

UTAH STATE UNIVERSITY

Salt Lake County Parks and Recreation

Mail-in Needs Assessment Survey

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UtahStateUniversity
COOPERATIVE EXTENSION

Results of the Salt Lake County Parks and Recreation self-administered mail survey conducted September – November 2017, to be used to establish priorities for future development of parks, recreation, golf facilities, programs and services within Salt Lake County.

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Salt Lake County Parks and Recreation
Mail-in Needs Assessment Survey

Stanley M. Guy
Utah State University Extension

Sponsored by Salt Lake County Parks and Recreation
Salt Lake County

December 22, 2017

Executive Summary

Survey Objectives

The purpose of the survey was to determine priority and satisfaction levels of Salt Lake County residents on Salt Lake County Parks and Recreation parks, programs, and services.

Procedures

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The survey was developed by team participants representing Salt Lake County Parks and Recreation Division advisory board members, staff, and Utah State University Extension. The survey's eight sections contained questions on Salt Lake County parks, youth recreation programs, adult recreation programs, recreation services, special events and programs, potential actions for Salt Lake County Parks and Recreation, recreation organizations used by households, and household demographics.

Survey Implementation

The survey and a Salt Lake County Mayor's cover letter was printed, stuffed along with a Salt Lake County business reply envelope and mailed by a distribution contractor to 5,000 random residential household addresses provided by Salt Lake County. Salt Lake County received back 660 business reply letters. This number gives a 13% rate of return. These un-opened business reply envelopes were then delivered to Utah State University Extension and opened. Due to usability of returned surveys 658 surveys were tabulated.

Results

Most respondents use a car to travel to parks, even though three quarters of them live within 15-20 minutes walking distance of a park. A vast majority visit Salt Lake County parks, and they are positive about the overall physical conditions of parks visited. They are satisfied with park maintenance, value they receive from Salt Lake parks, the number of parks, and the level of customer service by Salt Lake County Parks and Recreation staff. Other recreation organizations used by a majority of respondents and their households include state parks and national parks/national forests.

Understanding what park amenities are important to households was one objective of the survey. We found that walking trails, open un-programmed lawn areas, access to facilities for the disabled, traditional children's playgrounds, group pavilions/picnic areas, children's playground (nature, etc.), and fenced off leash dog parks are important to households. Sports amenities important to over half of households are

soccer/football/rugby fields, outdoor basketball courts, tennis courts, little league baseball diamonds, softball diamonds, Babe Ruth baseball diamond, backstop for pick up baseball games, and sand volleyball courts. Over half of the respondents said important recreation amenities are walking/running, biking trails, natural areas/wildlife; indoor and outdoor swimming pools, outdoor events space, indoor exercise/fitness/aerobics, Jordan River water trail, nature education facilities, community garden, water play splash pads, and gymnasium.

Youth recreation programs important to households are youth learn to swim, youth athletics, youth fitness and wellness, programs for teens, youth art, dance performing arts, youth scholarships and youth gymnastics. Important adult recreation programs are senior fitness, adult continuing education, adult organized athletics, adult art, dance, performing arts, and adult learn to swim. Other recreation services and programs important to households are programs for people with disabilities, farmers markets, volunteer opportunities, after-school programs, nature/environmental education, school break (fall, winter, etc.), water fitness, athletic special events, daycare, drop in daycare, open access computer labs, long term fitness challenge, community events, before school programs and tennis lessons and leagues.

Another objective of the needs assessment was to understand where the Salt Lake County Parks and Recreation Department should focus their efforts. Majorities of respondents priority' areas included: higher levels of park and building maintenance, improve regional trails, maintain natural areas, sports field maintenance, build new walking, hiking, and biking trails, purchase land for parks and regional trails, preserve natural open areas and open space, build new passive use parks and, swimming pool, and light more sports fields. The most important areas to households were higher level of park maintenance; purchase land to preserve natural areas, open space, and for regional trails and parks, and to build walking, hiking and biking trails.

Salt Lake County Parks and Recreation programs and activities are maintained using taxes and user fees or a combination of both. The following programs and activities had majorities of respondents saying they should be maintained with a combination of taxes and user fees: youth fitness and wellness, programs for teens, before and after school programs, and senior fitness. Programs and activities where majorities of respondents felt that user fees should pay for program maintenance included adult organized athletics, adult art, dance, performing arts, indoor space for small events, athletic special events, drop in childcare, adult continuing education. There were no majority of respondents for any of the three methods to maintain programs and activities for youth athletics, youth art, dance, performing arts, youth scholarship programs, nature programs/environmental education, school break programs, community events, open access computer labs, farmers market, and programs for people with disabilities. There were no majorities of respondents who felt only taxes should be used for costs to run a program.

Another objective of the survey was to determine what barriers, if any, prevented people from using Salt Lake County Parks and Recreation facilities and programs. The number one reason for not using facilities and programs was people do not know what is being offered, followed by program times not convenient, not interested, and facilities are not well maintained.

Three quarters or more of respondents agreed having Salt Lake County Parks and Recreation facilities and programs makes Salt Lake County a better place to live, improves physical health and wellness, preserves open space, improves mental health and reduces stress, increases cultural and community interaction, increases property values in surrounding areas, and protects the environment. Over half of all respondents agreed having facilities and programs helps reduce neighborhood crime, attracts new residents, protects historical assets of the county, attracts new businesses, and promotes tourism to Salt Lake County. The most important benefits to households of having Salt Lake County Parks and Recreation facilities and programs are improving physical health and wellness followed by makes Salt Lake County a better place to live.

Most respondents have lived in Salt Lake County for over twenty years, including forty-eight percent for more than thirty years. Seventy-two percent own their home. Older residents (55 and older) responded to the survey at about the same rate (46%) as 35 to 54 years old (47%). Fifty one percent of the respondents were female and 49% were male. The clear majority of respondents were white, followed by Hispanic/Latin, Asian, Pacific Islander, and Native Americans. No one said they or someone in their household had a cognitive or physical disability. Fifty percent own a dog.

Responses came from residents of the following cities, listed by those with the most to least returned surveys: Salt Lake City, Holladay, West Jordan, West Valley, Sandy, Cottonwood Heights, Taylorsville/Kearns, South Salt Lake, South Jordan, Draper, Herriman, Midvale, Murray, Riverton, Magna, and Bingham Canyon.

Survey Limitations

The survey provides detailed opinions on Salt Lake County Parks and Recreation parks, programs, and services from those who responded to the survey. Comments or interpretations of survey results should be restricted to completed survey respondents. Extrapolated to Salt Lake County has a confidence interval of +/- 3.8%.

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Salt Lake County Parks and Recreation Needs Assessment Survey

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December 22, 2017

Salt Lake County Parks and Recreation conducted a Parks and Recreation Needs Assessment Survey to help establish priorities for future development of parks, recreation, golf facilities, programs and services within Salt Lake County. The recreation issues contained in the survey were developed by the Salt Lake County Parks and Recreation Advisory Board and Department staff. USU Extension refined and finalized the survey and participated in conducting, gathering, and tabulating the results.

This report highlights some of the findings from the survey and includes the survey instrument with frequencies of responses. There is also a section containing charts which graphically display the responses for most questions. In February 2012, twenty-thousand randomly selected Salt Lake County households were mailed the survey with postage paid return envelopes. Postmarks on returned surveys ranged from February 21 through April 16, 2012 with 81% of the surveys being returned in February. There were 2,906 surveys returned (15% response rate) of which 2,535 were tabulated due to usability of returned surveys and contract constraints. For a more in-depth understanding, readers should review the survey instrument and charts contained in this report.

Rating Overall Physical Conditions for Parks Visited

A vast majority of survey respondents (92%) said they or members of their household visited Salt Lake County Parks during the past year. Of those who visited Salt Lake County Parks 92% rated the overall physical conditions of parks as “excellent” or “good”. The rating is based on scale of excellent, good, fair, or poor.

Access to Parks

Seventy-five percent of survey respondents said there are parks within 10-15 minutes walking distance from their residence. Most people travel to parks and recreation facilities by car (89%) and walking (56%). Thirty-one percent said they have gone to parks or recreation facilities by biking and only 1% by public transportation.

Priority Park Amenities

In question 5 we asked what priority should be given to eleven Salt Lake County Parks amenities. Frequencies were based on those who prioritized amenities as Not a Priority, Low Priority, Medium Priority, or High Priority. Majorities of households said walking trails (92%), lawn area open un-programmed (91%), traditional children’s playground (91%), access to facilities for the disabled (89%); and nature children’s playground (89%), group pavilion/picnic area (87%), and fenced off-leash dog parks (59%) had medium and

high priorities. The amenities most, second most, or third most important to households were walking trail and open and unprogrammed lawn areas.

Priority Sports Amenities

We asked people what priority should be given to different sports amenities in parks. Soccer/football/rugby field had the most people (80%) who gave this a medium or high priority. This was followed by medium and high priority for outdoor basketball courts (78%), outdoor tennis court (72%), little league baseball diamond (71%), and softball diamond (68%). Babe Ruth baseball diamond (59%), backstop for pickup baseball games (56%), and sand volleyball court (54%), rounded out the sports amenities receiving a majority of medium and high priorities. The sports amenities respondents said are most, second most, or third most important to households are soccer/football/rugby fields and outdoor basketball courts.

Priority Recreation Amenities

Question 9 covered 14 recreation amenities. Eleven of the fourteen recreation amenities received medium and high priorities from a majority of survey respondents. Trails, walking/running, biking (97%); natural areas/wildlife habitat (85%); indoor swimming pool (85%); outdoor swimming pool (79%), and outdoor event space (79%) are top priority amenities. The next tier priorities are indoor exercise/fitness/aerobics (78%); Jordan River water trail (76%), nature education facilities (71%) and community garden (70%). A water play/splash pad (69%) and gymnasium (63%) are the final amenities having majority of respondents rating them medium and high. The recreation amenities respondents said are most, second most, or third most important to households are trails, walking/running, biking and natural areas/wildlife.

Priority Youth Recreation Programs

Question 11 covered 8 youth recreation programs. All programs received medium and high priorities from a majority of survey respondents. Youth learn to swim (94%); youth athletics (92%), youth fitness and wellness (87%), and programs for teens (83%) are programs where the most respondents said they are medium and high priorities. Youth art, dance, performing arts (78%); and youth scholarships (76%) made up the next tier of medium and high priority youth recreation programs. Youth gymnastics (67%) and youth learn to ice skate (58%) rounded up the youth programs with medium and high priority levels. The three youth recreation programs respondents said are most, second most, and third most important to households are youth learn to swim, youth fitness and wellness, and youth athletics.

Priority Adult Recreation Programs

The next section of the survey covered adult recreation programs. Five out of six adult recreation programs received medium and high priorities from a majority of survey respondents. These five included senior fitness (92%), adult continuing education (88%), adult organized athletics (76%), adult art, dance, performing arts (62%), and adult learn to swim (59%). Only adult learn to ice skate (29%) had less than a majority of respondents saying this was a medium and high priority. The adult recreation programs respondents said are most, second most, and third most important to households were adult continuing education and senior fitness.

Priorities of Recreation Services and Programs

Question 15 covered sixteen recreation services and programs. Fifteen of the sixteen services and programs had medium and high priorities from a majority of respondents. Farmers market (87%), programs for people with disabilities (87%), volunteer opportunities (85%), and after school programs (84%) had the highest number of respondents giving these medium and high priority levels. The next tier had nature/environmental education (77%), school break (74%), water fitness (72%), athletic special events (72%), and with medium and high priorities. Daycare (68%), drop in childcare (65%), open access computer labs (63%), long term fitness challenge (63%), community events (62%), before school programs (61%), and tennis lessons and leagues (59%) were the other services and programs with medium and high priority levels. Only 39% of the respondents felt that programs with your pets were medium and high priority levels. The most, second most, and third important recreation services are farmers markets, after-school programs, and farmers markets.

