

## Parks and Recreation Benchmarking for Needs Assessment Surveys

	Loudoun County	City of Fairfax	City of Falls Church	City of Alexandria	Arlington County	Fairfax County	Other Virginia Communities
<b><u>Have you or members of your household visited any City/County parks over the past year?</u></b>							
Yes	70%	72%	76%	66%	75%	80%	75%
No	30%	28%	24%	21%	25%	20%	25%
<b><u>Overall rating of quality of parks</u></b>							
Excellent	39%	38%	53%	27%	30%	NA	25%
Good	51%	51%	39%	52%	55%	NA	62%
Fair	8%	10%	7%	19%	12%	NA	12%
Poor	2%	1%	1%	2%	2%	NA	1%
Don't know	0%	0%	0%	0%	1%	NA	1%
<b><u>Have you or members of your household participated in City/County programs during the past year?</u></b>							
Yes	48%	45%	43%	42%	44%	NA	25%
No	52%	55%	57%	58%	56%	NA	75%
<b><u>Overall rating of quality of programs</u></b>							
Excellent	38%	50%	45%	28%	37%	NA	32%
Good	52%	46%	47%	60%	53%	NA	59%
Fair	8%	2%	4%	9%	6%	NA	7%
Poor	0%	0%	0%	1%	1%	NA	1%
Don't Know	2%	2%	4%	2%	3%	NA	1%

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	Loudoun County	City of Fairfax	City of Falls Church	City of Alexandria	Arlington County	Fairfax County	Other Virginia Communities
<b><u>Where respondents learned about recreation programs</u></b>							
Authority's brochure	20%	32%	29%	19%	40%	NA	53%
Word of mouth	35%	32%	39%	36%	36%	NA	49%
Newspaper	26%	18%	37%	32%	26%	NA	43%
Flyers/brochures	46%	42%	28%	48%	37%	NA	30%
Visited/called a parks & rec office	16%	13%	12%	18%	3%	NA	26%
Website	22%	23%	6%	8%	14%	NA	20%
Radio	0%	1%	2%	4%	2%	NA	15%
Cable television	1%	3%	0%	3%	7%	NA	16%
<b><u>Organizations used for parks and recreation programs and facilities</u></b>							
National Parks	48%	50%	54%	40%	NA	NA	NA
City/County Parks and Recreation Department	57%	60%	65%	45%	NA	NA	51%
Northern Virginia Regional Park Authority	42%	44%	51%	25%	NA	NA	NA
Churches	30%	32%	28%	31%	NA	NA	32%
Public Schools	34%	26%	25%	NA	NA	NA	30%
Private clubs (tennis, health, & fitness)	29%	31%	35%	25%	NA	NA	27%
YMCA/YWCA	8%	2%	3%	13%	NA	NA	11%
Neighborhood association	39%	35%	11%	25%	NA	NA	14%
Private Schools	9%	7%	8%	NA	NA	NA	NA
Scouts and Boy & Girls Clubs	13%	8%	6%	NA	NA	NA	NA
Boys and Girls Club	1%	2%	0%	1%	NA	NA	1%

## Parks and Recreation Benchmarking for Needs Assessment Surveys

	Loudoun County	City of Fairfax	City of Falls Church	City of Alexandria	Arlington County	Fairfax County	Other Virginia Communities
<b><u>Reasons preventing households from using parks and recreation facilities more often</u></b>							
We are too busy or not interested	30%	38%	42%	41%	26%	NA	30%
I do not know what is being offered	26%	14%	15%	25%	19%	NA	28%
Facilities are not close to our residence	31%	12%	16%	13%	9%	NA	18%
Use private facilities	17%	16%	17%	NA	5%	NA	12%
Program times are not convenient	17%	16%	7%	14%	NA	NA	21%
I do not know locations of parks/facilities	14%	8%	12%	19%	13%	NA	16%
Fees are too expensive for program	11%	10%	9%	7%	4%	NA	13%
Security is insufficient	3%	4%	3%	7%	7%	NA	9%
Facilities do not have the right equipment	7%	4%	8%	8%	5%	NA	10%
Lack of quality programs	9%	5%	7%	6%	5%	NA	11%
Hours of operation are not convenient	9%	8%	3%	7%	7%	NA	9%
Facilities are not well maintained	4%	5%	3%	6%	5%	NA	8%
Lack of transportation	3%	3%	3%	4%	3%	NA	3%
Registration for programs is difficult	7%	2%	1%	2%	2%	NA	5%
Poor customer service by staff	3%	1%	1%	4%	NA	NA	6%

## Parks and Recreation Benchmarking for Needs Assessment Surveys

	Loudoun County	City of Fairfax	City of Falls Church	City of Alexandria	Arlington County	Fairfax County	Other Virginia Communities
<b><u>Parks and recreation facilities that respondent households have a need for</u></b>							
Paved walking and biking trails	75%	66%	79%	NA	NA	64%	66%
Small community parks	68%	70%	70%	NA	NA	66%	57%
Nature centers and natural areas	59%	56%	60%	NA	NA	54%	56%
Large regional parks	69%	53%	50%	NA	NA	59%	49%
Picnic shelters/areas	58%	47%	47%	NA	NA	47%	56%
Historical sites and museums	59%	60%	56%	NA	NA	52%	NA
Indoor exercise and fitness facilities	60%	46%	48%	NA	NA	48%	45%
Unpaved hiking trails	46%	45%	45%	NA	NA	40%	NA
Indoor pools for recreation swimming	63%	46%	48%	NA	NA	52%	46%
Outdoor swimming pools/water parks	55%	38%	42%	NA	NA	34%	36%
Playgrounds	51%	42%	37%	NA	NA	34%	38%
Performing Arts Venue	39%	45%	39%	NA	NA	NA	41%
Horticultural centers/public gardens	34%	38%	41%	NA	NA	33%	NA
Golf courses/driving ranges	38%	26%	24%	NA	NA	27%	26%
Outdoor basketball/multi-use courts	34%	26%	25%	NA	NA	21%	24%
Tennis courts	36%	25%	31%	NA	NA	26%	26%
Boat launch and rental sites	25%	18%	14%	NA	NA	NA	15%
Off-leash dog parks	25%	21%	19%	NA	NA	20%	27%
Baseball/softball fields	30%	22%	20%	NA	NA	20%	18%
Soccer/lacrosse/field hockey/football fields	41%	23%	23%	NA	NA	19%	24%
Senior Centers	22%	25%	22%	NA	NA	NA	22%
Meeting Space for receptions/conferences	26%	20%	24%	NA	NA	NA	29%
Teen Centers	25%	17%	21%	NA	NA	NA	11%
Outdoor Equestrian Facility and trails	15%	12%	8%	NA	NA	14%	NA
Campgrounds	30%	19%	14%	NA	NA	NA	NA
Cabin/Cottage Rentals	21%	13%	9%	NA	NA	NA	NA
Rowing/Crew facilities	10%	9%	10%	NA	NA	NA	NA

## Parks and Recreation Benchmarking for Needs Assessment Surveys

	Loudoun County	City of Fairfax	City of Falls Church	City of Alexandria	Arlington County	Fairfax County	Other Virginia Communities
<b><u>Most important parks and recreation facilities (sum of importance percentages)</u></b>							
Paved walking and biking trails	37%	35%	48%	55%	NA	37%	37%
Small community parks	18%	35%	28%	40%	NA	29%	23%
Playgrounds	20%	17%	13%	20%	NA	17%	19%
Nature centers and natural areas	13%	15%	15%	NA	NA	19%	24%
Large regional parks	21%	15%	12%	20%	NA	28%	17%
Unpaved hiking trails	15%	19%	15%	NA	NA	17%	NA
Indoor exercise and fitness facilities	21%	19%	13%	NA	NA	21%	20%
Picnic shelters/areas	10%	8%	11%	20%	NA	9%	18%
Outdoor swimming pools/water parks	18%	15%	20%	7%	NA	8%	11%
Indoor pools for recreation swimming	26%	19%	18%	19%	NA	29%	19%
Golf courses/driving ranges	11%	10%	8%	NA	NA	14%	12%
Performing Arts Venue	10%	11%	11%	NA	NA	NA	11%
Off-leash dog parks	11%	7%	6%	14%	NA	9%	13%
Historical sites and museums	11%	15%	14%	NA	NA	16%	NA
Horticultural centers/public gardens	5%	8%	8%	NA	NA	8%	NA
Senior Centers	9%	13%	12%	NA	NA	NA	8%
Soccer/lacrosse/field hockey/football fields	19%	8%	9%	5%	NA	10%	9%
Baseball/softball fields	9%	7%	6%	4%	NA	NA	8%
Tennis courts	6%	5%	7%	12%	NA	7%	9%
Boat launch and rental sites	5%	3%	2%	NA	NA	NA	4%
Teen Centers	5%	3%	5%	NA	NA	NA	2%
Outdoor basketball/multi-use courts	8%	5%	7%	NA	NA	4%	5%
Meeting Space for receptions/conferences	3%	2%	7%	NA	NA	NA	6%
Outdoor Equestrian Facility and trails	3%	1%	2%	NA	NA	2%	NA
Campgrounds	4%	2%	1%	NA	NA	NA	NA
Cabin/Cottage Rentals	2%	0%	2%	NA	NA	NA	NA
Rowing/Crew facilities	1%	1%	0%	NA	NA	NA	NA

## Parks and Recreation Benchmarking for Needs Assessment Surveys

	Loudoun County	City of Fairfax	City of Falls Church	City of Alexandria	Arlington County	Fairfax County	Other Virginia Communities
<b><u>Recreation programs that respondent households have a need for</u></b>							
Adult fitness and wellness programs	46%	46%	42%	NA	NA	NA	NA
Special events	30%	30%	31%	NA	NA	NA	NA
Nature programs/environmental education	34%	36%	28%	NA	NA	NA	NA
Local history programs	34%	37%	33%	NA	NA	NA	NA
Water fitness programs	34%	31%	28%	NA	NA	NA	NA
Youth sports programs	39%	22%	15%	NA	NA	NA	NA
Adult arts, dance, performing arts	20%	26%	16%	NA	NA	NA	NA
Seniors/Adult programs for 50 years and older	15%	23%	12%	NA	NA	NA	NA
Youth Learn to Swim programs	33%	19%	18%	NA	NA	NA	NA
Adult sports programs	30%	21%	14%	NA	NA	NA	NA
Golf lessons and leagues	25%	20%	16%	NA	NA	NA	NA
Tennis lessons and leagues	25%	17%	19%	NA	NA	NA	NA
Youth summer camp programs	31%	19%	14%	NA	NA	NA	NA
Youth art, dance, performing arts	21%	19%	16%	NA	NA	NA	NA
Youth fitness and wellness programs	25%	13%	13%	NA	NA	NA	NA
Birthday parties	20%	14%	12%	NA	NA	NA	NA
Martial arts programs	18%	10%	5%	NA	NA	NA	NA
Gymnastics/tumbling programs	18%	12%	8%	NA	NA	NA	NA
Boating lessons	17%	15%	10%	NA	NA	NA	NA
Before and after school programs	19%	12%	6%	NA	NA	NA	NA
Preschool programs	21%	12%	8%	NA	NA	NA	NA
Programs for people with disabilities	10%	7%	8%	NA	NA	NA	NA
Agricultural interpretation programs	11%	12%	9%	NA	NA	NA	NA
Equestrian riding lessons	12%	11%	6%	NA	NA	NA	NA
Scuba training	14%	10%	3%	NA	NA	NA	NA
Skeet/trap lessons	11%	10%	4%	NA	NA	NA	NA

## Parks and Recreation Benchmarking for Needs Assessment Surveys

	Loudoun County	City of Fairfax	City of Falls Church	City of Alexandria	Arlington County	Fairfax County	Other Virginia Communities
<b><u>Most important recreation programs (sum of importance percentages)</u></b>							
Adult fitness and wellness programs	23%	30%	29%	NA	NA	NA	NA
Special events	9%	12%	17%	42%	NA	NA	NA
Nature programs/environmental education	13%	18%	11%	6%	NA	NA	NA
Youth sports programs	22%	11%	12%	NA	NA	NA	NA
Seniors/Adult programs for 50 years and older	7%	17%	8%	10%	NA	NA	NA
Water fitness programs	11%	15%	13%	NA	NA	NA	NA
Local history programs	11%	19%	18%	NA	NA	NA	NA
Youth Learn to Swim programs	18%	9%	10%	NA	NA	NA	NA
Golf lessons and leagues	12%	7%	8%	NA	NA	NA	NA
Adult arts, dance, performing arts	8%	13%	10%	NA	NA	NA	NA
Adult sports programs	15%	7%	4%	NA	NA	NA	NA
Youth summer camp programs	15%	9%	7%	7%	NA	NA	NA
Tennis lessons and leagues	8%	6%	8%	9%	NA	NA	NA
Before and after school programs	10%	6%	2%	5%	NA	NA	NA
Preschool programs	12%	6%	2%	3%	NA	NA	NA
Youth art, dance, performing arts	6%	8%	7%	NA	NA	NA	NA
Youth fitness and wellness programs	8%	5%	8%	NA	NA	NA	NA
Programs for people with disabilities	3%	2%	3%	2%	NA	NA	NA
Martial arts programs	6%	2%	3%	NA	NA	NA	NA
Birthday parties	5%	3%	2%	NA	NA	NA	NA
Agricultural interpretation programs	3%	3%	5%	NA	NA	NA	NA
Boating lessons	4%	4%	3%	NA	NA	NA	NA
Gymnastics/tumbling programs	5%	4%	2%	NA	NA	NA	NA
Equestrian riding lessons	4%	4%	2%	NA	NA	NA	NA
Skeet/trap lessons	3%	3%	3%	NA	NA	NA	NA
Scuba training	4%	2%	2%	NA	NA	NA	NA

Parks and Recreation Benchmarking for Needs Assessment Surveys							
	Loudoun County	City of Fairfax	City of Falls Church	City of Alexandria	Arlington County	Fairfax County	Other Virginia Communities
<b><u>Overall satisfaction with the value households receive from the Parks and Recreation Department</u></b>							
Very Satisfied	37%	22%	35%	NA	NA	NA	18%
Somewhat Satisfied	35%	41%	36%	NA	NA	NA	34%
Neutral	13%	16%	13%	NA	NA	NA	27%
Somewhat Dissatisfied	2%	9%	2%	NA	NA	NA	6%
Very Dissatisfied	0%	3%	2%	NA	NA	NA	2%
Don't Know	13%	9%	12%	NA	NA	NA	13%



# **Community Attitude and Interest Survey**

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

### **Overview of the Methodology**

Leisure Vision conducted a Community Attitude and Interest Survey for the Northern Virginia Regional Park Authority, Loudoun County, the City of Fairfax, and the City of Falls Church during May and June of 2007. The purpose of the survey was to establish priorities for the future improvement of parks and recreation facilities, programs and services within the region. The survey was designed to obtain statistically valid results from households throughout Loudoun County, the City of Fairfax, and the City of Falls Church. The survey was administered by a combination of mail and phone.

