

Parks and Recreation Citizen Survey

Needs Assessment for Parks and Recreation Areas Greenville County, South Carolina

by

Leisure Vision

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in association with

Woolpert LLP

December 2001

Parks and Recreation Citizen Survey

Executive Summary of Citizen Survey Results

Overview of the Methodology

Greenville County, South Carolina conducted a citizen survey from September to November of 2001 to help determine citizen usage, satisfaction, needs, and priorities for the parks and recreation system, as part of a long range master planning process led by Woolpert LLP. The survey was designed to obtain statistically valid results from households throughout Greenville County.

LeisureVision/ETC Institute worked extensively with Greenville County 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.

The goal was to obtain at least 800 completed surveys. This goal was exceeded and 808 surveys were completed. The results of the random sample of 808 households have a 95% level of confidence with a precision of at least +/- 3.5%.

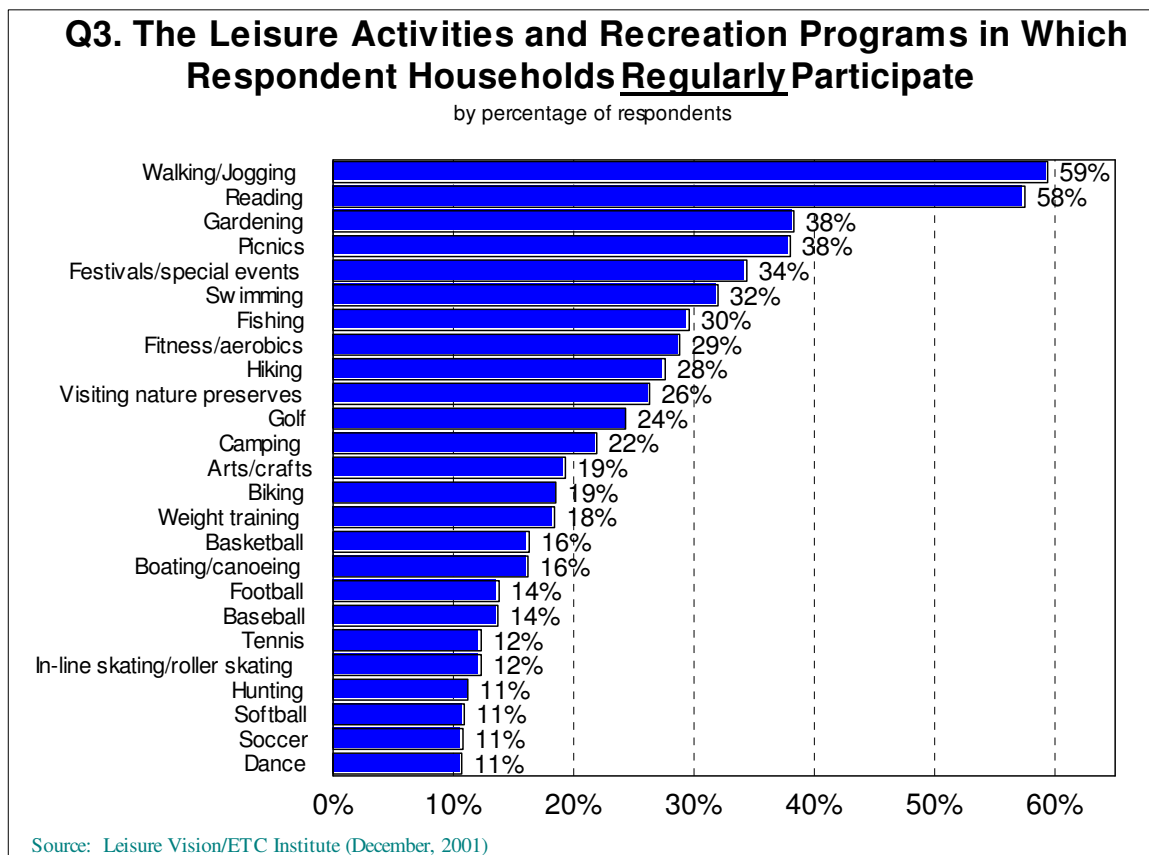
This report contains: 1) an executive summary with graphs of respondent's answers; 2) comparison to national benchmarks 3) cross tabular analysis for survey findings by whether respondent lived inside or outside of cities, 4) cross tabular analysis for survey findings by gender and age of respondent; and 5) a copy of the survey document.

The following pages summarize major survey findings:

Participation in Leisure Activities and Recreation Programs

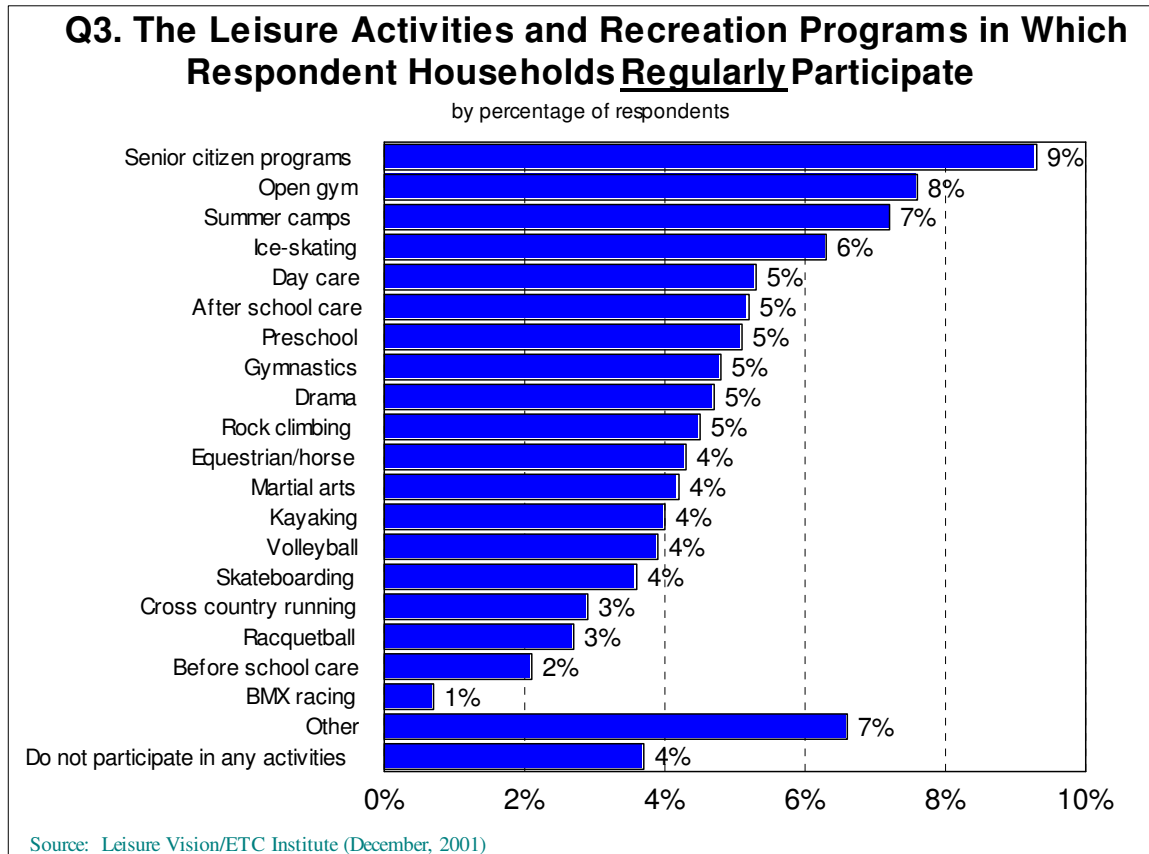
From a list of 44 various leisure activities and recreation programs, respondents were asked to indicate all of the ones that they or members of their household participate in regularly. The following summarizes key findings:

- # **Walking/jogging (59%) is the leisure activity/recreation program that the highest percentage of respondent households participate in regularly.** There are six other activities/programs that at least 30% of respondent households indicated they participate in regularly. They are: reading (58%); gardening (38%); picnics (38%); festivals/special events (34%); swimming (32%); and fishing (30%).



Participation in Leisure Activities and Recreation Programs

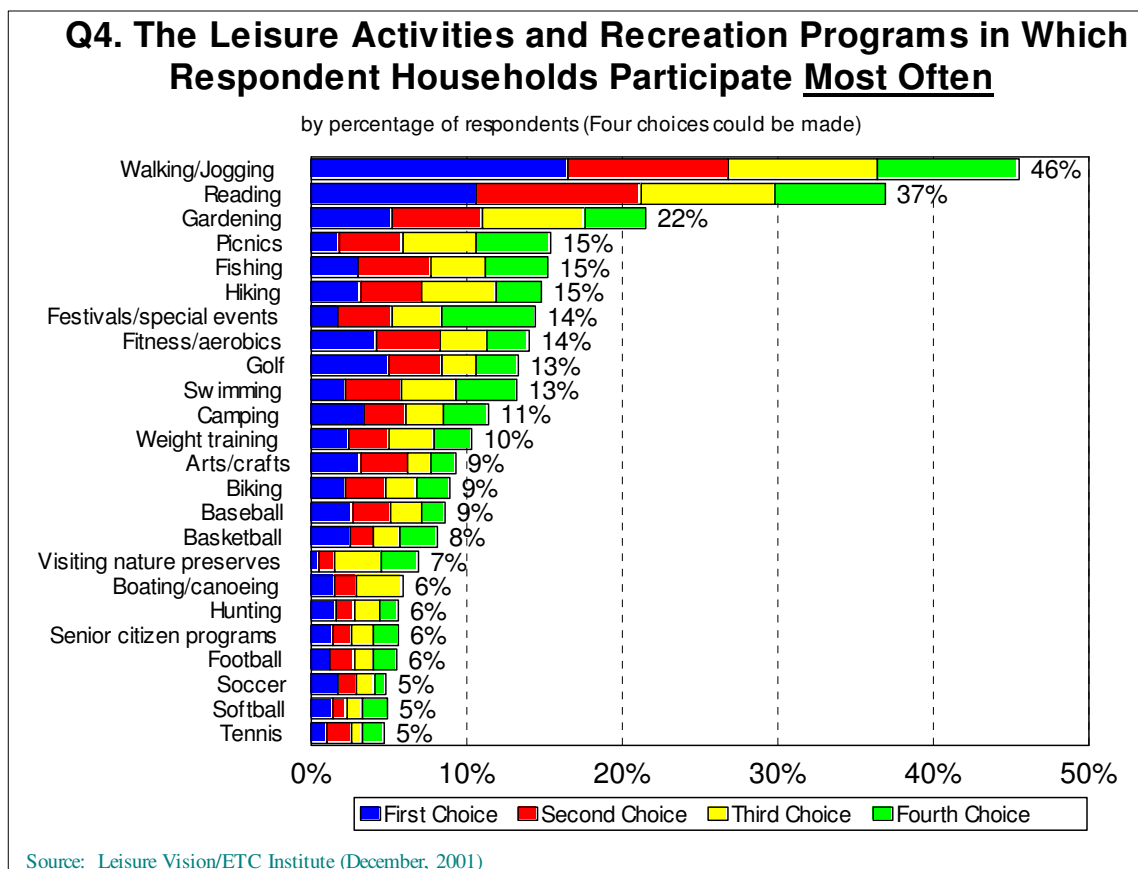
From the list of 44 various leisure activities and recreation programs, listed below is a graph of those activities and programs that less than 10% of respondent households participate in regularly.



