



# WARREN CO. OUTDOOR ACTIVITIES & PARK SURVEY

Warren County Park District

9/18/2024

Warren County  
**PARK DISTRICT RASOR**  
 Enjoy. Play. Preserve.

*Final version with ML  
Comments incorporated  
3/3/25*



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# BACKGROUND

Warren County Park District is working with RASOR and Human Nature Inc. to update their master plan. As part of these efforts, they sought to include a quantitative survey that represents the Warren County, OH public audience and is reflective of both active (ball fields, playgrounds) and passive (nature trails) park users, across popular park activities. WCPD wished to better understand what the public wants from their local park district and use this knowledge as an integral part of the strategic planning process.

RASOR contacted NuVoodoo Media Services, as their trusted research partner, to accommodate and fulfill the survey research portion of the WCPD project.

# RESEARCH OBJECTIVES

At the onset of our research project, the following over-arching objectives were established in coordination with client need and alignment in support of the Warren County Park District's Strategic Plan efforts.

- Establish a baseline understanding of community/public awareness and use of Warren County Parks
- Gather the public's opinions and expectations for the parks
- Seek to better understand community members' concerns, drivers and barriers to park use
- Uncover the sentiments and habits that can assist Warren County Park District in staying relevant and building a beloved and frequently visited park system for the future

# METHODOLOGY & PROCESS

NuVoodoo Media Services recommended an online survey tool as the best method to meet research objectives. Online surveys, programmed to accommodate various devices (PC, Mobile, Tablet), are the best way to reach a variety of target audiences and gather quantifiable information in the most timely and organized manner. We engaged both a national sample supplier and used Warren County Park District email lists to reach a wide variety of Warren County, Ohio residents.

Our goal was to create an impartial survey that honestly answered research objectives. We purposefully designed questions and survey flow (question order) to eliminate as much undue influence and bias as possible. To assure we heard from both active and passive users, we asked about their use and visitation of key park features from 2021 to now. This allows us to group survey responses by these key target audiences.

*\*PII = Personal Identifiable Information*

# METHODOLOGY & PROCESS

After finalizing the survey, it was programmed, tested (PC and Mobile) and launched. We monitored the survey for target audience participation and sent daily updates.



## SURVEY LAUNCH

August 19, 2024

To panel and email invites sent by WCPD



## MONITORING & SURVEY CLOSE

Monitored for target audience fulfillment, abandonment, completion pace

Closed:  
September 3, 2024

N = 365



## ANALYSIS & REPORTING

Engaged analytical tool and report creation to answer research objectives.

Report and Data File to client: September 18, 2024

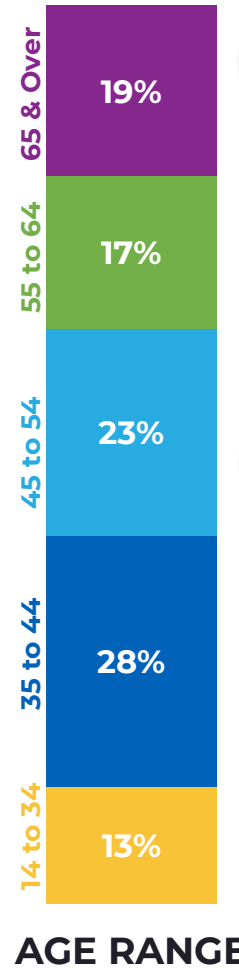
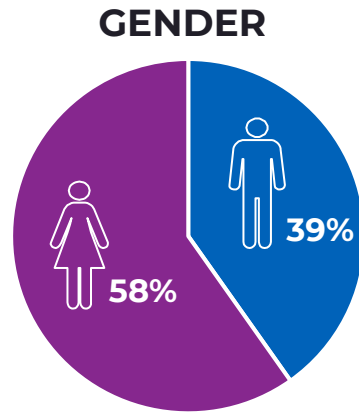
# SURVEY DETAILS N=365

## Respondent Demographics

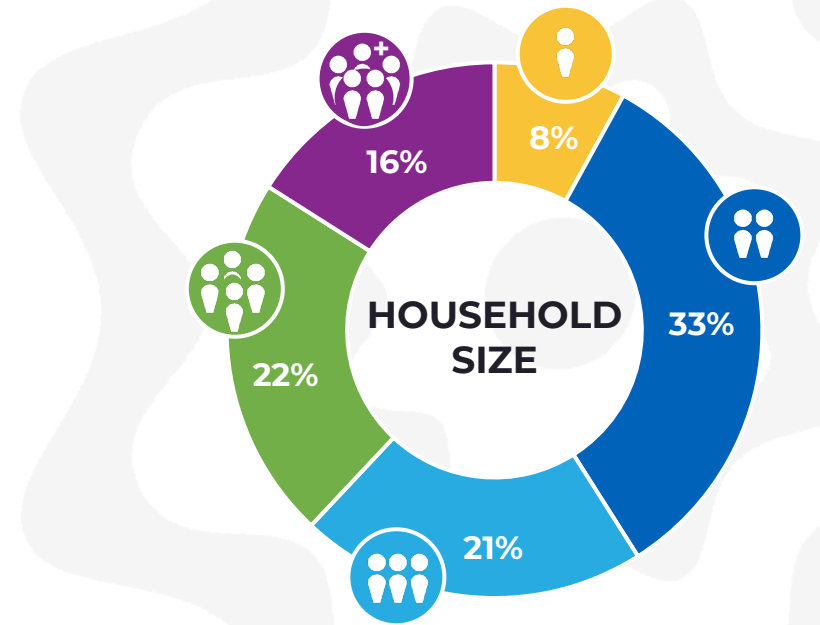
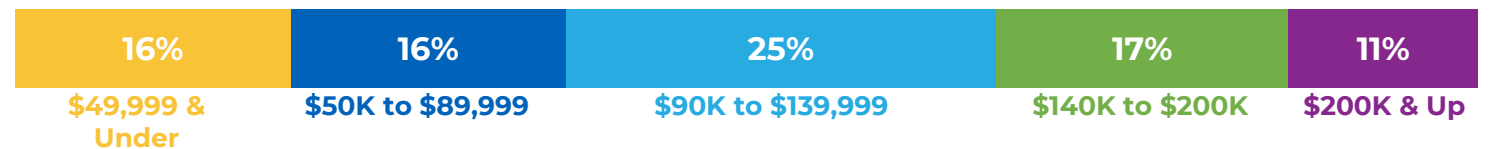
Panel members were required to be Warren County residents, but WCPD list members represented natural fallout. Soft quotas were set to monitor completes by age to track with county representation.

# 92%

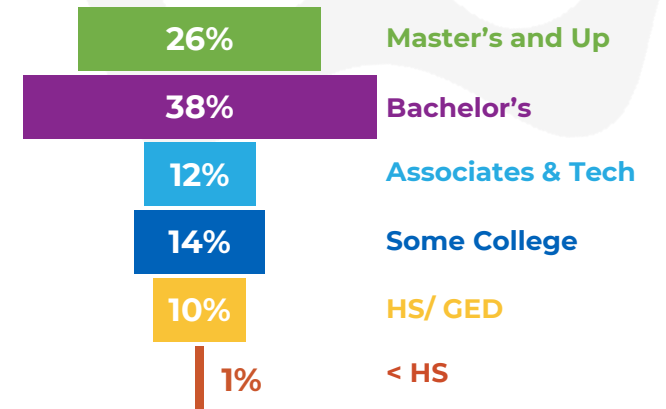
WARREN COUNTY, OH RESIDENTS



### HOUSEHOLD INCOME



### EDUCATION LEVEL



# REPORT DETAILS

## Target Audiences

We had hoped to include an analysis for the audience, 'WCPD Non-Visitors'. Unfortunately, only 22 of our respondents have 'not visited WCPD parks' and only 5 'do not visit parks'. However, the upside of this is that WCPD parks has a lot of visitors, not only those on their email lists.

For most questions we can include analysis on the following audiences:

- Total respondents for each question
  - Total Survey, N=365
  - WCPD Users, n=338
- Panelists (Panel respondents reached directly by NuVoodoo and not by WCPD, n = 92)
- Self-Selected (WCPD Email List Members, Steering Committee/Focus Group Participants and their networks, and others who found the survey through WCPD outreach, n = 271)

Throughout the document you will see figures that indicate significance testing. In this instance only the Column % or Average statistics are tested (cell comparison method).

EX.	Meaning
34.1% ↑	= significantly <b>higher</b> than other cell values in the column
16.3% ↓	= significantly <b>lower</b> than other cell values in the column

### Other Audience Outcomes:

Warren Co. OH Residents = 337

Non-County Residents = 28

WCPD Park Visitors = 338

WCPD Park Non-Visitors = 27



# REPORT DETAILS

## *Breakout Groups*

While we provide Total Respondent reporting for each question herein, we have made additional data tables available in excel documents. These documents, commonly called 'Banners', show each question across the following, client-indicated, demographic and audience breakouts of interest:

GENDER: Male  
GENDER: Female

AGE: 14 – 34  
AGE: 35 – 44  
AGE: 45 – 54  
AGE: 55 – 64  
AGE: 65 & Over

HHS: Families of 3 & Up  
HHS: 1-2 Adults Only

HHI: \$49,999 and Below  
HHI: \$50K - \$89,999  
HHI: \$90K - \$139,999  
HHI: \$140K - \$200K  
HHI: Over \$200K

EDU: Less than Bachelor's  
EDU: Bachelor's and Up

ACTIVITY: Sports fields/ courts  
ACTIVITY: Paved biking/ walking trails  
ACTIVITY: Hiking/ nature trails  
ACTIVITY: Playgrounds  
ACTIVITY: Shelters and picnic areas  
ACTIVITY: Natural features (Woods, meadows, prairies, wetlands, rivers, lakes)  
ACTIVITY: Outdoor community event spaces

# EXECUTIVE SUMMARY

WCPD mission appears strong with its most engaged visitors



Nature and outdoor features and programs, that serve the public good, have the most support across key metrics

Specialized outdoor activities, including sports, have the least support across multiple measures.

Language, communication and marketing targeted toward sentimentality in 'pride of place' and 'our parks' may help build familiarity and increase visitation.

Further investigation within the BANNERS is encouraged to discover if specific breakout groups are driving trends.

# DETAILED FINDINGS

By survey question order (excluding demos)

Most respondents used/ visited many park and outdoor features widely available throughout the Warren County Park District system.

Those panelists with the WCPD visited ‘dog parks’ and ‘camping areas’ more. These respondents also were less likely to have used/ visited some of the most popular activities overall.

Park & Outdoor Activities <i>n=365</i>		Panelists	Self-Selected
Shelters and picnic areas	66.8%	60.9%	68.6%
Hiking / nature trails	66.6%	48.9% ↓	72.7% ↑
Paved biking / walking trails	65.2%	46.7% ↓	71.6% ↑
Natural features (Woods, meadows, prairies, etc.)	63.0%	52.2% ↓	66.8% ↑
Playgrounds	55.6%	52.2%	56.5%
Sports fields / courts	43.6%	41.3%	43.9%
Outdoor community event spaces	42.7%	44.6%	42.1%
Fishing / boating	34.8%	42.4%	32.1%
Canoeing / kayaking	31.8%	27.2%	33.2%
Indoor community event spaces	28.5%	28.3%	28.4%
Splash pad / water play	26.3%	28.3%	25.5%
Golf course	25.8%	29.3%	24.4%
Dog park	24.1%	37.0% ↑	19.9% ↓
Camping areas	23.8%	34.8% ↑	20.3% ↓
Mountain bike trails	14.5%	12.0%	15.1%
Disc golf	13.4%	12.0%	14.0%
Equestrian / horse trails	3.6%	7.6% ↑	2.2% ↓

**Armco Park** was the most frequently mentioned park, appreciated for its cleanliness, walking paths (both paved and natural), playgrounds, shelters for picnics, disc golf, biking, fishing, and the variety of activities it offers (pickleball, volleyball, kayaking). Respondents also note it's family-friendly with good amenities.

WCPD PARKS	MENTIONS
Armco	157
Landen Deerfield	59
Hisey	48
Gulley	13
Bowman	11
Morrow Veterans	7
Clint Fultz River	6
Kesling	3
Carmody	2
Keever Trails	1
Hatton Lukens	
Ivins	
Minard	

**Landen-Deerfield Park** is frequently visited for its playgrounds, splash pad, hiking trails, and sports activities. It's also known for Tech-Free Tuesdays and creek access.

**Hisey Park** is also popular. Many mention its observatory, scenic nature trails, climbing playground features, and events like the Fall Festival. It's also recognized for its dog park, walking trails, and peaceful environment.

*Armco because it is close. I like that it has paved walking/biking as well as natural hiking option. The hills give a great workout and walking by the lake gives a nice view. The playgrounds are really nice when the grandkids come to visit. I also like Hisey Park because the playground is very nice with great climbing features and the restrooms are right there for the kids. – Female, 73*

Other Park Mentions:

Caesar Creek	46
Harmon	34
Miller	19
Cottell	18
Little Miami	16
Kingswood	14
Mounts	13
Patricia Allyn	13
Pine Hill	12
Carter	10
Makino	10
Mason Sports	10
Franklin City	10
Springboro	7
Clear Creek	6
North Park	6
Spring Valley	3
Hazel Woods	3

Far and away, Armco and Landen Deerfield lead the pack; Armco especially so among our self-selected respondents.

