

Bartlett Resident Attitude and Interest Survey

for the Bartlett Park District



Conducted by Market Probe
April 22, 2014

- These findings are based on a phone and online survey of Bartlett residents
 - Phone surveys were based on a random sample of listed phone numbers and random digit dialed numbers of Bartlett residents
 - Online survey respondents came from a third-party online survey panel (to include cell-only households)
- The survey was conducted “blind”, meaning the Bartlett Park District was not identified as the survey sponsor
 - This avoids self-selection bias from those who may feel less familiar or involved with the Park District
 - It also ensures more frank and objective feedback on the BPD and its facilities, services and programs
- Data collection began on March 21st and ended on April 1, 2014
- A total of 305 Bartlett residents completed the survey (n=272 by phone, n=33 online)
- For data analysis, the sample was weighted to reflect the actual distribution of the Bartlett population by gender, age, race, children in the household, and region (by county and residing east or west of Route 59)
- Assuming no sample bias, the margin of error for a sample of n=305 is +/- 5.6% (at the 95% confidence level)
 - In addition to sampling error, question wording and practical difficulties in conducting surveys may introduce some error or bias in the findings of any opinion poll

- Some key variables of note:
 - One's geographic residence was defined by the following regions:
 - Northwest: Cook County, west of Rte. 59
 - Northeast: Cook County, east of Rte. 59
 - Southeast: DuPage County, east of Rte. 59
 - Southwest: DuPage County, west of Rte. 59
 - BPD users and non-users are defined based on self-reported behaviors of any household member using and/or visiting a BPD park or facility in the past twelve months
- In this document, any differences that are reported among subgroups (e.g., by age, gender, region, users vs. non-users, etc.) are statistically meaningful at the .05 confidence level
 - This means that the likelihood of that difference occurring by chance is less than one in twenty

- Based on these significance tests, we report the subgroups who are most likely to give a certain response or represent a certain behavior compared to the overall sample
- When reporting these differences, the percentages shown represent the proportion of the subgroup who gave this response (which is generally higher than the overall response)
- For example, in the table below:
 - 50% of all survey respondents agreed with a certain statement
 - Among those under age 40, 90% agreed and likewise 75% of those in their 40s also agreed
 - Women were more likely to agree (60%) than men (36%), as were BPD users (62% agreed)

EXAMPLE: Agree/Disagree with Statement	Overall	Most Likely
Agree	50%	<ul style="list-style-type: none"> ▪ Under age 40 (90% of whom agree), 40-49 (75%) ▪ Women (60%, vs. 36% of men) ▪ BPD users (62%)
Disagree	40%	<ul style="list-style-type: none"> ▪ Ages 60+ (50% of whom disagree) ▪ Men (50%, vs. 34% of women) ▪ Non-BPD users (55%)
Not Sure	10%	<ul style="list-style-type: none"> ▪ (no significant differences)

Region (County and East/West of Route 59)	
Southeast (DuPage, East)	49%
Southwest (DuPage, West)	13%
Northeast (Cook, East)	14%
Northwest (Cook, West)	24%
Years in Bartlett	
Less than 10 years	29%
10 – 12 years	21%
13 – 20 years	27%
More than 20 years	23%
Age	
22 – 44	42%
45 – 54	28%
55 – 64	17%
65 +	13%
Race	
White	78%
Non-White	21%

Gender	
Male	48%
Female	52%
Marital Status	
Married or living with partner	78%
Single (divorced, separated, widowed, never married)	19%
Refused	3%
Children (under 18) in Household	
No children	57%
One child	10%
Two or more	33%
HH Income	
Less than \$30,000	5%
Less than \$50,000	8%
Less than \$75,000	12%
Less than \$100,000	18%
Less than \$125,000	13%
Less than \$150,000	9%
Less than \$200,000	10%
More than \$200,000	3%
Refused	22%

**Residents Hold the
Bartlett Park District
in Very High Esteem**

- Nine out of ten residents rate the BPD favorably, vs. just 2% who offer negative ratings (and 8% who are neutral) <pg. 18>
- The District's average esteem rating (8.0 on a 0-10 scale) is slightly higher than the statewide average for all park districts (7.2)*, and is also higher than compared to districts in DuPage (7.7) and northwest Cook County (7.4)
 - While the lowest scores for the BPD come from residents over age 40, no one gives an average rating below a very positive 7.8

- Perceived BPD strengths include the pool and aquatic park, and the overall range of programs and activities, especially for children <pg. 20>
 - One in five cite well-maintained facilities and properties (especially older residents)
 - Younger adults especially value the children's programs and the BCC

- When asked what they dislike about the BPD or what it could do better, the most frequent responses were "nothing" (25%) and "don't know" (19%) <pg. 22>
 - One in five (19%) find the programs and activities expensive, and a third as many (7%) feel facility and program hours are inconvenient

- While property taxes are clearly the top local concern, most residents (60%) feel the portion going to the BPD represent an excellent or good value <pg. 24>
 - Though these value ratings rank behind those for nearby DuPage Co. and northwest Cook County districts

* Based on the 2013 IAPD survey of Illinois residents

**Parks and Recreation
Attributes Are
Community Strengths,
But Property Taxes
Are the #1 Concern**

- Similarly, among the top characteristics that residents like most about Bartlett (along with the quality of local services) are:
 - The availability of recreational programs and facilities (67% extremely satisfied)
 - The amount of nearby open space (66%)
 - The number of local parks (62%)
 - No more than five percent are dissatisfied with these attributes

<pg. 14>

- While satisfaction with the BPD is strong in these areas, other local issues are reported to be more important, specifically:
 - Property taxes (highest priority, and by far the lowest satisfaction)
 - Quality of local schools (a close second in terms of priority, with more neutral levels of satisfaction)

<pg. 16>

- Residents most concerned (and least satisfied) with property taxes tend to include non-BPD park or facility users, older adults and households with no children under age 18
 - Communicating the relevance that BPD represents to these groups, especially programs and opportunities geared toward older and non-child families, is a key opportunity

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**Most Have Recently
Used/Visited BPD
Parks and Facilities;**

**Nearly Half Report
Program Participation**

- Four in five report visiting a BPD park or facility in the past year, most often: <pg. 29>
 - BCC (33%) as well as Splash Center/indoor pool (18%), Schrade Gymnasium (10%), or Lifecenter (8%)
 - Apple Orchard Park (19%)
 - The Aquatic Center/outdoor pool (13%)
 - Villa Olivia (12%)
- Younger adults (under 50) are most likely to use a BPD park or facility, along with newer residents, those with children and those with higher incomes <pg. 29>
 - 40% of those over age 60 have not used a District park or facility
- Satisfaction with the condition and variety of parks, facilities, and the service provided by District staff is consistently very positive <pg. 31>
- Roughly two in five residents (43%) also report that their household has participated in a BPD program, activity or event in the past year <pg. 37>
 - Most often athletic programs for youth (60%) or adults (33%) -- especially swimming/aquatics
 - Satisfaction with BPD programs and events is also very strong
- Reasons for not using BPD parks, facilities or programs center around: <pg. 34>
 - Busy lifestyles, lack of time
 - Lack of interest
 - Not having children in the household

**Highest Priorities Are
Placed on Local Parks
and Open Spaces, But
Many Feel Those Needs
are Being Met**

- At least three in five residents currently use or express an interest/need for: <pg. 42>
 - Neighborhood parks (66%)
 - Natural open spaces (61%)
- One in five (19%) are also interested or currently use outdoor artificial turf fields <pg. 42>
 - Other outdoor sports facilities for lacrosse, cricket, or pickleball are in far less demand (less than 10% each)
- Among the outdoor facilities in highest demand (local parks and open space), residents generally feel that their needs are being met <pg. 45>
 - At least 70% feel local demand for these facilities is being at least “somewhat” met, including between 30% and 40% who feel it is being “completely” met
 - Among those interested in artificial turf fields, only 32% feel this demand is at least “somewhat” met, including just 17% who say it is already “completely” met
- Most residents feel that their need for outdoor recreation – either active vs. passive outdoor activities – is sufficiently being met <pg. 49>
 - When asked if the District should provide more undeveloped open space for passive recreation vs. more developed park space for activities like sports field, the most frequent answer is “neither” (59%)
 - The rest divide almost evenly between more passive (23%) vs. active (19%) park space

**Many Express More
Demand for Specific
Indoor Facilities**

- Close to half of all residents express interest or current usage of: <pg. 51>
 - Fitness and health club facilities (55%)
 - Rental facilities for events, dinners, etc. (45%)

- Significant numbers are also interested in or currently using/seeking: <pg. 51>
 - Gym space for sports such as basketball, volleyball, etc. (38%)
 - An indoor ice rink (27%)
 - Indoor soccer facilities (19%)

- Of these, residents tend to report that demand for fitness and health club facilities is largely met, followed closely by the need for rental space <pg. 53>

- Those interested in gym space and especially those seeking an indoor ice rink are more likely to report these needs remain unmet <pg. 53>

Villa Olivia Is Mostly A Draw for Events and Dining

- Four out of five residents are aware that the BPD has owned and managed Villa Olivia for the past three years
 - About one in four have since gone to Villa Olivia for an event or banquet (27%) or to the restaurant (26%) – especially older residents
 - Fewer have gone there to ski or play golf (15% each)
 - Half (50%) have not been there at all recently, especially newer residents (who may be less aware of the facility)

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BCC is Also Widely Used, Mostly for The Pool and Lifecenter

- Similarly, 79% have been to the BCC in the past three years, usually to use Splash Central (55%) or Lifecenter (46%)
 - The youngest adults and those with children are the most frequent users
 - Satisfaction with the BCC is very positive (72% extremely satisfied, vs. only 1% dissatisfied)
 - However, over a third (35%) of adults age 50 or older have not been to the BCC in the past year, and non-usage again tends to focus on a sense that it is mostly for children or families, and less for older adults

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Residents Rely on BPD's Brochure and Website Equally for Information

- When seeking information about District facilities, programs or events, most tend to use the printed brochure (55%, especially older residents) and the BPD website (44%, especially younger adults)
 - Non-park users also use these sources, but also tend to go non-BPD sources for this information (e.g., word of mouth, Village of Bartlett, etc.)

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- Overall, the Bartlett Park District is very highly regarded by village residents
- The BPD receives very strong satisfaction among the users of its parks, facilities, and programs
- Residents also feel that the District is a good steward of their tax dollars, and feel that it represents an overall “good” value as represented by the services it provides for the share of property taxes it receives
- Still, given high tax sensitivity among Bartlett residents, there remain opportunities for the District to further demonstrate its overall value
 - Those most concerned about taxes tend to be older and long-term residents (who are likely on fixed incomes), and also tend to be non-users of BPD parks and facilities
 - Many of these non-users feel the District programs and facilities are not relevant to them, and geared more to children and young families
- Communication with this group is key, demonstrating that the District:
 - Offers a wide range (and affordable) programs and facilities that serve all groups (including older residents), and is not just focused on sports and athletics
 - Is very responsible with how it uses its resources, trying to do more with less, etc.
 - Provides important and valuable programs that add to the overall quality of life in Bartlett – again, for all residents

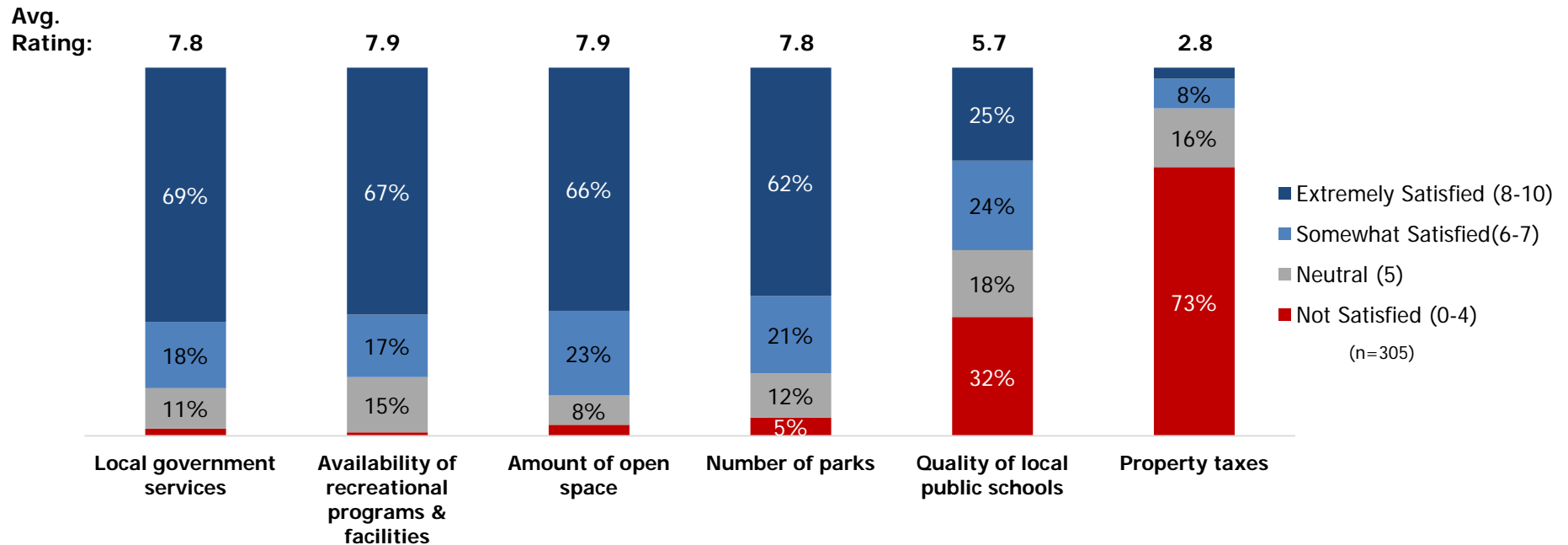
- The goal is to bring more older residents and non-users into the parks and “through the doors” so that they can share the experience that other residents appreciate and value
 - The district should evaluate its program offering and identify opportunities to expand or add programs or events that are geared toward seniors, multi-generational families, etc.
 - Consider incentives to attract more of these non-users
 - Coordinate with local agencies and organizations that provide services to older residents (which reinforces value through inter-agency partnerships and non-duplicated services)
- In terms of meeting demand for new indoor and outdoor recreational facilities, residents again feel that they are generally well-served with the current range of options
- Options that likely warrant further consideration are providing:
 - Outdoor artificial turf fields
 - More indoor gym space
 - An indoor ice rink (many expressed a need or interest in this facility, but willingness to pay would need to be tested further)

I. Local Issues Impacting The Bartlett Community

Most Bartlett Residents are Extremely Satisfied With Local Parks, Recreational Opportunities and Open Space

- At least three in five (62% or more) are extremely satisfied with these three attributes related to the Bartlett Park District
- Similarly, residents are very satisfied with the services provided by the village
- However, nearly three in four residents (73%) are dissatisfied with local property taxes
 - The average satisfaction score of 2.8 is extremely low, especially compared to the statewide average of 4.4 (based on a 2013 survey of Illinois residents for the IAPD)
 - Only about one in ten Bartlett residents are at least somewhat satisfied with their property taxes

Satisfaction with Local Issues (0-10 Scale)



Q1. Please use a zero through ten scale, where zero means you are extremely dissatisfied with that issue, and ten means you are extremely satisfied.

NOTE: Average ratings of 6.0 or higher are considered positive, and scores of 7.0 or higher are very positive.

Strong Satisfaction with Park- and Recreation-Related Attributes is Consistent Among All Subgroups

- Those who have used or visited BPD parks and facilities in the last year tend to be most satisfied with these attributes
 - Residents in their 50's, middle income residents and those with only one child in the household also tend to be more satisfied with the number of parks
 - Even among non-BPD users (including older and lower-income residents), their lower than average satisfaction scores are still very strong
- While all residents types are satisfied with these park-related attributes, likewise the overall dissatisfaction with property taxes is consensual
 - No segment expresses positive ratings for property taxes on average

Local Issue	Less Satisfied than Average	More Satisfied than Average
Availability of Recreational Programs/ Facilities (7.9)	<ul style="list-style-type: none"> Non-PD Users (7.3) 	<ul style="list-style-type: none"> PD Users (8.1)
Amount of Open Space (7.9)	<ul style="list-style-type: none"> Aged 40-49 (7.5) 	<ul style="list-style-type: none"> Under Age 40 (8.5)
Local Government Services (7.8)	<ul style="list-style-type: none"> No meaningful differences among segments 	<ul style="list-style-type: none"> No meaningful differences among segments
Number of Parks (7.8)	<ul style="list-style-type: none"> Aged 60+ (7.2) Households with no children (7.5) Non-PD Users (6.8) HH Income under \$75K (6.9) 	<ul style="list-style-type: none"> Aged 50-59 (8.1) Households with one child (8.7) PD Users (8.0) HH Income \$75K - \$124.5K (8.3)
Quality of Local Public Schools (5.7)	<ul style="list-style-type: none"> Residents of 20+ years (5.0) HH Income over \$125K (5.3) 	<ul style="list-style-type: none"> Residents under 10 years (6.3) HH Income under \$125K (6.2)
Property Taxes (2.8)	<ul style="list-style-type: none"> Aged 50-59 (2.0) Households with one child (1.6) 	<ul style="list-style-type: none"> Aged 40 and under (3.6) and 60+ (3.2) Households with 2+ children (3.3)

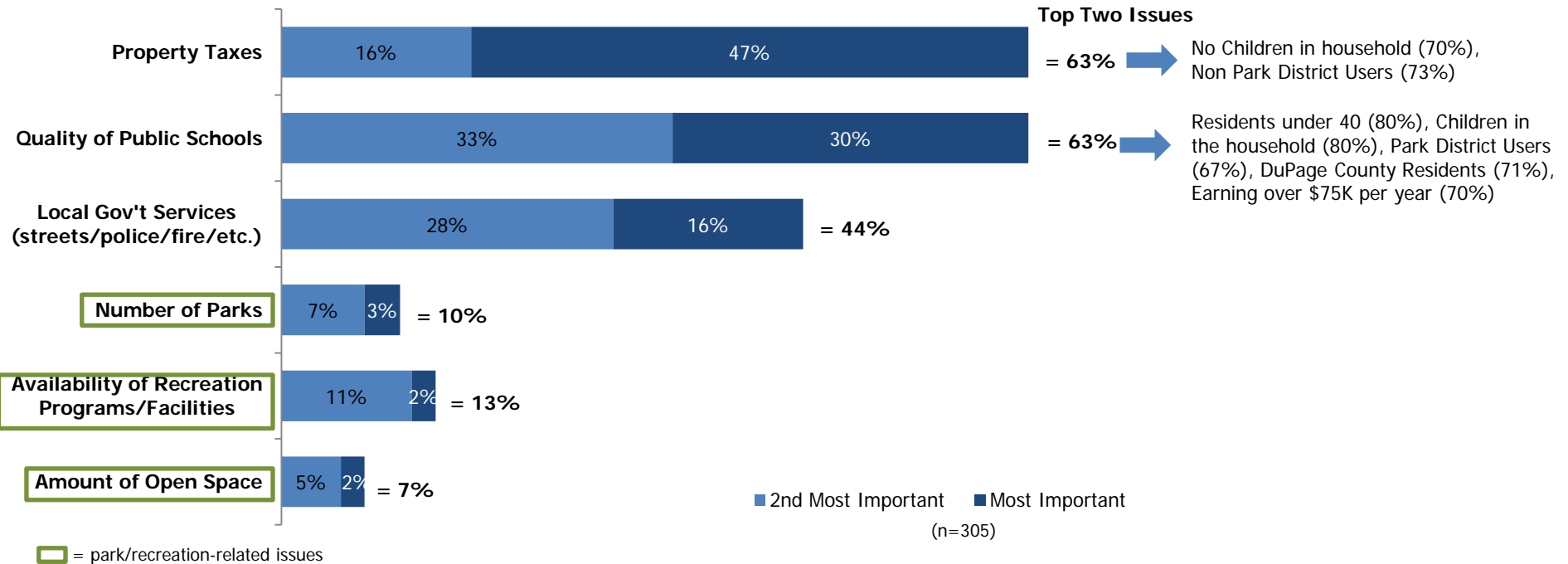
Q1. Please use a zero through ten scale, where zero means you are extremely dissatisfied with that issue, and ten means you are extremely satisfied.

