

# 2014 MIDLOTHIAN PARKS AND RECREATION MASTER PLAN UPDATE ATTITUDINAL SURVEY CUMULATIVE RESULTS

PROJECT 07272014

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MY NAME IS \_\_\_\_\_ AND I'M WITH RAYMAR RESEARCH. WE ARE NOT A DIRECT MARKETING FIRM AND THIS IS NOT A SALES CALL. OUR SURVEY THIS EVENING IS ABOUT PARKS AND RECREATION IN YOUR COMMUNITY. I WAS WONDERING IF I COULD TAKE A FEW MINUTES OF YOUR TIME TO ASK YOU A FEW QUESTIONS?

AREA _____	AREA I . . . . . .29%
	AREA II . . . . . .31%
SHEET _____ DATE _____	AREA III . . . . . .40%
ETJ _____	YES . . . . . .35%
	NO . . . . . .65%
SEX _____	MALE . . . . . .46%
	FEMALE . . . . . .54%

1. FIRST, HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE QUALITY OF PARKS AND RECREATION IN THE CITY OF MIDLOTHIAN?

VERY SATISFIED . . . . .	.22%
SATISFIED . . . . .	.51%
DISSATISFIED . . . . .	.15%
VERY DISSATISFIED. . . . .	3%
NO OPINION . . . . .	9%

2. HOW LONG HAVE YOU LIVED AT YOUR PRESENT LOCATION?

UNDER 2 YEARS . . . . .	4%
2 - 4 YEARS . . . . .	6%
5 - 7 YEARS . . . . .	.14%
8 - 10 YEARS . . . . .	.17%
OVER 10 YEARS . . . . .	.59%
REFUSE TO ANSWER . . . . .	0%

3. DURING THE TIME YOU HAVE LIVED HERE, DO YOU FEEL THAT THE QUALITY OF PARKS AND RECREATION IN YOUR CITY HAS IMPROVED, STAYED ABOUT THE SAME, OR DECLINED?

IMPROVED . . . . .	.57%
SAME . . . . .	.37%
DECLINED . . . . .	4%
REFUSE TO ANSWER . . . . .	3%

4. WHAT ONE RECREATIONAL **FACILITY** WOULD YOU SAY MIDLOTHIAN IS LACKING?  
Swimming pool (31%), recreation center/community center/gym (14%), sports complex/baseball/softball/soccer fields (13%), aquatic center/natatorium/water park/splash pad (12%), trails (9%), multi-use large community park (8%), , , , ,

5. AND REGARDING THE CITY OF MIDLOTHIAN, PLEASE TELL ME HOW SATISFIED OR DISSATISFIED YOU ARE WITH THE FOLLOWING:

	VS	S	D	VD	NO
A) NUMBER OF PUBLIC PARKS	14%	55%	22%	1%	7%
B) LOCATION OF PUBLIC PARKS	13%	63%	19%	1%	4%
C) OVERALL QUALITY OF CITY PARKS	16%	67%	11%	1%	5%
D) THE MAINTENANCE OF CITY PARKS	20%	69%	4%	0%	7%
E) NUMBER OF BASEBALL FIELDS	9%	42%	20%	1%	28%
F) NUMBER OF FOOTBALL FIELDS	8%	51%	15%	1%	25%
G) NUMBER OF SOCCER FIELDS	9%	52%	16%	0%	23%
H) AVAILABILITY OF ATHLETIC FIELDS	10%	50%	13%	1%	27%
I) NUMBER OF SOFTBALL FIELDS	8%	44%	16%	0%	32%
J) THE QUALITY OF CITY ATHLETIC FIELDS	10%	65%	9%	1%	15%
K) AVAILABILITY OF NON ATHLETIC FACILITIES	8%	40%	21%	2%	29%
L) NUMBER OF TENNIS COURTS	5%	37%	20%	0%	37%
M) AMOUNT OF PASSIVE PARKLAND, OR OPEN SPACE	8%	47%	30%	1%	14%
N) THE QUALITY OF THE SKATE PARK	5%	30%	13%	0%	52%

6. IN THE PAST 12 MONTHS, HAVE YOU OR A MEMBER OF YOUR FAMILY . . . .

	YES	NO	DR
A) VISITED A CITY PARK OR FACILITY IN MIDLOTHIAN	78%	21%	1%
B) VISITED A PARK OR FACILITY IN ANOTHER CITY	65%	34%	1%

7. (IF YES IN #6B) IN GENERAL, WHAT ACTIVITY OR AMENITY DREW YOU TO THAT PARK OR FACILITY?