Keever Trails and Minard have significantly more mentions by our panelist respondents.

Further investigation is warranted to understand what those parks offer these visitors specifically. Is it location? Features? Use/situational? Exploration may expose motivations that can assist with planning, marketing and communication development.

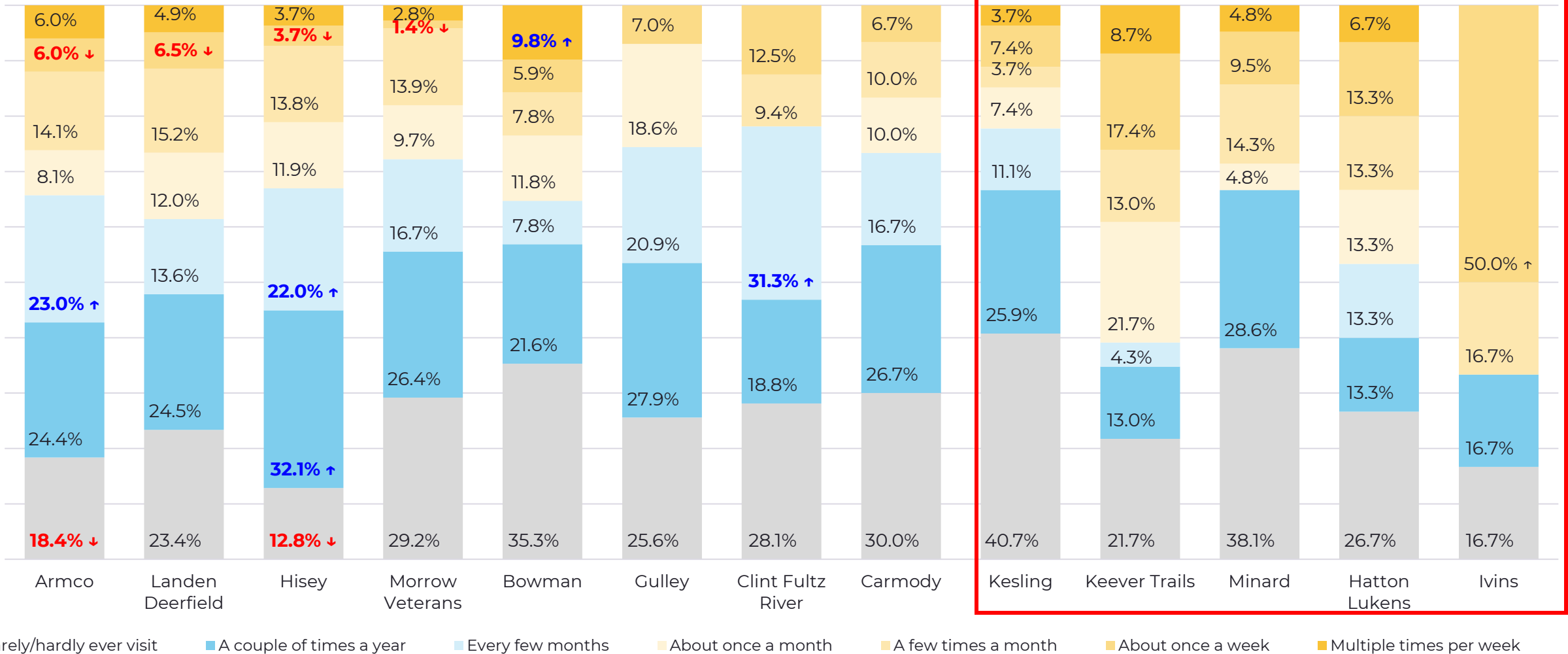
Most Mentions

Least Mentions

	WCPD Park Visitation <i>n=365</i>		Panelists	Self-Selected
Armco	77.5%	47.8% ↓	87.8% ↑	
Landen Deerfield	50.4%	43.5%	52.8%	
Hisey	29.9%	12.0% ↓	35.8% ↑	
Morrow Veterans	19.7%	19.6%	19.9%	
Bowman	14.0%	15.2%	12.9%	
Gulley	11.8%	6.5%	13.7%	
Clint Fultz River	8.8%	6.5%	9.2%	
Carmody	8.2%	9.8%	7.7%	
Kesling	7.4%	8.7%	7.0%	
Keever Trails	6.3%	12.0% ↑	4.4% ↓	
Minard	5.8%	12.0% ↑	3.7% ↓	
Hatton Lukens	4.1%	5.4%	3.3%	
Ivins	1.6%	3.3%	1.1%	
I have never visited any of these parks	7.4%	21.7% ↑	2.6% ↓	

While Armco may receive more unique (unduplicated) visitors, Landen Deerfield and Bowman appear to enjoy more frequent activity. Understanding what motivates these guests to visit more frequently can help build marketing strategy.

### WCPD User\* Visit Frequency





Panelists report visiting different WCPD parks more often than their self-selected counterparts, such as Gulley, Landen Deerfield, and more.

### WCPD User\* Visit Frequency by Panelists / Self-Selected

Row %	SOURCE	Rarely/hardly ever visit	A couple of times a year	Every few months	About once a month	A few times a month	About once a week	Multiple times per week
Armco	PANELISTS	13.6%	11.4% ↓	29.5%	11.4%	18.2%	6.8%	9.1%
	SELF-SELECT	19.3%	26.9% ↑	21.8%	7.6%	13.0%	5.9%	5.5%
Landen Deerfield	PANELISTS	7.5% ↓	25.0%	10.0%	10.0%	35.0% ↑	10.0%	2.5%
	SELF-SELECT	28.0% ↑	24.5%	14.7%	11.9%	9.8% ↓	5.6%	5.6%
Hisey	PANELISTS	0.0%	9.1%	45.5% ↑	18.2%	18.2%	0.0%	9.1%
	SELF-SELECT	14.4%	35.1%	18.6% ↓	11.3%	13.4%	4.1%	3.1%
Morrow Veterans	PANELISTS	11.1%	22.2%	16.7%	22.2% ↑	22.2%	0.0%	5.6%
	SELF-SELECT	35.2%	27.8%	16.7%	5.6% ↓	11.1%	1.9%	1.9%
Bowman	PANELISTS	14.3%	28.6%	14.3%	21.4%	7.1%	7.1%	7.1%
	SELF-SELECT	45.7% ↓	20.0%	5.7%	8.6%	5.7%	5.7%	8.6%
Gulley	PANELISTS	0.0%	33.3%	16.7%	16.7%	0.0%	33.3% ↑	0.0%
	SELF-SELECT	29.7%	27.0%	21.6%	18.9%	0.0%	2.7% ↓	0.0%
Clint Fultz River	PANELISTS	0.0%	16.7%	16.7%	0.0%	50.0% ↑	16.7%	0.0%
	SELF-SELECT	36.0%	16.0%	36.0%	0.0%	0.0% ↓	12.0%	0.0%
Carmody	PANELISTS	0.0% ↓	22.2%	22.2%	11.1%	33.3% ↑	11.1%	0.0%
	SELF-SELECT	42.9% ↑	28.6%	14.3%	9.5%	0.0% ↓	4.8%	0.0%
Kesling	PANELISTS	12.5%	25.0%	25.0%	12.5%	12.5%	12.5%	0.0%
	SELF-SELECT	52.6%	26.3%	5.3%	5.3%	0.0%	5.3%	5.3%
Keever Trails	PANELISTS	0.0%	0.0%	0.0%	36.4%	27.3%	27.3%	9.1%
	SELF-SELECT	41.7%	25.0%	8.3%	8.3%	0.0%	8.3%	8.3%
Minard	PANELISTS	9.1%	36.4%	0.0%	9.1%	27.3%	9.1%	9.1%
	SELF-SELECT	70.0%	20.0%	0.0%	0.0%	0.0%	10.0%	0.0%
Hatton Lukens	PANELISTS	0.0%	0.0%	0.0%	40.0%	20.0%	20.0%	20.0%
	SELF-SELECT	33.3%	22.2%	22.2%	0.0%	11.1%	11.1%	0.0%
Ivins	PANELISTS	0.0%	33.3%	0.0%	0.0%	33.3%	33.3%	0.0%
	SELF-SELECT	33.3%	0.0%	0.0%	0.0%	0.0%	66.7%	0.0%

Use Directionally Only Small Base Sizes

Another way of uncovering opportunities to increase park visitation is to look at where you're self-selected guests are NOT visiting parks such as Bowman, Carmody and Landen Deerfield as often, while the panelists group visits these parks more frequently.

What features, benefits, and park factors might be impacting visitation?

Overall, seldom visit WCPD parks alone. They also visit with those they're most close to. Who's with the decision-maker has strategic implications for planning and investment as well as communications, marketing and advertising.

As the relationship grows closer/more dependent on the decision maker, so does their likelihood for accompanying the respondent to the park.

### WCPD User\* Companions

Row %	Never	Rarely	Sometimes	Often	Most of the Time	Always
<b>Just me, alone</b>	30.5%	20.4% ↑	24.0%	9.5%	13.0%	2.7% ↓
<b>With my minor children (18 and Under)</b>	42.0% ↑	3.3% ↓	13.0% ↓	11.2%	15.1% ↑	15.4% ↑
<b>With other family members that live with me</b>	16.3% ↓	8.0% ↓	23.1%	16.6% ↑	19.2% ↑	16.9% ↑
<b>With other family members that do NOT live with me</b>	29.6%	18.9% ↑	28.1% ↑	13.3%	4.1% ↓	5.9%
<b>With friends / colleagues</b>	26.3% ↓	18.9% ↑	33.1% ↑	11.5%	7.4%	2.7% ↓
<b>With hobby / fitness groups (walking club, cycling club, etc.)</b>	60.4% ↑	16.9%	12.4% ↓	5.9% ↓	2.4% ↓	2.1% ↓

\*n=338

This exception is driven by our demo of over 40% of Households = 1 or 2

Panelist respondents are not as likely to go to the park by themselves ‘most of the time’ as their more familiar counterparts. But they’re more likely to go ‘often’ when the park serves as a meeting place for a club/group activity.

WCPD should consider marketing their parks as an activity/ club hosting space to drive new guest trial. Include both the traditional and existing spaces that require reservations along with newly developed ‘meet-up spaces’ at park landmarks, topographical or historical features, and more.

### WCPD User\* Companions by PANELISTS/ Self-Selected

Row %	SOURCE	Never	Rarely	Sometimes	Often	Most of the Time	Always
<b>Just me, alone</b>	PANELISTS	31.9%	25.0%	22.2%	11.1%	5.6% ↓	4.2%
	SELF-SELECT	30.3%	18.9%	24.6%	9.1%	15.2% ↑	1.9%
<b>With my minor children (18 and Under)</b>	PANELISTS	34.7%	2.8%	16.7%	16.7%	13.9%	15.3%
	SELF-SELECT	43.9%	3.4%	12.1%	9.8%	15.2%	15.5%
<b>With other family members that live with me</b>	PANELISTS	16.7%	9.7%	18.1%	22.2%	13.9%	19.4%
	SELF-SELECT	16.3%	7.6%	24.6%	14.8%	20.5%	16.3%
<b>With other family members that do NOT live with me</b>	PANELISTS	29.2%	20.8%	22.2%	13.9%	6.9%	6.9%
	SELF-SELECT	29.5%	18.6%	29.9%	13.3%	3.4%	5.3%
<b>With friends / colleagues</b>	PANELISTS	30.6%	22.2%	23.6%	11.1%	8.3%	4.2%
	SELF-SELECT	25.4%	17.8%	35.6%	11.7%	7.2%	2.3%
<b>With hobby / fitness groups (walking club, cycling club, bird watching group, etc. )</b>	PANELISTS	51.4%	22.2%	13.9%	11.1% ↑	0.0%	1.4%
	SELF-SELECT	62.9%	15.5%	12.1%	4.5% ↓	3.0%	1.9%

\*n=338

Warren County Park District visitors express deep appreciation for parks. Most relay how important they are for connecting with nature and the peace it brings them. Many clearly value the safety, accessibility and cleanliness of the parks for family activities like sports and playgrounds. They discuss the value parks bring to the residents of the community and highlight the variety of activities and amenities available for all ages from kids to seniors.