NOTE: Average ratings of 6.0 or higher are considered positive, and scores of 7.0 or higher are very positive.

While Residents Are Happy with Local Parks and Recreation, Taxes and Schools are the More Pressing Concerns

- Of the local issues tested, property taxes are cited as the single most important local issue by nearly half (47%) of Bartlett residents
 - At least seven in ten non-BPD users (73%) and those with no children at home (70%) feel this way
- Younger adults and those with children tend to be more focused on the quality of local schools, which ranked closely with property taxes as the top local issue
- Among BPD-related attributes, recreational programs and parks ranked slightly more important than open space

Importance of Local Issues: Top Two Concerns

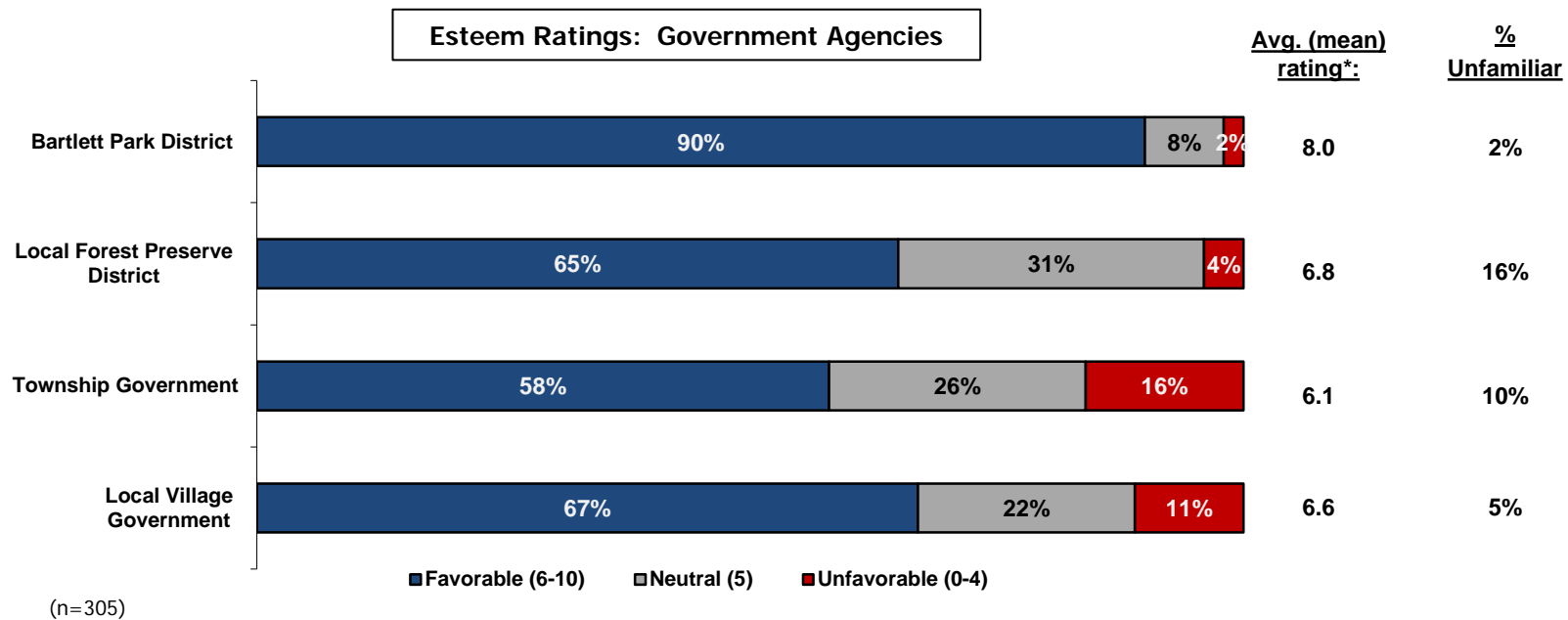


Q2/Q3. Which one of those local issues is most important to you? Second most important?

II. Overall Opinion of the Bartlett Park District

Local Residents Hold the BPD in the Highest Overall Esteem Compared to Other Local Government Entities

- In general, local public agencies are consistently held in positive regard, especially the Bartlett Park District
 - Nine in ten residents rate the District favorably on a 0-10 esteem scale, with an average rating of 8.0 (considered very positive)
 - Note that only two percent have a negative opinion of the district
- These ratings for the Bartlett Park District are slightly higher than the esteem ratings for park districts throughout DuPage County (7.7) and northwest Cook County (7.4), as well as the statewide average (7.2)*



NOTE: As a rule of thumb, a mean rating of 5.5 or higher is considered favorable and anything over 6.0 is very favorable. Scores of 4.9 or lower are unfavorable.

* Based on the 2013 IAPD survey of Illinois residents

Q4. I am going to read the names of some groups and agencies in your area. Please give me your overall opinion of each on a zero through ten scale, where zero means you completely dislike that group or agency; ten means you hold it in the highest regard. Five is a neutral score meaning you are neither favorable nor unfavorable.. If you are unfamiliar with any of the names, just say so.

- The Bartlett Park District's high esteem ratings are given by every subgroup (few key differences)
 - The lowest ratings come from adults age 40 or older (7.8 – still very positive)
- Ratings for the local forest preserve districts average nearly a full point lower than the BPD's, but these scores are still considered very positive
 - Likewise, they are very consistent among all Bartlett residents, with the Forest Preserve District of DuPage County receiving slightly higher rating than the Cook County Forest Preserve district
- Non-white residents tend to be among the most favorable toward their local village and township governments

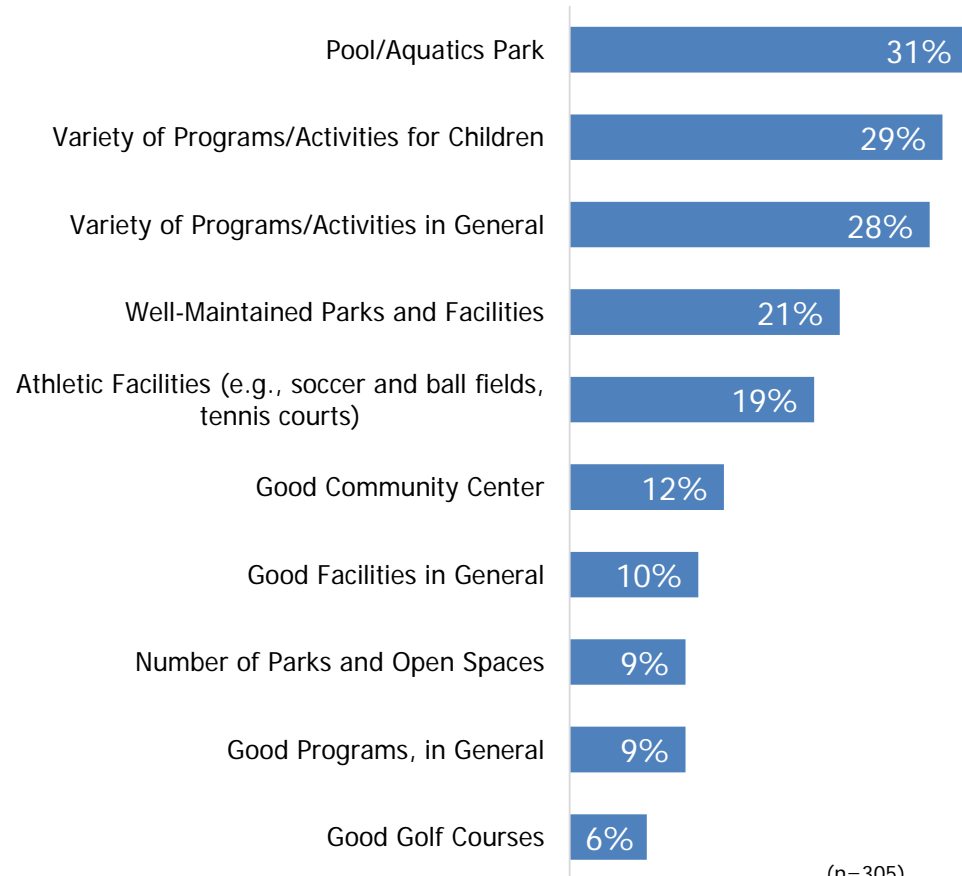
	Lower Scores than Average	Higher Scores than Average
Bartlett Park Districts (Overall Average = 8.0)	<ul style="list-style-type: none"> Age 40+ (7.8) 	<ul style="list-style-type: none"> Under age 40 (8.6)
County Forest Preserve District (Overall Average = 6.8)	<ul style="list-style-type: none"> Cook County residents (6.6) 	<ul style="list-style-type: none"> DuPage County residents (7.0)
Your Township Government (Overall Average = 6.1)	<ul style="list-style-type: none"> White residents (5.9) HH income \$125K+ (5.8) 	<ul style="list-style-type: none"> Lived in Bartlett less than 10 years (6.7) Non-white residents (7.2) HH income under \$75K (6.7)
Your Local Village Government (Overall Average = 6.6)	<ul style="list-style-type: none"> White residents (6.4) Northeast residents (5.9) 	<ul style="list-style-type: none"> Non-white residents (7.6) Northwest residents (7.1)

Q4. I am going to read the names of some groups and agencies in your area. Please give me your overall opinion of each on a zero through ten scale, where zero means you completely dislike that group or agency; ten means you hold it in the highest regard. Five is a neutral score meaning you are neither favorable nor unfavorable.. If you are unfamiliar with any of the names, just say so.

Residents Especially Appreciate the BPDs Water Park and Wide Range of Programs Available (Especially for Children)

- Three in ten adults (31%) cite the pool and water park as a strength of the BPD
 - Especially those ages 40-49 (45%), and households with two or more children (49%)
- Nearly as many (29%) cite the wide range of children's programs as a strength
 - Especially those under age 40 (40%) and those with children (45%)
- As many (28%) appreciate the variety of programs and activities in general
- Older residents (ages 50+) are among the most appreciative of the well-maintained parks and facilities (28%, vs. 21% overall)
- The BCC is most valued by 12%, especially the youngest residents under age 40 (22%)

Top Strengths/Positives of Bartlett Park District (multiple open-ended responses)



(n=305)

Pool/Aquatics Park (31%)

"They've redeveloped the pool and added a lot of decent features, the lazy river and the zip line."

"The park district is good. They have a splash center. They've updated their swimming pools. We like that."

"They have a nice water park. It's big and open long hours; they're fun."

Variety of Programs/Activities for Children (29%)

"The different things they provide for children like their swim lessons, sports, they have the football and soccer."

"They have a lot of areas that pertain to kids, the availability of parks 'closeness. The set-up for kids."

"I think they have a lot of programs for kids: story time, different kids programs. They have tennis and golf, so it seems they have a wide variety of things available."

Variety of Programs/Activities in General (28%)

"They are a service to the community. They have many programs that are suitable to those involved."

"I'm satisfied with the number of programs and varieties that are available to the residents. I raised my kids through those programs, and was satisfied with that. Currently, I like the fitness center. I like the cleanliness, the equipment that is available, and the hours."

"They have a variety of programs. Fitness center, swimming pools and things like that. Recreation."

Well-Maintained Parks and Facilities (21%)

"The way they maintain everything. They seem to cut everything properly in the neighborhood and keep it clean."

"They keep it well maintained, there is no garbage floating around. No trash, and they keep the buildings well maintained. If it's broke they fix it all."

"They maintain their facilities very well. Cleanliness and cost effective that is it. I just think they maintain them very well."

Athletic Facilities (19%)

"Their ball fields (Koehler Park) are well maintained."

"The facility, I like the pool. My kids have played soccer on the fields and they are good."

"Availability of exercise and fitness area. I like the exercise equipment. "

Community Center (12%)

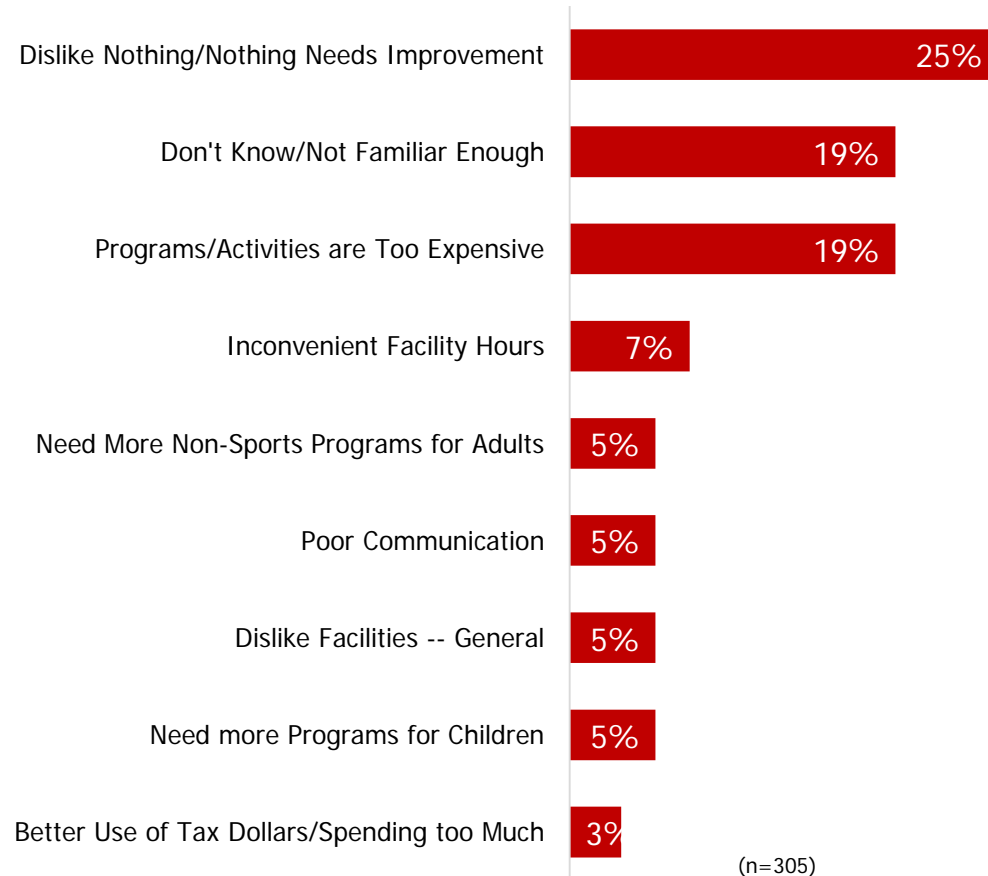
"We've got a nice community center, it's got an indoor and outdoor pool, basketball courts, and exercise facility."

"The facilities they offer at the center, they have an indoor running track, swimming pool, rooms for parties that you can rent and a preschool as well there."

"Their community center. The pool and gym are very well run."

- When asked to identify the biggest weakness or issue with the Bartlett Park District, the top two responses were:
 - “Nothing/Cannot Think of Anything” (25%), mentioned most often by those age 60 or older (37%)
 - “Don’t know/Not Familiar Enough” (19%), mentioned most often by lower income households earning under \$75K (30%)
- The most frequent negative response concerned the fees that the District charges, with one in five (19%) reporting that these fees are too high
 - Consistent among all segments (no meaningful differences)
- Residents in their 40’s tend to cite inconvenient facility hours (18%, vs. 7% overall), and female residents tend to mention the need for more non-athletic adult programs (8%, vs. 2% of men)

Top Dislikes/Improvement Opportunities of Bartlett Park District (multiple open-ended responses)



Nothing I Dislike/No Negatives (25%)

"There isn't anything I dislike."

"I really can't think of anything. I don't know of anything I would disapprove of."

"I think that they are trying their best to serve everyone. I'm satisfied so far."

Don't Know of Any/Not Familiar (19%)

"I have no opinion."

"I don't know."

"Nothing at this time, I haven't really lived here long enough to find that out."

Programs/Activities Too Expensive (19%)

"Their fees are too high in comparison to other park districts."

"I think they charge too much for the membership to work out ,and the preschool."

"The rates should be cheaper for residents."

Inconvenient Facility Hours (7%)

"The availability of their programs on weekends, most of their programs are just during the week. For working parents it's hard to find programs available outside of working hours."

"Their health club. I don't think they have as much to offer as far as hours. They need open gym facilities for the kids so they can play basketball and stuff. It should be more available because they have it closed off a lot."

"The fitness center could have longer hours."

More Non-Sports Programs for Adults (5%)

"Maybe more availability of things for adults. I'd like to see knitting, quilting, craft-type classes for people."

"Very few classes offered for adults in the arts."

"More programs for adults are needed to inform residents about nature and the environment."

Poor Communication (5%)

"It would be nice if they would communicate better on what they're doing and what their plans are."

"More outreach and awareness. Like the fact that I can't really tell you much about the specifics."

"The relationship with the Little League, field availability."

Better Use of Tax Dollars/Less Spending (3%)

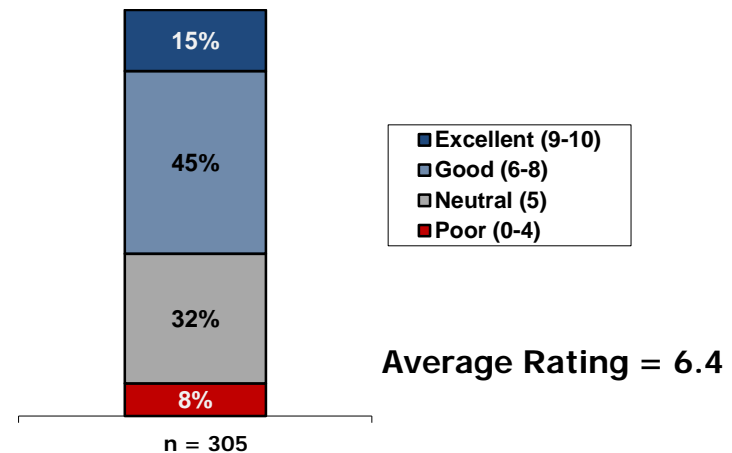
"They can afford to cut down on the amount of them. I can't pick any one out."

"Keeping the tax rates down."

"Spending money like it's going out of style, especially on pool, golf courses and ski facilities."