Leisure Activities and Recreation Programs Participated in Most Often

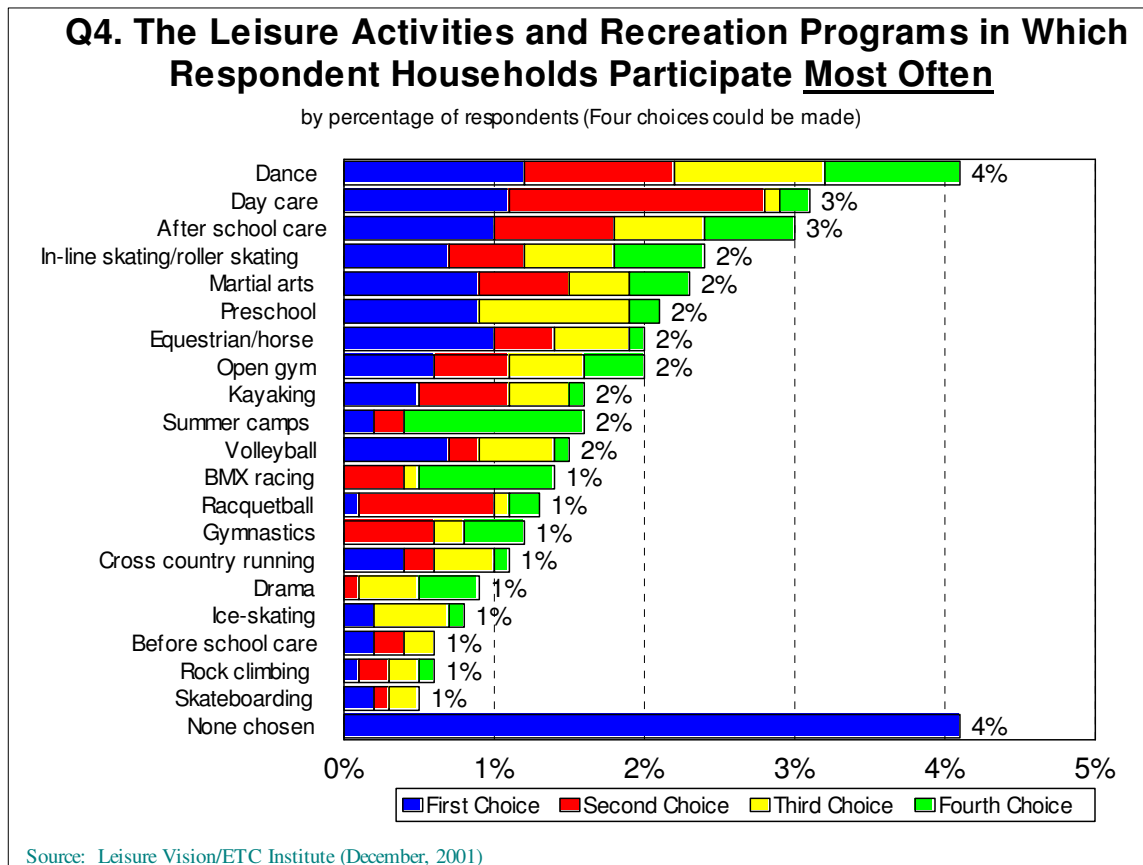
From the list of 44 leisure activities and recreation programs, respondents were asked to indicate the four that they or members of their household participate in the most often. The following summarizes key findings:

- # **Walking/jogging (46%) is the leisure activity/recreation program that the highest percentage of respondent households indicate they had participated in most often.** Other activities/programs that a high percentage of respondent households had participated in most often includes reading (37%); gardening (22%); picnics (15%); fishing (15%); hiking (15%); festivals/special events (14%); and fitness/aerobics (14%). It should also be noted that walking/jogging also received the most first choices as the activity/program participated in most often.



Leisure Activities and Recreation Programs Participated in Most Often

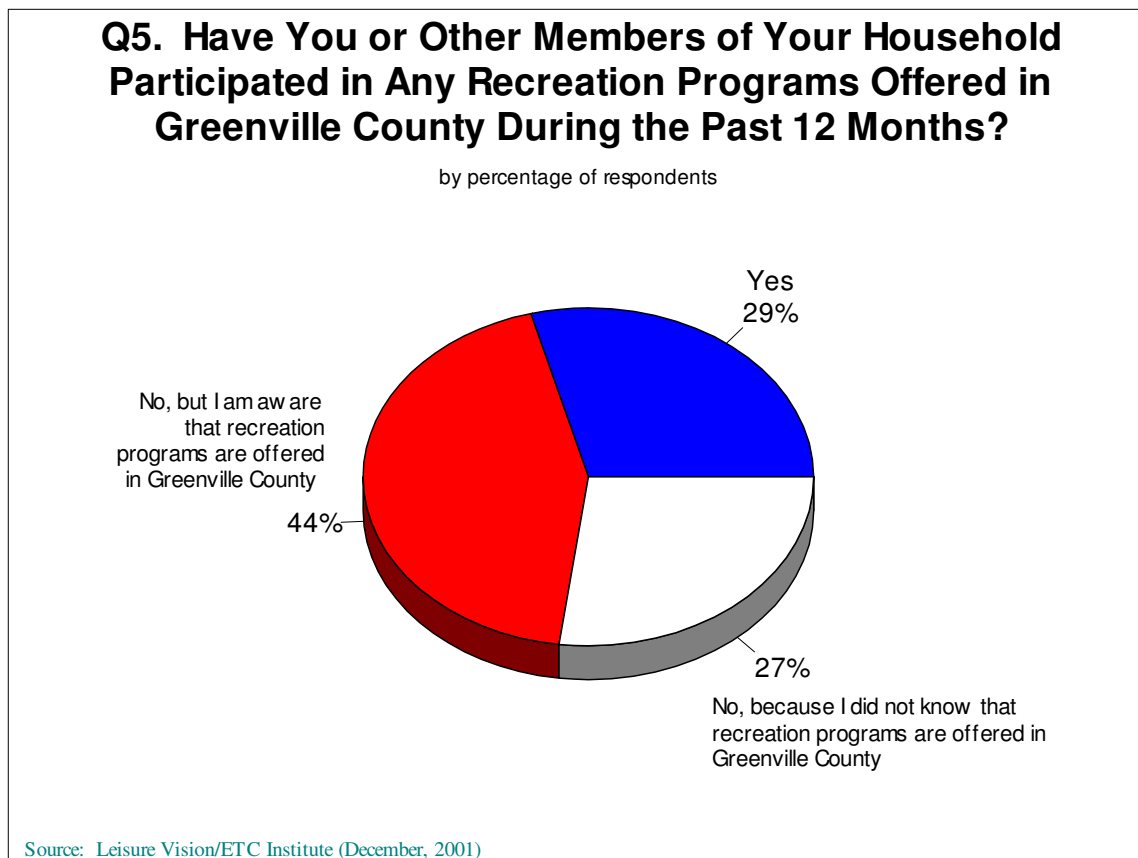
From the list of 44 leisure activities and recreation programs, listed below is a graph of the activities and programs that less than 5% of respondent households rated as one of the four that they participate in the most often.



Participation in Recreation Programs

Respondents were asked if they or members of their household had participated in any recreation programs offered in Greenville County during the past 12 months. The following summarizes key findings:

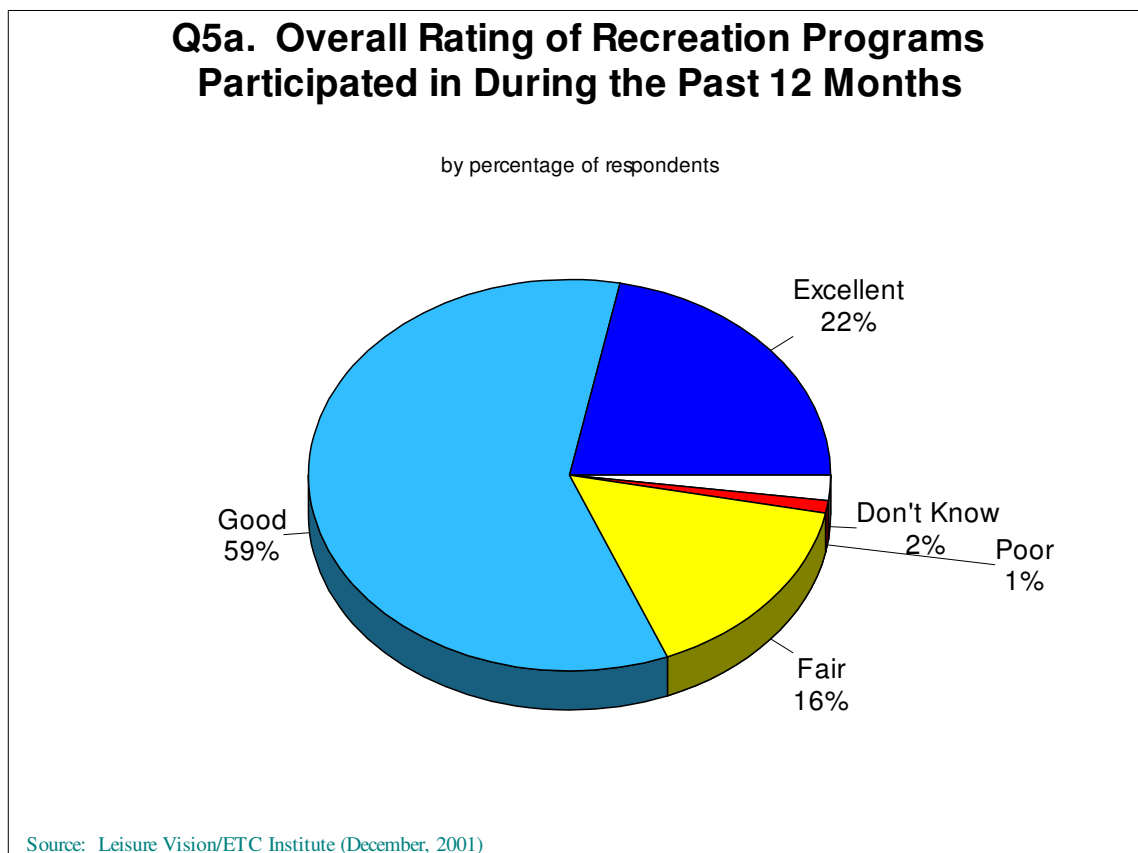
- # **29% of respondent households indicated they had participated in recreation programs offered in Greenville County during the past 12 months.** 27% of the respondent households who had not participated in programs indicated they were not aware that recreation programs were offered in Greenville County, and the other 44% indicated they were aware that programs were offered.



Overall Rating of Recreational Programs

Household respondents who had participated in recreational programs in Greenville County during the past year were asked how they would rate the programs. The following summarizes key findings:

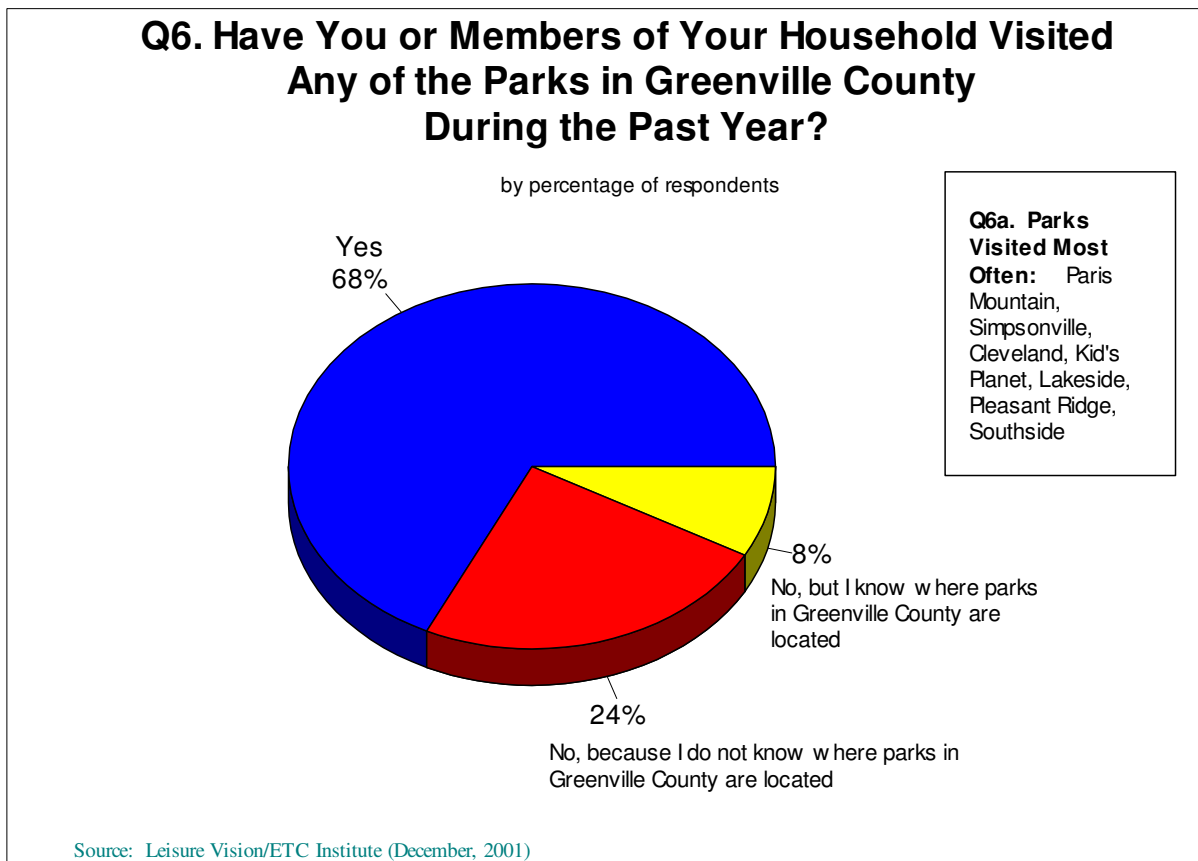
- # **Over 80% of respondents rated the programs as either excellent (22%) or good (59%).** 16% of respondents rated the programs as fair, and just 1% rated them as poor. An additional 2% indicated Adon't know”.