Recreation Programs and Special Events

Only 29% of respondents indicated they or members of their household participated in recreational programs or special events such as 5K races, holiday events (Easter Egg Hunts, Trunk or Treat, etc.) offered by Salt Lake County Parks and Recreation in the last year. Of those respondents who said they or members of their household participated in such events half participated in two or three programs. Thirty-two percent participated in one program, thirteen percent in four to six programs, 3% in seven to ten programs and 2% in more than ten programs. Ninety-four percent rated the overall quality of the programs or events as good (63%) and excellent (31%). The two most cited ways of learning about programs or services offered by Salt Lake County Parks and Recreation were friends/neighbors (45%) and program flyers (37%). Newspapers (28%), social media (21%), and recreation brochures/program guides (20%) were the next most frequent way respondents learned about programs and services. County information (10%), conversations with parks and recreation staff (5%), cable television (5%), and internet (5%) were the least mentioned ways of learning about the programs and services.

Priority Actions for Salt Lake County Parks and Recreation

Question 21 listed eight actions for existing parks and recreation facilities and eight actions towards new parks and recreation facilities and asked respondents to give a priority level on each action. Frequencies were based on those who prioritized amenities as Not a Priority, Low Priority, Medium Priority, or High Priority. For existing facilities, medium and high priority level actions included higher level of park maintenance (89%); improve regional trails (88%); higher level of building maintenance (80%), natural area maintenance (79%), and sports field maintenance (71%). Fifty-one percent of respondents gave medium and high priority levels to lighting more sports fields. Less than half of respondents said higher level of golf course maintenance (38%) and convert natural turf grass sports field to synthetic turf (20%) had medium and high priority.

Medium and high priority levels were given by a majority of respondents to seven of the eight actions for new facilities. Building new walking, hiking, and biking trails had the most respondents (89%) saying this is a medium and high priority. Other high ranking actions, included purchasing land for parks (83%), to preserve natural open areas, open space (82%), land for regional trails (73%), building new passive use parks (68%), and building a new swimming pool (60%). Building a new outdoor special events venue (48%) and building new athletic fields (48%) were the only new facilities where there was no majority of respondents ranking this as medium and high priorities.

The most important actions to households are higher level of park maintenance and purchase land to preserve natural areas, open space. The second most important actions to households are build walking, hiking and biking trails. The third most important area is also build new walking, hiking and biking trails.

Taxes and User Fees

Question 23 listed nineteen recreation programs and services where Salt Lake County Parks and Recreation uses taxes, user fees, or a combination of taxes and user fees to maintain. None of the programs and services had a majority of respondents who felt they should be maintained only with taxes. The following programs or services had majority of respondents saying they should be maintained with a combination of taxes and user fees: youth fitness and wellness (57%), programs for teens (59%), senior fitness (53%), before and after school programs (52%).

Programs where majority of respondents felt that user fees should pay for program maintenance included adult organized athletics (75%), adult art, dance, performing arts (74%), indoor space for small events (71%), athletic special events (67%), adult continuing education (57%), and drop in childcare (54%).

The following programs and services had no majority of respondents saying maintenance should be allocated to user fees, taxes, or a combination of taxes and user fees. Percentages were higher for user fees or combination of user fees and taxes rather than taxes alone for youth art, dance, and performing arts, youth scholarship programs, nature programs/environmental education, youth athletics, school break programs, community events, open access computer labs, and farmers market. Programs for people with disabilities percentages were higher for taxes or combination of taxes and user fees than for just user fees.

Reasons for not using Salt Lake County Parks & Recreation Facilities and Programs

Question 24 listed reasons that prevent respondents from using Salt Lake County Parks & Recreation facilities and programs. The number one reason is people do not know what is being offered (51%), followed by program times not convenient (25%) and not interested (24%). Twenty-one percent of respondents said facilities are not well maintained, too far from our residence (20%), and do not know locations of facilities (19%). Other reasons for not using Salt Lake County Parks and Recreation are operating hours not convenient (18%), fees are too high (16%), class full (16%), facilities lack right equipment (15%), program or facility not offered (14%), use facilities in other cities/counties (13%), and lack of quality programs (12%). Insufficient security (10%), lack of parking near facilities and parks (10%), poor customer service by staff (9%), registration for programs difficult (6%), and not accessible for people with disabilities (4%) made up the rest of the reasons for not using Salt Lake County Parks and Recreation facilities and programs.

Services Satisfaction Levels

Satisfaction levels on fifteen services in Salt Lake County Parks and Recreation were measured using the following scale: Very Satisfied, Satisfied, Undecided or Unsure, Dissatisfied, and Very Dissatisfied. Four of the fifteen services had majorities of respondents saying they are very satisfied and satisfied with the service. Maintenance of parks (75%), overall value your household receives from SLC Parks (71%), number of parks (69%), and overall level of customer service (57%) of respondents are satisfied and very satisfied with these services. Areas where there were majorities of respondents who were unsure or undecided about their satisfaction levels included drop in childcare programs (82%), programs for people with disabilities (74%), ease of renting/reserving a facility (61%), user friendliness of Parks and Recreation website (52%), and ease of

registering for classes/programs (52%). Half of the respondents are unsure or undecided about the quality of programs for families with children, quality of program for adults, and the variety of programs. Respondents being undecided or unsure is most likely due to their not using these services. Security in parks had more respondents saying they are satisfied (38%) and very satisfied (4%) than those who said they are dissatisfied (15%) and very dissatisfied (1%). Availability of information about programs and facilities had 3% very satisfied and 34% satisfied compared to 3% very dissatisfied and 22% dissatisfied. More respondents are satisfied (39%) and very satisfied (6%) with ease of registering for classes/programs than those who are dissatisfied (5%).

Benefits of Salt Lake County Parks & Recreation Facilities and Programs

Benefits of having parks and recreation facilities and programs were explored in question 26. Respondents were asked the extent they agreed or disagreed with stated benefits of parks and recreation facilities and programs. Frequencies were based on strongly agree, agree, undecided or unsure, mildly disagree, and strongly disagree. All twelve of the benefits had a majority of responders strongly agree or agree with each benefit statement. Following are the benefit statements and percentage of respondents who strongly agreed and agreed with the statement: Makes Salt Lake County a better place to live (93%), improves physical health and wellness (93%), preserves open space (89%), improves mental health and reduces stress (88%), increases cultural and community interaction (81%), protects the environment (79%), increases property values in surrounding areas (77%), helps reduce neighborhood crime (66%), attracts new residents (66%), protects historical assets of the county (61%), attracts new business (54%), and promotes tourism to the county (52%). The most important benefit to households are improve physical health and wellness. The second most important benefit is makes Salt Lake County a better place to live and the third most important benefit is also makes Salt Lake County a better place to live.

Use of Recreation Organizations

Eighty-one percent of all respondents or members of their households use Salt Lake County Parks & Recreation for recreation activities. Other recreation organizations used by a majority of respondents and their households are state parks (67%) and national park/national forest (75%). Local schools (45%), religious affiliated facility (34%), and private gym (38%) are more recreation organizations used by households. Recreation organizations used less include neighboring counties (25%), tennis, golf, and other private clubs (18%), homeowner association/apartment complexes (10%), special recreation district (7%), YMCA (2%), and Boys and Girls Club (4%). Salt Lake County Parks and Recreation is used most for all age groups except 12 to 17 years old, who use religious affiliated facility most. Salt Lake County Parks and Recreation is also the recreation organization used second most for those 17 years old and younger. State Parks are used second most for those 18 and older.

Respondents Demographics

Majority of respondents (67%) have lived in Salt Lake County for over twenty years including 48% for more than thirty years. Seventy-two percent own their home. Forty-six percent of respondents were 55 or older residents and 46% were between 35 and 54 years old. Composition of households showed 35% had members 14 years and younger, 23% ages 15 -24 years old, 27% ages 25 – 44, 24% ages 45 - 64, and 12% ages 65 or older. Fifty-one percent of the respondents were female and 49% were male. The vast majority of respondents (90%) are white, 3% Hispanic/Latino, 3% Asian/Pacific Islander, 1% Native American, and 2% list some other racial or ethnic identification. No respondents said they or someone in their household has a cognitive or physical disability. Half of all respondents own a dog.

Respondents by City

Thirty-one percent of the respondents are from Salt Lake City, followed by West Jordan (7%), Holladay South Salt Lake, Herriman, and West Valley City (all 6%), Sandy, and Taylorsville/Kearns (both 5%), Cottonwood Heights, Draper, Riverton, and West Valley (all 4%), Magna and Murray (both 3%), then South Jordan, Midvale and Bingham Canyon (all 2%).

Community Interest and Opinion survey: Let your voice be heard today!

Salt Lake County Parks & Recreation would like your input to help determine recreational facilities, park, open space, and program priorities for our community. This survey will take approximately 15 minutes to complete. When you are finished, please return your survey in the postage-paid, return-reply envelope. We greatly appreciate your help.

First, we would like to know your opinions on Salt Lake County parks.

Q-1 Have you or members of your household visited Salt Lake County parks during the past year? (Circle your answer.)

- 92% YES
- 8% NO (SKIP TO QUESTION Q-3.)

Q-2 If YES, how would you rate the physical conditions overall for parks you visited? (Circle answer.)

- 26% EXCELLENT
- 66% GOOD
- 7% FAIR
- 1% POOR

Q-3 Are there parks within 10-15 minutes walking distance of your residence? (Circle answer.)

- 75% YES
- 25% NO

Q-4 How do you travel to parks and recreation facilities? (Circle all that apply.)

- 2% I DO NOT TRAVEL TO PARKS AND RECREATION FACILITIES
- 89% CAR
- 31% BIKE
- 56% WALK
- 1% PUBLIC TRANSPORTATION
- 2% OTHER (Please list _____)

Q-5 Listed below are some park amenities. Please indicate whether you feel that each amenity should NOT be a priority, should be given a LOW priority, MEDIUM priority, or HIGH priority in Salt Lake County parks.

Amenity number	Park Amenity	How much priority, if any, should each amenity have in Salt Lake County parks? (Please circle your answer.)			
1	Lawn area, open un-programmed	1% NOT	8% LOW	35% MEDIUM	56% HIGH
2	Group pavilion/picnic area.	1% NOT	12% LOW	44% MEDIUM	43% HIGH
3	Children’s playground (traditional)	2% NOT	9% LOW	31% MEDIUM	58% HIGH
4	Children’s playground (nature, etc.)	3% NOT	13% LOW	38% MEDIUM	46% HIGH
5	Walking trails.	2% NOT	7% LOW	37% MEDIUM	55% HIGH
6	Skate park	19% NOT	44% LOW	28% MEDIUM	9% HIGH
7	Fishing pond	26% NOT	46% LOW	20% MEDIUM	8% HIGH
8	Disc golf course.	25% NOT	47% LOW	22% MEDIUM	6% HIGH
9	Off-leash dog park, fenced	15% NOT	26% LOW	35% MEDIUM	24% HIGH
10	Off-leash dog park, not fenced.	34% NOT	32% LOW	19% MEDIUM	15% HIGH
11	Access to facilities for the disabled.	4% NOT	7% LOW	35% MEDIUM	54% HIGH
12	Other _____	NOT	LOW	MEDIUM	HIGH

Q-6 Of the amenities listed in Q-5, which do you feel are most important to your household? (Please write the amenity number from Q-5 in the appropriate box.)

Most Important
 Second Most Important
 Third Most Important

Q-7 Listed below are some sports amenities. Please indicate whether you feel that each amenity should NOT be a priority, should be given a LOW priority, MEDIUM priority, or HIGH priority in Salt Lake County.

Amenity number	Sports Amenity	How much priority, if any, should each sport amenity have in Salt Lake County? (Please circle your answer.)			
1	Soccer / Football / Rugby field	5% NOT	15% LOW	45% MEDIUM	35% HIGH
2	Lacrosse / Field hockey field	10% NOT	41% LOW	36% MEDIUM	13% HIGH
3	Little league baseball diamond	7% NOT	22% LOW	46% MEDIUM	25% HIGH
4	Babe Ruth baseball diamond.	9% NOT	32% LOW	39% MEDIUM	20% HIGH
5	Softball diamond.	7% NOT	25% LOW	46% MEDIUM	22% HIGH
6	Backstop, for pickup baseball games . . .	9% NOT	35% LOW	40% MEDIUM	16% HIGH
7	Basketball court, outdoor	5% NOT	17% LOW	49% MEDIUM	29% HIGH
8	Sand volleyball court.	10% NOT	36% LOW	40% MEDIUM	14% HIGH
9	Tennis court, outdoor.	6% NOT	22% LOW	48% MEDIUM	24% HIGH
10	Golf course.	28% NOT	34% LOW	20% MEDIUM	18% HIGH
11	Pickleball	21% NOT	38% LOW	28% MEDIUM	13% HIGH
12	Other _____	NOT	LOW	MEDIUM	HIGH

Q-8 Of the amenities listed in Q-7, which do you feel are most important to your household? (Please write the amenity number from Q-7 in the appropriate box.)