Trails/track (22%), athletic fields/sports complex/softball/baseball/soccer fields (20%), playground/play area (12%), large park/open space (6%), picnic tables/pavilions (5%), pool/splash pad/water park (5%), event/social gathering/reunion (5%),,,,

8. (IF YES IN #6B) AND IN WHICH CITY WAS THAT PARK OR FACILITY LOCATED?

Waxahachie (20%), Cedar Hill (17%), Mansfield (11%), Arlington (10%), Texas city outside Metroplex (9%), out of state (9%), Dallas (8%),,,,

9. I WOULD LIKE TO READ YOU A LIST OF CURRENT RECREATIONAL AMENITIES OR FACILITIES IN MIDLOTHIAN. AS I READ EACH ITEM, PLEASE TELL ME, IN YOUR OPINION, HOW IMPORTANT OR UNIMPORTANT IT WOULD BE FOR THE CITY TO CONSTRUCT MORE OF THESE. HERE'S THE FIRST ONE . . . .

	VI	I	U	VU	NO
A-01) YOUTH BASEBALL FIELDS	14%	51%	22%	2%	12%
B-02) YOUTH SOFTBALL FIELDS	10%	50%	24%	2%	15%
C-03) YOUTH SOCCER FIELDS	14%	41%	32%	2%	11%
D-04) ADULT SOCCER FIELDS	5%	32%	42%	4%	16%
E-05) TENNIS COURTS	6%	45%	32%	2%	14%
F-06) FOOTBALL FIELDS	6%	37%	41%	3%	13%
G-07) SAND VOLLEYBALL COURTS	12%	42%	29%	2%	15%
H-08) OUTDOOR BASKETBALL COURTS	12%	55%	20%	2%	10%
I-09) EVENT PICNIC/REUNION PAVILIONS	22%	57%	15%	1%	5%
J-10) SKATE PARK	9%	30%	43%	2%	16%
K-11) PLAYGROUNDS	23%	54%	18%	1%	4%
L-12) FAMILY PICNIC AREAS	24%	60%	12%	1%	3%
M-13) NATURAL HABITAT/NATURE AREAS	27%	52%	16%	0%	5%
N-14) SENIOR RECREATIONAL OPPORTUNITIES	28%	53%	12%	1%	7%
O-14) PRACTICE FIELDS	12%	46%	29%	2%	12%
P-16) LARGE, MULTI-USE PARK	22%	53%	16%	0%	8%

10. FROM THE LIST I JUST READ (1-16), WHICH ONE WOULD YOU CONSIDER TO BE MOST IMPORTANT IN TERMS OF THE CITY CONSTRUCTING ADDITIONAL ONES?

Large multi-use park (30%), senior recreational opportunities (14%), natural habitat/nature areas (12%), family picnic areas (11%), playgrounds (7%), event picnic/reunion pavilions (7%), youth baseball fields (5%), , , ,

11. NOW I WOULD LIKE TO READ YOU A LIST OF RECREATIONAL FACILITIES NOT CURRENTLY AVAILABLE IN MIDLOTHIAN. PLEASE TELL ME HOW IMPORTANT OR UNIMPORTANT, IN YOUR OPINION, IT WOULD BE FOR THE CITY TO CONSTRUCT . . .

	VI	I	U	VU	NO
A-01) INDOOR VOLLEYBALL COURTS	3%	36%	49%	5%	6%
B-02) DISC GOLF COURSE	4%	31%	51%	5%	8%
C-03) MULTI-USE TRAILS	21%	61%	13%	2%	3%
D-04) BMX BICYCLING FACILITY	7%	34%	46%	5%	8%
E-05) MOUNTAIN BIKING TRAILS	8%	42%	40%	4%	6%
F-06) EXPANDED SKATE PARK	4%	27%	54%	4%	11%
G-07) OUTDOOR PERFORMANCE AREA	14%	54%	26%	2%	4%
H-08) A DOG PARK	16%	45%	33%	3%	4%
I-09) EQUESTRIAN TRAILS	4%	32%	53%	3%	8%
J-10) RECREATION CENTER	20%	63%	13%	1%	4%
K-11) AN AQUATIC FACILITY	34%	43%	18%	1%	4%
L-12) LACROSSE FIELD	1%	16%	67%	6%	9%
M-13) ARCHERY RANGE	3%	27%	59%	4%	7%
N-14) MUNICIPAL GOLF COURSE	9%	37%	44%	5%	5%
O-15) CRICKET FIELD	1%	8%	74%	7%	10%

12. NOW THIS TIME, WHAT WOULD YOU CONSIDER TO BE THE MOST IMPORTANT NEW RECREATIONAL FACILITY (1-15) FOR THE CITY TO CONSTRUCT?