*Looking for wildlife is what I enjoy most. The most enjoyable park experience is being away from people just enjoying nature around me. – Male, 30*

*It is right by the senior center – which makes it easy to meet up with my grandparents to walk or enjoy the scenery. We will also sometimes use the shelter houses – Female, 27*

*I enjoy fishing, birding, hiking, spring wild flowers, star gazing, and especially sport rocketry. My daughters were involved in 4H. Through your park opportunities one of them took first place at Ohio State Judging in Intermediate Fishing, Ohio Birds, Solid Fuel Rocketry Junior – Male, 61*

*Seeing the familiar faces of people and their dogs. When you go often and get to know people, it becomes like a community. – Female, 73*

*The cleanliness, accessibility, and pretty good fishing. – Male, 35*

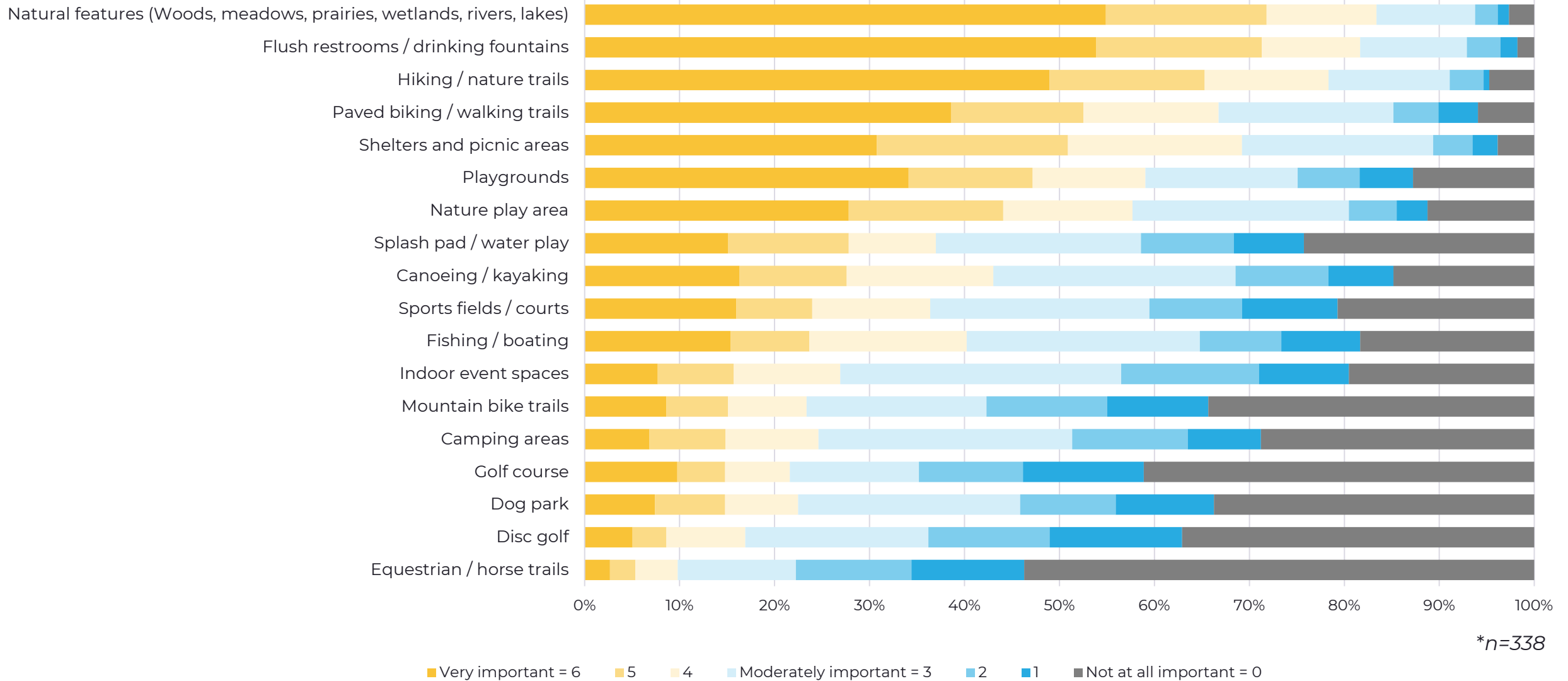
*It's a great way to engage in the outdoors and keep my kids busy and having fun without being on devices. – Female, 40*

*What I love most is getting out into nature and enjoying fresh air and a change of scenery with my loved ones. At Armco, I enjoy that the park is clean and well cared for and safe to enjoy with my family. We enjoy the playgrounds, picnic shelters, and gazebos. – Female, 28*

**Overall, parks are cherished as a place for quality time with loved ones, relaxation, recreation, and a break from daily life.**

The natural/ ecological and convenience features rate most important with respondents.

**PARK FEATURE IMPORTANCE | WCPD User\***



\*n=338

The least important features appear relatively specialized and likely don't appeal to the widest audiences.

**PARK FEATURE IMPORTANCE | WCPD User\***

Row %	Not at all important = 0	1	2	Moderately important = 3	4	5	Very important = 6	Average
Natural features (Woods, meadows, prairies, etc.)	2.7% ↓	1.2% ↓	2.4% ↓	10.4% ↓	11.6%	16.9% ↑	54.9% ↑	4.97 ↑
Flush restrooms / drinking fountains	1.8% ↓	1.8% ↓	3.6% ↓	11.2% ↓	10.4%	17.5% ↑	53.8% ↑	4.94 ↑
Hiking / nature trails	4.7% ↓	0.6% ↓	3.6% ↓	12.8% ↓	13.1%	16.3% ↑	49.0% ↑	4.74 ↑
Shelters and picnic areas	3.8% ↓	2.7% ↓	4.1% ↓	20.1%	18.3% ↑	20.1% ↑	30.8% ↑	4.30 ↑
Paved biking / walking trails	5.9% ↓	4.2% ↓	4.7% ↓	18.4%	14.2%	13.9%	38.6% ↑	4.27 ↑
Nature play area	11.2% ↓	3.3% ↓	5.0% ↓	22.8%	13.6%	16.3% ↑	27.8% ↑	3.84 ↑
Playgrounds	12.8% ↓	5.6%	6.5%	16.0%	11.9%	13.1%	34.1% ↑	3.84 ↑
Canoeing / kayaking	14.8% ↓	6.8%	9.8%	25.5% ↑	15.4% ↑	11.3%	16.3% ↓	3.19
Fishing / boating	18.3%	8.3%	8.6%	24.6% ↑	16.6% ↑	8.3%	15.4% ↓	2.99
Sports fields / courts	20.7%	10.1% ↑	9.8%	23.1%	12.4%	8.0%	16.0% ↓	2.84 ↓
Splash pad / water play	24.3%	7.4%	9.8%	21.6%	9.2%	12.7%	15.1% ↓	2.83 ↓
Indoor event spaces	19.5%	9.5%	14.5% ↑	29.6% ↑	11.2%	8.0%	7.7% ↓	2.58 ↓
Camping areas	28.8% ↑	7.7%	12.2% ↑	26.7% ↑	9.8%	8.0%	6.8% ↓	2.32 ↓
Dog park	33.7% ↑	10.4% ↑	10.1%	23.4%	7.7% ↓	7.4% ↓	7.4% ↓	2.13 ↓
Mountain bike trails	34.3% ↑	10.7% ↑	12.7% ↑	18.9%	8.3%	6.5% ↓	8.6% ↓	2.10 ↓
Golf course	41.1% ↑	12.7% ↑	10.9%	13.6% ↓	6.8% ↓	5.0% ↓	9.8% ↓	1.86 ↓
Disc golf	37.1% ↑	13.9% ↑	12.8% ↑	19.3%	8.3%	3.6% ↓	5.0% ↓	1.79 ↓
Equestrian / horse trails	53.7% ↑	11.9% ↑	12.2% ↑	12.5% ↓	4.5% ↓	2.7% ↓	2.7% ↓	1.21 ↓

\*n=338

# PARK FEATURE IMPORTANCE | WCPD User\* by Panelists / Self-Selected

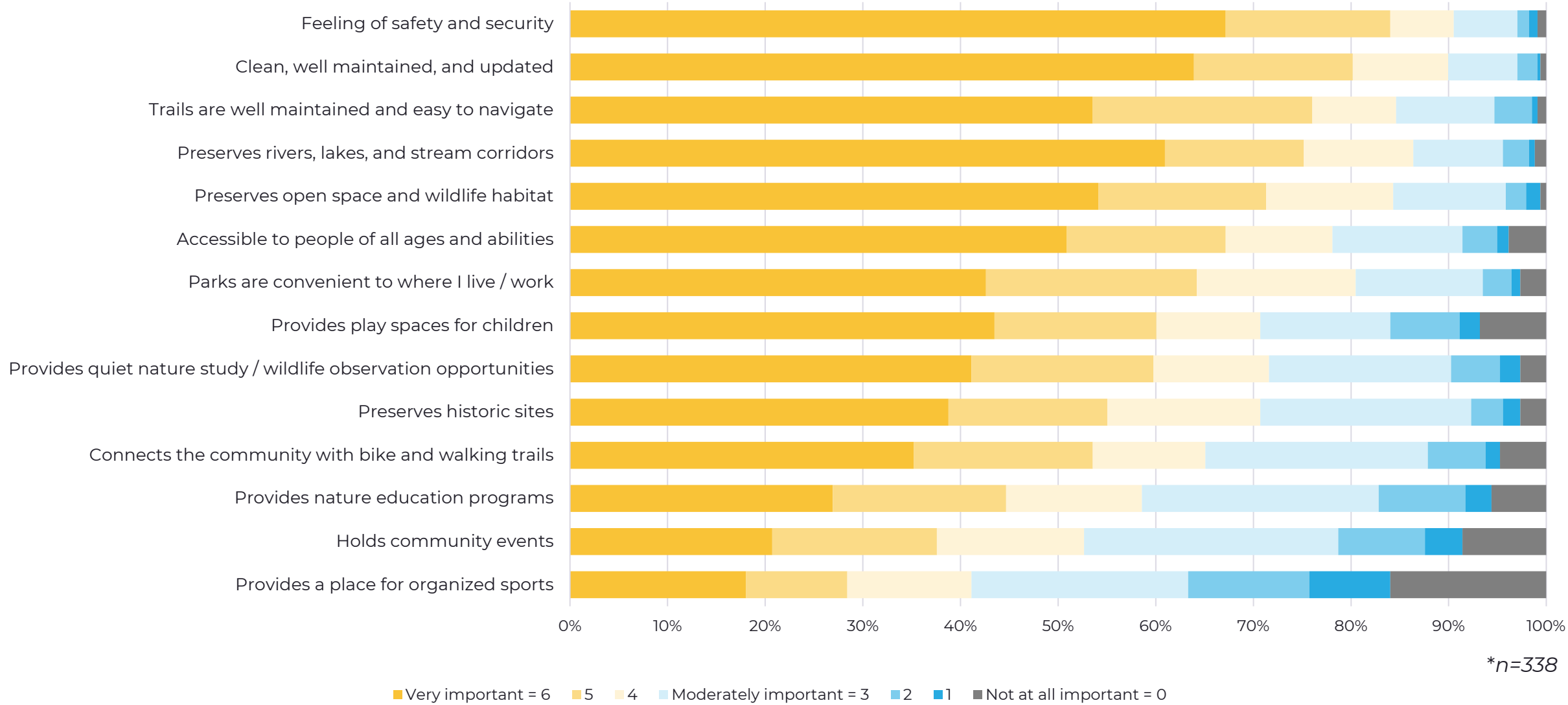
Row %	SOURCE	Not at all important = 0	1	2	Moderately important = 3	4	5	Very important = 6
<b>Natural features (Woods, meadows, prairies, etc..)</b>	PANELISTS	5.6%	2.8%	4.2%	12.5%	15.3%	23.6%	36.1% ↓
	SELF-SELECT	1.9%	0.8%	1.9%	9.9%	10.6%	14.8%	60.1% ↑
<b>Flush restrooms / drinking fountains</b>	PANELISTS	2.8%	1.4%	4.2%	19.4% ↑	12.5%	16.7%	43.1% ↓
	SELF-SELECT	1.5%	1.9%	3.4%	9.1% ↓	9.8%	17.8%	56.4%
<b>Hiking / nature trails</b>	PANELISTS	8.3%	2.8% ↑	6.9%	15.3%	18.1%	18.1%	30.6% ↓
	SELF-SELECT	3.8%	0.0% ↓	2.3% ↓	12.2%	11.4%	16.0%	54.4% ↑
<b>Shelters and picnic areas</b>	PANELISTS	4.2%	4.2%	2.8%	16.7%	19.4%	18.1%	34.7%
	SELF-SELECT	3.8%	2.3%	4.5%	21.2%	18.2%	20.8%	29.2%
<b>Paved biking / walking trails</b>	PANELISTS	9.9%	4.2%	4.2%	25.4%	14.1%	12.7%	29.6%
	SELF-SELECT	4.9%	4.2%	4.9%	16.3%	14.0%	14.4%	41.3%
<b>Nature play area</b>	PANELISTS	9.7%	1.4%	2.8%	27.8%	19.4%	12.5%	26.4%
	SELF-SELECT	11.7%	3.8%	5.7%	21.2%	12.1%	17.4%	28.0%
<b>Playgrounds</b>	PANELISTS	8.3%	4.2%	11.1%	23.6% ↑	12.5%	9.7%	30.6%
	SELF-SELECT	14.1%	6.1%	5.3%	14.1%	11.4%	14.1%	35.0%
<b>Canoeing / kayaking</b>	PANELISTS	12.7%	8.5%	12.7%	22.5%	16.9%	8.5%	18.3%
	SELF-SELECT	15.5%	6.4%	8.7%	26.5%	15.2%	12.1%	15.5%
<b>Fishing / boating</b>	PANELISTS	12.5%	8.3%	4.2%	25.0%	13.9%	12.5%	23.6% ↑
	SELF-SELECT	20.1%	8.3%	9.8%	23.9%	17.4%	7.2%	13.3% ↓
<b>Sports fields / courts</b>	PANELISTS	18.1%	8.3%	8.3%	27.8%	12.5%	12.5%	12.5%
	SELF-SELECT	21.6%	10.6%	10.2%	22.0%	12.5%	6.8%	16.3%
<b>Splash pad / water play</b>	PANELISTS	22.2%	9.7%	6.9%	23.6%	12.5%	11.1%	13.9%
	SELF-SELECT	25.0%	6.8%	10.6%	20.5%	8.3%	13.3%	15.5%
<b>Indoor event spaces</b>	PANELISTS	12.5%	11.1%	13.9%	33.3%	9.7%	11.1%	8.3%
	SELF-SELECT	21.6%	9.1%	14.8%	28.4%	11.7%	7.2%	7.2%
<b>Camping areas</b>	PANELISTS	16.7% ↓	4.2%	8.3%	34.7%	15.3%	11.1%	9.7%
	SELF-SELECT	31.9% ↑	8.7%	13.3%	24.3%	8.4%	7.2%	6.1%
<b>Dog park</b>	PANELISTS	20.8% ↓	13.9%	9.7%	18.1%	9.7%	13.9% ↑	13.9% ↑
	SELF-SELECT	37.1% ↑	9.5%	10.2%	24.6%	7.2%	5.7% ↓	5.7% ↓
<b>Mountain bike trails</b>	PANELISTS	20.8% ↓	12.5%	9.7%	29.2% ↑	9.7%	8.3%	9.7%
	SELF-SELECT	38.3% ↑	9.8%	13.6%	16.3% ↓	8.0%	5.7%	8.3%
<b>Golf course</b>	PANELISTS	31.9%	9.7%	15.3%	16.7%	8.3%	8.3%	9.7%
	SELF-SELECT	43.9% ↑	13.3%	9.8%	12.9%	6.4%	4.2%	9.5%
<b>Disc golf</b>	PANELISTS	30.6%	12.5%	5.6% ↓	30.6% ↑	12.5%	4.2%	4.2%
	SELF-SELECT	38.8%	14.1%	14.8% ↑	16.3% ↓	7.2%	3.4%	5.3%
<b>Equestrian / horse trails</b>	PANELISTS	29.2% ↓	18.1%	15.3%	19.4% ↑	8.3%	5.6%	4.2%
	SELF-SELECT	60.5% ↑	10.3%	11.4%	10.3% ↓	3.4%	1.9%	2.3%