Most Important
 Second Most Important
 Third Most Important

Q-9 Listed below are some more recreation amenities. Please indicate whether you feel that each amenity should NOT be a priority, should be given a LOW priority, MEDIUM priority, or HIGH priority in Salt Lake County.

Amenity number	Recreation Amenity	How much priority, if any, should each amenity have in Salt Lake County? (Please circle your answer.)			
1	Trail, walking/running/bike.	1% NOT	2% LOW	17% MEDIUM	80% HIGH
2	Trail, horse, equestrian	23% NOT	51% LOW	19% MEDIUM	7% HIGH
3	Natural areas / wildlife habitat	4% NOT	11% LOW	32% MEDIUM	53% HIGH
4	Jordan River water trail (kayaking, etc.)	5% NOT	19% LOW	40% MEDIUM	36% HIGH
5	Nature education facilities.	5% NOT	24% LOW	45% MEDIUM	26% HIGH
6	Community garden.	5% NOT	24% LOW	42% MEDIUM	28% HIGH
7	Indoor exercise / fitness / aerobics. . . .	5% NOT	17% LOW	37% MEDIUM	41% HIGH
8	Indoor small events space (parties, etc.)	11% NOT	41% LOW	38% MEDIUM	10% HIGH
9	Gymnasium.	8% NOT	29% LOW	42% MEDIUM	21% HIGH
10	Racquetball/squash courts.	10% NOT	41% LOW	40% MEDIUM	9% HIGH
11	Swimming pool, indoor.	4% NOT	11% LOW	40% MEDIUM	45% HIGH
12	Swimming pool, outdoor.	5% NOT	16% LOW	39% MEDIUM	40% HIGH
13	Water play splash pad.	9% NOT	22% LOW	36% MEDIUM	33% HIGH
14	Outdoor events space.	3% NOT	18% LOW	50% MEDIUM	29% HIGH
15	Other _____	NOT	LOW	MEDIUM	HIGH

Q-10 Of the amenities listed in Q-9, which do you feel are most important to your household? (Please write the amenity number from Q-9 in the appropriate box.)

Most Important
 Second Most Important
 Third Most Important

Next, we would like to know your opinions on youth recreation programs.

Q-11 Listed below are youth programs. Please indicate whether you feel that each program should NOT be a priority, should be given a LOW priority, MEDIUM priority, or HIGH priority in the Salt Lake County Parks and Recreation Department.

Program number	Recreation Program	How much priority, if any, should each program have in the Salt Lake County Parks and Recreation Department? (Please circle your answer.)			
		NOT	LOW	MEDIUM	HIGH
1	Youth Learn To Swim.	2%	4%	25%	69%
2	Youth athletics	2%	6%	40%	52%
3	Youth fitness and wellness	2%	11%	37%	50%
4	Youth gymnastic.	5%	28%	44%	23%
5	Youth art, dance, performing arts	4%	18%	42%	36%
6	Youth scholarships.	7%	17%	35%	41%
7	Youth learn to ice skate.	6%	35%	40%	18%
8	Programs for teens.	3%	11%	43%	43%
9	Other _____	NOT	LOW	MEDIUM	HIGH

Q-12 Of the programs listed in Q-11 which do you feel are most important to your household? (Please write the program number from Q-11 in the appropriate box.)

Most Important
 Second Most Important
 Third Most Important

Now we would like to know your opinions on adult recreation programs.

Q-13 Listed below are adult programs. Please indicate whether you feel that each program should NOT be a priority, should be given a LOW priority, MEDIUM priority, or HIGH priority in the Salt Lake County Parks and Recreation Department.

Program number	Recreation Program	How much priority, if any, should each program have in the Salt Lake County Parks and Recreation Department? (Please circle your answer.)			
		NOT	LOW	MEDIUM	HIGH
1	Adult learn to swim.	9%	32%	37%	22%
2	Adult learn to ice skate.	20%	51%	23%	6%
3	Adult art, dance, performing arts	10%	28%	44%	18%
4	Adult organized athletics.	4%	20%	53%	23%
5	Adult continuing education.	3%	9%	36%	52%
6	Senior fitness	2%	6%	32%	60%
7	Other _____	NOT	LOW	MEDIUM	HIGH

Q-14 Of the programs listed in Q-13 which do you feel are most important to your household? (Please write the program number from Q-13 in the appropriate box.)

Most Important
 Second Most Important
 Third Most Important

Next, we would like to know your opinions on other recreation services and programs.

Q-15 Listed below are services. Please indicate whether you feel that each service should NOT be a priority, should be given a LOW priority, MEDIUM priority, or HIGH priority in the Salt Lake County Parks and Recreation Department.

Program number	Service	How much priority, if any, should each service have in the Salt Lake County Parks and Recreation Department? (Please circle your answer.)			
1	Daycare	13% NOT	21% LOW	34% MEDIUM	32% HIGH
2	Drop in childcare.	13% NOT	22% LOW	37% MEDIUM	28% HIGH
3	Before school programs.	11% NOT	28% LOW	35% MEDIUM	26% HIGH
4	After school programs	6% NOT	10% LOW	36% MEDIUM	48% HIGH
5	School break (fall, winter, etc.)	6% NOT	20% LOW	42% MEDIUM	32% HIGH
6	Tennis lessons and leagues	9% NOT	32% LOW	45% MEDIUM	14% HIGH
7	Water fitness.	4% NOT	24% LOW	50% MEDIUM	22% HIGH
8	Programs for people with disabilities	3% NOT	10% LOW	42% MEDIUM	45% HIGH
9	Community events (Easter egg hunts, holiday celebrations, Halloween carnivals).	11% NOT	27% LOW	38% MEDIUM	24% HIGH
10	Athletic special events (5k races, etc.)	5% NOT	25% LOW	50% MEDIUM	20% HIGH
11	Nature/environmental education	4% NOT	19% LOW	43% MEDIUM	34% HIGH
12	Farmers markets.	4% NOT	9% LOW	38% MEDIUM	49% HIGH
13	Programs w/your pets (dog swims, etc.)	22% NOT	39% LOW	24% MEDIUM	15% HIGH
14	Volunteer opportunities.	2% NOT	13% LOW	50% MEDIUM	35% HIGH
15	Open access computer labs.	11% NOT	26% LOW	42% MEDIUM	21% HIGH
16	Long term fitness challenges.	7% NOT	27% LOW	45% MEDIUM	21% HIGH
17	Other _____	NOT	LOW	MEDIUM	HIGH
18	Other _____	NOT	LOW	MEDIUM	HIGH

Q-16 Of the services listed in Q-15 which do you feel are most important to your household? (Please write the program number from Q-15 in the appropriate box.)

Most Important
 Second Most Important
 Third Most Important

Next, we want to ask you about recreational programs or special events provided by Salt Lake County Parks and Recreation.

Q-17 Have you or other members of your household participated in recreational programs or special events such as 5K races, holiday events (Easter Egg Hunts, Trunk or Treat, etc.) offered by Salt Lake County Parks & Recreation during the past 12 months?

- 29% YES
- 71% NO (SKIP TO QUESTION Q-20.)

Q-18 If YES, approximately how many different Salt Lake County Parks & Recreation recreational programs or special events have you or members of your household participated in over the past 12 months?

- 32% ONE PROGRAM
- 50% TWO OR THREE PROGRAMS
- 13% FOUR TO SIX PROGRAMS
- 3% SEVEN TO TEN PROGRAMS
- 2% MORE THAN TEN PROGRAMS

Q-19 How do you rate the overall quality of the programs or events in which you and members of your household have participated?

- 31% EXCELLENT
- 63% GOOD
- 6% FAIR
- POOR

Q-20 How have you learned about the programs or services offered by Salt Lake County Parks & Recreation? (Circle all that apply.)

- | | |
|---------------------------------------|--|
| 28% NEWSPAPER | 20% RECREATION BROCHURE/PROGRAM GUIDE |
| 25% SALT LAKE COUNTY WEBSITE | 5% CONVERSATIONS WITH PARKS AND RECREATION STAFF |
| 26% SCHOOLS | 5% CABLE TELEVISION |
| 10% COUNTY INFORMATION | 25% COMMUNITY/NEIGHBORHOOD NEWSLETTERS |
| 37% PROGRAM FLIERS | 21% SOCIAL MEDIA (FACEBOOK, TWITTER, ETC.) |
| 45% FRIENDS/NEIGHBORS | 5% INTERNET (If so what site? _____) |
| 21% RECREATION CENTER BULLETIN BOARDS | 7% OTHER _____ |
| 18% RADIO | |

We will now ask some questions on potential actions for Salt Lake County Parks and Recreation.

Q-21 Following is a list of POTENTIAL actions that Salt Lake County Parks and Recreation could take to improve recreation, parks, and community activities in Salt Lake County. For each potential action, please indicate if that should NOT be a priority, should be given a LOW priority, MEDIUM priority, or HIGH priority

Action number	Existing Parks and Recreation Facilities	How much priority, if any, should each action have in the Salt Lake County Parks and Recreation Department?			
		NOT	LOW	MEDIUM	HIGH
1	Higher level of park maintenance.	2%	9%	49%	40%
2	Higher level of building maintenance.	3%	17%	52%	28%
3	Higher level of sports field maintenance.	5%	24%	52%	19%
4	Higher level of golf course maintenance.	23%	39%	26%	12%
5	Higher level of natural area maintenance.	3%	18%	42%	37%
6	Improve regional trails (Jordan River, Bonneville Shoreline, etc.)	2%	10%	35%	53%
7	Light more sports fields.	12%	37%	35%	16%
8	Convert natural turf grass sports fields to synthetic turf.	44%	36%	14%	6%
New Parks and Recreation Facilities					
9	Purchase land for regional trails.	6%	16%	29%	49%
10	Purchase land to preserve natural areas, open space.	6%	12%	26%	56%
11	Purchase land for parks.	5%	12%	39%	44%
12	Build new passive use parks.	6%	26%	46%	22%
13	Build new athletic fields.	13%	39%	39%	9%
14	Build new swimming pools.	10%	30%	36%	24%
15	Build new walking, hiking and biking trails.	4%	7%	29%	60%
16	Build new outdoor special event venues.	13%	39%	36%	12%

Q-22 Of the actions listed in Q-21 which is most important to pay for with tax dollars? (Please write the action number from Q-21 in the appropriate box.)

1,10	Most Important	15	Second Most Important	15	Third Most Important
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Q-23 Listed below are some activities and recreation programs. Please indicate whether you feel the costs to run each program should be paid from TAXES, a COMBINATION of taxes and user fees, or only with user FEES.

Recreation Program

How should the costs to run this program be paid? (Please circle your answer.)

Recreation Program	How should the costs to run this program be paid? (Please circle your answer.)		
	TAXES	COMBINATION	FEES
1 Youth fitness and wellness	12%	57%	31%
2 Youth athletics	6%	48%	46%
3 Youth art, dance, performing arts	6%	47%	47%
4 Youth scholarship programs.	24%	49%	27%
5 Programs for teens.	15%	59%	26%
6 Before and after school programs.	20%	52%	28%
7 School break programs (fall, summer, etc.).	9%	48%	43%
8 Adult organized athletics.	1%	24%	75%
9 Adult art, dance, performing arts.	1%	25%	74%
10 Adult continuing education.	4%	39%	57%
11 Senior fitness	19%	53%	28%
12 Community events (Easter egg hunts, holiday celebrations, Halloween carnivals, etc.).	20%	44%	36%
13 Nature programs/environmental education.	27%	49%	24%
14 Open access computer labs.	24%	40%	36%
15 Drop in childcare.	6%	40%	54%
16 Programs for people with disabilities.	43%	46%	11%
17 Indoor space for small events (parties, meetings)	3%	26%	71%
18 Athletic special events (5k races, etc.)	2%	31%	67%
19 Farmers markets.	16%	42%	42%
20 Other _____	9%	55%	36%

Q-24 Listed below are reasons that may **prevent** people from using Salt Lake County Parks & Recreation facilities and programs. (Please circle the numbers of ALL reasons that **prevent** you or other members of your household from using Salt Lake County Parks & Recreation facilities and programs.)