- Three in five local residents feel the Bartlett Park District represents a good value when they consider the amount of their property taxes that cover the services that the District provides
 - Nearly twice as many feel these taxes represent an “excellent” value (15%) compared to all who rate them a “poor” value (8%)
- These value ratings are generally consistent with the statewide benchmark (average 6.7 rating*), but lag when compared to benchmark measures for:
 - All DuPage County residents (7.4)
 - Northwest Cook Co. residents (7.1)

Q7. As you may know, the Bartlett Park District represents about 4.5% of your total property tax bill. Thinking about the services, facilities and programs that the Bartlett Park District provides, and the amount of your property taxes that go to the Park District, how would you rate the overall value of your property taxes that go to the Park District? Please use a zero through ten scale, where zero means the Park District's share represents a poor value, ten means it represents an excellent value, and five is average.



* Statewide and county benchmarks are based on a 2013 IAPD statewide survey of Illinois residents served by local park districts, who were asked a similar question when informed that roughly four percent of an Illinoisan's property taxes go to their park district.

- Based on the average value ratings, those who tend to rate the District highest in representing a good value are
 - Higher income households
 - Younger adults who are more likely to have children
 - Newer local residents
 - Recent visitors to BPD parks or facilities

- Non-users in the past year tend to rate the overall value close to “neutral”, and lower than average scores tend to come from:
 - Older and long-term residents
 - Those with no children under age 18

Best Value

- HH Income \$125K+ (7.1)
- Two or more children under age 18 (7.0)
- Under age 40 (6.9)
- Bartlett residents under 12 years (6.8)
- Used/Visited local park in past year (6.6)

OVERALL AVERAGE = 6.4

- HH income under \$125K (6.4)
- Age 50+ (6.3)
- No children in HH (6.1)
- Lived in Bartlett 13+ years (6.1)
- Non-BPD park or facility users (5.6)

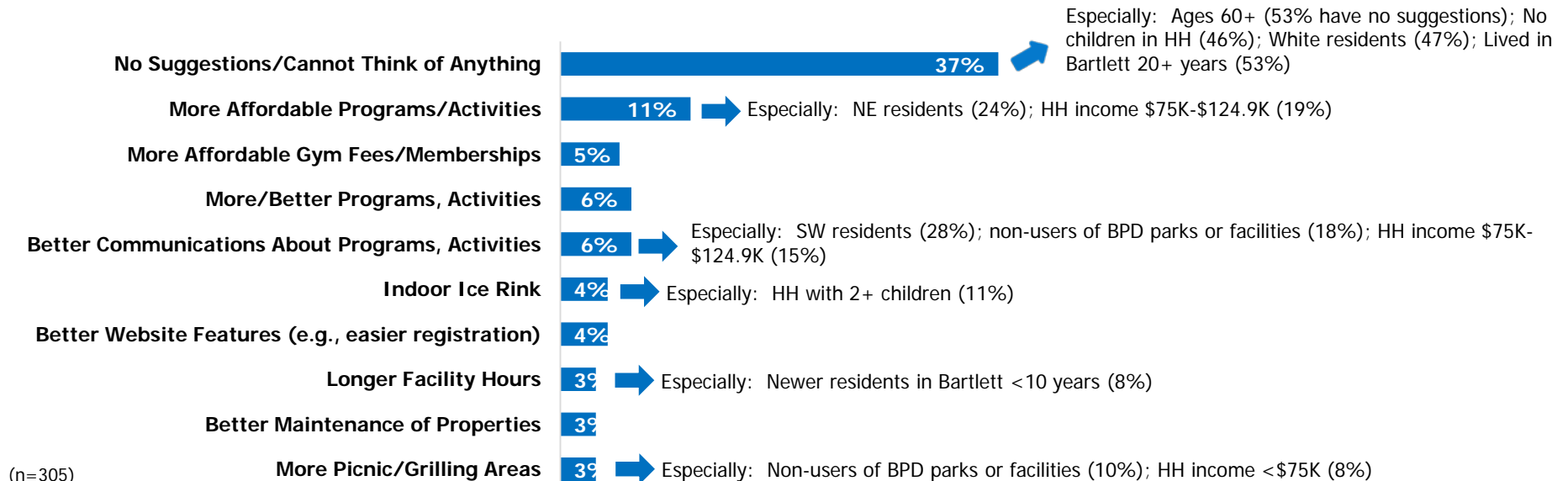
Less Value

Q7. As you may know, the Bartlett Park District represents about 4.5% of your total property tax bill. Thinking about the services, facilities and programs that the Bartlett Park District provides, and the amount of your property taxes that go to the Park District, how would you rate the overall value of your property taxes that go to the Park District? Please use a zero through ten scale, where zero means the Park District's share represents a poor value, ten means it represents an excellent value, and five is average.

Few Suggested Specific Improvements for the BPD, Usually Around Program/Facility Fees, And Better Communication

- When residents were asked (in an open-ended format) to offer suggested improvements of how the District can serve them better, the most frequent response by far was “nothing” (37%)
 - These respondents tended to be older and long-term Bartlett residents who no longer have children at home
- The most frequent specific request (16%) concerned more affordable programs and activities either in general (11%) or at Lifecenter specifically (5%)
 - These fee-related concerns tended to come from more “middle income” Bartlett residents
- Six percent want more information about BPD activities and programs, especially non-users and those in the SW region

Top Improvements to Serve Residents Better (most frequent responses)



No Suggestions / Cannot Think of Anything (37%)

"I can't think of anything actually."

"I don't have an answer."

"Nothing comes to mind."

More Affordable Programs /Activities /Gym Fees / Memberships (16%)

"They have just about everything you need, it's just that they charge for everything."

"Lower their costs. Since our property taxes are so high, Bartlett residents should get a significant discount in using any of the park district facilities."

"A less expensive health club facility."

More / Better Programs, Activities (6%)

"They have all kinds of programs, but the scale of the programs are limited to what they can serve. If you don't call way in advance then you can't get in. Bartlett has grown so much since I have been here."

"Some evening events for middle aged to older couples, like a non-Disney movie, a classical reading or a symphony performance, like the local college symphony."

"Swimming - we want water aerobics and more swimming classes."

Better Communication About Programs, Activities (6%)

"They do a lot of advertisements, but could do more with specific items added. I want to know when/what programs are going on."

"More communication in the newsletter, like more shows and concerts."

"Maybe they could send emails out for special events or last minute events. They had \$1 outdoor pool day at the Bartlett Aquatic Center and I did not hear about it in time."

Indoor Ice Rink (4%)

"I don't see anything that they need to change. I think an ice rink would be good. It could be in the community center or any space that is available. I'm not too picky where it would need to be."

"Ice rink."

"The indoor ice rink at the Community Center. There seems to be a lot of undeveloped area there."

Better Website Features (e.g., easier registration) (4%)

"Better online service. Being able to register for anything online. It's not really any different from what you can provide in person."

"More awareness for the website. I'm not even sure if there is a website."

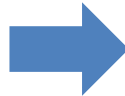
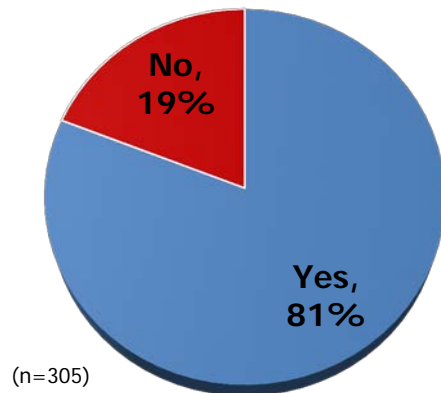
"They have to improve the online registering, the whole online thing."

III. Recent Usage of Bartlett Park District Facilities and Programs

At Least Four in Five Residents Have Used or Visited a BPD Facility or Park in the Past Year

- Most often, they have been to the BCC (or its facilities like Splash Center and Lifecenter), Apple Orchard Park, and the Aquatic Park
- A majority of all subgroups (at least 67%) report visiting or using a District property in the past twelve months
- Park usage is lowest among:
 - Older residents ages 50 to 59 (72% have visited a property in the past year) and ages 60 and above (60%)
 - Those who have lived in Bartlett for over twenty years (67%)
 - Households with no children (69%) and those with incomes under \$75K (71%)

Visited/Used Bartlett Park District Facility or Park in Past Year?



Facility/Park	% Reporting (n=250)
Bartlett Community Center	33%
Apple Orchard Community Park	19%
Splash Center/Indoor Pool	18%
Bartlett Aquatic Center	13%
Villa Olivia	12%
Schrade Gymnasium	10%
Bartlett Park	9%
Lifecenter/Fitness Center	8%
Leiseberg Park	7%
Apple Orchard Golf Course	6%
Glen Koehler Fields	5%
Riley's Run/Dog Park	4%
Sunrise Park/Disc Golf	3%
Tallgrass Park	3%

- Among the top visited BPD parks and facilities, a few draw residents from throughout the community
 - Including Lifecenter, which registered equal self-reported usage from all regions
- Many parks such as Apple Orchard, Sunrise, and Tallgrass tend to draw from the SE region, while Leiseberg tends to draw from the NE, and Villa Olivia primarily from NW area residents

NOTE:

SE=DuPage Co., East of Rte. 59
 SW=DuPage Co., West of Rte. 59
 NE=Cook Co., East of Rte. 59
 NW= Cook Co., West of Rte. 59

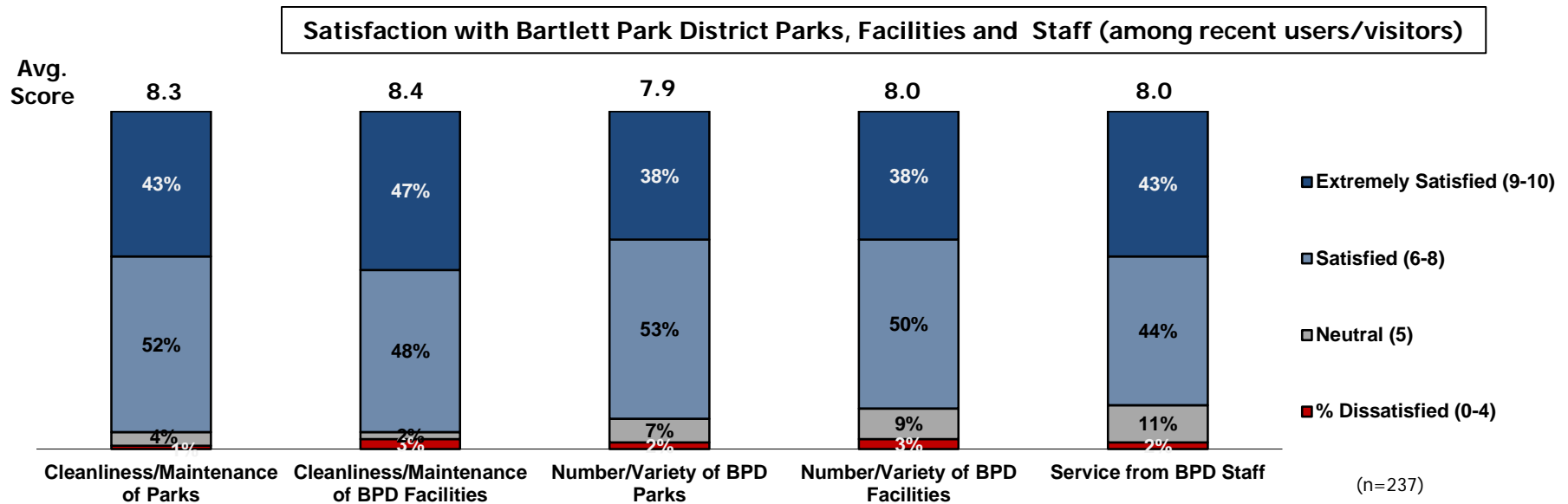
Facility/Park	Region			
	Southeast	Southwest	Northeast	Northwest
<i>Overall % Using (n=237)</i>	50%	11%	15%	23%
Most frequently visited facilities/parks – row %s shown				
Bartlett Community Center	43%	10%	27%	19%
Apple Orchard Community Park	69%	4%	7%	20%
Splash Center/Indoor Pool	47%	2%	17%	35%
Bartlett Aquatic Center	45%	13%	9%	32%
Villa Olivia *	21%	14%	8%	57%
Schrade Gymnasium *	64%	22%	0%	14%
Bartlett Park *	27%	0%	38%	35%
Lifecenter/Fitness Center *	26%	24%	24%	26%
Leiseberg Park *	41%	3%	57%	0%
Apple Orchard Golf Course *	54%	25%	3%	17%
Riley's Run/Dog Park *	28%	0%	25%	47%
Sunrise Park/Disc Golf *	69%	8%	23%	0%
Glen Koehler Fields *	49%	0%	49%	2%
Tallgrass Park *	100%	0%	0%	0%

Q9. (IF YES): Which Bartlett Park District facilities or parks have you or others in your household been to in the past twelve months?

○ = More than half of the self reported park/facility users come from this region

* Caution: %s based on small n of cases (<30)

- The vast majority (at least 87%) of residents who recently used BPD parks and facilities are satisfied with the upkeep and variety of these properties
 - This includes at least 38% who are “extremely satisfied”
 - Residents are especially satisfied with the cleanliness and maintenance of local parks and facilities (highest average ratings)
- The youngest adults (under age 40) are especially satisfied with the variety and number of parks available
 - Their average rating is a very strong 8.6 (vs. 7.4 from those aged 40 to 49 – still very positive)
- Similarly, residents who have interacted with BPD staff are very satisfied
 - Again, younger adults under age 40 are the most satisfied (8.5 average rating), compared to the oldest residents over age 60 (7.5 average score)



The Relatively Few Giving Low Scores for Maintenance or Variety of Parks/Facilities Are Unable to Cite Specific Examples

- Only 3% (n=9 cases) were dissatisfied with the overall cleanliness or maintenance of BPD parks or facilities
 - About half could not recall specific parks or facilities of concern; the rest cited single-response properties

- Similarly, only 5% expressed dissatisfaction with the number or variety of parks and facilities offered by the District
 - Half could not cite a specific unmet need or type of park sought
 - The rest mentioned a scattered range of suggestions or types of facilities

Which parks, buildings or facilities do you think are not particularly clean or maintained? (n=9 responses)
<i>"Don't recall"/"Don't remember" (n=4)</i>
<i>"The entire Apple Orchard Park; the trash is sometimes not picked up and the grass is not evenly distributed."</i>
<i>"Koehler only has one porta-potty for 400 people. There are bathrooms by the baseball fields but they are locked. It's a long walk away."</i>
<i>"The log cabin looks pretty dumpy from the outside."</i>
<i>"In the winter time they do not keep the snow off of the trails that go around our subdivision. They try."</i>
<i>"Bartlett outdoor public pool."</i>

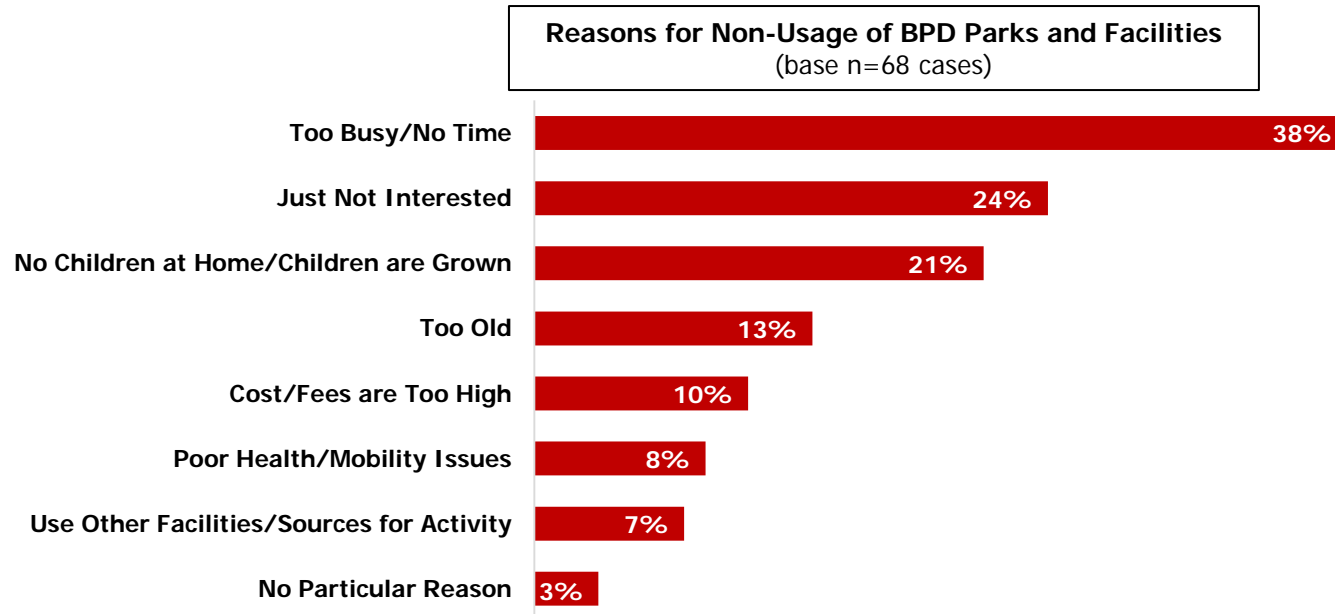
Which types of parks or facilities would you like to see offered, and where? (n=13 cases)
<i>"Nothing/No suggestions" (n=6)</i>
<i>"I would like to see something close to us. Over by Hanover Township by Bartlett Road."</i>
<i>"Off of Prospect, in between Stearns and Devon -- there is a trail but no park. I see a lot of kids there so there should also be a park."</i>
<i>"Quiet recreational areas (in the) central area."</i>
<i>"It would be nice to have a water park for the kids. The indoor pool and everything is really nice. A water park would be cool, there's a big empty lot off Bartlett Road and Naperville Road, there's a lot of empty space. I don't have a dog but it would be nice to have a dog park. Everyone has a dog around here."</i>
<i>"I'd like to see somewhere to start a barbecue and listen to music and chill and stuff. You can't do that with the kids riding and running around everywhere. I'd like to see it off of Struckman by the fire station."</i>
<i>"I would like to see more open space, more programs for adults. I would like to see them throughout Bartlett."</i>
<i>"More adult programs."</i>

- The relatively few residents (4%, or n=10 cases) who gave unfavorable ratings for District staff most often seek more friendly service or response

In what ways could Park District staff be more helpful or provide better service? (n=10 cases)
<i>"Nothing/No suggestions" (n=3)</i>
<i>"They could be a little friendlier. Whenever you ask a question it is like you are bothering them. They might have some literature about the events that are coming up or something."</i>
<i>"They could be nicer. The last time I was there they were rude when I came to inquire about a class. They acted like it wasn't their job to let me know about a class. They acted like they were busy and there was four of them behind the counter. Someone could have helped me or acted like I wasn't taking up their time. They need to work on customer service."</i>
<i>"They act like you're bothering them when you go in there and ask a question, that's what I don't like."</i>
<i>"The staff seems a bit annoyed when you need help. Also they are very slow."</i>
<i>"Pay attention to customers when they call, at Stearns and Lynnfield."</i>
<i>"Be knowledgeable and polite when people come to register, like at the main facility."</i>
<i>"Be friendlier, they just need to have good customer service and be friendlier."</i>

Non-Usage of Local Parks and Facilities Are Usually Attributed to Lack of Time or Lack of Interest

- Non-users who tend to report not enough time to take advantage of BPD properties are especially likely to be:
 - Newer to the community (73% of those who moved to Bartlett in the past ten years cite this reason)
 - SW residents (86%)
- One in five don't use local parks or facilities simply because they do not have children in their household
- Only one in ten cite high fees for facility usage (e.g., pools, health center, etc.)

