

Parks and Recreation Needs Assessment Survey

Findings Report

Submitted to

*The City of Columbia, Missouri
Parks and Recreation Department*



by

Leisure Vision

a division of ETC Institute

725 W. Frontier Circle

Olathe, KS 66061

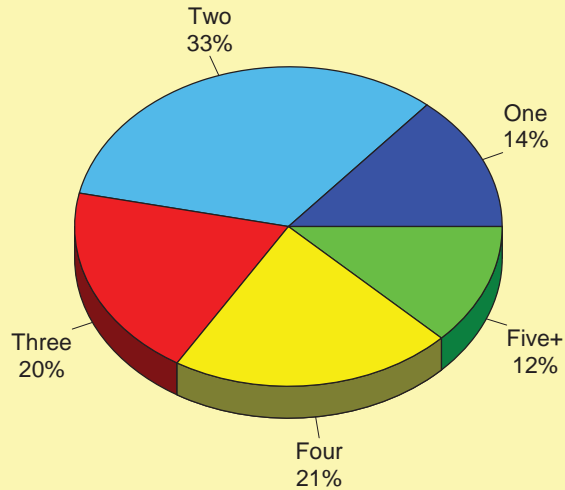
(913) 829-1215

June 2010

Section 2:
Charts and Graphs

Q1. Demographics: Number of People in Household

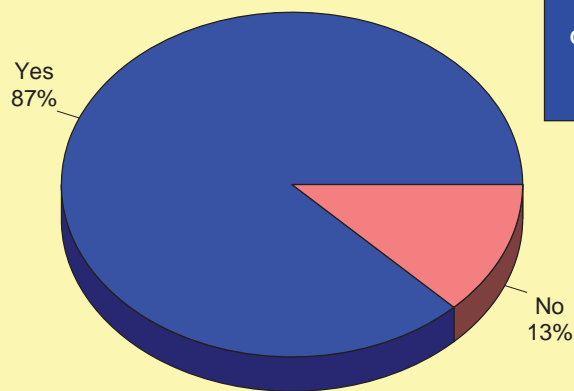
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2010)

Q2. Have You or Members of Your Households Visited Any of the City of Columbia's Parks During the Past Year?

by percentage of respondents



Q2a. Which Three City Parks Do You Visit Most Often?

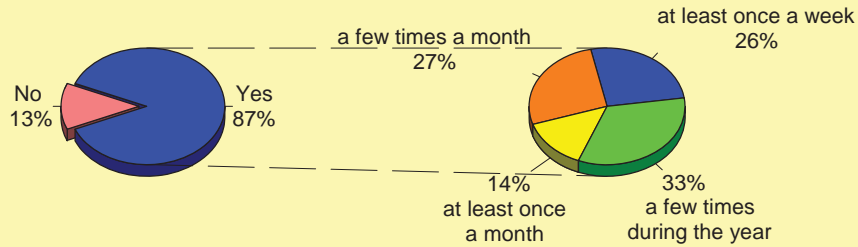
- Cosmo-Bethel Park
- Stephens Lake
- Twim Lakes

Source: Leisure Vision/ETC Institute (May 2010)

Q2. Have You or Members of Your Households Visited Any of the City of Columbia's Parks During the Past Year?

by percentage of respondents

Q2b. Approximately How Often Have Households Visited City of Columbia Parks During the Past 12 Months

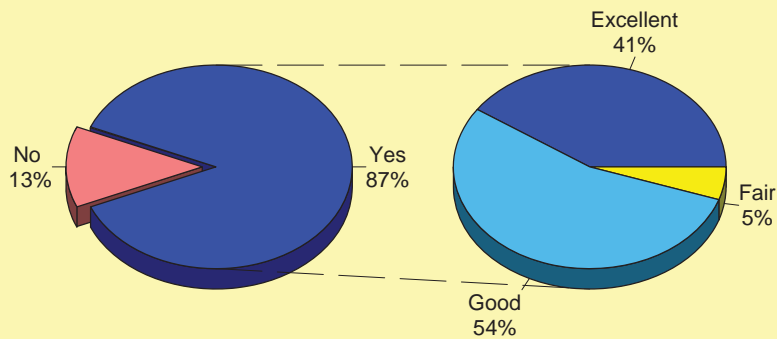


Source: Leisure Vision/ETC Institute (May 2010)

Q2. Have You or Members of Your Households Visited Any of the City of Columbia's Parks During the Past Year?

by percentage of respondents

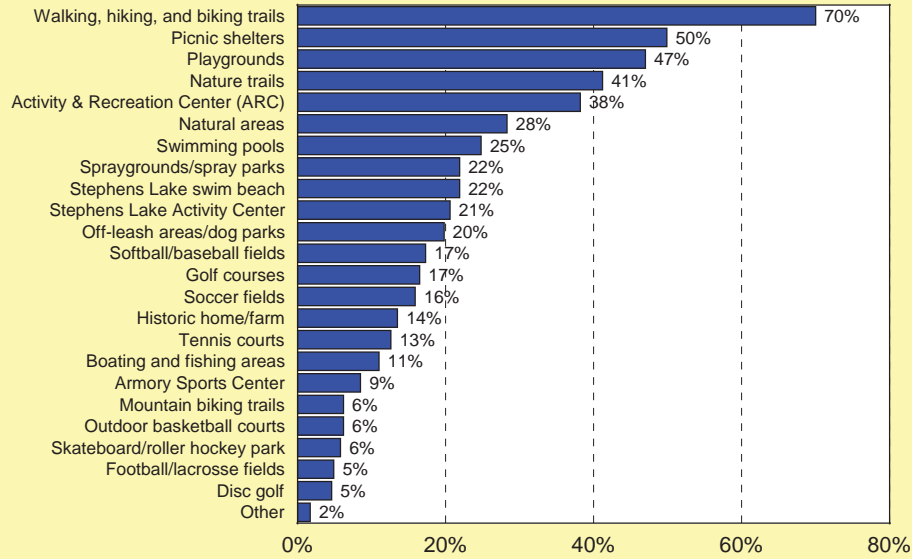
Q2c. Overall How Would You Rate the Physical Condition of All the City Parks You Have Visited?