- | | |
|---|--|
| 21% FACILITIES ARE NOT WELL MAINTAINED | 20% TOO FAR FROM OUR RESIDENCE |
| 15% FACILITIES LACK RIGHT EQUIPMENT | 25% PROGRAM TIMES NOT CONVENIENT |
| 12% LACK OF QUALITY PROGRAMS | 16% FEES ARE TOO HIGH |
| 16% CLASS FULL | 19% DO NOT KNOW LOCATIONS OF FACILITIES |
| 13% USE FACILITIES IN OTHER CITIES/COUNTIES | 4% NOT ACCESSIBLE FOR PEOPLE WITH DISABILITIES |
| 9% POOR CUSTOMER SERVICE BY STAFF | 10% LACK OF PARKING NEAR FACILITIES & PARKS |
| 24% NOT INTERESTED | 11% FACILITIES ARE OFTEN NOT AVAILABLE |
| 51% I DO NOT KNOW WHAT IS BEING OFFERED | 13% OTHER _____ |
| 18% OPERATING HOURS NOT CONVENIENT | |
| 6% REGISTRATION FOR PROGRAMS DIFFICULT | |

- 14% PROGRAM OR FACILITY NOT OFFERED
- 10% SECURITY IS INSUFFICIENT

Q-25 Listed below are some services of the Salt Lake County Parks and Recreation Department. Please indicate the extent you are satisfied or dissatisfied with each of the following services by using the scale below:

Services	Very Satisfied	Satisfied	Undecided or unsure	Dissatisfied	Very Dissatisfied
	1 Overall value your household receives from Salt Lake County Parks & Recreation.	17%	54%	23%	5%
2 Maintenance of parks.	12%	63%	16%	8%	1%
3 Number of parks.	11%	58%	18%	13%	1%
4 Security in parks.	4%	38%	40%	15%	3%
5 Availability of information about programs and facilities	3%	34%	38%	22%	3%
6 Quality of programs for families with children.	5%	42%	50%	3%	---
7 Quality of programs for adults	5%	39%	50%	6%	---
8 User friendliness of Parks and Recreation website	5%	34%	52%	8%	1%
9 Programs for people with disabilities . .	2%	18%	74%	5%	1%
10 Variety of programs.	4%	40%	50%	6%	---
11 Ease of registering for classes /programs. . . .	6%	37%	52%	5%	---
12 Ease of renting/reserving a facility. . . .	5%	30%	61%	3%	1%
13 Fees charged for programs/facilities . .	6%	44%	43%	6%	1%
14 Overall level of customer service	9%	48%	39%	4%	---
15 Drop in childcare programs.	2%	12%	82%	4%	---

Q-26 Listed below are **benefits** from having Salt Lake County Parks & Recreation facilities and programs. Please indicate the extent you agree or disagree with each of the following benefits using the scale below:

Statement Number	Benefit	Strongly Agree	Mildly Agree	Undecided or unsure	Mildly Disagree	Strongly Disagree
1	Improves physical health and wellness	68%	25%	5%	1%	1%
2	Helps reduce neighborhood crime	32%	34%	24%	7%	3%
3	Makes Salt Lake County a better place to live	70%	23%	6%	1%	---
4	Preserves open-space	63%	26%	9%	2%	---
5	Protects the environment	49%	30%	17%	3%	1%
6	Increases property values in surrounding areas	48%	29%	19%	3%	1%
7	Improves mental health and reduces stress	56%	32%	11%	1%	---
8	Increases cultural and community interaction	45%	36%	16%	3%	---
9	Attracts new residents	36%	30%	30%	4%	---
10	Attracts new businesses	26%	28%	39%	7%	---
11	Protects historical assets of the County	30%	31%	31%	7%	1%
12	Promotes tourism to the County	24%	28%	36%	11%	1%

Q-27 Of the benefits listed in Q-26 which is most important to your household? (Please write the statement number from Q-26 in the appropriate box.)

Most Important

Second Most Important

Third Most Important

We would now like to learn more about recreation organizations you and your household members use.

Q-28 Please circle ALL the organizations that you and members of your household have used for recreation activities during the last 12 months.

1. 2% YMCA
2. 34% RELIGIOUS AFFILIATED FACILITY
3. 45% LOCAL SCHOOLS
4. 71% STATE PARKS
5. 18% PRIVATE CLUB (TENNIS, GOLF, ETC.)
6. 38% PRIVATE GYM
7. 7% SPECIAL RECREATION DISTRICT
8. 81% SALT LAKE COUNTY PARKS & RECREATION
9. 75% NATIONAL PARK/NATIONAL FOREST
10. 25% NEIGHBORING COUNTIES
11. 10% HOMEOWNER ASSOCIATION/APARTMENT COMPLEX
12. 4% BOYS AND GIRLS CLUB
13. 9% OTHER _____

Q-29 Of the organizations listed in Q-28 which organizations were used most by household members ages 11 years or younger during the past 12 months. (Please write in the organization number from Q-28 in the appropriate box or if you have no household members 11 or younger circle that answer.)

Used Most

Used Second Most

60% No household members 11 or younger

Q-30 Of the organizations listed in Q-28 which organizations were used most by household members ages 12 to 17 years during the past 12 months. (Please write in the organization number from Q-28 in the appropriate box or if you have no household members ages 12 to 17 years circle that answer.)

Used Most

Used Second Most

70% No household members ages 12 to 17 years

Q-31 Of the organizations listed in Q-28 which organizations were used most by household members' ages 18 to 54 years during the past 12 months. (Please write in the organization number from Q-28 in the appropriate box or if you have no household members ages 18 to 54 years circle that answer.)

Used Most

Used Second Most

26% No household members ages 18 to 54 years

Q-32 Of the organizations listed in Q-28 which organizations were used most by household members ages 55 and over during the past 12 months. (Please write in the organization number from Q-28 in the appropriate box or if you have no household members ages 55 and over circle that answer.)

Used Most

Used Second Most

50% No household members ages 55 and over

Finally, we'd like to ask you a little about your household.

Q-33 How many years have you lived in Salt Lake County?

- 1% LESS THAN 1 YEAR
- 2% 1-2 YEARS
- 7% 3-5 YEARS
- 8% 6-10 YEARS
- 16% 11-20 YEARS
- 19% 21-30 YEARS
- 48% MORE THAN 30 YEARS

Q-34 ARE you renting, buying, or do you own your own home in Salt Lake County?

- 3% RENTING
- 25% BUYING
- 72% OWN

Q-35 Which category best describes your age?

- 18 – 24
- 8% 25 – 34
- 24% 35 – 44
- 23% 45 – 54
- 31% 55 – 64
- 15% 65 OR MORE

Q-36 Please circle the number of persons, including yourself, in your household for each of the following age categories:

Age Category	Circle the number of persons in your household for each age category					
	ZERO	1	2	3	4	5 OR MORE
1 Ages 5 Younger	82%	10%	7%	1%	---	---
2 Ages 6-9	84%	12%	4%	---	---	---
3 Ages 10-14	81%	13%	4%	1%	---	---
4 Ages 15-19	80%	13%	4%	2%	---	---
5 Ages 20-24	87%	10%	3%	---	---	---
6 Ages 25-34	80%	12%	8%	---	---	---
7 Ages 35-44	68%	15%	17%	---	---	---
8 Ages 45-54	72%	15%	13%	---	---	---
9 Ages 55-64	62%	19%	18%	---	---	---
10 Ages 65 or more	80%	12%	8%	---	---	---

Q-37 Are you male or female?

- 49% MALE
- 51% FEMALE

Q-38 Which of the following categories best describes your racial or ethnic identification? (Circle one answer)

--- AFRICAN AMERICAN/BLACK
3% ASIAN
1% PACIFIC ISLANDER
3% HISPANIC/LATINO
90% WHITE/CAUCASIAN
1% NATIVE AMERICAN
2% OTHER_____

Q-39 Do you or someone in your household have a cognitive or physical disability?

--- YES
100% NO

Q-40 Are you a dog owner?

50% YES
50% NO

Q-41 What is your zip code? _____

		Zip Code			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bingham Canyon	15	2.3	2.4	2.4
	Draper	18	2.7	2.9	5.2
	Magna	13	2.0	2.1	7.3
	Midvale	16	2.4	2.5	9.9
	Riverton	20	3.0	3.2	13.0
	Sandy	15	2.3	2.4	15.4
	West Jordan	8	1.2	1.3	16.7
	West Jordan	21	3.2	3.3	20.0
	West Jordan	17	2.6	2.7	22.7
	Sandy	23	3.5	3.7	26.4
	South Jordan	23	3.5	3.7	30.0
	Herriman	18	2.7	2.9	32.9
	Salt Lake City	17	2.6	2.7	35.6
	Salt Lake City	18	2.7	2.9	38.5
	Salt Lake City	23	3.5	3.7	42.1
	Salt Lake City	13	2.0	2.1	44.2
	Salt Lake City	26	4.0	4.1	48.3
	Salt Lake City	28	4.3	4.5	52.8
	Murray	16	2.4	2.5	55.3
	Salt Lake City	33	5.0	5.2	60.6
	Salt Lake City	40	6.1	6.4	66.9
	Salt Lake City	20	3.0	3.2	70.1
	South Salt Lake	23	3.5	3.7	73.8
	Salt Lake City	15	2.3	2.4	76.2
	Holladay	26	4.0	4.1	80.3
	Taylorsville/Kearns	11	1.7	1.7	82.0
	West Valley City	14	2.1	2.2	84.3
	West Valley City	10	1.5	1.6	85.9
	Cottonwood Heights	30	4.6	4.8	90.6
	Taylorsville/Kearns	18	2.7	2.9	93.5
Holladay	21	3.2	3.3	96.8	
Salt Lake City	1	.2	.2	97.0	

	West Valley	18	2.7	2.9	99.8
	Salt Lake City	1	.2	.2	100.0
	Total	629	95.6	100.0	
Missing	99999	29	4.4		
Total		658	100.0		

Your comments will be appreciated, either here or in a separate envelope.

Thank you for your help.

Please return your completed questionnaire in the enclosed return-reply envelope to:

Salt Lake County Parks & Recreation

Attn: S-4700

PO BOX 27637

Salt Lake City, UT 84127-9914

Charts of Salt Lake County Parks & Recreation Needs Assessment Survey

Figure 1. Travel to parks and recreation facilities.

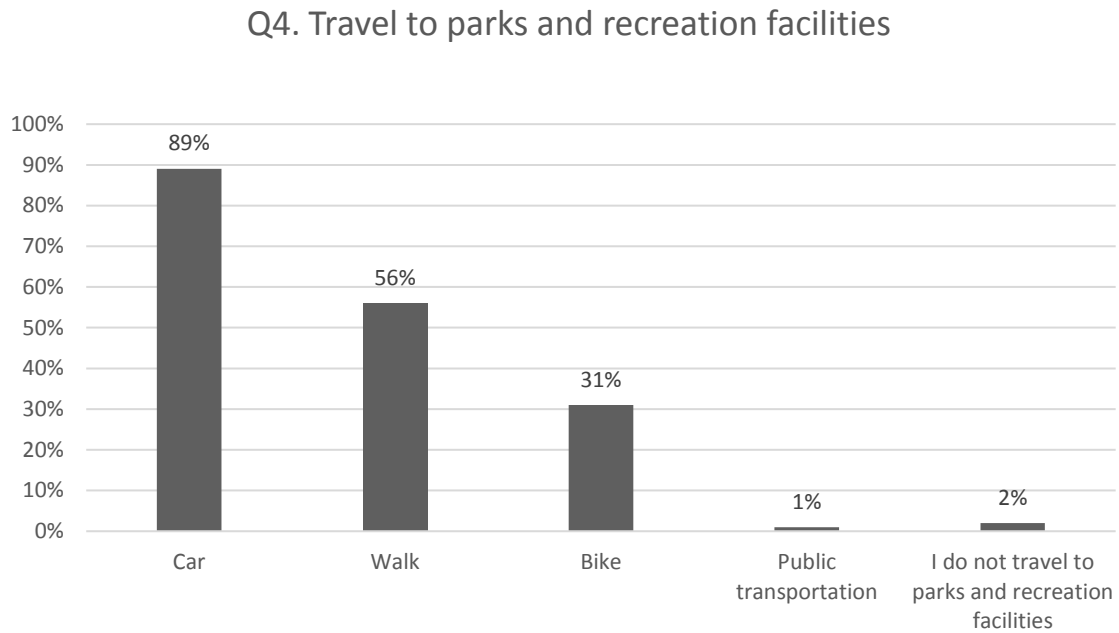


Figure 2. Park amenity priority levels.