Leisure Vision worked extensively with Northern Virginia Regional Park Authority and Loudoun County, City of Fairfax, and City of Falls Church 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 May 2007, surveys were mailed to a random sample of 2,000 households in Loudoun County, 2,000 surveys in the City of Fairfax, and 500 surveys in the City of Falls Church. 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, either to encourage completion of the mailed survey or to administer the survey by phone.

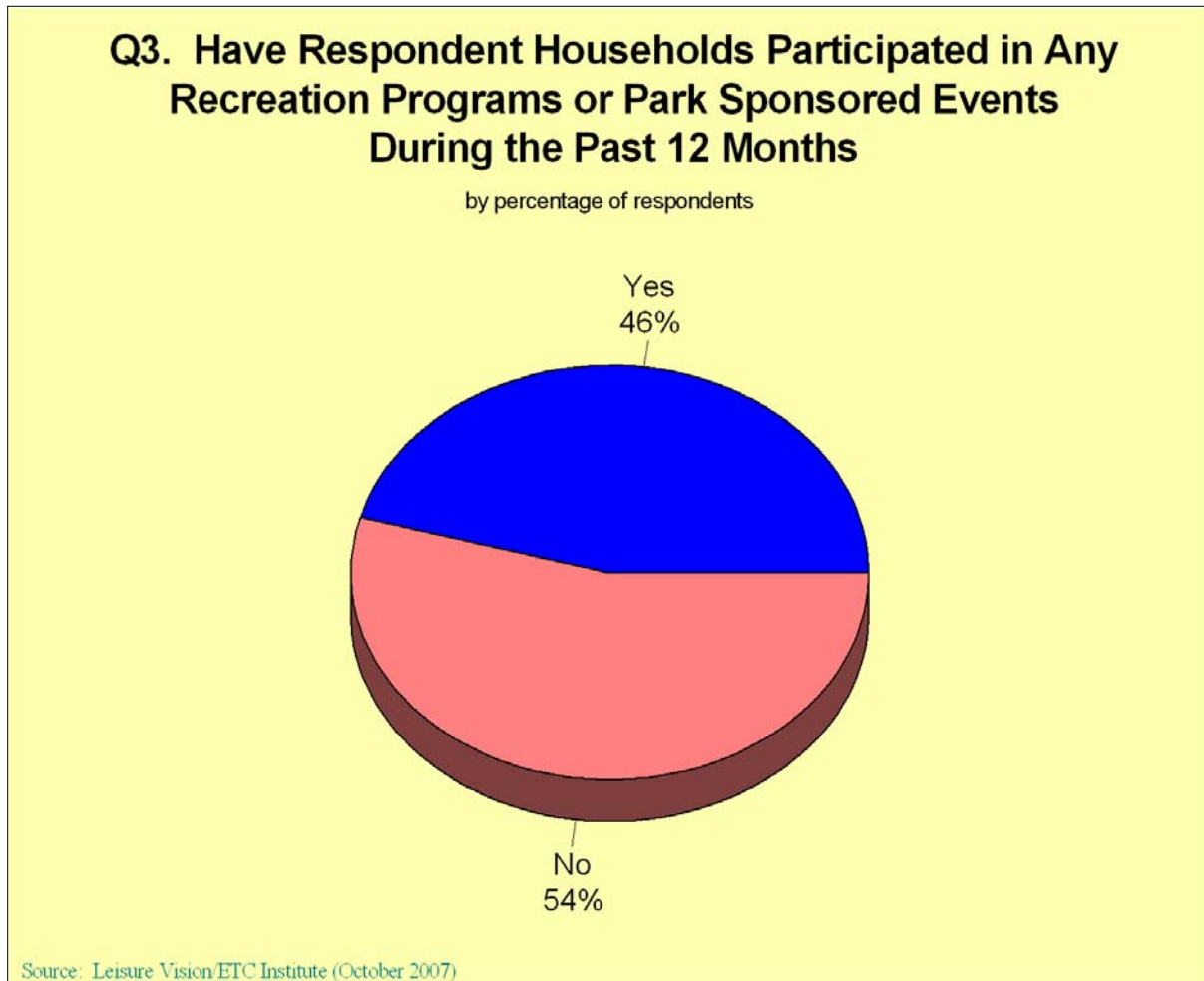
The goal was to obtain a total of at least 900 completed surveys, with at least 400 coming from Loudoun County households, 400 from City of Fairfax households, and 100 from City of Falls Church households. These goals were accomplished, with a total of 1,000 surveys having been completed, including 434 from Loudoun County, 448 from the City of Fairfax, and 118 from the City of Falls Church. The results of the random sample of 1,000 households have a 95% level of confidence with a precision of at least  $\pm 3.1\%$ .

The following pages summarize major survey findings:

### ***Participation in Recreation Programs or Park Sponsored Events***

Respondents were asked if they or members of their household have participated in any recreation programs or park sponsored events during the past 12 months. The following summarizes key findings:

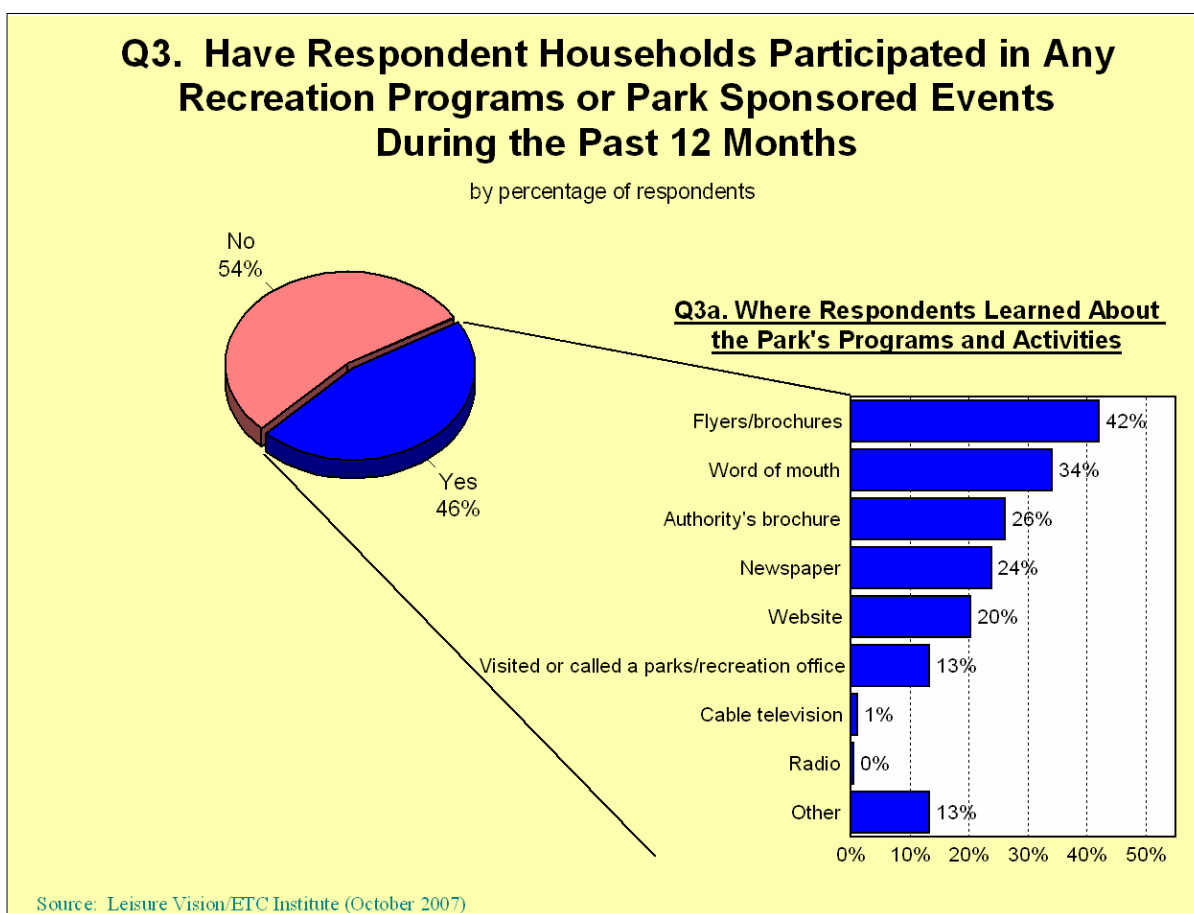
- **Forty-six percent (46%) of respondent households have participated in recreation programs or park sponsored events during the past 12 months.**



## *Where Respondent Learned About Park's Programs and Activities*

Respondent households that have participated in recreation programs or park sponsored events during the past 12 months were asked to indicate where they learned about the programs and events. The following summarizes key findings:

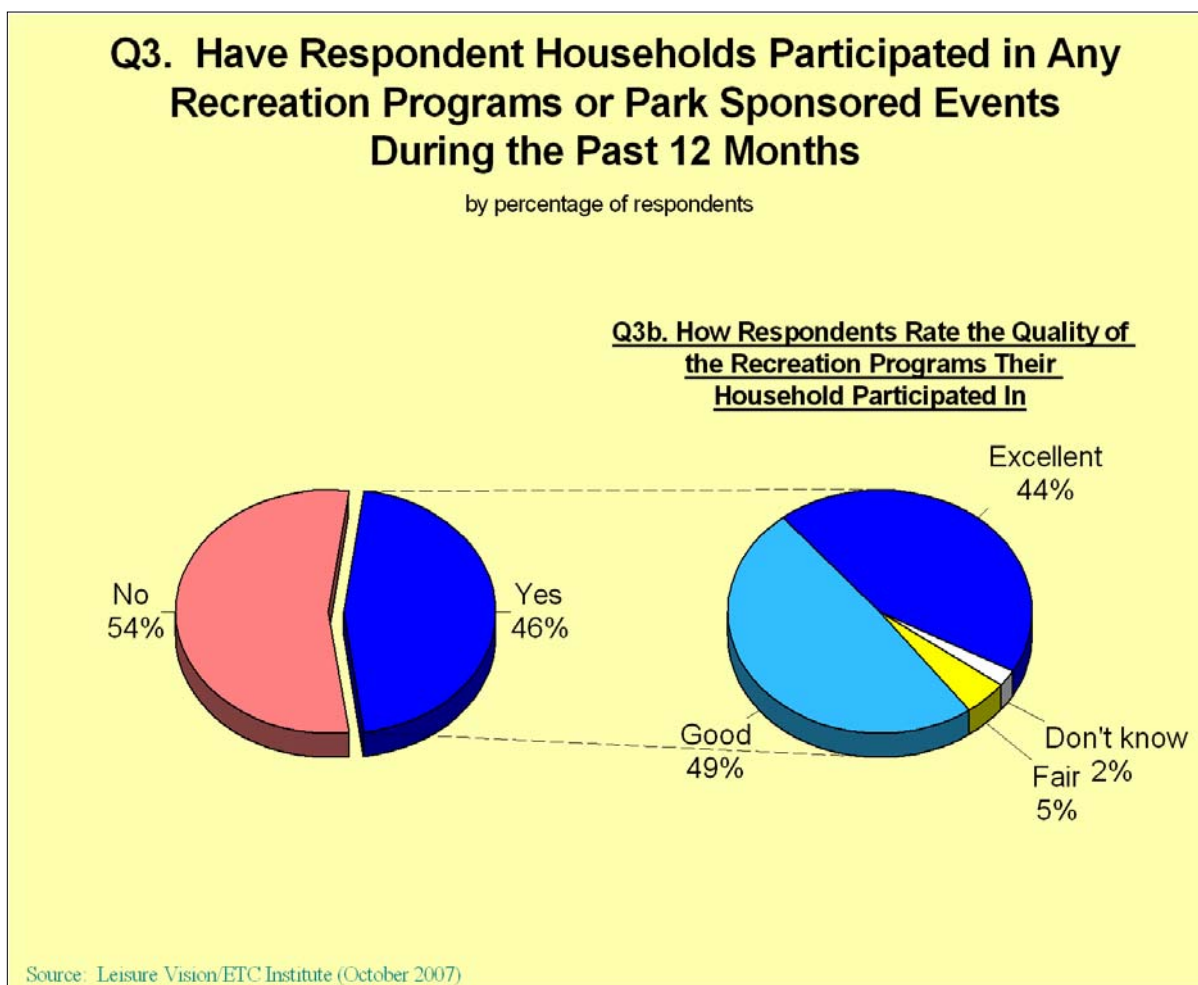
- **Of the 46% of respondent households that have participated in recreation programs or park events during the past 12 months, 42% have learned about the programs or events through flyers/brochures.** The other most frequently mentioned ways that respondents learn about programs and events are through word of mouth (34%), the Authority's brochure (26%) and the newspaper (24%).



## *Quality of the Recreation Programs*

Respondent households that have participated in recreation programs or park sponsored events during the past 12 months were asked to rate the quality of the recreation programs they have participated in. The following summarizes key findings:

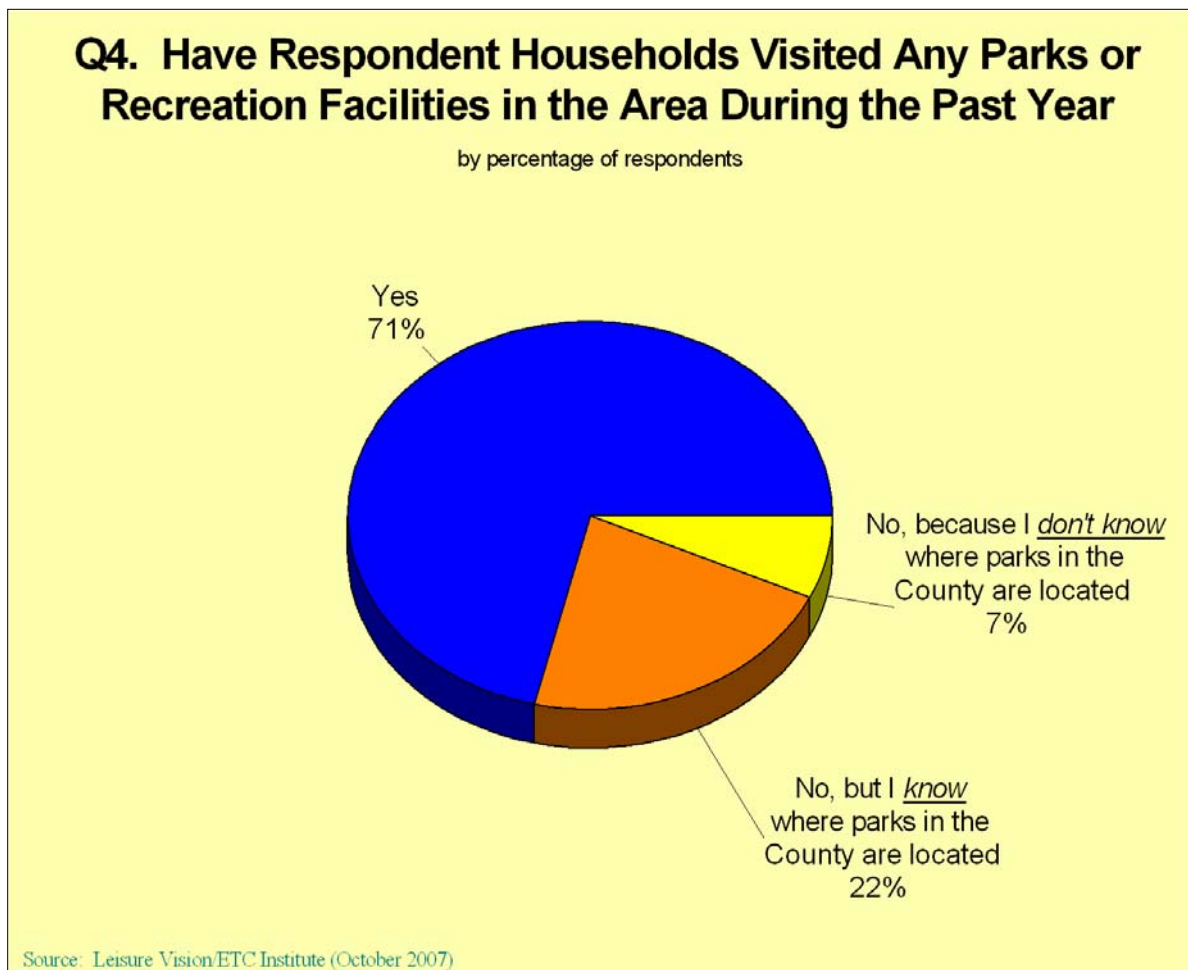
- **Of the 46% of respondent households that have participated in recreation programs or park events during the past 12 months, 93% rated the programs as either excellent (44%) or good (49%).** In addition, 5% rated the programs as fair, and less than 1% rated them as poor.



