



Study Questionnaire

Site Solutions 2005 Town of Cornelius Parks and Recreation Survey – JOB # 1171
KPC RESEARCH, P.O. BOX 35334, CHARLOTTE, N.C. 28235

Notes of Interest

 The following is the questionnaire that was constructed for use in this study. The wording of questions is exactly the way these questions were read to all respondents during the telephone interview. When interpreting the results for any question, it is important to refer to its exact wording.

 The results for each question are presented in the data tables in the same order as they appear in this questionnaire.

Hello. I am _____ with KPC Research. Let me assure you we are not selling anything. We are doing a short opinion poll about park and recreation services in the Town of Cornelius. Your phone number was selected at random.

I'd like to verify that I dialed the correct phone number. Is this (**VERIFY PHONE NUMBER? IF NO, REDIAL.**)

- I. Is this household located within the Town of Cornelius?
- | | |
|---|---|
| YES | 1 |
| NO/DON'T KNOW/REFUSED (END – TE-1) | 2 |
-

Because this is a scientific survey, I need to speak with a specific person in this household.

(USE THE HIGHLIGHTED RESPONDENT SELECTION)

A: May I speak to the **youngest man** age 18 or older currently living in this household?
IF NO MEN LIVE IN HOUSEHOLD, ASK AA

AA. May I speak to the **youngest woman** age 18 or older currently living in this household?
[] CHECK

B: May I speak to the **oldest man** age 18 or older currently living in this household?
IF NO MEN LIVE IN HOUSEHOLD, ASK BB

BB. May I speak to the **oldest woman** age 18 or older currently living in this household?
[] CHECK

C: May I speak to the **oldest woman** age 18 or older currently living in this household?
IF NO WOMEN LIVE IN HOUSEHOLD, ASK CC

CC. May I speak to the **oldest man** age 18 or older currently living in this household?
[] CHECK

D: May I speak to the **youngest woman** age 18 or older currently living in this household?
IF NO WOMEN LIVE IN HOUSEHOLD, ASK DD

DD. May I speak to the **youngest man** age 18 or older currently living in this household?
[] CHECK

(IF PERSON DIFFERENT FROM PERSON WHO ANSWERED PHONE, REINTRODUCE)

1. The following statements are about parks and recreation facilities in the Town of Cornelius. After I read each statement, please tell me whether you strongly agree, agree, disagree or strongly disagree with the statement. How about...?
(READ LIST. ROTATE.)

	STRONGLY AGREE	STRONGLY DISAGREE	DK/ REF
a) Additional public parks and recreation facilities would benefit my community.....	1	2	3.....4.....5
b) Public Parks and Recreation areas enhance the economic health of a community.	1	2	3.....4.....5
c) Public park and recreation areas should be a priority for local governments.	1	2	3.....4.....5
d) Property taxes should be used to fund public parks and recreation areas in the Town of Cornelius	1	2	3.....4.....5
e) Public parks and recreation activities in my community would help reduce crime.	1	2	3.....4.....5
f) There is an adequate number of public park and recreation facilities in the Town of Cornelius.	1	2	3.....4.....5

2.	Based on what you know or have heard, would you say there is a great need, some need, little need, or no need for public parks in the Town of Cornelius?	GREAT NEED	1
		SOME NEED	2
		LITTLE NEED.....	3
		NO NEED	4
		DK/REF	5

3. Using a scale of "1" to "5," where "5" is "Very important" and "1" is "Not at all important," please rate the importance of each of the following. How about..? **(READ LIST. ROTATE.)**

	NOT AT ALL IMP			VERY IMP	DK/ REF	
a) Preserving the cultural heritage of the Town of Cornelius.....	1	2	3	4	5	6
b) Preserving and conserving open space in the Town of Cornelius.....	1	2	3	4	5	6
c) The importance of public parks and recreation areas to the quality of life in the Town of Cornelius.....	1	2	3	4	5	6

4.	Do you currently use a public park in the Town of Cornelius?	YES.....	1
		NO (SKIP TO Q6)	2
		DK/REF (SKIP TO Q11)	3

5a.	In the last year, how many times have you visited a public park? (DO NOT READ LIST) (IF DON'T KNOW, READ LIST)	1-5	1
		6-10	2
		11-25	3
		26-50	4
		MORE THAN 50	5
		NOT AT ALL (SKIP TO Q6)	6
		DK/REF	7

5b. What public park do you visit most often?
SPECIFY. ONE RESPONSE ONLY. ENTER DK FOR DON'T KNOW/REFUSED.)