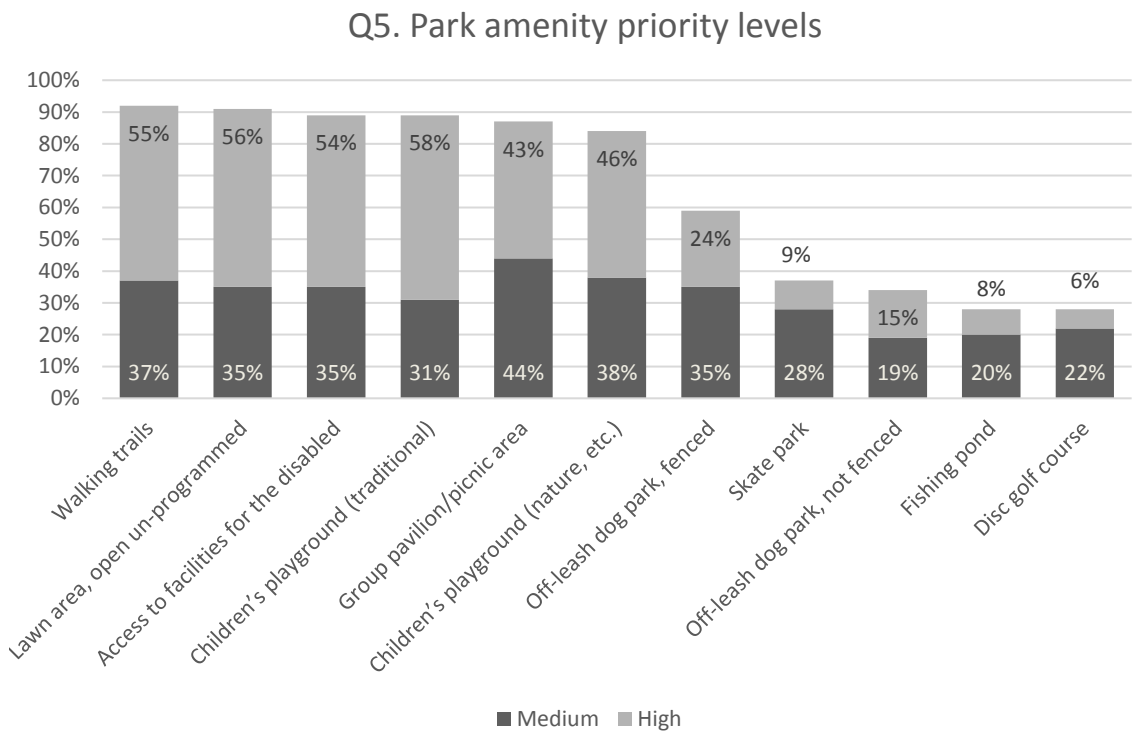


Figure 3. Sports amenity priority levels.

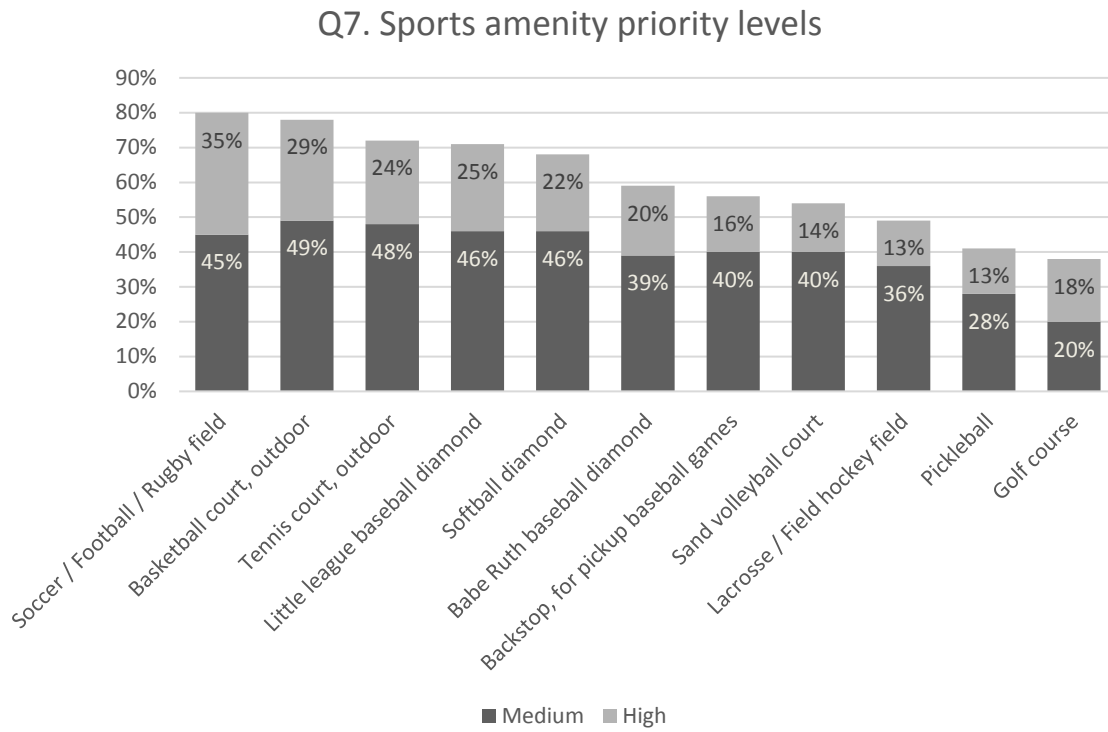


Figure 4. Recreation amenity priority levels.

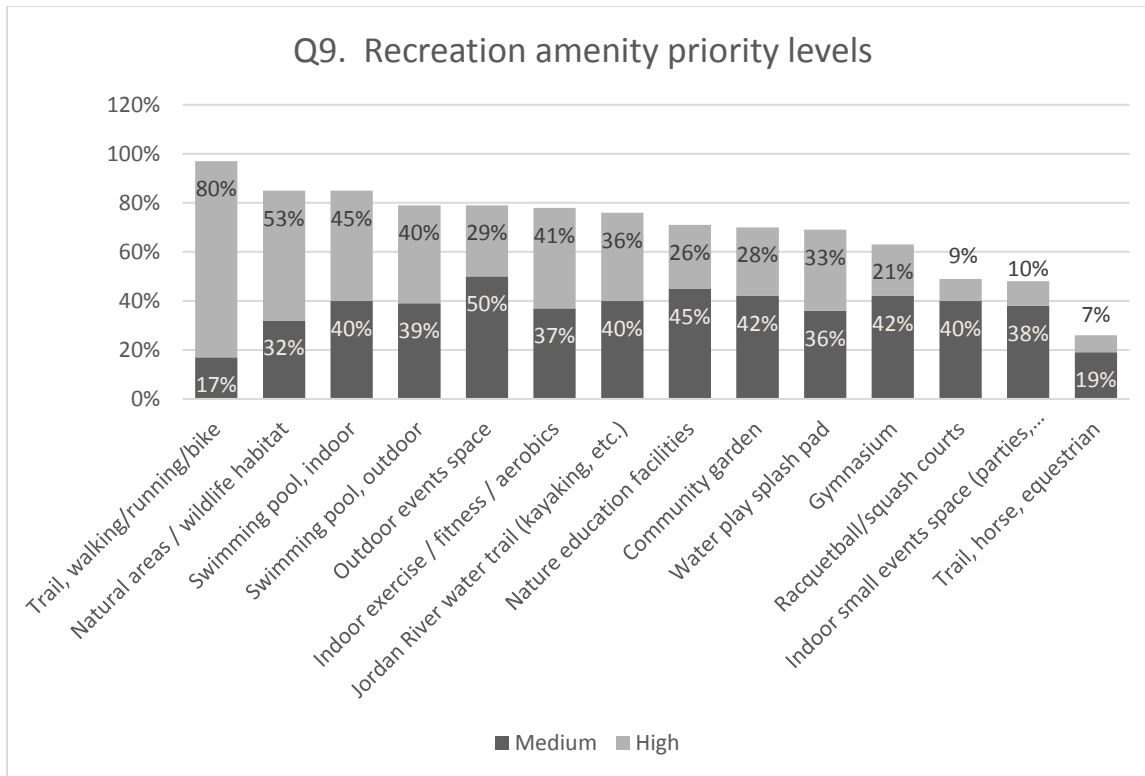


Figure 5. Youth programs priority levels.

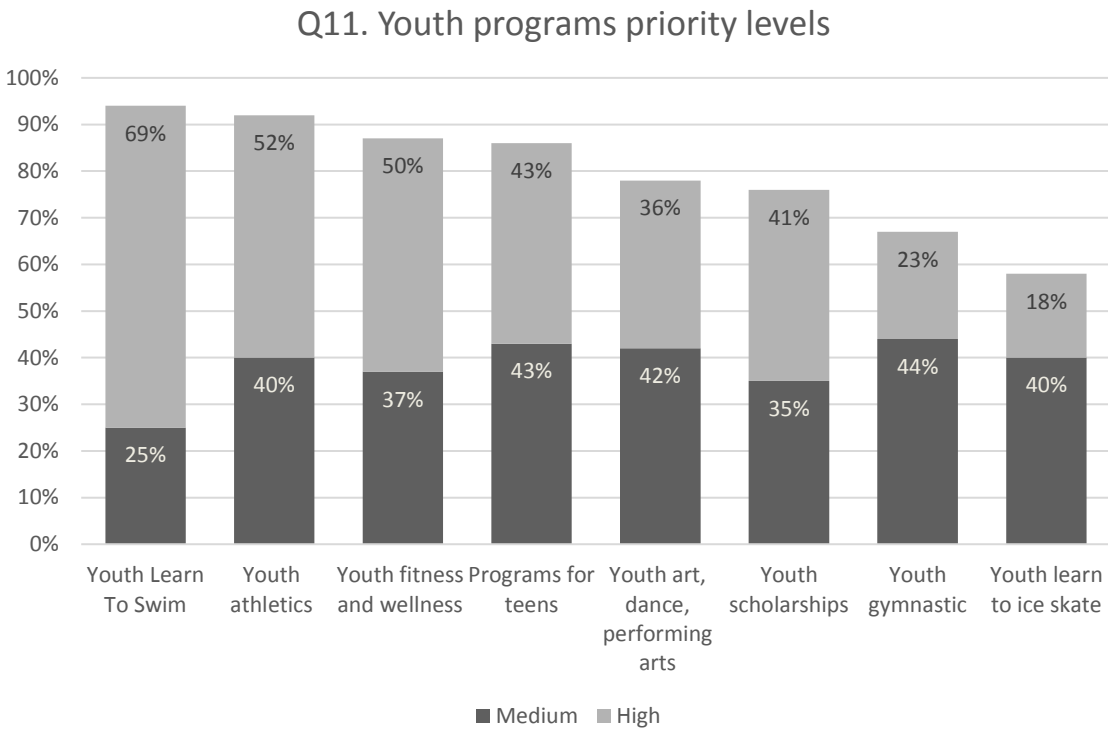


Figure 6. Adult programs priority levels.