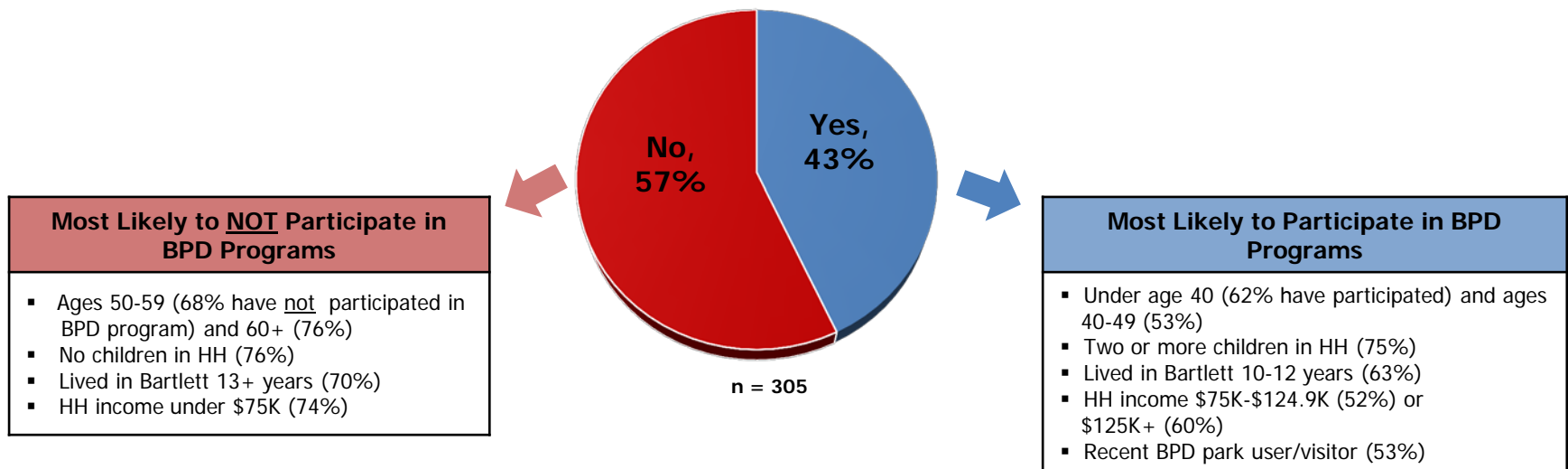


IV. Usage of BPD Programs

Just Under Half of Bartlett Residents Report Participating in BPD Programs in the Past Year

- Overall, 43% report that they or someone in their household have participated in a BPD program or event in the previous twelve months
- There is a clear age difference between recent program participants and non-participants
 - Nearly two thirds of those under age 40 (62%) report recent program participation, followed by just over half of those between ages 40 and 49 (53%)
 - By comparison, the vast majority of adults in their fifties (68%) or older (76% of those age 60+) have not participated in any programs recently
- Likewise, households with children under 18 are clearly more likely to use BPD programs (75%), while an equal proportion of households without children (76%) are non-participants
- Note that only about half of those who visited or used a BPD park or facility also report program participation (53%)
 - There are no meaningful differences by gender or region

Household Participation in BPD Program or Event in Past Year

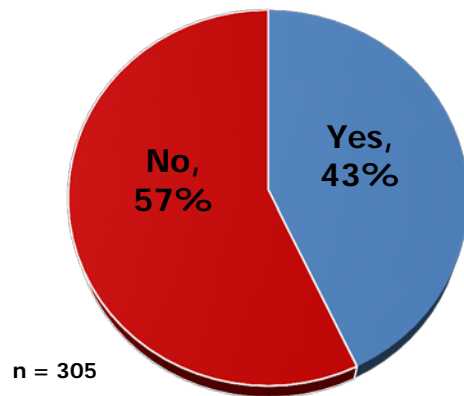


Q14. In the past twelve months, have you or has anyone in your household participated in any Bartlett Park District programs or events?

Participation is Highest in Swimming/Aquatics Programs, Followed by Youth Soccer and Adult Fitness

- BPD's athletic programs (especially youth athletics) are self-reported most often
 - Especially swimming/aquatics and soccer
 - Other youth athletic programs were cited less often (under 10% each)
- Likewise, athletic programs for adults (especially swimming/aquatics) were often mentioned
 - Health and fitness programs were a close second

Participation in BPD Program or Event



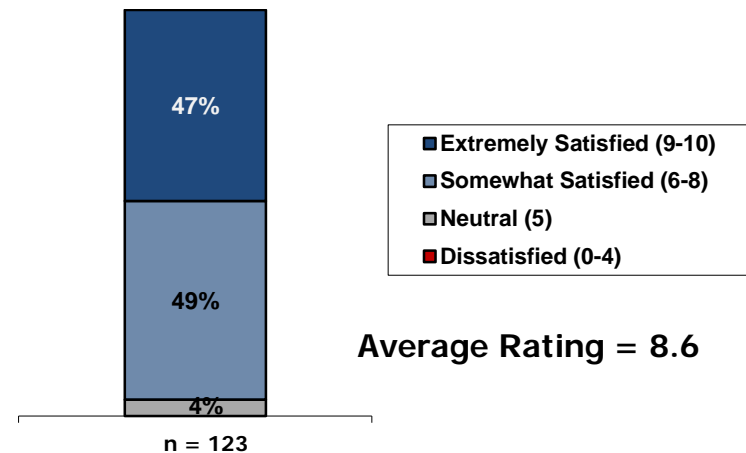
Program/Event	% Reporting (base n=123)
Youth Athletics, such as:	60%
Swimming/Aquatics	30%
Soccer	25%
Basketball	8%
Baseball/Softball	7%
Gymnastics	5%
Football/Flag Football	5%
Dance	4%
Fitness	3%
Adult Athletics, such as:	33%
Swimming/Aquatics	13%
Fitness (e.g., yoga, pilates)	11%
Soccer	7%
Basketball	2%
Non-Sports Programs, such as:	27%
Youth Art Programs	4%
Theatre programs	3%
Early childhood/preschool	3%
Programs for seniors	2%
Other Programs/Events	40%
4 th of July events	10%
Apple Blossom Run	6%
Easter Egg Hunt	5%
Volleyball (general)	5%
Open gym	5%
National Night Out	3%
Art Fair	3%

Q15. (IF REPORTED RECENT PARTICIPATION): In which Bartlett Park District programs or events have you or other household members participated in the past year?

- Nearly half (47%) are extremely satisfied with their overall experience with recent BPD programs, and about as many (49%) are at least somewhat satisfied
 - Note that only one respondent (<1%) expressed dissatisfaction (who felt the programs are too expensive)
 - The remaining four percent were neutral (no strong opinion either way)
- These strong positive experiences are shared across all subgroups (no meaningful differences)

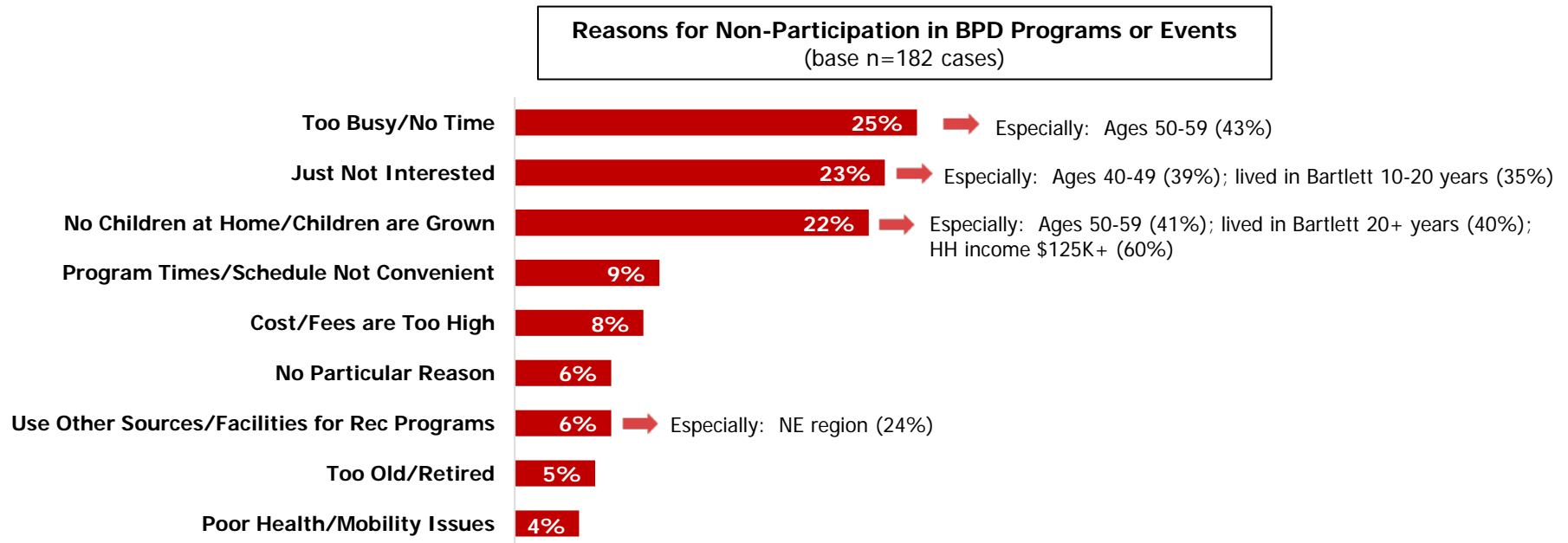
Overall Satisfaction with BPD Programs/Activities/Events

Q16. Thinking about all of the Bartlett Park District's programs in which your household has participated over the past twelve months, how satisfied are you overall with those programs, using a zero through ten scale? Zero means you are extremely dissatisfied, ten means you are extremely satisfied, and five is a neutral score.



Barriers to BPD Program Participation Focus More on Competing Activities and Perceived Lack of Relevance

- Roughly one in five non-participants attribute their lack of BPD program usage to:
 - Busy schedules (especially middle-aged adults in their 50's)
 - Lack of interest in general (slightly younger residents in their 40's)
 - Perception that not having children at home makes BPD programs less relevant (especially middle-aged and more affluent households)
- Less than ten percent offered specific issues with programs that explained their lack of involvement, most often:
 - Program times that do not fit with their schedules or availability (9%)
 - Program fees (a barrier to 8% overall)



Q18. (IF NON-PARTICIPANT): What are some of the reasons why your household has not participated in a Bartlett Park District program or event in the past year? (Most frequent multiple responses.)

Too Busy/No Time (25%)

"We don't have time because we always work."

"I am never home. I am constantly in and out of the house."

"Too busy, we travel a lot."

"Heavily engaged with church and our family."

Just Not Interested (23%)

"I'm happy with what they offer, I just haven't had a need to use them."

"Nothing of interest for my age group."

"Nothing offered of interest to an adult."

No Children at Home/Children are Grown (22%)

"We only have grandchildren and they visit so sporadically."

"Nothing of particular interest, no longer young children at home."

"Age. When my daughter was ten she was with the Bartlett Raiders and she did that the whole four years. She has since moved onto college."

"Due to the age of my wife and myself. There is no one else around. No young children to participate."

Inconvenient Program Times (9%)

"With my work schedule, I get home too late."

"Most of the family works nights."

Program Fees too High (8%)

"Too costly for retirees on a fixed income."

"No time or money."

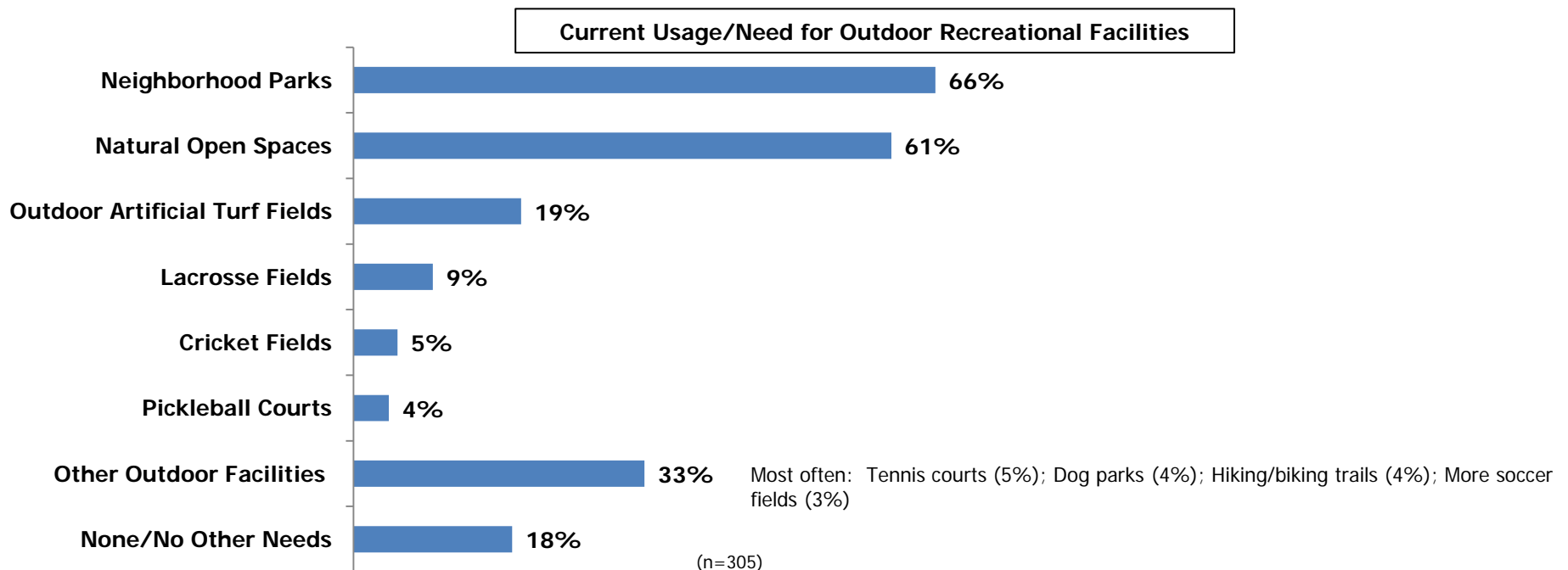
Use Other Facilities/Sources (6%)

"We're active with the Senior Center in Wayne Township."

V. Interest in Potential Outdoor Recreational Facilities

Residents Report High Usage/Demand for Local Parks and Natural Areas Among Outdoor Facilities

- At least three in five residents expressed usage, interest and/or need for neighborhood parks along with natural open areas and spaces
 - One in five (19%) likewise express interest or some level of demand for artificial turf fields
 - Beyond this list, a third mentioned a scattered list of other outdoor facilities that they use or are of interest, most often tennis courts, dog parks, trails, etc. (but each was mentioned by no more than five percent)
- Note that from the original list, nearly one in five (18%) express no need or interest in these types of outdoor facilities



Q21. The next few questions are about **outdoor** recreation facilities in general, whether they are provided by a park district or any other source. Please tell me if your household either currently uses or has a need or interest in using each of the following types of outdoor facilities.

Demand/Interest in Outdoor Facilities Tends to Be Highest Among Younger, More Affluent, and Newer Bartlett Residents

- Younger residents (those under age 50) are consistently the most interested or likely to already use outdoor recreational facilities
 - Households with multiple children are especially interested in neighborhood parks and turf fields
 - Residents in the SW region are among the most interested in local parks and open space
- This is not to say that older residents do not use or express interest in these facilities
 - While 30% of residents age 60 or older report no outdoor needs (nearly twice the overall response of 18%), this means that 70% express current interest or usage of outdoor activities

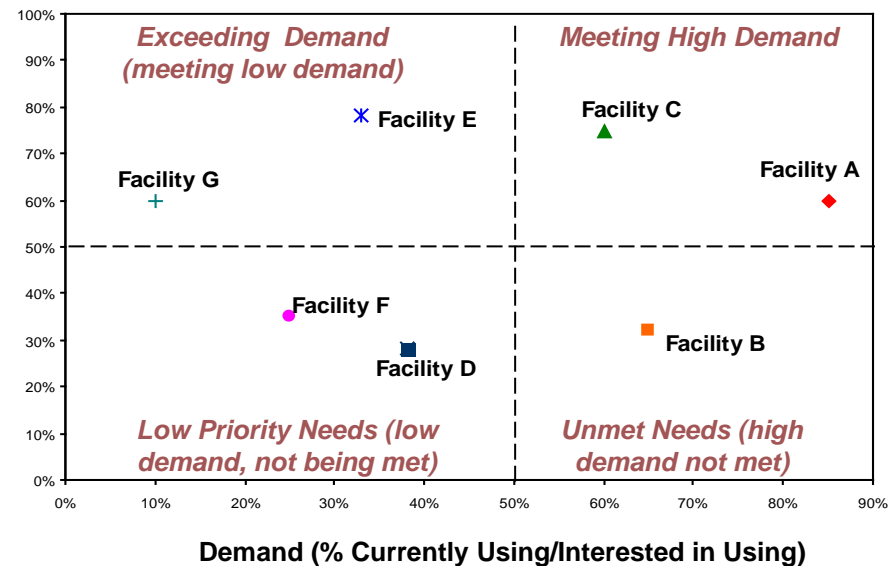
<i>Outdoor Facility/Activity</i>	<i>Most Likely to Report Usage/Need/Interest</i>
Neighborhood Parks (66%)	<ul style="list-style-type: none"> • Under age 50 (76%) • Two or more children in HH (84%) • Lived in Bartlett < 10 yrs. (80%) • SW region (77%) • HH income \$75K-\$124.9K (82%) • Non-white (88%) residents
Natural Open Spaces (61%)	<ul style="list-style-type: none"> • Under age 40 (72%) • Current BPD user (66%) • Lived in Bartlett 10-12 years (80%) • SW region (77%)
Outdoor Artificial Turf Fields (19%)	<ul style="list-style-type: none"> • Under age 40 (29%) • Two or more children in HH (37%) • HH income \$75K+ (27%)
Lacrosse Fields (9%)	<i>(no significant differences)</i>
Cricket Fields (5%)	<ul style="list-style-type: none"> • Ages 40-49 (14%)
Pickleball Courts (4%)	<i>(no significant differences)</i>
None/No Outdoor Needs (18%)	<ul style="list-style-type: none"> • Ages 60+ (30%) • No children in HH (25%) • Non-BPD user (36%) • NE (24%) and NW (24%) regions • White residents (22%, vs. 5% of non-white)

Q21. The next few questions are about **outdoor** recreation facilities in general, whether they are provided by a park district or any other source. Please tell me if your household either currently uses or has a need or interest in using each of the following types of outdoor facilities.