## ***Visitation of Area Parks and Recreation Facilities***

Respondents were asked if they or members of their household have visited any parks or recreation facilities in City/County of their residence during the past year. The following summarizes key findings:

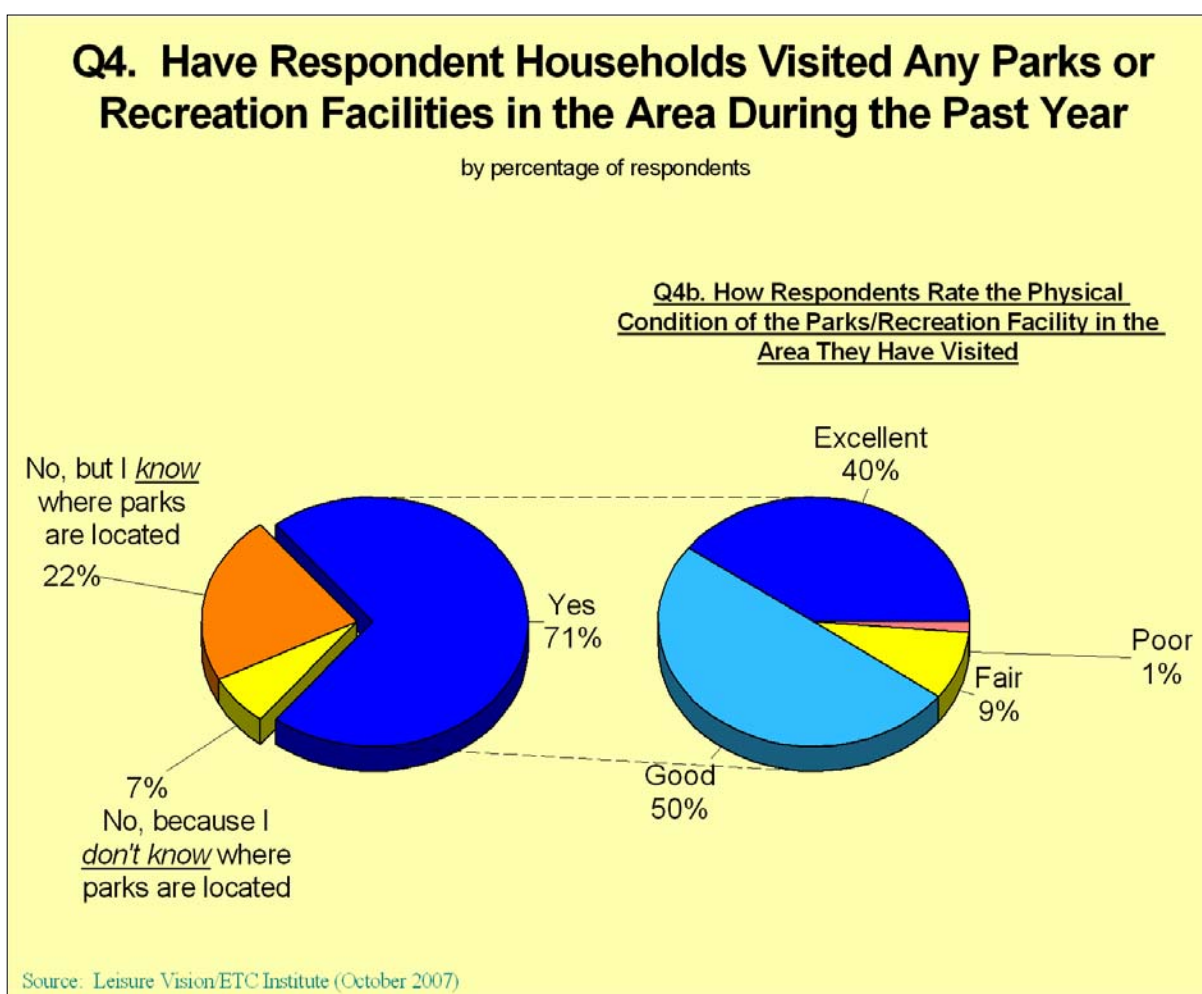
- **Seventy-one percent (71%) of respondent households have visited parks or recreation facilities in the City/County of their residence during the past year.** Twenty-two percent (22%) of respondent households have not visited parks and recreation facilities in their City/County, but do know where they are located, and 7% of respondent households have not visited parks and recreation facilities in their City/County, and do not know where they are located.
- **The parks and recreation facilities that have been visited the most often are Van Dyke Park, Claude Moore Park, Ida Lee Park, and Algonkian Park.**



## ***Physical Condition of Area Parks and Recreation Facilities***

Respondent households that have visited parks or recreation facilities in the City/County of their residence during the past year were asked to rate the physical condition of the parks and recreation facilities they have visited. The following summarizes key findings:

- **Of the 71% of respondent households that have visited parks or recreation facilities in the City/County of their residence during the past year, 90% rated the parks and facilities as either excellent (40%) or good (50%).** In addition, 9% rated the programs as fair and only 1% rated them as poor.

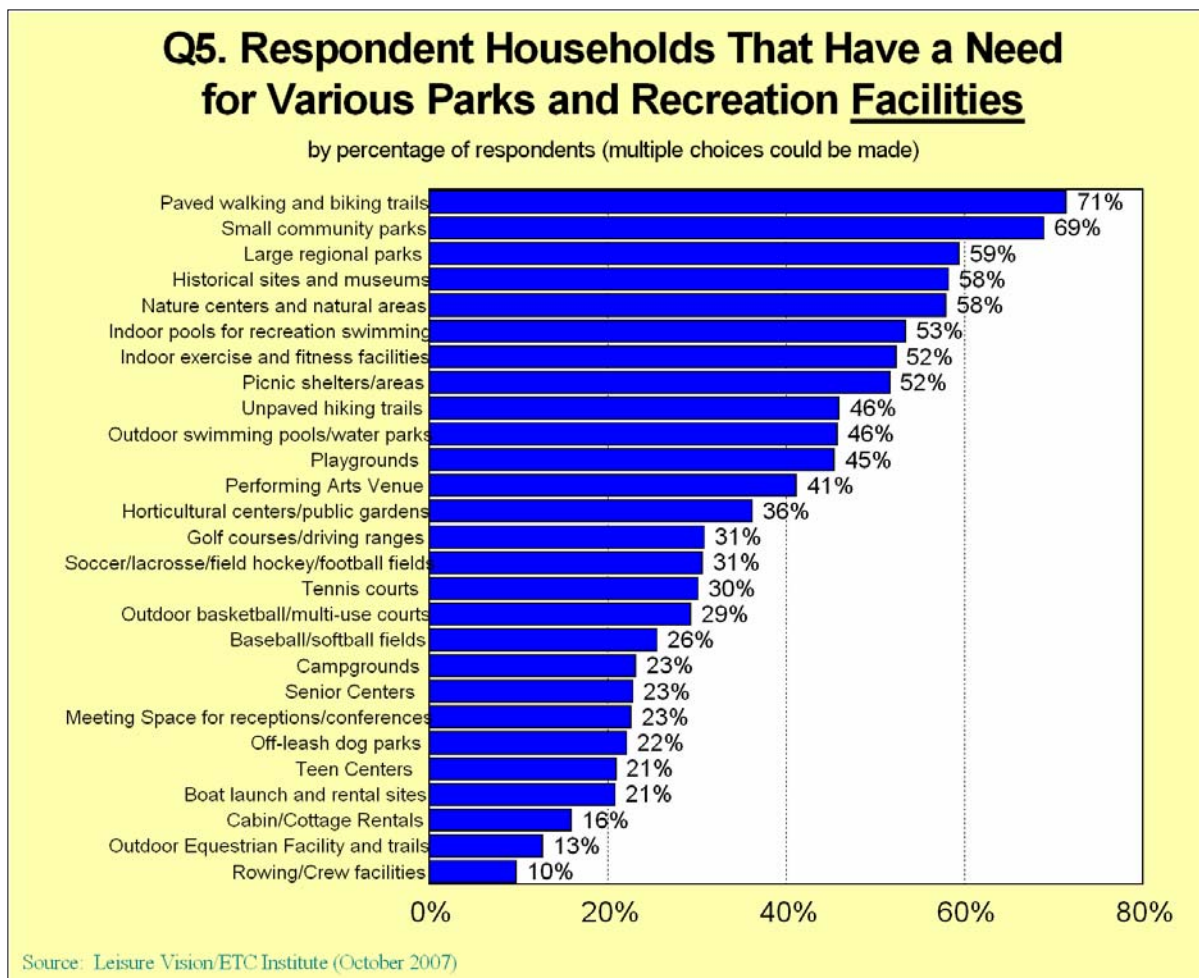




## ***Need for Parks and Recreation Facilities***

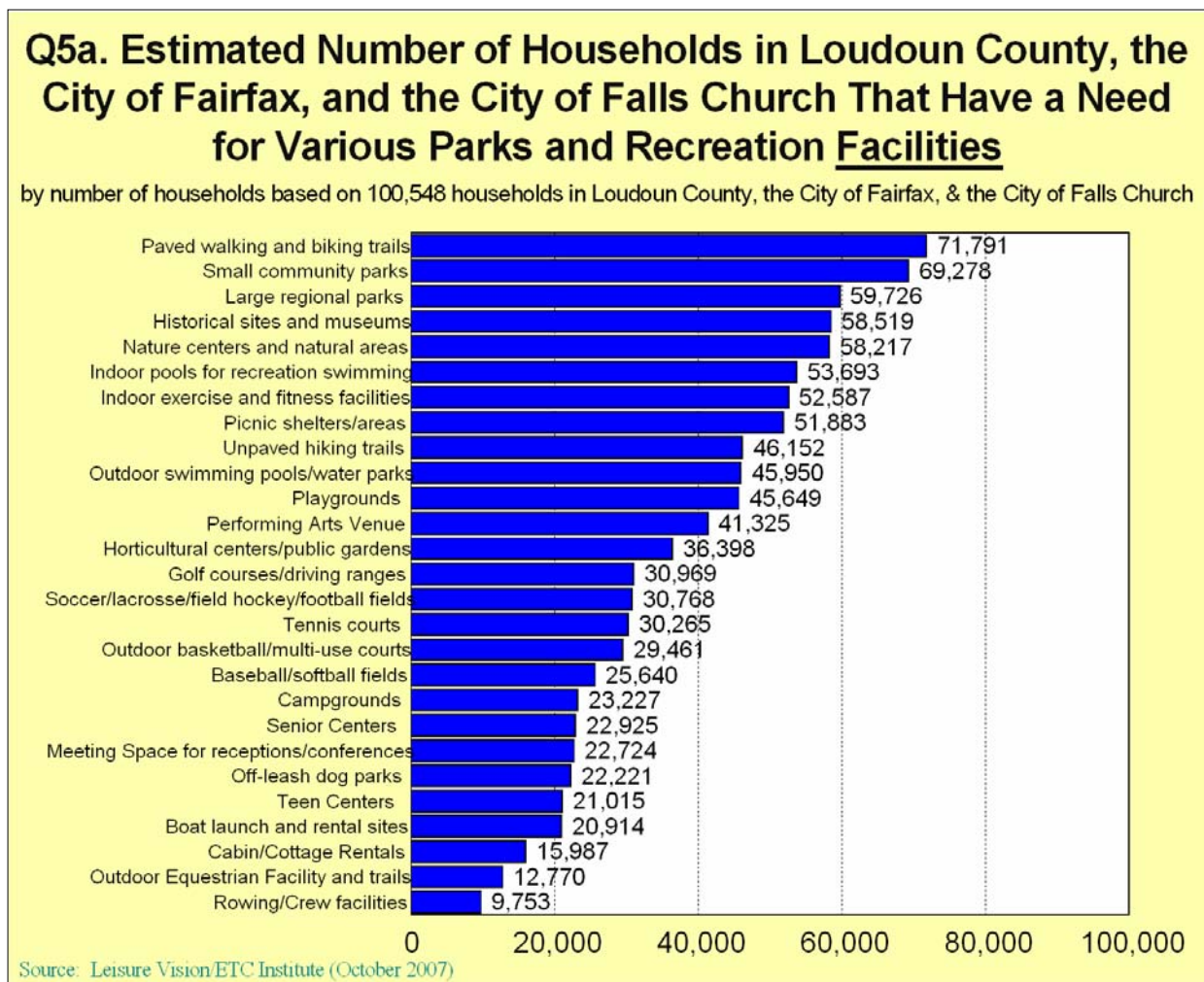
From a list of 27 various parks and recreation facilities, respondents were asked to indicate all of the ones that members of their household have a need for. The following summarizes key findings:

- **There are five parks and recreation facilities that over 55% of respondent households have a need for: paved walking and biking trails (71%), small community parks (69%), large regional parks (59%), historical sites and museums (58%) and nature centers and natural areas (58%).**



## ***Need For Parks and Recreation Facilities in Loudoun County, City of Fairfax and City of Falls Church***

From the list of 27 parks and recreation facilities, respondents were asked to indicate all of the ones that members of their household have a need for. The graph below shows the estimated number of households in Loudoun County, the City of Fairfax and the City of Falls Church that have a need for various parks and recreation facilities, based on 100,548 households in Loudoun County, the City of Fairfax and the City of Falls Church.