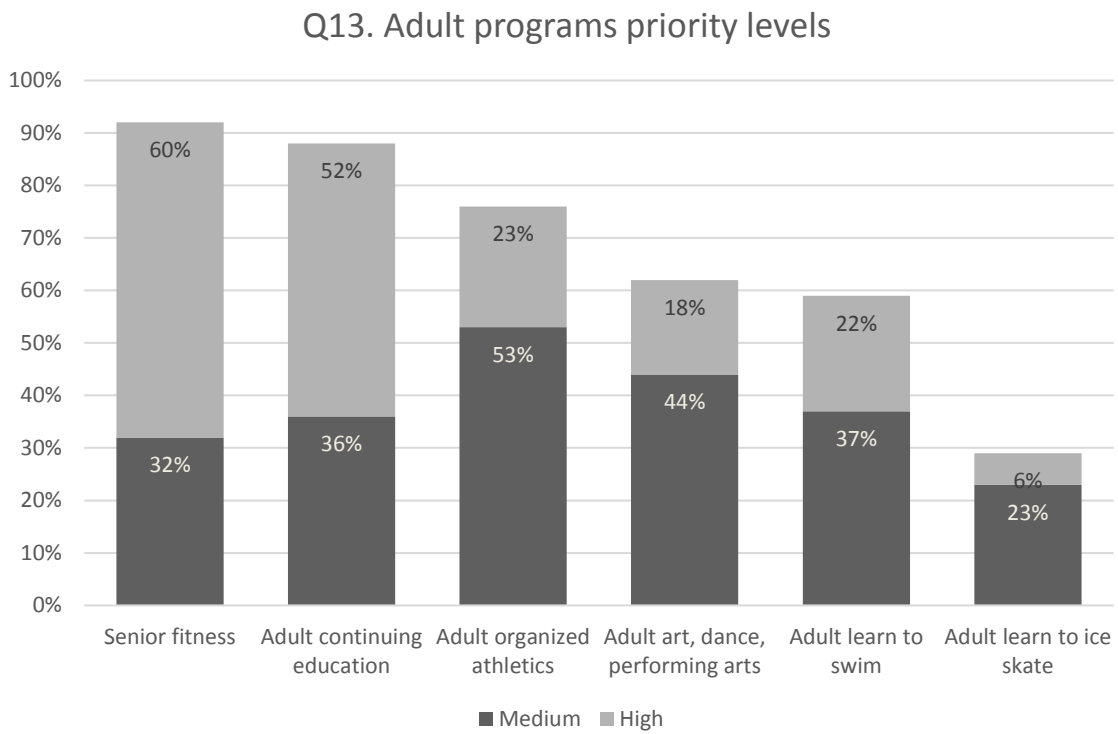


Figure 7. Services priority levels.

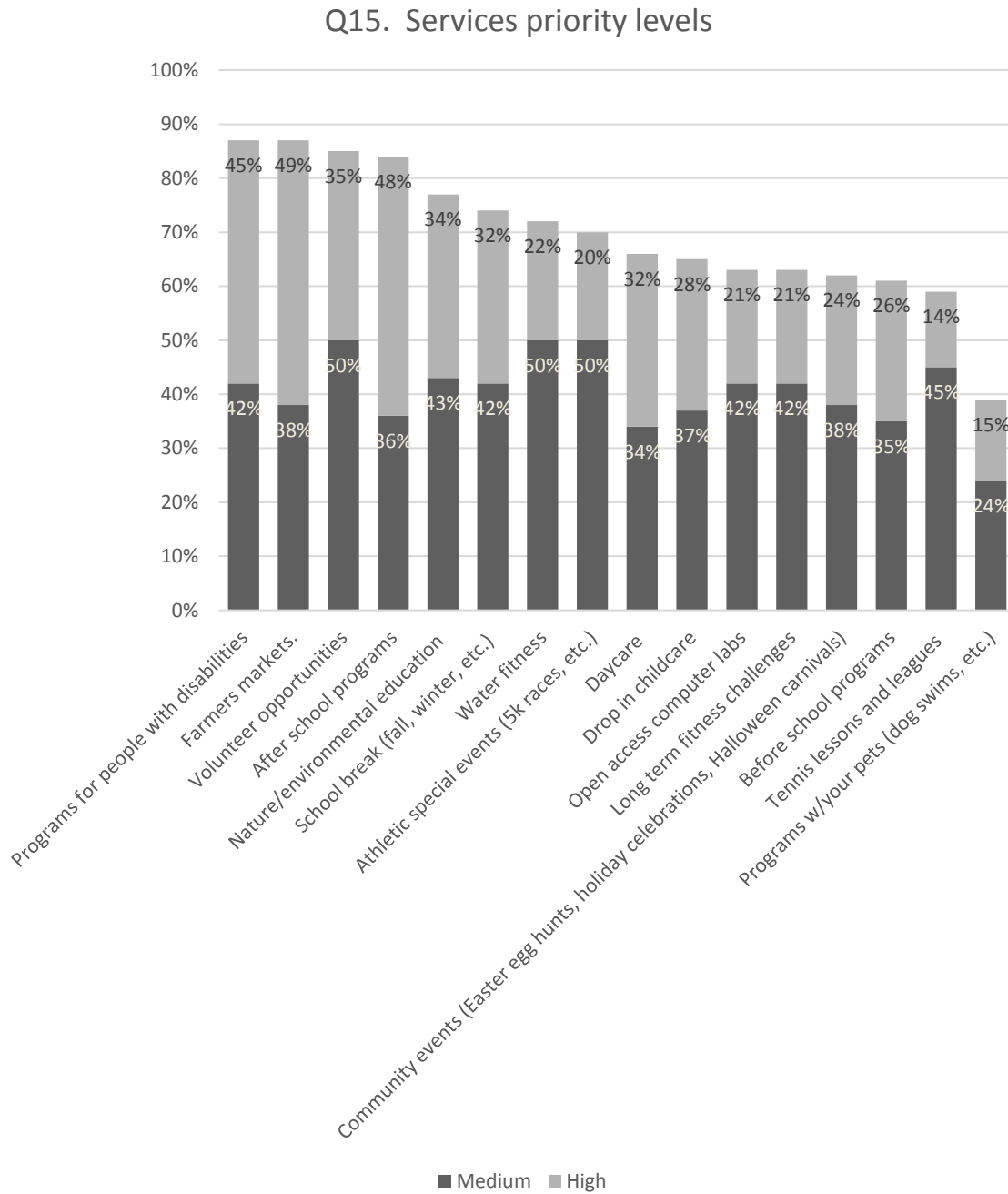


Figure 8. Learned about Salt Lake County Parks & Recreation programs and services.

Q20. Learned about Salt Lake County Parks & Recreation programs and services

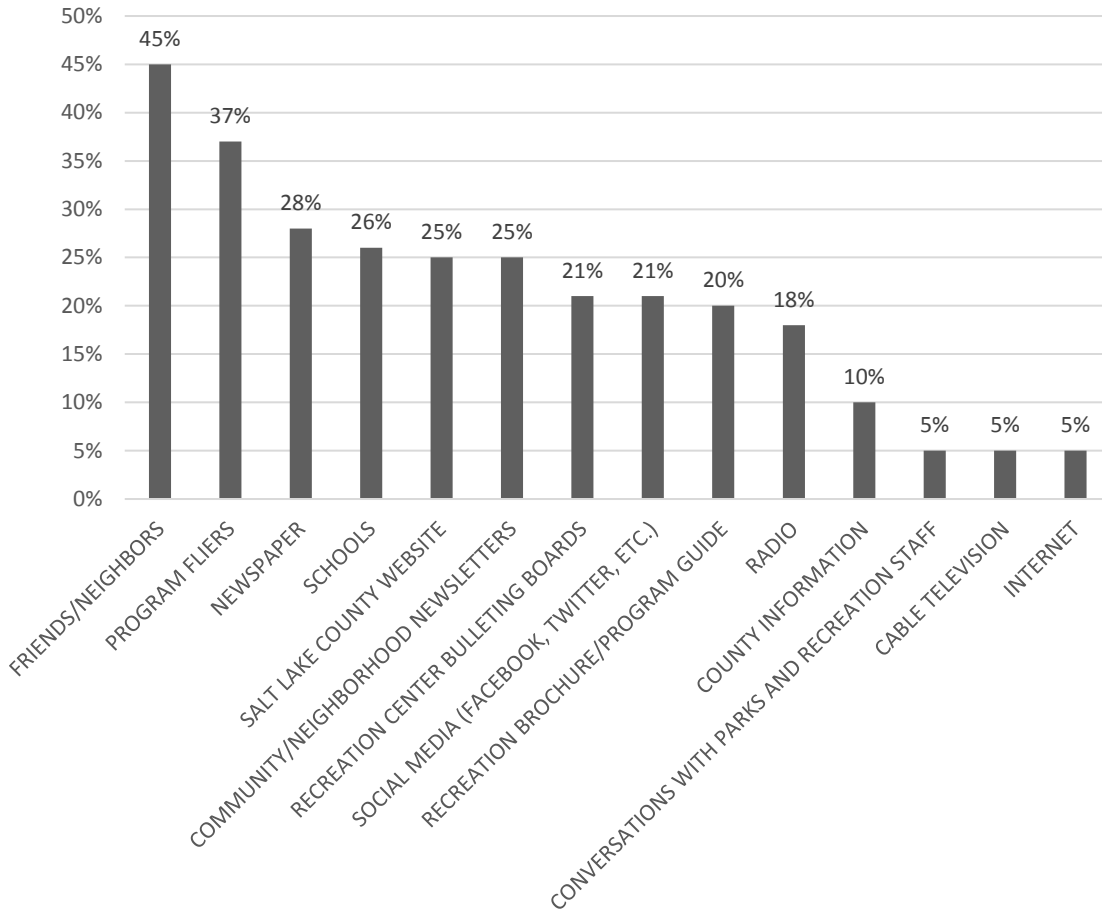


Figure 9. Actions priority levels.

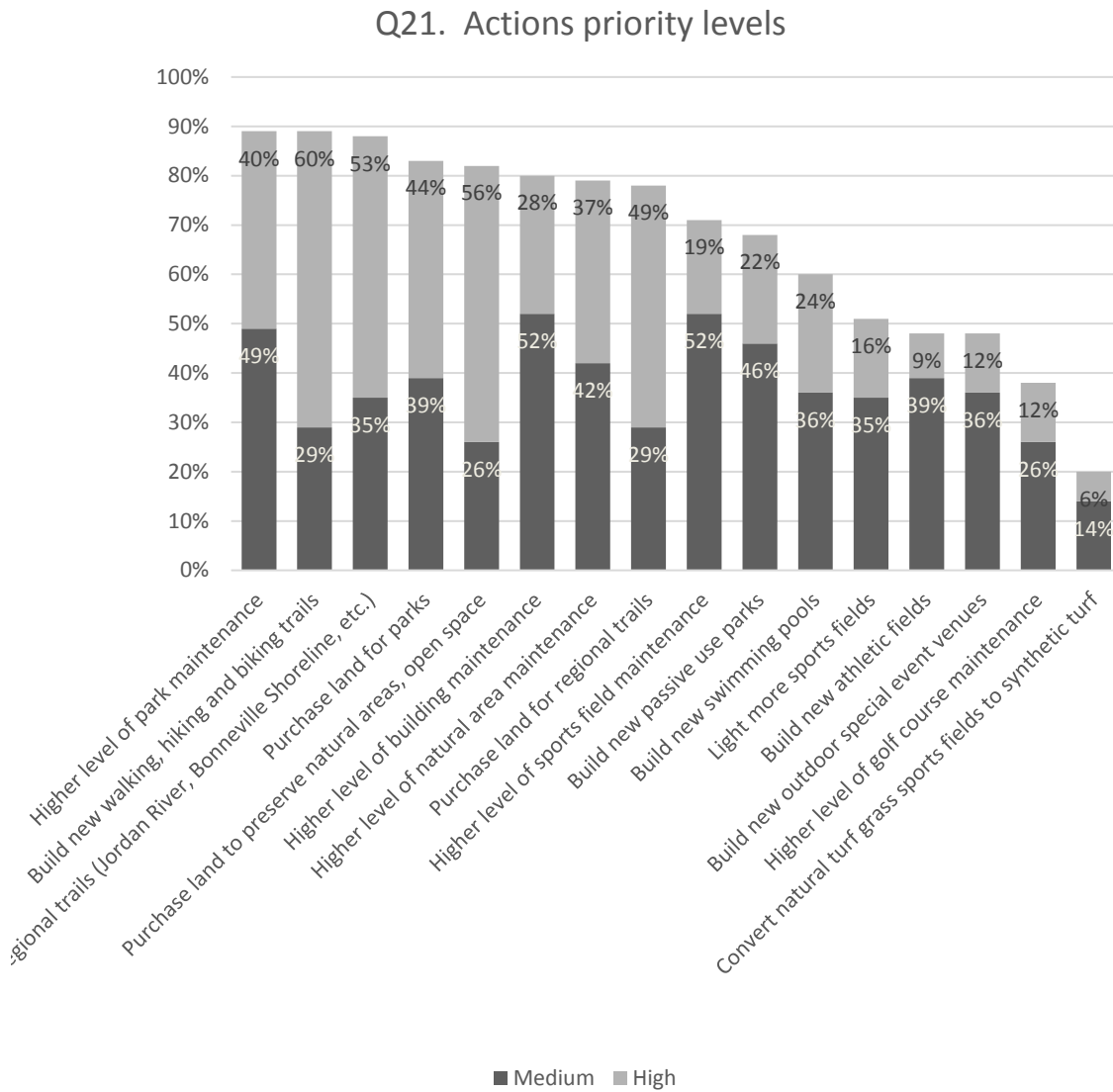


Figure 10. Pay program costs with taxes, combination, or fees.

