

2010 Citizen Survey Response Highlights Organized by Priority Results

Ranked by Health Systems Research 2010 vs. 2008 Results

Percentages reflect the measurement of combined good/excellent or agree/strongly agree responses

Priority Result I

Well maintained park space and recreational facilities meet the recreational needs of this and succeeding generations of District residents	HSR 2010	HSR 2008	RPD 2010	10 vs. 08 Variance %
Activities along the Rock River	75%	70%	83%	5%
Appearance and maintenance of parks and outdoor recreational areas/open space (including golf courses, sports fields, rec paths, picnic shelters, tennis courts, playgrounds, etc.) (Excellent/Good)	87%	83%	88%	4%
Expand or connect existing recreation paths	72%	71%	80%	1%
It is important that Rockford Park District continue to invest resources to keep parks and recreation facilities well maintained.	96%	96%	98%	0%
Park space and recreation opportunities are essential for the quality of life in our community.	96%	96%	97%	0%
Develop indoor year round facilities (basketball, volleyball, turf sports)	66%	67%	85%	-1%
Provide natural areas and prairies for preservation and wildlife habitat for public access.	86%	88%	92%	-2%
Acquire land for new neighborhood parks	52%	62%	69%	-10%
Maintain and repair existing parks and facilities	96%	NA	97%	NA
Rockford Park District parks and recreation facilities are well-maintained	83%	NA	89%	NA
Rockford Park District services meet my/my family's recreational needs (also PR II).	80%	NA	88%	NA
Appearance and maintenance of buildings and facilities (such as ice skating facilities, Indoor Sports Center, golf course clubhouses, museums, etc.) (Excellent/Good)	77%	NA	86%	NA
Increase managed natural areas (prairies, no-mow areas, wildlife habitat)	65%	NA	80%	NA
Preserve land for later development	61%	NA	74%	NA
Develop new neighborhood parks	58%	NA	79%	NA

KEY

HSR = Health System Research survey results

RPD = Web site, Park District facility, and outreach survey results

NA = Not asked or no comparable data

Priority Result II

Residents are involved in diverse and well supported recreational activities for their health, well-being, and entertainment.	HSR 2010	HSR 2008	RPD 2010	10 vs. 08 Variance %
Continue to invest in museums to enhance the culture, education, and quality of life in our community.	84%	63%	90%	21%
Teach introductory sports skills (such as tennis, golf, ice skating, swimming, and soccer) so people can be active and use these skills for a lifetime.	86%	79%	94%	7%
I feel safe when using Rockford Park District indoor facilities	71%	68%	89%	3%
Financial assistance (partial scholarship) for families who meet income guidelines should be offered (also in PR IV)	60%	58%	79%	2%
Offer outdoor environmental education programs with places for children to explore and learn about nature	91%	90%	96%	1%
I feel safe when using Rockford Park District parks, recreation paths, and outdoor spaces	70%	74%	87%	-4%
Expand District museums	51%	55%	76%	-4%
Have you or a member of your household visited a park, facility, museum, or attended a Park District program in the past year?	75%	81%	87%	-6%
Rockford Park District services should provide residents with diverse and well-supported recreational activities	94%	NA	97%	NA
There are excellent park spaces and recreation opportunities in our community	91%	NA	90%	NA
Provide recreation programs for youth/teens	88%	NA	93%	NA
Maintain District museums	83%	NA	90%	NA
Rockford Park District services meet my/my family's recreational needs (also in PR I)	80%	NA	88%	NA
Provide recreation programs for adults/seniors	79%	NA	84%	NA

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Priority Result II (continued)