Source: Leisure Vision/ETC Institute (May 2010)

Q3. City of Columbia Parks and Recreation Facilities That Households Have Visited Over the Past 12 Months

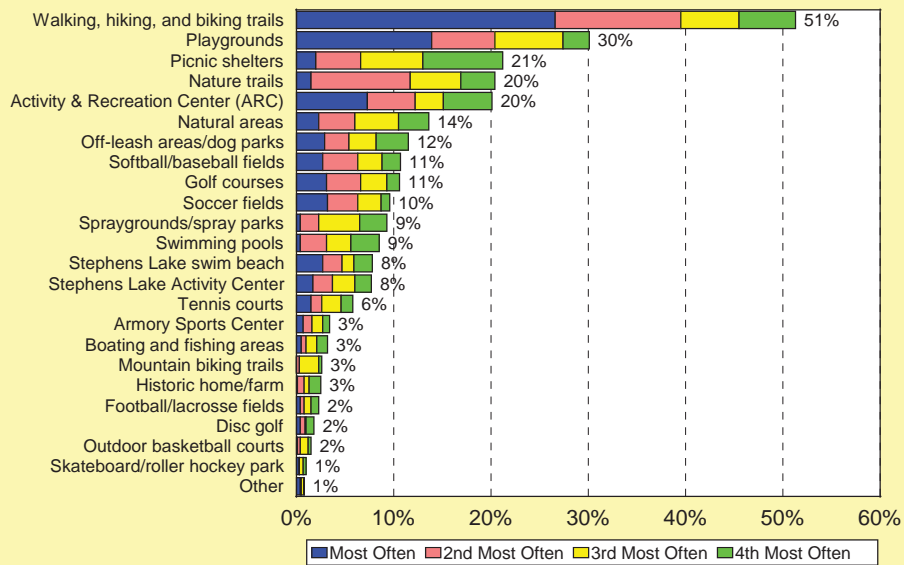
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (May 2010)

Q4. Parks and Recreation Facilities That Households Visit Most Often

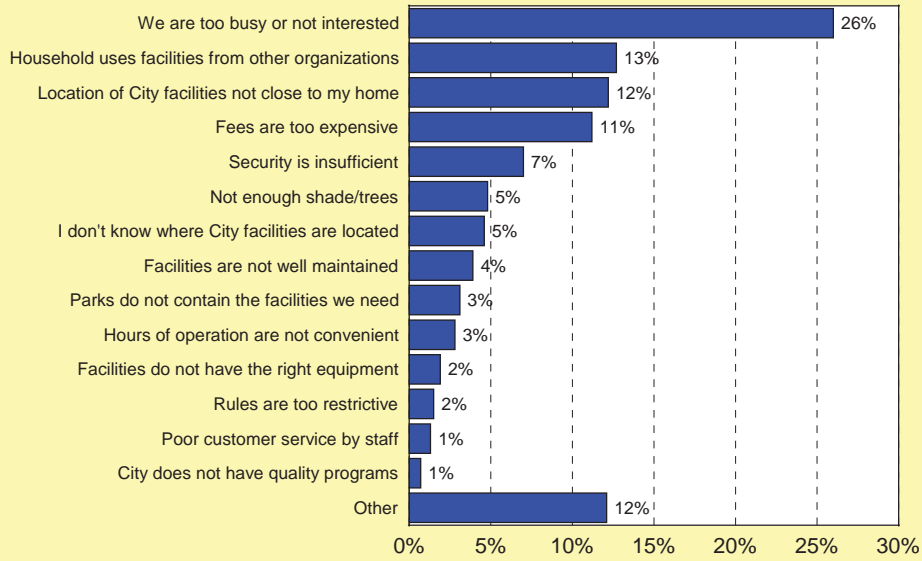
by percentage of respondents who selected the item as one of their top three choices



Source: Leisure Vision/ETC Institute (May 2010)

Q5. Reasons That Prevent Households from Using Columbia's Parks and Recreation Facilities

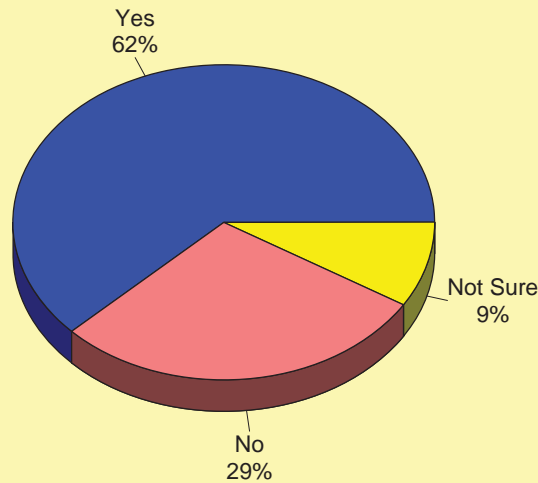
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (May 2010)

Q6. Do You Feel There Are Sufficient Parks and Green Space Areas Within Walking Distance of Your Residence?

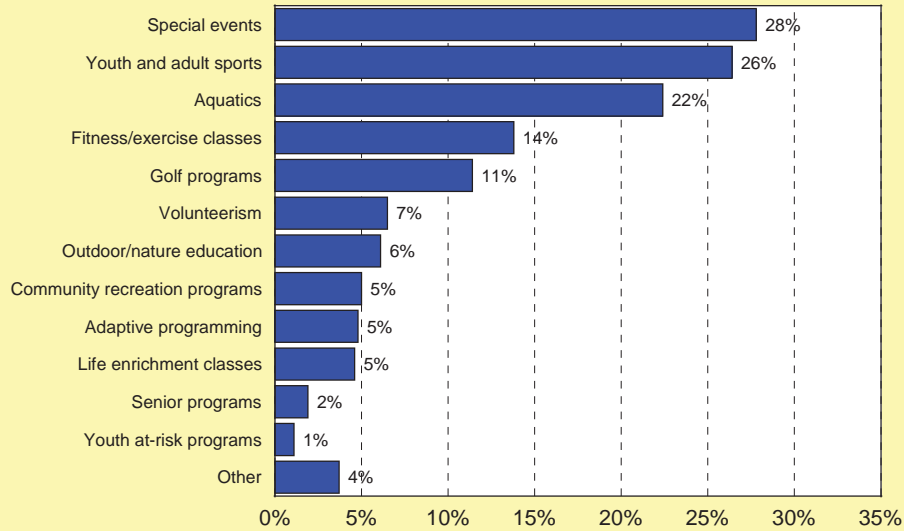
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2010)

Q7. Recreation Programs Provided by the Columbia Parks and Recreation Department That Households Have Participated in Over the Past 12 Months

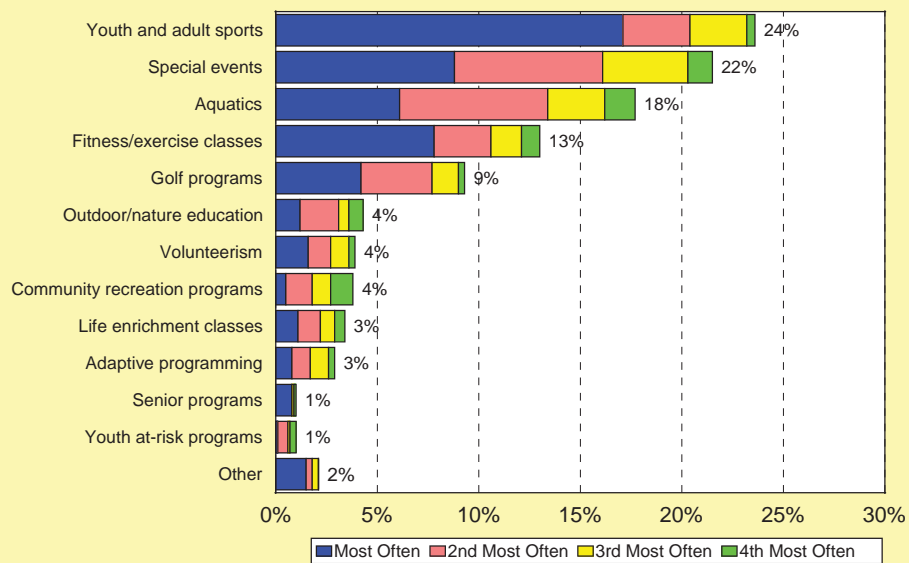
by percentage of respondents (multiple choices could be made)