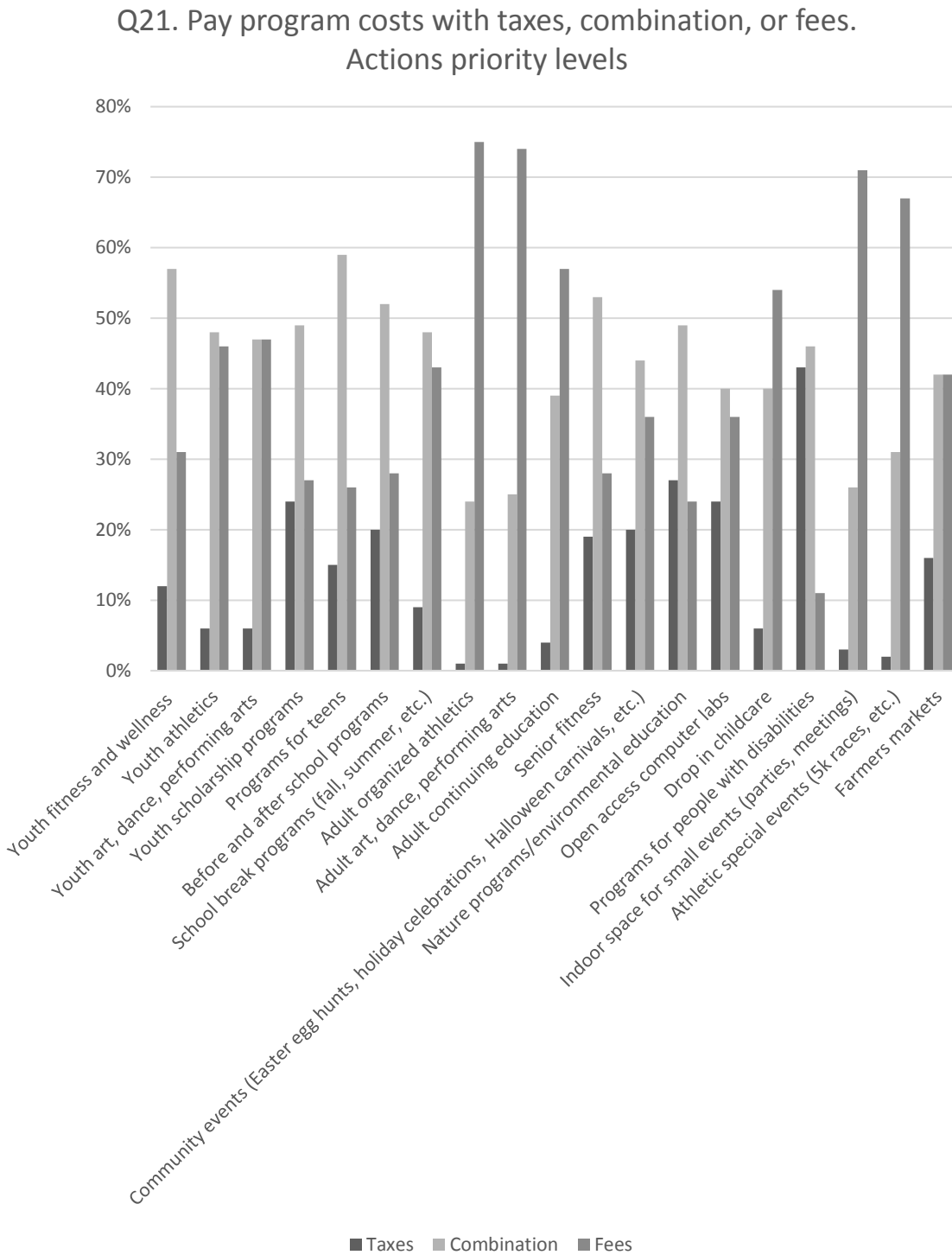


Figure 11. Reasons that prevent people using facilities and programs.

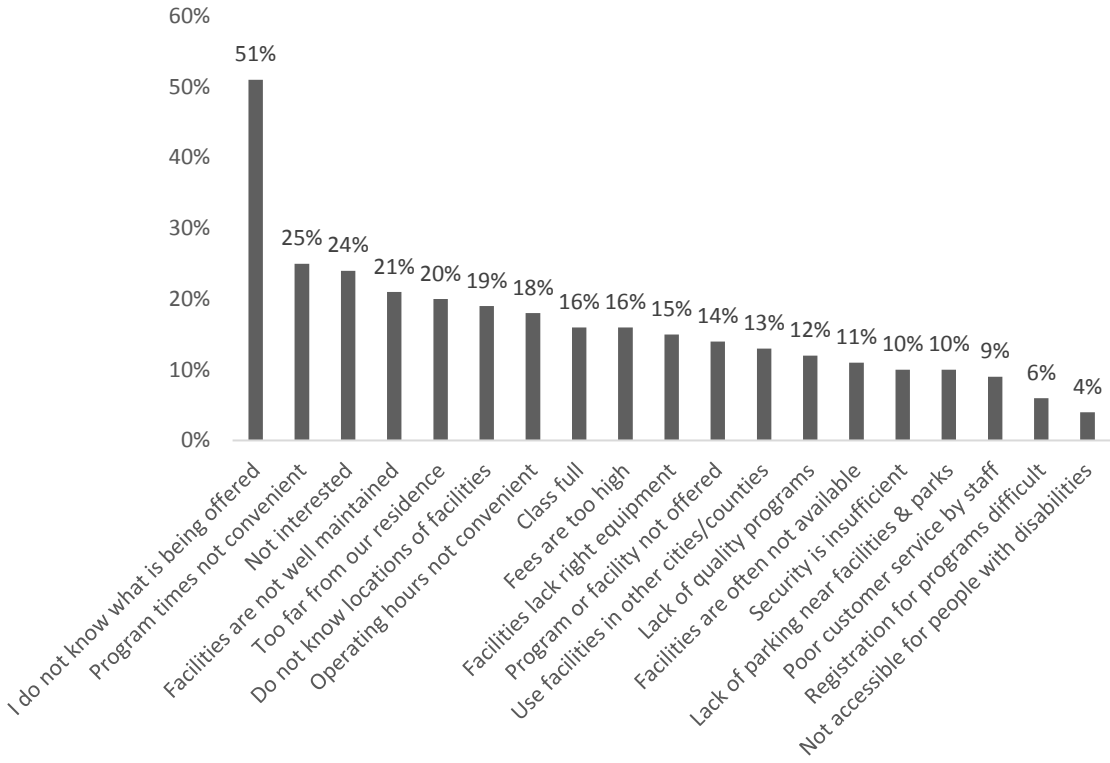


Figure 12. Services satisfaction levels.

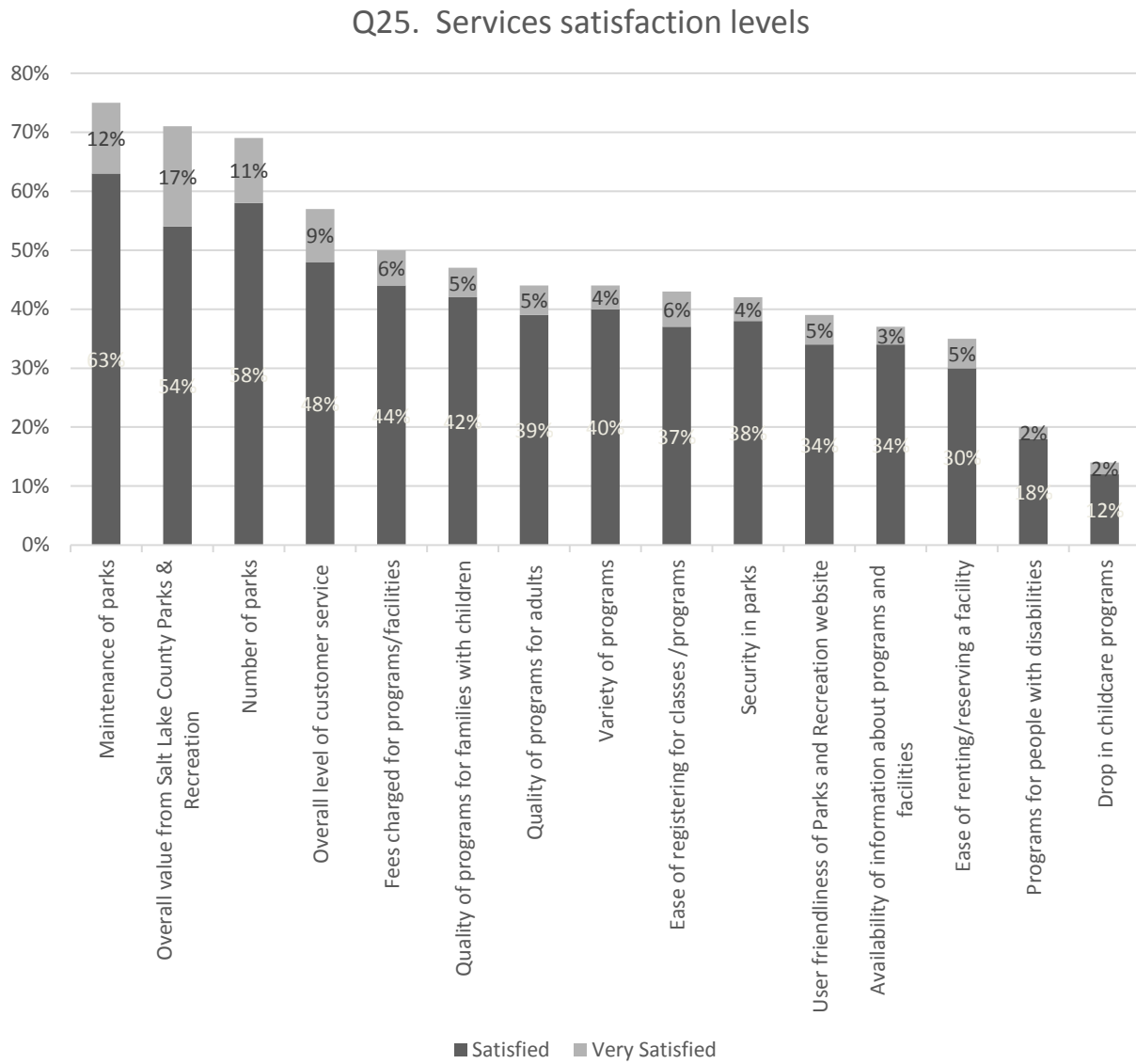


Figure 13. Benefits from Salt Lake County Parks & Recreation facilities and programs.