Visitation of Parks in Greenville County

Household respondents were asked if they or members of their household had visited parks in Greenville County during the past year. The following summarizes key findings:

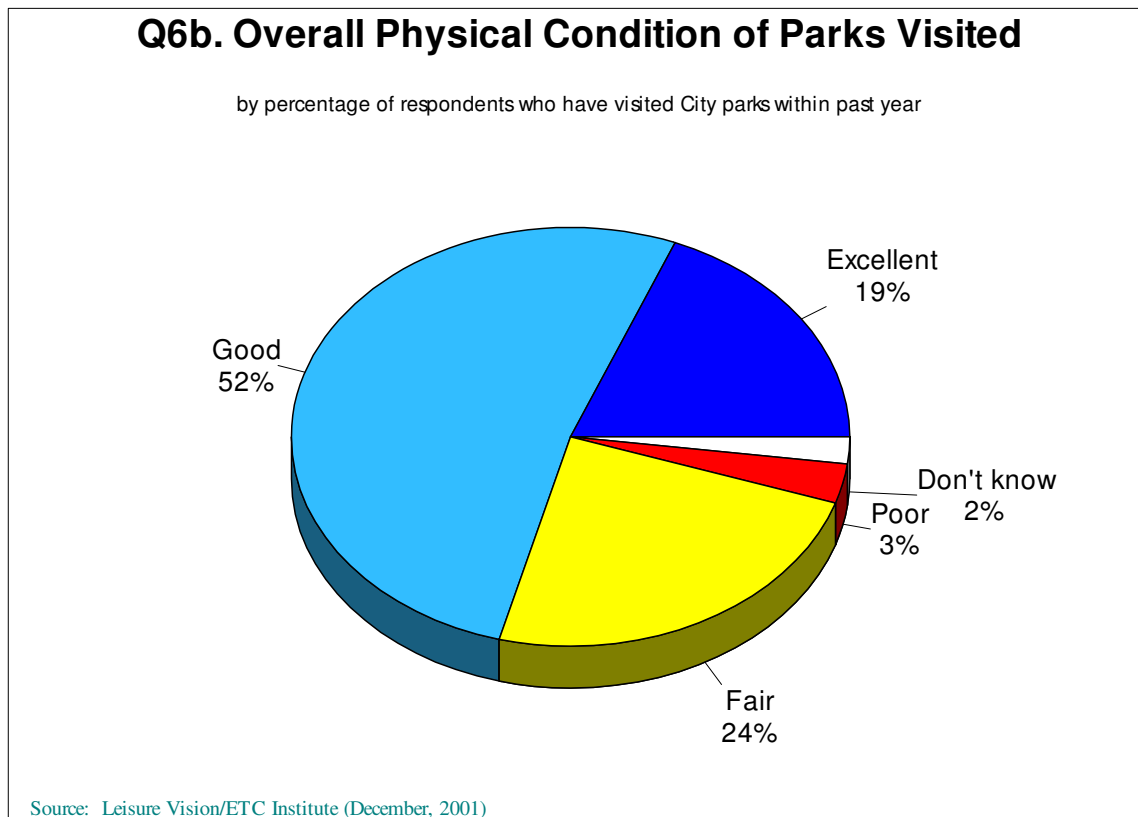
- # **68% of household respondents indicated they had visited a park in Greenville County during the past year.** Of those who had not visited a park within the past year, 24% indicated they did not know where parks were located in Greenville County, and the other 8% did know where parks were located.



Overall Physical Condition of Parks

Household respondents were asked how they would rate the physical condition of all the parks in Greenville County they had visited during the past year. The following summarizes key findings:

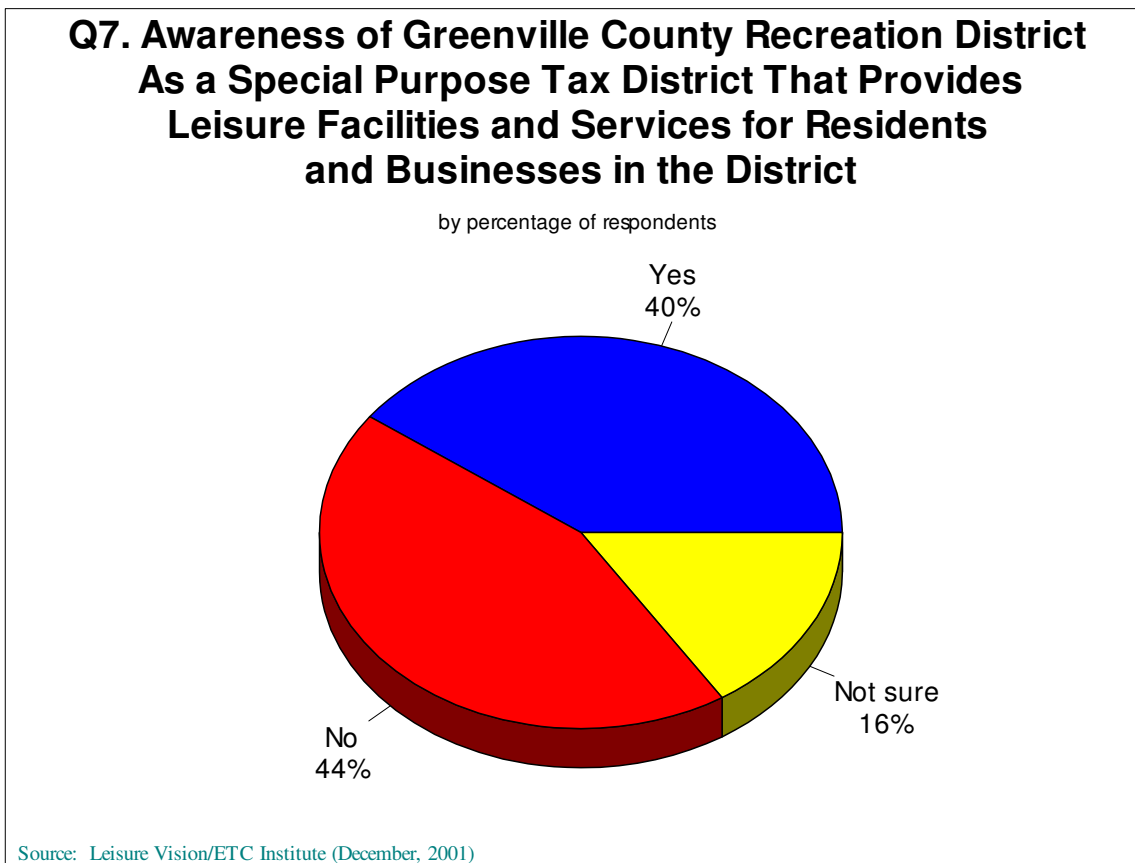
- # **Over 70% of respondents rated the physical condition of parks in Greenville County as either excellent (19%) or good (52%).** 24% of respondents rated the parks as fair, and just 3% rated them as poor. An additional 2% indicated “Don’t know”.



Awareness of Greenville County Recreation District

Respondents were asked if they had ever heard of the Greenville County Recreation District. The following summarizes key findings:

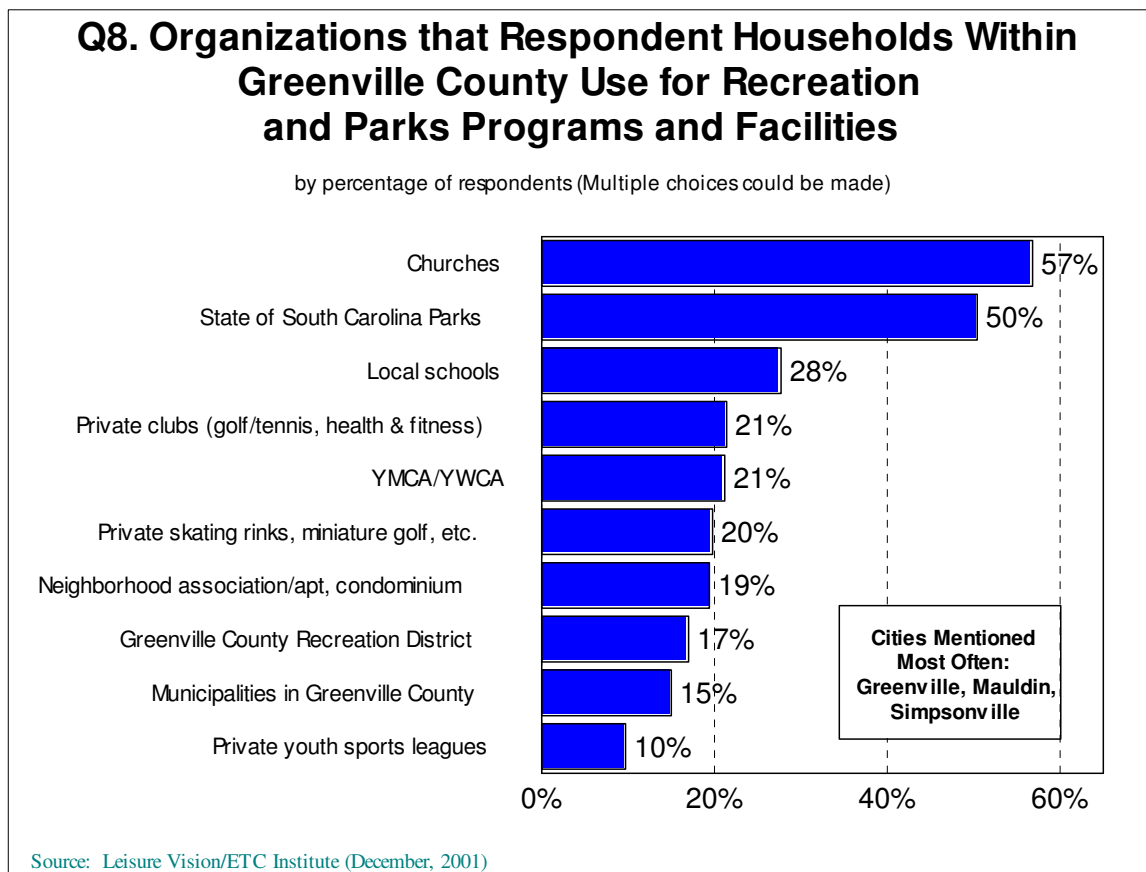
- # **40% of respondents indicated they had heard of the Greenville County Recreation District, compared to 44% who indicated they had not heard of it.** An additional 16% of respondents indicated "Not sure". Knowledge of the Greenville County Recreation District was greater by those who live outside a city (42%) than inside a city (37%).



Other Organizations Used Within Greenville County

From a list of 10 organizations within Greenville County, household respondents were asked to indicate all of the ones that they or members of their household use for recreation and parks programs/facilities. The following summarizes key findings:

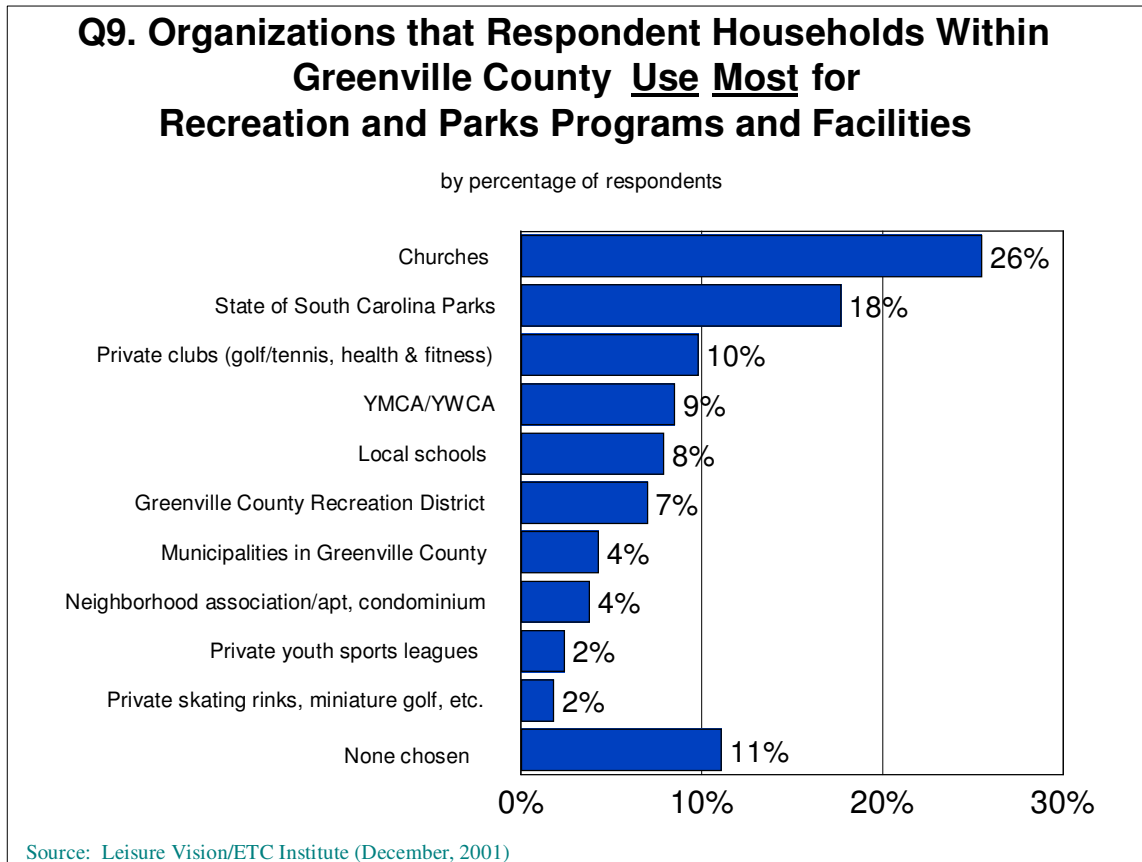
- # **Churches (57%) had the highest percentage of respondents indicate that they or members of their household use it for recreation and parks programs/facilities.** There were five other organizations that at least 20% of respondent households indicated they use. They are: State of South Carolina Parks (50%); local schools (28%); private clubs (21%); YMCA/YWCA (21%); and private skating rinks, miniature golf, etc. (20%).