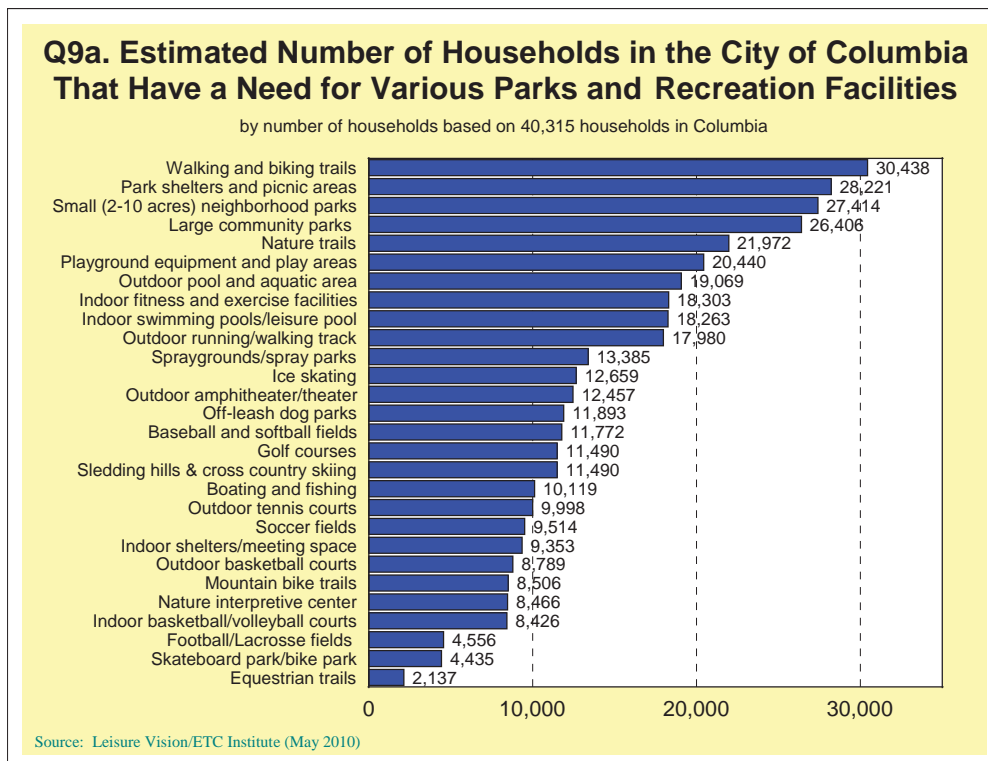
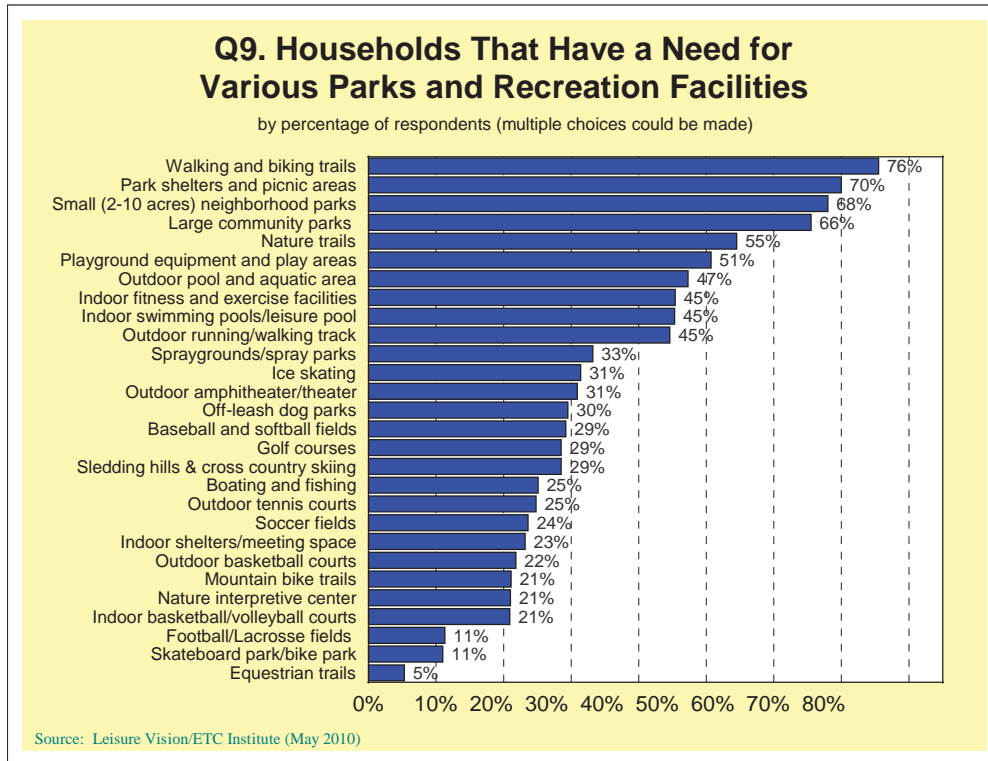
Source: Leisure Vision/ETC Institute (May 2010)

Q8. Recreation Programs Provided by the Columbia Parks and Recreation Department That Households Use Most Often

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

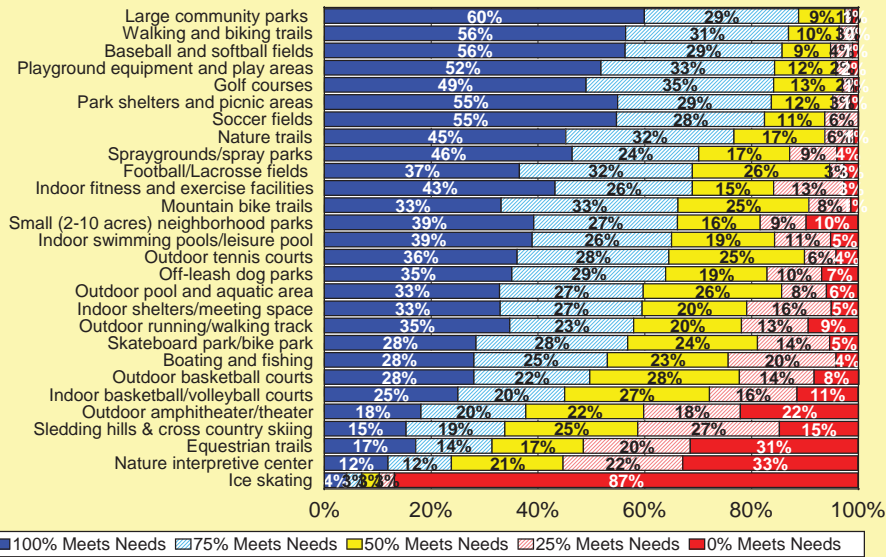


Source: Leisure Vision/ETC Institute (May 2010)



Q9b. How Well Parks and Recreation Facilities in Columbia Meet the Needs of Households