The WCPD message and mission is strongest with the most engaged visitors.

\*n=338

Safety and cleanliness, along with preservation, maintenance and habitat rank among the most important factors for park guests.

**PARK FACTOR IMPORTANCE | WCPD User\***



\*n=338



'Provides a place for organized sports' rates least important park factor for total guests.

**PARK FACTOR IMPORTANCE | WCPD User\***

Row %	Not at all important = 0	1	2	Moderately important = 3	4	5	Very important = 6	Average
Feeling of safety and security	0.9% ↓	0.9%	1.2% ↓	6.5% ↓	6.5% ↓	16.9%	67.2% ↑	5.36 ↑
Clean, well maintained, and updated	0.6% ↓	0.3% ↓	2.1% ↓	7.1% ↓	9.8%	16.3%	63.9% ↑	5.30 ↑
Preserves rivers, lakes, and stream corridors	1.2% ↓	0.6%	2.7% ↓	9.2% ↓	11.2%	14.2%	60.9% ↑	5.15 ↑
Trails are well maintained and easy to navigate	0.9% ↓	0.6%	3.8%	10.1% ↓	8.6%	22.5% ↑	53.6% ↑	5.07 ↑
Preserves open space and wildlife habitat	0.6% ↓	1.5%	2.1% ↓	11.5% ↓	13.0%	17.2%	54.1% ↑	5.03 ↑
Accessible to people of all ages and abilities	3.8%	1.2%	3.6%	13.3%	10.9%	16.3%	50.9% ↑	4.79 ↑
Parks are convenient to where I live / work	2.7%	0.9%	3.0%	13.0%	16.3% ↑	21.6% ↑	42.6%	4.75 ↑
Provides quiet nature study / wildlife observation opportunities	2.7%	2.1%	5.0%	18.6%	11.8%	18.6%	41.1%	4.55
Preserves historic sites	2.7%	1.8%	3.3%	21.6% ↑	15.7% ↑	16.3%	38.8% ↓	4.50
Provides play spaces for children	6.8% ↑	2.1%	7.1%	13.3%	10.7%	16.6%	43.5%	4.43
Connects the community with bike and walking trails	4.7%	1.5%	5.9%	22.8% ↑	11.5%	18.3%	35.2% ↓	4.31 ↓
Provides nature education programs	5.6%	2.7%	8.9% ↑	24.3% ↑	13.9%	17.8%	26.9% ↓	3.99 ↓
Holds community events	8.6% ↑	3.8% ↑	8.9% ↑	26.0% ↑	15.1%	16.9%	20.7% ↓	3.69 ↓
Provides a place for organized sports	16.0% ↑	8.3% ↑	12.4% ↑	22.2% ↑	12.7%	10.4% ↓	18.0% ↓	3.11 ↓

\*n=338

'Provides a place for organized sports' rates 'Not at all important' to nearly 1 in 5 of the self-selected group, but more important to the panelists. Again, it's clear that the self-selected respondents support the park district's ecological and preservation initiatives.

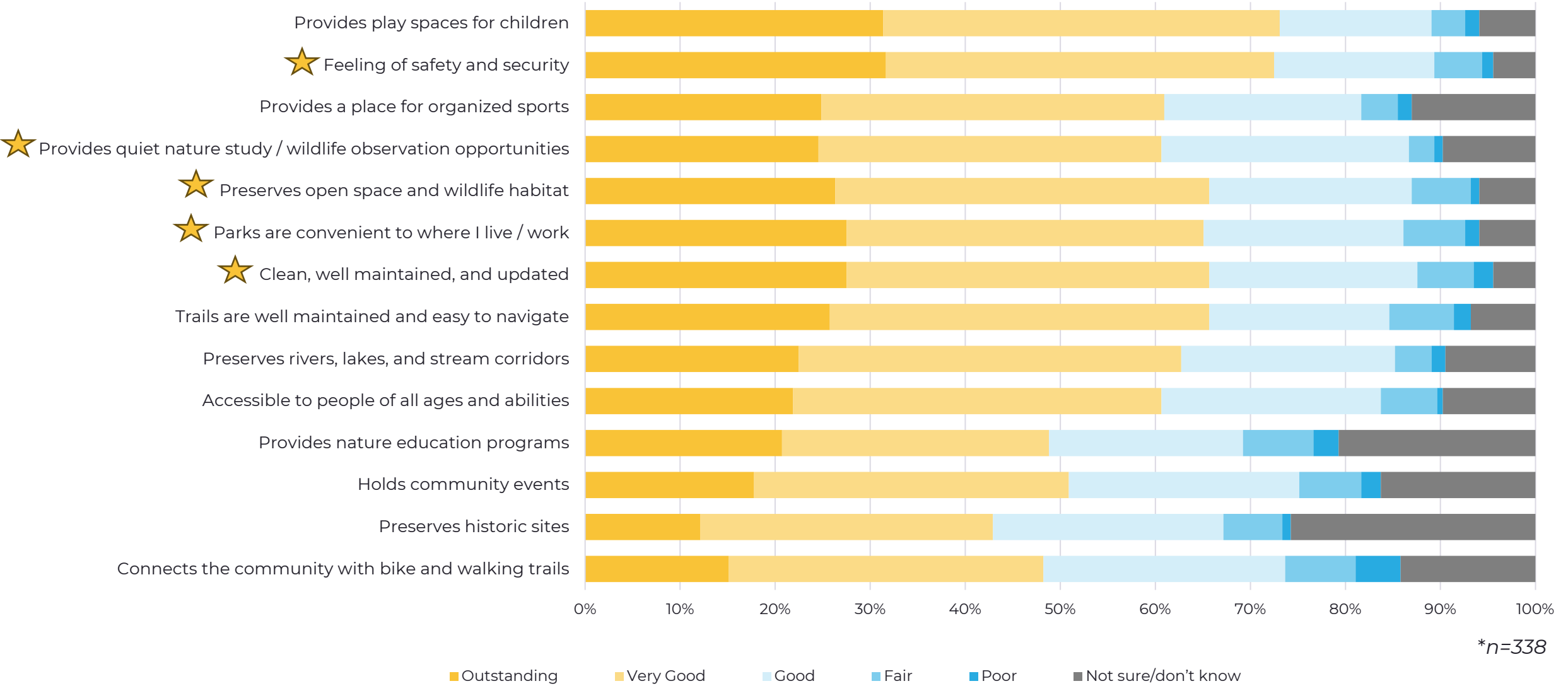
**PARK FACTOR IMPORTANCE | WCPD User\* by Panelists / Self-Selected**

Row %	SOURCE	Not at all important = 0	1	2	Moderately important = 3	4	5	Very important = 6
<b>Feeling of safety and security</b>	PANELISTS	4.2% ↑	1.4%	1.4%	6.9%	12.5% ↑	18.1%	55.6% ↓
	SELF-SELECT	0.0% ↓	0.8%	1.1%	6.4%	4.9% ↓	16.3%	70.5% ↑
<b>Clean, well maintained, and updated</b>	PANELISTS	2.8% ↑	1.4%	1.4%	12.5% ↑	16.7% ↑	12.5%	52.8% ↓
	SELF-SELECT	0.0% ↓	0.0%	2.3%	5.7%	8.0% ↓	17.4%	66.7% ↑
<b>Preserves rivers, lakes, and stream corridors</b>	PANELISTS	1.4%	1.4%	2.8%	15.3% ↑	19.4% ↑	19.4%	40.3% ↓
	SELF-SELECT	1.1%	0.4%	2.7%	7.2% ↓	9.1% ↓	12.5%	67.0% ↑
<b>Trails are well maintained and easy to navigate</b>	PANELISTS	1.4%	2.8% ↑	2.8%	13.9%	13.9%	20.8%	44.4%
	SELF-SELECT	0.8%	0.0% ↓	4.2%	8.7%	7.2%	22.7%	56.4% ↑
<b>Preserves open space and wildlife habitat</b>	PANELISTS	1.4%	1.4%	5.6% ↑	13.9%	18.1%	23.6%	36.1% ↓
	SELF-SELECT	0.4%	1.5%	1.1% ↓	11.0%	11.4%	15.2%	59.5% ↑
<b>Accessible to people of all ages and abilities</b>	PANELISTS	2.8%	2.8%	2.8%	15.3%	6.9%	22.2%	47.2%
	SELF-SELECT	4.2%	0.8%	3.8%	12.5%	12.1%	14.8%	51.9%
<b>Parks are convenient to where I live / work</b>	PANELISTS	4.2%	1.4%	5.6%	16.7%	20.8%	19.4%	31.9% ↓
	SELF-SELECT	2.3%	0.8%	2.3%	12.1%	15.2%	22.3%	45.1%
<b>Provides quiet nature study / wildlife observation opportunities</b>	PANELISTS	2.8%	2.8%	4.2%	19.4%	16.7%	25.0%	29.2% ↓
	SELF-SELECT	2.7%	1.9%	5.3%	18.6%	10.2%	17.0%	44.3% ↑
<b>Preserves historic sites</b>	PANELISTS	1.4%	4.2%	1.4%	20.8%	20.8%	18.1%	33.3%
	SELF-SELECT	3.0%	1.1%	3.8%	21.2%	14.4%	15.9%	40.5%
<b>Provides play spaces for children</b>	PANELISTS	2.8%	1.4%	5.6%	19.4%	18.1% ↑	18.1%	34.7%
	SELF-SELECT	8.0%	2.3%	7.6%	11.7%	8.7% ↓	16.3%	45.5%
<b>Connects the community with bike and walking trails</b>	PANELISTS	2.8%	1.4%	8.3%	22.2%	15.3%	20.8%	29.2%
	SELF-SELECT	5.3%	1.5%	5.3%	22.7%	10.6%	17.4%	37.1%
<b>Provides nature education programs</b>	PANELISTS	5.6%	6.9% ↑	11.1%	19.4%	13.9%	22.2%	20.8%
	SELF-SELECT	5.7%	1.5% ↓	8.3%	25.4%	14.0%	16.3%	28.8%
<b>Holds community events</b>	PANELISTS	8.3%	2.8%	11.1%	26.4%	20.8%	15.3%	15.3%
	SELF-SELECT	8.7%	4.2%	8.3%	25.8%	13.6%	17.0%	22.3%
<b>Provides a place for organized sports</b>	PANELISTS	5.6% ↓	8.3%	8.3%	23.6%	20.8% ↑	16.7% ↑	16.7%
	SELF-SELECT	18.9% ↑	8.3%	13.6%	22.0%	10.6% ↓	8.7%	17.8%

\*n=338

WCPD received relatively high marks across the board. Some of the most important factors also have some of the highest ratings.

**PARK FACTOR WCPD RATING | WCPD User\***



\*n=338

WCPD scored between 'Good' and 'Very Good' for all tested park factors. The highest scores, both over 4.0, were for 'Provides play spaces for children' and 'Feeling of safety and security'.