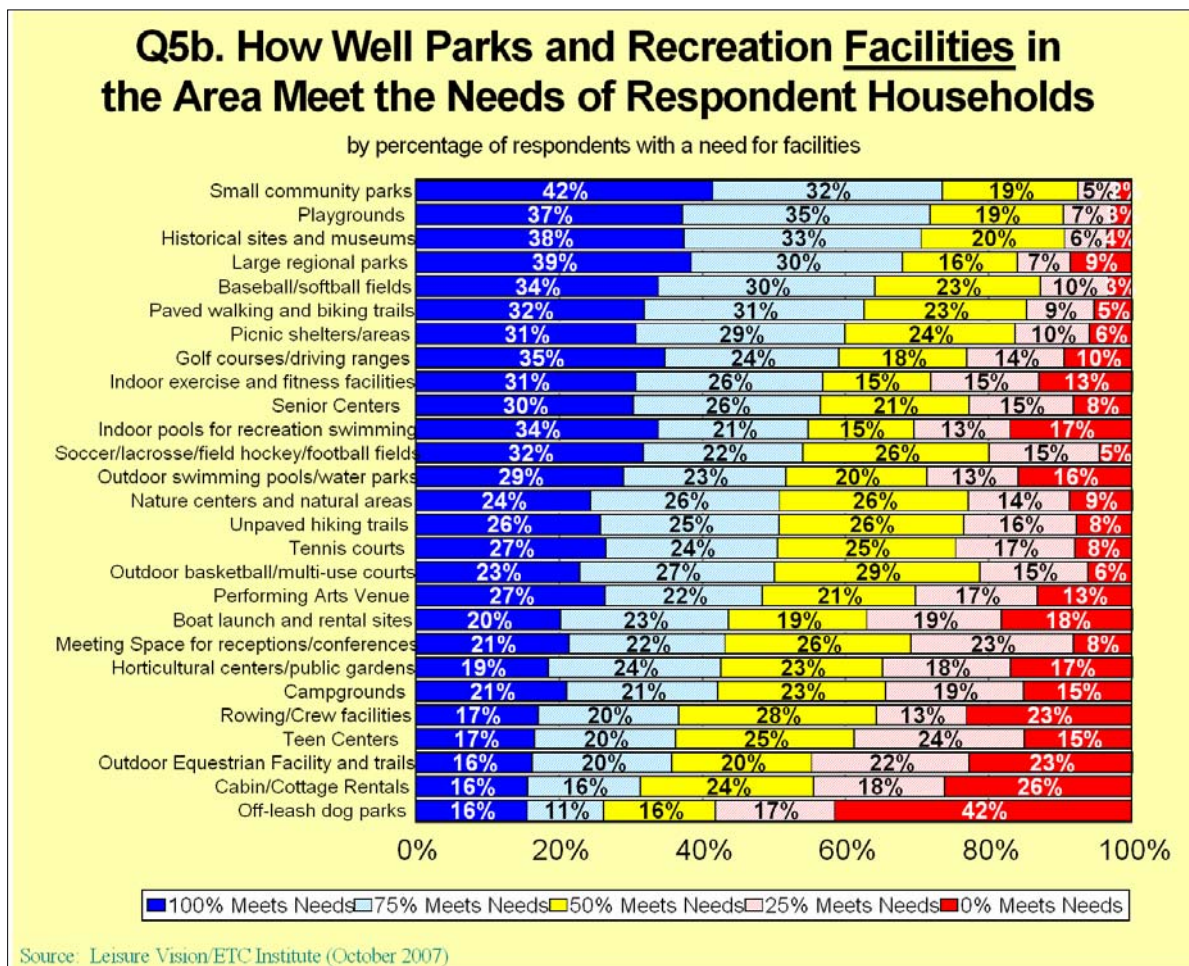




## How Well Parks and Recreation Facilities Meet Needs

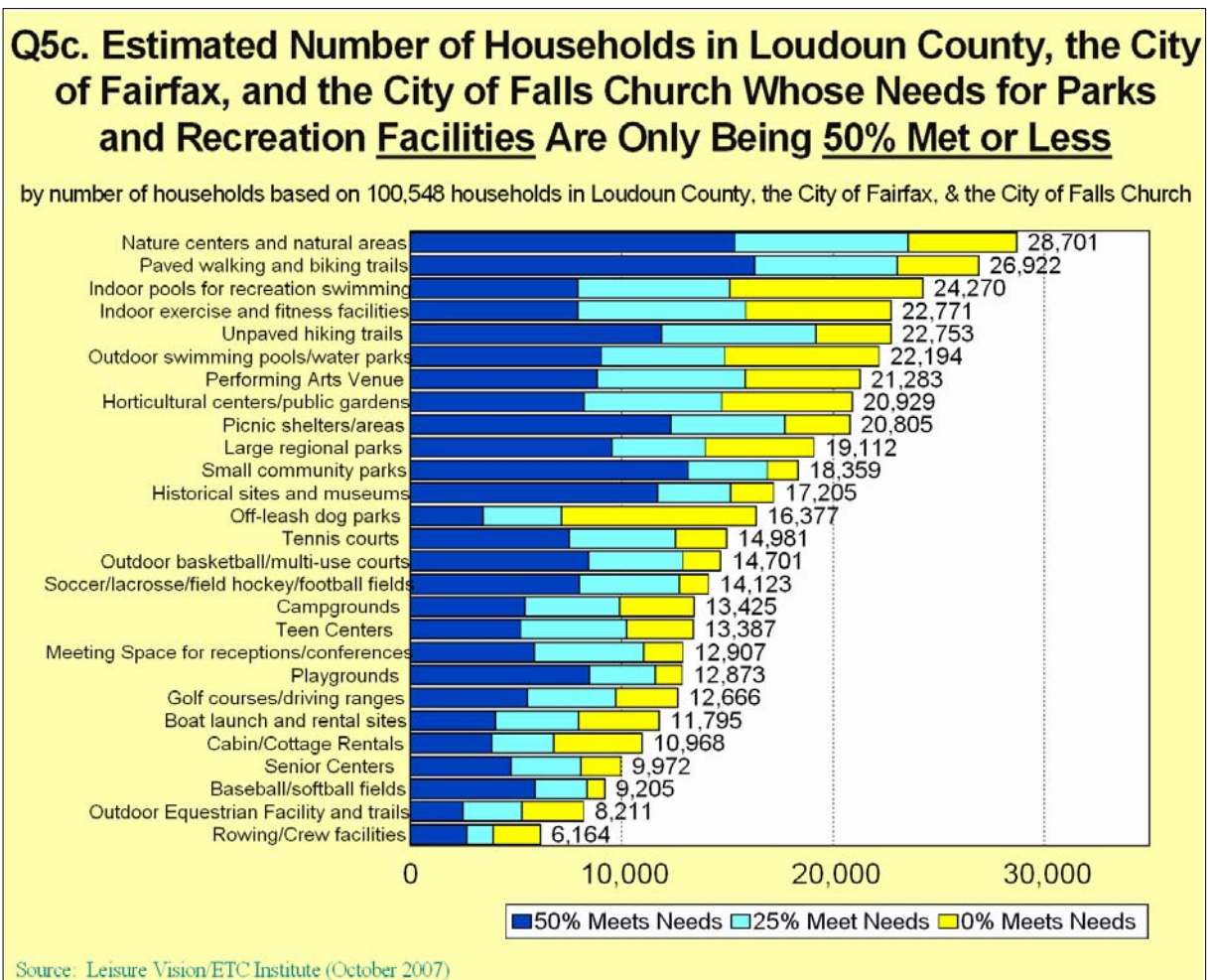
From the list of 27 parks and recreation facilities, respondent households that have a need for facilities were asked to indicate how well these types of facilities in Loudoun County, the City of Fairfax and the City of Falls Church meet their needs. The following summarizes key findings:

- For all 27 facilities, less than 45% of respondents indicated that the facility completely meets the needs of their household.



## ***Loudoun County, City of Fairfax and City of Falls Church Households with Their Facility Needs Being 50% Met or Less***

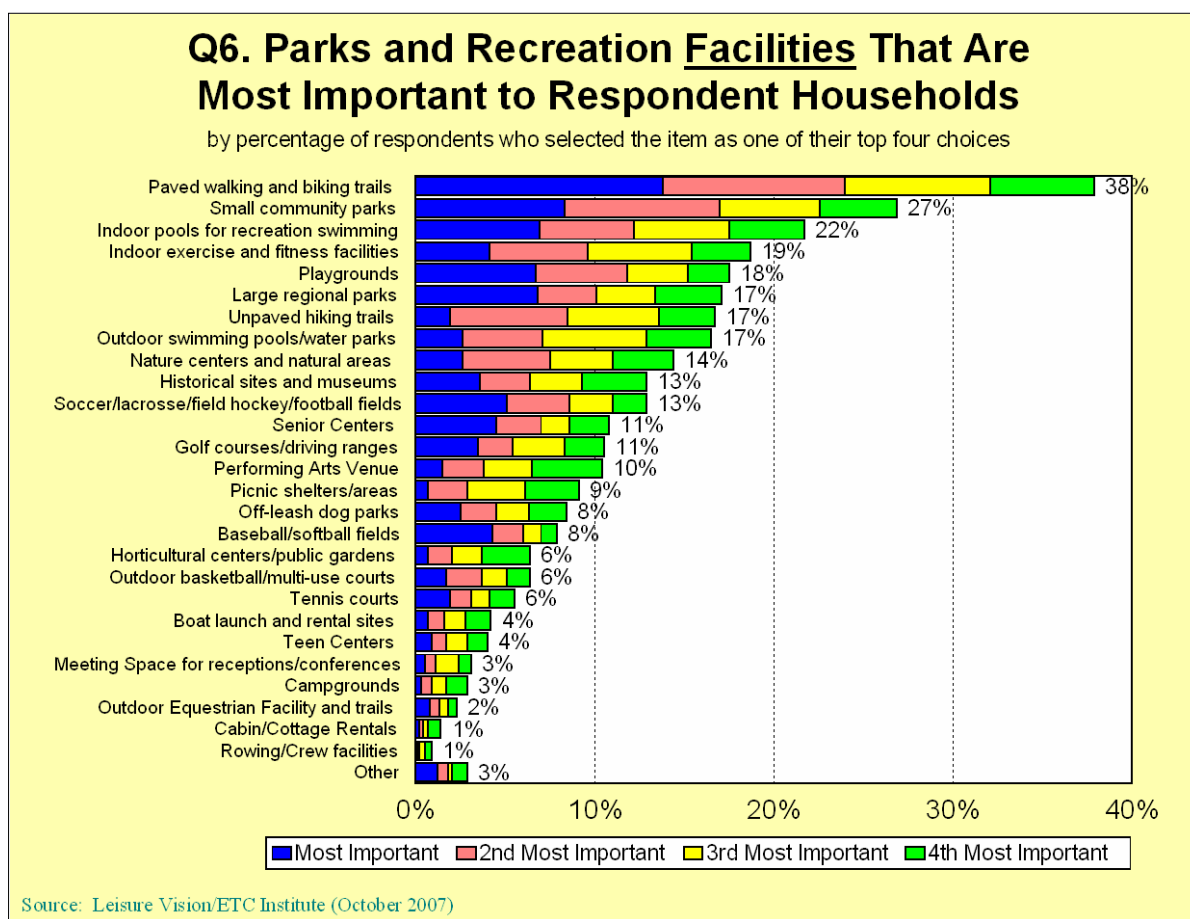
From the list of 27 parks and recreation facilities, respondent households that have a need for facilities were asked to indicate how well these types of facilities in Loudoun County, the City of Fairfax and the City of Falls Church meet their needs. The graph below shows the estimated number of households in Loudoun County, the City of Fairfax and the City of Falls Church whose needs for facilities are only being 50% met or less, based on 100,548 households in Loudoun County, the City of Fairfax and the City of Falls Church.



## ***Most Important Parks and Recreation Facilities***

From the list of 27 parks and recreation facilities, respondents were asked to select the four facilities that are most important to their household. The following summarizes key findings:

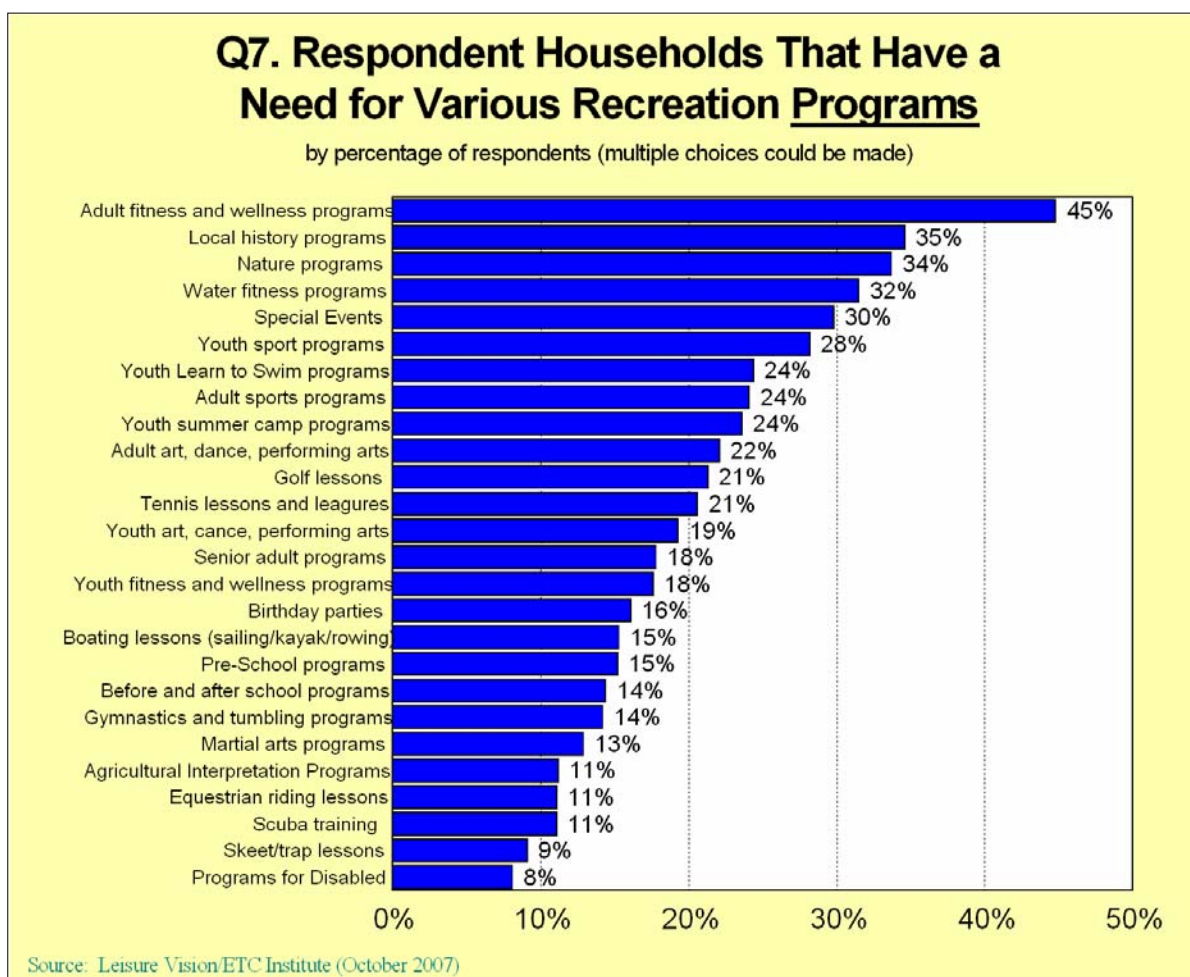
- **Based on the sum of their top 4 choices, the facilities that respondent households rated as the most important include: paved walking and biking trails (38%), small community parks (27%), indoor pools for recreation swimming (22%) and indoor exercise and fitness facilities (19%).** It should also be noted that paved walking and biking trails had the highest percentage of respondents select it as their first choice as the most important facility.



