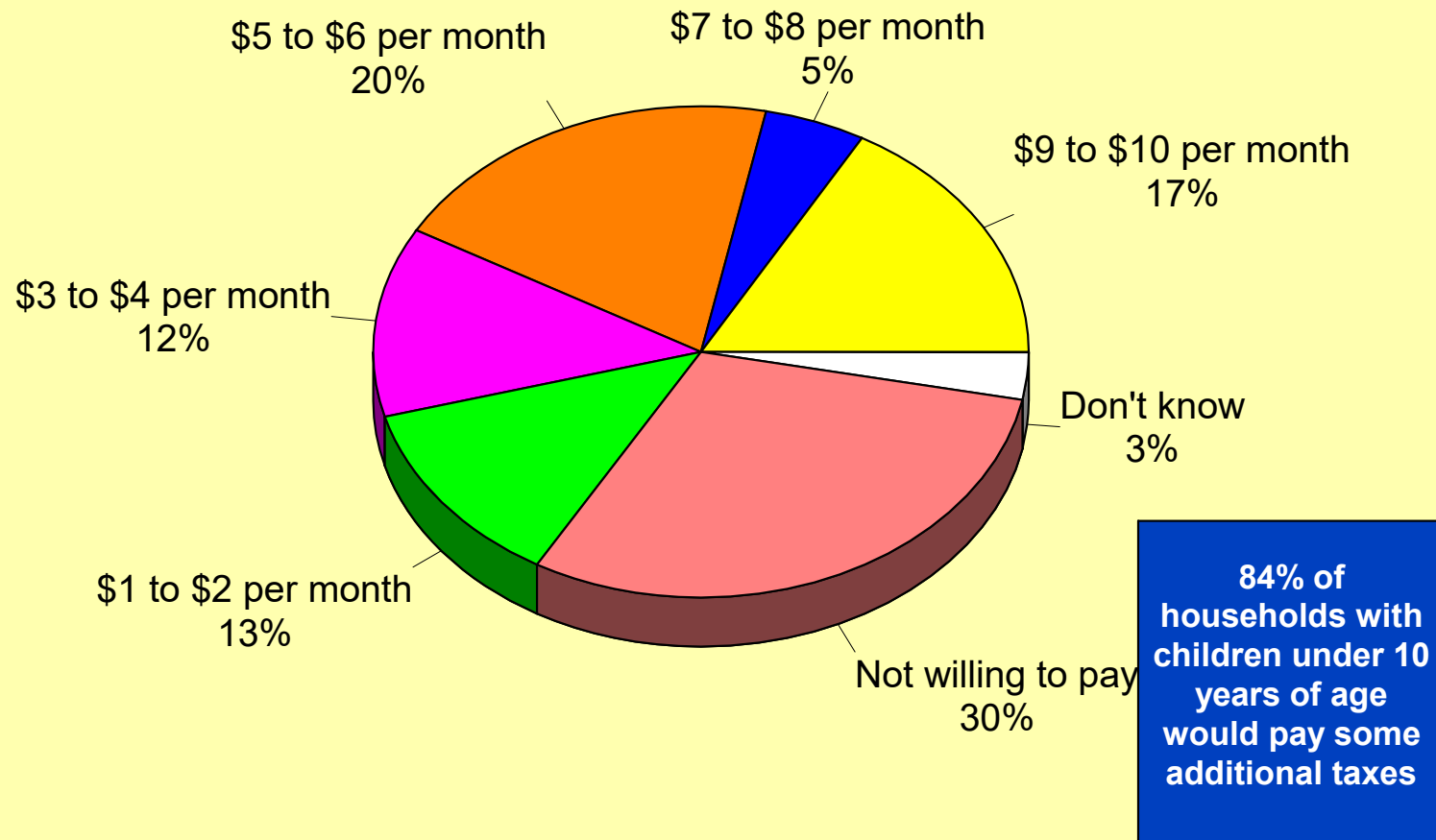
by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2008)

## Q22. Maximum Amount of Additional Taxes Respondents Would Pay for the Types of Parks and Recreation Facilities and Programs That Are Most Important to Their Household

