
Buffalo Grove Park District *Community Survey* **Executive Summary Report**

Overview of the Methodology

Leisure Vision conducted a Community Survey for the Buffalo Grove Park District during the fall of 2012. The purpose of the survey was to help determine the way the Buffalo Grove Park District prepares for the future in the development of programs, services and facilities. The survey was administered by mail and phone.

Leisure Vision worked extensively with 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.

In September 2012, a seven-page survey was mailed to a random sample of 2,500 households throughout the Buffalo Grove Park District. Approximately three days after the surveys were mailed, each household that received a survey also received an automated 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 500 completed surveys. This goal was accomplished, with 513 surveys having been completed. The level of confidence is 95% with a margin of error of +/-4.3%

The following pages summarize major survey findings.

Major Survey Findings

- **Overall Condition of ALL Buffalo Grove Parks Visited.** Of the 82% of households that visited Buffalo Grove parks during the past 12 months, 47% rated the overall condition as “excellent”, while 45% gave the parks a “good” rating. Of the remaining households, 7% indicated the quality of the parks was “fair” and 1% gave a “poor” rating.
- **Potential Additions That Could Be Made to Buffalo Grove Park District Neighborhood Parks.** Of the 77% of respondents who indicated they would like additions made to neighborhood parks, 35% selected restrooms as a possible addition. Other potential additions to neighborhood parks include: drinking fountains (30%), picnic tables/benches (28%), park security lighting (27%), shade structures (26%), and trails (25%).
- **How Often Households Have Used Major Parks, Recreation and Sports Facilities Operated by the Buffalo Grove Park District During the Past 12 Months.** Fifty-one percent (51%) of households used Alcott Center in the past 12 months, with 4% using it 50 times or more. Thirty-three percent (33%) of households used Buffalo Grove Fitness Center over the past 12 months, with 16% using it 50 times or more. Other facilities that were used at least once over the past 12 months include: Willow Stream Pool (32%), Spray ‘N Play (26%), Golf and Sports Center (20%), Aquadome Pool (20%), and Raupp Museum (19%).
- **Which ONE of the Buffalo Grove Facilities Do Households Use Most Often?** Of the 79% of households that indicated they had used Buffalo Grove facilities, 24% used Buffalo Grove Fitness Center most often, while 23% used Alcott Center most often. Other facilities that households indicated they used most often include: Willow Stream Pool (10%), Golf and Sports Center (8%), Aquadome Pool (7%), Spray ‘N Play (4%), and Raupp Museum (3%).
- **Overall Quality of the Facility Household Used Most Often.** Thirty-five percent (35%) of households indicated that the overall quality of the facility their household visited most often was “excellent,” while 51% rated the quality as “good”. Of the remaining households, 13% indicated the quality of their preferred facility was “fair” and 1% gave a “poor” rating.
- **How Many Different Recreation Programs or Activities Household Has Participated In.** Of the 42% of households that indicated they participated in recreation programs offered by the Buffalo Grove Park District during the past 12 months, one-third (34%) participated in one program. Of the remaining households, 47% participated in two to three programs, 12% participated in four to six, 3%

participated in seven to ten, and 4% participated in eleven or more programs during the past 12 months.