**PARK FACTOR WCPD RATING | WCPD User\***

Row %	Not sure/don't know	Poor	Fair	Good	Very Good	Outstanding	Average
<b>Provides play spaces for children</b>	5.9% ↓	1.5%	3.6%	16.0% ↓	41.7%	31.4% ↑	4.04 ↑
<b>Feeling of safety and security</b>	4.4% ↓	1.2%	5.0%	16.9% ↓	40.8%	31.7% ↑	4.01 ↑
<b>Provides a place for organized sports</b>	13.0%	1.5%	3.8%	20.7%	36.1%	24.9%	3.91
<b>Provides quiet nature study / wildlife observation opportunities</b>	9.8%	0.9%	2.7% ↓	26.0% ↑	36.1%	24.6%	3.90
<b>Preserves open space and wildlife habitat</b>	5.9% ↓	0.9%	6.2%	21.3%	39.3%	26.3%	3.89
<b>Parks are convenient to where I live / work</b>	5.9% ↓	1.5%	6.5%	21.0%	37.6%	27.5%	3.88
<b>Clean, well maintained, and updated</b>	4.4% ↓	2.1%	5.9%	21.9%	38.2%	27.5%	3.87
<b>Trails are well maintained and easy to navigate</b>	6.8% ↓	1.8%	6.8%	18.9%	39.9%	25.7%	3.87
<b>Preserves rivers, lakes, and stream corridors</b>	9.5%	1.5%	3.8%	22.5%	40.2%	22.5%	3.87
<b>Accessible to people of all ages and abilities</b>	9.8%	0.6%	5.9%	23.1%	38.8%	21.9%	3.84
<b>Provides nature education programs</b>	20.7% ↑	2.7%	7.4%	20.4%	28.1% ↓	20.7%	3.72 ↓
<b>Holds community events</b>	16.3% ↑	2.1%	6.5%	24.3%	33.1%	17.8% ↓	3.69 ↓
<b>Preserves historic sites</b>	25.7% ↑	0.9%	6.2%	24.3%	30.8% ↓	12.1% ↓	3.63 ↓
<b>Connects the community with bike and walking trails</b>	14.2%	4.7% ↑	7.4%	25.4%	33.1%	15.1% ↓	3.54 ↓

\*n=338

Those most engaged were more likely to mark 'Not sure/don't know' than their less familiar counterparts. A tendency of human behavior, our loyalty to a cause/ initiative we support, often abstains us from weighing in unless we're 100% sure.

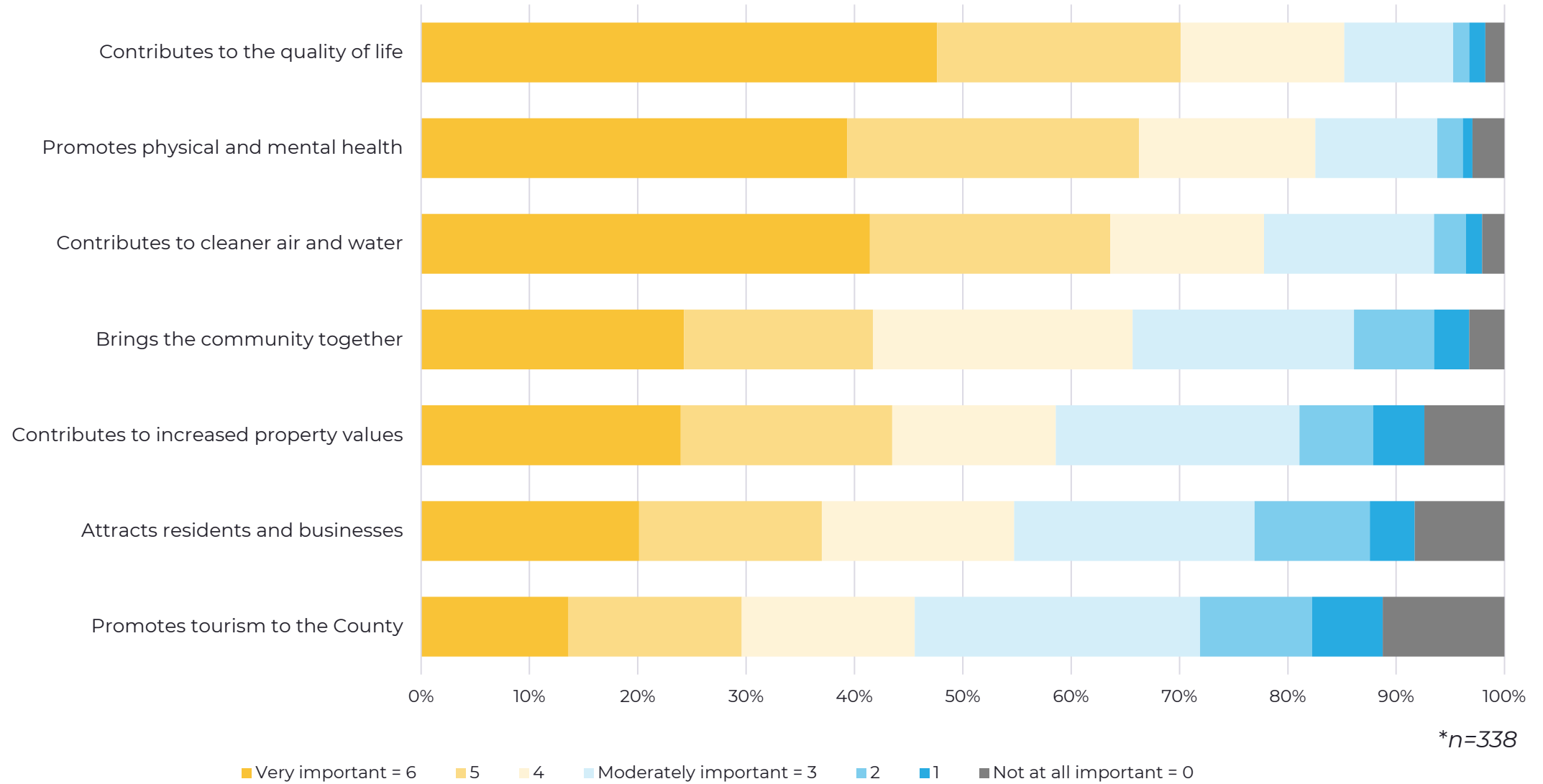
**PARK FACTOR WCPD RATING** | WCPD User\* by PANELISTS/ Self-Selected

Row %	SOURCE	Not sure/don't know	Poor	Fair	Good	Very Good	Outstanding
<b>Provides play spaces for children</b>	PANELISTS	4.2%	2.8%	1.4%	13.9%	38.9%	38.9%
	SELF-SELECT	6.4%	0.8% ↓	4.2%	16.7%	42.8%	29.2%
<b>Feeling of safety and security</b>	PANELISTS	5.6%	2.8%	4.2%	16.7%	31.9%	38.9%
	SELF-SELECT	4.2%	0.4% ↓	5.3%	17.0%	43.6%	29.5%
<b>Provides a place for organized sports</b>	PANELISTS	2.8% ↓	4.2% ↑	4.2%	20.8%	38.9%	29.2%
	SELF-SELECT	15.9% ↑	0.4% ↓	3.8%	20.8%	35.6%	23.5%
<b>Provides quiet nature study / wildlife observation opportunities</b>	PANELISTS	4.2%	1.4%	2.8%	16.7% ↓	44.4%	30.6%
	SELF-SELECT	11.4%	0.8%	2.7%	28.0%	34.1%	23.1%
<b>Preserves open space and wildlife habitat</b>	PANELISTS	2.8%	1.4%	5.6%	15.3%	43.1%	31.9%
	SELF-SELECT	6.8%	0.8%	6.1%	22.7%	38.6%	25.0%
<b>Parks are convenient to where I live / work</b>	PANELISTS	6.9%	2.8%	2.8%	12.5% ↓	44.4%	30.6%
	SELF-SELECT	5.7%	1.1%	7.2%	23.5% ↑	36.0%	26.5%
<b>Clean, well maintained, and updated</b>	PANELISTS	5.6%	4.2%	2.8%	13.9%	36.1%	37.5% ↑
	SELF-SELECT	4.2%	1.1% ↓	6.8%	24.2% ↑	38.6%	25.0%
<b>Trails are well maintained and easy to navigate</b>	PANELISTS	6.9%	2.8%	0.0% ↓	11.1%	37.5%	41.7% ↑
	SELF-SELECT	6.8%	1.1%	8.7% ↑	21.2% ↑	40.5%	21.6% ↓
<b>Preserves rivers, lakes, and stream corridors</b>	PANELISTS	1.4% ↓	2.8%	2.8%	13.9% ↓	48.6%	30.6%
	SELF-SELECT	11.7% ↑	1.1%	4.2%	24.2%	38.3%	20.5%
<b>Accessible to people of all ages and abilities</b>	PANELISTS	2.8% ↓	2.8% ↑	2.8%	12.5% ↓	34.7%	44.4% ↑
	SELF-SELECT	11.7% ↑	0.0% ↓	6.4%	26.1% ↑	40.2%	15.5% ↓
<b>Provides nature education programs</b>	PANELISTS	12.5%	4.2%	8.3%	16.7%	36.1%	22.2%
	SELF-SELECT	23.1% ↑	1.9%	7.2%	21.2%	26.1%	20.5%
<b>Holds community events</b>	PANELISTS	4.2% ↓	1.4%	4.2%	22.2%	40.3%	27.8% ↑
	SELF-SELECT	19.7% ↑	2.3%	6.4%	25.0%	31.4%	15.2% ↓
<b>Preserves historic sites</b>	PANELISTS	5.6% ↓	1.4%	4.2%	15.3% ↓	56.9% ↑	16.7%
	SELF-SELECT	31.4% ↑	0.8%	6.4%	26.5%	23.9% ↓	11.0%
<b>Connects the community with bike and walking trails</b>	PANELISTS	4.2% ↓	2.8%	2.8%	19.4%	45.8% ↑	25.0% ↑
	SELF-SELECT	16.7% ↑	5.3%	8.3%	27.3%	29.9% ↓	12.5% ↓

\*n=338

Most believe the most important park benefits are contributions to quality of life and physical and mental health.

**PARK BENEFIT IMPORTANCE | WCPD User\***



All park benefits fall between ‘Moderately’ and ‘Very important’. Interestingly, the least important benefit is ‘promotes tourism to the County’. This relays a pride of ownership juxtaposed with how important visitors feel parks are to their quality of life.

Language, communication and marketing targeted toward sentimentality in ‘pride of place’ and ‘our parks’ may help build familiarity and increase visitation.

**PARK BENEFIT IMPORTANCE | WCPD User\***

Row %	Not at all important = 0	1	2	Moderately important = 3	4	5	Very important = 6	Average
Contributes to the quality of life	1.8% ↓	1.5%	1.5% ↓	10.1% ↓	15.1%	22.5%	47.6% ↑	4.93 ↑
Promotes physical and mental health	3.0%	0.9% ↓	2.4% ↓	11.2% ↓	16.3%	26.9% ↑	39.3% ↑	4.75 ↑
Contributes to cleaner air and water	2.1% ↓	1.5%	3.0% ↓	15.7%	14.2%	22.2%	41.4% ↑	4.71 ↑
Brings the community together	3.3%	3.3%	7.4%	20.4%	24.0% ↑	17.5%	24.3% ↓	4.08 ↓
Contributes to increased property values	7.4%	4.7%	6.8%	22.5% ↑	15.1%	19.5%	24.0% ↓	3.88 ↓
Attracts residents and businesses	8.3% ↑	4.1%	10.7% ↑	22.2%	17.8%	16.9%	20.1% ↓	3.68 ↓
Promotes tourism to the County	11.2% ↑	6.5% ↑	10.4% ↑	26.3% ↑	16.0%	16.0%	13.6% ↓	3.32 ↓

\*n=338

Further evidence of the ‘pride of place’ sentiment is most clearly illustrated by the ratings of those most engaged and loyal. They appear to place a very high value on the benefits provided by parks.