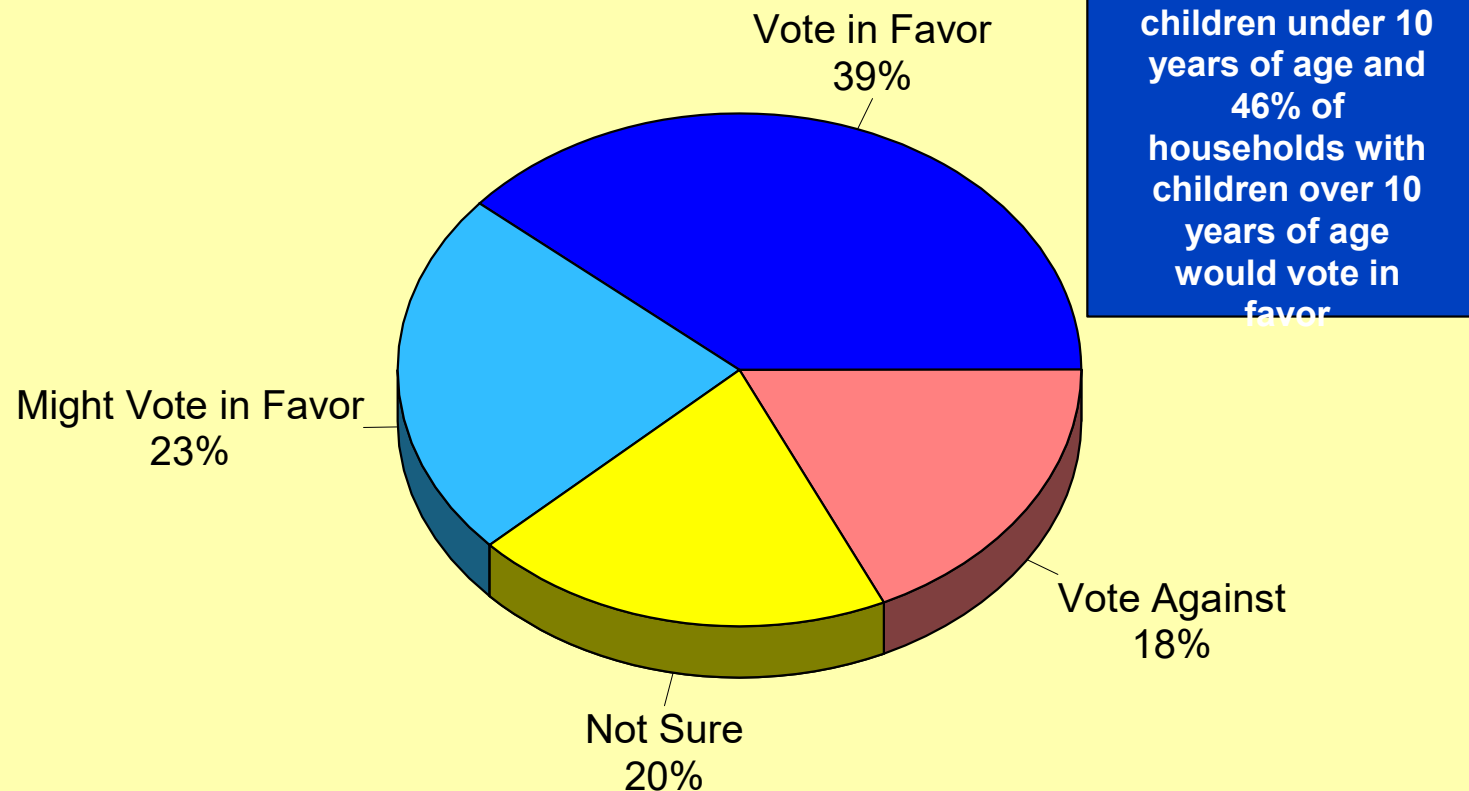
by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2008)

## Q23. How Respondents Would Vote in an Election to Fund the Types of Parks and Recreation Facilities and Improvements That Are Most Important to Their Household

by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2008)