- **THREE Primary Reasons Why Household Has Participated in Buffalo Grove Park District Recreation Programs or Activities.** Seventy-three percent (73%) of households that indicated they participated in recreation programs in Buffalo Grove during the past 12 months did so because of the location of the program facility. Other reasons why households participated include: fees charged for the class (47%), times the program is offered (42%), quality of instructors/coaches (29%), and quality of the program facility (28%).
- **Overall Quality of Recreation Programs or Activities in Which Household Has Participated.** Thirty-five percent (35%) of households indicated the quality of recreation programs or activities was “excellent,” while 56% indicated the quality as “good.” Of the remaining households, 7% indicated the quality of the programs or activities as “fair” and 2% gave a “poor” rating.
- **ALL Organizations Households Have Used for Indoor and Outdoor Recreation Activities During the Past 12 Months.** Of the 85% of households that indicated they used organizations for recreation activities during the past 12 months, 59% used the Buffalo Grove Park District. Other organizations households used include: public schools (32%), neighboring park districts (29%), private fitness centers (27%), and churches, synagogues, and temples (24%).
- **TWO Organizations Households Use the Most for Parks and Recreation Programs and Services – Ages 0 to 11 Years.** Of the 23% of respondents with household members ages 0 to 11 who used organizations, 15% use the Buffalo Grove Park District, while 8% use public schools. Other organizations used by this age group include: private schools (3%), neighboring park districts (3%), youth sports associations (3%), and churches, synagogues and temples (3%).
- **TWO Organizations Households Use the Most for Parks and Recreation Programs and Services – Ages 12 to 17 Years.** Of the 20% of respondents with household members ages 12 to 17 who used organizations, 11% use public schools, while 8% use the Buffalo Grove Park District. Other organizations used by this age group include: youth sports associations (3%), neighboring park districts (3%), private fitness centers (2%), churches, synagogues and temples (2%), and private schools (2%).
- **TWO Organizations Households Use the Most for Parks and Recreation Programs and Services – Ages 18 to 54 Years.** Of the 46% of respondents with household members ages 18 to 54 who used organizations, 24% use the Buffalo

Grove Park District, while 13% use private fitness centers. Other organizations used by this age group include: neighboring park districts (8%), churches, synagogues and temples (7%), Buffalo Grove Village golf courses (6%), and public schools (5%).

- **TWO Organizations Households Use the Most for Parks and Recreation Programs and Services – Ages 55 Years and Older.** Of the 20% of respondents with household members ages 55 and older who used organizations, 11% use the Buffalo Grove Park District, while 5% use private fitness centers. Other organizations used by this age group include: churches, synagogues and temples (4%), Buffalo Grove Village golf courses (4%), and neighboring park districts (3%).
- **ALL Parks and Recreation Facilities Households Have a Need For.** Seventy-four percent (74%) of households indicated the need for walking and biking trails in Buffalo Grove. Other parks and recreation facilities for which households have a need include: small neighborhood parks (59%), large community parks (52%), indoor fitness and exercise facilities (45%), outdoor swimming pools/water parks (43%), wildlife conservation areas (43%), and an indoor running/walking track (42%).
- **How Well Parks and Recreation Facilities Meet the Needs of Households.** Eighty-five percent (85%) of households indicated that youth baseball fields meet their needs by 75% or more. Other parks and recreation facilities with similar met needs include: large community parks (85%), playgrounds (84%), and small neighborhood parks (83%).
- **FOUR Parks and Recreation Facilities That Are Most Important to Households.** Based on the sum of their top four choices, the parks and recreation facilities that are most important to households are: walking and biking trails (51%), indoor fitness and exercise facilities (28%), small neighborhood parks (26%), indoor swimming pools/leisure pools (19%), and indoor running/walking track (19%).
- **ALL Sports and Recreation Programs That Households Have a Need For.** Nearly half (49%) of households indicated the need for adult fitness and wellness programs in Buffalo Grove. Other sports and recreation programs for which households have a need include: community special events (37%), special events (28%), youth sports programs (26%), water fitness programs (25%), and adult sports programs (25%).
- **How Well Sports and Recreation Programs Meet the Needs of Households.** Sixty-eight percent (68%) of households indicated that community special events meet their needs by 75% or more. Other sports and recreation programs with similar met needs include: youth summer camps (66%), youth sports programs (64%), preschool programs/early childhood (61%), and special events (59%).