Other Organizations Used Most Within Greenville County

From the list of 10 organizations within Greenville County, household respondents were asked to indicate which one they or members of their household use the most for recreation and parks programs/facilities. The following summarizes key findings:

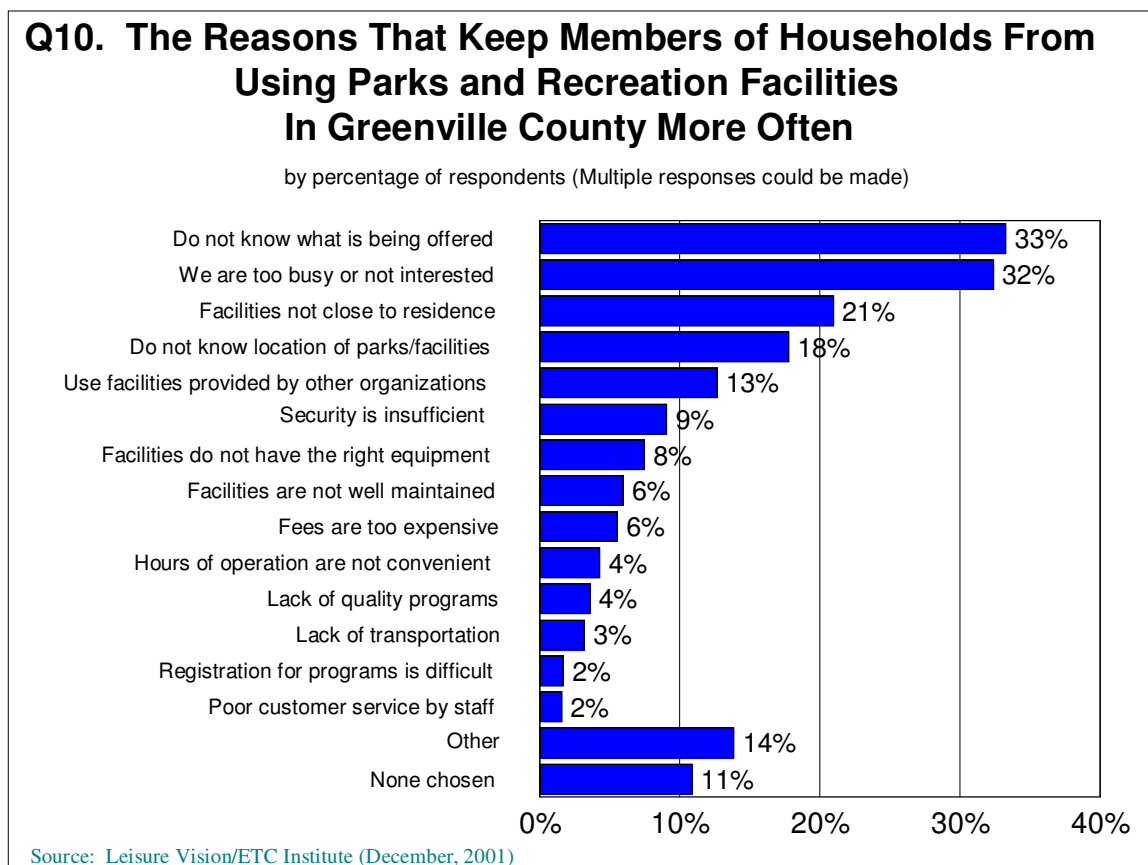
- # **Churches (26%) had the highest percentage of all respondents indicate that they or members of their household use it the most for recreation and parks programs/facilities.** Other organizations that a high percentage of respondent households indicated using the most included: State of South Carolina Parks (18%) and private clubs (10%). Churches was the most used organization both by those who live outside a city (27%) and inside a city (23%).



Reasons For Not Using Parks & Facilities in Greenville County More Often

From a list of 14 options, respondents were asked to indicate all of the reasons that keep them or members of their household from using parks and facilities in Greenville County more often. The following summarizes key findings:

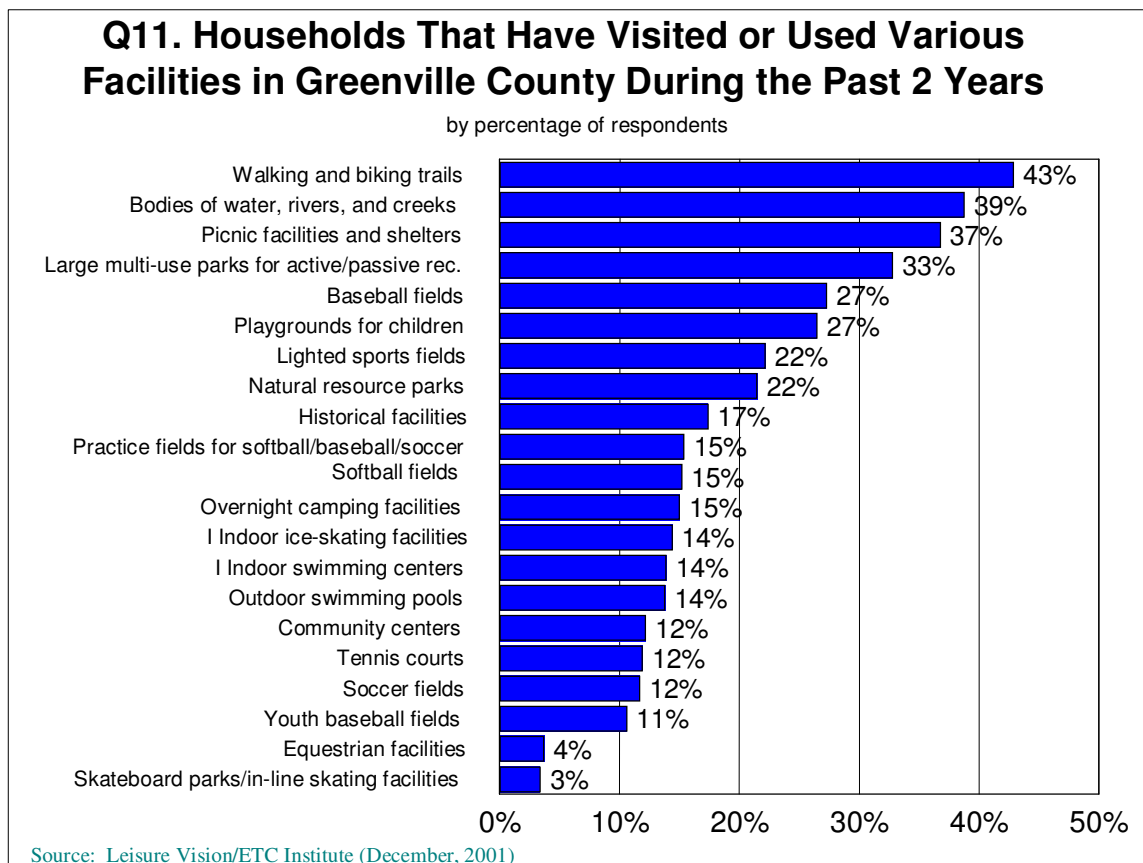
- # **The most common reason that kept respondent households from using parks and facilities in Greenville County more often was “Do not know what is being offered” (33%).** Other reasons that kept a high percentage of respondent households from using parks and facilities in Greenville County included: “We are too busy or not interested” (32%); facilities are not close to residence (21%); and “Do not know location of parks/facilities” (18%).



Visitation/Use of Recreational Facilities in Greenville County

From a list of 21 various recreational facilities in Greenville County, respondents were asked to indicate all of the ones they or members of their household had visited or used during the past two years. The following summarizes key findings:

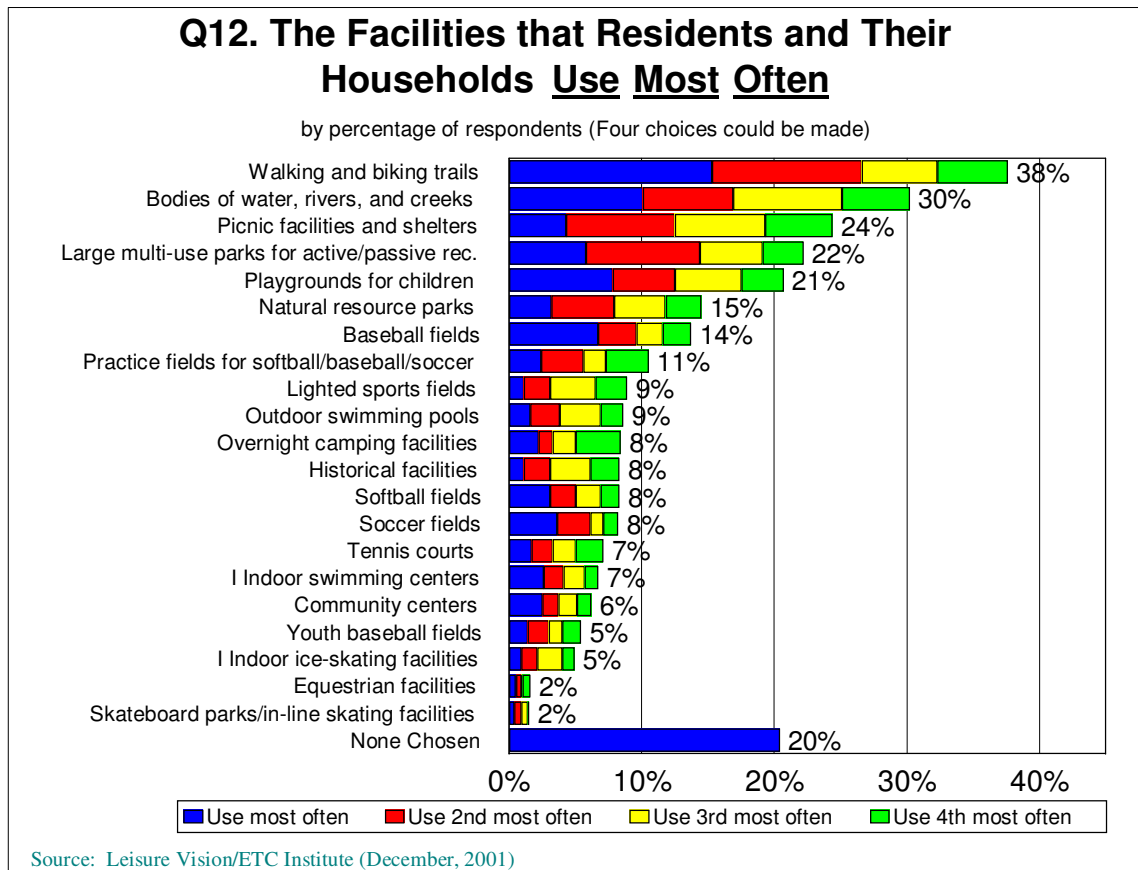
- # **Walking and biking trails (43%)** was the facility that the highest percentage of all respondent households had visited or used during the past two years. Other facilities that a high percentage of respondent households indicated they had visited or used included: bodies of water, rivers, and creeks (39%); picnic facilities and shelters (37%); large multi-use parks for active/passive recreation (33%); baseball fields (27%); and playgrounds for children (27%). Walking and biking trails was the most visited facility both for those who live outside a city (39%) and inside a city (51%).