6.	(IF Q4 = 1 AND Q5A ≠ 6, SKIP TO Q7) What prevents you from using a public park? (ACCEPT MULTIPLE RESPONSES)	PARK DOES NOT EXIST IN MY AREA	1
		NOT SURE WHAT IS AVAILABLE	2
		CANNOT AFFORD.....	3
		TRANSPORTATION ISSUES	4
		NOT HANDICAP ACCESSIBLE	5
		CRIME/SAFETY ISSUES	6
		HEALTH REASONS	7
		DOES NOT WANT TO/NO DESIRE	8
		OTHER (SPECIFY)	9
		DK/REFUSED.....	10

(IF ASKED Q6 [Q4 = 2 OR Q5A = 6], SKIP TO Q11)

7. The following is a list of activities that may be available at a public park or indoor recreational facility. For each, please tell me if you or someone in your household *currently participate* in that activity, don't participate but are *interested* in doing so in the future, or are *not interested* at all in that activity? How about...? **(READ LIST. ROTATE. AFTER READING 18TH ITEM, REPEAT:)** Just as a reminder, please tell me if you or someone in your household *currently participate* in that activity, don't participate but are *interested* in doing so in the future, or are *not interested* at all in that activity?

	<u>CURR PART</u>	<u>FUTURE INT</u>	<u>NO INT</u>	<u>DK/ REF</u>
a) Youth or adult baseball or softball?	1	2	3	4
b) Youth or adult basketball?	1	2	3	4
c) Biking? (MOUNTAIN BIKING, TOUR, OR BMX)	1	2	3	4
d) Instructional camps, such as sports, crafts, or the arts?	1	2	3	4
e) Crafts, such as pottery, woodworking, or sewing?	1	2	3	4
f) Dance?	1	2	3	4
g) Disc golf?	1	2	3	4
h) Drama?	1	2	3	4
i) Fishing?	1	2	3	4
j) Fitness programs, such as aerobics, weightlifting or yoga?	1	2	3	4
k) Youth or adult football?	1	2	3	4
l) Gardening?	1	2	3	4
m) Golf?	1	2	3	4
n) Lacrosse?	1	2	3	4
o) Musical concerts or events?	1	2	3	4
p) Nature or environmental programs?	1	2	3	4
q) Camping or hiking?	1	2	3	4
r) Picnic areas?	1	2	3	4
s) Playgrounds?	1	2	3	4
t) Programs for people with disabilities?	1	2	3	4
u) Senior citizen programs?	1	2	3	4
v) Roller skating, rollerblading, or skateboarding?	1	2	3	4
w) Youth or adult soccer?	1	2	3	4
x) Special events, such as festivals or community celebrations?	1	2	3	4
y) Swimming?	1	2	3	4
z) Tennis?	1	2	3	4
aa) Track and field?	1	2	3	4
bb) Painting, photography, drawing, or other visual arts?	1	2	3	4
cc) Volleyball?	1	2	3	4
dd) Walking or jogging?	1	2	3	4
ee) Canoeing, kayaking, or sailing?	1	2	3	4
ff) Poetry or literature classes?	1	2	3	4
gg) Horseshoes or shuffleboard courts?	1	2	3	4

ALWAYS ASK LAST:

hh) Any other activities? (SPECIFY)	1	2	3	4
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8. What other types of recreational facilities would you like to see in the Town of Cornelius? How about...?
(READ LIST. ROTATE.)

	<u>YES</u>	<u>NO</u>	<u>DK/REF</u>
a) Recreation or community center?	1.....	2.....	3.....
b) Greenways, which are public walking or bicycle trails?	1.....	2.....	3.....
c) Cultural arts facility?	1.....	2.....	3.....
d) Additional athletic fields?	1.....	2.....	3.....
e) Aquatic facility?	1.....	2.....	3.....
(INTERVIEWER NOTE: An aquatic facility is an indoor facility for water-based recreation, such as swimming.)			
f) Open space, an undeveloped land for wildlife or passive activities?.....	1.....	2.....	3.....

ALWAYS ASK LAST:

g) Any other types of recreational facilities? (SPECIFY)	1.....	2.....	3.....
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9. How satisfied are you with the public parks and facilities in the Town of Cornelius? Are you...? **(READ LIST)**

Very Satisfied.....	1
Satisfied.....	2
Somewhat Satisfied.....	3
Or Not at all Satisfied?.....	4
DK/REF	5

10a. In the last 12 months, have you participated in any activities sponsored by the Parks & Recreation Department of the Town of Cornelius?