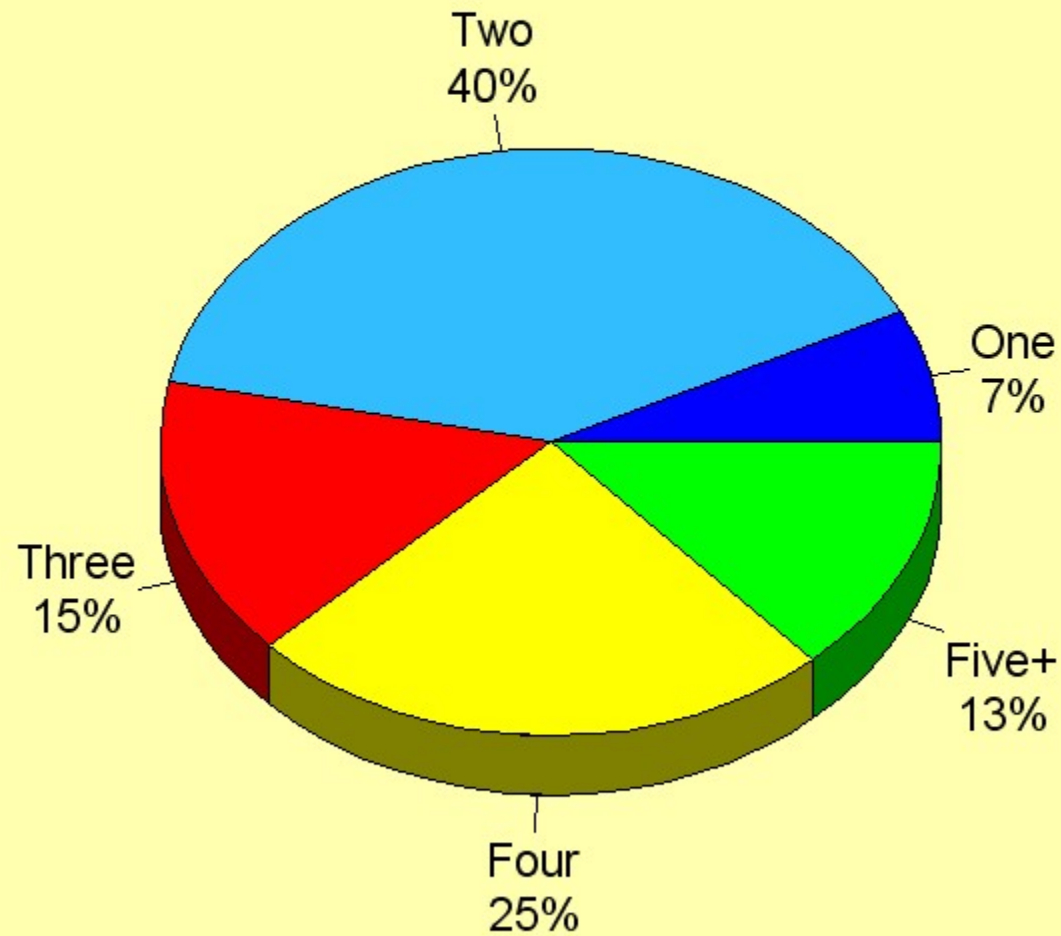
A decorative graphic on the left side of the slide, consisting of a vertical stack of colored rectangles: a thin yellow bar, a thin grey bar, a blue bar, a red bar, and a grey bar. A horizontal grey bar with a red outline extends from the left side across the top of the slide.