Parks and Recreational Facilities Used Most Often

From the list of 21 various parks and recreational facilities, respondents were asked to indicate the four that they and members of their household use most often. The following summarizes key findings:

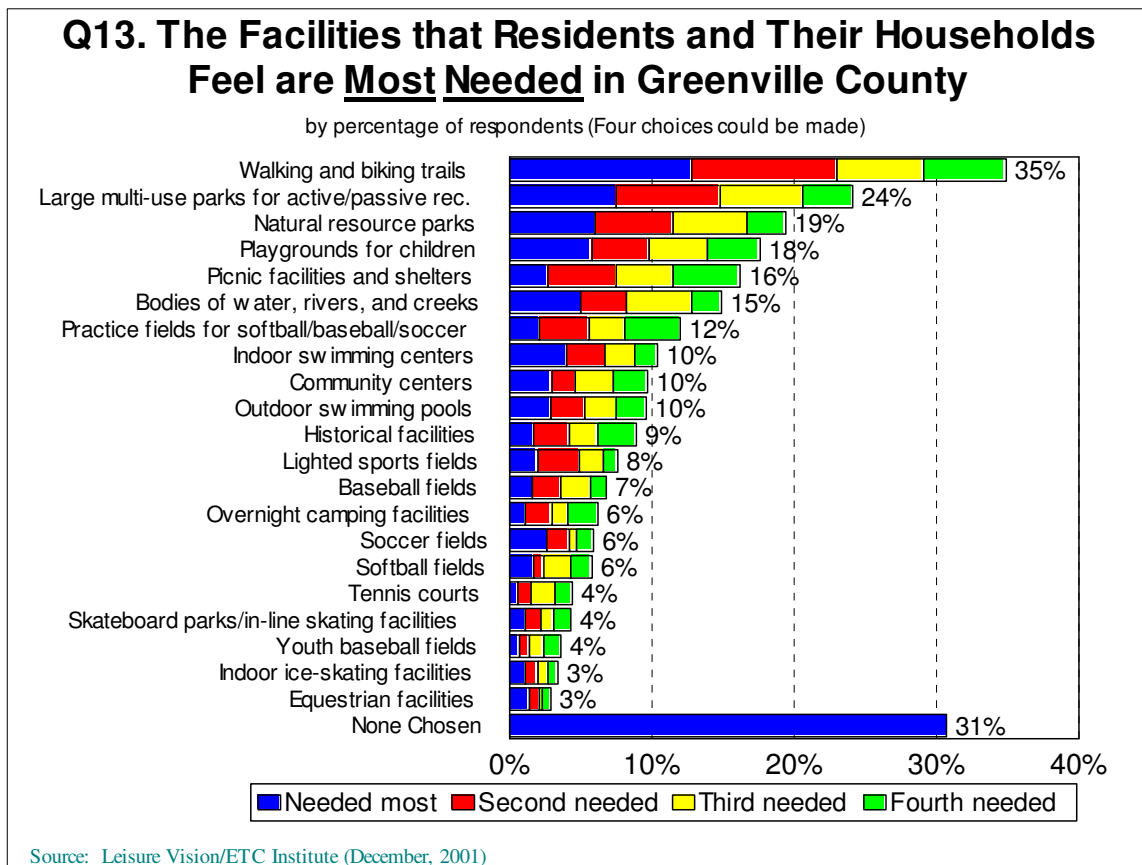
- # **Walking and biking trails (38%)** was rated as one of the top four most used parks/facilities by the highest percentage of all respondent households. There were four other parks/facilities that over 20% of respondent households rated as one of their top four most used. They are: bodies of water, rivers, and creeks (30%); picnic facilities and shelters (24%); large multi-use parks for active/passive recreation (22%); and playgrounds for children (21%). It should also be noted that walking and biking trails also received the most top four choices as the park/facility used most often both by respondents who live outside a city (33%) and inside a city (47%).



Parks and Recreational Facilities Needed Most

From the same list of 21 various parks and recreational facilities, respondents were asked to indicate the four that are needed most in Greenville County. The following summarizes key findings:

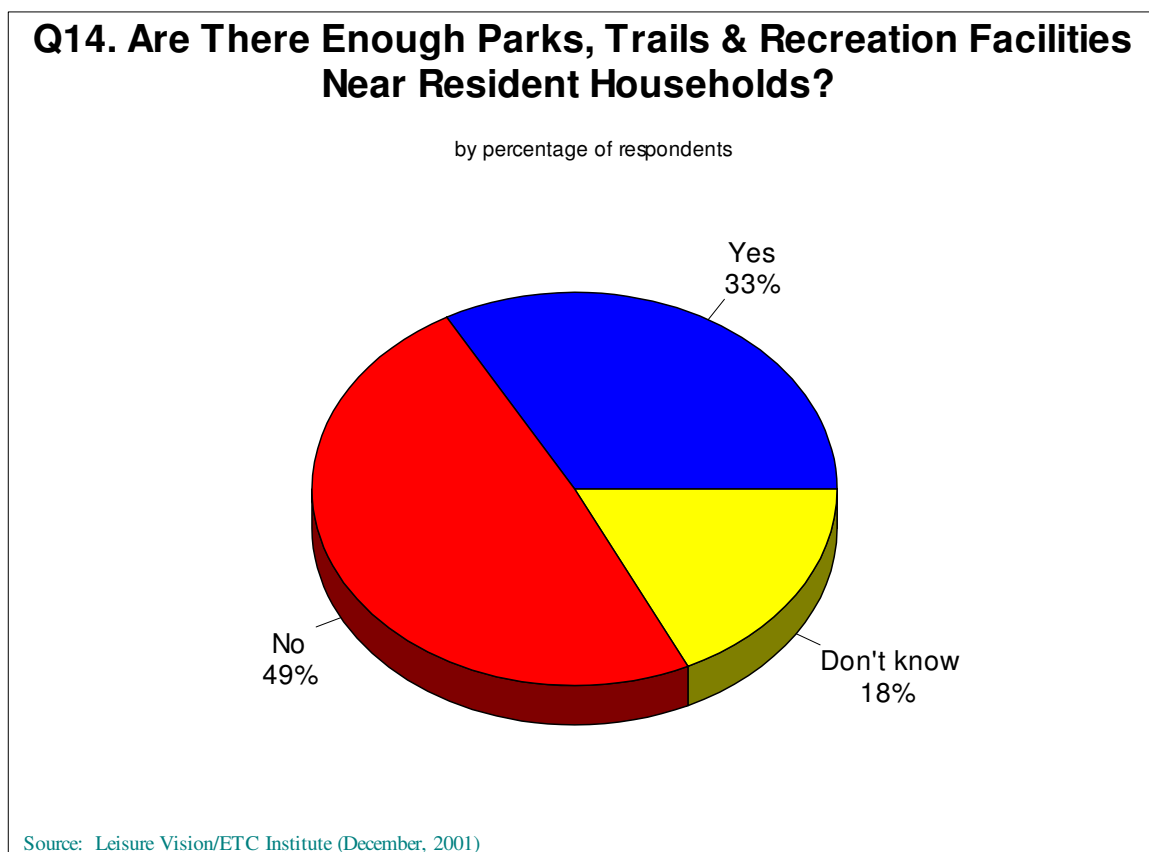
- # **Walking and biking trails (35%) had the highest percentage of all respondents rate it as one of the top four most needed parks/facilities in Greenville County. Those who live outside a city (33%) and inside a city (39%) also rated walking and biking trails as the most needed park/facility.** Other parks/facilities that a high percentage of respondents rated as one of the top four most needed include: large multi-use parks for active/passive recreation (24%); natural resource parks (19%); playgrounds for children (18%); picnic facilities and shelters (16%); and bodies of water, rivers, and creeks (15%). It should also be noted that walking and biking trails also received the most first choices as the park/facility needed most.



Satisfaction With Number of Parks, Trails & Facilities Near Households

Respondents were asked if they thought there were enough parks, trails & recreation facilities near their household. The following summarizes key findings:

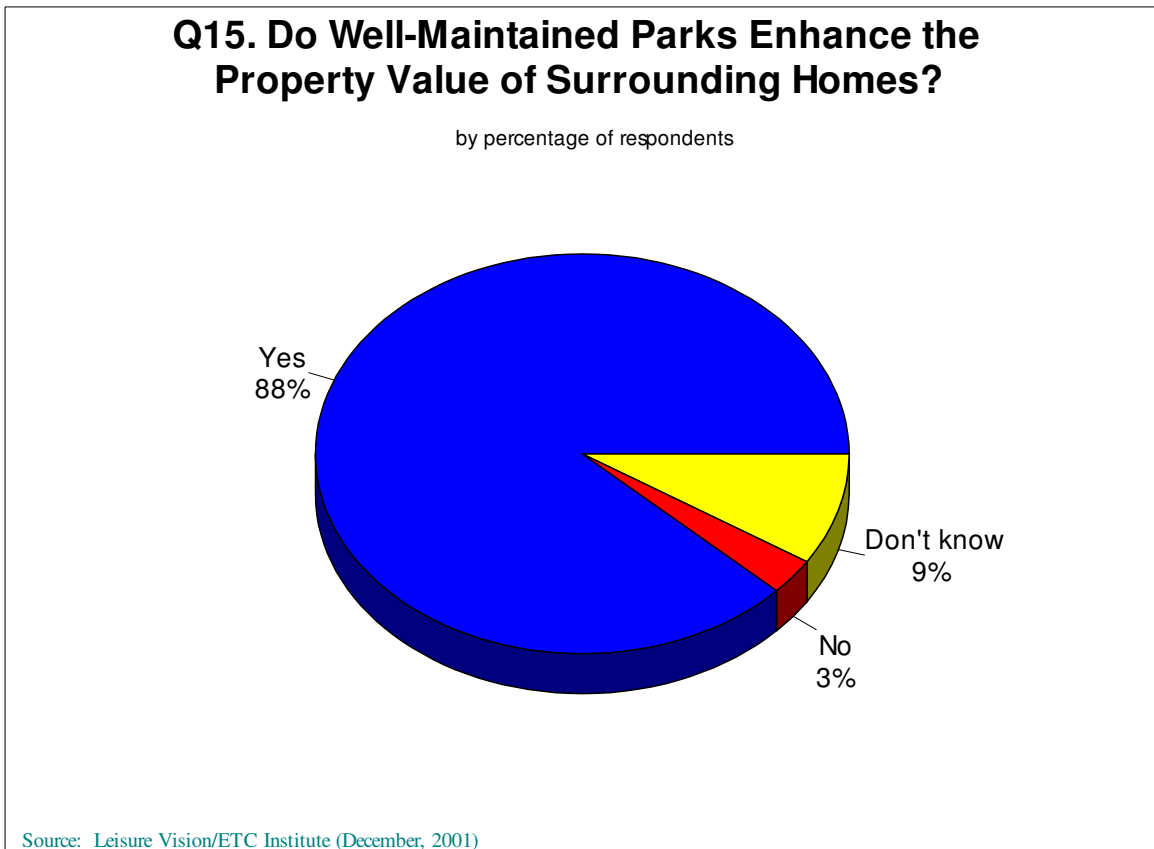
- # **33% of respondents indicated that there are enough parks, trails & facilities near their household.** 49% indicated there are not enough parks, trails & facilities near their household, and 18% indicated Adon't know”.



Enhancement of Well Maintained Parks on the Property Value of Surrounding Homes

Household respondents were asked if they thought that well maintained parks and open space enhance the property value of surrounding homes. The following summarizes key findings:

- # **88% of respondents indicated that well maintained parks and open space do enhance the property value of surrounding homes.** Only 3% indicated they don't enhance property value, and 9% indicated Adon't know".

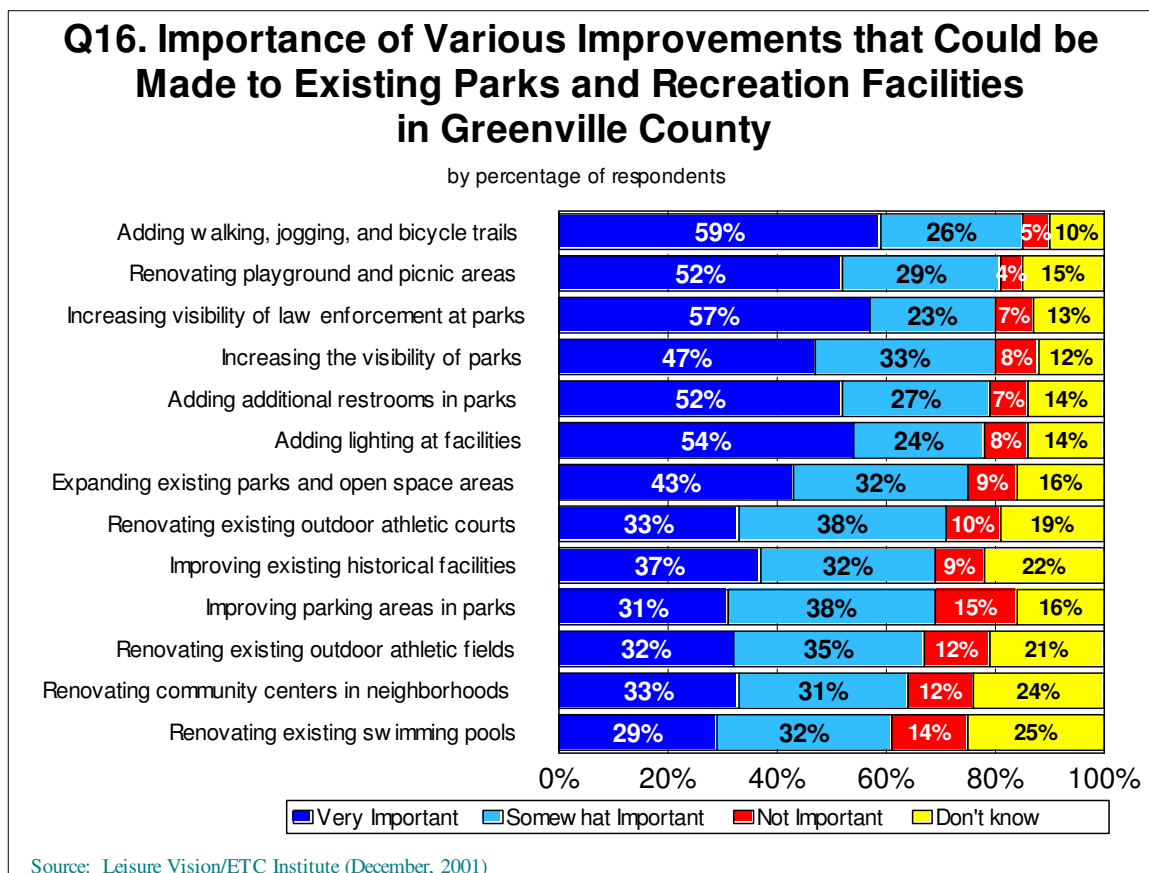


Improvements to Existing Parks and Recreation Facilities

Based on a list of 13 various improvements that could be made to existing parks and recreation facilities, respondents were asked to rate the importance of each one. The following summarizes key findings:

Adding walking, jogging, and bicycle trails had the highest percentage of respondents rate it as either very important (59%) or somewhat important (26%) to make improvements to.