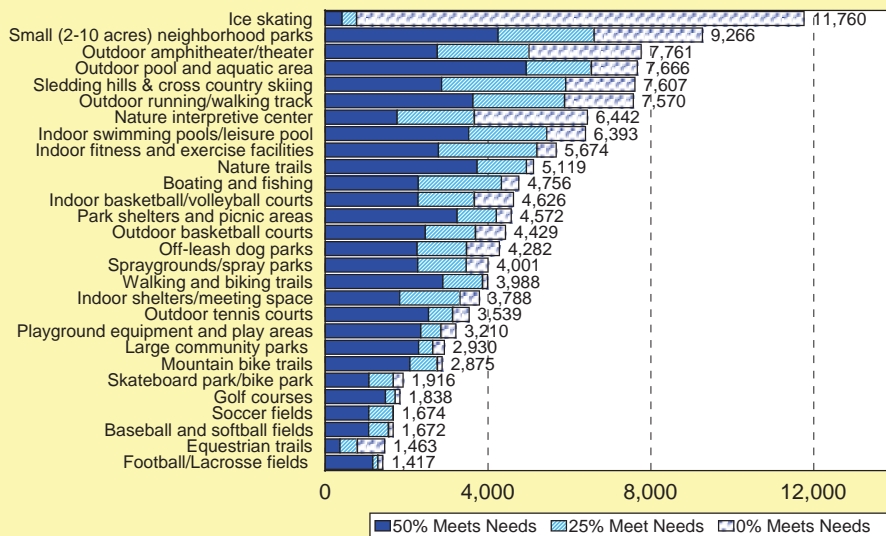
by percentage of respondents with a need for parks/facilities



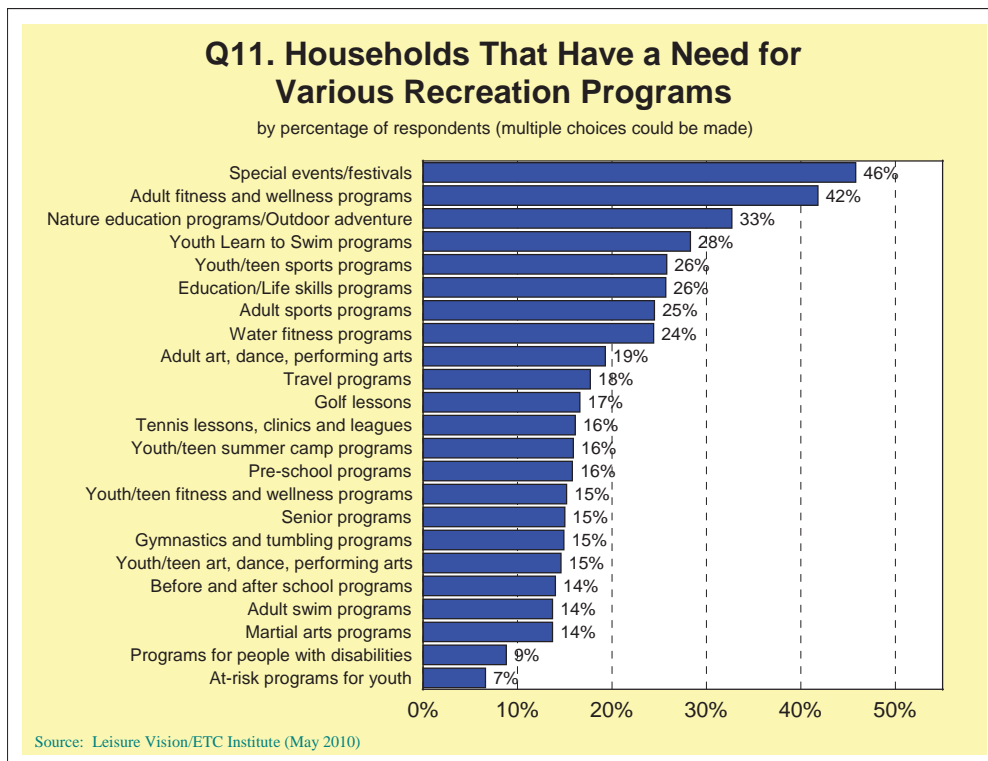
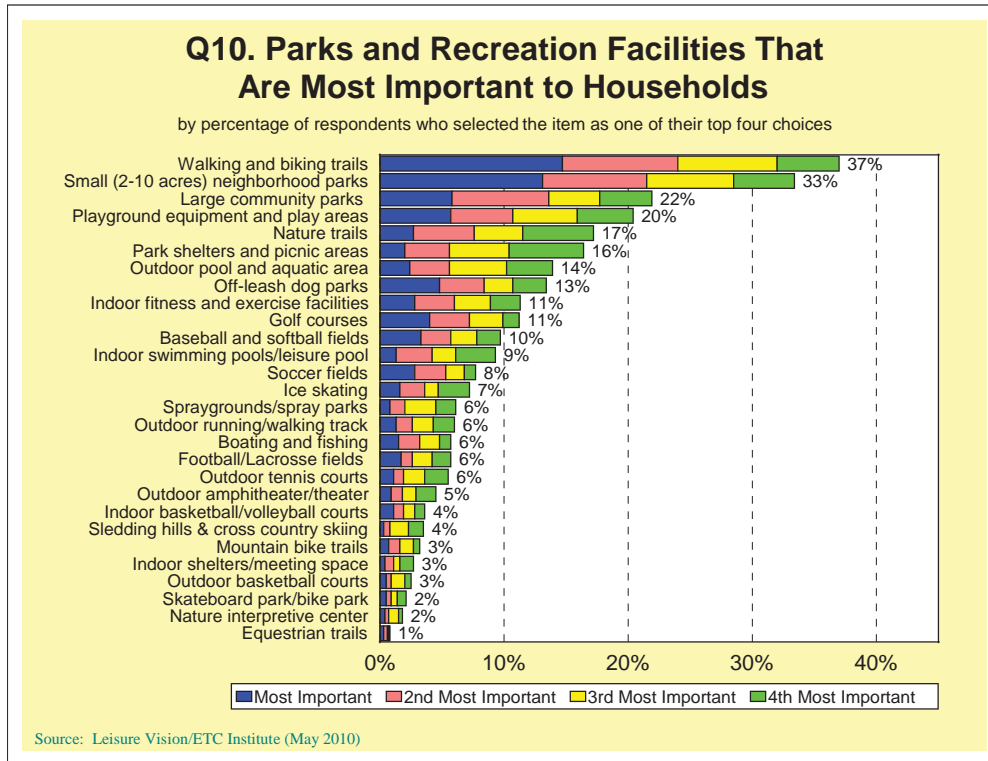
Source: Leisure Vision/ETC Institute (May 2010)