## ***Need for Recreation Programs***

From a list of 26 recreation programs, respondents were asked to indicate all of the ones that members of their household have a need for. The following summarizes key findings:

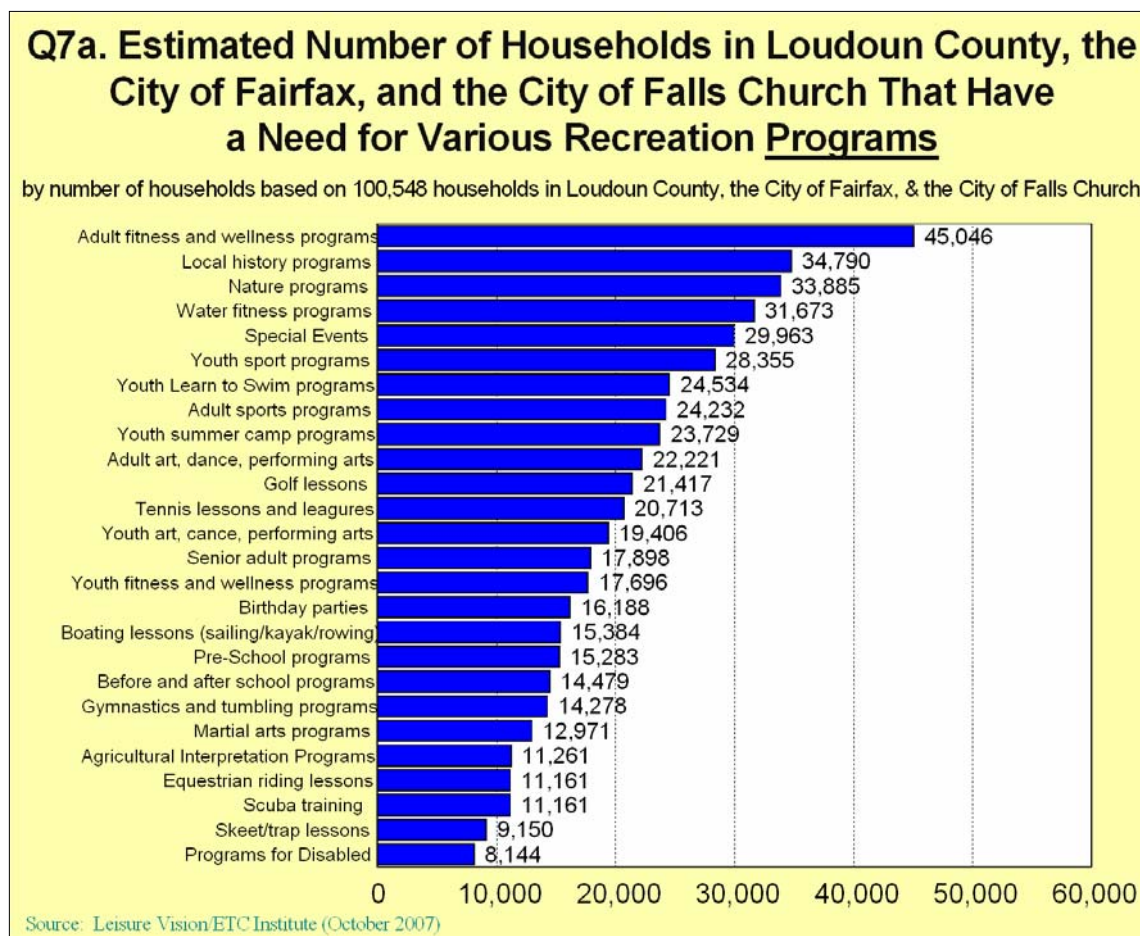
- **There are five programs that 30% or more of respondent households have a need for: adult fitness and wellness programs (45%), local history programs (35%), nature programs (34%), water fitness programs (32%), and special events (30%).**





## ***Need For Recreation Programs in Loudoun County, the City of Fairfax and the City of Falls Church***

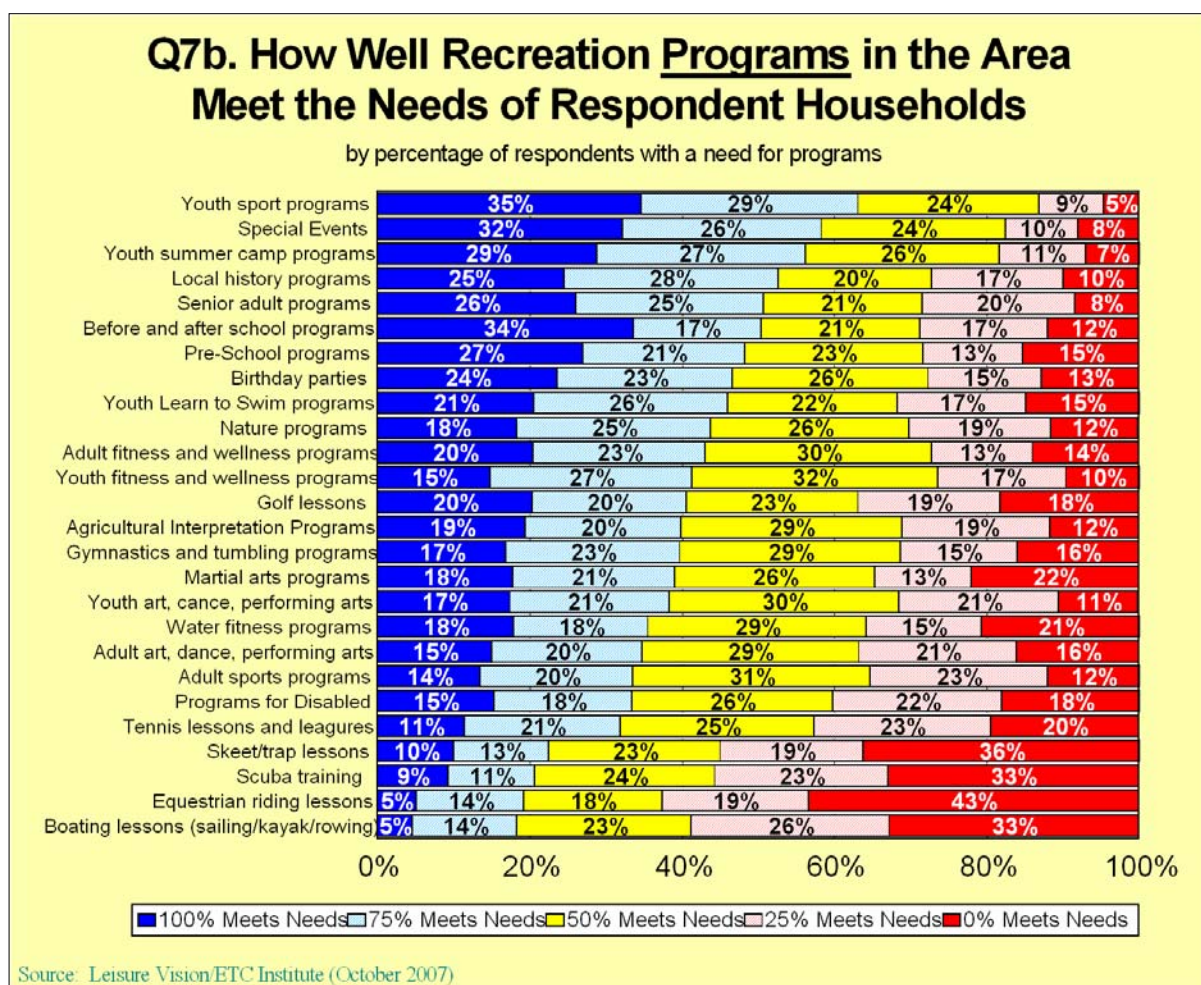
From the list of 26 recreation programs, respondents were asked to indicate all of the ones that members of their household have a need for. The graph below shows the estimated number of households in Loudoun County, the City of Fairfax and the City of Falls Church that have a need for recreation programs, based on 100,548 households in Loudoun County, the City of Fairfax and the City of Falls Church.



## ***How Well Recreation Programs Meet Needs***

From the list of 26 recreation programs, respondent households that have a need for programs were asked to indicate how well the programs offered by area park agencies meet their needs. The following summarizes key findings:

- For all 26 programs, less than 35% of respondents indicated that the program completely meets the needs of their household.

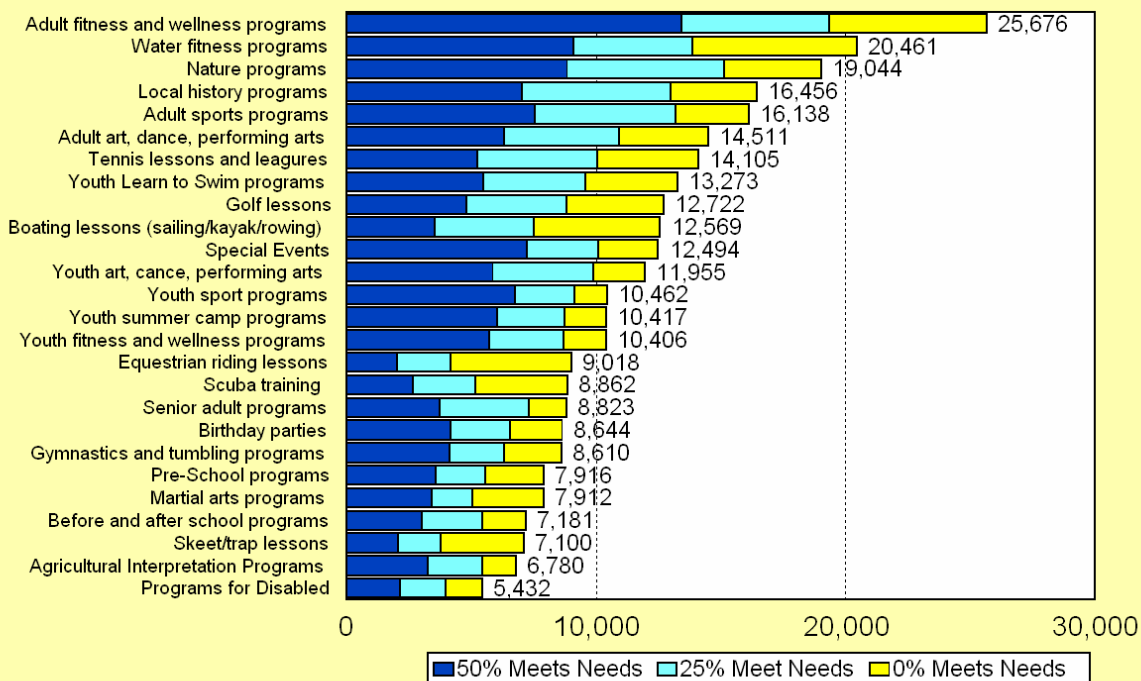


***Loudoun County, the City of Fairfax and the City of Falls Church Households with Their Program Needs Being 50% Met or Less***

From the list of 26 recreation programs, respondent households that have a need for programs were asked to indicate how well the programs offered by area park agencies meet their needs. The graph below shows the estimated number of households in Loudoun County, the City of Fairfax and the City of Falls Church whose needs for programs are only being 50% met or less, based on 100,548 households in Loudoun County, the City of Fairfax and the City of Falls Church.

**Q7c. Estimated Number of Households in Loudoun County, the City of Fairfax, and the City of Falls Church Whose Needs for Recreation Programs Are Only Being 50% Met or Less**

by number of households based on 100,548 households in Loudoun County, the City of Fairfax, & the City of Falls Church

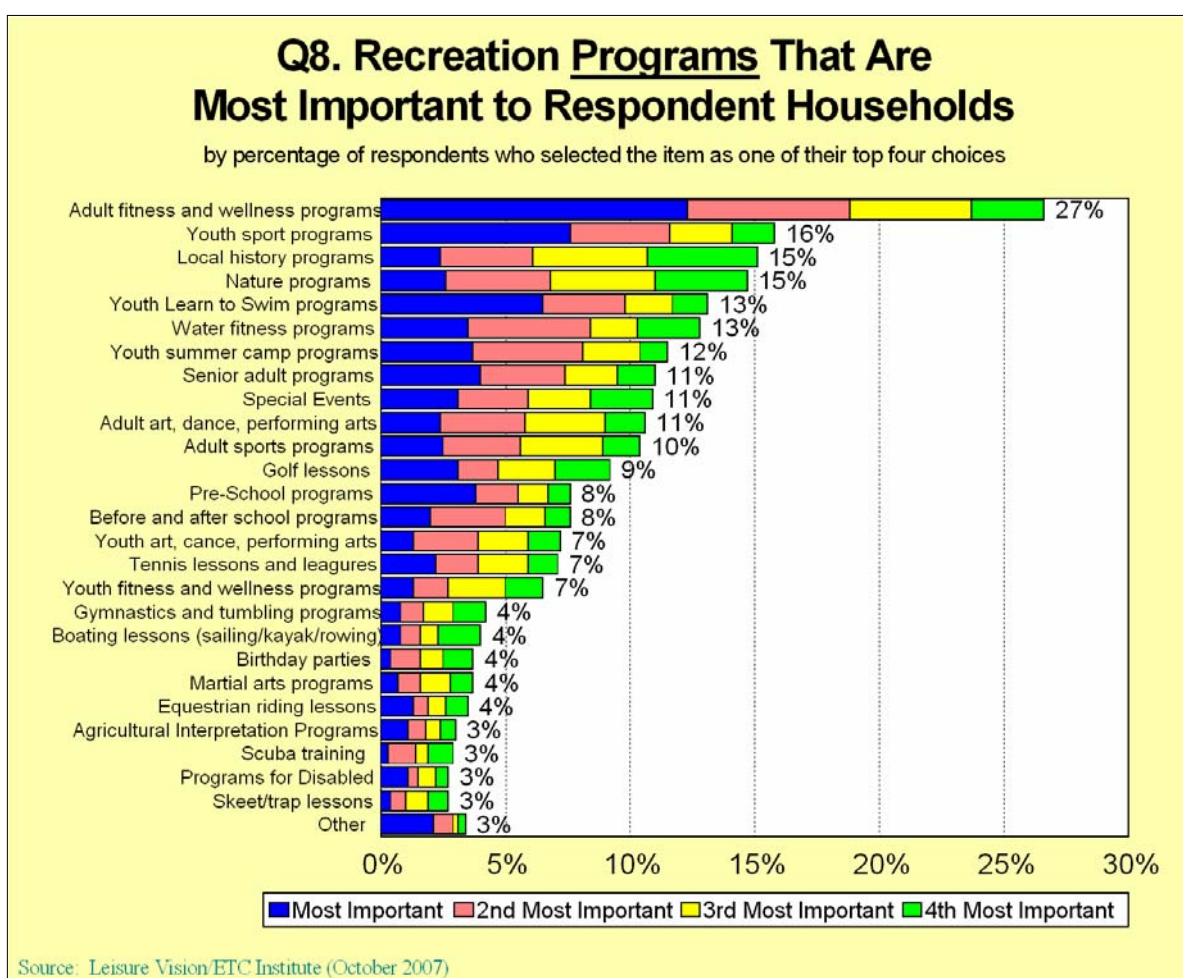


Source: Leisure Vision/ETC Institute (October 2007)

## ***Most Important Recreation Programs***

From the list of 26 recreation programs, respondents were asked to select the four that are most important to their household. The following summarizes key findings:

- **Based on the sum of their top 4 choices, the programs that are most important to respondent households are: adult fitness and wellness programs (27%), youth sports programs (16%), local history programs (15%), and nature programs (15%).** It should also be noted that adult fitness and wellness programs had the highest percentage of respondents select it as their first choice as the most important program.