Quadrant Analysis: Determining Whether Demand for Facilities is Being Met

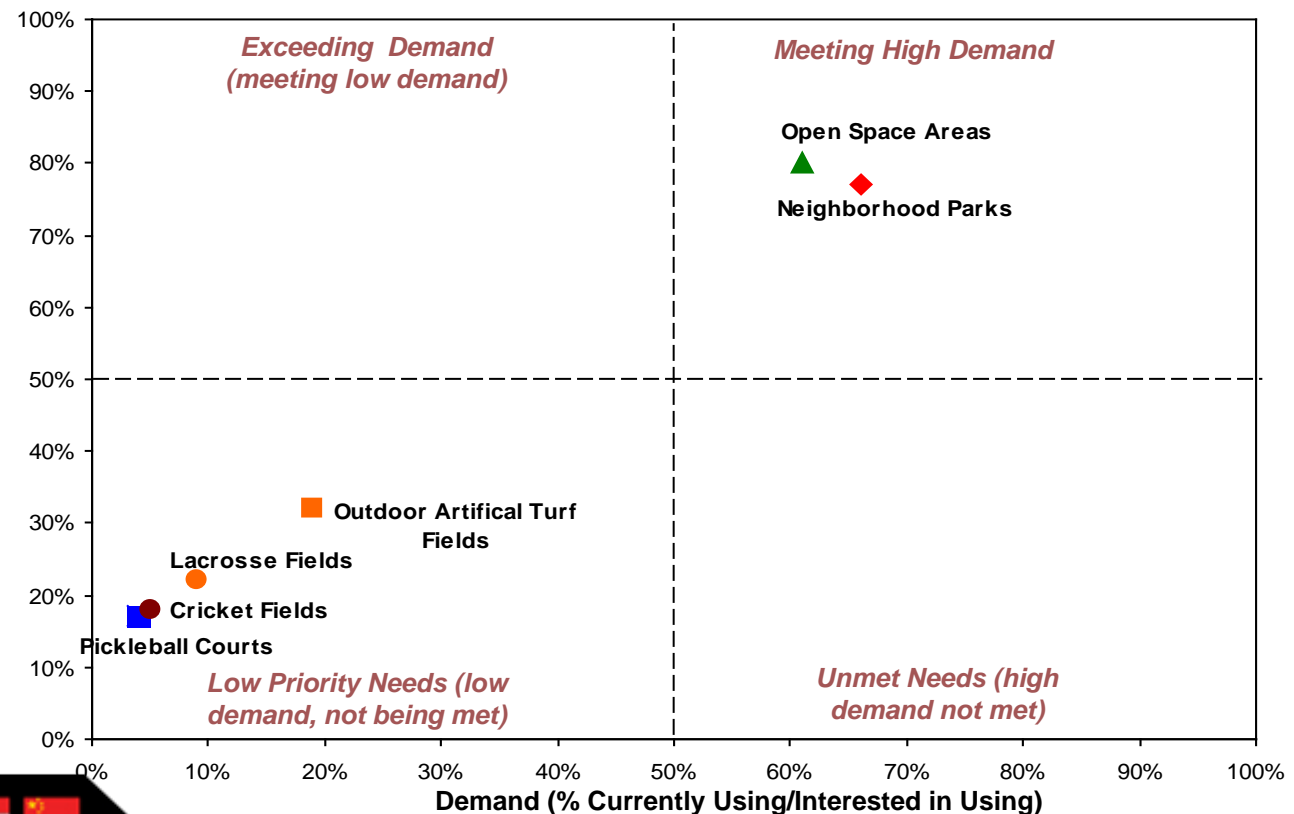
- Respondents who report using or interest in using each type of outdoor facility were also asked how well each of these needs were currently being met, using a 0-10 scale
 - Scores of 9 or 10 indicate their needs are completely met; 6-8 means they are somewhat being met
 - Lower scores (0 through 5) indicate their needs are not currently being met
- The results are reported on the following pages using a scatter plot that shows both:
 - The overall demand for each outdoor facility (horizontal axis) based on the % of respondents who indicate usage or interest
 - And the % who report that this “need” is currently being met (using the 0-10 scores)
- In the example below, facilities A and C in the upper right quadrant are in high demand and sufficient supply, whereas facility B in the lower right represents opportunity (high demand that is not currently being met)
 - Facilities to the left (D, E, F and G) are in lower demand

Meeting Demand: % Saying Need is Completely/ Somewhat Being Met (scores of 6+ on a 0-10 scale)



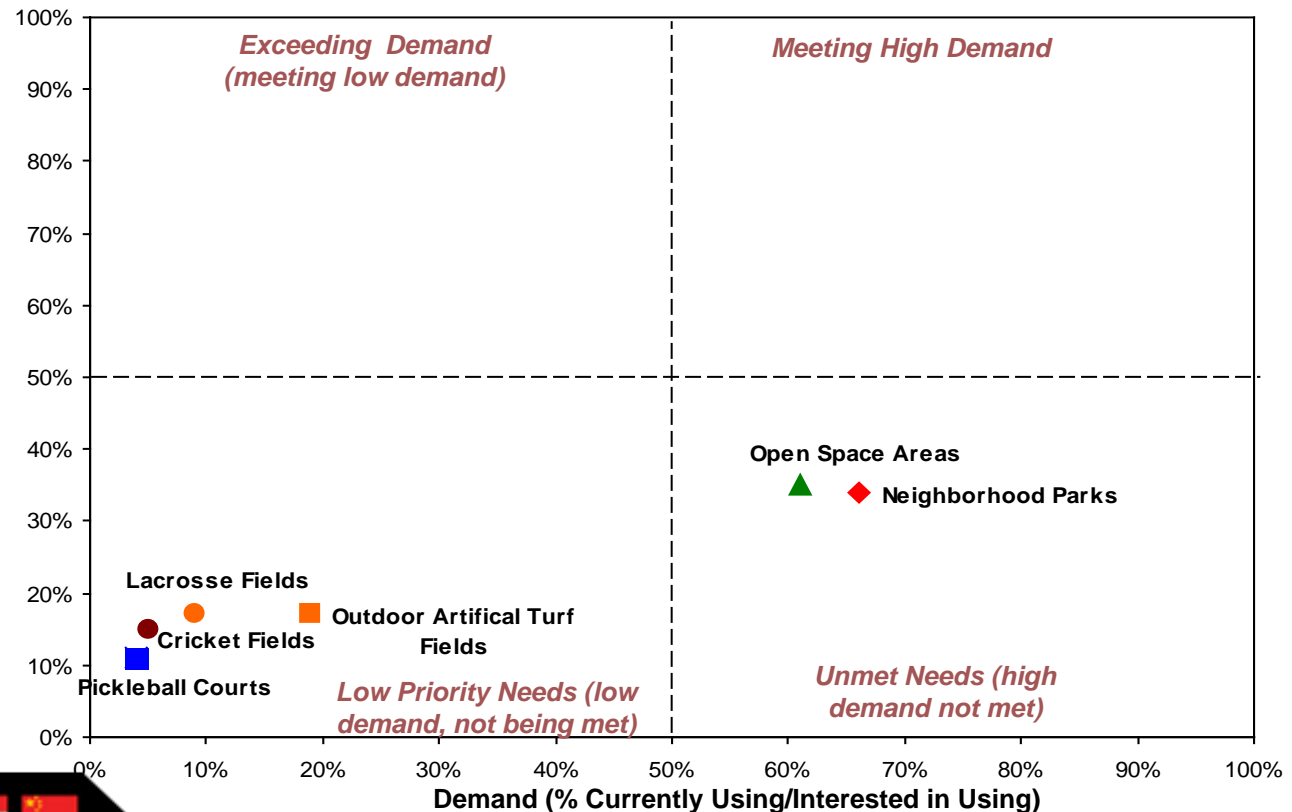
- Considering whether the BPD is at least “somewhat” meeting demand for specific outdoor facilities, the quadrant analysis shows that the District is at least somewhat delivering on areas of high demand
 - Demand is at least being somewhat met on the top priorities of “neighborhood parks” and “open space areas”
- Of the remaining options tested, the lack of these facilities in the area generally reflects lower levels of demand
 - Artificial turf fields register a meaningful level of interest or usage, and clearly there is a gap in addressing this demand (with only 32% of those residents feeling this demand is at least somewhat being met)

Meeting Demand: % Saying Need is Completely/ Somewhat Being Met (scores of 6+ on a 0-10 scale)



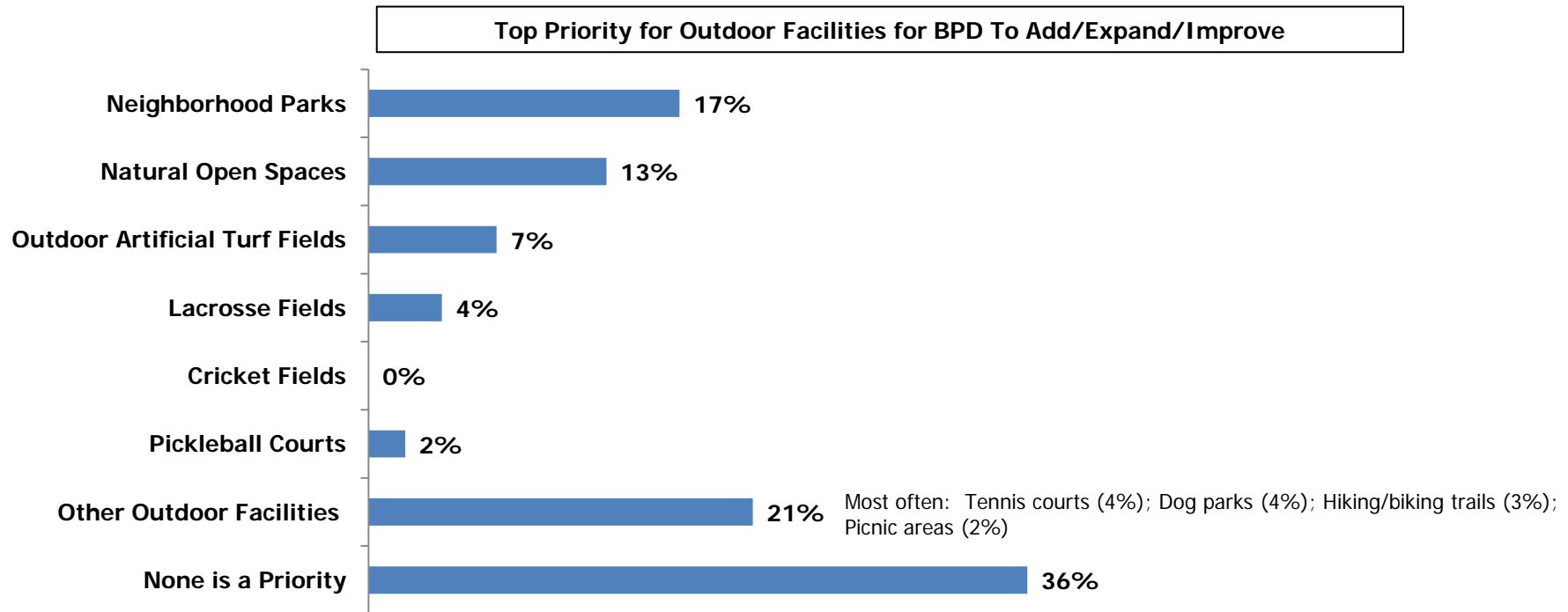
- While demand for some outdoor facilities is somewhat being met, further opportunities remain
- Note that while most are interested in local parks and open space, fewer than 40% overall feel that these demands are being completely met currently
- Opinions about the need for more artificial turf fields is also suggest an unmet need
 - Among the one in five who express interest or need for these turf fields, only 17% feel this demand is completely being met

Meeting Demand: % Saying Need is Completely Being Met (scores of 9+ on a 0-10 scale)



Local Parks and Open Spaces are the Top Outdoor Priorities, Though No Clear Consensus Exists

- Residents appear to feel well-served with existing outdoor recreational opportunities, as most often they report that none of the outdoor facilities tested represent a critical need (36%)
- Just under one in five said that the top outdoor facilities of local parks and natural open areas should be the top priority
 - None of the other items registered more than seven person response among all Bartlett residents



(n=305)

Younger Residents Tend to Find One Area of Outdoor Facility Improvement as a Top Priority for the BPD

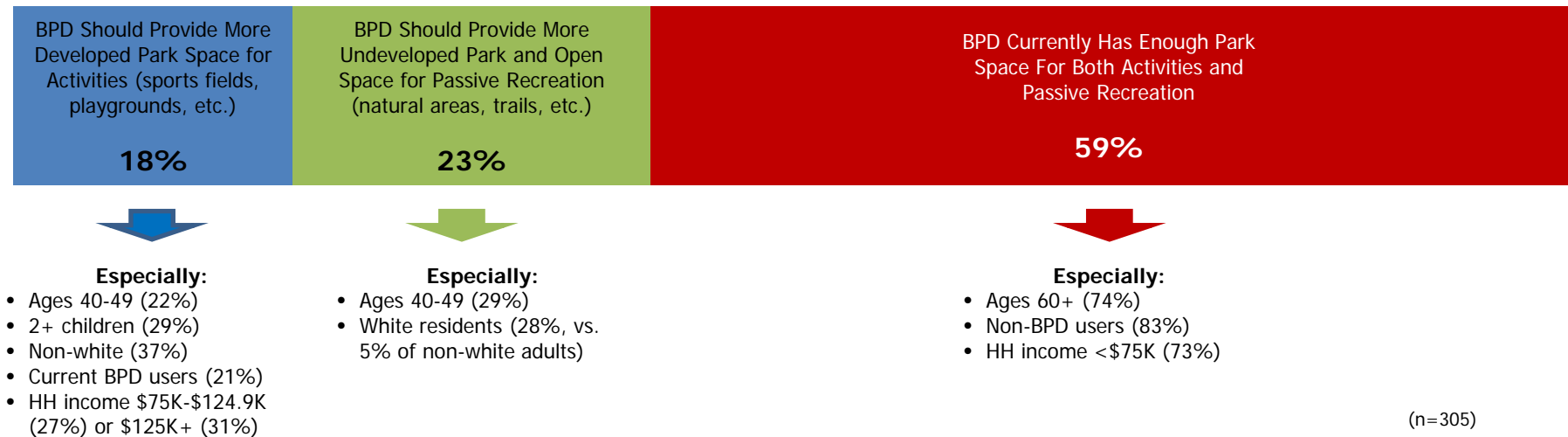
- While the oldest (ages 60+) and most long-term community residents feel no changes are needed, the youngest adults are most interested in seeing more neighborhood parks
- Likewise, local parks are a priority for households with two or more children, as are artificial turf fields
- Note that having more open space and natural areas tends to be a top priority for long-term residents

<i>Outdoor Facility/Activity</i>	<i>Most Likely to Report Usage/Need/Interest</i>
Neighborhood Parks (17%)	<ul style="list-style-type: none"> • Under age 40 (39%) • Two or more children in HH (28%) • Lived in Bartlett < 10 yrs. (23%) • HH income \$125K+ (28%) • Non-white (34%) residents
Natural Open Spaces (13%)	<ul style="list-style-type: none"> • Lived in Bartlett 13+ years (19%)
Outdoor Artificial Turf Fields (7%)	<ul style="list-style-type: none"> • Two or more children in HH (16%) • HH income \$75K-\$124.9K (11%)
Lacrosse Fields (4%)	<i>(no significant differences)</i>
Pickleball Courts (2%)	<i>(no significant differences)</i>
None is a Priority (36%)	<ul style="list-style-type: none"> • Ages 50-59 (43%), 60+ (62%) • No children in HH (44%) or only one child (64%) • Lived in Bartlett 20+ years (47%)

Most Residents Feel Bartlett Has Sufficient Passive vs. Active Outdoor Recreational Opportunities

- Three in five respondents (59%) believe that Bartlett's outdoor recreational needs are sufficient, and does not need either more space developed for active recreation nor more open space for passive recreation
 - A plurality of all subgroups (at least 41%) share this opinion (including a slight majority of current BPD users)
 - This opinion is strongest among the oldest local residents and non-users
- The remaining adults are about evenly divided between favoring more open space for passive recreation (23%) vs. providing more developed park space for active recreation (slightly lower at 18%)
 - Those favoring developed outdoor spaces tend to have children, are more affluent (higher incomes), and non-white residents
 - Supporters for more undeveloped open space for passive recreation tend to be white residents and also younger

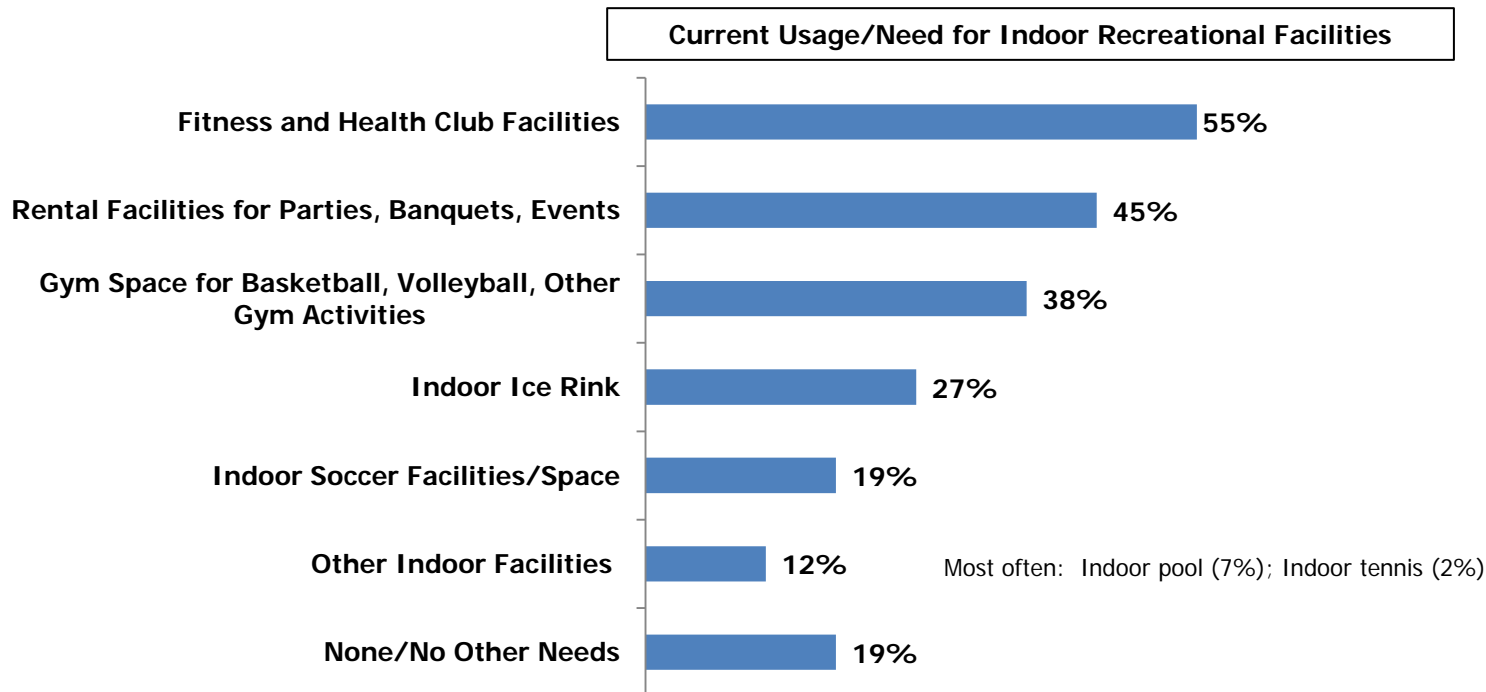
Priorities for Open Space: Active vs. Passive Recreation (or Neither)