Q9c. Estimated Number of Households in the City of Columbia Whose Needs for Parks and Recreation Facilities Are Only Being 50% Met or Less

by number of households based on 40,315 households in Columbia

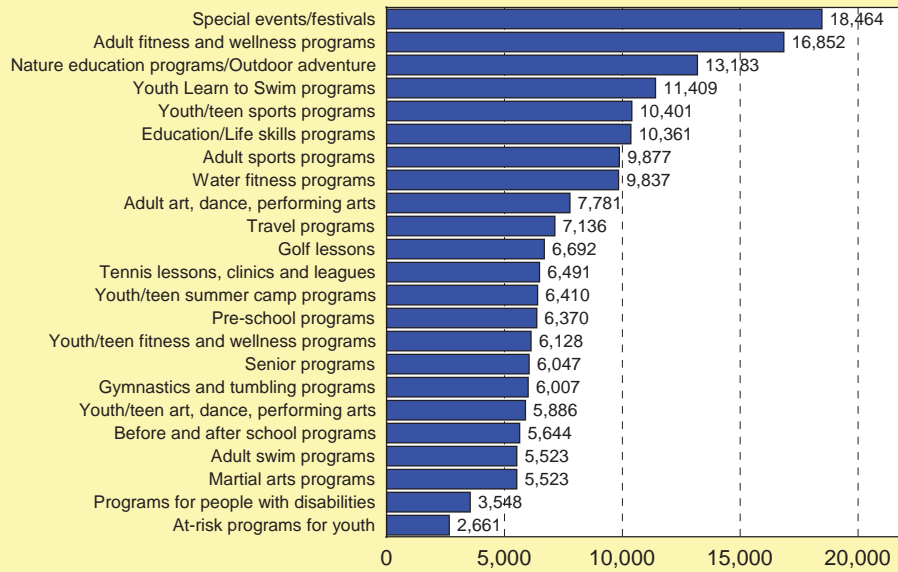


Source: Leisure Vision/ETC Institute (May 2010)



Q11a. Estimated Number of Households in the City of Columbia That Have a Need for Various Recreation Programs

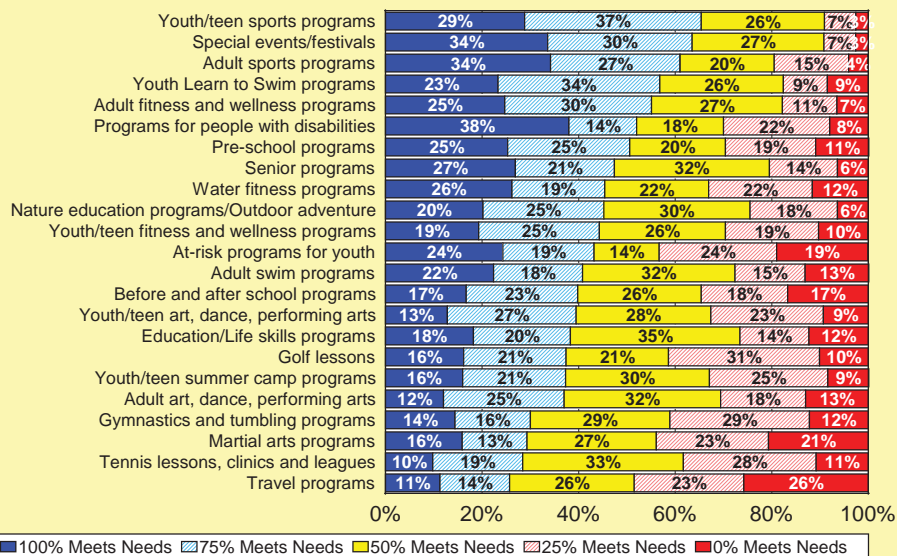
by number of households based on 40,315 households in Columbia



Source: Leisure Vision/ETC Institute (May 2010)

Q11b. How Well Recreation Programs in the City of Columbia Meet the Needs of Households

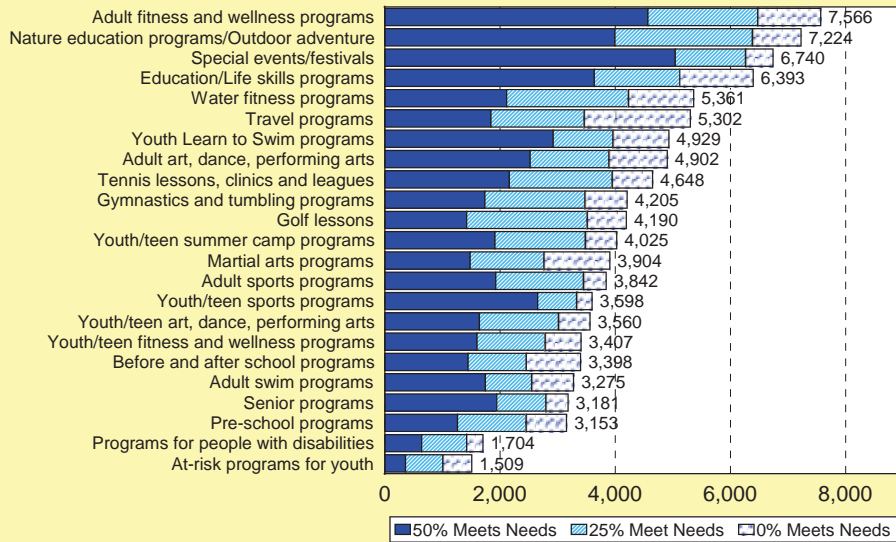
by percentage of respondents with a need for programs



Source: Leisure Vision/ETC Institute (May 2010)

Q11c. Estimated Number of Households in the City of Columbia Whose Needs for Recreation Programs Are Only Being 50% Met or Less

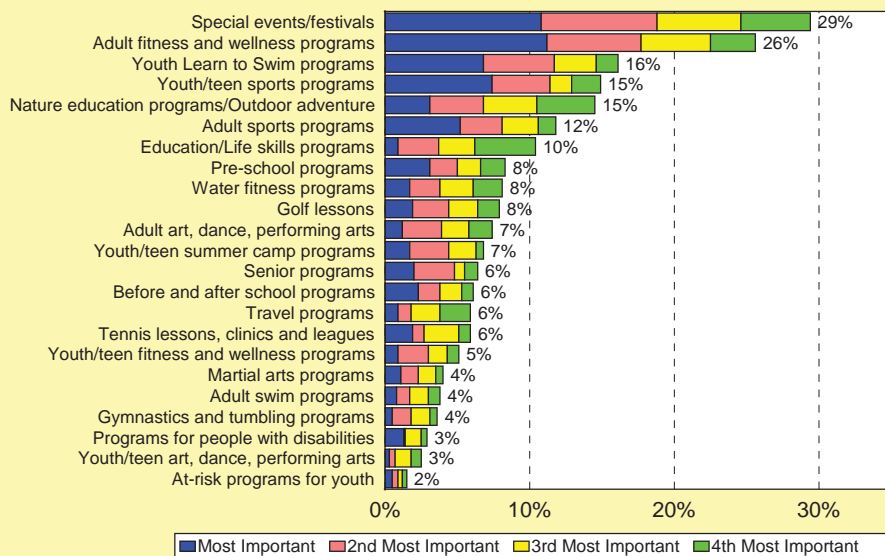
by number of households based on 40,315 households in Columbia



Source: Leisure Vision/ETC Institute (May 2010)