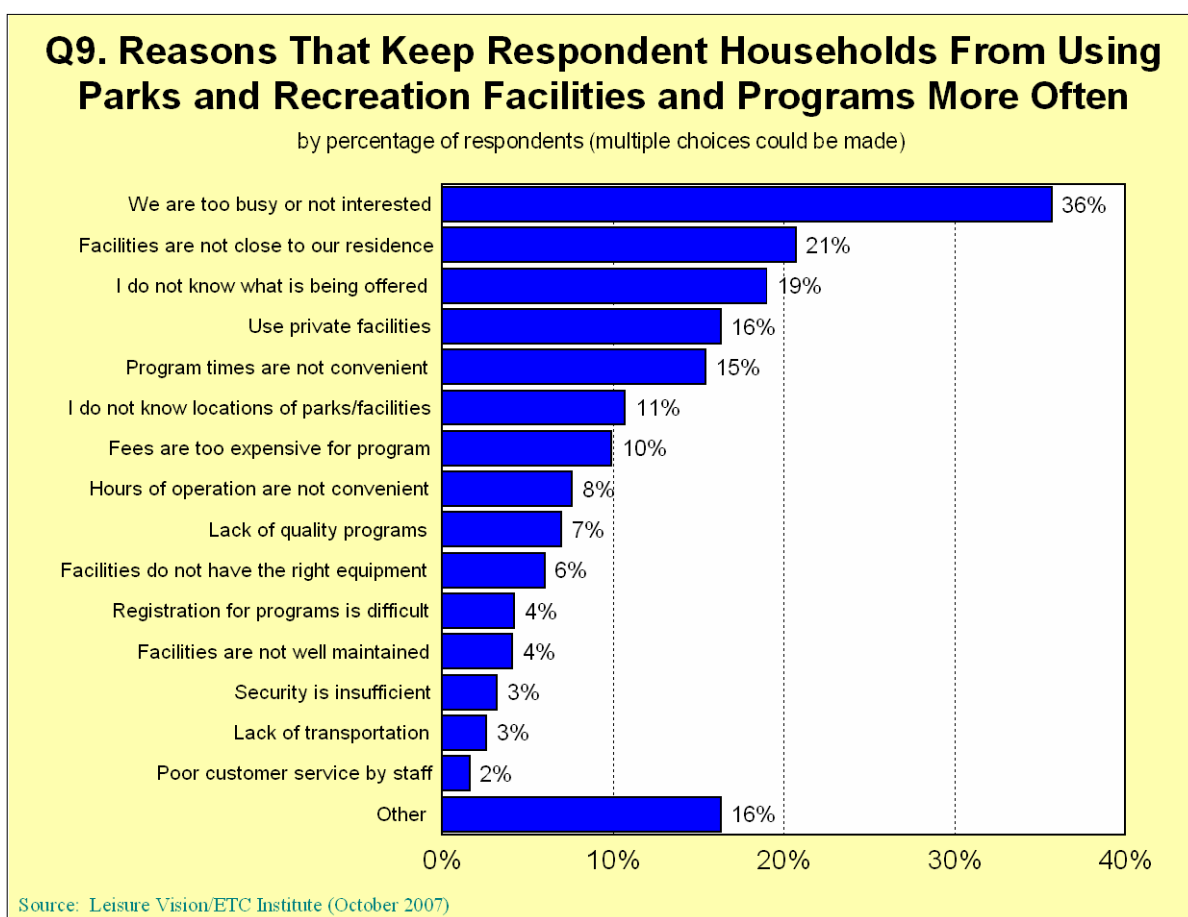




## ***Reasons for Not Using Parks & Recreation Facilities & Programs More Often***

From a list of 15 options, respondents were asked to select all the reasons that keep members of their household from using parks and recreation facilities and programs more often. The following summarizes key findings:

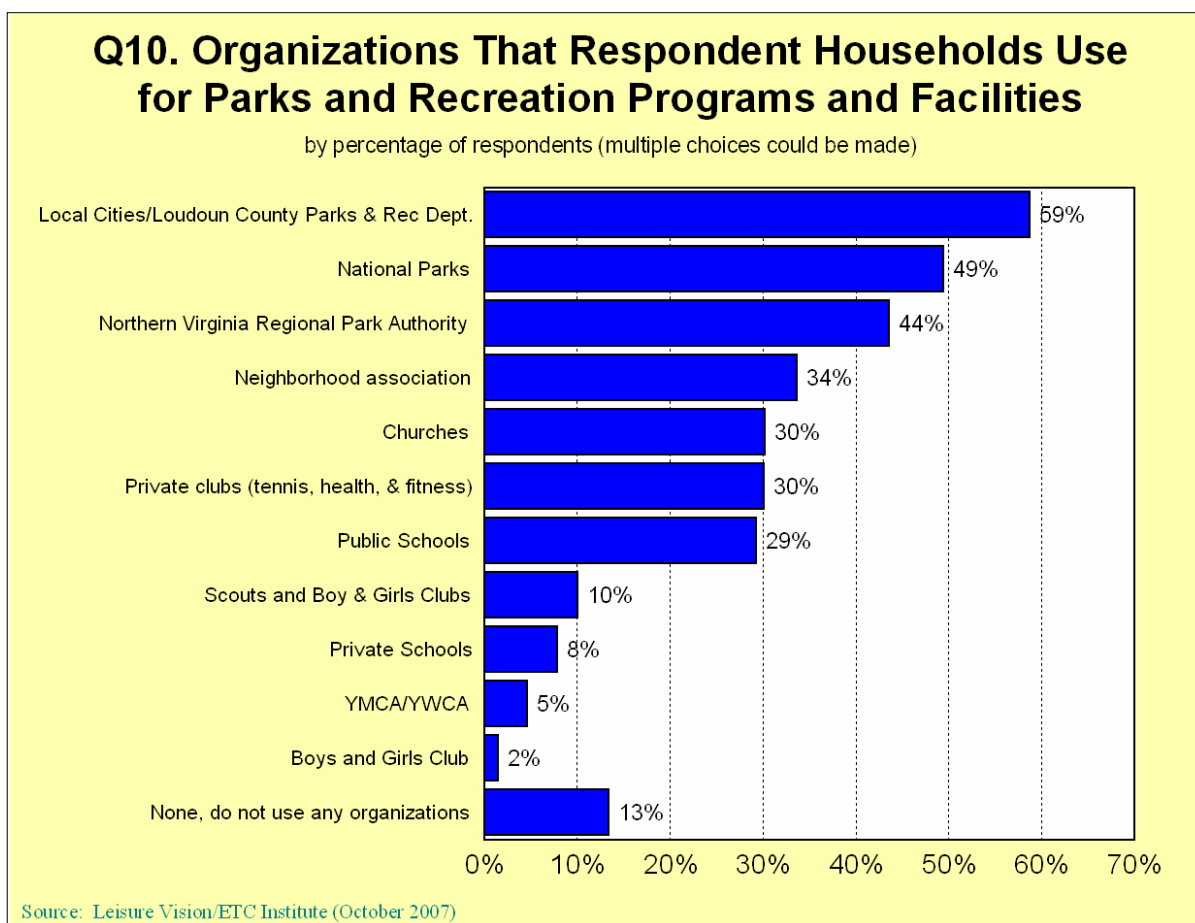
- **The most frequently mentioned reasons that keep respondent households from using parks and recreation facilities and programs more often include: “we are too busy or not interested” (36%), “facilities are not close to our residence” (21%) and “I do not know what is being offered” (19%).**



## ***Organizations Used for Parks and Recreation Programs and Facilities***

From a list of 11 options, respondents were asked to select all the organizations that members of their household use for parks and recreation programs and facilities. The following summarizes key findings:

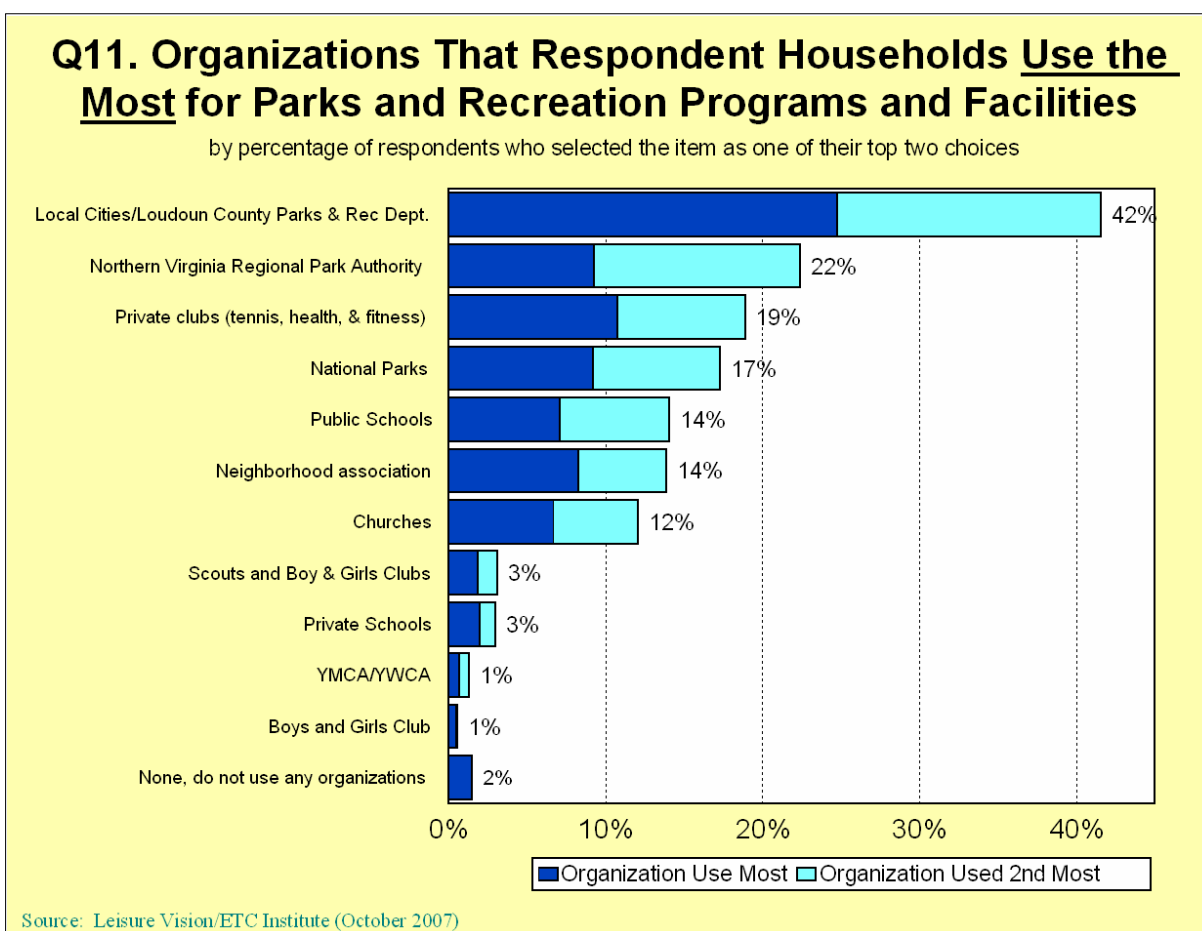
- **The organizations used by the highest percentage of respondent households include: Local cities/Loudoun County Parks and Recreation Department (59%), National Parks (49%) and Northern Virginia Regional Park Authority (44%).**



## ***Organizations Used the Most for Parks and Recreation Programs and Facilities***

From the list of 11 options, respondents were asked to select the two organizations that members of their household use the most for parks and recreation programs and facilities. The following summarizes key findings:

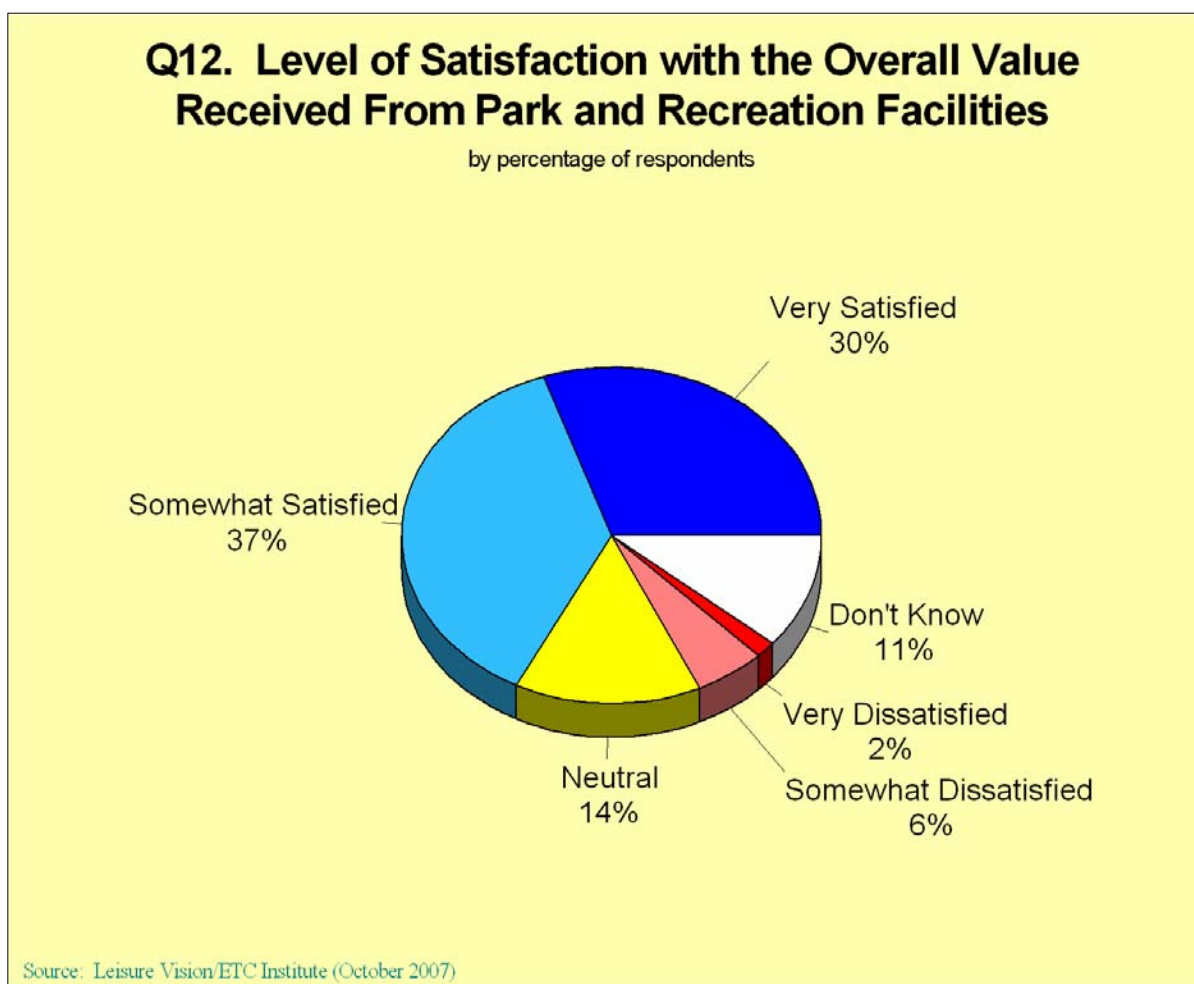
- **Based on the sum of their top two choices, the organizations that respondent households use the most for parks and recreation programs and facilities are: Local cities/Loudoun County Parks and Recreation Department (42%), Northern Virginia Regional Park Authority (22%), private clubs (19%) and National Parks (17%).**



## ***Level of Satisfaction with Value Received from Parks & Recreation Facilities***

Respondents were asked to rate their level of satisfaction with the overall value their household receives from parks and recreation facilities. The following summarizes key findings:

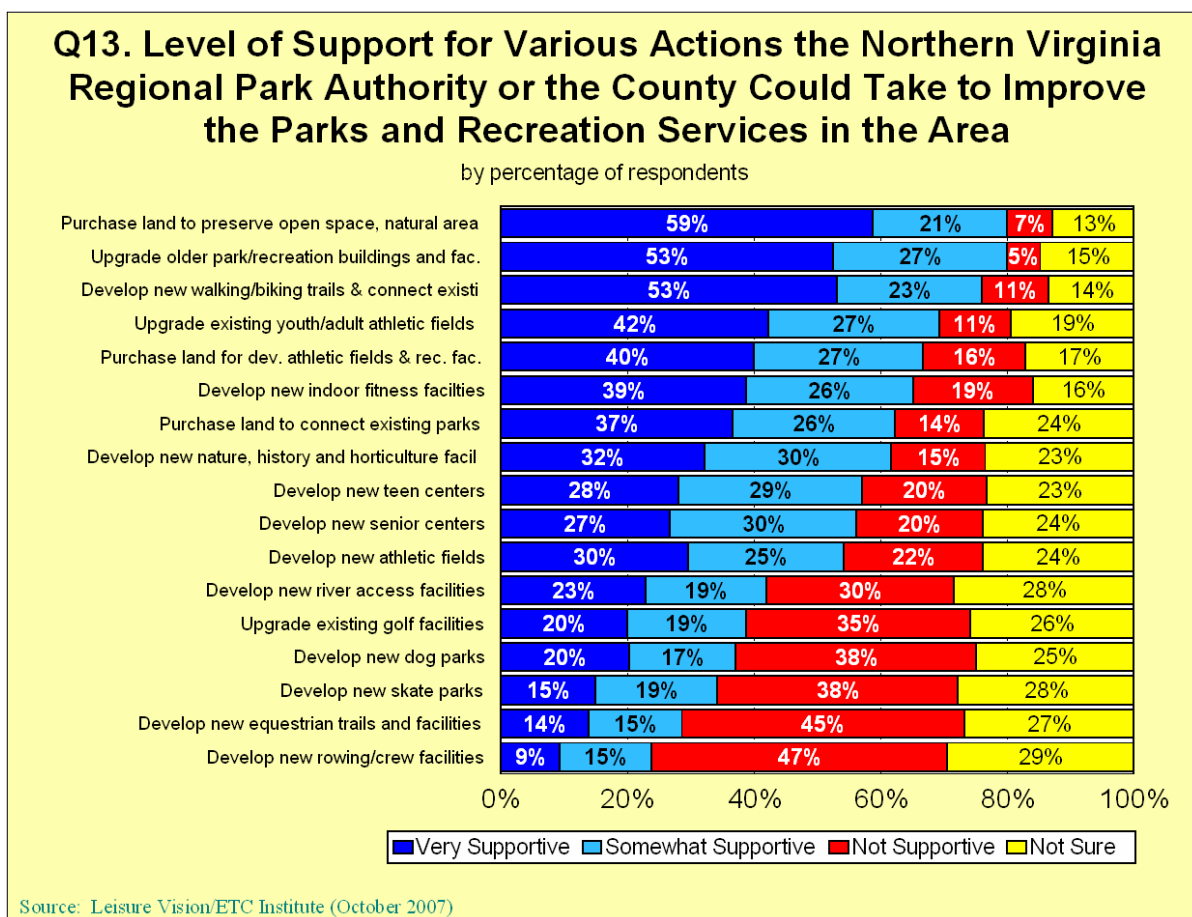
- **Sixty-seven percent (67%) of respondents indicated being either very satisfied (30%) or somewhat satisfied (37%) with the overall value their household receives from parks and recreation facilities.** In addition, 8% of respondents indicated being either very dissatisfied (2%) or somewhat dissatisfied (6%) with the value received from parks and recreation facilities. An additional 14% of respondents indicated “neutral”, and 11% indicated “don’t know”.



## *Actions to Improve Parks and Recreation Services in the Area*

Respondents were asked to rate their level of support for various actions the Northern Virginia Regional Park Authority or the City/County of their residence could take to improve the parks and recreation services in their area. The following summarizes key findings:

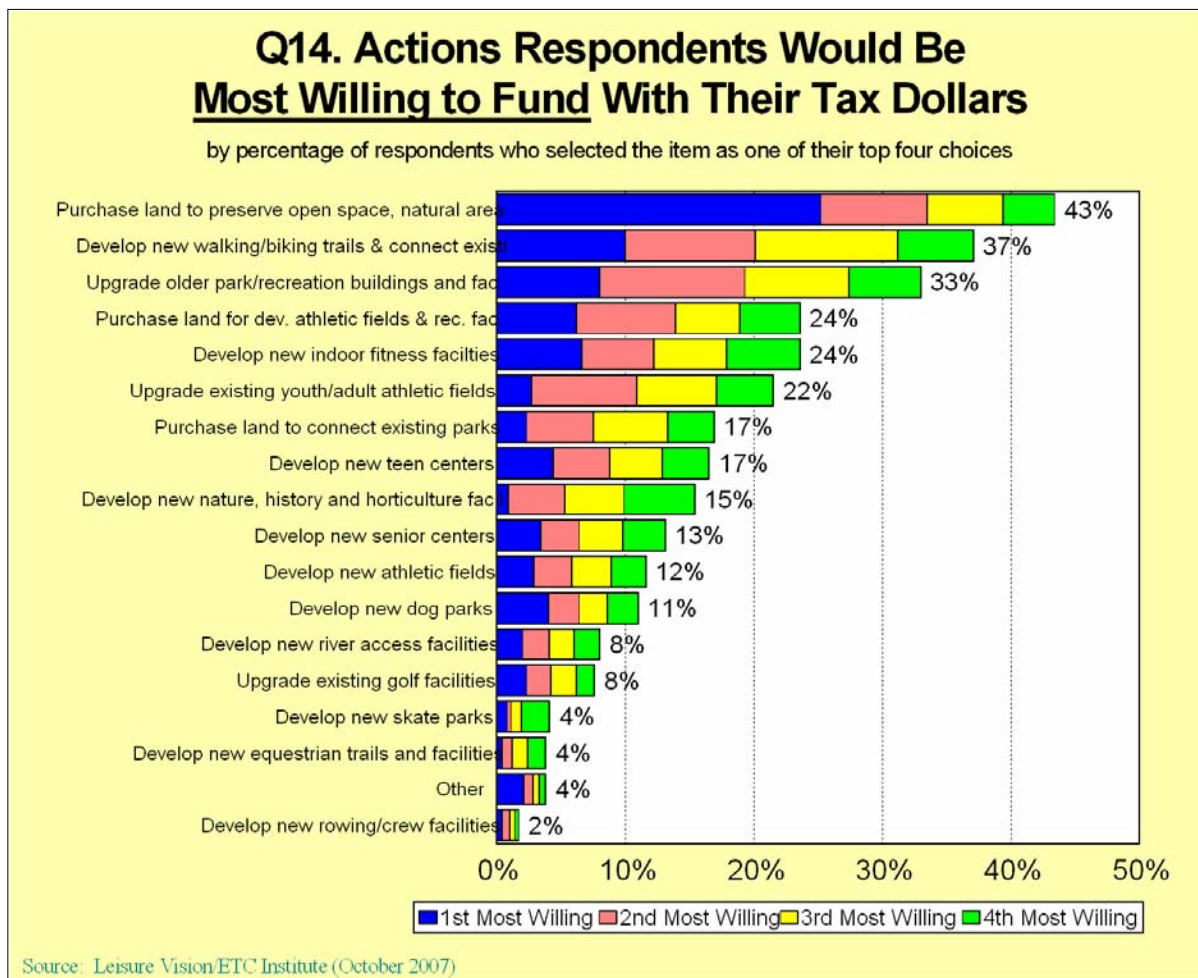
- There are three actions that over 50% of respondents are very supportive of: purchase land to preserve open space (59%), upgrade older park/recreation buildings and facilities (53%), and develop new walking/biking trails and connect existing trails (53%).



## ***Actions Most Willing to Fund with Tax Dollars***

From a list of 17 actions the Northern Virginia Regional Park Authority or the City/County of their residence could take to improve the parks and recreation services in their area, respondents were asked to select the four actions they would be most willing to fund with their tax dollars. The following summarizes key findings:

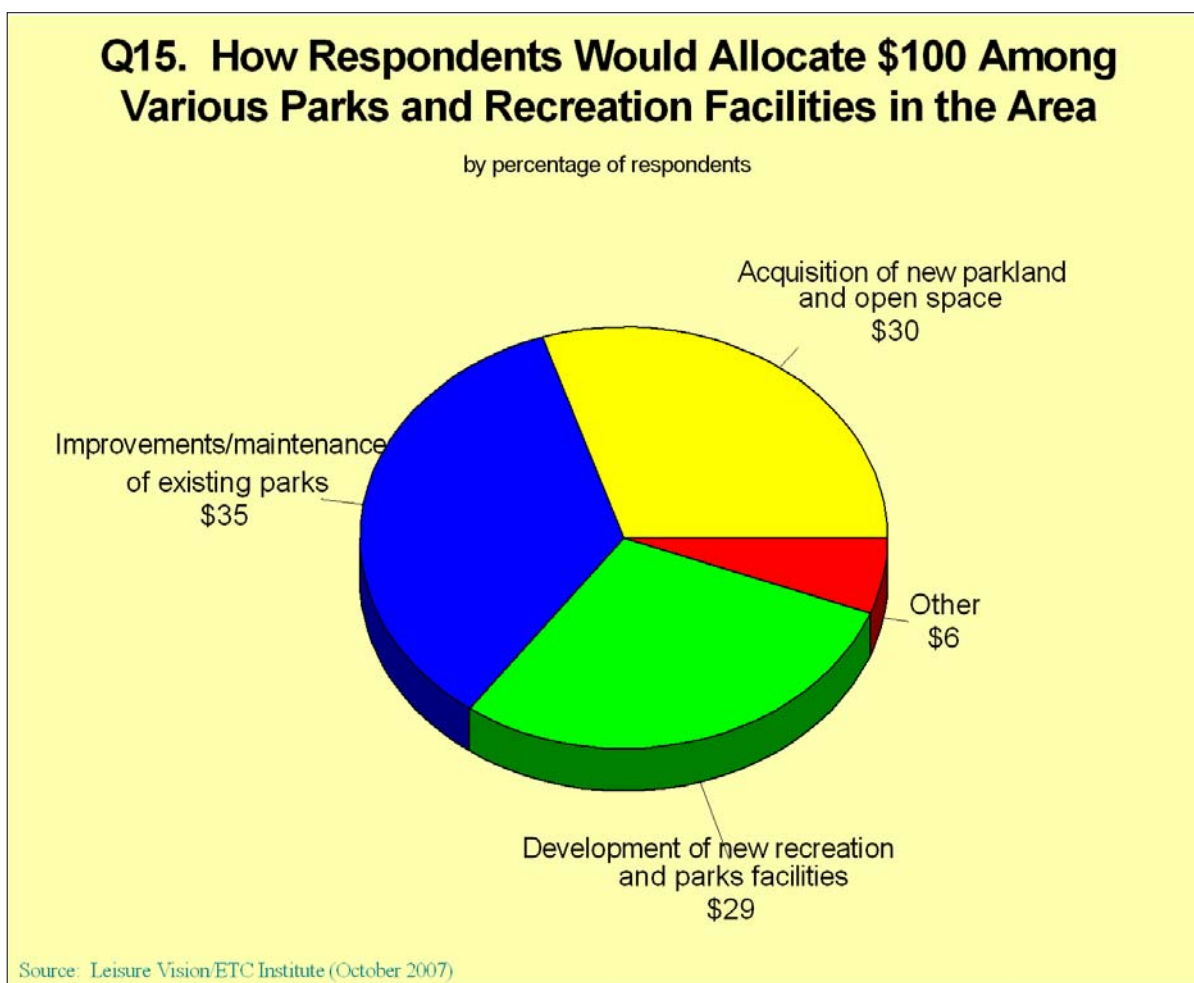
- **Based on the sum of their top four choices, the actions that respondents are most willing to fund with their tax dollars are: purchase land to preserve open space (43%), develop new walking/biking trails and connect existing trails (37%) and upgrade older park/recreation buildings and facilities (33%).** It should also be noted that “purchase land to preserve open space” had the highest percentage of respondents select it as their first choice as the action they would be most willing to fund with their tax dollars.