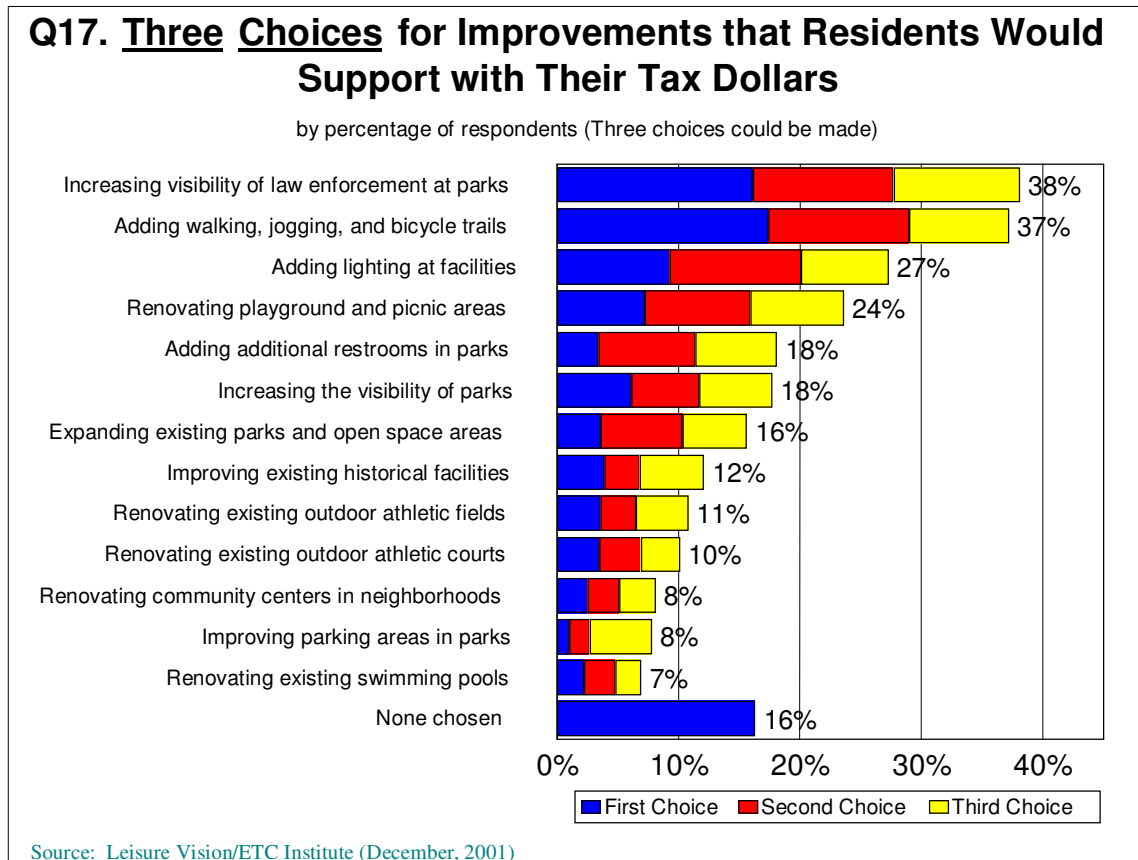
There were six other parks and facilities that at least 75% of respondents indicated were either very important or somewhat important to make improvements to. They are: renovating playground and picnic areas (81%); increasing visibility of law enforcement at parks (80%); increasing the visibility of parks (80%); adding additional restrooms in parks (79%); adding lighting at facilities (78%); and expanding existing parks and open space areas (75%).



Most Important Improvements to Existing Parks & Recreation Facilities

From the list of 13 various improvements that could be made to existing parks and recreation facilities, respondents were asked to indicate which three they would most support with their tax dollars. The following summarizes key findings:

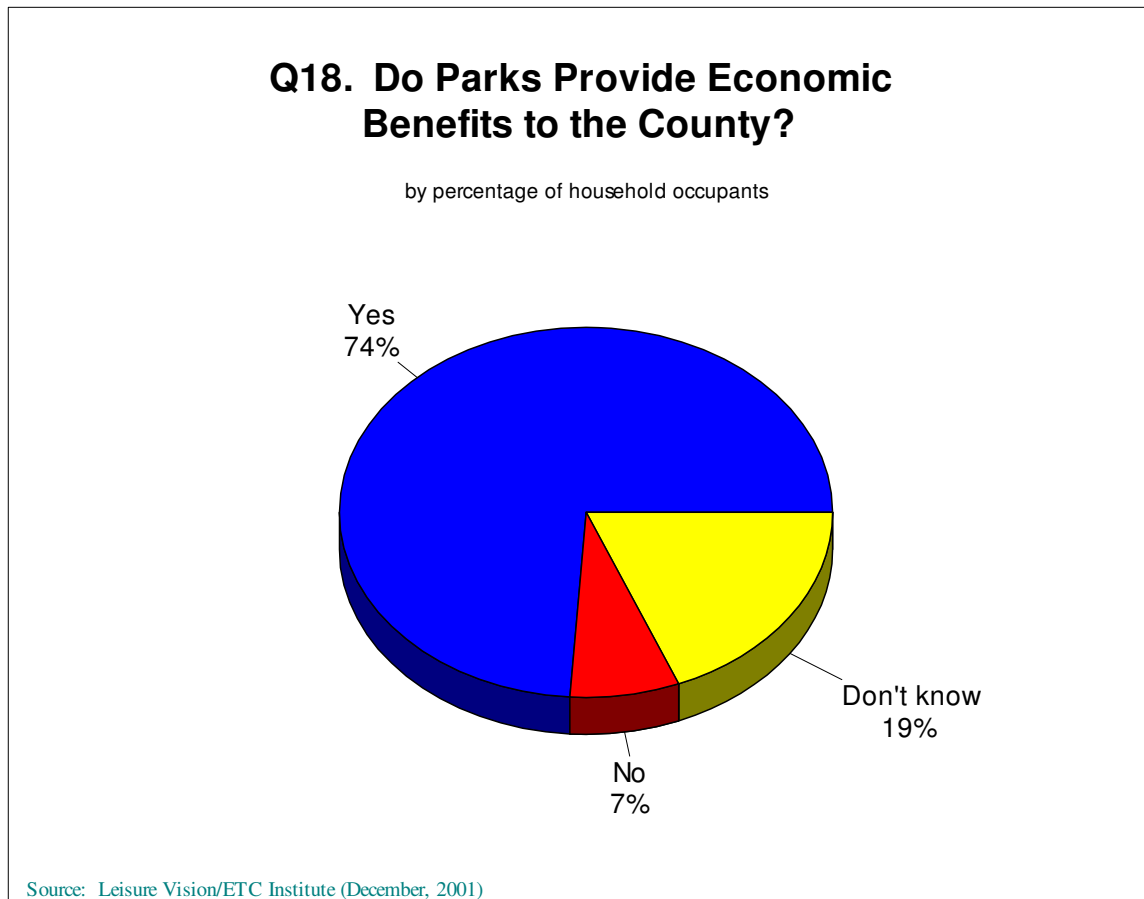
- # **Increasing visibility of law enforcement at parks (38%) had the highest percentage of respondents rate it as one of the top three improvements they would most support with their tax dollars, with adding walking, jogging, and bicycle trails (37%) following close behind. Increasing visibility of law enforcement was rated as the most important improvement by those living outside a city (39%), and adding walking, jogging, and bicycle trails (45%) was rated as the most important improvement by those living inside a city.** Other improvements that a high percentage of respondents rated as one of the top three they would most support with tax dollars included: adding lighting at facilities (27%) and renovating playground and picnic areas (24%). It should also be noted that adding walking, jogging, and bicycle trails received the most first choices as the improvement respondents would most support with tax dollars.



Economic Benefits of Parks to Greenville County

Household respondents were asked if they thought that parks provide economic benefits to Greenville County. The following summarizes key findings:

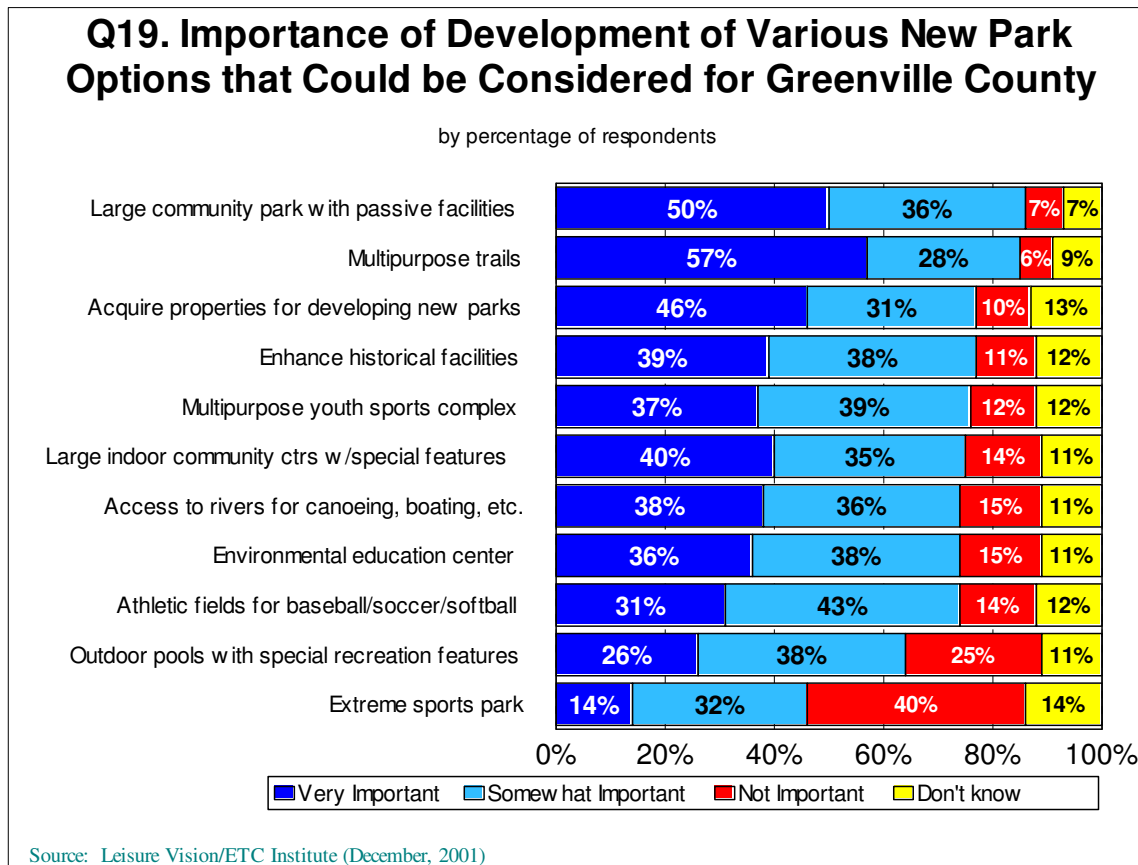
- # **74% of respondents indicated that parks do provide economic benefits to Greenville County.** Only 7% indicated that parks don't provide economic benefits to Greenville County, and 19% indicated Adon't know".