Q12. Recreation Programs That Are Most Important to Households

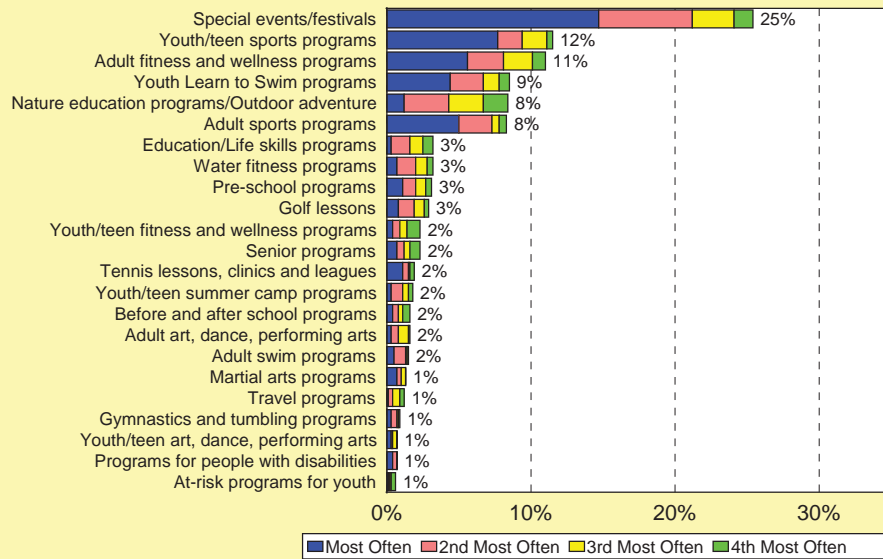
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (May 2010)

Q13. Recreation Programs That Households Currently Participate in Most Often at Columbia Parks & Rec Facilities

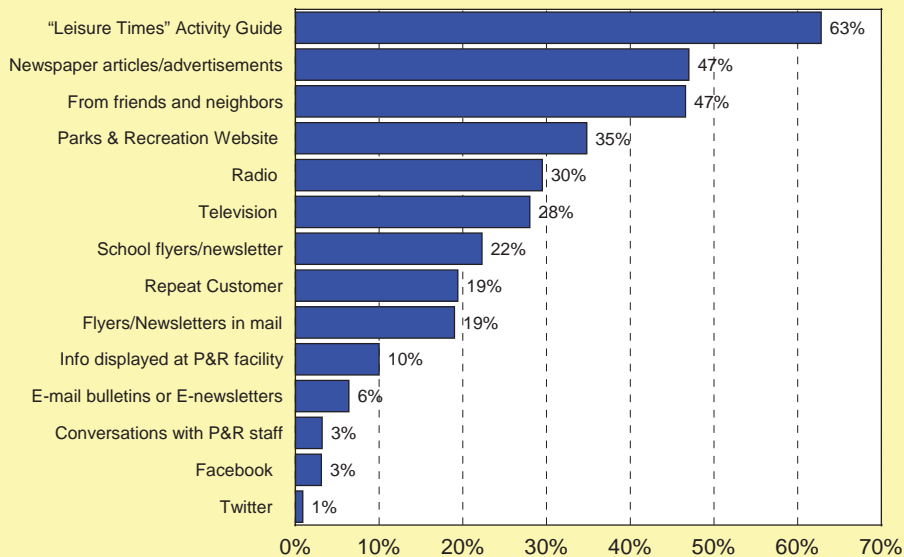
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (May 2010)

Q14. Ways Respondents Learn About City of Columbia Parks and Recreation Commission Programs and Activities

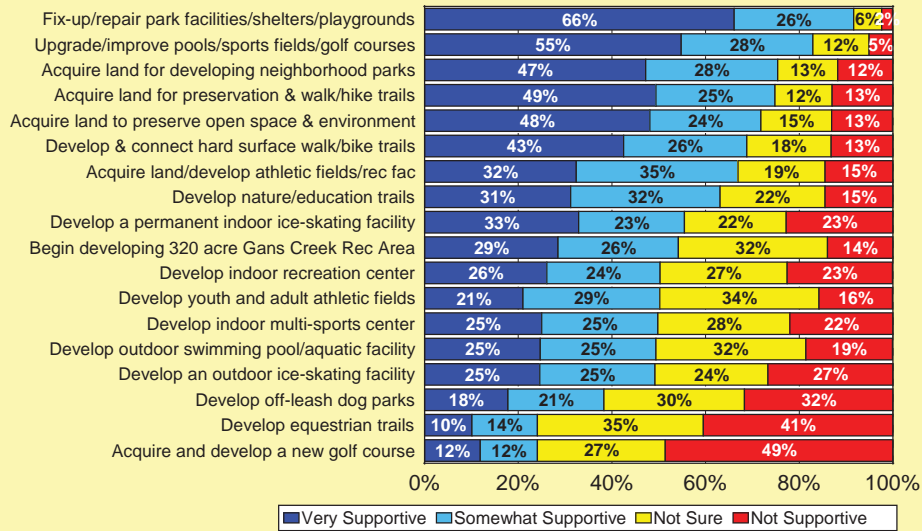
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (May 2010)

Q15. Level of Support for Various Actions the City of Columbia Parks and Recreation Commission Could Take to Improve the Parks and Recreation System

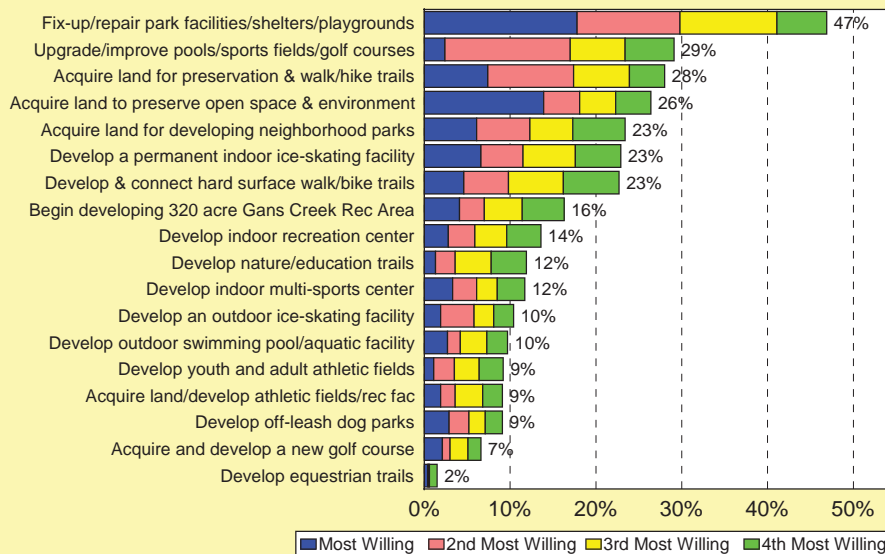
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2010)

Q16. Actions Respondents Would Be Most Willing to Fund with Their Columbia Parks and Recreation Tax Dollars