VI. Interest in Potential Indoor Recreational Facilities

Many Residents Express Meaningful Levels of Usage or Demand for Indoor Recreational Facilities

- Roughly half are interested in or currently using fitness and health club facilities (55%) as well as rental spaces for special events (45%)
- Access to open gym space is also of interest to just over one in three local residents (38%), followed by one in four who are interested in an indoor ice rink (27%)
- The remaining indoor facilities tested generate lower levels of usage or demand; one in five (19%) express no need or interest at all



*Q25. The next few questions are about **indoor** recreation facilities in general, whether they are provided by a park district or any other source. Please tell me if your household either currently uses or has a need or interest in using each of the following types of indoor facilities.*

Older Residents Tend to Express Interest in Specific Indoor Facilities

- Middle age residents (ages 50-59) are especially interested in fitness facilities and rental halls
- Younger adults, along with those who have children (and more affluent residents) tend to be more focused on using indoor space for gym activities and soccer

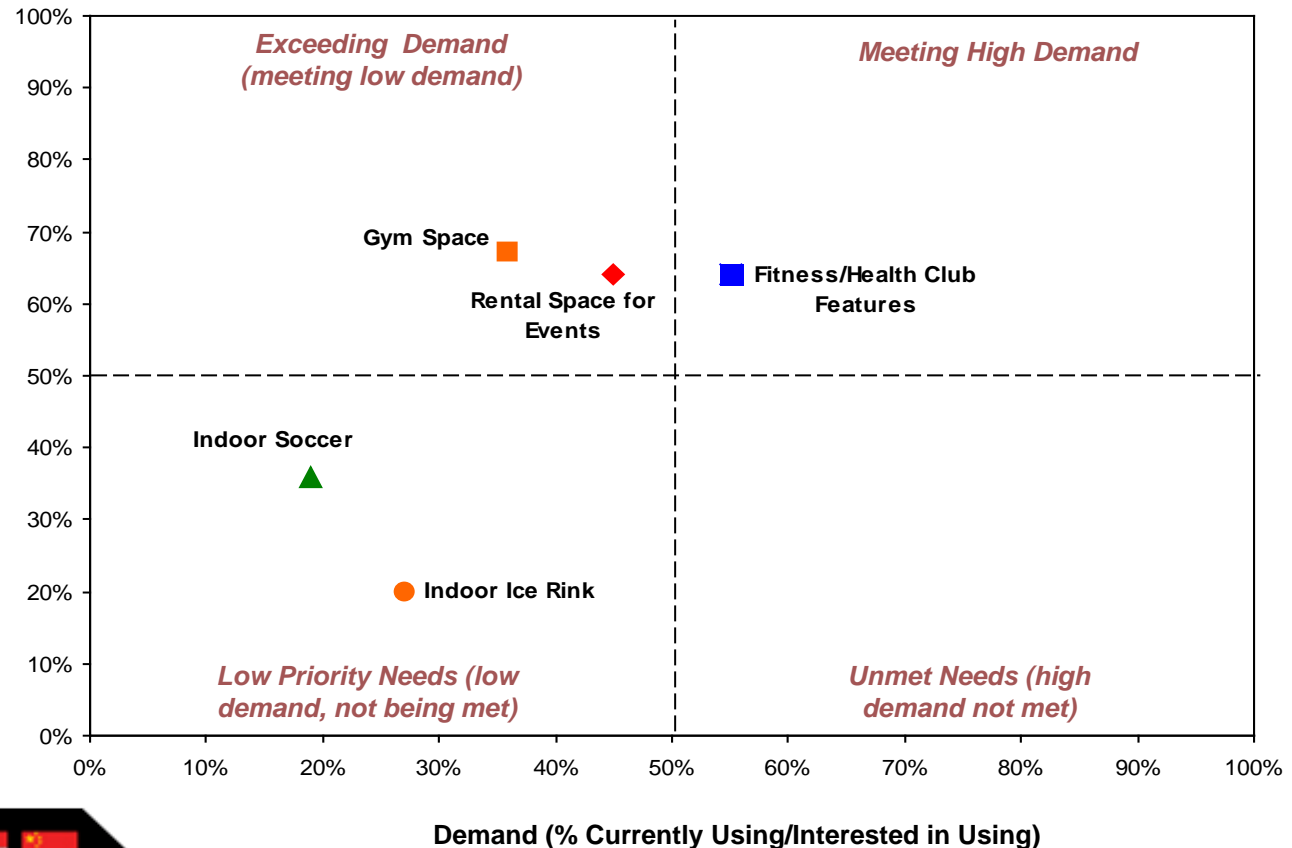
<i>Indoor Facility/Activity</i>	<i>Most Likely to Report Usage/Need/Interest</i>
Fitness and Health Club Facilities (55%)	<ul style="list-style-type: none"> • Ages 50-59 (69%) • SW region (81%) • HH income \$75K-\$124.9K (67%) • Current BPD users (59%)
Rental Facilities for Parties, Banquets, Events (45%)	<ul style="list-style-type: none"> • Under age 40 (54%) or 50-59 (52%) • HH income \$75K+ (56%) • Non-white residents (79%)
Gym Space for Basketball, Volleyball, etc. (38%)	<ul style="list-style-type: none"> • Under age 40 (51%) or 40-49 (47%) • Two or more children in HH (63%) • HH income \$75K+ (48%) • Lived in Bartlett <10 years (51%) or 10-12 yrs. (58%) • Current BPD users (43%)
Indoor Ice Rink (27%)	<ul style="list-style-type: none"> • Two or more children in HH (36%) • SW region (44%)
Indoor Soccer Facilities/Space (19%)	<ul style="list-style-type: none"> • Men (27%, vs. 12% of women) • Under age 40 (36%) • One or more children (39%) • Lived in Bartlett under 12 years (29%) • Current BPD users (23%) • HH income \$125K+ (34%)
None/No Indoor Needs (18%)	<ul style="list-style-type: none"> • No children (27%) • NE region (29%)

Q25. The next few questions are about **indoor** recreation facilities in general, whether they are provided by a park district or any other source. Please tell me if your household either currently uses or has a need or interest in using each of the following types of indoor facilities.

Demand for Indoor Facilities That Are At Least Somewhat Being Met

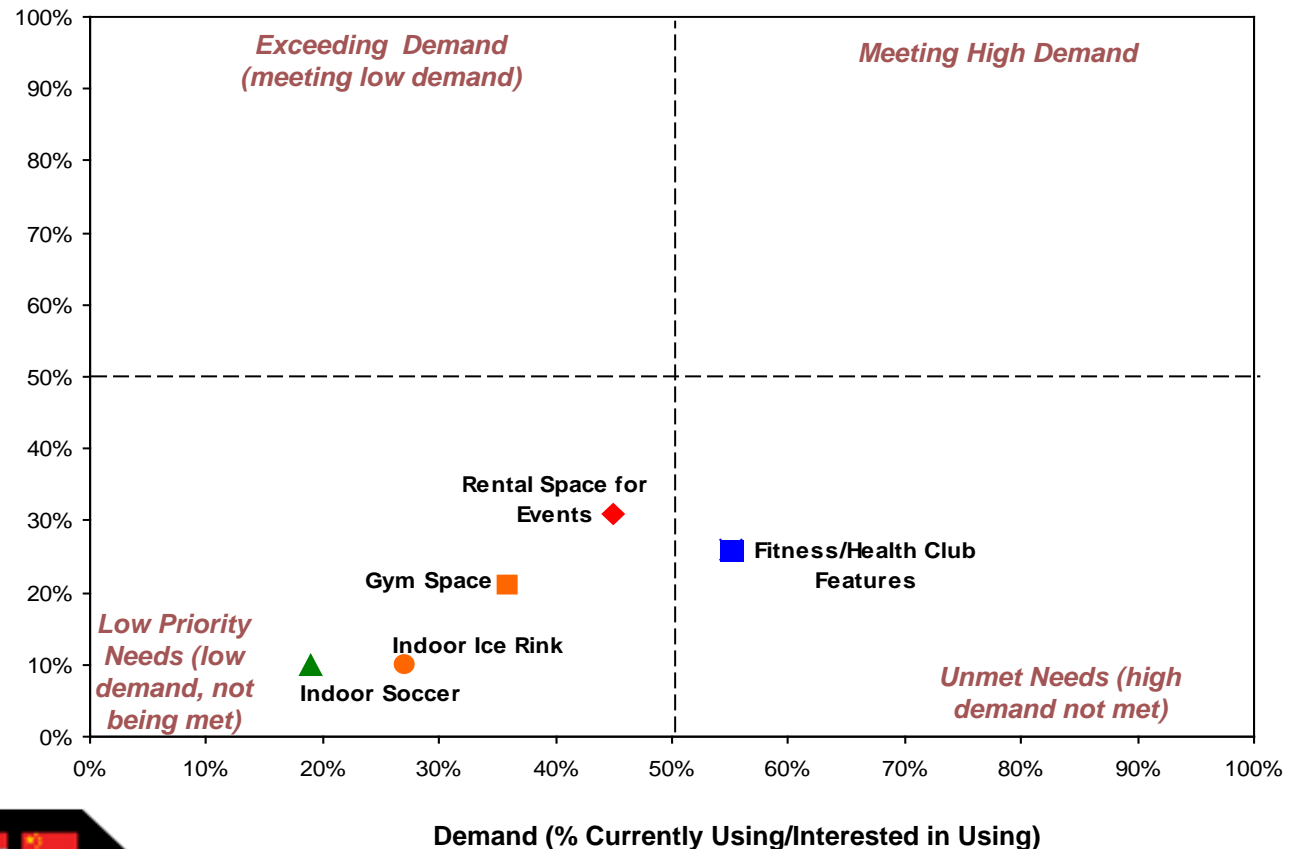
- The quadrant analysis for indoor facilities suggests that demand for the top needs (fitness facilities, gym space, rental space for events) is somewhat being met
- While about one in four residents (27%) express interest or need for an indoor ice rink, only about one in five respondents believe that this need is at least somewhat being met

Meeting Demand: % Saying Need is Completely/ Somewhat Being Met (scores of 6+ on a 0-10 scale)



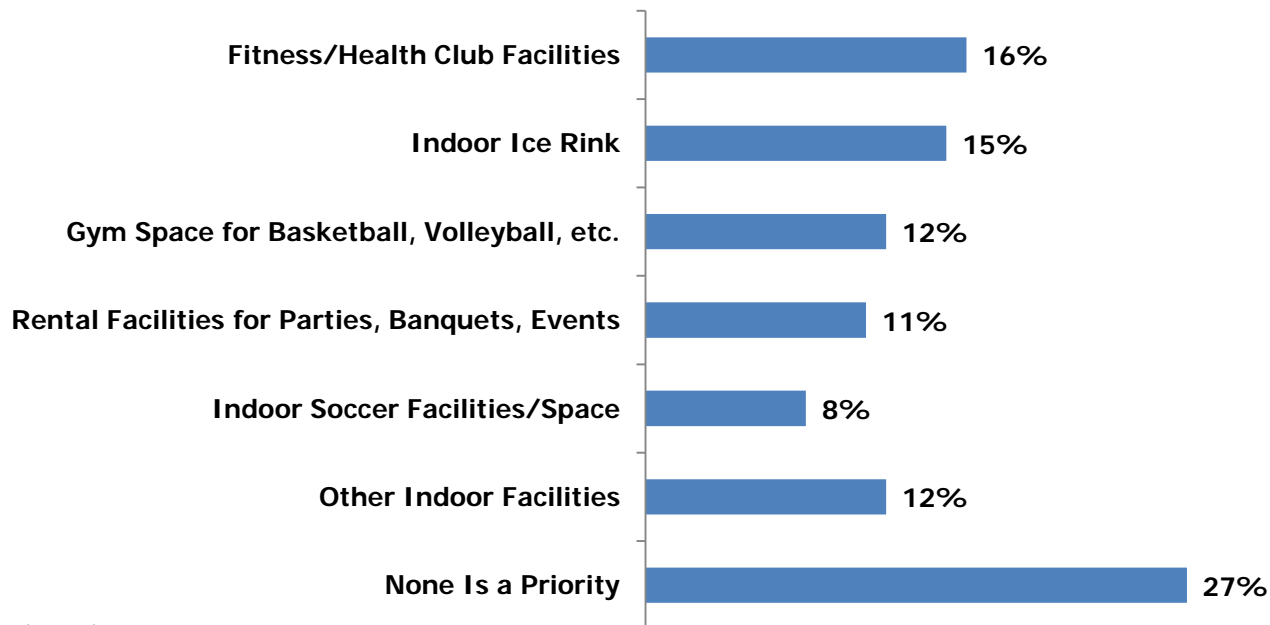
- Looking at just those who are “completely satisfied” that their needs for these indoor facilities are being met, some potential areas for improvement emerge
- On the highest demand option for fitness/health club features, residents feel much but not all of the demand is addressed
- Likewise, this gap is pronounced with the demand for rental space or available gym space, with under half reporting that current demand is completely being met

Meeting Demand: % Saying Need is Completely Being Met (scores of 9+ on a 0-10 scale)



- Compared to the outdoor facilities tested, residents are more likely to identify at least one indoor facility that represents a top priority to expand, add or improve
- About equal numbers identify health club facilities and an indoor ice rink as the number one need, followed closely by additional gym space and rental facilities

Top Priority for Indoor Facilities for BPD To Add/Expand/Improve



(n=305)

Q27. Which one of the types of indoor recreation facilities that we have discussed, if any, do you think should be the top priority for the Bartlett Park District to expand, improve or add?

Additional Indoor Fitness Opportunities Are Especially Important to Older residents

- While older residents as a whole tend to report that none of the indoor facilities tested is a high priority, one in four of those over age 60 (25%) express interest in more fitness and health club facilities (vs. 16% overall)
- Younger adults under age 40 and those with children tend to express the most interest in an indoor ice rink or soccer facilities, while more middle-aged adults are most likely to cite additional gym space as the top need

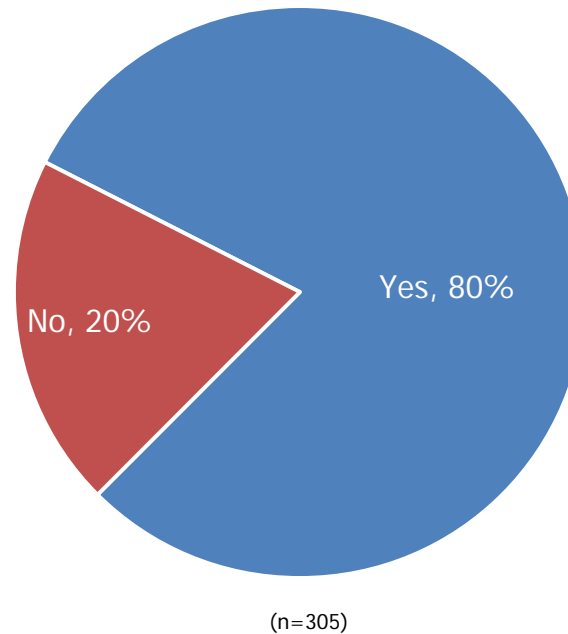
<i>Top Priority: Indoor Facility/Activity</i>	<i>Most Likely to Report Usage/Need/Interest</i>
Fitness/Health Club Facilities (16%)	<ul style="list-style-type: none"> • Age 60+ (25%) • No children in HH (22%)
Indoor Ice Rink (15%)	<ul style="list-style-type: none"> • Under age 40 (25%) • Two or more children in HH (30%) • Users of BPD (17%)
Gym Space for Basketball, Volleyball, etc. (12%)	<ul style="list-style-type: none"> • Ages 40-59 (17%) • SW region (19%) and SE region (15%)
Rental Facilities for Parties, Banquets, Events (11%)	<ul style="list-style-type: none"> • Lived in Bartlett < 10 years (19%)
Indoor Soccer Facilities/Space (8%)	<ul style="list-style-type: none"> • Under age 40 (19%) • One or more children in HH (16%) • Lived in Bartlett < 12 years (12%) • SE region (12%)
None is a Priority (27%)	<ul style="list-style-type: none"> • Ages 50+ (39%) • Lived in Bartlett 13+ years (40%) • No children in HH (41%) • Non-BPD user (47%) • White residents (32%, vs. 11% of non-whites)

VII. Villa Olivia

Bartlett Residents are Aware That Villa Olivia is Now Managed by the Park District

- Awareness of the BPD's acquisition and management of Villa Olivia is very high (80%)
- The youngest residents under age 40 tended to be less aware (64%) as well as non-BPD park users or visitors (63%)

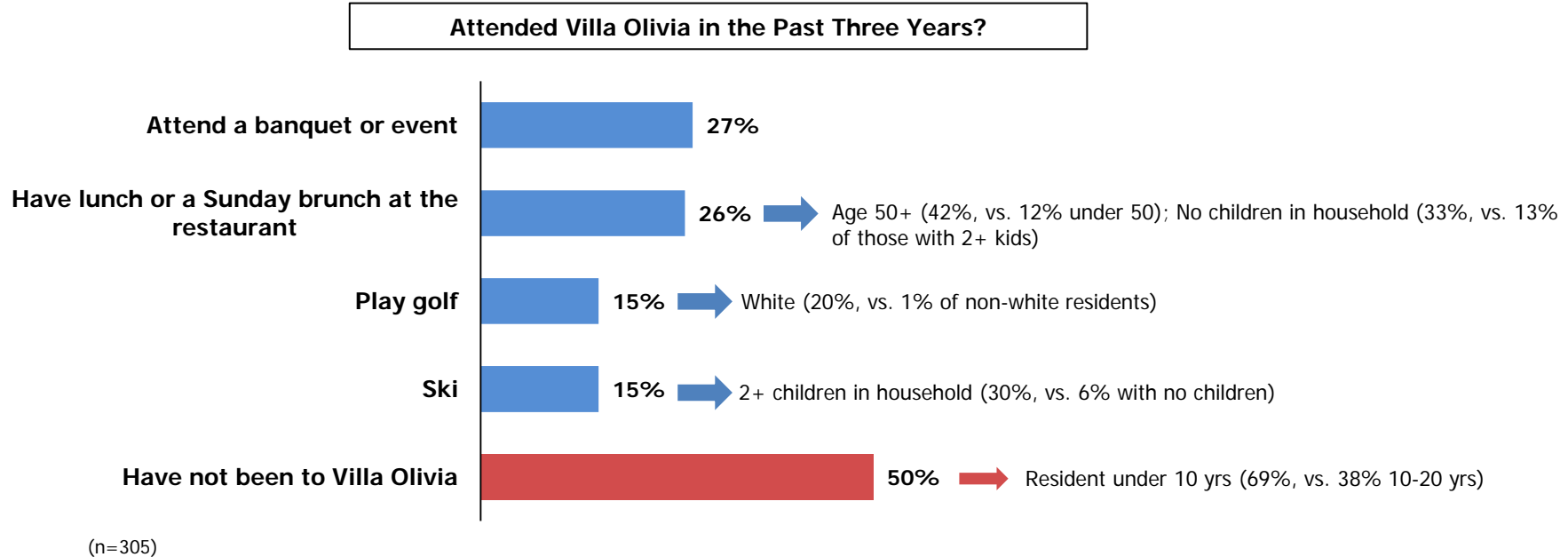
Aware of Bartlett PD Acquisition of Villa Olivia



Q28. Are you aware that the Bartlett Park District purchased and has managed Villa Olivia since late 2010?