YES.....	1
NO (SKIP TO Q11)	2
DK/REF (SKIP TO Q11)	3

10b. How satisfied were you with the activities you participated in?

Very Satisfied.....	1
Satisfied.....	2
Somewhat Satisfied.....	3
Or Not at all Satisfied?.....	4
DK/REF	5

(ASK EVERYONE)

11. Please tell me whether you strongly agree, agree, disagree or strongly disagree with the following ways for how public parks and recreation areas should be funded in the Town of Cornelius. How about through...?
(READ LIST. ROTATE.)

	<u>STRONGLY AGREE</u>	<u>STRONGLY DISAGREE</u>	<u>DK/ REF</u>
a) Current taxes?.....	1.....	2.....	3.....4.....5
b) New taxes?.....	1.....	2.....	3.....4.....5
c) Private donations?.....	1.....	2.....	3.....4.....5
d) Matching grants?.....	1.....	2.....	3.....4.....5
e) Government bonds?.....	1.....	2.....	3.....4.....5

ALWAYS ASK LAST:

f) Or some other source? (SPECIFY)	1.....	2.....	3.....	4.....	5
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12. Would you recommend the authorization of bonds to be sold by the Town of Cornelius to support new park facilities and/or programs?

YES.....	1
NO	2
DK/REF	3

13. On an annual basis, to improve parks and recreation facilities in the Town of Cornelius, would your household be willing to spend...? (READ LIST)

	<u>YES</u>	<u>NO/DK/REF</u>
ONE HALF THIS WAY: ASCENDING SCALE	a) 25? 1	(IF YES, ASK b) 2 (IF NO, GO TO QA)
	b) 50? 1	(IF YES, ASK c) 2 (IF NO, GO TO QA)
	c) 100? 1	(IF YES, ASK d) 2 (IF NO, GO TO QA)
	d) 200? 1	(IF YES, ASK e) 2 (IF NO, GO TO QA)
	e) More than 200? 1	(GO TO QA) 2 (GO TO QA)
 ONE HALF THIS WAY: DESCENDING SCALE	a) More than 200? 1	(IF YES, GO TO QA) 2 (IF NO, ASK b)
	b) 200? 1	(IF YES, GO TO QA) 2 (IF NO, ASK c)
	c) 100? 1	(IF YES, GO TO QA) 2 (IF NO, ASK d)
	d) 50? 1	(IF YES, GO TO QA) 2 (IF NO, ASK e)
	e) 25? 1 2

Now I would like to get a little information about you and your household for statistical purposes only.

A. Including yourself, how many adults live in your household? NUMBER ADULTS: _____
DK/REFUSED 9

B. How many children, 17 years of age or younger, live in your household? NUMBER OF CHILDREN: _____
DK/REFUSED 9

C. What is your age? AGE: _____
DK/REFUSED 99

C1. (IF DK OR REFUSED SAY:) I don't need to know exactly. Could you tell me if you are . . . (READ LIST)?

- 18 to 24 1
- 25 to 34 2
- 35 to 44 3
- 45 to 54 4
- 55 to 64 5
- or 65 or older? 6
- DK/REF 7

D. What is your race? (ONE RESPONSE ONLY)

- WHITE 1
- BLACK/AFRICAN AMERICAN 2
- AMERICAN INDIAN/ALASKA NATIVE 3
- ASIAN 4
- NATIVE HAWAIIAN/PACIFIC ISLANDER 5
- SOME OTHER RACE 6
- MIXED/TWO OR MORE RACES 7
- DK/REFUSED 8

E. What was the last grade of school you completed? (DO NOT READ)

- 8TH GRADE OR LESS 1
- SOME HIGH SCHOOL (NOT H.S. GRADUATE) 2
- HIGH SCHOOL GRADUATE 3
- SPECIAL/TECHNICAL TRAINING (NOT COLLEGE) 4
- SOME COLLEGE (NOT GRAD FROM 4-YEAR COLLEGE) 5
- COLLEGE GRADUATE (FROM 4-YEAR COLLEGE) 6
- POST-GRADUATE STUDY 7
- ADVANCED DEGREE (MS, MBA, PHD) 8
- DON'T KNOW/REFUSED 9

F. In what ZIP Code is this household located?

DK/REF99999

THANK RESPONDENT AND END INTERVIEW