Importance of Developing New Parks and Recreational Facilities

Based on a list of 11 various new parks and recreation facilities that could be developed and maintained in Greenville County, household respondents were asked to rate the importance of each one. The following summarizes key findings:

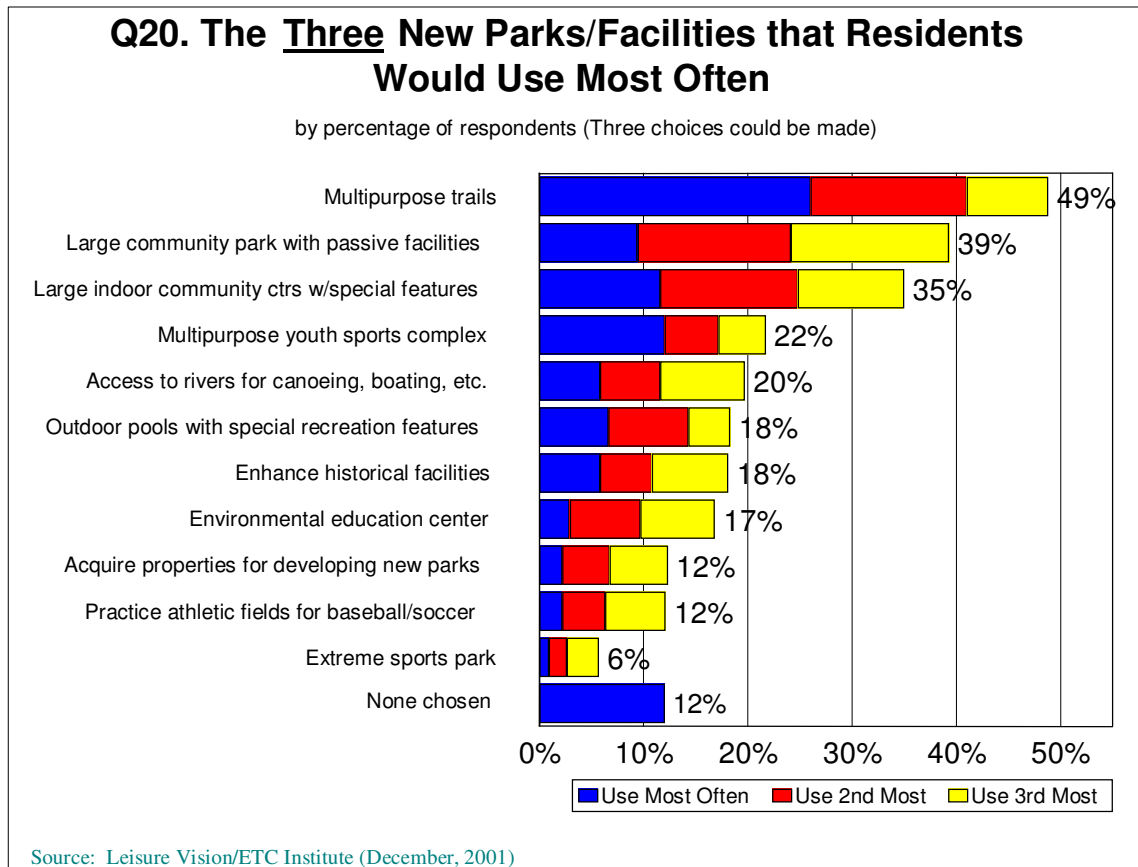
- # **Large community park with passive facilities had the highest percentage of respondents rate it as either very important (50%) or somewhat important (36%) to develop and maintain.** There were five other facilities that had at least 75% of respondents rate it as either very important or somewhat important to develop or maintain. They are: multipurpose trails (85%); acquire properties for developing new parks (77%); enhance historical facilities (77%); multipurpose youth sports complex (76%); and large indoor community centers with special features (75%).



New Parks and Recreational Facilities That Would Be Used Most

Based on the list of 11 various new parks and recreation facilities that could be developed and maintained in Greenville County, household respondents were asked to indicate which three they and members of their household would use most. The following summarizes key findings:

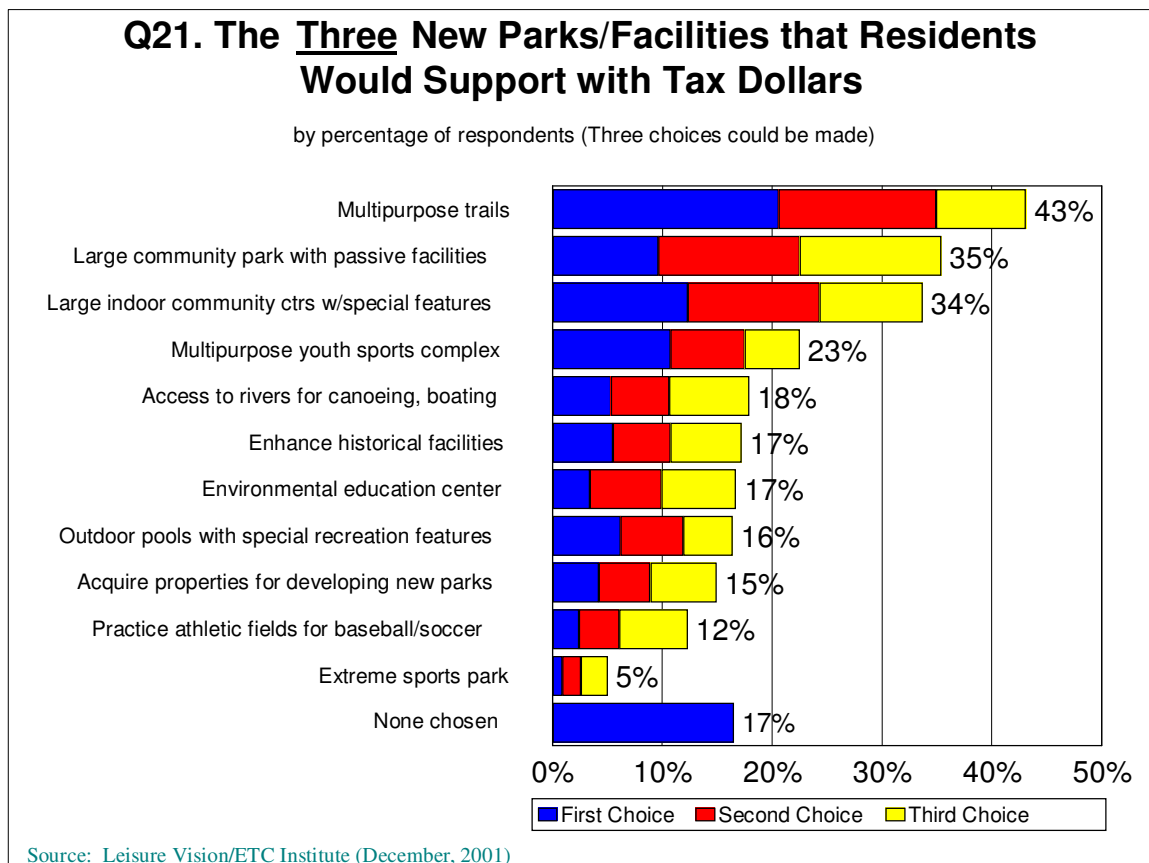
- # **Multipurpose trails (49%) had the highest percentage of all respondents rate it as one of the top three parks/facilities they would use most. Those who live outside a city (46%) and inside a city (55%) also rated multipurpose trails as the top park/facility.** There were four other parks/facilities that at least 20% of respondent households rated as one of the four they would use most. They are: large community park with passive facilities (39%); large indoor community centers with special features (35%); multipurpose youth sports complex (22%); and access to rivers for canoeing, boating, etc. (20%). It should also be noted that multipurpose trails received by a wide margin the most first choices as the park/facility that would be used most often.



Most Important New Parks and Recreational Facilities

Based on the list of 11 various new parks and recreation facilities that could be developed and maintained in Greenville County, household respondents were asked to indicate which three they would most support with their tax dollars.

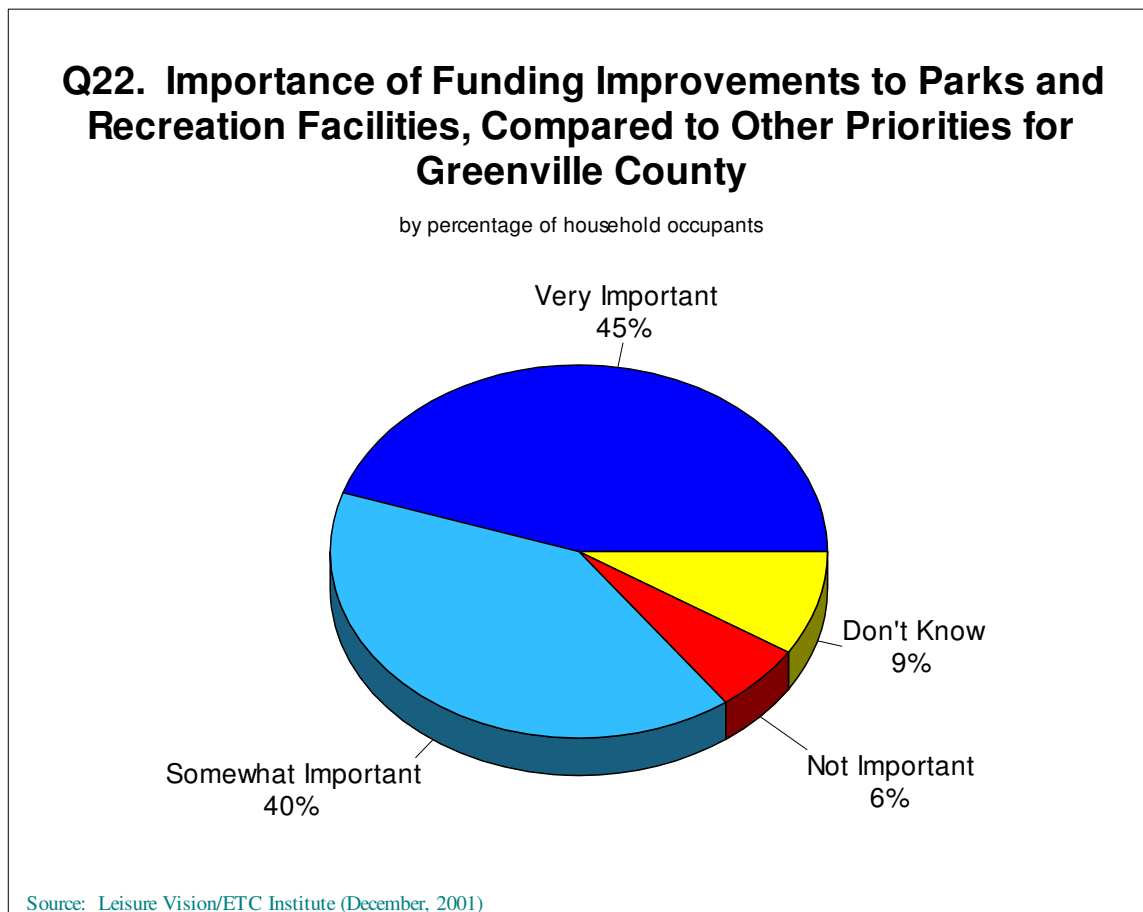
- # **Multipurpose trails (43%) had the highest percentage of all respondents rate it as one of the top three new parks/facilities they would most support with their tax dollars. Those living both outside a city (40%) and inside a city (49%) also rated multipurpose trails as the top park/facility.** Other new parks/facilities that a high percentage of respondents rated as one of the three they would most support with tax dollars included: large community park with passive facilities (35%); large indoor community centers with special features (34%); and multipurpose youth sports complex (23%). It should also be noted that multipurpose trails received by a wide margin the most first choices as the new park/facility that respondents would most support with tax dollars.



Importance of Funding Improvements to Parks & Facilities Compared to Other Priorities in Greenville County

Household respondents were asked to rate the level of importance for Greenville County to fund improvements to parks and recreation facilities compared to other priorities in the County over the next 10 years. The following summarizes key findings:

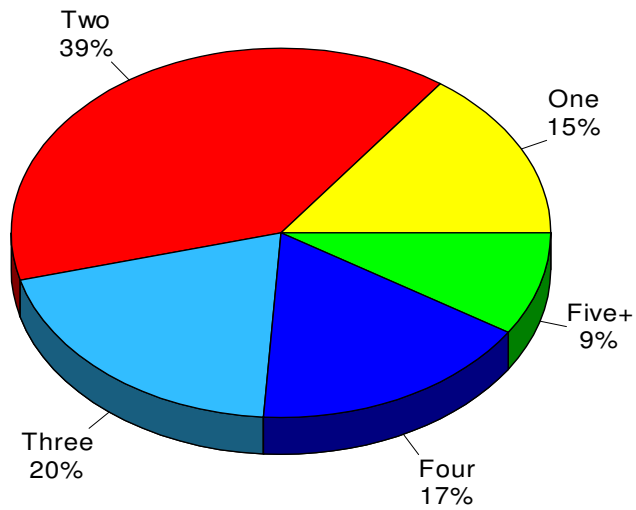
- # **Over 80% of respondents indicated that it was either very important (45%) or somewhat important (40%) for Greenville County to fund improvements to parks/facilities compared to other priorities in the County.** Only 6% indicated that it was not important to fund improvements, and 9% indicated “Don’t know”. Funding improvements to parks/facilities compared to other priorities was considered to be either very or somewhat important to more respondents who live inside a city (89%) than those who live outside a city (83%).