While Most are Aware That BPD Manages Villa Olivia, Only Half of Bartlett Residents Have Been There Recently

- Of the half (50%) who report going to Villa Olivia in the past three years, most did so to attend an event or to dine at the restaurant
- Only about one in seven report having gone to play golf or go skiing (15% each)
- Non-visitors (50%) tend to be the newest Bartlett residents (who are likely less familiar with the facility)



When Asked Why They Hadn't Visited Villa Olivia, Most Cannot Cite a Concrete Reason

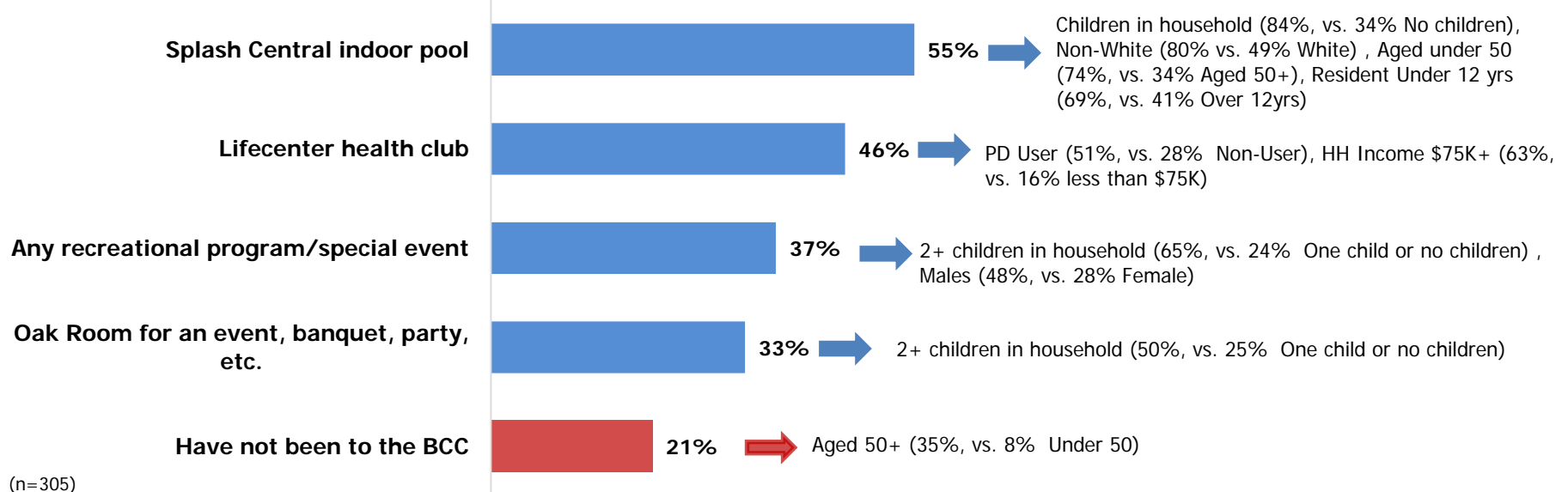
Reasons for Not Visiting Olivia (n=143)	Sample Verbatims
Haven't had an opportunity/reason to go (29% Overall)	<ul style="list-style-type: none"> • "There hasn't been an occasion or need." • "Nobody invited me." • "No banquet to be invited to."
Don't know/No particular reason (25%)	<ul style="list-style-type: none"> • "There isn't a reason." • "No specific reason." • "I keep meaning to try their brunch or fish fry, but forget to do it."
Prefer other options (21%)	<ul style="list-style-type: none"> • "Our socializing is met elsewhere through other outlets such as family and church. When you think of restaurants, you don't think of Villa Olivia. You think of <name of local restaurant> which is physically located next to Villa Olivia. The restaurant at Villa Olivia, it's an occasion thing. They don't market themselves well. There is no sense of awareness. <Name of local restaurant> is a sports, dining room and you don't think of Villa Olivia in that way." • "It's a kind of a bar and grill and I have little kids. I don't like to take them to that kind of place. They have drinking and that sort of thing there. I would rather take my kids to a more family friendly place."
Don't golf or ski (16%)	<ul style="list-style-type: none"> • "We are not golfers or skiers." • "I'm too old to ski and I quit golf." • "I don't ski anymore, and I haven't played golf in years."
Too Expensive (7%)	<ul style="list-style-type: none"> • "Too expensive, it is about 40% above what it should be." • "It is expensive, and I don't feel that as a resident they offer a good enough discount. I think they should offer family discounts for Bartlett residents, or Bartlett Family Resident Days." • "It's expensive. They charge too much for stuff there. It was expensive before they bought it and now it's even more expensive."
Unaware it was managed by the Park District/ Open to the Public (7%)	<ul style="list-style-type: none"> • "This is my first time hearing about it." • "I've only lived here for not even two years, I'm not that familiar with it and have come to be more familiar with it."

VIII. Bartlett Park District Community Center

Four in Five Residents Have Been to the Bartlett Community Center Recently

- Overall, 79% local residents report going to the BCC in the past three years, most often to Splash Central (55%) and the health club (46%)
 - Not surprisingly, younger residents (74%), those with children (84%), and newer residents who have been in Bartlett less than 12 years (69%) are most likely to have been to Splash Central
 - It is interesting to note that non-white residents are almost twice as likely (80%) to use Splash Central as white residents (49%)
- Households with multiple children tend to take advantage of recreational programs (65%) and events at the Oak Room (50%) more often than households with none or one child
- Note that at least a third (35%) of the oldest residents over age 50 have not been to the BCC recently

Attended Bartlett Community Center in the Past Three Years?

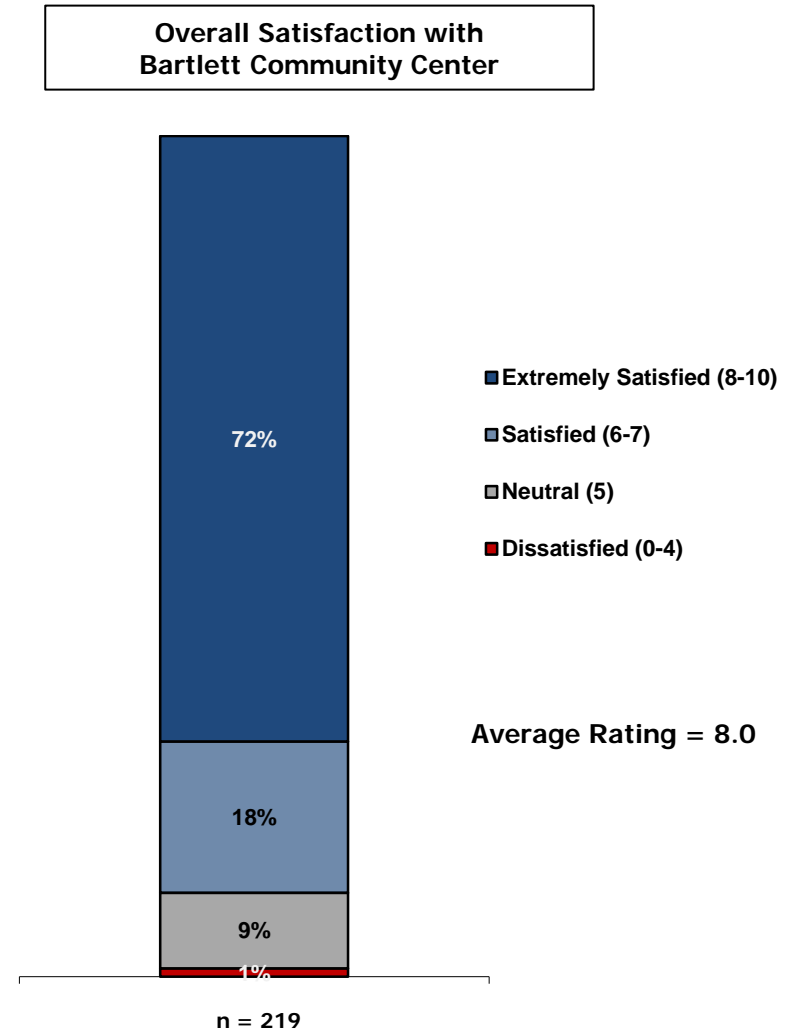


Q31. In the past three years, have you or anyone in your household been to the Bartlett PD Community Center's...?

Nearly Three in Ten Residents Cite Their Age And Not Having Young Children As Top Reasons for Not Using the BCC

Reasons for Not Visiting the BCC (n=86)	Selected Verbatims
No particular reason (19% overall)	<ul style="list-style-type: none"> “It just hasn’t come up. There’s not anything wrong with it. We just haven’t gone.” “No specific reason”
Kids are grown/No young children (15%)	<ul style="list-style-type: none"> “My kids are all college age. We used it quite a bit when they were little. We used to use the splash pool and other activities, but now they’re all grown up.”
Age – Too old/Senior citizen (13%)	<ul style="list-style-type: none"> “We are all too old in this household. Our nieces and nephews go there. It is just not for us.” “We are older, [we] just don’t use that kind of stuff.”
No interest/Nothing of interest (10%)	<ul style="list-style-type: none"> “There’s no interest. Indoor tennis would be interesting. There is nothing to do if you aren’t into physical fitness.” “Nothing that interests me.”
Too Expensive (10%)	<ul style="list-style-type: none"> “Mainly cost. I think it’s outrageous and they use the taxes that we pay and then charge \$300 to join.” “It’s too expensive and I cannot afford it.”
No need for the community center (9%)	<ul style="list-style-type: none"> “I haven’t needed to rent a facility, but I will have a need in the next year.” “I have a good-sized gym in my own home.”
Health/Mobility Issues (9%)	<ul style="list-style-type: none"> “My husband is 80, has physical disabilities and it’s hard to go places. Before, he did go there and swim.”
Too Busy (8%)	<ul style="list-style-type: none"> “Not enough free time.” “I’m working too much. I don’t have the time and when I do, I need the rest.”
Dates/Times not convenient (7%)	<ul style="list-style-type: none"> “The hours were not convenient to my work schedule.” “Timing, their events conflict with my schedule. Their events are normally in the afternoon and I work.”

- Nine in ten (90%) BCC users report being satisfied with the facilities overall
 - Including 72% who are extremely satisfied
- High satisfaction is consistent across all segments
 - Women tend to be more satisfied with these facilities than men (8.3 vs. 7.6 average, respectively)

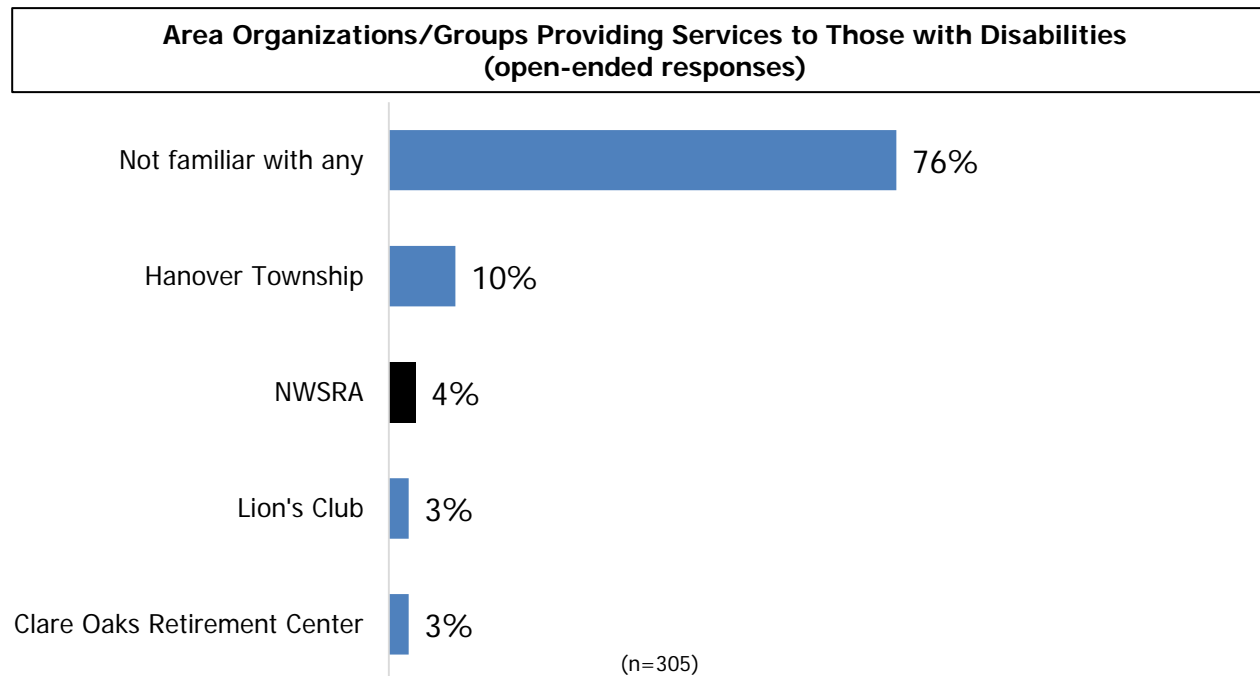


Q32. [Have been to the BCC in the past three years] "Please tell me how satisfied are you with the overall facilities at the Community Center using a zero through ten scale. Zero means you are extremely dissatisfied, ten means you are extremely satisfied, and five is a neutral score."

IX. Northwest Special Recreation Association

Many Residents Were Unable to Identify A Local Organization That Provided Services to the Disabled

- Overall, three in four residents (76%) of residents could not volunteer the name of any organization or group in the area that provides services to the disabled, especially households with two or more children (86% no answer, vs. 69% of those with no children)
- The Northwest Special Recreation Association was mentioned by 4% overall



- However, just over three-fourths (77%) of Bartlett Residents report never hearing of the NWSRA
- White residents tended to be slightly more familiar with NWSRA (13%) than non-white residents (1%)

Familiarity with The Northwest Special Recreation Association



■ Never Heard of Them ■ Not very familiar ■ Somewhat familiar ■ Very familiar

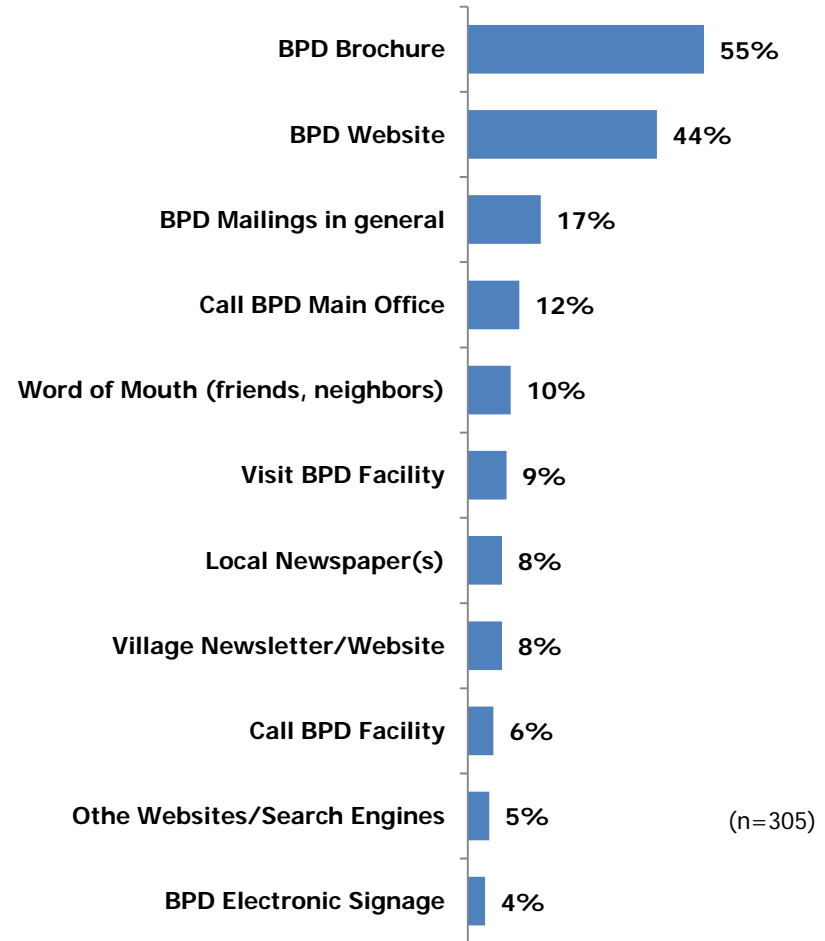
(n=305)

Q38. In general, how familiar are you with the Northwest Special Recreation Association and its services?

X. Bartlett Park District Information Sources

- These two primary sources of BPD information were cited by roughly half of all respondents
 - The brochure is consistently a frequent resource, with at least 45% of all resident segments citing this as a reference (no meaningful differences)
 - Website usage is highest among those under age 40 (66%) and those age 40 to 49 (53%)
 - By comparison, only one in five residents age 60 or older go to the website for information (19%); instead, they tend to look to the brochure (51%) or BPD mailings in general (30%)
- Non-users of BPD parks and facilities most often look to the District's brochure and website for information, but are also more likely than average to cite non-BPD sources, including:
 - Word of mouth (19%, vs. 9% of park users)
 - Village of Bartlett newsletters or website (12%, vs. 7% of park users)

Top Sources for Information on BPD Events, Facilities or Programs



Appendix: Annotated Questionnaire

**Bartlett Park District: 2014 Community Attitude and Interest Survey
Annotated Questionnaire**

N=305 Bartlett residents (heads of households)
Interviewing Dates: March 21 – April 1, 2014

S1. Gender

	Total (n=305)
Male	48%
Female	52%

S4. In what county do you live?

	Total (n=305)
DuPage	61%
Cook	39%

S5. Do you live east or west of Route 59?

	Total (n=305)
East	63%
West	37%

Region (County and East/West of Route 59)

	Total (n=305)
DuPage East	48%
DuPage West	13%
Cook East	15%
Cook West	24%

S6. How many years have you lived in Bartlett? Average = 15.0 years

	Total (n=305)
Less than 10 years	29%
10-12 years	21%
13-20 years	27%
21+ years	23%

1. First I am going to read a list of issues and I would like you to tell me how satisfied you are with each in your community. Please use a zero through ten scale, where zero means you are extremely dissatisfied with that issue, and ten means you are extremely satisfied. Five is a neutral score.

	Mean (avg.) Rating	% Dissatisfied (0-4)	% Neutral (5)	% Satisfied (6-10%)
The amount of open space including trails and natural areas	7.9	3%	8%	89%
The availability of recreational programs and facilities	7.9	2%	14%	84%
Local government services, such as streets, police, fire, etc.	7.8	2%	11%	87%
The number of parks	7.8	5%	12%	83%
Quality of local public schools	5.7	32%	18%	50%
Property taxes	2.8	73%	16%	11%

2. Which one of those local issues is most important to you?
3. Which one is second most important?

	% Most Important (n=305)	% 2 nd Most Important (n=305)
Property taxes	47%	16%
Quality of local public schools	30%	33%
Local government services, such as streets, police, fire, etc.	16%	28%
The number of parks	3%	7%
The availability of recreational programs and facilities	2%	11%
The amount of open space including trails and natural areas	2%	5%

4. I am going to read the names of some groups and agencies in your area. Please give me your overall opinion of each on a zero through ten scale, where zero means you completely dislike that group or agency, and ten means you hold them in the highest regard. Five is a neutral score meaning you do not have an opinion either way. If you are unfamiliar with any of the names, just say so. On a zero through ten scale, how would you rate:

	Of Those Familiar:				Of All Respondents
	Mean (avg.) Rating	% Unfav. (0-4)	% Neutral (5)	% Favorable (6-10)	% Unfamiliar
The Bartlett Park District	8.0	2%	8%	90%	2%
Your county forest preserve district	6.8	4%	31%	65%	16%
Your local village government	6.6	11%	22%	67%	5%
Your township government	6.1	16%	26%	58%	10%

5. First, please tell me what you like most about the Bartlett Park District, or what the Bartlett Park District does particularly well.