# *Demographics*



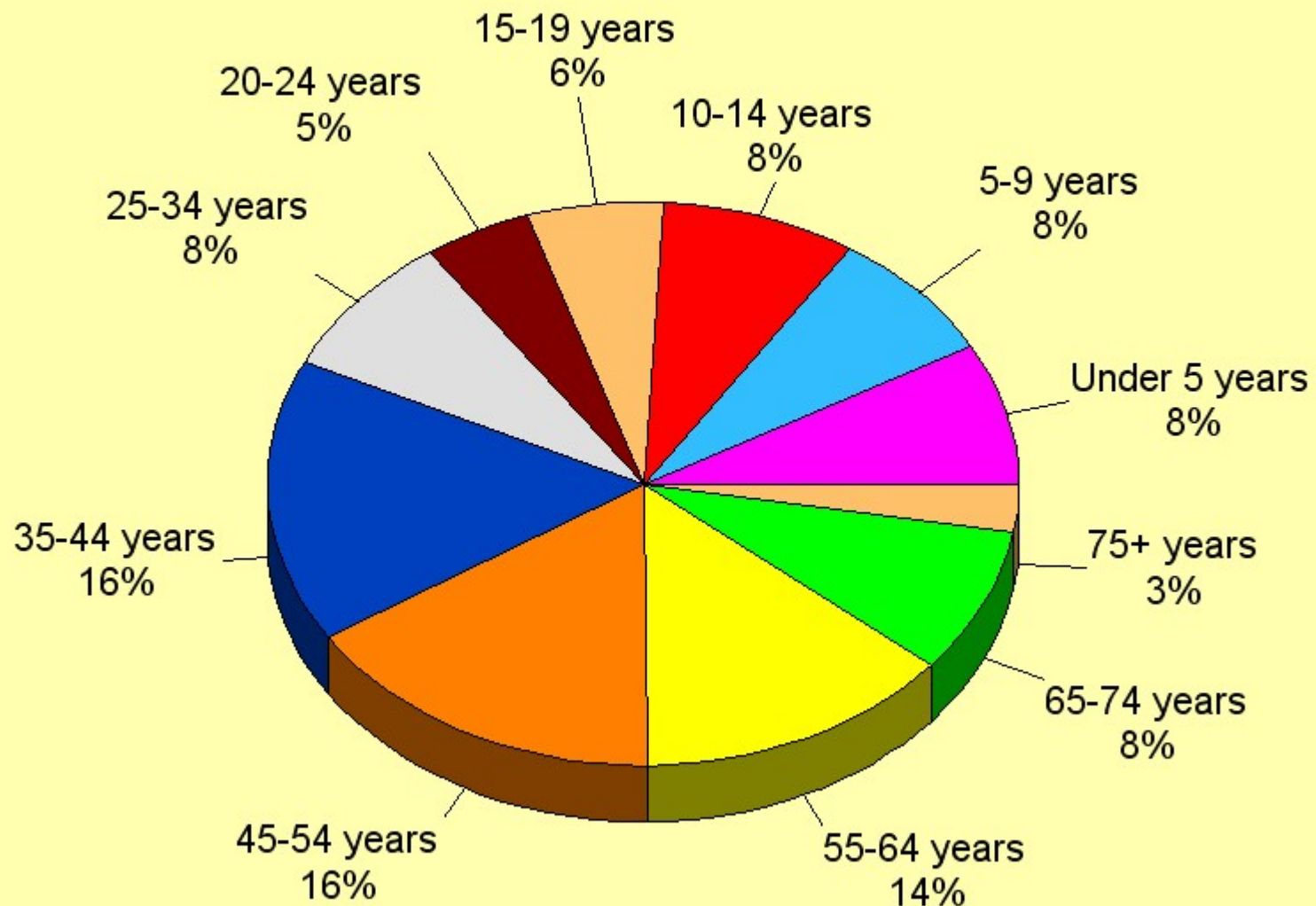
# Q1. Demographics: Number of People in Household

by percentage of respondents



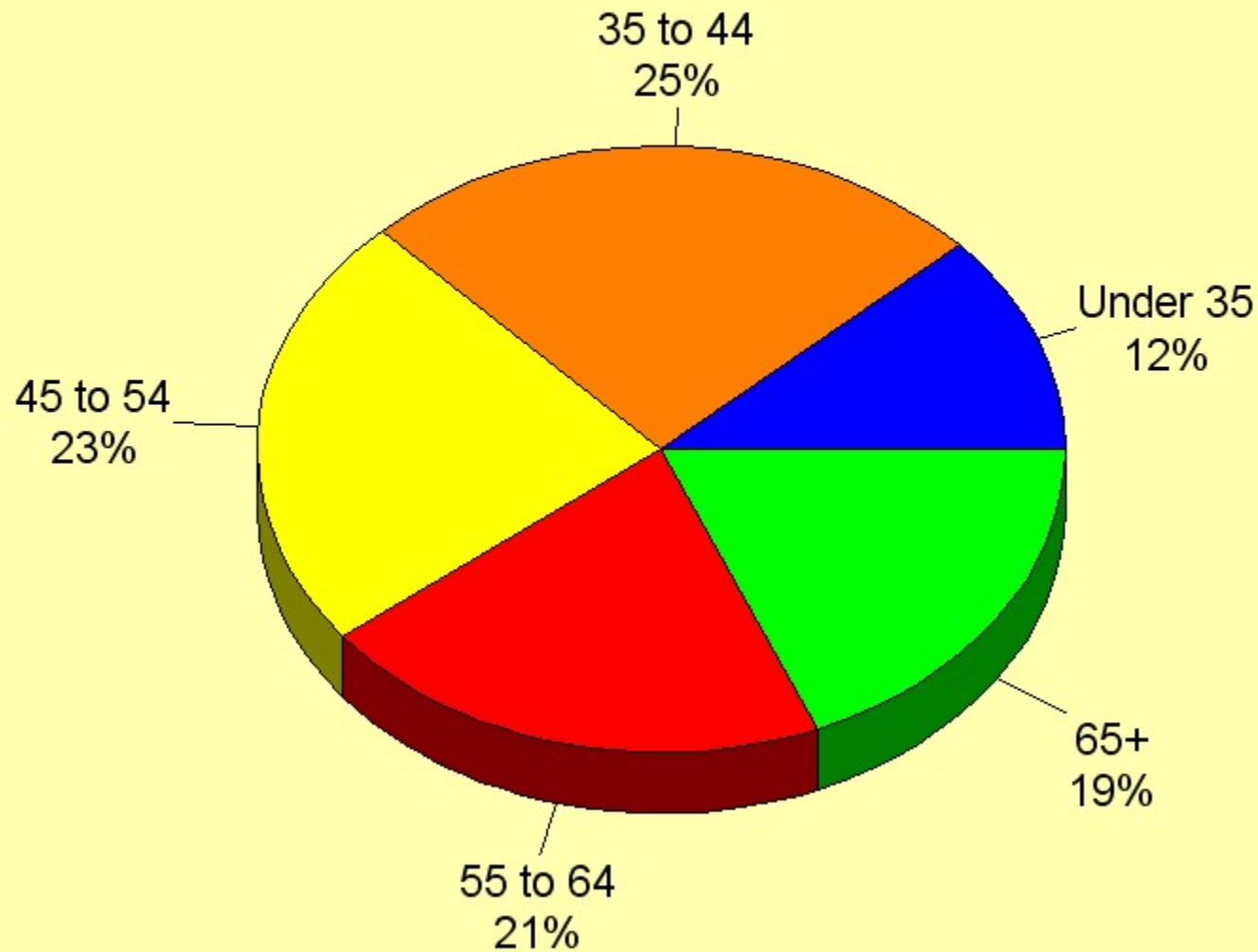
## Q24. Demographics: Ages of People in Household