An aquatic facility (31%), recreation center (17%), multi-use trails (14%), dog park (8%), outdoor performance area (8%), municipal golf course (8%), , , ,

13. ONE ITEM BEING CONSIDERED IN MIDLOTHIAN WOULD BE A RECREATION CENTER. IF ONE WAS CONSTRUCTED, HOW STRONGLY WOULD YOU SUPPORT OR OPPOSE THE FOLLOWING AMENITIES BEING INCLUDED IN IT . . . .

	SS	S	O	SO	NO
A) BASKETBALL COURTS	22%	64%	9%	1%	4%
B) RACQUETBALL COURTS	16%	58%	21%	1%	4%
C) COMPUTER LABS	15%	43%	36%	2%	4%
D) WEIGHT/CARDIOVASCULAR EQUIPMENT RM	21%	58%	16%	1%	3%
E) MULTI-PURPOSE ROOMS FOR MEETINGS OR PARTY RENTALS	15%	57%	24%	1%	2%
F) EXERCISE/AEROBICS ROOM	17%	70%	10%	1%	2%
G) INDOOR JOGGING TRACK	19%	59%	17%	2%	3%
H) KITCHEN/DINING AREA	9%	52%	36%	2%	1%
I) DROP-IN BABYSITTING/NURSERY	9%	47%	37%	2%	5%
J) GAMEROOM, WITH POOL TABLES, TABLE TENNIS, ETC.	9%	58%	31%	1%	1%
K) MARTIAL ARTS ROOM	6%	38%	49%	1%	5%
L) FAMILY LOCKER ROOMS	7%	65%	23%	1%	4%
M) GYMNASTICS ROOM	7%	56%	34%	1%	3%
N) ARTS AND CRAFT ROOM	9%	62%	26%	1%	3%
O) CONCESSION AREA	8%	71%	18%	1%	2%

14. THE CITY IS ESTABLISHING A SERIES OF PRIORITIES TO DIRECT FUTURE PARK DEPARTMENT ACTIONS. PLEASE TELL ME HOW STRONGLY YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS: I THINK MIDLOTHIAN SHOULD . . . .

	SA	A	D	SD	NO
A) PLACE ART IN PARKS AND OTHER PUBLIC SPACES	15%	49%	28%	3%	4%
B) RENOVATE AND EXPAND ITS EXISTING PARKS	12%	69%	16%	0%	3%
C) EXPAND THE CITY'S TRAIL SYSTEM	19%	61%	13%	1%	6%
D) ACQUIRE LAND TO PRESERVE ENVIRONMENTALLY SENSITIVE AREAS SUCH AS NATURAL CREEK CORRIDORS	21%	59%	16%	1%	4%
E) DESIGN AND DEVELOP MORE PARKS & FACILITIES THAT FOCUS ON PASSIVE EXPERIENCES/ACTIVITIES	10%	58%	19%	0%	13%
F) DEVELOP PARKS AND FACILITIES THAT ARE SPECIFIC TO THE REPUTATION OF THE CITY	12%	61%	14%	0%	13%
G) IMPROVE AND ENHANCE MAINTENANCE OF PARK FACILITIES	9%	72%	16%	0%	3%
H) ACQUIRE LAND FOR FUTURE PARK AND OPEN SPACE DEVELOPMENT	17%	65%	14%	1%	3%
I) HOLD MORE SPECIAL EVENTS	13%	66%	14%	1%	6%
J) CHARGE USER FEES FOR PARTICIPANT'S OF SPECIAL EVENTS	5%	58%	28%	4%	5%
K) BEAUTIFY MEDIANS AND ENTRYWAYS THROUGHOUT THE CITY	13%	59%	22%	2%	4%
L) CONSTRUCT RENTAL PICNIC/REUNION PAVILIONS THROUGHOUT THE CITY	8%	61%	25%	2%	5%
M) PROVIDE SPACE FOR CULTURAL/PERFORMING ARTS ACTIVITIES	12%	67%	17%	1%	3%
N) PLANT MORE TREES IN THE CITY	16%	60%	19%	1%	4%
O) CONSTRUCT A TENNIS CENTER	5%	31%	47%	3%	14%
P) CONSTRUCT AN AQUATIC CENTER	31%	43%	21%	1%	4%
Q) CONSTRUCT A NATURE CENTER OR BOTANICAL GARDENS	15%	53%	28%	1%	3%
R) DEVELOP TRAIL ACCESS AND LOOKOUT POINTS	12%	61%	20%	1%	6%