### PARK BENEFIT IMPORTANCE | WCPD User\* by PANELISTS/ Self-Selected

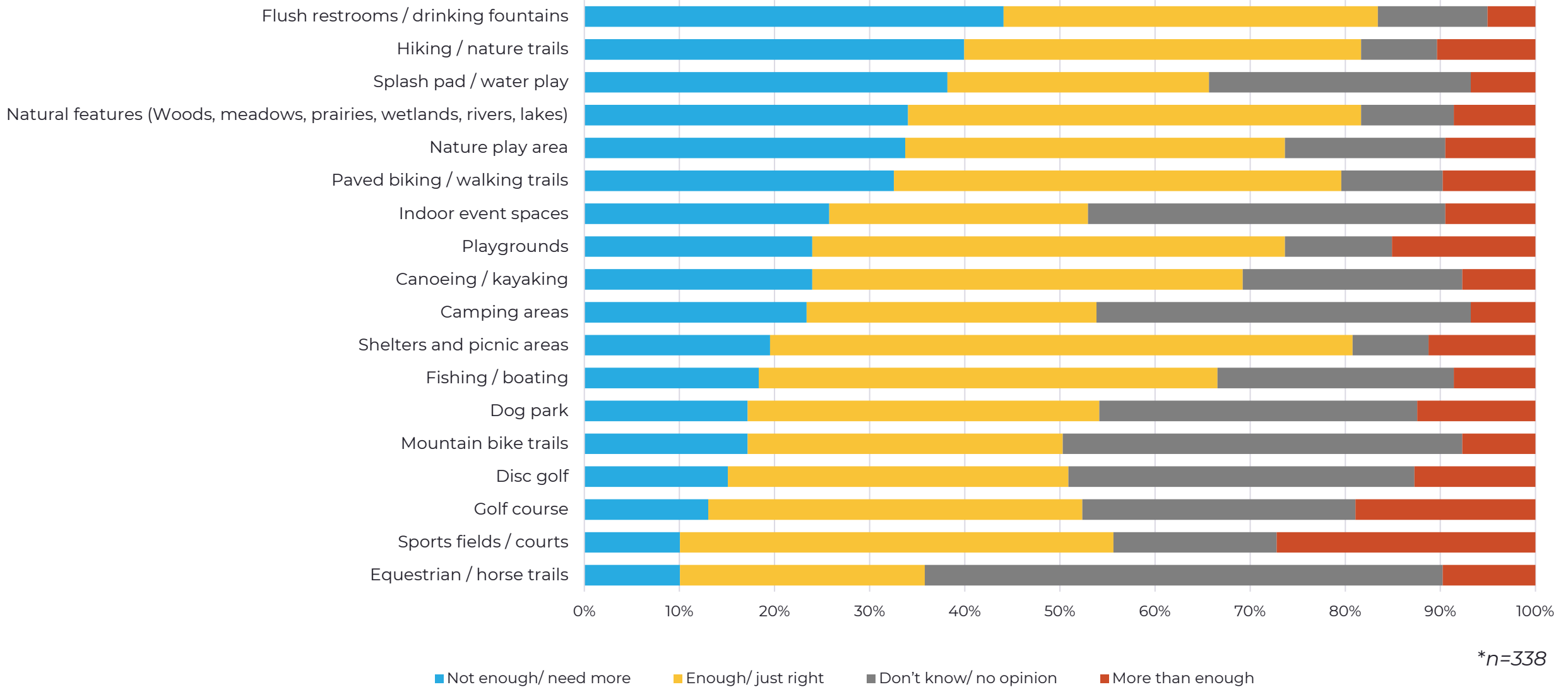
Row %	SOURCE	Not at all important = 0	1	2	Moderately important = 3	4	5	Very important = 6
<b>Contributes to the quality of life</b>	PANELISTS	5.6% ↑	4.2% ↑	2.8%	13.9%	16.7%	26.4%	30.6% ↓
	SELF-SELECT	0.8% ↓	0.8% ↓	1.1%	9.1%	14.4%	21.6%	52.3% ↑
<b>Promotes physical and mental health</b>	PANELISTS	6.9% ↑	1.4%	2.8%	12.5%	23.6%	27.8%	25.0% ↓
	SELF-SELECT	1.9% ↓	0.8%	2.3%	11.0%	14.4%	26.9%	42.8% ↑
<b>Contributes to cleaner air and water</b>	PANELISTS	2.8%	0.0%	5.6%	25.0% ↑	16.7%	23.6%	26.4% ↓
	SELF-SELECT	1.9%	1.9%	2.3%	13.3% ↓	13.6%	22.0%	45.1% ↑
<b>Brings the community together</b>	PANELISTS	4.2%	0.0%	8.3%	20.8%	23.6%	16.7%	26.4%
	SELF-SELECT	3.0%	4.2%	7.2%	20.1%	24.2%	17.8%	23.5%
<b>Contributes to increased property values</b>	PANELISTS	5.6%	4.2%	5.6%	25.0%	18.1%	20.8%	20.8%
	SELF-SELECT	8.0%	4.9%	7.2%	21.6%	14.4%	19.3%	24.6%
<b>Attracts residents and businesses</b>	PANELISTS	5.6%	1.4%	9.7%	20.8%	23.6%	15.3%	23.6%
	SELF-SELECT	9.1%	4.9%	11.0%	22.7%	15.9%	17.4%	18.9%
<b>Promotes tourism to the County</b>	PANELISTS	4.2% ↓	1.4% ↓	12.5%	27.8%	20.8%	16.7%	16.7%
	SELF-SELECT	13.3% ↑	8.0% ↑	9.5%	25.8%	14.8%	15.9%	12.9%

\*n=338



# WCPD visitors would most like more 'flush restrooms / drinking fountains' and 'hiking / nature trails'.

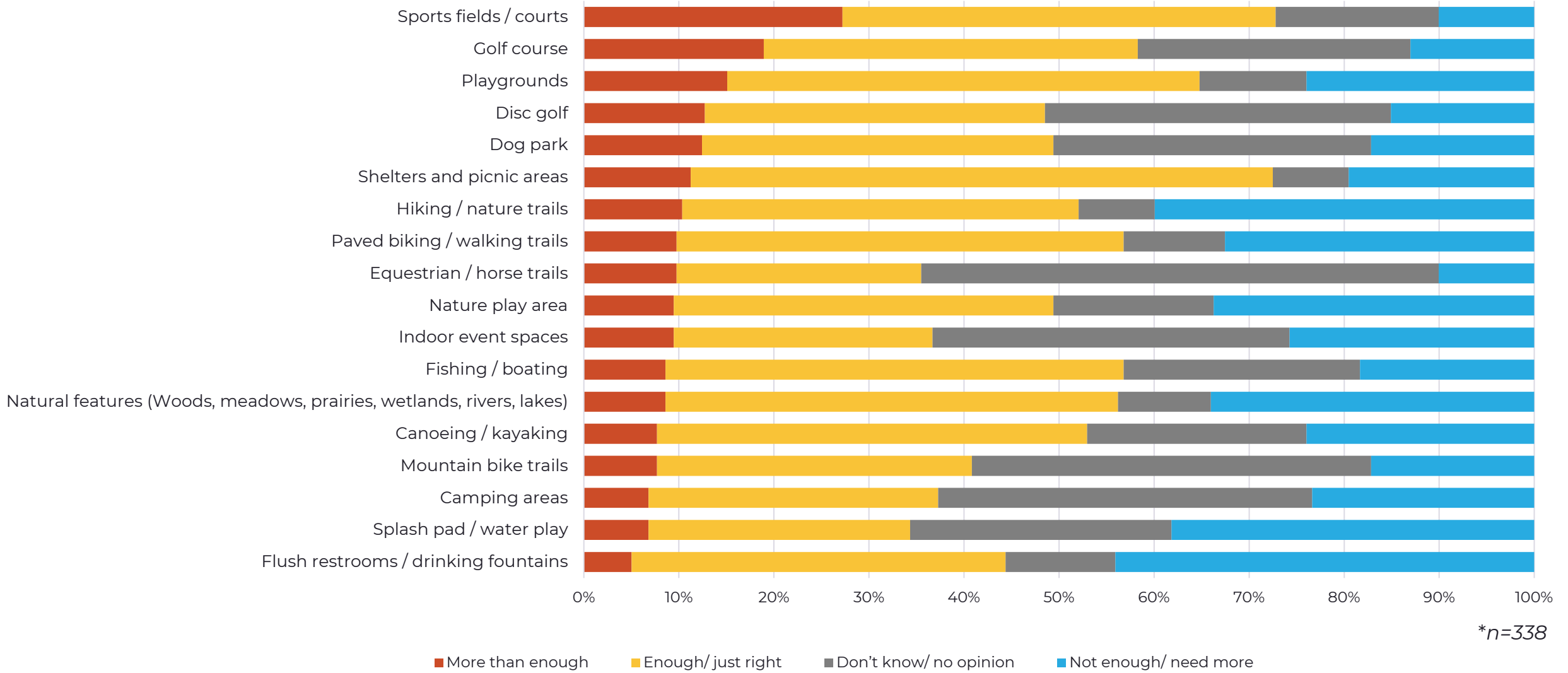
## PARK FEATURES ENOUGH STATUS | WCPD User\*



Ranked by 'Not enough/ need more'

'Sports fields / courts' and 'Golf course' were the two highest rated 'More than enough' park features.

**PARK FEATURES ENOUGH STATUS | WCPD User\***

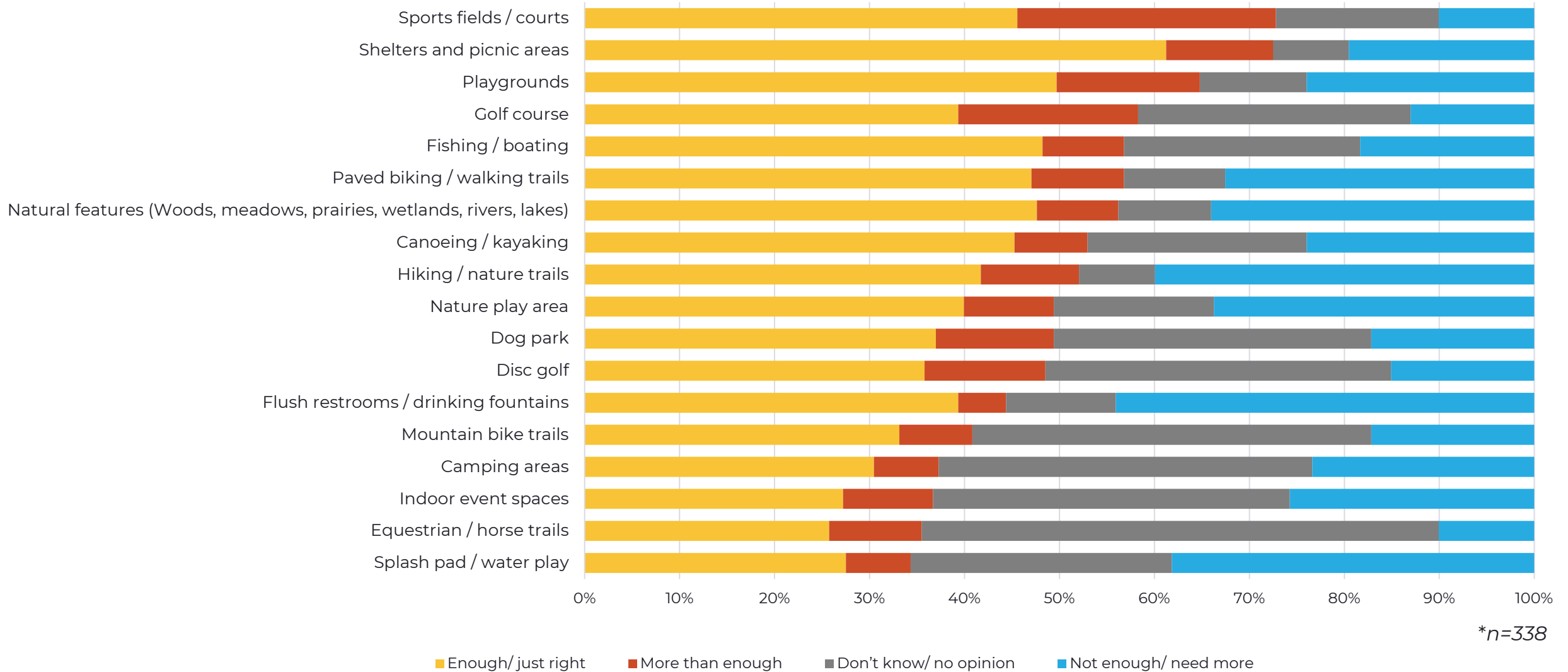


\*n=338

Ranked by 'More than Enough'

The following table combines “more than enough” with “enough / just right.”

**PARK FEATURES ENOUGH STATUS | WCPD User\***



\*n=338

Sorted by 'Just Right' + 'More than Enough'

Over 44% of WCPD guests believe the parks need more 'Flush restrooms / drinking fountains' and nearly as many see a need for more 'Hiking / nature trails' (39.9%) and a 'Splash pad / water play' (38.2%).

Over 1/3 believe the parks need more 'Natural features', 'Nature play area', and 'Paved biking / walking trails', but even more respondents believed the park district has enough of these things.

Further investigation within the banners is encouraged to discover if any specific breakout groups are driving these trends.