by percentage of household occupants



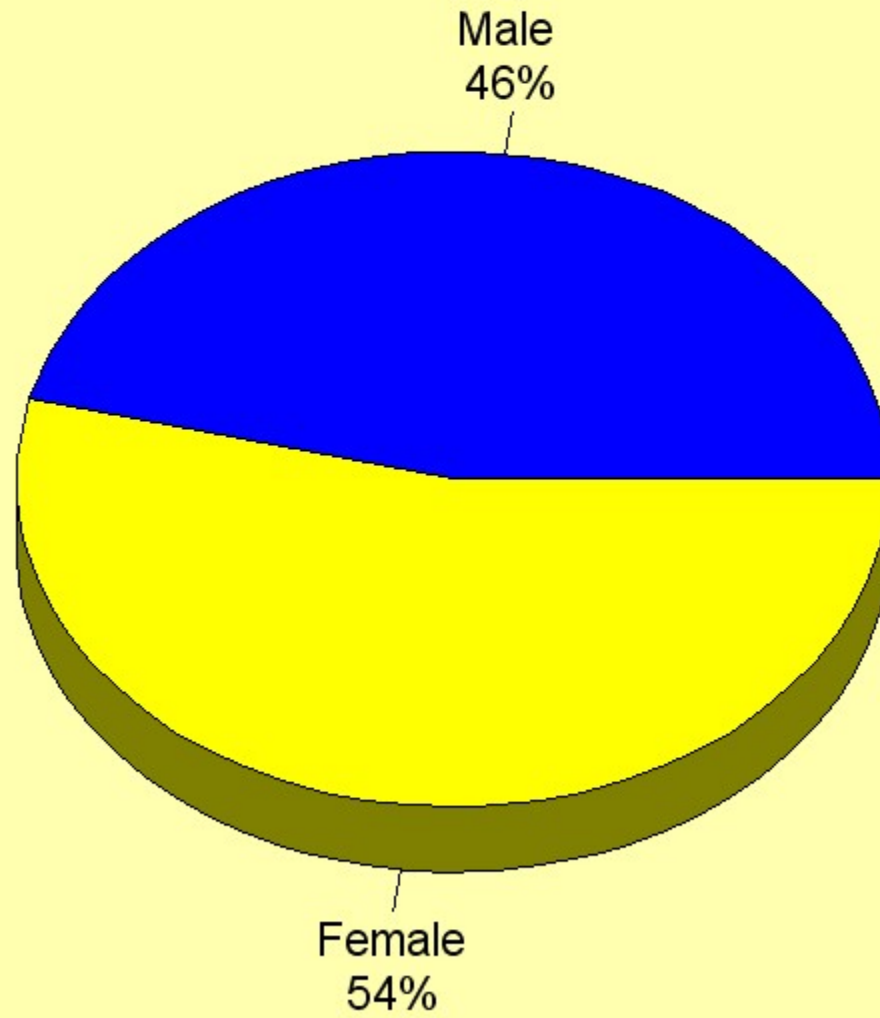
## Q25. Demographics: Age of Respondents