15. AS HIKE AND BIKE TRAILS ARE DEVELOPED IN MIDLOTHIAN, WHERE WOULD YOU LIKE TO SEE THEM? (MARK ALL THAT APPLY)

CLOSE TO YOUR HOUSE	57%	ALONG UTILITY RIGHTS-OF-WAY	50%
CONNECTING TO SCHOOLS	73%	ALONG MAIN THOROUGHFARES	31%
IN CITY PARKS . . . .	86%	CONNECTING TO NEIGHBORHOODS	80%
CONNECTING TO SHOPPING	39%	CONNECTING TO TRAILS FROM OTHER	
CONNECTING TO CHURCHES	42%	CITIES . . . . .	62%

16. IN 2006, VOTERS IN MIDLOTHIAN APPROVED A BOND ELECTION IN WHICH \$13.9 MILLION WAS DESIGNATED FOR PHASE ONE OF A COMMUNITY PARK. WELL, THAT PARK IS UNDER CONSTRUCTION AND SCHEDULED TO OPEN IN THE FALL OF 2015. THE CITY IS ALREADY PLANNING PHASE TWO OF THAT PARK, WHICH WILL INCLUDE BASEBALL FIELDS, TENNIS COURTS AND BASKETBALL COURTS, A SPLASH PAD, AND A FISHING POND, AS WELL AS OTHER PARK AMENITIES. HOW LIKELY OR UNLIKELY WOULD YOU BE TO VOTE FOR A PARKS BOND ELECTION IF YOU KNEW YOUR PROPERTY TAXES WOULD INCREASE \_\_\_\_\_ PER MONTH? IF IT MAKES NO DIFFERENCE, PLEASE TELL ME THAT ALSO.

	VL	L	U	VU	NO
A) UNDER \$5.00	23%	50%	12%	9%	6%
B) \$5.00 - \$10.00	14%	33%	31%	14%	8%
C) \$10.00 - \$15.00	6%	20%	46%	20%	8%
D) \$15.00 - \$20.00	4%	12%	51%	24%	8%
E) \$20.00 - \$25.00	3%	8%	55%	26%	8%
F) OVER \$25.00	1%	4%	58%	28%	8%

17. HOW STRONGLY WOULD YOU SUPPORT OR OPPOSE THE CITY UTILIZING THE FOLLOWING STRATEGIES TO INCREASE THE AMOUNT OF FUNDING AVAILABLE TO THE PARKS AND RECREATION DEPARTMENT IN ORDER FOR IT TO MEET FUTURE NEEDS . . . .

	SS	S	O	SO	NO
A) INCREASE THE DEPARTMENT'S ANNUAL BUDGET	9%	59%	20%	3%	9%
B) INCREASE FEES FOR THOSE WHO PARTICIPATE IN ORGANIZED SPORTS SUCH AS SOCCER OR BASEBALL	7%	56%	29%	2%	7%
C) INCREASE FEES FOR THOSE WHO PARTICIPATE IN RECREATION PROGRAMMING	5%	59%	30%	1%	6%
D) PASSAGE OF A BOND ELECTION	3%	64%	21%	2%	10%
E) INCREASE RENTAL FEES FOR PARK FACILITIES	3%	56%	31%	1%	10%
F) INCREASED PROPERTY TAXES	1%	37%	45%	10%	6%
G) HOLD SPORTING TOURNAMENTS TO BRING IN REVENUE FROM OUTSIDE THE CITY	19%	72%	6%	1%	2%

18. AND RELATIVE TO SPORTING TOURNAMENTS, PLEASE TELL ME HOW STRONGLY YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS . . . .

	SA	A	D	SD	NO
A) PARKS AND RECREATION CAN HELP PROMOTE ECONOMIC GROWTH IN MIDLOTHIAN BY HOLDING VARIOUS SPORTING TOURNAMENTS AND BRINGING IN DOLLARS FROM OUTSIDE THE CITY.	31%	58%	8%	1%	1%
B) I FEEL THE CITY SHOULD BE AGGRESSIVE IN MARKETING SPORTS TOURNAMENTS	17%	63%	13%	2%	5%
C) I DON'T FEEL THE CITY HAS SUFFICIENT FACILITIES YET TO MARKET TOURNAMENTS	9%	56%	24%	0%	10%
D) I DO NOT WANT THE CITY TO HOST TOURNAMENTS	2%	9%	79%	7%	4%
E) I WOULD SUPPORT THE CITY HIRING A PERSON TO SERVE AS TOURNAMENT DIRECTOR TO PROMOTE TOURNAMENTS	5%	59%	25%	2%	9%
F) I WOULD SUPPORT EXPANDING FACILITIES IN MIDLOTHIAN IN ORDER TO HOST TOURNAMENTS	7%	66%	21%	1%	5%