	Total (n=305)
Pool/Aquatics	31%
Variety of programs/activities for children	29%
Variety of programs/activities (general)	28%
Facilities/Parks maintained well/Clean	21%
Athletics (soccer and baseball fields, tennis courts)	19%
Community Center	12%
Facilities - General	10%
Lots of parks/Open spaces	9%
Good programs	9%

NOTE: Coded Open-Ended Responses

6. Now, please tell me what you dislike most about the Bartlett Park District, or what the park district needs to improve on the most?

	Total (n=305)
Dislike nothing/Nothing needs to be improved	25%
Don't know	19%
Programs/Activities are too expensive	19%
Hours not convenient/Facilities not open enough hours	7%
Need more non-sport programs/activities for adults	5%
Poor communication	5%
Facilities - general	5%
Make better use of funding/Spending too much of our property taxes	3%

NOTE: Coded Open-Ended Responses

7. As you may know, the Bartlett Park District represents about 4.5 percent of your total property tax bill. Thinking about the services, facilities and programs that the Bartlett Park District provides, and the amount of your property taxes that go to the Park District, how would you rate the overall value of your property taxes that go to the Park District? Please use a zero through ten scale, where zero means the Park District's share represents a poor value, ten means it represents an excellent value and five is average.

	Total (n=305)
Mean (avg.) Rating	6.4
% Poor value (0-4)	8%
% Neutral (5)	32%
% Favorable (6-10)	60%

8. In the past twelve months, have you or has anyone in your household visited or used a Bartlett Park District facility or park?

	Total (n=305)
Yes	81%
No	19%

9. Which Bartlett Park District facilities or parks have you or others in your household been to in the past twelve months?

	Total (n=237) *
Apple Orchard Community Park	19%
Apple Orchard Golf Course	6%
Bartlett Aquatic Center	13%
Bartlett Community Center	33%
Bartlett Nature Center	2%
Bartlett Park	9%
Bartlett Skate Park	<1%
Beaver Pond	1%
Blue Heron Park	<1%
Centennial Park	<1%
Coyote Junction	1%
Donald Schrade Gymnasium/ Schrade Gymnasium	10%
Fairview Park	2%
Firefighter's Park	1%
Glen Koehler Fields	5%
Green Meadows Park	<1%
Happy Trails Park	1%
Hidden Oaks Park	<1%
Hilltop Park	-

(cont'd)	Total (n=237) *
Humbracht Park	1%
Huntington Meadows	<1%
James "Pate" Philip Nature Center	<1%
Kermit's Corner	1%
Leiseberg Park	7%
Lifecenter Health Club/ Fitness Center	8%
Nature Ridge Park	<1%
Newport Park	1%
O'Brien Woods/Trails	1%
Oak Grove Park	3%
Oak Room/banquet room at Community Center	1%
Park District Office	1%
Riley's Run / dog park	4%
Schoppe Park	<1%
Schrader Park	<1%
Splash Center/Indoor pool	18%
Stuckman Basin	1%
Sunrise Park/Sunrise Disc Golf Course	3%
Sunset Park	<1%
Tallgrass Park	3%
Trails (General)	2%
Valley View Park	<1%
Villa Olivia	12%
Walnut Corner	-
Winding Creek	<1%
Don't know/don't recall	17%

*Asked if "Yes" at Q8

10. Based on your recent experience, how satisfied are you with the Bartlett Park District facilities in the following areas, using a zero through ten scale? Again, zero means you are extremely dissatisfied, ten means you are extremely satisfied, and five is a neutral score. If you are not familiar with any of these areas, just say so. Using that scale, how satisfied are you with:

	Average (mean)	% Dissatisfied (0-4)	% Neutral (5)	% Satisfied (6-10)
The overall cleanliness and maintenance of park buildings and facilities	8.4	3%	2%	95%
The overall cleanliness and maintenance of the community parks	8.3	1%	4%	95%
The number and variety of park district facilities available	8.0	3%	8%	89%
The level of service provided by Park District Staff	8.0	2%	11%	87%
The number and variety of parks available	7.9	2%	7%	91%

NOTE: Top-Three-Box Rating ("4," "9" or "10: Extremely Satisfied" on a 11 point scale)

- 11A. (IF DISSATISFIED WITH Q10A OR Q10B): Which parks, buildings or facilities do you think are not particularly clean or maintained?

Total (n=9)*
n=4: Don't know/don't recall, parks in general
n=1 case each: Apple Orchard; Ruzicka; Koehler; Log cabin; Aquatic center

*Asked if Q10a or Q10b <5

- 11B. (IF DISSATISFIED WITH Q10C OR Q10D): Which types of parks or facilities would you like to see offered and where?

Total (n=13)*
n=6: Don't know, can't think of anything
n=2: location specific
n=5: other responses (no patterns)

*Asked if Q10c or Q10d <5

- 11C. (IF DISSATISFIED WITH Q10E): In what ways could park district staff be more helpful or provide better service?

Total (n=10)*
n=3: Don't know, no problems or issues
n=5: More friendly
n=2: More knowledgeable, pay closer attention

*Asked if Q10e <5

12. What are some of the reasons your household has not used a Bartlett Park District facility in the past year?

	Total (n=68)*
Too busy/Don't have time	38%
Just not interested	24%
Do not have children or children are grown	21%
Too old/Retired	13%
Cost/Fees are too high	10%
Poor health, mobility issues	8%
Use other facilities for recreation, activities	7%
No particular reason	3%
Other	1%

*Asked if Q8 = "No"

13. Why do you dislike the Park District or its facilities, or what negative experiences have you had? (NO RESPONSES: No one rated cited "bad BPD experience" in Q12 as reason for non-usage)

14. In the past twelve months, have you or has anyone in your household participated in any Bartlett Park District programs or events?

	Total (n=305)
Yes	43%
No	57%

15. [IF Q14=1]: In which Bartlett Park District programs or events have you or other household members participated in the past year?

Youth Athletics Under 18

	Total (n=123)*
YOUTH ATHLETICS - NET	60%
Swimming/aquatics	30%
Soccer	25%
Basketball	8%
Baseball/softball	7%
Football/Flag football	5%
Gymnastics	5%
Fitness programs	3%
Golf	1%
Tennis	1%
Skiing	<1%
Lacrosse	-
Martial arts	-
Other – specify	17%

*Asked if Q14 = "Yes"

Adult Athletics

	Total (n=123)*
ADULT ATHLETICS - NET	33%
Swimming/aquatics	13%
Fitness programs (yoga/pilates)	11%
Soccer	7%
Golf	4%
Basketball	2%
Baseball/softball	1%
Martial arts	-
Skiing	-
Tennis	-
Other – specify	4%

*Asked if Q14 = "Yes"

Programs

	Total (n=123)*
PROGRAMS - NET	27%
Youth arts programs (dance, music, art)	4%
Early childhood/preschool programs	3%
Theatre programs	3%
Programs for seniors	2%
Youth nature/environmental programs	2%
Adult education programs/learning opportunities	1%
Adult general interest programs (e.g., hobbies)	<1%
Teen activities/programs	-
Other – specify	15%

*Asked if Q14 = "Yes"

Community/Special Events

	Total (n=123)*
OTHER PROGRAMS/EVENTS - NET	40%
4 th of July event(s)	10%
Apple Blossom Run	6%
Easter Egg Hunt	5%
Open gym	5%
Volleyball	5%
Dance	4%
Art Fair	3%
National Night Out	3%
Holiday Events	2%
Other – specify	15%

*Asked if Q14 = "Yes"

	Total (n=123)*
Other – uncategorized	1%
Can't recall	<1%

*Asked if Q14 = "Yes"

16. Thinking about all of the Bartlett Park District's programs in which your household has participated over the past twelve months, how satisfied are you overall with those programs on a zero through ten scale? Zero means you are extremely dissatisfied, ten means you are extremely satisfied, and five is a neutral score.

	Total (n=123)*
Mean (avg.) Rating	8.6
% Dissatisfied (0-4)	0.4%
% Neutral (5)	4%
% Very satisfied (6-10)	97%

*Asked of those who have participated in a Park District program in the past year.

17. Why are you not more satisfied with the park district's programs or events?

Total (n=1)*
n=1: Programs are too expensive

*Asked if Q16 < 5

18. What are some of the reasons why your household has not participated in a Bartlett Park District program or event in the past year?

	Total (n=182)*
Too busy/Don't have time	25%
Just not interested – e.g., not very active	23%
Do not have children or children are grown	22%
Program times/Dates not convenient	9%
Cost/Fees are too high	8%
No particular reason	6%
Use other facilities for recreation programs, activities	6%
Too old/Retired	5%
Poor health, mobility issues	4%
Programs don't meet my needs	3%
Travel too much	3%
Location issues, lack of transportation	1%
Unaware of/Unfamiliar with BPD programs/events	1%
Other	5%

*Asked if Q14 = "Yes"

19. Why do you dislike the Bartlett Park District's programs or events, or what negative experiences have you had? (NO RESPONSES: No one rated cited "bad BPD experience" in Q18 as reason for non-usage/non-participation)

20. Please describe the registration issues you have had with the Park District's programs or events? (NO RESPONSES: No one rated cited "bad registration experience" in Q18 as reason for non-usage/non-participation)

21. The next few questions are about outdoor recreation facilities in general, whether they are provided by a park district or any other source. First, please tell me if your household either currently uses or has a need or interest in using each of the following types of outdoor facilities.

Does your household currently use or have a need or interest in using:

	Total % "yes" (n=305)
Neighborhood parks near your home	66%
Natural open space areas	61%
Outdoor artificial turf fields for sports	19%
Lacrosse fields	9%
Other outdoor recreational facilities	9%
Cricket fields	5%
Tennis courts	5%
Bike/Walking path/Trails	4%
Dog park	4%
Pickleball courts	4%
Soccer fields	3%
Frisbee golf	2%
Golf courses	2%
Ice rink	1%
Picnic areas	1%
Pools	1%
Skate park	1%
Softball fields	1%
None	19%

22. Thinking about all of the **outdoor** recreation facilities and opportunities in Bartlett, please rate how well your household's need or interest in each of the following is currently being met, using a zero through ten scale. Zero means your household's needs are not being met at all, and ten means it is completely met. Five is an average score.

	Mean (avg.) Rating	% Unmet Need (0-4)	% Average (5)	% Need is Met (6-10)
Natural open space areas (n=172)	7.7	3%	17%	80%
Neighborhood parks near your home (n=171)	7.5	5%	18%	77%
Other (n=101)	5.3	41%	12%	47%
Outdoor artificial turf fields for sports (n=41)	3.8	53%	15%	32%
Cricket fields (n=13)**	3.7	46%	36%	18%
Lacrosse fields (n=24)**	2.9	63%	15%	22%
Pickleball courts (n=15)**	1.9	74%	9%	17%

*Asked of each Q21 item selected

** Note: Mean score and percentages are based on very small n of cases

23. Which one of the types of outdoor recreation facilities that we have discussed, if any, do you think should be the top priority for the Bartlett Park District to expand, improve, or add?

	Total (n=305)
Neighborhood parks near your home	17%
Natural open space areas	13%
Outdoor artificial turf fields for sports	7%
Lacrosse fields	4%
Pickleball courts	2%
Cricket fields	<1%
Other	21%
None should be a top priority	36%

24. Now I am going to read three statements, and then please tell me with which statement you agree most.

	Total (n=305)
The Bartlett Park District should provide more developed park space for activities such as sports fields, playgrounds, etc.	18%
The Bartlett Park District should provide more undeveloped park and open space for passive recreation such as natural areas and trails	23%
The Bartlett Park District currently has enough park space for both activities and passive recreation	59%

25. The next few questions are about **indoor** recreation facilities in general, whether they are provided by a park district or any other source. First, please tell me if your household either currently uses or has a need or interest in using each of the following types of indoor facilities.

Does your household currently use or have a need or interest in using:

	Total % "yes" (n=305)
Fitness and health club facilities	55%
Rental facilities for parties, banquets, events, etc.	45%
Gym space for basketball, volleyball, or other gym activities	38%
Indoor ice rink	27%
Indoor soccer facilities or space	19%
Indoor pools	7%
Tennis	2%
Lacrosse	1%
Other indoor recreational facilities	2%
None	19%

26. Thinking about all of the indoor recreation facilities and opportunities in Bartlett, please rate how well your household's need or interest in each of the following is currently being met, using a zero through ten scale. Zero means your household's needs are not being met at all, and ten means it is completely met. Five is an average score.

	Mean (avg.) Rating	% Unmet Need (0-4)	% Average (5)	% Need is Met (6-10)
Gym space for basketball, volleyball, or other gym activities (n=86)	7.0	12%	21%	67%
Fitness and health club facilities (n=166)	6.9	10%	26%	64%
Rental facilities for parties, banquets, events, etc. (n=110)	6.8	15%	21%	64%
Indoor soccer facilities or space (n=39)	4.6	39%	25%	36%
Indoor ice rink (n=76)	2.6	72%	9%	19%
Other (n=43)	4.4	45%	4%	51%

*Asked of each Q25 item selected

27. Which one of those types of indoor recreation facilities that we have discussed, if any, do you think should be the top priority for the Bartlett Park District to expand, improve, or add?

	Total (n=305)
Fitness and health club facilities	16%
Indoor ice rink	15%
Gym space for basketball, volleyball, or other gym activities	12%
Rental facilities for parties, banquets, events, etc.	11%
Indoor soccer facilities or space	8%
Other	12%
None should be a top priority	27%

*Other (Specify) item from Q25F supplied

28. The next few questions are about Villa Olivia. First, are you aware that the Bartlett Park District purchased and has managed Villa Olivia since late 2010?

	Total (n=305)
Yes	80%
No	20%

29. In the past three years, have you or anyone in your household been to Villa Olivia to:

	Total: % yes (n=305)
Attend a banquet or event	27%
Have lunch or a Sunday brunch at the restaurant	26%
Play golf	15%
Ski	15%
None/Not Attended Villa Olivia in Past Three Years	50%

30. Is there a reason why you have not been to Villa Olivia in the past three years?

	Total (n=143)*
Haven't had an opportunity/reason to go	29%
Don't know/No particular reason	25%
Prefer other options	21%
Don't golf or ski	16%
Too expensive	7%
Unaware it is managed by the Park District/Open to the public	7%
No longer active/mobility issues (senior citizens)	3%

NOTE: Coded Open-Ended Responses.

*Asked if "No" to all items in Q29

31. In the past three years, have you or anyone in your household been to the Bartlett Park District Community Center's:

	Total % "yes" (n=305)
Splash Central indoor pool	55%
Lifecenter health club	46%
For any recreational programs or special events	37%
Oak Room for an event, banquet, party, etc.	33%
None/Not Attended BCC in Past Three Years	21%

32. Please tell me how satisfied you are with the overall facilities at the Community Center using a zero through ten scale. Zero means you are extremely dissatisfied, ten means you are extremely satisfied, and five is a neutral score.

	Total (n=219)*
Mean (avg.) rating	8.0
Dissatisfied (0-4)	1%
Neutral (5)	9%
Satisfied (6-10)	90%

NOTE: "0-Extremely dissatisfied", "5-Neutral", "10-Extremely satisfied" (on a 11 point scale)
*Asked if "Yes" to any item in Q31

33. Why are you not more satisfied with the facilities at the Bartlett Park District Community Center?

	Total (n=3)*
Not enough cardio equipment at health center	n=1
Dislike that they charge to use the walking track	n=1
Lack of information about facilities	n=1

NOTE: Coded Open-Ended Responses
*Asked if Q32 <5

34. Is there a reason why you have not used the Bartlett Park District Community Center in the past three years?

	Total (n=86)
No particular reason	19%
Kids are grown/No young children	15%
Age – Too old/Senior citizen	13%
No interest/Nothing of interest	10%
Too expensive	10%
Health/Mobility issues	9%
No need for the community center	9%
Too busy	8%
Dates/Times not convenient	7%
Other	9%
Don't know	1%

NOTE: Coded Open-Ended Responses
*Asked if "No" to all items in Q31

35. In general, when you need information about a Bartlett Park District event, facility or program, from what sources do you usually get that information?

	Total (n=305)
BPD brochure	55%
Go to the BPD website	44%
BPD mailings in general	17%
Call BPD main office/administrative office	12%
Word of mouth from friends, neighbors	10%
Visit a BPD facility	9%
Local newspaper(s)	8%
Village of Bartlett newsletters/website	8%
Call a BPD facility	6%
Go to other websites/search engines (Google)	5%
BPD Signage/Marquee	4%
Bartlett Park District email newsletter	1%
Social media sites such as Twitter or Facebook	-
Other	1%
Don't know/No need	3%

36. Overall, what one thing could the Bartlett Park District add or improve to serve you and your household better?

	Total (n=305)
No Suggestions/Don't know	37%
More affordable programs/activities	11%
More/better programs/activities/classes	6%
More/better communication about programs/activities	6%
More affordable gym memberships	5%
Indoor ice rink	4%
Better website/Online booking/Payments/Registration	4%

NOTE: Coded Open-Ended Responses

37. Which groups or organizations in the area specifically provide services to people with disabilities in the Bartlett area?

	Total (n=305)
Not familiar with any	76%
Hanover Township	10%
NWSRA	4%
Lions Club	3%
Clare Oaks Retirement Center	3%
Local township (not specific)	2%
Churches	1%
Wayne Township	1%
VFW	1%

NOTE: Coded Open-Ended Responses

38. In general, how familiar are you with the Northwest Special Recreation Association and its services? Would you say you are:

	Total (n=305)
Very familiar with them	2%
Somewhat familiar	8%
Not very familiar	13%
Have never heard of them	77%

D1. In what year were you born?

Respondent Age	Total (n=305)
Mean (average) Age	49.1
Under 40	28%
40 to 49	27%
50 to 59	23%
60+	22%

D2. What is your marital status? Are you currently:

	Total (n=305)
Married or living with a partner	78%
Single (can include divorced, separated, widowed, never married)	19%
Refused	3%

D3. Including yourself, how many people live in your household?

	Total (n=305)
Live alone	9%
Two household members	25%
Three household members	17%
Four household members	32%
Five or more	17%

Children

	Total (n=305)
No children	57%
One	10%
Two or More	33%

Note: Includes those who indicated they live alone in D3.

D5. Which of the following best describes you? Are you:

	Total (n=305)
White or Caucasian	75%
Black or African American	3%
Asian	11%
Hispanic	3%
Other	4%
Refused	4%

D7. Last year, was your total household income, before taxes:

	Total (n=305)
Under \$50,000	13%
\$50,000 to \$100,000	30%
\$100,000 and Over	36%
Refused	21%