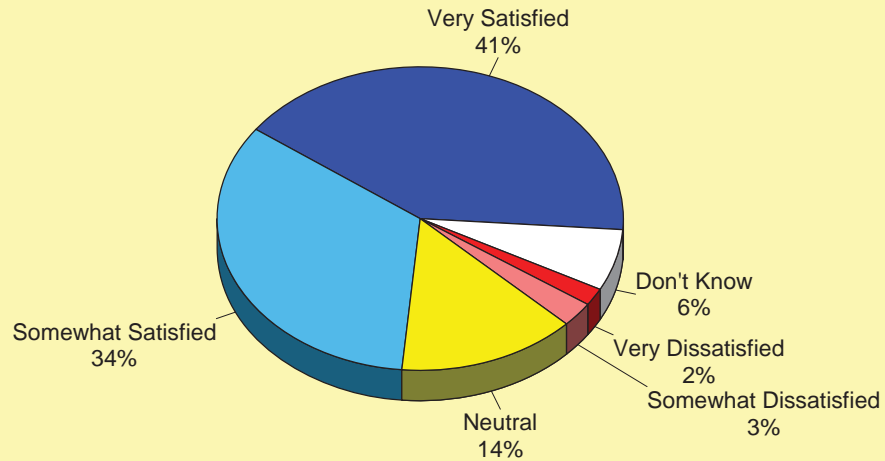
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (May 2010)

Q17. Level of Satisfaction with the Overall Value Households Receive from the Columbia Parks and Recreation Department

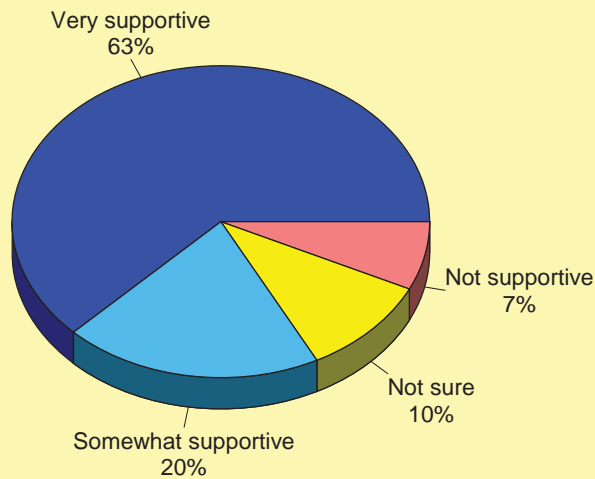
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2010)

Q18. Level of Support for Renewing the 1/8-cent Park Sales Tax for a Five Year Period

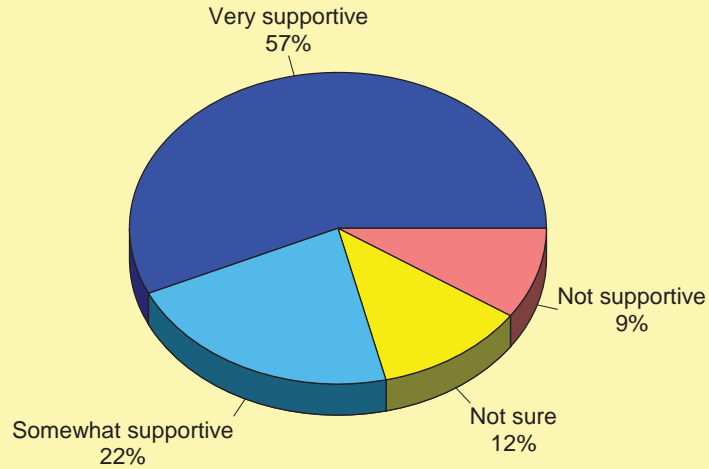
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2010)

Q19. Level of Support for Renewing the 1/8-cent Park Sales Tax for a Ten Year Period

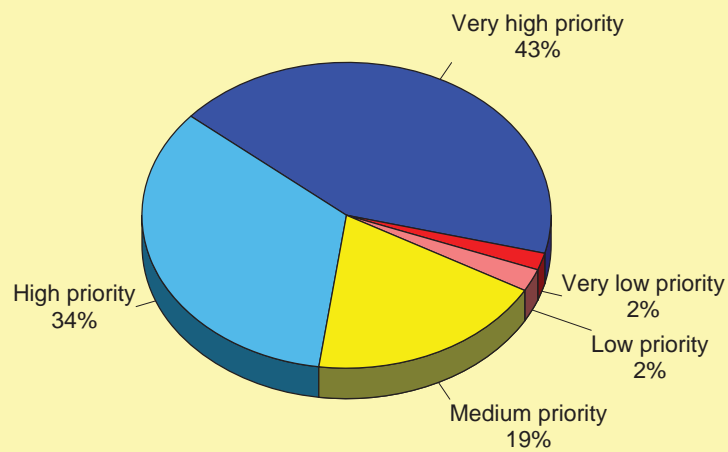
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2010)

Q20. How High a Priority City Officials Should Place on Maintaining the Condition of Existing Parks, Trails & Recreation Facilities in the Columbia Parks & Recreation System

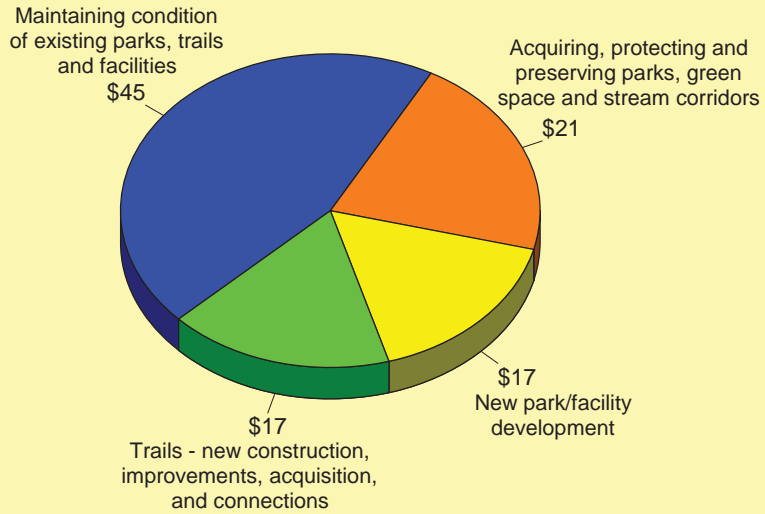
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2010)

Q21. Allocation of \$100 of the Park Sales Tax

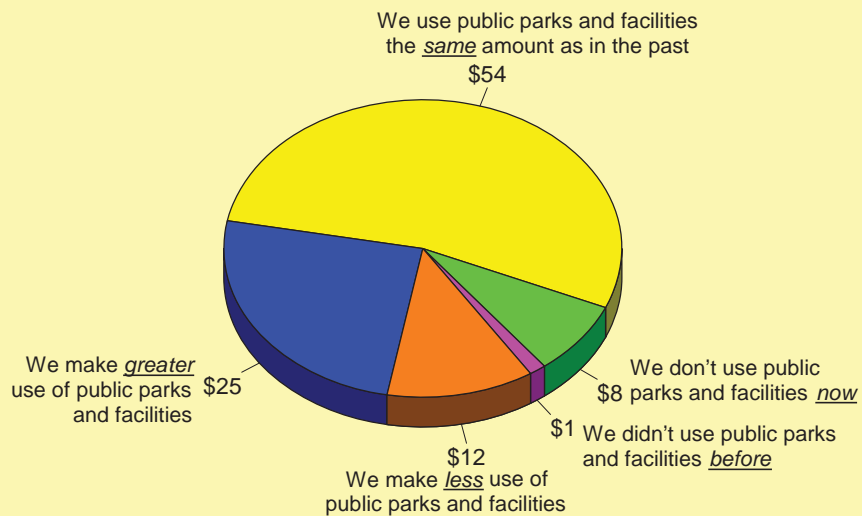
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2010)

Q22. During the Past 12 Months, Have You and Your Family Changed How Much You Make Use of Public Parks, Playgrounds, Pools or Other Recreation Facilities?