by percentage of respondents



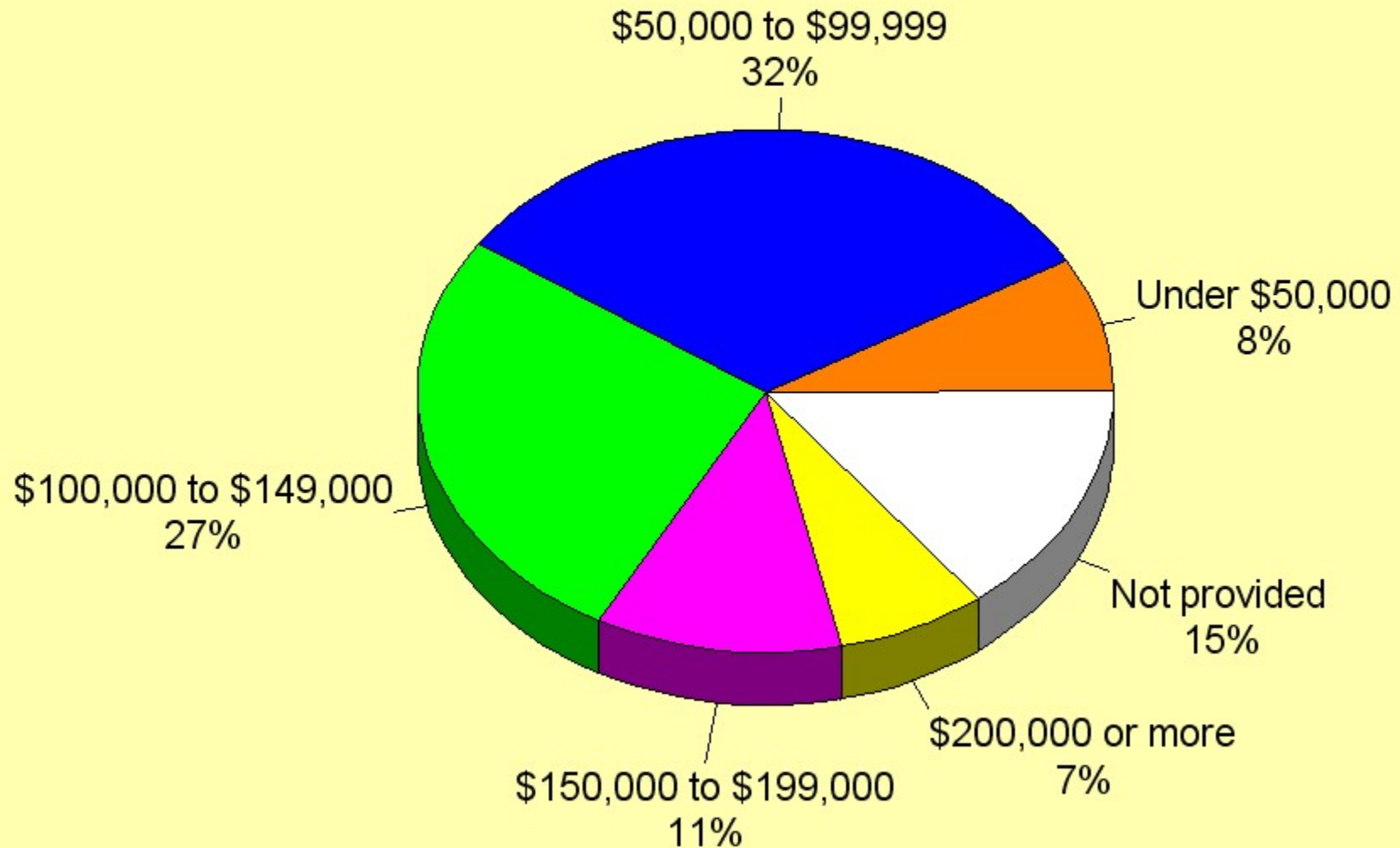
## Q26. Demographics: Gender

by percentage of respondents



## Q27. Demographics: Household Income

by percentage of respondents



## Q28. Demographics: Number of Years Lived in the Sugar Grove Park District

by percentage of respondents