## PARK FEATURES ENOUGH STATUS | WCPD User\*

Row %	Don't know/ no opinion	Not enough/ need more	Enough/ just right	More than enough
Shelters and picnic areas	8.0% ↓	19.5% ↓	61.2% ↑	11.2%
Playgrounds	11.2% ↓	24.0%	49.7% ↑	15.1% ↑
Fishing / boating	24.9%	18.3% ↓	48.2% ↑	8.6%
Natural features (Woods, meadows, prairies, etc..)	9.8% ↓	34.0% ↑	47.6% ↑	8.6%
Paved biking / walking trails	10.7% ↓	32.5% ↑	47.0% ↑	9.8%
Sports fields / courts	17.2% ↓	10.1% ↓	45.6% ↑	27.2% ↑
Canoeing / kayaking	23.1%	24.0%	45.3%	7.7%
Hiking / nature trails	8.0% ↓	39.9% ↑	41.7%	10.4%
Nature play area	16.9% ↓	33.7% ↑	39.9%	9.5%
Golf course	28.7%	13.0% ↓	39.3%	18.9% ↑
Flush restrooms / drinking fountains	11.5% ↓	44.1% ↑	39.3%	5.0% ↓
Dog park	33.4% ↑	17.2% ↓	37.0%	12.4%
Disc golf	36.4% ↑	15.1% ↓	35.8%	12.7%
Mountain bike trails	42.0% ↑	17.2% ↓	33.1% ↓	7.7%
Camping areas	39.3% ↑	23.4%	30.5% ↓	6.8% ↓
Splash pad / water play	27.5%	38.2% ↑	27.5% ↓	6.8% ↓
Indoor event spaces	37.6% ↑	25.7%	27.2% ↓	9.5%
Equestrian / horse trails	54.4% ↑	10.1% ↓	25.7% ↓	9.8%

\*n=338

## PARK FEATURES ENOUGH STATUS | WCPD User\* by Panelists / Self-Selected

Row %	SOURCE	Don't know/ no opinion	Not enough/ need more	Enough/ just right	More than enough
<b>Shelters and picnic areas</b>	PANELISTS	8.3%	23.6%	50.0% ↓	18.1% ↑
	SELF-SELECT	8.0%	18.2%	64.8% ↑	9.1% ↓
<b>Playgrounds</b>	PANELISTS	5.6%	20.8%	51.4%	22.2%
	SELF-SELECT	12.9%	24.6%	49.2%	13.3%
<b>Fishing / boating</b>	PANELISTS	13.9% ↓	19.4%	54.2%	12.5%
	SELF-SELECT	27.3%	18.2%	47.0%	7.6%
<b>Natural features (Woods, meadows, prairies, etc..)</b>	PANELISTS	6.9%	18.1% ↓	56.9%	18.1% ↑
	SELF-SELECT	10.6%	38.6% ↑	44.7% ↓	6.1% ↓
<b>Paved biking / walking trails</b>	PANELISTS	5.6%	23.6%	50.0%	20.8% ↑
	SELF-SELECT	11.7%	35.2% ↑	46.2%	6.8% ↓
<b>Sports fields / courts</b>	PANELISTS	6.9% ↓	8.3%	68.1% ↑	16.7% ↓
	SELF-SELECT	20.1% ↑	10.2%	39.8% ↓	29.9% ↑
<b>Canoeing / kayaking</b>	PANELISTS	12.5% ↓	27.8%	43.1%	16.7% ↑
	SELF-SELECT	25.4%	23.1%	46.2%	5.3% ↓
<b>Hiking / nature trails</b>	PANELISTS	4.2%	19.4% ↓	50.0%	26.4% ↑
	SELF-SELECT	9.1%	45.8% ↑	39.0%	6.1% ↓
<b>Nature play area</b>	PANELISTS	8.3% ↓	18.1% ↓	52.8% ↑	20.8% ↑
	SELF-SELECT	18.9%	38.3% ↑	36.4% ↓	6.4% ↓
<b>Golf course</b>	PANELISTS	15.3% ↓	18.1%	41.7%	25.0%
	SELF-SELECT	32.2% ↑	11.4%	39.0%	17.4%
<b>Flush restrooms / drinking fountains</b>	PANELISTS	6.9%	27.8% ↓	50.0% ↑	15.3% ↑
	SELF-SELECT	12.9%	48.5% ↑	36.4% ↓	2.3% ↓
<b>Dog park</b>	PANELISTS	19.4% ↓	13.9%	51.4% ↑	15.3%
	SELF-SELECT	37.1% ↑	18.2%	33.0% ↓	11.7%
<b>Disc golf</b>	PANELISTS	20.8% ↓	16.7%	40.3%	22.2% ↑
	SELF-SELECT	40.2% ↑	14.8%	34.8%	10.2% ↓
<b>Mountain bike trails</b>	PANELISTS	16.7% ↓	15.3%	52.8% ↑	15.3% ↑
	SELF-SELECT	48.9% ↑	17.4%	28.0% ↓	5.7% ↓
<b>Camping areas</b>	PANELISTS	12.5% ↓	20.8%	51.4% ↑	15.3% ↑
	SELF-SELECT	46.2% ↑	24.2%	25.0% ↓	4.5% ↓
<b>Splash pad / water play</b>	PANELISTS	16.7% ↓	34.7%	37.5% ↑	11.1%
	SELF-SELECT	30.7% ↑	39.0%	24.6% ↓	5.7%
<b>Indoor event spaces</b>	PANELISTS	15.3% ↓	29.2%	33.3%	22.2% ↑
	SELF-SELECT	43.6% ↑	25.0%	25.4%	6.1% ↓
<b>Equestrian / horse trails</b>	PANELISTS	25.0% ↓	13.9%	44.4% ↑	16.7% ↑
	SELF-SELECT	62.1% ↑	9.1%	20.8% ↓	8.0% ↓

\*n=338

Again, 'Don't know / no opinion' appears driven by self-selected respondents and panelists are driving the opposite.

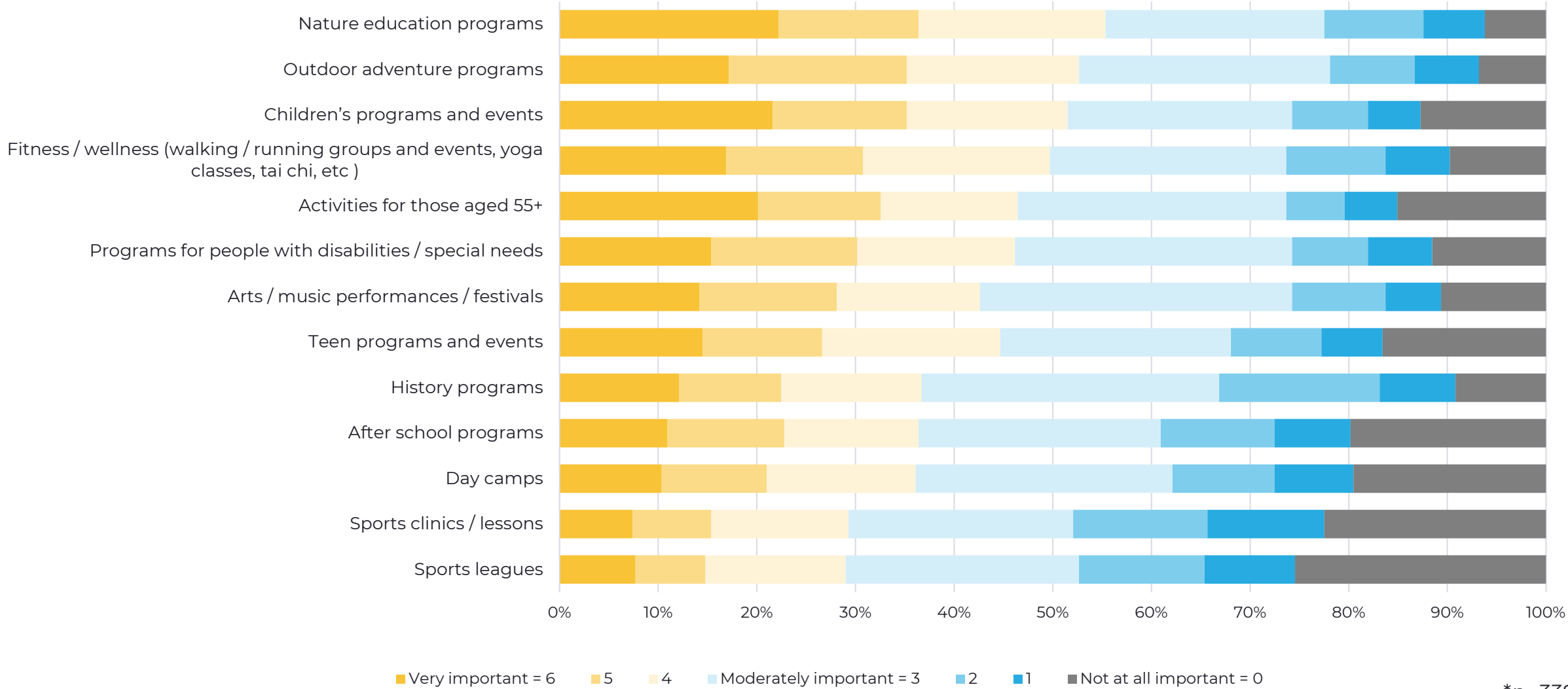
Those most familiar with WCPD parks and mission put more emphasis on those functions that support that mission further. Building an advocacy group or park ambassador program among these visitors could be a resourceful initiative with exponential payoffs in grassroots marketing.

Average Share of \$100 Allocation	TOTAL	Panelists	Self-Selected
Maintain and update existing parks and features	26.8 ↑	19.4 ↓	29.2 ↑
Acquire and improve new park land for natural resource conservation and passive recreation (hiking, cycling, walking, picnicking, nature observation, etc. )	17.3 ↑	10.8 ↓	19.5 ↑
Develop additional passive recreation opportunities in existing parks (hiking, cycling, walking, picnicking, nature observation, etc. )	15.5 ↑	10.9 ↓	17.3 ↑
Create bicycle and pedestrian trails to connect communities	14.7	10.8 ↓	16.3 ↑
Enhance the ecological and wildlife habitat value of existing natural areas	14.1	8.6 ↓	16.0 ↑
Acquire new land for natural resource conservation and leave it alone	12.3	9.0 ↓	13.7 ↑
Convert underutilized athletic areas to restored natural areas	12.0	10.5	12.6
Improve and expand nature education program offerings	11.9 ↓	11.5	12.1
Improve and expand community event offerings	11.5 ↓	10.8	11.8
Develop public access to Park District land that is currently closed to the public	9.7 ↓	8.5	10.3
Develop additional athletic fields/courts in existing parks	8.8 ↓	6.2 ↓	9.6
Acquire new land to develop athletic fields for organized sports	5.1 ↓	5.5	4.6
Convert existing natural areas to athletic use	4.5 ↓	7.0 ↑	2.8 ↓

\*n=338

'Nature education', 'Outdoor adventure' and general 'Children's' programs rated the most important among WCPD visitors.

**WCPD PARK PROGRAM IMPORTANCE | WCPD User\***



\*n=338

Other programs such as 'Fitness / wellness', 'Activities for 55+', those for 'People with disabilities / special needs' and 'Art / Music / Festivals' also rated highly.

The lowest rated programs appear to have other established spaces and existing outlets for those types of activities.

### WCPD PARK PROGRAM IMPORTANCE | WCPD User\*

Row %	Not at all important = 0	1	2	Moderately important = 3	4	5	Very important = 6	Average
Nature education programs	6.2% ↓	6.2%	10.1%	22.2%	18.9%	14.2%	22.2% ↑	3.73 ↑
Outdoor adventure programs	6.8% ↓	6.5%	8.6%	25.4%	17.5%	18.0% ↑	17.2%	3.63 ↑
Children's programs and events	12.7%	5.3%	7.7%	22.8%	16.3%	13.6%	21.6% ↑	3.52 ↑
Fitness / wellness (walking / running groups and events, yoga etc.)	9.8% ↓	6.5%	10.1%	24.0%	18.9%	13.9%	16.9%	3.45 ↑
Activities for those aged 55+	15.1%	5.3%	5.9% ↓	27.2%	13.9%	12.4%	20.1% ↑	3.37 ↑
Programs for people with disabilities / special needs	11.5%	6.5%	7.7%	28.1%	16.0%	14.8%	15.4%	3.36 ↑
Arts / music performances / festivals	10.7%	5.6%	9.5%	31.7% ↑	14.5%	13.9%	14.2%	3.32 ↑
Teen programs and events	16.6%	6.2%	9.2%	23.4%	18.0%	12.1%	14.5%	3.14
History programs	9.2% ↓	7.7%	16.3% ↑	30.2%	14.2%	10.4%	12.1%	3.12
After school programs	19.8% ↑	7.7%	11.5%	24.6%	13.6%	11.8%	10.9%	2.84 ↓
Day camps	19.5% ↑	8.0%	10.4%	26.0%	15.1%	10.7%	10.4% ↓	2.83 ↓
Sports clinics / lessons	22.5% ↑	11.8% ↑	13.6% ↑	22.8%	13.9%	8.0% ↓	7.4% ↓	2.47 ↓
Sports leagues	25.4% ↑	9.2%	12.7%	23.7%	14.2%	7.1% ↓	7.7% ↓	2.44 ↓

\*n=338



Those most engaged with WCPD appear to feel the park district's mission is less aligned with programs otherwise covered by schools, daycares/aftercare, and sports team membership.