## ***Allocation of \$100 Among Parks and Recreation Facilities***

Respondents were asked how they would allocate \$100 among various parks and recreation facilities in the City/County of their residence. The following summarizes key findings:

- **Respondents would allocate \$34 out of every \$100 to the improvement/maintenance of existing parks.** The remaining \$66 was allocated as follows: acquisition of new parkland and open space (\$30), development of new recreation and park facilities (\$29), and other (\$6).

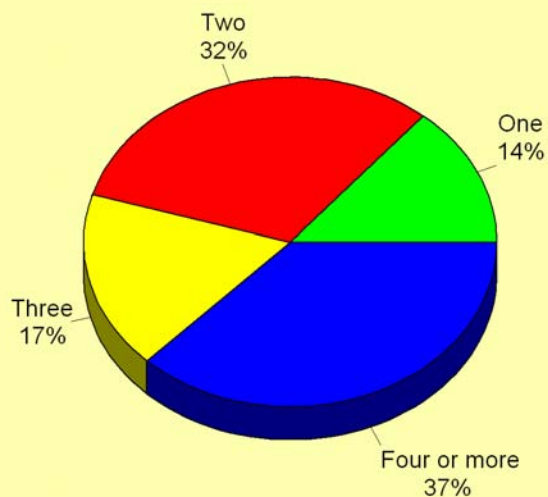




## Demographics

### Q1. Demographics: Number of People in Household

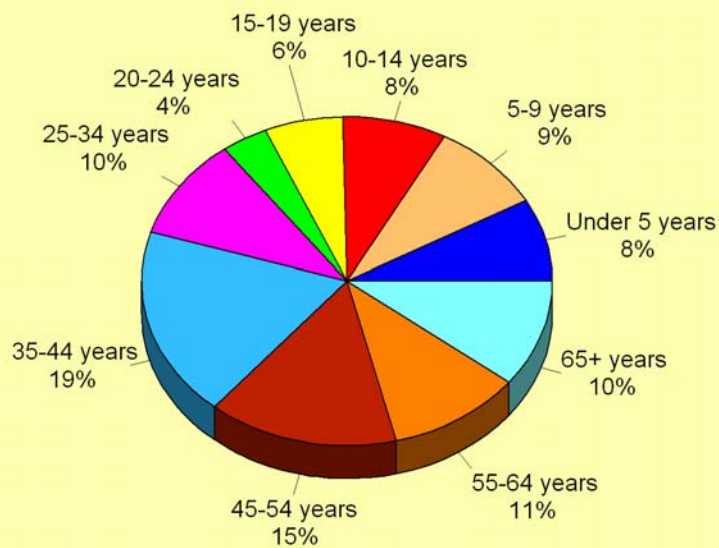
by percentage of respondents



Source: Leisure Vision/ETC Institute (October 2007)

### Q2. Demographics: Ages of People in Household

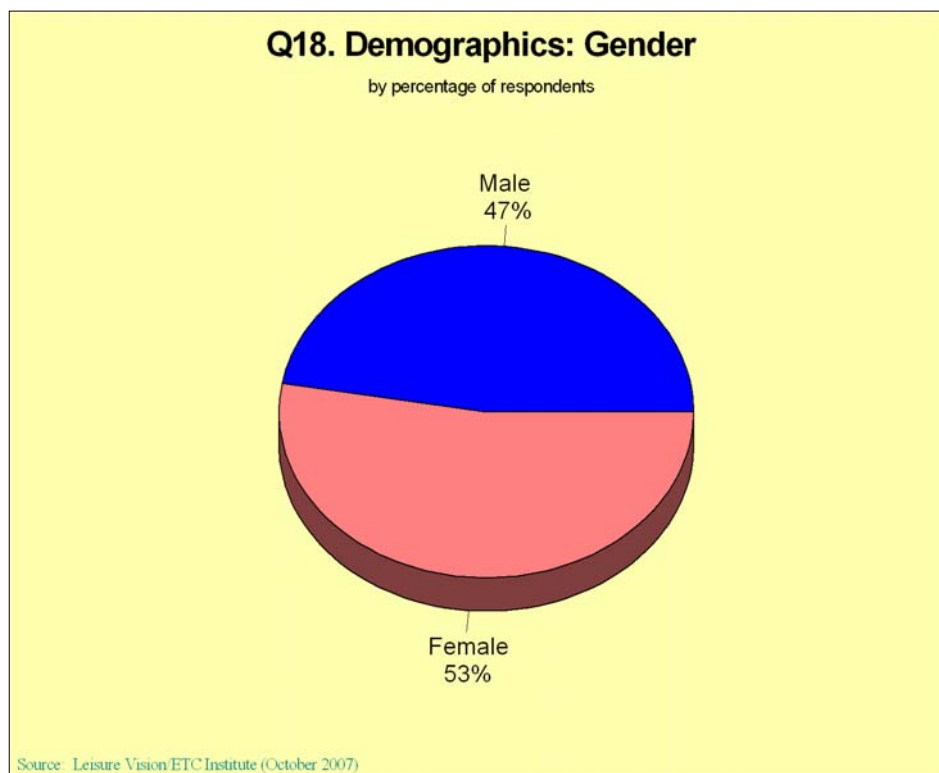
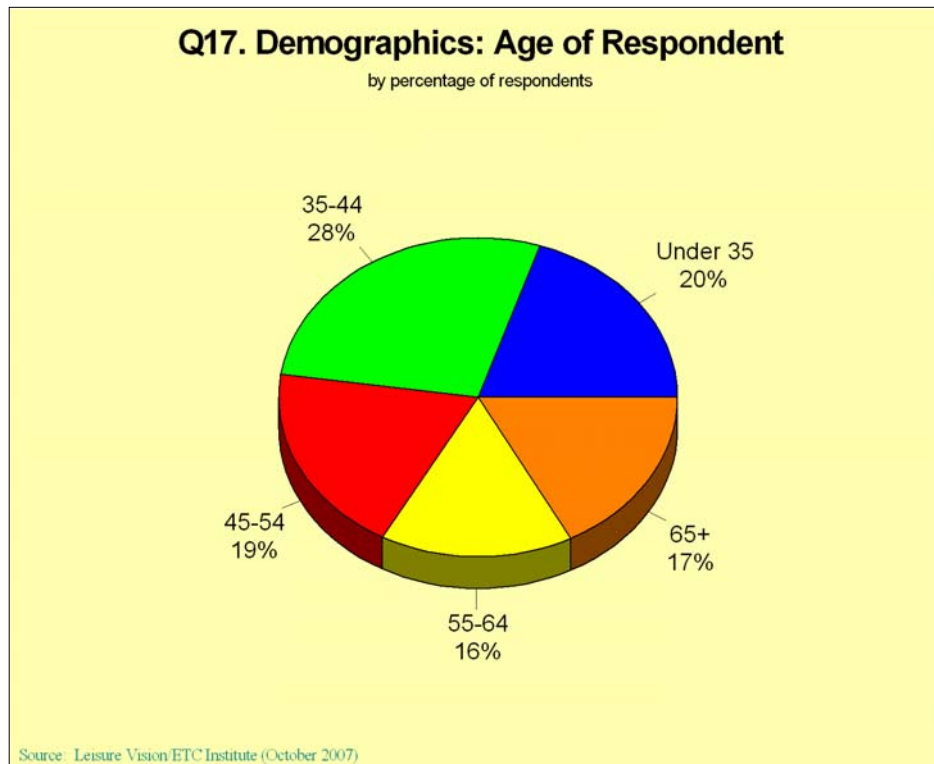
by percentage of household occupants



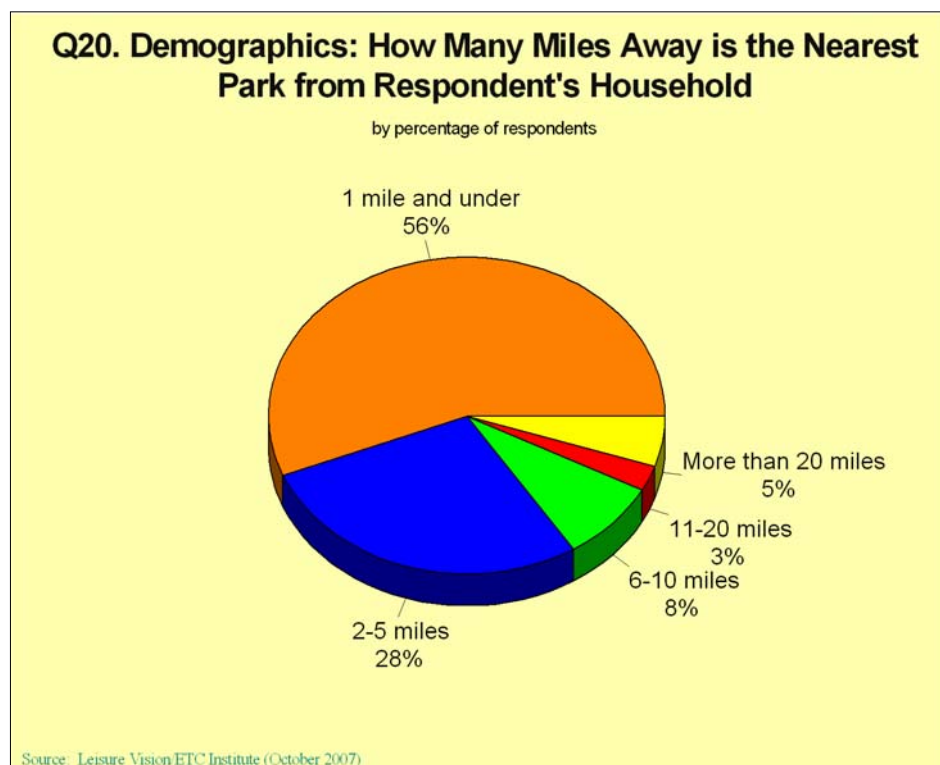
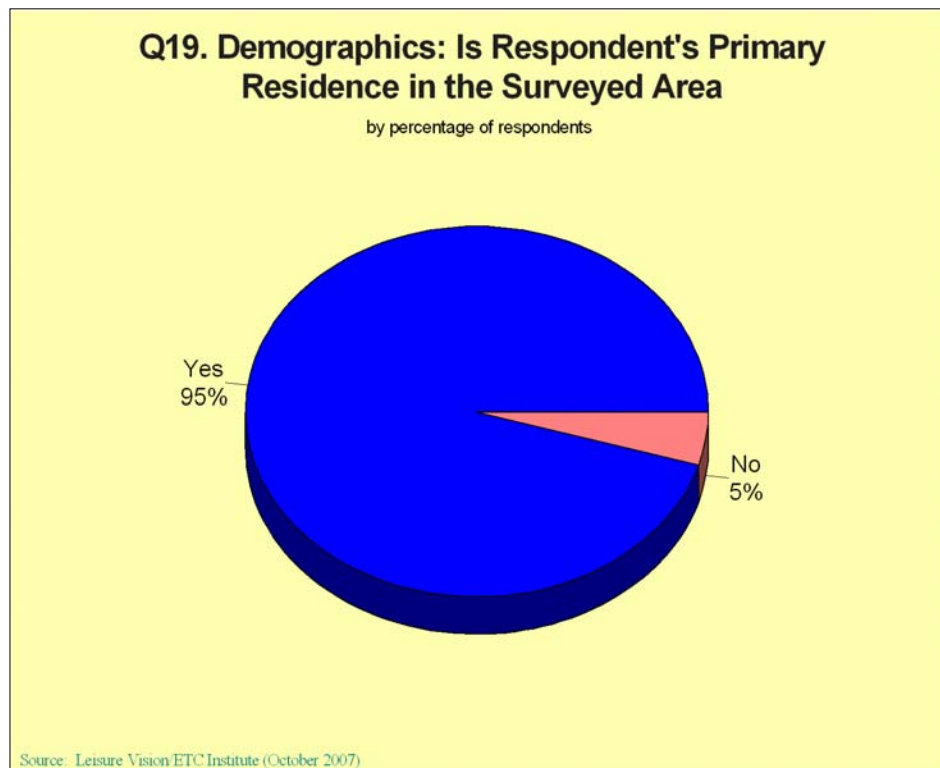
Source: Leisure Vision/ETC Institute (October 2007)



## Demographics (Continued)



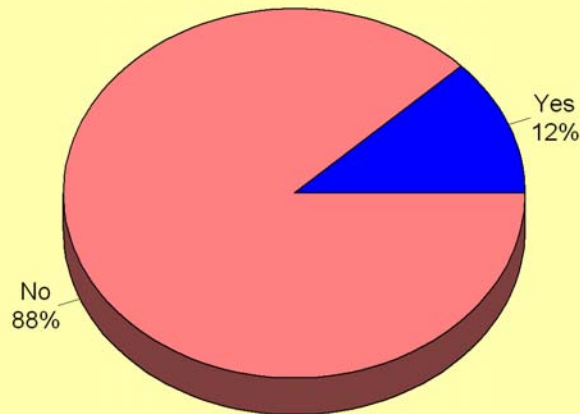
## Demographics (Continued)



## Demographics (Continued)

### Q21. Demographics: Are Any Members of Respondent Households of Hispanic, Latino, or other Spanish Ancestry

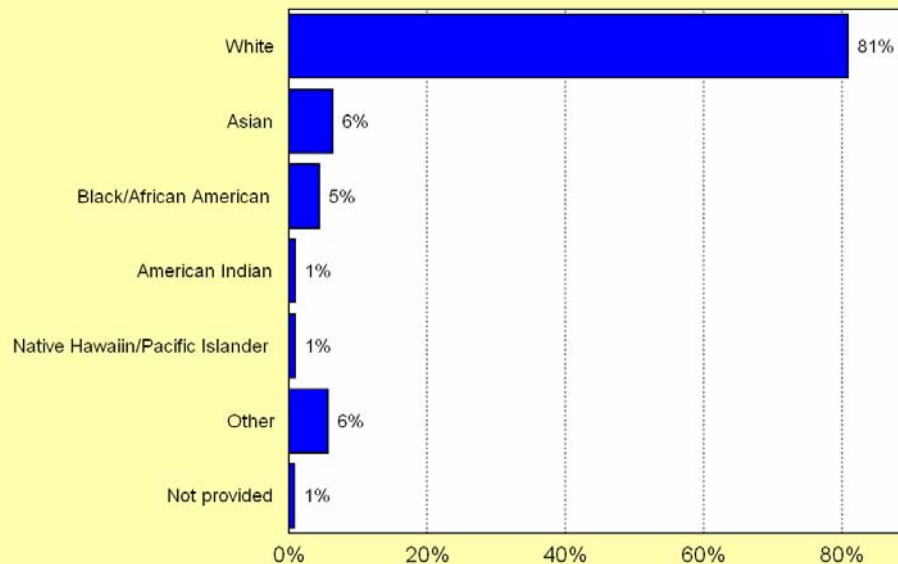
by percentage of respondents



Source: Leisure Vision/ETC Institute (October 2007)

### Q22. Demographics: Respondent's Race/Ethnicity

by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (October 2007)

## ***Demographics (Continued)***