- **FOUR Programs That Are Most Important to Households.** Based on the sum of their top four choices, the sports and recreation programs that are most important to households are: adult fitness and wellness programs (36%), community special events (21%), youth sports programs (16%), youth summer camps (14%), and youth learn to swim programs (13%).
- **FOUR Programs In Which Households Participate Most Often.** Based on the sum of their top four choices, the sports and recreation programs in which households participate most often are: adult fitness and wellness programs (18%), community special events (16%), youth sports programs (13%), youth summer camps (10%), and special events (9%).
- **Awareness of Partnering Between the Buffalo Grove Park District and Schools.** Forty-seven percent (47%) of households indicated they are aware that Buffalo Grove Park District and the schools have partnered together on the development, programming and funding of parks and recreation facilities. Of the remaining respondents, 43% indicated they were not aware of the partnership, and 10% were “not sure”.
- **Importance for Buffalo Grove Park District, School District and the Village of Buffalo Grove to Partner Together.** Nearly two-thirds (64%) of households indicated that it is very important for the Buffalo Grove Park District, school district and the Village of Buffalo Grove to partner together in the building, programming and funding of outdoor and indoor parks and recreation facilities. Twenty-three percent (23%) indicated that a partnership is somewhat important, while 10% were not sure and 3% indicated that it is not important.
- **ALL Programming Spaces That Households Would Use to Take Classes or Attend Performances.** Sixty-seven percent (67%) of households indicated that they would attend professional shows (concerts, plays, etc.) if a cultural and programming arts space for children and adults was developed. Other spaces in which households would take classes or attend performances include: concerts/singing (52%), adult theater performances (48%), symphony performances (45%), and youth theater performances (34%).
- **THREE Indoor Cultural and Programming Spaces Households Would Attend Performances or Take Classes Most Often.** Based on the sum of their top three choices, the indoor cultural and programming spaces households would attend performances or take classes most often are: professional shows (concerts, plays, etc.) (48%), concerts/singing (28%), adult theater performances (28%), and symphony performances (23%).

- **ALL the Ways Households Have Learned About Buffalo Grove Park District's Programs and Activities During the Past 12 Months.** Eighty-one percent (81%) households indicated they learned about Buffalo Grove Park District's programs and activities during the past 12 months through the Park District brochure. Other ways in which households learn about programs/activities include: Park District website (35%), friends and neighbors (31%), newspaper (23%), and community signs (17%).
- **ALL Reasons Why Households Do Not Use Buffalo Grove Park District Parks, Recreation Facilities or Programs More Often.** Thirty-eight percent (38%) of households indicated they are too busy to use Buffalo Grove parks, recreation facilities or programs more often. Other reasons include: program times are not convenient (22%), fees are too high (19%), program or facility is not offered (16%), use other park districts (14%), and use services of other agencies (13%).
- **Importance for Buffalo Grove Park District to Take Certain Actions.** Seventy-one percent (71%) of households indicated that developing additional walking/biking trails is either very important (42%) or somewhat important (29%). Other actions with similar levels of importance include: upgrading existing neighborhood parks (25% "very important", 36% "somewhat important"), developing a new cultural and performing arts center (28% "very important", 25% "somewhat important"), and building a new outdoor swimming complex (28% "very important", 18% "somewhat important").
- **THREE Actions Households Would be Most Willing to Fund With Their Tax Dollars.** Based on the sum of their top three choices, the actions that households are most willing to fund with their tax dollars are: developing additional walking/biking trails (37%), developing a new cultural and performing arts center (21%), building a new outdoor swimming complex (20%), and upgrading existing neighborhood parks (18%).
- **Maximum Amount That Households Are Willing to Pay to Develop Parks, Trails, Aquatics, Sports and Cultural Facilities.** One-fourth (25%) of households indicated they are willing to pay \$3 to \$4 per month to develop parks, trails, aquatics, sports and cultural facilities in Buffalo Grove. Sixteen percent (16%) indicated they would pay \$5 to \$6 per month, while 7% would pay \$7 to \$8 per month. Of the remaining households, 14% would pay \$9 or more per month, and 38% are not willing to pay to develop parks, trails and facilities.
- **How Members of the Household Would Vote for Additional Tax Revenue.** Forty percent (40%) of households indicated they would vote in favor of additional tax revenue to improve and build parks, trails, aquatics, sports and cultural facilities in Buffalo Grove. Twenty-two percent (22%) indicated they might vote in favor of additional tax revenue, while 21% are not sure and 17% would vote against.

- **Satisfaction With Overall Value Household Receives From Buffalo Grove Parks.** Seventy-three percent (73%) of households indicated they are either very satisfied (32%) or somewhat satisfied (41%) with the overall value their household receives from the Buffalo Grove Park District. Of the remaining households, 18% indicated a “neutral” rating, while 6% are somewhat dissatisfied and 3% are very dissatisfied.