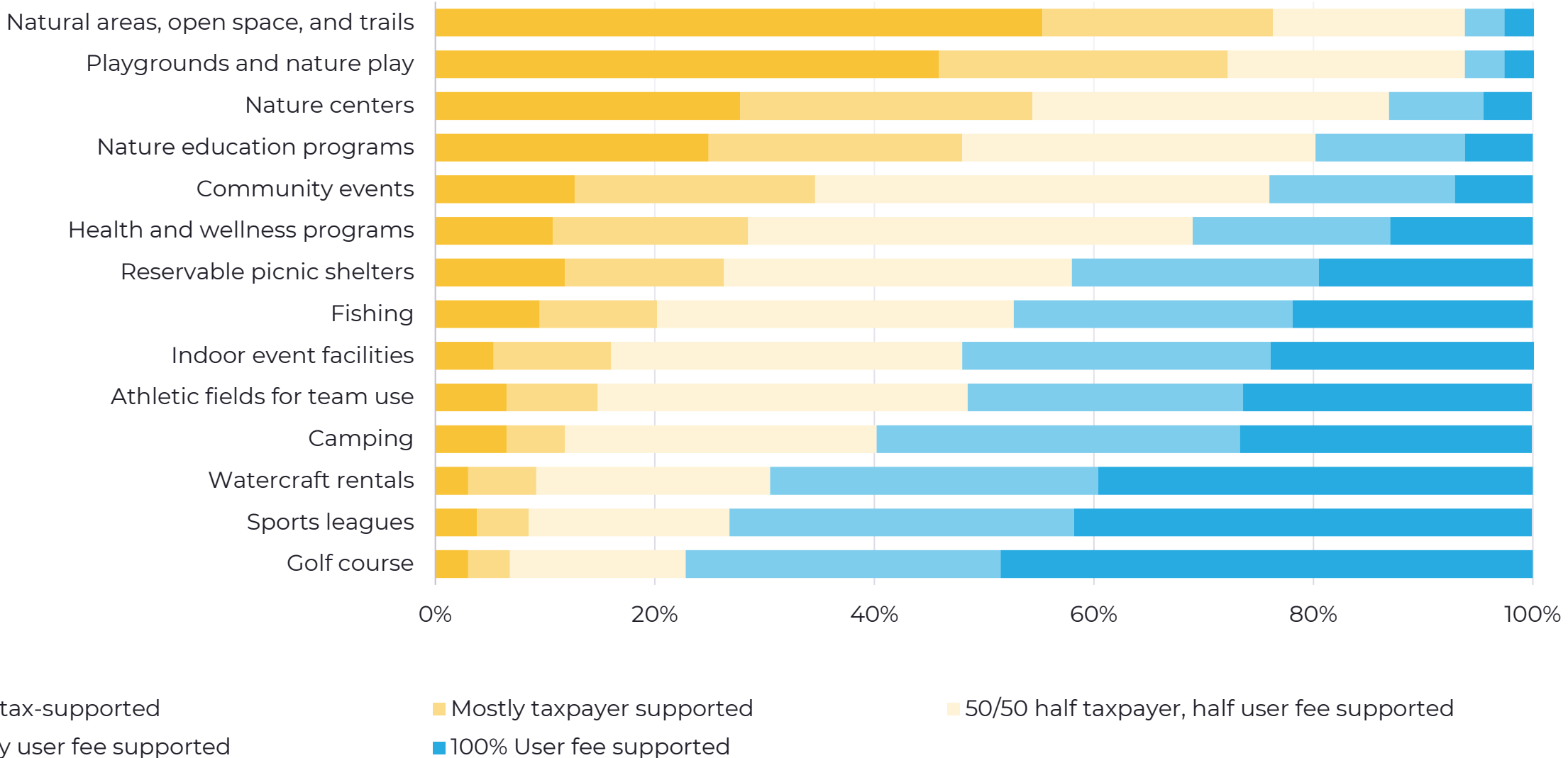
### WCPD PARK PROGRAM IMPORTANCE | WCPD User\* by PANELISTS/ Self-Selected

Row %	SOURCE	Not at all important = 0	1	2	Moderately important = 3	4	5	Very important = 6
<b>Nature education programs</b>	PANELISTS	2.8%	4.2%	15.3%	22.2%	20.8%	13.9%	20.8%
	SELF-SELECT	7.2%	6.8%	8.3% ↓	22.0%	18.6%	14.4%	22.7%
<b>Outdoor adventure programs</b>	PANELISTS	4.2%	6.9%	5.6%	27.8%	13.9%	22.2%	19.4%
	SELF-SELECT	7.6%	6.4%	9.5%	24.6%	18.6%	17.0%	16.3%
<b>Children's programs and events</b>	PANELISTS	6.9%	6.9%	6.9%	20.8%	16.7%	12.5%	29.2%
	SELF-SELECT	14.4%	4.9%	7.6%	23.1%	16.3%	14.0%	19.7%
<b>Fitness / wellness (walking / running groups and events, yoga etc.)</b>	PANELISTS	4.2%	2.8%	12.5%	18.1%	19.4%	13.9%	29.2% ↑
	SELF-SELECT	11.4%	7.6%	9.5%	25.4%	18.9%	13.6%	13.6% ↓
<b>Activities for those aged 55+</b>	PANELISTS	6.9% ↓	4.2%	4.2%	23.6%	18.1%	12.5%	30.6% ↑
	SELF-SELECT	17.4% ↑	5.7%	6.4%	28.4%	12.5%	12.5%	17.0% ↓
<b>Programs for people with disabilities / special needs</b>	PANELISTS	5.6%	4.2%	4.2%	26.4%	19.4%	18.1%	22.2%
	SELF-SELECT	13.3%	7.2%	8.7%	28.8%	14.4%	14.0%	13.6%
<b>Arts / music performances / festivals</b>	PANELISTS	8.3%	8.3%	12.5%	20.8% ↓	12.5%	15.3%	22.2% ↑
	SELF-SELECT	11.4%	4.9%	8.7%	34.5% ↑	14.8%	13.6%	12.1% ↓
<b>Teen programs and events</b>	PANELISTS	6.9% ↓	6.9%	4.2%	23.6%	20.8%	13.9%	23.6% ↑
	SELF-SELECT	19.3% ↑	6.1%	10.6%	23.1%	17.0%	11.7%	12.1% ↓
<b>History programs</b>	PANELISTS	4.2%	8.3%	15.3%	26.4%	16.7%	13.9%	15.3%
	SELF-SELECT	10.6%	7.2%	16.7%	31.1%	13.6%	9.5%	11.4%
<b>After school programs</b>	PANELISTS	6.9% ↓	4.2%	8.3%	27.8%	16.7%	16.7%	19.4% ↑
	SELF-SELECT	23.5% ↑	8.7%	11.7%	23.9%	12.9%	10.6%	8.7% ↓
<b>Day camps</b>	PANELISTS	8.3% ↓	6.9%	9.7%	23.6%	22.2%	9.7%	19.4% ↑
	SELF-SELECT	22.7% ↑	8.3%	10.6%	26.1%	13.3%	11.0%	8.0% ↓
<b>Sports clinics / lessons</b>	PANELISTS	5.6% ↓	8.3%	11.1%	26.4%	20.8%	15.3% ↑	12.5%
	SELF-SELECT	27.3% ↑	12.9%	14.4%	21.6%	12.1%	6.1% ↓	5.7% ↓
<b>Sports leagues</b>	PANELISTS	6.9% ↓	5.6%	4.2% ↓	34.7% ↑	23.6% ↑	12.5% ↑	12.5%
	SELF-SELECT	30.7% ↑	10.2%	15.2% ↑	20.8% ↓	11.7% ↓	5.7%	5.7% ↓

\*n=338

Nature programs that serve the greater public enjoy the most tax support. Park visitors feel recreational and outdoor activities that already have expenses like equipment, gear, tools, etc. should be mostly supported by user fees.

**TAX SUPPORT | WCPD User\***



Nature programs that serve the greater public enjoy the most tax support. Park visitors feel recreational and outdoor activities that already have expenses like equipment, gear, tools, etc. should be mostly supported by user fees.

**TAX SUPPORT | WCPD User\***

Row %	100% tax-supported	Mostly taxpayer supported	50/50 half taxpayer, half user fee supported	Mostly user fee supported	100% User fee supported
<b>Natural areas, open space, and trails</b>	55.3% ↑	21.0% ↑	17.5% ↓	3.6% ↓	2.7% ↓
<b>Watercraft rentals</b>	3.0% ↓	6.2% ↓	21.3% ↓	29.9% ↑	39.6% ↑
<b>Fishing</b>	9.5% ↓	10.7%	32.5%	25.4% ↑	21.9%
<b>Reservable picnic shelters</b>	11.8% ↓	14.5%	31.7%	22.5%	19.5%
<b>Camping</b>	6.5% ↓	5.3% ↓	28.4%	33.1% ↑	26.6% ↑
<b>Playgrounds and nature play</b>	45.9% ↑	26.3% ↑	21.6% ↓	3.6% ↓	2.7% ↓
<b>Nature centers</b>	27.8% ↑	26.6% ↑	32.5%	8.6% ↓	4.4% ↓
<b>Nature education programs</b>	24.9% ↑	23.1% ↑	32.2%	13.6% ↓	6.2% ↓
<b>Athletic fields for team use</b>	6.5% ↓	8.3% ↓	33.7% ↑	25.1% ↑	26.3% ↑
<b>Health and wellness programs</b>	10.7% ↓	17.8%	40.5% ↑	18.0%	13.0% ↓
<b>Sports leagues</b>	3.8% ↓	4.7% ↓	18.3% ↓	31.4% ↑	41.7% ↑
<b>Golf course</b>	3.0% ↓	3.8% ↓	16.0% ↓	28.7% ↑	48.5% ↑
<b>Indoor event facilities</b>	5.3% ↓	10.7%	32.0%	28.1% ↑	24.0%
<b>Community events</b>	12.7%	21.9% ↑	41.4% ↑	16.9%	7.1% ↓

- Leans Tax
- Mix
- Leans Fee

\*n=338

Self-Selected WCPD visitors drive the ‘user fee’ trend for the specialized outdoor activities and the ‘tax-supported’ trend for nature programs.

**TAX SUPPORT | WCPD User\* by PANELISTS/ Self-Selected**

Row %	SOURCE	100% tax-supported	Mostly taxpayer supported	50/50 half taxpayer, half user fee supported	Mostly user fee supported	100% User fee supported
<b>Natural areas, open space, and trails</b>	PANELISTS	30.6% ↓	26.4%	23.6%	11.1% ↑	8.3% ↑
	SELF-SELECT	62.1% ↑	19.7%	15.9%	1.1% ↓	1.1% ↓
<b>Watercraft rentals</b>	PANELISTS	6.9% ↑	15.3% ↑	33.3% ↑	23.6%	20.8% ↓
	SELF-SELECT	1.9% ↓	3.4% ↓	18.2% ↓	31.4%	45.1% ↑
<b>Fishing</b>	PANELISTS	12.5%	11.1%	43.1% ↑	16.7%	16.7%
	SELF-SELECT	8.7%	10.6%	29.9%	27.3%	23.5%
<b>Reservable picnic shelters</b>	PANELISTS	18.1%	16.7%	34.7%	16.7%	13.9%
	SELF-SELECT	10.2%	14.0%	30.7%	23.9%	21.2%
<b>Camping</b>	PANELISTS	12.5% ↑	9.7%	41.7% ↑	19.4% ↓	16.7% ↓
	SELF-SELECT	4.9% ↓	4.2%	25.0% ↓	36.4% ↑	29.5% ↑
<b>Playgrounds and nature play</b>	PANELISTS	23.6% ↓	25.0%	30.6% ↑	12.5% ↑	8.3% ↑
	SELF-SELECT	51.9% ↑	26.9%	18.9% ↓	1.1% ↓	1.1% ↓
<b>Nature centers</b>	PANELISTS	22.2%	19.4%	38.9%	11.1%	8.3%
	SELF-SELECT	29.5%	28.4%	30.7%	8.0%	3.4%
<b>Nature education programs</b>	PANELISTS	19.4%	11.1% ↓	36.1%	20.8% ↑	12.5% ↑
	SELF-SELECT	26.5%	25.8% ↑	31.4%	11.7%	4.5% ↓
<b>Athletic fields for team use</b>	PANELISTS	19.4% ↑	11.1%	40.3%	18.1%	11.1% ↓
	SELF-SELECT	3.0% ↓	7.6%	32.2%	26.5%	30.7% ↑
<b>Health and wellness programs</b>	PANELISTS	16.7%	18.1%	33.3%	16.7%	15.3%
	SELF-SELECT	9.1%	17.8%	42.0%	18.6%	12.5%
<b>Sports leagues</b>	PANELISTS	6.9%	11.1% ↑	33.3% ↑	22.2%	26.4% ↓
	SELF-SELECT	3.0%	3.0% ↓	14.0% ↓	33.7%	46.2% ↑
<b>Golf course</b>	PANELISTS	9.7% ↑	8.3% ↑	30.6% ↑	23.6%	27.8% ↓
	SELF-SELECT	1.1% ↓	2.7% ↓	11.7% ↓	30.3%	54.2% ↑
<b>Indoor event facilities</b>	PANELISTS	12.5% ↑	13.9%	40.3%	23.6%	9.7% ↓
	SELF-SELECT	3.4% ↓	9.8%	29.5%	29.2%	28.0% ↑
<b>Community events</b>	PANELISTS	12.5%	13.9%	48.6%	13.9%	11.1%
	SELF-SELECT	12.9%	23.9%	39.8%	17.4%	6.1%

\*n=338

Most, regardless of engagement, chose email as their preferred way to receive information from Warren County Park District. Next, they prefer the WCPD website and they their Facebook page.

Communication Preferences <i>n=365</i>		Panelists	Self-Select
Email	73.4%	65.2% ↑	76.8% ↑
Website	48.2%	39.1% ↑	51.3% ↑
Facebook	41.4%	28.3%	46.1% ↑
Flyers / signs in the park	22.7%	39.1% ↑	17.0% ↓
U S Mail	22.7%	25.0%	22.1%
Text	20.8%	31.5% ↑	17.0% ↓
Local news	16.4%	17.4%	15.9% ↓
Instagram	14.8%	7.6% ↓	17.3% ↓
X (formerly Twitter)	4.4%	5.4% ↓	4.1% ↓
Not sure / Not interested	3.6%	0.0% ↓	0.0% ↓
Other - Write In	1.9%	6.5% ↓	2.2% ↓
Phone	0.0%	1.1% ↓	2.2% ↓

*n=365*

**THANK YOU.**

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