Residents are involved in diverse and well supported recreational activities for their health, well-being, and entertainment.	HSR 2010	HSR 2008	RPD 2010	10 vs. 08 Variance %
HOUSEHOLD PARTICIPATION BY DEMOGRAPHIC CHARACTERISTIC OF RESPONDENT				
All	75%	81%	NA	-6%
AGE				
18-29	88%	83%	NA	5%
30-44	88%	86%	NA	2%
45-64	84%	85%	NA	-1%
65+	68%	75%	NA	-7%
EDUCATION				
Less than H.S.	47%	78%	NA	-31%
H.S diploma/GED	64%	69%	NA	-5%
Some College	81%	83%	NA	-2%
Associate Degree	90%	86%	NA	4%
Bachelor's Degree	87%	86%	NA	1%
Graduate Degree	91%	89%	NA	2%
GENDER				
Male	76%	80%	NA	-4%
Female	83%	83%	NA	0%
RACE				
White, Non-Hispanic	82%	86%	NA	-4%
Non-white	71%	86%	NA	-15%
CHILDREN UNDER 18 AT HOME				
Yes	86%	91%	NA	-5%
No	78%	79%	NA	-1%
How important is providing recreation programs and services for the following groups?				
Children 12 and under	91%	NA	98%	NA
Teenagers 13-18	91%	NA	95%	NA
Disabled persons	90%	NA	92%	NA
Adults 55+	83%	NA	84%	NA
Adults 18+	80%	NA	87%	NA
Low income	76%	NA	90%	NA

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Priority Result II (continued)

Residents are involved in diverse and well supported recreational activities for their health, well-being, and entertainment.	HSR 2010	HSR 2008	RPD 2010	10 vs. 08 Variance %
Reasons why citizens participate in leisure and recreation activities:				
Skill development	19%	15%	42%	4%
Any other reasons?	8%	6%	3%	2%
Fun/enjoyment	72%	75%	88%	-3%
Socialize	36%	42%	51%	-6%
Family time	51%	58%	84%	-7%
Relaxation and/or stress reduction	53%	62%	65%	-9%
Health and wellness	55%	68%	56%	-13%
If no, which of the following barriers keep you or household members from participating in Rockford Park District programs or activities?				
Lack of time	24%	26%	46%	-2%
Cost to participate	16%	17%	53%	-2%
Not interested	6%	6%	5%	0%
Language	1%	2%	8%	-1%
Need public transportation to RPD sites	4%	5%	16%	-1%
Not aware of offerings	18%	23%	30%	-7%
Age, health, or disability	16%	NA	NA	NA
Any other barriers?	6%	NA	NA	NA
Lack of ease	4%	NA	NA	NA

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Priority Result III

Residents value recreation as essential for a healthy life.	HSR 2010	HSR 2008	RPD 2010	10 vs. 08 Variance %
Continue with reforestation efforts and planting trees	91%	85%	95%	6%
Pursue green alternatives (recycling, alternative energy sources, reduce use of pesticides and herbicides) to help protect the environment.	86%	82%	89%	4%
Continue with community beautification, with floral gardens and flower baskets/planters along the streets (City of Gardens program).	80%	85%	92%	-5%
Recreation is an essential part of my health/life (vital)	80%	NA	91%	NA
Help to address childhood obesity by encouraging physical activity and playing outdoors.	88%	NA	92%	NA
Recreational opportunities offered by the Rockford Park District encourage me to have a healthy lifestyle	66%	NA	84%	NA

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Priority Result IV

Residents have exceptional parks and recreation facilities, services, and programs at a reasonable cost.	HSR 2010	HSR 2008	RPD 2010	10 vs. 08 Variance %
Fees are generally reasonable to participate in park district facilities, services, and programs.	71%	65%	78%	6%
Financial assistance (partial scholarship) for families who meet income guidelines should be offered (also in PR II)	60%	58%	79%	2%
It is important that Rockford Park District residents have exceptional parks and recreation facilities, services, and programs at a reasonable cost.	95%	NA	96%	NA
The Park District should explore every opportunity to increase revenue and reduce expenses, including selling or leasing existing buildings and land not useable for park activities.	83%	NA	84%	NA

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