Demographics

Q1. Number of People in Household

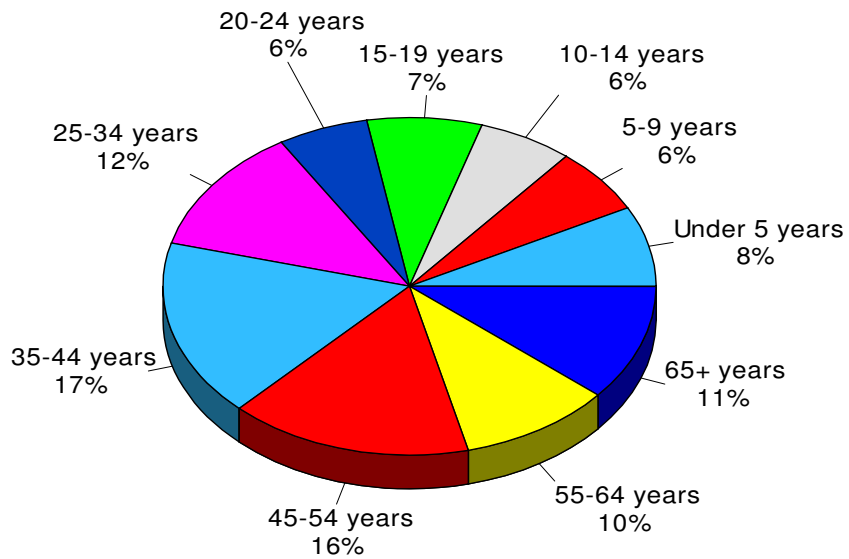
by percentage of respondents



Source: Leisure Vision/ETC Institute (December, 2001)

Q2. Ages of People in Household

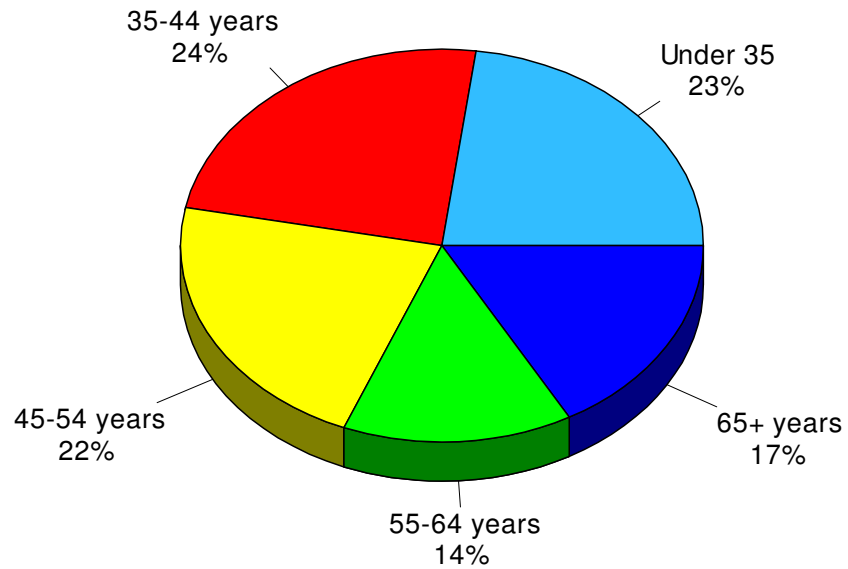
by percentage of household occupants



Source: Leisure Vision/ETC Institute (December, 2001)

Q24. Demographics: Ages of Respondents

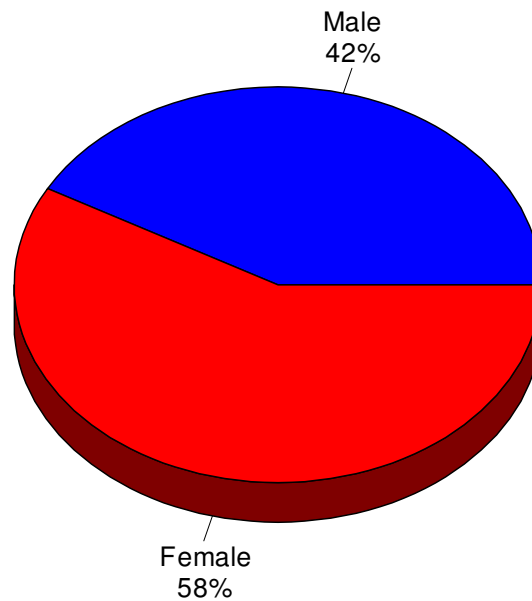
by percentage of respondents



Source: Leisure Vision/ETC Institute (December, 2001)

Q25. Demographics: Gender

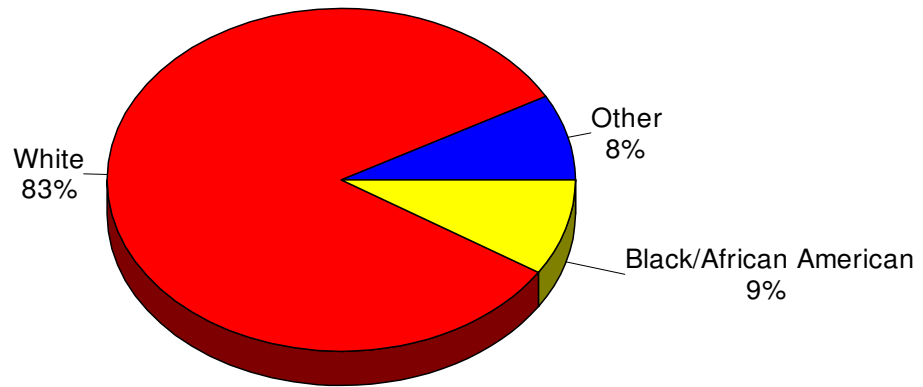
by percentage of respondents



Source: Leisure Vision/ETC Institute (December, 2001)

Q26. Demographics: Race/Ethnicity

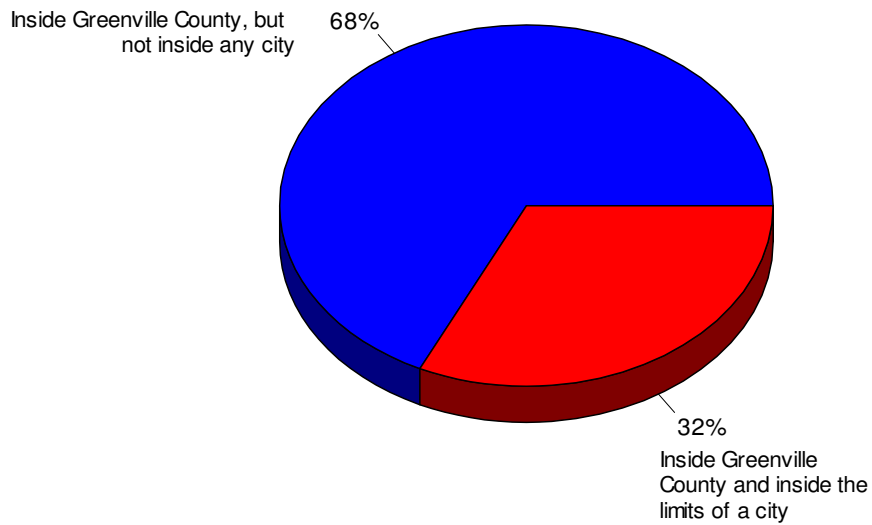
by percentage of respondents



Source: Leisure Vision/ETC Institute (December, 2001)

Q27. Demographics: Where Residents Live

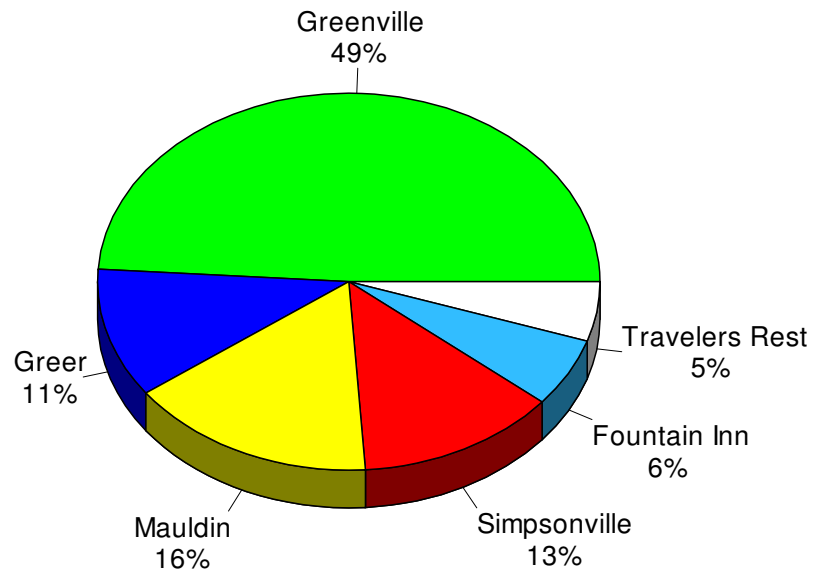
by percentage of respondents



Source: Leisure Vision/ETC Institute (December, 2001)

Q27a. Demographics: Cities Where Respondents Live

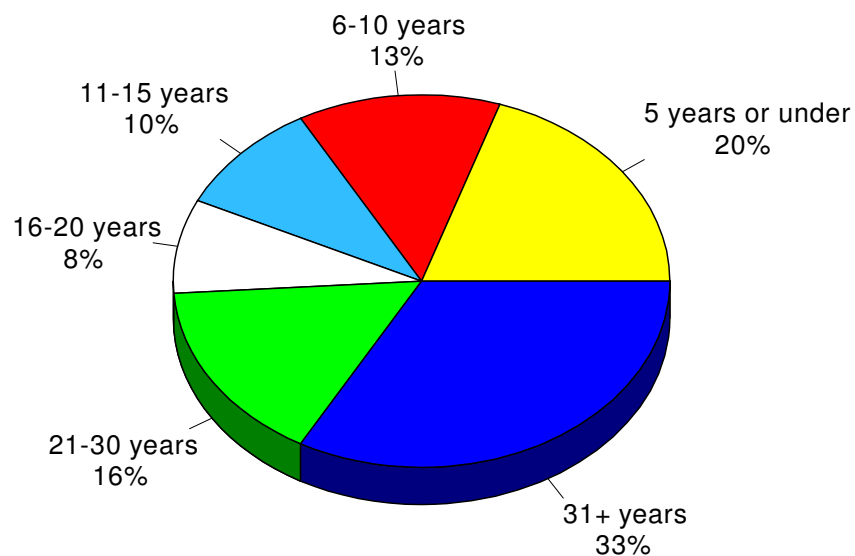
by percentage of respondents inside the limits of a city in Greenville County



Source: Leisure Vision/ETC Institute (December, 2001)

Q28. Demographics: Years Lived in Greenville County

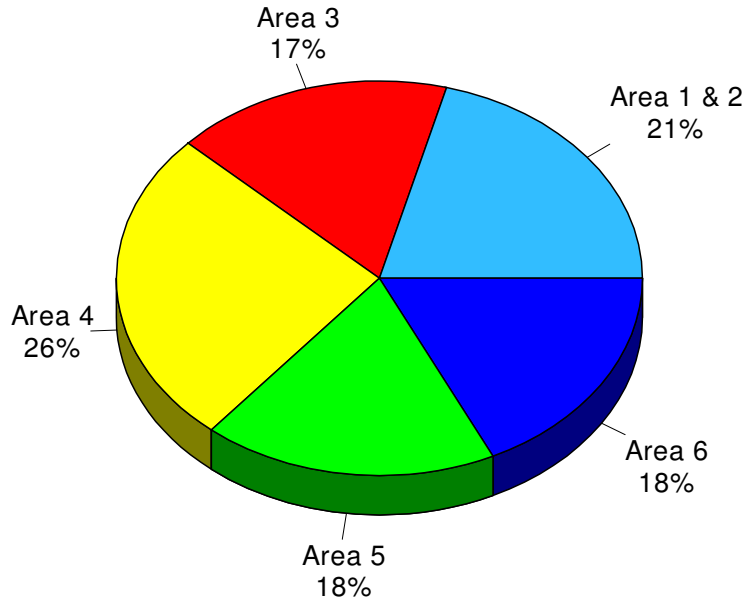
by percentage of respondents



Source: Leisure Vision/ETC Institute (December, 2001)

Q29. Demographics: The "Area" of Residence

by percentage of respondents



Source: Leisure Vision/ETC Institute (December, 2001)