19. I'M GOING TO READ YOU A LIST OF STATEMENTS. PLEASE TELL ME HOW STRONGLY YOU AGREE OR DISAGREE WITH EACH . . . .

	SA	A	D	SD	NO
A) I'M SATISFIED WITH THE RECREATIONAL FACILITIES IN MIDLOTHIAN	4%	55%	32%	5%	4%
B) I AM WILLING TO PAY ADDITIONAL CITY TAXES TO SEE THE QUALITY OF PARKS UPGRADED	5%	50%	30%	7%	8%
C) THE EXISTING PARK SYSTEM IS ADEQUATE	4%	44%	46%	3%	3%
D) THE CITY SHOULD IMPROVE THE EXISTING PARKS AND NOT DEVELOP ANY NEW ONES	1%	37%	54%	3%	5%
E) I HAVE ADEQUATE AVENUES TO VOICE MY CONCERNS ABOUT RECREATION IN MIDLOTHIAN	5%	65%	20%	1%	9%
F) I AM SATISFIED WITH THE CURRENT LANDSCAPING IN CITY MEDIANS AND INTERSECTIONS	1%	66%	29%	2%	2%
G) TREES ARE IMPORTANT AND SHOULD BE PRESERVED WHERE AND WHEN POSSIBLE	23%	74%	2%	0%	1%
H) I AM SATISFIED WITH THE CURRENT LANDSCAPING IN CITY PARKS	2%	70%	20%	1%	7%
I) I AM SATISFIED WITH THE PROGRAMS OFFERED BY THE RECREATION DEPARTMENT	1%	51%	26%	2%	20%

20. THESE LAST FEW QUESTIONS ARE JUST FOR CLASSIFICATION PURPOSES. WHICH OF THE FOLLOWING AGE GROUPS DO YOU COME UNDER?

UNDER 26 YEARS . . . . .	3%
26 - 35 YEARS . . . . .	7%
36 - 45 YEARS . . . . .	.13%
46 - 55 YEARS . . . . .	.22%
56 - 65 YEARS . . . . .	.28%
OVER 65 YEARS . . . . .	.25%
REFUSED TO ANSWER . . . . .	1%

21. PLEASE TELL ME IF YOU HAVE CHILDREN AGE 18 OR UNDER AT HOME (IF YES: IN WHICH OF THE FOLLOWING AGE GROUPS ARE THEY?

(IF NO CHILDREN, SKIP TO #23)

NO CHILDREN . . . . .	65%
UNDER 6 . . . . .	7%
6 - 12 . . . . .	23%
13 - 18 . . . . .	21%
REFUSE TO ANSWER . . . . .	0%

22. AND DOES YOUR CHILD OR CHILDREN PARTICIPATE IN CLUB OR SELECT SPORTS **OUTSIDE** THE CITY OF MIDLOTHIAN?

YES . . . . .	.40%
NO . . . . .	.59%
REFUSE TO ANSWER . . . . .	1%

23. AND DO YOU BELONG TO A SPORTS ASSOCIATION IN THE CITY OF MIDLOTHIAN?

YES . . . . .	.12%
NO . . . . .	.88%
REFUSE TO ANSWER . . . . .	0%

24. FINALLY, TO GET INFORMATION ABOUT PARKS OR PARK ACTIVITIES IN MIDLOTHIAN, WHICH OF THE FOLLOWING SOURCES DO YOU NORMALLY USE? (CIRCLE ALL

THAT APPLY)

MIDLOTHIAN MIRROR . . . . .	36%	ELECTED OFFICIALS	23%	SCHOOL NEWSLETTERS . . . . .	37%
CITY STAFF . . . . .	27%	CHAMBER BILLBOARD	40%	CITY WEBSITE . . . . .	64%
WORD OF MOUTH . . . . .	88%	LED SIGNS . . . . .	66%	OTHER . . . . .	15%
SOCIAL MEDIA . . . . .	64%				

THAT'S THE END OF OUR SURVEY BUT COULD I CHECK TO SEE IF I DIALED THE CORRECT NUMBER? I DIALED \_\_\_\_\_ . AND COULD I HAVE YOUR FIRST NAME, ONLY IN CASE MY SUPERVISOR HAS TO VERIFY THIS INTERVIEW? \_\_\_\_\_ . THANK YOU AND HAVE A NICE EVENING.

CALLER INI. \_\_\_\_\_ SHEET NUMBER \_\_\_\_\_ ZIPCODE \_\_\_\_\_ SURVEY LENGTH \_\_\_\_\_