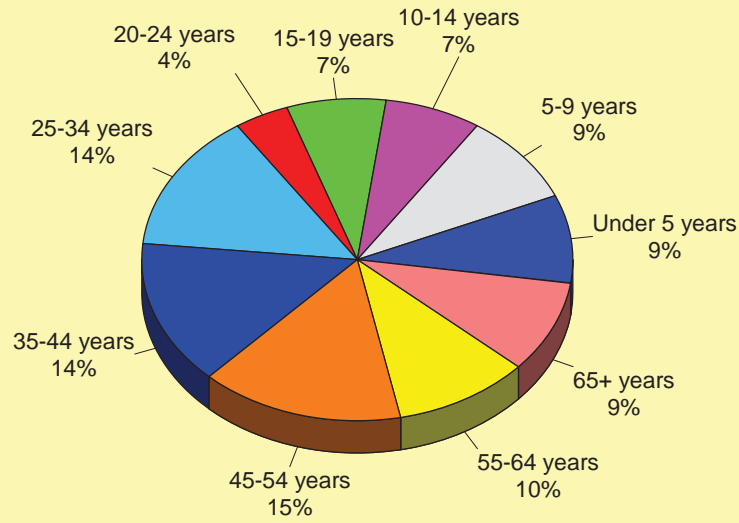
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2010)

Q23. Demographics: Ages of People in Household

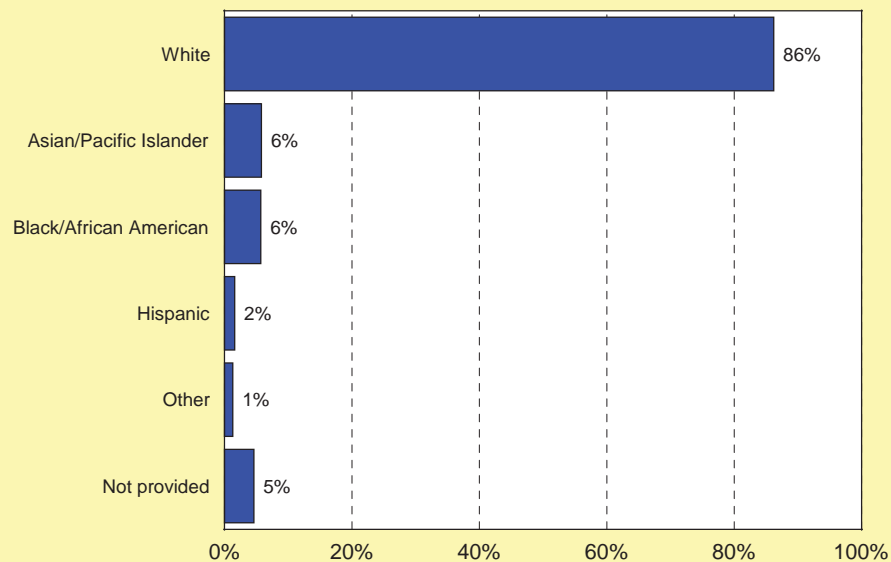
by percentage of household occupants



Source: Leisure Vision/ETC Institute (May 2010)

Q24. Demographics: Race/Ethnicity

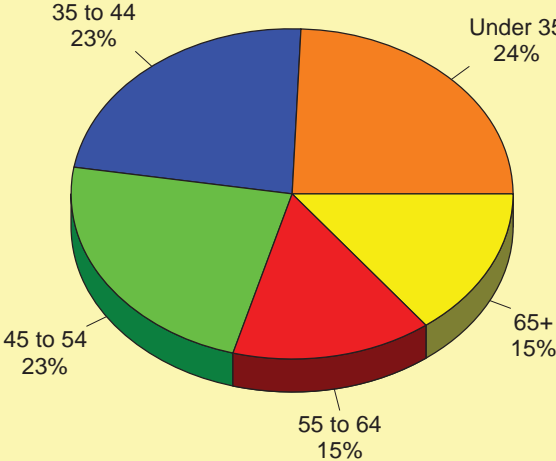
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (May 2010)

Q25. Demographics: Age of Respondents

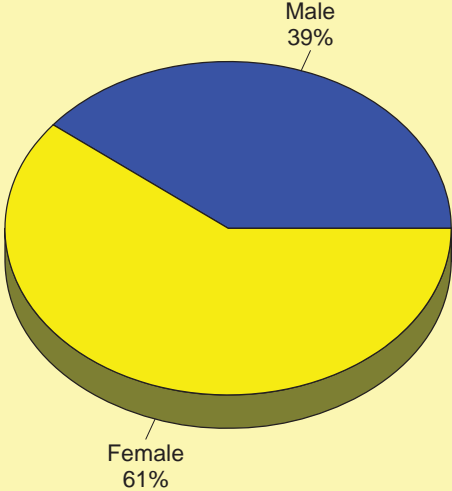
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2010)

Q26. Demographics: Gender

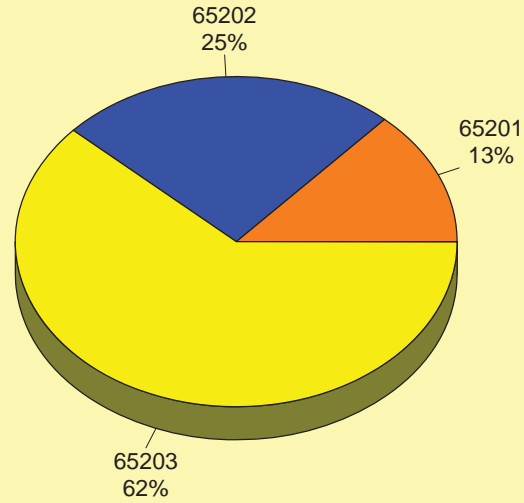
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2010)

Q27. Demographics: Zip Code

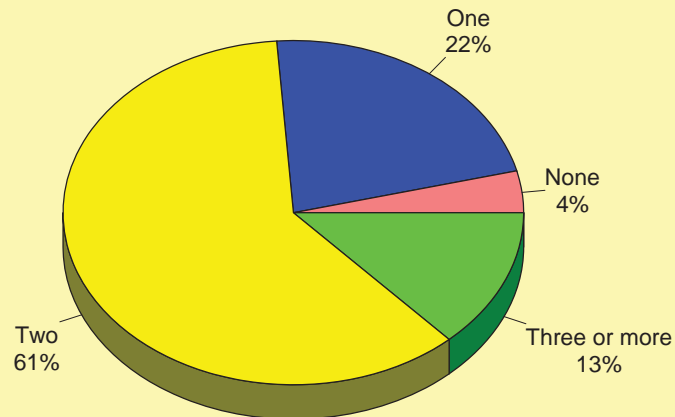
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2010)

Q28. Demographics: Number of Registered Voters

by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2010)

Section 3:
Benchmarking Comparisons
