

National Benchmarks for the City of Columbia Citizen Surveys

		<i>National Average</i>	<i>City of Columbia 2015</i>
Has your household visited any City/County/Park District parks or facilities during the past year?			
	Yes	78%	92%
	No	22%	8%
How would you rate the quality of all the parks/facilities you've visited?			
	Excellent	31%	33%
	Good	54%	62%
	Fair	12%	5%
	Poor	2%	0%
Ways respondents learn about recreation programs and activities			
	"Leisure Times" Activity Guide	54%	67%
	From friends and neighbors	42%	59%
	Parks & Recreation website	21%	43%
	Newspaper articles/advertisements	20%	38%
	"City Source" utility newsletter	31%	38%
	Radio	11%	24%
	Television (all other channels)	10%	16%
	School flyers/flyers/other newsletters	16%	16%
	Facebook	7%	11%
	Info displayed at P&R facility	18%	10%
	E-mail bulletins or E-newsletters	8%	8%
	Twitter	7%	3%

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	National Average	City of Columbia 2015
Parks and recreation facilities that respondent households have a need for		
Walking and biking trails	69%	74%
Large community parks	55%	65%
Park shelters and picnic areas	53%	60%
Small neighborhood parks	60%	59%
Nature trails	53%	57%
Playground equipment and play areas	43%	47%
Outdoor pools and aquatic areas	44%	41%
Indoor fitness and exercise facilities	47%	40%
Indoor swimming pools/leisure pool	43%	37%
Off-leash dog parks	27%	34%
Spraygrounds/spray parks	25%	31%
Outdoor amphitheater/theater	34%	27%
Baseball and softball fields	15%	27%
Golf courses	30%	25%
Boating and fishing	28%	24%
Outdoor tennis courts	26%	24%
Indoor shelters/meeting space	23%	24%
Ice skating	26%	23%
Soccer field	22%	21%
Mountain bike trails	22%	20%
Nature interpretive center	53%	19%
Outdoor basketball courts	24%	18%
Indoor basketball/volleyball courts	24%	16%
Football/lacrosse fields	22%	10%
Skateboard park/bike park	13%	8%
Equestrian trails	12%	5%
Most Important Parks and Recreation Facilities to Respondent Households		
Walking and biking trails	42%	53%
Small neighborhood parks	28%	32%
Large community parks	19%	30%
Nature trails	19%	28%
Playground equipment and play areas	19%	21%
Off-leash dog park	12%	18%
Park shelters and picnic areas	17%	18%
Indoor fitness and exercise facilities	20%	15%
Golf courses	12%	11%
Indoor swimming pools/leisure pool	17%	11%
Outdoor pools and aquatic areas	18%	10%
Baseball and softball fields	4%	9%
Spraygrounds/spray parks	7%	8%
Ice skating	7%	7%
Soccer fields	8%	6%
Boating and fishing	8%	6%
Outdoor tennis courts	7%	5%
Football/lacrosse fields	8%	5%
Mountain bike trails	6%	4%
Indoor shelters/meeting space	6%	4%
Outdoor basketball courts	5%	3%
Outdoor amphitheater/theater	8%	3%
Indoor basketball/volleyball courts	6%	3%
Nature interpretive center	19%	2%
Skateboard park/bike park	3%	2%
Equestrian trails	3%	1%
Level of Satisfaction with the Overall Value Households Receive from the Parks and Recreation Department		
Very Satisfied	27%	50%
Somewhat Satisfied	34%	33%
Neutral	20%	12%
Somewhat Dissatisfied	6%	3%
Very Dissatisfied	3%	2%