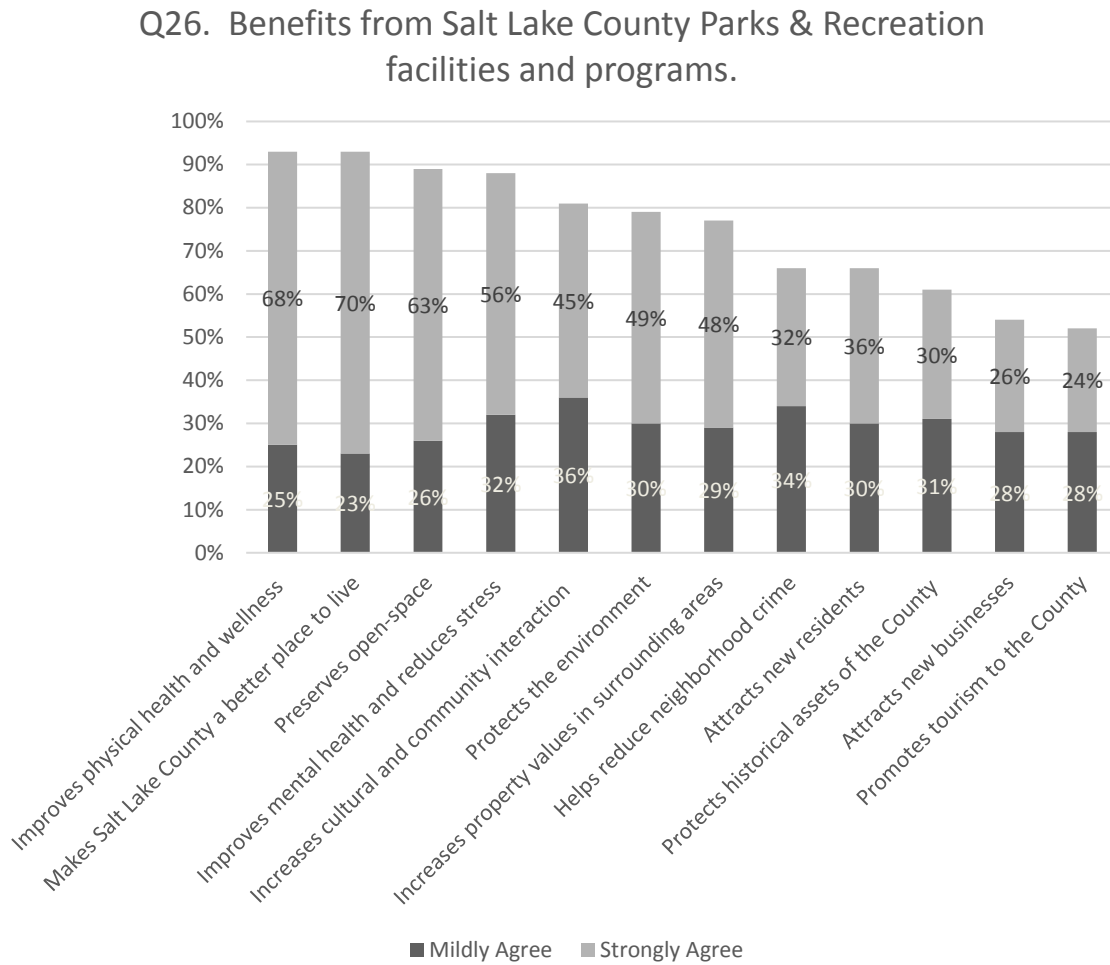


Figure 14. Organizations used by households.

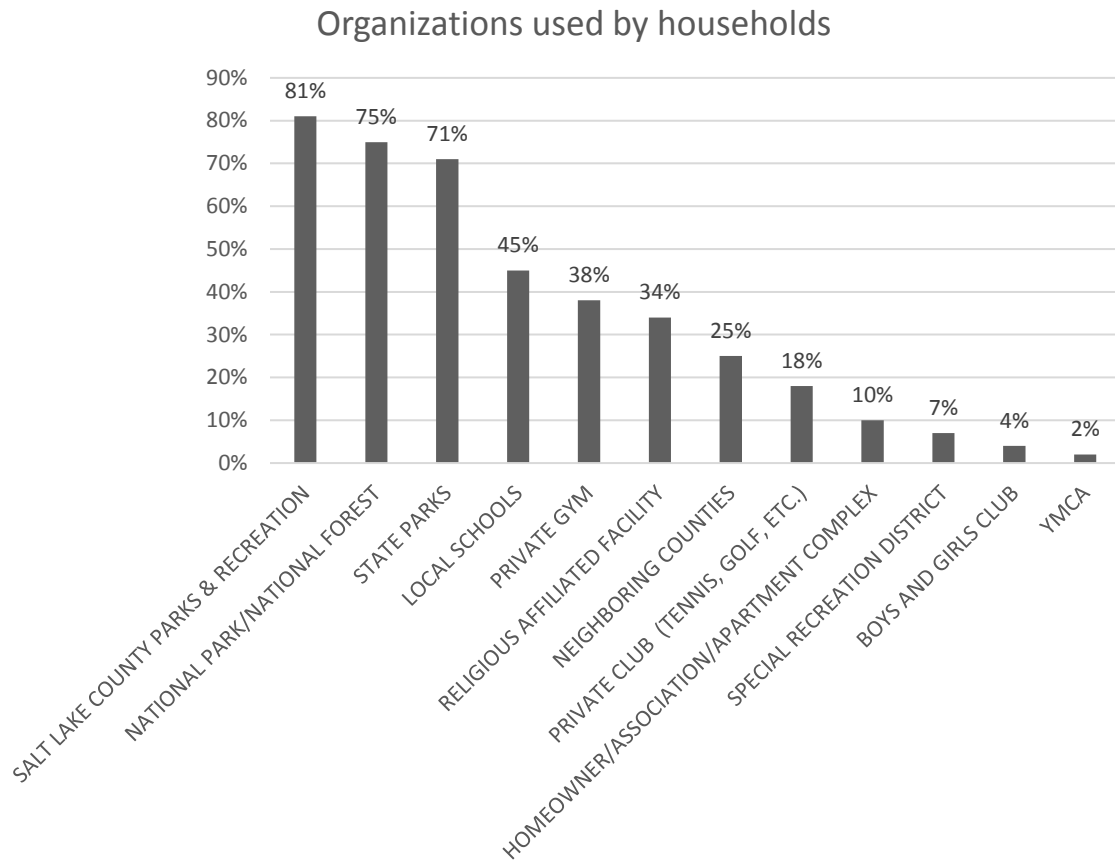


Figure 15. Ages of respondents.

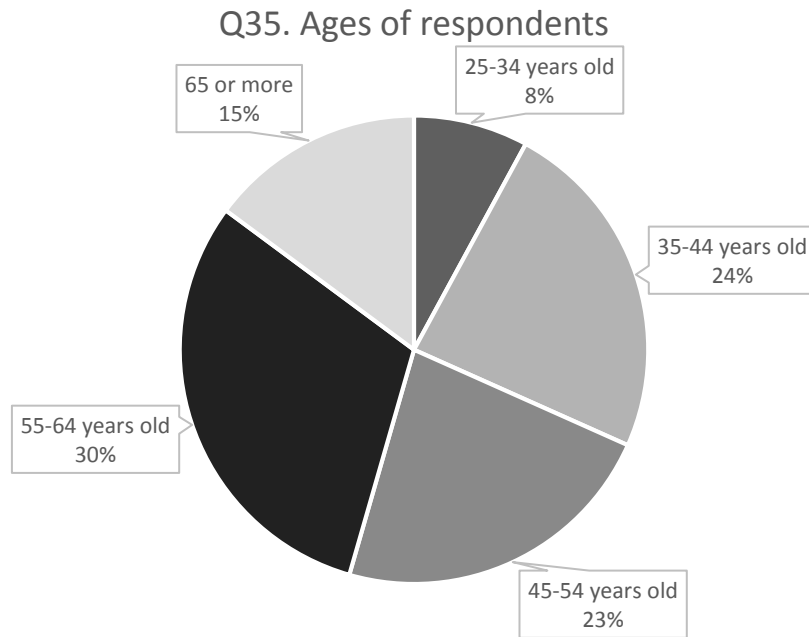


Figure 16. Household composition by age categories.

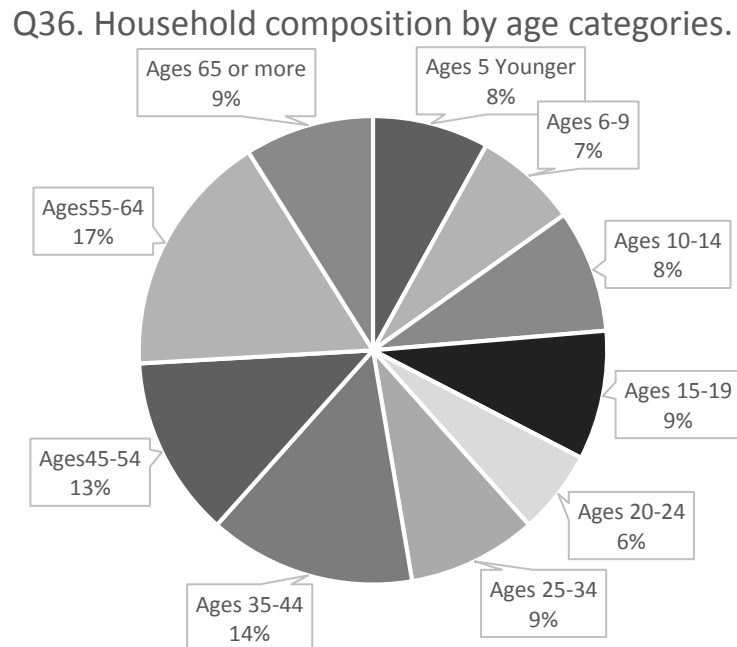


Figure 17. Gender of respondents.

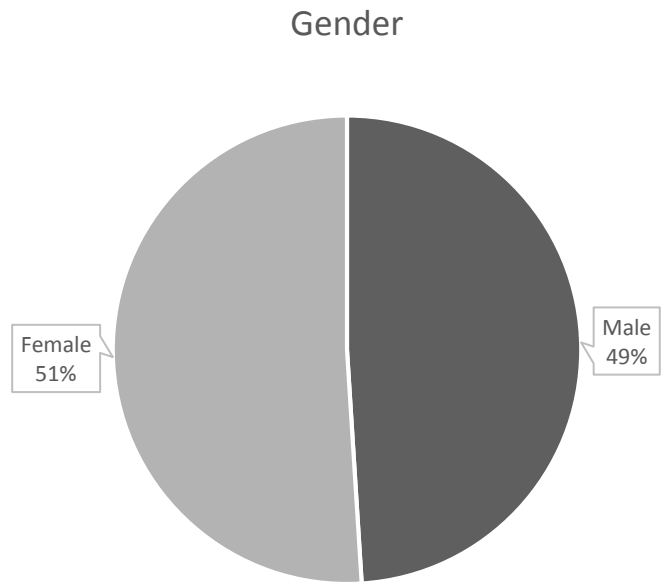


Figure 18. Racial or ethnic identification.

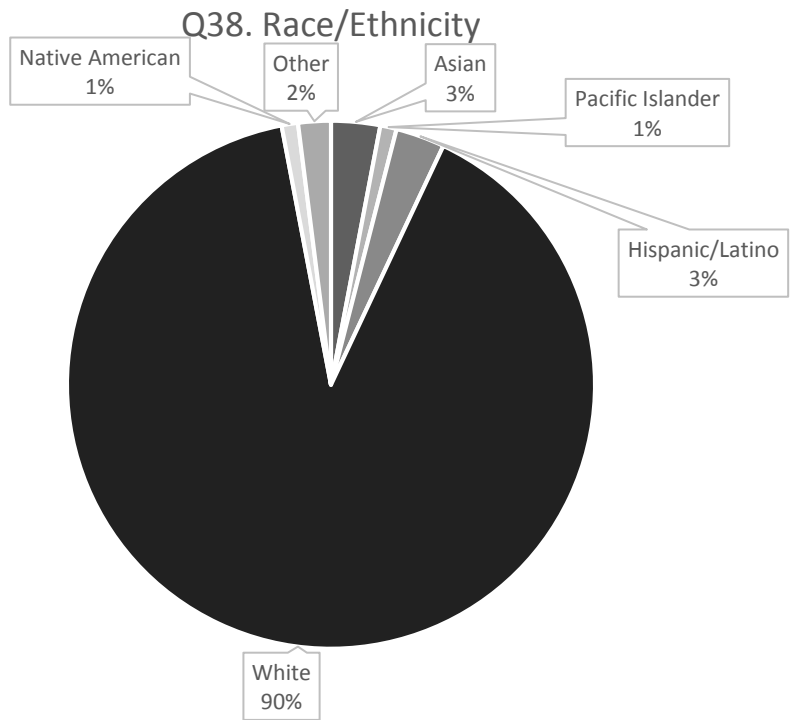


Figure 19. Respondents by city.

